



City View

WINTER 2014

Creating a Culture of Health in Cambridge



Ask locals what the Cambridge Public Health Department does, and you might get some puzzled responses. “Inspect restaurants?” “Prevent epidemics?” “Help homeless people?” “Bed bugs?”

As these real comments from Cambridge residents and workers suggest, pinpointing the role of a health department isn't easy. The Cambridge Public Health Department (CPHD), like all municipal health agencies, is responsible for protecting the health of the community by promoting healthy lifestyles and preventing disease and injury.

“Good health means more than having a doctor and insurance – it's also about having opportunities for education and employment, feeling safe, having a strong social network, and living in a community that supports healthy choices,” said Claude Jacob, the City's Chief Public Health Officer and Director of the CPHD. The department has launched an initiative to create a “culture of health” in Cambridge as part of an effort to

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City Manager's Message

Dear Resident,
A sense of community is an important part of what makes Cambridge a special place to live, work, learn, or play. City sponsored events—like the Citywide Dance Party, Danehy Park Family Day, World Cup public viewings, or free movies in our parks—aim to bring residents together. A strong community makes tackling difficult City issues easier.



To further foster our capacity for productive community dialog, I have appointed a new Committee on Civic Unity which will serve in an advisory role to me and the City Council. The Committee will actively endeavor to preserve and enhance Cambridge as a diverse and welcoming place. Committee members will assist the City in facilitating discussions, understanding lessons learned, and exploring best practices and new ideas on issues dealing with race, class, religion, sexual orientation, income, physical ability, age, and gender.

Additionally, I have appointed the City's first ever Coordinator of the Cambridge Initiative on Domestic and Gender-Based Violence Prevention. This new Coordinator reports directly to me and will oversee the development of the City's domestic and gender-based violence prevention and intervention strategies.

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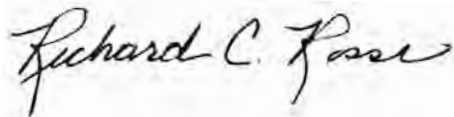
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As a precursor to next year's citywide planning process, the City launched a major outreach initiative called "Cambridge Conversations" to solicit community input about the desired future of Cambridge. During the summer, City staff held three community meetings and over 15 drop-in sessions at sites throughout the city, as well as tested a new online engagement forum. Meetings with youth and neighborhood groups have continued into the fall, along with outreach to traditionally

under-represented constituencies. An interim summary of feedback received was delivered to the City Council in July and can be viewed at www.cambridgema.gov/ccreport. Community engagement and active participation is essential for a successful plan; the City will continue to make it an integral part of the process.

Finally, as construction continues on Cambridge's first near NetZero building, Martin Luther King Jr. Elementary School at 100 Putnam Avenue, the City is in the process of selecting an architectural designer for the King Open/Cambridge Street Upper School, the next school campus to be renovated as part of the Innovation Agenda. Our sound fiscal policies and careful attention to budgetary expenditures make these investments possible. As my team begins preparing the FY16 Budget, we will continue to balance the need to provide a level of service that residents desire while maintaining the modest tax implications that taxpayers have come to expect.

I encourage you to visit www.cambridgema.gov to learn more about City services and events.



MLK School Artist Rendering, Perkins Eastman

Innovative Thinking in Cambridge Public Schools (CPS)



CPS bridges the digital divide through a partnership with Lesley University at the Kennedy-Longfellow School.

For students at Kennedy-Longfellow Elementary School, technology isn't something you learn about, it's the way learning happens.

Principal Christine Gerber explains, "Our school offers an embedded approach to technology. In the same way our students use

books, pencils, and paper; they're also using technology to explore their world and report on what they've discovered."

Like all of Cambridge's schools, Kennedy-Longfellow has a diverse student population, and over half the students qualify for a free or reduced-price lunch. The school's technology program supports educational equity, erasing the societal and economic barriers sometimes called "the digital divide."

Through student-centered and open-ended projects,

students learn to use technology as creators rather than consumers. Every student has their own iPad loaded with math apps, programs for writing and sketching, and tools that integrate images and hyperlinks into multi-media presentations. Instead of a traditional computer lab, Kennedy-Longfellow has a "makerspace," featuring robotics and circuitry, cameras and a green screen, and an

open layout with mobile carts for laptops and iPads. Even the school's youngest students learn logic and robotics while practicing their literacy and math with programmable "Bee Bots."

To extend technology access beyond the school day, the school offers after-school classes in robotics and "Scratch" computer coding. Motivated Scratchers have gone on to learn Python, a "grown-up" programming language, before completing the fifth grade. Students without computers can also go to the library to check out a device called Raspberry Pi that turns their home TV into a home computer.

Generous funding from Albert Merck made this work possible by supporting a STEAM partnership with Lesley University. STEAM (Science, Technology, Engineering, Arts and Mathematics) is an approach that reflects the interdisciplinary mindset of today's technological fields.

Kennedy-Longfellow is unique in its focus on technology, but all CPS schools are committed to technology access for all students. To learn more, please see our website: www.cpsd.us.

become one of the first nationally-accredited health departments in Massachusetts. This effort began last year when CPHD asked residents, City leaders, and the community what they believed were the city's most pressing socioeconomic, health, and environmental concerns. These findings are reflected in the 2014 City of Cambridge Community Health Assessment, www.cambridgepublichealth.org.

The affluent face of Cambridge often masks profound issues experienced by the City's middle-income and poor residents. Many residents spoke about "upstream" issues impacting their health, such as safe and affordable housing, stigmas associated with mental illness, income inequality, and the high cost of health insurance and deductibles. Cambridge is well-poised to tackle the health and social inequities that do exist in the city. "We hope to build a culture of health in Cambridge in which everyone has a fair shot at good health,

whether they live in public housing or in wealthier neighborhoods," said Jacob. Earlier this year, over 65 community leaders and Health Department staff participated in planning sessions to select health priority areas for the City based on the assessment findings. The priority areas are: mental and behavioral health; housing affordability; healthy eating and active living; violence; substance abuse (including tobacco); access to health care; and equity and social justice.

This important work cannot be accomplished by one agency alone. Over the coming months, the Health Department will engage civic and community partners to develop and implement a multi-year plan to achieve the City's vision for a healthy Cambridge. CPHD is a municipal health agency operated by Cambridge Health Alliance through a contract with the City of Cambridge.



Taking College Prep to a New Level

This fall, the City is launching the new Office of College Success to help students better prepare and plan for the demands of higher education.

While Cambridge learners, young and old, are making it to college, some do not have the skills or support needed to succeed, and many are not prepared for what to expect financially, socially, or academically. Overcoming these obstacles will require collaboration among schools, out-of-school time programs, alternative and adult education providers, and youth and families from across the city. The Office of College Success will work with these groups on ways to better prepare students for college and to organize follow-up support for Cambridge students while attending college.

For a variety of reasons, it is difficult to obtain data on the number of students who declare their intention to pursue higher education, but drop out. The Department of Human Service Programs (DHSP), Cambridge Rindge and Latin School (CRLS), Cambridge Housing Authority (CHA), and many community agencies that provide college prep services are collaborating as the College Success Initiative (CSI)

to address students' challenges and help them push harder towards a degree. CSI partners focus on students who are low-income, first in their family to go to college, or immigrants with no US college experience. The Office of College Success will work to increase the number of residents prepared for college and career by better coordinating programs serving CRLS students and adult learners; sharing best



practices around student coaching; creating a clearing-house of information about Federal Student Aid, scholarships, and scholarships and the college search process; developing closer partnerships with local colleges; and piloting ways to support students during the critical first and second semesters of college when the risk of dropping out is highest.

Participatory Budgeting in Cambridge

What is Participatory Budgeting (PB)?

RESIDENTS MAKING REAL DECISIONS ABOUT REAL MONEY.

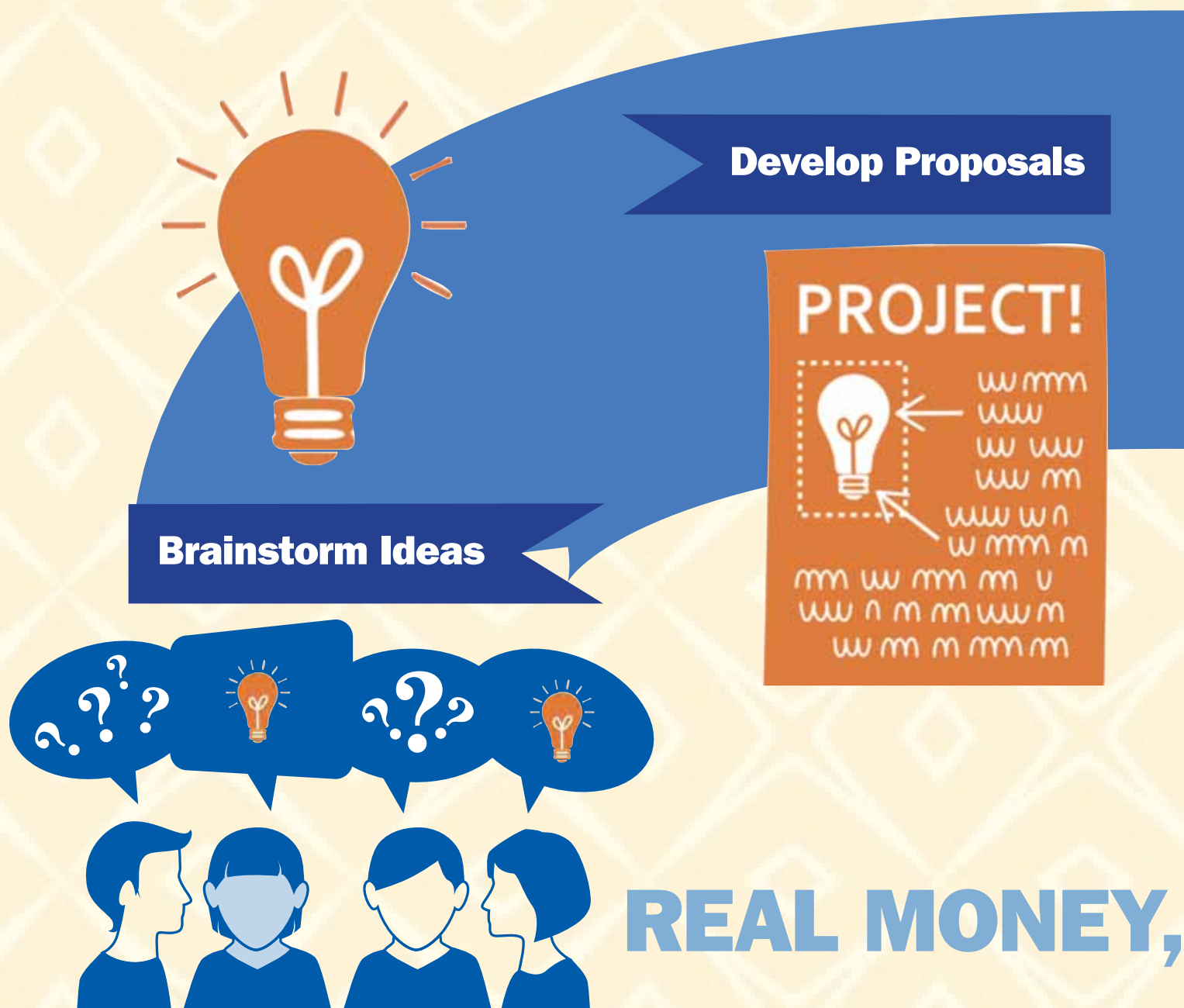
Participatory Budgeting is a democratic process through which community members directly decide how to spend part of a public budget. Cambridge's pilot PB project will for the first time, directly involve residents in the budgeting and City-building process, foster civic engagement and community spirit, and help ensure that the City's Capital Plan reflects the priorities of Cambridge residents. Since its inception in 1989, over 1,500 city budgets around the world have undertaken Participatory Budgeting initiatives, including Boston, Chicago, New York, San Francisco, and Vallejo, CA.

How much money is Cambridge setting aside and for what can it be used?

The City is setting aside **\$500,000** in capital funds for the 2014-2015 PB process. These funds will be used for one-time capital projects.

How will Cambridge's PB process work?

The City is partnering with the Participatory Budgeting Project (PBP), a non-profit organization, to organize Cambridge's pilot PB process. Learn more about PBP at www.cambridgema.gov/yourbudget.





Vote



Fund & Implement Projects



Key phases of Cambridge's 2014-2015 PB process will include:

- Residents brainstorm and submit IDEAS (November-December 2014)
- Volunteer budget delegates turn ideas into concrete project PROPOSALS (January-February 2015)
- City staff vet proposals for FEASIBILITY (February-March 2015)
- Residents VOTE on which projects they'd like the City to fund (March 2015)
- RESULTS are announced and winning projects are included in the City's FY16 Capital Budget (April 2015)
- Projects are IMPLEMENTED (July 2015 onward)

Awesome! How do I get involved?

- Log onto www.cambridgema.gov/yourbudget to SUBMIT IDEAS ONLINE or find out about upcoming brainstorming sessions and events
- Contact the City's Budget Department at PB@cambridgema.gov or (617) 349-4270

REAL POWER – PARTICIPATE!

Graphics: The Participatory Budgeting Project

City's Civic Spaces get 21st Century Technology Upgrade

The City has embarked on a major initiative to improve audiovisual systems in some of its meeting rooms that are most commonly used by the public. The first phase of this project, to be completed in fall 2014, is taking place at Cambridge City Hall, the almost 125-year-old Richardsonian Romanesque building in Central Square.

The most extensive work is in the historic Sullivan Chamber, the hub for civic participation in Cambridge. The project's goal is to enhance the public's interactive experience

through the deployment of new technologies and broadcasting capabilities. The City Council Chamber's upgrades will completely change the way meetings and events are experienced. The new directional sound and lighting technologies, 13 foot automated screen and projection system, sound attenuation panels and specialized window treatments, and an HD camera system will dramatically enhance the ability to hear and see in the Chamber and on cable TV broadcasts.

Additionally, this project continues Cambridge's commitment to ensuring equal access for all residents by installing a state-of-the-art integrated assisted listening device system and an accessible ramp to the Mayor's rostrum. Also, City Council meetings broadcast from the Chamber will now have real-time captions encoded in the video.

The two other meeting rooms at City Hall, the Ackermann Room and

Sophie Room, will receive lighting, audio, sound attenuation and thermal comfort upgrades, as well as video conferencing capabilities. The next phase of this project will include improvements to the Citywide Senior Center at 806 Mass. Ave. and the City Hall Annex at 344 Broadway.

While the Audiovisual Project focuses on integrating modern technology into a historic building, another project will soon be underway focusing on maintaining the historic character of City Hall's interior by refurbishing the common corridor woodwork. The goal is to create an even appearance and flow, from the basement to the third floor, to all of the building's woodwork. Any blemished, missing, or damaged woodwork components will be repaired or replaced and then refinished.



City Council Chamber, 1979

Harvard Art Museums Renovated and Expanded Facility Reopens



Harvard Art Museums—comprising the Fogg Museum, the Busch-Reisinger Museum, and the Arthur M. Sackler Museum—will open their newly renovated home on Sunday, November 16, 2014. Cambridge residents are invited to a special Cambridge Community Day to preview the museums on Saturday, November 15, from 10 a.m. to 7 p.m., at Harvard Art Museums, 32 Quincy St. Admission is free. More information about this event, including details about tickets, can be found on the calendar for the muse-

ums' website, www.harvardartmuseums.org. Cambridge residents can also enjoy free admission year-round with proof of residency.

Designed by world-renowned architects Renzo Piano Building Workshop, the museums' landmark building brings the three museums and their collections together under one roof for the first time, inviting students, faculty, scholars and the public into one of the world's great institutions for arts scholarship and research. The Harvard Art Museums have internationally renowned collections, which are among the largest art museum collections in the United States.

Far more than a building plan, this project is an essential reinvention and rethinking of the museums' role in the community and the place of the arts in an advanced education. The expansion is designed to provide far greater access to the museums' collections and create new resources for study, teaching, conservation, and exhibition. The project increased gallery space to 43,000 square feet. The Calderwood Courtyard, which resembles an Italian piazza, has been restored as the central point of circulation in the museums' new home. The new glass rooftop allows controlled natural light to illuminate the building.

Emergency Communications: Our Public Safety Partner “Behind the Scenes”

“911, what is the location of your emergency?” Last year, dispatchers in the Cambridge Emergency Communications Center (ECC) answered more than 40,000 emergency calls from residents and visitors in need of assistance from police, fire, or emergency medical services.



“ECC staff strive to provide the best customer service to residents during those difficult times,” says Christina Giacobbe, the first female Director of the Center. “Their dedication and commitment to the community is remarkable and they are proud to be a part of the public safety team serving the residents of this community.”

The ECC’s mission is to serve and protect residents, visitors, and workers in the City while collaborating with police, fire, and emergency medical services partners. ECC staff is at the heart of every emergency, whether it is a sparking wire on the street or a major fire, police, or EMS incident.

ECC dispatchers operate in a state-of-the-art facility that contains specialized equipment and computer displays for receiving 911 calls,

fire box alarms, alerting fire stations, monitoring mutual aid fire alarms, and accessing various state and federal police computer systems. Additionally, every staff member is certified in emergency medical dispatch, a protocol that ensures call takers are asking the right questions and providing clear and concise lifesaving instructions (e.g. CPR) to the caller while they await EMS response.

Remember, when calling 911, dispatchers are asking questions that are necessary to ensure that the appropriate response is sent to your emergency. These are important questions that can help save lives. The first and most important piece of information you should provide in a 911 call is the accurate location of the emergency. After that, dispatchers will

assist you in providing the information emergency responders need.

Calling 911 from your cell phone?

911 calls made from any cell phone are answered by the State Police Dispatch Center, not a local police or fire department. It is important that the first piece of information you provide is the location of the emergency in Cambridge. The call taker will quickly transfer you to Cambridge 911 dispatchers.

Next Generation 911 will enhance current 911 systems by creating a faster, more flexible, resilient, and scalable system. This new technology will allow digital information (e.g., voice, photos, videos, text messages) to flow seamlessly from the public, through the 911 network, and then to emergency responders.



Crime Continues to Decline in Cambridge

The Cambridge Police Department’s Crime Analysis Unit has reported that through the first nine months of 2014, serious crime in Cambridge has declined 15 percent. There have been 361 fewer serious crimes reported in Cambridge over the first nine months of 2014 when compared with the same time frame in 2013. When measured against the five-year average, there has been a notable 20 percent decrease in violent and property crime.

Larceny and burglary property crimes continue to be the key indicators and primary drivers of the overall cascading decline of serious crime. The index crime for burglary has fallen 27 percent, while the total number of larcenies has been reduced by 15 percent. Larceny from persons (-39 percent), larceny from motor vehicles (-25 percent), and housebreaks (-30 percent) have all experienced double-digit drops.

Cambridge Police Department is committed to the enforcement of laws and preservation of order that protect the rights and property of every person within the City of Cambridge. Its mission is to provide the highest quality of police service and to combat crime, and its associated elements, through the utilization of new and proven crime prevention strategies and problem-solving partnerships with our community. Follow us @CambridgePolice on Twitter or www.facebook.com/CambridgePolice.



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ECRWSS

**Resident Postal Customer
Cambridge, MA**

Ready, Set, Snow!

The snow season is almost here! Whether you are new to the City or a lifetime resident, it is important to remember that during major winter storms, the City may declare a Snow Emergency. Once declared, parking is prohibited on streets signed "No Parking during Snow Emergency." To avoid being towed, residents and visitors should avoid parking their vehicles in these restricted areas for the duration of the Snow Emergency.



Responsible for over 125 miles of roadway and 18 miles of sidewalk, the Department of Public Works labors around the clock to clear city streets and sidewalks, beginning with major arteries. However, residents and businesses play a critical part in this process.

City Ordinance requires property owners to remove snow from sidewalks next to their property or business within 12 hours of daytime snowfall and before 1 p.m. when it has fallen overnight. Also, all ice must be removed within six hours of the time it forms. Your participation helps the City return streets and sidewalks to safe, passable conditions as quickly as possible.

For more information and Snow Emergency resources, please visit www.cambridgema.gov/snow.

Are you a disabled or elderly homeowner who qualifies as low-income? You may be eligible for an exemption. Call the Council on Aging to learn more about this program: 617-349-6220 (voice) or 617-349-6050 (TTY).

2015 Resident Permits Available

Although current permits do not expire until Jan. 31, 2015, residents are encouraged to renew early and online to avoid delays. You must have an active 2014 residential parking permit to renew online. The winning entry from the 2015 Resident Permit Photo Contest was Alewife T Sculpture. New this year, households without vehicles that have an active 2014 visitor permit may also be eligible to renew online. When renewing, residents can make a voluntary contribution to the City's climate change initiatives. For more information, call 617-349-4700 or visit: www.cambridgema.gov/traffic.



Photo: Takako Tokuoka



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