

Boardwalk Residences at Marina Bay  
Quincy, MA

# Shuttle Service Plan

May 1, 2013



# **Boardwalk Residences a at Marina Bay**

## **Proposal to Enhance Boston Scientific/Marina Bay Shuttle Service**

### **May 1, 2013**

#### **Existing Shuttle Overview**

Marina Bay Access and Boston Scientific currently run a 25-seat shuttle with stops at Boston Scientific, Nursing Home Facility, Marina Drive near Victory Road, Marina Drive at Harbourside Road, 2001 Marina Drive 500 Victory Road and the North Quincy MBTA Station. The existing shuttle service typically makes one round-trip every 15 minutes, traffic-dependent, including during the peak traffic hours. The maximum capacity of this shuttle is 100 people per hour. A current route map for the existing shuttle is attached.

#### **Proposed Shuttle Overview**

##### *Additional Vehicle – Size and Hours*

The Boardwalk Residences at Marina Bay will supplement the existing shuttle service with an additional 25-seat, handicapped accessible vehicle during the weekday peak hours of 6:00 to 9:00 am and 4:00 to 6:00 pm. This is the time that the existing shuttle is busiest thus adding capacity to the existing route. It is also the time that the project generates the most trips and the shuttle can provide the greatest traffic mitigation benefit.

##### *Trip time*

The enhanced shuttle service will make a round trip in 15-20 minutes. The existing shuttle makes the round trip every 15 minutes but accounting for additional stops and traffic variations a 15-20 minute trip is the working assumption.

##### *Route*

The proposed route would include all of the current shuttle stops and add one stop each for the proposed Boardwalk Residences north and south buildings. The route would generally be the same as the existing route except that instead of turning up Victory Road at the teardrop after Stop 6 (500 Victory Road) it would continue down Victory Road Extension to a stop at the north building (Stop 7, near the main entrance), take a left down Haul Road to a Stop 8 and continue up Haul Road until resuming the existing route at Victory Road<sup>1</sup>.

##### *Frequency*

The additional shuttle would reduce wait times for all users of the service. Currently, a passenger may wait up to 15 minutes for a shuttle to arrive<sup>2</sup>; the addition of a second shuttle along the same route would reduce this maximum wait time to 7.5 - 10 minutes<sup>3</sup>. This would encourage increased ridership and decreased vehicle trips from existing uses in the Marina, in addition to making the service more marketable to new residents.

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<sup>1</sup> The existing route was evaluated and found to be the fastest and most efficient route between Marina Bay and the MBTA station. There may be future opportunities to work with Boston Scientific and MB Access to explore opportunities to access Boston Scientific directly off of the Haul Road as opposed to via Seaport Drive and otherwise make route changes to optimize passenger service.

<sup>2</sup> Maximum wait time assumes a passenger arrives just as the bus is pulling out. Average wait time is half of the maximum.

<sup>3</sup> For 15-minute and 20 minute round trip assumption, respectively.

### Shuttle Awareness

The Boardwalk Residences at Marina Bay will be a professionally managed residential community with on-site property management staff. Shuttle stops and times will be publicized to residents through the use of websites, electronic and traditional billboards etc. This information will also be made accessible to other Marina Bay residents and employees.

### Integration

The shuttle service is anticipated to work best if the new vehicle is integrated with the existing service – same route and stops (plus Residences stops) with staggered headways – to obtain the best ridership and service to the community. Existing and new users would experience a decreased wait time as they experience buses that arrive more frequently<sup>4</sup>.

### Traffic Mitigation Impacts

The table below shows the **maximum** passenger capacity per day and per hour of the one additional 25-passenger vehicle provided by the Boardwalk Residences project for both the 15 minute round trip and a 20 minute round trip. Compared with the number of peak hour trips generated by the project<sup>5</sup> the additional capacity provided by the shuttle could potentially divert 41% to 63% of car trips to the shuttle.

	15 minute round trip	20 minute round trip
Passenger/Day	1000	750
Passenger/Hour Total	200	150
Passenger/Hour -One Direction	100	75
Project Generated Outbound Trips (AM Peak)	159	159
Maximum AM Outbound Trip Diversion to Shuttle	63%	47%
Project Generated Inbound Trips (PM Peak)	181	181
Maximum PM Trip Inbound Diversion to Shuttle	55%	41%

The additional shuttle vehicle is anticipated to result in a minimum 5-10% reduction of project-generated peak hour trips. This is based on a conservative scenario that 8-16 people who would otherwise drive would choose to take the shuttle in the peak hour and the shuttles would not be filled anywhere near capacity. As described above, increased frequency and enhanced marketing efforts should result in greater utilization of the shuttle, resulting in an even greater reduction of vehicle trips in the peak hour.

<sup>4</sup> In the event a collaboration cannot be achieved, the Boardwalk Residences shuttle will run a direct route from the north and south buildings to the North Quincy MBTA station. This service would be open to all Marina Bay Residences and will be operated to complement the MB Access/Boston Scientific shuttle.

<sup>5</sup> Please note that the current program is 352 units, however the trip generation in this shuttle overview is consistent with the 382 units analyzed in the *Boardwalk Residences at Marina Bay TIAS* submitted to the City of Quincy on January 29, 2013.



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### Existing Boston Scientific/Marina Bay Shuttle Route



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### Proposed Boston Scientific/Marina Bay Shuttle Route