

ENVISION CAMBRIDGE

Engagement Working Group, Meeting 02

06/07/2016

Cambridge Water Department

Committee Attendees

Ben Peterson, Debbie Bonilla, Eryn Johnson, Jeenal Sawla, Justin Crane, Justin Kang, Phyllis Bretholtz

Staff/Utile Present

Staff: Stuart Dash, Melissa Peters, Gary Chan

Utile: Tim Love, Will Cohen

Committee Members Absent

Cathie Zusy, Elaine DeRosa, Sarah Kennedy, Tara Greco, Zuleka Queen-Postell

5 attendees from the public.

Meeting Overview

- Presentation from consultant on format for visioning workshops (available [here](#))
- Discussion

Discussion

- The role of the working group is to help the team frame messages correctly to communities and help spread the word.
- Concise visioning statements are better. Long vision statements are too bogged down in process.
- The "cliff notes" explanatory text below the example vision statements is confusing to members.
- It is unclear whether the visioning activity is to pick between one of four options or to come up with a new statement based on those as examples.
- A suggestion is to frame the activity by saying that these statements are not perfect but are a good starting point, and for the planning team to openly allow for going back to the drawing board but still to ask for feedback on what it has come up with.
- The slide explaining what points kept coming up over and over during the listening phase was well-received by multiple members, but seems reductionist to others. More quotes may be helpful, or at least some additional justification of how the list was generated.
- The vision statements should sound more aspirational.
- The Guiding Growth document from Imagine Boston is an example for Cambridge to look at, a document that takes a strong ideological stand on the city's future.
- The team needs to clarify that the activity is not purely about wordsmithing.
- The School Department is already doing many activities like the visioning workshop, and one member suspects that parents who are involved in School Department activities will be responsive to events structured in this way.
- It will be interesting to see who shows up. Anecdotally, some seniors who have come to other city events recently are new transplants to Cambridge, so the turnover in residents is not limited only to students.

ENVISION CAMBRIDGE

Public & Visitor Comments

- Health is not present as a topic. The list of "what we've heard" is too short. The four vision statements might limit creativity, and activity styles like "rapid planning" could better encourage people to come up with new statements.
- People at the workshop need to understand their role in this larger citywide plan and how else they can be involved.
- A comment that a visitor is excited to learn more about the plan and about Alewife in general.