

# ENVISION CAMBRIDGE

## Envision Cambridge Advisory Committee, Meeting 01

05/18/2016

CDD 4<sup>th</sup> Floor

### Committee Attendees

Josh Gerber, Tom Stohman, Marlinia Antoine, Ruth Ryals, Dennis Swinford, Ebi Poweigha, Zuleka Queen-Postell, Alexandra Offiong, Zeyneb Magavi, Bethany Stevens, Robert Winters, Matthew Wallace, Risa Mednick, Ruth Allen

### Staff/Consultants Present

**Staff:** Iram Farooq, Stuart Dash, Melissa Peters, Gary Chan

**Utile:** Tim Love, Will Cohen

### Committee Members Absent

Bill Kane, Frank Gerratana, Jeff Kiryk, Joseph Maguire, Tom Sieniewicz

3 attendees from public.

### Meeting Overview

- Presentation from consultant on project overview and engagement strategy (available [here](#))
- Discussion

### Committee Feedback

- How much of an impact will this really make? City has done this before, have not seen many changes. Are we at max build-out capacity?
- Education is missing from the plan, re: kids and schools, what happens when we grow?
- Concern about language translation capacity -- heavy reliance on CET. Concerns that we are over-relying on so few people. Should draw on other resources--e.g., universities.
- Regional perspective. Can we have a meeting with Somerville, Boston, and Cambridge together?
- Many private property owners generate much of affordable housing--make sure they are not left out of conversation
- Need to have the right mix of businesses/retail to serve each neighborhood
- Increase bike accessibility, need more bike routes (e.g., bike only roads for certain hours)
- Assuming strong overlay of environmental and climate change
- Is public health missing?
- Create a map of trees in city
- Universities want to make sure campus can function and accommodate needs, be good neighbor, and have room to grow and accommodate innovation
- Add multiple choice options for surveys; verbal surveys
- Mobile engagement station staff are not super-engaging
- Mobile engagement station was not well-labeled which could be problematic for people less familiar with layout of city

# ENVISION CAMBRIDGE

- Riverfront did not light up as favorite place; wondering why. River underutilized/ missed opportunity?
- Concerned about businesses on Mass Ave near Agassiz
- It's difficult to get young families to take time to participate. We need to keep young professionals here in Cambridge – will they leave when they have children?
- Suddenly lots of open storefronts; lots of discussion about what types of retail should be there, but there is problem of market
- Cars are a part of daily life, need to plan with them
- Aging in place – plan for elderly population needs
- Bring mobile engagement station to daycares and schools
- Are focus groups representative? How to weigh comments from focus groups?
- Create an online version of mobile engagement station
- Lesley University should be present
- Outreach workers play big role for city
- Build a visitor's center
- When plan ends in 3 years, engagement needs to continue
- Heat maps do not show conflicting information but rather level of interest
- Is a telephone surveys possible? Mail out things people can hand-write and mail back? What role does political process have on recommendations? Need to think about how to not get stymied by loud interests that represent small subset of population?
- City should create a tool kit for committee members to reach back out to communities, host house parties
- City to present a history of planning to committee
- Request that city sends “tidbits” of information re: Envision for advisory committee on regular basis

## **Public Comments**

Members of the public did not comment.