



# Massachusetts Avenue

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# Cambridge's Lessons on Building a Bicycle Network

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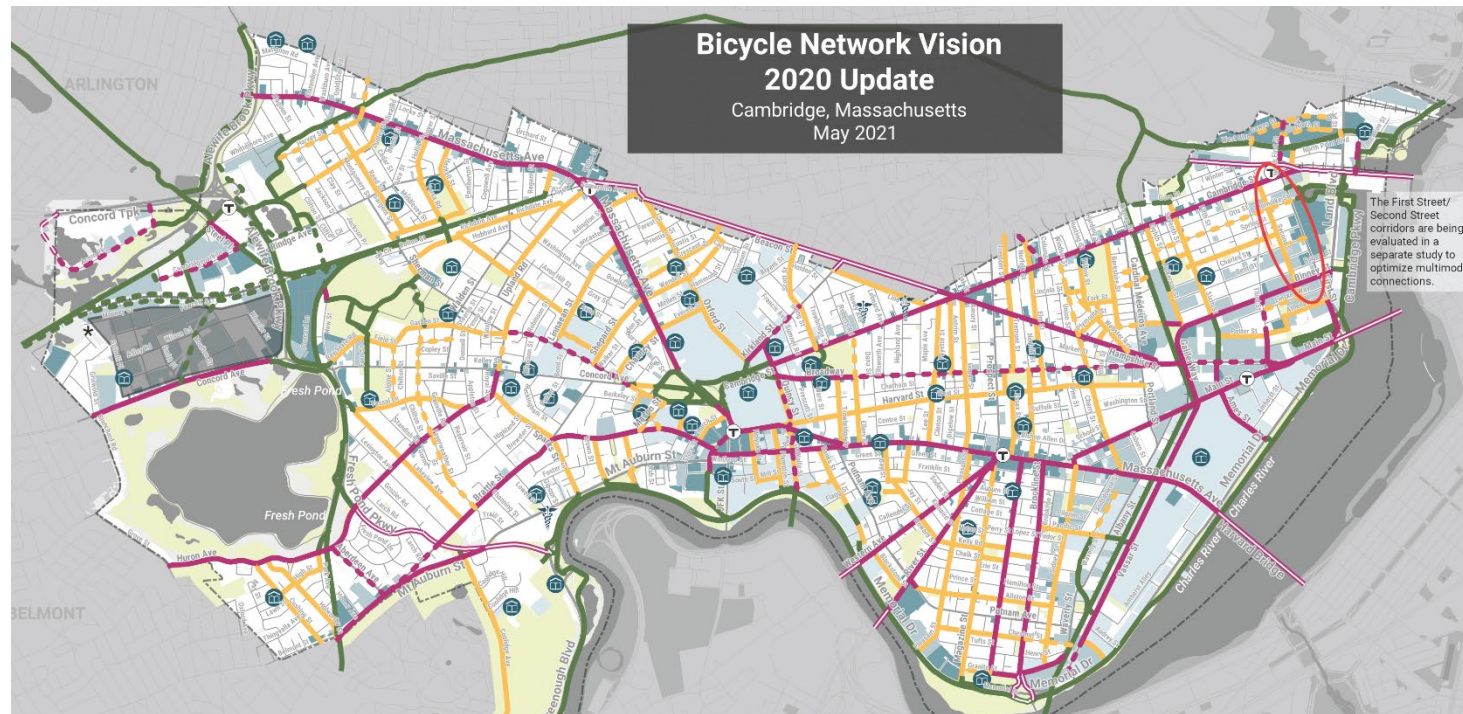
# Cambridge's Goals and Policies

- Vision Zero
- Cambridge Bicycle Plan
- Cycling Safety Ordinance



# The Bicycle Network Vision

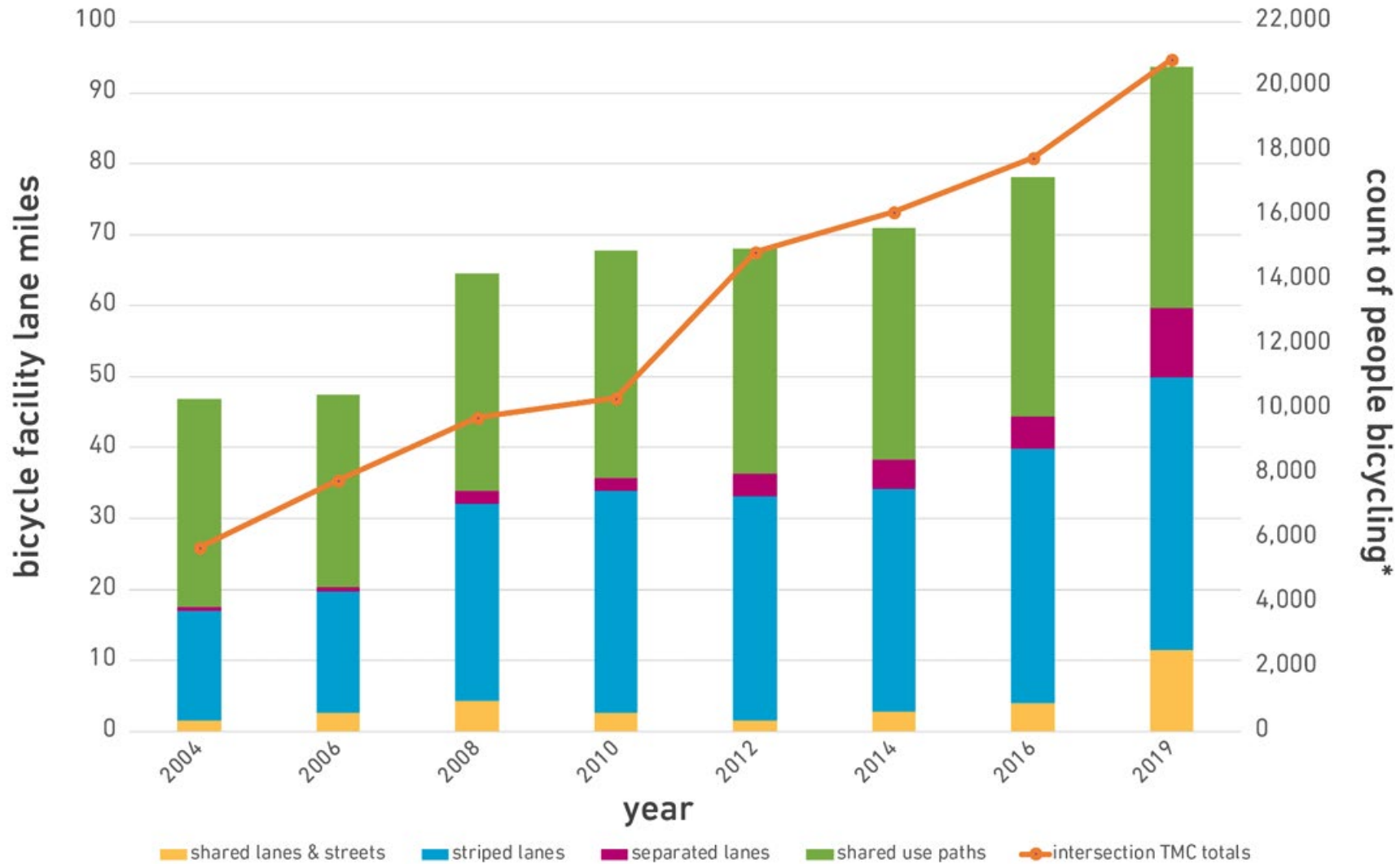
- Creating a network for biking that is safe, comfortable, connected, and people-centered.
- Connects important destinations throughout the City helps more people choose to bike if they would like to.



**Key:** Off-Street Path █ Greater Separation █ Lower Volume & Speed (Bicycle Priority Street) █



# BICYCLE FACILITY LANE MILES AND NUMBER OF PEOPLE BICYCLING (2004-2019)



# Massachusetts Avenue



South Mass Ave: Spring 2022



Mid Mass Ave: Summer 2021



Porter Square: Summer 2022



North Mass Ave: Fall 2021



# New Ways to Reach People

Project email lists, social media, and posters along the street were not reaching most of the community.

## In response:

- Launch projects with neighborhood-wide postcard mailings
- Door-to-door flyers and visits to all businesses
- In-person open houses within project area

### In-Person Open

**Houses:** Open House format meetings gave us a chance to meet people face to face when traditional style public meetings were on hold



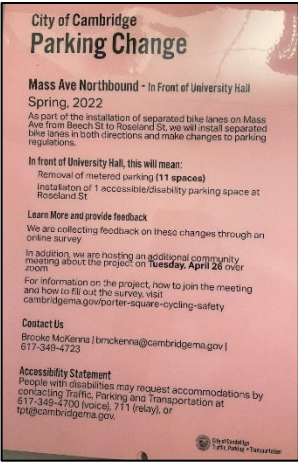
**Project Mailings:** We delivered postcards to all addresses close to the project area (about 5,000 addresses per mailing)



# Clearer Messaging

Community members wanted to understand *why* they should be involved

- Outreach materials state the purpose of each meeting or event, not just the time and date
- Don't hide major impacts
- Need to be respectful of people's time




**Parking Posters:** Some people just want to know where the parking is being taken away and when. We told them.

**Example flyer/poster:** We delivered this flyer door-to-door and posted it along the street for a recent meeting

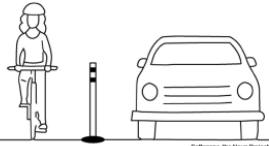
**Main Street Safety Improvement Project**  
**Bike Lanes Coming Soon**  
**Some Parking Will Be Removed**

Open House: Wednesday, April 26, 2023  
4:30 p.m. to 6:30 p.m.  
Pisani Center: 131 Washington St  
Including pizza and light refreshments



Cambridge is making safety improvements to Main Street between Mass Ave and Portland Street. This includes the area in front of Newtowne Court. We will:

- add separated bike lanes
- improve crosswalk visibility
- address safety concerns at intersections
- adjust parking and loading areas to better serve residents, businesses, and visitors



To make space for these safety improvements, parking will be removed on one side of the street.

**We do not have a plan or design yet and we want to hear from you!**


- How do you currently use Main Street?
- Do you have safety concerns while walking, biking, or driving?
- What types of parking or loading do you use?

Stop by any time between 4:30 p.m. and 6:30 p.m. to talk to City staff, ask questions, and tell us what we can improve on Main Street.

**Learn more + give online feedback:**  
[www.cambridgema.gov/MainStreetSafety](http://www.cambridgema.gov/MainStreetSafety)

**Contact the Project Manager**  
Stephen Meuse | [smeuse@cambridgema.gov](mailto:smeuse@cambridgema.gov) | 617-349-4713

**Accessibility**  
People with disabilities may request accommodations. Contact Traffic, Parking, + Transportation at 617-349-4700 (voice), 711 (relay), or [tpt@cambridgema.gov](mailto:tpt@cambridgema.gov).



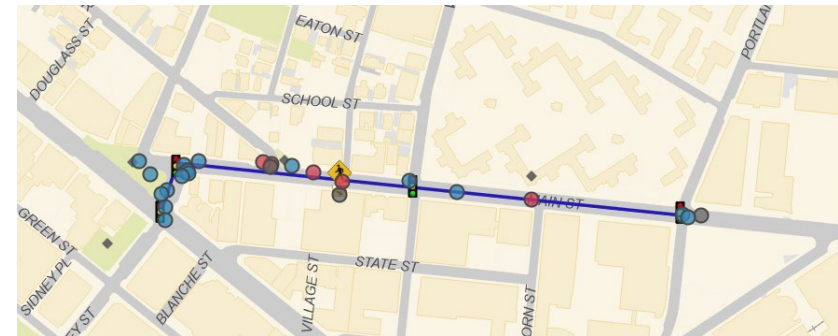


# New Ways to Receive Feedback

People are busy! We can't expect everyone to sit through a community meeting or show up to an open-house

➤ **Online Comment Map:**

Online wikimap allows people to add a marker to where they have a concern or comment



Example Wikimap from Main Street project

➤ **Online Surveys:**

Direct feedback on specific aspects of the project where we need community guidance.

➤ **Online Feedback form:**

A Smartsheet that allows people to send a message to the project team at any time and request a response.

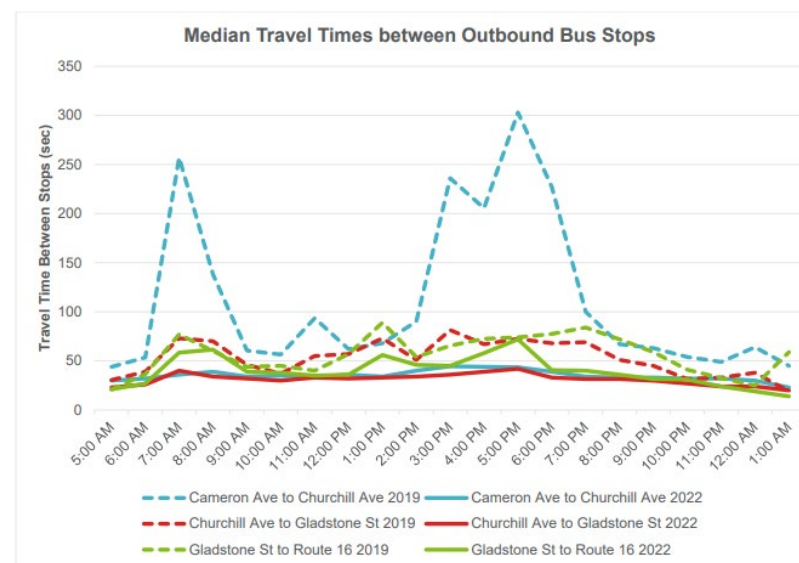


# Data Collection

We can't rely on "industry best practices" or "it's the law" to implement successful projects. Anecdotes are plentiful. Data collection and analysis help frame what improvements (or concerns) each project has brought.

**North Mass Ave** – Separated bike lanes and bus lanes on a section of Mass Ave in North Cambridge.

- Residents reported "gridlock and empty bus lanes"
- Buses run less often, but carry more people
- Data show more consistent and reliable service with the changes



**Real-time transit data:** Before and after data for bus lanes on North Mass Ave revealed substantial benefits to transit users

