Participatory Action Research in Public Space Planning

MAPC March 17, 2021
What’s working...what’s not
Participatory Action Research (PAR)
PAR emphasizes collective inquiry and experimentation grounded in experience and social history.

- **Deep engagement** with diverse stakeholders throughout the design process
- **Meeting people where they’re at** (even during Covid!)
- Engaging people in collectively **imagining new possibilities** for public space
- **Building empathy** for other types of users and **deciding on design priorities** in transparent and just ways
Community Outreach
Getting a diverse group of people to the table

Who we contacted:
- City departments + networks
- Community Based Organizations
- Youth Groups
- Advocacy Groups
- Food access/mutual aid groups
- Educational institutions/ESL language classes
- City + Local Committees
- Local Businesses
- Residents

Crossing Guard Tina Almeida
Digital Outreach
Digital newsletters, social media, email listservs, websites, etc.

Jobs & Volunteer Opportunities in Union Square!

Looking for a job opportunity? Check out these postings for exciting positions available in USMS member and partner locations.

- Design Studio for Social Intervention (ds4si) • Union Square Community Design Team Members • Apply here
- Greenert Labs • Multiple Positions • Apply online
- Liberty Cannabis • Wellness Guide • Learn more here
- RightHand Robotics • Multiple Positions • Apply online
- Tasting Counter • Assistant General Manager or Farmers Market & Wholesale Coordinator • Learn more here
- City of Somerville • Multiple Positions • Learn more online

Looking for a volunteer opportunity?

- City of Somerville • Commission for Persons with Disabilities • Learn more here
- City of Somerville • Commission for Women • Learn more here

Looking to post here? Let us know at jobs@unionsquaremain.org.

¿QUERÉS AYUDAR A RE-IMAGINAR UNION SQUARE?

¡ÚNETE AL EQUIPO DE DISEÑO COMUNITARIO!

¿QUERÉS AYUDAR A RE-PENSAR UNION SQUARE?

¡JUNTESE AL EQUIPO DE DISEÑO COMUNITARIO!

WANT TO HELP RE-IMAGINE UNION SQUARE?

Do you live, work or play in Union Square?

We’re looking for a diverse group of folks who want to collect, share and imagine new ideas for Union Square’s plaza and streets.

HELP RE-IMAGINE UNION SQUARE?

In work to play in Union Square?:

the place of folks who want to collect, share and as for Union Square’s plaza and streets.

Join the Community Design Team

- Community Design Team Details
  - This is a paid position. 4-5 hours/week, $20/person (comparable)
  - Open to up to 15 people
  - Open to folks who work, work, or play in Union
  - Bilingual (English) is required. Having a
  - Desire to talk with people in your community.
  - No design experience necessary.
  - Applications due March 25

Please fill out the application with more information in the link. bit.ly/UnionRedesign

Feel free to reach out and if you’re interested, my contact is on the flyer or you can reach back. Thanks!

WANT TO HELP RE-IMAGINE UNION SQUARE?

Join the Community Design Team

- Community Design Team Details
  - This is a paid position. 4-5 hours/week, $20/person (comparable)
  - Open to up to 15 people
  - Open to folks who work, work, or play in Union
  - Bilingual (English) is required. Having a
  - Desire to talk with people in your community.
  - No design experience necessary.
  - Applications due March 25

Please fill out the application with more information in the link. bit.ly/UnionRedesign

Feel free to reach out and if you’re interested, my contact is on the flyer or you can reach back. Thanks!
In-Person Outreach
Flyering, visiting local businesses, and residents

¿QUIERES A-ACERRE A UNIRRE?
Estamos buscando un equipo de amigos que quieran compartir su tiempo con nosotros.

¿Vives, trabajas o estudias en Union Square?

ÚNETE AL ÉQUIPÉ COMUNITARIO
Nou ap chèche yon gann ak moun lisan

RANTRE NAN ÉKOS
d'ap travay o te fa ve jou

WANT TO HELP RE-IMAGINE UNION SQUARE?
We’re looking for a diverse group of folks who want to be part of the creative team that will help us reimagine Union Square’s plaza and streets.

Join the Community Design Team
Do you live, work or play in Union Square?

Our IDEAS
Escanear el bit.ly/Unio p para aplicar

Enquisitos:
• Deseo de falar com as pessoas da sua comunidade
• Inglês para conversação
• Se bilingue tem um forte diferencial
• A partir de 14 anos

Posição paga $$$
-5 horas/semana

OU VLE E
हू न सहि स्

Sahin gane chaah nu

Eske w ap vi

Nou ap chèche yon g

imajine nou

APLICA ANTES DEL 2

APLIQUE ANVAN 26 M

Kesyon?

crystal@ds

crystal@ds

24 वर्ष व जो भंडा माही
PAR Team Roles

- **User research** about how people do and don’t use the square, what people’s hopes and fears are, what their experiences have been with recent planning processes (techniques: observations, surveys, focus groups, interviews, art projects)

- **Collecting and sharing knowledge** with design team and city team, sharing knowledge and skills back with community

- **Co-creating “productive fiction” pop-ups** to test design ideas with the community and engage community members in collectively imagining what is possible for Union Square