National Planning Excellence Award for a Planning Firm
American Planning Association, 2015
LIVABLE
SUSTAINABLE
EQUITABLE
WHAT CHOICES DO YOU NEED TO LIVE AND WORK HERE?
HOW DO YOU PREFER TO MOVE AROUND THE CITY?
WHAT DO YOU CHERISH?
WHAT IS A CITYWIDE PLAN?

Prioritize needs + investment
Improve quality of life
Renew commitment to people, places, and ideas
WHAT DO YOU NEED IN A TEAM?

Shared values

Shared vision

Actionable plan
OUR VALUES

RESEARCH

SOCIAL EQUITY

SUSTAINABILITY
AN INTEGRATED TEAM
I want
- More affordable housing
- Libraries open
- More focus on what affects the for Cambridge

# ourCambridge

I want
- Less traffic
- More affordable
- More than 2
- For kids who to afford the for Cambridge

# ourCambridge

I want
- More attention to pedestrian safety (on sidewalks and crosswalks)

for Cambridge

# ourCambridge
ENGAGEMENT + OUTREACH
1. Engagement
2. Participation
3. Action
4. Communication
I want more community space with small businesses for Cambridge

# ourCambridge
I want

- More affordable housing
- Libraries open more
- More focus on how development affects traffic

for Cambridge

# ourCambridge
I want

- less traffic
- more affordable housing for families with more than 2 children
- for kids who grow up here to be able to afford to live here when out of college!

for Cambridge

# ourCambridge
I want

- less traffic
- more affordable housing for families with more than 2 Children
- For kids who grow up here to be able to afford to live here when out of college!

for Cambridge

# ourCambridge
I want more attention to pedestrian safety (on sidewalks and crosswalks) for Cambridge

# ourCambridge
“You know how you share food with people? That’s what it’s like living in a city.

You share the whole city with everybody. It’s like a house that you share with your family.

Ingrid, Kindergarten

“Kids can plant seeds. Kids have some power but not enough.”

- Thatcher Ages 5
“Social equity and diversity” and “life-long learning”

“Healthy community”

“Character of neighborhoods and squares”

Getting to Net Zero Goals

“Environmental Resiliency”
“Social equity and diversity” and “life-long learning”

“Healthy community”

“Character of neighborhoods and squares”

Getting to Net Zero Goals

“Environmental Resiliency”

OUR EQUITABLE CITY

OUR HEALTHY CITY

OUR VIBRANT CITY

OUR SUSTAINABLE CITY

OUR RESILIENT CITY

SET THE FRAMEWORK

CITYWIDE PLAN
URBAN PROTOTYPING
INTERRELATION BETWEEN DEVELOPMENT, INFRASTRUCTURE, TRANSPORT, CLIMATE CHANGE PREPAREDNESS & PLACEMAKING

Mission Bay + Mission Rock, San Francisco
INCREASED AFFORDABLE HOUSING - 30% TO 40%

MISSION BAY - MISSION ROCK
San Francisco, California
COMPARING EXISTING VIBRANT NEIGHBORHOODS TO DETERMINE THE RIGHT MIX

MISSION BAY + MISSION ROCK
San Francisco, California
OPEN SPACE ESTABLISHES THE NEIGHBORHOOD CHARACTER
National Planning Excellence Award for a Planning Firm