



Creative Solutions FOR Thriving Communities

CENTRALINA COUNCIL OF GOVERNMENTS

REGIONAL CONFERENCE

People, Places and Spaces: Transforming Public Engagement with Civic Innovation



Knight Cities Challenge Winners City of Charlotte Projects

The Take Ten Initiative



The No Barriers Project



“Porch” Swings in Public Places



Engage the Public – Facilitate Connections – Break Down Barriers

Opportunities Abound.....







A detailed mosaic artwork featuring a central circular medallion. The medallion is composed of small, light-colored tiles and contains the word "IMAGINE" in a serif font. Below it, the words "WHAT'S POSSIBLE" are written in a larger, bold, black serif font. The background of the entire image is a complex, repeating geometric pattern of dark and light tiles, creating a sunburst or starburst effect radiating from the center.

IMAGINE

**WHAT'S
POSSIBLE**

Take Ten Initiative (#Take10CLT)

- 150 ambassadors “Takes 10” once a week
- 5,400 conversations over a 9 month period
- October, 2015 – June, 2016.
- 3 basic questions
- Informal approach to conversations, with each lasting about 10 minutes.



Take Ten Initiative (#Take10CLT)

Take10

- 60% **Female**. 40% **Male**
- Ages... **25-34** = 32%
35-44 = 29% **46-64** = 36%
- **White** = 72%
African American = 24%
Asian = 1% **Hispanic** = 1%
- Years of city service...
1-5 = 33% **5-10** = 20%
10-20 = 22% **20+** = 7%

City of Charlotte

- 25.4% **Female**. 74.6% **Male**
- **White** = 64.6%
African American = 29.4%
Asian = 1.6%
Hispanic = 3.3%

Take Ten Initiative (#Take10CLT)

Constituents Like:

- Available activities
- Weather
- People
- Green Spaces

Constituents Want Improvement On:

- Traffic
- More activities and entertainment
- School system

Ideal Charlotte in 5 Years:

- Better transportation systems
- Better economy, more jobs, lower taxes, more affordable housing

Take Ten Initiative (#Take10CLT)

Take10

- Exciting
- Engaging
- Creates lasting connections.
- Conversation Based
- Short and Simple

Old fashioned Surveys

- Boring
- Set questions with set answers.
- Sometimes too long.
- No chance to engage
- No connection created.



Take Ten Initiative(#Take10CLT)

Making Sense of the Data

The UNC Urban Institute will:

- Translate the 3 open ended questions into useable data
- Oversee an online tool for submitting conversations.
- Facilitate monthly reports of various trends discovered through thousands of input conversations
- Help us better understand what is truly important to the people of Charlotte.

How might you...

What questions would you want to engage the public around in your communities, and **how might you** engage people differently to do so?



A young girl with dark hair, wearing a yellow top, is shown in profile from the chest up. She is holding a light blue eraser and is in the process of erasing a surface, likely a blackboard. The background is slightly blurred, suggesting an indoor setting like a classroom.

NO BARRIERS PROJECT

2015 KNIGHT CITIES CHALLENGE WINNER

#NoBarriersCLT

Anita Stroud Park





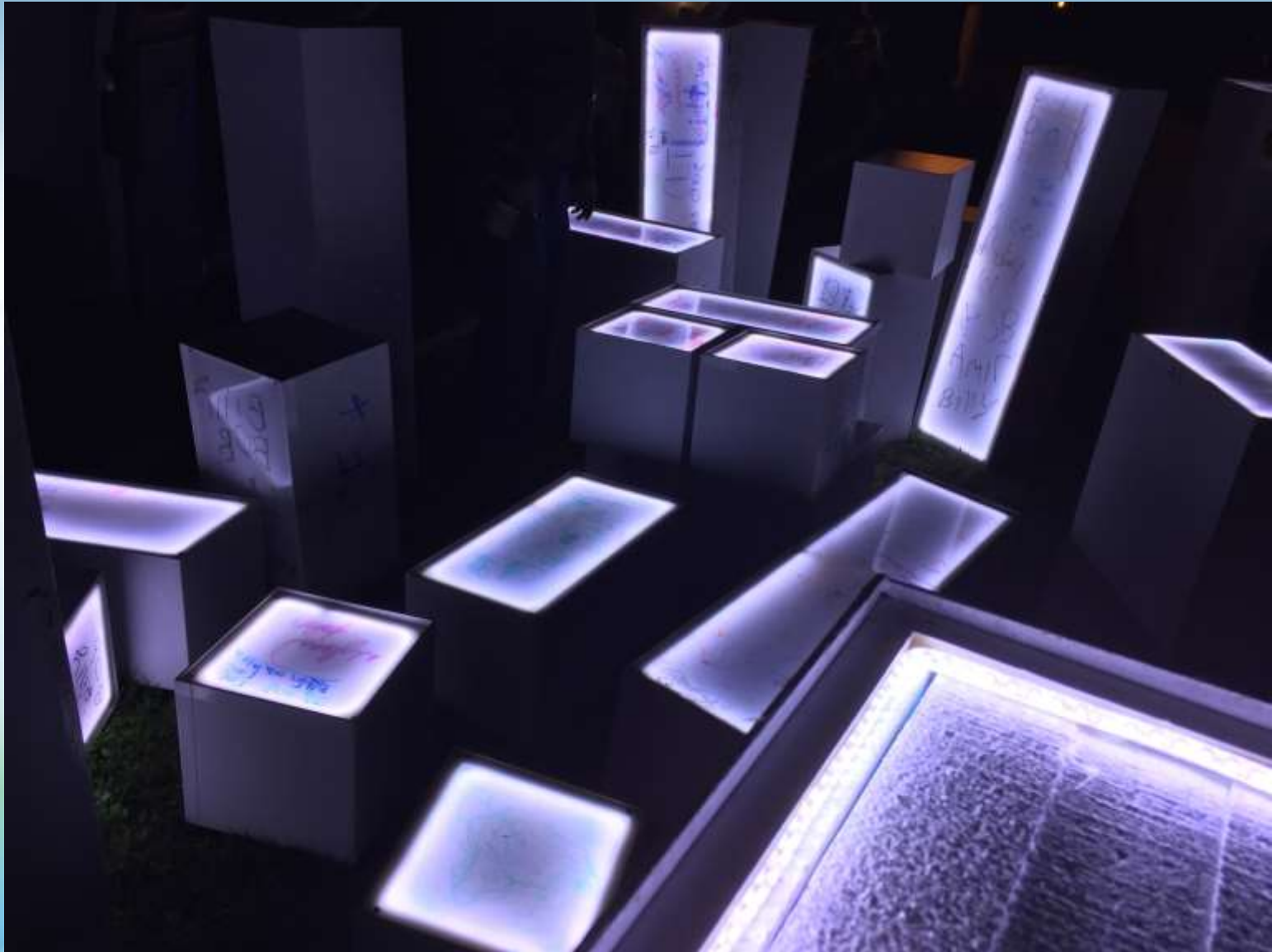








Light, Sound, Play



Friday Night Lights



















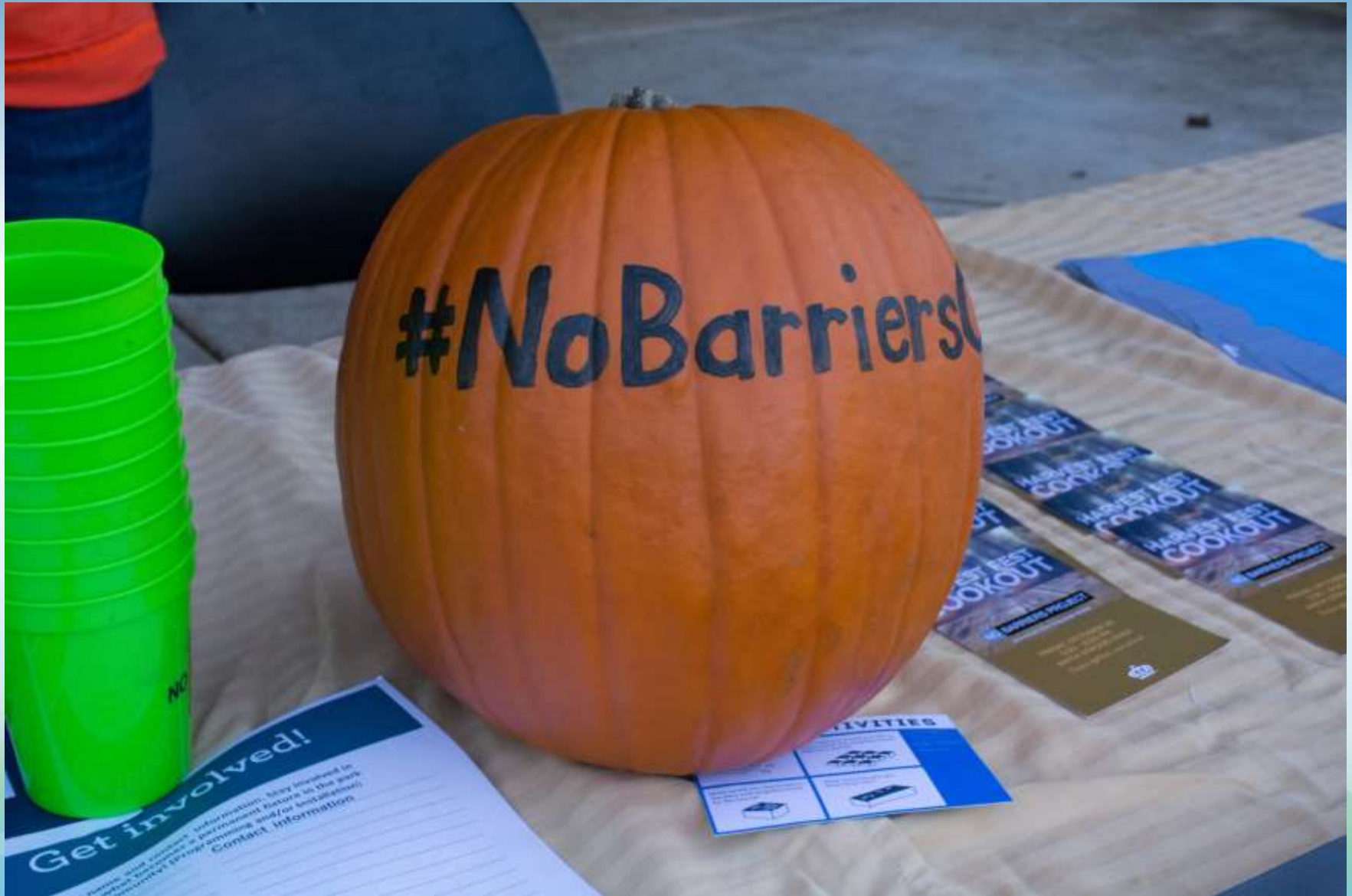






Harvest Fest

















LIGHT!









SOUND!







PLAY!







How might you...

- Use physical spaces that invite people to bring people together and build community?
- Test creative ideas to build ownership and get public engagement in new ways (e.g. light, sound, and play?)



Porch Swings at Bus Stops



Let's take a look at Charlotte...



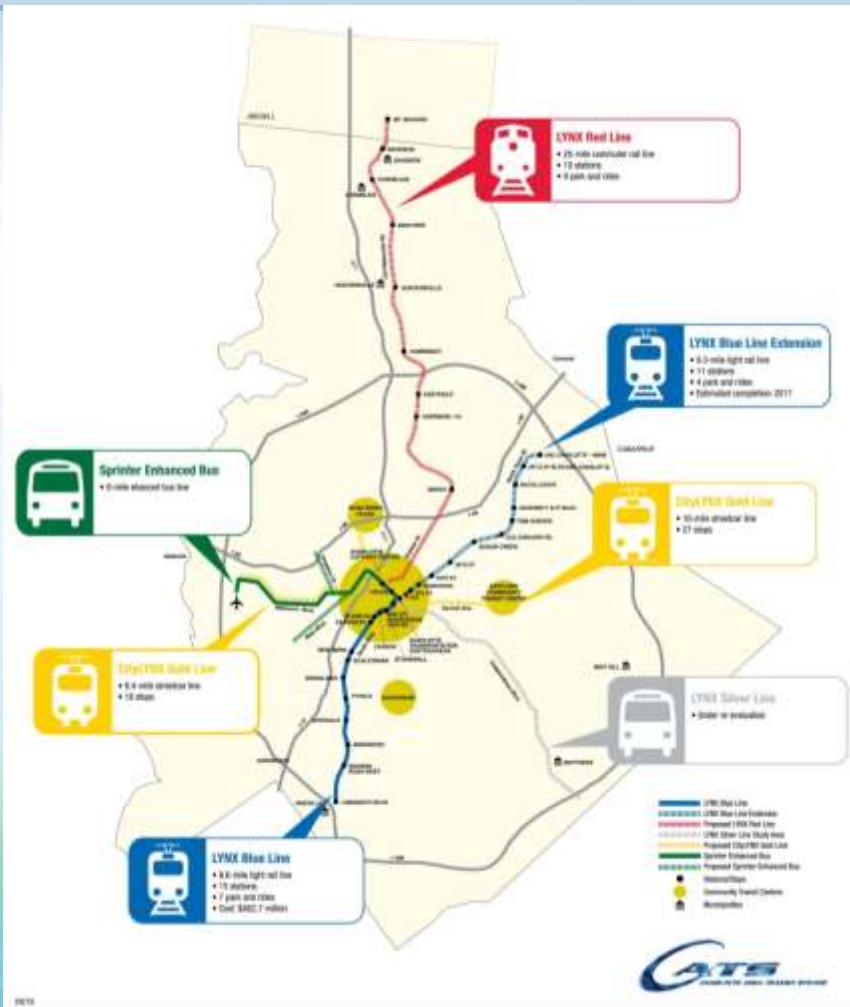
New Civic Front Porch

Can sidewalks and bus stops become the new civic front porch - a place where community connections are made and strengthened?

Can the bus waiting experience be enhanced?



2030 Transit System Plan



Operating

- LYNX Blue Line Light Rail Service
- Sprinter Airport Enhanced Bus Service
- CityLYNX Gold Line Phase 1

Under Construction

- LYNX Blue Line Extension

Under Design

- CityLYNX Gold Line Phase 2
- Charlotte Gateway Station Track and Bridge

Under Study

- LYNX Silver Line Rail Technology/Alignment
- Charlotte Gateway Station

Unfunded

- LYNX Red Line
- CityLYNX Gold Line Extensions: Beatties Ford Rd, Central Ave, and Airport
- LYNX Silver Line

LYNX Blue Line Light Rail



We've come a long way



Standard Bus Shelter



Sprinter Enhanced Bus



Coordinated Investment



Working with Developers



System wide passenger amenities

3,052

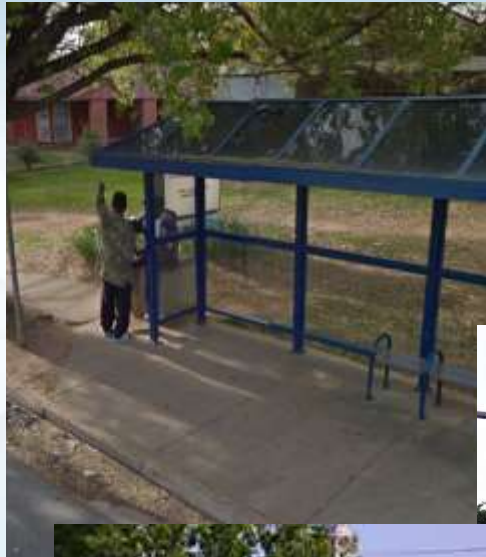
Bus
Stops

329

Shelters

201

Benches



Transit vs. Auto Investments



SouthPark Mall

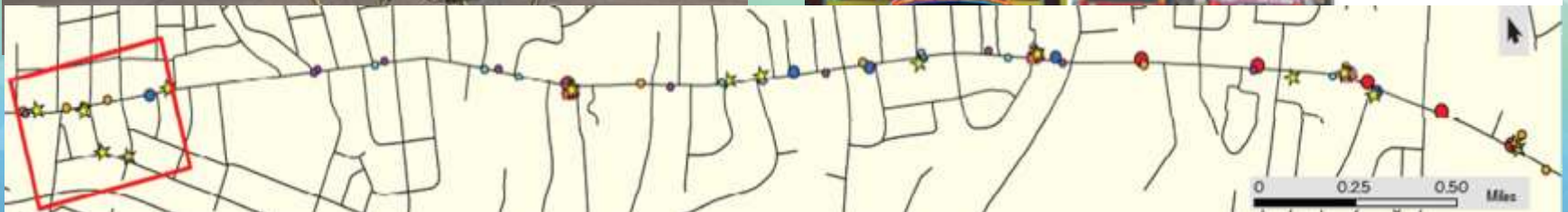
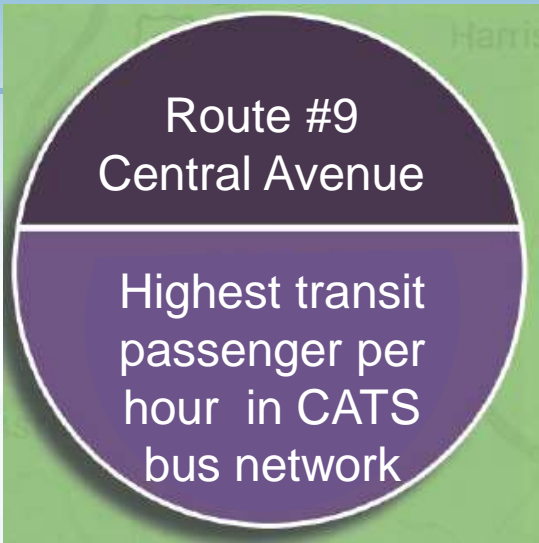


Presbyterian Hospital Parking Deck



Cotswold Shopping Center

Knight Cities Challenge – Central Ave



A start with something our community loves



Made by Tucker Ornamental Iron, Rock Hill, SC

Central Avenue



Could bus stops be works of art?



San Francisco, California



Japan



Baltimore, Maryland



Athens, Georgia



More from Japan

Could bus stops be places of comfort and relaxation?



Cornwall, England



Dubai, UAE



Paris, France



Vancouver, Canada





Paris transit station

- Bike docking station
- Interactive maps
- Library
- Lighting



Could bus stops provide other amenities?



Phone Charging, LA

Drinking fountain, Australia





Montreal musical swings



Guerilla Swing?







We're starting

Transit can't do this alone.

Developers, designers, businesses, residents, and guerillas can all help!



How might you...



How might you make public space fun, so people can connect?

Questions?

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- Jason Lawrence jlawrence@charlottenc.gov

Follow our projects on the web:

<http://charmec.org/city/charlotte/CivicInnovation/Pages/default.aspx>