

# Cambridge Transportation Decarbonization and Congestion Mitigation Bill

Using Platform-Based commerce to make Cambridge a more sustainable,  
more equitable and more pleasant place to live, work and visit

# A THREE-PRONGED CLIMATE-FRIENDLY ZONING CHANGE THAT HELPS

- DE-CARBONIZE TRANSPORTATION
- REDUCE THE NUMBER OF CARS IN CAMBRIDGE
- INCREASE OPPORTUNITIES TO BIKE, SCOOT, E-BIKE AND MORE

By harnessing the power of Platform-Based Commerce to handle awkward back-end logistics like reservations and payments, this proposal:

1. Brings a new level of equity to EV ownership opportunities by allowing people without access to off-street parking to charge their EV
2. Allows people who either cannot or choose not to own a car much more equitable access to affordable, dependable and varied automobile use
3. Expands the opportunities for people who cannot afford or store an EEverythingElse device (such as an E-cargo bike) to use this new and exciting vehicles

# PUTTING THE DISCUSSION IN CONTEXT

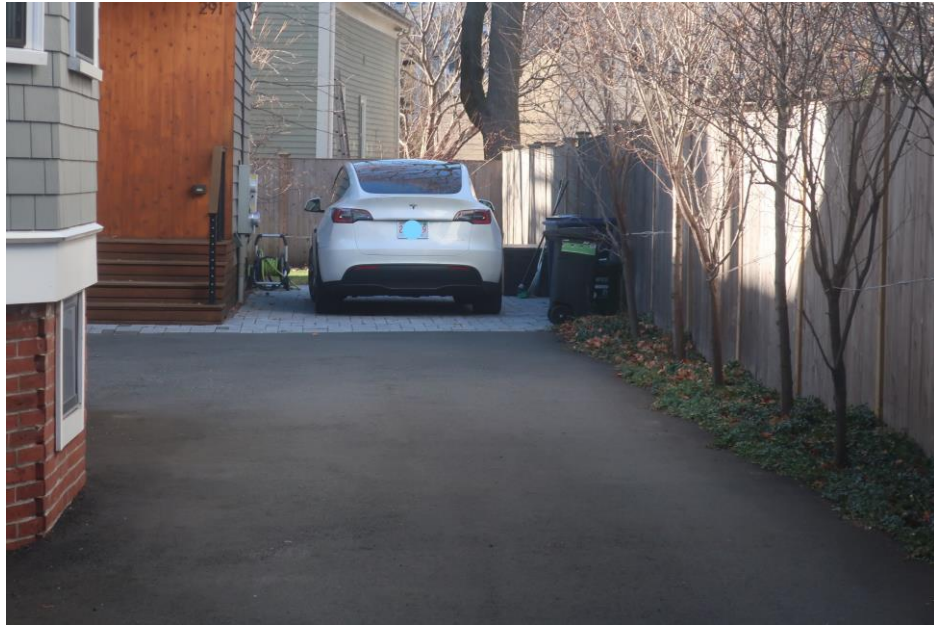
- “Massachusetts says it will ban sale of new gas-powered cars by 2035” CNET.COM
- “It’s really important to provide access — reliable, predictable access — to charging for people, wherever they park for longer periods of time near home, often overnight,” MIT CLIMATE PORTAL, JAN 2021
- “One major challenge to widespread adoption of EVs by residents of dense urban neighborhoods like Cambridge is the lack of reliable access to electric vehicles supply equipment (EVSE). In other words, access to a charging station.” Cambridge Sustainability Dashboard
- “Vehicles trip that remain will need to be made by vehicles that have switched from gasoline and diesel, to electric.” Cambridge Climate Action Plan
- “Assess and incorporate equity as a key aspect of program implementation to ensure an equitable transition to net zero” Cambridge Net Zero Action Plan
- “One additional station-based car is associated with a reduction of about nine private cars” ECONPAPERS
- Micromobility presents a tremendous opportunity for cities and service providers, potentially helping to address some of the most vexing transportation challenges facing urban areas: congestion, emissions and air quality, uneven access to transit. Deloitte Insights, 2019

# WHAT EV CHARGING IN CAMBRIDGE LOOKS LIKE NOW



Inconvenient, abused, rarely used and VERY expensive  
(@\$62,500 per charge point via 2021 Participatory Budgeting)

# WHAT EV CHARGING IN CAMBRIDGE *COULD* LOOK LIKE



Exactly as driveway and garage owners are doing it now,  
but with more equitable access for people who do not have off-street parking.

# WHAT CAR RENTAL IN CAMBRIDGE LOOKS LIKE NOW




Lots of asphalt, inconvenient access, inhospitable store front, challenging traffic patterns

# WHAT CAR RENTAL IN CAMBRIDGE COULD LOOK LIKE



**Maserati Ghibli 2017**  
5.0★ (18 trips) 🚫 All-Star Host  
Save \$171      ~~\$229~~ **\$172/day**  
\$515 est. total

3.3 mi



**Tesla Model 3 2022**  
4.94★ (21 trips) 🚫 All-Star Host  
Save \$21      ~~\$105~~ **\$98/day**  
\$293 est. total

1.2 mi



**Tesla Model Y 2022**  
4.84★ (20 trips) 🚫 All-Star Host  
App unlock

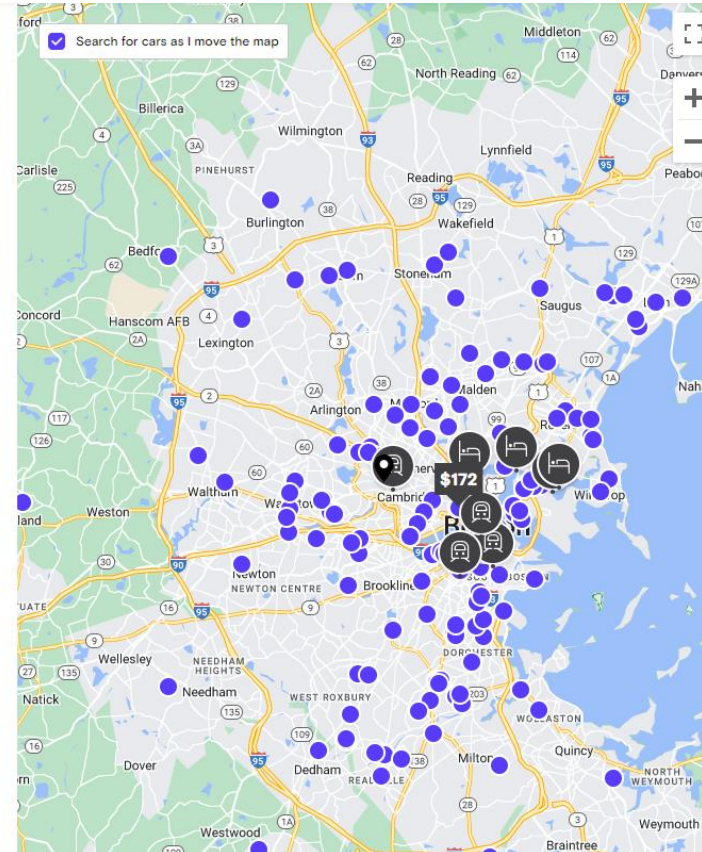
7 SEATER-SUV

< 0.5 mi



**Tesla Model S 2017**  
5.0★ (1 trip)  
Unlimited miles

4.5 mi



EXISTING BOSTON AREA PLATFORM-BASED CAR RENTALS (TURO.COM)

# WHAT MICROMOBILITY SHARING IN CAMBRIDGE LOOKS LIKE NOW



Poorly balanced (often empty or full), VERY heavily subsidized by City or developers and limited to pedal bikes



# WHAT MICROMOBILITY IN CAMBRIDGE *COULD* LOOK LIKE



Bluebike has a monopoly for using City property, so, until that is changed, new Micromobility platform sharing would not be allowed on City land.

Yes, this is Pittsfield.  
And, yes, they are more innovative than we are.



PITTSFIELD, Mass. (May 4, 2022) – The city of Pittsfield and Bird, a leader in environmentally friendly electric transportation, have teamed up to bring shared e-scooters to the city. The scooters can be activated through Bird's free mobile phone app (of the same name) and offers a fun and accessible mode of transportation.

The Bird e-scooters, which made their debut in Pittsfield last week, have already received a warm welcome by the community. Since their arrival, the scooters have been in constant use, with members of the public frequently sharing pictures of themselves posing with the scooters on social media.

To date, there have been 905 rides averaging 3 miles per ride, representing an average of 150 rides per day, according to usage data.

# THIS PROPOSAL IS NARROWLY TAILORED

- Only full EVs would be allowed to charge to minimize parking scams
- Only one car per dwelling unit could be shared to eliminate the threat of fleets
- Only 4 micromobility devices would be allowed on lots smaller than 10,000 sf to avoid unsightly, and admittedly, somewhat intrusive gobs of vehicles and docking stations in denser residential districts

# YES, THERE ARE DOWNSIDES

People may not know the person using (or charging) the car (or the Ebike) parked in their neighbor's driveway.



But the users won't be anonymous, and the actual use will be exactly as it is now.

# CAMBRIDGE HAS CHANGED RESIDENTIAL ZONING BEFORE TO MEET CHANGING NEEDS AND DESIRES

- Post Operative Animal Care 9/27/21
- Home Occupation Amendments 6/7/2021
- Beekeeping Zoning Petition 12/18/2017
- Short Term Rentals 08/07/2017
- Carsharing 1/11/2016
- Bicycle Sharing 09/19/2011

# THERE MAY BE OTHER HURDLES FOR THESE USES TO JUMP

- Utility Franchise Laws – Chapter 164
- Blue Bike Contract through MAPC
- Insurance Coverage
- Consumer Desires
- And More

But outdated zoning laws should not be one of them

THE WORLD IS NOT A STATIC PLACE.  
OUR ZONING CANNOT BE STATIC EITHER.



Evolve or perish has been a reality for forever  
(and remember, Pittsfield is beating us!)