Advisory Committee Meeting #2

June 29, 2016
Opportunities and Challenges facing Cambridge

Project & Schedule Updates
- Visioning Workshops
- Engagement Activities
- Alewife Study

Opportunities and challenges

Discussion
Project Schedule

2016
Phase I: Establishing a Citywide Vision

2017
Phase II: Setting Priorities

2018
Phase III: Developing an Action 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)
Opportunities and Challenges facing Cambridge

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

Opportunities and challenges
• Labor force and income
• Educational attainment
• Housing and affordability
• Businesses and economic opportunity
• Mobility and transportation
• Climate change and resilience
• Urban form

Discussion
How this leads to the citywide plan

FOCUS AREAS
What we are going to concentrate on

VISION
What we want to be

CORE VALUES
What is important to us

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.”
Opportunities and challenges of Cambridge

This presentation:

- Goal: To understand how Cambridge is changing and what opportunities and challenges that change presents.

How this info is used:

- Help to frame the citywide visioning process with residents
- Provide citywide context for neighborhood level planning in Alewife.

*It is critical to have an overall understanding of the opportunities, challenges, and aspirations of the city as a whole to guide the plan.*
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.
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
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.
Cambridge’s density also feels human and inviting.
What drives this change?

Economic assets and opportunity
Cambridge is at the leading edge of the knowledge economy.
Economic assets and opportunity

The knowledge economy is concentrated in Cambridge.

Location Quotient, 2014

Location quotient shows how concentrated a particular sector is in Cambridge vs. the United States. 1 = same as US.

Source: Massachusetts Executive Office of Labor and Workforce Development
Parts of the knowledge economy are growing fast.

Employment Growth, 2001-2014

- Professional & Technical Services: 109%
- Educational Services: 17%
- Information: -2%
- Mgmt. of Companies & Enterprises: -46%
- Accom. & Food Services: 7%
- Health Care & Social Assist.: 15%
- Other Services: 9%
- Wholesale Trade: 4%
- Retail Trade: 23%
- Admin. & Waste Services: 7%
- Public Admin.: 18%
- Real Estate & Rental & Leasing: 79%
- Finance & Insurance: -4%
- Arts, Entertainment, & Recreat.: -20%
- Retail Trade: -39%
- Transp. & Warehousing: -15%
- Construction: -76%

Source: Massachusetts Executive Office of Labor and Workforce Development
Knowledge economy sectors are concentrated and growing quickly.

Sector Growth, 2001-2014 and Location Quotient, 2014

Growing and concentrated in Cambridge

Growing but not concentrated here

Shrinking and concentrated in Cambridge

Shrinking but not concentrated here

Knowledge economy sectors are concentrated and growing quickly.

The largest employers are increasingly in tech and biotech.
Labor force and income

Opportunities and challenges
Cambridge has a particularly educated workforce.

**Educational Attainment vs. Peer Cities**

- **Cambridge**: Bachelor's Degree 29%, Advanced Degree 74%
- **Boston**: Bachelor's Degree 24%, Advanced Degree 44%
- **Somerville**: Bachelor's Degree 29%, Advanced Degree 56%
- **Arlington, VA**: Bachelor's Degree 34%, Advanced Degree 38%
- **Austin, TX**: Bachelor's Degree 17%, Advanced Degree 46%
- **Berkeley, CA**: Bachelor's Degree 32%, Advanced Degree 38%
- **Boulder, CO**: Bachelor's Degree 34%, Advanced Degree 37%
- **Durham, NC**: Bachelor's Degree 22%, Advanced Degree 47%
- **Palo Alto, CA**: Bachelor's Degree 25%, Advanced Degree 51%

Source: 2010-2014 American Community Survey, 5-Year Estimates
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
As the knowledge economy goes, so goes Cambridge.

Cambridge’s economy is now deeply tied to life sciences and its sectoral swings.

Source: Mass Executive Office of Labor & Workforce Development
Businesses and commercial development
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
In Cambridge, home prices have risen faster than in its neighbors.

A rapid rise in prices threatens to displace current and potential residents with low- and middle-range incomes.

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

TO BE UPDATED w/ recent numbers

Source: TK

Average 2-Bedroom Rent (October 2015)
- $3300
- $2700
- $2350
- $2200
- $1850
Housing and affordability

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
Opportunities and challenges: 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.

Kendall Square
Average Daily Traffic Trend Lines

Source: Cambridge Redevelopment Authority
Mobility and Transportation

… but pressure on the Red Line grows.

Average train load - AM peak toward Boston

Additional ridership from full K2C2 buildout

STANDING CAPACITY

2012 estimates

SEATED CAPACITY

2007 estimates

Average train load - AM peak toward Boston
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
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

Modern construction and program types affect the city’s character.
Discussion
As Cambridge faces growth and change, how do we best support livability, diversity, and equity?
Knowledge economy sectors are concentrated and growing quickly.

Sector Growth, 2001-2014 and Location Quotient, 2014

Knowledge economy sectors are concentrated and growing quickly.