



Mobility

Transportation made up nearly 40% of Gloucester’s overall greenhouse gas emissions in 2017. With the sector, most of the emission sources came from private passenger vehicles, passenger vehicles make up 36.4% of the City’s total emissions. Electrification of the existing transportation system, transitioning from fossil-fuel dependent vehicles to electric vehicles (EVs), resident adoption of the use of public transit, as well as enabling more alternative low-carbon mobility modes (e.g., biking, walking, and taking public transit etc.) will all be critical in reducing the community’s carbon footprint.

All these changes highlight the need to strengthen the transit systems — making public transit more accessible through education and improved service — making walking and biking safer and more pleasurable through better sidewalks, street trees, bike lanes and other amenities — and incentivizing the infrastructure needed for adoption of EVs. These steps lay the groundwork for an inclusive and equitable adoption of low and no-emissions transit options.

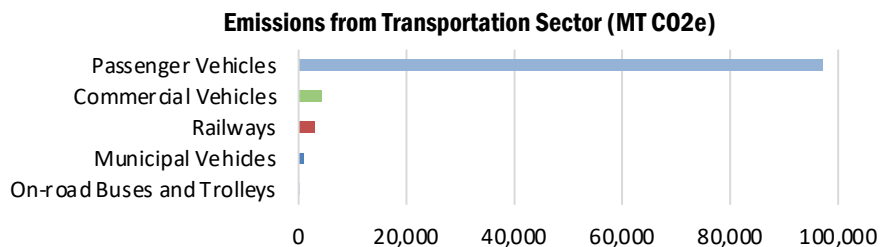


Figure 19: Emissions from Transportation Sector (MT CO2e)

Goals

1. Access to transit, walkability, and connectivity are prioritized in all municipal and development planning.
2. All residential neighborhoods, commercial centers, and community spaces are interconnected by multimodal transportation systems that are also affordable, reliable, and climate resilient.
3. Gloucester and neighboring communities are serviced with affordable, reliable, and accessible carbon-free regional transportation systems.
4. The City leads by example with transitioning all municipal fleets to low- or zero emissions.

What’s been done so far?

City Leading the Way. Gloucester has a fleet of six electric cars, now in use by the City’s Public Works and Inspection Services, and two electric vehicles, utilized by the Police Department. The City has also sponsored the installation of electric charging stations at City Hall and the City Hall Annex and has a Fuel-Efficient Vehicle Policy that ensures future vehicle purchases meet the City’s energy efficiency goals.



Police Department EV

Making Public Transit Accessible. The City of Gloucester has supported efforts to modernize local transportation options and increase ridership. A collaboration between CATA and the Gloucester Economic Development and Industrial Corporation, CATA On-Demand, leverages a customized



CATA

ride hailing mobile application that allows passengers to request a ride on demand then, matches passengers heading in the same direction to avoid lengthy detours. Rides are the cost of a regular CATA van ride, \$2.00, and cover the area around downtown Gloucester.

CATA also offers an OnDemand, door-to-door, Dial-A-Ride program, geared towards seniors and people with disabilities and the Seniors-On-the-Go program, a shuttle that gives seniors greater access to recreational amenities, health and wellness locations, and food sources, make transit more access able.

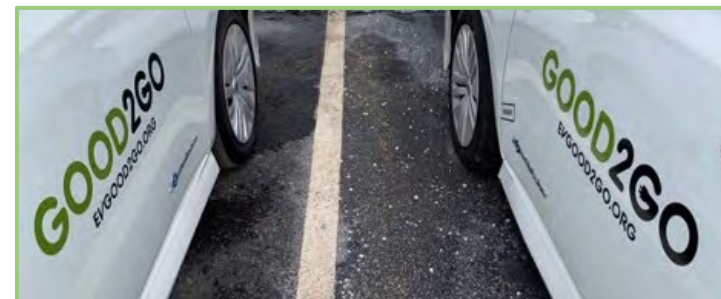
Take Climate Action Today

For just \$2 a trip you can request an on-demand ride from CATA

1. Search “CATA On Demand” in the App Store or Google Play Store and tap the download icon.
2. Open the app, press Get Started, and enter your personal info.
3. Enter your credit or debit card info.

You’ll be able to request and track your ride on the app — it’s a bit like Uber or Lyft but it’s public transit!

Follow Innovate Gloucester for more ways to take climate action:



Green Justice Coalition

Regional Highlight: Good2Go

A community-based electric car sharing program called Good2Go, which began in the Roxbury neighborhood of Boston (and may expand to other areas in the future!) is one example of a program making electric vehicles more accessible to residents and visitors. The program has a standard rate of \$10 per hour as well as a reduced rate of \$5 per hour for those who are eligible. Reservations and payments can be made through the program app; other options for individuals who may not have access to a smart phone, or a bank account are also available. Membership includes insurance, roadside assistance, maintenance, and charging and bilingual customer support.

Visit evgood2go.org for more details.

M1 Expand public EV charging stations and prioritize EV charging stations in public, City owned parking areas.



Sphere of Influence:
City



Implementation Partners:

- Residents and business owners surrounding proposed EV charging stations
- **Government and Municipal Bodies:** Mayor's Office, Clean Energy Commission
- **City Departments:** DPW, Engineering, Planning, Building



Funding Sources:

- National Grid
- MassCEC
- MassDEP
- Green Communities
- EPA
- MVP

Next Steps:

- Map existing and municipal EV charging stations and determine strategic City properties that would be ideal for EV charging.
- Identify priority locations for EV charging stations and develop a plan for an EV charging station network.

Improving Equity:

- Plan for equitable geographic distribution of charging stations across the City and pair with programs to reduce economic barriers to EV adoption.
- Ensure that reserved EV charging parking areas on municipal property are not prioritized disproportionately in terms of distance and access to City facilities.
- Consider adopting utility pole mounted EV chargers to reduce the strain on parking.
- Consider locations where high speed charging could be advantageous.
- Ensure that all City EV charging stations are equipped with a payment system so that users are charged for the electricity drawn from the grid. This will ensure the ability to scale up in the future and avoid equity concerns.

Co-benefits:

Improved air quality.

Potential vehicle noise reduction.

Measure of Success:

Increased number of EVs registered in Gloucester.

Increase the use of EV's by Gloucester's seasonal and tourist population.

An equitable distribution of EV charging stations in public areas.

M2 Promote adoption of EV charging stations at local businesses, multi-family, and rental developments.



Sphere of Influence:
Residents/Businesses



Implementation Partners:

- Gloucester development community
- Housing management companies and landlords
- Commercial real-estate management companies
- Businesses
- **Climate Activist Organizations:** Cape Ann Climate Coalition, TownGreen2025, Seaside Sustainability
- **Government and Municipal Bodies:** Clean Energy Commission, Community Preservation Commission, Affordable Housing Trust, Mayor's Office
- **City Departments:** DPW, Planning, Community Development (Housing Rehab, HOME)



Funding Sources:

- National Grid
- MassCEC
- MassDEP
- Green Communities
- MVP
- Green Energy Consumers Alliance

Next Steps:

- Identify partnership for EV charging station installation.
- Facilitate a public discussion to better understand feasibility, opportunities and barriers associated with installing EV charging stations.
- Encourage businesses/business centers, owners of multi-family building complexes to take on ownership of installing EV charging stations on their properties.
- Consider how zoning and other ordinances can incentivize or require EV charging as part of new development.

Improving Equity:

- Ensure improved or added EV charging stations do not raise premiums on rent, particularly for low-income households, which can result in affordability and displacement issues.

Co-benefits:

Improved air quality.

Potential vehicle noise reduction.

Measure of Success:

Increase the number of EV charging stations in the City.

All local businesses, multi-family and rental properties have at minimum 5% of their parking spots equipped with EV charging stations.

M3 Develop guides and maps to encourage public use of pedestrian and other modes of transport.



Sphere of Influence:
City



Implementation Partners:

- Local bicycle and pedestrian advocacy groups
- **Climate Activist Organizations:** Cape Ann Climate Coalition, TownGreen2025, Seaside Sustainability
- **Government and Municipal Bodies:** Open Space and Recreation Committee, Mayor's Office, Clean Energy Commission
- **City Departments:** Planning, DPW, Health



Funding Sources:

- DCS
- Mass In Motion
- Complete Streets
- Safe Routes to School
- TIP
- Travel and Tourism Recovery Grant Program
- Visitor Center Funding
- AARP Age and Dementia Friendly Program

Next Steps:

- Identify priority areas to promote more biking and walking activities.
- Create a user-friendly guide that includes a comprehensive inventory of bike and pedestrian networks in the City.
- Leverage City mapping platforms to provide interactive access to trail networks.
- Collaborate with Police to help monitor and increase security and safety of pedestrians and bicyclists in mapped areas.

Improving Equity:

- Ensure robust engagement of vulnerable populations in the planning processes.
- Plan for the provision of equitable access to infrastructure investments.
- Consider the use of new and innovative modes of transportation in road and trailing planning.

Co-benefits:

Increased cardiovascular health from use of active modes of transportation.

Reduced air pollution from replaced vehicle trips with bike/walk trips.

Measure of Success:

Increased percentage of biking, and walking mode share (broken down by different demographics when possible).

Decreased number of bike and pedestrian injuries and avoid fatalities.

M4 Expand implementation of Complete Streets policy. Expand and improve the safety of the bike and pedestrian network (on and off street).



Sphere of Influence:
City



Implementation Partners:

- Local bicycle, and pedestrian advocacy groups
- Senior Care Inc.
- Pathways for Children
- MassDOT
- **Climate Activist Organizations:** Cape Ann Climate Coalition, TownGreen2025, Seaside Sustainability
- **Government and Municipal Bodies:** Open Space and Recreation Committee, Mayor's Office
- **City Departments:** DPW, Planning, Community Development



Funding Sources:

- Complete Streets
- Safe Routes to School
- AARP Age and Dementia Friendly Program
- TIP

Next Steps:

- Review current efforts and projects that incorporate the Complete Streets policy and identify additional locations for potential expanded pedestrian, bike, and transit infrastructure around major attractions.
- Prioritize locations in need of improvements.

Improving Equity:

- Prioritize improvements in EJ areas.

Co-benefits:

Increased safety.

Measure of Success:

Mileage of new dedicated biking and/or walking trails.

M5 Pursue electric buses in the School District.



Sphere of Influence:
City



Implementation Partners:

- **Climate Activist Organizations:** Cape Ann Climate Coalition, TownGreen2025, Seaside Sustainability
- **Government and Municipal Bodies:** School Board, Clean Energy Commission, Gloucester Youth Council, Mayor's Office
- **City Departments:** School Department, Planning, Community Development



Funding Sources:

- CDBG
- EPA
- National Grid

Next Steps:

- Continue research and discussions with potential EV school bus vendors with the School Department.
- Determine the scale of initial investment in EV charging infrastructure.
- Develop a request for proposal for EV Buses. Map out potential complementary funding sources – i.e. combine EV charging station incentives and grants with grants for electric buses.

Improving Equity:

- Ensure that initial adoption of EV in a pilot includes benefits to EJ communities. .

Co-benefits:

Improved air quality.

Educational benefits for students.

Measure of Success:

All Gloucester's school buses are electric.

Additional Strategies for Mobility

| Strategy | Realm of Influence |
|--|------------------------|
| M6 Work with fishing industry representatives to address challenges and opportunities to transition fishing infrastructure to more energy efficient, low-carbon solutions and also to prepare the industry for climate change impacts. | Residents/Businesses |
| M7 Advocate for electrification of regional public and private transit systems (CATA buses, trolleys, water shuttles). | State/Federal/Regional |
| M8 Advocate for community transit upgrades including supporting regional transit needs, route expansions, bus stop upgrades, and bus rapid transit. | State/Federal/Regional |
| M9 Promote neighbor-to-neighbor transit options including carpool options, car shares, and volunteer ride request for those with limited mobility access. | Residents/Businesses |
| M10 Ensure that the cost of electricity usage and financing mechanisms are considered to allow for payment of EV charging use now or in the future. | City |
| M11 Promote adoption of EV charging stations at local businesses, multi-family, and rental developments. | Residents/Businesses |
| M12 Require new developments to invest in or include sidewalks and bike paths as part of the projects. | City Ordinance |
| M13 Continue transitioning the City's municipal fleet to EVs or ZVs. | City |
| M14 Promote the use of existing transit options including CATA-On-Demand for both residents and visitors. | Residents/Businesses |
| M15 Improve public transit stations/stops with more visual and distinguished signage and sheltered seating areas. | City |
| M16 Evaluate bike-shared program options that would be appropriate for the City and ensure user safety. | City |

Additional Strategies for Mobility

| Strategy | Realm of Influence |
|--|----------------------|
| M17 Sponsor a guided ride educational program for CATA buses available to students, seniors, and the broader community. | Residents/Businesses |
| M18 Partner with other regional and local organizations to determine options and potential of scaling a program to subsidize public transit fares. | City |
