# Agenda

## Project schedule and process

## Goals for engagement

- Who are we reaching?

## Tools for engagement (and what we’re hearing)

- Why do engagement?
- Advisory committee and working groups
- Focus groups
- “What’s the Plan” panel
- Surveys
- Public workshops: Listening in March and April
- Mobile Engagement Station
- Newspaper

## Next Steps

- Engagement
- Analysis
Project Schedule

2016
Phase I: Establishing a Citywide Vision
- Listening & Researching
- Visioning
- Setting Goals & Targets

2017
Phase II: Setting Priorities
- Refining the Vision
- Areas of Focus
- Testing Scenarios

2018
Phase III: Developing an Action Plan
- Developing a Strategic Plan
- Integrating Areas of Focus
- Integration of Alewife Plan

We are here.
Research and analysis is focused around key planning topics.

- Urban Form
- Economic Opportunity
- Community Interaction (formerly social cohesion)
- Climate and the Environment
- Mobility and Transportation
- Housing
Goals for engagement
These activities target a wide range.

Active community members
- “What’s the Plan” panel, public workshops, surveys

Less active community members
- Email list, surveys, Mobile Engagement Station

Cross-section of Cambridge population
- Street team outreach with and without mobile engagement station, with surveys

American-born Blacks and linguistic minorities
- Focus groups with Community Engagement Team
- Surveys distributed by CET interns

Computer-savvy audience
- Email updates and online survey

Non-computer-savvy audience
- Paper surveys, newspaper, public workshops

Individuals well-versed in planning
- “What’s the Plan” panel, public workshops

Individuals new to planning
- Newspaper, street teams
These activities reach different audiences.

“What’s the Plan” panel
- 100+ attendees

Surveys
- ~600 surveys total
- 210 collected by street teams
- 420 collected online

Focus groups
- 40 attendees
- American-born Black, Arabic, Bangladeshi, Chinese/Mandarin, Dominican, East African, Ethiopian, French Creole, Haitian and Haitian Creole, Honduran, Peruvian, Spanish

Public workshops
- 130 attendees

Mobile Engagement Station
- 400 people engaged
- 1900 pieces of feedback
Tools for engagement

- Advisory committee and working groups
- Focus groups
- “What’s the Plan” panel
- Surveys
- Public workshops: Listening in March and April
- Mobile Engagement Station
- Newspaper
### What is the purpose of community engagement in this plan?

**Why do engagement?**
- Listening
- Documenting
- Educating and Empowering
- Getting Input
- Building Consensus
- Building Awareness

**What are we doing?**
- Advisory committee and working groups
- Focus groups
- “What’s the Plan” panel
- Surveys
- Public workshops
- Mobile Engagement Station
- Newspaper
What is the purpose of community engagement in this plan?

**Hard-to-reach populations**
- Seniors
- Teens
- University Students
- American-born Black
- Arabic-speaking
- Bangladeshi
- Ethiopian
- Haitian
- Portuguese
- Spanish-speaking
City formed an advisory committee and working groups.

City put out a call for members of a committee and working groups.

- First working groups are on public engagement and on Fresh Pond / Alewife
- Other working groups to be formed later
- The City received 150+ applications
- Invitations were sent out in April

The Advisory Committee and Engagement and Alewife working groups are convening in May.
We organized focus groups to reach underrepresented groups.

Working with Community Engagement Team (CET) to reach out to underserved populations.

- Linguistic minorities and American-born blacks
- Other focus groups to be formed later

Working with CET, we organized small focus groups to meet with members of these communities.

- Events took place in early April.
We held a “What’s the Plan?” panel to introduce the project.

First large Envision Cambridge event was on February 11 at the Cambridge Public Library.

- Lively discussion of topics ranging from urban agriculture and mobility, to challenges with current development and need to engage with wide range of community members.
- 100+ community members attended

Panelists

- Tim Love, Utile
- Dan D’Oca, Interboro
- Kevin Hively, Ninigret
- Lisa Jacobson, Nelson\Nygaard
- Ariella Maron, BuroHappold
We are conducting multiple surveys, in multiple forms.

What have we been asking people?

Survey 01: Listening
(also administered online and in public workshops, March-April)

Survey 02: Visioning
(May-June)
What have we heard?

What matters to you most?

- Housing
- Mobility and transportation
- Urban form
- Environment
- Social cohesion
- Economy

**Paper survey:**

- 62% Mobility
- 51% Housing
- 27% Social Cohesion
- 32% Urban Form
- 29% Environment
- 4% Economy

**Online survey:**

- 72% Mobility
- 63% Housing
- 41% Social Cohesion
- 60% Urban Form
- 46% Environment
- 27% Economy
Survey write-in comments: concerns

More and more, the city feels like two cities.

Opportunities for Cantabrigians of all types and education levels.

My priority is people and ensuring that Cambridge welcomes everyone.

The city remains very familiar even after decades, in spite of huge changes.

Pricing out young and middle-income people will make a community boring or unbalanced.

Middle class families are being pushed out and we need to focus on building housing, open space, local retail for them.

Regional planning outside of Cambridge has a lot of impact.
Survey write-in comments: suggestions

- Plan holistically, not project-by-project.
- Having affordable housing available is critical to the fabric of the community.
- Each of the plan’s issues are important and interrelated.
- Preserve the character of the neighborhood while expanding housing options to keep up with growth.
- Beyond housing, the citywide conversation and planning efforts need to be better synthesized in how open space, health, transportation, etc. become collectively woven.
- Make Cambridge a net zero city and model for the nation and the world.
- Do not forget about middle-class families.
We held Public Workshops to hear from the community.

Three public workshops
- Thu, Mar 24, Kennedy-Longfellow School Cafeteria
- Thu, Mar 31, Tobin School Cafeteria
- Sat, Apr 2, Senior Center, 806 Massachusetts Avenue
- Approximately 130 community members attended

Team listened to community members on what is important to them for the plan
- We solicited top concerns beforehand through an online survey, street teams, and live-polling at the start of the workshop.
We created a Mobile Engagement Station.

What is it?

• The Mobile Engagement Station is a 4’ x 8’ interactive model of Cambridge. The Station has three layers.

1. The top layer is a 3D model of Cambridge showing all the buildings in the city.

2. The second layer is a map of Cambridge color-coded by land use and showing all streets and building footprints.

3. The last layer consists of stools in the shape of each of Cambridge’s neighborhoods.
We created a Mobile Engagement Station.

What have we been asking people to do?

Draw on the model:

- Draw your commute or another frequent route through the city in black
- Circle favorite places in green and write words that come to mind
- Do same for least favorite places in red
- Do same for things you'd like to see in the future in blue
We created a Mobile Engagement Station.

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Where have we used it?
19 outings over 2 months

- March 1, City Hall Annex (Presidential Primary Day)
- March 5, Harvard Square (Brattle St & Brattle Square)
- March 6, Cambridge Public Library Main Branch
- March 12, The Port (Area IV), Windsor and Harvard Streets
- March 13, Porter Square, Mass Ave & Somerville Ave
- March 14, Kendall Square, 309 Main St
- March 19, Cambridgeside Galleria
- March 20, Inman Square, Vellucci Community Plaza
- March 24, Envision Cambridge Public Workshop, Kennedy Longfellow School
- March 26, Huron Village Easter Egg Hunt (Huron and Standish St)
- March 30, Alewife Sewer Separation Update Meeting, Tobin School
- March 31, Envision Cambridge Public Workshop, Tobin School
- April 2, Winter Farmers Market, Cambridge Community Center at 5 Callender Street
- April 2, Envision Cambridge Public Workshop, Senior Center, 806 Mass Ave
- April 6, Alewife T Station
- April 11, Story Time at Collins Branch Library, 64 Aberdeen Avenue
- April 15, Lafayette Square
- April 16, Cambridge Science Festival, CRLS Field House, 459 Broadway
- April 27, Cambridge Public Library Main Branch, 449 Broadway
- April 29, Walk/Ride Day Corporate Challenge Kick-Off, Joan Lorentz Park, 449 Broadway

Red dots are appearances at public workshops
Blue dots are appearances of the station by itself
We will be sharing through a newspaper.

First issue will be released in late spring 2016.

- Designed and written in a friendly tone and graphic language
- Updates the public on the planning analysis and process
- Teaches the public about planning and complex policy issues
- Offers in-depth stories about community members and happenings
Next steps
What’s Next?

Public Workshops
- Visioning Workshops in early summer

Advisory Committee and Working Groups
- Initial meetings happening now

Surveys
- New survey focuses on Visioning and Alewife

Focus groups
- Continued outreach to linguistic minorities, immigrants, and American-born blacks

Engagement Station
- In City Hall
- On the street

Alewife / Fresh Pond Area
- Alewife / Fresh Pond area engagement through the summer, coordinating with the Preparedness Plan
- Street teams, surveys, workshop

Additional forms of engagement
- CET outreach workers
- Mayor’s Summer Youth Program
- Targeted outreach with seniors and youth