



Welcome!

Cambridge Cycling Safety Ordinance Advisory Group Meeting 8:
Tuesday, January 30

Agenda

4:00 p.m. **Welcome**

4:10 p.m. **City Updates**

4:25 p.m. **Phase 4: Post-implementation Engagement**

4:55 p.m. **Distilled Design Considerations Presentation**

5:20 p.m. **Public Comment**

5:30 p.m. **Next Steps**

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
- ****Note**** We will record presentations (but not discussion) so that members who miss a meeting or want to revisit information can review them.



City Updates

Project Updates

- [Safety Improvement Project on Cambridge Street](#): Phase 1: Hosted two open houses and a community meeting to introduce the project. Collecting feedback on current conditions.
- [Main Street Safety Improvement Project](#): Phase 3: Design options survey closed on December 17, 2023. Analyzing feedback to come up with a preferred design.
- [River Street Infrastructure and Streetscape Project](#): Water main, drainage installation and test pit work continue.
- [Harvard Square Mass Ave Improvements](#): Design work continues.
- [Huron Ave and Cushing Plaza Improvements](#): Installation ongoing.
- [Mass Ave Partial Construction Project](#): Design open house held on December 5.
- [Mt. Auburn Street at Aberdeen Avenue Intersection Safety Improvement Project](#): Quick-build bike lane installation planned for this spring

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



City Updates Discussion



Phase 4: Post-implementation engagement

CSO project development phases

- **Phase 1: Introduction**
- **Phase 2: Design Feedback**
- **Phase 3: Final Feedback and Installation**
- **(proposed) Phase 4: Post-implementation.** The City shares information about the project and provides resources and guidance to businesses, customers, and residents on how to navigate changes to support integration of the project into the corridor. **During Phase 4, the City will:**
 - Share information on how to adapt to the project
 - Highlight how the installed project relates to city goals (e.g., Vision Zero, CSO)
 - Support businesses along the corridor to facilitate continued and new customer engagement.

Phase 4 audience and timeline

- **Audience:** geared towards business owners, and anyone who travels along the corridor, including residents, and people traveling via bike, car, and other modes.
- **Timeline:** Majority will be after full installation of the CSO project. Some overlap with installation (phase 3).

Possible Phase 4 engagement activities

Communication support for businesses

Develop or adapt materials for businesses to share online or in person. Consider:

- Information about parking rules
- Parking maps by block (for cars and bikes)
- Pamphlets
- Interactive maps

Partner to encourage business patronization

Look for opportunities to work with elected officials, Cambridge Bike Committee, business associations, and other partners to encourage shopping, dining, and visiting businesses near completed projects

Public awareness raising, wayfinding, and reorientation for those traveling in the corridor

- Share updates on changes for bicyclists and car users
- Develop bike network map highlighting city parks, facilities, and business districts
- Update and more widely distribute CDD's local commercial district maps
- Create materials highlighting vehicle parking, bike parking, loading, and/or Bluebikes locations

- Which of these are the most helpful?
- Which could be improved? How?
- What should be added?



Phase 4: Post-implementation Engagement **Discussion**



Communicating the design process & decision-making around CSO projects



Discussion

- Who could benefit from this information?
- Where/in what formats in the CSO engagement process would it be helpful to share versions of this information?
 - e.g. CSO project presentations, accessible on the website, one-pager handouts?
 - If someone was interested in more detail, what additional information would they want to access and in what format?
- What pieces of information are most helpful to share?
 - What do you think has been least well understood? What are the most important considerations?
- What feedback do you have about how to effectively communicate this information?
 - Our assumption based on the presentation made to the AG was that this would be helpful to share more broadly – how to make this work?

PUBLIC COMMENT

Public comments welcome

- To comment verbally, raise your hand (Zoom button or in-person)
- Limit comments to 2 minutes; may need to adjust if many speakers
- Share your name and affiliation (if any)
- Email Abby Fullem (afullem@cbi.org) if you have technical difficulties

Please keep all comments...

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

Next steps

- Proposed topics for upcoming meetings:
 - March
 - Parking study findings
 - Work planning for 2024
 - Follow up on “design considerations” presentation
 - Future: Economic impact study – year 1 introductory findings?
- Other next steps
- Upcoming meetings and schedule

Check out the CSO Advisory Group website for resources and info:
[camb.ma/cso-advisory-committee](https://www.camb.ma/cso-advisory-committee)