



901 Mission St, Suite 105  
San Francisco, CA 94103  
1- 855-Crowdbrite



## Experienced Team

CB was launched in 2011 and was developed from experience of 100 + workshops and three regional initiatives. In four months the CB team has engaged more than 5200 people in-person and online in 43 international projects.

- ✓ **Planning**
- ✓ **Participatory Design**
- ✓ **Civic Engagement**
- ✓ **Accelerating Action**

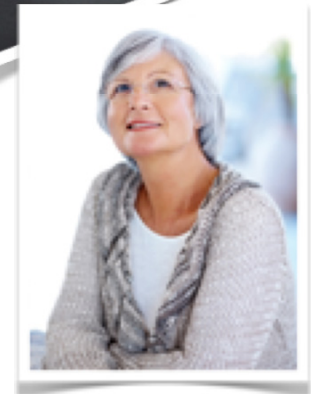


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darin@crowdbrite.com



## Death by Meeting

- 3,141 Counties, 19,000 + Cities
- 500,000 + Public Meetings/yr
- 47 million hrs (32 people per mtg @ 3 hrs each)
- 125 Billion person hrs in mtgs
- Save 15 min. per meeting with technology
- 125 Million hrs in time savings
- **\$2.5 Billion** avoided costs



## We are expected to do more with less!

Budgets are being reduced for projects and outreach

### Government 2.0 Directive

- Build partnerships for project implementation
- Improve organizational efficiency
- Streamline process & improve public service
- Work across disciplines
- Open and transparent public process



## Use a comprehensive integrated approach and new technologies to move from VISION to ACTION – accelerate change



### Uses:

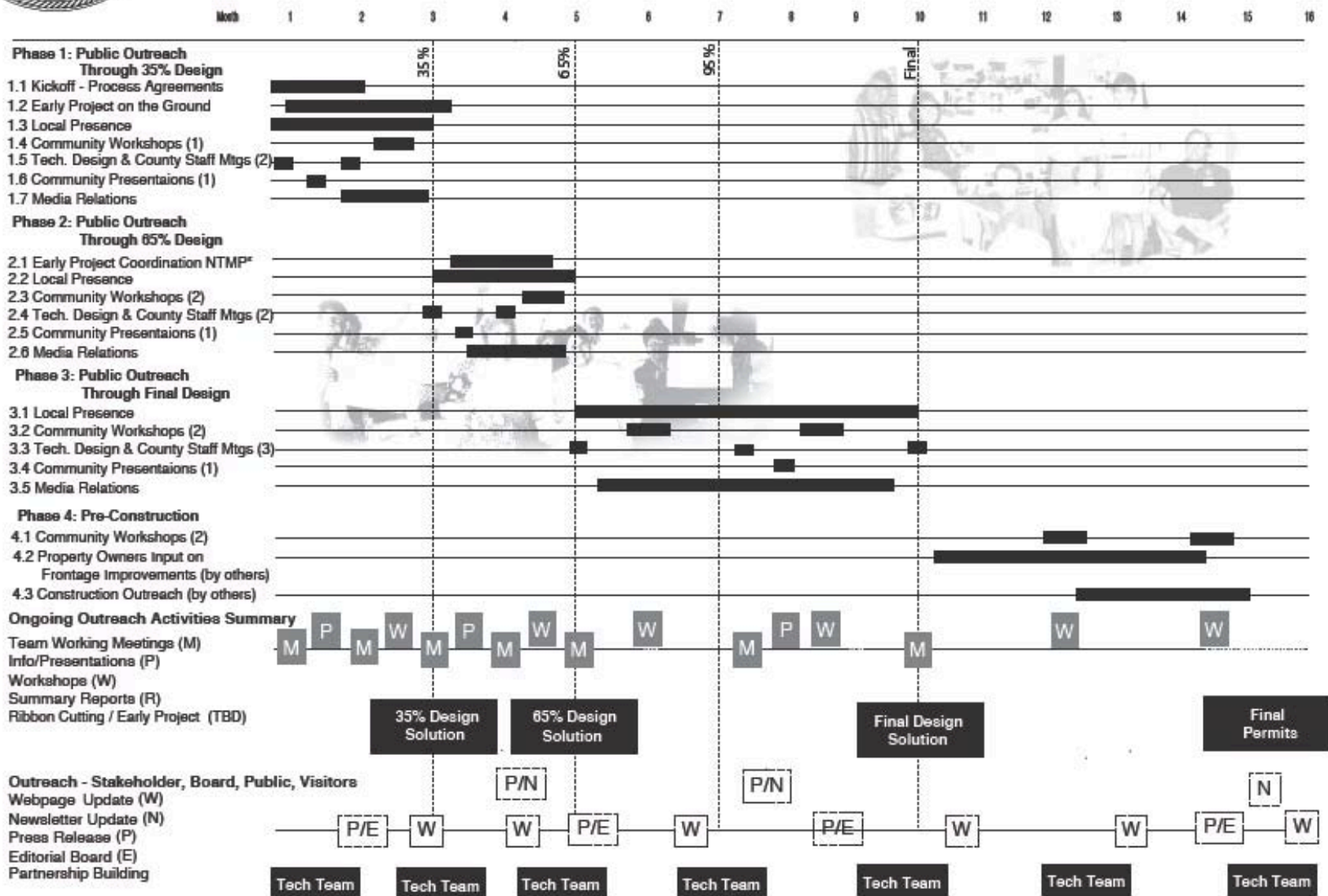
- National, State + Local Policy Frameworks
- Regional & Local Planning
- Local Placemaking
- Projects





# Draft Work Plan Community Stakeholder Outreach & Coordination

July 1, 2010 - first 16 months of a 2 year work plan

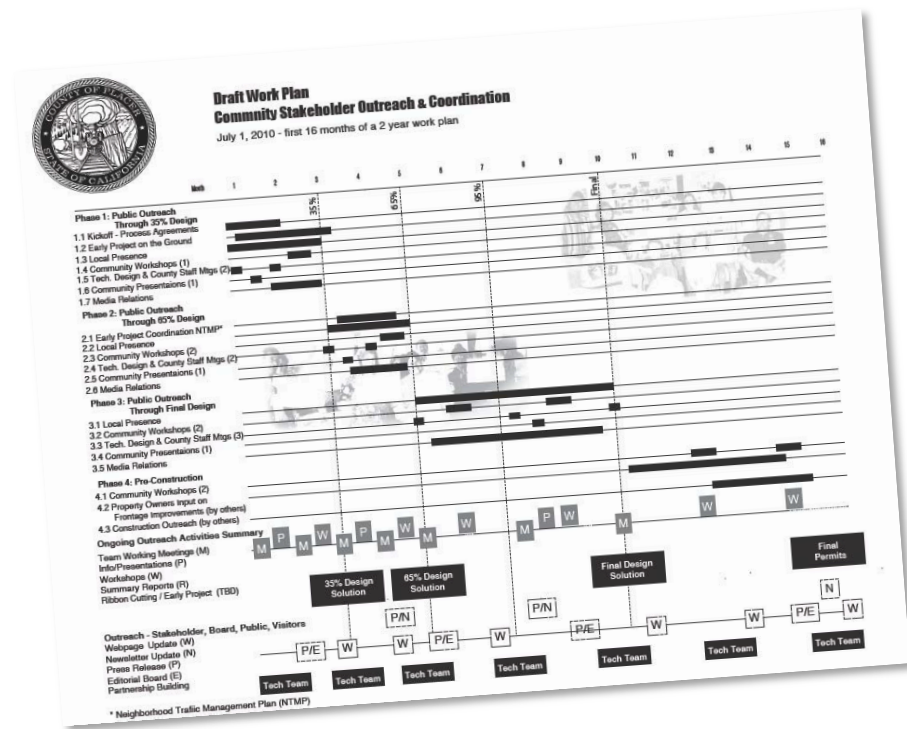


\* Neighborhood Traffic Management Plan (NTMP)

# Process Design



- ✓ Decision Support tool
- ✓ Vision to Action
- ✓ Inclusive, open and transparent
- ✓ Maximum Appropriate Public Involvement
- ✓ Comprehensive and integrated processes
- ✓ Power Brokers, Opinion Leaders and Green Business
- ✓ Bottom Up + Top Down
- ✓ Focus on Results, Process & relationships
- ✓ Accelerating Action



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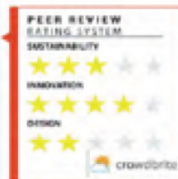




## Crowdsourcing:

Harness the power of your community  
for a brighter future.





**Storm:** Cool Apartment  
**Created By:** Darin Dinsmore  
**Date Created:** October 15th, 2010

Analyze the design of an apartment

#### Participants

Participant	Ideas
Darin Dinsmore	5
George Orwell	3
Robert Frost	2

#### Ideas

##### General Comments

General Comments	Votes
Where am I supposed to store my bike and jackets?	2
Is this enough space to host a dinner party?	1
How am I supposed to work when people are watching TV?	0

##### Things I Like

Things I Like	Votes
Great Use of Space. I love the Drawers in the Stairs	2
I love the natural lighting	1
Live/Work space is where we need to head	1
I like the open space the loft space creates	0

##### Areas of Improvement

Areas of Improvement	Votes
I need a real bedroom with a little privacy	1
I think the hallway needs to be expanded or opened up more	0
I think the kitchen needs to be expanded. Too cramped for me	0

#### Comment Treads

- Great Use of Space. I love the Drawers in the Stairs

I know, what an ingenious idea to save space

Comment By: Darin Dinsmore - October 15th, 2010 at 10:50am MDT

- I need a real bedroom with a little privacy

Get over yourself, there's no room for a closed off bedroom

Comment By: George Orwell - October 15th, 2010 at 12:10am MDT



# crowdbrite<sup>SM</sup> solutions

- collaborate** Host Live Online Meetings  
Create Private Projects
- engage** Create & Manage Public Projects  
Organize Workshops & Charrettes
- create** Digital Design Review & Charrettes  
Competitions & Campaigns
- mobile** Collaborate on the Go!  
Monitor Your Projects



Interact Live



Participate In-person or  
Online from any Computer

**Crowd Brite**

Starts: Cost Apartment  
Created By: Sara Osherson  
Date Created: October 19th, 2010

Address the design of an apartment

**Participants**

Participant	Notes
Sara Osherson	0
George Osherson	0
Robert Osherson	0

**Notes**

**General Comments**

Comment/Comments	Notes
What do I appreciate to show the like and possible? In the overall space to feel a better party?	0
What do I appreciate to work when people are watching TV?	0

**Things I Like**

Design I Like	Notes
Great use of space. I love the openness in the floor.	0
I love the natural lighting.	0
Lightbulb space is where we need to focus.	0
I like the open sides for all space inside.	0

**Items of Improvement**

Area of Improvement	Notes
I want a wall behind with a little privacy.	0
I think the hallway needs to be expanded or opened up more.	0
I think the kitchen needs to be expanded. The counter for the	0

**Comment Tracks**

Great use of space. I love the openness in the floor.

Think what an awesome idea to have space

Love the natural lighting. Love the open sides for

I want a wall behind with a little privacy.

Get some privacy. There is no room for a couple of bedrooms

October 19th, 2010 10:00 AM EDT

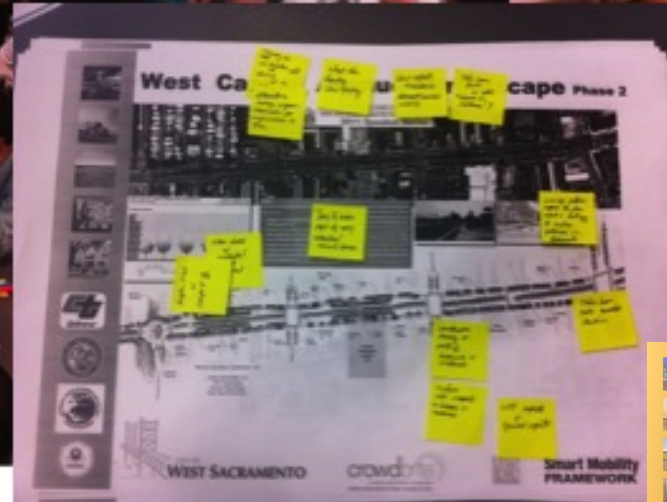
Instant Real Time Reporting



Share Ideas



# Design Charrette



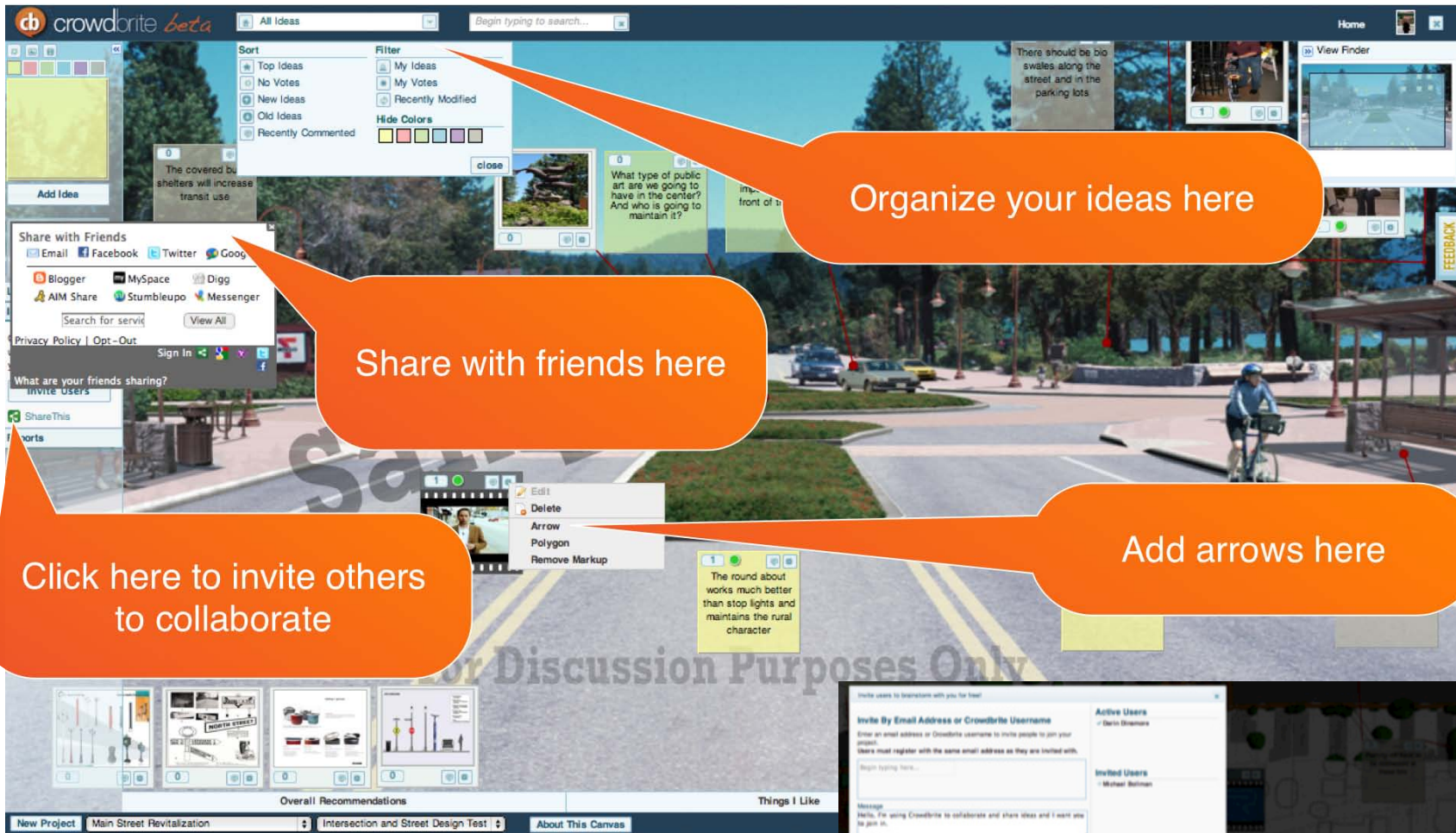
## Add your comments and suggestions

The screenshot displays the Crowdbrite Visual Idea Mapping tool interface. The main canvas shows a 3D street scene with various ideas and comments overlaid. On the left, there is a sidebar with a legend, 'Add Idea' button, and 'Idea Votes'. The top navigation bar includes 'All Ideas' and a search field. Several callout boxes provide instructions:

- Type your comments here and click Add Idea**: Points to a comment box on the canvas.
- Click here to comment on someone else's idea**: Points to a comment box on a specific idea.
- Zoom in and out on the Canvas by pressing Ctrl + & - (Windows) or Command + & - (Mac)**: Points to the canvas area.
- Type and post your comments here**: Points to a 'Comments' dialog box with a 'Post Comment' button.

The interface also features a 'View Finder' on the right, a 'FEEDBACK' button, and a bottom toolbar with various drawing tools. The status bar at the bottom shows 'Overall Recommendations' and project details like 'Main Street Revitalization' and 'Intersection and Street Design Test'.

Organize, add arrows, share with friends or invite other users to collaborate!

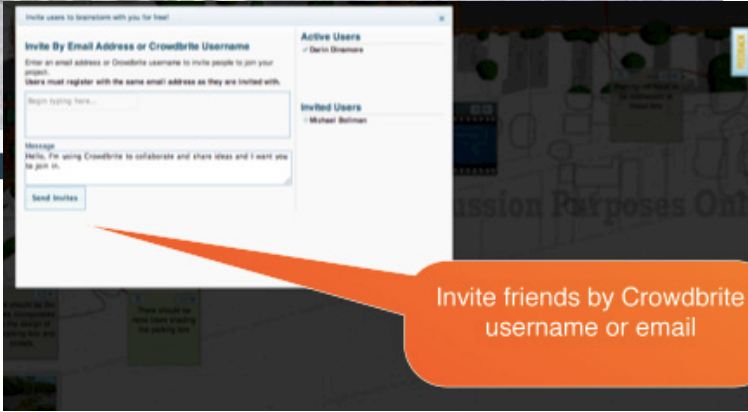


Organize your ideas here

Share with friends here

Click here to invite others to collaborate

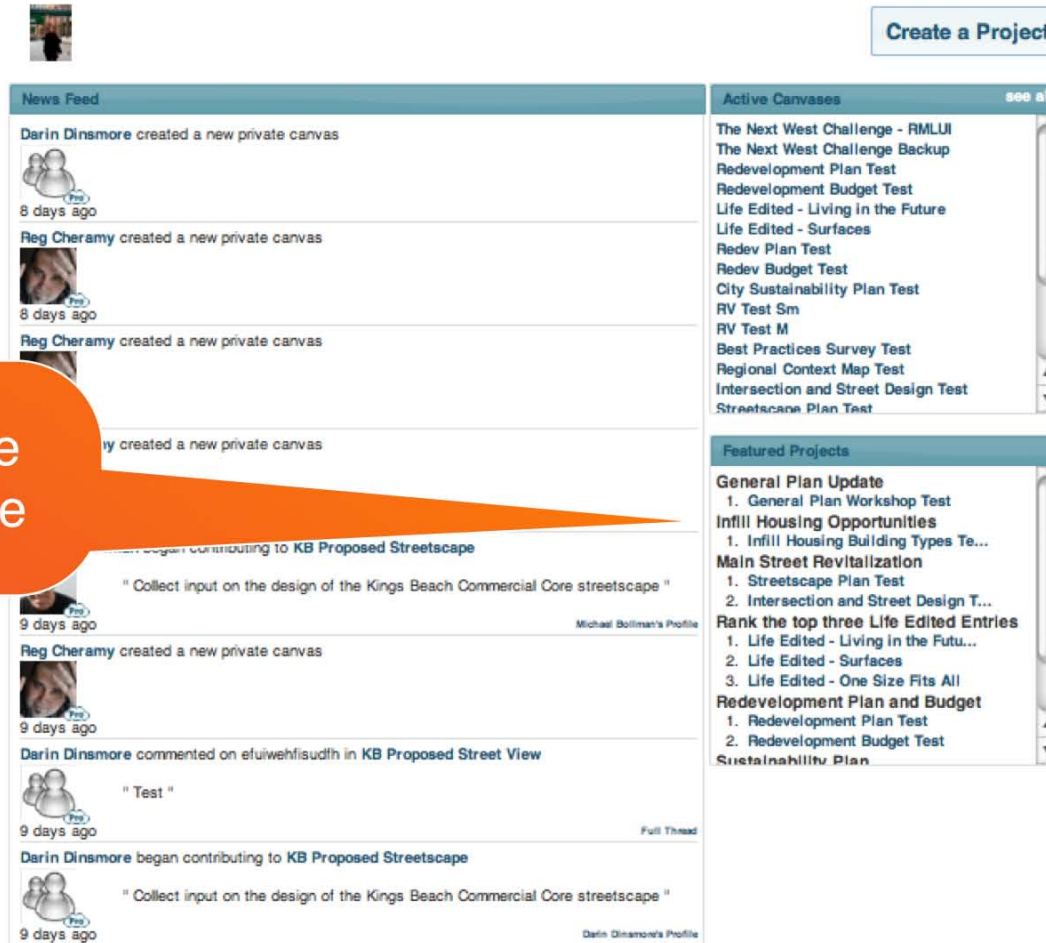
Add arrows here



Invite friends by Crowdbrite username or email

Select the canvas you would like to view!

Create a Project



The screenshot displays the Crowdbrite Engage user interface. At the top, there is a navigation bar with the 'cb' logo and 'crowdbrite beta' text on the left, and links for 'Profile', 'Projects', 'Friends', and 'Plans & Pricing' on the right. A 'Create a Project' button is located in the top right corner. The main content area is divided into three columns:

- News Feed:** A vertical list of activity updates. Each entry includes a user profile picture, a name, and a description of their action (e.g., 'created a new private canvas', 'began contributing to KB Proposed Streetscape', 'commented on'). Timestamps like '8 days ago' and '9 days ago' are shown. A callout bubble points to one of the entries.
- Active Canvases:** A list of currently active project canvases, such as 'The Next West Challenge - RMLUI', 'Redevelopment Plan Test', and 'City Sustainability Plan Test'. A 'see all' link is provided at the top right of this section.
- Featured Projects:** A list of highlighted projects, including 'General Plan Update', 'Infill Housing Opportunities', and 'Main Street Revitalization'. Each project has a numbered list of associated canvases.

Click on the canvas here

## A 21<sup>st</sup> Century Civic Engagement Platform!

The image is a collage illustrating the Crowdbrite civic engagement platform. It features three main components:

- Physical Map:** A hand-drawn map of the Kings Beach Opportunity Area with handwritten notes, photos, and various annotations. A note at the bottom left reads "4 lanes = driving down less = pedestrian friendly".
- Web Interface:** A screenshot of the Crowdbrite website showing a map of the Kings Beach Opportunity Area with various interactive elements like "Add Ideas", "Idea Votes", and "Invite Users". It also displays "Kings Beach Commercial Corridor Improvement Project Roadway Alternatives" with three options: "Existing configuration at Hwy. 29 & Coon St.", "Proposed 4-Lane Alternative at Hwy. 29 & Coon St.", and "Proposed 3-Lane Alternative at Hwy. 29 & Coon St.".
- 3D Virtual Scene:** A 3D rendering of a street scene with interactive idea bubbles. The bubbles contain text such as "The covered bus shelters will increase transit use", "The round about works much better than stop lights and maintains the rural character", "Great bike lanes!", "The new bus shelters look great!", "There should be bike racks along the street and in the parking lots", "On street parking is important at the front of the park", and "What type of public art are we going to have in the center? And who is going to maintain it?".

A large watermark "Sample" is overlaid across the 3D scene, and a smaller watermark "For Discussion Purposes Only" is at the bottom of the scene.



# Summary Report - Next West Challenge

**cb** crowdbrite *beta* Next West Challenge RMLUI  
ROCKY MOUNTAIN  
LAND USE INSTITUTE

## Executive Summary

**Project:** The Next West Challenge - Rocky Mountain Land Use Institute (RMLUI)

**Participants:** 55

**Ideas Submitted:** 72

**Votes:** 14

**Goal:** Identify the biggest challenges and opportunities facing the west in the next 20 years as well as identify case studies that could serve as models of on the ground solutions.

**Objectives:**

- 1) Identify three challenges facing the west
- 2) Identify three opportunities in the west
- 3) Identify three case studies in the west

The Next West Challenge took place at the 20th Anniversary Rocky Mountain Land Use Institute's Annual Conference on March 3 & 4, 2011. Conference Participants were invited to submit their ideas for the top three opportunities, challenges and case studies for the West. 55 conference participants took part in the Next West Challenge submitting 72 ideas, 1 photo and 1 video submission.



Bring your ideas out of the sessions and onto the Living Future Commons!



at the conference

### Live Build Knowledge

Turn personal insight and small group conversation into broadcasted knowledge toward a Living Future. Share observations about any or all of the Living Building Challenge™ Petals.

1. Use your email address to login
2. Overlay your thoughts on the appropriate Petal image using the sticky note connected to the relevant focus area:  
 SOCIALLY JUST  
 CULTURALLY RICH  
 ECOLOGICALLY RESTORATIVE
3. Comment on others' ideas or add another epiphany of your own

May 1-15, 2011

### Online Reflect and Reinforce

Return to the Living Future Commons and identify the top 5 most critical, pressing and actionable insights posted to the canvas.

1. Login online
2. Cast your 5 votes
3. Share your favorites with social media
4. Explore crowdbrite by completing your profile, reviewing email settings, or participating in a demonstration

Sign up for a free account at [crowdbrite.com](http://crowdbrite.com) or download crowdbrite mobile in the App Store.



Try out our sample public projects!  
 Design competition, general plan, main street revitalization, sustainability plan, redevelopment plan and budget, and more to come...

**crowdbrite**  
 Building a better planet one project, one place at a time.  
 901 Mission Street, Suite 105, San Francisco, CA  
[www.crowdbrite.com](http://www.crowdbrite.com) | 1.855.CROWDBrite

# Reconnect Riverton Pedestrian Bridge Ideas Competition

Create a landmark, connect our community and celebrate our culture and history. Criteria includes: Design, Function, Safety, Community, Landmark, & Cost.

## Jury Award

1. Kim Bamburak - Skeletal Hull Viking Ship
2. Kelsey Eliasson - Old Whitefish Boat
3. Ryan Welsh - Viking Boat

## Public Voting

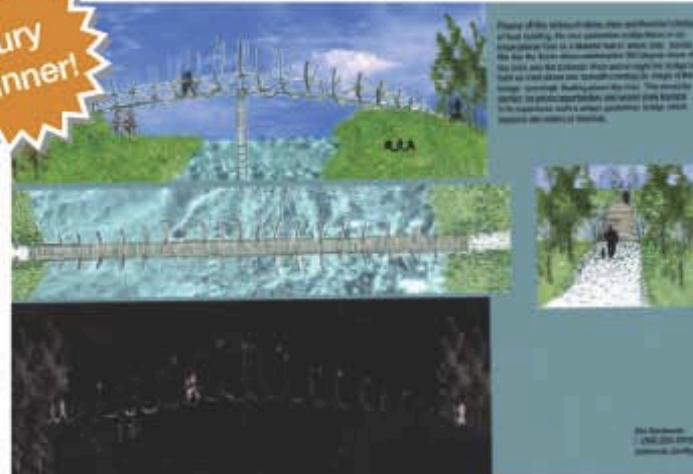
- A. Erdem Architects - Green Mesh
- B. Shawn Stankewich - Shelter Bridge

STUDENT  
SKETCHES +  
INSPIRATION

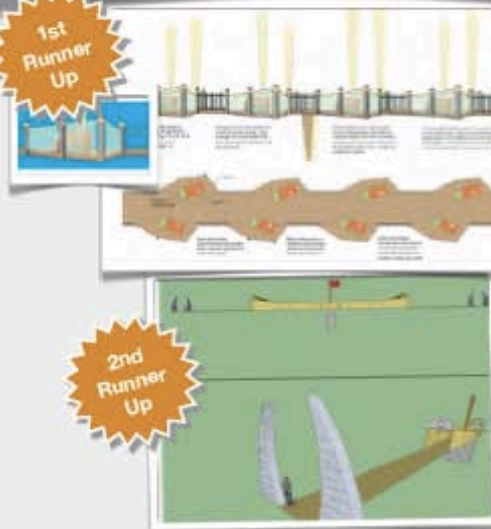


Boat Theme  
Top Public  
Vote Idea

Jury  
Winner!



1st  
Runner  
Up



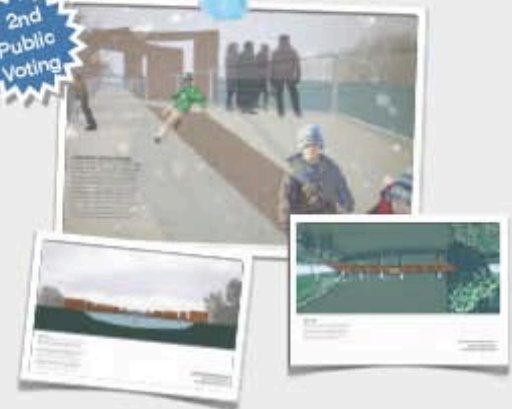
2nd  
Runner  
Up

Thank you for the 25 great Submissions!

1st  
Public  
Voting



2nd  
Public  
Voting



A Special Thanks to Competition Sponsors: Erosion Control Blanket, Stantec Consulting, Western Specialty Contracting, North Haven Ventures, Riverton Building Supplies, D&T Groceries, LI B's Restaurant. Expert Jury: Mike Boissonneault, P. Eng. Stantec Consulting, Mayor Colin Bjarnson, Deputy Mayor Warren Ostertag, Entrepreneur Mark Myrowich, Entrepreneur Susie Eyolfson, Chamber of Commerce President Vicki Johnson.

crowdbrite  
Crowdsourcing for Better Communities



**PLACE YOUR  
IDEAS ON A  
MAP!**



STUDENT  
SKETCHES +  
INSPIRATION



**Boat Theme  
Top Public  
Vote Idea**

# Reconnect Riverton

## Pedestrian Bridge Ideas Competition

### Jury Awards

1. Kim Bamburak- Skeletal Hull Viking Ship
2. Kelsey Eliasson - Old Whitefish Boat
3. Ryan Welsh - Viking Boat

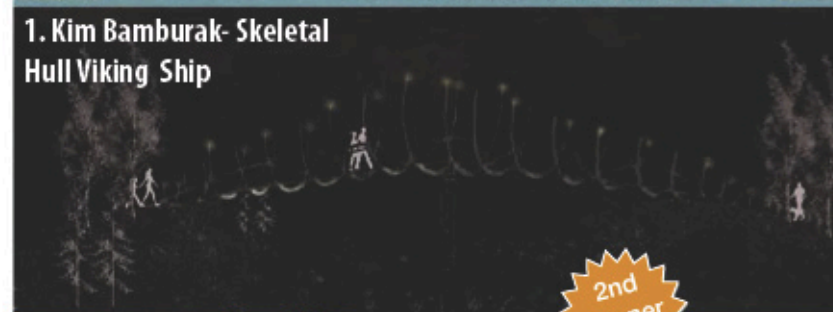
"The Skeletal Hull Viking Ship Design would help to create a landmark, connect our community and celebrate our culture and history. The top submissions were selected because of the attention to: Design, Function, Safety, Community, Landmark, & Cost." Jury



Playing off the history of viking ships and Riverton's history of boat building, the new pedestrian bridge takes on an inspirational form of a skeletal hull of viking ship. During the day the forms allow uninterrupted 360 degree views of the town and the Icelandic River and at night the bridge is light up from above and beneath creating an image of the bridge seemingly floating above the river. This would be perfect for photo opportunities and would draw tourists in to experience such a unique pedestrian bridge which explores the history of Riverton.



1. Kim Bamburak- Skeletal Hull Viking Ship



2nd Runner Up

1st Runner Up



2. Kelsey Eliasson - Old Whitefish Boat



3. Ryan Welsh - Viking Boat

# November 1 - North Shore

- 30+ participants, including numerous North Shore community leaders.

## Reducing Trips, Improving Trips

To meet environmental goals, the Tahoe Region must develop sustainable transportation options to help reduce or shift vehicle trips as an alternative to adding new roadway capacity.

### Trip Reduction Programs

TRPA's Blue Commute Program offers:

- Ride-matching
- Marketing Materials
- Technical Assistance to employers
- Travel Training Programs
- Promotion of Best Workplaces for Commuters

Large employers must provide some of these services to employees:

- Promote RideShare
- Shuttle program
- Transit Pass Subsidy
- Flex Schedules
- On-site Services
- Encouraged Ride Home Programs
- Secure bicycle parking, showers, and lockers

### Improving Trips

Intelligent Transportation Systems (ITS):

- Informs travelers of various conditions that affect their trip
- Changeable Message Signs displaying important travel information (Road Closures, Road Issues, Other Alerts)
- Web-Based access to road conditions and video feeds
- Real-time arrival information at transit stops



### Improving & Reducing Trips

Goals

To meet environmental goals, the Tahoe Region must develop sustainable transportation options to help reduce or shift vehicle trips as an alternative to adding new roadway capacity.

Objectives

1. Identify & Rank Trip Reduction Strategies/Programs  
2. Rank Intelligent Transportation Systems  
3. Compare on the Basis of Others  
4.

### Legend

- Yellow: Trip Reduction
- Red: Better Trips
- Green: Other

## TELL US WHAT YOU THINK BELOW...

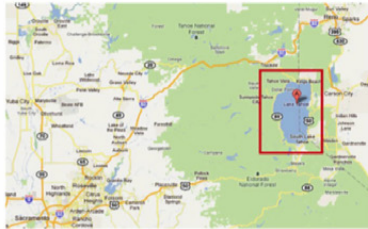
Use the Post-Its to suggest any additional trip reduction programs you think should be included in the Regional Transportation Plan.



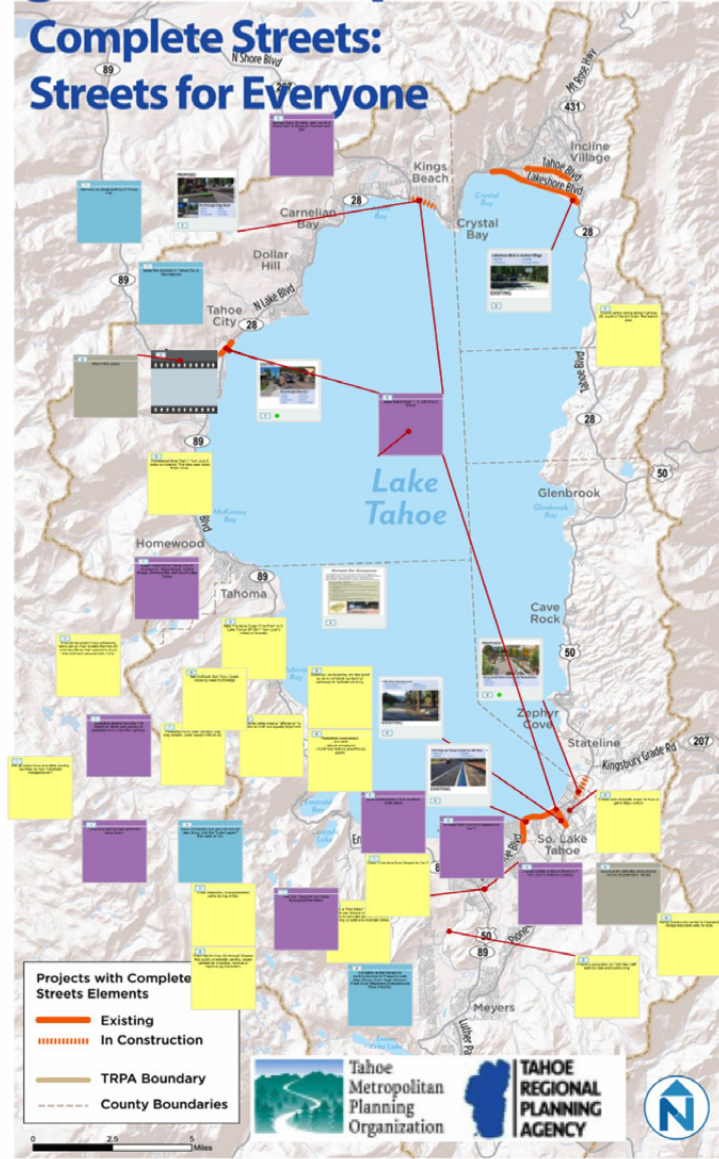
• Top quick fix ideas – increased transit times, bike trail and pedestrian improvements (flashing lights/signals).



# Lake Tahoe Regional Transportation Plan



## Complete Streets: Streets for Everyone



### Complete Streets for Everyone

#### Goals

Complete streets are built and managed to provide safe, convenient access to all travelers, including automobile users, pedestrians, bicyclists, wheelchair users, and transit users.

#### A Complete Street?

- Offers a full range of travel choices
- Is fully accessible to all: kids, seniors and people with disabilities
- Supports & contributes to life in pleasant, convenient neighborhoods
- Is designed to enable efficient transit service
- Can be maintained for year-round use including snow and debris removal
- May de-emphasize vehicle speed in favor of high quality bicycle, pedestrian, and transit

Build capacity to discuss complete street principles for Lake Tahoe communities. Understand existing and proposed projects. Identify additional projects you think should be included in the Regional Transportation Plan. What amenities would you like to see on your "Main Street"? Prioritize strategies and investments to create more walkable communities connected by transit with safe cycling routes. Identify quality of life, visitor experience and business/economic benefits.

#### Objectives

- 1) Review and comment on existing projects
- 2) Identify other opportunities for complete streets by category
- 3) Help prioritize investments (5 votes)
- 4) Identify and rank complete street benefits

#### Legend

	High Ped/Bike
	Med. Ped/Bike
	Med. Auto
	High Auto
	Transit Corridor
	Other

# Crowdbrite by the numbers

Tahoe Regional Transportation Plan  
Mobility 2035

298  Canvas Visitors

155  Ideas

109  Comments

35  Votes

83  Views



Nov. 1 & 3  
Open House



83



Online Open House

64+



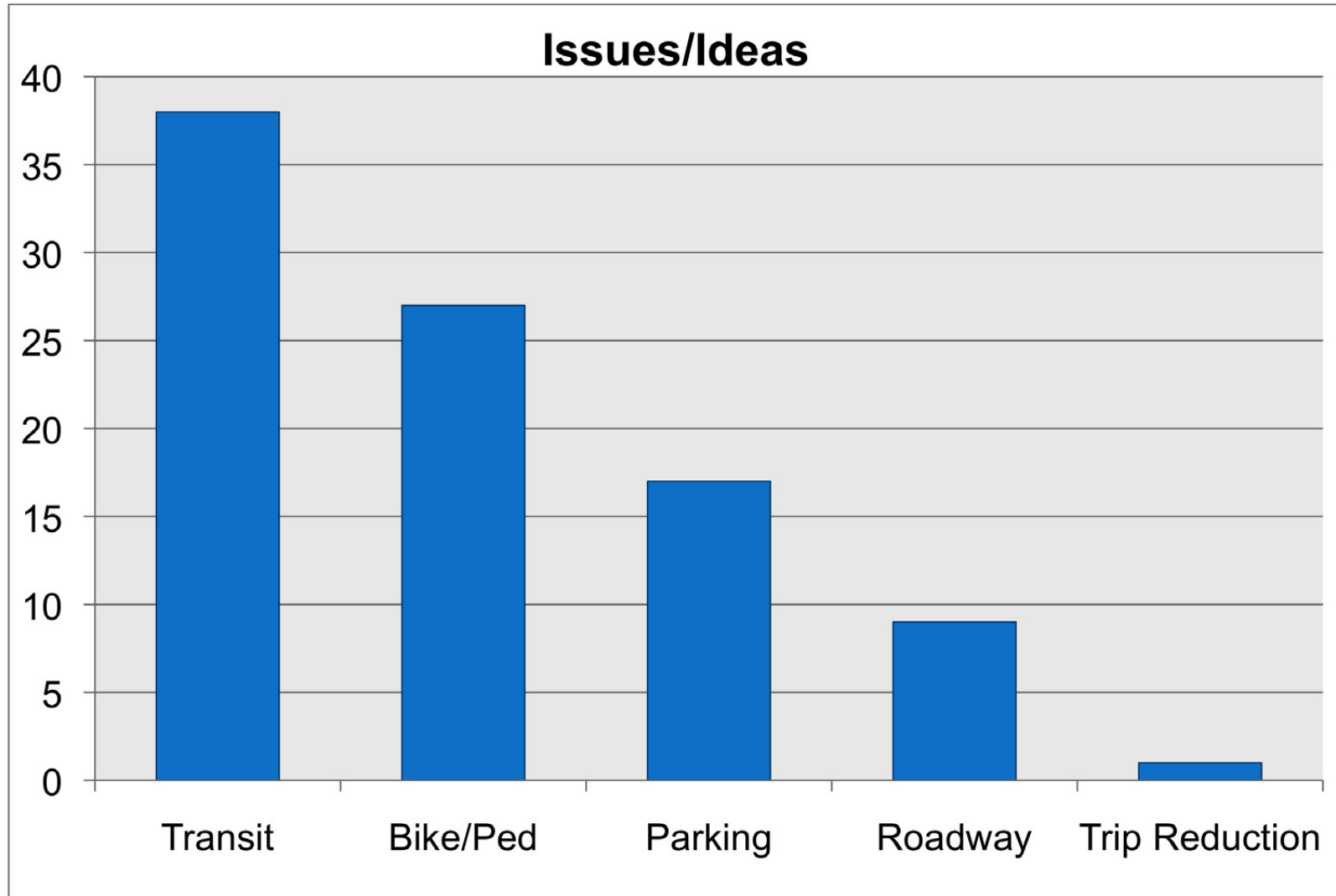
Dec 16  
Close





# Public Input

Captured by Crowdbrite



# Design Cloud

EXISTING



- SR 28 through Tahoe City**
- Sidewalks
  - Landscaping
  - Shoulders
  - Street furniture
  - On-street parking
  - Crosswalks
  - Lighting
  - Transit accommodation

## SR-89/ Fanny Bridge Community



Location: Tahoe City

Lead Agency: Tahoe Transportation Dist

PROPOSED



## SR 28 through Kings Beach

- Sidewalks
- Bike lanes
- On-street parking
- Lighting
- Landscaping
- Transit shelters

## Nevada Stateline to Stateline Bike



Location: East Shore of Lake Tahoe, NV

Lead Agency: Tahoe Transportation Dist

THESE PROJECTS  
GENERATED THE  
MOST VOTES AND  
HIGHEST LEVELS OF  
DISCUSSION

## Lakeside Trail



Location: Tahoe City, CA

Lead Agency: Tahoe City Public Utility Dist

PROPOSED



## US 50 South Shore Community Revitalization

- Sidewalks
- Street furniture
- Landscaping
- Lighting
- Transit lanes
- Bike lanes

Top  
Project

“Create  
Walkable Main  
Streets Like Tahoe  
City”

## Sawmill Bike Path Phase 2



Location: El Dorado County

Lead Agency: El Dorado County






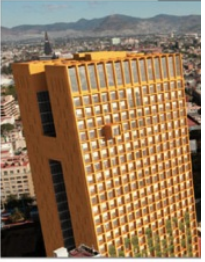





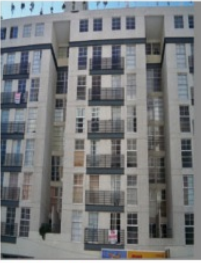
# 2009-2011 22 proyectos inmobiliarios



Upload  
+ Comment on  
Sketches



**Project Area**

<p>09</p>  <p><b>Torre Diana</b> Reichmann Int. Co. En proyecto</p>	<p>13</p>  <p><b>Reforma 243</b> Colonnier y asociados En construcción</p>	<p>15</p>  <p><b>Reforma 155</b> En proyecto</p>	<p>16</p>  <p><b>Senado de la República</b> Javier Muñoz. Concluido</p>	<p>18</p>  <p><b>Plaza Residences</b> Migdal Arquitectos Concluido</p>	<p>20</p>  <p><b>Reforma 27</b> Alberto Kalach En construcción</p>
<p>12</p>  <p><b>Park Hyatt Residences</b> GICSA En construcción</p>	<p>14</p>  <p><b>Punta Reforma</b> Almena Desarrolladora En pausa</p>	<p>17</p>  <p><b>Reforma 90</b> Bosco arquitectos En pausa</p>	<p>19</p>  <p><b>Torre Santander</b> En proyecto</p>	<p>21</p>  <p><b>Performa</b> Legorreta + Legorreta En construcción</p>	<p>22</p>  <p><b>Morelos 70</b> Sare Concluido</p>

# California Statewide Sustainable Economic Development Strategy Process Design



## A Global Presence! - 1500 users in the first 3 months!

Projects to date engaged:

- 2 crowdsourced conferences
- 3 digital workshops/charrettes
- 7 Universities
- 20 projects, 60 plans
- 100's of design professionals
- 300 global architects for a competition
- 600 policy makers in Denver for a vision plan
- 900 green building professionals for a strategic plan

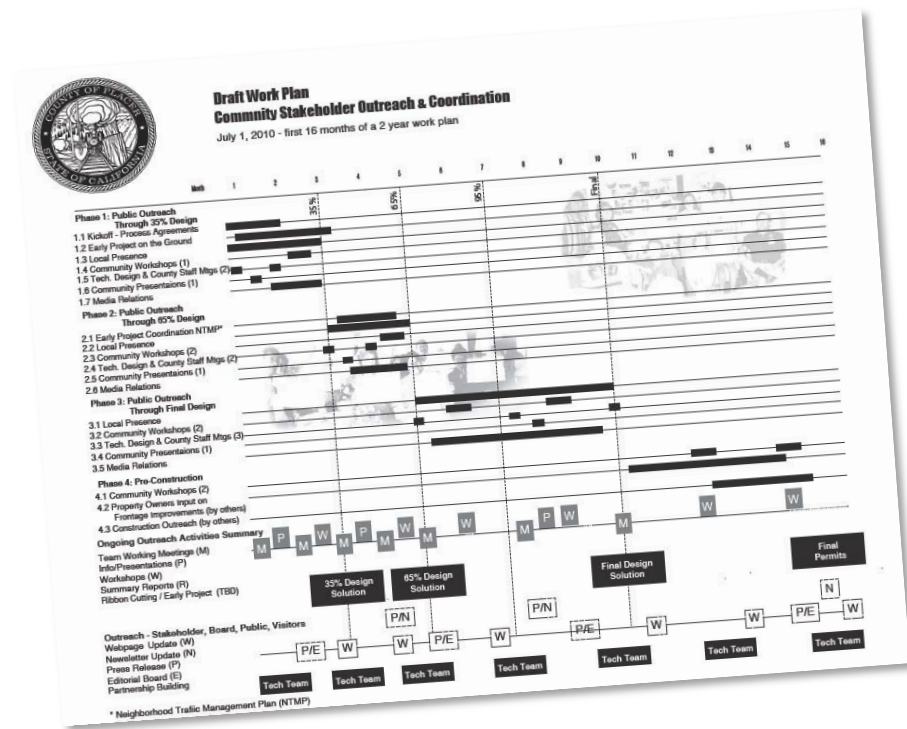


**1,130 visits came from 187 cities**

# Process Design



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- Contribute and have fun!
- Attend a Wednesday webinar
- Email [training@crowdbrite.com](mailto:training@crowdbrite.com)
- Contact us to create your first project

# Thank You!

Darin Dinsmore  
[darin@crowdbrite.com](mailto:darin@crowdbrite.com)