



# GoHubs!

## NEIGHBORHOOD MOBILITY HUBS GUIDEBOOK



BOSTON'S TRANSPORTATION FUTURE .....	3
BOSTON'S SHARED MILE.....	4
MULTIMODAL ACCESSIBILITY WALKSHED .....	5
GOHUBS! FIILL GAPS IN THE TRANSPORTATION NETWORK.....	6
GOHUBS! GATEWAYS, SQUARES, AND POINTS.....	8
GOHUBS! KIT OF PARTS .....	9
BIKESHARE .....	10
PICK-UP & DROP-OFF.....	11
PARKLETS & PLACEMAKING.....	12
CAR SHARE .....	13
ELECTRIC VEHICLE CHARGING.....	14
BIKE PARKING .....	15
TRANSIT .....	16
BRANDING .....	17
INFORMATION.....	18
DESIGNING AND CREATING SUCCESSFUL GOHUBS! .....	19
IDENTIFYING THE RIGHT LOCATIONS .....	20
EAST BOSTON GOHUBS! PILOT LOCATIONS .....	21
MAVERICK STATION.....	22
CENTRAL SQUARE .....	23
GOVE STREET @ THE GREENWAY .....	24
AIRPORT STATION .....	25
DAY SQUARE.....	26
EAGLE HILL: MARION & WHITE STREET .....	27
JEFFRIES POINT: MAVERICK STREET .....	28
JEFFRIES POINT: PORZIO PARK.....	29
COMMUNITY ENGAGEMENT AND OUTREACH .....	30
PILOT EVALUATION.....	32
ACKNOWLEDGMENTS .....	33

# BOSTON'S TRANSPORTATION FUTURE

Go Boston 2030, the City of Boston's comprehensive transportation plan, identifies a vision for the future of transportation where all of Boston's residents have better and more equitable travel choices, where efficient transportation networks foster economic opportunity, and where the City has taken steps to mitigate transportation's contributions towards climate change. The projects outlined in Go Boston 2030 are making transportation more accessible, safe, and reliable. They also support the way most Bostonians travel, by prioritizing infrastructure for sustainable modes of transportation, such as walking, biking, public transportation, and vehicle sharing.

'Neighborhood Mobility microHubs' is identified in Go Boston 2030 as a priority project. Brought to life as 'GoHubs!', these neighborhood mobility hubs combine transportation options, information, and placemaking elements to make it more convenient to take a multimodal journey. GoHubs! provide transportation choice, giving access to combinations of bikeshare, car share, bike parking, passenger pick-up & drop-off, electric vehicle charging, and micromobility services. Combined with transportation information, smart bench technology, and placemaking elements, GoHubs! are supporting Boston's transportation future.

*Throughout Boston, GoHubs! offer more options to get around, meet up, and find your way. Whether walking, riding a bike, riding the bus or train, sharing a ride, or even charging your electric car, these mobility hubs will help you connect to your destination*



# BOSTON'S SHARED MILE

Shared Mile is sharing street space efficiently to decrease single occupancy vehicle trips, reducing greenhouse gas emissions from transportation and improving air quality, expanding access to transportation choices equitably, meeting face-to-face in public spaces, shared journeys, and above all, it is about making one of our city's biggest assets - our public transportation network - better connected, safer, and more welcoming for all.

## SHARED MILE PRINCIPLES

GoHubs! have the potential to substantially improve transportation connections, increase access, and make the multimodal journey more enjoyable. GoHubs! are part of advancing these Shared Mile Principles:



### 1. Encourage safe walking, biking, and transit use

- Prioritize the movement of people by supporting Bostonians on their primary ways of getting around - on foot, in a wheelchair, on a bike or scooter, on a bus, or by rail
- Invest strategically in new mobility services that complement and connect with the public transportation backbone
- Enact policies, design decisions, and strategies that make our streets safer for all users



### 2. Ensure a zero-emission future

- Implement policies and programs that reduce vehicle miles traveled (VMTs)
- Invest in Zero Emission Vehicle infrastructure
- Utilize renewable energy sources



### 3. Create inclusive and transparent decision-making and data-collection

- Create in-person and online civic forums to inform selection of policies and projects
- Make data accessible to the public, and make information easy to understand
- Follow the best practices for data transparency, collection, and storage



### 4. Address the social costs of congestion and automation

- Utilize public resources to support walking, biking, and public transit
- Increase multiple occupancy rides and eliminate passengerless trips and deadheading
- Support policies and partnerships that prioritize labor practices such as fair wages, benefits, and training to participate in the delivery of emerging mobility services



### 5. Encourage innovation and competition

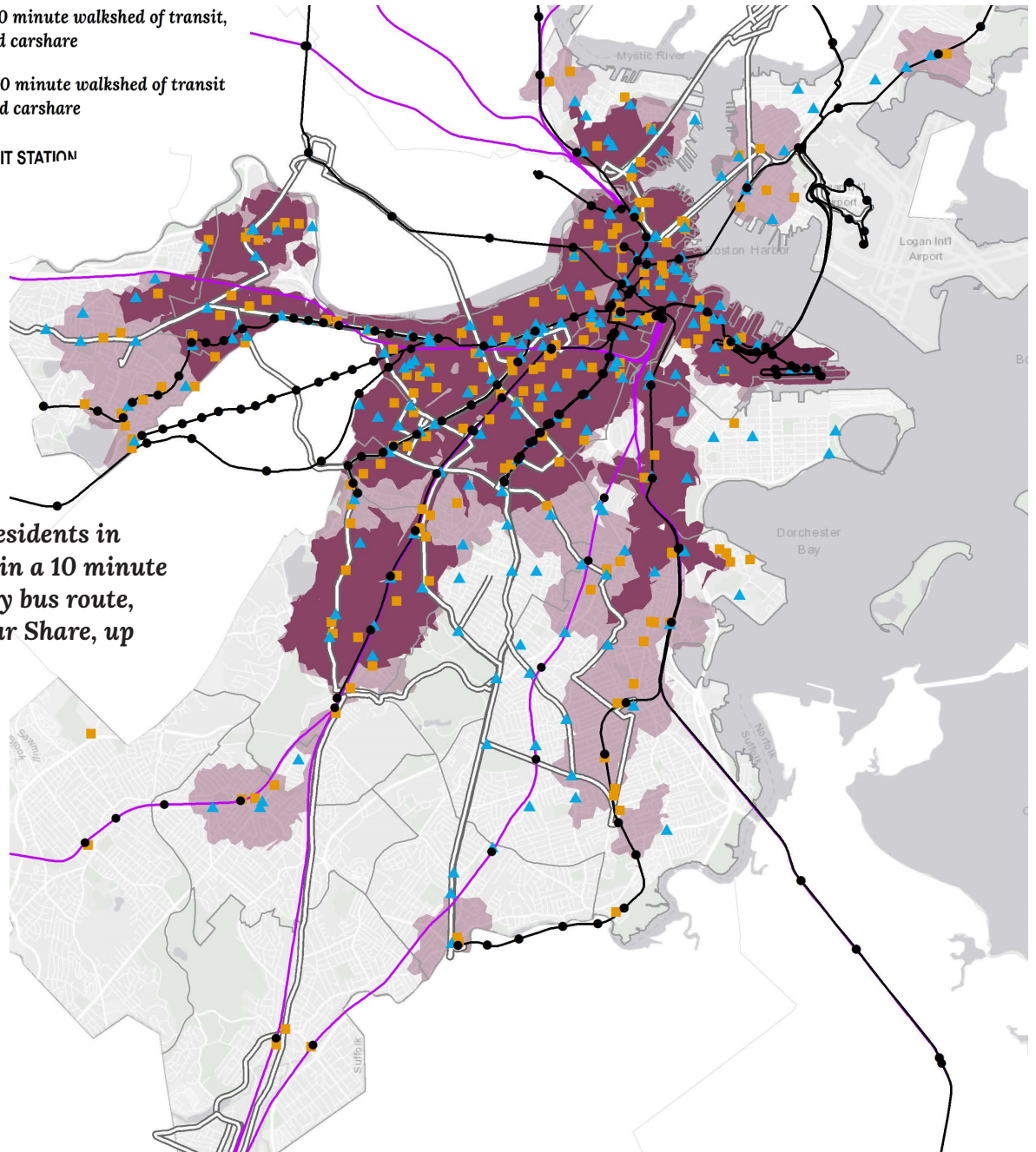
- Ensure that new technologies serve all residents throughout the City of Boston
- Support quick implementation of pilot projects to test new ideas
- Continue to work with the private sector on new and innovative transportation models

# MULTIMODAL ACCESSIBILITY WALKSHED

Area in 2019 within 10 minute walkshed of transit, BlueBikes station, and carshare

Area in 2014 within 10 minute walkshed of transit, BlueBikes station, and carshare

- MBTA RAIL / RAPID TRANSIT STATION
- ▲ BLUEBIKES STATIONS
- CAR SHARE LOCATION
- RAPID TRANSIT LINES
- COMMUTER RAIL LINE
- KEY BUS ROUTES



*In 2019, 60% of residents in Boston were within a 10 minute walk of rail or key bus route, Bikeshare, and Car Share, up from 42% in 2014*

*A goal of Go Boston 2030 is for every household to be within a 10 minute walk of frequent transit, bikeshare, and car share. The installation of GoHubs! moves the City closer to achieving that goal.*

# GOHUBS! FILL GAPS IN THE TRANSPORTATION NETWORK

GoHubs! collocate transportation options such as bikeshare, car share, passenger pick-up and drop-off, and bike parking alongside bus stops and subway stations. Information on how to access these transportation modes help make it easier to complete a multimodal journey. This allows the user to make the best transportation choices that work for them.

People often make transportation choices based on convenience, reliability, and perceived ease of use. Transportation options that present uncertainty, such as a public transit trip that requires a mid-trip transfer, may lead a person to choose a mode they feel they have more control over, such as driving a personal vehicle, even if the trip is more costly and takes longer to complete. GoHubs! make it easier to access transportation options, provide information, and create an easily identifiable place to overcome this uncertainty.

## GOHUBS! CREATE A NETWORK, CONNECTING NEIGHBORHOODS TOGETHER

GoHubs! form a network of transportation options that make it easier to connect to destinations throughout the City. The purpose of GoHubs! is to improve access, enhance public spaces, and provide information.



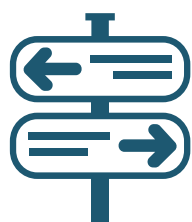
### Improve Access and Mobility

- Provide more transportation options in areas that have been underserved
- Improve first/last mile connections to public transportation
- Strengthen the links between multimodal transportation services
- Prioritize walking, biking, transit, and shared mobility services in the public way



### Enhance Place

- Create welcoming spaces that improve the waiting and transfer experience
- Provide space for community events and neighborhood resources
- Make safe connections for pedestrians, bicyclists, and other vulnerable users
- Use branding to establish easily identifiable places



### Provide Information

- Real-time arrival information to allow for more informed transportation choices
- Provide a platform for local news, events, and neighborhood activities
- Enhance awareness of transportation options for multimodal trip taking
- Identify safe connections to neighborhood destinations

# NEIGHBORHOOD GOHUBS!

Throughout Boston, GoHubs! offer more options to get around, meet up, and find your way. Whether walking, riding a bike, riding the bus or train, sharing a ride, or even charging your electric car, these mobility hubs will help you connect to your destination.



**Boston Transportation Department**



- CAR SHARE
- BIKE SHARE
- BRANDING
- BIKE PARKING
- COMMUNITY INFORMATION
- RIDEHAIL PICKUP & DROP-OFF ZONE
- ELECTRIC VEHICLE CAR CHARGING STATION
- PARKLET
- BUS STOP

# GOHUBS! GATEWAYS, SQUARES, & POINTS

GoHubs! range in size from large to small depending on the location and services provided. 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. GoHubs! are organized into Gateways, Squares, and Points.



## GATEWAYS

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

### EXAMPLE

Maverick Station  
*page 22*

- Gateway GoHubs! are located around high-frequency transit stops or high ridership bus stops, where transfers can provide connections to surrounding neighborhoods and destinations across the region
- Gateways encourage users to explore further into a neighborhood, highlighting nearby GoHubs! within the network
- Gateways feature the most transportation modes and amenities, and provide the resources needed to complete a multimodal trip



## 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**

### EXAMPLE

Day Square  
*page 26*

- Square GoHubs! serve as the 'way station' within the GoHub! network. They offer space to sit, use the Internet, charge your device, and pass time with friends and family
- Squares are typically placed at or near major bus routes
- The area around Squares often include traffic calming measures, and bike and pedestrian infrastructure improvements



## POINTS

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

### EXAMPLE

Eagle Hill  
*page 27*

- 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



# GOHUBS! KIT OF PARTS

The different components that make up GoHubs! work as a “Kit of Parts” that can be tailored to the unique requirements of each location. Some of these components are presented on the following pages, and include information on their installation requirements, considerations, and additional resources. These are provided as a tool for residents, community organizations, developers, private service providers, and the City of Boston to use when collaborating on the design and implementation of GoHubs!.

Transportation options, desired amenities, and available technologies will continue to change along with community needs, preferences, and habits. This Kit of Parts is not intended to describe every possible component that could make up a GoHub!. Rather, this is a baseline of components that were part of the GoHubs! pilot in East Boston. The components that make up GoHubs! should continue to expand, and GoHubs! should adapt to meet the needs of communities throughout Boston.

## THESE KIT OF PARTS COMPONENTS INCLUDE:

**BLUEbikes.**

**Bikeshare**



**Ridehail Pick-Up  
& Drop-Off**



**Parklets, Public Art,  
& Placemaking**



**Car Share**



**Electric Vehicle  
Charging**



**Bike Parking**



**Transit**



**Branding**



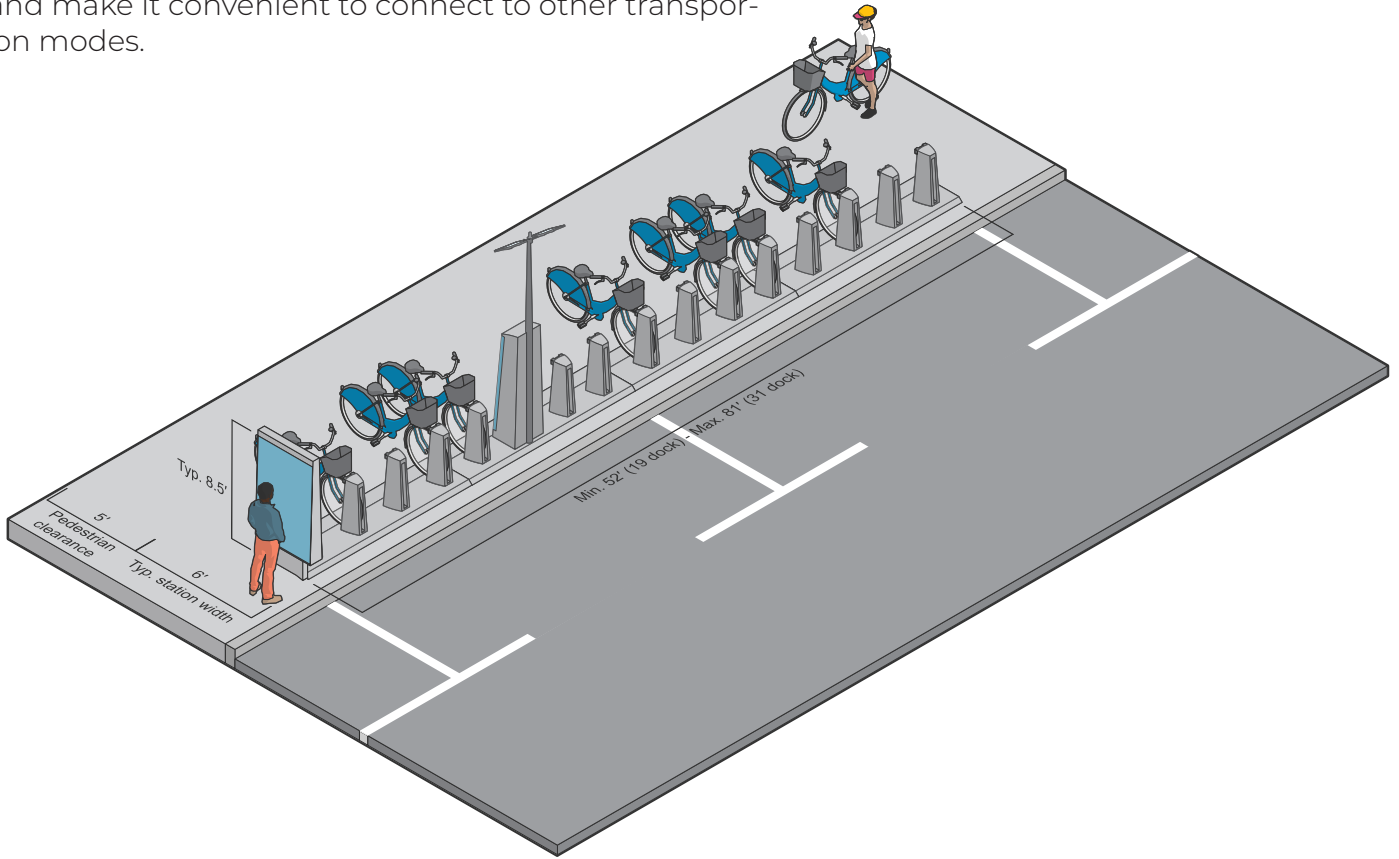
**Information**

**B**

*Boston's Curb Zone Guidelines details how Boston is re-thinking curb management to align with its transportation and climate goals, to respond to changing demands, and to allocate curb space more equitably. This means using curb space for shared services, passenger and goods exchanges, dedicated bus and separated bike lanes, and the expansion of public space. GoHubs! are one way these changes are being implemented.*

# BIKE SHARE

Bikeshare provides access to a bike without having to own one. This public transportation program, Bluebikes, has over 4,000 bikes and more than 400 docking stations across the region. Bikeshare links GoHubs! together, and make it convenient to connect to other transportation modes.



## INSTALLATION REQUIREMENTS

- The design and installation must be coordinated with the Boston Transportation Department
- A standard station has the capacity for 19 bikes, in an area that is 6' wide by 52' in length
- A minimum 5' clear pedestrian path
- The solar powered kiosk needs sufficient sunlight to provide power to the station
- The station may not obstruct access to utilities, fire hydrants, or other street furniture objects

## CONTACT INFORMATION

- E - [bikeshare@boston.gov](mailto:bikeshare@boston.gov)
- P - 617-635-4680
- W - [boston.gov/bikeshare](http://boston.gov/bikeshare)

## INSTALLATION CONSIDERATIONS

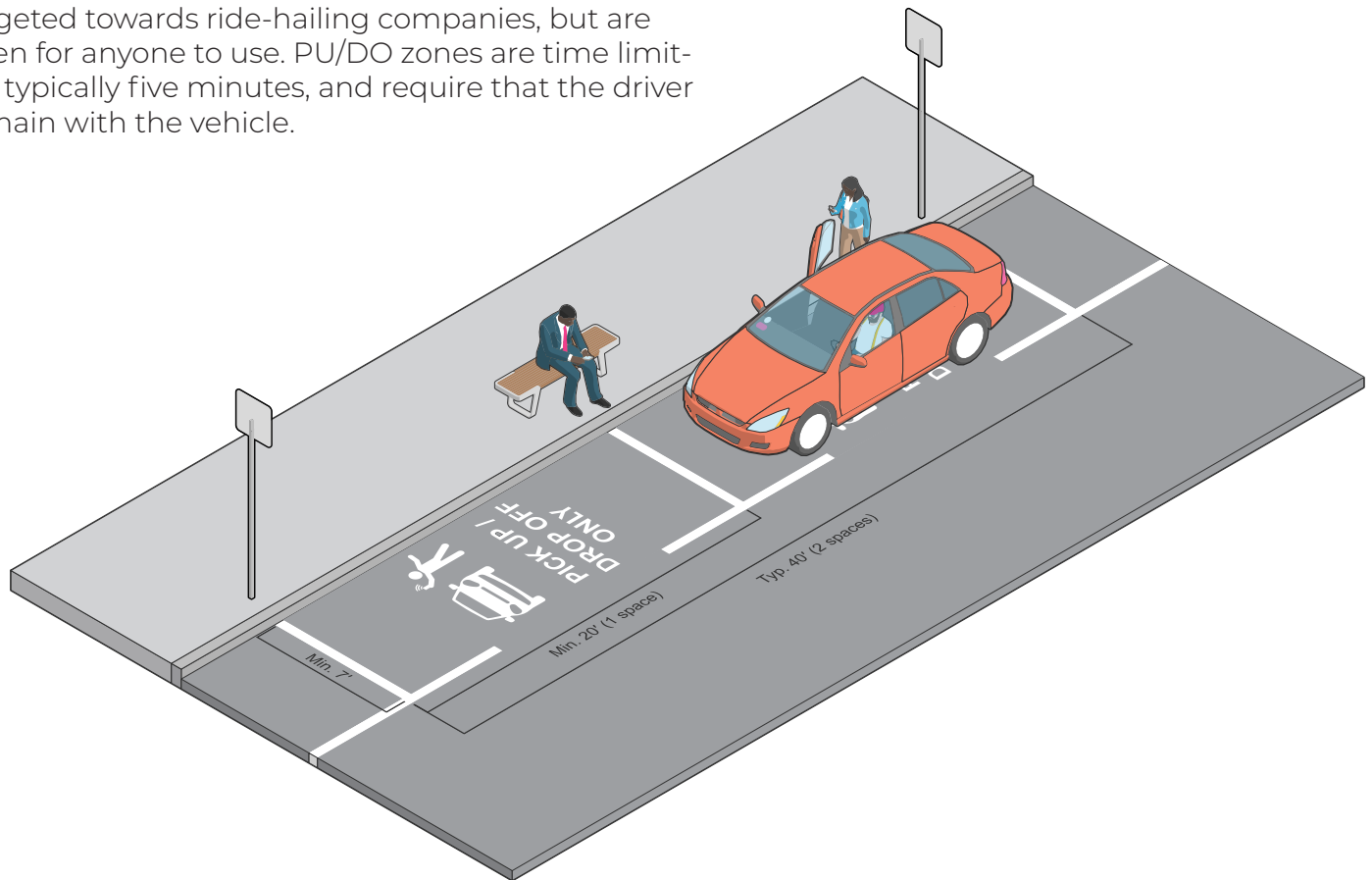
- Stations should be within a 5-10 minute walk to one another. This provides options for retrieving and returning bikes, and helps form a connected network
- Stations should be located adjacent to bike lanes and low-stress routes
- Stations should be placed off-street, or if placed on-street, there needs to be a plan for relocating the station during the winter months

## ADDITIONAL RESOURCES

- [Boston Bluebikes](#)
- [Learn How the Bluebikes Program Works](#)
- [View the Map of Bluebike Station Locations](#)
- [Request a Location for a Bluebikes Station](#)

# PICK-UP & DROP-OFF

Pick-up & Drop-Off (PU/DO) zones are dedicated curbside spaces to help facilitate the movement of passengers to and from vehicles. These zones are targeted towards ride-hailing companies, but are open for anyone to use. PU/DO zones are time limited, typically five minutes, and require that the driver remain with the vehicle.



## INSTALLATION REQUIREMENTS

- The design and installation must be coordinated with the Boston Transportation Department
- Zones are a minimum of 40', mid-block zones 60' for one vehicle, 100' for two vehicles, and 140' for three vehicles
- The curb and furniture zone should be clear of excessive clutter that may impede access
- Regulatory sign T-1H must be used

## CONTACT INFORMATION

- E - [newmobility@boston.gov](mailto:newmobility@boston.gov)
- P - 617-635-4680
- W - [boston.gov/newmobility](https://boston.gov/newmobility)

## INSTALLATION CONSIDERATIONS

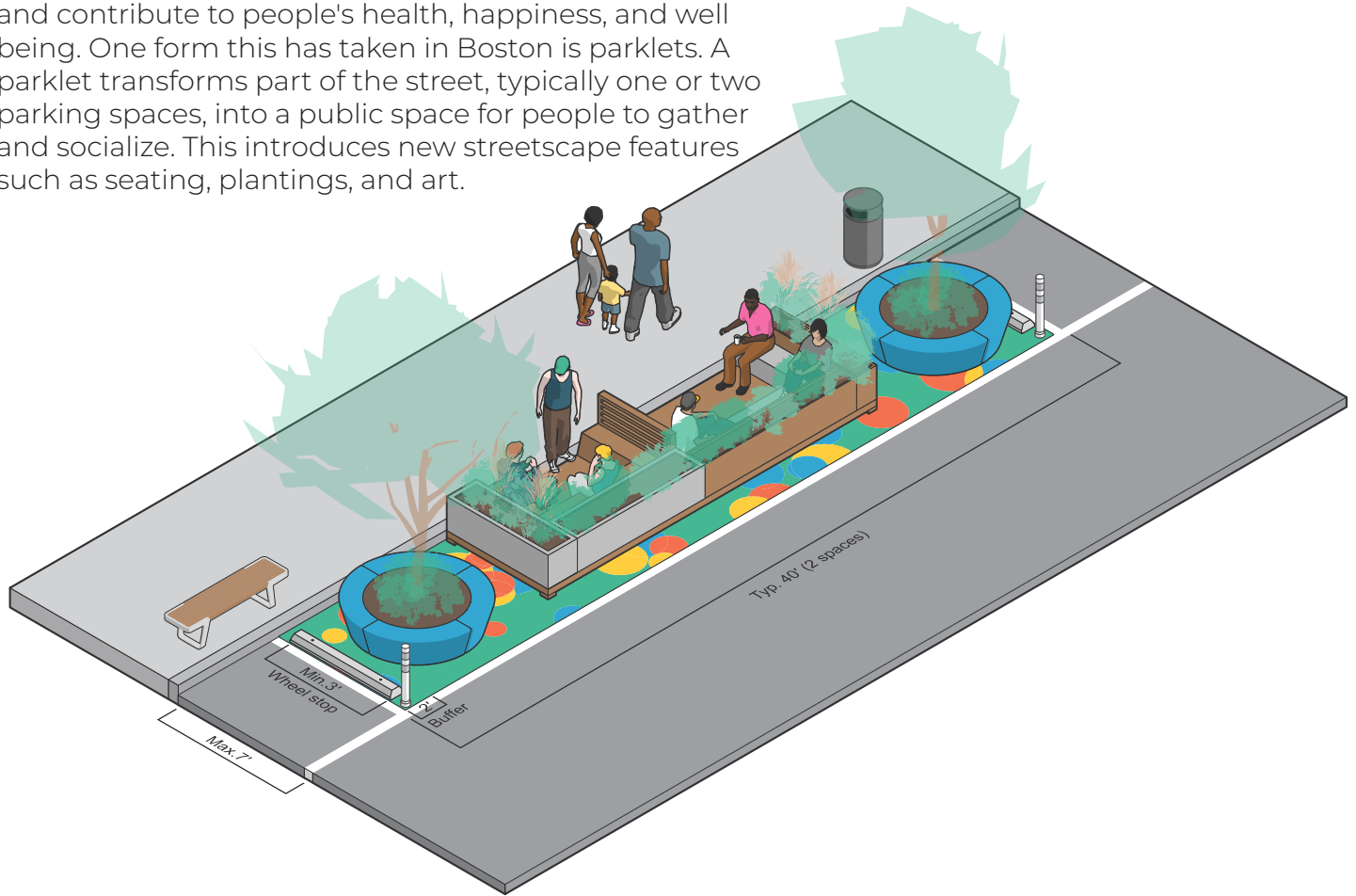
- Locate zones at the beginning blocks for easy in/out access, and near clusters of businesses to serve multiple locations
- Locate zones in areas of high passenger demand, other regulations can provide passenger access where there is low demand
- Coordinate with ride-hail companies to geofence the zone for drivers and users
- Locate near other amenities such as seating, and other transportation options

## ADDITIONAL RESOURCES

- [City of Boston Pick-Up & Drop-Off Pilot Report](#)

# PARKLETS & PLACEMAKING

Placemaking is the strategic, creative, and tactical process of utilizing space to improve quality of life, and contribute to people's health, happiness, and well being. One form this has taken in Boston is parklets. A parklet transforms part of the street, typically one or two parking spaces, into a public space for people to gather and socialize. This introduces new streetscape features such as seating, plantings, and art.



## INSTALLATION REQUIREMENTS

- The design and installation must be coordinated with the Boston Transportation Department
- Typical spacing is 40' long, 7' wide, and 3' of space between wheel stops at each end
- Parklets cannot block fire hydrants, manholes, or over utility access points
- Parklet platforms must be flush with the adjoining sidewalk, and be accessible and meet all ADA requirements

## CONTACT INFORMATION

- E - [parklets@boston.gov](mailto:parklets@boston.gov)
- P - 617-635-4680
- W - [Boston's Parklet Program](#)

## INSTALLATION CONSIDERATIONS

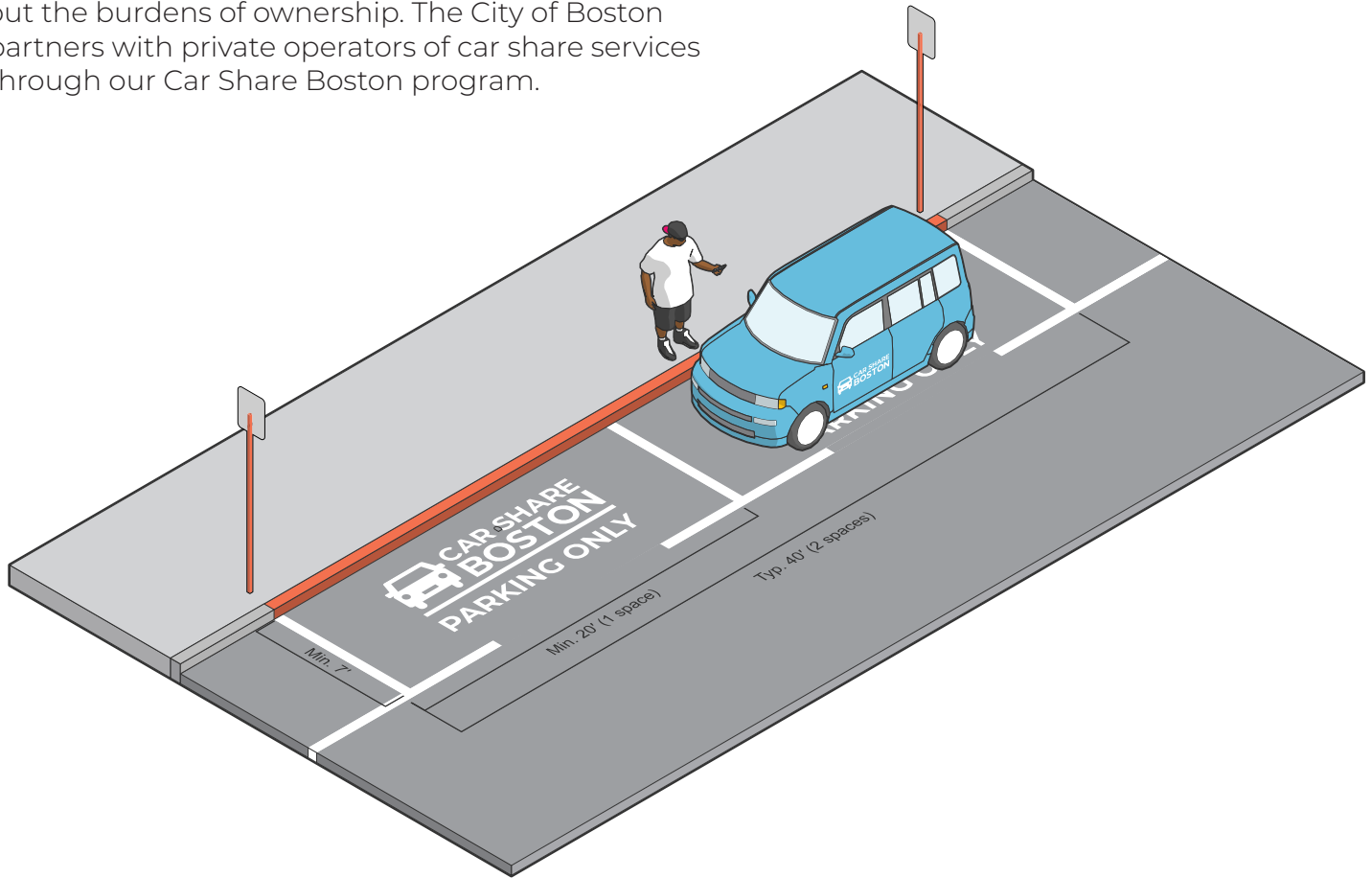
- Parklets are seasonal and revert back to the signed regulations during the winter months
- A plan for installation/removal, maintenance, and winter storage
- Work with local businesses, and community groups on the design and location, designing as well as maintenance agreements
- Parklets are considered public space and restrictive private uses are not allowed

## ADDITIONAL RESOURCES

- [Boston's Complete Streets Guidelines - Smart Curbs](#)
- [Boston's Tactical Public Realm Guidelines](#)

# CAR SHARE

Car Share services provide access to vehicles that are shared among members. Car sharing is a convenient way to access a vehicle for longer distance trips without the burdens of ownership. The City of Boston partners with private operators of car share services through our Car Share Boston program.



## INSTALLATION REQUIREMENTS

- Car Share services that operate from the public right of way must be licensed by the Boston Transportation Department
- A parking space is 20' in length by 7' in width
- Spaces must be identified with regulatory signage T-1Q and include a sign identifying the car share operator
- The Car Share operator is responsible for maintaining spaces, including signage and lane markings

## CONTACT INFORMATION

- E - [newmobility@boston.gov](mailto:newmobility@boston.gov)
- P - 617-635-4680
- W - [boston.gov/carshareboston](http://boston.gov/carshareboston)

## INSTALLATION CONSIDERATIONS

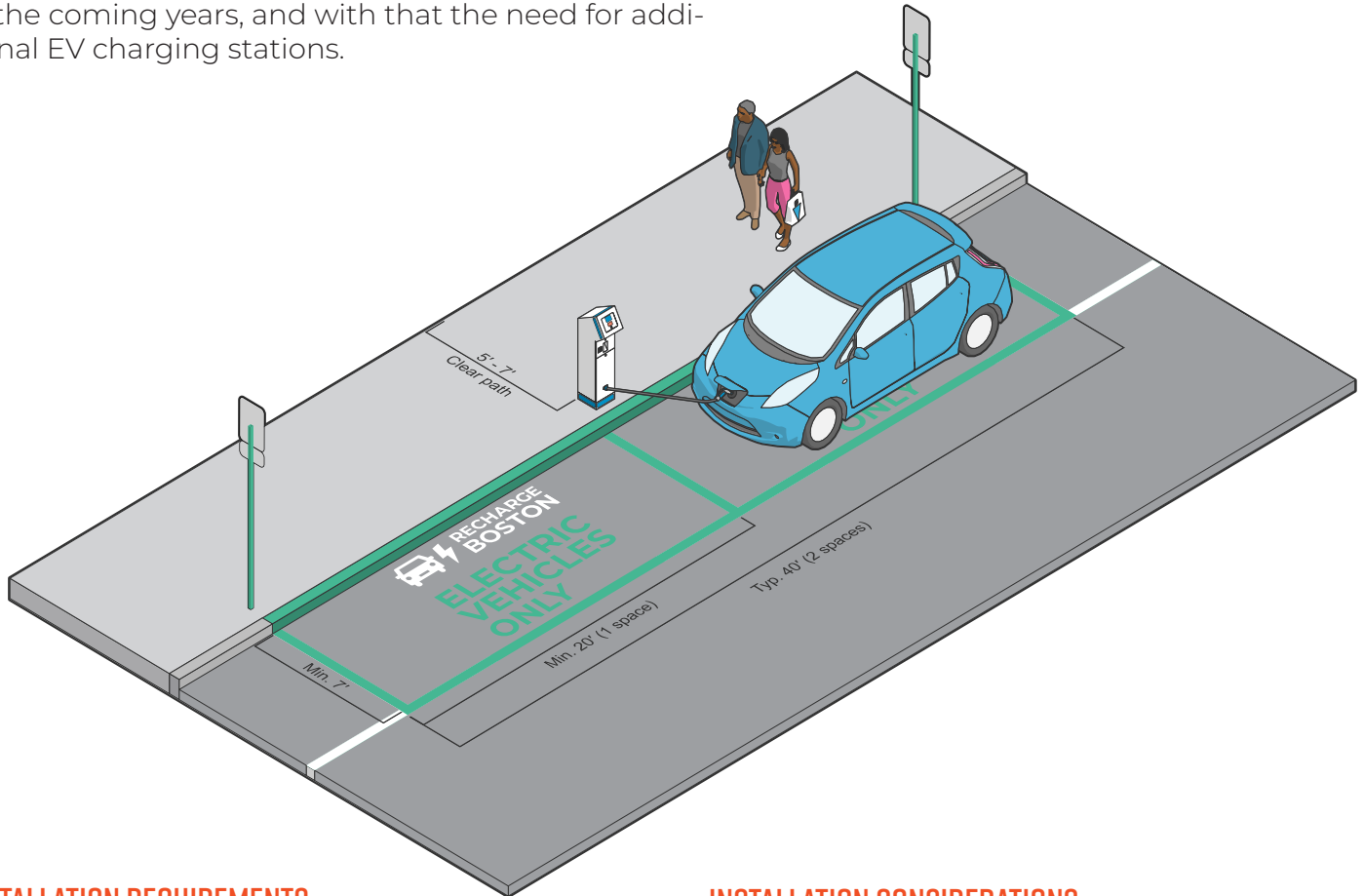
- Car Share vehicles should be grouped together in 'pods' of at least two vehicles
- The only Car Share model permitted at this time is the traditional station based model
- Car Share vehicles should be located in highly visible areas, to promote the service and increase safety
- New Car Share service should be implemented in areas that are under-served, in particular Environmental Justice Communities

## ADDITIONAL RESOURCES

- [Car Share Boston T-1Q and Operator Signage](#)
- [Car Share Boston Pavement Markings](#)
- [Drive Boston Pilot Report](#)

# ELECTRIC VEHICLE CHARGING

Electric vehicles (EVs) are powered completely, or in part, by electricity. Electric vehicle charging stations provide electricity to fuel EVs. It is expected that the number of EVs on the road will increase dramatically in the coming years, and with that the need for additional EV charging stations.



## INSTALLATION REQUIREMENTS

- Installation be approved by the Boston Transportation and Public Works Departments
- Typical EV charging parking spaces are 20' in length by 7' in width
- Charging stations should be 18" from the curb edge, allow 5'- 8' of unobstructed sidewalk, and bollards are required to protect the station from vehicles
- Spaces must be marked with the standard T-1EV regulatory signage

## CONTACT INFORMATION

- E - [newmobility@boston.gov](mailto:newmobility@boston.gov)
- P - 617-635-4680
- W - [boston.gov/rechargeboston](http://boston.gov/rechargeboston)

## INSTALLATION CONSIDERATIONS

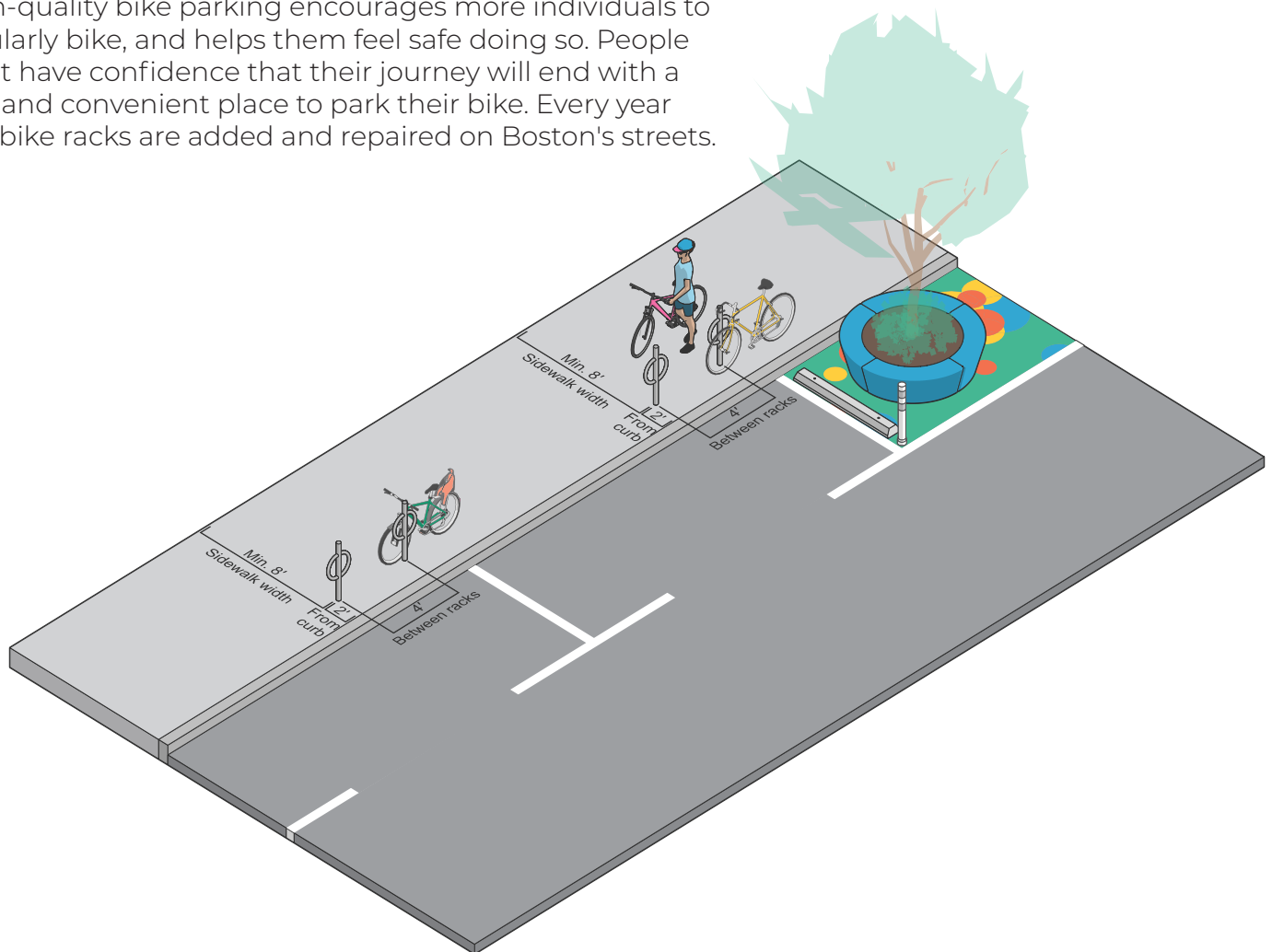
- EV charging requires significant electrical infrastructure. Coordinate with the local utility in selecting a site and understanding the costs
- Charging stations should accommodate two vehicles, one station with two access plugs
- Charging stations should be a Level II or higher, and be networked and have smart features
- Curbside charging is best suited for residential, and mixed use commercial areas with limited off-street parking

## ADDITIONAL RESOURCES

- [Boston Complete Streets Guidelines p. 240-241](#)
- [How to Guide: EV Charger Installation](#)
- [Regulatory Signage T-1EV and Pavement Markings](#)

# BIKE PARKING

High-quality bike parking encourages more individuals to regularly bike, and helps them feel safe doing so. People must have confidence that their journey will end with a safe and convenient place to park their bike. Every year 200 bike racks are added and repaired on Boston's streets.



## INSTALLATION REQUIREMENTS

- Installations must be approved by the Boston Transportation Department
- The city approved bike rack is a black, powder coated post and ring rack with an in-ground mounting mechanism
- There must be a 5' clear pedestrian path, and bikes parked at racks cannot block curb ramps, fire hydrants, loading zones, and accessible parking spaces

## CONTACT INFORMATION

- E - [bostonbikes@boston.gov](mailto:bostonbikes@boston.gov)
- P - 617-635-4680
- W - [Boston Bikes](#)

## INSTALLATION CONSIDERATIONS

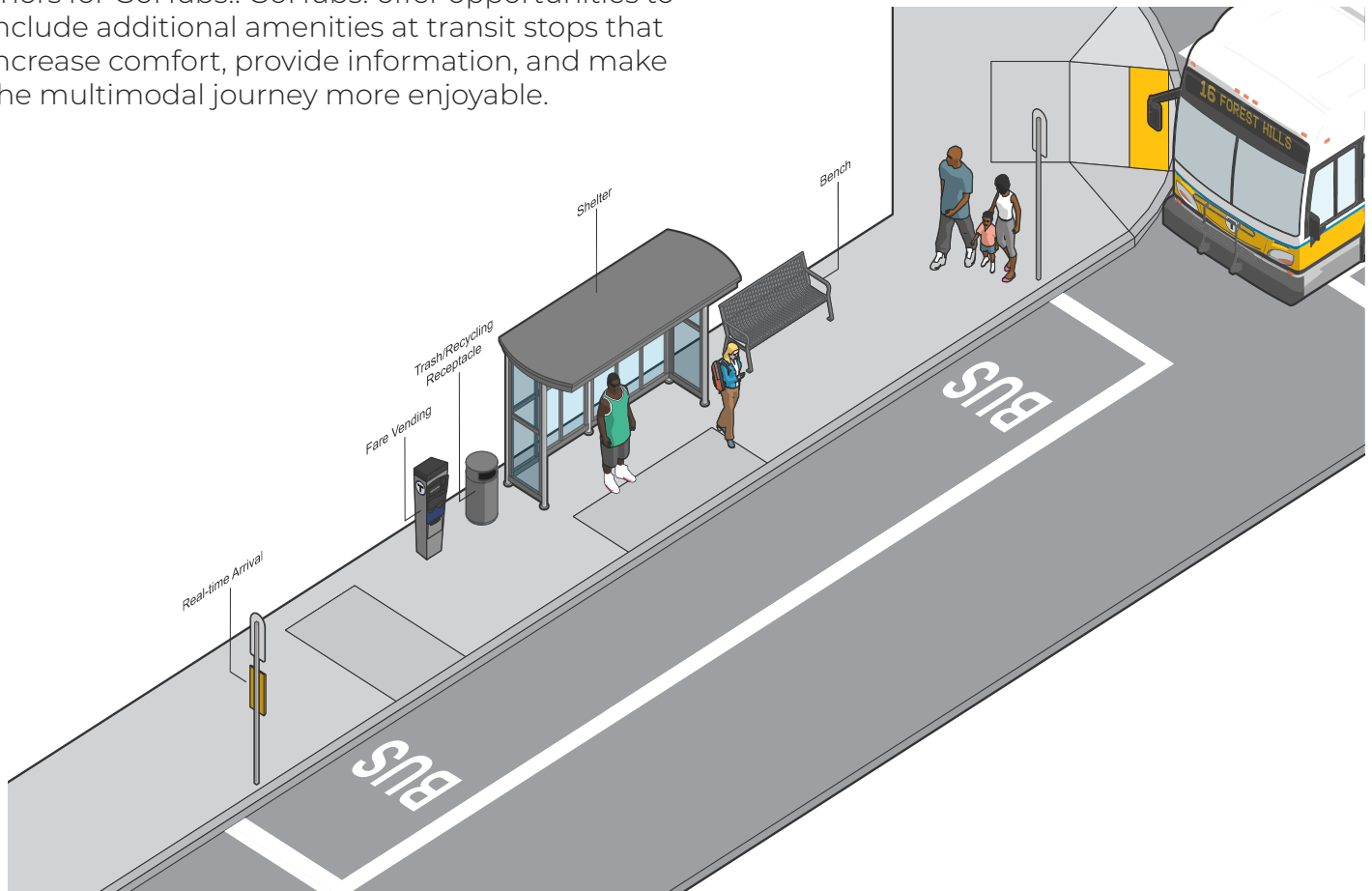
- Place racks in a visible location, well-lit, and convenient to destinations
- On-street bike corrals may be possible in some locations, one parking space can serve 10 bikes
- Include additional amenities such as bike lockers, secured group parking, and space for cargo bikes
- Provide electrical outlets to charge electric bikes, scooters, and other mobility devices

## ADDITIONAL RESOURCES

- [Bike Parking Guidelines](#)
- [Boston Bike Rack Program](#)
- [How and Where to Park Your Bike](#)
- [Bike Rack Performance Criteria](#)

# TRANSIT

MBTA bus stops and subway stations serve as anchors for GoHubs!. GoHubs! offer opportunities to include additional amenities at transit stops that increase comfort, provide information, and make the multimodal journey more enjoyable.



## INSTALLATION REQUIREMENTS

- Work with the MBTA and Boston Transportation Department for requests related to transit

## INSTALLATION CONSIDERATIONS

- Bus stops are generally located on the near-side or far-side of an intersecting cross street
- In general, far-side bus stop locations are safer for pedestrians and facilitate faster travel times
- GoHub! sites around transit stations should include real-time arrival information, seating, shelters, and be well lit
- Consider ways to improve the transit waiting experience, including interactive placemaking elements, smart devices, and displays of information

## ADDITIONAL AMENITIES TO CONSIDER

- Shelters
- Benches
- Trash and recycling receptacles
- Signs, schedules, maps
- Real time arrival
- Fare vending

## ADDITIONAL RESOURCES

- [Massachusetts Bay Transit Authority \(MBTA\)](#)
- [MBTA Buss Stop Planning & Design Guide](#)

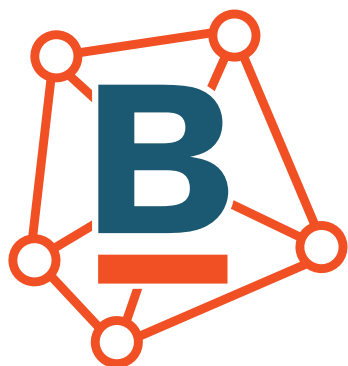
## CONTACT INFORMATION

- P - 617-635-4680

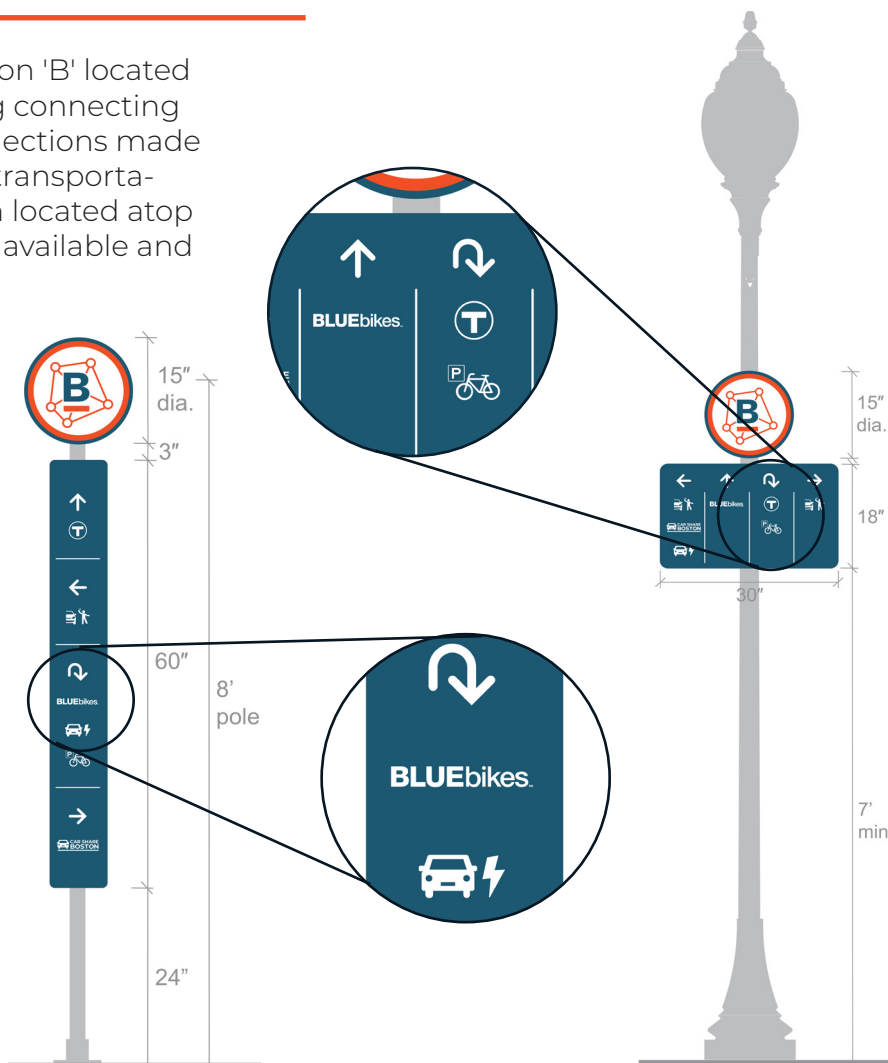


# BRANDING

GoHubs! are branded using the Boston 'B' located within a spokes graphic representing connecting parts. This serves to identify the connections made between GoHubs! and multi-modal transportation. The branding includes a beacon located atop signage that identifies components available and their location.



The GoHub! Boston 'B'



## INSTALLATION REQUIREMENTS

- The beacon 'B' logo is 15" in diameter, informational panels are 60" by 8" on standard 2" sign posts, or 18" by 30" for existing light posts. Smaller 16" by 20" panels may be used in limited situations
- Signs are printed on Dibond and fastened to 2" sign posts or light poles
- The 'B' logo sign should sit 6" above the information panel
- Signs are installed with front and back panels and with graphics adjusted for two-sided viewing
- Directional signage should be positioned to provide accurate wayfinding towards transportation options
- Colors are Blue RGB 27, 88, 113, Orange RGB 240, 80, 37, and White RGB 255, 255, 255

## INSTALLATION CONSIDERATIONS

- Position the beacon to be visible from a distance and from multiple directions
- Leave space on the informational panel for additional components to be added in the future
- GoHub! components that are planned but not installed can be included on the signage marked with a 'coming soon' notification

## ADDITIONAL RESOURCES

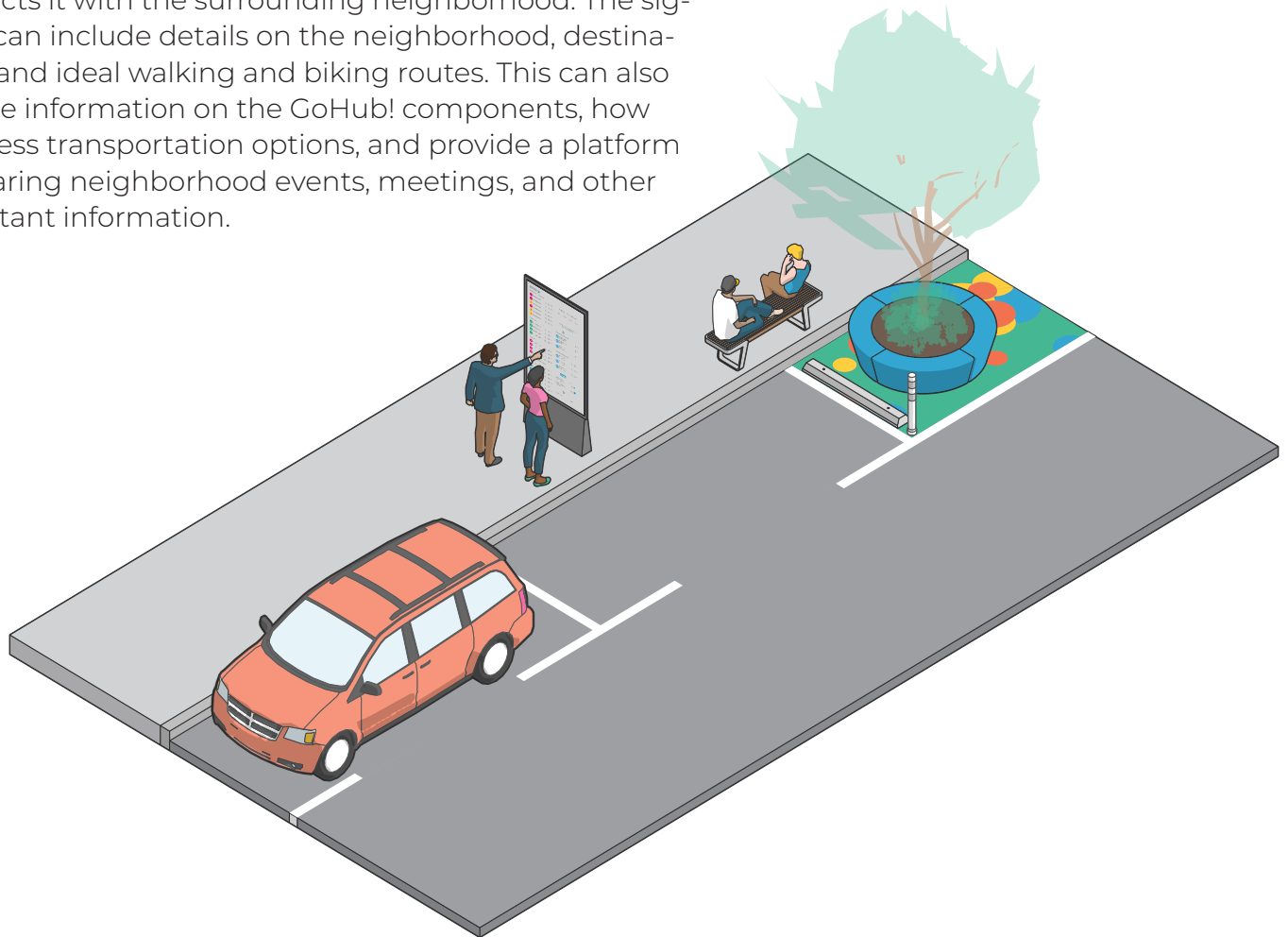
- [GoHubs! Beacon and Directional Signage Pilot Examples](#)

## CONTACT INFORMATION

- E - [newmobility@boston.gov](mailto:newmobility@boston.gov)
- P - 617-635-4680
- W - [boston.gov/gohubs](http://boston.gov/gohubs)

# INFORMATION

Informational signage provides context to a GoHub! and connects it with the surrounding neighborhood. The signage can include details on the neighborhood, destinations, and ideal walking and biking routes. This can also include information on the GoHub! components, how to access transportation options, and provide a platform for sharing neighborhood events, meetings, and other important information.



## INSTALLATION REQUIREMENTS

- Informational signage must be approved by the Boston Transportation Department
- A minimum 5' clear path is required, and the signage may not block access to curb ramps, accessible parking spaces, or loading zones
- Information is to be provided in multiple languages and universal symbols and icons used when possible
- Marketing of products is not permitted without express permission from the City of Boston

## CONTACT INFORMATION

- E - [newmobility@boston.gov](mailto:newmobility@boston.gov)
- P - 617-635-4680
- W - [boston.gov/gohubs](https://boston.gov/gohubs)

## INSTALLATION CONSIDERATIONS

- Digital tags can be used to link to websites for more information
- Incorporate technology to create interactive environments
- Involve the community in developing neighborhood specific information
- Expand signage to include suggested routes within a neighborhood to destinations and other GoHub! locations

## ADDITIONAL RESOURCES

- [Complete Streets Guidelines - Smart Curbsides](#)
- [Language and Communication Guidelines](#)

# DESIGNING AND CREATING SUCCESSFUL GOHUBS!

GoHubs! must be safe, intuitive, enticing, and enjoyable. In addition to improving mobility, GoHubs! are community places. They should be established through partnerships, be easy to maintain, hold continued relevance to a community, and be adaptive to changes in transportation and the introduction of new technologies.



## USER EXPERIENCE

Successful GoHubs! are welcoming waiting areas as well as meeting places. GoHubs! link residents and visitors to waypoints within a community. These waypoints can be spaces that include public events, farmer's markets, playgrounds, and commercial areas. GoHubs! can highlight the unique identity of a community through public art, placemaking, and by sharing information important to a community. GoHubs! have the potential to be an essential part of a neighborhood, and to include amenities that address specific localized needs.



## SAFETY, COMFORT, AND VISIBILITY

The design of a GoHub! can have a direct impact on people's perception of safety and their willingness to use the GoHub! as a place to visit and make connections. They must be places that invite people on foot and on two-wheels, calm vehicle traffic, and create a safe environment. GoHubs! with amenities including benches, WiFi, device charging, and shelters promote comfort.



## PARTNERSHIPS

Implementing such a comprehensive network requires significant coordination and cooperation among a range of stakeholders and strong public/private partnerships. These include, but are not limited to:

- Residents and neighborhood groups
- Community organizations and nonprofits
- MBTA
- Private transportation service providers
- Adjacent developers and other private businesses
- Local institutions



## MAINTENANCE AND OPERATIONS

Once implemented, ownership and maintenance plans for each GoHub! site need to be identified. Maintenance responsibilities will likely include partnerships between the City, community groups and residents, and private transportation operators. As GoHubs! become more prominent, a single contractor may be required to maintain all locations to similar standards. Memorandums of Understanding (MOUs) can clarify responsibilities and roles.

# IDENTIFYING THE RIGHT LOCATIONS

## FILLING THE GAPS

Locating GoHubs! begins with analyzing existing transportation resources and constraints, highlighting important places, and identifying gaps. This process can include the following steps:

- Map the locations of existing transportation assets such as key bus stops, T stations, Bluebikes stations, Car Share, and EV charging stations
- Map neighborhood amenities such as hospitals and health centers, employment centers, commercial areas, schools, libraries, community centers, playgrounds, and parks
- Gather information on existing planning projects and major developments that may impact transportation access, and coordinate efforts
- Identify walking and biking corridors such as safe routes to schools, slow streets zones, wayfinding routes, low stress bike streets, off-street paths, and bike lanes. Locate GoHubs! along these routes
- Identify gaps in the transportation network and locate GoHubs! to fill the gaps

## ADDRESSING COMMUNITY NEEDS

GoHubs! will only be useful if they are addressing community needs. Identifying these needs and potential solutions should drive the location of GoHubs! This process could include:

- Engage with community stakeholders to understand community needs, including public safety, city services, and other concerns that may be unrelated to GoHubs!
- Identify GoHub! components that may address these needs, including components that may not have been deployed at previous GoHubs!
- Concentrate resources in areas that are less connected to job centers, quality healthcare, healthy food, and community spaces such as parks, playgrounds, and community centers
- Locate GoHubs! to provide transportation access, increase access to community amenities, and where they may address other community needs. Examples include relocating transportation options to well lit, more visible areas, providing trash receptacles, improving sidewalks and pedestrian crossings, and using public art to activate a space

## INVOLVING THE COMMUNITY

GoHubs!, individually and as a network, will only be effective if their design and locations are driven by the community. This process may include:

- Engaging residents with an inclusive, easy to participate, and multilingual community process
- Presenting proposed locations and GoHub! components to the community for feedback
- Being open to making changes to GoHubs! as feedback is provided by the community

# EAST BOSTON GOHUBS! PILOT

In the Fall of 2020 the City of Boston launched a pilot program, installing GoHubs! at eight locations in East Boston. Locations were chosen based on community input, proximity to bus and subway stops, and gaps in transportation access. There was a focus on locating in environmental justice communities.

## THE EAST BOSTON PILOT LOCATIONS INCLUDE:

**Maverick Station**

**Central Square**

**Gove Street @ the Greenway**

**Airport Station**

**Day Square**

**Eagle Hill: Marion & White Streets**

**Jeffries Point: Maverick Street**

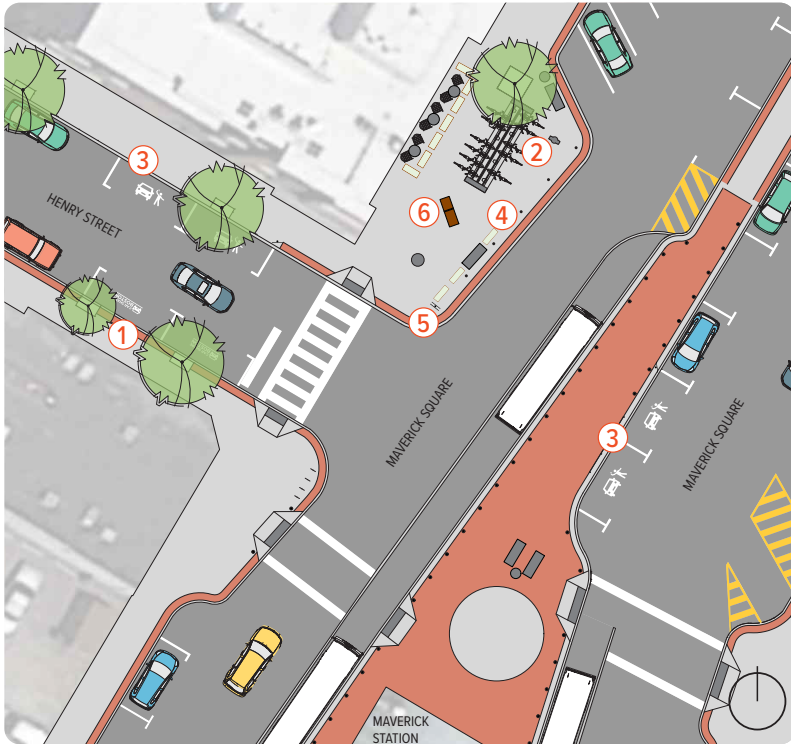
**Jeffries Point: Porzio Park**



The pilot program added 3 bike share stations, 33 bikeshare bikes, 14 bike racks, 14 car share vehicles, 4 smart benches with WiFi and personal device charging, and ground art and greening. Safety was improved through the installation of stop signs, daylighting, and the closure of a street to create a pedestrian plaza.



# MAVERICK STATION



- 1 CAR SHARE**  
Well-established alternative to owning a car. Requires dedicated parking spaces.
- 2 BIKE SHARE**  
Maintain existing bike share for convenient, affordable, on-demand bike access for short trips through a multi-city network of stations.
- 3 PICK UP / DROP-OFF ZONE**  
Designated space for ride-hail and other vehicles to reduce travel lane blockage.
- 4 PLACEMAKING**  
Low-cost improvements to existing plaza space around the bike share, such as new planters, and a solar smart bench.
- 5 HUB BEACON SIGN**  
Prominent, distinctive signage to point users to hub mobility options available at this location.
- 6 WIFI, POWER + INFORMATION**  
The solar bench provides wifi charging outlets, information on the GoHubs! project, and space for local event announcements

The Maverick Station GoHub! is located on the corner of Maverick Street and Henry Street in Maverick Square. Maverick Square is a vibrant commercial area and community destination. Within the Square is the Maverick T Station, which is a major transit hub with stops for the blue line subway, and bus routes 114, 116, 117, 120, and 121. The Maverick Station GoHub! is a Gateway GoHub! that features bikeshare, car share, pick-up and drop-off zones, bike parking, and a solar powered bench with device charging, WiFi, and community information. Real-time transit arrival information is located inside of the Maverick Station head house, and an additional bikeshare station, food truck parking, and cab stand are located a short distance away.



Information kiosk, bikeshare, bus stop



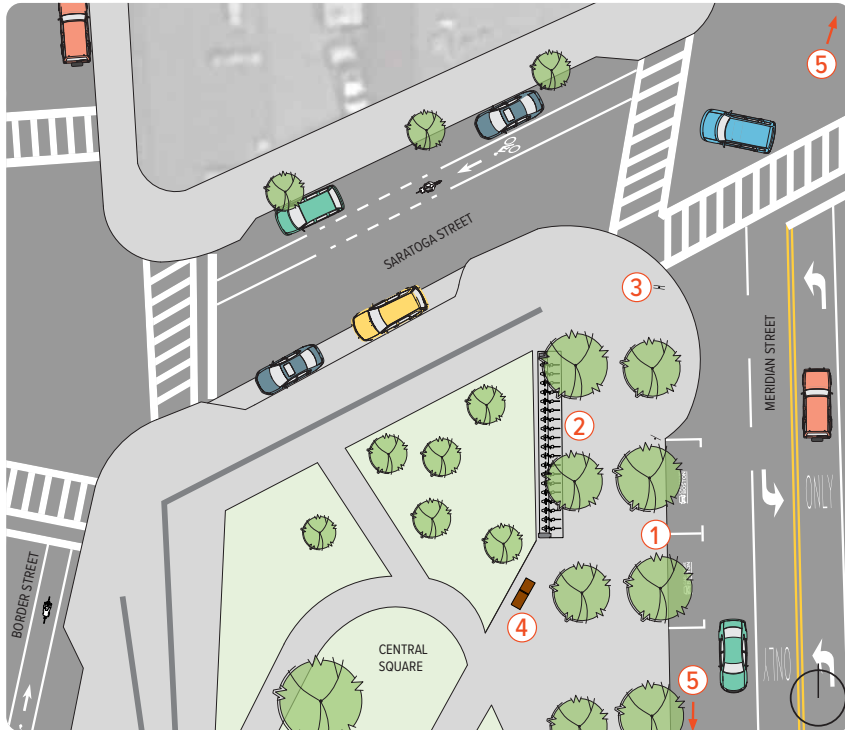
Branding and wayfinding signage



Bike parking and ground mural



# CENTRAL SQUARE



- ① **CAR SHARE**  
Well-established alternative to owning a car. Requires dedicated parking spaces.
- ② **BIKE SHARE**  
Maintain existing bike share for convenient, affordable, on-demand bike access for short trips through
- ③ **HUB BEACON SIGN**  
Prominent, distinctive signage to point users to hub mobility options available at this location.
- ④ **WIFI, POWER + INFORMATION**  
The solar bench provides wifi charging outlets, information on the GoHubs! project, and space for local event announcements
- ⑤ **MBTA BUS CONNECTIONS**  
Bus stops on Meridian at north and south ends of Central Square for routes 114, 116, 117, 120, 121

The Central Square GoHub! is located in Central Square Park, at the corner of Meridian Street and Saratoga Street. Central Square Park is a neighborhood destination that provides space for community events, a Farmer's Market, and has many green spaces, benches, and trees for shade. The GoHub! located at Central Square is a Square GoHub!, that features bikeshare, car share, bike parking, a solar powered bench with device charging, WiFi, and community information, and connections to bus routes 114, 116, 117, 120, and 121. The parking spaces on Saratoga Street are on permeable pavement, and are planned for the installation of a level II electric vehicle charging station.



Solar smart bench & information kiosk



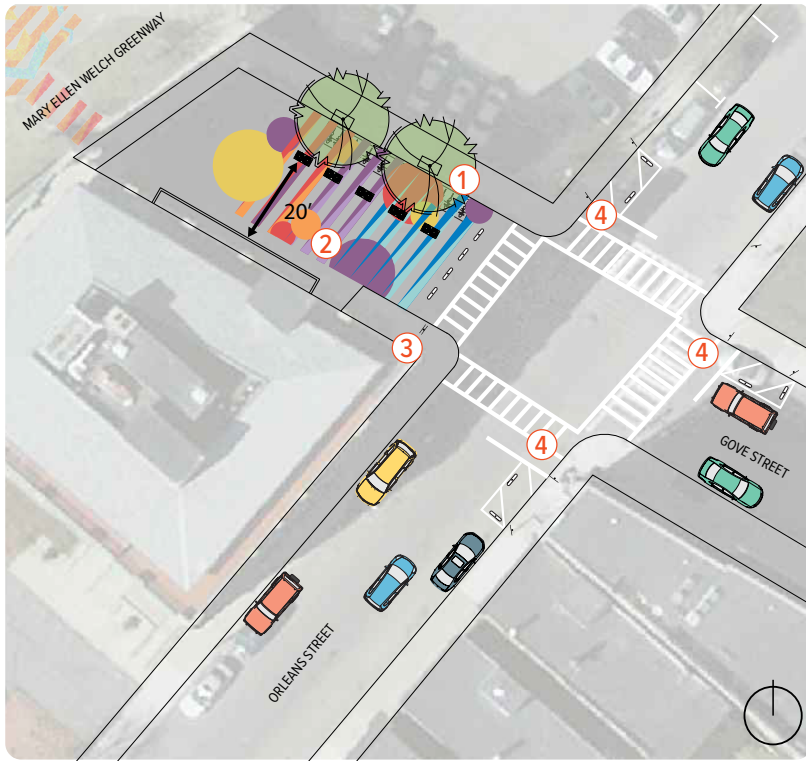
Branding, wayfinding, & car share



Community outreach event



# GOVE STREET @ THE GREENWAY



**1 BIKE SHARE**

Add new bike share for convenient, affordable, on-demand bike access for short trips through a multi-city network of stations.

**2 PLACEMAKING**

Community members and Friends of the Mary Ellen Welch Greenway to activate the newly created plaza. BTD to provide flexpost bollards to block vehicles and rectilinear planters to screen bike share.

**3 HUB BEACON SIGN**

Prominent, distinctive signage to point users to hub mobility options available at this location.

**4 TRAFFIC SAFETY IMPROVEMENTS**

New stop signs on Gove Street, along with daylighting, make the intersection safer for all modes.

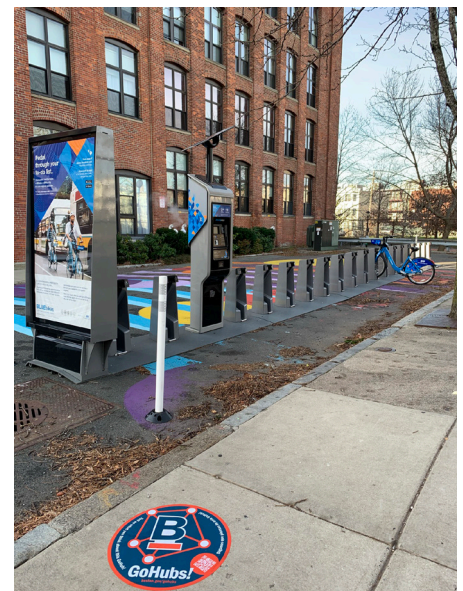
Gove Street dead-ends at the Mary Ellen Welch Greenway. This is one of the few access points onto the Greenway from the Jeffries Point neighborhood, providing a connection across the Greenway to Bremen Street. In 2019 a placemaking initiative introduced ground murals, a little free library, benches, and a community bulletin board. The Gove Street GoHub! is a Point GoHub!, adding amenities to the community site that include Bikeshare, the closure of Gove Street at Orleans Street to create a pedestrian plaza, and improved pedestrian safety with added stop signs and intersection daylighting.



New stop signs and daylighting



Street closed for pedestrian plaza

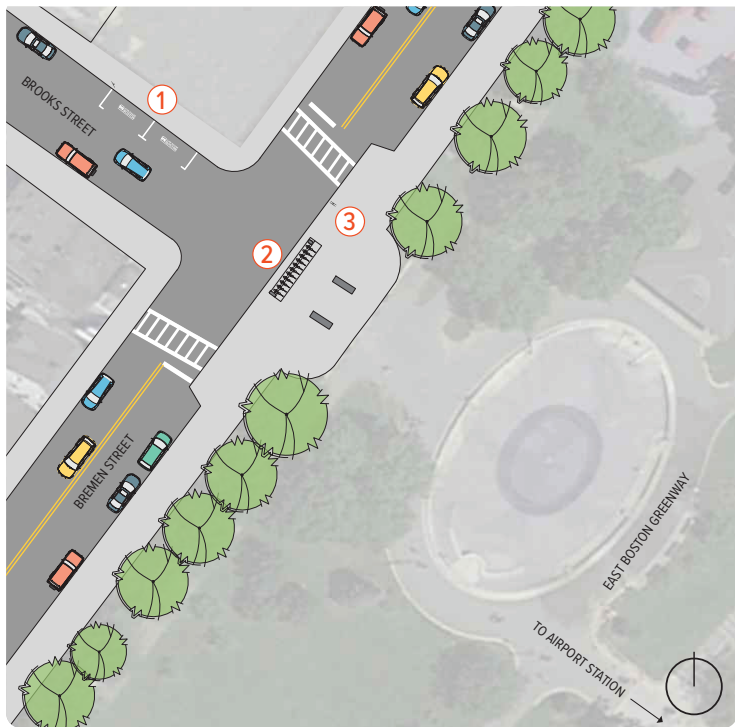


GoHub! decal and bikeshare station





# AIRPORT STATION



**1 CAR SHARE**

Well-established alternative to owning a car. Requires dedicated parking spaces.

**2 BIKE SHARE**

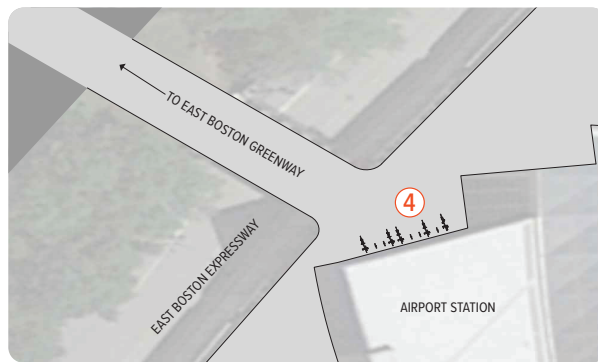
Maintain existing bike share for convenient, affordable, on-demand bike access for short trips through a multi-city network of stations.

**3 HUB BEACON SIGN**

Prominent, distinctive signage to point users to hub mobility options available at this location.

**4 BIKE RACKS**

Bike parking at MBTA station



The Airport Station GoHub! is located at the intersection of Bremen Street and Brooks Street, across from the entrance to the Mary Ellen Welch Greenway and the Airport T Station. The Airport T Station provides connections to the Blue Line subway, bus routes SL3 and 171, and Logan Airport via Massport shuttle buses. The Airport Stations is a Gateway GoHub! and features Bikeshare, two Car Share spaces on Brooks Street, and Bike Parking. Planned residential and commercial development at this intersection will enhance this GoHub! location in the future.



Car share near bikeshare and transit



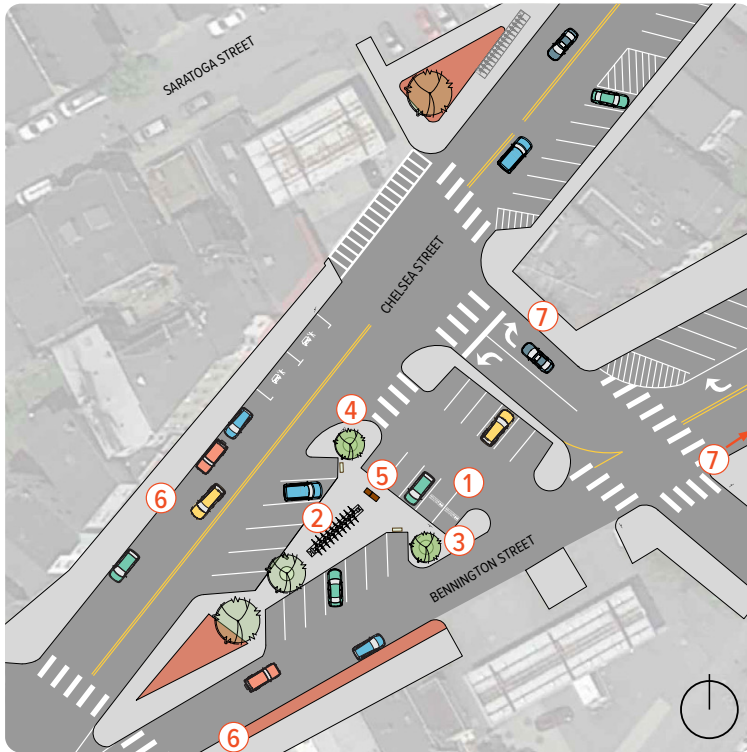
Branding & wayfinding signage



Bikeshare is seasonal, bike parking



# DAY SQUARE



- ① **CAR SHARE**  
Well-established alternative to owning a car. Requires dedicated parking spaces.
- ② **RELOCATED BIKE SHARE**  
Convenient, affordable, on-demand bike access for short trips through a multi-city network of stations. Relocated from Saratoga Street island.
- ③ **PLACEMAKING**  
Low-cost improvements to existing plaza space, such as new trees, planters, bike racks, and a solar smart bench.
- ④ **HUB BEACON SIGN**  
Prominent, distinctive signage to point users to hub mobility options available at this location.
- ⑤ **WIFI, POWER + INFORMATION**  
The solar bench provides wifi charging outlets, information on the GoHubs! project, and space for local event announcements
- ⑥ **BIKE RACKS**  
Add additional bike parking by local businesses to encourage biking.
- ⑦ **MBTA BUS CONNECTIONS**  
Service routes 112, 120, 121.

Day Square is a small business commercial district situated around a central pedestrian island. The area is heavily car focused as it sits at the convergence of two main roadways. PLAN: East Boston has several proposals for making this area more pedestrian friendly. Until that time, the Day Square GoHub! is a way to make small changes to adjust how the space is used. The Day Square GoHub! is a Square GoHub! that activates the center of Day Square and includes bikeshare, car share, bike parking, a solar powered bench with device charging, WiFi, and community information, and connections to Bus Routes 112, 120, and 121.



Solar powered bench & bikeshare



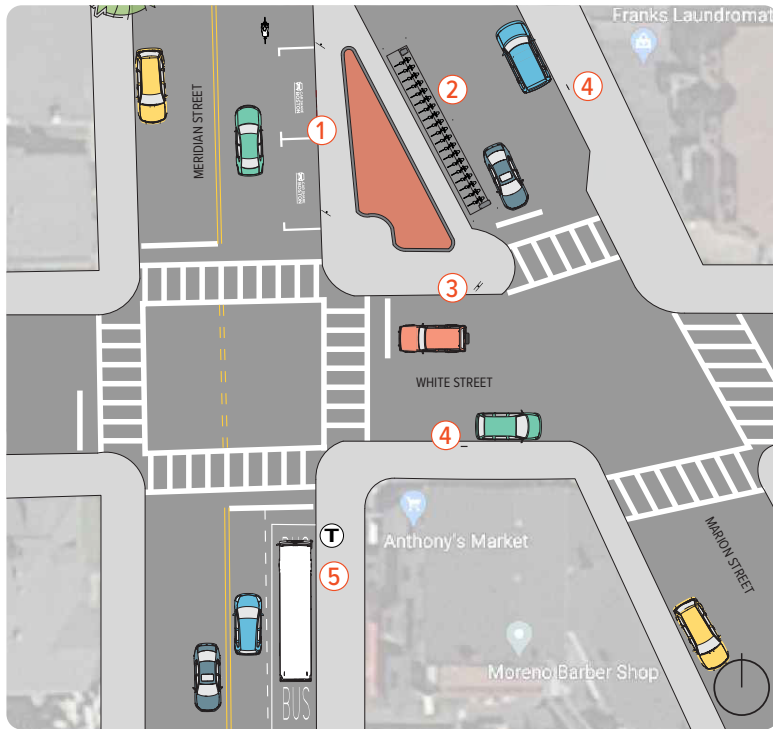
Ground mural connecting components



Reserved car share spaces



# EAGLE HILL: MARION & WHITE



- 1 CAR SHARE**  
An alternative to car ownership. Requires dedicated parking spaces.
- 2 BIKE SHARE**  
Convenient, affordable, on-demand bike access for short trips through a multi-city network of stations.
- 3 HUB BEACON SIGN**  
Prominent, distinctive signage to point users to hub mobility options available at this location.
- 4 BIKE RACKS**  
Add additional bike parking to enhance opportunities to use multiple modes of transportation.
- 5 BUS STOP**  
MBTA bus stop serving routes 114, 116, 117

The Eagle Hill GoHub! is located at the intersections of Marian Street, White Street, and Meridian Street. A sign at this location serves as a welcoming point into the Eagle Hill neighborhood, and Meridian Street is a main route into and out of East Boston. This Point GoHub! includes bikeshare, car share, bike parking, and connections to Bus Routes 114, 116, and 117. The section of Marion Street between White Street and Meridian Street is under study to be transformed into a one-way street, which will help to better control vehicle movement and improve safety for pedestrians and bicyclists. .



GoHubs! neighborhood map



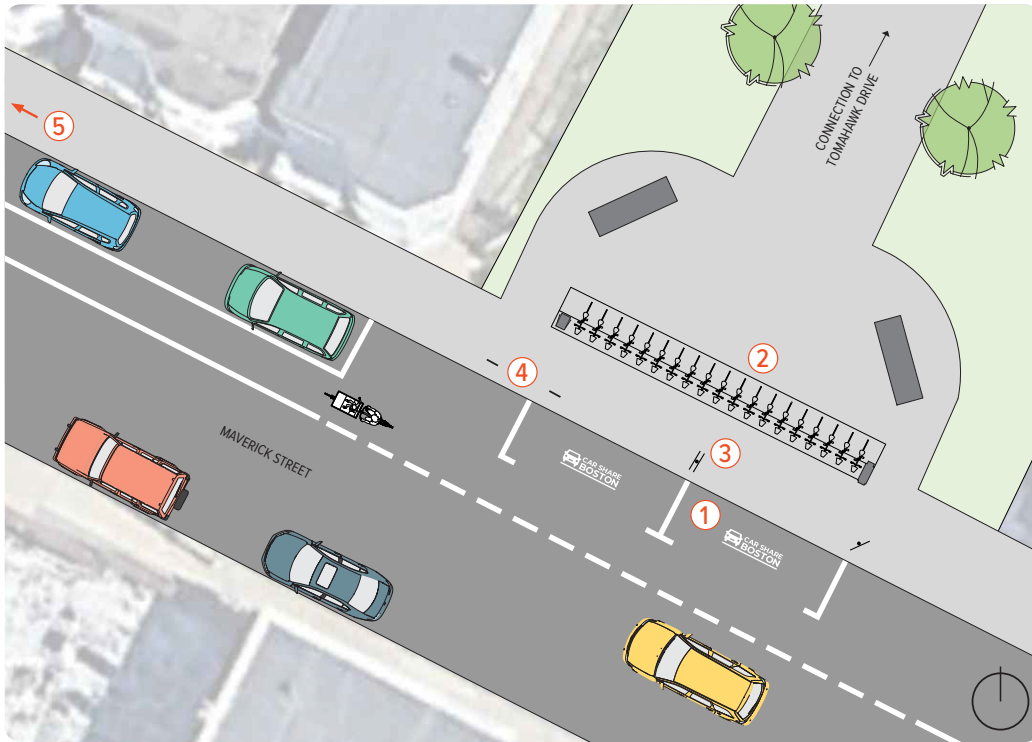
Branding and wayfinding signage



Car share and bikeshare



# JEFFRIES POINT: MAVERICK ST



- ① **CAR SHARE**  
Well-established alternative to owning a car. Requires dedicated parking spaces.
- ② **BIKE SHARE**  
Maintain existing bike share for convenient, affordable, on-demand bike access for short trips through a multi-city network of stations.
- ③ **HUB BEACON SIGN**  
Prominent, distinctive signage to point users to hub mobility options available at this location.
- ④ **BIKE RACKS**  
Add additional bike parking to encourage the use of multiple modes of transportation.
- ⑤ **MBTA BUS CONNECTION**  
120 bus stop at Maverick and Cottage

The Maverick Street GoHub! is located on Maverick Street in Jeffries Point, at the entrance to the Southwest Service Area Airport Edge Buffer path that connects to the East Boston Memorial Park. Maverick Street is a main connection from Jeffries Point into Maverick Square. This Point GoHub! includes bikeshare, car share, bike parking, and a connection to the 120 Bus Route. This area is seeing a lot of development of industrial parcels being turned into multi-unit condo buildings. To accommodate the growth and increase access to charging, there are plans to add a level II electric vehicle charging station at this location.



Branding, wayfinding, and bikeshare



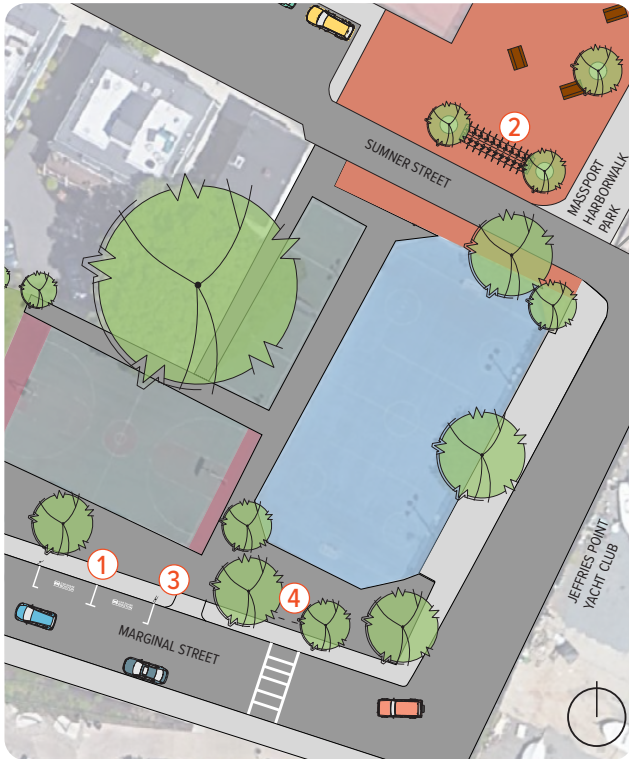
Outreach decal and bike parking



Car share located alongside bikeshare



# JEFFRIES POINT: PORZIO PARK



## 1 CAR SHARE

Well-established alternative to owning a car. Requires dedicated parking spaces.

## 2 BIKE SHARE

Convenient, affordable, on-demand bike access for short trips through a multi-city network of stations.

## 3 HUB BEACON SIGN

Prominent, distinctive signage to point users to hub mobility options available at this location.

## 4 BIKE RACKS

Add additional bike parking at Porzio Park to enhance opportunities to use multiple modes of transportation.

Porzio Park is located in the Jeffries Point neighborhood, adjacent to the Massport Harborwalk and Jeffries Point Yacht Club. The park and the Harborwalk are main neighborhood recreational destinations. The park includes tennis courts, handball courts, basketball courts, street hockey, ample seating, and a playground. The Porzio Park GoHub! is a PointGoHub! that includes bikeshare, bike parking, and car share.



Bikeshare adjacent to Harborwalk



Branding, wayfinding, & car share



'Coming Soon' outreach signage

# COMMUNITY ENGAGEMENT AND OUTREACH

Community engagement and outreach for the East Boston GoHubs! Pilot Program began in the Spring of 2019. The purpose of the engagement and outreach was to:

- Identify transportation gaps and needs
- Collect feedback on proposed GoHub! locations and components
- Identify placemaking opportunities and engage partners for implementation
- Build awareness, community support, and community ownership
- Pilot engagement, planning, and design processes

## THE CITY ENGAGED IN THE FOLLOWING STRATEGIES TO ACCOMPLISH THOSE GOALS

- **Stakeholder Workshop.** Several stakeholders from public agencies, community organizations, neighborhood groups, and the private sector were brought together for a brainstorming workshop. The workshop helped in defining a GoHub!, what problems it was solving for, and what transportation options and amenities could be provided. The workshop was an opportunity to learn from each stakeholder's unique perspective and to identify the potential for partnerships.
- **Community Survey.** In partnership with MassINC Polling Group, a survey of more than 400 East Boston and 300 Roxbury residents provided baseline data on travel behavior, barriers to transportation access, and desired transportation options and GoHub! amenities.
- **Partnerships with Community Organizations and Neighborhood Groups.** While limited due to the impacts of COVID-19, several neighborhood groups and community organizations were engaged. These groups were instrumental in the planning process, and their input provided insight on site locations, design plans, and added safety components that otherwise would not have been considered.
- **Public Outreach.** Informational materials were distributed to businesses and residences surrounding GoHub! locations. These materials included 'coming soon' signage, flyers, and postcards. A project website provided an interactive map and survey to collect feedback, and an interactive outreach event was held.
- **Partnerships with City Agencies.** The team from PLAN: East Boston provided data and insight gathered from community feedback collected through the project.



*For more information on the plan for community engagement and outreach, visit [boston.gov/gohubs](https://boston.gov/gohubs)*

# OUTREACH MATERIALS



Decals with a QR code linking to the website were placed on the ground around GoHub! locations



'Coming Soon' yard signs in English and Spanish were placed at the GoHub! sites prior to installation



GoHubs! is coming to MAVERICK SQUARE

We will be testing the following services where shown below:



GoHubs! is a pilot project of the Boston Transportation Department. Our goal is to create clearly identifiable places with improved access to transportation options, provide amenities that enhance comfort, and make it easier to get around. Over the next year we may ask you to provide feedback on how the project is going. This pilot project will inform how GoHubs! might be deployed throughout Boston.



Questions? Comments?  
Tell us what you think at:  
[boston.gov/gohubs](https://boston.gov/gohubs)

Mayor Martin J. Walsh  
Boston Transportation Department  
Connect with us:  
[boston.gov/departments/transportation/hubs](https://boston.gov/departments/transportation/hubs)



GoHubs! are places to meet up, find your way, and access more options to get around.

GoHubs! son sitios para reunirse, encontrar su camino y acceder a más opciones para moverse.

GoHubs! is a pilot project of the Boston Transportation Department. Our goal is to create clearly identifiable places with improved access to transportation amenities, provide amenities that enhance comfort, and make it easier to get around. Over the next year we may ask you to provide feedback on how the project is going. This pilot project will inform how GoHubs! might be deployed throughout Boston.

GoHubs! es un proyecto piloto del Departamento de transporte de Boston. Nuestro objetivo es crear lugares identificables con mejor acceso a las opciones de transporte, proveer servicios que mejoren la comodidad, y hacer que sea más fácil moverse. Durante el próximo año, podríamos pedirle que nos de su opinión sobre cómo va el proyecto. Este proyecto piloto informará cómo GoHubs! podría implementarse en todo Boston.

Questions? Comments?  
Use your smartphone to scan the code at right or visit:  
[boston.gov/gohubs](https://boston.gov/gohubs)

Mayor Martin J. Walsh  
Boston Transportation Department  
Connect with us:  
[boston.gov/gohubs](https://boston.gov/gohubs)

Preguntas? Comentarios?  
Use su móvil para escanear el código a la derecha o visite:  
[boston.gov/gohubs](https://boston.gov/gohubs)



Informational flyers in English and Spanish were distributed to businesses and residences around the GoHub! sites

Postcards in English and Spanish were distributed to businesses, community partners, and other City agencies

# PILOT EVALUATION

The Pilot Program evaluation consists of pre- and post-installation data collection. Pre-installation data was collected via a survey with results from more than 400 East Boston residents. This survey helped the project team better understand travel behaviors, what transportation gaps existed, and created the baseline for further evaluation.

## THE PILOT EVALUATION IS GROUNDED BY THE GOHUBS! PURPOSE



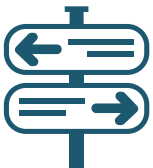
### Improve Access and Mobility

- Provide more transportation options in areas that have been underserved
- Improve first/last mile connections to public transportation
- Strengthen the links between multimodal transportation services
- Prioritize walking, biking, transit, and shared mobility services in the public way



### Enhance Place

- Create welcoming spaces that improve the waiting and transfer experience
- Provide space for community events and neighborhood resources
- Make safe connections for pedestrians, bicyclists, and other vulnerable users
- Use branding to establish easily identifiable places



### Provide Information

- Offer real-time arrival information to allow for more informed transportation choices
- Provide a platform for local news, events, and neighborhood activities
- Enhance awareness of transportation options for multimodal trip taking
- Identify safe connections to neighborhood destinations

## THE FOLLOWING METRICS ARE BEING USED TO EVALUATE THE PROGRAM

### SHORT-TERM EVALUATION

- Ridership data
- Utilization of services, number of trips
- Review of engagements (311, emails, phone calls, online feedback)
- Calculating curb productivity
- Observed use
- Surveying of public on transportation options, sense of place, safety, comfort, and usefulness
- Surveying of private operators and MBTA on user experience

### LONG-TERM EVALUATION

- Ridership data
- Mode shift
- A reduction in vehicle miles traveled
- Reduced fossil fuel use/CO2 emissions
- Economic impact on businesses
- Observed use



# ACKNOWLEDGMENTS

The Mobility Hub Guidebook and the East Boston GoHubs! Pilot Program was made possible by contributions from Boston residents, dedicated City of Boston staff, the Commonwealth of Massachusetts, and non-profit and private sector organizations.

## CITY OF BOSTON DEPARTMENTS

- Age Strong Commission
- Boston Planning and Development Agency
- Boston Transportation Department
- Boston Fire Department
- Disabilities Commission
- Environment Department
- Office of Neighborhood Services
- Office of New Urban Mechanics
- Office of the Parking Clerk
- Parks and Recreation
- Public Works Department

## CITY OF BOSTON STAFF

### Transportation Department

Vineet Gupta - Director of Planning

Matt Warfield - Project Manager

- Julio Chow
- Amy Cording
- Mike Devine
- Willie Dupree
- Kim Foltz
- Jesus Fresnillo
- Bradley Gerratt
- Carl McKenzi
- Matthew Moran
- Alaa Mukahhal
- Huong Nguyen
- Lindiwe Rennert
- Jennifer Rowe
- Stefanie Seskin
- Jacob Wessel

### Public Works

- Todd Liming

### Boston Planning and Development Agency

- Joe Blankenship
- Samantha Devine
- Nick Schmidt

### New Urban Mechanics

- Kris Carter, Co-Chair
- Nayeli Rodriguez
- Jaclyn Youngblood
- Yifan Lu

### Neighborhood Services

- Lina Tramelli

### Disabilities Commission

- Commissioner Kristen McCosh
- Sarah Leung
- Patricia Mendez

### Environment Department

- Alison Brizius
- Kat Eshel

### Parks and Recreation

- Liza Meyer

# ACKNOWLEDGMENTS

## COMMUNITY AND NEIGHBORHOOD ORGANIZATIONS

- A Better City
- East Boston Social Center
- Eagle Hill Civic Association
- East Boston Neighborhood Health Center
- East Boston Main Streets
- Gove Street Citizens Association
- Greater Ashmont Main Street
- Harborview Neighborhood Association
- Jeffries Point Neighborhood Association
- MASCO
- Maverick Central Neighborhood Association
- Seaport TMA
- Three Squares Main Street JP

## PRIVATE AND OTHER PUBLIC ORGANIZATIONS

- ChargePoint
- EnGoPlanet
- Eversource
- Getaround
- Lyft
- MBTA
- Uber
- WS Development
- Optimus Ride
- Zipcar

## CONSULTANT SUPPORT

- Nelson/Nygaard
- Toole Design Group
- Natural Resources Defense Council
- Delivery Associates

*The City of Boston's Mobility Hubs Guidebook was developed with support from the Bloomberg Philanthropies American Cities Climate Challenge. The Climate Challenge is an initiative that empowers 25 of the largest U.S. cities to implement near-term climate goals and become primary drivers of progress towards meeting America's pledge on climate. Recognizing that cities account for more than 70% of global carbon emissions – and that mayors have significant authority over cities' highest emitting sectors: transportation and buildings – the Climate Challenge aims to enhance the work already being done by mayors across the U.S. and to support cities in the fight against climate change.*

*The East Boston GoHubs! Pilot program was funded by a grant from the Massachusetts Department of Transportation's Rail & Transit Division.*

