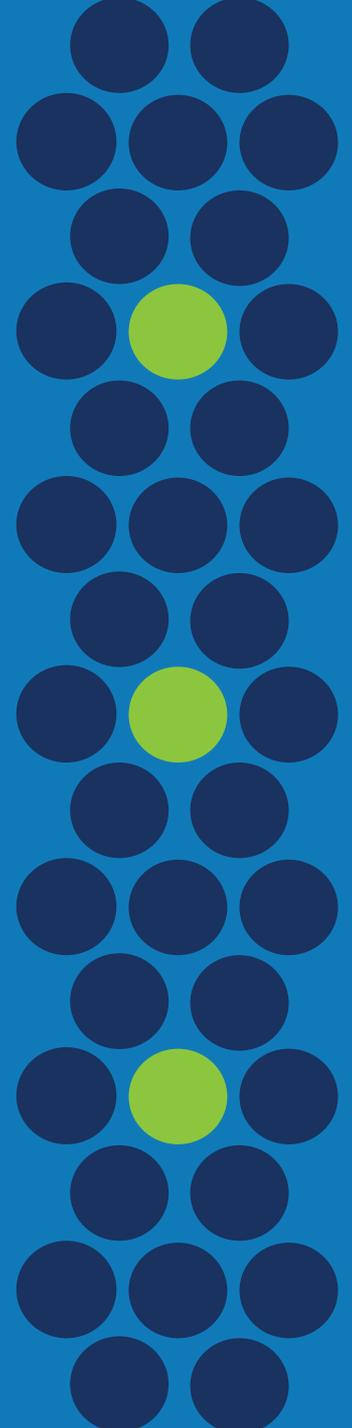


Participatory Planning

Improving Your Community
Engagement Efforts



PRESENTERS



Alison
LeFlore, AICP



Michelle
Moon



Claudia
Paraschiv

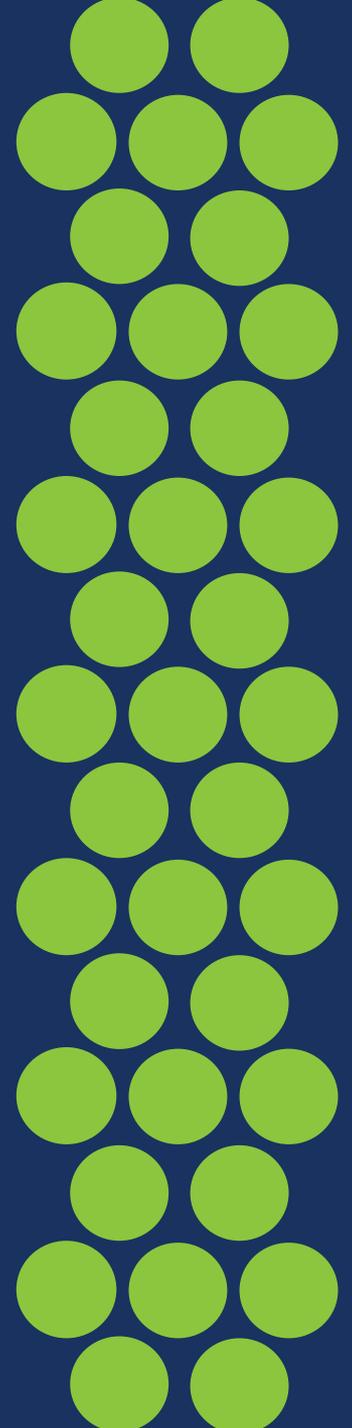


Adrienne
Schaefer Borrego

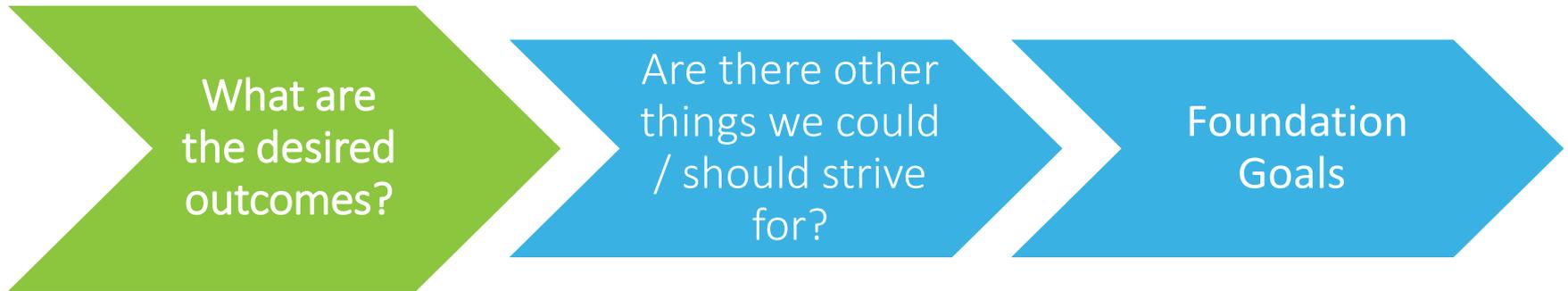
PRESENTATION OUTLINE

- Introduction
- Why engage the public?
- Types of engagement
- Meeting design + collecting information
- Project Examples

Why Engage the Public?



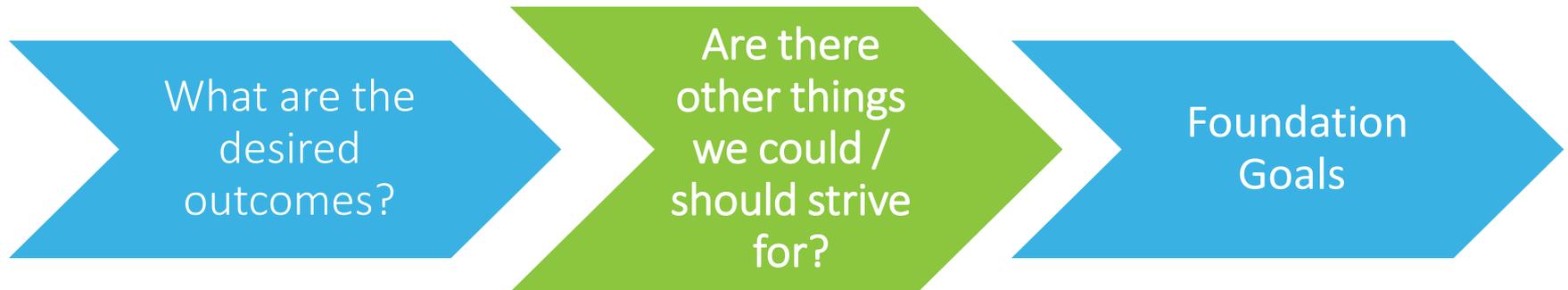
Engaging the Public + Process



- Lots of participation
- Diverse participation
- Public support
- Adopt plan/ ordinance



Engaging the Public + Process



- Transparency
- Trust
- Equity/ Inclusion
- Educated Citizens
- Invested Citizens

Engaging the Public + Process

What are the
desired
outcomes?

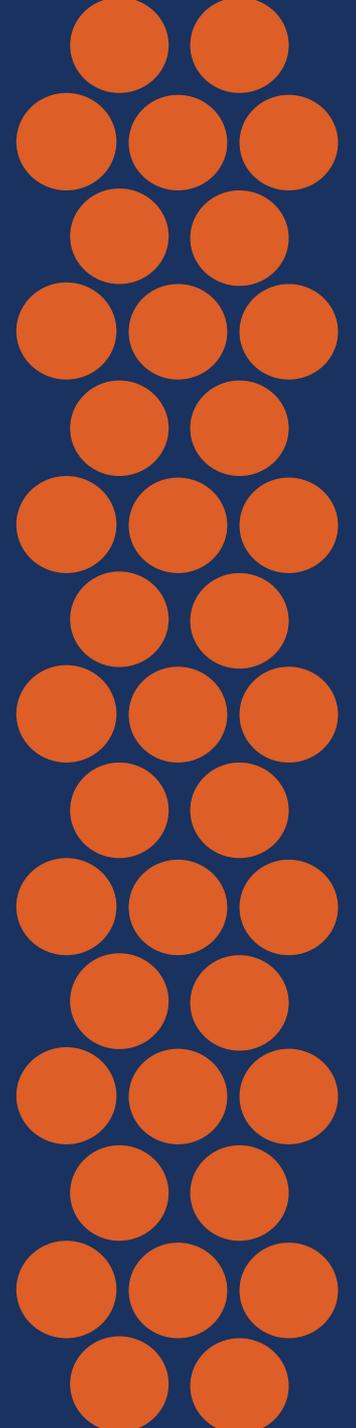
Are there other
things we could
/ should strive
for?

Foundation
Goals



- Fun
- Friendly
- Inclusive
- Equitable
- Builds Partnerships

Types of Engagement



PROJECT BASED ENGAGEMENT

Project based engagement is centered on a specific project or activity/goal

- Develop a plan
- Implement a project
- Adopt a plan or ordinance/bylaw

TYPES OF PARTICIPATION

Ongoing

- Steering Committee
- Advisory Committee
- Websites + Social Media
- Implementation Committees

Periodic

- Focus Groups
- Stakeholder Interviews
- Workshops, Meetings, Events
- Public Hearings

RELATIONSHIP BUILDING + PARTNERSHIPS

- Ongoing engagement creates a pool of engaged and informed residents and other stakeholders
- Builds public support and trust
- Where to start?
 - Educate boards and staff
 - Show them great plans and success stories
- Helps in the transition to/from project based engagement

RELATIONSHIP BUILDING + PARTNERSHIPS

Effort

- Make the effort to show up

Listen

- Listen to the community – the details matter
- The focus is not on you or your project

Follow-up

- Follow-up with participants and leaders after the meeting

Follow Through

- Do what you say you were going to do

Be forthright

- Apologize when needed

WHAT'S YOUR GOAL?

What kind of project are you doing?

- Think about the project's goals, purpose, and scope from the start

Who do you want to hear from?

- Engage the public – from different sectors, demographics, etc. – as well as board/committee members

What kind(s) of information / input do you need?

A red sign on a wooden easel. The sign has the text "HOW DO YOU" in a bold, black, sans-serif font at the top. Below it, the word "Define" is written in a yellow, cursive font, flanked by two small black leaf-like icons. At the bottom, the word "SUCCESS?" is written in a large, white, bold, sans-serif font. The sign is held by a wooden clip at the top and a wooden base at the bottom.

HOW DO YOU
Define
SUCCESS?

<https://www.pinterest.co.uk/pin/484770347364244565/?lp=true>

**Are you informing the public
or learning from the public?**

The logo for Civic Space Collaborative. It features the words "Civic Space" in a blue, sans-serif font, with "Civic" on the top line and "Space" on the bottom line. Below "Space" is the word "COLLABORATIVE" in a smaller, blue, sans-serif font. The logo is flanked by two horizontal blue lines, one above and one below the text. The entire logo is set against a background of a vertical column of orange circles.

Civic
Space
COLLABORATIVE

TYPES OF ENGAGEMENT

Creative
meetings

Charrettes

Surveys

Meet onsite

Community
events

Volunteer
days

Newspaper
Articles

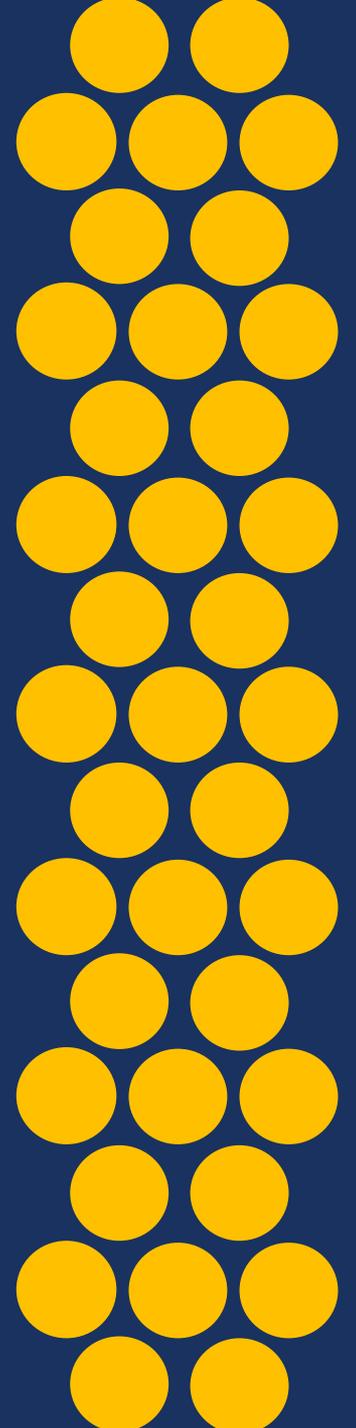
Go to an
existing
meeting

Talk to
people
where they
hang out

POWER OF PARTNERSHIPS

- Community partners serve many roles:
 - Insight and background on local dynamics
 - Outreach and recruitment assistance
 - Assistance with language interpretation
 - Finding meeting spaces
- Spread a wide net for community partners

Meeting Design



MEETING DESIGN

- Design the meeting for your desired outcomes
 - Lots of participants
 - Diverse participants
 - Achieve public support + ownership
 - Receive general feedback
 - Public education
 - Adopt a plan or ordinance
 - Move into a new phase
 - Achieve consensus

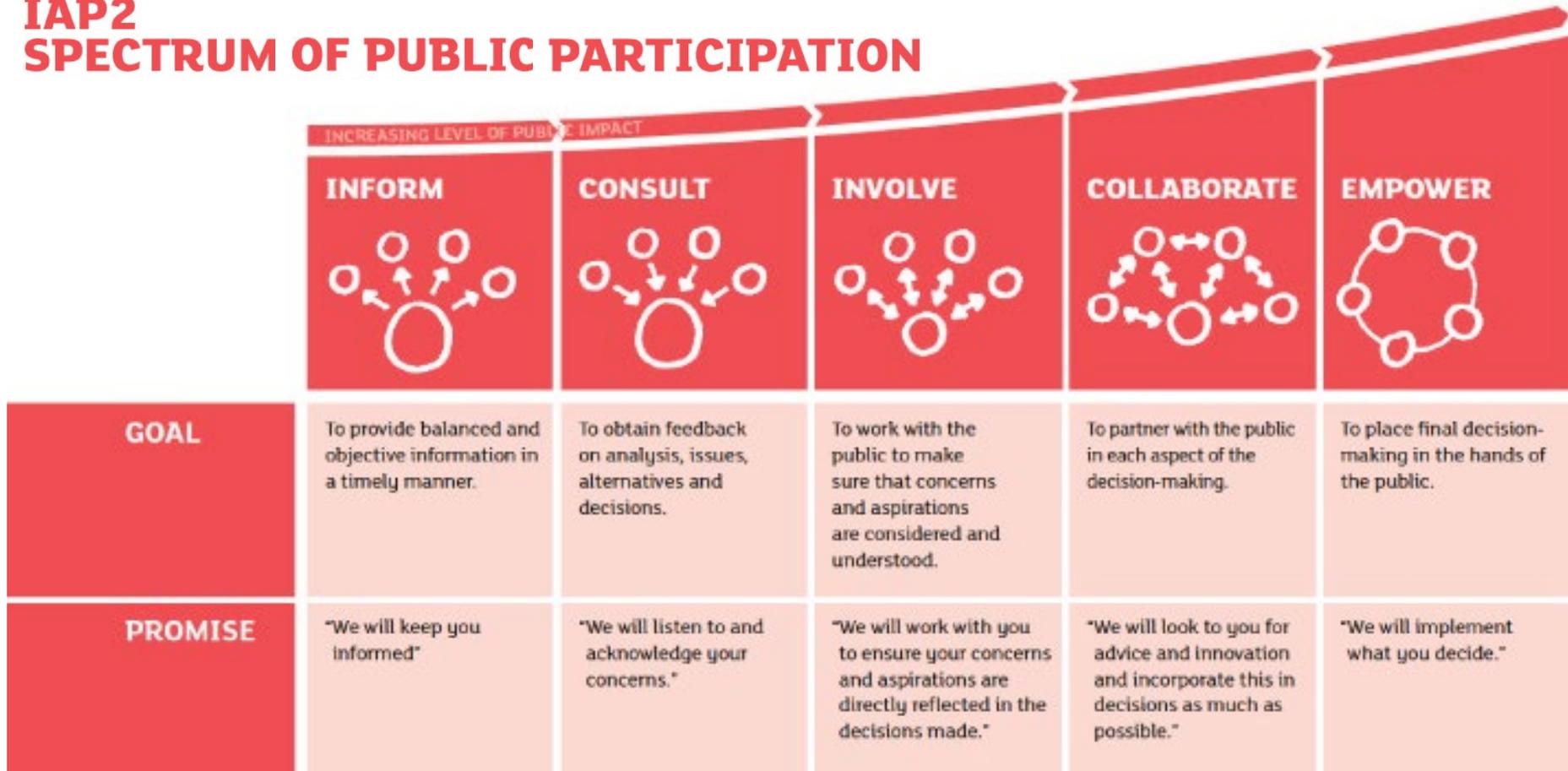
DETERMINING DESIRED OUTCOMES

- Initial Questions
 - What kind of project?
 - What phase of the project are you in?
 - What do you need from the community?



TYPES OF PARTICIPATION

IAP2 SPECTRUM OF PUBLIC PARTICIPATION

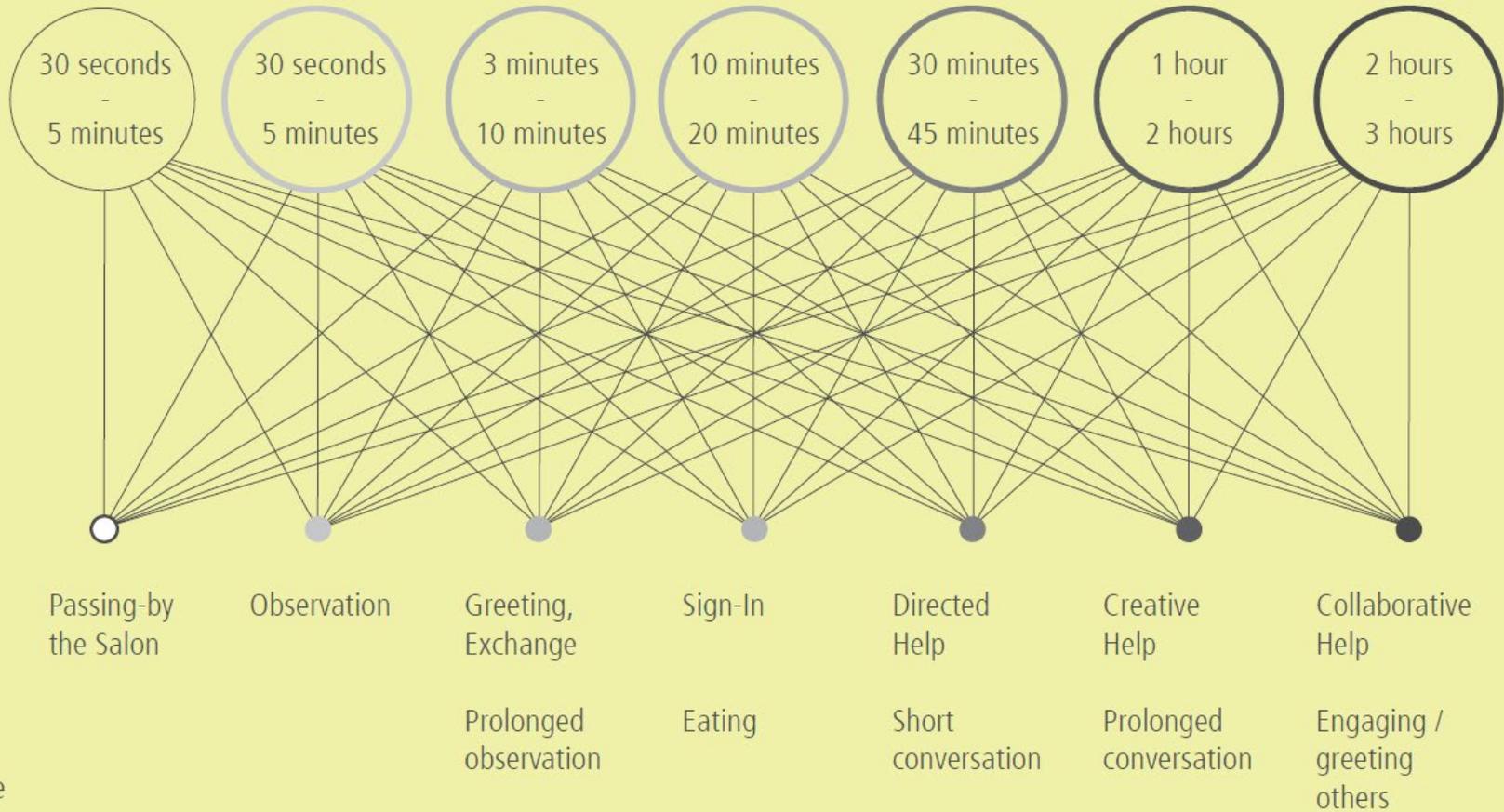


Source: <https://www.iap2.org>

TYPES OF PARTICIPATION

Brief Time

Long Time



Photos illustrate some of the Levels of Participation

DESIGN FOR DIVERSE PARTICIPATION

- Be considerate of different communities (including cultural norms and cultural preferences)
 - Not everyone will be familiar with participatory planning
- Plan for translation + interpretation
 - This is a *perfect* role for youth community
- Plan for everyone! Be prepared for different abilities + approaches
- Make it fun and engaging

DESIGN FOR GENERAL FEEDBACK, SHARING INFORMATION, PUBLIC EDUCATION

- Typically presentations are appropriate
- Provide opportunities for questions
- Keep duration in mind – people will not sit and listen for as long as they will participate in an activity

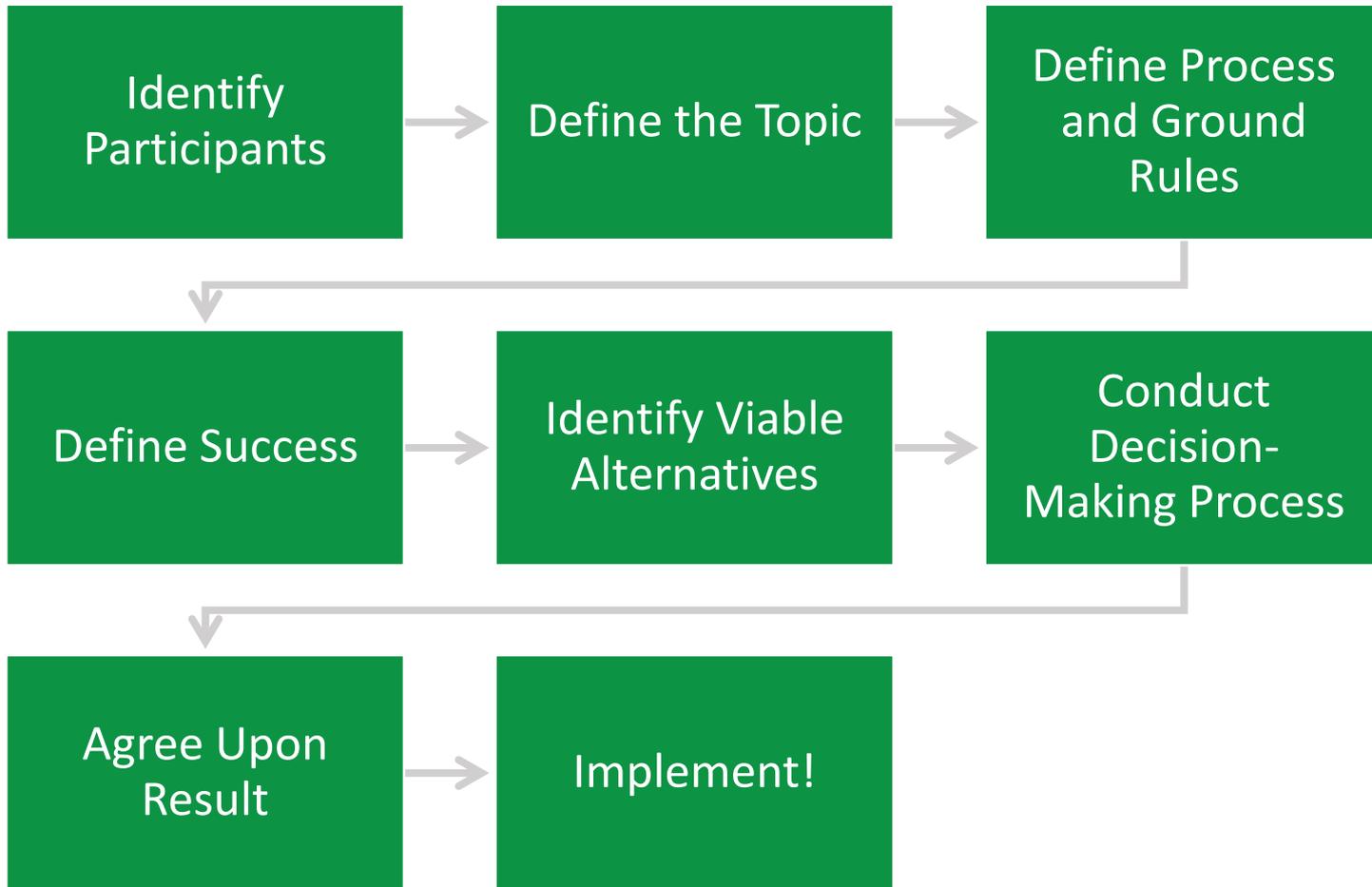
DESIGN FOR BUILDING COMMUNITY OWNERSHIP

- Location, location, location!
- Schedule + timing
- Small(er) breakout groups
 - Small group discussion, mapping, games, etc.
- Track and respond to comments / concerns
- This is a long-term process and won't occur with one meeting/event!!

DESIGN FOR BUILDING CONSENSUS

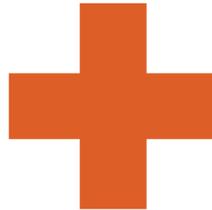
- Leave time for lengthy conversations
 - It may take multiple meetings
- Clearly define what success means
 - Unanimity is not always feasible
- Set parameters + define the topics
- Sometimes a focus group is the right choice
 - If you're inviting people, make sure they'll be seen as legitimate
- Identify + evaluate alternatives

CONSENSUS BUILDING PROCESS



PUTTING IT TOGETHER

More often than not, you'll be trying to meet multiple goals and will need to include different meeting format!



ACTIVITIES

Maps

Dots

Notecards

Role Playing

Q + A

Sketching

Graffiti board

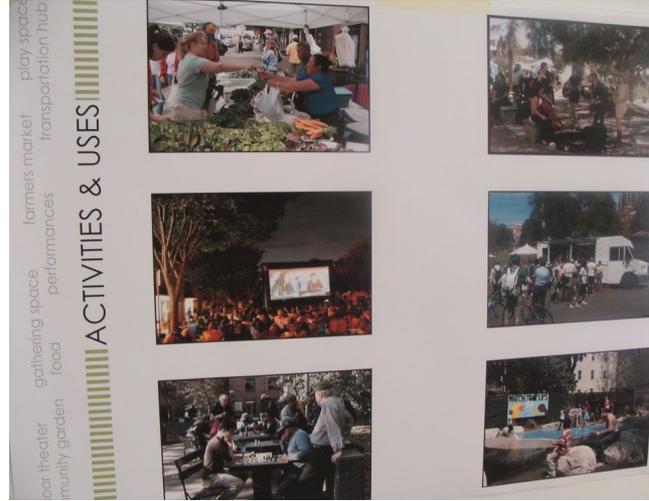
Legos / Modeling

Games

MATERIAL DEVELOPMENT

- Keep accessibility in mind!
 - Use clear, standard fonts
 - If it's illegible and unnecessary for people to read, remove it
 - Graphics should be engaging – use maps, images, icons, and infographics
 - Visuals can help with language barriers

VISUAL SURVEYS



HANDOUTS

West Somerville DOG PARK Feasibility Study

Possible Locations



Which of the following locations do you think would be suited for a dog park? Why did you choose this option (or these options)? If you'd like, tell us your top 2 or 3 choices. Please refer to the map on the other side for the locations identified using the pre-determined criteria (lot size, location, current use, and zoning).

Verizon Site (110 Willow Ave)

Suitable for a dog park? yes or no

Bailey Park (Belmont St and Lowell St near Summer St)

Suitable for a dog park? yes or no

Fire Station (Somerville Ave and Lowell St)

Suitable for a dog park? yes or no

Dickerman Playground (Craigie St and Kimball St)

Suitable for a dog park? yes or no

Alewife Brook Reservation North (Mystic Valley Pkwy and Boston Av)

Suitable for a dog park? yes or no

Dilboy South (Mystic Valley Pkwy and Broadway)

Suitable for a dog park? yes or no

Community Path (Davis Sq to Willow St)

Suitable for a dog park? yes or no

Community Path (Willow St to Cedar St)

Suitable for a dog park? yes or no

I do not think any of these locations are suitable for a dog park

Is there anywhere we've missed? Where (in West Somerville) do you think would be a good place for a dog park? Any other comments?

GUIDELINES

- Be specific about the goal of each meeting, activity, event, or survey
- Keep the process interesting and FUN!
- Provide a variety of opportunities and ways for people to participate
- Opportunities to engage should be convenient for the people you'd like to hear from
- Be respectful of the process and participants
- Advertise, advertise, advertise!

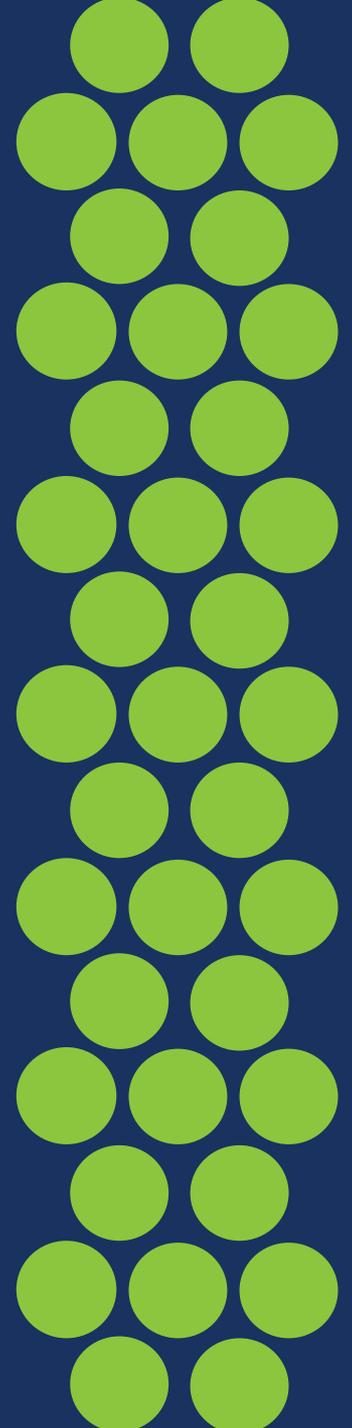
GUIDELINES

- Develop meetings, events, activities to be inclusive across a broad range of capacity
- Don't use jargon, acronyms, or technical terminology
- Focus on interpretation instead of direct translation
 - Youth participants can be extremely helpful navigating language barriers – win-win-win!!

ROOM SET-UP

- Think beyond the rows!
- Use the walls (painters' tape is magic!) and/or bring easels
- Consistent material design and bright colors attract attention
- Leave the space better than when you found it!

Beyond the Community Meeting: Collecting Additional Information



ONGOING IN-PERSON MEETINGS

- Planning Teams
- Steering / Advisory Committees
- Subcommittees / Task Forces
- Installations
- Neighborhood Activities / Get Together

ONE-OFF IN-PERSON EVENTS

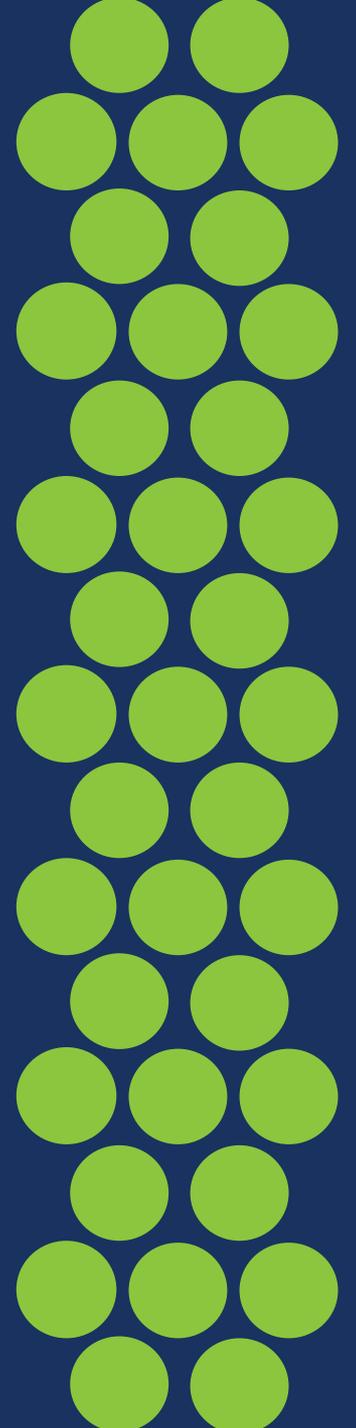
- Open House
- Workshops
- Keypad Polling
- WordArt
- Activities
- Post-it Flash Mobs
- Visual Preference Surveys
- Neighborhood Activities / Get Togethers

*Piggyback on existing events
when you can!*

ONGOING ONLINE ACTIVITIES

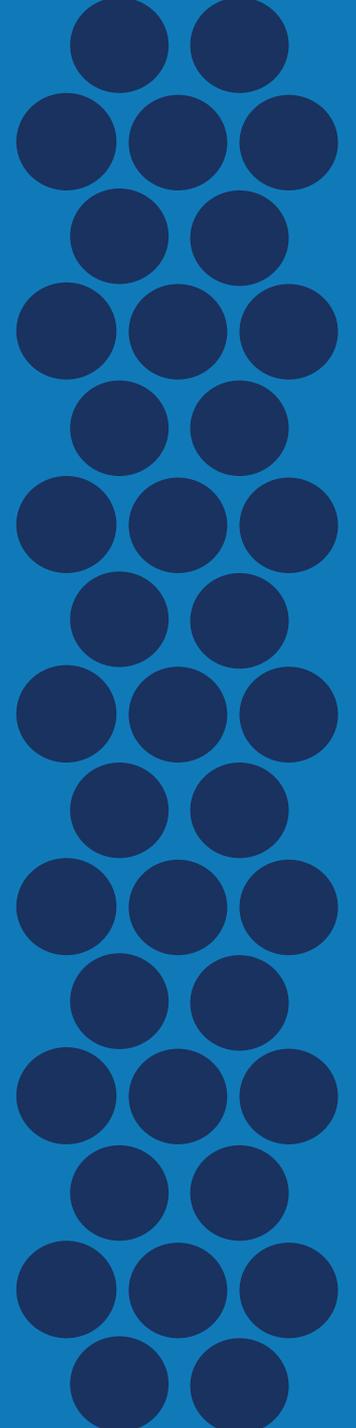
- Newsletters
- Websites
- Social Media
- Online Surveys
- YouTube Videos
- Facebook Live

Example Projects



Fairmount Greenway

Boston, MA



Fairmount GREENWAY

9-miles

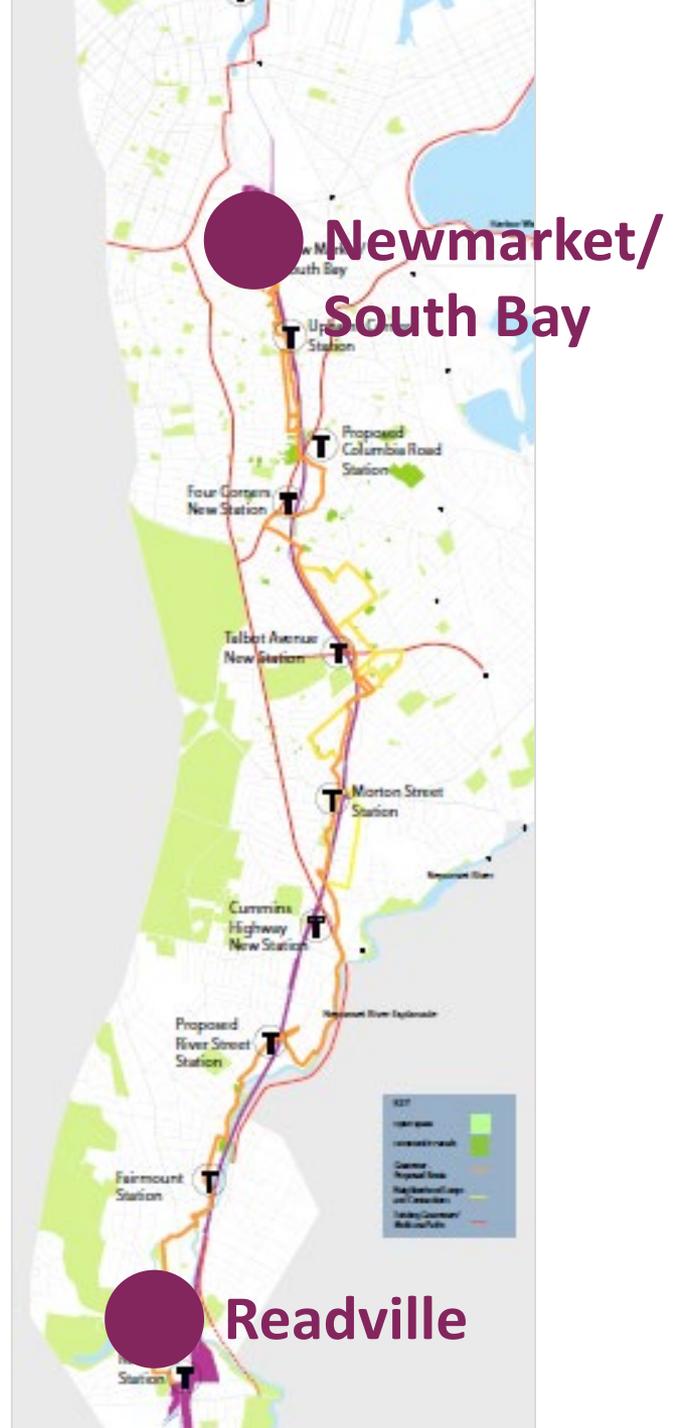
walking, running + biking route

6 pilot parcels

*Dorchester, Roxbury,
Mattapan, Hyde Park*

800+

People engaged in 10 years



FG | Task Force + Partners

Fairmount Greenway Task Force

- 02136 All Things Hyde Park
- Codman Square NDC
- Dorchester Bay EDC
- Dudley Street Neighborhood Initiative
- Greater Four Corners Action Coalition
- Mattapan Food + Fitness Coalition
- Project RIGHT
- Quincy Geneva Housing Corporation
- Southwest Boston CDC
- Trustees of Reservations

City of Boston

- DND- parcels
- BTB - streets
- BPHC - programming
- Parks Department - parcels

FGTF Friends

- Boston Cyclist Union
- Boston Food Forest Coalition
- Community Design Resource Center
- Dot Bike
- Dorchester Biking Coalition
- Bowdoin Bike School
- Healthy Dorchester
- Neponset River Greenway Council
- Livable Streets Alliance
- Sustainability Guild
- Walk Boston

FLIERS



**Magnolia
PLAY STREET** Saturday
September 12
2 -7 pm



Magnolia Play Street

Come join us for an afternoon of games, food, and music. Don't forget to bring your bike, rollerskates or skateboard.

On Magnolia + Alexander Streets.
Right off of Dudley Street.



Fairmount
GREENWAY



SLOW ROLL to the BEACH



Kisa ki "slow roll"?

Fèt nan lari. Tout laj, tout kapasite monte bisiklèt nan tout Dorchester.

Vini avèk fanmi ak zanmi pou gratis manje ak plezi nan Beach la Tenean apre woulib la.

Dimanch

23 Out

2 PM - 6 PM

Schedule

2 PM Southern Ave in Codman Square
3 PM Magnolia St + Bird St
4 PM Tenean Beach, food, and games

Dorchester
Bike
Coalition

Boston Bikes
Bikes Not Bombs
Bowdoin Bike School
Bowdoin Health Center
Down to the Outdoors

DotBike
Fairmount Greenway
Healthy Dorchester
MassBike

Event Sponsors

Save the Harbor/ Save the Bay
Department of Conservation + Recreation



Do you have ideas to improve open space, walking, biking, and green your neighborhood?

The Fairmount Greenway wants to hear your wonderful ideas!

We have teams of designers and planners to help you create conceptual designs for the Uphams Corners neighborhood greenway.

Wednesday, January 25th
6- 7:30 PM
Fairmount Innovation Lab
594 Columbia Road

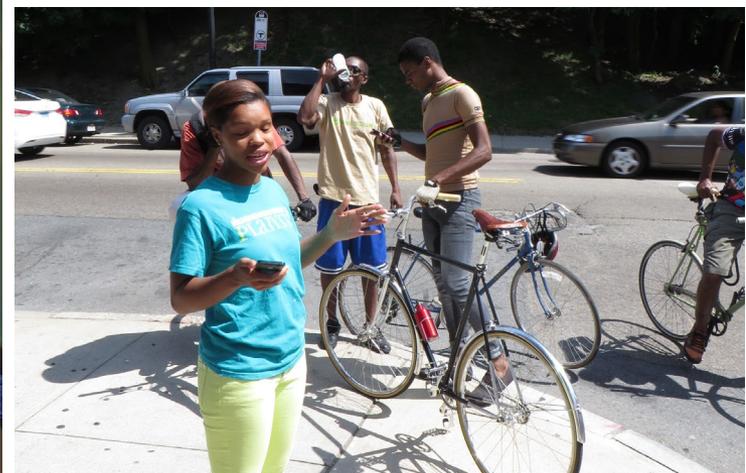


For more info contact
Beto at
hrosa@dbedc.org
617-533-9574






Engaging Meetings



Out + About



Working Together



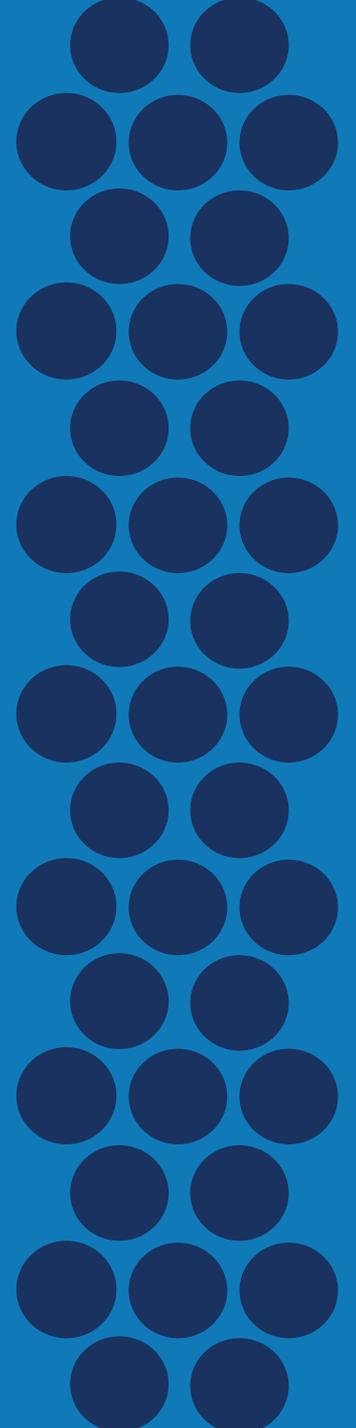
Public Art



Go Big



Watertown + Wellness Baseline Study



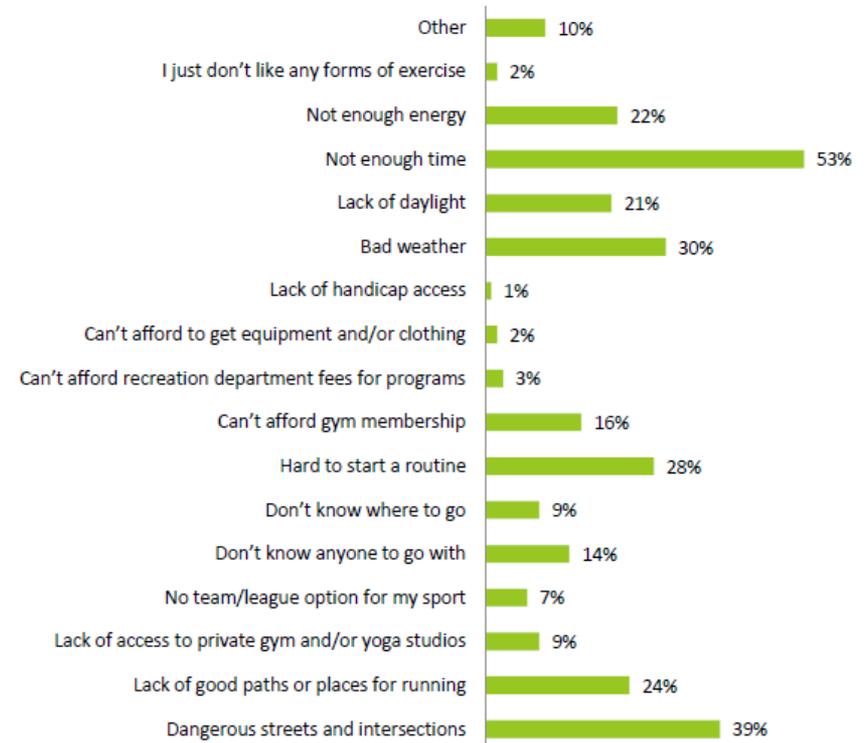
WATERTOWN + WELLNESS BASELINE STUDY

- 22 Stakeholder interviews
- Document review of zoning and health ordinances
- Mapping
- Online Survey
 - Healthy eating (430 responses)
 - Active Living (450 responses)
- Presentation to Town Council
- Final report

Motivators + Barriers

Many of the barriers identified are physical and due to infrastructure, however physiological barriers were also identified. Lack of time is the most common barrier for both active living and healthy eating.

What are some of the barriers to exercising for you?



Key Themes

Interest in new programs and projects in Watertown

- Farmers market – 3 season to start with ***
- More bike lanes ***
- Bring bike-share program to Watertown (e.g. Hubway)
- Better access to the Charles River for recreation ***
- Kayak and canoe rentals on the Charles/ Better marked access points ****
- Car-free Sundays on Charles River Road ***
- Host events along the Charles
- More community gardens ***
- Community gardens at the schools ***
- Healthier food options in the schools
- Town-wide wellness fair
- More adult recreation programming

Opportunities for better outreach

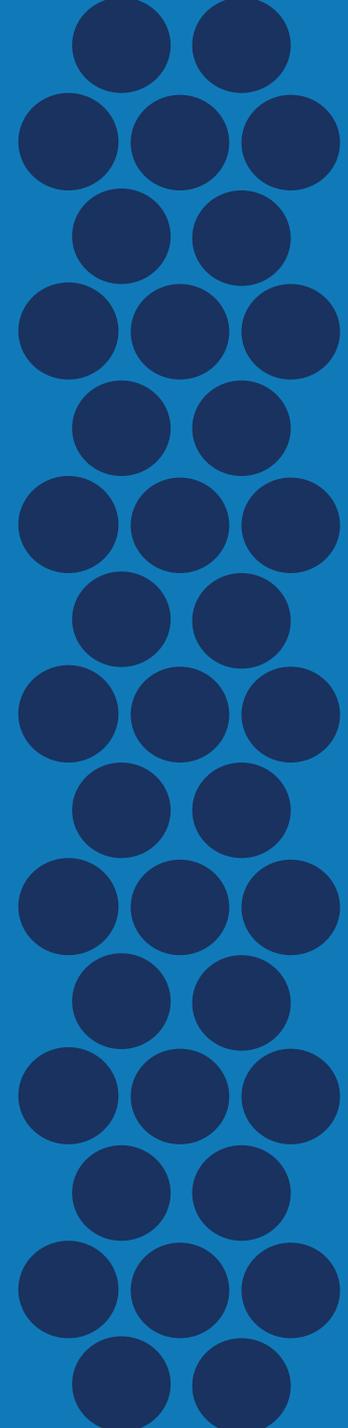
- Better public outreach about non-Town leagues in Watertown, such as the Boston Ski and Sports Club
- Post Information about wellness on Facebook, Twitter, electronic signs, Town and community list serves, and posters around town **

*** *Mentioned most often*



289 Derby St

Salem, MA





Community engagement:
On-site "Design Events" wall and inviting people to join events



Lot transformed into community space through seating stumps and programming



The large table facilitated a communal conversation about priorities for the space



Participants vote on top precedent images and use them to imagine the possibilities for the space



Participants write, draw, and use images to help illustrate their visions for the space

Event Four: Placemaking Placemats Input*

- X Amenities**
- 37 X On-Site Calendar of Events
- 31 X Bike Racks
- 8 X Storage Area
- 46 X Water Bottle-filling Station (for pets too)
- 3 X Dog area
- 3 X Bathrooms

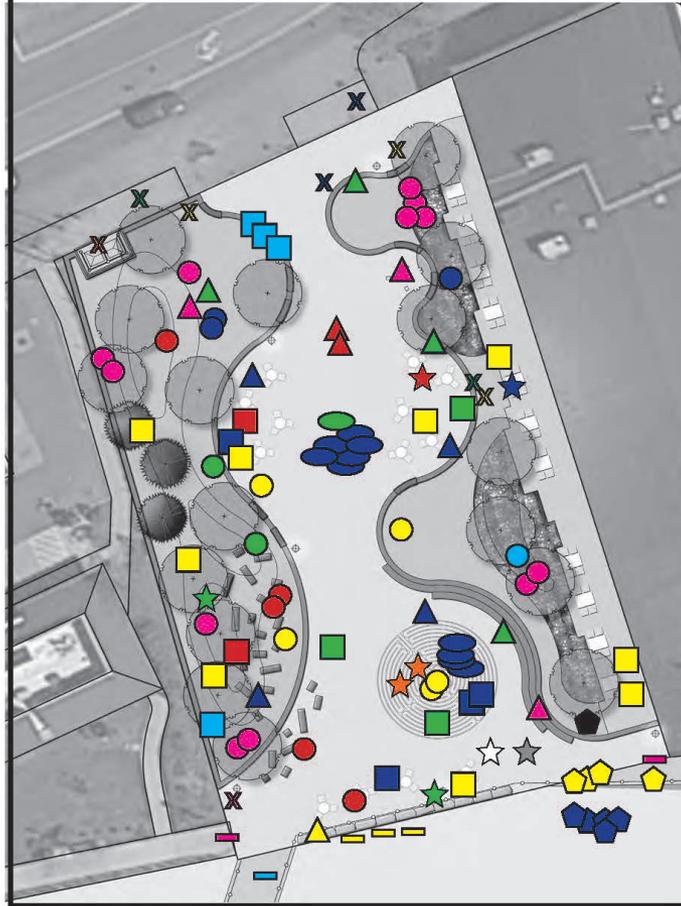
- Green Space**
- 31 ● 1. Botanical Garden
- 17 ● 2. Open Lawn Space
- 35 ● 3. Lawn with Shade + Seating
- 30 ● 4. Labyrinth / Zen Garden / Stone walking path
- 39 ● 5. Plants for Pollinators (butterflies, bees)
- 24 ● 6. Native Plants

- Gathering Space**
- 22 ■ 1. Amphitheater
- 33 ■ 2. Multi-use Stage (performances/classes)
- 13 ■ 3. Area for Meetings
- 28 ■ 4. Structure for Shade
- 25 ■ 5. Ice-skating Rink (temp. winter only)
- 25 ■ 6. Site Lighting
- 7. Outdoor screen (added by 3)

- Art / Creative Space**
- 34 ▲ 1. Rotating Outdoor Art - installation / murals
- 26 ▲ 2. Sculptural / Climbable Seating / Play
- 15 ▲ 3. Imaginative Patterned Paving (permeable)
- 12 ▲ 4. Sculptural Fence at Water's Edge
- 23 ▲ 5. Sculpture for the blind
- 17 ▲ 6. Artful intervention at National Grid Fence

- Connections (future phases)**
- 30 ■ 1. Bridge to Peabody Street Park
- 27 ■ 2. Boardwalk Extension
- 22 ■ 3. Steps down to Tidal Access

Plan B: 70 votes (from 88)

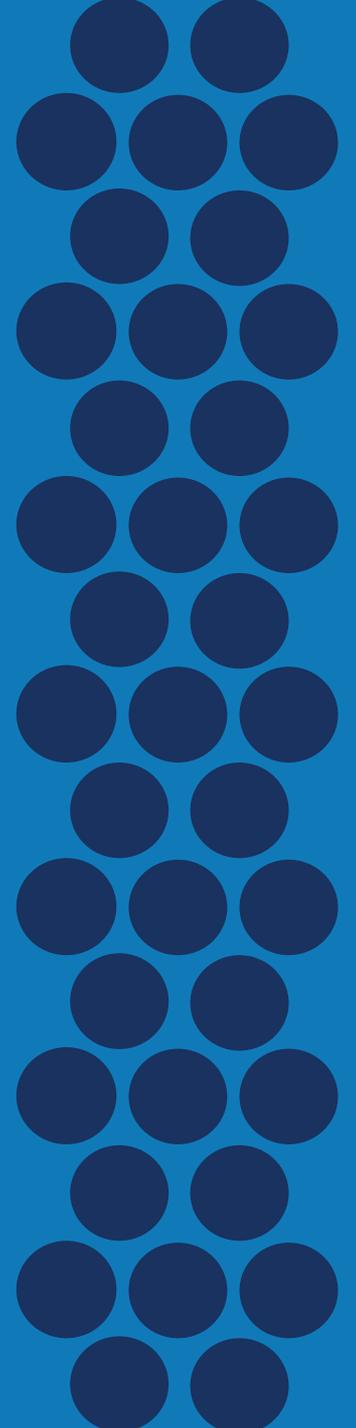


- Summer**
- 13 ★ Chance Encounters
- 20 ★ Contemplation
- 24 ★ Outdoor Games
- 25 ★ Outdoor Exercise
- 12 ★ Meetings
- 15 ★ Learning
- 38 ★ Performances
- 30 ★ Picnics
- 33 ★ Festivals
- 0 ★ other: farmers' market, food trucks (+6), outdoor movies, bike repair

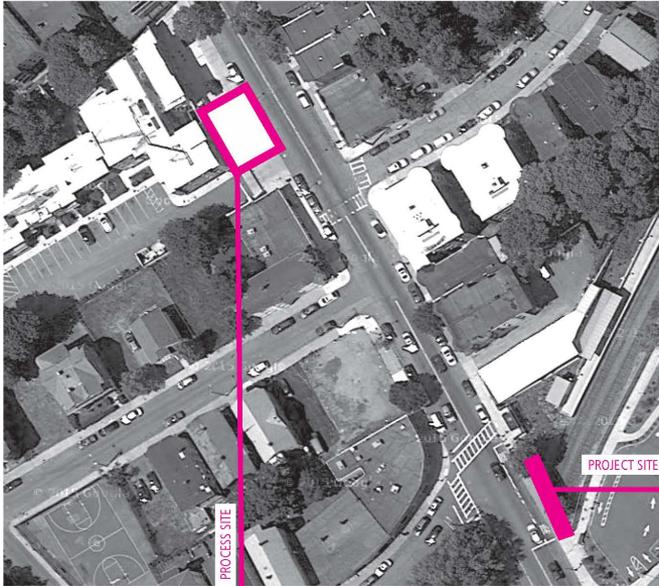
- Winter**
- 44 ● Ice skating
- 28 ● Ice sculpture
- 1 ● other: ice carving class, fire pits, snowman building contest! winterfest! warming station for homeless, cross-country ski paths)

- Water**
- 42 ● - Kayaks, Small Boats, Paddleboards
- 16 ● - Festival in the South River
- 18 ● - Ocean learning (sea level rise, native/invasive species)
- 19 ● - Fishing Area
- 1 ● - other: climbing observation tower

Public Art Salon



Where does it happen?



Visible Public Space - the workshops are located in a visible and accessible public space.



The final location of the project is visible from the workshop location.

... food! ...

“I think food is the best thing to bring people together.” Cadieja Joseph

A Public Art Parade draws attention and marks the opening of the Salon even in cold weather

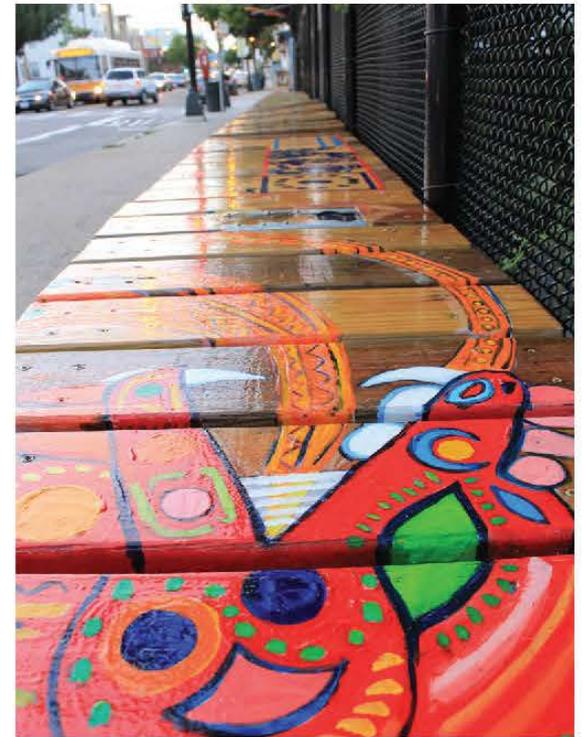


Food showcases local culture



Involve local merchants

Salon leaders will act as guides to facilitate social interactions and art-making during each Salon.



CONCLUSION

- Build partnerships
- Plan for meaningful engagement
- Identify community issues
- Reach consensus by offering a variety of ways to participate and tallying up the responses
- These tools will help to...
 - Get public approval
 - build public ownership

QUESTIONS??

Use the comment box to let us know what you're thinking!



CONTACT INFORMATION

www.civicspacecollaborative.org

Twitter: [@civicspacecolab](https://twitter.com/civicspacecolab)



Michelle Moon

michelle@civicspacecollaborative.org



Claudia Paraschiv

Claudia@studiofuldesign.com



Adrienne Schaefer Borrego

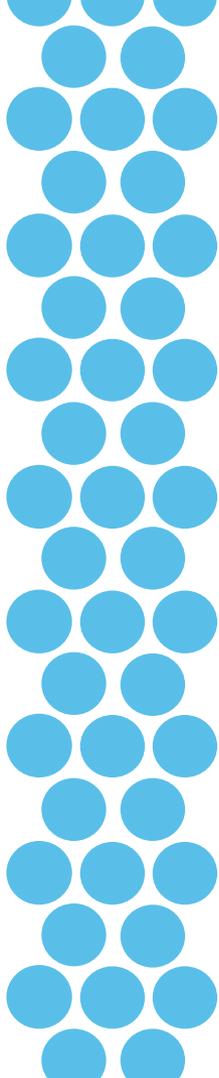
adrienne@civicspacecollaborative.org



Alison LeFlore, AICP

alison@civicspacecollaborative.org

Alison.LeFlore@Stantec.com



Civic
Space
COLLABORATIVE

