



**Community  
Engagement  
Strategy**  
*Boston Urban  
Agriculture Strategy*

January 2023

# About the Boston Urban Ag. Strategy

## Activities

**Engagement activities** – The major activities of this project are shown below. Engagement-related activities are outlined in green. The rest of this document expands upon the engagement activities.



Food Producer Engagement – Urban Farming Institute Leads

# Community Engagement Goals

1

Reach City of Boston staff and local CBOs to inform **understanding of the issues and opportunities for promoting food production** in Boston.

2

**Build excitement** among neighborhood residents through **meaningful engagement** to co-create an urban agriculture strategy.

3

Include **arts programming and culturally sensitive engagement** in work with priority neighborhoods.  
*[Pending TAP funding application]*

4

Make engagement **accessible** to those with varying abilities and language capacities, **especially those who historically may have been left out.**

5

Avoid **over-burdening** community members with duplicated requests, while remaining transparent in our process to keep the public informed.

# Community Engagement Timeline

October 2022 –  
January 2023

January –  
March 2023

April – August  
2023

August –  
October 2023

## Planning Engagement Strategy

### *Deliverables / Tasks:*

- Community Engagement Plan
- Stakeholder Analysis
- Neighborhood Committee Recruitment Plans

## Informing City-wide Urban Ag. Strategy

### *Deliverables / Tasks:*

- Interviews with City staff (interview guides)
- City of Boston Meetings

## Planning for Neighborhood Engagement

### *Deliverables / Tasks:*

- (4) Neighborhood Committee Meetings in each neighborhood
- Refined plans for Neighborhood Events

## Hearing Neighborhood Priorities

### *Deliverables / Tasks:*

- (1) Neighborhood Event for each
- (1) Follow-up Neighborhood Committee meeting for each
- Synthesis of community input

**Iterative Process:** The major engagement activities and deliverables are laid out in a high-level timeline above. In the implementation of this plan, the process will be iterative, as is reflected in more detailed dates on the following pages.

## Planning Engagement Strategy

Engagement Task or Activity	Description	Timeline	Roles
<b>Write Community Engagement Plan</b>	The MAPC team will create a detailed plan outlining the procedures and processes for engagement and outreach throughout the Boston Urban Agriculture Strategy.	October - January	MAPC staff – draft Engagement Plan  GrowBoston staff – review
<b>Conduct Stakeholder Analysis</b>	The MAPC team will work with the project partner through a stakeholder analysis and power mapping exercise to understand how to reach community members.	October - January	MAPC staff – facilitate  GrowBoston staff – provide input and connect to resources
<b>Create Neighborhood Committee Outreach and Meeting Plan</b>	Develop outreach plan to recruit neighborhood steering committee members and begin to develop a more detailed plan and/or agendas for neighborhood committee meetings.	January – April	MAPC staff – plan outreach and create materials  GrowBoston staff – support outreach

## Developing City-wide Urban Ag. Strategy

### Guiding Questions

- What policies, strategies, and practices do the City of Boston and partner organizations currently employ to promote coordinated establishment, maintenance, funding, programming and other supports to encourage food production in the City of Boston?
- What policies, strategies, and practices might the City of Boston and partner organizations adopt to promote coordinated establishment, maintenance, funding, programming and other supports to encourage food production in the City of Boston?

Engagement Task or Activity	Description	Timeline	Roles
Interviews with City staff (5)	Create template(s) to support PH staff with conducting interviews. PH staff will conduct interviews with staff from City departments (and possibly relevant CBOs) to understand issues, needs, opportunities, solutions, and current activities related to food production in Boston and in each of the four priority neighborhoods.	January - February	CE MAPC staff – develop templates (interview guide)  PH MAPC staff – conduct interviews
City of Boston Meetings	The project team will convene 3 meetings with City of Boston departments, who will advise the urban agriculture strategy development throughout the process.	February - November	MAPC staff – develop content and lead meetings

# Planning for Neighborhood Engagement

## Guiding Questions

- What are the values associated with urban agriculture in each neighborhood?
- What are the cultural relationships to food in each of the neighborhoods?
- How can we engage residents in each neighborhood to co-create a strategy for promoting urban agriculture?

Engagement Task or Activity	Description	Timeline	Roles
<b>1<sup>st</sup> Neighborhood Committee Meetings in each neighborhood</b> <i>(Pending discussion)</i>	An initial onboarding Neighborhood Steering Committee will be convened. The first meeting will have the following objectives: <ul style="list-style-type: none"> <li>• Introduction and setting group agreements</li> <li>• Providing an overview of the project</li> <li>• Initial input on community values and neighborhood outreach</li> </ul>	April	MAPC – draft materials for meetings and facilitate  GrowBoston staff – support meetings
<b>2-4th Neighborhood Committee Meetings</b>	The 2-4th meetings will focus more on planning the community events in each of the four priority neighborhoods, developing the outreach plan for the events, and preparing neighborhood committee members to conduct informal engagement in their communities.	May– August	MAPC – draft materials for meetings and facilitate  GrowBoston staff – support meetings
<b>Refined plans for 4 Neighborhood Events</b>	The MAPC team will work with the Neighborhood Committees to create detailed plans for the events in each of the four neighborhoods. These plans will include interactive engagement activities to gather input from residents about urban agriculture in their neighborhoods. The events will also include arts and culture components with local partners.	July	MAPC – draft event plans  GrowBoston staff and Neighborhood Committee – provide feedback

# Hearing Neighborhood Priorities

## Guiding Questions

- What opportunities do you see for urban agriculture in your neighborhood – WHERE and HOW?
- What are your priorities for urban agriculture in your neighborhood – WHERE and HOW?
- What are the barriers to increasing urban agriculture in your neighborhood?
- Based on our research about best practices in urban agriculture, which strategies would best fit your neighborhood?

Engagement Task or Activity	Description	Timeline	Roles
(1) Event for each Neighborhood	The project team will work with the Neighborhood Committee in each neighborhood to hold a neighborhood-wide event, including an arts and culture component.	August – September	All – staff event (roles tdb) GrowBoston and Neighborhood Committee – lead outreach
(1) Follow-up Neighborhood Committee meeting for each <i>(Pending discussion)</i>	MAPC will lead a final Neighborhood Committee meeting to reflect on the event in each neighborhood. The meeting will include a reflection on the event and sharing back a draft of the synthesis and recommendations resulting from each event.	September – October	MAPC staff – facilitate GrowBoston staff – provide input and connect to resources
Synthesis of community input	A summary and synthesis of the community engagement process will be written by the end of the project. This summary memo will describe the engagement methodology for future reference and provide analysis of qualitative input that can be integrated into final neighborhood recommendations	September – October	MAPC staff – draft GrowBoston staff – review