



Welcome!

Cambridge Cycling Safety Ordinance Advisory Group Meeting 9:
Tuesday, March 26

Agenda

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

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

4:25 p.m. **Parking Study**

4:55 p.m. **CSO Economic Impact Study Year 1 Report**

5:25 p.m. **Update on Draft Products**

5:30 p.m. **Public Comment**

5:45 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](#): Using feedback from project introduction to create a draft design.
- [Main Street Safety Improvement Project](#): Analyzing feedback on draft designs 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 this year.
- [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.

Takeaways from Phase 4 discussions

Phase 4:

- 1) Communication support for businesses
 - Create maps with bike infrastructure and parking options
- 2) Partnering to encourage business patronization
 - Work with CDD and business associations
- 3) Public awareness raising, wayfinding, and reorientation for those traveling along the corridor
 - Install better wayfinding within the city
 - Consider a marketing campaign to advertise the bike network to non-Cambridge residents.



City Updates Discussion



Parking Study

Purpose: To evaluate how well parking policies and regulations for cars support both community needs and City goals.

Engagement

- Listened to needs and transportation experiences of more than **2,830 people** from fall 2021 through 2022.
- One-to-one personal connections, two surveys, tabling, pop-up conversations, emails, and interviews with residents, property owners, business owners, and employees.
- **8 focus groups with 90 participants.**
5 linguistic communities, American-born Black community, Board members from Cambridge Commission for Persons with Disabilities
- Time and resources focused on reaching underheard, underserved, and historically excluded people
- **122 in-depth conversations and 2,690 survey responses**



What We Heard

People expressed a variety of opinions but, despite differences, we heard shared values:

Community: I need to easily receive friends and family in my home. I want to feel closer to my community.

Trust: I want to be involved in City decisions, even if it's a difficult conversation, and even if we disagree.

Respect: I expect people to treat me kindly, regardless of our different transportation choices.

Accountability: I want everybody to be held accountable for their behavior on our streets.

Safety: I need to feel safe from personal violence and traffic violence, no matter how I get around.

Predictability: I need to know that I can easily and predictably navigate through city streets.

Not Just Parking

Community members identified many topics impacted by parking policy.

Just a few of the topics we heard about were...



Balancing Everyone's Needs

- Transportation choices are highly personal
- Parking will always be a limited resource, with impacts on equity
- Parking serves different and changing needs
- Parking policies affect Cambridge's future, not just its present
- We need to work together to find the right solutions

“How do we do this in a cohesive manner so that we can see progress and we have a voice, a part of it? We're not going to all agree, definitely, but how do we reach middle ground so that we can all live cohesively in the city?”

–American Born Black Community Focus Group

Parking Regulations Reviewed

- Zoning
- Parking and Transportation Demand Management Ordinance
- Commercial Parking Ordinance
- Residential parking permit program
- Metered spaces
- How the curb is used

Final Recommendations

- Five strategies with 32 actions
- Strategies:
 1. Use existing parking better (*7 specific actions identified*)
 2. Create new parking (*2 actions*)
 3. Provide clear information to residents, business owners, and property owners (*3 actions*)
 4. Increase equity through parking and transportation policy changes (*12 actions*)
 5. Improve the experience of driving, parking, walking, biking, taking a bus and train, scooting, sharing a ride, and sharing a car (*8 actions*)



Priority Actions

- Develop detailed zoning amendment recommendations to allow for the wider use of underused existing off-street parking where a loss of metered on-street spaces is anticipated
- Create more short-term parking for 30-minute to 2-hour stops
- Improve access to resources that answer common transportation questions
- Increase efforts to connect people to existing discount programs (i.e., income-eligible Bluebikes and MBTA discounts)
- Install bus priority projects on important bus routes (signal priority, queue jumps, or bus lanes)

Learn More

Parking Study

www.cambridgema.gov/ParkingStudy

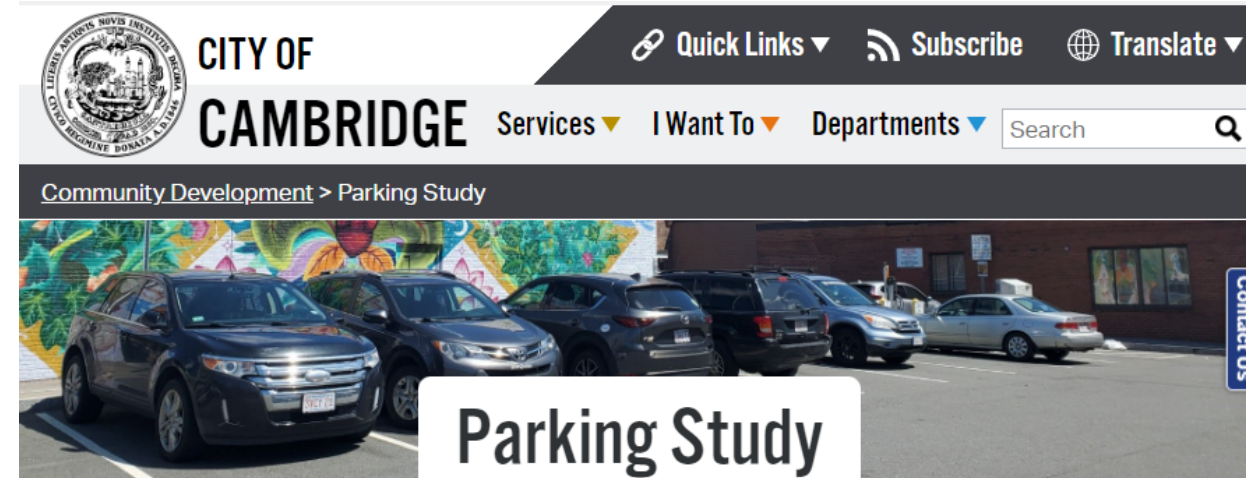
Net Zero Transportation Plan

Goals

- Remove climate pollution from transportation
- Improve mobility
- Improve economic opportunity and address historic injustices
- Create a stronger and more connected community

Timeline: Complete early 2025

www.cambridgema.gov/nztransportation



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Community Development > Parking Study

Parking Study

Contact Us

The City considered updating its parking regulations. The purpose of this study was to make sure that parking regulations fulfill the City's goals for:

- traffic
- greenhouse gas emissions
- climate resilience
- housing
- economic development
- equity

This study had three parts: understand community mobility needs and how future changes might affect people, analyze current regulations, and propose a set of changes to parking regulations. The study is now complete. Download the Executive Summary and/or Full Report below to read the recommended strategies and actions.

For more information, contact Stephanie Groll at sgroll@cambridgema.gov.

The Latest

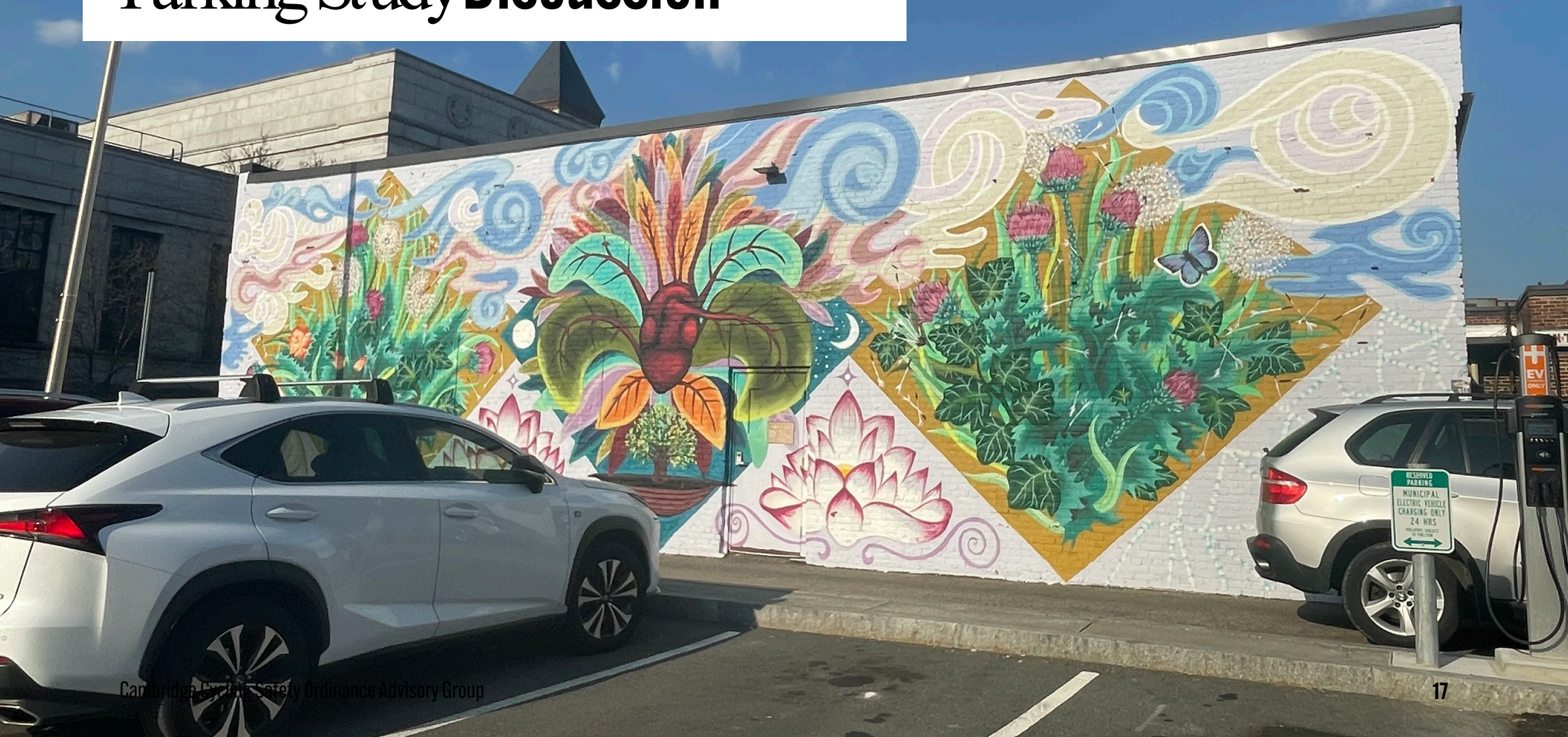
Final Report now available

Click here for [Executive Summary](#).

Click here for [Parking Study Final Report](#)



Parking Study Discussion





CSO Economic Impact Study Year One Report

Study Timeline

Cambridge Community Development Department (CDD) and Volpe National Transportation Systems Center (Volpe) entered into an intergovernmental agreement to work together on an economic impact study in March 2023. The report was completed in January 2024.



Study Engagement

Economic
Development &
University Relations
Committee Hearings

- July 20, 2023 – presented on draft methodology, prior studies, and draft data sources, including the business survey
- May 2, 2023 – presented on preliminary data sources/methodology

Info Sessions +
Meetings

- CSO Advisory Group Meeting – September 26, 2023
- CSO Economic Impact Study Information Session (online) – July 17, 2023
- Meeting with business association leadership (early 2023)

Business + Customer
Surveys

- In Summer 2023, CDD conducted business & customer surveys citywide in pre-and post-installation corridors



Business + Customer Surveys

- The **Business Survey** was sent out to a little over **1,600** retail, restaurant, medical, financial and other service businesses in commercial and neighborhood corridors of Cambridge the first week of July. We gave businesses four (4) months to complete the survey. Staff followed up with over **900** businesses via email, phone, and door to door reminders.
 - The survey letter included a general information sheet about the CSO, and both were translated into seven (7) languages. The survey was also translated upon request.
 - Each business had their own unique survey link so that staff could keep track of responses.
 - Businesses who did not receive the initial survey letter were also able to email staff and received their own URL.
- **Customer Transportation Survey** – In July 2023, CDD surveyed customers in commercial corridors surveying customers about mode of transit.



Volpe Center Analysis: Overview and General Findings

Study Bike Lane Corridors & Controls

Corridor	Completion Date	Control Corridor	Rationale
Brattle St.	July 2017	JFK St.	Proximity
Mass Ave. – Roseland/Beech	August 2022	Mass Ave. – Forest /Chauncy	Proximity
Cambridge St. – Quincy/Fayette	August 2017	Mt. Auburn St.	Business Mix
Mass Ave. – Alewife/Dudley	Fall 2021	Mass Ave. – Rice/Walden	Proximity
Mass Ave. – Trowbridge/Pleasant	September 2021	Cambridge St.	Business Mix
Western Ave.	Winter 2015/2016	Pearl St.	Business Mix

Data Sources Used in Study

- Employment Data
- Point of Interest (POI)/Transaction Data
- Real Estate Data
- Business Survey
- Customer Survey

Other Economic Data Sources Considered

Data Source	Description of Source and Potential Relationship to Study	Explored in Study	Rationale
Payment processor transaction data	Information from credit card and other electronic transactions could be purchased from a financial institution and used to track changes in retail sales directly.	No	Unable to find a private sector partner willing to provide such data. There would also be key limitations, such as not providing information on cash or out-of-network transactions.
City of Cambridge local-option meals tax	These data can be used to shed light on changes in restaurant sales, but not on other retail sectors.	No	Lack of information on other retail sectors makes the use of this dataset as a primary source of information insufficient. In addition, data are only available at aggregate level from the State.
Massachusetts Department of Revenue meals and sales tax data	Sales and meals tax receipts are based on retailers' own tax documentation, can be analyzed geographically, and provide direct evidence of changes in retail activity. Most retail activity is covered (except for groceries and clothing).	No	The Massachusetts Department of Revenue is unable to release the data at a granular enough level to be of use due to taxpayer privacy considerations.
Quarterly Census of Employment and Wages employment and wage data	Data from reports filed by employers subject to unemployment compensation laws, produced publicly at the city/town and county level by NAICS industries.	No	The level of detail for publicly available data is too aggregated to be useful. Massachusetts is a non-signatory state, indicating that projects wishing to use establishment level data for research or other purposes are approved based on individual state laws. Obtaining data at the establishment level would involve approvals and long lead times. If possible, obtaining this data may be worth future consideration for any extension of this analysis.
National Establishment Time Series employment and sales data	This product was established as a potential source via literature review of past studies. Data is produced from Dun & Bradstreet commercial/marketing data and constructed by Walls and Associates consulting group. This is an annual series from 1990-2021 that is establishment location (address) based and contains information on employment and historical sales.	No	Data fidelity (e.g., data accuracy, completeness) could be a potential concern. There are also concerns regarding the potential cost of the data and time lag for procurement for this project. This dataset has been used in other studies, and may be worth future consideration for any extension of this analysis.

Summary of Findings

- **Employment Data (LEHD data from the U.S. Census Bureau)**
 - Qualitative direct comparisons of bike lane treatment areas against control areas and citywide averages show little to **no consistent differences** in retail employment levels in the period up to 2020.
- **Commercial real estate data (CoStar)**
 - Availability increased after bicycle lane implementation in one treatment area, which is an indicator of a weaker rental market and retail environment, while in another treatment area, the opposite was true, i.e., there was a decrease in availability which would indicate a stronger market.
 - Both effects were relatively small, and in all other locations, there were no significant differences.
- **SafeGraph Data**
 - Model estimates number of visits and spending at individual business locations over time
 - The study team's review of the raw data showed that there were **many unexplained inconsistencies**, in addition to **large sales data gaps** for many establishments.
 - **No conclusions could be drawn from this dataset.**

Business Survey

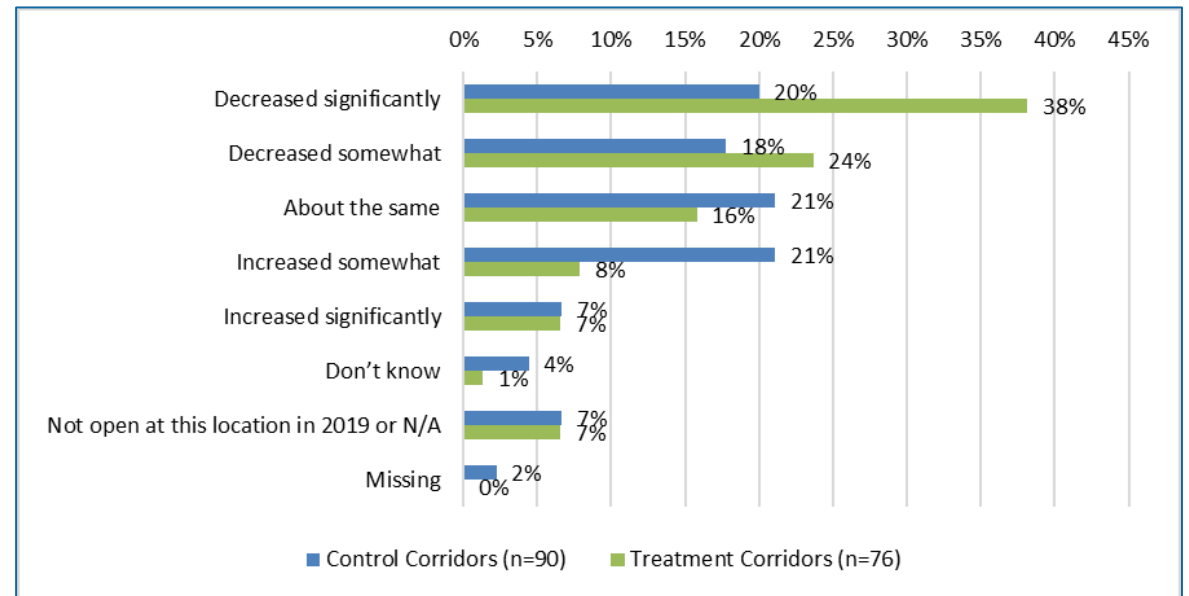
- The survey was administered beginning on July 5, 2023, and the final responses analyzed in this report were as of September 5, 2023.

- **Response rate: 17%**

- Respondents in treatment areas were more likely to report a decrease in revenue.

- The limited number of respondents in each treatment area hindered the ability to examine any key differences by type of business (e.g., retail, dining, professional services, etc.) or by location within the city.
- Although techniques including personal follow-up were applied to increase survey response rates, the voluntary nature of the survey means that it may not be fully representative of all affected businesses as a whole.
- Respondents in treatment corridors wanted more communication about changes.

Reported Change in Revenue Since 2019 by Corridor Status
(Question 7, n=166)

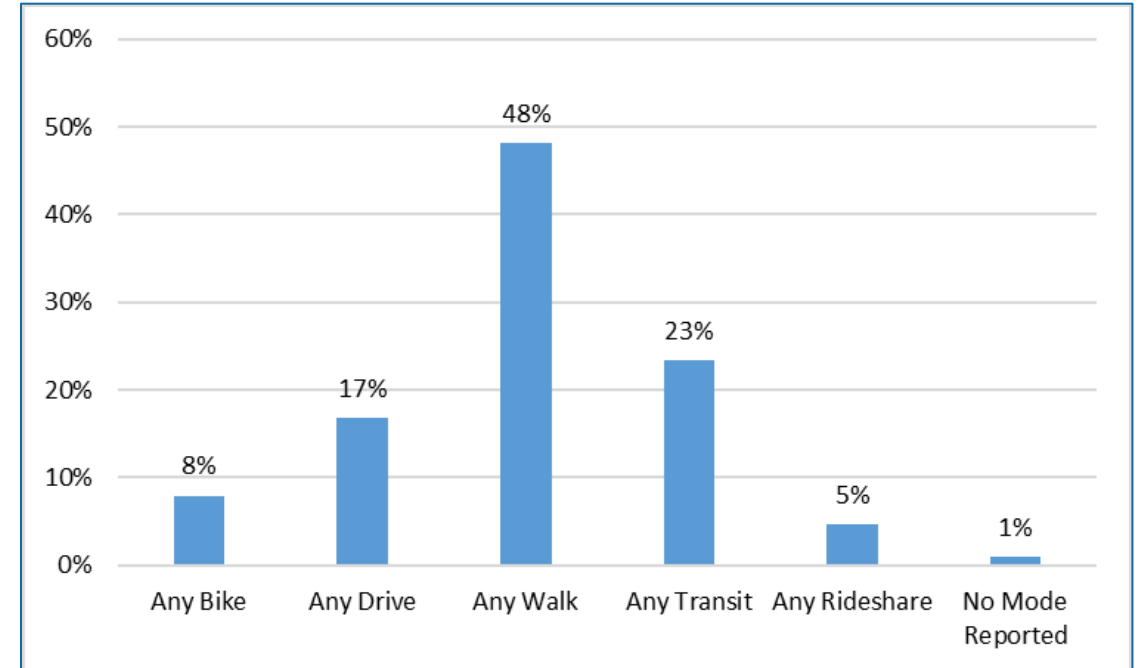


Customer Intercept Survey

The survey was conducted as a customer intercept survey in several locations throughout the City of Cambridge in July and August of 2023.

- **214 responses**
- The locations were:
 - Alewife/Fresh Pond
 - Central Square
 - East Cambridge/Cambridge Street
 - Harvard Square
 - Huron Village
 - Inman Square
 - Kendall Square
 - Porter Square
- Survey topics included:
 - respondent characteristics such as age
 - trip purpose/trip frequency
 - **trip mode(s)**
 - spending amount

Share of Respondents Reporting Each Mode (n=214)



Recommendations

Build evaluation into plans

- Define treatment and control areas with geographic precision in advance of infrastructure projects so that data can be systematically gathered to support analysis of transportation and local business impacts

Continue to evaluate data options, particularly for:

- Anonymized retail sales and consumer spending data and/or tax records
- Employment and wage data at finer levels of geographic detail

Expand data collection on parking (occupancy, turnover, violation rates), ideally moving closer to real-time data collection

Continue periodic business and customer surveys to monitor trends and gather qualitative insights



Next Steps

Future reporting, data gathering, and mitigation efforts



Collect more data

- Increase pre- and post-installation business and customer surveys
 - Focus on corridors that are in pre-and post-installation instead of citywide will help us with gathering more specific geographic data
- Reach out to the state to see if any tax data could be shared
- Research other POI or other third-party data sources



Collect more data: Parking Utilization

- Planning for pre-and post- installation parking occupancy studies for all upcoming CSO Separated Bike Lane corridors.
- Past studies have required manual data collection of parking occupancy.
- Exploring technology solutions that will allow for easier occupancy data collection, resulting in the opportunity to collect more data. Technology solutions still require significant manual processing.
- Exploring pre- and post- count options for all various modes to supplement existing bi-annual bicycle counts.
- Count technology for pedestrians and bicycles is less advanced than vehicle count technology.



Increasing Communications & Mitigation Efforts

- DPW, TPT, and CDD staff meet with individual businesses to discuss concerns and go over project design and possible direct impacts. So far, city staff have met with approximately 100 businesses before, during, and after bike installation on separated bike facilities, including projects like Mass. Ave. Partial Build and Hampshire St.
- Develop post-installation marketing and communication support for CSO commercial corridors and districts
- TPT is working on improving signage around parking and delivery along Mass. Ave. to ensure visitors understand the new parking options – model for other corridors



Increasing Communications & Mitigation Efforts

- Create guidance and programs to help customers and employees get to the area by all transportation modes
 - Develop parking and transit maps (print and digital) for businesses to place on their website and have at their place of business to share with customers
 - Improve information on reduced Bluebike and & T fare programs
 - Improve information on shuttles available to the public e.g. Harvard free shuttle program, EZ Ride
- Update zoning and PTDM policies to allow for flexibility for use of off-street parking lots and spaces in areas where parking spaces are lost as a result of CSO implementation

Small Business Support

CDD provides a variety of technical and financial support to small businesses and commercial districts:

Small business and entrepreneurs support includes:

- Free workshops and small business coaching
- One-on-one assistance with staff
- Grants for storefront signage/facades, equipment and marketing improvements

Commercial District support includes:

- Boosting Business Blocks Grant Program
- Meeting with and assisting business associations and business groups
- Commercial District Assessment reporting

COVID-19 Pandemic Support – Since 2020, the City of Cambridge has provided Cambridge business associations and over 600 businesses with \$8 million in technical and financial relief assistance.





CSO Impact Study Year One Report **Discussion**



Update on Draft Products

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

- Topics for upcoming meetings
- Other next steps
- Upcoming meetings and schedule

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