

Andrea S. Jackson
Chairperson

CAMBRIDGE LICENSE COMMISSION

Chief Gerald R. Reardon
Fire Department
Commission Member

831 Massachusetts Avenue, First Floor, Cambridge, Massachusetts 02139



City of Cambridge

Commissioner Robert C. Haas
Police Department
Commission Member

Elizabeth Y. Lint
Executive Director

TO: Richard C. Rossi, City Manager
FROM: Elizabeth Y. Lint, Executive Director
DATE: November 4, 2014
RE: Jitney License Application
Groupzoom, Inc., d/b/a Bridj

Please be advised that the License Commission voted 2-0 to recommend approval to you for City Council regarding the Jitney License application submitted by Bridj.

A Memorandum of Understanding was submitted by Bridj and the Traffic, Parking, and Transportation Department.

The relevant documentation is attached.

Please advise if you require further information.

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Elizabeth Y. Lint
Executive Director

November 4, 2014

Matthew George
Bridj
101 Main Street, 14th Floor
Cambridge, MA 02142

Re: Application for a new Jitney License
Groupzoom, Inc. d/b/a Bridj

Dear Mr. George:

On October 30, 2014 the Board of License Commissioners voted 2-0 to recommend approval of the pilot program to the City Manager for the City Council. The operation is to be consistent with the Memorandum of Understanding agreed upon by Traffic, Parking and Transportation Department and Bridj. This is to be reviewed by the License Commission in 6 months.

Your application will be heard by the City Council on November 10, 2014. Please attend this meeting if you would like to address the City Council.

Sincerely,

A handwritten signature in cursive script, appearing to read "Elizabeth Y. Lint".

Elizabeth Y. Lint
Executive Director

Cc: Chief Gerald Reardon; Commissioner Robert Haas; Andrea S. Jackson, Chairperson

Telephone (617) 349-6140

Facsimile (617) 349-6148

TTY/TTD (617) 349-6112

www.cambridgema.gov/license

**Memorandum of Understanding (MOU)
for Pilot Program To Test Bridj Service In the City of Cambridge**

28 OCT 2014

Summary of Service:

Bridj is a direct, flexible mass transit system that supplements existing public transit in the Greater Boston Area. Bridj has applied for a jitney license from the City of Cambridge, and needs the support of the City of Cambridge to grow its innovative service throughout Cambridge's neighborhoods and beyond.

Bridj's mission is to increase mobility for every urban resident by providing:

1. **Accessibility:** Connecting neighborhoods to jobs that would otherwise be out of reach due to a prohibitively long commute;
2. **Convenience:** Providing Bostonians and Cantabrigians with a convenient, environmentally sustainable, and affordable alternative to driving in the city; and
3. **Flexible Capacity:** Alleviating the peak demand stress on public transit infrastructure.

Bridj Service Goals:

1. Bridj will improve connectivity in and around the City of Cambridge;
2. Bridj will have no net negative impact to existing bus service at MBTA stops, bike lanes and overall congestion in Cambridge; and
3. Bridj may reduce congestion in Cambridge by taking cars off the road.

The Cambridge Traffic, Parking and Transportation Department (TP&T) has two primary areas of responsibility when reviewing jitney license applications 1.) The appropriateness of the route(s) and 2.)

The appropriateness of the stop locations on the public rights of way.

TP&T wants routes to be on streets that are most appropriate for the vehicles and to protect heavily residential streets from unnecessary trips or noise. Stop locations need to be where the vehicle can safely pull to the curb without blocking travel lanes, bike lanes or delaying MBTA bus operations.

Purpose of MOU:

The purpose of this MOU is to identify the areas of concern for TP&T of Bridj's application and the way in which those concerns will be handled during the 6 month pilot period of Bridj operations within the City of Cambridge. Bridj is seeking the most flexible and convenient service for their riders. TP&T is seeking to identify those areas of concern where special attention will be paid to ensure that the Bridj service does not adversely impact MBTA service at bus stops or interfere with the department's management of its streets and curb regulations. Due to the flexibility of routes and stops that Bridj is seeking, this MOU is related to use of all city streets and all MBTA bus stops.

Proposal:

Bridj proposes to operate for six (6) months within the City of Cambridge as a pilot program to allow time for Bridj and TP&T to evaluate the impacts of the system on the transportation infrastructure within the City.

Routing Conditions:

- a. Bridj will not operate vehicles of a weight and/or size qualifying it as a 'truck' over truck-restricted routes in the City of Cambridge.
- b. Bridj will operate on DCR regulated parkways in accordance with an operating permit granted by DCR.
- c. Bridj will not use Pearl or Magazine streets unless they have a stop on those streets. Through trips will use Waverly/Albany, Sidney, Brookline, or River instead.

Stops Conditions:

Cambridge TP&T supports Bridj use of the MBTA bus stops within the City as the safest most appropriate locations to stop for passengers to board or alit from their vehicles. The following conditions apply to the most congested and challenging stops.

- a. Bridj will not stop at Cambridge Street toward Inman Square in front of Cambridge Rindge and Latin School, as this location is highly congested due to school bus operations.
- b. Bridj will use the Galleria Mall shuttle stop on Main Street in Kendall Square instead of the MBTA stop on Main Street in Kendall Square.
- c. Other streets or stop locations utilized by Bridj during the Pilot Program will also be reasonably evaluated and addressed as needed.
- d. Use of the following MBTA Bus Stops will be evaluated using the evaluation program outlined below. These 4 stops are heavily used by MBTA buses and the MBTA bus service reliability or the management of the curb uses to avoid double parking or blocking bicycle lanes may be adversely impacted.
 - i. Mass Avenue in Harvard Square opposite Holyoke Street
 - ii. Mass Avenue at 77 Mass Avenue - MIT
 - iii. Central Square stops between Western/River/Pearl Streets and Prospect Street (both sides of the street)
 - iv. Mass Avenue at Upland Road (Porter Square, both sides of street)

Evaluation Program Outline:

1. Duration
6 months.
2. Implementation and Evaluation
 - a. Evaluation will fall under the Traffic, Parking and Transportation Department (TP&T), Community Development Department with input from MBTA.
 - b. The evaluation will be shared with the License Commission.
3. Participants
 - a. GroupZoom, Inc. (dba Bridj).
 - b. Traffic, Parking and Transportation Department (TP&T)
 - c. Community Development Department (CDD)
 - d. MBTA

4. Means of Public Notice about Pilot Program

- a. City of Cambridge website
- b. Notice to MBTA drivers
- c. Notice to Cambridge Bicycle Committee

5. Safety and Visual Evaluation

- a. If they reserve a seat ahead of time, TP&T and CDD staff and members of the License Commission may ride Bridj service at any time to evaluate performance.

6. Evaluation Criteria

- a. Data should be collected by the City, Bridj, MBTA or an independent party and made available to be analyzed by the City jointly with Bridj. Criteria may include the following (tolerance threshold to be determined):

- i. Noise and safety issues on Pearl and Magazine streets:

- 1. Any crashes involving Bridj vehicles along the roadways in question.
- 2. Qualitative assessment of residential concerns regarding Bridj vehicles utilizing these roadways.
- 3. Complaints from residents

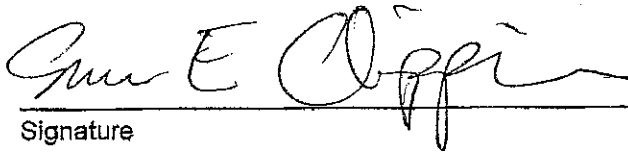
- ii. Impact on MBTA bus stop congestion. Metrics may include:

- 1. Travel time for busses between MBTA bus stops prior to and after stops in question as measured by MBTA Automatic Passenger Count (APC) data (controlling for seasonal variations as needed). The analysis is to evaluate if MBTA bus travel times from one stop to another increase and to what extent may it be due to Bridj, such as a MBTA bus being delayed pulling into a stop because of a Bridj vehicle. "Before" data of MBTA travel times will use the City's Transit Service Analysis study conducted by IBI Group, July 2013 which used spring 2014 APC data for Route 1 and fall 2013 APC data for routes 69, 73, 77 ("Before" data may need to be adjusted to take into account the seasonal effects on traffic).
- 2. The number of 'blocked bus stop' signals initiated by MBTA operators at the stops in question correlated with Bridj service hours.
- 3. Bridj service is growing and is provided based on demand and the supply of vehicles it can employ. In light of this, Bridj may not run service to all of the locations in question during the pilot period. Bridj will notify the City monthly the number of stops at each location that will need to be evaluated. Specific evaluation locations will need to align with current Bridj service. Further discussion may be needed to determine a process to evaluate those locations not used during the pilot.

- iii. Impact in and around MBTA stops:

1. Increase in driver, pedestrian and cyclist crashes adjacent to stops in question.
 2. Any reported incidents involving Bridj vehicles in the vicinity of stops in question.
 3. Comments and complaints from people impacted by Bridj use of the stop.
- iv. Bridj impact on congestion:
1. Mode shift of Bridj users in Cambridge. Survey information will be collected by Bridj and a report provided to TP&T at end of the Pilot Program.
 2. Estimated number of cars not traveling to Cambridge due to Bridj service. Bridj should provide a report to TP&T at the end of program.
 3. Any other information that Bridj has to support achieving their service goals and/or their areas of success.
- v. Optional:
Time lapse video or other means of observation (on select service days) of Bridj operations at stops in question:
1. Number of times a Bridj vehicle blocks a MBTA bus from pulling to the curb
 2. Number of times a Bridj vehicle blocks the travel or bicycle lane due to MBTA bus at curb
7. Reporting Requirements
- a. Bridj and TP&T will check in bi-monthly or as needed to discuss the criteria outlined in the MOU and track progress of the program.
 - b. TP&T jointly with Bridj will prepare a summary pilot report for the License Commission in preparation for consideration of a permanent regulatory mechanism for Bridj service in Cambridge.
8. To evaluate the impact of MBTA bus stop congestion, Bridj will make available the following information :
- a. Timetables for service in Cambridge including stop location and times.
 - b. Total stops by location per week at the MBTA stop locations in question (Kendall Square, Central, Porter and Harvard Squares).
Bridj will provide information about ridership and trip origin information in the form most appropriate for evaluating the bus stop locations of concern.
 - c. Summary of Bridj rider surveys such as rider Origin and Destination, previous mode before using Bridj, number of cars not traveling in Cambridge.
9. Bridj Vehicles will be clearly marked "Bridj" so they are identifiable.

City of Cambridge By



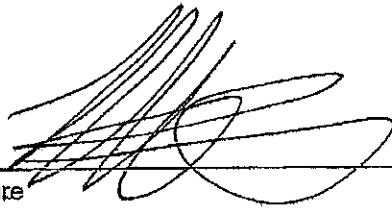
Signature

10/28/14

Date

Susan E. Clippinger
Director of Cambridge Traffic Parking and Transportation Department

Bridj By

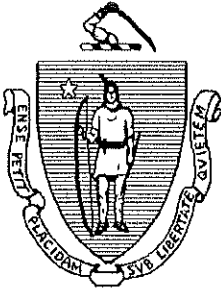


Signature

10/28/2014

Date

Mathew George
Founder and CEO, GroupZoom Inc. (dba Bridj)



The Commonwealth of Massachusetts
DEPARTMENT OF PUBLIC UTILITIES

JUL 14 2014

Certificate No. 14-RB-667

In the Matter of the Application of GroupZoom Inc. d/b/a BRIDJ
for a Certificate of Compliance.

APPEARANCES: GroupZoom Inc.
d/b/a BRIDJ
101 Main Street
Cambridge, Massachusetts 02142

MEMORANDUM OF DECISION

On June 13, 2014, GroupZoom Inc. d/b/a BRIDJ ("Petitioner") filed an application for a Certificate of Compliance ("Certificate") with the Department of Public Utilities ("Department"). The Petitioner requested a Certificate to transport passengers in charter service pursuant to G.L. c. 159A, § 11A¹.

After due notice, a public hearing was held at Boston, Massachusetts on July 8, 2014. No party appeared at the hearing to oppose the application.

The Department finds that the Petitioner is fit, willing, and able to conform to the requirements of G.L. c. 159A, and all laws, rules and regulations relating to motor carrier safety and the transportation of passengers by motor vehicle upon the public ways of the Commonwealth of Massachusetts.

Accordingly, after due notice and hearing, and pursuant to the Order of Delegation in D.P.U. 94-154, in accordance with G.L.

¹ On June 9, 1998, the United States Congress passed the Transportation Equity Act for the 21st Century, which amended in part 49 U.S.C. § 14501. Section 4016 of this Act provided that a state may not enact or enforce any law, rule, regulation, standard, or other provision having the force and effect of law relating to -- the authority to provide intrastate or interstate charter bus transportation, but would not restrict the safety regulatory authority of a State with respect to motor vehicles or the authority of a State to regulate carriers with regard to minimum amounts of financial responsibility relating to insurance requirements.

c. 25, § 10, it is

ORDERED: That a Certificate of Compliance be issued to GroupZoom Inc. d/b/a BRIDJ authorizing charter service within the Commonwealth; and it is

FURTHER ORDERED: That no vehicles may be operated under this certificate of compliance until GroupZoom Inc. d/b/a BRIDJ has filed with the Department, proper proof of insurance, as required by 220 C.M.R. § 152.00; and it is

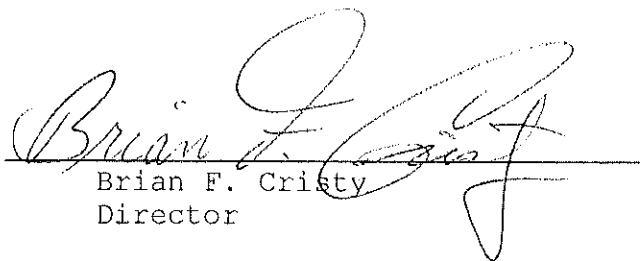
FURTHER ORDERED: That no vehicles, which GroupZoom Inc. d/b/a BRIDJ owns, may be operated under this certificate of compliance until GroupZoom Inc. d/b/a BRIDJ has obtained from the Department, a permit for each vehicle, as required by G.L. c. 159A, § 8 and 220 C.M.R. § 155.02(1); and it is

FURTHER ORDERED: That no vehicles, which GroupZoom Inc. d/b/a BRIDJ contracts for, may be operated under this certificate of compliance until GroupZoom Inc. d/b/a BRIDJ has ensured that the vehicles are owned and operated by properly certificated Department motor carriers, as required by G.L. c. 159A, § 8 and 220 C.M.R. § 155.02(1); and it is

FURTHER ORDERED: That no vehicles, which GroupZoom Inc. d/b/a BRIDJ contracts for, may be operated under this certificate of compliance until GroupZoom Inc. d/b/a BRIDJ has certified to the Department, that every motor carrier it contracts with will

systematically, inspect, repair, and maintain, or cause to be systematically inspected, repaired, and maintained, all motor vehicles subject to its control, as required by G.L. c. 159A, § 8 and 49 C.F.R. § 396.3.

By Order of the Transportation Oversight Division,


Brian F. Cristy
Director

Any appeal from this decision must be filed with the Secretary of the Department within **TWENTY DAYS** from the date of this Order, specifying the reason for the appeal and accompanied by a \$100.00 filing fee. A copy of the appeal must be filed with the Director of the Transportation Oversight Division. Such appeal shall be heard on the record of the hearing before the Transportation Oversight Division.