



Placemaking Working Group

Purpose

The primary purpose of this Placemaking Working Group (PWG) is to provide input and assist with the Placemaking Study that will be initiated by the City of Cambridge and funded through the Core Areas Transformation Fund (CATF).

The goal of the entire Placemaking Project is to have a consultant conduct a study to determine **where** areas are available and appropriate for placemaking projects within Downtown Cambridge and **what** may be developed there.

In addition to other areas identified, this Study will recommend a portion of City property that will house some form of Placemaking Pilot Project that will be open and accessible to all members of the public. Said Pilot Project must be recommended to Council and approved based on budget availability.

Corporate Alignment

Placemaking is an inherent concept contained in the City's Strategic Plan. In January 2021, Council approved the updated goals and objectives of the Cambridge Connected Strategic Plan. Within this plan are several strategic actions which this Placemaking Study (and eventual Pilot project) will fulfill, namely:

- **Establishing our core areas as attractive destinations** – adding a Placemaking project to Downtown Cambridge will enhance the area by providing a 'place' where people will want to visit. Community involvement and a desire to be together and enjoy an event or place is key.
- **Enhancing equity and inclusion efforts** – creating a 'place' for all to enjoy as it will be available, accessible and free.
- **Encouraging safe and healthy neighbourhoods** – the proposal will take place in Downtown Cambridge and not in a public park. It will encourage people to be active while enjoying the 'place'.
- **Enhance opportunities to enjoy built and natural heritage** – with the goal of bringing more people into the core with an attractive placemaking initiative, the City is providing more opportunity for the public to spend time in historic Downtown Cambridge.

- **Create and activate spaces that offer things for people to do** – the objective of a free placemaking initiative delivers specifically on this strategic objective.

Accountability

This PWG will work with staff and the consultant retained by the City of Cambridge. The Director of Economic Development will be appointed as the staff liaison and project manager to ensure communication between Council, the consultant and the PWG.

Authority

This Placemaking Working Group will have the ability to make recommendations to the consultant, Staff and subsequently Council.

Budget

Any capital or operating budget needs will be identified through this committee. Any additional budget requirements must be recommended to, and approved by, Cambridge Council. A capital project has been created with a budget of \$150,000 to undertake the Placemaking Study and also create a Placemaking Pilot Project. Said Pilot Project must be approved by Council prior to initiation.

Roles and Responsibilities

The Placemaking Working Group will be created through Council authorization and public applications will be requested by newspaper, social media and the City website.

The Placemaking Working Group will be comprised of the following positions:

- Chair

To provide leadership and direction to the PWG so as to facilitate the work and purpose of the group as per these terms of reference. The Chair will be elected by members of the PWG.

- Vice Chair

To provide support to chair, chairing in their absence. The Vice Chair will be elected by members of the PWG.

- Members

The Committee will be made up of the following Members

- Two (2) Members of Staff (one being the Director of Economic Development or designate).
- Up to eight (8) Members of the Public.

This group will identify and make recommendations on all aspects of the Placemaking Study, including:

<ul style="list-style-type: none"> Review and comment on the draft Request for Proposal (RFP) to hire a consulting firm to undertake a placemaking study and implement a pilot project. 	Committee
<ul style="list-style-type: none"> Meet with the consultant and staff on a regular basis. 	Committee
<ul style="list-style-type: none"> Assist in the implementation and review of the Pilot Project. 	Committee

Deliverables

The Placemaking Working Group, working with Staff and the consultant, is expected to deliver: (1) A Placemaking Study that will identify options for a pilot Placemaking installation in Downtown Cambridge; and (2) Recommendation of said pilot project to Cambridge City Council.

Working Group Structure

The PWG is anticipated to meet monthly to review any issues regarding the Placemaking Study. More frequent meetings may be required to be decided by the PWG vote.

Behavioral Expectations

In addition to our commitment to the City of Cambridge values of Integrity, Respect, Inclusiveness, and Service, members must commit to the following behavioral expectations when meeting in person, online, or through events:

- Be Respectful
- Lead with professionalism and integrity
- Engage meaningfully

Further, all members of the PWG must adhere to the City of Cambridge’s Code of Conduct for Local Boards and Committees that was approved by Cambridge Council on September 27, 2016.