

Developing Public Participation Tools in Transit Dependent Communities

Project for Public Spaces
with
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Introduction

Background

Creating mechanisms that foster open communication between transit dependent communities and planning professionals is an enormous challenge. When the needs of less privileged, less empowered communities are not clearly articulated, explicitly voiced and defended, and when planners and transit agency officials do not have the tools to effectively listen to these needs, the concerns of transit dependent communities are not addressed. While progress is being made by many agencies – the work of our own research team is testimony to that – more needs to be done to truly bridge the divide and meaningfully engage all segments of our society in transportation, which is a basic societal need. While the tools developed through this research were designed to help with outreach to all communities, the focus was on low-income, minority communities – historically the most dependent on transit and most difficult for transit and transportation agencies to reach.

Evaluation Overview

A research team consisting of staff from Project for Public Spaces, Inc., the UCLA Department of Urban Planning, and the Latino Urban Forum collaborated on creating and testing a series of public engagement tools specifically designed to encourage participation in on-site and off-site assessments of the quality of the walking environment around transit stops and stations in their communities. Two prototypical pilot communities were selected – Bedford-Stuyvesant in Brooklyn, NY and Pico-Union in Los Angeles, CA. Stakeholder groups comprised of local council members, city agency staff, representatives from civic, religious, business, cultural and educational institutions were formed to help the Research Team connect to local residents and community members.

The report consists of an Introduction, which lays out the theoretical framework that guided the development of the public participation toolkit, a statement of the problems the research set out to address, and a description of the Toolkit developed. The Research and Methodology section describes the step by step process by which the research was carried out; how the tools were developed, refined, and deployed; and how the collected data was analyzed. The Results and Discussion section presents in-depth information on each of the six tools,

including their purpose and objective, the types of information they were designed to collect, and the replicable lessons learned. The Conclusion presents a series of “best practices” in deploying a public participation effort in low-income, limited English proficiency and low literacy communities with high levels of transit ridership. The Conclusion also includes a series of recommendations for further research and toolkit dissemination. A report of specific findings and recommendations for each of the two study sites is provided in the Appendix.

The final tools were assembled into a toolkit, though each can be deployed separately to collect data or information on a specific set of issues:

a. Assessment Maps. Maps developed by trained observers to identify community assets, to document elements of the built environment, and to provide information about potential mobility patterns.

b. Quality of the Journey and Quality of the Transit Stop Surveys. Surveys administered at different neighborhood sites (schools, churches, local stores) to identify people's needs at transit stops and within the neighborhood as a whole.

c. Community Destination and Transit Route Mapping. Mapping of local destinations and routes to and from transit by community members, also commenting on obstacles and barriers encountered along the way. The mapping took place in an off-site location in a working group setting.

d. Walk-It Audit. Community evaluation of participant experience walking to transit through written notation, photographic documentation, and drawing on maps, followed by a facilitated discussion of findings and opportunities.

e. Place Imagination Exercise. Presentation boards with pictures of "What makes a good place," with participants identifying positive elements they'd like to see at that site. The exercise was set up at bus stops, on transit plazas, and in the workshop setting.

f. Modeling Exercise. Built model of participants' neighborhood that is freely manipulated and encourages cooperative, innovative thinking regarding the character of the neighborhood.

While the team found these tools effective in gaining insight into specific issues, the biggest impact will be realized if they are integrated into and become part of a systematic community outreach and planning process that includes participation from key stakeholders, partners, and transit agency staff.

The tools proved successful in engaging a wide range of participants of different age groups, ethnicities, and cultures in meaningful discussions about the quality of the pedestrian environment, major improvements that need to be made, and the most appropriate partners with whom they could work with to achieve these goals. Use of non-verbal, image based, graphically depicted and experiential survey techniques were also effective methods of reaching out to and engaging with the low-income, minority ridership populations. Communities with the strongest social networks and history of civic cooperation proved to benefit most from this form of engagement and were most engaged in the process.

Tool Matrix

	Assessment of Problems, Patterns of Use and Preliminary Opportunities							Participatory Activities to Create a Community Vision					
TOOL:	Mapping	Photo Documentation	Surveys	Ped Counts	Street Audit	Stakeholder mtg. Power of 10	Mapping of Route to Transit	Mapping of Destinations	Walking Focus Groups	Place Imagination Game	Community Group Presentation	Placemaking Workshop	Site Modelling
Purpose													
Identify Patterns of Use	x	x	x	x	x		x	x					
Identify Problems	x	x	x		x	x	x	x	x		x	x	
Identify Community Assets	x	x	x		x	x		x	x			x	
Solicit Ideas for Improvements			x			x		x	x	x	x	x	
Create a Vision									x	x	x	x	
Where Administered													
On-site (i.e., at a bus stop)	x	x	x	x	x		x	x	x	x			x
Off-site (i.e., in a meeting)						x					x	x	
How Administered													
Trained Observers	x	x	x	x	x								
Trained Surveyers							x	x					
Trained Facilitators						x			x	x	x	x	x
Focus													
Destinations	x	x				x		x	x	x	x	x	x
Walking Routes	x	x	x	x	x	x	x		x		x		x
Transit Stop	x	x	x						x	x	x	x	x
Participants													
None	x	x		x	x								
Transit Riders			x				x	x	x	x		x	x
Community Working Group						x		x	x	x		x	x
Community Residents								x	x	x	x	x	x
Funders/Sponsors/City Agencies						x					x	x	

Maps: Base

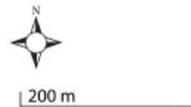
Assessment of Problems, Patterns of Use and Preliminary Opportunities

Purpose and Objective

Base maps that document the existing conditions of a place are very important tools that can be used to document existing conditions and problems, as well as the locations of institutions, businesses, and transit stops. They can also be used for recording street names, numbers of traffic and parking lanes, locations of crosswalks, building footprints, locations of parks and open spaces, parking lots, etc.

Administering it

While online mapping sites have aerial images of many neighborhoods in cities around the world, this information is also available from a local planning department and sometimes from the transit agency, a local community development corporation or a Community Board.



Base Map
UTICA STOP
.25 m radius



Maps: Base

Assessment of Problems, Patterns of Use and Preliminary Opportunities

Participants

Community residents can be enlisted to take a map and document all the information that may be useful to the project, including smaller items like the locations of benches, or particularly attractive store fronts or front yards, etc. Much of the mapping can be done remotely as well, after at least one site visit has been made and photographs have been taken.

Outcomes

An understanding of the lay of the land and the proximate location of important features and facilities to one another.



Base Map
VERMONT & PICO
25 mile radius



Maps: Area & Demographics

Assessment of Problems, Patterns of Use and Preliminary Opportunities

Utica/ Fulton Site

The neighborhood's racial composition is predominantly black and only a small percentage is white. Household income distribution in and around Utica/Fulton indicates that 52.4% of the community earns under \$30K. Most of the labor force is employed, with only 15% of the local population unemployed. However, the population that is not in the labor force is almost as large as the one that is in it. This is comprised of people who are both too young to work and those who are retired. The two largest age groups in the Utica/Fulton community are ages 10-19 and 65 and older. The majority of adults of age 25 and older have completed - at most - their secondary education. However, an astounding 19.3% have not finished the 9th grade and 18% dropped out before finishing high school.

The Utica/Fulton community is serviced primarily by buses B46, B25 and Subway line AC. Each of the bus routes carries 1,466,206 and 353,299, per month; and approximately 3,416 and 152 bus to subway transfers, respectively.

Pico Union Site

Although the majority of its residents are Latino, the Byzantine-Latino Quarter in Los Angeles is as racially diverse as its name suggests. Of residents in the area surrounding the intersection at Pico and Vermont, 81% are Hispanic or Latino, 3% are White, 2% African American, 13% Asian, and 1% are two or more races (not Hispanic or Latino). A very small percentage (less than one percent) is American Indian. However, with a household median income of only \$20,140 and a median age of 28 for men and 30 for women, the neighborhood demographics also reflect a low-income community. There are 7 bus lines that service Pico-Union: 754, 730 are Metro Rapid; and 204, 333, 33, 30, 31 are local. Perhaps due to Los Angeles's auto-oriented built environment, the majority of residents (61%) in the community drive to work. Of the remaining residents, 28% use public transportation, 1% bike, 7% walk, and 3% use some other means of transportation to get to work.

Purpose and Objective

Demographic maps and information give you an idea of who lives in the area, their ages, household incomes, years of education and of the cultural and ethnic groups to which they belong.

Administering it

NYC Site Solutions is an interactive Internet mapping program that provides enhanced economic development and site selection services to the business community. It is easily searchable by address or neighborhood. It provides the option of creating a GIS map including transit routes, the location of hospitals, colleges, etc. as well as demographic data about an area. This site also exists in Los Angeles and many other cities. If it does not, the Census Bureau keeps this information up to date.

Maps: Area & Demographics

Assessment of Problems, Patterns of Use and Preliminary Opportunities



Plaza

- South plaza wall awkwardly high to sit on
- People eating are mostly standing
- People waiting for bus are leaning against posts
- Only room for 3 people to sit at bus stop
- Uneven paving, awkward to walk across
- Upside down trash can in front of wheel chair ramp
- Empty space and blank wall on south side – unattractive
- Maintenance truck obstructing bus stop
- Police station booth is (empty) located across from plaza maybe difficult or unsafe to get to from plaza due to heavy traffic
- Handicapped ramp with no zebra crossing
- Barren wall on side of super market
- Coming out of subway large open space with no benches or markers
- News stand in between subway and bus stop
- People leaning on railing that wraps around steps
- Businesses around plaza seem under-patronized
- People in the plaza seem to be mostly passing through or waiting for a bus but not hanging out
- Parking lot full of cars
- Garbage dumpsters as barriers
- No seating in plaza
- Curbs leading into mid street with no crosswalk
- Lots of cars dropping off and picking up mid street
- Lots of food but virtually nowhere to sit
- Most foot traffic is coming from and going to the subway, very little stopping
- 5 stores all serve in and out service

Plaza

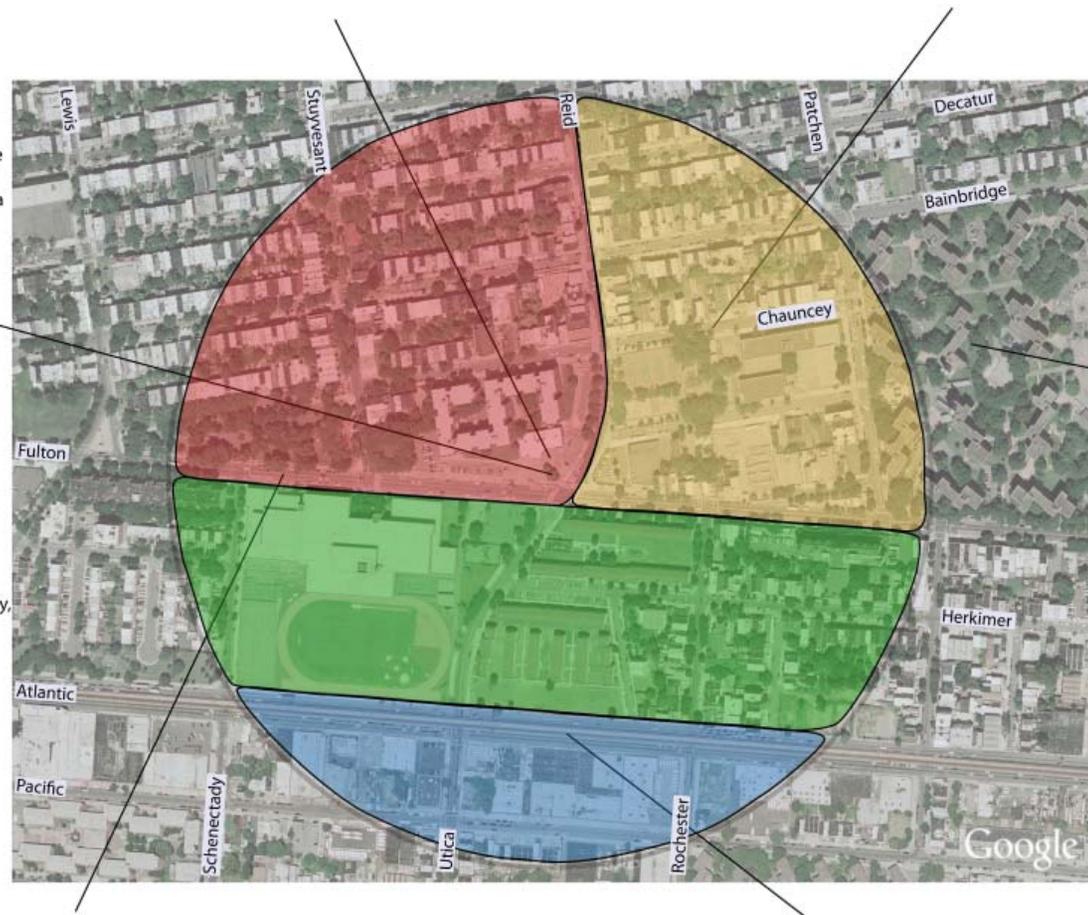
- School let out
- Police kicked us off steps
- Police truck parked in front of deli
- Police to make sure kids go from school to bus/train and don't stay in plaza

North East Quarter

- Community garden
- Lots of storefront churches

Brevoort Houses

- Playground full of trash and leaves, unused
- Youth outside buildings but not using 'park' area
- Barren street, blank school wall
- Strip of mixed use, selling socks, hair salon, deli, playground and nice tennis courts unused, abandoned, farmers market
- Lots of churches
- Dilapidated basketball court
- Farmer's market
- 2 blank blocks with schools/churches
- 'Trash island triangle'



School Front and Park

- Well kept, gardening, policing, open public bathrooms, cafes, bookstore

Atlantic Avenue

- This area is dominated by vehicular traffic
- Lots of gas stations and auto repair shops
- 6 lane thoroughfare with raised railroad



200 m

Observations by Area
UTICA STOP
 .25 m radius

Maps: Area & Demographics

Assessment of Problems, Patterns of Use and Preliminary Opportunities

Participants

The transit agency or city staff may be able to make this data and information available to you. It may require someone with a planning background to interpret it.

Outcomes

When meetings are convened or surveys are carried out, you can use this demographic information to make sure you are reaching a large cross section of the people who actually live in an area. It also helps you to get answers and input from as full a representation of the neighborhood as possible.



Northwest residential area: 2:45pm Friday

- Area dominated by Berendo Middle School.
- Mostly single-family homes with a few multi-family buildings.
- Single-family homes have been divided into several units.
- Many metal gates and fences separating yards from sidewalk, creates an unpleasant atmosphere.

North Vermont Commercial Corridor: 3:00pm Friday

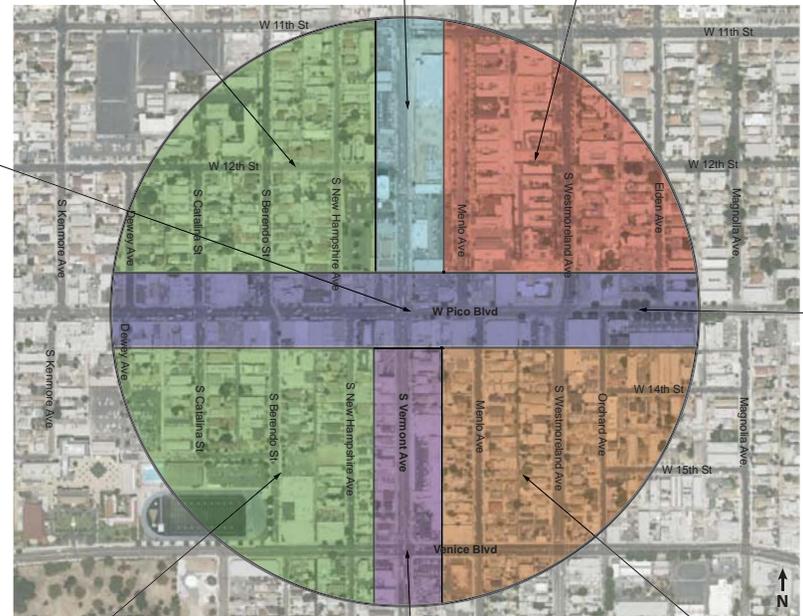
- Street is dominated by the police station on the east side with imposing wall facing sidewalk.
- North section is anchored by a strip mall.
- Businesses include a mix of types catering to Latino and Korean populations.

Northeast residential area: 3:15pm Friday

- Mainly multi-family housing. Buildings are several stories. Create a more dense neighborhood.
- Area is more attractive: less trash, great street trees (palms), smooth sidewalks, buildings have more modern construction. Fences indicative of other neighborhoods in area.

Vermont & Pico Intersection: 1:00pm Friday

- Man selling flowers on NW corner - few people buying
- Bus shelter for westbound busses on Pico is on the NE corner but bus stops on NW corner. Consequently, the bus shelter is not being used.
- Person in passenger side of car throws trash onto sidewalk while car is at stoplight, adding to the rest of the litter on sidewalk and street.
- Many people are commuting by bike.
- A few small businesses near intersection are closed.
- No bus stop seating on Vermont for northbound bus. People are sitting on small fence on the edge of sidewalk - very uncomfortable.
- There are benches on the NW corner for westbound bus no one is using them. People are choosing to stand or sit on planters instead.
- No bus stop seating on SE corner. People are sitting on businesses' window sills near the stop to wait.
- Graffiti is on all surfaces, including bus stop information signs, obscuring the information.
- Newspaper vending machines are empty, covered with graffiti
- There are two telephone booths on NE corner but one phone is completely missing.
- Pedestrians are multiracial and multi generational
- Intersection has bricked crosswalks but are very cracked.
- No crosswalk buttons on poles.
- Stoplight wait is about one minute.



Main commercial corridor

Observations by Area VERMONT & PICO .25 mile radius

Southwest residential area: 2:30pm Friday

- Area dominated by Loyola High School. School seems separate from community.
- Mostly single-family homes.
- Single-family homes have been divided into several units.
- Many metal gates and fences separating yards from sidewalk.
- A few homeless people sleeping in alleyways.

Vermont & Venice intersection: 2:00pm Friday

- Street vendor selling fruit on SW corner.
- NW corner has lots of litter around bus stop. Trash can is overflowing.
- Much less foot traffic than Vermont & Pico intersection.
- Woman starts selling clothes on a blanket on NW corner.

Southeast residential area: 3:30pm Friday

- This area is characterized by a mix of industrial and residential.
- Mainly single family housing with a few duplexes.

Maps: Land Use

Assessment of Problems, Patterns of Use and Preliminary Opportunities

Purpose and Objective

These maps help you to understand what kinds of businesses and activities are located in an area; where things are located; and how intensive their uses are. They show you where the residential areas are, commercial areas, manufacturing, and open spaces are distributed throughout a community.

Administering it

Land use maps are usually available from a local planning department and are included in all master plan documents. You can also download this from a city's web site.



Land Use Map
VERMONT & PICO
.25 mile radius



Maps: Land Use

Assessment of Problems, Patterns of Use and Preliminary Opportunities

Participants

Trained observers or someone with a planning background. You may be able to find these professionals within a local non-profit organization as well.

Outcomes

An understanding of what kinds of uses and businesses are missing from an area, which land uses dominate, and the opportunity to identify existing conflicts, such as land that is zoned for manufacturing located across the street from a residential area.



Maps: Transit

Assessment of Problems, Patterns of Use and Preliminary Opportunities

Purpose and Objective

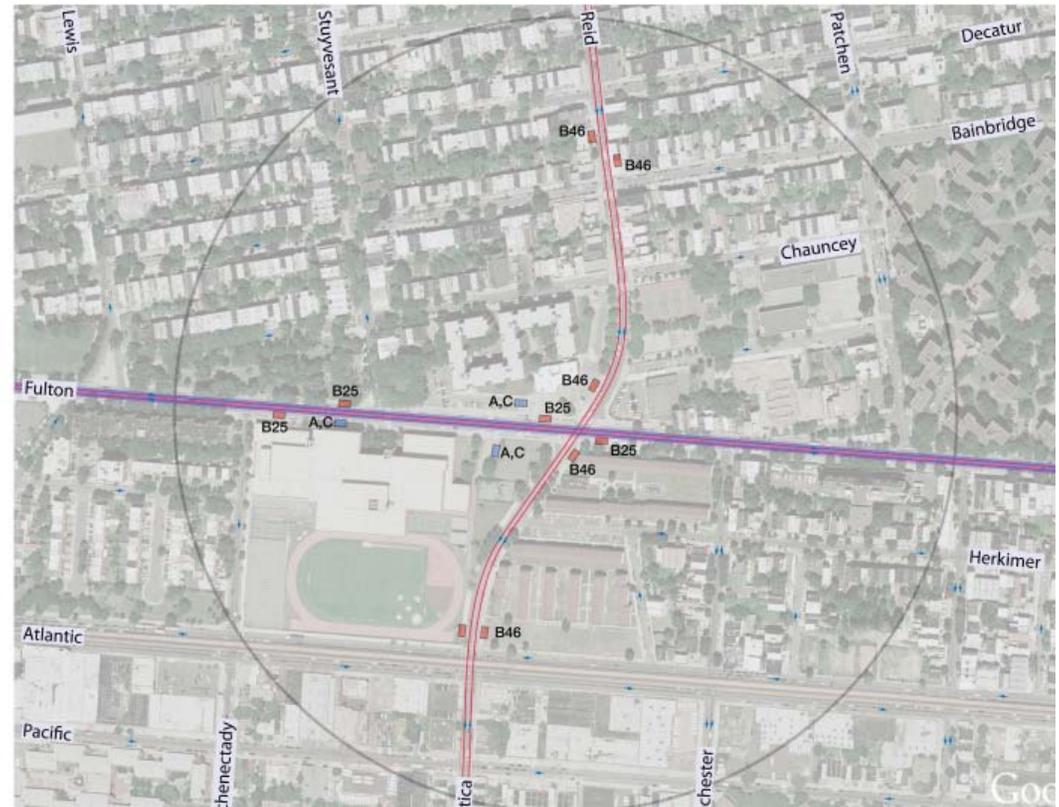
These maps help you to understand the location of transit stops and stations and routes. It is important to know where the bus stops and where it goes to understand how transit connects destinations within a community.

Administering it

Community volunteers can walk around the study area and note their location on a map; a transit agency can provide you with data and information regarding station, stop and routes; and NYC Sites Solutions web site also provides transit route and service information.



200 m
Transit Map
UTICA STOP
 .25 m radius



Maps: Transit

Assessment of Problems, Patterns of Use and Preliminary Opportunities

Outcomes

A key planning tool to use to begin to identify ways that transit can better serve your community, to ensure that transit takes you where you want to go, and that it adequately serves community destinations.



- 754, 730
MTA Metro Rapid bus route
- 204, 30, 31, 33, 333
MTA Local bus route
- Metro Rapid bus stop
- Local bus stop
- Metro Rapid & Local bus stop

Transit Map
VERMONT & PICO
.25 mile radius



Maps: Institutions

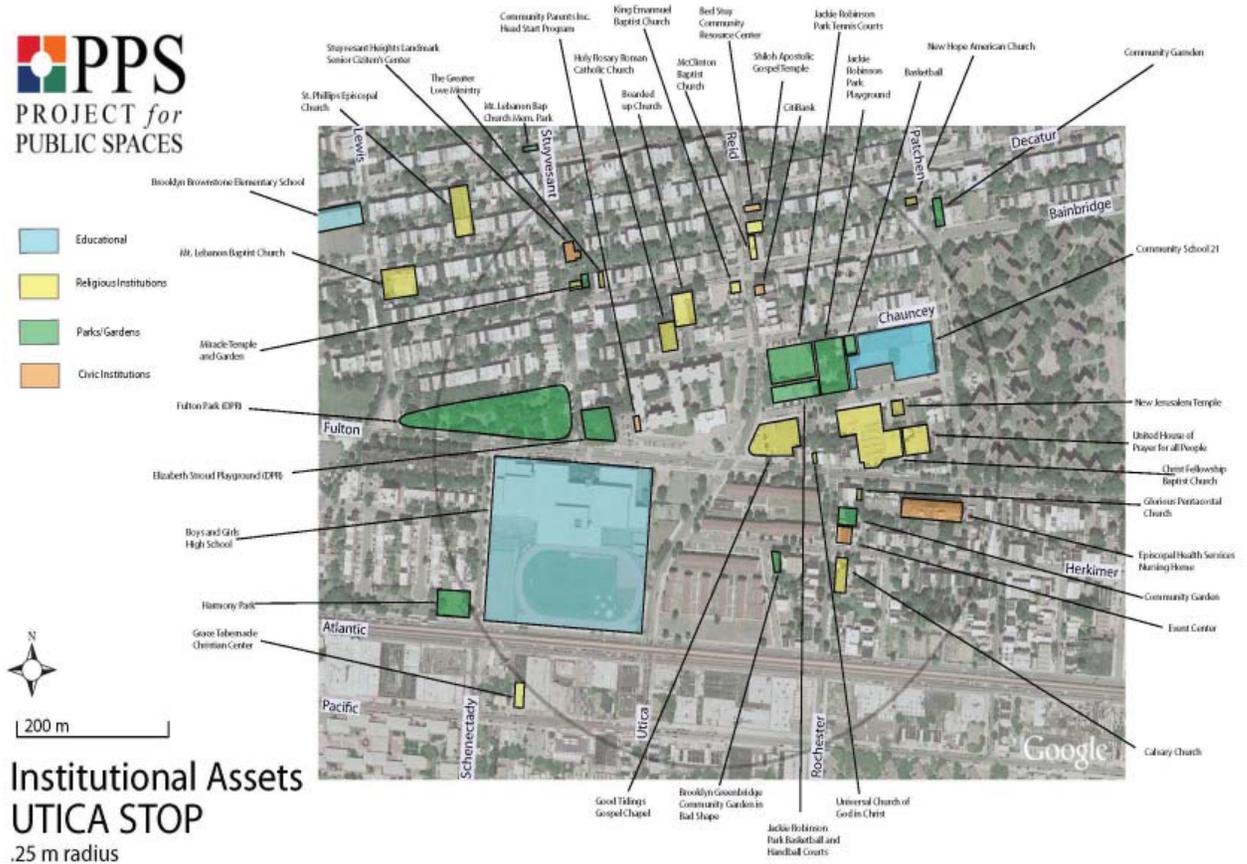
Assessment of Problems, Patterns of Use and Preliminary Opportunities

Purpose and Objective

This map gives you a clear idea about all of the institutional – civic, cultural, religious, community – assets in a neighborhood. Oftentimes there are many more than you thought. Each of these institutions have staff, managers and directors who could become key stakeholders and partners in making improvements in a community.

Administering it

Some of this information might be available online. However, not every organization may have a web site or be listed on such a database. It is always a good idea as part of the site visits to walk around the neighborhood and write down the names of all of these places on a base map.



Maps: Institutions

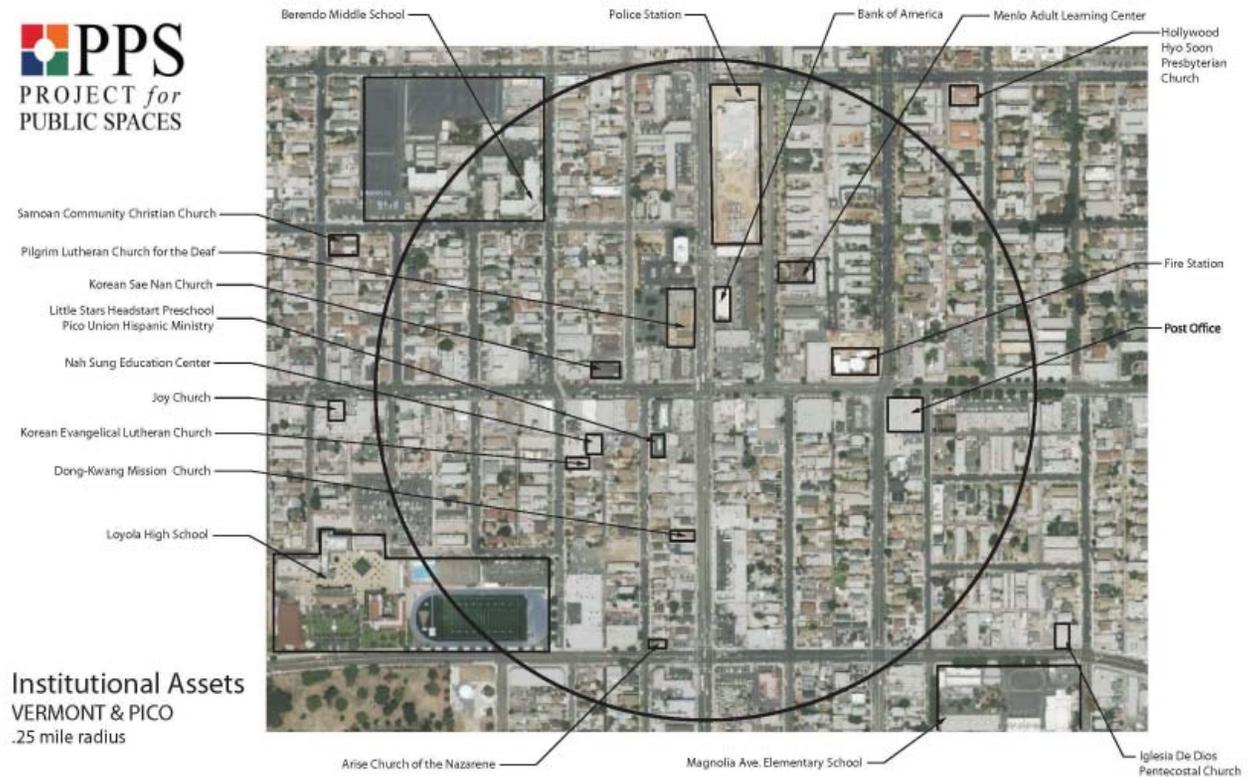
Assessment of Problems, Patterns of Use and Preliminary Opportunities

Participants

Community volunteers, trained observers, and city staff can all participate in this.

Outcomes

Identifying community assets, as well as a list of key people to invite to community meetings, involve in the planning process, and potential venues for community gatherings and workshops.



Maps: Retail Space

Assessment of Problems, Patterns of Use and Preliminary Opportunities

Purpose and Objective

This map helps to identify the location of businesses and the types of businesses in an area.

Administering it

Some of this information is available from a city based web site or can be gathered by observers walking through a neighborhood, taking photographs, and writing down the names of businesses on a map.”

Participants

Community volunteers, planners, and trained observers can all participate in this.

Outcomes

Identification of blocks with vacant retail or that may have other problems that are resulting in a lack of retail activity; and nodes or clusters of business, such as shoe stores or nail salons that could be used to brand an area.



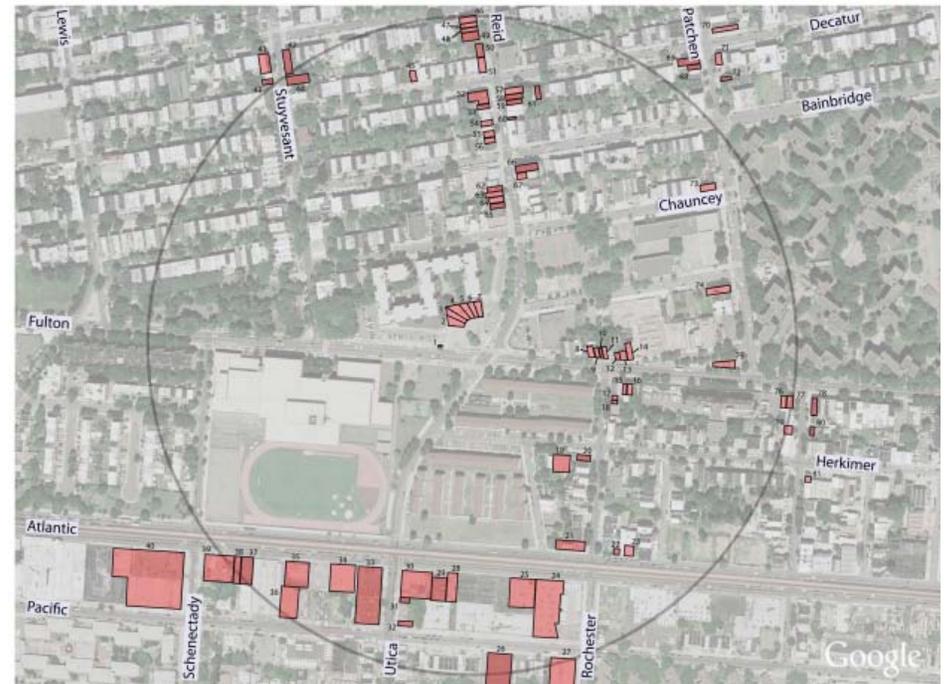
- | | |
|---|--|
| 1. News Stand | 28. LBA Auto Repair |
| 2. Fulton Food Plaza Super Market | 29. Davinos Auto Body |
| 3. Joal Cleaners, Inc. | 30. Gasoline (closed) |
| 4. Ice Cream and Bakery | 31. WCK Electric (closed) |
| 5. Papa's Chicken Pizza and Subs | 32. Wong's Garden (closed) |
| 6. Bagel and Halal Deli | 33. Auto Zone |
| 7. Fulton Park Plaza Dental Care | 34. Samuel Underberg, Inc. Supermkt Equipment Supply |
| 8. Rochester Payment Center | 35. Atlanta Motor Inn |
| 9. Jane L. Bradley, CPA | 36. Niagara Steel |
| 10. Kris Cellular Phones | 37. City Fuel Oil (closed) |
| 11. MK Masonic Jewelry and Fraternal Services | 38. J&B Transmissions (closed) |
| 12. Jackson Hewitt Tax Service | 39. Shell Gas Station |
| 13. Shelley's Barber/Stylist | 40. Strip Mall/Shopping Center |
| 14. Vera Beauty Salon | 41. Stuyvesant Heights Brokerage Co. |
| 15. Al Pasha Supermarket | 42. Top M&M Cleaners |
| 16. Brooklyn Soul Take Out Rest. (closed) | 43. Realty Office |
| 17. Locks of Nu Natural Hair Spa and Gallery | 44. Stuyvesant Deli Grocery |
| 18. Everything Scratch Cafe | 45. Decatur Medical and Foot Care Center |
| 19. Tire Shop (closed) | 46. New Casablanca Cocktail Lounge |
| 20. Rochester Food and Deli | 47. Hardware and Home |
| 21. Getty Gas Station | 48. Count Your Beauty - Salon |
| 22. Saffrey Construction Supplies | 49. Wallberry Spa |
| 23. Osmond Auto Repair | 50. Ecodermis Skin Care |
| 24. Auto and Truck Painting | 51. Thompson Interior Design |
| 25. Iron Works | 52. Magic Soul Food, Inc. |
| 26. US Stairs Corp. | 53. Nicest Barbers Around (closed) |
| 27. Mattress and Furniture Outlet | 54. Magic Eyes, Inc. |



200 m

Retail Locations
UTICA STOP
.25 m radius

- | | | | |
|---|--------------------------------------|------------------------------------|---|
| 55. Kull Dooth Smoking Jackets for Jerry Iart gallery!! | 62. Youngzee River Chinese Food | 69. Stuart Wash and Dry Service | 76. Sam's 99 cent plus |
| 56. J&J Cleaners (closed) | 63. Eni's Unisex Hair Salon | 70. Decatur Deli Grocery | 77. Game Stars Deli Grocery (closed) |
| 57. Rodriguez Shop Smart Grocery | 64. Big Bite Day and Night Deli | 71. BK Catering ad Lounge Supply | 78. Leonards Meat Market, Inc. (closed) |
| 58. Javo Shipping | 65. Malcom X Blvd Pizzeria | 72. Mitchell's Kitchen | 79. Alza Variety Store |
| 59. New Sun Lane Chinese Food | 66. Bainbridge Friendly Deli/Grocery | 73. Akh's Deli Grocery | 80. Mattress Outlet |
| 60. Beauty Shop | 67. Citibank | 74. K&S Patchen Deli Grocery | 81. Don Ross African Hair Braiding |
| 61. Jordan Plateau Realty Group | 68. Small Grocery | 75. Boarded Up Storefront (closed) | |



Maps: Retail Space

Assessment of Problems, Patterns of Use and Preliminary Opportunities



- Small business
- Restaurant
- Strip mall
- Office
- Car wash
- Auto dealership
- Gas station
- Auto shop
- Taco truck/Street vendor



Commercial Map
VERMONT & PICO
.25 mile radius

Maps: Retail Space

Assessment of Problems, Patterns of Use and Preliminary Opportunities



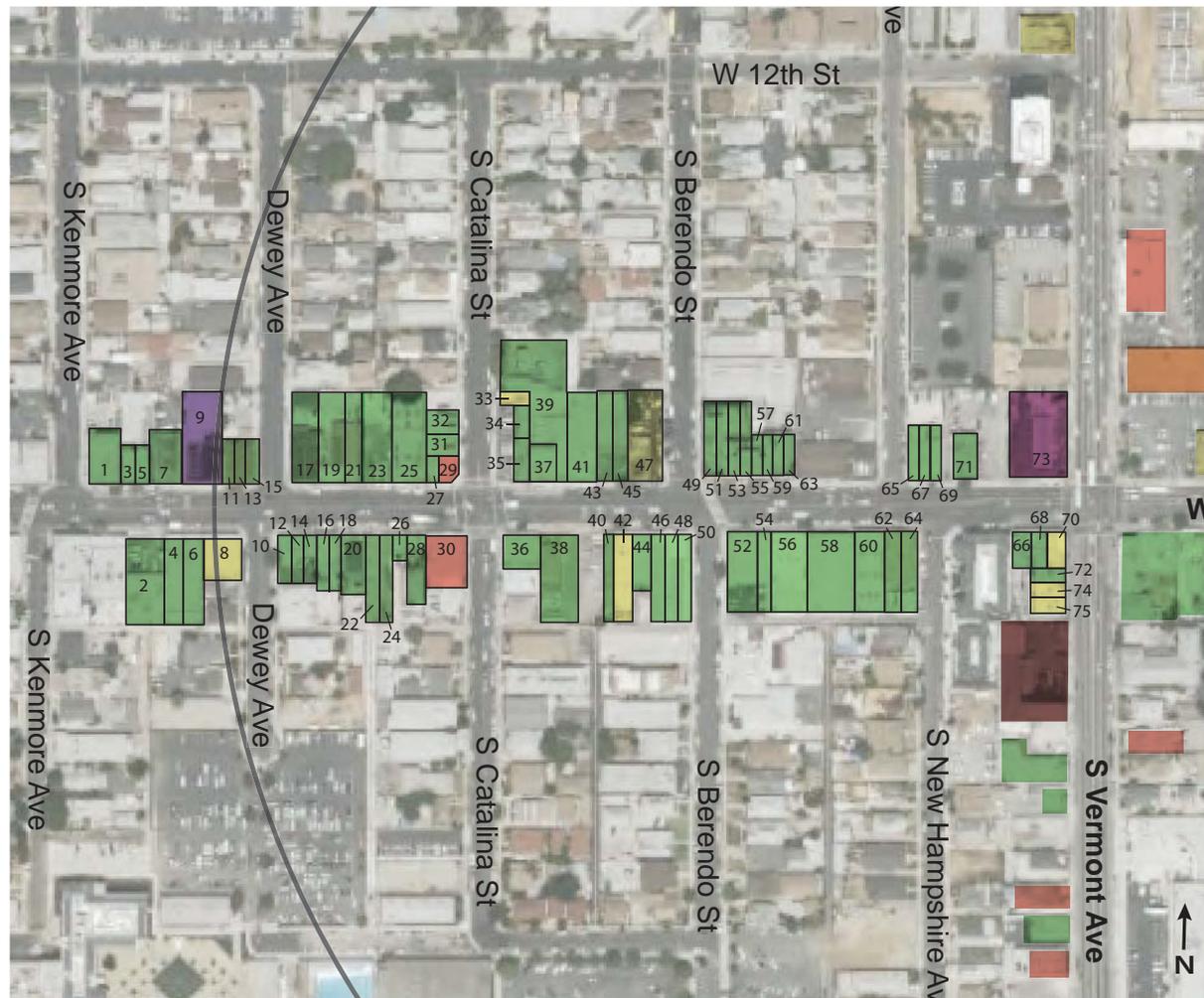
- 37. 2597 W Pico Blvd - A & B Discount & 99 Store
- 38. 2588 W Pico Blvd - Jins Fumigation Inc./Transportes Reyes Express
- 39. 2595 W Pico Blvd - Pico Building Supply
- 40. 2582 W Pico Blvd - Fabric Textiles
- 41. 2585 W Pico Blvd - Carrusel School Uniforms
- 42. 2580 W Pico Blvd - Conchitas Restaurant
- 43. 2583 W Pico Blvd - KS Trading Co.
- 44. 2576 W Pico Blvd - Olympic Tools
- 45. 2581 W Pico Blvd - E Wholesale Zone, Inc.

- 46. 2572 W Pico Blvd - Alegria's Income Tax Service
- 47. 2575 W Pico Blvd - Dino's Burgers
- 48. 2570 W Pico Blvd - Guapos Market
- 49. 2567 W Pico Blvd - Pico Market & Discount
- 50. 2568 W Pico Blvd - Garcia's Barber Shop
- 51. 2565 W Pico Blvd - M & MG Services
- 52. 2554 W Pico Blvd - DK Tae Kwon Do
- 53. 2563 W Pico Blvd - Imelda's Beauty Salon
- 54. 2552 W Pico Blvd - El Indio Amazonico
- 55. 2561 W Pico Blvd - G & T Continental Services

- 56. 2546 W Pico Blvd - Variedades Infantiles
- 57. 2559 W Pico Blvd - Variedades Elizabeth
- 58. 2538 W Pico Blvd - Pico Retail Outlet
- 59. 2555 W Pico Blvd - West Pico Market
- 60. 2534 W Pico Blvd - Jingle Bell Furniture
- 61. 2553 W Pico Blvd - Esmeralda's Restaurant
- 62. 2528 W Pico Blvd - Sandra's Jewelry
- 63. 2551 W Pico Blvd - Transportes Artiga
- 64. 2524 W Pico Blvd - Elizabeth's Fashion
- 65. 2527 W Pico Blvd - Affordable Dentistry

- 66. 2506 W Pico Blvd - Nina Religion
- 67. 2525 W Pico Blvd - Magi's Beauty Salon
- 68. 2502 W Pico Blvd - B & H Shoes
- 69. 2523 W Pico Blvd - Atlantis Scuba Diving
- 70. 2500 W Pico Blvd - Mi Querido Pulgarcito
- 71. 2521 W Pico Blvd - Pico Pharmacy
- 72. 1305 S Vermont Ave - La Pulguita 99 Store
- 73. 2503 W Pico Blvd - Chevron Gas Station
- 74. 1309 S Vermont Ave - Acapulco Tortilleria
- 75. 1311 S Vermont Ave - Pulgarcito Sports Bar

- 1. 2669 W Pico Blvd - Pico Laundromat
- 2. 2656 W Pico Blvd - Tool Max
- 3. 2667 W Pico Blvd - Mike's Hideout Bar
- 4. 2654 W Pico Blvd - Big Bargain
- 5. 2665 W Pico Blvd - Festival Records
- 6. 2652 W Pico Blvd - Medrano Express
- 7. 2661 W Pico Blvd - National Baking Co.
- 8. 2644 W Pico Blvd - Las 7 Regiones Restaurant
- 9. 2651 W Pico Blvd - Grace Motors Inc.
- 10. 2638 W Pico Blvd - Norma's Beauty Salon
- 11. 2649 W Pico Blvd - Olivia's Beauty Salon
- 12. 2634 W Pico Blvd - AAA Locksmith
- 13. 2647 W Pico Blvd - El Monte Sewing
- 14. 2632 W Pico Blvd - Rojas Travel Express
- 15. 2645 W Pico Blvd - Maldonado Sports
- 16. 2630 W Pico Blvd - Imprenta APM
- 17. 2635 W Pico Blvd - Chunsoodang Oriental Herbs
- 18. 2628 W Pico Blvd - El Valle Oaxaqueno
- 19. 2629 W Pico Blvd - Lemonade Apparel
- 20. 2626 W Pico Blvd - Figueroa Express Shipping
- 21. 2627 W Pico Blvd - Dalila Beauty Salon
- 22. 2622 W Pico Blvd - Our Gallery
- 23. 2623 W Pico Blvd - Star Recycling
- 24. 2620 W Pico Blvd - OK Awnings & Sign Inc.
- 25. 2615 W Pico Blvd - Medi Service Corp.
- 26. 2618 W Pico Blvd - La Chiquita Produce
- 27. 2603 W Pico Blvd - Solasis Cleaners
- 28. 2612 W Pico Blvd - Zamora Beauty Salon
- 29. 2601 W Pico Blvd - Westex Auto Insurance/Hoy Es El Dia
- 30. 2600 W Pico Blvd - Koam Enterprises
- 31. 1249 S Catalina St - Four Star Barber
- 32. 1247 S Catalina St - Toys & Gifts
- 33. 1250 S Catalina St - Restaurante El Mirador
- 34. 1254 S Catalina St - H & G Laundromat
- 35. 2599 W Pico Blvd - Pico Outlet
- 36. 2596 W Pico Blvd - La Yalalteca Carniceria Meat Market



Commercial Map
VERMONT & PICO
.25 mile radius

Maps: Open Spaces

Assessment of Problems, Patterns of Use and Preliminary Opportunities

Purpose and Objective

These maps are key to planning for the acquisition or redesign of park space. They also provide an accurate view of how much open space (parks, green space, waterfronts) exist in a neighborhood.

Administering it

Some of this information is available from a city based web site or can be gathered by observers walking through a neighborhood, taking photographs, and writing down the names and locations of vacant lots, park space, and gardens.



Maps: Open Spaces

Assessment of Problems, Patterns of Use and Preliminary Opportunities

Participants

Community volunteers, planners, and trained observers can all participate in this.

Outcomes

Identification of locations for where more spaces could be acquired (taking over parking lots or vacant lots for gardens, etc.) or where a transit stop could be relocated to provide more space for passenger waiting, or places where more community activity could be programmed.



- Green Space
- Open Space

Open Space Map
VERMONT & PICO
.75 mile radius



Photo Documentation

Assessment of Problems, Patterns of Use and Preliminary Opportunities

Purpose and Objective

Yogi Berra once said, “You can see a lot by observing.” Another way of saying this is “A picture is worth a thousand words.” The purpose of taking photographs of a site is to document problems in terms of how an area is performing or is being used, patterns of use, as well as community assets and positive elements about the place.

Trained observers, agency personnel or city staff can use documentary photography to document elements such as roadway configuration, building locations, driveway and parking lot configuration, etc., which can be helpful later on in creating base and land use maps and for generating solutions and opportunities for key issues.

Administering it

Both disposable cameras and digital cameras work equally well. Digital pictures can be quickly downloaded into a laptop computer and projected during a meeting to guide discussion and to help clarify issues and problems.

Participants

Cameras can be given out to small working groups who can go out on site and take pictures of issues and assets as they walk through an area. Photography can also be done by agency personnel, trained observers to document more technical aspects of a place.

Outcomes

The photographs become part of the project archive, can be uploaded to or published on a web site, can be printed and attached to poster board for display, and provide an excellent record of the “before” conditions of a site before any improvements are made.

In addition, images of successful public spaces are also valuable to collect and present as they can serve as inspiration and models for the spaces that people want to see. These positive images can help present concepts for the public spaces to the project team, community and city agencies both through PowerPoint presentations and in marketing materials.



Surveys

Assessment of Problems, Patterns of Use and Preliminary Opportunities

Purpose and Objective

It is important to measure people's attitudes, perceptions and motivations that cannot be obtained by observing their behavior. As with observations, different methods yield different types of results. An informal interview is simply a conversation. It often relates to the subject's activities and may arise spontaneously. Informal interviews are generally not used to obtain numerical data, but rather to find out how people perceive or use a place, uncover problems, identify positive aspects of the place, and solicit ideas for improvements.

Administering it

A questionnaire or survey requires questions that are carefully phrased, ordered, and are not subject to alteration. Multiple-choice questions are often included, followed by probing questions that allow for a more personal amplification of particular points. Multiple-choice questions can be easily analyzed and are simpler to record than open-ended ones; open-ended questions such as "What other kinds of activities would you like to see here?" allow people to share ideas, which can be helpful in formulating new plans for the place. In documenting responses, try to record, either on paper or audiotape, the exact words and phrases people use. A guided interview is more

structured. The trained interviewer will have a series of questions or topics that need to be explored. The information obtained from each person interviewed should be comparable. The interviewer can rephrase questions and ask additional questions to explore further the interviewee's thoughts about a particular topic.

Participants

Surveys of waiting transit passengers and pedestrians walking to and from transit are equally valuable. Unskilled people can be used to conduct counts if a short training period is provided. Training is particularly important if judgments are to be made about race and age. An acceptable inter-observer reliability rate must be reached prior to the counts.

Outcomes

Surveys can be analytically quantified using computer software such as SPSS where each question is coded and entered by hand into the program. They can also be hand tallied, which works if there are less than several dozen surveys collected. Percentages and cross tab analysis can be applied to the survey results, which provides additional objective data to demonstrate the existence of a problem, or the desire for a particular solution to a problem.

Surveys

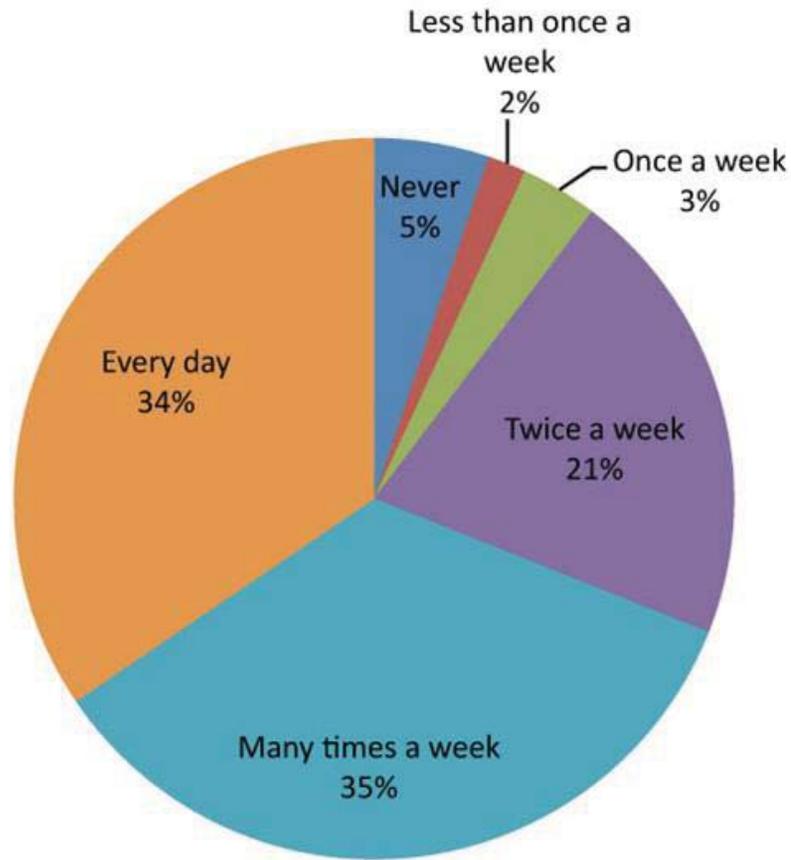
Assessment of Problems, Patterns of Use and Preliminary Opportunities

In the case of unstructured interviews, data analysis is simply summarizing the consistent themes that emerge from the interviews. These themes may lead to more specific questions or hypotheses that need further exploration. Data generated by structured interviews or questionnaires are analyzed more systematically. First, assess the frequency of each type of response. For example, in the question “How frequently do you use this bus stop?” determine what percentage of the respondents answered in each category.

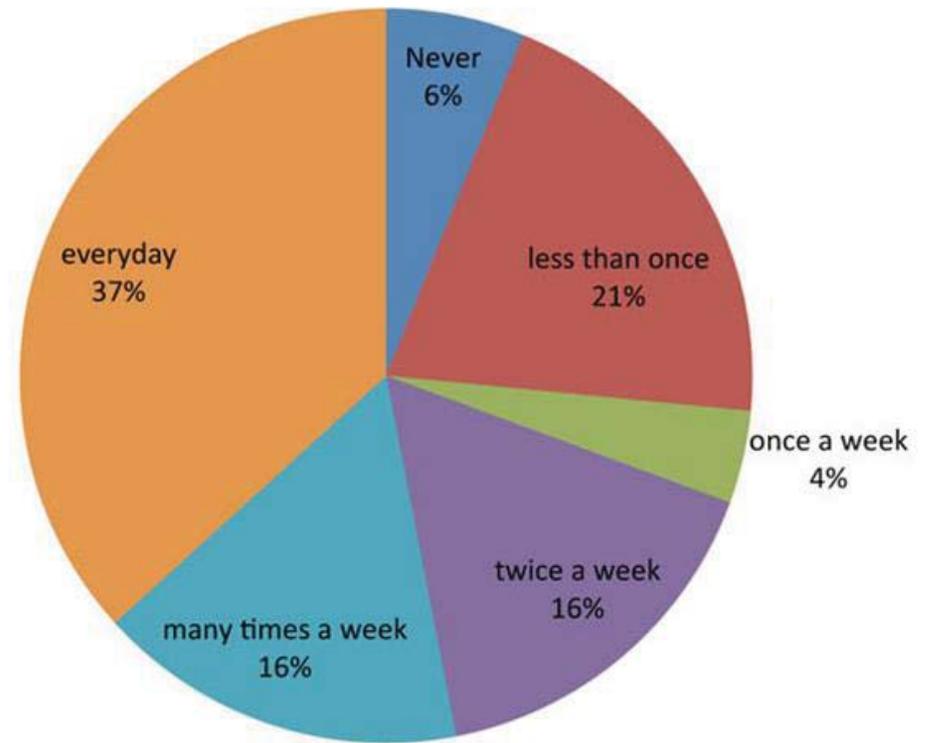
The second step in analyzing data from structured interviews or questionnaires involves a procedure called cross-tabulation. This is an examination of how respondents, who answered one way on a particular question, answered other related questions. Using the examples given above, a cross-tabulation could determine if people of different ages or sexes use the transit stop or station with different frequency. It is important to begin the analysis of interviews or questionnaires with a specific set of questions that need answers. The number of cross-tabulations possible makes it easy to generate volumes of data that take a significant amount of time to examine but often provide little useful information.

Administering surveys will always provide a valuable data source, but they will also deliver other less tangible and equally important, benefits, such as community partnerships and publicity. By administering surveys early in the process, a transit agency can begin building the relationships necessary to then hold successful workshops and carry out other activities that require more planning and buy-in from the community.

However useful the survey results are, it was clear to us that the surveys only represented one tool in the toolkit, and were only meant to complement the other tools. Surveys alone are not capable of providing all the data necessary to complete the project and/or to provide all the information necessary to implement practical and successful solutions.



Quality of Bus Stop



Quality of Journey

Pedestrian Counts

Assessment of Problems, Patterns of Use and Preliminary Opportunities

Purpose and Objectives

Counting is a systematic method of gathering numerical data about people, vehicles, or patterns of use in a specific location or passing a particular point. Counts can be used to determine such things as vehicles' use of streets, or the number of people who enter a place at a particular point, or whether a particular bike path, which may seem crowded, actually is crowded. In addition, counts can be useful in identifying specific issues beyond just volume (e.g. the percentage of people over the age of 60). Counts can provide significant information only when comparisons are made. For example, the total number of women in a place becomes significant only if compared with the number of men, or the number of women in a place at one time of day versus another.

Administering it

Counts are carried out on-site, at a bus stop or subway station entrance. If pedestrian traffic is heavy, such as on a busy street, you may only be able to count how many people cross a certain point over a given time period. This decision regarding the length and frequency of the time periods depends on what is being counted and how long it will take to

get a representative sample. For example, if people on a shopping street are being counted, you might decide to count how many people walk past a certain landmark over a six-minute period. Then the number can be multiplied by 10 to determine approximately how many people walk down that side of the street in an hour. One "rule of thumb" is that a street must have at least 1,000 people per hour walking on it to support retail.

Participants

Trained observers from the community, transit agencies, and city staff can all participate in this.

Outcomes

Once the numbers have been tallied, the totals may be graphed or charted to understand or clarify specific points. For example, the total number of people walking down a street may be graphed over time and thus clarify high and low points in its use, or the number of people who use different paths through a plaza over the summer may be charted. These data are then used to make recommendations. Data concerning the use of a roadway may convince a traffic department to introduce parking on

the street, or eliminate a lane that can then be used as sidewalk space. Data concerning paths may be used in developing signage or facilities at certain points, or in decisions to widen a path or build others. Counts are valuable in situations where "hard" data is required, both to understand a problem and to communicate information to others. The most difficult part of analyzing counts is to fit them into the context of the overall findings and recommendations for a space. Used alone, counts are often meaningless, but used in comparison with other counts or other types of data they become very important.

Pedestrian Counts

Assessment of Problems, Patterns of Use and Preliminary Opportunities

PEDESTRIAN COUNT FORM					
Date: <u>11/1/86</u>		Duration of Count: <u>12 MIN.</u>			
Location: <u>MAIN STREET</u>		Observer: <u>SD</u>			
TIME	DIRECTION EAST		DIRECTION WEST		TOTAL
9:00	 	24		11	35
10:00	 	26		11	37
11:00	 	25		11	36
12:00	 	27		13	40
1:00	 	20		12	32
2:00		12		8	20
3:00	 	21		13	34
4:00	 	20		12	32

Street Audit

Assessment of Problems, Patterns of Use and Preliminary Opportunities

Purpose and Objective

The Street Audit planning tool is useful for analyzing commercial streets on a block by block basis. It helps participants and agency staff alike understand the characteristics of "Place" and how they are related to one another; provides an additional tool for evaluating how streets work; and provides a means to partner with diverse stakeholders to create or implement a vision.

Administering it

The street audit is completed by rating and evaluating a block front or series of blocks according to approximately 25 factors. It is conducted on a street within the study area.

Participants

Observers, whether community residents or professional staff, need to be trained in how to conduct the street audit, come to consensus as to the meaning and interpretation of the rating questions, and how to select different types of street environments in order to generate statistically significant results.

Outcomes

A series of quantifiable indicators of how the street environment encourages or discourages pedestrian use and contributes to the viability of a commercial street and the surrounding neighborhoods.



Street Audit

Assessment of Problems, Patterns of Use and Preliminary Opportunities

Near intersection:		Side/corner:				
Date/Time:		Interviewer:				
Street Audit						
		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
A	It is clean and free of litter.	1	2	3	4	5
B	It feels safe from crime.	1	2	3	4	5
C	There are many store windows to look in.	1	2	3	4	5
D	The ground-floor of buildings are interesting and welcoming.	1	2	3	4	5
E	It is attractive and well managed	1	2	3	4	5
F	There is a good balance of sun and shade.	1	2	3	4	5
G	There are places to sit.	1	2	3	4	5
H	Automobiles do not detract from the pedestrian experience.	1	2	3	4	5
I	Noise levels are acceptable.	1	2	3	4	5
J	There are people walking or sitting in pairs or groups.	1	2	3	4	5
K	There is convenient access by transit.	1	2	3	4	5
L	Bicycling is safe; there are bike racks, bike lanes and other accommodations for bicyclists.	1	2	3	4	5
M	It is easy and safe to cross the street.	1	2	3	4	5
N	There is adequate directional signage, maps and location information.	1	2	3	4	5
O	The sidewalk is in good condition and is easy to walk along.	1	2	3	4	5
P	There are stores and services that I would use.	1	2	3	4	5
Q	The street has a friendly, neighborhood feel.	1	2	3	4	5
R	There is a mix of ages, sexes and ethnic groups which reflects the local community.	1	2	3	4	5
S	The street is not dominated by groups or individuals that threaten others.	1	2	3	4	5

Stakeholder Meeting - Power of 10

Assessment of Problems, Patterns of Use and Preliminary Opportunities

Purpose and Objective

To identify key anchor destinations and assets within a community or neighborhood and then to begin to develop ways to triangulate them and build upon them so that they support each other to create a district.

Administering it

Participants in a focus group or community meeting are given multi-color adhesive dots and are asked to place them on a large aerial photograph of their neighborhood specifically upon:

- The 10 best performing places
- The 10 worst performing places
- The 10 biggest opportunity places

They are given note paper or an opportunity to jot down their ideas as to:

- How can the best performing places be leveraged to benefit the poorer performing places?
- The 10 biggest issues/obstacles that need to be addressed to make great places possible
- The impact of this issue/obstacle?
- What would be different if these issues were addressed?
- List 5 actions that would improve the

situation in the short term

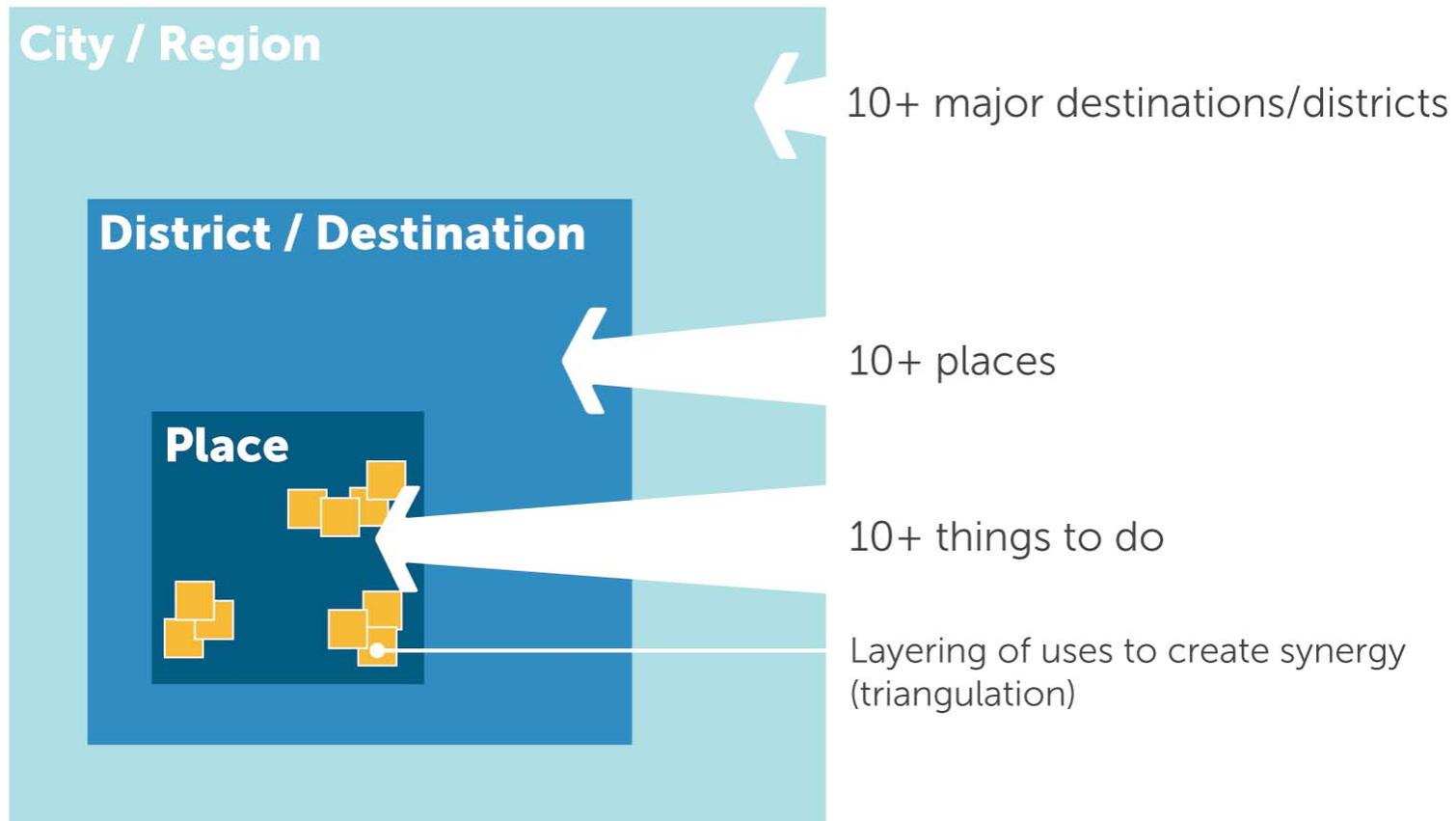
- List 5 long term things that could change the situation dramatically
- Who can help make these changes?

Participants

Residents and local citizens, as well as business and property owners can participate in this.

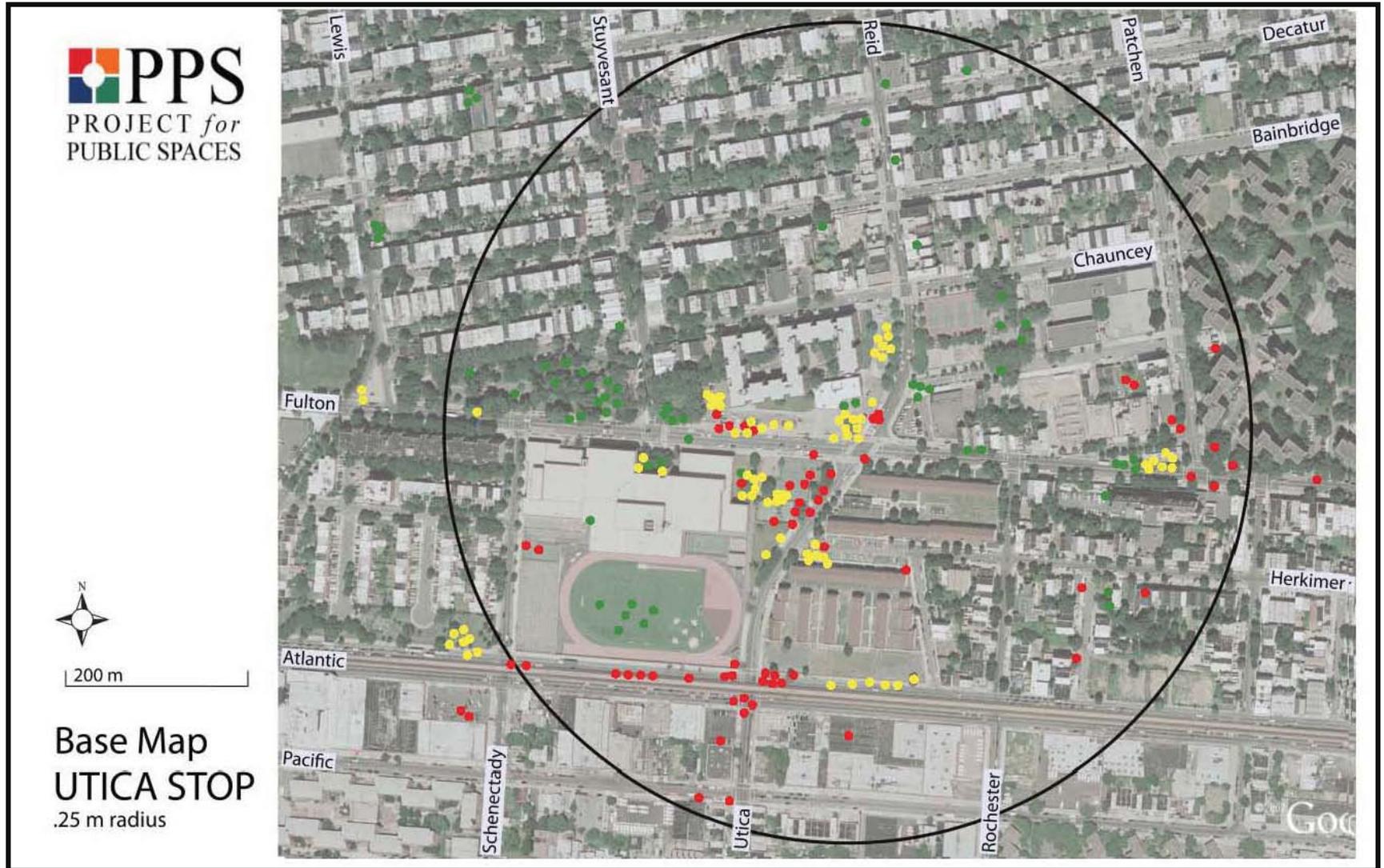


The Power Of 10



Destination Mapping

Participatory Activities to Create a Community Vision



Destination Mapping

Participatory Activities to Create a Community Vision

Purpose and Objective

To identify key destinations, anchors, assets of the neighborhood and identify ways that each can be strengthened and better linked through transit to other destinations and facilities used by residents.

Administering it

In a workshop or focus group setting, participants are asked to put dots on a large map of the neighborhood. The dots identify the key destinations in the opinion of the participant. Then they are asked to jot down why they chose this destination, suggest ways in which it can be improved, and how it could be better served by transit.

Participants

Citizens and residents of the neighborhood who are familiar with the civic, cultural, recreational and transportation assets of the area.

Outcomes

An understanding of where residents go on a regular basis, the key assets of the community and of the places that should be served by transit.

characteristics

Place	What makes this place a good destination?

Place	How could it be improved?

guidelines

Good destinations are:

<p>Comfort & Image</p> <ul style="list-style-type: none"> -Safe feeling -Attractive -Comfortable -Well managed & maintained <p>Access & Linkages</p> <ul style="list-style-type: none"> -Easy to walk to -Connected to other destinations -Served by transit -Convenient 	<p>Uses & Activities</p> <ul style="list-style-type: none"> -Programmed on a regular basis -Used by people on a daily basis -With many different things to do -Express community values & history <p>Sociability</p> <ul style="list-style-type: none"> -welcoming to all users -places where people gather -places that inspire pride & ownership
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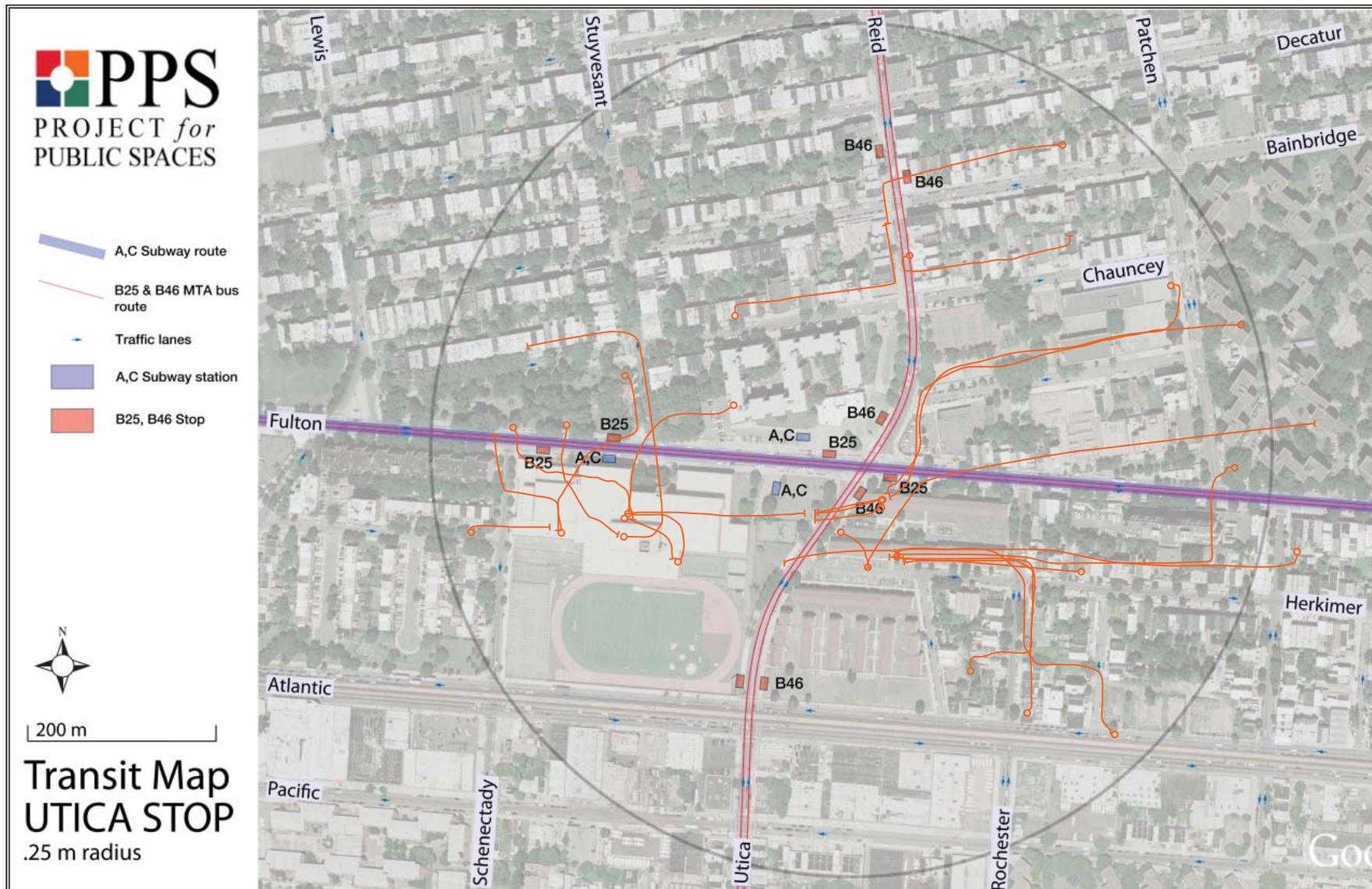
Poor destinations are:

<p>Comfort & Image</p> <ul style="list-style-type: none"> -Poorly lit -Dirty and poorly maintained -Lacking amenities -Not weather protected <p>Access & Linkages</p> <ul style="list-style-type: none"> -Difficult to access without a car -Unpleasant to walk to -Dominated by vehicular traffic -Dangerous to get to 	<p>Uses & Activities</p> <ul style="list-style-type: none"> -Do not support multiple uses -Underused or empty -Are lacking regular programs & activities -Do not serve the community <p>Sociability</p> <ul style="list-style-type: none"> -Places where people don't stay -Dominated by one group of users -Unfriendly to certain users -Lack a sense of community and pride
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Route Mapping

Participatory Activities to Create a Community Vision

...find your way and mark the journey



Route Mapping

Participatory Activities to Create a Community Vision

Purpose and Objective

The route mapping exercise provides transit staff and planners with an idea of the route that transit passengers are taking to reach transit stops, and also how people chose to circumnavigate the neighborhood.

Administering it

In a workshop or focus group setting, or even at a transit stop, participants are asked to draw the route they took to reach that stop or the route they plan to walk once they alight from the bus or subway. Then they are asked to jot down why they chose this route, suggest ways in which it can be improved, and how it could better link to their destination.

Participants

Transit passengers are the primary participants.

Outcomes

Route choice is impacted by many factors, including a sense that the route is safe; that it passes by shops and services frequented by the respondents, and that it reflects the shortest route to their destination. Issues that impede pedestrian movement or that force them to take longer more circuitous routes rise immediately to the surface. These could be quickly addressed in the early stages of an improvement initiative.

characteristics

What specific characteristics do you like about your route?

What specific characteristics need to be improved?

guidelines

Things that enhance the quality of a journey

- It feels safe from crime
- There are many store windows to look into
- The ground-floor of buildings are interesting and welcoming
- There is a good balance of sun and shade
- There are places to sit along the way
- Automobiles do not interfere with your journey
- Noise levels are acceptable
- There are people walking or sitting in pairs and groups
- There is convenient access by transit
- Bicycling is safe; there are bike racks, lanes and other accommodations
- It is easy and safe to cross the street
- There is adequate directional signage, maps and location information
- The sidewalk is in good condition and it is easy to walk along
- There are stores and services that I would use
- The street has a friendly, neighborhood feel
- There is a mix of ages, sexes, and ethnic groups which reflects the local community
- The street is not dominated by one group or individuals
- The block is on the shortest route to a destination



Walk-it Audit

Participatory Activities to Create a Community Vision

Walk-It Manual

A tool for evaluating the pedestrian experience walking to & from transit:

This walking audit is designed to be conducted on-site by small groups of people. Each Walk-it audit covers a specific route that you evaluate walking to or from a transit stop in terms of access & linkages, comfort & image, uses & activities, and sociability.

As you participate in the Walk-it workshop pay close attention to the qualities of the public spaces, as well as the difficulties you encounter during your journey.

An area map is provided for you to use to find your way. Make comments and take additional notes about your journey!

Observational Guidelines

Think about the route in terms of the qualities and characteristics of your experience. Feel free to draw on the map! Use your own symbols to mark site-specific issues and record your notes in the space around the map. Remember to discuss them with your group and to make sure that someone is documenting your observations with a camera.

As you Walk-it

STOP at key points along the route and mark them on the map

LOOK around and evaluate each stopping place, taking photos of what the group finds important

LISTEN to others' opinions and share your own

RECORD your notes as symbols on the map and notes on the margins

Afterthoughts

After completing the Walk-it meet with your group at a local venue to discuss your observations. Transfer and discuss each of the individual markings on your maps onto a larger one that represents the opinions of the whole group. The map, along with key Afterthought question, will give you a good sense of the specific problems, potential opportunities, and strategic steps to follow.

Purpose and Objective

To assess quality of the walking experience to a transit stop or station and the quality of places and the street environment along the way

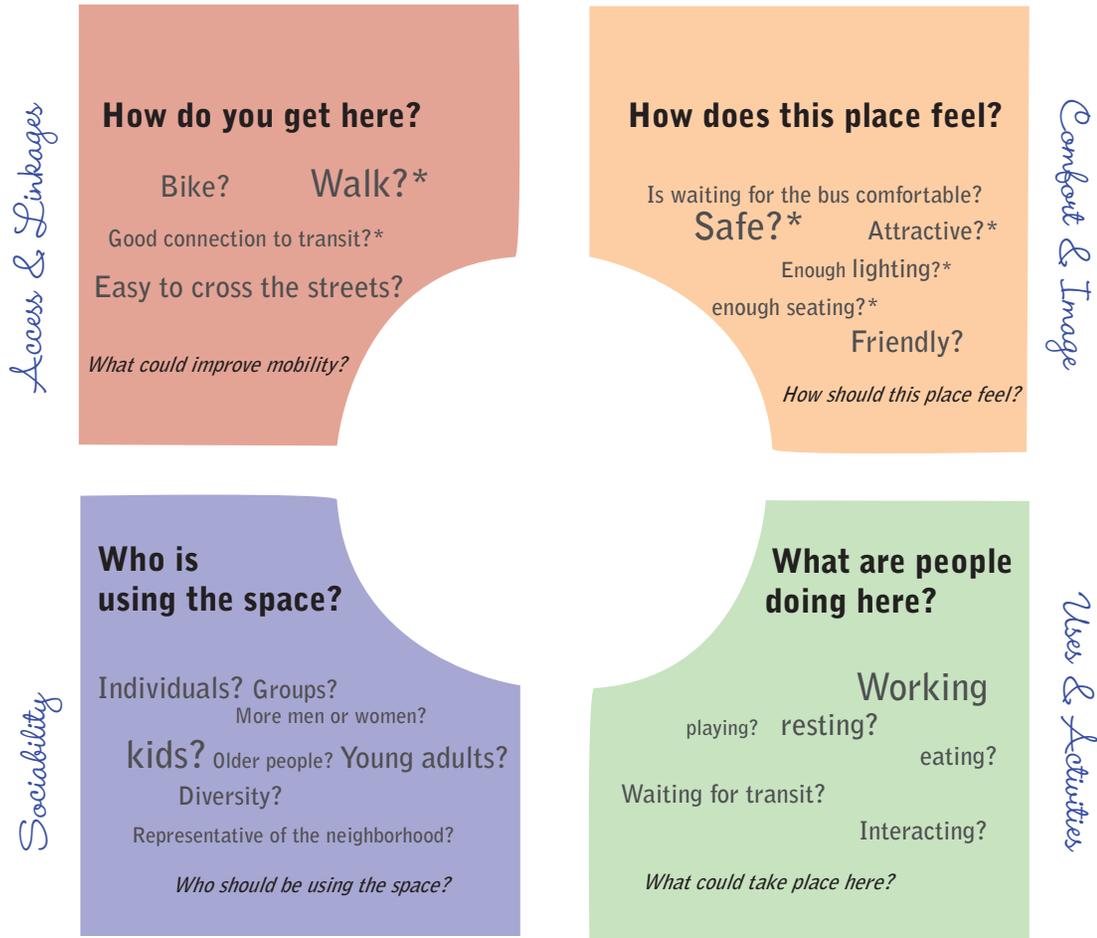
Administering it

By trained facilitators who lead the walking tours and instruct participants in how to fill out the form, what to look at and how to evaluate the route and the key sites along the route. Participants can be offered small financial incentive to participate.

Walk-it Audit

Participatory Activities to Create a Community Vision

Qualities



Walk-it Audit: Routes

Participatory Activities to Create a Community Vision

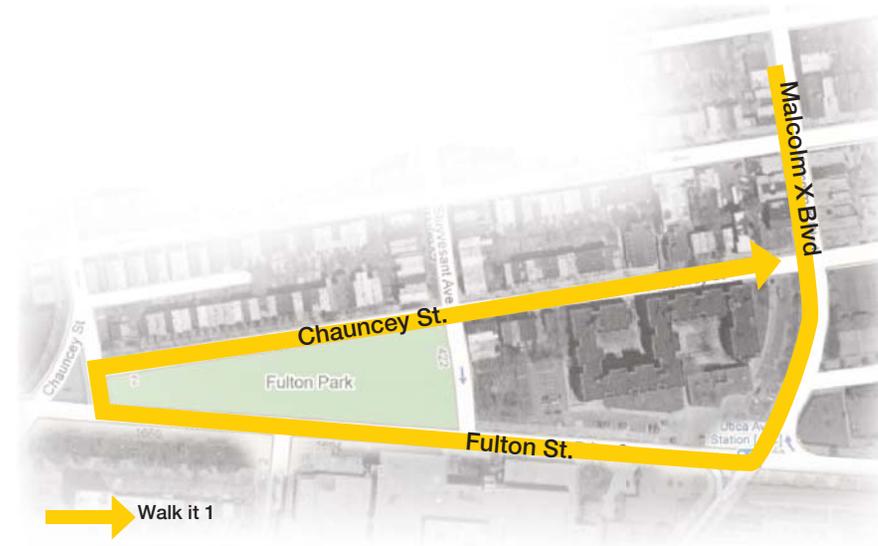
Participants

Transit riders, community residents, agency staff, kids and seniors can participate in the walk-it survey.

Outcomes

Identification of problems (street crossing, streetscape, public spaces), ideas for improvement, and a qualitative understanding of the importance of the place, which can guide plans for improvement and a vision for the place.

Walk-It observations



afterthoughts

What are the most important destinations on the route (institutions, stores, etc)?

What are the most important public spaces on the route (parks, plazas, transit stops, etc)?

Which are the spaces with potential, that need of improvement?

What short-term, physical improvements do you recommend for each of these spaces?

What are your ideas for improving your walking experience?

How can the merchants, institutions, and/or agencies responsible for these destinations improve your walk to transit?

Place Imagination Exercise

Participatory Activities to Create a Community Vision

What activities would you like to do here?



picture this!



How would you like to use the space better?



uses & activities

Purpose and Objective

To inspire (through photos) and get ideas for improving a public space (based on PPS Place Diagram).

Administering it

Trained surveyors on the site in question ask passersby to jot down notes as to how they would like to use the place they are passing through, how it could be made more comfortable and attractive, how it could serve and attract a diverse group of people – seniors to children – from all walks of life of the community.

Participants

Transit riders and site users look at the photographs, mounted on foam core, for inspiration, and then share their comments in writing with the surveyors.

Outcomes

Ideas for new uses and activities for the site - how it could be made more attractive and comfortable, etc. - which can become the basis for a new vision for the space.

Community Group Presentation & Discussion Guidelines

Participatory Activities to Create a Community Vision

Purpose and Objective

To engage community members in an interactive discussion and series of exercises designed to generate ideas, opportunities and enthusiasm about a project and the potential for positive change.

Administering it

Trained facilitators lead the process, which often begins with a PowerPoint presentation of existing conditions, results from on-site observations (surveys, mapping, etc.) and positive examples and model solutions from other cities. Participants are divided into smaller groups to brainstorm ideas, work through solutions, and identify additional partners to involve in the process.

Participants

Community residents, agency staff, city staff, local cultural and civic leaders. However, community residents should be given first priority in terms of providing input and comments.

Outcomes

An enhanced understanding of problems and ideas for improvements, a vision for the neighborhood, and greater community buy in into the planning and design process.

Placemaking Workshop

Participatory Activities to Create a Community Vision

Purpose and Objective

By spending time in an area, observing how people use it and asking the people who are there what they like or don't like, it is possible for just about anyone to experience first hand how a place functions. This knowledge then becomes an important tool in determining how specific places can be improved.

The experience of looking at these spaces can actually be fun as well as educational -- especially if structured to involve teams of people in a creative way. By looking at existing bus stops as well as interviewing transit riders on the trains, community representatives and station planners can find new insight into the positive and negative qualities of the existing transit facilities, which will aid in the planning efforts.

Administering it

Place Performance Evaluation[®] is a place-oriented approach to community improvement, which is designed to be undertaken by groups of stakeholders, transit riders, community working groups, funders, sponsors and city agency staff and community residents, looking at a transit stop or destination and then working

off-site to compare findings and observations. Working in small groups, participants identify problems, identify community assets, solicit ideas for improvements and create a shared, consensus vision for what can be achieved and a way for moving forward. Trained facilitators are required to help participants throughout the workshop process. Place Performance Evaluation can be done by a small planning team working individually, and it also makes an excellent workshop. By participating in this "game," participants can not only get to know each other better but can also gain insight on ways to look at neighborhoods and the areas within them more holistically and to see their potential as "places" in communities.

The Place Performance Evaluation is the primary activity that takes place during the Placemaking workshop. It asks participants to use common sense and intuition along with structured observation and interview skills. This allows them to very quickly see the good and bad qualities of a place, and suggest improvements, both short and long term. It ignites a creative process about how to make a place vital and great. The evaluation can be done by anyone who is observant, from a highly

trained professional to a layperson. Equally dramatic results have been achieved by both groups.

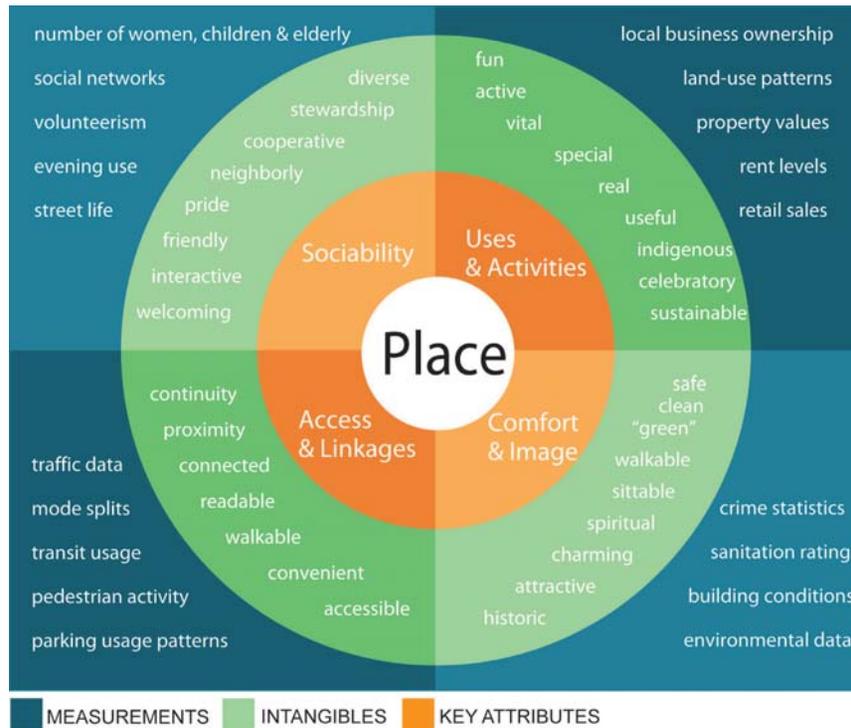
Participants

Site visits and evaluations customarily take place in the vicinity of the workshop that is being conducted, so that participants have easy access to study sites. The workshop or meeting participants are divided into groups and instructed in how to complete the Place Performance Evaluation Game[®], based on a Place Diagram: What Makes a Place Great? This chart outlines the major attributes of well-functioning places along with the intangible qualities that people use to positively describe them as well as the elements that can be used to measure their success. We have found this tool to be particularly useful in helping communities discuss the issues of importance to them.

Outcomes

After the observations, the groups return for a discussion of what each group found. People describe their findings using slides of the observation areas for reference. PPS facilitators help to develop suggestions for improvement into a plan of action appropriate to the location.

What Makes a Great Place?



PPS is a nonprofit organization dedicated to creating and sustaining public places that build communities. We provide technical assistance, education, and research through programs in parks, plazas and central squares; buildings and civic architecture; transportation; and public markets. Since our founding in 1975, we have worked in over 2,500 communities in the United States and around the world, helping people to grow their public spaces into vital community places.

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SPACES

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Place Performance Evaluation A Tool for Initiating the Placemaking Process

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Modeling Exercise

Participatory Activities to Create a Community Vision

Design Based Transportation Planning

Design Based Urban Planning (DBUP) is an innovated technique developed by James Rojas for engaging communities on discussing urban planning and transportation issues. It can be administered through urban/transportation planners, architects and community members for public participation.

Model building breaks down many barriers and can help in community engagement. Participants are given a problem that they must design a solution for in 20 minutes. They are given a medley of recycled materials to use, which helps them articulate their ideas in physical terms. Then they have one minute to discuss their individual solutions. In a short amount of time, the participants have to assemble their ideas and share them with others. Hence, when the time comes to combine models, participants must compromise, altering their ideal utopia for the greater good of the community.



Objectives

- Builds design fluency amongst the general public
- Creates a friendly forum for the exchange of ideas
- Helps planners, and architects understand community perspectives
- Inexpensive exercise, fast pace, and flexible locations
- Creative feel good exercise

This is achieved through workshops or interactive models using recycled materials!

Modeling Exercise

Participatory Activities to Create a Community Vision

3-Dimensional Model Building

The 3-dimensional models created at different locations return participants back to the proverbial sand box where they can play and think with out constraints or preconceptions about urban planning. The sand box approach creates something of a democratic planning forum for participants, by creating a safe space where there are no wrong or right answers when it comes to planning. Adults play like children and children play like adults.

The installations attempt to capture the fascination we have with the urban landscape by engaging the viewer into a miniature world of Technicolor shapes and forms. Over 2,000 plus recycled knickknacks such Jenga pieces, Scrabble tiles, bottle caps, peppershakers, a translucent Boeing corporate paperweight and the like will become homes, skyscrapers, public buildings, and monuments, and all incorporated into the model.

These objects will help participants engage with the model by envisioning and exploring their ideas through reshaping this model city during the course of the installation.

Steps:

Part I

Welcome and Mission

Group discussion to establish criteria for Transportation system.

Participants hunt for objects for 3-D model.

Participants create their system.

Participants explain their system

(depends on the number of participants).

Part II: Group exercise:

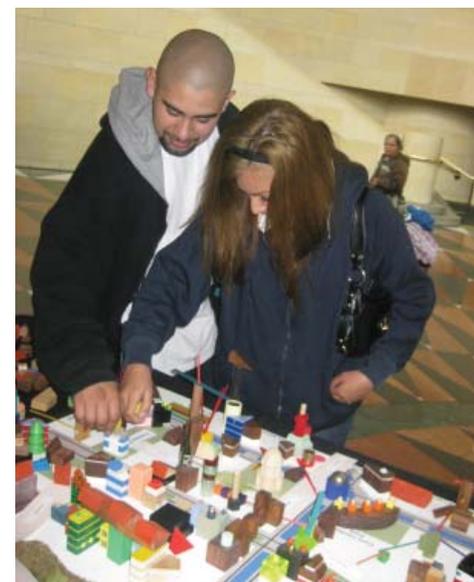
Participants combine their system (4 to 5).

Group discussion/lessons learned.

Wrap up/Clean Up.

By engaging participant's motor skills, this process promotes/inspires learning and creative thinking. Participants will be allowed to create 3-dimensional forms that are real or conceptual. Their individual forms and choices become public discourse. This reshaping process allows participants to discuss their ideas with each other thus making the installation a place of interaction.

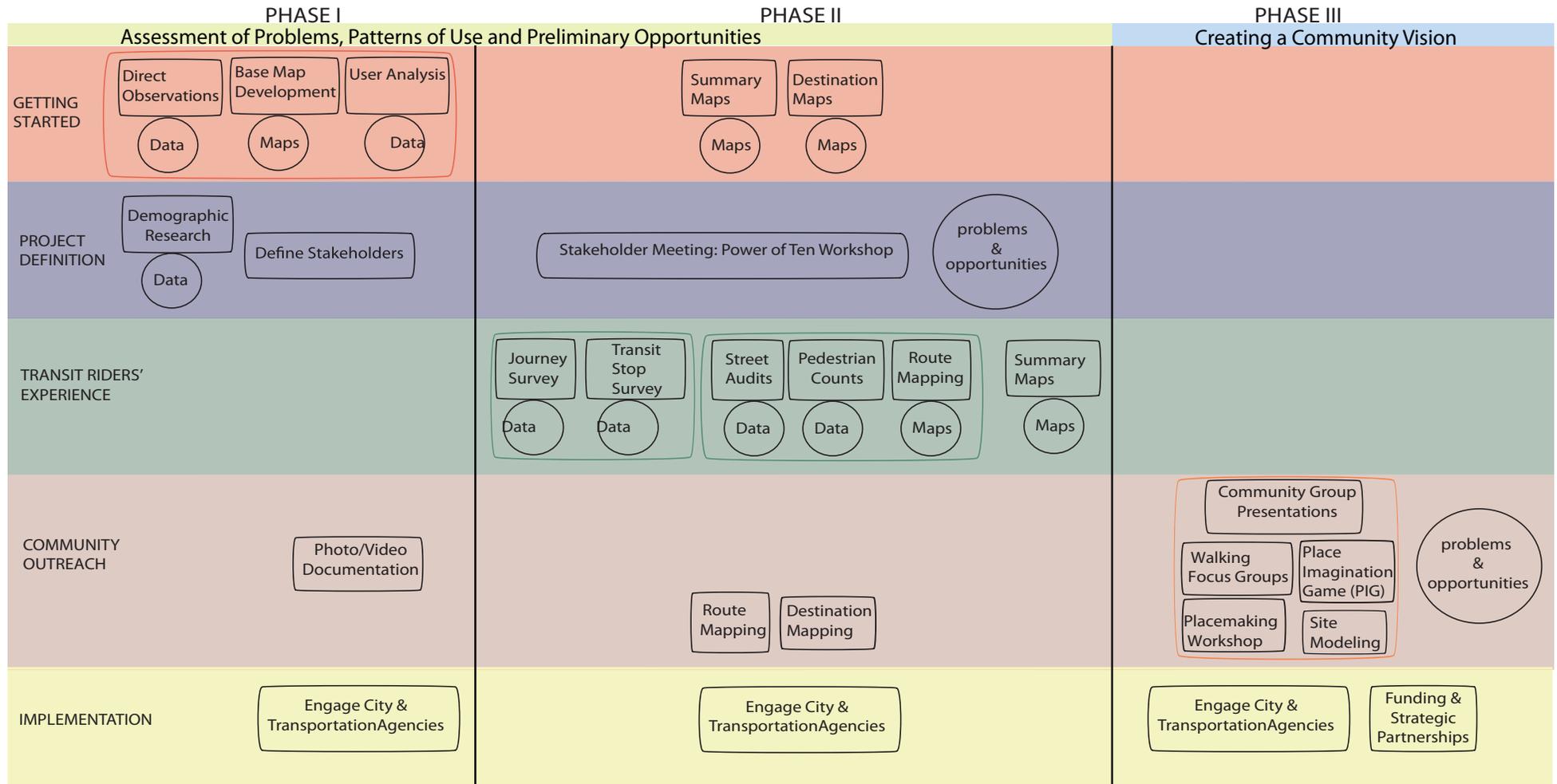
This installation is a process of city building rather than a product, which mimics the state of being of cities.



Project Strategy

Steps & Strategy

Developing Public Participation Tools in Transit Dependent Communities



Reference Guide

Tool	Value for Public Engagement	Level of Public Engagement	Ease of Deployment	Type of Data Collected	Quality of Data Collected	Type of Context/ Venue
Assessment Maps	Low	Low	Easy	Land use, Green space Transit routes, civic institutions	Quantitative Physical environment	On site
Quality of the Journey Survey	Moderate	Moderate	Moderate to Easy	Problem areas/issues Solutions Frequency of use		At transit stops Near transit stops At community events
Quality of the Transit Stop Survey	Low to Moderate	Low to Moderate	Moderate to Easy	Problem areas/issues Solutions Frequency of use	Qualitative Observational	At transit stops
Community Destination and Transit Route Mapping	High	High	Moderate	Walking routes Anchor destinations Problem areas	Qualitative	Meeting space At community events
Walk-it Audit	High	High	Difficult	All of the above	Observational Experiential Qualitative	Meeting space Walking route
Place Imagination Exercise	Moderate	Moderate	Moderate	Solutions; ideas for improvements to be made	Visual preference	At a transit stop Meeting space In a plaza near a transit stop
Modeling Exercise	Very High	Very High	Moderate to Difficult	Brainstorming ideas for redesigning a neighborhood	Qualitative	At a transit stop; in a plaza; at a community event

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Implementers	Participants	Challenges	Benefits
Observers	Observers, Surveyors Transit staff City Staff	Making the maps easy to read and accurate	Good basis of understanding of the physical environment
Surveyors	Transit passengers Pedestrians	Developing a good survey Analyzing data takes time; people are in a hurry	Gives you a quick snapshot; data can be quantified
Surveyors	Transit passengers	Developing a good survey Analyzing data takes time; people are in a hurry	Gives you a quick snapshot; can be quantified
Trained facilitators	Community residents Community leaders	Difficult to organize Takes time (+2 hr) Need a nearby venue	Great information about use, O & D of journeys
Facilitators	Community residents Community leaders	Difficult to organize Site visit in advance Takes time (+2 hr) Need a nearby venue	Team building Consensus and Vision creating
Facilitators	Community Residents Transit passengers Pedestrians	Limited interaction Difficult to create	Non verbal Visual tool
Facilitators	All of the above	Hard to document outcomes and to use them in further planning	People love it!

