

MESSAGE FROM THE



City Manager

I am pleased to report that the 2010 Citizen Survey, conducted biannually since 2000, yielded high marks for core city services. The categories of “Overall Performance of City Government”, “Overall Quality of Life in Cambridge” and “Cambridge as a Place to Live” produced increased satisfaction over the 10-year survey average. See more on page 3. For complete survey results, visit the City’s website, www.cambridgema.gov. In fact, I would urge you to visit our newly redesigned website which also features dynamic new websites for Cambridge Public Library and the Department of Public Works. We were very honored when Cambridge was recently selected as one of America’s 100 Best Communities for Youth for the fourth time. Please read adjacent article for more information. I hope you find this biannual city update useful.

City’s Website gets a New Look

The City of Cambridge recently launched a new and improved website that enhances usability and incorporates more photography and scenes from city life. The websites for Cambridge Public Library and the Department of Public Works were completely redesigned and are now much more dynamic and interactive.

For more information, visit www.cambridgema.gov.



Cambridge Named One of 100 Best Communities for Youth



Staff from the city and community afterschool programs celebrate the 100 Best award during a special ceremony. Photo by Bob Coe.

The efforts of Cambridge civic and community leaders were honored this fall when America’s Promise Alliance named Cambridge one of the Nation’s 100 Best Communities for Young People. Cambridge was among a few communities nationally to receive the prestigious award for a fourth time.

The 100 Best designation recognizes those communities that make youth a priority by implementing programs that help keep children in school and prepare them for college and the 21st century workforce.

“The City’s unprecedented effort to provide summer jobs to over 900 Cambridge teenagers supplemented by collaborations between city and non-profit agencies working with businesses to provide unique private sector employment opportunities show that we are committed to preparing our young people with 21st Century skills,” said Mayor David Maher.

Another collaborative effort was Cambridge’s recently piloted Baby University program, modeled after the Harlem Children’s Zone’s Baby College Program, to begin with very young children to address the achievement gap. The program works primarily with families who live in subsidized housing, offering workshops on brain development, literacy and health, as well as home visits and interactive playgroups, to help families ensure that their children enter school ready to learn.

Cambridge was also recognized for its long-term commitment to reversing its growing childhood obesity rate. The 10-year collaboration of public schools, health service providers and agencies has created Healthy Living Cambridge Kids. The program is proving successful with more nutritious school lunches, increased physical education throughout the school day and new wellness policies.

continued on page 6

Community Development



Jackson Gardens under construction.

Housing Revitalization begins with CPA Funds

Cambridge Housing Authority's Lincoln Way and Jackson Gardens developments are being completely revitalized with major funding from a combination of Community Preservation Act (CPA), state and federal funds. At Lincoln Way, 60 outdated units will be replaced with 70 energy efficient units in two phases, while 45 units at Jackson Gardens will be completely renovated with sustainable design features to better meet the needs of today's resident families. On September 20, 2010, a groundbreaking ceremony was held at Lincoln Way to mark the beginning of these long-awaited capital improvements. The Cambridge Housing Authority (CHA) estimates that

the economic impact of the combined revitalization project will bring over \$70 million into the local economy.

The City's Affordable Housing Trust committed more than \$7 million in CPA funding to make this redevelopment possible. The Trust's early commitment to the project allowed the CHA to leverage commitments from federal and state sources, including \$10 million in funding from the American Recovery and Reinvestment Act (ARRA), to ensure that these 115 affordable units will remain in the City's portfolio of affordable resources for years to come.

Construction at Jackson Gardens is expected to be complete in late 2011 with the final phase of the Lincoln Way reconstruction to wrap up in late 2012.

CPA Generates \$101.7 Million for Affordable Housing, Historic Preservation, Open Space

Since the adoption of the Community Preservation Act (CPA) in 2001, the City of Cambridge has been able to appropriate/reserve \$101.7 million in state and local funds for affordable housing projects, historic preservation and protection of open space. The fiscal year 2011 CPA

(state and local combined) appropriation totaled \$9.56 million. The CPA Committee makes annual recommendations on how these funds should be used, based upon public input gleaned through advertised public meetings and suggestions developed by City staff.

For more information, contact Nancy Schlacter at 617-349-4301 or nschlacter@cambridgema.gov.

2010 Citizens Survey Results

The 2010 Citizens Survey indicated that Cambridge residents continue to be highly satisfied with their city government. A majority of residents (53%) now express satisfaction with their interactions with municipal government—the highest level since we began conducting the biannual survey in 2000.

Moreover, two-thirds of citizens (67%) give the highest ratings to the overall performance of city government—a full 16 points higher than in our first survey in 2000. Perceptions of the overall quality of Cambridge Public Schools has risen dramatically since 2008—with total positive ratings now at 49% (up from 36% in 2008). Positive perceptions of the city's economic development also continue to rise.

Internet usage continues to rise—with 60% now citing it as the most used method of interaction with the city. The survey found improvement in "excellent" ratings for nearly every city service. See the complete survey at www.cambridgema.gov.



New training program prepares Cambridge residents to work in the green building industry.

Green Jobs Training Program

The Green Jobs Program, launched in April 2010, prepares participants for entry-level jobs in the green technology field. Program graduates will enter the workforce with new skills appropriate for jobs such as energy auditors and other specialists who evaluate the energy demand and use patterns of residential or commercial facilities, or technicians who build and maintain these facilities in accordance with principles of sustainability. For more information, call Pardis Saffari, Community Development Department, at 617-349-4654 or psaffari@cambridgema.gov. The Cambridge Green Jobs Program is a result of a year-long effort by the 38-member Green Jobs Task Force, led by former Mayor E. Denise Simmons and City Manager Robert W. Healy.



Beehive Collective Exhibit

Dec. 6, 2010 – Feb. 18, 2011
CAC Gallery, 344 Broadway, 2nd Fl.
First Mondays @ CAC Gallery

Receptions feature performance, food and community.

Dec. 6, 2010 & Feb. 7, 2011, 6-8 p.m.,
CAC Gallery

Poet Populist Nominations

Cambridge residents can elect a Poet Populist, also known as a “Poet of the People” who will create his or her unique style of poetry-focused events that celebrate poetry and benefit the broader population. Nominations are now being accepted. The program is sponsored by the City of Cambridge, Cambridge Arts Council and Cambridge Public Library. For more information, call 617-349-4380 or visit www.cambridgeartscouncil.org.

Cambridge Open Studios

Set for May 2011. Register now to show your work in your own studio or in a common venue. Visual and performing artists living or working in Cambridge are encouraged to participate. Call 617-349-4385 or visit: www.cambridgeartscouncil.org.

A Park with a View

This summer, Cantabrigians were able to enjoy the Charles River from a completely new vantage point. The new open space at the corner of Memorial Drive and Western Avenue (at the former location of the Mahoney’s Garden Center) offers a passive, contemplative park area that is inviting to the entire community, with ample seating and gathering spaces, and an abundance of trees and plantings. This latest addition to the City’s green space is the result of the 2003 Riverside Neighborhood rezoning, whereby Harvard University granted a ¾ acre easement to the City for a public park.

The final park design is the result of input received during an extensive public process which began in 2005, including a walking tour, neighborhood surveys and a series of community meetings. The park officially opened on June 10, 2010, just in time for everyone to enjoy the warm weather at the River’s edge. Since then, residents and visitors alike have sought out its large open lawn, trellis-covered plaza, fountains, and children’s play area to fully appreciate one of Cambridge’s most scenic spots.



The new play area at Clement G. Morgan Park/Chief Anthony Paolillo Tot Lot.

Clement G. Morgan and Chief Anthony Paolillo Tot Lot Completed

In spring 2010, the City completed improvements to Clement G. Morgan Park on Columbia Street and the nearby Chief Anthony Paolillo Tot Lot on Pine Street. New pathways and plantings, along with many new places to sit throughout the park, such as picnic tables, benches and granite sitting blocks, have spruced up Clement Morgan. Recreational areas of the park are reinvigorated, sporting all-new playground features designed for 5-to 12-year-olds, with climbing nets, swings and a see-saw, in a new play area at the Pine Street side of the park. The renovated

basketball court was a big summer hit, thanks to new lighting that now makes it usable until 9:30 p.m. daily.

On the other side of Pine Street, the Anthony Paolillo Tot Lot has all-new toddler play equipment, designed for children under 5 years old, and an updated water play system. Access to the park is better than ever, with reconstructed sidewalks at the intersection of Pine and Eaton Streets and new crosswalks connecting the tot lot to Clement Morgan Park.

Neighbors joined City officials for a celebration of the new parks on June 16, 2010, where they enjoyed refreshments and reflected on the transformation of these wonderful open spaces.



The new City park near the Charles River.

Cambridge Climate Initiatives



City Government Leads the Way

Since the Cambridge City Council adopted the Cambridge Climate Protection Plan in 2002, reducing the



The City's climate commitments support green building in Cambridge.

use of the fossil fuels that cause greenhouse gas emissions has been integrated into the work of City departments. These municipal measures save taxpayer money and reduce our impact on the climate. Some recent highlights include:

- **Energy Efficient City Operations.** Since the launch of GreenSense, the City employee awareness program to improve energy efficiency, Cambridge has realized a significant reduction in municipal energy use. New construction and major renovation of City buildings must meet green building standards, and many municipal buildings are being overhauled to conserve energy. The City now has three LEED-certified buildings and four more are expected to receive this green building designation. With solar electricity panels installed on several buildings, the City is exploring additional sites for renewable energy. Traffic signals now use LEDs (light-emitting diodes), and our Green Fleet Policy has resulted in

Stepping it Up: Cambridge Climate Initiatives Expand to Meet the Challenge

Scientists call climate change the greatest challenge that humans have ever faced. Cambridge has taken it on at the local level, with initiatives to reduce greenhouse gas emissions targeted for every sector of the city: municipal, commercial/institutional and residential. In May, Cambridge was designated as a "Green Community" under the state's Green Communities Act of 2008, making the City eligible for the first round of grant funding from the Massachusetts Department of Energy Resources. Working in conjunction with its universities and cutting-edge industries, Cambridge is at the forefront of local U.S. climate action, understanding that what we do here can have an impact far beyond our borders. Given the urgency to act quickly, everyone has an important role to play in furthering these climate efforts.

more efficient City vehicles. Overall, municipal energy consumption will be reduced by 20% over the five-year period between 2008 and 2013.

- **Stretch Energy Code.** The City Council adopted the state's Stretch Energy Code, which requires new construction and major renovations to be more energy efficient. This, along with other efforts, helped qualify Cambridge as a Massachusetts Green Community.

- **Green Building Zoning.** The City Council adopted new zoning to remove obstacles to creating green roofs and other green design measures. Private developments over 25,000 square feet must now meet LEED standards.

- **Transportation Policy Pays Off.** Our multifaceted strategy to improve conditions for walking and biking in Cambridge has brought results. Cambridge has the highest percentage of residents who walk to work of any U.S. city, and biking in Cambridge has substantially increased. The grant-funded CitySmart program targets a different neighborhood each year with intensive information and activities intended to propel a shift from automobiles to walking, biking and public transit.



New grant will assist conversions to hybrid cabs.

- **Clean Air Cab Program.** The City has received a grant to boost its program to help taxicab owners buy hybrid cabs, with a goal that by 2012, 18 additional hybrid cabs will join the 25 already on the road.

- **The Cambridge Energy Alliance (CEA).** Established as a non-profit in 2007, CEA is now working actively to reach out to businesses and residents with information and assistance to make their buildings more energy efficient. The City will continue to partner with CEA and NSTAR to develop ways to facilitate implementation of efficiency measures.

- **Single Stream Recycling.** Launched in October 2010, this simplified procedure is expected to increase recycling activity and significantly reduce the amount of trash discarded.

- **Becoming Resilient.** In the coming months, Cambridge will focus on planning for greater community resilience to climate change, among other new initiatives.

Commercial/Institutional Innovation

Businesses, large and small, have become more energy efficient, with some of Cambridge's largest employers active in the EPA Climate Leader program. Smaller businesses have taken advantage of NSTAR energy conservation incentives and joined the Sustainable Business Leadership Program.

Local enterprises are offering greener consumer alternatives such as bicycle delivery, car sharing, water conservation, renewable energy installation, and reclaimed building materials. Food purveyors and restaurants are featuring local and organic products and greening their operations.

Cambridge Climate Initiatives

Our academic institutions have significantly broadened their energy conservation programs: Harvard has committed to reducing its carbon footprint by 20% below 2006 levels by 2016; MIT is investing \$13 million in its Efficiency Forward initiative to reduce campus energy use; and Lesley University has joined the American College and University Presidents' Climate Commitment. The City recognizes all of these efforts through its annual GoGreen Awards program.

A Community Engaged

Cantabrigians continue to embrace opportunities to reduce their energy consumption and their bills by installing energy-efficient compact fluorescent lights, insulating their homes, and trading their old, inefficient appliances for Energy Star products.

Community groups have prioritized



Green jobs training program participants.

climate action in many ways. Examples include CitySprouts, which promotes healthy lifestyles for children through its schoolyard gardens; GreenStreets, which organizes monthly walk/ride days to encourage sustainable transport; and the Cambridge Climate Emergency Action Group, which organized a Climate Emergency Congress involving over 100 residents. HEET (Home Energy Efficiency Team), a grass roots organized group of volunteers, teaches people to make their own buildings more energy efficient.

Despite all of these efforts, much more needs to be done and now is the time to get engaged. For more information on ways you can help, visit www.cambridgema.gov/cdd/et/climate/index.html or contact Rosalie Anders at randers@cambridge.ma.gov or 617-349-4604. ■

Bikes on the Move

You're right if you think there are a lot more cyclists on the road in Cambridge these days. In fact, between 2002 and 2008, the number of cyclists more than doubled. This is great news in terms of cleaner air, less traffic and healthier residents. The increased interest in bicycling can also be seen in the number of bikes parked around town. Thanks to city, state and federal funding, additional bike parking



Cycling in Cambridge is on the rise and the City has received new funding for 150 bike racks.

is being installed throughout the city. Federal funds will provide 150 new bike racks this year. The City continues to make infrastructure improvements to make cyclists more comfortable on the road, such as adding bicycle lanes, improving off-road paths and installing segregated cycle lanes, which completely separate cyclists from cars and from pedestrians, as part of new roadway construction on key streets. As the number of cyclists increases, cycling becomes safer for everyone, both because motorists grow more aware of the need to watch for bikes and more drivers are themselves riding bikes.

Growing Solar

The use of solar energy is growing in Cambridge. In 2000, there were two solar photovoltaic (PV) systems producing electricity with about 32 kilowatts (kw) of capacity in total. Now there are 61 solar PV systems in Cambridge with about 900 kw of capacity, either installed or in progress. The growth in solar PV has been fueled by expanded state and federal incentives, particularly for larger systems, and the systems' declining cost. The City is doing its part, with PV systems on the City Hall Annex, West Cambridge Youth Center, the Department of Public Works Frasier Building, Cambridge Rindge & Latin School and the Frisoli Youth Center. The Water Department is pursuing funding to install a 100 kilowatt system on the Sullivan Water Treatment Facility at Fresh Pond. The City is also beginning to see interest in solar hot water systems, which tend to be less expensive and have a quicker financial payback.

It all starts with you! You can:

- *Get an energy audit.* Contact the Cambridge Energy Alliance for more information at www.cambridgeenergyalliance.org or 617-491-0488.
- *Get around differently.* Walk, bike or take the T. If you own a car, adopt more efficient practices.
- *Recycle and keep Cambridge clean.* Reduce trash and share responsibility for outdoor spaces.
- *Get efficient lights.* If you haven't updated your lighting to CFLs, now is the time to do it – they are better than ever and can be easily recycled.
- *Get involved.* Make sure that policy makers hear your voice and that climate change is part of the agenda for any group you belong to.

Helpful Tips from the Department of Public Works

Now that single stream recycling has started, help us keep our recycling quality high in order to avoid damage to equipment at the recycling facility.

Please recycle the right materials.

The following items are **not** accepted for recycling:

trash; plastic bags; styrofoam; food waste; ceramics, dishes or glassware; clothes hangers; electronics; light bulbs; mirrors;

napkins or paper towels; paint containers; photographs or blueprints; pots, pans or scrap metal; windows or plate glass.

Please empty containers. No liquids or food residue.

For more information, please visit www.cambridgema.gov/recycle or call 617-349-4800.

See a short video of the recycling facility at

www.zero-sort.com.

Thank you for your continued efforts to recycle and help reduce trash.



Protect Yourself from Flooding and Backups

Earlier this year, intense rains caused flooding and sewer backups in areas throughout the city that normally do not experience these problems.

There are some things residents can do to help protect their properties from potential future floods and backups:

- *If you have any below-grade fixtures, make sure you have a properly functioning backflow preventer, and that it is installed in the proper location. Contact DPW if you are unsure about the proper location.*
- *Ensure that gutters and downspouts are working properly, and are directed away from foundations and neighboring property.*
- *Seal/waterproof all known cracks in foundations and floors where water can enter the property.*
- *Protect low areas with sand bags if necessary.*
- *To the extent possible, raise all valuable items, including furnaces/boilers, water heaters, electrical panels, washers and dryers above flood levels where flooding has previously occurred.*

Remember: during and after floods, dangerous and even life-threatening hazards may exist. Do not walk or drive in moving water. Contact local and state emergency management officials for instructions on how to safely operate during these conditions.

If your basement floods, remember that flood waters can be contaminated and pose risks both during and after flood waters have receded. Protect yourself from contaminants and mold by ensuring that you thoroughly clean, dry out and disinfect all flooded areas. Mold will grow on anything that is wet for two or more days, even if you can't see it.

For more information, call 617-349-4861 or visit www.cambridgema.gov/theworks.

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Cambridge E-Line at
www.cambridgema.gov



Fight the Flu!

Very young children, seniors, pregnant women, and people with chronic diseases can experience life-threatening illness from the flu. Help fight the flu this winter by getting a flu shot. This year's vaccine protects against both the seasonal flu virus and the 2009 H1N1 virus, which caused so much illness last season. Residents can receive a free flu vaccine at any of the Cambridge Public Health Department's annual flu clinics, from Oct. 28 through Dec. 11 at sites throughout the city. Residents can also slow the spread of the flu this winter by washing their hands frequently, covering coughs and sneezes, and staying home when sick. For the flu clinic schedule and other helpful flu information, go to www.cambridgepublichealth.org.

100 Best Communities continued...

"We are very pleased that Cambridge has again been recognized for the extraordinary level of collaboration among city agencies and between city and community agencies in supporting the healthy development of our children," said City Manager Robert W. Healy.

Ellen Semonoff, Assistant City Manager for Human Services also reflected on the announcement. "The credit for our selection as one of America's 100 Best Communities for Young People really goes to the community and city programs which on a daily basis strive to meet the needs of our young people," Semonoff said. "The Agenda for Children, through its Literacy and Out of School Time Initiatives, is supporting families and providers in helping launch children for success."

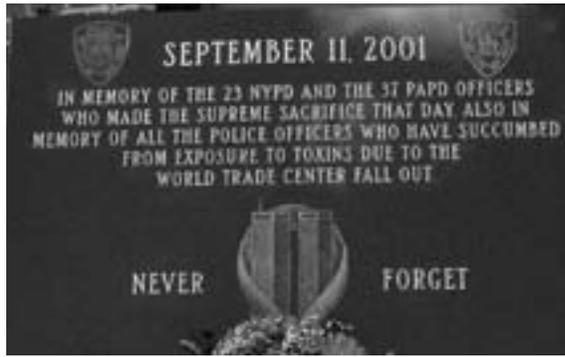


Cambridge Police Dedicate Memorial Stones on 9/11

On Saturday, September 11, 2010, the Cambridge Police Department dedicated two memorial stones in front of the Robert W. Healy Public Safety Facility on Sixth Street. One memorial was dedicated to the four Cambridge Police Officers who were killed in the line of duty while serving the City and citizens of Cambridge. The other memorial was dedicated to the 23 New York City Police Officers and 37 Port Authority Police Officers who died in the collapse of the World Trade Center on September 11, 2001. For more photographs from the dedication ceremony, please visit <http://bit.ly/b97FqR>.

Sign Up for Crime Alerts

Register for Citizen Observer, a service which allows citizens to be alerted and



informed of important events in real-time via text message and/or email. When a noteworthy incident occurs in Cambridge or a specific neighborhood, Cambridge Police will send out a Citizen Alert. To register for Citizen Observer, please visit <http://bit.ly/aX9iFA>. Choose to receive alerts for just your neighborhood or Cambridge at-large. For more information, contact the Community Relations Unit at 617-349-3236.

Spring Recruitment Exam for Police Officers

Do you possess integrity, courage and a willingness to help those in need? Perhaps you should consider a career as a Police Officer! The City of Cambridge is currently recruiting women and men to take the entry level municipal civil

service police officer examination scheduled for Spring 2011. Stay in touch with us through Twitter: @Cambridge-Police, Facebook: Cambridge Police Department, our website: www.cambridgepolice.org or www.mass.gov/hrd for additional information in the coming months.

Baby U's Pilot Program a Success

Baby U, a Cambridge replication of the pioneering Harlem Children's Zone Baby College, was launched in North Cambridge in January 2010. The first pilot served 25 families for over 16 weeks. Based on the feedback, participants were very satisfied with their experience in the program. One mother said, "The people who ran the groups and did home visits were wonderful caring people and I appreciated all they did for me."

Families participated in 10 weeks of workshops. They learned the latest information on topics such as child development ages and stages, nutrition and safety. This was followed by five weeks of playgroups where parents had an opportunity to practice and apply what they learned in the workshops. Through weekly home visits, families were also connected to other helpful services. Parents reported that the program taught them many strategies to use in raising their children. "I have been trying a combination of everything I've learned and my children are doing better at listening," said one parent.

A new Baby U program kicked off in September for parents in Area IV, Wellington-Harrington and East Cambridge. Due to increasing demand, another program is scheduled to begin on February 12, 2011, in the Riverside and Cambridgeport neighborhoods. Baby U is free - no charge to participants. In addition, childcare, food and transportation are provided. For more information, contact Betsy Abrams at 617-620-4877.



Participants from the first Baby U program.

Cambridge 2011 Resident Permit Fee Increases to \$20

The City of Cambridge will be increasing the 2011 Resident Permit fee from \$8 to \$20. This is the first increase since 1992. The increase will free up resources that can be dedicated to programs and projects in support of the City's commitment to becoming a sustainable and green community. The new 2011 permits will be available starting November 1, 2010. Renewal will continue through January 31, 2011, when all 2010 permits expire. The new 2011 fees are as follows:

- Resident Permit and one Visitor Pass per household - \$20 per year.
- OR
- One Visitor Pass for a household with no vehicle - \$20 per year.
 - Seniors over 65 - Free
 - Disability plate or disability placard holder - Free

The city is also including an opportunity for residents to make a further voluntary contribution that would be allocated to the programs as outlined in City Ordinance 10.17.150. This ordinance, also called the Vehicle Trip Reduction Ordinance, establishes a variety of programs to mitigate the effects of high levels of vehicle traffic and congestion by implementing measures to make more efficient use of mass transit, bicycling, walking, and other alternatives to trips by single-occupancy vehicles.

For more information, call the Traffic, Parking and Transportation Department at 617-349-4700 or visit their website, www.cambridgema.gov/Traffic/.

Let's All Dig In and Dig Out Ice and Snow-Free Sidewalks are Everyone's Responsibility

Snow Emergency Parking Bans

With winter just around the corner, here are a few important reminders regarding Snow Emergency Parking Bans and the responsibilities of property owners following a snowstorm. During substantial winter storms, the City may declare a Snow Emergency and a Parking Ban will go into effect at a specific time. During a Snow Emergency, parking is prohibited on streets signed No Parking during Snow Emergency and vehicles will be towed. A list and map of these particular streets is available at www.cambridgema.gov/traffic. This website also offers information on parking garages that provide free parking during a declared snow emergency.

When a Snow Emergency is declared, information is available via phone at 617-349-4700, and is posted online as soon as possible at www.cambridgema.gov and on City TV-8. Visit Cambridge E-Line at www.cambridgema.gov to sign up to receive Snow Emergency alerts via a text message to your cell phone or to your E-mail. For school closings, call 617-349-6513.

Plowing Operations

The Department of Public Works will clear streets as soon as possible after a snow storm, starting with major arteries. Please don't take it personally if we plow snow back into your driveway, but as we work to make streets passable, it is often unavoidable. Your patience and participation help the City return streets and sidewalks to safe, passable conditions as quickly as possible.

Keep Sidewalks Clear

City Ordinance requires property owners to remove snow from sidewalks next to their property or business within 12 hours of daytime snowfall and before 1 p.m. when it has fallen overnight. They must also remove or melt all ice within 6 hours of the time it forms. There is a \$50 fine for each day of non-compliance. If you are away, it is still your responsibility to ensure that someone clears sidewalks next to your property. Remember to:

- *Shovel your sidewalk on all sides of your property, down to bare pavement*
- *Make path at least 3 feet wide*
- *Clear ramps at corners and crosswalks*
- *Chop or melt all ice*
- *Keep street drains clear of snow*
- *Consider helping neighbors who may have difficulty clearing their walk.*

Exemptions

Disabled or elderly persons who qualify as low-income residents may be eligible for an exemption. Call the Cambridge Council on Aging, 617-349-6220 (voice) or 617-349-6050 (TTY) to learn more.

For more information, visit the Department of Public Works (DPW) website: www.cambridgema.gov/snow. A feature on this site allows you to report unsafe sidewalks.



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