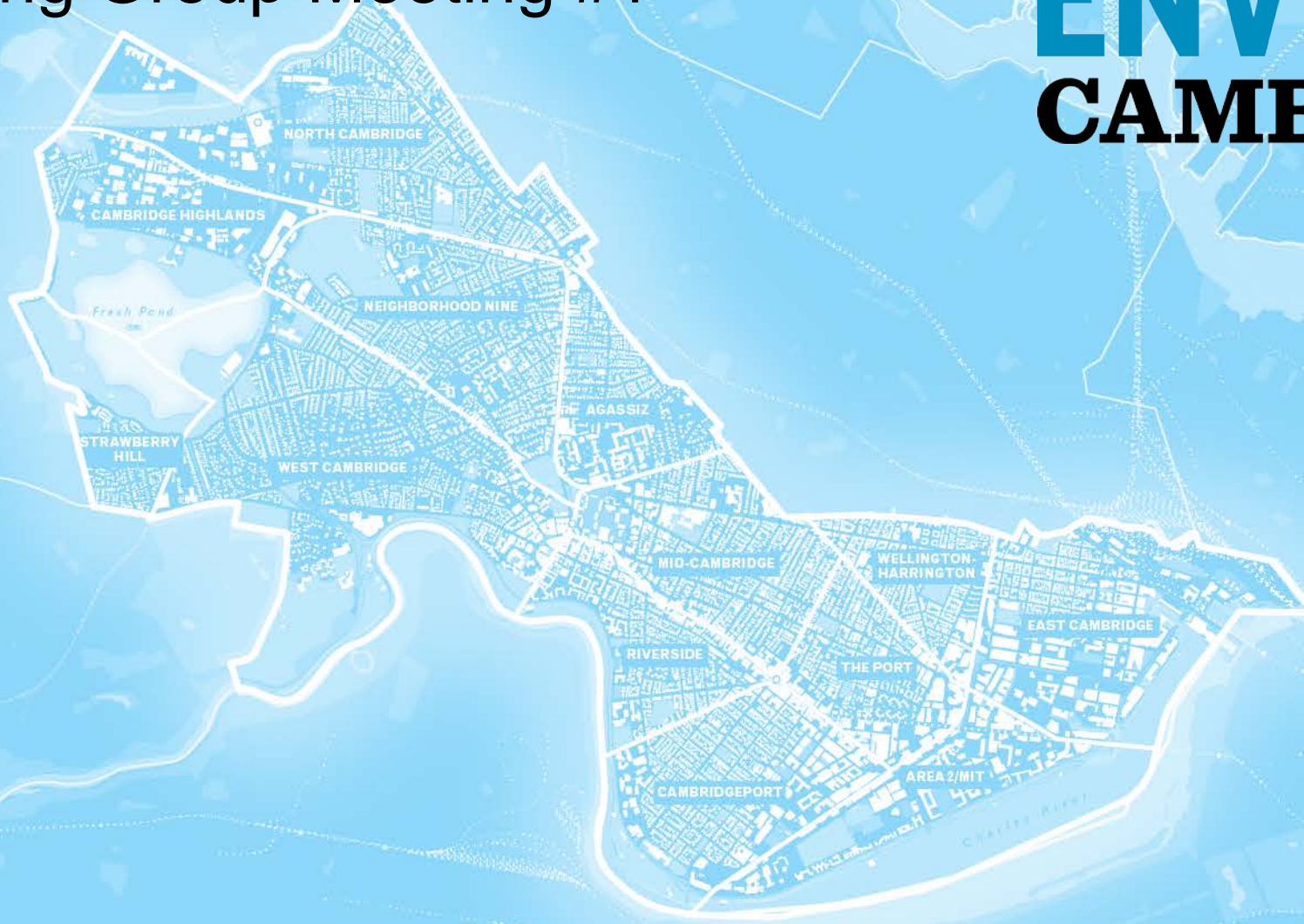


May 19, 2016

# Alewife Working Group Meeting #1

# ENVISION CAMBRIDGE



# Agenda

## **Project schedule and process**

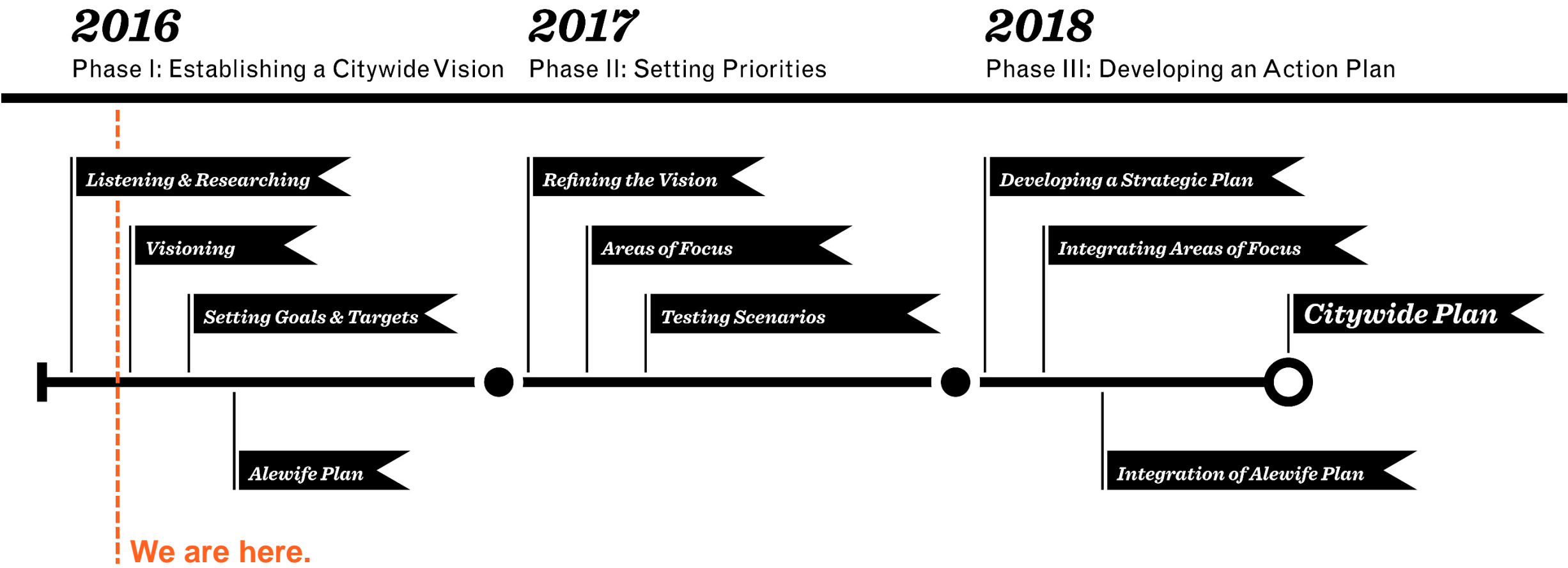
## **Engagement strategy**

- Goals for engagement
- Tools for engagement
- What are we hearing and who are we reaching?

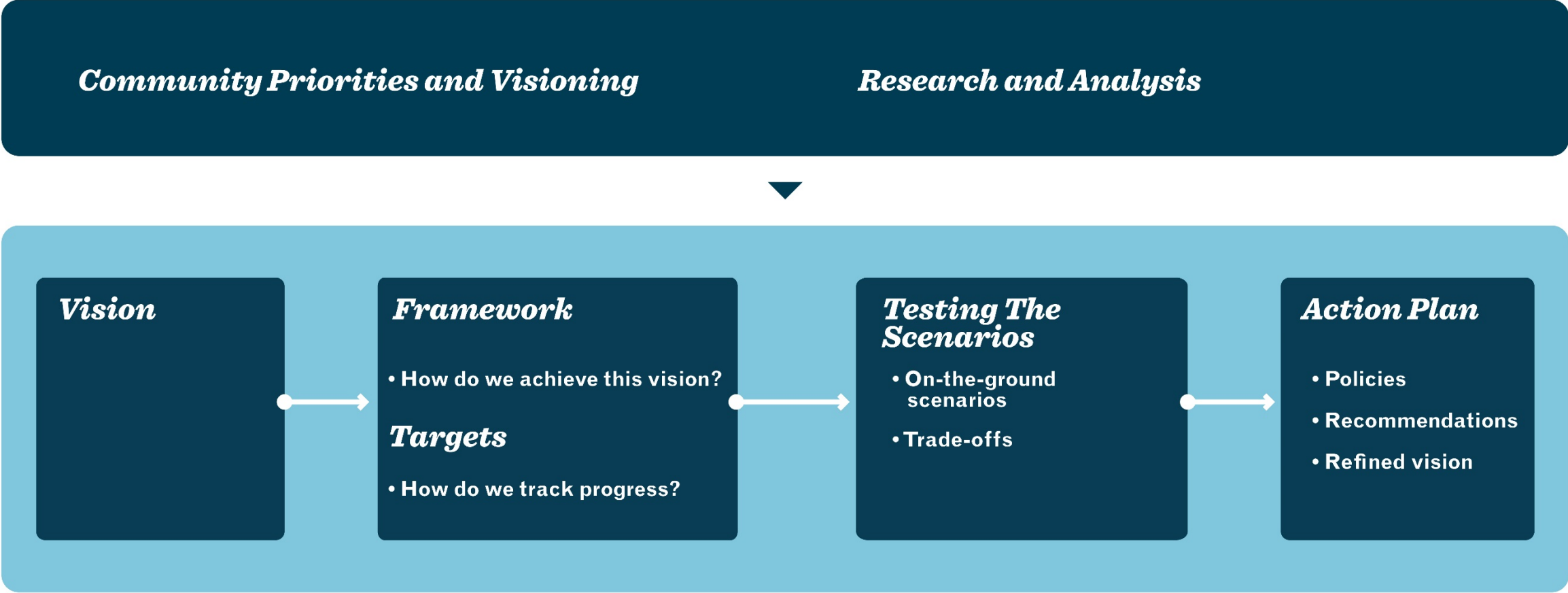
## **Next steps**

- Engagement
- Analysis

# Project Schedule



# Project Process





# 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



# What is the purpose of community engagement in this plan?

## Why do engagement?

- Listening
- Documenting
- Educating and empowering
- Getting input
- Building consensus
- Building awareness
- Reaching audiences not normally involved

## What are we doing?

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





# 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

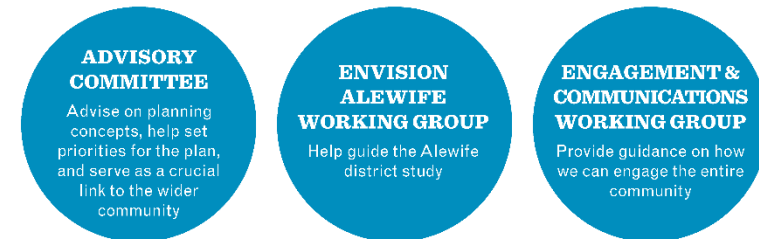


# City formed an advisory committee and working groups.

## 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.



### 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](mailto:mpeters@cambridgema.gov)

See [cambridgema.gov/citywideplan](https://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.



City of 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 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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#### 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/programforadults/  
communitylearningcenter](http://www.cambridgema.gov/DHSP/programforadults/communitylearningcenter)



Envision Cambridge Mobile Engagement Station is active 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, as in, this newsletter, there are hundreds of the ways in which we get the word out about Envision Cambridge. We need your help to get the word out about Envision Cambridge. Since we started working on Envision Cambridge in November, we have been maintaining a database of flying locations. We would love 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 flying? If so, please send an email to [envision@cambridgema.gov](mailto: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.



Envision Cambridge Newsletter | 1

# We organized focus groups to reach underrepresented groups.

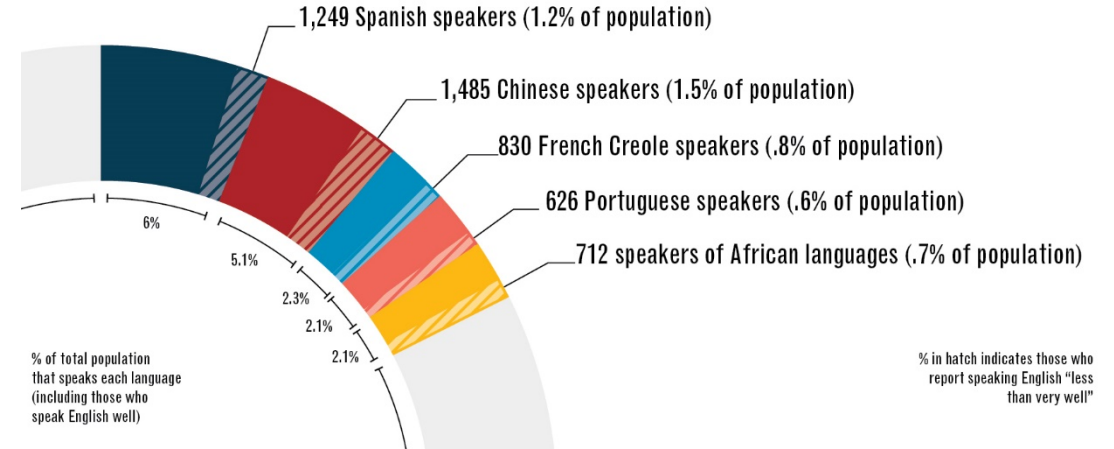
## Working with Community Engagement Team (CET) to reach out to underserved populations.

- 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 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)*

ENVISION  
CAMBRIDGE

### 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:



City of Cambridge

ENVISION  
CAMBRIDGE

### , 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.

ring the Envision  
heck all that apply):

n add a comment  
t, or Twitter updates  
gs and get-togethers  
larger gatherings  
ons with project staff  
ps, and plans  
easy-to-use

yourself

ousehold are within each

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

# 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**



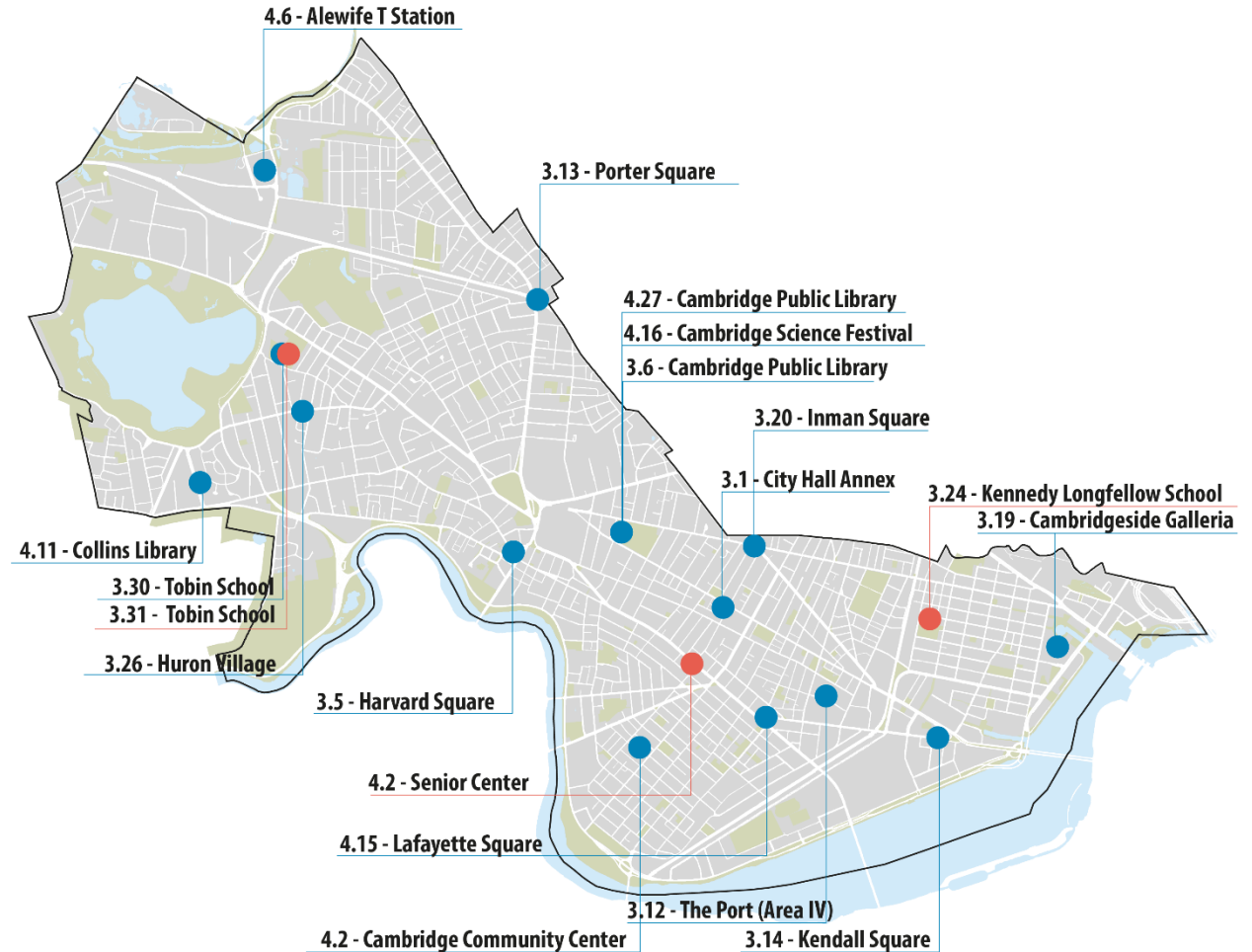
# We created a Mobile Engagement Station.

**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





# Mobile Engagement Station

## Areas most marked as favorite places

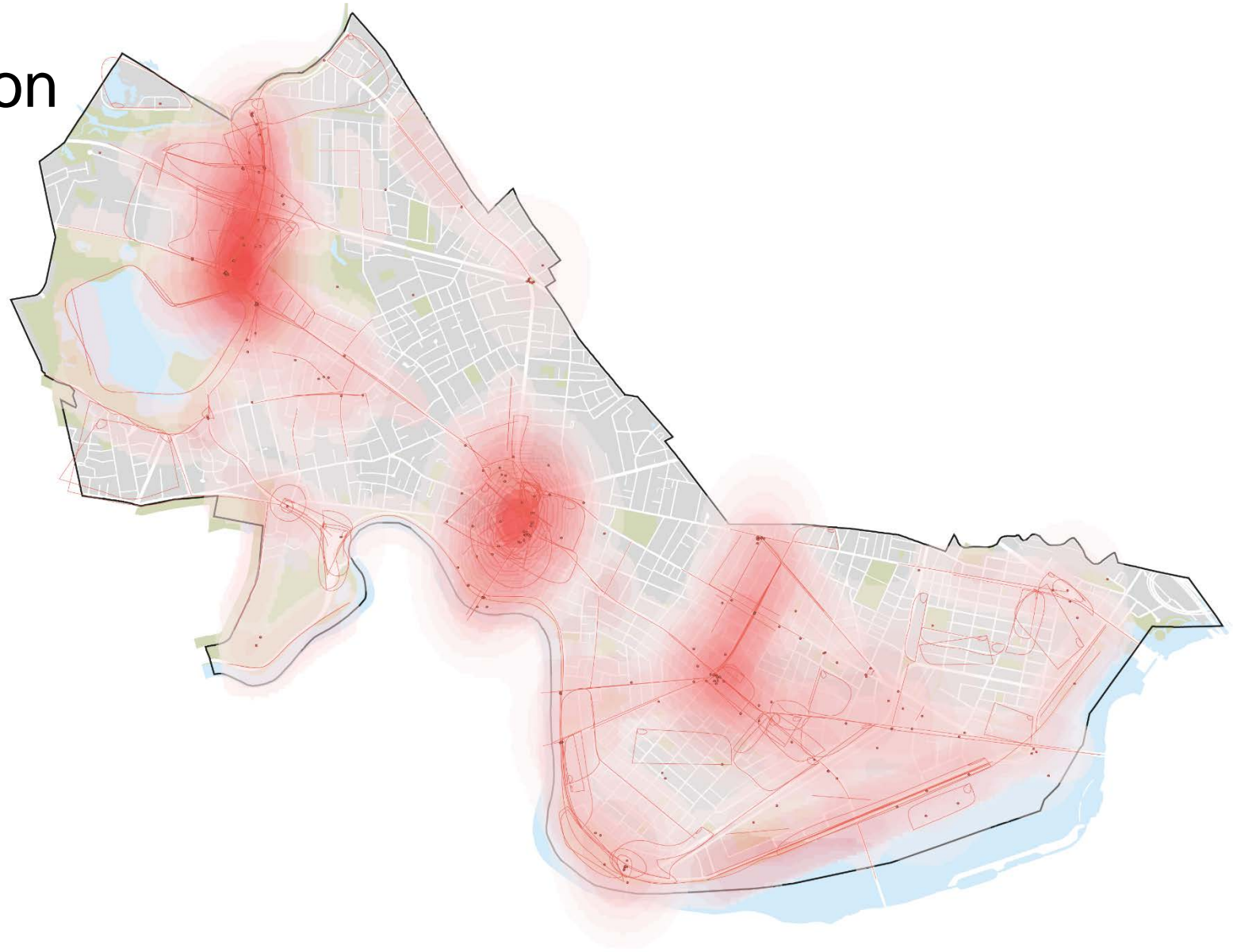
- The squares, the public library, and open space and walking/biking trails are the most consistently identified locations.



# Mobile Engagement Station

**Areas most marked as least favorite places (or places that have least favorite qualities)**

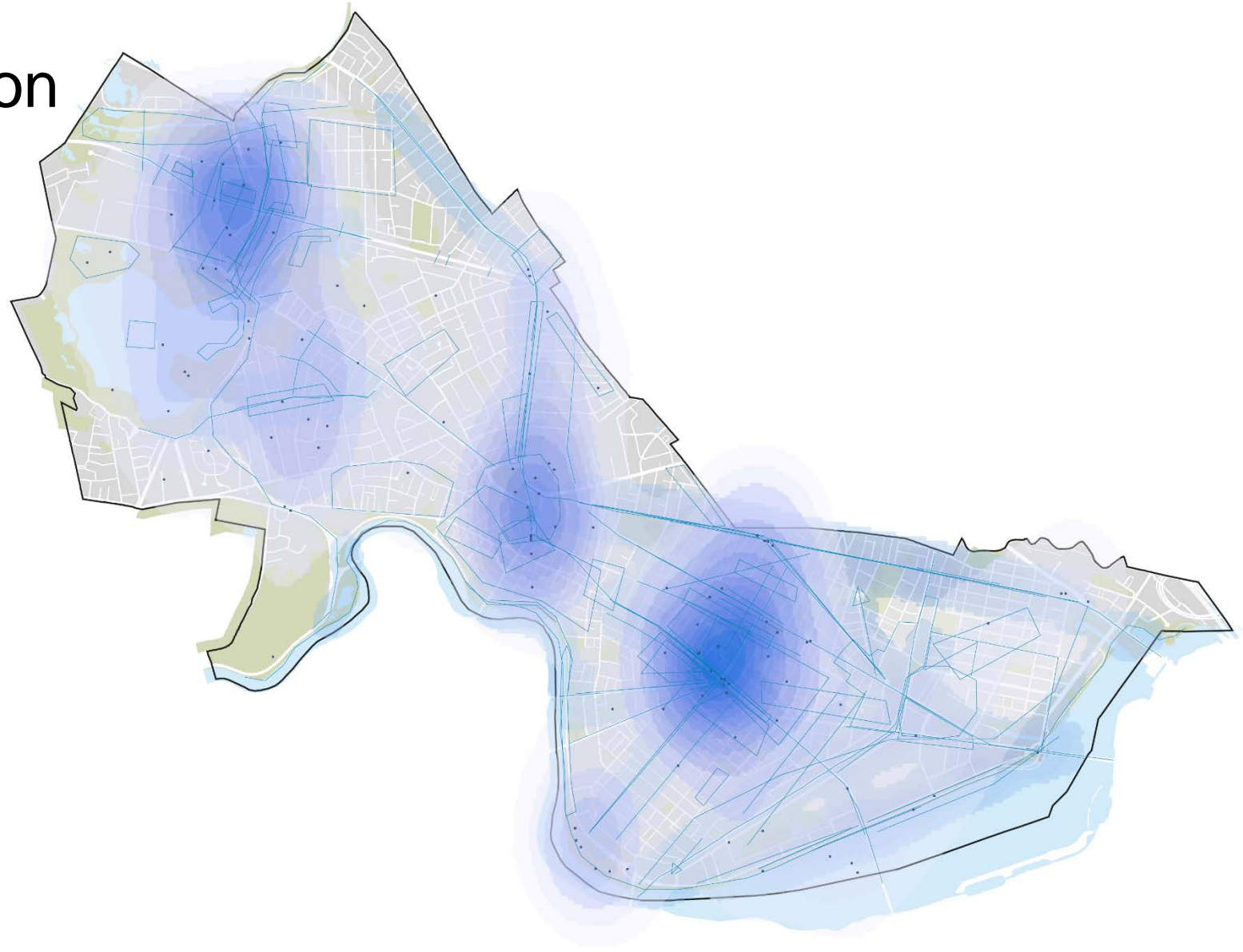
- The squares and Alewife are marked the most.



# Mobile Engagement Station

**Areas most marked as places where changes for the future should happen.**

- Largest difference between this map and the least favorite places map is that Kendall Square is heavily marked here.





# Mobile Engagement Station

## Preliminary results

- When you think of Cambridge, what words or phrases come to mind?

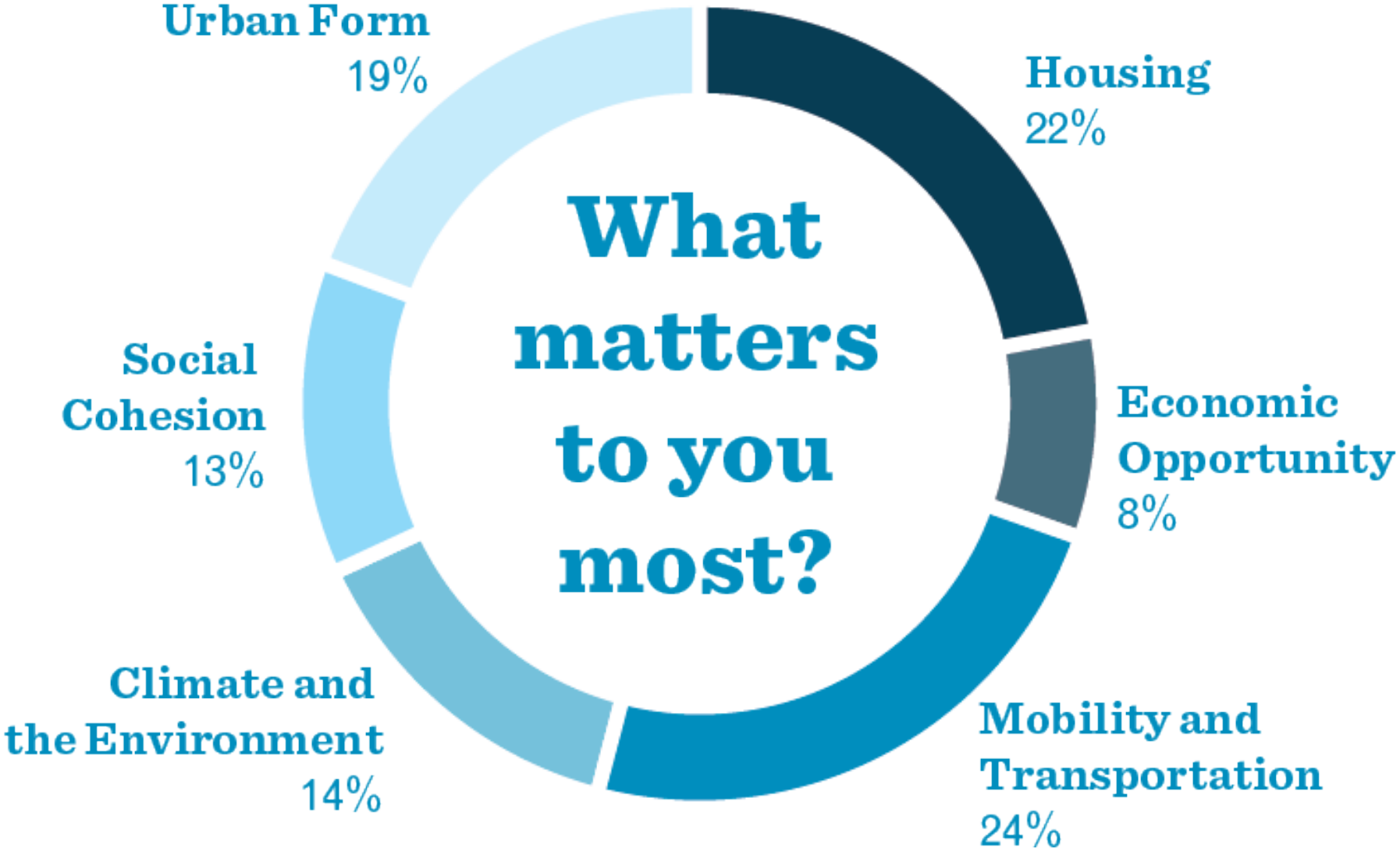
## Paper survey:



## Online survey:



# 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.

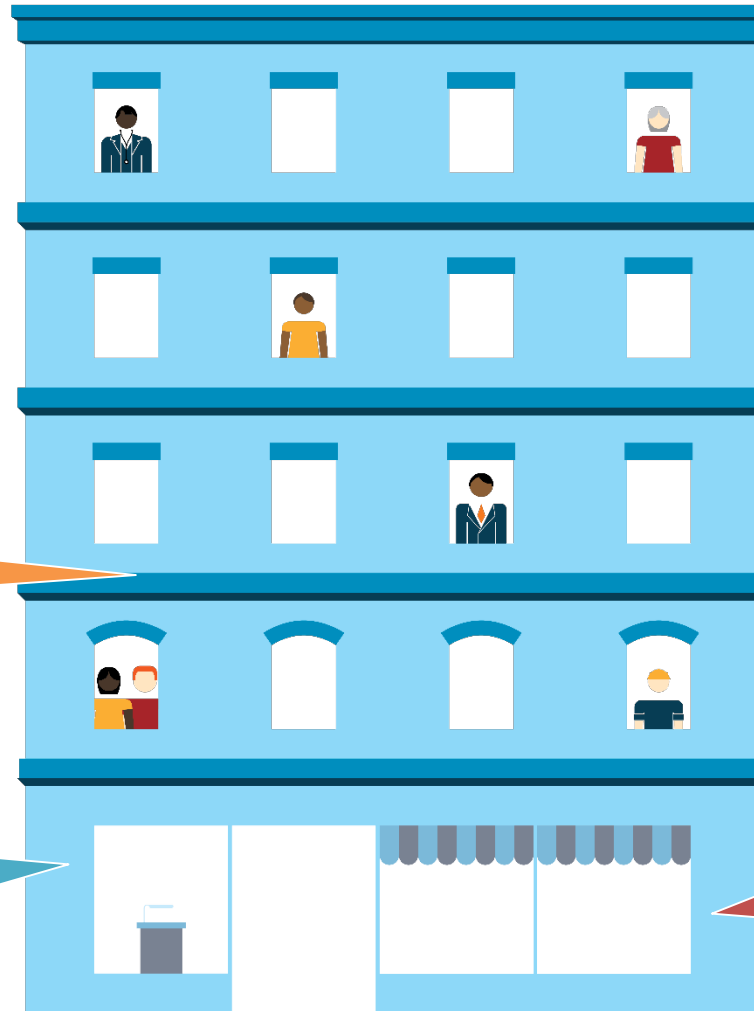
My priority is people and ensuring that Cambridge welcomes everyone.

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.

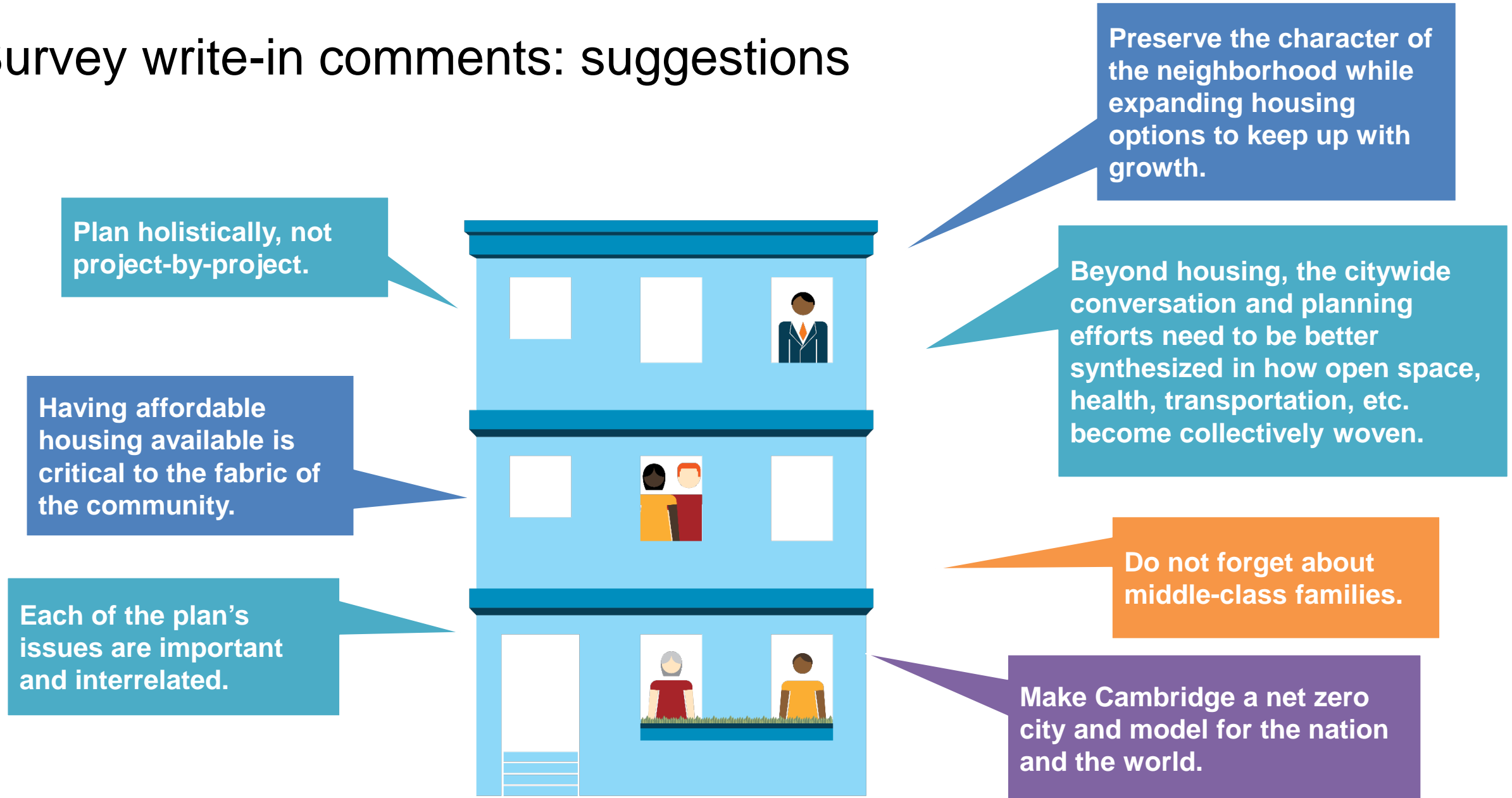
Middle class families are being pushed out and we need to focus on building housing, open space, local retail for them.

Regional planning outside of Cambridge has a lot of impact.





# Survey write-in comments: suggestions



# 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

# 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



# 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 and for Alewife, in the following areas?**
  - Housing
  - Economic opportunity
  - Mobility and transportation
  - Social equity
  - Community health
  - Community interaction
  - Climate and the environment
  - Urban form
  - Other