

# Online Training Placemaking, Partnerships & Community Event Design

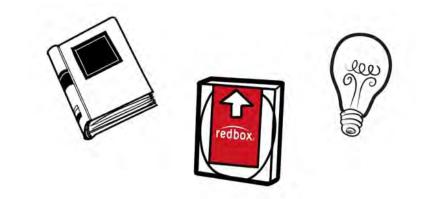


# **Introduction: About the Program**

Developed and funded by Redbox, and managed by OCLC in partnership with Project for Public Spaces, Outside the Box is an innovative program that brings people together for free, fun entertainment events in their local community.

When people connect, communities benefit—and as trusted community anchors, public libraries are central to Outside the Box efforts. In 2014, up to 20 U.S. communities will participate in Outside the Box, with the local library driving community brainstorming and planning sessions and hosting events.

#### And anyone can take the training and use it in their community!





# **Training Outcomes**

- Identify a space near the library, on the library grounds, or in the community that can be used for ongoing public entertainment events
- Lead a community brainstorming or planning session on event/place design
- Identify at least three new community partners and an action plan for engaging with them
- Develop a list of reusable materials and features that can be used in the community space, to create a welcoming, comfortable environment (seating, tables, surface cover, shading, lighting, etc.)





# **Training Topics**

- Part 1: What is placemaking?
- Part 2: Turning your event into a great place experience
- Part 3: How to conduct a community brainstorming session

Let's get started!





### Placemaking: Great Libraries, Great Public Spaces





# Part 1: What is Placemaking?

- The Placemaking process
- Libraries as great community places



### When you focus on a place, you do everything differently





Placemaking is a collaborative process of people coming together to create the great public spaces at the heart of their communities.

### PLACE/COMMUNITY DRIVEN APPROACH

define place identify stakeholders

#### evaluate space

stakeholder roles advise/suggest bring additional resources place vision expert roles resource facilitate implement vision

short-term experiments Library events

long-term experiments

on-going reevaluation & improvement

empowers communities

attracts partners, money & creative solutions

professionals become resources

design supports uses

solutions are flexible

engagement & commitment grow





# **Libraries as Great Community Places**

- Offer a "Front Porch"
- Have attractions and destinations
- Have a flexible space
- Encourage seasonal uses
- Manage the experience



# Offer a "Front Porch"

- Active edge uses
- Flexible use space open longer hours
- Inviting entrances
- Identifiable from a distance





### **Flexible Space**



- Allow for overlapping and changing uses
- Build-in "infrastructure" for programming
- Foster fluid connections between indoor and outdoor spaces
- Experiment with temporary uses

### **Encourage Seasonal Uses**

- Draw on & highlight seasons
- Rotate plantings & programs
- Host cultural & civic celebrations





#### Manage the Experience

- Host programming by partners
- Manage the place
- 🚱 Provide a venue

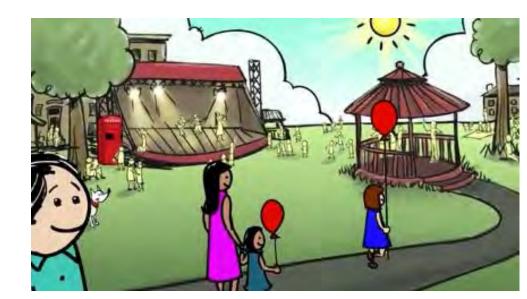






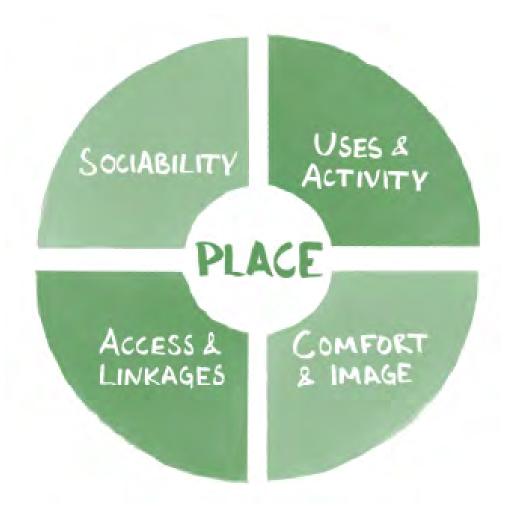
### Part 2: Turning Your Event into a Great Place Experience

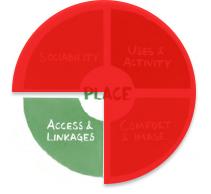
- What makes a great place
- Examples of the elements of place





#### **What Makes a Great Place**





- Convenient
- 🚱 Walkable
- 🚱 Informative
- 🚱 Orienting
- Connected
- 🚱 Enticing

# Access & Linkages







#### VALET BIKE PARKING COURTESY OF SAN DIEGO COUNTY BICYCLE COALITION



## **Uses & Activities**

- 🚱 Fun/vital
- Active
- 🚱 Indigenous
- 🚱 Sustainable
- Affordable
- Challenging



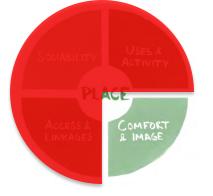




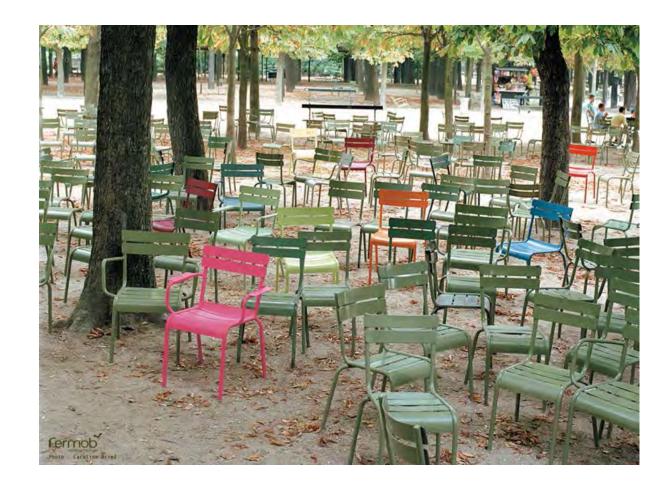








# **Comfort & Image**



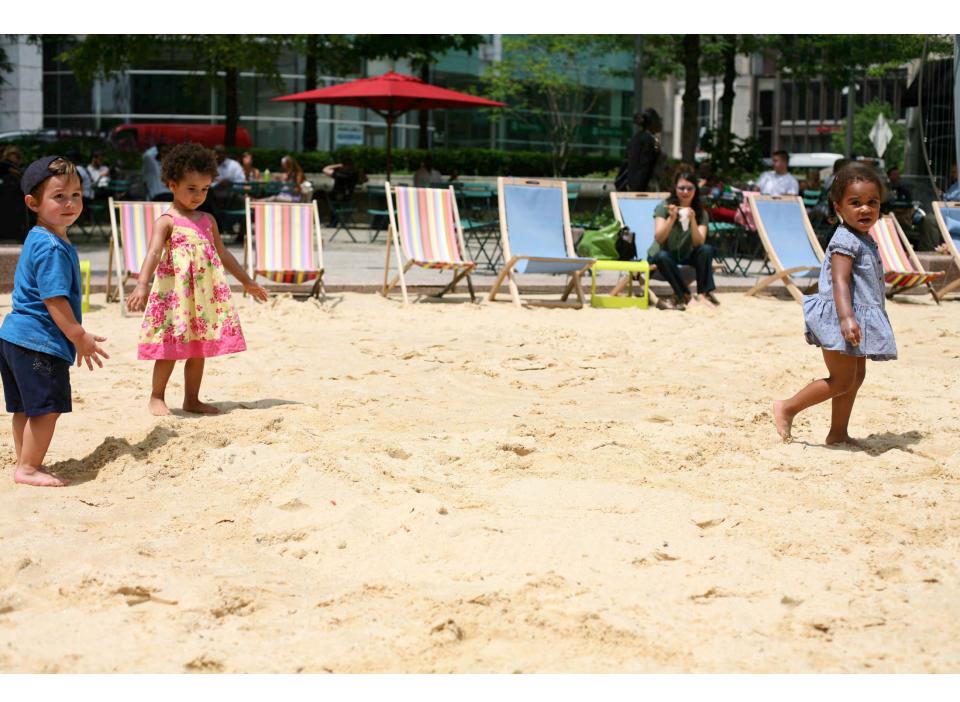
Inviting
Attractive
Usable
Historic

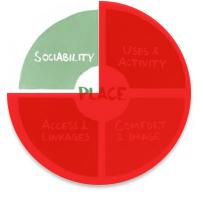
- 🊱 "Green"
- Friendly







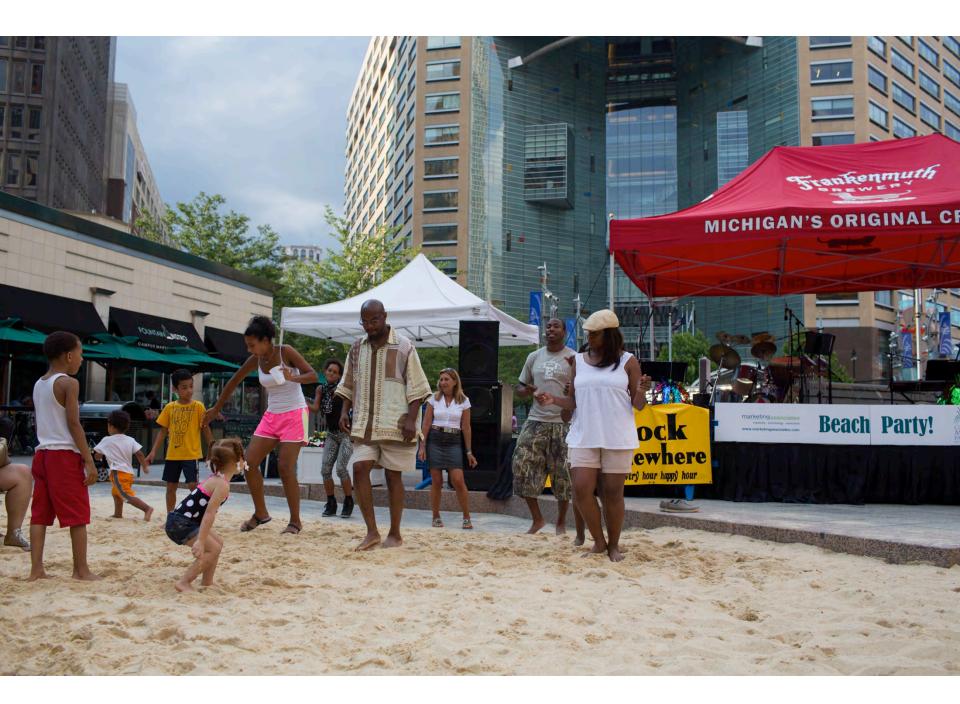




# **Sociability**

- Welcoming
- Cooperative
- Interactive
- Neighborly
- 🚱 Proud
- 🚱 Diverse
- 🚱 International
- Cared for







### Part 3: How to Conduct a Community Brainstorming Session in Five Easy Steps

- 1. Select a site to brainstorm about
- 2. Identify key stakeholders/partners
- 3. Prepare for brainstorming session
- 4. Conduct a fun and productive session
- 5. Record and share results

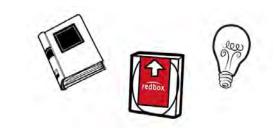


### 1. Select a Site



#### The best sites:

- Are empty or underutilized
- 🚱 Have potential
- Can connect the library to other important community places
- Can get people excited
- Have many partners and stakeholders
- Are easy to get to

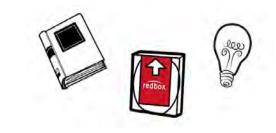


### 1. Select a Site



#### What Types of Sites? Key destinations...

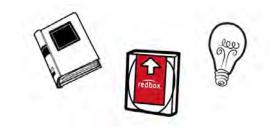
- 🚱 Library lawn
- Library or adjacent parking lot
- Underused nearby park
- Plaza/park near City Hall
- Plaza/park/parking lot near other community spaces or partners (i.e. college, school, cultural center, etc.)
- Vacant lot near the library



### 2. Identify Key Stakeholders/Partners

#### **Typical stakeholders:**

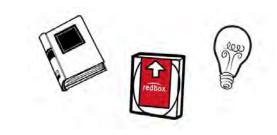
- 🚱 Library Staff
- 🚱 Library Friends Group
- Municipal Representatives
- Community Groups
- Local Parks & Rec Department
- Local Cultural Groups and Organizations
- Local Schools or College
- Teen Council or similar youth representatives
- Local food vendors/entrepreneurs
- 🚱 Local Artists



### **3. Prepare for Brainstorming Session**



- Select workshop sites
- Reserve meeting space
- Set date, time, agenda
- Select and invite participants
- 🚱 Organize equipment



## **3. Prepare for Brainstorming Session**



WHEN	Saturday, January 22, 1:00 - 4:30 pm NYU Parking available at Refreshments will be served.
A :	
Help make Washir Don't miss t	ngton Square Park a better place, the Brainstorming Session
Help make Washir Don't miss t	ngton Square Park a better place, the Brainstorming Session Washington Square Park is one of the best-loved, historic open spaces in New York City. The challenge today is to determine how Washington Square Park can better meet the needs of its diverse users and encourage the right variety of activities and uses.

### **3. Prepare for Brainstorming Session**



### Checklist

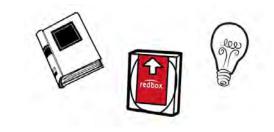
- Meeting room is near the selected site
- Agenda for the Session
- Copies of the Questionnaire (one per participant)
- Base maps / Google maps with site circled and labeled (one per participant)
- Flipchart to record discussion
- Facilitator for every 8 participants (or group)
- Markers and pens
- 🚱 Snacks

### 4. Conduct Brainstorming Session



### Sample Agenda

- Introduction
- Self-Introductions
- Review Objectives and Agenda
- Optional: view examples from earlier training sections (great places)
- If more than 8 participants divide into groups of no more than 8
- Groups visit the site for 15 20 minutes
- Groups brainstorm ideas
- Groups report back
- Closing remarks/next steps



### 4. Conduct Brainstorming Session



### **Instructions for Facilitators**

### As a facilitator, your role is to make sure that:

- people understand what to do
- everyone in your team has a chance to speak that no person dominates (including the facilitator <sup>(2)</sup>)
- When your group convenes quickly have everyone introduce themselves
- Let people go quickly through the questions mentally by themselves
- Assign one person to write down everyone's comments on a notepad/piece of paper
- Assign a time keeper who will prompt the group to move through the site, the questions and return to the meeting location on time

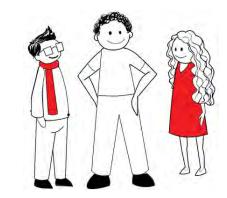


### 4. Conduct Brainstorming Session



### **Instructions for Facilitators (continued)**

- Make sure your group stays on track and keeps moving through the questions; if people get hung up on answering one question, you will need to prompt the group to move on
- Assign one person to summarize the ideas from the discussion on a flipchart
- Ask for one or two people to be the presenters of the summary of ideas to the whole workshop before you start writing/recording ideas
- At the end of the workshop, collect completed forms and notes and give them to the library team



### 4. Community Brainstorming Session





### 4. Brainstorming Questionnaire

#### SITE #:\_\_\_\_\_ Date:\_\_\_\_

NIdentify Opportunities

#### USES & ACTIVITIES

1. What activities or events would compel you and a group of friends/family to come and spend time here? (movies, concerts, art, festivals, etc.)

#### COMFORT & IMAGE

4. What would make this place more comfortable and inviting?

5. What kind of furnishings would support the activities you listed?

- 6. How can this place reflect local traditions, customs or culture? (e.g. folk art, local festival or product, etc.)
- 2. What existing community programs could be hosted or featured here?

#### LONG TERM CHANGES

7. What simple but lasting improvements would you like to see here in the long term?

#### SOCIABILITY

 List any specific audiences that you want to attract? Please adjust your list of activities accordingly.

#### PARTNERSHIPS

8. What local groups, partners, talent could help implement the activities you outlined? Please be as specific as possible.

### 5. Record & Share Results

- Compile a record of results and ideas from meeting notes
- Distribute record to participants

#### MEETING NOTES

BOSTON MAIN COURTHOUSE PUBLIC SPACE ENHANCEMENT PROGRAM

Client and Tenant Workshop Meeting Notes February 6, 2001

Approximately one dozen representatives of the Courthouse tenants participated in a PPS facilitated public workshop, designed to incorporate the specific needs and ideas of building users into the development of long and short term improvements to the Courthouse public spaces.

#### GREAT LAWN

- View, panorama

- The view from it - across to the city, especially at night - Potential for greater use and eventual connection to

- Size of green space an asset
- Relationship between park and water
- People afraid are to use it because it feels too formal
- ÷. The lawn areas are well used by the public, having people come over here makes us feel less isolated

#### Liked

- Curb cuts
- Make entranceways to lawn user-friendly
- Circular benches around edge of green space with stone paving with plaques
- Octagonal benches around trees
- Curb benches along drive

Flowers and planting to provide more intimate spaces

waterfront community and uses.

Signage, building uses and amenities, court activity

Seating at front building base - In front of hedges

- Tables with umbrellas
- Pathways, stepping stones

#### Short-term improvements: Long-term improvements:

Structure for events, seating, sheltered picnic area, pavilion/stage, (appropriate and attractive) for stage performances, food concessions

- Changes of elevation
- Seating and tables
- Pathways
- Concerts in park - Entertainment on lawn

- Harket days 2 days a week with vending carts
- Pictorial view of Harbor, 40 years ago, 100 years ago, 200 years ago
- Boat identifiers with kids tankers, types of sailboats

Uses:

- Spaulding and Slye -Coast Guard
- WTC Partners
- Sebastian's

- Coffee and desert bar in arcade
- Plaques describing plants
- Ice cream stand

  - NPS
- Congressman Moakley

## **Prepare Your Event and Have Fun!**



- Reach out to partners
- Review brainstorming findings
- Select the best ideas
- 🚱 Implement



# **Event Examples**





### Events come in all shapes and sizes -everything centers on the community!

During the Outside the Box pilot, participating libraries and communities held concerts, art festivals, block parties, storytelling events, movie nights and more.

In the brainstorming process, you will come up with ideas that uniquely suit your community.

Event ideas inspired and planned by the community can be creative and fun, like the ones in these next photos...









# Next steps

- Visit <u>http://www.oclc.org/outsidethebox</u> for more information and for project updates and news
- Good luck with activities and events!



# OUTSIDE THE A COMMUNITY CONNECTOR