



City View

SUMMER 2016



Cambridge Ranked as Highest Scoring STAR Community in Nation



City Manager's Message



Earlier this year, I advised the City Council of my intent to retire at the end of this fiscal year. It has been my privilege and honor to serve the citizens of Cambridge for the past 45 years. Although my announcement is bittersweet, this great City remains in the hands of a highly skilled leadership team that will continue to provide outstanding services and programs to our residents.

The City is in excellent fiscal condition with substantial reserves, an aggressive budget that meets the needs of our community, and an affordable tax rate, that allows us to maintain our AAA bond rating from the three major rating agencies. I am proud of what we have accomplished, especially in the past three years that I have served as City Manager.

Over the years, I have especially enjoyed being a mentor to many staff, some of whom have developed into strong leaders. I am also proud to welcome several new members to our team. Our ongoing Leadership Initiative helps ensure we build bench strength and gives employees new opportunities to grow and move up in the ranks of the City.

I have always believed strongly in the power of collaboration, knowing that by working together we can accomplish so much more.



The City of Cambridge has won national recognition by achieving a 5-STAR Rating from STAR Communities (STAR), a Washington D.C.-based nonprofit. STAR is the nation's leading framework and certification program for evaluating local sustainability, encompassing

environmental, social, and economic performance measures. Cambridge received high marks for its work on a range of issues, including transportation choices, energy efficiency, arts and culture, and innovative programs for youth engagement and community policing.

Continued on Page 5

Continued on Page 2



Q&A with City Manager Richard C. Rossi
Page 2



Cambridge Commits to Vision Zero
Page 3



It's the Cambridge Year of Solar!
Page 6



Tapping into Cambridge Water
Page 7

Having grown up in Cambridge, I feel connected to the people here and the diversity that abounds. Over the past three years, we have embraced the diversity of our City even further through the creation of a Citizen's Committee on Civic Unity and through my personal commitment to many community-based agencies and organizations.

We are continuing the work of rebuilding and renovating our public schools as part of our commitment to having high quality educational and community facilities. This past February, we held an opening ceremony for the Dr. Martin Luther King Jr. and Putnam Avenue Upper School Complex, our first "near" net zero school, which includes a JK-5 program, a 6-8 upper school, and the Department of Human Services' Preschool, Afterschool and Community School programs. The King Open and Cambridge Street Upper Schools and Community Complex, along with the Valente Branch Library and Gold Star Pool are scheduled to be completed in September 2019. This will be the second school building to be redesigned with green building features and is anticipated to be our first net zero school. It will also be the new location of the Cambridge Public Schools' Administrative Offices.

I am extremely proud that Cambridge was one of four cities nationally to earn a 5-STAR rating from STAR communities. In fact, the City actually received the best STAR score to date. Cambridge received high marks for its work on various issues, including transportation choices, energy efficiency, arts and culture, and innovative programs for youth engagement and community policing. Learn more in the adjacent article.

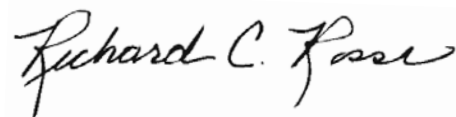
Earlier this year, we also took on the ambitious goal of adopting Vision Zero and continued our commitment to Complete Streets Policies. Vision Zero strives to eliminate traffic fatalities and serious injuries. Learn more about this initiative on page 3.

As a national finalist for the Georgetown University Energy Prize, we launched the Cambridge Year of Solar and are urging residents to consider solar for their homes. The City is participating in this program, with solar installations at the Dr. Martin Luther King Jr. and Putnam Avenue Upper Schools Complex and the Water Treatment Plant, and as part of future project plans.

So much great work has been accomplished that it is impossible to include it all here, but I hope that you feel the same pride that I do for this outstanding City.

I want to thank my dedicated staff, many of whom have been with me for decades. They are second to none. I thank my Leadership Team and the City Council for their support over the last 45 years, especially these last three years during my tenure as City Manager. And finally, my heartfelt thanks to my wife, Jane and to my children, Allison, Jennie and Rich, for their unwavering support and understanding throughout my career. A piece of my heart and soul will always be in Cambridge. My life's work in this community has been an amazing gift and I am so grateful to have had the opportunity to help shape this City into the best place to live, work, or visit.

Thank you Cambridge!



Q&A with City Manager Richard C. Rossi

What are you most proud of?

My role as a strong leader for affordable housing and a community that is welcoming to all. Making Cambridge an exciting service-rich community.

What was your greatest challenge?

Constantly trying to balance the varying and sometimes opposite opinions that can surround an issue or project.

What will you miss the most?

I love interacting with people and working together to solve problems that affect our community, especially the challenging problems that many believe cannot be resolved. I have truly enjoyed mentoring staff and watching people grow into solid leaders.

What would you advise the next City Manager?

Rely on your staff as they are extremely competent and professional. Do not try to fix what is not broken for the sake of change. Get to know all the people who make up this incredible community – residents, business and institutional leaders, nonprofit groups – and be welcoming to all. Search for the diversity of opinions, and always listen. It is ok to change your mind. Be the leader at all times and have patience. Support your staff. Embrace all that Cambridge is.



Cambridge Commits to Vision Zero

City Council Passes Resolution Establishing Goal to Eliminate Traffic Fatalities and Serious Injuries.

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. First implemented in Sweden in the 1990s, Vision Zero has proved successful across Europe – and now it's gaining momentum in major American cities. For many years, Cambridge has worked diligently towards improving safety for all transportation users, particularly our most vulnerable

populations. With the City Council officially adopting Complete Streets and Vision Zero policies, Cambridge will further focus its efforts on addressing the City's most serious traffic safety concerns.

Complete Streets are designed and operated to enable safe access for all users – regardless of age, ability, or mode of transportation.

The Vision Zero approach acknowledges that traffic fatalities and serious injuries are preventable, and places the focus on actions that must be taken collectively to make this goal a reality. Building on the success of cities around the world, the City's Police, Community Development, Public Health, Public Works, and Traffic, Parking and Transportation Departments, along with Cambridge Public Schools, are working collaboratively on transportation issues and initiating a process to develop and implement a Vision Zero Action Plan.

From the City's original Vehicle Trip Reduction Ordinance to the recently initiated Safe Routes to School Program, Cambridge has long been a leader in transportation. Vision Zero builds on these ongoing efforts to create a safer, more sustainable, and more equitable transportation network that provides mobility and access for all users. Looking at transportation through the lens of public health and harm reduction will point towards new solutions and approaches to improving the safety of residents, employees, and visitors in our City.

As the City moves forward with Vision Zero, we can be inspired by what has been successful in other locations, while tailoring our approach to the unique characteristics of Cambridge.



It Takes a Community to Protect a Community

To ensure safety is top-of-mind at all times this summer, the Cambridge Police Department is encouraging people who live, work and visit the City to be aware of their surroundings and if you "see something, say something."

No matter where you'll be this summer, you can play a part in keeping the community safe for everyone. For example, if you see any unattended packages, backpacks, briefcases, etc. that look suspicious, please call the Cambridge Police – even if you are uncertain of its significance. If it is an emergency, dial 9-1-1 immediately.

Suspicious activity can happen anywhere, anytime, and keeping an eye out and reporting anything that may appear odd to the police can potentially save lives. People are strongly

encouraged to report suspicious activity or persons even if they have doubts about the information or observations. It is much better for officers to arrive at a scene and find that there is nothing wrong than for a crime to occur. Sometimes crimes can be prevented and offenders can be caught in the act because of quick-thinking community members.

To report suspicious activity, please call 617-349-3300. If there is an emergency, please call 9-1-1.

When leaving a message, please provide as much detail as possible, including who or what you witnessed, when, where and why it appeared suspicious.



For an overview of the different ways you can share information – by phone, text, email, or Cambridge Police's MyPD App, visit CambridgePolice.org/Tips.

Summer Fun

MAY/JUNE

Fresh Pond Day

Saturday, June 11, 11am-3pm

Fresh Pond Reservation

(250 Fresh Pond Pkwy)

Celebrate the land, water, wildlife and people that make Fresh Pond Reservation a unique and vital part of our City! Live wildlife presentations, a wildlife and bike parade, live music, facepainting, truck climb-boards, tours and more will abound, and it's free to all!

cambridgema.gov/FreshPondDay16

Cambridge River Festival

Saturday June 4, Noon-6pm

East Cambridge waterfront. Along Cambridge Parkway between Edwin H. Land Blvd and Lechmere Canal. Live music stages, visual arts, theatrical and dance performances, family entertainment, art-making, crafts and international food! Presented by Cambridge Arts Council. Free.

cambridgeartscouncil.org

Open Archives Tours

June 13-15, June 20-22

A rare chance to go behind the scenes at archives and repositories in Cambridge.

cambridgema.gov/historic

Hoops 'N' Health

Saturday June 18, 10am-6pm

Basketball Tournament & Health Fair (12-5pm), Hoyt Field. Free food, music, children's games.

cambridgepublichealth.org

City Dance Party

Friday, June 24, 7-11pm

Dance in the street in front of City Hall at this lively event for the entire Cambridge community.

617-349-4301 or cambridgema.gov/DP16

JULY/AUGUST

Screen on the Green

July-August, Wednesdays, 7pm

Enjoy a movie theater size screen, jugglers, clowns, music and magicians.

617-349-6200 or cambridgema.gov/dhsp

Summer in the City

July-August (dates and times vary)

Cambridge Arts Council produces an array of multicultural and interactive performances throughout the City's parks and public spaces featuring dance, music, storytellers, theater and puppetry for children ages 4- 11. Free.

cambridgeartscouncil.org

Taste of Cambridge

Tuesday, July 12, 5:30-8:30 pm

University Park & Sidney St., Central Square

Information & Tickets: tasteofcambridge.com

SEPTEMBER

PARK (ing) Day

Friday, September 16

Annual event encouraging citizens to transform metered parking spots into temporary public parks.

cambridgema.gov/parkingday16

Danehy Park Family Day

Saturday, September 17, 11am-4pm

Amusement rides, roving performers, children's stage. Free hot dogs, chips, sodas.

617-349-4301 or cambridgema.gov/Danehy16

Cambridge Discovery Day

Saturday, September 17

Explore Cambridge during free tours and events presented by experienced guides.

cambridgema.gov/historic

Fall Bike Ride

Sunday, September 25

cambridgebikes.org



Participatory Budgeting Is Back!

Residents Decide How to Spend \$700,000

In June, Cambridge will launch its third Participatory Budgeting (PB) Cycle. This year, any Cambridge resident 12 years of age or older can help decide how the City will spend \$700,000 of its FY18 capital budget. As part of this public process, residents submit project proposals, volunteer Budget Delegates help develop the best ideas into ballot questions, and then the community votes to choose the projects that will be funded.

Participatory Budgeting is a different way to manage public money, and to engage people in government. It is a democratic process in which community members directly decide how to spend part of a public budget. It enables citizens to work with government to make the budget decisions that affect their lives.

Winning Projects from the first two PB Cycles include:

- 100 New Trees
- Public Toilet in Central Square
- Five Water Bottle Fill Stations
- Food Rescue Freezer Van
- Expanded Free Public Wifi
- Three Bike Safety Projects

Any Cambridge resident can submit ideas from June 1 through July 31, 2016 online at pb.cambridgema.gov/pb16 or by contacting the Budget Office at 617-349-4270 or pb@cambridgema.gov.

Now Recruiting Budget Delegates!

Interested in taking your ideas to the next level? Volunteer as a Budget Delegate this fall! You'll work with other volunteers to research

submitted ideas; evaluate them on need, impact, and feasibility; and develop the final proposals that will appear on the ballot for the December 2016 Participatory Budgeting vote.



Cambridge Ranked as Highest Scoring STAR Community in Nation continued from cover

Cambridge distinguished itself by receiving the highest STAR score to date and joins Seattle WA; Baltimore MD; and Northampton MA as the only communities that have received the Certified 5-STAR Community Rating, the top certification level. In all, 50 communities and counties across the country have received STAR certifications, and hundreds of others are actively using the rating system to measure progress.

While the Cambridge STAR certification process was spearheaded by the Community Development Department, over 20 City departments, boards, and commissions contributed time, expertise and information to the STAR Communities certification effort. Cambridge attained 90% or more of possible points in several goal areas, including built environment; economy and jobs; education, arts and culture; and health and safety. The City received credit for exemplary performance in affordable housing preservation, superior fire protection, proximity to public parks and supporting sustainable transportation choices. Cambridge also scored well in the remaining goals; climate and energy, equity and empowerment, and natural systems.

“Our strong performance with STAR Communities serves as affirmation of many years of work by City departments to build a better City for future generations,” said City Manager Richard C. Rossi. “For decades, we have incorporated innovative principles into our planning and programming to create a City that provides a high quality of life, a strong economy, creative social programs, long term community health, and sustainability and resilience.”

To learn more about Cambridge's Star Community Rating, visit cambridgema.gov/5star.



It's the Cambridge Year of Solar!



To Join the Solar Revolution, Visit sunnycambridge.org



Sunny Cambridge is the city-wide initiative that makes it easy for all types of homes to get solar power, including condos and multi-family homes owned by landlords. Solar is a smart choice for our community – not only is it clean energy, it also provides significant long-term savings.

Cambridge has lined up local solar installers through the EnergySage Solar Marketplace, which helps you request, receive and compare solar quotes 100% online with support available every step of the way.

- ☀ Save money with solar before incentives run out
- ☀ Everyone can afford solar: \$0 down Mass Solar Loan available
- ☀ Promote cleaner air and help Cambridge meet its sustainability goals
- ☀ Support the local economy and local installers
- ☀ Help Cambridge beat 49 other cities to win the \$5 million Georgetown University Energy Prize!

Sign up for Solar at sunnycambridge.org

Cambridge Strives for Municipal Sustainability in its Buildings



Last summer, the Cambridge City Council adopted the 25-year Net Zero Action Plan, containing a series of actions between 2015 and 2040 that will put Cambridge on a pathway to net zero greenhouse gas emissions (GHG) from building energy use. Expansion of renewable energy is a key part of the strategy, including a solar-ready rooftop zoning requirement being developed this year.



Cambridge is halfway through the two-year \$5 million Georgetown University Energy Prize competition with 50 cities nationwide to reduce municipal and residential energy use. For its own buildings, the City has committed \$5 million per year over at least five years for a Municipal Facilities Improvement Program to ensure high-performance buildings for Cambridge residents and employees.

In addition to encouraging residents to get solar power in their homes with the new Sunny Cambridge initiative, the City has established its own goals to install sufficient solar Photovoltaic (PV) capacity to supply 5% of its municipal electricity consumption by 2020. Solar installations have been made at the Water Treatment Plant and the newly opened near net zero Martin Luther King, Jr. School.

Solar installations are also planned for the Kennedy Longfellow School next summer and the King Open School, currently being designed as a net zero school. Finally, the City is moving toward obtaining 100% of its electricity needs through new, renewable energy projects in order to increase the amount of renewable energy generated in the region.

Tapping into Cambridge Water

Since the mid-1800s, the Cambridge Water Department (CWD) has been providing a safe, adequate, and uninterrupted supply of the highest quality water to Cambridge residents, businesses, and universities.

Through the implementation of proactive initiatives like its lead pipe replacement and corrosion control programs, on-site rapid water quality testing capabilities, and watershed protection programs, CWD has not only taken steps to protect the sources of Cambridge's drinking water, but also to minimize the risk of lead contamination in drinking water from customer's plumbing systems.

While Cambridge is not considered "high risk" for childhood lead poisoning—in fact lead paint, not drinking water, is the largest source of exposure—CWD will assist any Cambridge resident concerned about having a lead water service pipe to determine composition of their water pipes or provide a free lead water test kit. Additionally, to ensure the safety of our children, CWD has been testing for lead in Cambridge schools since 1993 to identify and remove any drinking water bubblers/fountains that may be close or above recommended lead levels.



For more information on obtaining a free lead water test kit or to speak with someone regarding your drinking water or water service pipes, please contact the Water Quality Laboratory at 617-349-4780, or email them at cwdlab@cambridgema.gov.

Learn more about Cambridge's water supply at cambridgema.gov/YourWater.

Adaptive New Streetlights Saving City Money



Following the replacement of high pressure sodium (HPS) light bulbs with LED technology in 4,878 street lights last spring, the City is recognizing substantial electricity savings.

The savings are the result of the energy efficiency that LED technology provides over HPS bulbs, as well as the wireless adaptive lighting control system that allows the City to dim the LED fixtures during late night hours. So far, the City has effectively reduced its streetlight electricity use from 4.4 million kwh to 897,000 kwh per year.

The City expects to see even more savings following the replacement of the remaining 1,700 decorative lights with the newer LED fixtures in the coming months.

"As far as we know, we are the first major city to deploy an adaptive lighting system citywide," said City Electrician Steve Lenkauskas. "This has been an extremely successful process that has far exceeded our expectations and we've seen a savings of 80 percent (energy use) so far."

The reduction in electricity use also means a reduction in GHG emissions from nearly 1500 metric tons of CO₂e to about 300 metric tons of CO₂e: that's an emissions saving about equal to the annual emissions from electricity use of 585 homes.



A publication of the Office of the City Manager, City of Cambridge
795 Massachusetts Avenue • Cambridge, MA 02139
617-349-4300 • cambridgema.gov

PRESORTED
STANDARD MAIL
US POSTAGE
PAID
Milford, CT
Permit #7

City Manager Richard C. Rossi

Deputy City Manager Lisa C. Peterson

2016-17 City Council:

Mayor E. Denise Simmons

Vice Mayor Marc C. McGovern

Councillor Dennis J. Carlone

Councillor Leland Cheung

Councillor Jan Devereux

Councillor Craig A. Kelley

Councillor David P. Maher

Councillor Nadeem A. Mazen

Councillor Timothy J. Toomey, Jr.

ECRWSS
Resident Postal Customer
Cambridge, MA

Making Cambridge Better One Quality of Life Requests at a Time

Cambridge Joins the Statewide Commonwealth Connect Program to Receive Non-emergency Citizen Requests.

With this new platform, residents can directly and easily report quality of life concerns – ranging from graffiti and potholes to broken traffic signals and bike rack issues – to the City via the web, a mobile application, or on Facebook.

When submitting requests via the mobile app, residents can quickly provide location information, descriptions of issues, and photographs as they see the issue in real time. Once the issue is submitted, City staff will receive an alert, acknowledge the service request, route it to the proper department, and update on the status of the request.

Any resident following the issue will be notified when it is resolved.

Within a month of joining the program, Cambridge was named one of the Top 10 Small Fixer Cities (population < 150,000) across America.

Cambridge continuously strives to raise the level of service that we provide to our residents as well as those who visit Cambridge for work, school, or leisure. Through Commonwealth Connect, departments have been better able to receive, address, and resolve issues reported by the public while

also improving communications regarding the status of requests. This platform is making us even more responsive to the public's concerns.

Next time you have a quality of life concern, use Commonwealth Connect to let us know so we can keep Cambridge the best community to live, work, and play in.

Report issues on the Web at: cambridgema.gov/CommonwealthConnect.

Get iPhone app at camb.ma/itunescambridge and for Android app at camb.ma/googleplaycambridge.



Looking to keep informed on the latest City news?

Follow us on Twitter at @CambMA and on Facebook at CambridgeMA.Gov