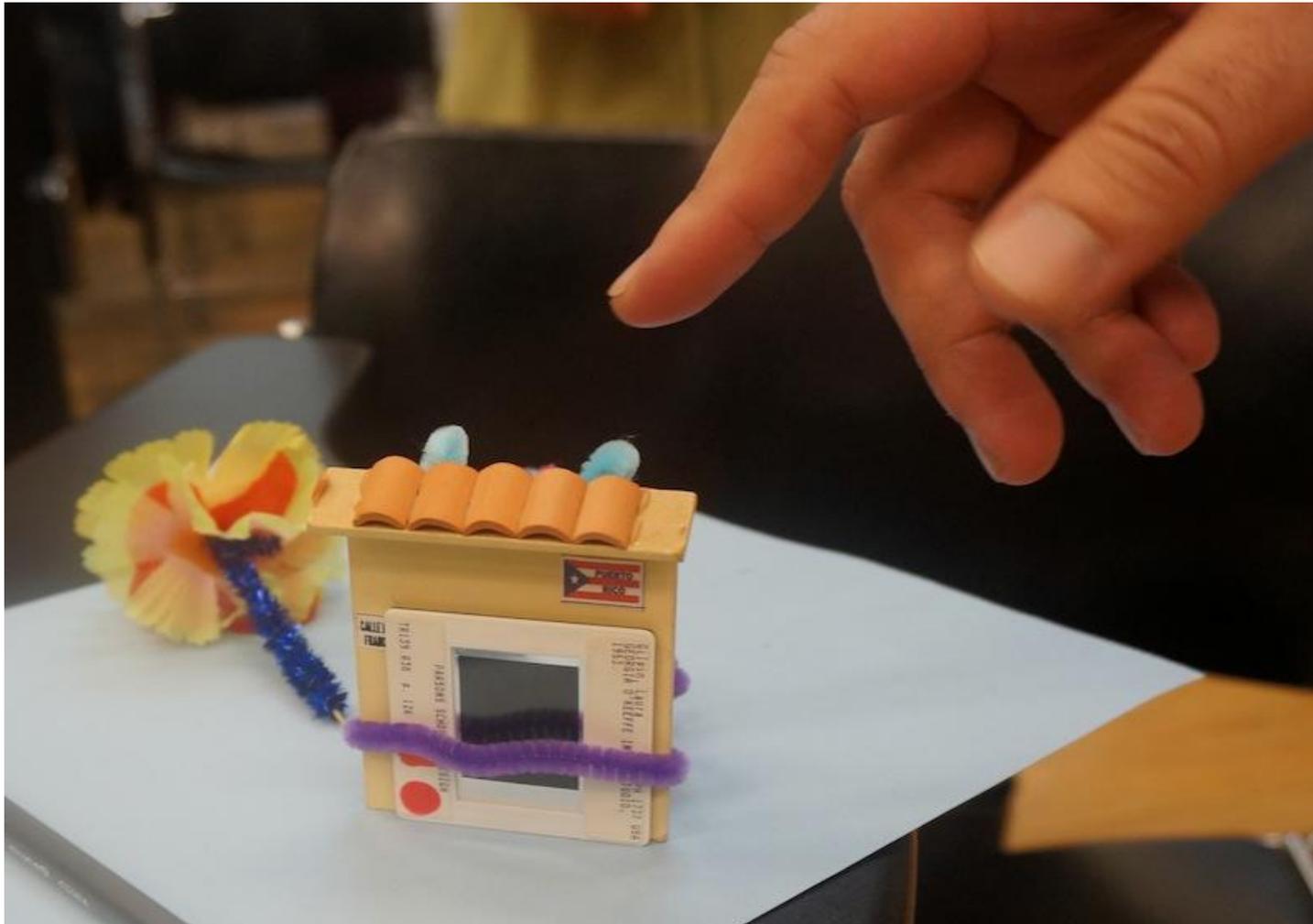


PLACE IT!

INTERACTIVE PLANNING



RETHINKING THE TOOLS OF ENGAGEMENT



FLIPPING THE OUTCOMES



RETHINKING THE TOOLS OF ENGAGEMENT /
FLIPPING THE OUTCOMES

RETHINKING THE TOOLS OF ENGAGEMENT / FLIPPING THE OUTCOMES

1. THE LIMITATIONS OF CURRENT OUTREACH METHODS

RETHINKING THE TOOLS OF ENGAGEMENT / FLIPPING THE OUTCOMES

1. THE LIMITATIONS OF CURRENT OUTREACH METHODS

2. HOW WE CHANGE THE TOOLS

RETHINKING THE TOOLS OF ENGAGEMENT / FLIPPING THE OUTCOMES

1. THE LIMITATIONS OF CURRENT OUTREACH METHODS

2. HOW PLACE IT! CHANGES THE TOOLS

3. HOW WE FLIP OUTCOMES

THE LIMITATIONS OF CURRENT OUTREACH METHODS

THE LIMITATIONS OF CURRENT OUTREACH METHODS

THE TWO MOST COMMON METHODS OF DOING OUTREACH

**1. WE'VE BAKED A CAKE. WHAT KIND OF
FROSTING DO YOU WANT?**

**WHY ARE YOU MAD?
EVERYONE LIKES CAKE**



MAYBE WE DIDN'T WANT CAKE IN THE FIRST PLACE



MAYBE WE WANT SOMETHING ELSE ALTOGETHER



2. WELL, WHAT DO YOU WANT THEN?

I WANT WHAT'S IN FRONT OF MY NOSE.



I WANT WHAT'S IN FRONT OF MY NOSE.

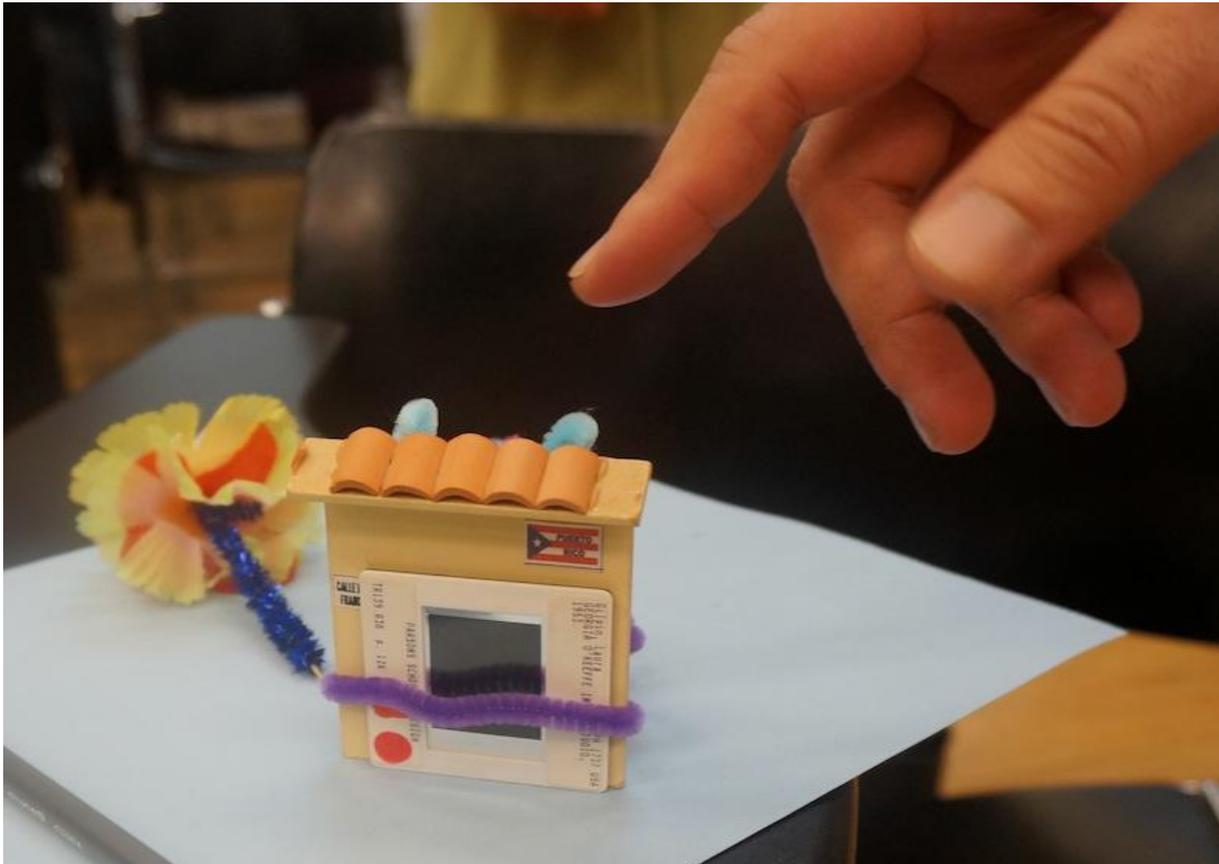


I WANT WHAT'S IN FRONT OF MY NOSE.



**IN NEITHER CASE DO WE GENERATE THE
KINDS OF SHORT- AND LONG-TERM
OUTCOMES WE WANT**

WE NEED TO RETHINK THE TOOLS OF ENGAGEMENT



2. HOW WE CHANGE THE TOOLS

WE TAP INTO PEOPLE'S CORE VALUES



WE TAP INTO PEOPLE'S CORE VALUES

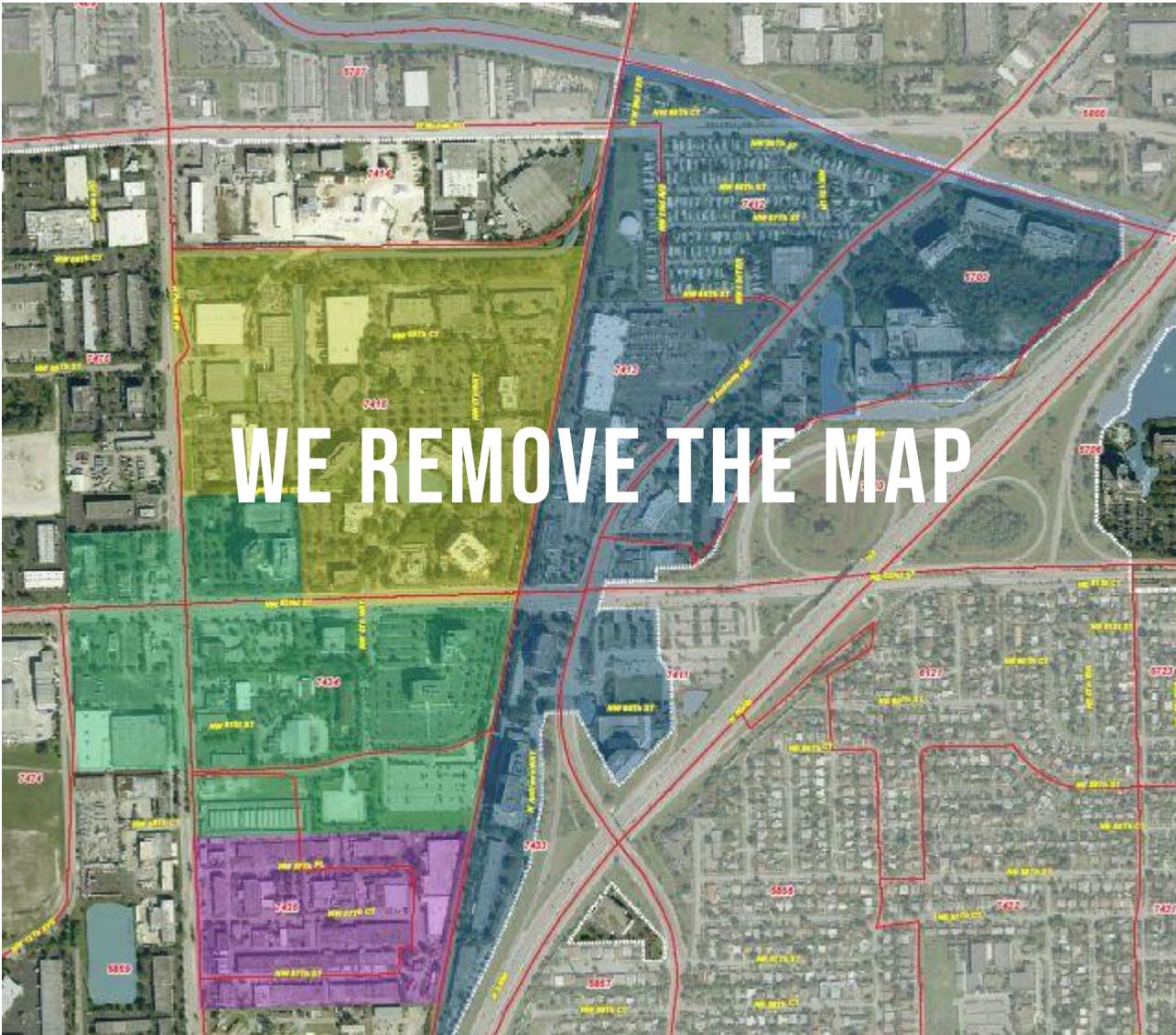
BY HAVING THEM BUILD



WE TAP INTO PEOPLE'S CORE VALUES



AND BY HAVING THEM COLLABORATE



WE REMOVE THE MAP



**WE REMOVE THE MAP
AND SAVE IT FOR ANOTHER DAY**

PARTICIPANTS EXPLORE SPACE WITH THEIR SENSES





**WE BRING THE MODEL AND THE PROCESS
TO THE COMMUNITY**

**WE DEVELOP PEOPLE'S OWN CAPACITY AS
PLANNERS AND DESIGNERS**





BY LEVELING THE PLAYING FIELD, WE REACH DIVERSE AUDIENCES AND GENERATE RICHER OUTCOMES

COMMUNITY VOICES AS DATA

- **COMMUNITY MEMBERS CAN CLARIFY, DISPUTE, AND ENHANCE QUANTITATIVE DATA**

LET'S 
OAKLAND



COMMUNITY VOICES AS DATA

- **HOW CAN PEOPLE'S LIVED EXPERIENCES BE VALUED AS DATA WITHIN PLANNING?**



COMMUNITY PRIORITY

PROVIDE SHARED RESOURCES



WHAT WE HEARD

People felt that bike maintenance was one of the greatest deterrents to riding more, and access to free and low-cost bike repair would allow more people to ride bikes. Community members want bike maintenance resources to be more available, affordable and community owned to decrease barriers to biking and to empower community ownership. In addition, there was an interest in "pit stops" on corners where people can fix their tire, get a sip of water, and hang out without having to lock up their bike. Libraries, community spaces, and social groups can provide these resources.



WHAT WE'VE PROPOSED

Providing bike repair, maintenance, and education through the Oakland Public Library branches is a strategy to provide concrete locations for services (distributed throughout Oakland) that are free of charge and accessible to the entire public.

Proposed Initiatives:

- Add two full-time staff positions to OPL as bike mechanics
- Add fix-it and hydration stations to all OPL branches
- Add bike tool lending library to all OPL branches
- Funding purchase of bike books, DVDs at OPL branches
- Provide bikes as incentives for OPL summer reading program

FIRST STEPS

- OakDOT and the Oakland Public Libraries will discuss funding, timeline and training necessary to add full-time bike mechanic staff to chosen Oakland Public Library branches.
- OakDOT will research best practices for the design and location of installing fix-it stations

3. HOW WE FLIP OUTCOMES



YES, BUT HOW DOES
THIS LEAD TO
CONCRETE
OUTCOMES?

**LET'S FIRST RETHINK WHAT WE MEAN BY
"OUTCOMES"**

LET'S FIRST RETHINK WHAT WE MEAN BY “OUTCOMES”

1. TRUST IS AN OUTCOME

LET'S FIRST RETHINK WHAT WE MEAN BY “OUTCOMES”

1. TRUST IS AN OUTCOME

**2. IMPROVED PLANNING LITERACY IS AN
OUTCOME**

LET'S FIRST RETHINK WHAT WE MEAN BY "OUTCOMES"

1. TRUST IS AN OUTCOME

**2. IMPROVED PLANNING LITERACY IS AN
OUTCOME**

**3. BUILDING STRONGER RELATIONSHIPS IS
AN OUTCOME**

**4. UNDERSTANDING THAT OUR EXPERIENCES
OF THE WORLD OVERLAP BUT ARE UNIQUE IS
AN OUTCOME**

**4. UNDERSTANDING THAT OUR EXPERIENCES
OF THE WORLD OVERLAP BUT ARE UNIQUE IS
AN OUTCOME**

**5. GALVANIZING NEW CONSTITUENCIES TO
PARTICIPATE IS AN OUTCOME**

6. ENSURING THAT THIS GUY DOESN'T DOMINATE IS AN OUTCOME





**WHEN WE SEE THESE AS EQUALLY VALID
OUTCOMES, OUR BRICKS-AND-MORTAR
OUTCOMES ARE BETTER**



AS THEY REFLECT OUR CORE VALUES.