



Rethinking Community Engagement in Boston

Cecilia Nardi

October 26, 2016



Agenda

- 01 Rebranding with Planning at the Core
- 02 Neighborhood Plans: Piloting a New Engagement Approach
- 03 Citywide Planning: Imagine Boston 2030

01.

Rebranding with Planning at the Core



**boston planning &
development agency**

BRA to BPDA



West End, Boston | Credit: Lowery Aerial Photos/West End Museum



PLAN: Dot Ave | Credit: Boston Planning and Development Agency

BPDA New Vision & New Mission

Organizational Strategy

Our vision and mission are the core components of our organizational strategy. Our vision sets our direction as an organization and our mission defines what we do.

Our Vision

Shaping the future of Boston together.

Our Mission

The BPDA plans and guides inclusive growth in our city—creating opportunities for everyone to live, work and connect.

Through our future-focused, city-wide lens, we engage communities, implement new solutions, partner for greater impact and track progress.

We focus on planning.

We make comprehensive city planning a priority, and use our tools to shape our city.

Our goal is inclusive growth.

We believe in an inclusive Boston where everyone has opportunity for success. We have translated 'inclusivity' into three relatable quality-of-life metrics—Live, Work and Connect.

We see big picture.

We look across Boston from an altitude that allows us to understand it as a complex system, and plan and shape it holistically. We prioritize the future success of our city.



boston planning & development agency

BPDA New Vision & New Mission

We focus on planning.

We make comprehensive city planning a priority,
and use our tools to shape our city.

Where to focus change

Recommendations

We identified four areas to focus our change. These areas are evergreen: we feel that if we continue to evolve and innovate here, we will make great progress toward our mission. They also serve us internally, ensuring that our employee experience and organizational culture support our ability to do great work together. We have provided tools for our staff to use to implement our new strategy in each of these four areas.



Engage Communities

To shape an inclusive Boston, we must engage a broader and more representative community—the people, businesses and communities of Boston, as well as our own employees. We must design new forums and communication tools that enable people to participate in ways that are natural to and convenient for them.

[learn more](#)



Implement New Solutions

To be a leader in planning and solve many of the challenges that 21st century cities face, we must leverage our deep expertise, tap into Boston's innovative spirit and capture inspiration from around the world. We will identify new approaches and collaborate with partners to implement new solutions that positively impact the people of Boston.

[learn more](#)



Partner for Greater Impact

We have ambitious goals for the future of the city, but we can't achieve them on our own. We will work together with each partner in the most appropriate way, in order to amplify everyone's efforts, making the sum truly greater than its individual parts. In the end, the collective efforts of many entities will help shape the future of Boston.

[learn more](#)



Track Progress

To build trust externally and confidence internally, we will track our progress, and impact. We will start with the right measures, use appropriate tools to make tracking simple and translate the results into relatable benefits.

[learn more](#)



**boston planning &
development agency**

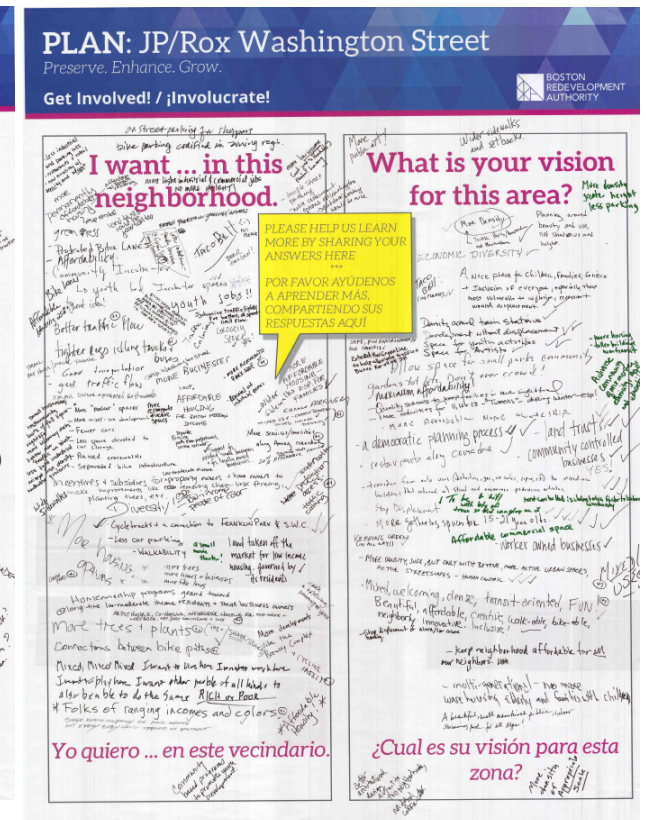
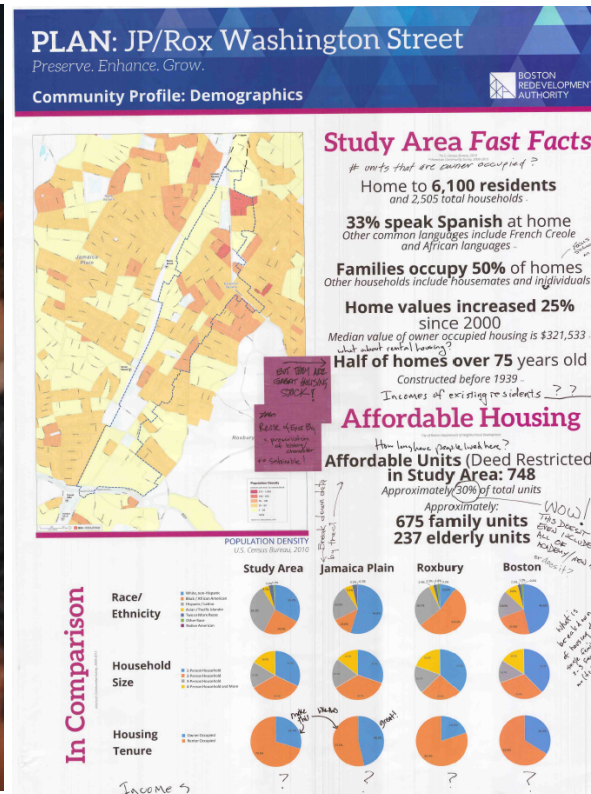
02.

Neighborhood Plans: Piloting a New Engagement Approach




**boston planning &
development agency**

Open Houses




Walking & Biking Tours



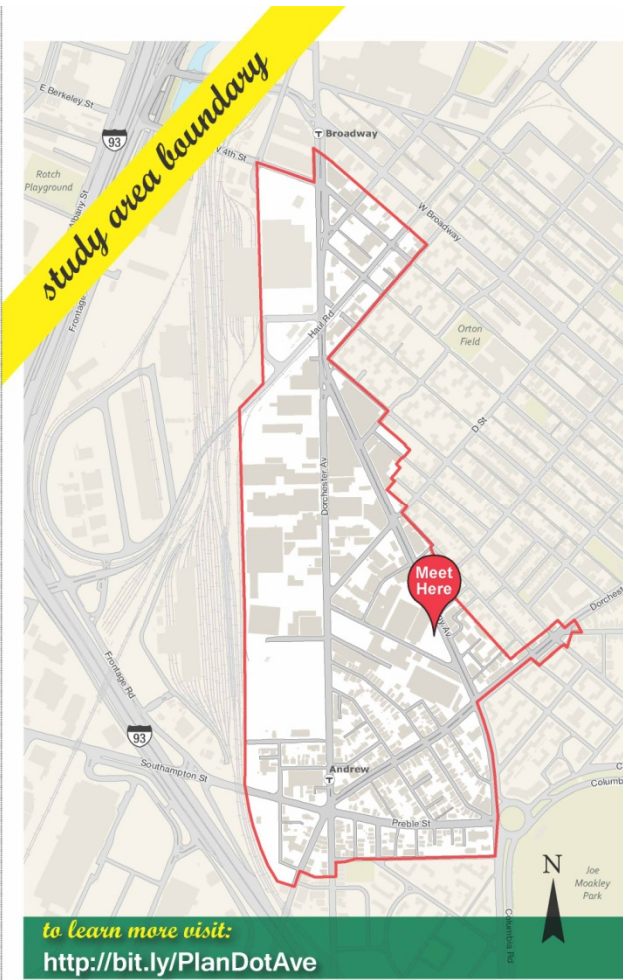
 BOSTON
REDEVELOPMENT
AUTHORITY

tour
walk/bike
PLAN
Dot Ave
South Boston

Preserve. Enhance. Grow.



WALK AND BIKE TOUR
MEET AT 195 OLD COLONY AVE, SOUTH BOSTON NEXT TO THE
IRON WORKERS LOCAL 7 BUILDING
*BRING YOUR CAMERA
SEPTEMBER 10, 2015 | THURSDAY | 5:30PM
RAIN DATE: SEPTEMBER 14, 2015 | MONDAY | 5:30PM



to learn more visit:
<http://bit.ly/PlanDotAve>

Walking & Biking Tours



PLAN: JP/Rox Washington Street
Preserve. Enhance. Grow.

BOSTON
REDEVELOPMENT
AUTHORITY

BICYCLE TOUR

Green Street Station
September 1, 2015
6:30PM

Tell Us Your Thoughts

We are here to listen and learn, and to continue the dialogue of how PLAN JP/Rox can address area issues and opportunities.

Please take Field Notes!
Use "lead lines" to connect notes to map locations.

Circle areas of interest.

Hatch sites of opportunity.

Snap photos with your phone and tell us what you are capturing and why.

Consider These Themes

As you tour the area, consider these themes in your observations and Field Notes:

Mobility and Connectivity - Walkability and bikeability, bicycle and vehicle infrastructure conditions, parking resources, and improvement opportunities.

Public Realm and Streetscape - Area character and functionality, and opportunities for beautification, and placemaking.

Land Use and Development - Successful uses, adjacencies, and projects and new opportunities sites, use needs and characteristics.

Community Resiliency and Sustainability - Social cohesion, housing affordability, business viability, public health, environmental well being, energy / pollution, and mitigation and adaption opportunities.

Small Group Exercises



Small Group Exercises



Partnership with City Departments



03.

Citywide Planning: Imagine Boston 2030



**boston planning &
development agency**

Imagine Boston 2030

IMAGINE
SHARE YOUR VISION.
SHAPE OUR CITY.

BOSTON BY THE NUMBERS

FALL ENGAGEMENT



Imagine Boston 2030



City Planning Initiatives

Cultural
Plan

Transportation
Plan

Open Space
Plan

Climate Action
Plan

Housing
Plan

