



Supporting Local Businesses During Construction

"Build Cambridge, Buy Local" Campaign

Dear Cambridge Neighbor,

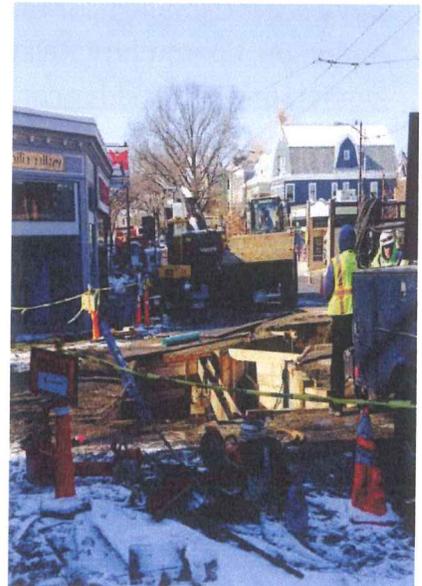
Throughout the design process for the Huron A, Huron B, and Concord Avenue Neighborhood projects, there has been strong neighborhood support for the small business communities of Huron Village and Observatory Hill (Concord Avenue).

Both of these centers offer a variety of neighborhood restaurants, grocery stores, small offices and unique retail and specialty shops that serve the surrounding community and are a significant part of what makes these neighborhoods so special.

We are reaching out to you with the *"Build Cambridge, Buy Local"* Campaign to ensure that these businesses are supported and continue to thrive throughout construction.

Construction: Why are we doing all of this work?

The primary purpose of these projects is to *enhance the water quality of the Alewife Brook and the Boston Harbor*. The City is under court order, as part of the Boston Harbor cleanup case, to complete sewer separation in this area by December 2015. While much of the water quality work happens underground, significant improvements will also happen above ground in your neighborhood. This includes tree plantings and street and sidewalk reconstruction which will continue through the fall of 2016. When the projects are completed, there will be *new streets and accessible sidewalks, enhanced pedestrian improvements, over 300 additional street trees*, and no combined sewer overflows from the neighborhood to the Alewife Brook.

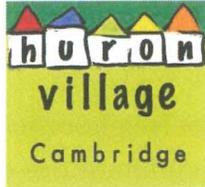


"Build Cambridge, Buy Local" Campaign to support businesses

Concerns from residents and businesses about the impacts of construction on businesses led to the creation of this campaign to support businesses during construction. We invite you to join our efforts to support the businesses by shopping locally and supporting parking changes during construction.

Shop Locally

The City will be delivering reusable shopping bags to every resident in the neighborhood to encourage people to support the local businesses impacted by construction.



Follow them on Facebook: www.facebook.com/huronvillage

Chronicle segment on the businesses in Huron Village:

www.wcvb.com/chronicle/happening-hoods-huron-village/23254482



Follow them on Facebook:

www.facebook.com/ObservatoryHill

Visit: www.observatoryhill.com

Please join us in supporting the Huron Village and Observatory Hill businesses, as we launch our **"Build Cambridge, Buy Local"** Campaign. With your help, we can help support our independent, local, and vibrant community and keep our local economy strong during this construction period and beyond. For any questions about the project, the **"Build Cambridge, Buy Local"** Campaign, or to sign up to receive project updates by email, please contact KyAnn Anderson, Community Relations Manager, Kleinfelder, at (617) 498-4708 / kanderson@kleinfelder.com

Sincerely,

A handwritten signature in blue ink that reads "Katherine F. Watkins".

Katherine F. Watkins, P.E.

Acting City Engineer

kwatkins@cambridgema.gov / 617-349-4751