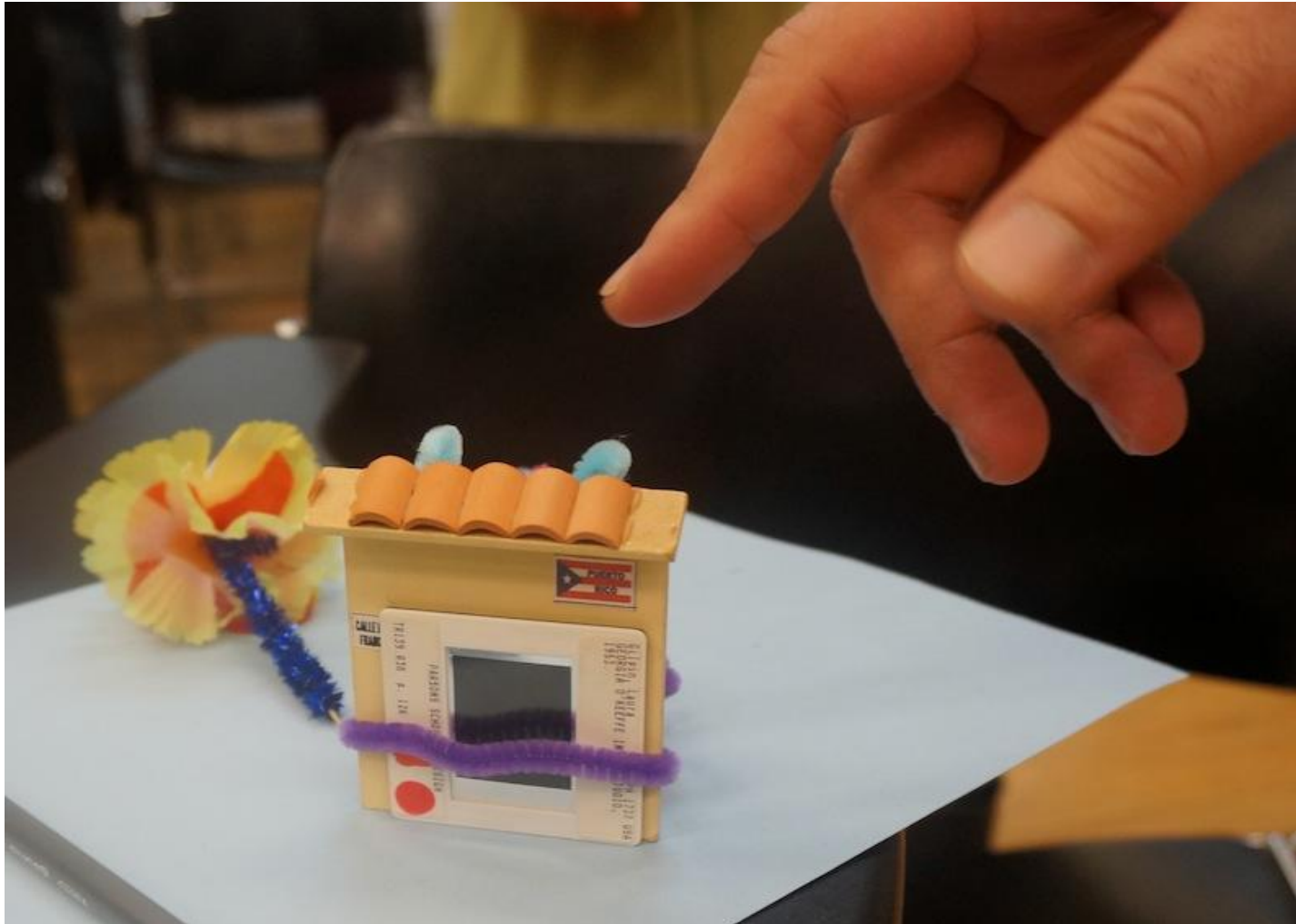


PLACE IT!

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?**

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



FROSTING 1



FROSTING 2



FROSTING 3

**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.

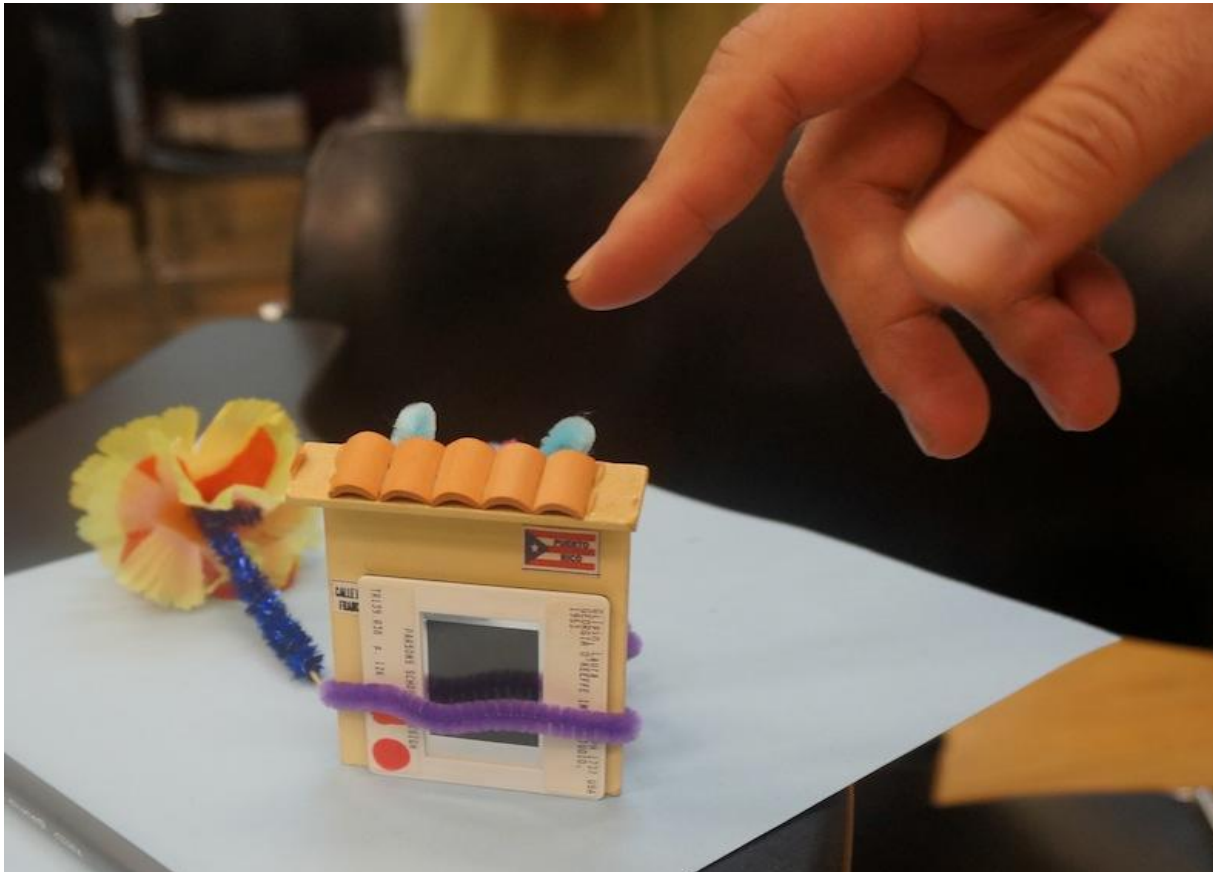


I WANT WHAT'S IN FRONT OF MY NOSE.



**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

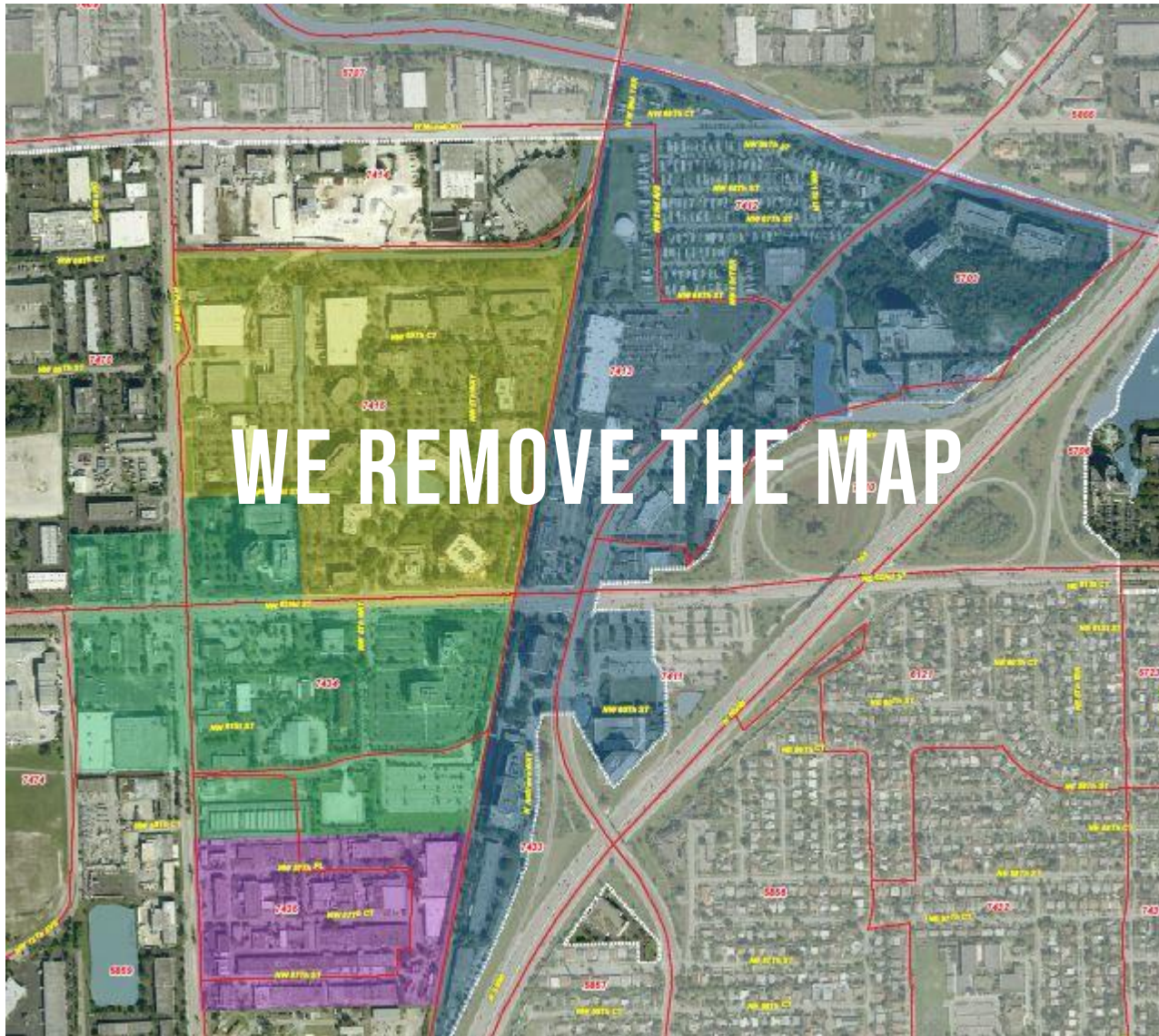
BY HAVING THEM BUILD



WE TAP INTO PEOPLE'S CORE VALUES



AND BY HAVING THEM COLLABORATE





WE REMOVE THE MAP
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**



A group of diverse people, including an older woman and several younger adults, are gathered around a table. The table is covered with various colorful craft supplies like markers, glue sticks, and small objects. One woman in a leopard print shirt is leaning over the table, possibly demonstrating or assisting. Another woman in a black top is holding a smartphone. In the background, a whiteboard with the text "Our Vision (Group)" is visible. The overall atmosphere is collaborative and creative.

**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

A large group of people, mostly men, are seated in a room with a drop ceiling and fluorescent lights. They are all looking towards the front of the room. The text "YES, BUT HOW DOES THIS LEAD TO CONCRETE OUTCOMES?" is overlaid in white, bold, sans-serif font. The text is positioned in the upper left quadrant of the image. The room has a drop ceiling with several rectangular fluorescent light fixtures. The walls are a light green color. There are large windows on the left side of the room. The people are seated in black office chairs. Some are holding papers or notebooks. The overall atmosphere is one of a formal meeting or presentation.

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.