



MEMORANDUM

To: CRA Board

From: Tom Evans

Date: July 8, 2021

Re: Strategic Advisory Group

As discussed with the CRA Board earlier in the year, CRA staff recommend the formation of a Strategic Advisory Group as part of our Strategic Plan update. The Advisory Group will broaden the CRA's access to diverse voices, different perspectives, and various areas of expertise in order to inform our Strategic Plan and its implementation. The Advisory Group will help the CRA transform ideas into action in a way that furthers our goals for equity and aligns with our mission. The Advisory Group could increase our knowledge of community needs and serve as a sounding board for new CRA initiatives.

We envision the Advisory Group as advisory to the Executive Director. Initially, the Advisory Group would be formed as a temporary body, with a focused objective of advising in relation to the Strategic Plan. It could meet four to six times per year for one year, from fall 2021 to fall 2022. After a year, we could evaluate this governance structure to determine whether there is value to extending the term of the Advisory Group or make it a more permanent element of the CRA's governance.

The proposed notice for the Strategic Advisory Group is attached. CRA staff would distribute this notice widely, both online and in physical locations throughout the city, to generate as much interest as possible from many different sectors of the Cambridge community. An online application has been developed with a few key questions that will help us evaluate and vet submittals, before narrowing the list and interviewing potential candidates. This application can also be made available in paper format. We envision a Strategic Advisory Group with nine (9) to eleven (11) members.

The Cambridge Redevelopment Authority is seeking volunteers for a Strategic Advisory Group!

If you live or work in Cambridge, we encourage you to apply! We envision a Strategic Advisory Group that is representative of the wide diversity of people and places in Cambridge.

About the Role

The Strategic Advisory Group will advise the CRA on issues related to the Strategic Plan and its implementation and will help support the CRA's relationship with the Cambridge community so that our work is equitable, responds to local needs, and reaches a diverse population.

About the CRA

The CRA works in the public trust to bring a human dimension to development, improving the quality of life for residents, businesses, employees, and visitors. Our goal is to balance economic vibrancy, housing, and open space to create sustainable communities through new and revitalized development. We believe that diversity, equity, and inclusion make us stronger as individuals, organizations, and a society. We are committed to implementing imaginative, creative initiatives to achieve social equity and a balanced economic ecosystem. Information about the CRA, its Strategic Plan, and ongoing projects may be found at our website:

www.cambridgeredevelopment.org.

What We Are Looking For

We are seeking people who are able to work in a team and who can consider policies, projects, and other proposed efforts through an equity lens for the benefit of the entire Cambridge community. Preferred candidates will bring at least one of the following (*if you meet just one of the items below, you are encouraged to apply*):

- Leadership in, or deep connection with, communities whose voices are lesser heard in Cambridge public spaces
- Leadership or wide experience in Cambridge's nonprofit community, small business community, and/or affordable housing communities
- Personal or professional knowledge or experience in community development, urban planning, municipal or state government, fiscal management, transportation, and/or real estate development

Meetings may be public and are anticipated to occur quarterly, although more frequent meetings may be warranted at times. We anticipate that meetings may be in person in the near future, although Advisory Group members may continue to attend via zoom as needed.

Application Instructions

If you are interested in becoming a member of the CRA Strategic Advisory Group, please respond [HERE](#) by **August 31, 2021**. If you have any questions or would like to request a copy of the application form, please contact us:

[\[insert name\]](#), [\[insert email\]](#)

Cambridge Redevelopment Authority,
255 Main Street, 8th floor, Cambridge, MA 02142

Additional information about the CRA can be found at
<https://www.cambridgeredevelopment.org/>