

EPA O E J 13.FEB.2016

Collaborative Problem-Solving through Public Interest Design

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Cat Goughnour, Radix Consulting Group

LEARNING OBJECTIVES

Understand public interest design and how is it re-shaping the design professions.

Learn how to maximize a project's positive impact on a community.

Learn strategies for working with a community as a design partner.

Learn how to leverage new partners and assets for addressing project challenges.

SIGN IN!

AGENDA

Part I: The Practice of Public Interest Design

Overview

Presentations and Case Studies

Working Lunch

Part II: Application of Public Interest Design

Local Case Study Presentation

Breakout Groups

Report Back

Summary and Wrap Up

TWEET @

#EQUIDEV

INTRODUCE

YOURSELF

WHAT IS
PUBLIC
INTEREST
DESIGN?

WHAT IS
ENVIRONMENTAL
JUSTICE?

Environmental Justice is the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies.



Cultural/
Community
Participation



Cultural/
Community
Participation

Access to
Parks
and Open
Space

Cultural/
Community
Participation

Access to
Parks
and Open
Space

Long Term
Unemployment

Healthy
Ecosystem

Cultural/
Community
Participation

Access to
Parks
and Open
Space

Long Term
Unemployment

Healthy
Ecosystem

Cultural/
Community
Participation

Access to
Parks
and Open
Space

Long Term
Unemployment

High
School
Graduation
Rate

Healthy
Ecosystems

School
Readiness
Scores

Cultural/
Community
Participation

Access to
Parks
and Open
Space

Long Term
Unemployment

High
School
Graduation
Rate

Healthy
Ecosystems

School
Readiness
Scores

Cultural/
Community
Participation

Sanitary
Waste
Systems

Access to
Parks
and Open
Space

Long Term
Unemployment

High
School
Graduation
Rate

Healthy
Ecosystems

School
Readiness
Scores

Cultural/
Community
Participation

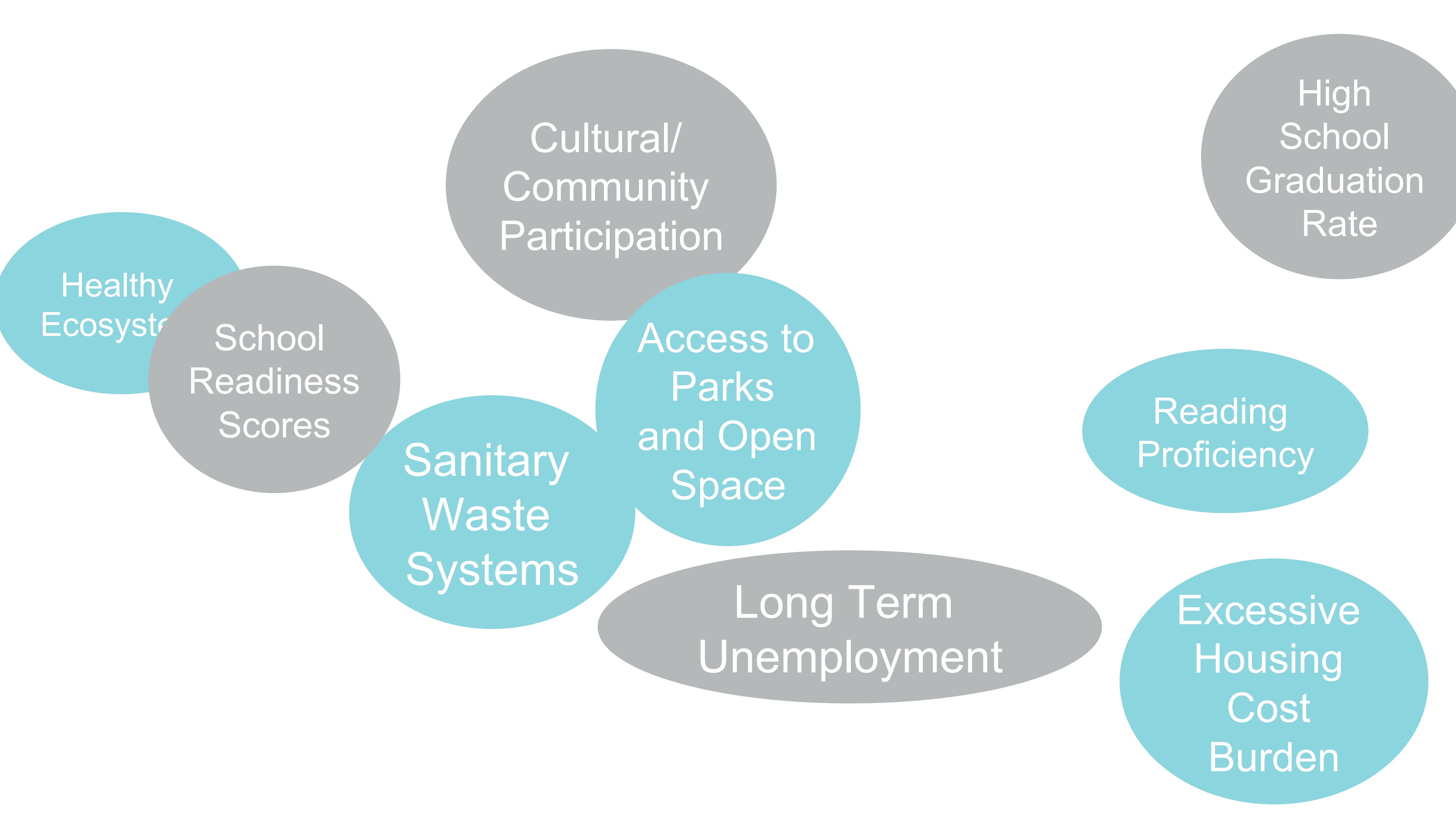
High
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Graduation
Rate

Sanitary
Waste
Systems

Access to
Parks
and Open
Space

Reading
Proficiency

Long Term
Unemployment



Healthy
Ecosystems

School
Readiness
Scores

Cultural/
Community
Participation

High
School
Graduation
Rate

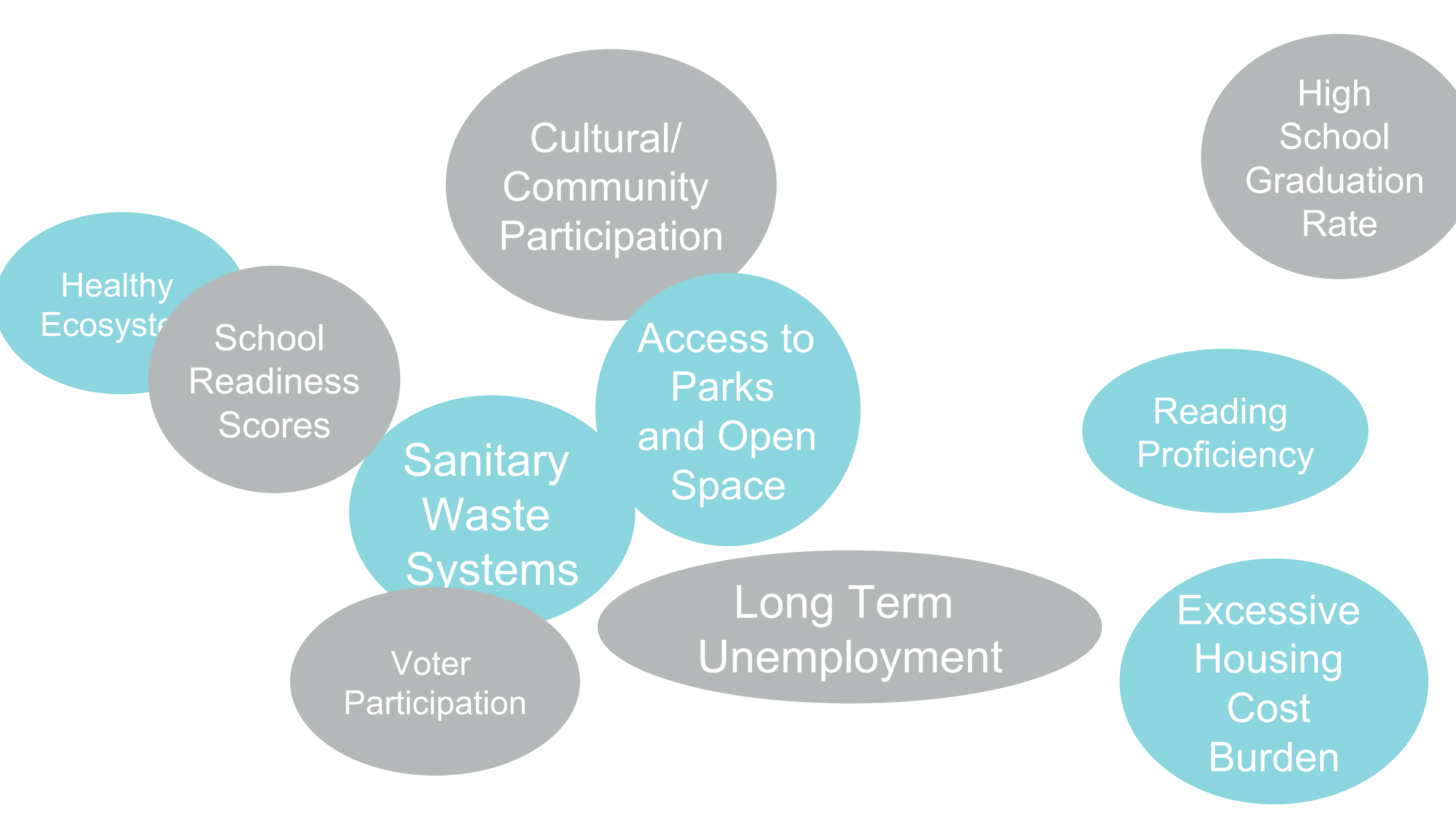
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Long Term
Unemployment

Excessive
Housing
Cost
Burden



Healthy
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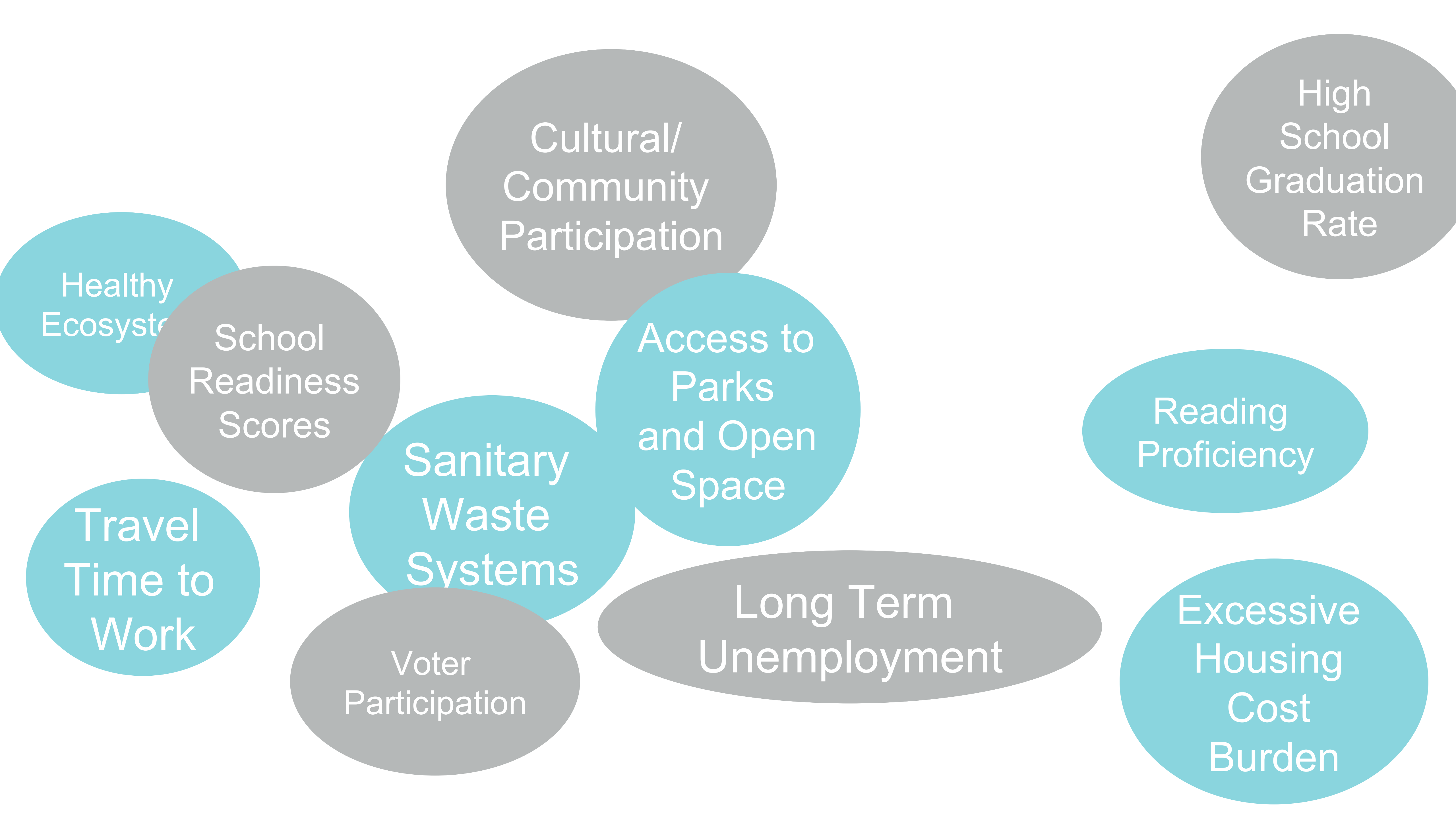
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Participation

Excessive
Housing
Cost
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Healthy
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Graduation
Rate

Access to
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Reading
Proficiency

Sanitary
Waste
Systems

Travel
Time to
Work

Voter
Participation

Long Term
Unemployment

Excessive
Housing
Cost
Burden

Residential
Mobility

Healthy
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Rate

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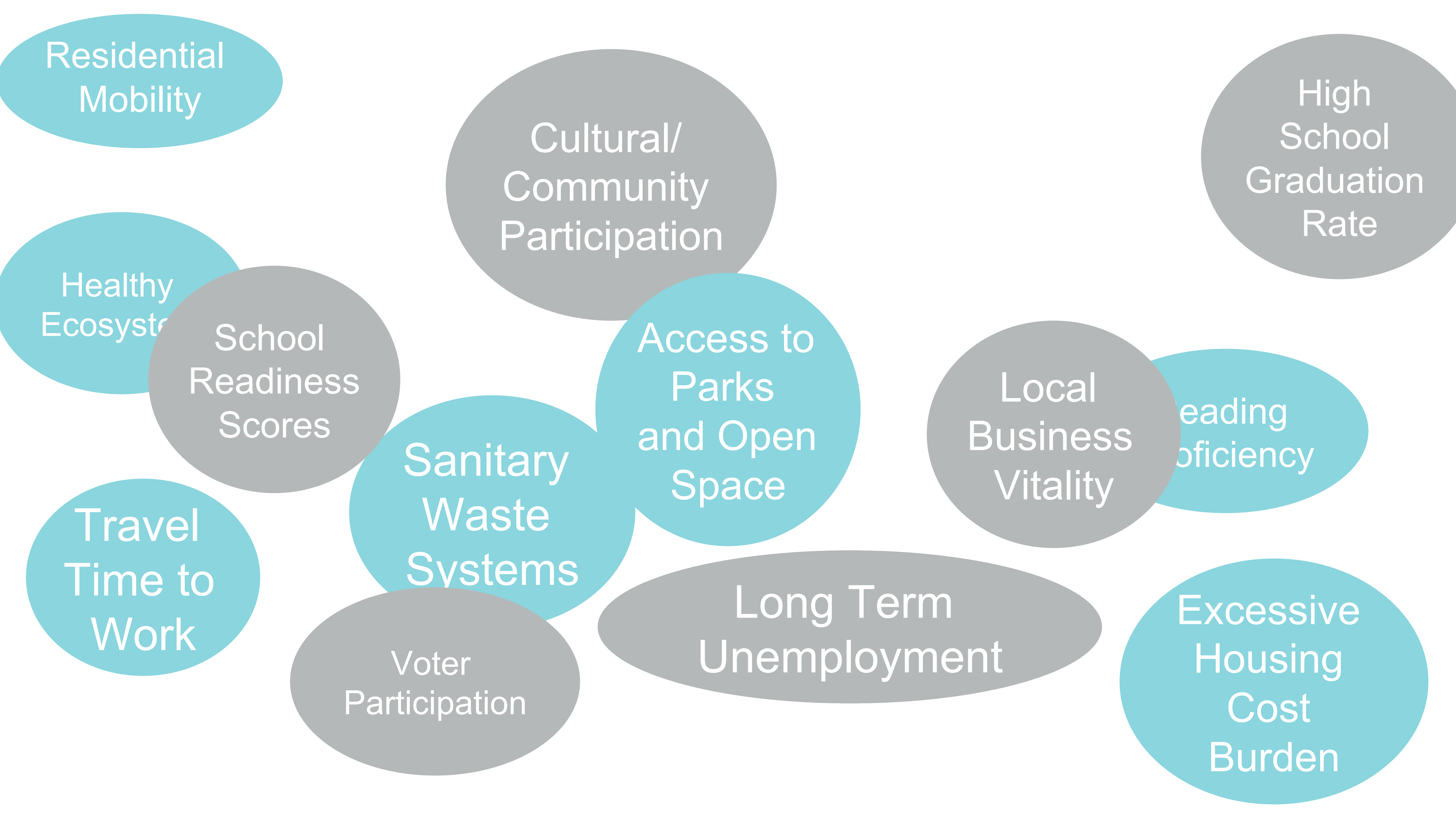
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Excessive
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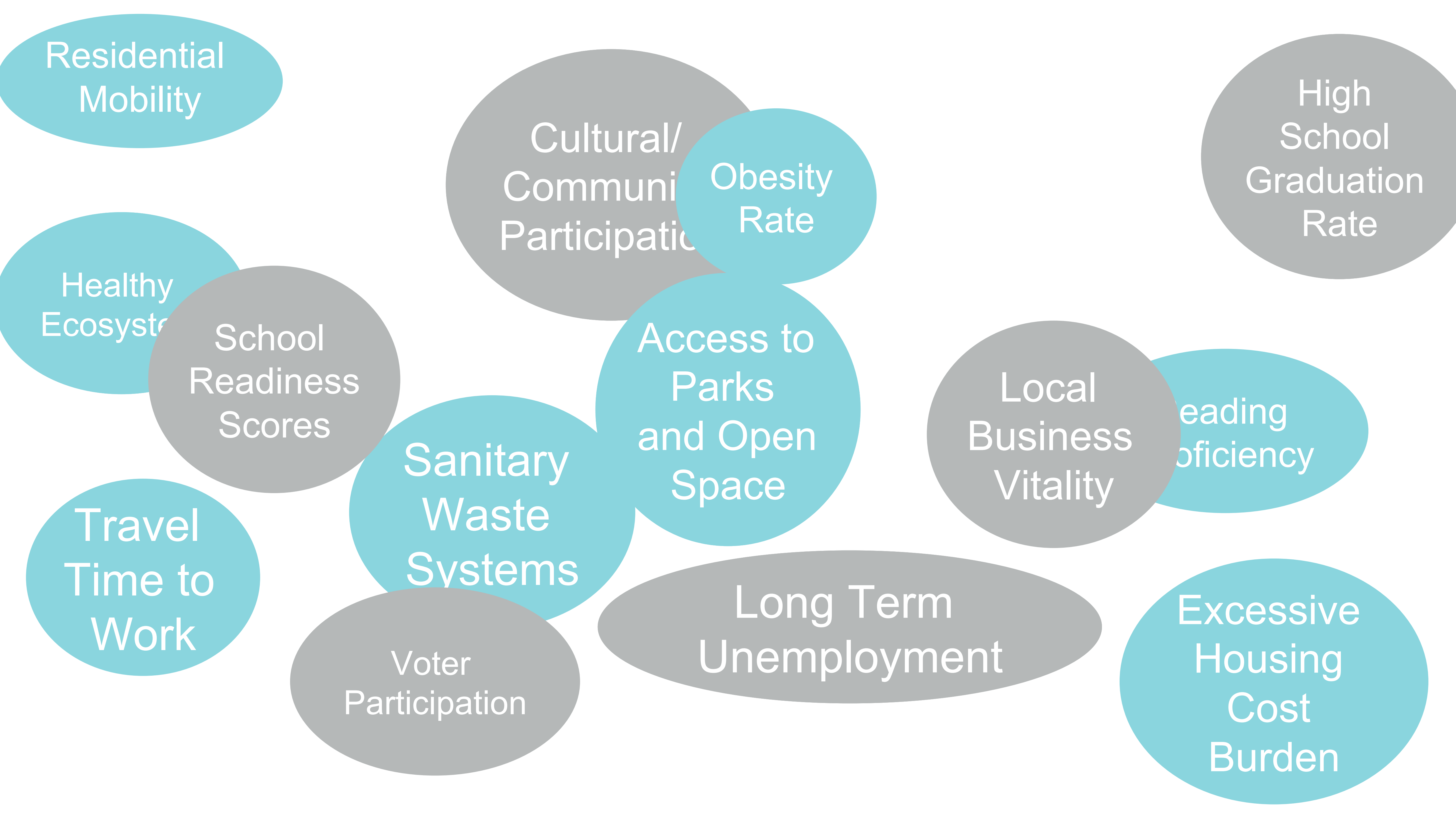
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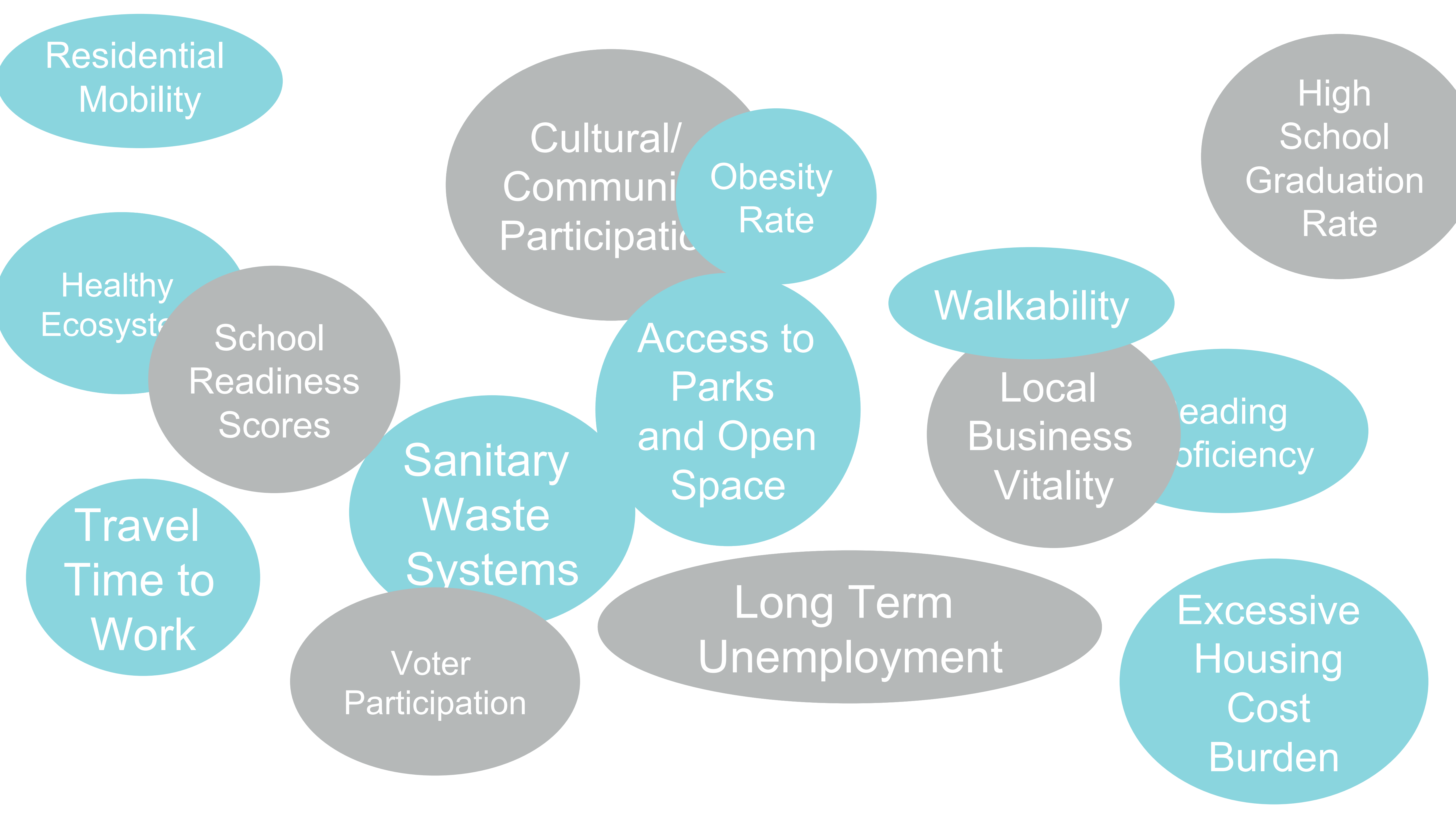
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Housing
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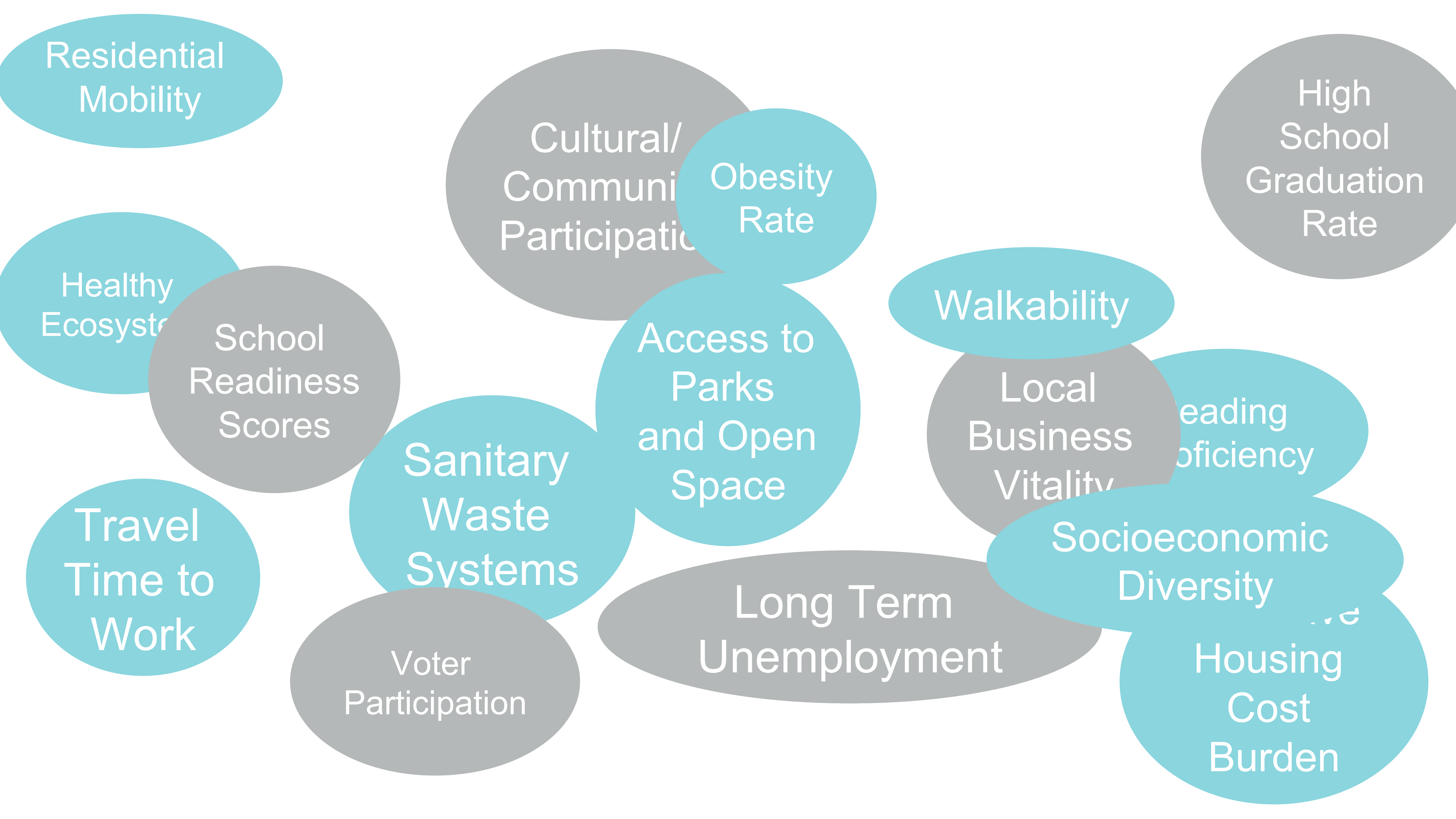
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Unemployment

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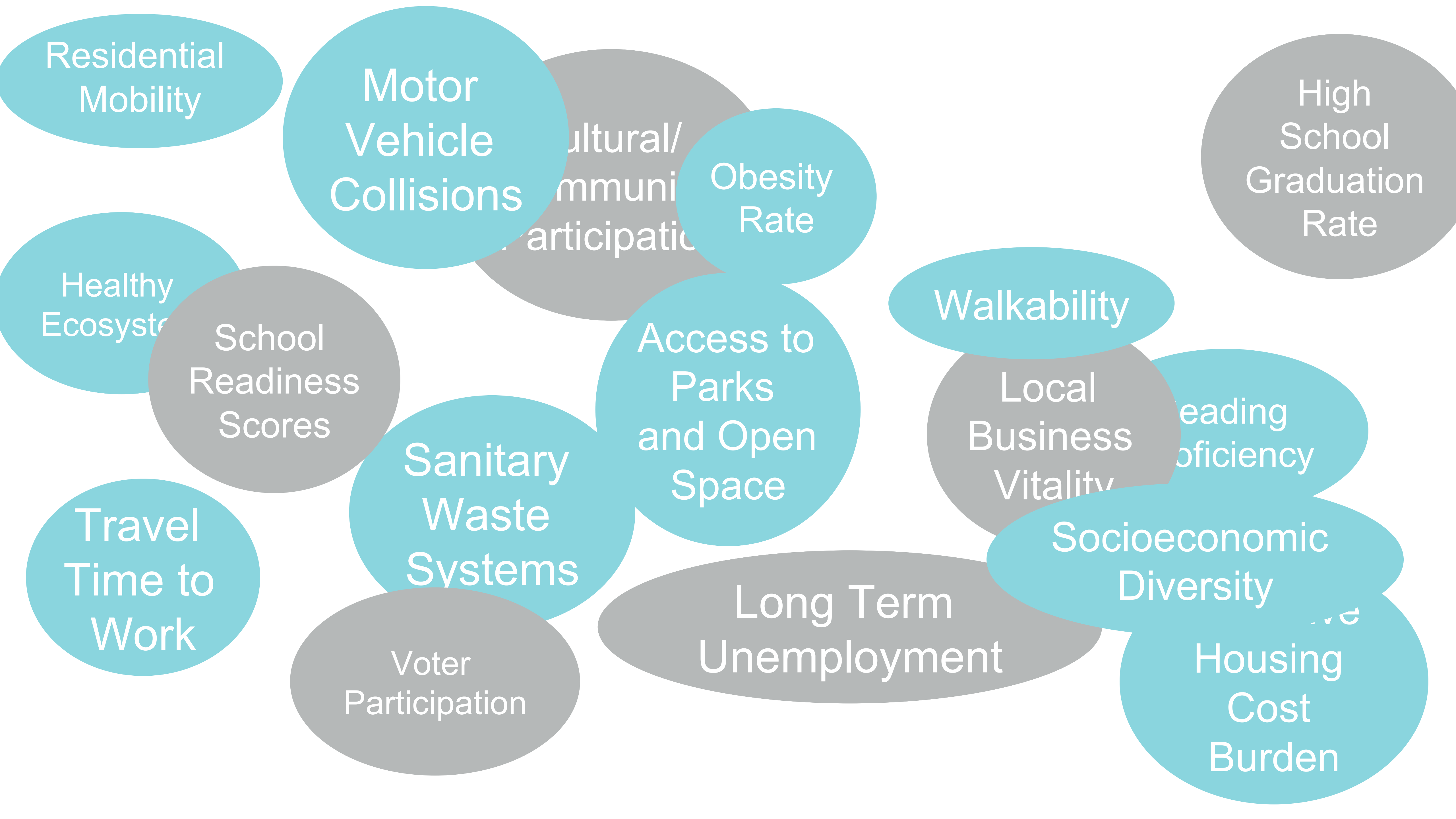
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Proficiency

Socioeconomic
Diversity

Housing
Cost
Burden



Residential
Mobility

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Vehicle
Collisions

Cultural/
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Participation

Obesity
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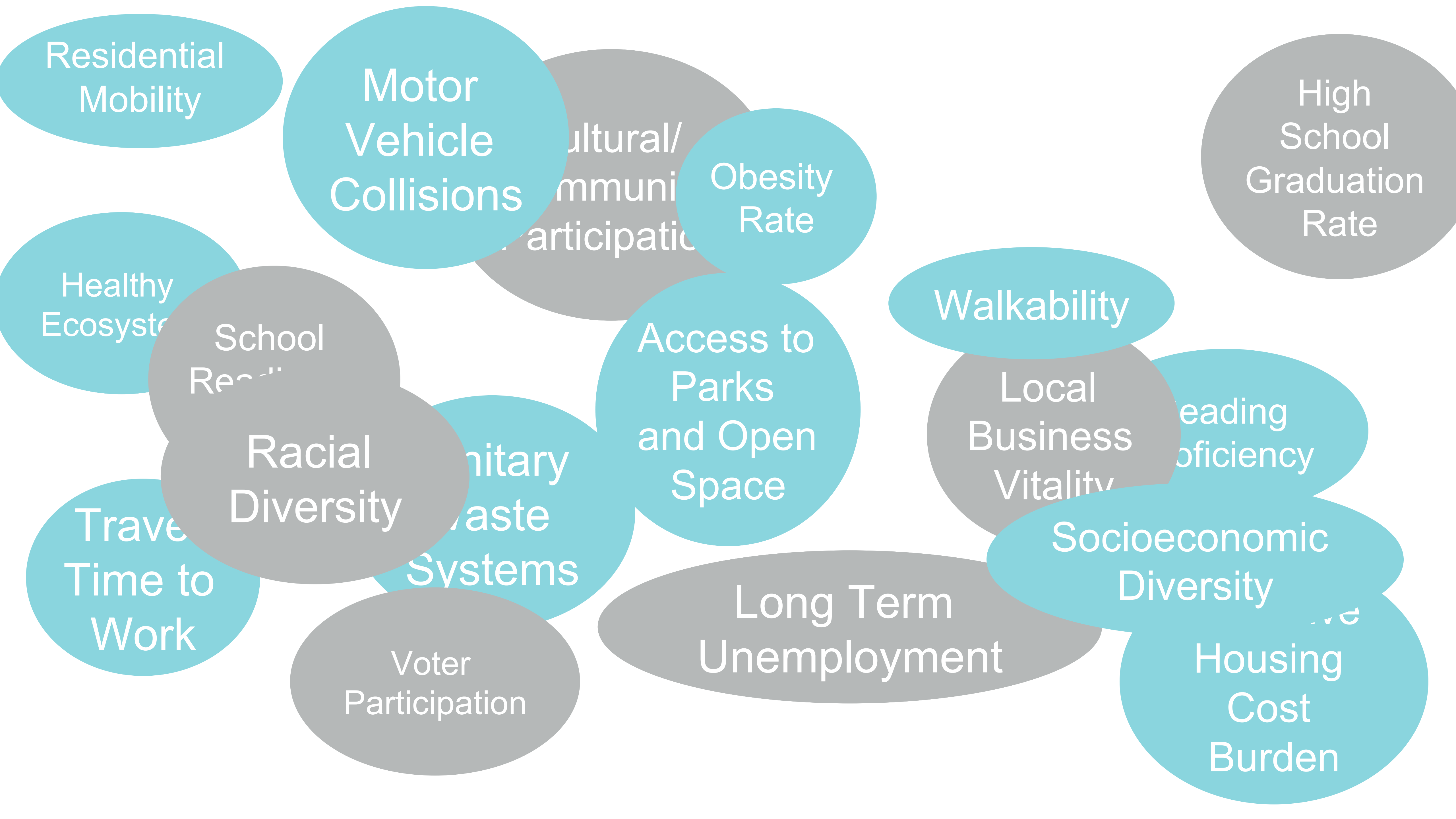
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Long Term
Unemployment

Housing
Cost
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Collisions

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Proficiency

Racial
Diversity

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Parks
and Open
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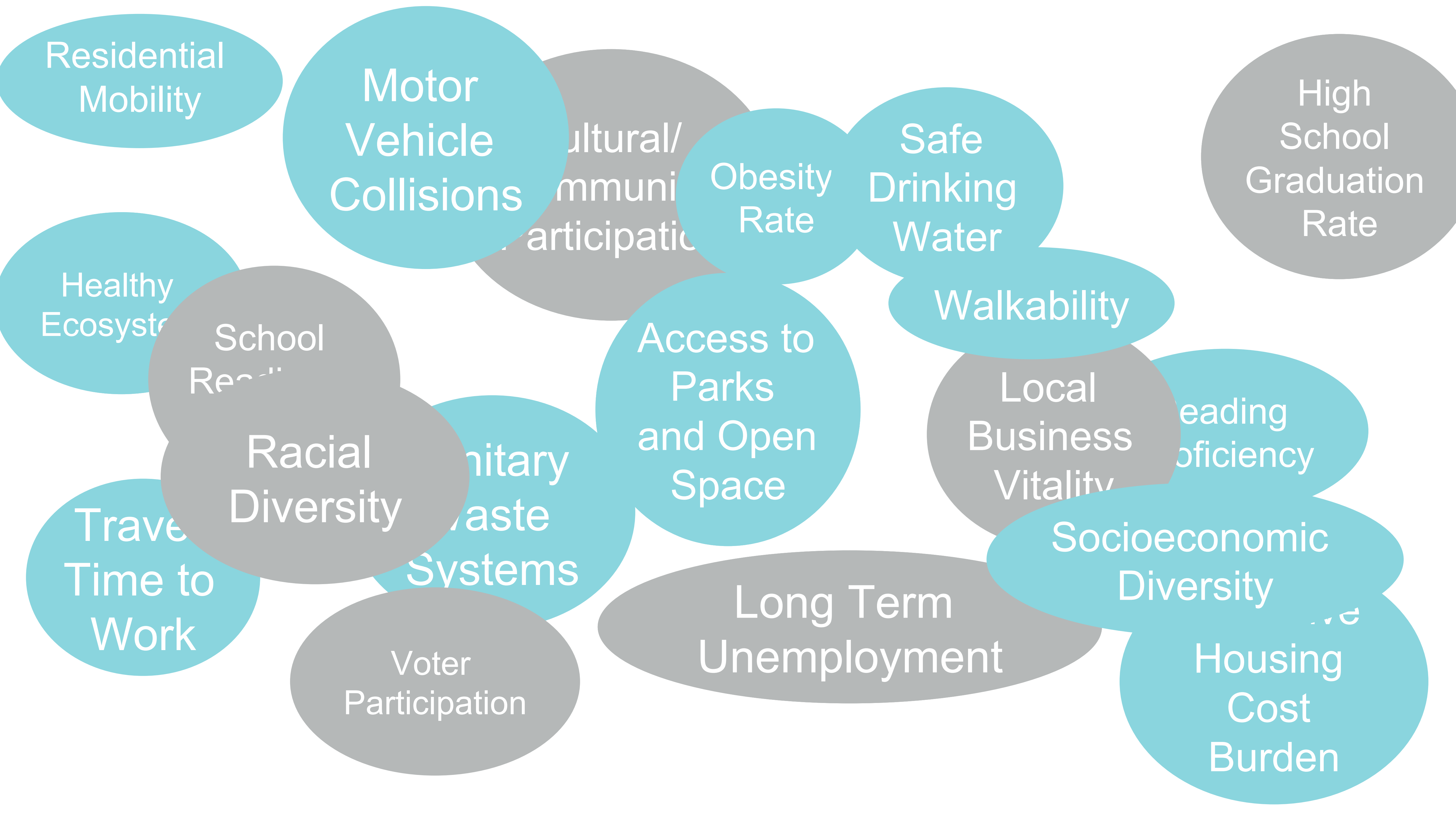
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Burden

Travel
Time to
Work

Voter
Participation



Residential
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Collisions

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Community
Participation

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Drinking
Water

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Graduation
Rate

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Reading
Proficiency

Racial
Diversity

Sanitary
Waste
Systems

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Parks
and Open
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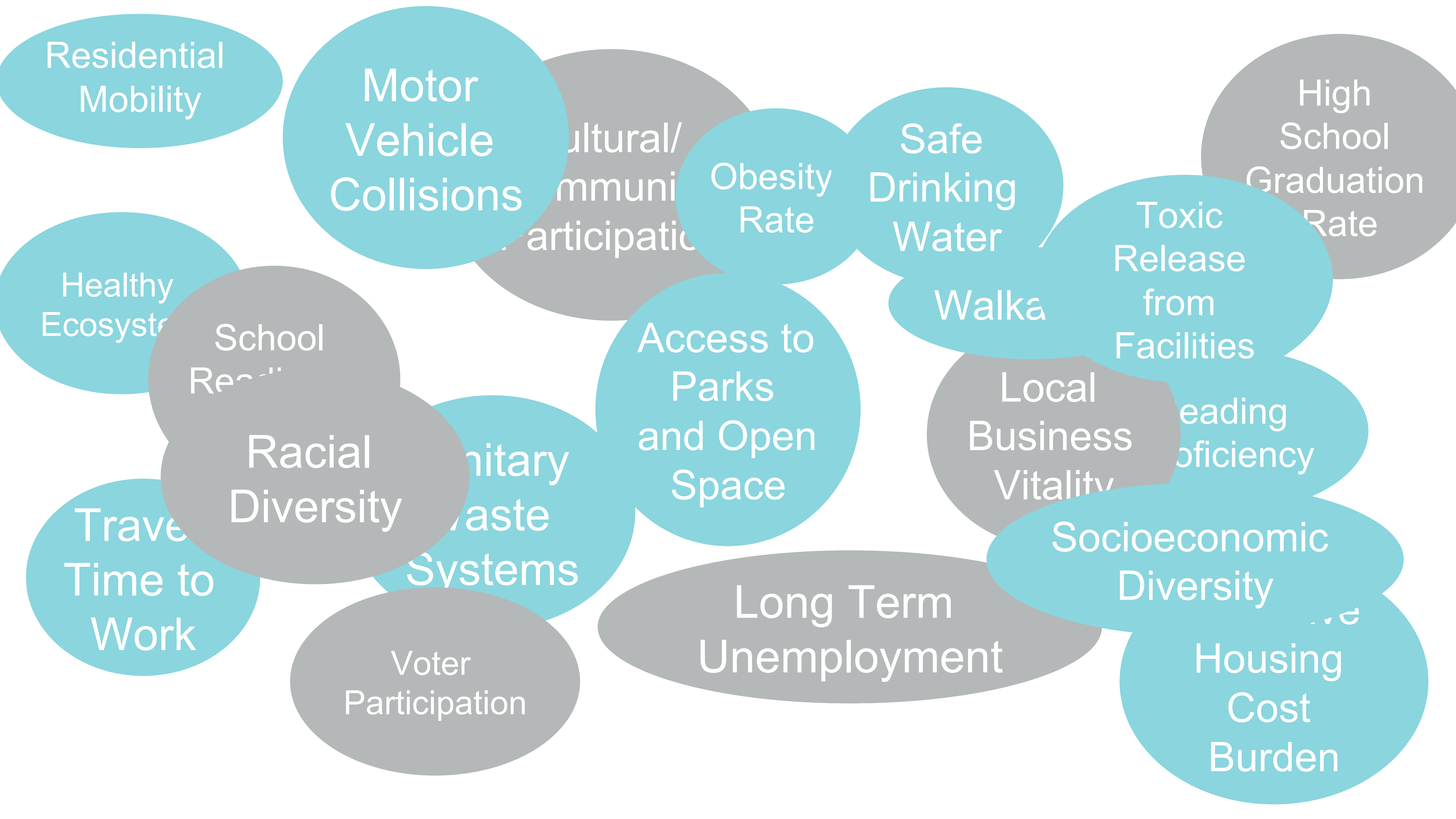
Long Term
Unemployment

Socioeconomic
Diversity

Travel
Time to
Work

Voter
Participation

Housing
Cost
Burden



Residential
Mobility

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Collisions

Cultural/
Community
Participation

Obesity
Rate

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Drinking
Water

High
School
Graduation
Rate

Healthy
Ecosystems

School
Readiness

Toxic
Release
from
Facilities

Walkability

Access to
Parks
and Open
Space

Local
Business
Vitality

Reading
Proficiency

Travel
Time to
Work

Racial
Diversity

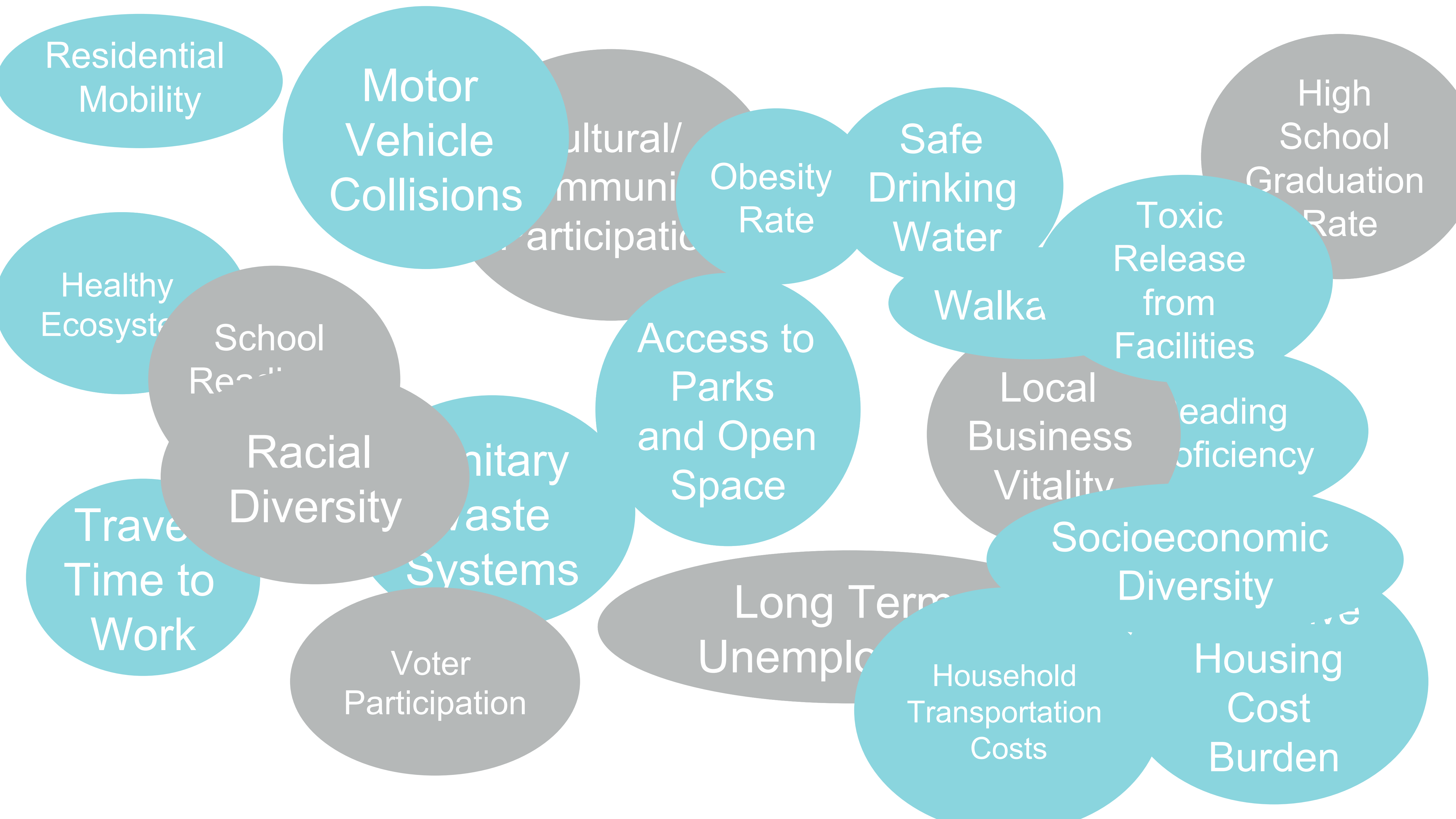
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Long Term
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Socioeconomic
Diversity

Voter
Participation

Housing
Cost
Burden



Residential
Mobility

Motor
Vehicle
Collisions

Cultural/
Community
Participation

Obesity
Rate

Safe
Drinking
Water

High
School
Graduation
Rate

Healthy
Ecosystems

School
Readiness

Walkability

Toxic
Release
from
Facilities

Racial
Diversity

Sanitary
Waste
Systems

Access to
Parks
and Open
Space

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Business
Vitality

Reading
Proficiency

Travel
Time to
Work

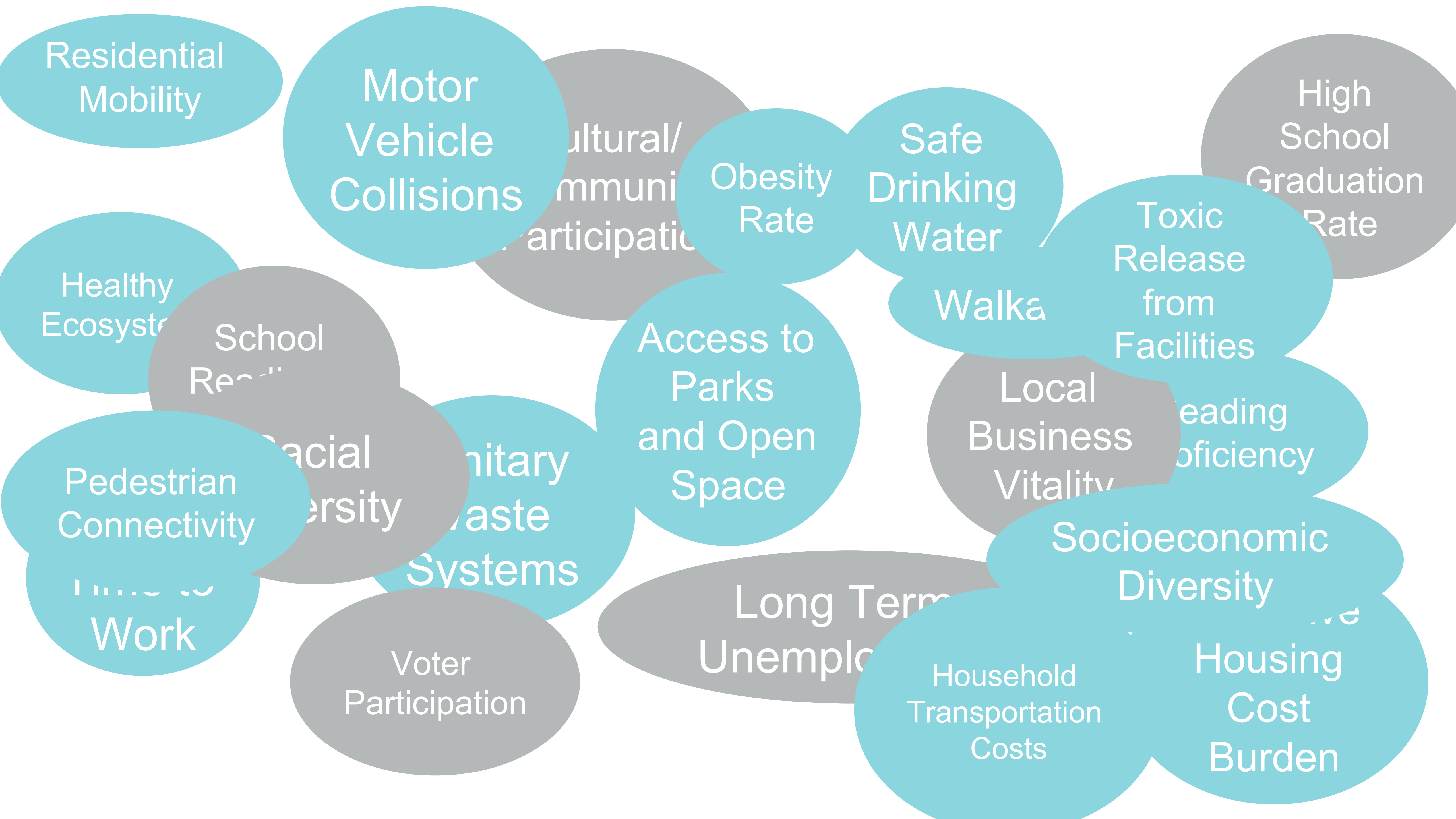
Voter
Participation

Long Term
Unemployment

Socioeconomic
Diversity

Household
Transportation
Costs

Housing
Cost
Burden



Residential
Mobility

Motor
Vehicle
Collisions

Cultural/
Community
Participation

Obesity
Rate

Safe
Drinking
Water

High
School
Graduation
Rate

Healthy
Ecosystems

School
Readiness

Walkability

Toxic
Release
from
Facilities

Pedestrian
Connectivity

Racial
Diversity

Sanitary
Waste
Systems

Access to
Parks
and Open
Space

Local
Business
Vitality

Reading
Proficiency

Unemployment

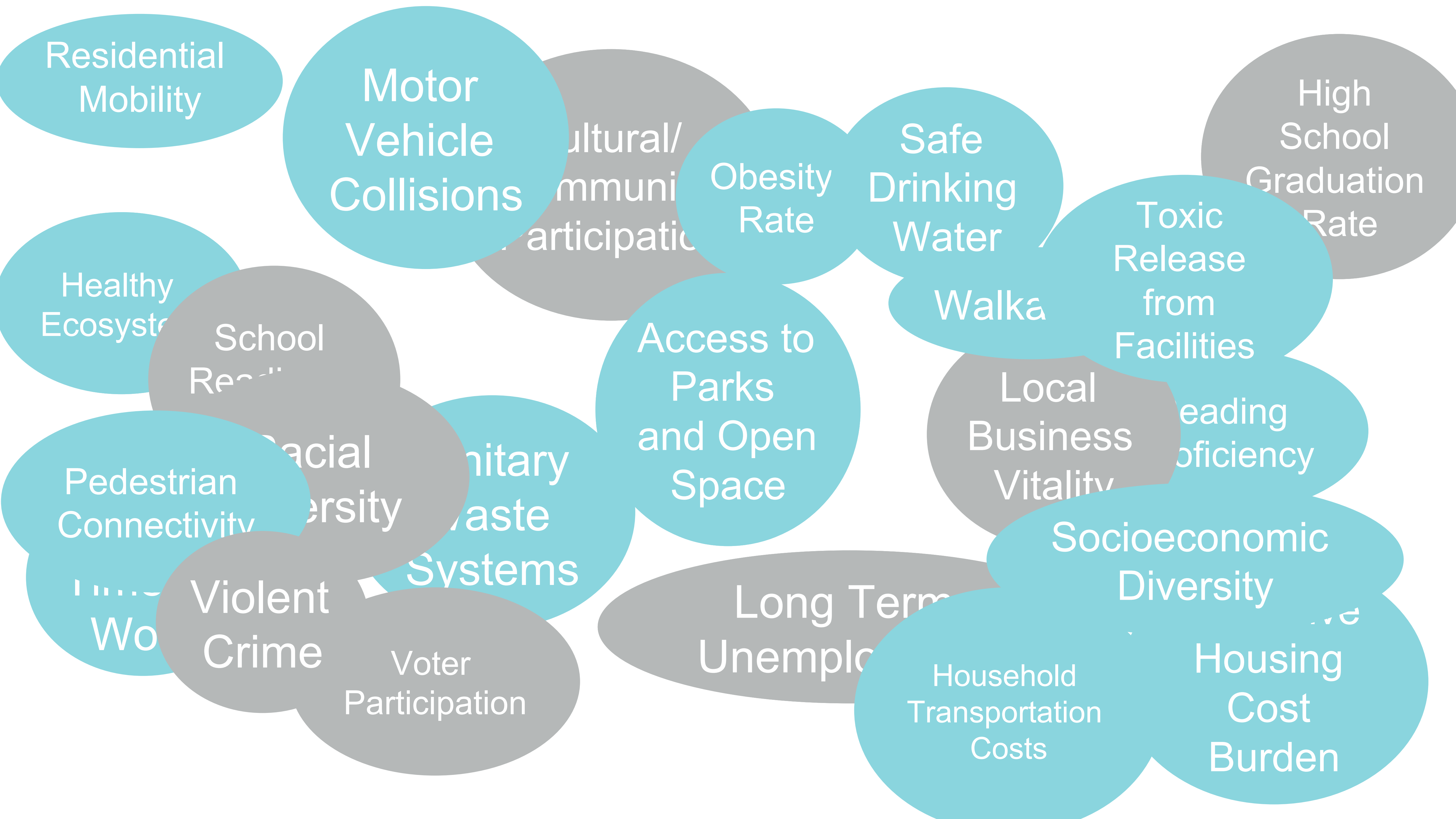
Long Term
Unemployment

Socioeconomic
Diversity

Household
Transportation
Costs

Housing
Cost
Burden

Voter
Participation



Residential
Mobility

Motor
Vehicle
Collisions

Cultural/
Community
Participation

Obesity
Rate

Safe
Drinking
Water

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School
Graduation
Rate

Healthy
Ecosystems

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Readiness

Walkability

Toxic
Release
from
Facilities

Access to
Parks
and Open
Space

Local
Business
Vitality

Reading
Proficiency

Pedestrian
Connectivity

Racial
Diversity

Sanitary
Waste
Systems

Long Term
Unemployment

Socioeconomic
Diversity

Women's
Workforce
Participation

Violent
Crime

Voter
Participation

Household
Transportation
Costs

Housing
Cost
Burden



Residential
Mobility

Motor
Vehicle
Registrations

Cultural/
Community
Participation

Obesity
Rate

Safe
Drinking
Water

High
School
Graduation
Rate

Access to
Mainstream
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Services

Health
Ecosystem

Recreation

Walking

Toxic
Release
from
Facilities

Access to
Parks
and Open
Space

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Business
Vitality

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Proficiency

Pedestrian
Connectivity

Racial
Diversity

Sanitary
Waste
Systems

Violent
Crime

Voter
Participation

Long Term
Unemployment

Socioeconomic
Diversity

Household
Transportation
Costs

Housing
Cost
Burden



Residential
Mobility

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Vehicle
Registrations

Cultural/
Community
Participation

Obesity
Rate

Safe
Drinking
Water

High
School
Graduation
Rate

Access to
Mainstream
Financial
Services

Toxic
Release
from
Facilities

Health
Ecosystem

Recycling

Walkability

Access to
Parks
and Open
Space

Local
Business
Vitality

Reading
Proficiency

Pedestrian
Connectivity

Racial
Diversity

Sanitary
Waste
Systems

Socioeconomic
Diversity

Educational
Attainment

Voter
Participation

Long Term
Unemployment

Household
Transportation
Costs

Housing
Cost
Burden



Residential
Mobility

Motor
Vehicle
Registrations

Cultural/
Community
Participation

Obesity
Rate

Safe
Drinking
Water

High
School
Graduation
Rate

Access to
Mainstream
Financial
Services

Health
Ecosystems

Toxic
Release
from
Facilities

Recreational
Facilities

Employment
Rate

Access to
Parks
and Open
Space

Walkability

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Vitality

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Connectivity

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Systems

Long Term
Unemployment

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Attainment

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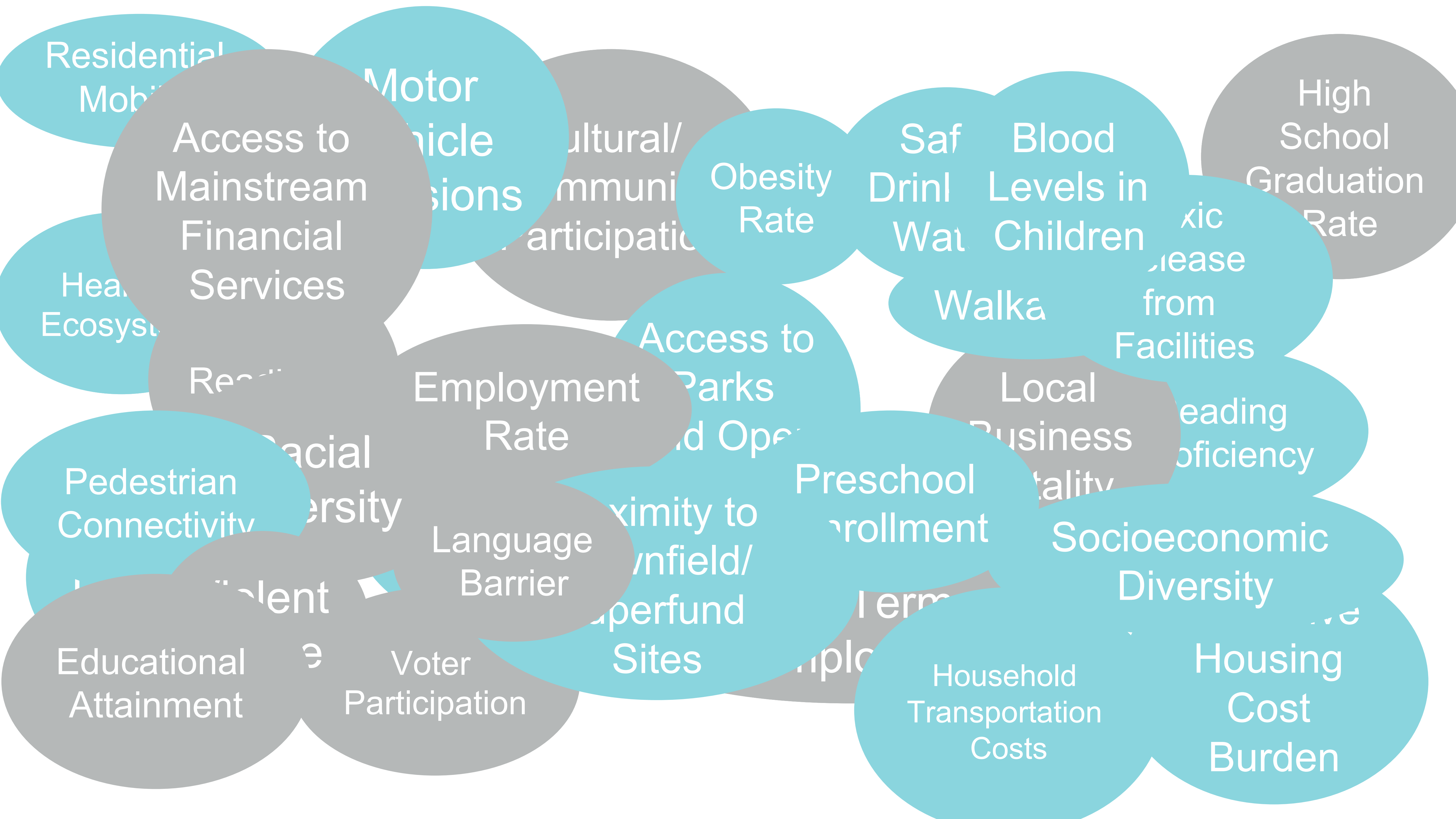
Household
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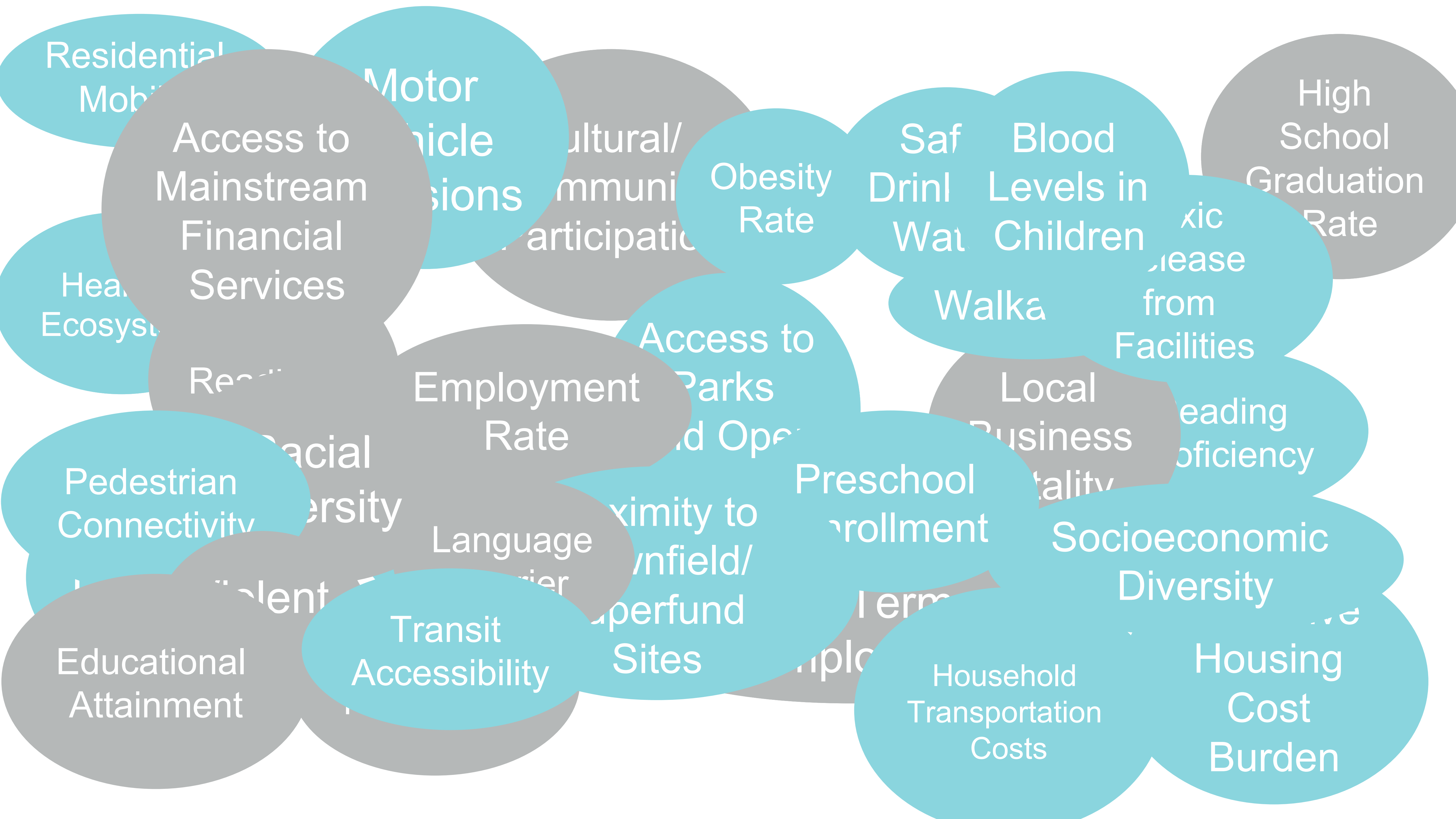
Housing
Cost
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Residential
Mobility

Motor
Vehicle
Emissions

Cultural/
Community
Participation

Obesity
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Blood
Levels in
Children

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School
Graduation
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Access to
Mainstream
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Services

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Health
Ecosystem

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Employment
Rate

Access to
Parks
and Open
Space

Walkability

Local
Business
Viability

Reading
Proficiency

Pedestrian
Connectivity

Racial
Diversity

Language
Minorities

Proximity to
Brownfield/
Superfund
Sites

Preschool
Enrollment

Socioeconomic
Diversity

Educational
Attainment

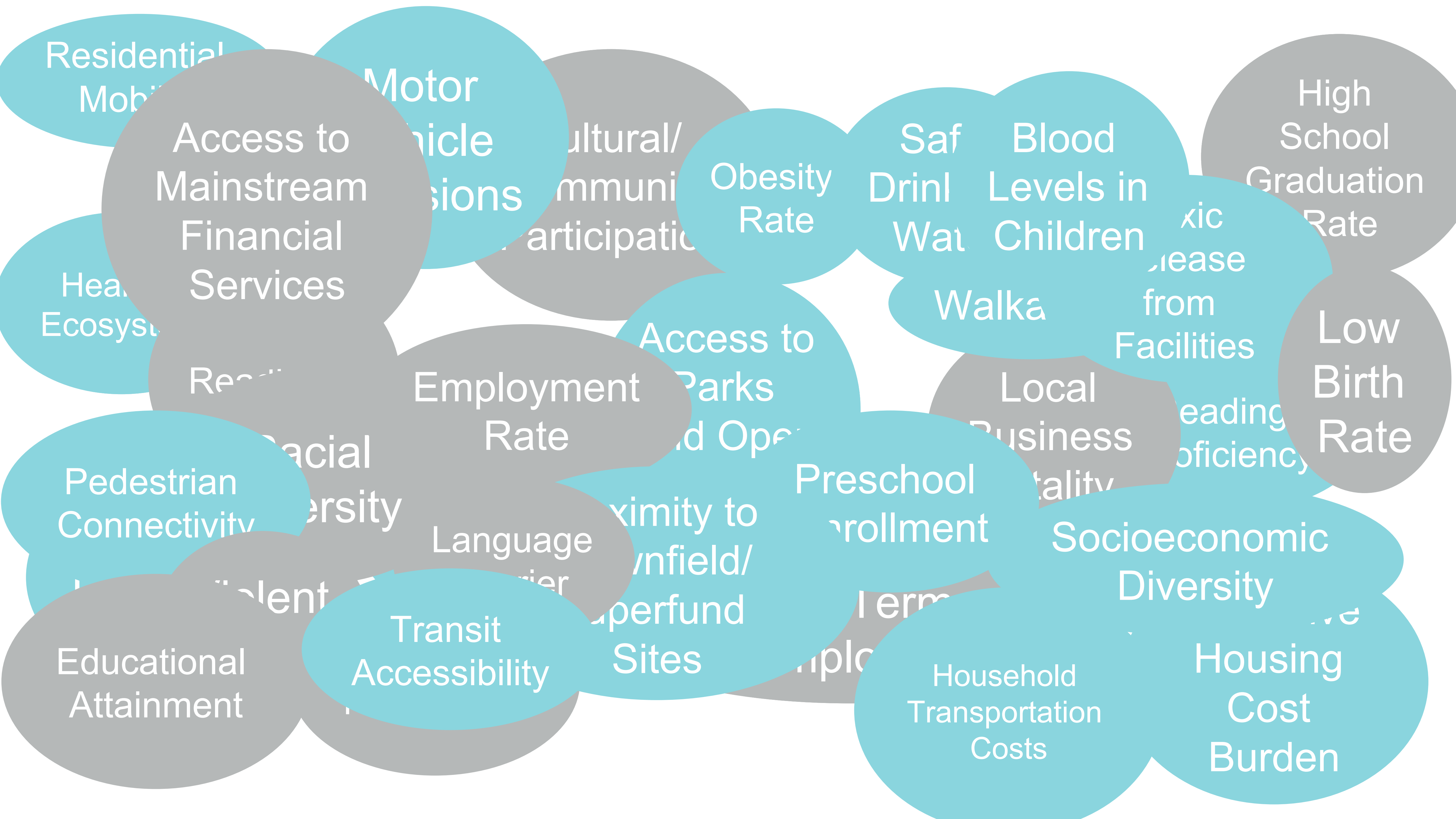
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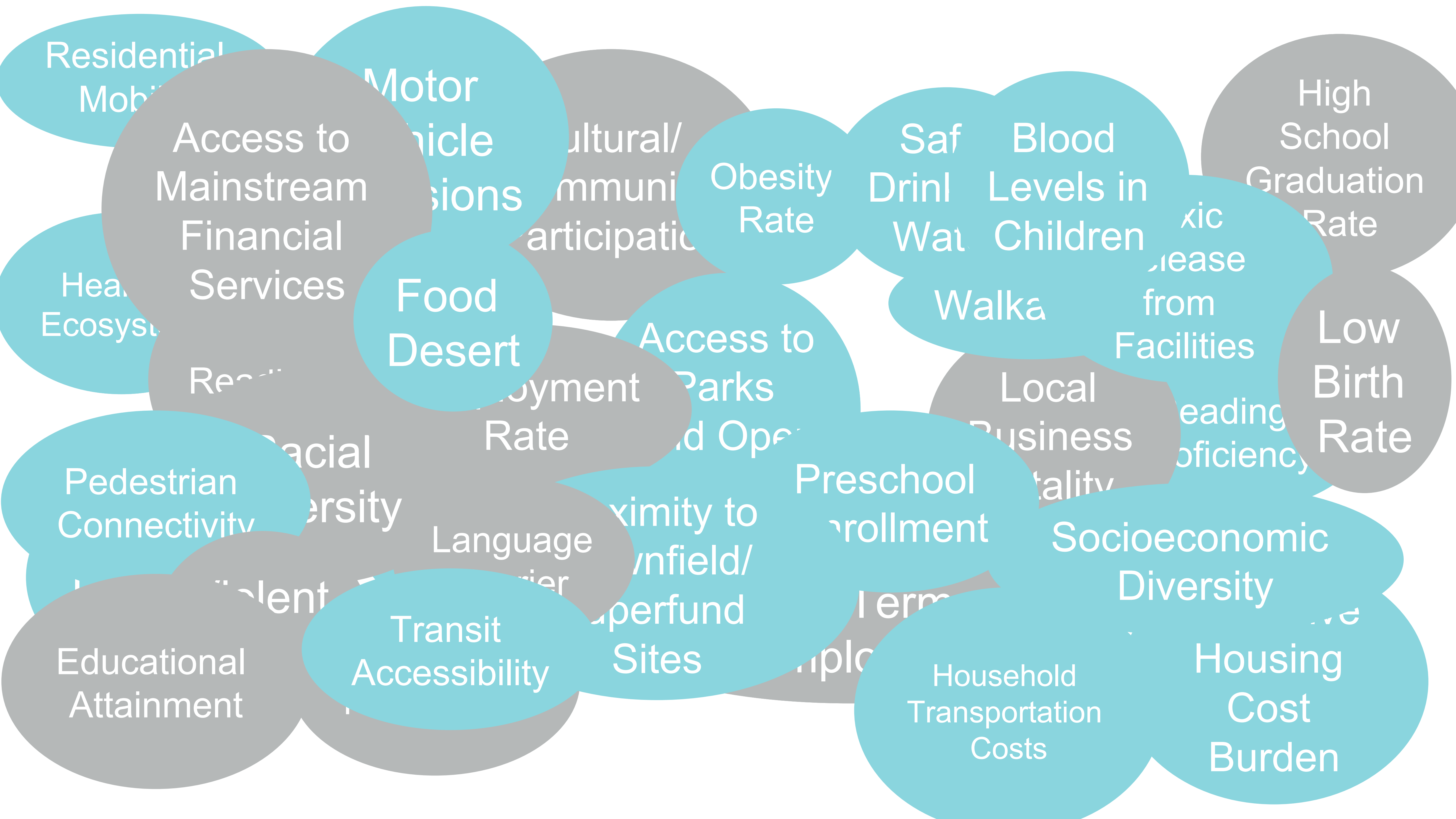
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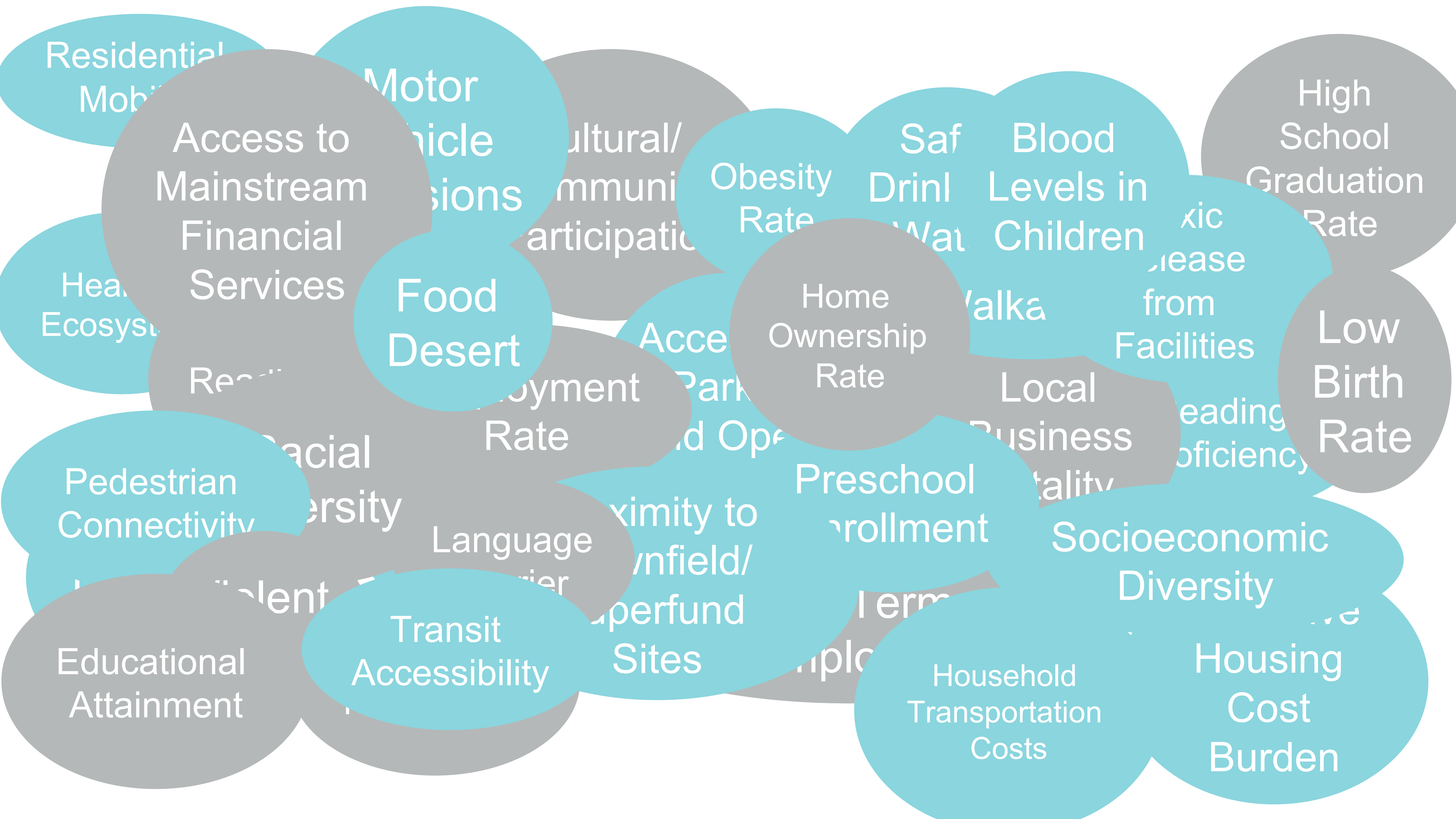
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Housing
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Residential
Mobility

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Ecosystem

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Connectivity

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Attainment

Food
Desert

Transit
Accessibility

Cultural/
Community
Participation

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Obesity
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Home
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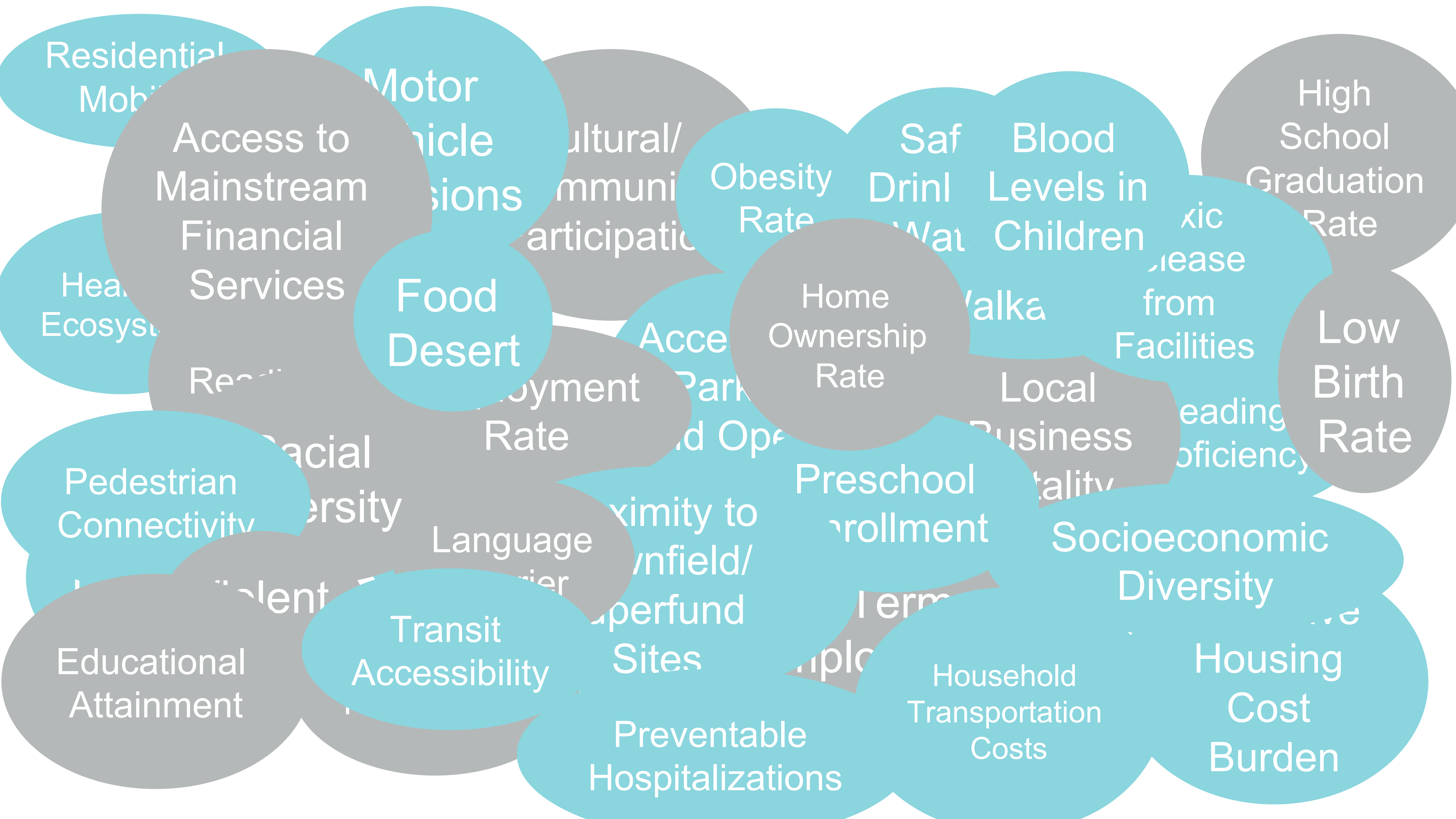
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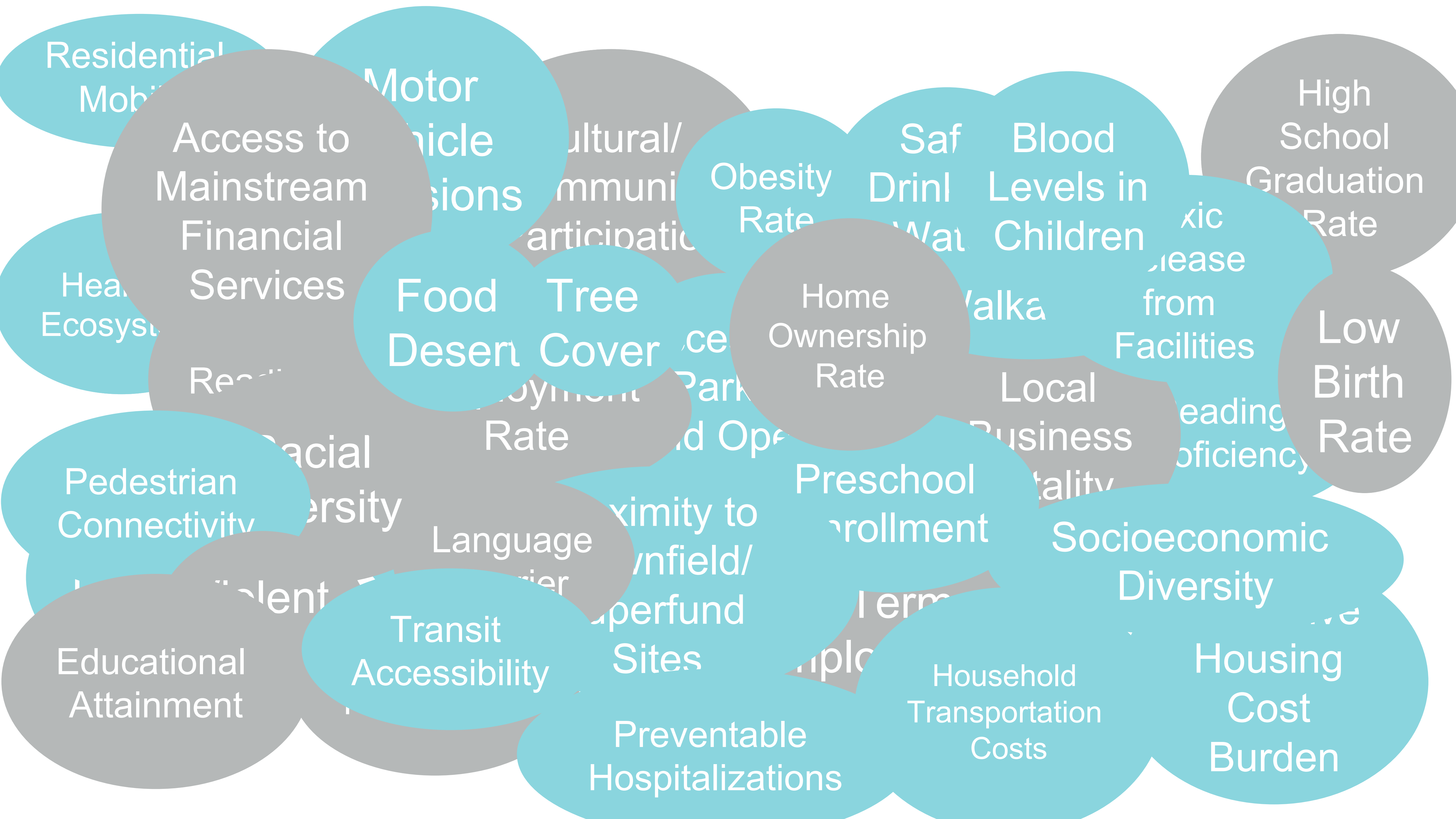
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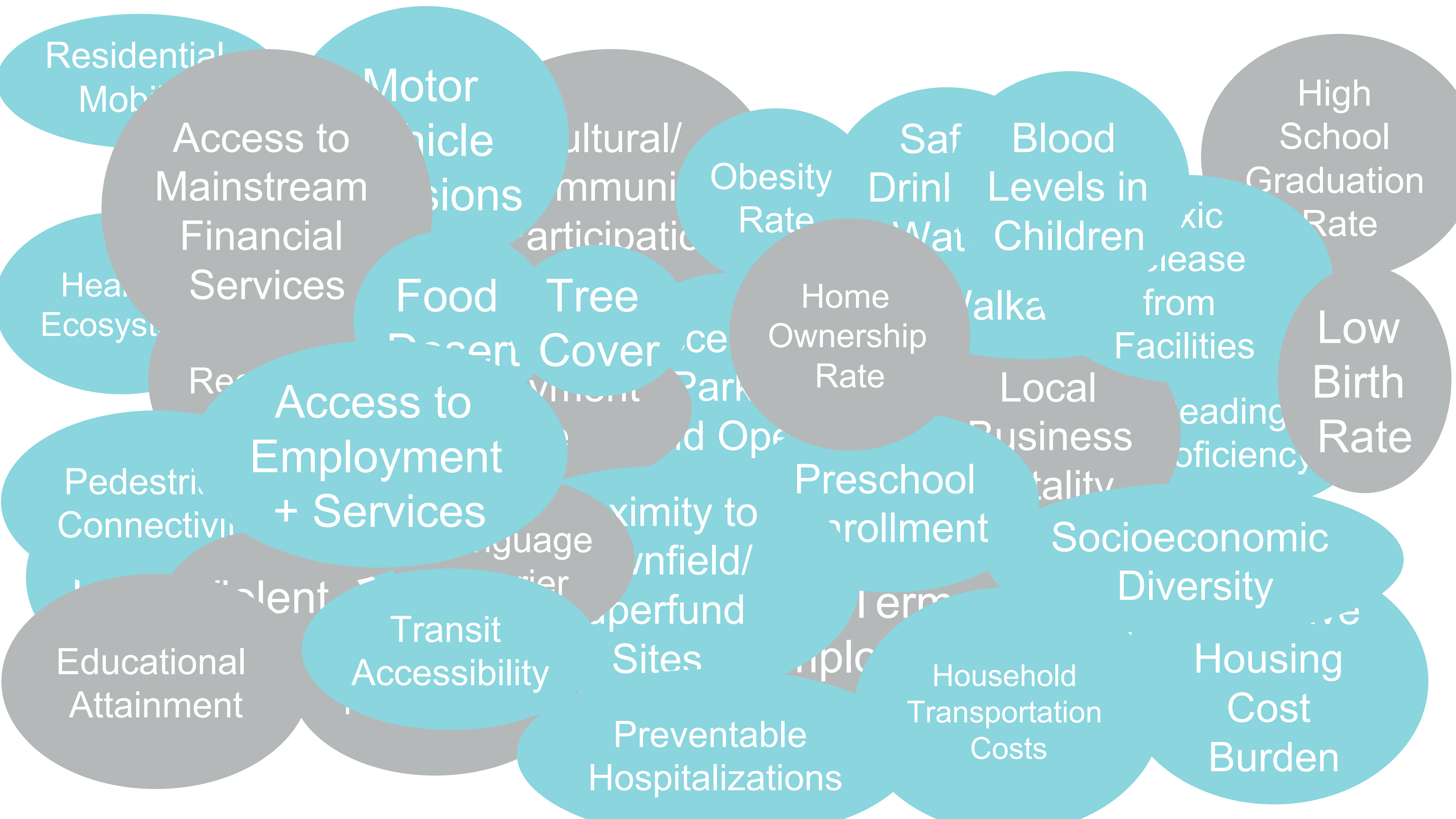
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Residential
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Registrations

Cultural/
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Water

Blood
Levels in
Children

High
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Graduation
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Access to
Mainstream
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Food
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Home
Ownership
Rate

Local
Business
Vitality

Low
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Rate

Health
Ecosystem

Recreational
Amenities

Access to
Employment
+ Services

Park and
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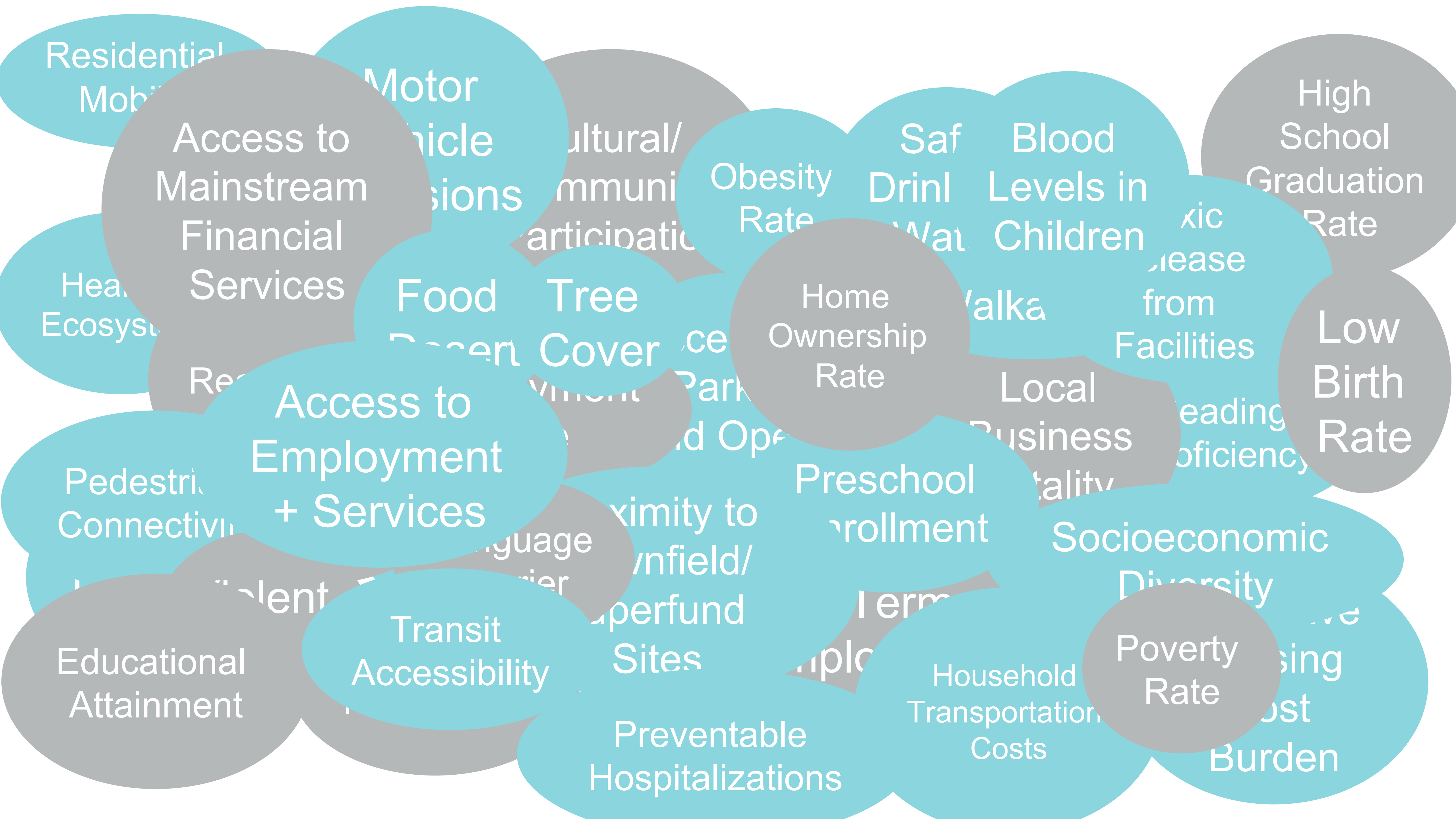
Preventable
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Superfund
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Preventable
Hospitalizations

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Transportation
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Superfund
Sites

Household
Transportation
Costs

Socioeconomic
Diversity

Burden

Health
Ecosystem

Language
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Proximity to
Superfund
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Costs

Socioeconomic
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Pedestrian
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Open Space

Proximity to
Superfund
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Amenities

Access to
Employment
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Open Space

Proximity to
Superfund
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Employment

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Recreational
Amenities

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Superfund
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Amenities

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Employment
+ Services

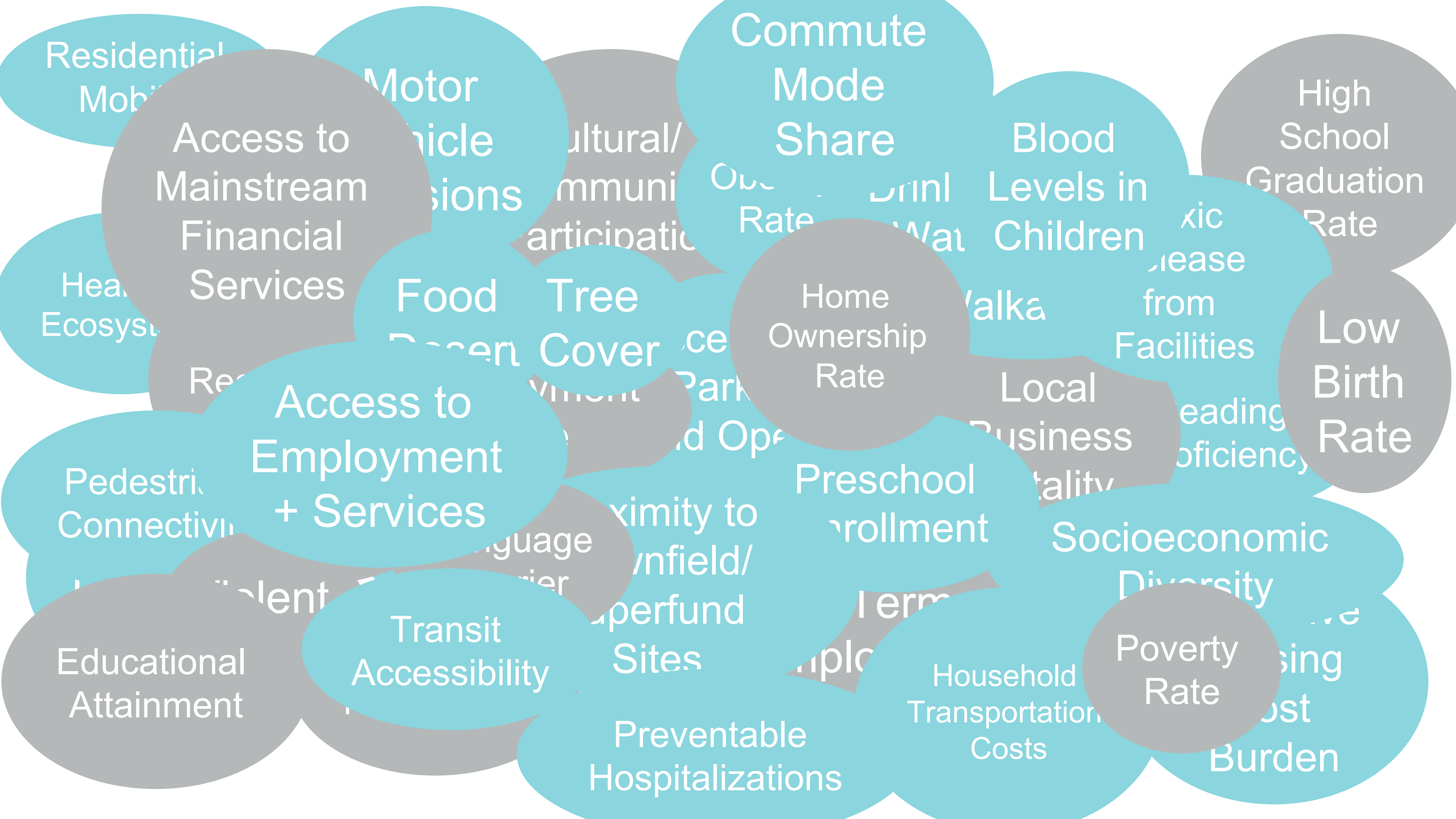
Park and
Open Space

Proximity to
Superfund
Sites

Household
Transportation
Costs

Preventable
Hospitalizations

Employment



Residential
Mobility

Motor
Vehicle
Registrations

Cultural/
Community
Participation

Commute
Mode
Share

Blood
Lead Levels in
Children

High
School
Graduation
Rate

Access to
Mainstream
Financial
Services

Home
Ownership
Rate

Local
Business
Vitality

Low
Birth
Rate

Health
Ecosystems

Food
Desert
Coverage

Park
Proximity

Access to
Employment
+ Services

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Enrollment

Socioeconomic
Diversity

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Sites

Preventable
Hospitalizations

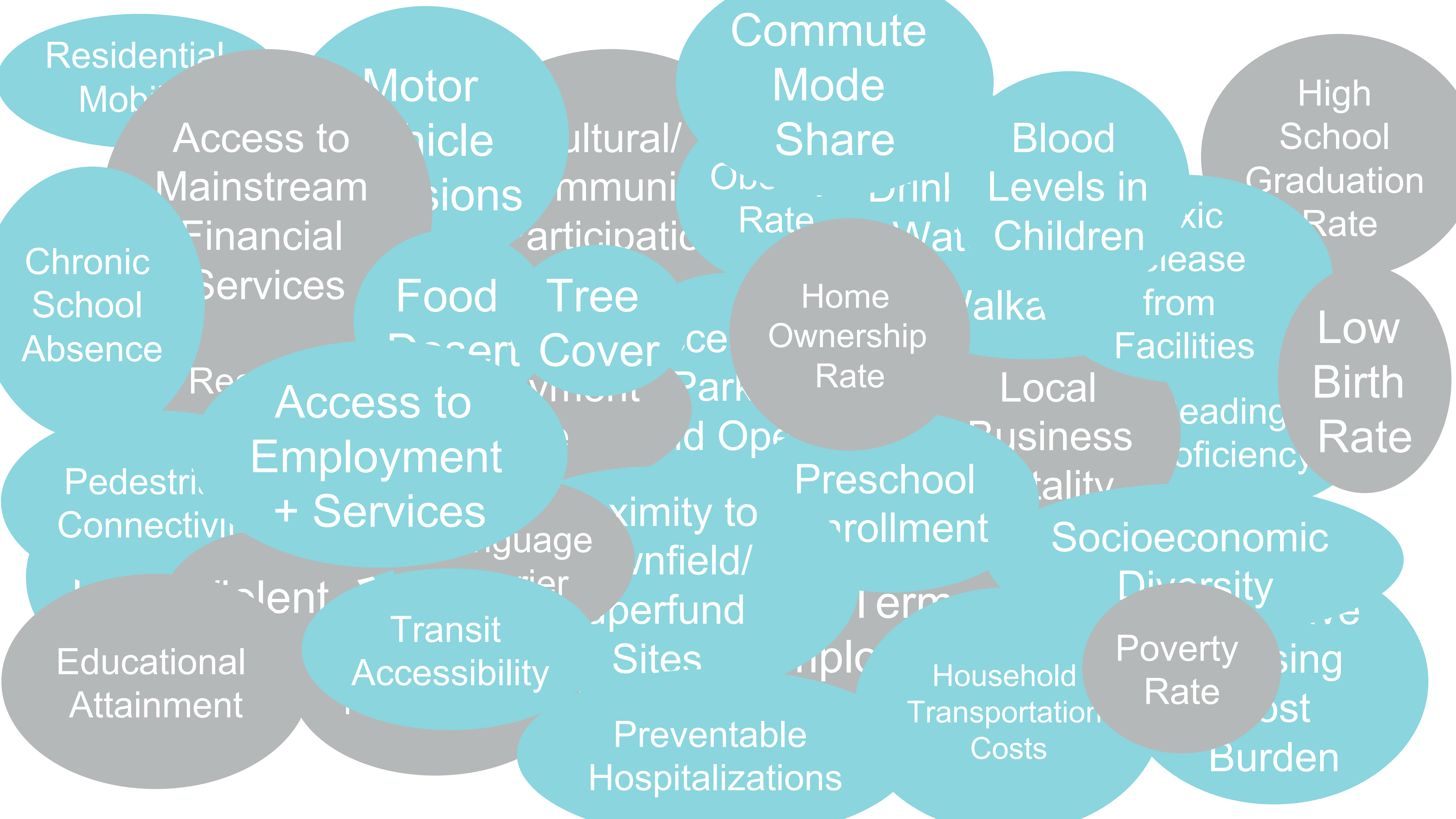
Household
Transportation
Costs

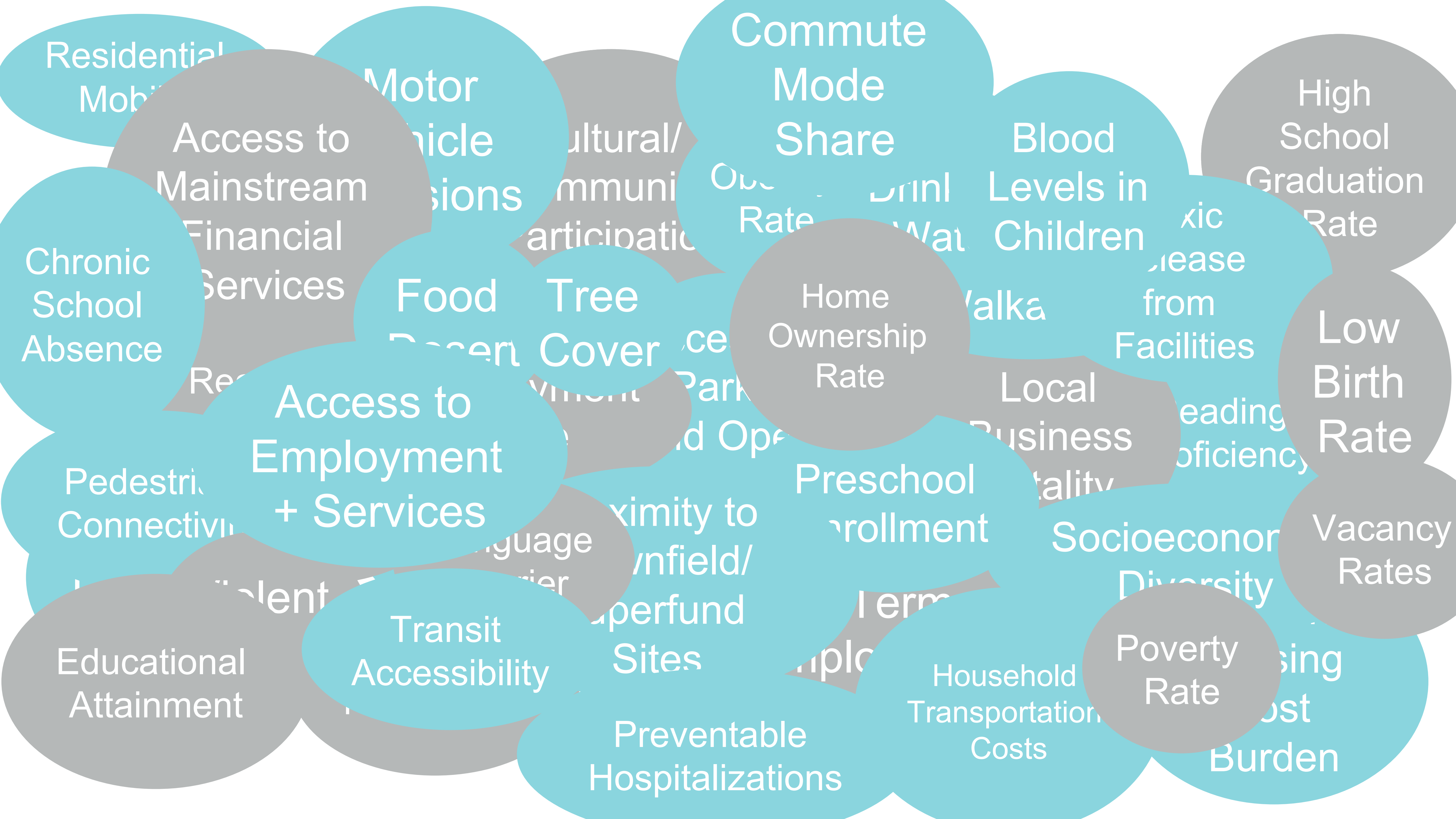
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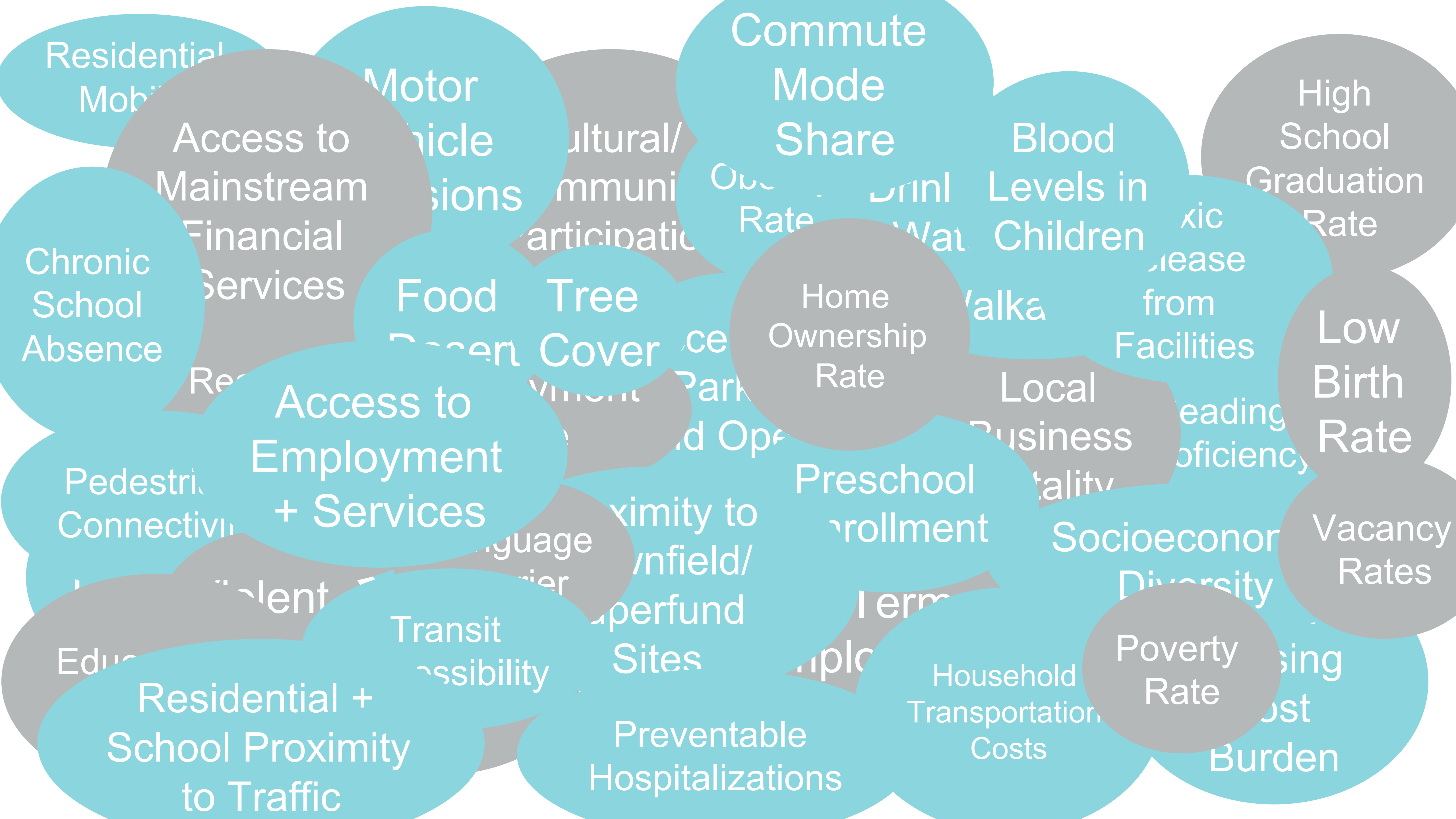
Burden

Educational
Attainment

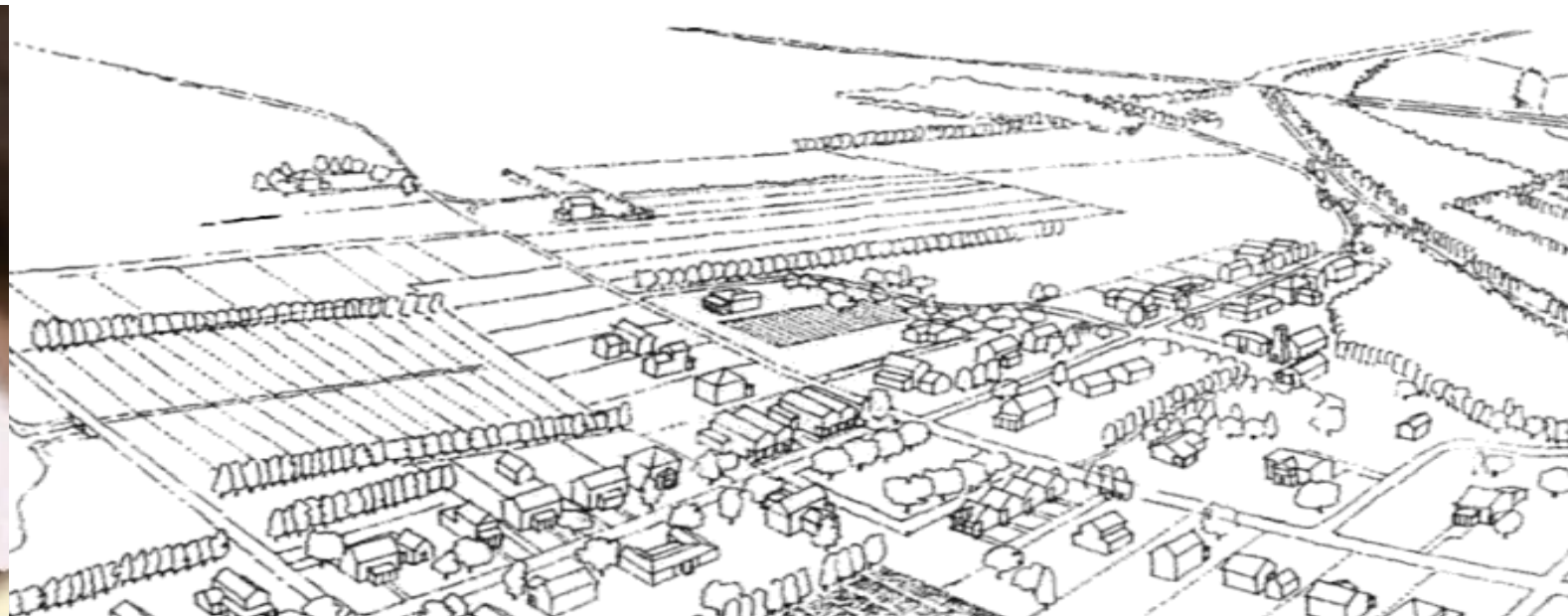
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BAYVIEW PROJECT



MAURICE COX
UNIVERSITY OF VIRGINIA, CHARLOTTESVILLE, VA



"Design excellence in affordable housing is not a luxury, it's a necessity. You meet people where they are and assist them on their journey to a new place that perhaps they never thought possible. The courage to design for quality and according to **a community's values is the real activity of design leadership.**"

- Nature Brought us Together
- Prepared by the Nature Conservancy
- 211,000 views on YouTube
- \$20K 'Environmental Justice Small Grant' for improving water quality evolved into a public interest planning process and a \$10 million dollar rebuilding effort.

OHKAY OWINGEH HOUSING



WHAT IS
PUBLIC
INTEREST
DESIGN?

A design practice composed of three tenets - democratic decision making through meaningful community engagement, an issue-based approach, and the requirement for design evaluation.

Public Interest Design is a practice that envisions a community-centered approach in the design of buildings, environments, products, and systems.

-Public Interest Design Practice Guidebook

What tools and best practices could help communities set equity goals, implement change, and track successes?

What are the structural elements of equity we need to address?

What is the role of the design and development community in correcting inequity?

COLLABORATIVE PROBLEM-SOLVING

TOOLS	Help To Understand a Complex Issue	Listen and Give Respect to Local Knowledge	Request and Acknowledge Specific Contributions	Inspire and Educate	Link to Individual and Group Creativity	Build Trust and Connection
Activity mapping	X	X			X	
Add comments to ideas (Ringii process)		X	X		X	
Anonymous idea collection and evaluation (Delphi method)		X	X		X	
Ask the leader: elder to speak		X	X			X
Ask who is missing		X	X			X
Breaking bread: Food: BBQs, picnics, community dinners, community harvest						X
Case studies/ Best Practices				X		
Charrettes, face-to-face meetings, workshops, hands-on opportunities (Group interaction methods)		X	X		X	X
Cognitive mapping (spatial experiences)	X	X	X			
Community Action Planning (small scale, incremental improvements)				X	X	X
Community Walks: heritage walks, walking audits	X	X				X
Cultural exchange		X				X
Design Open House	X	X	X	X		X
Engage local artists; team local artist with national artist	X			X	X	
Evaluate spatial psyche to set design priorities	X	X			X	X
Exhibits, news media, walking tours	X	X		X		X
Focus groups	X	X	X			
Gallery	X			X		

PRESENTATIONS + CASE STUDIES

KEY POINTS

PRACTICES

TOOLS

PORTLAND CASE STUDY

QUESTIONS FOR BREAKOUT GROUPS

**WHAT CAN YOU BRING BACK TO
YOUR COMMUNITY/ PROJECTS?**

RESOURCES

seednetwork.org

ideo.org

impactdesignhub.org

designforequity.org

sustainablenativecommunities.org

Enterprise Rose Fellowship

EVALUATE US