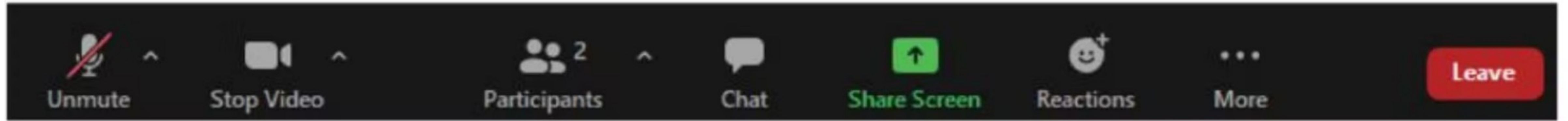


Our
CAMBRIDGE ST.
a community plan

Community Workshop 02/03/22

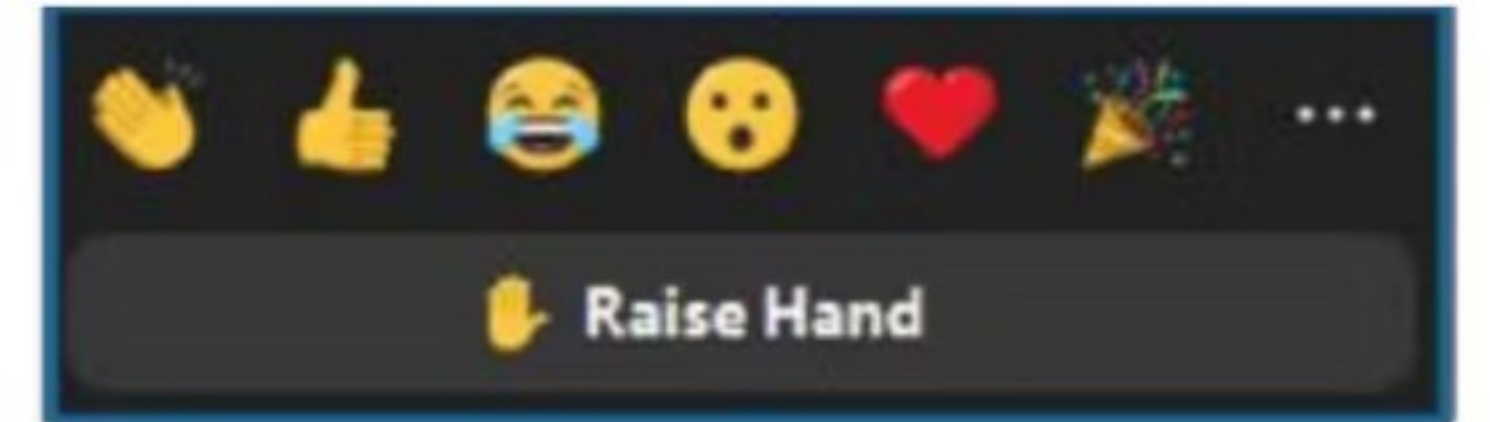
GETTING TO KNOW ZOOM



Please stay **muted** until called on

If you are comfortable you can leave your **video** on

Use **Chat** to comment or ask questions



Use **Reactions** to **Raise Hand**



If you're having connectivity issues, call in at:

929 436 2866

Meeting ID: 874 1117 3567

HOW CAN I PARTICIPATE

Here are the guidelines for tonight's discussion:

- If you would like to ask questions by microphone, you may use the **"raise hand" button** at the bottom of your screen. The moderator will unmute participants in the order that they are raised at the end of the presentation.
- **For call-ins, press *9** to raise your hand and we'll read the last 4 digits of your phone number when it's time for you to speak.
- We want to give **as many people as possible the opportunity to be heard**. If you've already had a chance to speak, or if someone else has voiced your comment, please let people with new ideas be heard.
- If we're unable to hear from all raised hands by 7:00 pm, you can **send your comments/questions directly to Drew Kane** by phone: 617-349-4640 or by email: dkane@cambridgema.gov.
- Each person has **two minutes** to speak.
- All comments and questions **in the chat** will become part of the meeting record and will be considered into future recommendations by the project team.



Note: We will be recording this meeting to share online with any interested stakeholders who were not able to attend.

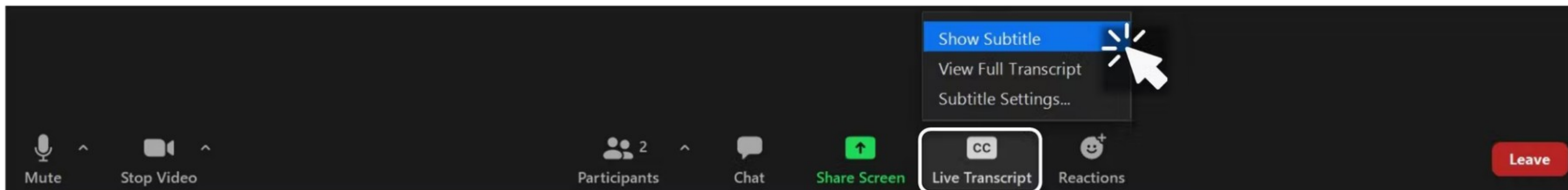
CLOSED CAPTIONING IS AVAILABLE



Turn on the closed captioning by clicking on the **'Live Transcript'** button on the bottom of your screen. From there, you can:

- Turn on subtitles by clicking on **'Show Subtitle'**
- View a streaming transcript with each speaker identified by clicking on **'View Full Transcript'**

Alternatively, you may stream closed captioning in a separate window by clicking the [link in the chat](#).



Welcome!
PLEASE SIGN IN

Click the link in the chat to sign in
(or add your contact info to the chat)





QUICK MENTIMETER WARM UP

www.menti.com|

7

6

4

5

5

9

5

2

1

Grab Your Phone

2

Go to www.menti.com

3

Enter the code 7645 5952 and hit **Submit after each response**



Or, click the link in the chat

Warm up! What is your favorite thing to eat from Cambridge Street?



Have you attended a previous meeting or pop-up for this project?



OUR TEAM

INTERFACE STUDIO

Lead, planning and urban design

NINIGRET PARTNERS

Economic strategy

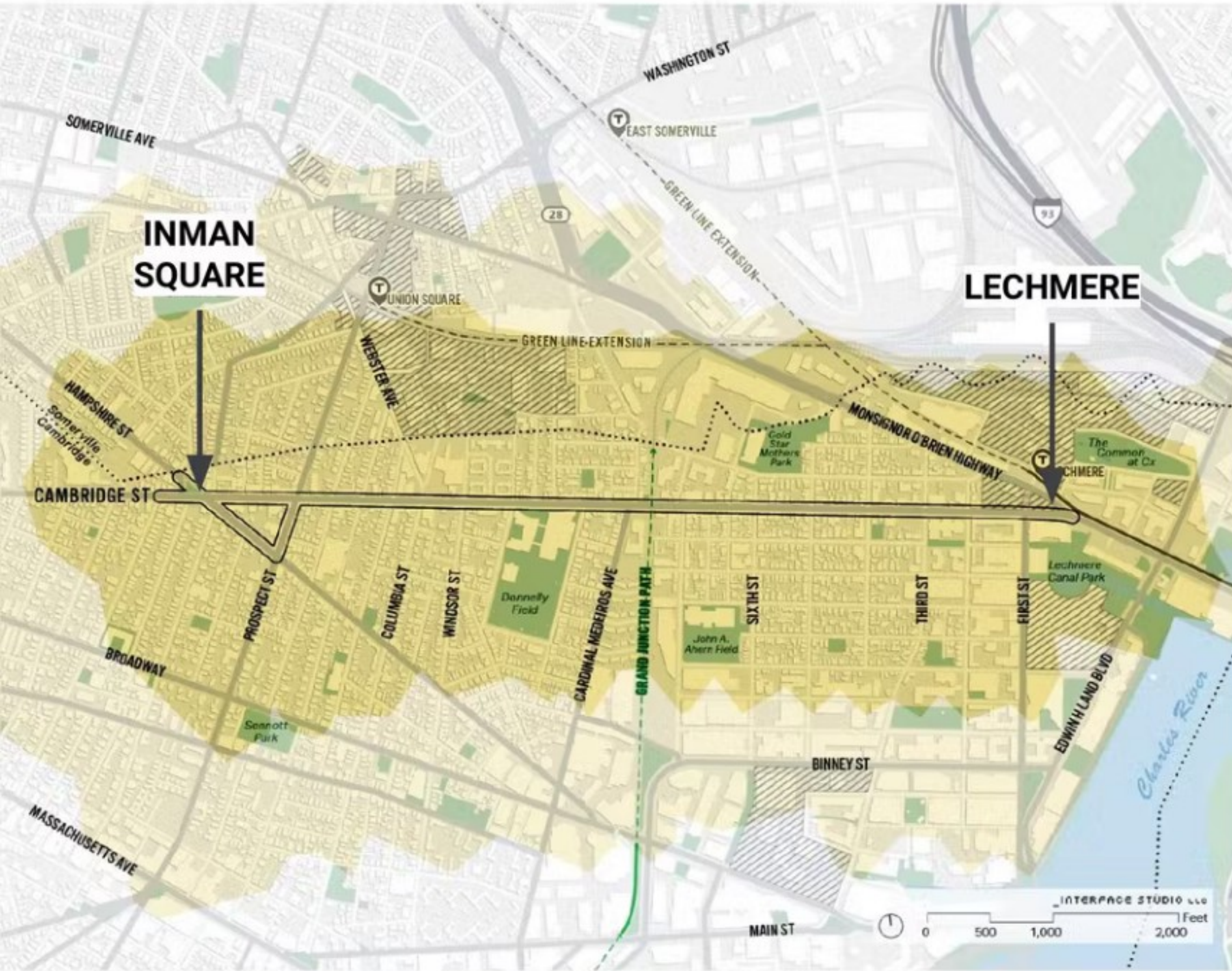
CONSULTECON

Real estate and housing

BURO HAPPOLD

Mobility and climate

AGENDA



01

PROJECT UPDATE

Our process to date

02

CRAFTING A VISION STATEMENT

Why it matters and examples

03

WORKSHOP ACTIVITIES

Three activities to help craft a vision for the corridor

04

NEXT STEPS

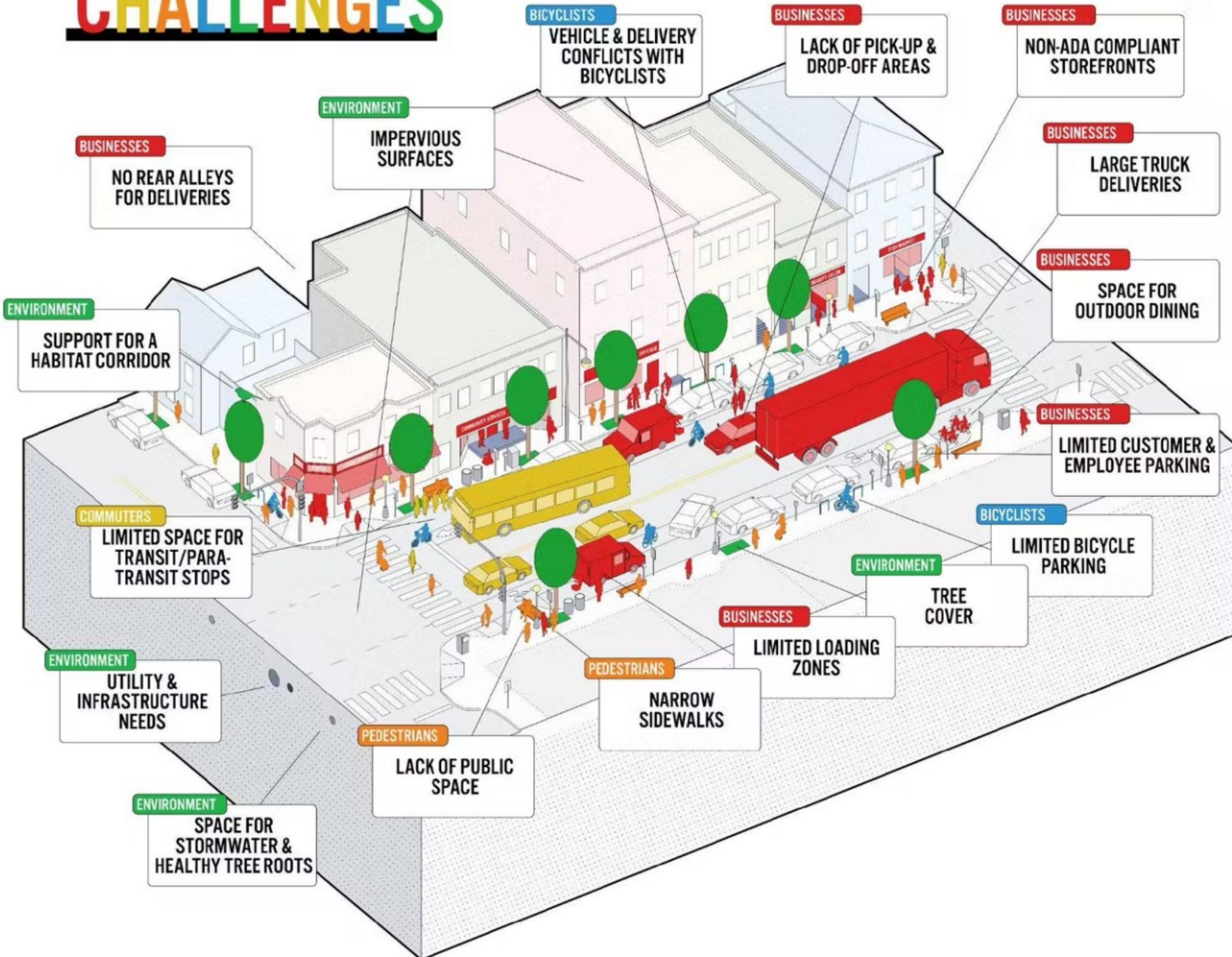
A look at the next couple of months

01 PROJECT UPDATE

PROJECT SCHEDULE



CAMBRIDGE STREET CHALLENGES



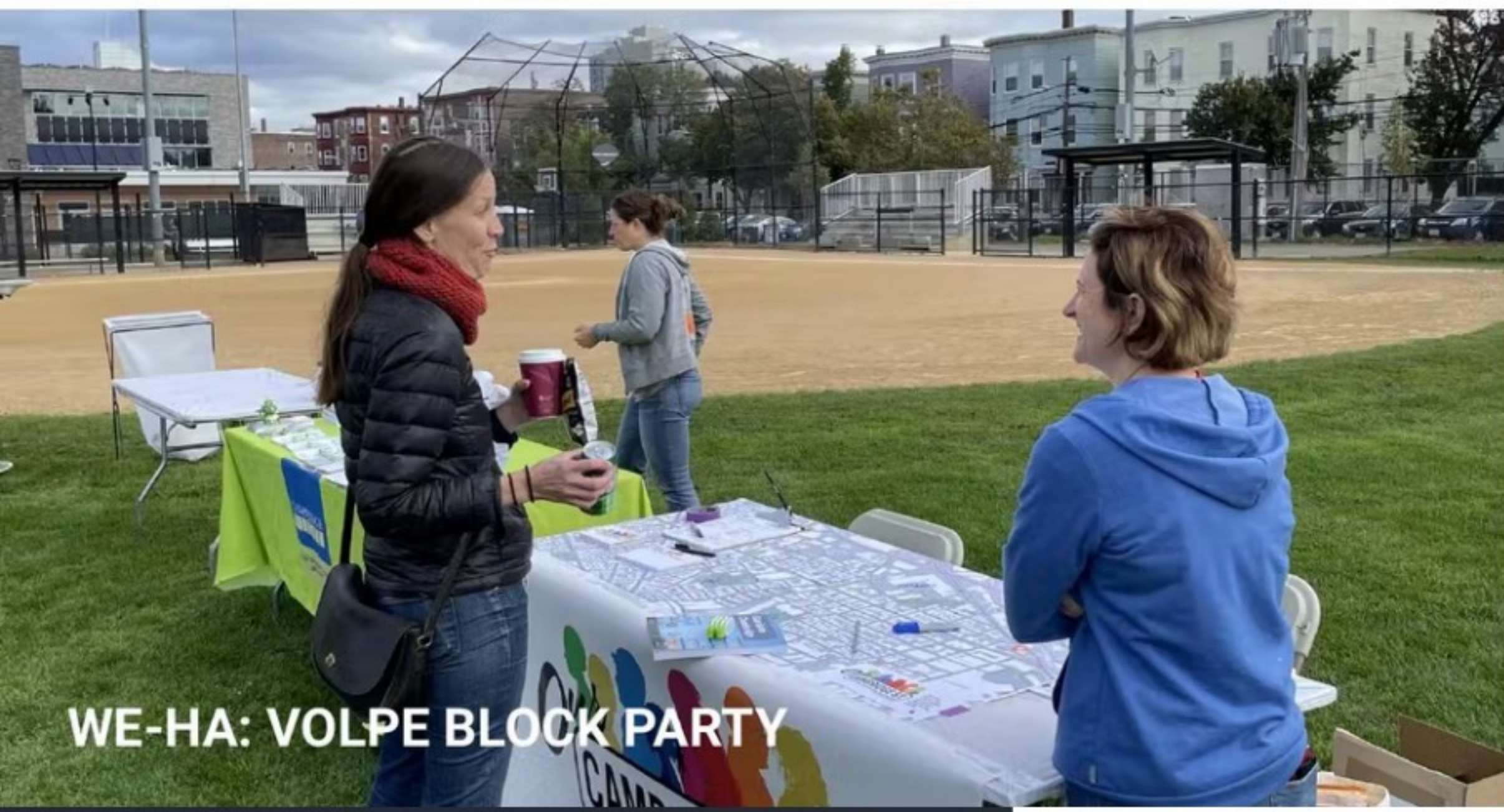
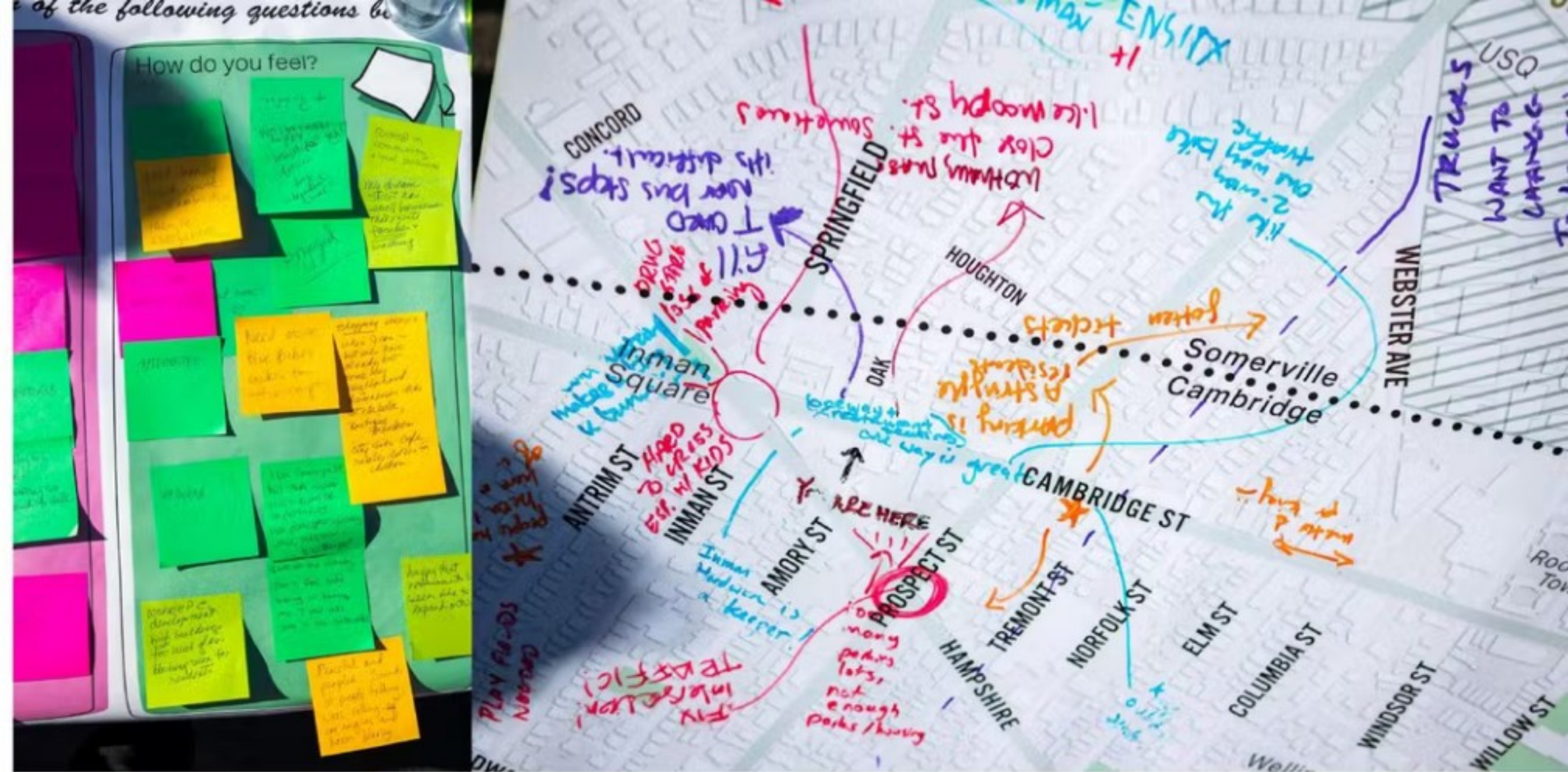
LAST TIME...

- Who uses Cambridge Street?
- How can all users be accommodated?
- How can Cambridge Street support climate action and resilience?
- Where are the development pressures?

For those of you who were unable to attend, please visit our website www.cambridge.gov/cambridgest to view the recording.



INMAN SQUARE 3rd Annual East Cambridge Clean Up Day May 5, 2011



WE-HA: VOLPE BLOCK PARTY



EAST CAMBRIDGE

ENGAGEMENT BY THE NUMBERS

As of January 2022

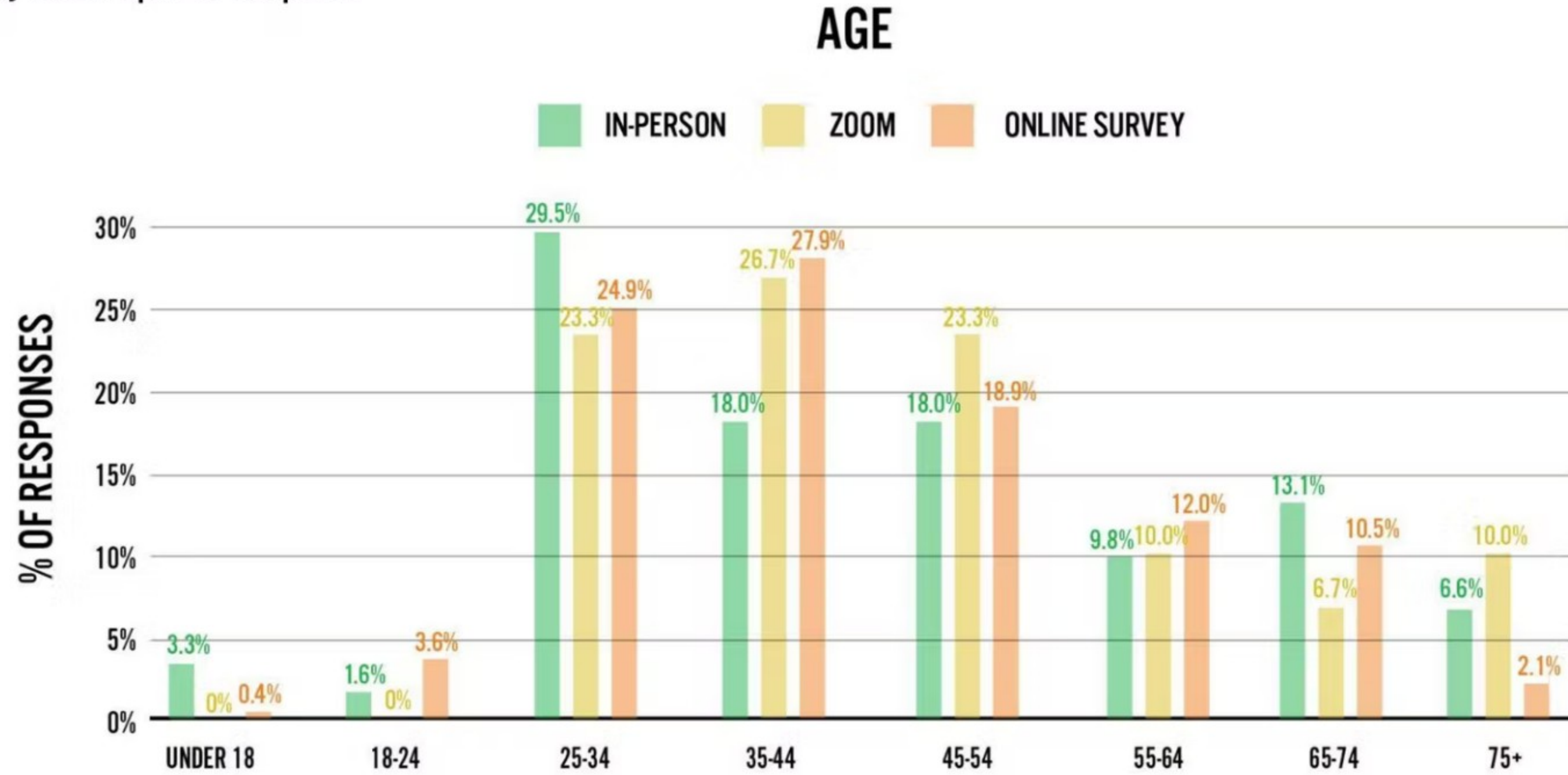
- 30+ interviews (neighborhood organizations, business owners, institutions, city staff)
- Site tour with East Cambridge Business Association
- Pop ins @ Volpe Block Party, Millers River Housing, Inman Square Holiday Stroll
- Pop ups @ Inman Square, East Cambridge
- Online community meeting (~100 attendees)
- Online survey (605 responses - ongoing)
- Constant Contact Email Blast ~1600 recipients

>> If you are not on our mailing list please remember to sign in tonight, or drop your email in the chat!



WHO HAS PARTICIPATED?

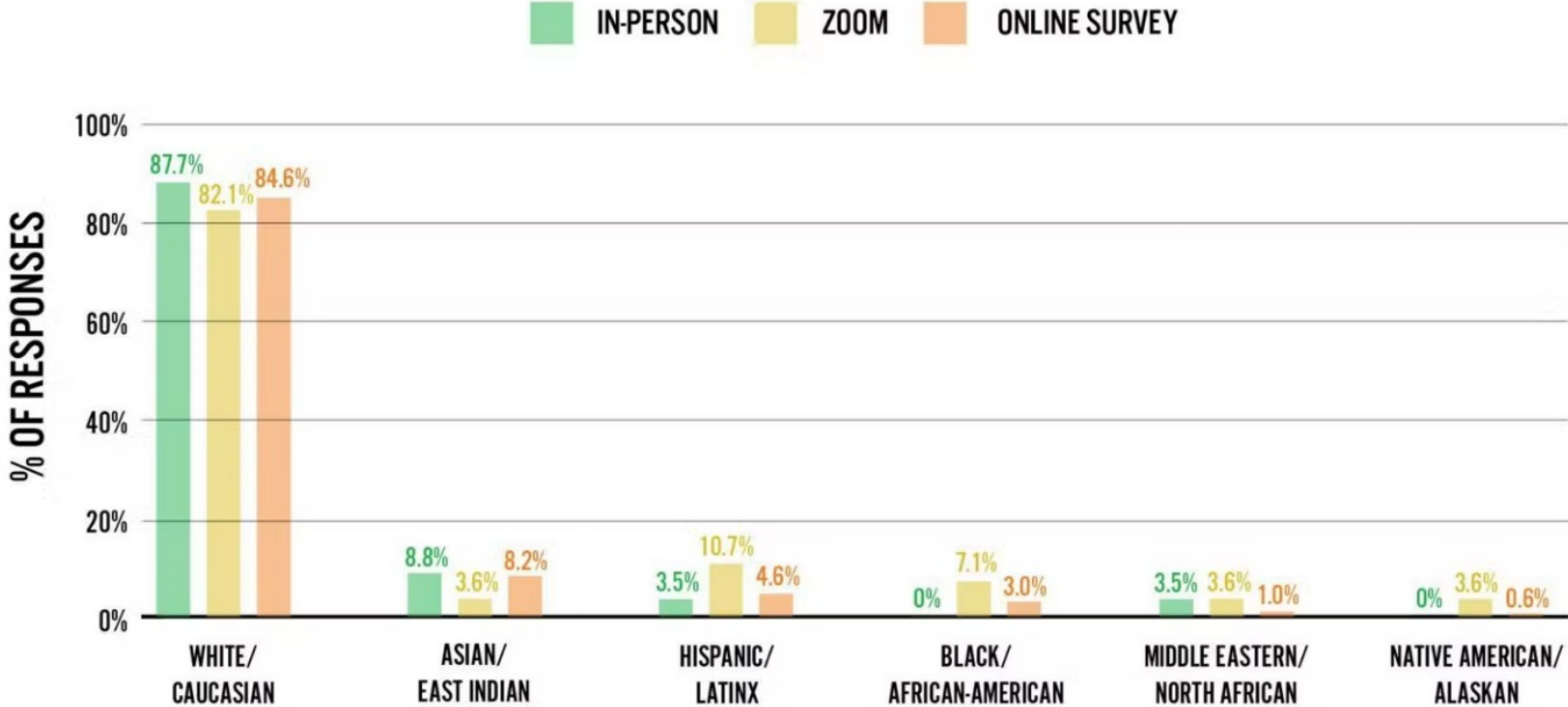
*Online survey is still open to the public



WHO HAS PARTICIPATED?

*Online survey is still open to the public

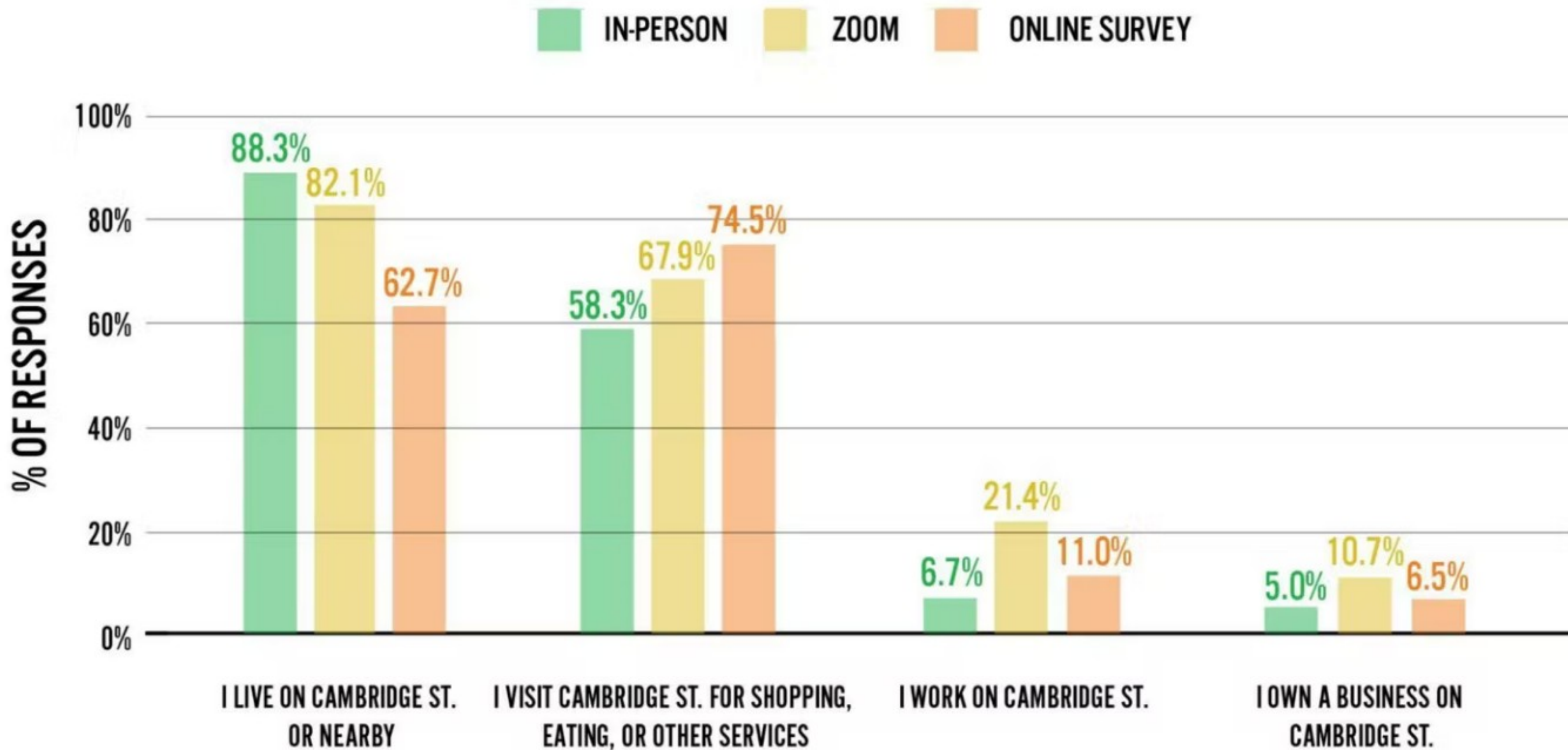
RACE/ETHNICITY



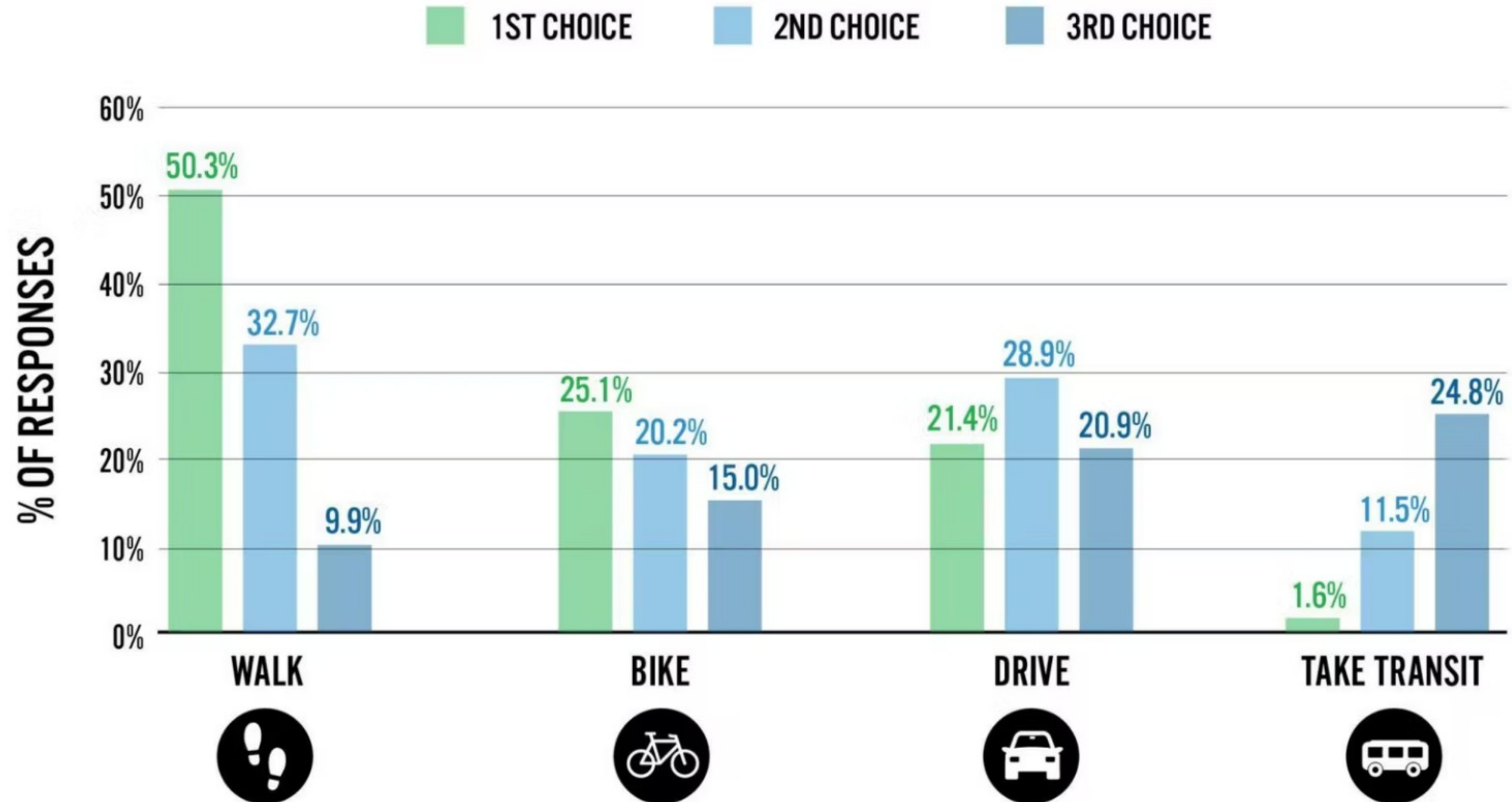
WHO HAS PARTICIPATED?

*Online survey is still open to the public

RELATIONSHIP TO CAMBRIDGE STREET



HOW DO YOU USUALLY TRAVEL ON CAMBRIDGE STREET?



WHAT DO YOU THINK ARE THE MOST IMPORTANT PRIORITIES FOR CAMBRIDGE STREET?

PRIORITIES

- 1 MAKING IT EASIER AND SAFER TO BIKE (55.8%)
- 2 INCREASING TREE COVER AND GREEN SPACE (46.4%)
- 3 IMPROVING THE PEDESTRIAN EXPERIENCE (INCLUDING WITH A MOBILITY AID) (44.1%)
- 4 SUPPORTING BUSINESSES AND ECONOMIC GROWTH (43.5%)
- 5 INCREASING PUBLIC SPACE (24.4%)
- 6 IMPROVING THE PUBLIC TRANSIT EXPERIENCE (22.0%)
- 7 BUILDING NEW HOUSING (21.4%)

The survey results show that **bike safety, tree cover/green space, pedestrian experience** and **supporting businesses** are top priorities.

Additionally, respondents also clarified some priority options provided in the survey. For instance, “supporting businesses and economic growth” was written in as “support for *small* businesses,” and “building new housing” was written in as “building new *affordable* housing.”

WHAT DO YOU THINK ARE THE MOST IMPORTANT PRIORITIES FOR CAMBRIDGE STREET?

RELATIONSHIP TO CAMBRIDGE STREET

RESIDENTS

- 1★ MAKING IT EASIER AND SAFER TO BIKE
- 2★ INCREASING TREE COVER AND GREEN SPACE
- 3★ IMPROVING THE PEDESTRIAN EXPERIENCE (+ MOBILITY AID)

CUSTOMERS

- 1★ MAKING IT EASIER AND SAFER TO BIKE
- 2★ INCREASING TREE COVER AND GREEN SPACE
- 3★ IMPROVING THE PEDESTRIAN EXPERIENCE (+ MOBILITY AID)

COMMUTERS

- 1★ MAKING IT EASIER AND SAFER TO BIKE
- 2★ IMPROVING THE PEDESTRIAN EXPERIENCE (+ MOBILITY AID)
- 3★ INCREASING TREE COVER AND GREEN SPACE

WORKERS

- 1 SUPPORTING BUSINESSES AND ECONOMIC GROWTH
- 2★ IMPROVING THE PEDESTRIAN EXPERIENCE (+ MOBILITY AID)
- 3★ INCREASING TREE COVER AND GREEN SPACE

PREFERRED MODE OF TRAVEL

PEDESTRIANS

- 1★ INCREASING TREE COVER AND GREEN SPACE
- 2★ MAKING IT EASIER AND SAFER TO BIKE
- 3★ IMPROVING THE PEDESTRIAN EXPERIENCE (+ MOBILITY AID)

CYCLISTS

- 1★ MAKING IT EASIER AND SAFER TO BIKE
- 2★ IMPROVING THE PEDESTRIAN EXPERIENCE (+ MOBILITY AID)
- 3★ INCREASING TREE COVER AND GREEN SPACE

DRIVERS

- 1 SUPPORTING BUSINESSES AND ECONOMIC GROWTH
- 2★ INCREASING TREE COVER AND GREEN SPACE
- 3★ IMPROVING THE PEDESTRIAN EXPERIENCE (+ MOBILITY AID)

Most user groups agreed on the top three priorities for Cambridge Street, except for workers and drivers who both listed supporting businesses and economic growth as their top priority.

PUBLIC ENGAGEMENT #1

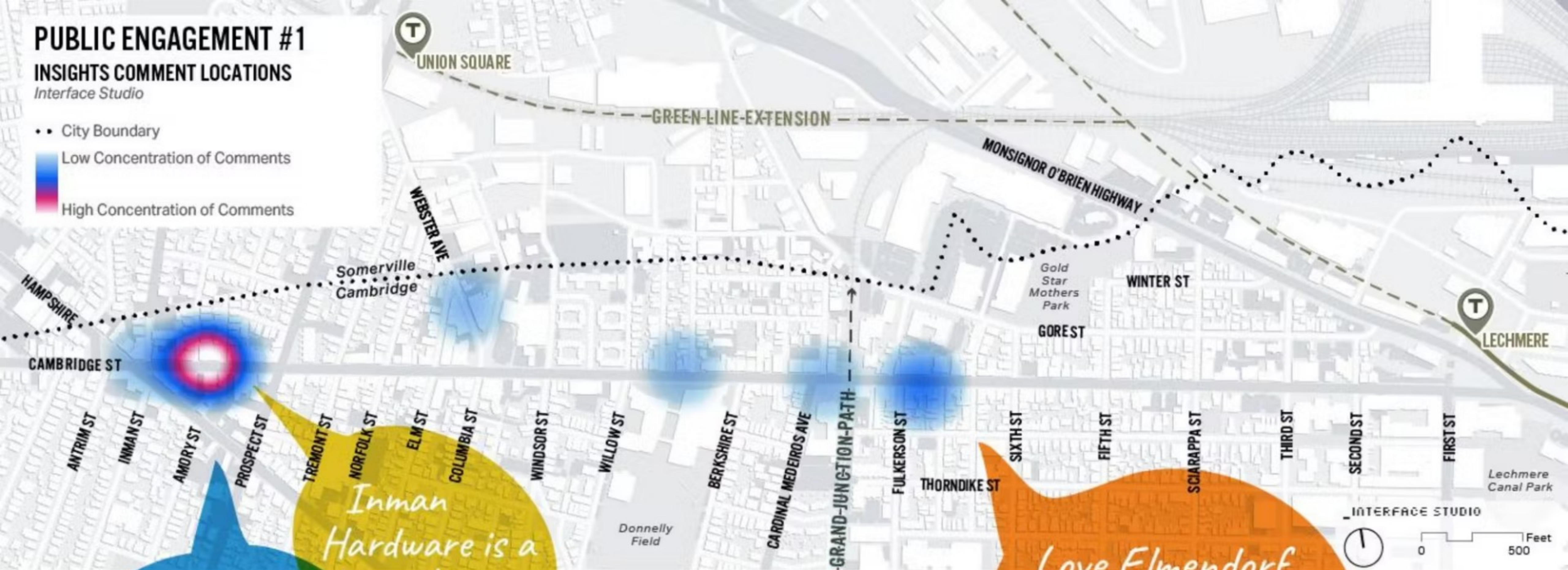
INSIGHTS COMMENT LOCATIONS

Interface Studio

•• City Boundary

Low Concentration of Comments

High Concentration of Comments



Please continue to do traffic calming and to create safe, grade-separated cycling infrastructure!

Inman Hardware is a keeper!

The Grand Junction trail will be a great asset for the community and this corridor

Love Elmendorf and would love to see them given more opportunities to thrive

PUBLIC ENGAGEMENT #1

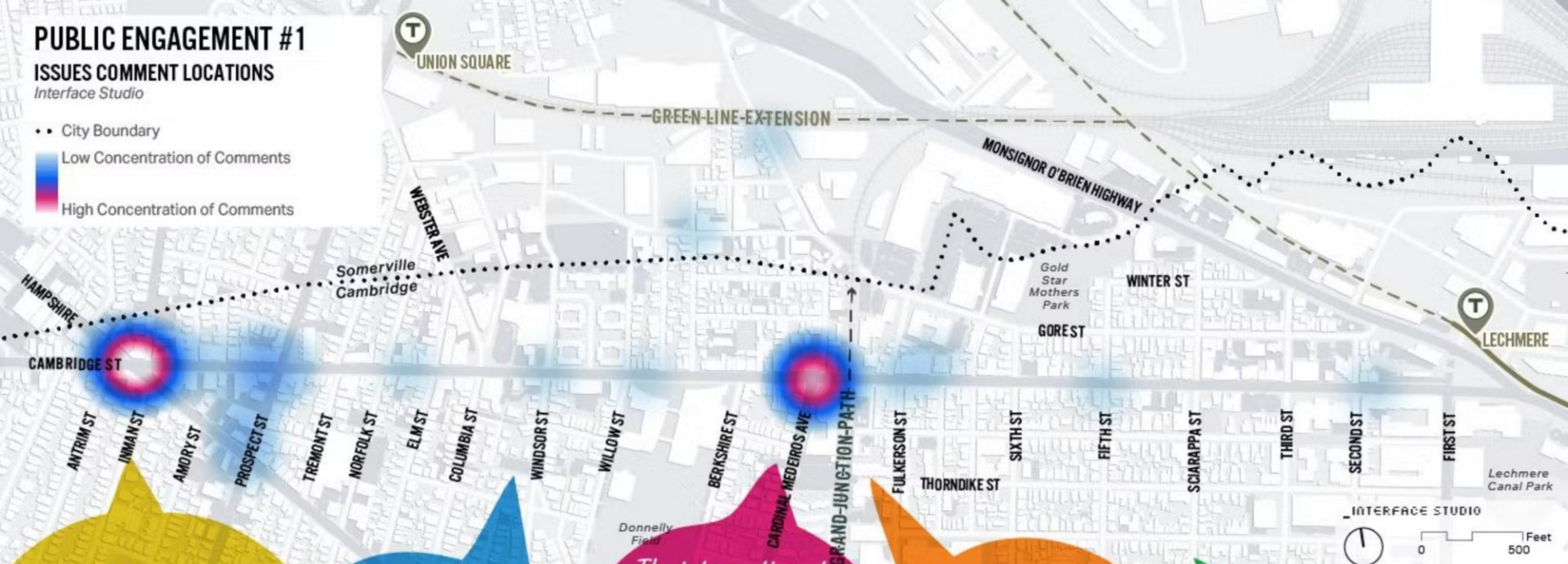
ISSUES COMMENT LOCATIONS

Interface Studio

•• City Boundary

Low Concentration of Comments

High Concentration of Comments



Hard to cross [Hampshire St] especially with kids

Cars make left turns [at Windsor St] and it's a blind spot for cars and pedestrians

The intersection at Cardinal Medeiros is really unsafe. We walk through it everyday taking our son to and from school.

The intersection of Cambridge St with Warren St and the rail crossing can be intimidating in any mode of transport!

I'm playing frogger [at 5th & Cambridge] all the time

PUBLIC ENGAGEMENT #1

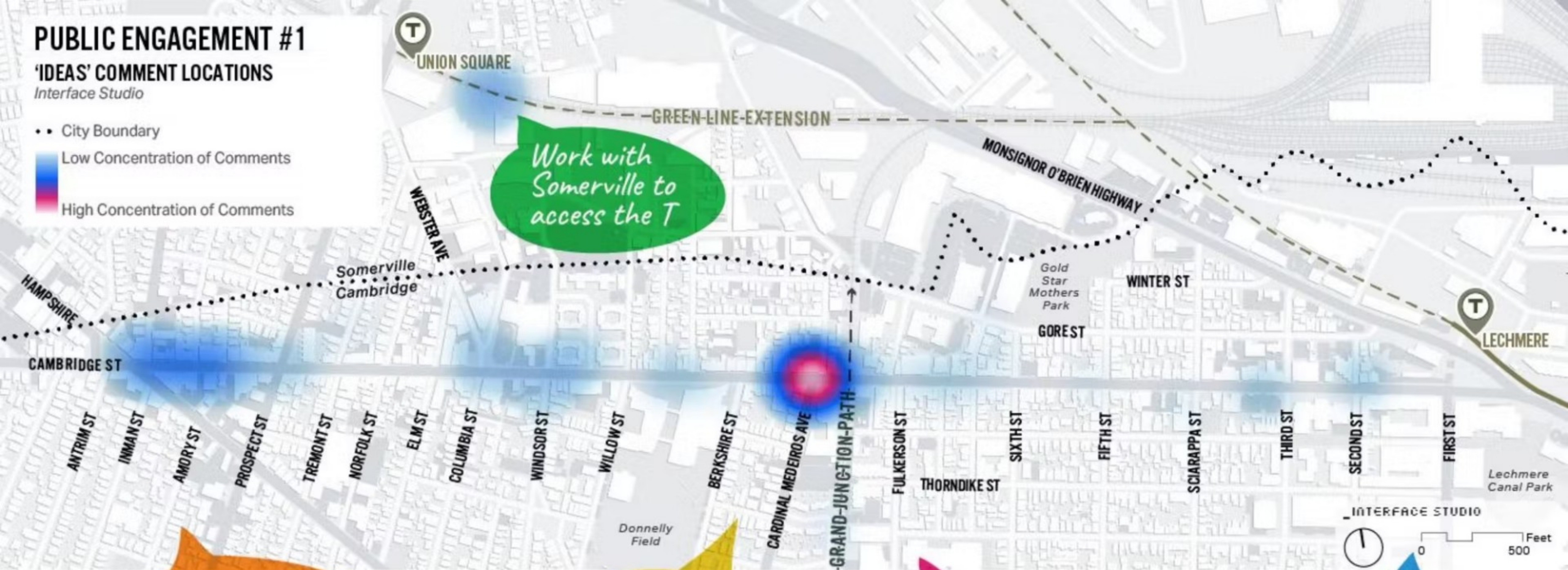
'IDEAS' COMMENT LOCATIONS

Interface Studio

•• City Boundary

Low Concentration of Comments

High Concentration of Comments



Close Cambridge St sometimes like Moody Street

I see that gravel spot by Grand Junction as a perfect green space with amphitheater like seating for gathering with public edible forests and garden beds all around

I'm excited to see what Inman sq ends up looking like, and hope that the Warren St area sees some traffic control next

A park where the old MBTA stop is (when the T starts running at the new location) would be great for the neighborhood

ONE MORE CHANCE TO CONTRIBUTE!



Our
CAMBRIDGE ST.
a community plan

?

✓

♥

!

TAKE OUR SURVEY!

www.surveymonkey.com/r/CambridgeSt



02 CRAFTING A SHARED VISION

Cambridge is a forwardthinking, welcoming, and diverse city. We enjoy a high quality of life and thrive in a sustainable, inclusive, and connected community.

- *Envision Cambridge*

What is a vision statement?

Where are we now? And where are we going?
What is the future of Cambridge Street?

ACTIVITY 1

Close your eyes and imagine your ideal Cambridge Street.

Close your eyes and imagine your ideal Cambridge Street. Who are you with?



ACTIVITY 2

What are we FOR?



Tell us what you are FOR:

Local independent retail

Walking

Affordable housing!

Community

outdoor dining

accessibility/inclusion

Business growth

Small business

plenty of restaurants

Tell us what you are FOR:

More Affordable Housing!

Community

Diversity and inclusivity

Local business thriving

opportunities for all

Shores

affordable housing

Climate resilience

Dynamic place to walk, shop meet people

Tell us what you are FOR:

local businesses

Active ground floor retail

Opportunity

Mixed economic development. Union Sq is a good example.

on street parking

Locally owned small businesses. Affordable and inclusive.

wide sidewalks

Diversity and Inclusion

A vibrant street with things to do and places to buy the things we need, that is accessible for everyone.

Tell us what you are FOR:

indoor and outdoor exercise opportunities

Small business

Outdoor Dining

Healthy local retail

honoring history

Home ownership.

outdoor dining

safe cycling

Senior and Handicapped friendly

Tell us what you are FOR:

Small, affordable businesses

Diversity

Thriving business

i would like to be able to walk to the majority of commercial spots I need in my life: grocery, bank, PO, small food shops, library, salon, bookstore, etc, etc

walkable street

Housing

bike safety

Housing

More affordable housing

Tell us what you are FOR:

Preserving diversity of residents

Housing

less influence from grumpy people

Open accessible community space

bike safety

shade and trees

15 minute parking for pickup

Housing

Housing

Tell us what you are FOR:

Accessible parking

Local bars and restaurants

New Deal

Elmendorf

a welcoming community

shade and trees

Preserving cultural diversity

Retail and Services

Events and activity

Tell us what you are FOR:

safer crossings for pedestrians

Climate resilience

Making the Gold Star Poll 4-season

less dominance of cars

Mom and Pop stores

Preserving small business

Local retail self-sufficiency

Trees

Less dependence on motor vehicles!!!!

Tell us what you are FOR:

Startup businesses

Cultural activity such as parades and festivals

climate resilient

Mon and pop stores

More people who work here, providing customers for the businesses.

Mixed-income housing

Improving structures

Small long-standing businesses

Easy loading and unloading zones for deliveries/pickups

Tell us what you are FOR:

Design traffic lanes so there is very little backup

authenticity

ACTIVITY 3

Madlib



QUESTIONS?

Your feedback is important

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04 NEXT STEPS

HOW YOU CAN BE INVOLVED:

- Sign up for project updates
- Spread the word
- Take the online survey
- Attend the next workshop in two weeks, on February 17th at 6pm



JOIN US ON FEBRUARY 17TH FOR WORKSHOP 2!

TWO COMMUNITY WORKSHOPS

WORKSHOP 1: CRAFTING A VISION **FEBRUARY 3RD**

WORKSHOP 2: COMMUNITY PRIORITIES **FEBRUARY 17TH**