



Increasing Community Participation in Planning



WHY WE CARE

Governments serve all the people who live and work in their communities, so they need a diversity of perspectives as they create plans and make decisions. This ensures that these plans and decisions successfully meet the community's range of needs and desires.

Meaningful community engagement often leads to increased community support for the planning recommendations, as well as to increased involvement in and commitment to implementation.

WHAT THIS MEANS

Reaching out to those who will be impacted by the projects being undertaken, beyond those who are already engaged in planning processes

Capturing community diversity including by: age, gender, occupation, educational attainment, race/ethnicity, physical ability or disability, and more

Engaging stakeholders throughout the project to ensure that project goals are aligned with community goals

Building long-term relationships and forging consensus for future planning efforts in the community

HOW WE ENGAGE

Meeting Design

- More interactive and participatory meetings
- Foreign language only meetings, in addition to translation at all meetings
- Food and childcare offered

Non-Meeting Strategies

- Through the arts
- With technology
- By playing games and through competitions
- Presenting and engaging at others' meetings

TO DISCUSS HOW MAPC CAN HELP YOUR COMMUNITY

Contact Emily Torres-Cullinane, Senior Community Engagement Specialist at etorres@mapc.org or 617.933.0735



INCREASING

COMMUNITY PARTICIPATION IN PLANNING



Now is the time for real change... together we can achieve powerful things for this great place we all love so much.

Corey Jackson via DowntownLynn.com



MAPC AND OUR PARTNERS AT WORK

	Salem Point Vision and Action Plan	Build on the Vision for Downtown Lynn
About the project	Together, the City of Salem, North Shore CDC, Point Neighborhood Association, and MAPC led a year-long visioning process that resulted in an Action Plan to guide municipal priorities for local improvements. The partnership continues to attract private and public investors to support the plan's implementation.	This project built upon existing efforts to revitalize Downtown Lynn by providing geographic data, recommending land use and policy changes, analyzing community assets, and identifying resources that will lead to strategic, high impact reinvestment.
Engagement Tools	<ul style="list-style-type: none"> • Web-based engagement game • Deep youth engagement • Competition within online game culminating in a vote and award for the winning idea for improving the neighborhood • Non-traditional meeting locations • Trained the local CDC in meeting facilitation techniques 	<ul style="list-style-type: none"> • Website and social media presence • Open house instead of traditional meetings • All Spanish language meetings • Engaging youth in data collection • Engaging small business owners • Advisory committee representative of the community as a whole
Participation	<ul style="list-style-type: none"> • 100 people attended two public meetings • 191 community members contributed ideas about their neighborhood using a web-based engagement game • Neighborhood leaders and residents participated in 11 focus groups 	<ul style="list-style-type: none"> • 75 people participated in a public forum, advisory committee meetings, and a walk to collect data on neighborhood conditions • Project staff participated in 40 events, other organizations' meetings, and meetings with leaders and residents

