

## Cambridge Pedestrian Committee

Meeting Minutes – Thursday, January 23, 2014

Meeting Attendees: Elizabeth Bierer, Robin Finnegan, Norma Marantz, Magda McCormick, Sean Pierce, Helen Rose, Benjamin Williams

City Staff in Attendance: Cara Seiderman, Jennifer Lawrence

### 1. Minutes & Agenda Review

- a. November's Minutes approved by unanimous consent
- b. Introductions

### 2. Outreach Events & Planning

a. Jennifer Lawrence, head of community engagement for the department, is present to help us focus planning for events for 2014. She can help us decide how to promote our events, event logistics, scale, and what we want to do.

i. The department has had a few interns focused on creating events geared towards youth, and these interns have been excited about the potential for pedestrian-oriented events.

1. An intern from CRLS created a plan for a walking event aimed at involving other high schoolers in Cambridge, and has sketched out a nearly complete plan for such an event.

2. Another intern (Michael) from Bunker Hill Community College would like to work directly with the Pedestrian Committee on events.

b. Kendall Square event: the Committee would like to move forward with this event in some manner.

i. The event will be publicly accessible, rather than solely for Pedestrian Committee members.

ii. This event can function as community engagement, promotion, and education.

iii. Will be aimed at showing the new Kendall Square to Cambridge residents who may not realize that it contains a great deal of restaurants, shops, and pedestrian-friendly amenities. This event can showcase available parks and walkways, while focusing the event on restaurants or destinations.

iv. The original restaurant plan may not scale well, so perhaps an event oriented more towards small samples and tastings on the sidewalk.

1. This would require donations from local business interested in working with us. Other committees have had success getting donations from restaurants and businesses.

2. Pardis from Economic Development may be interested in working with us on collaborating with restaurants.

3. Allan Breed has contacts within the Kendall Square Association, who may be able to set us up with willing partners in the neighborhood.

4. Robin Finnegan's friend has opened a new restaurant in Kendall Square and may be interested.

5. Open Space Committee has hired their consultant for their design competition, which may be a jumping point for us to show the open

spaces as well.

v. Timeline

1. The Cambriville Scavenger Hunt for this weekend was planned in three weeks, and includes donations and has a high sign-up rate. We should have plenty of time to plan and execute our event.

2. Our original May dates conflict with Memorial Day, Mothers' Day, and the Bike Committee's ride. After discussion, it appears that the weekend of Fathers' Day would be best. We can discuss whether Saturday or Sunday work for Kendall Square restaurants with the restaurants themselves to set a final date.

a. Robin's restaurateur friend has implied that Saturdays and Sundays are the slow days in Kendall Square, as workers aren't in the neighborhood during the weekends.

vi. Scale

1. We can keep the sign ups low for our first event with an EventBrite sign up system or something similar, to create a cap. We can go bigger with our next event based upon participation in this event.

2. People may be participating in the Bike Committee rides in such volume because it's an opportunity to safely introduce bicycling to citizens who may not bike regularly. We could advertise our event similarly as a way to safely experience Kendall Square for citizens who feel more comfortable driving there.

vii. Next Steps

1. Subcommittee meeting consisting of Cara, Jennifer, Nora, Alan, Victoria, and Benjamin (and anyone else interested in attending) will be scheduled through an email chain and advertised to the committee at large.

2. Subcommittee foci:

a. Identify partners

b. Identify conflicts

c. Identify potential route

d. Settle date issues

c. Other Event Ideas

i. Collaborating or cross-promoting with Jane's Walk

ii. Collaborating with the Historical Commission / Charles Sullivan

iii. The Historical Society has begun partnering more strongly with public organizations

iv. Youth-oriented event, with assistance from interns with CDD

1. This could also be a sponsored event, largely planned by and for youth, with guidance or promotion through us, depending on our availability

v. Working with Harvard Art Museums for their opening in the fall

1. Their opening event must be publicly accessible and our partnership must be featured with some prominence, to be worth partnering

vi. Tour of public art? One hasn't been done recently.

1. Would require a focused area

2. Elizabeth Bierer will contact the Cambridge Council of the Arts to discuss.

vii. How do we get on the DPW signs we used to use for the Golden Shoes? We just have to give enough notice, as the schedule for what goes on these signs fills up quickly.

d. PARK(ing) Day call for proposals will go out in mid-February, with a deadline in mid-March.

### 3. Upcoming Projects

#### a. Pearl Street

i. Will be rebuilt. There will be a few public meetings, centered on crosswalks, bicycle facilities, and traffic calming options. As this is a major bus route, calming options are limited. The meetings will focus on design, with construction occurring probably next year.

#### b. Kinnaird Street

i. Will be rebuilt. Looking at walking routes to connect nearby schools to the road. Will be a traffic calming project.

### 4. Future Meetings

a. DPW wants to come in March to discuss the 5-year plan

b. Kathy Murphy has a new post, but Lt. Rick Riley, head of the traffic unit, may come by at some point.

c. Jeff Parenti, the traffic signal czar, could come by too if we would like.

i. The committee would like to hear specifically about any updates in the traffic and crash count data, and about the push-button audio cross signals.

ii. Much of the crash data points to large trucks being involved with the most significant crashes. May point to future policy options regarding limiting truck access.

iii. Fortunately, significant crashes in Cambridge are relatively rare.

d. Juan from traffic calming may also be a good attendee.