

CityView

A PUBLICATION BY THE CITY OF CAMBRIDGE

SPRING/SUMMER • 2013

MESSAGE FROM THE



City Manager

Cambridge retained the rare distinction of being one of 37 municipalities in the U.S. to earn three

AAA ratings from the nation's three major credit rating agencies for its 15th year.

Earlier this year, Cambridge was one of six winners nationally to receive an inaugural Robert Wood Johnson Foundation Roadmaps to Health Prize, which honors outstanding community partnerships across the U.S. that are helping residents lead better and healthier lives.

In January, Cambridge received an award from Mass. Municipal Association for best Municipal Website in Massachusetts in its population category. At press time, we were close to launching a new City of Cambridge mobile website.

I hope you enjoy reading this newsletter, which serves as our biannual update to the community, with news from Community Development, Public Works and many other City departments.

I will be retiring at the end of the FY13 Fiscal Year and it has been my greatest honor and pleasure serving the citizens of this incredible city for these past 39 years.

Editor's Note:

On July 1, 2013, Deputy City Manager **Richard C. Rossi** will take over as City Manager and Public Works Commissioner **Lisa Peterson** will take over as Deputy City Manager.



City Manager Robert W. Healy and a delegation from Cambridge accept the Roadmaps to Health Prize from the Robert Wood Johnson Foundation at a ceremony in Princeton, NJ.

Cambridge's Work to Create a Healthy City Gains National Attention

Cambridge was one of six U.S. communities to receive an inaugural Roadmaps to Health Prize from the Robert Wood Johnson Foundation in February. Cambridge was honored for its outstanding community partnerships and achievements around healthy eating and physical activity, strengthening families, progressive urban planning, and integration of public health and clinical care.

Achieving good health means more than having a doctor and insurance – it is also about having opportunities for education and employment, feeling safe, having a network of friends and family, and living in a community that supports healthy choices.

Currently, 15% of the city's population lives at or below the federal poverty line and 17% of adults have a high school education or less. These residents are at greater risk for sickness and early death than their more advantaged neighbors.

When rent control ended in the 1990s, Cambridge made a deliberate effort not to become an enclave for the wealthy through the expansion of affordable housing. City agencies and community organizations work together to ensure that less advantaged residents not only have their basic needs met—food, shelter, medical care—but also are afforded opportunities, such as adult education and job training, to change the circumstances of their lives.

Early life experiences have an enormous impact on health, academic achievement and future earnings. Cambridge offers parenting classes, playgroups, an early literacy program and other services that focus



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Community Development

K2C2 Update

The Kendall Square/Central Square (K2C2) planning study concluded in late 2012, establishing a vision for the two squares and connecting Osborn Triangle area. In spring 2013, the City Council adopted two zoning petitions (submitted by Forest City/Millennium and MIT) consistent with the study's recommendations which will increase development capacity, improve public space, help to further activate Kendall Square, and support new retail. Together, these actions include the following elements:



Kendall Square rezoning aims to create a mixed use district with great public spaces.

- Increase development capacity in Kendall Square and at 100 Massachusetts Avenue to enable knowledge economy companies to locate and grow in the area
- Reserve space for innovation startups in Kendall Square
- Increase housing affordability, including first-ever middle-income housing requirement in Kendall Square to supplement existing affordable housing requirements
- Master planning prioritizing creation of new public space and improved connections to the Charles River and between MIT and the rest of the City
- Requirements and incentives for independently-owned ground floor retail to serve neighborhood needs
- Standards for sustainable buildings, energy use monitoring and parking
- Financial contributions of \$15 million to a mitigation fund
- Transfer MIT property on Cherry Street to the City for public use

- Technical analysis of Grand Junction multi-use path with financial contribution for construction of improvements
- Program to support training in skilled trades for Cambridge residents

Additional K2C2 recommendations, under discussion at the Planning Board, are expected to be before the City Council in summer/fall 2013.

More information at www.cambridgema.gov/k2c2 or contact Iram Farooq at ifarooq@cambridgema.gov.

Nurturing Innovation

Cambridge is home to thousands of innovative companies in the high tech, life sciences and clean tech sectors. In order to meet the needs of small startups, more than a dozen incubator and co-working spaces have popped up all around Cambridge. Lab Central started renovations at 700 Main St. to create a co-share laboratory facility for life science startups; Cambridge Innovation Center announced its expansion into 101 Main St.; and WorkBar will open a location in Central Square. To encourage and support this growth, the Community Development Department (CDD) surveyed the innovation community to learn more about the needs of local startups. As a result, the City added new online resources for entrepreneurs. Looking for space? Want to know more about accelerator and loan programs? Visit www.cambridgema.gov/startups.



The Venture Café initiative at Cambridge Innovation Center provides physical space, programming and resources to facilitate conversation and collaboration within the entrepreneurial and innovation communities. Photo: Venture Café Foundation.

Open Space Planning near Kendall

Over the next few years, more than five acres of new and renovated public open space will be created in the Kendall Square/East Cambridge area. This opportunity is a result of planning, collaboration and agreements involving the community, the City and some major property owners in Kendall Square. The new spaces will be located at four key locations, including underutilized parcels on Binney and First streets, Kendall Square's Point Park, and a 2-acre parcel on Third and Rogers streets. The City is beginning a public open space planning process that will explore ways to integrate new spaces into the existing open space system, and create a plan for a network of well connected, managed and programmed parks and open spaces that complement each other and facilitate a sense of place and community. A City Manager-appointed study committee will work with City staff, consultants and the community throughout the process. Its recommendations will guide design of the individual open spaces.

More information: www.cambridgema.gov/kendall_openspace or contact Taha Jennings at tjennings@cambridgema.gov.



Riverbend Park Mobile Food 2012.

Cambridge Riverfront: Go for the View; Stay for the Food

The seasonal Mobile Food Program expanded this year, adding Saturday/Sunday vendor spaces adjacent to North Point Park and additional spaces at Flag and Hingham streets during the Sunday Riverbend Park closure of Memorial Drive. This season brings a range of delicious options from frozen treats to savory meals. More information: www.cambridgema.gov/mobilefood.

Cambridgeport Open Space Trifecta

Three new neighborhood parks will open in Cambridgeport as the City completes the final stages of renovation at Alberico, Fulmore and Old Morse (David Nunes) parks. These moderately-sized, neighborhood-focused parks are key components of the open space system for the community.

The design process included community meetings, online surveys, input from park users, neighbors and abutters, and was also guided by the goals of the Healthy Parks and Playgrounds Initiative (www.cambridgema.gov/healthyplaygrounds).

Simultaneous design and renovation of the parks made it possible to enhance and expand types of play and open space opportunities and provide a range of activities for all users. Together, the new parks will include community gathering spaces, innovative play structures, waterplay, lawn areas, hard surface play, basketball, ping pong tables and “kid tolerant” landscaping. More information: www.cambridgema.gov/3cambridgeportparks or contact Taha Jennings at tjennings@cambridgema.gov.

Save The Date for PARK(ing) Day 2013 – September 20!

Last year, the City worked with community partners to present 16 PARK(ing) spaces during International PARK(ing) Day, an annual global event where citizens, artists and activists collaborate to transform metered parking into temporary public places or “PARK(ing)” spaces. For 2013, we aim to engage even more neighborhood organizations, businesses and City departments to celebrate open space and community. For more information, contact Jennifer Lawrence at jlawrence@cambridgema.gov.



PARK(ing) Day 2012 was a success. Help us plan for 2013!



Alberico Park under construction.

Climate Change: Our Vulnerabilities and Plans to Prepare

The City of Cambridge is facing the challenge of climate change. For over a decade, Cambridge has been developing strategies and policies to reduce our contribution of greenhouse gases that change the climate. As science continues to reveal the scope of change and we experience more extreme weather across the country, the City is working to prepare our community for the future. This effort assumes a “new normal” with significantly changed weather patterns. Summer heat waves may be longer and more frequent; catastrophic events, such as storms like Hurricane Sandy, could become more common. These situations would affect everyone in our community and advanced planning helps minimize potential impacts.

For the public to learn about climate change preparation efforts and have the opportunity to be involved, the City will host 2-3 community workshops this year. More information: www.cambridgema.gov/climateprep or contact John Bolduc at jbalduc@cambridgema.gov, 617-349-4628.



Extreme weather in July 2010 brought severe flooding to Cambridge.

New Affordable Homes on Windsor Street

Last October, 14 new homeownership units were completed in the former church and rectory buildings at 424-430 Windsor St. This historic landmark property was renovated to create residences for families earning at or below the Area Median Income (AMI).

With Community Preservation Act funds committed by the City's Affordable Housing Trust, Just A Start, the nonprofit developer, preserved the historic façades using the large windows and high ceilings of the church to create units with spacious interiors, much natural light and interesting architectural details. The development includes a mix of unit sizes with a parking space for each.

The new homeowners reflect the diversity of Cambridge with residents working in biotech, healthcare, higher education, food service, social services and the arts. Families in the buildings have children ranging in age from infants to college students. All share a desire to remain a part of the Cambridge community. Local housing costs continue to be out of reach for many and one of the new owner families had been paying more than 50% of their income toward rent to stay here. With housing costs stabilized, they can have a future in Cambridge. “We can hardly believe we are homeowners,” they reflected. “Living in this historic building is magical. We are so thankful for this opportunity.”

For information about affordable housing programs: www.cambridgema.gov/CDD.



14 affordable condominiums bring new life to this historic Windsor St. church property.

SUMMER FUN FOR EVERYONE...



Cambridge River Festival
Saturday, June 1, Noon-6 p.m. (Rain Date: 6/2) Memorial Dr. along Charles River Featuring multiple live music stages, visual arts, theatrical and dance performances, family entertainment, art-making, crafts and international food! Presented by Cambridge Arts Council. Free.
www.cambridgeartscouncil.org

Summer Library Programs
Check your nearest branch library for dates and times of free special events and programs for all ages! Ph. 617-349-4409 or visit:
www.cambridgema.gov/cpl

Museum Passes for Library Cardholders

Free and discounted passes to museums and zoos are available with your Cambridge Public Library card. Ph. 617-349-4409.
www.cambridgema.gov/cpl

Fresh Pond Day
June 8, 11 a.m. – 3 p.m.
Activities for all ages! 250 Fresh Pond Pkwy.

Taste of Cambridge
Thursday, June 13. Annual food extravaganza on Sidney St. in Central Square. Rain Date 6/18. Time: TBA. Info. & Tickets:
www.tasteofcambridge.com

Hoops 'N' Health
Saturday, June 15, 10 a.m. – 6 p.m.
Annual basketball/flag football tournament and Health Fair (1-5 p.m.) at Hoyt Field. Free food, music, prizes and children's games. Free and open to the public. Presented by Cambridge Public Health Dept. Ph. 617-665-3769.

Make Music Central Square
Friday, June 21, 11 a.m.-10 p.m.
Carl Barron Plaza, City Hall Lawn & Jill Brown-Rhone Park. Organized by Cent. Sq. Bus. Assoc. and Cambridge Arts Council, www.cac.org

Make Music Harvard Square
Saturday, June 22, 12-10 p.m.
Organized by Harvard Sq. Bus. Assoc., www.harvardsquare.com

Dance Party
Friday, June 28, 7-11 p.m.
Dance in the street in front of City Hall at this lively party for the entire Cambridge community. Ph. 617-349-4301.
www.cambridgema.gov



Photo: David Kong

Family Nights in the Park
Presented in Cambridge parks on **Wednesday nights at 7 p.m. in July and August.** Enjoy a movie theater size screen, plus jugglers, clowns, music and magicians. Dept. of Human Service Programs' Recreation,

Youth & Community Schools Divisions. Info. Ph. 617-349-6200 or www.cambridgema.gov/dhsp

Summer In The City
July-August (dates and times vary)
Cambridge Arts Council produces an array of multicultural and interactive performances throughout the City's parks and public spaces featuring



dance, music, storytellers, theater and puppetry for children ages 4- 11. Free.
www.cambridgeartscouncil.org

Cambridge Discovery Days: Revolutionary Cambridge
July 13 & 14 Free walking tours and events. Special event: Sunday, 7/14: Revolutionary War Encampment in Longfellow Park.
www.cambridgema.gov/historic

Inman Funch
Every Thursday in August, 12-1:30 p.m. Bring your lunch and enjoy free music and wellness activities at Vellucci Plaza, Inman Square (corner of Hampshire & Cambridge Sts).
www.inmansquare.com

Central Swings
Every Thursday night in August, join us for an outdoor celebration of music, dance, theater and street performances featuring Central Square cultural institutions and talent every Thursday in August from 5-7 p.m., at Jill Rhone-Brown Plaza.
www.centralsquare.com

Danehy Park Family Day
Saturday, September 21, 11 a.m.-4 p.m. Amusement rides, roving performers, Children's stage. Free hot dogs, chips, sodas. Ph. 617-349-4301 or www.cambridgema.gov





License, Leash and Love Your Dog

Spring is a time for renewal when the activity levels of people, pets and wildlife increase. It is also the time of year to renew your dog's license. All dogs over 6 months must have a current dog license. To obtain a dog license, your dog must have a current rabies vaccination. Dog licenses can help if your dog is lost since the number on the tag can be traced back to you.

Cambridge leash laws require dogs to be on a leash at all times when off the owner's premise. There are some areas in Cambridge where dog owners can let their dogs off leash, but the dog must be under voice control and within sight at all times. Owners must always carry a bag for dog waste disposal. Never leave your dog unattended in a car for a long period of time. They will be better off at home and you can take them for a nice walk when you return.

City Gains National Attention continued from page 1

on a child's first three years of life – a time of rapid brain development. Cambridge is also tackling health issues through policy, regulation and changing the urban landscape.

City and community partners have worked together for over a decade to improve the public school environment so that kids eat healthier and are more active. The Cambridge Food and Fitness Policy Council, established in 2011, is exploring policy, systems and practices for making healthy foods and fitness opportunities available to more residents.

The City's urban planners have created safer streets for pedestrians and cyclists and implemented policies and programs that encourage alternative transportation. Today, nearly a third of residents either walk or bike to work, and the City has tripled its cycling population over the past 10 years.

Cambridge Health Alliance (CHA), which operates three hospitals, numerous primary care sites, and the Cambridge Public Health Department, has a long-standing commitment to public health. CHA provides traditional public health services like cancer screenings and family planning, as well as programs that address underlying causes of poor health. CHA also provides culturally and linguistically accessible services and focuses on chronic disease management and prevention.



Resident Permit Photo Contest

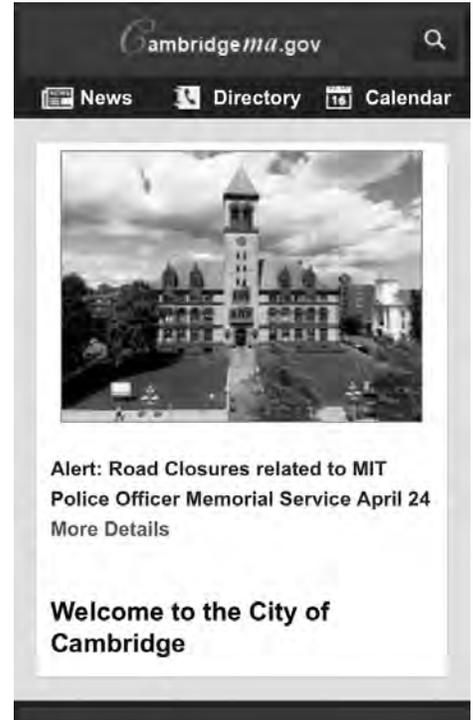
The Department of Traffic, Parking & Transportation is accepting digital photos of City buildings and historic Cambridge landmarks for the 2014 Resident Parking Permit Photo Contest. The winning photo will be displayed on the 2014 residential parking sticker. Many submissions are also displayed on the City's website. Photos may be e-mailed (in jpeg format) to: rppcontest@cambridgema.gov. The submission deadline is Friday, Aug. 2, 2013. The City of Cambridge reserves the right to use any photo submissions on its website, in any City publications and as a submission to third parties, with proper photo credit being given.

New Home for Community Learning Center and Multi-Service Center

The Community Learning Center and the Multi-Service Center have moved into their new home in the former Police building on Western Ave., Cambridge (corner of Green St. and Western Ave.). Phone numbers remain the same.

Cambridge School Volunteers

Every other week, employees of the Volpe National Transportation Systems Center trek to the Kennedy/Longfellow School to read aloud to 2nd and 3rd graders. This year, the program reached a significant milestone as it is celebrating its 15th year. Since 1997, 414 Volpe employees, known as Lunch Buddies or Reading Buddies, have given up their lunch hour to read aloud with hundreds of elementary students. The program is managed by Cambridge School Volunteers whose mission over the past 47 years has been to support the academic success of Cambridge Public School students.



New Cambridge Mobile Website

As of press time, the City was scheduled to launch a mobile version of its website by the end of May. Just enter "City of Cambridge MA" or "cambridgema.gov" in your smartphone or tablet browser and the City of Cambridge mobile website will appear. The new mobile website features a scaled down version of the website with easy access to popular links such as City Calendar, Important Phone Numbers and Pay Online. The City and three departments, Library, Police and Public Works have customized designs. No more scrolling or swiping the screen on your phone to try to navigate the full website. However, if users still prefer viewing the full site, that option is also available on the mobile website.

Energy Efficiency Projects at Peabody School Complex Reduce Costs and Carbon Emissions



Lighting upgrades in progress at the Peabody School.

The City has continued its efforts to reduce municipal energy use through efficiency upgrades at the Peabody School, Gately Youth Center and O'Neill Branch Library. These upgrades are projected to save an estimated 108,577 kilowatt hours/year and 11,889 therms/year, resulting in avoided costs of approximately \$32,600/year for the City. These energy savings represent averting over 285,200 pounds of carbon dioxide emissions into the atmosphere annually, the equivalent of removing 27 cars from the road.

Utilizing Green Community grant funds and rebates from NSTAR, these upgrades

include the installation of ventilation controls and variable frequency drives to the shared heating system, as well as high efficiency spray valves and refrigeration controls in the Peabody School kitchen. Additionally, existing lighting in the Peabody School cafeteria and hallways was replaced with high-efficiency lamps and fixtures that respond to daylight and occupant activity.



Household Hazardous Waste Collection Events

Get rid of old household cleaning products and chemicals. The City is holding the following Household Hazardous Waste Collection Days: June 8, July 13 and October 19. Each event is from 9 a.m. – 1 p.m. at the Field St. parking lot on Fern St. by Danehy Park. You must be a Cambridge resident, so please bring proof of residency. For a list of accepted items, please visit www.cambridgema.gov/recycle.

Seasonal Employment Lottery Program

The City of Cambridge is accepting applications for the Seasonal Employment Lottery for nine week assignments in the Public Works Department. Assignments are outdoors, typically on rubbish trucks, in the cemetery, or in parks and public properties. Jobs may require heavy lifting of objects, from 25-200 lbs. Participants must have proper clothing and footwear (i.e., work boots). Acceptance of applications is ongoing, and lottery selections are made as needed. Applicants must furnish proof of Cambridge residency, undergo a background check and participate in the Cambridge Employment Program intake process. Only one nine week assignment per person per year will be allowed. For more information, visit www.cambridgema.gov and click on JOBS or visit the City's Personnel Dept., Cambridge City Hall, Room 309, 795 Massachusetts Ave., Ph. 617-349-4332.



Unwanted Furniture? Our Super Friends Can Rescue It!

Cambridge trash spikes about 30% during move in/out times in May/June and August/September. Much of this trash is furniture and household items that are in good condition, and could be donated. Please visit www.cambridgema.gov/Furniture for a listing of non-profits you can donate furniture to. Almost all offer free pickup of clean, usable items in good condition (no stains, pet hair, bed bugs or rips) and most require 1-2 weeks notice

for pickup. Most organizations also take clothing, kitchenware, linens, rugs, mirrors, media and working electronics. Donating furniture and household goods helps the environment and people in need. Many donations are tax deductible. To sign up for monthly recycling newsletters, email recycle@cambridgema.gov.



Fire Hydrant Testing May Cause Water Discoloration

Cambridge Water and Fire departments will be conducting fire hydrant maintenance and testing weekdays between 9 a.m.-2 p.m., through June 28. This helps ensure maximum hydrant operability but can disturb sediment in the piping system that may cause water discoloration and stain clothes being washed. Water

discoloration does not usually present a health hazard though concerned residents should avoid drinking it. The Water Department can provide a wash additive to remove stains. Call Cambridge Fire Department at 617-349-4921 between 8-8:45 a.m. for daily test locations. For questions on water quality, call 617-349-4780.

Vote
Upcoming Elections
General Election 6/25
Municipal Election 11/5
Call 617-349-4361 or visit www.cambridgema.gov/election.



Sign up Today at www.CambridgeMA.gov/AlertNetwork



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Health Beat



Protect Yourself from Mosquito Bites

Mosquitoes can spread West Nile virus and other diseases. When outdoors in the evening hours during mosquito season (summer

and fall), you can prevent mosquito bites by using insect repellent, wearing long sleeves and pants, and placing nets on baby strollers. Remember to repair torn screens and remove stagnant water near your home (e.g., clogged gutters, old tires). To learn more, visit www.cambridgepublichealth.org/wnv or call 617-665-3848.

Hot Off the Presses

- *Guide to Health, Fitness and Fun for Cambridge Kids* features listings of children's sports teams, recreational activities and city playgrounds. Call 617-665-3899 or visit www.cambridgepublichealth.org/letsmove.
- *Preventing and Getting Rid of Bed Bugs Safely*. This simple guide for Cambridge property owners and tenants explains how to inspect for bed bugs and eradicate infestations. Available at www.cambridgepublichealth.org/publications.

Responding to Employees Experiencing Domestic Violence

Domestic violence can be a difficult topic to discuss with employees. The Health Department offers resources for businesses and organizations on developing a workplace domestic violence policy and responding to employees experiencing domestic violence. To learn more, visit www.cambridgepublichealth.org/workplaceDV or call 617-665-3816.

For more information, contact the Cambridge Public Health Department at visit www.cambridgepublichealth.org.

CityView

CityView is published in the spring and fall by the City Manager's Office as a community update for residents.

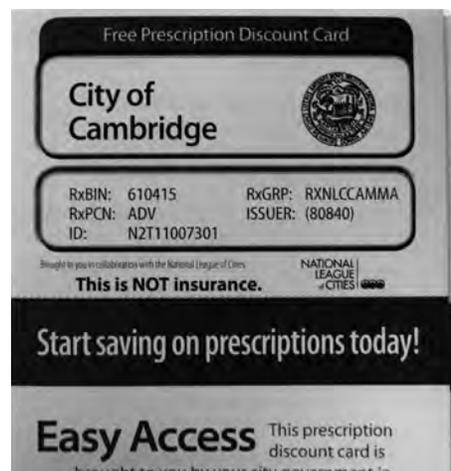
Editor: Ini Tomeu, Public Information Officer, 617-349-4339.

CityView is printed on recycled paper.

Safely Dispose of Unused Medications, Needles and Syringes

Residents can dispose of unwanted medications, needles, and syringes in a safe, environmentally-friendly manner by:

- Depositing medications, needles and syringes in dedicated drop boxes in Cambridge Police Department lobby, 125 Sixth St. Open 24 hours/day.
- Bringing medications to the Department of Public Works' scheduled Household Hazardous Waste Collection events.
- Requesting a free, postage-paid mailer from the Health Department (617-665-3848) or Cambridge Prevention Coalition (617-349-6283) to send unused medications to a company that will properly dispose of them.
- Depositing syringes in the sharps collection box in the lower lobby of Windsor Street Health Center, 119 Windsor St. Open weekdays, 7 a.m.-9 p.m. and Saturdays, 9 a.m.-3 p.m.



Prescription Discount Card for Residents

The City of Cambridge would like to inform residents of a new program that offers savings on prescriptions that are not covered by insurance. The Prescription Discount Card is a FREE to all Cambridge residents, regardless of age, income or existing health insurance. By using this card, you may save off the regular retail price of prescription drugs at participating pharmacies. This card is now available to residents through a collaboration with the National League of Cities. Visit: www.caremark.com/nlc to access the program online, print a card, check drugs prices, link to frequently asked questions and locate participating pharmacies.

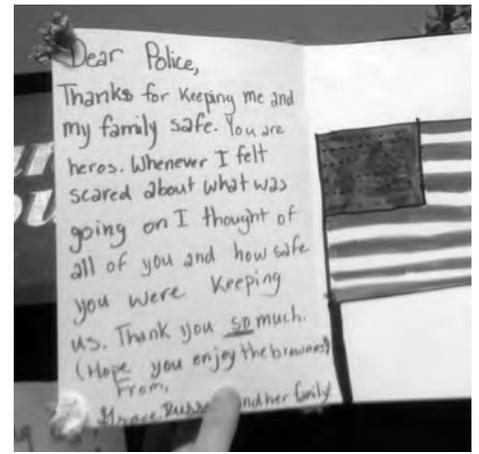
For more information, call toll free: 1-888-620-1749. Please note that this is not insurance. Discounts are only available at participating pharmacies. By using this card, participants agree to pay the entire prescription cost less any applicable discount. Savings may vary by drug and pharmacy.

Learn to Cope

Do you have a family member or friend who is addicted to opiates, alcohol or other drugs? You are not alone. Drug and alcohol addiction is an epidemic, with overdose now the leading cause of accidental death in the U.S.

Learn to Cope is a free program that offers a unique format utilizing experienced facilitators, resources, guest speakers and overdose education. Joanne Peterson founded Learn to Cope in 2004, with a small group of parents, when her own son became addicted to opiates. A new Cambridge chapter meets on Mondays from 7-8:30 p.m., at Spaulding Hospital. Parking is free. Drop in any time and expect to be warmly welcomed by others who have been through this most challenging of circumstances. Parents and family members trade resources and support one another through the ups and downs of their family member's addiction.

For more information, call 508-738-5148 or visit www.learn2cope.org



We Are Cambridge Strong!!

THANK YOU to the residents and businesses of Cambridge for your courage, cooperation and support during the events surrounding the Boston Marathon bombings. You heeded the call to stay indoors during the search for the suspect, and you responded by placing your trust in us during a terrifying ordeal. This was an affirmation of how much faith you have in this great City and in the fine men and women of the Cambridge Police, Fire and Emergency Communications departments.

**ECRWSS
Resident Postal Customer
Cambridge, MA**

- City Manager Robert W. Healy
- Deputy City Manager Richard C. Rossi
- City Council
- Mayor Henrietta Davis
- Vice Mayor E. Denise Simmons
- Councillor Leland Cheung
- Councillor Marjorie C. Decker
- Councillor Craig A. Kelley
- Councillor David P. Maher
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- Councillor Minka vanBeuzekom



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