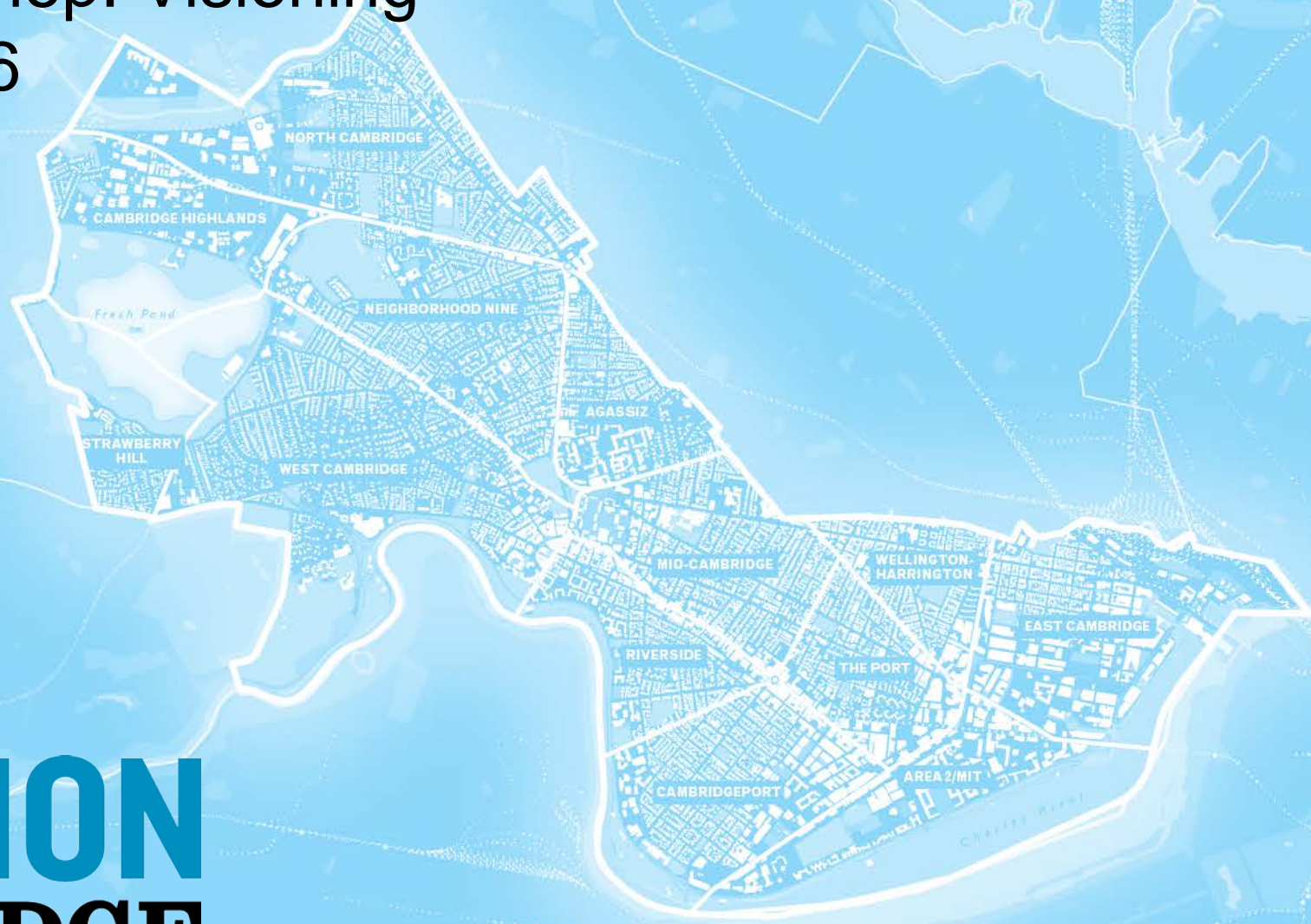


Public Workshop: Visioning

June 15, 2016



ENVISION CAMBRIDGE

Agenda

Purpose of the workshop

Wrap-up and next steps

Visioning examples from other cities

What we've heard

Citywide visioning

- Draft core values that have emerged through this process
- Example vision statements

What we'll do today

- How this workshop will run
- Individual exercise
- Group discussion
- Readouts

Purpose of the workshop



Project schedule

2016

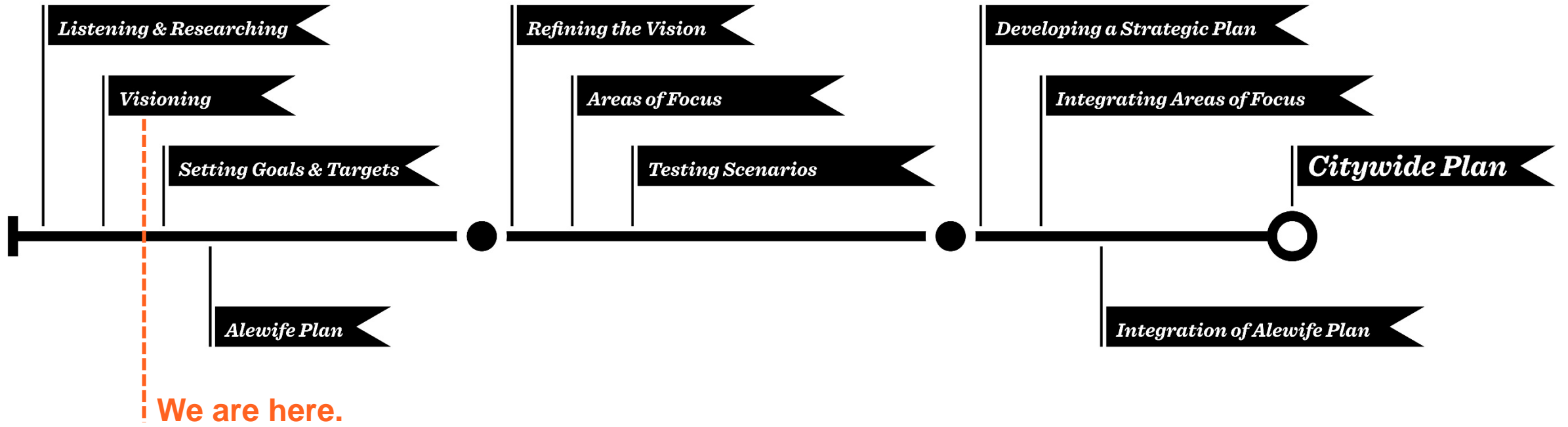
Phase I: Establishing a Citywide Vision

2017

Phase II: Setting Priorities

2018

Phase III: Developing an Action Plan





Listening phase: mobile engagement station



Listening phase: surveys

What have we been asking people?

Survey 01: Listening

(also administered online and in public workshops, March-April)

Survey 02: Visioning

(May-June)

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Survey 01

Envision Cambridge is a community-wide process to develop a comprehensive plan for a more livable, sustainable, and equitable Cambridge. With input from those who live, work, study, and play in our city, Envision Cambridge will create a shared vision for the future of our city. The plan will result in recommendations on a broad range of topics such as housing, mobility, economic opportunity, urban form, and climate and the environment.

Cambridge, today

When you think of Cambridge, what words or phrases come to mind? (don't think too hard!)

What do you love about Cambridge?

What would you change about Cambridge?

What do you hope the plan will address?

Cambridge, in the future

Envision Cambridge will discuss a broad range of issues. Tell us what matters most to you.

- ___ Mobility and transportation (traffic, parking, biking and walking, transit)
- ___ Housing (affordability, types available)
- ___ Social cohesion (seniors and accessibility, community, income inequality)
- ___ Urban form (buildings, open space)
- ___ Environment (climate change, resilience)
- ___ Economy (jobs, training, job sectors)
- ___ Other:

Feel free to elaborate on the issues most important to you in the space below:

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Survey 02: Visioning, continued

Are you a Cambridge resident? Y / N
Write a "L" next to the neighborhood you live in, and write a "W" next to the neighborhood you work in.

Check all that apply:

- ___ East Cambridge
- ___ MIT
- ___ Kendall Square
- ___ Wellington-Harrington
- ___ Riverside
- ___ Cambridgeport
- ___ Mid-Cambridge
- ___ Central Square
- ___ Porter Square
- ___ Neighborhood Nine
- ___ The Port (Area IV)
- ___ West Cambridge
- ___ Huron Village
- ___ North Cambridge
- ___ Cambridge Highlands
- ___ Alewife / Fresh Pond
- ___ Strawberry Hill
- ___ Agassiz
- ___ Unknown: please list nearest landmark, square, or intersection

What is your household's annual income?

- ___ Less than \$25,000
- ___ \$25,000 - \$50,000
- ___ \$50,000 - \$75,000
- ___ \$75,000 - \$100,000
- ___ \$100,000 or more

What is your race/ethnicity?

- ___ Asian or Pacific Islander
- ___ Black/African American
- ___ Hispanic/Latino
- ___ White/Caucasian
- ___ Other:

Contact info (optional)

Name:
Email:
Cell phone:
Do you want to receive project updates? Y / N

City of Cambridge

Why are we here?

Did we hear you right?

Did we correctly capture:

- what's important to you?
- your concerns?
- your aspirations?
- your hopes for the future?

Today:

- Digest what we've heard.
- Move from listening to visioning.

Pieces of a vision statement

Vision

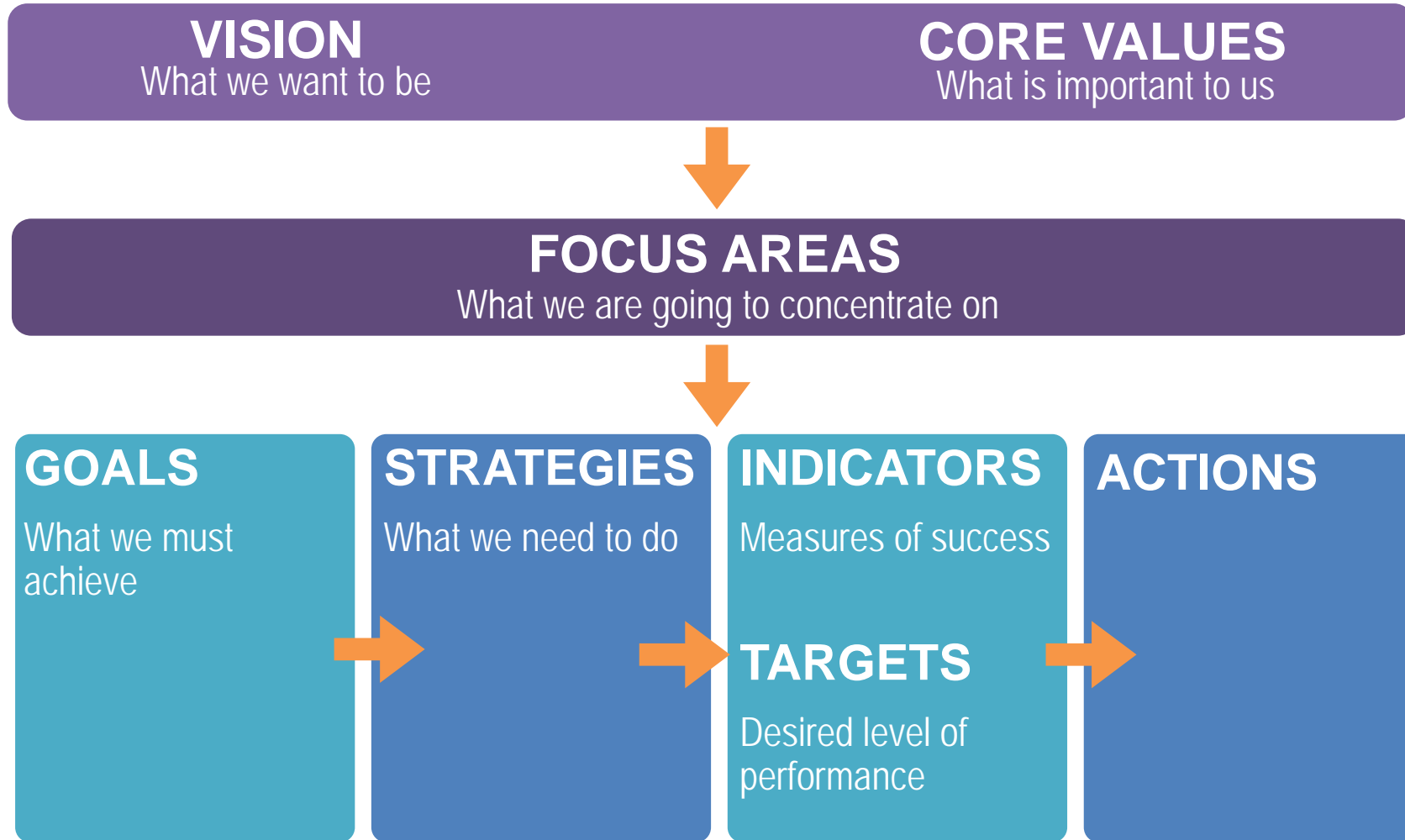
What we want to be

Core Values

What is important to us



How this leads to the citywide plan



Example: Vision Zero Portland

Vision: “Vision Zero”

Core Value: Livability

Goal: “Portland families deserve safe streets on which to walk, bike, operate mobility devices, access transit, and drive.”

Strategy: “Street design that encourages safe behavior and provides facilities to accommodate all travel modes.”

Target: Zero deaths for people who bike, walk, operate mobility devices, access transit, and drive in the city.

Action: “The city implemented the North Williams Traffic Operations Safety Project, creating a safer, multi-modal environment while servicing a growing neighborhood. This project includes sidewalk and pedestrian crossing infrastructure, buffered leftside bike lanes, intersection redesigns, and traffic calming along the parallel Rodney Street neighborhood greenway.”



Citywide visioning



How have other cities articulated their visions?

Seattle, WA

- Proactive, concise statement, with core values as additional sections

Madison, WI

- A focus on high-level goals and principles

Somerville, MA

- A comprehensive set of broad statements encompassing the city's many priorities

Examples of vision statements

Seattle, WA

Our Plan helps protect our **environment, quality of life, and economic development.**

The four core values of Seattle's Comprehensive Plan are:

- **Community:** developing strong connections between a **diverse** range of people and places
- **Environmental Stewardship:** protect and improve the quality of our global and local natural environment
- **Economic Opportunity and Security:** a strong economy and a **pathway** to employment is fundamental to maintaining our **quality of life**

- **Social Equity:** limited resources and opportunities must be **shared**; and the **inclusion** of under-represented communities in decision-making processes is necessary



Examples of vision statements

Madison, WI

The vision for the City of Madison is to be a safe and healthy place to **live, work, learn and play**. Madison will be a place where:

- **Diversity** is valued;
- **Freedom of expression** is encouraged and protected;
- Everyone has the **opportunity** to realize his/her full potential;
- The **beauty** of the **urban environment** and **natural environment** is preserved



Examples of vision statements

Somerville, MA

In Somerville, we:

- Celebrate the **diversity** of our people, cultures, housing and economy.
- Foster the **unique character** of our residents, neighborhoods, hills and squares, and the strength of our community spirit as expressed in our history, our **cultural and social life**, and our deep sense of **civic engagement**.
- Invest in the growth of a **resilient economic base** that is centered around transit, generates a wide variety of **job opportunities**, creates an active daytime population, supports independent local businesses, and secures fiscal self-sufficiency.
- Promote a **dynamic urban streetscape** that embraces public transportation, reduces dependence on the automobile, and is **accessible, inviting and safe** for all pedestrians, bicyclists and transit riders.
- Build a **sustainable future** through strong environmental leadership, balanced transportation modes, engaging recreational and community spaces, exceptional schools and educational opportunities, improved community health, varied and affordable housing options, and effective stewardship of our natural resources.
- Commit to continued **innovation** and affirm our responsibility to current and future generations in all of our endeavors: business, technology, education, arts and government.

What we've heard



What themes kept coming up in the listening phase?

- Diversity
- Affordability
- Makes spaces for everyone
- A sustainable environment
- Thriving economy
- Opportunities for all
- Resilient communities
- Improve livability
- Improve transportation
- Better housing options
- Diversity of retail
- Economic vigor
- Shared prosperity
- Shared opportunity
- Strong city and community services

“Having **affordable housing** available is critical to the fabric of the community.”

“Make Cambridge a **net zero** city and model for the nation and the world.”

“Opportunities for Cantabrigians of **all types and education levels.**”

“**Beyond housing**, the citywide conversation and planning efforts need to be better synthesized in how **open space, health, transportation**, etc. become collectively woven.”

“Do not forget about **middle-class families.**”

“**Preserve the character** of the neighborhood while expanding housing options to keep up with growth.”

Core values



Which core values are emerging as key to our vision?

- **Livability**
- **Equity**
- **Sustainability and resiliency**
- **Economic opportunity**
- **Community wellbeing**
- **Diversity**

Livability

- People of different income levels, stages in life, and types of households require a **diverse set of housing choices**.
- The community is **affordable and accessible** to a wide range of people.
- The city has a **human scale and character**.
- Connections between neighborhoods are improved by **open space and transit**.
- All who live in or travel to or through Cambridge **feel safe**.
- **Vibrant public spaces** provide opportunities for leisure and social cohesion.

Equity

- **All residents have access** to robust city services, housing, jobs, and educational opportunities.
- All residents have access to affordable nutritious food and quality health care.
- Strategies are in place to **prevent current and future displacement** of City residents.

Sustainability and resiliency

- **Green spaces and natural resources** are protected.
- **Growth is accommodated** through sustainable means.
- **Sustainable modes of transportation** are safe, efficient, convenient, reliable, and accessible to all residents.
- The city's infrastructure, economy, and human services enable the community to **withstand, adapt to, and recover from disasters** and major stresses.

Economic opportunity

- All residents find opportunity and stability through **access to jobs, education, training, and livable wages.**
- **Education and workforce training** are available for a range of jobs and emerging industries.
- Cambridge is committed to **innovation and entrepreneurship.**
- Cambridge provides **economic security for all residents** through a vibrant local economy.

Community well-being

- There is a strong **sense of community and pride in place**.
- All residents have access to opportunities for **lifelong learning** in academics, arts, and cultural programs.
- Access to **quality and diverse neighborhood amenities** make the city a good place to raise families.
- The **built environment encourages active lifestyles** and promotes public health and safety.

Diversity

- Cambridge is a place **welcoming to all people**.
- Cambridge is a **vibrant community of diverse races, cultures, and viewpoints**.
- Economic and cultural **diversity is celebrated and protected**.
- An **equitable distribution of opportunities** sustains a diverse city.

Questions for core values

- Is anything missing from our description of each value? Could anything be removed?
- How could the definitions have more clarity or nuance?

Potential vision statements



Pieces of a vision statement

Vision

What we want to be

Core Values

What is important to us



What ideas should frame the vision statement?

Cambridge will be an equitable community that balances livability, sustainability, and economic opportunity.

Cambridge will be a progressive world-class community that embraces cultural and economic diversity, provides access to quality housing and jobs, and facilitates opportunities for all to fulfill their dreams.

Cambridge will be a leader in sustainability, livability, equity, economic opportunity, and strength of community.

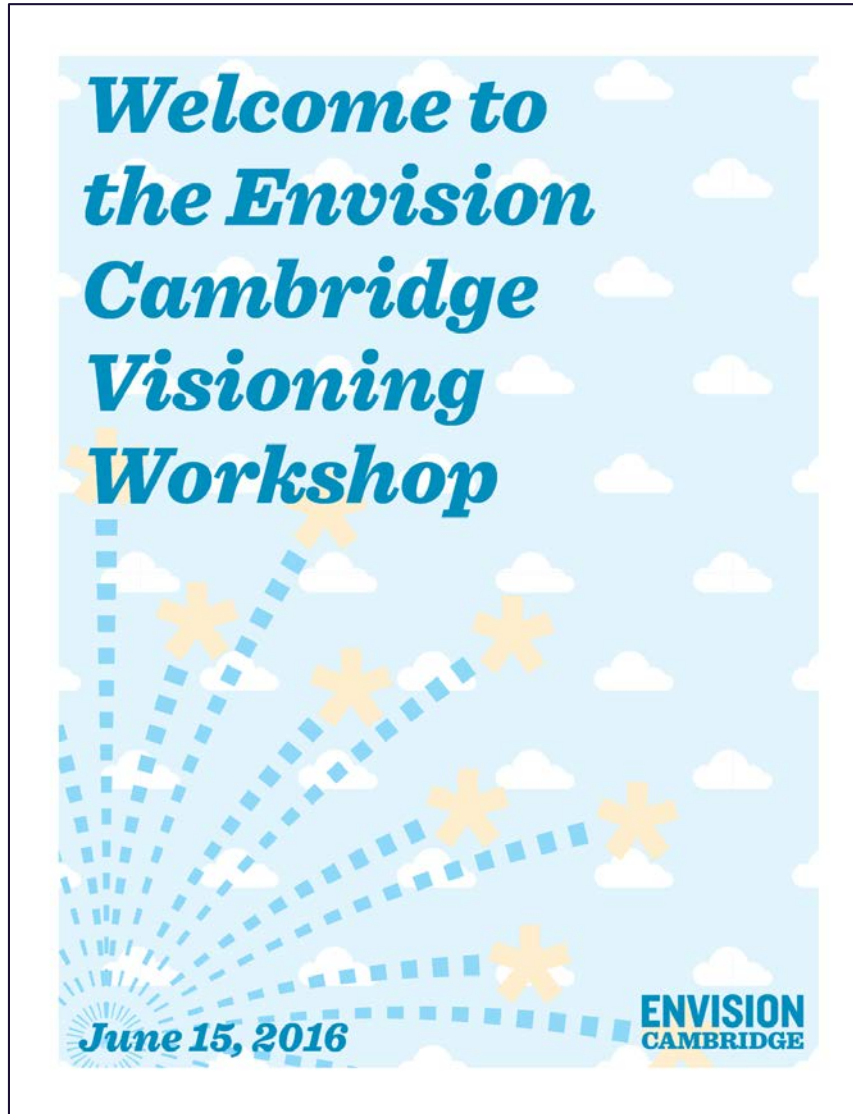
What do you think of these examples? Help us draft others!

What we will do today



How will we help develop the vision?

- Discussion groups
 - Values: individual brainstorming and then group discussion to define a value
 - Vision: individual brainstorming and then group discussion to develop a vision
- Each group will report back on its vision statement



How the visioning workshop will run:

- 1 Welcome!**
6:30 pm
Learn about what we've heard through our public process this spring. Share your ideas about our values as a community and what you want Cambridge to be in the future. Have some food and drinks, and meet your neighbors!
- 2 What we've heard and draft visions**
6:45 pm
A quick overview from the Envision Cambridge team of what we heard from the community on their core values and ideas for the future, as well as possible visions based on what we heard.
- 3 Discussion Groups**
7:05 pm
The discussion group will have time for individual thinking about values and visions, followed by group discussion and prioritization of visions. Discussion questions:
 - How do you define the value assigned to your group?
 - What vision do you want for the city?The group will then work together to form a vision.
- 4 Reconvene and Share Ideas**
8:00 pm
Each small group will share their vision statement. *Is it hard to summarize your discussion? Don't worry, there are scribes taking notes throughout the conversation.*
- 5 Adjourn**
8:30 pm
What we will do with the information we hear from you today
The Envision Cambridge team will read through all the notes, including comments submitted online and collected by our street teams, and come back in a few months with a refined vision for Cambridge's future.

Envision Cambridge Public Workshop #2

Dr. Martin Luther King, Jr. School, June 15, 2016

Values

- **Individual brainstorming (5 min):** write your thoughts on post-its!
- **Facilitator reads out the responses for the value (5 mins)**
- **Group discussion to define value (10 mins)**



Vision

- **Individual brainstorming (5 min):** write your thoughts on post-its!
- **Facilitator reads out individual visions (5 mins)**
- **Group works on honing a single vision (15 minutes)**



Group report-outs

Each group shares its draft vision statement.



Break into Groups!

Find the Cambridge celebrity on your agenda (under the number 4) for your group.

Table 1
Livability



Patrick Ewing
& Julia Child

Table 2
Equity



Margaret Fuller

Table 3
Sustainability
& Resilience



Sam Waterston

Table 4
Economic
Opportunity



Matt Damon
& Ben Affleck

Table 5
Community
Well-Being



Maria Louise
Baldwin

Table 6
Diversity



Mindy Kaling &
the Magliozzi
Brothers

June-July events and process

- **Fresh Pond Day**
(June 11)
- **Citywide Visioning Workshop** (June 15)
- **Hoops 'N' Health**
(June 18)
- **Panel: Changes and Opportunities**
(June 30)
- **Alewife Visioning Workshop** (July 21)

Tell us how you Envision Cambridge

Join the Envision Cambridge team at citywide events, workshops, and a panel discussion.

- Talk to us at Fresh Pond Day**
June 11, 11-3 pm
Water Department, 250 Fresh Pond Parkway
- Citywide Visioning Workshop**
June 15, 6:30-8:30 pm
Dr. Martin Luther King, Jr. School Cafeteria, 102 Putnam Ave
- Talk to us at Hoops 'N' Health**
June 18, 12-4 pm
Hoyt Field, near the Riverside Health Center
- Panel Discussion: Changes and Opportunities**
June 30, 6-8 pm
Cambridge Public Library, Main Branch, 449 Broadway
- Alewife Visioning Workshop**
July 21, 6:30-8:30 pm
Tobin School Cafeteria, 197 Vassal Lane

With input from those who live, work, study, and play in our city, Envision Cambridge will create a shared vision for the future of our city. The plan will result in recommendations on a broad range of topics such as housing, mobility, economic opportunity, urban form, and climate and the environment. To learn more about the project, visit www.cambridgema.gov/citywideplan

Translation and childcare can be provided with prior request. The City of Cambridge does not discriminate on the basis of disability. The City will provide auxiliary aids and services, written materials in alternative format, and reasonable modifications in policies and procedures to individuals with disabilities with prior request. Please notify us at envision@cambridgema.gov at least 48 hours before the event with any requests.

City of Cambridge