CITY OF CAMBRIDGE
TRANSIT ADVISORY COMMITTEE
***DRAFT* MEETING NOTES**

Date, Time & Place: June 4, 2014, 5:30-7:30 PM
Cambridge Citywide Senior Center

Attendance - City of Cambridge
Adam Shulman (Traffic, Parking and Transportation); Jennifer Lawrence and Jeff Rosenblum (Community Development Department)

Workshop: Developing planning objectives for Goal 6: Public Participation, Support, and Outreach
Jen Lawrence, Sustainability Planner, Environmental & Transportation Planning, Cambridge Community Development Department
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.

Presentation and comments:

- Traditional methods of outreach: press releases, website, social media
- What are the key questions/goals of public participation?
- What are the opportunity points for people to switch modes?
- What new technology do we need to use?
- How do we best engage using social media?
- How do we avoid holding too many public meetings?
- What should the different city departments be doing?
- What does engagement mean?
    - Shift modes to non-SOV. Engage people to make them think about non-SOV modes
    - Support for funding transit
    - Turning complaints into conversation and actionable things people can do
    - Leading people to use existing transit system better. Provide information and signage. Fare and bus route information
    - Engage residents, transients, and employees
- Need to provide better public information about when a bus stop is relocated
- Use iReport more for transit complaints. There is no category for reporting bus stop issues
- Use 311 like Somerville
- Comment that Cambridge doesn't have a central phone #
- Use a process like DPW does for mailings to neighborhoods on street reconstruction projects
- Provide more information posted on Cemusa/bus shelters
- Post information in bathrooms
- Flyer community meetings on lamp posts
- Have listening sessions like the City Master Plan
- People need to feel like their voices are heard
- Facebook Ads can be targeted geographically
- Mind Mixer
- There is a lot of traffic in/out of Galleria mall as potential place to disseminate information. Also Porter Sq. and Fresh Pond shopping centers
- People don't read what's given to them
- Put info in unexpected places
- Use academic experts to help better engage with the public
- The message needs to be catchy

- Use public housing community rooms
- Put signs on buses and red line for engagement
- Also get feedback from Arlington and people outside the city
- Use happy messages, such as the "The bus is great to use!"
- Twitter, Instagram, snapshot, Vine
- The better the transit is, the more people will use it
- Do promotions, such as get free ice cream after 10 trips on the EZride

Workshop and Feedback: Mapping Transit in Cambridge
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. The committee reviewed draft copies of the maps and provided feedback. The maps will then be posted on our website.

Committee Updates

General Comments

Public Comments