

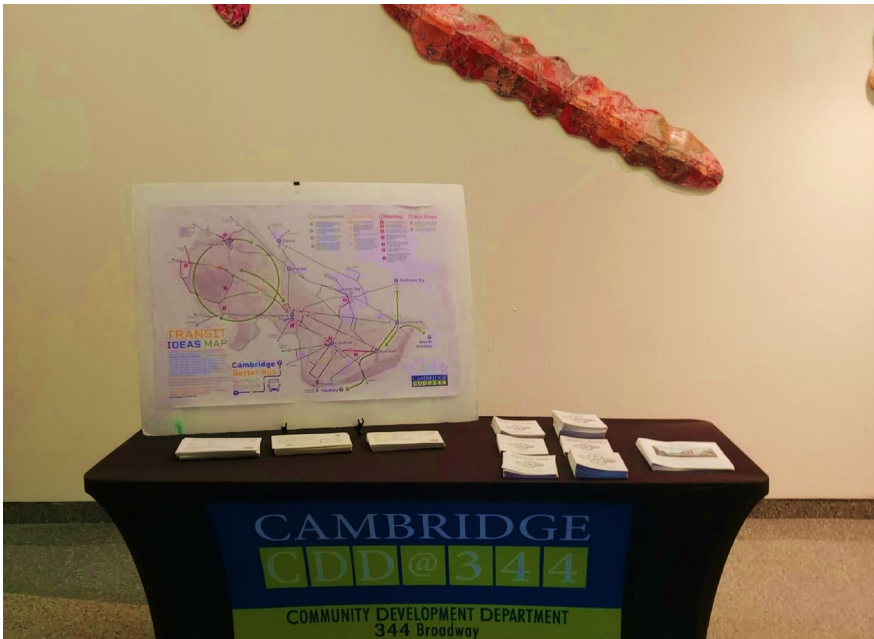
Public Engagement and Outreach Updates

October 2018 Transit Advisory Committee Meeting

Wednesday, October 3, 2018

September and October are filled with transit-related outreach activities

- September
 - Supplemental outreach to the Better Bus Project
- October
 - Supplemental outreach to the BBP – **Extended BBP Timeline**
 - Mount Auburn Street bus priority pilot project
 - South Mass Ave Corridor Safety Improvements project



Photos from September

We engaged the community at events, informational tables, and street teams

Events

- Community Events
 - Port Pride Day
 - Danehy Park Family Day
 - DPW Community BBQ
 - Climate Change BBQ
- City Meetings
 - Commission for People w/Disabilities

Tabling

- Staffed Tables
 - Envision Outreach - Pizza Parties
 - Senior Center
 - Community Learning Center
 - CRLS Club Day
- Unstaffed Tables
 - Windsor St Health Center
 - Veterans' Services

Our partners have helped us to extend our outreach

Informational

- Newsletters
 - TAC and Planning Board
 - Health Alliance eBeat
 - School District
 - TMAs
- Social Media
- Distributions
 - CRLS Backpack Stuffing
 - Envision with Neighborhood and Business Associations

Additional Work

- Street Team
 - Central Square

Some of the things people have told us in person

Additional bus service on specific routes

- More rush hour service on routes 47 and 77
- More midday service on route 47
- More weekend service on routes 77 and 83
- Express service on route 77

Barriers for folks who don't ride the bus

- Does not go where I want to go
- Not as convenient as a personal vehicle
- Buses stop too often

Some of the things people have told us online

WikiMap is also gathering many new ideas

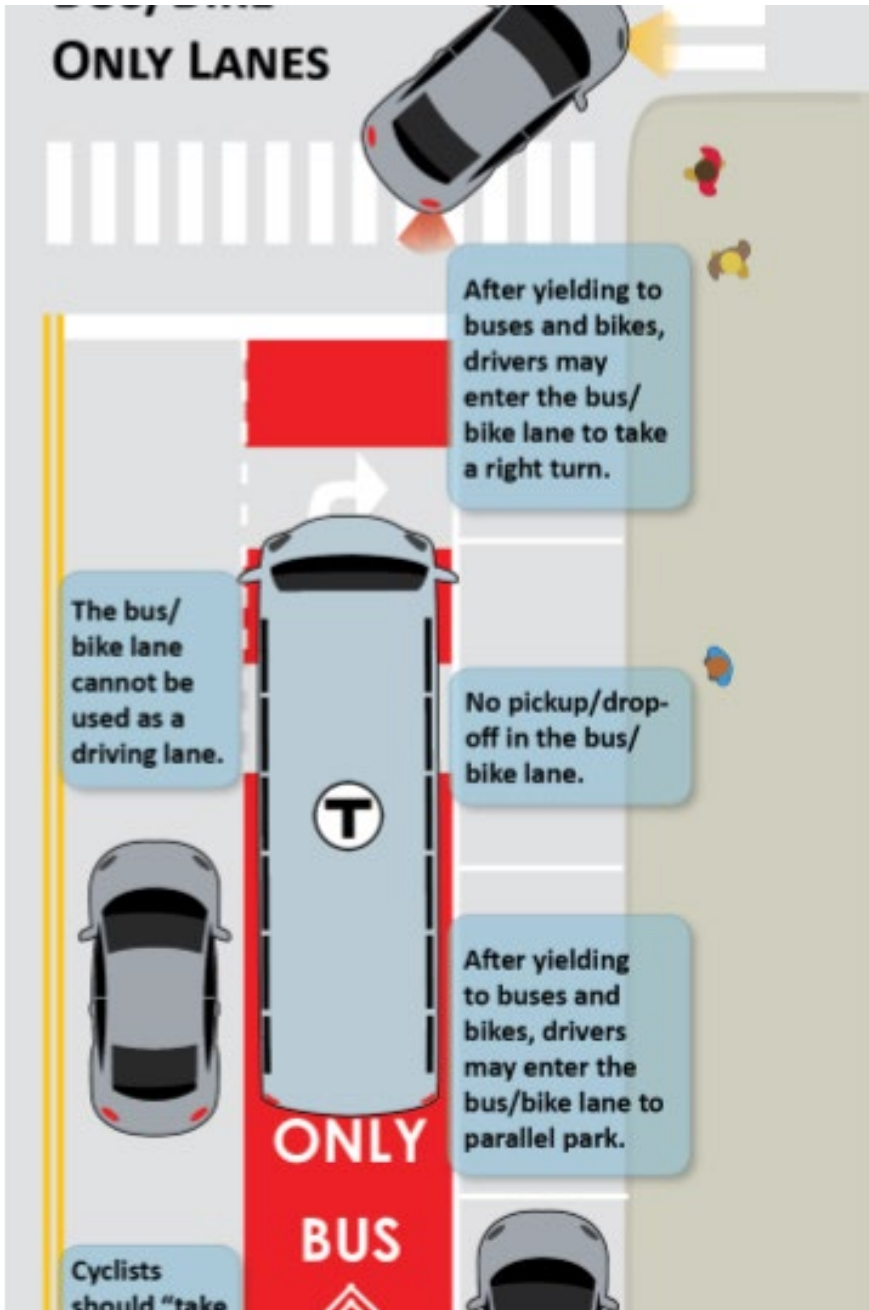
- 72 new ideas
- 11 up-votes for bus priority at BU bridge
- 6 up-votes for additional service on Route 69

Up-votes for TAC ideas

- 13 up-votes for bus lanes into/out of Alewife Station & improve in-station routings
- 5 up-votes for new service in West Cambridge to provide better connections to existing transit, neighborhoods, and shopping

We are extending our outreach

- Currently, we are scheduled to close the online survey on Sunday 10/21
- Additional street team work. Potentially: Alewife, Inman, Lechmere
- Additional outreach events: tenant associations, CLC, Cambridge Hospital



COMING IN OCTOBER!
MOUNT AUBURN STREET

Dedicated Bus Lane

LOCATION

Mount Auburn Street from Cottage Street in Watertown to Fresh Pond Parkway, Cambridge

ANTICIPATED START DATE

Mid-October 2018

FOR MORE INFORMATION

Cambridgema.gov/MtAuburnBusPriority

On Mount Auburn St., we are informing and educating

We are informing about the upcoming changes and educating people how to use the new lanes

- Providing updates to the community and educating the community about the new lane design
 - Created educational flyers
- Planned outreach until 10/12
 - Flyering the whole neighborhood
 - Visits to businesses
- Encouraging people to take the pre-conditions survey
 - On-site intercept surveys
 - Post-implementation surveys, with support from partners