



9:00 - 9:15 AM

Breakfast & Registration

9:15 - 9:20 AM

Opening Remarks

Rick Dimino, A Better City
Irene Figueroa Ortiz, A Better City

9:20 - 9:40 AM

Presentations: Strategic Interventions, Big Impact

Claudia Paraschiv, Studioful
Mark Chase, Somerville Neighborways
Jennifer Lawrence, City of Cambridge
Erica Quigley, Heyday Collaborative
Melissa Woods, City of Somerville

9:40 - 10:30 AM

Breakout Sessions

Parklets
Pavement Murals
Wayfinding Signage
Pop-Up Parks
Pedestrianization & Programming

10:30 - 10:50 AM

Open Session & Break

10:50 - 11:25 AM

Roadmaps Presentations

11:25 - 11:30 AM

Closing Remarks

Irene Figueroa Ortiz, A Better City



AGENDA

ROUTES TO PLACEMAKING WORKSHOP