

CitySmart



FAST. FLEXIBLE. FUN.

CitySmart connects you with the information and resources you need to get around without getting behind the wheel. Biking, walking and transit take you where you need to be. Whether it's a trip to the grocery store or a day at the beach – getting there really can be half the fun.

Cambridge Community
Development Department
cambridgema.gov/citysmart
617.349.4631

Register online

Go to cambridgema.gov/citysmart

Or mail this in

1. Cut out this page.
2. Fill out the form below.
3. Fold over and staple/tape closed.
4. Affix 44¢ stamp and mail to us.

Get one!

Your free CitySmart info kit

Select:

- Everyone gets the basic kit**, including an events calendar, map, coupons, etc. Please choose any other kits you would like.
- ☐ **Transit kit** - MBTA system map, local route schedules, CharlieCard holder, etc.
 - ☐ **Bicycling kit** - Boston's Bike Map, MassBike tips, tire patch kit, reflectors, etc.
 - ☐ **Walking kit** - neighborhood map, tips, pedometer, water bottle, etc.
 - ☐ **Carpool/Carshare kit** - MassRides guide, riding with others tip sheet, key chain light, etc.

Personalize:

choose all that apply

- ☐ Children aged 4-12 in household
How many? _____
- ☐ Own/lease one or more cars
- ☐ Special needs and interested in learning about paratransit
- ☐ We already have CharlieCards
- ☐ We already have bike helmets

Name _____

Email Address _____

Phone _____

Your email address will only be used by the City of Cambridge to deliver additional CitySmart news, event and related information.

Offer expires 10/1/2011 and is only available to residents of East Cambridge.

Delivery:

You must include your name below.
Indicate any address corrections on the mailing label above.
We cannot deliver to PO boxes.



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FAST. FLEXIBLE. FUN.

Spring 2011

FREE EVENTS & RESOURCES TO GIVE YOU OPTIONS FOR GETTING AROUND

It's your turn now, East Cambridge!

CitySmart connects you with the information and resources you need to get around without getting behind the wheel. Biking, walking and transit take you where you need to be. Whether it's a trip to the grocery store or a day at the beach—getting there really can be half the fun.

The City of Cambridge is encouraging residents to replace some car trips with more sustainable, cost-saving and convenient transportation. The program in your neighborhood is only available for a limited time, so be sure to place your order before October 1.

Free delivery of your CitySmart kit is by bicycle pedal-truck to any East Cambridge resident who requests one. Kits come in a reusable fabric bag and include walking and biking maps, pedometers, tips, schedules, event listings, reflective stickers, coupons from local businesses and more.

Throughout the summer you'll see us giving away goodies in your neighborhood. Stop and say "Hi!"—we'd love to talk to you about the joys of choosing sustainable transportation.

Order your free kit online or complete the attached form and mail it back to us. Contact us at 617.349.4631 if you have any questions.

Order your free CitySmart kit today!

To see expanded resource and event details don't forget to visit us at:
cambridgema.gov/citysmart



Free events listed inside >

cambridgema.gov/citysmart

Free events

Community Events
For details and updates see cambridgema.gov/citysmart

Car free Memorial Drive:
Ride, walk, jog, skate, dance on the street from Western Ave. to Mt. Auburn St. Sundays through November.

Walk/Ride Fridays: Be proud to “go green” and receive discounts at participating local businesses. gogreenstreets.org

Bike Friday: Guided commutes from Cambridge to Boston City Hall’s free breakfast. bikefridays.org

Multi-use trails: Check out the Charles River bike paths, North Point park paths, and Minuteman Bikeway.



5/21 Musical Cambridge: bike ride sponsored by the Cambridge Bicycle Committee. cambridgebikes.org/

6/4 Cambridge River Festival sponsored by the Cambridge Arts Council.

7/11-21 Boomtown Festival at the Multicultural Arts Center. cmacusa.org

7/28 Neighborhood movie night East Cambridge Savings Bank. eastcambridgeba.com

9/16 National Park(ing) Day: parking spots become parks.

Resources & partners

East Cambridge residents have some great resources for getting around. For more information, visit the online directory at cambridgema.gov/citysmart

LivableStreets Alliance – Advocates for a balance of biking, walking and public transit with automobiles to create safe, convenient and affordable transportation in Metro-Boston. livableStreets.info

Green Streets Initiative - This grassroots organization promotes the use of sustainable transportation options. Check out Walk/Ride Days on the last Friday of every month. gogreenstreets.org



WalkBoston – Dedicated to improving walking conditions in cities and towns across Massachusetts, WalkBoston promotes walking for transportation, health and recreation through education and advocacy. walkboston.org

Cambridge Health Alliance – Provides community health programs such as Cambridge Walks and Healthy Living Cambridge and encourages healthy activity. challiance.org



Massachusetts Bicycle Coalition – MassBike is a state-wide advocacy organization which offers hands-on classes, information and advice. massbike.org



MBTA Trip Planner – This amazing website provides detailed itineraries for your trips. Just enter your start and end points, and it will tell you the best options for getting there by T. mbta.com/rider_tools/trip_planner



Zipcar – A conveniently located fleet of cars available to members for short-term rental. Zipcar can reduce or eliminate the need to own your own car. zipcar.com

MassRIDES – The MA Department of Transportation wants to “help you move smarter”, providing free assistance and tips. Programs include carpool matching, emergency ride home service and Safe Routes to School. commute.com



EZRide Shuttle – Connects East Cambridge to Kendall Square, Lechmere and North Station. EZRide is open to the public. \$2 normal fare, reduced fares available. charlesrivertma.org

Select your CitySmart kits

Choose and receive as many of the following as you’d like. Everyone who signs up gets the basic kit.

Basic kit with a reusable CitySmart shopping bag, Getting Around in Cambridge map, useful information and coupons from local businesses.

Transit kit makes the buses and trains work for you with a free CharlieCard holder, schedules, maps and coupons.

Bicycling kit gets you rolling with the Boston Bike Map, reflectors, a patch kit and great coupons.

Walking kit helps you enjoy an activity which may be the easiest exercise to fit into

your day. The kit features a pedometer to keep track of your progress, a water bottle, guides and coupons.

Carpool/Carshare kit makes it easy to save money by starting or signing up with a carpool, rideshare, or carshare. It’s fun, so get started!

Kids’ kit has stickers, tattoos, chalk, crayons and activity books on safe walking and bicycling on neighborhood streets. Each book has a parents’ guide with tips for teaching safety.



Kits are delivered by Metro Pedal Power’s emissions-free pedal-trucks.

Why drive less?

- Save money
- Keep your heart healthy
- Read on the T
- Don’t worry about parking
- Reduce your carbon footprint
- Smell the flowers
- Meet your neighbors
- Engage with your community
- Cambridge awarded Best Walking City by Prevention magazine and the American Podiatric Medical Association.

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344 Broadway, Cambridge MA 02139



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HERE