Wish you were here!

CAMBRIDGE, MASSACHUSETTS
Development and Operations of EZRide Shuttle

Cambridge Transit Advisory Committee
February 4, 2015

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EZRide Goals

• Consolidate Shuttles
• Cost avoidance
• Increase frequency
• Better utilize capacity
• Long-term funding certainty
• Improve commuters’ options
• Meet member regulatory requirements
• Provide service for general public
Keys to Success

• Shuttle fills gap in transit service
• State: Pilot project funding
• Third Sector: TMA is local champion
• Municipality: Regulation creates market
• Private Sector: Ripe economic conditions
• Agreement for funding, after grant is spent
<table>
<thead>
<tr>
<th>Date</th>
<th>Upgrade Details</th>
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</thead>
<tbody>
<tr>
<td>Oct 2008</td>
<td>Paul Revere starts; larger capacity buses</td>
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<tr>
<td>Jun 2009</td>
<td>CNG Eldorado fleet in service</td>
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<tr>
<td>Aug 2010</td>
<td>Merger with MIT NW</td>
</tr>
<tr>
<td>Jan 2012</td>
<td>8th bus</td>
</tr>
<tr>
<td>Jan 2014</td>
<td>9th bus; 7-9 minute frequency</td>
</tr>
</tbody>
</table>
EZRide Shuttle
Annual Total Boardings
2002-2014

Lifetime boardings (2002-2014-Q3): 3,966,534
Year-to-year percentage increase (in red)

<table>
<thead>
<tr>
<th>Year</th>
<th>Boardings</th>
<th>CY02</th>
<th>CY03</th>
<th>CY04</th>
<th>CY05</th>
<th>CY06</th>
<th>CY07</th>
<th>CY08</th>
<th>CY09</th>
<th>CY10</th>
<th>CY11</th>
<th>CY12</th>
<th>CY13</th>
<th>CY14 YTD</th>
<th>CY2014 Projected</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>87,437</td>
<td>141,108</td>
<td>154,923</td>
<td>179,151</td>
<td>204,451</td>
<td>233,393</td>
<td>296,848</td>
<td>322,485</td>
<td>391,239</td>
<td>483,360</td>
<td>521,757</td>
<td>528,200</td>
<td>422,182</td>
<td>560,000</td>
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</tbody>
</table>

Year-to-year percentage increase:
- CY02 to CY03: 61%
- CY03 to CY04: 10%
- CY04 to CY05: 16%
- CY05 to CY06: 14%
- CY06 to CY07: 14%
- CY07 to CY08: 27%
- CY08 to CY09: 9%
- CY09 to CY10: 21%
- CY10 to CY11: 24%
- CY11 to CY12: 8%
- CY12 to CY13: 1.2%
- CY13 to CY14: 5.9%
- CY14 YTD: 9-month
Daily Average Ridership by Month
Year-to-Year Comparison
EZ Ride Shuttle Service
Thru October 2014
Data labels shown for 2010-2014 only

- January 2003 - Service Begins
- February 2002 - Service Begins
- February 2012 - 8th Bus Added
- Jan 2014 - 9th Bus Added
- August 2010 - NW Shuttle Merger
Route Options Analysis

Based on

- Survey
- Existing Ridership Data
- Future Development Plans and Projections
- Feedback: Operation experience, Member input, City input, Public process,
Ridership Highlights

• Relatively new riders
  – Over 1/3 of respondents have used EZRide since 2012

• Cambridge/Boston core ridership
  – 515 of 1873 respondents have 02139 origin or destination

• Travel times and connections
  – 41% of respondents had shuttle rides ranging from 6-20 minutes. 47% find this a reasonable time.
  – 31% travel less than 5 minutes between shuttle stop and origin/destination. Majority walk between the two.
  – A range of commuter rail lines are used by respondents, with the greatest number using the Newburyport/Rockport line

• Rider experience
  – Excellent and very good ratings for most service aspects

• Improvements
  – Stop amenities
  – Non-riders want a route closer to home
  – Current riders want more frequent and express service
General Comments/Suggestions

Comments related to extended service and new stops were mentioned most often. [What additional comments/suggestions do you have for EZRide?]
Which improvements to EZRide would benefit you the most?

- Greater frequency of service: 618 (33%)
- Service beyond Kendall Square/Cambridgeport/North Station: 433 (23%)
- Service after 8pm: 392 (21%)
- Route closer to home: 373 (20%)
- Weekend service: 341 (18%)
- Stop amenities (Bench, Shelter): 294 (16%)
- WiFi: 288 (15%)
- Express service (specify location in comments): 251 (13%)
- Other: 197 (11%)
- More seating on buses: 160 (9%)
- Route closer to work: 141 (8%)
- Stop closer to transit station: 87 (5%)
## Top 10 Origin-Destination Pairs

The top origin-destination pairs include:

- **North Station - Broadway/Galileo**
- **Kendall Square - North Station**
- **North Station - Kendall Square**
- **North Station - Sixth Street**

<table>
<thead>
<tr>
<th>Stop</th>
<th>A. North Station</th>
<th>D. Lechmere</th>
<th>E. First Street</th>
<th>G. Sixth Street</th>
<th>H. Broadway/Galileo Way</th>
<th>I. Kendall Square</th>
<th>N. Albany St./Portland St.</th>
<th>O. Mass Ave./Landsdowne</th>
<th>P. University Park/Landsdowne</th>
<th>Q. Pacific St./Landsdowne</th>
<th>S. Cambridgeport/Brookline Street</th>
<th>W. Vassar St.-Stata Center</th>
<th>Y. 200 Tech Sq.</th>
<th>Z. Broadway/Hampshire 555 Tech Sq.</th>
<th>TOTAL</th>
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<td>20</td>
<td>48</td>
<td>111</td>
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<td>D. Lechmere</td>
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<td>G. Sixth Street</td>
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<td>I. Kendall Square</td>
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<td>N. Albany St./Portland St.</td>
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<td>Q. Pacific St./Landsdowne</td>
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<tr>
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<td>W. Vassar St.-Stata Center</td>
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<td>Z. Broadway/Hampshire 555 Tech Sq.</td>
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<tr>
<td><strong>Grand Total</strong></td>
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<td><strong>40</strong></td>
<td><strong>53</strong></td>
<td><strong>122</strong></td>
<td><strong>166</strong></td>
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EZRide Phase III

• McMahon Study      Winter 2015
• Invitation for Bid  Summer 2015
• Award Service   Fall 2015
• New Operation     Fall-Winter 2016