



Welcome!

Cambridge Cycling Safety Ordinance Advisory Group Meeting 6: Tuesday, September 26

Quick check-in as you arrive: What's something that made you smile today?

Agenda

4:00 Welcome

4:10 City Updates

4:20 Economic Impact Study

5:10 Communication and Outreach Best Practices Memo

5:40 Next Steps

5:50 Public Comment

6:00 Adjourn

Discussion Guidelines

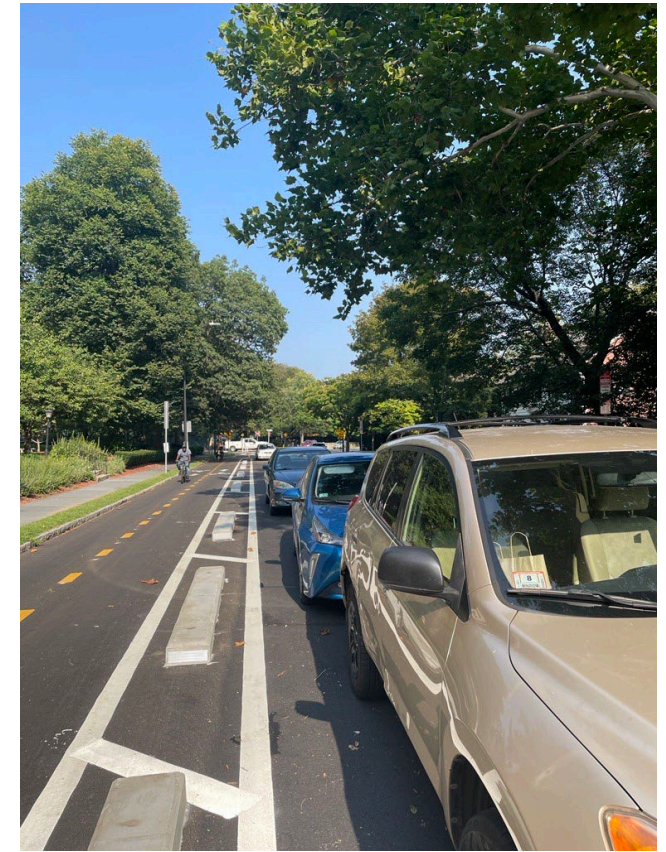
- Respect all participants (members, staff, public)
- Bring as much eagerness to listen deeply for understanding as to speak
- Be curious about and open to different perspectives and sources of information
- Keep the focus on what we can create together
- Do not stereotype groups
- Focus on the issues, including raising perspectives and concerns from relevant stakeholder groups

City Updates

Project Updates: Brattle Street Safety Improvement Project

- We installed a two-way separated bike lane between Sparks Street and Mount Auburn Street between June and September.
- We installed Phase 1 of the project (from Mason Street to Sparks Street) last fall.
- Project included:
 - 2.28 miles of separated bike lanes
 - Six pedestrian crossing islands
 - Four online community meetings
 - Two in-person open houses
 - Three Historical Commission Meetings
 - ~17 months from start to finish

www.cambridgema.gov/BrattleStSafety



Project Updates: Hampshire Street Safety Improvement Project

- We milled and repaved Hampshire Street in August
- Road markings are complete to separated bike lanes to:
 - Hampshire Street between Inman Square and Portland Street
 - One block of Broadway between Hampshire Street and Portland Street
- We still have to add road markings and make parking changes on one block: Portland Street to Broadway. (Planned for next week)
- We started installing flex posts in mid-September. Additional days of work are needed.

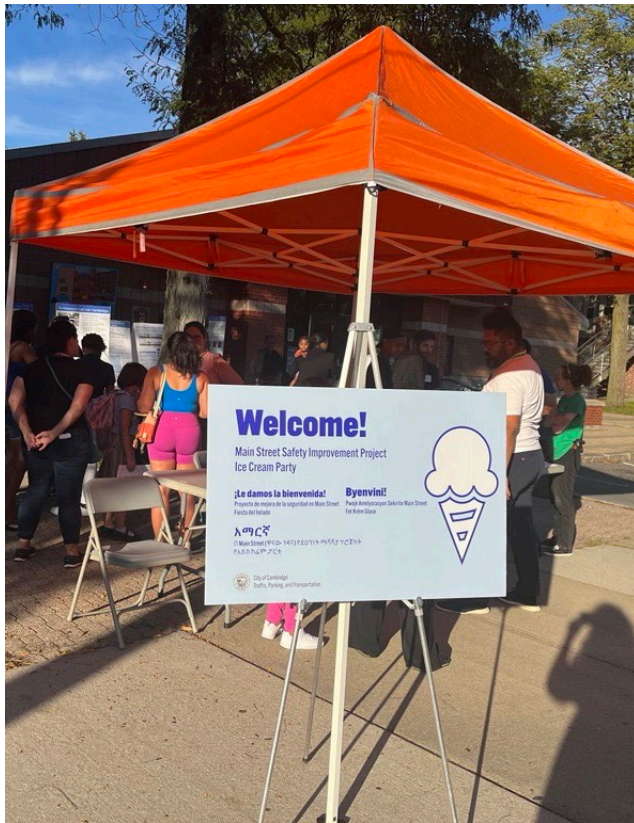
www.cambridgema.gov/HampshireStSafety





Project Updates: Main Street Safety Improvement Project

- September 14: Main Street Safety Improvement Project Ice Cream Party to discuss design options and parking changes
 - All event and outreach materials translated into Amharic, Haitian Creole, and Spanish
 - Live interpreters
 - Staff from other City departments attended to answer questions
- Project survey and postcards with information translated into Amharic, Haitian Creole, and Spanish.
- Timeline extended to 2024 to gather more community input.



www.cambridgema.gov/MainStreetSafety

Project Updates

- **Harvard Square Mass Ave Improvements**: Workers checking subsurface conditions
- **Huron Ave and Cushing Plaza Improvements**: Curb and sidewalk construction continue.
- **Inman Square**: Milling, paving, and line work in July and August. Vellucci Plaza is open, with public art, trees, benches, chairs, and tables.
- **Mass Ave Partial Construction Project**: Design concepts and a phased construction approach are being developed. Third Working Group meeting is this Thursday.
- **Mt. Auburn Street at Aberdeen Avenue Intersection Safety Improvement Project**: Community meeting and open house held in August and September. Finalizing design and project installation schedule.
- **River Street Infrastructure and Streetscape Project**: Water and drain work continue. Workers are digging test pits to check traffic signal foundations and underground conditions.

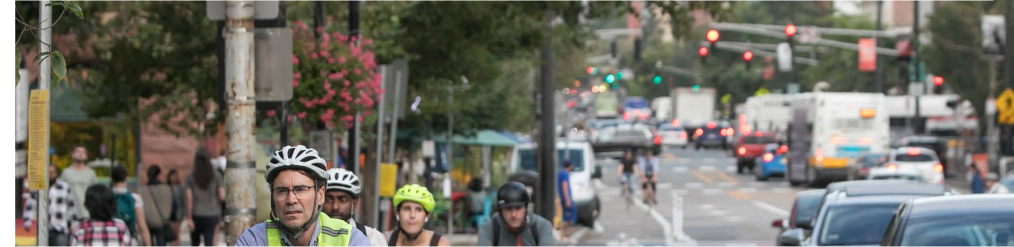
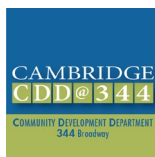
Learn more at www.cambridgema.gov/cso-projects.

Cycling Safety Ordinance Economic Impact Study

City of Cambridge Community Development Department

Cycling Safety Ordinance Advisory Committee Economic Impact Study Update

September 2023





Agenda

- Study Goals
- Overview of Study & Timeline
- Introduction to Study Methodology
 - Prior Studies Review
- Data Sources Overview
 - What data was considered
 - What data is being used
- Business Survey Update



Study Goals

- Originating Policy Order asked that we:
 - Collect relevant data and real time experience for the next **6-7 years (during bike lane installation and one year after the network is completed)**
 - Gather economic data relating to business impacts from bike lane installation positive or negative
 - Evaluate the data to help shape future policy & possible mitigation issues
- CDD entered into an intergovernmental agreement with Volpe National Transportation Systems Center (Volpe) to work together on an economic impact study in early 2023

Study Timeline





Prior Studies Review

A review of prior studies in different municipalities



Prior Studies: Overview

- There are a limited number of published studies that address the impacts of bike infrastructure on retail sales in North America
- Generally, these compare the “treatment” area against one or more control areas and citywide trends, plus a before-vs.-after comparison
- Data sources vary by location due to data availability
- Overall, the studies generally show small changes that range from neutral to slightly positive
 - Variations by city, location, and business type (e.g., dining vs. general retail)
 - The small size of the impacts can be difficult to separate from broader economic trends



Study Data Sources

Overview of data sources being used or considered for
Cambridge Economic Impact Study



Tax Data – Not Available

- Tax data are ideal sources due to universal, standardized reporting of retail/service sales
- Unlike NYC, Cambridge has no truly local sales/retail taxes – even the local option meals tax is administered by the state
- After multiple City staff attempts, Massachusetts Department of Revenue (DOR) reaffirmed their policy does not allow the release granular data or individual data due to taxpayer privacy and other record requirements.



Point of Sale Transaction Data – Not Available

- Point of sale (cash register) transaction data would provide direct insight into changes in retail sales
- This approach was used in a prior study in Toronto
- However, the US market is split across multiple providers and the study team was not able to find a willing data provider
- Even if an agreement with a POS service provider could be reached, such data would not cover all businesses or cash transactions



POI / Mobile Data – Being Used

- Point of Interest (POI) data is based on location-based mobile phone services
- This allows for estimates of the number of customers at a given retail business
- SafeGraph uses a proprietary model to pair this data with transaction data to generate estimates of spending by location over time
- The study team has access to SafeGraph data for 2019-present covering Cambridge and is reviewing the dataset to assess its suitability for analysis



Real Estate Data – Being Used

- The value of urban real estate reflects its location and accessibility
- Commercial real estate data such as rent levels and occupancy provide an indirect measure of neighborhood retail health and were used in a prior NYC study
- This will be analyzed using a commercial subscription database, CoStar
- CoStar data cover almost all commercial properties in the city, with quarterly updates, but not all variables are available for all properties



Employment Data – Being Used

- Government products such as Longitudinal Employer-Household Dynamics (LEHD) provide information on employment and wages
- These are indirect and lagging indicators of retail activity have been used in some prior studies
- Publicly available LEHD data go to the Census block level, which is generally adequate for identifying project-specific impacts
- LEHD dataset currently ends in 2020, so this is only useful for projects/corridors that were complete by that time



Transportation Data – Being Used

- City-provided data on transportation system can provide valuable context, even though they do not directly cover retail sales
 - Counts of vehicles, pedestrians, bicycles
 - Parking spaces gained/lost
 - Parking utilization studies (limited, but using for corridors when available)



Customer Surveys – Being Used

- Summer 2023, CDD conducted a short customer survey in corridors that have either had separated bike installations or will soon be receiving them, covering questions on: mode of travel, purpose of trip, and related topics. 214 customers participated in the summer survey.
- The study team has reviewed data from CDD's Customer Intercept Surveys from 2009-2022, which include a question about mode of transportation and reason for being in the district.
- We anticipate conducting future customer surveys in corridors



Business Survey – Being Used

Survey data provides one source of data on changes in business sales, along with qualitative insights and information that would be difficult to collect through other means (e.g., additional business costs incurred)

- Various response biases exist, but survey is structured to mitigate those through effective practices such as pre-notification, follow-up on nonresponse, and benchmarking of responses
- Question topics include:
 - Changes to sales/revenue since street changes have occurred, with a 2019 base year (pre-COVID)
 - Whether a bicycle facility was installed nearby and whether there were changes to on-street metered parking and loading zones
 - Concerns around future impacts (for corridors with no current installation)
 - Perceived business impacts of these changes
 - Any business expenses incurred due to these street changes
 - Option to provide additional written comments and financial data
- The survey is still open, so business owners may request or complete a survey.



Business Survey (continued)

- Business Survey was sent out to a little over 1650 retail, restaurant, religious institutions, medical, financial and other service businesses in commercial and neighborhood corridors of Cambridge the first week of July. **As of September 22, 2023, we have received 292 responses.**
- We communicated the survey not only with letters, but through a Citywide press release and communications with business associations.
- After the letter was sent, outreach included:
 - Phone calls, including helping owners complete surveys
 - Drop off reminder fliers to store
 - Emails
- Over 900 business received additional communication/outreach beyond the original letter.

For more information & updates on the
Study, check out:
www.cambridgema.gov/econimpactstudy

Thank you

Communication and Outreach Best Practices

Next steps

- Proposed topics for upcoming meetings:
 - Evaluation criteria
 - Phase 4/post-implementation
 - Following up on “design considerations” presentation – adapting for community meetings or other venues?
 - Suggestions or requests for other topics?
- Other next steps
- Upcoming meetings and schedule

Check out the CSO Advisory Group website for resources and info:
camb.ma/cso-advisory-committee

PUBLIC COMMENT

Public comments welcome

- Share thoughts in Q&A or verbally
- To comment verbally, raise your hand (virtual or in-person) or signal interest in Q&A window
- Limit comments to 2 minutes; may need to adjust if many speakers

Please keep all comments...

- On-point
- Respectful
- Focused on issues (not individuals)