



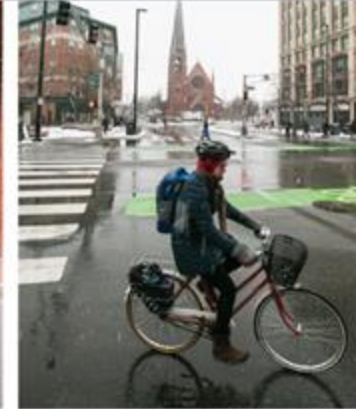


CITY OF CAMBRIDGE

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Cambridge Bicycle Plan 2020

In June 2021, the City of Cambridge published Cambridge Bicycle Plan 2020. The leading principle of this plan is to enable people of all ages and identities to bike safely and comfortably through Cambridge.

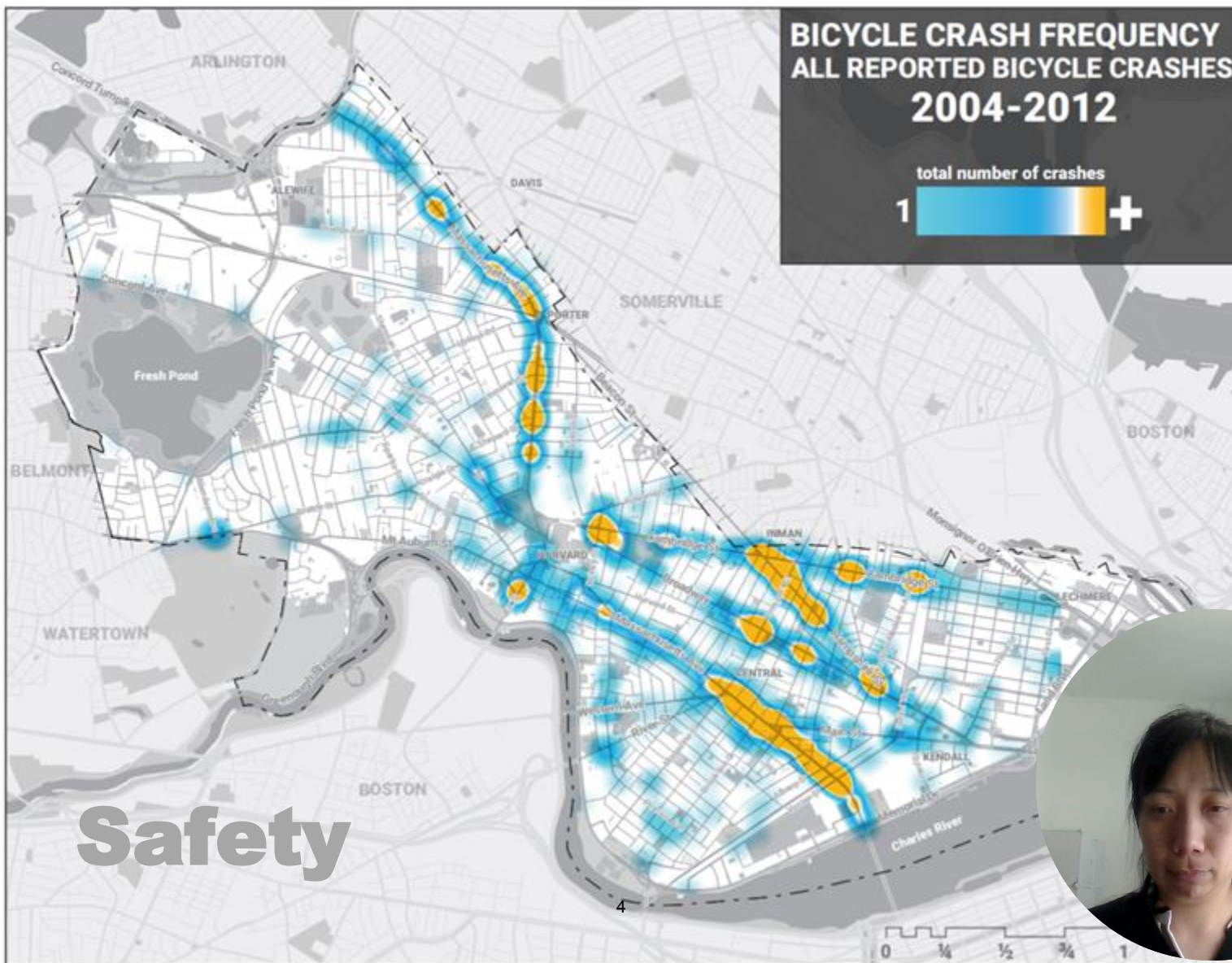


Challenge Description

How to make bicycling “better” for Cambridge residents



How to define “better”



How to define “better”

Comfort



“I cycle this stretch of road to go grocery shopping. The traffic is truly too fast! This whole area needs more separation and traffic calming.”





User-friendly



Weather-resilient

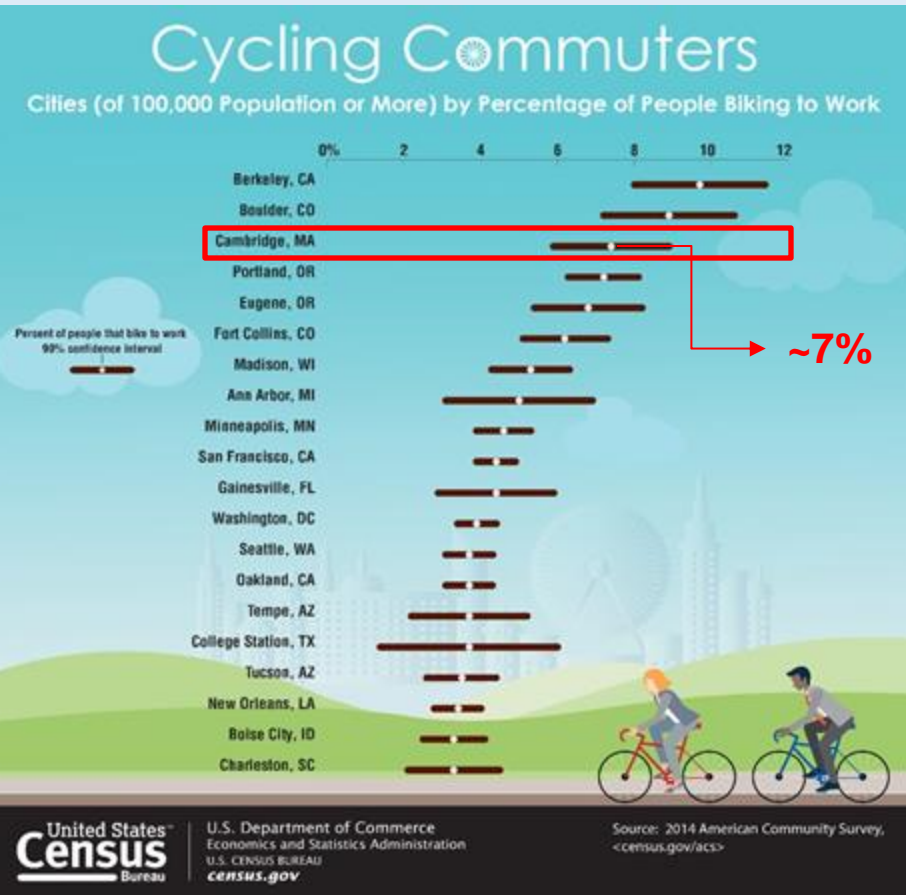


Secure



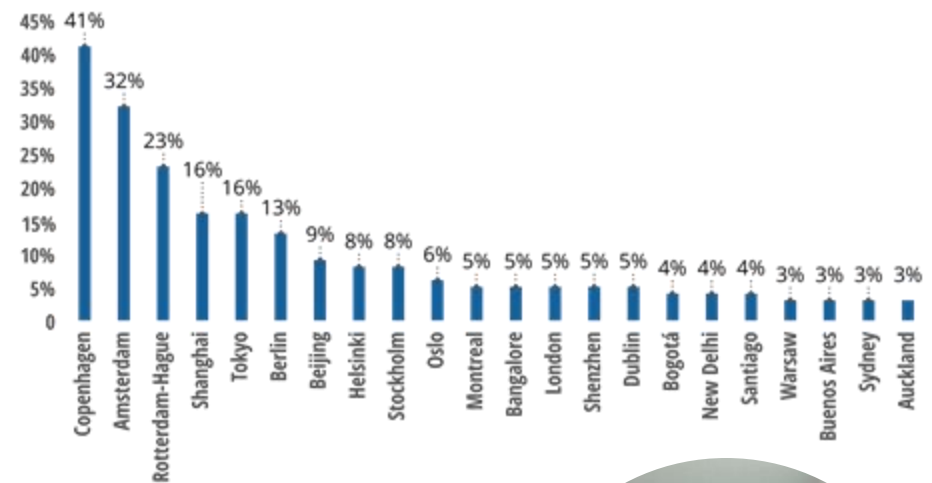
Affordable



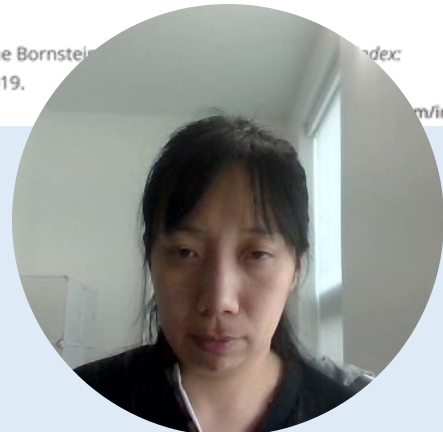


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Percentage of journeys taken wholly or partly by bicycle, top 22 cities, 2019



Source: Simon Dixon, Haris Irshad, Derek M. Pankratz, and Justine Bornstein. Gauging global readiness for the future of mobility, February 20, 2019.



Source: public domain

Learn more about Cambridge biking:

[Cambridge Bicycle Plan 2020](#)

[Trip data for Bluebikes](#)

[NACTO Urban Street Design Guide](#)

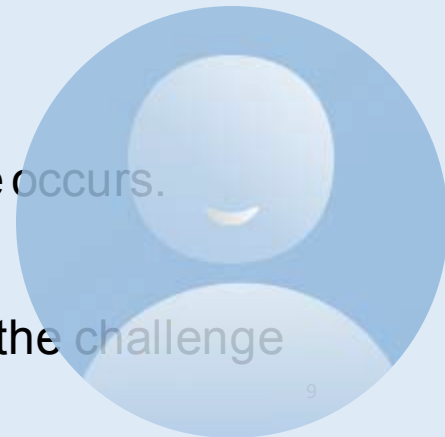
[Cambridge Bicycle Wiki Map](#)



5W Technique for creating a challenge core statement

Answer the following questions in short sentences in plain language:

1. **Who?** The group of people most affected by the challenge.
2. **What?** The way in which that group of people is affected by the challenge.
3. **Where?** The physical and/or virtual location/s in which the challenge occurs.
4. **When?** The event/s or period/s during which the challenge occurs.
5. **Why?** The causes and enablers of the event during which the challenge occurs.



5W Technique for creating a problem statement

- **Who** – bike commuters, recreational bicyclists, irregular bicyclists
- **What** – low perception of road safety, lack of comfort, inconvenience to navigate or store the bikes may prevent people from bicycling
- **Where** – on the street (bikelanes, curbs), intersections (marking, signals, visibility), in front of buildings and transit stations (parking)
- **When** – day and night, when there's no extreme weather
- **Why** – The City of Cambridge is looking for a list of actionable tasks for the year 2022 that help achieve its long-term goal of enabling people of all ages, abilities, and identities to bike safely and comfortably

5W Technique for creating a problem statement

Bike commuters, recreational bicyclists, and irregular bicyclists have a low perception of road safety, lack comfort, and experience inconvenience when navigating or storing their bikes, which can prevent some of them from cycling. The problem occurs during both day and night on bike lanes, street curbs, intersections, in front of buildings, and in transit stations, except for extreme weather.



Problem description vs. problem statement

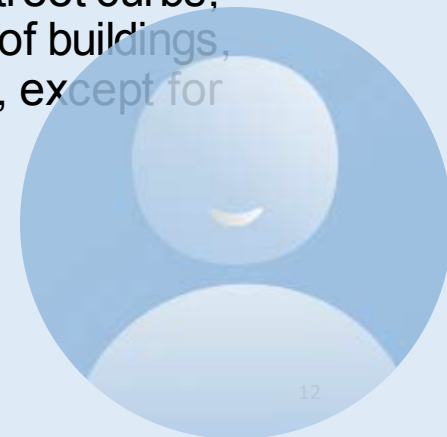
Problem description from Client

In June 2021, the City of Cambridge published Cambridge Bicycle Plan 2020. The leading principle of this plan is to enable people of all ages, abilities, and identities to bike safely and comfortably throughout Cambridge.

The city is currently working on an action plan for the year 2022 that aims to prioritize a list of projects, tasks and solutions that address major barriers towards achieving its long-term goal.

Problem statement using 5W technique

Bike commuters, recreational bicyclists, and irregular bicyclists have a low perception of road safety, lack comfort, and experience inconvenience when navigating or storing their bikes, which can prevent some of them from cycling. The problem occurs during both day and night on bike lanes, street curbs, intersections, in front of buildings, and in transit stations, except for extreme weather.



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