Slide 1

Before the session begins…
We'd like to get to know you.
In the questions panel answer any or all of these questions

Where are you logging in from today?

What is one expectation you have for today's training session?

What is one thing you already know about today's topic?

knowledge

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Slide 2

Strategies to Meaningfully Engage Stakeholders in Revitalization Planning: Effective Participatory Planning Techniques

NR007WT

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Working Together for Strong Communities

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Susan J. Harden, FAICP, CNU-A, LEED AP
Managing Principal | Circlepoint

- Urban planner, engagement strategist, and facilitator
- Experience in public, private and non-profit worlds
- Co-author, _"Placemaking on a Budget"_
- Adjunct Faculty at University California Irvine

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Course Objectives

- Explore a variety of public engagement techniques and tools
- Reinforce understanding of why a variety of techniques are important
- Understand when and why they may be effective

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Warm-up Brainstorming Exercise!

MY FAVORITE ENGAGEMENT TOOL OR EXERCISE!!! (padlet.com)

What is a favorite community engagement tool or exercise you have used or been a part of?

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The Right Tools Maximize Participation & Impact

Large Group Workshops	Small Group Focused	Topic-Based Engagement
Place-Based Tools	Tactile – Physical	Social-Celebratory
	Online-Virtual-Tech	Go-to-Them

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Selecting Involvement Techniques

- **What are the objectives for the effort?**
  - What information do you need? Why?
  - What do you want to share? Why?
  - Why are you involving the community?
  - Who is/are your primary audience?
  - What is the anticipated level of decision power?

- **What limitations do you have?**
  - Time
  - Budget
  - Resources
  - Expertise
  - Politics

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Selecting Involvement Techniques

- **Match objectives & audiences with involvement techniques**
  - What are the best techniques to <u>meaningfully engage</u> them?
  - What are the best techniques to <u>meet your objectives</u>?
  - How can you make it <u>interesting and fun</u>?
  - High-tech or low-tech or both?
  - Formal or informal or both?
 - What "go to them" ideas?

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The Right Tools Maximize Participation & Impact

Large Group Workshops · Small Group Focused · Topic-Based Engagement · Place-Based Tools · Tactile Physical · Social-Celebratory · Online-Virtual · Go-to-Them
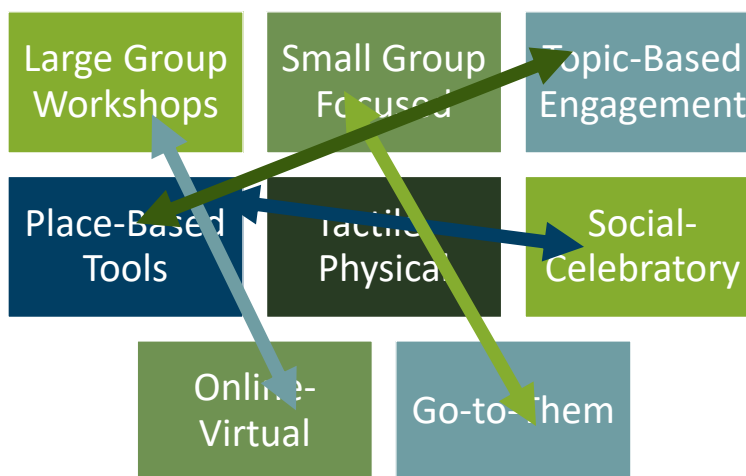
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All Participation Should ...

- *Be Meaningful*
- *Be Inclusive & Accessible*
- *Be Transparent*
- *Be Educational*
- *Be Diverse*
- *Use Active Listening*
- *Encourage Dialogue*
- *Be Fun*

REF: NW006WT - Foundations

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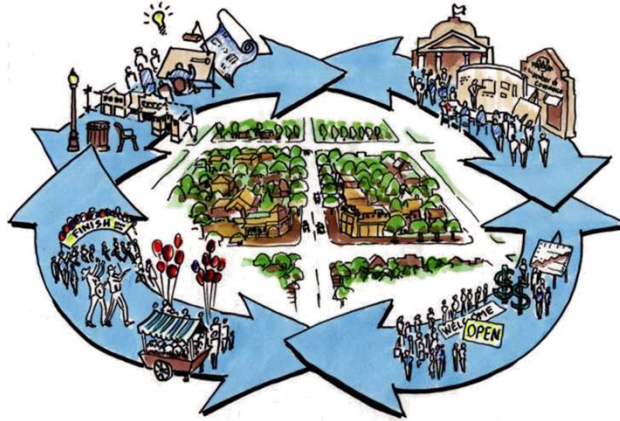
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LARGE GROUP

- Workshops
  - Post-it Note exercises
  - Sticky dots
  - Small group breakouts
- Open Houses
- Design Charrettes
- World Café
- Open Space Meeting
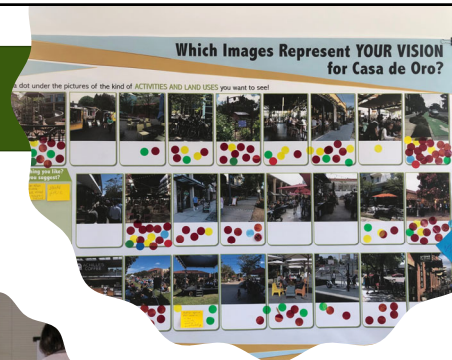
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POST-IT NOTE EXERCISES

- *One thought per Post-It Note*

- *Post-It Notes on the wall, clustering similar ideas*

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OPEN HOUSES

- Open house guide
- Displays and stations with alternatives/concepts
- Staff available for discussion
- Self-running presentation of existing conditions, analysis, and process
- Community ranking / evaluation forms
- Bilingual materials and conversations
- Indoor or outdoor
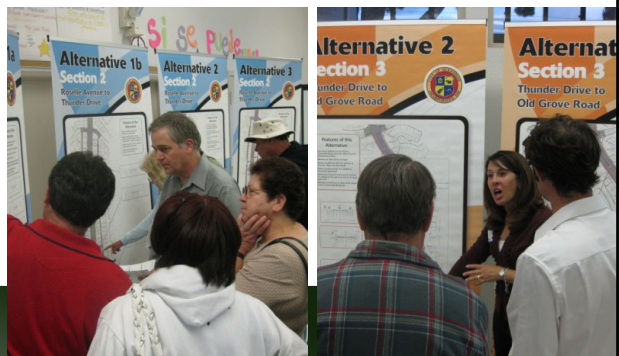
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Design Charrette

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World Cafe

set the context

create hospitable space

share collective discoveries

explore questions that matter

An Integrated Set of Design Principles for Hosting Conversations that Matter

listen together for insights

encourage everyone's contributions

connect diverse perspectives

WELCOME TO THE WORLD CAFÉ
Hosting Conversations That Matter
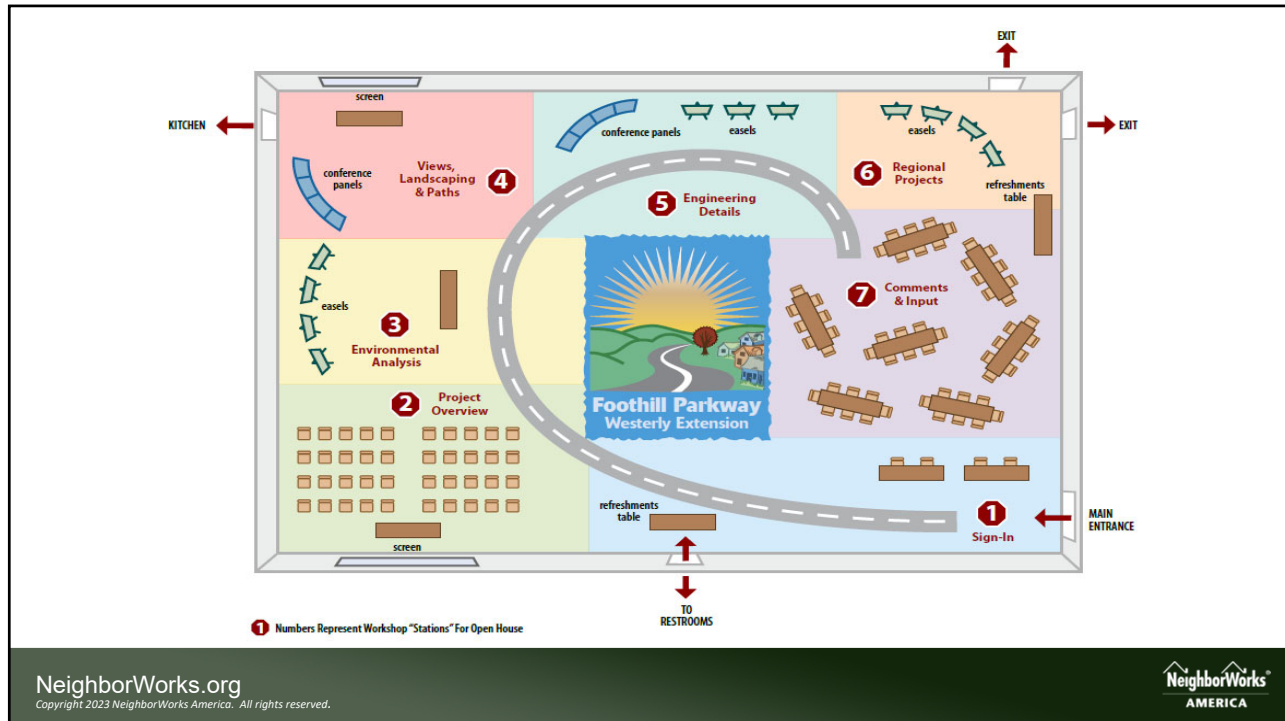
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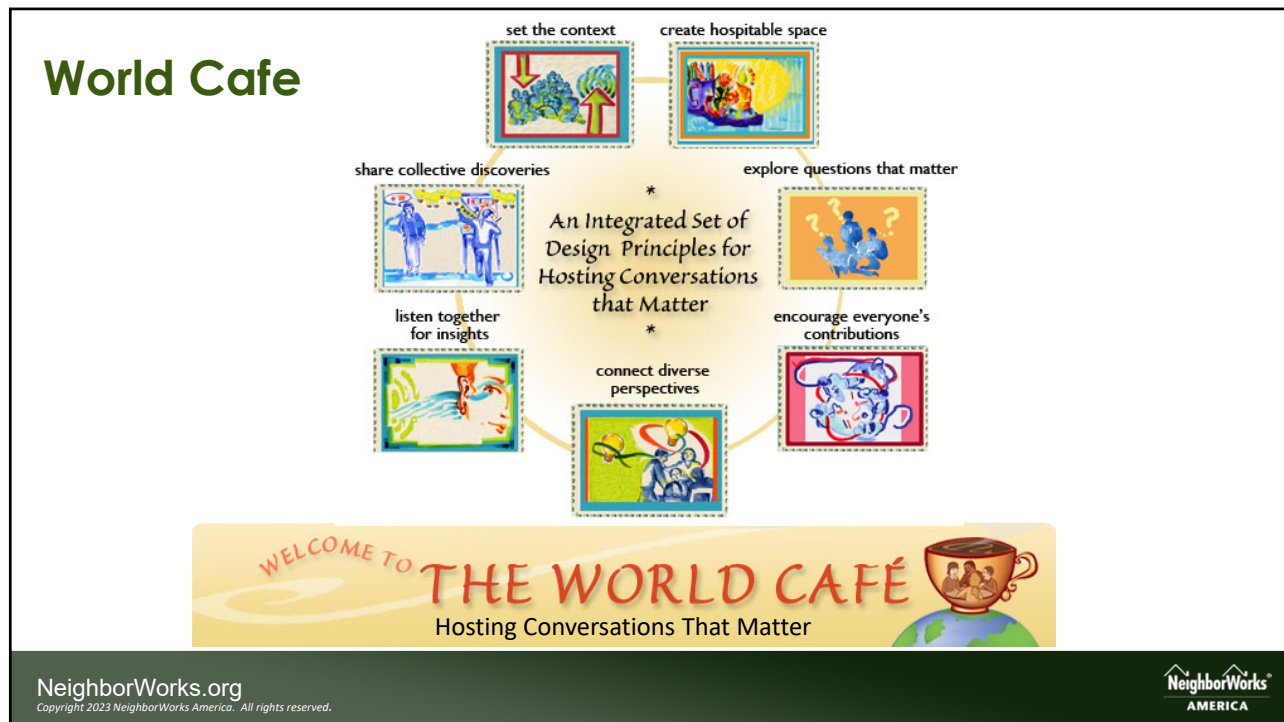
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World Café

- Assign table hosts
- Groups of 4-6 seated at café-style tables
- "Menu" of pertinent topics and questions at each table
- Participants rotate tables for additional conversation – cross-pollination
- Placemats/paper used to record ideas and displayed
- Table host stays at the table to help make connections and greet new guests

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Small Group

- Committees
- Advisory groups
- Blue ribbon panels
- Focus groups
- Task forces
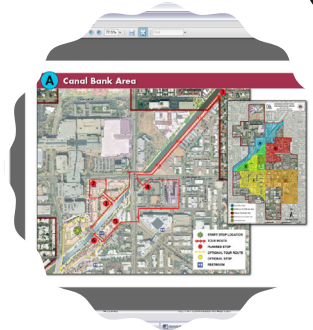- Interviews

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Topic Focused

- Conferences
- Summits
- Forums
- "Expert" panels
- Speakers bureaus
- Educational speakers/ keynotes

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Place-based

- Walking audits
- Walking tours/block walks
- Bus tours
- Bike tours/rides
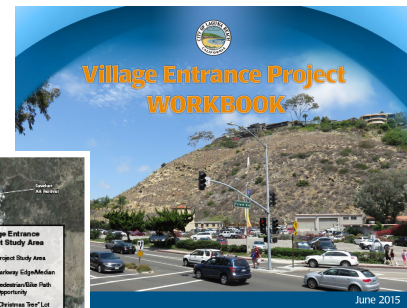- Site visits
- Virtual tours
- Scavenger hunts

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Tours/Site Visits

- Open to entire community
- Integrate into planning effort to educate/inspire
- Guide prepared
  - Maps, information, photos
  - Space for notes
- Guest hosts at each site

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Walking Audits

- Focused on identifying obstacles for pedestrians
- Participants used an audit form to record responses
- Informal discussions at various locations
- Improvements for mobility and livability discussed
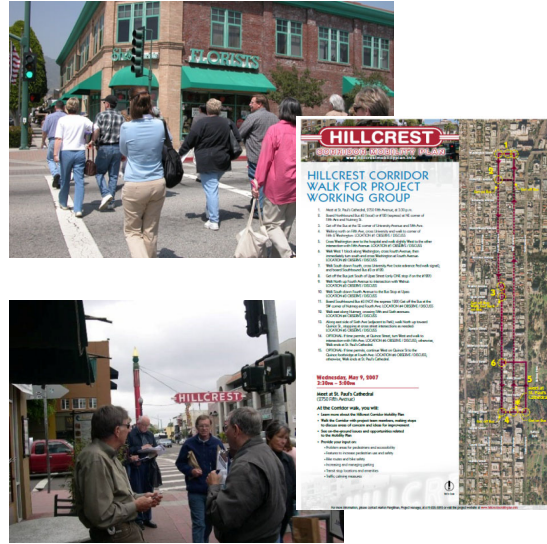
Hillcrest Avenue - San Diego, Ca

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Demon-stration Projects

"Tactical Urbanism"

Go Human Open Streets & Safety Pop Up Events (Long Version) - Bing video

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Social-Celebratory-Events

- Porch/backyard talks
- Coffee klatches
- Block parties
- Storytelling
- Festivals
- Movie night!
- MORE!

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Backyard / Porch Talks

- Series of meetings in residents' backyards or porches

- Often "hosted" by residents

- Informal setting allows for intimate dialogue

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Block Party

- Relaxed atmosphere
- Informal discussions in multiple languages
- Volunteers & staff record community comments
- Interactive displays & exercises
- Family activities
- Food & music

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Tactile – Physical Activities

- Games
- Collages
- Camera exercises
- Mapping
- Legos/blocks
- Logo contests
- Place-it/City As Play

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Youth-Designed Logo

- 75+ High School Students
- Graphic Design & Art Classes
- Incorporated into curriculum
- Promote image for "downtown"

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Place-It / City As Play

James Rojas

James Rojas: City as Play 6-Step Design Workshop on Vimeo

Premise: there are hundreds, or probably, thousands of random, tiny and colorful objects that represent the spaces of our imagination, which can be combined and organized to express city-building ideas.

- Step 1: Organize your materials, space, time & attitude
- Step 2: Ask a great question!
- Step 3: Provide loose rules.
- Step 4: Build
- Step 5: Share
- Step 6: Synthesize

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"PLACE IT" INDIVIDUAL EXERCISE:

- Collect 10-15 small, random items from the room that you are in. Clear a space on your desk, lap, or table.

- What Does Your Ideal Public Plaza Look Like? Take a 3-4 minutes and **build.**

- Volunteer to share some features of your ideal plaza. (If you are savvy enough, paste pictures into the chat.)

- *Pencil/pen*
- *Eraser*
- *Post-it*
- *Mouse*
- *Cord(s)*
- *USB drive*
- *Magnet*
- *Water bottle lid*
- *Paper clip*
- *Binder clip*
- *Other office supplies*
- *Earring/bracelet*
- *Desk/shelve accessories*
- *Food wrappers*
- *Other????*

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"Box City" – 1994,
Washington Wheatley Neighborhood.
Kansas City, MO

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"Go To Them"

- Door to door
- Storefront drop-ins
- Existing meetings
- Meeting in a box
- Event tables/pop-ups

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Event Tables/Pop-Ups

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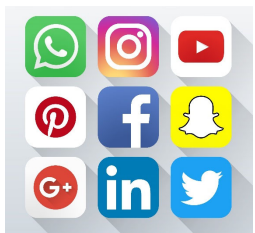# Candy Chang – Interactive Street Art

Candy Chang » I Wish This Was

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Virtual-Tech-Online Tools

- Traditional websites
- Online surveys
- Polling
- Text surveys/questions
- Social media
- Telephone Town Halls

- **Online Meeting Platforms:**
- Zoom
- Go to Meeting
- Microsoft Teams
- Google
- Skype
- Webex
- *Other!*

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Sampling of Virtual Tools…

- Publicinput
- Mural
- Co-urbanize
- Crowdbrite
- Neighborland
- Konveio
- Textizen

- Thoughtexchange
- Civil Space
- Granicus
- MetroQuest
- Harvest Digital Planning
- Socialpinpoint
- Community Remarks

- *Jamboard*
- *Padlet*
- *Synth (audio)*

Plan RC Virtual Workshop - PublicInput.com

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The Right Engagement Tool!

The Right Engagement Tool! (padlet.com)

Reference a situation or project which would be appropriate to use each tool listed (or when it would <u>not</u> be appropriate to use)

It's ok to be specific if you have a project or effort now!

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In Closing…

• Think about why you are using a particular tool or technique

• If possible, employ more than one tool to attract different people and get different types of input

• Be creative and experiment

• Look for inspiration and adapt other tools

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Additional Webinars in This Series

- *NR006WT Strategies to Meaningfully Engage Stakeholders in Revitalization Planning:* Foundations

- *NR008WT Strategies to Meaningfully Engage Stakeholders in Revitalization Planning:* Public Participation Plans and Evaluation

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Thank You!

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