Outreach & Engagement TALKSHOP
September 16, 2015
8:30am – 11:00am
**QUESTIONS:**
WHAT TYPE OF ZONING CHANGES WOULD YOU SUPPORT IN DOWNTOWN?

Review all of the questions first. Then choose yes or no by placing a dot next to your choice.

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Green dots" /></td>
<td><img src="image2" alt="Orange dots" /></td>
</tr>
</tbody>
</table>

- **Should restaurants be allowed by right downtown?** *(Currently, a special permit is required. Allowing by right would still require issuing of licenses for food service, etc.)*
- **Should parking requirements be more flexible or reduced in downtown to make development more feasible?** *(Currently, parking regulations are strict. Making parking more flexible could reduce costs and encourage development.)*

(Caption: Woman pointing to a question on a poster about zoning changes.)
The Point is...
Our Guests:

Alice Brown
City of Boston

George Proakis
City of Somerville

Laura Wiener and David Fields
Town of Arlington
Mission

Envision Boston’s long-term transportation future through transformative policies and projects and an inclusive public engagement process
Timeline

VISIONING

Question Campaign
5,000 questions about getting around Boston in the future were collected online and in person.

Visioning Lab
Over 600 people came to the lab over two days to provide their feedback on priority questions and vision ideas.

Vision Report
The report will outline goals and targets for the City’s mobility systems over the next 15 years.

PROJECT + POLICY IDEAS

Project + Policy Ideas
Public engagement in every neighborhood will ask residents and workers to share ideas for our mobility future.

EVALUATING IDEAS

Evaluating Ideas
Community, business, and political leaders will come together to prioritize the proposed policies and projects.

ACTION PLAN

Action Plan
The plan will include a prioritized list of policies and projects that will shape infrastructure investment and decision-making.

Public Engagement Criteria

How do we design a truly bottom-up process?

• Work with community partners and stakeholders
• Collect ideas before presenting ideas
• Craft a citywide plan with participation from all neighborhoods
• Ensure that people who aren’t the “usual voices” contribute to the plan
Public Engagement Dimensions

In-Person

Centralized

Open-ended

Online

Local

Structured
What Is a Question Campaign?

The Question Campaign is a unique, simple, and powerful tool that supports a diverse public to engage in dialogue, learning, and action for the social change it seeks.

Great ideas often start with a question. Bold questions can inspire a vision or make concerns visible.
Promoting the Campaign

CAN YOU IMagine a city without stairs?
WHAT'S your QUESTION?

DONATE your QUESTION about getting around
BOSTON IN THE FUTURE.
goboston2030.com or #goboston2030

HOW CAN TRANSPORTATION
CONNECT US BETTER?
WHAT'S YOUR QUESTION?

DONATE your QUESTION about getting around
BOSTON IN THE FUTURE:
goboston2030.org or #goboston2030

Mayor Martin J. Walsh
Boston Transportation Department
Building Momentum through Media

Commuters ask the questions

The best of Metro.us

Harvard bans sex between professors, undergrads

The Boston-based university this week banned all sexual relations between Harvard professors and undergraduates. The ban came a standard policy promulgated by a similar policy on sexual harassment, the university said.

The previous policy did not fully recognize the "complex" nature of romantic relationships and admissions officials said the new policy was a "result of the efforts of the university's student organization.

On the go

Want to read Metro on your mobile device? Get the app:

All you have to do is search for Metro US in the App Store or Google Play to get all the latest in news, sports, society and entertainment for free.

Boston’s transportation planning can be fun

The Question Truck: a fun and engaging way to engage the community in transportation planning.

The Question Truck toured 15 neighborhoods this winter.

By Mike Ross | MAY 29, 2015
Online Engagement

Questions for ZIP code 02131 (193)

1. How can Boston better enforce shoveling of sidewalks after snowstorms, to ensure accessibility and safety for pedestrians?

2. Will public transportation fees keep going up or start going down?

3. Why can't we connect transit better like the Red Line to Blue Line and the Red Line Trolley to Orange Line via Blue Hill Avenue and the Orange Line to 128 with a major parking facility?

4. Is the T going to be accessible to many people?

5. Commuter rail from Roslindale is too expensive! It should be zoned differently to encourage use. It would help with congestion in Forest Hills if we could take the commuter rail.

6. Why are there such transportation price discrepancies?
Partners

GoBoston2030 @GoBoston2030 · Feb 20
MT @bikesnotbombs #GoBoston2030 questions are IN! Write yours up by midnight tonight! goboston2030.org
The Question Truck
15 Neighborhoods
Why are duck boats just for tours?
Will the green line ever be reliable? (02/18)

What can we do to diminish volume on the main arteries? (01/18/64)

Self-Driving Cars: will you be able to drive you as an option? (02/18/19)

Will the BU shuttle make stops other than at Comm Ave?? (02/15 - Ian 1)

For Youth & Elders? (02/18)

Will Newbury St. pedestrian ever become only? (Chiara (02/15)
5,000 Questions Collected
Questions Become a Vision

1. Submitted Questions
2. Themes
   - Theme 1: Question Question Question
   - Theme 2: Question Question Question
   - Theme 3: Question Question Question
   - Theme 4: Question Question Question
   - Theme 5: Question Question Question
   - Theme 6: Question Question Question
   - Theme 7: Question Question Question
3. Review Priority Questions
4. Edit + Finalize Themes
5. Vision: Goals + Targets (Metrics)
12 Themes

- Access
- Reliability
- Experiential Quality
- Governance and Decision-Making
- Innovation and Technology
- Safety
- Affordability
- Sustainability and Climate
- Equity
- Resiliency
- Health
- Miscellaneous
Objectives of the Visioning Lab

• People have an engaging, hands-on experience that leaves them feeling heard and makes them excited for the transportation plan
• There is diverse participation and many voices shape the vision
• People who attend feel enriched, it was time well spent
• People understand that the event was part of a thread—the question campaign, question review session, and vision forum are a continuum that will impact future of Boston
Design a system that better serves elderly, differently-abled, youth, and low-income populations.
Where would you create more pedestrian zones?
Pay for parking! And use the revenue to fund...
Share Your Trip with BTD
Ideas on the Street

WE ENVISION...

WHAT PROJECTS + POLICIES WILL GET US THERE?

MATERIALS:
- PAINTED PLYWOOD
- BRUSHED, ROLLED, GRAVING, STENCILED
- ALUMINUM HEXAGONS AGAIN ON TOP
- POLYURETHANE FINISH

LIGHTING:
DECORATIVE LED BULBS

SAFETY:
- MOBILE BATTERIES + MOBILE DEVICES

MUSIC:
GO BOSTON 2030

COLOR PALETTE:
SAME AS V. LAB

ADJUSTABLE SEAT HEIGHT

MAK WORKSHOP:
WE ENVISION...
MY IDEA IS

SECURED ON AND LOSING IN WINDY CONDITIONS
alice.brown@boston.gov
goboston2030.org
Ten Strategies for Public Participation

George Proakis, AICP
Director of Planning – City of Somerville, MA
September 2015
Somervision
City of Somerville, Massachusetts
Comprehensive Plan | 2010-2030

Somervision World Café
Nov 17, 2009

Endorsed by the Somerville Board of Aldermen
April 12th, 2012

Adopted by the Somerville Planning Board
April 19th, 2012

Somerville: an Exceptional Place to Live, Work, Play, and Raise a Family
Somerville by Design
Davis Square Planning Series

JULY 17 & 30
Visioning Sessions

SEPTEMBER 9, 10 & 11
Design Charrette

OCTOBER 16
Plan Presentation

Office of Strategic Planning & Community Development
Joseph A. Curtatone, Mayor

www.somervillebydesign.com

@somerbydesign

www.facebook.com/somervillebydesign
An Interactive Process
The Old Way

DECIDE-ANNOUNCE-DEFEND
The Old Way

DECIDE-ANNOUNCE-DEFEND

Somerville by DESIGN

OUTREACH-DIALOGUE-DECIDE-IMPLEMENT
Announce A Series 2
Somerville by DESIGN

STATION AREA PLANNING SERIES

GILMAN SQUARE • LOWELL ST. STATION • MAGOUN SQUARE • BALL SQUARE

www.somervillebydesign.com

OCTOBER
17 Visioning Session

NOVEMBER
28 & 29 Design Charrette

JANUARY
8 Plan Presentation

Office of Strategic Planning & Community Development
Joseph A. Curtatone, Mayor
Grow a Crowd
Let People Draw
Bring People Outside . . . and Inside
Use Visual Preference
ADD HGT.

NECK DOWNS/
RAISED INT.

WIDEN SIDEWALK.
<table>
<thead>
<tr>
<th>Location</th>
<th>For</th>
<th>Against</th>
</tr>
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<tbody>
<tr>
<td>Overall</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Gilman Square</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Lowell St./Magoun Square</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Ball Square</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Overall</td>
<td>6</td>
<td>4</td>
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<tr>
<td>Gilman Square</td>
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<td>0</td>
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<tr>
<td>Lowell St./Magoun Square</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Ball Square</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Overall</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>Gilman Square</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Lowell St./Magoun Square</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Ball Square</td>
<td>4</td>
<td>0</td>
</tr>
</tbody>
</table>

**Comments**

- **Gilman Square**
  - Poor architecture
  - Mixed-use
- **Lowell St./Magoun Square**
  - No stucco
  - Not Somerville
- **Ball Square**
  - Lower windows
  - No yellow stucco!
  - Good effort, needs trees

- **Gilman Square**
  - No stucco in Somerville
- **Lowell St./Magoun Square**
  - Ugly empty side of building
  - Walkable, but needs better design
  - Positive = like architecture, mixed-use;
  - Negative = Bland, don't like flat roof
- **Ball Square**
  - 60 feet of nothing on corner
  - Like trees and awnings
  - Not exciting

- **Gilman Square**
  - Good variety of buildings - naturally appealing
- **Lowell St./Magoun Square**
  - A-
  - Magoun/Industrial
  - Love it, historic character!
- **Ball Square**
  - Trees!
Interdisciplinary Team
8

Feedback
Loops
9

Speedy Results
10

Translate
Is there such a thing as too many meetings??
The Somerville by Design Process Diagrams
SBD Process

Start: Schedule Community Meetings

No Pre-Ordained Plan

Community Outreach

Mtg #1: Process Intro w/Facilitator
- Engage stakeholders
- Build trust
- Identify problem & goals
- Explore best practices

Mtg #2: Interact w/Stakeholders
- Sketch design ideas
- Cultivate discussion
- Develop shared understanding
- Craft solutions

Iterative Feedback Loops

Coalition=NO

Mtg #3: Final Presentation
- Refine process w/consultant
- Hear remaining thoughts/concerns

Coalition=YES

Which designs make final cut?

End: Plan Completion & Acceptance (based on results)
Your Town, Your Future: A Master Plan for Arlington
Multi-Faceted Approach

• Meetings with the Community
  • Board & Committee Visits
  • Stakeholder Interviews

• Traditional Media
  • Print News
  • Town Website

• Online Engagement
  • Social Media
  • Surveys
Tons of Meetings
Online Surveys

• 10 Surveys; 2,065 individual responses
Backpack Drops

Where are we now, and where do we want to go?

Join the community conversation to create a shared vision for Arlington’s Master Plan.

October 17, 2012
Arlington Advocate Master Plan Series

• Series of articles that ran in the local paper authored by a driven volunteer

By Barbara Thornton
November 25, 2014 10:33AM

Arlington history preserved in new Master Plan

Reminders of Arlington's Revolutionary War history are scattered throughout the town. The town, first inhabited by the Algonquian group of Native Americans, then settled by European colonists in 1635 and incorporated in 1807, took its current name in 1867. Both formal memorials like the Uncle Sam statue and Cyrus Dallih’s “Memorium Indian Hunter” statue as well as historic homes and manufacturing areas, like the Schwamb Mill, are part of the weave of history that gives the town identity. The history also includes objects, documents, designated landscapes and cemeteries.

Mill Brook, a key heritage landscape

The heritage landscape of Mill Brook is lost in some places as the waterway passes through the town. But where it is visible, it is still a reminder of how manufacturing sites like Schwamb Mill used the waterway to move the town into the industrial era. The Massachusetts Department of Conservation and Recreation completed Heritage Landscape Studies in 2006. DCR identified 63 heritage landscapes in the community and identified Mill Brook as a priority landscape. Other priorities included Battle Road Corridor, the Buttrister-Whitemore House, the Mugar property, Spy Pond and the W.C. Taylor House. Deciding whether and how to preserve vistas of the historically significant Mill Brook will be one of the tasks of the Master Plan.

Identify and preserve historical properties

Some of the challenges facing the master plan involve 1) identifying the historically significant buildings, landscapes and artifacts not already inventoried; 2) determining whether to invest in preserving them for the future community; 3) finding the funding to preserve or acquire properties; and 4) implementing effective maintenance operations to preserve them. Ownership ranges from private individuals, through town, state and non-governmental organizations. For each form of ownership, there may
Social Media

• Twitter – “Did You Know?” Series

• Facebook

• Email Campaigns – 17 total campaigns; 76,476 emails sent; over 30,000 opened – 40% reach
Public Poster Series + Town Day
Public Poster Series + Town Day

Did You Know? Your Town Your Future

Housing

From 1997 to 2014, the number of subsidized housing units increased 31%.

<table>
<thead>
<tr>
<th>Year</th>
<th>Subsidized Housing Units</th>
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<tr>
<td>1997</td>
<td>852</td>
</tr>
<tr>
<td>2014</td>
<td>1121</td>
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</table>

Economic Development

Workforce Educational Attainment

From 1990 to 2012, the number of residents age 25 and over with a bachelor's degree or higher increased over 53%.

<table>
<thead>
<tr>
<th>Year</th>
<th>Age 25-64 Bachelor’s Degree or Higher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>70%</td>
</tr>
<tr>
<td>2000</td>
<td>77%</td>
</tr>
<tr>
<td>2010</td>
<td>83%</td>
</tr>
<tr>
<td>2012</td>
<td>85%</td>
</tr>
</tbody>
</table>

Open Space

- Menotomy Rocks Park: 355 Acres
- Boston Common & Garden: 50 Acres
- Arnold Arboretum: 266 Acres
- Arlington's Protected Open Space: 266 Acres

Arlington has approximately 266 acres of protected open space, which is roughly the size of Arnold Arboretum.

Historic Resources

- Arlington
- Belmont
- Cambridge
- Lexington
- Medford
- Somerville
- Winchester

Arlington has approximately 1,102 designated historic structures or buildings.

Your Town, Your Future: A Master Plan for Arlington
World Café

- October, 2012
- Over 175 people in attendance
Arlington: Where are we Now and Where do we want to Go?

1. Value

- Volunteer opportunities
- City Park
- Opportunities for local business
- High-quality schools
- Close-knit community
- Green spaces
- Low crime
- Well-maintained infrastructure
- Accessible
- Location
- Steep

2. Special

- Local pride
- Strong sense of community
- Vibrant economy
- High-quality schools
- Safe environment
- Beautiful
- Low crime
- Walkable

3. Missing

- High-quality schools
- Access to nature
- Affordable housing
- Economic diversity
- Public transportation
- Cultural opportunities
- Safety
- Access to outdoor activities

4. Possible

- Enhanced community engagement
- Improved public transportation
- More green spaces
- Increased cultural opportunities
- Affordable housing
- Safe streets
- Access to diverse food options
- Better schools
- Enhanced safety

Worth Keeping

- Volunteer opportunities
- City Park
- Opportunities for local business
- High-quality schools
- Close-knit community
- Green spaces
- Low crime
- Well-maintained infrastructure
- Accessible
- Location
- Steep

Worth Cultivating

- Local pride
- Strong sense of community
- Vibrant economy
- High-quality schools
- Safe environment
- Beautiful
- Low crime
- Walkable
Arlington: Where are we Now and Where do we want to Go?

Master Plan Vision Workshop, October 17, 2012

Top responses

<table>
<thead>
<tr>
<th>What do we value?</th>
<th>What is missing?</th>
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<tbody>
<tr>
<td>Walkable community</td>
<td>More and better retail stores</td>
</tr>
<tr>
<td>Schools</td>
<td>Parking for commercial – more, better, signage</td>
</tr>
<tr>
<td>Location</td>
<td>Innovation centers and new business</td>
</tr>
<tr>
<td>Participation in gov't – good, easy, lots of ways,</td>
<td>Night life</td>
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<tr>
<td>volunteerism</td>
<td>Maintenance of parks, infrastructure, open space</td>
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<td>30  16</td>
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<td>29  10</td>
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<td>27  9</td>
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<td>26  9</td>
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<table>
<thead>
<tr>
<th>What is “Special?”’</th>
<th>What is possible?</th>
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<tbody>
<tr>
<td>Human capital (People make an impact)</td>
<td>Protect/ enhance and expand businesses, consistent</td>
</tr>
<tr>
<td>Open and outdoor spaces</td>
<td>with Town character</td>
</tr>
<tr>
<td>Good schools/ neighborhood schools</td>
<td>Create deck parking area; expand parking options;</td>
</tr>
<tr>
<td></td>
<td>create a parking plan</td>
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<tr>
<td></td>
<td>Create/maintain more open space areas; more</td>
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<tr>
<td></td>
<td>diverse use of these spaces</td>
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<td></td>
<td>More fun things to do at night; community festivals</td>
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<td></td>
<td>(like acapella competitions, art, cultural activities)</td>
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<td>25  17</td>
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<td>23  10</td>
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<td></td>
<td>16  10</td>
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<table>
<thead>
<tr>
<th>What is worth keeping?</th>
<th>What is worth cultivating?</th>
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<tbody>
<tr>
<td>Participation in gov't/ civic engagement</td>
<td>Community centers, gathering places</td>
</tr>
<tr>
<td>Accessibility, location</td>
<td>Diversity – including age and income</td>
</tr>
<tr>
<td>Open space/recreation</td>
<td>Open space, trees, natural resources – protect</td>
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<tr>
<td></td>
<td>And improve</td>
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<tr>
<td></td>
<td></td>
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<td></td>
<td>13  7</td>
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<td>12  7</td>
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<td>12  6</td>
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Graphic Overview of Responses
Visioning Workshops

- Over 200 Total Participants – Mailers sent to every household
Visual Preference Surveys

1,040 individual responses