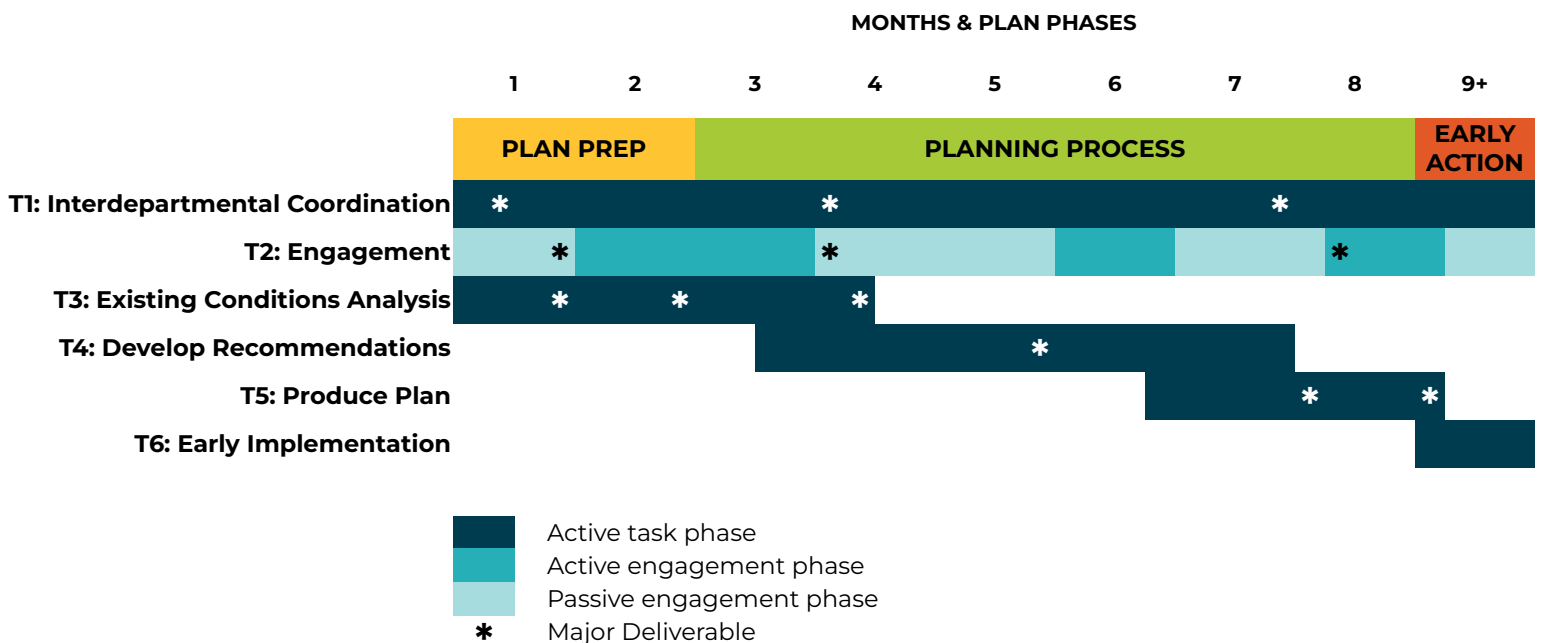


ENGAGEMENT PLAN TEMPLATE

As a citywide program that will produce plans across Boston’s neighborhoods, this engagement template establishes a consistent standard of care for all Squares + Streets Plans. Squares + Streets is charged with engaging all area constituents: those who live, work, shop, and play in the plan area. Squares + Streets' geographies as transit and retail hubs makes them especially relevant to external stakeholders, not just to those who live in the plan area. By using a standard template to guide engagement across planning areas, the City of Boston seeks to ensure the planning process is transparent, predictable, and equitable for everyone involved.

The engagement template is also intended to facilitate cross-department planning by identifying opportunities for other departments to lead or contribute to engagement activities related to their work. At the outset of each Squares + Streets plan, this template will be used as a base to generate an area-specific engagement plan that will be made publicly available.

In recognition of the urgency of the housing crisis, the small geography of each planning area, and a desire to reduce the barriers to participation inherent with long processes, each Squares + Streets planning process is expected to be 6-9 months long. This template outlines an engagement plan to bring people into the planning process, solicit community feedback on relevant and actionable topics, and keep them engaged throughout.



SQUARES + STREETS PURPOSE

With an ongoing housing crisis and anticipated population growth of nearly 18% to 800,000 by 2050, the City of Boston's [Housing Strategy](#) calls for a significant expansion of the housing supply to promote a resilient, affordable, and equitable city.¹ While expanding access to housing options is by itself essential, intentionally encouraging housing production in transit-accessible squares and main streets will help the City advance other critical goals. Squares + Streets is a planning and zoning program focused on realizing the co-benefits of housing production in Boston's transit-accessible squares and main streets.

Through a community and cross-department planning process, Squares + Streets will produce location-specific action plans that cover a broad range of community needs. By expanding opportunities for housing and small businesses in locations citywide, Squares + Streets will enable access to a diversity of neighborhoods and housing options, contribute to equitable distribution of public and private resources, and spread both the benefits and impacts of a growing city. Rooted in the values of resilience, affordability, and equity, **Squares + Streets will seek to achieve the following goals:**

1. Update zoning to allow for a diverse range of housing and business opportunities
2. Use policy, design, and funding resources to preserve, protect, and produce affordable housing, retail, and cultural spaces
3. Identify capital and program investments to provide residents with safe, accessible, and affordable transportation options
4. Identify discrete design interventions to expand tree coverage, mitigate heat, prepare for an electric future, and otherwise advance climate resilience
5. Preserve and promote places and institutions that are integral to community identity

SQUARES + STREETS VALUES

The BPDA is dedicated to fostering Boston's growth with a primary focus on its residents and their needs at the forefront. Our mission is centered on addressing the critical challenges of our city—resilience, affordability, and equity. We're deeply committed to infusing these values into the planning, zoning, and development processes of our squares and streets, ensuring they reflect the essence of our community's aspirations and priorities.

¹ U.S. Census Bureau, 2020 Decennial Census, Demographic and Housing Characteristics File (DHC)

Equity: The use of resources, tools, and processes to avoid and undo unfair outcomes and create an equal ability for all people to thrive. In both process and product, equitable outcomes will remain at the center of decision making. Equity underpins the principles and metrics included in this engagement plan.

Affordability: The ability for people and organizations of all income levels and backgrounds to comfortably pay for a high quality-of-life in perpetuity. This value will be uplifted by centering those most in need of affordable housing, retail, and cultural spaces during the engagement process.

Resilience: The ability for people, organizations, and the built environment to withstand and adapt to known and unknown threats. The engagement process will include opportunities for the public to define community resilience needs including and beyond the environment.

ENGAGEMENT PRINCIPLES

To uphold the values above, the following principles will inform all engagement conducted as part of Squares + Streets:

1. **Be transparent.** Acknowledge the City goals that will shape the outcomes of the planning process, how community feedback will be used, and engage explicitly with tradeoffs between goals. Transparency will be achieved by beginning each engagement event with communication about overarching Squares + Streets goals, principals, and metrics and by publishing the results of engagement periodically throughout the process.
2. **Listen to understand.** Accept in good faith the concern, fear, or hope that is shared and acknowledge past mistakes when necessary. Listening will be achieved through a diverse array of engagement activities that allow people to feel comfortable to share their perspectives. Planners don't need to rush to respond during discussions. Embracing pauses and silence is okay—it can be valuable in creating space for others to speak up. Active note taking during engagement events, followed by sharing out the discussion publically is also important tools to advance this principle.
3. **Meet People Where They're At.** Empower people to participate in places, times, and languages that are easily accessible to them. This principle will be achieved through the facilitation of engagement events in partnership with leaders and institutions who already hold relationships with the respective target demographic. Events can and should be held directly at venues which serve the target audience, such as

churches, restaurants, barber shops and parks. Additionally, plan materials (translated when needed) should be dropped off at places that cater to different target demographics, such as local libraries, churches, and community centers. Language interpretation, childcare and compensation will be made available based on the needs of the community attending as well as the neighborhood thresholds. Further, plan materials should utilize concise, consistent and understandable language to ensure a welcoming and accessible engagement experience. An eighth grade reading level should be used for all written materials.

4. **Create a “Just Space.”** Lift up and intentionally hold space for racially and socio-economically marginalized people. During engagement events, particular care will be given towards gathering feedback from historically excluded populations, such as low-income individuals or those most in need of affordable housing, people of color, LGBTQ+ individuals, persons with disabilities, youth, renters, and those most comfortable speaking languages other than English. [Community Meeting Guidelines](#) set at the top of each of the meetings and events will help generate a baseline of understanding for the creation of this kind of space.

The success of this principle works closely with Principle 3: Meet People Where They're At. Utilizing accessible meeting spaces will further enable comments from key demographic groups. Be mindful that different people receive and share information in different ways, and to take care to understand distinctions when facilitating the activities. Be open to sharing agenda and location details in advance and being willing to change the format based on the feedback you receive.

5. **Be caring.** Provide follow-through and consistent updates on how feedback is being incorporated to promote long-term relationship-building. Updates should be provided throughout the portions of the Squares + Streets Plan process that do not include specific engagement events. This can take the form of a Community Engagement Manager attending local community group and neighborhood association meetings. If and when possible, planners should also attend those meetings to thank people for their participation during the active engagement phases. In addition to in-person updates, report outs should regularly be shared on the BPDA's digital platforms.

ENGAGEMENT SUMMARY

In consideration of the consolidated timeframe of the Squares + Streets planning process, the project team will facilitate a wide array of opportunities for plan area constituents to provide feedback and input on the reimagining of their local squares and main streets. This will include the facilitation of events and activities such as: one-on-one meetings with stakeholders, community walks, a digital survey, a story time session, on-site engagement labs, and visioning workshops.

PHASE	MONTH	ENGAGEMENT FOCUS	METHODS
PLAN PREP	1	Early Engagement & Awareness <ul style="list-style-type: none"> Become culturally and spatially familiar with the planning area through building relationships with community members Generate baseline understanding for the “why” behind selected square or main street Generate awareness about the goals of Squares + Streets plans, the planning schedule, and the engagement process 	Outreach Activities <ul style="list-style-type: none"> Community Org and Neighborhood Association Meetings 1:1 Stakeholder Interviews Community Survey Plan Primer Communications <ul style="list-style-type: none"> Area-wide Plan Mailers Website launch Newsletter blast Feature in local paper (op-ed or letter to editor) Text message campaign Physical signage In-person flyer drop offs at local libraries, community centers, and businesses
	2		
PLANNING PROCESS	3	Understand Community Needs <ul style="list-style-type: none"> Groundtruth existing conditions data analyses and deepen cultural understanding of the plan area Discuss goals, approaches, and ideas for zoning reform, anti-displacement, transportation, public space, businesses, and arts/culture Facilitate community education on relevant planning topics including zoning, how housing is produced, and how to access diverse housing options 	Outreach Activities <ul style="list-style-type: none"> Story/Idea Session Kickoff On-site Engagement Lab Educational Workshop(s) Community Walk(s) Community Workshops Communications <ul style="list-style-type: none"> Social media, website, and newsletter to promote active engagement opportunities Physical signage Paid Media (newspaper, social media ads, etc.)

PHASE	MONTH	ENGAGEMENT FOCUS	METHODS
	4	Maintain Awareness <ul style="list-style-type: none"> Keep the planning process on the community's radar Report out the results of previous phase of engagement internally and externally Generate awareness about next steps and future engagement phase 	Outreach Activities <ul style="list-style-type: none"> Engagement Report Community Org Meetings Communications <ul style="list-style-type: none"> Social media, website, and newsletter to promote upcoming engagement opportunities Feature in local paper (op-ed, letter to editor) In-person flyer drop offs at local libraries, community centers, and businesses
	5		
	6	Review and Refine Ideas <ul style="list-style-type: none"> Present recommendations and facilitate iteration in partnership with the community 	Outreach Activities <ul style="list-style-type: none"> On-site Engagement Lab Idea Pin-up Reception Review Workshops Stakeholder Review Sessions Communications <ul style="list-style-type: none"> Social media, website, and newsletter to promote active engagement opportunities Physical signage Paid Media (newspaper, social media ads, etc.)
	7	Finalize Plan <ul style="list-style-type: none"> Report out the results of previous phase of engagement internally and externally Facilitate and publish a formal final plan comment period Celebrate and credit community members for their partnership in the plan process Provide clarity around plan review, editing, and next steps 	Outreach Activities <ul style="list-style-type: none"> Formal plan comment period Office hours Engagement Report Communications <ul style="list-style-type: none"> Social media, website, and newsletter to communicate next steps Feature in local paper (op-ed, letter to editor)
8			
EARLY ACTION	9+	Implementation <ul style="list-style-type: none"> Facilitate formal plan adoption and zoning commission procedures Provide an implementation tracking mechanism 	Outreach Activities <ul style="list-style-type: none"> BPDA Board Meeting Zoning Map Amendment Comment Period Zoning Office Hours Zoning Commission Hearing

PHASE	MONTH	ENGAGEMENT FOCUS	METHODS
		<ul style="list-style-type: none"> • Report out the results of the entire engagement process internally and externally • Present findings to the Planning Advisory Council 	<i>Communications</i> <ul style="list-style-type: none"> • Social media, website, and newsletter to communicate comment periods • Mailers to abutters for zoning reform proposals

LANGUAGE, DISABILITY, & PARENT ACCESS

For each Squares + Streets planning process, key languages for the planning area will be established. At a minimum, standards of the [BPDA Language Access Plan](#) will be followed. For all broad public engagement (public open houses, etc.), translation services will be provided for key languages (those spoken by either 5% of the area's constituents or 1,000 individuals, whichever is less). In addition, during early engagement the project team will discuss with key area stakeholders what language beyond those demonstrated through census data are important. These may include, for example, common language spoken by patrons of businesses who may not live in the area but travel to specific amenities within the area because of their cultural value. All major documents (draft plans, final plans) and engagement instruments (surveys, boards, presentations, etc.) will be provided in the key languages identified for each planning area. For smaller-scale engagement (for example, focus group sessions or stakeholder interviews), the need for translation services will be assessed on a case-by-case basis.

All in-person engagement will be provided in locations with accessible entrances for people with physical disabilities. As needed, in person engagement events will occur at locations which directly cater to specific historically underrepresented groups and non-english speakers. For all broad public engagement (public open houses, etc.), American Sign Language (ASL) interpreters and childcare will be provided.

Relevant Resources from E&I Cabinet

- [Accessibility Check-list for In-Person Meetings and Events](#)
- [Equity & Inclusion Toolkit: Events & Outreach](#)

ENGAGEMENT METRICS

The following engagement metrics will be [tracked](#) and reported for all Squares + Streets plans to evaluate the success of engagement events:

1. **Number of Events and Participants:** The total number of events and participants including in-person and virtual
2. **Number of Survey Responses:** The number of surveys completed
3. **Number of Online Impressions:** The number of impressions across the plan website, newsletters, and social media
4. **Diversity of Participation:** The self-identified demographics (race/ethnicity, age, gender, homeownership status, relationship to area, and language spoken at home) of participants collected via [sign-in sheets](#) for in-person meetings, event registration/polling for virtual meetings, and responses for survey-based engagement.
5. **Language Accessibility:** Number of attendees, comments, or questions received in languages other than English.
6. **Accessibility of Materials:** Percentage of participants who clearly understood the materials, proposed changes, and tradeoffs. This can be done at the end of meetings through a short poll or survey.

ENGAGEMENT METHOD DETAILS

The methods described below represent the basic suite of engagement that will be completed as part of each Squares + Streets plan. Individual processes may identify a need for additional engagement.

PLAN PREP: EARLY ENGAGEMENT & AWARENESS

(MONTH 1-2)

PHASE	MONTH	ENGAGEMENT FOCUS	METHODS
PLAN PREP	1	Early Engagement & Awareness <ul style="list-style-type: none"> • Become culturally and spatially familiar with the planning area through building relationships with community members • Generate baseline understanding for the “why” behind selected square or main street • Generate awareness about the goals of Squares + Streets plans, the planning schedule, and the engagement process 	<i>Outreach Activities</i> <ul style="list-style-type: none"> • Community Org and Neighborhood Association Meetings • 1:1 Stakeholder Interviews • Community Survey • Plan Primer <i>Communications</i> <ul style="list-style-type: none"> • Area-wide Plan Mailers • Website launch • Newsletter blast • Feature in local paper (op-ed or letter to editor) • Text message campaign • Physical signage
	2		

PHASE	MONTH	ENGAGEMENT FOCUS	METHODS
			<ul style="list-style-type: none"> In-person flyer drop offs at local libraries, community centers, and businesses

OUTREACH ACTIVITIES

1. 1:1 Meetings with Key Community Leaders and Institutions

Organizer: BPDA & Partner Departments (optional) based on audience topic area or existing relationship

Audience: Business owners/managers, main streets directors (w/OEOI)
Residents, neighborhood associations, tenant groups (w/ONS)
Non-profit leaders, religious institutions, CDCs (w/ONS + MOAC)
Community centers, libraries, schools, youth groups (w/ONS)

Location: In person or virtual depending on preference of interviewee

Description & Outcomes: Prior to a formal plan launch, the project team will hold 5-10 meetings with community stakeholders to provide an overview of Squares + Streets goals and process, begin developing constructive stakeholder relationships, and better understand the specific concerns/hopes of community leaders. An initial list of stakeholders will be developed in consultation with staff from partner departments and results from the Fall 2023 survey. Stakeholders engaged in these meetings should be representative of existing businesses and residents. Attention to building new stakeholder relationships should be given equal priority to maintaining existing ones. BPDA will take the lead on scheduling and logistics management, but may lean on partner departments with stakeholder relationships in project areas to make connections.

After providing an overview of the Squares + Streets program and schedule, the following questions and discussion topics are intended to help guide stakeholder meetings:

Planning Context Questions

- Please share your history with the plan area/neighborhood. Tell me about your experience in this Square/Street. What is your relationship to the area?
How do you use the area?
- Squares + Streets will provide a place for cross-topic planning including zoning/housing/anti-displacement, transportation/public space/urban design, small businesses, and arts/culture. From your perspective, what are

some key challenges or opportunities in this topic areas that this Squares + Streets plan should address?

3. Do you have any questions or concerns about this planning process?

Engagement Process Questions

4. In your opinion, how can social justice and equitable engagement practices shape this planning process? What languages are important for this area?
5. Are you interested in co-hosting a future engagement event, or participating in a storytelling event, or community walk? Do you have newsletters or storefront space that you would be willing to use to share project materials?
6. Who else should we talk to for a one-on-one meeting?

2. Pre-Planning Survey

Organizer: BPDA with input from partner departments

Audience: All area constituents

Location: Online and paper with drop boxes in local BPL branch, community centers, local businesses, etc.

Description & Outcome: The survey will provide a short introduction about the planning goals and process before asking a series of questions to gather early information from plan constituents about specific goals, concerns, and opportunities for the planning area. Results of the survey will be used to inform subsequent phases of engagement and to gauge community preferences early on in the process.

The survey will be available virtually on the respective Squares + Streets Area Plan webpage and in person at local branches of the Boston Public Library, community centers and local businesses in and around the plan area. The survey will be provided in all key languages identified for the planning area and will remain open for at least four weeks. The survey will be advertised through area-wide direct mailers, community organization meetings, text message campaigns, physical signage in the area, and through digital channels including the project website and newsletter. All respondents to the survey who provide an email will be entered into a raffle to win gift cards to local businesses.

Draft Survey Questions

1. What makes XX Square/Street a great place? What do you like about it most? What are its weaker points / areas for opportunity and improvement? (open ended)
2. XX Square/Street has a wide range of building types, shapes, sizes, and histories. What about the existing built environment do you like and why?

What do you dislike and why? (visual preference survey w/checkbox + other w/write in)

3. Indicate whether you feel XX Square/Street has enough, not enough, or too much of each of the places below (likert scale including an N/A option):
 - a. Grocery stores
 - b. Open spaces/parks
 - c. Civic services (libraries, community centers, etc.)
 - d. Restaurants/Cafes/Bars
 - e. Takeout Options
 - f. Leisure shopping
 - g. Errand shopping (banks, postal services, etc)
 - h. Health facilities (health centers, dentists, etc.)
 - i. Wellness facilities (gyms, therapeutic services, etc.)
 - j. Childcare
 - k. Arts/cultural spaces (galleries, performance spaces, etc.)
4. Which of the following engagement activities are you most interested in participating in for this planning process? checkbox + other w/write in)
 - a. In-person open houses and hands-on community workshops
 - b. Virtual information and Q&A sessions
 - c. Online and in-person small-group discussions
 - d. In-person or virtual drop-in office hours
 - e. Other
 - f. I'm not interested in further participation
5. Sign up for email/text update by sharing your contact information below (open ended)
 - a. Email
 - b. Cell phone
6. *Please help us understand who is answering our survey. Answer these optional questions to tell us a bit about yourself:*
 - a. What is your relationship to XX Square/Street? (checkbox)
 - i. I'm a resident of XX Square/Street
 - ii. I'm a resident of a nearby neighborhood
 - iii. I'm an employee in XX Square/Street
 - iv. I'm a business owner in XX Square/Street
 - v. I visit XX Square/Street
 - vi. None of the above
 - b. What is your housing situation? (radio button)
 - i. Rent my home
 - ii. Own my home
 - iii. Living with Family or Friends

- iv. Unhoused
- v. Prefer not to say
- c. How do you most often travel to/from XX square/street? (checkbox)
 - i. Walk
 - ii. Bike/Scooter/Skateboard
 - iii. Bus
 - iv. Subway/Commuter Rail
 - v. Uber/Lyft/Taxi
 - vi. Get a ride with friends/family
 - vii. Drive myself
- d. What is your race/ethnicity (checkbox + other w/write in)
 - i. African American/Black
 - ii. Asian
 - iii. White
 - iv. Latino/a
 - v. Native American
 - vi. Pacific Islander
 - vii. Two or more
 - viii. Other
- e. How old are you? (radio button)
 - i. Under 18
 - ii. 18-24
 - iii. 25-34
 - iv. 35-54
 - v. 55-64
 - vi. 65+
 - vii. Prefer not to answer
- f. What language do you speak at home?
 - i. English
 - ii. Spanish
 - iii. Traditional Chinese
 - iv. Simplified Chinese
 - v. Vietnamese
 - vi. Cabo Verdean Creole
 - vii. Haitian-Creole
 - viii. Russian
 - ix. Arabic
 - x. Portuguese
 - xi. French
 - xii. Somali

- xiii. Prefer not to answer
- g. What is your Gender?
 - i. Man
 - ii. Woman
 - iii. Non-binary
 - iv. Other (specify if you wish): _____
 - v. Prefer not to say
- h. What was your household income in the past 12 months?
 - i. Less than \$14,999
 - ii. \$15,00 to \$34,999
 - iii. \$35,00 to \$49,999
 - iv. \$50,000 to \$74,999
 - v. \$75,000 to \$99,999
 - vi. \$100,000 to \$149,999
 - vii. \$150,000 or more
 - viii. Prefer not to answer

3. Community Organization Meetings

Organizer: BPDA & ONS

Audience: Local leaders, Community Organizations, Main Streets Directors, etc

Location: In-Person or Virtual

Description & Outcome: BPDA CEMs and Planners will attend existing neighborhood association and other community meetings to spread awareness about the upcoming Squares + Streets process and engagement opportunities.. Groups will be identified through stakeholder interviews, brainstorming with BPDA Community Engagement Managers (CEMs) and ONS liaisons, and feedback collected from the Fall 2023 Squares + Streets survey.

COMMUNICATIONS

1. Area-wide Plan Mailers

Organizer: Communications, BPDA

Audience: All addresses within planning area zip code via [Every Door Direct Mail](#)

Location: N/A

Description & Outcome: Prior to the first public event, the BPDA will coordinate and send out a [leaflet](#) to all of the plan area constituents to generate awareness about the upcoming opportunities to engage and direct people to the project website. The mailers will provide people with information in all key languages identified for the area.

2. Plan Primer

Organizer: BPDA
Audience: All area constituents
Location: Online

Description & Outcome: The BPDA Squares + Streets Plan Project Manager will create a short (2-4 page) informational document detailing the planning process and context specific to the respective plan area to equip constituents with baseline understanding of the planning process and context specific information. The document will be available online and provided in all key languages identified for the area. The document will include an overview of the planning purpose and goals, the planning area, the process timeline and upcoming engagement opportunities, a contextual narrative of the area, and key existing conditions data.

3. Website Launch

Organizer: BPDA/Communications
Audience: All area constituents
Location: Digital

Description & Outcome: The BPDA will work with the communications team to prepare a website to host all information for each planning area before the launch of the plan Webpages will be nested within a larger webpage dedicated to the Citywide Squares + Streets program. Each planning area webpage will include a general description of the planning goals, a map of the planning area, a calendar with upcoming events, links to all engagement materials, and a photo gallery to display pictures from engagement events. The website will also include a project update signup form. There will also be a section which keeps people updated on where we are in the planning process, as well as a “what we heard” section with high level takeaways and quotes.

4. Newsletter Blast

Organizer: BPDA/Communications, ONS
Audience: Email list-servs
Location: Digital
Plan Phase: Across all phases

Description & Outcome: 3-4 weeks before the first major public events, the BPDA will work with the communications team to prepare a newsletter blast to be sent out

through existing neighborhood- and project-based email list-servs maintained by the BPDA and other departments. Announcements and updates regarding the upcoming planning process, including key links (project website, pre-planning survey, and plan primer), and an accounting of upcoming engagement events. Project and event updates should go out in the main BPDA newsletter as well as the local neighborhood newsletter, which is congruent with the way other neighborhood planners have conducted communications.

5. Physical Signage

Organizer: Graphics, BPDA

Audience: All area constituents

Location: Sign posts, high-traffic bus stops, storefronts

Plan Phase: Plan Prep

Description & Outcome: Prior to the first public event, the BPDA will create and install temporary signage within the planning area to generate awareness about the upcoming project and direct people to the project website. Depending on the area, signage will be installed at bus stops, within storefronts if available, and on digital kiosks if available.

6. Feature in Local Newspaper

Organizer: BPDA/Communications

Audience: All area constituents

Location: Neighborhood newspaper

Plan Phase: Plan Prep

Description & Outcome: The BPDA will draft a series of articles to be featured in local neighborhood newspapers to inform readers about the Squares + Streets process. The articles will share information about the current phase of the planning process, will recap highlights of the process that have already taken place, and will inform of upcoming events and opportunities for engagement. These articles can be expected during the Plan Prep phase, during the Planning Process phase, and prior to the Early Action phase.

PLANNING PROCESS: Understand Community Needs

(MONTH 3)

PHASE	MONTH	ENGAGEMENT FOCUS	METHODS
PLANNING PROCESS	3	<p>Understand Community Needs</p> <ul style="list-style-type: none"> • Groundtruth existing conditions data analyses and deepen cultural understanding of the plan area • Discuss goals, approaches, and ideas for zoning reform, anti-displacement, transportation, public space, businesses, and arts/culture • Facilitate community education on relevant planning topics including zoning, how housing is produced, and how to access diverse housing options 	<p><i>Outreach Activities</i></p> <ul style="list-style-type: none"> • Story/Idea Session Kickoff • On-site Engagement Lab • Educational Workshop(s) • Community Walk(s) • Community Workshops <p><i>Communications</i></p> <ul style="list-style-type: none"> • Social media, website, and newsletter to promote active engagement opportunities • Physical signage • Paid Media (newspaper, social media ads, etc.)

OUTREACH ACTIVITIES

1. Story/Idea Session Kickoff

Organizer: BPDA, MOAC, ONS, Office of Civic Organizing, Community Partner (if feasible)

Audience: All area constituents

Location: On-site/In-person

Description & Outcome: The BPDA or a (when necessary, paid) community partner will organize a formal launch event for the Squares + Streets plan with a fun storytelling event. In addition to serving as the launch of the planning process, the event will provide a space to deepen the project team’s cultural understanding of the plan area and be in fellowship with elders, businesses owners, residents and visitors of the plan area. The event could be formatted in a 10X5 style in which 10 participants get 5 minutes each to tell a short story, share a poem, or describe a hope/dream for the plan area. The event should be held in a space that is comfortable and familiar to the community. Ideally, event organizing should be done in partnership with a local organization or business. If possible, the event should be documented by a graphic facilitator, videographer, or photographer to record the stories and generate additional material to be used during the plan process. If desired or needed, more than one story/idea session may be produced focused on different audiences (for example, youth, community elders, etc.).

2. **On-site Engagement Lab w/Office Hours**

Organizer: BPDA, OEOI
Audience: All area constituents
Location: On-site/In-person

Description & Outcome: The BPDA/OEOI will work together to establish an on-site homebase for the planning project. This on-site engagement lab will ideally be located within the heart of the planning area in an existing vacant storefront or within an existing community space. The engagement lab will bring the project team into the neighborhood for key moments in the planning process. The lab will serve multiple functions: it will provide a space to host workshops, events, stakeholder conversations, and drop-in office hours; it will provide window space to advertise the planning process, other active city projects, and to provide general information for programs administered by the City; it will also provide a space to store engagement materials and work space for City employees who will need to juggle significant outreach commitments away from City Hall. It is expected that the BPDA will pay rent for the duration that the engagement lab is open (anticipated one month). Consistent office hours should be staffed at least once per week while the Engagement Lab is open and BPDA staff will be expected to work on-site at least two days per week. Other City department staff working on the plan are also encouraged to work on-site. In the event that space cannot be secured, the BPDA will work with libraries, community centers, and other area civic centers to fill as many of the above-listed functions as possible.

3. **[Optional] Educational Workshops**

Organizer: BPDA, OEOI, MOH, BHA, Development Review (IDP)
Audience: Area Residents and Businesses
Location: Engagement Lab, Libraries, Virtual

Description & Outcome: The BPDA in conjunction with other City Agencies will organize and host a total of three educational workshops on pertinent topics, including zoning, how housing is produced, and how to access diverse housing options. This effort will equip small area constituents with key concepts and terminology related to the engagement process and provide education on existing City of Boston resources that are available and how the general public can use them. Three distinct educational workshops are envisioned including on: How Zoning Works and Why Reform is Important; How Housing is Produced and How to Access Diverse Housing; and Small Business and Artist Programs and Resources. The

scheduling of each workshop should be coordinated based on the intended audience. Workshops will also be recorded and uploaded online.

4. Community Walks

Organizer: BPDA, MOAC, Landmarks Commission, BTDA, Community Partner

Audience: All area constituents

Location: In-Person, On-Site

Description & Outcome: At least two community walks will be hosted focused on two distinct topics: Cultural Assets/Built Environment and Transportation. Ideally, the Cultural Asset/Built Environment walk will be organized by a community organization (the Legacy Fund) with support from the BPDA Design Vision team and the Boston Landmarks Commission. During this walk, the community will focus on what built elements of the planning area are unique, cherished, and culturally important. Ideally, the Transportation walk will be hosted or co-led with a local transportation organization (Livable Streets, Transit Matters, Walk Up Rozzie, Boston Cyclists Union, Dot Bike, Mattapan Food & Fitness, Walk Massachusetts, etc.) with support from BPDA Transportation Planning and BTDA. During this walk, the community will focus on identifying transportation issues and opportunities that can be addressed through the plan such as needed crosswalks, curbside managements, bus stop amenities, street trees, and more. In addition to engaging in on-site conversation, audit worksheets will be provided to attendees of community walks that will be collected by City staff for recording. In the event that a local organization is involved in event production, it is expected that they would be offered compensation for their time and expertise.

5. Community Workshops

Organizer: BPDA with attendance by all partner departments, Community Partner (if feasible)

Audience: All area constituents

Location: Engagement Lab, Virtual

Description & Outcome: BPDA in partnership with the assigned plan staff from across the City of Boston will host a series of 3-4, repeated, hands-on community workshops. These workshops will be used to explore in depth each topic areas included in Squares + Streets plans: zoning and land use; transportation and public realm; local businesses; and arts and culture. Workshops should also be used as a time to allow the public to interact with the areas existing conditions analysis and ground truth those results. Each department will be responsible for designing engagement materials for their topic areas. Two to three of these workshops should

be tailored for historically excluded demographics by partnering with a local organization and/or hosting the workshop in a particular place that is familiar to the intended audience. At least one workshop should be focused on youth. Upon completion of the workshops, the project team should feel equipped with an understanding of key issues in each topic area to be addressed through planning recommendations. Anticipated topics include:

- Identifying appropriate Squares + Streets zoning districts and housing needs (led by BPDA Zoning, BPDA Urban Design, and MOH)
- Mapping key transportation, public realm, curbside, and open space opportunities (led by BTM, BPDA Transportation Planning, and BPDA Urban Design)
- Identifying types of businesses and cultural uses to bring into the area (led by OEOI and MOAC)
- Visioning for City-owned parcels, if any (led by MOH and BPDA Real Estate)

Each of the workshops are intended to be drop-in style open houses and should be held at a range of times/days of the week for 2-4 hours each. At least one session will be hosted online with breakout rooms. In addition, workshop materials should be maintained on-site at the Engagement Lab for drop-in conversations. In the event that a local organization is involved in event production, it is expected that they would be offered compensation for their time and expertise.

COMMUNICATIONS

1. Website/Social Media/Newsletter Promotion

Organizer: BPDA/Communications, ONS
Audience: All area constituents
Location: Online

Description & Outcome: The BPDA and ONS will broadcast out the full calendar of engagement activities 1-2 weeks prior to the formal plan launch event. In addition, the project team will use social media and a newsletter to all email addresses signed up for project updates to communicate about engagement opportunities each week.

2. Physical Signage

Organizer: BPDA/Communications
Audience: All area constituents
Location: Sign posts, high-traffic bus stops, storefronts

Description & Outcome: The BPDA will create and install temporary signage within the planning area to generate awareness about upcoming engagement opportunities. Depending on the area, signage will be installed at bus stops, within storefronts if available, and on digital kiosks if available.

3. Paid Media

Organizer: BPDA/Communications
Audience: All area constituents
Location: Online

Description & Outcome: The BPDA will use paid media to direct attention to the project website in the weeks leading up to the formal plan launch and community workshops. Ads will be geographically targeted using advertising platforms such as Facebook, Instagram, etc. In addition, newspaper ads will be placed in local publications to advertise the launch event, community walks, and community workshop series.

**PLANNING PROCESS: MAINTAIN AWARENESS
 (MONTH 4-5)**

PHASE	MONTH	ENGAGEMENT FOCUS	METHODS
PLANNING PROCESS	4	Maintain Awareness <ul style="list-style-type: none"> Keep the planning process on the community’s radar Report out the results of previous phase of engagement internally and externally Generate awareness about next steps and future engagement phase 	<i>Outreach Activities</i> <ul style="list-style-type: none"> Engagement Report Community Org Meetings <i>Communications</i> <ul style="list-style-type: none"> Social media, website, and newsletter to promote upcoming engagement opportunities
	5		

OUTREACH ACTIVITIES

1. Engagement Report

Organizer: BPDA
Audience: All area constituents
Location: Online

Description & Outcome: Using the full range of feedback collected in the previous phase of engagement, the BPDA will develop an engagement report that quantifies

and qualifies the engagement received to date. This 4-5 page report will provide an overview of all engagement activities, performance against engagement metrics, and visual and textual descriptions of the feedback generated through the process. The report will be published online and communicated out via the website, social media, community organization meeting attendance, and newsletters.

2. Community Organization Meetings

Organizer: BPDA & ONS
Audience: Local leaders, Community Organizations, Main Streets Directors, etc
Location: In-Person or Virtual

Description & Outcome: BPDA CEM and Planners will attend existing neighborhood association and other community meetings to review the engagement report from the first phase of engagement and spread awareness about upcoming engagement opportunities.

COMMUNICATIONS

1. Website/Social Media/Newsletter Promotion

Organizer: BPDA/Communications, ONS
Audience: All area constituents
Location: Online

Description & Outcome: During this phase, the BPDA will use the website, social media, and a newsletter blast to all email addresses signed up for project updates to share out results of the first phase of engagement and to communicate about engagement opportunities upcoming in the next phase.

PLANNING PROCESS: REVIEW AND REFINE IDEAS

(MONTH 4-5)

PHASE	MONTH	ENGAGEMENT FOCUS	METHODS
PLANNING PROCESS	6	Review and Refine Ideas <ul style="list-style-type: none"> Present recommendations and facilitate iteration in partnership with the community 	<i>Outreach Activities</i> <ul style="list-style-type: none"> On-site Engagement Lab Idea Pin-up Reception Review Workshops Stakeholder Review Sessions <i>Communications</i> <ul style="list-style-type: none"> Social media, website, and

PHASE	MONTH	ENGAGEMENT FOCUS	METHODS
			newsletter to promote active engagement opportunities <ul style="list-style-type: none"> • Physical signage • Paid Media (newspaper, social media ads, etc.)

OUTREACH ACTIVITIES

1. On-site Engagement Lab w/Office Hours (“Little City Hall”)

Organizer: BPDA, OEOI, ONS
Audience: All area constituents
Location: On-site/In-person

Description & Outcome: The BPDA/OEOI will work together to re-establish 2-3 on-site engagement labs for another round of hands-on engagement. The lab will serve multiple functions: it will provide a space to host workshops, events, stakeholder conversations, and drop-in office hours; it will provide window space to advertise the planning process; it will also provide a space to store engagement materials and work space for City employees who will need to juggle significant outreach commitments away from City Hall. It is expected that the BPDA will pay rent for the duration that the engagement lab is open (anticipated one month). Consistent office hours should be staffed at least once per week while the Engagement Lab is open. In the event that space cannot be secured, the BPDA will work with libraries, community centers, and other area civic centers to fill as many of the above-listed functions as possible.

2. Idea Pin-Up Reception

Organizer: BPDA with attendance by all partner departments
Audience: All area constituents
Location: Engagement Lab

Description & Outcome: The BPDA will host a pin-up style reception to kick off the community review and iteration phase of the planning process. During the reception, materials around the room will allow attendees to review and provide feedback on draft ideas and recommendations. During the reception, materials should showcase the major draft recommendations or ideas of the plan with direct links to what was heard through previous engagement phases. This is expected to be a multi-hour, drop-in style event. Anticipated topics for display include:

- Draft zoning map with supportive analyses and buildout graphics (led by BPDA Zoning, MOH, and BPDA Urban Design)
- Draft transportation, public space concepts, and curbside concepts (led by BTD, BPDA Transportation Planning, and BPDA Urban Design)
- Recommendations for development and preservation of businesses and arts and culture
- Draft ideas for City-owned parcels, if any (led by MOH and BPDA Real Estate)

3. **Review Workshops**

Organizer: BPDA with attendance by all partner departments, Community Partner (if feasible)

Audience: All area constituents

Location: Engagement Lab, Virtual

Description & Outcome: Using materials developed for the pin-up reception, the BPDA will organize a series of 3-4 workshops for additional review of draft ideas and recommendations. At least one session will be hosted online with breakout rooms. In addition, workshop materials should be maintained on-site at the Engagement Lab for drop-in conversations. Two to three of these workshops should be tailored for historically excluded demographics by partnering with a local organization and/or hosting the workshop in a particular place that is familiar to the intended audience. At least one workshop should be focused on youth. In the event that a local organization is involved in event production, it is expected that they would be offered compensation for their time and expertise.

4. **Stakeholder Review Sessions**

Organizer: BPDA & Partner Department (optional) based on audience topic area or existing relationship

Audience: Major implementation stakeholders

Location: In person or virtual depending on preference of stakeholders

Description & Outcome: Depending on the needs of individual areas, the BPDA and partner departments will convene key implementation stakeholders for topic-specific review sessions. Key audiences for these sessions may include major institutions or CDCs and small businesses/Main Streets executives.

COMMUNICATIONS

1. **Website/Social Media/Newsletter Promotion**

Organizer: BPDA/Communications, ONS

Audience: All area constituents
Location: Online

Description & Outcome: The BPDA will broadcast out the full calendar of engagement activities 1-2 weeks prior to the idea pin-up reception. In addition, the project team will use social media and a newsletter to all email addresses signed up for project updates to communicate about engagement opportunities each week.

2. Physical Signage

Organizer: BPDA/Communications
Audience: All area constituents
Location: Sign posts, high-traffic bus stops, storefronts

Description & Outcome: The BPDA will create and install temporary signage within the planning area to generate awareness about upcoming engagement opportunities. Depending on the area, signage will be installed at bus stops, within storefronts if available, and on digital kiosks if available.

3. Paid Media

Organizer: BPDA/Communications
Audience: All area constituents
Location: Online

Description & Outcome: The BPDA will use paid media to direct attention to the project website in the weeks leading up to the idea pin up reception launch and review workshops. Ads will be geographically targeted using advertising platforms such as Facebook, Instagram, etc. In addition, newspaper ads will be placed in local publications to advertise the reception and workshops.

Intended Outcome:

PLANNING PROCESS: FINALIZE PLAN
(MONTH 7-8)

PHASE	MONTH	ENGAGEMENT FOCUS	METHODS
PLANNING PROCESS	7	Finalize Plan <ul style="list-style-type: none"> Report out the results of previous phase of engagement internally and externally Facilitate a formal final plan comment period 	<i>Outreach Activities</i> <ul style="list-style-type: none"> Formal plan comment period Office hours Engagement Report

PHASE	MONTH	ENGAGEMENT FOCUS	METHODS
	8	<ul style="list-style-type: none"> • Provide clarity around next steps 	<i>Communications</i> <ul style="list-style-type: none"> • Social media, website, and newsletter to communicate next steps

OUTREACH ACTIVITIES

1. Formal Plan Comment Period

Organizer: BPDA
Audience: All area constituents
Location: Online

Description & Outcome: Upon completion of a full draft plan, the BPDA will initiate a 30 day comment period (excluding weeks with major holidays). The release of the draft and comment period will be advertised through the website, social media, newsletters, and through traditional newspaper ads.

2. In-person and Virtual Office Hours

Organizer: BPDA with attendance staff from partner departments, as available
Audience: All area constituents
Location: In-person and Virtual

Description & Outcome: The project team will host office hours for at least 2 hours per week while the comment period is open. Office hours will be provided both virtually and in-person at a local library, business, or other on-site location. Full copies of the draft plan will be available for review and discussion at both in-person and virtual office hours.

3. Engagement Report

Organizer: BPDA
Audience: All area constituents
Location: Online

Description & Outcome: Using the full range of feedback collected throughout the planning process, the BPDA will develop an engagement report that quantifies and qualifies the engagement received and its impact on the plan. This report will provide an overview of all engagement activities, performance against engagement metrics, and visual and textual descriptions of the feedback generated through the process. The report will be published online and communicated out via the website,

social media, community organization meeting attendance, and newsletters. The report will also function as one of the appendices to the final plan.

COMMUNICATIONS

1. Website/Social Media/Newsletter Promotion

Organizer: BPDA/Communications, ONS
Audience: All area constituents
Location: Online

Description & Outcome: The BPDA will broadcast out the full calendar of feedback opportunities upon release of a full draft of the plan. In addition, the project team will use social media and a newsletter to all email addresses signed up for project updates to communicate about engagement opportunities each week.

EARLY ACTION: IMPLEMENTATION

(MONTH 9+)

PHASE	MONTH	ENGAGEMENT FOCUS	METHODS
EARLY ACTION	9+	Implementation <ul style="list-style-type: none"> Facilitate formal plan adoption and zoning commission procedures Provide an implementation tracking mechanism Report out the results of the entire engagement process internally and externally 	<i>Outreach Activities</i> <ul style="list-style-type: none"> BPDA Board Meeting Zoning Map Amendment Comment Period Zoning Office Hours Zoning Commission Hearing <i>Communications</i> <ul style="list-style-type: none"> Social media, website, and newsletter to communicate comment periods Mailers to abutters for zoning reform proposals

OUTREACH ACTIVITIES

1. BPDA Board Meeting

Organizer: BPDA
Audience: All area constituents
Location: Virtual

Description & Outcome: The BPDA will publicly present the planning process outcomes to the BPDA board for adoption.

2. Zoning Map Amendment Comment Period

Organizer: BPDA
Audience: All area constituents
Location: Online

Description & Outcome: The BPDA will publish for comment all proposed amendments to the zoning code based on plan recommendations. The comment period will remain open for at least three weeks, excluding weeks with major holidays.

3. Zoning Office Hours

Organizer: BPDA
Audience: All area constituents
Location: Virtual

Description & Outcome: The BPDA Zoning Reform Team will host virtual office hours for at least 2 hours per week while the comment period is open.

4. Zoning Commission Hearing

Organizer: BPDA
Audience: All area constituents
Location: Virtual

Description & Outcome: The BPDA Zoning Reform Team will publicly present the proposed zoning map amendment to the Zoning Commission for adoption.

COMMUNICATIONS

1. Website/Social Media/Newsletter Promotion

Organizer: BPDA/Communications, ONS
Audience: All area constituents
Location: Online

Description & Outcome: The BPDA will broadcast out the final plan and major next steps including BPDA Board Approval and Zoning Commission hearing dates. In addition, the project team will use social media and a newsletter to all email addresses signed up for project updates to communicate major commitments for investments coming out of the planning process and ways to track progress toward plan implementation.

2. **Abutter Mailers**

Organizer: BPDA

Audience: All abutters affected by zoning reform proposal

Location: N/A

Description & Outcome: Prior to the zoning commission hearing, theBPDA will coordinate and send out a notice to all abutters affected by the proposed zoning reforms. The notice will include information about the proposed changes, ways to participate in the zoning commission meeting, and links to review all plan documents.