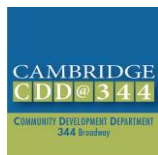




City of Cambridge
Community Development Department

Net Zero Transportation Plan

Community Meeting
November 12, 2024





Welcome! Goals for this evening:

- **Introduce** you to the Net Zero Transportation Plan
 - What is the Net Zero Transportation Plan about?
 - What is the process to make this plan?
 - How far do we have to go?
 - What will help us get there?
- **Listen** to your reflections and ideas about draft actions to include in the Plan



Meeting guidelines: How we'll interact with each other

- **Treat everyone with respect**
- **Be curious about others' ideas**
- **Take space & make space** (share your ideas and make space for others to share their ideas)
- **Please raise your hand if you need anything!**

Introductions: Please share in chat

- **Name (and affiliation if relevant)**
- **What is something you appreciate about your community lately?**

What is the Net Zero Transportation Plan?

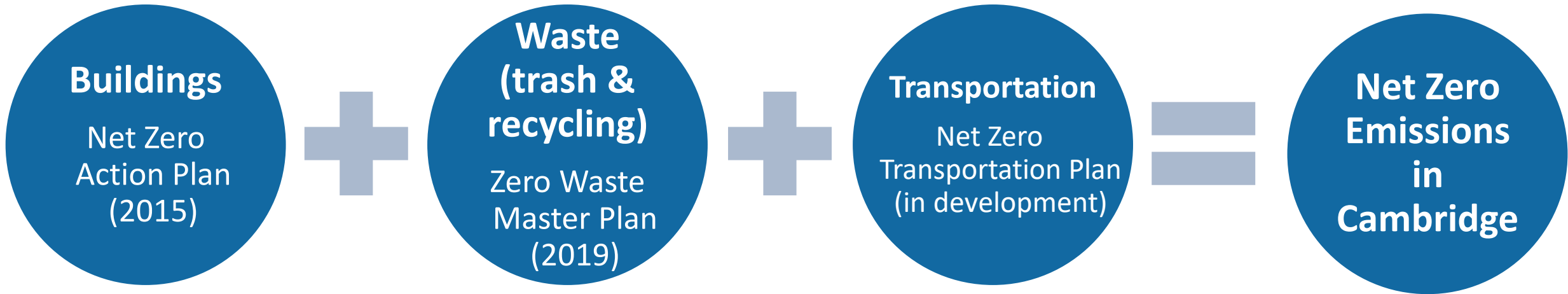


Purpose of the Net Zero Transportation Plan

To develop a plan for eliminating GHG emissions from transportation in Cambridge, while also creating a better, more equitable transportation system

Website: <https://www.cambridgema.gov/nztransportation>

What is Cambridge doing to reduce emissions?





Why are we making this plan?

- 1. City Council said that Cambridge will get to net zero emissions by 2050 or earlier.**
- 2. Eliminating greenhouse gas emissions globally is critical to avoiding the worst impacts of climate change, which 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)
- 3. City of Cambridge is committed to eliminating emissions from transportation – 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 change?
- 4. 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."

Engagement activities

Goals of engagement:

- Tell people the NZTP process is happening, why we need a plan, and how we are creating it
- Learn about people's transportation needs
- Hear what people think about the project goals and proposed strategies for meeting those goals

How are we developing the Net Zero Transportation Plan?

1. Formed an **advisory group** to guide the Plan:
 - People who **share information with and receive information from their communities** that informs the plan
2. Reaching out to the broader community to hear **ideas, concerns, and opportunities** about the transportation changes we could make:
 - **Community meetings**
 - **Small group conversations**
3. Working with **consultants** who bring technical knowledge
4. Partnering with the **CET@CDD** to get feedback from members of six linguistic communities and the American-born Black community (giving feedback to the project team, doing outreach, and getting feedback from members of their communities)

Net Zero Transportation Plan Advisory Group Members

- **James Pierre**, Adius Arts Initiative, Founder
- **Lonnell Wells**, Cambridge Bike Giveback, Founder
- **Rachel Tanenhaus**, Cambridge Commission for Persons with Disabilities, ADA Coordinator/Executive Director
- **Omriqui Thomas**, Cambridge Public Schools Student
- **Yao Wu**, Chinese American Association of Cambridge, Member
- **Nora Sears**, De Novo Center for Justice and Healing, Volunteer and Training Coordinator (replaced Elizabeth Brusie, Assistant Legal Director)
- **Ibrahim Omar**, Karim Razazz, Islamic Society of Boston Cambridge
- **Guerlancia Laurent**, Margaret Fuller Neighborhood House, Community Liaison and Adult Enrichment Coordinator
- **Angela Vierling-Classen**, North Cambridge resident
- **Farris Blount**, Cambridge Black Pastor's Alliance, Junior Pastor (expired)
- **Ali Sorrels**, Cambridge Women's Center, Co-Director, Operations & Administration (expired)
- **Ben Engle**, Food For Free, Chief Operations Officer (expired)



Islamic Society of Boston
Cambridge | Roxbury



CAMBRIDGE
PUBLIC SCHOOLS

DE NOVO
CENTER FOR JUSTICE AND HEALING



Chinese American Association of Cambridge



Cambridge Women's Center



Goals of the Net Zero Transportation Plan

The Advisory Group set these goals:

- 1. Remove climate pollution from transportation**
- 2. Make moving around Cambridge more accessible, safe, and enjoyable**
- 3. Improve economic opportunity and address historic injustices**
- 4. Create a stronger and more connected community**



Process Equity

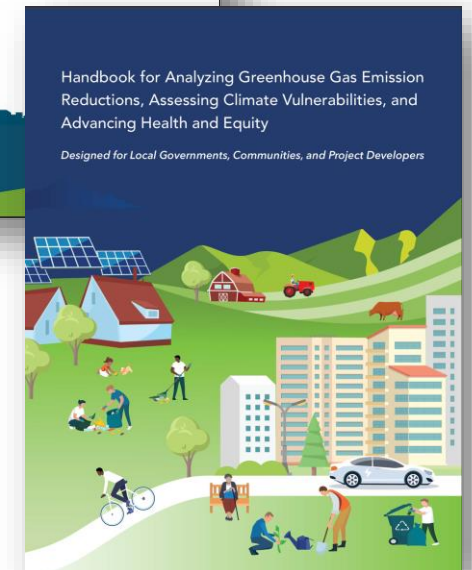
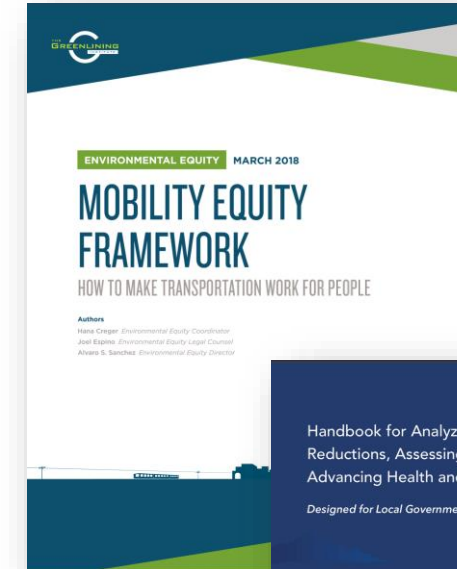
The Advisory Group recognizes that an equitable process for developing the Plan:

- 1. Is guided by community voices.**
- 2. Is transparent.**
- 3. Prioritizes underserved, underheard, and historically excluded groups of people.**
- 4. Reduces harm.**
- 5. Builds long-term relationships.**
- 6. Is accessible.**

Guiding documents


Technical work is grounded in best practices and frameworks from leading organizations:

- **Greenlining Institute's *Mobility Equity Framework***
- **California Air Pollution Control Officers Association's (CAPCOA) *Handbook for Analyzing Greenhouse Gas Emission Reductions***
- **Argonne National Laboratory's *Alternative Fuel Lifecycle Environmental and Economic Transportation (AFLEET) Tool***





NZTP Project Schedule

- Update the greenhouse gas emission inventory—2019
- Appoint Advisory Group (AG)—January 2023
- AG Set up and learn—February to May 2023
- AG Brainstorm and analyze—June 2023 to January 2024
- AG Deliberate and build agreement—February 2024 to August 2024
- **AG Form a plan—September 2024 to January 2025** 
- Release final plan—Early 2025
- Community engagement—October 2023 to April 2025 (input while we develop the plan and learning about it after final plan is released)
- City Council considers adopting the plan—2025



Community Listening Sessions

AG meeting 1—2/2/23

AG meeting 2—3/29/23

AG meeting 3—4/26/23

AG meeting 4—5/31/23

AG meeting 5—6/28/23

AG meeting 6—8/9/23

AG meeting 7—9/27/23

AG meeting 8—11/29/23

AG meeting 9—1/24/24

AG meeting 10—3/27/24

AG meeting 11—4/24/24

AG meeting 12—5/29/24

AG meeting 13—6/12/24

AG meeting 14—7/31/24

AG meeting 15—10/2/24

Joint Transportation Committee meeting—2/28/24

Community Meeting virtual and in person—3/6/24
and 3/7/24

Climate Committee meeting—5/9/24

CET@CDD Focus group—5/16/24

Islamic Society of Boston focus group—5/17/24

Community Learning Center Conferencing—6/6/24

Cambridge Commission for Persons with Disabilities
Board meeting—6/13/24

Riverfest tabling—6/15/24

Cambridge Economic Opportunity Commission
Staff Focus Group—7/12/24

Fresh Pond Apartments Summer Party—7/25/24

Alewife Transportation Management Association
Meeting—7/30/24

HRI Neighbor2Neighbor Cookout—8/1/24

Central Square Advisory Committee—8/7/24

Cambridge Youth Programs Activity—8/12/24

Cambridge Housing Authority Coffee Chat—8/16/24

BIPOC Business Advisory Group meeting—8/19/24

Climate Committee meeting 2—9/12/24 & 10/10/24

Science Festival In the Neighborhood—9/25/24

Arts in the Park—9/28/24

Science Festival Carnival—9/29/24

CET@CDD Focus group 2—10/2/24

Joint Transportation Committee meeting 2—10/16/24

Plus many, many individual conversations

Sample of What We Heard

“Don’t punish me for owning and using a car—make it easier for me not to.”

Public transportation needs to be better

Biking and walking needs to be safer and more accessible

Seniors and people with disabilities need a reliable and convenient way to get around

Electric vehicles and charging need to be more affordable and accessible

The City needs to show people that it hears their mobility concerns and is doing something to address them

Housing needs to be more affordable and people need easy, close access to the places they go regularly if we expect people to walk, bike, or take public transportation.

Sample of What We Heard

Cars mean independence to people.

I don't get stuck waiting for the bus that makes me late.

I can get to a job that is far from home, or to multiple jobs in one day.

I can go on a weekend trip outside the city.

I can get my kid to their afterschool activities.

I am more protected from violence inside my car.

Cars are also causing people to lose independence.

I don't leave my house after I get home from work because I don't want to lose my parking.

My kids can't go to activities until I'm free to take them.

I plan around my kids' lives because I have to be available to bring them places.

I can't receive visitors in my home because they can't find parking.

My health is especially impacted by particulates caused by vehicle traffic.

Traffic congestion makes every trip take much longer.

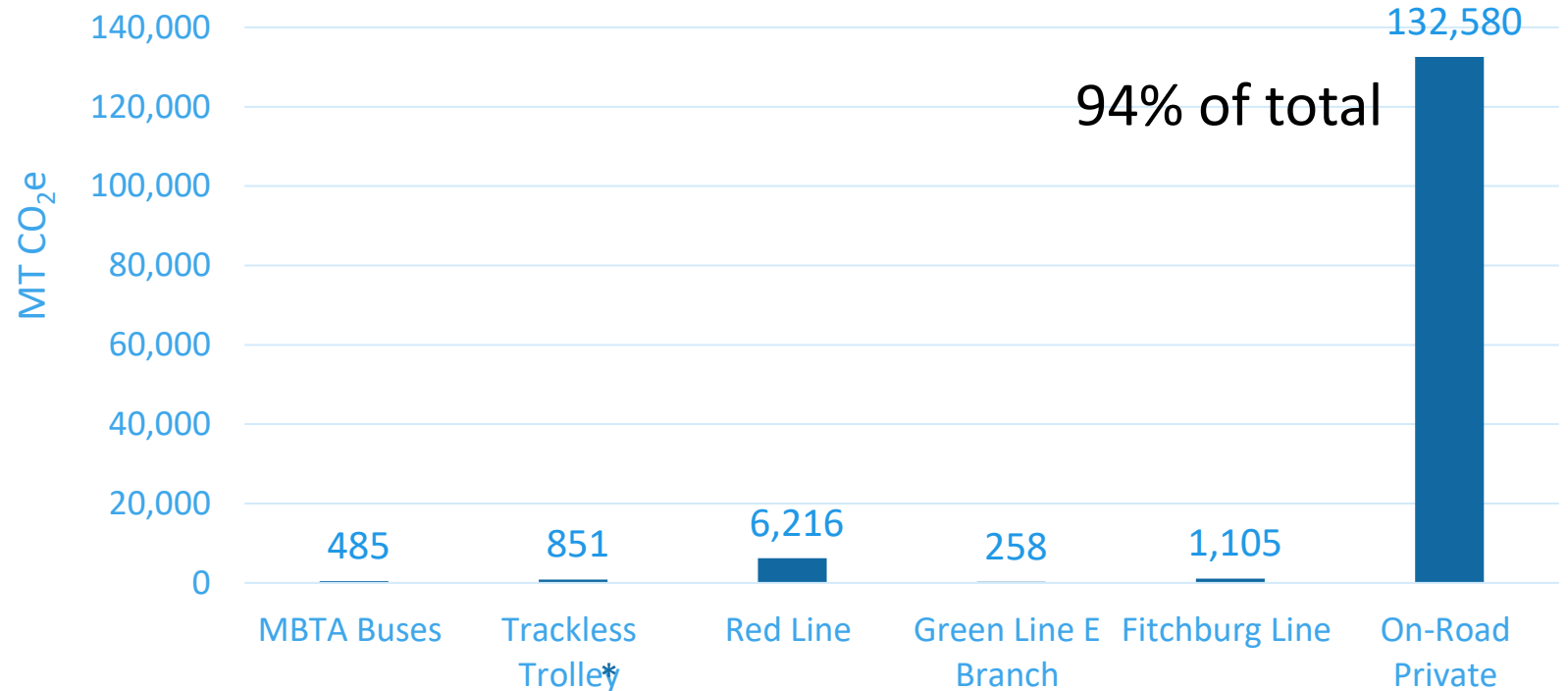
Introduction to Transportation Emissions

How many emissions come from different transportation modes in Cambridge?

Total Community-Wide GHG Emissions in Transportation by Sub-Category (MT CO₂e), 2019

Most transportation emissions come from on-road vehicles

On-road vehicles includes Cambridge municipal fleet vehicles



Notes: Trackless trolleys have been replaced with hybrid diesel-electric buses, but in 2025 they will be replaced by 100% electric [when the new Trolley Sq facility has been rebuilt]

Why do people use different modes?

People's travel modes are impacted by many things including their identity, experience, and trip circumstances. Some examples are:

Identity & Life Experience:

- Race
- Ethnicity
- Religion
- Country of origin
- Comfort with English
- Gender
- Age
- Disability
- Past experiences
- Social pressure
- Equipment-carrying needs
- Pregnancy
- # Children and ages
- Body size
- Income
- Housing status
- Bike parking available at home

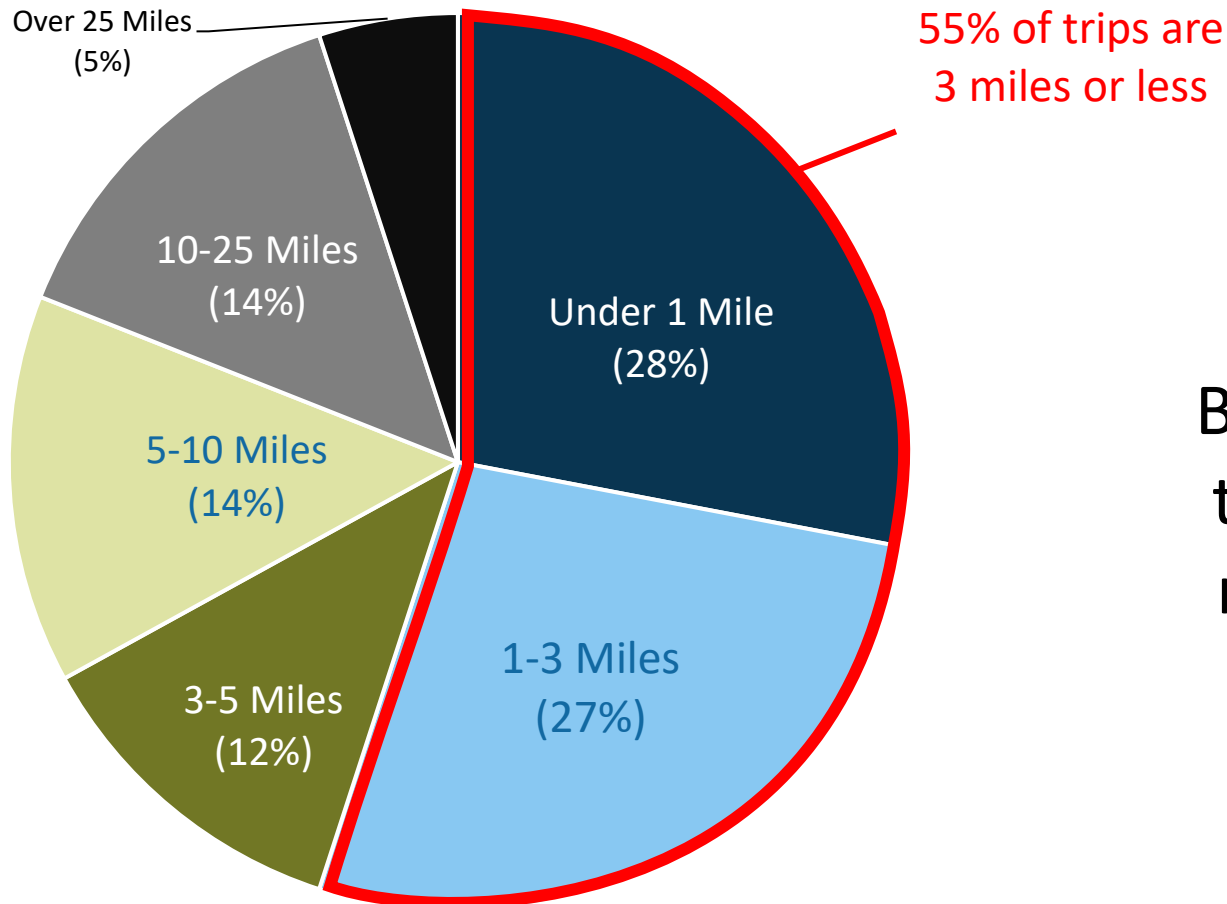
Trip Circumstances:

- Trip type / purpose
- Cost
- Reliability of mode
- Start point / end point
- Length of stay
- How many stops along the way
- Transportation modes used
- Time of travel
- Availability of car/bike parking
- Personal safety
- Traffic safety

What are some reasons you might use different modes?

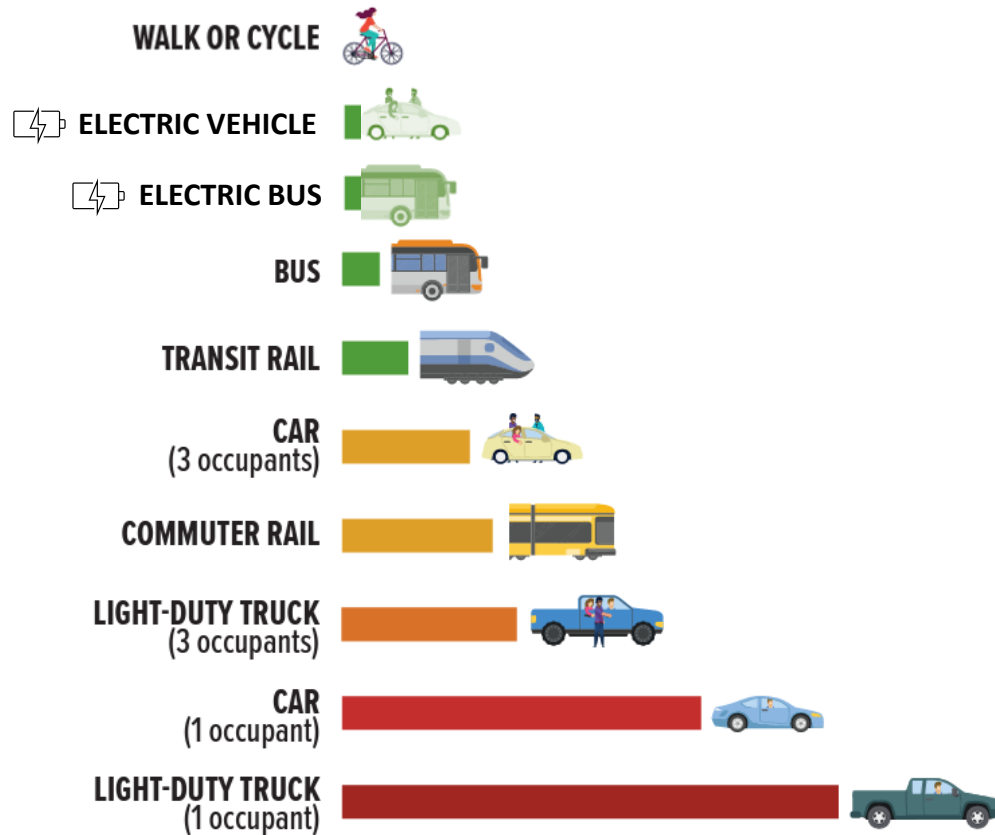
Most trips distances are very short

Trip Distance, Middlesex County, 2023



Because **more than half** of trips are 3 miles or less, it might be possible to shift some trips to more sustainable modes

Some modes create fewer emissions per person



Walking, biking, electric vehicles, and transit are the most sustainable modes of transportation.

More people in a vehicle = fewer emissions *per person*



Questions?

Draft Actions



What could change in Cambridge with this plan?

- More people will walk, ride bikes/scooters, and take the T, and drive less
- The city will change in ways that make it safer, easier, and more pleasant for people to walk, ride, and take the T, which might make it less convenient to drive in some places
- People will drive electric vehicles, instead of gas vehicles

We want to be aware of who this burden is falling on, of who has more capacity to take on the responsibility of getting to zero emissions.

We're advancing 6 categories of possible actions

**Community
engagement**

**Buses and
shuttles**

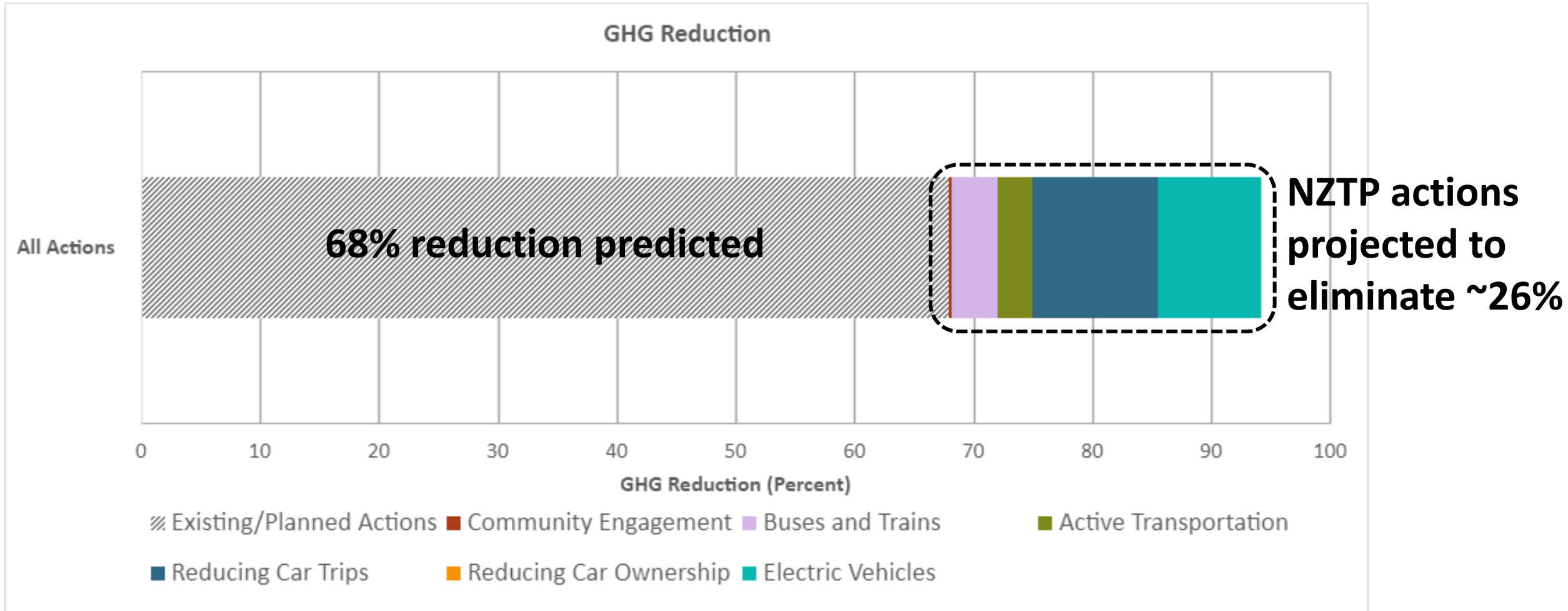
**Active
transportation**

**Reducing car
trips**

**Reducing car
ownership**

**Electric
vehicles**

How Far Do We Need to Reduce Emissions by 2050?





Next steps

- Next Advisory Group meeting: **Wednesday, November 20 @ 9:00 AM**
 - Debrief community feedback, review draft plan
- Drafting the Plan – **Winter**
- Final Advisory Group meeting – **early 2025 (date TBD)**
 - Finalize plan, reflect on the process, and capture our learnings

We want to hear from you! Thank you!



We need help figuring out the actions in these categories. We are working with Advisory Group and community members to pick actions.

- ❖ Visit the Net Zero Transportation Plan website for more info: <https://www.cambridgema.gov/nztransportation>
- ❖ Share ideas and feedback at: <https://bit.ly/CambridgeNZTPFeedback>
- ❖ If you want to share more thoughts, email Stephanie Groll at sgroll@cambridgema.gov or call Stephanie on the multilingual helpline: 617-865-2273 for free interpretation



As you visit the posters on the draft actions, consider...

- Which 1-2 impact your life the most?
- Which ones of these do you think are a positive shift for your community?
- Which seem harder? How can we make what's hard about that easier?
- What other ideas do you have?