

# D.I.Y. Great Cities

WEDNESDAY, FEBRUARY 1 | 1:00-6:00 PM

MARRIOTT ST. LOUIS GRAND HOTEL | LANDMARK 5 ROOM

## Implementation Workshop | What to Do, Why Do It and How to Get It Done

Does your street or neighborhood need a pick-me-up? Are you looking to make your community more engaging and accessible, or to implement smart-growth strategies? Are you looking for ways to engage youth or encourage more public art? Do you want to do it all without spending big bucks?

Creative placemaking and "tactical urbanism" projects are sweeping St. Louis and the nation, helping cities and neighborhoods to make high impact improvements quickly and cheaply. This half-day workshop will give you the tools and ideas to spark a DIY community resurgence. Join us to learn how community art, pop-up design, crowdfunding, youth engagement and more can help you quickly identify local challenges and implement experimental solutions.

The workshop is open to the public and to conference attendees, and will complement placemaking and tactical-urbanism demonstrations and activities throughout the conference.

1:00-1:20

### Kickoff Welcome

- ▶ Workshop MC: Ken Snyder, CEO/Founder, PlaceMatters
- ▶ Kate Meis, Executive Director, Local Government Commission
- ▶ Eric Friedman, President, Broadband Collaborative, LLC; Friedman Group Ltd., REALTORS®
- ▶ Carl Filler, Director of Strategic Policy Initiatives, Office of the Mayor, City of St. Louis

1:20-2:30

### Living Laboratory: Using Pop-up Design to Improve Neighborhoods and Cities

Pop-up design (also known as tactical urbanism) involves temporary experiments to identify solutions for better streets, neighborhoods and cities. That means deploying pop-up parks, employing creative ways to use vacant real estate, or exploring ways to make streets safer and more accessible. Tactical urbanism has traditionally been driven by community organizers and activists, but is increasingly embraced by mainstream urban leaders and planners.

This session will provide an overview of the morning's protected bike-lane installation on Pine Street downtown – how it came together and what the goal of providing this demonstration is. The session will also delve into other types of pop-up design that have been done in other cities, what challenges they addressed, their outcomes – and how to pursue a plan to get one off the ground in your neighborhood or community.



16th Annual



New Partners  
for Smart Growth  
Conference



Local Government Commission  
Leaders for Livable Communities



# D.I.Y. Great Cities Workshop

- ▶ Marielle Brown, Director of Policy and Strategy, Trailnet
- ▶ Ken Snyder, CEO/Founder, PlaceMatters
- ▶ Robert Ping, Executive Director, Walkable and Livable Communities Institute
- ▶ Josh Meyer, Community Design Director, Local Government Commission

2:30-3:00

## **Crowdfunding for Community Change**

Join the national crowdfunding nonprofit ioby (in our back yards) to explore how crowdfunding can be used not only to raise cash, but also to promote community buy-in, build awareness of your work, and grow a strong local base of support over time. Through real-life case studies of successfully funded projects, this session will give attendees a firm understanding of when and how to use crowdfunding effectively to create community change.

- ▶ Jennifer Allen, Leader Success Strategist, ioby

3:00-3:30

## **Public Coffee Break**

Instead of a traditional coffee break, we will engage participants in conversation with one another while you enjoy one of your favorite beverages.

3:30-4:30

## **Arts in Placemaking: Creating Neighborhood Identity**

The Regional Arts Commission of St. Louis (RAC) has partnered with the Local Government Commission and the New Partners for Smart Growth Conference to lead an art-oriented initiative that has focused on three St. Louis neighborhoods. Through this process, local and national experts partnered with neighborhood leaders to develop "action-oriented implementation plans" for each of the three neighborhoods identifying artistic solutions to community challenges. As part of this effort, St. Louis Artworks worked with local youth to create art installations for each participating neighborhood. Hear about what emerged in the process and learn about other examples of creative community-building efforts.

- ▶ Liz Pund, Community Arts Manager, Regional Arts Commission of St. Louis (RAC)
- ▶ Rodney Norman, Neighborhood Leader, West End Neighborhood; CAT Institute Graduate
- ▶ Andrea Purnell, Program Manager, St. Louis ArtWorks

4:30-5:45

## **The Power of Youth Empowerment: STL Youth Smart Growth Leaders Program**

Two youth-focused organizations in the St. Louis region, Community Allies and St. Louis Artworks, have been working with conference organizers and other groups to engage local youth in placemaking design activities and smart growth-related research projects. Their work includes designing artful street signage to improve safety in neighborhoods where wayfinding will help advance complete streets and smart-growth concepts. Youth are using films and dramas to engage with community leaders and educators to become a part of changing their communities. Here at the conference, as part of Community Allies "STL Youth Smart Growth Leaders program," youth are using interviews with smart growth leaders to learn more about smart-growth possibilities for St. Louis. This session will share some of the art that emerged through these efforts, highlight ways local youth are currently mobilizing, and engage youth and youth organizations in developing new ways of engaging youth as leaders in smart-growth projects in St. Louis.

- ▶ Sarah Hobson, Founder and President, Community Allies Consulting
- ▶ P.J. Brennan, Lauren Carmack and Christopher Geden, Representatives from YMCA
- ▶ Paul Faber and Michael Reid, Representatives from Youth & Family Center
- ▶ Lenny Barber, Youth Program Manager, LOVE the LOU
- ▶ Ryonnel Jackson, Area Director, Boys & Girls Club
- ▶ Also invited youth leaders participating in the RAC/St. Louis Artworks project

5:45-6:00

## **Closing Remarks**

- ▶ Ken Snyder, CEO/Founder, PlaceMatters