



City View

SUMMER 2015

Real Money/Real Projects/ Real Power

Participatory Budgeting Project Winners Announced!



City officials recently announced the winning projects of Cambridge's first Participatory Budgeting (PB) process, which enabled residents to directly decide how to spend \$500,000 of the FY16 Capital Budget. Residents were invited to submit project proposals to improve Cambridge. The six winning projects that will be funded are:

- 100 new trees and tree wells in low-canopy neighborhoods (\$119,400)
- 20 new laptops for the Community Learning Center (\$27,000)
- Bilingual books for children learning English (\$7,000)
- Public toilet in Central Square (\$320,000)

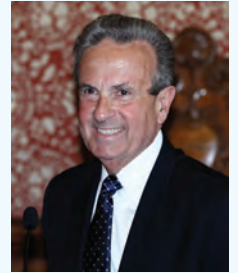
- 8 bike repair stations (\$12,000)
- Free public Wi-Fi in 6 outdoor locations (\$42,000)

Over 380 project ideas were submitted. Volunteer Budget Delegates helped develop the best ideas into 20 concrete proposals to be voted on by the community. Cambridge was the first city in the US to offer an online voting option for PB, making the process more accessible to community members. Over 2,700 residents voted, 72% of which did so online.

Thanks to all who helped make this initiative a success.

Want to get involved? The second round of Participatory Budgeting begins soon!
cambridgema.gov/PB2015

City Manager's Message



This was an extremely difficult winter for the region and for Cambridge. I would like to express my deepest appreciation for the patience, cooperation, and understanding that Cambridge residents and businesses demonstrated, as well as to our City staff who worked countless hours on snow operations. During significant storms, the City deployed 150 pieces of plowing equipment and used a total 9,400 tons of salt this winter. For haulage operations, we used 80 pieces of equipment to move snow to "snow farm" sites in Cambridge. We will be investing in additional snow equipment in the coming year.

I am grateful to Harvard and MIT for providing free parking for residents during snow emergencies and, in the case of Cambridgeside Galleria, for providing parking for an extended period due to the excessive snowfall.

This fall, our biennial citizen survey was conducted. I am pleased to report that 89% of respondents indicated that the "overall quality of life" in Cambridge was either excellent or good and 92% of respondents indicated that Cambridge was either an excellent or good "place to live." The services that the City provides are an important contributing factor in these responses.

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My FY16 Budget released in April, sets a bold agenda for the City that closely links with the priorities established by the City Council. Our sound financial practices have left the City with substantial reserves and I anticipate that we will end FY15 in a very strong financial position. Some new initiatives include expanding our curbside composting program, implementing cultural competency training for City employees, supporting the Citizen Committee on Civic Unity, expanding self-checkout and self-service holds at the Main Public Library, creating a STEAM Coordination Office, and exploring broadband alternatives for our community. Additionally, major priorities that will impact the budget will include construction of the King Open Elementary/Cambridge Street



A reading adventure awaits at the Main Library.

New Solar Powered Benches

Cambridge will be installing 12 Soofa, solar-powered benches that double as charging stations for mobile devices. These benches will offer a comfortable place to sit, while building smart, social and sustainable spaces. Cambridge is part of the Early Adopter Program, one of just a few communities across the United States to receive these unique charging stations. The name Soofa stems from the acronym for smart urban furniture appliance (SUFA) developed by Changing Environments Inc., an MIT Media Lab spin-off based in Cambridge.



Official White House Photo by Pete Souza.

Upper School, Citywide planning efforts, redevelopment of the Foundry Building, and recommendations from the Early Childhood and Net Zero Task Forces.

Our Emergency Communications Center will deploy Next Generation 911 technology to expand citizen options for reporting emergencies and the Traffic, Parking and Transportation Department will explore two new parking payment systems: smart meters and pay-by-phone programs. These are just a few initiatives we will be undertaking in the coming year. I encourage all residents to explore our budget document. It provides valuable insight into City services. You can download a copy at cambridgema.gov/FY16Budget.

The City Council and City Administration are dedicated to continuing to improve the quality of life for everyone in our community in an environment of excellence while maintaining a strong financial position including awareness of the impact on taxpayers. I believe that the City's initiatives and spending priorities reflect not only the goals of the City Council, but also the priorities of the residents and taxpayers of Cambridge.

A handwritten signature in black ink that reads "Richard C. Fosse".

New Hawk Traffic Signal



This summer, the City will be testing out HAWK, a new type of traffic signal at Sixth & Binney Streets. HAWK, which stands for High intensity Activated crosswalk, contains two adjacent red lights and one yellow light. Pedestrians activate it upon arrival. The new light protects pedestrians like a regular traffic signal, yet allows vehicles to proceed through intersection when crosswalk is empty.

Indicators:

- When no lights are on, it is safe to drive through, but watch for pedestrians.
- Flashing yellow means button has been pushed, so watch for pedestrians.
- When yellow light stops flashing, drivers should stop if able to do so safely.
- When two red lights come on. STOP. The WALK sign is on and pedestrians are crossing
- When red lights start flashing, if crosswalk is empty, drivers can proceed after stopping, as if there is a stop sign.

See more at: cambridgema.gov/hawksignal

Planning for Livability: Getting Around Town

It's no secret that people choose to live, work, and play in Cambridge because it's a compact and well-balanced city, with a mixture of housing, retail, services, and institutions.



Also, Cambridge is relatively flat, making it is easy for most people to make at least some of their trips without driving. But traffic, how the City manages it, and how we approach planning for the future, is on the minds of residents, employees, and employers alike. Addressing the challenges and opportunities for multiple modes of transportation to safely share roads and sidewalks is one of the City's primary goals. Working across disciplines, staff apply guiding principles to prioritize and effectively direct resources to infrastructure projects and policies that keep traffic in check while allowing economic vitality in Cambridge.

We have a robust program to make it safe and convenient to get around town, developed over time to improve quality of life, meet our climate goals, and relieve pressure on our roadway capacity and parking supply. Efforts to make our city easier to navigate without driving have paid off.

About 30% of Cambridge households do not own cars and many do not use their cars on a daily basis, relying on other options. Among small cities, we have the highest percentage of residents commuting by means other than driving. Traffic analysis is a key element in the City's toolkit—information gleaned from analysis of current conditions and proposed development guides both short and long-term planning.

Ensuring New Development is Consistent with City Policy

In Cambridge, large projects (generally over 50,000 sf) are required to complete a Traffic Impact Study (TIS), which evaluates existing traffic conditions, anticipated traffic from the proposed project and other nearby development projects.

Project impacts are also evaluated against Planning Board Transportation criteria, which help determine if a project will have a "substantially adverse impact." City staff work with developers on ways to minimize project impact, such as implementing measures that encourage, support, or subsidize use of sustainable modes of transportation (i.e. walking, bicycling and transit) rather than single occupancy vehicle use. These measures are commonly called Transportation Demand Management Measures (TDM). Some projects also require a Parking and Transportation Demand Management (PTDM) Plan, which is monitored annually by the City.

Using Data

The City maintains and monitors data from traffic impacts studies and other sources to help staff understand transportation trends and issues for neighborhood planning, zoning and development projects. One example of how we apply ongoing analysis is the recent change in Cambridge's Bicycle Zoning requirement for new development projects. Using census data, traffic studies, CitySmart program and other information, the City updated the amount of bicycle parking required to reflect data and trends demonstrating the growing need for more convenient bicycle parking. Over the next year, the City plans to make transportation related data available to the public through the City's Open Data Portal at: cambridgema.gov/data2015.

Western Avenue Improvements

The Western Avenue Reconstruction Project is nearing completion. Accessibility considerations for pedestrians and cyclists was a high priority for neighborhood residents. New sidewalk improvements will make travelling easier for parents with baby strollers and residents in wheelchairs. Bump-outs at crosswalks and raised crosswalks on side streets will improve sight lines for pedestrians and motorists.

Another exciting new feature is the raised cycle track from Pleasant Street to Memorial Drive. Cyclists no longer have to share the road with vehicles and can travel at their own pace. The tracks will have a porous pavement, which allows for a puddle free ride during and after rain events. Cyclists will also have their own set of traffic lights at the Howard Street and Putnam Avenue intersections. When the bicyclist image turns green, cyclists can proceed before motorists, which will assist in reducing conflicts for motorists making a right turn. Together, these improvements will enhance safety for all. See more at: cambridgema.gov/WAvenue.





Summer

Dragon Boat Festival

Sat/Sun, June 13-14, Charles River
Boat races, music, dance, Asian foods.
camb.ma/DragonBoat15

Hoops 'N' Health

Saturday, June 20, 10 a.m.-6 p.m.
Basketball Tournament & Health Fair (12-5 p.m.),
Hoyt Field. Free food, music, prizes and children's
games. cambridgepublichealth.org

MAY/JUNE

Fresh Pond Day

Saturday, May 30, from 11 a.m.-3 p.m.
Fresh Pond Reservation (250 Fresh Pond Parkway)
Celebrate Cambridge's water supply and urban
wild, with live music, wildlife presentations, a
wildlife and bicycle parade, kids' activities.
cambridgema.gov/FreshPondDay2015



Cambridge River Festival, Central Square

Saturday, June 6, Noon-6 p.m.
Mass Ave. from Sidney to Prospect St.
Live music stages, visual arts, theatrical and
dance performances, family entertainment,
art-making, crafts and international food!
Presented by Cambridge Arts Council. Free.
cambridgema.gov/RiverFest15



Summer Library Programs

Check your nearest branch library for dates and
times of free events and programs for all ages!
cambridgema.gov/summercpl



Museum Passes for Library Cardholders

Enjoy free or discounted passes to museums and
zoos with your Cambridge Public Library card.
cambridgema.gov/cpl/2015pass

Sunday Parkland Games

The Charles River Conservancy, in partnership
with the MA Department of Conservation and
Recreation offer free Sunday games in the late
afternoon from June through September on the
banks of the Charles River along Memorial Drive
by the Weeks Footbridge in Cambridge.
camb.ma/Sundaygames15

Middle School Activities Club

This citywide club, under Cambridge Youth
Programs, is a great place for young people in
grades 6-8 to develop socially in a structured
way through field trips and outings.
cambridgema.gov/MSAC15

Central Square Summer Events

Free music in the streets of Central Square.
camb.ma/SummerEventsCS

Dance for World Community Festival

Saturday, June 13, Harvard Sq.
Free events during week too!
camb.ma/SummerDW



Make Music Harvard Square

Saturday, June 20, 12-10 p.m.
Free music in Harvard Square.
camb.ma/MakeMusic15

City Dance Party

Friday, June 26, 7-11 p.m.
Dance in the street in front of City Hall at this lively
event for the entire Cambridge community.
Ph. 617-349-4301, cambridgema.gov/DP15



Fun For Everyone

JULY

Screen on the Green

Wednesdays at 7 p.m., July-Aug
Enjoy a movie theater size screen, jugglers, clowns, music and magicians.
Ph. 617-349-6200, cambridgema.gov/SG15

Summer in the City

July-August (dates and times vary)
Cambridge Arts Council produces an array of multicultural and interactive performances throughout the City's parks and public spaces featuring dance, music, storytellers, theater and puppetry for children ages 4-11. Free.
cambridgema.gov/SITC



Open Archives Tours

July 15-18
A rare chance to go behind the scenes at archives and repositories in Cambridge.
camb.ma/openarchives15

Cambridge Jazz Festival

Sunday, July 26, 12-6 p.m.
University Park Commons, Sydney St.
cambridgejazzfestival.org



Taste of Cambridge

July 14 (Rain Date July, 16), 5:30-8:30 p.m.
Along Sidney St., Central Square.
Annual food extravaganza.
Info. & Tickets: camb.ma/TasteCambridge15

AUGUST

Inman Square Events

Inman FUNCH, free lunchtime music and wellness activities at Vellucci Plaza (Aug. 6 & 13), Family Movie Night (Aug. 20). inmansquare.com

FabLab's Fab11 Festival Aug 8-9

Celebrate creativity, with hands-on activities & demonstrations.
fab11.org

SEPTEMBER

Cambridge Carnival

Sunday, Sept. 23, 12-7 p.m., Kendall Square
Festive celebration rooted in African traditions with a dazzling costume parade, music, dancing & international food. camb.ma/CambCarnival15

PARK (ing) Day

Friday, Sept. 18
Annual event encouraging citizens to transform metered parking spots into temporary public parks. cambridgema.gov/parkingday15



Danehy Park Family Day

Saturday, Sept. 19, 11 a.m.-4 p.m.
Amusement rides, roving performers, Children's stage. Free hot dogs, chips, sodas.
Ph. 617-349-4301, cambridgema.gov/Danehy15



Cambridge Discovery Day

Saturday, Sept. 19
Explore Cambridge during free tours and events presented by experienced guides.
camb.ma/CDD15



Fall Bike Ride

Sunday, Sept. 27 Discover new places on bowtie themed bike tours. camb.ma/FallBR15

Cambridge's Long Standing Commitment to Affordable Housing

The City's longstanding commitment to affordable housing has helped meet the housing needs of thousands of residents through a variety of programs and funding offered by the Community Development Department (CDD).

Affordable housing has been a priority in Cambridge since the end of rent control in the 1990s. The City has taken steps that few other municipalities can to address housing affordability. This has paid off in the numbers of people housed, affordable units created



Bishop Allen Apartments (32 affordable units)

and preserved, and funds leveraged by the City's investment. Cambridge has long stood out as an example of what a city can do when it is committed to housing. This effort has also helped preserve the socioeconomic diversity of the city.

Housing is considered "affordable" when a tenant or homeowner pays no more than 30% of their gross income for housing costs. Affordable housing in Cambridge serves low, moderate, and middle-income households, with the most programs targeted to those who earn less than 80% of Area Median Income adjusted for household size. In Cambridge, there are over 7,600 affordable units, including rental housing, homeownership, and inclusionary zoning units that serve many different household types. Affordable housing units are found in affordable buildings, mixed into market-rate rental buildings, and scattered throughout many condominium buildings. Affordable rental and homeownership units remain so through long-term deed restrictions held by the City or another entity.

Our Approach

In just the last 5 years, Cambridge has invested more than \$50 million in affordable housing efforts, leveraged hundreds of millions of dollars of other public and private investments, and created and preserved more than 1,370 homes for low, moderate, and middle-income families.

Cambridge's high housing costs necessitate creative use of resources to achieve affordability goals. The City's most significant funding for affordable housing comes from allocating City funds to the Affordable Housing Trust which was first done in 1995. The adoption of the Community Preservation Act (CPA) in 2001 enabled the City to greatly expand this commitment, and has provided \$115 million in CPA funds for the Trust. Learn more at cambridgema.gov/CPA15.

The City takes a multi-faceted approach to affordable housing and has many strategies in place to respond to the continuing and evolving need for affordable housing. The Housing Division of CDD manages and implements City housing efforts and advances City housing goals by:

- Offering affordable housing;
- Creating new affordable housing;
- Preserving existing housing at-risk due to threat of expiring use restrictions, physical condition or financial need;



Putnam Square Apartments (94 affordable units)

- Providing homebuyer education and counseling;
- Offering housing rehab assistance/financing to homeowners.



Chapman Arms Apartments (25 affordable units)

Inclusionary Housing & Incentive Zoning

There are two major affordable housing-related requirements in the City's zoning ordinance, one which brings in new funds for affordable housing (incentive zoning), and one which directly creates affordable units (inclusionary housing). Incentive zoning requires developers of certain new non-residential developments to contribute funds to the Affordable Housing Trust to address the impact of their development on housing needs. To date, the incentive zoning provisions have resulted in contributions of \$4.5 million for the Cambridge Affordable Housing Trust.

The City's inclusionary housing requirements, which apply to new residential developments, necessitate that developers include affordable units mixed throughout each new building. So far, more than 820 new affordable units, located in private buildings throughout the city, have been built without the need for any subsidy funding.

Housing available through CDD

Affordable rental and homeownership opportunities are made available through CDD's Housing Division which accepts applications on a rolling basis. Preference for available units is given to residents and,



Print Shop Condominiums (24 affordable units)

for family-sized units, to applicants with children. These units include new and existing rental units as well as homeownership units within the City's stock of more than 500 limited equity units. When available, buyers for new homeownership units are selected by lottery.



I never dreamed we could afford to live in such a beautiful place. With the money we are saving because of the City's Affordable Rental Program, we are able to save more for our daughter's education. We are so very lucky.
Veli Albano

In the end, it is about people

Cambridge's success in creating and offering affordable housing has helped more than 420 individuals and families remain in the community in the past 5 years. "We desperately wanted to move for more space and more importantly, more stability," says Dan, a father of three who with his wife recently purchased an affordable home through CDD's homebuyer program. "The energy we wasted on a bad living situation is now going in healthier directions since we bought our

home." Natalia, who recently retired, was facing paying more than 50% of her income in rent. For her, moving into an affordable rental unit offered by the City "brought me a sense of great relief from anxiety about my financial situation."

In the coming months, a large number of affordable rental units will become available through CDD in new buildings that are nearing completion, in addition to a number of homeownership units and new units affordable for middle-income households.

To learn more about housing, attend one of CDD's monthly information sessions and visit cambridgema.gov/housing2015.

What's Next?

Over the next year, the City will continue offering affordable housing and assistance for residents while also looking at new ways to address housing needs. As costs continue to rise, there is an emerging need for housing that is affordable to middle-income households as well as continuing need for low and moderate-income families, seniors, homeless,



I found out about the City's affordable rental opportunity through a flier given out at my grand-daughter's school. I live in a newer apartment community with state-of-the-art amenities, nearby shops, and public transportation two blocks away. I feel so blessed to be able to live here.
Debbie Hill

AFFORDABLE HOUSING PROGRESS (LAST 5 YEARS):

1,370 units of affordable housing created or preserved
440 affordable units recapitalized, rehabbed and/or revitalized with City/Trust funding
424 units with expiring use restrictions preserved
351 affordable units completed or now under construction under inclusionary requirements
280 households in affordable rental housing through CDD's rental housing program
158 newly created affordable units
140 homebuyers purchased affordable homes through CDD's homeownership program

and special-needs populations. CDD is now working with affordable housing providers and other public agencies to find new opportunities and develop new ideas while also reexamining how the private sector can help address affordable housing goals. These conversations will continue and be a significant component of the upcoming citywide plan.

Upcoming Affordable Housing Information Sessions

- June 8, 6-8 p.m.,
Corcoran Park Community Room
- July 9, 10 a.m.-2 p.m., City Hall Annex
- August 11, 6-8 p.m.,
Central Square Branch Library
- September 10, 6-8 p.m.,
St. Paul AME, 85 Bishop Allen Drive



Cambridge Court Apartments (92 affordable units)



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ECRWSS

**Resident Postal Customer
Cambridge, MA**

Cambridge residents are competing for a \$5 million prize!



We have the
chance to win
\$5,000,000
for **OUR CITY!**

Cambridge residents are competing with 50 cities nationwide for a \$5,000,000 prize. To win we need to reduce our energy use the most and we have less than two years to do it.

The **Georgetown University Energy Prize** tackles the huge challenge of wasted energy and Cambridge is **in it to WIN IT!** We need the best, most creative ideas to solve this problem and transform our community into the city of the future. \$5 million gets us a long way towards making better places to live and work, saving money, and improving our environment. But only one city will get the prize and in order to **WIN IT!** Cambridge needs everyone to get involved.

To get started, follow the steps to the right and visit cambridgeenergyalliance.org/WINIT. Keep your eyes out for more contests, free giveaways, and fun events to help Cambridge save energy and **WIN IT!**

How **YOU** can help Cambridge win:



Take action:

Get a **no-cost energy assessment** to find and eliminate wasted energy in your house. Or **DIY energy upgrades** like LED lightbulbs and smart power strips for a more comfortable home and lower bills. tinyurl.com/cambenergy



Share your ideas:

Have you invented an awesome energy saving technology? Can you convince more people in Cambridge to save energy? How would you spend \$5 million to make Cambridge a better place? Submit and discuss your ideas on the **WINIT Ideas Forum** or email us at WINIT@cambridgema.gov



Tell your friends:

We can only **WIN IT!** if everyone in our city reduces energy use. So tell your family, friends, colleagues, and neighbors to get involved. Follow on Twitter [@cambenergy](https://twitter.com/cambenergy) [#WINITCambridge](https://twitter.com/WINITCambridge) and facebook.com/cambridgeenergyalliance



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