



CITY OF CAMBRIDGE
Community Development Department

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To: Louis A. DePasquale, City Manager

From: Iram Farooq, Assistant City Manager for Community Development
Joe Barr, Director of Traffic, Parking and Transportation

Date: April 5, 2022

Re: Awaiting Report #22-10, Policy Order 5, dated February 28, 2022, on conducting a study to collect relevant economic data relating to business impacts from bike lane installations

In response to this order, the Community Development Department's Economic Development Division, in collaboration with other City departments, has begun working on a scope of services to hire a consultant to help gather data and conduct this analysis. We expect that the consultant will develop a methodology on conducting its research and consider a variety of data used in bike lane installation economic analyses. The metrics should include data that is easy to acquire, updated quarterly or annually, objective, and quantitative. The consultant could consider data such as sales and meal tax, pedestrian/bike counts, and sidewalk and in-store customer intercept surveys.

Because the small business economy is multifaceted, it's important to note that changes in sales for individual businesses can be the result of many different factors, and street design is just one of them. Therefore, we will want the consultant to approach the study accordingly, and include the following evaluations in their analysis:

1. capture data from commercial corridors where separated bike lanes have yet to be installed to enable 'before and after' comparisons, as appropriate, and
2. evaluate comparable previous separated bike lane installations.

We also know that it is important to look at data sets over time, rather than just single 'pre-installation' and immediate 'post-installation' points. By capturing data that is accurate, easy to gather over time, and objective, the study can best evaluate impacts.

As mentioned in the CMA 2022 #47 discussion at the March 7, 2022, Council meeting, the Community Development and Traffic, Parking, and Transportation departments, in collaboration with other City departments including Assessing, Law, Public Works, and the City Manager's Office are finalizing a scope for the economic data analysis study and the hiring of a consultant to conduct it. It is anticipated that some data collection will begin this spring, with an initial economic analysis report done by fall 2022. In addition to the economic data study, Economic Development will continue to work with all business associations and individual businesses to discuss possible mitigation efforts as the Cycling Safety Ordinance implementation continues.