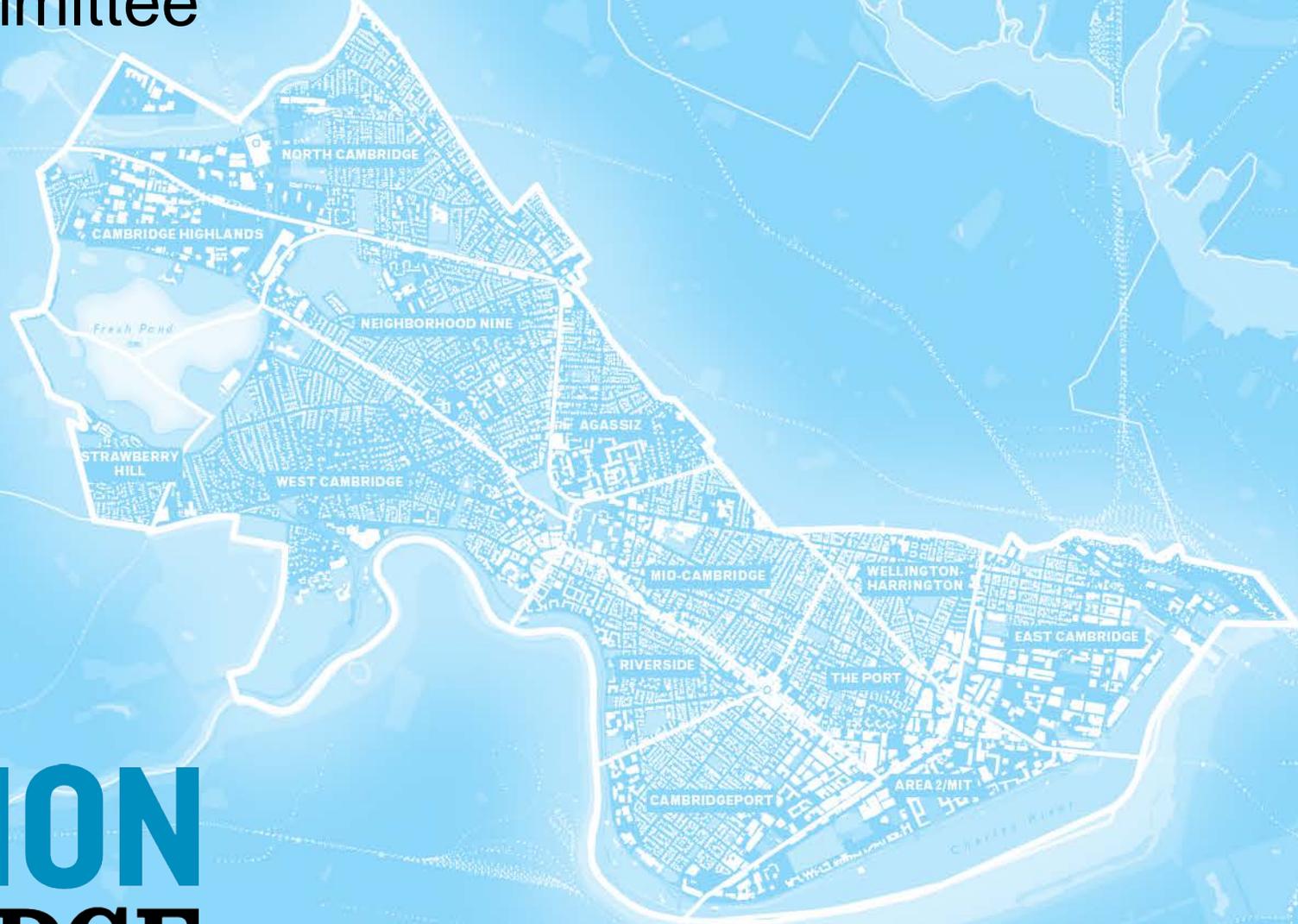


Advisory Committee Meeting #2

June 29, 2016



ENVISION CAMBRIDGE

Opportunities and Challenges facing Cambridge

Project & Schedule Updates

- Visioning Workshops
- Engagement Activities
- Alewife Study

Opportunities and challenges

Discussion

Project Schedule

2016

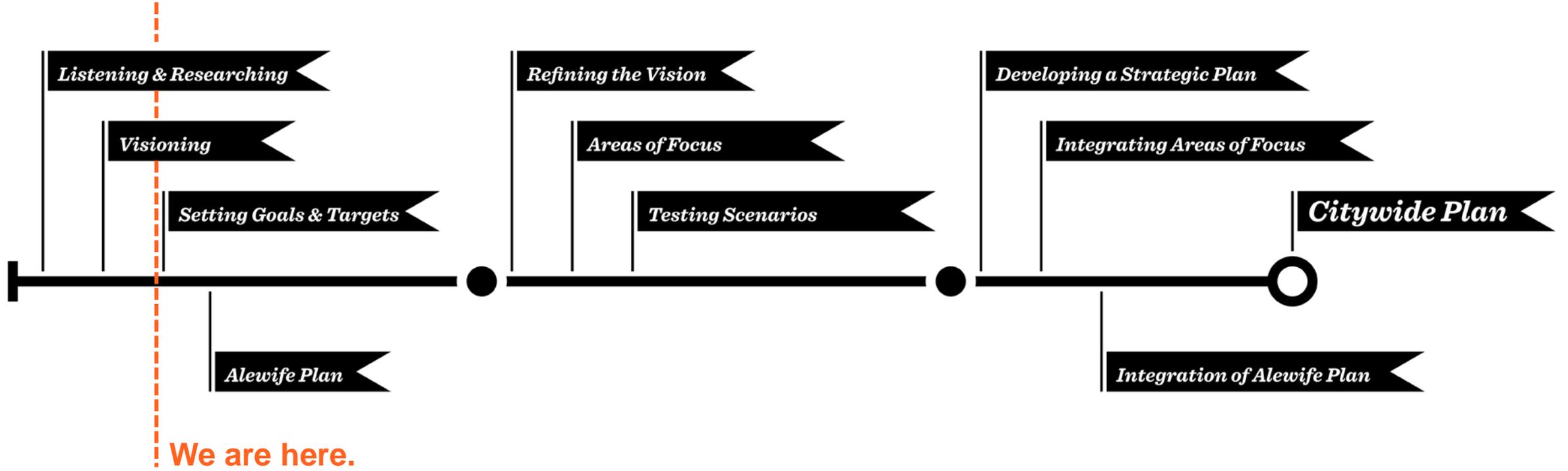
Phase I: Establishing a Citywide Vision

2017

Phase II: Setting Priorities

2018

Phase III: Developing an Action Plan



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

Opportunities and Challenges facing Cambridge

The story today

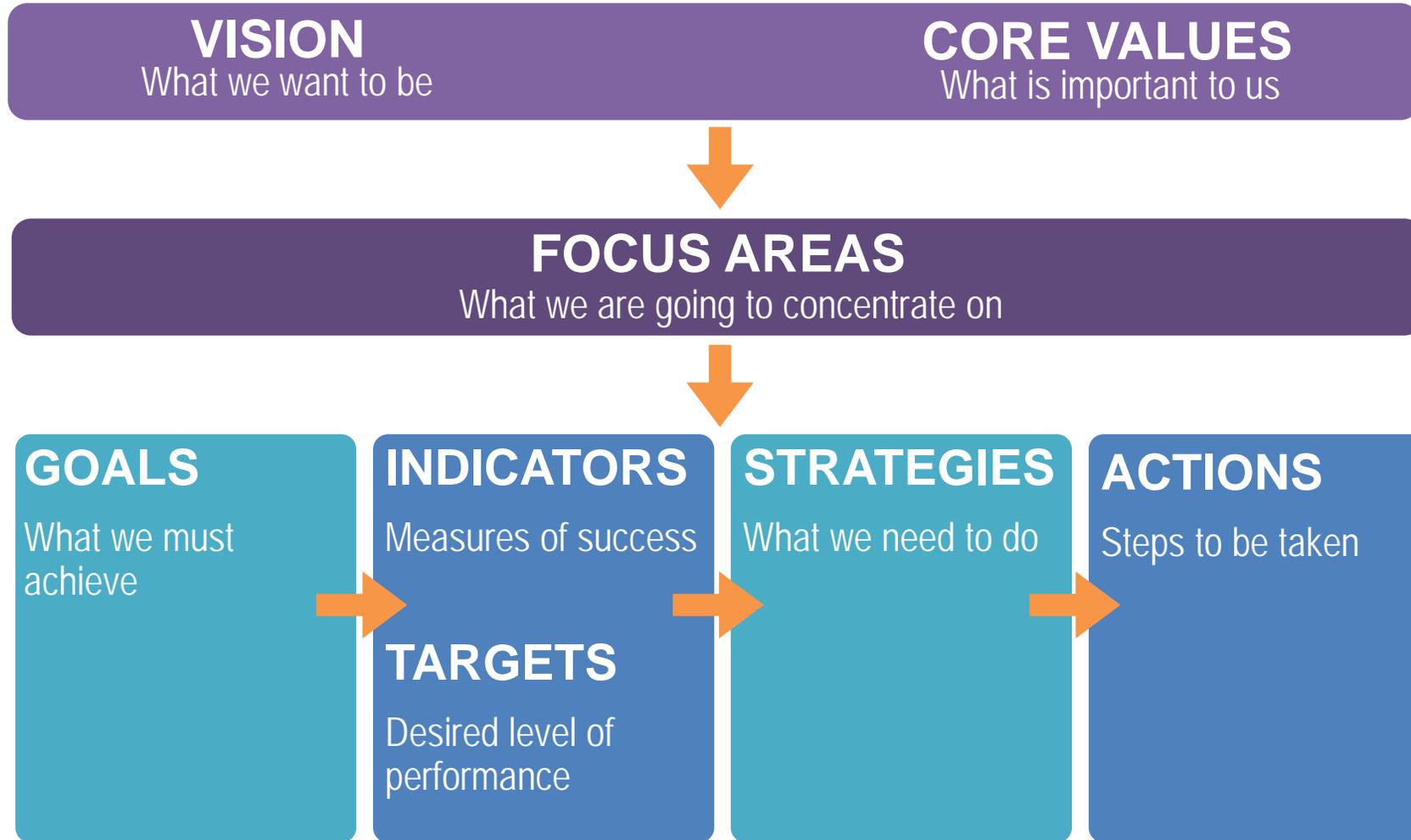
- How is Cambridge's population changing?
- What drives this change?

Discussion

Opportunities and challenges

- Labor force and income
- Educational attainment
- Housing and affordability
- Businesses and economic opportunity
- Mobility and transportation
- Climate change and resilience
- Urban form

How this leads to the citywide plan



Key planning topics are helping us uncover cross-cutting “lenses.”



Opportunities and challenges of Cambridge

This presentation:

- Goal: To understand how Cambridge is changing and what opportunities and challenges that change presents.

How this info is used:

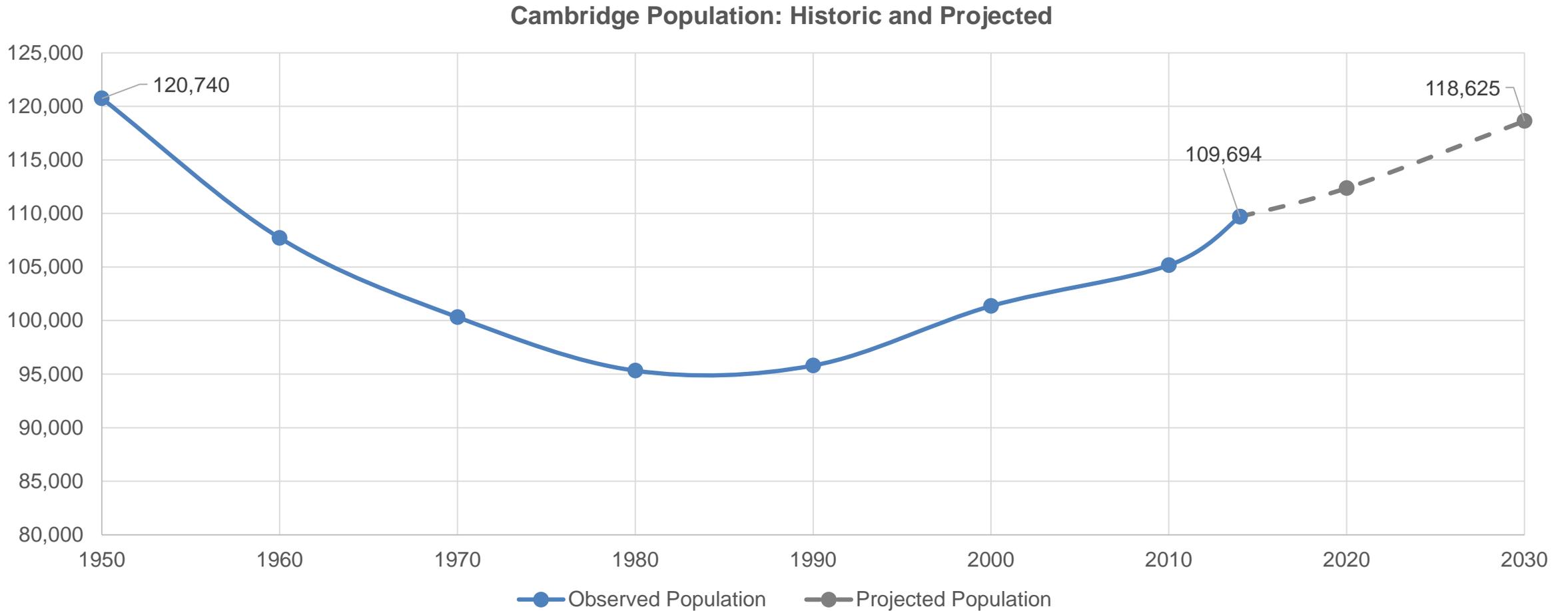
- Help to frame the citywide visioning process with residents
- Provide citywide context for neighborhood level planning in Alewife.

It is critical to have an overall understanding of the opportunities, challenges, and aspirations of the city as a whole to guide the plan.

How is Cambridge's population changing?



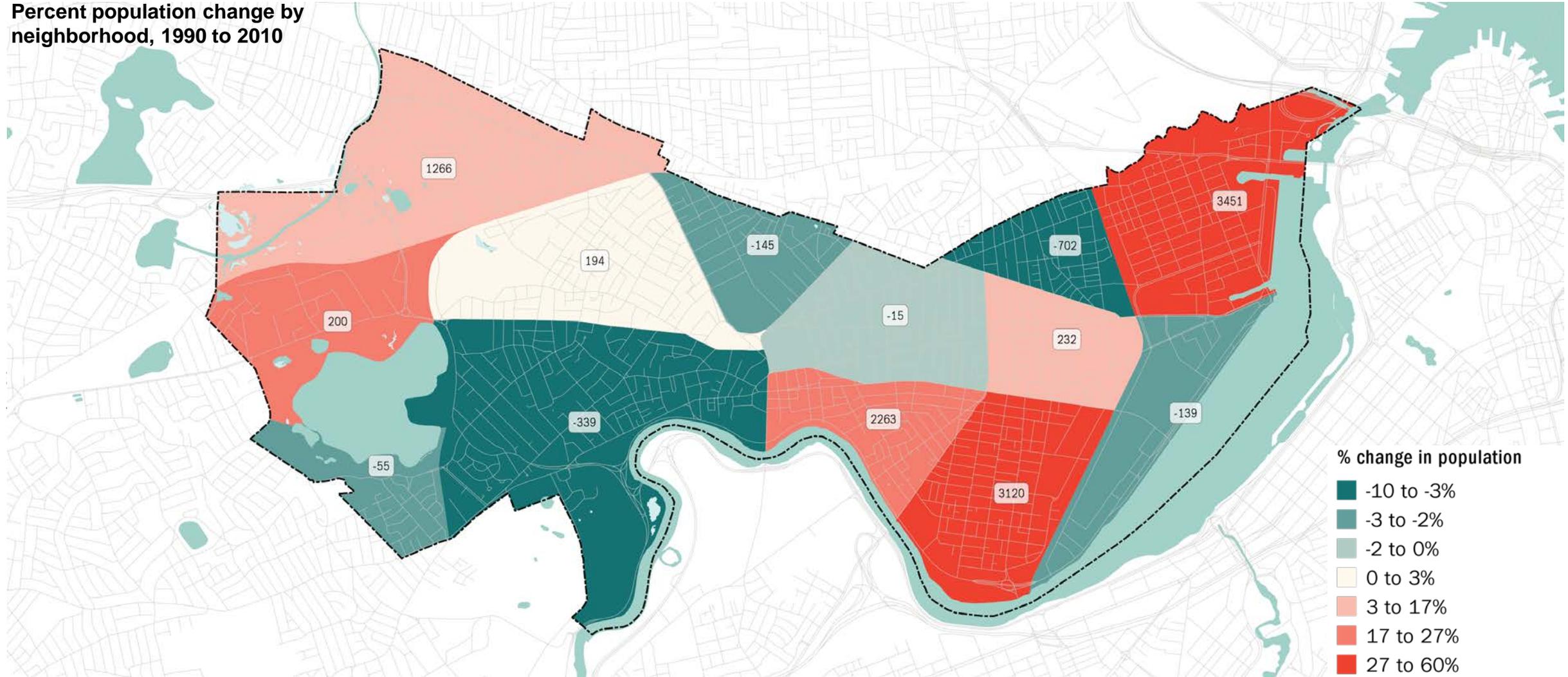
Cambridge's population is almost at its previous mid-century peak.



Source: Census 2011 Statistical Abstract; 2014 MAPC growth projections – Strong Core Scenario

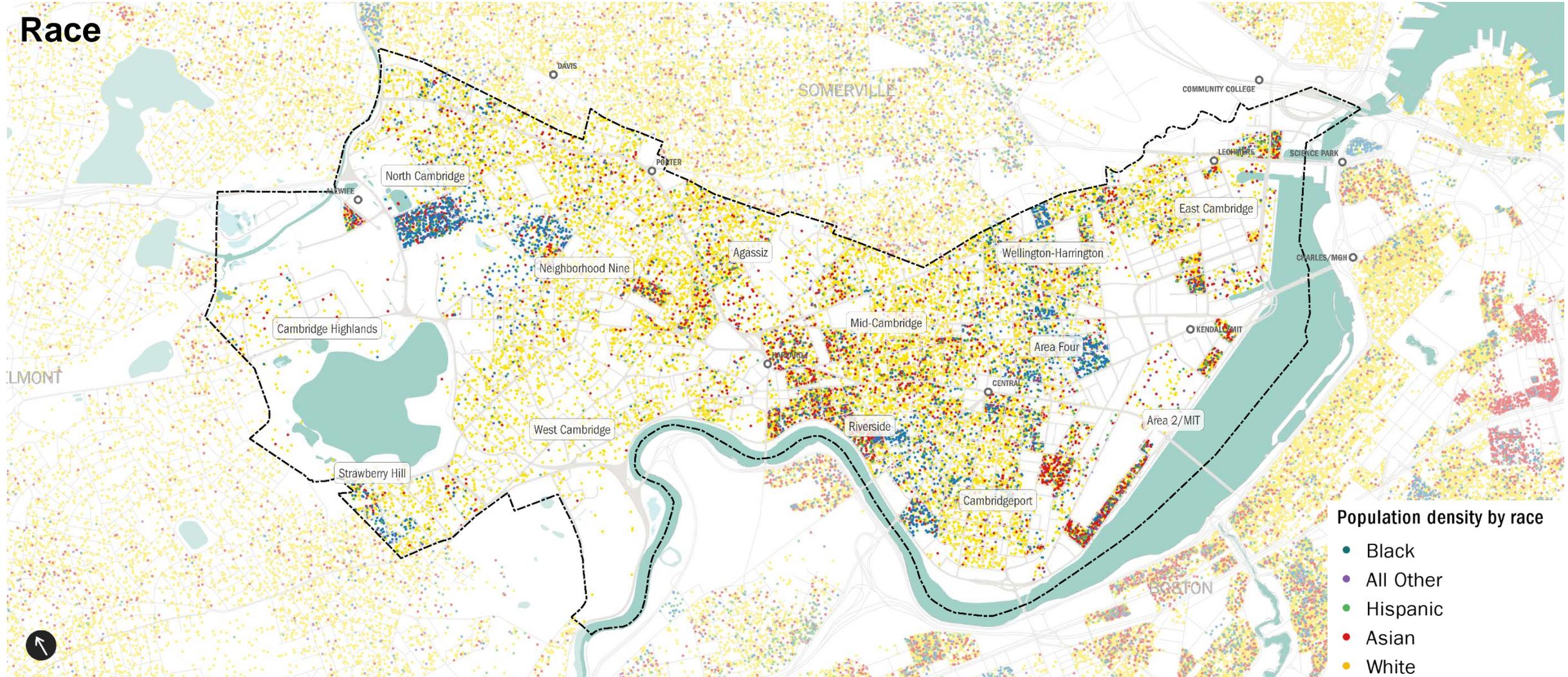
Population growth varies by neighborhood.

Percent population change by neighborhood, 1990 to 2010



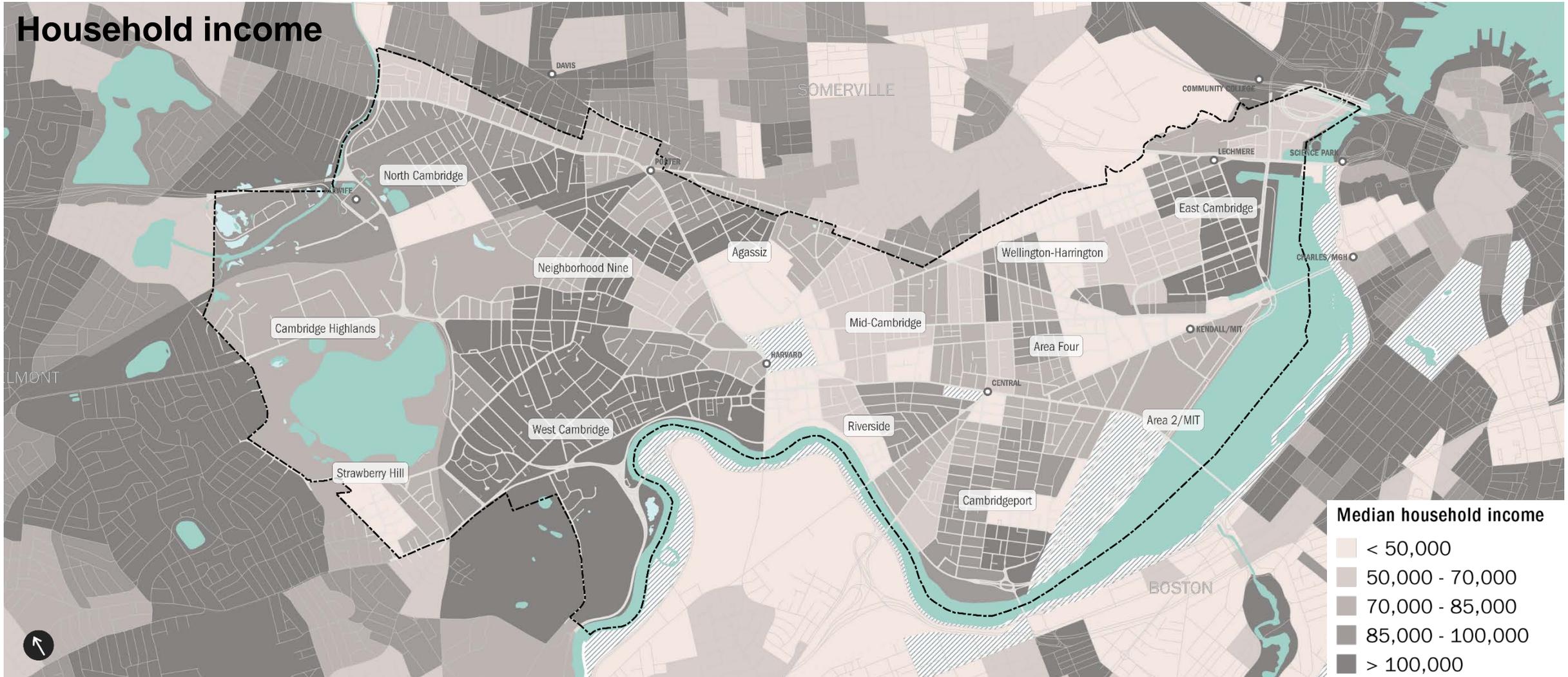
Source: U.S. Census Bureau 1990 and 2010 Population Counts

Race, income, and education levels all vary by location.



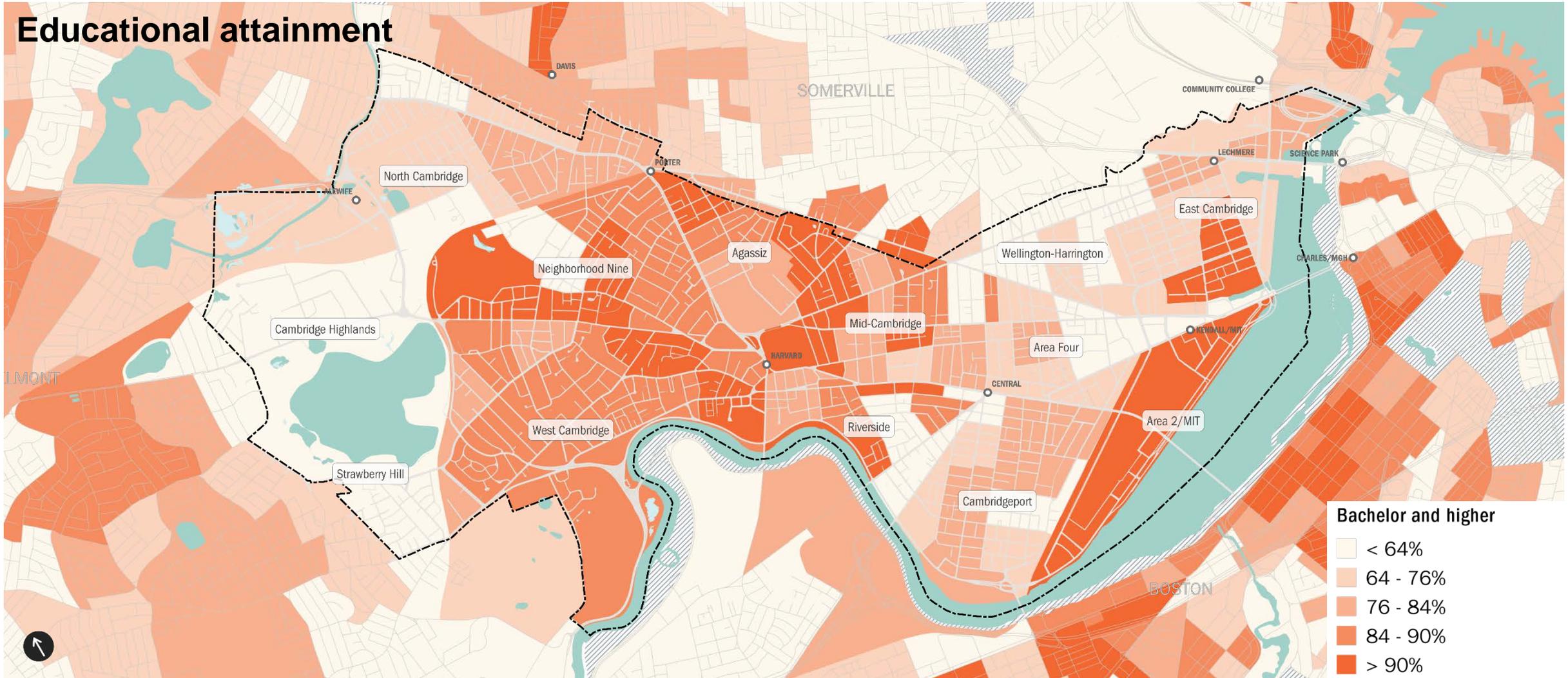
Source: U.S. Census 2010 Population Count

Race, income, and education levels all vary by location.



Source: 2014 American Community Survey 5-year block group estimates

Race, income, and education levels all vary by location.



Source: 2014 American Community Survey 5-year block group estimates

What drives this change?

Community assets and urban form



Cambridge thrives because it is diverse, walkable, and sustainable.



Density supports a vibrant public realm.

Neighborhood vitality

Businesses (especially niche businesses) need lots of people around and fare better with more foot traffic. Density supports a diverse business ecosystem.



Cambridge's density also feels human and inviting.



What drives this change?

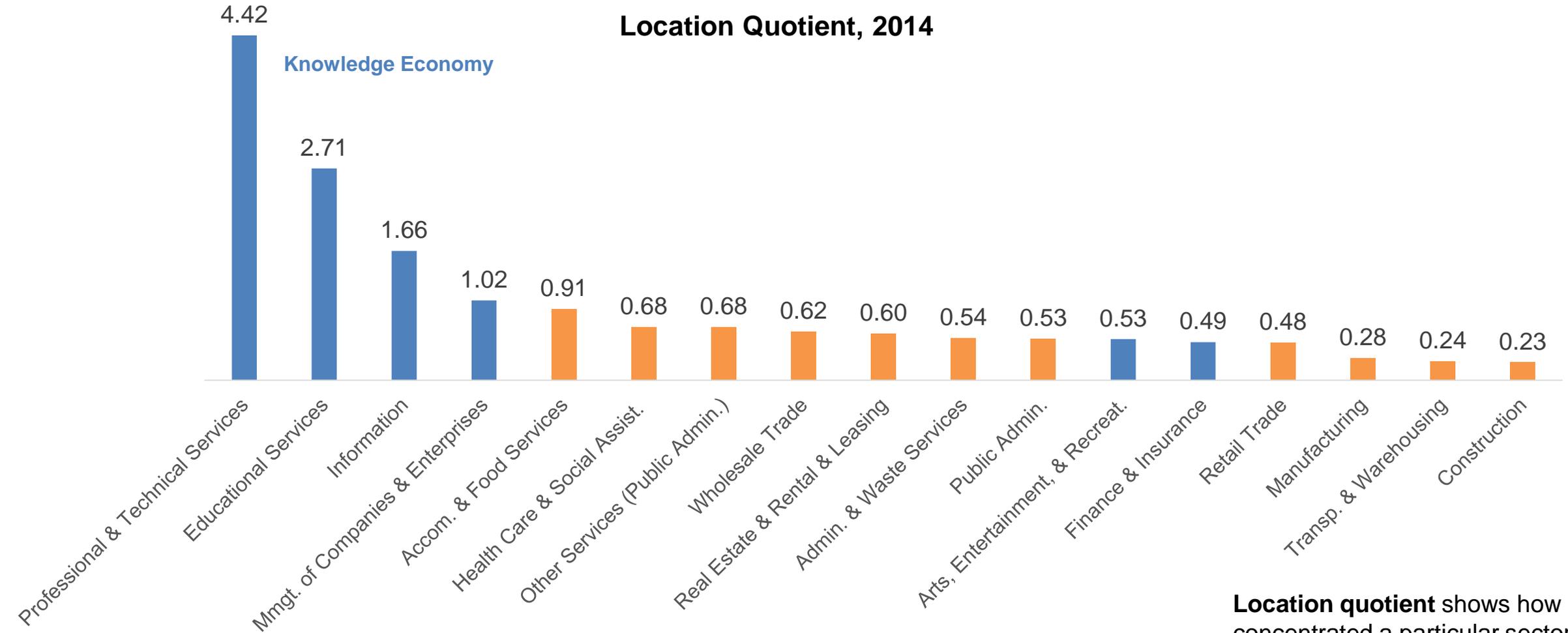
Economic assets and opportunity



Cambridge is at the leading edge of the knowledge economy.



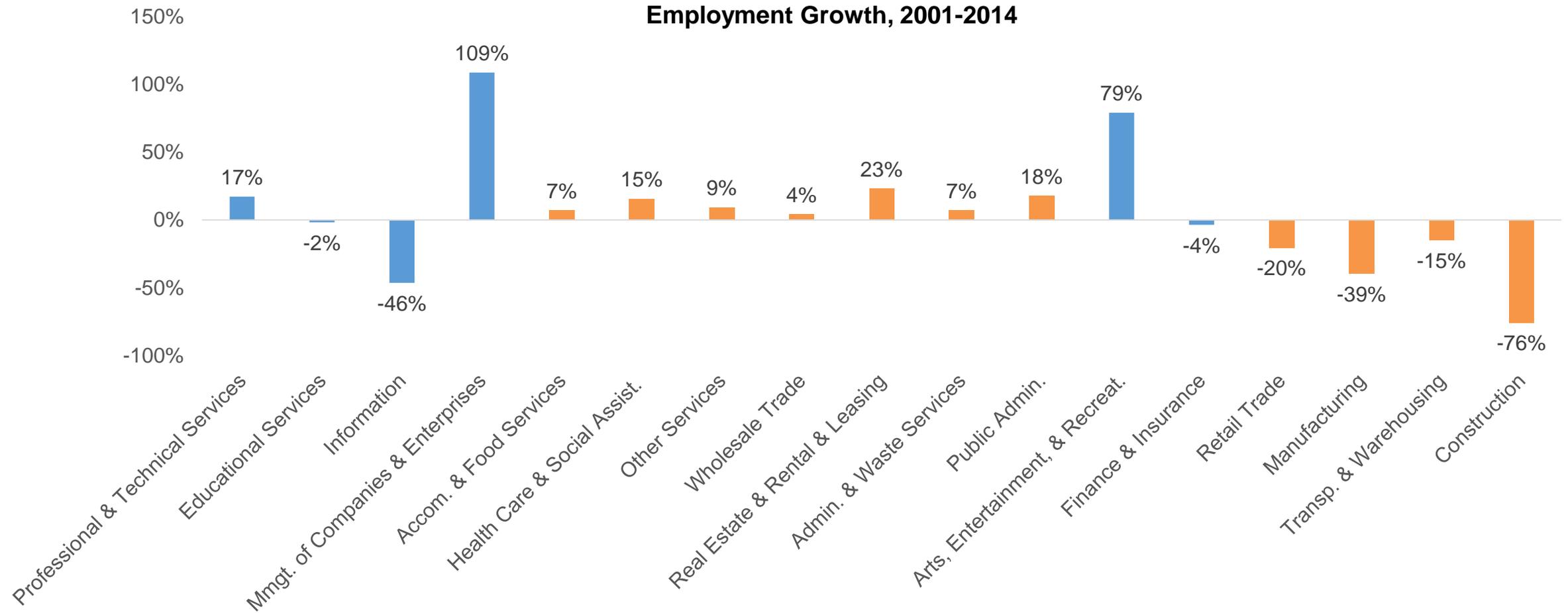
The knowledge economy is concentrated in Cambridge.



Location quotient shows how concentrated a particular sector is in Cambridge vs. the United States. 1 = same as US.

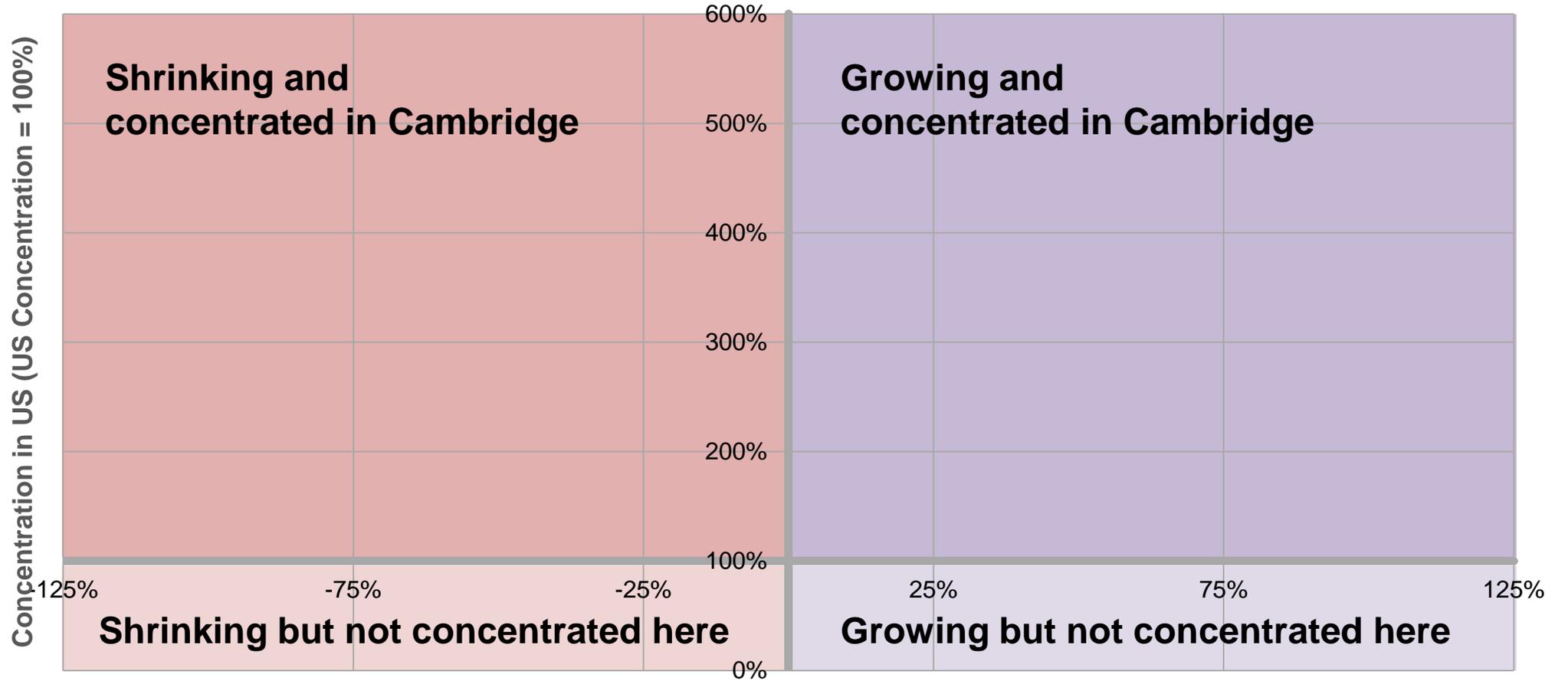
Source: Massachusetts Executive Office of Labor and Workforce Development

Parts of the knowledge economy are growing fast.



Source: Massachusetts Executive Office of Labor and Workforce Development

Knowledge economy sectors are concentrated and growing quickly.

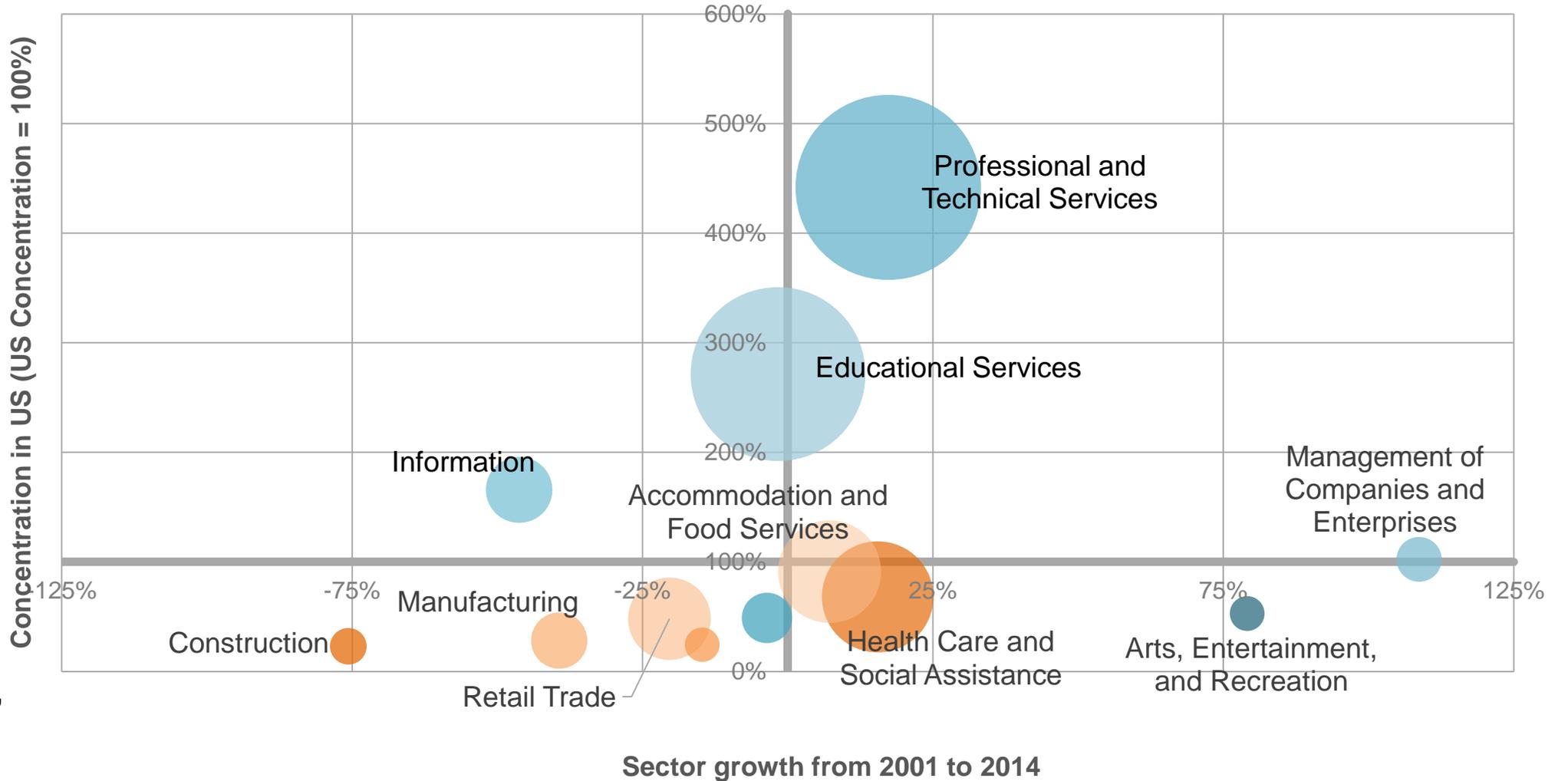


Sector Growth, 2001-2014 and Location Quotient, 2014

Sector growth from 2001 to 2014

Source: Mass Executive Office of Labor & Workforce Development & U.S. Bureau of Labor Statistics

Knowledge economy sectors are concentrated and growing quickly.

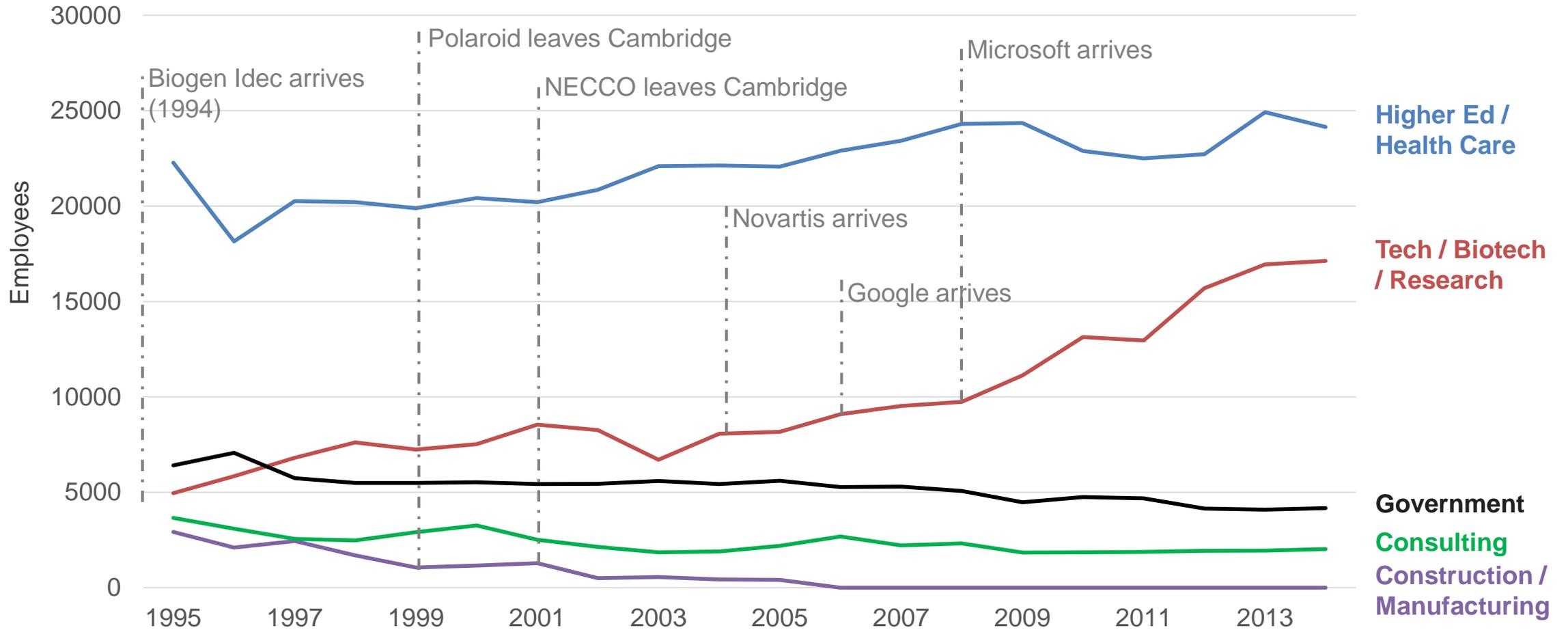


Sector Growth, 2001-2014 and Location Quotient, 2014

Source: Mass Executive Office of Labor & Workforce Development & U.S. Bureau of Labor Statistics

The largest employers are increasingly in tech and biotech.

Cambridge's Top Employers by Sector by Number of Employees



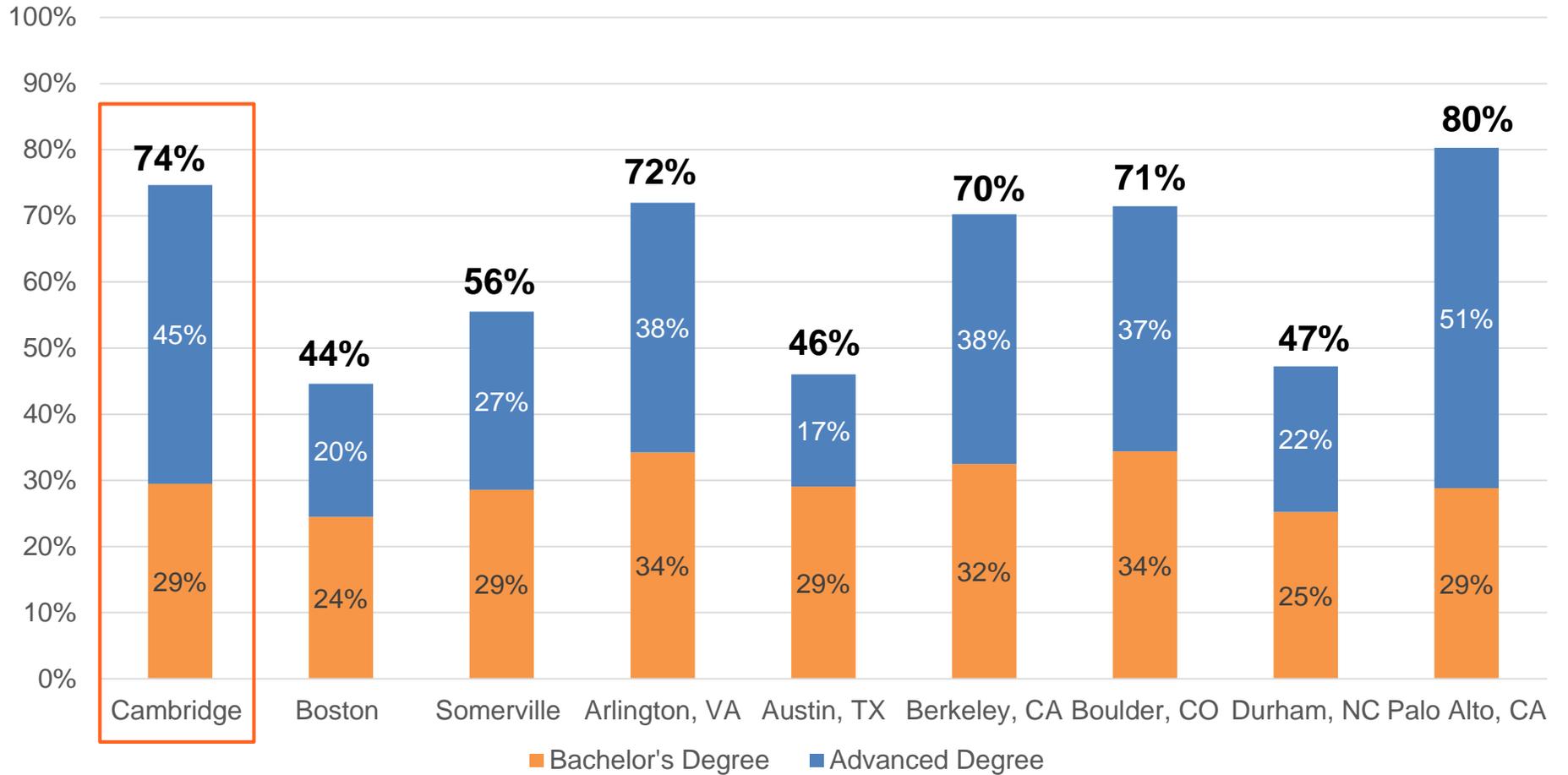
Source: City of Cambridge, Top 25 Employers, 1995-2014

Labor force and income



Cambridge has a particularly educated workforce.

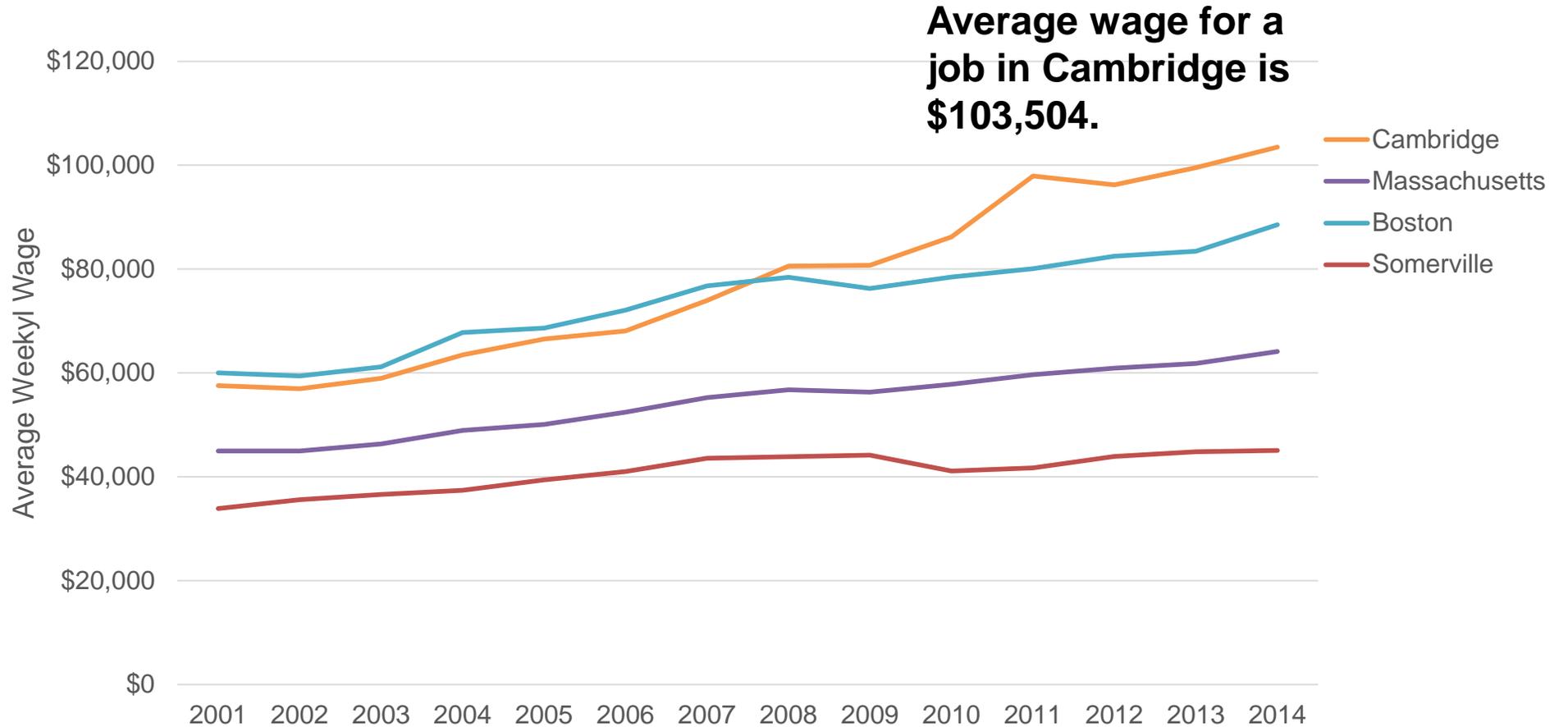
Educational Attainment vs. Peer Cities



Source: 2010-2014 American Community Survey, 5-Year Estimates

Wages have grown faster in Cambridge than in its neighbors.

**Average Annual Wage,
2001–2014**

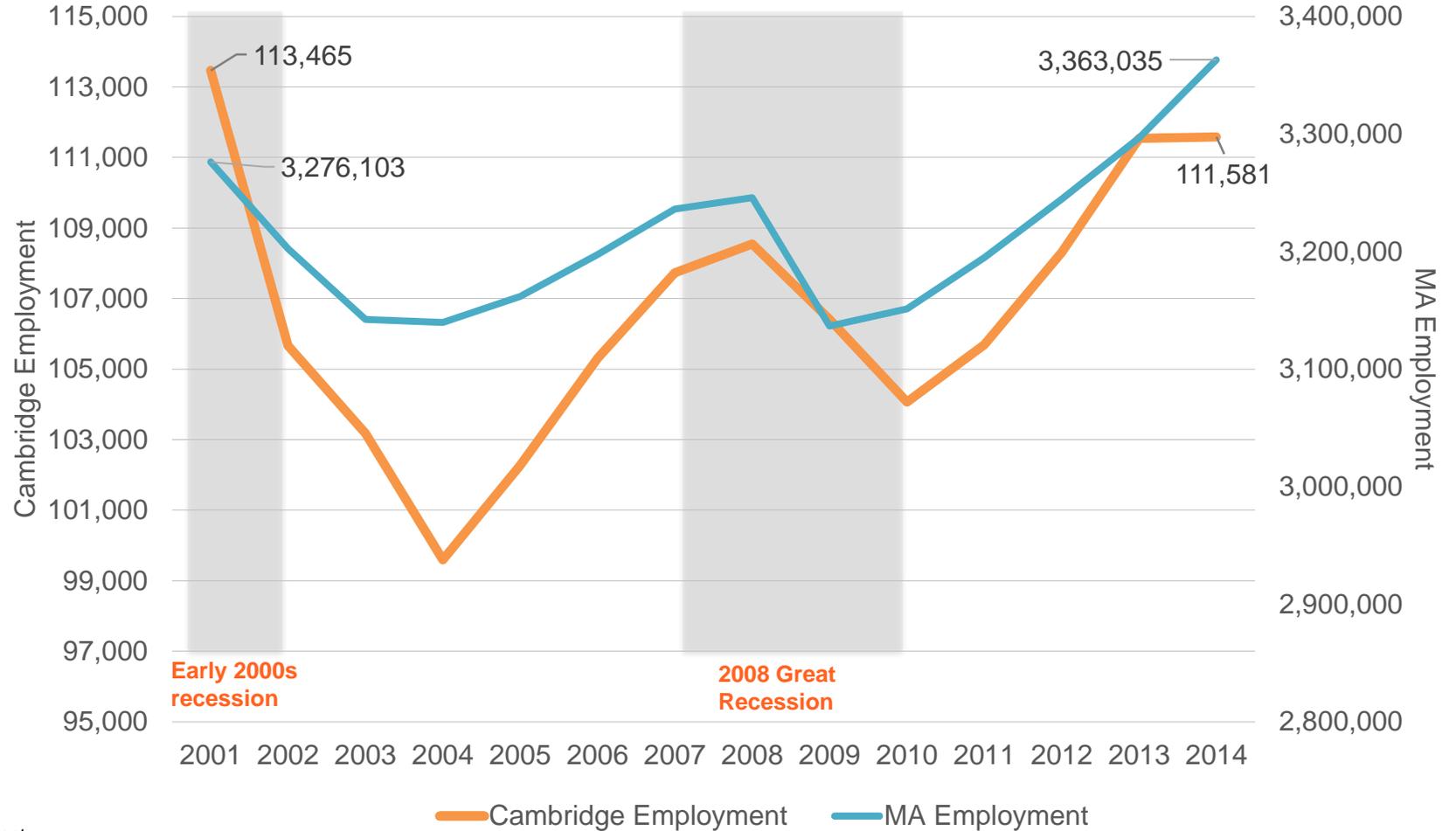


Source: Mass Executive Office of Labor & Workforce Development

As the knowledge economy goes, so goes Cambridge.

Cambridge's economy is now deeply tied to life sciences and its sectoral swings.

Employment in Cambridge and Massachusetts, 2001-2014



Source: Mass Executive Office of Labor & Workforce Development

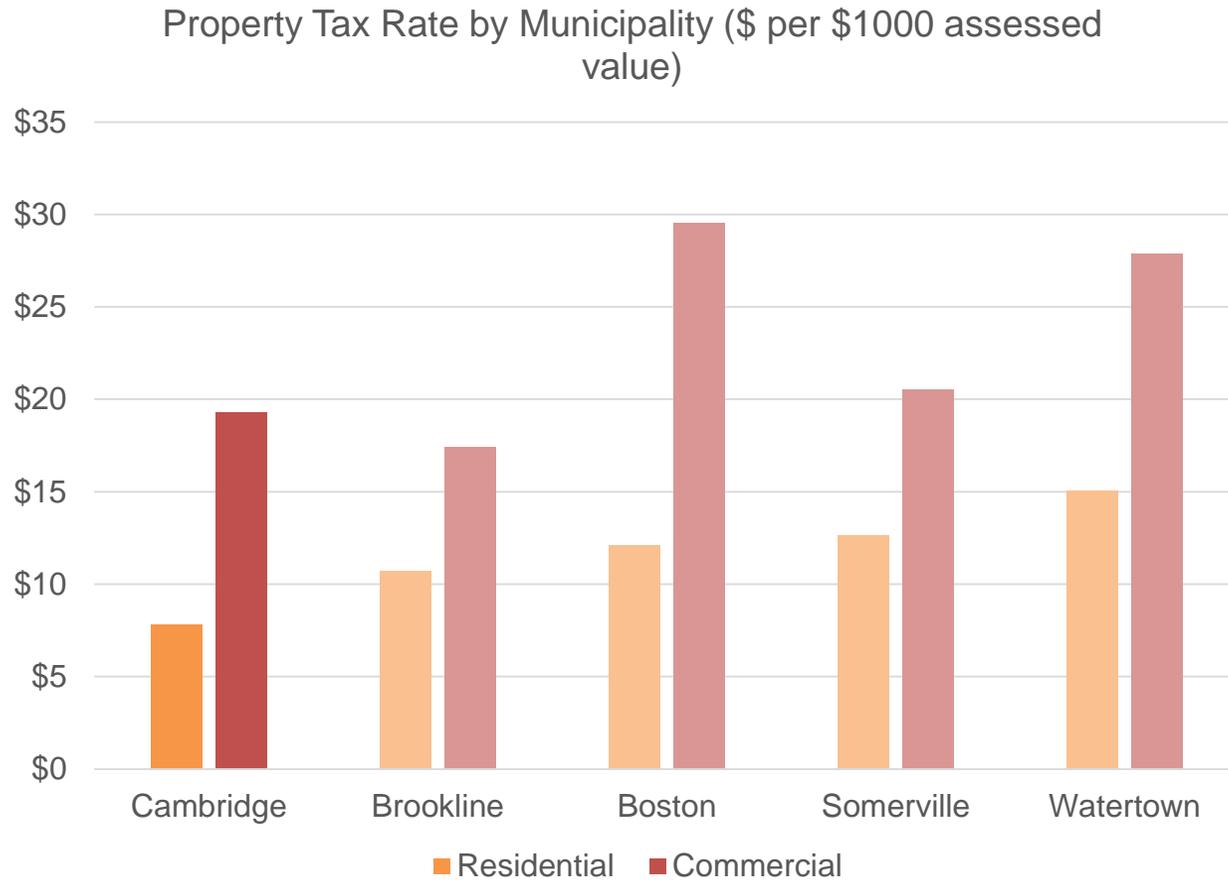
Businesses and commercial development



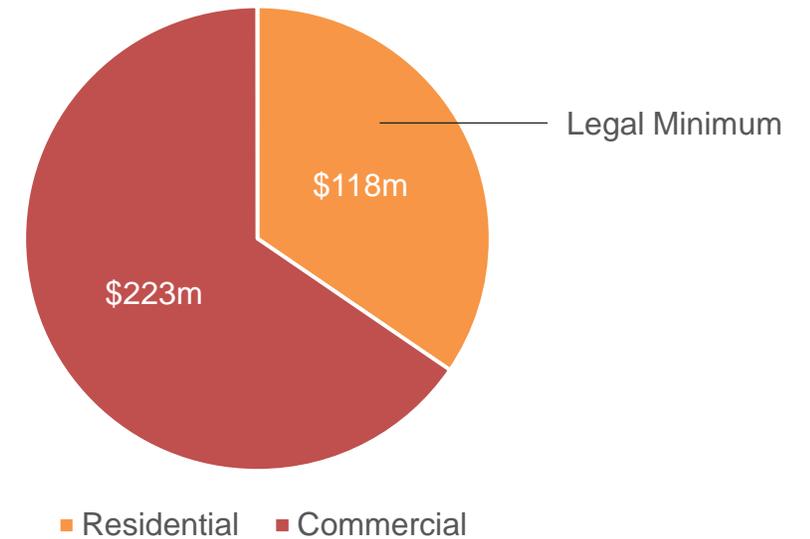
Knowledge economy firms drive up commercial rents for everyone.



Commercial taxes fund city services and reduce residential taxes.



Cambridge Property Tax Levy by Property Type



Source: City of Cambridge Budget, Fiscal Year 2016

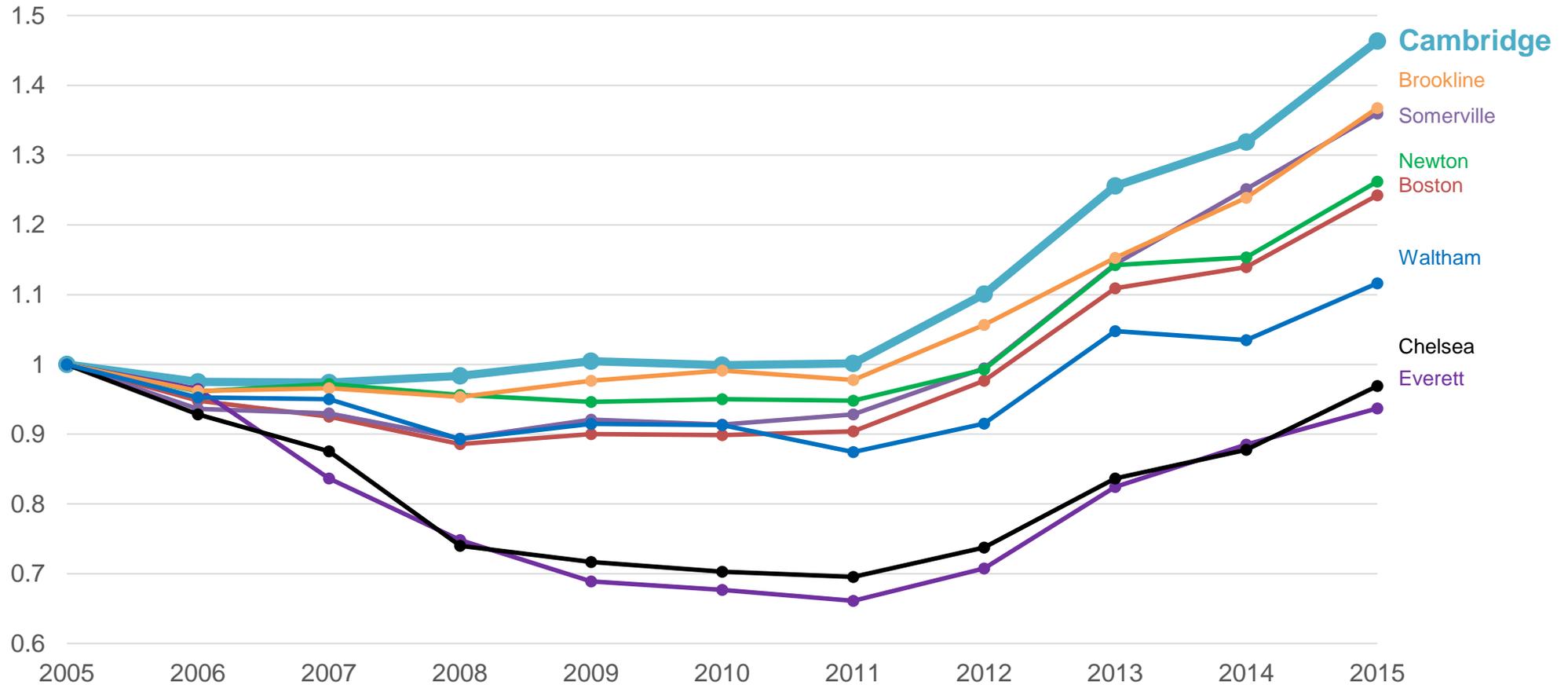
Housing and affordability



In Cambridge, home prices have risen faster than in its neighbors.

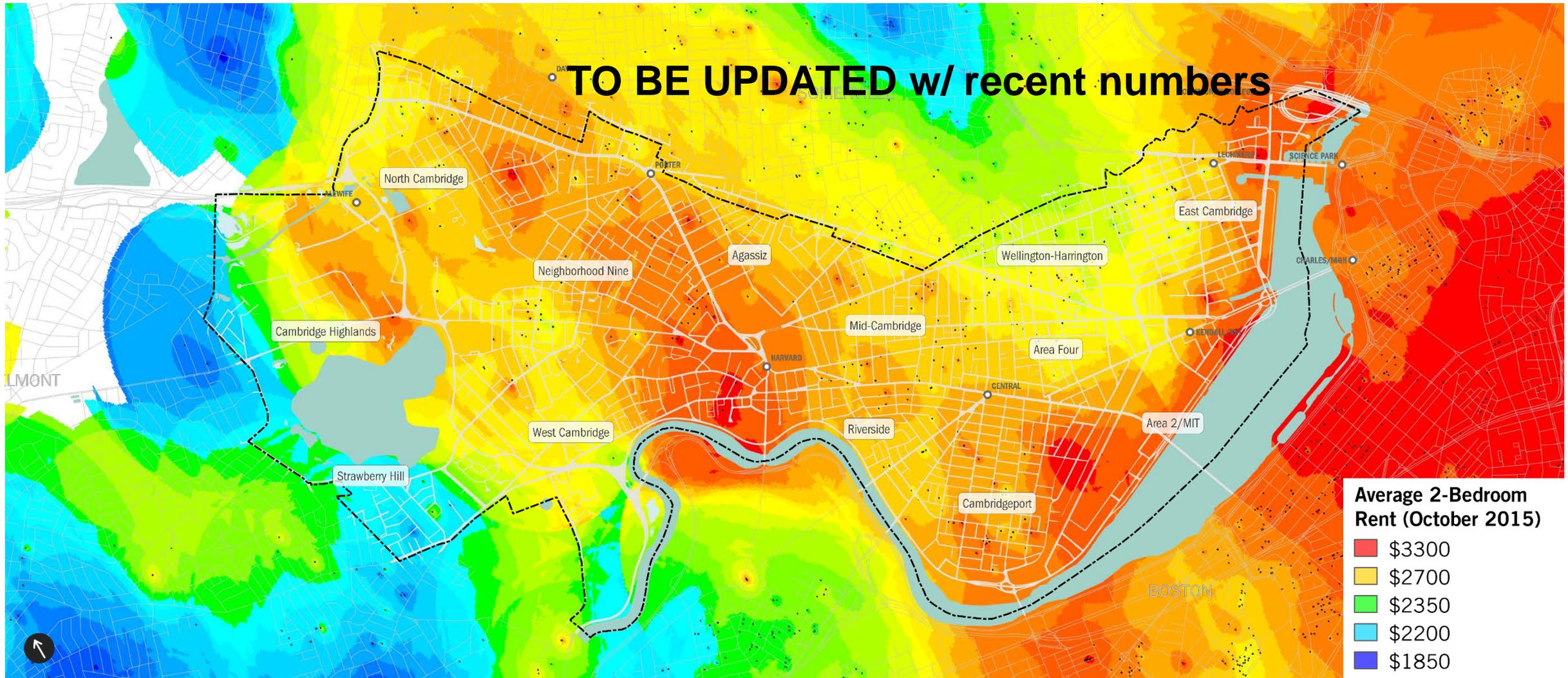
Surrounding Communities: Median Home Prices (2005=1)

A rapid rise in prices threatens to displace current and potential residents with low- and middle-range incomes.



Source Zillow Time Series, December 1996-2015. Includes single-family, condominium, and cooperative.

Cambridge also has some of the region's highest rents.



Source: TK

Beyond current measures, how else can we relieve pressure?

Cambridge seeks to tie building boom to affordable housing



DAVID L. RYAN/GLOBE STAFF/FILE MAY 2015

Cambridge leaders are hoping to harness the building boom underway in Kendall Square to raise millions of dollars for more lower-priced apartments across the city.

By Tim Logan | GLOBE STAFF JULY 24, 2015

Final Report

Cambridge Inclusionary Housing Study

March 27, 2016

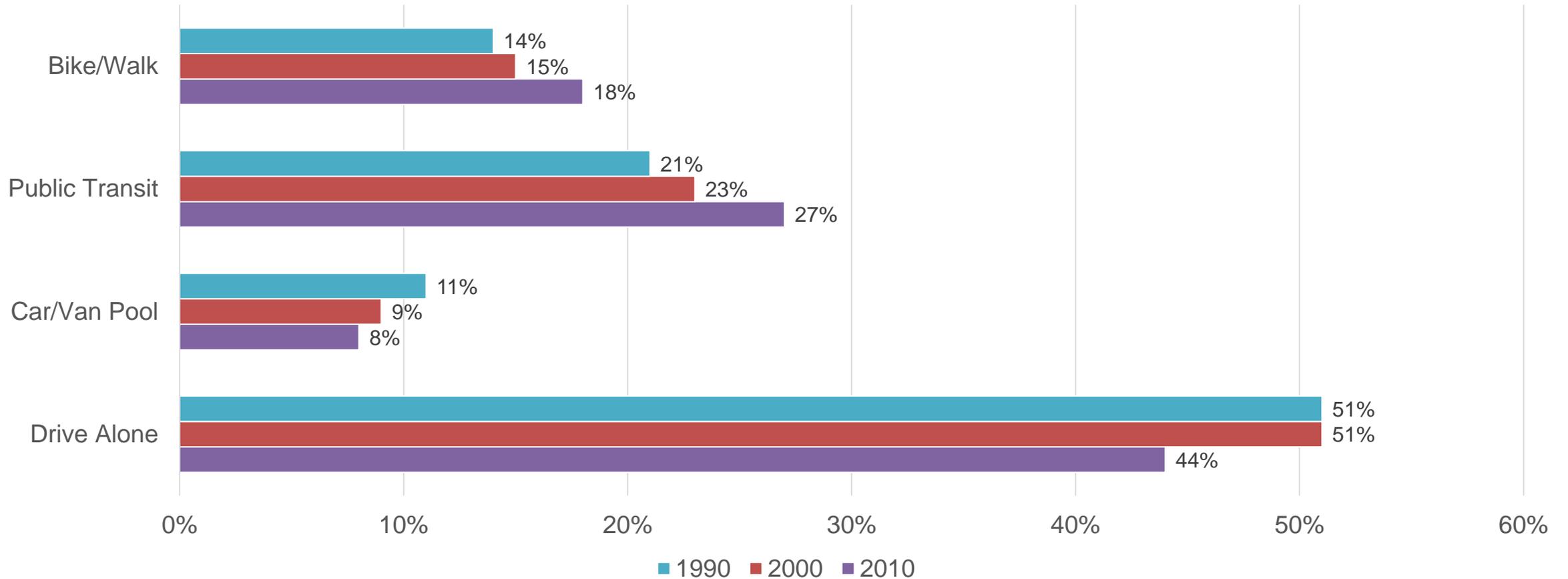
DRA DAVID PAUL ROSEN & ASSOCIATES
DEVELOPMENT, FINANCE AND POLICY ADVISORS

Mobility and transportation



Cambridge continues to improve its share of sustainable modes.

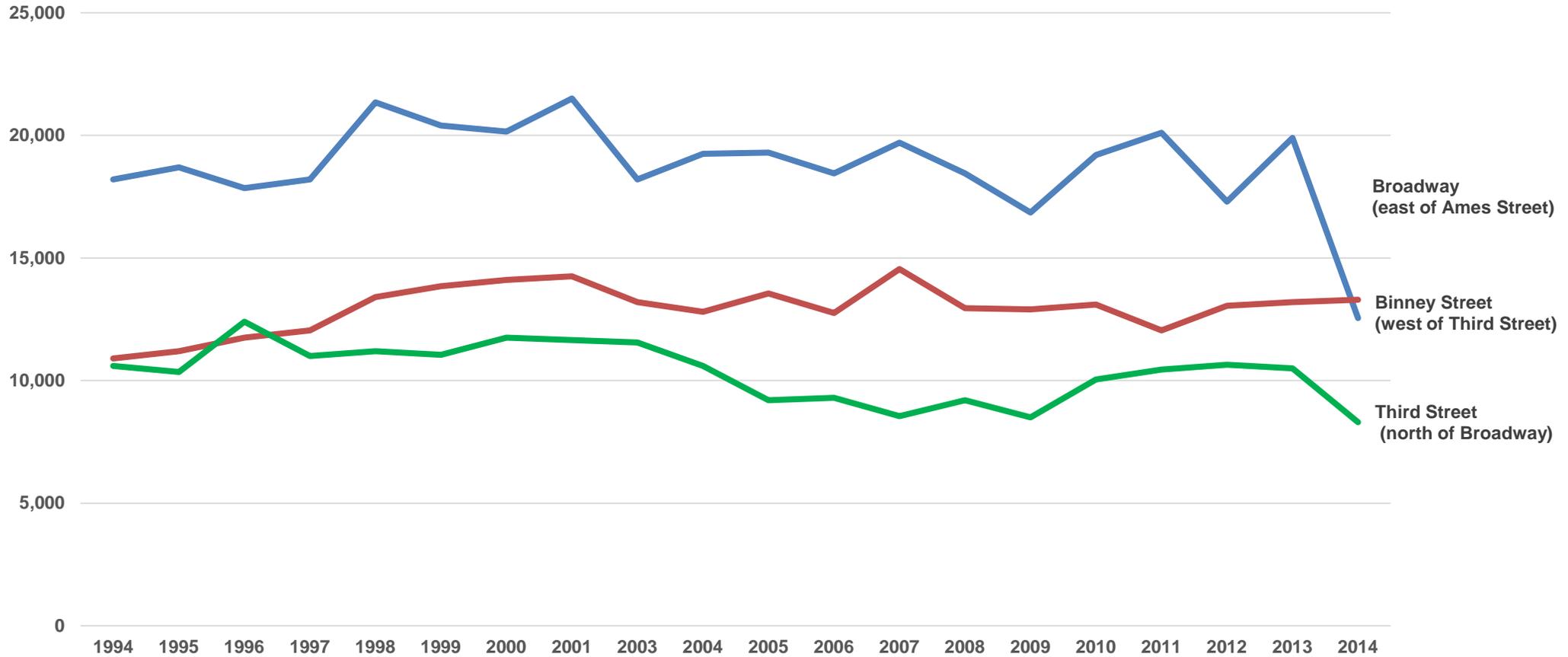
Cambridge Workers Means of Commuting to Work



Source: Decennial Census 1990, 2000; American Community Survey 2010, 1-year estimates

Despite larger development, traffic in Kendall Square has dropped.

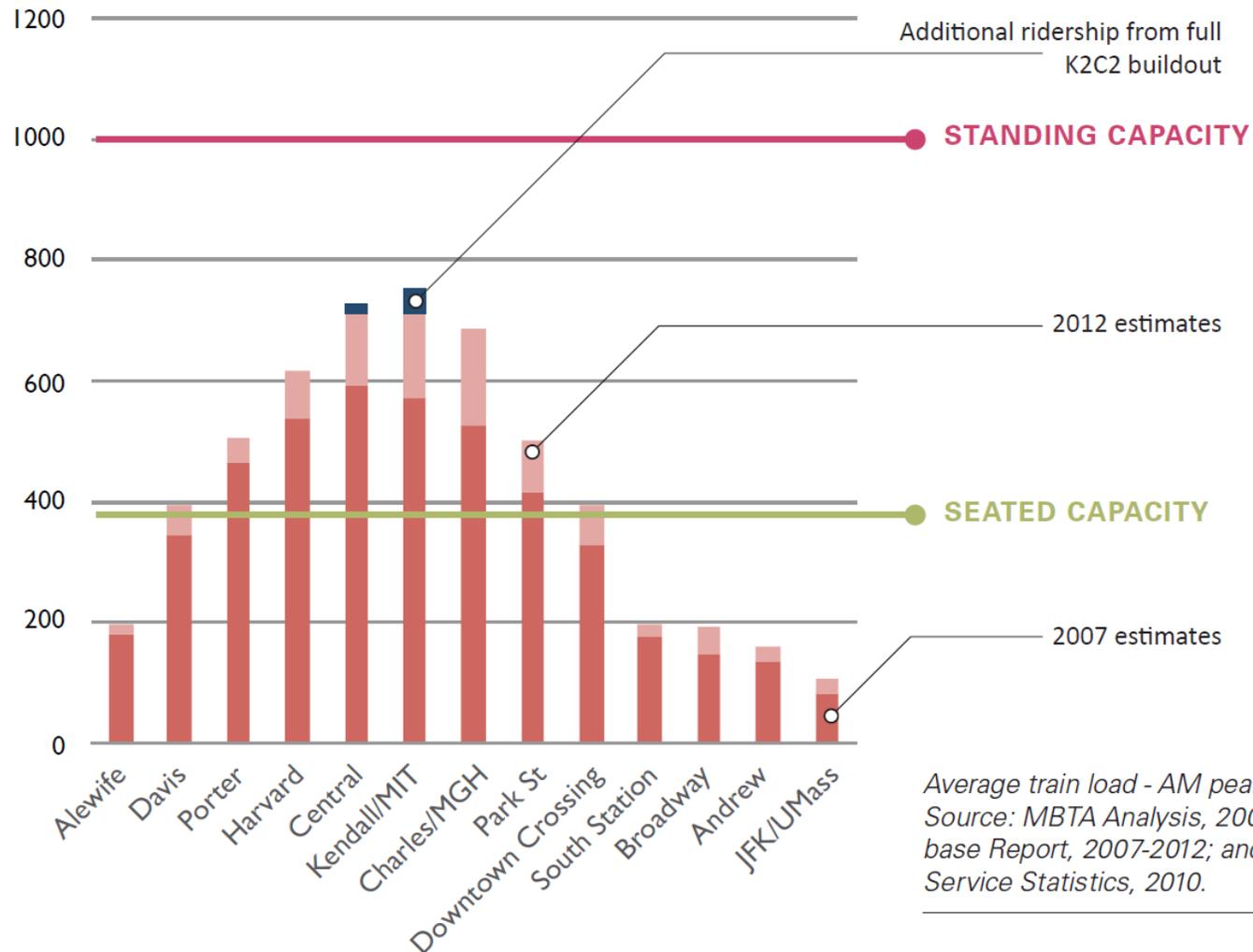
Kendall Square
Average Daily Traffic Trend Lines



Source: Cambridge Redevelopment Authority

... but pressure on the Red Line grows.

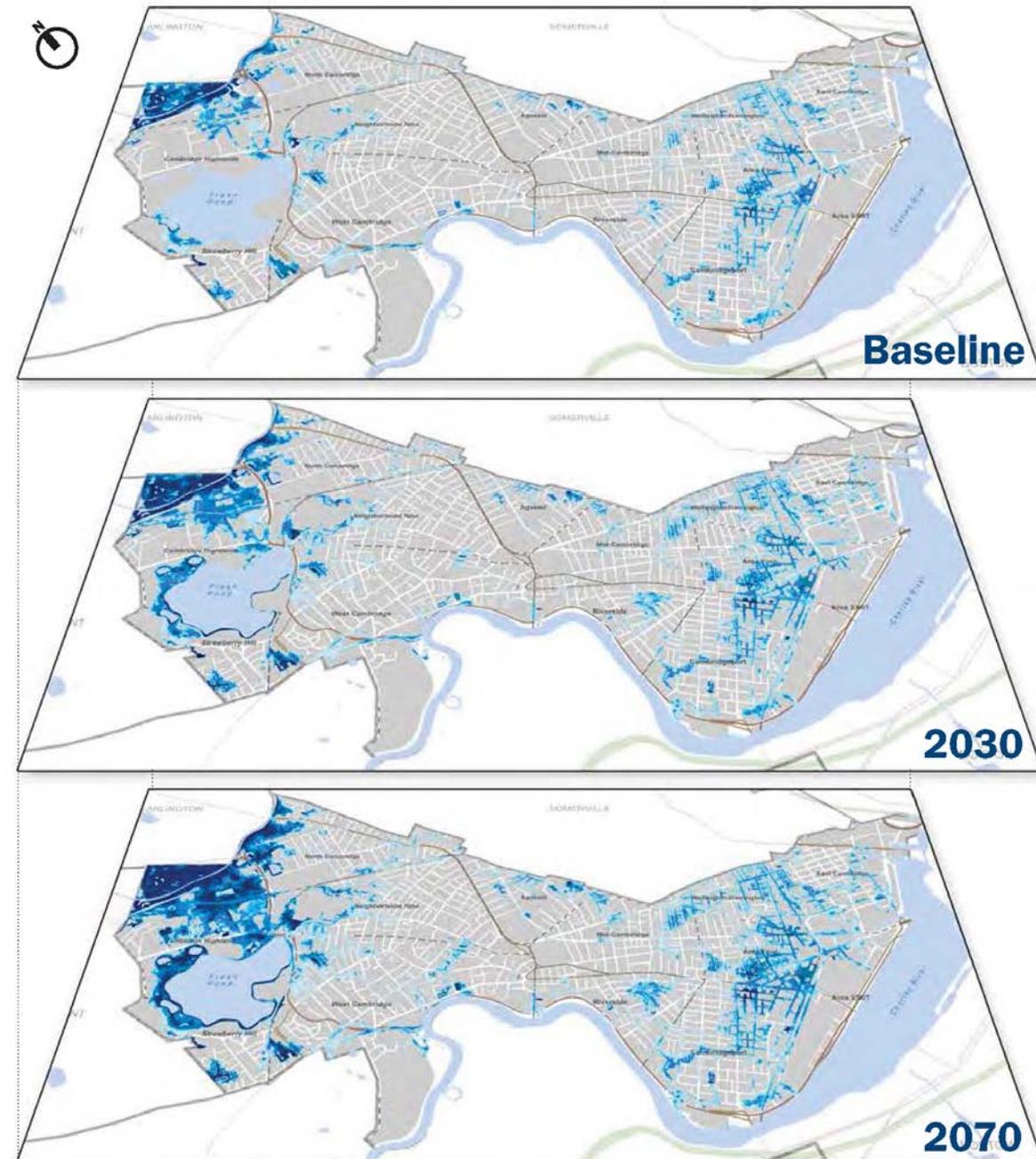
Average train load - AM peak toward Boston



Climate change and resilience



Flooding is a risk across Cambridge, especially in Alewife.



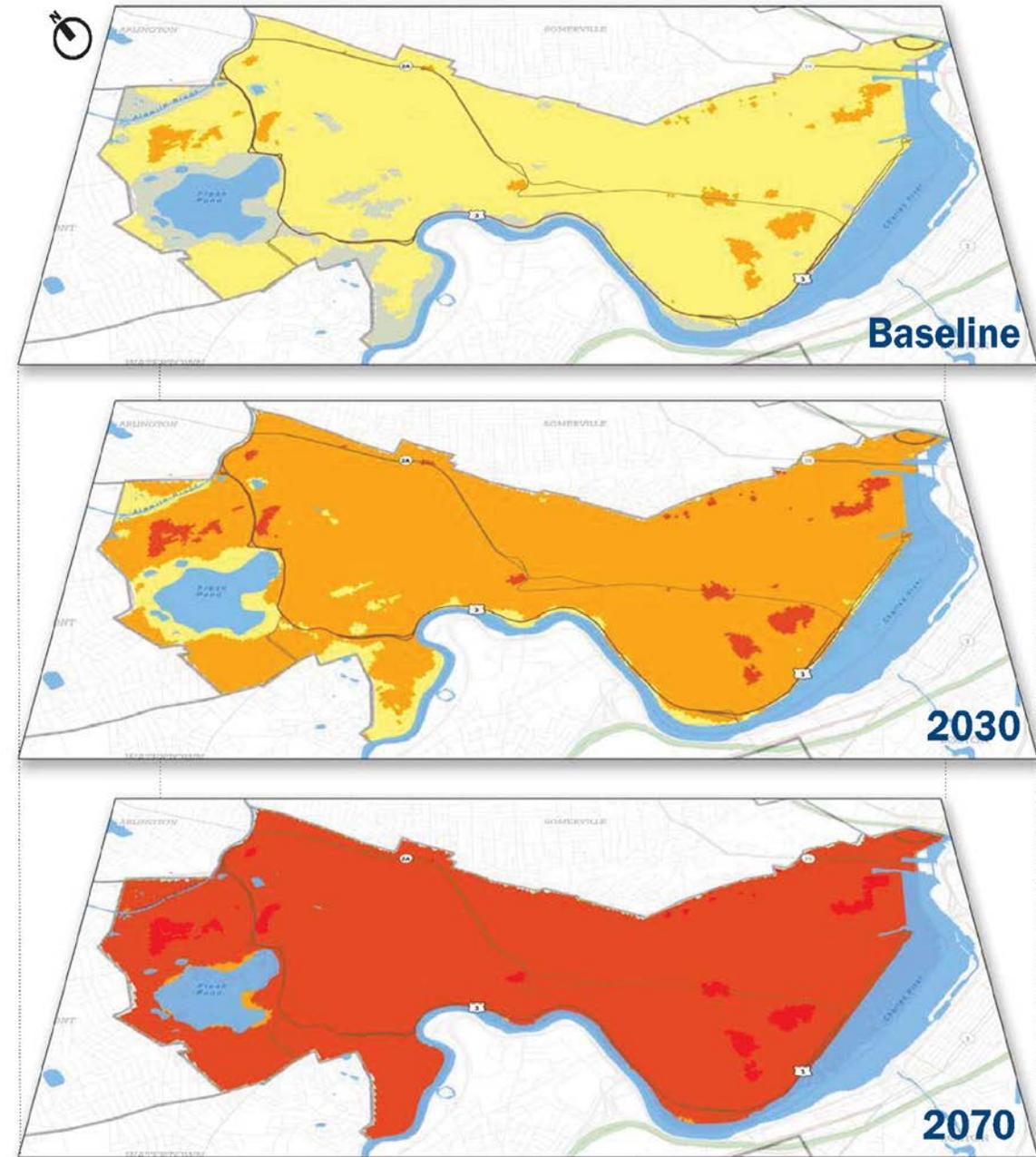
Inland Flooding – 100-year 24-hour storm

(Source: CCVA / Kleinfelder with MWH, VHB data)

Depth of Flooding above Ground (feet)



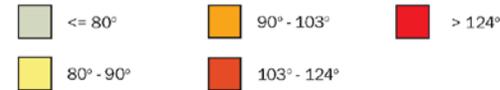
The city is increasingly vulnerable to heat waves in the future.



Heat Island / Heat Index

(Source: CCVA / Kleinfelder with ATMOS data)

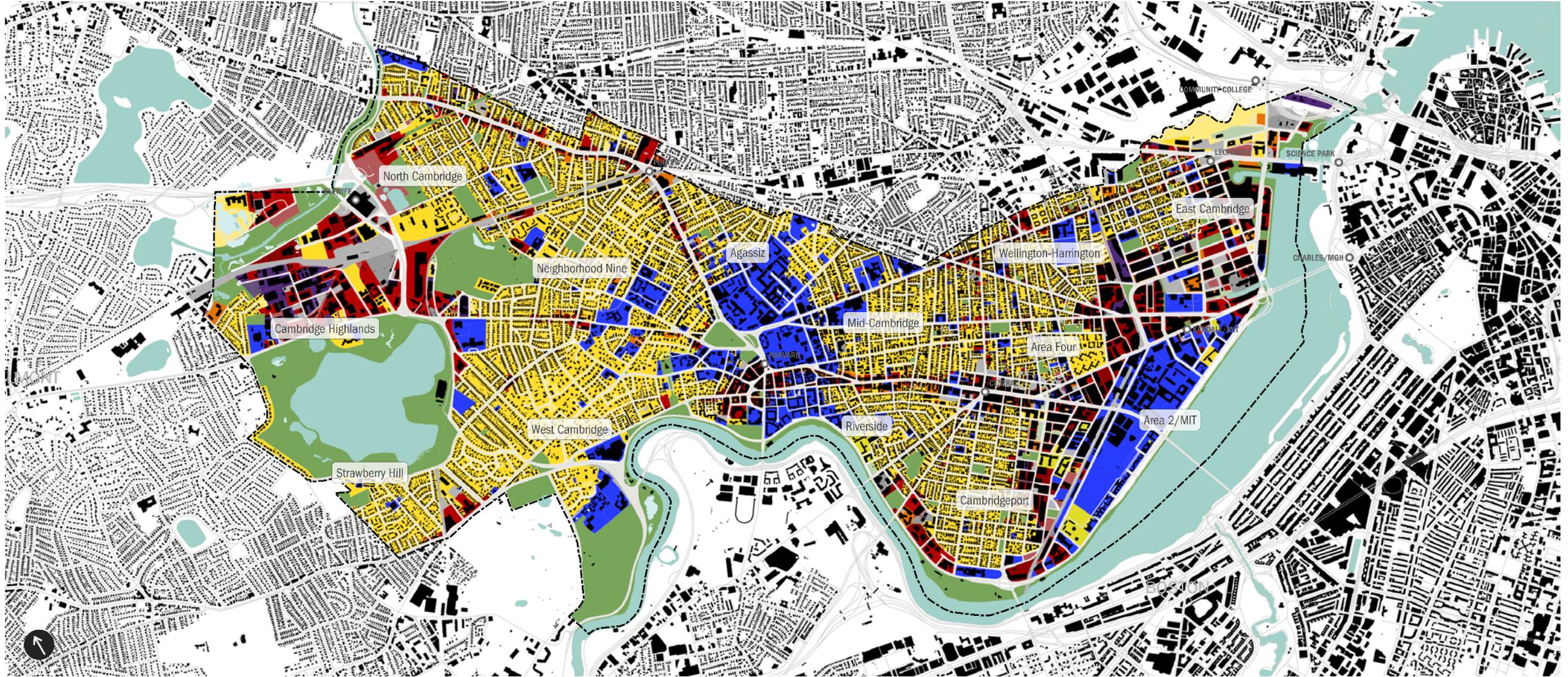
Estimated Heat Index (°F)



Urban form



The city is compact, memorable, and organized.



Residents' impressions of the city line up with physical maps.

Mobile Engagement Station
“Feedback”: places people marked



Modern construction and program types affect the city's character.



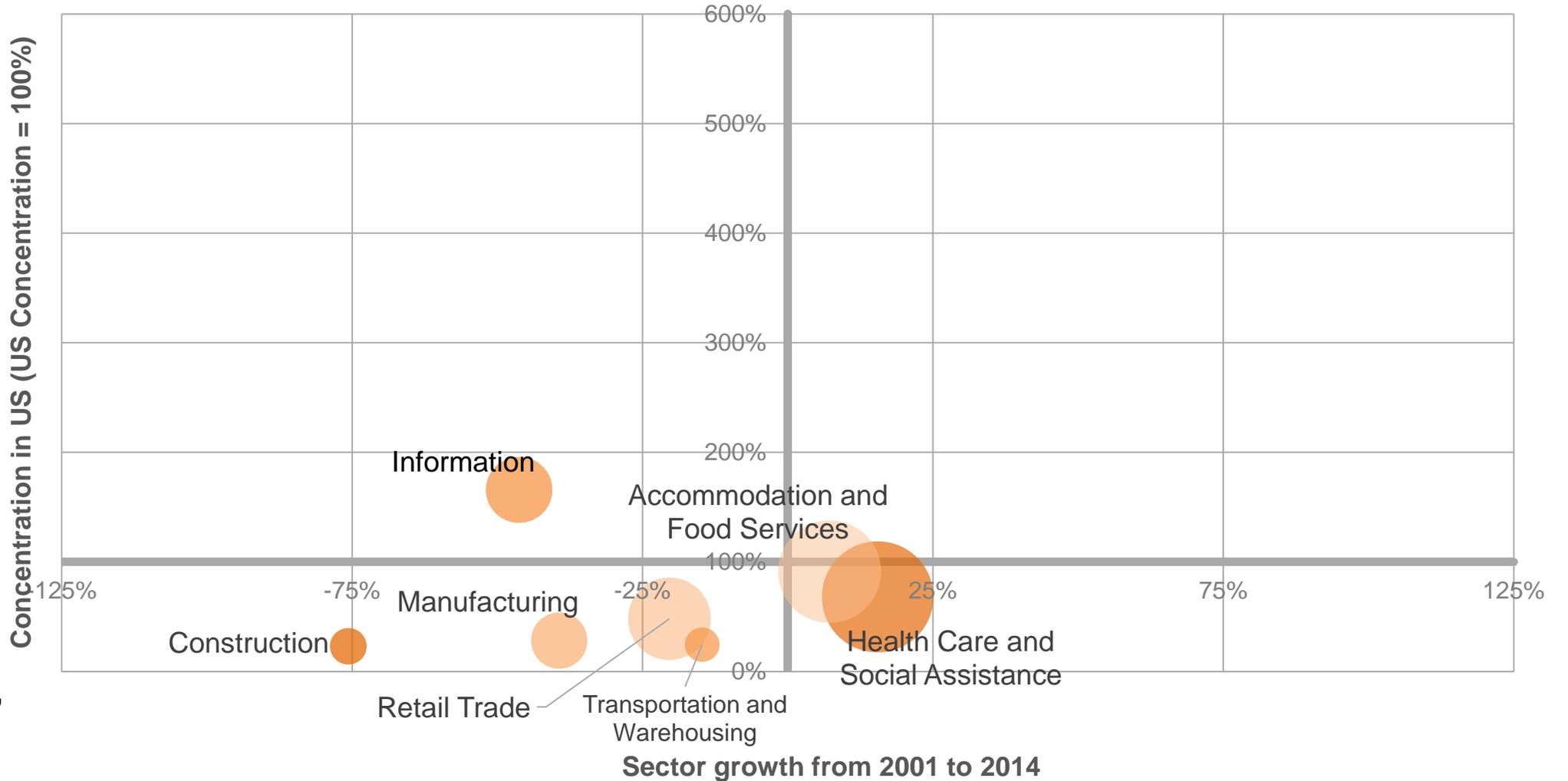
Discussion



As Cambridge faces growth and change, how do we best support livability, diversity, and equity?



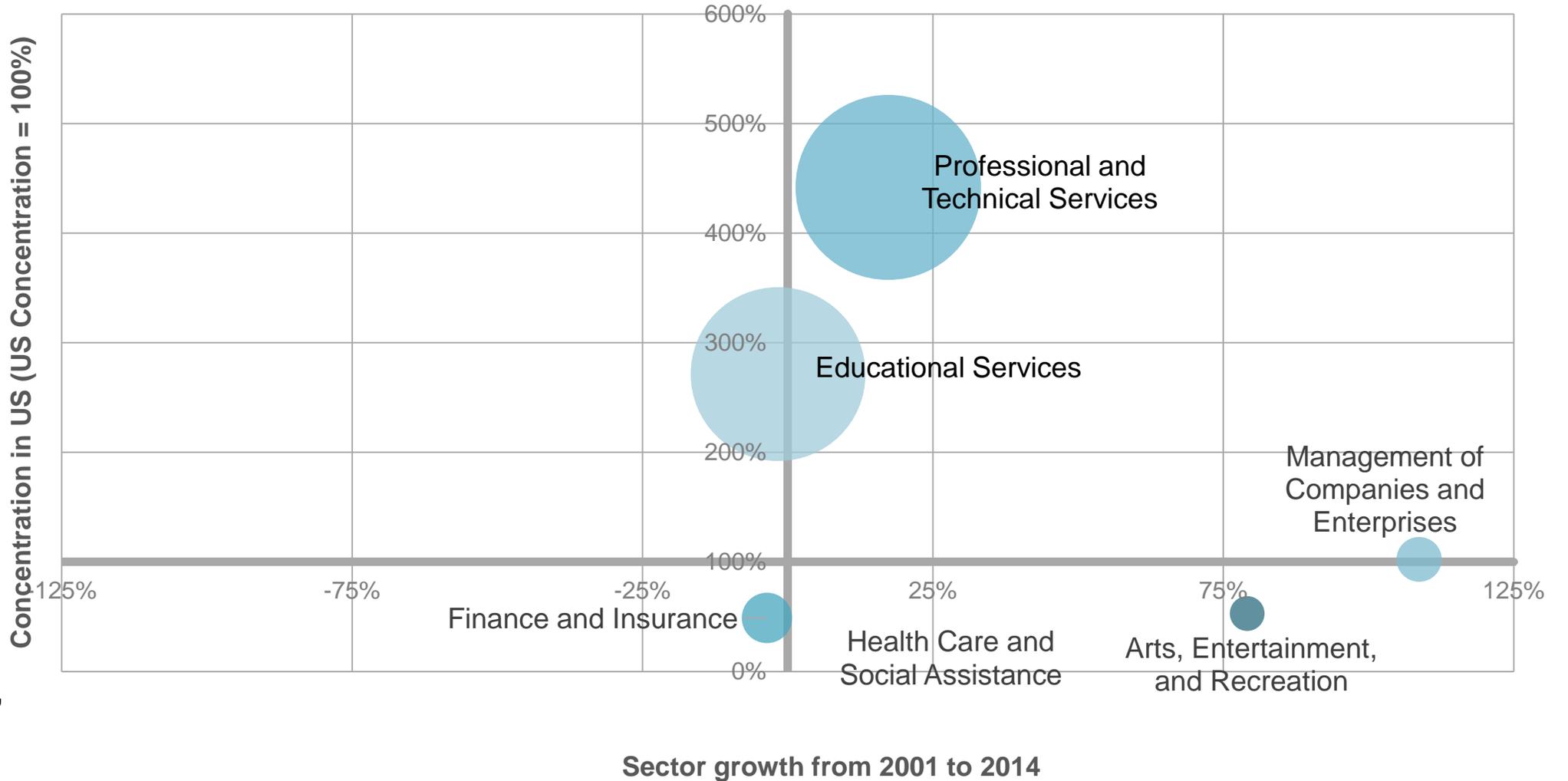
Knowledge economy sectors are concentrated and growing quickly.



Sector Growth, 2001-2014 and Location Quotient, 2014

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