

Engagement Working Group #3

July 12, 2016

ENVISION
CAMBRIDGE



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

greenest,
sustainable
city!

diverse,
affordable
place to live

fair place to
live for all!

Better
environment

MORE CLOSED
ROADS to cars
+ OPEN for
SUNDAY WALKS!

forward-thinking

sh pond is a
good place. 2 want

Pieces of a vision statement

Vision

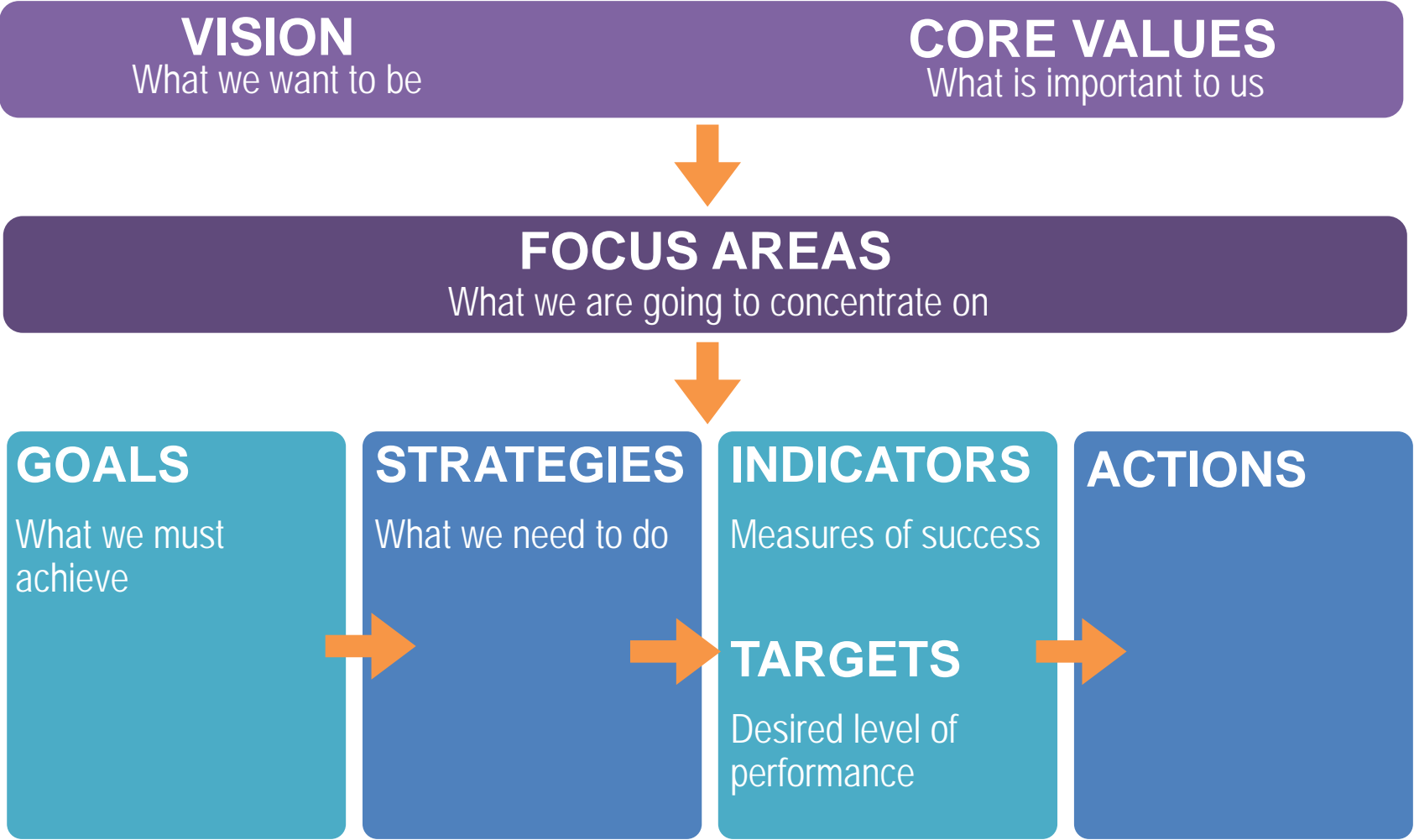
What we want to be

Core Values

What is important to us



How this leads to the citywide plan



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



How the visioning workshop will run:

- 1 Welcome!**
6:30 pm
Learn about what we've heard through our public process this spring. Share your ideas about our values as a community and what you want Cambridge to be in the future. Have some food and drinks, and meet your neighbors!
- 2 What we've heard and draft visions**
6:45 pm
A quick overview from the Envision Cambridge team of what we heard from the community on their core values and ideas for the future, as well as possible visions based on what we heard.
- 3 Discussion Groups**
7:05 pm
The discussion group will have time for individual thinking about values and visions, followed by group discussion and prioritization of visions. Discussion questions:
 - How do you define the value assigned to your group?
 - What vision do you want for the city?The group will then work together to form a vision.
- 4 Reconvene and Share Ideas**
8:00 pm
Each small group will share their vision statement. *Is it hard to summarize your discussion? Don't worry, there are scribes taking notes throughout the conversation.*
- 5 Adjourn**
8:30 pm
What we will do with the information we hear from you today
The Envision Cambridge team will read through all the notes, including comments submitted online and collected by our street teams, and come back in a few months with a refined vision for Cambridge's future.

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)**

Tell us how you Envision Cambridge

Join the Envision Cambridge team at citywide events, workshops, and a panel discussion.

Talk to us
at Fresh Pond Day
June 11, 11-3 pm
Water Department,
250 Fresh Pond Parkway

Citywide Visioning Workshop
June 15, 6:30-8:30 pm
Dr. Martin Luther King, Jr.
School Cafeteria
102 Putnam Ave

Talk to us
at Hoops 'N' Health
June 18, 12-4 pm
Hoyt Field, near the
Riverside Health Center

Panel Discussion: Changes and Opportunities
June 30, 6-8 pm
Cambridge Public Library,
Main Branch, 449
Broadway

Alewife Visioning Workshop
July 21, 6:30-8:30 pm
Tobin School Cafeteria,
197 Vassal Lane

With input from those who live, work, study, and play in our city, Envision Cambridge will create a shared vision for the future of our city. The plan will result in recommendations on a broad range of topics such as housing, mobility, economic opportunity, urban form, and climate and the environment. To learn more about the project, visit www.cambridgema.gov/citywideplan

Translation and childcare can be provided with prior request. The City of Cambridge does not discriminate on the basis of disability. The City will provide auxiliary aids and services, written materials in alternative format, and reasonable modifications in policies and procedures to individuals with disabilities with prior request. Please notify us at envision@cambridgema.gov at least 48 hours before the event with any requests.

City of Cambridge

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.

The screenshot shows a web browser window displaying a Google Forms survey titled "Envision Cambridge Survey 03". The browser's address bar shows the URL: https://docs.google.com/forms/d/1wLH-vxnB513eCBYDvap-AalO0Ep_WTI5c5X03As4zco/. The browser's tab is labeled "ambridge Survey". The survey itself has a blue header with the title "Envision Cambridge Survey 03". Below the header is a sub-header "A Vision for Cambridge" in a blue box. The main content area is white and contains the question "Which phrases resonate with you? (check your top five)". Below the question is a list of 20 phrases, each preceded by an unchecked checkbox. The phrases are: open-minded, forward-looking city; neighbors feel proud of their home and connected to each other; visitors feel welcome; supports and fosters a strong and resilient community; values livability for diverse populations; social equity; economic opportunities; sustainability; wicked smart city; pushes boundaries; welcomes all; equal opportunity for the diverse people who live here; lives in harmony; a healthy, rich cultural environment that respects diverse traditions; a dynamic and evolving community; world-class opportunities for all; inclusion; cultural and economic diversity; lifelong learning; and a just and democratic community.

ambridge Survey X

https://docs.google.com/forms/d/1wLH-vxnB513eCBYDvap-AalO0Ep_WTI5c5X03As4zco/

Read Later Instapaper Text RFPs Quartz/Chartbuilder NYT App Chartbuilder TooTallNate/node-gyp Free Prog

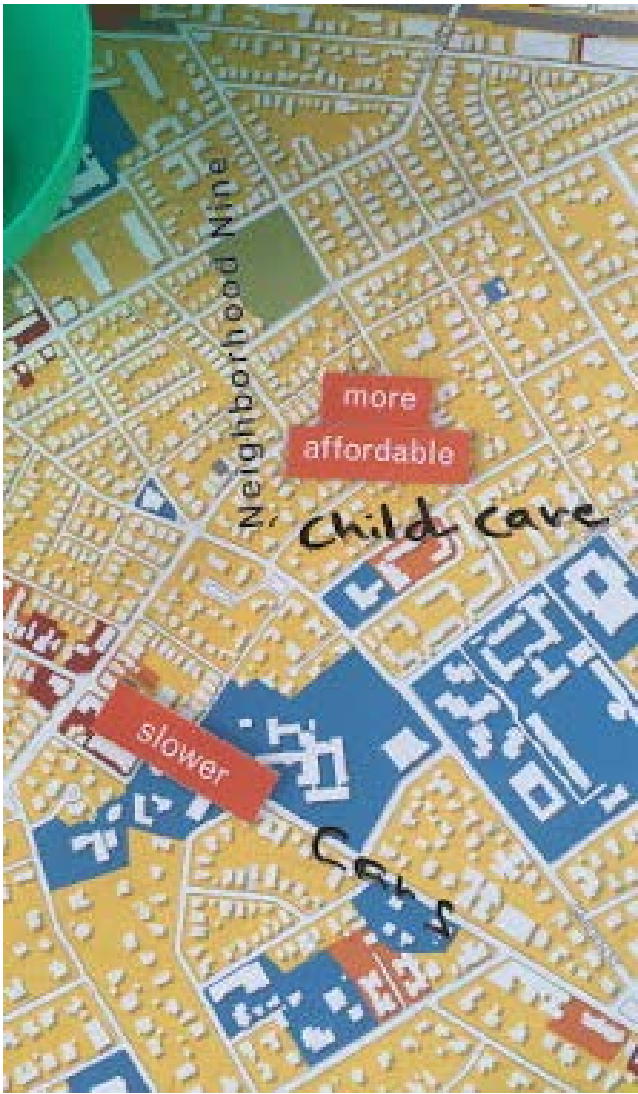
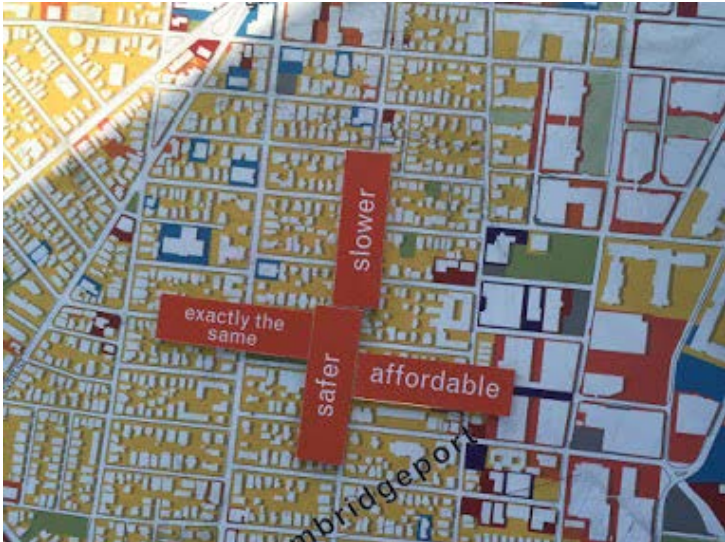
Envision Cambridge Survey 03

A Vision for Cambridge

Which phrases resonate with you? (check your top five)

- ☐ open-minded, forward-looking city
- ☐ neighbors feel proud of their home and connected to each other
- ☐ visitors feel welcome
- ☐ supports and fosters a strong and resilient community
- ☐ values livability for diverse populations
- ☐ social equity
- ☐ economic opportunities
- ☐ sustainability
- ☐ wicked smart city
- ☐ pushes boundaries
- ☐ welcomes all
- ☐ equal opportunity for the diverse people who live here
- ☐ lives in harmony
- ☐ a healthy, rich cultural environment that respects diverse traditions
- ☐ a dynamic and evolving community
- ☐ world-class opportunities for all
- ☐ inclusion
- ☐ cultural and economic diversity
- ☐ lifelong learning
- ☐ a just and democratic community

Mobile engagement station



Updates



Newspaper

- Inaugural issue on track for Summer 2016 release

Issue #1 | Summer 2016

ENVISIONCAMBRIDGE

Newspaper

A Free Newspaper Covering the Cambridge Citywide Plan

ABOUT ENVISION CAMBRIDGE

Envision Cambridge is a community-wide process to develop a comprehensive plan for a more livable, sustainable, and equitable Cambridge. With input from those who live, work, study, and play in our city, Envision Cambridge will create a shared vision for the city's future. The plan will result in recommendations on a broad range of topics such as housing, mobility, economic opportunity, urban form, and climate and the environment.

INSIDE

FEEDBACK FORUM2

COMMUNITY CENTER SPOTLIGHT3

PLAN UPDATES4-5

PUBLIC SPACE IS THE PLACE6

ASK A PLANNER7

SIDEWALK TALK8

I AM CAMBRIDGE9

CITY LENS10-11

FUN AND GAMES12

WELCOME Bienvenidos 欢迎

Since Envision Cambridge was launched in November, the Team has been busy trying to understand and what makes Cambridge tick. Whether we are collecting, analyzing, and interpreting housing, transit, or climate change data; interviewing experts about Cambridge's past, present, and future; or talking to Cambridge community members about what they love about their city and what's important to them, we're always discovering new things about this amazing city.

We made this newspaper so readers can learn as we learn. We want to give people a window into the planning process and let

Cambridge community members see the things we see, meet the people we meet, and hear some of the feedback that we hear.

Envision Cambridge Newspaper features maps, data, history, fun facts, portraits of public spaces, and interviews with Cambridge residents, community leaders, and experts. The features will highlight lesser-known aspects of the city and its neighborhoods.

Happy reading!

DID YOU KNOW?

According to the 2010-2012 American Community Survey, the predominant occupations of Cambridge residents are:

Computer Engineering and Science Occupations - 20%

Education, Training, and Library - 16%

Management Occupations - 11.9%

Service Occupations - 9.8%

Office and Administrative Support - 8.7%

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Envision Cambridge Newsletter | 1

GUESS WHAT?

29.7%

of Cambridge residents are enrolled full time or part time in college or graduate school degree programs.

DID YOU KNOW?

140

languages are spoken in Cambridge.

Volunteer to teach English and learn a new language at The Cambridge Community Learning Center.

Visit their website at: cambridgema.gov/teachatcclc

City of Cambridge

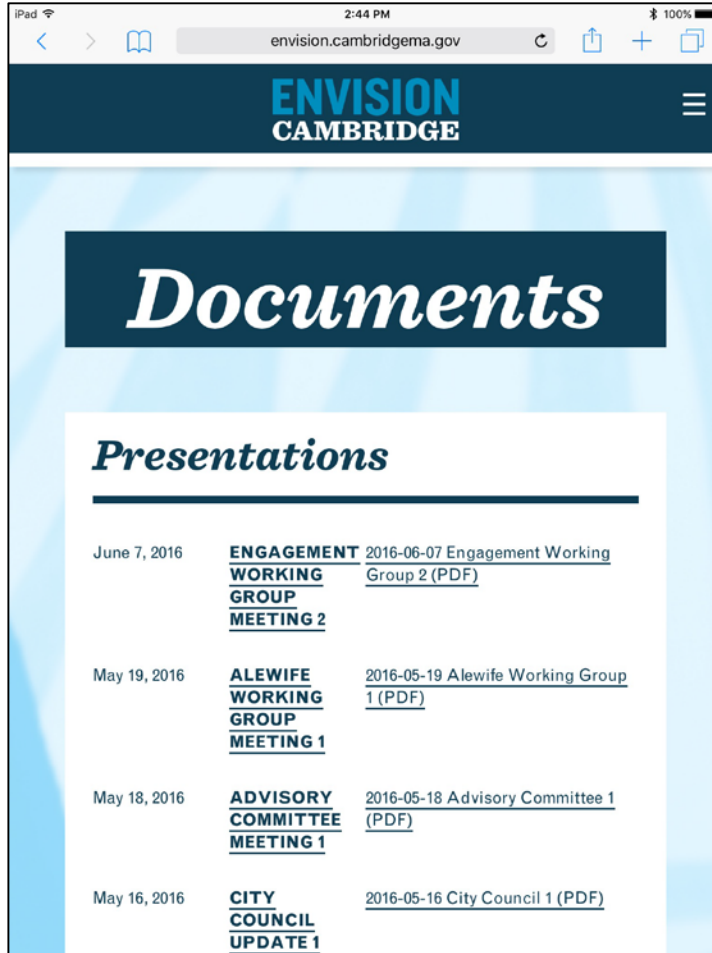
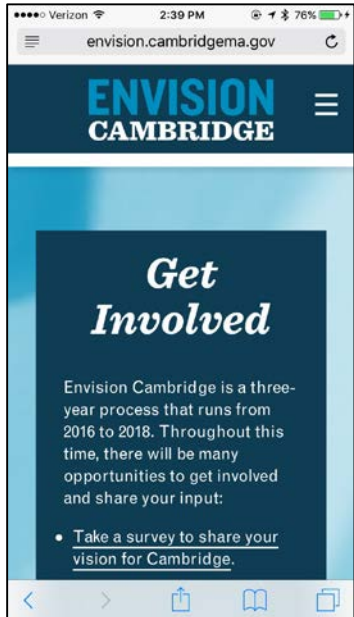
utile

Envision Cambridge

envision.cambridgema.gov

18

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.

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.



Nathalie Beauvais, Kleinfelder

Nathalie Beauvais is a senior member of Kleinfelder'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).



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 2030, the City of Boston's first comprehensive plan in over 50 years.

Tom Yardley, Nelson\Nygaard

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

