

**CITY OF CAMBRIDGE**  
**TRANSIT ADVISORY COMMITTEE**  
**MEETING NOTES**

Date, Time & Place:  
MIT building E25, room 117  
January 3, 2018, 5:30-7:30

Attendance

*Committee Members*

John Attanucci, Devin Chausse, Chantal Eide, Jim Gascoigne, Katherine Rafferty, Robert Ricchi, Daniel Schofield-Bodt, Arthur Strang, Saul Tannenbaum, Alexander Taylor

*City of Cambridge*

Tegin Teich, Greg Hanafin, and Bridget Martin (Community Development), Adam Shulman (Traffic, Parking and Transportation)

*Presenters, official entities, and members of the public*

Andy Smith (MBTA), 2 members of the public were present

Committee Intros, administrative business, and updates

Committee members briefly introduced themselves.

Minutes for the December meeting could not be voted upon because there were not enough members for quorum.

Public Comment

A member of the public expressed the following comments:

- The Transit Advisory Committee should take part in shaping the design of the Kendall MBTA station headhouse.
- Bus drivers waiting to start their routes should let passengers wait on the bus when it is cold out.
- The MBTA customer service phone line has too many layers of menus and takes too long to directly connect a caller with a customer service representative to talk to.
- The delay service messages in subway stations often continue hours after the delay has been fixed and the delay message should better communicate how long the delay will be and where the delay is located.
  - Andy Smith from the MBTA said he will talk to the MBTA Operations Control Center about countdown clocks and delays and about announcements including the locations of delays.
  - A comment was raised that it would be useful to better understand why count-down times are not always correct.
- Even though a new bus shelter at Russell Field was not a selected project in the participatory budget process, it should be a new public art project.

Mount Auburn Bus Priority Pilot

Tegin Teich provided an overview of the BostonBRT (Bus Rapid Transit) grant that the City of Cambridge received from the Barr foundation and how it will be used to demonstrate bus priority features on sections of Mount Auburn Street. The demonstration, or pilot, will include sections of bus-only lanes painted in temporary red paint, and queue jumps. Tegin described how the changes could be paired with Department of Conservation and Recreation (DCR) improvements to the Fresh Pond Parkway and Mount Auburn Street intersection. She noted that during the morning peak hours, buses carry more than half of the people traveling on sections of Mount Auburn Street between Belmont Street and Fresh Pond Parkway.

John Attanucci asked why a bike lane was being included on the north side of Mount Auburn Street as part of this pilot. Tegin said that the bike lane was included because there is space for it with the narrowing of the travel lanes. She said that this is not a transit-only project and we hope that this project is something that the transit, bike, and pedestrian communities support.

Tegin said that the Brattle Street merge onto Mount Auburn Street will not be reconstructed as part of the demonstration project, but that fixing this intersection is an important need. She said the pilot could include consideration of closing or relocating the stop at Aberdeen if there is support for it.

Tegin handed out a timeline for the demonstration project's implementation. There was a discussion about the roll out process and the best ways to get public support. Saul Tannenbaum asked how the project will be communicated, what the time frame is, and if it will end? Tegin responded that the timeline is for it to begin in late May or June and there is no specific end date.

John asked if the bus priority lane will include flex posts as a physical barrier from the travel lanes, and supported putting them in at critical areas and at queue jumps.

Arthur Strang asked if the City expects drivers to divert their travel routes due to anticipated delays from the changes. Tegin said that the travel time for other automobiles is not expected to be very different from current conditions, even if the roadway and the way traffic works looks different.

Bridget Martin presented on the public outreach strategy for the pilot. She explained that several organizations will be a part of the process: Cambridge, Watertown, the Barr Foundation/Denterlein, and Boston BRT. Among the key audiences and stakeholders include residents, commuters, City Council and staff, and business owners. Jim Gascoigne suggested that Cambridge employers be added to the list of key stakeholders. Katherine Rafferty asked if Belmont staff are being included in the pilot plans. Tegin said that coordination with Belmont will be important. Andy said he will find out who at the MBTA coordinates with Belmont.

Bridget discussed the communications tools that will be used as part of the process. She said it is important that messages be consistent. The committee discussed the different interpretations of the terms "demonstration" and "pilot" and expressed a strong preference for clarity on the project's timeframe (specifically, that there is no end date). They also supported having a representative from Denterlein come to a future Transit Advisory Committee meeting to discuss their role in the process. Bridget continued that after the launch of the demonstration, there will be a one month education and publicity blitz, followed by the start of the evaluation of the demonstration. Saul suggested that this one month evaluation be considered a "check-in evaluation" and that a later date be selected for the full-scale evaluation. Adam Shulman suggested that the demonstration be considered "actively managed" or "monitored" to illustrate the City's continuous observation and evaluation. Another comment was made that the media may not use the term "demonstration" and may just use the term "pilot".

Bridget talked about the marketing plans, which could include bus advertisements that start before the demonstration begins. The City will also utilize social media, publications, and other forms of alerting residents. Katherine suggested reaching out to Mount Auburn Cemetery and communicating the plans to them. Saul brought up the possibility of buying advertisements on social media. Arthur suggested giving free bus passes to people who may be affected by the demonstration. This could include hospital volunteers, people who work and shop at Star Market, and Strawberry Hill residents. Adam suggested short pro-transit videos as part of the advertising campaign by local employees, students or residents.

Bridget explained that Denterlein, the Public Relations firm, will be creating most of the materials for public communication. Tegin asked committee members to brainstorm tag line ideas that could be used for programming materials. The committee discussed how they would address a business owner concerned the demonstration will hurt their business. There was talk about how the demonstration doesn't affect parking, and that bus riders could let business owners know that they travel to their store by bus.

Arthur asked when all-door boarding might be implemented. Tegin responded that the plan is this would occur after the new fare payment system is installed, likely 2020.

Alexander Taylor asked who decides if the demonstration stays or goes at the end of the evaluation? Tegin said that many factors will need to be taken into consideration. Saul added that there should be structure in the decision-making process and it should be explicit on who will make the decision. It should also be clear to the public who they can directly comment to about the demonstration.

John said the Committee needs to make sure they don't lose focus on strategic planning. Saul said that the Committee needs to make its materials understandable to the City Manager and City Council. John suggested the Committee link service planning to the bus lane demonstration.

#### Additional Updates and Final Public Comments

There were no additional updates or public comments.

Adjourned at 7:30