Today's Learning Objectives

• Experience the power of play through an introduction to PLAYCE

• Learn how to avoid satisficing and develop better, more engaging public engagement:
  ✓ Enlist stakeholders as collaborative problem-solvers
  ✓ Build consensus early and sustain it
  ✓ Tips and tools for easy, affordable, effective techniques
  ✓ Tactical Urbanism 101
play
How It Shapes the Brain,
Opens the Imagination,
and Invigorates the Soul

STUART BROWN, M.D., with CHRISTOPHER VAUGHAN
founder of the National Institute for Play
Community Conversations

#AboutFaceLaNY

#LackawannaNY
#REVIVERidge
Community Conversations

• Go to where the people are
• Compelling questions
• 2-3 min conversation with wide audience
• Make it fun
• Timing
  • One early in process
  • One later to present ideas, get feedback and gauge response
Site Analysis Tours
Site Analysis Tours

• Analysis critical, make it engagement as well

• No individual stakeholder meetings
  • See the site all together, in real time
  • Walk, Bike, Boat, etc…

• Collaborative problem solving and idea generation

• Team building games along the way
Team Building Games
Team Building Games

• Key to building trust, empathy and collaboration

• All games are specifically chosen and crafted to support objectives and data needs

• Physical games
  • Visioning cards, furniture scramble, etc

• Thinking games
  • How should a place smell or sound, character creation

• Collecting data
Try It On
Try It On

- Tactical Urbanism
  - Low cost, quick, temporary
- Test design in real time
  - Spatial design
  - Community openness
- Festive atmosphere crucial
  - Difference in willingness
- It takes more than just building it
  - Programming
  - Marketing and awareness
Why PLAY the JHLA Way?

PLAY FUELS THE MIND
ELEVATES ENGAGEMENT & MOTIVATION
JUMP-STARTS IMAGINATION & CREATIVITY
CULTIVATES EMPATHY
IMPROVES DECISION-MAKING
CREATES CONSENSUS FASTER
Why should you PLAYCE?

- Community story captured and expanded
- Opportunities seen through new lens
- Prioritization process
- Design authentically community driven and supported
- Funding
- COMMUNITY WORKING AS TEAM
LET'S PLAY!!:
ACTIVITY 2