



City Walk Public Engagement Plan

- Final Draft -
November 14th, 2017

Task 2.2: Public Meetings

Task Lead: Toole Design Group Team, Street Plans

Task Support: City of Providence Staff

Overview: Three public meetings will be planned and delivered with the express goal of ensuring robust public involvement throughout the development of the City Walk project. Each public engagement strategy will be shaped by and respond to the various needs of the project as it progresses.

PUBLIC MEETING #1

Dates: November 28th, 2017

Focus: Building trust, dispelling preconceived notions about the project, introducing the scale/scope of the project (managing expectations), soliciting priorities, goals, and concerns from community members and key stakeholders; mapping areas of concern and opportunity.

Workshop Planning: Planning/execution to begin on November 1st, 2017, with weekly check-ins via phone to advance all details/deliverables (flyer for event, draft/final workshops agenda, draft presentation, exercise selection, workshop outreach materials etc.)

General Approach: The meeting will begin with an opening participatory exercise that includes a well-structured invitation (using the 1-2-4-all frame-



work) for participants to define what City Walk means to them. The goal of this opening exercise is to get people involved as individuals, and then with each other from the very beginning of the meeting. The participatory exercise will make sure that everyone's voice is heard and is directed in a positive direction.

Following the exercise, the City/Consultant team will share a project overview presentation, inclusive of focus areas, general project goals, timeline etc. Critical to this presentation is the authentic communication of openness on behalf of the project team, underscoring that the project is not pre-defined and capable of being fully shaped by citizen input/involvement.

To validate the openness, participants will then be invited to participate in another group exercise aimed at identifying specific priority issues and challenges, as well as opportunities. This will be done with structured prompts, maps, and closely facilitated conversation.

The meeting will conclude with thank yous, summary of early findings, and next step(s).

Desired Outcomes: Participants feel included, informed, and that the project is off to an inclusive and exciting beginning. Project team builds trust and identifies core priorities/issues for the community, helping to inform the next steps of the project. Further refinement of these priorities and issues will be pursued in subsequent public meetings, as well as through all other public engagement activities (demonstration project, street team outreach, focus group interviews etc.).

PUBLIC MEETING #2

Date: Spring 2018

Focus: Extend trust, introduce draft project design concepts, solicit feedback and opinions on direction of planning/design work.

Workshop Planning: Planning/execution to begin a month before execution, with weekly check-ins via phone to advance all details/deliverables (event flyer, draft/final workshops agenda, draft presentation, exercise selection, station design/material development, workshop outreach materials etc.)

General Approach: This public meeting will begin with another inclusive activity from the get-go so that everyone is participating proactively from the outset. Following the activity, the project team will deliver a short presentation of the options developed to date, inclusive of an explanation of opportunities and constraints, responding directly to the priorities we heard at Workshop #1, so the 1:1 link is made from what we heard, and what we did about it within the physical/financial constraints of the project.

Part of the workshop may also focus on the development of the demonstration project, allowing people to get excited about, and participate in its development and delivery. Workshop materials could include a volunteer sign-up sheet for the project, or even a break-out group focused on learning more, what volunteer roles include etc. Or, the demonstration project could be one of many "stations" that are included in an "open house" meeting format/approach. This could allow each participant to be given a set amount of coins and asked to budget how they would spend them for various project designs; streetmix could be offered digitally or within foamcore so people can "remix" designs to be more in line with their priorities or preferences, a presentation could be looped sharing results of data collection informing project design decisions. So on and so forth. Exact exercises all TBD, and dependent on results/responses we receive during meeting #1.

Workshop will conclude with thank yous, announcement of next step(s), including a reminder of the demonstration project as the next big opportunity to engage in project concepts.

Desired Outcomes: Participants continue to feel included, informed, and that their participation is meaningfully shaping the project. Project team understands participant sentiment related to various alternatives, information is obtained to help inform what to test, where, and with whom. Additionally, any ongoing barriers are identified and a plan can be made to further engage dissenting or concerned groups / residents. Finally, we'll have a clear understanding of what groups/organizations etc. are feeling empowered to help advance particular aspects of ongoing project implementation and engagement efforts.

PUBLIC MEETING #3

Date: Fall 2018

Focus: Share results of demonstration project (qualitative/quantitative) and how it informed final draft designs; Summarize all public engagement work to date and results; Introduce final draft plans/designs; solicit feedback and opinions on direction of planning/design work.

Workshop Planning: Planning/execution to begin one month before execution, with weekly check-ins via phone to advance all details/deliverables (draft/final workshops agenda, draft presentation, exercise selection, workshop outreach materials etc.)

General Approach: Like the previous two meetings, this public meeting will begin with another inclusive activity from the get-go so that everyone is participating proactively from the beginning. A short presentation of the final draft design options will follow the activity, responding directly to all of the public engagement efforts completed to date. This presentation will also underscore the physical/financial constraints of the project impacting various design decisions.

Following the presentation, participants will be broken into groups with facilitators to further explain/discuss/listen to people's opinions on the final draft, gleaning what final changes or tweaks could be made to the plans/designs so that the "needle of public opinion" is threaded as best as possible and that residents, business owners, and community groups feel empowered to support the implementation of the City Walk project.

Desired Outcomes: Participants feel included to the end, are well-informed, and generally comfortable with supporting one or more of the final draft design options. Project team understands participant sentiment related to final designs and has clear final input to consider in making final design recommendations to the City of Providence.

Task 2.3: Street Teams / Project Ambassadors

Task Lead: Toole Design Group Team, Street Plans

Task Support: City of Providence Staff, Community Advisory Group

Overview

Street Plans will work with TDG, City, Public Advisory Group, and others to identify final list of community members and community-based organizations who may have an interest/role in staffing street teams to disseminate project information. Street teams, comprised of 8 - 10 people, will be supplied for 10 community events, and be trained and compensated to speak about the project in the first language of stakeholders. The team will organize 2 (two) separate street teams—one for each phase.



Date: TBD, but organizations with potential phase I Street Team members should be identified concurrently with public meeting #1 preparation, so that members may be invited to participate. Doing so will expose potential street team members to a full overview of the project, and hopefully inspire them to commit to fulfilling a Street Team role.

General Approach: Following invitations to participate in workshop #1, Street Plans will follow-up with potential Street Team members to secure participation. Working with partner organizations, the group will then identify a list of upcoming community events throughout the winter and spring that phase I Street Team members should attend, including the spring demonstration project. Prior to the first event(s), Street Plans will work with street team members and partnering organizations to train members appropriately. This may include simple public interaction techniques, outlining small physical small interventions that can engage people in conversation, event canvassing/tabling opportunities at festivals, farmers' markets, and standing community meetings. Beyond disseminating basic project information, the engagement focus will be on delivering an "ask," which will depend on the most relevant upcoming engagement activity. For example, over the winter Street Team members may focus their work on not only sharing general information, but inviting participation at workshop #2, or ask people to provide feedback on an upcoming demonstration project.

In order to facilitate the street-based work, the consultant team will assist with the content/coordination of translated project communication materials, to assist Street Team members in executing their in-field engagement work.

Desired Outcomes: Neighborhood residents, business owners, and other hard-to-reach constituents will receive basic project information (in native language) and be invited to participate in a number of public engagement formats (meetings, surveys, etc.)

Task 2.4: Tactical Urbanism Demonstration Project

Task Lead: Street Plans

Task Support: Toole Design Group Team, City of Providence

Overview: On behalf of the project team, Street Plans will lead the design and delivery of a demonstration project showcasing one or more project design alternatives for people to experience for one day or longer (should time and materials, city/neighborhood buy-in allow). Street Plans will work



closely with appropriate project team members (city, Toole etc.) to identify appropriate elements and the location for the demonstration). The City of Providence will be responsible for coordinating and securing any required permitting or permissions for the demonstrations through the requisite City agencies.

Date: Spring 2018 (allow 4-6 weeks to plan for design confirmation and material procurement).

General Approach: Street Plans will align workshop #2 activities to further cultivate project volunteers (as well as through other project communication channels) to help develop/deliver the Tactical Urbanism demonstration project. Public art activities will be integrated throughout this process, including engaging idea development and project delivery. A “community build” day will be organized so that volunteers may be trained and involved with the actual implementation of the project. This level of engagement will deepen participant’s connection to the project as well as build volunteer capacity for future demonstration projects in the city at large.

Street Plans will also develop a data collection/evaluation plan to help evaluate the qualitative and quantitative outcomes of the project. This may include passive data collection (print surveys, signs with digital links) and active/automated collection, possibly in collaboration with Street Team members who may help with the data collection/outreach process as the project seeks to solicit input on the project and its perceived and real impacts. The results of the data collection process will be used to inform showcase options, make alternatives “real,” and inform the community/stakeholders, City, and design team’s preferred alternative or “interim design” approach in the project delivery process.





Desired Outcome: Further engage community members in an atypical fashion; evaluate and understand what design elements may be preferred as part of the overall project design; and build capacity for future public engagement and evaluation activities through the demonstration project process.

Task 2.5: Stakeholder Interviews

Task Lead: Street Plans

Task Support: N/A

Overview: Following the first workshop, Street Plans will work with the City of Providence and other project partners to identify 10-15 key stakeholders to interview over the course of the project. The interviews will be conducted by Street Plans and be intended to uncover the aspirations and very real concerns that various people/organizations/businesses have for/about the project. Interviewees will be encouraged to be candid and should represent a diverse cross-section of the city and findings used to inform the overall direction of the CityWalk project.

Date: Phase 1 Stakeholder Interviews will take place between December 2017 and February 2018. Phase 2 Stakeholder Interviews will take place between January 2018 and April 2018

General Approach: Interviews may be conducted in person or over the phone, with translators made available if necessary. Detailed notes/recordings will be taken for project records, with key sound-bites/opinions culled for the use at appropriate moments in the project (presentation slides, pull quotes etc. (with fact checking/permission of interviewee). The results of the interviews will be summarized for the team's use and be utilized to help redirect the project approach where appropriate/feasible.

Desired Outcome: To better understand where various stakeholders are coming from, and to ensure their voice and perspective are heard and incorporated into the project design/development process.

Task 2.6: Focus Groups

Task Lead: Street Plans

Task Support: Toole Design Group Team

Overview: Some groups of people or organizations may not be comfortable or able to attend formal workshops, demonstration project build days, or walkabout tours. Thus, meeting people where they are in their daily lives through targeted focus group discussions will allow the City Walk team to engage more people in a low barrier discussion about this project.



General Approach: Partnering with a range of service providers, non-profits, or other neighborhood groups, Street Plans and Toole Design Group will work with the City and other project partners to identify appropriate groups to be included in three focus discussions. Groups will be identified by early winter 2017/18 and an interview schedule developed to align with one or more of Street Plans' visits in the spring of 2018. If and when Street Plans is unable to conduct on-the-ground focus group discussions, a facilitation guide will be used (developed by Street Plans) so that more focus groups may be pulled together as necessary. Focus group discussions may require translators, and detailed notes/recordings will be taken for project records, with key soundbites/opinions culled for the use at appropriate moments in the project (presentation slides, pull quotes etc. (with fact checking/permission of interviewee). The results of the group discussions will be summarized for the team's use and be utilized to help redirect the project approach where appropriate/feasible.

Dates: Spring 2018

Desired Outcome: To engage hard-to-reach or underserved populations of people in a comfortable and convenient setting and to ensure a wider range of voices and perspectives are heard and incorporated into the project design/development process.

3.1 Walkabout / Handlebar Surveys

Task Lead: Street Plans

Task Support: Toole Design Group Team

Overview

Street Plans will coordinate with Toole Design Group, the City of Providence, and any other appropriate partners to plan and implement a walkabout and handlebar survey tour/analysis of the phase I and phase II project area.

Date: November 28th

General Approach: Street Plans will develop a walkabout and handlebar survey instrument to be administered at key points along the City Walk route. Participants will stop at a handful of sites to analyze, discuss, and fill out the survey instrument at each planned stop along the walking and cycling tours. Questions may be asked, and ideas developed on ways to respond to deficiencies in the street design/accessibility. Wherever possible, the tour will highlight existing public art projects, as well as weave in opportunities for more art to be implemented along the City Walk route.

Desired Outcomes: The intent of the walkabout and handlebar survey is to draw people into the conversation about challenges and opportunities, further survey the project area for design ideas, and to help inform possible locations/types of project elements that might be appropriate for the spring 2018 demonstration project.

Youth Documentary Engagement

Task Lead: City of Providence

Task Support: TBD

Overview: The City will work with community youth organization partners to develop a program for youth participants in these partner organizations to document and unpack topics related to who walks and bikes in the south side of Providence. This specific work will be funded by Invest Health (via the City's Healthy Communities Office) and a grant from People for Bikes.

Date: Winter 2017/18 and Spring 2018

General Approach: City staff and potentially other project team representatives will hold several conversations with groups of youth about the project. Youth will then use photography, spoken word, or other creative modes to document their experience walking and biking, the safety challenges of the current street conditions, and may explicitly unpack the myths about who is biking and walking in the neighborhood. The project will culminate in an exhibit/gallery event held at distributed locations along Broad Street. Businesses will be invited to act as locations for the "around the world" style event. Youth will be stationed at each business and share their work as attendees come through.

Desired Outcomes: Youth participants will feel ownership of biking and walking in the neighborhood. Business participants will associate biking and walking with customers coming into their business. Community participants will see these credible actors associated with biking and walking and feel that biking and walking investments on Broad Street serve people who live in the neighborhood.