

Design Wisconsin

# WORKBOOK

A Researched-Based Approach for Creating **Meaningful** Places

Based on the  
"Minnesota Design Team Workbook"

Adaped with permission by  
The University of Wisconsin-Extension  
Community Vitality + Placemaking Team



## Design Wisconsin Team

A research-based approach for creating **meaningful** places

# Table of Contents

Acknowledgments	1
The Design Wisconsin Team	2
Community Vitality & Placemaking	2
Your Community's Shared Vision	2
What is a Design Wisconsin Team Visit?	3
Pre-Visit Schedule	6
Visit Schedule	7
Application Process	8
Community Planning Team: Primary Contacts	9
Community Planning Team	10
Sponsors + Support	15
Communication	17
Communication Plan	19
Letters of Support	21
Host Families	22
Community Self-Awareness	22
I ❤️ My Town	25
Teen Photo S.W.O.T.	26
Focus Groups/Lunch	29
Outcomes	36
Implementation	39
Follow-Up	39
Contact	39





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## The Design Wisconsin Team

The purpose of the Design Wisconsin Team is to assist local communities identify and visualize their short-, medium-, and long-range vision for the future. The Team features volunteers from planning and design professions who donate their time and talent over the course of a 4-day weekend known as “the Visit”. All team members stay with host families, embedded in the community, to facilitate a series of public engagement activities. The outcomes of the Visit are 20-30 large, hand-drawn illustrations of the community’s shared vision.

## Community Vitality & Placemaking

Communities are dynamic environments-constantly changing to meet the needs of its residents while responding to outside forces of nature, politics, culture, economy, and technology. The ability to make appropriate changes at appropriate times is at the heart of every planning decision. Communities must have a “shared vision” for where they are headed, have the necessary resources to make and act on a decision, and have a well-thought out process for getting there. This pursuit of a shared vision of a place is “community vitality”. Placemaking is the process of adding value and meaning to the public realm. (Zelinka and Harden, 2005) Combined, community vitality + placemaking help a community identify what is important to their future and how to develop a culture that will pursue it with vigilance.

The Design Wisconsin Team combines the research of the University of Wisconsin-Extension’s Community Vitality + Placemaking Team with the Minnesota Design Team process to provide communities across the State of Wisconsin with an exciting and effective method for creating positive change.

## Your Community’s Shared Vision

The shared vision is the alignment of individual interests. It is a handful of things that folks can agree are important that should be protected, enhanced, and promoted. The Design Wisconsin process identifies the unique physical, social, and economic characteristics that define a community; identifies the shared concerns and hopes of that community; and generates an illustrated vision for the future.

### Community

For the purpose of this workbook, “community” is defined as a group of people who generally live, work, and play within a shared geography (place). Although typically defined by a jurisdictional boundary (town, village, or city), the Design Wisconsin process requires broad community participation, not just from elected leadership and the “movers and shakers”. The process needs to include all “walks of life” within a place regardless of age, gender, race, education, income, or status.





## Underrepresented Populations

Underrepresented populations are those groups of people within a community who traditionally have had very little say (power) in decisions that may impact them. The Design Wisconsin process is an inclusive process that requires meaningful participation from under-represented populations within a given community. In order to address this requirement, community's must work with their local University of Wisconsin-Extension Community, Natural Resource, & Economic Development (CNRED) Educator (sometimes referred to the Community Resource Agent) to determine **who** the underrepresented population is, **how** to connect with them, and **what** meaningful role they will serve.

## Outcomes

The Design Wisconsin process brings people together to generate ideas that are both inspirational and practical. Outcomes of the process include: a shared vision of the future, long-term and short-term strategies, and implementation recommendations.

## What is a Design Wisconsin Team Visit?

The Design Wisconsin Team process uses a "tried-and-true" method known in planning and design circles as a "charrette". Simply defined, a charrette is a period of intense, fast-paced planning and design. Its roots come from the Ecole de Beaux-Arts School of Design:

*"In 19th Century France, students at the Ecole de Beaux-Arts received design problems for their final exam. Students worked feverishly, trying to create the best solutions possible within a limited time. On the day the drawings were due, the school would send a "charrette" (French for cart) through the streets where the students lived. Students would work until the last minute and then throw their drawings into the charrette. The most desperate would hop on the charrette with their drawings and continue working until the driver reached the school." (MDT Workbook, p. 7)*

The Design Wisconsin Team's charrette is called a "Visit". The Visit takes place over 3-days featuring a variety of public engagement activities beginning with a meet-and-greet on a Thursday evening and culminating in a final public presentation on a Saturday evening.

The public engagement activities are designed to collect knowledge while informing residents of community issues and opportunities. Care is taken to take into account include the diversity of the community members as well as the diverse nature of issues and concerns.

A team of volunteer design and planning professionals will collect the information from the community and quickly convert it into visual representations of the community's future.



*“Each community is assigned its own “Design (Wisconsin) Team,” composed of 15–20 design and community development professionals selected to meet the needs of that community. The Design (Wisconsin) Team is composed of volunteers who believe in the community-based design process, are interested in the health and development of communities and welcome the opportunity to work with their colleagues. Team members arrive Thursday evening and spend Friday rapidly learning everything they can about the community. The team meets on Saturday morning to discuss what they’ve learned and to start putting ideas on paper. Their deadline for finishing the drawings is early Saturday evening, when the drawings will be the featured attraction at a town meeting. By that time, a typical team will have created 15 to 25 drawings that represent the Design (Wisconsin) Team’s interpretation of the community’s shared vision.*

*A Design (Wisconsin) Team visit can be a catalyst to energize a community to begin projects or address issues that may have been dormant. Through the drawings, community members can see how ideas could become reality.*

*Although the Design (Wisconsin) Team visit provides a focal point for the process, the pre-visit preparation and the post-visit implementation are equally important, if not more so, than the visit, if the community is to be successful.” (MDT, p.8)*

### **Is It a Good Time to Apply for a Design Wisconsin Team Visit?**

The Design Wisconsin Team Visit creates the illusion that a “charrette” is a fun and quick planning process. In actuality, the process requires months of planning and coordination between the community’s “Community Planning Team” (community volunteers charged with planning logistics) and UW-Extension’s Design Wisconsin Team. The illusion that it is fun and quick is by design. The “circus-like” atmosphere of the weekend creates positive energy- encouraging participation and building the momentum necessary to launch into implementation.

The Design Wisconsin Team model is a “systems” approach to identifying a shared community vision and strategies. The drawings produced by the Design Wisconsin Team are conceptual and are not intended to serve as official planning and construction documents. The purpose of the drawings is to illustrate the most significant and practical outcomes of the public engagement activities that will contribute to the shared vision of the community’s future. Some examples in which a Design Wisconsin Team approach has been used include:

- Preparation for comprehensive planning or planning update.
- Controversial issue (changes in demographics, economics, transportation circulation, etc.)
- Anticipation of major change (highway bypass, school district consolidation, annexation, public works project, etc.)
- Following a natural disaster (flood, tornado, fire, etc.)





Success is largely determined on the community's broad-based support and participation in the Visit. Identifying and engaging with key community groups and members is critical in the planning of the Visit, the Visit itself, and implementation.

### Making a Commitment

A Design Wisconsin Team visit requires a commitment from the community in time, space, people, food, and funds.

Time: It may take anywhere from 3-6 months of preparation work to bring a Design Wisconsin Team to your community. The Visit itself will require coordination by a team of local volunteers to assure that space, food, lodging, and communication flow smoothly over the course of 3-days.

Space: The Design Wisconsin Team Visit requires gathering spaces, community presentation spaces, team work spaces, and host families for team members.

People: The community will need to develop a "community planning team" charged with submitting the application, executing the tasks in the Workbook, coordinating logistics and marketing for the Visit, and developing action teams for implementation.

Food: The community will need to feed Design Wisconsin Team members and arrange for a community pot-luck dinner on Friday night.

Funds: Other than costs associated with items mentioned above, there is a \$5,000 fee for the Design Wisconsin Team program. This fee is used to support the program's printing and supplies along with travel costs for volunteers. Please consider raising the funds from a variety of sources as it reflects your community's level of commitment.





## Pre-Visit Schedule

Because the Design Wisconsin Team asks professionals to volunteer their time, each activity within the course of the Visit runs on a tight schedule to maximize the value of their time. The Team is embedded in the community for a brief period of time, therefore public participation is the most critical. The schedule below reflects a “typical” (sometimes “ideal”) situation.

### Pre-Visit Planning (3-6 months prior to Visit, 2 months if you’re really organized)

1. Contact local UW-Extension educator
2. Assemble Community Planning Team
3. Conference call/meeting with UW-Extension Community Vitality + Placemaking Team
4. Community Planning Team submits Worksheets 1-4 and Activity 1
5. Application approved, denied, or approved with conditions
6. Community pays ½ the fee
7. Community Planning Team submits Worksheets 5-9 and Activities 2 and 3
8. 1 week prior to the Visit, the Community pays remaining ½ of the fee





## Visit Schedule

The following text illustrates the schedule necessary to execute a successful Visit. The remaining chapters in this Workbook will provide details and planning information for each item.

### Thursday

7 - 9:00 PM Reception

### Friday

8:30 AM Team Meeting  
 9:00 AM Community Presentations  
 Noon Focus Groups (over lunch)  
 1:30 PM Bus & Walking Tour  
 3:30 PM Team Meeting  
 6:00 PM Community Potluck  
 7:00 PM Community Workshop  
 9:00 PM Team Meeting



### Saturday

8:30 AM Team Meeting & Work Session  
 Noon Working Lunch  
 4:30 PM Team Meeting  
 5:30 PM Working Supper  
 6:30 PM Set-Up  
 7:00 PM Final Presentation  
 9:00 PM Social Gathering



### Sunday

Morning Farewell Gathering

### Post-Visit UW-Extension Activities

1 month Summary Report  
 6-9 months Follow-up Visit



## Application Process

The purpose of the application process is two-fold. First, it allows the applicant to identify areas of need and opportunity. Second, it provides a rational means to allocate University of Wisconsin-Extension resources to be distributed throughout the state.

Communities should contact their local UW-Extension Community, Natural Resource & Economic Development (CNRED) Educator, sometimes referred to as a "Community Resource Development (CRD) Agent", about applying for a Visit.

### Application Steps

1. Contact local UW-Extension CNRED Educator.
2. Working with the CNRED Educator, assemble a Community Planning Team charged with the application process.
3. Working with the CNRED Educator, arrange for a conference call or face-to-face meeting with the UW-Extension Community Vitality + Placemaking Team.
4. The Community Planning Team will submit Worksheets 1-5 as well as Activity 1 to UW-Extension's Community Vitality + Placemaking Team.
5. If the community's application is accepted, a letter will be sent with instructions for proceeding from that point. If an application is accepted conditionally, the applicant will be notified of the conditions required for acceptance. If an application is not accepted, the applicant will be contacted explaining reasons and making suggestions for re-submittal of the application.

\*There is a \$5,000 fee for the Design Wisconsin Team program. The fee covers the cost of materials and travel. Half of the fee will be due after the community is accepted and the remainder is due one week prior to the visit.



# Worksheet 1: Community Contacts

## Assigned to: Community Planning Team

### Community Planning Team: Primary Contacts

Every community planning effort has local leaders that provide support and direction. After contacting your local University of Wisconsin-Extension Community, Natural Resource, and Economic Development (CNRED) Agent, please fill out the form below.

#### Public Official

- Name:
- Affiliation:
- E-mail:
- Phone:

#### Representative of Community Organization

- Name:
- Affiliation:
- E-mail:
- Phone:

#### Other Contact

- Name:
- Affiliation:
- E-mail:
- Phone:





# Worksheet 2: Community Readiness

## Assigned to: Community Planning Team

### Community Readiness

Gaging community readiness for a Design Wisconsin Team Visit requires local leaders to assess the goals of your community through leadership, public participation, relationships with the local CNRED agent, available resources, and willingness to follow through.

The Community Readiness Assessment is used to help local leaders think through some of critical aspects to conduct a successful Design Wisconsin Team visit. As a community planning team, please rate your community in terms of each of the following indicators by circling the correct response, with 1 being the lowest rating and 5 being the highest.

In the notes section include specific projects or memories from the past pertaining to your community only and their overall outcome based on how a project was conducted or how a citizen acted.

#### Need

1 2 3 4 5 Overall need for a Design Wisconsin Team Visit

#### Leadership

1 2 3 4 5 Trustworthiness of current community leaders

1 2 3 4 5 Likelihood of leaders taking on a multi-year project

1 2 3 4 5 Relationship with leaders and community members

1 2 3 4 5 Need for additional leadership

Notes (Be Specific):

#### Public Participation

1 2 3 4 5 Evidence of pride in the community

1 2 3 4 5 Community participation in public decision-making

1 2 3 4 5 Likelihood of community members taking on a multi-year project

1 2 3 4 5 Awareness of development issues within the community

1 2 3 4 5 Community willingness to change

Notes (Be Specific):



### Relationship with CNRED Educator

- 1 2 3 4 5      Aware of presence of a local CNRED Agent within the community
- 1 2 3 4 5      Active presence of a local CNRED Agent within the community
- 1 2 3 4 5      Strong history of utilizing CNRED Agent within the community

Notes (Be Specific):

### Resource Assessment

- 1 2 3 4 5      Quality of business
- 1 2 3 4 5      An active economic development program
- 1 2 3 4 5      Extensive knowledge of surrounding natural resources
- 1 2 3 4 5      Quality of life

Notes (Be Specific):

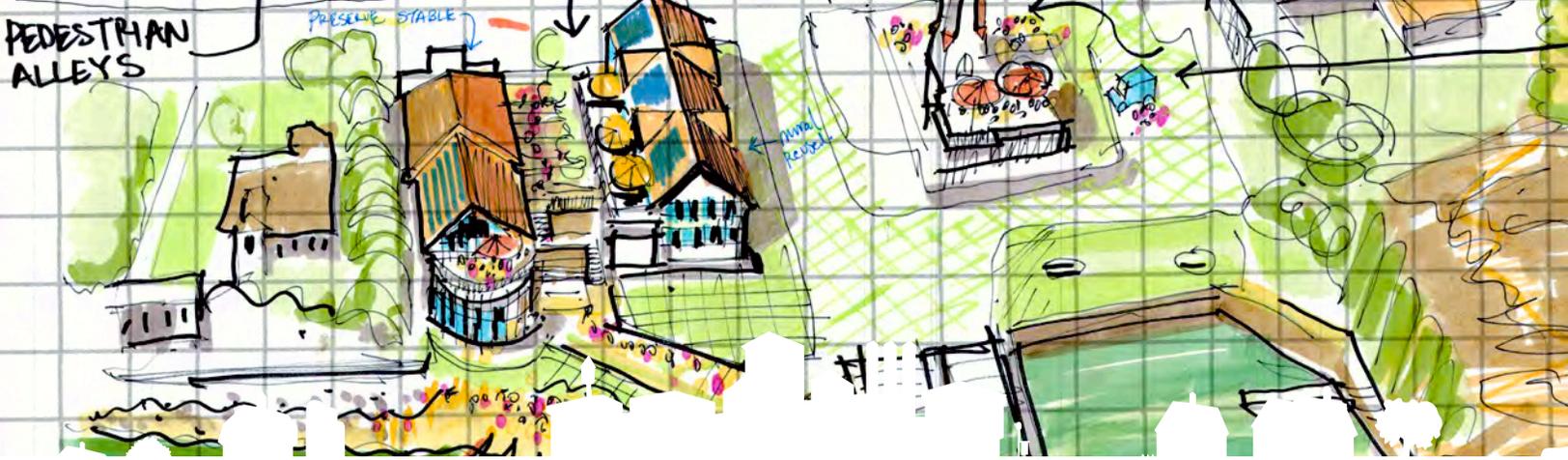
### Action

- 1 2 3 4 5      Willingness of leaders to follow through on projects
- 1 2 3 4 5      Willingness of community members to follow through on projects
- 1 2 3 4 5      Extensive resources for project implementation

Notes (Be Specific):







### Existing Plans

What other resources are available which can be information for the Design Wisconsin Team? Potential topics would include economics, land use, business and retail studies, demographic reports and history. Written or graphic formats are most useful and the information should be as current as possible.

### Planning Documents (please list those available)

Map Title	Area/Context	Date	Format	
			Paper	Digital

Planning Documents Contact Person:

Name:

E-mail:

Phone:







# Activity 1: Letters of Support

## Assigned to: The Community

### Letters of Support

Letters of support provide evidence that there is broad-based support in the community. This helps ensure that there will be significant participation in public engagement activities that will yield meaningful results and that those results will be acted upon.

*“The letters should be written by a broad range of people from throughout the community. Since the Design Wisconsin Team process requires broad-based community participation, obtaining letters to include in the application will be a good opportunity to reach as many people as possible. The first step is to decide who you want to reach. You will want support from the formal power structure within your community — the mayor and city council members. Support from other constituencies is just as important. Your target list of supporters might include:*

- Town Board, Village Board, City Council*
- Planning commissioners*
- Park commissioners*
- Economic development board members*
- City administrator*
- City planner and engineer*
- Community service organizations (Jaycees, Kiwanis, Lions, volunteer firefighters)*
- Chamber of Commerce (or other businesses organization) and individual businesses*
- Historical Society and other special interest clubs*
- Senior citizens*
- School representatives (principals, teachers and school board members)*
- Students and young people*
- Faith community*
- People who live outside the community but who feel a part of it*
- People who don't generally involve themselves in community activities*

*“...Each letter must be written by the individual signing it (no form letters). Each letter cannot simply state that the person signing it supports the visit. Rather, the person writing the letter should show an understanding that the visit is collaboration between the community and the Design Wisconsin Team. And, each letter should indicate what kind of commitment the person signing it will make to the success of the visit, including time, funding and/or help in implementing ideas and concepts developed during the visit.*

*Many of those who write letters for the application will want to help prepare for the weekend visit, either by being part of the community's coordinating committee or one of the working committees.” (MDT Workbook, p. 9)*

Please scan and e-mail the letters to your local UW-Extension educator. On the following page, please list the names and affiliations from all of the letters of support for the Visit.





## Communication

The Friday night “Community Workshop” is perhaps the single most important element of the Design Team Visit. Strong public participation from a variety of community interests and perspectives informs the process and builds local support for its outcomes.

*“Just as the public works infrastructure—roads, sewers and water mains, for example—is critical for a community, so is “people infrastructure.” The goal of community participation is to make sure that everyone in your community has information about the visit and, more importantly, that everyone feels welcome to participate. The success of the Design Team process depends on involvement of people from all segments of the community. People who contribute to the decision-making process are far more likely to support the decisions made in a community and to help make them happen.*

*Once a community has been chosen for a visit, the community and the Design Wisconsin Team become part of the same team, working in parallel to ensure a successful visit.” (MDT Workbook, p. 21)*

Here are some ideas that your Community Planning Team may want to consider:

*A Design Wisconsin Team visit newsletter.* A newsletter sent to residents periodically during the three or four months prior to the visit heightens interest and helps residents understand the visit.

*Press Releases.* Send press releases about the Design Wisconsin Team visit to your local newspaper. You may wish to send them to local businesses and community groups as well, particularly those with newsletters. Always list a contact name and number in case the recipient wants additional information. The press releases could cover the basic points listed above.

*Newspaper coverage.* Local reporters should be encouraged to cover the events during the visit, particularly the town meetings on Friday and Saturday evenings. In one community, the Design Wisconsin Team application was published in the local newspaper and people were invited to suggest community issues and to come to town meetings.

*Local radio and television stations, as well as cable access stations.* Ask local radio and television stations to broadcast public service announcements about the visit and encourage them to cover the visit. Put together a program for your cable access station, where it could be repeated to gain a wide exposure.

*Web site.* If your community has a web site, create a link to the “Design Wisconsin Team visit,” or create a separate web site for the visit. The web site can be an interactive tool



to attract the attention of more people, get them involved and get their reactions to the Design Wisconsin Team recommendations.

Posters. Display posters in places where there is a lot of foot or vehicular traffic, such as a market or gas station.

Fliers. A simple information sheet about the Design Wisconsin Team visit can be easily reproduced. Fliers can be distributed door-to-door, at schools, in church bulletins or inserted in utility bills. You also could mail the flier to local community groups and ask to speak to their members about the visit.

Schedule. Mail a schedule of events to each home. Invite each resident to these events, especially the Friday evening town meeting and the Saturday evening presentation.

Students. To attract the interest of younger students, some communities have held poster or poetry contests, with students expressing what they think their community will look like in 10 or 20 years. For older students, teachers may want to incorporate the Design Wisconsin Team visit into their curricula. Making presentations about the Design Wisconsin Team to student organizations may interest students in participating during the weekend visit.

“Word of mouth.” Never underestimate the power of a personal invitation. Everyone on your coordinating committee and your working committees should use every opportunity to encourage their friends and neighbors to participate in the Design Wisconsin Team visit. This is particularly important in ensuring that as many people as possible come to the Friday night town meeting and the Saturday evening presentation.

Presentations. Visit every organization in the community to make sure their members understand the Design Wisconsin Team process and feel welcome to participate. These groups also can be valuable sources of volunteers.

Informational meetings. Some communities use town meetings or potluck dinners to explain about the Design Wisconsin Team and to generate ideas for community improvement. (MDT Workbook, p.32)







## Host Families

In order to reduce costs and gain valuable knowledge about the community, the Team members stay with host families from Thursday evening through Sunday morning.

Host families are selected by the Community Planning Team and should be provided with background information about the purpose of the Visit along with specific lodging/ allergy needs of the Team member(s) staying with them. In most cases, host families are expected to provide breakfasts on Friday and Saturday mornings, and sometimes Sunday. In instances in which Team members may have carpoled to the community, transportation to and from meeting sites may be needed as well.



The following factors below should be considered when recruiting host families:

- Distance to Facilities: It is important that Team members get a wide range of housing experiences without compromising the rapid pace of the schedule. Please identify host families in which the Team member can reach their meeting locations easily and on time.
- Allergies: Some Team members may indicate an environmental or dietary concern that may prohibit them from staying at certain locations.
- Variety: It is important that Team members get a sense of both urban and rural settings. Please identify host families that can provide these distinct housing experiences.
- Safety: Please choose host families and locations that limit any safety concerns.

## Community Self-Awareness

A community survey provides a sense of the community's values and hopes. It will inform the Visit and selection of Team members to assure an appropriate response.

The community survey uses a list of elements from which residents will rate as to their importance and perception. Please distribute the survey and send the results to the UW-Extension Community Vitality + Placemaking Team. An online survey will be made available, if the community has a strategy for which to assure a strong response rate.



# Activity 2: Community Survey

## Assigned to: The Community

### Tell Us About You

The following information is helpful for understanding to which degree “where we live” and “who we are” contribute to our perspectives of our community. Please check the one box that describes you best.

Where I Live	
<input type="checkbox"/>	I live “In Town”
<input type="checkbox"/>	I live “Out of Town”
Gender	
<input type="checkbox"/>	Male
<input type="checkbox"/>	Female
Age	
<input type="checkbox"/>	21 years and under
<input type="checkbox"/>	22 to 34
<input type="checkbox"/>	35 to 44
<input type="checkbox"/>	45 to 54
<input type="checkbox"/>	55 to 64
<input type="checkbox"/>	65 years and over

Ethnicity	
<input type="checkbox"/>	Hispanic or Latino
<input type="checkbox"/>	Non-Hispanic
Race	
<input type="checkbox"/>	White
<input type="checkbox"/>	Black/African
<input type="checkbox"/>	American Indian/Alaskan Native
<input type="checkbox"/>	Asian
<input type="checkbox"/>	Native Hawaiian/Other Pacific Islander
<input type="checkbox"/>	Other race
<input type="checkbox"/>	Two or more races

### Survey Instructions (for questionnaire on next page)

Please take time to rate each of the community elements on the following page. For each element, you will be asked to rate the “importance” of the element as well as its “perception”.

Please rate the **importance** of each element on a scale from 0-4 with an “X”.

- 0=Very Unimportant
- 1=Unimportant
- 2=Neutral
- 3=Important
- 4=Very Important

Please rate the **perception** of each element on a scale from 0-4 with an “X”.

- 0=Very Negative
- 1=Negative
- 2=Neutral
- 3=Positive
- 4=Very Positive

Element	Importance (0-4) 0="Not Important", 4="Very Important"					Perception (0-4) 0="Very Negative", 4="Very Positive"				
	0	1	2	3	4	0	1	2	3	4
Gambling	0	1	2	3	4	0	1	2	3	4
Recreational Sports	0	1	2	3	4	0	1	2	3	4
Malls	0	1	2	3	4	0	1	2	3	4
Nightlife	0	1	2	3	4	0	1	2	3	4
Jobs	0	1	2	3	4	0	1	2	3	4
Job Diversity	0	1	2	3	4	0	1	2	3	4
Local Business	0	1	2	3	4	0	1	2	3	4
Brand Name Stores	0	1	2	3	4	0	1	2	3	4
Industry	0	1	2	3	4	0	1	2	3	4
Tax Decrease	0	1	2	3	4	0	1	2	3	4
Afford-ability	0	1	2	3	4	0	1	2	3	4
Low Income Housing	0	1	2	3	4	0	1	2	3	4
Single-Family Housing	0	1	2	3	4	0	1	2	3	4
Growth	0	1	2	3	4	0	1	2	3	4
Schools	0	1	2	3	4	0	1	2	3	4
Traffic Flow	0	1	2	3	4	0	1	2	3	4
Safe	0	1	2	3	4	0	1	2	3	4
Population Diversity	0	1	2	3	4	0	1	2	3	4
Community Gathering Spaces	0	1	2	3	4	0	1	2	3	4
Small Town	0	1	2	3	4	0	1	2	3	4
People My Own Age	0	1	2	3	4	0	1	2	3	4
Walk-ability	0	1	2	3	4	0	1	2	3	4
Family Oriented	0	1	2	3	4	0	1	2	3	4
Sense of Community	0	1	2	3	4	0	1	2	3	4
Preserve History	0	1	2	3	4	0	1	2	3	4
Architecture	0	1	2	3	4	0	1	2	3	4
Art	0	1	2	3	4	0	1	2	3	4
Music	0	1	2	3	4	0	1	2	3	4
Religious Affiliations	0	1	2	3	4	0	1	2	3	4
Environmental Concern	0	1	2	3	4	0	1	2	3	4
Scenic Beauty	0	1	2	3	4	0	1	2	3	4
Adventure Sports	0	1	2	3	4	0	1	2	3	4
Preservation	0	1	2	3	4	0	1	2	3	4
Conservation	0	1	2	3	4	0	1	2	3	4
Sustainability	0	1	2	3	4	0	1	2	3	4
Beaches (if applicable)	0	1	2	3	4	0	1	2	3	4
Trails	0	1	2	3	4	0	1	2	3	4
Public Transit	0	1	2	3	4	0	1	2	3	4



# Activity 3: Youth

## Assigned to: Grade School & High School

### I ♥ My Town

Children provide a unique and honest perspective of their community. For this activity, ask grade school teachers for assistance.

Have students draw "What Do You Love About Your Town". The students should know that their perspective is important and will be used to inform a community-wide plan for the future.

Digital photos of each piece at least 2 weeks prior to the scheduled Visit to the UW-Extension Community Vitality + Placemaking Team.





## Teen Photo S.W.O.T.

A Strengths, Weaknesses, Opportunities, & Threats (S.W.O.T.) Analysis is an excellent tool to assess the internal and external forces that shape a community. Equally important is the involvement of a wide range of perspectives. For the purpose of this exercise, work with high school and middle school teachers to assign a group of teens to collect digital photos of what they believe represent strengths, weaknesses, opportunities, and threats of the community. Ask them to label their images:

“S” for Strengths: These are internal community assets that should be protected, enhanced, and promoted. In some cases, a strength may also be a weakness if it impacts the community’s ability to adapt to changing external forces.

“W” for Weaknesses: These are internal community liabilities that should be removed, fixed, or mitigated. In some cases, a weakness may also be a unrealized strength to address an external opportunity or threat.

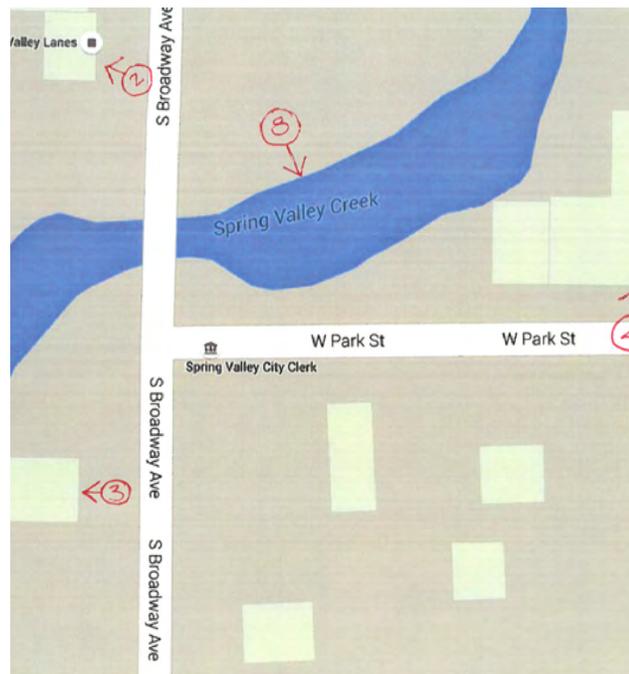
“O” for Opportunity: These are external possibilities for positive community change.

“T” for Threats: These are external forces for negative community change.

Try to find at least 5 images for each category. Number all of your images 1-20. Here are some examples for naming image files:

- 1-S-park.jpg
- 2-W-junk.jpg
- 3-O-waterfront.jpg
- 4.-T-pollution.jpg
- 5-WO-vacant land.jpg
- 6-S-historic site.jpg
- 7-S-hardware store.jpg
- 8-W-ugly building.jpg
- 9-WO-parking lot.jpg

Please include a map that indicates the location for each of those photos taken by placing a number and an arrow for the direction in which the photo was taken.



# Worksheet 6: Presentation Schedule

## Assigned to: Community Planning Team

### Community Presentations

(Friday, 9:00 AM - noon)

The Friday morning of a Design Team Visit begins with a series of short presentations by local citizens. The purpose of the presentations is to quickly "introduce" the Design Team to the community and to bring them up-to-speed on the local issues and opportunities. Presentations should be limited to 15 minutes and given by those who can best provide the information.

Topics may include: local economy, natural resources, education, public services, volunteerism, history, public health and safety, telecommunications, transportation, recreation, tourism, local art, etc. Assign a time-keeper who can keep the presentations on schedule. Design Team members will write down questions they might have for the presenter and meet with them separately as not to disrupt the schedule.

The following items should be considered when planning for the presentations.

#### *Facility*

*A meeting room with good acoustics and lighting that comfortably holds 30 to 50 people. The room arrangement should encourage rapport between team and community members. A possible arrangement: tables in a large square or horseshoe, with the speaker's stand at one end. Having the team and community people around one table facilitates team and community interaction and is convenient for note-taking and coffee-drinking. This kind of arrangement enables Design Wisconsin Team members to ask questions easily.*

#### *People from the community*

*Individuals who will be making presentations, the community's coordinating committee, other volunteers, elected officials and residents. Assign a timekeeper to keep each speaker to his or her time limit.*

#### *Equipment and supplies*

*Your meeting room and your presenters will determine your equipment needs, which may include a speaker's stand, microphone, easel and flip chart (and felt pens in a variety of colors), overhead projector, slide projector and slide screen. You also may want to videotape the presentations. There should be sufficient wall space in the room for maps of the community and graphics that presenters use.*

#### *Food*

*Beverages, such as coffee, tea, water and/or juices, as well as snacks such as rolls, muffins and fruit." (MDT Workbook, pp. 54-55)*



# Worksheet 7: Focus Groups

## Assigned to: Community Planning Team

### Focus Groups/Lunch

(Friday noon - 1:30 PM)

Right after the Community Presentations, the Design Team divides up into three to attend a “working lunch” with three different focus groups. The purpose is to feed Team members while gathering specific information from targeted groups: business community, senior citizens, and a group of the community’s choice (open session).

The location for each focus group should allow a private discussion, have room to fit the participants and Design Team members, and appropriate access. Because the Team is under a tight schedule, find a location that is near to the Community Presentation space and where the Tours will begin.



### Business Community

Local Business Owners/Operators are critical members of the community. They have valuable information that is not always given up freely in a public setting. This process provides a “safe space” for which this group can provide a clear picture of the local economic and market forces that shape the community along with some ideas for the future. The format is an open discussion in which participants do not need to have anything prepared, but be able to field questions from the Design Team members.

### Senior Citizens

The rapid pace and meeting locations of the Visit does not always accommodate the needs of senior citizens. In order to compensate for this, the Design Team makes a deliberate effort to meet with this group at a location of their choice. The senior citizens of a community provide the Design Team with valuable information about the history of the community and what it means to age in the community.

### Open Session

The third Focus Group is determined by the Community Planning Team. In some cases, it may involve local officials, underrepresented populations, clergy, school children, or the Community Planning Team itself.



The Focus Groups take place as a “working lunch” from noon to 1:00. It is important to keep on schedule so please choose meal sites in close proximity to the Community Presentation space and the starting location for the Tours. Please fill out the information below.

### Group 1: Business Community

- Facility Name: \_\_\_\_\_
- Location: \_\_\_\_\_
- Contact Name & Number: \_\_\_\_\_
- Number of Guests (Non-Team members): \_\_\_\_\_

### Group 2: Senior Citizens

- Facility Name: \_\_\_\_\_
- Location: \_\_\_\_\_
- Contact Name & Number: \_\_\_\_\_
- Number of Guests (Non-Team members): \_\_\_\_\_

### Group 3: Open Session: \_\_\_\_\_

- Facility Name: \_\_\_\_\_
- Location: \_\_\_\_\_
- Contact Name & Number: \_\_\_\_\_
- Number of Guests (Non-Team members): \_\_\_\_\_



# Worksheet 8: Community Tours

## Assigned to: Community Planning Team



### Community Tours

(Friday 1:30-4:00)

Right after the Focus Groups (working lunches), the Design Team members tour the community by bus and on foot. The purpose of the tours is to quickly orientate the Team to the location of key features of the community. The Community Planning Team is charged with designing and supplying maps of the route, as well securing a bus, bus driver, and tour guides.

Keep the tour limited to the most important features of the community. Make sure to conduct a time trail prior to the visit.

Please fill out the information below.

Bus Contact & Phone: \_\_\_\_\_

### Community Bus Tour

Tour Guides: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Downtown Walking Tour

Tour Guides: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## Key Features

The purpose of these lists is to identify the most important features that need to be toured by the Team. Please add additional features if time permits.

### Bus Tour

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### Walking Tour

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# Worksheet 9: Facilities + Food

## Assigned to: Community Planning Team

### Facilities + Food

The Design Wisconsin process requires facilities to meet specific requirements. Attendance at each facility will range from 30 people to over 250 people, depending on the specific activity. In some cases, food and childcare may be needed, in other cases it will not. Please use this worksheet to identify all the facilities needed for the Visit.

#### Thursday Evening Reception (7:00 PM - 9:00 PM)

Purpose: Introduce Design Team to Community Leadership Team and Host Families.

Capacity: 60-120

Needs: Restrooms

Food: Light snacks and refreshments

- Facility Name: \_\_\_\_\_
- Facility Address: \_\_\_\_\_
- Facility Contact: \_\_\_\_\_
- Food Contact: \_\_\_\_\_

#### Friday Morning Community Presentations (8:30 AM - noon)

Purpose: Host community presentations.

Capacity: 30-50

Needs: Restrooms, Projection Screen, Projector, and Sound Reinforcement (if available)

Food: Light snacks and refreshments (lots of coffee)

- Facility Name: \_\_\_\_\_
- Facility Address: \_\_\_\_\_
- Facility Contact: \_\_\_\_\_
- Food Contact: \_\_\_\_\_



### Friday Afternoon Team Meeting (4:00 PM - 6:00 PM)

Purpose: Provide space for Design Team to generate questions for Community Workshop.

Capacity: 20

Needs: Restrooms, Chairs for 20, Large Blank Wall

Food: none

- Facility Name: \_\_\_\_\_
- Facility Address: \_\_\_\_\_
- Contact/Phone: \_\_\_\_\_

### Friday Evening Community Potluck & Workshop (6:00 PM - 9:30 PM)

Purpose: Host community-wide potluck dinner and visioning workshop.

Capacity: over 250

Needs: Restrooms, enough tables to accommodate all participants (6-10 people per table), large (long) wall space, projection screen, projector, and sound Reinforcement (if available)

Food: potluck

- Facility Name: \_\_\_\_\_
- Facility Address: \_\_\_\_\_
- Contact/Phone: \_\_\_\_\_
- Child Care: \_\_\_\_\_
- Food Contact: \_\_\_\_\_

### Friday Evening Social Gathering (after 9:30 PM)

Purpose: Informal opportunity to gather and share ideas with the Team.

- Facility Name: \_\_\_\_\_
- Facility Address: \_\_\_\_\_





### Saturday Design Team Workspace (7:00 AM - 9:30 PM)

Purpose: Provide workspace for Design Team to think and draw.

Capacity: 20

Needs: Restrooms, (10-15) folding tables with (25-30 ) chairs, large (long) wall space, printers, photocopier, and wireless internet. Located near presentation facility.

Food: morning snacks, lunch, and supper for Team (lots of caffeine, quick & easy food)

- Facility Name: \_\_\_\_\_
- Facility Address: \_\_\_\_\_
- Contact/Phone: \_\_\_\_\_
- Food Contact \_\_\_\_\_

### Saturday Presentations (7:00 PM - 9:30 PM)

Purpose: Host final Design Team presentation for community.

Capacity: over 250

Needs: Restrooms, large (long) wall space near presentation area, projection screen, projector, and sound reinforcement (if available).

Food: none

- Facility Name: \_\_\_\_\_
- Facility Address: \_\_\_\_\_
- Contact/Phone: \_\_\_\_\_
- Child Care: \_\_\_\_\_

### Saturday Evening Social Gathering (after 9:30 PM)

Purpose: Informal opportunity to gather with Team.

- Facility Name: \_\_\_\_\_
- Facility Address: \_\_\_\_\_



## Sunday Morning Farewell (morning)

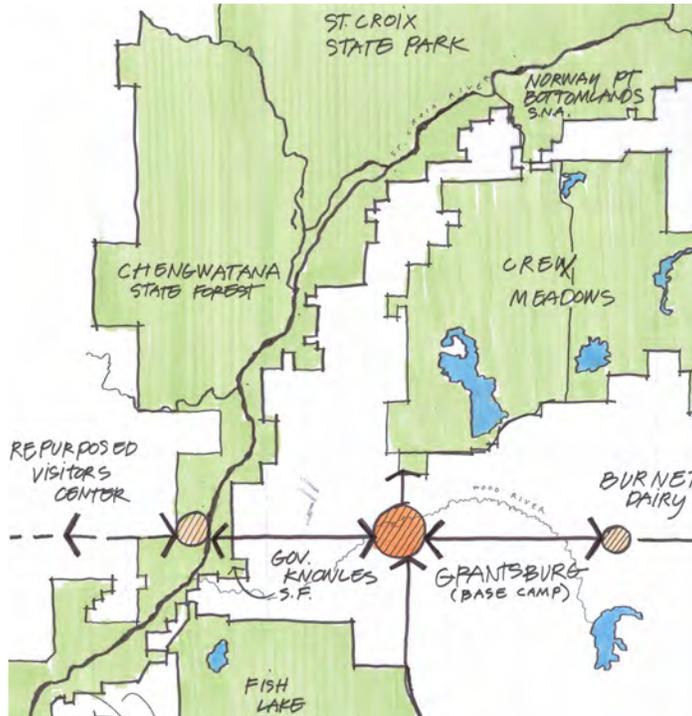
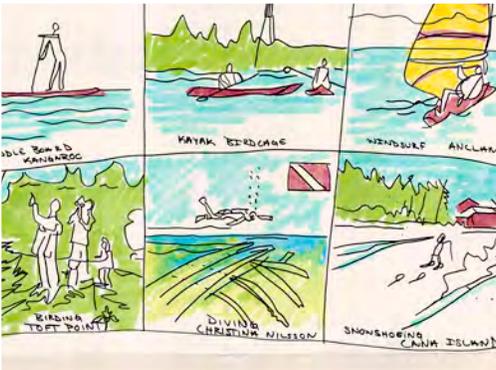
Purpose: Informal opportunity to gather and say farewell at local restaurant.

Capacity: Depends on how many people will be around from the Team

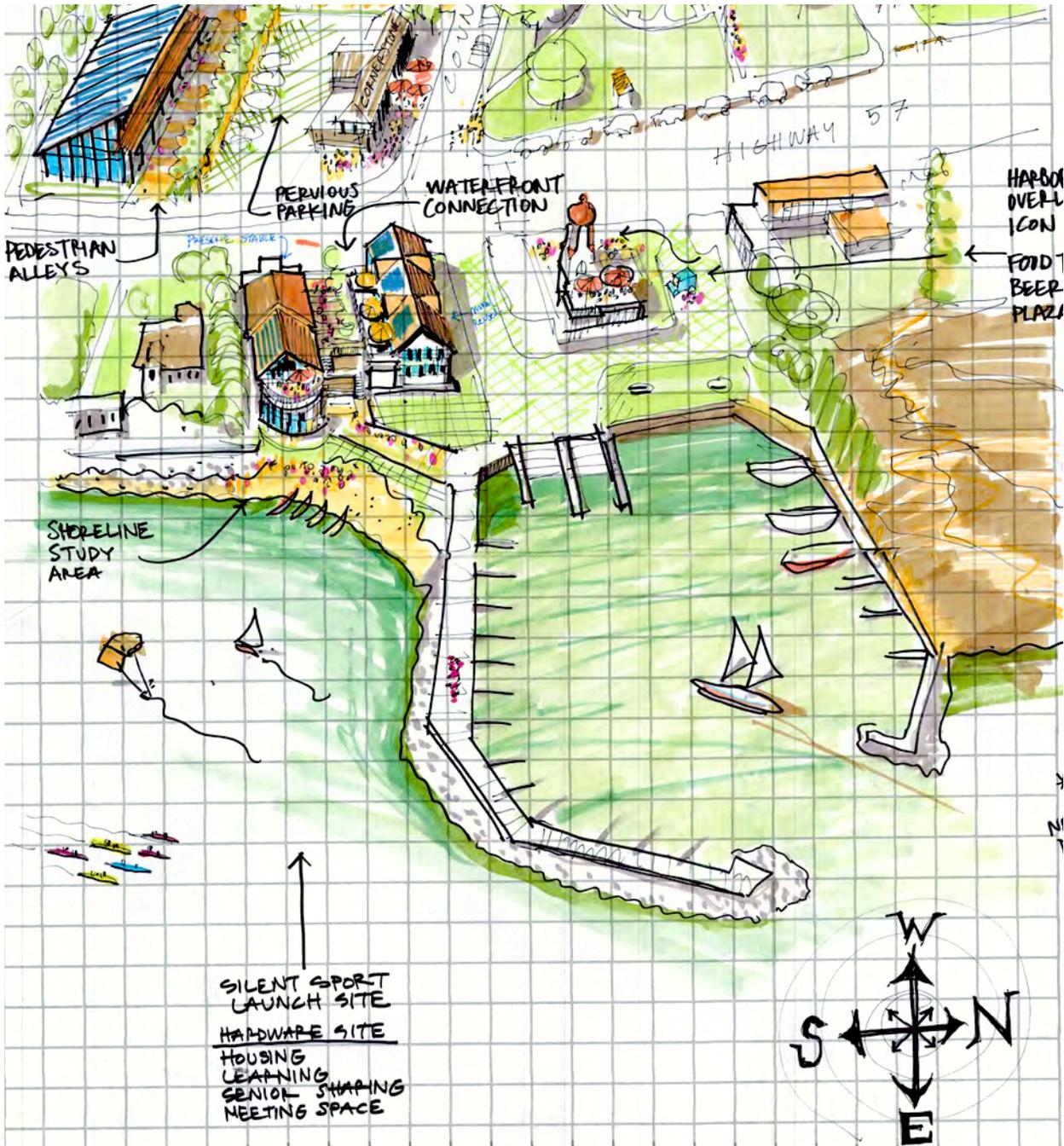
- Facility Name: \_\_\_\_\_
- Facility Address: \_\_\_\_\_

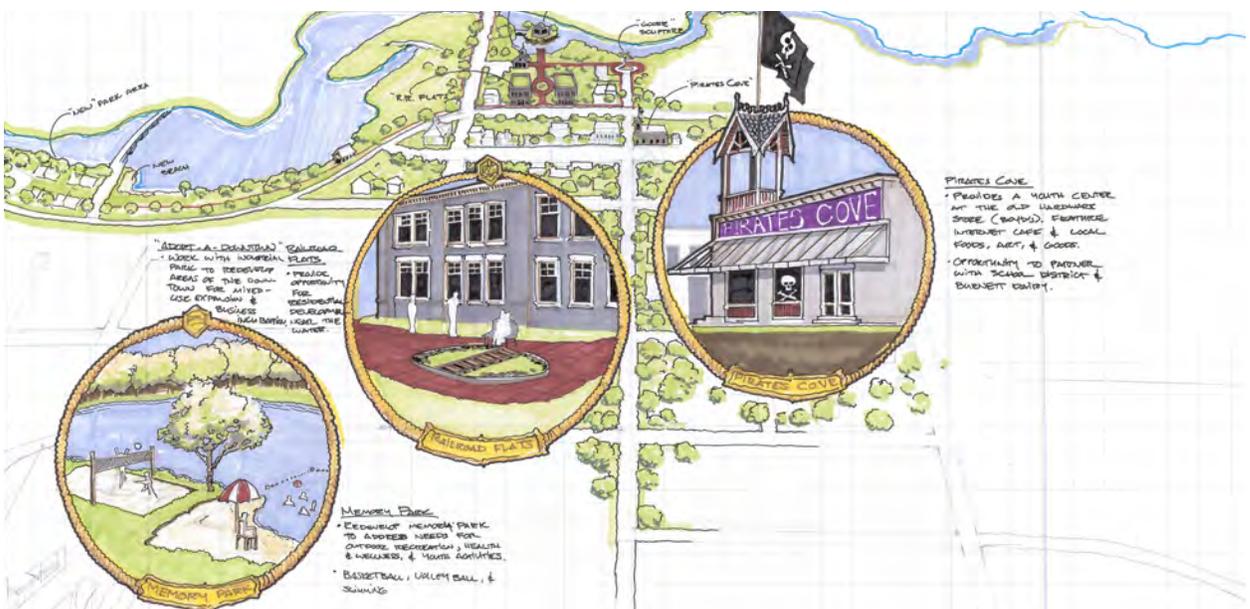
## Outcomes

The Design Wisconsin Team will leave the community with hand-drawn illustrations of a shared vision for the future and some ideas on how to get there. After the Team leaves, members from the University of Wisconsin-Extension's Community Vitality + Placemaking Team will prepare a summary report which will document the process, its outcomes, and any further thoughts. Here are some examples of illustrations from previous Visits.









## Implementation

Community members will work with their local UW-Extension CNRED Educator to develop action teams in order to pursue their shared vision. The CNRED Educator will not lead but “coach” the community action teams by providing them with the necessary technical support to be successful.

## Follow-Up

Members from the University of Wisconsin-Extension’s Community Vitality + Placemaking Team will arrange a follow-up visit with members of the community action teams to assess progress, clarify elements of the shared vision, and identify additional resources.

## Contact

For more information about the Design Wisconsin Team program, please contact your local UW-Extension CNRED Educator or

Todd W. Johnson, Land Use + Community Development Specialist  
 UW-River Falls (Extension)

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