

Engagement Working Group #2

June 7, 2016

ENVISION CAMBRIDGE



Agenda

Project and Engagement Updates

New Tools: Meeting in a Box

Working Group Purpose and Roles

Wrap-Up and Discussion

Discussion of Citywide Visioning

- Purpose of a vision statement
- Workshop around values and visioning terminology

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)

Tell us how you Envision Cambridge

Join the Envision Cambridge team at citywide events, workshops, and a panel discussion.

Talk to us
at Fresh Pond Day
June 11, 11-3 pm
Water Department,
250 Fresh Pond Parkway

Citywide Visioning Workshop
June 15, 6:30-8:30 pm
Dr. Martin Luther King, Jr.
School Cafeteria
102 Putnam Ave

Talk to us
at Hoops 'N' Health
June 18, 12-4 pm
Hoyt Field, near the
Riverside Health Center

Panel Discussion: Changes and Opportunities
June 30, 6-8 pm
Cambridge Public Library,
Main Branch, 449
Broadway

Alewife Visioning Workshop
July 21, 6:30-8:30 pm
Tobin School Cafeteria,
197 Vassal Lane

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. To learn more about the project, visit www.cambridgema.gov/citywideplan

Translation and childcare can be provided with prior request. The City of Cambridge does not discriminate on the basis of disability. The City will provide auxiliary aids and services, written materials in alternative format, and reasonable modifications in policies and procedures to individuals with disabilities with prior request. Please notify us at envision@cambridgema.gov at least 48 hours before the event with any requests.

City of Cambridge

Working Group Purpose & Roles



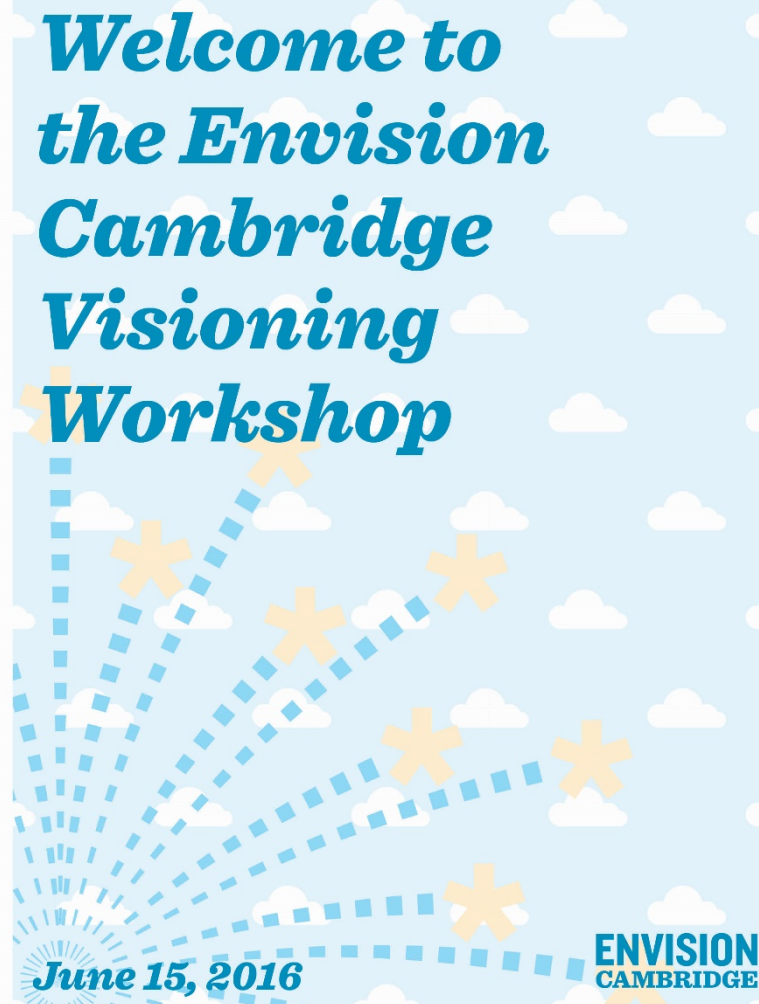
Citywide Visioning



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



How the visioning workshop will run



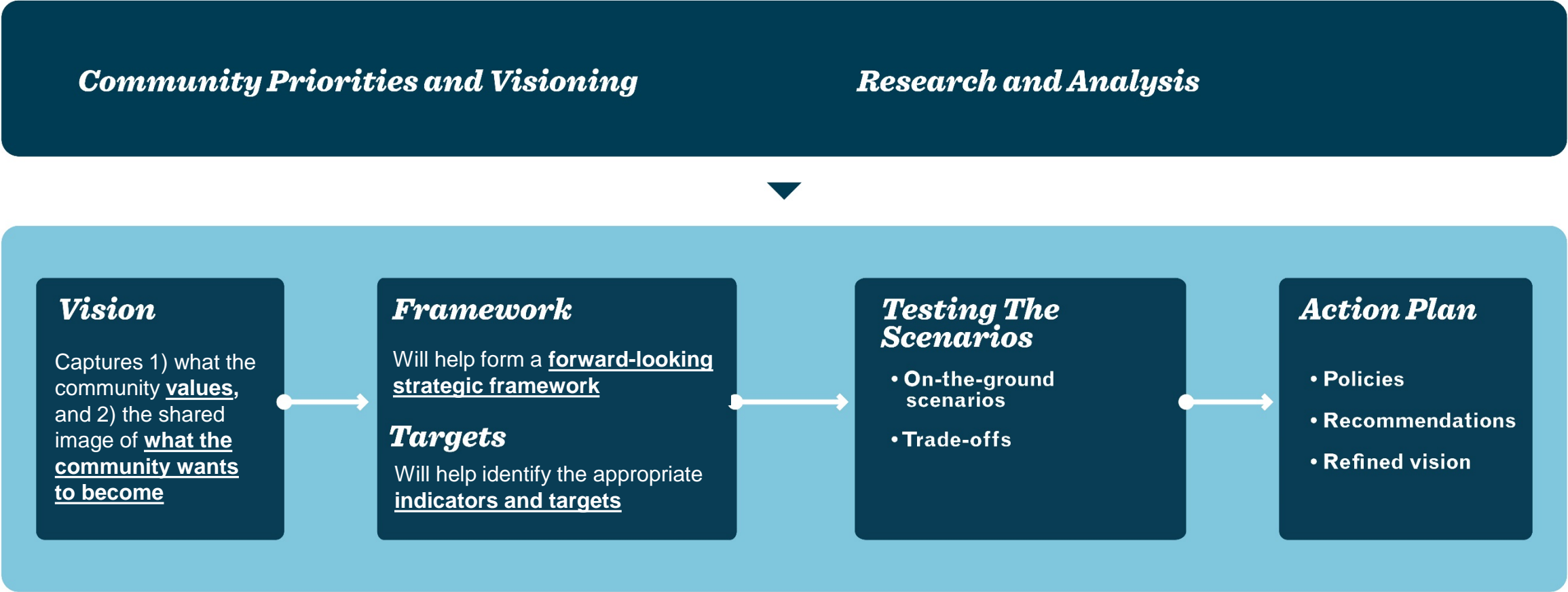
Envision Cambridge Public Workshop #2

Dr. Martin Luther King, Jr. School, June 15, 2016

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



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.”

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

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

“**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.**”

“**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.

Diversity as an overall value.

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

A tie between all values.

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

Linking equity with economic opportunity.

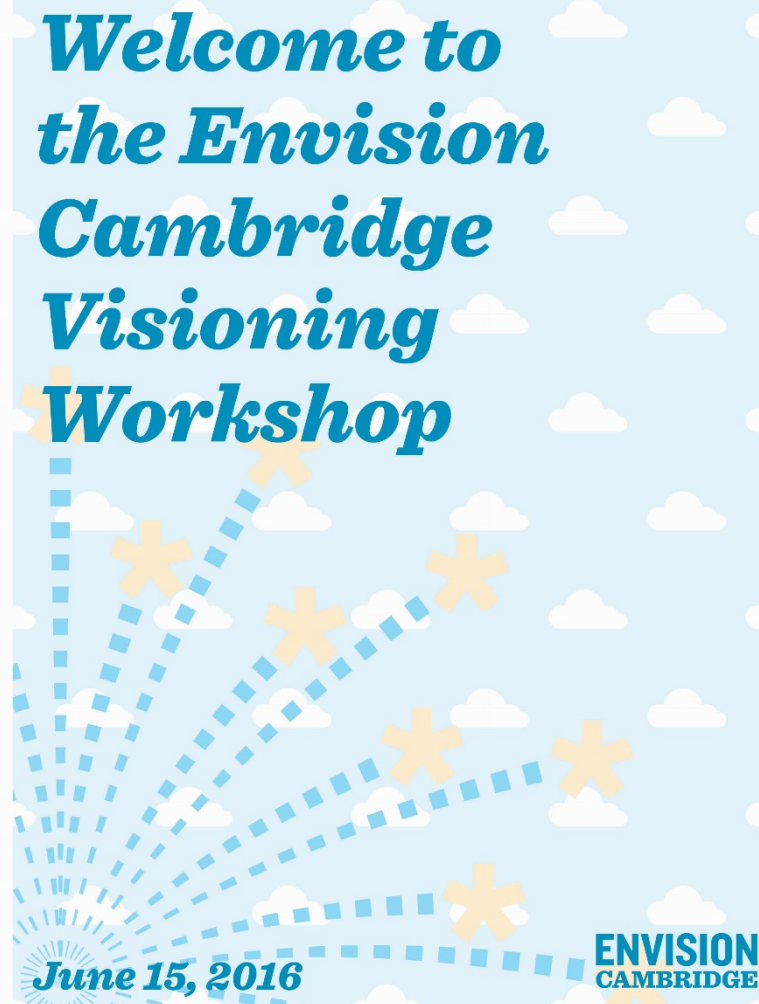
Cambridge is a leader for the region and nation in terms of sustainability, livability, equity, economic opportunity, and sense of community.

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

- 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



How the visioning workshop will run



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.



Example materials from the Imagine Boston visioning kit

Visioning Kit Instructions

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 Mayor 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.

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)

JUST THE FACTS

THINGS YOU MIGHT NOT KNOW ABOUT

HOW TO GET INVOLVED

COMMENTS

Step 1: Welcome and Instructions

5 minutes

- 1 Start with a brief introduction to Imagine Boston 2030—feel free to read from the "Just the Facts" sheet.
- 2 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.
- 3 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.
- 4 Give each person a "How to Get Involved" flyer, 6-8 post-it notes, and a pen.
- 5 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 respond by text message ! If you don't want to text, ask me for a comment card where you can write in your answer (it's the same question, but if you text you get a couple follow-up questions as well).
Report Out 5 min	Let's go 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 citywide plan, our first big question tonight is: What are the biggest challenges facing Boston? You have five minutes to brainstorm on your own and come up with three challenges. Write each challenge on a separate post-it note. Challenges can be citywide or personal, for example: <ul style="list-style-type: none">• Boston is highly vulnerable to sea level rise.• I can't find affordable childcare near my home.
Collect Challenges 5 min	Bring your three post-its and stick them on the wall (or 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 (remove 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, the person who came up with that challenge can rewrite on the post-it to help clarify.
Prioritize Challenges 5 min	Our next task is to prioritize the challenges and make a decision as a group about which three are the highest priority. We'll start by making check marks on the challenges that we think are the highest priority. Each person gets 3 check marks—you can put them on 3 different challenges, or all on one challenge, but you can't write more than 3!
	Let's count the check marks and see which challenges are rising to the top. If there are three clear top priorities, we're all done. If there's a tie, or if someone feels very strongly about one that wasn't prioritized, let's have a discussion until we can all agree on our top three challenges. If we want, we can have another round of check mark voting on a smaller number of challenges.
Brainstorm Opportunities 5 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 and write three opportunities, each on its own post-it note. You can be as specific or as "big picture" as you want, for example: <ul style="list-style-type: none">• Create more green connections to parkland.

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?