



Our
CAMBRIDGE ST.

a community plan

Appendix - Public Engagement

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00 OVERVIEW

ENGAGEMENT OVERVIEW

3

COMMUNITY
EVENTS

5

VIRTUAL PUBLIC
MEETINGS

6

IN-PERSON
POP UPS

6

FOCUS
GROUPS

20

CONVERSATIONS
WITH BUSINESSES

1,000+

SURVEY RESPONSES

1,400+

TOTAL PARTICIPATION



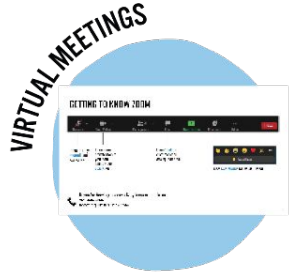
ENGAGEMENT EVENTS



VOLPE POP UP



CURIO POP UP



VIRTUAL MEETINGS



KSA TOOMEY PARK TABELING



SENIOR FOCUS GROUPS



OUTDOOR COMMUNITY EVENT #2



OUTDOOR COMMUNITY EVENT #1



COMMUNITY SURVEY



SECOND THURSDAY TABELING

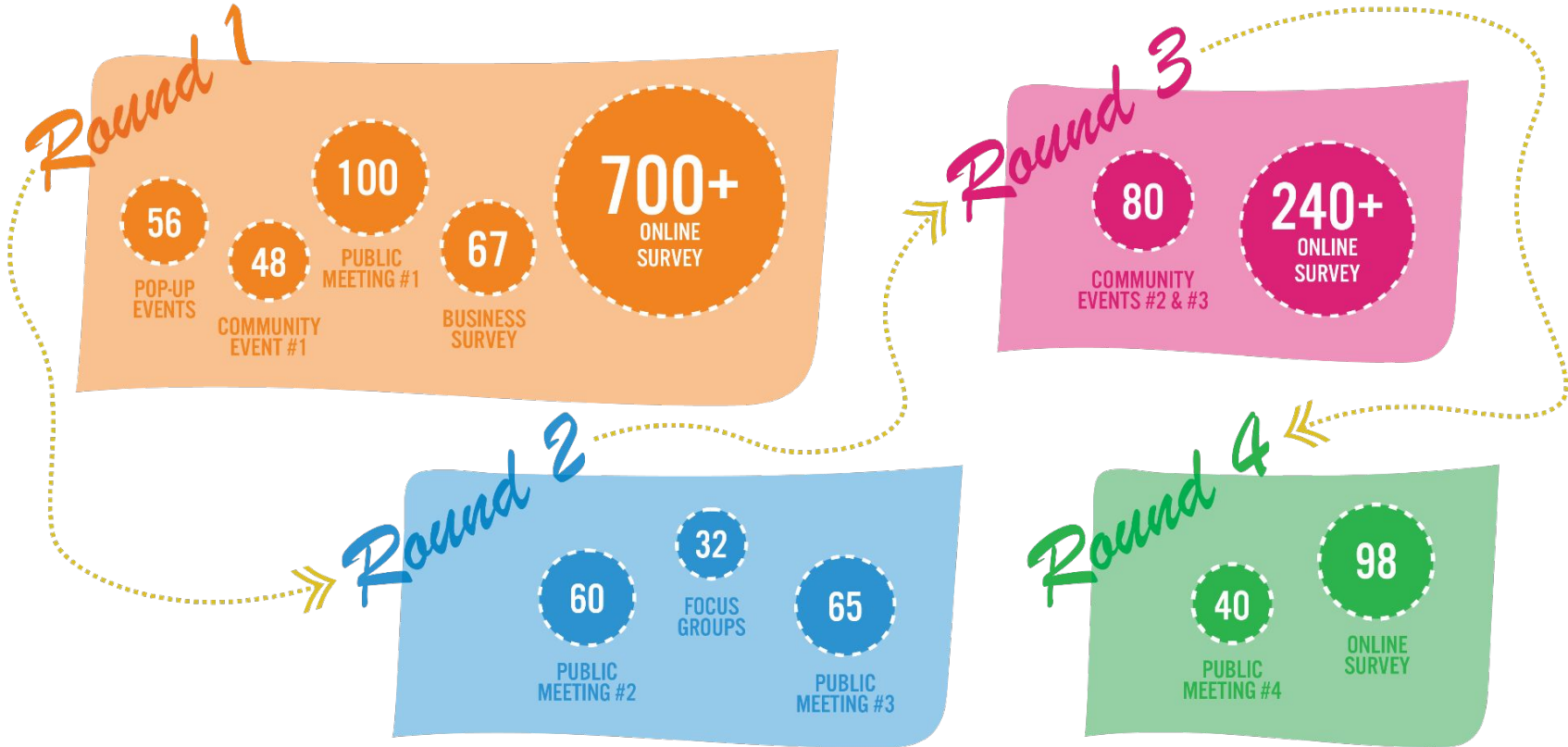


VISION & PRIORITY WORKSHOPS

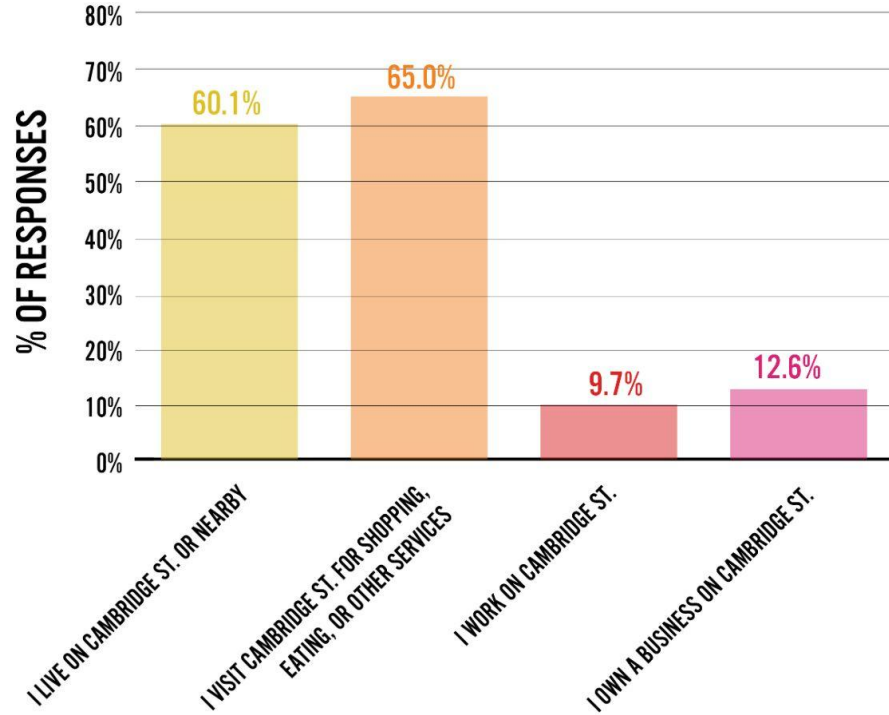


YOUTH FOCUS GROUPS

HOW MANY PEOPLE PARTICIPATED IN THESE EVENTS?



WHAT IS THEIR RELATIONSHIP TO CAMBRIDGE STREET?



60% are Cambridge Street **residents**.

65% are Cambridge Street **customers**.

10% **work** on Cambridge Street.

13% are Cambridge Street **business owners**.

01 ENGAGEMENT ROUND #1



WHAT WE DID

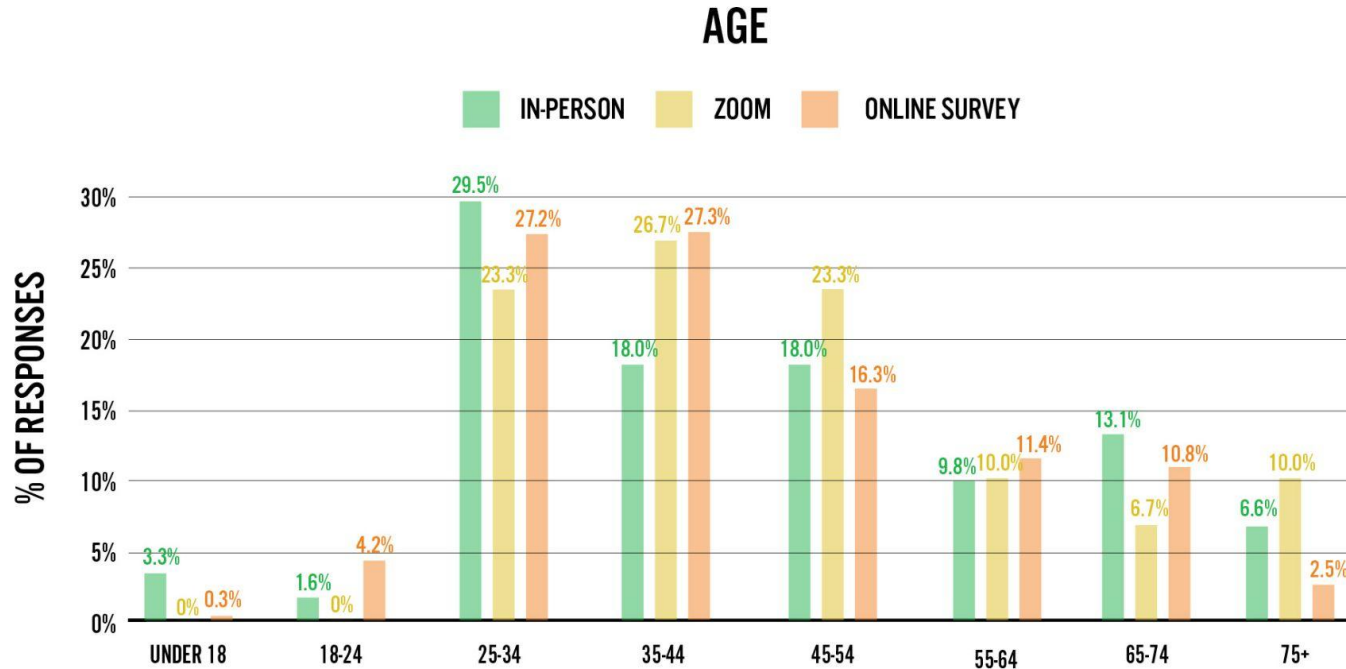
The planning team held a series of in-person community events in the fall of 2021, including an outdoor community event in Inman Square, several pop-up events at Millers River Housing, Curio Coffee, and Volpe Block Party, and a virtual Community Meeting via Zoom. We solicited feedback from community members about places they frequently visit, their preferred mode of transportation, and their vision for Cambridge Street. These questions were included in a longer online survey that was available from November 2021 to February 2022. A separate survey was also available for business owners to comment on their experiences and challenges with Cambridge Street.



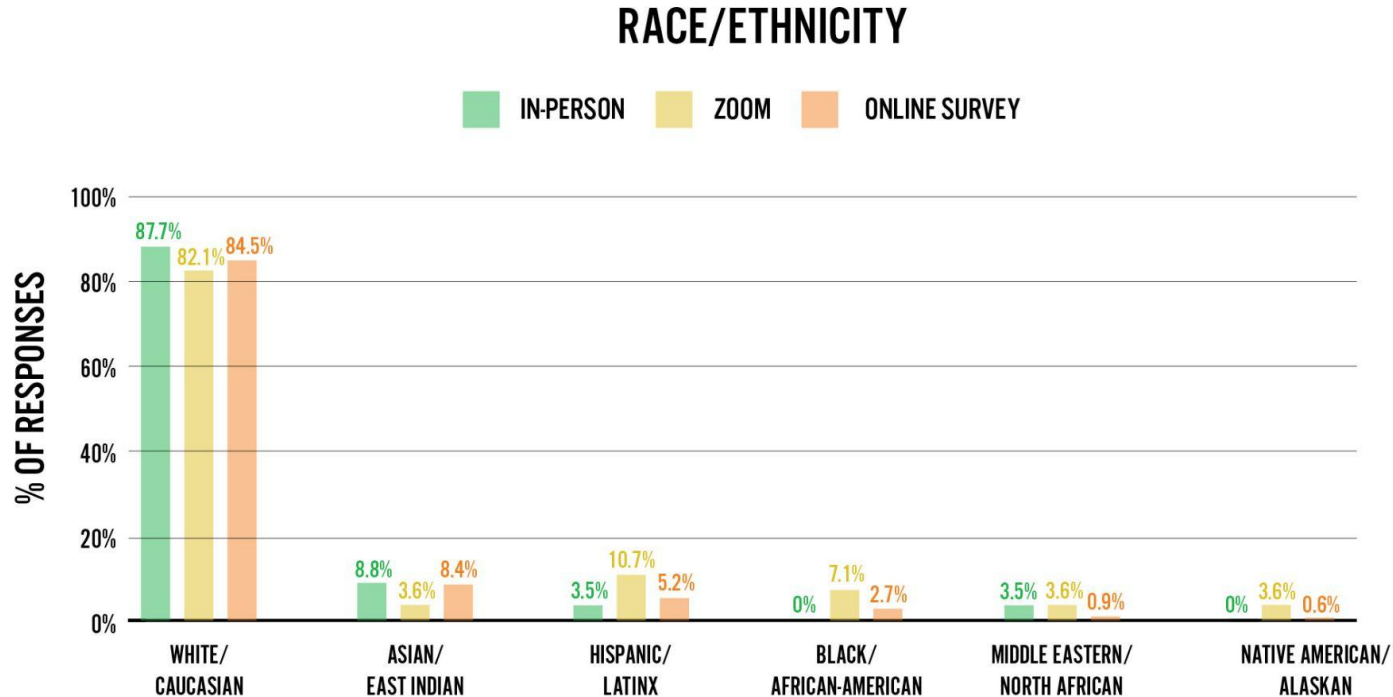
WHO WE SPOKE TO

In total, over 850 people participated in the in-person events, the virtual meeting, and the online surveys.

WHO PARTICIPATED IN ROUND #1?

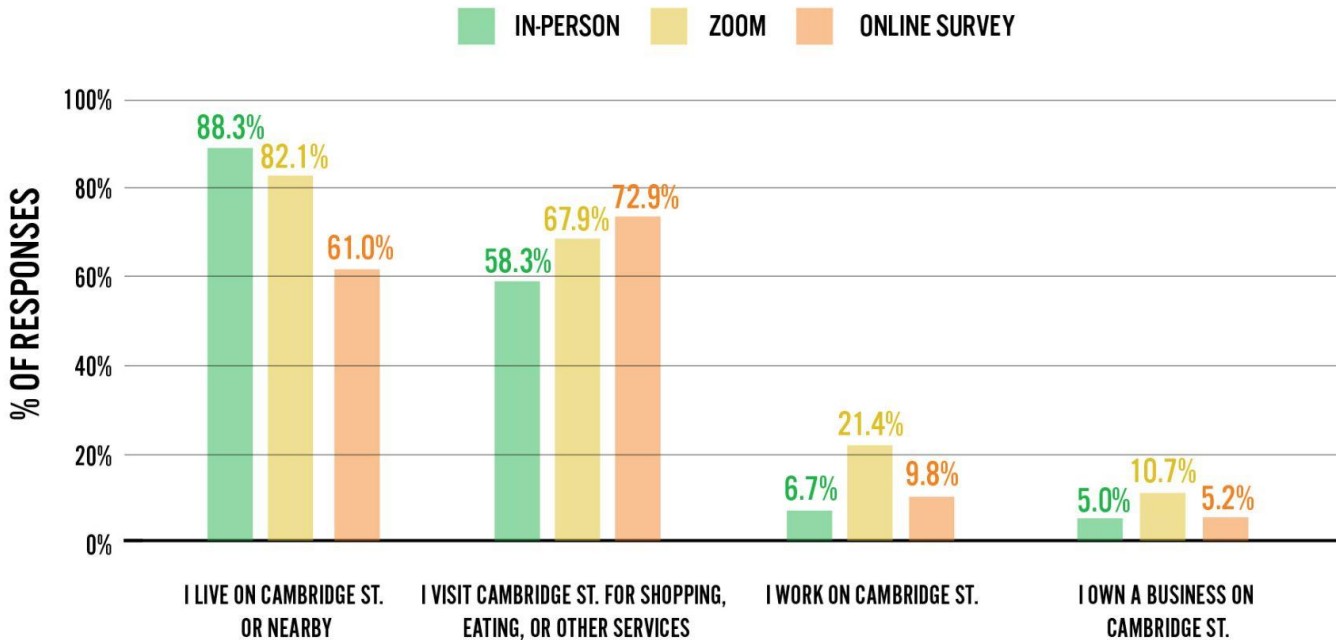


WHO PARTICIPATED IN ROUND #1?



WHO PARTICIPATED IN ROUND #1?

RELATIONSHIP TO CAMBRIDGE STREET



IN-PERSON RESULTS

PUBLIC ENGAGEMENT #1

INSIGHTS COMMENT LOCATIONS

Interface Studio

•• City Boundary

Low Concentration of Comments

High Concentration of Comments



Please continue to do traffic calming and to create safe, grade-separated cycling infrastructure!

Inman Hardware is a keeper!

The Grand Junction trail will be a great asset for the community and this corridor

Love Elmendorf and would love to see them given more opportunities to thrive

PUBLIC ENGAGEMENT #1

ISSUES COMMENT LOCATIONS

Interface Studio

•• City Boundary

Low Concentration of Comments

High Concentration of Comments



Hard to cross [Hampshire St] especially with kids

Cars make left turns [at Windsor St] and it's a blind spot for cars and pedestrians

The intersection at Cardinal Medeiros is really unsafe. We walk through it everyday taking our son to and from school.

The intersection of Cambridge St with Warren St and the rail crossing can be intimidating in any mode of transport!

I'm playing frogger [at 5th & Cambridge] all the time

PUBLIC ENGAGEMENT #1

'IDEAS' COMMENT LOCATIONS

Interface Studio

•• City Boundary

Low Concentration of Comments

High Concentration of Comments



Close Cambridge St sometimes like Moody Street

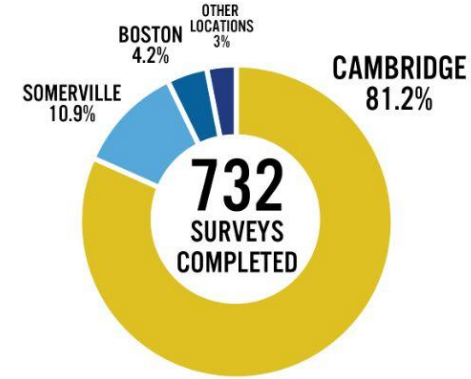
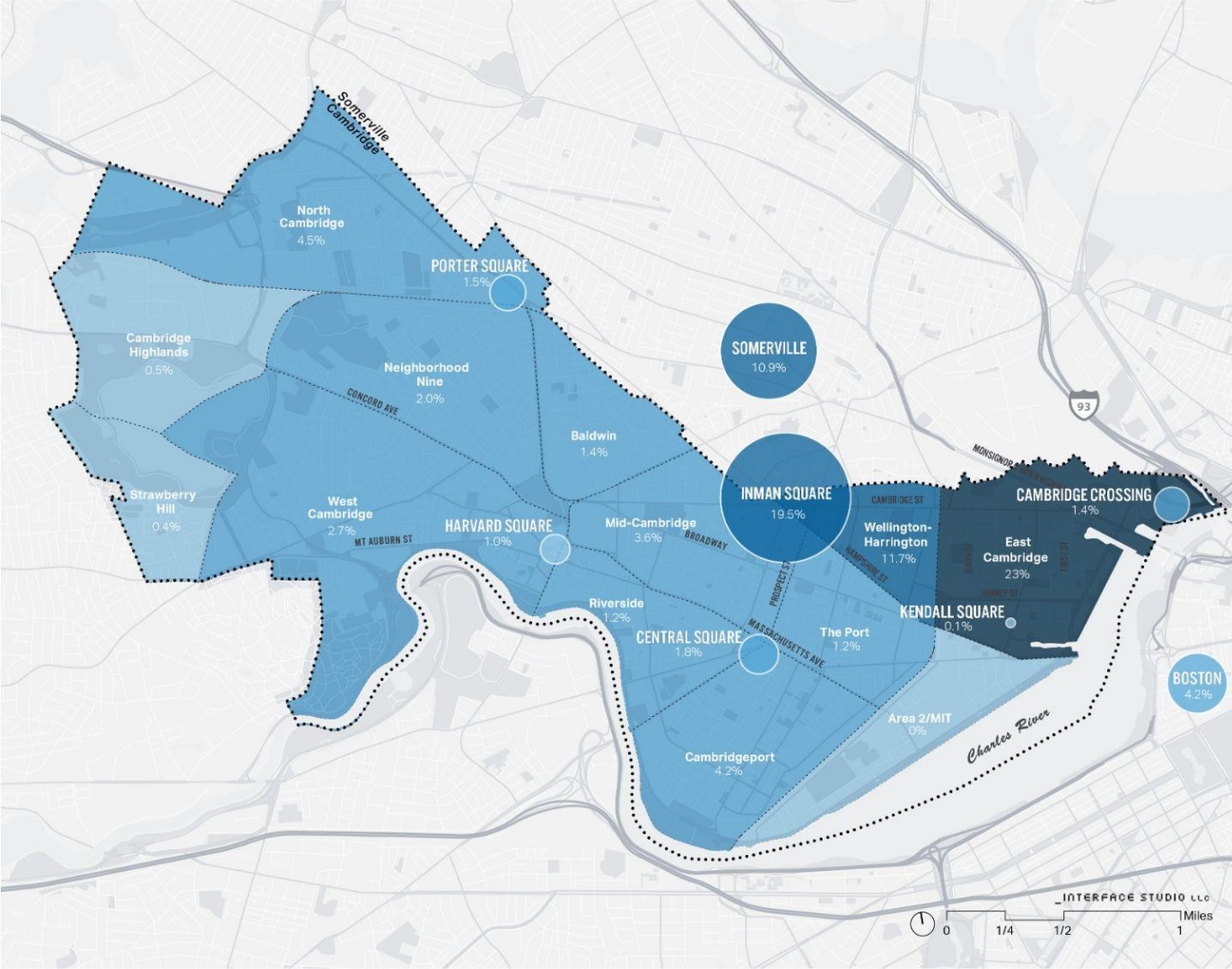
I see that gravel spot by Grand Junction as a perfect green space with amphitheater like seating for gathering with public edible forests and garden beds all around

I'm excited to see what Inman sq ends up looking like, and hope that the Warren St area sees some traffic control next

A park where the old MBTA stop is (when the T starts running at the new location) would be great for the neighborhood

ONLINE SURVEY RESULTS

WHERE DO YOU LIVE?



SURVEY RESPONSE LOCATIONS

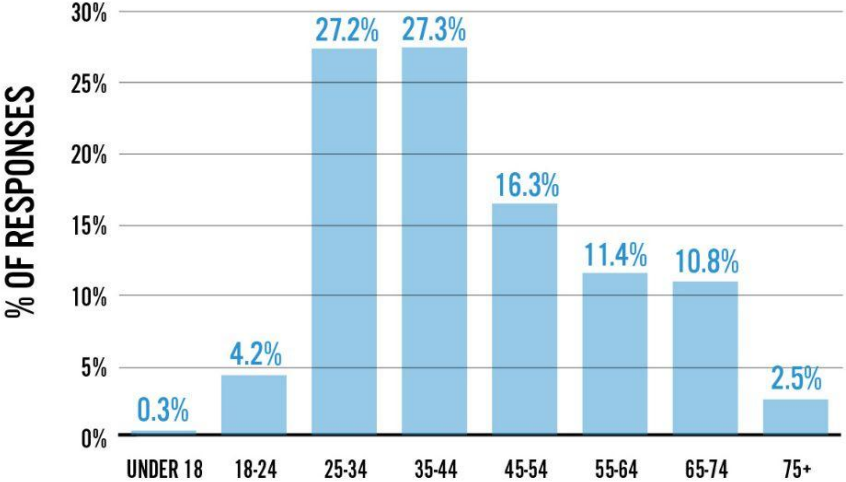
Interface Studio

- 0-1%
- 1-10%
- 10-20%
- > 20%
- Squares and Specific Locations

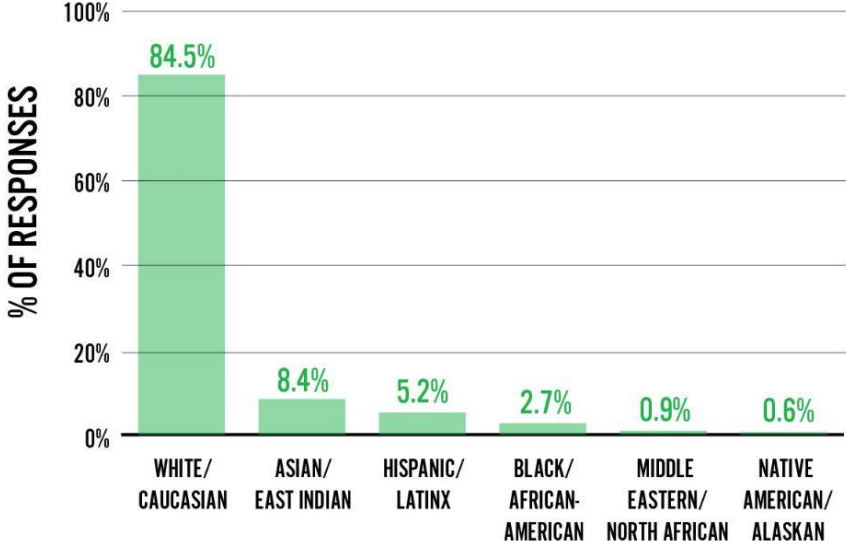


WHO TOOK THIS SURVEY?

AGE



RACE/ETHNICITY

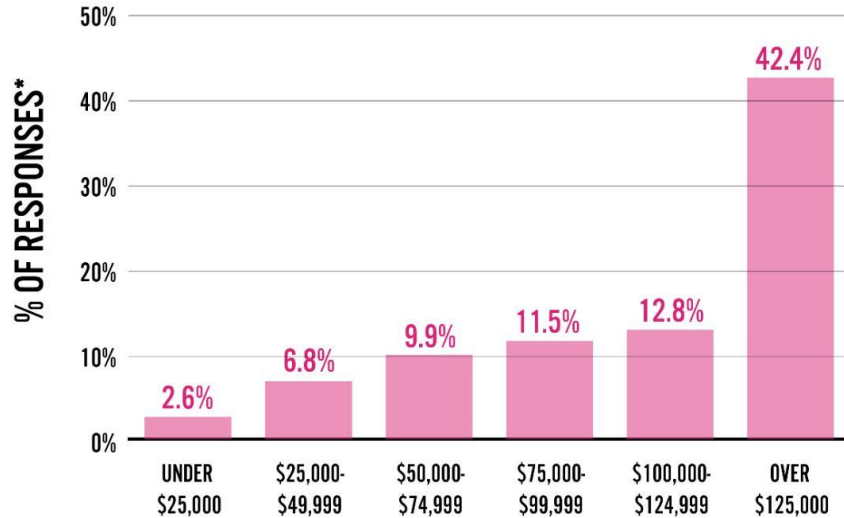


55% of survey takers are between 25 and 44 years old, and **85%** identify as **White/Caucasian**.

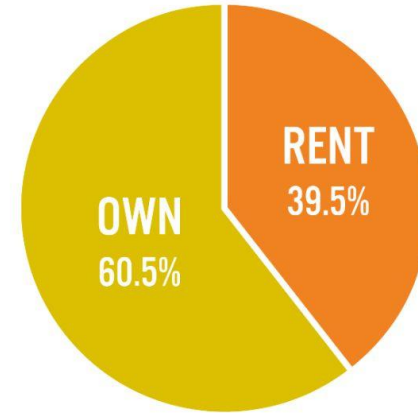
WHO TOOK THIS SURVEY?

HOUSEHOLD INCOME

*14% preferred not to answer

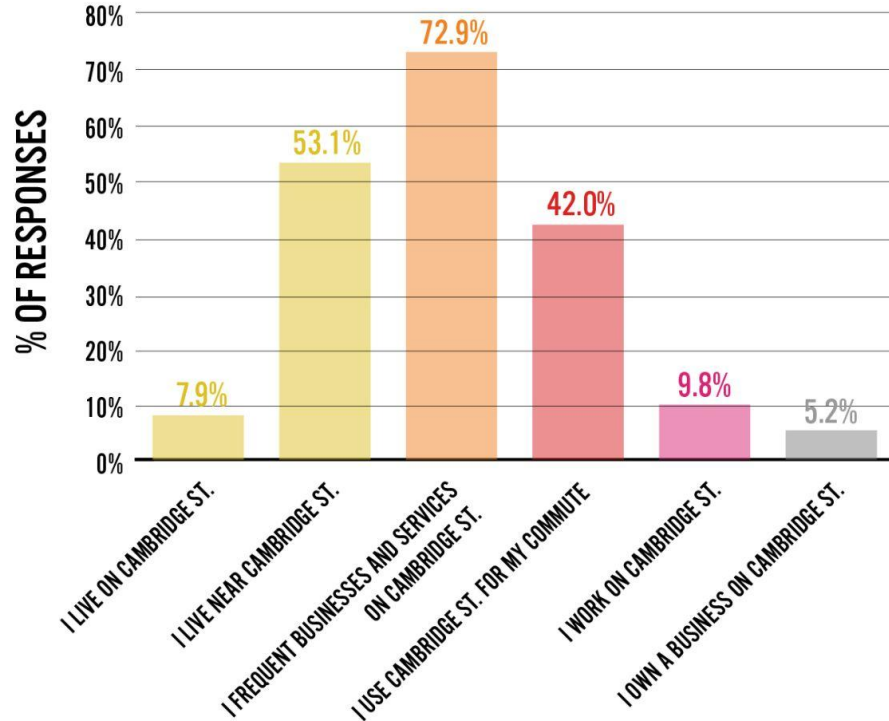


HOMEOWNERSHIP



55% of survey takers have a household income of \$100,000 or above, and **61%** are homeowners.

WHAT IS YOUR RELATIONSHIP TO CAMBRIDGE STREET?



61% are Cambridge Street **residents**.

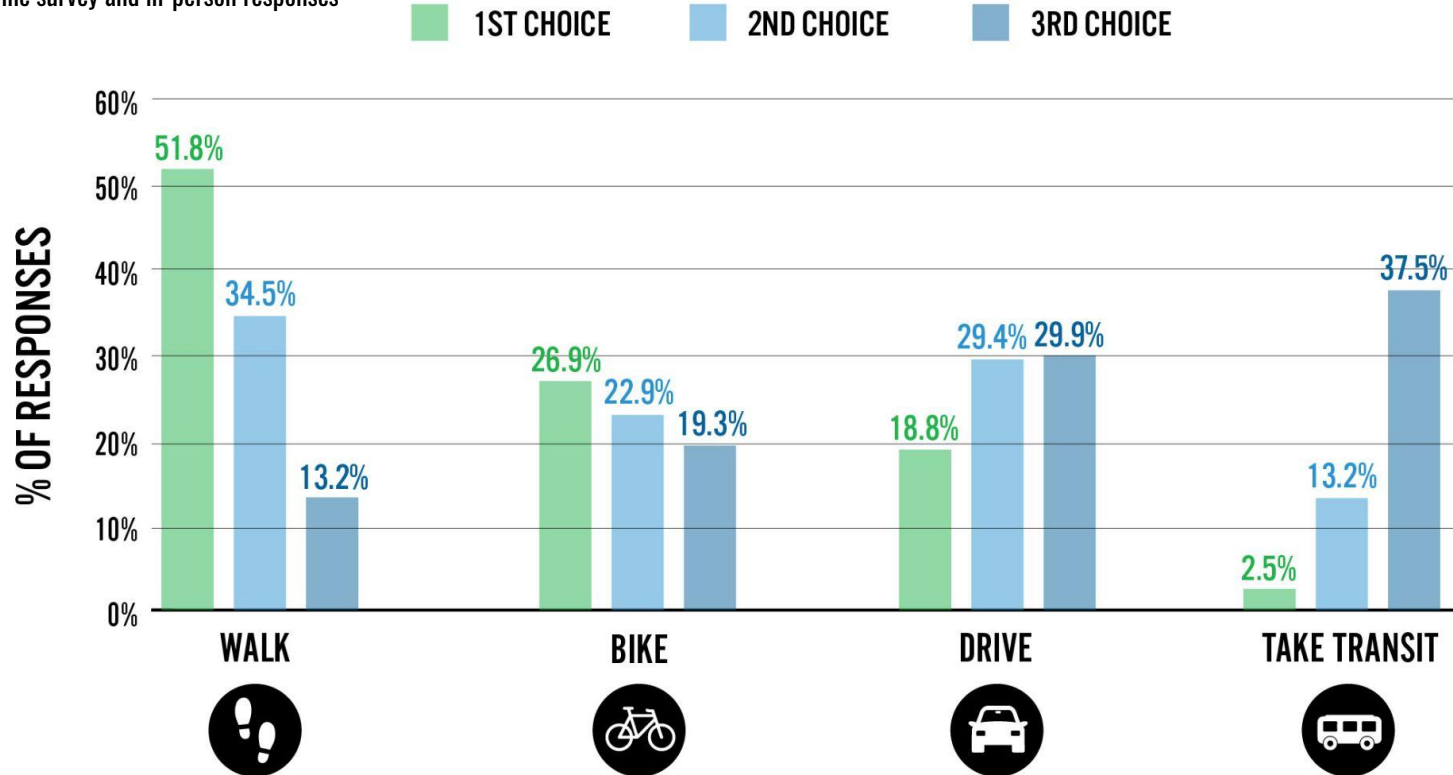
73% are Cambridge Street **customers**.

42% **commute** via Cambridge Street.

10% **work** on Cambridge Street.

HOW DO YOU USUALLY TRAVEL ON CAMBRIDGE STREET?

*Includes online survey and in-person responses



WHAT DO YOU THINK ARE THE MOST IMPORTANT PRIORITIES FOR CAMBRIDGE STREET?

PRIORITIES

- 1 MAKING IT EASIER AND SAFER TO BIKE (57.4%)
- 2 INCREASING TREE COVER AND GREEN SPACE (43.3%)
- 3 IMPROVING THE PEDESTRIAN EXPERIENCE (INCLUDING WITH A MOBILITY AID) (42.7%)
- 4 SUPPORTING BUSINESSES AND ECONOMIC GROWTH (41.1%)
- 5 BUILDING NEW HOUSING (26.6%)
- 6 IMPROVING THE PUBLIC TRANSIT EXPERIENCE (25.2%)
- 7 INCREASING PUBLIC SPACE (23.7%)

The survey results show that **bike safety**, **tree cover/green space**, **pedestrian experience** and **supporting businesses** are top priorities.

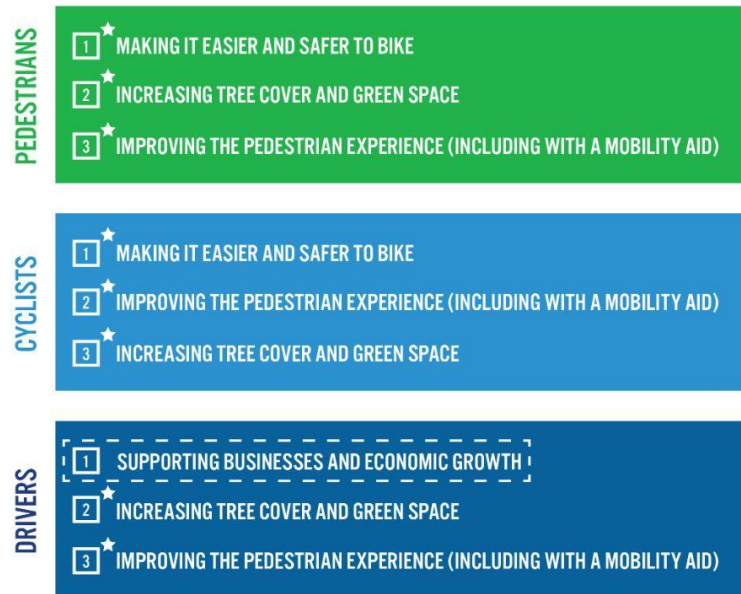
Additionally, respondents also clarified some priority options provided in the survey. For instance, “supporting businesses and economic growth” was written in as “support for *small* businesses,” and “building new housing” was written in as “building new *affordable* housing.”

WHAT DO YOU THINK ARE THE MOST IMPORTANT PRIORITIES FOR CAMBRIDGE STREET?

RELATIONSHIP TO CAMBRIDGE STREET



PREFERRED MODE OF TRAVEL

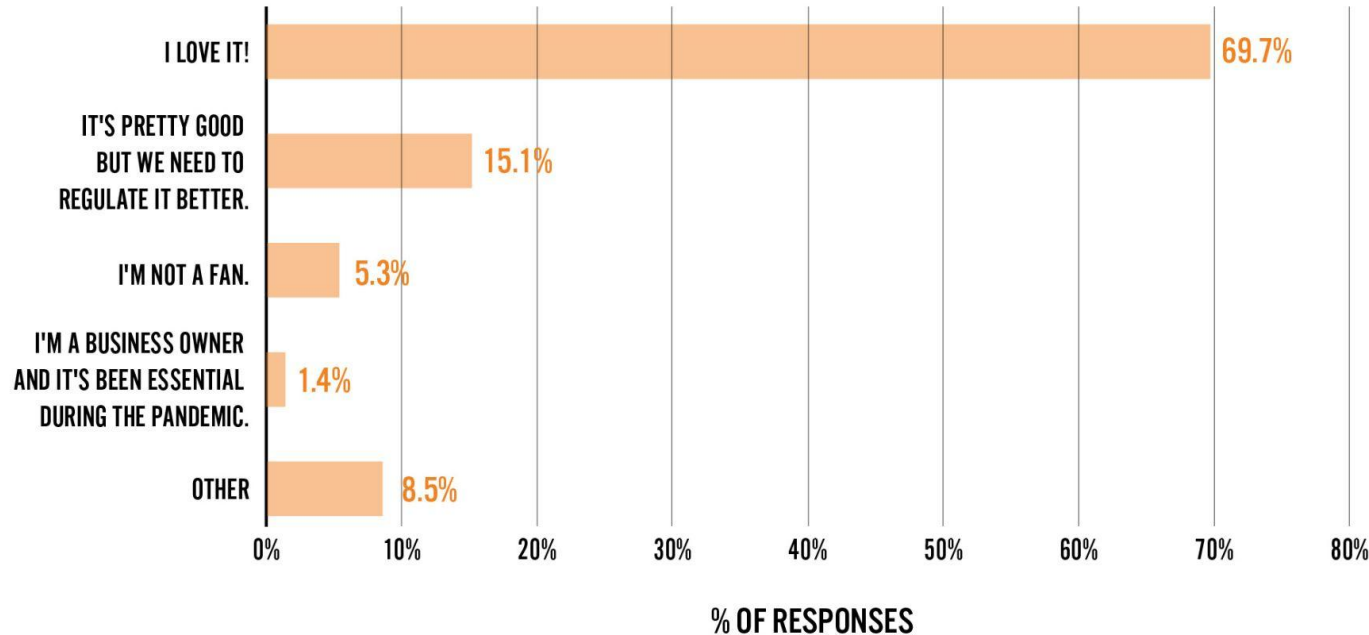


Most user groups agreed on the top three priorities for Cambridge Street, except for **workers** and **drivers** who both listed **supporting businesses and economic growth** as their top priority.

SAME AS MAJORITY OF USER GROUPS ★

[DIFFERENT FROM OTHER USER GROUPS]

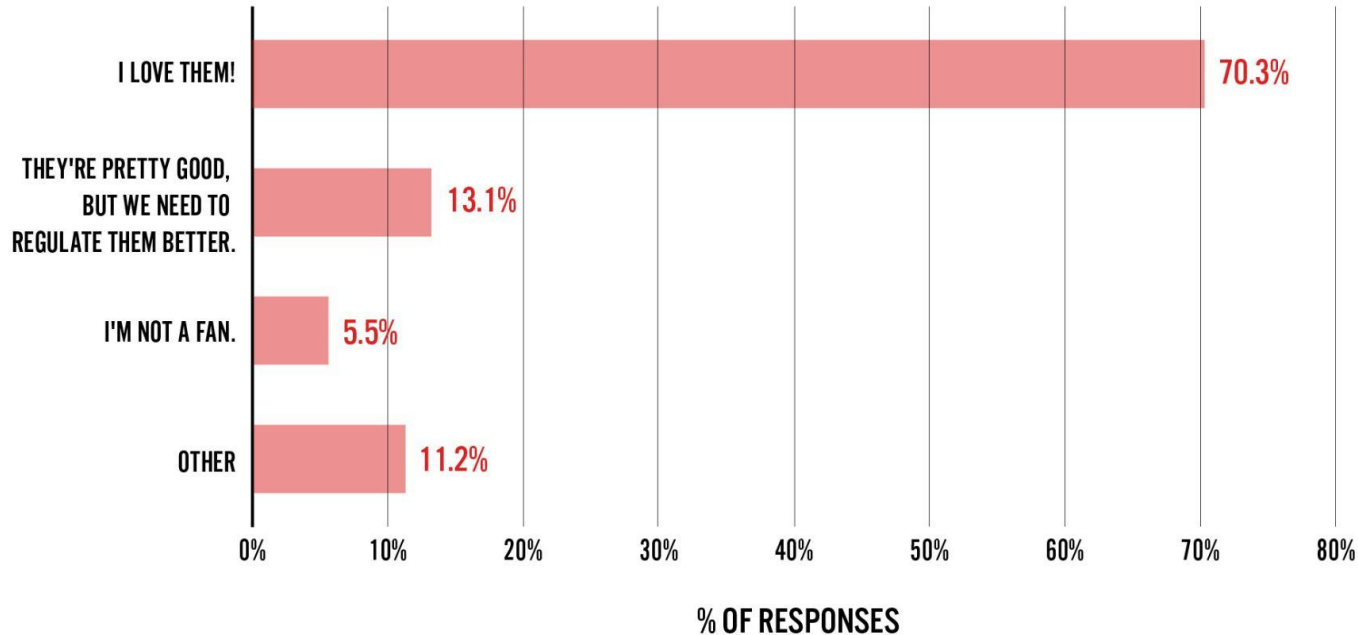
WHAT DO YOU THINK ABOUT THE OUTDOOR DINING ON CAMBRIDGE STREET?



While **70%** of survey takers responded that they **love** the outdoor dining on Cambridge Street, only **53%** of drivers gave the same response, with **24%** wanting **better regulation**.

Other responses included a concern for the corresponding **reduction of on-street parking**, **lack of separation** between outdoor dining and street traffic, and **poor assembly/appearance**.

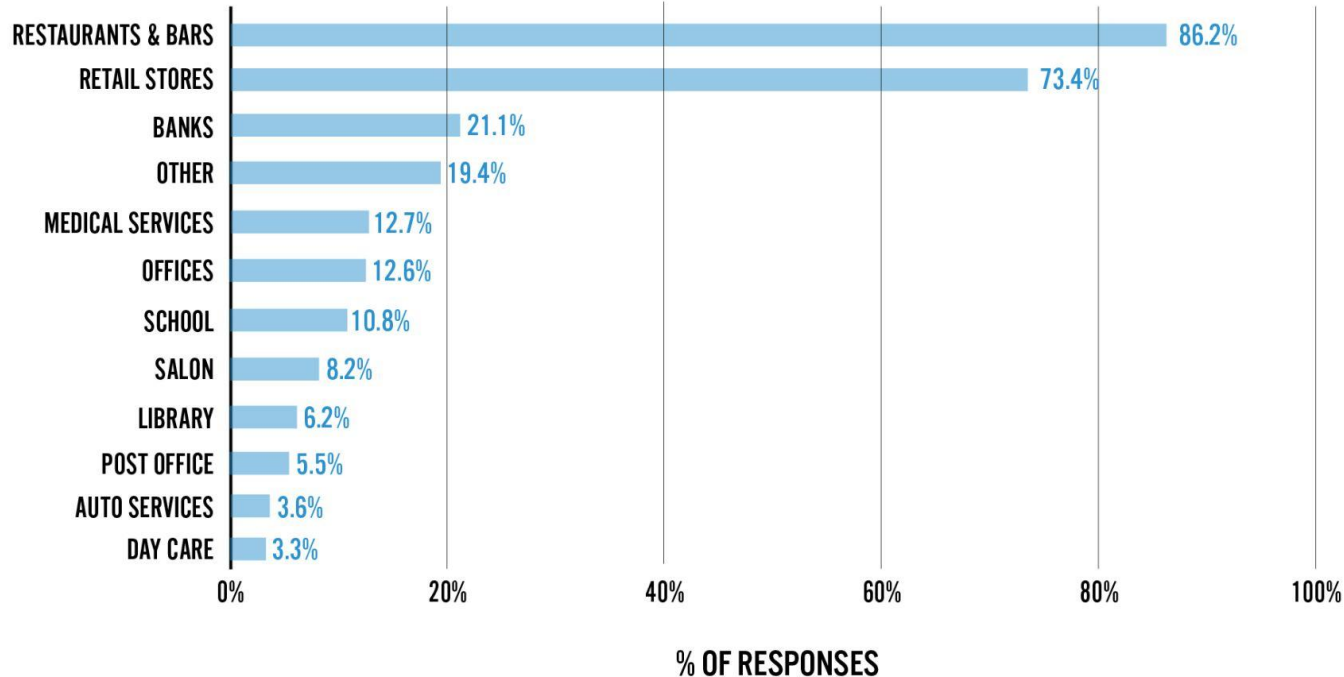
WHAT DO YOU THINK ABOUT THE PUBLIC PATIOS ON CAMBRIDGE STREET?



While **70%** of survey takers responded that they **love** the public patios on Cambridge Street, only **54%** of drivers gave the same response, with **22%** wanting **better regulation**.

A common write-in response was that some survey takers **did not know where the public patios were located** or that they existed at all. Others commented that they were sure which areas were public patios and which were private outdoor dining areas.

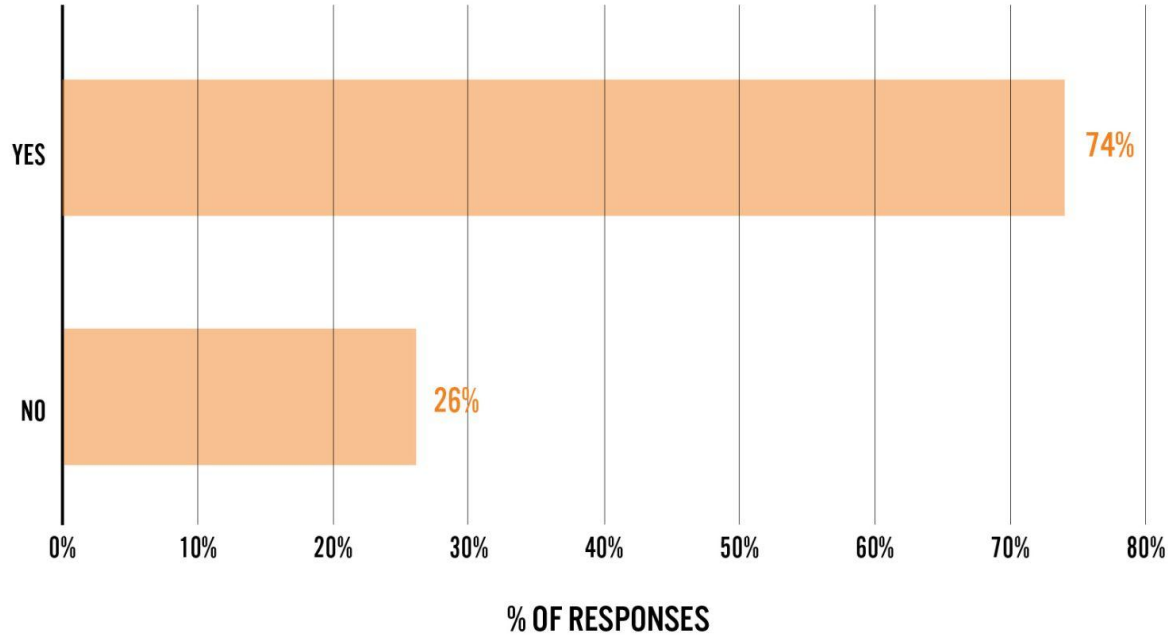
WHERE DO YOU GO MOST OFTEN ON CAMBRIDGE STREET?



The survey results show that **restaurants, bars, and retail stores** are the biggest attractions to Cambridge Street.

Additionally, a common write-in response was **visiting friends** on or near Cambridge Street.

DO THE BUSINESSES ON CAMBRIDGE STREET SUIT YOUR NEEDS?



Although the majority of survey takers thought that Cambridge Street businesses suited their needs, **residents and pedestrians** were **less likely** than other user groups to agree that businesses suited their needs. Many commented on the **need for a grocery store**.

“There’s nowhere to buy fresh food”

HOW COMFORTABLE DO YOU FEEL ON CAMBRIDGE STREET TO...?

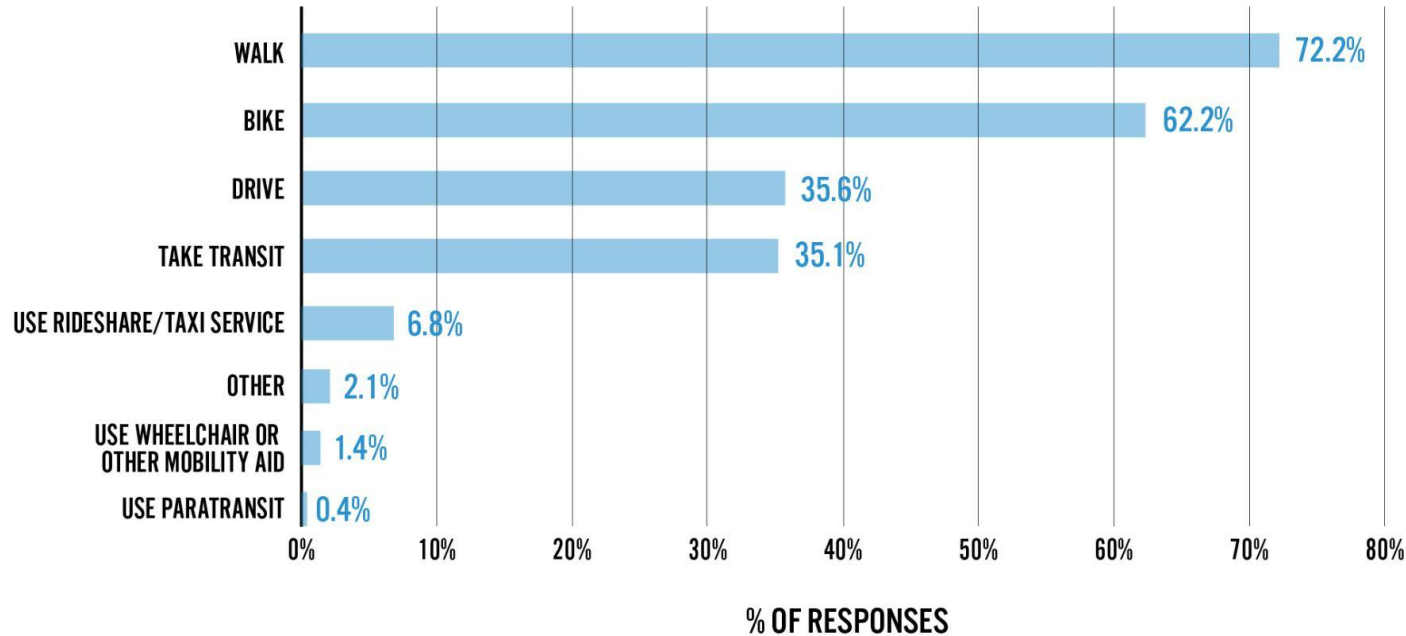


Wheelchair users and **cyclists** are the user groups most uncomfortable using Cambridge Street.

49% of **wheelchair users** reported feeling uncomfortable or very uncomfortable using Cambridge Street.

53% of **cyclists** reported feeling uncomfortable or very uncomfortable using Cambridge Street.

WHAT WOULD BE YOUR PREFERRED METHOD OF TRAVEL ON CAMBRIDGE STREET?



Choices differed by user group:

Residents chose walking (81%) followed by cycling (60%)

Workers chose walking (75%) followed by driving (51%)

Shoppers chose walking (75%) followed by cycling (66%)

Commuters chose cycling (72%) followed by walking (70%)

HOT-BUTTON TOPICS FROM OPEN ENDED COMMENTS

- For the **bike lanes** (123 responses), 77% wanted protected bike lanes/increased cyclist safety, 19% opposed bike lanes, and 4% had negative comments about cyclists, the design of the bike lanes, or the impact on traffic, but did not indicate they were opposed to the idea of bike lanes.
- For **density** (24 responses), 62% encouraged density and 38% opposed density. There were a few comments that opposed density but encouraged affordable housing.

"As a driver, I would vastly prefer to have separated bike lanes so that I don't have to worry about hitting bikers on Cambridge St."

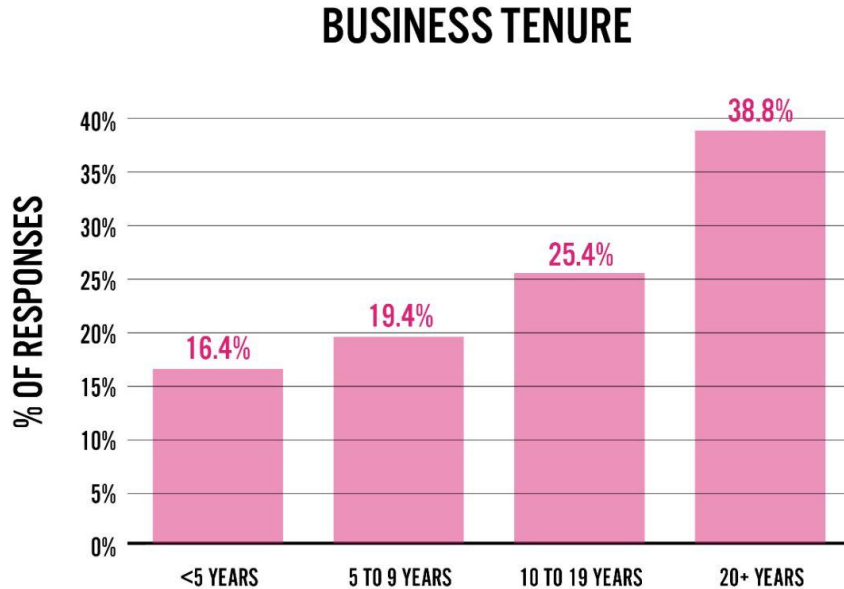
"I would love to see more commercial and residential density on the block to support local businesses"

"Please don't take away any more car driving or car parking! Assuming everyone has the able-ness and spare time to ride a bike is simply a tax on single moms and non-knowledge workers."

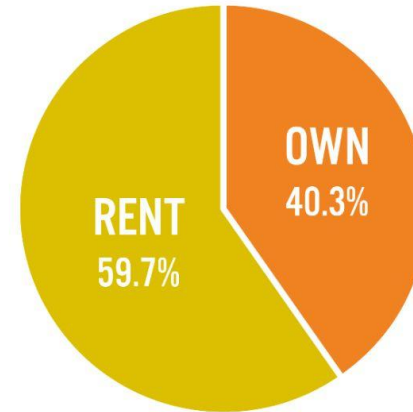
"The character and low height of buildings should be preserved."

BUSINESS SURVEY RESULTS

WHO TOOK THIS SURVEY?



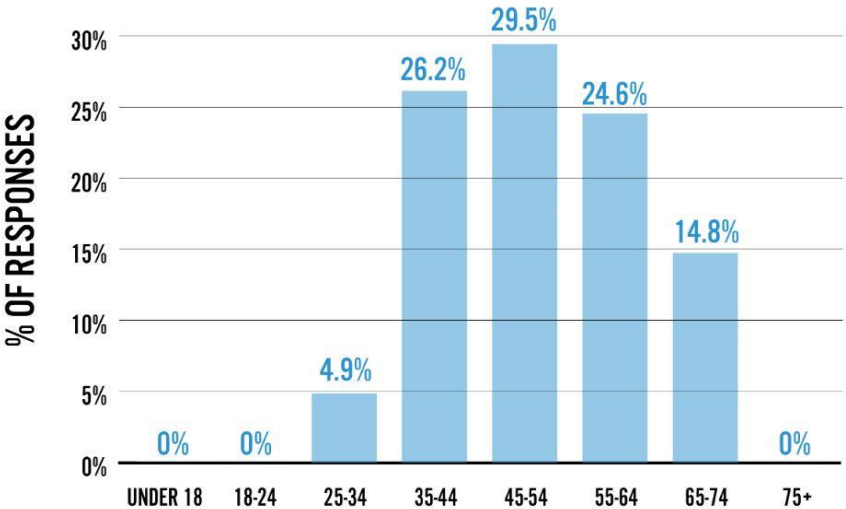
PROPERTY OWNERSHIP



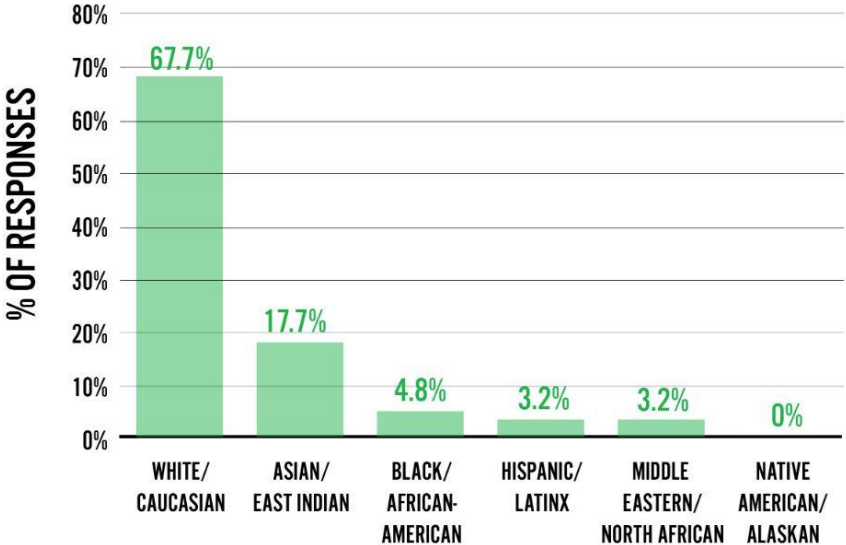
Out of 67 businesses that participated in this survey, **64%** have been in business for **10 years or more**, and **40%** own their properties.

WHO TOOK THIS SURVEY?

OWNER AGE

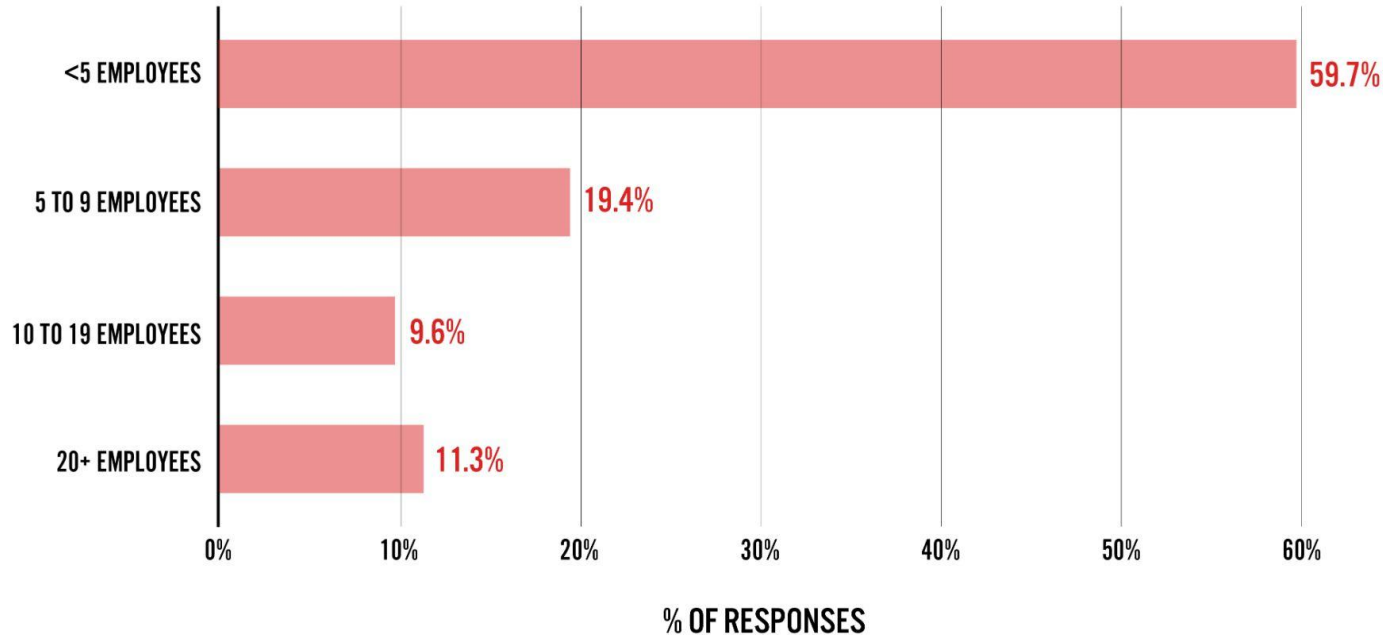


OWNER RACE/ETHNICITY



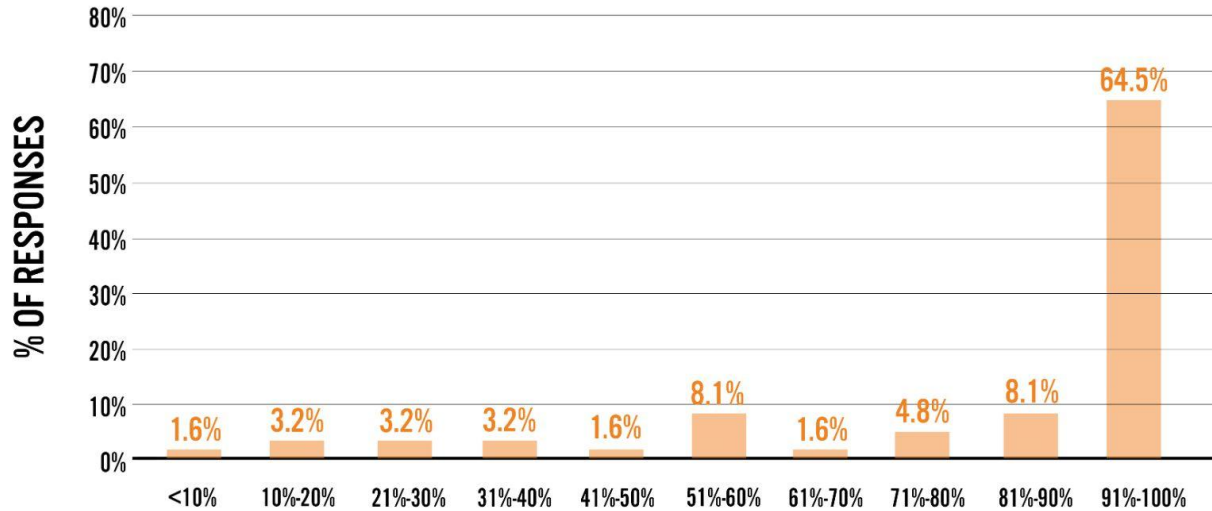
27% of businesses identified as a **minority- or women-owned businesses.**

HOW MANY FULL-TIME EMPLOYEES DO YOU HAVE?



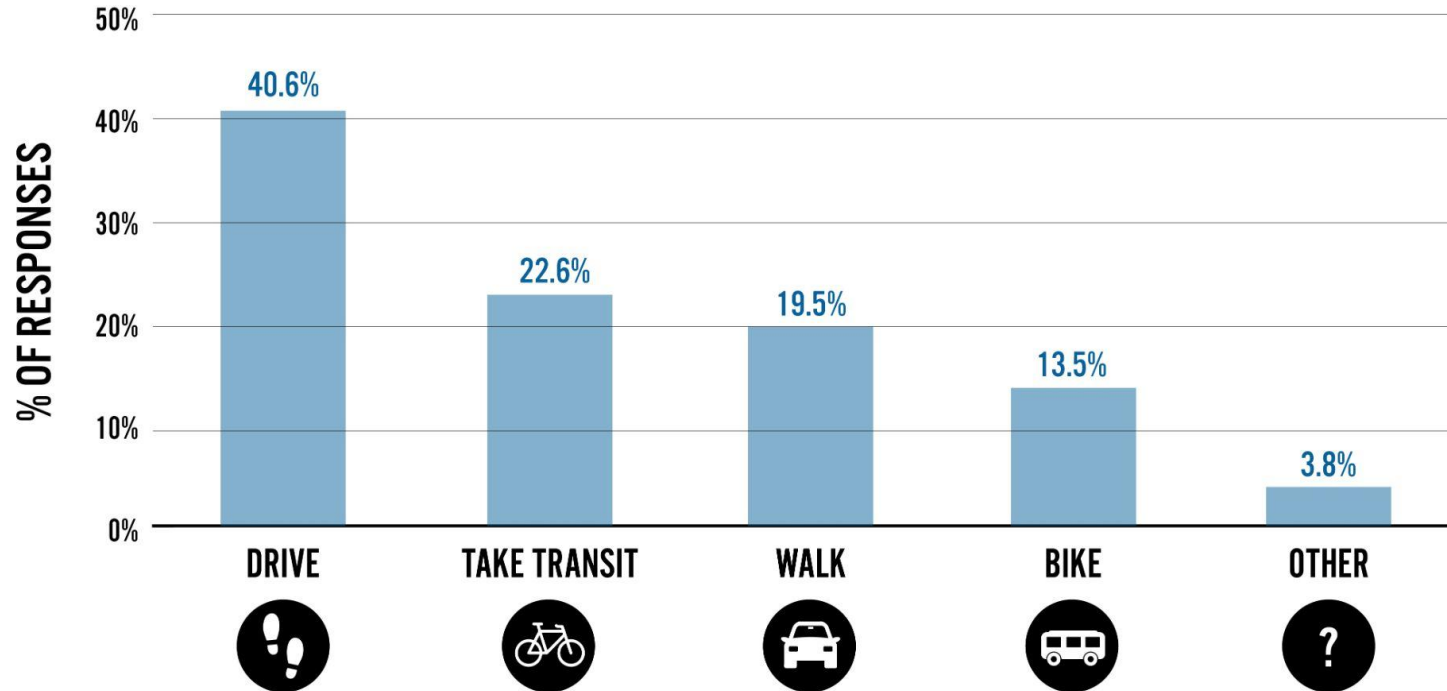
The majority of businesses (59.7%) that participated in the survey have **fewer than 5 employees**.

WHAT PERCENT OF YOUR PRE-PANDEMIC WORKFORCE IS BACK TO WORK?



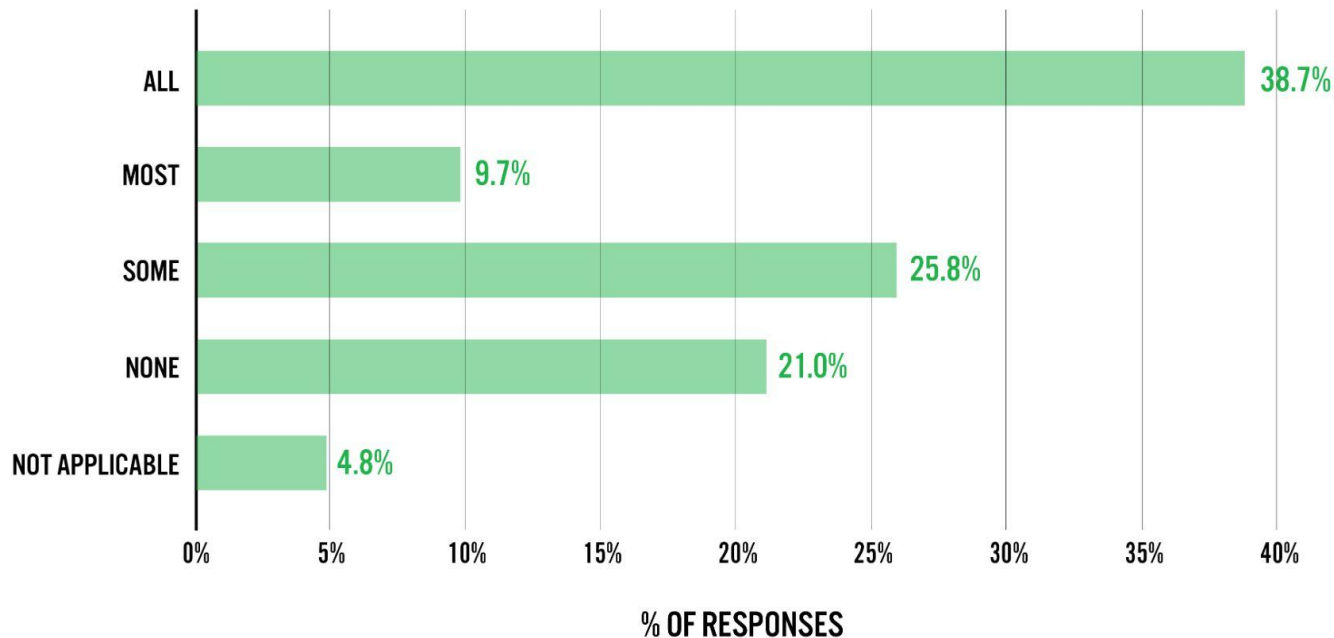
The **majority** of businesses have **over 90%** of their pre-pandemic workforce back to work. However, **13%** of businesses still have **less than half** of their pre-pandemic workforce.

HOW DO YOUR EMPLOYEES GET TO WORK?



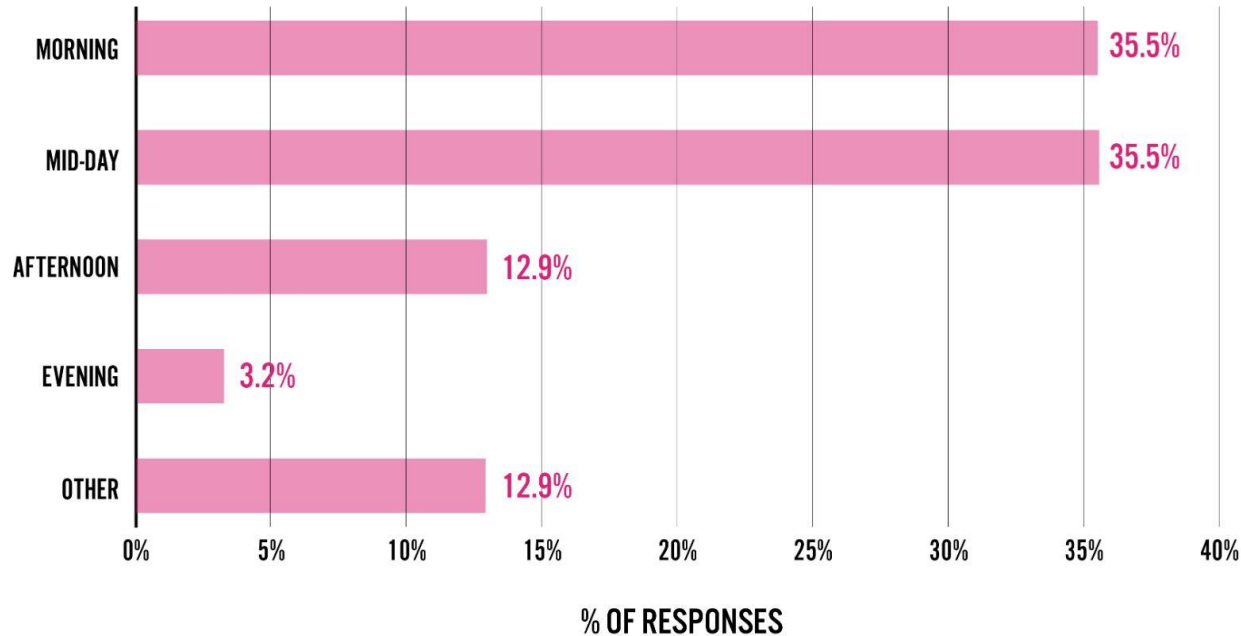
Businesses identified **driving** as the **most popular mode of travel** among their employees, with taking transit as the second most popular option.

FOR THOSE EMPLOYEES THAT DRIVE, HOW MANY ARE ABLE TO PARK IN THE AREA?



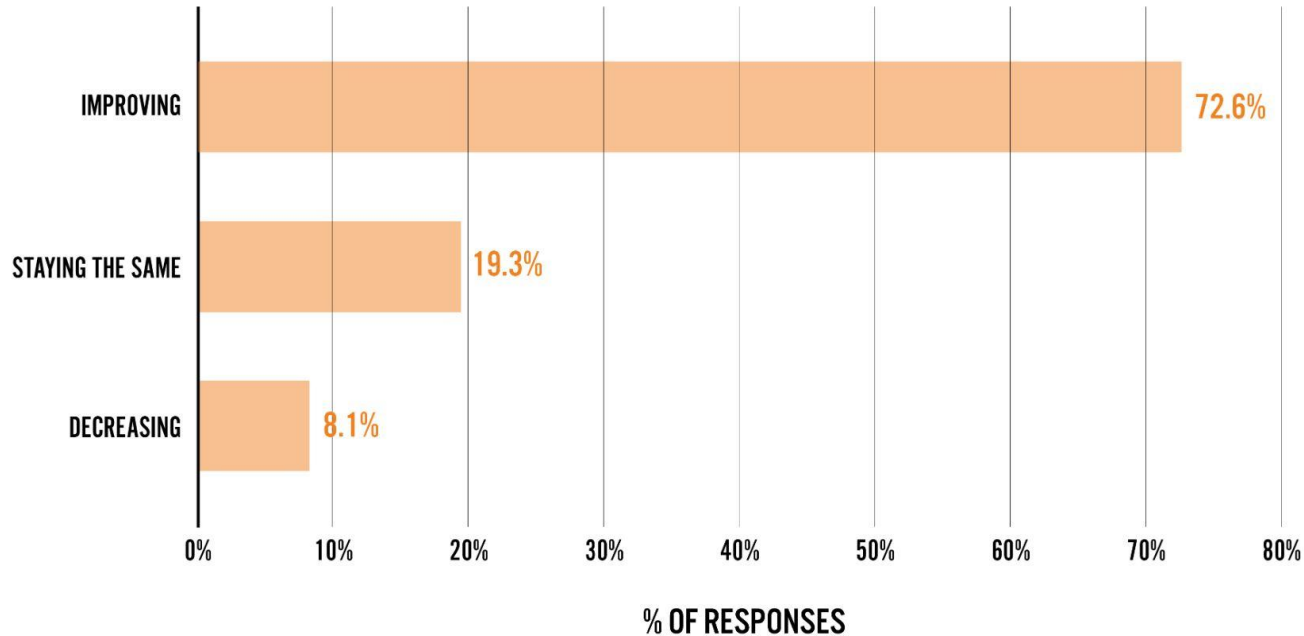
When asked how many employees are able to park in the area, only 39% of businesses responded that all of their employees could find parking, and 21% responded that none were able to find parking.

WHAT TIMES OF THE DAY DO YOU RECEIVE MOST OF YOUR DELIVERIES?



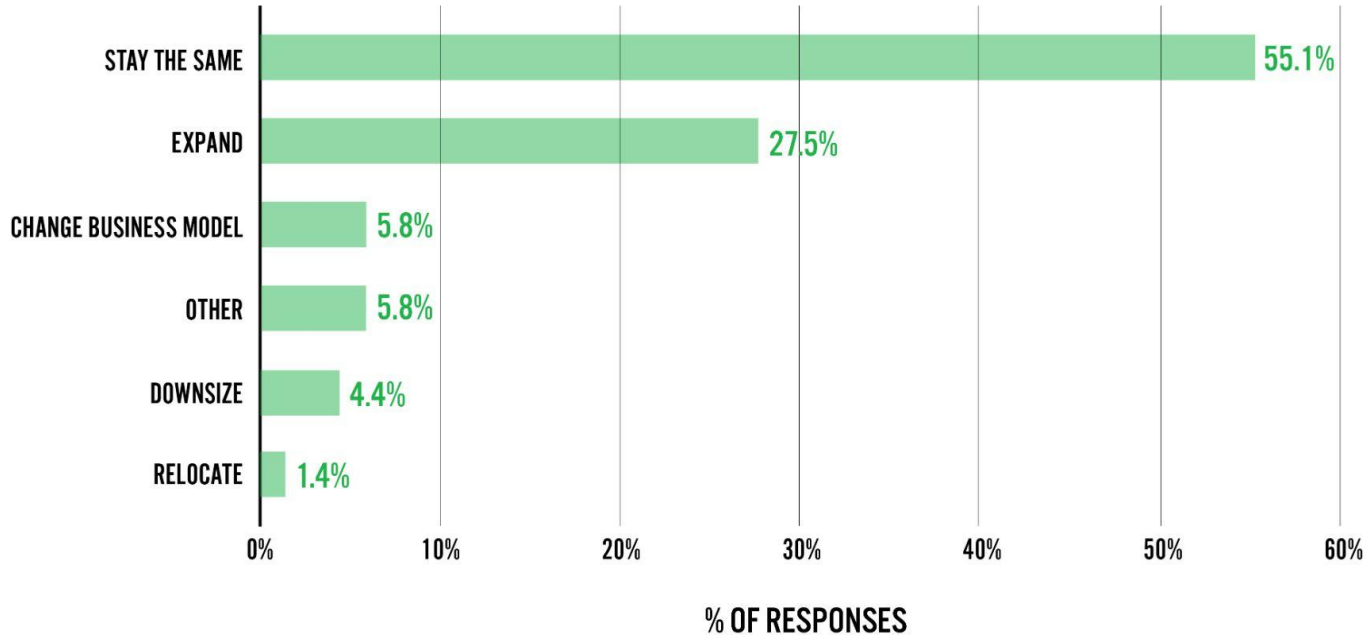
The **majority** of businesses that took the survey receive most of their deliveries **during the morning and mid-day**. Additionally, a few businesses receive deliveries throughout the day.

BEFORE THE COVID-19 PANDEMIC, HOW WOULD YOU DESCRIBE YOUR BUSINESS?



The **majority** of businesses responded that their business was **improving** prior to the pandemic.

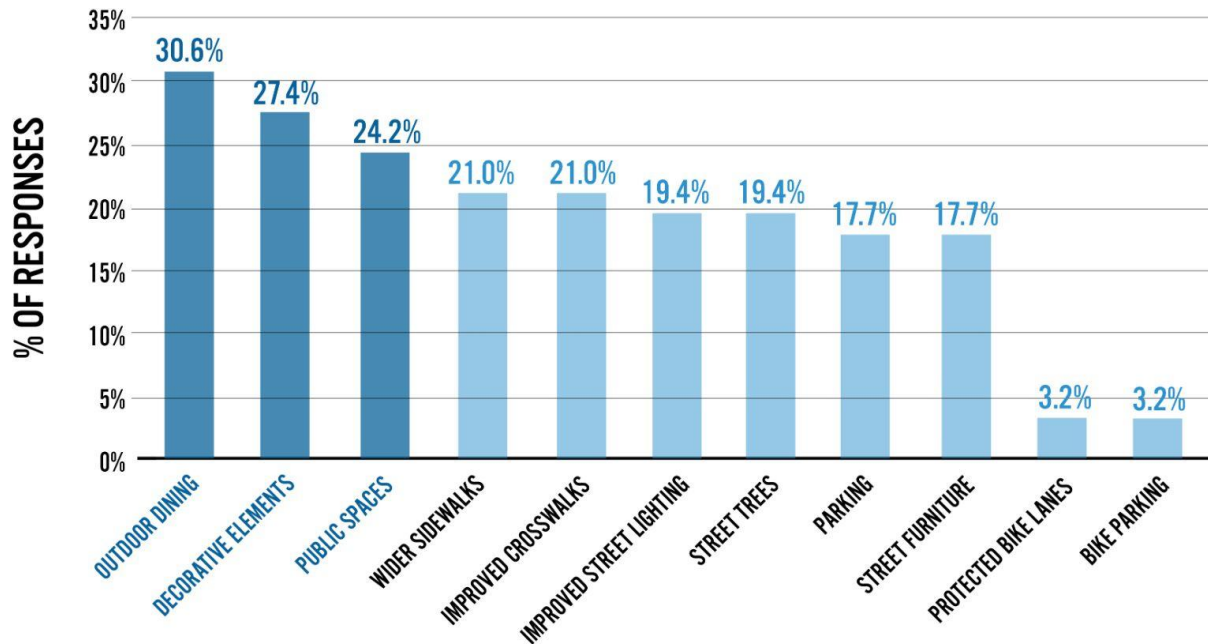
IN THE NEXT YEAR, WHAT DO YOU PLAN TO DO?



Most businesses expect to **stay the same** over the next year, while a **quarter** of businesses expect to **expand**.

When asked what resources would help grow their businesses, business owners listed **parking, business assistance, and support from the City of Cambridge**.

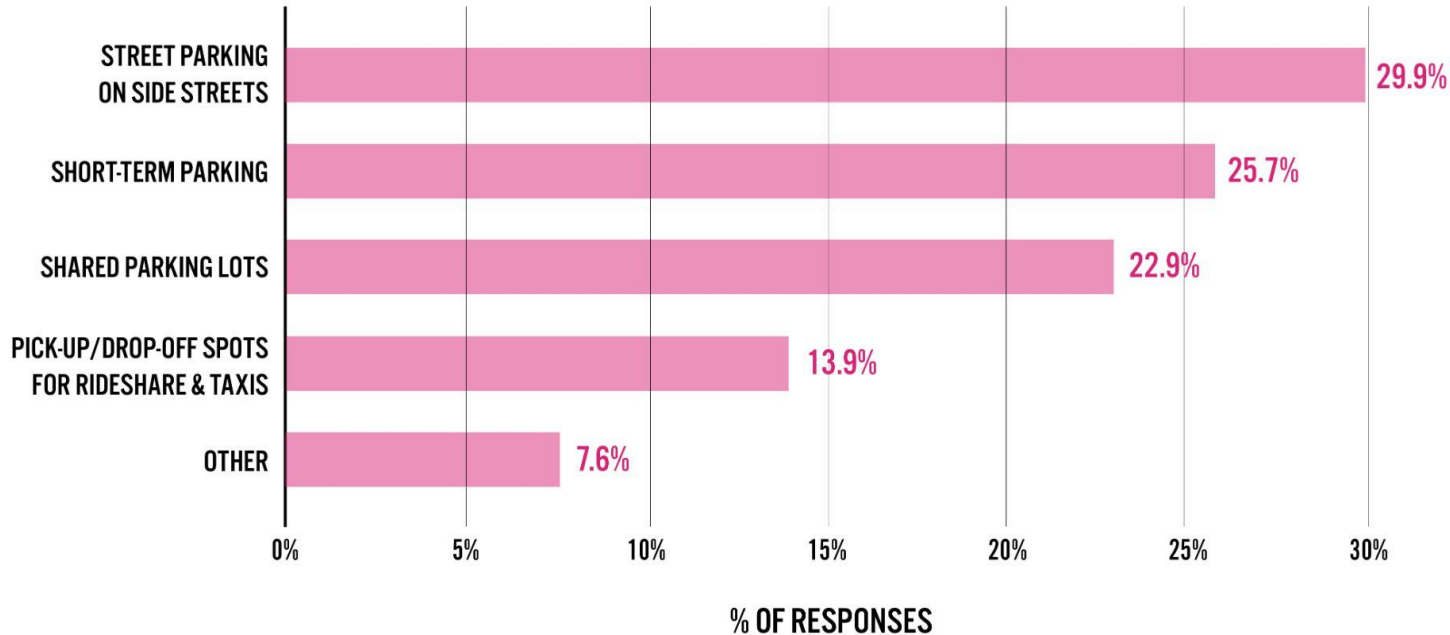
WHAT CHANGES TO THE STREET AND SIDEWALK AROUND YOUR BUSINESS WOULD ATTRACT MORE CUSTOMERS?



Although business owners supported most of the street and sidewalk improvement options equally, **outdoor dining**, **decorative elements** (such as murals and holiday lights), and **public spaces** were most popular.

Additionally, the most common write-in answer was **parking**.

WHAT TYPES OF PARKING OPTIONS WOULD BE USEFUL FOR YOUR BUSINESS?



Street parking on side streets was the most popular option among business owners that took the survey. However, several business owners also commented that they would like to see more parking on Cambridge Street and business/employee-only parking spots and parking permits.

WHAT DO YOU THINK ARE THE MOST IMPORTANT PRIORITIES FOR CAMBRIDGE STREET?

PRIORITIES

1 SUPPORTING BUSINESSES AND ECONOMIC GROWTH (83.6%)

2 IMPROVING THE PEDESTRIAN EXPERIENCE (25.4%)

3 INCREASING PUBLIC SPACE (22.4%)

4 IMPROVING THE PUBLIC TRANSIT EXPERIENCE (20.9%)

5 INCREASING TREE COVER AND GREEN SPACE (17.9%)

6 MAKING IT EASIER AND SAFER TO BIKE (10.4%)

7 BUILDING NEW HOUSING (10.4%)

The survey results show that **supporting businesses and economic growth** is the top priority for business owners. Other priorities included **improving the pedestrian experience**, **increasing public space**, and **improving the public transit experience**, all of which are related to improving the experience along Cambridge Street for potential customers.

Additionally, some business owners also listed **parking for businesses** as a priority.

02 ENGAGEMENT ROUND #2



QUICK MENTIMETER WARM UP


www.menti.com

7 6 4 5 5 9 5 2

1 Grab Your Phone

2 Go to www.menti.com

3 Enter the code 7645 5952 and hit **Submit after each response**

 Or, click the link in the chat

6

WHAT WE DID

In February 2022, the planning team held two virtual public workshops on Zoom: *Crafting a Vision* (2/3) and *Priorities & Possibilities* (2/17). The first workshop was dedicated to creating a unified vision for Cambridge Street, while the second workshop focused on the discussion of small businesses, housing, and access and safety for all street users.

WHO WE SPOKE TO

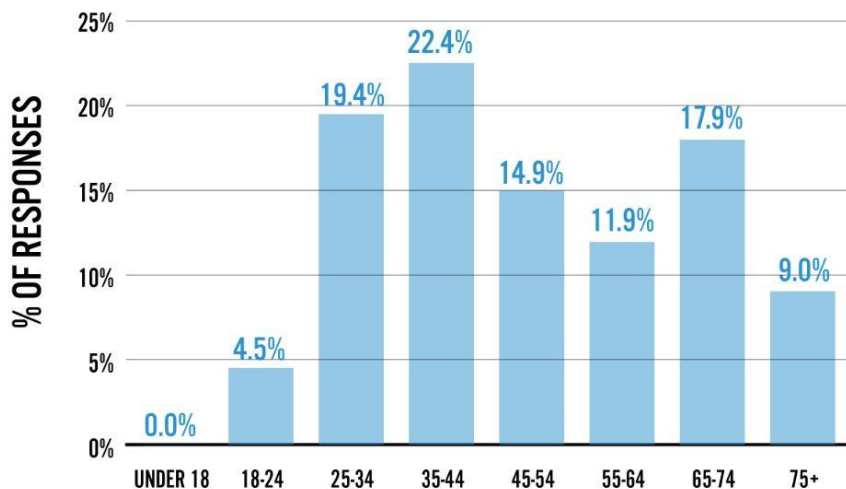
In total, over 120 participants attended the virtual public workshops. Using the interactive platform Mentimeter, participants were able to write in answers to a series of questions and see all answers in real time as they were being submitted.

Close your eyes and imagine your ideal Cambridge Street. How do you feel?

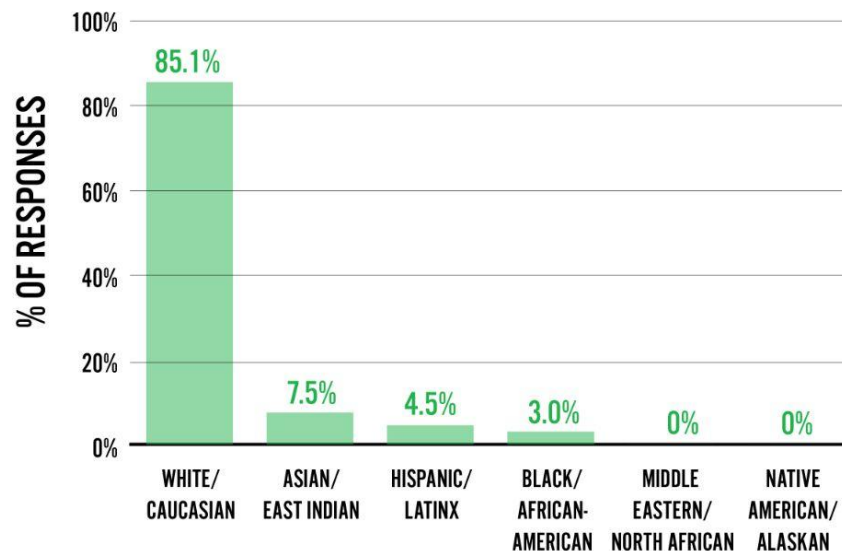


WHO PARTICIPATED IN THESE WORKSHOPS?

AGE

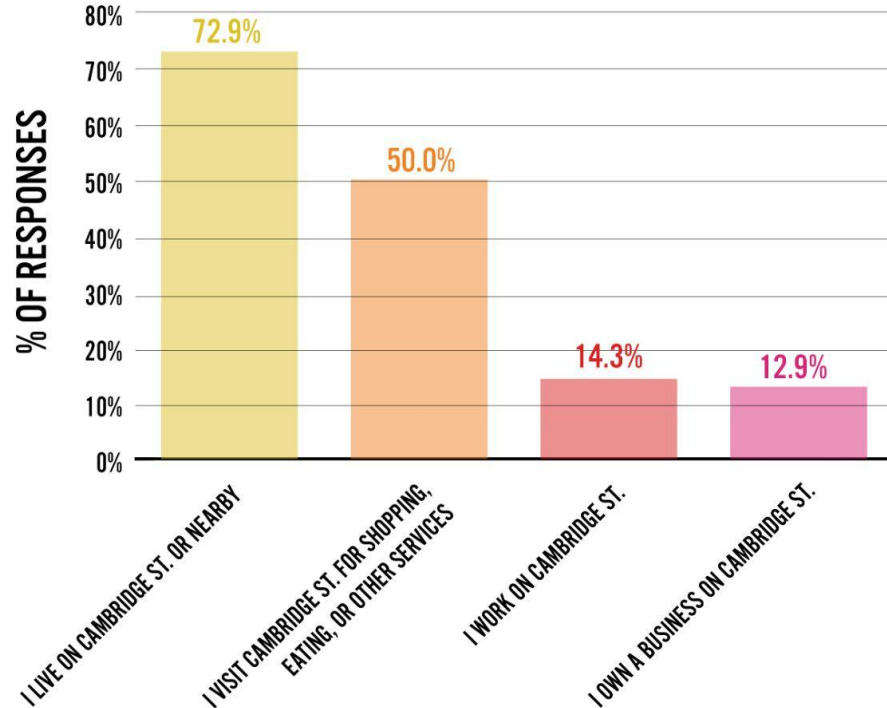


RACE/ETHNICITY



42% of participants are between **25 and 44 years old**, and **85%** identify as **White/Caucasian**.

WHAT IS THEIR RELATIONSHIP TO CAMBRIDGE STREET?



73% are Cambridge Street **residents**.

50% are Cambridge Street **customers**.

14% **work** on Cambridge Street.

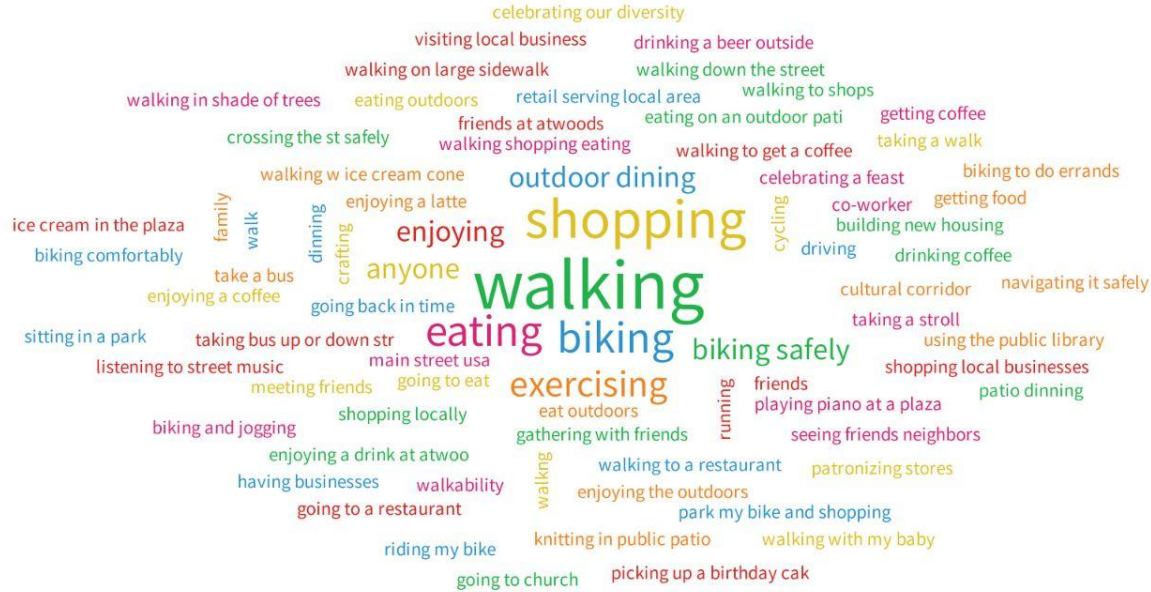
13% are Cambridge Street **business owners**.

MENTIMETER RESULTS

CRAFTING A VISION WORKSHOP (FEBRUARY 3, 2022)

CLOSE YOUR EYES AND IMAGINE YOUR IDEAL CAMBRIDGE STREET...

...WHAT ARE YOU DOING?



CLOSE YOUR EYES AND IMAGINE YOUR IDEAL CAMBRIDGE STREET...

...*WHO* ARE YOU WITH?



CLOSE YOUR EYES AND IMAGINE YOUR IDEAL CAMBRIDGE STREET...

...HOW DO YOU FEEL?



TELL US WHAT YOU ARE FOR...

More Affordable Housing!

Community

Diversity and inclusivity

Open accessible community space

bike safety

shade and trees

local businesses

Mixed economic development. Union Sq is a good example.

wide sidewalks

Active ground floor retail

on street parking

Diversity and Inclusion

Opportunity

Locally owned small businesses. Affordable and inclusive.

A vibrant street with things to do and places to buy the things we need, that is accessible for everyone.

AS OUR CAMBRIDGE STREET EVOLVES, IT WILL **RETAIN** ITS...



*Larger words represent more popular responses

AS OUR CAMBRIDGE STREET EVOLVES, IT WILL CREATE...



AS OUR CAMBRIDGE STREET EVOLVES, IT WILL IMPROVE...



03 ENGAGEMENT ROUND #3



WHAT WE DID

The planning team held two in-person events on May 6th and 7th, 2022 at the Valente Branch Library on Cambridge Street. The input exercises were also translated to an online tool that was available for the entire month of May. We solicited feedback on the draft vision statement for Cambridge Street and the preliminary draft ideas to achieve that vision. The results from those activities are outlined below.

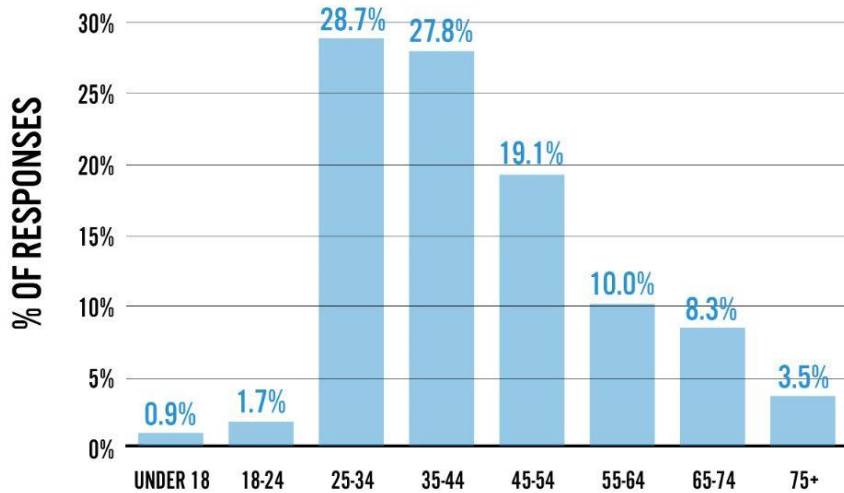
WHO WE SPOKE TO

In all, about 350 participants shared their thoughts on the draft ideas for the plan either in person or online. 85% of participants identified as being near neighbors to the street, from East Cambridge, Inman Square or Wellington-Harrington.

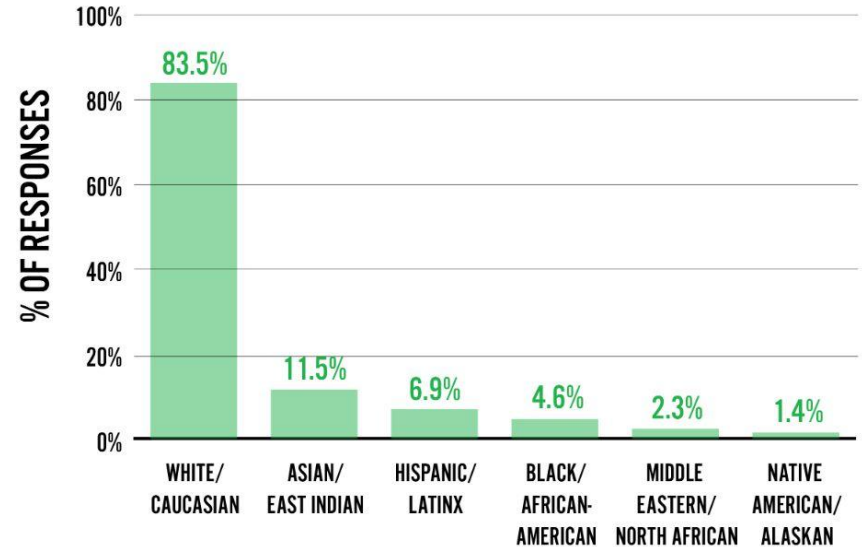


WHO TOOK THIS SURVEY?

AGE



RACE/ETHNICITY

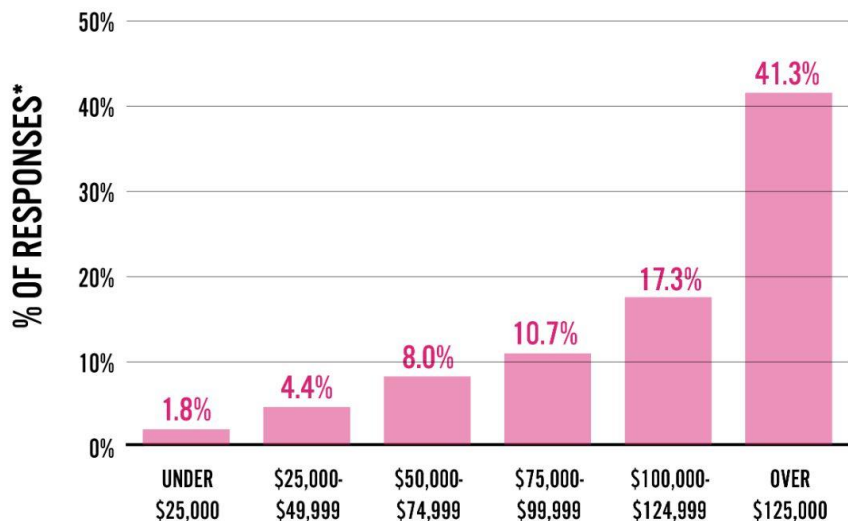


57% of survey takers are between 25 and 44 years old, and **84%** identify as White/Caucasian.

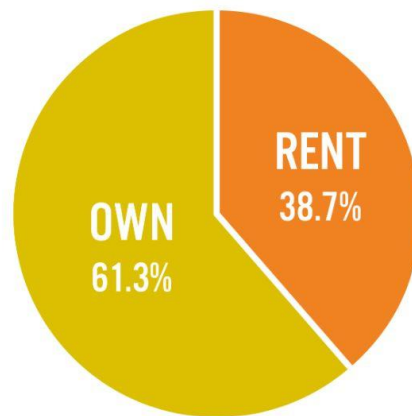
WHO TOOK THIS SURVEY?

HOUSEHOLD INCOME

*16.5% preferred not to answer



HOMEOWNERSHIP



59% of survey takers have a household income of \$100,000 or above, and **61%** are homeowners.



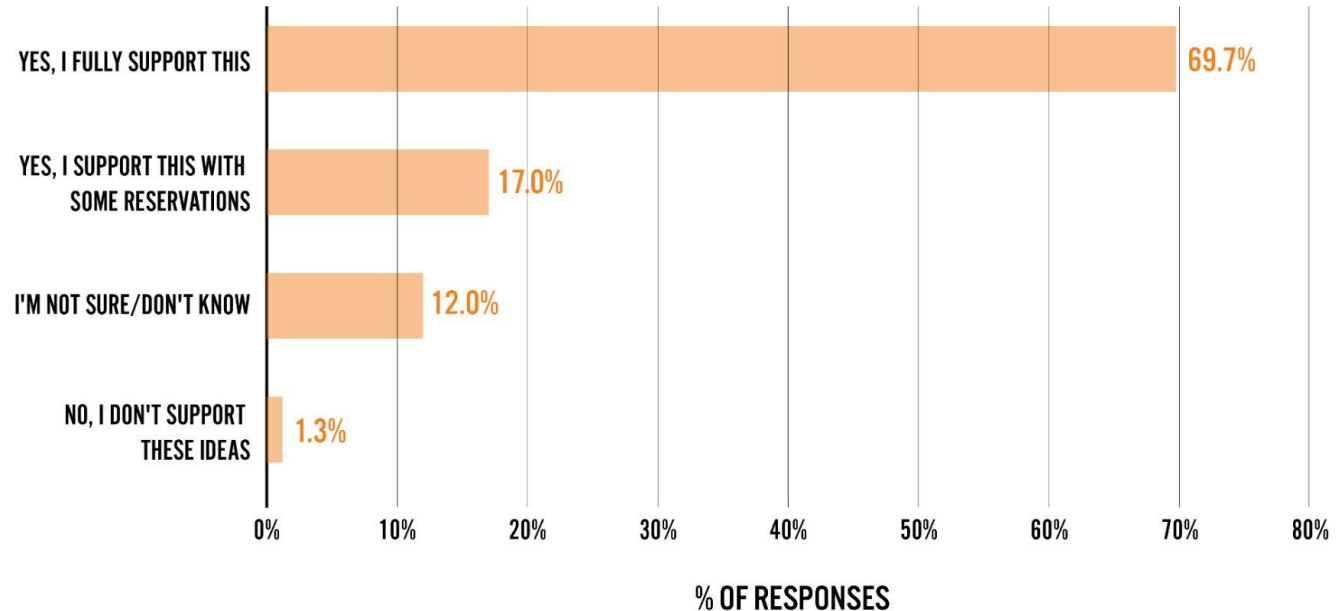
Inviting

**IN-PERSON FEEDBACK &
ONLINE SURVEY RESULTS**

WOULD YOU SUPPORT...

CELEBRATING THE **UNIQUE IDENTITIES** ALONG CAMBRIDGE STREET FROM ONE BLOCK TO THE NEXT BY:

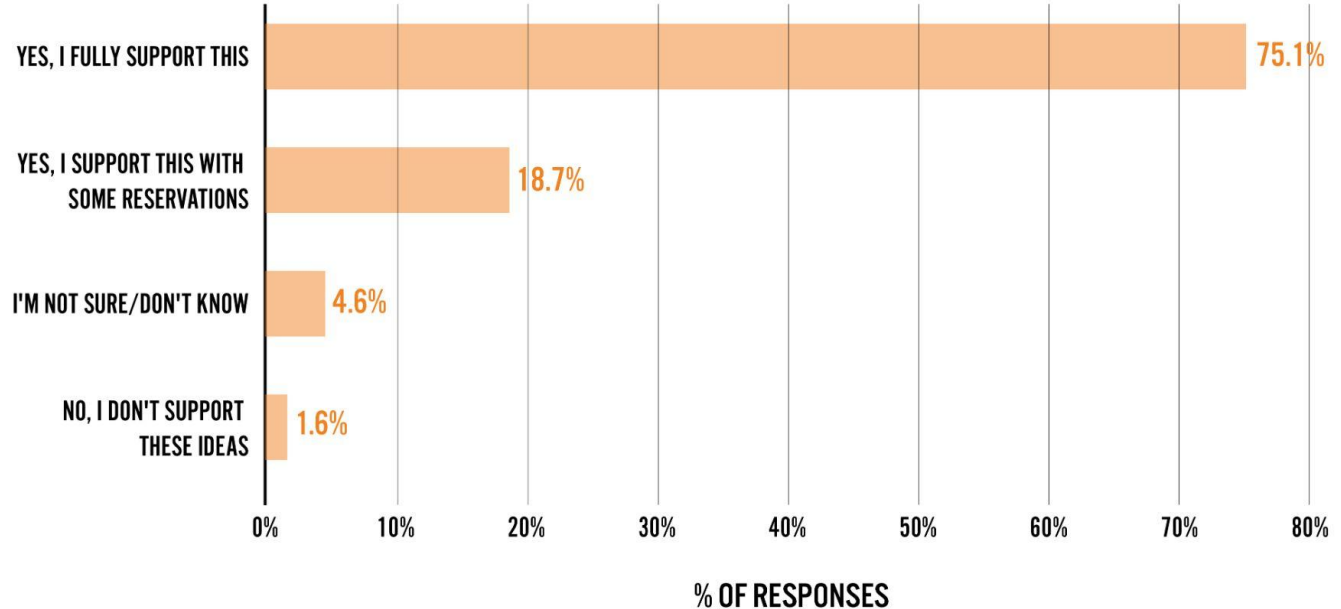
- Defining **different centers of activity** with interventions such as signage, public art and parklets to create welcoming spaces



WOULD YOU SUPPORT...

BRINGING THE **COMMUNITY TOGETHER AND CELEBRATE DIVERSITY** BY:

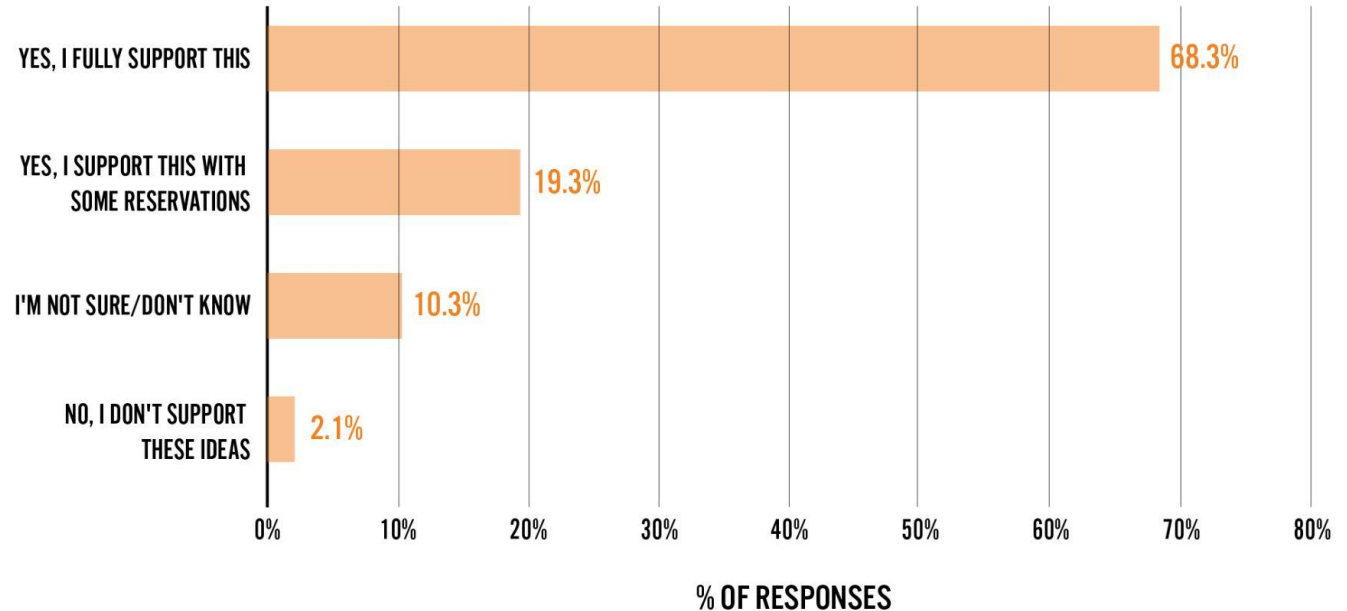
- Providing **additional cultural programming, festivals, and events** (and complementing existing ones)
- Advocating for **more funding** for community organizations to program public spaces



WOULD YOU SUPPORT...

CREATING A **MODERN STREET WITH A MIX OF USES THAT:**

- Celebrates the **beloved qualities and businesses** of Cambridge Street
- Evolves in a way that **embraces new vibrancy and change**

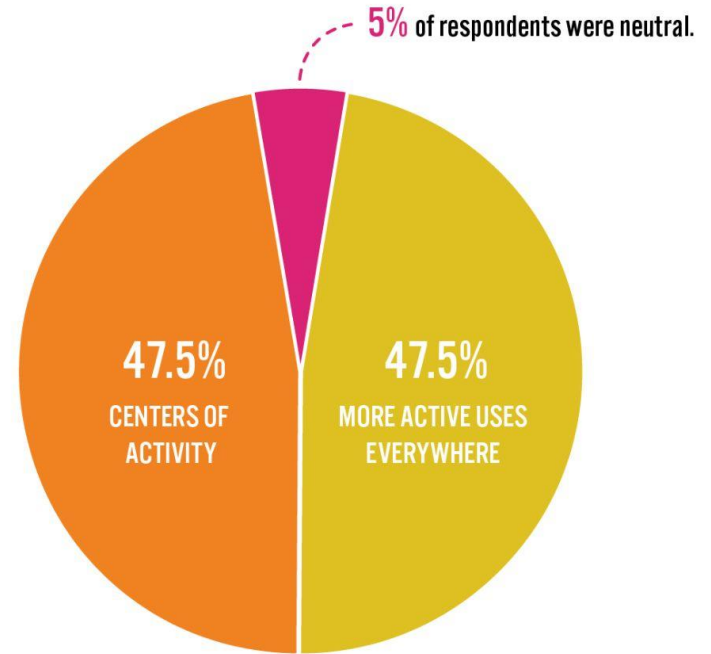


WOULD YOU RATHER...

PROMOTE CENTERS OF ACTIVITY WHILE PRESERVING SOME QUIET SPACES OR HAVE MORE ACTIVE USES EVERYWHERE

"Passive space is important for impromptu activities"

"I also want spaces to stop and sit under a tree along the street"



WHAT ADDITIONAL EVENTS WOULD YOU LIKE TO SEE ON CAMBRIDGE STREET?

COMMON RESPONSES

- FARMERS MARKETS
- FOOD-RELATED EVENTS (FEASTS, FOOD TRUCKS, FOOD CRAWL, ETC.)
- MUSIC EVENTS (JAZZ FESTIVAL, PORCHFEST)
- STEM & ART EVENTS

*“Celebrate diversity
itself and multi-cultural
experience”*

*“Never want to see
the feasts go!”*

WHAT WOULD YOU DO TO FURTHER CELEBRATE THE CHARACTER OF CAMBRIDGE STREET?

COMMON RESPONSES

- DISPLAY HISTORY OF THE NEIGHBORHOOD & THROUGH PUBLIC ART
- DIVERSITY OF RESTAURANTS & LOCAL FOOD OPTIONS

Signs that tell you to look up (and see this historic thing)!

“Encourage mix of retail uses”

“More murals to create a sense of place”



KEY TAKEAWAYS

- There is an abundance of pride for the **history and diversity** of Cambridge Street, and maintaining and celebrating those aspects of the neighborhood should be prioritized.
- Many participants enjoy the community events that happen along the street and would like more opportunities to **bring the community together** with food, local music, and art.
- Although there were mixed responses concerning the right balance of activity for the street, participants generally desired more options for outdoor activities while maintaining open spaces that are more quiet/passive in nature. Additionally, potential interventions that create welcoming spaces, such as signage, public art, and parklets, received positive responses from participants.



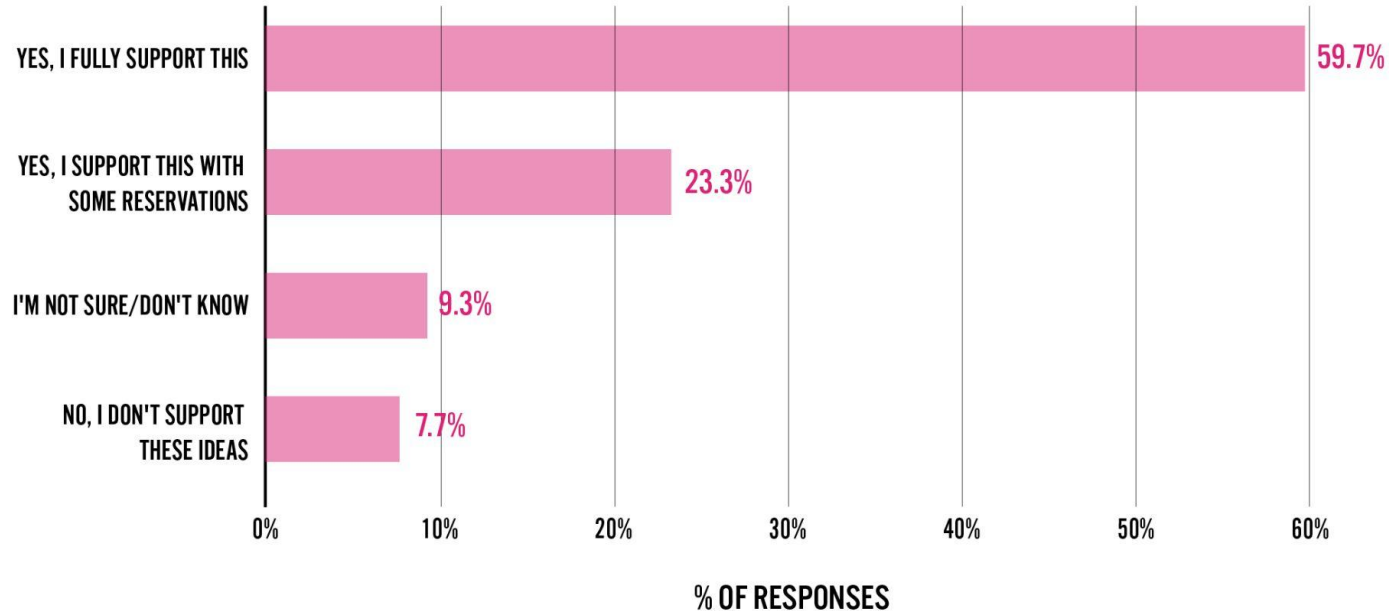
Local

**IN-PERSON FEEDBACK &
ONLINE SURVEY RESULTS**

WOULD YOU SUPPORT...

MAINTAINING A SUPPLY OF AFFORDABLE COMMERCIAL SPACES FOR LOCAL BUSINESSES BY:

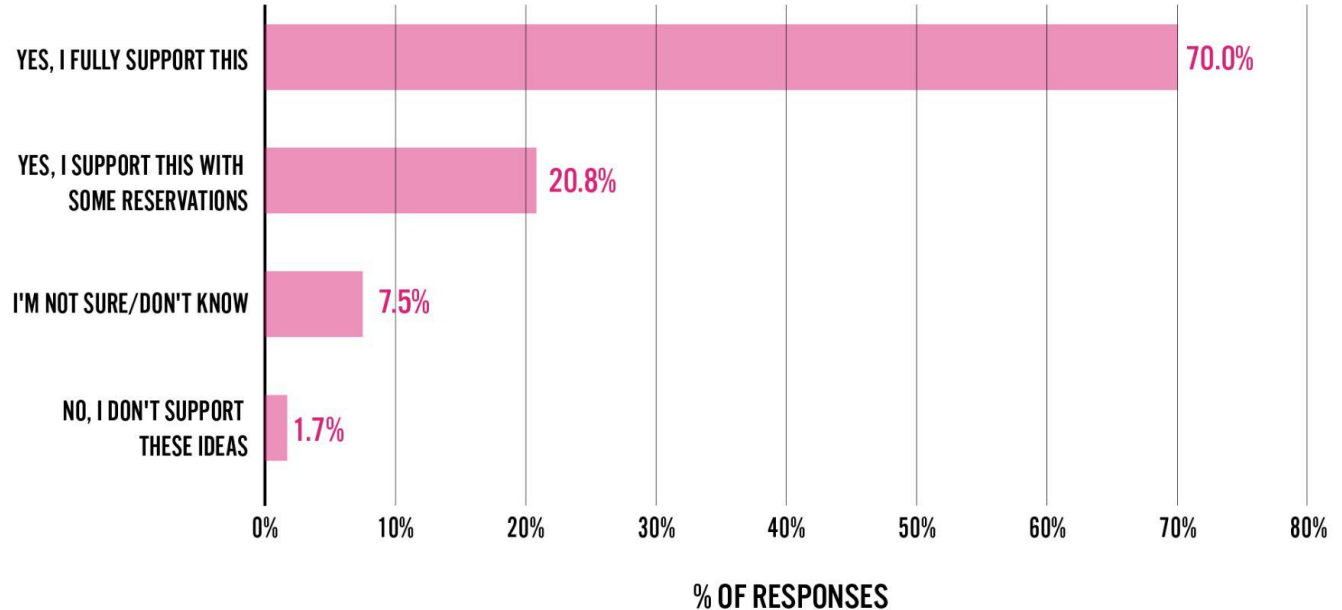
- Encouraging businesses to own their properties
- Reducing development costs
- Leveraging new development to subsidize affordable storefronts



WOULD YOU SUPPORT...

HELPING BUSINESSES CREATE ACTIVE GROUND FLOOR FRONTAGES BY:

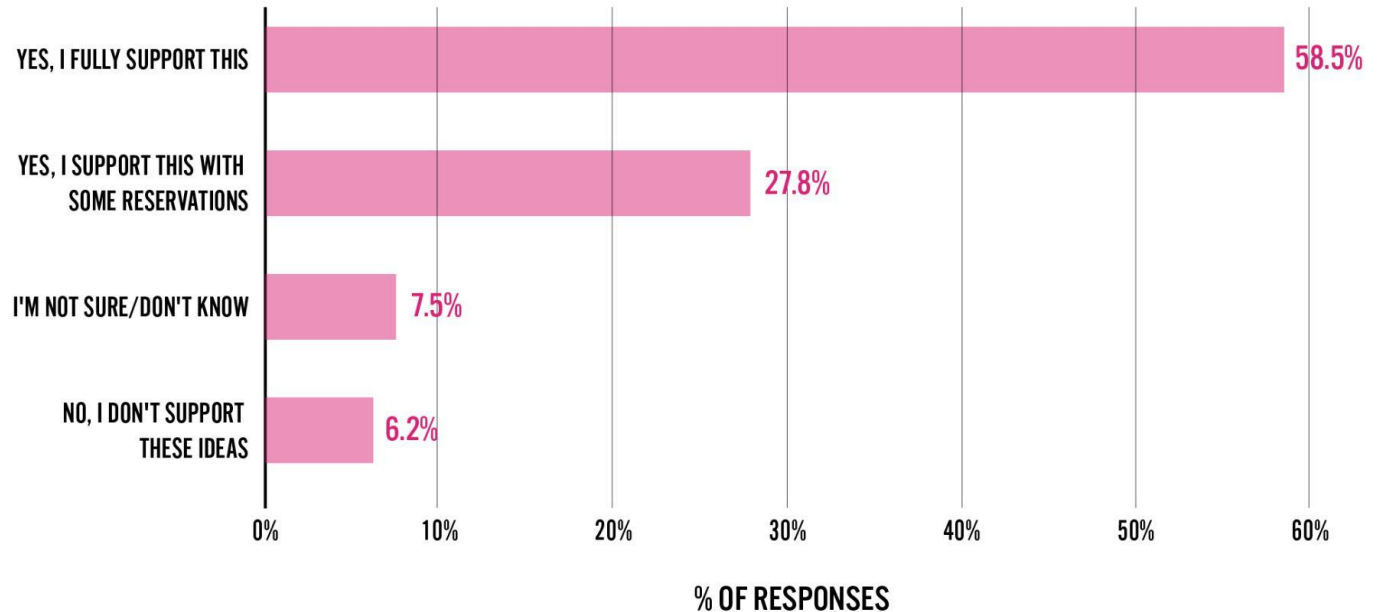
- Targeting marketing of the City's storefront improvement programs and resources for windows, signage, and merchandise display
- Marketing City programs for providing alternative storefront and street activation (including outdoor dining/retail, public realm utilization, pop up storefronts)



WOULD YOU SUPPORT...

ACTIVITY THROUGHOUT THE DAY FOR A RANGE OF USERS (NEARBY RESIDENTS, WORKERS AND VISITORS) BY:

- Preserving the **healthy mix of diverse businesses**
- Limiting the **size of lab development**
- Providing support to **long-time legacy businesses and small/local businesses** owned by woman, BIPOC, and foreign born residents



HOW WOULD YOU ACTIVATE GROUND FLOOR SPACES ON CAMBRIDGE STREET?

COMMON RESPONSES

- DAILY NEEDS STORES
- COMMUNITY SPACES (SENIOR CENTER, COMMUNITY WORK SPACE)
- RETAIL CONDOS & RENT SUBSIDIES FOR BUSINESSES
- OUTDOOR SEATING/DINING
- SIDEWALK IMPROVEMENTS FOR A BETTER PEDESTRIAN EXPERIENCE

“More space on sidewalks to enjoy storefronts”

“Provide mix of ground-floor retail and residential”

HOW WOULD YOU CELEBRATE & SUPPORT LONG-TIME LEGACY BUSINESSES & WOMEN/MINORITY-OWNED BUSINESSES?

COMMON RESPONSES

- AFFORDABLE RENTS FOR BUSINESSES
- TAX ON NEW DEVELOPMENTS TO SUPPORT LEGACY INFRASTRUCTURE

*“Limit/stop labs
on Cambridge St.”*

*“Pair small businesses
with local HS students
for internships”*

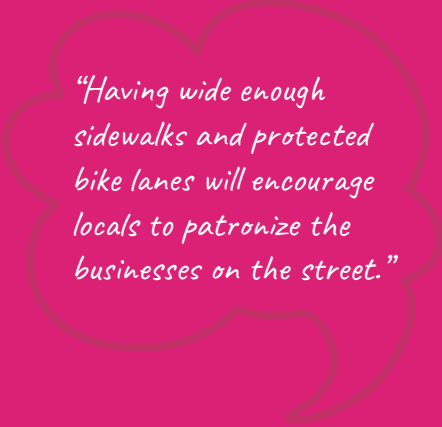


Local

KEY TAKEAWAYS



“Make the city grant programs for small businesses easier to find info about and apply to.”



“Having wide enough sidewalks and protected bike lanes will encourage locals to patronize the businesses on the street.”

- Key to the character of the corridor is **supporting a mix of vibrant, local, and small businesses.**
- Because of this, there is support for assisting existing small businesses, managing uses that tend to price out other small businesses (such as labs), and keeping commercial spaces affordable (like encouraging businesses to own their own properties, or allowing more density to subsidize street level storefronts).
- Improving outdoor and pedestrian space adjacent to businesses is important for potential customers and increased commercial activity. In addition to the existing businesses that are celebrated by the community, some participants would also like to see more “daily needs” stores so that residents can fulfill all of their shopping needs along Cambridge Street.



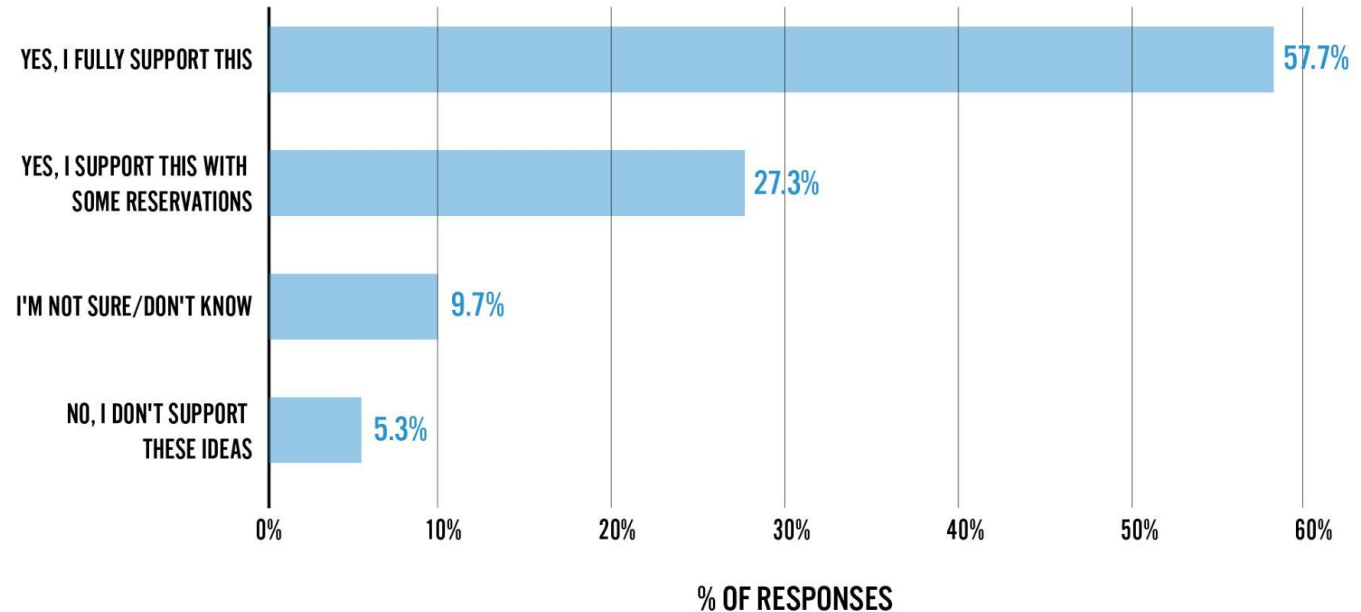
Affordable

IN-PERSON FEEDBACK &
ONLINE SURVEY RESULTS

WOULD YOU SUPPORT...

PRESERVING EXISTING HOUSING STOCK BY:

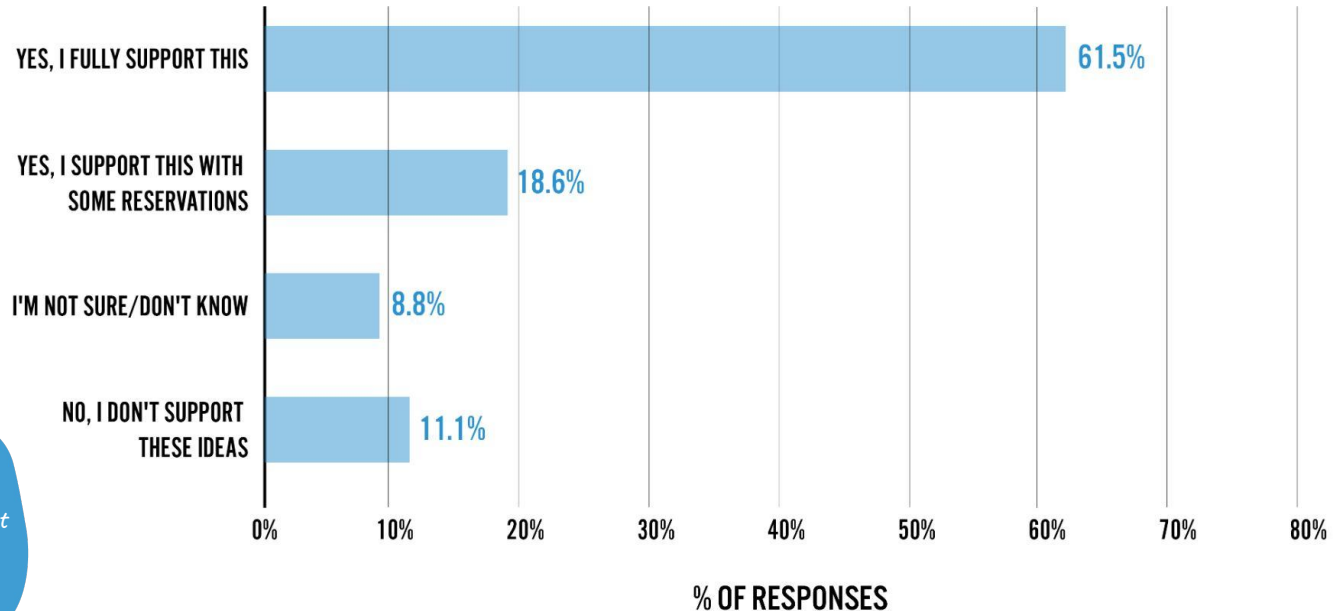
- Considering a **limitation on the conversion** of residential units to commercial units
- Exploring ways to provide incentives for landlords to **keep rents low**



WOULD YOU SUPPORT...

ENCOURAGING HIGHER DENSITY MIXED USE DEVELOPMENT AND MORE HOUSING UNITS ALONG CAMBRIDGE STREET WHILE MAINTAINING THE EXISTING CHARACTER OF THE STREET BY:

- Considering zoning changes such as removing setback and parking requirements
- Exploring programs that incentivizes mixed use buildings (active storefronts on the first floor and residential units above)

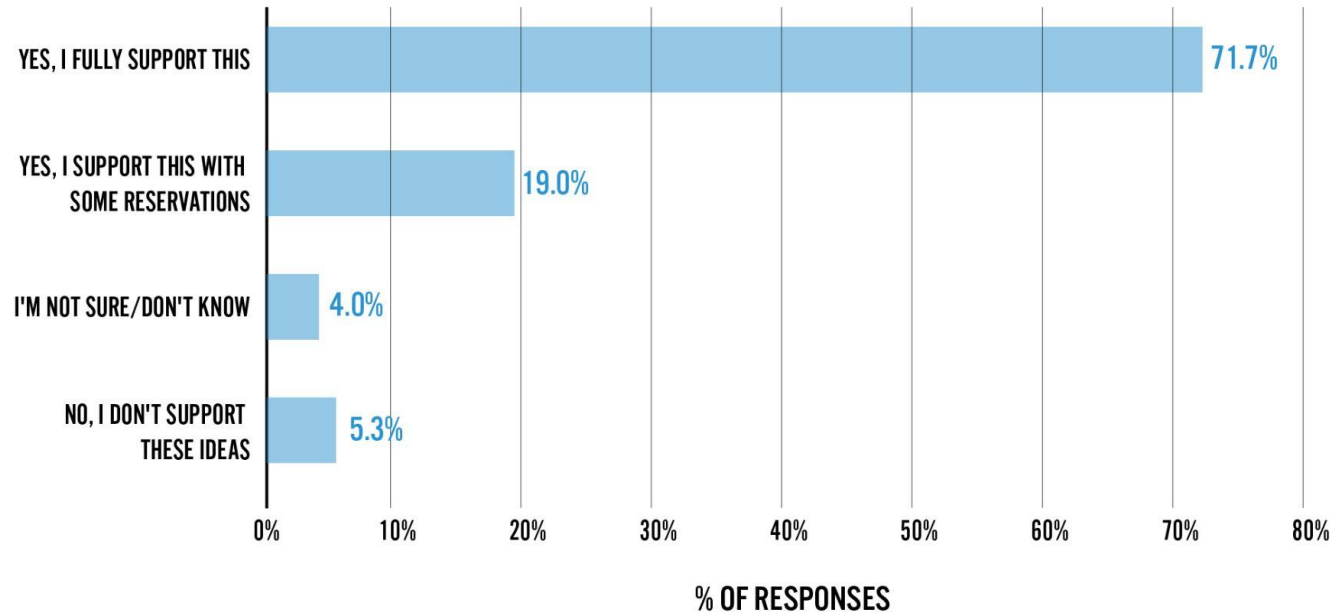


"I would only support more height if it excluded commercial AND provided increased affordable housing"

"Will new building be ugly? Density is great when it's beautiful"

WOULD YOU SUPPORT...

ENCOURAGING A **MIX OF UNIT TYPES** THAT ACCOMMODATE **DIFFERENT HOUSEHOLD SIZES AND STAGES OF LIFE**, SO THAT FAMILIES AND SENIORS CAN CONTINUE TO CALL CAMBRIDGE STREET HOME



Affordable

KEY TAKEAWAYS

“Low income housing is important, but people that are middle income or in their mid-20’s also need to be able to afford Cambridge.”

“More density with reasonable limits (5 floors) and mixed use zoning to reduce need for cars.”

- **Affordability** in Cambridge is a concern for most participants.
- While the majority of participants generally support encouraging **higher density mixed use development** and more housing units along Cambridge Street, there are concerns about traffic and congestion that could result from increased density. Some participants that supported higher densities added there should also be limits to density (no more than five or six floors) and that **well-designed buildings** are important if more density is going to be added.
- Supporters and opponents of higher density both support additional open spaces and greening to complement housing and residential areas.



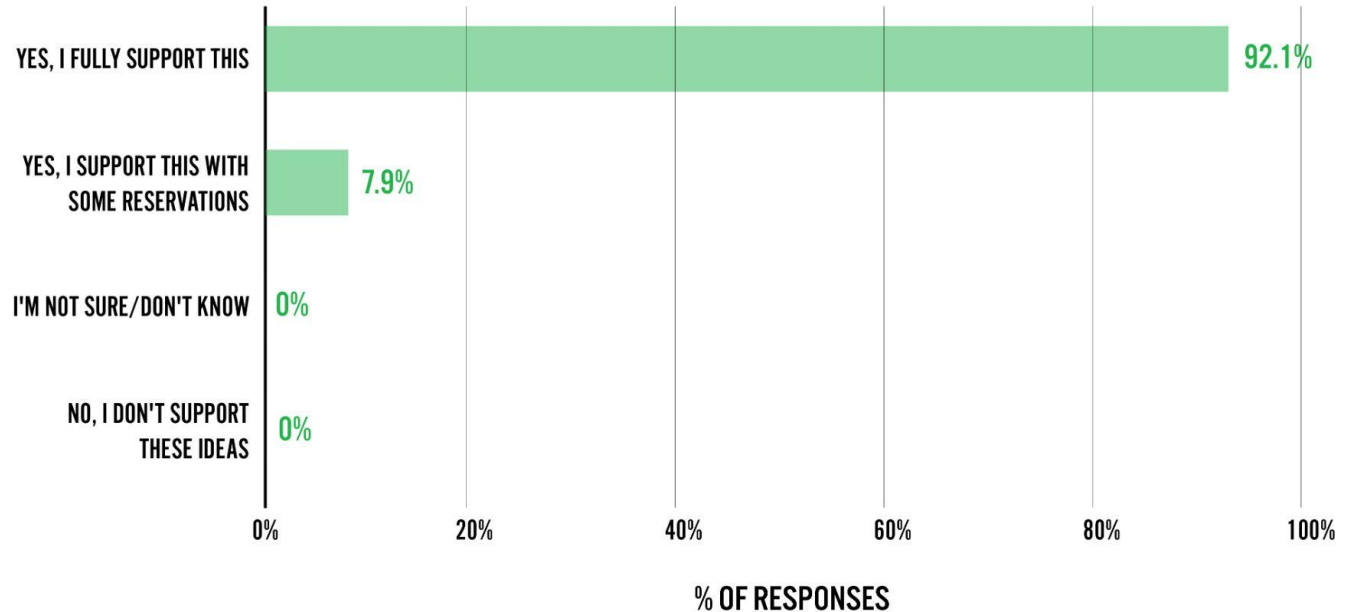
*Accessible
&
Resilient*

IN-PERSON FEEDBACK &
ONLINE SURVEY RESULTS

WOULD YOU SUPPORT...

ENHANCING THE STREET FOR PEOPLE WALKING BY:

- Ensuring **safe crossings** at intersections
- **Repairing uneven sidewalks** and keeping them clear of obstructions
- Enhancing **pedestrian comfort** through more seating, trees/shade, and community gathering spaces
- Improving **walkability** and safe crossings to **better access the new Union Square Green Line Station**



WHAT ARE YOUR IDEAS FOR SUPPORTING PEOPLE WALKING ON CAMBRIDGE STREET?

COMMON RESPONSES

- MORE TREES
- SAFER CROSSWALKS & INTERSECTIONS
- BETTER TRASH COLLECTION
- IMPROVED SIDEWALKS
- MORE OUTDOOR SEATING & PUBLIC SPACES

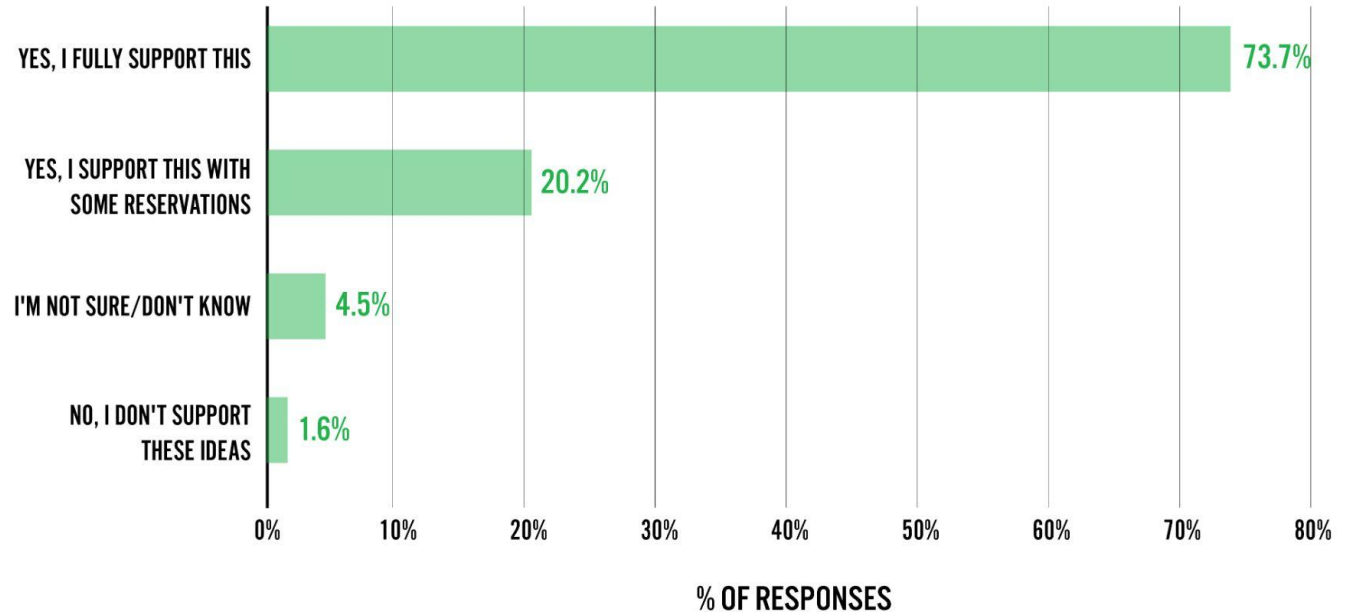
“Road diet: easier crossings and slower speeds”

“Better curb cuts for strollers and wheelchairs”

WOULD YOU SUPPORT...

ENHANCING THE STREET TO ENABLE **DELIVERIES** TO BE MADE TO SUPPORT LOCAL BUSINESSES BY:

- Clearer **designation** and better traffic **enforcement** of existing loading zones
- Exploring conducting a logistics and delivery study to examine **new trends and better delivery management**
- Providing **sufficient loading areas** based on the needs of the businesses on each block



WHAT ARE YOUR IDEAS FOR IMPROVING LOADING & DELIVERIES ON CAMBRIDGE STREET?

COMMON RESPONSES

- RESTRICT DELIVERY TIMES TO EARLY MORNINGS AND/OR LATE EVENINGS
- MAKE IT EASIER FOR BUSINESSES TO HAVE DELIVERIES

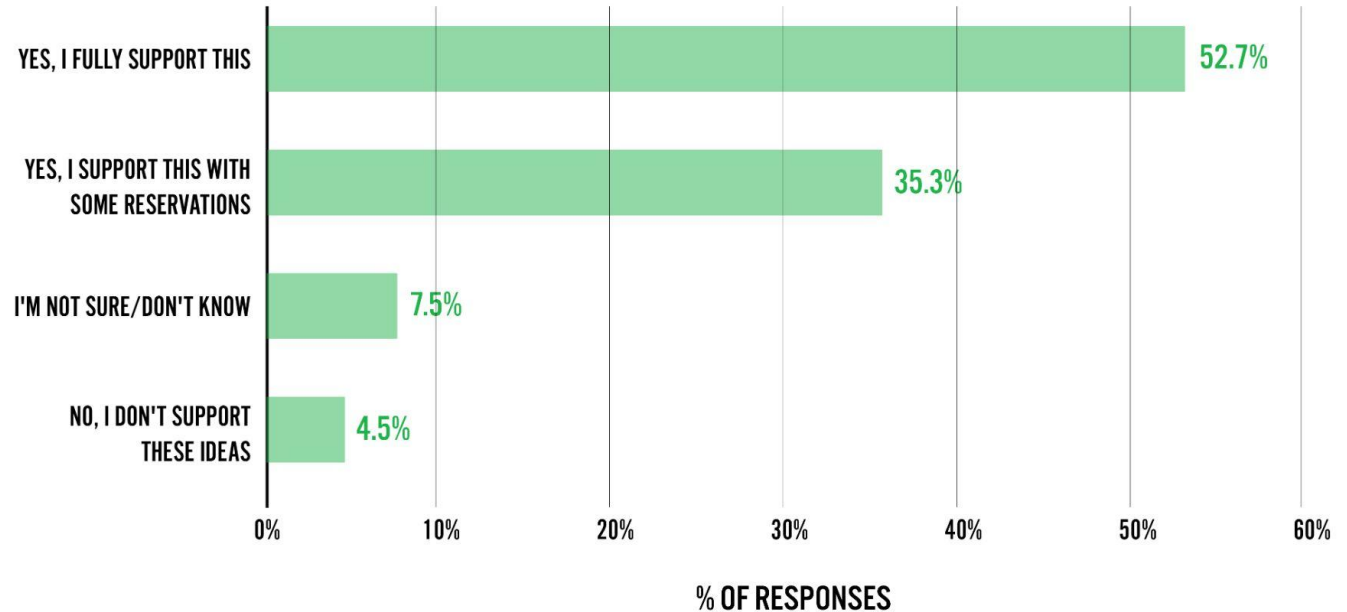
“Need to preserve space for deliveries”

“Very clear wayfinding to loading zones”

WOULD YOU SUPPORT...

ENHANCING THE STREET FOR VISITORS **PARKING** PRIVATE VEHICLES BY:

- Conducting a **parking and utilization study** to develop a shared parking model and identify opportunities to use the spaces we have as efficiently as possible
- Exploring technology and dynamic pricing of meter rates in peak hours to **maximize efficiency of existing parking**
- Examining the possibility to **share the parking garage facility** during off hours at the King Open School



WHAT ARE YOUR IDEAS FOR SUPPORTING VISITORS ARRIVING BY PRIVATE VEHICLES ON CAMBRIDGE STREET?

COMMON RESPONSES

- PARKING METERS WITH DYNAMIC PRICING
- PROVIDE MORE PARKING (OR LEAVE PARKING ALONE)

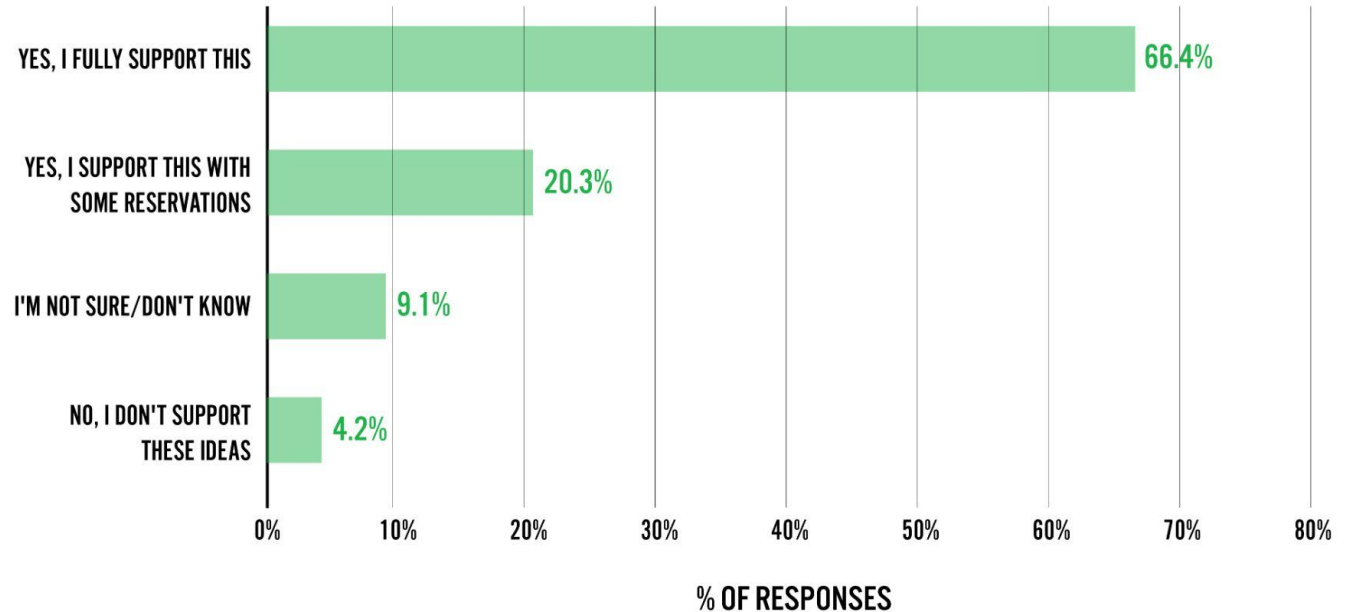
“Demand pricing meters to encourage [parking] turnover”

“Signs to direct visitors to public lots”

WOULD YOU SUPPORT...

ENHANCING THE STREET FOR PEOPLE **BICYCLING** BY:

- Increasing the number of **bikeshare stations** along Cambridge Street
- Incorporating **bicycle amenities** (parking, etc.) along the length of the street and at key destinations



WHAT ARE YOUR IDEAS FOR SUPPORTING PEOPLE BICYCLING ON CAMBRIDGE STREET?

COMMON RESPONSES

- SEPARATED BIKE LANES/IMPROVED BIKE SAFETY
- NO DEDICATED BIKE LANES
- MORE BLUEBIKE STATIONS & BIKE PARKING
- DECREASE CAR SPEEDS ON CAMBRIDGE STREET

22

SUPPORTED
BIKE LANES

VS.

8

DID NOT SUPPORT
BIKE LANES

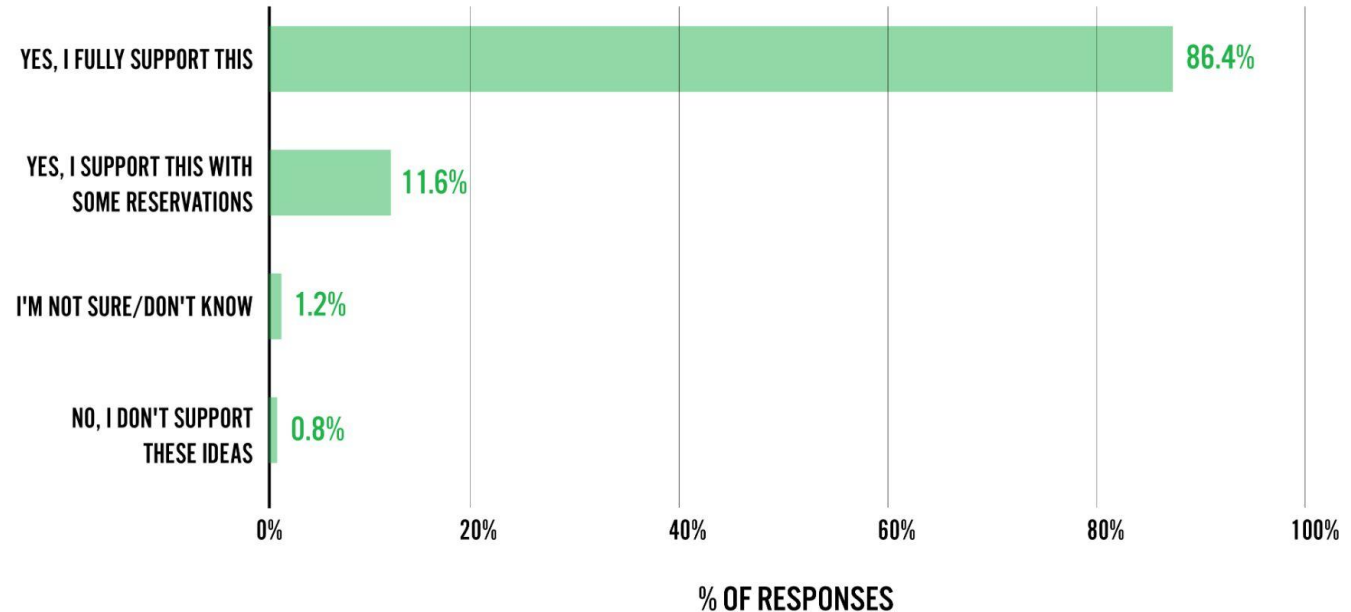
“Cambridge St. is narrow enough already and can’t support bike lanes”

“Separate car lanes (it’s a matter of perspective)”

WOULD YOU SUPPORT...

ENHANCING THE STREET FOR PEOPLE TAKING TRANSIT & PARATRANSIT BY:

- Enhancing bus stops to provide comfortable seating and shade
- Considering curb access for paratransit



WHAT ARE YOUR IDEAS FOR SUPPORTING PEOPLE TAKING TRANSIT/PARATRANSIT ON CAMBRIDGE STREET?

COMMON RESPONSES

- **BETTER BUS SERVICE** (INCREASED FREQUENCY, BETTER CONNECTIVITY, EXPANDED HOURS)
- **IMPROVED BUS STOPS** (BUS SHELTERS, SEATING FOR ELDERLY/DISABLED)
- **IMPROVED PEDESTRIAN SAFETY**

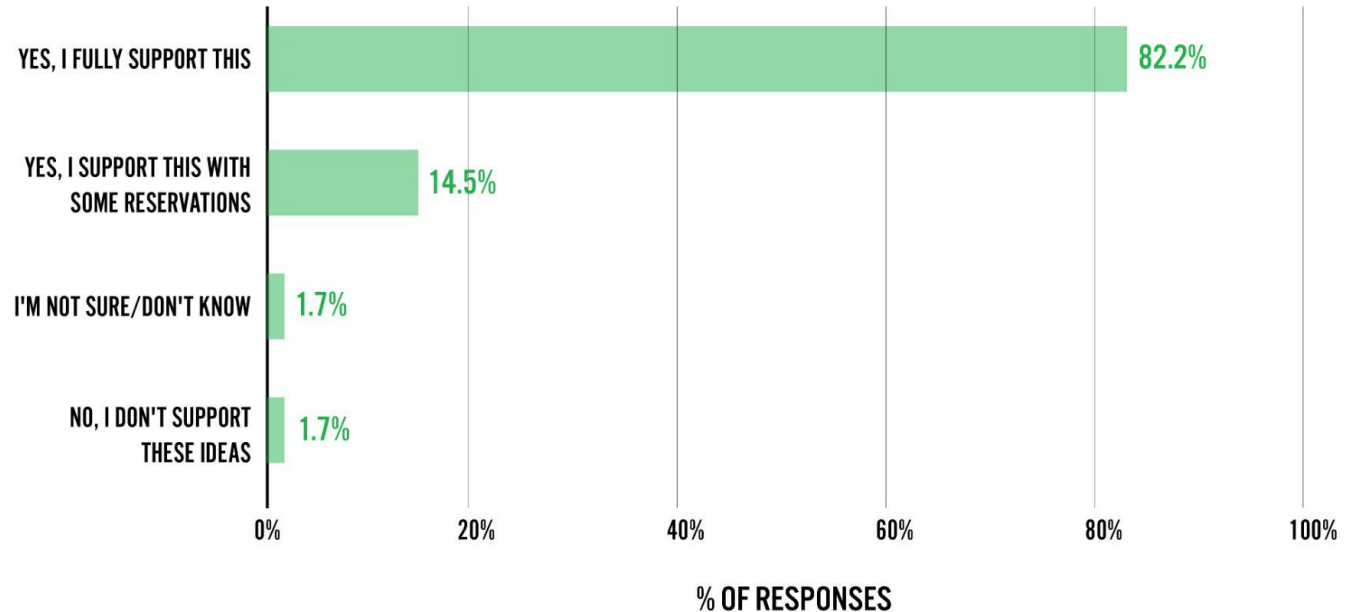
“Expand operating hours of buses for evenings and weekends”

“Please prioritize accessibility, greenery, and cleanliness wherever possible. Seasonal decorations are an added bonus!”

WOULD YOU SUPPORT...

MAXIMIZE ALL OPEN SPACES AS COMMUNITY ASSETS TO CULTIVATE COMMUNITY INTERACTION BY:

- Transforming existing public spaces (like the Courthouse Plaza, future Grand Junction Trail Intersection at Cambridge Street, Vellucci Park at the future Grand Junction Trail, Valente Branch Library, the former Lechmere Station, etc.) to be more **comfortable and welcoming for people of all ages**
- Partnering with private property owners to **create new temporary public spaces** on underutilized surface parking lots



WHAT ARE YOUR IDEAS FOR ACTIVATING UNDERUTILIZED SPACES ON CAMBRIDGE STREET?

COMMON RESPONSES

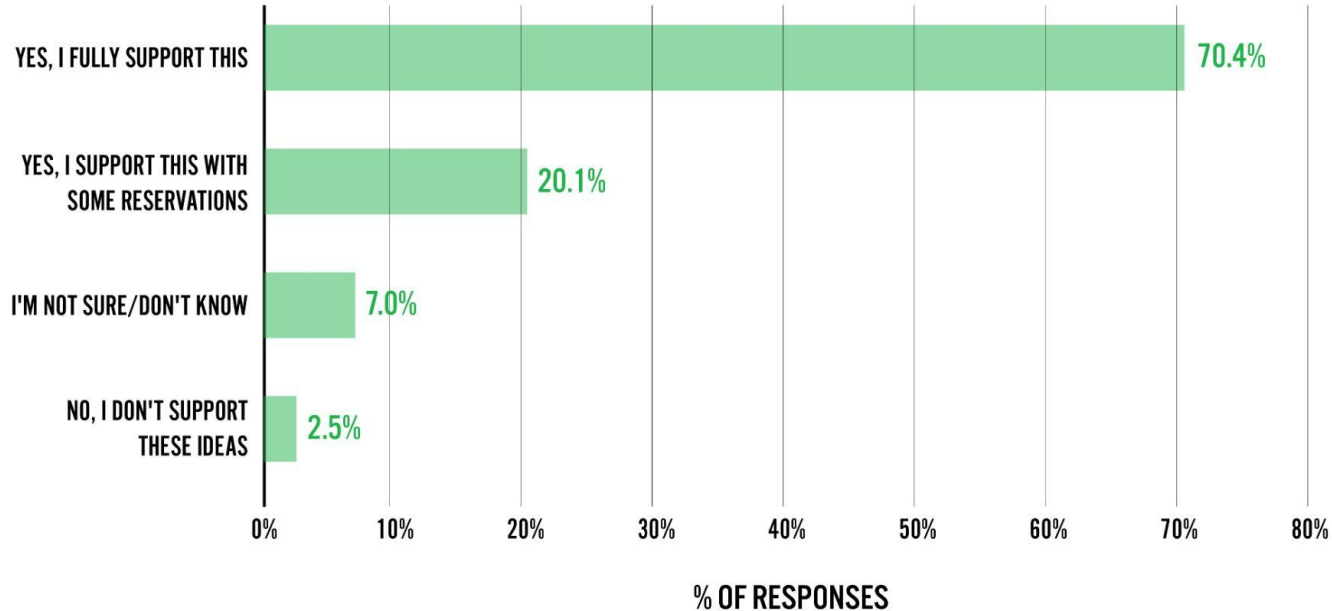
- MORE GREEN SPACE
- MORE OUTDOOR SEATING/PUBLIC PATIOS

*“Free open space
to gather as
neighbors”*

*“Pocket parks in parking
spaces with trees and
screening plants”*

WOULD YOU SUPPORT...

ENGAGING IN A FUTURE COMMUNITY PROCESS WHEN THE STREET WILL BE ENHANCED FOR **PEOPLE BICYCLING**, INCORPORATING **SEPARATED BICYCLE FACILITIES**, AND WITH OPPORTUNITIES FOR ADDITIONAL ENHANCEMENTS FOR THOSE **TAKING THE BUS AND WALKING**



WHAT ADDITIONAL IDEAS DO YOU HAVE TO ENHANCE THE STREET?

COMMON RESPONSES

- SAFER INTERSECTIONS
- EASIER & SAFER ACCESS TO LECHMERE STATION
- BETTER PEDESTRIAN & CYCLING CONNECTIONS TO KEY DESTINATIONS BEYOND CAMBRIDGE ST.

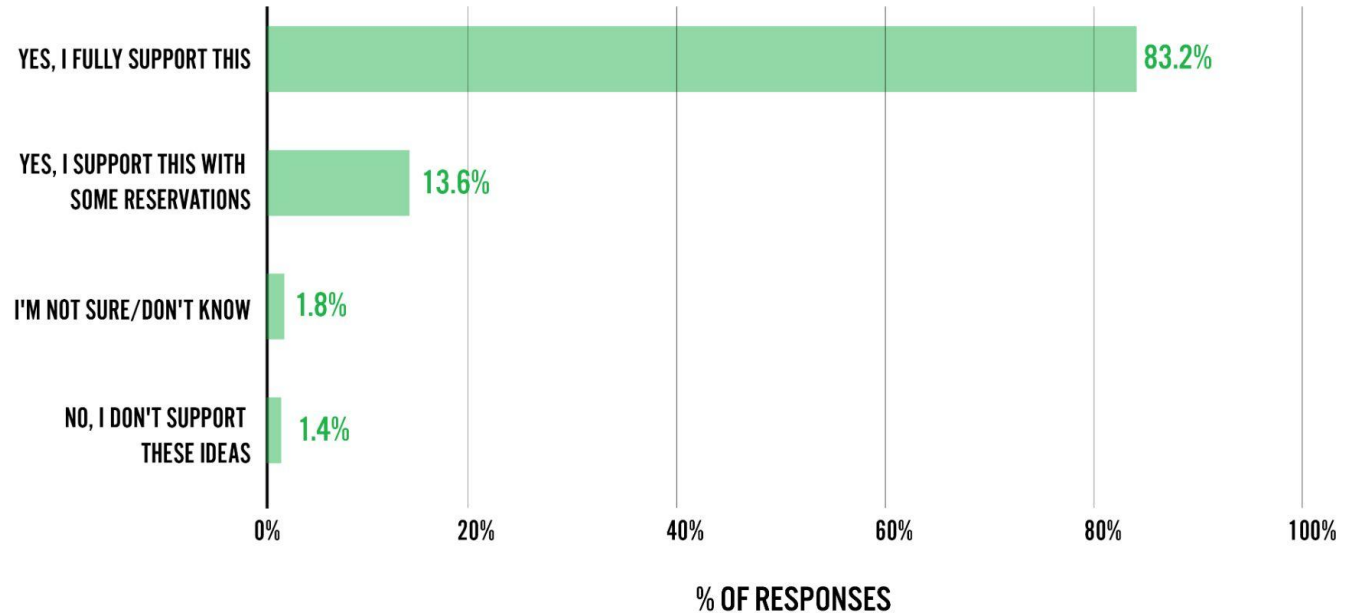
“Make Cambridge St. one-way for cars”

“Blinking lights at pedestrian crossings”

WOULD YOU SUPPORT...

INTEGRATING MEASURES TO ADAPT CAMBRIDGE STREET FOR CLIMATE RESILIENCY BY:

- Supporting **urban biodiversity** by increasing tree cover, landscaping, and permeability of hard surfaces in the public right of way
- Advocating for cool pavements, cool roofs, solar canopies, shade structures and additional tree canopy to **reduce heat impacts**
- Exploring the feasibility of **shared green energy and efficient systems** for private property owners
- **Mitigating street flooding** by incorporating green infrastructure



KEY TAKEAWAYS

“More green spaces devoted to nature and biodiversity.”

“Whatever it takes to make the street safe for pedestrians, cyclists, and transit.”

- There is support for making Cambridge Street **safer for all users**, especially people walking, biking, and taking the bus and Green Line. Improving the safety and accessibility of sidewalks, crosswalks, and intersections is a top priority among participants.
- The ability to park on Cambridge Street continues to be a common concern among some residents and businesses.
- Ideas for **activating underutilized spaces** on Cambridge Street to bring the community together include a farmers market, more outdoor dining, more programming and events, and places to sit and ‘people watch’.
- Climate resilience and more green space is still a priority, with 97% of participants supporting ideas to make Cambridge Street greener and more sustainable. **Adding more trees** to the street is one of the most common requests from participants.

04 ENGAGEMENT ROUND #4

PUBLIC MEETING!

DECEMBER 15, 2020

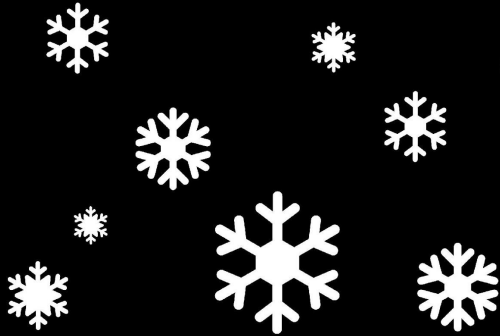


WHAT WE DID

The planning team held a virtual meeting on December 15, 2022 to share an overview of the draft recommendations and to answer questions from the community via a large group setting followed by breakout rooms for Q&A. The draft plan was posted on the City website for review and comment.

WHO WE SPOKE TO

About 40 participants shared their thoughts on the draft ideas for the plan at the online public meeting and 98 responses were received through an online recommendations prioritization survey.



WHAT ARE YOUR TOP 5 RECOMMENDATION PRIORITIES?

98 responses

PRIORITIES

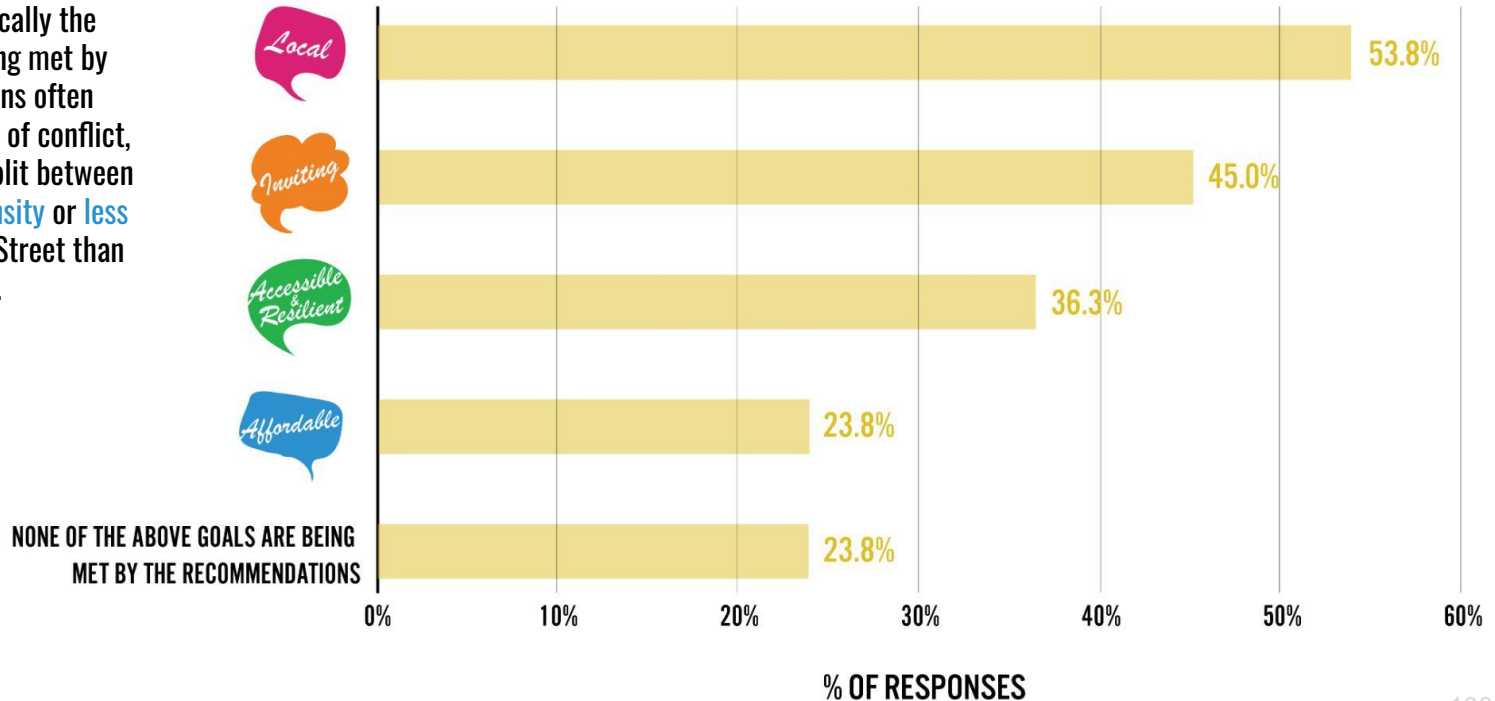
- 1 LOOK FOR OPPORTUNITIES TO ENHANCE THE STREET FOR PEOPLE WALKING (59.2%)
- 2 LOOK FOR OPPORTUNITIES TO ENHANCE THE STREET FOR PEOPLE BICYCLING (52.0%)
- 3 ENCOURAGE HIGHER DENSITY MIXED-USED RESIDENTIAL DEVELOPMENT ALONG CAMBRIDGE STREET (51.0%)
- 4 WORK TO MAINTAIN A SUPPLY OF AFFORDABLE COMMERCIAL SPACES FOR LOCAL DIVERSE BUSINESSES (36.7%)
- 5 HELP BUSINESSES CREATE ACTIVE GROUND FLOOR FRONTAGES (31.6%)
- 5 PRESERVE EXISTING HOUSING STOCK (31.6%)
- 6 MAXIMIZE ALL OPEN SPACES AS COMMUNITY ASSETS TO CULTIVATE COMMUNITY INTERACTION (30.6%)
- 7 INTEGRATE MEASURES TO FUTURE PROOF CAMBRIDGE STREET FOR CLIMATE RESILIENCY (30.6%)

Although encouraging high density mixed-use residential development along Cambridge Street was ranked as the #3 overall priority recommendation, it was ranked as the #1 recommendation to be implemented right away (34%).

OVERALL, DO THE RECOMMENDATIONS MEET THE GOALS OF THE PLAN?

80 responses

Respondents who did not think that any of the goals or specifically the **AFFORDABLE** goal are being met by the plan's recommendations often cited "density" as an area of conflict, with comments roughly split between those calling for **more density** or **less density** along Cambridge Street than the plan recommendation.



WHAT PARTS OF THE PLAN ARE VERY GOOD?

43 responses

COMMON RESPONSES

- INCREASED DENSITY
- BUSINESS
- WALKING
- BIKING
- GREENING & CLIMATE

Fewer than half of the survey participants responded to this question. Of those who did, **the proposed density** and **local business support** were most commonly cited as good.

*“Celebrating diversity
and supporting local
businesses”*

*“The thought given to
climate resilience,
walkability, and bike
safety”*

WHAT PARTS OF THE PLAN WOULD YOU CHANGE?

60 responses

COMMON RESPONSES

- MORE DENSITY
- LESS DENSITY
- DISINCENTIVIZE CARS

Overall more than half of the survey respondents chose **increasing residential density** as their top priority, however a subset of that group would like to see **more density** than what is proposed. About 20% of respondents would like to see **less density**.

“A 12-story building would be unsightly”

“Allow for more density than 6 stories”