

## ***The Boston Region MPO's Clean Air and Mobility Program***

\*2011 Application for Transportation Demand Management (TDM) or Transportation Systems Management (TSM) Projects / Programs\*

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*In order to properly evaluate all requests for funding under the Clean Air and Mobility Program for Transportation Demand Management (TDM) and Transportation Systems Management (TSM) projects or programs, the MPO's Transportation Planning and Programming Committee is requiring that all applicants respond to each of the following questions in the most thorough manner practicable. The responses will assist the Committee in measuring the usage, potential for improving mobility, and cost-effectiveness of the proposal. The process may also assist each applicant in developing the proposal.*

**1. \*Project or Program Sponsor and Title\* Provide the name of the entity proposing the project or program and the title of the activity.**

Town of Brookline Boston Region Bicycle Sharing Program TDM project

**2. \*Contact Information\* Include the name, title, address, telephone number, and e-mail address of the individual who will be responsible for directing the project or program on a daily basis.**

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**3. \*Project Narrative\* Provide a brief written description of the proposed project or program. Discuss the need for this activity and identify its objectives. Describe the project area and provide a map. Identify the expected products.**

The Town plans to use the CLAMP funding, along with FTA funding and the local match, to procure and operate two bicycle sharing stations in the Town of Brookline as part of the regional bicycle sharing system. These two stations would be located in Brookline Village and Coolidge Corner. The goal of providing these two additional stations in Brookline would be to tie the Town into the larger regional

system and complete a missing portion of the system between West Roxbury/Jamaica Plain and Allston/Brighton (see map). In addition, we expect a significant local interest in the Brookline Village/Coolidge Corner link, resulting in a large number of potential trips between these activity nodes that might otherwise be made by automobile. Brookline has a Bicycle Sharing Committee that will begin meeting this winter to discuss the bicycle sharing program and develop local goals and policies for the program.

**4. \*Project or Program Schedule\* Provide a schedule for planning, implementation, and reporting.**

The Town of Brookline will time this project to launch simultaneously with the City of Boston's larger bicycle sharing program.

At this point, Boston is expecting a launch in mid-2011. The initial funding would allow for three years of operation, during which time we would track ridership and revenues to develop a strategy for ongoing viability of the project.

**5. \*Project or Program Budget\* Provide a budget by activity or task that includes, for example, construction estimates, equipment purchases, and consultant services. If the project has been initiated through the Highway Division, provide a current estimate of the total federal participating cost of the project or program.**

The estimated costs per station are as follows:

Station and Bikes (capital purchase)	\$43,650
Launch fee	\$14,869
Operations cost over 3 years	\$38,517
TOTAL PER STATION COST FOR 3 YEARS	\$97,036
Federal Transit Administration grant	(\$29,538)
NET COST PER STATION	\$67,498
@ 2 stations in Brookline	\$134,996
CLAMP request (71.5% of Net)	\$96,308

Local Match

\$38,688

**6. \*Documentation of Local Match\*** Capital projects will be required to have a 20- percent local match each year for up to three years of funding. Operating programs will be required to have a 20-, 30-, or 40-percent match for years one through three, respectively. An application for funding for years two and three will require cost-benefit reports. If the local government will be providing the match, provide an outline detailing the matching funds and their sources.

The Town of Brookline has solicited private donations for the local match from large local employers who expect their employees and customers to take advantage of the bicycle sharing system. At this point we have identified donors who will fund the local match for a three year period. We will also consider the option of using expected revenue from the use of the facility or other sources to supplement private donations if necessary.

**7. \*Existing Service Information\*** For any alternative modes currently utilized in the area, describe the current level of utilization. List and describe any existing facilities in the area that support alternative modes, such as park-and-ride lots or bicycle facilities.

The Town of Brookline has embarked on a proactive program of adding bicycle accommodations to Town roads in the past 5 years. Facilities added in this time include:

- Bicycle lanes on Beacon Street from the Boston City Line to the Newton City Line
- Bicycle lanes on Harvard Street
- Bicycle accommodations on Washington Street and Longwood Avenue
- A Town-wide Bicycle Master Plan
- New bicycle racks Town-wide

All four Green Line branches travel through or just outside the Town boundaries, allowing for a multi-modal, non-automotive transportation system when utilized along with bicycle travel. In addition, the Town has been actively working with Zipcar to formalize its car-sharing system in the Town, including incorporating car-sharing into the Town's zoning.

**8. \*Operating Environment\*** Describe the policy environment in the area for alternative modes. Are there policies, programs, or ordinances, in place to support alternative modes? These may include policies for planning, land use, growth management, or environmental protection, in addition to transportation.

The Town's Planning & Community Development Department and Transportation Division have been working with MAPC and other communities in the region on the overall regional framework for the

bicycle sharing program. The Town's Board of Selectmen supports the idea of bicycle sharing as a way of reducing automobile travel and emissions in the Town. At the same time, there are concerns that adequate input be sought from residents about the role bicycle sharing will play in the overall transportation system of the Town.

In 2009, Town Meeting, with the support of the Board of Selectmen, passed a resolution calling on the Town to create a formal Bicycle Sharing Committee. That Committee has recently been formed and will begin to meet shortly to discuss the overall strategy for bicycle sharing in the Town. Issues to be discussed include how many stations might be appropriate in the Town; how to fund these stations on an ongoing basis; siting policies; and other factors related to bicycle sharing. The Transportation Board will also be consulted during the development of a formal system.

**9. \*Monitoring and Reporting Plan\* Describe how you plan to collect and maintain data on the utilization and effectiveness of the project or program.**

Alta, the selected vendor for the regional bicycle sharing program, will be responsible for collecting data on utilization to help us assess the TDM benefits of the Brookline portion of the system.

**10. \*Impact on Air Quality\* Provide the following estimates, where applicable. These will be used by MPO staff to estimate the air quality benefits of your proposal.**

**\* Reduction of vehicle trips**

Per Alta's proposal, a 61 station system will produce 330,000 trips. Hence, the per-station number of trips is 5410 per year. A recent Montreal survey just revealed that 23% of the bike trips replace car trips. Therefore the number of vehicle trips reduced by this proposed would be  $5410 \times 0.23 \times 2 = 2,489$  per year.

**\* Reduction of vehicle-miles traveled**

The average trip distance seen in comparable bike share systems is 2 miles. The 5410 trips will therefore produce 10,820 miles. A recent Montreal survey just revealed that 23% of the bike trips replace car trips. Hence, reduced VMT is  $10,820 \times 0.23 \times 2 = 4,977$  per year.

**\* Days of operation per year for the project**

.The system will be opened nine months of the year, or about 274 days per year.