





# ICC

Inner Core Committee

Outreach & Engagement **TALKSHOP** 

September 16, 2015

8:30am - 11:00am





















#### **Our Guests:**

Alice Brown
City of Boston

George Proakis
City of Somerville

Laura Wiener and David Fields
Town of Arlington



# GO BOSTON 2030

**Imagining Our Transportation Future** 

#### Mission

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



#### **Timeline**

#### VISIONING

#### **ACTION PLAN**

## 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 prioirty 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

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

#### **Evaluating** Ideas

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

#### **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 Online

Centralized Local

Open-ended Structured

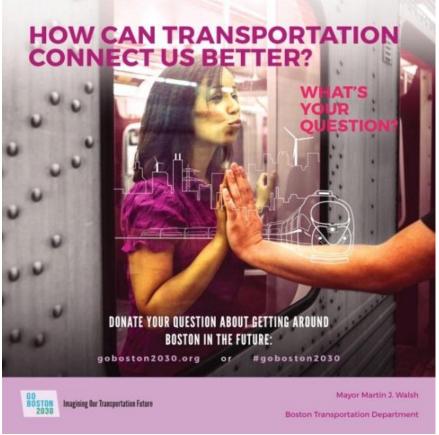
# What Is a Question Campaign?

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**



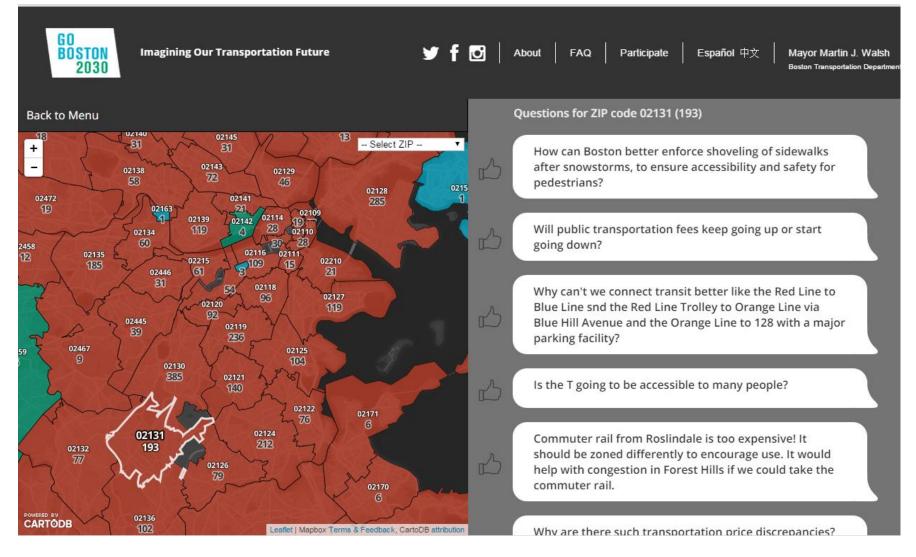


Building Momentum through Media





# Online Engagement



#### **Partners**



GoBoston2030 @GoBoston2030 · Feb 20

# MT @bikesnotbombs #GoBoston2030 questions are IN! Write yours up by midnight tonight! goboston2030.org











## **The Question Truck**



# 15 Neighborhoods



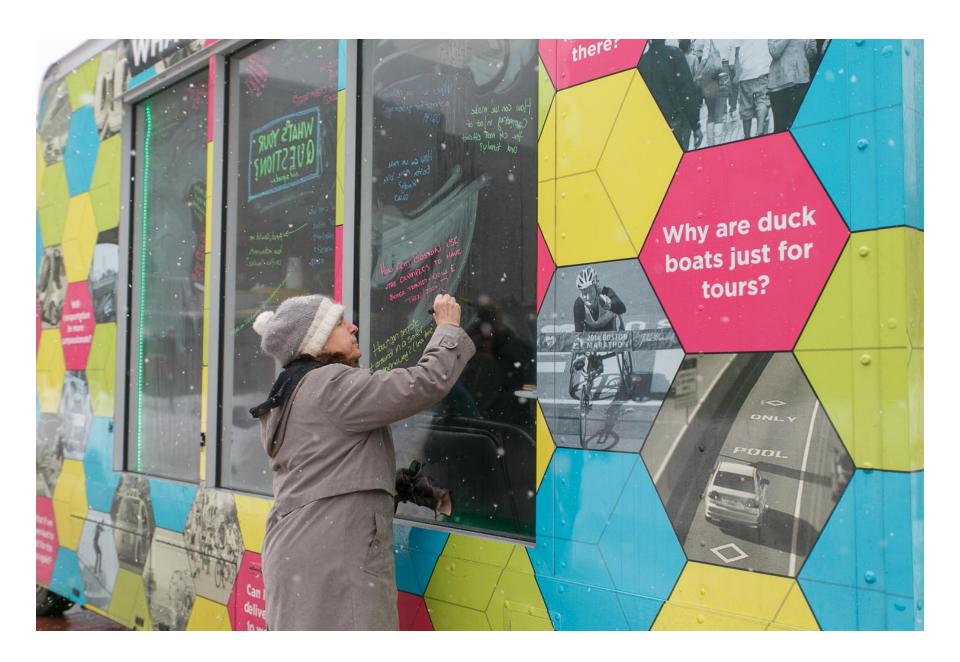


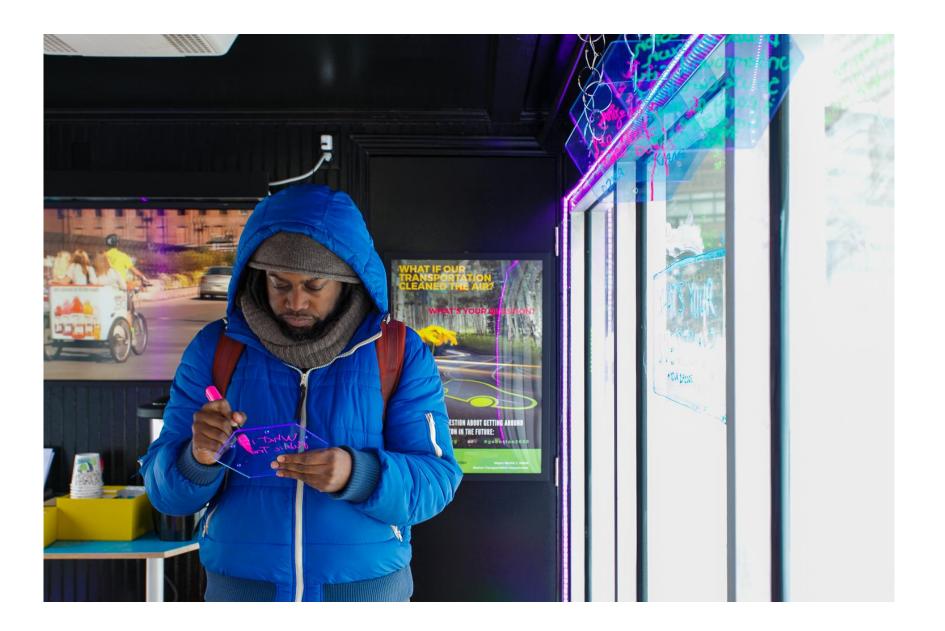


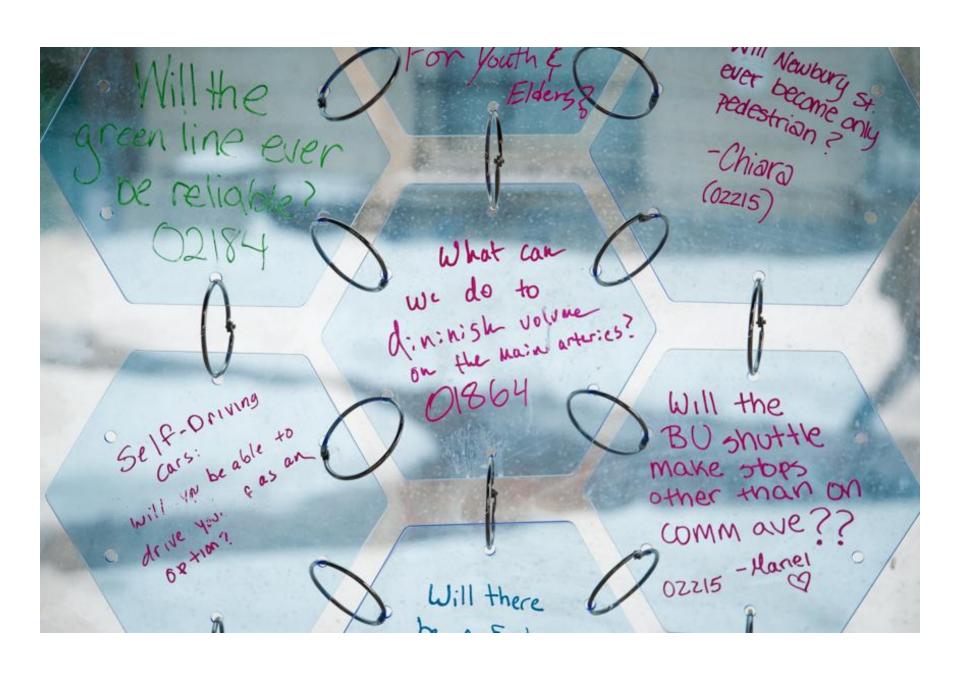


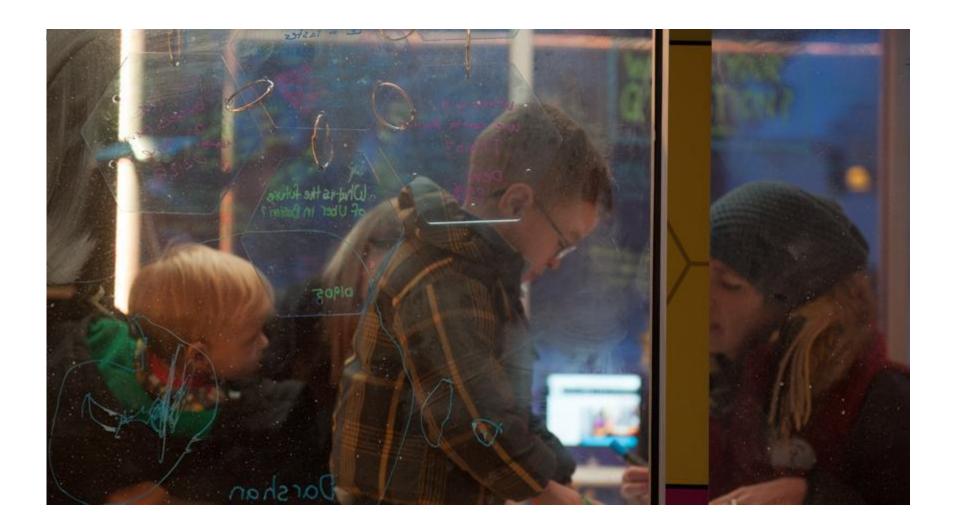




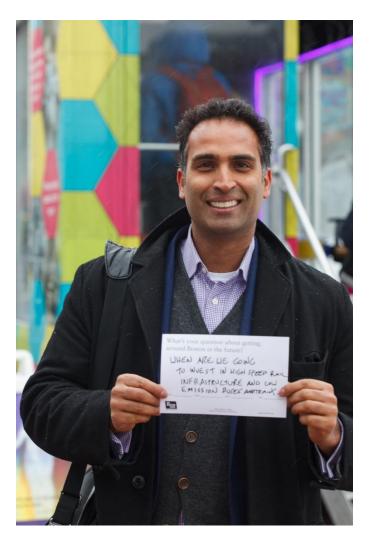




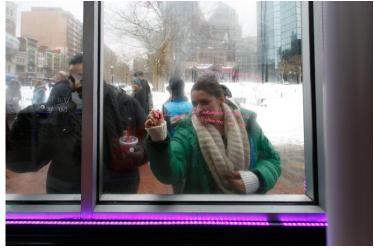




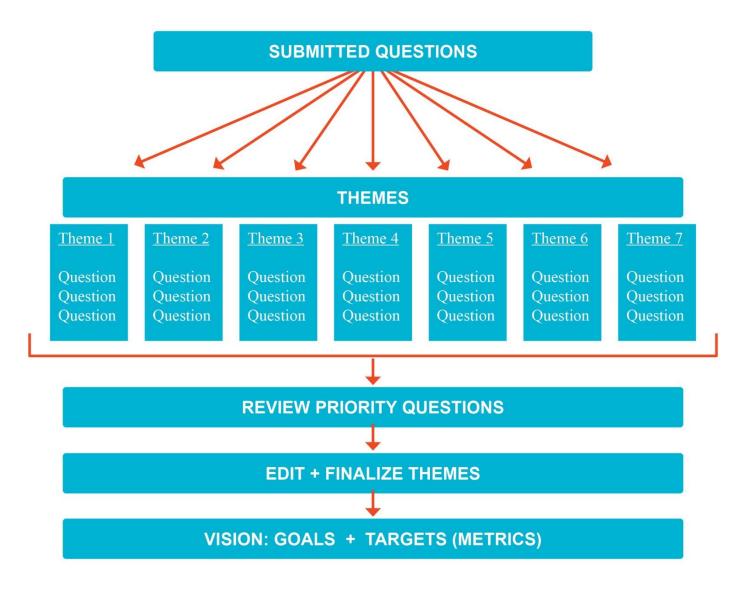
## 5,000 Questions Collected







#### **Questions Become a Vision**



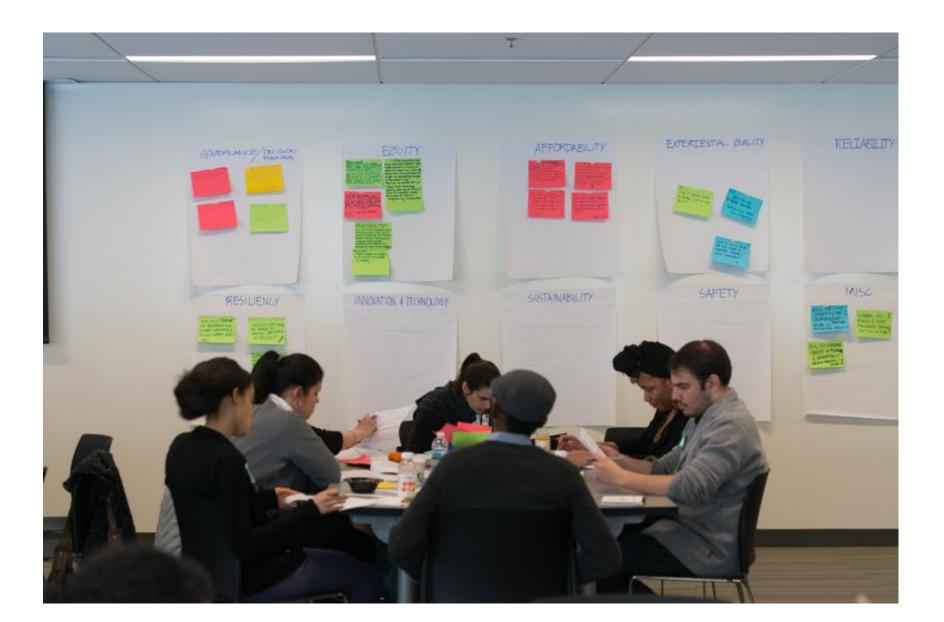
#### 12 Themes

- Access
- Reliability
- Experiential Quality
- Governance and Decision-Making
- Innovation and Technology
- Safety
- Affordability
- Sustainability and

#### Climate

- Equity
- Resiliency
- Health
- Miscellaneous





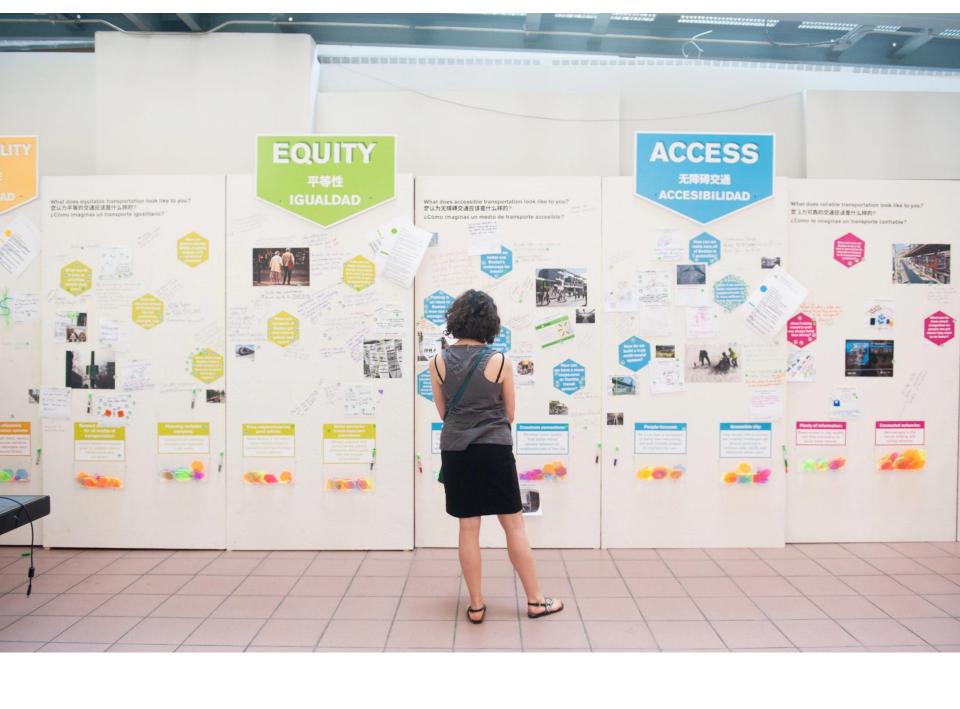
# Objectives of the Visioning Lab

- 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





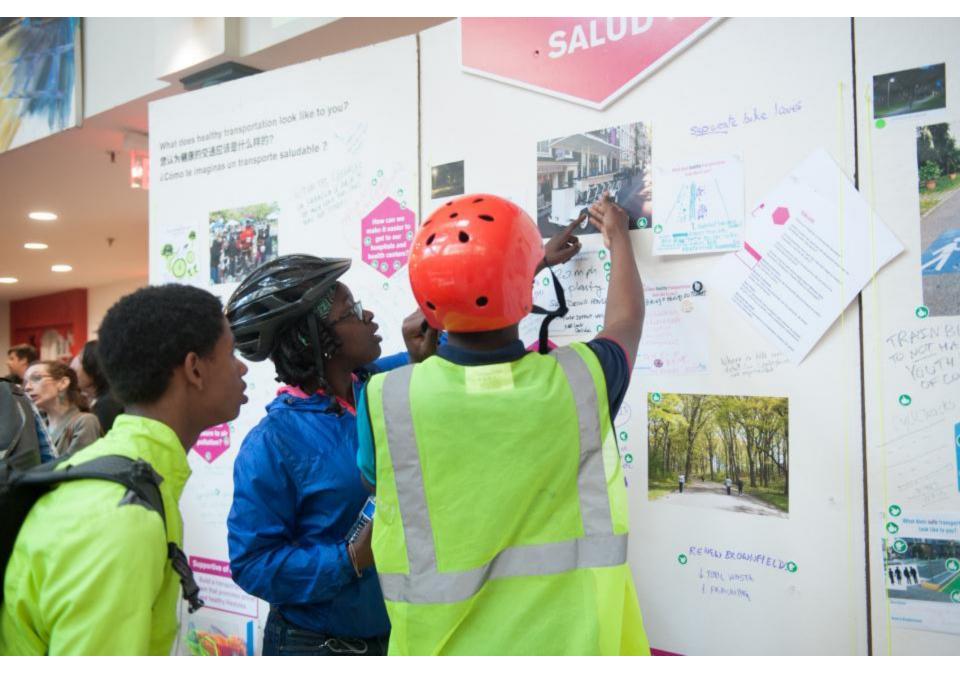


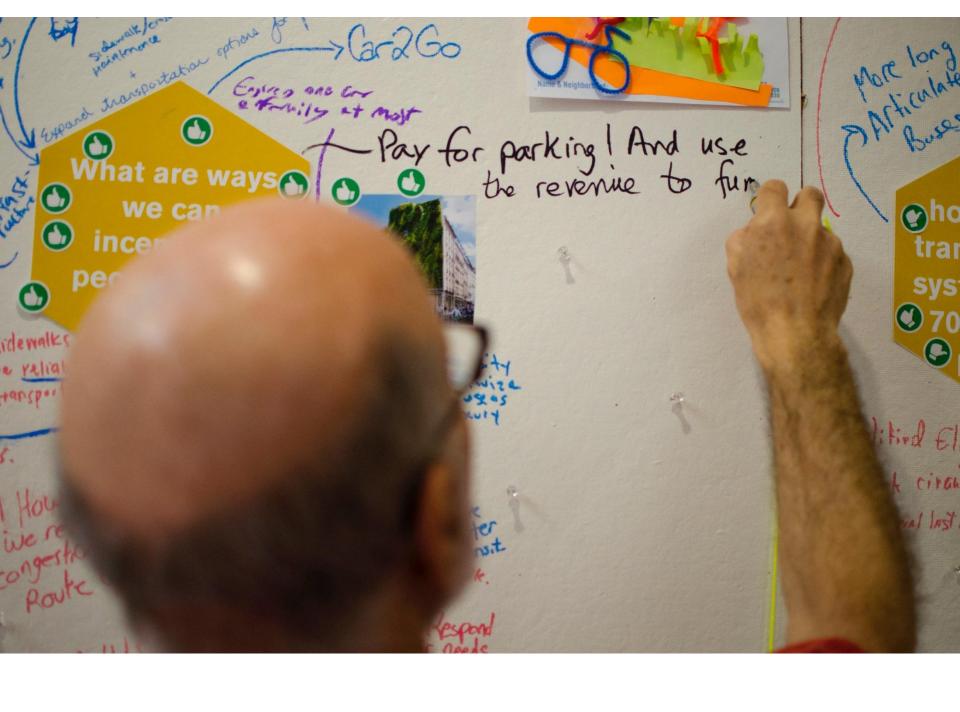




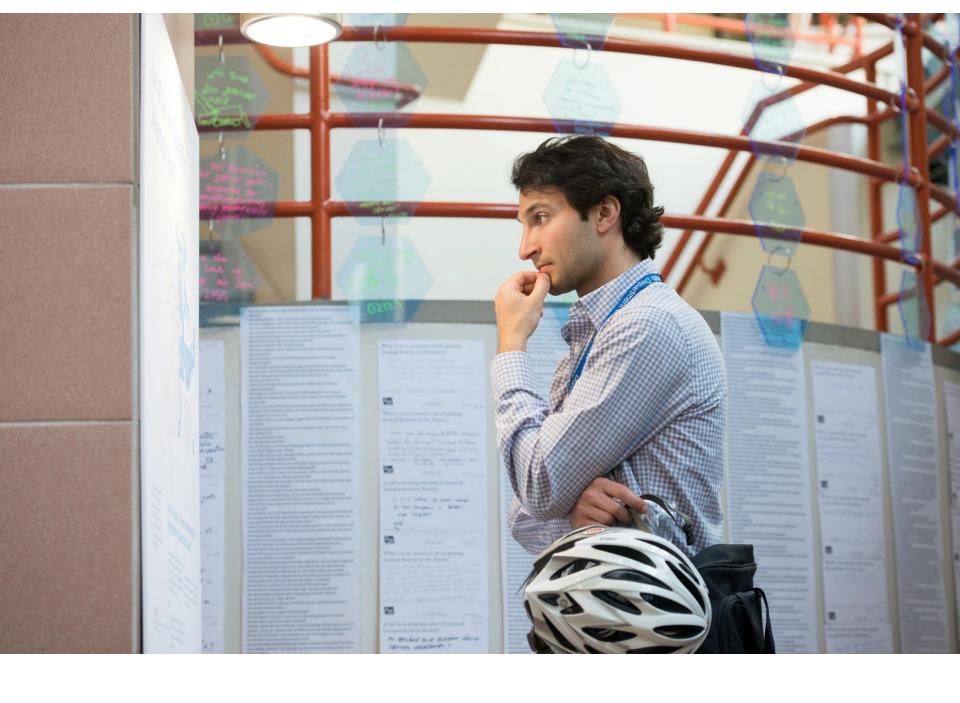










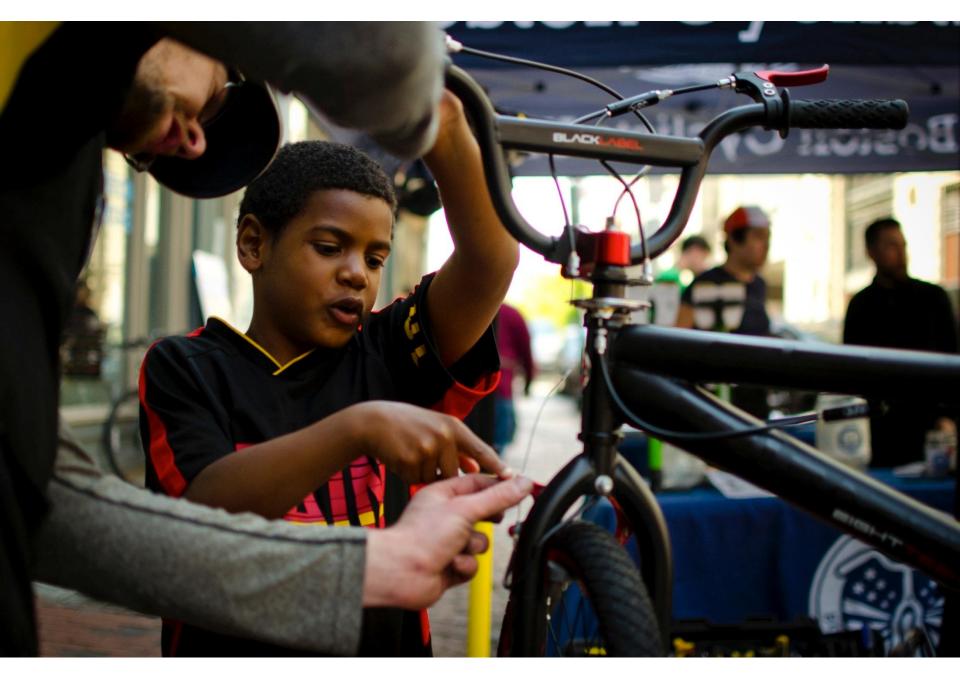










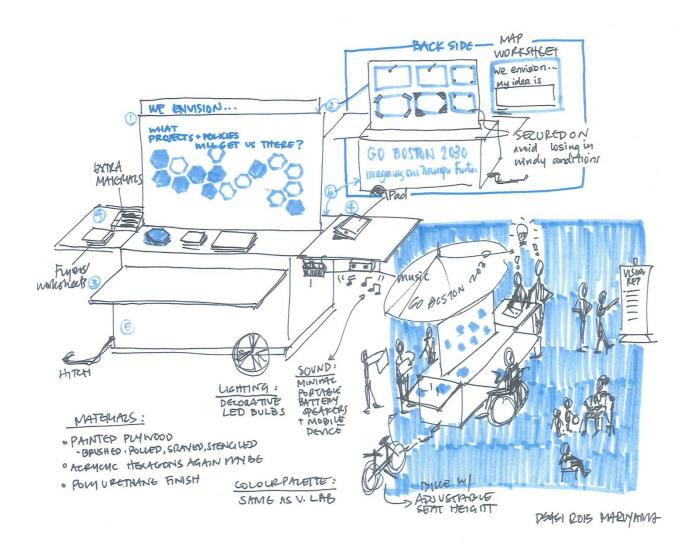


## **Share Your Trip with BTD**





#### **Ideas on the Street**



## alice.brown@boston.gov

goboston2030.org

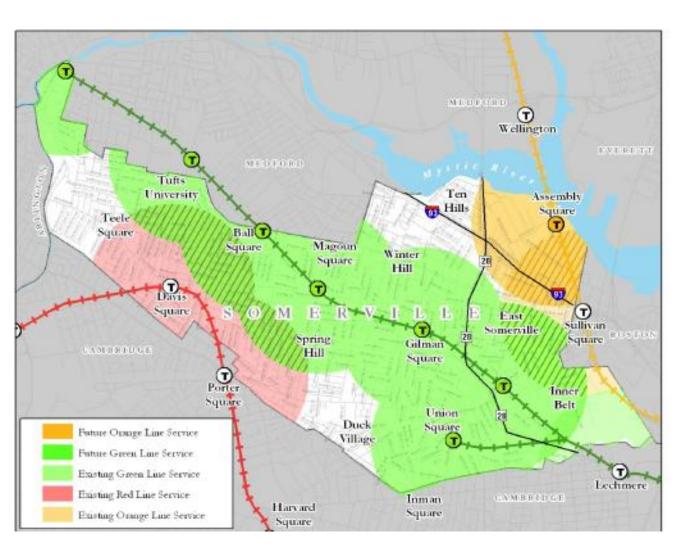


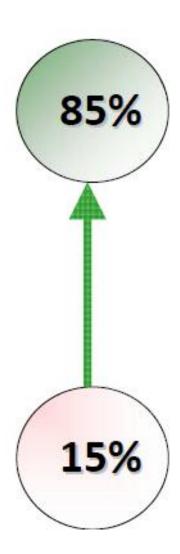
### Ten Strategies for Public Participation

George Proakis, AICP
Director of Planning — City of Somerville, MA
September 2015











## SomerVision

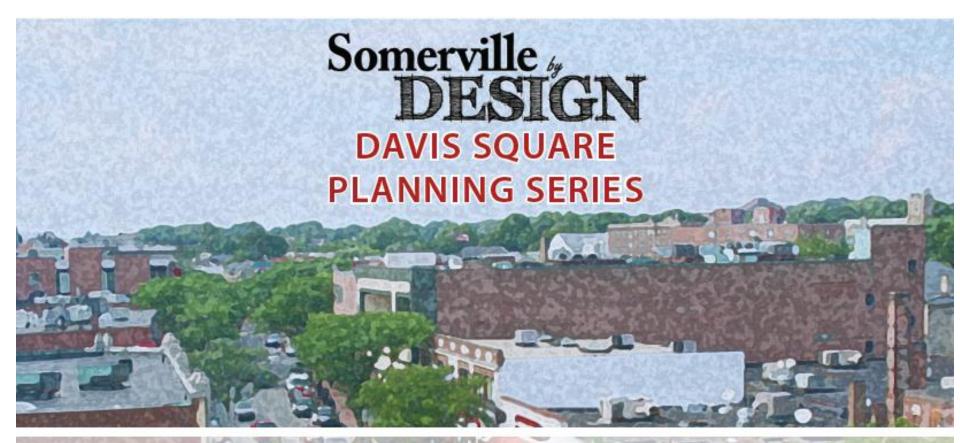
City of Somerville, Massachusetts Comprehensive Plan | 2010-2030

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



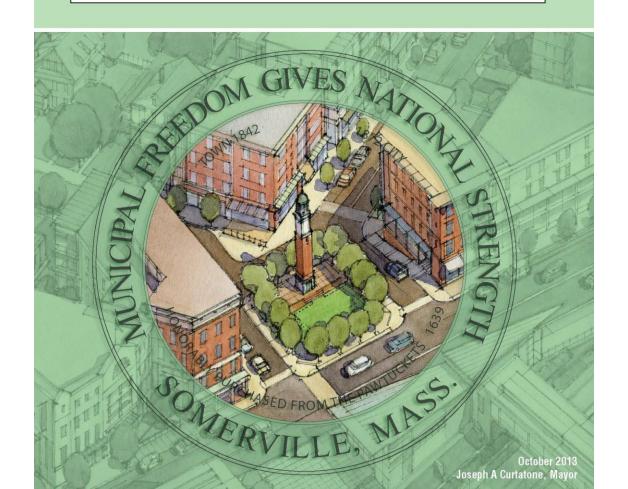
JULY 17 & 30 Visioning Sessions SEPTEMBER 9, 10 & 11 Design Charrette OCTOBER 16 Plan Presentation

OFFICE OF STRATEGIC PLANNING & COMMUNITY DEVELOPMENT Joseph A. Curtatone, Mayor



## GILMAN SQUARE

#### STATION AREA PLAN





# An Interactive Process

#### The Old Way

DECIDE-ANNOUNCE-DEFEND

#### The Old Way

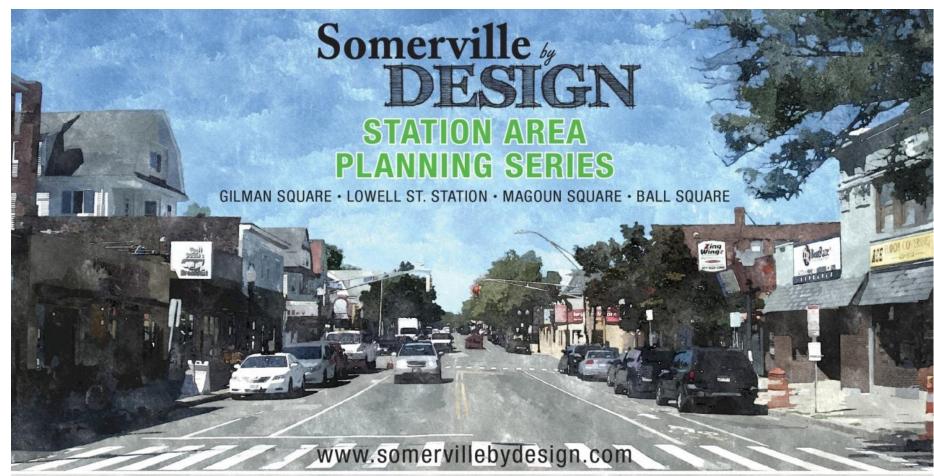
#### DECIDE-ANNOUNCE-DEFEND

# Somerville DESIGN

OUTREACH-DIALOGUE-DECIDE-IMPLEMENT



# Announce A Series



**OCTOBER** 

**Visioning Session** 

**NOVEMBER** 

28 & 29

**Design Charrette** 

**JANUARY** 

**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



# Somerville by DESIGN





# Somerville by DESIGN



## Somerville by DESIGN



	For	Against
Overall	2	8
Gilman Square	1	2
Lowell St./Magoun Square	0	3
Ball Square	1	3

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#### 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



	For	Against
Overall	6	4
Gilman Square	3	0
Lowell St./Magoun Square	1	2
Ball Square	2	2

#### Comments

#### 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



	For	Against
Overall	10	0
Gilman Square	3	0
Lowell St./Magoun Square	3	0
Ball Square	4	0

#### Comments

#### Gilman Square

· Good variety of buildings - naturally appealing

#### Lowell St./Magoun Square

- . A+
- Magoun/Industrial
- · Love It, historic character!

#### **Ball Square**

Trees!



## Interdisciplinary Team







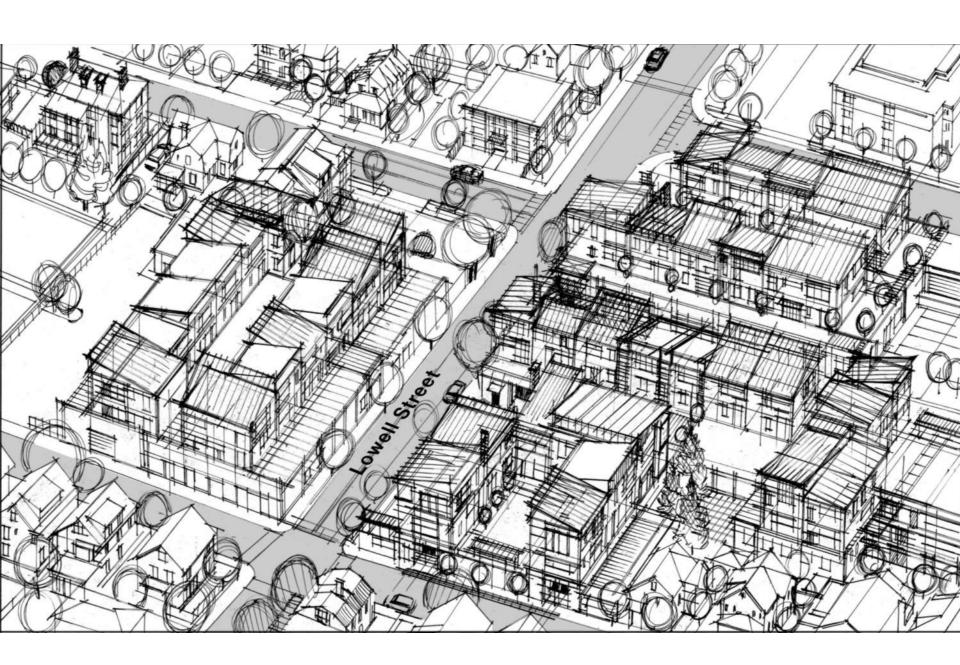
## Feedback Loops





## Speedy Results





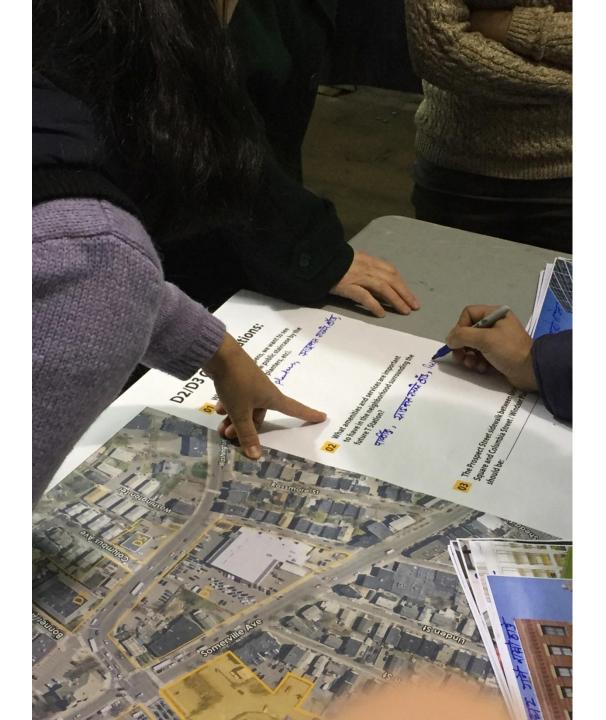






## **Translate**









Is there such a thing as too many meetings??

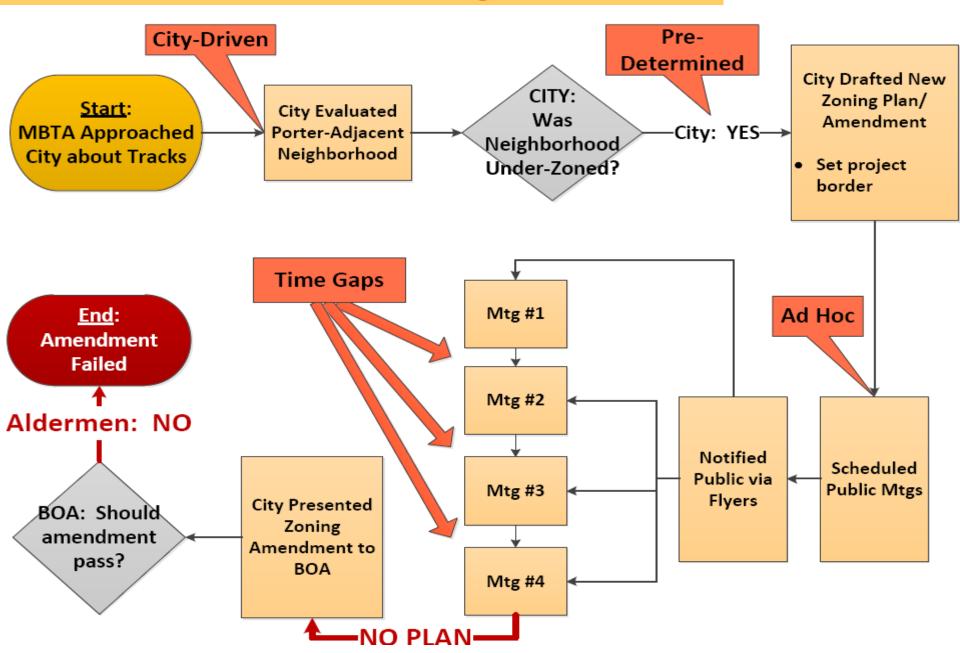
#### 2014

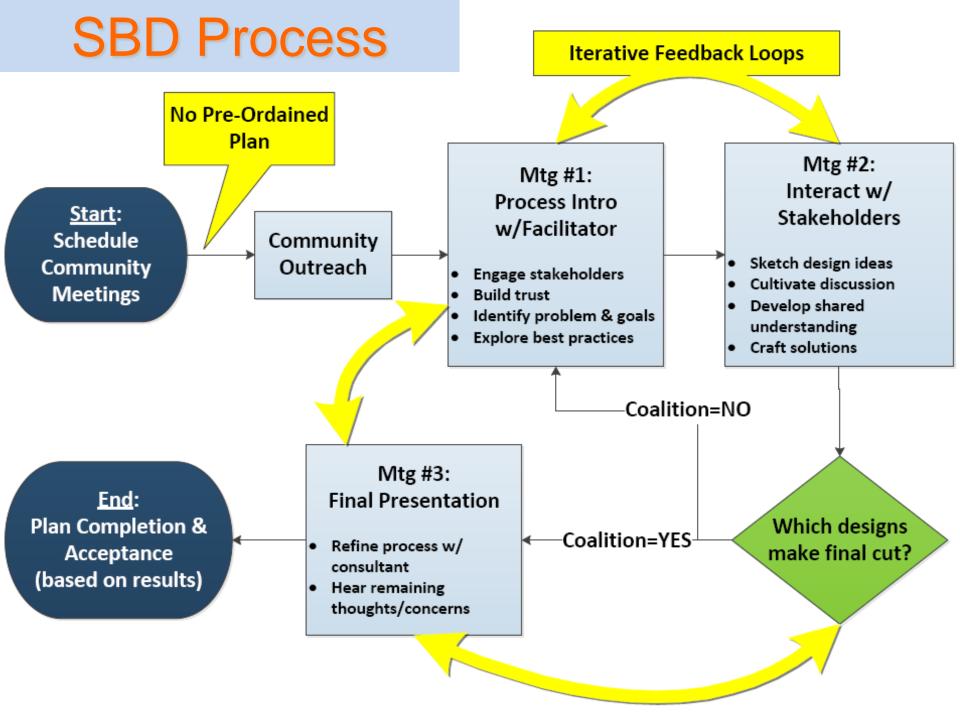
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The Somerville by Design Process **Diagrams** 

## Porter Sq. Rezoning Process





# Somerville

### 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





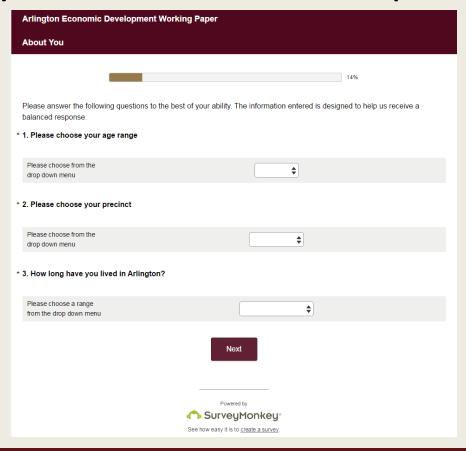






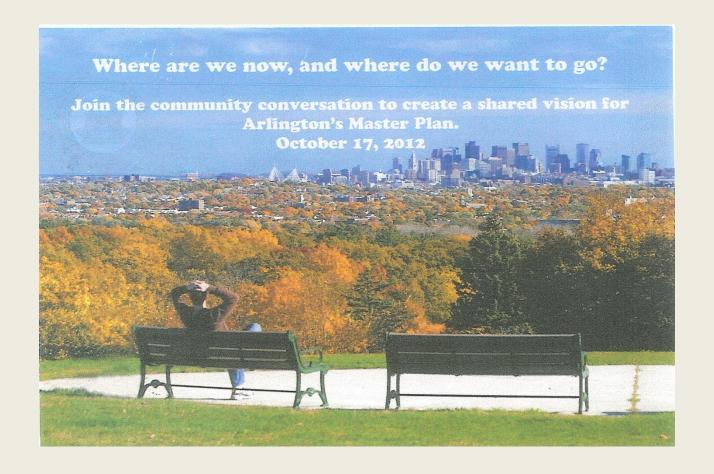
## Online Surveys

• 10 Surveys; 2,065 individual responses





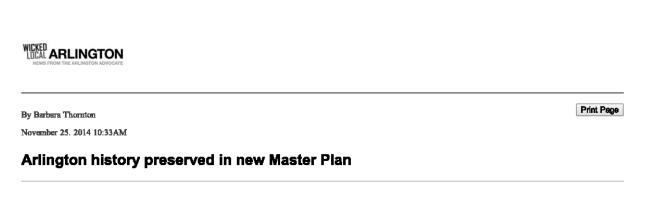
## **Backpack Drops**





#### Arlington Advocate Master Plan Series

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



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 Dallin's "Menotomy 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 Butterfield-Whittemore 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

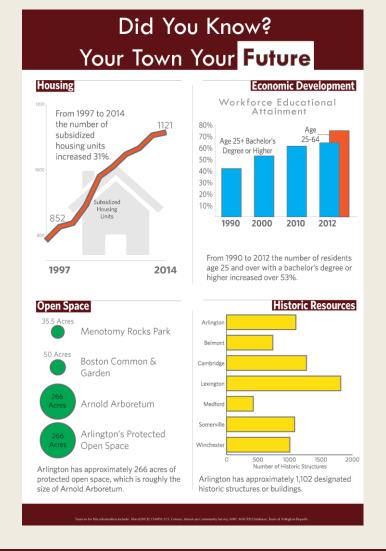


## Public Poster Series + Town Day





## Public Poster Series + Town Day





### World Café

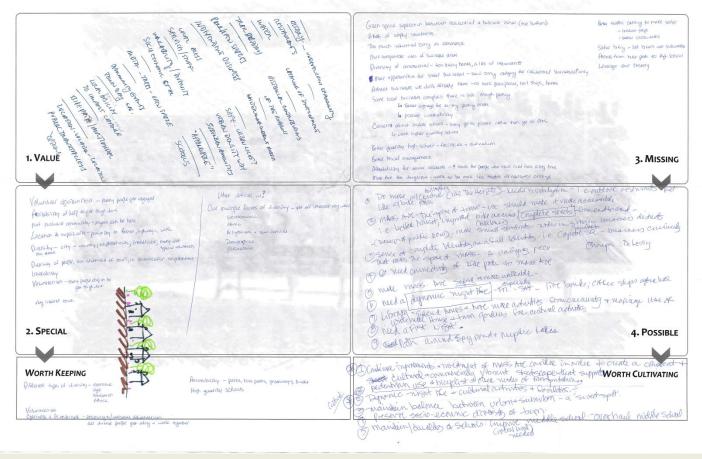
- October, 2012
- Over 175 people in attendance







#### ARLINGTON: Where are we Now and Where do we want to Go?





#### Arlington: Where are we Now and Where do we want to Go?

#### Master Plan Vision Workshop, October 17, 2012 Top responses

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



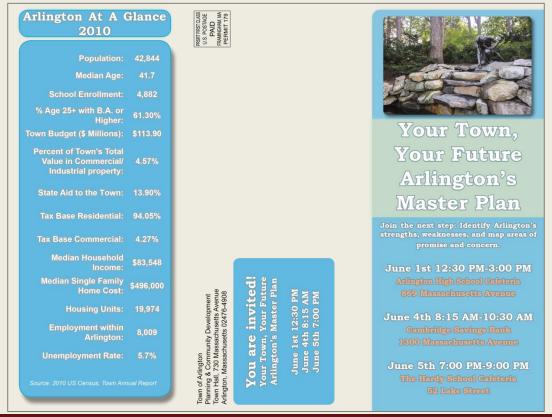
### Graphic Overview of Responses





## Visioning Workshops

 Over 200 Total Participants – Mailers sent to every household





## Visual Preference Surveys

1,040 individual responses



