



Date: 3/24/2016

To: Administrative Committee

From: Miriam Chion, Research & Planning Director

Subject: **Plan Bay Area Engagement**

Background

To create an interactive, engaging experience for participants in the Spring/Summer 2016 Plan Bay Area workshops, regional agency staff and Barbary Coast are creating two engagement tools: *Places of the Bay Area*—a workshop exhibit and online platform focusing on the day to day experiences and aspirations of Bay Area residents; and a scenario selection tool that allows workshop participants to express a preference for the Plan Bay Area 2040 scenarios and provide continuous input as the planning process moves forward. These tools are described below and will be discussed in greater detail at the retreat.

1. Places of the Bay Area

To build upon the 2015 *Placemaking in the Bay Area* report, the regional agencies will introduce *Places of the Bay Area*: an interactive workshop exhibit and online platform that enriches the regional dialogue about the present and future of our communities—focusing on Priority Development Areas but extending to the diverse neighborhoods across the region. The *Places of the Bay Area* effort will involve:

- **Online Platform:** A simple website (www.placesofthebayarea.org) capturing residents' Place Stories—brief narratives about how different people experience different places, what they value about them, and how they envision their future. Each story includes text and a photo or video. Stories will be harvested from the Spring 2016 workshops (see below) and ongoing engagement with Bay Area residents. Instagram, Twitter and Facebook accounts complement the website by allowing people to share experiences and thoughts as they happen, using the hashtag #placesofthebayarea.
- **2016 Plan Bay Area Workshop Exhibit:** A photobooth and story station at each county workshop to capture residents' stories and visions for their communities. The photobooth will photograph residents in front of a dry erase board that says "I _____ (e.g. "love") living in _____ (name of community) because _____ ; photos will be posted to the website and social media feeds and could potentially be printed at the station. Participants could also post their own videos, photos and thoughts from the workshop to the Instagram and Facebook feed. Participants interested in providing more detail can record their thoughts at a station with writing materials and a keyboard; this material will also be added to the website.

2. Scenario Selection Game

To facilitate broad input on Plan Bay Area 2040 scenarios, the regional agencies will release a simple online game designed for both smart phones and full computer screens that will allow participants to choose between the three scenarios and provide personalized input. The game will feature a description of Plan Bay Area 2040 and each scenario. Users will be able to click on one of the scenarios to express a preference and utilize a text box to share more detailed thoughts about one or all of the scenarios, as well as the Plan. The game will be available on laptops at the workshop and will be available online to gather continuous input that will help inform the development of the Plan.