

May 16, 2016

City Council Update #1

ENVISION CAMBRIDGE



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

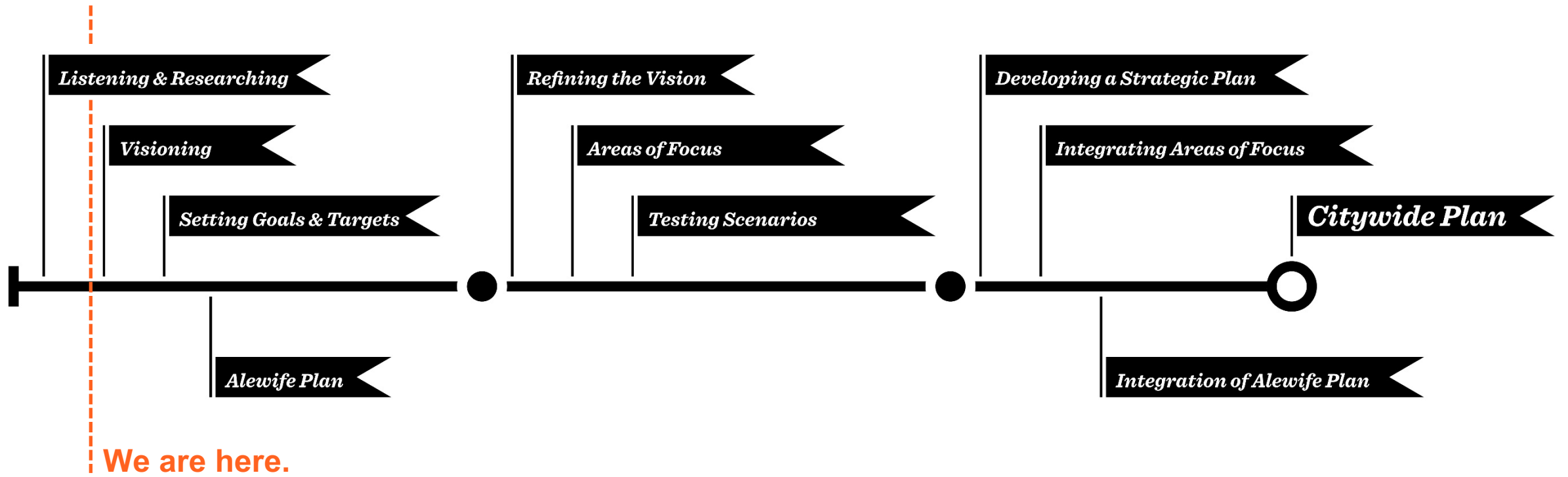
Phase I: Establishing a Citywide Vision

2017

Phase II: Setting Priorities

2018

Phase III: Developing an Action Plan



Project Process

Community Priorities and Visioning

Research and Analysis



Vision

Framework

Testing The Scenarios

Action Plan

- How do we achieve this vision?

Targets

- How do we track progress?

- On-the-ground scenarios
- Trade-offs

- Policies
- Recommendations
- Refined vision

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

Computer-savvy audience

- Email updates and online survey

Less active community members

- Email list, surveys, Mobile Engagement Station

Non-computer-savvy audience

- Paper surveys, newspaper, public workshops

Cross-section of Cambridge population

- Street team outreach with and without mobile engagement station, with surveys

Individuals well-versed in planning

- “What’s the Plan” panel, public workshops

American-born Blacks and linguistic minorities.

- Focus groups with Community Engagement Team
- Surveys distributed by CET interns

Individuals new to planning

- Newspaper, street teams

These activities reach different audiences.

“What’s the Plan” panel

- 100+ attendees

Survey 1

- ~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

- 1250 people engaged
- 1900 pieces of feedback

What have we heard so far?

Housing

- Affordability
- Rising costs displace long-time residents
- Minority communities have been hit hard
- Questions over adding housing density versus maintaining neighborhood character

Transportation

- Improving pedestrian, bike, and bus infrastructure
- Congestion, especially in Alewife

Community Interaction

- Diversity is why people actually want to live here
- Community values city programs and services

Urban Form

- “Human” scale of city’s fabric
- The squares are central to Cambridge’s identity

Economy

- Questions over how to make new (and increasingly high-paying) jobs accessible to a range of incomes
- A diversity of type and size of retail is important

Climate and the Environment

- Parks and open spaces are places where recreation and resilience planning can come together

Tools for engagement

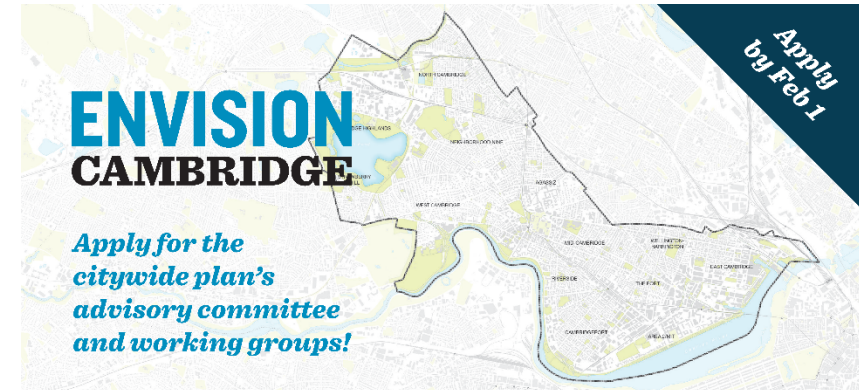
- Advisory committee and working groups
- Focus groups
- “What’s the Plan” panel
- Surveys
- Public workshops: listening in March and April
- Mobile engagement station
- Newspaper

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.



ADVISORY COMMITTEE
Advise on planning concepts, help set priorities for the plan, and serve as a crucial link to the wider community

ENVISION ALEWIFE WORKING GROUP
Help guide the Alewife district study

ENGAGEMENT & COMMUNICATIONS WORKING GROUP
Provide guidance on how we can engage the entire community

How do I apply?

Send a letter or email by **February 1** about your interest and background to:

 Melissa Peters
Community Development Department
344 Broadway, Cambridge, MA 02139
 Email: mpeters@cambridgema.gov

See cambridgema.gov/citywideplan for more information.

The Citywide Plan will craft a shared vision for a more livable, sustainable, and equitable city. It will include a broad range of topics such as housing, transportation, economic opportunity, urban form, and climate and the environment.



We organized focus groups to reach underrepresented groups.

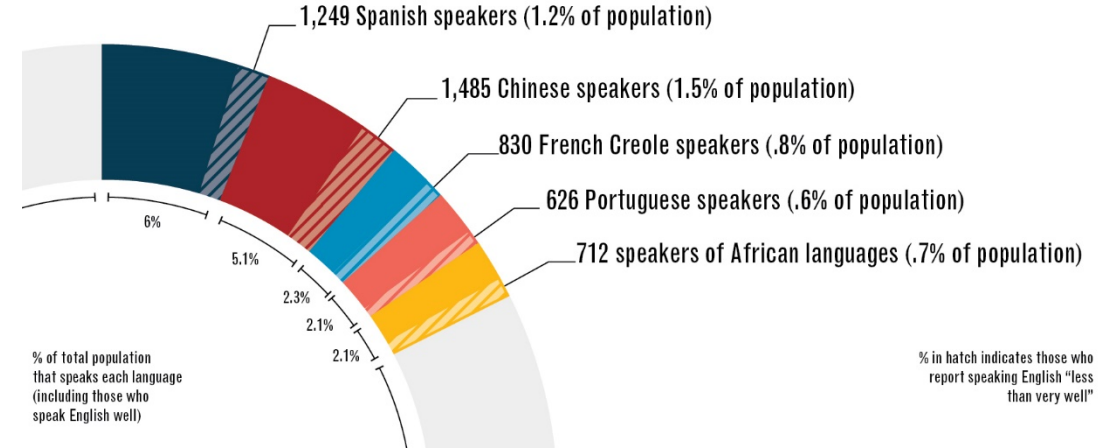
Working with Community Engagement Team (CET) to reach out to underserved populations.

- 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.

Languages in Greatest Need of Translation Services in Cambridge



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)

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Survey 01

Envision Cambridge is a community-wide process to develop a comprehensive plan for a more livable, sustainable, and equitable Cambridge. With input from those who live, work, study, and play in our city, Envision Cambridge will create a shared vision for the future of our city. The plan will result in recommendations on a broad range of topics such as housing, mobility, economic opportunity, urban form, and climate and the environment.

Cambridge, today

When you think of Cambridge, what words or phrases come to mind? (don't think too hard!)

What do you love about Cambridge?

What would you change about Cambridge?

What do you hope the plan will address?

Cambridge, in the future

Envision Cambridge will discuss a broad range of issues. Tell us what matters most to you.

- Mobility and transportation (traffic, parking, biking and walking, transit)
- Housing (affordability, types available)
- Social cohesion (seniors and accessibility, community, income inequality)
- Urban form (buildings, open space)
- Environment (climate change, resilience)
- Economy (jobs, training, job sectors)
- Other:

Feel free to elaborate on the issues most important to you in the space below:

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Survey 02, continued

Are you a Cambridge resident? Y / N
Write a "L" next to the neighborhood you live in, and write a "W" next to the neighborhood you work in.

Check all that apply):

- East Cambridge
- MIT
- Kendall Square
- Wellington-Harrington
- Riverside
- Cambridgeport
- Mid-Cambridge
- Central Square
- Porter Square
- Neighborhood Nine
- The Port (Area IV)
- West Cambridge
- Huron Village
- North Cambridge
- Cambridge Highlands
- Alewife / Fresh Pond
- Strawberry Hill
- Agassiz
- Unknown: please list nearest landmark, square, or intersection

What is your household's annual income?

- Less than \$25,000
- \$25,000 - \$50,000
- \$50,000 - \$75,000
- \$75,000 - \$100,000
- \$100,000 or more

What is your race/ethnicity?

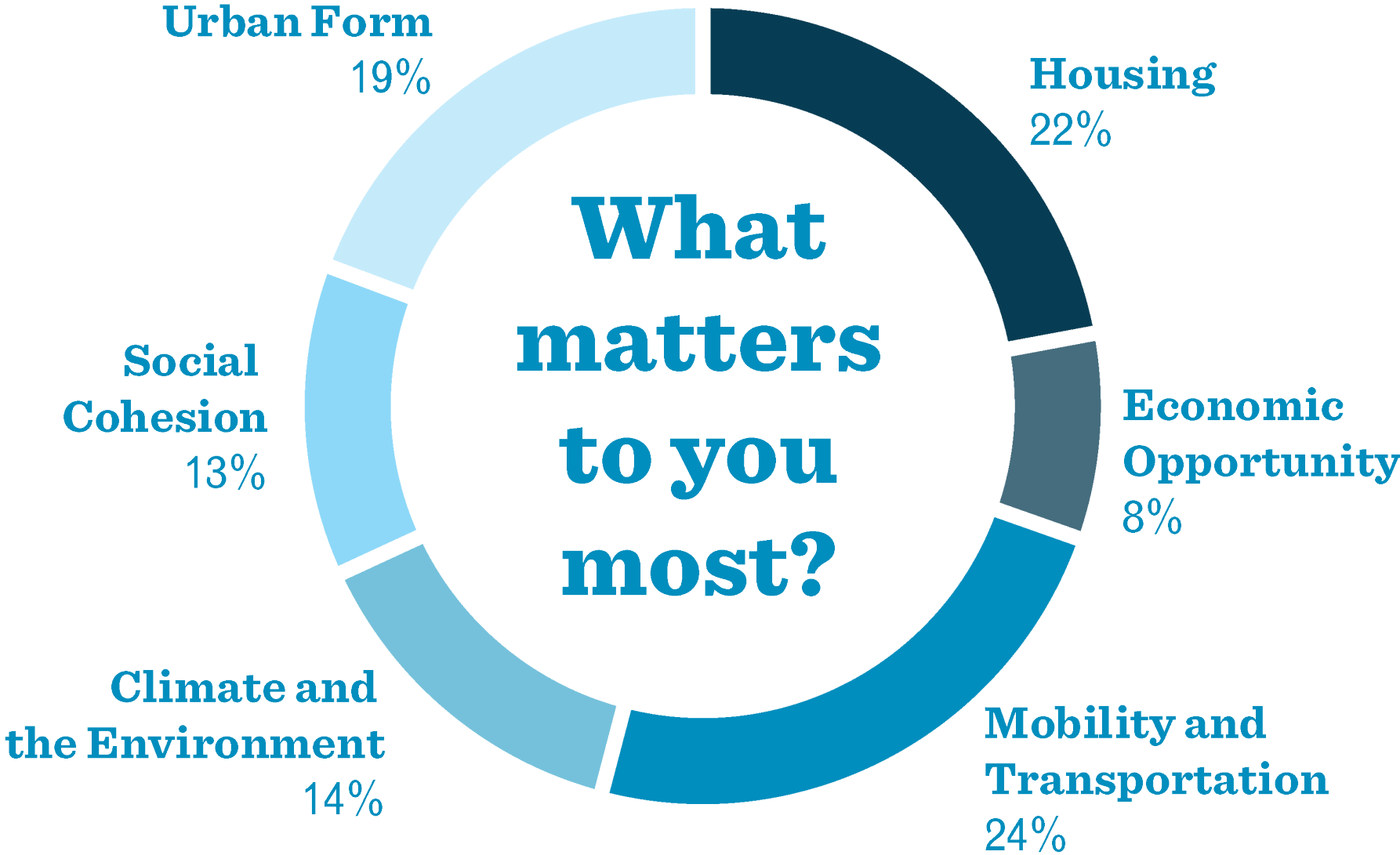
- Asian or Pacific Islander
- Black/African American
- Hispanic/Latino
- White/Caucasian
- Other:

Contact info (optional)

Name:
Email:
Cell phone:
Do you want to receive project updates? Y / N

City of Cambridge

What we heard so far

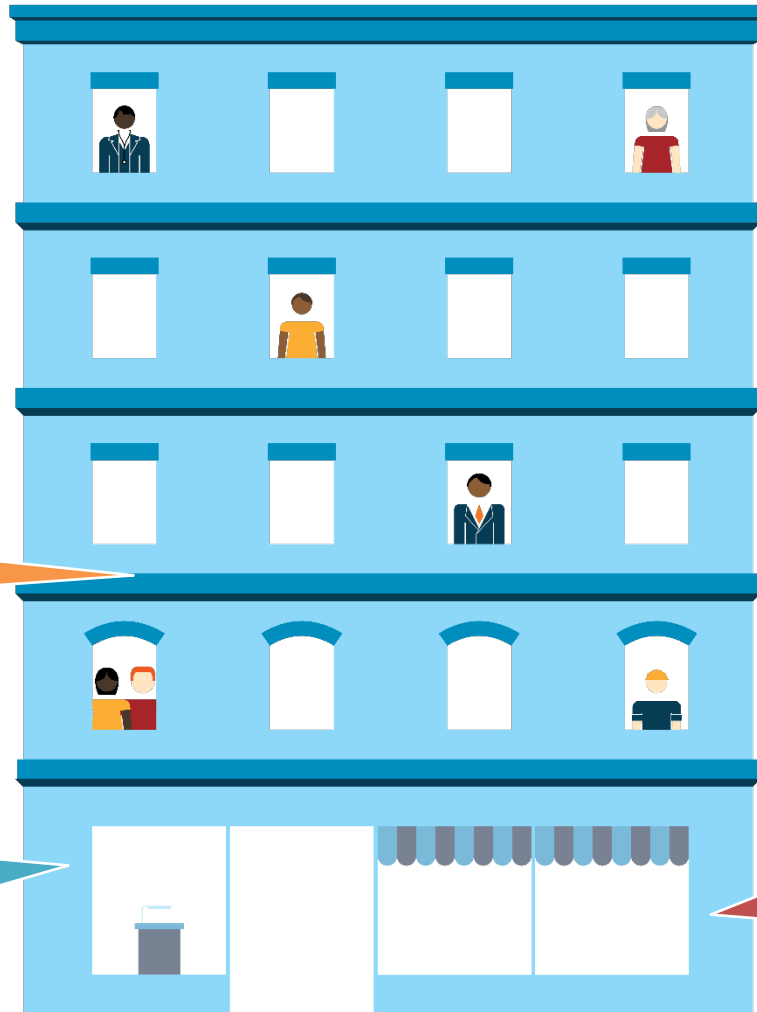


Survey write-in comments: concerns

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.

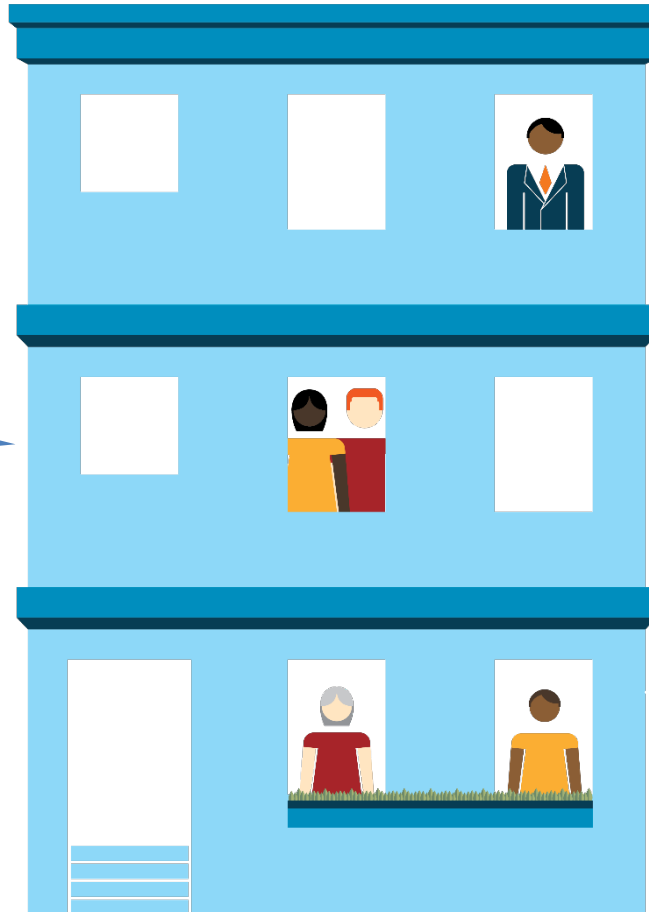
Regional planning outside of Cambridge has a lot of impact.

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.

Do not forget about middle-class families.

Make Cambridge a net zero city and model for the nation and the world.

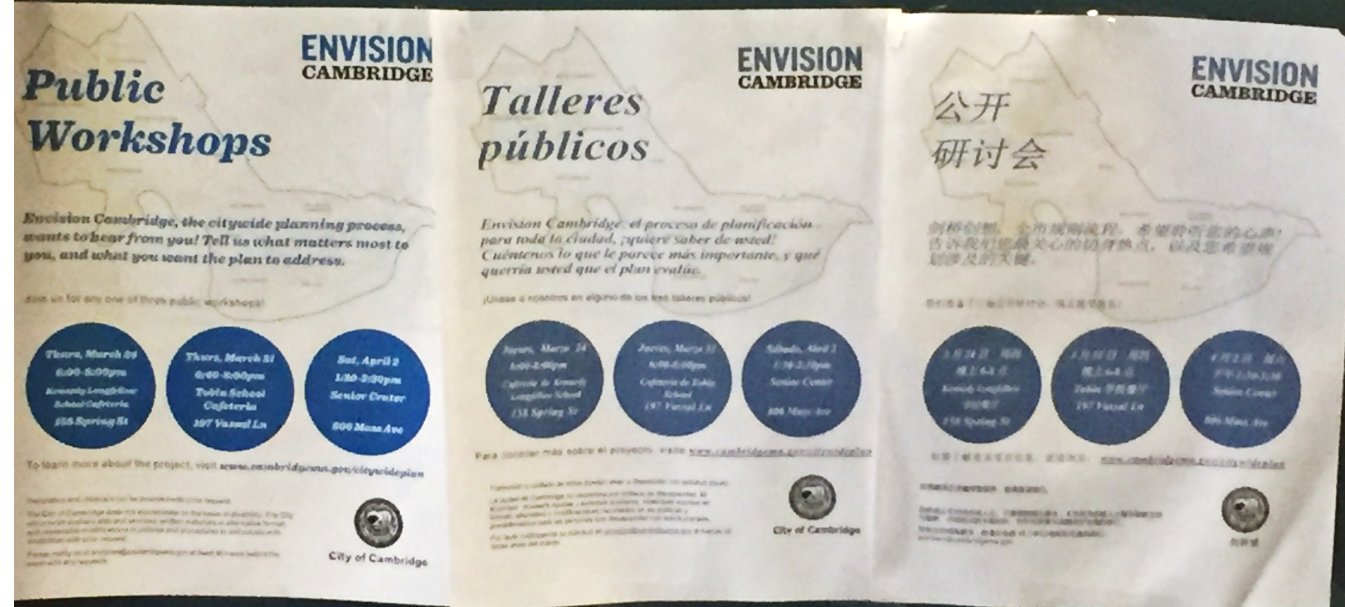
We held Public Workshops to hear from the community.

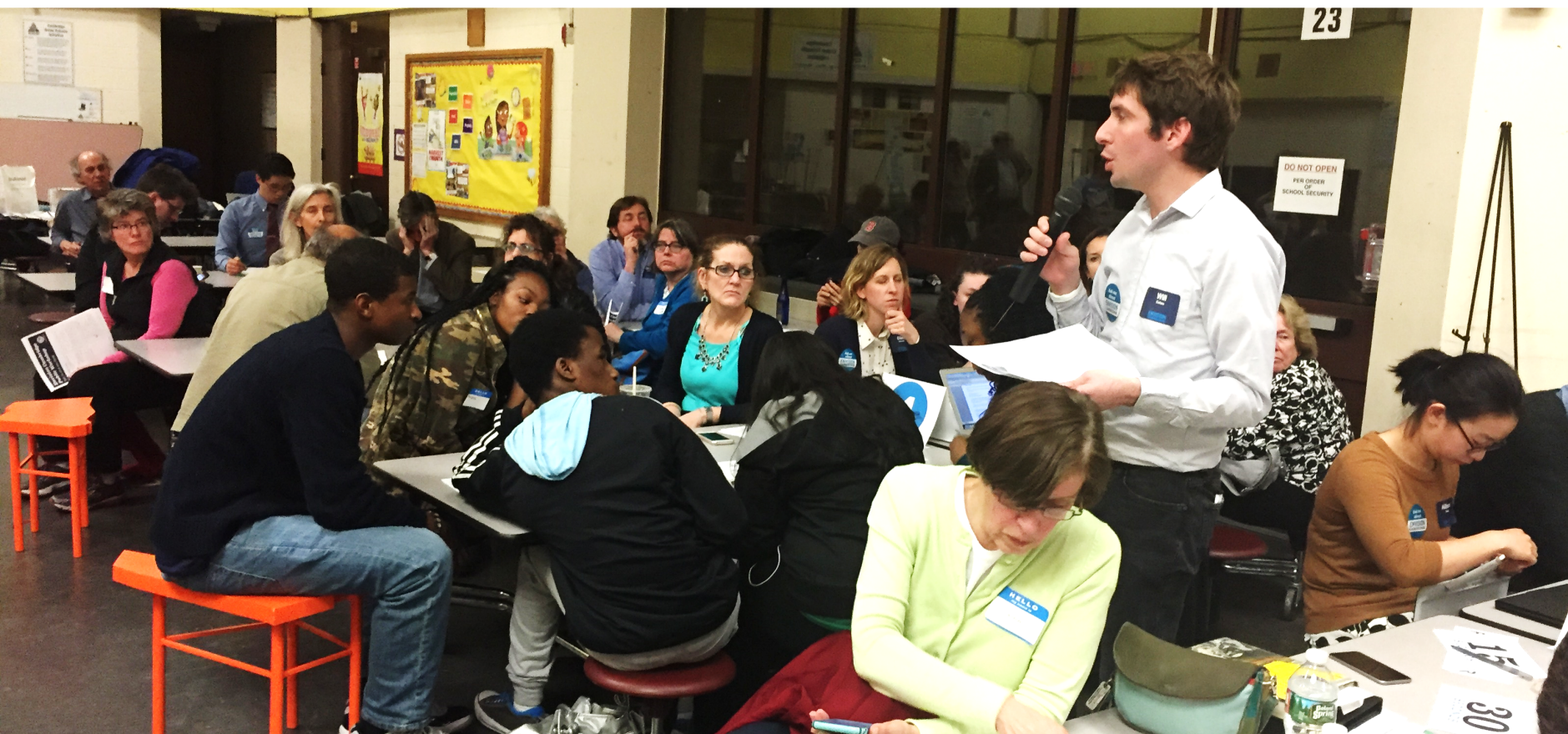
Three public workshops

- 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**



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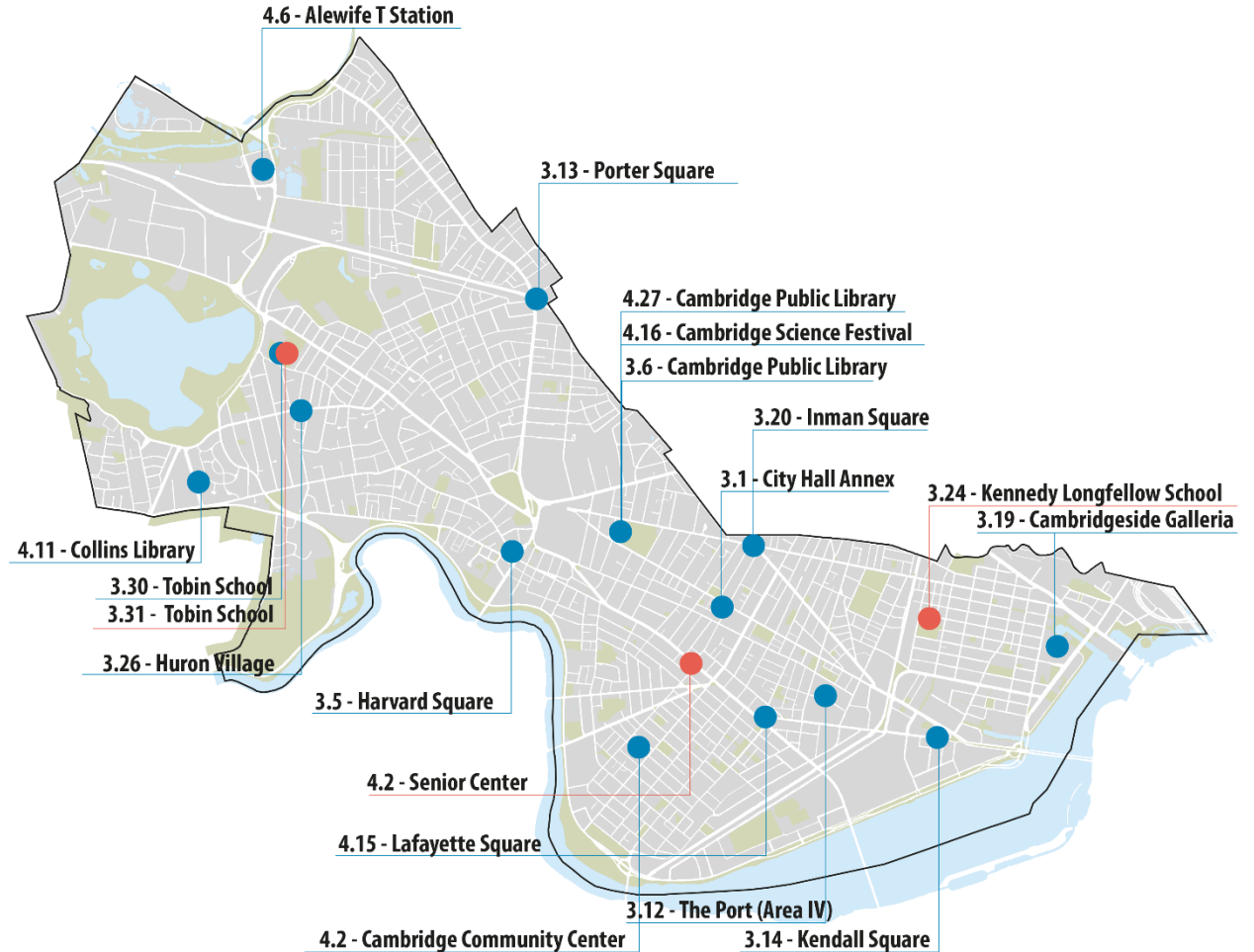
We created a Mobile Engagement Station.

Red dots are appearances at public workshops
Blue dots are appearances of the station by itself

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



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

ENVISION CAMBRIDGE Newsletter

A Free Newsletter Covering the Cambridge Citywide Plan

ABOUT ENVISION CAMBRIDGE

Envision Cambridge is a community-wide process to develop a comprehensive plan for a more livable, sustainable, and equitable Cambridge. With input from those who live, work, study, and play in our city, Envision Cambridge will create a shared vision for the city's future. The plan will result in recommendations on a broad range of topics such as housing, mobility, economic opportunity, urban form, and climate and the environment.

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Envision Cambridge Mobile Engagement Station in action at Cambridge City Hall Annex

WELCOME!

Welcome to *Envision Cambridge Newsletter*, a free publication produced by the Envision Cambridge Team.

Since Envision Cambridge was launched in November, the Team has been busy trying to understand what makes Cambridge tick. Whether we are collecting, analyzing, and interpreting housing, transit, or climate change data, interviewing experts about Cambridge's past, present, and future, or talking to Cambridge community members about what they love about their city and what's important to them, we're always discovering new things about this amazing city.

We made this newspaper so that readers can learn as we learn. We want to give people a window into the planning process and let Cambridge community members see the things we see, meet the people we meet, and hear some of the feedback that we hear.

Envision Cambridge Newsletter features maps, data, history, fun facts, portraits of public spaces, and interviews with Cambridge residents, community leaders, and experts. The features will highlight lesser-known aspects of the city and its neighborhoods.

Envision Cambridge Newsletter will serve as a diverse portrait of a diverse city.

This inaugural issue is an introduction. Future issues will be more topical and will focus on housing and the economy, mobility and the environment, urban form, and other topics that are important to the plan. However, while the topics will change from issue to issue, many of the features presented here are regular ones that will appear in future issues.

Happy reading!

HELP US SPREAD THE WORD!

Emails sent to this newsletter share one bit of a few of the ways in which we get the word out about *Envision Cambridge* events and updates. But sometimes no thing beats old-fashioned flyers. Since we started working on *Envision Cambridge* in November, we have been maintaining a database of flying locations. We could use your help as we try to expand this database. Is there a location that is central to you, your friends, and your community that you think would be good for flyers? If so, please send an email to envision@cambridgema.gov. Please include "flying location" in the subject line.

GUESS WHAT!

29.7% of Cambridge residents are enrolled in a full time or part time in college or graduate school degree programs.



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FYI!
There are **4,566** private businesses in Cambridge.

DID YOU KNOW?
140 languages are spoken in Cambridge. Volunteer to teach English and learn a new language at **The Cambridge Community Learning Center**. Visit their website at www.cambridgema.gov/DHSP/programsforadults/communitylearningcenter

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

Discussion

- What do you see as key challenges and opportunities for the city, in the following areas?
 - Housing
 - Economic opportunity
 - Mobility and transportation
 - Social equity
 - Community health
 - Community interaction
 - Climate and the environment
 - Urban form
 - Other