



GOHUBS! PILOT IN EAST BOSTON

*Evaluating the benefits of
adding mobility hub amenities
and recommendations for
improvement and expansion*

September 2023



BLUEbikes.



CAR SHARE
BOSTON



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1. EXECUTIVE SUMMARY

In summer 2021, the City of Boston's New Mobility team installed **eight GoHubs!** across East Boston – an Environmental Justice neighborhood with a high immigrant population located across the Boston Harbor and connected to the mainland via subway, ferry and tunnels.

GoHubs! or 'Neighborhood Mobility microHubs,' are a priority project identified in Go Boston 2030 – Boston's long range transportation plan. These urban spaces combine transportation options, information, and placemaking elements to make it more convenient to travel across the city and metro region.

Locations were identified based on community input, existing infrastructure, and neighborhood context such as the number of businesses and services nearby.

Using a '**Kit-of-Parts**,' a mix of amenities supporting urban mobility were added to each site. These included bike racks, bikeshare stations, carshare spots, wayfinding signs and an assortment of placemaking amenities. Based on the desires expressed by survey respondents, the kit will be expanded to include additional placemaking amenities at future sites.

Originally, the pilot set out to **improve access, enhance public spaces, and provide information.** These are aligned with three of the eight Go Boston 2030 target goals:

- Expanding Access
- Focusing on Experiential Quality
- Leveraging Innovation and Technology

This report analyzes the role that GoHubs! have already played in advancing these goals and how takeaways from the pilot program can be used to bring GoHubs! to the rest of the city.

52% of Bluebike rides in East Boston started at a GoHub! in summer 2022 – one year after pilot kick off



PILOT LOCATIONS - EAST BOSTON NEIGHBORHOOD

Eight GoHub! pilot locations were selected across the neighborhood and located along the MBTA Blue Line subway, the 116/117 key bus route, and at or near a greenway.



Figure 1

This report analyzes Bluebikes ridership data from summers '21 and '22 and carshare usage data from '21 and '22 to assess impact.

We found the biggest percent increase in Bluebikes ridership in areas that are mainly residential and far from a subway station, even if little bike infrastructure was present, e.g., the Eagle Hill GoHub!

Overall, Bluebikes stations at GoHubs saw a higher average percent increase in ridership than non-GoHubs, +44.52% vs +32.4%, respectively.

RECOMMENDED NEXT STEPS

Moving forward, the program will use the lessons learned from the pilot to advance five of the eight goals outlined in Go Boston 2030:

1. Continue working on Expanding Access and Focusing on Experiential Quality
2. Focus on adding elements that support Leveraging Innovation and Technology
3. Make strides to support two additional Go Boston 2030 goals:
 - Building for Resiliency
 - Advancing Transparent Governance



2. INTRODUCTION TO MOBILITY HUBS

WHAT IS A MOBILITY HUB?

A mobility hub is a place where you can find and connect to different transportation options like buses, trains, bikeshare and carshare. These mobility options are located near each other and supported by information and placemaking amenities such as planters, benches, and public art – creating inviting spaces where people can comfortably transfer between modes of transport.

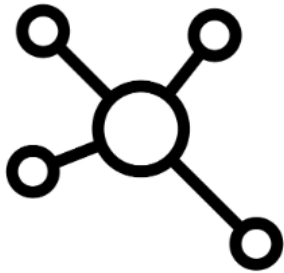
WHAT CAN YOU FIND AT A MOBILITY HUB?

The different components that make up a mobility hub can work as a “kit-of-parts” that can be tailored to the unique requirements of each location.



MOBILITY HUB TYPOLOGIES

The team organized the GoHub! pilot locations into Gateways, Squares, and Points. The larger scale GoHubs! feature the most amenities and are located near transit destinations, while the smallest serve as links to less transit-served areas, and are embedded deep within neighborhoods.



Gateways

Gateways are well known places within the City where commercial, cultural, and civic activity is concentrated around multiple transportation options.

- Located around high-frequency transit stops or high ridership bus stops, where transfers can provide connections to surrounding neighborhoods and destinations
- Encourage users to explore further into a neighborhood
- Feature the most transportation modes and amenities, and provide the resources needed to complete a multimodal trip



Airport GoHub!



Squares

Squares are recognizable places well known to a neighborhood. They are often gathering places and can play a role in forming a community's sense of identity.

- Offer space to sit, use the Internet, charge your device, and pass time with friends and family
- Typically placed at or near major bus routes
- The area around Squares often include traffic calming measures, and bike and pedestrian infrastructure improvements



Maverick Square GoHub!



Points



Gove Street GoHub!

Points are located within a neighborhood and can be found around dense residential areas, important destinations, and community amenities.

- Point GoHubs! fill in transportation gaps and play a key role in providing first and last-mile connections
- Points are often where a trip begins and ends, and they are located the furthest away from Gateways
- Points contain fewer amenities, oftentimes consisting of only one transportation mode, and can be anchored by bikeshare, car share, or bike parking

3. GOHUBS! PILOT IN EAST BOSTON

In summer 2021, the City of Boston installed a mix of Gateway, Square and Point GoHubs! across eight locations within the East Boston neighborhood.

East Boston is a unique neighborhood in that although it is connected to mainland Boston by train, ferry and tunnels, the neighborhood can feel like an island at times since there is currently no convenient way to cross the Boston Harbor via active modes of transportation like walking/rolling or biking.

Additionally, this is a majority minority neighborhood where nearly half the residents were born outside the U.S. East Boston is also an Environmental Justice community, having the lowest percentage of tree canopy cover of all Boston neighborhoods.

At face value perhaps the connection between these statistics and transportation isn't clear, but if people were born outside the U.S. it could be likely that English is not their primary language,

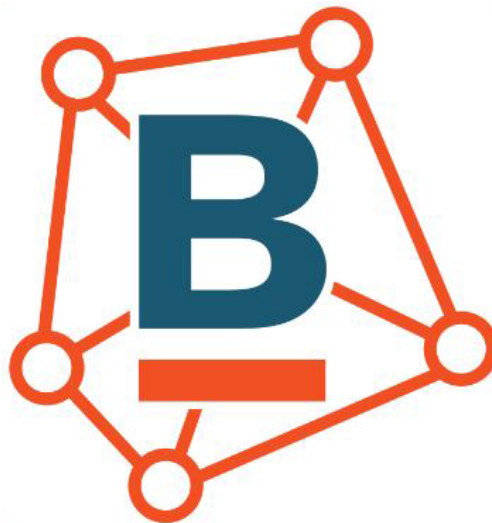
making it challenging to navigate different transit applications or websites.

As for tree coverage, the most common first/last mile mode of transport is walking and this is made difficult and even dangerous along stretches of road with little shade on hot days.

GoHubs! on their own will not completely solve any neighborhood's transportation gaps, but they're a step in the right direction. Through small interventions, the pilot aimed to advance the following goals for residents and visitors:

- Improve access and mobility
- Enhance place
- Provide information

The pilot's goals aimed to expand transportation access by adding Bluebikes stations and spots for carshare, but also to compliment these amenities with things like planters and paint to enhance people's experiences as they walked to their bus, or as they stopped to sit and gather themselves for a moment on their way home.



OVERVIEW OF EAST BOSTON NEIGHBORHOOD

| Metric | East Boston Neighborhood | Boston Overall |
|---|--|----------------|
| Median Household Income ² | \$74,905 | \$79,283 |
| % tree canopy cover ³ | ~7% <i>The lowest percentage of tree canopy cover of all the neighborhoods.</i> | 27% |
| % of foreign born population ¹ | 49.5% | 27.9% |
| No vehicle ⁴ | 35% | 34% |
| Transportation to work ⁵ | | |
| Car, truck, van | 30% | 37% |
| Public Transit | 46% | 29% |
| Walk | 5% | 12% |
| Taxicab, motorcycle, bicycle or other | 1% | 4% |
| Worked from home | 12% | 12% |

Figure 2

1. [Boston By the Numbers 2020](#)
2. 2021 American Community Survey
3. [Boston's Urban Forest Plan](#)
4. [Data.census.gov](#)
2021: American Community Survey: 5 year estimates | Household size by vehicles available
5. [Data.census.gov](#)
2021: American Community Survey: 5 year estimates | Means of Transportation to Work by vehicles available

WHAT WE DID: ADDED EIGHT GOHUBS! ACROSS EAST BOSTON

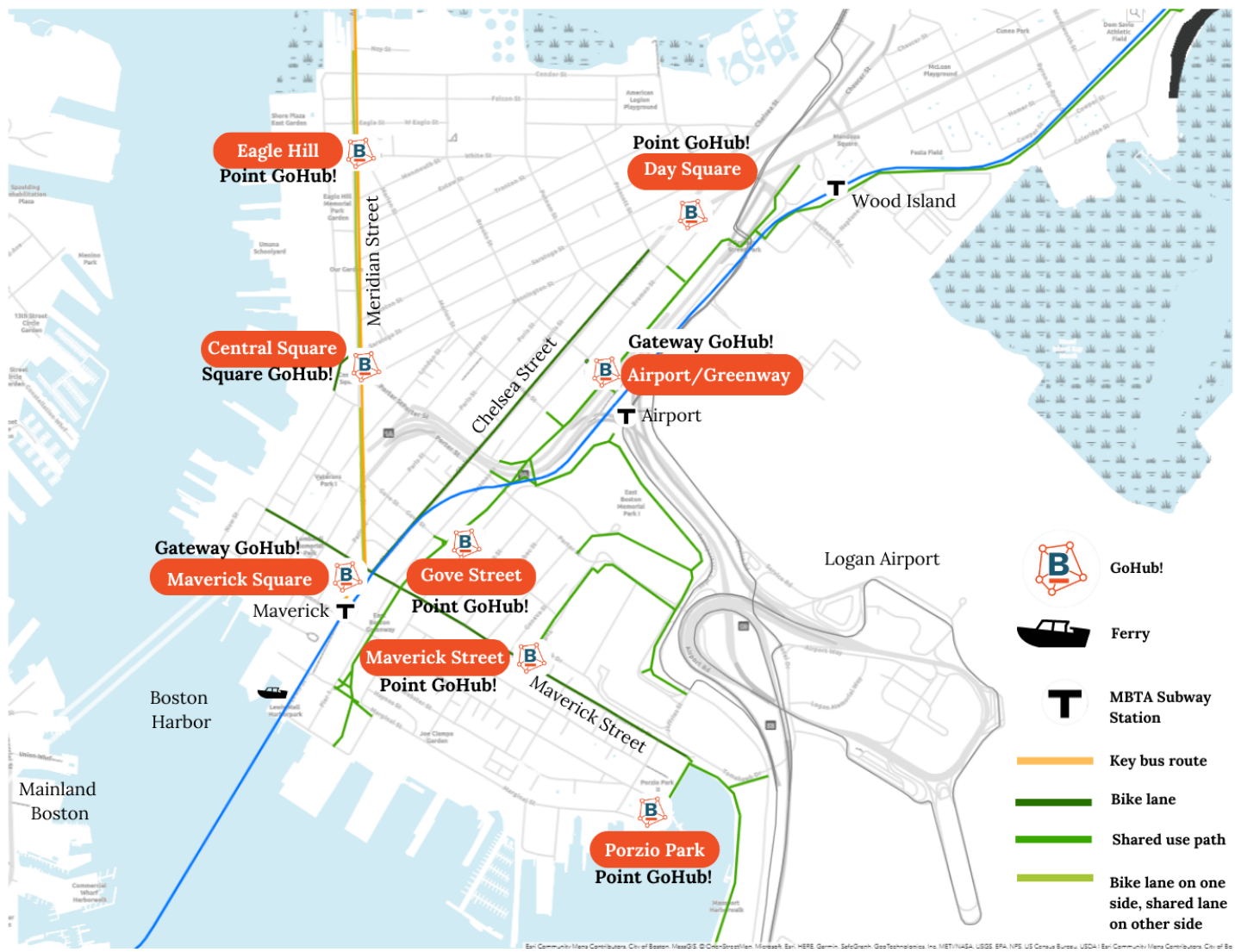


Figure 3

WHAT WE DID: AMENITIES ADDED ACROSS GOHUB! PILOT LOCATIONS

Based on a 'Kit-of-Parts', a mix of amenities were added to each site depending on existing conditions and needs. These amenities fell under **four overarching categories**:

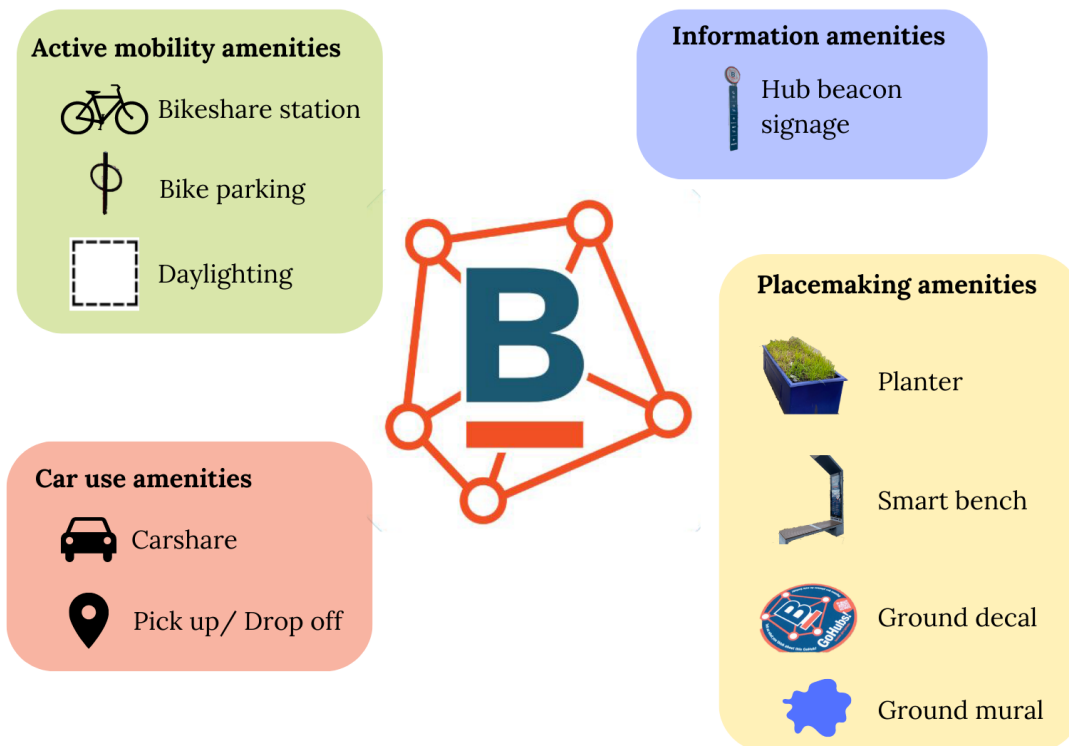


Figure 5

Additional details on amenities:

Bikeshare, locally known as Bluebikes, are part of a regional network across Boston, Cambridge, Somerville, Chelsea, and other surrounding municipalities.

Daylighting and intersection improvements were implemented at Gove Street – a dead end street next to the Mary Ellen Greenway where flexposts were used to close off the end and create a small plaza.

Carshare across the pilot sites is mainly served by Zipcar.

Solar powered **smart benches** equipped with wifi and charging outlets were added at three GoHub sites (see figure 6).

Metal **hub beacon signages** displaying directions to nearby services were added to all sites.

Originally, the team intended to install electric vehicle (**EV**) **charging stations** during the pilot, but these never came to fruition. Currently, the City has two Requests for Proposals to pursue adding EV charging stations across the city.

WHAT WE DID: ADDED A DIFFERENT MIX OF AMENITIES TO EACH GOHUB!

Amenities fell under four categories: active mobility, car use, placemaking and informational.











| | Active mobility amenities | | | Car use amenities | | Placemaking amenities | | | | Info. amenities |
|-----------------|---|--|--|---|---|---|--|---|---|--|
| |  Bike racks |  Bluebikes station |  Daylighting |  Carshare |  Pick up/ Drop off |  Planter |  Smart bench |  Ground decal |  Ground mural |  Hub beacon signage |
| Maverick Sq. | 2 | | | 2 | | 3 | 1 | 1 | 3 | 1 |
| Airport | 2 | | | 2 | | | | 1 | | 1 |
| Day Square | 4 | | | 2 | 4 | 2 | 1 | 1 | 1 | 1 |
| Central Sq. | 3 | | | 2 | | | 1 | 1 | | 1 |
| Eagle Hill | 2 | 1 | | 2 | | | | 1 | | 1 |
| Porzio Park | 1 | 1 | | 2 | | | | 1 | | 1 |
| Gove Street | | 1 | 1 | | | | | 1 | 1 | 1 |
| Maverick Street | 1 | | | | | | | 1 | | 1 |
| Totals | 15 | 3 | 1 | 12 | 4 | 5 | 3 | 8 | 5 | 8 |

Figure 6

WHAT WE DID: ADDED SPOTS FOR CARSHARE

To add transportation options, the city partnered with Zipcar, a carshare company that allows members to reserve a car by the hour or day, and Getaround, a peer-to-peer marketplace where car owners make their cars available for others to use.

12 total carshare spots added

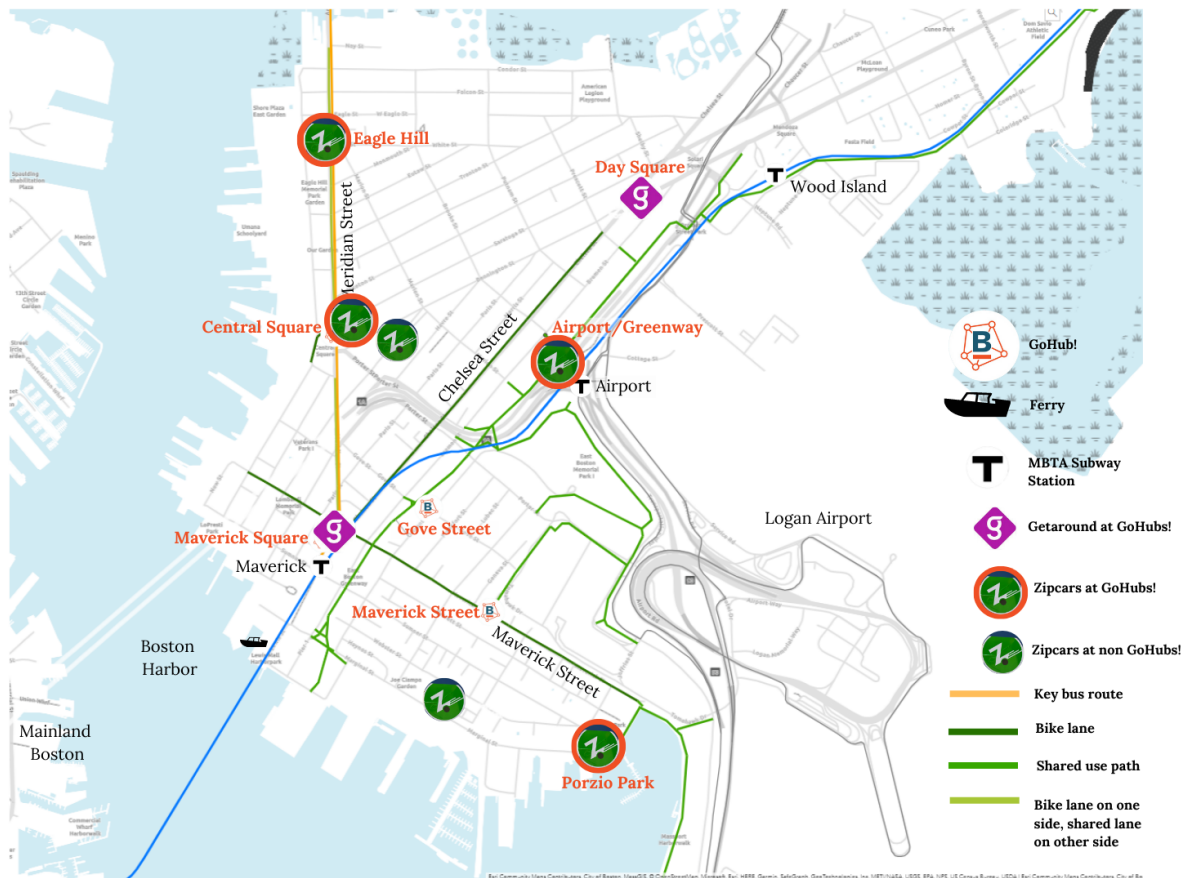
Zipcar spots

- 2 at Eagle Hill
- 2 at Porzio Park
- 2 at Airport/Greenway
- 2 at Central Square

Getaround spots

- 2 at Day Square
- 2 at Maverick Square

2021 Zipcar and Getaround Locations in East Boston



WHAT WE DID: COMMUNITY ENGAGEMENT

Due to the coronavirus pandemic, workshops, events, and site visits planned for spring and summer of 2020 had to be canceled, and outreach was limited to being remote, including an on-line interactive map and survey and virtual presentations to neighborhood and civic associations to gather feedback and support. The team partnered with MassINC Polling Group to survey more than 400 East Boston residents on their travel behaviors, barriers to transportation access and desired GoHub! amenities.

WHAT WE SAW: BLUEBIKES RIDERSHIP ACROSS GOHUBS! IN EAST BOSTON VS THE NEIGHBORHOOD AVERAGE

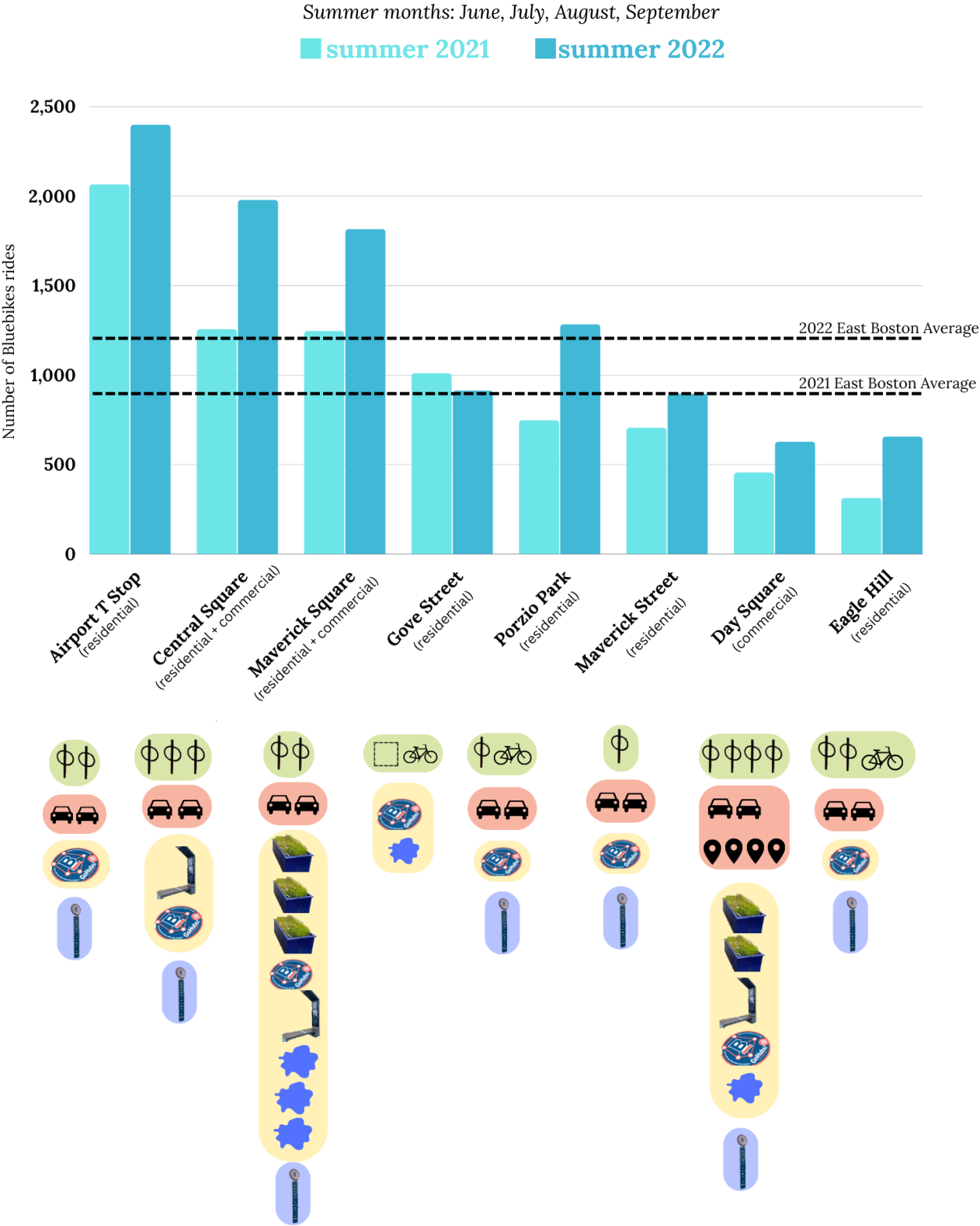


Figure 7

WHAT WE SAW: RIDERSHIP ACROSS ALL BLUEBIKES STATIONS IN EAST BOSTON

Percentage Change in Bluebikes Ridership Across East Boston summer 2021 vs summer 2022

GoHubs! Bluebikes stations

| | |
|----------------------|-------|
| Eagle Hill | +110% |
| Porzio Park | +72% |
| Central Square | +58% |
| Maverick Square | +46% |
| Day Square | +38% |
| Maverick Street | +27% |
| Airport/ Greenway | +16% |
| Gove Street | -10% |

+45%

Average percent increase

Non-GoHubs! Bluebikes stations

| | |
|-------------------------------------|------|
| Orient Heights T Stop | +67% |
| The Eddy | +59% |
| Maverick Sq. - Lewis Mall | +40% |
| Bennington St at Constitution Beach | +36% |
| Bennington St at Byron St | +31% |
| Piers Park | +26% |
| Glendon St at Condor St | +5% |
| Boston East | -4% |

+32%

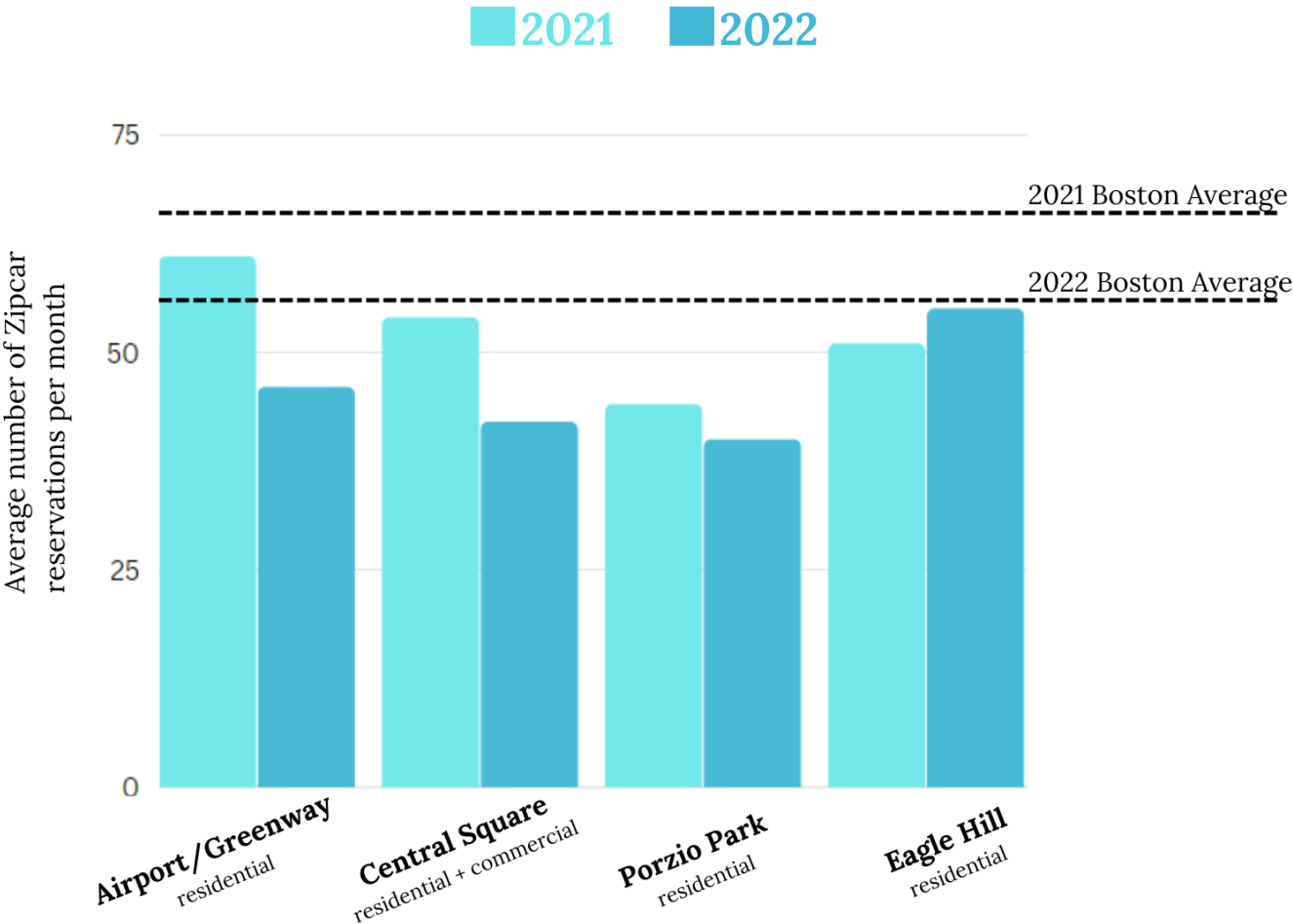
Average percent increase

+38%

Average percent increase for all of East Boston

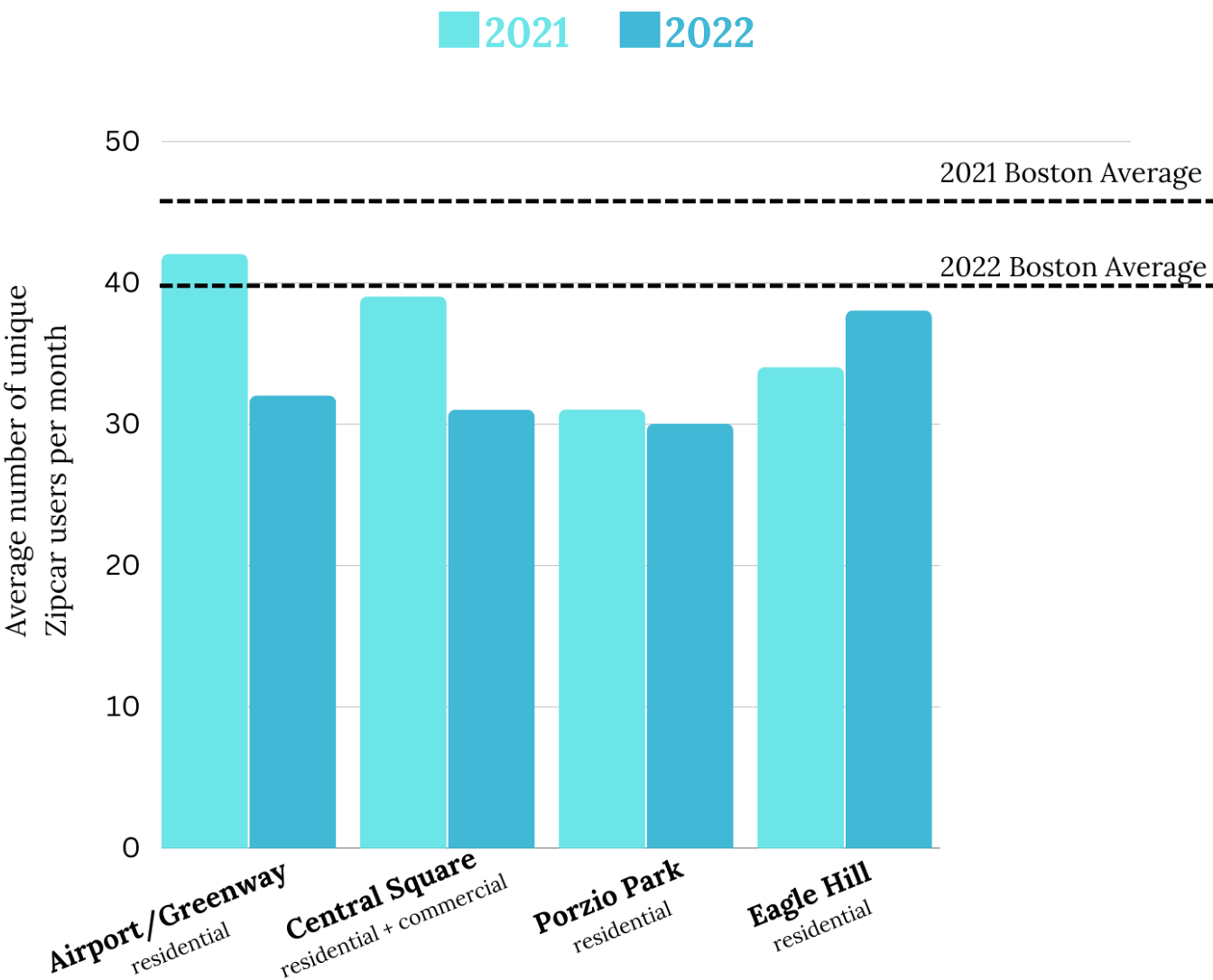
Percent increase formula used: $((\text{final value} - \text{starting value}) / \text{starting value}) * 100$

Average Number of Zipcar Reservations Per Month at GoHub!
Locations vs Overall Boston Average



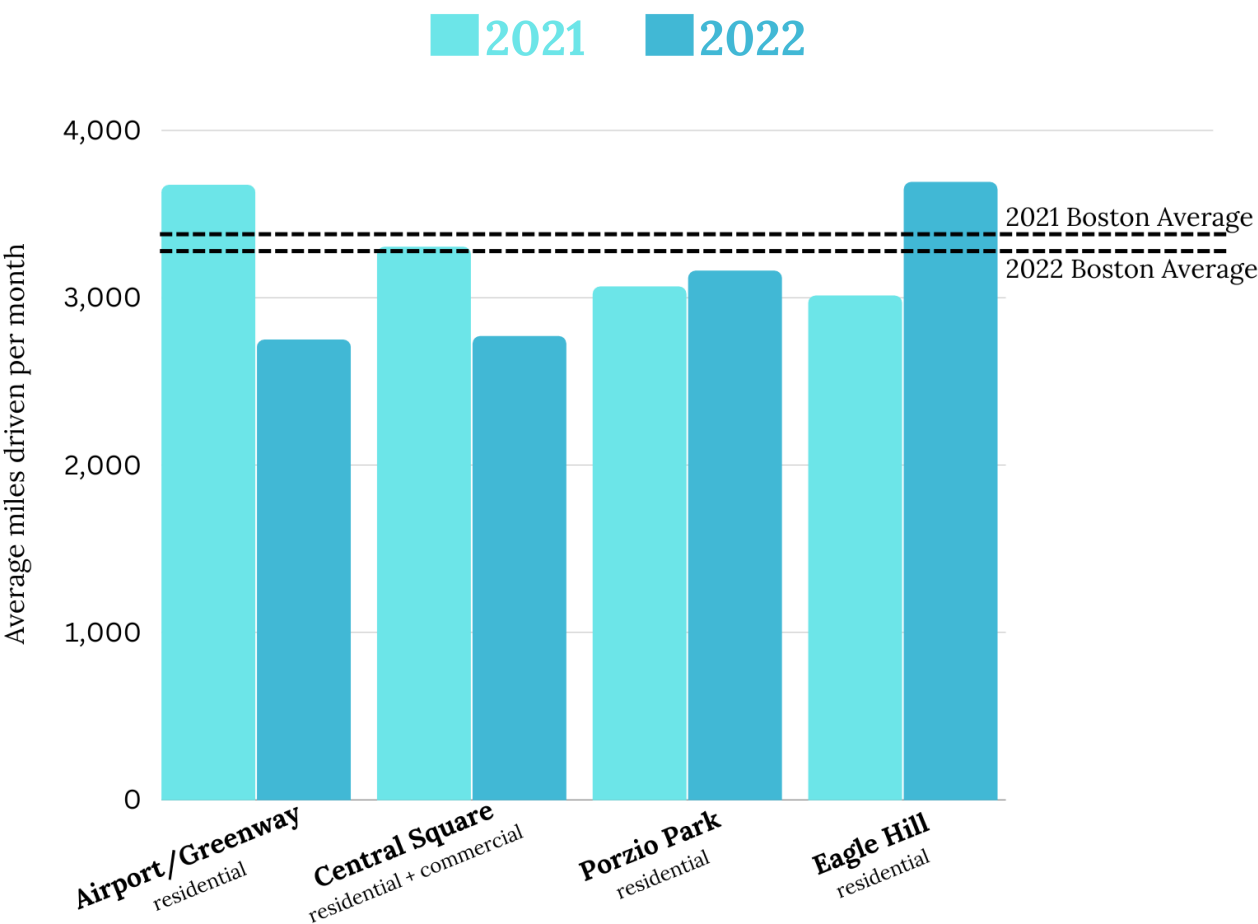
| GoHubs! | Boston overall |
|--|--|
| <div>-15%</div> <div>Average percent change in Zipcar reservations per month from 2021 to 2022</div> | <div>-12%</div> <div>Average percent change in Zipcar reservations per month from 2021 to 2022</div> |

Average Unique Users of Zipcar Per Month at GoHub!
Locations vs Boston Overall



| GoHubs! | Boston overall |
|---|---|
| -11% | -13% |
| Average percent change in unique Zipcar users per month from 2021 to 2022 | Average percent change in unique Zipcar users per month from 2021 to 2022 |

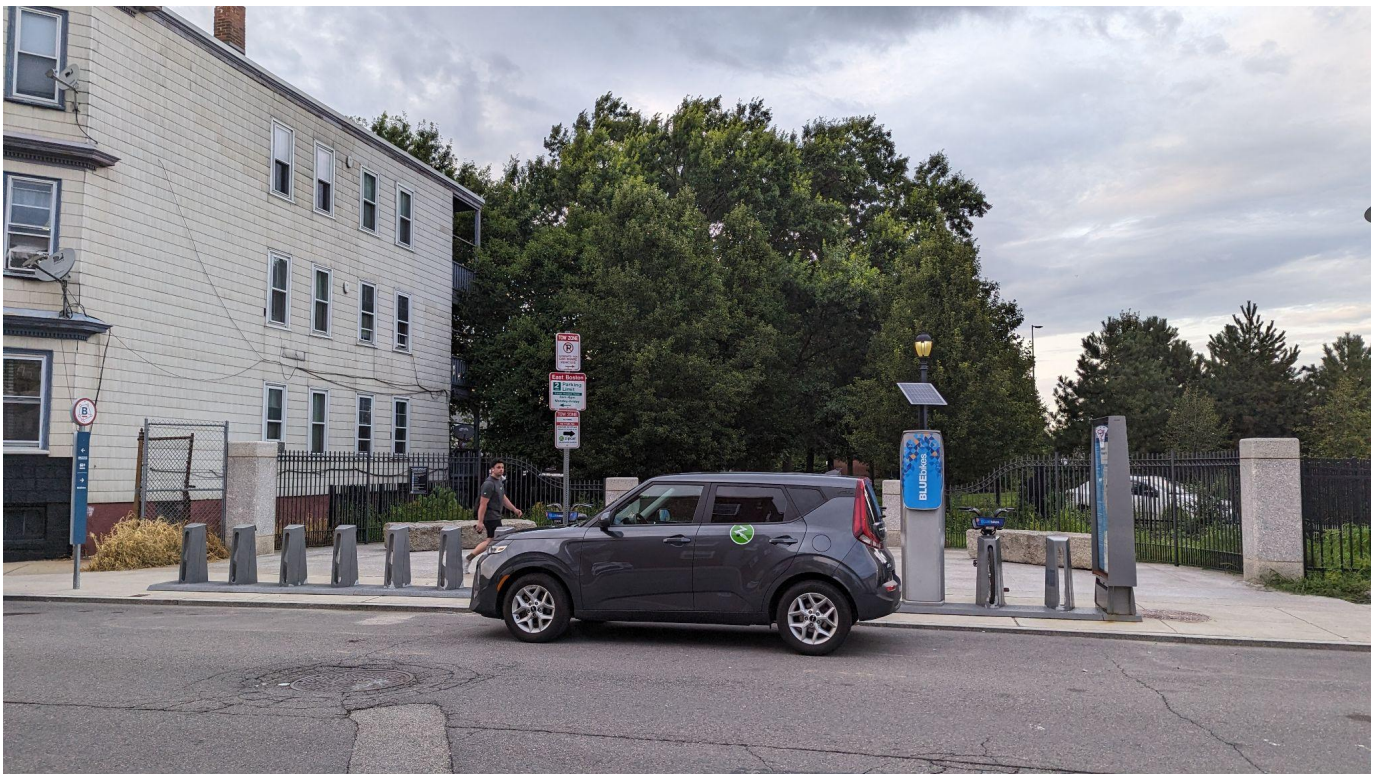
Average Miles Driven Per Month on Zipcars from GoHub!
Locations vs Boston Overall



| GoHubs! | Boston overall |
|---|---|
| <div>-5%</div> <div>Average percent change in miles driven per month on Zipcars from 2021 to 2022</div> | <div>-3%</div> <div>Average percent change in miles driven per month on Zipcars from 2021 to 2022</div> |

Trip and User Counts From Getaround Cars at GoHub! Locations

| Year | Trip count | User count |
|------|------------|------------|
| 2021 | 992 | 456 |
| 2022 | 382 | 199 |



WHAT WE LEARNED: WHAT DO THE BEST PERFORMING BLUEBIKES STATIONS IN EAST BOSTON HAVE IN COMMON?

In 2021 and 2022 Maverick Square at Lewis Mall and Airport/Greenway have alternated between #1 and #2 stations with the top ridership in East Boston with Central Square following behind in 3rd place.

What do these top performing Bluebikes stations have in common?

Airport/ Greenway GoHub!

- Next to subway station
- At East Boston Greenway
- Directly outside Bremen Street Community Park
- Next to a residential area

2021 summer total rides: 2,064
2022 summer total rides: 2,397

Maverick square at Lewis Mall non-GoHub!

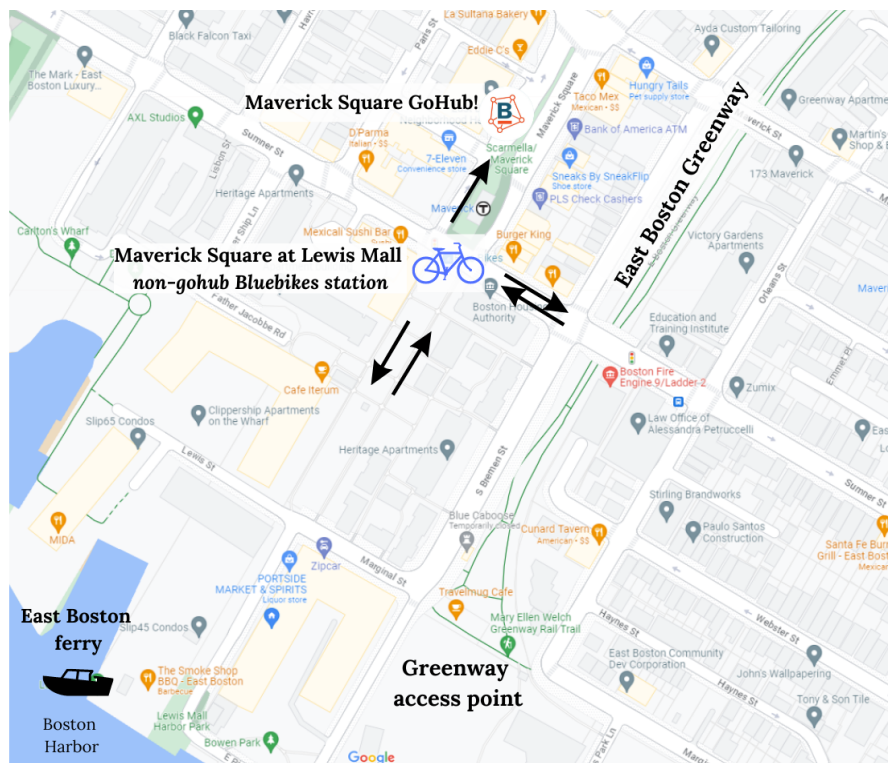
- Next to subway station
- A block away from the southwestern end of the East Boston Greenway
- Along a key bus route
- Next to a mix of residential and commercial area

2021 summer total rides: 1,940
2022 summer total rides: 2,716

Central Square GoHub!

- Along a key bus route
- At Central Square Park
- Next to a commercial area

2021 summer total rides: 1,255
2022 summer total rides: 1,977



The two highest performing stations in East Boston have strong anchoring elements such as a subway station, being along a key bus route and being at or near a greenway – a critical piece in a neighborhood with no high quality bike lanes.

The high ridership numbers at Maverick Square at Lewis Mall station are even more noteworthy when we remember another Bluebikes station sits just across the street – Maverick Square, a GoHub! One theory is the orientation of the station in relation to the traffic flow.

Maverick Square at Lewis Street station sits at the edge of a plaza-like area where people have more route options to choose from.

They can stay on the plaza and bike toward the harbor, bike along Sumner Street through the neighborhood toward the East Boston Greenway or up on Maverick Square toward the commercial areas.

On the other hand, Maverick Square, the GoHub! sits on the northern side of Maverick Square street where basically the only option is to bike toward the more commercial parts of the neighborhood since that is the direction of traffic at that site.

So, despite receiving the greatest number of placemaking amenities, this GoHub!'s Bluebikes ridership did not surpass its neighbor's, coming at 1,814 vs 2,716 in raw numbers in summer 2022.

WHAT WE LEARNED: PERCENTAGE INCREASE OF BLUEBIKES RIDERSHIP COMPARING SUMMER 2021 AND SUMMER 2022

Half of the GoHubs! saw a higher percentage increase in Bluebikes ridership compared to the neighborhood average, 38.56%:

- Eagle Hill, 110%
- Porzio Park, 72%
- Central Square, 58%
- Maverick Square, 46%

Proximity to subway

Three of these four GoHubs! are not close to a subway station:

- Eagle Hill
- Porzio Park
- Central Square

Land use

The top two stations with the highest percentage increase are in mostly residential areas:

- Eagle Hill
- Porzio Park

Bike infrastructure

Eagle Hill, the GoHub! with the least bike infrastructure, like separated bike lanes, saw the highest percentage increase in Bluebikes ridership, 110%.

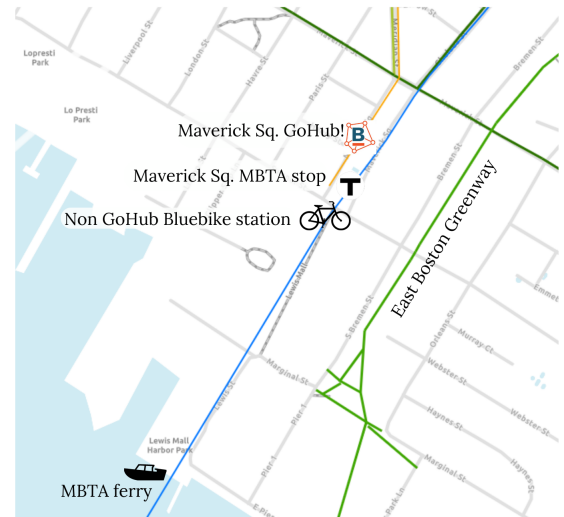
Bluebikes ridership as a percentage increased the most in areas that are mainly residential and far from a subway station, even if little bike infrastructure was present, e.g., Eagle Hill.

See Appendix D for additional neighborhood context of Bluebikes stations with the highest percentage increase.



Maverick Square

Gateway GoHub!



Strengths: This GoHub! sits within a high foot traffic commercial and residential area next to a Blue Line subway station and a key bus route. The East Boston Greenway is just about a block away.

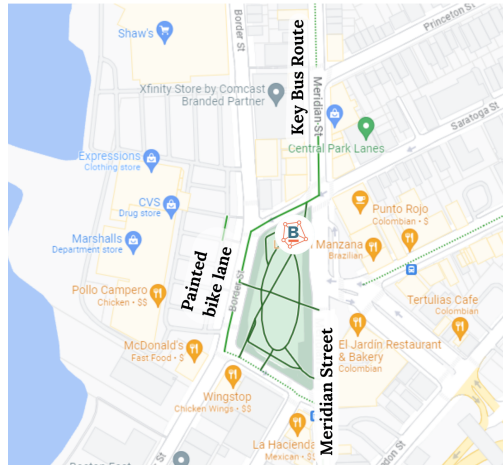
Challenges: While the site features robust transit elements, bicycle infrastructure is lacking. There are no dedicated bike lanes next to the Bluebikes station.

Opportunities: Wayfinding signs closer to eye level could be added and include directions to the nearby Greenway– one of the few separated bike facilities in the neighborhood. The crosswalk connecting the Bluebikes station to the bike racks across the street could be painted with branded colors to signal that these amenities are part of the same “place.”



Central Square

Square GoHub!



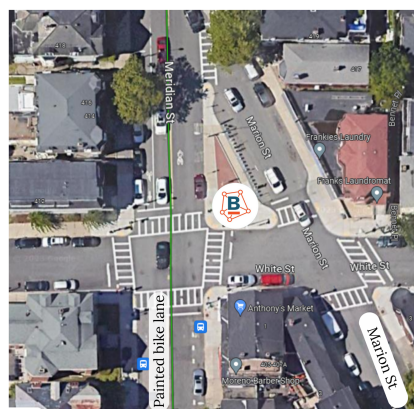
Strengths: This site sits at the edge of Central Square Park – a high pedestrian area next to several small businesses and a strip mall. The park also hosts the East Boston Farmers Market July-October.

Challenges: Traffic along Meridian Street is high, with cars, buses and bicyclists all sharing the same lane. Pedestrians have to navigate through heavy traffic and awkward intersections to reach the park.

Opportunities: The vast green space could be used to add new kit-of-parts elements such as the Boston Public Library's Outdoor Spaces structures featuring shade, planters, benches and wifi.



Eagle Hill Point GoHub!



Strengths: The site sits amidst a commercial and residential area along a key bus route.

Challenges: The triangle where the Bluebikes are located is surrounded by cars with little greenery onsite. The painted bike lane along Meridian Street (to the west of the GoHub!) is faded.

Opportunities: The large triangle of the island where the Bluebikes are located could host large planters to add some much needed greenery to the otherwise asphalt dominated space.



Day Square

Square GoHub!



Strengths: The site is in a commercial area surrounded by restaurants and just a couple of blocks from the East Boston Greenway and one block away from the Chelsea Street bike lane.

Challenges: The immediate area can be difficult to navigate as a pedestrian – the site is surrounded by parked cars and the crosswalks to cross onto the plaza are largely faded. There are no dedicated bike lanes in any direction. Because of the high amount of traffic surrounding the space, it is quite loud. The single trash can present is tucked away at the edge of the plaza and not easily visible from the Bluebikes station.

The parked cars surrounding all sides of the plaza obstruct the view of the station for pedestrians.

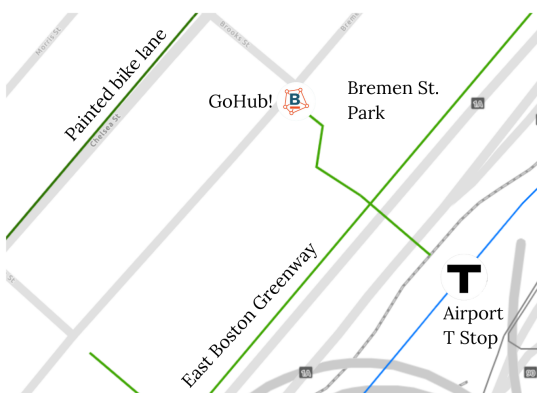
Opportunities: Signage that includes directions to the nearby East Boston Greenway could be added to make up for the lack of bicycling infrastructure at the site. Ongoing Bluebikes usage evaluation can help determine whether this space makes sense as a GoHub! location.

Relocating or adding an additional trash can could help mitigate the trash issue. GoHub! signage directing people to the site could be added both at the plaza and along nearby streets.



Airport/ Greenway

Gateway GoHub!



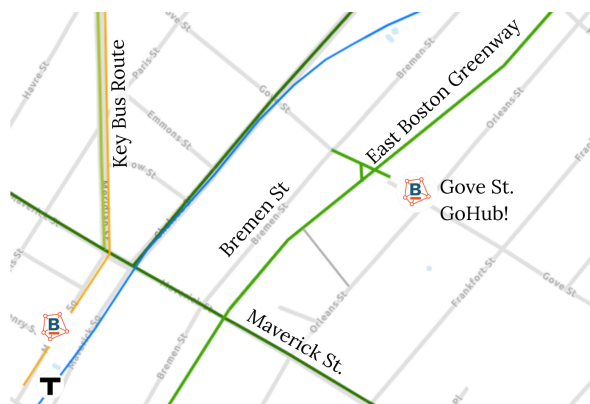
Strengths: This site has several strengths in terms of mobility access. It sits at a main entrance of Bremen Street Park along a residential street and sees high foot traffic from both adults and kids as a result. It's also next to the East Boston Greenway– a major bicycling amenity in the neighborhood and a block away from Chelsea Street – one of the few streets in the neighborhood with a painted bike lane, daylighting elements and flexposts. Additionally, East Boston Library is just two blocks away and the Airport T stop is across the park.

Challenges: The Bluebikes station is not visible when exiting the Airport T station. The Greenway is not open 24 hours a day.

Opportunities: Signage could be added near the Airport T station directing people to nearby Bluebikes stations. A map showing Chelsea Street as a nearby bike route alternative could be helpful, especially when the East Boston Greenway is closed off.



Gove Street Point GoHub!



Strengths: The site is closed off to traffic and sits adjacent to the East Boston Greenway on a quiet neighborhood street. The

Challenges: The Bluebikes station sits behind a wall and fence, making it difficult to see from the greenway.

Opportunities: Additional signage could be added at the greenway to alert people of the GoHub station.

This could potentially host another physical structure with shade, seating, wifi and string lights to make it a cozy space for residents.



Maverick Street Point GoHub!



Strengths: The site sits at the entrance of a separated bike path that connects on the north side to the bustling East Boston Memorial park, where residents gather in the evenings for walks or to enjoy a soccer match.

Challenges: The bike lane along Maverick Street is primarily made up of sharrows, most of which are faded.

Opportunities: A map of the nearby trails could be added to help people make the most of the existing separated bike paths.



Porzio Park Point GoHub!



At this GoHub! The branded signage and Bluebikes station are located on separate streets parallel to each other.

Strengths: The site sits along a separated bike path along the Massport Harborwalk which offers recreational amenities like tennis and pickleball courts. There is also plenty of seating with many picnic tables and benches nearby.

Challenges: While the Massport Harborwalk is a great bicycling amenity, it is disconnected from the longest separated biking facility within the neighborhood, East Boston Greenway and not close to rapid transit.

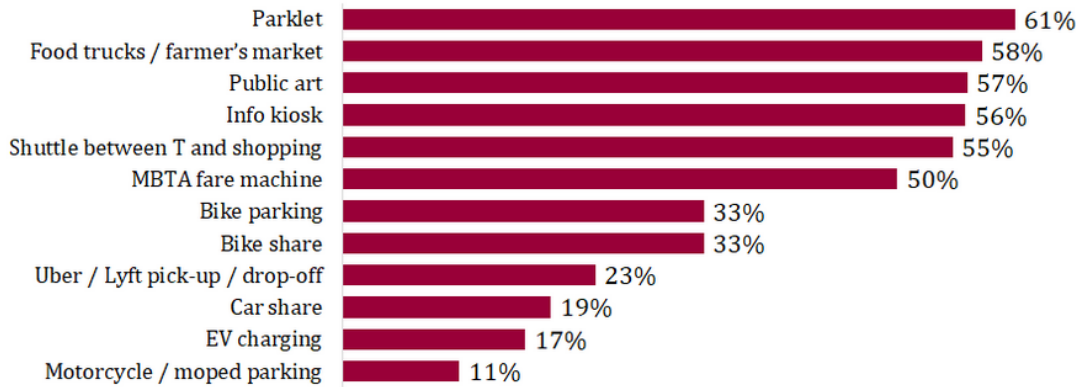
Opportunities: Wayfinding and modefinding signs could include directions to other nearby parks.

WHAT WE LEARNED: Community survey takeaways

Participants expressed the most interest in placemaking features – parklets, food trucks/farmers market, and public art were among the most desired mobility hub amenities. On the other hand, transportation options were among the least desired, with car-share, EV charging and motorcycle/moped parking ranking the lowest among survey participants.

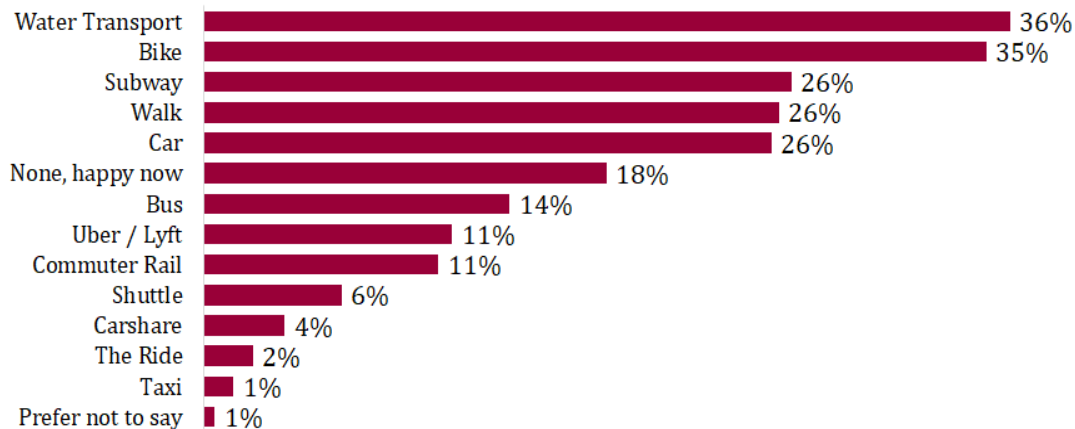
Placemaking, T links are most popular mobility hub features

% “very interested” in each feature



East Boston residents would prefer to bike, use water transport more

% who would prefer to use each mode more than currently



It’s hard to say whether people preferred more traditional transportation options simply out of familiarity or if they’ve tried all options and traditional ones are in fact a better fit for their daily needs. A majority immigrant neighborhood, East Boston has the second highest percentage of residents with limited English proficiency– [18.4%](#). Zipcar, Getaround, and Bluebikes – the new mobility options available in East Boston – all have English as their only option across their communication platforms like their websites and phone apps.

WHAT WE LEARNED: CARSHARE USAGE

For Zipcar usage, we analyzed the averages for the number of reservations, unique users and miles driven per month. Of these three, GoHubs! locations outperformed Boston in general only in the average number of unique users per month. While the average of GoHubs! and Boston overall saw a decrease in the number of unique users, this decrease was smaller at GoHub! sites, in part due to the Eagle Hill site which actually saw an increase from 2021 to 2022.

While most GoHub! sites saw a decrease from 2021-2022 across all metrics, Eagle Hill saw an increase in number of unique users, reservations and even surpassed the Boston average in miles driven per month in 2022.

Porzio Park – a Point GoHub! in a residential area just like Eagle Hill – saw the least decrease in numbers compared to the Airport/Greenway and Central Square sites.

| | GoHubs! | Boston overall |
|---|----------------|-----------------------|
| Average percent change in Zipcar reservations per month from 2021 to 2022 | -15% | -12% |
| Average percent change in unique Zipcar users per month from 2021 to 2022 | -11% | -13% |
| Average percent change in miles driven per month on Zipcars from 2021 to 2022 | -5% | -3% |

One reason for why the point GoHubs! fared better than the Square and Gateway GoHubs! could be because these have less access to transit options. Eagle Hill and Porzio Park are both far from a subway station, possibly making cars more appealing for people near these sites.

4. RECOMMENDATIONS & NEXT STEPS

Originally, the pilot set out to improve access, enhance public spaces, and provide information. These are aligned with three of the eight Go Boston 2030 target goals:

- Expanding Access
- Focusing on Experiential Quality
- Leveraging Innovation and Technology

Unfortunately, the pilot’s Smart Benches – the key element supporting *Leveraging Innovation and Technology*, did not work as intended.

Moving forward, the program will use the lessons learned from the pilot to achieve the following:

1. Combine physical amenities with programming (events, workshops, walk audits, etc.) to continue:
 - **Expanding access** by providing transportation options to people
 - Focusing on **Experiential Quality** by developing public spaces that feel welcoming, clean and fun
2. Expand the kit-of-parts to support:
 - **Leveraging Innovation and Technology** by supporting new mobility technologies and innovations in shared transportation
3. Make strides to support two additional Go Boston 2030 goals:
 - **Building for Resiliency** by reducing greenhouse gas emissions through modeshift
 - **Advancing Transparent Governance** by embracing broad resident participation and transparency in decision making

| Finding | Recommendation |
|---|---|
| Placemaking and public transportation elements are the most popular mobility hub features: <ul style="list-style-type: none">• 61% of people are very interested in parklets• 57% of survey respondents are very interested in public art as GoHub! features | <p>Prioritize the buildout of placemaking amenities such as benches, planters and shade canopies.</p> <p>Pursue partnership with Boston Public Library to add transportation elements to their existing BPL Outdoor Spaces program and expand the number of outdoor spaces people can access free wifi from.</p> <p>Pursue partnership with the City’ Arts and Culture department to create a program for art installations across all GoHubs!</p> <p>Supports Go Boston 2030 goals:</p> <ul style="list-style-type: none">• Focusing on Experiential Quality• Advancing Transparent Governance• Leveraging innovation and technology |



Wayfinding and mode-finding signage

Design:

Signage could be improved by:

- Installing signs closer to eye level
- Including more icons and graphics of people
- Increasing the size of the information signs
- Adding information about nearby amenities such as libraries, health centers, parks, bike trails, etc.

Supports Go Boston 2030 goals:

- Focusing on Experiential Quality

Placement

Gateway GoHubs! where people are coming in and out of the neighborhood and may not be as familiar with the area, can include a large wayfinding/mode-finding sign

Point GoHubs! that are more embedded in the neighborhood can include smaller signage. [See example.](#)

Supports Go Boston 2030 goals:

- Focusing on Experiential Quality

Program branding

The pilot's branding could be improved by:

- Using brighter colors such as the [City of Boston's light blue tone](#)

Supports Go Boston 2030 goals:

- Focusing on Experiential Quality

7% tree canopy cover in East Boston

- The lowest of all Boston neighborhoods
- **27%** - city average

GoHubs! can work with the City's Green Infrastructure program to see where GI elements could be included, particularly in neighborhoods with low tree canopy and high urban heat island effects.

Supports Go Boston 2030 goals:

- Building for resiliency

Overlay heat data to map of future GoHubs! to help prioritize where shade elements should be placed.

Supports Go Boston 2030 goals:

- Focusing on Experiential Quality

East Boston is a majority minority neighborhood

- **49.5%** of East Boston residents are foreign born

To share bikeshare and carshare information with residents who may not speak English, the team can work on translating materials and pursue partnerships with local groups to deliver workshops in relevant languages.

Supports Go Boston 2030 goals:

- Expanding Access

Point GoHubs! in residential areas saw the highest demand for Bluebike and carshare amenities among all the GoHub! sites

- **+110%** increase in Bluebike ridership at Eagle Hill (summer 2021 vs summer 2022)
- **+72%** increase in Bluebike ridership at Porzio Park (summer 2021 vs summer 2022)
- Eagle Hill surpassed the Boston average for average miles driven on Zipcar in 2022

There is clearly a demand for Bluebike and carshare amenities in residential areas located far from rapid transit. For every Gateway or Square GoHub!, there could be 2+ Point GoHubs! to meet this need.

Supports Go Boston 2030 goals:

- Expanding Access

Supportive programming

- The pilot added physical amenities
- “soft” amenities such as programming could serve as compliments to the physical infrastructure added.

The City will require private transportation service providers that it partners with to provide educational events, promotional events, and other interactions that raise awareness of their services.

The City will partner with institutions like public libraries to raise awareness of Bluebikes discounts.

Supports Go Boston 2030 goals:

- Expanding Access

Partnering with state agencies

- MBTA currently undergoing Bus Network Redesign

As the MBTA introduces new bus stop locations, GoHub! Elements should become standard. The City and the MBTA could leverage the resources they each have to provide more amenities at these locations.

Supports Go Boston 2030 goals:

- Expanding Access

Potential to support Go Boston 2030 goal of leveraging innovation and technology

The program’s original plan included many technology elements such as smart benches with wifi and power outlets and electric vehicle charging stations, but unfortunately these failed to materialize during the pilot. Rain corroded the power outlets, wi-fi didn’t work and EV charging stations have yet to be installed. As the program expands the team can work to add these elements and explore adding others such as secure bike parking and charging for e-bikes.

Supports Go Boston 2030 goals:

- Leveraging innovation and technology
- Expanding Access

Boston Planning and Development
Agency releases neighborhood plans

- PLAN: East Boston

Include GoHubs! In BPDA PLAN documents for newly designed public spaces as part of the Article 80 TAPA process.

Provide avenues for people to request a GoHub! To capture locations that are not part planning projects.

Supports Go Boston 2030 goals:

- Building for resiliency
-

EXPANDING THE KIT-OF-PARTS

Growing the GoHubs!' Kit-of-Parts will help support Go Boston 2030's goals. Below are examples of what some of these elements could include:

Focus on experiential quality



comfortable place
to sit and rest or work

public art program



public bathroom wayfinding



mini libraries



playground like elements

Focus on experiential quality - nighttime



a mix of different lights



Expanding access

secure bike parking

bike trailer library

covered bike parking



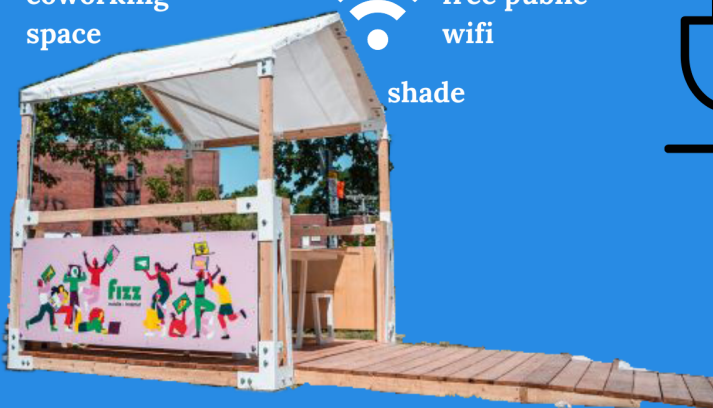
Leveraging Innovation and Technology

coworking space



free public wifi

shade



public outlets to charge:

- phone
- e-bike
- e-scooter

EXPANDING THE GOHUB! NETWORK

To grow the GoHubs! network, the team will compile a list of potential locations based largely on two criteria:

1. Areas of the city where other transportation projects are planned such as dedicated bike lane projects and transit corridor improvements.
AND/OR
2. Corridors with key MBTA bus routes

Phase I:

Buildout of placemaking amenities – the area survey participants expressed the most interest in. Each GoHub! will have a set of “baseline amenities” which include a mix of placemaking amenities and infrastructure to support Go Boston 2030’s goals.

- Seating (benches or other creative seating options) *Supports Experiential quality*
- Wayfinding and mode-finding signage *Supports Experiential quality*
- Shade *Supports Experiential quality*
- Lollipop bike racks *Supports Expanding access*
- Bluebikes station *Supports Expanding access*
- Free public wifi *Supports Leveraging innovation and technology*

Phase II:

Set priorities for additional amenities for each GoHub! in tandem with local groups through programming (events, workshops, bike rides, walk audits, etc.).

Programming will also bring a social element to GoHubs!, and act as a bridge between the physical infrastructure and the social infrastructure that is sometimes needed to familiarize people with different transportation options like carshare and bikeshare. This will hopefully bring in “new users” to shared transportation, further helping support Go Boston 2030 goals of reducing greenhouse gas emissions through modeshift.

Phase III:

Buildout of additional active transportation amenities and electric mobility such as e-bike charging/parking stations, secure bike parking, electric vehicle charging stations, outlets to charge phones, etc.

These “newer features” will help support people who are already familiar with biking, bikeshare and are migrating toward electric mobility.

Appendix A

WHAT WE SAW: Raw numbers – Bluebikes ridership across East Boston

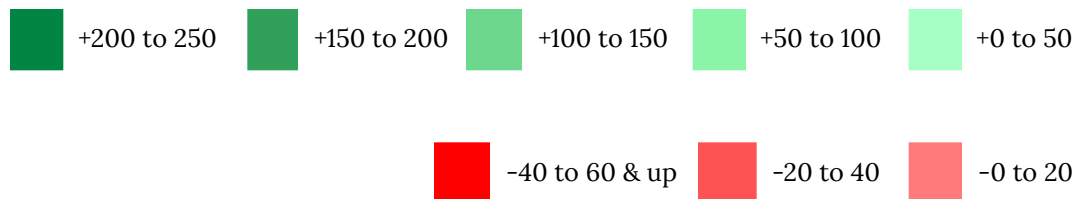
| | Summer 2019 | Summer 2020 | Summer 2021 | Summer 2022 |
|-----|--|---|--|---|
| #1 | 1642 - Maverick Square Lewis Mall | 2988 - Airport/ Greenway | 2064 - Airport/ Greenway | 2716 - Maverick Sq. at Lewis Mall |
| #2 | 1333 - Airport/ Greenway | 1947 - Maverick Sq. at Lewis Mall | 1940 - Maverick Sq. at Lewis Mall | 2397 - Airport/ Greenway |
| #3 | 1303 - Piers Park | 1751 - Orient Heights T stop | 1255 - Central Square | 1977 - Central Square |
| #4 | 822 - Boston East | 1518 - Piers Park | 1245 - Maverick Square | 1814 - Maverick Square |
| #5 | 763 - Maverick Square | 1348 - Central Square | 1078 - Piers Park | 1361 - Piers Park |
| #6 | 607 - Orient Heights T stop | 1316 - Bennington St at Constitution Beach | 1008 - Gove Street | 1282 - Porzio Park |
| #7 | 426 - The Eddy | 1229 - Maverick Street | 756 - Bennington St at Constitution Beach | 1188 - The Eddy |
| #8 | 406 - Bennington St at Constitution Beach | 868 - The Eddy | 748 - The Eddy | 1153 - Orient Heights T stop |
| #9 | 297 - Chelsea St at Saratoga St | 697 - Maverick Square | 746 - Porzio Park | 1026 - Bennington St at Constitution Beach |
| #10 | 296 - Bennington St at Byron St | 648 - Chelsea St at Saratoga St | 735 - Boston East | 912 - Gove St |
| #11 | 144 - Glendon St at Condor St | 544 - Bennington St at Byron St | 704 - Maverick Street | 894 - Maverick St |
| #12 | - | 407 - Boston East | 691 - Orient Heights T stop | 703 - Boston East |
| #13 | - | 353 - Glendon St at Condor St | 454 - Day Square | 654 - Eagle Hill |
| #14 | - | - | 386 - Bennington St at Byron St | 659 - Addison St at Saratoga St |
| #15 | - | - | 327 - Glendon St at Condor St | 626 - Day Square |
| #16 | - | - | 312 - Eagle Hill | 507 - Bennington St at Byron St |
| #17 | - | - | - | 342 - Glendon St at Condor St |



Appendix B

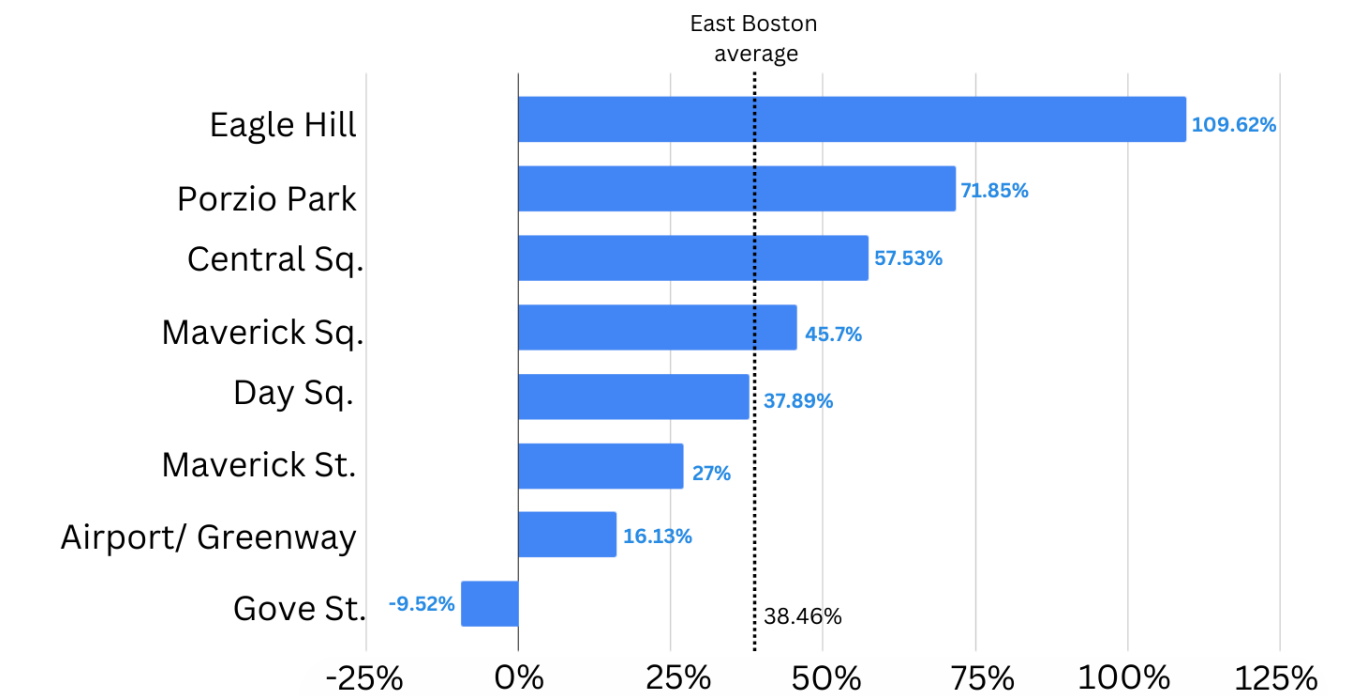
WHAT WE SAW: Percentage change in Bluebikes ridership across East Boston in summer 2021 vs summer 2022

| Bluebikes station | summer 2019 vs summer 2020 | summer 2020 vs summer 2021 | summer 2021 vs summer 2022 |
|-------------------------------------|-------------------------------|-------------------------------|-------------------------------|
| Maverick Square | -8.65 | +78.62 | +45.70 |
| Central Square | - | -6.9 | +57.53 |
| Eagle Hill | - | - | +109.62 |
| Day Square | - | - | +37.89 |
| Airport/ Greenway | +124.16 | -30.92 | +16.13 |
| Gove Street | - | - | -9.52 |
| Maverick Street | - | -42.72 | +26.99 |
| Porzio Park | - | - | +71.85 |
| Orient Heights T Stop | +188.47 | -60.54 | +66.86 |
| Maverick Sq. - Lewis Mall | +18.57 | -0.36 | +40 |
| Piers Park | +16.50 | -28.99 | +26.25 |
| Boston East | -50.49 | +164.86 | -4.35 |
| Bennington St at Constitution Beach | +224.14 | -42.55 | +35.71 |
| The Eddy | +103.76 | -13.82 | +58.82 |
| Chelsea St at Saratoga St | +118.18 | - | - |
| Glendon St at Condor St | +145.14 | -7.37 | +4.59 |
| Bennington St at Byron St | +83.78 | -29.04 | +31.35 |
| East Boston average | +87.59 | -1.64 | +38.46 |



Appendix C:

WHAT WE SAW: Summer 2021 - summer 2022 percentage change in Bluebikes ridership across GoHubs! vs East Boston average



Appendix D

Looking at neighborhood context of Bluebikes stations with the highest percentage increase – Summer 2021 vs summer 2022

Eagle Hill

109.62% increase

summer 2021

- 312 rides
- 16th place in East Boston

summer 2022

- 654 rides
- 13th place in East Boston

This was a new Bluebikes station added as part of the pilot which could help explain its low 2021 ridership numbers –the lowest performing station in the neighborhood. But the high percentage increase between its first and second year is encouraging, 109.62% – the highest of all the GoHubs! and all East Boston Bluebikes stations.

Neighborhood context

- Mostly residential
- Not close to subway
- Along key bus route
- Atop a hill

Nearby bike infrastructure

- Painted bike lane (faded)

Porzio Park

71.85% increase

summer 2021

- 746 rides
- 9th place in East Boston

summer 2022

- 1,282 rides
- 6th place in East Boston

Porzio park came online fall of 2020 and in summer 2022 it ranked right behind Piers Park, a popular neighborhood station. This GoHub! is unique in that the GoHub! sign and Zipcar spots are located on Marginal Street while the Bluebikes station is on Sumner Street, these streets are parallel to each other.

Neighborhood context

- Mostly residential
- Not close to subway
- Along Massport Harborwalk
- Many amenities already present
 - Recreational amenities like tennis and pickleball courts
 - Benches and picnic tables

Nearby bike infrastructure

- Massport Harborwalk



Central Square

57.53% increase

Summer 2021

- 1255 rides
- 3rd place in East Boston

Summer 2022

- 1977 rides
- 3rd place in East Boston

Like the Porzio Park GoHub!, this one also sits at a park and thus has many placemaking amenities already in place such as green space, trees and benches.

Neighborhood context

- Mostly commercial, some residential
- Not close to subway
- At Central Square Park

Nearby bike infrastructure

- Unprotected line along Meridian Street

Maverick Square

45.7% increase

Summer 2021

- 1245 rides
- 4th place in East Boston

Summer 2022

- 1814 rides
- 4th place in East Boston

This site sits across from another Bluebikes station, Maverick Square at Lewis Street, a top performing station in the neighborhood. Despite receiving the greatest number of placemaking amenities, this GoHub!'s Bluebikes ridership did not surpass its neighbor, coming at 1,814 vs 2,716 in raw numbers in summer 2022.

This GoHub! sits on the northern side of Maverick Square street where traffic flows toward the more commercial parts of the neighborhood, whereas Maverick Square at Lewis Street station sits at the edge of a plaza like area where people can easily choose between biking toward the harbor, or biking through the neighborhood toward the East Boston Greenway.

Neighborhood context

- Mostly commercial, some residential
- Across from subway station

Nearby bike infrastructure

- Two blocks from start of East Boston Greenway