

Envision Cambridge

Advisory Committee Meeting #9

August 23, 2017

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Agenda

Process Update

Community Interaction Introduction

Community Interaction: Refining Draft Goals

- Goal topics
- Gap analysis
- Refinement

Community Interaction: Strategies and Actions

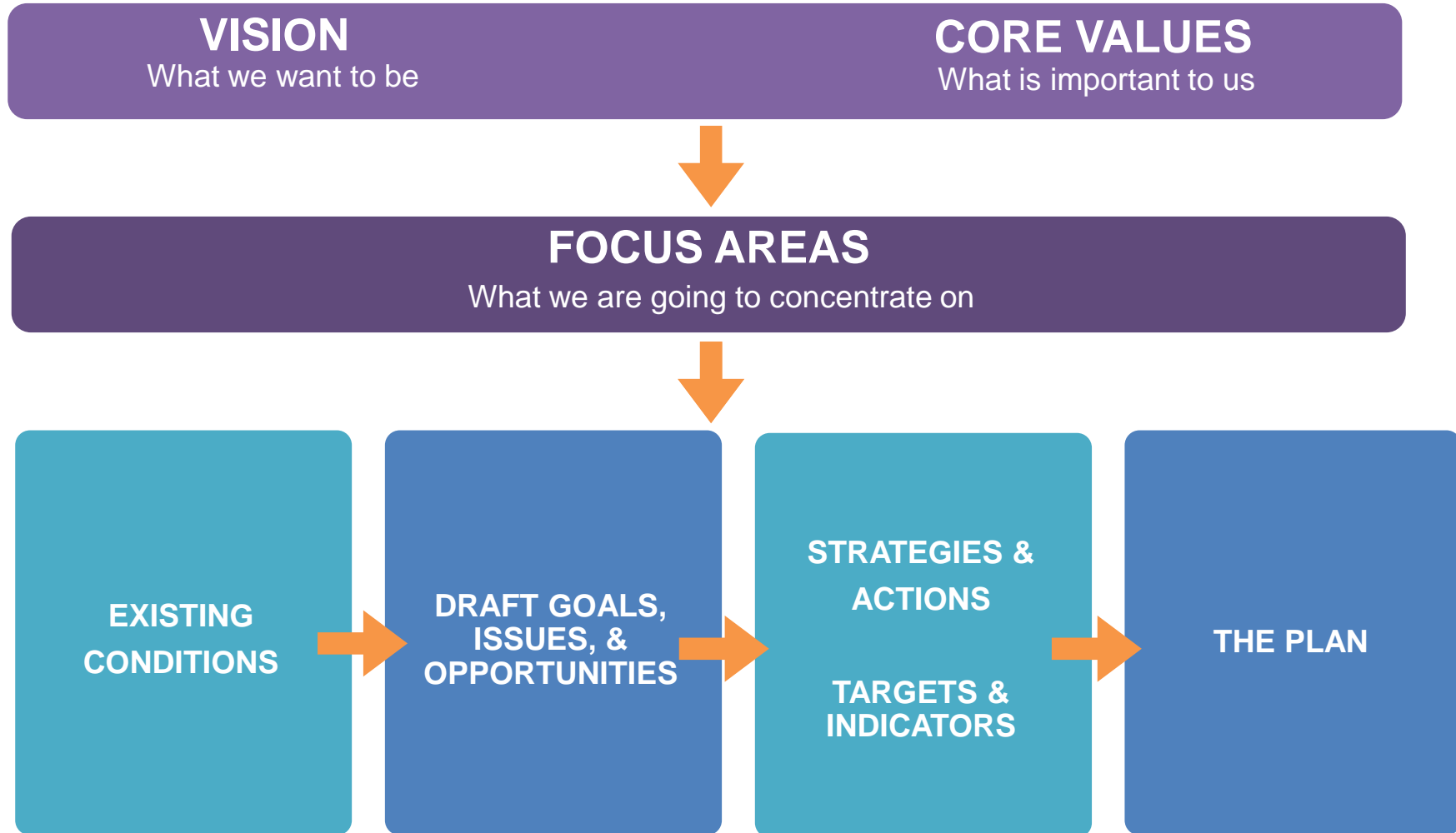
- Existing strategy and action review
- Gap analysis
- Adding new strategies and actions
- Amenities by Location

Next Steps

Process Overview

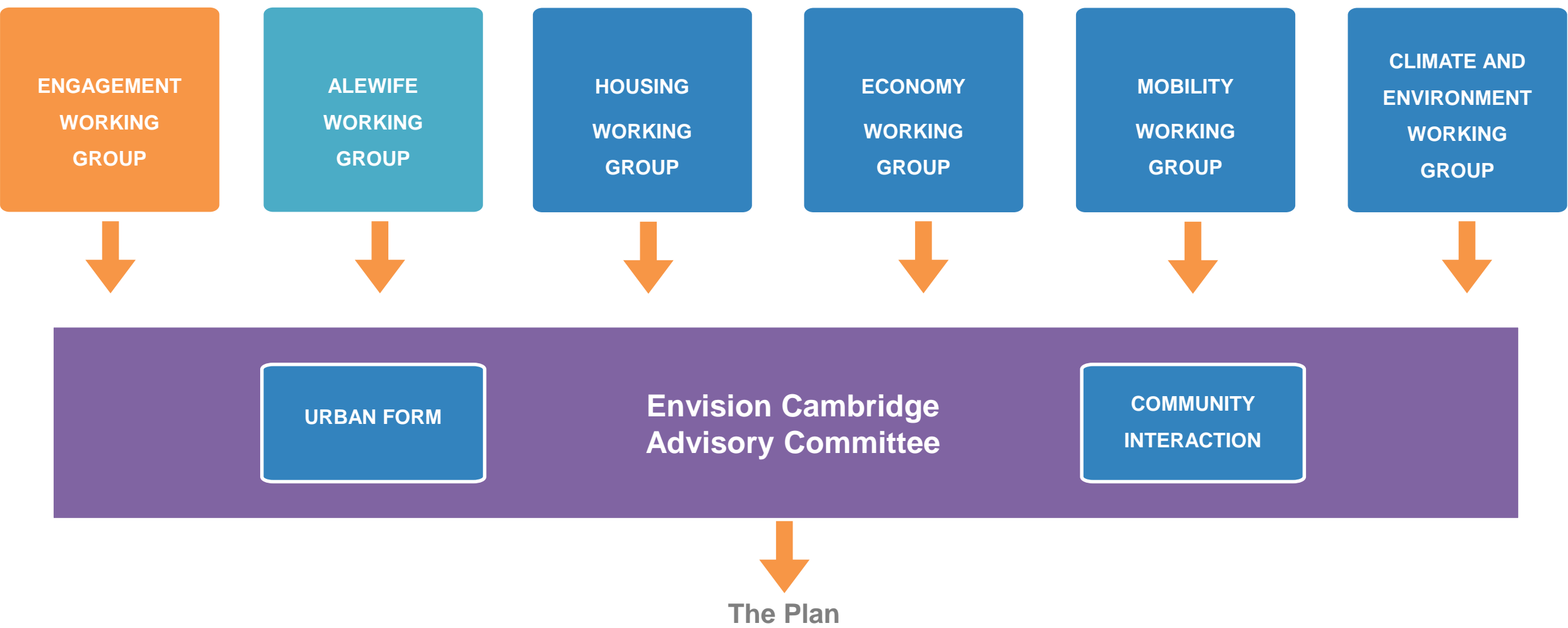


Project Framework



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



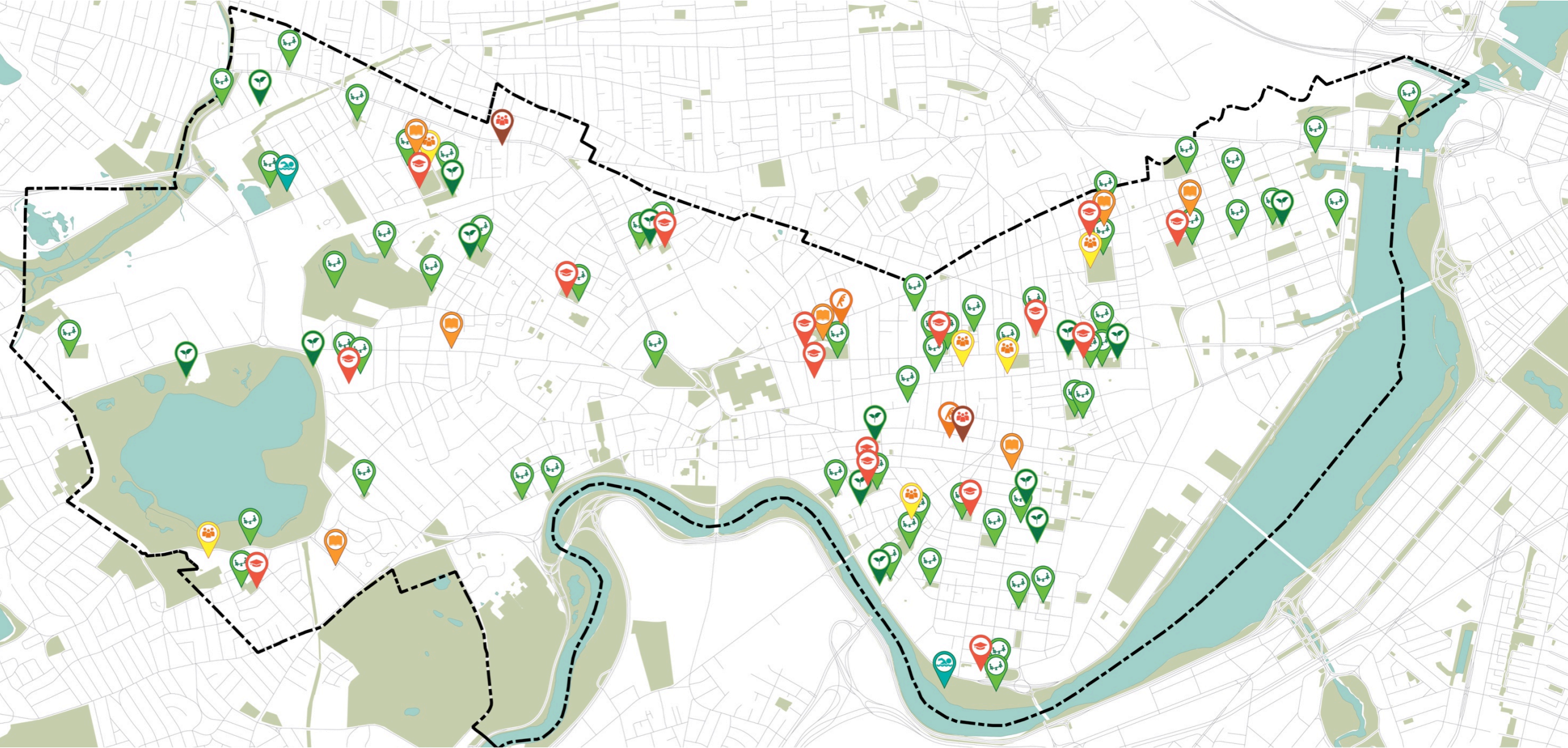
What is Community Interaction?

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



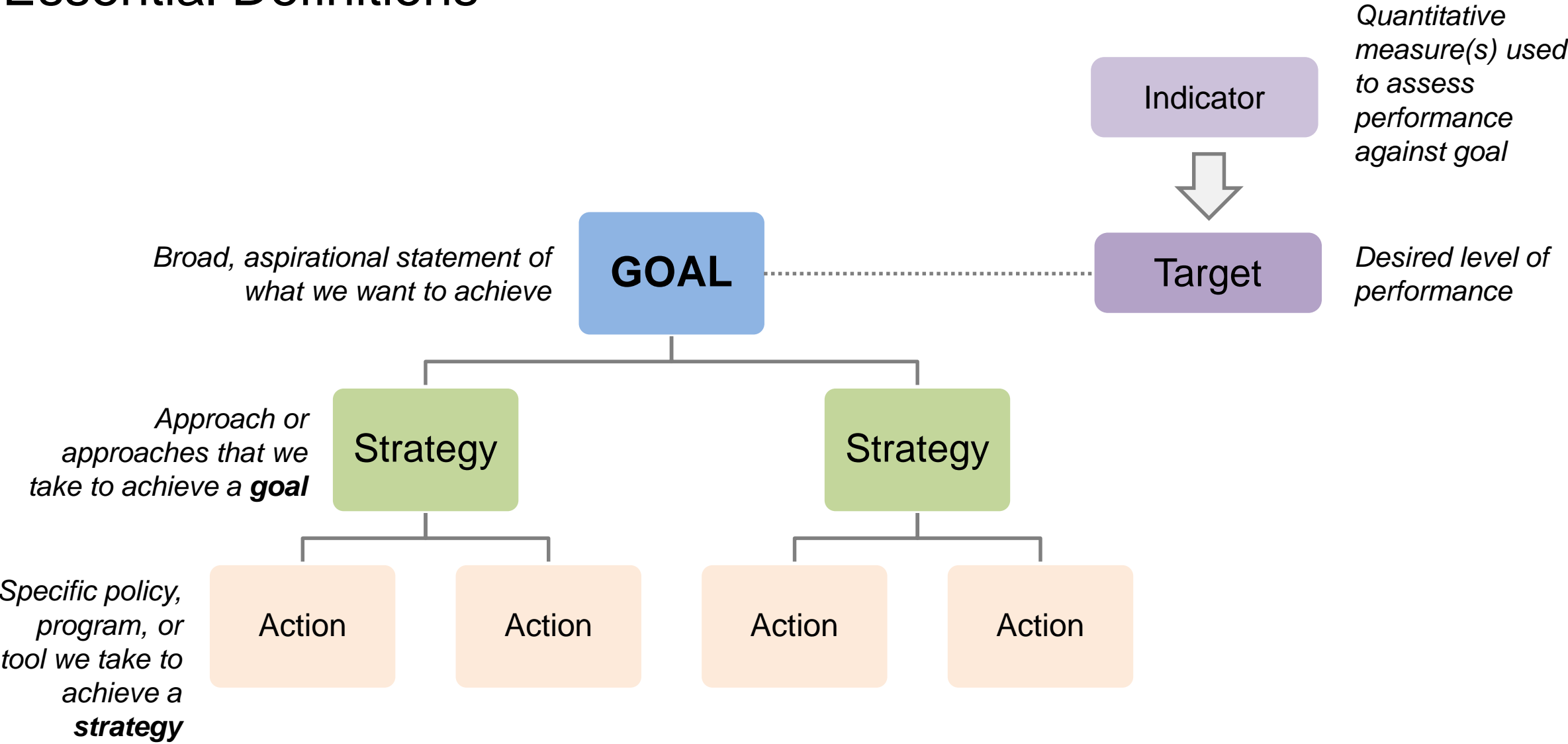


Community amenities

-  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



Essential Definitions: Housing Example

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:

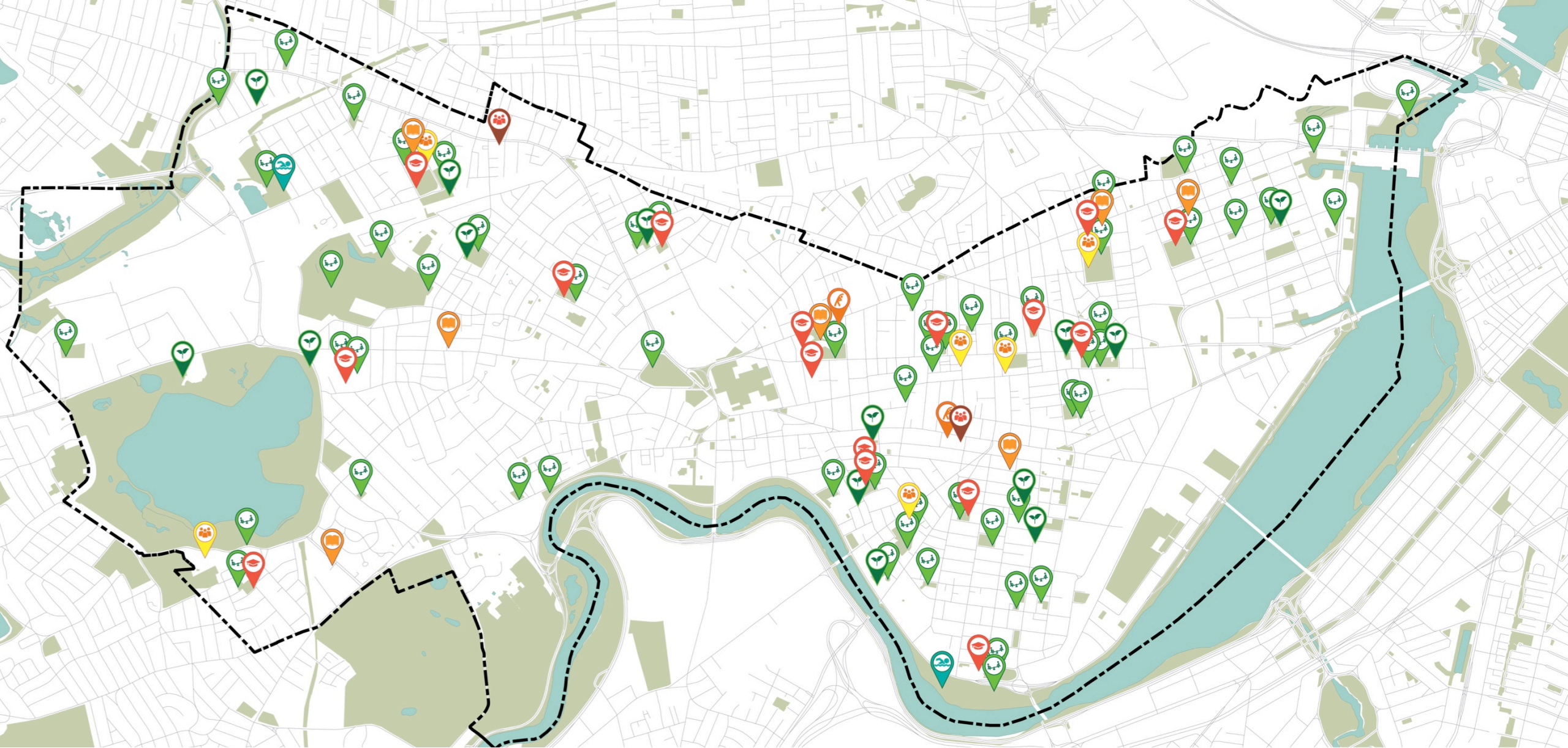
- *What key words or phrases belong in goal statements for each topic? (What are the key sub-topics?)*
- *What are our loftiest aspirations for each topic? Are these reasonably achievable? If not, are there similar achievable goals?*
- *What edits would you make to the example goal statements included 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

-  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.

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

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