Community Engagement for Communities of Color

Project: High Speed Rail
Project Partners: City of Bakersfield, SOM, High Speed Rail
Location: Bakersfield Senior Center
Understanding Communities of Color

- Social Cohesion
- Belonging

Urban Planning: People-Based not Design-Based
Place IT’s Planning Approach

• Personal Narrative
• Local knowledge
• Aspirations

Celebrate the Community’s Landscape
Begin with Storytelling

Project: Redesign of the Buchanan Mall around public housing
Partners: Exploratorium, Trust for Public Land, SF Rec and Parks
Location: San Francisco Western Addition
Storytelling Embeds Personal History into the Project/Plan

Validates

• Who we are

• What we bring to the table

• Where we Belong

Get Personal!
Perspectives To Consider:

- Long-Term versus Short-Term
- Community versus Individual
- Female versus Male
- Time: Only One Hour!

Healing Process:
Embrace the Struggle, Hurt and Doubt
Encourage Bonding: Mother and Daughter

Project: Build Your Ideal Oklahoma City
Partners: ULI
Location: Oklahoma City
Humanize the Planning Meeting

• Safe, Comfortable Space
• Collaborative not Competitive
• Meet POC’s where they are physically, socially, and mentally

No Technical Language: Maps, ppt or numbers
Art-Based Planning

• Imagine
• Construct
• Reflect

Transforms ideas and emotions into physical realities!
Play Planning

- Relaxes participants (no failure)
- Encourages Inquiry & Experimentation
- Removes age barriers and Promotes Multi-Generational sharing

Prototype new concepts
Encourage Multi-Generational Bonding

Project: Community Outreach Training
Partner: Communities for a Better Environment
Location: East Oakland
15-minute Ice Breaker: Reflective Prompt!
Reconstruct your favorite childhood memory.

Not opinions!
Project: Active Design for New York City Schools Teacher Training
Partners: NY City Health Department, NY City School District
Location: Manhattan

Infinite Possibilities
Why Objects?

• Think beyond words
• Broaden communication
• Be creative
Build Your Favorite Childhood Memory

Project: Place It training
Partners: IOBY and Hunter College
Location: New Your City
Why Build?

• Break-down barriers
• Unlocks Personal Knowledge
• Discover attachment to Place & Why planning matters

Participants realize they are the experts on their own environments!
Realization:
“I didn’t know what I knew until I built it.”

Project: Pedestrian Safety, Create your ideal Street
Partners: LA Streets Blog
Location: Boyle Heights
Problem-Solving
Tell Us your childhood memory in 1 minute

Project; Transportation Equity
Partners: Untokening California
Location: Los Angeles
“My Grandmother doing my hair.”

Project: Develop projects for Crowd Funding
Partner: IOBY
Location: Pittsburgh
Project: Water Conservation “Build Your First Memory of Water”
Partners: Berkeley Ecological Center
Location: Ed Roberts Center, Berkeley
Part 1. Reflection

• Validation
• Empathy
• Articulates values

Now we are ready to PLAN!
Part 2: Collaboration

Project: Participatory Budgeting for NYC Public Housing
Partners: Hudson Guild, Council Member Corey Johnson 3rd District, Borough Pres.
Location: Chelsea
Collaboration (20 Mins.)

• Learn how our ideas impact each other!
• Experience the power of Diversity (age, gender, race, income)
• Create a nurturing Community

We are stronger together!
“Build a City of belonging” in 15 minutes

Project: 2018 Space and Places,
Partners: Tulane Small Center, Ghel Institute, WXY Architects
Location: New Orleans
Collaborative Prompts:

Place-Based
- Neighborhood
- Street
- City
- Bike
- Pedestrian
- Park
- Housing

Issue-Based
- Health
- Economic Development
- Sustainability
- Equity
- Mobility
Project: Bike Planning in Williamsburg
Partners: El Puente, Transportation Alternatives
Location: Brooklyn
Project: Homelessness
Partners: McColl Art Center, City of Charlotte Urban Design Studio
Location: Charlotte
Health & Accessibility

Project: Community Conversations (Health & Art)
Partners: Smart Growth America, Michigan Fitness,
Location: CHASS Southwest Center, Detroit
Project: Teach High School Students Sustainability
Partners: South Coast Air Quality Management District, Salesian HS
Location: Los Angeles
1 – 2 minute Team Presentation

Project: Develop projects for Crowd Funding
Partner: IOBY
Location: Pittsburgh
Project: Redesign of the Rosa Parks Light Rail Station
Partner: Los Angeles METRO
Location: South LA
Synthesis:

• Interpret what was Built/Said
• List ideas or elements
• Evaluate
• Establish Collective Values

Collaboration Creates Innovation and Power
1-Hour Workshop Process:

Part One:
• Icebreaker
• Reflection
• Empathy
• Validation
• 15-30 minutes

Part Two:
• Collaboration
• Consensus-building
• Idea Generation
• 20-35 minutes
Document: Pictures, Notes, Video
Envisioning Communities through Interactive Models

Pop-Ups
Brea General Plan
Project: Folk Art Everywhere: Reimage Leimert Park
Partners: LA Cultural Affairs, Kaos Network, Esowon Book Store
Location: Los Angeles
Project: We Build This City, Reimagine the Grand Concourse
Partners: The Bronx Museum of the Arts
Location: Bronx
Project: Reimagine Chicago
Partners: Spontaneous Intervention, Chicago Cultural Center
Location: Downtown Chicago
Reimagine the Bronx River
Pop-UP: Urban Planning Career
Cash for College
LA Chamber of Commerce
Project: Public Engagement for Bike Planning along the Mississippi
Partners: Juxtaposition Arts
Location: Minneapolis
Project: US Pavilion World Urban Forum
Partners: US State Department, HUD
Location: Rio
Project: Watts House Project, Interactive model of Watts
Partners: Hammer Museum, Edgar Arceneaux, artist,
Location: Watts
Celebrate our city

Project: Open City, Reimagine Baltimore Interactive Model
Partners: MICA
Location: Station North, Baltimore
Planner’s Goals

• Build Relationships
• Listen & Learn
• Change attitudes
• Reframe Planning
• Change Outcomes
• Collaborate

Create Enduring Places
Community of Color’s Goals

• Build Planning Capacity
• Apply local knowledge
• Nurture a Planning Agenda
• Develop Leadership
• Encourage Self-Determination

Create a Healing Community
PLACE IT!
INTERACTIVE PLANNING

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