Inform today's workshop!

Text HI to 458-214-0097

...to get started now

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PLACE/MATTERS

High Tech High Touch Tools

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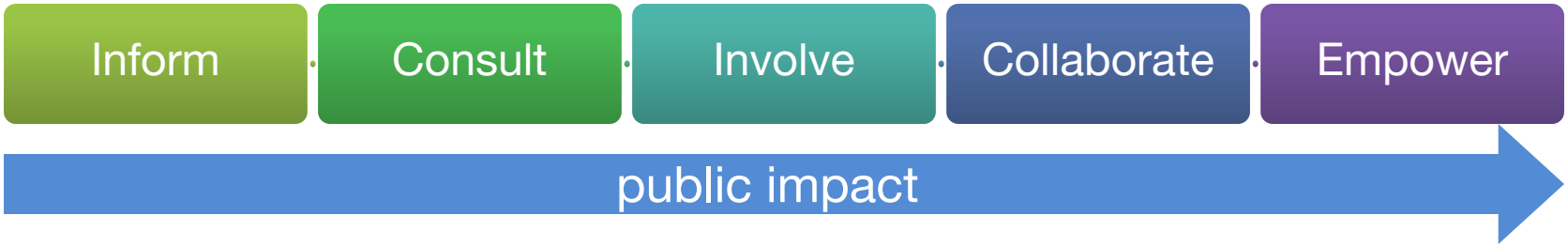
Agenda



- **Inform** Tool Education
- **Consult** Textizen Polling
- **Collaborate** Pick your tool to explore
- **Empower** Use the tool to solve your case study and report findings to the group

Consult:

Textizen Responses

Inform:

Tools Education

Implementing a tool

- Part of larger, strategic engagement plan
- Technology + human interaction
- Test, test, test...and test again.
- How will you meaningfully use the data collected?
- How is the tool responsive to the stakeholders?
  - Needs, comfort with tool, integration into current communications systems

How did we select these tools?

- Many tools reviewed, top tools selected:
  - Functionality
  - Cost
  - Versatility
  - Diverse Selection
  - Integration into NCI model (prep and during workshop)

- Key considerations
  - How could this tool improve your process?
  - What are the tools limitations and what does it do well?

High Touch: City as Play

- Design + Visioning
- Using found objects to create a design and vision based on a question prompt.

- **Strengths:** No technical knowledge required, low barriers to entry, honors diversity, low cost, versatility

- **Limitations:** small group activity, technical details not considered

City as Play

Design for all using only found objects...

High Touch: City as Play

High Touch: Red Frame, Green Frame

- Using cameras and cardboard frames ask stakeholders to photograph their area assets and needs for improvement

- **Strengths:** empowers stakeholders as area experts, communicates values, starts conversations, builds trust, honors diversity

- **Limitations:** logistics, better for small areas

High Touch: Red Frame, Green Frame

High Touch: Red Frame, Green Frame

High Touch: Tandem Cups

- Start a meeting, break up a long meeting
- Build trust and set the stage for stakeholders to mingle and learn about new people
- **Strengths:** Low cost, high versatility, builds community, quick, 100% engagement
- **Limitations:**

High Touch: Public Coffee

High Tech: Textizen

- Collect input from the devices your stakeholders are carrying

- **Strengths:** Easy setup, easy to track, longevity data collection

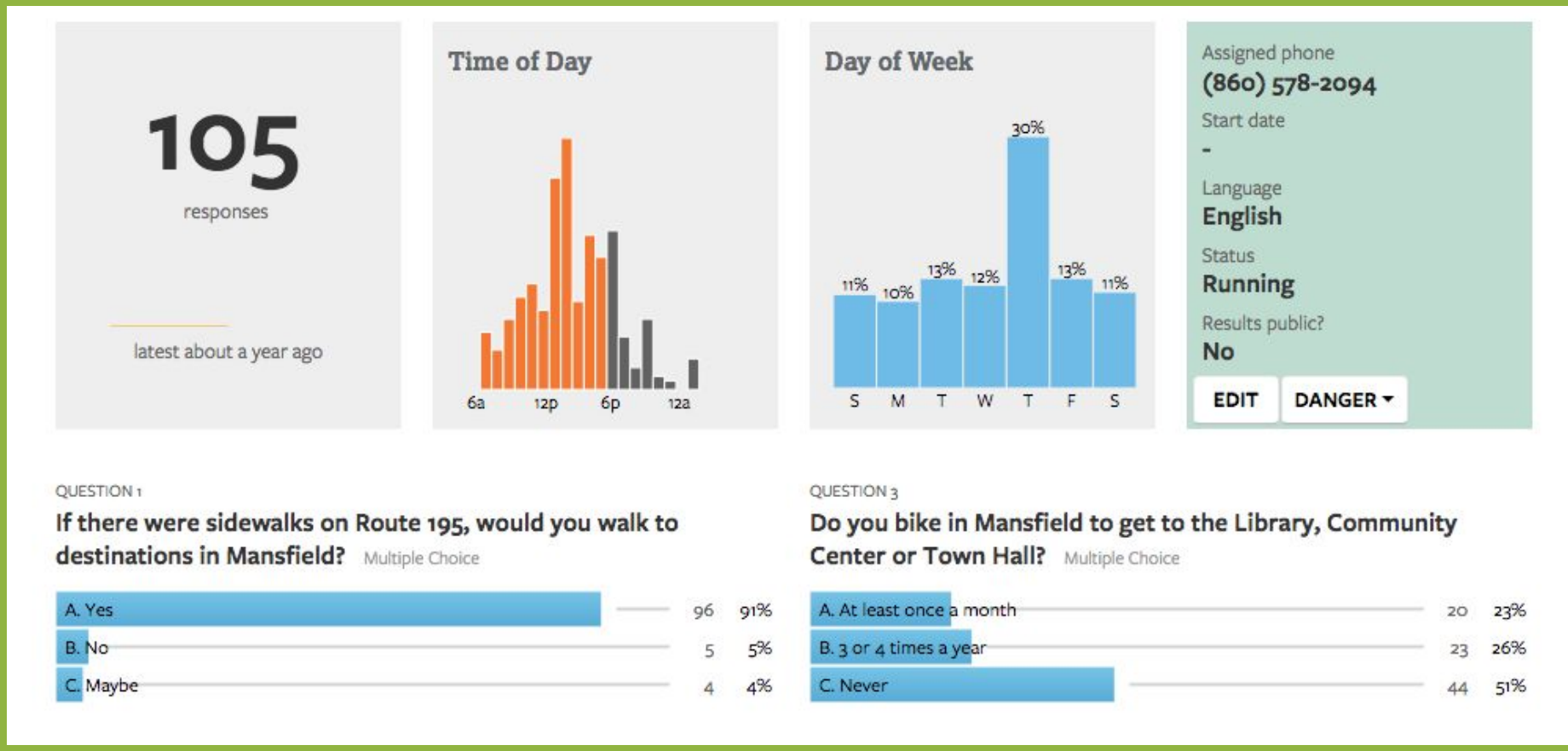
- **Limitations:** users must have devices and be aware of number to text to

Textizen

Data collected via text message...

Textizen

Data collected via text message...



High Tech: MapMatters

- Collect data on places and mobility using cell phones
- Data for biking, walking, placemaking, transit, area assets, connections and barriers with images.

- **Strengths:** location based data and images, several customizable topics, customizable look, website integration

- **Limitations:** cell service or internet connectivity needed, some tech comfort, consistent questions for consistent data

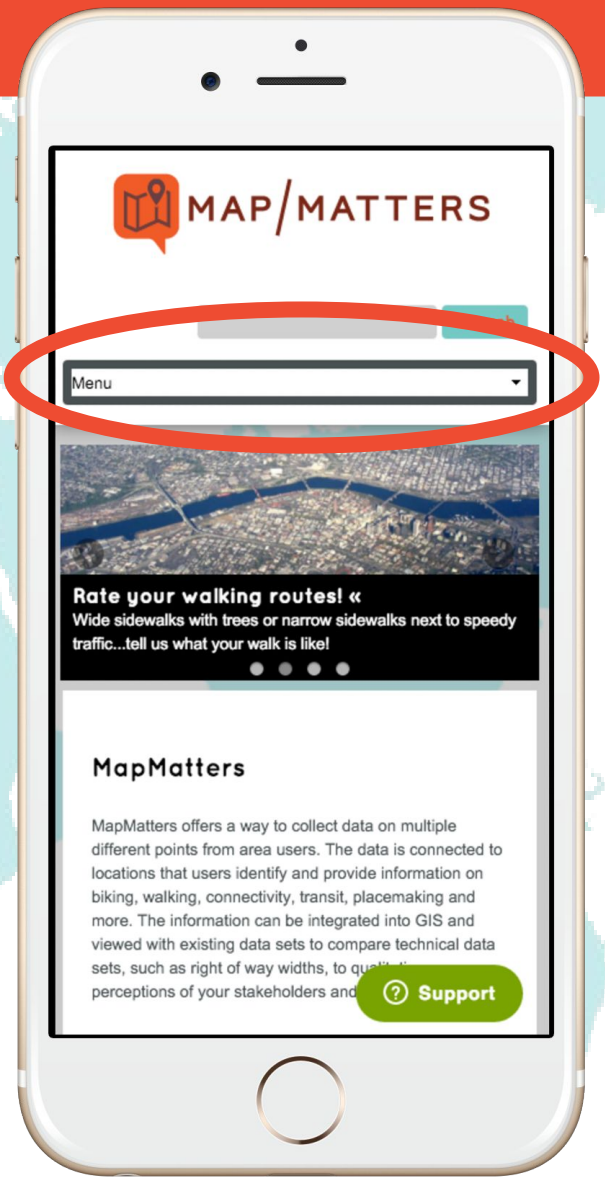
What is map-matters.com?

- Online tool for crowdsourcing data points and routes
- Anyone with Internet can use the tool
- Adds transparency, empowers users, broadens engagement and planning input reach

What would you like to talk about?

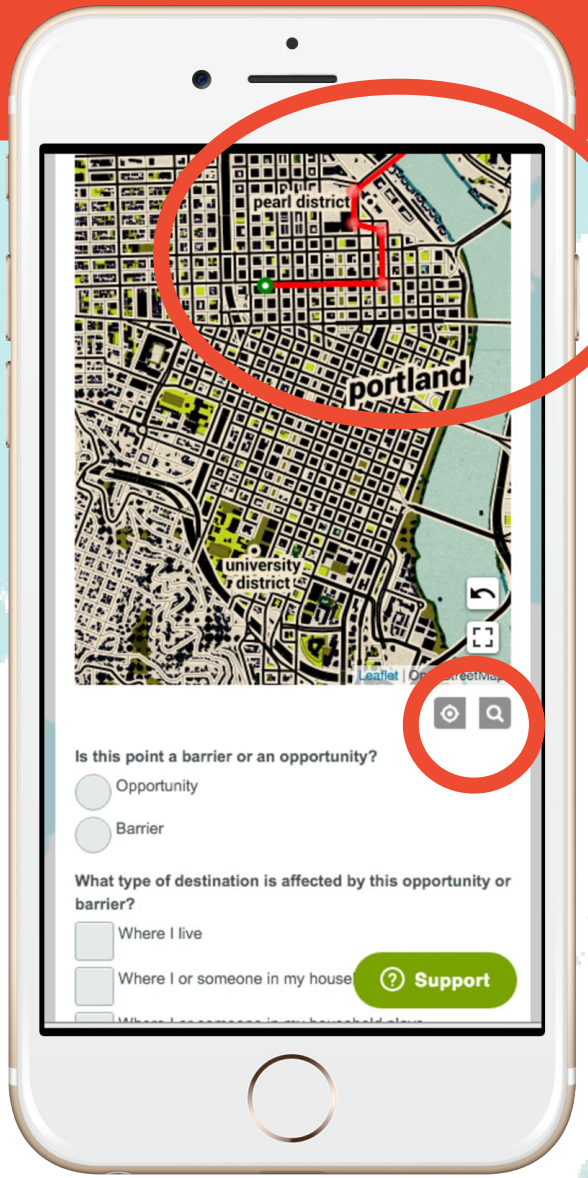
Explore Portland

1. Load **map-matters.com**
2. Explore the available surveys



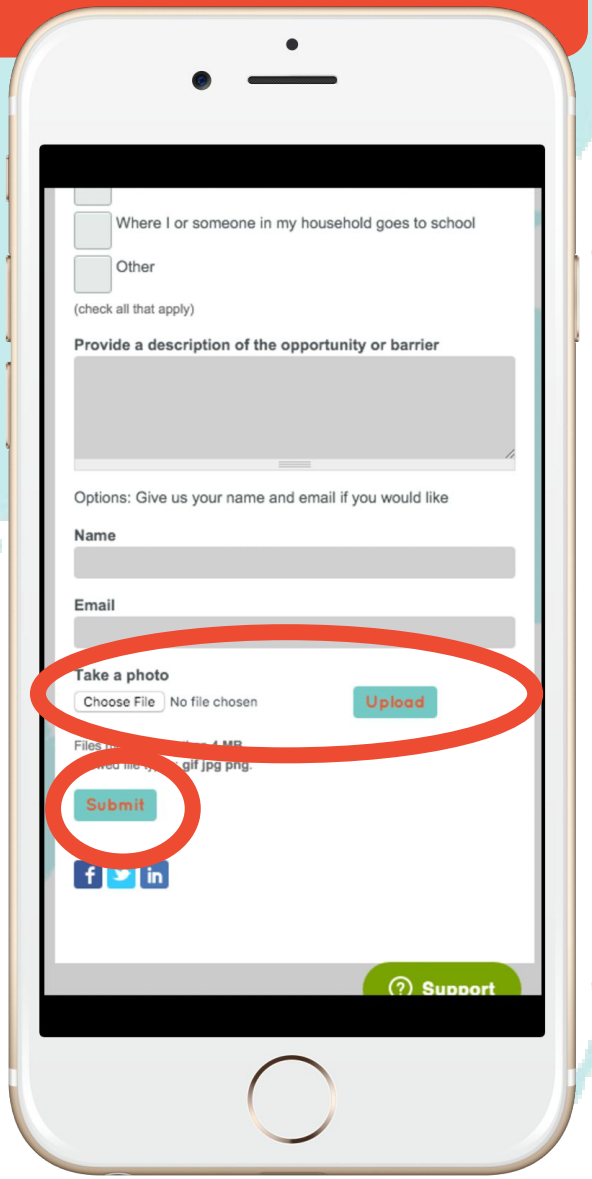
Annotate the map

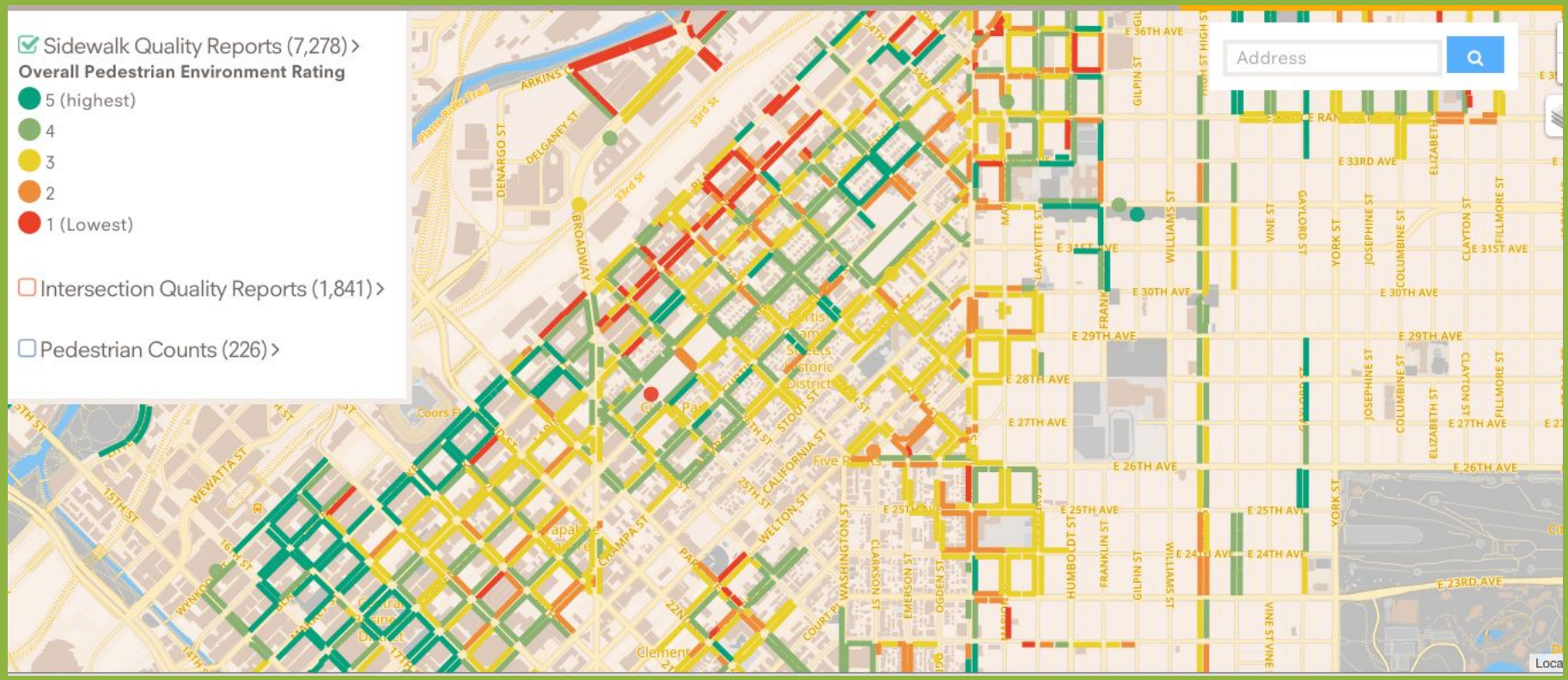
1. Navigate to the correct location
2. Draw a point or route depending on the survey
3. Scroll down to complete questions



Complete a survey

a. Answer questions
b. upload a photo
c. submit





Next generation of WalkScope: Broadening to transit, connections, barriers, land use

Winner of Planetizen top ten websites 2015

High Tech: CrowdGauge

- Stakeholders follow a process to prioritize expenditures and communicate values. These are then connected to policy or decisions.

- **Strengths:** Changes decision making dynamic as stakeholders must make the tough choices, allows stakeholders to test different decisions and outcomes

- **Limitations:** Effective if values, policies, funding is accurately depicted

High Tech: CrowdGauge

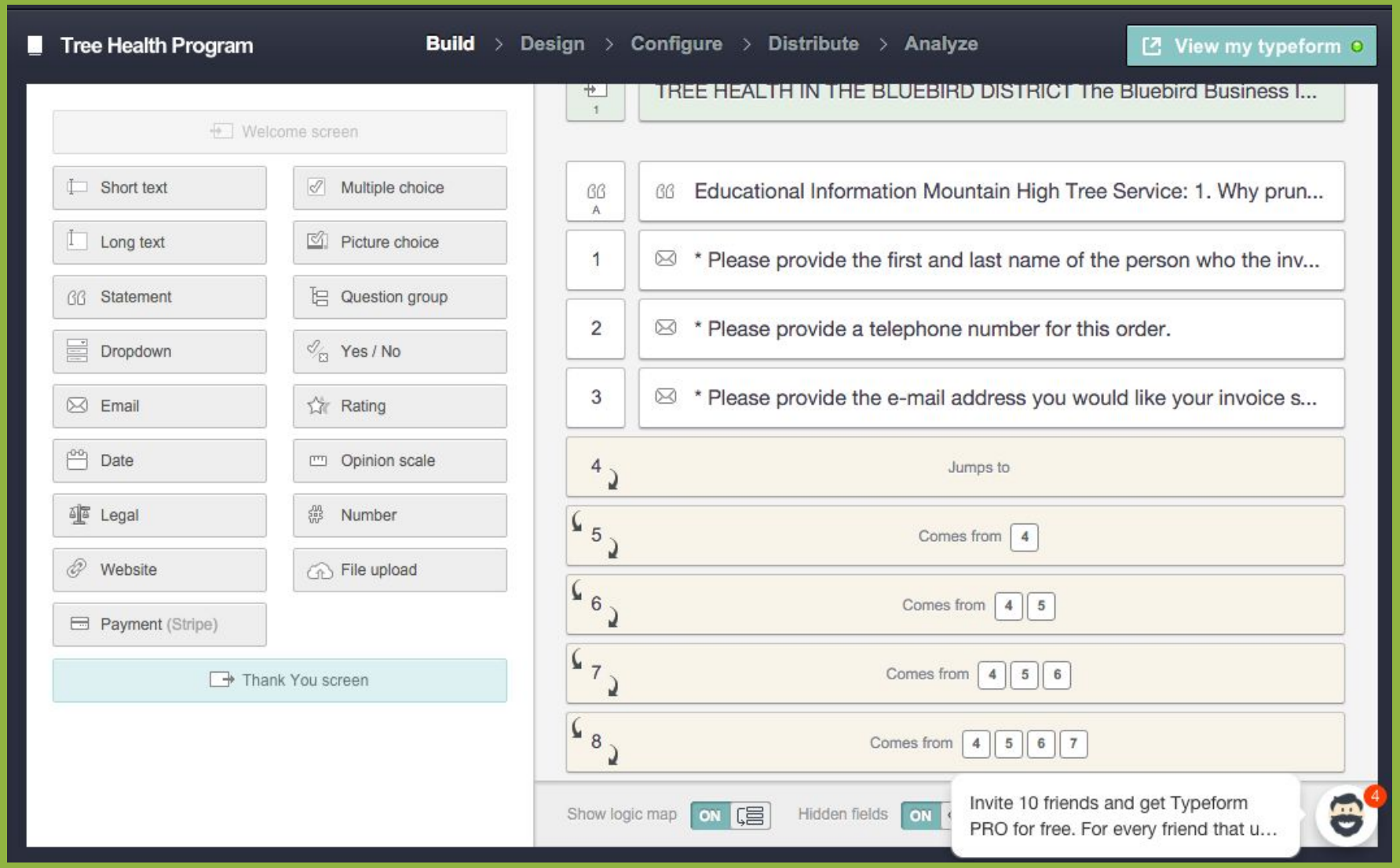
High Tech: Typeform

- A robust and visually appealing survey tool

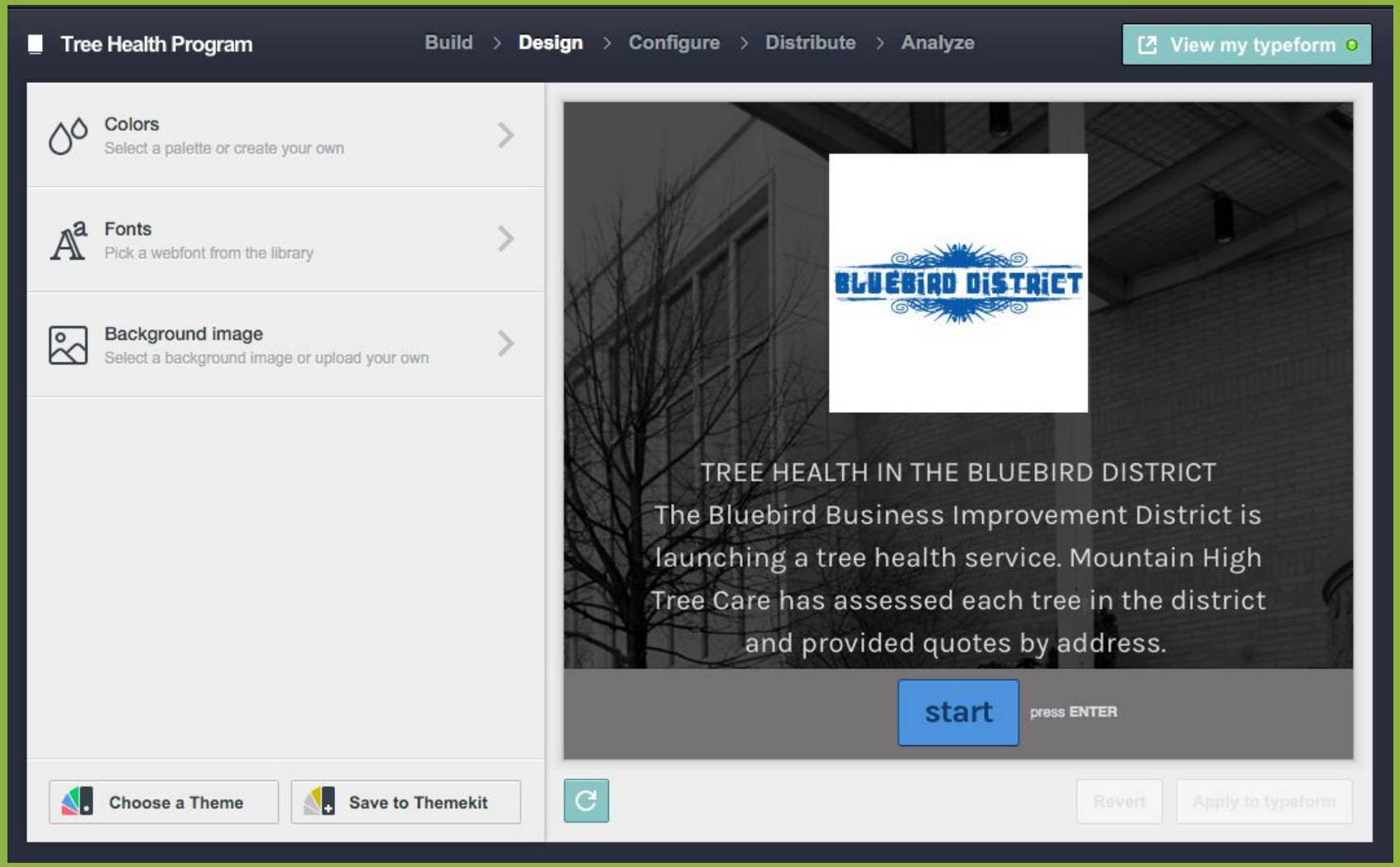
- **Strengths:** low cost, versatile, logic jumps, customized look, integrates into social media and web platforms, great for visual preference surveys

- **Limitations:** Logic jump sequencing can be complicated

High Tech: Typeform



High Tech: Typeform



Tool Recap

High Tech

- Textizen
- Typeform
- CrowdGauge
- MapMatters

High Touch

- City as Play
- Red Frame/Green Frame
- Tandem Coffee

Collaborate

Tool Testing

Test and Share

1. 20 minutes
2. Work with team
   a. Project computer screen/switch computer user
   b. Address problem using the tool you are testing by creating a prototype
   c. Don’t get too stuck in the weeds on content
   d. Note the limitations of the tool and what it works well for
3. Choose someone to share out to group (4 minutes each team)
   a. Strengths, weaknesses, limitations, uses, questions

Empower

Tool Analysis

1. Read your challenge
2. Show us your prototype
3. Potential uses? Integration in NCI process?
4. Strengths?
5. Weaknesses/limitations?
6. Unknowns? Questions?

Thank You

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