REGIONAL CULTURAL INFRASTRUCTURE PLANNING

Boston / Cambridge / Somerville
Community Engagement Meeting
October 18, 2022
MEETING GOALS + TIMELINE

3:00 – 3:10PM
MEETING GOALS

• Confirm broad **goals for community outreach**

• Establish shared **definition of cultural infrastructure**

• Identify **stakeholders and engagement partners**

• Review proposed **engagement methods and partner roles**
PROJECT OVERVIEW

WORKFLOW TIMELINE

- Engagement w/ Cultural Space Operators/Users
- Infrastructure Baseline
- Engagement w/ Partners/Municipal Staff
- Digital Platform Proposal and Prototype
- Policy Framework + Action Plan

PARTNER MEETINGS

- Comm. Engagement
- Q1 23 Check In
- Q3 23 Check In
- Q2 23 Check In
- Q4 23 Check In

- Kickoff
- Partner Engagement
- Q1 23 Check In
- Q3 23 Check In
- Q4 23 Check In

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Policy Framework + Action Plan

Q1 23
Q3 23
JUL 22
SEP 22
NOV 22
JAN 23
MAR 23
MAY 23
JUL 23
SEP 23
NOV 23
Final Deliverables
PROJECT OVERVIEW

WORKFLOWS

EXISTING CONDITIONS

Cultural Infrastructure Baseline

Engagement with Cultural Space Operators/Users
- Discovery
- Synthesis

Policy Framework and Action Plan

Engagement with Partners/Municipal Staff
- Discovery
- Synthesis

Digital Planning Platform Proposal and Demo
COMMUNITY OUTREACH GOALS

3:10 – 3:15PM
OUTREACH GOALS

• Document **where** arts and culture happen

• Identify **needs of and barriers to space**
  What makes space hard to access? What space just doesn’t exist?

• Test assumptions about **space operating/use challenges**
  What makes it difficult to operate space well?

• Understand pronounced **barriers experienced by BIPOC cultural space stakeholders**
  What makes it **harder** for BIPOC users and operators?
REVISIT: CULTURAL INFRASTRUCTURE DEFINITIONS

3:15 – 3:35PM
DEFINITION
CULTURAL INFRASTRUCTURE

Buildings, structures and places that facilitate:

PRODUCTION of arts and culture
PRESENTATION of arts and culture
LIVE/WORK space
INFRASTRUCTURE SPECTRUM
PRODUCTION + PRESENTATION

PRIVATE ➔ ACCESS ➔ PUBLIC

Ex: Housing ➔ Ex: Church Basement ➔ Ex: University Practice Rooms ➔ Ex: Art Museum

NO A&C DEFINITION ➔ USE SPECIFICITY ➔ PURPOSE BUILT FOR A&C

MAPC
METROPOLITAN AREA PLANNING COUNCIL
PROJECT APPLICATIONS
CULTURAL INFRASTRUCTURE DEFINITION

COMMUNITY ENGAGEMENT
SEEKS OUT MIDDLE SPACES

POLICY AGENDA
BROADEST CONSIDERATION

DIGITAL PLATFORM
MOST SPECIFIC
APPLIED SPECTRUM
CULTURAL INFRASTRUCTURE DEFINITION

PRIVATE       ↔ ACCESS ↔       PUBLIC

POLICY AGENDA

COMMUNITY ENGAGEMENT

DIGITAL PLATFORM

Ex: HOUSING

Ex: CHURCH BASEMENT

Ex: UNIVERSITY PRACTICE ROOMS

Ex: ART MUSEUM

NO A&C DEFINITION

↔ USE SPECIFICITY ↔

PURPOSE BUILT FOR A&C
IDENTIFYING STAKEHOLDERS

3:35 – 4:10PM
STAKEHOLDERS

WHAT DO WE WANT TO KNOW?

• What are the places and spaces you want to learn more about?

• Who are the arts and cultural space stakeholders that need to be represented in this work? (ethnicity, income, artistic disciplines, etc.)
ENGAGEMENT METHODS

4:10 – 4:30PM
ENGAGEMENT METHODS

SURVEYS
1. Cultural Space Users/Artists
2. Cultural Space Operators

INTERVIEWS
Cultural Space Stakeholders
(15 interviews)

FOCUS GROUPS
Affinity Specific Groups

PROJECT ADVISORY COMMITTEE

OTHERS?
ROLES + COMMUNICATION

4:20 – 4:50PM
ENGAGEMENT ROLES
WE NEED SUPPORT WITH
SURVEYS
ENGAGEMENT ROLES

WE NEED SUPPORT WITH

OTHER METHODS?

• Identify and lead opportunities (e.g. pop-ups, final event)
**SURVEY NEXT STEPS**

PLEASE SEND FEEDBACK ON SOMERVILLE SURVEYS BY 10/21

<table>
<thead>
<tr>
<th>DELIVERABLE DATE</th>
<th>DELIVERABLE</th>
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<tbody>
<tr>
<td>NOVEMBER 4</td>
<td>MAPC sends draft surveys</td>
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<tr>
<td>NOVEMBER 18</td>
<td>Partners provide reviews/edits</td>
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<tr>
<td>DECEMBER 1</td>
<td>MAPC provides final surveys</td>
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<tr>
<td>DECEMBER 23</td>
<td>Translated surveys delivered (up to 4 languages)</td>
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<tr>
<td>JANUARY 10</td>
<td>Surveys released</td>
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<tr>
<td>JANUARY – FEBRUARY</td>
<td>Surveys are distributed by municipalities</td>
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**MAPC**

METROPOLITAN AREA PLANNING COUNCIL
COMMUNICATIONS

- Is there a desire to put together a more formal media plan?
- Who leads/coordinates?
- MAPC can support, with notice
QUESTIONS?
NEXT STEPS + MEETING SCHEDULE

4:50PM – 5:00PM
PARTNER MEETINGS
UPCOMING 2022

Digital Platform Discovery
November 15, 2022

• Initiate discovery process
• Identify use cases

PREP WORK:
• Introductory meetings with MAPC Digital Services

NEEDED FROM PARTNERS

• Confirm location for 11/15
• Survey feedback by 10/21
• Review and sign Project Scope by 10/31
• Review policy framework by 10/31
PARTNER MEETINGS
QUARTERLY SCHEDULE

- Digital Platform Discovery
- MAY 2023
- AUG 2023
- NOV 2023
- FEB 2023
- Final Deliverables
THANK YOU!