Engagement Working Group #4
September 20, 2016
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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Preview Envision Cambridge Corridors

Wrap-up and next steps
The Envision Cambridge Plan is a third stage in an ongoing process of comprehensively planning for a more livable and equitable Cambridge.

Join the conversation on envision.cambridgema.gov

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.

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

Join the conversation at envision.cambridgema.gov

Envision Cambridge
envision.cambridgema.gov
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Engagement summary as of July 2019. For a full report, visit the documents tab at envision.cambridgema.gov/documents/summaries
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

Never submit passwords through Google Forms.
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Join us to learn about our shared vision for Cambridge!

Meet the Envision Cambridge team at outdoor events this fall.

- PARKing Day
  - September 24
  - 10am - 4pm
  - Bus Service Station

- DPW Neighborhood BBQ
  - September 23
  - 6pm - 8pm
  - Cambridge Mill

- Family Day at Davis Square Park
  - September 17
  - 11am - 4pm
  - Davis Square Park

Go to envision.cambridgema.gov for more information about Envision Cambridge. Solutions for a more connected city that values people over profit.
Graphic identity

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

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!
Why plan now?

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.
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 Board (x1)  
Game Pieces (180 Total)  
Pouch (x1)

- Existing (x25)  
- Residential (x80)  
- Commercial (x25)  
- Park (x25)  
- Parking (x25)
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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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!

1. How many residential units were created?

\[ \square \times \square = \square \]

2. How many affordable units were created?

(answer to #1) \[ \square \times \square = \square \]

3. How much new tax revenue was generated?

\[ \square \times \square = \square \]

4. How much green space was created?

\[ \square \times \square = \square \]
Wrap up and discussion