Cambridge Zero Emissions Transportation Plan Outline

Introduction- 1 page
- Why now?
- What are the city's goals around climate change?
- Why is reaching net zero emissions by 2050 important?
- How did we undertake this plan? What made it different?
  - AG process
- Goals of the NZTP
- How will this document move the City into the future?

Executive Summary
- Overview of the goals of the project
- How does this fit into the other projects and general transportation planning landscape of the city
- What are the general approaches to reducing emissions?
- What are the buckets of actions?
- Summary table of each action and associated emissions reductions
- Charts showing emissions reductions baseline and emissions reductions with actions
- Community engagement

Community Engagement Process
- Why did we approach this engagement differently? Goals and motivations of this way of engaging
  - How does this differ from (or draw on) experiences with previous planning processes?
- Support of USDN
  - Compensation for AG members
  - City trainings
- Discuss role and process of AG
  - Relationship building
  - Co-creating process
  - Education/sharing resources
- Discuss process of wider community engagement
  - CET
  - smaller engagement meetings facilitated through AG
  - Focus groups?
  - Community meetings

Developing the Zero Emissions Transportation Plan

What does getting to zero emissions mean?
- Caveats/parameters – on-road emissions only (does not include air travel generated by residents and businesses, or consumption habits that generate deliveries in Cambridge), Cambridge emissions sit right next to emissions from neighboring municipalities
- What is already planned/in motion for transportation emissions reduction; What we understood to be the remaining gap that Cambridge needs to fill
- Interaction between actions and high-level modeling assumptions?

How do you get emissions out of transportation?

Guidance and recommendations, themes from community engagement
- Developing goals and what they mean
- What we heard was really important to plan for (themes from engagement)
  - Concern with pricing approaches which feel punitive – even if progressive
  - Don't punish me for having a car – make it easier for me not to
  - Not all strategies have to be for all people – but at the same time, all different communities and types of people should be able to see themselves in the plan and see options to contribute to emissions reduction and opportunities to improve their mobility
  -

Emissions Reductions Actions
- Introduce the 8 categories of actions
- Key partners – this is not something Cambridge can do alone ... MBTA, neighboring communities, etc.
- Categories with brief descriptors
  - Look in slides for relevant baselining info on categories – e.g. land use relationship to emissions here: AG Meeting #5.pptx
- Table of actions under each category – first three columns from action table
- Each action would have a two-page (roughly) summary of its implementation, implications, and methodology – this goes in appendix
- Two-page summaries would be grouped by category (AT, LU, DAL, etc.)
  - Each category could have a brief introduction (half a page with a nice picture?)
- See an example here: Bus Reliability and Frequency Two-Page Summary

Lessons learned on the process

- Convening, working with the AG
- Community engagement
- Technical lessons – what level of confidence we can have in emissions reductions estimates?
- How particular Cambridge's context is

Conclusion

- Talk about next steps
    - Need to prioritize what moves forward first and why [final plan will have priorities]
    - Need to develop an actionable implementation plan
    - There are unsolved hurdles to implement some of these actions
        - Need for coordination, advocacy regionally and more broadly
- Planning goals (see p 7 of parking study as model)
- What other plans does this connect to

Acknowledgements

- AG members
- Staff

Appendix

- List of events and number of attendees
- Modelling assumptions
- Actions
    - Annotated actions we considered that were rejected/not included and why
    - Table of assumptions for actions
    - Level of control on each action
    - Two pagers

Note parking study as example:

https://www.cambridgema.gov/-/media/Files/CDD/Transportation/parkingstudy/2022parkingstudyfinalreportwithappendixcambridgema.pdf

Two-Page Summary Outline [Example]

Each "two-pager" will answer the same questions and provide information for the same "fields." At the top, in a few bubbles, will be the emissions reduction percent, timeframe for implementation, and the level of control the city has.

What Will Cambridge Do?

This is a general description of the action in plain language

How Does This Action Reduce Emissions?

This will be a descriptive explanation of the calculation. Does the action get more people on transit? Does it get people on bikes? Does it reduce vehicle ownership? How does that actually reduce emissions?

What Benefits will Residents and Visitors See?

A general description of how this will impact the daily lives of residents – more tuned to the felt experience of the action than the "What Will Cambridge Do" field.

How Will We Measure Success?

What can the city do to make sure things are working? How can the public keep the city accountable?

How Will this Action be Implemented Equitably?

Will this be paired with another action? Will it include specific implementation requirements to ensure costs and burdens are not inequitably distributed?

Who is Responsible?

Focused on implementation – who will take ownership for next steps related to this action? Does a study need to happen? Does funding need to be acquired?