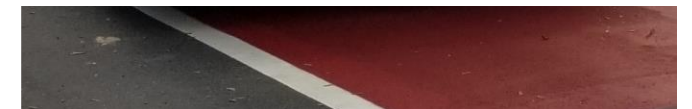
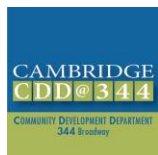


City of Cambridge

# Net Zero Transportation Plan: Advisory Group Meeting #11

April 24, 2024





# Welcome!

**Check-in question: Has this project changed how you think about how you get around Cambridge? If so, in what ways?**

Meeting purpose:

- Discuss updates on community engagement
- Review options for actions to include in the Plan and get advisory group feedback



# Agenda

- *Welcome and check-in*
- *Community engagement update*
  - *Small-group meetings with AG members*
- *Review and improve strategies to incorporate in the Net Zero Transportation Plan*
- *Public comment*
- *Wrap up*

# Community engagement





# Small group meetings

- **If you are interested in co-hosting a small group meeting but haven't been in touch with Brandon yet – we'd love to talk with you!**

# Potential NZTP Actions

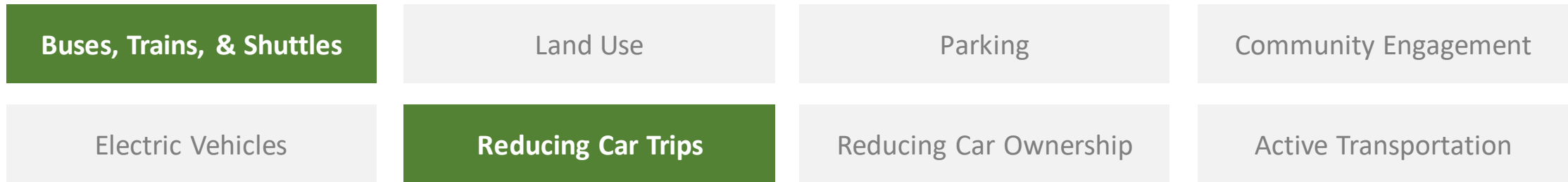




# A few big-picture reminders on why we're making this plan

1. **If we don't get rid of emissions from transportation and other sources, climate change impacts will make people's lives harder and cost more.**
2. **City of Cambridge is committed to eliminating emissions – but we can influence how that happens. We want a plan that is based on your advice.**
  - **In cases where change is hard, how can we reduce the harm or the discomfort of that shift?**
3. **We want to improve and expand people's transportation options.**
  - **We believe we can create a plan that allows everyone to contribute in some way. Not every action or option works for every person, so we need a variety of options.**
  - **"Don't punish me for owning a car. Make it easier for me not to."**

# Action Categories



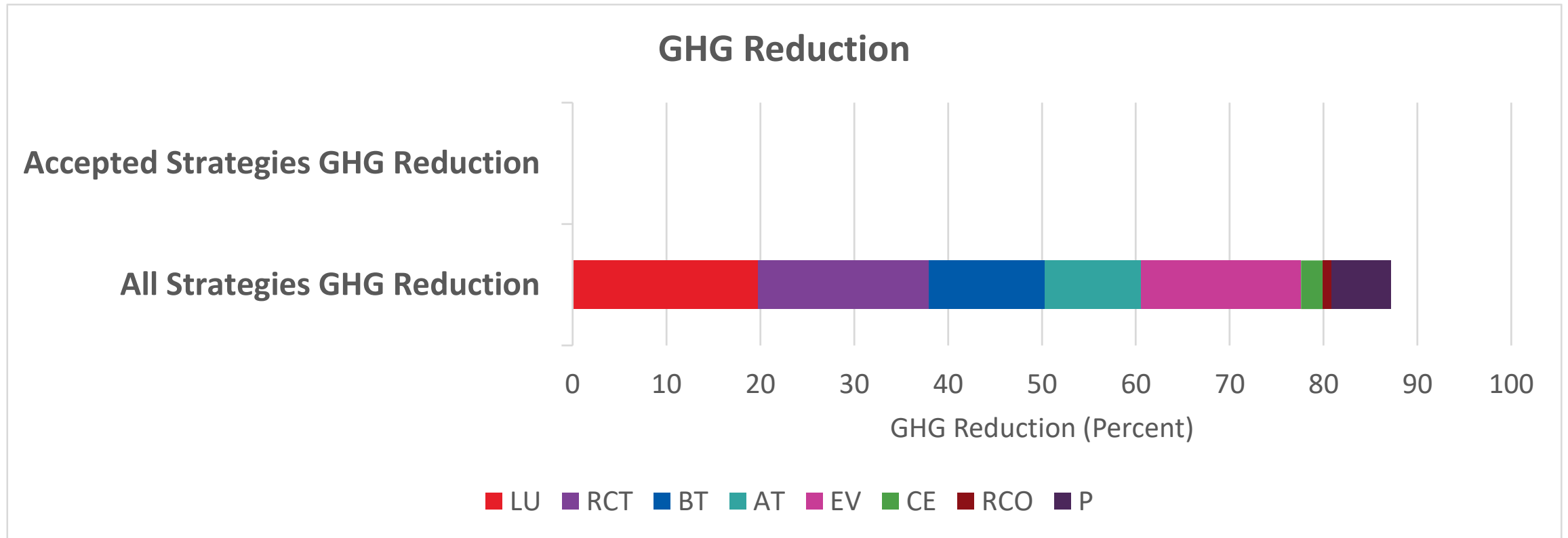
- **Reducing Car Trips** actions reduce GHG emissions by giving people more travel choices to reduce car trips.
- **Buses, Trains, & Shuttles** actions reduce GHG emissions by improving bus, subway, and paratransit options.

Our focus for today:

- Which actions do you support as they are today?
- What improvements or alternatives can you suggest for other actions to be able to support them?



# Aiming for 100% GHG Emissions Reduction



# Reducing Car Trips

## Proposed Actions

**18%**  
Approx. GHG  
Reduction

**RCT-1. Make the Parking and Transportation Demand Management Ordinance apply to more people. Increase the emphasis on parking cash-out options**

### Assumptions

- 50% of employees and patrons not currently covered by program would be covered by expanded program
- This action would expand PTDM to cover 60% of employees in Cambridge (a 50% increase)

Remove climate pollution  
from transportation

Improve mobility

Improve economic opportunity  
and address historic injustices

Create a stronger and more  
connected community

# Reducing Car Trips

## Proposed Actions

**RCT-2. Dedicate City budget funding to support community-led initiatives that improve multimodal or low-carbon transportation options that support deepening relationships between the City, residents, employers, and property owners**

## Assumptions

- Improve communication between the City, community members, and local businesses to find solutions that work better for everyone
- Expand funding for Community Engagement Team Outreach Workers and neighborhood ambassadors
- Dedicate funds and staff resources to relationship-building initiatives and projects that fall outside of typical funding streams

Remove climate pollution  
from transportation

Improve mobility

Improve economic opportunity  
and address historic injustices

Create a stronger and more  
connected community

# Reducing Car Trips

## Proposed Actions



**RCT-3. Expand existing coordination with neighboring municipalities to shift commute trips out of cars**

### Assumptions

- Communicate regularly with neighboring municipalities to develop regional solutions to traffic
  - Example: In 2020, Cambridge began monthly meetings to work on a coordinated PTDM regulation approach with 5 neighbor communities
- Present unified advocacy to state officials on policies needed for the region

Remove climate pollution from transportation

Improve mobility

Improve economic opportunity and address historic injustices

Create a stronger and more connected community

# Discuss, refine, and seek consensus on proposed Reducing Car Trips actions

**RCT-1. Make the Parking and Transportation Demand Management Ordinance apply to more people. Increase the emphasis on parking cash-out options**

**RCT-2. Dedicate City budget funding to support community-led initiatives that improve multimodal or low-carbon transportation options that support deepening relationships between the City, residents, employers, and property owners**

**RCT-3. Expand existing coordination with neighboring municipalities to shift commute trips out of cars**

Remove climate pollution from transportation

Improve mobility

Improve economic opportunity and address historic injustices

Create a stronger and more connected community

# Buses, Trains, & Shuttles

## Proposed Actions

Up to 5%  
Approx. GHG  
Reduction

**BT-1. Enable better bus frequency and reliability by installing bus priority projects on important routes (signal priority, queue jumps, or bus lanes), and collaborate regionally to improve MBTA bus service**

### Assumptions

- By 2050, bus headways will need to improve 200% on average - or 3x as many buses per hour
- This increase will be implemented to 50% of routes, the most heavily used

Remove climate pollution  
from transportation

Improve mobility

Improve economic opportunity  
and address historic injustices

Create a stronger and more  
connected community

# Buses, Trains, & Shuttles

## Proposed Actions

Up to 5%  
Approx. GHG  
Reduction

**BT-2. Collaborate regionally to improve service on the Door2Door service and expand eligibility**

### Assumptions

- Less than 1% emission reduction from congestion pricing
- Provide 25% more rides on the Door2Door service (from 400 to 500 rides a day for Cambridge residents)
- Increase service hours
- Expand the eligible trip types beyond healthcare and food-access trips to include social and family-supportive trips
- Allow people with low incomes living more than a 15-minute walk to transit to ride

Remove climate pollution  
from transportation

Improve mobility

Improve economic opportunity  
and address historic injustices

Create a stronger and more  
connected community

# Buses, Trains, & Shuttles

## Proposed Actions

Up to 2%  
Approx. GHG  
Reduction

### BT-3. Offer discounted transit fares for residents who don't own cars

#### Assumptions

- Provide a 50% reduction in transit fare to non-car owners
- Applicable to 100% of the MBTA system

Remove climate pollution  
from transportation

Improve mobility

Improve economic opportunity  
and address historic injustices

Create a stronger and more  
connected community



# Discuss, refine, and seek consensus on proposed Buses and Trains actions

**BT-1. Enable better bus frequency and reliability by installing bus priority projects on important routes (signal priority, queue jumps, or bus lanes), and collaborate regionally to improve MBTA bus service**

**BT-2. Collaborate regionally to improve service on the Door2Door service and expand eligibility**

**BT-3. Offer discounted transit fares for residents who don't own cars**

Remove climate pollution  
from transportation

Improve mobility

Improve economic opportunity  
and address historic injustices

Create a stronger and more  
connected community

# Public Comment





# Public comment

- Public comments are welcome
  - Share thoughts in Zoom Q&A or verbally
  - To comment verbally, **raise your virtual “hand”** (or actual hand if in person)
  - Please limit your comments to **2 minutes** (we may reduce this time if the queue fills up)
- Please keep all comments...
  - **Relevant to the topics discussed today**
  - **Respectful**
  - **Focused on issues (not individuals)**

# Check-out and Next Steps





## Next steps

- ✓ We will share follow-up materials and a draft meeting summary
- ✓ Next meeting: **Wednesday, May 31 @ 8:45 AM\***
  - Continue reviewing, refining, and incorporating draft actions

Check-out question: **What is one thing you are taking away from this meeting or a question you want to keep discussing next time?**