Agenda

Project and Engagement Updates

Working Group Purpose and Roles

Discussion of Citywide Visioning
  • Purpose of a vision statement
  • Workshop around values and visioning terminology

New Tools: Meeting in a Box

Wrap-Up and Discussion
Project and Engagement Updates
June-July Events and Process

- **Fresh Pond Day**  
  (June 11)

- **Citywide Visioning Workshop**  
  (June 15)

- **Hoops ‘N’ Health**  
  (June 18)

- **Panel: Changes and Opportunities**  
  (June 30)

- **Alewife Visioning Workshop**  
  (July 21)
Working Group Purpose & Roles
Citywide Visioning
How are we engaging with the public around the visioning?

Public Workshop 2

- Short presentation on the purpose of a vision, examples, and what we have heard through listening
- Discussion groups
  - Individual brainstorming on values and vision
  - Group sharing of ideas and group prioritization
- Each group will develop a vision and report back
Purpose of a vision statement

• The **vision** captures:
  • what the community **values**, and
  • the shared image of what the community **wants to become**.

• The shared vision statement is concise and direct.
• It sets up a clear framework that the City and community can use for making long-term and tactical decisions over the coming years.
Purpose of a vision statement

**Vision**
Captures 1) what the community values, and 2) the shared image of what the community wants to become

**Framework**
Will help form a forward-looking strategic framework

**Targets**
Will help identify the appropriate indicators and targets

**Testing The Scenarios**
- On-the-ground scenarios
- Trade-offs

**Action Plan**
- Policies
- Recommendations
- Refined vision
Examples of vision statements

- Seattle, WA
  - Concise statement, with more values as additional sections

- Madison, WI
  - A focus on higher goals and principles

- Somerville, MA
  - A comprehensive set of broad statements encompassing the city’s many priorities
Examples of vision statements

Seattle, WA
Our Plan helps protect our environment, quality of life, and economic development.

The four core values of Seattle’s Comprehensive Plan are:

- **Community**: developing strong connections between a diverse range of people and places

- **Environmental Stewardship**: protect and improve the quality of our global and local natural environment

- **Economic Opportunity and Security**: a strong economy and a pathway to employment is fundamental to maintaining our quality of life

- **Social Equity**: limited resources and opportunities must be shared; and the inclusion of under-represented communities in decision-making processes is necessary
Examples of vision statements

Madison, WI
The vision for the City of Madison is to be a safe and healthy place to live, work, learn and play. Madison will be a place where:

- **Diversity** is valued;
- **Freedom of expression** is encouraged and protected;
- Everyone has the **opportunity** to realize his/her full potential;
- The **beauty** of the **urban environment** and **natural environment** is preserved
Examples of vision statements

Somerville, MA
In Somerville, We:

- Celebrate the **diversity** of our people, cultures, housing and economy.
- Foster the **unique character** of our residents, neighborhoods, hills and squares, and the strength of our community spirit as expressed in our history, our **cultural and social life**, and our deep sense of **civic engagement**.
- Invest in the growth of a **resilient economic base** that is centered around transit, generates a wide variety of **job opportunities**, creates an active daytime population, supports independent local businesses, and secures fiscal self-sufficiency.
- Promote a **dynamic urban streetscape** that embraces public transportation, reduces dependence on the automobile, and is **accessible, inviting and safe** for all pedestrians, bicyclists and transit riders.
- Build a **sustainable future** through strong environmental leadership, balanced transportation modes, engaging recreational and community spaces, exceptional schools and educational opportunities, improved community health, varied and affordable housing options, and effective stewardship of our natural resources.
- Commit to continued **innovation** and affirm our responsibility to current and future generations in all of our endeavors: business, technology, education, arts and government.
What points kept coming up in the listening phase?

- Diversity
- Affordability
- Makes spaces for everyone
- A sustainable environment
- Thriving economy
- Opportunities for all
- Resilient communities
- Improve livability
- Improve transportation
- Better housing options
- Diversity of retail
- Economic vigor
- Shared prosperity
- Shared opportunity
- Strong city and community services

“Having affordable housing available is critical to the fabric of the community.”

“Beyond housing, the citywide conversation and planning efforts need to be better synthesized in how open space, health, transportation, etc. become collectively woven.”

“Opportunities for Cantabrigians of all types and education levels.”

“Do not forget about middle-class families.”

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

“Preserve the character of the neighborhood while expanding housing options to keep up with growth.”
Which core values are emerging as key to our vision?

- Livability
- Equity
- Sustainability and Resiliency
- Economic Opportunity
- Community
- Diversity, which may be a common piece of each of the previous five
Livability

• Create a **diversity of housing choices** for different income levels, stages in life, and types of households.

• Create a community that is **affordable and accessible** to a wide range of people.

• Maintain and enhance the human scale and character of the city.

• Increase safety for all who live in or travel to or through Cambridge.
Equity

• Ensure **equitable access** to:
  • housing, jobs, education, parks, community spaces, and foods;
  • quality, efficient and reliable transportation;
  • vibrant neighborhoods;
  • and city services.
Sustainability and resiliency

- Protect **green spaces** and **natural resources**

- **Accommodate growth** through sustainable means

- Ensure that biking, walking, and transit are **more viable mobility options** for all residents
Economic opportunity

- Create opportunity and stability in communities through access to jobs, education, training, and livable wages
- Find strategies to prevent current and future displacement of City residents
Community

- Ensure that Cambridge remains a place welcoming to all people

- Preserve and strengthen the economic and cultural diversity

- Ensure that all residents have access to robust city services

- Ensure that all residents have access to healthy foods, walkable neighborhoods, and health care

- Ensure that Cambridge leads regionally and works cooperatively in advancing quality of life for all community members
What ideas should frame the vision statement?

Cambridge is fundamentally diverse, in terms of social background, job opportunity, and physical character.

Cambridge is an equitable community that balances livability, sustainability, and economic opportunity.

Cambridge combines a commitment to equity with opportunity for economic prosperity.

Cambridge is a leader for the region and nation in terms of sustainability, livability, equity, economic opportunity, and sense of community.

Diversity as an overall value.
A tie between all values.
Linking equity with economic opportunity.
Prioritizing Cambridge as a leader nationwide, rather than focusing on any specific value.
How are we engaging with the public around the visioning?

Public Workshop 2

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Welcome to the Envision Cambridge Visioning Workshop

June 15, 2016

How the visioning workshop will run

1. Welcome!
   6:30 pm
   Learn about what we’ve heard and our public process this spring. Share your ideas about our values as a community and what you want Cambridge to be in the future. Have some food and drinks, and meet your neighbors!

2. What we’ve heard and draft visions
   6:45 pm
   A quick overview on the Envision Cambridge team of what we heard from the community on their core values and ideas for the future, and possible visions based on what we’ve heard.

3. Discussion Groups
   7:15 pm
   The discussion group will have time for individual thinking about values and visions, then group discussion and prioritization of visions. Discussion questions:
   - What vision would you envision for the city?
   - Please list any core values we missed?
   - Then the group will work together to hone a revised vision.

4. Reconvene and Share Ideas
   8:00 pm
   Each small group will share their draft vision. Is it hard to summarize your discussion? Don’t worry, there are scribes taking notes throughout the conversation.

5. Adjourn
   8:30 pm
   What we will do with the information we hear from you today
   The Envision Cambridge team will read through all the notes, including comments submitted online and collected by our street teams, and come back in a few months with a refined vision for Cambridge’s future.

Envision Cambridge Public Workshop #2
Dr. Martin Luther King, Jr. School, June 15, 2016
New Tools: Meeting in a Box
What is the Meeting in a Box? And why do one?

Meeting in a Box:

- A downloadable (or requestable) kit for interested groups or parties to brainstorm visions for Cambridge.

- It will include instructions for a short (30 min) activity, along with some context information about Cambridge trends and the Envision Cambridge process.

Why do the Meeting in a Box?

- Neighborhood organizations and other groups, formally organized or informally organized, want to provide input to the process but can’t participate in all the meetings.

- This allows groups or individuals to participate through their own pre-existing meetings (or from their dinner table!).
A ready-to-go kit to run visioning exercises and provide feedback back to the planning effort.
Thank you for hosting a visioning session for Imagine Boston 2030!

This citywide planning effort is the first of its kind in 50 years, and Mayer Walsh wants to engage residents from every corner of the city. Visioning sessions like the one you’re hosting will help empower everyone to participate in a citywide dialogue as we work toward a shared vision for a thriving, healthy, and innovative Boston.

This Visioning Kit was created to help you engage your colleagues, neighbors, and friends in a discussion about their vision and goals for the Boston of 2030. The ideas you generate will be woven into the strategic vision plan that will guide the preservation, enhancement, and responsible growth of our city between now and 2030.

Visioning Kit Instructions

Goal of this Visioning Session

Discuss your thoughts about Boston’s challenges and opportunities, and work together to prioritize them. Then share your ideas with us so we can learn what’s most important to you.

This kit includes:

- “How to Get Involved” flyers with a survey question to answer by texting
- Comment cards for people who may prefer not to use text messaging
- “Just the Facts” and “Things You Might Not Know About Boston” sheets with background information about the city and Imagine Boston 2030
- A Submission Form to complete and return after the Visioning Session
- Post-it notes

You should provide your own

- Pens
- Ideas!

This activity works best with 15 people or less. If you’re expecting more, plan to break up into smaller groups of 10 – 15. You will need a facilitator for each discussion group. The facilitator(s) should review the discussion instructions on the next page.

Example materials from the Imagine Boston visioning kit

Step 1: Welcome and Instructions
5 minutes

Start with a brief introduction to Imagine Boston 2030—feel free to read from the “Just the Facts” sheet.

Explain the goal of this session—feel free to read from this sheet! Remind everyone of some simple ground rules:

- Be respectful of other people’s ideas.
- Don’t interrupt!
- Be concise and let everyone have a chance to speak.

Select a facilitator (you or another participant). If there are more than 15 people, break into smaller groups of around 10 people each and make sure each group has a facilitator.

Give each person a “How to Get Involved” flyer, 6-8 post-it notes, and a pen.

You can use the “Things You Might Not Know About Boston” sheet however you like—it’s intended to provide context and conversation starters. You can read it aloud, make copies, or anything else that makes sense. The goal is to get people thinking about some of the issues that Imagine Boston 2030 will be tackling.

Step 2: Small Group Discussion
40 minutes total

The facilitator(s) should lead the group(s) in the following exercise, and can read the italicized instructions for participants.

Introductions
3 min

We’ll start with a round of introductions: say your name and one thing you love about your neighborhood.

Warm-Up Question
2 min

Next, we’ll get the juices flowing by answering the question on the “How to Get Involved” and “My life in 2030 will be better with...” flyers. If you have a cell phone with you, you can answer by text message: if you don’t want to text, and me for a comment card where you can write in your answer (it’s the same question, but if you test you get a couple follow-up questions as well).

Report Out
5 min

Let’s get around so each person can briefly share their response.

Brainstorm Challenges
5 min

Now that we’ve gotten warmed up by thinking about some of the different elements that go into a cityplan, what’s one big challenge that you think Boston could use to focus on? Write each challenge on a separate post-it note. Challenges can be citywide or personal, for example:

- Boston is highly vulnerable to sea level rise.
- I can’t find affordable childcare near my home.

Collect Challenges
6 min

Bring your three post-it’s and stick them on the wall in the center of one table. (If that works better).

Let’s all start reading the challenges. If you see challenges that are similar or related, place them next to each other after removing exact duplicates. Think about grouping them into topic areas, using the nine topics in the “My life in 2030...” question as a guide.

As we’re reading and sorting the challenges, if there’s one you don’t understand, ask whose it is and ask them to explain. If needed, this person who came up with that challenge can remain on the post-it to help clarify.

Brainstorm Opportunities
6 min

Now that we have our top three challenges, let’s do the same process for our second big question: What are the biggest opportunities for Boston in the future? Take five minutes to brainstorm individually with your three challenges, and write down which one you think is the best opportunity. You can be as specific as or “big picture” as you want. For example:

- Create more green connections in urban.

City of Cambridge
Envision Cambridge
cambridgema.gov/citywideplan
Wrap-Up and Discussion
Working Group Discussion around Visioning

- Are the terms understandable and accessible to a broad audience?
- Do these terms resonate?
- Does the workshop activity allow enough framing of the vision and public input and discussion?
- How can other visions be solicited from the public?