PLACE IT!
INTERACTIVE PLANNING

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PLANNING + DESIGN
RETHINKING THE TOOLS OF ENGAGEMENT
FLIPPING THE OUTCOMES
RETHINKING THE TOOLS OF ENGAGEMENT / FLIPPING THE OUTCOMES

1. THE LIMITATIONS OF CURRENT OUTREACH METHODS
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1. THE LIMITATIONS OF CURRENT OUTREACH METHODS

2. HOW WE CHANGE THE TOOLS
RETHINKING THE TOOLS OF ENGAGEMENT /
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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
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THE TWO MOST COMMON METHODS OF DOING OUTREACH
1. WE’VE BAKED A CAKE. WHAT KIND OF FROSTING DO YOU WANT?
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

“NO MORE CAKE!”
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.
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

- CalDOT and the Oakland Public Library will discuss funding, timeline and training necessary to add full-time bike mechanic staff to chosen Oakland Public Library branches.
- CalDOT 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”
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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.