EF Education First Expansion at North Point (EF III)

Presentation to the Cambridge Transit Advisory Committee & Bike and Pedestrian Committee

May 3, 2017
• International organization with the mission to open the world through education.

• Specializes in language learning, cultural exchange, study abroad and educational travel.

• In Cambridge since 1987 and broke ground at North Point in 1996.

• EF and Hult have nearly 1,200 staff and 900 students at North Point campus.

• By 2020, EF will have invested $385 million into North Point area.
HULT UNDERGRADUATE PROGRAM

• Bachelor of Business Administration
• Campuses in London and San Francisco
• Accredited by New England Association of Schools and Colleges (NEASC)
• 128 Nationalities and 84 languages spoken
• #1 in New Grads Starting a Business and #7 in New Grads Who Went to a Startup on Bloomberg Businessweek’s 2016 list of “Best Undergraduate Business Schools”
EF Education First’s Cambridge Campus

EF I (Existing):
- Hult International Business School & EF
- Completed in 1997 (Renovated in 2015)
- 265,000 SF of office and education space

EF II (Existing):
- EF's North American Headquarters
- Completed in 2014
- 300,000 SF of office and education space

EF III (Proposed):
- Hult International Business School & EF
- Breaking ground in fall 2017; anticipated completion in late spring 2019
- 300,000 SF of office, education & student residential space

EF IV (Recently Acquired):
- Hult International Business School
- Renovating in fall 2017; anticipated completion in summer 2018
- 30,000 SF of classroom space
Transit Study Overview

- Existing Transit Services
- Pedestrian Access to Transit
- Transit Analysis
- EF Transit Ridership Support
- Future T System Improvements
Existing Transit Services

- Community College T Orange Line Station
- Lechmere T Green Line Station
- Science Park Green Line Station
- MBTA Bus Lines
- EF Shuttle
Convenient Pedestrian Access to Transit Services
- Mode share developed from PTDM Surveys
  - Majority of trips are transit related
Existing Transit Service Utilization

- Transit mode share developed from PTDM Surveys
  - Majority of trips use the Orange Line at Community College
Orange Line at Community College
Existing Utilization April 2016 (Morning Peak Hour)

Peak Hour
Inbound: 93%
Outbound: 104%

Peak of the Peak
Inbound: 94%
Outbound: 104%

Planning Capacity
Peak Hour: 20%, 13%
Peak of the Peak: 22%, 15%

Source: MBTA April 2016 Flow Data
Orange Line at Community College
Existing Utilization April 2016 (Evening Peak Hour)

Source: MBTA April 2016 Flow Data
Transit Analysis – Build

- Analysis accounted for the following EFIII Project Program:
  - 1,000 New Hult Students/100 New Hult Staff/Faculty
  - 23,297 SF of EF Office Space
  - 11,854 SF Fitness Center

- Mode Shares developed based on PTDM survey
  - 47% of Faculty/Staff/Student Trips use Public Transit
  - 42% of Office Employee Trips use Public Transit

- Total Transit Trips from Project
  - = 176 AM Peak Hour Trips (140 in and 36 out)
  - = 222 PM Peak Hour Trips (70 in and 152 out)

- Trips distributed according to existing mode shares (based on survey data)
  - Distribution among subway and bus lines proportionally based on current ridership levels
Project Transit Trips

AM Peak Period
- To Project: 61
- From Project: 10

PM Peak Period
- To Project: 31
- From Project: 66

Legend:
- Orange Line
- Green Line
- Bus Line
- Other
Orange Line at Community College
Build Utilization (Morning Peak Hour)

Peak Hour
- Inbound: 94% (94 pax)
- Outbound: 104% (105 pax)

Peak of the Peak
- Inbound: 94% (94 pax)
- Outbound: 105% (104 pax)

Crush Capacity
- Inbound:
  - Enter V/C: +39 pax
  - Exit V/C: +1 pax

- Outbound:
  - Enter V/C: +10 pax
  - Exit V/C: 0 pax

Planning Capacity
- Inbound:
  - Enter V/C: 21% (23 pax)
  - Exit V/C: 13% (15 pax)

- Outbound:
  - Enter V/C: 23% (23 pax)
  - Exit V/C: 15% (15 pax)
Orange Line at Community College
Build Utilization (Evening Peak Hour)

Peak Hour
- Inbound: +3 pax
- Outbound: +46 pax

Peak of the Peak
- Inbound: +1 pax
- Outbound: +13 pax

Planning Capacity

Crush Capacity
EF Transit Support

- No student on-site parking
- Market rate parking passes
- Constrained parking supply
- Free EF Shuttle
- Transit packages for new employees and student orientation packages
- Pre-tax transit benefit
- EF internal website promoting transit
- PTDM monitoring
- On-site transportation coordinator
Future Transit Improvements

• New Orange Line Cars
  • Address overcrowding and bunching
  • Expected to be in service in 2019
  • Will decrease headways from 6 to 4.5 minutes
  • Anticipated to increase capacity by 30%

• Green Line Extension Project
  • Expanding service area
  • Expected to be completed in 2022
On-Time Performance (OTP)

• Line Capacity also depends on reliability, or On-Time Performance
• MBTA defines Subway reliability as “the percent of customers who wait no longer than the scheduled time between train.
  • Target reliability: 90%
  • Does not account for overcrowding
• MBTA publishes OTP measures in yearly reports as well as online
  • Orange Line: 94% reliable during peak hours in the most recent 30 day period

MBTA Performance Dashboard (MbtaBackOnTrack.com)
Orange Line at Community College
Existing Utilization – With OTP

Inbound, AM Peak Hour
Outbound, PM Peak Hour

<table>
<thead>
<tr>
<th></th>
<th>Peak of the Peak</th>
<th>Peak Hour</th>
<th>Peak of the Peak</th>
<th>Peak Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inbound, AM Peak Hour</td>
<td>111%</td>
<td>111%</td>
<td>99%</td>
<td>100%</td>
</tr>
<tr>
<td>Outbound, PM Peak Hour</td>
<td>117%</td>
<td>112%</td>
<td>96%</td>
<td>91%</td>
</tr>
</tbody>
</table>

Crush Capacity
Planning Capacity
Orange Line at Community College
Build Utilization – With OTP

Peak of the Peak
Peak Hour
Peak of the Peak
Peak Hour

Inbound, AM Peak Hour
72%
100%
111%
117%

Outbound, PM Peak Hour
91%
96%
112%
117%

Enter V/C  Exit V/C

Crush Capacity
Planning Capacity