

## **Goal 1: Maximize Transit's Ability to Serve All Trips**

Our future transit needs resulting from regional growth and development, as well as changing demographics, must be understood. Based on this understanding, we must ensure that the transit system provides for the mobility needs of Cambridge residents, employees and visitors, including trips to work, school, shopping, and recreation, within Cambridge and the greater region.

### **Objectives**

1. Study existing and future mobility needs and gaps where all users' needs are not met
2. Prioritize transit investments in routes that have high ridership or potential for higher ridership
3. Prioritize transit investments that improve mobility for those most dependent on transit
4. Prioritize transit investments that increase access to community amenities and resources
5. Prioritize transit projects that support transit oriented development

### **Progress since 2015**

1. The City has coordinated the Kendall Square Mobility Task Force process to develop prioritized plans of transportation and transit investments.
2. Advocate for reforming parking minimums.

## **Goal 2: Increase and Prioritize Transit Funding**

Ensure that our transit system is adequately funded, affordable, and serves the regional common good.

### **Objectives**

1. Allocate more available municipal funds towards transit improvements
2. Educate the public about the importance of supporting statewide and regional transit funding strategies
3. Form or participate in a transit funding coalition among municipalities and with private business
4. Increase developer contributions for improving transit
5. Coordinate with the MBTA, MassDOT, and other agencies and transit groups to support additional funding sources for transit
6. Support increased private sector funding for Transportation Management Associations (TMA) for transit services

### **Progress since 2015**

1. The City is engaging with MassDOT in collaborative regional transit planning (Kendall Sq. study)
2. The City helped establish and contributes funds annually to the EZ Ride
3. The City obtained and allocated funding towards a study gathering community input on bus service in Cambridge in parallel to the MBTA's Better Bus Project public outreach process
4. Some developers have paid for transit supportive improvements, e.g. Ames St "floating" bus stop and shelter.
5. The City was part of the Youth Pass program pilot and official program.
6. Developers, the City, Redevelopment Authority, and MassDOT signed an MOU for funding transit improvements in Kendall Square.

### Goal 3: Increase Efficiency and Reliability of Transit Services

Reduce travel times for sustainable modes of transportation, including transit. Improve efficiency of transit trips such that travel times are equal to or less than equivalent driving times. Our transit system needs to be more dependable and reliable.

#### Objectives

1. Coordinate with the MBTA to improve Red Line capacity, efficiency, and reliability, and/or provide supplemental transit service. Coordination should include review and comment on MBTA designs and guidelines. **[2 – Some progress]**
2. Analyze and improve bus circulation, travel time, and reliability through priority treatments at targeted locations. **[3 – Significant progress]**
3. Incorporate transit improvements into all City projects when reconstructing or redesigning roadways, sidewalks, and intersections **[3 – Significant progress]**
4. Prioritize transit and other sustainable modes over driving when allocating public space and signal time on roadways, leading to greater transit efficiency. **[2 – Some progress]**
5. Coordinate with the MBTA and private shuttles to advocate for increased bus and commuter rail efficiency and reliability **[2 – Some progress]**
6. Foster collaboration between public and private agencies to provide coordinated service and share common technologies **[1 – Little progress]**
7. Support improvements in fare payment policy, strategies, and technology **[2 – Some progress]**

#### Progress since 2015

1. The City has completed the an update to the 2014 Transit Service Analysis for all bus routes to identify areas where buses are heavily impacted by congestion.
2. The City has implemented bus priority lanes on Mount Auburn Street and South Mass. Ave.
3. The City has designed bus priority treatments to be constructed in the near future at Inman Square.
4. The City and partners have implemented pilot transit signal priority locations.
5. The City has developed a strategy to implement transit signal priority.
6. The City has completed a conceptual design process for North Mass. Ave. and engaged in several public outreach efforts including a Parking Day temporary bus priority lane.
7. The City with the Boston MPO has completed an initial conceptual study for bus priority at Alewife
8. The City and TAC has worked with the MBTA to advance several bus service routing concepts in the Better Bus Project, a shorter routing in Harvard Square for Route 1, and a reorganization of West Cambridge bus routes for Routes 72, 74, 75, and 78.
9. The City has advocated for MBTA funding capital projects to improve capacity on the Red Line
10. The City has coordinated with neighboring municipalities and MassDOT to conceptualize bus priority enhancements on transit streets that cross municipal borders.
11. The City with developers created new bus stop locations on Ames Street to reroute CT2 in Kendall Square for faster through-travel.
12. The City has updated curbuse regulations to help enforcement of transit priority lanes.
13. The City has started the River Street (“parallel” to Western Ave.) Reconstruction design process.
14. The City worked with the MBTA and developers to reroute bus routes using Route 2 to improve travel times and local access.

## Goal 4: Expand Transit Service

Expand the capacity of rapid transit and bus service by increasing frequency, extending existing routes, and adding new routes.

### Objectives

1. Support and advocate for new cross-town services, especially in the Sullivan Square-Kendall Square-Longwood Medical Area corridor, in the form of bus rapid transit or other improved transit lines
2. Support and advocate for increases in span of service within the MBTA system (including commuter rail, rapid transit, and bus)
3. Support and advocate for new bus service in underserved, transit dependent, low income, and minority neighborhoods
4. Support and advocate for existing and new Transportation Management Associations (TMAs) to supplement existing transit service
5. Support and advocate for service where users are experiencing last mile (or longer) problems

### Progress since 2015

1. The City participated and then coordinated the Kendall Square Transportation Task Force launched by MassDOT that developed several strategies to achieve bus expansion.
2. The City was able to complete a demand and capacity analysis of a proposed "CT4"-type service.
3. The MBTA implemented then discontinued late night service; the MBTA then implemented a strategy of increased early morning and late-night service on routes with heavy passenger use in those hours.
4. The City participated in Green Line Extension planning and implementation
5. The City works with MBTA on adjusting routes per their bus service delivery policies on a quarterly basis.
6. The City worked with the MBTA to adjust routing and scheduling in their Better Bus Project, resulting in a proposed extension of the Route 64 to Kendall all-day.
7. The CRTMA/EZRide modified service and began using larger buses for regular operations.
8. The City has advocated for Grand Junction transit conceptual design work.
9. The City has completed conceptual design work with a bridge/rail station at Alewife.

## Goal 5: Improve Usability, Accessibility, and Safety

Improve system access for all users by emphasizing interconnectivity between transit and other modes (e.g., walking and biking), as well as accessibility for persons with disabilities or mobility impairments. Safety, convenience, human-centered design, good wayfinding, and real-time service information are important elements of a world-class transit system.

### Objectives

1. Streamline transfers between transit modes to minimize walking times
2. Improve wayfinding and information for transit users, particularly related to transfers between transit modes and from transit to major landmarks/destinations
3. Improve and encourage access to transit by other sustainable modes
4. Maximize connections between Hubway, a newer transit system by bike, and traditional bus/subway transit
5. Maintain and improve bus stop and subway station amenities and access
6. Improve visibility of transit stops through placement, amenities, and branding
7. Reduce bus conflicts with other users of the streets and sidewalk
8. Improve winter maintenance, especially snow clearing, near transit stations, bus stops and Hubway stations
9. Provide lighting, visibility and security at bus stops and transit stations

### Progress since 2015

1. The City piloted realtime transit signage at bus stops at 4 pilot locations in Cambridge.
2. The City expanded locations with TransitScreens to X from Y. +3, +4
3. The City supported and helped implement a Glocal project for realtime bus information in 14 businesses in Cambridge.
4. The C2BAC study included some interim wayfinding recommendations.
5. The proponents of the Central Square BID are also looking at potential wayfinding in Central Square.
6. The City is part of the Youth Pass program pilot and official program.
7. The City is a sales location for MASCO M2 shuttle tickets.
8. The City has been doing station condition surveys 2015-2018.
9. The City has installed shelters as part of reconstruction projects, e.g. Western Avenue. And piloted several locations to have "floating" bus stops.
10. The City installed a bus bulb/curb extension in Central Square at Green St / Pearl Street.

## Goal 6: Improve Public Outreach and Participation

Engage the public in the planning process, better inform them about the issues facing the future of Cambridge, and gain support from the public for implementing better transit service. Use marketing with a focus on “social marketing” to achieve mode shift in many demographics across Cambridge.

### Objectives

1. Increase outreach through a variety of methods to accomplish objectives included under other goals, such as increased usage of transit and other sustainable modes and supporting transit funding
2. Use effective, positive, attention-getting messaging and innovative ways of reaching out to the public
3. Target outreach to be more efficient, avoiding “communications fatigue”, and resource effective by capitalizing key opportunities and integration into existing efforts
4. Obtain more feedback from the public to inform improvement of current transit systems
5. Communicate openly and frequently with other agencies, businesses, and organizations in the City and the region to promote more transit usage and improve transit service
6. Maintain a Transit Advisory Committee to advise the City on transit issues and prioritizing improvements

### Progress since 2015

1. The City established the Transit Advisory Committee and has staffed with people from CDD, TPT and participation other departments/divisions, as relevant.
2. The City published the Getting Around Cambridge magazine that is delivered to all Cambridge residents with transportation information including information on transit projects
3. The City is posting transit-related news, action items, and materials through the Cambridge Community Development Department social media accounts
4. The City created the monthly “Transit Bulletin” to update TAC members and interested parties on transit news, events, and actions.
5. Add BBP/Mt. Auburn outreach – more about process

## Goal 7: Improve Resiliency and Adaptation to Climate Change

Reduce transportation's contributions to climate change through increased transit use, which is also addressed in Goals 1 through 6. Ensure the transit system continues to reduce its GHG impact and is resilient to the effects of climate change.

### Objectives

1. Coordinate with state agencies on upcoming and ongoing vulnerability assessments and resiliency projects
2. Coordinate with other municipalities and agencies in developing a regionally appropriate evacuation plan for Cambridge, paying particular attention to transit's role in evacuation and the effect on vulnerable populations
3. Support improved transit vehicle technology that has less environmental impact as well as energy efficiency and renewable energy generation at transit stations
4. Increase resiliency of City owned assets related to transit
5. Reduce impact of stormwater and flooding at locations that affect transit by increasing capacity of drainage systems, clearing drains, and using more pervious materials
6. Improve amenities at transit stops and stations and along routes to transit to help address and mitigate issues related to extreme weather
7. Increase green space and coverage for shade to mitigate impacts of heat on transit riders

### Progress since 2015

1. The MBTA started carrying out climate vulnerability assessments on the rapid transit network.
2. The MBTA has also funded initial climate resiliency capital improvements on critical infrastructure on the Red Line.