

Advisory Group Meeting 3 City of Cambridge New Mobility Blueprint

January 29, 2019



Agenda

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| 1. | Introduction and Goals | 5:30-5:45 |
| 2. | Report-out of Comments on Forecasting | 5:45-5:55 |
| 3. | Report-out of Comments on
Electric Vehicle Charging Pilot | 5:55-6:05 |
| 4. | Overview of Brainstorm Exercise | 6:05-6:15 |
| 5. | Brainstorm Exercise Round 1 | 6:15-6:45 |
| 6. | Brainstorm Exercise Round 2 | 6:45-7:15 |
| 7. | Brainstorm Exercise Round 3 | 7:15 -7:45 |
| 8. | Wrap-Up and Public Comment | 7:45 -8:00 |



City of Cambridge Goals

Equity and Accessibility: Ensure a diverse set of travel options that meet the access and mobility needs of people of all ages, abilities, and incomes.

Reliability and Efficiency: Ensure people and goods can reliably move within Cambridge and around the region, and encourage space-efficient transportation choices like walking, biking, transit, and carpooling.

Safe and Active Transportation: Eliminate traffic fatalities and serious injuries while encouraging active living and improving comfort for people of all ages and abilities.

Connectedness and User-Friendliness: Create an easy-to-understand, integrated, continuous, and comfortable transportation network for all people.

Community Character and Vitality: Ensure that the city's transportation system supports shared community spaces and enhances neighborhood streets.

Climate Mitigation and Resilience: Achieve a carbon-neutral transportation system and adapt to climate change.

Climate Action: Achieve carbon neutrality by 2050.

Climate Change Preparedness: Protect the lives and livelihoods of the Cambridge community from the impacts of climate change.

Environmental Justice: Ensure that all Cambridge residents are protected from environmental impacts and benefits equally from environmental resources.

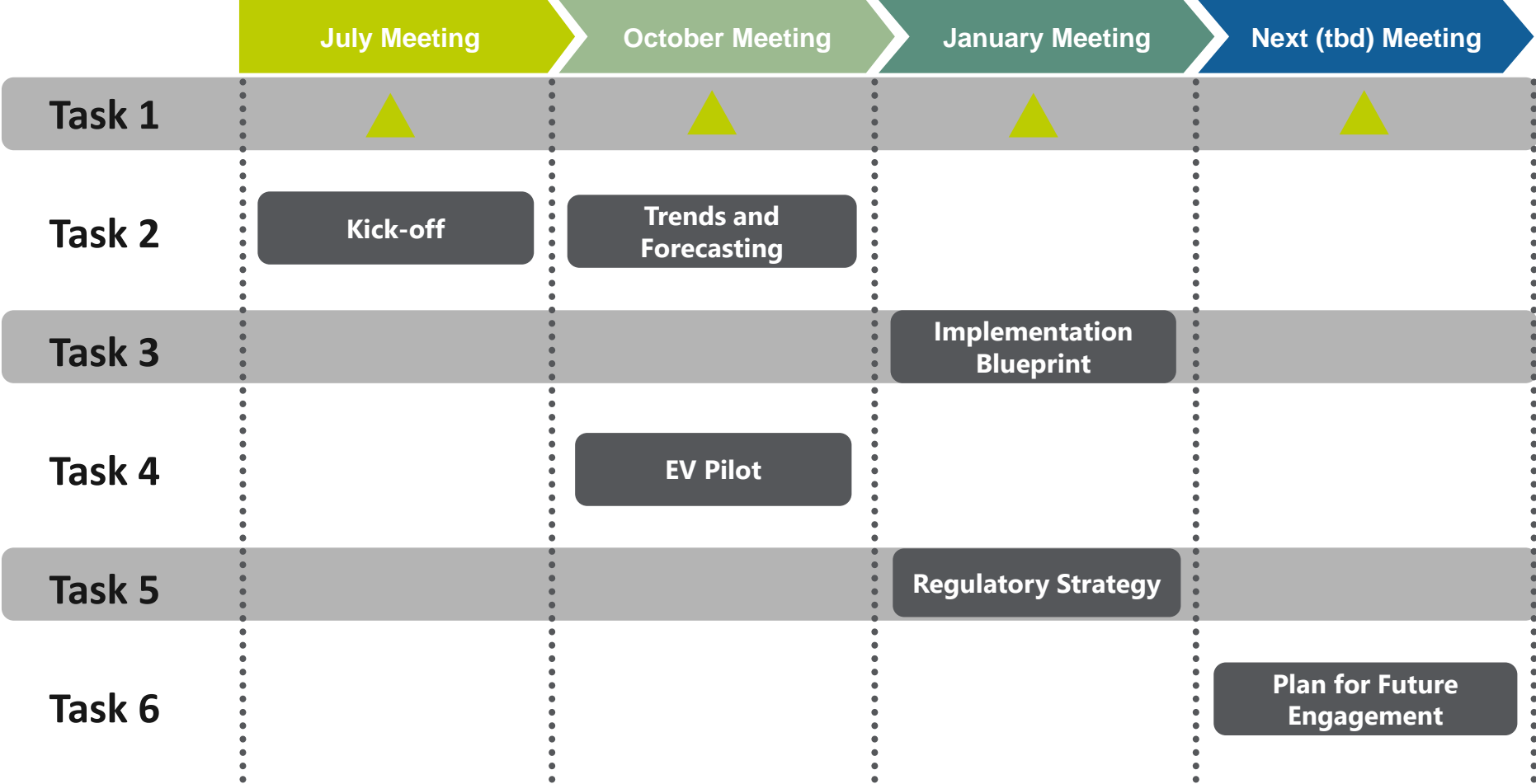
New Mobility Blueprint Purpose

Our goal is to develop actionable recommendations for policy, programs, and regulations that will help the City implement new mobility options in a way that aligns with and advances existing values and policies.

New Mobility Blueprint (is not)

- A visioning exercise
- The creation of new goals
- Making changes to existing transportation plans or current planning processes, except to preserve or strengthen an existing transportation mode in the face of pressure from new mobility
- A static document

Advisory Group Schedule



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Forecasting Feedback from Advisory Group Members

Topic	Comment
Logistics / Delivery	<ul style="list-style-type: none">• Future transportation change is accounted for, but current residential and commercial deliveries made by vehicle are notably absent.• E-commerce is driving growth in deliveries by vehicle, possibly affecting overall vehicle miles traveled. Can we encourage shifting deliveries to more sustainable modes?• Are sidewalk or aerial drones preferable to independent van delivery?• It's possible that sidewalk delivery might reduce large freight delivery.
Carsharing	<ul style="list-style-type: none">• Carsharing businesses have been struggling outside of Cambridge. Forecasting doesn't account for one-way and two-way.
Micro-transit	<ul style="list-style-type: none">• When Bridj operated in the city, it struggled with permitting for street and curb access.• It's unlikely there will be an explosion of growth in the micro-transit space. Any developments will come in the form of partnerships with the City.
Electrification	<ul style="list-style-type: none">• The forecasting document does not seem entirely positive about electrified vehicles and micromobility. While it's true that micromobility might substitute for walking and biking in a minor way, and that EV's won't reduce congestion, they will reduce City's overall GHG. The tendency toward lighter vehicles would be far more impactful.• More electrified bikes are still equivalent to more people riding bikes.

Forecasting Feedback

Topic	Comment
Micro-mobility	<ul style="list-style-type: none">• Surprisingly negative tone. They are comparably better than modes like RHV's in terms of size and energy consumption.• Perception of micro-mobility seems to be that managing vehicle pick-ups and drop-offs is impossible.• Based on data from other cities in the US and Europe, it seems likely that the forecast underestimates the growth of micromobility.• If Cambridge approves a scooter pilot allowing different operators, trip increases will be dramatic.• E-bikes and scooters are likely seasonal at best in New England.
Autonomous Vehicles	<ul style="list-style-type: none">• It's surprising that AV's aren't perceived more negatively, given their likely traffic and curb-access impacts absent any policy guidance.
Mobility as a Service	<ul style="list-style-type: none">• MaaS is constrained by operators' lack of incentive or requirements to work together.• Operators are financially incentivized to push users towards cars instead of sustainable options which are less profitable.
Public Transit	<ul style="list-style-type: none">• Public Transit's framing seems to miss an opportunity for encouraging electrification, bus lanes, and signal prioritization.• Should consider impact of future trends on distinct public services like buses, commuter rail, and the subway.

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EVSE Feedback from Advisory Group Members

Topic	Comment
Program Implementation	<ul style="list-style-type: none">• Do we know how many contractors are available in the Cambridge-Boston market that would potentially bid on this?• Will the City put out an RFI to get input from potential and interested contractors?• What type of approvals will be needed, if any, to site the first 2 neighborhood charging locations? What about after the pilot?• Will the City or the Contractor be responsible for charger maintenance, both in terms of hardware and ensuring accessibility during snowstorms and other weather events?• How will the City market and broadcast the new charging locations to the public?
Eversource	<ul style="list-style-type: none">• I'm concerned that Eversource might not identify locations for EVSE that are optimal for Cambridge residents. Eversource might prioritize based on circuit design and load, rather than neighborhood convenience and access.

EVSE Feedback

Topic	Comment
Methodology & Neighborhood Selection	<ul style="list-style-type: none">• “If you build it, they will come.”• It’s surprising that conclusions point to Cambridgeport and the Port, given that scoring for Riverside and mid-Cambridge are higher.• The City should consider addressing issues that other municipalities have encountered with on-street EV charging, especially Seattle, which encountered difficulties with siting, accessibility requirements, permitting, and preserving space for other modes like biking.
Non-Cambridge Residents	<ul style="list-style-type: none">• With so many trips starting or ending outside Cambridge, including RHV trips, how should non-residents use Cambridge’s EV charging network, if at all?• Is the City encouraging EV adoption in general, or just for Cambridge residents?
Distribution	<ul style="list-style-type: none">• Perhaps it would make more sense to group charging stations together rather than distribute them equitably during this pilot phase.
Utilization and Measurement	<ul style="list-style-type: none">• How will the City define success for the pilot?• How will the City study utilization and user characteristics?• Will the Cambridge Police Department actively enforce legal usage of the charging spaces?

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Overview – Brainstorm Exercise

1. Exercise Goal: To brainstorm how Cambridge can begin to think about policy as a tool in aligning the opportunities, challenges, and trade-offs of New Mobility.

2. Six Groups

- Micro Mobility including scooters and e-bikes
- RHVs and Carshare
- Autonomous Vehicles
- Electrification
- Mobility as a Service (MaaS)
- Sidewalk Delivery and Drone

3. Four Values

- Equitable Access (across income, language, ability, and families)
- Safety and Wellness
- Managing Congestion
- Resiliency and GHG Emissions

Brainstorm Exercise

In your groups, you will have a facilitated brainstorm session to complete this table for each transportation category.

	Opportunities	Challenges	Tradeoffs	Potential Policy Tools
Equitable Access				
Safety and Wellness				
Managing Traffic Congestion				
Resiliency and GHG Emissions				

Brainstorm Exercise

Group	Round 1	Round 2	Round 3
1	Micromobility	MaaS	Sidewalk Delivery and Drones
2	AV's	RHV's and Carshare	MaaS
3	RHV's and Carshare	Electrification	AV's
4	Electrification	AV's	RHV's and Carshare
5	Sidewalk Delivery and Drones	Micromobility	Electrification

Group	First Name	Last Name
1	Zef	Vataj
1	Jane	Gould
1	Megan	Aki
2	Kathryn	Carlson
2	Will	Dickson
2	David	Block-Schachter
3	James	Cater
3	David	Keith
3	Christopher	Tassone
4	Melissa	Chan
4	Yonah	Freemark
4	Roy	Russell
5	Ruth	Allen
5	Bruce	Kaplan
5	Raymond	Hayhurst

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