REGIONAL CULTURAL INFRASTRUCTURE PLANNING

Boston / Cambridge / Somerville
Community Engagement Meeting

October 18, 2022
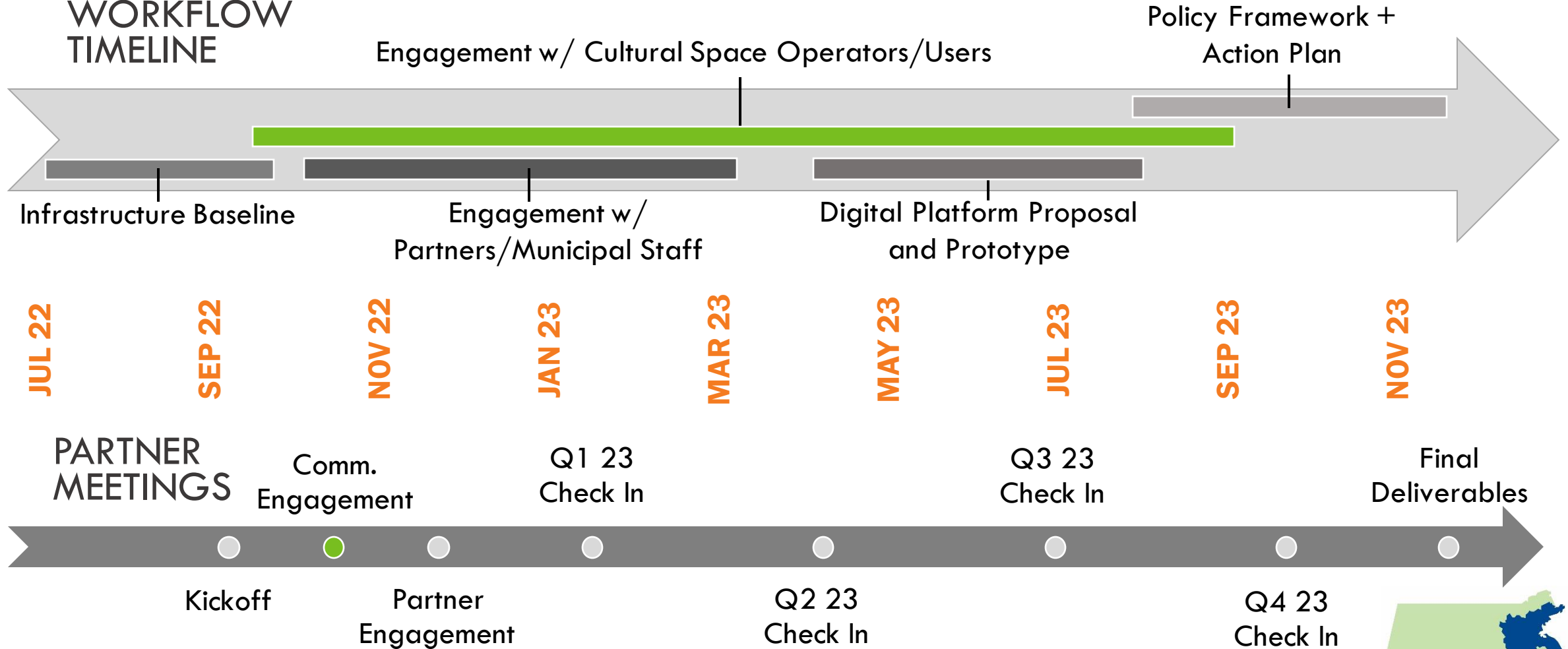
MEETING GOALS + TIMELINE

3:00 – 3:10PM

MEETING GOALS

- Confirm broad **goals for community outreach**

- Establish shared **definition of cultural infrastructure**

- Identify **stakeholders and engagement partners**

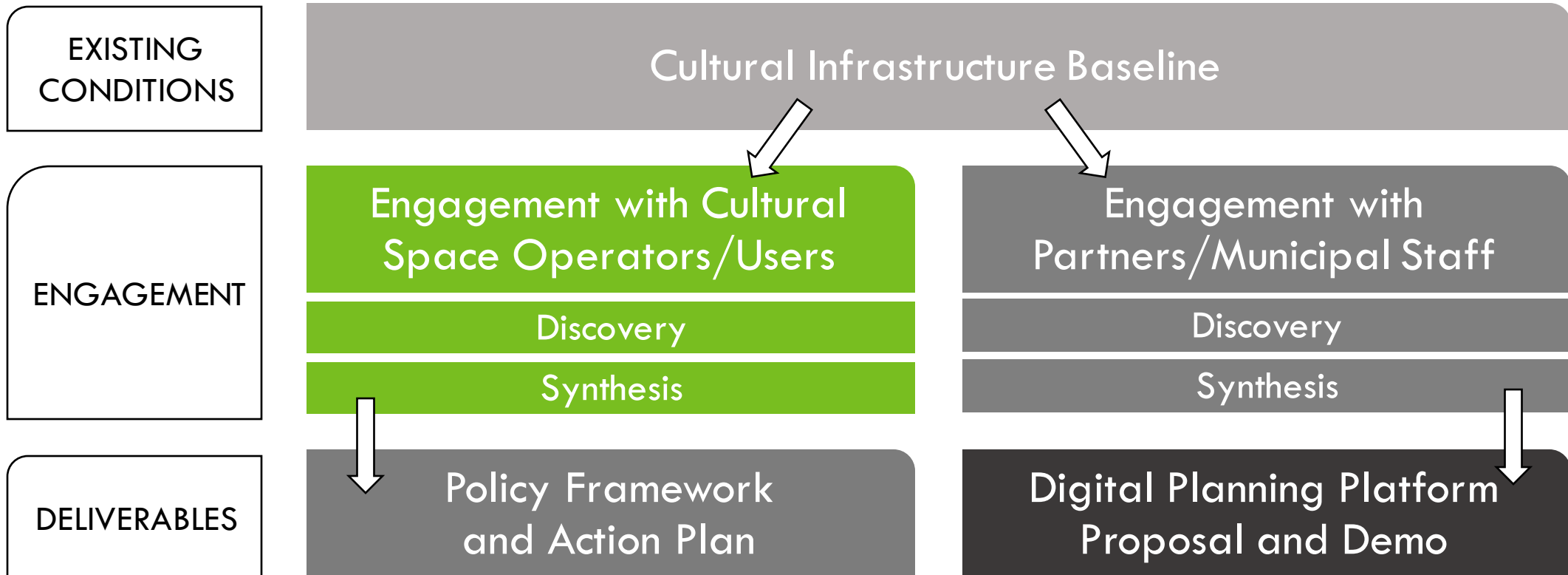- Review proposed **engagement methods and partner roles**

MAPC
METROPOLITAN AREA PLANNING COUNCIL

PROJECT OVERVIEW

WORKFLOW
TIMELINE

Engagement w/ Cultural Space Operators/Users

Policy Framework +
Action Plan

Infrastructure Baseline

Engagement w/
Partners/Municipal Staff

Digital Platform Proposal
and Prototype

JUL 22   SEP 22   NOV 22   JAN 23   MAR 23   MAY 23   JUL 23   SEP 23   NOV 23

PARTNER
MEETINGS

Comm.
Engagement

Q1 23
Check In

Q3 23
Check In

Final
Deliverables

Kickoff

Partner
Engagement

Q2 23
Check In

Q4 23
Check In

MAPC
METROPOLITAN AREA PLANNING COUNCIL

PROJECT OVERVIEW
WORKFLOWS

EXISTING CONDITIONS	Cultural Infrastructure Baseline	
ENGAGEMENT	Engagement with Cultural Space Operators/Users	Engagement with Partners/Municipal Staff
	Discovery	Discovery
	Synthesis	Synthesis
DELIVERABLES	Policy Framework and Action Plan	Digital Planning Platform Proposal and Demo

MAPC
METROPOLITAN AREA PLANNING COUNCIL

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 <u>harder</u> for BIPOC users and operators?

MAPC
METROPOLITAN AREA PLANNING COUNCIL

REVISIT: CULTURAL INFRASTRUCTURE DEFINITIONS

3:15 – 3:35PM

DEFINITION
CULTURAL INFRASTRUCTURE

Buildings, structures and places that facilitate:
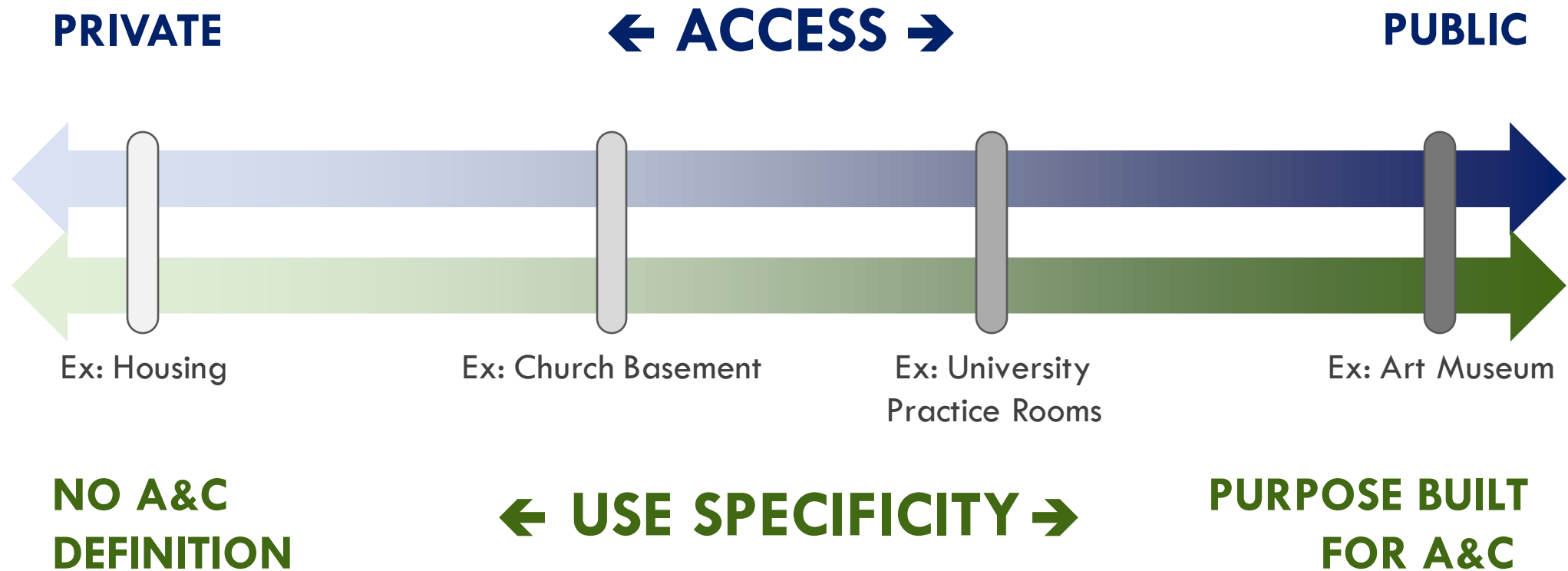

PRODUCTION
of arts and culture

PRESENTATION
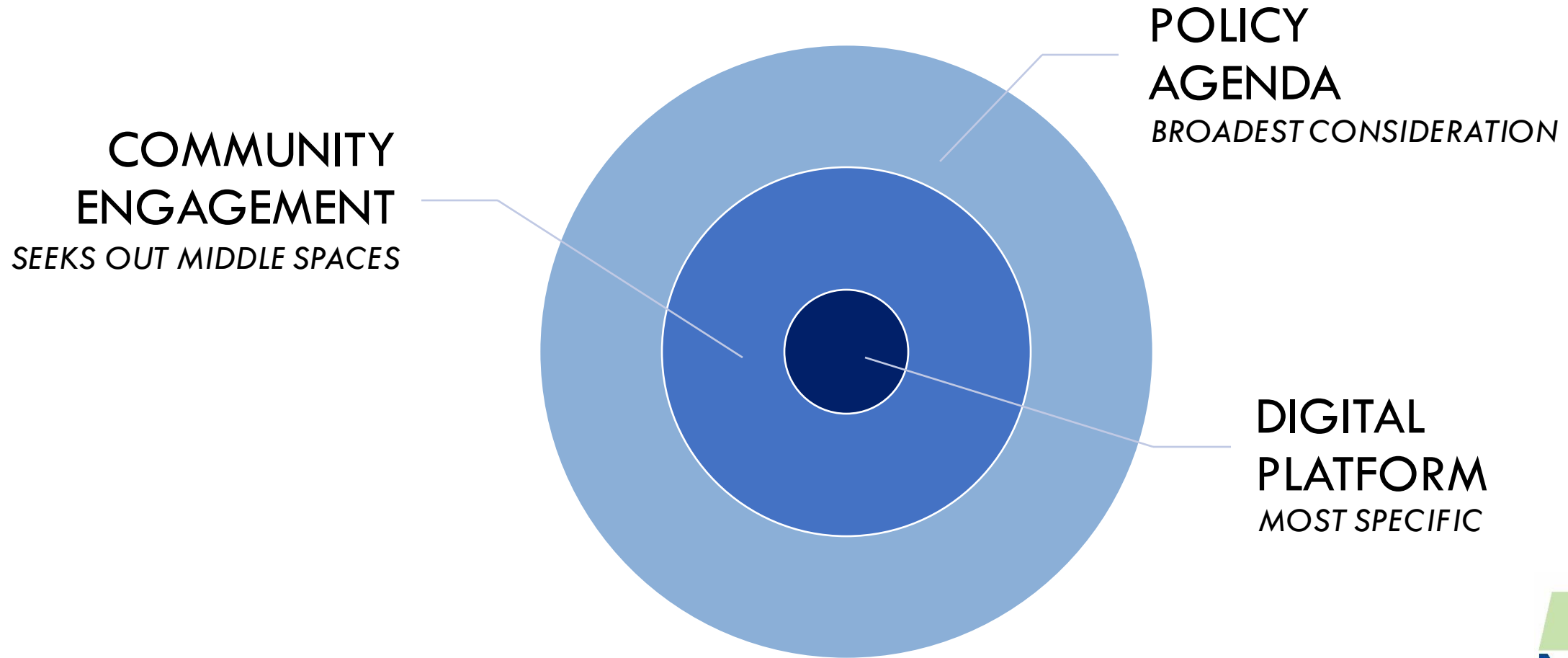of arts and culture

LIVE/WORK
space

INFRASTRUCTURE SPECTRUM
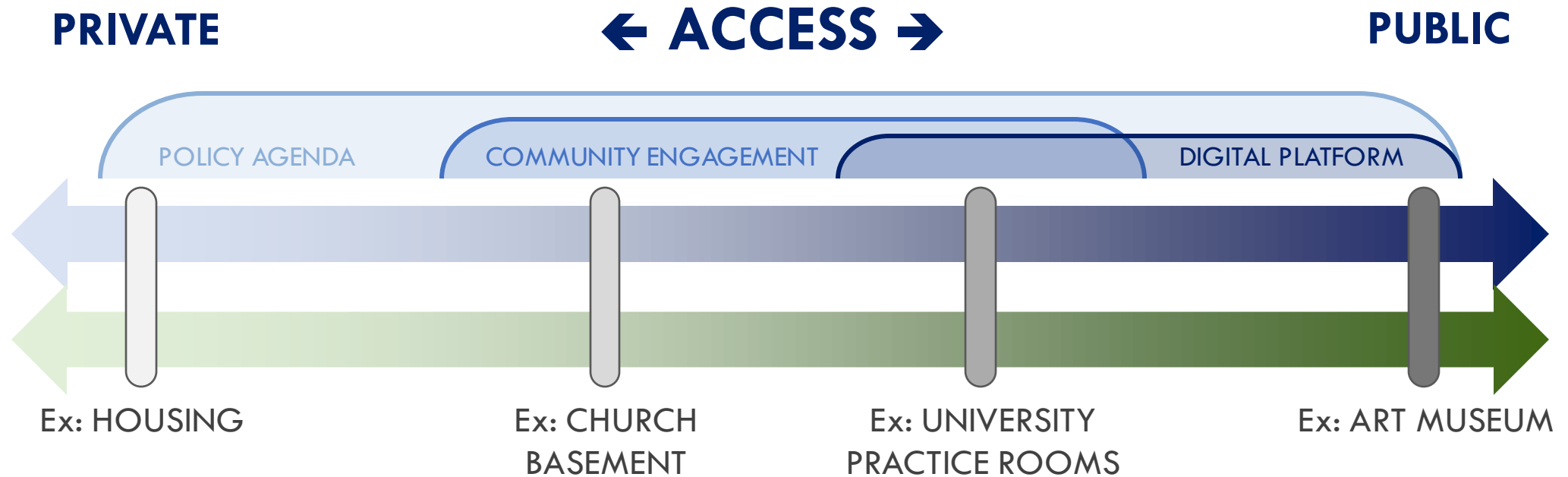## PRODUCTION + PRESENTATION

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

POLICY
AGENDA
BROADEST CONSIDERATION

COMMUNITY
ENGAGEMENT
SEEKS OUT MIDDLE SPACES

DIGITAL
PLATFORM
MOST SPECIFIC

MAPC
METROPOLITAN AREA PLANNING COUNCIL

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**

MAPC
METROPOLITAN AREA PLANNING COUNCIL

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.)

MAPC
METROPOLITAN AREA PLANNING COUNCIL

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?

MAPC
METROPOLITAN AREA PLANNING COUNCIL

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)

MAPC
METROPOLITAN AREA PLANNING COUNCIL

SURVEY NEXT STEPS
PLEASE SEND FEEDBACK ON SOMERVILLE SURVEYS BY 10/21

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

MAPC
METROPOLITAN AREA PLANNING COUNCIL

COMMUNICATIONS

WEBSITE

COMMS

PRESS RELEASE(S)
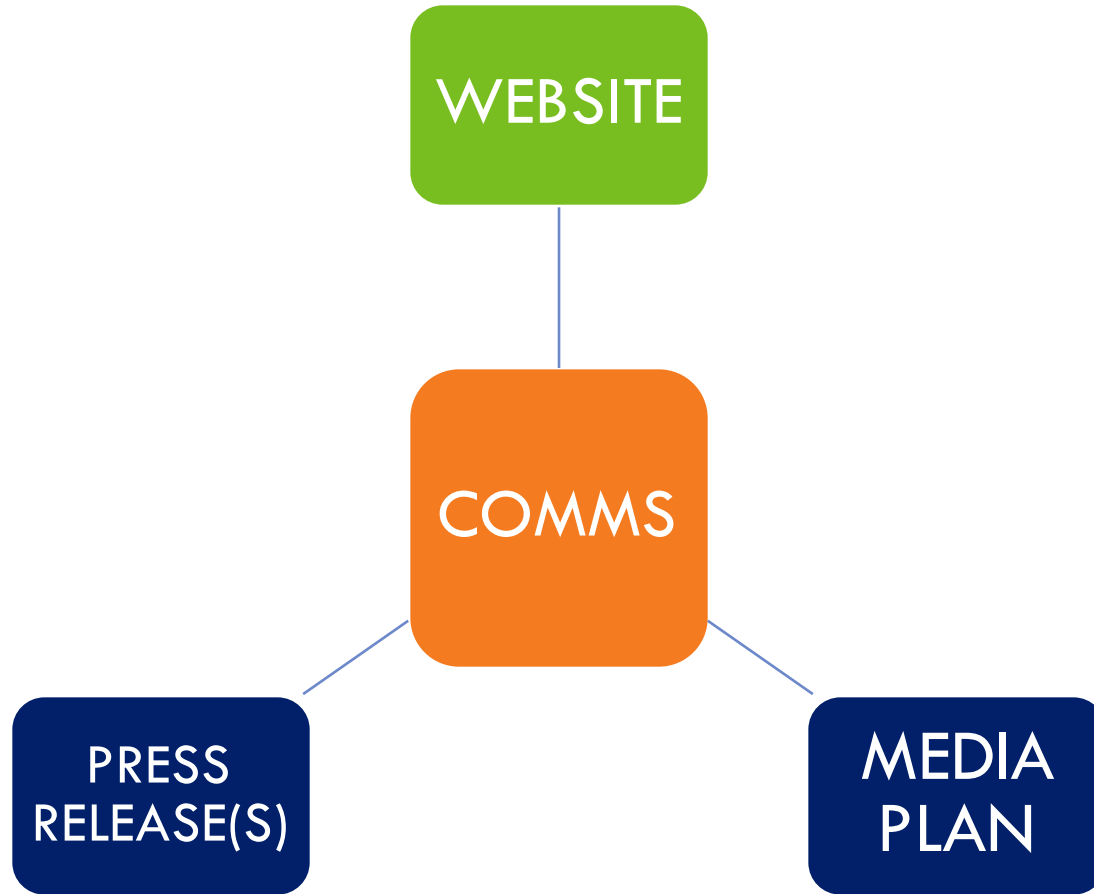
MEDIA PLAN

- Is there a desire to put together a more formal media plan?

- Who leads/coordinates?

- MAPC can support, with notice

MAPC
METROPOLITAN AREA PLANNING COUNCIL

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

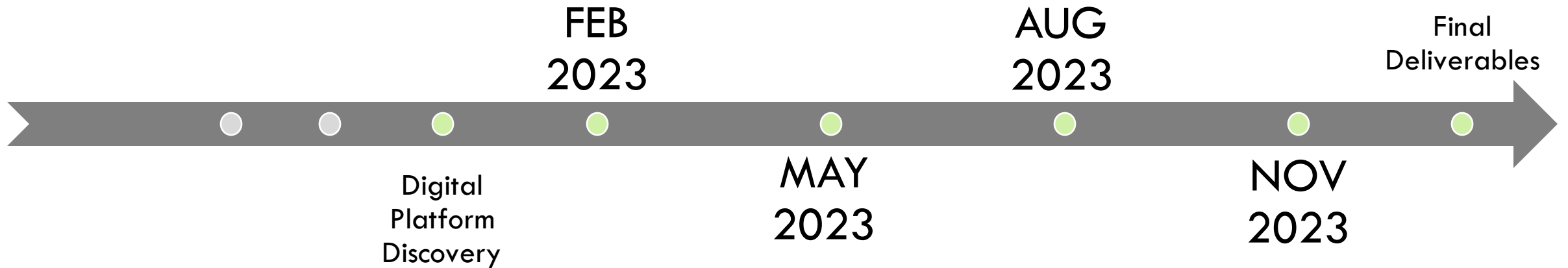**PREP WORK:**

- 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

MAPC
METROPOLITAN AREA PLANNING COUNCIL

THANK YOU!