



TRANSPORTATION & PUBLIC UTILITIES COMMITTEE

COMMITTEE MEETING

~ MINUTES ~

Tuesday, October 11, 2022

1:00 PM

Sullivan Chamber

The Transportation and Public Utilities Committee conducted a public meeting to discuss station expansion, rebalancing, and e-bike implementation with the BlueBikes system

Attendee Name	Present	Absent	Late	Arrived
Burhan Azeem	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Marc C. McGovern	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Patricia Nolan	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Paul F. Toner	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Quinton Zondervan	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

A public meeting of the Cambridge City Council’s Transportation and Public Utilities Committee was held on Tuesday, October 11, 2022. The meeting was Called to Order at 1:00 p.m. by the Chair, Councillor Azeem. Pursuant to Chapter 20 of the Acts of 2022 adopted by Massachusetts General Assembly and approved by the Governor, this public meeting was hybrid, allowing participation in person, in the Sullivan Chamber, 2nd Floor, City Hall, 795 Massachusetts Avenue, Cambridge, MA and by remote participation via zoom.

Chair Azeem called the meeting to order. The Chair noted that the purpose of the meeting was to discuss station expansion, rebalancing, and e-bike implementation with the BlueBikes system.

City Clerk LeBlanc called the roll.

Councillor Burhan Azeem – Present/In Sullivan Chamber

Councillor Marc McGovern – Present/Remote

Councillor Patricia Nolan - Absent

Councillor Paul Toner – Present/Remote

Councillor Quinton Zondervan – Present/Remote

Present-4, Absent-1. Quorum established.

Clerk’s Note: Councillor Nolan joined at approximately 2:00 p.m.

Vice Mayor Mallon was also present in the Sullivan Chamber and Councillor Carlone was remote. (check on Mayor Siddiqui).

The Chair, Councillor Azeem, made opening remarks noting the heavy increased in Blue Bike usage over the past year. The Chair, Councillor Azeem called for anyone wishing to provide public comment. The Clerk noted that no one had signed up.

The Chair, Councillor Azeem noted that CDD had a presentation to make and recognized Assistant City Manager for Community Development, Iram Farooq who introduced the members of her team that were present including Susanne Rasmussen, Director of Environment and Transportation Planning and Transportation Program Manager Cara

Seiderman. It was also noted that representatives of Lyft including Dominick Tribone, Joshua Johnson, Anthony Mitchell, and Troy McHenry were also present and available to answer questions.

The Chair, Councillor Azeem recognized Committee members Councillor Zondervan, Councillor Toner, and Councillor Nolan for comments and questions to which the CDD team and the Lyft team responded. **The Chair, Councillor Azeem** also recognized Councillor Carlone for comment and questions and put forth questions on behalf of Vice Mayor Mallon. Again, representatives of CDD and Lyft responded.

The Chair, Councillor Azeem thanked everyone for being part of the conversation and thanked CDD for their support. **The Chair, Councillor Azeem** stated that the presentation was phenomenal, that this Committee hearing was very informative, that he was proud of all of the progress that has been made, and he looked forward to taking the next steps together.

The Chair, Councillor Azeem made a motion to adjourn.

City Clerk LeBlanc called the roll.

Councillor Burhan Azeem – Yes

Councillor Marc McGovern – Absent

Councillor Patricia Nolan - Yes

Councillor Paul Toner – Yes

Councillor Quinton Zondervan – Yes

Yes-4, No-0, Absent-1.

Attachment: CDD Presentation “BLUE bikes: Public Transportation by Bike”

Clerk’s Note: The City of Cambridge/22 City View records every City Council meeting and every City Council Committee meeting. This is a permanent record. The video for this meeting can be viewed at:

https://cambridgema.granicus.com/player/clip/330?view_id=1&redirect=true&h=5b6f67e537eb2e69ab5f6e180af62853

All meetings are “closed captioned”. After each meeting the “closed captioned transcripts” are available online at: <https://app.box.com/s/9qormcahynjt4pzpt1n5opixogl3q7k5>

Please note that there is no editing of these “closed captioned transcripts” and they do not constitute a verbatim transcript prepared by a certified transcriber.



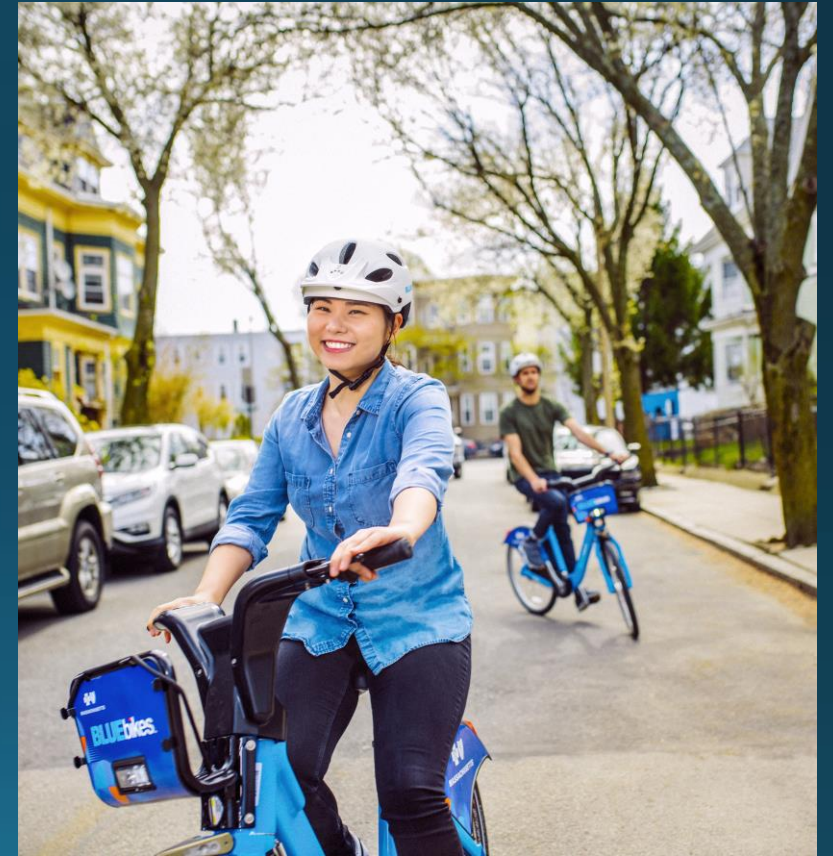
BLUEbikes: Public Transportation by Bike

October 11, 2022 Committee Hearing

- The Transportation and Public Utilities Committee will conduct a public meeting to discuss station expansion, rebalancing, and e-bike implementation with the Bluebikes system.

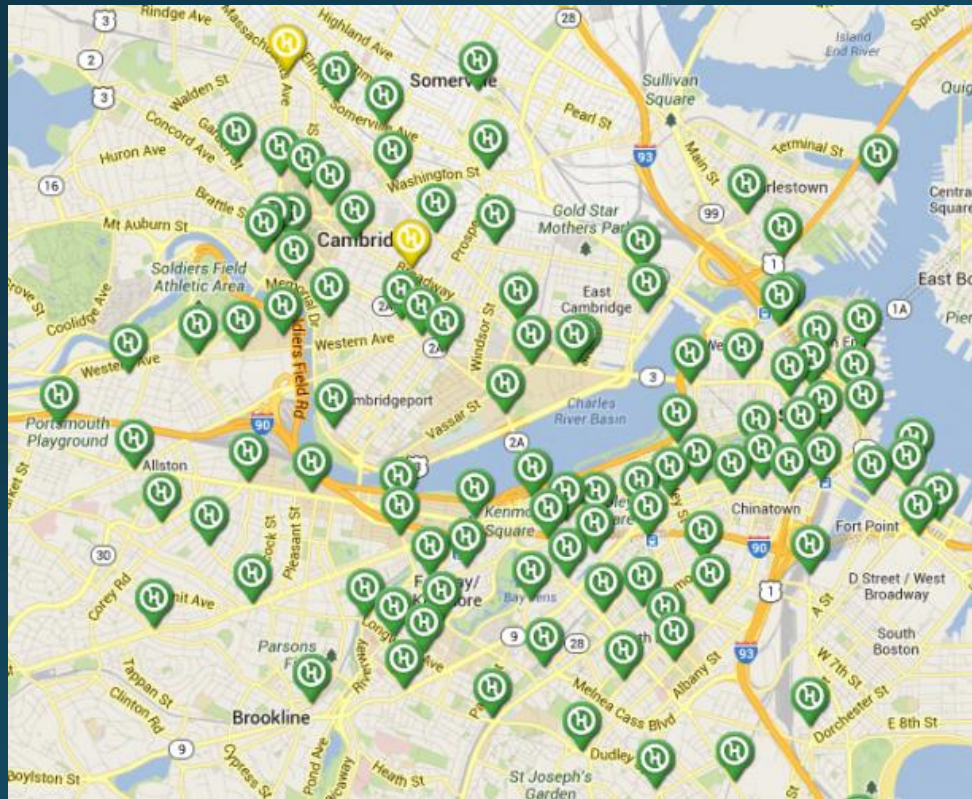
Bluebikes System

- A publicly owned bike share system
- Started in 2011
- Title sponsor: Blue Cross Blue Shield of Massachusetts, and Lyft is the operator of the system under contract with the member cities
- Member Cities include:
 - Arlington
 - Boston
 - Brookline
 - Cambridge
 - Chelsea
 - Everett
 - Malden
 - Medford
 - Newton
 - Quincy
 - Revere
 - Salem
 - Somerville
 - Watertown

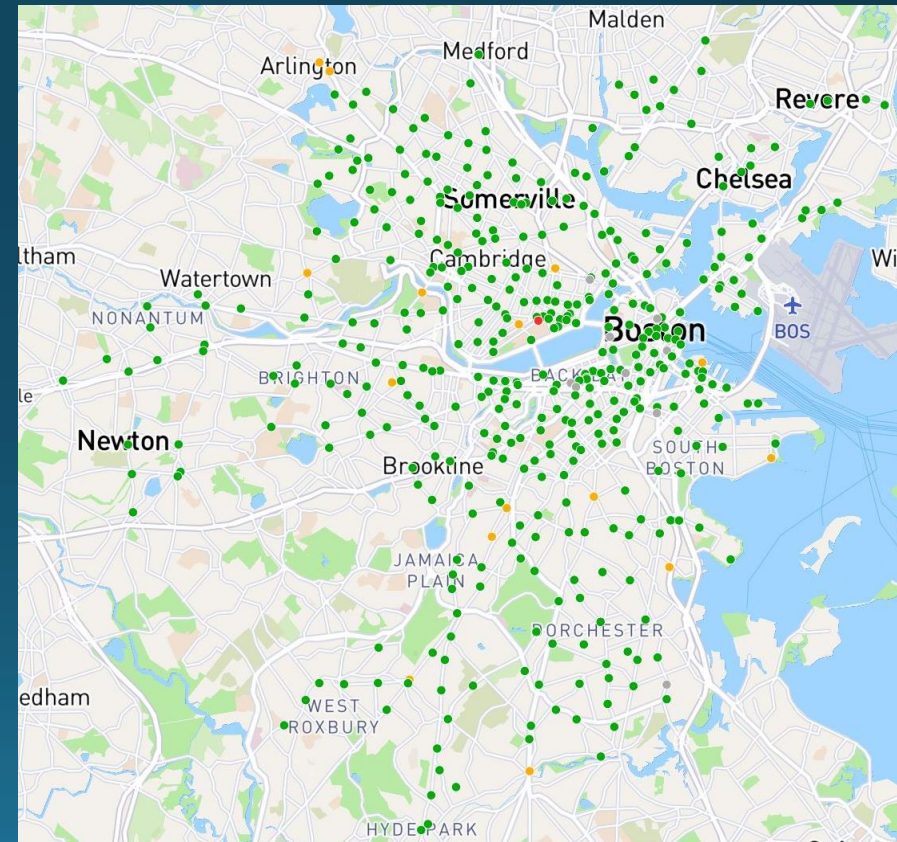


Bluebikes Expansion

We have been **continuously growing** since the original 60 stations were installed in 2011.



Hubway map in 2014.



Bluebikes station map today.

Not pictured: 14 active stations in Salem, MA.

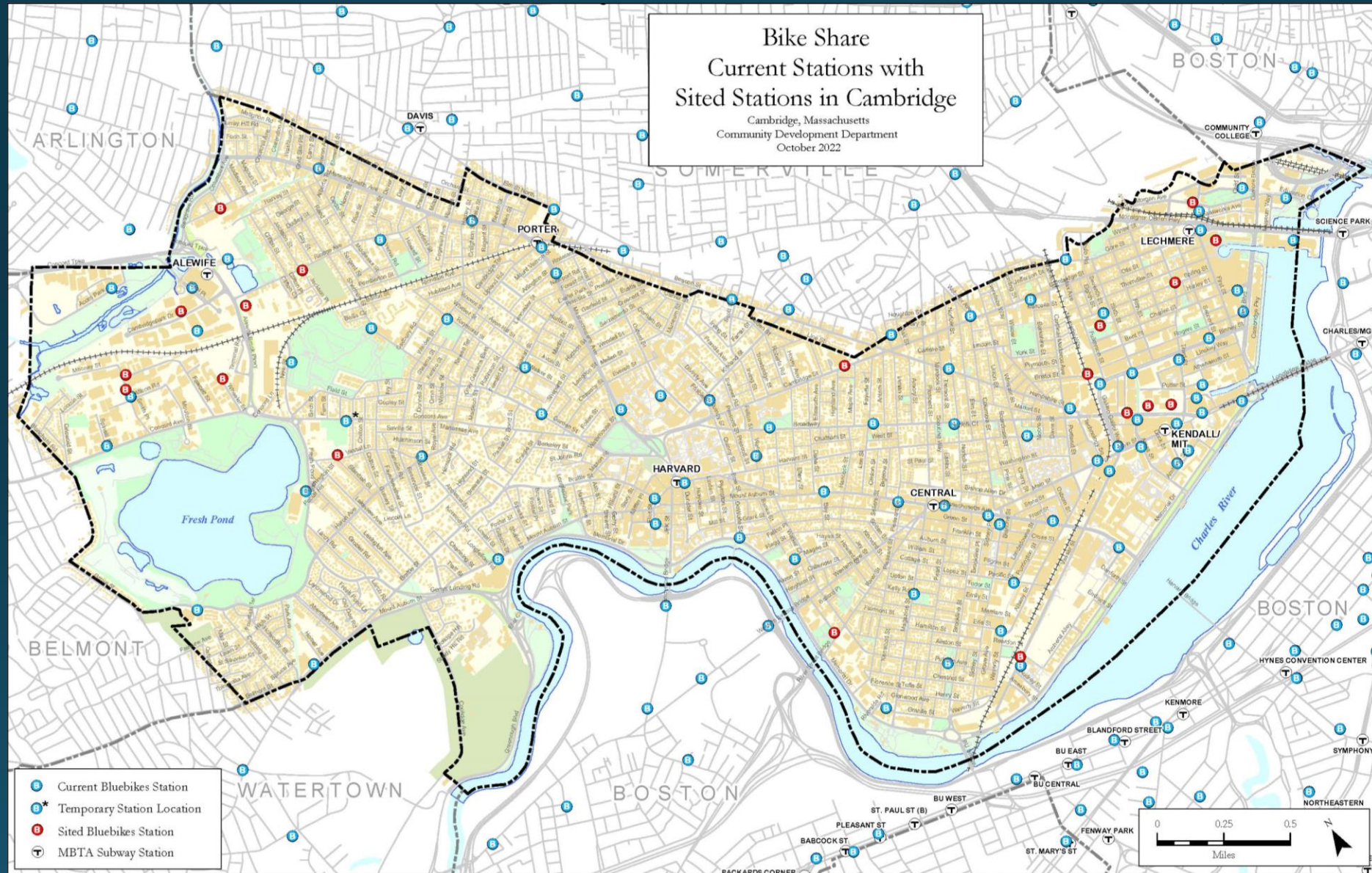
Cambridge Bluebikes Quick Facts

- Cambridge has 78 stations out of 443 stations in the system (18%)
- Over 974,000 Bluebikes trips started in Cambridge this year*
 - Over 1/3 of all Bluebikes trips!
- Stations in Harvard Square, Central Square, and at MIT are the most popular stations of any Bluebikes station in the entire system
- There are 7,575 Bluebikes members with a Cambridge address**

*from January 1, 2022 to September 27, 2022, when this data was pulled.

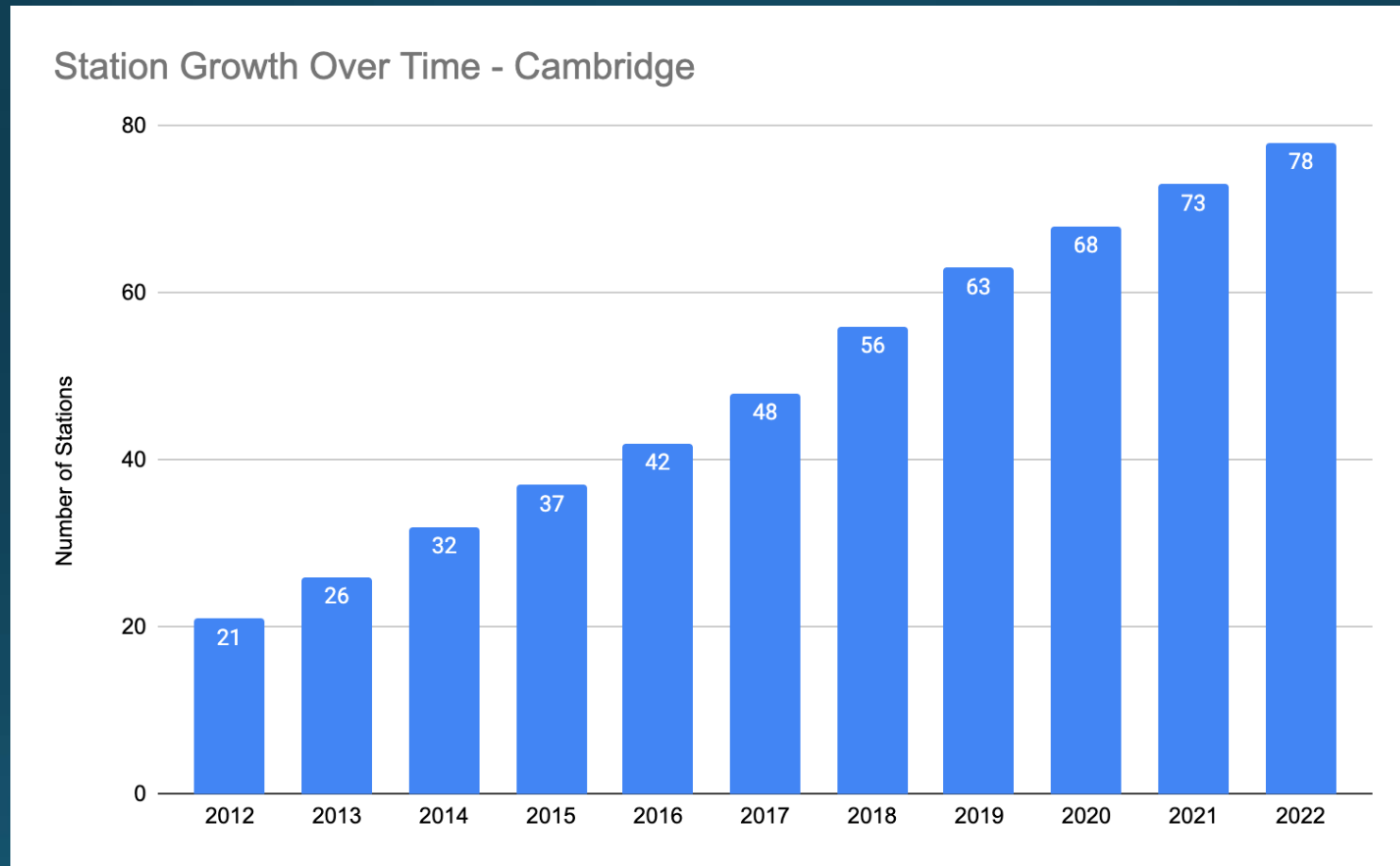
**This is based on the billing address of the subscribers account, so it does not account for people who's billing addresses are outside of Cambridge (e.g. students attending school in the area).

Current and Sited Station Distribution



Updated
10/03/22

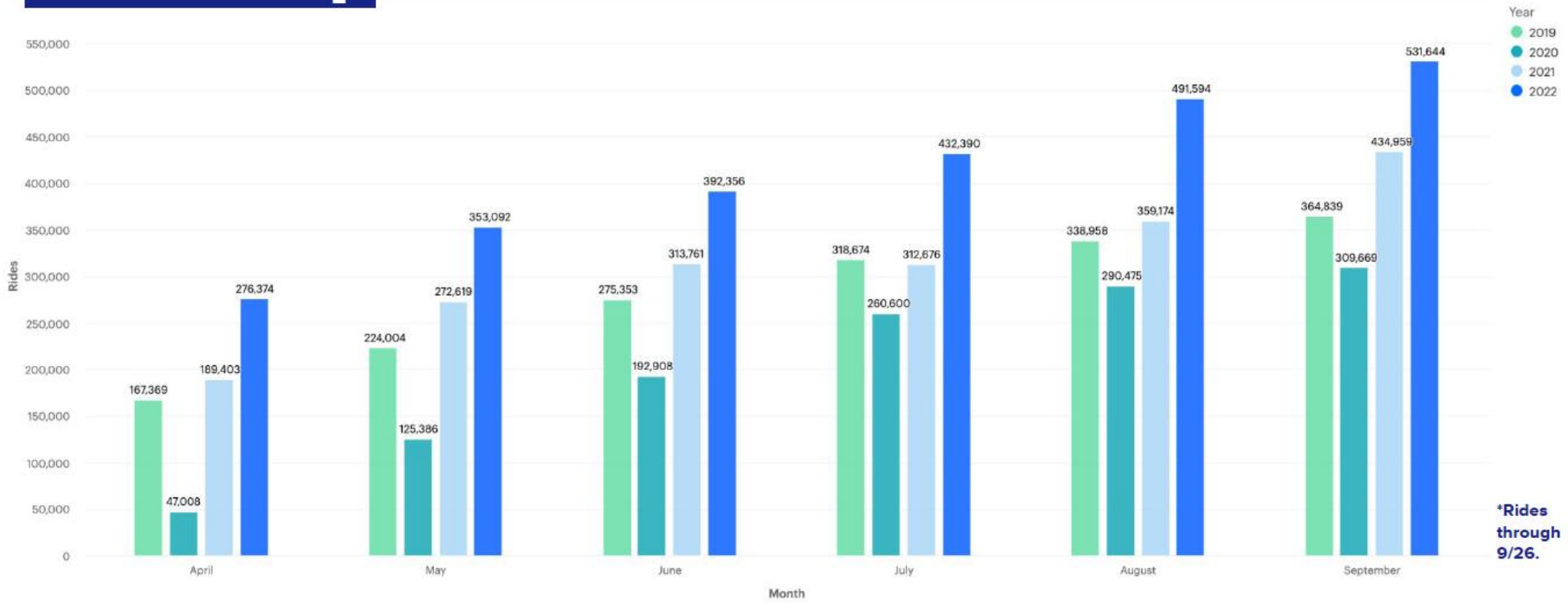
Bluebikes Stations by Year: 2012-2022



*Three additional Bluebikes stations are schedule for this fall

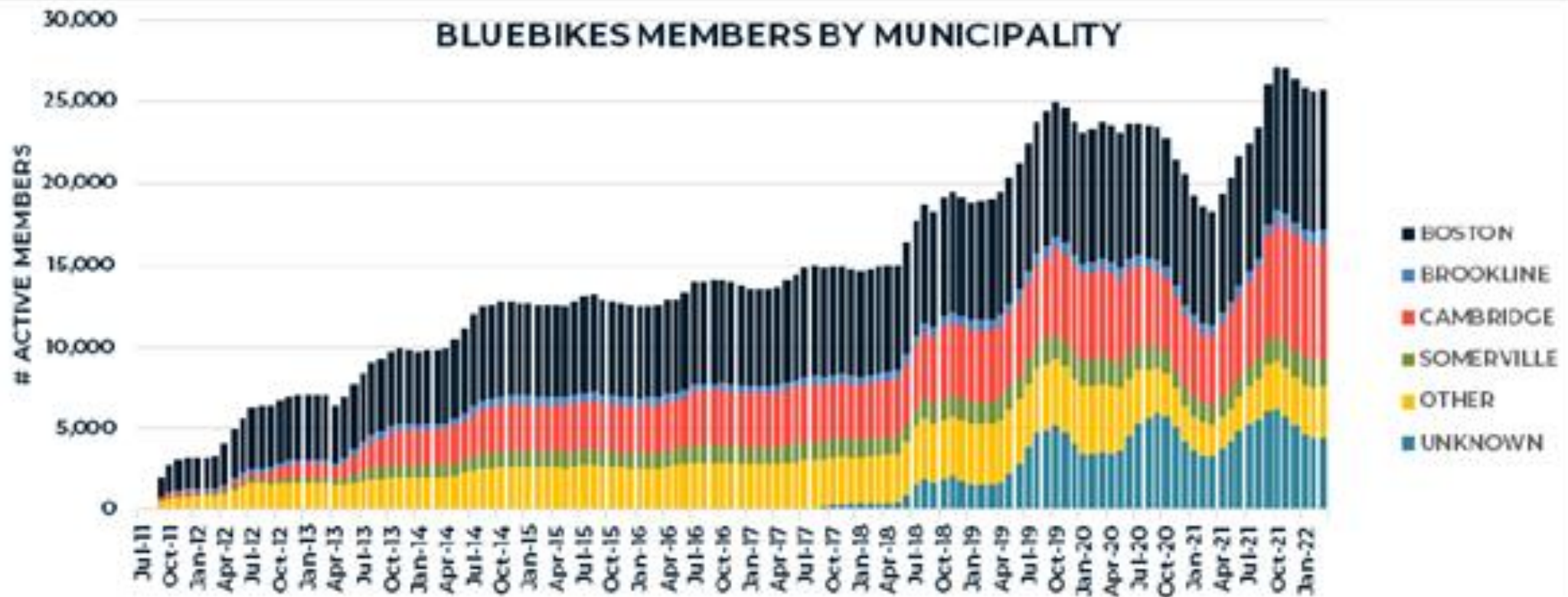
System Ridership: 2019-2022

Ridership

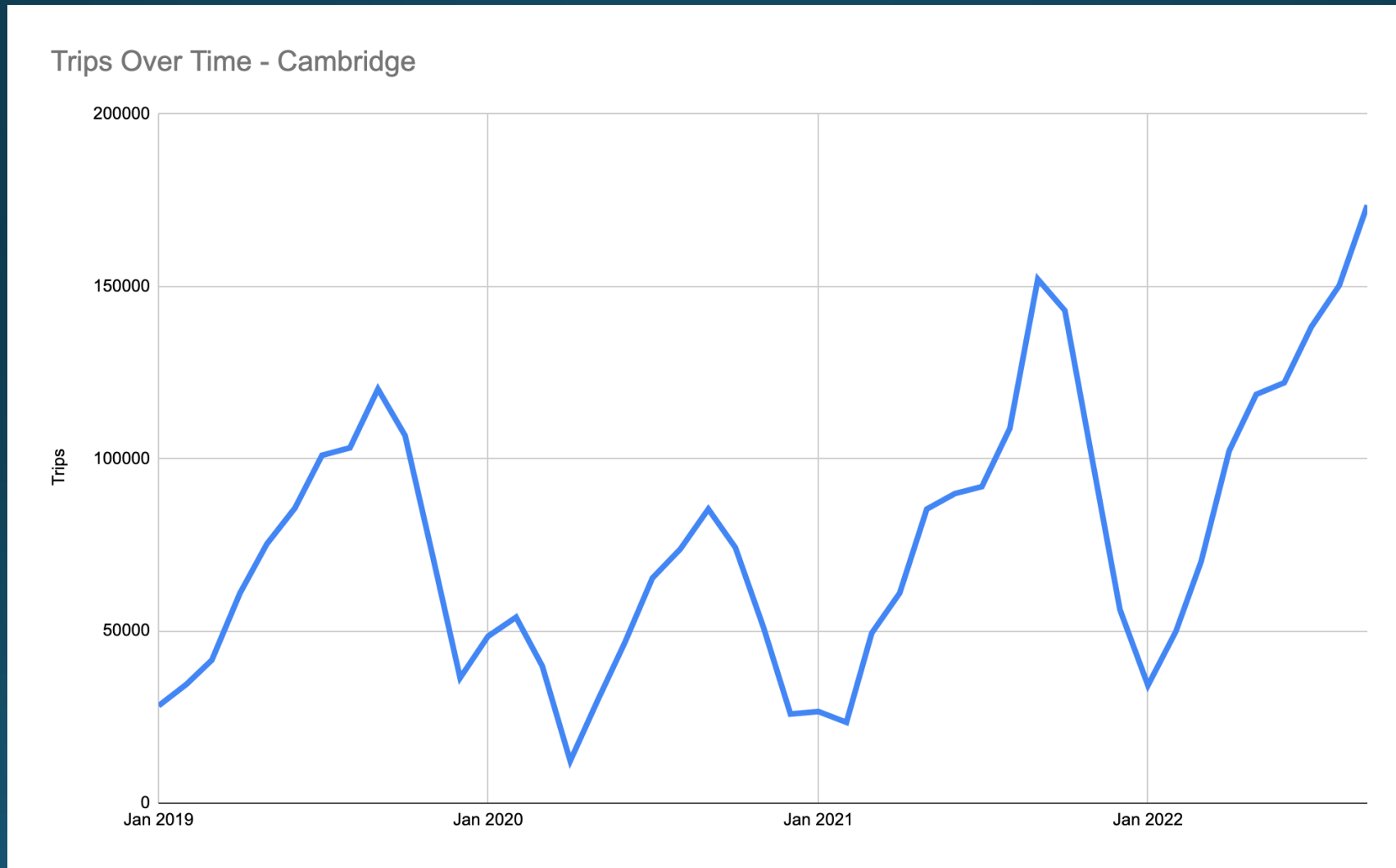


Muni	Arlington	Boston	Brookline	Cambridge	Chelsea	Everett	Medford	Newton	Revere	Salem	Somerville	Watertown
August	1,989	287,389	13,007	150,267	603	2,369	N/A	1,338	578	830	27,691	2,232
Sept MTD	1,892	311,689	14,795	161,668	571	2,704	67	1,422	483	2,090	28,090	2,085

BLUEBIKES MEMBERS BY MUNICIPALITY



Daily Trips in Cambridge: 2019-2022



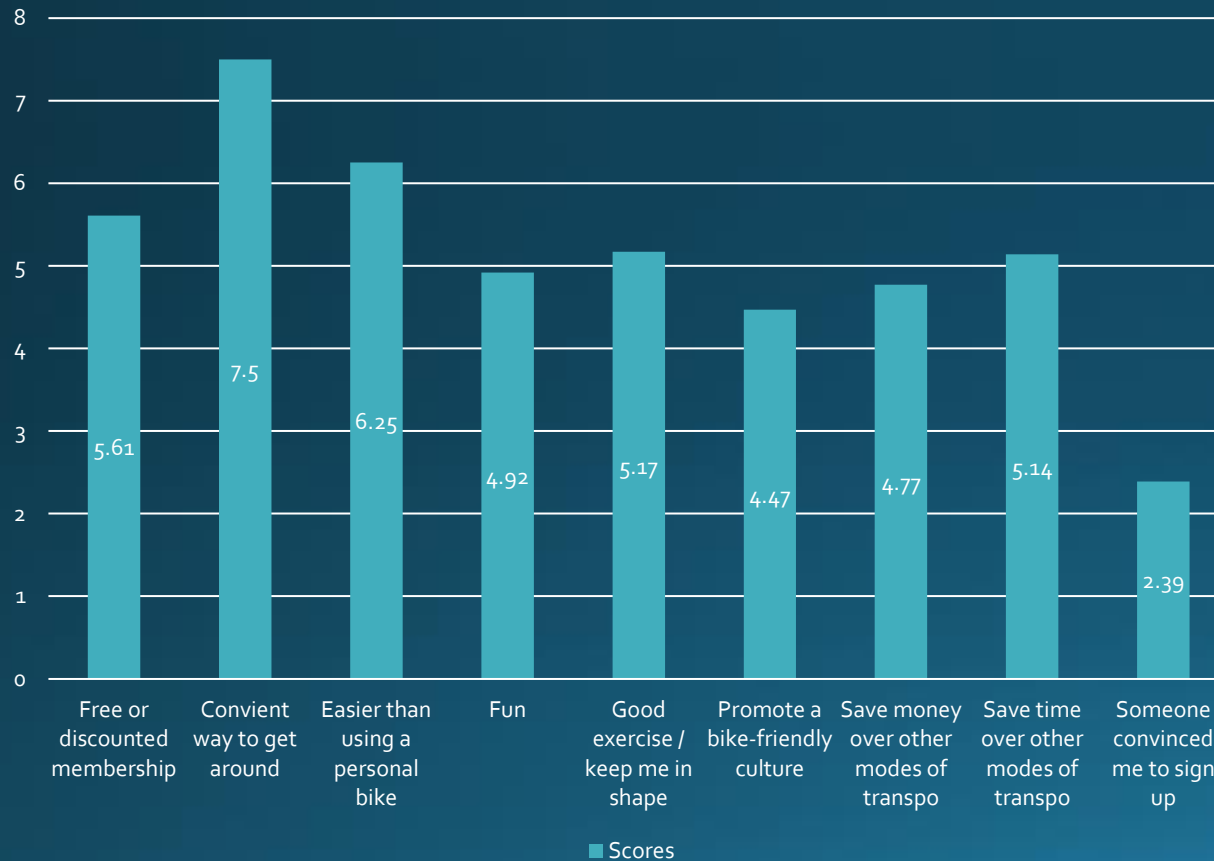
Orange Line Shutdown

Metrics in Review

- Total Trips (8/19 - 9/18): **634,482**
- Free Monthly Memberships: **58,942**
 - **85%** took one or more trips
 - 50th Percentile took **3** trips per free monthly

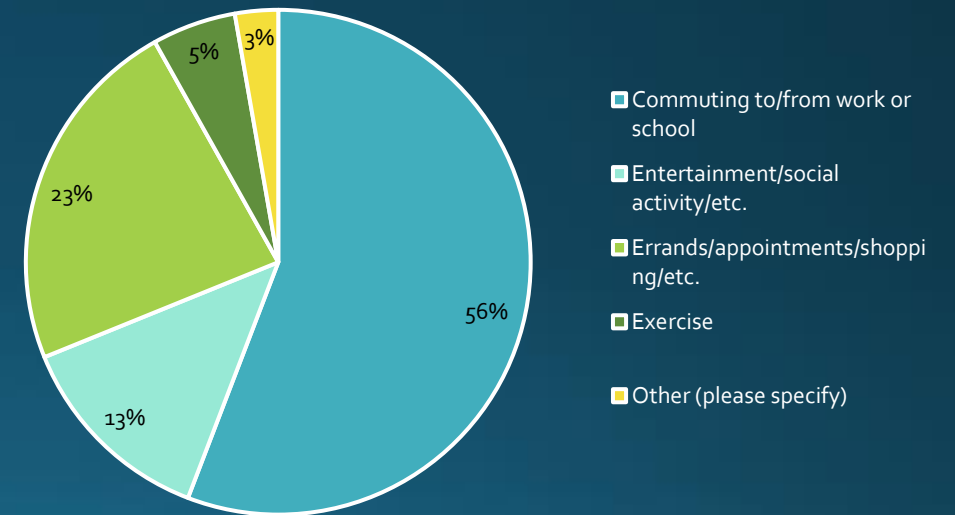
Bluebikes 2021 Member Survey

What is the main reason why you joined Bluebikes?



Answered: 678
Skipped: 172

What type of trip do you use Bluebikes for most often?



Answered: 652
Skipped: 198

Goals for the System

- Make Bluebikes accessible and affordable for all residents of Cambridge
- Fill existing transit gaps in Cambridge, particularly in areas that have historically not had good transit access
- Coordinate with the installation of new bike infrastructure to provide comfortable and safe routes for all riders
- Give residents, employees and visitors of Cambridge a convenient and sustainable way to get around

Bluebikes Governance – How is the System Managed?

- MAPC issued RFP for Bike Share
- Any municipality in region eligible to join
- Lyft (with subcontractor Motivate) selected as Operator; each municipality has its own contract with Lyft
- Contract = 5 years plus two 2-year renewals
 - Currently under first renewal.
 - Need to notify Lyft of intent to renew by July 1, 2023 for second renewal to be signed by April 1, 2024
- Title sponsorship agreement is with Lyft
- Each municipality owns its own assets (stations, bikes, etc.)

Bluebikes Governance – How is the System Managed?

- Memorandum of Agreement amongst the municipalities governs joint agreements
- Original Municipalities (Boston, Brookline, Cambridge, Somerville) have sponsorship and revenue share as well as decision-making authority
- System-wide decisions made through Governing Council
 - Governing Council = original four municipalities plus Everett

Bluebikes Finances – How is the System Currently Paid For?

- System-wide title sponsor (BCBS of MA) (\$18M)
- Secondary sponsorships
- Station sponsors/donors
- Development mitigation (station equipment and/or annual state of good repair)
- Revenue from subscriptions
- Municipal operating budget:
 - Employee memberships and stations PSAs
 - In-kind (staff)
- State and federal grants (occasional)

Bluebikes Finances – What are City-Controlled Funds Spent on?

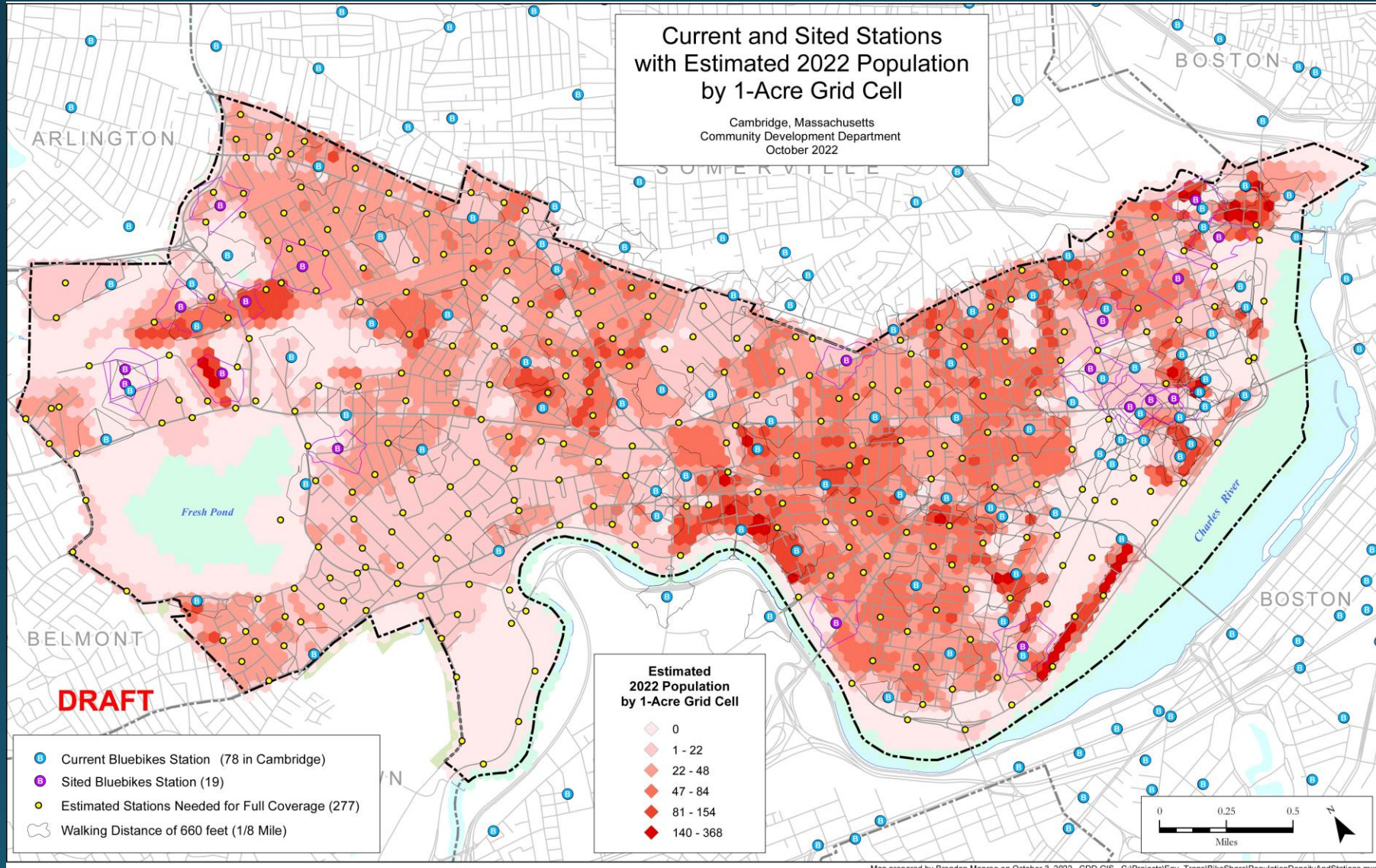
- New Stations (docks, kiosk, map panel, etc.)
- Bikes
- Installation, station moves, station siting
- Siting requirements, e.g., concrete pad installation
- Equipment replacement
 - Lost/stolen bikes a particular challenge
- Municipal employee memberships
- Station PSAs

Future of Bluebikes

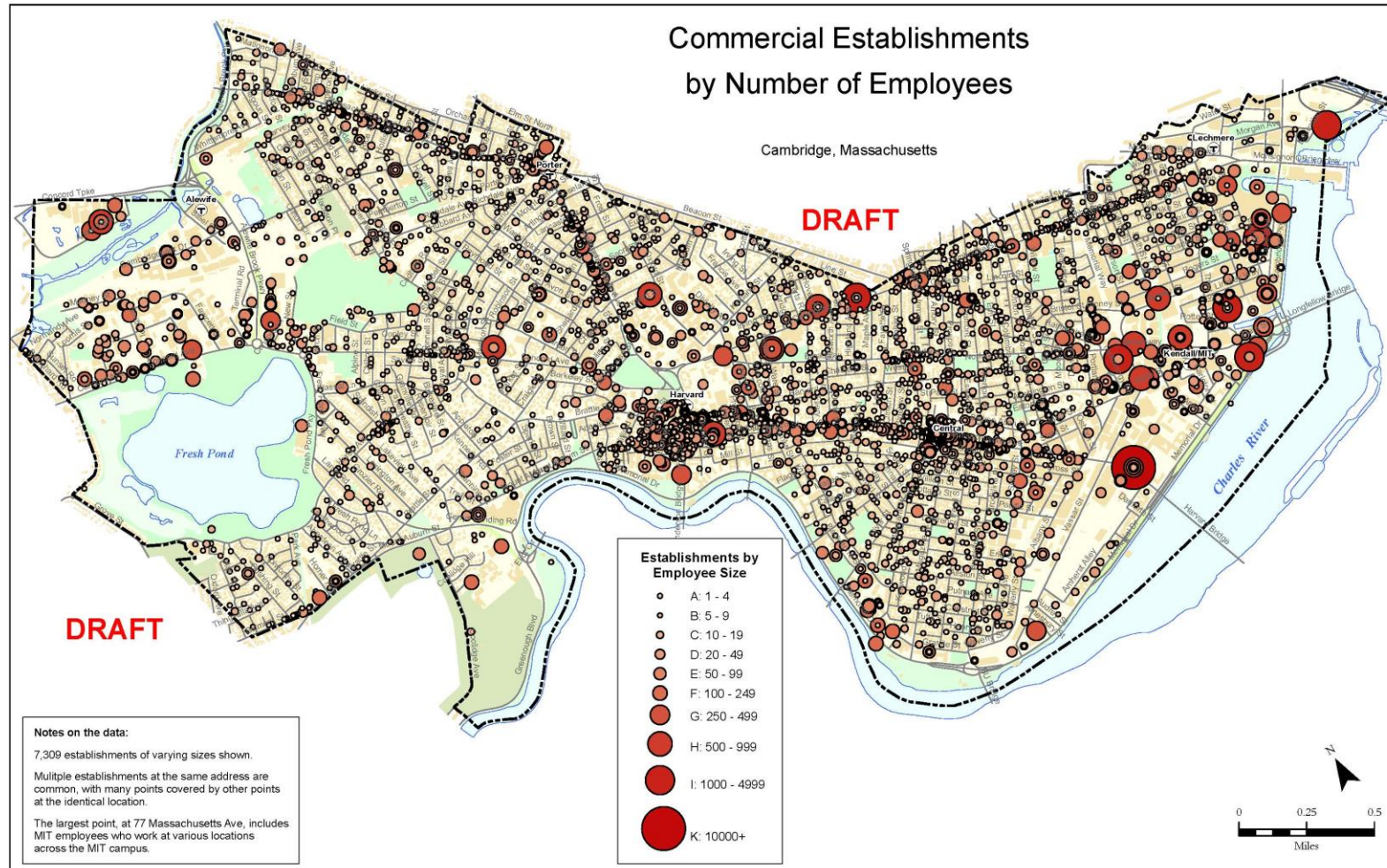
Priorities for New Stations

- Goal: all residents and workers within 1/8 mile of a station
- Fill geographic gaps
- Serve areas with large populations and popular destinations
- Promote equity and expand coverage in focus areas
- Improve overall rideability, i.e., that there are bikes/docks reliably available
- Add stations as part of new development

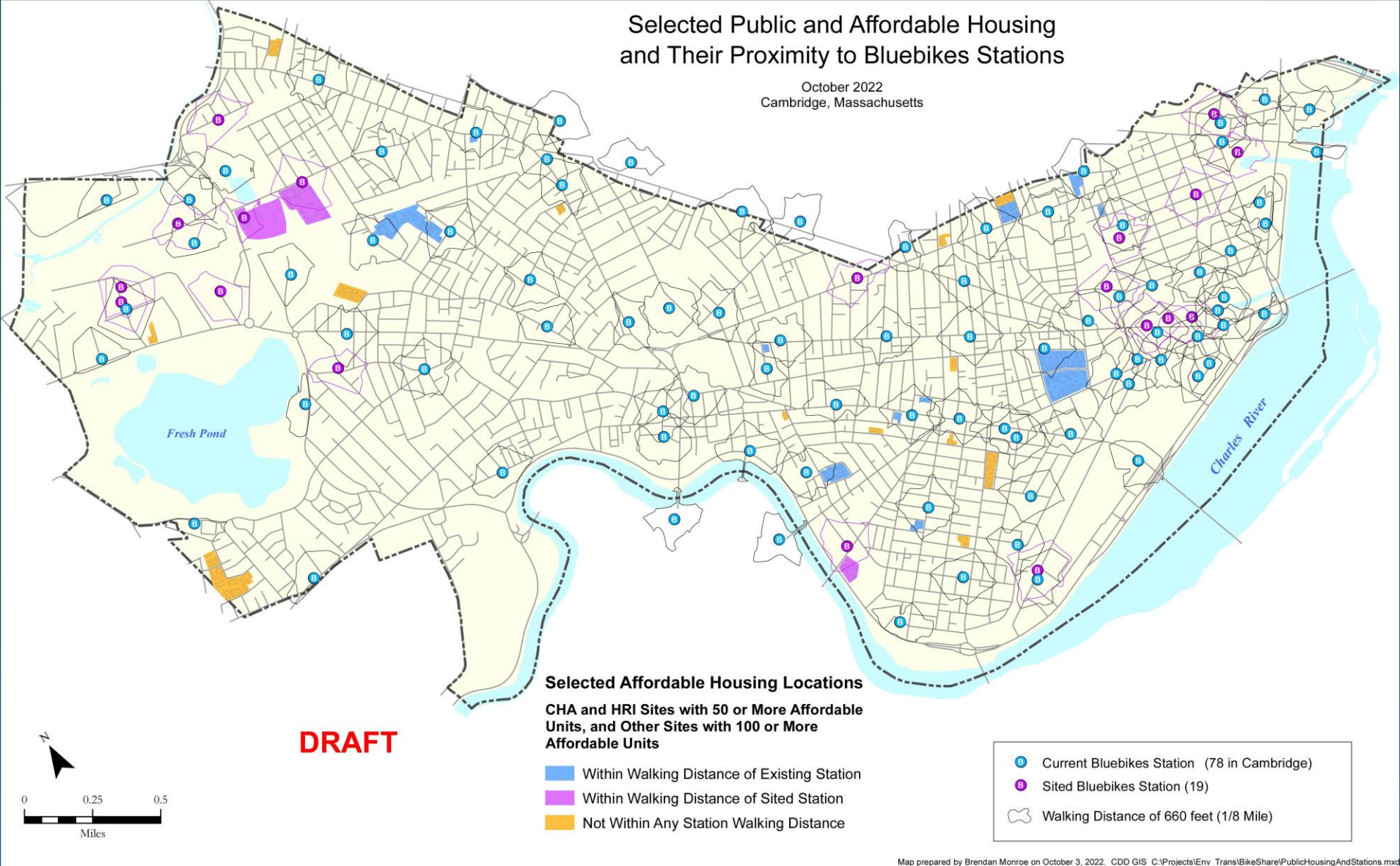
Station Map with Population Density



Map of Commercial Establishments



Proximity for select public and affordable housing



17 Planned and Sited Stations

- 2022:
 - 87-101 Cambridgepark Drive
 - 55 Wheeler Street
 - Kennedy-Longfellow School (second station)
- 2023:
 - Broadway and Ames St
 - 325 Binney Street
 - 75-109 Smith Place
 - North Point Park
- Other planned stations (timeline TBD)
 - Courthouse
 - Cambridge Hospital
 - 402 Rindge Avenue
 - Tobin School (second station)
 - CambridgeSide (second station)
 - Alewife Park IQHQ
 - Jefferson Park
 - 180 Fawcett St
 - Blackstone St and River St

Funded Stations to Be Sited (2023 or later)

- Riverside neighborhood
- Alewife Triangle (Cambridgepark Drive)
- Alewife area/Route 2
- East Cambridge/Courthouse (second station)
- Alewife Quadrangle (two stations)
- Volpe Center (two stations)
- Harvard Square

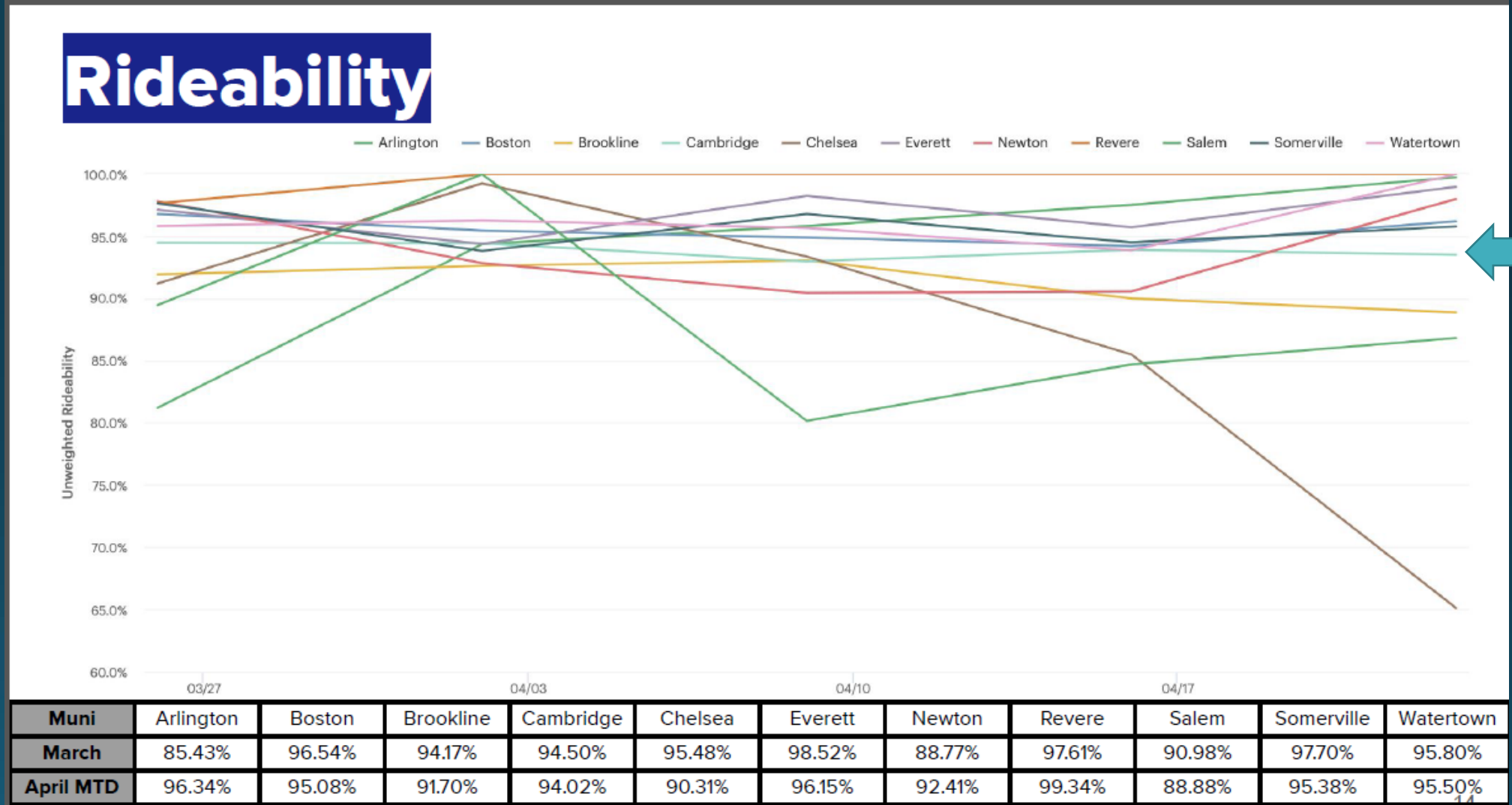
Stations We Plan To Replace

As the equipment ages, we need to replace the docks, pads, and sometimes the kiosk at the stations to maintain an easy user experience

- Stations we recently replaced:
 - Central Sq Post Office / Cambridge City Hall at Mass Ave / Pleasant St
 - Harvard Square at Mass Ave / Dunster
 - Harvard University River Houses at DeWolfe St / Cowperthwaite St
 - Cambridge Main Library at Broadway / Trowbridge St (this week)
- Stations we plan to replace either later this year or in 2023
 - Cambridge St – at Columbia St / Webster Ave
 - Porter Square
 - MIT at Mass Ave / Amherst St
 - Central Square at Mass Ave / Essex St
 - Ames St at Main St
 - Lafayette Square at Mass Ave / Main St / Columbia St
 - Lower Cambridgeport at Magazine St / Riverside Rd
 - Danehy Park
 - Lechmere Station at Cambridge St / First St
- 18 more stations that we have prioritized for replacement

Tracking Rideability

Rideability reports are shared monthly. Cambridge contract requires a 91% average for all stations in the system.



Stations w/ Lowest Average Rideabilities (January-August)

Rank	Station Name	Neighborhood	Avg Rideability
1	Harvard University Gund Hall at Quincy St / Kirkland St	Mid Cambridge	0.801
2	MIT Stata Center at Vassar St / Main St	MIT	0.816
3	MIT at Mass Ave / Amherst St	MIT	0.817
4	Dana Park	Cambridgeport	0.830
5	Lower Cambridgeport at Magazine St / Riverside Rd	Cambridgeport	0.850
6	Inman Square at Springfield St.	Wellington Harrington	0.860
7	Harvard University Housing - 115 Putnam Ave at Peabody Terrace	Riverside	0.878
8	Harvard University River Houses at DeWolfe St / Cowperthwaite St	Riverside	0.879
9	359 Broadway - Broadway at Fayette Street	Mid Cambridge	0.880
10	955 Mass Ave	Mid Cambridge	0.883

Rideability: A station is considered "rideable" when it has some open docks and some bikes, allowing riders to easily find a bike or dock a bike. Rideability indicates the percentage of its total time that a station is rideable.

Factors Impacting Rideability/Expansion

- Funding:
 - Replacement of older equipment and lost bikes
 - New equipment: docks and bikes
- Lead time:
 - Stations funded by development mitigation usually not operational until construction has been completed
- Space:
 - New stations need to be off-street and have solar access
 - Siting stations on state property (transit stations, river frontage)
- Operations: Field staff shortages/seasonal worker challenges

Actions to improve rideability

- Install more stations
- Install more docks at existing stations
- Add more bikes to the system
- Add valets at popular stations
 - The Kendall valet corrals 100-150 bikes a day (so the equivalent of 5-7 normal size stations), and is busier than the rest of the valets in the Bluebikes system combined. It is *the busiest valet* of any of the systems operated by Lyft, including Citi Bike, (pre-pandemic, it was corralling upwards of 200 bikes/day (which likely makes it the busiest in the country and possibly North America)).
- Increase rebalancing vans
- Rider incentives (e.g. Bike Angels program)

E-Bikes: Considerations

- Municipalities are discussing
- Decision must be system-wide
- Significantly more expensive
 - Bikes are approximately 3X the cost
 - Operations more expensive
 - Planning for long-term State of Good Repair
- Equity concerns: other systems operate on a model that makes each trip on an e-bike very expensive

