

EF Education First Expansion at North Point (EF III)

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

May 3, 2017

ABOUT EF EDUCATION FIRST

- 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 CAMBRIDGE CAMPUS



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):

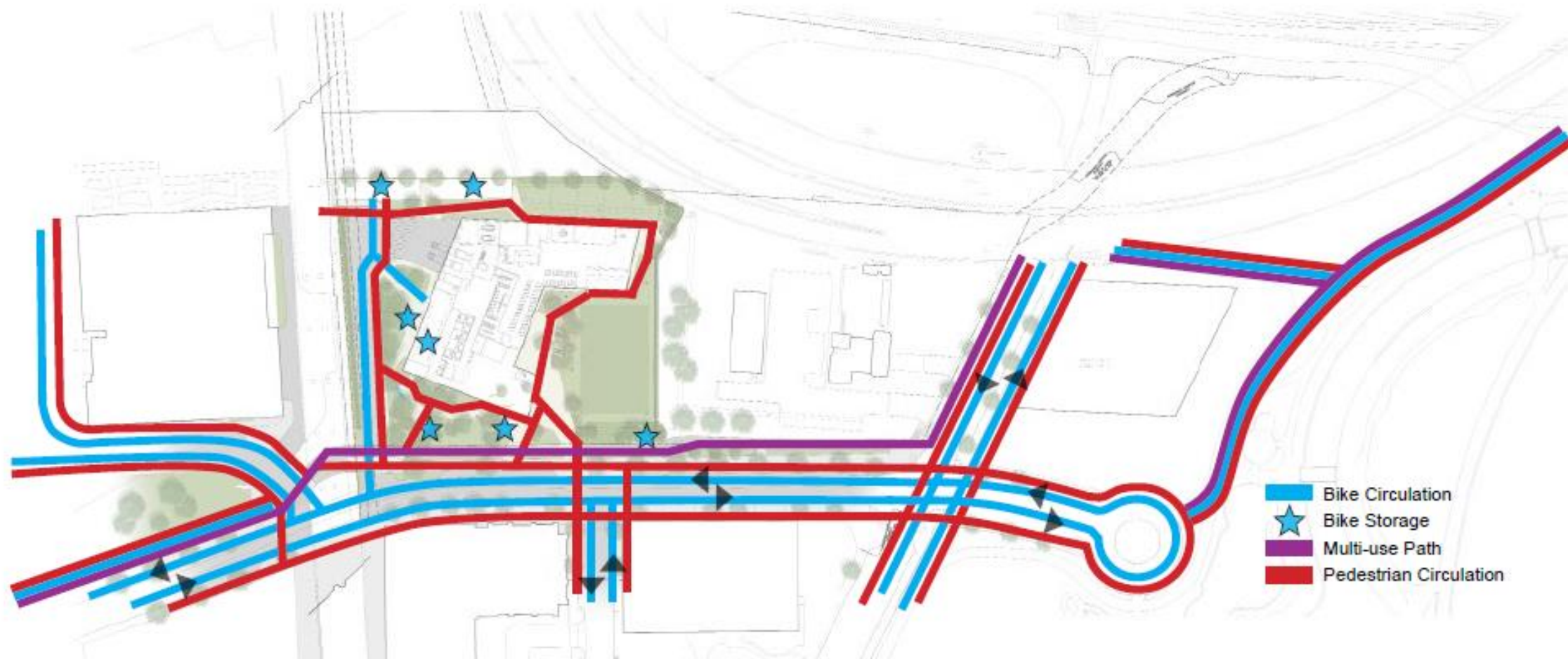
- Hult International Business School
- Renovating in fall 2017; anticipated completion in summer 2018
- 30,000 SF of classroom space

EF III Site: Existing Conditions



EF III PROPOSED LANDSCAPE AND GROUND FLOOR PLAN





Bicycle, Multi-use Path and Pedestrian Circulation



BUILDING CONCEPT • MUSEUM WAY



NORTH POINT BLVD • VIEW LOOKING WEST



NORTH POINT BLVD • VIEW LOOKING EAST



ENTRY / LOBBY • WEST PARK



ENTRY / LOBBY • MULTI-USE FIELD



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

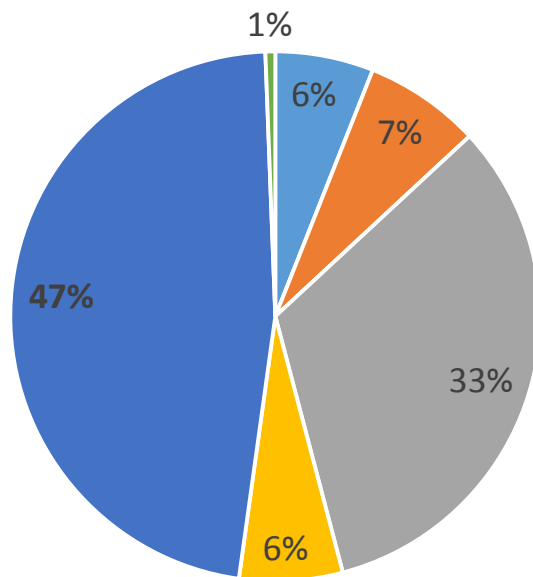


Convenient Pedestrian Access to Transit Services

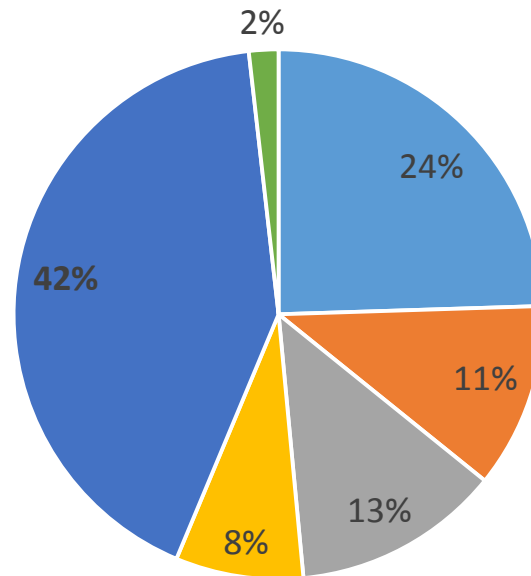


Existing Mode Shares

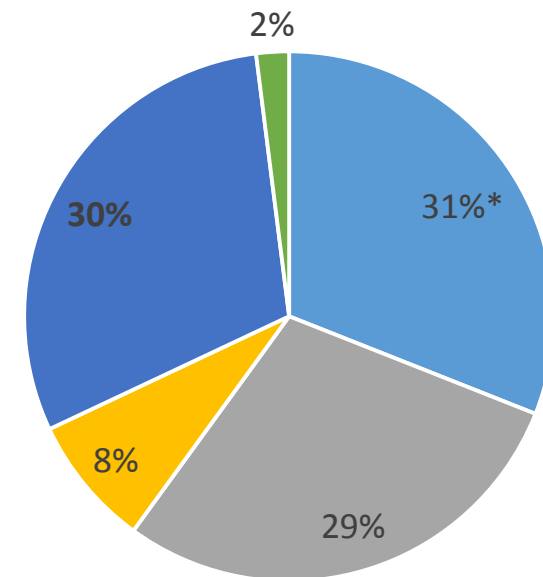
Hult Staff and Students



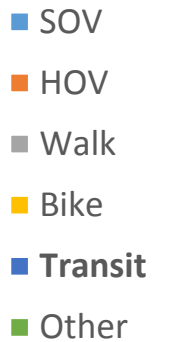
Office Employees



Fitness Center



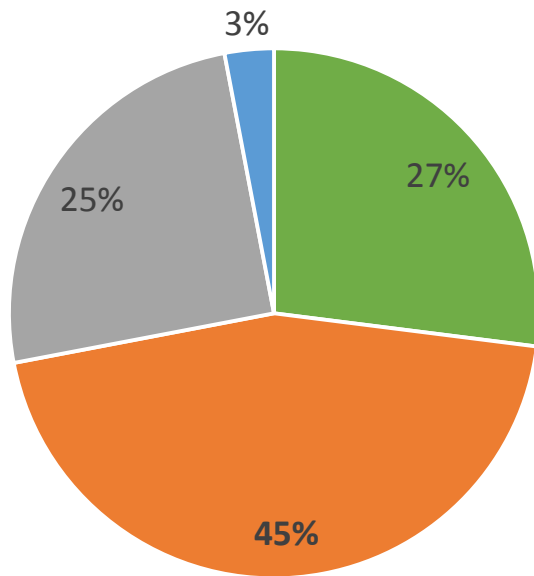
*Includes both SOV and HOV



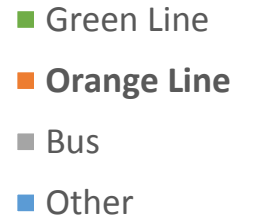
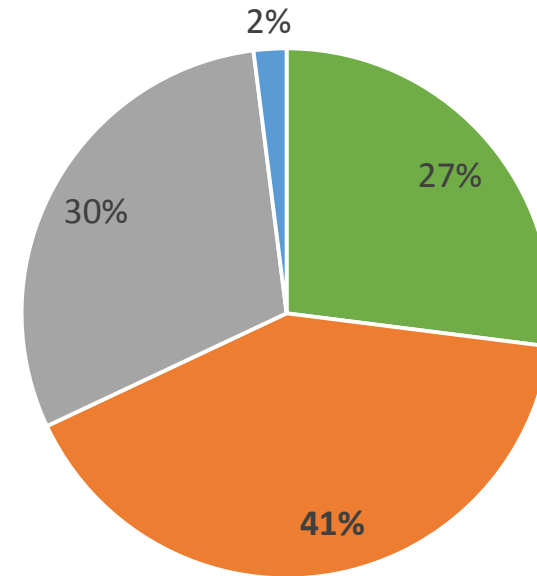
- Mode share developed from PTDM Surveys
 - Majority of trips are transit related

Existing Transit Service Utilization

Hult Faculty and Students

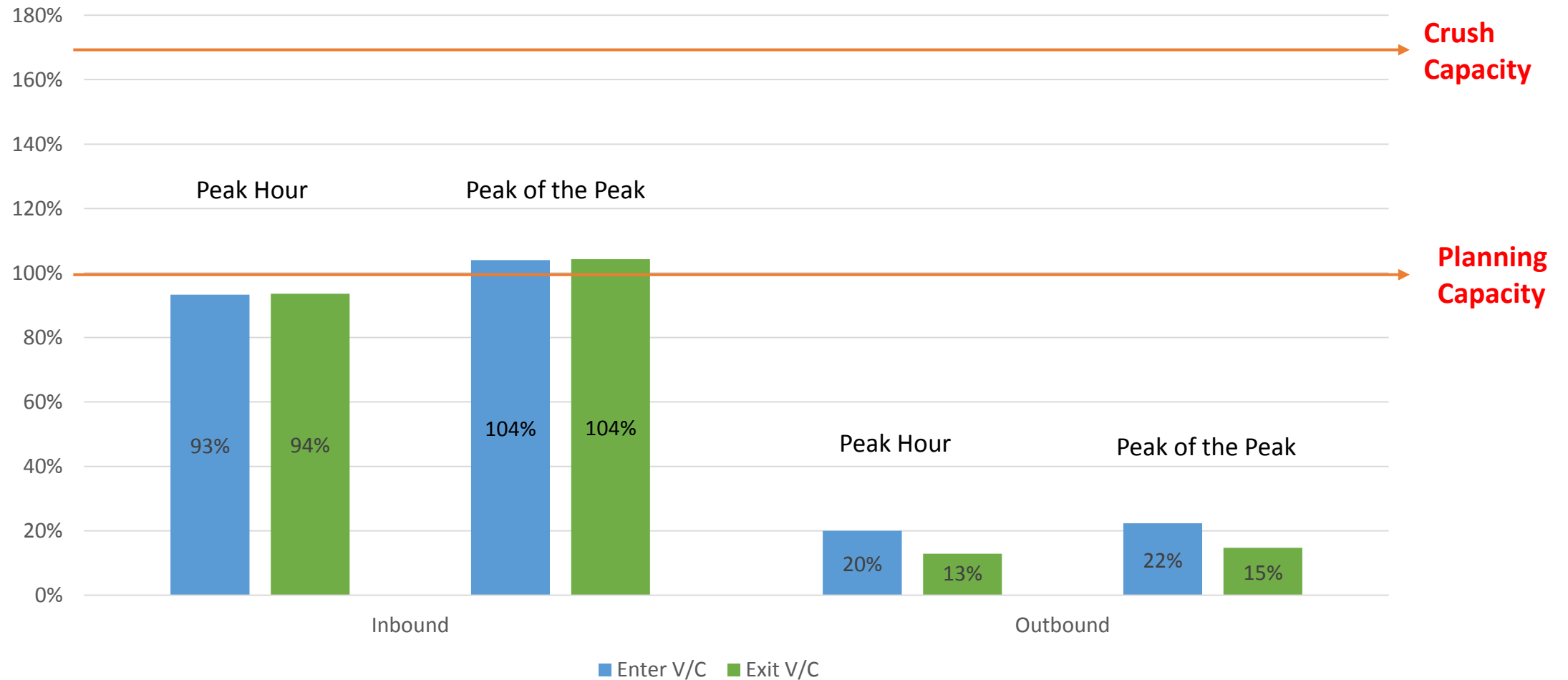


Office and Fitness Center



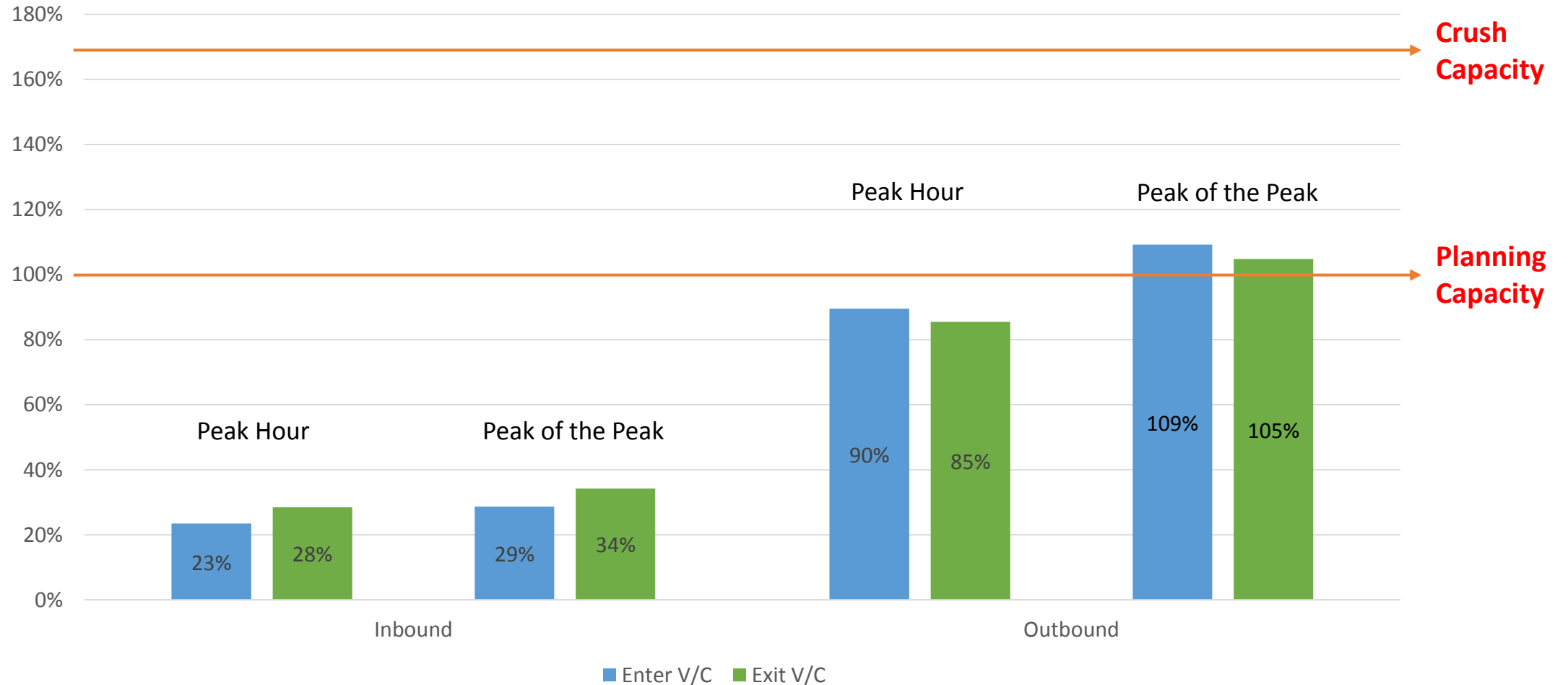
- Transit mode share developed from PTDM Surveys
 - Majority of trips use the Orange Line at Community College

Orange Line at Community College Existing Utilization April 2016 (Morning Peak Hour)



Source: MBTA April 2016 Flow Data

Orange Line at Community College Existing Utilization April 2016 (Evening Peak Hour)



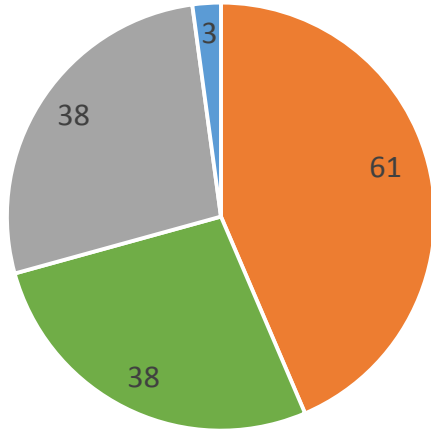
Source: MBTA April 2016 Flow Data

Transit Analysis – Build

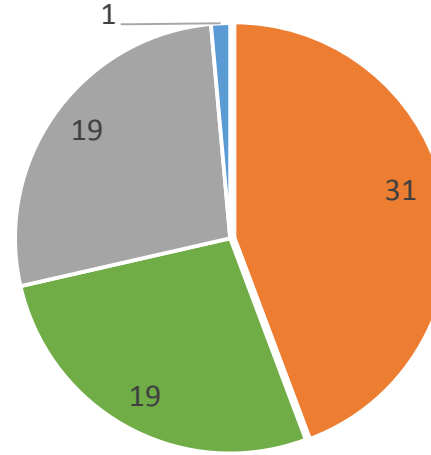
- **Analysis accounted for the following EFIII Project Program:**
 - **1,000 New Hult Students/100 New Hult Staff/Faculty**
 - **23,297 SF of EF Office Space**
 - **11,854 SF Fitness Center**
- **Mode Shares developed based on PTDM survey**
 - **47% of Faculty/Staff/Student Trips use Public Transit**
 - **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

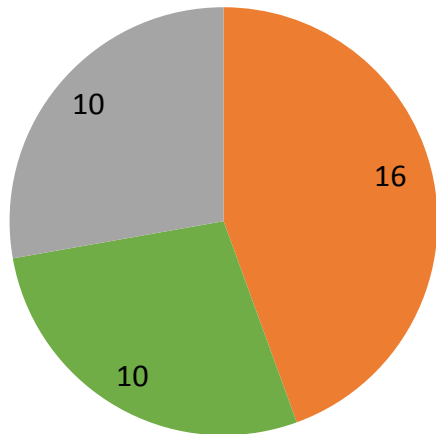
AM Peak Period
To Project



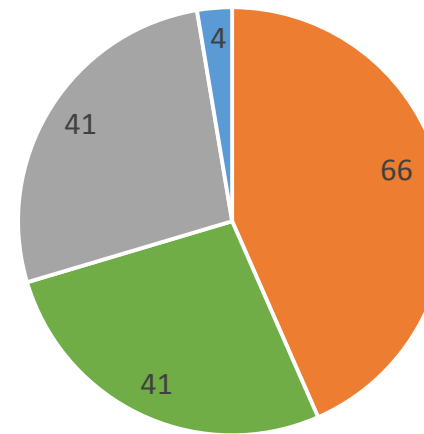
PM Peak Period
To Project



AM Peak Period
From Project

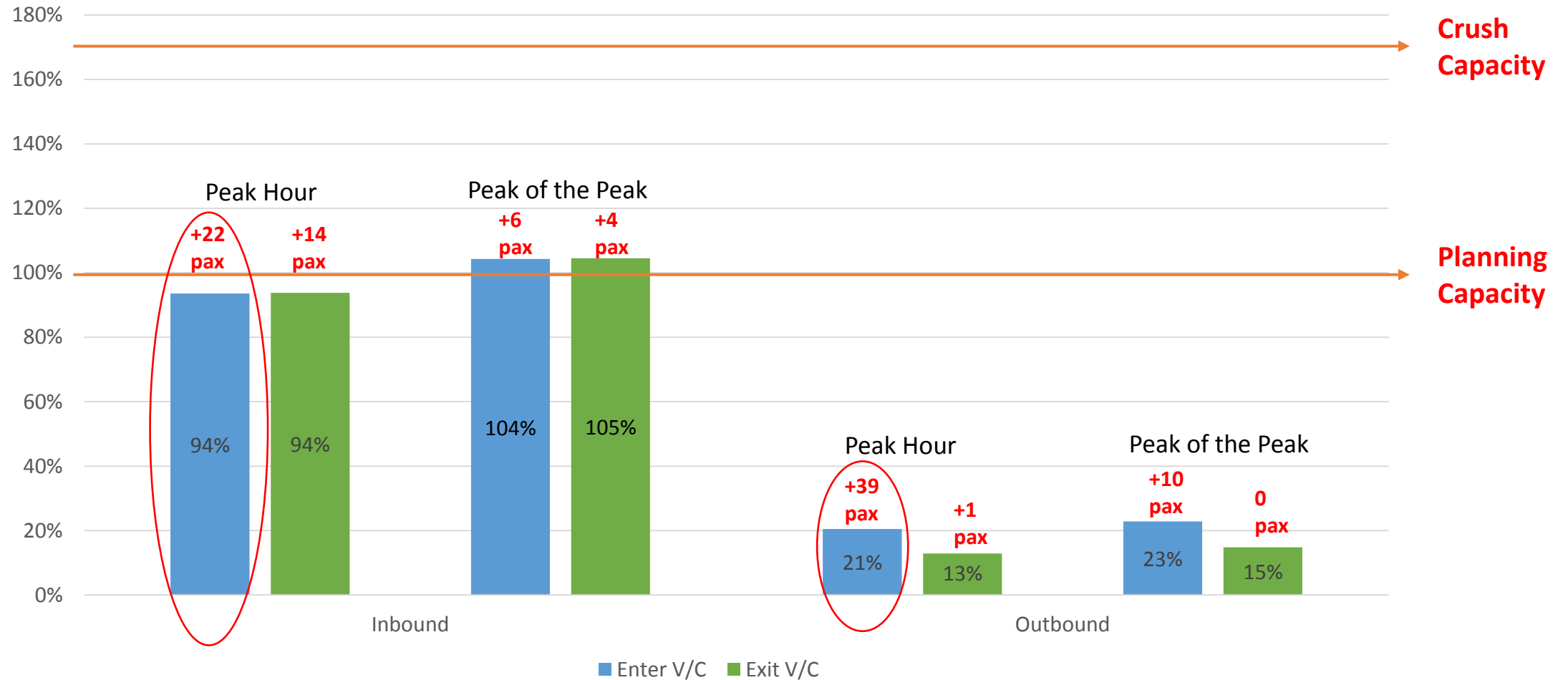


PM Peak Period
From Project

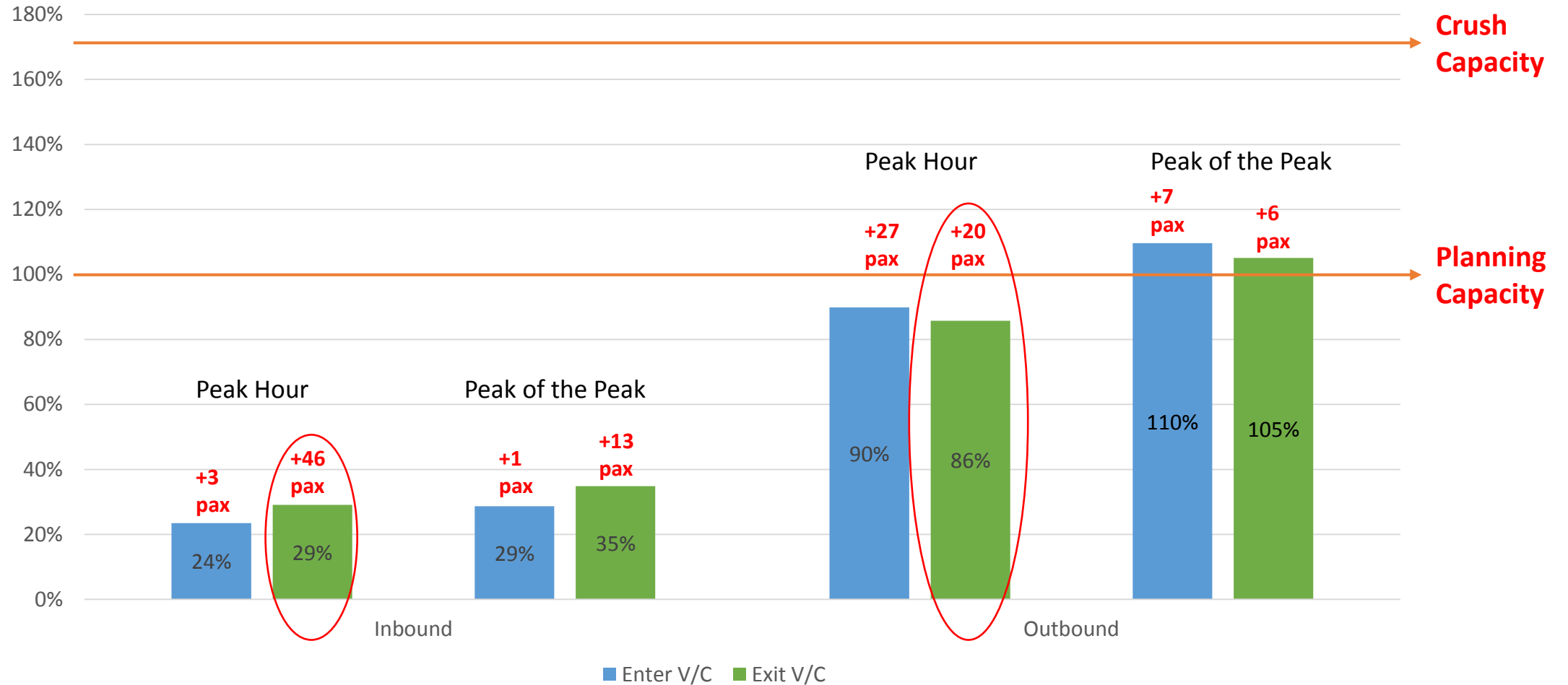


- Orange Line
- Green Line
- Bus Line
- Other

Orange Line at Community College Build Utilization (Morning Peak Hour)



Orange Line at Community College Build Utilization (Evening Peak Hour)



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

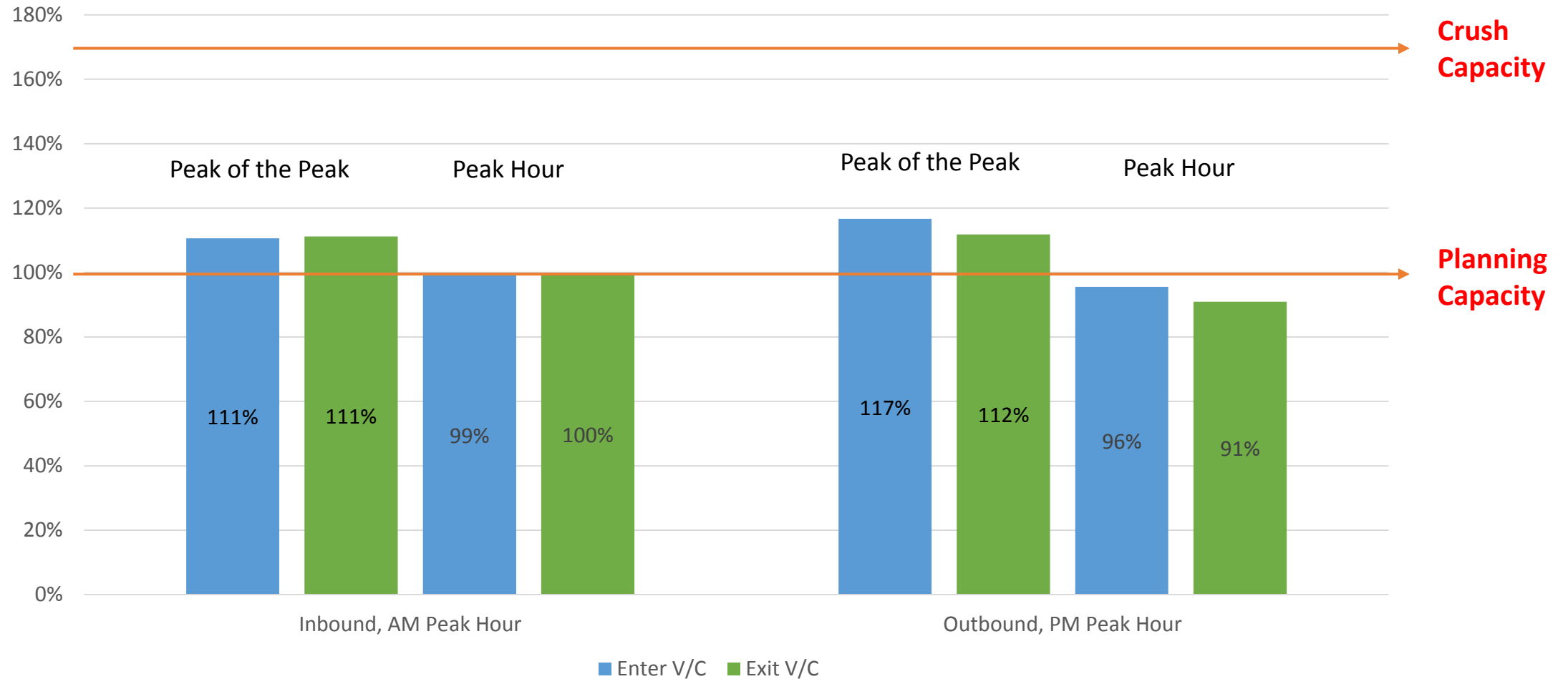


On-Time Performance (OTP)

- 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



Orange Line at Community College Build Utilization – With OTP

