

# ENVISION CAMBRIDGE



Envision Cambridge Advisory Committee  
December 5, 2018

# Agenda

- Working Group Recommendations
  - Indicators and Targets by Planning Topic
- Discussion

# Our Process

2016

- Work with community to develop a shared understanding of key planning issues
- Determine vision and core values with community input
- Assess challenges and opportunities through data analysis and public feedback

2017

- Dive into planning topics with working groups
- Set goals
- Identify strategies
- Develop the Alewife district plan

2018

- Develop focus area recommendations with working groups
- Discuss trade-offs and scenarios
- Draft final plan
- Refine and integrate Alewife district plan

**Planning Topics**

*Housing*

*Economy*

*Mobility*

*Climate and Environment*

*Urban Form*

*Community Wellbeing*



# Engagement by Numbers

**4,000+** participants reached with the mobile engagement station and other mobile activities

**2,000+** online and in-person survey responses

**5,000+** social media interactions

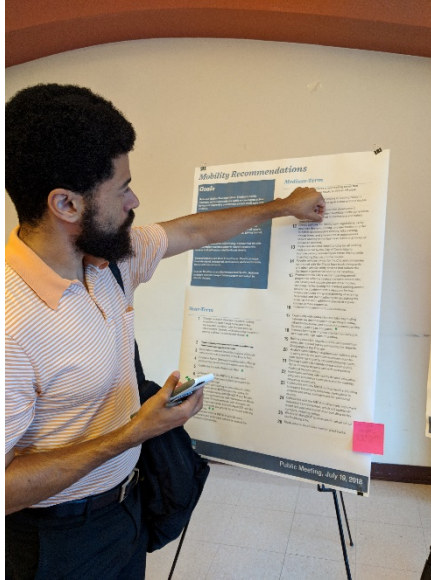
**500+** public workshop attendees

**115** working group members

**155** hours of committee and working group meetings

**160** participants in focus groups with hard-to-reach populations

**71** public meetings, including workshops, panels, and working group discussions





# Vision and Core Values

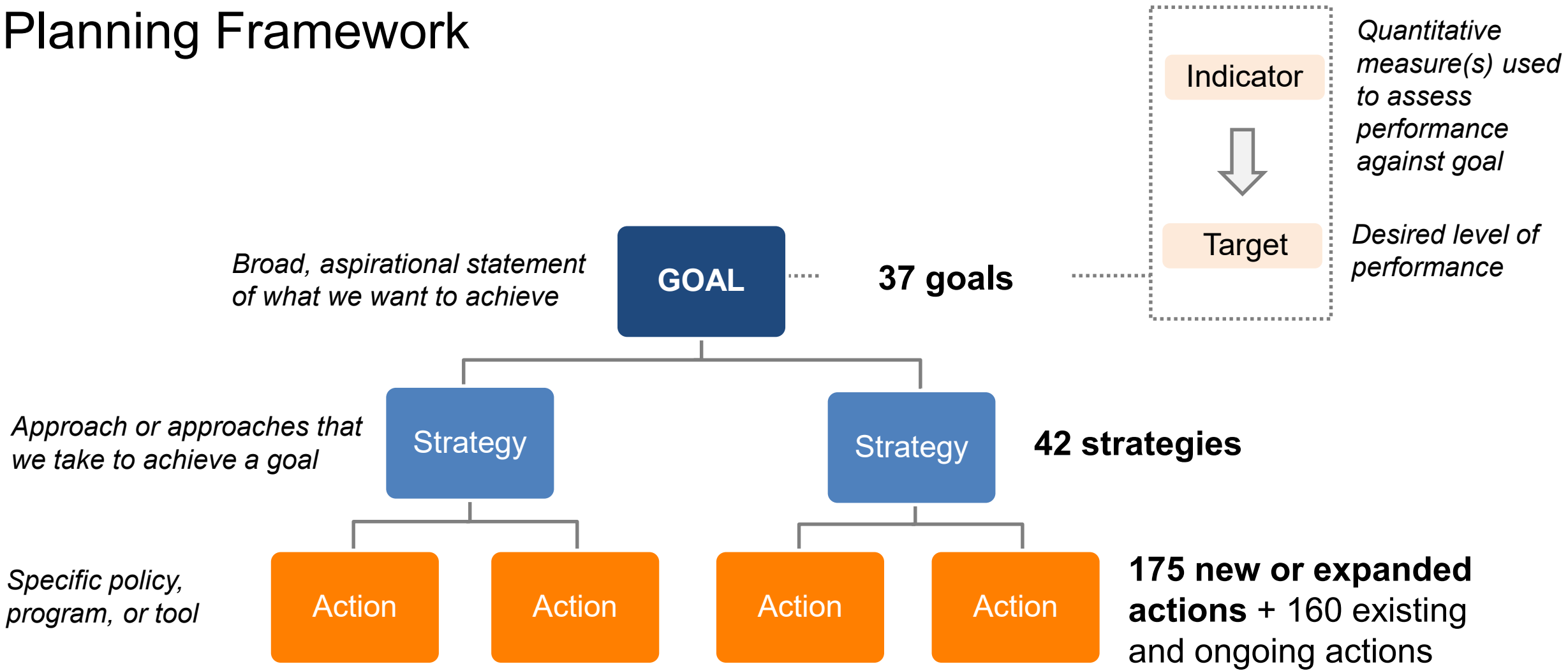
## Vision: What we want to be

*“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***



# Planning Framework





# Working Group Recommendations





# Housing Working Group

## Goal Topics

- Affordable Housing
- Housing Diversity
- Livable Communities
- Housing Stability
- Market Affordability
- Opportunity Neighborhoods

## 2030 Targets

- At least 3,125 new dedicated affordable housing units
- 12,500 total new housing units
- Increase City's investment in affordable housing to at least \$20 million annually
- Increase the share of households with children under 18 to at least 20%
- Increase share of households earning less than the regional median income (AMI):
  - 30% earning less than 50% AMI
  - 20% earning 50-100% AMI
  - 50% earning more than 100% AMI



# Economy Working Group

## Goal Topics

- Shared Community Prosperity
- Equity
- Global Economic Center
- Employment Diversity
- Business Diversity
- Great Commercial Districts

## 2030 Targets

- Outperform job growth rate compared to MA and US by 3% overall, 5% for life sciences, 3% for high tech; match light industrial job growth rate for MA and US (without declining even if those rates do so)
- Decrease disparities in labor force participation by 10% for black and Latina/o residents compared to white residents, 12% for residents with disabilities compared to residents without disabilities, and eliminate the gap between men and women residents
- Reduce the post secondary degree attainment gap between black and Latina/o vs. white non-Latina/o and low-income vs. higher income for CRLS students
- 90% of workers earn a living wage
- Increase number of MWBEs participating in grants or consultations to 18% of MWBEs (~205 businesses)
- 30 small businesses per 1,000 residents, with 9 small retail, food service, or accommodation businesses per 1000 residents





# Mobility Working Group

## Goal Topics

1. Equity and Accessibility
2. Reliability and Efficiency
3. Safe and Active Transportation
4. Connectedness and User Friendliness
5. Community Character and Vitality
6. Climate Mitigation and Resilience

## 2030 Targets

- Reduce number of fatalities and serious injuries to zero
- 20% increase in portion of residents who live within walking distance of high-frequency transit
- Increase in the number of streets meeting the city's standard for bicycle comfort to 90% of streets
- Grow intersection density to 240 intersections per square mile (measuring walking access)
- Reduce proportion of people driving alone by 15% for all trip types
- 32% of people working in Cambridge drive alone to work and 21% of resident labor force drives alone to work
- Grow the average number of residents' easily accessible active mobility choices by 1.5





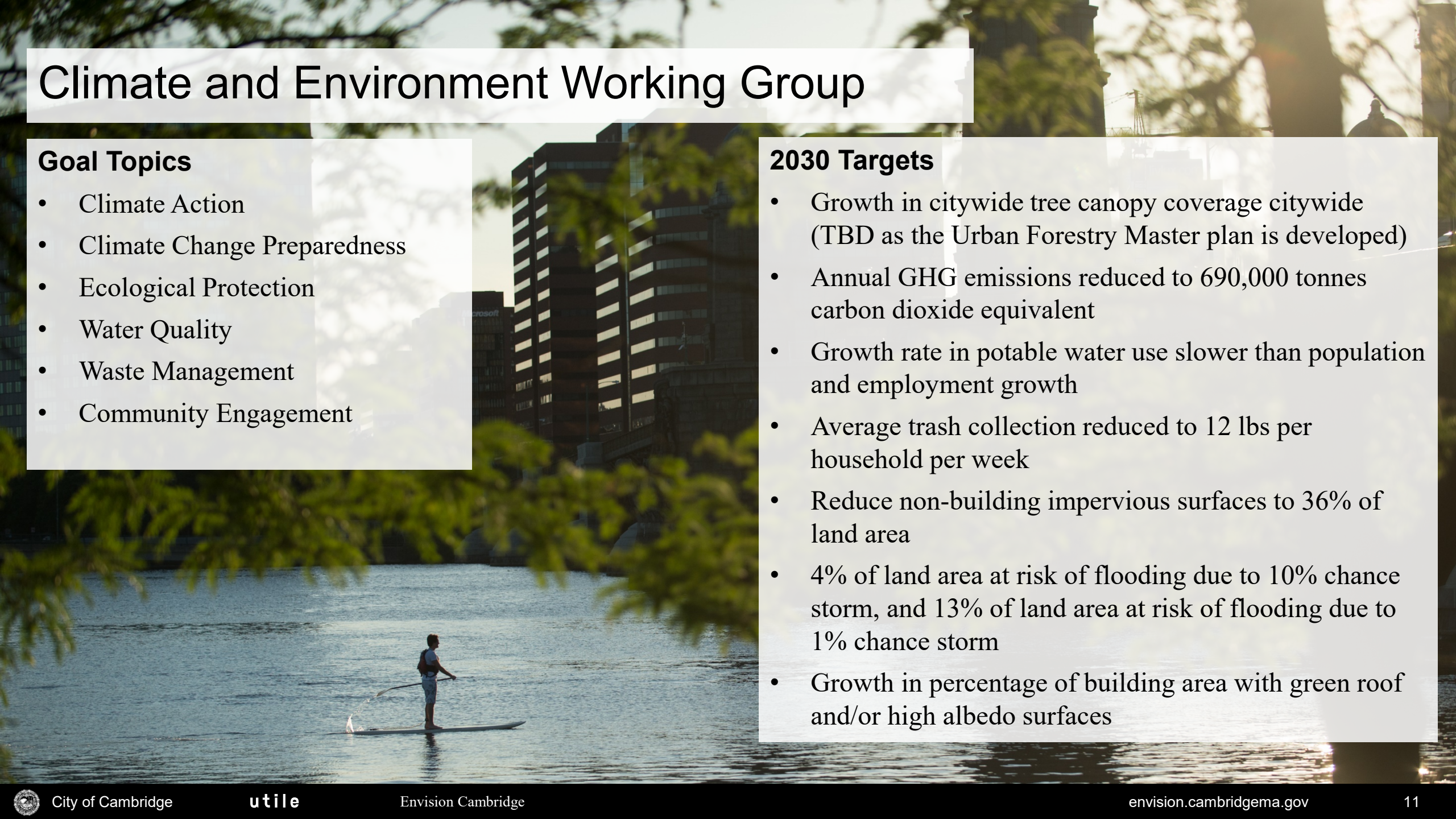
# Climate and Environment Working Group

## Goal Topics

- Climate Action
- Climate Change Preparedness
- Ecological Protection
- Water Quality
- Waste Management
- Community Engagement

## 2030 Targets

- Growth in citywide tree canopy coverage citywide (TBD as the Urban Forestry Master plan is developed)
- Annual GHG emissions reduced to 690,000 tonnes carbon dioxide equivalent
- Growth rate in potable water use slower than population and employment growth
- Average trash collection reduced to 12 lbs per household per week
- Reduce non-building impervious surfaces to 36% of land area
- 4% of land area at risk of flooding due to 10% chance storm, and 13% of land area at risk of flooding due to 1% chance storm
- Growth in percentage of building area with green roof and/or high albedo surfaces





# Urban Form Working Group

## Goal Topics

- Development Patterns
- Growth in Evolving Areas
- Transitional Development
- Public Realm
- Activation
- Design Process

## 2030 Targets

- On Massachusetts Ave, Cambridge St, and in major squares, grow the percent of blocks that foster active street life (based on specific targets around building entrances, retail and restaurant frontages, street wall, transparency, curb cuts, and street furniture).
- 87% of homes within walking distance to three or more different kinds of parks
- 90% of survey respondents rate Cambridge's overall appearance as good or excellent
- Increase percent of tree canopy over sidewalk and streets (TBD as the Urban Forestry Master plan is developed)



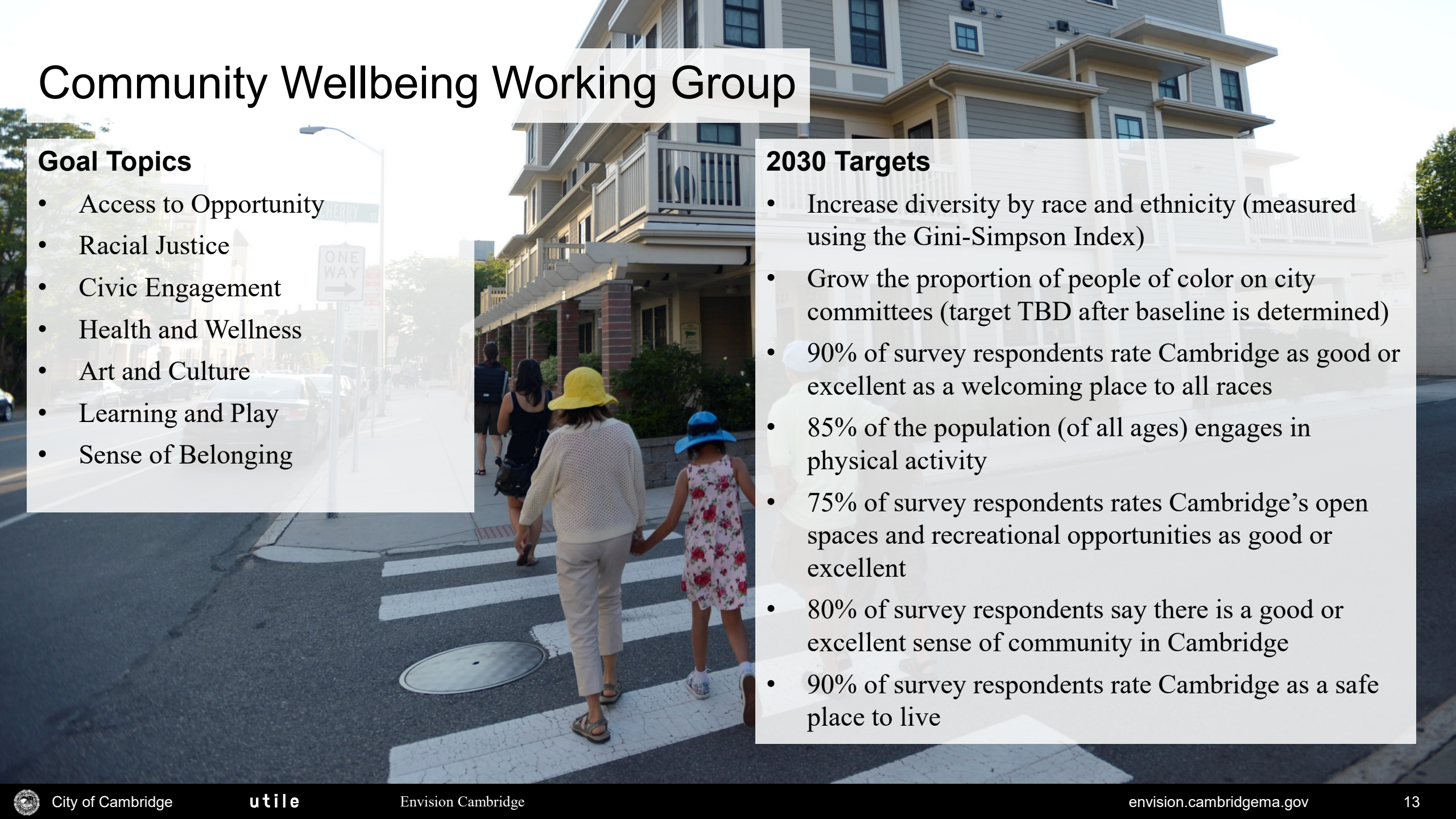
# Community Wellbeing Working Group

## Goal Topics

- Access to Opportunity
- Racial Justice
- Civic Engagement
- Health and Wellness
- Art and Culture
- Learning and Play
- Sense of Belonging

## 2030 Targets

- Increase diversity by race and ethnicity (measured using the Gini-Simpson Index)
- Grow the proportion of people of color on city committees (target TBD after baseline is determined)
- 90% of survey respondents rate Cambridge as good or excellent as a welcoming place to all races
- 85% of the population (of all ages) engages in physical activity
- 75% of survey respondents rates Cambridge's open spaces and recreational opportunities as good or excellent
- 80% of survey respondents say there is a good or excellent sense of community in Cambridge
- 90% of survey respondents rate Cambridge as a safe place to live





# Discussion





# Next Steps

- Project completion by end of year 2018
- Implementation of recommendations – now through 2030
  - 175+ new recommendations
  - Many recommendations will require additional study and public engagement