

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



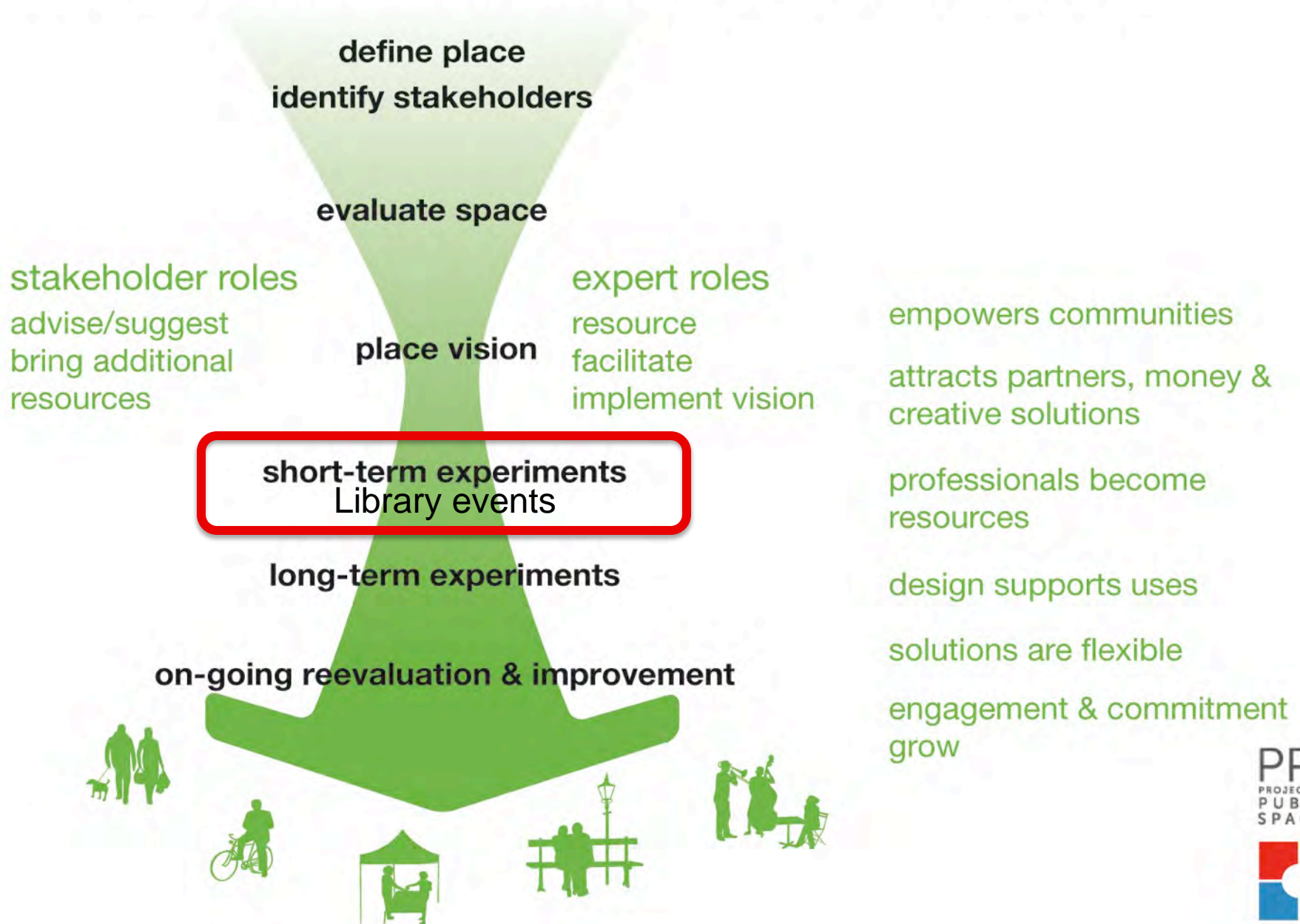
**When you focus on a place,
you do everything differently**





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



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



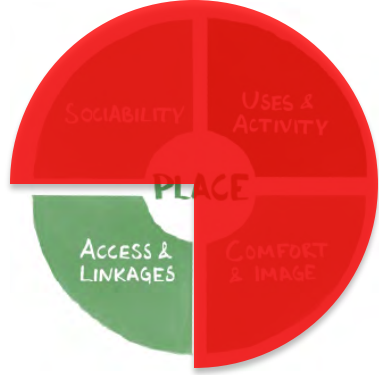
Part 2: Turning Your Event into a Great Place Experience

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



What Makes a Great Place





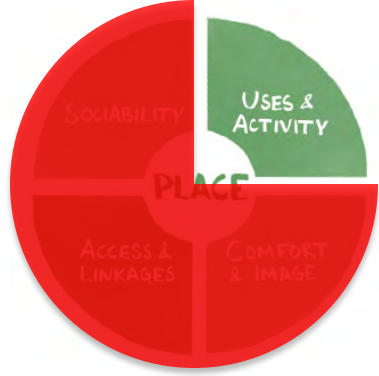
Access & Linkages

- ❖ Convenient
- ❖ Walkable
- ❖ Informative
- ❖ Orienting
- ❖ Connected
- ❖ Enticing









Uses & Activities

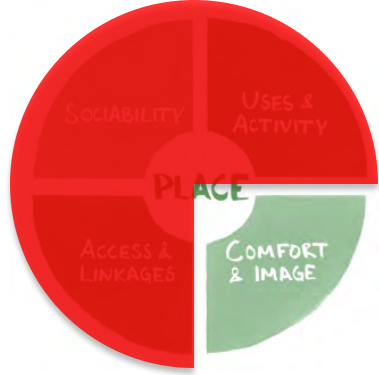
- ❖ Fun/vital
- ❖ Active
- ❖ Indigenous
- ❖ Sustainable
- ❖ Affordable
- ❖ Challenging











Comfort & Image

- ❖ Inviting
- ❖ Attractive
- ❖ Usable
- ❖ Historic
- ❖ “Green”
- ❖ Friendly

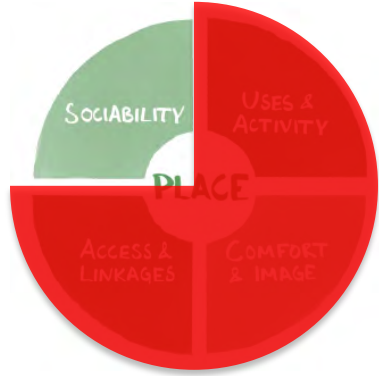












Sociability

- ❖ 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

INVITATION FLYER

WHEN Saturday, January 22, 1:00 - 4:30 pm

WHERE NYU
Parking available at ...

Refreshments will be served.



Help make Washington Square Park a better place!

Don't miss the Brainstorming Session

WHY 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.

HOW Participate in the collaborative placemaking process and help create a vision for improving the park, share your opinions, ideas and skills at this public workshop.

Sponsored by the Washington Square Park Council,
conducted by Project for Public Spaces.

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 😊)
- ❖ 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: _____

Identify 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.)
2. What existing community programs could be hosted or featured here?

SOCIABILITY

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

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.)

LONG TERM CHANGES

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

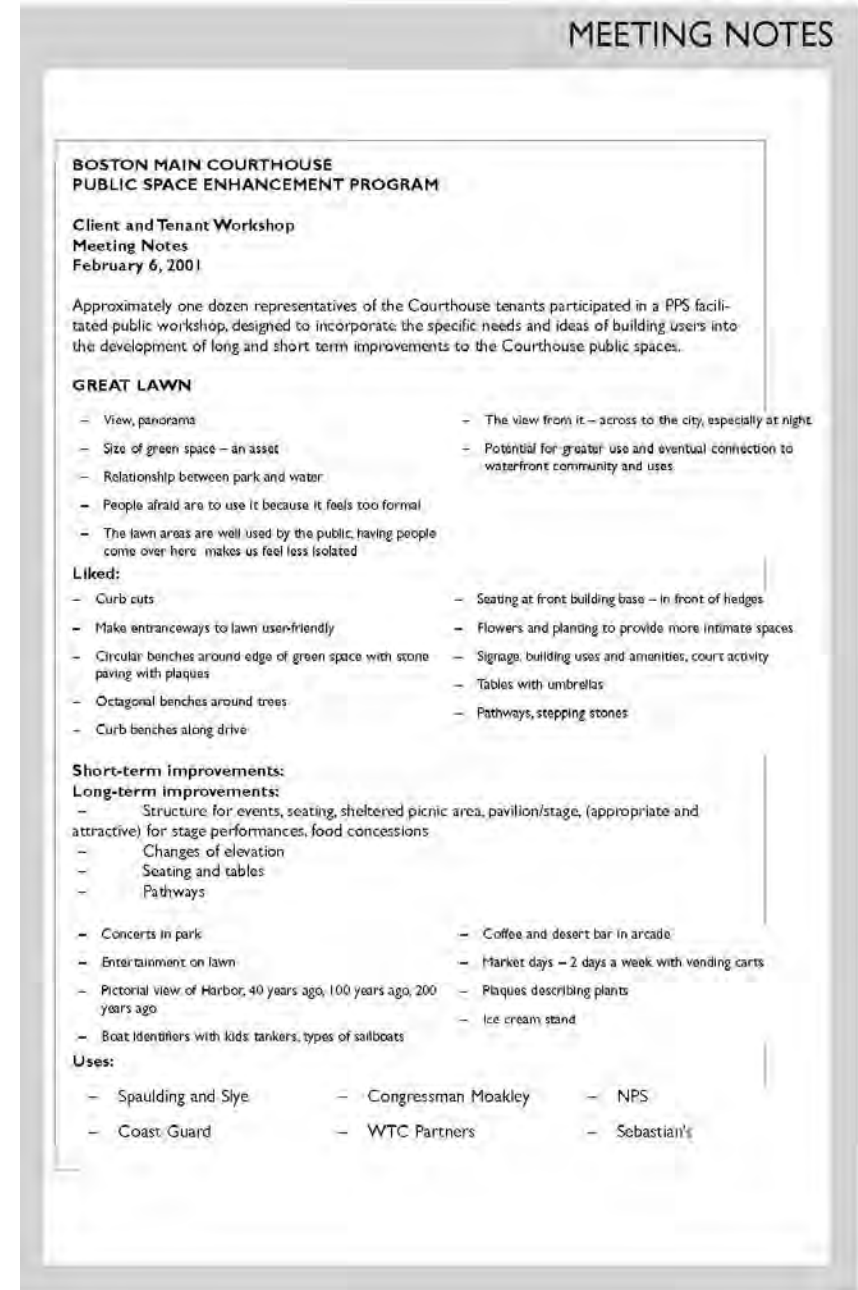
PARTNERSHIPS

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



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



**OUTSIDE
THE BOX**

A COMMUNITY CONNECTOR