Opportunities and Challenges facing Cambridge

The story today
• How is Cambridge’s population changing?
• What drives this change?

Opportunities and challenges
• Businesses and commercial development
• Housing and affordability
• Mobility and transportation
• Climate change and resilience
• Urban form

Discussion
Project Schedule

2016
Phase I: Establishing a Citywide Vision

- Listening & Researching
- Visioning
  - Setting Goals & Targets
- Alewife Plan

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
- Citywide Plan
  - Integration of Alewife Plan

We are here.
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)
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

**INDICATORS**
Measures of success

**TARGETS**
Desired level of performance

**STRATEGIES**
What we need to do

**ACTIONS**
Steps to be taken
Key planning topics are helping us uncover cross-cutting “lenses.”

Sustainability & Resilience

Livability

Equity

Community Health & Wellbeing

Lifelong Learning

Economic Opportunity

Diversity

Urban Form
(re)development
neighborhoods
scale

Economic Opportunity
education
market sectors
income

Community Interaction
diversity
equity
demographics

Climate & the Environment
energy
vulnerability
emissions
infrastructure
weather
stormwater

Mobility & Transportation
transit
parking
sharing
walking
biking
driving

Housing
families
affordability
typologies
middle-income
access
inclusionary
millennials
How is Cambridge’s population changing?
Cambridge’s population is almost at its previous mid-century peak.

Source: Census 2011 Statistical Abstract; 2014 MAPC growth projections – Strong Core Scenario
Population growth varies by neighborhood.

Percent population change by neighborhood, 1990 to 2010

Source: U.S. Census Bureau 1990 and 2010 Population Counts
Race, income, and education levels all vary by location.

Source: U.S. Census 2010 Population Count
Population trends

Race, income, and education levels all vary by location.

Household income

Source: 2014 American Community Survey 5-year block group estimates
Race, income, and education levels all vary by location.

Educational attainment

Source: 2014 American Community Survey 5-year block group estimates
What drives this change?

Community assets and urban form
Cambridge thrives because it is diverse, walkable, and sustainable.
Density supports a vibrant public realm.

**Neighborhood vitality**

Businesses (especially niche businesses) need lots of people around and fare better with more foot traffic. Density supports a diverse business ecosystem.
Community assets and urban form

Cambridge’s density also feels human and inviting.
Economic assets and opportunity

What drives this change?
Cambridge is at the leading edge of the knowledge economy.
Cambridge has a particularly educated workforce.

Educational Attainment vs. Peer Cities

Source: 2010-2014 American Community Survey, 5-Year Estimates
Residents and jobs in 2014

- **110,000** people living in the city
- **63,000** people in the labor force (able to work)
- **112,000** jobs in the city

- **12%** of people working in Cambridge for their primary job also live in Cambridge
- **28%** of people living in Cambridge also work in Cambridge for their primary job

Wages have grown faster in Cambridge than in its neighbors. Average wage for a job in Cambridge is $103,504.

Source: Mass Executive Office of Labor & Workforce Development
The largest employers are increasingly in tech and biotech.

Cambridge’s Top Employers by Sector by Number of Employees

- **Higher Ed / Health Care**
- **Tech / Biotech / Research**
- **Government**
- **Consulting**
- **Construction / Manufacturing**

Source: City of Cambridge, Top 25 Employers, 1995-2014
Knowledge economy sectors are concentrated and growing quickly.

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**Sector Growth, 2001-2014 and Location Quotient, 2014**

- **Growing and concentrated in Cambridge**
  - Professional and Technical Services
  - Educational Services
- **Growing but not concentrated here**
  - Management of Companies and Enterprises
- **Shrinking and concentrated in Cambridge**
  - Construction
  - Manufacturing
  - Retail Trade
  - Accommodation and Food Services
- **Shrinking but not concentrated here**
  - Health Care and Social Assistance
  - Arts, Entertainment, and Recreation

Businesses and commercial development
Knowledge economy firms drive up commercial rents for everyone.
Commercial taxes fund city services and reduce residential taxes.

Source: City of Cambridge Budget, Fiscal Year 2016
Housing and affordability
Housing and affordability

In Cambridge, home prices have risen faster than in its neighbors.

Cambridge also has some of the region’s highest rents.

Source: Padmapper data
Beyond current measures, how else can we relieve pressure?

Cambridge seeks to tie building boom to affordable housing

Cambridge leaders are hoping to harness the building boom underway in Kendall Square to raise millions of dollars for more lower-priced apartments across the city.

By Tim Logan | GLOBE STAFF JULY 24, 2015
Mobility and transportation
Cambridge continues to improve its share of sustainable modes.

Source: Decennial Census 1990, 2000; American Community Survey 2010, 1-year estimates
Despite larger development, traffic in Kendall Square has dropped.

Source: Cambridge Redevelopment Authority
Climate change and resilience
Flooding is a risk across Cambridge, especially in Alewife.

Inland Flooding – 100-year 24-hour storm
(Source: CCVA / Kleinfelder with MWH, VHB data)
The city is increasingly vulnerable to heat waves in the future.

Heat Island / Heat Index

(Source: CCVA / Kleinfelder with ATMOS data)
Urban form
The city is compact, memorable, and organized.
Residents’ impressions of the city line up with physical maps.

Mobile Engagement Station
“Feedback”: places people marked

Urban form
Urban form

Modern construction and program types affect the city’s character.
Discussion
As Cambridge faces growth and change, how do we best support livability, diversity, sustainability, and equity?