

# COMMUNITY PLACEMAKING

## RURAL TECHNICAL ASSISTANCE PROGRAM

OEDIT will be partnering with the Colorado Department of Local Affairs and Community Builders, a community planning and placemaking non-profit based out of Glenwood Springs, CO, who knows that the key to building a strong and resilient economy starts with creating a great community where people want to live and work. The initiative will engage your community by identifying local assets, providing instruction on the fundamentals of developing a sense of place, and developing a cohesive vision and strategy based on community assets.

### NUMBER OF OFFERINGS: 1-2

### WHAT YOUR COMMUNITY CAN EXPECT:

- Preliminary phone meeting: Discussion with community project leaders to relay the expected scope of work, approach, and schedule.
- Multi-day Creative Placemaking Workshop: A series of interactive workshops and events designed to engage your community in the creative placemaking process. Held over the course of two or three days, the Multi-day Creative Placemaking Workshop will be tailored to your community and may include:
  - Kick-Off Event for Local Leaders: An information session to engage the community's key stakeholders and expand the core local leadership, learn more about creative placemaking, and prepare for upcoming public workshops.
  - Design-Build Workshop: A day-long, interactive workshop that challenges a group of volunteers to roll up their sleeves and get creative. With the help of a facilitator, participants will learn about creative placemaking concepts and design a temporary "lighter/quicker/cheaper" placemaking installation of their own. Participants will then work together to build their installation using temporary or donated materials (think temporary parklet, creative crosswalk, art alley, bike lane, etc). Note: this workshop is dependent upon project funding and/or the availability of donated materials.
  - Interactive Community Workshop: A community-wide workshop providing an in-depth exploration of creative placemaking. At this meeting your community will engage in facilitated exercises to generate ideas and potential projects that inform a more comprehensive placemaking strategy. Community members will also get to experience the social benefits of placemaking first-hand by interacting with the installation created during the Design-Build Workshop.
  - Placemaking Strategy Workshop: A follow-up workshop with your local leadership committee to review and refine ideas developed during the Interactive Community Workshop. This involves exploring broader community goals, project feasibility, available resources, and local capacity, with the goal of generating a wider placemaking strategy or action plan for your community.
- Strategy Document: A brief final strategy document and resource guide that summarizes the goals and specific strategies developed over the course of the initiative.

### POTENTIAL OUTCOMES:

- Alignment across segments of the community—from civic and business leadership to elected officials—on a collective vision and action items for progress
- District conceptualization such as proposal for downtown improvement
- Identification of physical assets for small-scale renewal
- Identification of actions to reinvigorate public spaces

