



Future of (how we) Work

June 2022 High Level Meeting Takeaways

Topic: Transportation and Commuting (Solutions)

June's Future of (how we) Work was in-person, and included an overview of the transportation and commuting pulse-survey we sent out to all Kendall Square Association members, small group facilitated visioning exercises and large group discussions.

Transportation and Commuting Pulse Survey

Data summary and overview of the survey [can be found here](#).

Small Group Visioning Exercise

Participants used Klaxoon's virtual whiteboard to ideate and jot down their responses to the following questions:

It is 2036 and you are reading the news. You read a very positive headline about Kendall Square.

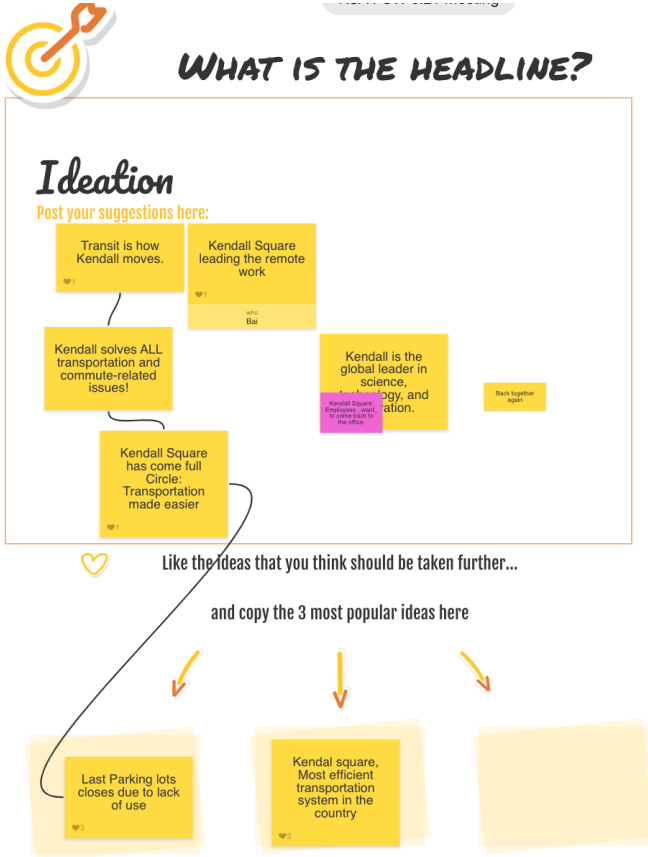
1. What is that headline?
2. How did transportation (either broadly or specifically) contribute to that achievement?
3. What kind of changes in transportation would be needed to make your positive headline possible?
 - At your organization's level
 - At the Kendall Square level
 - At broader (national, global) levels

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Participants' responses were as follows:



WHAT IS THE HEADLINE?

Ideation
Post your suggestions here:

- Transit is how Kendall moves.
- Kendall Square leading the remote work
- Kendall solves ALL transportation and commute-related issues!
- Kendall is the global leader in science, technology, and innovation.
- Back together again.
- Kendall Square has come full Circle: Transportation made easier.
- Kendall Square employees need to come back to the office.

Like the ideas that you think should be taken further...
and copy the 3 most popular ideas here

- Last Parking lots closes due to lack of use
- Kendal square, Most efficient transportation system in the country
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Ideation
Post your suggestions here:

- reliability and efficiency in transportation
- Easily accessible stops and stations for the T and Bus
- Bikes, bikes, bikes! (And other sustainable options for all)
- Kendall Square solves global warming with new technology
- Transportation options viewed as an asset and not a liability.
- Transportation contributed because Kendall is an easily accessible and commuter friendly location that allows companies to stay in the area and continue to attract the best talent
- It became as safe to bike in Kendall as to drive a car.

Like the ideas that you think should be taken further...

HOW DID TRANSPORTATION (BROADLY OR SPECIFICALLY) CONTRIBUTE TO THAT ACHIEVEMENT?

and copy the 3 most popular ideas here

- We created a way to match the new way to work to a new way to commute
- 50% of workers can walk or bike to work.
- Kendall Square. The leaders of earth friendly commuters



WHAT KIND OF CHANGES IN TRANSPORTATION WOULD BE NEEDED TO MAKE POSSIBLE YOUR POSITIVE HEADLINE? AT ORG LEVEL? AT KENDALL SQ LEVEL? AT BROADER LEVELS?

Ideation
Post your suggestions here:

- Flexibility
- For the first time ever. Transportation is a option now
- Housing density goes way up
- Funding .
- Expectations for work clothing adapt to make it easier to have active commutes.
- Transit provides reliable and frequent service, reaching all urban destinations.
- Start by thinking of the big picture: what works for you might not work for someone else
- Incentives that push employees towards sustainable commuting options
- Work flexibility, last mile options for team members
- Autonomous vehicles result in overwhelming congestion, and transit is the alternative.
- Focus on last mile circulation
- (assuming T is fixed . . .) One seat rides from each transit line
- Plans that allow for flexibility and meet hybrid employees where they are and serve them effectively.
- At the org level we need buy in and a commitment from all businesses in all fields to commit to work on change
- At the Kendall level we need a shared goal, facilitation of that goal and follow through

Like the ideas that you think should be taken further...

Org Level
Kendall Sq
Broader

Choose 1 from each option (Org, Kendall and Global)

Kendall becomes hub in system of walking/rolling carefree corridors connecting Sullivan Square to Longwood, Somerville to the Seaport.



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Large Group Discussion

In the full group, participants reflected on and responded to the following questions:

- What do the headlines indicate about the positive Kendall community of 2036? What are some of the major differences between now (and the barriers identified) and the future?
 - Participants observed that the headlines indicated the need and desire to create a Kendall Square that is highly connective and enables more opportunities for human connections. One participant observed that “KSA’s core value proposition is that human face-to-face interaction is a cornerstone of everything we do—whether it’s social, play, work”.
 - Participants noted that a major difference between now and the future is the need to recognize there’s more than just office and lab space in the area. Restaurant and retail amenities can help keep the community vibrant. Other differences participants shared included creating better connections from the Seaport to Somerville with Kendall Square, and making public transportation low cost and accessible as a way to transform Kendall’s street life and activity.
- What are some things KSA can do to support transportation progress?
 - Participants shared the perception of how far away the rest of Cambridge feels from Kendall Square and vice versa. Mentally, the Cambridge Galleria/CambridgeSide feels far away from Kendall Square as does Cambridge Crossing. KSA can help by advocating for creative uses of different modes of transportation that connect Kendall Square to its surrounding neighborhoods (e.g. five stop shuttle, robust cycling or scooter infrastructure).