

# Plan-It!

A People-Centered Engagement Kit

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FINAL PRESENTATION  
OPEN PLANS 2023 SUMMER INTERNSHIP



## PROJECT OBJECTIVE:

DESIGN A KIT TO BE USED AT OPEN PLANS TABLING THAT INTRODUCES OPEN PLANS TO OTHERS WHILE EDUCATING AND EMPOWERING COMMUNITIES IN CONCEPTUALIZING PEOPLE-CENTERED PUBLIC SPACE

- Increasing public access to ideas about public space
- Empowering communities to advocate for people-centered policy and design in their own neighborhood urban spaces

## OBSERVATIONS

### POTENTIAL AREAS OF GROWTH:

- “Guard-railed” engagement
- Tactility
  - ◆ Gamification
  - ◆ Narrativization



# CATEGORIZING ENGAGEMENT



Chris Kim / ND-302-06 / Prof. Deb Johnson

**CITY**



- **Temporary**
  - ◆ Inexpensive
  - ◆ Replaceable
  
- **Permanent**
  - ◆ Attractive
  - ◆ Tactile
  - ◆ Long-term
  
- **Additive**
  - ◆ Community-focused
  - ◆ Short-term

## THE KIT

### Plan-It!

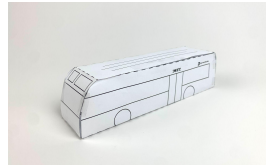
A multifaceted engagement where participants **design their own streetscape** by coloring and folding objects that **improve our public spaces**, placing each object on an empty street and interacting with the objects on the street.



# KIT FEATURES

## THE OBJECTS

All of the objects contain a short blurb of information on the bottom, as well as a QR code to Open Plans' linktree.



MTA BUS



PUBLIC BENCH



LINK NYC



CITI BIKE



TRASH CONTAINER



FOOD CART



PLANTER



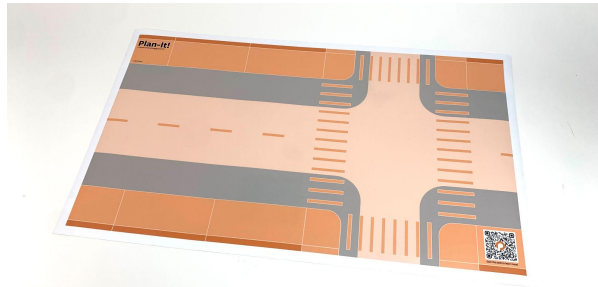
BUS SHELTER



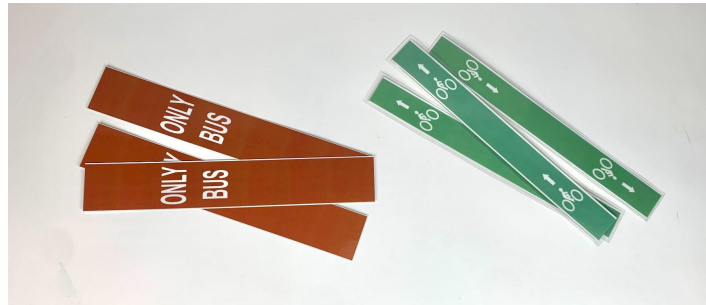
TABLE AND CHAIRS



PEOPLE



PLACEMAT



BUS AND BIKE LANES

## THE STREET

Interactive bus and bike lanes allow for the creation of zones for people-centric alternatives for transportation.

## SYNTHESIZING TYPES OF ENGAGEMENT

- **Temporary**
  - ◆ Replaceable
  - ◆ Use of accessible materials
  
- **Permanent**
  - ◆ Professional placemat
  - ◆ Facility
  
- **Additive**
  - ◆ Community connectivity
  - ◆ Collaborative creation



## MATERIAL CHOICE



### WHY PAPER?

- Cost and Replaceability
  - ◆ Public use
  
- Folding and Tactility
  - ◆ 2D to 3D
  
- Customization
  - ◆ Color and design
  - ◆ Ownership



## FLEXIBILITY AND TIME

- **Short-Term**
  - ◆ Allows for an at-home experience for those who walk by
- **Medium-Term**
  - ◆ Design and assembly of object at table
- **Long-Term**
  - ◆ Tactile interaction with others' creations in a playful setting



## ACCESSIBILITY

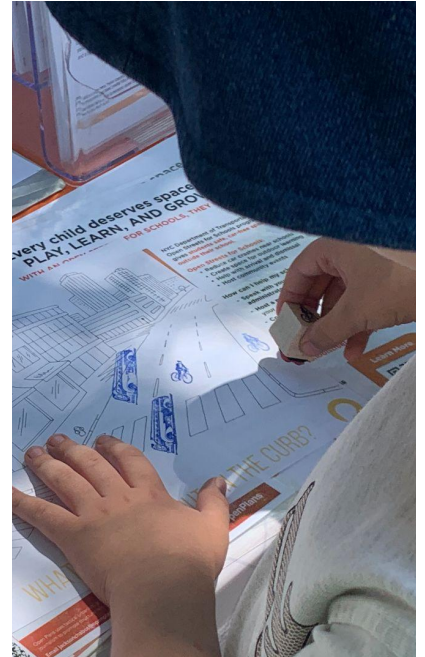


- **No use of words**
  - ◆ Language can alienate
- **Flexibility with different education levels and ages**
  - ◆ Universality
  - ◆ Diverse levels of interaction

## ADDITIONAL IMPROVEMENTS

### STAMPS AND INK

- Added to coloring sheets
- “Guard-railed” engagement
- Sense of context and purpose



# ADDITIONAL PROJECT MATERIALS



### People-Centered Engagement Kit

### DESCRIPTION

The kit that Open Plans will use at tabling events with the following individuals in visualizing pedestrian-centric cities.

As components, the placemat, street strips, and paper folded depiction of a residential one-way street, the three sidewalk, the curb lane, and the moving lane. The placemat, using Open Plans' orange branding as the backdrop, the curb lane. The street strips are flat strips of roadings on the street itself, including bike and bus lanes, work City streets. The paper objects are 3D features that represent the street, including various types of alternative of the curb, public amenities, seating, decor, and most first start out as flat line art templates that allow visualize their street" through design and color. The user can take the 3D object and place it on the placemat or take it to be placed on the placemat, others at the table are used to create their ideal people-centric streetscape.

→ One-pager for quick kit information

→ Written project description and process analysis

## IMPACT

- Allows the public access to policy and design changes that can benefit the “livability” of our public spaces
- Empowers the public to advocate for people-centered changes in their own neighborhoods
- Expands the purpose of tabling from promoting Open Plans to the public, to inviting and empowering the public to join its people-centered cause.





# THANK YOU!

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