

PUBLIC INFORMATION PLAN

Prepared by: O'Neill and Associates
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**VISION
ZERO**
CAMBRIDGE

GO SLOW IN CAMBRIDGE. LIFE ISN'T A RACE.



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Vision Zero Strategic Communications Goals

Working with Vision Zero and City of Cambridge staff, we have identified a number of strategic communications goals for the Vision Zero initiative as it relates to the public education component of the action plan. A comprehensive and successful public relations strategy will only be achieved by knowing the objectives that the organization wishes to attain. As such, below we have outlined the recommendations for Vision Zero's strategic communications goals based on our discussion:

1. Develop an easy-to-understand but relevant message for those living in Cambridge and those who drive through it regarding the need for slower, safer driving.
2. Communicate that Cambridge wants to see ZERO car crashes that result in fatalities or serious bodily harm for those walking and biking in Cambridge. The audience is all who use Cambridge streets, including but not limited to drivers, with the recognition that those who will benefit will most likely be pedestrians and bicyclists.
3. Deliver a toolbox of baseline ideas, as well as creative ones, to deliver this message.
4. Develop a set of recommended media partners to approach or to deliver an ad campaign
5. Develop a set of community organizations to inform about and partner with on the Vision Zero campaign.
6. Create design recommendations for a cohesive Vision Zero Cambridge brand.

Key Messages

If you travel in and through Cambridge, you will likely get where you're going safely. Our streets are safe - but we can make them even more safe for everyone.

The good news for anyone driving in and through the City of Cambridge is that you are likely to get where you're going safely and not suffer any injury. Over the past decade, no one has been killed while riding in a car on a Cambridge-owned street. Very few people have been killed in crashes while walking or biking.

Even a few fatalities are a few too many. Cambridge is committed to implementing strategies that will lead to zero fatalities and serious injuries for everyone who uses our streets.

Speed – especially the speed of a vehicle that weighs so much more than any person - is the core issue. The slower that drivers in Cambridge go, the fewer crashes we will see that will injure or kill pedestrians, bicyclists, and other drivers and their passengers – until we get to zero.

Speed kills – or harms people severely. The slower that drivers go, the less likely they are to crash into another car, a person walking down the street or someone on a bicycle. To achieve the vision of zero fatalities or crashes that result in severe injury, we need those who drive through Cambridge to slow down.

Cambridge is doing its part to encourage slower driving – by reducing speed limits and designing streets that help people self-enforce their speeds. But everyone has a role to play. Drivers must be responsible for their vehicles. And we must empower pedestrians, bicyclists and others to be safe.

The City of Cambridge recognizes that there are strategies that we can employ to encourage slower driving. And we're taking steps. We are reducing speed limits, which has been shown to be effective in other Vision Zero cities, in our city squares and on primarily local-access streets. And we are redesigning our streets to encourage slower and safer driving.

But drivers themselves are responsible for driving more slowly and acting in other ways that will keep members of the community safe. This public education campaign is designed to remind drivers that a few extra minutes of their time is worth keeping people safe. And we are committed to empowering bicyclists, pedestrians and others to be safe when they are on Cambridge roads.

In addition, we recognize that Cambridge is home to a diverse community, but our streets, bike lanes, and sidewalks also provide reliable transportation to the residents in many surrounding communities. We want to ensure that regardless of what mode or modes of transportation you take to or through Cambridge that your safety is prioritized. We want to make sure that we all get where we are going, without sacrificing the life or living condition of any resident or commuter, including your own.

Risky driving IS a national crisis. The good news is that Cambridge's roads and streets are safe. But we believe we need to do as much as possible to achieve the goal of zero fatalities and crashes that result in serious harm.

According to the National Safety Council, in 2017, more than 40,000 people died in motor vehicle crashes in the United States. In contrast, according to data from the Aviation Safety Network, in 2017, less than 100 people were killed in commercial airline crashes around the world. We know that there are differences – far fewer people are licensed to fly than are licensed to drive. But this is still clearly a crisis that we need to address community by community.

The statistics show that by and large, Cambridge's roads are safe. But the data also show that when people walk or bike in Cambridge they are more vulnerable than when they drive, both in terms of risk of death and bodily harm.

Years ago, the airline industry in the U.S. committed to implementing policies that would lead to zero crashes. It's time to see a similar commitment from communities, drivers, and others when it comes to car crashes that result in serious or fatal injuries. Cambridge is making that commitment.

Cambridge is committed to working with vulnerable populations to ensure that they are empowered. It's the only way to ensure safer streets for everyone who lives, studies, works, and plays in Cambridge.

The City of Cambridge is a vibrant, diverse city that welcomes people from all over the world to live, work, study and enjoy time here. With this public education campaign, we are committed to working with the population of individuals who are most vulnerable when using our roads and streets to help empower them. And we are also committed to educating the many people who drive through our City on ways that they can help to keep their neighbors, coworkers, friends, and other members of the community safe.

Recommended Taglines:

- “Go Slow in Cambridge. Life Isn't A Race.”

- “You’ll Still Get There: Saving a Few Minutes Isn’t Worth Hurting Someone”
- “Life Isn’t A Race – Slow Down, You’ll Still Get There”
- “Life Isn’t A Race: It’s Worth Saving a Few Minutes to Prevent Crashes”
- “Take A Few Extra Minutes. You’ll Still Get There”

Vision Zero Tactical Toolbox

Introduction

As you implement the Vision Zero initiative, we want to make sure that you have a solid toolbox of options – both time-tested and creative – to spread the word about Vision Zero, elevate the Vision Zero brand so that it is immediately recognizable to those living, visiting, and working in Cambridge and give supporters ways to engage. Signage, leave-behinds, guerrilla marketing tactics, and partnerships in the community will be critical to promote the Vision Zero initiative and educate the public about it. As such, below are our recommendations for basic tactics that you must employ along with guerilla actions and promotional material that you should consider.

Goal: Provide suggestions that will advance the message of systems change and are meaningful to the various Vision Zero audiences, and propose some high-visibility actions that will generate excitement and engagement.

The below is broken down into 5 sections:

- Key tagline and information that must be on all Vision Zero material
- Phase I: Basic recommended tools for organizing and public information that Vision Zero should implement
- Phase II: Additional effective ideas to implement once Phase I is completed
- Phase III: Higher-engagement ideas for attention-grabbing tactics
- Phase IV: A “big idea” proposal that we think will make a big splash while also being educational and informative.

Additionally, we have provided an estimate of hours that will be needed to complete each project and the recommended steps for completion. The suggested hours here are based on the estimated times it takes O'Neill and Associates to complete these projects. As a municipality, there may be additional review time needed – with limited resources and review time, you may want to triple each suggested time estimate.

Key Tagline and Information for All Vision Zero Materials

In the messaging section, we have a set of key messages and tagline recommendations that we recommend you use. We recommend that the following be on ALL Vision Zero-related materials, including swag material:

- Go Slow in Cambridge. Life Isn't A Race.

Additionally, all Vision Zero materials should include the following:

- Cambridge's Vision Zero logo
- A link to the City's website focused on Vision Zero – cambridgema.gov/visionzero
- Although Cambridge does not currently have social media platforms dedicated to its Vision Zero initiative, if and when it does, the material should include information on those social media accounts.

Phase I Recommendations: Basic Tools for Organizing

Cambridge's Vision Zero initiative must implement some basic but effective tools of public awareness-raising as part of its public education process. We have reviewed other efforts by American cities and many of them include these basic tools. Below are our recommendations of the tools that Cambridge must employ to help educate members of the public.

- *A Vision Zero pledge –*

Pledges are effective ways to both collect information and have members of the public commit to the goals of the initiative. It is a concrete ask of members of the public; psychologically, when someone puts their name to something, they are more likely to recall the initiative and its goals; and it gives supporters a way to talk to their friends, neighbors, and co-workers about the initiative. Additionally, it will allow the City to collect contact information about supporters to which the City can push out, with the permission of supporters, updates on ongoing projects.

Proposed language:

"Take the Vision Zero Cambridge pledge:

Through the Vision Zero Action Plan, Cambridge is committed to implementing strategies that will lead to zero fatalities and serious injuries for everyone who uses our streets. As a person utilizing Cambridge's streets, I recognize that those who walk and ride bicycles in Cambridge – including me – are vulnerable to death and injury from car crashes. I pledge to recognize that those who walk and use bicycles on our streets deserve a safe environment, to advocate for systems that will keep us all safer, and – when I drive - to take a few extra minutes to drive slowly. Because life isn't a race and you'll still get there.

Name: _____

Email: _____

Ph: _____

Zip: _____

Steps for completion:

- Finalize pledge language
 - Pledge language should be translated into Spanish, Mandarin, Portuguese, Haitian Creole, and languages spoken by the people of India (Hindi, Gujarati, etc.)
- Create sign-up sheets using pledge language
- Create laid out version for events
- Develop online version for individuals visiting Vision Zero website (including receiving permission from those who sign to update them on the initiative)
- Designate platform for maintaining contact sheet – the easiest may be to input collected signatures into an Excel spreadsheet but if Cambridge uses a database software, that could be utilized too.

Hours:

- 2 to 4 hours to complete pledge language and lay out in In Design
- 30 minutes per event to print out pledge
- 1 to 2 hours post-event to input into Vision Zero database (so if you complete 10 events, it will take between 10 to 20 hours of data entry time)

- *Lawn/Apartment/Business Signs*

Lawn signs – and corresponding signs that are appropriate for those living in multifamily housing and businesses – are an effective way to show community support for an initiative. They will not only raise awareness of the Vision Zero initiative as a whole, they will signal to everyone that members of the community are on board with the initiative's goals, especially to promote system change and safety for all those moving through Cambridge.

We recommend creating a lawn sign and an apartment that says the following:

Life Isn't a Race
Go Slow in Cambridge

The sign should also include the Vision Zero logo and the website URL

To disseminate signs, the City of Cambridge has a number of options to pursue:

1. The City can create a sign-up form on its website for signs, which will allow any visitor to the site to receive a sign, so long as they are a Cambridge resident and/or business owner.
2. The City can create a sign-up sheet at events for signs. We do not recommend distributing signs at the events themselves, since they can become expensive. But the City can use those festivals and the signs as another way of garnering support.
3. The City could organize a series of canvases, whereby city staff would take an afternoon, knock on doors in a designated neighborhood, and ask residents if they are interested in displaying a Vision Zero sign. This is a time- and labor-intensive process – the City would likely need volunteers who are willing to knock on doors - and as such, it would not be our first recommendation for outreach. But as the initiative awareness grows, it may be worth exploring as an option.

Steps for completion:

- Finalize sign language and design
 - Create some options for Spanish, Mandarin, Portuguese, Haitian Creole, and languages spoken by the people of India (Hindi, Gujarati, etc.)
- Contact sign printer to estimate cost and place order
 - We recommend an initial order of 500 signs so that the City has sufficient supply as residents request signs.
- Create sign up sheet for signs, both online and at events
 - Create a reasonable expectation for delivering signs OR ask those who sign up to come to the Cambridge traffic department to obtain a sign.
- Deliver signs – either through mail or by dropping off at a place of business or residence

Hours:

- 5 hours to finalize message and simple sign design
- Additional 2 to 3 hours to research printers, obtain print estimates, and choose printer
- 2 to 3 hours in total to manage print process
- One hour per event for input of information into database
- Ongoing investment of time for those who order signs

- *Palm Cards and Posters*

A palm card and posters are necessary materials for a campaign of this nature. The palm card will provide residents and others with information about the Vision Zero campaign while also being a tangible, shareable material that can be given out to individuals, families, and community organizations. For the poster, we recommend developing one that is useful for Vision Zero staff to have at events, but the same poster can be given to other municipal departments and community organizations for display. We have developed the written content for a palm card and a poster.

For distribution of the palm cards, in addition to handing them out at festivals and events, Vision Zero staff may want to reach out to key community organizations to see if they are interested in receiving the palm cards or displaying the poster. We recommend an initial outreach by email to the groups listed in the “Green Community Organizations” list in the community organization section of the Excel spreadsheet that accompanies this report.

Steps for completion:

- Finalize content for palm card/poster
- Finalize design version of palm card/poster
- If using outside print house for production, contact printers to gather estimates for cost of production
- Determine print size order – we recommend ordering no fewer than 1000 palm cards for an initial poster. For posters, we recommend an initial order of 50 posters.
- Implement outreach to community organizations – first by email, then by phone – to see if there is interest in distribution of palm cards or display of poster.

Hours:

- 2 to 3 hours to complete content
- 2 to 4 hours to gather estimates, make decision on print house
- 2 to 3 hours in total managing print process
- 5 to 6 hours to reach out to community partners
- Ongoing hours to deliver palm cards and/or posters to any community partner

- *Stickers and Pins*

Vision Zero staff should have stickers and pins to distribute to members of the public so that they can act as ambassadors for the initiative. The City should have two sticker sizes available – wearable, lapel-sized stickers and bumper stickers that can also be repurposed as lap top stickers, used on bicycles, etc. All stickers should include the Vision Zero logo, the tagline “Go Slow in Cambridge. Life Isn’t a Race,” and the website URL.

Additionally, Vision Zero should order lapel pins with the above information to distribute at events and festivals.

With regards to distribution, while pins and stickers should primarily be given away at events, Vision Zero may want to consider this as part of the package of materials to give to community partners for distribution. At the very least, when the City is reaching out to community partners for palm card and poster distribution, staff should also offer those organizations a set of Vision Zero stickers.

Steps to completion:

- Finalize design for Vision Zero sticker and pin
- Outreach to vendor to receive estimates on production costs
- Determine order size – we recommend an initial order of 1500 stickers and 500 lapel pins
- Outreach to community partners to offer stickers
- For pins, we recommend creating an online order form so that Vision Zero staff can keep track of who is ordering the pins.

Hours:

- 1 to 2 hours to finalize design of stickers and pins
- 2 to 3 hours to receive vendor estimates
- 2 to 3 hours in total managing print process
- 5 to 6 hours in outreach to community partners, but can be done in conjunction with outreach on palm cards and posters.

- *Media relations as public education tool*

Media relations act as a public education tool because they give the City a way to inform the public of the substantive work of improving traffic systems that are part of the Vision Zero Action Plan. With each new project implemented as part

of Vision Zero, the City of Cambridge should issue a brief press release that explains the project, highlights how it will reduce car crashes that lead to fatalities and serious injury, and reinforces that the project is part of Cambridge's Vision Zero Action Plan.

The release should be distributed to local Cambridge media, including *The Cambridge Chronicle*, *Cambridge Day* and the *Harvard Crimson*. Additionally, the releases should be posted to Cambridge's Vision Zero website and pushed out through the City's social media platforms.

Vision Zero staff should create a press release template that follows the format below:

DATE

MEDIA CONTACT INFORMATION

HEADLINE: New Cambridge Traffic Improvement Project [NAME OF PROJECT] Part of Vision Zero Action Plan
City Aims to Eliminate Car Crashes that Result in Fatalities or Serious Injury for Pedestrians, Bicyclists

[DATE, Cambridge, MA] – The City of Cambridge announced today that it will begin working on [NEW PROJECT], which is part of the city's Vision Zero Action Plan. Cambridge adopted the Vision Zero initiative, which aims to eliminate car crashes that result in fatalities or serious injury, in 2017.

[DETAILS OF PROJECT]

[QUOTE FROM APPROPRIATE MUNICIPAL OFFICIAL: "Cambridge is committed to ensuring that everyone who lives, works, or visits here is safe on our roads. That's why we adopted the Vision Zero plan," said X official. "X project is an important way for us to achieve the goal of zero car crashes that lead to fatalities or serious injuries for everyone here."]

X number of projects have been completed as part of the Vision Zero effort since the City adopted the program in 2017. While there have been zero fatalities among drivers involved in car crashes inside Cambridge over the past several years, last year, X number of people walking and/or riding bicycles have suffered a serious injury or were killed. Cambridge's goal is to eliminate such crashes and is doing so by designing safer transportation corridors, lowering the speed limit in city squares, and educating the public.

//End

Additionally, Vision Zero staff should develop at least one op-ed explaining the Vision Zero concept and why it is so important for both *The Cambridge Chronicle* and the *Cambridge Day*.

Steps to Completion:

- Finalize press release template
- Finalize media outreach list – at minimum, the *Cambridge Chronicle*, the *Cambridge Day*, the *Harvard Crimson*, and Cambridge community access should be on the list. We also recommend including the *Boston Globe*, WBZ AM, WGBH FM, WBUR FM, all of Boston's television stations, and the media outlets that are included in the sponsorship section of this report to be included on the list.
- Distribute press release when project is ready to be announced.
- Draft and finalize op-ed piece. Author will need to be determined by Vision Zero staff
- Submit op-ed to *Cambridge Chronicle*. In three months, the City should submit a similar op ed to *Cambridge Day* (please be aware that all op eds can be of a similar theme but they should not be the exact same piece).

Hours:

- 1 hour to complete press release
- 1 hour to finalize media outreach list
- 1 hour to distribute press release when announcement is ready to be made
- 4 to 5 hours to draft, finalize, and submit an oped

Phase II Recommendations

Above we outlined Phase I recommendations. Those are the basic tools of organizing and public education efforts that we feel the City of Cambridge must implement. While there is a time commitment to creating and distributing those tools, once you have finalized the pledge, produced the palm cards, posters, signs, and stickers, and created a database for capturing supporters' information, the time commitment will lessen. By implementing the recommendations above, Cambridge will be at par with Portland, Oregon in terms of public education efforts and will exceed most other communities.

Below are some recommendations for Phase II of the public education campaign, to be implemented once the tactics in Phase I are already employed. These are also very effective ways to communicate the message to residents and others, and to touch them directly, thereby reinforcing the message about Vision Zero and promoting public awareness.

- *Direct Mail Piece*

Direct mail remains an important way for political campaigns and ballot initiative organizers, for instance, to reach out to potential supporters. The City of Cambridge can also use direct mail to inform residents of the initiative, the Vision Zero pledge, and the infrastructure projects underway that will make the streets of Cambridge safer for people who walk and bike.

We recommend that eventually, the City of Cambridge send one piece of direct mail to Cambridge residents at least twice a year. The direct mail piece should ALWAYS include the Vision Zero logo, the tagline “Go Slow in Cambridge. Life is Not A Race” and the website URL. The content of the piece can include a few key facts, an update on projects, and/or the pledge language.

Cambridge will need to acquire a list of Cambridge residents from a list broker. Additionally, some of the direct mail pieces should be produced in Spanish, Spanish, Mandarin, Portuguese, Haitian Creole, and languages spoken by the people of India (Hindi, Gujarati, etc.) to ensure that those populations remain informed.

Steps to completion:

- Determine schedule of direct mail outreach pieces
- Develop concept for each piece – i.e. tips for staying safe while walking and biking in Cambridge; updates on Vision Zero projects; sign our Vision Zero pledge
- Develop and finalize content for pieces
- Finalize designed version of pieces
- Contact list broker for estimate to purchase list
- Purchase list
- Contact U.S. Post Office to arrange for postage and determine postage costs – can be run through meter or postage can be applied
- Work with print house to produce final version of direct mail piece – print houses can also work with the U.S. Post Office for postage

Hours:

- 2 to 3 hours to determine schedule
 - 5 to 6 hours to develop concept and content for each piece
 - 4 to 5 hours to finalize designed version
 - 1 to 3 hours to contact list broker and purchase list
 - 5 to 6 hours to manage production and list
- *Vision Zero Cambridge Newsletter*

Newsletters remain an effective way to keep a highly engaged audience informed of the initiative's progress and will allow for the City to remain in dialogue with supporters of Vision Zero. From a time and resources perspective, it would make the most sense for the City to develop an online newsletter, as opposed to a printed newsletter.

Newsletters are often developed on a daily, weekly, monthly, or quarterly schedule. Our recommendation is for the City to develop a quarterly newsletter to be distributed to those who sign up for the pledge and/or to display lawn or apartment signs. Potential topics for a newsletter include:

- Updates on Vision Zero projects in Cambridge
- Tips for safely navigating through the city
- Profile of supportive businesses
- Up to date data on car crashes and ways to reduce injury and fatalities

There are a number of outside vendors that provide email marketing services – the most well-known are Constant Contact and MailChimp, both of whom are user friendly and cost effective. They provide marketing templates, list management, and analytics around who is and is not opening the newsletter.

Steps to completion:

- Determine schedule of newsletter
- Compare costs and determine which email marketing platform you wish to use
- Create email database – to likely be derived from those who sign the pledge or those who request signs for display. If the City desires this, they can create an opt-in option so that individuals agree to receive updates about Vision Zero.

- Develop content for inaugural newsletter – for the first newsletter, there should be a brief letter welcoming readers, explaining the purpose of the newsletter, and inviting feedback from readers.
- Finalize content and input it into the newsletter template
- Test links and review for typos.
- Schedule email for distribution

Hours:

- 2 to 3 hours to determine schedule of newsletter and research platform costs
 - Email database should be derived from pre-existing email collection but it may take an additional 1 to 2 hours to format for upload, create lists inside the platform, etc.
 - 6 to 8 hours in total to draft, review and edit the content
 - 2 to 3 hours to input content into template, review for typos, and test links
 - Scheduling the email takes only a few minutes
- *Events – neighborhood and otherwise*

The City may want to consider organizing a series of neighborhood events to update residents, community organizations and others on the purpose and progress of the Vision Zero Action Plan. O'Neill and Associates recommends that these events be held quarterly and that the City look to partner with various community organizations to co-sponsor. The events can be simple but should be held outside of City Hall and across the City's many neighborhoods.

The purpose of the events will be to update interested stakeholders on the action plan and related projects, to create networking opportunities among individuals and organizations interested in systems change and sustainable transportation, and solicit feedback from residents and others. The events themselves can take a variety of forms – they could be morning breakfasts or after work get-togethers. In general, though, we recommend the following:

- Events to be no longer than 60 minutes
- Light refreshments are served
- A speaking program of 2 to 3 speakers, one of whom will update attendees on Vision Zero plans and projects
 - Allow for a Q&A opportunity at the end of the speaking program
- Materials, including the palm cards and SWAG offerings, will be available

- Sign up sheets – for the pledge, to display signs, and or just to receive more information – will be available
- Name tags will be produced and worn by attendees

Steps to completion:

- Develop schedule for quarterly events
- Develop inaugural event
 - Identify community partners and reach out to them
 - Select location, date, and time
 - Develop invitee list – focus on individuals, organizations, and businesses in the neighborhood where event is held
 - Determine appropriate way for respondees to RSVP to event – we often use the EventBrite service to collect RSVPs but Google forms can be used as well
 - Create EventBrite page or Google form for RSVPs
 - Develop invitation – both hard copy flier and email invitation – make sure to include URL for RSVPs
 - Distribute invitation to invitee list 4 weeks prior to event
 - Follow up emails and/or phone calls to invitees
 - Determine what signage, material, and SWAG you want at the event and produce appropriate amounts
 - Determine AV and or tables/chairs needs for event. Order AV equipment, tables/chairs, and refreshments 4 weeks prior to the event
 - Develop speaking program, asking speakers to speak no more than 5 minutes
 - At least one week before the event, visit the location site to determine where your registration table will be, where your signage will be, where the speaking program will be held, etc.
 - One day before event, produce name tags for event
 - At event, have a sign-in sheet and collateral material at the registration table

Hours:

Note: Events are time-consuming, but once you have a template down, they become easier to organize. But because of their time consumption, we recommend initially trying to organize two events per year and then moving to a quarterly schedule.

- 2 to 3 hours to determine schedule and concept of inaugural event
- 3 to 4 hours total to outreach to potential community partners

- 6 to 8 hours to develop invitee list (if building from scratch)
- 3 to 4 hours to determine and secure event location
- 2 to 3 hours total to develop invitation language and set up EventBrite page or Google form
- 2 to 3 hours to produce email invitation and/or flier
- 4 to 6 hours on event logistics – ordering AV equipment if necessary, ordering tables and chairs if necessary, ordering light refreshments
- 4 to 6 hours developing speaking program, including discussing with speakers their roles and talking points
- 2 to 3 hours to produce signage, sign-in sheets, collateral material, and name tags
- For a 60 minute event, you should allocate 4 to 5 hours on the day of – for set up and break down time, as well as the time of the event
- Post event, you should allocate 2 to 3 hours to send thank you emails to those who participated and to determine any next steps to come out of the event

Other events

There are a number of other large-scale events that take place in and around Cambridge and Boston that the City may want to participate in. Below, we have included a list of events where vendors are able to secure tables or become sponsors. These kinds of events are less labor intensive for the vendors than organizing their own.

Steps to completion:

- Determine which event you want to participate in
- Outreach to event organizers for cost information on booths, tables, and sponsorship opportunities
- Secure booth space by organizers' deadlines
- Determine and develop materials needed for booths
 - Signs
 - Booth backdrops
 - SWAG material
 - Collateral material
 - Pledge sign-up sheets
- Determine personnel hours needed to staff a booth – will you need volunteers?

Hours:

- 1 to 2 hours to determine which events you want to participate in
- 3 to 4 hours total reaching out to event organizers and securing space
- 5 to 6 hours total finalizing materials, if they do not already exist
- On day of events, you should allocate 10 to 12 hours for set up, break down, and time spent at the event
- 1 to 2 hours post-event inputting names into your database

Potential Major Events:*Cambridge Half Marathon*

Phone: (617) 398-0611

Occurs in November of every year. The Cambridge Half Marathon is a 13.1 mile USATF certified course* that starts & finishes at CambridgeSide. It is a fast & flat course through Cambridge featuring: MIT, Riverbend Park, John W. Weeks Footbridge, Harvard Stadium, Charles River and Harvard Square. Post-race there are festivities such as music, food and beverages, and vendor booths.

Harvard Square Oktoberfest

Email: hsba@harvardsquare.com

Phone: 617-491-343

Occurs in October of every year. Harvard Square's Oktoberfest features food from all over the world, arts, crafts, vintage goods, free samples, sidewalk sales and one-of-a-kind items. In addition, Oktoberfest boasts six beer gardens located throughout the festival grounds.

Cambridge Jazz Festival

Contact: <https://www.cambridgejazzfestival.org/merchandise-vendors>

Occurs in July. The Cambridge Jazz Festival was born through the combined talents and efforts of former City Councilor Larry Ward, and Chair of the Ensemble Department at the Berklee School of Music, Ron Savage. It is their vision that the interest, energy and excitement generated by The Cambridge Jazz Festival will be the catalyst for a lasting, sustainable Culture of Jazz in Cambridge, Massachusetts.

Cambridge Carnival

Contact: Phone: (617) 863-0476

Email: cambridgecarnival@gmail.com

Occurs in September. Cambridge Carnival is the most unique event in the City of Cambridge. It is planned entirely by the community for the community. The organizing committee works hard year-round to plan an event that is inclusive,

engaging, and reflective of the city's diversity. The event is organized by a non-profit volunteer community organization made up of a diverse group of individuals.

Boston Pride

LGBTQ pride celebration that occurs every year in June. Boston Pride is a week-long celebration with the main attraction, the parade, which attracts millions from all over New England. The parade is a perfect place for vendors to set up booths and attract people from all ages and walks of life.

Contact: In-house

Head of the Charles Regatta

Head of the Charles Regatta – the annual rowing head race held in October of every year in Boston on the Charles River which separates Boston and Cambridge. Due to the location of the race, the proximity to Cambridge, as well as the various walks of life the race attracts, setting up a Vision Zero booth would be ideal.

Contact: In-house

Boston Calling

Boston Calling is a Boston-based music festival that takes place in May of every year in City Hall Plaza. The festival attracts approximately 50,000 people every year and continues to grow. Contact: andrew@44-communications.com

Boston GreenFest

Boston GreenFest & TechExpo is an event held annually to educate and empower people to create a more sustainable, healthier world. The event combines business, tech, and artistic expression to unite the community locally, nationally, and globally.

Contact: 617-477-4840, info@bostongreenfest.org

BostonPops – July 4th

The BostonPops Orchestra performs on the Esplanade every 4th of July. This event encompasses musical entertainment from notable artists as well as a firework show. This event attracts thousands of people every year and is a great place to set up booths.

Contact: 888-266-1200, customerservice@bso.com

BioTech Week

BioTech Week Boston is dedicated to accelerating the business of biotechnology through new ideas, science, technology and partnerships to make a positive

impact on patient health. Biotech Week occurs on September 9-12 of every year at the Boston Convention Center.

Contact: 1857-504-6687, tasmin.aspinall@knect365.com

The International Conference on Environmental Systems

Focuses on the dissemination of technical and scientific information on topics related to humans living in space and working in extreme environments. The conference includes technical sessions, panel discussions, and published proceedings. This conference occurs in July of every year.

Contact: info@ices.space

Annual Boston Local Food Festival

Contact: Nicola A. Williams, Producer/Marketing Director, The Williams Agency

Email: nicola@thewilliamsagency.net Telephone: 617-395-7680

Occurs in September. For one spectacular day each year, SBN transforms the Rose Kennedy Greenway and the City of Boston into the nation's largest local & sustainable food hub! Boston Local Food Festival is a free outdoor festival that showcases farmers, local restaurants, food trucks, specialty food producers, fisher folks, and organizations focusing on healthy food and fitness from New England. The festival also features lively chef & DIY demos, a Seafood Throwdown competition, diverse music and performances, family fun zone and more.

- *Posters for MBTA and Blue Bikes*

Because, as a municipality, you have access to MBTA advertising space and because so many people come to Cambridge by using the subway, we are recommending that you develop MBTA signs and signs that can be posted at Cambridge's Blue Bikes locations. We recommend developing signs that can be used in Red Line and Green Line cars, since both of those lines serve Cambridge riders. We have attached the specs for each of those lines. You can reach Eoin McCann of Outfront Media, the vendor who manages MBTA advertising space, at (718) 792-2123 or at their [website](#) for more information.

Steps to completion:

- Produce a sign to MBTA specs – the sign should include the same messages and information as the Vision Zero lawn/apartment sign
- Reach out to Outfront Media to secure signage space
- Place order to reserve space
- Deliver signs to MBTA to run

Hours:

- 1 to 2 hours to design sign to MBTA specs
- 4 to 5 hours total to manage printing process
- 2 to 3 hours total to reach out to X to secure MBTA space

Phase III: Higher-cost, higher-engagement ideas

These are ideas to implement after the basic educational tools have been employed. Some of them will require time, and investment from Vision Zero, but represent ideas that are bound to grab the attention of the Cambridge community, drivers who are passing through, and community members who are interested in promoting the goals of Vision Zero. At least one of these ideas would be necessary for this campaign, and all three over a spread-out timetable would elevate Cambridge's Vision Zero initiative as an innovator within the Vision Zero movement.

- Develop a deck of cards with Vision Zero Facts
 - Concept:
A fun but educational item to give away at an outdoor event, this would be a deck of cards that features some of the top facts regarding Cambridge's Vision Zero project, road safety, ways to reduce dangerous car crashes, multimodalism, the benefits of using alternatives to driving, and why we are encouraging slower speeds for drivers. In particular, we would want to use these playing cards to reinforce the message to "slow down" every several cards.

Steps to completion:

- Determine if Cambridge wishes to develop this concept
- Develop a set of facts for 52 cards. However, some of the facts can repeat and in fact, we would recommend that the message "Go Slow in Cambridge. Life is Not A Race." be on at least 8 of the cards.
- Develop content and design for cards
- Reach out to print house for estimates on costs of production
- Manage print production
- Bring cards to major events for distribution – may be combined as part of our next idea

Hours:

- 2 to 3 hours to determine desire and feasibility of this concept
- 4 to 6 hours in total to develop set of facts and content

- 4 to 7 hours to develop design template
 - 4 to 5 hours in total to manage production
- Trivia game at Tabling Events
 - This is a way to encourage discussion at events where you are staffing booths and/or tables. At tabling events, and possibly using your current SWAG or the deck of cards as an enticement, you should challenge two attendees to compete in a trivia game to test their traffic knowledge. Any right answer educates the audience, any wrong answer educates the participants. The only materials necessary would be your knowledge of traffic history, laws, and best practices. This is a fun, non-confrontational way to nudge people to drive more slowly and safer, and to take traffic laws and traffic safety more seriously.

Steps to Completion:

- Develop facts for game
- Develop questions for trivia game
- Determine prize for “winning” the game – should be a piece of Vision Zero SWAG
- Determine other collateral material you want to give to the winner – should include a copy of the pledge and the palm card

Hours:

- 1 hour to determine feasibility and determine prizes
- 3 to 4 hours to develop facts and questions for the trivia game

- Cambridge Traffic Trail
 - This is another simple idea that requires mostly the knowledge of the Cambridge transportation community. It would be fun and informative to offer a scavenger hunt of sorts, a competition where there are several important “traffic and transit landmarks” all throughout the City of Cambridge, and a participant in the hunt will have to take the pledge, and then will be issued a checklist for each landmark. The checklist will act as an educational tool, as it will also include information on Vision Zero and safety tips.

Participants will go to each landmark and share a photo of themselves on social media with the traffic fact. The City could also designate the landmark as a part of the Vision Zero Traffic Trail, and thus include

signage that says “Cambridge is a Vision Zero community.” Once participants confirm that they have gone to every location with photo evidence, they will earn a prize. The messaging in the scavenger hunt would be the reverse of the usual scavenger hunt – instead of focusing on finishing first, we will ask participants to savor their time and go a little more slowly to keep themselves and their friends and family safe.

This could be done within a set period of time – perhaps during a “Vision Zero Cambridge” week.

Steps to completion:

- Determine feasibility of concept
- Determine sites for the traffic trail
- Create signs that indicate landmarks that are part of the traffic trail
- Determine if the City wants to do this as a Vision Zero Cambridge week and pick date
- Determine prize for those who participate and make sure the City has enough SWAG available
- Develop “traffic trail” site map to give to participants, to include clues, key facts about traffic safety in Cambridge, and a reminder to go slow in Cambridge
 - Include instructions on receiving prizes – easiest way would be for participants to pick up at Cambridge’s traffic office
- Create traffic trail hashtag for participants to include on social posts
- Retweet social posts that include the hashtag or images of participants in front of the Vision Zero landmarks

Hours:

- 2 to 3 hours to determine feasibility of concept and prizes
- 5 to 6 hours to determine traffic trail landmarks and develop signage
- 5 to 6 hours to develop content for and design traffic trail site map with safety facts
- 5 to 6 hours total to promote the Vision Zero Cambridge week and the traffic trail initiative
- Ongoing hours to promote social posts
- Ongoing hours to distribute prizes to participants

Phase IV: Partnership with a Software Developer for App, Game Simulator, etc.

If possible, it would be good to sit down with a local software or game developer in the Kendall Square area and have an involved conversation about what a partnership would look like. Alternatively, we think that the City should explore a potential partnership with MIT to help develop this idea. It would be press-worthy for Cambridge Vision Zero to have a phone app or game that supports transportation systems change and safe driving. One example of something similar is [Boston's Safest Driver Competition, supported by a phone app](#). (To be clear, we aren't recommending you recreate that competition or utilize that app but it is a model of how technology, phone apps, etc., are being used for these kinds of initiatives).

We have included in this section a list of local game developers that the City may be interested in approaching. This kind of partnership and the resultant program could take a few forms:

- Game simulator
 - We think that in conjunction with the Cambridge Traffic Trail above, it would be nice to feature factoids and safe route suggestions in an alternate reality app that folks walking through Cambridge can use, much like Pokemon Go. That way it encourages folks to stop and take in more of Cambridge, rather than simply rushing through to get to their destination. If the user is in a car, the app (again like Pokemon Go) will offer limited to no functionality, as the internal sensor can be capable of realizing that they are moving too fast to look at their phone.
- Virtual reality goggles at an event
 - For events, it would be interesting if you could have a partnership with a virtual reality (VR) headset company and introduce a game where people can explore the risks of high-speed driving, and test their reaction capabilities at increasingly high speeds. Lots of drivers *think* that they are in complete control until it's too late. This VR simulation would have the user driving through Cambridge at higher and higher speeds and would ask them to come to a complete stop as different obstacles are introduced. This would be an important way to interrupt the thought cycle that "bad drivers" get into crashes, and would teach the user that the *speed* is the issue, and not the relative "skill" of the operator.

The best way to pursue this kind of project would be to reach out to local software designers and propose a partnership. In addition, another option would be to develop a Request for Proposals from the City of Cambridge in order to solicit vendors to develop

the app. Below, we have laid out the steps to completion and hours necessary to accomplish those steps.

Steps to Completion – Volunteer option

- Determine whether or not you will pursue an RFP route or reach out to the developers listed below.
- See list below of local software developers
- Determine the scope of the app
- Make initial outreach to each company proposing a meeting to develop the partnership
- Outline the scope of the relationship with budget
- Acquire the development timeline from the partner company
- Prepare a press release and media relations strategy for the announcement and rollout of the app
- At the time of launch, distribute the press release and promote on social media

Hours

- 1-hour planning phase to determine whether or not you want to do outreach or draft a Request for Proposals.
- 2-3 hours to determine and outline the scope
- 1 hour to make initial outreach to potential partners
- 1-2 hours to meet with potential partner and perform the necessary follow up
- 1 hour to acquire the necessary timeline
- 1 hour to outline the proper budget (if a budget is necessary)
- The development hours will be set by the developer, but there will be necessary correspondence between both parties that will be shaped by the scope of the app
- 2-3 hours to prepare media distribution list and develop the press release
- 1 hour to prepare necessary social media posts
- 3-4 hours at least on launch day to distribute the announcement and rollout of the app

As noted above, we have pulled together a list of game creators with which Vision Zero could potentially partner. See below for that list, which includes contact info and a brief summary of the company.

1. Crate entertainment
 1. Cambridge, MA
 2. business@crateentertainment.com

3. The company focuses on Action role-playing games. Crate entertainment eventually purchased the rights to Iron Lore entertainment. From here they developed their first game in 2013, Grim Dawn.
2. Dejobaan Games
 1. Boston, MA
 2. (617) 395-2601
 3. An Independent game studio that has shifted its focus from handheld devices to PC and gaming consoles. The company has worked in various genres of gaming including art, music, and first person shooters. One of their more notable projects is Elegy for a Dead World listed as a side scrolling exploration game.
3. Demiurge Studios
 1. Cambridge, MA
 2. info@demiurgestudios.com, (617) 354-7772
 3. Creates mobile, console, and PC games with the focus of incorporating characters that are memorable and deep interactions. They have created games in the Rock band series and the game Borderlands which is an open world first person shooter. It joined SEGA games in 2015.
4. FableVision
 1. Boston, MA
 2. (617) 956-5700
 3. FableVision is concerned with making games for children. They make educational titles on the web and mobile devices with 2D and 3D animation.
5. Fire Hose Games
 1. Cambridge, MA
 2. info@firehosegames.com
 3. Fire Hose develops fun and creative games for computers, mobile devices, and consoles. They released their first project Slam Bolt Scrappers in 2011 which is a unique game that features the mashup of puzzle solving and brawling.
6. Funkitron
 1. Cambridge, MA
 2. www.funkitron.com
 3. A casual gaming company that creates mostly games for mobile devices. They are best known for their addictive top grossing game on the app store Cascade. They also developed the number one paid casino game Slingo Supreme.
7. Gamesville
 1. Boston, MA
 2. (781) 370-2700
 3. A casual gaming portal that was acquired by Lycos in 1999. The portal has games that are casino style where users compete for cash prizes.
8. Harmonix Music Systems
 1. Cambridge, MA
 2. <http://www.harmonixmusic.com/>

3. Harmonix is known for its music-based titles like Rock band and Dance central. They focus on creating “the future of music gaming”.
9. Lantana Games
 1. Boston, MA
 2. www.lantanagames.com
 3. An independent gaming company that focuses on educational games mostly on PC and console. One of their more well-known games Children of liberty fills in the plot holes of Paul Revere's ride but is also historically accurate.
10. Linden Lab
 1. Boston, MA
 2. (415) 243-9000
 3. Linden lab is an American internet company. They are best known for creating the game Second Life, where users interact on an online virtual world.
11. Otherside Entertainment
 1. Boston, MA
 2. <https://otherside-e.com/wp/>
 3. Otherside Entertainment is a Video game developer that works on First person action role playing games. They have released two versions of their underworld series, Underworld Overlord on Android, and Underworld Ascendant on PC/Mac.
12. Proletariat
 1. Boston, MA
 2. biz@proletariat.com
 3. Proletariat is a software company whose mission is to create some of the best multiplayer games around. They developed a game World Zombination which was on Apples “Best of 2015” list on the app store. They also have a plethora of projects that are focused on advancing the game streaming industry.
13. The Molasses Flood
 1. Boston, MA
 2. contact@themolassesflood.com
 3. A game studio that is made up of AAA developers who are looking for their own path in the gaming industry. Their debut game The Flame of the Flood is a survival adventure game about traveling down a river. The game is available on PC, Mac, Xbox one, Playstation 4, and Nintendo Switch.

Cultural Competency

As we have noted in a few places, we feel it is important to note that in the production of these various items, Vision Zero will need to take into account the various ethnic groups and languages spoken among the Cambridge community. In the production of these materials, make sure to reserve a proportional amount for every community, featuring the languages spoken in those communities. Not only is this critical for properly

engaging, but as a representative of the City of Cambridge, you will also help send a powerful message that every Cambridge resident is visible.

Evaluation of Public Education Initiative

There are a few measures by which the City of Cambridge can evaluate the effectiveness of the public education component of the Vision Zero Action Plan - one, did the campaign impact the long-term behavior of people in Cambridge and two, are people aware of what Vision Zero means and what it is trying to do?

Evaluating whether or not the campaign has changed behavior when it comes to driving more slowly and safely would likely require a multi-year, longitudinal study and would probably require a tremendous amount of time and resources from the City – resources that the City could use more effectively to inform the public. It is easier to measure whether or not the campaign has raised its profile sufficiently high enough that it is recognized by residents, people who work in Cambridge and frequent visitors, and that the campaign is tied to a basic message – go slow in Cambridge.

Cambridge does have one ready-made option for answering some of those questions - its annual resident survey - and we recommend using that survey, if possible. In both cases, we think that the City can utilize that survey to garner baseline data. The 2018 survey included questions on pedestrian and bicycle safety – as such, we recommend including two questions in the 2019 annual survey:

1. Are you aware of the City's Vision Zero Action Plan?
 - a. If yes, what does it pertain to?
 - i. Traffic safety on Cambridge roads
 - ii. Zero waste efforts in Cambridge*
 - iii. The promotion of better eye health*
 - iv. Don't Know
2. At what speed do you drive through Cambridge's city squares?

*These do not have to be the alternative answers, though it would be valuable specifically to know if people are confusing Vision Zero with zero waste efforts.

These questions will give you baseline information before the public information campaign goes into full gear. It will also allow you to see if the public education initiative is achieving its goals, since you will be able to ask these questions in subsequent years to see if residents are receiving the appropriate messages, learning about Vision Zero and driving more slowly on Cambridge's streets.

We do not recommend commissioning a separate survey for this purpose, as the resources the City would need to spend to acquire this data would be better used in educating the public.

Finally, determining which tactics are working the best – and which can be improved upon – is an important part of any evaluation process. Often, the best way to determine which tactics are the most effective is just to ask. The pledge can be used for this purpose. Before or after an individual signs the pledge online, the City should ask how the signer learned about Vision Zero (through a menu of options). Alternatively, after you have received a critical mass of signers, the City could send an email to those who have signed, asking them how they learned about Vision Zero, what they know of the campaign, and ways to spread the word.

With both the resident survey process and outreach on effective tactics, the City may want to consider convening a focus group of Cambridge residents only after Phase I has been completed. By convening a focus group after launching the public education component of the action plan, the City will be in a better position to know what has and has not worked to educate residents and where to allocate its resources as it moves into Phase II and Phase III. Since this would be another commitment of resources that may be best used in implementing education tactics, we would only recommend this if it is clear from the resident survey that there has been little movement on awareness of the Vision Zero campaign.

Steps to completion:

- Determine if questions re Vision Zero can be added to annual resident survey
- Develop questions for inclusion in survey
- Analyze data on an ongoing basis
- Include in pledge a question re how the signer learned of Vision Zero
- Adjust tactics according to data received
- If no movement on awareness of Vision Zero, determine if focus groups are needed
- For focus groups
 - Decide if the City wants to conduct focus groups on its own or contract with a research organization to conduct
 - Develop messages to test
 - Recruit participants for focus groups
 - Conduct focus groups
 - Analyze data from focus groups and adjust tactics

Hours:

- 2 to 4 hours to determine if Vision Zero can be added to resident survey
- 2 to 4 hours to develop questions for survey inclusion
- 4 to 5 hours to analyze data
- 4 to 5 hours to adjust tactics

- 3 to 4 hours to determine if focus groups are needed and to decide if they should be done in-house or contracted out
- 5 to 6 hours to develop messages to test
- 6 to 10 hours to recruit participants
- 2 to 3 hours to conduct focus groups
- 5 to 6 hours to analyze data and adjust tactics

Media Partnerships

We have researched various publications we believe would make satisfactory media partnerships with the City of Cambridge Vision Zero campaign. We believe it makes the most sense for the City to approach local publications that serve audiences and populations that live in Cambridge.

We have included publications that serve the immigrant community as well as student publications in the Cambridge area in order to broaden the range of our audience and ensure it is not limited to only English-speaking communities. Since the City of Cambridge encompasses many college students, we believe it would be beneficial for the City to advertise in student publications as well.

We determined that the best use of resources for media sponsorships for Vision Zero staff is with local Cambridge media and media that reaches non-English speaking populations. We elected not to recommend pursuing media partnerships with major outlets like the *Boston Globe* or the region's television stations because the resources needed would be too large and therefore less likely to help the City reach targeted audiences with a smaller advertising purchase.

In this section, you will find recommendations, ad rates, and ad specs for the following publications:

- *Cambridge Chronicle*
- *Cambridge Day*
- *Harvard Crimson*
- *El Mundo*
- *The Haitian Reporter*
- *Metro Boston*
- *Portuguese Times*
- *Sampan*

Overall recommendation:

O'Neill and Associates recommends that the City of Cambridge plan a Vision Zero advertising campaign with *The Cambridge Chronicle*, *Cambridge Day*, and *The Harvard Crimson*. These are "must have" publications to reach our targeted audiences. Depending upon your budget, we think it makes sense to then develop a strategy for the rest of the publications listed here. But first, make sure to blanket Cambridge-based media with Vision Zero messages.

The Cambridge Chronicle

The Cambridge Chronicle and TAB is the City's legacy newspaper and is most likely to cover stories about the Vision Zero initiative. It makes sense for the City to focus resources on both a print and online ad purchase for the publication as a way of reaching Cambridge residents.

Recommendation:

The Chronicle's print options are expensive (though discounts may be available) but the outlet also offers less costly online advertising options. If the City decides to run a print campaign, O'Neill and Associates recommends that the City do a ¼ color page or ½ page color ad buy for at least four weeks to reinforce the message. The total cost for that purchase, before any discounts, would be \$6,300 for a quarter page or \$11,312 for a half page.

Additionally, *the Chronicle* offers an online banner ad at \$.10 cpm (cost per million) for \$500 in total. According to their media kit (see below), that would bring 50,000 impressions to the Vision Zero website. A four-week run of that banner would cost \$2,000 and would be a wise investment of funds for the City. When the pledge becomes available, it would make sense to use the *Chronicle's* website to drive traffic to sign the pledge.

See the next page for more information on their ad buy options. Additionally, you can contact GateHouse Media, the group that owns *The Cambridge Chronicle*, for more information [here](#).



Digital | Print | Direct | Live

June 28, 2019



WickedLocal/ThriveHive Digital Marketing Solutions
Proposal for O'Neill and Associates

Oneill and Associates			
Cambridge government entity			
Quote: 6/27/19			
OPEN RATE			
Cambridge Chronicle	Open rate	Color	b/w
> full page	\$ 39.75	\$ 5,018.50	\$ 4,016.80
> half page	\$ 39.75	\$ 2,827.28	\$ 2,263.83
> quarter page	\$ 39.75	\$ 1,575.16	\$ 1,262.13
<i>discounts available: frequency, revenue and print/digital bundles*</i>			
	Typical		
Digital ads**	Impressions***	Cost	
Banners: standard	50,000	\$ 600.00	\$12 cpm
Banners: static billboard	25,000	\$ 375.00	\$15 cpm
Rich Media: sliding billboard	1,500	\$ 99.00	per 3-days
Rich Media: Home page takeover	1,500	\$ 249.00	per 3-days
*need client name, frequency and max. budget to determine any qualifying discounts.			
**Cambridge.wickedlocal.com and sweeps (geo targeted network)			
***Impressions for WickedLocal sites (ic. Cambridge) based on availability.			
Impression on sweeps/network buys require 5 zip codes.			

Contact:

Steven Morse

Regional Multi-media Account Executive

Milford Daily News, MetroWest Daily News

WickedLocal Media Solutions

(508)-277-1609-cell

smorse@wickedlocal.com

www.metrowestdailynews.com

www.milforddailynews.com

<https://cambridge.wickedlocal.com>

Cambridge Day

The Cambridge Day is a Web-only publication in Cambridge, so we think that the City should focus on making a significant purchase to help elevate the Vision Zero initiative.

Recommendation:

O'Neill and Associates recommends purchasing the option for homepage placement and the top bar for \$275 for 8 weeks. The total cost would be \$2,200.

Media Kit Information

The current rates on Cambridge Day, subject to change or negotiation:

A box that appears on all stories is \$150 a week, and claiming the bar above the flag is the same; getting both for the week is \$225.

Homepage placement alone is \$75, and homepage placement plus the top bar is \$200. All three (homepage, bar and all "inside" pages) is \$300.

The bar above the flag is an exclusive spot; the other placements may have ads from other businesses appearing as well, above or below.

Those wishing to advertise on the site should send email to advertising@cambridgeday.com.

Harvard Crimson

Though a student publication, *The Harvard Crimson* is an important part of Cambridge's media landscape. Taking out ads in *The Crimson* will help the City reach not only Harvard's student population but its many employees and people affiliated with the university.

Recommendation:

O'Neill and Associates recommends that the City take out a ¼ page advertisement for 4 to 6 issues. The total cost for a 6-week campaign would be between \$1,472 and \$2,208.

The Crimson charges for online ads by 1,000 page views. Our online recommendation would be for a primary ad (\$14 per 1,000 page view) for between 15,000 and 20,000 page views. That would cost between \$1,072 and \$1,429 in total.

Contact information:

You can contact The Crimson's [business office](#) at:

14 Plympton Street
Cambridge, MA 02138
(617) 576-6600
www.thecrimson.com
ads@thecrimson.com

Charlie B. Zhu
Business Manager

Amy E. Zhou
Associate Business Manager

Andrew W. Liang

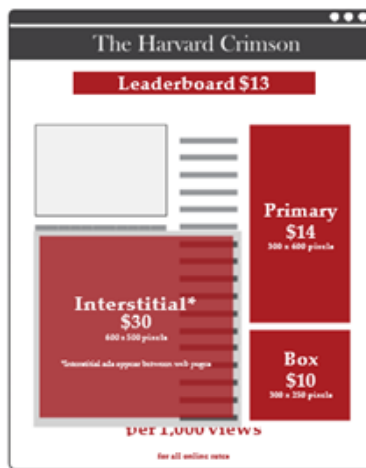
Emily M. Lu
Advertising Managers



The Harvard Crimson Advertising Rates

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Policies and Procedures | 3

online



sponsored content
with
The Crimson Brand Studio
ask our business team for details or quotes

email

newsletter



sponsored facebook posts

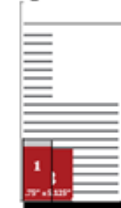


print

Full: \$1470 Half: \$735



Quarter: \$368 Eighth: \$184



Backpage Color
add \$600

Inserts
\$1500



Formatting Specifications

! All media must be 300ppi and in the correct color space—otherwise, the advertisement may not run.
300ppi is required for any Online or Sponsored Facebook Posts. CMYK is required for any Print.
No printer's marks (no crop marks or bleed marks), JPG or PDF file format preferred. !

Print Ad Unit	Dimensions	Color Space
Full Page	11.5" x 20.5"	CMYK
Half Page	11.5" x 10.25"	CMYK
Quarter Page	5.75" x 10.25"	CMYK
Eighth Page	5.75" x 5.125"	CMYK
1" Banner	11.5" x 1"	CMYK
2" Banner	11.5" x 2"	CMYK
Inserts	< 12" x 12"	pre-printed

Online Ad Unit	Dimensions	Color Space
Interstitial	600 x 500 pixels	RGB
Leaderboard	728 x 90 pixels	RGB
Primary	300 x 600 pixels	RGB
Box	300 x 250 pixels	RGB

Newsletter Ad Unit	Dimensions	Color Space
Newsletter	970 x 250 pixels	RGB

Facebook Ad Type	Dimensions	Color Space
1. Single Image	1200 x 628 pixels	RGB
2. Carousel (2 or more img)	1080 x 1080 pixels	RGB
3. Single Video (<30s)	600px width minimum	RGB
4. Slideshow (3-10 img)	16:9 ratio	RGB

Policies and Procedures

Redesign Fees

The Harvard Crimson will apply a one-time \$75 redesign fee to your bill with proper notice if:

- (i) You would like us to redesign your ad.
- (ii) Your advertisement does not fall within submission specifications.

Submission

Please submit your advertisement according to the **formatting specifications on the previous page**. When submitting, please email your advertisement to your contact at The Harvard Crimson.

When to Submit

Print and Online: at least 2 days before your selected advertising run dates

Insertions: mailed to The Harvard Crimson, 14 Plympton Street, Cambridge MA 02138 at least 1 week before your selected advertising run dates

Email Newsletter: at least 2 days before your selected advertising run dates

Payment

We will accept payment by credit card, ACH, or check. First-time advertisers are required to complete payment before the advertisement run date. Please have payment information ready when contacting your representative at The Harvard Crimson.

Disclaimer

Upon agreeing to terms with The Harvard Crimson, the advertiser agrees to produce and submit artwork for the space ordered. If the artwork is not provided by the specified deadline above, the space will be forfeit and the advertiser will pay for 100% of the space ordered. Additional terms regarding cancellation fees will apply to all advertising packages over \$3,000. We reserve the right to review and reject all advertisements prior to publication should we see fit.

Advertiser Agreement

By submitting your advertisement to The Harvard Crimson, you are agreeing to have your advertisement run in our products. If you decide to cancel your advertisement, you must give us [2 days notice](#).

El Mundo

El Mundo Boston is one of the City's largest media outlets serving the Spanish-speaking population and therefore, it makes sense to explore both their print and web advertising options to ensure that Cambridge's Spanish speakers are informed of the Vision Zero initiative.

Recommendation:

O'Neill and Associates recommends a purchase a quarter page (display ad, as opposed to classified) a \$500 for four weeks, for a total of \$2,000. Color is available, but would be an additional \$750 for full color.

We also recommend purchasing a sidebar banner for their website, for at least one month at \$700 for the month.

You can contact El Mundo's advertising department at: sales@elmundoboston.com

PRINT RATES

Display Advertising Rates

	Local	National
Full Page	\$2,000.00	\$2,250.00
Half Page	\$1,000.00	\$1,100.00
Quarter Page	\$500.00	\$550.00
Eighth of Page	\$250.00	\$275.00
Double Truck	\$4,000.00	

(Two page spread) 21"W x 14.5"H

Display-ROP / Classified (Net to Publisher)

Per Column Inch: \$25.00 National Rate: \$27.50

Color Charges

Full Color \$750.00 (net)
Spot Color \$250.00 (net) per color

Translation:

English - Spanish
Available upon request

Please contact your sales representative
for turnaround time and costs

Free Standing Insert Charges

\$75.00 (net) per thousand
Full Run Only
No zoning by zip code permitted

Non Profit Rates: 10% Discount

PRINT SPECS



Format: Tabloid (11"x16")
Language(s): Spanish and English

Circulation: 30,000
Frequency: Weekly, every Thursday

Standard Size Ads (non-bleed)

	Inches	Columns
Full Page	10"W x 14.5"H	(5 col x 14.5")
Half Page	10"W x 7.25"H	(5 col x 7.25")
Quarter Page	5"W x 7.25"H	(2.5 col x 7.25")
Eighth of Page	5"W x 3.5"H	(2.5 col x 3.5")
Double Truck	21"W x 14.5"H	(Two page spread)



Column Widths

1 column	=	1.85 inches
2 columns	=	3.90 inches
3 columns	=	5.93 inches
4 columns	=	7.96 inches
5 columns	=	10 inches

Deadlines

Space and Digital formats:
 One (1) week prior to publication date

With translation:
 Two (2) weeks prior to publication date

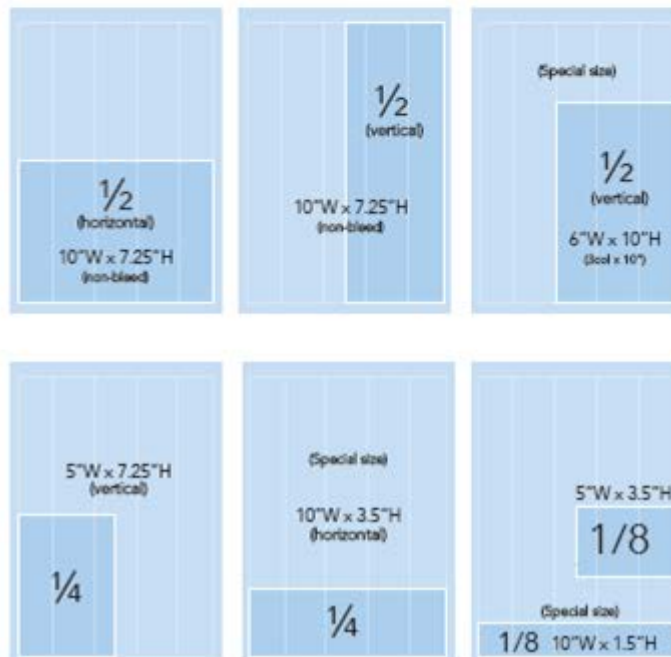
Production Formats

PDF (recommended), PSD and EPS

CMYK, 300 dpi and built to 100% size with 300 dpi images placed at 100% print size within artwork. Fonts must be embedded or converted to paths.

Translation Services Provided
 Please contact your Account Executive.

AD Production Delivery
 Please email ad to your Account Executive.



DISTRIBUTION



El Mundo Boston has an extensive grass roots network combined with exclusive strategic relationships that enables it to effectively reach a unique cross section of loyal readers that no other publication can claim. Through "out of the box" distribution methods, El Mundo Boston has secured a general visibility and accessibility that is unmatched.

Print Copies: 30,000 – delivered to over 2,000 drop off points

Online property: elmundoboston.com

E-mail Blasts: Over 6,000 VIP's that includes community leaders, activists, business executives, professional organizations, and college students, and more.

UNPARALLELED VISIBILITY AND DISTRIBUTION:

- » Latino Professional Events
 - Complimentary issues hand delivered to over 5,000 bilingual movers and shakers
- » The Latino Career Expo and Professional Networking Events
 - Over 2,000 Latino job and career seekers attend each event
- » Latino Festivals
 - Exclusive print partner and the only newspaper distributed at the largest events
- » Fenway Park
 - Available at America's Most Beloved Ballpark during LYRD days and Fenway Festival
- » MBTA-stops
 - Hand delivered to mass transportation passengers during rush hours

TOWN BY TOWN/ZIP CODE BREAKDOWN:

CITY	ZIP CODE
Allston, MA	02134
Boston, MA	02110, 02109, 02108, 02115, 02116
Brighton, MA	02135
Brockton, MA	02303, 02304
Cambridge, MA	02139, 02141, 02142
Chelsea, MA	02150, 02141, 02142
Dorchester, MA	02122
East Boston, MA	02128
Everett, MA	02149
Framingham, MA	01705
Hyde Park, MA	02136
Jamaica Plain, MA	02130
Lawrence, MA	01840, 01843, 01841
Lowell, MA	01852, 01851
Lynn, MA	01901, 01902, 01904
Mattapan, MA	02126
Quincy, MA	02169
Revere, MA	02151
Roslindale, MA	02131
Roxbury, MA	02119
Salem, MA	01970
Somerville, MA	02143, 02144
Waltham, MA	02154



ONLINE RATE CARD

Advertising with elmundoboston.com is a highly efficient way to relay your message to your target audience. Accountability and instant evaluation, global reach and mass exposure all delivered at a variety of price points – at least one of which is probably perfect for you.



\$1100 /Month Run of Site (All pages)
» Above the fold top banner placement (SHARED SPACE)

Splash intro page w/video + side banner
\$1500 flat rate per page » 1 week campaign
» Artwork and link to be provided by client

Specs

Image: No larger than 1280x1024 pixels -
72dpi - up to 1MB size - .jpg or .png
(1024x768 for quick load)

Video: Youtube, Vimeo

\$700 /Month Run of Site (All pages)
» Front Page above the fold top banner placement - Inside pages in rotating basis. (SHARED SPACE)

\$300 /Month Run of Site (Front page)
» Above the fold top banner placement (SHARED SPACE)

\$1800 /Month Run of Site (Front page)
» Front Page Below the fold top banner placement (SHARED SPACE)

\$450 /Month Run of Site (Front page)
» Below the fold top banner placement (SHARED SPACE)

Formats

GIF, JPEG, PNG, Flash

File size

All ads should remain under 50k

Creative / Production

Available from \$100 per hour

Available sizes

Leaderboard banner 728x90

Sidebar banner 300x250

Button 300x90

Skyscraper 300x650

Below-fold banner 645x80

In-Article banner 645x80

In-Article square 150x150

The Boston Haitian Reporter

The Haitian Reporter is part of the Dorchester Report family of newspapers and as such, has a respected reputation for providing news to the communities it serves. They are no longer accepting print ads but they do run web ads – see below for their rates.

Recommendation:

O'Neill and Associates recommends running a banner ad for a 3-month run, for a total cost of \$450.

Ad info:

No longer do print ads, block and banner online ads are priced per 30 days at \$150 per.

You can contact the [Dorchester Reporter](#) advertising for more information. The appropriate contact for both print and online is Jack Conboy, 617-436-1222 or AdDesk@dotnews.com

Metro Boston

Metro Boston is a good way to reach younger commuters who are traveling in and out of Cambridge for work but it would be a significant investment of resources for either print or online advertising. If the City wants to make a heavy investment in online advertising, the *Metro* would be the publication where it might make the most sense. As of June 2019, both UNICEF and Franklin Park Zoo are advertising online there, which gives you a sense of the level of advertiser they receive.

You can contact Metro US advertising through their [website](#).

Recommendation:

O'Neill and Associates doing either a print ad buy or an online ad buy but not both. For print, we recommend purchasing a ¼ page ad for a 5 time run, which would cost \$7,700 in total.

new york • philadelphia • boston
clubmetro • metroX • ziptrials

metro boston local rate card

standard ad units	size	open	5x	13x	26x	39x	52x
full page	8.75" x 11.5"	\$6,690	\$5,350	\$4,680	\$4,350	\$4,010	\$3,350
junior page	5.78" x 8.5"	\$4,180	\$3,350	\$2,930	\$2,720	\$2,510	\$2,090
half page	8.75" x 5.65"	\$3,510	\$2,810	\$2,460	\$2,280	\$2,110	\$1,760
third page	8.75" x 3.7"	\$2,450	\$1,960	\$1,720	\$1,590	\$1,470	\$1,230
quarter page	4.29" x 5.65"	\$1,920	\$1,540	\$1,350	\$1,250	\$1,150	\$960
sixth page	2.81" x 5.65"	\$1,450	\$1,160	\$1,010	\$940	\$870	\$720
eighth page	2.81" x 4.2"	\$1,170	\$940	\$820	\$760	\$700	\$590
twelfth page	2.81" x 2.8"	\$810	\$650	\$570	\$530	\$490	\$400
business card	2.81" x 1.25"	\$430	\$340	\$300	\$280	\$260	\$210

creative units	open	5x	13x	premium positions
skybox	\$3,100	\$2,480	\$2,170	back page +25%
mast banner	\$1,820	\$1,460	\$1,280	page 3 +20%
bottom banner	\$5,240	\$4,190	\$3,660	pages 5 or 7 +15%
top banner	\$7,990	\$6,390	\$5,590	other guaranteed +10%
j-front cover	\$13,490	\$10,790	\$9,450	frequency discounts ads must run within 5 business days
spadea 4"	\$15,000	\$12,000	\$10,500	
spadea 6"	\$18,000	\$14,400	\$12,600	
spadea 8"	\$21,000	\$16,800	\$14,700	
cover wrap	\$50,840	\$40,680	\$35,590	repeat: 1st ad -15%
glossy cover wrap	\$60,210	\$48,170	\$42,150	repeat: 2nd/3rd ad -25%

metro prides itself on creativity and 360 degree experiences for our partners, including, but not limited to: scripting, outfitting and placement of regular promoters, premium promoters/model, and product sampling.

Rates effective date Jan. 1, 2016.
All advertisements are 4-color (metro does not charge a premium for color).
Terms and Conditions: All rates are in NET terms and all premium positions are subject to availability and publisher's approval.

for advertising, contact sales at 617.532.0100 or adsboston@metro.us

media.metro.us

Portuguese Times

The Portuguese Times would allow the City of Cambridge to reach some of Cambridge's Brazilian population. Since the publication itself is not located in Cambridge or Greater Boston, we are recommending a shorter ad buy.

Recommendation:

O'Neill and Associates recommends that the City of Cambridge purchase a ¼ page advertisement for four weeks. In total, that would cost \$900 for a Black and White advertisement.

PORTUGUESE TIMES

(Linda Lima)

1501 Acushnet Ave., P.O. Box 61288 – New Bedford, MA. 02746

Tel.: (508) 997-3118 * Fax: (508) 995-7999

www.portuguesetimes.com

email: linda@portuguesetimes.com

RATE CARD

SIZE	NET RATE
Per Column Inch	10.00
1/16 Page = 05 inches	50.00
1/8 Page = 10 inches	100.00
1/4 Page = 24 inches	225.00
1/2 Page = 48 inches	330.00
Full Pages = 96 inches	625.00

Color: \$140.00 + Black & White Rate**Back Page: 15% extra****Guaranteed Position: 10% extra****Minimum Contract: 5 inches****Tear sheets: upon request****Political advertising: Open rate (payment in advanced)****LINE CLASSIFIED ADVERTISING****\$2.00 per line****Minimum billing of 5 lines. 10 pt heading is counted****As 2 lines. 18 pt head is counted as 4 lines**

Portuguese Times

Box Number Blind Ads

5.00 service charge in addition to
 lines charge of the ad. The phrase
 "Write to Portuguese Times, Attn.
 Box # _____, P.O.Box 61288, New
 Bedford, MA. 02746-0288" must
 appear in the ad.

Frequency: ----- Weekly**Issue Date: ----- Thursdays****DATE: ----- Wednesdays****Advertising Deadline:----- Friday 5:00 PM****Classified Deadline:----- Monday Noon****AD SIZES IN INCHES**

Full Page		10W x 15,5H
Half Page		10W x 8H or 6-3/4W x 6H
1/4 Page		5W x 8H
1/8 Page		3-1/4W x 5H

Sampan

Sampan serves the area's Asian American community and is an effective way to reach Cambridge's Asian and/or Asian American population.


Most print publications base their rates on size of ad and frequency of ad run. Usually, the higher frequency, the more they will give the advertiser a discount.

Recommendation:

With *Sampan*, O'Neill and Associates recommends that Vision Zero take out a half-page print ad for a 4 to 6 issue run. See their media kit below the dimensions of a half page ad. In total, a half page ad for 4 to 6 issues would cost \$1,620 at most.

Sampan also offers a 30% discount for online ads if the advertiser runs a print ad 1/3 page or larger. Once the Vision Zero pledge is created and posted online, it will make sense for the City to use ad buys to drive traffic to it. In that case, O'Neill and Associates would recommend Vision Zero purchase the medium sidebar ad at \$150 or tall sidebar ad at \$200. In the case of online ads, the metric usually used is page views – Vision Zero should ask for the ad to run until you reach a goal of 25,000 page views.

You can contact Sampan's advertising agent at ads@sampan.org or call (617) 426-9492 x 206.



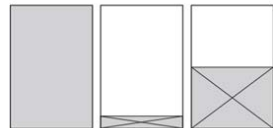
SAMPAN 一舩報

2019 Media Kit | PRINT
Effective January 1, 2019

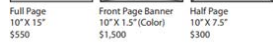
Sampan is a bi-weekly newspaper that provides news about community concerns and development, health, arts and entertainment to the greater Boston Asian American community.

87 Tyler Street 5th Fl. Boston, MA 02111
(617) 426-9492 x 206 ads@sampan.org

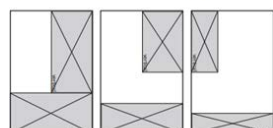
Advertising Unit Rates



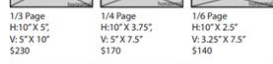
Full Page
10" X 15"
\$550




Front Page Banner
10" X 1.5" (Color)
\$1,500




Half Page
10" X 7.5"
\$300



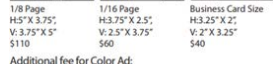
1/3 Page
H:10" X 5"
V:5" X 10"
\$230



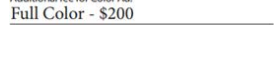
1/4 Page
H:10" X 3.75"
V:5" X 7.5"
\$170




1/6 Page
H:10" X 2.5"
V:3.25" X 7.5"
\$140



1/8 Page
H:5" X 3.75"
V:3.75" X 5"
\$110



1/16 Page
H:3.75" X 2.5"
V:2.5" X 3.75"
\$60



Business Card Size
H:3.25" X 2"
V:2" X 3.25"
\$40

Additional fee for Color Ad:
Full Color - \$200

Rates and Frequency Discounts(B&W)

Ad Size	Regular Price	4-6	7-11	12+	22
		10% off	15% off	20% off	25% off
FullPage	\$550	\$495	\$467.50	\$440	\$412.50
FrontPage Banner	\$1,500	\$1,350	\$1,275	\$1,200	\$1,125
HalfPage	\$300	\$270	\$255	\$240	\$225
1/3Page	\$230	\$207	\$195.50	\$184	\$172.50
1/4Page	\$170	\$153	\$144.50	\$136	\$127.50
1/6Page	\$140	\$126	\$119	\$112	\$105
1/8Page	\$110	\$99	\$93.50	\$88	\$82.50
1/16Page	\$60	\$54	\$51	\$48	\$45
BusinessCard	\$40	\$36	\$34	\$32	\$30

*All rates are net.
Sizes that are not applicable to the discounted rate will be charged according to our open rate: \$12 per column inch.

Translation Fee

\$10 per 50 words

Deadlines

Ads Space Reservation
Please send all advertising reservations in by the Tuesday 5:00 pm before the publication date.

Ads Requiring Translation
For ads that require translation, please send them in by the Friday before the publication date.

Camera-Ready Ads
For Camera-ready ads, please send them in by the Wednesday before the publication date.



2019 Media Kit | PRINT
Effective January 1, 2019

87 Tyler Street 5th Fl, Boston, MA 02111
(617) 426-9492 x 206 ads@sampan.org

2019 Editorial Calendar & Special Issues

Publication Date	Special Issue
JANUARY 11	
JANUARY 25	Chinese New Year Special Issue
FEBRUARY 8	
FEBRUARY 22	
MARCH 8	
MARCH 22	Real Estate Special Issue
APRIL 5	
APRIL 19	Medical Special Issue
MAY 3	
MAY 17	Asian American Heritage Issue
JUNE 7	
JUNE 21	Healthy Living Issue
JULY 5	
JULY 19	Housing & Home buying Issue
AUGUST 2	
AUGUST 16	August Moon Special Issue
SEPTEMBER 6	Education & Parenting Issue
SEPTEMBER 20	
OCTOBER 4	Lifestyle Special Issue
OCTOBER 18	
NOVEMBER 1	Finance Special Issue
NOVEMBER 15	
DECEMBER 6	Jobs & Career Special Issue
DECEMBER 20	

Asian American Market

- The population of Chinese Americans reaches almost 379,762 in Massachusetts in 2011, which has been up 200% from 2010.
- Asian buying power have reached \$718.46 billion in 2012. Expecting reach \$1 trillion in 5 years.

Sampan's Distribution: Over 50 Sites Readership: 24,000
Web: 50,000 page views/month



Our Readers

- The Sampan's readership is about 46% male to 54% female with median household income around \$52,121.
- The average age of our readership is about 40

Education

- 29.8% have graduate degrees
- 21% have Bachelor's degrees
- 7.2% have some college experience
- 13.3% are high school graduates
- 4.3% have associate degrees
- 14.7% have less than a 9th grade education
- 9.7% have a 9 to 12 grade education with no diploma

Professions

- 57.2% of readers are in management/professionals
- 15.1% in service
- 17.7% in sales/office
- 1.9% in construction/maintenance
- 8.5% in production

SAMPAN 一報

2019 Media Kit | WEB
Effective January 1, 2019

Brand New....

SAMPAN.ORG

Features

- Online advertising period is 30 days
- No color fee charge
- All ads can be linked to your website

If a 1/4 pg or bigger printed Ad is placed, a 30% discount will be offered for an online ad*

* Each online ad can enjoy the discount rate when placing a print ad at the same issue

* Medium & Tall Sidebar Ad will appear in random order on each page

Online Ad Unit Rates

Banner Ad 1050px X 150px	\$ 300
Medium Sidebar Ad 300px X 250px	\$ 150
Content Ad 728px X 90px	\$ 120
Tall Sidebar Ad 300px X 600px	\$ 200

**** It is FREE to post any English and Chinese announcements on our Announcements page.**

Please send them to editor@sampan.org

Friends of Sampan — Social Media

Social media allows Sampan to break news stories, showcase published articles and communicate with our readers. Every story that appears online is promoted on all of our social media and our growing social media presence is an enormous driver of viewers to our online content.

Like us on [Facebook.com/SampanNewsPaperBoston](https://www.facebook.com/SampanNewsPaperBoston)



Conditions

1. SampanNewsPaper (the "Publisher") reserves the right to refuse, replace, cancel or amend all or part of the contents, artwork and/or layout of any advertisements which may be deemed unsuitable for publication without giving any prior notice or reason to the Advertiser/Agency.
2. All Checks should be made payable to "Asian American Civic Association, Sampan".
3. Payment made is non-refundable. However, advertising fee paid for cancelled order can be expended for placement of other advertisements within a reasonable period.
4. The Publisher shall not be responsible for any typographical errors or published.
5. Publisher/Website operator shall not be responsible for any damage or loss of any advertising materials submitted by Advertisers. Advertisers are also responsible for lost links and distorted images.
6. The Advertiser shall be held solely responsible for the contents of the advertisements. In addition, the Advertiser shall ensure that such contents do not contravene any applicable laws, rules, regulations and codes of U.S.

7. The Advertiser shall absolutely and fully indemnify the Publisher/Website operator and keep the Publisher/Website operator indemnified against all claims, demands, actions and proceedings of whatever nature which may be brought, commenced or prosecuted against the Publisher/Website operator by reason of or arising out of any of the advertisements and also against all costs and fees which the Publisher/Website operator may incurring out of or in connection with any such claims, demands, actions or proceedings.
8. Publisher/Website operator reserves the right to designate any web page for ad delivery.
9. All page views and ad spots are measured on a first come first served basis.
10. Publisher reserves the right to terminate the contract with one month's prior notice and to vary the terms and conditions here in from time to time.

Community Organizations Matrix

[illegible]

Group Name	Address	City	State	Notes	Contact Name	Additional Contact	Contact Title	Email	Phone	Website/Website	Notes
Neighborhood Associations											
A Better Cambridge	12 Douglas St, Cambridge	Cambridge	MA		Jesse Kanton-Benatar		Chairman	jesse@abettercambridge.org	617-863-0552	https://www.abettercambridge.org/	
Agassiz Baldwin Community	20 Sacramento St, Cambridge	Cambridge	MA		Maria LaPage		Executive Director	mlapage@agassiz.org	(617) 349-6267	https://agassiz.org/	
Area Four Neighborhood Coalition		Cambridge	MA		Julian Casati/Liz Layton			area4neighborhoodcoalition@gmail.com			
Association of Cambridge Neighborhoods		Cambridge	MA		Gary Dimpfnyk		President	cambridge@neighborhoods@gmail.com			
Buena Vista Social Club	115 Upland Road	Cambridge	MA		Katherine Tallman		Executive Director and CEO	katalman@codigge.org		http://www.codigge.org/files/buena-vista-social-club	
Cambridge Community Center	5 Callender Street	Cambridge	MA		Darvin Korte		Executive Director	info@cambridgecc.org	617-547-6811	http://www.cambridgecc.org/	
Cambridge Highland Neighborhood Association	71 Grinstead Street	Cambridge	MA		Ann Tennis			jatennis@comcast.net	617-515-2722	http://www.cambridgepresidentalliance.org/	
Cambridge Residents Alliance	PO Box 390487	Cambridge	MA								
Cambridge Neighborhood Association	202 Hamilton Street	Cambridge, MA 02139	Cambridge		Cathie Zusy		President	cathyusy@gmail.com		https://www.cambridgeaport.org/	Listserv: cportneighbors-subscribe@yahoogroups.com
East Cambridge Planning Team		Cambridge	MA		Chuck Hinds		President	chuckhinds@mac.com			
East End House	105 Spring St, Cambridge	Cambridge	MA			Michael J. Della	President/Chief Executive Off	michael@eastendhouse.org	617-876-4444	https://eastendhouse.org/	
Essex Street Neighbors		Cambridge	MA		Jean Cummings			cummings@chresresearch.com			
Essex Street Neighbors		Cambridge	MA		Arden Henry			ardenh@gmail.com			
Essex Street Neighbors		Cambridge	MA		Jonathan King			jaking@mit.edu			
Essex Street Neighbors		Cambridge	MA		Nancy Ryan			nancyryan4@comcast.net			
Fresh Pond Residents Alliance		Cambridge	MA		Jan Devenaux		President	freshpondresidentsall@gmail.com		https://freshpondresidents.org/	
Friends at Alwaffe Reservation		Cambridge	MA		Ellen Mazi			info@friendsatlawfwereservatio	617-415-1884		
Harvard Square Defense Fund		Cambridge	MA								
Margaret Fuller Neighborhood House	71 Cherry St, Cambridge	Cambridge	MA	*cannot find website or people	Fritz Donovan	Selvin Chambers	Executive Director	frittdonov@aol.com	(617) 547-4680	https://margaretfullerhouse.org/	First Wednesday of the month at 6:30pm
Mid Cambridge Neighborhood Association		Cambridge	MA		Michael Newley		President	info@midcambridge.org		http://mcna.org/	
Neighborhood Association of East Cambridge		Cambridge	MA								
North Cambridge Stabilization Committee	15 Brookfield Street	Cambridge, MA 02140	Cambridge		Richard Clarry		Chairman	rclarry@aol.com	617/876-0191		
North Commons		Cambridge	MA		Helen Solarzano		E-List Moderator	solarzano@comcast.net		LiDServ: NorthCommons@yahoo.com	
Porter Square Neighbors Association	PO Box 403016	Cambridge	MA		Charles Sullivan			info@portersquare.net			meet on the third Thursday of every month from 7-9 PM
Richdale Avenue Neighborhood Association		Cambridge	MA		Jeffrey Lipshaw			jlipshaw@gmail.com		Meeting Notices & Announcements: richdale-ave-community@googlegroups.com	
Riverside Neighborhood Association	45 Hayes Street	Cambridge, MA 02139	MA		Lawrence Adkins		President	ladyadkins@gmail.com		LiDServ: riversidenet@yahoo.com	
Taylor Square Neighborhood Association	48 Ferno Street	Cambridge	MA		Ruth Allen			rutha@comcast.com	617-448-2273		
Tremont Street Neighborhood Association		Cambridge	MA	*could not find website or name							
Wellington-Harrington Neighborhood Association	436 Windsor Street	Cambridge	MA	*when I look this up it is a random house							

Business and Community Associations

Group Name	Address	City	State	Zip Code	Contact Name/Title	Additional Contact	Email	Additional Email	Additional Email 2	Phone	Website	Notes
Sustainable Business Network	99 Bishop Allen Dr #200	Cambridge	MA	02139	Laury Harmel-Executive Director		info@sbnet.org				http://www.sbnet.org/	
Albany Transportation Association	5 Whetling Avenue	Woburn	MA		Malissa Campbell- Executive Director		director@albanytrans.org			(781) 895-1200	http://www.albanytrans.org/	
Cambridge Chamber of Commerce	One Kendall Square	Cambridge	MA	02139	David Maher- President and CEO		director@cambridgechamber.org	info@cambridgechamber.org		617-856-4134	http://www.cambridgechamber.org/	
The Central Square Business Association	PO Box 390426	Cambridge	MA		Michael Monsteme- Executive Director		monsteme@central-square-cambridge.com			617-884-3211	http://www.central-square-cambridge.com/	
Cambridge Local First	649 Massachusetts Ave #5	Cambridge	MA	02139	Theodore Stenides- Executive Director		theodore@cambridgelocalfirst.org			(857) 968-7932	http://www.cambridgelocalfirst.org/	
East Cambridge Business Association	550 Cambridge St	Cambridge	MA	02141	Jason Alves		jav@eastcam.org			617-486-8367	http://www.eastcambridge.org/	
Harvard Square Business Association	18 Brattle Street Suite 352	Cambridge	MA	02138	John DiIovanni- Board Chair	Denise Jillean- Executive Director	www.hsqbba.org	jillean@harvard-square.com	dillean@harvard-square.com	617-465-3434	www.harvardsquare.com	
Business of North Village	375 Porter Ave	Cambridge	MA		Joseph Lee		info@portersquare.net			617-491-2131	http://www.portersquare.net/about.html	
Imman Square Business Association	*website goes to East Cambridge Business Association	Cambridge	MA		Charles Sullivan- Executive Director		info@imman.org					
Porter Square Neighborhood Association	90 Box #02038	Cambridge	MA		C.A. Webb- President		webb@psna.org					
Kendall Square Association	510 Kendall St	Cambridge	MA	02142	Jonathan Yorke-Denier		info@kendall.org			857) 143-5772	http://www.kendall.org/	
Observatory Hill Business Group	*this isn't no longer in Cambridge- 77 Leonard Street Bk	Belmont	MA	02478	Steve Ward Maps	Deb Calloun, Nomad	jeff@ohbg.com	info@cambridge@ac.com		617-995-3338		
South of Porter Business Group		Cambridge	MA		Tam and Devna Salimwey	George McCree- Greenhouse Antiques	info@southofporter.com	www.southofporter.com				
North Cambridge Business Group (not active)		Cambridge	MA		Paula Peto, MBA, Executive Director		peto@nccbg.org			617-864-7600	https://www.mapi-inc.org/	
Massachusetts Alliance of Portage Speakers		Cambridge	MA		Patricia Montre- Executive Director	Patricia Montre- Executive Director	montre@massalliance.org			857-236-2981	http://www.massalliance.org/	
Centro Presente	12 Bannington Street, Suite 202	East Boston	MA	02128	Linda Burton- Executive Director		info@cpa.org			617-545-6789	http://www.cpa.org/	
Cambridge Center for Adult Education	42 Brattle Street	Cambridge	MA	02138								
Cambridge Hispano (might be closed)	105 Windsor St	Cambridge	MA	02139	Dolrah Ruhn- Executive Director		dolrah@ccha.org			857) 963-9406	http://www.johabaker.org/	
Just a Start	1055 Cambridge St #12	Cambridge	MA	02141						617-858-7653		
Cambridge Community Outreach	190 Harvard Street	Cambridge	MA	02139-2724	Dolrah Ruhn- Executive Director		dolrah@ccol.com			617-663-3690		
Cambridge Community Center	5 Callender Street	Cambridge	MA	02139	Darin Korte- Executive Director		info@cambridgecc.org			617-547-6811	http://www.cambridgecc.org/	
Do Now Center for Justice and Healing	47 Thonadale Street, 2B-L1-1	Cambridge	MA	02145	Muslim Nahas- Executive Director		www.dncnow.org			617-663-1020	http://www.dncnow.net/	
En Road	99 Bishop Allen Dr	Cambridge	MA	02139	Ben Clark- Executive Director		info@enroad.org			617-876-5244	http://www.enroadorganization.org/	
Cambridge Economic Opportunity Center	11 Inman St	Cambridge	MA	02139	Tina Alu- Executive Director		info@ceoc.org			617-884-2900	http://www.ceocbridge.org/	
Found in Translation	15328 Dorchester Ave	Dorchester	MA	02122	Maria Vertkin- Founder and Executive Director		info@found-in-translation.org			617-326-6600	http://www.found-in-translation.org/	
Aldor Women's Alliance	1351 Massachusetts Ave	Cambridge	MA	02138			info@aldorwomen.org			617-345-7596	http://www.aldorwomen.org/	
New Communities Service (website could)	116 Fairfield St	Cambridge	MA	02139			info@nccsma.org			617-547-5843	http://www.nccsma.org/	
Citywide Senior Center	809 Massachusetts Ave	Cambridge	MA	02139						857) 349-8060		
Disability Law Center	11 Beacon St Suite 925	Cambridge	MA	02108	Marlene Salto- Executive Director		info@dlc.org			617-723-8455	http://www.dlc-ma.org/	

meet on the third Thursday of every month from 7-9 PM

Faith-Based Organizations

Organization Name	Notes	Address	City	State	Zip Code	Name	Phone	Email	Website
Abundant Life Church		47 Howard St	Cambridge	MA	02139	Virginia Ward- Associate/Youth Pastor	617-864-2626	wardv@cambridge.org	http://www.cambridge.org/
Adventist Congregational Church		171 Hampshire St	Cambridge	MA	02139				no website
Anglican Church of the Incarnation (only in VA)									
Found this instead:									
Antioch Temple Church		50 Quincy Street	Cambridge	MA	02139	Rev. Sage Cole	617-864-4512	sc@antioch.org	http://www.antioch.org/
Antioch Temple Church, Inc./Antioch Baptist Church		44 William St	Cambridge	MA	02139	Rebecca Leonard E. Brown	617-481-0843		no website
Assembly of God-Agape		1591 Massachusetts Ave	Cambridge	MA	02140	02139 Carol Thomas -Owner	617-491-0843		no website
Bacon City Church	*moved to Belmont	376 Trapelo Rd	Cambridge	MA	02478	Dana Helsing - Pastor	(781) 838-4222		http://www.baconcitychurch.org/
Bethel Assembly of God		111 Mt Auburn St	Woburn	MA	02472	Pastor Paul Kim	(617) 575-1118	P.O. Box 380271	http://www.bethelchurch.org/
Belknap Baptist Church-changed name to Antioch Baptist Church		234 Franklin St	Cambridge	MA	02139	Pastor Ewald Delve	617-442-9875	ewald@newavenue.org	http://www.cambridgeavenue.org/
Bethel United Church of the Nazarene								cambridge-nazarene@gmail.com	
Bethesda Portuguese Church of the Nazarene		234 Franklin St	Cambridge	MA	02139	Rev. Jaclyn Lima (Pastor)	617-354-5065		http://www.cambridge-nazarene.org/
Boston Temple Church		439 Putnam Avenue	Cambridge	MA	02139	Pastor Paul Brown	617-437-0863	brownp@cambridge.org	http://www.cambridge.org/temple.htm
Calvary Peace and Worship Center		220 Concord Ave	Cambridge	MA	02138	Warren Collins (Pastor)	617-547-2792	warrenc@calvary.org	http://www.cambridge.org/calvary/
Cambridge Buddhist Association		23 Mount Auburn Street	Woburn	MA	02480	Calvin Jacob	617-860-8881		http://www.cambridgebuddhist.org/
Cambridge Church of the Nazarene		234 Franklin St	Cambridge	MA	02139	Pastor Kasa	617-354-5065	kasa@cambridge.org	http://www.cambridge-nazarene.org/
Cambridge Community Fellowship Church		234 Franklin St	Cambridge	MA	02139	Grace Lee-Church Administrator	617-354-3009		http://www.ccf.org/
Cambridge Community Outreach "Therapeutic"		190 Harvard Street	Cambridge	MA	02139	Blaise Dr. Norma Wyward	617-565-5660		http://www.cambridgeoutreach.org/
Cambridge Dispenser Church		5 Longfellow Place	Cambridge	MA	02138	Marta at the Cambridge Friends Meeting House	617-436-2102		http://www.cambridge.org/cambridge-dispenser-church/
Cambridge Gospel Hall		305 Kneass Avenue	Cambridge	MA	02139		617-461-6421	info@cambridgegospelhall.org	http://www.cambridgegospelhall.org/
Cambridge Insight Meditation Center		311 Broadway	Cambridge	MA	02139	LYNN WHITTEMORE-Executive Director	(617) 868-5117	info@cambridgeimc.org	http://www.cambridgeimc.org/
Cambridge Miray									
Cambridge Zen Center		199 Auburn St	Cambridge	MA	02139	Barbara Feldman- Director	617-476-3229	http://www.cambridgezen.org/	http://www.cambridgezen.org/
Cambridgeport Baptist Church		439 Putnam Ave	Cambridge	MA	02139	Dan Southwold- Senior Pastor	617-547-6778	dsouthw@cambridge.org	http://www.cambridgeport.org/
Chalced House of Renewal		38 Banks St	Cambridge	MA	02138	Hristy Zarchi-Rabbi	(617) 547-4214	rabbi@chalced.org	http://www.cambridgeport.org/
Chalcedon Library of Cambridge		38 Banks St	Cambridge	MA	02138	Rabbi Hristy Zarchi	617-547-4214		http://www.chalced.org/
Chinese International Baptist Church	*not found								
Church of God in Cambridge		0 Garden Street	Cambridge	MA	02138	Joseph Robinson- Pastor	617-876-0300	jrobinso@cambridge.org	http://www.churchofgod.org/
Church of the King Presbyterian Church		99 Prospect St	Cambridge	MA	02139	Rev. Rick Downs	617-354-8341	rickd@cambridge.org	http://www.churchoftheking.org/
Christian Missionary Fellowship International	*does not look open	1308 Bowdoin Ave	Cambridge	MA	02139				no website
Church of God of Bethesda, Inc.	*does not exist here anymore	1308 Bowdoin St	Cambridge	MA	02139				no website
Church of Jesus Christ of LDS		2 Longfellow Park	Cambridge	MA	02138	Thomas Bishop "not one individual leader"/pres	(508) 441-8880		http://www.cambridge.org/lds/
Church of the New Jerusalem (Swedenborg Chapel)		789 Main St	Cambridge	MA	02139	Rev. Sage Cole	617-864-4512		http://www.cambridge.org/new-jerusalem/
Christian Mission Holiness Church		275 Memorial Drive	Cambridge	MA	02139	Clayton Ward- Pastor	617-547-3272		http://www.cmhc.org/
City on Hill Center	*Not Open Anytime								
Congregation Et Chayim		136 Magaine St	Cambridge	MA	02139	Sandra Hall- Administrator	(617) 909-4036	info@etchayim.org	http://www.etchayim.org/
Congregation Kahal Ezer		705 Concord Ave	Cambridge	MA	02138	Gladys Shagel- Administrator	(617) 909-4036	P.O. BOX 530, MEDFORD, MA 02155	http://www.kahal.org/
Comerston Community		41 Berkeley St	Cambridge	MA	02116	Bill Johnson- Lead Pastor		comerston@comerston.org	http://www.comerston.org/
Eglise Adventiste Helienne d' Peniel du 7ème Jour	*could not find church								no website
Eglise Baptiste Elm	*could not find church								no website
Eglise Baptiste Massimane de Bares	*could not find church								no website
Etu Chorum Synagogue		136 Magaine St	Cambridge	MA	02139	Rabbi Lisa Stern		617-437-7426	http://www.etu.org/
Ethical Society of Cambridge		33 Garden St P.O. Box 18-1934	Cambridge	MA	02139	Stacy Dinkha (Pastor)	617-739-9050	stacyd@ethical.org	http://www.ethical.org/
Evangelical Christian Fellowship		15 Magaine Street	Cambridge	MA	02139	Alvin Dinkha (Pastor)	617-776-2182		hold Sunday Platform Meetings at the Langy School of Music Rev Walskman Building, Room N1, Cambridge, Massachusetts
Eglise Baptiste Helienne d'Nord		70 Bridge Ave	Cambridge	MA	02115	Rev. Pierre Edes Jean-Louis			no website
Evangelical Church International	*could not find church								no website
Faith Lutheran Church		311 Broadway	Cambridge	MA	02139	Rev. Robin Lufthagen- Pastor	617-314-0514	robin.lufthagen@faithlutheran.org	http://faithlutheran.org/
Faithful & True Wesleyan Apostolic Church of Jesus Christ		139 Hampshire St	Cambridge	MA	02139	Pastor Larry Smith	617-437-1236	info@faithfulandtrue.org	http://www.fatherandson.org/
First Baptist Church in Cambridge		15 Magaine St	Cambridge	MA	02139	David Eastman- Lead Pastor	781-489-1173	info@firstbaptist.org	http://www.firstbaptist.org/
First Brethren Baptist Church of Cambridge		16 Beach Street	Cambridge	MA	02140	Antonio da la Zerba- Pastor	508-877-3805		no website
First Church in Cambridge (Congregational)		11 Garden St	Cambridge	MA	02138	Karen McArthur- Minister of Stewardship and Finance		info@firstchurchcambridge.org	617-547-2734
First Church of Christ, Scientist		13 Waterhouse St	Cambridge	MA	02138	Margit Hammerstrom	617-354-2866		http://www.firstchurchcambridge.org/
First Holiness Church of the Apostolic Faith		212 Cambridge St	Cambridge	MA	02139	Rev. Jerome A. Thornhill	617-560-2930		no website
First Korean Church in Cambridge		35 Magaine St	Cambridge	MA	02139	Pastor Kim Tae-wan	617-351-3114	info@firstkorean.org	http://www.firstkorean.org/
First Pentecostal Church		1446 Massachusetts Ave	Cambridge	MA	02138	Rev. Adam Lawrence Oyer	617-736-2724	adamo@firstpentecostal.org	http://www.firstpentecostal.org/
First Reformed Presbyterian Church		15 Adams St	Cambridge	MA	02139	Stephen Michael- Leader	617-358-2362	stephenm@firstreformed.org	http://www.firstreformed.org/
First United Presbyterian Church, Cambridge		1418 Cambridge St P.O. Box 39800	Cambridge	MA	02139	Rev. Ben Black	617-543-3131	info@firstunited.org	http://www.firstunited.org/
First United Pentecostal Church		5 Cadbury Rd	Cambridge	MA	02140	Philip Vassili & Betty Kung	617-353-3131	info@firstunitedpentecostal.org	http://www.firstunitedpentecostal.org/
Friends Meeting at Cambridge		5 Longfellow Park	Cambridge	MA	02138	Amy Marcus- Office Manager	617-876-4883	amy@cambridge.org	http://www.cambridge.org/
Gateway Community Church									no website
Good Shepherd Church	*could not find church	777 Memorial Drive	Cambridge	MA	02139				no website
Gospel Hall Church		69 Norfolk St	Cambridge	MA	02139		781-555-6372 / 617-465-4631	info@gospelhall.org	http://www.gospelhall.org/
Gospel Room		69 Norfolk St	Cambridge	MA	02139		(617) 349-0007		no website
Grace Church of God	*church doesn't exist								no website
Grace Street Church	*Church Closed								no website
Grace United Methodist Church		56 Magaine Street	Cambridge	MA	02139	Reverend Kenneth Bigham-Tai- Chief	617-864-1123	kenbigham@umc.org	http://www.umc.org/
Heaven Baptist Church of Cambridge	*church does not exist								
Iglesia Adventista del Tercer Dia de Cambridge		56 Magaine Street	Cambridge	MA	02139	Raymond Kai- Filer		info@ica.org	http://www.icamassachusetts.org/
Harvard Episcopal United Methodist Church		1555 Massachusetts Ave	Cambridge	MA	02138	Rev. Herb Taylor- Pastor	(617) 354-0837	info@herbert.org	http://www.harvardepiscopalchurch.org/
Harvard United Church of Christ		1555 Massachusetts Avenue	Cambridge	MA	02138	Rev. Raymond Kahng	(617) 516-2572	info@huc.org	http://www.harvardunitedchurch.org/
Heavenly Doors of the Apostolic Faith Church	*church does not exist								no website
Holy Trinity American Apostolic Church		145 Beulah Street	Cambridge	MA	02138	Jennifer Douglas- Secretary	617-354-0832	info@holymt.org	http://holymt.org/
Hope Fellowship Church		16 Beach Street	Cambridge	MA	02140	Carla Cook- Senior Pastor	(617) 868-2362	info@hopefellowship.org	http://www.hopefellowship.org/
Iglesia Bautista Central		459 Putnam Ave	Cambridge	MA	02139	Rev. Luis Laydra- Pastor	(617) 495-4352	info@iglesia.org	http://www.iglesia.org/
Iglesia de Dios	*church does not exist in Cambridge							Rev. Amarty Abreu	http://www.mission-hope.org/cambridge/
Immaculate Conception Church	*Church Closed								no website
Insight Meditation Center		321 Broadway, Cambridge, MA 02139	Cambridge	MA	02139	Lynn Whittemore- Executive Director	617-876-3823	info@insightmeditation.org	http://www.insightmeditation.org/
International Buddhist Progress Society	*Church Closed								
Islamic Society of Boston		204 Prospect St	Cambridge	MA	02139	Chunh Choud	617-471-6870	info@islamic.org	http://www.islamic.org/
Journey Church		16 Garden St	Cambridge	MA	02139	Ann Dr- Past- Executive Director	617-876-3846	info@journey.org	http://www.journey.org/
Korean Korean Mission		1555 Massachusetts Ave	Cambridge	MA	02138	Ken Marandi- Lead Pastor	617-358-0837	kenmarandi@koreanmission.org	http://www.koreanmission.org/
Korean Church of the Shepherd		1555 Massachusetts Avenue	Cambridge	MA	02139	Dae-Jong Choi-Pastor	617-323-1880	info@koreanchurch.org	http://www.koreanchurch.org/
Life Assembly of God of Brazilian	*church does not exist								no website
Madison Baptist Church		114 Jordan Street Cambridge, MA 02139	Cambridge	MA	02140	Salmon Silva	617-497-8832	info@madison.org	*Church does not exist
Massachusetts Avenue Baptist Church		146 Hampshire Street	Cambridge	MA	02139	Rev. David Baggett	617-468-2131	info@massachusettsavenue.org	http://www.massachusettsavenue.org/
Memorial Church Harvard University		1 Harvard Yard	Cambridge	MA	02138	Rev. Brenda Ann Brown- Pastor	617-488-5111	info@memorialchurch.org	http://www.memorialchurch.org/
Methodist Congregation of Boston		1555 Massachusetts Ave	Cambridge	MA	02138	Bruce Bradshaw-Pastor	617-868-7184	bruceb@methodist.org	http://www.methodist.org/
Methodist New Life Baptist Church		16 Beach St	Cambridge	MA	02140	Rev. Curtis Cook	617-468-3261	info@methodistnewlife.org	http://www.methodistnewlife.org/
Minyon Tefillah		113 Prospect St Apt 2	Somerville	MA	02145	Lisa LeVell-Leders is for board member Lela Smith		info@minyon.org	http://www.minyon.org/
Montgomery International Church		777 Memorial Drive	Cambridge	MA	02139		617-328-4828	info@montgomery.org	http://www.montgomery.org/
New Mount Calvary		541 Massachusetts Ave	Boston	MA	02118	George Bullock, Sr., Pastor	617-547-7814	info@newmountcalvary.org	http://www.newmountcalvary.org/
Old Cambridge Baptist Church		1211 Massachusetts Ave	Cambridge	MA	02138	Rev. Cody Sanders- Pastor	617-864-9275	info@oldcambridge.org	http://www.oldcambridge.org/
Pentecostal Tabernacle		777 Cambridge St	Cambridge	MA	02139	Wahby Brant C. Greene- Senior Pastor	617-465-0212	info@pentecostal.org	http://www.pentecostal.org/
Portuguese Baptist Church		114 Union Street	Cambridge	MA	02139	Porfirio Ruiz- Youth Pastor	617-354-4537		*tube unable to open
Reformed Church of Christ		85 Bridge St	Cambridge	MA	02139	Pastor Jeff (Dorcas)	508-548-2332	info@reformed.org	http://www.reformed.org/
Rush A.M.E. Zion Church		82 School St	Cambridge	MA	02139	William Thomas- Chairman of Trustees Board	(617) 445-0537	info@rushame.org	http://www.rushame.org/
Sacred Heart of Jesus Catholic Church		40 Elm St	Cambridge	MA	02141	Rev. Joseph L. Curran	617-547-0399	info@shc.org	http://www.cambridge.org/sacred-heart-of-jesus-catholic-church/
Salem Army of Cambridge		402 Massachusetts Ave	Cambridge	MA	02139	Bernice Carroll-Pastor	617-547-4400		no website
Saint Francis SDA	*church does not exist in Cambridge								
Society of St. John the Evangelist		980 Memorial Dr	Cambridge	MA	02138		617-876-3037	info@stjohn.org	http://www.stjohn.org/
Spirit of Power Living Word Ministries International		P.O. Box 381380	Cambridge	MA	02138	Rev. Dr. Marilyn Weekes		info@spiritofpower.org	http://www.spiritofpower.org/
St. Peter's Parish Cambridge		100 Concord Ave	Cambridge	MA	02138	Rev. Leonard O'Reilly, Pastor	(617) 547-4330	info@stpeters.org	http://www.stpeters.org/
St. Anthony Parish (Same as St. Francis)		400 Central Malloria Ave	Cambridge	MA	02141	Rev. Walter A. Carreno- Pastor	(617) 547-0598	info@stanthony.org	http://www.stanthony.org/
St. Agostino's African Orthodox Church		137 Atlantic St Cambridge	Cambridge	MA	02139	Rev. George Turner- Bishop *	617-457-0884	info@stagostino.org	no website
St. Bartholomew's Episcopal Church		289 Harvard St	Cambridge	MA	02139	Rev. Leslie Sterling	617-354-4502	info@stbartholomew.org	http://www.stbartholomew.org/
St. Francis of Assisi Catholic Church		125 Cambridge St	Cambridge	MA	02141	Rev. Walter A. Carreno- Pastor	617-876-1754	info@stfrancis.org	http://www.stfrancis.org/
St. James Episcopal Church		1591 Massachusetts Ave	Cambridge	MA	02140	Hong Chin, Pastor	617-498-2387	info@stjames.org	http://www.stjames.org/
St. John the Evangelist Catholic Church		2254 Massachusetts Ave.	Cambridge	MA	02140	Rev. Joseph MacCarthy-Pastor	617-547-4480	info@stjohn.org	http://www.stjohn.org/
St. John Memorial Chapel (Divine School)		59 Beulah St	Cambridge	MA					

Bicycle Shops

Company Name	Address	City	State	Zip	Services	Contact Name	Phone Number	Email	Website
The Bicycle Exchange at Porter Square	2067 Massachusetts Ave	Cambridge	MA	02140	Sell, Repair, Retals	Christopher Powers	617-846-1300		http://www.cambridgebicycleexchange.com/broadway/
Broadway Bicycle School, Ltd.	351 Broadway	Cambridge	MA	02139	Repair, Tool Rental, M	Chris Leer	617-868-3392		http://broadwaybicycleschool.com/cambridge
Cambridge Bicycle	259 Massachusetts Ave	Cambridge	MA	02141	Sell (bikes and parts),	Daniel Durand and Ben Sma	(617) 876-6555		http://cambridgebicycle.com/cambridge
Old Roads at the Cambridge Antique Market	201 Msgr. O'Brien Highway	Cambridge	MA	02141	Sell (bikes)	David Cohen- Manager	617-868-9655		http://marketantique.com/cambridge.htm
Quad Bikes	51 Shepard Street	Cambridge	MA	02138	Sell, Repairs, Classes	Nathaniel Hoyt	617-496-5955		http://www.quadbikes.org/info@quad
Urban AdvenTours	103 Atlantic Ave	Cambridge	MA	02110	Bike rentals and tune-	Andrew Prescott	617-670-0637		https://www.urbanadventours.com/andrew@y
Rejee Your Ride		Cambridge	MA		Bicycle Registration	Ken Smith, CEO	617-229-7055		https://www.rejee.com
Superpedestrian	84 Hamilton St	Cambridge	MA	02139	Copenhagen Wheel E-	Assaf Biderman, Founder ar	(877) 678-7518		https://www.superpedestrian.com/en
GeoOrbital	1 Broadway	Cambridge	MA	02142	E-Wheel	Michael Potts- Marketing			michael@geo.com
Microkickboard Scooter		Cambridge	MA		Scooter	Sophie Schmitt	888-236-5657		sophies@n www.microkickboard.com
BucaBoot		Cambridge	MA		Bicycle Trunk	John Carlson- COO	617-855-9492		john@bucaboot.com
Loud Bicycle	50 Milk Street	Cambridge	MA	02109	Loud Horn for Bikes	Jonathan Lansey, CEO	617-657-4676		https://www.loudbicycle.com/lansey@gn
Montague Bikes	1035 Cambridge St	Cambridge	MA	02141	Folding bikes		800-736-5348		https://www.montaguebikes.com/dmontagu

University Contacts

Group Name	Contact Name	Contact Title	Email	Phone	Address	Website
MIT Parking and Transportation Office	Tom Giannino	Manager	commuting@mit.edu	617-258-6177	Massachusetts Ave,	https://officedirectory.mit.edu/parking-and-transportation
MIT Office of Government and Community Relations	Sarah Gallop	Co-Director	seg@mit.edu			https://ogcr.mit.edu/
MIT Office of Government and Community Relations	Rohan Kundargi	K-12 Community Outreach Administrator		617-258-5041		
Harvard CommuterChoice	Benjamin Hammer	Associate Director	benjamin_hammer@harvard.edu			http://www.transportation.harvard.edu/commuterchoice
Harvard CommuterChoice	Cassidy Drasser	Program Coordinator	cassidy_drasser@harvard.edu	617-496-5354		
Harvard Office of Sustainability	Christiana Atkins	Undergraduate Education & Outreach Coordinator				https://green.harvard.edu/about
Lesley University	Sara Wolons	Campus Planner & Sustainability Coordinator	sara.wolons@lesley.edu	617.349.8322		

Design Examples



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**VISION
ZERO**
CAMBRIDGE

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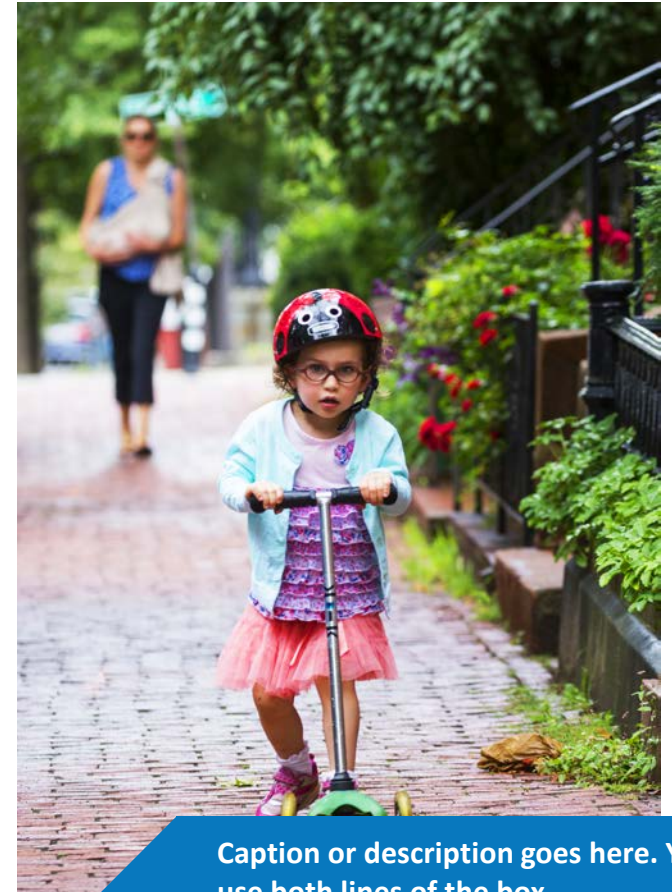


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LETTER FROM THE CITY MANAGER

"GO SLOW IN CAMBRIDGE. LIFE ISN'T A RACE."

To the Cambridge Community:

I am pleased to share Cambridge's Vision Zero Action Plan, and to lay out this strong framework for how we will achieve Vision Zero in our city. Vision Zero is an initiative to reduce and ultimately eliminate transportation fatalities and serious injuries, while at the same time creating safe, healthy, and equitable mobility for all those who travel in Cambridge.

As with all of the work we do in Cambridge, Vision Zero requires ongoing commitments to equity and collaboration, not only in how we plan and make decisions, but also in how we implement our Vision Zero-related programs. The foundation for our Action Plan is data driven decision-making. We seek to identify the fundamental causes for traffic crashes, injuries, and fatalities, to come up with creative and implementable solutions to prevent those incidents, and to evaluate our successes—and remaining challenges—so that we can do even better in the future.

To implement the plan, we have identified 42 actions that the City will undertake, divided into seven high-level commitments:

- Design and operate safe streets;
- Improve large vehicle, taxi/for-hire vehicle, and TNC safety;
- Ensure equity in all efforts;
- Lead by example;
- Engage the public;
- Create partnerships; and
- Use data to direct our efforts and measure our progress

Our shared Vision Zero commitment reinforces our focus on safety and the actions that we can collectively take to create the safest possible transportation system—and the safest possible city. As City Manager, I believe effective communication, collaboration, and public process are critical to successful initiatives, and these will be central themes that will guide our approach for Vision Zero. By coming together as a community, we will continue making it safe and easy for people of all ages and abilities to travel between work, school, shops, and other destinations, whether they choose to walk, bicycle,

drive, or take transit. I look forward to working with the City Council and the entire community to enhance the safety of our city.

Sincerely,



Louis A. DePasquale
City Manager



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Transportation is a key element of what makes Cambridge the vibrant, lively city it is; residents, businesses, and visitors alike enjoy the walkability, convenience, and healthy lifestyle available here. Whether walking, cycling, using transit, driving, or moving around Cambridge another way, our residents and visitors need safe streets. While Cambridge has long been a leader in improving bicycle and pedestrian facilities and safety, significant challenges remain. Traffic violence impacts our public health, our public safety, our quality of life and can disproportionately impact our most vulnerable residents.

While Cambridge benefits from a long history of support for walking, bicycling, and transit, our dense, urban environment does pose challenges. Although Cambridge's crowded, narrow streets result in lower and safer speeds, we also have less street real estate available for the competing uses of people who drive, bicycle, or walk. Additionally, a significant amount of vehicular traffic in Cambridge passes through with no origin or destination within the city, on roads that are not under local control.

As a city, we have committed to taking the steps necessary to address these challenges and eliminate all traffic fatalities and serious injuries—Vision Zero represents this commitment. Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. The Vision Zero approach consists first and foremost of an acknowledgment that crashes are preventable. By examining the factors that cause crashes, from infrastructure to behavior and societal factors, we can make the changes necessary to eliminate traffic fatalities and serious injuries. Vision Zero also acknowledges that human beings will always make mistakes, so we must have systems in place to ensure that they are not fatal or life changing.

This Action Plan is the blueprint for how we will reach zero fatalities and serious injuries in our city. Each action step detailed in the plan includes specific short and longer term goals, and falls into one of seven categories:

A. Design and Operate Safe Streets: The City will design and operate our streets to ensure that people of all ages and abilities can walk, bike, use transit and drive safely. Action steps include:

- Lower default speed limit to 25 MPH
- Improve safety for all modes in city squares
- Grow network of separated bike lanes
- Traffic Calming
- Safer Pedestrian Crossings
- Change infrastructure, roadway layout, and curb usage to prevent stopping and parking in bike lanes, crosswalks, and pedestrian ramps
- Special Slow Speed Zones
- Establish Rapid Response Protocol for fatalities and serious injuries
- Enhance intersection safety
- Safe Routes to Transit
- Enforcement

B. Improve Large Vehicle, Taxi/For-Hire Vehicles, and TNC Safety: The City will minimize the negative impacts of large vehicles, taxis/for-hire vehicles, and Transportation Network Company vehicles, while ensuring they can provide necessary services to Cambridge residents, students, workers and visitors. Action steps include:

- Improve understanding of impacts of large vehicle delivery in Cambridge
- Truck safety education for people who walk or bike
- "Watch for Bikes" stickers for taxis, TNCs, and car share vehicles
- Increase adoption of truck side guards in Cambridge
- Tour Bus Safety
- Coordination and education for TNCs and car share companies

C. Ensure equity in Vision Zero: The city will ensure all Vision Zero efforts promote equity and inclusiveness and protect people of all ages and abilities, paying particular attention to vulnerable and underserved populations. Action steps include:

- Complete roll-out of Accessible Pedestrian Signals (APS)
- Ensure all Vision Zero outreach and communication efforts reach underserved and vulnerable residents
- Safe Routes for Seniors and Persons with Disabilities
- Continue use of Five Year Plan for Streets and Sidewalks to improve safety, accessibility, and mobility for all residents
- Create specialized traffic safety training programs and educational materials for vulnerable populations
- Safe Routes to Schools

D. Lead by Example: The City will lead by example in all things related to traffic safety. City policies and actions will reflect our commitment to Vision Zero. Action steps include:

- Renewed focus on safety in City operations
- Review crashes involving City employees conducting City business
- Vision Zero training for all Cambridge Police Officers
- Ensure that City employees are operating vehicles in the safest manner possible
- Develop and pilot general employee training on Vision Zero and rules of the road

E. Engage the public on Vision Zero: The City will engage the public to gather feedback on traffic safety related concerns and priorities, educate and change behaviors to improve public safety and public health. Action steps include:

- Establish a standing advisory committee on Vision Zero

- Raise awareness of Vision Zero initiative to educate and engage with community members
- "Getting Around Cambridge" Magazine
- Distribute "Watch for Bike" decals
- Solicit feedback on traffic safety from the public
- The City will build on its extensive portfolio of traffic safety educational opportunities for all residents who walk, bike, drive or take transit
- Support and expand Bike Month activities

F. Create Partnerships: The City will partner with universities, private businesses, and other local and state entities to improve traffic safety. Action steps include:

- Create partnerships with Universities, Businesses, and Nonprofits
- Partner with researchers to support safety related research and test safety related technology
- Partner with local municipalities, state and federal-level organizations

G. Use Data to Direct Efforts and Measure our Progress: The City will develop metrics to guide decision-making, measure progress on Vision Zero activities and share successes and challenges in a transparent way. Action steps include:

- Ensure Vision Zero is a data-driven effort
- Create a Vision Zero Safety Portal
- Make all Vision Zero related data available to the public
- Develop key metrics to measure Vision Zero progress

WHAT IS VISION ZERO

“GO SLOW IN CAMBRIDGE. LIFE ISN’T A RACE.”

First implemented in Sweden in the 1990s, Vision Zero has proved successful across Europe—and is now gaining momentum in major American cities. The fundamental concept behind Vision Zero, that no traffic related death or serious injury is acceptable, is a change from the traditional cost-benefit or economic based models used to measure acceptable risks from traffic crashes. In Sweden, traffic deaths have fallen by half since 2000, thanks to Vision Zero.¹

The Vision Zero approach consists first and foremost of an acknowledgment that crashes are preventable. By examining the factors that cause crashes, from infrastructure to behavior to societal factors, we can make the changes necessary to eliminate traffic fatalities and serious injuries. Vision Zero also acknowledges that

human beings will always make mistakes, so we must have systems in place to ensure mistakes do not cause fatalities or serious injuries.

Vision Zero has now spread across the world, including US cities like New York City, Los Angeles, Seattle, and Washington D.C., among others. While each community crafts a Vision Zero program that is unique to its needs and conditions, there are certain elements common to successful Vision Zero programs including political commitment, multi-disciplinary leadership and cooperation, a transparent, data-driven systems-based approach, and community engagement.² Vision Zero focuses on identifying the steps necessary to meet its goal through the creation of a collaborative framework, based on the elements outlined above.

Traffic, Parking, and Transportation Department, has also focused on improving accessibility around Cambridge as part of their Five Year Plan for Streets and Sidewalks.

The Cambridge Public Schools Wellness Policy commits to promoting walking and bicycling to school as part of their efforts to encourage active transportation. More recently, the Community Development Department formalized its Safe Routes to School Program to expand the City’s support of the School Wellness Policy. The City continues to work hard to ensure that users of all ages and abilities have the safe, convenient mobility they deserve.

Healthy Eating and Active Living was identified as one of the four priority areas of the 2015 Cambridge Community Health Improvement Plan⁵, which includes two objectives related to increasing active and sustainable transportation and reduction of injuries among people who bike and walk.



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HISTORY

“GO SLOW IN CAMBRIDGE. LIFE ISN’T A RACE.”

Transportation policy and planning in Cambridge, with its longstanding emphasis on the sustainable modes of walking, biking and using transit, laid the groundwork for Vision Zero. As far back as the early 1990s, the City has encouraged active transportation and transit over driving. The Vehicle Trip Reduction Ordinance (VTRO) of 1992 mandates a variety of measures to encourage residents and people commuting to Cambridge to reduce automobile usage.³

In 1998, the City passed the Parking and Transportation Demand Management (PTDM) Ordinance. The PTDM Ordinance is a national model for improving mobility and access, reducing congestion and air pollution, and increasing safety by promoting walking, bicycling, public transit, and other sustainable modes. The PTDM ordinance, made permanent in 2006, requires owners of non-residential properties who install additional parking to implement certain measures that discourage single occupancy vehicle commuting trips.⁴ In addition to these two ordinances, the City has developed mode-specific plans, such as the Pedestrian Plan, the Cambridge Bicycle Plan, and the Transit Strategic Plan, all of which lay out policies and guidelines that shape transportation

in our community.

The efforts to lower vehicle miles traveled and transportation emissions of the past 25 years have been paying off. Cambridge leads the nation in walkability and the percentage of residents who get to work without using a car. Bicycling is now seen as a fully viable mode of transportation and has experienced extreme growth; bicycling has tripled. Importantly, the population has grown significantly—both those who live and those who work in the city—without a corresponding growth in traffic.

The City of Cambridge is a leader in incorporating health and safety into all transportation planning and implementation of capital projects. The City created a Traffic Calming program in the mid-1990s with the goal of improving the quality of life in neighborhoods while enabling people to use their motor vehicles on city streets more safely. Elements like curb extensions, raised crosswalks and intersections, and other features are incorporated into capital reconstruction projects. The Department of Public Works, in collaboration with the Community Development Department and the



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Appendix – MBTA Ad Specs

Standard Transit Interior Cards 11x28 11"x28"

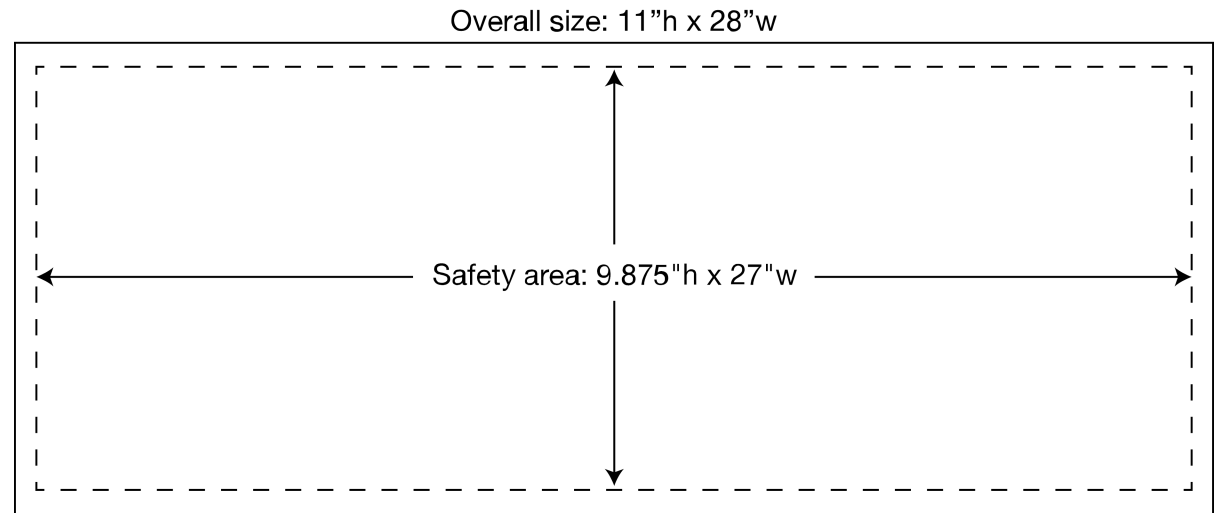
Interior Card - Horizontal T-CC2

Overall/Trim

11"h x 28"w

Safety Area

9.875"h x 27"w



Substrate

- 18 pt Cardstock

Inks

- VOC-free materials preferred.
- Weatherproof/waterproof with UV protection.
- When applicable, UV or conventional clear coat must be in compliance with product bulletin specifications of substrate and ink manufacturers.

Mechanical Size

11"h x 28"w

Artwork requirements

- Artwork must be prepared in proportion to overall size. Keep critical information within the safety area.
- Output resolution at full size must be between 80-100 ppi. For artwork prepared at the suggested scale of 100%, effective resolution of images in mechanical should be between 80-100 ppi.
- All art bleeds. Live fonts and images must be provided, and images must be saved as CMYK.

Accepted file types:

- Packaged InDesign or Illustrator files, including all linked images and live fonts
- Print quality PDF with fonts outlined, and all raster images provided at the target resolution, including crop marks and bleed
- Photoshop files with bleed included, and trim and safety areas indicated within the file

Finishing

Produce in one piece. Trim to overall size.

Overage

An overage of 50% per four-week period is required.

Disposal of material

All unused material remaining after conclusion of display may be disposed of unless instructions are received 30 days prior to conclusion of display date.

Delivery

Advertising material must be received at least 10 working days prior to the commencement of the showing, with applicable posting instructions.

SHIP TO:

OUTFRONT Media Operations
45 Teed Drive, Randolph, MA 02368
Attn: Dick MacLean
781-961-7090



Outfront Media reserves the right to accept or reject copy to be placed on its outdoor displays in its sole and absolute discretion. Copy to be placed in transit and municipally-owned systems, and on certain privately owned locations, may also be subject to the approval of the landlord and additional restrictions. In general, messaging/images that will not be deemed acceptable are: profanity, nudity, lewdness, graffiti style typeface (or copy that invites graffiti), messaging that denigrates the facility transit system, the owner, the location or the business conducted thereon. Copy must be approved in advance of production.

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Standard Transit Interior Cards 22x21 22"x21"

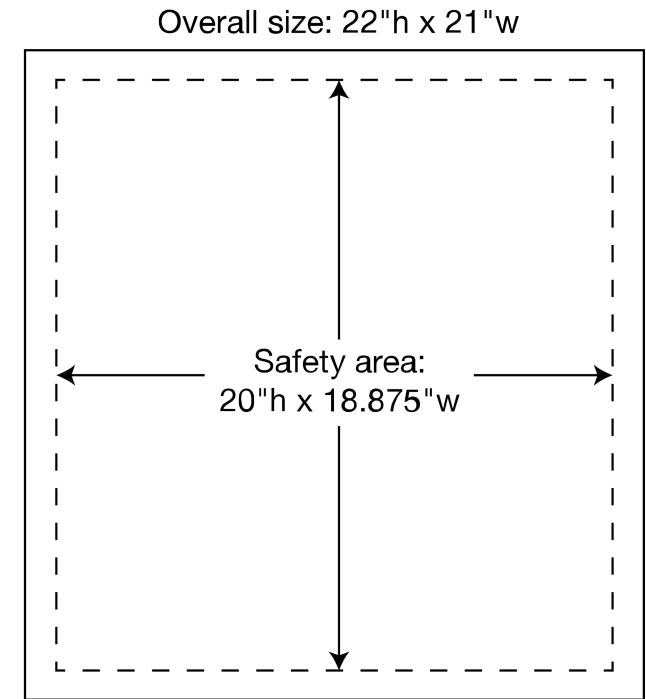
Interior Square T-CC1

Overall/Trim

22"h x 21"w

Safety Area

20"h x 18.875"w



Substrate

- 18 pt Cardstock

Inks

- VOC-free materials preferred.
- Weatherproof/waterproof with UV protection.
- When applicable, UV or conventional clear coat must be in compliance with product bulletin specifications of substrate and ink manufacturers.

Mechanical Size

22"h x 21"w

Artwork requirements

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- Print quality PDF with fonts outlined, and all raster images provided at the target resolution, including crop marks and bleed
- Photoshop files with bleed included, and trim and safety areas indicated within the file

Finishing

Produce in one piece. Trim to overall size.

Overage

An overage of 50% per four-week period is required.

Disposal of material

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Delivery

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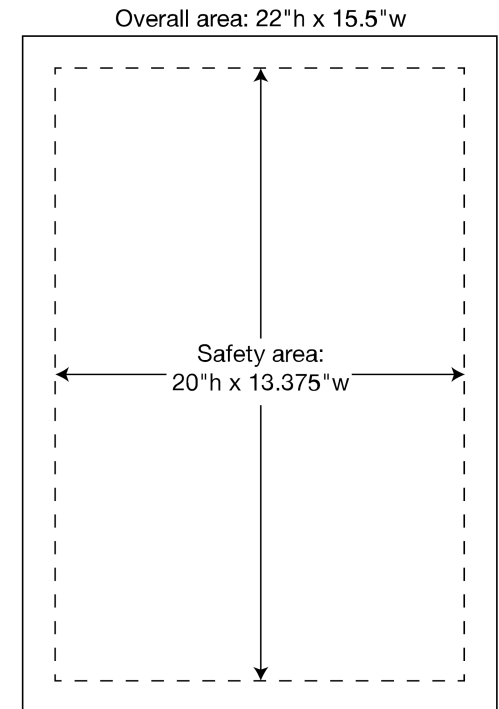
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Standard Transit Interior Cards Subway 22"x15.5"

Interior Card TR-CC3

Overall/Trim
22"h x 15.5"w

Safety Area
20"h x 13.375"w



Substrate
• 18 pt Cardstock

Inks
• VOC-free materials preferred.
• Weatherproof/waterproof with UV protection.
• When applicable, UV or conventional clear coat must be in compliance with product bulletin specifications of substrate and ink manufacturers.

Mechanical Size
22"h x 15.5"w

Artwork requirements
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