

Watertown Downtown River Corridor: Opportunity Analysis and Strategic Development Plan

May 6, 2024

COMMUNITY ENGAGEMENT

A critical component of the Watertown Downtown River Corridor effort is to engage with city stakeholders and the public in the community. Effective stakeholder and community participation is essential for good decision-making and an important factor in building support for future development of the study area. The Public Engagement Plan (PEP) provides guidance on stakeholder and public engagement for the project and outlines a range of strategies that the team proposes to facilitate during the planning process.

Specific proposed community engagement activities include the following:

Public Meetings (2 meetings/ events)

Attendance by Rinka + Kapur + RDA

We will work with the Watertown RDA to identify and attend 2 public meetings/open houses. The purpose of these engagement meetings is to share project information and to solicit community input and feedback on a future vision, guiding principles, and master plan recommendations.

Meetings are anticipated at two points during the design process; early in design to gather data and inform design, and later in the design process to gather feedback on design alternatives and share how feedback has informed design concepts. Our team will prepare graphic materials and/or presentations and activities to gather input and assist with the facilitation of these public meetings. This may include the creation of preference voting activities or other interactive tools designed to encourage and solicit feedback.

Public Meeting #1 Visioning Session

- Invite key Community Stakeholders
- Present Vision and Planning Principles
- Facilitate Q/A Engagement Activities
- Capture and document all results and summarize

Deliverables:

- *Live/Work/Play Activity*
- *Site Analysis Diagrams*
- *Vision Statement*
- *Planning Principles*
- *Summarize survey outcomes (2x)*

Public Meeting #2 Concept Design Input

- Brief Presentation (20 Minutes)
- Report Back from Public Engagement Meeting #1
- Gallery-Style Graphics around the room
- Voting and/or Comment Cards
- Small Group / Break-out community lead discussions
- Capture and document all results and summarize stakeholder input
- Determine action items

Deliverables:

- *Draft Master Plan Concepts*
- *Draft Parcel Test-Fit Concepts*
- *Report Back Graphics*