



CITY OF CAMBRIDGE

Community Development Department

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Community Development

Transit Advisory Committee Meeting

June 4, 2014 from 5:30 PM – 7:30 PM

Citywide Senior Center, 806 Massachusetts Avenue

Final Agenda

- 5:30 PM Workshop: Developing planning objectives for Goal 6: Public Participation, Support, and Outreach. (Lawrence)
Engage the public in the planning process, better inform them about the issues facing the future of Cambridge, and gain support from the public for implementing better transit service. Use marketing with a focus on “social marketing” to achieve mode shift in many demographics across Cambridge.

Current activities to date:

- Engaging stakeholders through the Advisory Committee and other public outreach programs.
- Encouraging transit use through CitySmart social marketing program.
- Encouraging development projects to include innovative transportation demand management plans and reduce parking to match or fall below mode share goals.
- Collaborating on Kendall Square “mobility pass” pilot with MIT funded by FHWA.
- Working with the Youth Engagement Subcommittee.
- Working with the Public Health Department on the community health improvement plan.

This session will be led by Jen Lawrence, Sustainability Planner from the Environmental & Transportation Planning Division of the Community Development Department.

- 6:30 PM Workshop & Feedback: Mapping Transit in Cambridge. (Rosenblum)
Cleo Stoughton, our intern focusing on transit planning, has been working on various maps showing transit infrastructure in Cambridge, origin/destination data, and demographic data. We will have draft copies of the maps for everyone to review and provide feedback to us. These will then be posted on our website.
- 7:00 PM Committee Update Report. (Rosenblum)
It’s time for summer recess! Jeff will review the transit strategic planning timeline, where we have come, and where we are going.

- 7:15 PM Public comments

- 7:30 PM ADJOURN

Upcoming meetings (generally the first Wednesday of each month):

2014: Sept 3, Oct. 1, Nov. 5, Dec. 3

** indicates a deviation from the first Wednesday of the month*

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