

Local Motives: Local transportation & equity initiatives

Susanne Rasmussen

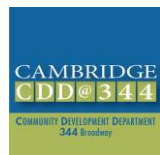
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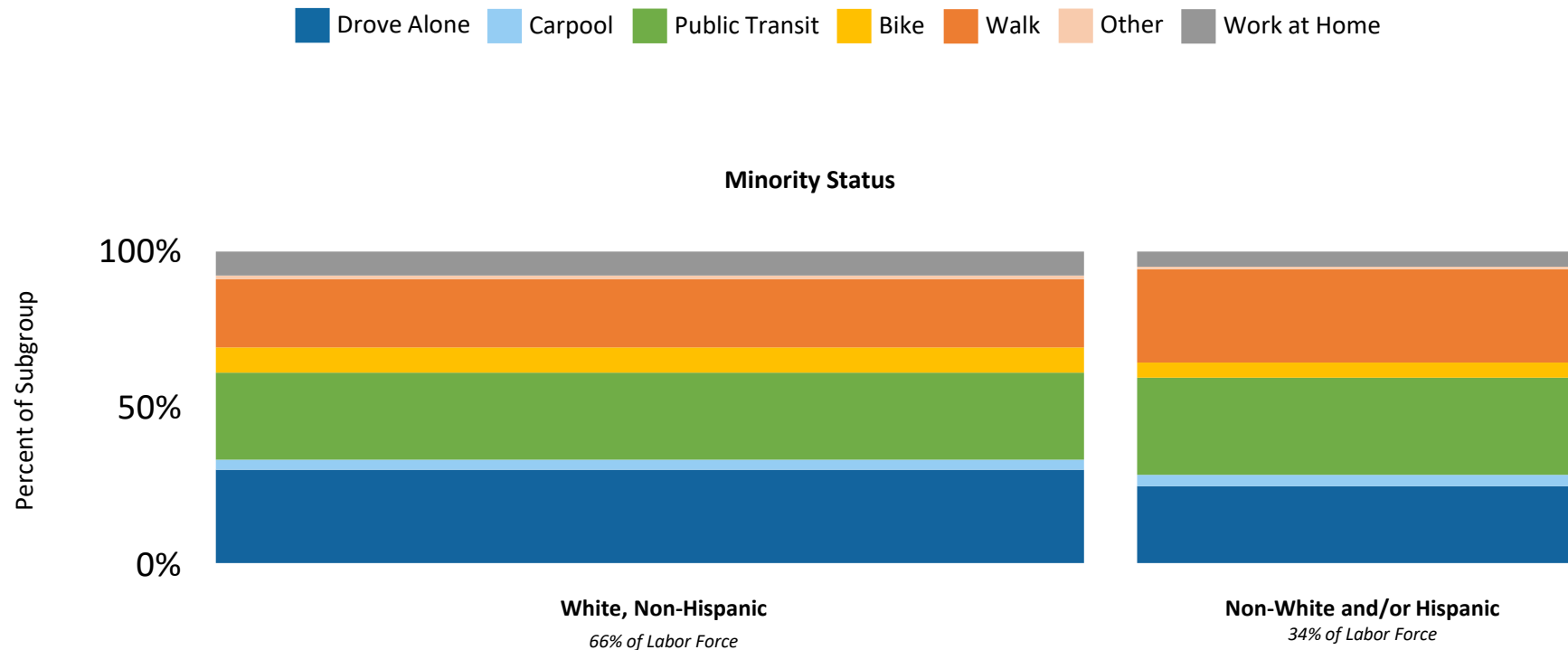
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Creating Connections: Resilience and Equity in Transportation

Climate Adaptation Forum - November 20, 2020



Cambridge Laborforce: Mode Choice



Transportation Equity

- Vertical Equity With Regard to Income and Social Class:
 - This definition is used to support affordable modes, discounts and special services for economically and socially disadvantaged groups, and efforts to ensure that disadvantaged groups do not bear excessive external costs (pollution, accident risk, financial costs, etc.).
- Vertical Equity With Regard to Mobility Need and Ability:
 - This definition is used to support universal design (also called accessible and inclusive design), which means that transport facilities and services accommodate all users, including those with special needs.

Outreach to underrepresented groups



- Building and training diverse cohort of instructors.
- In person, live virtual, video, written curriculum, ESL focus.
- Low cost alternatives for equipment and repair.
- Community Engagement Team hosts focus groups and visits community gathering spaces.
- “Join Your Community” PSAs
- Events such as “Soul on Wheels” for men of color.



Bluebikes: Subsidized Rides

- \$5 per month memberships available to income eligible riders; accessed by close to a thousand people.
- 241 people redeemed free Essential Worker memberships, including grocery store, pharmacy workers and restaurant workers.
- Hospital Workers program had approximately 1,200 people participate. Of those, 413 are now annual members. Some hospitals signed on as corporate members, which means their employees now get discounted or free membership.
- Free Bike to Vote campaign (sponsored by BCBS) had 245 participants, taking almost 5,300 trips. Of the national bike share community, our region had the 2nd highest share of total rides during that timeframe.

Photo credit: Bluebikes, Adoghe



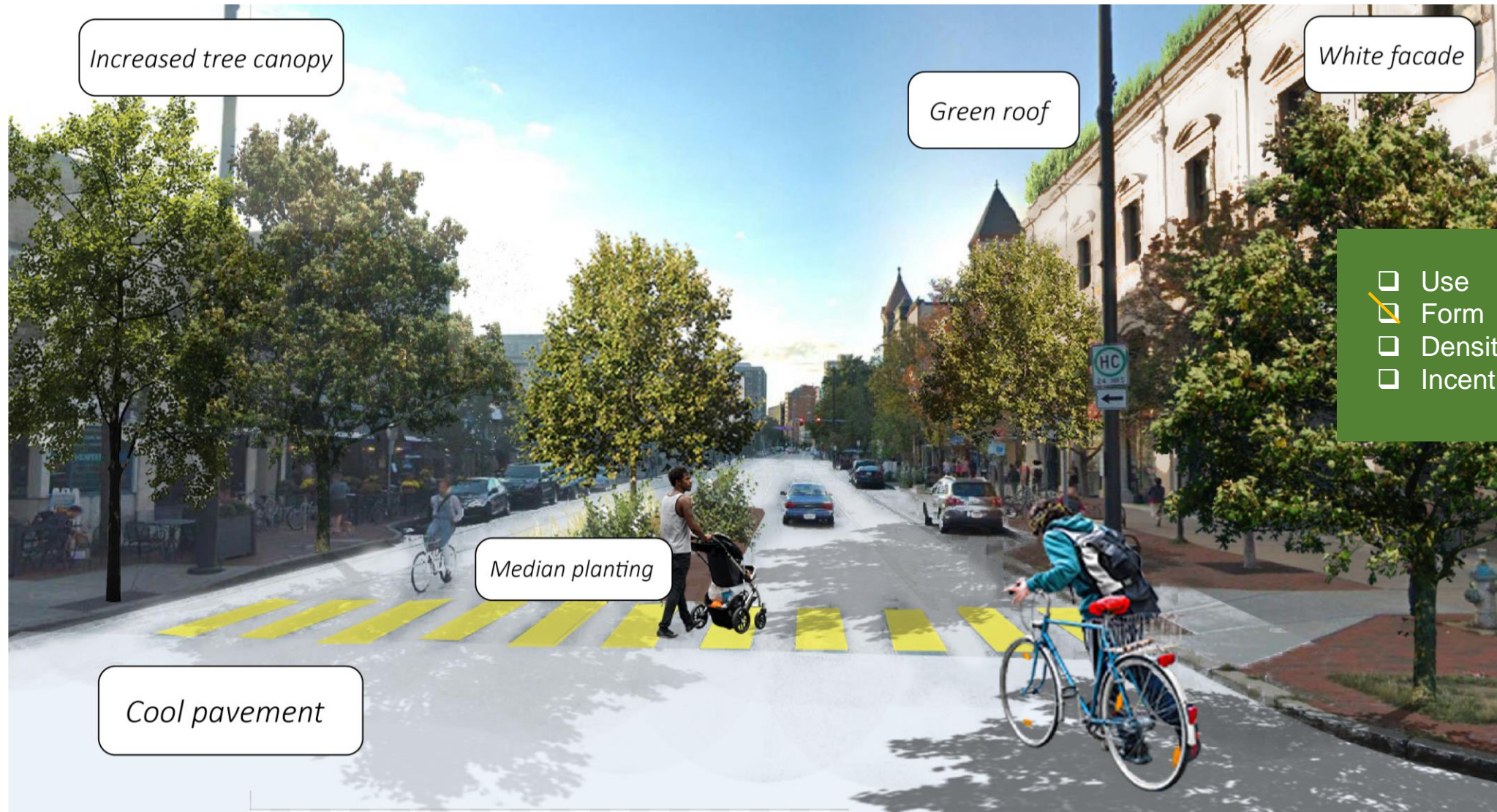
Bike Facilities for All Ages and Abilities

- New ordinance requires 22+ miles of separated bicycle lanes to be completed by May 2026.
- The separated network will consist of roadway reconstruction projects and Quick-Build projects.
- The Cambridge Bicycle Plan lays out a 100+ mile Bicycle Network Vision of high comfort facilities.





Objective: reduce heat island effects, improvement stormwater management
Require minimum setbacks from street front for tree planting



Objective: Reduce heat island effects
Incentivize white building facades



Equitable and Resilient Infrastructure



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Thank You