

Inform today's workshop!

Text HI to 458-214-0097

...to get started now

Anne Kuechenmeister
Denver, CO

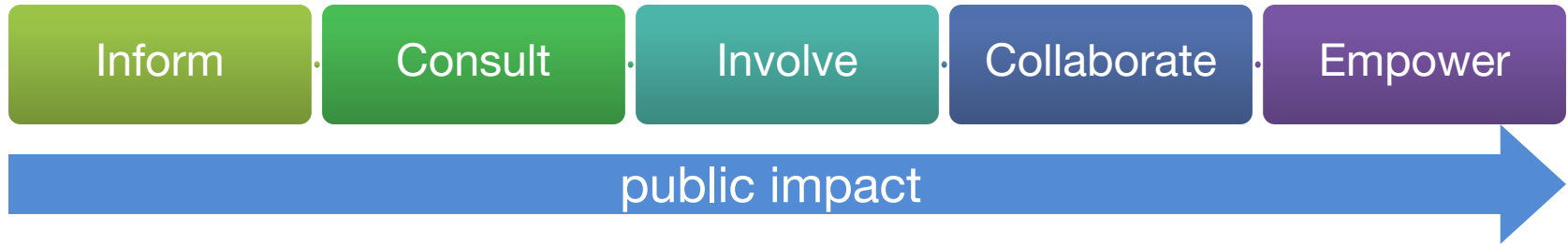


PLACE/MATTERS

High Tech High Touch Tools

Anne Kuechenmeister
Denver, CO

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

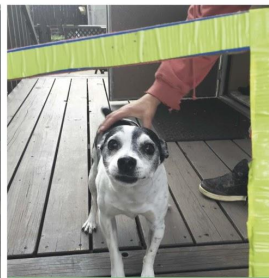


High Touch: Red Frame, Green Frame

Green frames: What we love about our community
Marcos verdes: Lo que nos encanta de nuestra comunidad



Community • La comunidad



Our pets • Nuestras mascotas



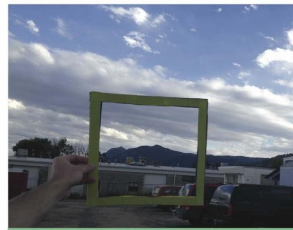
Gardens and greenery • Jardines y plantas



Our homes • Nuestros hogares



The river • El río



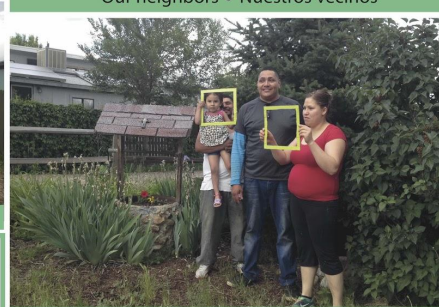
The amazing view! • ¡La vista increíble!



Our neighbors • Nuestros vecinos



Our neighbors • Nuestros vecinos



Memory Garden • Jardín de la memoria

PONDEROSA MOBILE HOME PARK
PARQUE DE TRAILERS
BOULDER, CO

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...



Text us your answer (in 160 characters or less) at:

501-213-1582



Learn more at <http://imagineCentralArkansas.org>

How does this work?

Text your answer to have your response recorded. You'll get a series of 2 follow-up questions, which are fast and easy to respond to.

Your privacy is important to us. We won't use your phone number again.

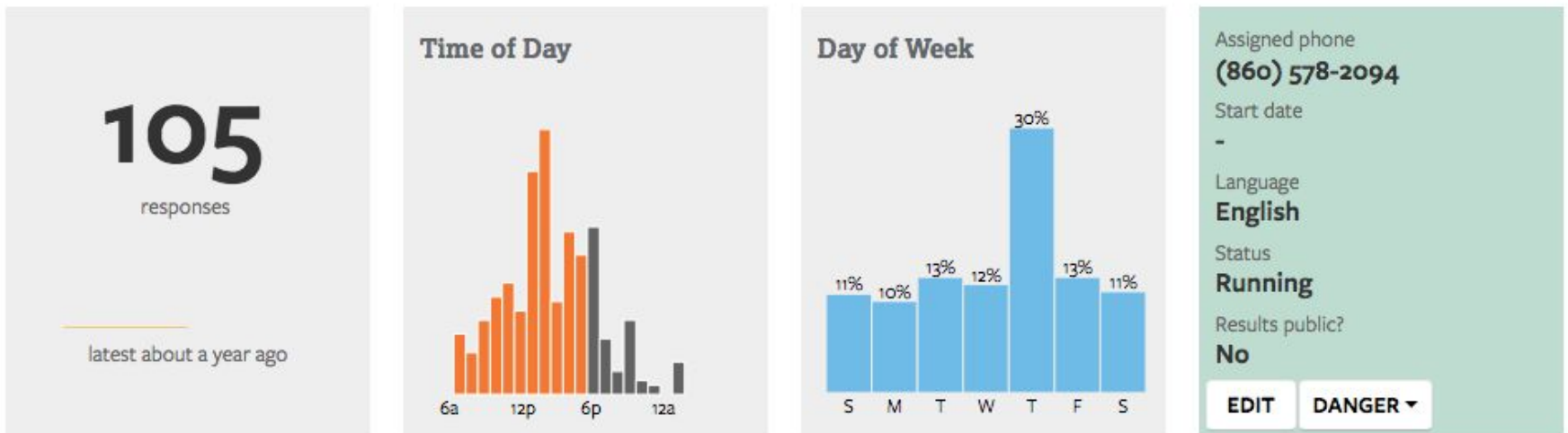
Why does this matter?

We want to hear from as many voices as we can during the Imagine Central Arkansas planning process. Your input helps shape the plan, which will describe the future of the region and how we will get there. Please get and stay involved in other ways. You can find more ways to get involved at <http://www.imaginecentralarkansas.org>



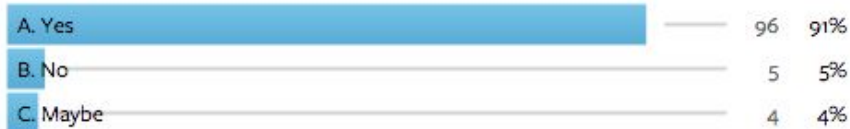
Textizen

Data collected via text message...



QUESTION 1

If there were sidewalks on Route 195, would you walk to destinations in Mansfield? Multiple Choice



QUESTION 3

Do you bike in Mansfield to get to the Library, Community Center or Town Hall? Multiple Choice



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?

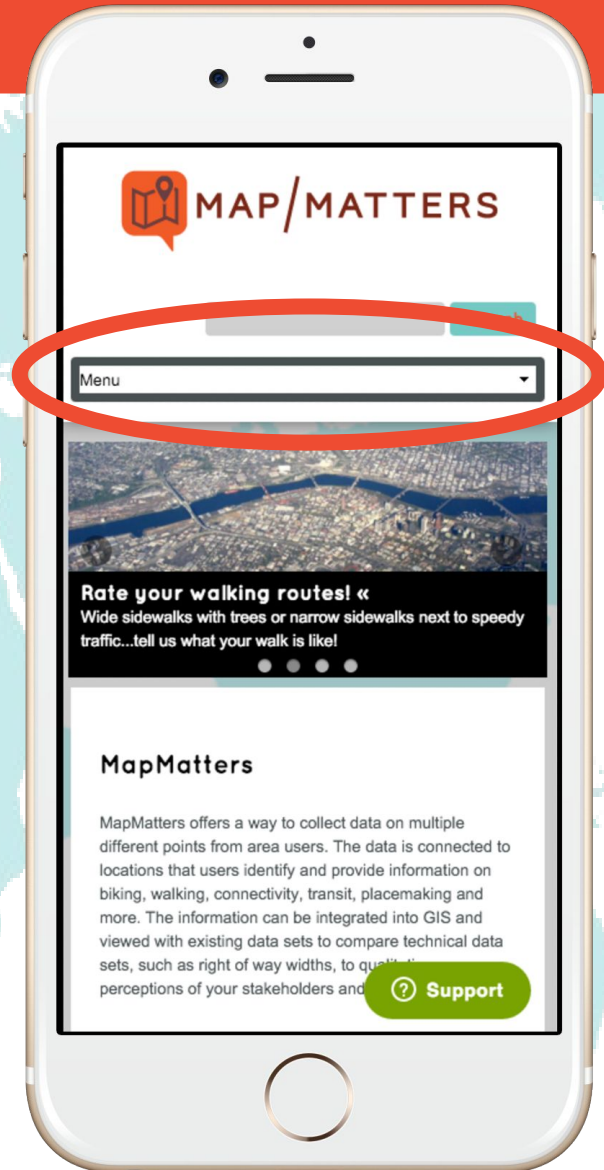
- Online tool for crowdsourcing data points and routes
- Anyone with Internet can use the tool
- Adds transparency, empowers users, broadens engagement and planning input reach

What would you like to talk about?



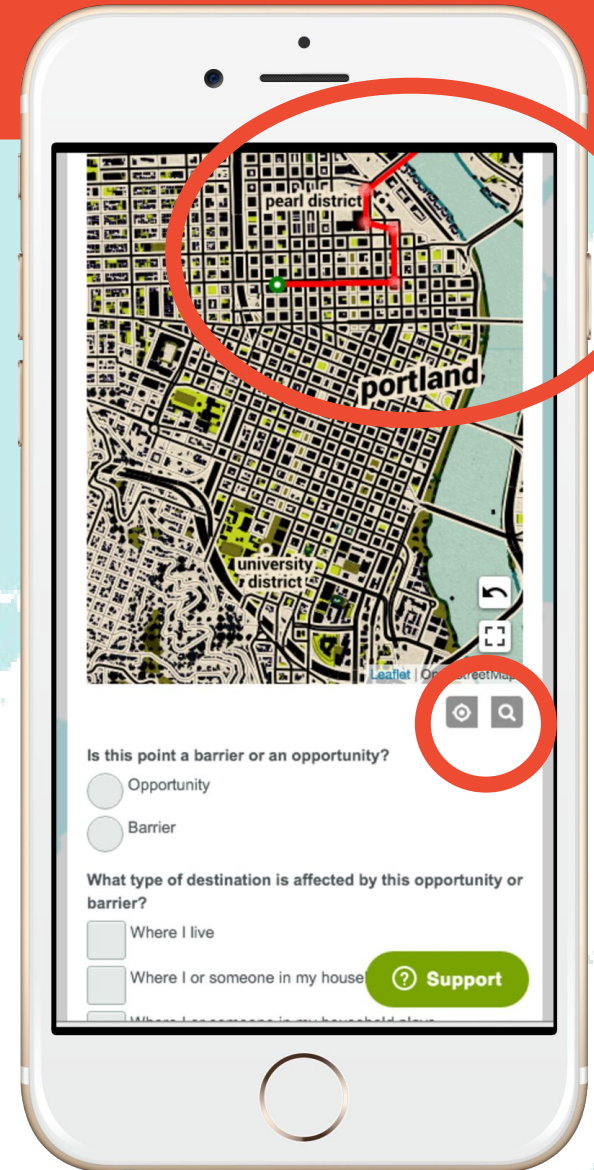
Explore Portland

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

- Answer questions
- upload a photo
- submit

The image shows a smartphone screen with a survey form. The form includes several sections: a list of questions with checkboxes, a text area for a description, and input fields for name and email. At the bottom, there is a 'Take a photo' section with a 'Choose File' button and an 'Upload' button. Below that is a 'Submit' button. At the very bottom of the screen, there is a 'Support' button with a question mark icon. Two red circles are drawn around the 'Upload' and 'Submit' buttons, highlighting them.

Where I or someone in my household goes to school

Other

(check all that apply)

Provide a description of the opportunity or barrier

Options: Give us your name and email if you would like

Name

Email

Take a photo

Choose File No file chosen Upload

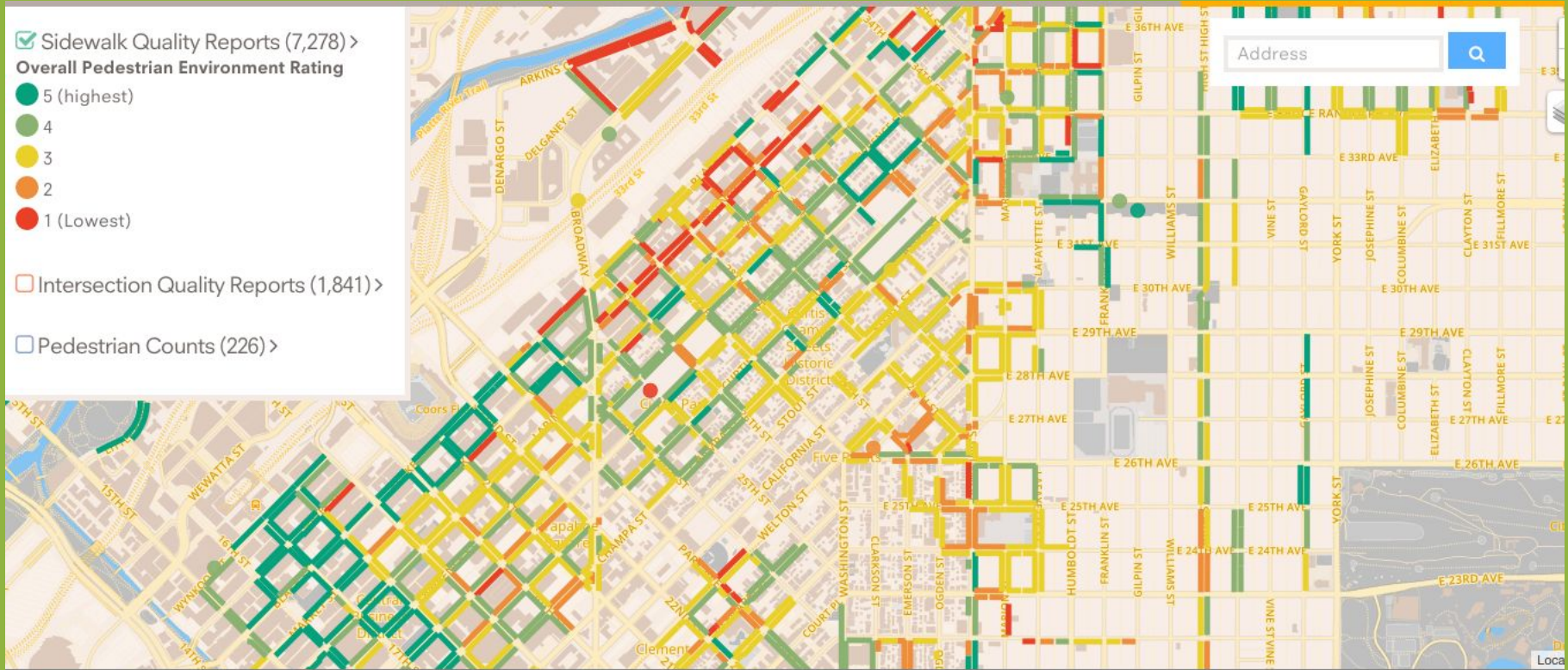
Files to upload (4 MB)

Supported file types: gif jpg png

Submit

f t in

? Support



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

NRV Tomorrow Survey [Introduction](#) [Priorities](#) [Learn](#) [Budget](#) [Policies](#) [Map the Results](#) | [NRV Livability Website](#)

This survey is now closed. You can still interact with it, but you will not be able to submit your choices.

Explore how different projects and policies affect your priorities...

[Show Instructions Again](#)



Translate:

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

Tree Health Program Build > Design > Configure > Distribute > Analyze [View my typeform](#)

Welcome screen

- Short text
- Long text
- Statement
- Dropdown
- Email
- Date
- Legal
- Website
- Payment (Stripe)
- Multiple choice
- Picture choice
- Question group
- Yes / No
- Rating
- Opinion scale
- Number
- File upload

Thank You screen

1 TREE HEALTH IN THE BLUEBIRD DISTRICT The Bluebird Business I...

2 Educational Information Mountain High Tree Service: 1. Why prun...

1 * Please provide the first and last name of the person who the inv...

2 * Please provide a telephone number for this order.

3 * Please provide the e-mail address you would like your invoice s...

4 Jumps to

5 Comes from 4

6 Comes from 4 5

7 Comes from 4 5 6

8 Comes from 4 5 6 7

Show logic map **ON** Hidden fields **ON**

Invite 10 friends and get Typeform PRO for free. For every friend that u...

High Tech: Typeform

Tree Health Program

Build > Design > Configure > Distribute > Analyze

[View my typeform](#)

Colors
Select a palette or create your own

Fonts
Pick a webfont from the library

Background image
Select a background image or upload your own

Colors

Fonts

Background image

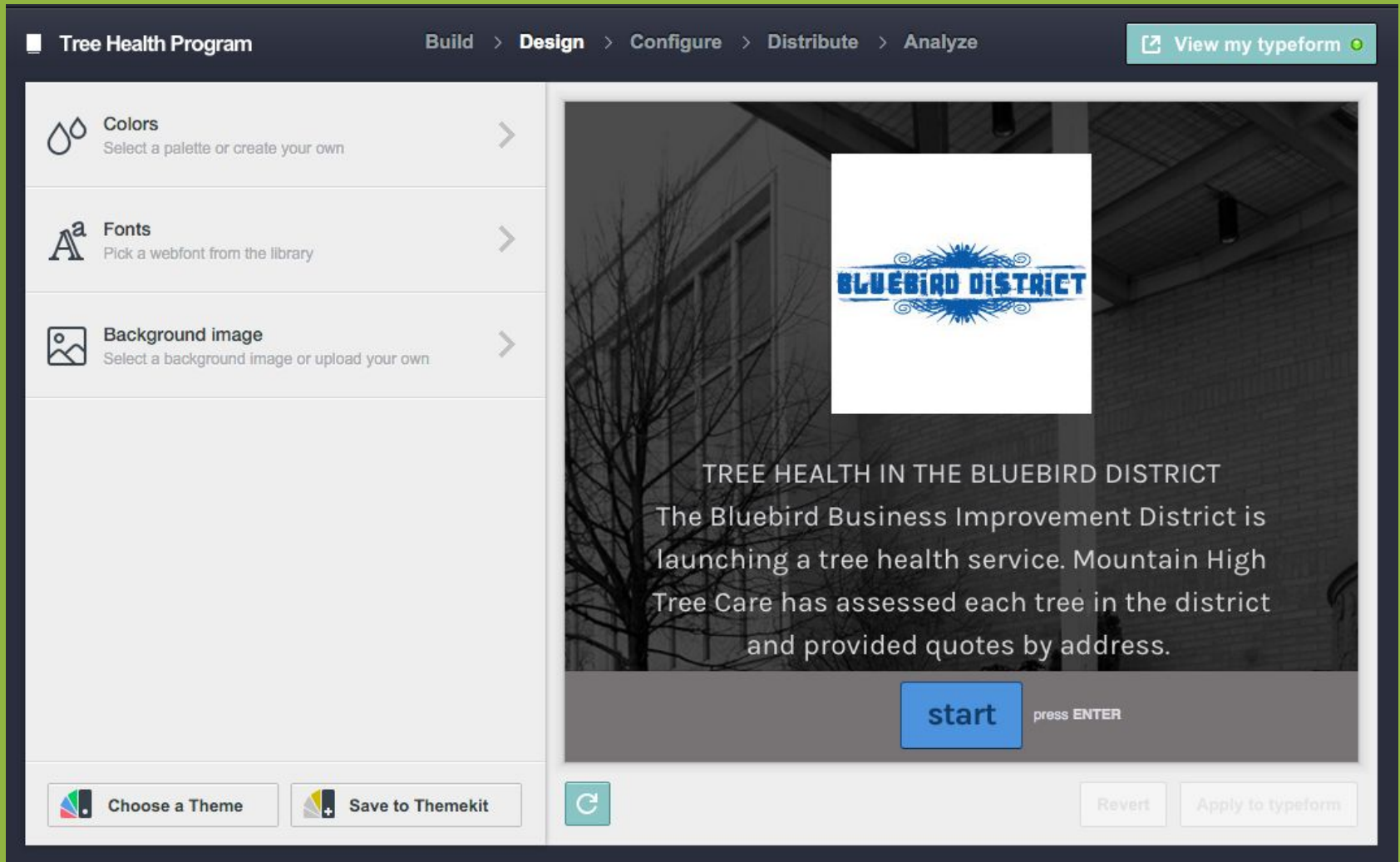
start press ENTER

Choose a Theme

Save to Themekit

Revert

Apply to typeform



The screenshot displays the Typeform editor interface for a form titled "Tree Health Program". The top navigation bar includes "Build", "Design", "Configure", "Distribute", and "Analyze", with "Design" currently selected. A "View my typeform" button is located in the top right corner. The left sidebar contains three main sections: "Colors" (with a water drop icon), "Fonts" (with a letter 'A' icon), and "Background image" (with a landscape icon). The main preview area shows a dark background image of a building and trees. Overlaid on this is a white box containing a blue "BLUEBIRD DISTRICT" logo. Below the logo, the text reads: "TREE HEALTH IN THE BLUEBIRD DISTRICT" followed by "The Bluebird Business Improvement District is launching a tree health service. Mountain High Tree Care has assessed each tree in the district and provided quotes by address." At the bottom of the preview area is a blue "start" button with the text "press ENTER" to its right. The bottom of the interface features a "Choose a Theme" button, a "Save to Themekit" button, a refresh icon, and "Revert" and "Apply to typeform" buttons.

Tool Recap

High Tech

- Textizen
- Typeform
- CrowdGauge
- MapMatters

High Touch

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

Collaborate

Tool Testing

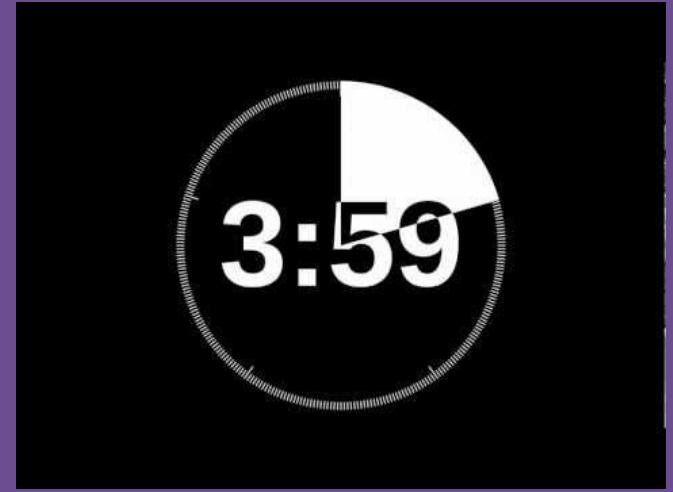
Test and Share



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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