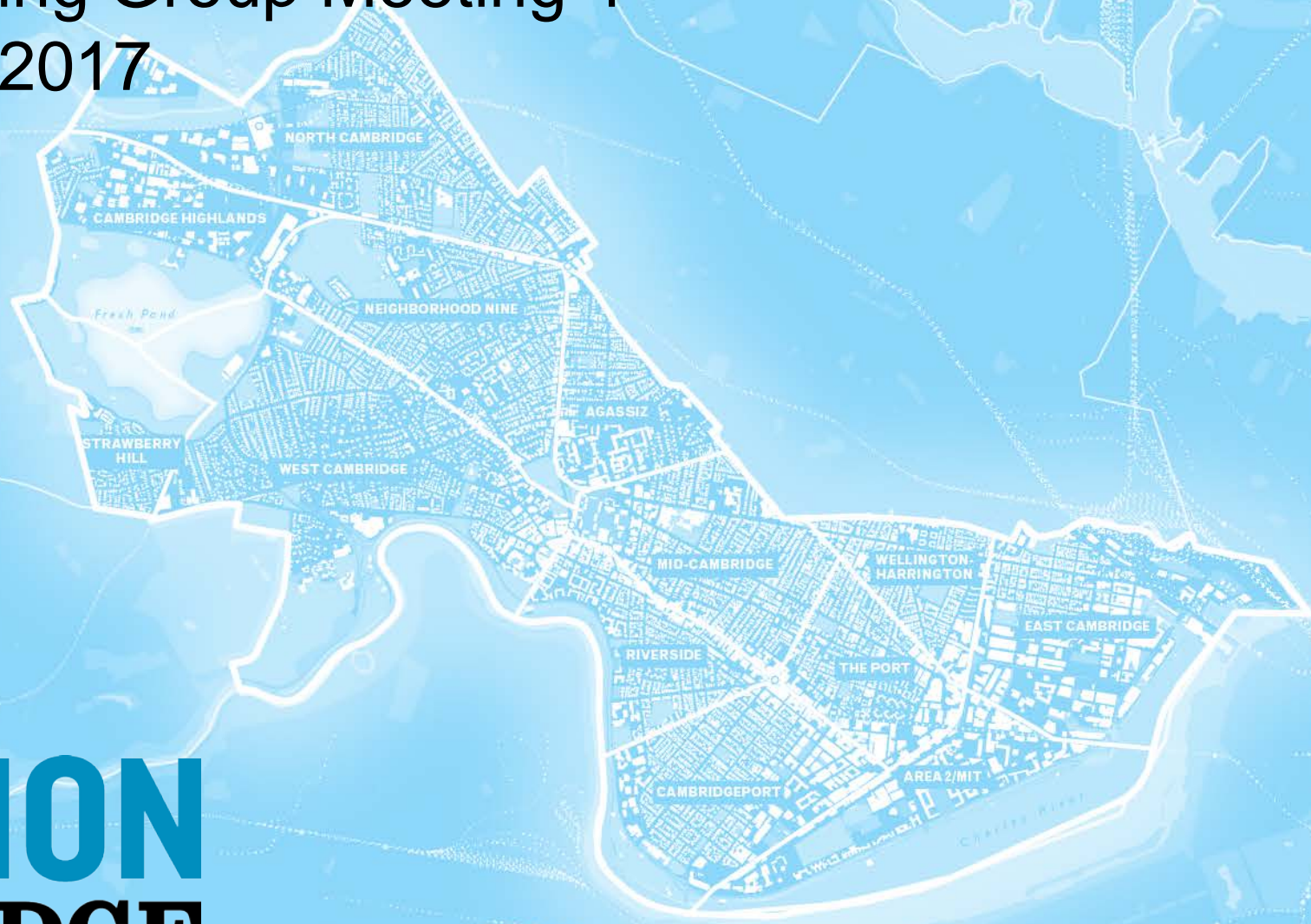


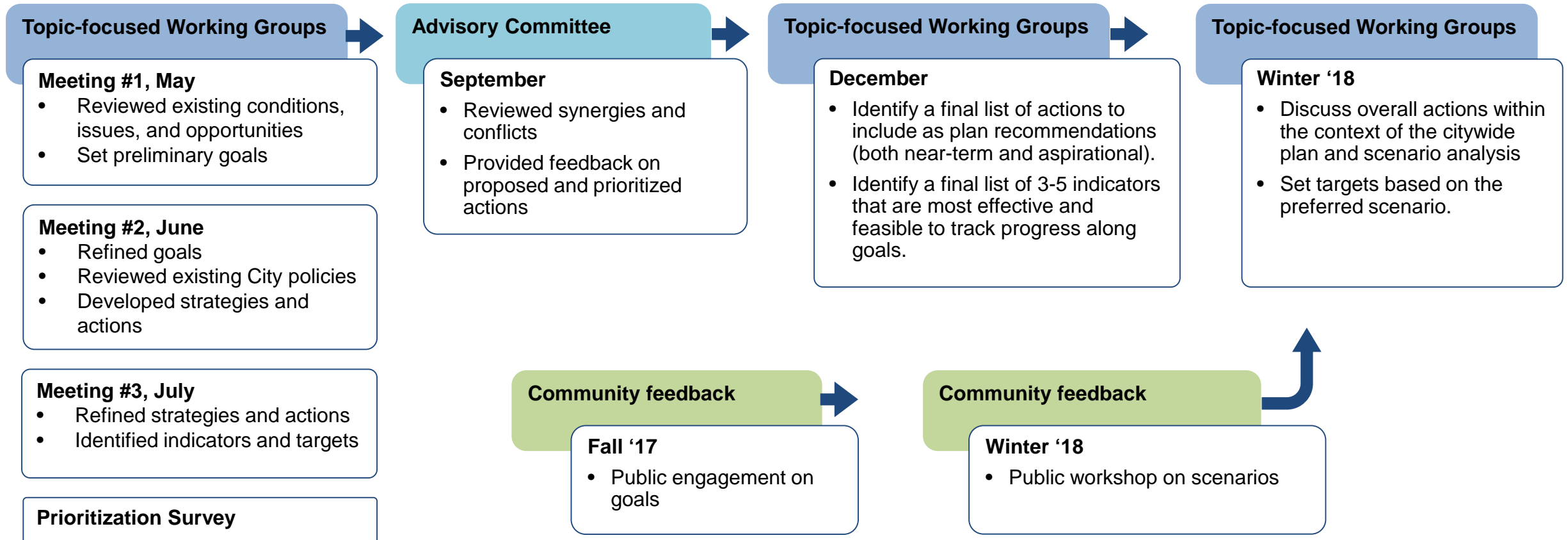
# Mobility Working Group Meeting 4

## December 7, 2017



# ENVISION CAMBRIDGE

# Process update

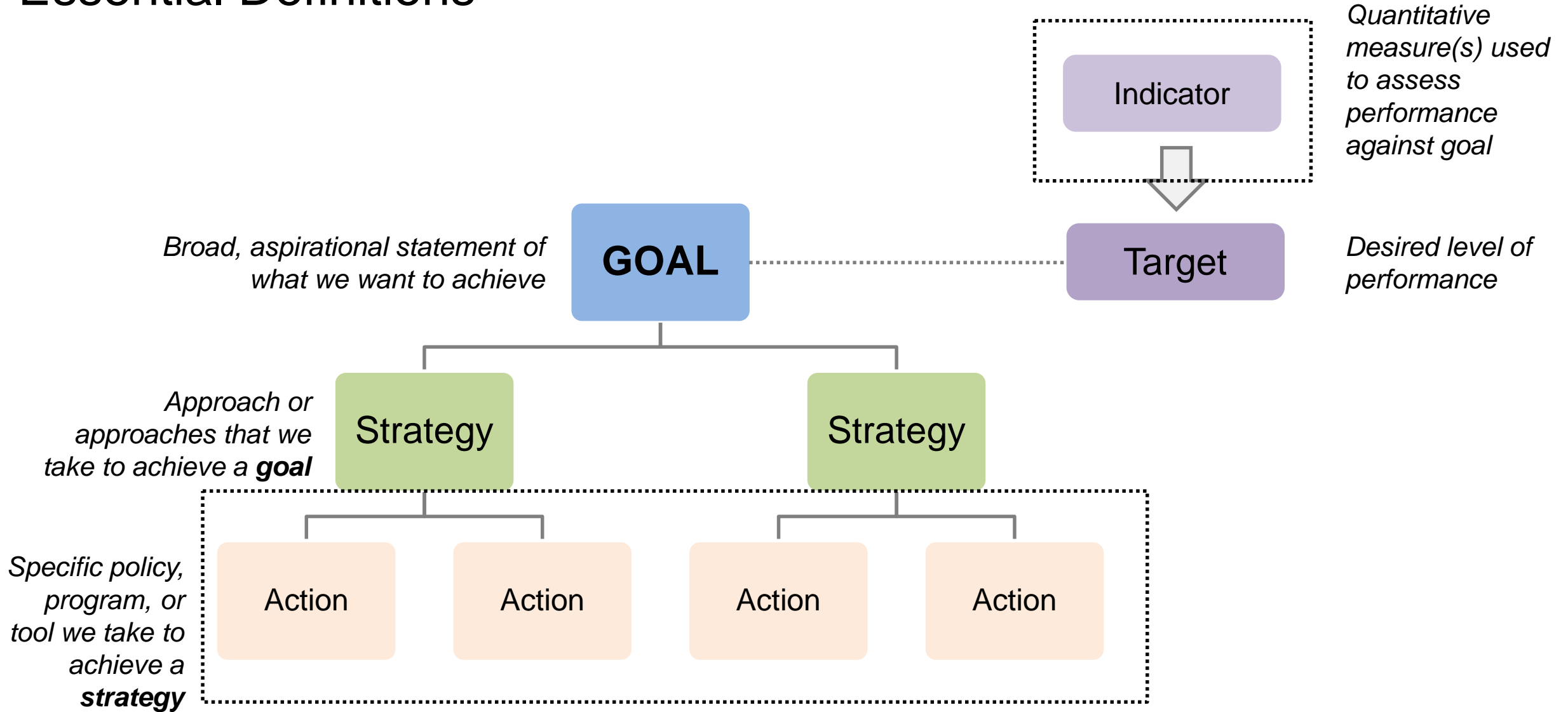


# Today's agenda

**Meeting objective:** Gain consensus on actions that will be written into the plan as recommendations, and select 3-5 indicators that the City will measure on an ongoing basis after the plan has been released.

- **Session overview** **10 mins**
- **Actions:** Discuss Working Group feedback on the Priority Matrix developed by City and consultant teams. Identify a final list of actions to include as plan recommendations. **75 mins**  
*(Facilitated exercise)*
- **Indicators:** Present indicators recommended by the planning team that are most effective and feasible to track progress along goals. Discuss indicators and identify a final list of 3-5 to be included in the plan. **45 mins**
- **Next steps** **10 mins**

# Essential Definitions



# Summary of public feedback on goals

- All the goals were evenly prioritized by respondents.
- Many raised concerns about the increasing traffic on Alewife Brook Parkway and Mass Ave, advocating to stop development and look for more ambitious transit solutions.
- Respondents advocated for streets to be designed with equal consideration for users of all modes.
- Some thought the goals needed to be more specific and distinct from each other.



## A. Connectedness and User-friendliness



## B. Climate Resilience and Environmental Health



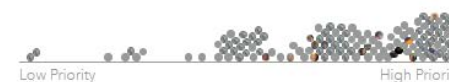
## C. Equity and Accessibility



## D. Safe and Active Transportation



## E. Reliability and Efficiency



## F. Community Character and Vitality

Survey on draft goals: <https://envisioncambridge.consider.it/>

*Where are the other transit options?  
Placing such emphasize on biking as a replacement for cars in our current climate is problematic*

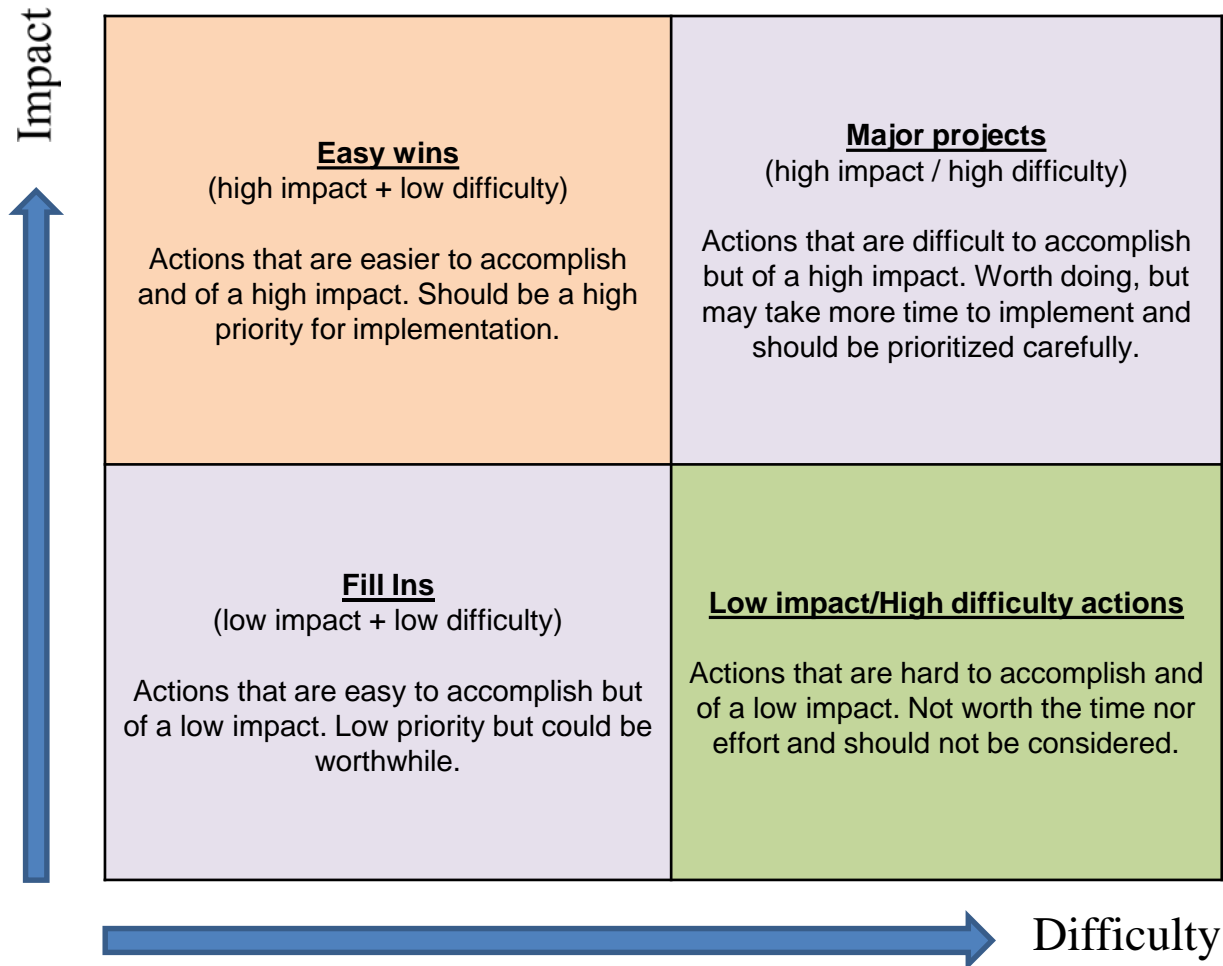
*Larger and more drastic transportation discussions are important. Traffic at Alewife worsens and development expands. We need a subway that extends beyond Alewife.*

*The built environment should be kept dense or densified to make transit, biking, and walking more efficient*

*Approving more development in Alewife and East Cambridge area without effective public transportation solutions will exacerbate grid-lock that's already nightmarish.*



# Session overview: Determining plan priorities



**Sorting:** Working with the City, the actions generated at the end of meeting #3 have been sorted into 4 categories based on expected impact and difficulty.

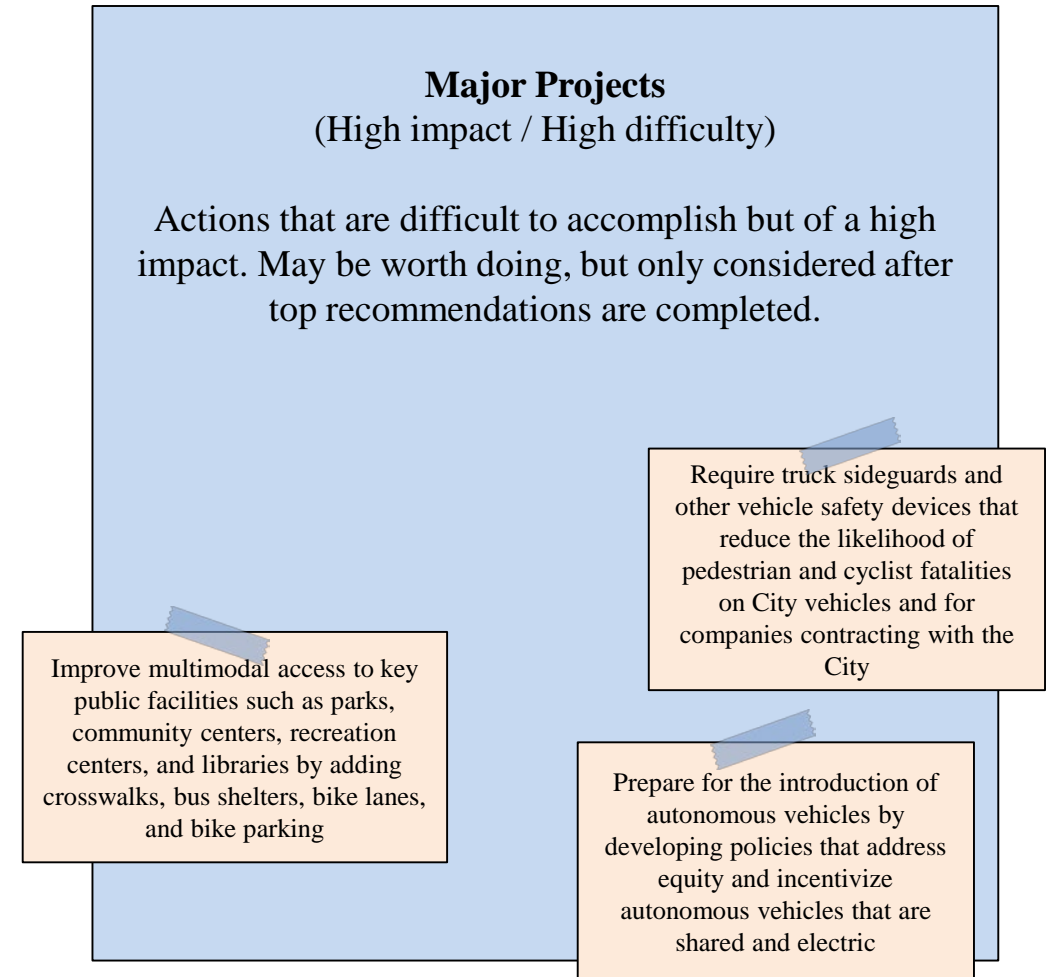
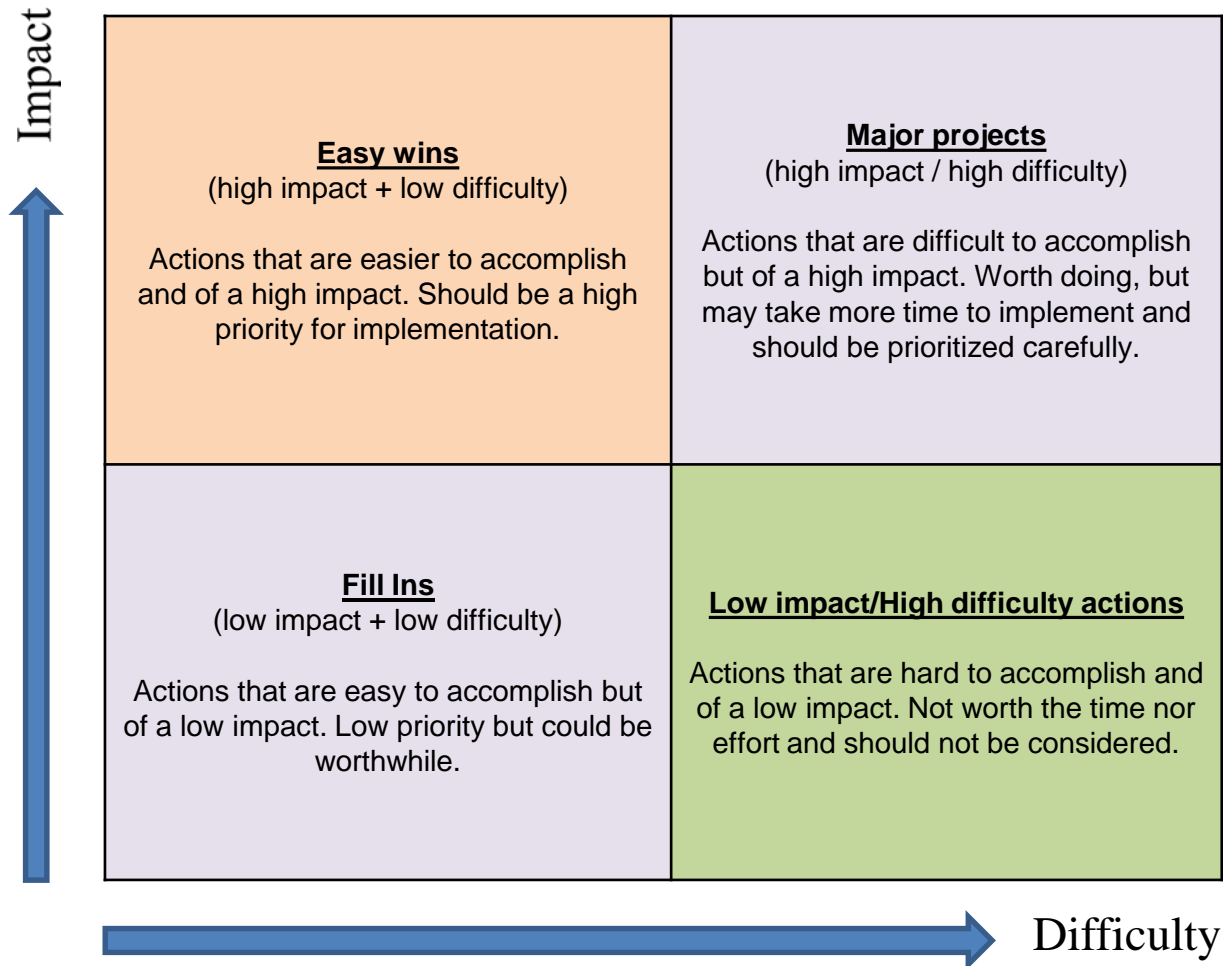
**Streamlining:** To bring the actions into a parallel style across all working groups, some of them have been rephrased or combined. We intended to make them more specific, and to sharpen them by replacing verbs such as “explore” or “encourage” with concrete actions that the City can pursue.

# Actions



# Action categorization (*Facilitated exercise*)

Do you agree with the current placement of each action along the four quadrants?





# Indicators



# Characteristics of a Good Indicator

An indicator is a quantitative measure used to assess performance against a goal. To guide the Working Group's development of indicators, the following general characteristics of good indicators have been identified.

**Simple to understand and communicate**

**Historic data is available and readily accessible**

**Indicator is a true reflection of performance**

## Indicators That Do Not Meet These Criteria

*Greenhouse gas emissions per capita*

*Number of people enjoying shared places*

*Travel time to work*

# Recommended mobility indicators

Which of these indicators seem most compelling in measuring progress against the goals?

Are there any other indicators that should be considered as a better way to measure progress against goal(s)?

Indicator	Potential Source
<b>Fatality / injury by mode and geography</b>	Cambridge Police / EMS
<b>Percentage of residents by socio-economic group with 5-minute access to community resources (such as parks, schools, etc.) by transit, walk, or bike</b>	Network Analyst / Better Bus Buffers, Census
<b>Mode share of all trip types by neighborhood</b>	New surveying
<b>Regional through trips on arterials versus locals</b>	Streetlight
<b>Degree of citywide network connectivity by mode</b>	Network analyst v. jobs + population (Census)

# Alternative mobility indicators

Which of these indicators seem most compelling in measuring progress against the goals?

Are there any other indicators that should be considered as a better way to measure progress against goal(s)?

Indicator	Potential Source
Recorded traffic speed of roadways with traffic calming	INRIX
Proximity and access to community resources (such as parks, schools, etc.) by mode and income	Network Analyst / Better Bus Buffers, Census
Percentage of public ROW dedicated to the proportion of users by mode	Cambridge GIS + Intensive data analysis
Number of people enjoying shared places (e.g. sitting in a parklet)	Soofa
Amount of greenhouse gas emissions (per capita) from transportation sources (trains, buses, cars, EV, fuel efficiency, etc.)	CTPS / MassDOT model outputs

# Next steps

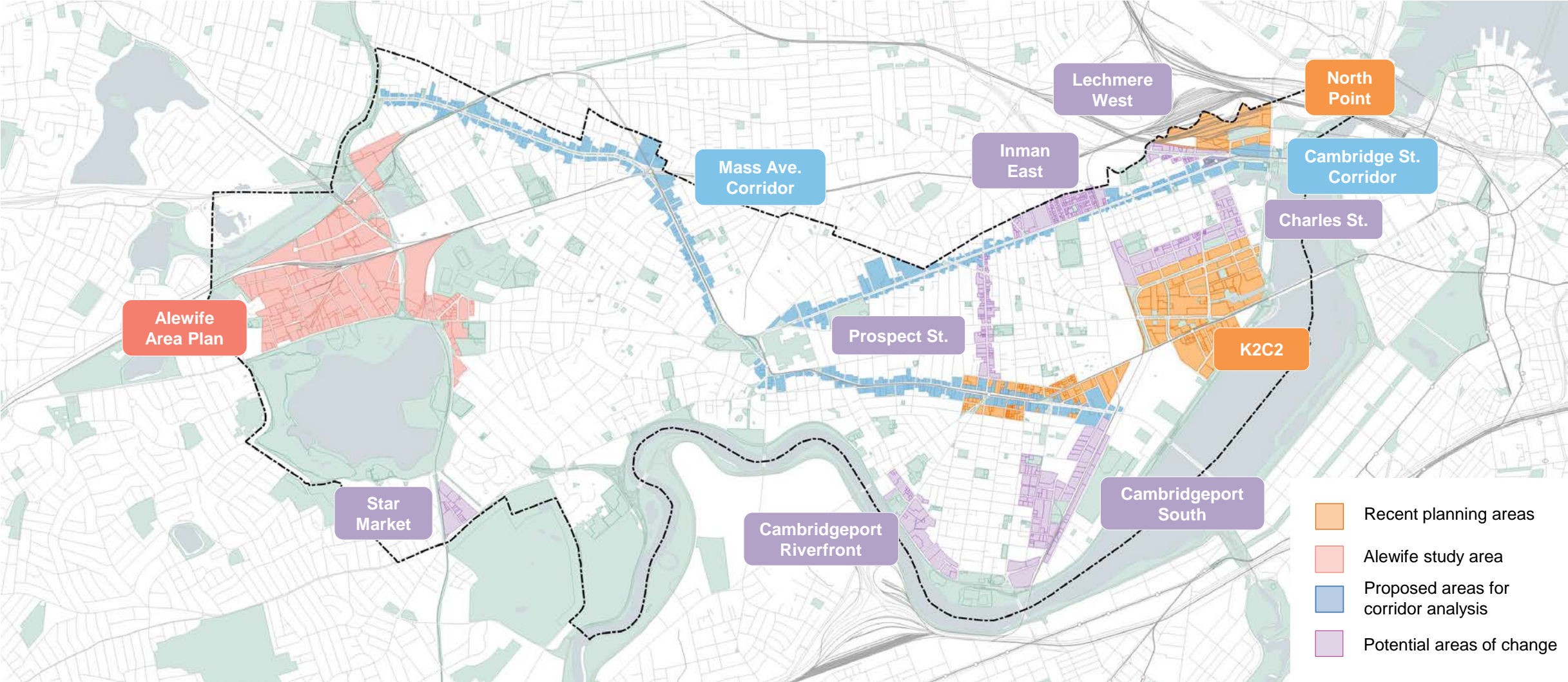


# Upcoming citywide scenario analysis

- Envision Cambridge will be testing land use mixes and densities to determine the level of development under existing zoning compared to three alternative scenarios.
- The alternative scenarios will focus on the corridors and selected areas likely to have a higher propensity for change.
- The scenarios will be compared based on urban form outcomes and performance on citywide metrics such as:
  - Housing Units
  - Affordable Units
  - Jobs
  - Traffic impacts
  - GHG Emissions (MT CO<sub>2</sub>e)
  - Net Revenue (\$)



# Study areas for citywide scenarios



# Next steps for Working Groups

- Envision Cambridge will be testing land use mixes and densities to determine the level of development under existing zoning compared to three alternative scenarios.
- The alternative scenarios will focus on the corridors and selected areas likely to have a higher propensity for change.
- The scenarios will be compared based on performance on citywide metrics such as:
  - Housing Units
  - Affordable Units
  - Jobs
  - % Sustainable Modes
  - GHG Emissions (MT CO<sub>2</sub>e)
  - Net Revenue (\$)

## **Public meeting on scenarios, Winter '18**

## **Working Group meetings #5, Winter '18**

- Discuss overall actions within the context of the citywide plan and scenario analysis
- Set targets based on the preferred scenario

