

Engagement and Outreach Plan Engagement & Outreach Strategy

The collage features five key documents:

- How Engagement Strategy:** A circular diagram with 'INFORMING' at the top, 'LISTENING' on the right, 'CO-CREATING' at the bottom, and 'ENGAGING' on the left. It outlines the goal of a transparent, creative, and participatory visioning and co-creation process.
- Who Stakeholder Mapping:** A circular diagram with 'PEOPLE-CENTERED' at the center, surrounded by 'AFFILIATIONS', 'INTERESTS', 'INFLUENCE', and 'PROXIMITY'. It aims to reach a broad representation of the community.
- Berkeley Civic Center Vision Overview:** A central diagram showing the vision's alignment with various city departments and committees, including the Office of Economic Development, Landmarks Preservation, Parks & Waterfront, Public Works, and Civic Arts.
- When Outreach Roadmap:** A circular diagram with 'REACH OUT' at the top and 'DISTILL' at the bottom. It details the goal of facilitating a variety of participation methods like meetings, pop-ups, and surveys.
- Detailed Roadmap:** A timeline from September 2019 to September 2020, listing specific events such as 'City of Berkeley Project Web-page', 'Email List', 'Print Media Flyers', 'Social Media', 'PSPP Volunteer Surveys', 'Interview Surveys', 'Site Tours', 'Public Meetings', 'Pop-Up Workshops', 'Neighborhood Walks', 'Super Sub-Committee Group Sessions', 'Stakeholder Conversations', and 'City Council Meetings'.

← Detailed roadmap outlining the 'How', 'Who' and 'When' of the Engagement Strategy, October 2019



What we're doing

Developing a community vision and design concepts for Berkeley's Civic Center. Our study area includes Martin Luther King Jr. Civic Center Park, the Veterans Memorial Building, and the Maudie Shirek Building (aka Old City Hall) funded by the T-1 bond for infrastructure upgrades.

Your role

The City is at the beginning of a concept design process and we want **from you!** The vision for the Civic Center is shared and developed with the Berkeley community. We want you to be a part of the process by envisioning Civic Center and public community spaces for all of Berkeley.

Help Envision the Future of Berkeley's Civic Center!

Attend one of our upcoming workshops where we'll discuss ideas for Civic Center Park, The Veterans Memorial Building and Old City Hall. Everyone is welcome and we are looking forward to seeing you there!



Tours begin at 11am and 2pm. Meet outside 1931 Center St!

All are welcome to join! Please RSVP to the email below by 3pm on 2/3.

Tuesday, February 4

1:25pm and 2:40pm
At Berkeley High School

Come take part in one of two 50-minute Youth-and-Park-Focused Design Charrettes.

Saturday, March 7

11:00am and 2:00pm
Farmer's Market pop up + Building Tours

Join us on a tour of Old City Hall and the Veterans Memorial Building.

Thursday, March 26

5:30pm - 7:00pm
At 2180 Milvia St, Cypress Room

Presentation of Civic Center Conceptual Design Options. Come tell us what you think!

To engage with the project online, please visit: neighborland.com/berkeleycc

For questions or to add your email to the project mailing list, reach out to the project manager Eleanor Hollander EHollander@cityofberkeley.info (510) 981-7536

↑ Flyers distributed throughout the Berkeley Community to communicate engagement sessions

2.2

Public Space, Public Life Survey

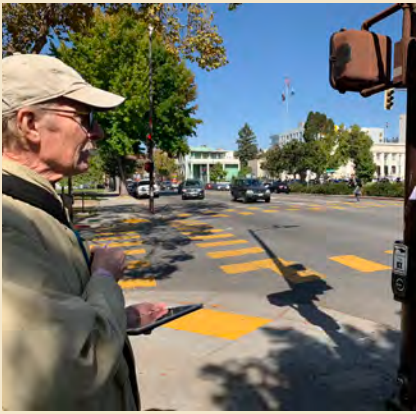
Decode the Everyday

One of the first engagement efforts was to advertise and recruit community volunteers to study the Berkeley Civic Center area. In the Fall of 2019, volunteers were trained on how to undertake a Public Space, Public Life Survey (PSPL). This was a great way for community members to play an active role in future changes to Civic Center and to learn about the Gehl approach to people-first urban planning and design.

The Public Space, Public Life Survey uses empirical survey and mapping methodologies pioneered by Jan Gehl to develop a comprehensive understanding of how people move, how people use the public realm, and the character, quality and programming of spaces. Public Life Studies have been putting people first in the city-change process for over 50 years, from Shanghai to Times Square to San Francisco Civic Center.



↑ Survey Training Presentation for Volunteers



The Berkeley Public Space, Public Life Survey was conducted in October 2019. The survey occurred over the course of a weekday (October 15) and weekend (October 19) and enlisted the help of 21 volunteers including local residents and university students.



↑ Survey Volunteers participated in the survey over a two-day period from 7am to 7pm.

Berkeley's Civic Center

Help Envision the Future of Berkeley's Civic Center!

Volunteer for a mini-Public Life Survey organized by Gehl

What we're doing
Developing a community vision, design concepts and implementation plan for Berkeley's Civic Center. Our study area includes Martin Luther King Jr. Civic Center Park, the Veterans Memorial Building, and the Maudelle Shirek Building (aka Old City Hall).

What's a Public Life Study?
Understanding patterns of life and activity for Berkeley's Civic Center will form the basis for a design vision that puts people first. We will be outside studying how people move to and through this area and how the built environment impacts how people use the space. Volunteering for this survey is a great way to play an active role in future changes to Civic Center and to learn about the Gehl approach to people-first urban planning and design. Public Life Studies have been putting people first in the city-change process for over 50 years, from Shanghai to Times Square to San Francisco Civic Center. To learn more visit: www.gehlpeople.com/story

Survey Dates
Pick one or more shift on Tuesday, October 15 and/or Saturday, October 19. We invite you to do a Tuesday and a Saturday shift.

Tuesday, October 15	Saturday, October 19
7:00am - 11:00am	7:00am - 11:00am
11:00am - 3:00pm	11:00am - 3:00pm
3:00pm - 7:00pm	3:00pm - 7:00pm

Recommended video training session
Thursday, October 10
11:00AM - 12:00PM
Online video call via <https://tinyurl.com/y5n2mrpt> (no camera necessary, but web access required)

What you'll need to bring
A curiosity about how people use space, water and comfortable shoes and clothes. We'll provide the rest: clipboards, pens, iPads, clickers etc. Letters to supervisors, professors or teachers available upon request.

To confirm your participation and for questions, email Aja: Aja@gehlpeople.com

Can't survey but want to know more about the Berkeley's Civic Center project? Visit: <https://tinyurl.com/yxmxwuw8>

↑ Flyer distributed to recruit volunteers

2.3

Stakeholder Focus Groups

From October 2019 to January 2020 the team met with stakeholder groups for thirty to sixty-minute conversations where we listened to people's wishes and concerns about the Civic Center area. We sat down in person with approximately 40 people, over 27 focus group sessions. To guide these conversation, we used a questionnaire, but the purpose of these immersion interviews (or informal conversations) was to allow the team to hear directly, and learn from, key project stakeholders in order to gain a richer understanding of the project area and its challenges and opportunities. These sessions, alongside the Community Workshop on vision and values were instrumental in the shaping of the Vision Statement.

Immersion: Stakeholder Conversations

Questions asked to interviewees

Big Open Question

- What's your relationship to the Civic Center, and what should we know about your mission?

Short Questions - Concise Responses

- In your opinion what is special about the Civic Center?
- What are your concerns/issues with the Civic Center today?
- What 3 words would you use to describe Civic Center?
- If Civic Center is to become the heart of Berkeley, what future transformations would you like to see happen?
- Rank in order of priority:
 - 1) Nature and Biodiversity
 - 2) Arts and Culture
 - 3) Sports and Play
 - 4) Amenities [public restrooms, water fountains, benches]
 - 5) Food and Beverage services
 - 6) Institutional Buildings and Services
 - 7) Stores
 - 8) Other; If you selected "Other", tell us what you mean.

Arts & Culture

- Berkeley Cultural Trust
- Berkeley Symphony
- City of Berkeley, Civic Arts
- Freight & Salvage
- RLA Conservation (Arts Collection Assessment)
- Shawl-Anderson Dance Center
- Turtle Island Foundation
- Visit Berkeley

Community + Services

- Berkeley Community Media (OCH tenants)
- Berkeleyside
- City of Berkeley Clerk
- City of Berkeley, Special Events
- Dorothy Day House (VMB tenants)
- Downtown Berkeley Association
- Ecology Center
- Former Elected Officials of Berkeley
- Options Recovery (VMB tenants)
- American Legion Post 7 (VMB tenants)

Elected Officials and/ or Representatives

- Berkeley City Council Member, District 1
- Berkeley City Council Member, District 2
- Berkeley City Council Staff, District 3
- Berkeley City Council Member, District 4
- Berkeley City Council Member, District 5
- Berkeley City Council Member, District 6
- Berkeley City Council Member, District 7
- Berkeley City Council Member, District 8
- Berkeley Mayor's office staff
- Berkeley Unified School District Board Director

Heritage + Built Environment

- Berkeley Architectural Heritage Association (BAHA)
- Berkeley Design Advocates
- Berkeley Historical Society (VMB tenants)
- Landmarks Preservation Commissioners
- McGee-Spaulding Hardy Historical Interest Group (MSHHIG)

Youth

- Berkeley High School Principal
- Berkeley Unified School District Superintendent
- Berkeley Unified School District Director of Facilities
- YMCA

Stakeholder Focus Groups

Key Takeaways

Arts & Culture

- Location! In central Berkeley and near: residences, schools, work, the Y, services, public transportation, strong cultural & arts institutions, downtown hotels
- A great opportunity to support and strengthen the local performing arts community. Not enough evening classroom spaces, and performance spaces (especially for smaller groups)
- An arts and cultural component needs strong management
- Concerned that people who are struggling will be displaced. No desire to push anyone out.

Community + Services

- Berkeley has been a place where things tend to begin
- Most people in Berkeley haven't been to Old City Hall and don't notice the Park
- Park and buildings should be used by the community
- Purpose and need of who occupies the buildings, mission alignment, creative focus
- We want everyone to feel comfortable at Civic Center: no matter who you are and where you're from, you fit in here
- The Farmer's Market is not just a place to buy food but a placemaking event
- It's important to Veterans to be in the Veterans Building, ours has very low participation
- Civic Center Park is a key space during a disaster

Note: For a complete transcript of the 25 recorded sessions, please refer to the engagement transcripts in the appendix.

Elected Officials and/ or Representatives

- It is the heart of the city and it feels empty now
- Not a place to go or be, not enough of a draw
- Civic Center is the cornerstone of our democracy: a place that we should defend and also glorify
- We need better and more accessible meeting spaces
- Bring City Council Chambers back to Civic Center
- Huge potential, wonderful opportunity: this is our commons!

Heritage + Built Environment

- Everything could come together in this one space
- Civic Center Park needs a focus
- Old City Hall and The Veterans Memorial Building are jewels, must be protected and should be public buildings
- Landscape updates will attract people and pollinators
- Let's make a plaza that's brilliant from the recreation standpoint

Youth

- An extension to the school, not always positive
- Concerns about homeless population, drug use, inappropriate interactions, safety of children and students
- Need School-City-Police to work together
- A positive kids culture around the Park: teen spaces that feels legit
- A better community shared space: involving kids in the design and stewardship

Stakeholder Focus Groups

Engagement Summary

Today

Civic Center is not a destination
and is not on people's mental map.
There's not enough of a draw.

We have concerns about the
conditions and safety of the
buildings.

The park is underused, uninviting

Tomorrow

A city needs a central civic space: this is our commons.

Everyone should feel comfortable at Civic Center.

The Park and the buildings should be used by the community.

City Council meetings should happen in Civic Center.

The presence of youth is positive.

We want a Civic Center that welcomes civic participation, cultural events, community interaction, and where one can sit and relax.

2.4

Vision and Values Community Meeting

On December 12, 2019, we hosted a Vision and Values Workshop at the YMCA Teen Center. Approximately 40 community members attended the session, which was designed to generate thoughts about the underlying purposes and functions of our Civic Center, and to inform the project's Vision Statement. The session consisted of fast-paced group exercises, with opportunities for discussion in small groups and 'share-backs' with the whole group.

We noted a strong spirit of collaboration among the attendees, and broad consensus around core values for the future of Civic Center. This session, alongside the stakeholder focus group sessions, was instrumental in the crafting of the Vision Statement for Civic Center that was presented to City Council on January 14, 2020.

Community Meeting →
December 12, 2019





