

CitySmart



FAST. FLEXIBLE. FUN.

CitySmart connects you with the information and resources you need to get around without getting behind the wheel. Biking, walking and transit take you where you need to be. Whether it's a trip to the grocery store or a day at the beach – getting there really can be half the fun.

Cambridge Community Development Department
www.cambridgema.gov/citysmart
617.349.4631

Mail this in

1. Cut out this page.
2. Fill out the form below.
3. Fold over and staple/tape closed.
4. Affix 44¢ stamp and mail to us.

Or register online

Go to cambridgema.gov/citysmart

Get one!

Your free CitySmart info kit

Select:

- Basic kit** - events calendar, Getting Around in Cambridge map, ZipCar info, etc.
- Transit kit** - MBTA system map, local route schedules, CharlieCard holder, etc.
- Bicycling kit** - Boston's Bike Map, MassBike tips, patch kit, reflectors, etc.
- Walking kit** - neighborhood map, tips, pedometer, water bottle, etc.
- Ridesharing kit** - MassRides guide, key chain light, etc.

Personalize:

- Children aged 4-12 in household
How many? _____
- Own/lease one or more cars
- Special needs and interested in learning about paratransit
- We already have CharlieCards
- We already have bike helmets

Name _____

Email Address _____

Phone _____

Your email address will only be used by the City of Cambridge to deliver additional CitySmart news, event and related information.

Offer expires 10/1/2010 and is only available to residents of North Cambridge.

Delivery:

You must include your name below. Indicate any address corrections on the mailing label above. We cannot deliver to PO boxes.



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FAST. FLEXIBLE. FUN.

Spring 2010

FREE EVENTS & RESOURCES TO GIVE YOU OPTIONS FOR GETTING AROUND

Hello North Cambridge. Meet CitySmart.

CitySmart connects you with the information and resources you need to get around without getting behind the wheel. Biking, walking and transit take you where you need to be. Whether it's a trip to the grocery store or a day at the beach—getting there really can be half the fun.

The City of Cambridge is encouraging residents to replace some car trips with more sustainable, fun, convenient transportation. We're trying out the program in your neighborhood for only one year, so please be sure to place your order before October 1.

We will deliver a free CitySmart kit by bicycle pedal-truck to any North Cambridge resident who requests one. They come in a reusable fabric bag and include walking and biking maps, pedometers, tips, schedules, event listings, reflective stickers, coupons from local businesses and more.

Throughout the summer you'll see us giving away goodies in your neighborhood. Stop and say "Hi!"—we'd love to talk to you about the joys of choosing sustainable transportation.

Order your free kit online or complete the attached form and mail it back to us. Contact us at 617.349.4631 if you have any questions.

Order your free CitySmart kit today!

and see expanded resource and event details at cambridgema.gov/citysmart



CitySmart Family Day June 12, 1 – 4 pm:

Stop by the play area behind Peabody School to kick off kick off North Cambridge's CitySmart program. We'll have a kids' bike safety rodeo, activities, prizes and refreshments. Rain location: Peabody School gym.

cambridgema.gov/citysmart

More free events inside >

Free Events

Event details are subject to change. See cambridgema.gov/citysmart

Sundays:

Car free Memorial Drive:

Ride, walk, jog, skate, dance on the street from Western Ave. to Mt. Auburn St.

Last Fridays of the month:

Walk/Ride Day: Be proud to “go green” and receive discounts at participating local businesses.

Bike Friday: Guided commutes from N. Cambridge to Boston City Hall’s free breakfast.

Every day:

Minuteman Trail: Check out the Minuteman Trail, Linear Park and Fresh Pond.

5/22 Public Art Bike Tour: citywide tour of public art

6/5 Cambridge River Festival by the Cambridge Arts Council

6/12 CitySmart Family Day at Rindge Field

7/10 WalkBoston: Sidewalk Sam paints the Longfellow Bridge

7/11 MassBike Spins Ride with CitySmart: beginner bike ride in North Cambridge

8/3 National Night Out: a neighborhood party at Rindge Field

9/17 National Park(ing) Day: parking spots become parks

9/16 Story Walk at Peabody School with a back-to-school theme

Resources & partners

North Cambridge residents have some great resources for getting around. For more information, visit the online directory at cambridgema.gov/citysmart

LivableStreets Alliance – Challenges people to demand a system that balances transit, walking, and biking with automobiles. We promote safe, convenient, and affordable transportation. www.livableStreets.info

Green Streets Initiative - This grassroots organization promotes the use of sustainable transportation options. Check out Walk/Ride Days on the last Friday of every month. www.gogreenstreets.org



WalkBoston – Dedicated to improving walking conditions in cities and towns across Massachusetts, WalkBoston promotes walking for transportation, health and recreation through education and advocacy. www.walkboston.org

Cambridge Health Alliance – Providing community health programs such as Cambridge Walks and Healthy Living Cambridge, CHA encourages healthy activity. www.challiance.org



Massachusetts Bicycle Coalition – MassBike is a state-wide advocacy organization which offers hands-on classes, information and advice. www.massbike.org



MBTA Trip Planner – This amazing website feature provides detailed itineraries for your trips. Just enter your start and end points, and it will tell you the best options for getting there by T. www.mbta.com/riders_tools/trip_planner



Zipcar – A conveniently located fleet of cars available to members for short-term rental. Zipcar can reduce or eliminate the need to own your own car. www.zipcar.com

MassRIDES – The MA Department of Transportation wants to “help you move smarter”, providing free assistance and tips. Programs include carpool matching, emergency ride home service and Safe Routes to School. www.commute.com

Select your CitySmart kits

Choose and receive as many of the following as you’d like. Everyone who signs up gets the basic kit.

Basic kit with a reusable CitySmart shopping bag, Getting Around in Cambridge, useful information and coupons from local businesses.

Transit kit makes the buses and trains work for you with a free CharlieCard holder, schedules, maps and coupons.

Bicycling kit gets you rolling with the Boston Bike Map, reflectors, a patch kit and great coupons.

Walking kit helps you enjoy an activity which may be the easiest exercise to fit into

your day. The kit features a pedometer to keep track of your progress, a water bottle, guides and coupons.

Ridesharing kit makes it easy to save money by starting or signing up with a carpool or rideshare. It’s fun, so get started!

Kids’ kit has stickers, tattoos, chalk, crayons and activity books on safe walking and bicycling on neighborhood streets. Each book has a parents’ guide with tips for teaching safety.



Kits are delivered by Metro Pedal Power’s emissions-free pedal-trucks.

Why Drive Less?

- Keep your heart healthy
- Save money
- Read on the T
- Don’t worry about parking
- Reduce your carbon footprint
- Smell the flowers
- Meet your neighbors
- Engage with your community
- Cambridge deemed Best Walking City by Prevention magazine and the American Podiatric Medical Association

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