Public Workshop: Visioning
June 15, 2016

ENVISION CAMBRIDGE
Agenda

Purpose of the workshop

Visioning examples from other cities

What we’ve heard

Citywide visioning
  • Draft core values that have emerged through this process
  • Example vision statements

What we’ll do today
  • How this workshop will run
  • Individual exercise
  • Group discussion
  • Readouts

Wrap-up and next steps
Purpose of the workshop
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*
*Citywide Plan*

We are here.
Listening phase: mobile engagement station
What have we been asking people?

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

Survey 02: Visioning
(May-June)
Why are we here?

Did we hear you right?

Did we correctly capture:
- what’s important to you?
- your concerns?
- your aspirations?
- your hopes for the future?

Today:
- Digest what we’ve heard.
- Move from listening to visioning.
Pieces of a vision statement

Vision
What we want to be

Core Values
What is important to us
How this leads to the citywide plan

- **VISION**: What we want to be
- **CORE VALUES**: What is important to us
- **FOCUS AREAS**: What we are going to concentrate on
- **GOALS**: What we must achieve
- **STRATEGIES**: What we need to do
- **INDICATORS**: Measures of success
- **TARGETS**: Desired level of performance
- **ACTIONS**:
Example: Vision Zero Portland

**Vision:** “Vision Zero”

**Core Value:** Livability

**Goal:** “Portland families deserve safe streets on which to walk, bike, operate mobility devices, access transit, and drive.”

**Strategy:** “Street design that encourages safe behavior and provides facilities to accommodate all travel modes.”

**Target:** Zero deaths for people who bike, walk, operate mobility devices, access transit, and drive in the city.

**Action:** “The city implemented the North Williams Traffic Operations Safety Project, creating a safer, multi-modal environment while servicing a growing neighborhood. This project includes sidewalk and pedestrian crossing infrastructure, buffered leftside bike lanes, intersection redesigns, and traffic calming along the parallel Rodney Street neighborhood greenway.”
Citywide visioning
How have other cities articulated their visions?

Seattle, WA
- Proactive, concise statement, with core values as additional sections

Madison, WI
- A focus on high-level 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 we’ve heard
What themes 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.”

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

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

“Do not forget about middle-class families.”

“Preserve the character of the neighborhood while expanding housing options to keep up with growth.”

“Having affordable housing available is critical to the fabric of the community.”
Core values
Which core values are emerging as key to our vision?

- Livability
- Equity
- Sustainability and resiliency
- Economic opportunity
- Community wellbeing
- Diversity
Livability

- People of different income levels, stages in life, and types of households require a **diverse set of housing choices**.

- The community is **affordable and accessible** to a wide range of people.

- The city has a **human scale and character**.

- Connections between neighborhoods are improved by **open space and transit**.

- All who live in or travel to or through Cambridge **feel safe**.

- **Vibrant public spaces** provide opportunities for leisure and social cohesion.
Equity

- **All residents have access** to robust city services, housing, jobs, and educational opportunities.

- All residents have access to affordable nutritious food and quality health care.

- Strategies are in place to **prevent current and future displacement** of City residents.
Sustainability and resiliency

- **Green spaces and natural resources** are protected.

- **Growth is accommodated** through sustainable means.

- **Sustainable modes of transportation** are safe, efficient, convenient, reliable, and accessible to all residents.

- The city’s infrastructure, economy, and human services enable the community to **withstand, adapt to, and recover from disasters** and major stresses.
Economic opportunity

- All residents find opportunity and stability through **access to jobs, education, training, and livable wages**.

- **Education and workforce training** are available for a range of jobs and emerging industries.

- Cambridge is committed to **innovation and entrepreneurship**.

- Cambridge provides **economic security for all residents** through a vibrant local economy.
Community well-being

- There is a strong **sense of community and pride in place**.

- All residents have access to opportunities for **lifelong learning** in academics, arts, and cultural programs.

- Access to **quality and diverse neighborhood amenities** make the city a good place to raise families.

- The **built environment encourages active lifestyles** and promotes public health and safety.
Diversity

- Cambridge is a place **welcoming to all people**.

- Cambridge is a **vibrant community of diverse races, cultures, and viewpoints**.

- Economic and cultural **diversity is celebrated and protected**.

- An **equitable distribution of opportunities** sustains a diverse city.
Questions for core values

- Is anything missing from our description of each value? Could anything be removed?
- How could the definitions have more clarity or nuance?
Potential vision statements
Pieces of a vision statement

**Vision**
What we want to be

**Core Values**
What is important to us
What ideas should frame the vision statement?

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

Cambridge will be a progressive world-class community that embraces cultural and economic diversity, provides access to quality housing and jobs, and facilitates opportunities for all to fulfill their dreams.

Cambridge will be a leader in sustainability, livability, equity, economic opportunity, and strength of community.

What do you think of these examples? Help us draft others!
What we will do today
How will we help develop the vision?

- Discussion groups
  - Values: individual brainstorming and then group discussion to define a value
  - Vision: individual brainstorming and then group discussion to develop a vision
- Each group will report back on its vision statement
Values

- Individual brainstorming (5 min): write your thoughts on post-its!
- Facilitator reads out the responses for the value (5 mins)
- Group discussion to define value (10 mins)
Vision

- **Individual brainstorming** (5 min): write your thoughts on post-its!
- **Facilitator reads out individual visions** (5 mins)
- **Group works on honing a single vision** (15 minutes)
Group report-outs

Each group shares its draft vision statement.
Break into Groups!
Find the Cambridge celebrity on your agenda (under the number 4) for your group.

Table 1: Livability
Table 2: Equity
Table 3: Sustainability & Resilience
Table 4: Economic Opportunity
Table 5: Community Well-Being
Table 6: Diversity

Patrick Ewing & Julia Child
Margaret Fuller
Sam Waterston
Matt Damon & Ben Affleck
Maria Louise Baldwin
Mindy Kaling & the Magliozzi Brothers
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)