

CHAPTER 6

BICYCLE PROGRAMS

OVERVIEW

Cambridge promotes bicycling through a variety of programs and interventions in addition to establishing a supportive physical environment. These include outreach to encourage safe travel, whether by car, bike or on foot; a community based marketing program; zoning requirements to ensure that new development in the city is bicycle-friendly; a parking and transportation demand management program to reduce use of single-occupancy vehicles; and coordination amongst City departments to address issues related to bicycling.

Cambridge is a collaborative community; there are several coordinating councils and committees to ensure that the efforts consider the full scope of planning, education and outreach efforts around transportation. Some of the standing entities are described below, but much of the work that is undertaken routinely involves interagency efforts. In addition, the City works with residents, businesses and institutions who are important partners in our efforts.

COMMUNITY OUTREACH PROGRAMS

EDUCATION

Cambridge works to enable people to make effective choices and to travel safely. Education covers expected topics such as how to ride a bike, what signs and signals mean, and what the rules of the road are. It is also important to provide information about how transportation networks function, and how transportation is connected to other issues such as energy use, climate change, personal and public health, and the livability of a community.

FOR PEOPLE WHO DRIVE

While driver education is fundamentally critical to the safety of people on bikes, unfortunately, most driver education programs in the United States are inadequate when it comes to teaching people how to operate motor vehicles safely around people



walking or bicycling. This is a problem nation-wide and is difficult for any single municipality to make significant inroads, as driver education falls under state jurisdiction. Enhanced motorist education that teaches how to look for and interact with bicyclists should be part of the driver education curriculum.¹ Cambridge engages in outreach and education campaigns to reach as many drivers as possible; some of these efforts are described below.

FOR PEOPLE WHO BIKE

When people bicycle, they also need to know the traffic laws and develop good bicycling skills. Cambridge provides the resources towards that end, for both children and adults. In addition to creating outreach and educational materials geared towards bicycling, the City hosts free workshops and skill-building sessions for the public and for City employees, and provides support for private entities engaged in outreach. Also addressed are important tips on how to travel safely around motor vehicles and how to be mindful and careful around people walking.

EDUCATIONAL MATERIALS AND FUNCTIONAL GIVEAWAYS

GETTING AROUND CAMBRIDGE MAPS

This free map serves as the City's primary educational piece for people who bike, walk, use transit or drive in Cambridge. Included is information about sharing the road, bicycle lanes, signals, real-time tracking for transit, rules and regulations, paying for parking, and more.

BICYCLING IN CAMBRIDGE, WALK THIS WAY, USING PUBLIC TRANSIT, AND WATCH FOR BIKES BROCHURES

Cambridge hosts a robust marketing campaign to demonstrate just how easy it is to get around town without driving alone. These brochures are distributed at community events, sold at cost to developers and institutions, and posted at City buildings for the public to take.

GIVEAWAYS

Cambridge's approach is to make the free promotional materials, distributed at community events, functional and educational. These giveaways include bicycle lights, reflective leg bands, bells, tire patch kits, activity books, reflective vests; people who take workshops are eligible for free helmets.

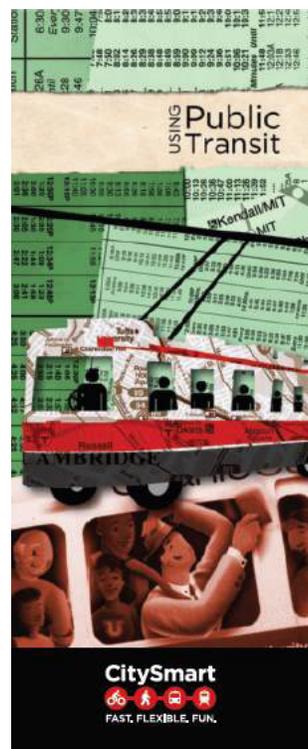
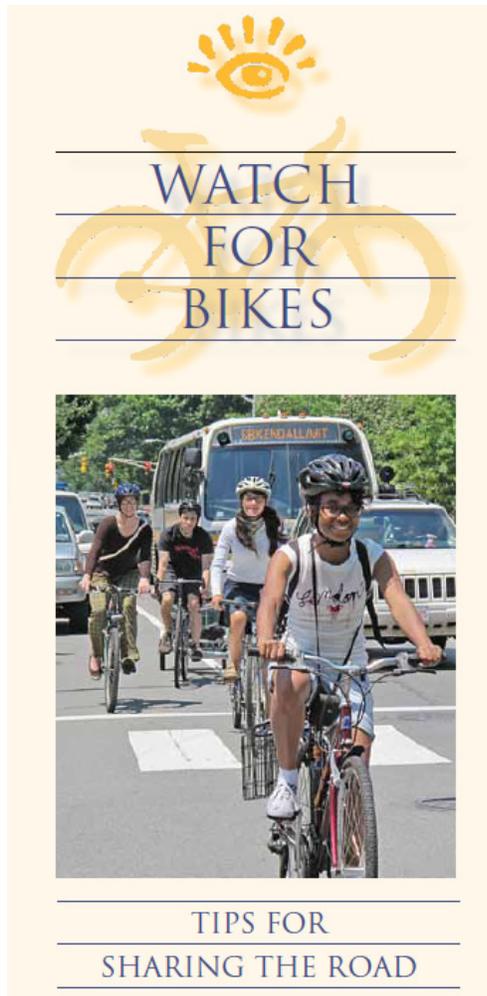
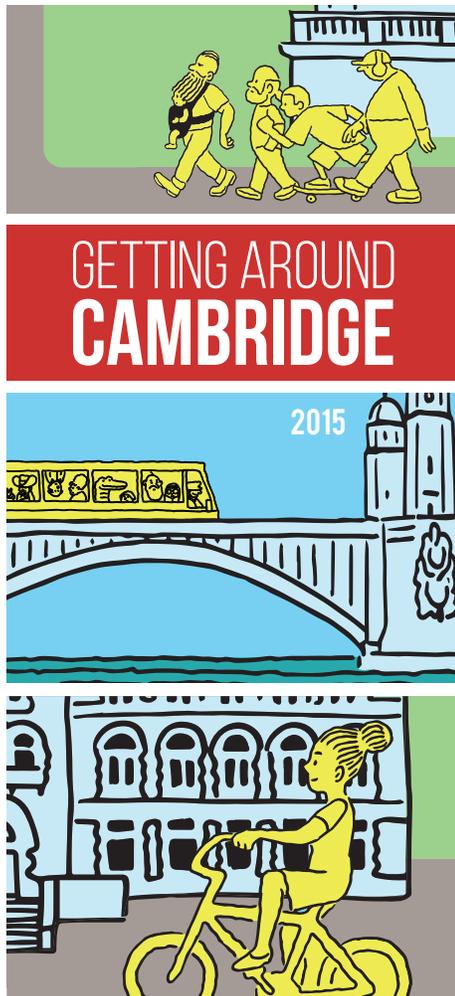
RESIDENT PARKING PERMITS

Bicycle safety information is included in the residential permit parking packet by Traffic, Parking & Transportation.

"WATCH FOR BIKES" DECALS

Small decals with the saying "Watch for Bikes" are distributed all around Cambridge to people who drive cars. These decals should be installed on the side and/or rear view mirrors to remind people driving cars to look for people on bikes before opening a car door. These are distributed at community events and are installed on the passenger windows of taxi cabs in Cambridge. Installation on cabs has become institutionalized, and is part of the biannual inspection undertaken by the Cambridge License Commission. Brochures with this important message have been included in citywide mailings and in the Traffic, Parking & Transportation brochure that is given to everyone receiving a parking sticker or visitor permit.

Figure 6.1: Examples of educational materials



TOP 5 MOST DANGEROUS THINGS TO DO ON THE ROAD

- 1**



Do not talk or text while driving.
Put the phone down and focus on the road.
- 2**



Do not open door without looking.
Cyclists are people, too. Watch to make sure you don't hit people on bikes when opening your car door.
- 3**



Do not stop in the bike lane.
The road is for everyone. Stay clear of bike lanes and don't double park.
- 4**



Stop for people walking.
Pedestrians are not bowling pins. Stop for them at crosswalks.
- 5**



Watch carefully when turning right and left.
Yield to people biking and walking before turning.

SOCIAL MEDIA, ONLINE PRESENCE AND TRADITIONAL MEDIA

MEDIA OUTLETS

Opportunities for reaching people through various media outlets are used, including outreach to local and regional media to publicize information on and promotion of bicycling in the community.

VIDEOS

Videos are sometimes used to provide more lively informational pieces. For example, the Cambridge Police Department created a video on traffic safety, with a specific emphasis on bikes, and the Food and Fitness Policy Council created a short video with Cambridge Community Television on active transportation as a good source of physical activity in Cambridge. More information can be found at <http://www.cctvcambridge.org/healthheroes>.

SOCIAL MEDIA AND ONLINE PRESENCE

Cambridge strives to engage with people who live, work and play in the city in as many ways as we are able. A wealth of information is available through the City website, particularly at www.cambridgema.gov/bike. This site hosts educational information, bike workshop dates, information on trends in bicycling, and much more. Relevant information is posted daily on Facebook, Twitter, Instagram and Tumblr to reach people who may not typically participate in community meetings about transportation.



Figure 6.2: Examples of educational materials available at www.cambridgema.gov/bike

COMMUNITY EVENTS, HUBWAY PSA'S, AND OTHER ENGAGEMENT

COMMUNITY EVENTS

There are many opportunities for reaching the public in Cambridge at City-sponsored events, including Danehy Park Family Day, Fresh Pond Day, Bike Month in May, the Cambridge Science Festival, and Walk/Ride Days.² City staff and volunteers staff community engagement tables, handing out information, asking for feedback, giving away freebies such as bike lights and bells, and engaging with young people by playing educational games.

PARK(ING) DAY

The Community Development Department hosts an entire day devoted to engaging the community in transforming parking spaces into something else for the day. The goal of this international event is to allow the community to realize just how much space a parking spot takes up, and to explore other possible uses of that precious real estate. Several bicycle-related spots have been hosted in the past, including bicycle tune-ups, pop-up bike lanes, and bicycle parking.

HUBWAY PUBLIC SERVICE ANNOUNCEMENTS

The map panels of the Hubway Bike Share stations provide space on one side for Public Service Announcements (PSAs), and the City has used this opportunity to promote sustainable transportation, energy efficiency, and Hubway itself. In 2015, a special campaign was launched based on feedback received through an outreach project, to focus on showing the diversity of people who bike in Cambridge.³

BROADENING COMMUNITY ENGAGEMENT

Cambridge has conducted significant bicycle and public health related outreach to traditionally underrepresented populations, i.e., groups who are not seen in the bicycling community at levels equal to their presence in the broader community. This includes some racial and ethnic groups, as well as women, older individuals, and some immigrant communities.

THE COMMUNITY ENGAGEMENT TEAM⁴

Working through this team, City staff focused on determining what the barriers are to bicycling for underrepresented groups. After hosting a series of focus groups, specific issues were identified, leading to actions including training bicycle class instructors in cultural competency, hosting bicycle education workshops for immigrants, and creating a PSA campaign designed to invite all members of the Cambridge community to bicycle.

THE MEN'S HEALTH LEAGUE (MHL)

MHL is an initiative of the Cambridge Public Health Department focusing on outreach to traditionally underserved populations by working to better the public health of low-income men of color. MHL runs several events, including a series of outdoor bike rides for this group, and supported the event planning and outreach for the LIFT Earn-a-Bike Project, which provides refurbished bicycles to homeless and low-income residents.

HEALTHY AGING

The City of Cambridge, as a member of Cambridge in Motion, hosted a series of focus groups engaging with over 250 people over age 50 to talk about barriers to bicycling in our community.⁵ The outreach included focus groups and “street team” tabling all over the city. It also included a series of bicycle education workshops, with free bicycle tune-ups. Ideas articulated through these conversations mirror those that were captured through the public process of the Bicycle Network Plan.

BICYCLE EDUCATION WORKSHOPS

Cambridge engages hundreds of residents in free bicycle education classes throughout the year. Workshops include “urban cycling basics,” “women-powered cycling,” bike maintenance basics, and on-bike refresher training. Recently, a new course was created to teach people how to use Hubway. Cambridge collaborates with MassBike (Massachusetts Bicycle Coalition)⁶ to create new materials, updated curricula, new workshops (such as Beyond Bicycle Maintenance Basics), and instructor professional development, such as the cultural competency training mentioned above.

ENCOURAGING WOMEN TO BIKE

Women have been represented in the Cambridge bicycling community at higher levels than average in the US; currently more than half of the Bicycle Committee are women. In 2012, Cambridge focused specifically on women who bike and held events throughout July: the Cambridge Health Alliance hosted a nurse’s ride, and the Green Streets Initiative⁷ and the City hosted a Walk/Ride Day Celebration. Cambridge also holds the above-mentioned “women-powered cycling” workshops.

CITYSMART



Figure 6.3: Metro Pedal Power delivery bicycles used for CitySmart.

CitySmart is a community-based outreach program for promoting sustainable transportation across Cambridge. It started as a 3-year pilot program aimed at changing the mode-split on a neighborhood basis from single-occupancy vehicle to sustainable travel. Each year, a different neighborhood was

selected for outreach. CitySmart used direct mail, outreach events, posters, and electronic media to reach participants. Materials were delivered directly to households using a bicycle delivery service, Metro Pedal Power. These efforts were supported by a series of walks, rides, and tours.

During the 3-year pilot, more than 2,200 households and more than 4,000 residents were reached. 36% of respondents from the first year stated that they had made some trip change as a result of the program and 88% have stuck with that change over the past three years. In a follow-up survey of Year 1 residents who said that they made a change in their travel habits 53% stated they were walking more often, 59% were bicycling more often, and 40% were using transit more often. According to follow-up surveys, the program significantly increased awareness of sustainable transportation options, and received positive feedback and support for program expansion.

The program has now been rolled out on a citywide basis and will continue to educate Cambridge residents about commuting options and to gather data about travel habits. More information can be found at: www.cambridgema.gov/citysmart.

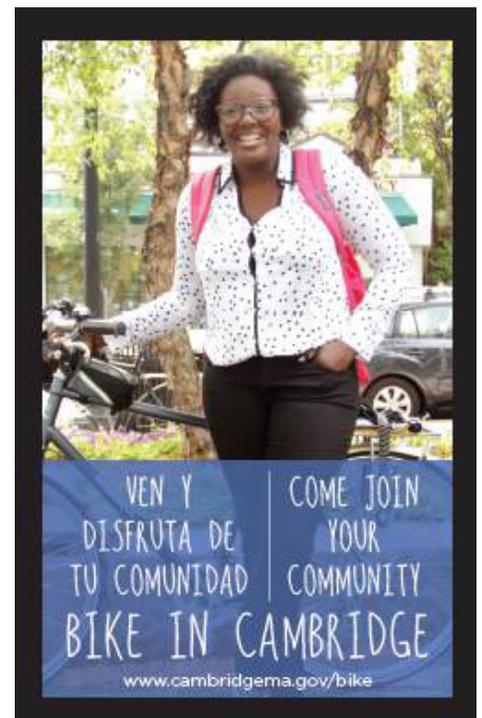
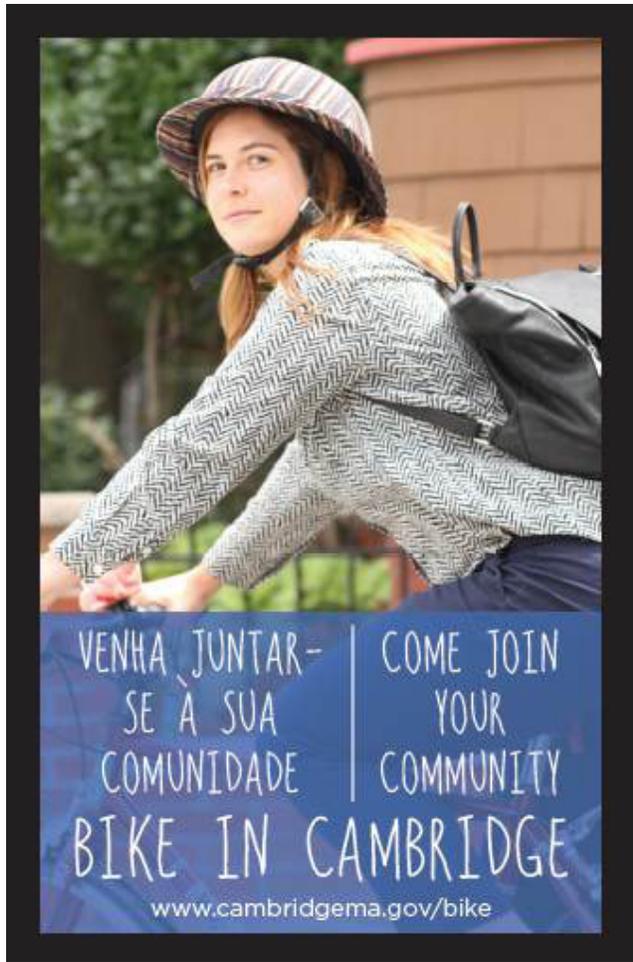


Figure 6.4: Examples of educational materials available at www.cambridgema.gov/bike

OUTREACH AND EDUCATION FOR CHILDREN IN CAMBRIDGE PUBLIC SCHOOLS

As noted in Chapter 1, the Cambridge School Wellness Policy supports and promotes active transportation for the health and well-being of its students and staff.

LEARNING TO RIDE

The Cambridge Public Schools' Physical Education Department, in conjunction with the Cambridge Police and Cycle Kids (a Cambridge-based non-profit educational organization that teaches children bike riding skills, safety, mechanics and health), teaches bicycle skill as part of the physical education curriculum for 4th grade students.

SAFE ROUTES TO SCHOOL

In spring 2015, Cambridge launched a formal Safe Routes to School® program to support and encourage safe walking and biking to school. This program is federally funded, administered by MassDOT, and implemented locally by municipalities.



As a first step, parents were surveyed to learn more about student's travel patterns and identify barriers to walking and biking to school. Surveys were completed for approximately 1,000 students.

Subsequently, Vassal Lane Upper School and Tobin Montessori School signed up for pilot encouragement and outreach programs with twice-a-year walk/bike to school day celebrations, frequent walker/biker punch cards to earn raffle prizes, and in-school pedestrian and bicycle training. For the 2015-2016 school year the Safe Routes to Schools Program will expand to the Graham and Parks Elementary School, the Peabody School, and the Rindge Avenue Upper School. It is expected that additional schools will also join for this year.

Cambridge Rindge and Latin School is currently coordinating with the Community Development Department on Safe Routes to School programming; the new programs began in the summer of 2015. They include on-bike training and helmet giveaways for incoming freshmen as well as ongoing outreach and promotion of safe bicycling to sophomores, juniors and seniors.

In addition, the Community Development Department holds school district-wide events to promote Safe Routes to School, including Massachusetts Walk and Bike to School Day and a number of kid-focused activities at Fresh Pond Day such as a bike rodeo, bicycle decorating, a kid's bike parade, and bike tune ups.

OTHER ON-BIKE TRAINING FOR CHILDREN

On-bike training events particularly aimed at children are also occasionally conducted in conjunction with other events and programs, such as during the Cambridge Science Festival or part of CitySmart programming. These will continue as appropriate opportunities arise.

ENFORCEMENT

Law enforcement promotes bicycle safety. It decreases both intentional and unintentional infractions. Community education and support of enforcement together build respect between bicyclists and motorists. Enforcement is primarily seen as an educational tool applied to all road users to emphasize the importance of safe travel. Throughout the month of May, the Community Development Department and the Cambridge Police Department partner to host over a dozen educational efforts designed to engage with people in cars and people on bike around the rules of the road. This successful program grows year to year.



ENFORCING BICYCLIST INFRACTIONS

Cambridge police are trained on bicycle laws and enforcement during their annual in-service training. The Cambridge Traffic unit has had specific responsibilities for enforcement against bicycle offenders. Enforcement generally targets the busiest commercial districts, where conflicts among all right-of-way users are greatest. Citations that carry \$20 fines may be issued at the officer's discretion; the amount of the fine is set in state statute.



ENFORCING MOTORIST INFRACTIONS

Cambridge police are trained regarding laws that protect people who ride bicycles in Cambridge. Massachusetts General Law requires motorists to yield to straight-moving bicyclists before turning right or left, and makes it illegal to drive in the bike lane except in order to turn at an intersection. Drivers who “door” bicyclists are subject to fines set forth by state statute. For relevant statutes, see Massachusetts General Law Ch. 85, Section 11B and Ch. 90, Section 14.⁹

Another facet of enforcement is ensuring that bicycle facilities are safe and accessible for bicyclists. Double parking – i.e., blocking a lane – is illegal anywhere but there is a particular fine when this occurs in a bicycle lane (\$35).



ENCOURAGING CITY OF CAMBRIDGE EMPLOYEES TO BIKE

Cambridge's commitment to bicycling includes providing bikes for City employee use, offering bicycling classes geared toward City staff, and offer related benefits, such as free Hubway membership.

ENGAGEMENT OF CITY STAFF

BIKE EDUCATION WORKSHOPS

The City of Cambridge offers the free bicycle education workshops outlined above to City employees. City employees are invited to attend any and all community workshops; in addition, specially scheduled workshops take place during work hours and are offered as official professional development trainings for City employees.

TRANSPORTATION WORKSHOPS

The City hosts departmental trainings for City staff on the transportation benefits offered to City employees. These workshops focus on all sustainable modes of transportation, and also teach City employees the rules of the road when on bike, on foot, or in a car. These are currently mandatory for Traffic, Parking & Transportation, Department of Public Works, Library, and many individual school employees.

BICYCLE TUNE-UPS

The City offers free bicycle tune-ups for City employees every spring and summer. Dozens of City staff take advantage of these workshops each year.

HUBWAY MEMBERSHIP

The City offers its employees free or discounted Hubway membership. A priority of the expansion of the Hubway system is to put in new stations near municipal buildings (including schools) to ensure that all City staff can travel to meetings and to/from work or a transit station by Hubway bicycle if they desire.

CITY BICYCLES

Several City departments use bicycles as fleet vehicles.

- + **Police.** The Police Department's Community Relations unit patrols by bike. It has led bicycle education programs in the Cambridge schools and at special events, engaged in targeted enforcement activities with people in Cambridge, and worked on preventing bicycle theft.
- + **Traffic, Parking and Transportation.** A number of parking control officers within this department patrol by bicycle.
- + **CityBikes.** Bicycles are available to staff at municipal buildings for work-related trips. They are located at the City Hall Annex, the Lombardi Building, Public Works, City Hall, the Main Public Library, and the Water Department at Fresh Pond Reservation.
- + **DPW Operations.** Bicycles are used for some recycling pickup and for street tree watering.

REGULATIONS THAT SUPPORT BICYCLING

CAMBRIDGE ZONING ORDINANCE

The policies imbued in the Cambridge Zoning Ordinance are focused on creating a sustainable, human-scale environment. In particular, Article 19 of the Zoning Ordinance has specific requirements intended to ensure that new developments create a pedestrian and bicycle-friendly environment. The ordinance also has detailed requirements related to bicycle parking; these are discussed in Chapter 7.

ARTICLE 19

Article 19 of the Cambridge Zoning Ordinance is a special permit process for large projects that requires a rigorous analysis of transportation impacts, including bicycle and pedestrian circulation. Its goal is to “encourage applicants to adopt a development program that reduces the number of single occupancy vehicles coming to the site. Such a program would encourage pedestrian and bicycle access to the site and throughout the neighboring district and reduce potential negative impacts on abutting properties of the vehicles coming to the site.” The ordinance enables the Planning Board to assign mitigation for traffic impacts, including bicycle facilities improvements.

Part of the requirements are for new development projects to undertake a Traffic Impact Study, including bicycle counts, an evaluation of the access and connectivity that bicyclists have to the development site, and an analysis of the impacts of new traffic generated by the development on bicyclists and bicycle safety. Developers are often required to undertake mitigation measures such as adding bicycle facilities on roads adjacent to the project.

PARKING AND TRANSPORTATION DEMAND MANAGEMENT ORDINANCE

The PTDM Ordinance requires non-residential properties to implement strategies to ensure that people traveling to those sites use primarily sustainable transportation and limits the percentages that are allowed to travel by single-occupancy vehicle (SOV).

Example measures include subsidized transit passes, charging market rates for car parking, showers and locker rooms, financial incentives for people walking or bicycling, bicycle fixit stations, and flexible parking arrangements for people who usually arrive by sustainable mode but occasionally need to drive a car.

The PTDM Ordinance is a national model for improving mobility and access, reducing congestion and air pollution, and increasing safety by promoting walking, bicycling, and public transit. PTDM projects require annual monitoring; those not in compliance with their SOV mode-split requirement are mandated to add additional measures. Monitoring also shows voluntary benefits that many companies provide because the city’s employment culture has come to expect them, such as on-site bike repair service, loaner bikes, and bike-buddy matching.

After its first 10 years, the Ordinance limited growth in automobile trips, with more than 38 million fewer vehicle miles traveled - 24% less than if the requirement wasn’t in place.

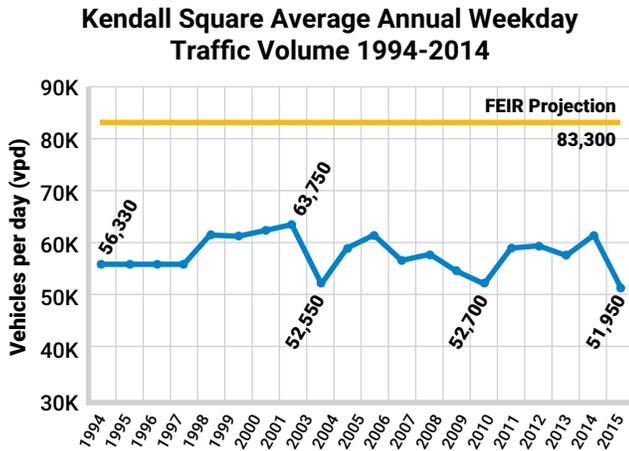


Figure 6.5: Average weekday traffic volumes for Kendall Square measured between 1994 - 2014. Data suggests that motor vehicle traffic remains significantly below FEIR projections.

The PTDM Ordinance has been extraordinarily successful, as epitomized by the results in Kendall Square. In the Kendall Square area alone, over 4.6 million square feet of development has occurred over the past decade, without increasing traffic on area streets. Much of this new development is high tech/R&D, where attracting high level employees is competitive and those workers expect and value the ability to bike to work.¹⁰

PUBLIC AND INTERDEPARTMENTAL COORDINATION

CAMBRIDGE BICYCLE COMMITTEE

In 1991, the Cambridge Bicycle Committee was officially created as a permanent advisory committee appointed by the City Manager. It comprises people who live or work in Cambridge, representatives from Harvard and MIT, and staff from related departments: Community Development; Traffic, Parking, and Transportation; Public Works; and the Police.



Figure 6.6: The Cambridge Bicycle Committee organizes regular community rides through Cambridge.

The purpose of the Committee is to work to improve conditions for bicycling in Cambridge, to promote bicycling as transportation, and to improve safety for bicyclists. The Committee reviews projects, provides advice and assistance to City departments, and advocates for improvements. Committee members also undertake projects on their own or in conjunction with City staff.

The Committee organizes free community rides twice a year, in May and September. The May rides, held as part of Bike Week/Bike Month celebrations, have themes that highlight and celebrate the riches of Cambridge. These have included overview of public art, history tours, famous people, architecture, and more. Police Department staff accompany the rides, which are specifically geared to riders of all ages and abilities, and enable people who may not feel comfortable traveling on city streets to do so. The rides, which typically draw 200 - 250 people, are created and led by members of the Committee, and supported by community businesses.

Information on all Cambridge Bike Committee rides can be found at: www.cambridgebikes.org

COORDINATION AMONG CITY DEPARTMENTS AND WITH OTHER AGENCIES

Many bicycle-related issues and projects have overlapping jurisdictions within City departments. To coordinate the planning and implementation of transportation projects, Cambridge staff who deal with transportation issues meet monthly.

There are several standing interdepartmental committees who work together on projects and programs to support and encourage bicycling:

- + **Transportation Committee (DPW, TP&T, CDD, Water Dept., Disabilities Commission):** Coordinates all City projects with transportation implications; ensures that all opportunities to improve bicycle (and pedestrian) conditions are incorporated; reviews projects; coordinates funding.
- + **Design Working Group (DPW, TP&T, CDD):** Reviews and coordinates the design of projects, including traffic calming projects; incorporates bicycle facilities, design challenges.
- + **Healthy Children's Task Force (Health; Schools, TP&T, CDD, Community Groups):** Promotes the health of children in Cambridge through identification of priority topics and resources and development of strategies for addressing issues. Supports youth physical activity, including walking and bicycling to school. The 5-2-1 Committee focuses particularly on promoting physical activity.
- + **Food and Fitness Policy Council (Health, CDD, Schools, Human Services, Community Organizations, Universities):** Promotes health through improving access for all residents to healthy foods and to physical activity.
- + **Crash Analysis Working Group (Police, TP&T, CDD, DPW):** Reviews crash data to identify patterns and locations for targeted enforcement and/or engineering improvements.

OTHER AGENCIES AND INITIATIVES

Coordination and advocacy with other state agencies is important as well, including:

- + **The Massachusetts Department of Transportation (MassDOT), the Massachusetts Bay Transportation Authority (MBTA), and the Massachusetts Department of Conservation and Recreation (DCR).**
- + **The Cambridge Public Health Department** has a central role in encouraging bicycling as part of promoting active lifestyles and obesity prevention in policies, outreach efforts, and promotional activities and many of their activities are done in partnership with other departments.
- + **Let's Move** is a national campaign, spearheaded by First Lady Michelle Obama, to solve the problem of childhood obesity. In February 2011, Cambridge officially signed on to be a Let's Move city. Local Let's Move partners have been active in promoting a healthy lifestyle for children and families for many years. Cambridge's Let's Move profile page on the National League of Cities website highlights its accomplishments: <http://www.healthycommunitieshealthyfuture.org/places/#Cambridge,MA>
- + **Cambridge in Motion** aims to create an environment that makes it easier for residents and people who work in the city to be physically active. Funded by a federal Community Transformation Grant.
- + **Cambridge Office for Tourism** provides information on getting around Cambridge by bike for visitors.

WORKING WITH COMMUNITY PARTNERS

Local organizations and institutions are important partners in supporting bicycling in Cambridge. This section describes some of these partners, but is by no means an exhaustive list.

EDUCATIONAL INSTITUTIONS

HARVARD UNIVERSITY

Distributes outreach materials to incoming students; promotes bicycling extensively through the Commuter Choice Office; donated seven Hubway stations in Cambridge; helps to develop ideas for improving bicycle infrastructure; expands bicycle parking to the public realm.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT)

Promotes bicycling through its transportation services and planning offices; provides four Hubway stations; constructed the country's first true cycle track on Vassar Street (2004-2009); hosts the MIT Media Lab, with a division specifically focused on sustainable transportation and innovative design.

LESLEY UNIVERSITY

Promotes bicycling as transportation; has an internal bike share system; adding a Hubway station to its new building in 2015.

EF EDUCATION FIRST

Donated a large Hubway station; constructed expanded off-road paths in the North Point area; supports and helps to promote the expansion of the path system.



Figure 6.7: EF Hubway Station



Figure 6.8: Harvard Square Hubway Station

PRIVATE SECTOR

TRANSPORTATION MANAGEMENT ASSOCIATIONS

Charles River TMA (CRTMA). Helps local businesses develop convenient programs, improve mobility and promote accessibility to the Kendall Square and East Cambridge area. Promotes bicycling with information and support.

Alewife TMA. A partnership between businesses, developers, and residential buildings who join together to reduce traffic congestion and air pollution and improve transportation options in the Alewife area.

CHAMBER OF COMMERCE, BUSINESS ASSOCIATIONS AND CAMBRIDGE LOCAL FIRST

These work to support vibrant livable cities and recognize that Cambridge is a city where people who bicycle and walk are likely to support local businesses. For references, the Economic Development division of CDD provides information: <http://www.cambridgema.gov/CDD/econdev/districtinfo>.

LOCAL BICYCLE SHOPS/ENTERPRISES

There are nine bicycle shops located in Cambridge (as of 2015), and several other enterprises such as Bikeabout, a bicycle tourism company; Cambridge Pedi-Cab; and Superpedestrian, developers of the Copenhagen Wheel. Urban Adventours is based in Boston but supports Cambridge events and activities.

INDIVIDUAL BUSINESSES/COMPANIES AND HUBWAY CHAMPIONS

Many companies choose to locate in Cambridge specifically for its livability and the desire of their employees for a community that supports active lifestyles. Several companies have voluntarily donated Hubway stations to support their employees (Biogen, BioMed Realty, CambridgeSide Galleria, Google).

The CambridgeSide Galleria partners with the City on the annual Run & Ride event to promote active health and fitness for children.



Hey kids! Save the Date!

Do you love to ride your bike and run?
Compete in the **sixth annual, kids only FREE duathlon** with biking and running in and around CambridgeSide!
For kids ages 5-13 years old, with **prizes, race T-shirts, giveaways, entertainment and more.** Registration opens in June.

iPad awarded for each race winner!*

Sunday, July 26, 2015

8:30am Registration • 10am Event Begins
CambridgeSide - Canal Park
100 CambridgeSide Place, Cambridge, MA

FREE family fun!



www.shopcambridgeside.com

*iPad awarded to first place winner for both boy and girl category in each age bracket. Eight will be awarded.



Figure 6.9: CambridgeSide Galleria Event Poster

ADVOCACY ORGANIZATIONS

MASSBIKE

The statewide bicycle advocacy organization; partners with the City to lead bicycle workshops; advocates on a state-wide level for legislation to support bicycling.

LIVABLE STREETS ALLIANCE

Advocacy organization to promote livable communities that rely on sustainable transportation. Partners with the City on outreach and on events, such as the “Rush Hour Race” during Bike Month.

BOSTON CYCLISTS UNION

Advocacy organization to promote bicycling as a normal way to get around for people of all walks of life. Some work is also done in neighboring communities, including Cambridge. Works with the City on outreach and citizen engagement.

CYCLEKIDS

Dedicated to teaching children to ride, the CYCLE Kids program teaches children in the 5th and 6th grades in Cambridge Public Schools through the physical education classes.

GREEN STREETS INITIATIVE

A Cambridge-based organization “Dedicated to celebrating and promoting the use of sustainable and active transportation;” its primary outreach is through monthly Walk/Ride Days, which are held in partnership with the City.

BICYCLE BENEFITS

Promotes the partnership of bicycling and businesses; a Bicycle Benefits sticker will provide discounts to member businesses. Free stickers for Hubway members.



ENDNOTES

- 1 The Governor's Highway Safety Bureau in Massachusetts is responsible for changes to the driver's education manual and tests.
- 2 Walk/Ride Days focus on encouraging people to choose a more sustainable transportation mode once a month. See <http://gogreenstreets.org/walkride-days>.
- 3 The City series of focus groups, led by the Food and Fitness Policy Council and staffed by the Community Engagement Team, resulting in the PSA campaign to invite residents of Cambridge to "Come join your community – bike in Cambridge." This slogan was printed in five languages (Portuguese, Spanish, Mandarin, Nepali and English), and showed women, people of color, immigrant families, and police officers riding their bicycles through Cambridge.
- 4 The Community Engagement Team is a multi-agency collaboration housed in the Department of Human Services that reaches out to underserved Cambridge families and connects them to community events and resources, develops community leaders, and supports agencies in working with a diverse community. The Community Engagement Team hires and trains community members (American Born Black, Bangladeshi, Brazilian, Ethiopian, Haitian, Somali and Spanish and Portuguese speaking) as outreach workers to reach out to and engage underserved families in their native communities. <http://www2.cambridgema.gov/dhsp2/cet.cfm>.
- 5 This engagement, funded by the Massachusetts Councils on Aging, was a partnership between the Fresh Pond Apartments (low-income housing), the Agassiz Baldwin Community Center, the Council on Aging, MassBike, the Volunteer Health Advisors, the Community Development Department, and the Cambridge Public Health Department.
- 6 For more information, visit <http://massbike.org>
- 7 For more information, visit <http://gogreenstreets.org>
- 8 For more information, visit <http://www.saferoutesinfo.org/>
- 9 For more information, see Massachusetts General Law Ch. 85, Section 11B: <https://malegislature.gov/Laws/GeneralLaws/PartI/TitleXIV/Chapter85/Section11b>; and Ch. 90, Section 14: <https://malegislature.gov/Laws/GeneralLaws/PartI/TitleXIV/Chapter90/Section14>
- 10 For more information about the program, visit <http://www.cambridgema.gov/ptdm>

