



↑ The first tour on September 9th, 2019



↑ One of the Veterans Memorial Building tours on March 7th, 2020

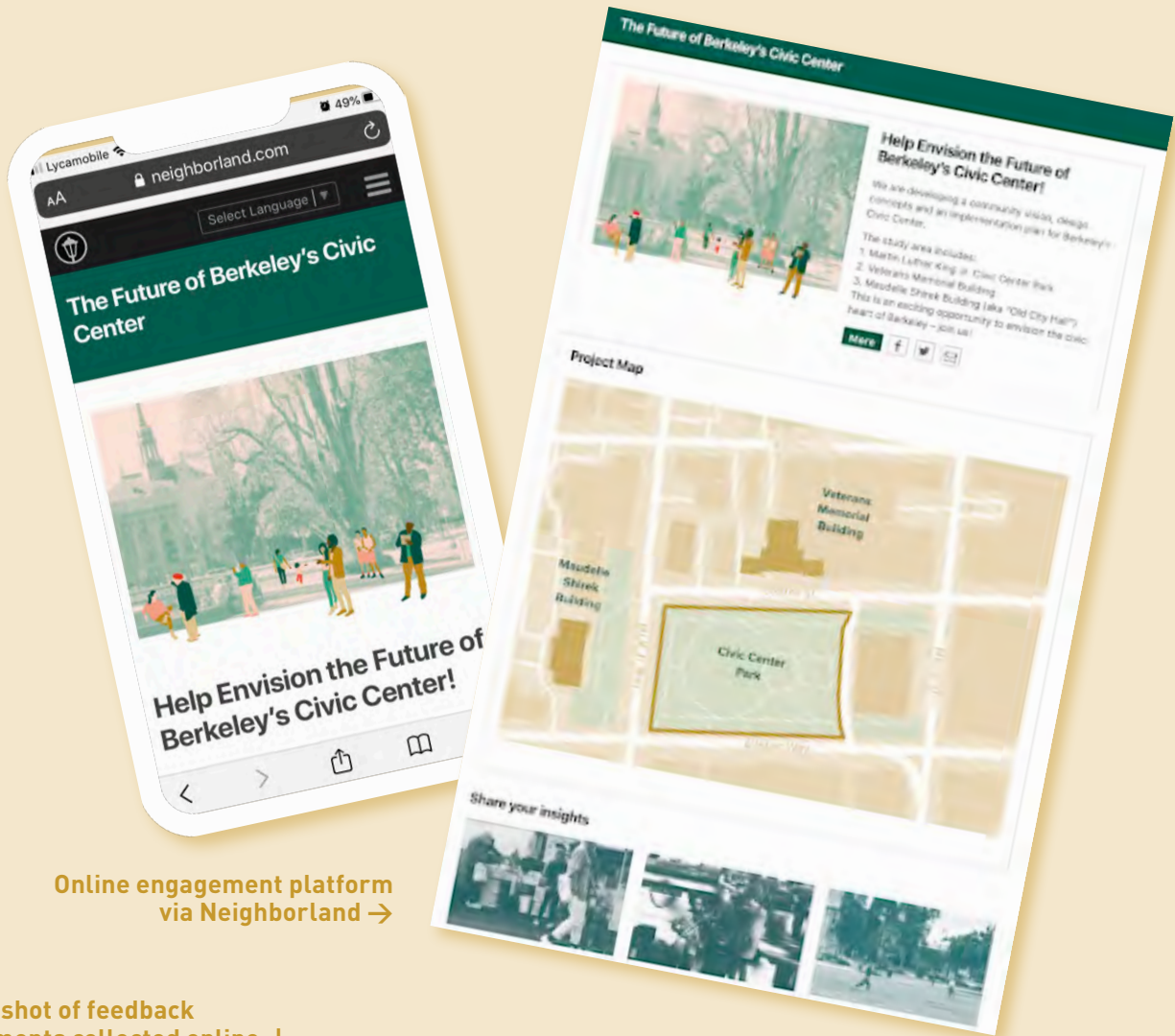
2.8

Online Engagement

With help from digital engagement specialists Neighborland, a project website was set up in early February 2020. The first iteration of the website included project information, scope and timeline, as well as an overview of community events and project milestones. It also included invitations for people to tell us what works well today at Civic Center, to map their favorite parks and community places, and to share ideas of what they would like to see.

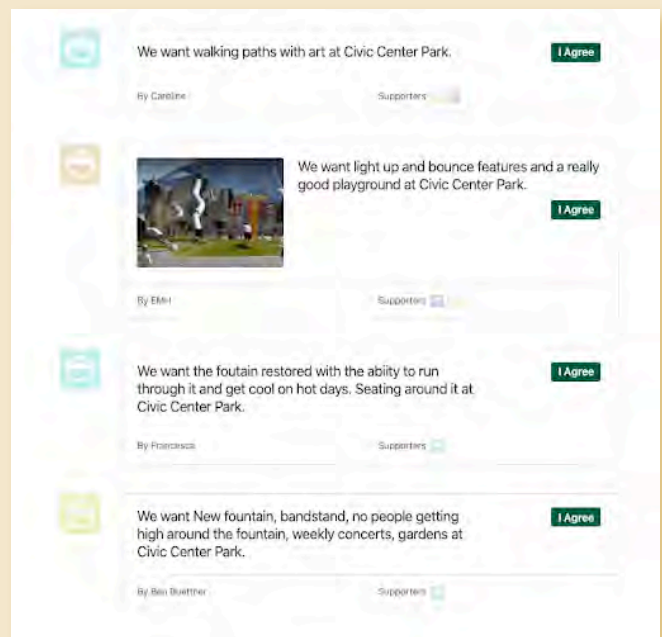
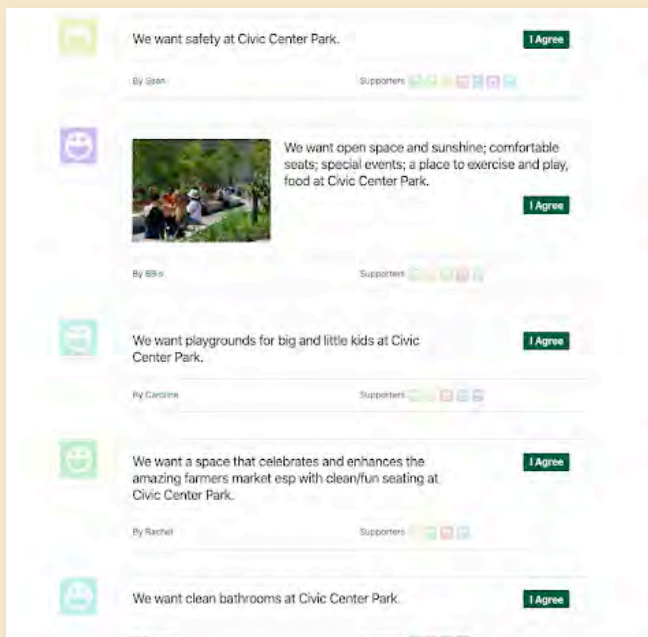
The second iteration of the online engagement, that went live on March 22, 2020, included the Vision Statement, the ‘big design moves’ germane to all the design options and a description of the three emerging conceptual design options. Our last community workshop was canceled due to the COVID-19 pandemic emergency, so the website became a key communication tool. Videos — where the project team explains the design process and goes through various design elements, program distribution and the conceptual options — were quickly added.

For an overview of the community opinions collected online please refer to the end of Chapter 5; in the Appendix you will find the full report on the online engagement.



Online engagement platform via Neighborland →

Snapshot of feedback comments collected online ↓



2.9

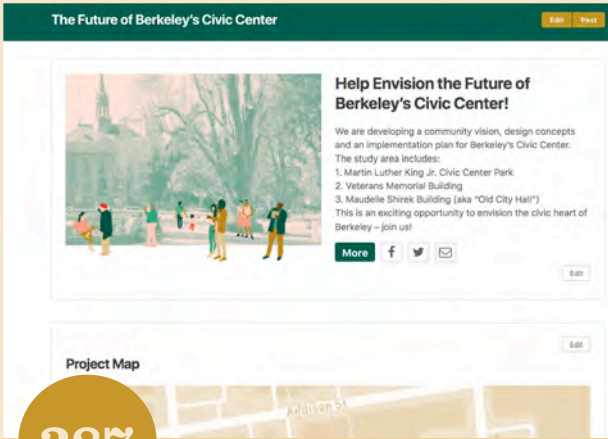
Engagement Overview

At-a-glance

Our goal has been to reach to a broad representation of the community — to hear many voices, and diverse opinions — and we're proud to have achieved it! In a spirit of creative collaboration, we have listened and engaged with a variety of stakeholders in varied forms.

Over the last seven months, through workshops, events, design charrettes and comments that got to us via email and the project website*, we've engaged with over 600 individual community members.

*Project website views: 2,395 unique users, reported by Google Analytics.






The Future of Berkeley's Civic Center

Help Envision the Future of Berkeley's Civic Center!

We are developing a community vision, design concepts and an implementation plan for Berkeley's Civic Center. The study area includes:

1. Martin Luther King Jr. Civic Center Park
2. Veterans Memorial Building
3. Maudelle Shirek Building (aka "Old City Hall")

This is an exciting opportunity to envision the civic heart of Berkeley — join us!

More   

Project Map

387 Contributors on the project website February - April 2020



2 Two Community Site Tours, in September and February 2020

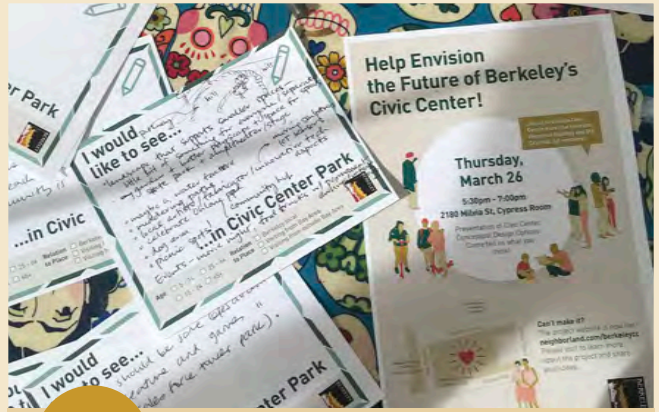


3 Commissions Meetings
Parks & Waterfront, Public Works, Landmarks and Civic Arts – Sept and Nov 2019, and March 2020



40

Community members participated in the Vision and Values workshop



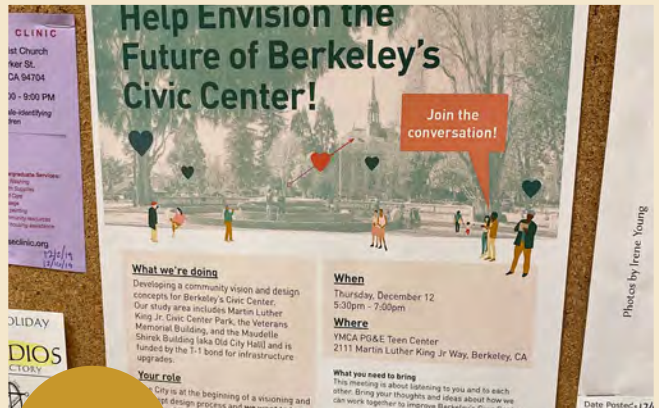
26

Ideas on postcards collected during a Pop Up at the Farmers Market



21

Community Volunteers took part in the Public Space Public Life Survey



300+

Flyers distributed in and around Berkeley



27

Focused engagement sessions, where we spoke to more than 40 stakeholders



50

Berkeley High School students took part in Design Charrettes



Vision

3.1 Vision Statement

Crafting a Shared Vision

A shared vision is only achieved through inclusive participation and engagement with the community — the people who know Berkeley’s Civic Center well, who will rally to make it better, and who will enjoy it for generations to come.

As described in the previous chapter, the Berkeley community has been incredibly interested and participative — engaged with the big picture and the detailed thinking. By listening to stakeholders, drawing with Berkeley High School students, chatting with farmers market shoppers and reading hundreds of online comments, we invited the community to be part of the creative process.

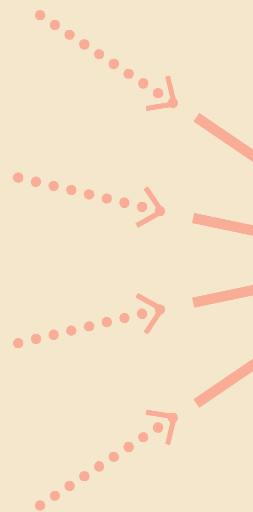
Setting a project Vision that is aspirational and reflects what the community values is the first step in setting a clear and collective purpose. The vision statement, described in this chapter, is the project’s north star — what we go back to as we iterate on design scenarios, and what keeps us all aligned, clear and motivated to take this project to implementation.

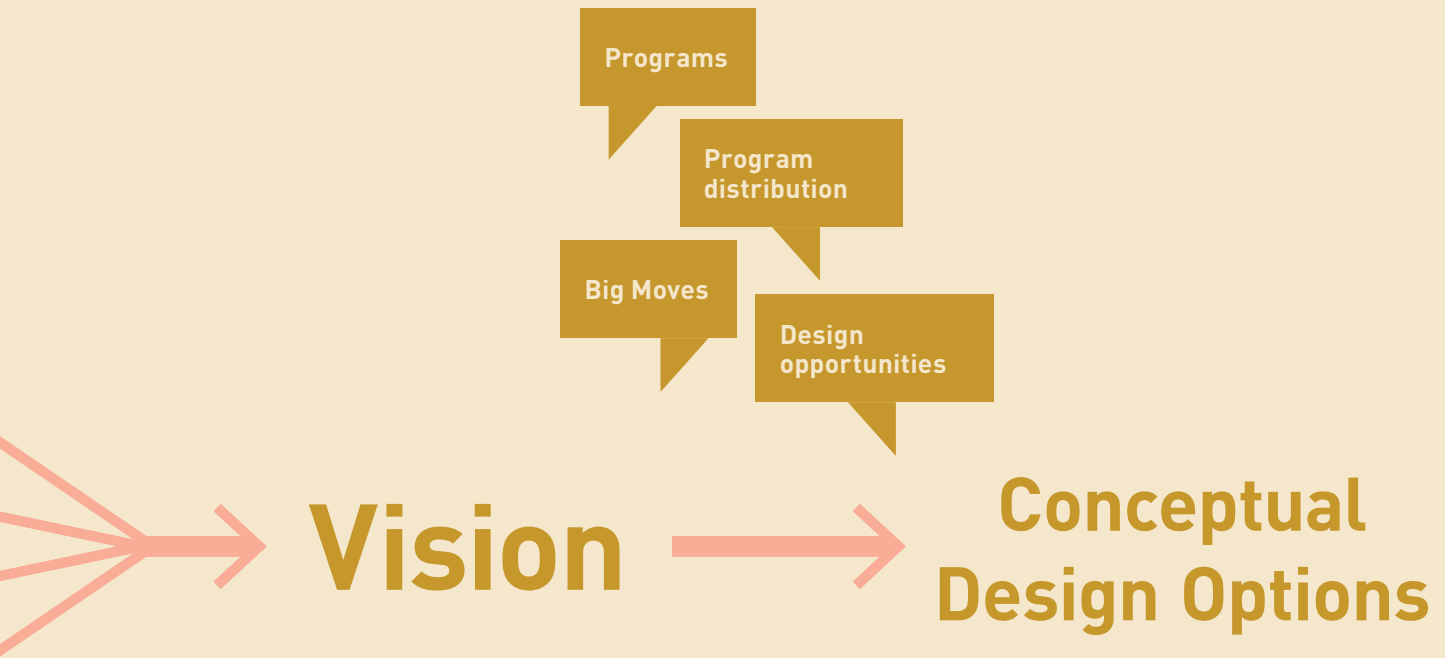
**Public Space,
Public Life Survey**

**Historic Structures
Research**

**Community &
Stakeholder
Engagement**

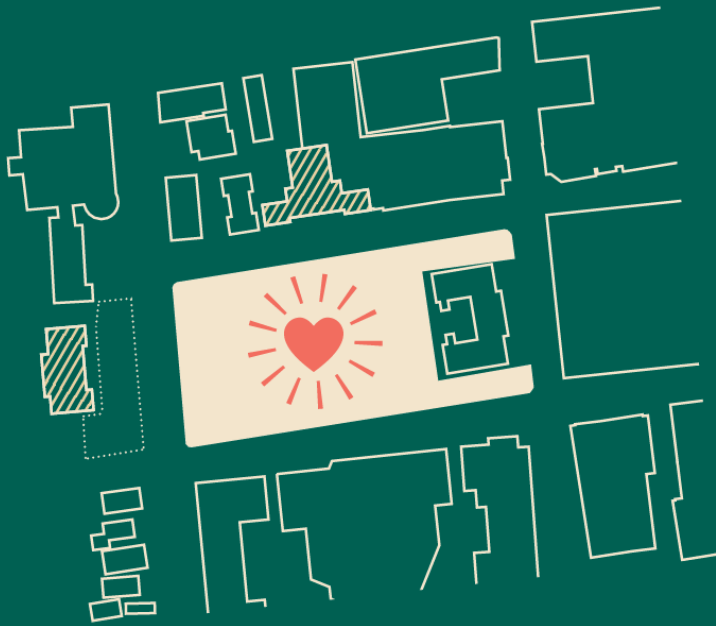
Policy Research





3.1

A Vision for Berkeley's Civic Center



Civic Center will be the heart of Berkeley's community. Civic Center will be the prime space for civic life, culture, and the arts. It will reflect the city's diverse identities, celebrating its history, and contributing to shaping its future. A place of shared resources and a platform for free expression accessible to all, Civic Center aims to manifest the city's values, advance social justice, and demonstrate the power of true public space.