



February 24, 2024

Dear Cambridge Business Owner:

The City of Cambridge is conducting a survey of small business owners along Broadway. The survey will gather business information before the installation of separated bike lanes. The bike lanes are being installed as part of the Cycling Safety Ordinance.

About the Business Survey

We are asking retail, restaurant, personal and medical service businesses to take an online survey. The survey will take about 5-6 minutes. Please answer the survey as honestly as possible. The survey includes a request for you to share their financial information with us. **Any financial information that you provide will be kept confidential to the extent permitted by law, and data will only be shared in the aggregate.**

Sample types of financial information that will be helpful could include:

- Sales/Meals Tax Data
- Tax Returns
- Profit and Loss statements

The business owner, manager, or operations person should complete this survey. If you own many businesses on Broadway, each location will receive a unique survey link.

The unique survey QR code below will only work for your business. If you have a business neighbor who you believe did not receive a letter from the city, you have questions about the survey, or you are having issues with the accessing the link below, please contact us at edd@cambridgema.gov and someone will assist you.

Thank you for your participation. We look forward to receiving your feedback.

Melissa Peters | Acting Assistant City Manager for Community Development
Sandra Clarke | Chief of Administration & Operations

Sincerely,

Pardis Saffari

Pardis Saffari
Director of Economic Opportunity and Development
City of Cambridge, Community Development Department

الرسالة بالعربية: <https://bit.ly/broadwayarabic>

简体中文版本信件: <https://bit.ly/BroadwaySimChinese>

Lèt an Kreyòl Ayisyen: <https://bit.ly/BroadwayHCreole>

Carta em Português: <https://bit.ly/BroadwayPortuguese>

Carta en español: <https://bit.ly/BroadwaySpanish>

हिंदी में पत्र: <https://bit.ly/BroadwayHindi>

Your Business Survey Link (English):

Use a smartphone camera to read the QR code below to begin the survey.

If you would like to take the survey using another device, go to:

https://www.surveymonkey.com/r/CSO_Broadway_Pre/

If you are not using the QR code above, the survey will ask for your survey ID code. This code is unique to you. Your code is:

Melissa Peters | Acting Assistant City Manager for Community Development
Sandra Clarke | Chief of Administration & Operations

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What is the Cycling Safety Ordinance?

In 2019, Cambridge City Council passed the Cycling Safety Ordinance (CSO). The Ordinance requires the construction of separated bike lanes when streets are being reconstructed as a part of the City's Five-Year Plan for Streets and Sidewalks and they have been designated for greater separation in the Bicycle Network Vision.

In 2020, the Council passed amendments to the CSO. The amendments set requirements for the installation of approximately 25 miles of separated bike lanes within the next five to seven years. The location of these facilities will be informed by both the Cambridge Bicycle Network Vision and specific requirements in the Ordinance.

For more information on the Ordinance and project information, check out:

<https://www.cambridgema.gov/streetsandtransportation/policiesordinancesandplans/cyclingsafetyordinance>

Link to current bicycle lane projects:

<https://www.cambridgema.gov/streetsandtransportation/policiesordinancesandplans/cyclingsafetyordinance/Projects>