

# Engagement Framework for planBTV: South End

DRAFT – ADD YOUR THOUGHTS!

## OCTOBER

Designing the Community Engagement Process

### ENGAGEMENT GOAL

Identify more (and fun!) ways to engage the community over the next 8 months in shaping the future of the South End; build awareness and support for arts and innovation in the South End; ensure support and capacity for plan implementation.

### SOME KEY QUESTIONS

What events/activities will planBTV: South End offer?

- **What kinds of questions** will be explored, and **at what point** in the process?
- **What events/activities** could help engage community members in these questions?
- What is the **balance** between arts-led and other types of engagement?
- How can arts-related engagement **build awareness** and support for arts and innovation within the South End?
- What is the best match between engagement needs and the resources, **skills and interests** of the arts and other members of community?
- **Who will design and host** these events/activities?
- **Where** will events/activities be held? (indoor, outdoor, public, private)
- **Who** needs to be involved?

### INPUTS

Case Studies: Examples of arts & artists in community engagement

## OCTOBER–DECEMBER

Investigation & Analysis  
Pine Street Concept Plan

### ENGAGEMENT GOAL

Generate/gather/share information about the South End today, opportunities for the future, and community aspirations.

### SOME KEY QUESTIONS

What's the lay of the land?

- **What's here now?**
- **What's working well?**
- **What's not working** as well as it could?
- What are the **opportunities and challenges?**
- What are the **constraints?**
- How can **Pine Street** be strengthened as great, multi-modal urban street?
- What's the **role** of the South End in the city, region and beyond?

### TECHNICAL INPUTS

- Market assessment
- Transportation, land use, infrastructure and brownfields analysis
- Evolving Pine Street / Champlain Parkway Concept Plan

### EVENTS/ACTIVITIES

- Industry Crawl & Photo Submission Contest (Consultant team, City/BCA) —**SAVE THE DATE (11/21-11/22)**
- Speaker Series (Consultant team, City/BCA)
- Online tool and social media (City)
- Others??

## DECEMBER–FEBRUARY

Exploring Options

### ENGAGEMENT GOAL

Provide a range of opportunities for community members to explore potential "futures" for the South End, to grapple with choices and tradeoffs, and to weigh in on options.

### SOME KEY QUESTIONS

What are the ingredients of the plan?

- **What's the vision** for the South End?
- **What's the right mix of uses** for areas within the South End (e.g., businesses, homes, maker spaces, galleries industrial activities, open space...)?
- What are the right strategies for maintaining and strengthening an **authentic and visible arts presence?** What mechanisms and tools are available to protect affordability, the South End's culture, and artist space as plans move forward?
- How to **strengthen connections** (e.g., to downtown and the Lake)
- Are there "**catalyst sites**"?
- **What's do-able?**
- ...and more

### EVENTS/ACTIVITIES

- Charrette (Consultant team, City, BCA)
- Shifting Ground Exhibition (BCA, community artists)
- Speaker Series (Consultant team, City and BCA)
- Online tool and social media (City)
- Others??

## MARCH–MAY

Developing the Plan

### ENGAGEMENT GOAL

Provide a range of opportunities for community members to review/discuss plan concepts; build enthusiasm for the plan; get ready for implementation.

### SOME KEY QUESTIONS

How can the draft plan be improved?

- Is this a **do-able plan** that the community's **excited** about?
- Is there **anything missing?**
- What elements of the plan need to **move forward first?**
- **Who will do what? When?**
- How will the "**infusion of arts**" continue?

### EVENTS/ACTIVITIES

- Draft Plan Party (Consultant team, City, BCA)
- Speaker Series (Consultant team, City and BCA)
- Online tool and social media
- Others??

