

# Place It: A new Hi-Touch Community Engagement and Visioning tool



# **Place It Hi-Touch Workshops and Interactive Models:**

- **Targets new constituents**
- **Promotes Collaboration**
- **Generates Solutions**

**Makes Planning Come Alive**

# **Hi Touch Theory: Everybody is a Planner**

- **Lived Experiences**
- **Remove all Barriers**
- **Equalize Participation**

# **Hi-Touch Method: Art-Making as City Planning**

- **Imagine**
- **Investigate**
- **Construct**
- **Reflect**

**Art Making Transforms  
Lives**

# **Hi-Touch Venue: Play**

- **Safe Space for experimentation**
- **Collaboration/negotiation**
- **Inspires**

# Workshop: Two Step Process

## Step One:

### Individual Activity

- Reflection
- Empathy
- Validation
  
- 15-30 minutes

## Step Two:

### Group Activity

- Collaboration
- Consensus building
- Generate ideas
- 20-35 minutes



## Task 1: Set Up

# Task 2: Ask a simple question?

- 
- **EXAMPLES**
  - **Build your favorite childhood memory**
  - **Improve your street**

# Task 3. Build for 15 Minutes

- **Inquiry**
- **Memories/Experiences**
- **Needs/Desires**

**Details that matter**



**Task 3. What do you like to do in the City?**



**Task 3. Build your favorite Childhood Memory**



**Task 4. One minute presentation**



# Breaking down barriers



# Mother and Daughters bonding through planning





**Bonding through story telling**

# Validation

**Who we are**

**Where we come from**

**What we value**

# Step Two: Collaboration



Detroit improving access

# Hi-Touch Collaboration:

- **Rewarding**
- **Innovative**
- **Based on personality type and working style**

*It's important to understand how our ideas impact others!*



**Taking it to the Streets**

# Step Two:

## Group Activity Challenges

### Tangible

- Mobility
- Urban design
- Bike
- Pedestrian
- TOD

### Fuzzy

- Health
- Economic  
Development
- Social Equity
- Sustainability



**1-2 minute team presentations**



**CONCORD: Vision Zero**



**CALGARY: Senior Citizens  
redesign a highway**

# **Collaboration**

## **Group Reflection**

- **What did we learn from each other?**
- **How did we work together?**
- **What did we learn about yourself?**

# Woman transforming Pershing Square

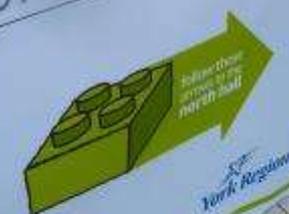






**BUILDING**  
**ROADS** **ONE**  
**THAT BUILD** **BLOCK**  
**COMMUNITY** **at a TIME**

forum **September 18, 2013** NORTH HALL  
6:30 p.m. to 9 p.m.



**GREAT STREETS**  
FOR THE PEOPLE OF NEW YORK

*New York Association*



# **Next Steps: Moving Forward**

- **Collect date**
- **One time activity to educate  
Participants**
- **Increase Social and Planning Capital**
- **Inspire Participation**
- **Kick off to Long Term Engagement**

# Visioning Communities through Interactive Models



Using the body as a  
planning tool





**Mexico: Planning in the Rancho**

# ELA Station Area Planning



# San Francisco: Reimage Columbus Avenue



# RE-IMAGINE Raleigh

A CREATIVE URBAN PLANNING PROJECT

FREE AND OPEN TO THE PUBLIC



Re-Imagine Raleigh invites the public (kids welcome) to reflect upon, explore, participate in, and craft the look and feel of the city. This project will engage the public in the urban planning process through a series of two interactive activities:

- Interactive model/map
- Workshops



**Larvin Rojas**, transportation planner and co-founder of the Latino Urban Forum, uses scaled models to engage community members in the discovery and creation of new urban configurations with an emphasis on more pedestrian-friendly environments.

This technique, conceived by Rojas, facilitates public participation in the urban planning process by using art as an interactive, creative medium to help people think about their community.

**SPARKcon**  
September 15-18 2011

[www.placeit.org](http://www.placeit.org)

Thursday  
September 15  
5pm-9pm  
(Workshop: 6-7pm)

Friday  
September 16  
5pm-9pm  
(Workshop: 6-7pm)

Saturday  
September 17  
10am-4pm  
(Open House)

Sunday  
September 18  
10am-2pm  
(Open House)

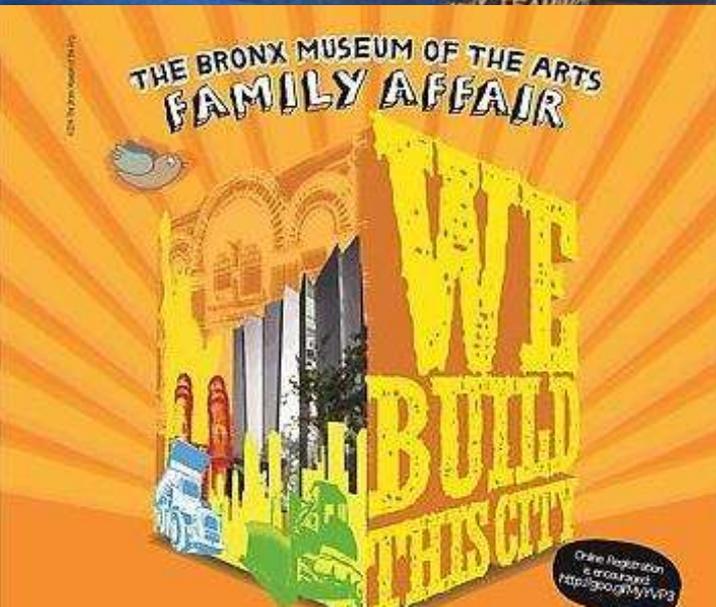
Get full schedule



**R**  
RALEIGH  
URBAN  
DESIGN  
CENTER

133 Fayetteville St  
Suite #100  
Raleigh, NC





# Twister or urban planning? The LA River





TORRANCE

SANTA ANA



- 2010 Projects
- Existing Metro Lines and Stations
  - Under Construction
  - Metrolink & Amtrak

Metro

ro

Ana  
ridor

id Rail

Corridor

California

# Client List Includes: Non-Profits, Art, Education and Municipalities

**Urban Planning Agencies**

**Parks and Recreation**

**Transportation**

**Health Departments**

**Youth Groups**

**Latino Organizations**

**Elected Officials**

**Museums**

**Art Galleries**

**Festivals**

**400 Workshops**

**75 Interactive Models**

**6,000 participants**

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**WWW.PLACEIT.ORG**

**"We do not quit playing because  
we grow old;  
we grow old because we quit  
playing."**

Oliver Wendell Holmes, Jr