LEARNING OBJECTIVES

Understand public interest design and how it is 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
High School Graduation Rate

Reading Proficiency

Excessive Housing Cost Burden

Cultural/Community Participation

Access to Parks and Open Space

Healthy Ecosystem

Sanitary Waste Systems

School Readiness Scores

Voter Participation

Long Term Unemployment

High School Graduation Rate

Reading Proficiency

Excessive Housing Cost Burden

Cultural/Community Participation

Access to Parks and Open Space

Healthy Ecosystem

Sanitary Waste Systems

School Readiness Scores

Voter Participation

Long Term Unemployment
BAYVIEW PROJECT

- 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.

“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.”
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
<table>
<thead>
<tr>
<th>TOOLS</th>
<th>Help To Understand a Complex Issue</th>
<th>Listen and Give Respect to Local Knowledge</th>
<th>Request and Acknowledge Specific Contributions</th>
<th>Inspire and Educate</th>
<th>Link to Individual and Group Creativity</th>
<th>Build Trust and Connection</th>
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<td>Case studies/ Best Practices</td>
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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