Public Engagement and Outreach Updates

October 2018 Transit Advisory Committee Meeting
Wednesday, October 3, 2018
September and October are filled with transit-related outreach activities

- September
  - Supplemental outreach to the Better Bus Project
- October
  - Supplemental outreach to the BBP – Extended BBP Timeline
  - Mount Auburn Street bus priority pilot project
  - South Mass Ave Corridor Safety Improvements project
Photos from September
We engaged the community at events, informational tables, and street teams

Events
• Community Events
  • Port Pride Day
  • Danehy Park Family Day
  • DPW Community BBQ
  • Climate Change BBQ
• City Meetings
  • Commission for People w/Disabilities

Tabling
• Staffed Tables
  • Envision Outreach - Pizza Parties
  • Senior Center
  • Community Learning Center
  • CRLS Club Day
• Unstaffed Tables
  • Windsor St Health Center
  • Veterans’ Services
Our partners have helped us to extend our outreach

**Informational**
- Newsletters
  - TAC and Planning Board
  - Health Alliance eBeat
  - School District
  - TMAs
- Social Media
- Distributions
  - CRLS Backpack Stuffing
  - Envision with Neighborhood and Business Associations

**Additional Work**
- Street Team
  - Central Square
Some of the things people have told us in person

**Additional bus service on specific routes**
- More rush hour service on routes 47 and 77
- More midday service on route 47
- More weekend service on routes 77 and 83
- Express service on route 77

**Barriers for folks who don’t ride the bus**
- Does not go where I want to go
- Not as convenient as a personal vehicle
- Buses stop too often
Some of the things people have told us online

WikiMap is also gathering many new ideas

- 72 new ideas
- 11 up-votes for bus priority at BU bridge
- 6 up-votes for additional service on Route 69

Up-votes for TAC ideas

- 13 up-votes for bus lanes into/out of Alewife Station & improve in-station routings
- 5 up-votes for new service in West Cambridge to provide better connections to existing transit, neighborhoods, and shopping
We are extending our outreach

• Currently, we are scheduled to close the online survey on Sunday 10/21
• Additional street team work. Potentially: Alewife, Inman, Lechmere
• Additional outreach events: tenant associations, CLC, Cambridge Hospital
On Mount Auburn St., we are informing and educating
We are informing about the upcoming changes and educating people how to use the new lanes

- Providing updates to the community and educating the community about the new lane design
  - Created educational flyers
- Planned outreach until 10/12
  - Flyering the whole neighborhood
  - Visits to businesses
- Encouraging people to take the pre-conditions survey
  - On-site intercept surveys
  - Post-implementation surveys, with support from partners