

Cambridge Pedestrian Committee Minutes
August 23, 2012 (updated with corrections)

Committee members in attendance: Helen Rose (chair), Elizabeth Bierer, Pete Kane, Andrea Yoder

City staff in attendance: Jennifer Lawrence

AGENDA

1. *Introductions, approval of minutes*

- Informal meeting in July – no minutes to approve.
- Ped Committee would like to receive all of the CitySmart tours so that they can take them at their leisure and give feedback.
 - Jen will get and send out ASAP.

2. *Discussion of Outreach related to Promoting Walking*

- Who are we trying to attract?
 - Drivers in Somerville and Cambridge who are driving because they think it's faster.
 - Not preaching to the choir (we don't want to always reach the same usual suspects)
 - City employees?
- What do we need to think about when trying to engage (what arguments)?
 - Health
 - Economic benefits
 - Climate
 - Social impact
 - Saving Time
- How are we looking to engage?
 - Partnership with Zipcar to do a bigger push to get people signed up and only using cars when they need to?

- Highlighting places that are easier to get to on foot and show how much longer it takes in a car?
- Cross promotion of Google ped?
 - A partnership to update the maps and to promote use of the maps – potential funding from Google.
 - Ask Google to have anybody located in Cambridge when they access google maps to have it default to Google Ped?
- Targeting Garages
 - City-owned or not – have information at each garage about how to get around town without a car (CitySmart kits?)
- CitySmart branded wayfinding
 - Average distances to get places on large signs – transit, walking, biking, etc.
 - Perhaps using the Hubway stations as a place to advertise these?
- Advocacy locally at work, home, with friends, etc.
- Maintain an online presence
 - Facebook, LinkedIn, etc
- Hunt for Golden Shoes was really fun
 - Hard to get the prizes.
- Going to arterials and holding up posters
 - “You’d be there if you had walked.”
 - “Cars sat in traffic for 45 minutes today. I walked in 15.”
- Walk/Ride day promotion
- A poster campaign that focuses on safety in numbers.
 - “The more people outside walking, the safer we all are...”
- Improved enforcement of all modes of transportation
 - Biking

- Walking
- Driving
- City Employees
 - Walking meetings
 - “Naming and Shaming” – get the results of the DEP survey from the top 20 biggest businesses in Cambridge and show where we, the City of Cambridge, stands. Try to get people to switch modes that way.

3. *Updates, Projects, Announcements*

- a. Walk/Ride Day on August 31, 2012 and September 28, 2012
- b. PARK(ing) Day on September 21, 2012
 - i. There may be interest in participating in this event – even if not hosting a Ped Committee spot, but just helping with an existing CDD spot.
 - ii. It would be really great to have Apple do a Genius Bar in a parking spot that day.
 - iii. Hubway
 - iv. ZipCar
- c. Please “like” our Facebook page (<https://www.facebook.com/CDDat344>) and follow us on Twitter (<https://twitter.com/CDDat344>).

4. *Planning for Upcoming Meetings*

- It would be good to get Kathy Murphy coming back for future meetings to give updates on traffic incidents.