BENTLEY UNIVERSITY NEW TRANSPORTATION OPTIONS

Presentation by the Transportation Working Group
TRANSPORTATION CHALLENGES

- Current Harvard Shuttle has mission and reliability issues
- Current Harvard Shuttle/Cambridge noise issue
- Uber and Lyft are filling the gap in reliability of the shuttle
- Most graduate students are now living off-campus
- Faculty, staff and students would like better access to alternative methods of commuting to/from campus
STRATEGY

- Benchmark
- Issue a competitive bid for a Transportation Demand Management Study
- Convene a diverse working group of Bentley constituents
- Engage *Transportation Working Group* in every step of the study process
- Get all recommendations by end of FY2019
TRANSPORTATION WORKING GROUP

- Diverse set of stakeholders including:
  - Office of Undergraduate Admission
  - Finance and Accounting
  - Conference Center
  - Student Affairs
  - Faculty (Business & Arts & Sciences)
  - Campus Events
  - Human Resources
  - Facilities Management
  - The Office of Sustainability
  - Purchasing and Administrative Services
  - Student Government Association
  - Graduate Student Association
GOALS OF STUDY

1. Conduct a holistic assessment of transportation options to/from Bentley’s campus.

2. Identify gaps in current transportation programs.

3. Propose new shuttle routes and service levels necessary to meet student, faculty and staff needs.

4. Recommend ways to increase low and no-carbon commutes to/from Bentley’s campus.
STUDY PROCESS

Kick-off/visioning session with Transportation Working Group

Data collection and analysis

Shuttle recommendations

Final Report and Recommendations
DATA SOURCES

• 5 years of shuttle ridership data (on/off by stop and time)
• 5 years of Commuting Survey Data
• Data from additional transportation survey administered Fall 2018 (400 respondents)
• Data from SGA shuttle survey Spring 2018 (1,034 undergraduate respondents)
• Two open listening sessions Fall 2018
• Conversation with key stakeholders
- Reliability
- More frequency
- More flexibility
- Serving the greatest number of Bentley constituents
EXISTING SERVICE

CAMPUS LOOP BUS (INTRA-CAMPUS SHUTTLE)

- Connects North/South/Main Campuses
- Every 20 – 40 minutes
- 7am – 12:40am, M-F
EXISTING SERVICE

HARVARD SHUTTLE

- Connects campus to Harvard Square
- Every 30 minutes - 2 hrs
- 6:30am – 12:00am M-F
- 12:00pm – 1:30am Sat
- 12:30pm – 10:40pm Sun
LOOP BUS
(INTRA-CAMPUS SHUTTLE)

LIKES
- Generally good on-time performance
- Connects North Campus with central campus
- Offers safe alternative to walking in inclement weather and during late hours/darkness

DISLIKES
- Not frequent enough service
- Stop conditions at the South Campus stop are along a busy road with limited shelter
- Real-time information via the shuttle tracker is rarely active or correct
- Stops on main campus are close together
- Loop alignment is not the same north to south as south to north
NEW ROUTE

CAMPUS LOOP

B-LINE
THE B LINE

BENEFITS

- Creates consistent, out and back service between north and south Campus
- Reduces stops on main campus (faster trip)
- Relocation of stops increases safety (South Campus and LaCava)
- Runs every 15 minutes from 7 am – 12 am Monday – Friday.

DRAWBACKS

- LaCava stop is no longer in service (closest stop is Falcons which is 800 feet away)
EXISTING HARVARD SERVICE

LIKES

- Provides access to social + leisure activities
- Connects to larger, regional transit network
- Runs on all days of the week
- Runs until about midnight on all days of service
- Service is free

DISLIKES

- Terrible on-time performance
- Bus often over-crowded and passengers must stand
- Bus stop at Harvard Square is not well marked.
- Tracker is often broken or inaccurate
- Route takes too long to complete
- No regular North Campus service
EXISTING HARVARD ROUTE
NEW ROUTE

“THE WAVERLY EXPRESS”

Leaves campus 53 times per day compared to existing 14. 200% increase in service

Commuter Rail
3 stops to North Station
Faculty, staff and graduate students can live anywhere along the 73 route and have more frequent shuttle service between Waverly Square and Bentley.
MBTA 73 BUS

Star Market
Osco Pharmacy
Starbucks
Dunkin Donuts
Banks
Beauty Salons/Barber Shops

Cushing Square: restaurants, yoga, pilates, clothing stores, salons, hardware store, coffee shops, ice cream shop

Movie Theatre
Yoga
Pizza shops
Thai Restaurant

CVS Pharmacy
Salons
Pizza

Donut shop, restaurants, bar, bakery

Harvard Square
Subway Station
THE WAVERLY EXPRESS/MBTA 73

BENEFITS

- Increased frequency
- More reliable
- Significant travel time savings (10 minutes faster on average)
- Drops off/picks up at Harvard Station
- North Campus and south campus served on every trip
- MBTA tracker is integrated into Google Maps.
- Opens up access to amenities in Waverley Square and throughout Belmont
NO ADDITIONAL COST IF GETTING ON THE RED LINE!!
MBTA 73 BUS

Going to Harvard Square only? $3.40 roundtrip
Going downtown? No increase in cost.

<table>
<thead>
<tr>
<th>Fare</th>
<th>Local Bus</th>
<th>Bus + Bus</th>
<th>Subway</th>
<th>Bus + Subway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charlie Card</td>
<td>$1.70</td>
<td>$1.70</td>
<td>$2.40</td>
<td>$2.40</td>
</tr>
<tr>
<td>Charlie Ticket</td>
<td>$2.00</td>
<td>$2.00</td>
<td>$2.90</td>
<td>$2.90</td>
</tr>
<tr>
<td>Cash-on-board</td>
<td>$2.00</td>
<td>$2.00</td>
<td>$2.90</td>
<td>$2.90</td>
</tr>
</tbody>
</table>
COMPARISON IN SERVICE

BEFORE
- Unreliable bus
- Not enough space
- Frequent no shows
- Frequent breakdowns
- Average trip takes 35-45 minutes
- Wait outside both ways
- Unreliable tracking system

AFTER
- Frequent service so you don’t have to plan your trip (every 20 minutes ideally)
- Easy transfer at Waverly – (4-7 minutes)
- Saves on average 10 minutes each way
- Increased frequency for North Campus Residents
- Better connection to amenities in Waverly and Belmont
MASS TRANSPORTATION OPTIONS

- **Expression Bus to Financial District**: $4.00
- **Bentley’s Waverly Express to Waverly Square**: Free
- **Commuter Rail**: East to Porter Square and North Station
- **Commuter Rail**: West to Weston, Lincoln, Concord, South Acton, Littleton
- **MBTA 554 Express Bus to Financial District**: $4.00
- **MBTA 73 Bus to Harvard Square/Red Line Connection**: $1.70 or $2.40
With every new program there will be unforeseen things that need to be worked out. We ask for your patience through Fall semester when we will be tweaking the program to make sure it is serving the community as best as possible.
QUESTIONS