Participatory Planning

Improving Your Community Engagement Efforts
• Introduction
• Why engage the public?
• Types of engagement
• Meeting design + collecting information
• Project Examples
Why Engage the Public?
Engaging the Public + Process

What are the desired outcomes?

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

Are there other things we could/should strive for?

Foundation Goals

Engaging the Public + Process

What are the desired outcomes?

Are there other things we could / should strive for?

Foundation Goals

- 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

<table>
<thead>
<tr>
<th>Effort</th>
<th>Listen</th>
<th>Follow-up</th>
<th>Follow Through</th>
<th>Be forthright</th>
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</thead>
<tbody>
<tr>
<td>Make the effort to show up</td>
<td>Listen to the community – the details matter</td>
<td>Follow-up with participants and leaders after the meeting</td>
<td>Do what you say you were going to do</td>
<td>Apologize when needed</td>
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<tr>
<td></td>
<td>The focus is not on you or your project</td>
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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?
Are you informing the public or learning from the public?
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

<table>
<thead>
<tr>
<th>GOAL</th>
<th>INFORM</th>
<th>CONSULT</th>
<th>INVOLVE</th>
<th>COLLABORATE</th>
<th>EMPOWER</th>
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<td></td>
<td>To provide balanced and objective information in a timely manner.</td>
<td>To obtain feedback on analysis, issues, alternatives and decisions.</td>
<td>To work with the public to make sure that concerns and aspirations are considered and understood.</td>
<td>To partner with the public in each aspect of the decision-making.</td>
<td>To place final decision-making in the hands of the public.</td>
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</table>

| PROMISE | “We will keep you informed.” | “We will listen to and acknowledge your concerns.” | “We will work with you to ensure your concerns and aspirations are directly reflected in the decisions made.” | “We will look to you for advice and innovation and incorporate this in decisions as much as possible.” | “We will implement what you decide.” |

Source: https://www.iap2.org
TYPES OF PARTICIPATION

- **Brief Time**
  - 30 seconds - 5 minutes
  - 3 minutes - 10 minutes
  - 10 minutes - 20 minutes
  - 30 minutes - 45 minutes
  - 1 hour - 2 hours
  - 2 hours - 3 hours

- **Passive**
  - Passing by the Salon
  - Observation
  - Greeting, Exchange
  - Prolonged observation
  - Eating
  - Short conversation
  - Prolonged conversation

- **Active**
  - Directed Help
  - Creative Help
  - Collaborative Help
  - Engaging / greeting others

*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 CONSSENSUS

• 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

1. Identify Participants
2. Define the Topic
3. Define Process and Ground Rules
4. Define Success
5. Identify Viable Alternatives
6. Conduct Decision-Making Process
7. Agree Upon Result
8. Implement!
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
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).

- **Alewive 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 Av)
  - 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

- **Verizon Site**
  - (110 Willow Ave)
  - Suitable for a dog park? yes or no

- **Fire Station at Lowell + Somerville**

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 Togethers
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
9-miles walking, running + biking route

6 pilot parcels

Dorchester, Roxbury, Mattapan, Hyde Park

800+ People engaged in 10 years
<table>
<thead>
<tr>
<th>Fairmount Greenway Task Force</th>
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<tbody>
<tr>
<td>• 02136 All Things Hyde Park</td>
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<tr>
<td>• Codman Square NDC</td>
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<tr>
<td>• Dorchester Bay EDC</td>
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<tr>
<td>• Dudley Street Neighborhood Initiative</td>
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<tr>
<td>• Greater Four Corners Action Coalition</td>
</tr>
<tr>
<td>• Mattapan Food + Fitness Coalition</td>
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<tr>
<td>• Project RIGHT</td>
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<tr>
<td>• Quincy Geneva Housing Corporation</td>
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<tr>
<td>• Southwest Boston CDC</td>
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<td>• Trustees of Reservations</td>
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<tr>
<th>City of Boston</th>
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<tbody>
<tr>
<td>• DND - parcels</td>
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<tr>
<td>• BTD - streets</td>
</tr>
<tr>
<td>• BPHC - programeing</td>
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<tr>
<td>• Parks Department - parcels</td>
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<th>FGTF Friends</th>
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<tr>
<td>• Boston Cyclist Union</td>
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<tr>
<td>• Boston Food Forest Coalition</td>
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<tr>
<td>• Community Design Resource Center</td>
</tr>
<tr>
<td>• Dot Bike</td>
</tr>
<tr>
<td>• Dorchester Biking Coalition</td>
</tr>
<tr>
<td>• Bowdoin Bike School</td>
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<tr>
<td>• Healthy Dorchester</td>
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<tr>
<td>• Neponset River Greenway Council</td>
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<tr>
<td>• Livable Streets Alliance</td>
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<tr>
<td>• Sustainability Guild</td>
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<tr>
<td>• Walk Boston</td>
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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.

SLOW ROLL to the BEACH
Dimanche
23 Out
2 PM - 6 PM

Schedule
2 PM: South St. - Chipman Square
3 PM: Magnolia St. - Bird St.
4 PM: Teenie Betch, food, and games

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
Brisa at
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617-533-9574
Engaging Meetings
Working Together
Public Art
Watertown + Wellness Baseline Study
WATERTOWN + WELLNESS BASELINE STUDY

- 22 Stakeholder interviews
- Document review of zoning and health ordnances
- 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?

- Other: 10%
- I just don't like any forms of exercise: 2%
- Not enough energy: 22%
- Not enough time: 53%
- Lack of daylight: 21%
- Bad weather: 30%
- Lack of handicap access: 1%
- Can't afford to get equipment and/or clothing: 2%
- Can't afford recreation department fees for programs: 3%
- Can't afford gym membership: 16%
- Hard to start a routine: 28%
- Don't know where to go: 9%
- Don't know anyone to go with: 14%
- No team/league option for my sport: 7%
- Lack of access to private gym and/or yoga studios: 9%
- Lack of good paths or places for running: 24%
- Dangerous streets and intersections: 39%
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

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

**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
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

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...
  • Gain public approval
  • Build public ownership
QUESTIONS??

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

Community Engagement...

No brainer
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