

CAMBRIDGE CONVERSATIONS

Community Meeting

June 2014

6:30 pm Open House

6:50 pm Introduction: Cambridge Conversations &
Future Master Plan

7:10 pm Work Session

8:00 pm Discussion and Next Steps

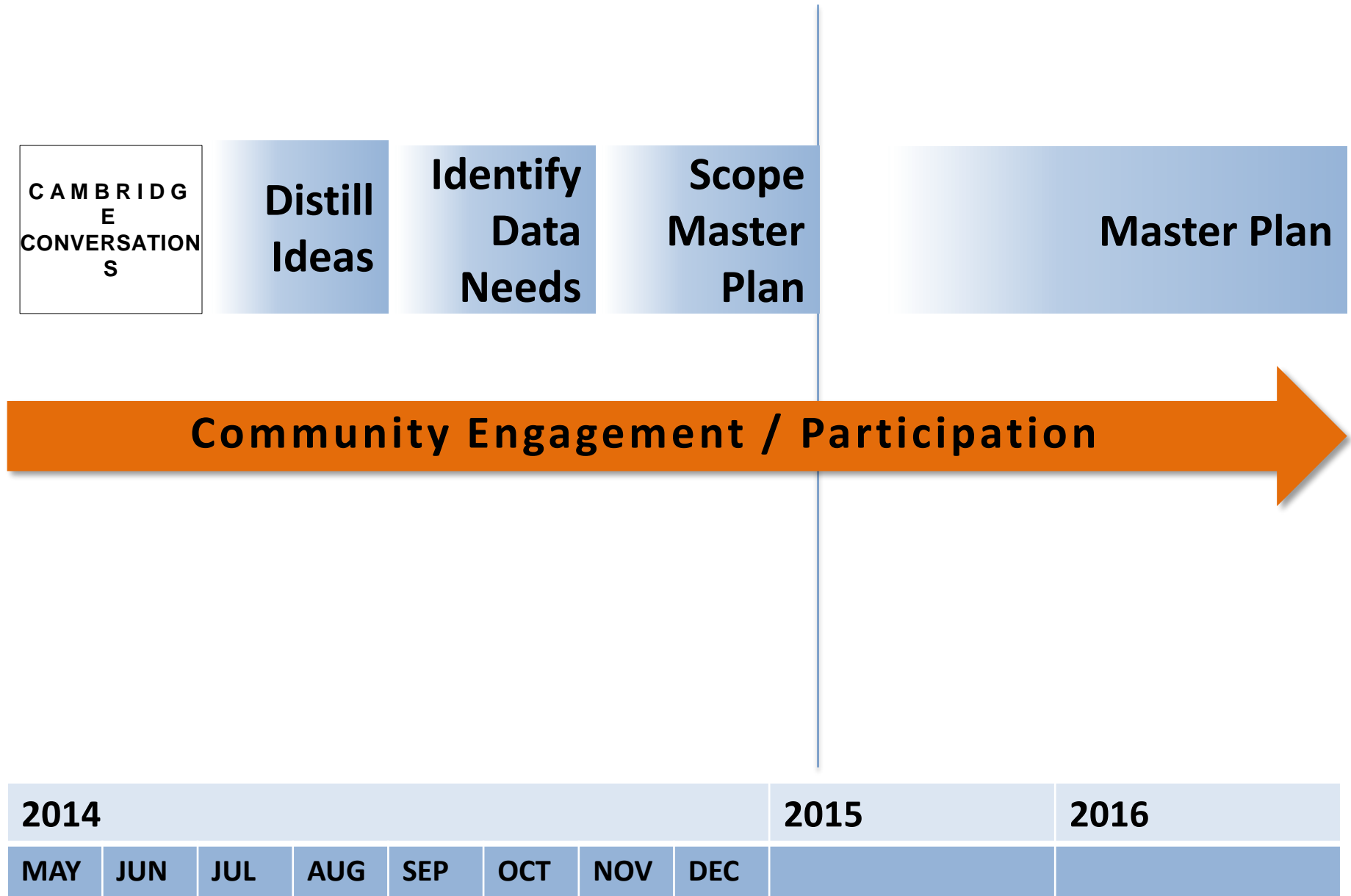
8:30 pm Close

Why Now?

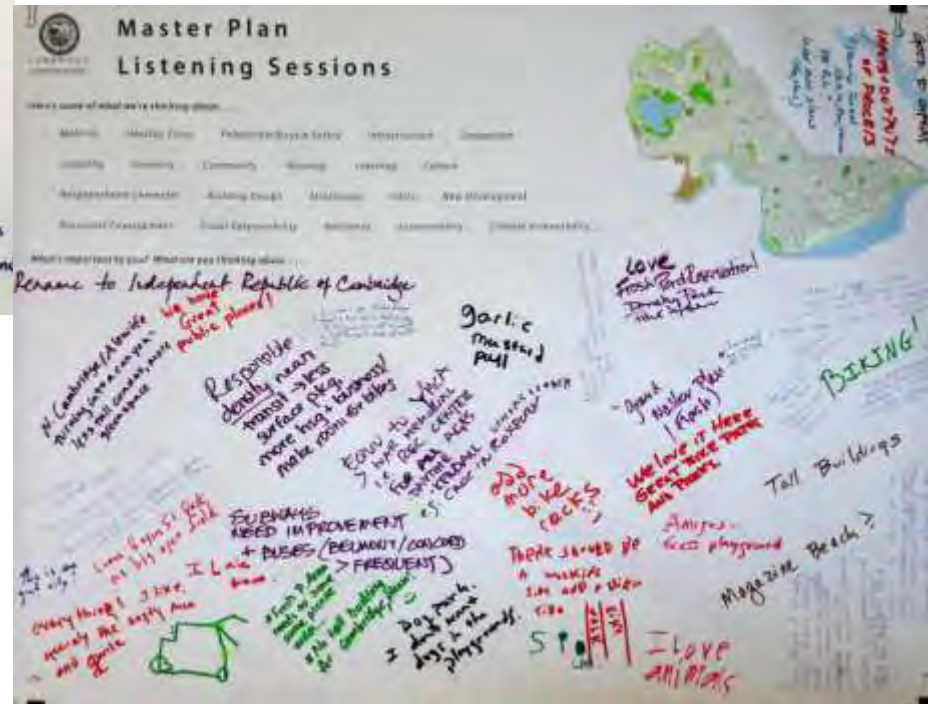
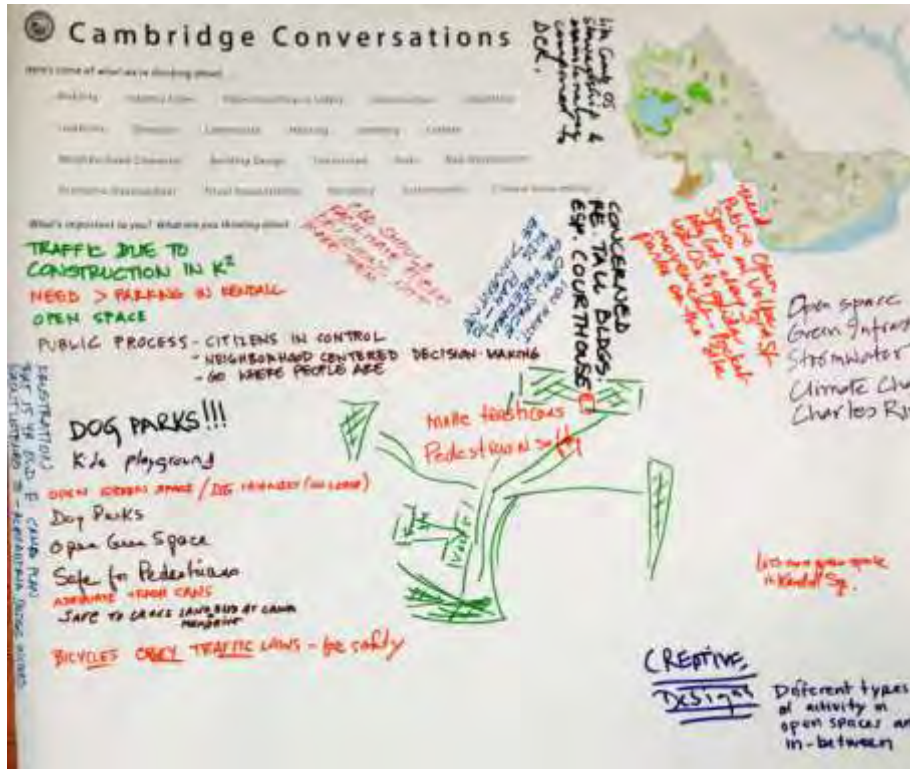
- Preparation for a citywide master plan
- Community input and City Council Order
- Exchange ideas, set up process
- Pace of change
- Time for an update



Master Plan Timeline



What we are hearing....



Fresh Pond Day Table, May 31, 2014; ECKOS Meeting Table, June 3, 2014; Millers River Apartments Focus Group, June 3, 2014

- Enabling legislation in 1936, amended in 1938, 1947, **1953**
(MGL Chapter 41, Section 81D)
- Basis for decision making regarding long term physical development of the municipality
- Official map: “to conserve and promote the public health, safety and general welfare.”



Nine Elements

1. Goals and Policies
2. Land Use Plan
3. Housing
4. Economic Development
5. Natural Resources
6. Open Space
7. Services
8. Circulation
9. Implementation

Current trends:

- Sustainable master plans
- Cross-cutting themes and values
- Engaged shared effort

APA draft principles:

1. *livable built environment*
2. *harmony with nature*
3. *resilient economy*
4. *interwoven equity*
5. *healthy community*
6. *responsible regionalism*



Outcomes:

- Shared understanding
- Visualization of data & built environment
- Action items
- Priorities for budgets
- Updated zoning and other policies
- New tools/methods



MIT Media Lab: You are here project



3D Visualization:

www.study-aids.co.uk/

- City Council
- Planning Board
- City Administration/
Departments
- Residents
- Businesses, Institutions,
other Non-Profits
- Consultants

Principles

- 1. Value people's time*
- 2. Respect different types
of knowledge and
expertise*
- 3. Work with transparency*
- 4. Build a team effort*

Different audiences/different strategies



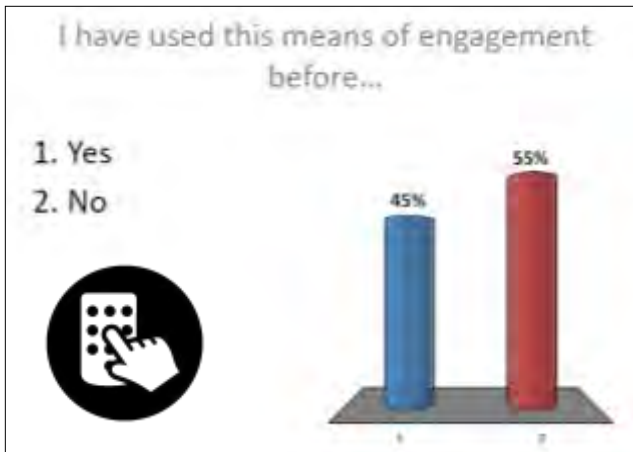
Intercept Surveys

(Harvard Chelsea Studio, 2014)



Interactive Online Games

(Communityplanit.org)



Audience Response Systems

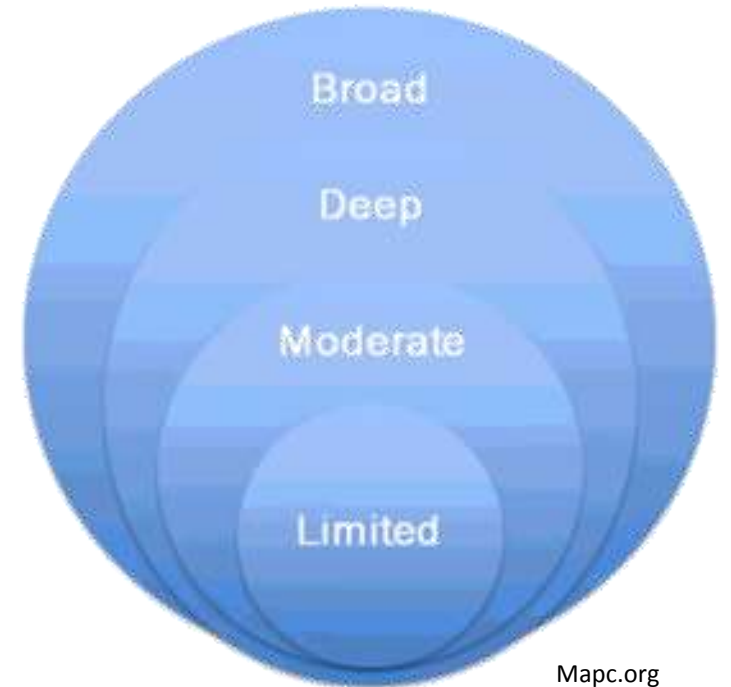
(Gamble Associates)



Focus Groups and Workshops

(East Baltimore)

- Language barriers and under-represented residents and businesses
- Different expectations based on experience
- Appropriate locations
- Communication & over-communication
- Participation fatigue
- Rules of engagement
- Affect on budget (5% to 75%)



Bi-Annual Citizen Opinion Survey, 2012

1. What do you think is the single most important issue facing the City of Cambridge today – the one that affects you and your family the most?

	Sept. 2012	Sept. 2010	Sept. 2008	Sept. 2006
Education	14%	13%	23%	19%
Housing/Affordable housing/Rent Control	8%	7%	13%	22%
Crime/Drugs/Public Safety	8%	11%	10%	4%
Parking/Traffic/Infrastructure/Condition of Roads	6%	7%	7%	7%
Taxes	2%	3%	5%	11%
Economy	9%	9%	4%	2%
High Cost of Living	2%	1%	3%	3%
Homelessness/Poverty	1%	2%	1%	-
Public Transportation	3%	4%	1%	1%
Healthcare	2%	2%	1%	2%
Government/Education/Politics	3%	3%	1%	3%
Environment	3%	2%	1%	3%
Better Management of City Services	2%	2%	1%	-
Homelessness/poverty	1%	2%	-	-
Employment	5%	4%	-	-
None/Nothing	1%	1%	1%	1%
Other	1%	1%	7%	1%
Don't know/Refused	21%	25%	15%	19%

1. What is special about Cambridge?
What opportunities does that offer us?
2. What should Cambridge's priorities be for a city-wide master plan?
3. How would you get others involved?

Communication

More information and updates:

www.cambridgema.gov/CDD

Online discussion (coming this week):

www.courbanize.com

Questions/Comments/Suggestions:

CambridgeConversations@cambridgema.gov

or

671-349-4648 (Elaine Thorne)

or

Cambridge Conversations

344 Broadway, 3rd Floor

Cambridge MA 02139

or

[#Cambconvo](https://twitter.com/Cambconvo)

Cambridge Conversations

Cambridge is preparing for a city-wide master plan process! Cambridge Conversations is a series of listening sessions that will help shape this process.

Share your ideas about what our community priorities should be, and what kind of city we want - today and in the future. Look for a location and time that works for you.

Community Meetings:

June 10	6:30 pm - 8:30 pm	Tobin School Gym
June 11	6:30 pm - 8:30 pm	Kennedy School Cafeteria
June 14	10:00 am to noon	Cambridge College

Drop-In Sessions:

May 31	11:00 am - 3:00 pm	Fresh Pond Day
June 3	5:30 pm - 7:30 pm	Kendall Marriott (ECKOS Meeting)
June 9	11:00 am - 1:00 pm	Millers River Apartment
June 12	5:30 pm - 8:00 pm	Cambridge Main Library (Bike Planning Meeting)
June 14	8:00 am - 10:00 am	GLBT Brunch Event
June 14	1:00 pm - 3:00 pm	Hoops and Health Event at Hoyt Field
June 16	11:00 am - 1:00 pm	Windsor Street Health Lobby
June 17	6:00 pm - 8:00 pm	Jefferson Park Community Room/Lobby
June 18	11:00 am - 1:00 pm	Kendall Square Farmers Market
June 19	6:00 pm - 8:00 pm	Tobin School Lobby
June 23	6:00 pm - 8:00 pm	CHA (Old Police Station)
June 25	6:00 pm - 8:00 pm	Pisani Center
June 26	4:00 pm - 7:00 pm	Senior Center
June 30	6:00 pm - 8:00 pm	LBJ Apartments



More information coming soon:
www.cambridgema.gov/CDD
www.courbanize.com



Information Contact:
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CambridgeConversations@cambridgema.gov