GETTING TO KNOW ZOOM

Please stay muted until called on. If you are comfortable, you can leave your video on.

Use Chat to comment or ask questions.

Use Reactions to Raise Hand.

If you’re having connectivity issues, call in at:
929 436 2866
Meeting ID: 874 1117 3567
HOW CAN I PARTICIPATE

Here are the guidelines for tonight’s discussion:

- If you would like to ask questions by microphone, you may use the “raise hand” button at the bottom of your screen. The moderator will unmute participants in the order that they are raised at the end of the presentation.

- For call-ins, press *9 to raise your hand and we’ll read the last 4 digits of your phone number when it’s time for you to speak.

- We want to give as many people as possible the opportunity to be heard. If you’ve already had a chance to speak, or if someone else has voiced your comment, please let people with new ideas be heard.

- If we’re unable to hear from all raised hands by 7:00 pm, you can send your comments/questions directly to Drew Kane by phone: 617-349-4640 or by email: dkane@cambridgema.gov.

- Each person has two minutes to speak.

- All comments and questions in the chat will become part of the meeting record and will be considered into future recommendations by the project team.

Note: We will be recording this meeting to share online with any interested stakeholders who were not able to attend.
CLOSED CAPTIONING IS AVAILABLE

Turn on the closed captioning by clicking on the ‘Live Transcript’ button on the bottom of your screen. From there, you can:

- Turn on subtitles by clicking on ‘Show Subtitle’
- View a streaming transcript with each speaker identified by clicking on ‘View Full Transcript’

Alternatively, you may stream closed captioning in a separate window by clicking the link in the chat.
Welcome!

PLEASE SIGN IN

Click the link in the chat to sign in
(or add your contact info to the chat)
1. Grab Your Phone
2. Go to www.menti.com
3. Enter the code 7645 5952 and hit Submit after each response

Or, click the link in the chat
Warm up! What is your favorite thing to eat from Cambridge Street?
Have you attended a previous meeting or pop-up for this project?

16 Yes
11 No
OUR TEAM

INTERFACE STUDIO
Lead, planning and urban design

NINIGRET PARTNERS
Economic strategy

CONSULTECON
Real estate and housing

BURO HAPPOLD
Mobility and climate
AGENDA

01 PROJECT UPDATE
Our process to date

02 CRAFTING A VISION STATEMENT
Why it matters and examples

03 WORKSHOP ACTIVITIES
Three activities to help craft a vision for the corridor

04 NEXT STEPS
A look at the next couple of months
01 PROJECT UPDATE
PROJECT SCHEDULE

12 MONTH PROCESS

LEARNING & ANALYSIS

DRAFT APPROACH

FINAL APPROACH

DRAFT PLAN

Community Engagement Round 1
DECEMBER 2021

Community Engagement Round 2
FEBRUARY 2022

Community Engagement Round 3
APRIL 2022

Community Engagement Round 4
JUNE 2022

Public Comment
LAST TIME...

- Who uses Cambridge Street?
- How can all users be accommodated?
- How can Cambridge Street support climate action and resilience?
- Where are the development pressures?

For those of you who were unable to attend, please visit our website www.cambridge.gov/cambridgestreet to view the recording.
ENGAGEMENT BY THE NUMBERS

As of January 2022

- 30+ interviews (neighborhood organizations, business owners, institutions, city staff)
- Site tour with East Cambridge Business Association
- Pop ins @ Volpe Block Party, Millers River Housing, Inman Square Holiday Stroll
- Pop ups @ Inman Square, East Cambridge
- Online community meeting (~100 attendees)
- Online survey (605 responses - ongoing)
- Constant Contact Email Blast ~1600 recipients

>> If you are not on our mailing list please remember to sign in tonight, or drop your email in the chat!
WHO HAS PARTICIPATED?

*Online survey is still open to the public

[Bar chart showing age distribution of responses for in-person, Zoom, and online survey]
WHO HAS PARTICIPATED?

*Online survey is still open to the public

RACE/ETHNICITY

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>In-Person</th>
<th>Zoom</th>
<th>Online Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>White/Caucasian</td>
<td>87.7%</td>
<td>62.1%</td>
<td>84.8%</td>
</tr>
<tr>
<td>Asian/East Indian</td>
<td>8.8%</td>
<td>3.6%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Hispanic/Latinx</td>
<td>3.5%</td>
<td>3.6%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Black/African-American</td>
<td>0%</td>
<td>7.1%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Middle Eastern/North African</td>
<td>3.5%</td>
<td>3.6%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Native American/Alaskan</td>
<td>3.6%</td>
<td>0%</td>
<td>0.6%</td>
</tr>
</tbody>
</table>
WHO HAS PARTICIPATED?

*Online survey is still open to the public

**RELATIONSHIP TO CAMBRIDGE STREET**

- **IN-PERSON**
  - I live on Cambridge St. or nearby: 88.3%
  - I visit Cambridge St. for shopping, eating, or other services: 58.3%
  - I work on Cambridge St.: 21.4%
  - I own a business on Cambridge St.: 5.0%

- **ZOOM**
  - I live on Cambridge St. or nearby: 82.1%
  - I visit Cambridge St. for shopping, eating, or other services: 67.9%
  - I work on Cambridge St.: 11.0%
  - I own a business on Cambridge St.: 6.5%

- **ONLINE SURVEY**
  - I live on Cambridge St. or nearby: 62.7%
  - I visit Cambridge St. for shopping, eating, or other services: 74.5%
  - I work on Cambridge St.: 10.7%
  - I own a business on Cambridge St.: 6.5%
HOW DO YOU USUALLY TRAVEL ON CAMBRIDGE STREET?

- **Walk**: 50.3% (1st), 32.7% (2nd), 9.9% (3rd)
- **Bike**: 25.1% (1st), 20.2% (2nd), 15.0% (3rd)
- **Drive**: 21.4% (1st), 28.9% (2nd), 20.9% (3rd)
- **Take Transit**: 1.6% (1st), 11.5% (2nd), 24.8% (3rd)
WHAT DO YOU THINK ARE THE MOST IMPORTANT PRIORITIES FOR CAMBRIDGE STREET?

**PRIORITIES**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Priority</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MAKING IT EASIER AND SAFER TO BIKE</td>
<td>55.8%</td>
</tr>
<tr>
<td>2</td>
<td>INCREASING TREE COVER AND GREEN SPACE</td>
<td>46.4%</td>
</tr>
<tr>
<td>3</td>
<td>IMPROVING THE PEDESTRIAN EXPERIENCE (INCLUDING WITH A MOBILITY AID)</td>
<td>44.1%</td>
</tr>
<tr>
<td>4</td>
<td>SUPPORTING BUSINESSES AND ECONOMIC GROWTH</td>
<td>43.5%</td>
</tr>
<tr>
<td>5</td>
<td>INCREASING PUBLIC SPACE</td>
<td>24.4%</td>
</tr>
<tr>
<td>6</td>
<td>IMPROVING THE PUBLIC TRANSIT EXPERIENCE</td>
<td>22.0%</td>
</tr>
<tr>
<td>7</td>
<td>BUILDING NEW HOUSING</td>
<td>21.4%</td>
</tr>
</tbody>
</table>

The survey results show that bike safety, tree cover/green space, pedestrian experience and supporting businesses are top priorities.

Additionally, respondents also clarified some priority options provided in the survey. For instance, “supporting businesses and economic growth” was written in as “support for small businesses,” and “building new housing” was written in as “building new affordable housing.”
WHAT DO YOU THINK ARE THE MOST IMPORTANT PRIORITIES FOR CAMBRIDGE STREET?

Most user groups agreed on the top three priorities for Cambridge Street, except for workers and drivers who both listed supporting businesses and economic growth as their top priority.
Inman Hardware is a keeper!

Please continue to do traffic calming and to create safe, grade-separated cycling infrastructure!

Love Elmendorf and would love to see them given more opportunities to thrive

The Grand Junction trail will be a great asset for the community and this corridor
Hard to cross [Hampshire St] especially with kids

Cars make left turns [at Windsor St] and it's a blind spot for cars and pedestrians

The intersection at Cardinal Medeiros is really unsafe. We walk through it everyday taking our son to and from school.

The intersection of Cambridge St with Warren St and the rail crossing can be intimidating in any mode of transport!

I'm playing frogger [at 5th & Cambridge] all the time
Close Cambridge St sometimes like Moody Street

I see that gravel spot by Grand Junction as a perfect green space with amphitheater like seating for gathering with public edible forests and garden beds all around

I’m excited to see what Inman sq ends up looking like, and hope that the Warren St area sees some traffic control next

A park where the old MBTA stop is (when the T starts running at the new location) would be great for the neighborhood
ONE MORE CHANCE TO CONTRIBUTE!

TAKE OUR SURVEY!

www.surveymonkey.com/r/CambridgeSt
02 CRAFTING A SHARED VISION
Cambridge is a forwardthinking, welcoming, and diverse city. We enjoy a high quality of life and thrive in a sustainable, inclusive, and connected community.

- Envision Cambridge
ACTIVITY 1

Close your eyes and imagine your ideal Cambridge Street.
Close your eyes and imagine your ideal Cambridge Street. What are you doing?
Close your eyes and imagine your ideal Cambridge Street. Who are you with?
Close your eyes and imagine your ideal Cambridge Street. How do you feel?
ACTIVITY 2

What are we FOR?
Tell us what you are FOR:

- Local independent retail
- Walking
- Affordable housing!
- Community
- Outdoor dining
- Accessibility/inclusion
- Business growth
- Small business
- Plenty of restaurants
Tell us what you are FOR:

More Affordable Housing!

Community

Diversity and inclusivity

Local business thriving

opportunities for all

Shores

affordable housing

Climate resilience

Dynamic place to walk, shop meet people
Tell us what you are FOR:

- local businesses
  - Mixed economic development. Union Sq is a good example.
  - On street parking
- Active ground floor retail
  - Locally owned small businesses. Affordable and inclusive.
- Opportunity
- wide sidewalks
- Diversity and Inclusion
  - A vibrant street with things to do and places to buy the things we need, that is accessible for everyone.
<table>
<thead>
<tr>
<th>indoor and outdoor exercise opportunities</th>
<th>Small business</th>
<th>Outdoor Dining</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy local retail</td>
<td>honoring history</td>
<td>Home ownership.</td>
</tr>
<tr>
<td>outdoor dining</td>
<td>safe cycling</td>
<td>Senior and Handicapped friendly</td>
</tr>
</tbody>
</table>
Tell us what you are FOR:

- Small, affordable businesses
- Diversity
- Thriving business
- I would like to be able to walk to the majority of commercial spots I need in my life: grocery, bank, PO, small food shops, library, salon, bookstore, etc, etc
- Walkable street
- Housing
- Bike safety
- Housing
- More affordable housing
**OUR FUTURE CAMBRIDGE STREET SHOULD...**

**Tell us what you are FOR:**

<table>
<thead>
<tr>
<th>Preserving diversity of residents</th>
<th>Housing</th>
<th>less influence from grumpy people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open accessible community space</td>
<td>bike safety</td>
<td>shade and trees</td>
</tr>
<tr>
<td>15 minute parking for pickup</td>
<td>Housing</td>
<td>Housing</td>
</tr>
</tbody>
</table>
**Tell us what you are FOR:**

<table>
<thead>
<tr>
<th>Accessible parking</th>
<th>Local bars and restaurants</th>
<th>New Deal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elmendorf</td>
<td>a welcoming community</td>
<td>shade and trees</td>
</tr>
<tr>
<td>Preserving cultural diversity</td>
<td>Retail and Services</td>
<td>Events and activity</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------------</td>
<td>------------------------------</td>
<td>------------------------------</td>
</tr>
<tr>
<td>safer crossings for pedestrians</td>
<td>Climate resilience</td>
<td>Making the Gold Star Poll 4-season</td>
</tr>
<tr>
<td>less dominance of cars</td>
<td>Mom and Pop stores</td>
<td>Preserving small business</td>
</tr>
<tr>
<td>Local retail self-sufficiency</td>
<td>Trees</td>
<td>Less dependence on motor vehicles!!!!</td>
</tr>
</tbody>
</table>
Tell us what you are FOR:

- Startup businesses
- Cultural activity such as parades and festivals
- climate resilient
- Mon and pop stores
- More people who work here, providing customers for the businesses.
- Mixed-income housing
- Improving structures
- Small long-standing businesses
- Easy loading and unloading zones for deliveries/pickups
Tell us what you are FOR:

- Design traffic lanes so there is very little backup
- authenticity
ACTIVITY 3

Madlib
FILL IN THE BLANK. As our Cambridge Street evolves in the future, it will RETAIN ITS:
FILL IN THE BLANK. As our Cambridge Street evolves in the future, it will SUPPORT:
FILL IN THE BLANK. As our Cambridge Street evolves in the future, it will CREATE:
FILL IN THE BLANK. As our Cambridge Street evolves in the future, it will IMPROVE:
Your feedback is important
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04 NEXT STEPS
HOW YOU CAN BE INVOLVED:

- Sign up for project updates
- Spread the word
- Take the online survey
- Attend the next workshop in two weeks, on February 17th at 6pm
JOIN US ON FEBRUARY 17TH FOR WORKSHOP 2!

TWO COMMUNITY WORKSHOPS

WORKSHOP 1: CRAFTING A VISION FEBRUARY 3RD
WORKSHOP 2: COMMUNITY PRIORITIES FEBRUARY 17TH