

RMLUI

#WHAT DO WE WANT?

**#WARM COOKIES:
CIVIC ENGAGEMENT
CAN BE FUN!!!**

PRESENTED BY

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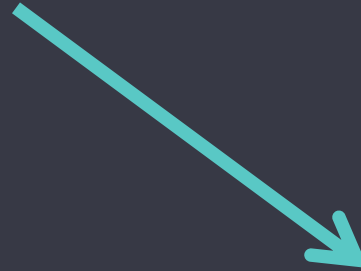
WARM OF THE
COOKIES **REVOLUTION**

AGENDA

- ▶ **Our dilemma**
- ▶ **Our inspiration**
- ▶ **The Warm Cookies approach**
- ▶ **Putting it in practice**
- ▶ **You try it**

**TWO CONSULTANTS
WONDER, WHAT THEY
CAN DO TO GET MORE
RESIDENTS TO
CONTRIBUTE TO
COMMUNITY PLANS?**

MEET HEIDI AND JEN, THE CONSULTANTS



BBC
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*Do you hate your professional picture as much as we do? Yeah? Well, that's why we're showing the logo. And to promote our company, BBC.

OUR DILEMMA



The traditional public meeting format...formal presentation, Q&A, comments from the audience...didn't always get us the information we need.

Stakeholders and the passionate turn out.

How to engage the “regular” people?

How to engage people who think voting once a year is all the civic engagement they need?

**We wanted more.
Our clients wanted more.
We searched for solutions.
We read all the right articles.**

We made some improvements, but still weren't satisfied.

Until Heidi went to the theater...



...and discovered Warm Cookies of the Revolution.

**AN ACTOR AND ALL
AROUND GOOD GUY
WONDERED WHY 150
PEOPLE COME TO A PLAY
ON A TUESDAY, BUT 3
PEOPLE SHOW UP TO
PARTICIPATE IN
DEVELOPING **THEIR**
NEIGHBORHOOD'S PLAN.**



**HE WONDERED,
“HAVE WE LOST
OUR CIVIC
MINDSET?”**



MEET EVAN, THE ACTOR/ACTIVIST



WARM
COOKIES OF THE **REVOLUTION**

**THE ACTOR, BEING VERY SMART
AND VERY TALENTED HAD AN
“AHA!!!” MOMENT:**



THE REVOLUTIONARY IDEA???

**EXERCISE OUR CIVIC MINDSETS
BY MAKING CIVIC ENGAGEMENT
FUN.**

**THE ACTOR TOOK
ACTION, AND THE
WORLD'S FIRST CIVIC
HEALTH CLUB WAS
BORN.**

**COOL RIGHT? BUT
HOW DOES THAT
APPLY TO ME, MY
JOB AND MY LIFE?**

**ON A SLIGHTLY CLOUDY
APRIL EVE, FEELING
LIGHTER IN THE POCKET
AFTER DOING THEIR
CIVIC DUTY (\$ TO THE
IRS), OUR INTREPID
CONSULTANTS WENT TO
A CARNIVAL.**

**THE TAX DAY
CARNIVAL!!!**
**(A CIVICUS
CARNIVALE
SPECTACULAR)**

OUR INSPIRATION

What we saw at Warm Cookies events:

- ▶ **Turnout was awesome (75-150+ people!!!)**
- ▶ **Audiences were diverse!**
- ▶ **Attendees were having FUN!**
- ▶ **The atmosphere was POSITIVE even when people with diverging views discussed hot button topics (race and policing, gentrification, budget priorities, health care)**
- ▶ **We could see how to add a Warm Cookies approach to our work.**

THE WARM COOKIES APPROACH TO CIVIC HEALTH

Or, how Evan works his magic.

WHY IS CIVIC HEALTH IMPORTANT?

WHAT DO YOU OWN?

If you haven't done it already, fill out the ballot that was on your seat.

HOW DO WE ADDRESS THE ISSUES?

SOUP AND DREAMS:

<https://vimeo.com/132257949>

BRING YOUR GOVERNMENT:

<https://vimeo.com/124508463>

PUTTING IT IN PRACTICE

Make giving input fun! (gamification)

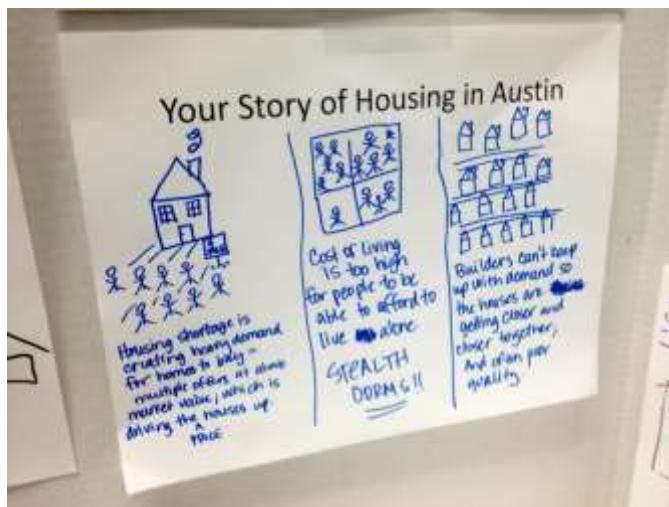
Let people explore

Let people safely step out of their comfort zone/walk in someone else's shoes

Have an OTHER option

Be genuine

Experiment



YOU TRY IT.

AS A TABLE, PICK ONE OF THESE TOPICS:

- ▶ **WATER**
- ▶ **MINERAL RESOURCE DEVELOPMENT**
- ▶ **PARKS AND OPEN SPACE**
- ▶ **AFFORDABLE HOUSING**
- ▶ **SPRAWL**
- ▶ **LAND USE AND THE LAW**

YOU TRY IT.

▶ **YOUR MISSION:** tell a **Western Places/Western Spaces** success story from the future (25 years out) **ON THE TOPIC YOU JUST SELECTED**

▶ **RULES** (of course there are rules)

- 1) Your creation must depict a positive outcome/scenario/goal/achievement
- 2) To reach that positive outcome you must have overcome one (or more) land use or policy challenges
- 3) You must depict/describe how you overcame the challenge(s)
- 4) You may use the materials we have provided (awesome giant sticky note, crayons) AND any items found in your pockets or bags that you are willing to sacrifice to the greater good.
- 5) Your group is the people sitting at your table.

▶ **GO. You have 15 minutes. We'll be wandering, watching and possibly interfering.**

**IMAGINE
INSPIRATIONAL
MUSIC PLAYING
WHILE YOU WORK
AND WE ROAM
THE ROOM***

Don't be surprised if we toss you a roadblock or give you a detour. How you overcome obstacles is a big part of the fun. And the learning.

MAY WE HAVE A VOLUNTEER?

- ▶ **How did your group react when we changed the scenario on you?**
- ▶ **How did you overcome the challenge posed?**
- ▶ **Did you have fun?**

PUTTING IT IN PRACTICE (...)

- 1) **To engage more people and more than the usual suspects, we need to rethink our content and format. We need to combine FUN and Purpose for our collective civic health**
- 2) **Engage community assets—the people and creatives that neighbors respect and take pride in—and celebrate them, let them perform, and draw in the crowd**
- 3) **Create opportunities for residents to share their stories and contribute their experiences in fun, friendly and accessible ways**
- 4) **Try to create activities that facilitate seeing another side to an issue/walking in someone else's shoes**
- 5) **Meet people where they are. Go to where they gather and are social. Invite them in.**

QUESTIONS?