

Community Visioning
Demonstration Week Schedule



I'm trying to reach community leaders who might want to know about this. I don't want to leave people out, but I'm doing this on on pretty short notice. So please help out by copying this packet and passing it along to whomever you like— or calling me and asking me to send one to them.

I'm still firming up meeting times and places. After reading this, if you want to show up, leave me a message and I'll get back to you.

Thanks,

Duane Bay 415-326-2745 (h) 408-773-7405 (w).

March 17, 1993

Dear

Sorry for the form letter, but I decided to get this announcement out to community leaders I've worked with over the years who I know by personal experience are enthusiastic, creative, fun to work with, and committed to the betterment of the City— and that turned out to call for a *mass mailing!*

I hope that lousy photocopy on the first page caught your eye, because that's what I want to tell you about. We shot it from a helicopter in January. Ron Morgan, who took the shot, scanned it (and a dozen other shots of the City) into his computer, and will be back in town soon to demonstrate part of a community planning process using these images.

Ron Morgan is a community design facilitator with a great track record and great set of design tools. At the 1991 Yosemite Conference of the California Association of Governments he gave a keynote presentation on creating regions and cities that *work*. At the regional scale he talks about networks of communities and greater-density living/shopping neighborhoods interspersed with open space, and connected by sensible regional transportation. But his real passion is helping communities design and develop *real* projects.

He is offering his services to East Palo Alto because he sees what so many of us have known for so long — this community has the potential to be a key regional center. The question is whether its development will be well designed and will benefit the people who have worked for this for so long.

Sorry for the sermon, I know I'm "preaching to the choir." Let me be more concrete. Ron scans the aerial photos into a computer, then uses them in interactive "design conversations" with community members to "mirror" their proposals and visions of development scenarios back to them by projecting the base photos on a large TV screen and editing them into a real-to-life "picture of the future." Right as people are talking about it.

I've arranged for Ron to donate his time for a week just to demonstrate the process. There is no obligation. I just want you to see what this is about.

A schedule of events in this week-long demonstration is on the next page. I do hope there is a time during the week that works for you.

Looking forward to seeing you there,

Duane Bay
810 Green Street 415-326-2745 (h) 408-773-7405 (w) 408-481-0763 (fax)

Community Visioning Demonstration Week Schedule

Realtor's and Sponsor's Day (Thursday, 3/25 10:00 to 4:00)

Robert Jones has agreed to host colleagues in the real estate business. This time, like all the times in the demonstration week, will be open to whoever shows up, but the focus will be on giving local realtors and retail business people an opportunity to "play" with this powerful way of sketching the City's future as they might like to see it.

This is also an opportunity for individuals or organizations who might consider sponsoring Ron's work as a component of a master planning process to "take it for a test drive."

City Staff and Official's Day (Friday, 3/26 10:00 to 6:00)

This day is set aside for members of the City Council, the Planning Commission, the Economic Development Task Force, and the staff members and consultants of the Redevelopment Agency, Planning Department, and Public Works Department. Invitations are also being sent to the Sanitary District Board and the Ravenswood School District Board.

Collectively, this represents almost 40 people, so scheduling may be a challenge. Drop-ins are quite welcome, but if you want to be assured of Ron's availability at a specific time on Friday, please call me to schedule. Also, there will be flexibility throughout the week if Friday does not work for you.

After-The-EPAHAS-Forum (Saturday, 3/27 3:30 to 5:30)

The East Palo Alto Historical and Agricultural Society, in conjunction with the National Park Service and Urban Ecology are holding an all day community forum to kickoff their drive to have a master planning process in the City that will address several critical issues related to land use.

Participants will be encouraged to stay after the forum to be introduced to Ron, his message, and his methods. This is a hands-on, interactive session.

This may be a good opportunity for the first of several "dream teams" to start "playing" with the equipment and process. This will be a good opportunity

Other times that work for YOU: by appointment or drop-in See next page.

Demonstration of Design Teams & Open House (Sun, Mon, Tue, Wed)

I'm looking for a few people to "captain" three or four ad hoc design teams to demonstrate and experience a miniature version of the whole process.

If you would like to spend some special "team" time working with Ron's expertise and video equipment, call me to reserve a time.

During a two hour interactive design session, each team will work with Ron to create a real, TV quality picture of their vision of the City. Each team will have three to five members, and a theme— for example: How would you spend \$500,000 to make some change in the City's land use that would give late teens an attractive alternative to drug culture? Or what is your vision for the large lot area?

The public is invited to watch the teams as they work.

After the demonstration week, Ron will prepare and return, a set of images (posters, slides, videotapes) showing and explaining the work of each of the teams. In May I'll convene a follow-on meeting to show off what was developed during the demonstration week. We'll post the graphics, give each team 20 minutes to tell their story, and give people who missed the demonstration week a chance to meet Ron's and see the work process.

At the end we'll have refreshments, sign-up sheets for groups who would be interested in forming or being on a design team, and feedback forms to get peoples' comments. We will use input from this session to evaluate how and whether to continue.

Possible Next Steps

Next steps might include:

- providing for as many as a eight design teams to do a session like the demonstration— but for real— including presentation of results;
- follow that with additional rounds where each team attempts to blend their own previous work with the features they liked best from other groups' work, again with presentations;
- at some point, set up a lab (perhaps staffed at certain hours by bright high school students) where community members could come and use the sketching tool and images themselves