

FEBRUARY 29, 2024 – CART SERVICES TRANSCRIPT

MASS AVE PLANNING STUDY – COMMUNITY MEETING 1

>> HELLO EVERYBODY. THANKS FOR JOINING US TONIGHT. WE'LL GIVE A COUPLE OF MINUTES WHILE MORE PEOPLE SORT OF TRICKLE IN. WE SHOULD BE ABLE TO GET GOING IN ONE MINUTE. THANKS FOR BEING PATIENT AND HANGING IN THERE. AND LEV, CAN I ASK YOU TO ADMIT PEOPLE. GREAT -- THANKS.

AND LEV, DO YOU MIND HITTING RECORD AS WELL. ARE YOU ABLE TO DO THAT?

>> WILL DO. I'LL DO IT NOW. OKAY, THANKS EVERYONE FOR BEING PATIENT WITH -- I HAVE TO GET FIVE DIFFERENT THINGS SET UP AT ONCE, I APPRECIATE EVERYONE'S PATIENCE. AND THANKS FOR JOINING US TONIGHT. AND THIS IS OUR FIRST OPPORTUNITY TO MEET WITH THE FULL COMMUNITY ON THE MASS AVE PLANNING. THIS IS THE FIRST COMMUNITY MEETING. WE WERE ABLE TO HAVE A WORKING GROUP MEETING A COUPLE OF WEEKS AGO, BUT THIS IS THE FIRST TIME WE'LL HAVE A CHANCE TO MEET A LOT OF YOU.

SO, I'M GOING TO BEGIN THE PRESENTATION. AND SO, WE WANT TO KNOW WHO YOU ARE AND I KNOW YOU REGISTERED FOR THE EVENT AND THAT'S WHY YOU HERE. WE'D LOVE FOR YOU TO SIGN IN TO A REALLY BRIEF GOOGLE FORM. MIKAELA, IF YOU CAN DROP IT IN THE CHAT. IT IS TO KNOW WHO JOINED US, IF WE SEND OUT ADDITIONAL EMAILS AND UPDATES, WE'LL HAVE THE EMAIL AND ADD IT TO THE PROJECT LIST. TAKE A MOMENT, MIKAELA, IF YOU DON'T MIND PACING THAT IN THE CHAT. THAT WOULD BE GREAT.

>> IT SHOULD BE IN THERE. AGAIN, THANKS EVERYONE FOR BEING HERE TONIGHT FOR THE MASS AVE PLANNING STUDY. AS YOU CAN IMAGINE, THIS IS A BIG PLANNING STUDY WE'RE ABOUT TO UNDERTAKE AND WE JUST BEGUN AND WE CAN'T DO THIS ALONE. WE DO HAVE A WHOLE HOST OF PEOPLE THAT ARE JOINING US AND WORKING WITH US ON THIS PROJECT. AND THAT INCLUDES HERE AT THE DEPARTMENT AND THE CITY AS WELL AS THE CONSULTING TEAM. OUR TEAM IS COMPRISED OF THE COMMUNITY DEVELOPMENT DEPARTMENT AS THE PROJECT LEAD. WE ARE THE DEPARTMENT THAT DOES A LOT OF THE PLANNING, LONG-RANGE PLANNING, ZONING, DEVELOPMENT, ECONOMIC DEVELOPMENT, HOUSING, ENVIRONMENT, AND MOBILITY STUDIES AT THE CITY. AND MY NAME IS DREW KANE, THE SENIOR CITY PLANNER AND THE PROJECT MANAGER FOR THE MASS AVE PLANNING STUDY. AND WITH ME TONIGHT IS MELISSA PETERS, DIRECTOR OF COMMUNITY PLANNING. AND I'LL LET HER INTRODUCE HERSELF AND I WILL RECOGNIZE HOW MANY DEPARTMENTS AND DIVISION WE WORK

WITH ON THIS PROJECT. WE DON'T WORK IN SILOS AT CDD, WE DON'T WORK IN SILOS IN COMMUNITY PLANNING DIVISION, WE RELY ON INPUT AND THE KNOWLEDGE OF THE COLLEAGUES TO DRIVE THE PROCESS FORWARD AND MAKE IT THE MOST INFORM PLAN. WE ARE WORKING WITH OUR ECONOMIC OPPORTUNITY AND DEVELOPMENT DIVISION, OUR ENVIRONMENTAL AND TRANSPORTATION DIVISION, HOUSING DIVISION, ZONING AND DEVELOPMENT, WE WORK WITH THE DEPARTMENT OF PUBLIC WORKS ON A LOT OF THE PROJECTS, AS WELL AS TRAFFIC, PARKING, AND TRANSPORTATION. AND THE HISTORIC COMMISSION, HUMAN SERVICES, OUR COMMUNITY ENGAGEMENT TEAM WHO WILL WORK THROUGHOUT THE COURSE OF THE PROJECT, AND THE GIS DEPARTMENT THAT WILL HELP US WITH MAPPING AND GEOPHAGIA ANALYSIS. IT IS A BIG TEAM THAT WORKS TOGETHER ON THE CITY SIDE. AND I'D LIKE TO HAVE MY COLLEAGUES WHO ARE HERE TONIGHT TO HELP FACILITATE THE MEETING INTRODUCE THEMSELVES IF THEY HAVE A MOMENT. MELISSA YOU CAN START AND WE'LL PASS IT AROUND FOR THE PROJECT TEAM.

>> MELISSA PETER, DIRECTOR OF COMMUNITY PLANNING FOR COMMUNITY DEVELOPMENT. AND I WILL PASS TO LEV?

>> LEV MCCARTHY, NEIGHBORHOOD PLANNER IN THE COMMUNITY DEVELOPMENT DEPARTMENT. AND PASS IT OVER TO EVAN?

>> HEY, EVERYONE. ANDY SPETRINI, ZONING PLANNING IN THE ZONING AND DEVELOPMENT DIVISION OF CDD. I'LL PASS TO ANDY?

>> GOOD EVENING. I'M ANDY REKER, ENVIRONMENT AND TRANSPORTATION PLANNING DIVISION. I'M THE TRANSIT PROGRAM MANAGER AND WORK WITH OTHER FOLKS ON ALL DIFFERENT SUSTAINABLE TRANSPORTATION INITIATIVES. AND I WILL PASS IT OVER TO ERIK?

>> I'M ERIK, URBAN DESIGN. AND PASS TO SAM.

>> AN INTERN WITH THE COMMUNITY DEVELOPMENT DEPARTMENT. I THINK THAT MIGHT BE EVERYBODY FROM THE CITY.

>> GREAT. THANKS EVERYBODY FROM CDD. WHO IS HERE TO HELP FACILITATE AND I'LL PASS IT TO THE CONSULTING TEAM, WHO WORK WITH US HAND-IN HAND. THEY ARE INCREDIBLE COLLABORATORS, WE HAD THE OPPORTUNITY TO WORK WITH BEFORE. STACEY, GO AHEAD AND INTRODUCE YOURSELF TEAM. THAT WOULD BE GREAT.

>> YES. I'M STACEY CHEN, AND PRINCIPAL AT INTERFACE STUDIO. LEAD FIRM FOR THE PROJECT, FOR THE PLANNING URBAN DESIGN PIECE. BEFORE I INTRODUCE MY COLLEAGUES WHO ARE ON THE CALL, I WILL MENTION WE ARE ALSO WORKING WITH TWO OTHER FIRMS WHO ARE ON THE CALL TONIGHT. YOU MAY ENCOUNTER THEM IN FUTURE MEETING. ONE IS CAMBRIDGESEVEN,

ARCHITECTURE FIRM AND FOCUS ON THE ZONING AND DENSITY AND HELPING US THINK THROUGH SCENARIOS. AND THEN CONSULTECON, CAMBRIDGE FIRM THAT IS SPECIFICALLY HELPING US WITH THE HOUSING PIECE. AND WITH THAT, LET ME HAVE MY COLLEAGUES INTRODUCE THEMSELVES. ASHLEY?

>> HI EVERYONE. ASHLEY DICARO, WITH INTERFACE STUDIO. NICE TO SEE SO MANY FACES. PASS IS TO TOBIN.

>> HI EVERYONE. GOOD EVENING. I'M TOBIN STUFF, PLANNER URBAN DESIGNER WITH INTERFACE STUDIO.

>> HI EVERYONE. NICE TO BE HERE. I'M A PLANNER AND URBAN DESIGNER AT INTERFACE AND MY NAME IS MIKAELA. I WILL PASS BACK TO DREW.

>> THANK YOU. EVERYONE CAN SEE WE HAVE A BIG TEAM HERE TONIGHT. ABOUT TEN OF US BETWEEN THE CITY STAFF AND THE CONSULTING TEAM. AND WE HAD ABOUT 170 PEOPLE SIGN UP FOR THE MEETING. WE WANT TO MAKE SURE WE HAD ENOUGH FOLKS HERE TO HELP FACILITATE THE BREAKOUT ROOMS AND CONVERSATIONS THAT WE'LL BE HAVING. I WILL MOVE TO TONIGHT'S AGENDA. SO, WE WILL DO A FEW THINGS TONIGHT. ONE, GIVE A GENERAL PROJECT INTRODUCTION AND A PROJECT BACKGROUND. SOME OF YOU MIGHT HAVE BEEN AT THE WORKING GROUP MEETING WHERE WE DID INTRODUCE A GOOD BIT OF THE PROJECT. YOU WILL SEE SOME CONTENT HERE TONIGHT. FOR THOSE THAT WERE NOT AT THE WORKING GROUP MEETING, THIS IS NEW MATERIAL FOR YOU. AND WE THIS TO SERVE AS AN INTRODUCTION TO THE MASS AVE PLANNING STUDY. WHAT IS THE SCOPE OF THE PROJECT, THE PLANNING PROCESS, AND DO WE HAVE EARLY OBSERVATION ABOUT MASS AVE. AND MORE OR LESS, KNOW THE PLANNING TEAM, GET TO KNOW THE PROJECT AND HEAR YOUR THOUGHTS ABOUT MASS AVENUE AND THAT'S WHY WE LEAVE TIME TOWARDS THE END OF THIS FOR A BREAKOUT -- BREAKOUT GROUP SESSION.

WE WILL START OFF WITH THE PROJECT BACKGROUND. GO OVER THE GOALS, PROJECT SCHEDULE. WE'LL TALK ABOUT HOW MASS AVE EVOLVED OVER TIME, OVER THE PAST FOUR SOME ODD CENTURIES. ASHLEY WILL TAKE US ON A TRIP THROUGH MASS AVE AND LEAVE TIME FOR Q&A AFTER WE DO THE PRESENTATION PORTION. AND THAT Q&A WILL LAST ABOUT 15 MINUTES. I THINK WE'LL REALLY WANT TO BE ASKING YOU TO HAVE -- IF YOU HAVE ANY CLARIFYING QUESTIONS. SO, IT WON'T BE NECESSARILY THE POINT IN WHICH WE GO INTO DEEP CONVERSATION ABOUT THE PROJECT, BUT IT IS, IF YOU HAVE A QUESTION ABOUT THE SCHEDULE, ABOUT THE PROCESS, WE WANT TO LEAVE THAT TIME OPEN TO ANSWER THE QUESTIONS THE WHOLE GROUP CAN HEAR. AND THE WAY WE'LL STRUCTURE THAT, IF PEOPLE CAN PUT THEIR QUESTIONS IN THE CHAT, YOU CAN DO THAT THROUGH THE COURSE OF THE PRESENTATION, FEEL FREE TO PUT QUESTIONS INTO THE CHAT. MIKAELA WILL INVENTORY THE

QUESTIONS AND SORT OF WEEDING OUT REDUNDANCY. WE WANT TO GET TO AS MEAN AS WE WITH THE TIME PERIOD WE ALLOTTED. THEY ARE CLARIFYING QUESTIONS. AND AFTER THE Q&A, WE'LL GO INTO BREAKOUT ROOM THE. WE'LL HAVE FIVE BREAKOUT ROOMS AND FACILITATED CONVERSATION WITH ONE STAFF MEMBER AND ONE SUPPORTING STAFF MEMBER WHO WILL TAKE NOTES AS WE GO ALONG ON A CONCEPT BOARD. YOU WILL SEE THAT. THAT WILL BE A GREAT OPPORTUNITY FOR PEOPLE TO REALLY BEGIN TO LEND THEIR THOUGHTS, IDEAS, HOPES, DREAMS ABOUT MASS AVE AND LEARN MORE ABOUT THE DETAIL OF THE PLANNING STUDY. AND THEN, WE HAVE A FEATURE AT THE END, WHICH TOBIN FROM INTERFACE STUDIO, MAYBE ASHLEY, WILL LEAD US THROUGH THE EXERCISE OF A MAPPING TOOL WE HAVE DEVELOPED. ONLINE MAPPING TOOL TO GATHER ADDITIONAL COMMUNITY FEEDBACK AND THOUGHT IT WOULD BE HELPFUL TO SEE HOW IT WORKS. I WILL PASS IT TO STACEY. LET ME KNOW WHEN YOU WANT ME TO ADVANCE THE SLIDE.

>> OKAY, THANK YOU. I'M GOING TO GIVE YOU A PROJECT BACKGROUND. NEXT SLIDE. THIS IS OUR STUDY AREA. IT IS MASS AVE A TWO-MILE SEGMENT. IT IS QUITE A LONG AREA, THAT'S WHY WE HAVE DECIDED TO DIVIDE INTO TWO SEGMENTS. YOU SEE ON THE MAP, THE ORANGE PART OF IT IS NORTH MASS AVE, WHICH WILL GO FROM ALEWIFE BROOK PARKWAY TO SOUTH OF PORTER SQUARE. AND THEN WE HAVE THE SECOND PORTION IN RED, WHICH IS THE SOUTHERN -- SOUTH OF PORTER SQUARE SECTION OF MASS AVE, WHICH EXTENDS DOWN TO CAMBRIDGE COMMON.

SO, IF YOU GO TO THE NEXT SLIDE, WE'LL SEE A ZOOM IN OF WHAT THOSE TWO SUBAREAS ARE. HERE'S THE SOUTH OF PORTER SQUARE. AND ALTHOUGH WE ARE VERY MUCH FOCUSED ON MASS AVE, WE RECOGNIZE THAT THERE ARE A LOT OF DIFFERENT USERS, A LOT OF DIFFERENT PEOPLE, SO WE'RE LOOKING AT THE AREAS AND BLOCKS OFTEN OF MASS AVENUE. THIS MAP YOU CAN SEE A QUARTER MILE FROM MASS AVE, SOUTH OF PORTER SQUARE, AND GOING TO BE INVENTORYING THE DEMOGRAPHICS AND SOME OF THE IMPORTANT PLACES THAT ARE LOCATED HERE. AND THE NEXT MAP, YOU CAN SEE THE SEGMENT THAT EXTENDS FROM PORTER SQUARE TO ALEWIFE BROOK PARKWAY. AND AGAIN, WE ARE MAPPING SOME OF THE DEMOGRAPHICS AND SOME OF THE IMPORTANT PLACES. AND VERY COGNIZANT THAT WE ARE ON THE EDGE OF THE BORDER WITH SOMERVILLE AND ARLINGTON. AND MAKE SURE WE ARE IN COMMUNICATION WITH THE AREAS AS WELL.

AN IMPORTANT REASON WHY WE'RE DOING THIS STUDY IS BECAUSE OF THE WORK THAT PRECEDED IT WITH THE CITY-WIDE ENVISION CAMBRIDGE. WE ARE NOT STARTING FROM SCRATCH. THERE WAS A CITY-WIDE VISION THAT CAME OUT OF THAT PLANNING PROCESS, AND ALSO SOME BROADER GOALS. SO, THE PURPOSE OF THIS MASS AVE STUDY IS TO START TO TAKE THOSE HIGHER-LEVEL, CITY-WIDE GOALS AND VISIONS, AND BRING THEM TO MASS AVE. TO TRANSLATE AND

REFINE SOME OF THE THINGS AND TO LOOK SPECIFICALLY AT THE SEGMENTS OF MASS AVE THAT I JUST SHARED.

SO, FOR OUR STUDY, WE'LL FOCUS ON HOUSING AND DENSITY, ON THE PUBLIC REALM, SO THINGS LIKE SIDEWALKS AND PUBLIC SPACES. AND LANDSCAPING. WE'LL ALSO BE VERY INTERESTED IN HELPING SMALL BUSINESSES AND THEN FINALLY, ONE OF THE GOALS FROM ENVISION CAMBRIDGE IS CLIMATE MITIGATION RESILIENCE, AND LOOKING AT HOW THAT CAN BE ACCOMPLISHED LOCALLY ON MASS AVE.

SO, WHAT OUR PLAN AIMS TO DO IS TO DEVELOP RECOMMENDATIONS THAT WILL LEAD TO THE ITEMS ON THE SLIDE. SO, WE WILL BE LOOKING TO PRIORITIZE SOME OF THE GOALS SO WE CAN GET TO IMPLEMENTATION. WE'LL DEFINITELY BE COORDINATING WITH OTHER PLANNING INITIATIVES, SOME OF WHICH I WILL SHARE WITH YOU IN THIS SLIDE. WE'LL DEVELOP POLICY RECOMMENDATIONS, CHANGES TO ZONING, AND WORKING TO THINK OF WAYS TO COMPLEMENT THE ONGOING CITY-WIDE DESIGN GUIDELINES AS THEY PERTAIN TO MASS AVE. AND FINALLY, REALLY THINKING ABOUT LONG-TERM INFRASTRUCTURE PROJECTS. SO, THE TIME FRAME WE ARE THINKING ABOUT IS REALLY A 15-YEAR TIME FRAME. SOME THINGS WE TALK ABOUT NOW WE ARE ANTICIPATING WILL HAVE AN IMPACT IN A 15-YEAR TIME FRAME. REALLY THINKING ABOUT HOW LONG-TERM INFRASTRUCTURE CAN WORK TOWARDS THAT GOAL.

NEXT. IN TERMS OF THE PLANNING APPROACH, AND HOW WE'LL BE APPROACHING THIS MEETING AND ALL MEETINGS TO COME... OUR GOAL IS TO LISTEN TO ALL PERSPECTIVES, CREATE VALUE AND TO BUILD CONSENSUS. AND SO, THERE WILL BE WORKING TOGETHER -- WE'LL WORK TOGETHER WITH YOU, WITH OTHER STAKEHOLDERS, WITH OUR WORKING GROUP, AND SO WE WANT TO MAKE SURE THAT ALL OF US ARE ON THE SAME PAGE, EVEN IF WE DON'T ALWAYS AGREE. SO, WE WANT TO MAKE SURE THAT OUR PROCESS IS OPEN AND TRANSPARENT. WE WANT TO MAKE SURE THAT EVERYONE IS RESPECTFUL, EVEN THOUGH WE HAVE DIFFERENCES, WE'LL EMBRACE THE DIFFERENCES, AND TRY TO ENGAGE WITH AS MANY STAKEHOLDERS AS POSSIBLE.

PARTICULARLY PEOPLE WHO ARE NOT HISTORICALLY OR USUALLY HERE IN THE ROOM WITH US. SO, THIS GRAPHIC HERE GIVES YOU A TASTE OF HOW USUALLY WE APPROACH THE ENGAGEMENT PROCESS. WE THINK ABOUT DIFFERENT THINGS. WE THINK ABOUT DIFFERENT AUDIENCES WE'RE TRYING TO REACH. WHAT KIND OF TIME COMMITMENT THEY MAY HAVE. AND WHAT KIND OF TOOLS MIGHT BE BEST TO REACH THEM. SO, FOR EXAMPLE, YOU KNOW A MEETING LIKE THIS, WE WILL BE CONDUCTING THESE MEETINGS, BOTH VIRTUALLY AND IN PERSON. TONIGHT'S MEETING IS VIRTUAL AND THERE WILL BE FUTURE MEETINGS WHERE WE MEET IN PERSON. SOMETIMES THAT'S BETTER FOR SOME

GROUPS, SOMETIMES IT IS BETTER FOR THEM TO BE VIRTUAL. WE ARE COGNIZANT OF THOSE THINGS. AND FOR PEOPLE WHO HAVE MORE FOCUS ATTENTION AND TIME, WE ARE LOOKING TO ENGAGE THEM MORE DEEPLY. FOR FOLKS WHO HAVE LESS TIME, STILL INTEREST, WE LOOK FOR WAYS THAT IT CAN BE CONVENIENT FOR THEM TO PARTICIPATE IN THE PROCESS.

NEXT SLIDE.

>> THERE YOU GO.

>> HERE'S AN EXAMPLE OF ANOTHER ENGAGEMENT PROCESS THAT WE USE WHEN WE DID THE CAMBRIDGE STREET STUDY. AN EXAMPLE OF SOME OF THE IN-PERSON ENGAGEMENT WE DID. WE DO BOTH MORE FORMAL MEETINGS, AND ALSO POP-UP MEETINGS. WE TRY TO POP UP WHERE PEOPLE WILL BE, WHERE THERE IS USUAL FOOT TRAFFIC. WE TRY TO FIND FUN AND ENGAGING WAYS TO CONVERSATIONS.

NEXT SLIDE. AND HERE'S THE PROJECT SCHEDULE. WE ARE RIGHT NOW ON THE VERY FIRST PROJECT KICK-OFF PUBLIC EVENT, WHICH YOU SEE THERE. THE FIRST THING IN FEBRUARY, THE GREEN PUBLIC EVENT. AND THIS IS WHERE WE TALK ABOUT THE PROJECT AS A WHOLE. HOWEVER, AFTER THIS POINT, WE ARE GOING TO BE SPLITTING UP INTO THE TWO SUBAREAS. SO -- OOPS.

>> I'M SORRY.

>> THAT'S OKAY. FOR THE FIRST SECTION, WE'LL LOOK AT THE SOUTH OF PORTER SQUARE SECTION OF MASS AVE. AND THAT WILL BE OUR NEXT SET OF PUBLIC EVENTS. WE'LL FOCUS ENTIRELY ON THAT PART OF MASS AVE. AND WE'LL TAKE IT FROM OUR -- YOU KNOW -- FROM OUR EXISTING CONDITIONS THROUGH TO OUR DRAFT RECOMMENDATIONS AND REFINING OUR RECOMMENDATION FOR THAT SEGMENT FIRST. AND THEN IN THE SUMMER, PROBABLY -- WE ANTICIPATE AROUND AUGUST, WE'LL TRANSITION THEN TO LOOK AT THE OTHER SEGMENT OF MASS AVE. NORTH MASS AVE AND PORTER SQUARE AND GO THROUGH THE SAME PROCESS. WE DECIDED TO DIVIDE UP THE TWO SO THAT WE CAN HAVE A FOCUS LOOK AT ONE AREA, THEN A FOCUS LOOK AT ANOTHER AREA OF MASS AVE. SINCE IT IS A VERY LONG CORRIDOR AND QUITE DIFFERENT. THAT'S SOMETHING TO BE AWARE OF. AND THEN AT THE END OF THAT PROCESS, WE ANTICIPATING AROUND THE BEGINNING OF THE NEXT YEAR, 2025, WE'LL COME BACK TOGETHER AS A WHOLE TO LOOK AT THE DRAFT PLAN FOR THE ENTIRETY OF THE CORRIDOR.

>> I'M SORRY. IT JUMPS FORWARD. IT KEEPS JUMPING.

>> THAT'S OKAY. JUST ANXIOUS TO GET THROUGH IT. RIGHT. I DO WANT TO SPEND TIME TALKING ABOUT THE FOUR CONCURRENT CITY INITIATIVES. IT IS REALLY IMPORTANT FOR US TO MAKE

SURE EVERYBODY UNDERSTANDS THERE ARE FOUR VERY DIFFERENT PLANS HAPPENING, BUT THEY ARE ALL LOOKING AT THE SAME PLACE -- MASS AVE. AND I JUST WANT TO MAKE SURE THAT WE COVER THIS GROUND. THE VICIOUS FIRST ONE IS A PARTIAL CONSTRUCTION OF THE SEPARATED BIKE LANES ALONG MASS AVE. THAT IS HAPPENING IN THE NEAR TERM. AND I THINK THAT IS SOMETHING THAT MOST PEOPLE ARE PROBABLY PRETTY AWARE OF, PROBABLY HAVE HEARD A LOT ABOUT AND HAVE STRONG OPINIONS OF. AND THAT IS LOOKING AT THE ROADWAY DESIGN. SO, THAT IS -- SOMETHING THAT WE HAVE HEARD A LOT ABOUT, WE'LL CONTINUE TO HEAR A LOT ABOUT, BUT IT IS A SEPARATE PLAN. HOWEVER, THIS PLAN WILL BE COMMUNICATED WITH THAT PLAN. EVEN THOUGH THERE MAY BE DIFFERENT PLANS, IT IS NOT THAT WE ARE OPERATING IN SILOS, AS DREW SAID. SECOND PLAN, IS AN IMPACT STUDY, LOOKING AT THE ECONOMIC IMPACT OF THE BIKE LANES. ALONG MASS AVE FOR THE BUSINESSES. THAT'S SOMETHING CONDUCTED ANNUALLY FOR THE NEXT FIVE YEARS. AND AGAIN, IT IS SEPARATE FROM THE PLAN, LOOKING SPECIFICALLY AT BUSINESSES, HOWEVER, THERE WILL BE COMMUNICATION BETWEEN THE TWO PLANS.

THE THIRD PLAN IS A COMBINED SEWER OVERFLOW MITIGATION STUDY. IT IS LOOKING AT GREEN STORMWATER INFRASTRUCTURE, HOPING TO MITIGATE THE SEWER OVERFLOW EVENTS ON MASSACHUSETTS AVENUE. AND THAT TIME FRAME IS ALSO A LITTLE BIT MORE FUTURE ORIENTED, PROBABLY 5-10 YEARS. THEN OURS, THE PLANNING STUDY WE TALK ABOUT NOT TO, TONIGHT, MORE FOCUSED ON THE PROPERTIES ALONG MASS AVENUE. NOT SO MUCH THE ROADWAY DESIGN, AS BASICALLY EVERYTHING BEYOND THE ROADWAY. FROM THE CURB ON THE SIDEWALK, PUBLIC SPACES, THE BUILDINGS, ZONING, URBAN DESIGN, AND PARTICULARLY LOOKING AT HOUSING AND HOW TO SUPPORT BUSINESSES. AND LET ME JUST WALK YOU THROUGH A LITTLE MORE SO I KNOW -- IT IS A LOT OF DIFFERENT THINGS GOING ON. FOR MORE INFORMATION, IF ANY ONE OF THE PLANS, WE HAVE PROVIDED THE WEBSITE AND MIKAELA IS DROPPING THE LINKS IN HERE TO STAY ON TOP OF WHAT THE PLANS ARE DOING. AND THERE'S ALSO CONTACT INFORMATION IF YOU HAVE SPECIFIC QUESTIONS REGARDING THIS. THIS IS PARTIAL CONSTRUCTION. IT IS FOR THE STREET DESIGN FROM CURB -- HOW TO INTEGRATE THE SEPARATED BICYCLE LANES. SECOND ONE, AGAIN IS THE ECONOMIC OPPORTUNITY AND DEVELOPMENT DIVISION IMPACT STUDY, LOOKING AT THE IMPACT OF THE CYCLING ORDINANCE ON LOCAL BUSINESSES. AGAIN, THAT IS THE LINK THAT MIKAELA DROPPED INTO THE CHAT IF YOU WOULD LIKE TO GET MORE INFORMATION ABOUT THAT STUDY. AND AGAIN, THAT'S GOING TO BE ANNUAL -- ANNUAL ANALYSIS FOR THE NEXT FIVE YEARS.

AND THE THIRD ONE IS THE COMBINED SEWER OVERFLOW MITIGATION STUDY. LINK IS IN THE CHAT FOR MORE INFORMATION. THAT'S LOOKING AT THE UNDERGROUND ELEMENTS, HOW

STORMWATER IS HANDLED, SEWER OVERFLOW, AND THERE IS AN ABOVE-GROUND IMPACT AS WELL. WE'LL BE COMMUNICATING BACK AND FORTH WITH THIS PLANNING PROCESS, PARTICULARLY REGARDING WHAT SOME OF THE GREEN INFRASTRUCTURE MAY LOOK LIKE ON THE CORRIDOR.

AND THEN FINALLY, OUR PLANNING STUDY, MORE FOCUSED ON THE PUBLIC REALM, THINKING ABOUT THE SIDEWALK, LANDSCAPING, AND THE BUILDING THEMSELVES, WHAT KIND OF DENSITY MAY BE APPROPRIATE ALONG THE CORRIDOR. AND THAT IS THE PROJECT WE ARE TALKING ABOUT TONIGHT.

ONCE AGAIN, FOUR DIFFERENT PROJECTS, BUT WE'LL COMMUNICATE WITH EACH OTHER. AS DREW SAID, A LOT OF CITY DEPARTMENTS, THEY ARE WORKING AT THIS TIME. WE ARE -- THEY ARE WORKING TOGETHER AND WE ARE HAVING REGULAR MEETINGS WITH THE CITY DEPARTMENTS. FOR EXAMPLE, WE'LL COMMUNICATE WITH SEWER OVERFLOW WITH LANDSCAPING, DESIGN, AND GREEN INFRASTRUCTURE. ANYTHING WE MAY HEAR, WE'LL FEED IT BACK TO THE ECONOMIC OPPORTUNITY DIVISION. FOR PARTIAL CONSTRUCTION, THEY MAY HEAR DURING THEIR PROCESS, WHICH IS THE NEAR-TERM PROCESS, SOME THINGS MORE APPROPRIATE FOR LONG-TERM IMPROVEMENTS. THEY WILL FEED THAT INFORMATION BACK TO US IN THE STUDY. LIKEWISE, WE MAY HEAR THING FROM BUSINESSES AND RESIDENTS THAT IS IN THEIR REALM TO ADDRESS AND WE'LL FEED THAT BACK TO THE PARTIAL CONSTRUCTION TEAM.

>> THANKS, THAT WAS A LOT. I'M GOING TO JUMP IN FOR TWO SLIDES TO ALLOW YOU TO CATCH YOUR BREATH AND HAVE A SIP OF WATER. AS MENTIONED AND HOPEFULLY IT IS CLEAR TO FOLKS THE MASS AVE PARTIAL CONSTRUCTION PROJECT IS A SEPARATE EFFORT. AND THAT TIMELINE BEGAN OUR PROCESS. WE HAVE WORKING GROUPS PROCEEDING CONCURRENTLY, BUT THEY ARE AHEAD OF US. THEY STARTED BACK IN 2021 WITH A MASS AVE CORE IMPACT ANALYSIS REPORT. THEY SINCE MOVE FORWARD WITH THE SERIES OF DIFFERENT ALTERNATIVES FOR MASS AVE AND DECIDED TO DO A PARTIAL CONSTRUCTION. THAT IS BOTH THE SEPARATED BIKE LANE. AND PARTIAL CONSTRUCTION, CERTAIN INTERSECTIONS WILL HAVE A REDESIGN, MEDIAN WILL BE REMOVED IN CERTAIN AREAS, AND WE'RE HAPPY TO HAVE THE CONVERSATIONS OR POINT YOU IN THE DIRECTION TO HAVE THE CONVERSATIONS SHOULD YOU HAVE ADDITIONAL QUESTIONS.

RIGHT NOW, THEY HAVE STARTED THE WORKING GROUP BACK IN MAY OF 2023. AND THEY ARE MID-WAY. AT A POINT OF DOING CONCEPT DESIGN, BUT JUST FOR THE STRETCH THAT IS TO WATERHOUSE. THAT'S WHAT THEY WORK ON RECENTLY AND MOVING FORWARD WITH DIFFERENT SEGMENTS. IT IS THE SAME GENERAL GEOGRAPHIES WE WORK, JUST DIFFERENT SEGMENTS. AND AGAIN, HAPPY TO PROVIDE THAT INFORMATION FOR YOU TO -- IF YOU ARE INTERESTED -- TO TUNE INTO THE PROCESS. WHEN WE GET TO THE POINT OF Q&A, WE HAVE FOLKS THAT MAY HAVE ANSWER



QUESTIONS THAT WE CAN'T. ANYWAY, HERE'S THE CONTACT INFORMATION IF YOU DO WANT TO REACH OUT TO THEM.

AND MIKAELA, I ASSUME YOU POST THAT IN THE CHAT -- PERFECT AND THANK YOU. AND NOW WE'LL PASS IT TO ASHLEY.

>> HI EVERYBODY. TONIGHT WE NOT ONLY WANT TO WALK THROUGH THE PROCESS AND WHERE WE ARE GOING WITH THE PLAN, BUT TO START TO SHARE A LITTLE ABOUT WHAT WE HAVE BEEN LEARNING. FIRST, WE ARE TALKING ABOUT THE FUTURE OF MASS AVE. REALLY IMPORTANT FOR US TO GROUND THE WORK IN THE PAST. AT THE VERY BEGINNING OF THIS WORK, WE TOOK A WALKING TOUR WITH THE CAMBRIDGE HISTORICAL COMMISSION AND THE THINGS WE LEARNED, ONE OF THE OLDEST STREETS IN CAMBRIDGE. IT IS VERY WIDE, 99 FEET ACTUALLY. BECAUSE IT WAS LAID OUT AS THE ENGLISH STANDARD FOR AN IDEAL STREET AT THE TIME, WHICH IS 33 YARDS. IN THE 18TH CENTURY, KNOWN AS THE GREAT ROAD. LATER REFERRED TO AS NORTH AVENUE AND OFFICIALLY BECAME MASS AVE IN 1894, WHEN THE HARVARD BRIDGE WAS COMPLETED.

NEXT SLIDE. FOR 200 YEARS, THE STREET WAS A THOROUGH FAIR FOR RESIDENTS BRINGING PRODUCE FROM OUTSIDE OF THE CITY TO THE TOWN. LOTS OF AGRICULTURE FARM LOTS FROM THE GREAT ROAD THAT TURNED INTO COLONIAL MANSIONS ON NORTH AVENUE. AND BACK THEN, THE STREET WAS USED MOSTLY BY HORSE-DRAWN CARRIAGES. IN THE 1800S, THE AREAS SURROUNDING TODAY'S MASS AVE, GREW INTO A BOSTON COMMUTER SUBURB WHEN THE SQUARE OPENED. THE STREET'S WIDE WIDTH MADE IT BUSY AND ATTRACTED TRAFFIC AND INCLUDED A STREET CAR IN 1890. THOSE WEALTHY RESIDENTS, THOSE IN THE MANSIONS, MOVED OUT AS THINGS GOT NOISIER AND YOU SAW LUXURY APARTMENT BUILDINGS POPPING UP AROUND 1900S. AFTER THAT, YOU SAW COMMERCIAL SHOPS BEGINNING TO APPEAR. AND 1900S, CHARLIE WAS -- I'M SORRY. 1930, MASS AVE WAS A CAR-ORIENTED COMMERCIAL CORRIDOR, WITH THE DIVERSE MIX OF COMMERCIAL ACTIVITY AND RESIDENTS. WE DID FIND IT INTERESTING THAT THROUGHOUT TIME, THE DEVELOPMENT ALONG THE CORRIDOR WAS REALLY TIED TO THE DIFFERENT TYPES OF TRANSPORTATION. THEY WERE THE TRANSPORTATION OF THE TIME.

AND ALSO, WE FOUND IT A FUN FACT THERE USED TO BE MUCH TALLER BUILDINGS ALLOWED TO BE BUILT BY RIGHT. BY 1961, YOU CAN SEE HERE, YOU CAN BUILD UP TO SIX STORIES AND TODAY WE HAVE DECREASED THAT IN THE CURRENT ZONING CODE DOWN TO FOUR STORIES.

AND ON THE NEXT SLIDE... THESE ARE JUST PHOTOS THAT WE SHARE, YOU SEE A MIX OF THE HISTORIC RELICS. SOME BUILDINGS HAVE BEEN PRESERVED AND CONVERTED TO ANOTHER USE. WE DID WANT TO HIGHLIGHT THE ONE IN THE MIDDLE HERE. IT IS FROST TERRACE, A MANSION PRESERVED

AND RENOVATED IN 2021. AND A NEW STRUCTURE BUILT BEHIND IT AND 100% AFFORDABLE HOUSING UNITS. A GREAT EXAMPLE OF PRESERVATION AND NEW DEVELOPMENT THAT CAN HAPPEN ALONG THE CORRIDOR.

NEXT SLIDE. AND THROUGHOUT THE PROCESS, WE WILL SHARE LOTS OF MAPS IN FUTURE PRESENTATIONS. WE HAVE BEEN STARTING TO UNDERSTAND THOSE DIFFERENT HISTORIC LANDMARKS, OVERLAYS AND DISTRICTS AND WHERE THEY FALL ON THE CORRIDOR. THERE'S A FAIR AMOUNT ON MASS AVE TO BE CONSIDERED WHEN WE THINK ABOUT WHAT CAN HAPPEN IN THE FUTURE HERE AND HOW MIGHT FUTURE DEVELOPMENT COMPLEMENT THE PLACES.

AND THEN, ALSO PIVOTING TO MODERN DAY A LITTLE BIT, WE WANT TO HIGHLIGHT THAT MASS AVE IS VERY IMPORTANT TRANSIT CORRIDOR. IT IS AN MBTA HIGH-FREQUENCY BUS CORRIDOR, WITH THE 77 RUNNING AT LEAST EVERY 15 MINUTES, THAT'S MUCH SHORTER DURING PEAK TIME. AND ANCHORED BY THE PORTER T STATION AND A VERY IMPORTANT TRANSIT HUB WITH THOSE COMMUTER RAIL LINES.

AND THEN, WE ARE ALSO THINKING ABOUT THIS CORRIDOR AS WHO USES IT AND TRYING TO GET A SNAPSHOT OF THE MORE HOLISTIC VIEW. THE ROAD IS DOMINATED BY CARS IN TERMS OF USERSHIP. 21,000 VEHICLES A DAY AND THERE ARE MANY MODES AND RIDERS THAT ARE ALSO POPULAR. AND I MENTIONED THIS IS A HIGH -- FREQUENCY BUS ROUTE WITH 12,000 COMMUTERS. IT IS CAMBRIDGE'S MOST POPULAR BIKE ROUTE. AND THIS IS ALSO JUST HIGHLIGHTING THAT IT IS A REALLY LONG CORRIDOR, STACEY MENTIONED, ALMOST TWO MILES AND WE BREAK IT OUT INTO THE TWO STUDY AREAS. IT HAS A DIFFERENT EXPERIENCES AND LAND USES ALONG THE WAY. SOME PLACES FEEL DENSER, MORE WALKABLE. AND SOME ARE MORE INSTITUTIONAL, SOME ARE MORE RESIDENTIAL, OR COMMERCIAL, OR BOTH, WHICH IS WHAT US PLANNERS CALL MIXED-USE. WE'LL UNPACK IT IN SUBSEQUENT MEETINGS AND IT IS IMPORTANT TO THINK ABOUT THE CHARACTER OF THE STREET AND WHAT THE DIFFERENT IDENTITIES ARE AS YOU GO ALONG IT.

AND THESE ARE JUST A FEW PHOTOS TO ILLUSTRATE THE VARIATIONS ALONG THE WAY AS WE GET INTO THE DETAIL OF THE WORK AGAIN, WE'LL REALLY THINK ABOUT ENGAGING WITH ALL OF YOU TO THINK ABOUT WHAT MAKES THE STREET UNIQUE, WHAT ARE THE QUALITIES OF THE PLACES THAT PEOPLE REALLY ENJOY, WHAT SHOULD BE REPLICATED, ALL OF THOSE QUESTIONS WE'LL TALK ABOUT IN THE PROCESS.

AND LASTLY, I WANT TO SUMMARIZE, WE WERE THINKING ABOUT THE HISTORY OF THE STREET, WHO USES IT, WHAT IT FEELS LIKE, SO WE CAN REALLY ANSWER THE OVERARCHING PROJECT QUESTION. WHAT DOES MASS AVE LOOK LIKE IN 15 YEARS? ALL THOSE THINGS WILL FEED INTO THAT

CONVERSATION, AND ONCE WE HAVE THE VISION, WHERE WE ARE GOING, WE'LL TALK ABOUT HOW WE GET THERE AND -- THE TYPES OF POLICIES THAT WE NEED TO PUT IN PLACE, THE THINGS WE HAVE TO BEEN TO ACHIEVE THE GOALS. ALL OF THAT WILL INCLUDE THE LIST THAT STACEY MENTIONED BEFORE, LOOKING AT POLICY RECOMMENDATIONS, PROPOSED CHANGES IN ZONING, POTENTIAL DESIGN GUIDELINES, AND THOSE LONGER-TERM BIGGER INFRASTRUCTURE PROJECTS THAT COULD BE CONSIDERED.

>> GREAT, ASHLEY AND STACEY, THANK YOU SO MUCH. WONDERFUL OVERVIEW OF THE PLANNING PROCESS THAT WE'LL GO THROUGH WITH THE COMMUNITY OVER THE NEXT YEAR, AS WELL AS BACKGROUND ON MASS AVE, WHERE IT HAS BEEN, WHERE IT IS TODAY, AND WHERE WE PLAN TO GO IN THE FUTURE. AND SO OVER THE COURSE OF THE PRESENTATION, FOLKS IN THE AUDIENCE HAD THE OPPORTUNITIES TO ENTER QUESTIONS INTO THE CHAT. MIKAELA TOOK IN THE QUESTION AND FILTER THEM FOR REDUNDANCY TO MAKE SURE WE DON'T ANSWER AND ASK THE SAME QUESTION OVER AND OVER. WE WANT TO TAKE TIME NOW TO ANSWER SOME OF THE QUESTIONS AS BEST WE CAN. IF WE DON'T HAVE THE ANSWER, WE'LL MAKE SURE YOU GET THE ANSWER. THERE ARE SOME COLLEAGUES, I MENTIONED, WE HAVE ABOUT TEN PEOPLE HERE BETWEEN THE STAFF, CONSULTING TEAM. THE QUESTION I CAN'T ANSWER, I MAY PUNT TO ANDY OR EVAN. WE WANT TO KEEP QUESTIONS TO CLARIFYING. AND RESERVE THE BREAKOUT ROOM FOR DEEP DIALOGUE ABOUT THE PLANNING STUDY. MIKAELA, WE CAN TAKE THE QUESTION. STACEY IS -- YOU WILL READ OFF THE QUESTIONS, I BELIEVE?

>> WE HAVE NOT RECEIVED QUESTIONS YET. IF WE CAN LET PEOPLE HAVE A FEW MINUTES TO SEND ME SOME MESSAGES, I'LL TAKE THEM IN.

>> ABSOLUTELY.

>> THANKS FOLKS.

>> FIRST QUESTION IS, ARE THERE NUMBERS ABOUT HOW MANY PEDESTRIANS USE MASS AVE IN COMPARISON WITH THE OTHER NUMBERS THAT WE PROVIDED WITH REGARD TO BIKING AND VEHICLES?

>> GREAT QUESTION. I THINK THE BEST PERSON TO ANSWER THIS IS PROBABLY ANDY, OUR MOBILITY MANAGER. I IMAGINE THAT -- IS DONE ON MASS AVE AND THE PLANNING WITH THE BIKE LANES. ANDY WILL HAVE A BETTER SENSE. IF YOU ARE ABLE TO UNMUTE, IF YOU HAVE SOMETHING TO WEIGH IN ON, THAT WOULD BE GREAT.

>> WE DO HAVE SOME NUMBERS, I THINK LIKE DREW MENTIONED, WE HAVE BEEN WORKING ON THE TRAFFIC ANALYSIS FOR THE MASS AVE PARTIAL CONSTRUCTION PROJECT AND FOR A FEW

INTERSECTIONS WE GOT SOME NUMBERS.

I DON'T THINK WE HAVE IT COMPREHENSIVELY AS DREW MENTIONED. WE FOCUS ON DIFFERENT SECTIONS OF THE CORRIDOR. SO, YOU KNOW, THAT'S ONE SOURCE OF WHERE TO GET THAT INFORMATION. WE DO, HOWEVER, HAVE SOME PERMANENT COUNTING STATIONS FOR TRAFFIC, OVERALL 24/7 TYPE OF COUNTS. ALONG MASS AVE, CERTAIN INTERSECTIONS. THAT'S ANOTHER SOURCE OF DATA WE CAN GET AND PUT TOGETHER TO GIVE A SENSE. THOSE AUTOMATED SOURCES OF DATA ARE NOT NECESSARILY ALWAYS THE BEST AT COUNTING PEDESTRIANS 24/7 LIKE ALL DAY AND ALL NIGHT OR DEPENDING ON THE WEATHER CONDITIONS. I DO WANT TO SAY, WE HAVE SOME SOURCES OF DATA TO PROVIDE SOME INFORMATION AS WE THINK ABOUT THE FUTURE, 15 YEARS FROM NOW, DO WE WANT TO ADD LOCATIONS -- WE CAN ACCOMMODATE LARGER NUMBER OF PEDESTRIANS. THINGS LIKE THAT. WE HAVE SOURCES OF DATA TO TAP INTO TO ANSWER THE EXISTING CONDITION QUESTIONS.

>> GREAT, THANKS, ANDY.

>> SECOND QUESTION. IS THE BUS STOP SPACING WITHIN THE SCOPE OF THE STUDY? OR IS THAT OWNED BY MBTA ALONE. 77 STOPS FREQUENTLY ALONG HERE AND PROBABLY MORE FREQUENTLY THAN WOULD BE IDEAL FOR THE FASTEST SERVICE.

>> I IMAGINE ANDY IS CHOMPING AT THE BIT TO ANSWER THIS QUESTION.

>> SO, THE CURRENT BUS STOP SPACING IS FAIRLY FREQUENT. IT IS ACTUALLY COMPARED TO OTHER PARTS IN CAMBRIDGE, LONGER DISTANCES BECAUSE THEY WORK TOGETHER WITH MBTA ON THE PROJECT. ALMOST TEN YEARS AGO TO PUT THEM OUT A -- PUT THEM AT SAFER PLACES TO HAVE BUSES STOP, BUT ALSO TRY TO CONSOLIDATE STOPS AS WE COULD. AND IN THE MASS AVE PARTIAL CONSTRUCTION PROJECT, WE ARE LOOKING AT THE BUS STOP LOCATIONS. AND THERE ARE DEFINITELY A FEW LOCATIONS WE IDENTIFIED AS POTENTIAL FOR CONSOLIDATION, BUT WE ARE ASKING FOR PEOPLE TO ACTUALLY PARTICIPATE IN THOSE MASS AVE PARTIAL CONSTRUCTION MEETINGS TO GIVE US FEEDBACK ON THAT.

WE'LL REACH OUT TO FOLKS, PUTTING UP FLYERS AT BUS STOPS AND THINGS LIKE THAT SO PEOPLE KNOW WE THINK ABOUT IT IN THAT PROJECT AS WELL.

>> THANKS, ANDY. I NOTICED IN THE CHAT AS I MONITOR THE PRESENTATION, SOME OF THE MESSAGES ARE COMING DIRECTLY TO ME. IF YOU DO HAVE QUESTIONS, MAKE SURE YOU CHAT TO MIKAELA OR STACEY. THEY ARE COMPILING THE QUESTIONS. IF YOU ARE NOT GETTING MANY, I'M HAPPY TO READ OFF SOME THAT CAME DIRECTLY TO ME A DIRECT MESSAGE. LET ME KNOW HOW YOU WANT TO PROCEED WITH THAT.

>> WHY DON'T YOU READ A QUESTION.

>> GREAT. FROM DAVID, THE MESSAGE IS, HOW WILL FINAL RECOMMENDATIONS, ESPECIALLY ANY RECOMMENDED ZONING CHANGES BE DISCUSSED AND DECIDED ON BY THE APPOINTED COMMITTEE. WILL THERE BE A VOTE, DISSENTING MINORITY REPORT, AS SEEN AS NECESSARY. IN RESPECT TO THE THAT AND THE WORKING GROUP COMMITTEE WITH US DURING THE COURSE OF THE PLANNING PROCESS, IT IS REALLY ACTING AS A SOUNDING BOARD AND A PARTNER. WE'LL DEVELOP A RECOMMENDATION WITH THEM. I THINK WE'LL MAKE SURE WE HAVE THE SUPPORT OF THE WORKING GROUP AND THE SUPPORT OF THE COMMUNITY IN ANY ZONING RECOMMENDATION WE MAKE. I'LL ALSO SAY, AS WE MOVE FORWARD IN THE PLANNING PROCESS AND LOOK AT ZONING, WE DO HAVE OUR ZONING TEAM AS PART OF IT, IT WILL HELP TO SORT OF -- YOU KNOW -- BASICALLY DRAFT AND CONCEPTUALIZE WHAT THEY MAY BE. ULTIMATELY, THE ZONING -- AS ZONING IS WRITTEN FOR THIS PART OF MASS AVE, WE'LL SUBMITTED TO CITY COUNCIL FOR APPROVAL. WE'LL MAKE SURE THE ZONING RECOMMENDATION IN THE PLAN HAS THE FULL SUPPORT OF THE WORKING GROUP AND THE COMMUNITY THAT IS PARTICIPATING IN THE PROCESS. AND SUBSEQUENT TO THAT, IT IS ACTUALLY A ZONING PETITION PROVIDED TO CITY COUNCIL. MELISSA OR EVAN, IF YOU WANT TO WEIGH IN ON THAT, FEEL FREE.

>> I THINK YOU COVERED IT NICELY.

>> OKAY. MIKAELA, ANY QUESTIONS OR I'M HAPPY TO GO AS WELL.

>> LET ME POP UP ANOTHER ONE. THERE'S A QUESTION ABOUT WHO TO CONTACT FOR SUGGESTIONS ABOUT LANDSCAPING DESIGN AND ESTHETIC IMPROVEMENT. I THINK THAT CAN COME TO US. SO, PLEASE WHAT WOULD BE THE BEST WAY TO PROVIDE THOSE SUGGESTIONS MAY BE THROUGH THE MAPPING TOOL THAT WE'LL BE DEMONSTRATING AT THE END OF THIS EVENING'S MEETING. SO, STAY TUNED FOR THAT OR ALSO OBVIOUSLY YOU CAN DISCUSS IN THE BREAKOUT ROOMS.

>> GREAT. AND I ALSO WANT TO SAY, WE DO HAVE ERIK, THE URBAN DESIGN COMMITTEE PLANNING, PART OF THE PROCESS, WE'LL WORK WITH INTERFACE STUDIO ON STREET SCAPE DESIGN. IF WE HAVE QUESTIONS ADDITIONALLY ABOUT LANDSCAPING, IT IS HANDLED BETWEEN CITY STAFF AND INTERFACE STUDIO. WE HAVE REDUNDANCY IN THE SYSTEM. ANY OTHER QUESTIONS, STACEY, YOU WANT TO BRING TO THE SURFACE?

>> THERE IS A QUESTION ABOUT IF THERE IS ANY DATA ABOUT TRAFFIC ACCIDENTS, ALONG THE SECTIONS OF MASS AVE, ESPECIALLY INVOLVING PEDESTRIANS AND BICYCLES?

>> ANDY, IS THAT A QUESTION YOU MIGHT BE ABLE TO ANSWER -- OR ASHLEY.

>> I CAN POP INTO TO SAY THAT IS DEFINITELY SOMETHING WE ARE LOOKING AT IN THE MASS AVE PARTIAL CONSTRUCTION PROJECT. ONE OF THE MAIN FACTORS WE TRY TO LOOK AT IS -- LOOK AT

NEW STREET DESIGN THAT MINIMIZES THE SEVERITY OR REDUCES THE NUMBER OF CRASHES THAT WE EXPERIENCE ON MASS AVE. SO, WE HAVE SOME OF THAT DATA AVAILABLE. SO, DEFINITELY I DON'T RECALL IF IT IS POSTED ONLINE FOR THE PROJECT, LOOKING AT THE STREET DESIGN PROJECT. PASSING TO ASHLEY.

>> WE DID PULL THAT DATA, IT IS PUBLIC. AS PART OF OUR EXISTING CONDITIONS ANALYSIS, WE'LL BE SHARING WHAT WE LEARN FROM THAT DATA TO LOOK AT PINPOINTING INTERSECTIONS THAT MAY NEED A CLOSER LOOK THROUGH THE OTHER PROJECT.

>> OKAY, GREAT. STACEY, ANYTHING ELSE?

>> WE HAVE A COUPLE OF MORE. A QUESTION REGARDING THE ECONOMIC IMPACT STUDY AND IF WE USE THAT DATA -- I THINK THE BUSINESSES -- ARE YOU ADDRESSING THE PROBLEMS WITH THE LOSS OF PARKING AND THE BIKE PATH ARE CAUSING FOR SMALL BUSINESSES. I THINK THE FIRST YEAR OF DOING THAT ECONOMIC IMPACT STUDY. IT WILL BE A YEARLY PROCESS. I THINK WE'LL DEFINITELY BE LOOKING AT THE RESULTS, BUT IT IS ONLY THE FIRST YEAR THEY ARE COLLECTING THIS DATA. SO, I THINK IT WILL -- WE'LL WANT TO HAVE TIME OR THEY ARE ON THE TIMELINE OF FIVE YEARS AND COLLECTING THAT DATA OVER FIVE YEARS. WE'LL COMMUNICATE AND TALK WITH SMALL BUSINESSES. IN TERMS OF HOW WE USE THAT DATA, I THINK WE WILL TAKE WHATEVER DATA THEY GIVE US. WITH THE UNDERSTANDING, THEY ARE IN A FIVE-YEAR TIME FRAME. COLLECTING THE INFORMATION.

>> THAT FIRST-YEAR REPORT, AS OF LAST WEEK, IT WAS JUST SUBMITTED. WE HAVE SOME RESULTS FROM THE INFORMATION AND ALLISON FROM THE ECONOMIC AND OPPORTUNITY DEVELOPMENT DIVISION IS HERE WITH US. ALICE ALISON, I'M NOT SURE IF YOU WANT TO ANSWER ANY QUESTIONS, FEEL FREE. WE CAN FOLLOW UP WITH THE PERSON WHO POSED THAT QUESTION. AND I'M NOT ABLE TO SEE THE FULL AUDIENCE AT THIS POINT.

>> I DO THINK THAT CONTACTING THE ECONOMIC OPPORTUNITY DIVISION, WHICH IS CONDUCTING THAT STUDY, IS PROBABLY THE BEST COURSE FOR AN IMMEDIATE TERM. ANOTHER QUESTION WITH REGARD TO SMALL BUSINESSES, THINKING ABOUT INVOLVING SMALL BUSINESS OWNERS AND PROVIDE INCENTIVES TO IMPROVE THE APPEARANCE OF MASS AVE. YES, WE DO ANTICIPATE TALKING WITH SMALL BUSINESSES, AND THINKING OF DIFFERENT TYPES OF RECOMMENDATIONS THAT MAY INCLUDE -- IT MAY INCLUDE INCENTIVES OR THINKING ABOUT EXISTING CITY INITIATIVES THAT MAY HELP WITH IMPROVING THE APPEARANCE OF MASS AVE. DREW, ANYTHING TO ADD? TO ADD WITH REGARD TO THAT QUESTION?

>> NO, I DON'T. I'M UNMUTING ALISON.

>> OKAY.

>> I'M NOT SURE IF YOU ARE ABLE TO SPEAK TO THAT QUESTION. GREAT.

>> I MISS THE LAST PART OF THAT. WHAT IS THE QUESTION ABOUT -- RESOURCES FOR SMALL BUSINESSES?

>> THE QUESTION WAS WILL THERE BE CONSIDERATION OF THINGS LIKE INCENTIVES FOR SMALL BUSINESSES TO HELP THEM IMPROVE THE APPEARANCE OF MASS AVE? I DON'T KNOW IF YOU ARE SPEAKING, BUT YOU ARE MUTED IF YOU ARE.

>> WE MAY HAVE LOST ALISON TO THE TRAIN. I WANT TO RECOGNIZE THE TIME. I HATE TO CUT OFF THAT CONVERSATION, BUT WE ARE HAPPY TO FOLLOW UP WITH FOLKS THAT POSE THAT QUESTION. I THINK AT THIS POINT, WE LIKE TO GO INTO THE BREAKOUT ROOM CONVERSATIONS. AND SO, I THINK ASHLEY, I WILL MOVE ON TO THE NEXT SLIDE, WHICH IS HERE. WE WILL HAVE FIVE BREAKOUT GROUPS FOR THIS MEETING, WHICH -- I THINK WE HAVE ABOUT 80 PEOPLE HERE. SHOULD GIVE FOLKS PLENTY OF OPPORTUNITY TO VOICE THEIR OPINIONS, THOUGHTS, COMMENTS, QUESTIONS, ET CETERA. AND I THINK A HALF HOUR WILL BE A GOOD AMOUNT OF TIME TO HAVE THAT CONVERSATION. THERE ARE TWO MAIN DISCUSSION QUESTIONS WE WANT TO TALK ABOUT.

ONE, WHAT DO WE NEED TO KNOW MOST ABOUT MASS AVE. YOU ARE THE FOLKS THAT HAVE EXPERIENCE, YOU HAVE LONGEVITY AND YOU HAVE ASSOCIATION AND TIES TO MASS AVE. YOU EITHER A RESIDENT, BUSINESS OWNER, A STUDENT, RETIREE, WE HAVE PEOPLE FROM ALL OVER THE SPECTRUM HERE. WE REALLY WANT TO LEARN FROM YOU WHAT DO WE NEED TO KNOW ABOUT MASS AVE. OF COURSE, BASED ON WHAT WE HAVE BEEN ABLE TO SHARE TODAY. YOU HAVE A BETTER IDEA OF WHAT THE PLANNING PROCESS IS ABOUT, WHAT THE PROJECT IS TRYING TO ADDRESS, THAT'S ONE QUESTION WE LOVE FOR YOU TO ASK US. AND WILL GENERALLY, HOW TO ENVISION THE CORRIDOR EVOLVING IN THE NEXT 15 YEARS. BIG THING TO IMAGE AT THIS POINT, WE ARE JUST STARTING. WHEN YOU THINK OF MASS AVE IN THE FUTURE, WHAT DOES IT LOOK LIKE? HOW DO YOU IMAGINE YOURSELF THERE, WHO IS THERE, WHEN YOU LOOK DOWN THE STREET, WHAT IS THE SCALE, DENSITY, THE FEEL, THE ACTIVITY OF MASS AVE. AND SO, THOSE ARE THINGS TO SORT OF GET YOU -- EVERYONE'S BRAINS MOVING AFTER LISTENING TO US CHATTER FOR THE HALF HOUR. AND DURING THE BREAKOUT ROOM, WE WANT TO MAKE SURE WE GIVE AS MANY PEOPLE TO BE HEARD. IF YOU HAVE SPOKEN ALREADY, STEP BACK AND LET SOMEONE ELSE SPEAK IF THEY HAVEN'T HAD THE OPPORTUNITY TO YET AND THEY HAVE A QUESTION. WE ALSO WANT TO RESPECT THE EXPERIENCES OF OTHERS. EVERYONE IS COMING FROM A DIFFERENT PERSPECTIVE. EVERYONE IS DIFFERENT EXPERIENCE WITH MASS AVE AND WE KNOW THE OPINIONS ABOUT MASS AVE RANGE. AND I THINK IF YOU HAVE BEEN INVOLVED IN PLANNING FOR MASS AVE THE LAST COUPLE OF YEARS, AROUND TRANSPORTATION AND MOBILITY ISSUES, WE KNOW THE

PEOPLE HAVE FEELS ABOUT HOW THE STREET WILL EVOLVE. WE WANT TO RESPECT PEOPLE'S DIFFERENT FEELINGS AND EXPERIENCES. AND ALSO, STAY ON TOPIC, STRIVE TO BE SUCCINCT. I NEED TO WORK ON MYSELF, I THINK WE CAN ALL DO THIS. WE'LL GIVE FOLKS TWO MINUTES TO ASK A QUESTION. WE'LL HAVE A DIALOGUE AND A CONVERSATION BASED ON THAT QUESTION, WE WANT TO LIMIT THE TIME YOU TAKE TO ASK THE QUESTION OR THE COMMENT YOU HAVE SO EVERYONE CAN RESPOND AND WE CAN TAKE NOTES AS WE GO ALONG.

AND WE'LL TRY TO -- ALLOCATED ABOUT 30 MINUTES TO THIS. BY 7:20, WE'LL COME BACK TO THE BIG GROUP AND HAVE A BRIEF REPORT-OUT. AND GO INTO THE NEXT STEPS. WE APPRECIATE YOU HANGING WITH US UNTIL THIS POINT.

ASHLEY, WILL YOU AT THIS POINT, YOU ARE ABLE TO MONITOR THE BREAKOUTS?

>> GREAT. BE PATIENT WITH US. THAT WOULD BE GREAT.

(BREAKOUT SESSIONS)

>> GREAT. I HOPE ALL CONVERSATIONS WERE PRODUCTIVE AND FRUITFUL. AND THERE WAS A FEW JOKES TOSSED AROUND MAYBE. IT LOOKS LIKE WE HAVE PEOPLE COMING BACK SLOWLY. I THINK WE HAD ABOUT 55 PARTICIPANTS AND HAVE 31 PEOPLE BACK IN THE MAIN ROOM. WE'LL GIVE PEOPLE A CHANCE TO FILTER IN.

>> I THINK IT AUTO CLOSE IS 15 SECONDS.

>> TAKE A SIP OF WATER TO STAND UP AND STRETCH. GOOD IDEA.

>> WE HAVE ABOUT 50 PEOPLE BACK HERE. IF THERE ARE A COUPLE OF PEOPLE LOST IN THE BREAKOUT ROOM, THEY WILL JOIN US SHORTLY. WE HAD A GREAT CONVERSATION IN OUR ROOM. I HOPE OTHER FOLKS DID, TOO. I THINK WE'D LIKE TO HAVE A QUICK WRAP-UP AND RECAP OF WHAT WE TALKED ABOUT. I IMAGINE THERE ARE OVERLAPPING THEMES BETWEEN ROOM. I IMAGINE SOME NEW THINGS COME UP THAT MAY NOT HAVE OCCURRED IN THE OTHER ROOMS. I'M GOING TO FIRST PUT MIKAELA ON THE SPOT.

>> THAT'S ALL RIGHT.

>> SHE TOOK NOTES AND WE'LL START WITH OUR ROOM AND MOVE AROUND THE HORN, AS THEY SAY. AND WE'LL GO INTO DEMONSTRATION OF THE MAPPING TOOL BEFORE WE END FOR THE EVENING. AND GIVE YOU AN IDEA OF WHAT NEXT STEPS ARE. MIKAELA, THE FLOOR IS YOURS, AS THEY SAY.

>> HI EVERYONE. IN OUR GROUP, WE HAD A COUPLE OF CONVERSATIONS. WE TALKED



ABOUT BUSES AND BEAUTIFICATION AND HOUSING. AND I WILL SAY ONE THING FOR EACH OF THE TWO QUESTIONS. AND THEN TURN IT OVER TO SOMEONE ELSE. AS FOR THINGS WE NEED TO KNOW MOST ABOUT MASS AVE, IT SEEMS LIKE THERE'S TWO THOUGHTS THAT I WANT TO SHARE. ONE, WE HAVE LOST A LOT OF TREES. AND WE HAVE SEEN A LOT OF CHANGE IN THE PAST 15 YEARS, AND I THINK PEOPLE ARE STARTING TO THINK ABOUT WHAT IT LOOKS LIKE TO MOVE FORWARD. AND RECOVER SOME OF WHAT WE LOST. AND THE SECOND, I WILL GENERALIZE A NICE QUOTE, MAYBE PEDESTRIANS ARE THE QUIETEST VOICE. WE ALL WALK SOMETIMES AND DON'T FORGET THIS GROUP. IT IS A NICE SENTIMENT, IT SPEAKS TO THE LARGER NEED TO INCLUDE EVERYONE AND CERTAINLY WHAT WE'RE LOOKING TO DO IN THE PROCESS. HOW FOLKS ENVISION NEXT 15 YEARS, WE WANT TO BEAUTIFY, DENSIFY NET HOUSING, IMAGINE THE CORRIDOR, NOT JUST A CORRIDOR WITH FEWER CARS, BUT LOOKING BEYOND THE STREET INTO THE IMPACTS OF THE COMMUNITY. ANYTHING TO ADD, DREW?

>> NO. I THINK I KIND OF GO BACK TO THIS WHEN WE USE THE WORD CORRIDOR, WE SHOULD THINK OF IT AS THE MAIN STREET. SO, THIS IS A PLACE THAT PEOPLE GO FOR THE DAILY RESOURCES, FOR DOCTOR APPOINTMENTS ARE FOR SHOPPING, AS MUCH IT IS A THRU-WAY, KEEP IN MIND IT IS FOR FOLKS THAT LIVE IN THE AREA. WITH THAT -- ASHLEY. YOU CHOOSE.

>> THAT SOUNDS GREAT.

>> YOU WANT ME TO GO. I THINK EVAN IS DOING IT FOR MY GROUP. IF THAT IS OKAY?

>> YES. SO, I THINK THE MAIN THING THAT WE HEARD ABOUT WHAT WE NEED TO KNOW MOST ABOUT MASS AVE, THE CORRIDOR HAS A RICH HISTORY AND CULTURE. THERE'S A LOT OF OPPORTUNITIES FOR COMMUNITY CONNECTIONS THAT WE WANT TO PRESERVE. BUT THERE'S A LOT OF CHALLENGES WITH MOBILITY. IT IS VERY TRANSIT-ACCESSIBLE, BUT THE BUSES ARE OFTEN CAUGHT IN TRAFFIC. CROSSING THE STREET FEELS UNSAFE, EVEN AT CROSSWALKS. AND HOW WE ENVISION THE CORRIDOR EVOLVING IN THE NEXT 15 YEARS, OUR GROUP TALKED ABOUT MORE DEVELOPMENT, ESPECIALLY HOUSING. HOUSING ALONG MASS AVE AND PRESERVING THE NEIGHBORHOOD FABRIC IN THE AREAS, STREETS BEHIND MASS AVE, ESPECIALLY MORE HOUSING -- AFFORDABLE HOUSING FOR SENIORS. WORKING WITH SMALL BUSINESSES TO DO CREATIVE EVENTS AND POP-UP SHOPS. AND A STRONG EMPHASIS ON STREETScape IMPROVEMENT AND BEAUTIFICATION. ASHLEY, WAS THERE ANYTHING I MISSED?

>> GENERAL THEME, MORE PEOPLE WALKING AROUND. MORE PEOPLE -- PLACES FOR PEOPLE TO MEET AND MARKETS AND BRING BACK THE CARNIVAL AND THOSE THINGS.

>> GREAT. NOW, PUNT TO THE NEXT ROOM.

>> MELISSA'S ROOM?

>> SURE, I THINK ERIK WILL REPORT OUT FOR US.

>> YES. THE STREET TODAY IS A MAJOR TRANSPORTATION CORRIDOR. CAR CENTRIC AND NEED A NICER STREET TO WALK ON AND BE ON. LESS CAR-FRIENDLY AND MORE PEDESTRIAN-FRIENDLY. BETTER LANDSCAPING, COULD THERE BE A TRAM DOWN THE MIDDLE? LET'S SEE. SKIPPING THROUGH. PEDESTRIAN EXPERIENCE CAN BE TOO TREACHEROUS, TOO MANY CARS. THIS IS DESPITE THE FACT A LOT OF DESTINATIONS ARE CLOSE BY. IT DOESN'T FEEL SAFE TO GET TO THEM. IT IS A CUT-THROUGH FOR VEHICULAR TRAFFIC TO RINDGE. MORE BENCHES. ALSO SCARY TO BIKE ON. THERE WAS A LOT OF DISCUSSION ABOUT DENSITY. SEVERAL PEOPLE ADVOCATING FOR A PRETTY HIGH BUILDINGS. EIGHT, TEN OR 12-FLOOR BUILDINGS. SOME SAID TOO HIGH AND MAKE STREET TREE DIFFICULT AND NAVIGATING THE 4-6 HIGH BUILDINGS. BETTER TRANSIT SYSTEM. A LOT OF COMMENTS ABOUT BUSES. BUSES NOT BEING FUN TO RIDE ON. STRONGER AND BETTER SUBWAY SERVICE INSTEAD.

AND IN THE MEDIAN STRIP BEING IMPROVED. LANDSCAPE IT OR MAKE IT NOT JUST A STRIP OF CONCRETE. WIDER SIDEWALKS. EUROPEAN CITY SORT OF FEELING OF DINING AND WIDE SIDEWALK AND LANDSCAPING. THE IMPORTANCE OF SCALE. AND CONNECTION BETWEEN INSIDE AND OUTSIDE. MORE BENCHES, MORE TREE CANOPY AND MORE SHADE. CAN WE EXTEND THE RED LINE TO MEDFORD AND ARLINGTON, INTERESTING IDEA. THE BUS SERVICES REALLY JUST NOT ENOUGH AND NOT NICE ENOUGH TO RIDE ON. THAT'S THE SCAN THROUGH -- REALLY GREAT COMMENTS.

>> GREAT. THANKS AND MOVING ALONG? LEV, HOW ABOUT YOUR ROOM?

>> THANK YOU, DREW. I'M REALLY THANKFUL FOR THE NOTES WE TOOK BECAUSE WE HAD A LOT OF GREAT COMMENTS. I'LL DO MY BEST. I'LL PUT OUT TWO THEMES FROM THE FIRST QUESTION ABOUT WHAT DO WE NEED TO KNOW MOST ABOUT MASS AVE. WE TALKED A LOT ABOUT TRANSPORTATION. SO PEOPLE HAVING CONCERNS ABOUT CONGESTION, WHICH I THINK SOME GROUPS MENTIONED. AND IDEAS AND CONCERNS ABOUT BOTH BUS FREQUENCY, THERE IS BUNCHING OF BUSES WHICH MAKES TRAVELLING BY BUS DIFFICULT. PEDESTRIAN EXPERIENCE BEING -- TROUBLESOME AND DANGEROUS IN PLACES. BIKING WITH CHILDREN OR JUST BIKING, ESPECIALLY IN THE NORTHERN PART OF MASS AVE WHERE THERE ARE NOT YET SEPARATED FACILITIES CAN FEEL DANGEROUS. AND THE INTERSECTION OF PORTER SQUARE CAN BE DIFFICULT TO NAVIGATE. ESPECIALLY IF YOU ARE ON A BIKE. THE SECOND THEME TO PULL OUT FROM THE FIRST QUESTION, PEOPLE TALKING ABOUT HOW THERE IS A LACK OF DESTINATION. THINKING MORE ABOUT THIS NORTHERN PORTION OF THE ROADWAY. PEOPLE HAVE MENTIONED THAT. IT WILL BE GREAT IF THERE COULD BE MORE PLACES TO GATHER, MORE SHOPS FOR PEOPLE TO FREQUENT. AND POSSIBLY THE LESLEY PROPERTIES COULD BE TIED INTO THIS. ACTIVATE THE SPACE THAT GO TO THE STREETScape. THE SECOND THEME, WE TALKED ABOUT

ENVISIONING THE CORRIDOR IN THE 15 YEARS. HOW TO IMPROVE PORTER SQUARE, THE MBTA PROPERTY, MAKE IT MORE OF A GATHERING SPACE AND TALK ABOUT PARTICULAR AREAS BY THE TROLLEY SQUARE, AND LINEAR PARK, COMMENTS ABOUT NEEDING MORE SEATING AND BENCHES. HOW TO MAKE IT MORE -- AS YOU SAID, DREW -- A NEIGHBORHOOD AMENITY, NEIGHBORHOOD MAIN STREET INSTEAD OF THE CORRIDOR THAT PEOPLE JUST PASS THROUGH.

>> THANKS. WE HAVE ONE MORE GROUP AND WE WANT TO BORROW YOUR TIME FOR TWO MINUTES AFTER THAT. I RECOGNIZE WE ARE A FEW MINUTES AFTER. IT IS ALL THE GREAT CONVERSATION OR POOR TIME MANAGEMENT, WE'LL GO WITH THE FORMER. WHOEVER IS NEXT, IF YOU CAN CHAT.

>> THAT WAS MY GROUP AND ANDY'S. WE CAN BE BRIEF BECAUSE THERE'S A LOT OF OVERLAPPING FEEDBACK THAT EVERYTHING WE SHARED HERE FROM THE OTHER GROUP IS ALSO THE POINTS WERE ECHOED IN OUR GROUP AS WELL. THINGS CONCERNING ABOUT THE APPROPRIATE SCALE FOR BUILDINGS, BUT RECOGNIZING THE NEED FOR AFFORDABLE HOUSING AND SHARED ABOUT HOW THERE ARE PARENTS IN THE GROUP THAT TALK ABOUT THEIR CHILDREN. IT IS IMPORTANT THERE IS AFFORDABILITY FOR FUTURE FAMILIES AND RESIDENTS TO BE ABLE TO AFFORD TO LIVE ALONG THE CORRIDOR AND IN THE CITY MORE BROADLY. AND THE OTHER THING I WILL ECHO, RECOGNIZING THAT MASS AVE, ESPECIALLY THROUGH THE STUDY AREA, IT IS A COMMUTER CORRIDOR, BUT ALSO A HOME-BASE FOR EVERYONE WHO LIVES ALONG THERE. AND ECHO THE NEED FOR GREENERY, PUBLIC ARTWORK SEATING, AND REALLY THINKING ABOUT HOW TO ENCOURAGE MORE ACTIVITY AND MAKING THE AVE A DESTINATION. I THINK THERE'S A LOT OF OVERLAPPING POINTS.

>> IT SOUNDS LIKE IT -- ABSOLUTELY. THANK YOU FOR BEING PART OF THE CONVERSATION, WE APPRECIATE IT. LIKE YOU SAID, TOBIN, INCREDIBLE THEMES AND CONVERSATION CAME OUT OF THIS AND A LOT OF PEOPLE THINK ALIKE. AS WE MOVE FORWARD TO THE DETAIL PLANNING, TO THE SUB-AREAS, WE'LL CAPTURE MORE AND TRANSLATE IT INTO THE RECOMMENDATIONS. A FEW NEXT STEPS. TWO THINGS. IF YOU HAVE ANY ADDITIONAL COMMENTS OR QUESTIONS, FEEL FREE TO EMAIL -- I CHECK THE EMAIL ADDRESS. IT DOES GO TO ME. I'M HAPPY TO GET BACK TO YOU WHEN I CAN AND ANSWER ANY QUESTIONS YOU MAY HAVE. ALSO, SIGN UP FOR THE EMAIL LIST. YOU CAN DO THAT ON THE WEBSITE. IF YOU GO ONLINE, YOU CAN SIGN UP FOR THE EMAIL LIST. AND I POST ALL THE UPCOMING MEETINGS ON THERE AS WELL. JUST QUICKLY, WE'RE GOING OVER THE MAPPING TOOLS, ONLY TAKE A COUPLE OF MINUTES. THIS IS THE PRIMARY SOURCE OF WHERE WE CAPTURE A LOST ONLINE COMMENTS. TRYING NOT TO SURVEY PEOPLE TO DEATH BECAUSE WE KNOW PEOPLE ON MASS AVE HAVE SEEN PLENTY OF SURVEYS. WE WANT TO USE THIS INTERACTIVE MAPPING TOOL TO

SOLICIT IDEAS, OPINIONS, THOUGHTS, CONCERNS, ET CETERA. IN ADDITION TO HAVING OUR GENERAL OUTREACH IN MEETINGS.

ASHLEY, IF YOU CAN DO THAT QUICKLY AND WE CAN WRAP UP.

>> SURE. MIKAELA WILL DROP THE LINK IN THE CHAT. BASICALLY, WE HAVE SET UP THIS COLLABORATIVE MAP SO YOU CAN ADD EITHER AN IDEA, AN ISSUE, OR FAVORITE PLACE TO THE MAP. CLICK THE LINK, WE HAVE A QR CODE, TOO. THIS SCREEN WILL POP UP. I WILL SKIP THE INSTRUCTIONS. IF YOU HAVE QUESTIONS AFTER THIS MEETING ABOUT HOW TO OPERATE THE MAP, ALL INSTRUCTIONS ARE IN THIS KIND OF BOX. I WILL X OUT OF THAT REALLY QUICK.

FIRST, YOU SEE THE MAP AND ALL THE STICKERS. ALL OF THE STICKERS ARE OTHER PEOPLE'S COMMENTS. IF YOU CLICK ON THEM, YOU CAN SEE WHAT SOMEONE ELSE SAID. FROM THERE, YOU CAN HEART IT IF YOU AGREE OR COMMENT IF YOU DON'T. IF YOU WANT TO ADD YOUR OWN THOUGHT, YOU CLICK THE ADD A THOUGHT BUTTON HERE IN THE BOTTOM RIGHT. ONCE DO YOU THAT, IT WILL PULL UP A WINDOW. FROM THERE, YOU CAN EITHER ENTER AN ADDRESS IF YOU WANT TO FIND IT ON THE MAP OR YOU CAN ZOOM IN ON THE MAP AND CLICK YOUR PLACE. EITHER ONE WORKS THE SAME. YOU CAN USE A SEARCH BAR OR JUST CLICK SOMEWHERE. AND ONCE DO YOU THAT, YOU WILL BE ABLE TO SAY, I WANT TO SHARE A FAVORITE PLACE, ISSUE, OR IDEA. CLICK ONE OF THOSE. AND THEN, CLICK A COMMENT CATEGORY. THESE ARE BROAD CATEGORIES, WE JUST WANT -- WHEN THEY DISPLAY ON THE BACK-END FOR OTHER PEOPLE TO SEE, THEY WILL BE ABLE TO SEE THAT. IF I HAVE A THOUGHT ABOUT PUBLIC ART, WANTING TO BE HERE, CLICK THAT CATEGORY AND ADD YOUR COMMENT.

I'M GOING TO PUT A TEST COMMENT IN THERE. CLICK REPORT IT. IT WILL SHOW UP. THERE'S MY COMMENT THERE. IF YOU GO OUT OF THAT, YOU WILL SEE IT. WHAT IS REALLY GREAT ABOUT THIS TOOL, YOU WILL BE ABLE TO SEE OTHER PEOPLE'S COMMENTS AND WHAT OTHER PEOPLE'S THOUGHTS ARE AND COMMENT TO THEM OR RISE THEM TO THE TOP IF YOU AGREE. IT IS A REALLY GREAT WAY THAT WE CAN COLLECT A BUNCH OF DATA THAT IS PLACE SPECIFIC.

>> I WAS GOING TO SAY, THE POSTCARDS ARE WORKING BECAUSE WE HAVE A LOST COMMENTS -- A LOT OF COMMENTS. I'M GLAD EVERYONE GOT THE CARDS IN THE MAILBOX. ASHLEY, MAYBE MOVE TO THE NEXT--NEXT SLIDE OR THE ONE AFTER THAT. THAT WOULD BE GREAT. AND THANK YOU FOR SHARING THAT TOOL WITH EVERYONE.

>> WE'RE GOING TO LEAVE THIS UP FOR A REALLY LONG TIME, THE COLLABORATIVE MAP AND WE'LL SHARE IT AT SUBSEQUENT MEETINGS. FEEL FREE TO SHARE IT WITH YOUR NEIGHBORS, TOO. IT IS A REALLY GREAT WAY TO EXCHANGE IDEAS AND SEE WHAT IS GOING TO THE TOP.

>> THANK YOU. AND SO HERE WE ARE TO BRING THINGS BACK AND REMINDER OF FOLKS, IN

THE SCHEDULE, IT IS THE LAST DAY OF LEAP YEAR. FEBRUARY 29TH. AND THIS IS THE FIRST MEETING. OUR NEXT MEETING IS A WORKING GROUP MEETING, IT IS ON MARCH 14TH, 6:00. AND THAT GOES BACK TO SORT OF HOW WE STRUCTURE THIS PROCESS, WE'LL HAVE A WORKING GROUP MEETING ON THE REGULAR BASIS TO HELP US COLLABORATE AND FORM THE PLAN, BE A SOUNDING BOARD FOR THE PLANNING TEAM AND ALSO HAVE PUBLIC MEETINGS AND ENGAGEMENT. WHETHER IT IS A LARGE MEETING, SMALL OR INFORMAL EVENT. FOR THE NEXT LARGER COMMUNITY MEETING, I LIKE TO CALL THEM, ON MARCH 27TH. IT WILL ALSO BE A VIRTUAL MEETING. THE FOCUS IS ON THE AREA OF SOUTH OF PORTER SQUARE. AND I KNOW SOME PEOPLE -- CAN WE MEET IN PERSON -- ABSOLUTELY. I WANT TO DO THAT AS SOON AS WE CAN. THE REASON WHY WE DO THE NEXT ONE VIRTUAL, IT WILL BE HEAVY ON THE ANALYSIS PIECE BEFORE WE GET INTO THE -- WORKING COLLABORATIVELY WITH PEOPLE IN PERSON. WE PLAN TO DO AN IN-PERSON EVENT. I WANT TO MAKE SURE WE BALANCE THE DIGITAL AND IN-PERSON -- A WAY TO CAPTURE MOST PEOPLE.

ASHLEY, NEXT SLIDE. SO, THIS IS WHAT I JUST MENTIONED. WEDNESDAY, MARCH 27, WE'LL BEGIN ADVERTISING FOR THE MEETING NEXT WEEK. I DIDN'T DO IT YET BECAUSE I DON'T WANT TO CONFUSE PEOPLE WITH ALL THE MEETINGS THAT WE'LL BE HAVING. SO, JUST TO SAY, KEEP AN EYE OUT. SIGN UP FOR THE EMAIL LIST, YOU WILL HAVE UPDATES ON THIS. IF YOU WANT TO CHECK THE WEBSITE IT WILL BE THERE. WE'LL SEND OUT REMINDERS THROUGH SOCIAL MEDIA, THROUGH THE CITY MANAGER'S DAILY EMAIL AND THROUGH THE CONSTANT CONTACT LIST. WE'LL DO AS MUCH AS WE CAN TO GET THE WORD OUT. ON BEHALF OF THE PLANNING TEAM, BOTH THE CITY STAFF AND THE CONSULTANTS, THANK YOU SO MUCH FOR BEING HERE TONIGHT AND ALSO FOR THOSE WHO HAVE STUCK THROUGH TO THE END, WE APPRECIATE THAT. AND HOPEFULLY, IT GAVE AN IDEA OF WHAT THE PLAN IS AND WHAT THE PLANNING PROCESS WILL LOOK LIKE. AND HOW IT IS DIFFERENT FROM SOME OF THE OTHER WORK GOING ON IN THE CITY RIGHT NOW WITH RESPECT TO THINGS MORE MOBILITY-BASED AND TRANSPORTATION-BASE. WE LOOK FORWARD TO GO THROUGH THE PROCESS WITH EVERYONE. IT WILL BE A LONG PROCESS, BUT I THINK IT WILL BE A RICH ONE AND A DEEP ONE. AND WE'RE EXCITED TO GET STARTED. SO WITH THAT, I THINK WE CAN END THE MEETING. AGAIN, IF YOU HAVE FOLLOW-UP QUESTIONS, FEEL FREE TO GET IN TOUCH WITH ME. ASHLEY, IF THINGS ARE GOOD ON YOUR END... ANYONE ON THE TEAM HAVE LAST COMMENTS?

>> ONE QUICK COMMENT AND IT CAME UP IN THE BREAKOUT ROOM. SOME OF THE CHATS ARE GOING TO DIRECT PEOPLE. WE HAVE A LIST OF ALL OF THEM TO LET EVERYONE KNOW. AND SO, I THINK WE SHOULD PUBLISH THEM ALONG WITH THE SLIDES SO WE CAN ANSWER THEM IF YOUR QUESTION WASN'T ANSWERED.

>> ABSOLUTELY.

>> YOU CAN -- WE CAN FOLLOW UP DIRECTLY THROUGH THE EMAIL LIST AS WELL.

>> THANKS FOR MENTIONING THAT. I GOT A HANDFUL OF DIRECT MESSAGES, WE'LL MAKE SURE TO POST THE CHAT ONLINE WITH THE RECORDING, LIKE ASHLEY SAID. AND TRY TO GET TO AS MANY QUESTIONS AS WE CAN. SO, THANK YOU.

>> THANK YOU EVERYBODY.

>> WE REALLY APPRECIATE YOUR TIME AND HAVE A GOOD EVENING. GET SOME DINNER -- OKAY. TAKE CARE.