

Engagement Working Group #4

September 20, 2016



ENVISION
CAMBRIDGE



Agenda

Citywide Vision and Core values

Overview of November document

Summary of revisions to engagement strategy

Feedback on newspaper #1

Preview Envision Cambridge Corridors

Wrap-up and next steps

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The Plan

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Join the c
envision.c

@CDDat344

2016-03-14 Visioning at

Our Vision

**Cambridge
is a forward-
thinking,
welcoming, and
diverse city.
We enjoy a high
quality of life
and thrive in
a sustainable,
inclusive, and
connected
community.**

Core Values

Livability

We value a vibrant built and natural environment and support sustainable transportation with affordable and convenient access to daily needs and recreational resources.

Diversity and Equity

We are a welcoming community that celebrates our diversity and ensures access to affordable housing choices and opportunities to succeed.

Economic Opportunity

We provide opportunity and stability through access to quality jobs, workforce development and training, and livable wages that support high level of services.

Sustainability and Resilience

We take responsible action to reduce our impact on the environment and build a resilient city and strong community.

Community Health and Wellbeing

We promote healthy and active lifestyles in a supportive, safe community with diverse opportunities to connect with our neighbors and engage in civic life.

Learning

We embrace lifelong learning and celebrate the pursuit of knowledge, and our culturally rich and creative community.

The Plan

Envision Cambridge is a three-year public process to develop a comprehensive plan for a more livable, sustainable, and equitable city.

With input from the community, Envision Cambridge has developed a shared vision around six core values for the city's future.

Join the conversation at
envision.cambridgema.gov

 @CDDat344  facebook.com/CDDat344

Engagement by Numbers!

2,510

People reached with the mobile engagement station

1,706

Online and in-person survey responses

2,372

Social media interactions

211

Workshop attendees

119

Participants in focus groups with hard-to-reach populations

16

Public meetings, including workshops, panels, and working group discussions

Engagement summary as of July 2016.
For a full report, visit the documents tab at
envision.cambridgema.gov/documents/#summaries

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2016-09-16 Visioning and Engagement Report (Total) Ind4

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Survey 04:
Core Values

Which aspects of each core value are most important to you?

Livability _____

Diversity and Equity _____

Economic Opportunity _____

Sustainability and Resilience _____

Community Health and Well _____

Learning _____

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Survey 04:
Vision

What is the most important thing that Cambridge should be in the future?

What does this vision mean for your neighborhood?

Name: _____

Email: _____

Neighborhood: _____

Sign up to receive email updates

Yes
☐

No
☐

2016-09-16 Visioning and Engagement Report (Total) Ind4

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Core Values

Livability

We value a vibrant built and natural environment and support sustainable transportation with affordable and convenient access to daily needs and recreational resources.

What aspects of Livability are most important to you?

Your answer

Diversity and Equity

We are a welcoming community that celebrates our diversity and ensures all people have access to affordable housing choices and opportunities to succeed.

What aspects of Diversity and Equity are most important to you?

Your answer

Sustainability and Resilience

We take responsible action to reduce our impact on the environment and build a resilient city and strong community.

What aspects of Sustainability and Resilience are most important to you?

Your answer

Envision Cambridge Survey 04: Our Vision and Core Values

Vision Statement

Cambridge is a forward-thinking, welcoming, and diverse city. We enjoy a high quality of life and thrive in a sustainable, inclusive, and connected community.

What is the most important thing that you think Cambridge should be in the future?

Your answer

What does the vision statement mean for your neighborhood?

Your answer

BACK

NEXT

Page 3 of 4

Never submit passwords through Google Forms.

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Graphic identity



Graphic identity

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AboutGet InvolvedDocuments

Together, we can Envision Cambridge.

Every voice shaping our future.

2016

Visualizing the Future

- Listening and Researching
- Stating Values and Visioning
- Setting Goals and Targets

Visioning, Opportunities and Challenges

2017

Evaluating the Possibilities

- Refining the Vision
- Testing Scenarios
- Applying Areas of Focus

2018

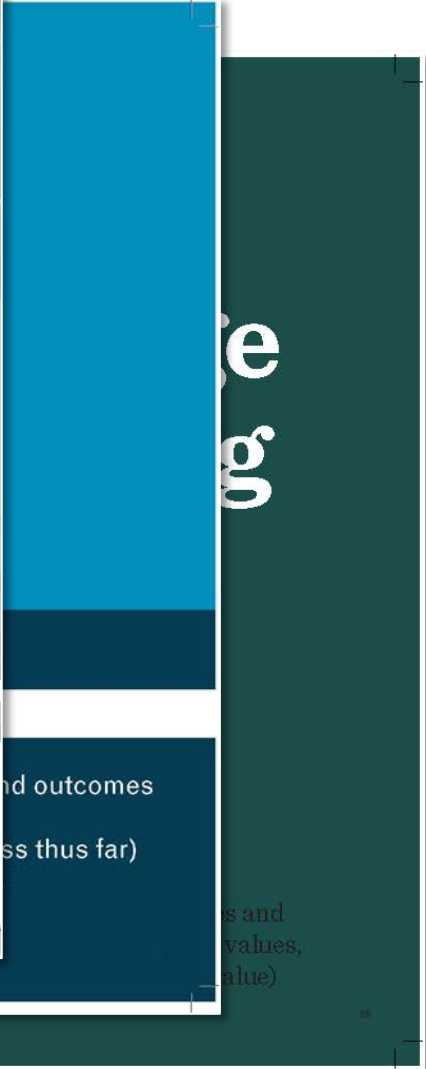
Preparing for Action

- Selecting Strategies
- Integrating District Studies
- Drafting the Final Plan

Citywide Plan!

Alewife District Plan

Document spreads



A Changing Cambridge

Contents

- Summary of Envision Cambridge's engagement, existing conditions, changes and challenges
- Envision Cambridge's planning philosophy – thinking outside traditional silos and plan for our city through the values we uphold
- Introduction to a framework for managing urban change
 - Protect and enhance the assets
 - Prepare for external factors
 - Identify areas for positive change

**A Changing Cambridge
Document Outline**

Table of Contents (see below for full outline and comments)

- I. Executive Summary (1 spread)
- II. What is Envision Cambridge?
What will the plan do? (*Planning philosophy and overall project timeline. 1 spread*)
How did we get here? (*Engagement summary and outcomes of process thus far. 1 spread*)
- III. Why plan now?
Narrative: A desirable place to live + a cutting-edge economy + a changing climate = need to plan to ensure that Cambridge's vibrant neighborhoods remain accessible to all. (1 spread)

Cambridge's changing conditions can be understood through observing trends in -
(*Existing conditions analysis by focus area. 1-2 spreads per focus area*)
 - Community Interaction (*i.e. demographics*)
 - Housing
 - Economy
 - Urban Form
 - Climate and Environment
 - Mobility

IV. How is Cambridge measuring up to its core values?

(Key indicators, issues and opportunities organized by core values, ending in one draft goal per value. 1 spread per core value)

- Livability
- Diversity and Equity
- Economic Opportunity
- Sustainability and Resiliency
- Community Health and Wellbeing
- Learning

Narrative: We must face these challenges and embrace this moment as a chance to ask ourselves what kind of city we want to be. *(1 spread)*

V. Where do we go from here?

(Introduction to physical planning)

Narrative: In order to ensure that each of these goals contributes to vibrant neighborhoods citywide, we must develop a framework to manage urban change. *(1 spread)*

- Protect and enhance the assets
- Prepare for external factors
- Identify areas for positive change

Appendices

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Summary of changes to engagement strategy

Actions taken based on recommendations from working group

- Added Learning and Community Health and Wellbeing as core values
- Held two drop-in sessions with CHA residents (additional sessions scheduled)
- Brought mobile engagement station to community events and diverse gathering spaces
- Newspaper #2 will include an example of how planning process works
- Developed list of community partners; reaching out to collaborate
- Partnering with City Awake to engage with millennials
- Developing street team activities to educate and engage the public on planning decisions (i.e. Envision Cambridge Corridors)
- In advertising for additional working groups, will use wide-reaching engagement strategies to reach diverse communities

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Feedback on newspaper #1 - How can we improve newspaper #2?

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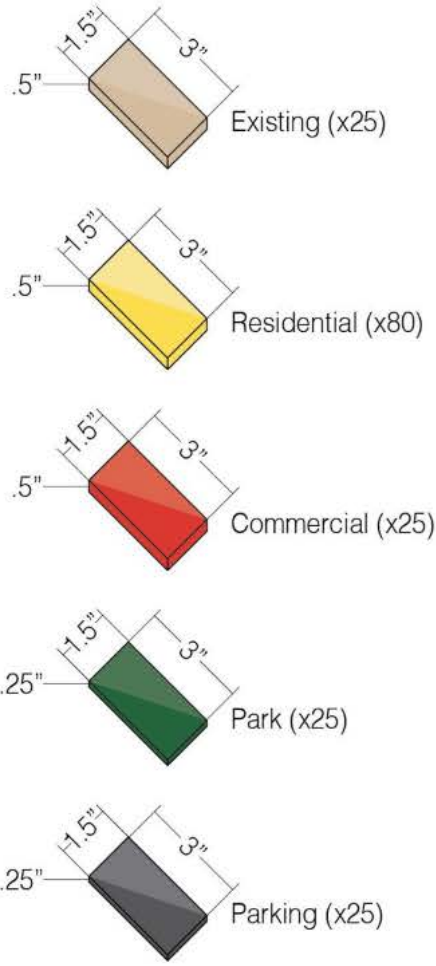
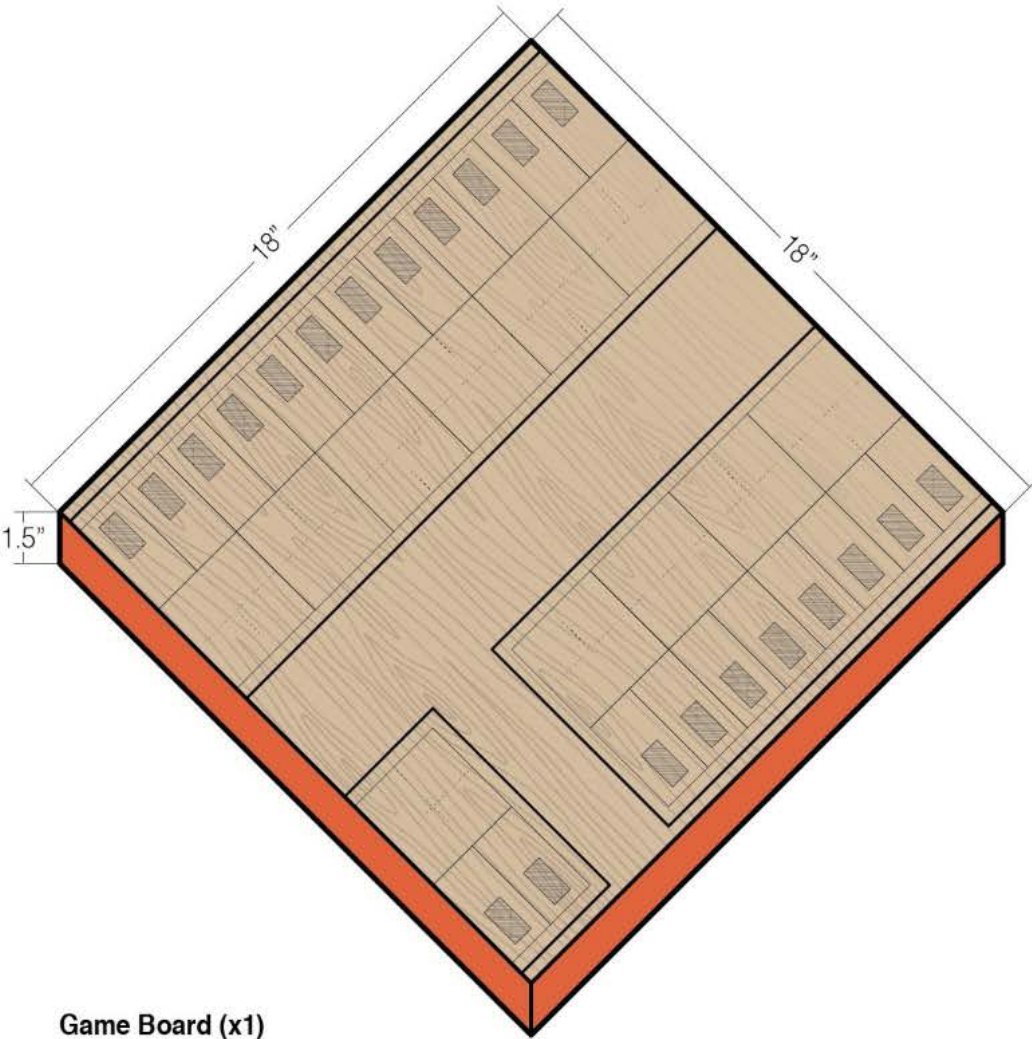
Wrap-up and next steps

Envision Cambridge Corridors

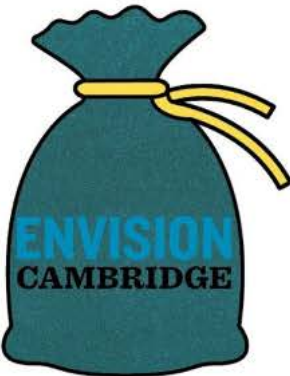
Goals

- Scene-setting around areas for positive change
- Educate the community on issues that influence development
- Communicate the potential to contribute to citywide needs and targets
- Visualize urban form in relation to existing conditions and local precedents

Board Set + Pieces

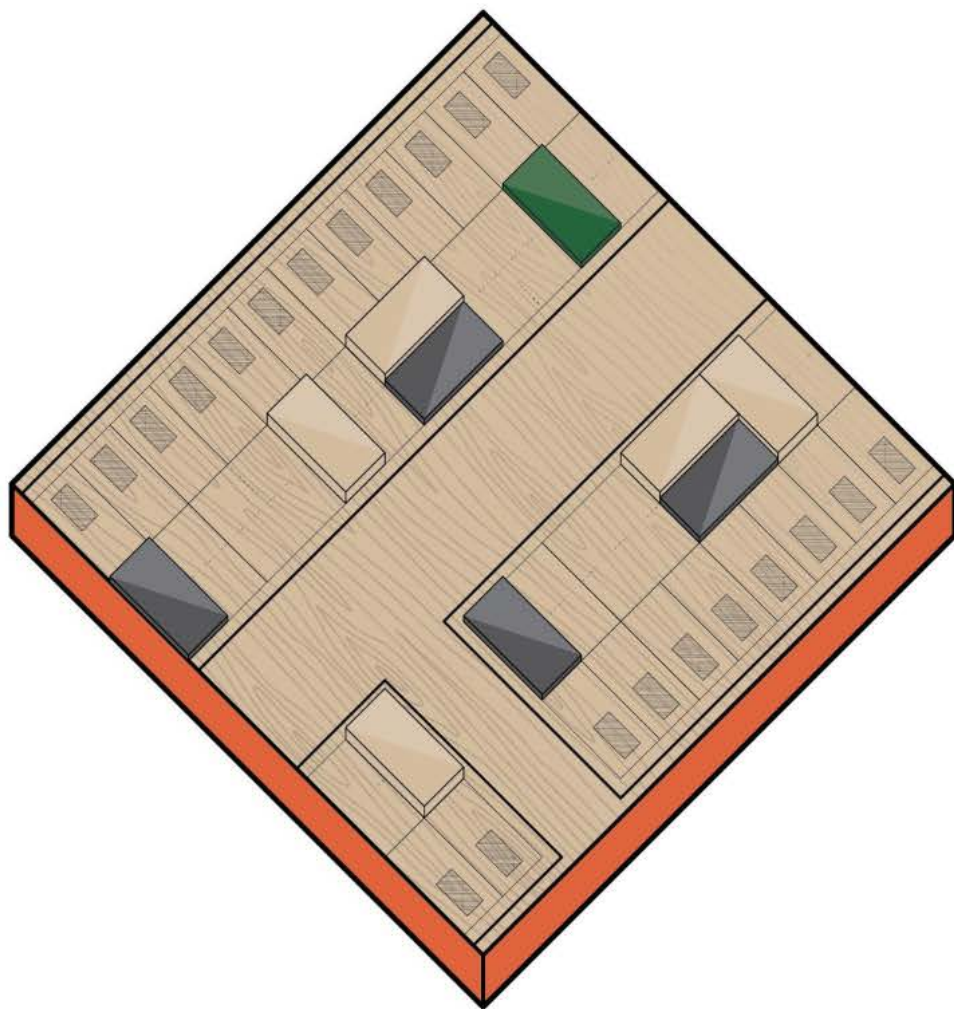


Game Pieces (180 Total)

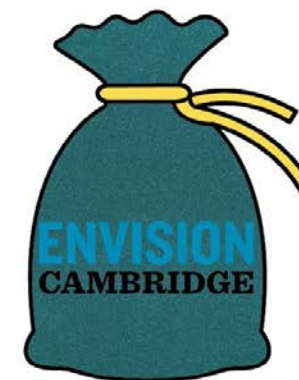


Pouch (x1)

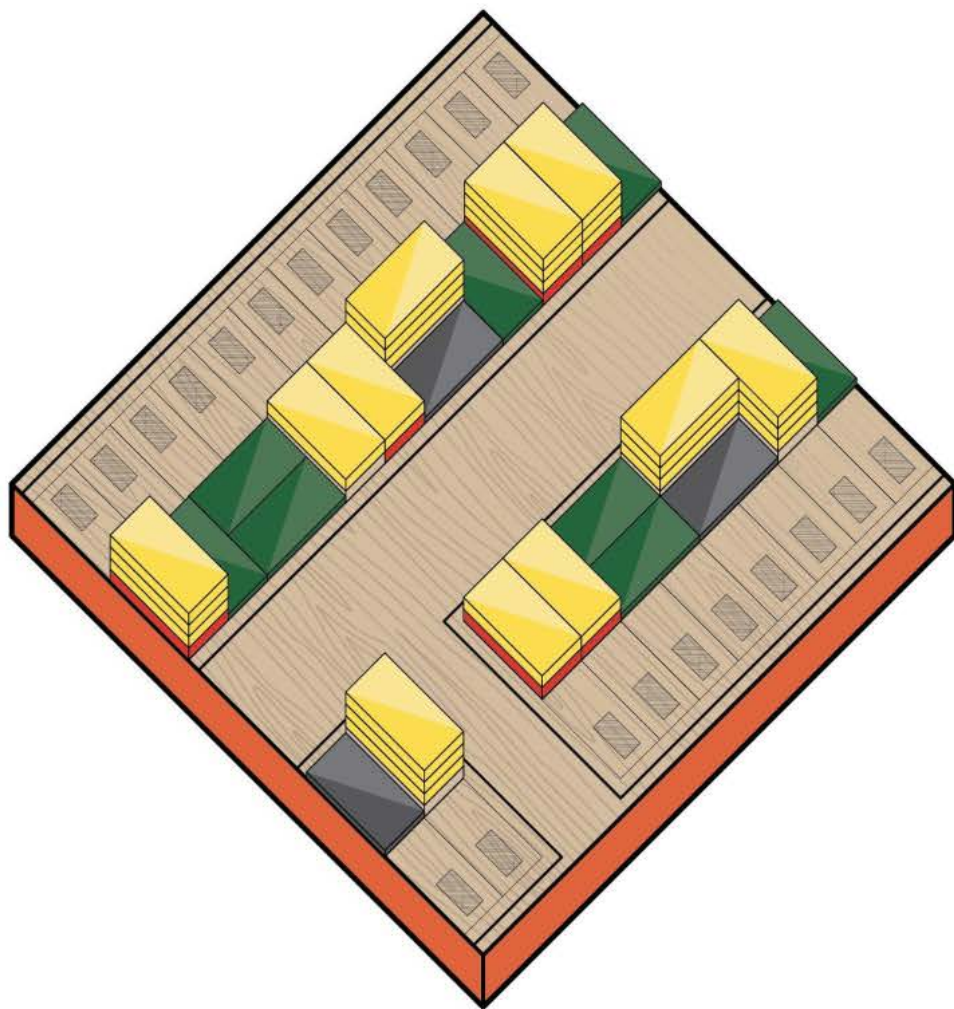
Step 1: The street team places existing building blocks. The game board should look underbuilt.



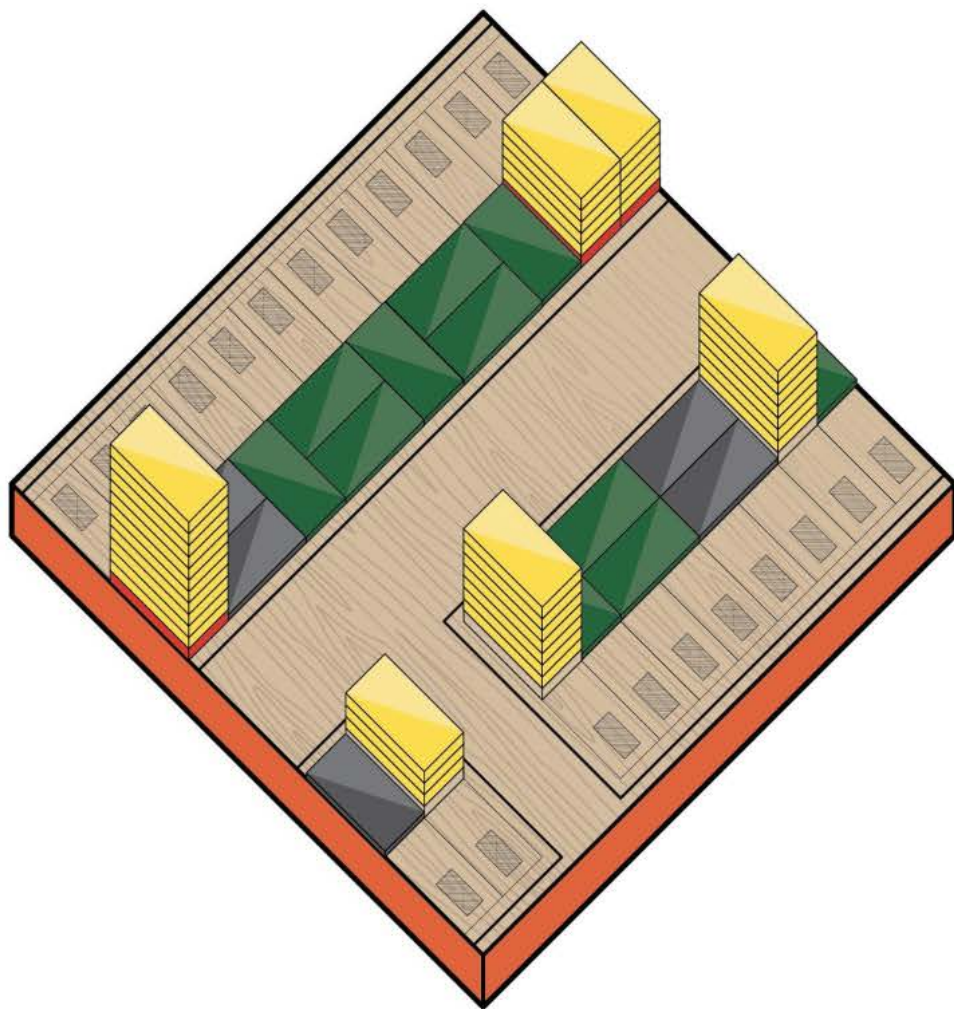
Step 2: The street team gives the player the pouch of tiles.



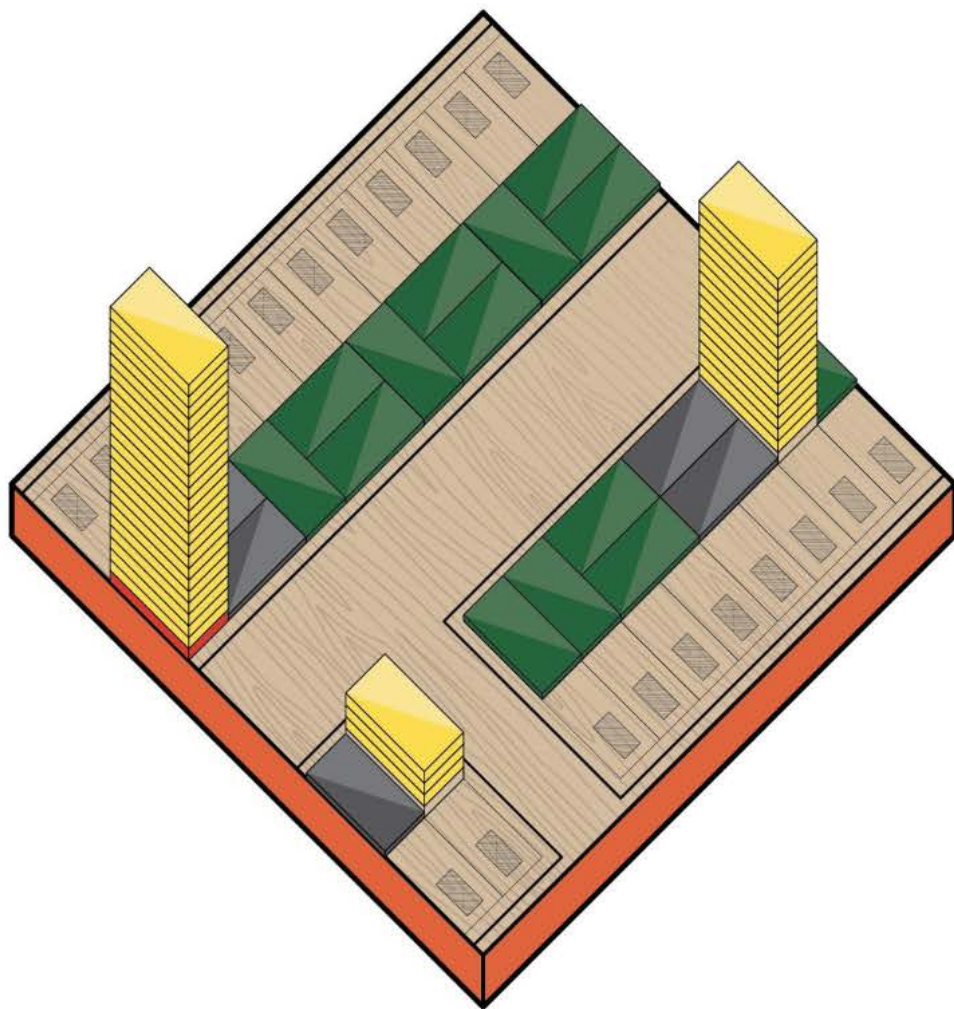
Step 3: The player is asked to stack 44 building blocks. This represents a FAR of 2.0.



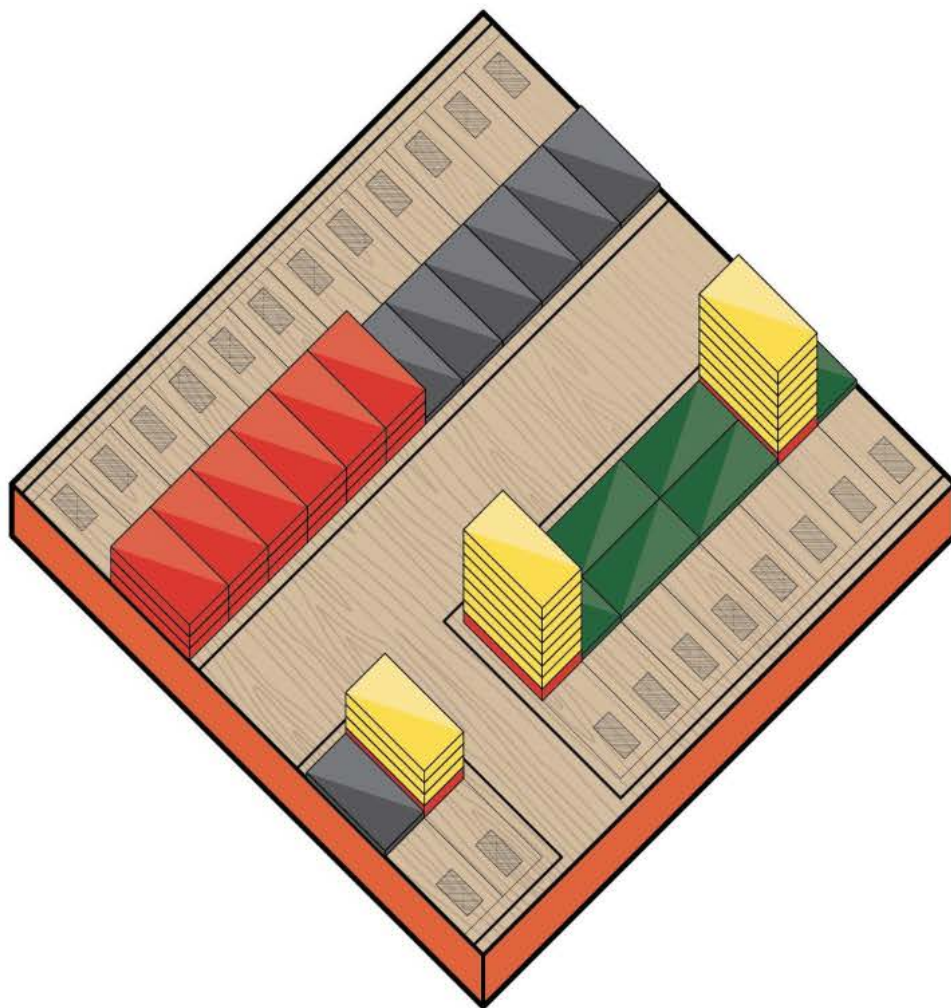
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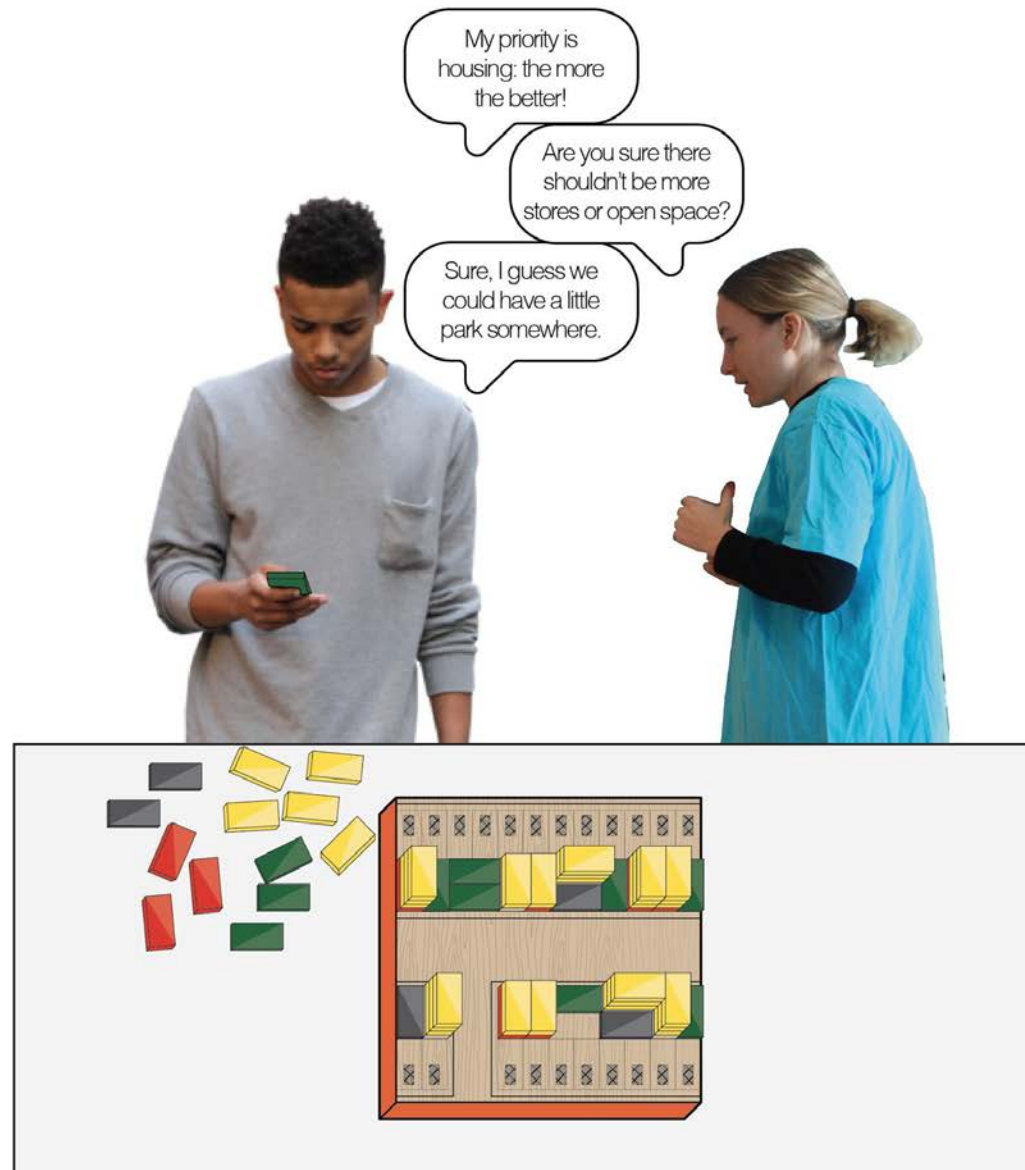
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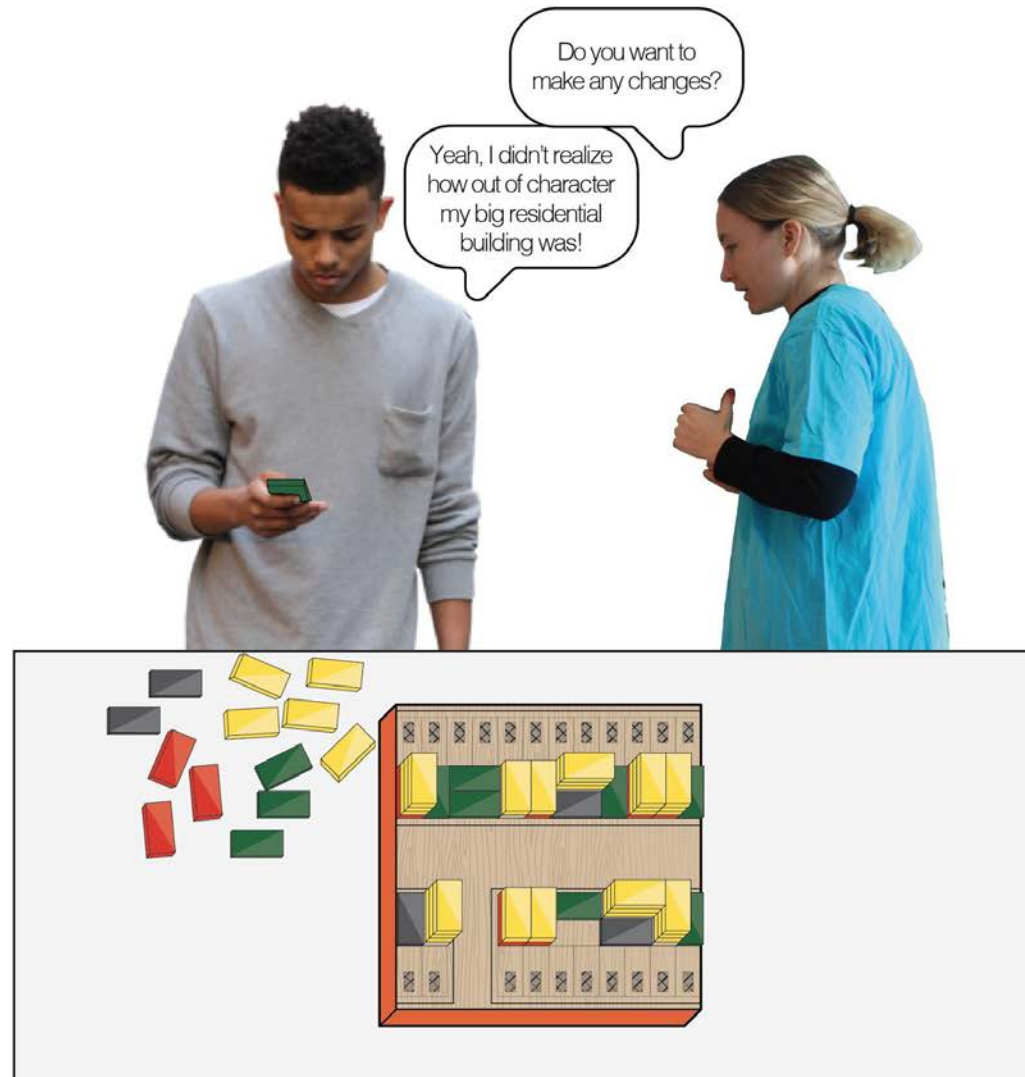
Step 4: The street team discusses the results and takes notes.



Step 5: The street team introduces the precedent cards. These show buildings around Cambridge that roughly correspond to the ones on the table.



Step 6: The participant is asked if he or she wants to make any revisions.




Step 7: Tally the points using the scorecard!

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CORRIDORS


1. How many residential units were created?

 $[\quad] \times [X] = [\quad]$


2. How many affordable units were created?

(answer to #1) $[\quad] \times [X] = [\quad]$

3. How much new tax revenue was generated?

 $[\quad] \times [X] = [\quad]$

4. How much green space was created?

 $[\quad] \times [X] = [\quad]$

Wrap up and discussion



