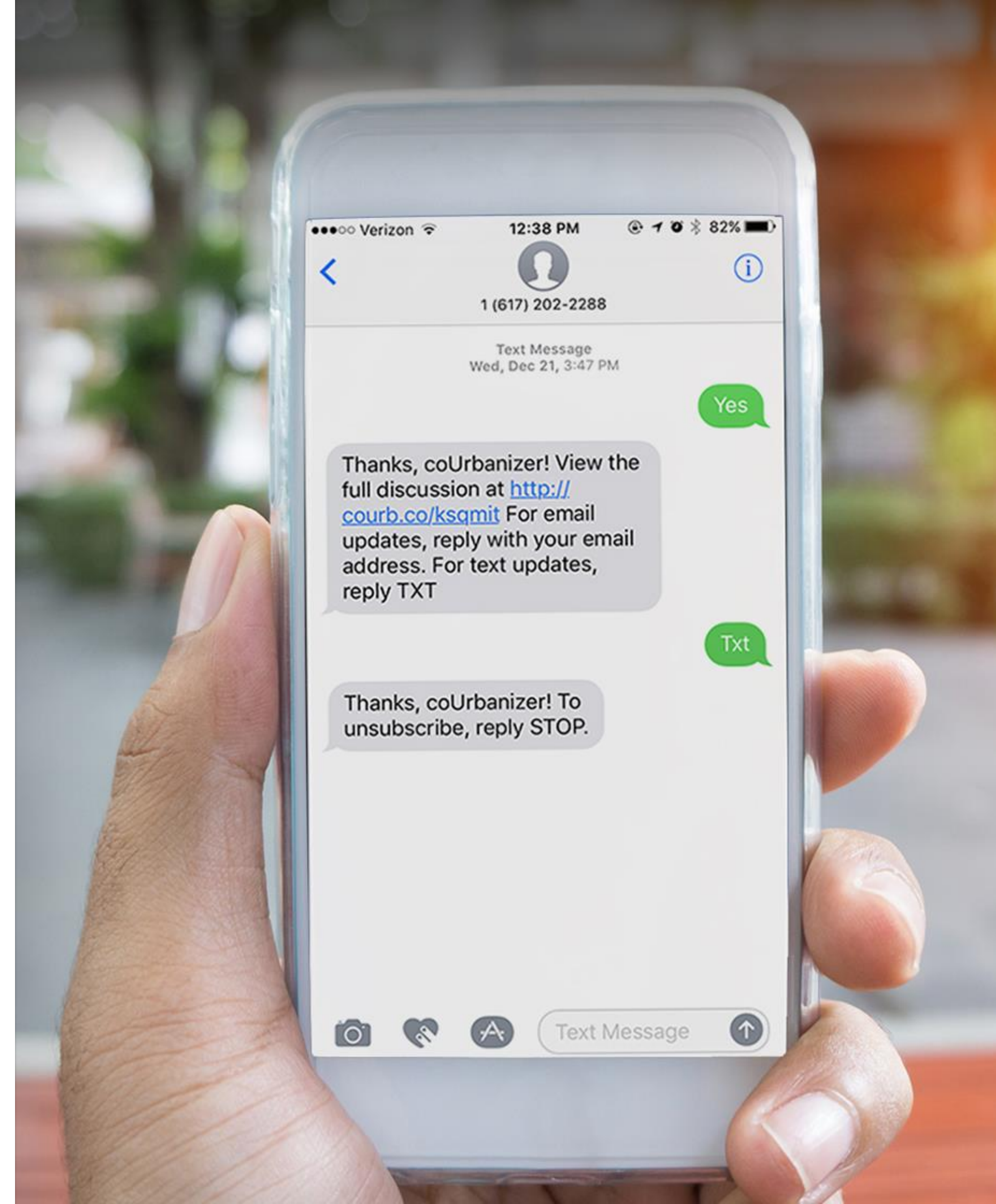


Engaging the Public

Changing our Relationship
with the Community

Darcy Jameson

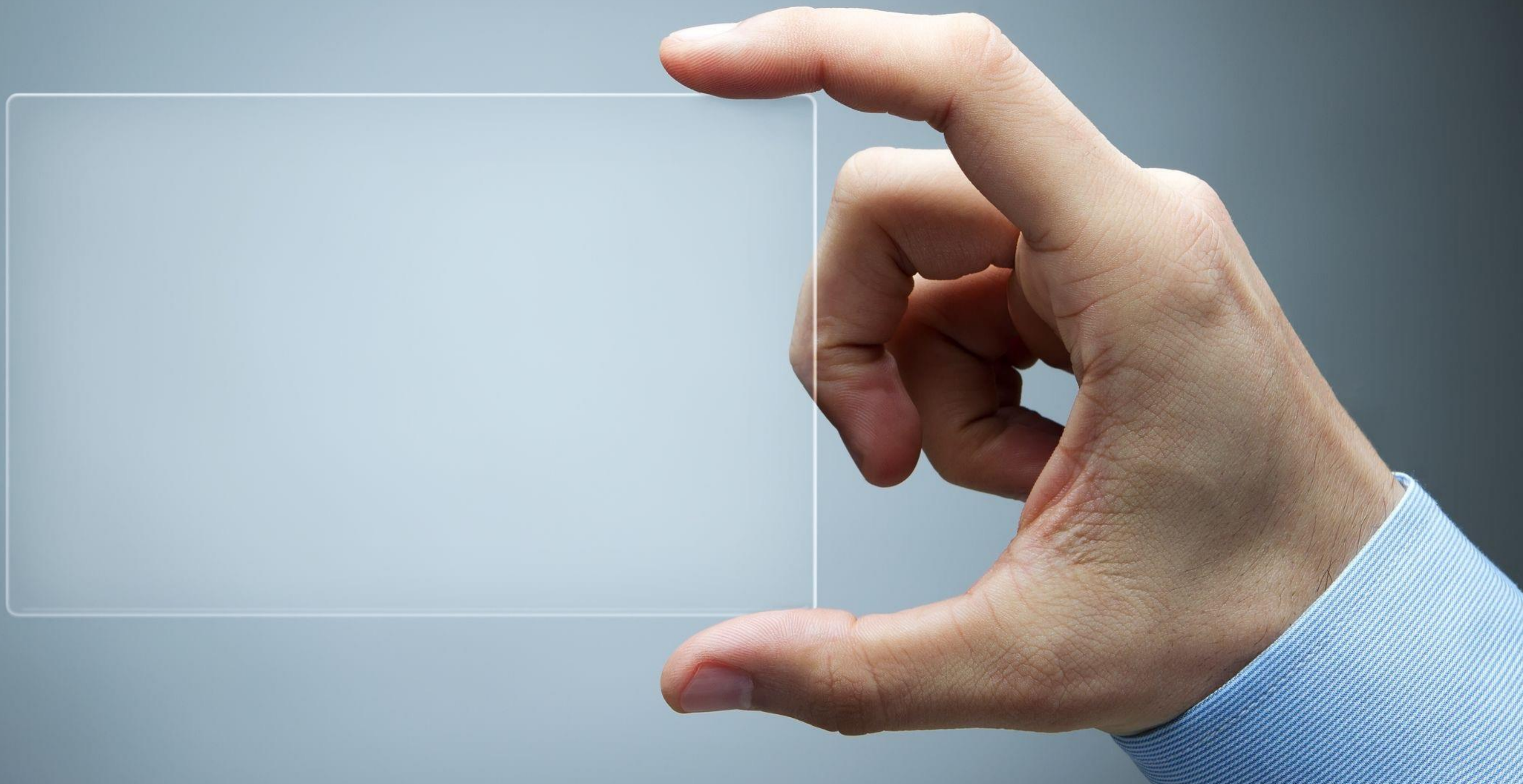
| **BEACON** |
communities



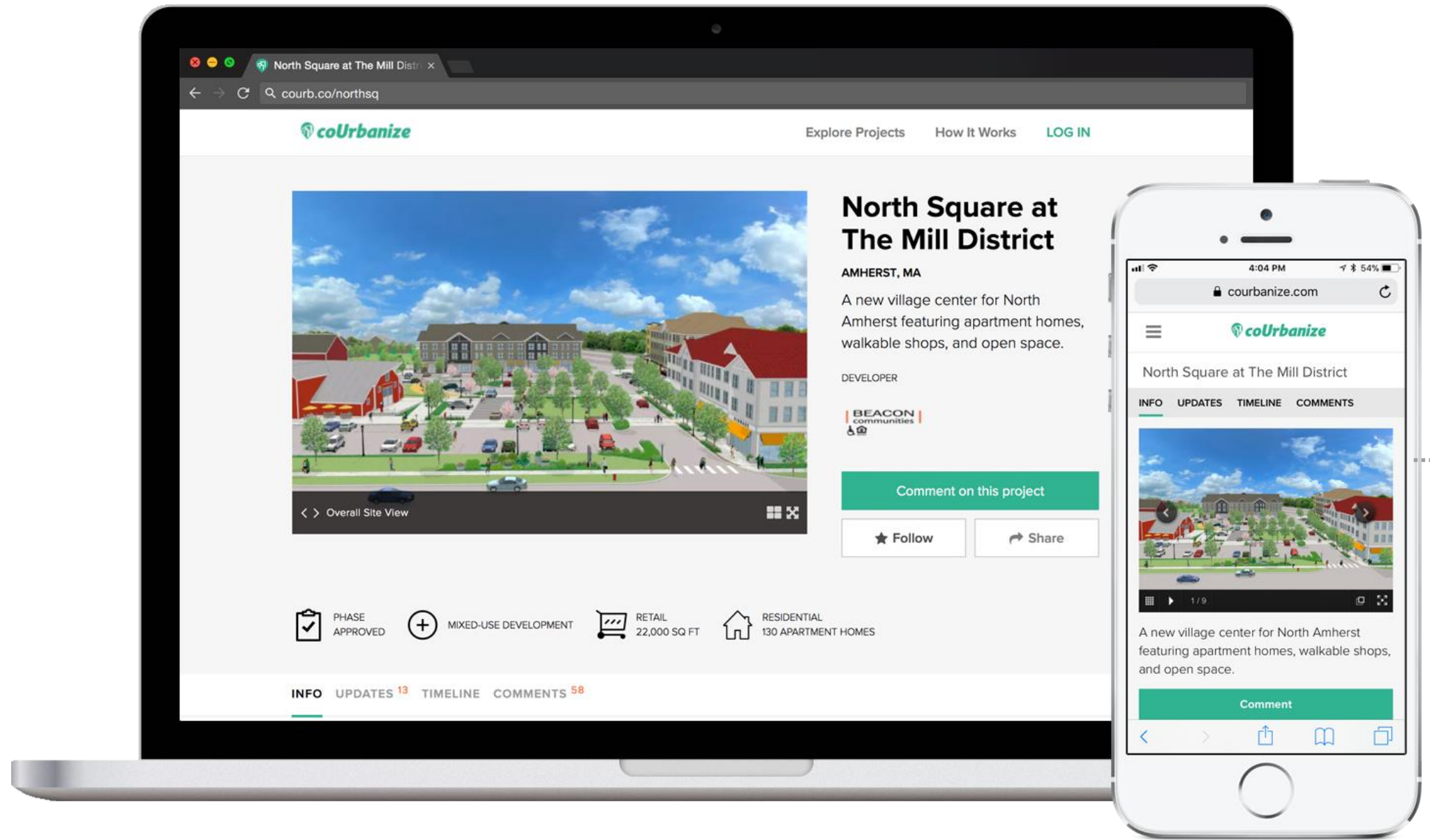




Controlled Transparency



Accessible Information



Project Background

Timeline

Updates sent via Email or Text

Documents

Forum moderated by coUrbanize

Authentic Communication



Katherine Schmeiser

Dec 6, 2016

Small play area

It would be great to have a small, safe, play area for kids to play while adults gather, relax, and have coffee/treats. All the parks in Amherst are so isolated from food/adult entertainment.

 SUPPORT

4 SUPPORTERS

 FLAG  Share



Beacon Communities

Dec 8, 2016

Thanks for your comment Katherine! We just added a rendering that shows an expanded view of the play area. Check it out and let us know what you think. We'll also be at Town Hall tonight at 6:00pm, presenting the project at a Public Zoning meeting. We'd love to meet you if you have time to stop by!

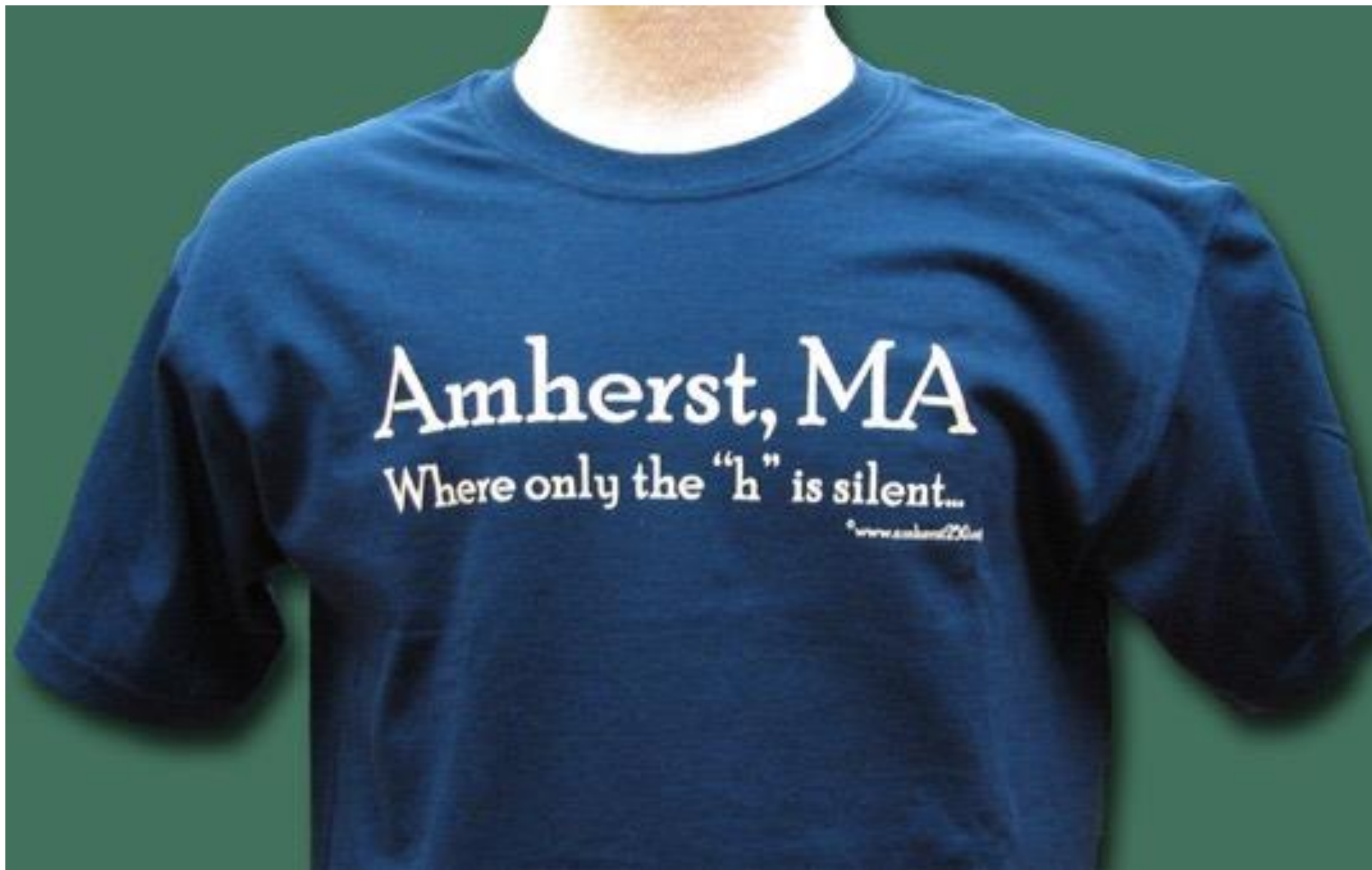
 SUPPORT

1 SUPPORTER

 FLAG  Share

Activated Audiences





Something new could be brewing over here.

What kinds of restaurants and shops would you like to see in this spot?



Text your idea to:
(413) 200-3024

North Square at the Mill District

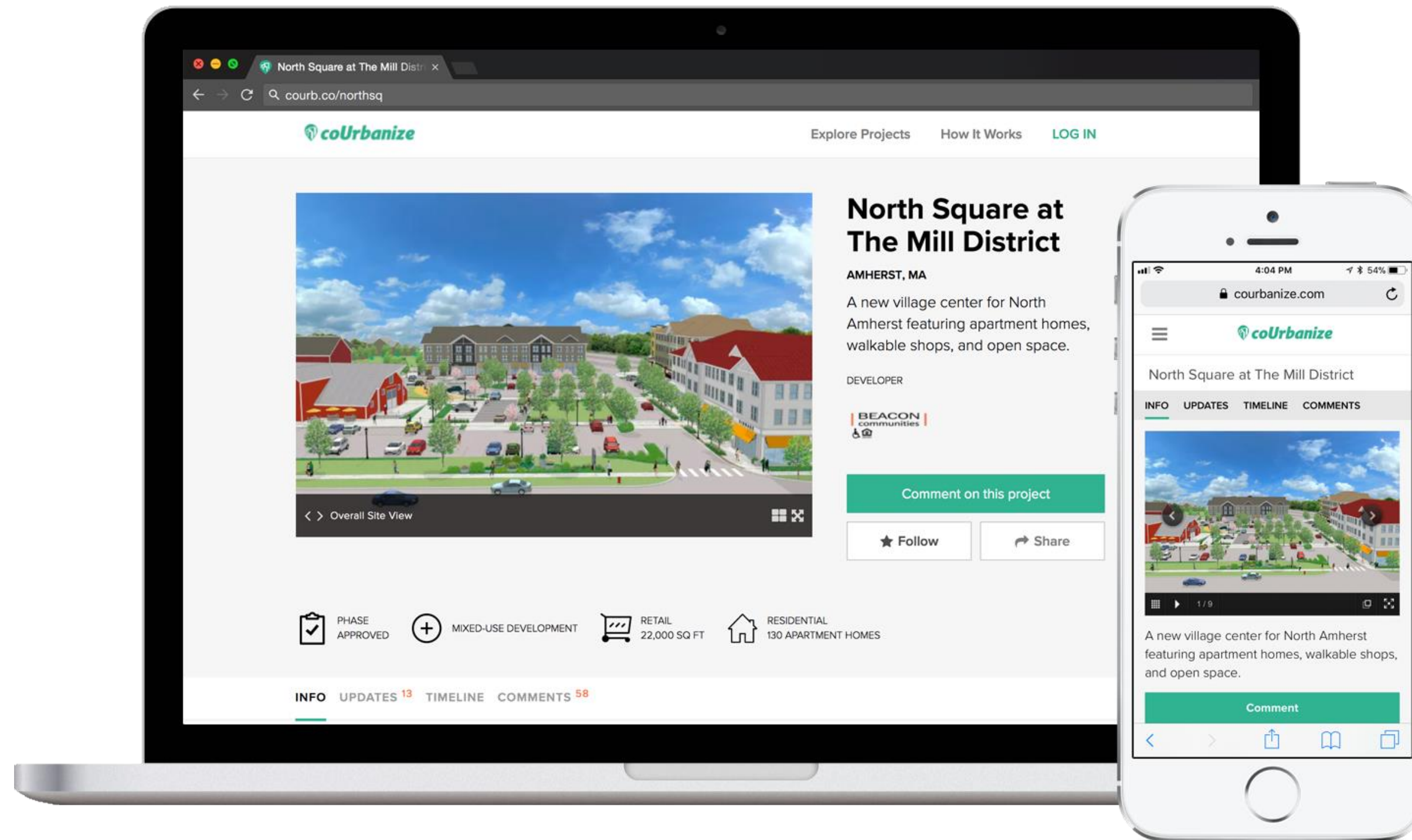
see your idea and what others are saying at [equilibriumblog.com](#)



BEACON
COMMUNITIES

powered by Equilibrium





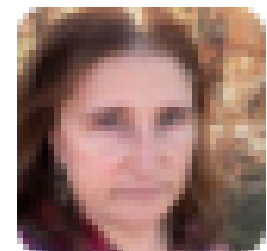
Demo: courb.co/northsq



Small play area

Dec 06, 2016 by [Katherine Schmeiser](#)

It would be great to have a small, safe, play area for kids to play while adults gather, relax, and have coffee/treats. All the parks in Amherst are so isolated from food/adult entertainment.



Cobenefits to students and town residents

Dec 11, 2016 by [Laurel Dickey](#)

Developing this area with mixed income housing and retail would greatly benefit both students and town residents. Students are an asset to the town, and we need to be sure to provide them with needed housing and amenities.

Fold into the Public Record

coUrbanize

Outreach Report | courb.co/crystal | June 28, 2018

Audience Reached

1,691 Unique Visitors

726 Comments

264 Followers

Community Sentiment

69%
POSITIVE

20%
NEUTRAL

11%
NEGATIVE

Engagement Over Time

726 ▲73 LAST 30 DAYS

Poll: Corner Building

What improvements would you prioritize at the corner of 18th and Crystal Drive?

36% Outdoor dining space

33% More evening/weekend activity

18% Improved Metro access

7% Outdoor community events

7% No other changes

coUrbanize

Comments by Topic

Plantings

arket/food hall/artisan market w/ rotating vendors

entertainment options and more lush/intimate green spaces Crystal City. This is a robust project that would bring an transformation to this part of Crystal City. Please let us how cated community, can help make this happen as fast as rday!

ixed programming, fun (adult-Ready) swings - sense of

ubs

ponent? Micro community garden? Vertical gardening?

connecting real estate developers & municipal planners with the community.
n | 745 Atlantic Ave. Boston, MA 02111 | +1-888-562-9952

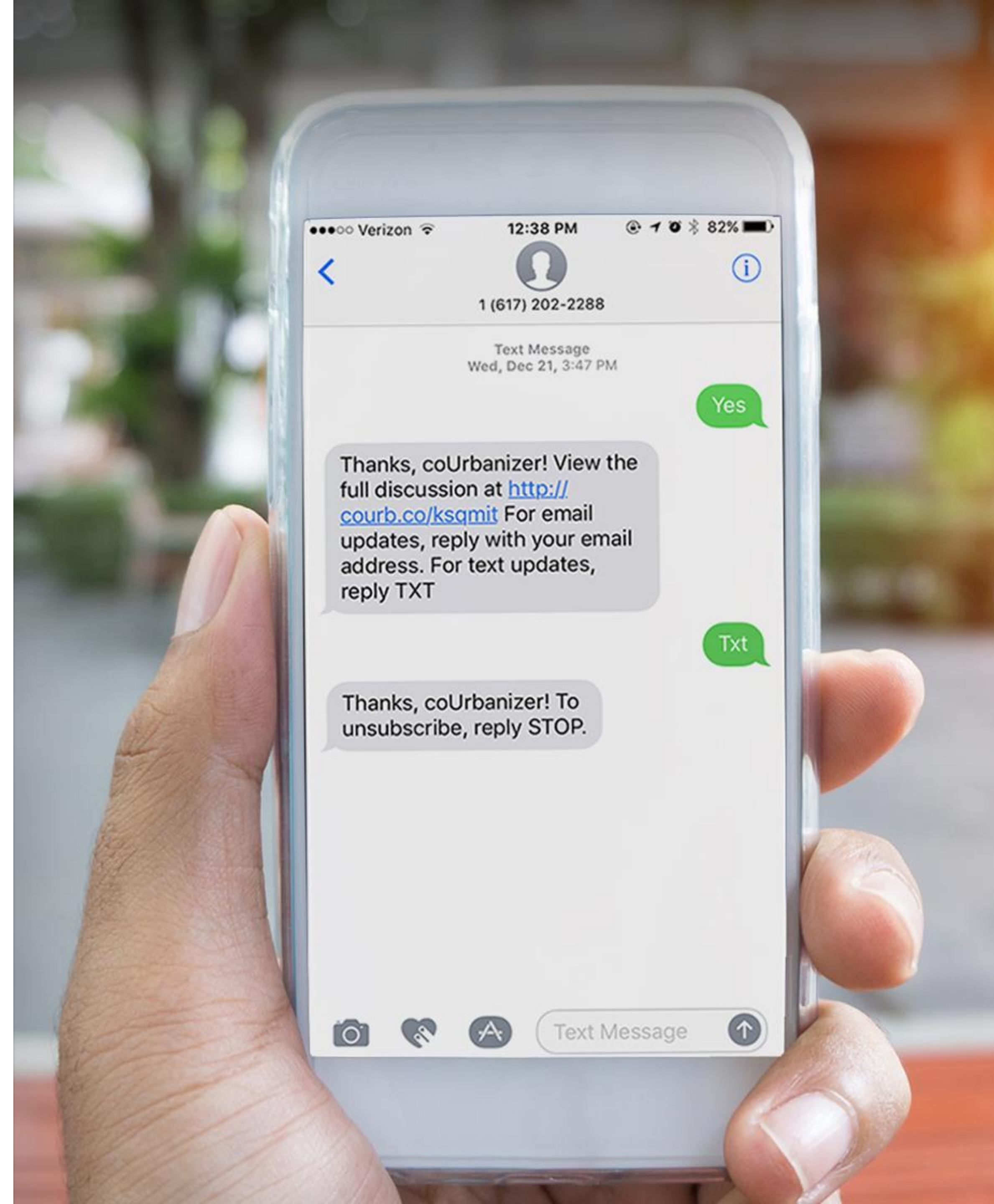
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Engaging the Public

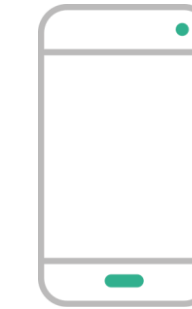
Changing our Relationship
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communities

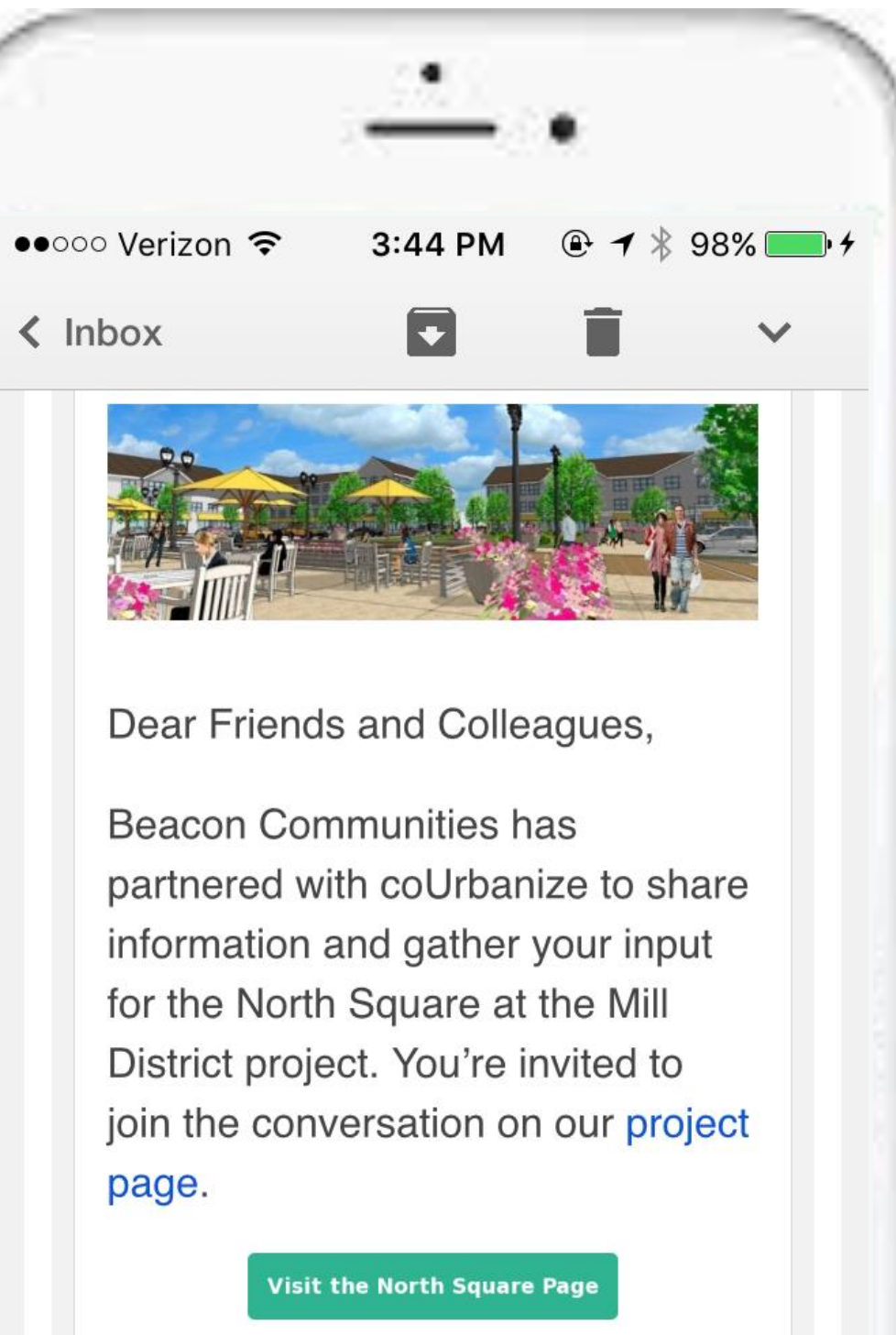


Appendix



What if North #Amherst had its own town square with pedestrian-friendly shopping & housing?

courb.co/northsq



Something new could be brewing over here.

What kinds of restaurants and shops would you like to see in this spot?



Text your idea to:

(413) 200-3024

North Square at the Mill District
See your idea and what others are saying at courb.co/northsq



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