

# Creative Community Engagement Strategies for Active Living



# Presenters:



Kylie Walzak  
Director of Open Streets



Vanessa Cascio  
Community Liaison &  
Safe Routes to School  
Program Manager

## Agenda

Introduction to LSA-  
who we are, what we do

Spectrum of Public  
Participation

Two Stories:

- LSA's Engagement  
Evolution
- Reclaim Las Calles

Questions & Answers



Advocate for a thriving Tucson by creating great streets for all of us.



**living streets alliance**

We envision streets as living public spaces that connect people to places and to each other.



Streets are the great equalizer in our cities. We all use them just about every day to get from point A to point B, but most of us rarely think about the many other ways that streets impact our lives.

WRONG  
WAY

240

County Public Service Center

# complete streets

TUCSON

Incomplete streets are unsafe



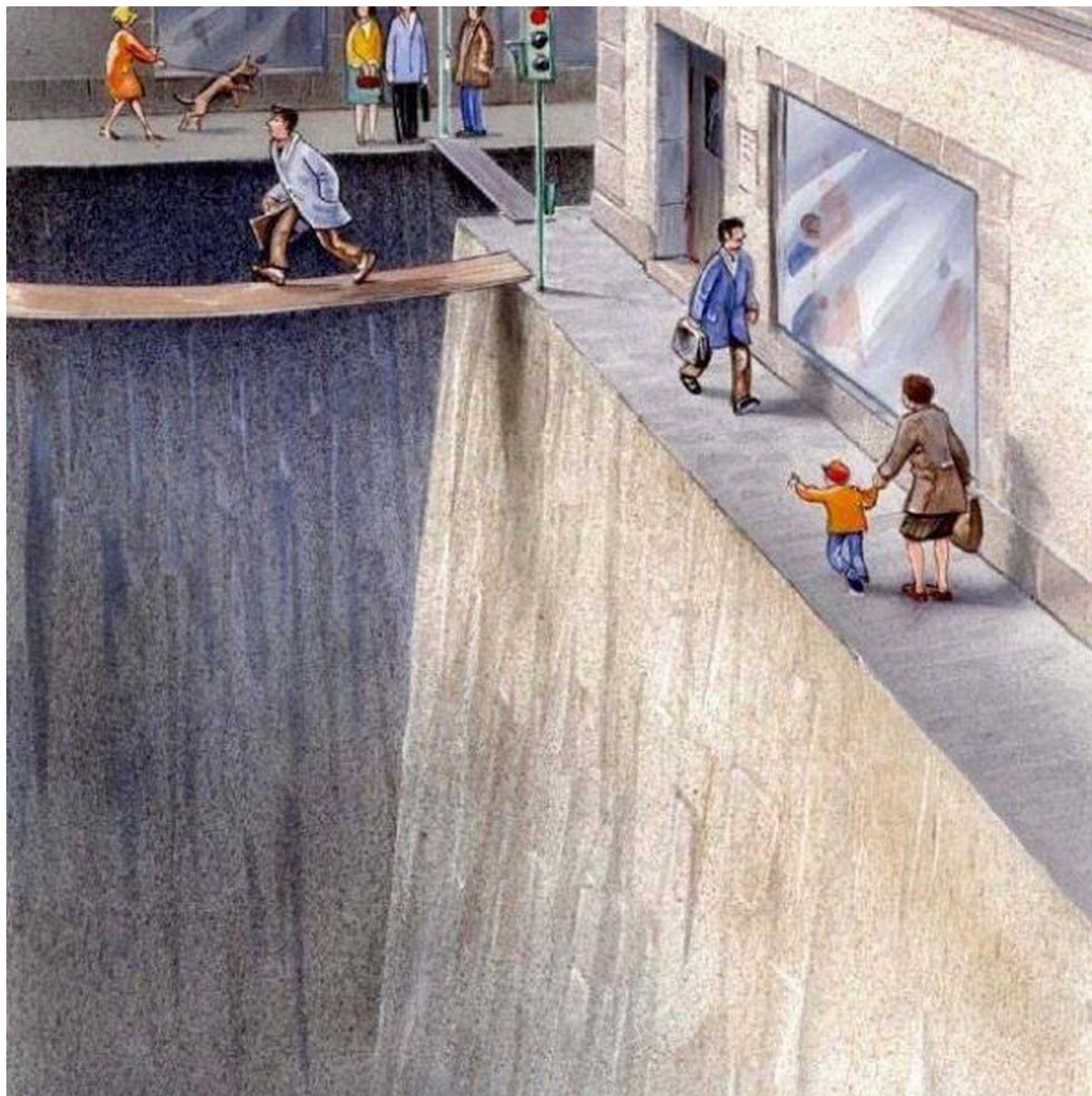
# Incomplete streets are uncomfortable





Incomplete streets are inaccessible





# Do ALL Kids Have Safe Places to Be Active?

Communities of color and/or lower income have higher rates of obesity. They also lack attractive, convenient, and safe places to be physically active.

LACK OF RECREATIONAL FACILITIES  
**70%** & **81%**  
of African-American & Hispanic neighborhoods  
lack recreational facilities.

## POOR SIDEWALKS

Sidewalks in African-American neighborhoods are

**38** times more likely to be of low quality.

## LESS RECESS

Children living below the poverty line are

**159%** more likely to be deprived of recess.

## DANGEROUS CONDITIONS

Each year, Hispanic communities experience

**3.6** & **45.5**  
more total crashes per mile of street & more crimes per acre

compared with White communities.

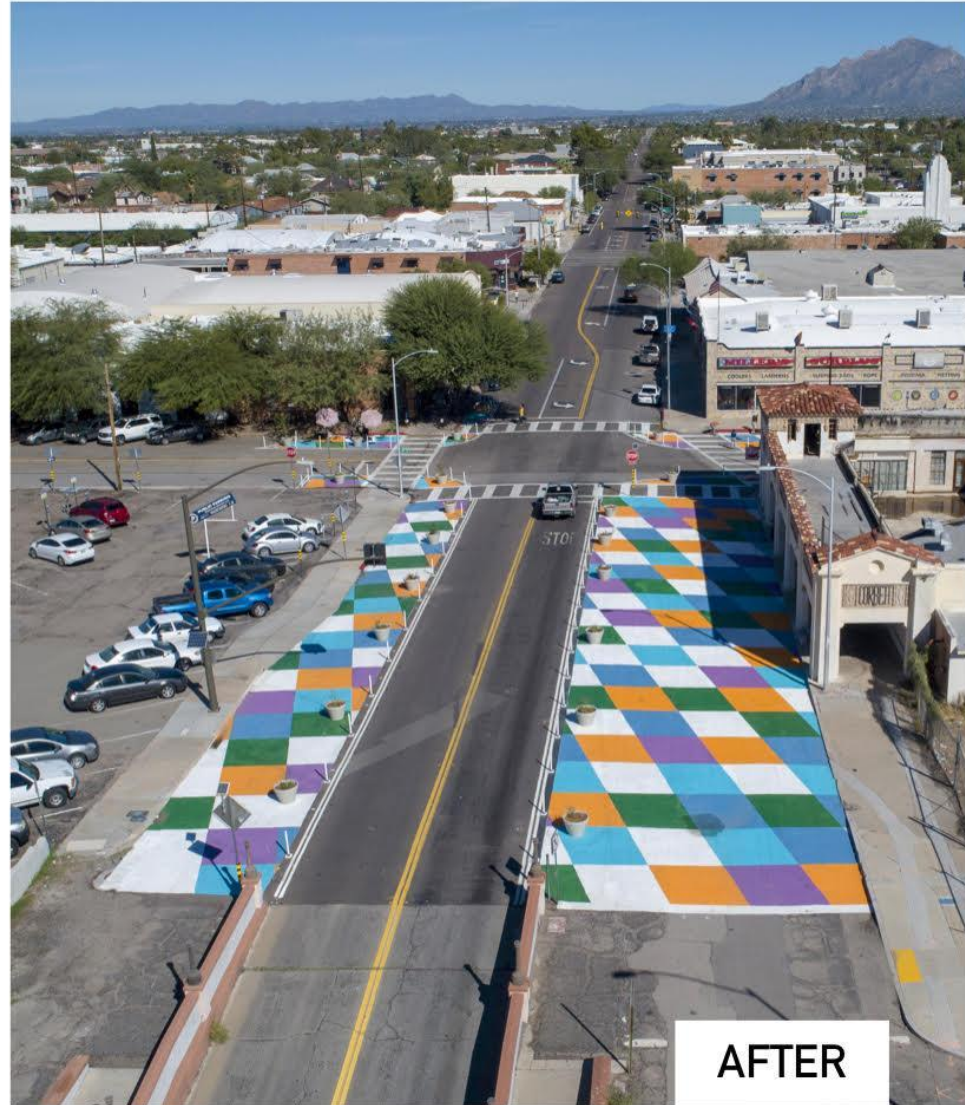
For more information, see our research synthesis at [www.activelivingresearch.org/disparities](http://www.activelivingresearch.org/disparities)

Active Living Research  
[www.activelivingresearch.org](http://www.activelivingresearch.org)

Sources: LACK OF RECREATIONAL FACILITIES: Moore, L.V. et al. (2008). Availability of Recreational Resources in Minority and Low Socioeconomic Status Areas. *American Journal of Preventive Medicine*, 34(1): 16-22. LESS RECESS: Roth, J.L. et al. (2003). What Happens during the School Day? Time Diaries from a National Sample of Elementary School Teachers. *Teachers College Record*, 105 (3): 317-343. POOR SIDEWALKS: Kelly, C.M. et al. (2007). The Association of Sidewalk Walkability and Physical Disorder with Area-Level Race and Poverty. *Journal of Epidemiology and Community Health*, 61:978-983. DANGEROUS CONDITIONS: Zhu, X. and Lee, C. (2008). Walkability and Safety around Elementary Schools: Economic and Ethnic Disparities. *American Journal of Preventive Medicine*, 34(4): 282-290.



# We Demonstrate



*Making the "possible" visible.*

# The Corbett Porch: a tactical urbanism demonstration project implemented in 2018





403

WILDERNESS

WASH

SURPLUS

MIRACOR

CLOTHING

KNIVES

HIKING BOOTS

HUNTING CAMPING

COOLERS LANTERNS

SLEEPING BAGS

406

GEAR

CAMPING

SLEEPING BAGS

HIKING





# We advocate



# Agenda

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## Spectrum of Public Participation

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Questions & Answers

Civic and community engagement includes strategies to organize individuals for collective action, as well as strategies to make sure that all voices in a community are heard as part of inclusive decision-making. These strategies can help build various kinds of social capital. That is, they can increase the extent to which residents in a given place can turn to each other and to community institutions for support, and the extent to which they are able to influence or control decisions that affect their lives.

-[RacialEquityTools.org](https://www.RacialEquityTools.org)

# IAP2 Spectrum of Public Participation

IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

**INCREASING IMPACT ON THE DECISION**

		<b>INFORM</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<b>PUBLIC PARTICIPATION GOAL</b>		To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
<b>PROMISE TO THE PUBLIC</b>		We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

**WHAT ACTIVITIES DOES YOUR CURRENT  
COMMUNITY ENGAGEMENT WORK INCLUDE?  
CHECK ALL THAT APPLY:**



# IAP2 SPECTRUM OF PUBLIC PARTICIPATION



GOAL	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PROMISE	To provide balanced and objective information in a timely manner.	To obtain feedback on analysis, issues, alternatives and decisions.	To work with the public to make sure that concerns and aspirations are considered and understood.	To work with the public in each aspect of the decision-making.	To place final decision-making in the hands of the public.
	"We will keep you informed"	"We will listen to and acknowledge your concerns."	"We will work with you to ensure your concerns and aspirations are directly reflected in the decisions made."	"We will look to you for advice and innovation and incorporate this in decisions as much as possible."	"We will implement what you decide."

“Community engagement needs to have a strong ethical base. Selecting appropriate levels is important but the **way** we engage the community and **who** we engage are also vitally important.”

-Graeme Stuart, Sustaining Community Blog

# Principles for Public Engagement

**#1 Careful Planning and Preparation** - Through adequate and inclusive planning, ensure that the design, organization, and convening of the process serve both a clearly defined purpose and the needs of the participants.

**#2 Inclusion and Demographic Diversity** - Equitably incorporate diverse people, voices, ideas, and information to lay the groundwork for quality outcomes and democratic legitimacy.

**#3 Collaboration and Shared Purpose** - Support and encourage participants, government and community institutions, and others to work together to advance the common good.

**#4 Openness and Learning** - Help all involved listen to each other, explore new ideas unconstrained by predetermined outcomes, learn and apply information in ways that generate new options, and rigorously evaluate public engagement activities for effectiveness.

**#5 Transparency and Trust** - Be clear and open about the process, and provide a public record of the organizers, sponsors, outcomes, and range of views and ideas expressed.

**#6 Impact and Action** - Ensure each participatory effort has real potential to make a difference, and that participants are aware of that potential.

**#7 Sustained Engagement and Participatory Culture** - Promote a culture of participation with programs and institutions that support ongoing quality public engagement.

*- Created collaboratively in Spring 2009 by dozens of leaders in public engagement.*



🗨️ Respond at [PolleEv.com/lsatucson](https://PolleEv.com/lsatucson)

📱 Text **LSATUCSON** to **37607** once to join, then text your message

**In one or two words, what are some of the challenges to greater public involvement or feedback in your work?**

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# A Brief History of LSA's Engagement Evolution



# Kidical Mass



# Free Bike Valet Parking



**WELCOME TO**  
**BIKE VALET**  
PROVIDED BY  
living streets alliance  
**MAKING**  
**EVENT PARKING**  
**CARE EXHAUST HASSLE FREE**

**THANK YOU**

BICYCLE & PEDESTRIAN PROGRAM  
City of Tucson Department of Transportation

CLEAN AIR PROGRAM  
Pursuing Safer, Healthier, and Greener Communities

PIMA COUNTY

living streets alliance

CITY OF TUCSON

Visit **tucson**  
VISIT.TUCSON.ORG

# Free Bike Valet Parking



# Free Mobile Bike Repair



# complete streets TUCSON





“Creating what you want is fundamentally different from making bad things better.”

-Bruce Elkin

## Goals:

- Pilot a grassroots community engagement strategy (train-the-trainer model)
- Demonstrate a “go-to-them” vs. “come-to-us” approach
- Share information about Complete Streets
- Gather broad input to inform the policy vision
- Garner support for Complete Streets
- Raise awareness now for implementation later

# Digital StoryTelling

- Highlight authentic voices and experiences
- Demonstrate how transportation policy impacts real people's lives.



**WHAT MOVES YOU?**  
Participate in a digital storytelling workshop and share your story about how you get around Tucson.  
What works? What doesn't work? What would you like to see in the future?

**WHEN:**  
Saturday and Sunday Classes  
September 23, 24, 30 & October 1  
9AM - 3PM

**WHERE:**  
Pueblo Gardens K-8 School  
2210 E 33rd Street

**DETAILS**  
In this 4-day training, led by Creative Narrations, you will learn how to write your story, record your voice, and combine it with your own photographs to create a short video. This training will teach you basic skills in digital photography and video production.

- Lunch, refreshments, and a \$300 stipend will be provided
- Space is limited
- No experience necessary
- No equipment needed

 **CREATIVE NARRATIONS**  
WRITING. VOICING. MOVING.

 **living streets alliance**

Contact Evren Sönmez for more information  
(520) 261-8777 / [evren@livingstreetsalliance.org](mailto:evren@livingstreetsalliance.org)





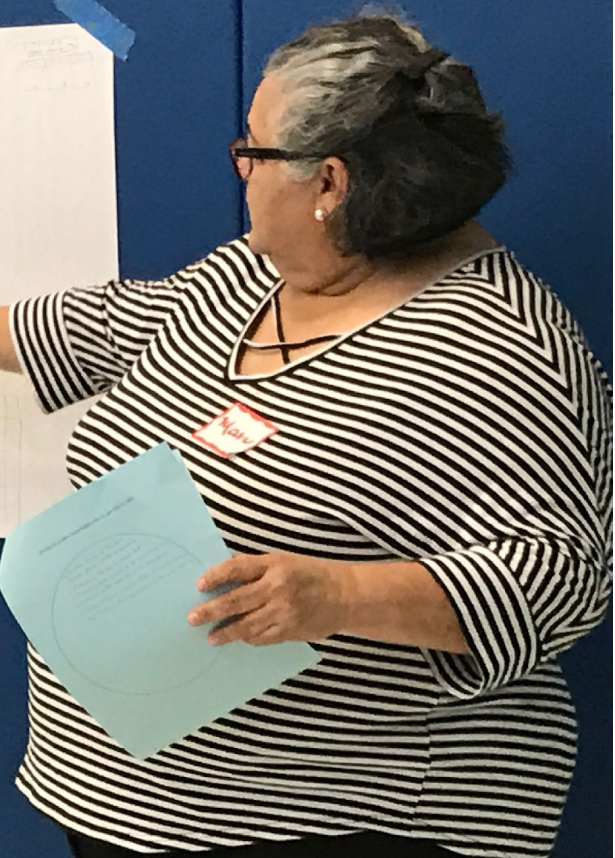
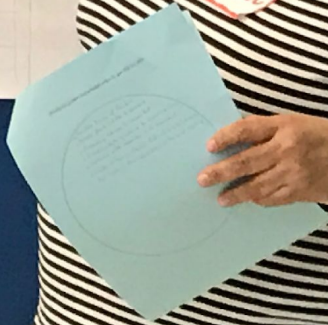
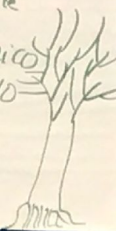
# “Rethinking Streets” Workshops

- Facilitated process to articulate a vision for Tucson’s streets
- Trained 25 facilitators to host workshops



EL SUEÑO

- Banquetas
- una calle transitable con:
  - espacio para bicicletas
  - espacio para que la gente pueda caminar
- lugares para ~~sentarse~~ sentarse - mas familiar
- arboles y plantas
- Luces
- lugares para gente con discapacidades
- Natural y organico
- que sea ~~monoton~~ monoton
- Segura
- control de trafico

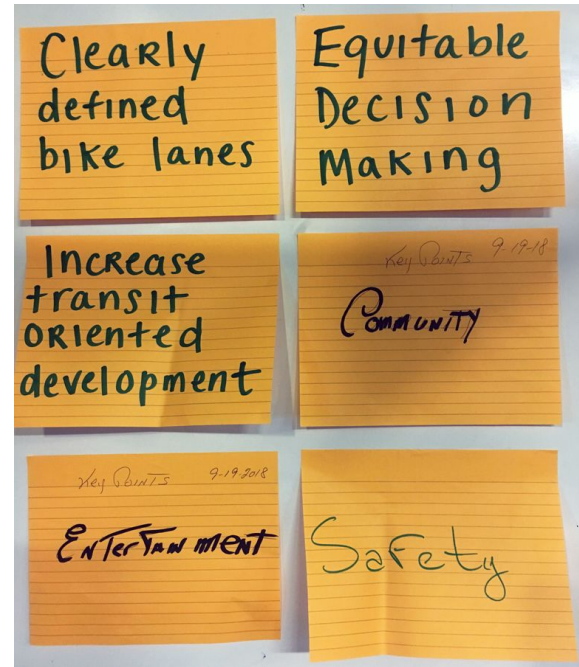
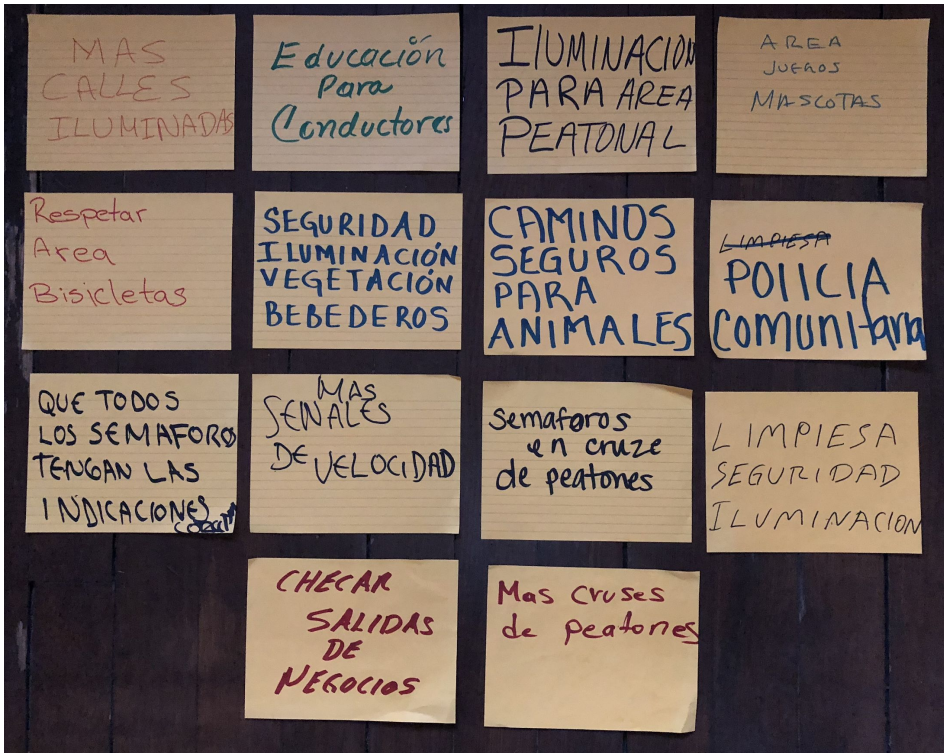


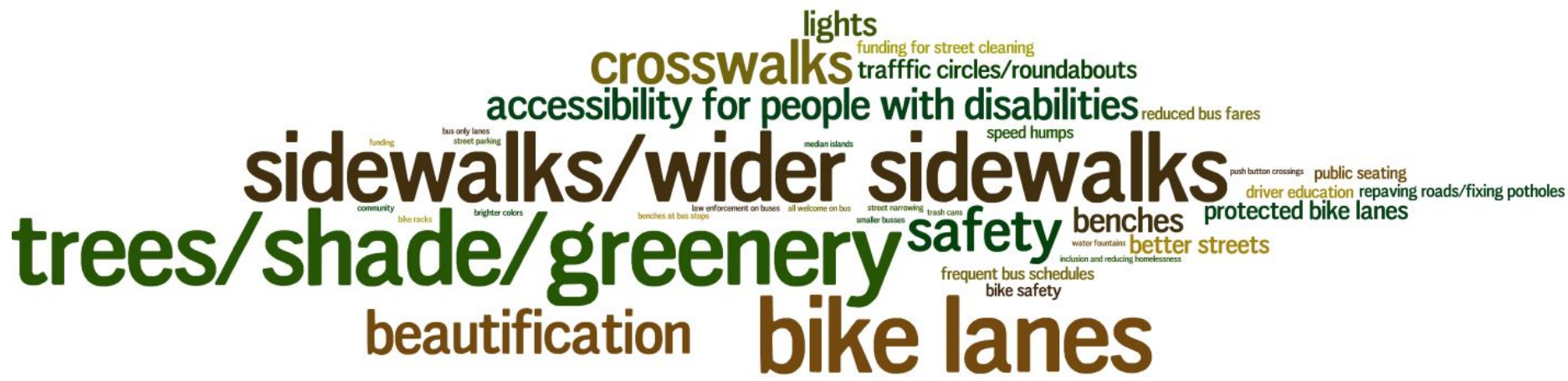
Appreciative Inquiry (AI): a process for facilitating **positive change** in human systems. eg. organizations, groups, and communities. It is a model that seeks to engage stakeholders in self-determined change, focusing on what is best in what already exists and building on that to pursue what could be.

Create the structure, hold the process, release the results.











## Pop-Up Engagement

- On-street engagement at everyday community destinations
- Trained and paid youth partners





# Complete Streets | Calles Completas



## What are Complete Streets?

Complete Streets are streets for everyone. They provide access to safe, reliable and affordable transportation options for all people whether they're walking, driving, biking, or taking public transit. Complete Streets make it easy to cross the street, walk to shops, and bicycle to school.



## What do Complete Streets policies do?

Complete Streets policies direct the City to plan and build streets that are safe for people of all ages and abilities. This means that every transportation project will make the street network better and safer for people who drive a car, use transit, walk, and bike – making Tucson a better place to live.



## ¿Qué son Calles Completas?

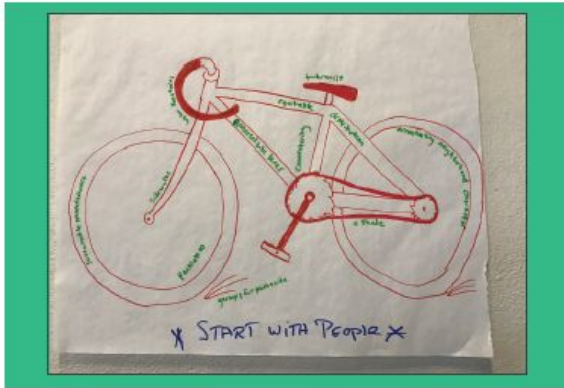
Las Calles Completas son calles para todos. Dan acceso a opciones de transporte segura, confiable y económico para las personas ya sea que caminen, anden en bicicleta, conduzcan o tomen el transporte público. Las Calles Completas lo hacen fácil cruzar la calle, caminar a las tiendas y andar en bicicleta a la escuela.



## ¿Qué hacen las pólizas de Calles Completas?

Las pólizas de Calles Completas dirigen a la municipalidad a construir calles seguras para personas de todas edades y habilidades. Esto significa que cada proyecto de transporte hará la red de calles mejor y más segura para personas que manejan, usan tránsito, caminan y andan en bicicleta – haciendo Tucson un lugar mejor para vivir.

# Community Outreach | Alcance Comunitario



## Goals:

Streets are used every day by everyone in different ways. Because of this, it's important to ask as many different people as possible to...

1. Re-imagine what streets in Tucson could look and feel like
2. Learn about the Tucson Complete Streets policy
3. Take action and find out how to stay involved in the process
4. Provide recommendations to be included in the draft Complete Streets policy

## Las Metas:

Calles son utilizadas cotidianamente por todos en diferentes maneras. Por eso, es importante de preguntar a tantas personas como sea posible a...

1. Re-imaginar las calles de Tucson
2. Aprender sobre la Ordenanza de Calles Completas de Tucson y los pasos necesarios para su aprobación
3. Tomar acción y averiguar cómo involucrarse en el proceso del desarrollo de Ordenanza Calles Completas de Tucson
4. Brindar recomendaciones a ser incluidas en la Ordenanza de Calles Completas de Tucson



## Complete Streets Workshops

Working with the City of Tucson, LSA is hosting a series of workshops to engage the public in conversations around Complete Streets. We've hosted these at Ward offices, in churches, at community centers and at schools.

For more information or to find out how to host a workshop with your friends and neighbors, contact us: [info@livingstreetsalliance.org](mailto:info@livingstreetsalliance.org) or 520-261-8777

## Talleres de Diálogo Comunitario

Trabajando con la Ciudad de Tucson, LSA esta organizando una serie de talleres para involucrar al público en conversaciones sobre las Calles Completas. Hemos organizado estos en oficinas municipales, iglesias, centros comunitarios y en las escuelas.

Para más información o para saber cómo organizar un taller con tus amigos y vecinos, contáctenos: [info@livingstreetsalliance.org](mailto:info@livingstreetsalliance.org) or 520-261-8777



## Pop-up Engagement

Not everyone has the time or ability to attend a workshop or extra meetings, so we're bringing the opportunity to imagine Complete Streets to everyday people, meeting them where they work, play, shop, and live. **This is where YOU come in!**

By completing a short survey, you'll help the City of Tucson better understand how you want to travel around the community, your safety concerns, and your priorities for transportation options. In return, you'll learn more about Complete Streets and get a free thank you gift.

## Diálogo Comunitario Espontáneo

No todo el mundo tiene el tiempo o la capacidad de asistir a un taller o reuniones extras, por eso traemos la oportunidad de imaginar Calles Completas a la gente cotidiana, conociéndolos donde trabajar, jugar, comprar y vivir. **¡Aquí es donde entras tú!**

Al completar una breve encuesta, usted ayudará a la ciudad de Tucson entender mejor cómo desea viajar en la comunidad, sus preocupaciones de seguridad, y sus prioridades para las opciones de transporte. A cambio, usted aprenderá más sobre las Calles Completas y recibirá un regalo de agradecimiento gratuito.

# What we know | Que sabemos



## What do people want?

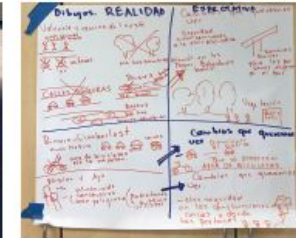
Through dozens of conversations and workshops with people all across Tucson, we have begun to hear several recurring themes that summarize broadly what people want to see in Complete Streets. Have a look at the Photo Safari booklet for examples of how these themes can be reality through a different approach to street design.

## ¿Qué quiere la gente?

A través de docenas de conversaciones y talleres con personas de todos partes de Tucson, hemos empezado a escuchar varios temas recurrentes que resumir ampliamente lo que la gente quiere ver en Calles Completas. Vea el folleto de Safari Fotográfico para ver ejemplos de cómo estos temas pueden ser realidad a través de un enfoque diferente al diseño de calles.

These are the things that are important to people:

Estas son las cosas importantes a la gente:



**Safety**  
Seguridad

**Connectivity**  
Conectividad

**Accessibility**  
Acesibilidad

**Equity & Inclusivity**  
Equidad & Inclusividad

**Shade**  
Sombra

**Designated Funding for Biking, Walking & Transit Use**  
Designar Fondos por Andar en Bici, Caminar y el Uso de Transitó





# complete streets TUCSON

COMMUNITY ENGAGEMENT TOOLKIT

# Agenda

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## **Two Stories:**

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- **Reclaim Las Calles**

Questions & Answers

# Reclaim Las Calles: Mobilizing Youth & Families to Design Healthy Communities





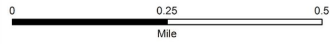
Be curious. Ask questions.  
Get to a know a place and its people.



# EIGHTH AVE. CONVENT AVE.

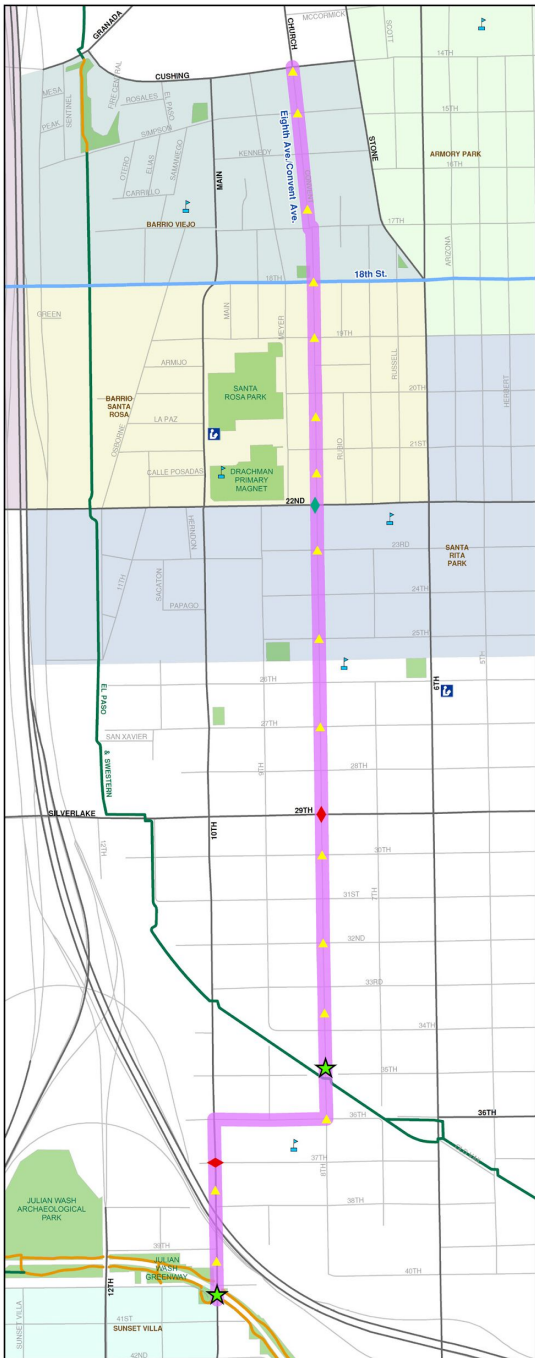
## Bicycle Boulevard Master Plan

**Rank: 16**  
**Total Miles: 2.18**  
**Estimated Total Cost: \$441,382**



### Design Elements

- Eighth Ave./Convent Ave. Bicycle Boulevard
- Future Bicycle Boulevards
- Proposed Traffic Calming
- Proposed Enhanced Crossing
- Existing Push Button Crossing
- Shared Use Path Connection
- Existing Shared-use-path
- Future Shared-use-path
- Library
- School
- Park



CITY OF TUCSON  
**BICYCLE  
 BOULEVARD  
 MASTER PLAN**



## Goals:

- Invest in people, in particular youth, to build their capacity.
- Realize a community vision for South 8th Avenue.



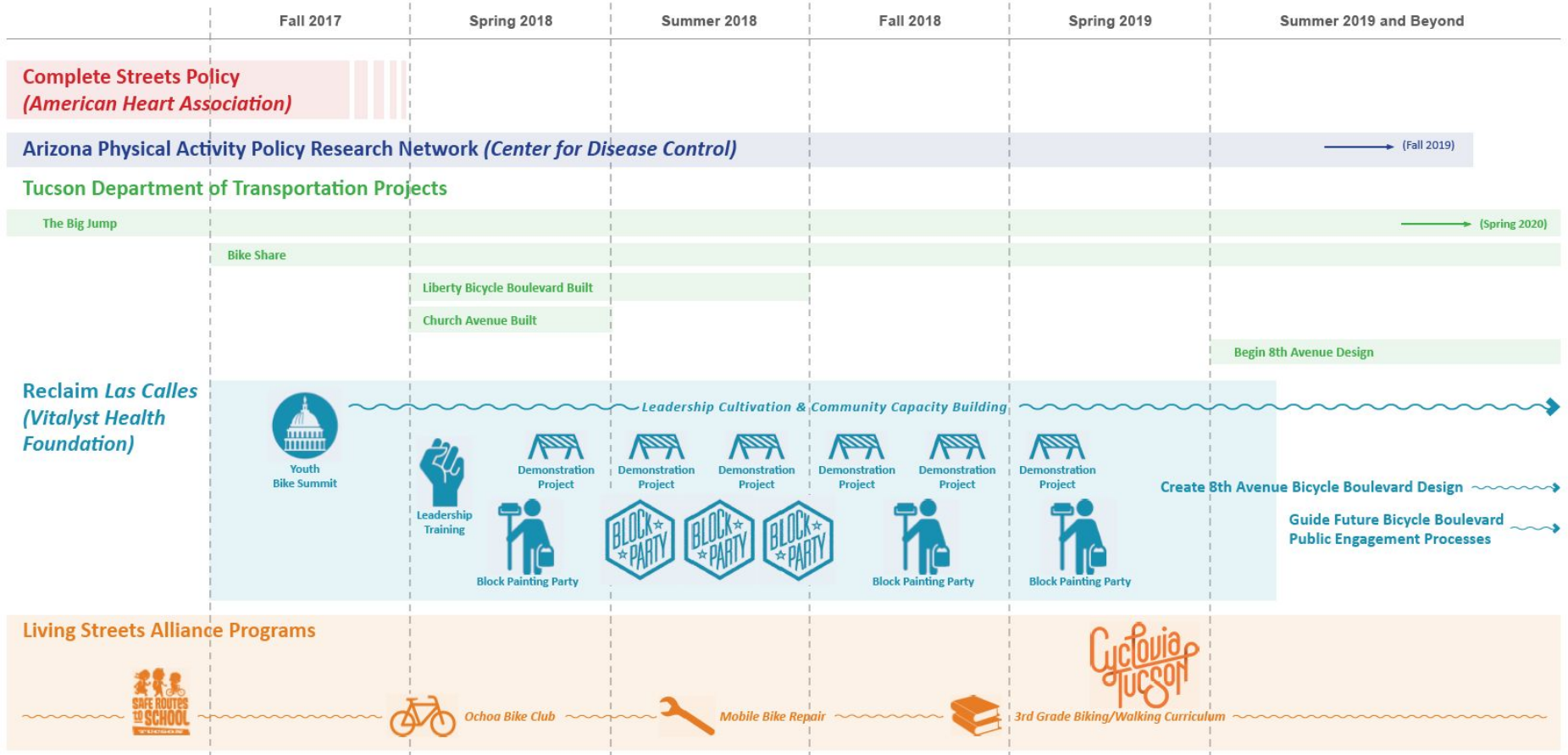
Leverage existing programs to:

- Maximize engagement
- Build relationships
- Leverage resources





# A neat and linear process...(not really!)





IDEAL	VS.	Real
<ul style="list-style-type: none"> <li>o Smoother roads</li> <li>o Attractions</li> <li>o More youth centers that are free to the public.</li> <li>o Lights @ night</li> <li>o H2O Stations</li> <li>o Vegetation, Shade</li> <li>o Lots of trees &amp; flowers</li> <li>o Plaza</li> <li>o Alternatives to Detention</li> </ul>	<ul style="list-style-type: none"> <li>o Safe places for family/community to gather</li> <li>o Free community activities &amp; Entertainment</li> <li>o Clean environment</li> <li>o RESPONSIBLE PET OWNERS</li> <li>o HELPFUL/UNITED COMMUNITY</li> <li>o SPEED LIMIT</li> </ul>	<ul style="list-style-type: none"> <li>o Unsafe</li> <li>o No lights</li> <li>o No safe public gathering spaces</li> <li>o Hot in the summer time</li> <li>o Too many liquor stores</li> <li>o Unified Community ;)</li> <li>o Cars speeding</li> <li>o trash in front of houses</li> <li>o minimal light</li> <li>o cracked or missing sidewalk</li> <li>o Dirty Neighbor hoods</li> <li>o Unsafe</li> <li>o Gun shots</li> <li>o Noisy NEIGHBORS</li> <li>o PRETTY UN-GUARLY PEOPLE</li> <li>o MY BIKE IS SHIT (people try to steal it) (roads aren't nice to it)</li> </ul>

# “Quick build” Traffic Circle



## Creative Placemaking:

is a cooperative, community-based process using arts and cultural expression to make or rejuvenate parks, open spaces, and streets, thus deepening a sense of place and inspiring community pride.

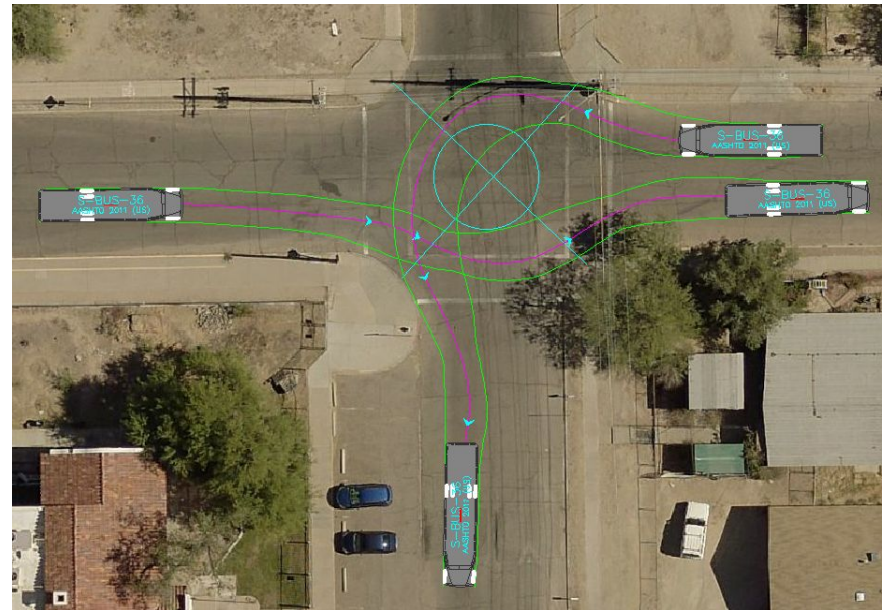


Partnering with local artist, Mel Dominguez for community-inspired design.



4-month timeline for each traffic circle, focusing on:

- Stakeholder engagement
- Family engagement
- Implementation logistics
- Event planning



# Block Party // Fiesta en la Calle



# Time-lapse video from Mission View Block Party:











## Evaluation:

- Document feedback
- Capture the process
- Reflect with your team



"The traffic circle adds a **personal touch** to Ochoa because our kids and families were involved, and it's not like some outside painting crew came out and did it. So many **people turned out** which really tells you something because people don't always show up for stuff. I just love it and seeing how the **community came together!**"

-Ms. Rachel, school crossing guard and neighbor

“Kids don’t play in the street anymore like they used to. And it’s so good for them! The mural is kick-a\*\* and what I like the most is that this project brought out so many families.”

-Luis, the father of a preschooler and neighbor





This is a TRAFFIC CIRCLE

It **slows down drivers** by making cars change directions of travel through an intersection and makes it safer for families crossing the street.



# Reflect on your current practice

- How can I make my event more accessible?  
(time, weekday/weekend, location, transportation, translation...)
- How can I “activate” my message?
- How can I be a good host?
- What resources can I provide so that people can fully participate?
- Who locally can I reach out to maximize our efforts (partners or individuals)?
- Can I pay people in the community to help with engagement and/or provide other services?
- How can our organizations reflect the communities we are serving?
- How can I communicate the message more broadly?

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[vanessa@livingstreetsalliance.org](mailto:vanessa@livingstreetsalliance.org)