



For me, Lawrence is...
Para mí, Lawrence es...

My home, my hood,
anywhere I can always
come back to what my
personality reflects. A
place where opportunities
are endless and people
are resilient.

in 2025, will be...
en el 2025, será...

It will continue
to be these things
but with more
opportunities and
more places
that draw people
from the greater law.
region.

LawrenceTBD

7. CITIZEN PARTICIPATION

7. 760 CMR 12.02 (11): Citizen Participation

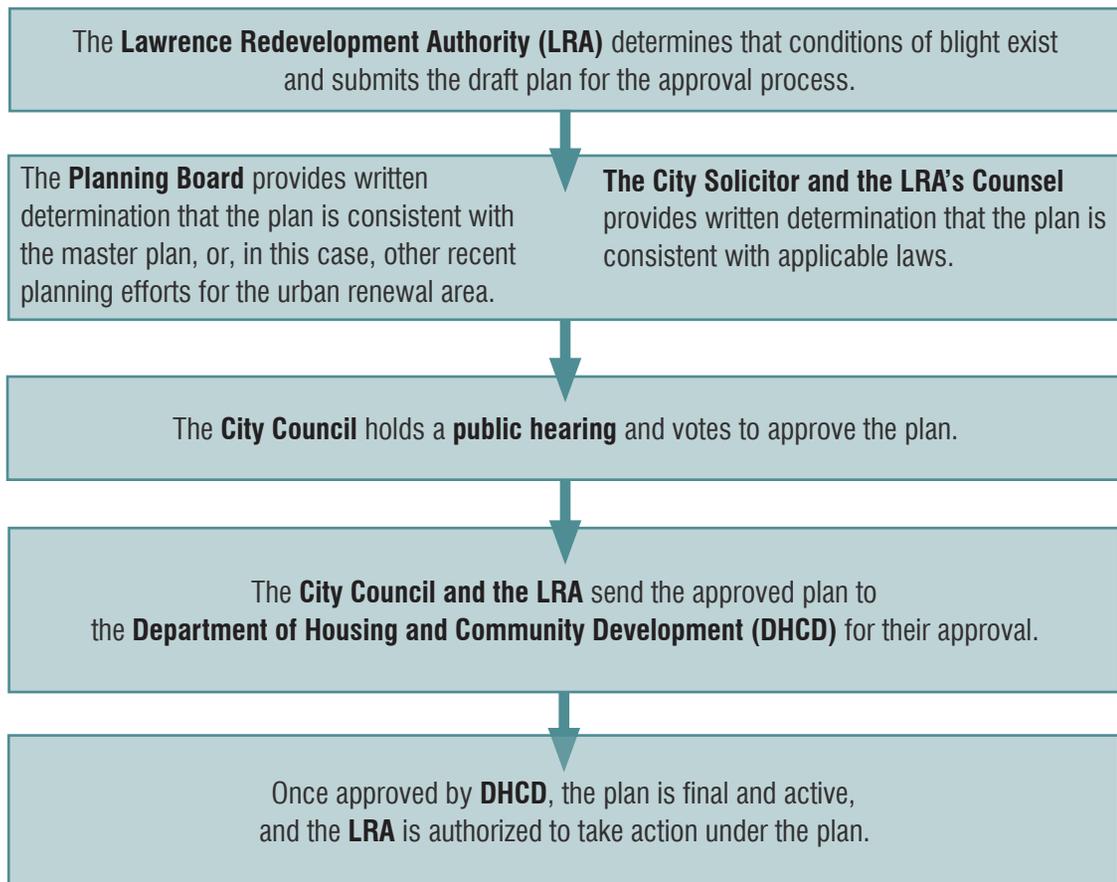
7.1 Participation in Plan Development

Citizen participation in the development of the Lawrence TBD Urban Renewal Plan took five forms:

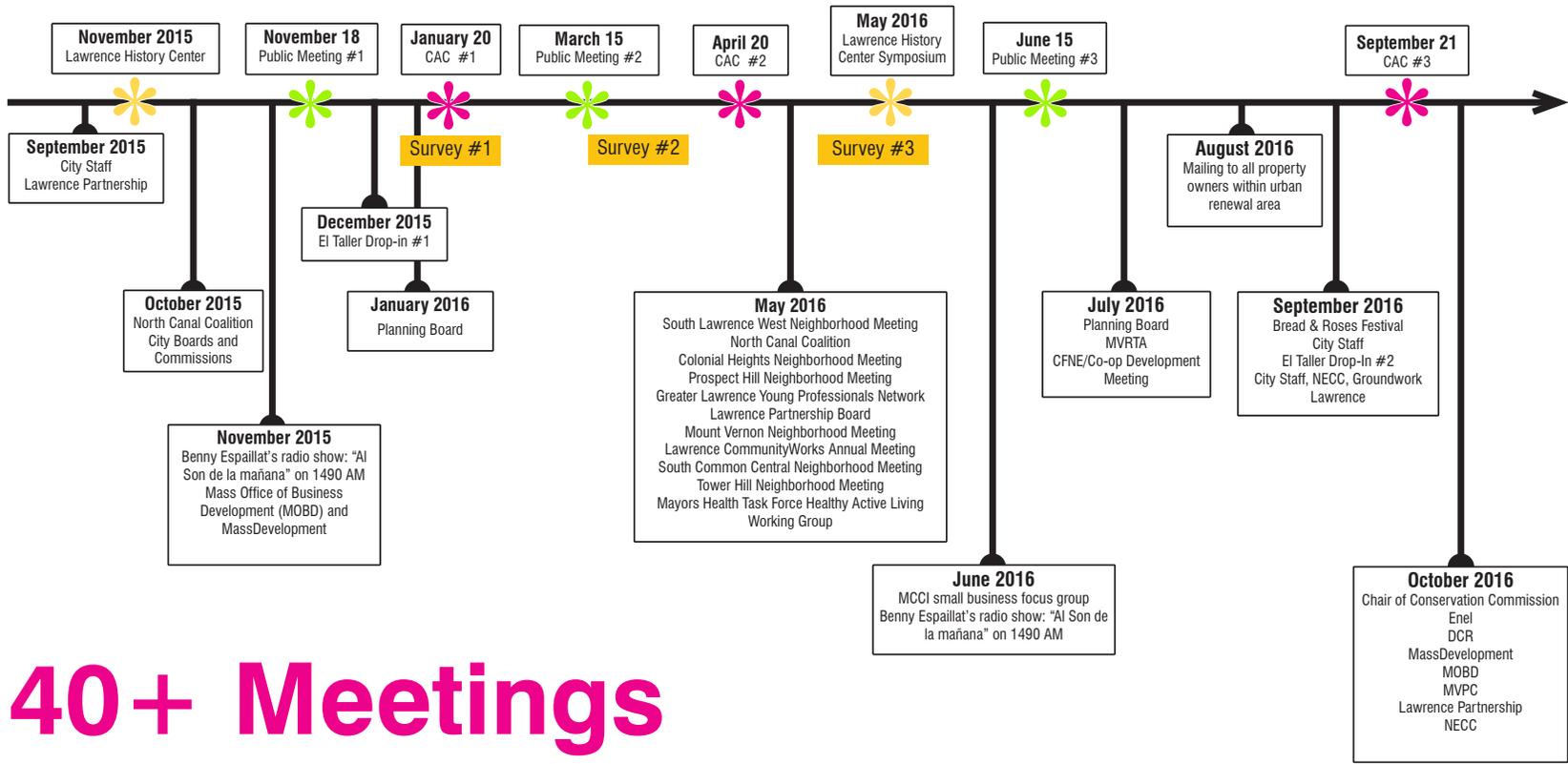
- The appointment of a 25-member Citizens Advisory Committee (CAC)
- A series of three workshops open to the public
- Meetings with community organizations, representatives of City departments and State agencies
- Open houses at the beginning and end of the public process
- Online and paper surveys

Members of the LRA and CAC led public outreach efforts which included both traditional methods, such as posting flyers, and the use of online social media. Members of the LRA and representatives of the consultant team appeared

Approval Process



Public Process



40+ Meetings
400+ People*
 *not counting radio or social media

on a local Spanish-language radio show twice during the study process.

ROLES AND RESPONSIBILITIES OF THE CAC

The roles and responsibilities of the CAC were as follows:

- Provide input on the topics related to the urban renewal plan
- Review and comment on materials prior to the public meetings
- Review and comment on results received from the public meetings
- Review and comment on the draft urban renewal plan
- Reach out to other community members to inform them of the process and encourage them to participate in the public workshops

The CAC met in joint sessions with the LRA in January, April, and September 2016 and many members also participated in the public outreach sessions. In addition, five members

– Lynne Brown, Spencer Buchholz, Jonathon Nix, Dick Russell and Kiriza Zihahirwa – the Chair of the LRA, Kristen Harol, and a volunteer from City staff, Laiza St. Onge, assisted with the preparation of the inventory provided in *Appendix J Parcel Inventory*. Their assistance was a significant contribution to the development of this Urban Renewal Plan and the documentation of the existing conditions.

In January, CAC members were introduced to their role in the process, reviewed the materials from the November public meeting and the December event at El Taller, and provided input to the LRA and consultant team about the boundary of the Urban Renewal Plan. The adjustments to the final boundary for the urban renewal area were in response to this meeting.

CAC members who attended their meeting in April reviewed data from the March public meeting, commented on the revised vision statements, and were introduced to additional data relating to both the employment and real estate. The interactive session included a discus-

sion of strategies, related actions, and potential partners. The results of this session were used to develop the presentation for the June public workshop.

The final meeting of the CAC took place in September 2016. Members reviewed the work that had been done over the summer with respect to the implementation plan. The consultant team presented development scenarios that looked at different scales of development and the implications of available funding strategies on the possible project types. During the interactive sessions, CAC members discussed possible routes for the proposed MVRTA shuttle, funding strategies for the implementation plan, and design guidelines. Some members brought up the lack of housing that was affordable for existing residents of the area as a discussion point that should be explored in the last few months of the process; many of the strategies related to housing came from an exploration of that discussion.

PUBLIC WORKSHOPS

Public workshops took place in November 2015 and in March and June 2016. Each workshop was divided into two parts: (1) a presentation that provided information and research about the study and posed questions to be answered during the workshop and (2) an interactive session designed to engage participants and ask them to apply their knowledge of the area and the information they had just received to answer the questions posed during the presentation.

The focus of the November workshop was to define the boundaries of the initial Study Area by examining how participants interacted with the area in terms of where they lived, where they worked, where they shopped or played, and how they travelled through and/or around the area.

In March, participants reviewed data that had been collected through both qualitative and quantitative research and used that data to identify where the LRA should focus their attention within the Study Area. Participants also pro-

vided comments on the draft vision which were incorporated into the final vision statement.

The June workshop identified more specific potential actions and tested the types of intervention – physical development, regulatory changes, and other actions – that might be appropriate for the LRA to undertake.

OPEN HOUSES

El Taller, a café and bookstore located at 225 Essex Street within the urban renewal area, hosted two open houses – one in December 2015 to let the community know about the beginning of the process, and one in September 2016 to seek input on the draft plan.

Participants in the December drop-in created statements about what Lawrence meant to them now and what they hoped to see in the future.

Participants in the September open house were introduced to the draft implementation plan.

The Assessors' database of ownership information was used to generate a mailing list. Invitations to this open house were sent to all property owners on that list. *Appendix G Notifications* contains that list.

SURVEYS

The first open house at El Taller kicked off the distribution of a paper survey that was available at El Taller and at the Office of Planning and Development for several weeks. Some of the results of this survey were used as the section dividers for this Urban Renewal Plan.

The consultant team also used Survey Monkey to generate two online surveys – one to test the vision statement and one to test participants' preferences and priorities for the strategies identified during this process. The first survey was also distributed in paper format at the public meeting in March. The second survey was distributed in paper form during the May public outreach effort at various community meetings.

ADDITIONAL OUTREACH

Members of the LRA and CAC undertook additional outreach as noted in the graphic on page 7-3. This outreach effort, which took place throughout the process, included community nonprofit groups, neighborhood associations, City and State officials, and a presence at local cultural festivals. Members of the LRA and the consultant team also appeared on a local Spanish-language radio program twice during the process.

APPROVAL PROCESS: FALL 2016

The LRA met on October 19, 2016 and voted to determine that the urban renewal area met the criteria for blighted, decadent, and substandard conditions.

Additional meetings for the approval process include the following:

- November 1: City Council

- November 2: Planning Board
- November 10: Ordinance Committee
- December 6: City Council

RECORD OF PUBLIC PARTICIPATION

Materials from the CAC meetings, the public workshops, the Open Houses and community meetings, and from the surveys are provided in *Appendix D Public Engagement Materials*.

7.2 Participation in Project Execution

The LRA is responsible for the implementation of this Urban Renewal Plan.

POLICIES AND PRACTICES

The LRA posts its agendas and minutes on the City's website. All public materials for the process of developing the Urban Renewal Plan are

posted at www.LawrenceTBD.com. At the end of the process, this website and domain name will be transferred to the control of the LRA.

FUTURE PUBLIC INVOLVEMENT

Meetings of the LRA are public meetings and are thus subject to the Open Meeting Law of the Commonwealth of Massachusetts. The LRA meets monthly on the third Wednesday of the month. Members of the public are notified in advance of meetings by agendas posted on the City's Public Meeting Calendar both online and at City Hall.

**Prepared for the Lawrence Redevelopment Authority
by HARRIMAN/THE CECIL GROUP • FXM ASSOCIATES • Stantec • Bonz & Associates**