Agenda

Citywide visioning
  • Recap of the June 15th Visioning Workshop

More visioning activities
  • Alewife workshop
  • Visioning survey
  • Mobile engagement station activities

Updates
  • Newspaper
  • Website
  • Panel Discussion #2

Wrap-up and next steps
Citywide visioning

fair place to live for all!

a diverse, affordable place to live

Bette

environment!

more closed
roads to parks
+ open for Sunday walks!

forward-thinking

stable, bike

fish pond is a

good place. 2 want.
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**
Workshop activity: 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 reports back on its vision statement
Core values
Which core values are emerging as key to our vision?

- Livability
- Equity
- Sustainability and resiliency
- Economic opportunity
- Community *health* and wellbeing
- Diversity
- *Learning*

Orange text indicates values that came up during the Visioning Workshop.
Potential vision statements
Vision statements

- Cambridge will be an open-minded, forward-looking city, where visitors feel welcome, and neighbors feel proud of their home and connected to one another.

- Cambridge will actively support and foster a strong and resilient community that values livability for diverse populations, social equity, economic opportunities, and sustainability.
Vision statements

- Cambridge is a wicked smart city that pushes boundaries and welcomes all.

- Cambridge is a community where there is equal opportunity for the diverse people who live here. They live in harmony, in a healthy, rich cultural environment that respects their diverse traditions.
Vision statements

- Cambridge aspires to be a city where we build a just and democratic community where all voices are respected and heard, and we work together to always protect the opportunity for the least among us to live and prosper in Cambridge.

- Cambridge is a dynamic and evolving community that provides world-class opportunities for all and demands inclusion, cultural & economic diversity, and embraces lifelong learning.
More visioning activities
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)
Survey

• Based on the statements developed at the workshops, we developed a survey to find which of those phrases resonate most strongly.

• We are requesting feedback online and on paper.
Mobile engagement station
Updates
Newspaper

- Inaugural issue on track for Summer 2016 release
Project website: http://envision.cambridgema.gov
“What’s the Plan” Panel #2: Opportunities and Challenges

- “What’s the Plan” Panel #2 was held on June 30 at the Cambridge Public Library

- Presentation of Cambridge’s opportunities and challenges, with an introductory slideshow followed by a panel discussion from the consultant team

- Discussion around how Cambridge can support livability, diversity, and equity

- Panelists representing specialization in urban design, sustainability, economic development, and transportation.

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**Speaker Biographies**

**Tim Love, Utile**

The founding principal of Utile, Tim is highly regarded for his strategic and collaborative approach to complicated urban projects—including helping to bring together diverse public agencies and stakeholders around a single shared vision. Tim is also a tenured Associate Professor at the Northeastern University School of Architecture where he teaches housing, urban design and architectural theory.

**Kyle Vangel, HR&A**

Kyle Vangel is a Director at HR&A Advisors. His work focuses on downtown revitalization, master planning, and economic development initiatives that enhance the urban built environment and competitiveness of cities and regions. He is advising the real estate and economic development aspects of Envision Cambridge, and is also currently working to produce Imagine Boston 2000, the City of Boston’s first comprehensive plan in over 50 years.

**Nathalie Beauvais, Kleinfielder**

Nathalie Beauvais is a senior member of Kleinfielder’s sustainability practice where she currently manages the team of scientists, academics and sustainability experts conducting the City of Cambridge Climate Change Preparedness and Resiliency (CCPR) Plan, the Washington DC Climate Change Adaptation Plan and the Statewide Resilience Master Plan for the Division of Capital Asset Management and Maintenance (DCAMM).

**Tom Yardley, Nelson-Nygard**

Tom Yardley has 18 years’ experience working with cities, towns, colleges, and medical campuses in the northeast and nationally, including the Longwood Medical and Academic Area (LMA) of Boston, City of Somerville and communities in New York, Texas and Louisiana. He specializes in transportation demand management (TDM) and parking studies including innovative physical and programmatic solutions for daily commuting to areas underserved by public transit.
Wrap-up and next steps