Let’s make a plan!
Cambridge Citywide Planning
Agenda

- Who we are
- What distinguishes our team
- What we heard
- Questions for the audience
- Data: to raise questions and frame hypotheses
- How we will engage the community
- Q&A
Who we are

Urban Planning

Utile

Interboro Partners
Community Engagement and Urban Design

Engagement

Team Better Block
Tactical Urbanism

Consensus Building Institute
Facilitation and Collaboration

DS4SI
Social Interventions and Labs

Strategy

Ninigret
Market Analysis

HR&A
Market Analysis

Happold Consulting
Sustainability

Analysis

Klopfen Martin
Landscape Architecture & Open Space

Community Opportunities Group
Land Use, Zoning, Preservation, and Housing Analysis

Donahue Institute
Comparative and Trends Analysis

Supernormal
Urban Data Collection and Analysis

HDR
Civil, infrastructure, traffic/transportation engineering

Nelson Nygaard
Multimodal Transportation Planning
Who we are

Utile
Tim Love
Meera Deean
Jonathan Evans

Interboro Partners
Dan D’Oca

Analysis
Klopfers
Kaki Martin

Nelson\Nygaard
Jason Schrieber & Lisa Jacobson

Donahue Institute
Mark Melnik

Community Opportunities Group
Courtney Starling

Supernormal
Elizabeth Christoforetti

HDR
Jerry Friedman

Team Better Block
Andrew C. Howard & Cristina Garmendia

Consensus Building Institute
Patrick Field, Ona Ferguson, & Eric Roberts

DS4SI
Ayako Maruyama, Lori Lobenstein, & Kenneth Bailey

Engagement

Strategy
Ninigret
Kevin Hively

HR&A
Kyle Vangel & Shuprotim Bhaumik

Happold Consulting
John Swift & Ariella Maron
What distinguishes our team

How Many People Travel In and Out of Boston Each Morning?

Where Are You Most Likely to Find a Seat on the Subway?

During the morning rush, nearly all subway seats have been filled before trains even get to Boston, forcing Bostonians to stand. Off-peak, seats are easy to find.

How to Read This Chart

1. Thickness indicates passenger volume/hour
2. Shaded area indicates seated capacity
3. Outside the shaded area, passenger volume exceeds seated capacity and more riders are forced to stand.

Morning inbound trains fill up and become crowded as they approach downtown. Seats on the Orange Line are full sooner than other lines.

At their PM peak load points, the Orange Line (from Chinatown to Tufts Medical Center) is carrying 20% more passengers than the Red Line (from South Station to Broadway) on its fewer trains per hour.
What distinguishes our team
What distinguishes our team
What distinguishes our team
Key planning topics

**CLIMATE CHANGE & THE PHYSICAL ENVIRONMENT**
- energy
- vulnerability
- greenhouse gas emissions
- infrastructure
- extreme weather
- stormwater

**URBAN CHANGE**
- land use
- character
- neighborhoods
- scale
- community services
- infrastructure
- (re)development
- diversity

**TRANSPORTATION & MOBILITY**
- transit
- choice
- walking
- biking
- Hubway
- driving
- car sharing
- parking
- choice

**ECONOMIC DEVELOPMENT**
- higher ed
- inequality
- market sectors
- income
- sustainable practices
- business trends
- job trends
- training

**HOUSING**
- families
- affordability
- typologies
- middle-income
- access
- inclusionary
- workforce
Key planning topics

- **Civic Engagement**
  - energy
  - vulnerability
  - greenhouse gas emissions
  - infrastructure
  - extreme weather
  - stormwater

- **Urban Planning & Design**
  - higher ed
  - inequality
  - market sectors
  - income
  - sustainable practices
  - business trends
  - job trends
  - training

- **CLIMATE CHANGE & THE PHYSICAL ENVIRONMENT**
  - community services
  - infrastructure
  - (re)development
  - diversity

- **Social Cohesion**
  - transit
  - choice
  - walking
  - biking
  - Hubway

- **DATA ANALYSIS**
  - driving
  - car sharing
  - parking
  - choice

- **HOUSING**
  - families
  - affordability
  - typologies
  - middle-income

- **TRANSPORTATION & MOBILITY**
  - access
  - inclusionary
  - workforce
The Utile team brings broad experience in all the key planning topic areas.

**Urban Planning & Design**
- **Union Square Planning**
  Somerville, Mass. (Utile with Nelson Nygaard)
- **Greenway District Planning Study**
  OmaNYC (HRA)

**Urban Change**
- **Living with the Bay**
  Norwalk, CT (Harbor Hernandez)
- **Mill River Development**
  New Haven, Conn. (Utile with Nelson Nygaard and NNG)
- **Union Square Planning**
  Somerville, Mass. (Utile with Nelson Nygaard)
- **Greenway District Planning Study**
  OmaNYC (HRA)

**Economic Development**
- **Detroit Innovation District**
  OmaNYC (HRA)

**Social Cohesion**
- **Grassroots Region**
  OmaNYC (HRA)

**Transportation & Mobility**
- **Queens Crossing BID Plan**
  Boston, MA (Utile, and Nelson Nygaard)

**Climate Change & the Physical Environment**
- **Citywide Housing Study**
  Hartford, CT (NNG)
- **Data Analysis**
  Downtown Crossing BID Plan (Utile, and Nelson Nygaard)

**Housing**
- **Citywide Housing Study**
  Hartford, CT (NNG)

**History**
- **Greenway District Planning Study**
  OmaNYC (HRA)

**Consistent with the Bay**
- **Greenway District Planning Study**
  OmaNYC (HRA)

**Public Presentation**
- **July 27, 2015**

---

Don’t reinvent the wheel!

- Kendall Square/Central Square Plan
- Getting to Net Zero Task Force
- Climate Change Vulnerability and Assessment Plan
- Community Health Assessment and Community Health Improvement Plan
- Bicycle Network Plan
- Land Use Classification Study
- Incentive Zoning Study
- Inclusionary Housing Study
- Transit Strategic Planning Process
- Climate Protection Goals and Objectives
- Concord-Alewife Planning Study
- North Mass Ave Improvement Study
- Lower Mass Ave Visioning Study
- Cambridge Riverfront Plan
- Grand Junction Community Path
- East Cambridge Riverfront Plan
- Eastern Cambridge Planning Study
- Eastern Cambridge/Kendall Square Open Space Study
- Five Year Street and Sidewalk Reconstruction Plan
- Foundry Building Reuse
- Cherry Street Parcel
- Connect Kendall Square Competition
- Lighting Ordinance Task Force
- Infrastructure Redesign and Traffic Calming
- Greenway and Multi-Use Path Projects
- Green Line Extension
- Alewife Bicycle/Pedestrian Path and Commuter Rail Feasibility
Questions for the Audience
A city of neighborhoods
Cambridge has a growing population that is aging in place.
Cambridge is diverse, but not well integrated.

% of Population that is White
- 85% – 98%
- 75% – 85%
- 67% – 75%
- 60% – 67%
- 12% – 60%

Source: ACS 2009-2013 5-Year Block Group Estimates
Cambridge is diverse, but not well integrated.
The median household income is $75,000.
The median gross rent is $1600.
Many parts of Cambridge are almost entirely rental apartments.
40% of Cambridge’s 100,000 residents are students.
Community engagement
Interboro Partners, What is the Future of Fairmount, Newark, 2009

DS4SI, Utile, Nelson Nygaard, Go Boston 2030 Visioning Lab, Boston, 2015
Demystifying planning: educational materials
Demystifying planning: educational workshops
Demystifying planning: how did this happen?
Demystifying planning: educational walk-shops
Demystifying planning: planning happenings
Street team: person-on-the-street surveys
Street team: build your future city
Street team: mobile talk truck
Street team: pop-up events
Street team: pop-up events

Clockwise from top left: Gather Here Knitter’s Brunch, Upham’s Corner Street Lab (DS4SI), YWCA Cambridge Annual Meeting, Cambridge Street Festival, planning meeting facilitated by Consensus Building Institute, Carnival Cambridge
Street team: student training
Public meetings: charrettes
Online engagement

Let’s make a plan!
Cambridge Citywide Planning
Informal engagement: observations
Informal engagement: stop and chats
Putting it all together: communication and digital tools
Citywide plans: best practices

Detroit Future Cities, 2012