



Wish you
were here!

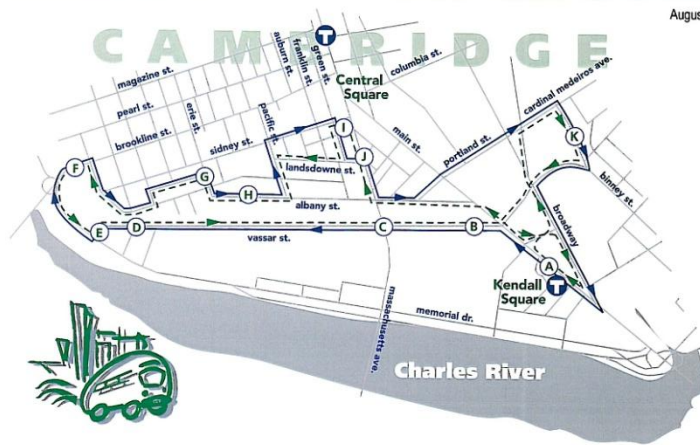
CAMBRIDGE, MASSACHUSETTS

CRTMA Shuttle

c/o Cambridge Technology Partners
 304 Vassar Street Cambridge, MA 02139
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 e-mail: coin1@mit.edu

web.mit.edu/planning/shuttle

August 1998



Riverside Route

(runs clockwise from Kendall Square)

Time	Stop Location
minutes past the hour	
:15 :45	A Kendall Square MBTA (In front of Coop)
• •	B MIT Building #39 (In rear of building off Vassar)
• •	C Mass Ave. at Vassar St. (At T bus stop near ATM)
:21 :51	D Amesbury St. at Vassar St. (At Crimson loading dock)
• •	E 600-620 Memorial Dr. (At driveway to 620)
:25 :55	F 640 Memorial Dr. (At main entrance)
• •	G Ft. Washington (At Vertex & Millennium rear doors)
• •	H 270 Albany St. (At driveway to main entrance)
:31 :01	I University Park at MIT (On Green St. at Star Mkt.)
• •	J Mass Ave. at Landsdowne (On Landsdowne St. at Mass Ave.)
:36 :06	K Binney St./One Kendall Sq. (Across from theatre)

Return to Kendall Sq.

Landward Route

(runs counterclockwise from Kendall Square)

Time	Stop Location
minutes past the hour	
:05 :35	A Kendall Square MBTA (In front of Coop)
:09 :39	K Binney St./One Kendall Sq. (Across from theatre)
• •	J Mass Ave. at Landsdowne (Mass Ave. at T bus stop)
:14 :44	I University Park at MIT (On Green St. at Star Mkt.)
• •	H 270 Albany St. (Across from driveway at main entrance)
• •	G Ft. Washington (At Millennium & Vertex rear doors)
:20 :50	F 640 Memorial Dr. (At main entrance)
• •	E 600-620 Memorial Dr. (At driveway to 600)
:24 :54	D Amesbury St. at Vassar St. (On Vassar at Amesbury)
• •	C Mass Ave. at Vassar St. (At T bus stop across from ATM)
:27 :57	B MIT Building #39 (In rear of building off Vassar)

Return to Kendall Sq.

- Shuttles are free for employees and students of participating members.
- Landward begins at 7:05 a.m. and ends at 7:00 p.m. at Kendall Sq.
- Riverside begins at 7:15 a.m. and ends at 7:10 p.m. at Kendall Sq.
- Shuttles make all stops. Please arrive a few minutes prior to scheduled stop.

- For stops without times listed, add approximately one minute to the previous stop time.
- Shuttles are painted white with royal blue trim.
- Vehicles owned and operated for CRTMA by Paul Revere.



This schedule prepared in cooperation with MassHighway and the U.S. Department of Transportation, Federal Highway Administration.

Development and Operations of EZRide Shuttle

Cambridge Transit Advisory Committee
 February 4, 2015

Jim Gascoigne
 Executive Director
 Charles River TMA

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 617-324-6619

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

Recent Service Upgrades

Oct 2008 Paul Revere starts; larger capacity buses

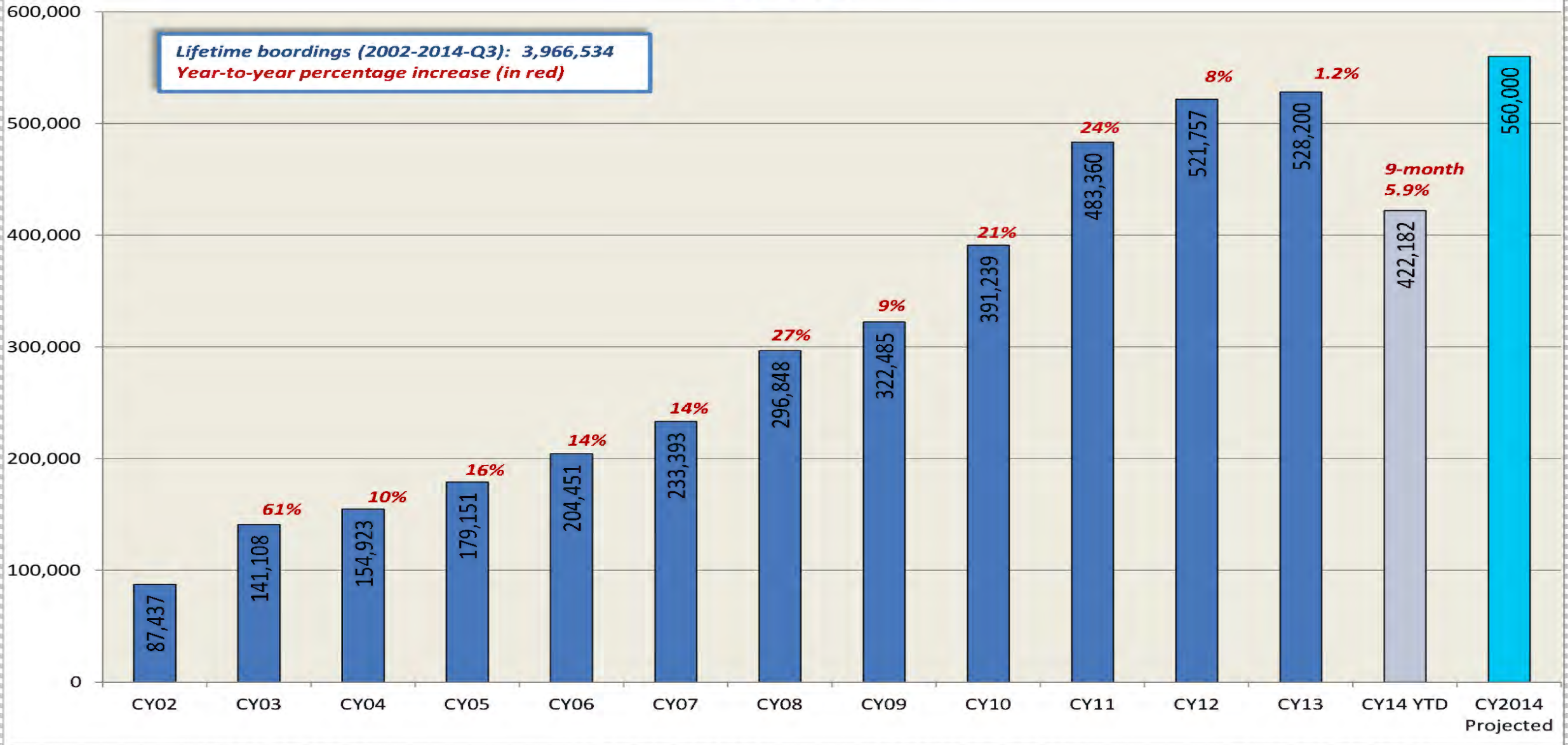
Jun 2009 CNG Eldorado fleet in service

Aug 2010 Merger with MIT NW

Jan 2012 8th bus

Jan 2014 9th bus; 7-9 minute frequency

EZRide Shuttle Annual Total Boardings 2002-2014

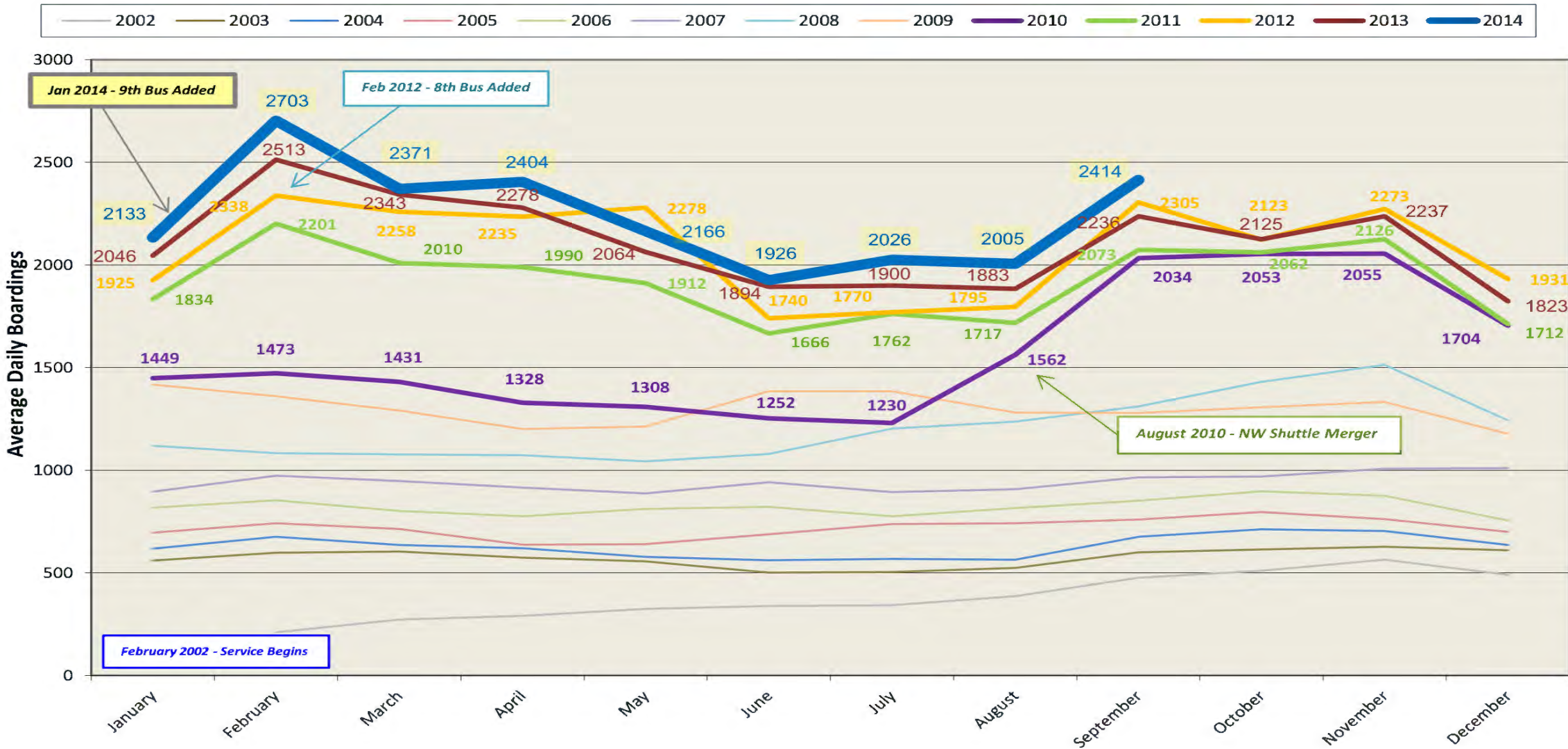


Daily Average Ridership by Month

Year-to-Year Comparison

EZRide Shuttle Service

Thru October 2014
Data labels shown for 2010-2014 only



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**

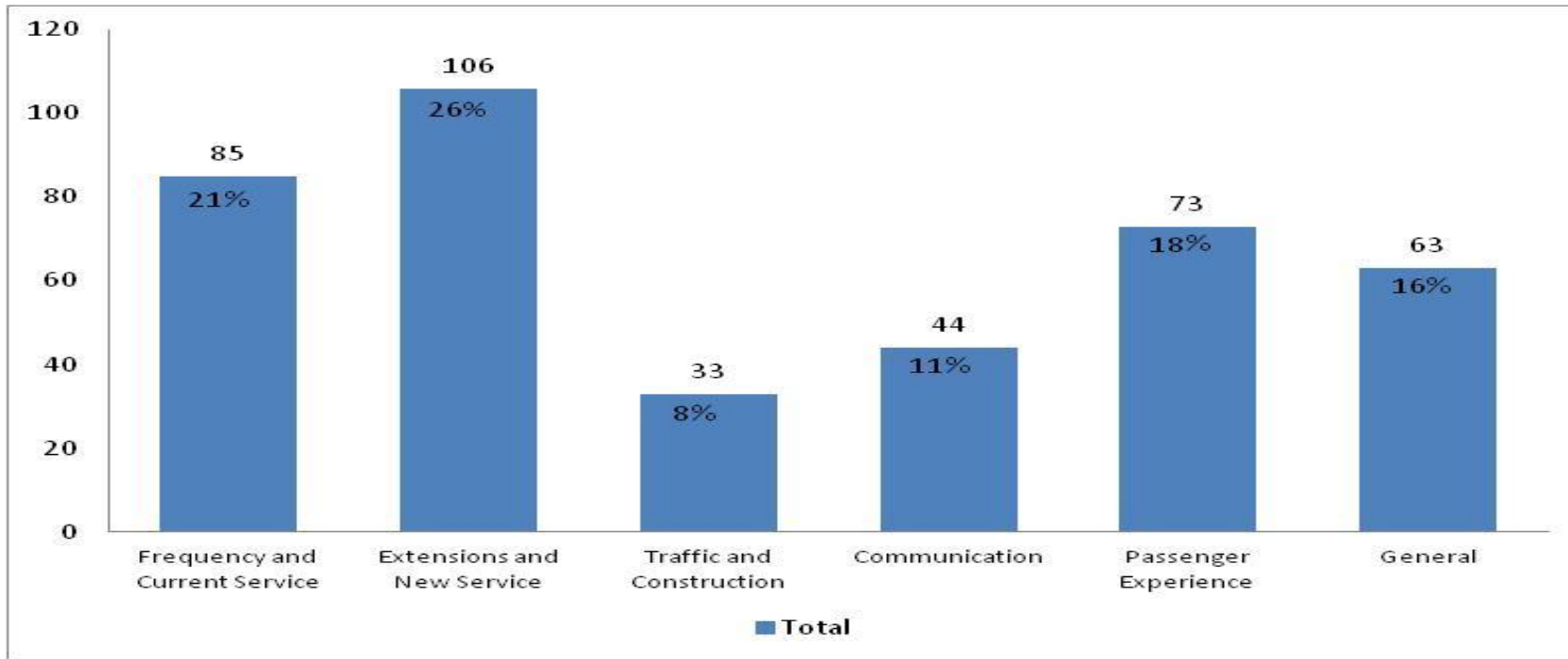
- Excellent and very good ratings for most service aspects

- **Improvements**

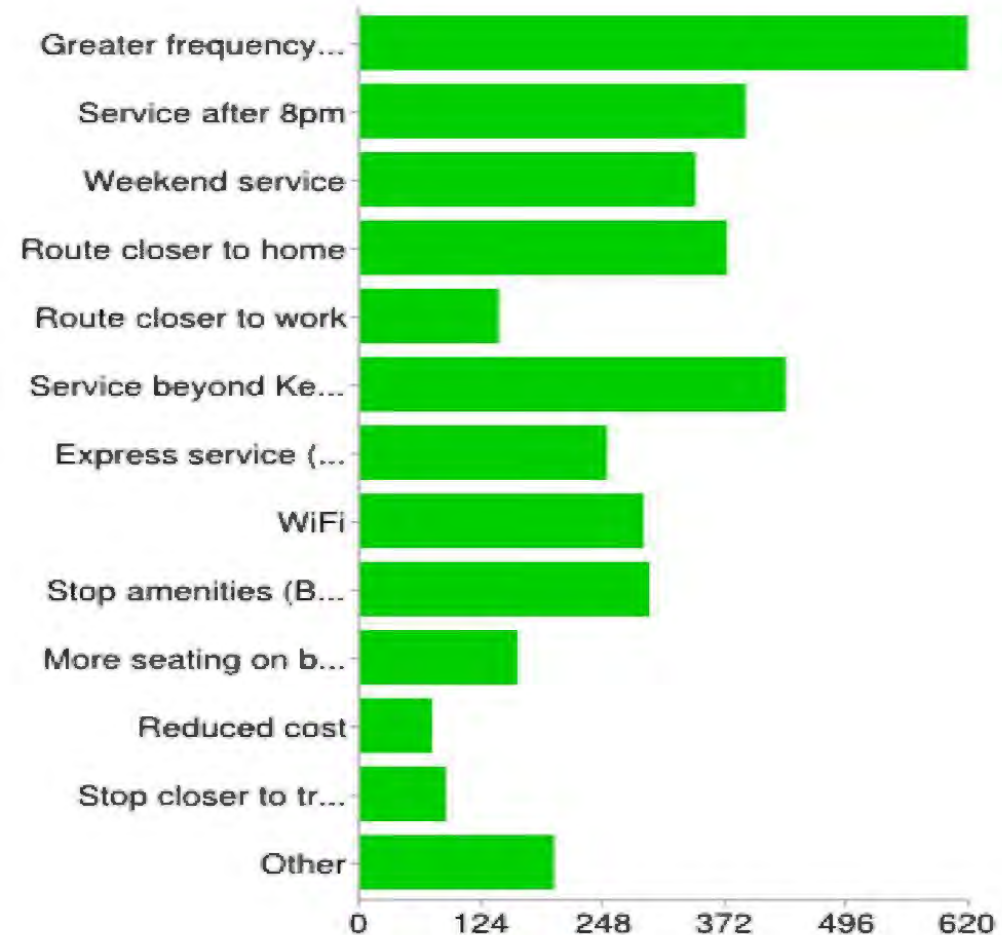
- Stop amenities
- Non-riders want a route closer to home
- Current riders want more frequent and express service

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

Stop	A. North Station	D. Lechmere	E. First Street	G. Sixth Street	H. Broadway/Galileo Way	I. Kendall Square	N. Albany St./ Portland St.	O. Mass Ave./ Landsdowne	P. University Park/ Landsdowne	Q. Pacific St./ Landsdowne	S. Cambridgeport/Brookline Street	W. Vassar St.- Stata Center	Y. 200 Tech Sq.	Z. Broadway/ Hampshire 555 Tech Sq.	TOTAL
A. North Station	-	1	20	48	111	65	25	26	30	7			2	8	402
D. Lechmere	1	-		2	3	3		1	1	1					16
E. First Street	2		-		1	4	2								11
G. Sixth Street	5	2		-											8
H. Broadway/Galileo Way	15	1			-	2									18
I. Kendall Square	67	21	16	4	1	-	15	3	13	8	3		2	9	208
N. Albany St./ Portland St.	9					11	-	1						1	24
O. Mass Ave./ Landsdowne	7	2	1		1	8		-			1				23
P. University Park/ Landsdowne	17	5	1			10			-					1	39
Q. Pacific St./ Landsdowne	2	1	1			9	2			-		17			50
S. Cambridgeport/Brookline Street	2			1		8	1	1			-	10			36
W. Vassar St.- Stata Center	2	1		1						1		-			5
Y. 200 Tech Sq.	11	2	2			3							-		21
Z. Broadway/ Hampshire 555 Tech Sq.	21	1	3			12								-	40
Grand Total	194	40	53	58	122	166	48	38	50	23	10	53	6	20	1084

EZRide Phase III

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



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