Agenda

Process Update

Community Interaction Introduction

Community Interaction: Refining Draft Goals
- Goal topics
- Gap analysis
- Refinement

Community Interaction: Strategies and Actions
- Existing strategy and action review
- Gap analysis
- Adding new strategies and actions
- Amenities by Location

Next Steps
Process Overview
Project Framework

**FOCUS AREAS**
What we are going to concentrate on

- **VISION**
  What we want to be

- **CORE VALUES**
  What is important to us

**EXISTING CONDITIONS**

- **DRAFT GOALS, ISSUES, & OPPORTUNITIES**

- **STRATEGIES & ACTIONS**
  TARGETS & INDICATORS

**THE PLAN**
Working Groups and the ECAC

Six topic-focused working groups will provide input to the ECAC for plan development. ECAC develops additional topic-focused content for Urban Form and Community Interaction.
ECAC Schedule

• May–November 2016: Engagement and Analysis
• January 2017: Alewife Scenarios
• March–May 2017: Regional context, Urban Form, and the Corridors
• **August 2017: Community Interaction**
• September 2017: Working Group recommendations
• October 2017: Urban Form and Open Space
Community Interaction
What is Community Interaction?

The parts of a city that enable its people to live healthy and fulfilled lives, while bringing them together as a cohesive and complementary society.

Draft Topics
- A: Inclusion of Diversity
- B: Social Cohesion and Social Capital
- C: Civic Engagement
- D: Healthy Living
- E: Learning and Play
- F: Art and Expression in Public Life
Community amenities

Playground  Community Garden  Swimming Pool  Public School  Youth Center  Senior Center  Recreation Center  Library

Rec centers include the YMCA. Swimming pools only include outdoor pools.
Essential Definitions

**GOAL**

*Broad, aspirational statement of what we want to achieve*

**Strategy**

*Approach or approaches that we take to achieve a goal*

**Action**

*Specific policy, program, or tool we take to achieve a strategy*

**Indicator**

*Quantitative measure(s) used to assess performance against goal*

**Target**

*Desired level of performance*
**GOAL**

*Provide affordable rental and homeownership housing to serve low-, moderate-, and middle-income individuals and families and enable Cambridge to thrive as a mixed-income community.*

**Strategy**

*Increase production of new affordable housing.*

**Action**

*Increase inclusionary zoning to 20%.*  
*Continue commitment of 80% of CPA funds to affordable housing.*

**Indicator**

*The portion of households making between 30% and 80% of area median income that are housing cost-burdened declines.*

**Target**

*Less than 50% of households making between 30% and 80% of area median income are housing cost-burdened by 2030.*
Exercise 1: Topic Gap Analysis

Draft topics
- A: Inclusion of Diversity
- B: Social Cohesion and Social Capital
- C: Civic Engagement
- D: Healthy Living
- E: Learning and Play
- F: Art and Expression in Public Life

Guiding questions:
- Do these topics all belong in Community Interaction?
- What is the overlap between topics, and where can the distinctions between topics be refined?
- What is missing from this discussion of Community Interaction?
Exercise 2: Generating Goals

Draft topics
- A: Inclusion of Diversity
- B: Social Cohesion and Social Capital
- C: Civic Engagement
- D: Healthy Living
- E: Learning and Play
- F: Art and Expression in Public Life

Guiding questions:
- What key words or phrases belong in goal statements for each topic? (What are the key sub-topics?)
- What are our loftiest aspirations for each topic? Are these reasonably achievable? If not, are there similar achievable goals?
- What edits would you make to the example goal statements included in the packet?
Exercise 3: Strategy and Action Gap Analysis

- Example strategy gap:
  - Encourage participation in the political process

- Example action gap:
  - More targeted voter registration drives
  - Public get-out-the-vote efforts
  - Political training for youth

Guiding questions:
- What were the most compelling or surprising policies and programs that the city is currently undertaking?
- Are there any gaps in the overall strategies given in the packet? (How can we achieve our goals in new and different ways?)
- What new policies or programs would you add to this list?
Exercise 4

Rec centers include the YMCA. Swimming pools only include outdoor pools.
Next Steps
Next Steps

Community Interaction
- Finalize goal statements
- Refine strategies and actions

Advisory Committee
- September: Review Working Groups’ progress and resolve potential conflicts between groups
- October: Urban form, open space, and the public realm