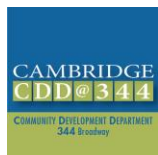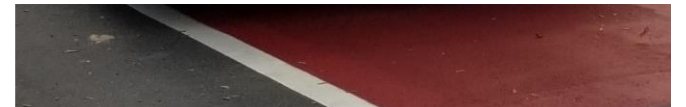**City of Cambridge**

Net Zero Transportation Plan: Advisory Group Meeting #15

October 2, 2024

Welcome!

Check-in question: What is one thing you are looking forward to for this fall?

Meeting purpose:

- Review changes to actions
- Review other components of the report for the Plan and get advisory group feedback

Agenda

- Welcome and check-in

- Community engagement update

- Updates to actions

- Review and provide feedback on report components

- Public comment

- Wrap up

Big-picture reminders on why we're making this plan

1. **If we don't get rid of emissions from transportation and other sources, climate change impacts will make people's lives harder and cost more.**

   - Extreme heat / worse air quality (learning loss, more childhood asthma, death)
   - Worse weather emergencies (floods, dangerous storms, sea-level rise)
   - More economic struggles (increased demand for public services, like emergency response, food assistance, health insurance)

2. **City of Cambridge is committed to eliminating emissions – we can influence how that happens. We want a plan that is based on your advice.**

   - In cases where change is hard, how can we reduce the harm or the discomfort of that shift?

3. **We want to improve and expand people's transportation options.**

   - We believe we can create a plan that allows everyone to contribute in some way. Not every action or option works for every person, so we need a variety of options.
   - "Don't punish me for owning a car. Make it easier for me not to."

Community engagement

Community engagement updates

- We'd like to share highlights from the following engagements since last time (* indicates City of Cambridge committees):
  - Alewife TMA focus group (July 30)
  - HRI Barbeque (August 1)
  - Moses Youth Center activity (August 7)
  - *Central Square Advisory Committee Meeting (August 7)
  - CHA Coffee Hour (August 16)
  - *BIPOC Business Advisory Committee (August 19)
  - *Cambridge Climate Committee (September 12) to be continued
  - Cambridge Science Festival—In the Neighborhood (September 25)
  - Arts in the Park (September 28)
  - Cambridge Science Festival—Carnival (September 29)

Community engagement updates: Some of the important points we heard

<u>Active Transportation</u>

- Road Sharing
  - Rules/policies to keep all people safe on the road (pedestrian right of way, cars checking they do not open doors into bike lanes, bikes stop at red lights)
  - Safety and ease considerations for biking with small children
  - Concerns over micromobility vehicles using sidewalks

- Sidewalk conditions
  - Steepness and convenience of curb cuts
  - Wide and even surfaces for wheels, walkers
  - Closures for construction
  - Preparation for people to be outside in cold/warm weather
  - Impact of winter conditions on sidewalks/roads

Community engagement updates: some of the important points we heard

<u>Buses and Shuttles</u>

- Reliability and frequency of public transportation options
- Emphasis on the cleanliness and comfort of buses

<u>Electric Vehicles</u>

- Desire for convenient EV charging stations
- Interest in charging for electric scooters as well as bikes
- We need easy-to-access maintenance and repair services for EVs. Maintenance costs and hurdles are a concern. More information on how to maintain an EV (and how easy it is) would be helpful

<u>Parking</u>: want it to be easy to find the parking spots that exist

<u>Community connectedness</u>: want to feel consideration, politeness, friendliness from the people using all modes of travel

Updates to actions from recent meetings

Updates to recent actions

Parking:

- Based on group feedback, not advancing specific parking-related recommended actions, but noting ideas coming out of Parking Study that align with this group's guidance
- Noting feedback from group about pros and cons of pricing actions

City Planning incorporated into Reducing Car Trips:

- CP-1 is now RCT-4. CP-2 is now RCT-5

Buses and Shuttles:

- BAS-2 new language: Improve on-demand shuttle service for people with disabilities and seniors

Reducing Car Trips:

- RCT-1 new language: Expand employer and property owner responsibility for supporting sustainable transportation.
- RCT-2 new language: Research possible approaches to providing a mobility wallet to Cambridge residents, with financial support for residents with low incomes

Other ideas the Advisory Group has discussed

- What could an action focused on police interactions with people moving around the City look like?

- What could an action focused on large institutions' greater contribution to net zero transportation look like?

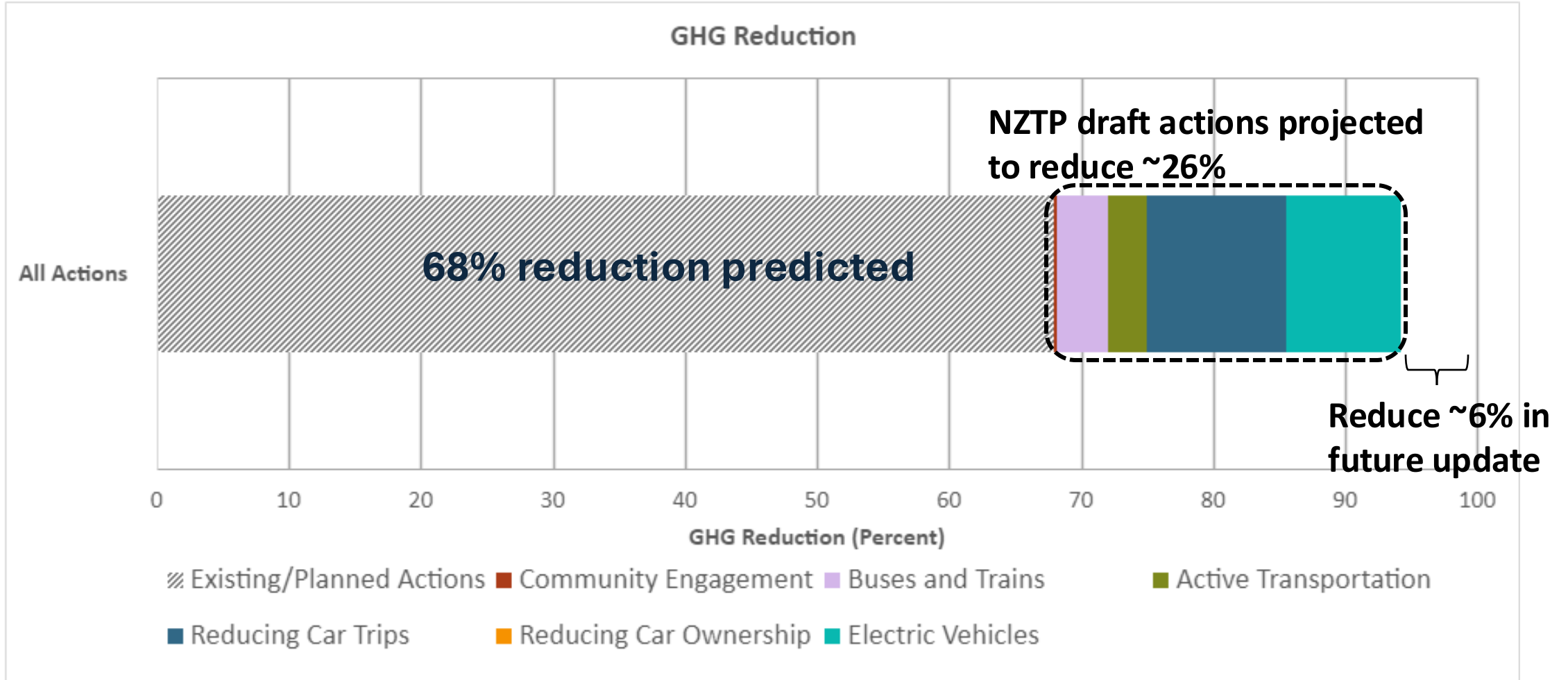| Remove climate pollution from transportation	Make moving around Cambridge more convenient and enjoyable	Improve economic opportunity and address historic injustices	Create a stronger and more connected community

We need to get to 100% emissions reduction

GHG Reduction

NZTP draft actions projected to reduce ~26%

68% reduction predicted

Reduce ~6% in future update

All Actions

GHG Reduction (Percent)

Legend:
- ▨ Existing/Planned Actions
- ■ Community Engagement
- ■ Buses and Trains
- ■ Active Transportation
- ■ Reducing Car Trips
- ■ Reducing Car Ownership
- ■ Electric Vehicles

Feedback on final report messages

1. In addition to the NZTP actions, what other guidance is important to share?
2. In what ways was this process different from others?
3. What worked well and should be repeated?
4. What to do differently in the future?

Report Outline

- **Introduction- 1 page**

- **Executive Summary**

- **Community Engagement Process**
  - Discuss process of wider community engagement
  - Discuss role and process of AG

- **Developing the Zero Emissions Transportation Plan**
  - What does getting to zero emissions mean?
  - How do you get emissions out of transportation?
  - Guidance, themes and recommendations from community engagement

- **Emissions Reductions Actions**
  - Introduction to the categories of actions

- **Lessons learned on the process**

- **Conclusion**

- **Acknowledgements**

Remove climate pollution from transportation	*Make moving around Cambridge more convenient and enjoyable*	*Improve economic opportunity and address historic injustices*	*Create a stronger and more connected community*

In implementing the Plan actions, consider

1. **Support more choices to encourage behavior change**
   a. Not every action or option works for every person, so we need a variety of options to empower everyone to contribute.
   b. "Don't punish me for owning a car. Make it easier for me not to."
   c. People should have a lot of wraparound support (e.g. 1-1 support or coaching) to navigate resources and adopt new behaviors.

2. **Pricing strategies**
   a. Means-tested programs or having people with more resources pay more for services is appealing in principle, but hard to implement & creates additional burdens for those with fewer resources
   b. Pricing as a tool to change people's behaviors mostly just creates burdens on people with less resources. The impact is not felt by people with more money, and even for people who are strained by the costs, the cost alone may not be the driver of behavior change.

3. **Equitable sharing of benefits and responsibilities**
   a. Those with lots of resources and big institutions, especially those who benefit from being in Cambridge, should **take additional responsibility** to help solve these problems

In implementing the Plan actions, consider

1. **Community engagement should include more strategies and broader goals**
   a. Need frequent, accessible opportunities for conversation and info exchange with community members, outside of specific projects.
   b. It is valuable for people to hear directly from each other, in a respectful container, about their different experiences across the City with transportation.
   c. Come to groups early, so they know what is happening & can opt to participate sooner if they wish
   d. Connect opportunities to experience fun & joy moving around the city to opportunities for learning or sharing feedback

… Other key thoughts or guidance?

Advisory Group – how was this different?

1. More **Advisory Group-driven** process (rather than focused on experts, City departments, or consultants)

2. Focus on representation from **underserved, underheard, and historically excluded groups** of people
   a. AG members were selected for community perspectives rather than background in subject matter
   b. Compensation provided to reduce barriers to participating

3. Different **goals** than most other processes
   a. Work to build genuine, long-term **relationships** with AG members
   b. **Emphasis on mutual knowledge-building**, sharing resources (sharing information about people's travel needs and choices, transportation policy options, City planning, emissions, etc.)
   c. **Co-create** the process: responsive to AG guidance, topics of interest, questions in agenda setting

Community engagement

1. Focus on **decentralized** engagement to share information and get feedback from people who might not usually be engaged
    a. Close coordination and work with the Community Engagement Team to reach out to communities
    b. Join existing groups & events rather than rely on people coming to a City meeting (while still providing usual channels of City-hosted public meetings & online info)

2. Advisory Group members (and others) are as **ambassadors and connectors** to communities and events

3. **Connecting** to participants' **experiences** and questions:
    a. Spend lots of time with open-ended questions about how people experience moving around Cambridge
    b. Use plain language to talk about options
    c. Be explicit about what changes could look like

Feedback on AG process so far

How has this AG process been for you so far?

- How has this compared to other City processes you've been involved in?
- If it has been better, in what ways?
- What could we improve?

Public Comment

Public comment

- Public comments are welcome
  - Share thoughts in Zoom Q&A or verbally
  - To comment verbally, **raise your virtual "hand"** (or actual hand if in person)
  - Please limit your comments to **2 minutes** (we may reduce this time if the queue fills up)

- Please keep all comments…
  - o **Relevant to the topics discussed today**
  - o **Respectful**
  - o **Focused on issues (not individuals)**

Check-out and Next Steps

Next steps

- We will share follow-up materials and a draft meeting summary
- Next meeting: **Wednesday, November 20 @ 8:45 AM***
  - Debrief community feedback, refine plan

- Public community meetings coming up – please spread the word!
  - Virtual: **Tuesday, November 12 @ 6:30 PM**
  - In-Person: **Wednesday, November 13 @ 5:30 PM**

- Final AG meeting – **February 2025 (date TBD)**
  - Finalize Plan, reflect on the process and capture our learnings