

Case Study: *EZRide Shuttle*

Jim Gascoigne
Charles River TMA
Cambridge, MA



Charles River Transportation Management Association

- 501(c)4 consortium of Cambridge businesses
- Founded 1995
- 25 members: Property Managers & Owners, Employers, Municipality, Institutions
- Transportation Demand Management:

- Ten Greater Boston TMAs
- Most seeded with CMAQ grants in mid '90s
- Over three hundred members collectively
- Nearly 300,000 commuters employed by members



What is EZRide?

- Member supported Shuttle.
- Links Cambridge worksites to 4 transit hubs.
- Consolidates 15 private shuttles into 7 vehicles
- More frequent service to more destinations at reduced cost.
- Private service with access to general public.

617-8EZINFO www.ezride.info

North Station Jackson Downtown Crossing South Station

Cambridge - North Station **EZRide**

Join Our Team
Positions open in all areas

Apply Online
AcceleronPharma.com

 **ACCELERON**
PHARMA

USD 01 / 00569035
ICC MC 277331
OWNED & OPERATED BY:
M&L TRANSIT SYSTEMS INC
WOBURN, MA 01801

617-8EZINFO www.ezride.info

95 **EZRide**



Growth Is Our Differentiating Factor
ACCELERON
PHARMACEUTICALS
Please See Us At All Sites | Apply Online | AcceleronPharma.com

North Station Lynnfield Rowland 101 Cambridge

Manufactured/Operated by
Full Transit Acquisition LLC
Danvers MA
951.007.4676

2001 Indicators

- Commuter Rail usage from northern suburbs to Cambridge 50% less than other origins.
- North Station-Kendall Square trip requires two subway transfers
- Many Cambridge worksites require more than a quarter mile walk from North Station, Lechmere, Kendall.
- Many expensive, often empty corporate shuttles crowd the curb at Kendall Square.

Key Indicators for Success

- Transit service gap: Urban Ring Segment
 - Municipal Role: Regulation creates “market”
 - Municipal Role: Technical Support
 - State & Federal Role: FUNDING
-
- Third Sector Role: TMA is local champion
 - TMA secures post-grant funding agreements at start of project
 - Ripe economic conditions

EZRide Route



All buses are wheelchair accessible.



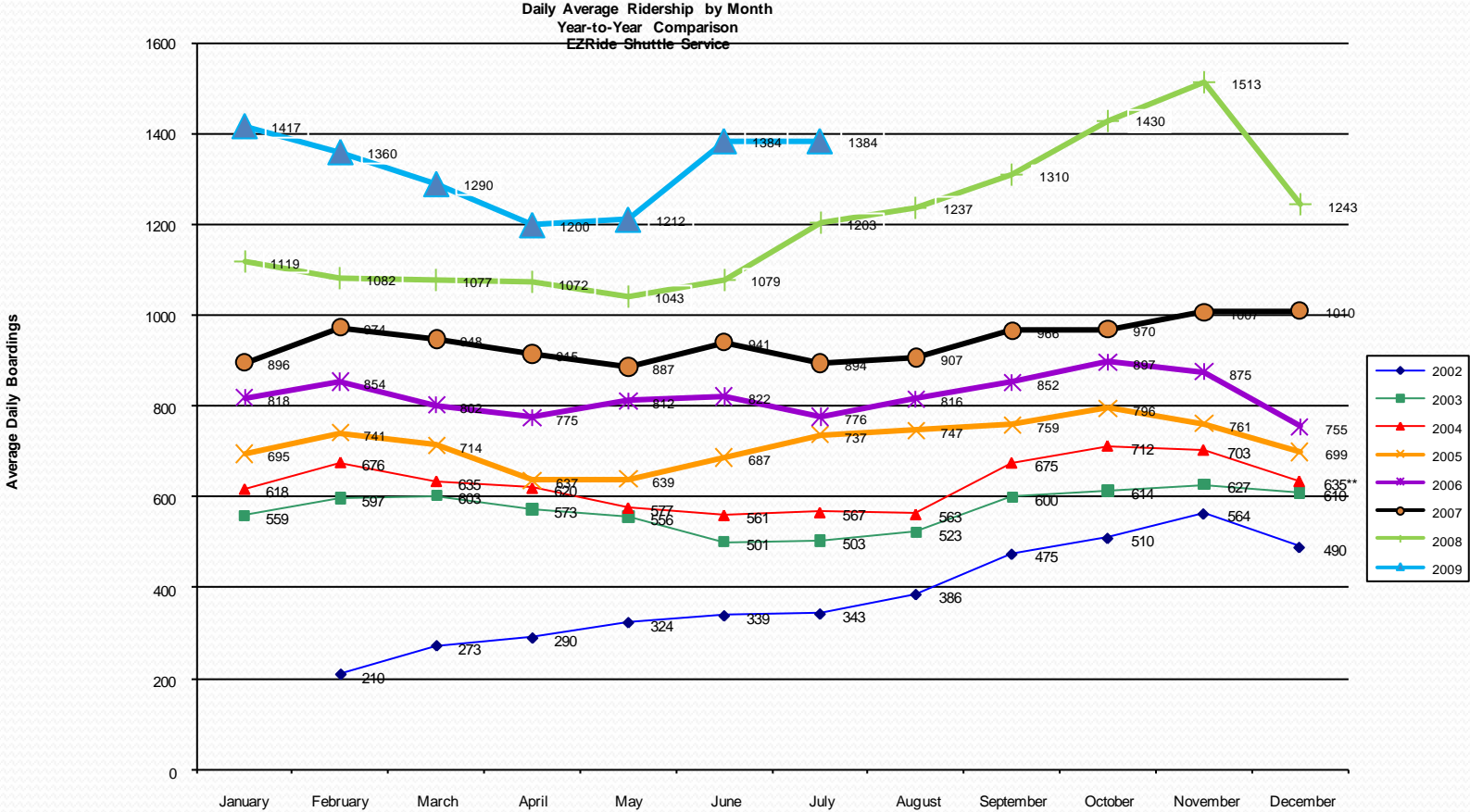
Many Connections

- Rockport, Newburyport, Haverhill, Lowell and Fitchburg **Commuter Rail** Lines at North Station
- **Green Line** at North Station and Lechmere
- **Orange Line** at North Station
- **Red Line** at Kendall Square
- **MBTA Buses** at Lechmere (69, 80, 87, 88), Kendall (CT2, 64, 68, 85), University Park (CT1, 1, 47, 64, 70, 70A, 83, 91) and Cambridgeport (47)

Private Sector Members

- Alexandria Real Estate Equities
- Amgen
- Archstone
- Biogen Idec
- BioMed Realty Trust
- Boston Properties
- CambridgeSide Galleria
- City of Cambridge
- Forest City
- Draper Laboratory
- Massachusetts Institute of Technology
- Microsoft
- Novartis Institutes for BioMedical Research
- One Rogers/One Charles
- Regatta Riverview Residences
- Shire
- Sierra+Tango

Ridership Growth



Successes

- Cost Savings/Avoidance
 - Emissions reductions
- High Passenger patronage
- Fewer shuttles on the road
 - More frequent service
 - More destinations
 - Regulatory compliance
 - Public Access for a fare
- Seven years leveraged from three years of grants funds
 - Additional seven years of funding negotiated in 2009