



New Mobility Technical Advisory Group Meeting 4 City of Cambridge



June 16, 2021

Agenda

- 1. Welcome and Project Update** 5:30-5:40
2. Feedback on Potential Strategies/Actions 5:40-7:05
3. Other Advisory Group Comments 7:05-7:20
4. Public Comment 7:20-7:25
5. Next Steps for New Mobility Planning 7:25-7:30



Advisory Group Member Instructions

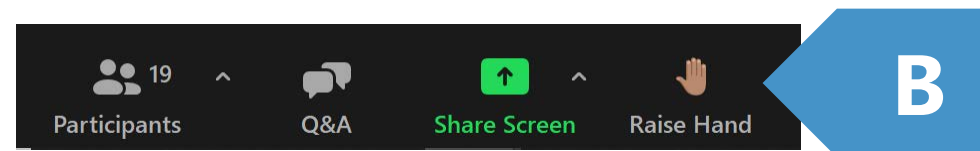
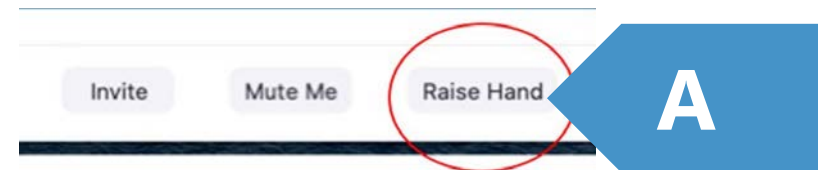
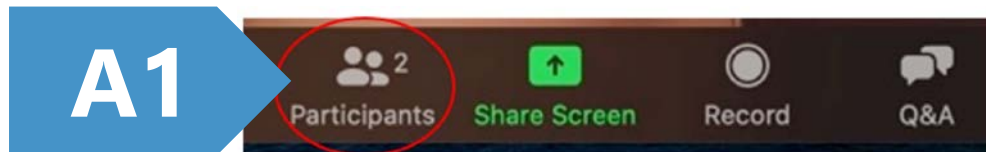
Advisory Group members may speak and turn on your camera

Use "Raise Hand" button to help manage discussion

- Located at the bottom of the Participants panel (See A1-2 below) OR at the bottom of the screen (see B below)
- *9 to Raise Hand by phone

Please stay muted unless speaking

- *6 to mute/unmute by phone



Public Comment Instructions

Members of the public are muted and cannot show your camera

Public can write questions or ask for assistance in Q&A window

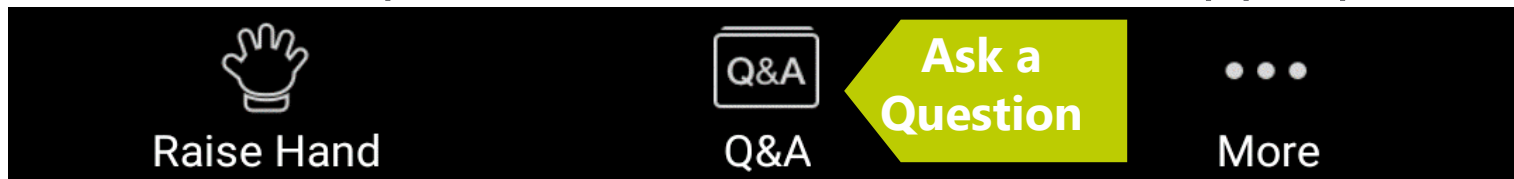
- Questions may be submitted at any time and will be addressed as time allows, during discussion/comment periods

During the Public Comment period, use the "Raise Hand" button to signal you have a question/comment. A staff member will then enable you to unmute yourself and you will have 3 minutes to speak.

- *9 to Raise Hand by phone
- *6 to Mute/Unmute by phone

Please be respectful. Participants will be removed for inappropriate behavior

**Bottom Panel
of Zoom Screen**

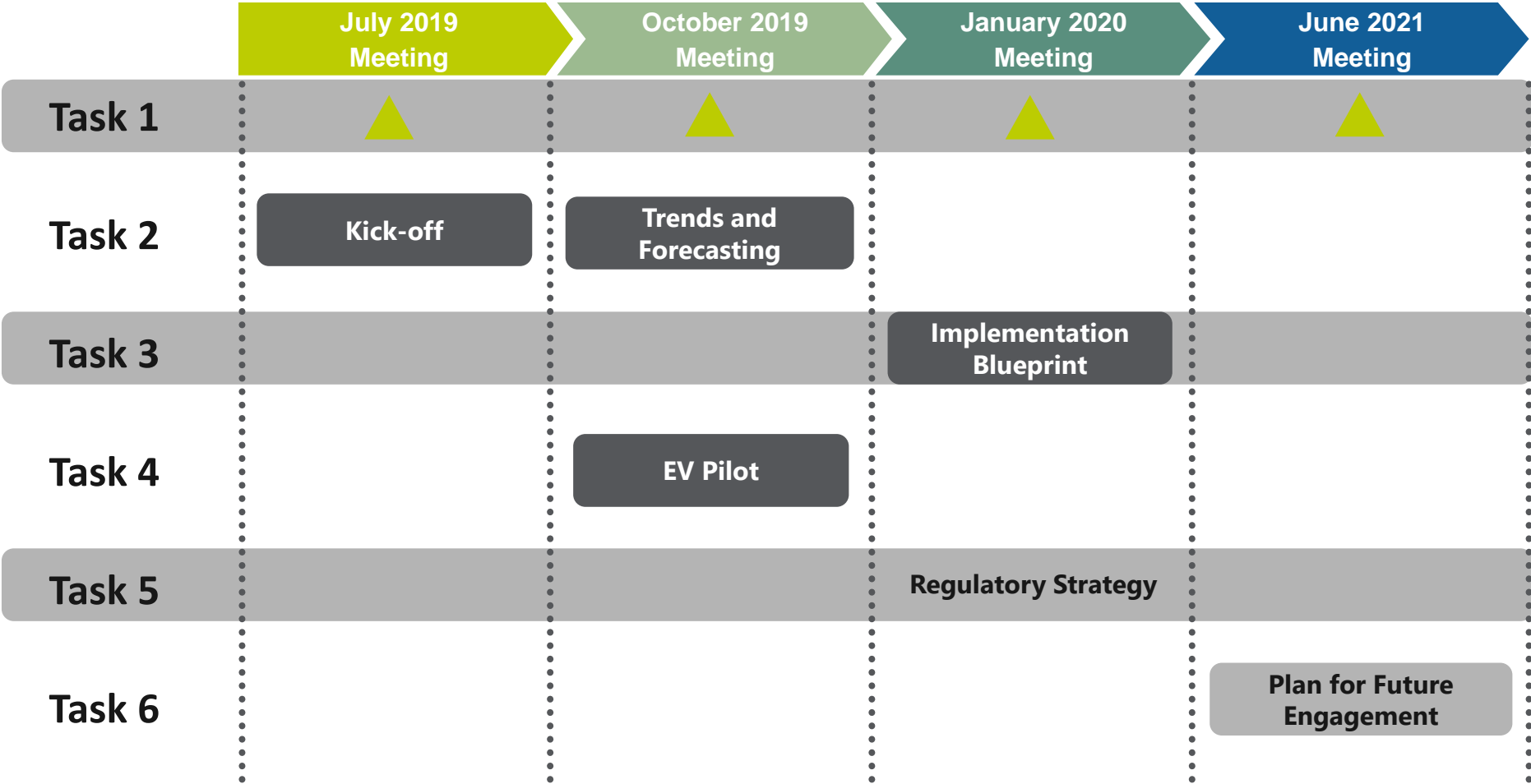


New Mobility Blueprint Purpose Has Evolved

Original goal:

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.

Schedule



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 Desired Outcomes

Equity: Ensure that New Mobility options meet the needs of all people, regardless of race, physical ability, age, gender, economic situation, cultural background/identity, language, or experience, and address inequities for people who have been historically underserved by the transportation network.

Safety: No deaths or serious injuries as result of traveling in or next to New Mobility modes

Traffic: Use New Mobility to reduce traffic congestion for high-occupancy vehicles and vulnerable road users.

Sustainable modes: Enhance Cambridge's high sustainable mode share

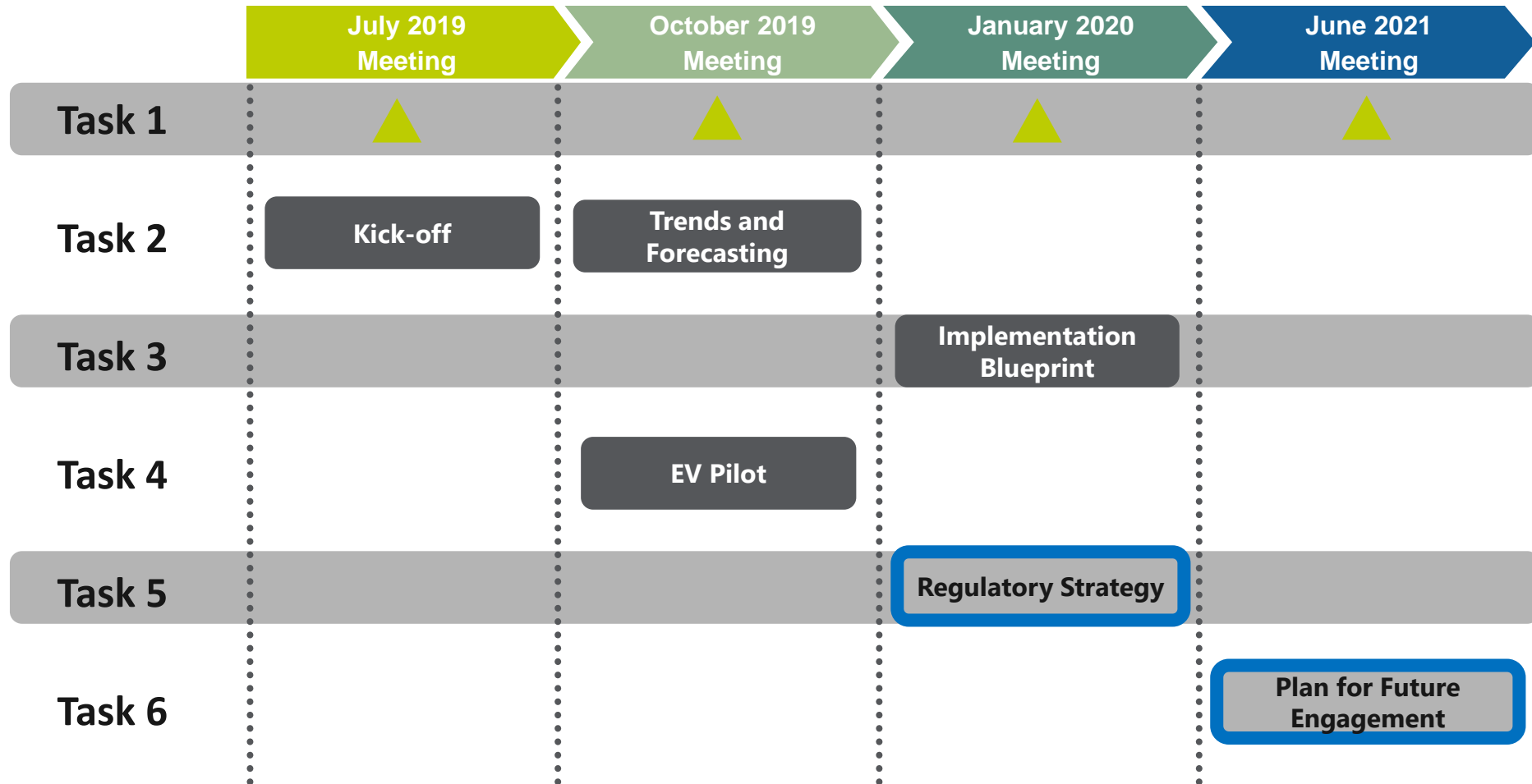
Emissions: Advance emission-reductions goals

Traveler experience: Make New Mobility easy and stress-free for people to navigate by creating a legible and seamlessly integrated transportation system.

Service continuity: Ensure continuous service so people can rely on shared systems to be there in the future

Personal data: Protect people's privacy and ownership of their data

Schedule



New Mobility Planning Purpose

Updated goal:

To conduct a technical exercise to help the City learn about and plan for New Mobility options in a way that aligns with and advances existing values and policies.

The research will serve as a starting point to support a community conversation about mobility needs.

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Feedback on Potential Strategies and Actions

Potential Strategies

1. Create a digital curb management plan
2. Implement a mobility data platform
3. Prioritize the public right-of-way for space-efficient, high occupancy modes and other City priorities
4. Guide AV implementation and support pilot AV shuttle deployments
5. Develop transportation electrification goals, then create policies and programs to achieve them

1. Create a digital curbside management plan (5:50-6:05)

- a) Partner with digital curbside technology companies to complete comprehensive inventory of curbside space and develop a digital curbside policy and monitoring system, including incentives and pricing.
- b) Translate one-time snapshot of City asset inventory into usable mapping format for regular updates as inventory changes over time.
- c) Identify curbside uses and space needs to consider value tradeoffs (ex. parking for private or shared car/bike/micromobility vehicle, pickup/drop-off, restaurant seating, parklets, green infrastructure, enhanced tree plantings, and charging infrastructure for all vehicle types).
- d) Evaluate the feasibility and desirability of passing a short-term moratorium on emerging drone/sidewalk delivery to allow time for City to develop thoughtful policy.
- e) Establish flexible/time-regulated curbside zones dedicated for ride-hail pick-up/drop-off and sidewalk delivery at major activity areas.
- f) Study and identify pilot projects for using dynamic geo-fencing and communicating digital curbside-use rules directly through ride-hail apps.
- g) Identify performance metrics for curbside productivity to guide decisions for reallocating/managing curbside space.
- h) Study feasibility of doing a pilot incentive program for companies to deliver goods at off-peak times in order to reduce traffic congestion and emissions from idling (ex. Charge curbside-access fees in peak periods, allow delivery/loading to occur in travel lane or bus lane during off-peak periods, or give small discount or benefit to combine deliveries into one shipment).

2. Implement a mobility data platform (6:05-6:20)

- a) Engage/hire experts to build on MDS (mobility data platform) for the Cambridge context.
- b) Work with our partner Bluebikes communities, MBTA, and other public transportation to implement MDS/GBFS/GTFS.
- c) Establish key performance metrics to track travel patterns, device supply and station utilization, and trip distances.
- d) Study geofencing options to allow/prohibit/control certain movements in high-demand areas for pilot implementation.
- e) Form academic partnership or hire consultant to study VMT/VHT in conjunction with MDS.
- f) Study privacy issues and concerns.

3. Prioritize the public right-of-way for space-efficient, high occupancy modes and other City priorities (6:20-6:35)

- a) Collaborate with the MBTA to identify and install additional bus-only lanes, with the flexibility to share with AV shuttles in the future.
- b) Evaluate parking policies, including zoning, parking freeze, residential permits, and digital parking management tools in order to equitably serve the entire Cambridge community and support diverse mobility options.
- c) Analyze regulatory constraints of pricing the use of streets in Cambridge and conduct a needs assessment and feasibility study for pricing streets by vehicle occupancy and vehicle hours traveled.
- d) Define mobility hub strategy to evaluate space requirements, identify where mobility hubs could be located, and whether there are parking facilities that could be retrofitted.
- e) Create a food and package delivery strategy to articulate a vision for delivery, and identify experiments and implementation.
- f) Continue to implement separated bicycle lanes on designated streets, designed to enable safe travel and prevent unsafe behaviors such as parking and loading in the bike lanes.

4. Guide AV implementation and support pilot AV shuttle deployments (6:35-6:50)

- a) Launch a pilot AV shuttle program potentially in partnership with a TMA to test the creation of low-cost first/last mile service to MBTA stations.
- b) Temporarily convert parking within a half-mile of MBTA Stations to create street space for dedicated AV shuttle lane.
- c) Conduct an intelligent transportation systems (ITS) study to assess installation of Advanced Signal Detection and Characterization to prepare for converting bus-only lanes to high-capacity Autonomous Vehicle (AV) lanes.
- d) Evaluate whether to update zoning or other City tools to require and incentivize private properties to provide AV shuttle pickup/drop off space and mid-day storage and charging space in addition to or instead of building private car parking.
- e) Pilot, create, or join a research collaborative (ex. Through MIT or University of Michigan) to inform and advance future AV projects and policy, including approaches to retraining human drivers and tactics to manage demand for private AVs.
- f) Work with the Cambridge Office of Workforce Development and the MBTA to research and advocate for opportunities that could become available to human drivers transitioning to new jobs.

5. Develop transportation electrification goals, then create policies and programs to achieve them (6:50-7:05) Part I

- a) Define a strategy to achieve electrification goals by (1) setting a target year for EV purchases for new mobility service providers and privately owned vehicles and/or (2) setting a target year for EV-only mobility operations for both new mobility providers and private SOVs.
- b) Work with MBTA, and advocate, to convert diesel buses to become a battery-electric fleet.
- c) Install and make publicly available multi-purpose charging stations/ports for their devices as well as privately owned passenger EVs, e-scooters, e-bikes, potentially in partnership with shared micromobility providers.
- d) Establish regulations for delivery vehicles that require or incentivize zero emission vehicles (ZEV), such as providing priority zones for ZEV delivery.
- e) Implement a neighborhood EV charging pilot to test curbside charging solutions for residents who don't have dedicated off-street parking and charging.

5. Develop transportation electrification goals, then create policies and programs to achieve them (6:50-7:05) Part II

- f) Evaluate options for parking policy amendments that would allow overnight use of EVSE in private off-street parking garages and lots by residents to optimize use of commercial and workplace charging stations.
- g) Advocate for utility rates that support the City's electrification goals and complete a study on policy, program and educational tools the City can use to promote transparency and fairness in EV charger use rates.
- h) Support City and state policy to reduce emissions associated with electricity generation.
- i) Amend zoning code to define minimum requirements for installation of EV charging equipment and wiring for future installation at residential and commercial properties.
- j) Integrate public curbside charging and parking for electric vehicles and electric micromobility devices into the digital curb management plan.
- k) Develop guidelines for installing electrical infrastructure and EV charging as part of street and parking lot re-design and re-construction.

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