

URBANISM ON TAP

a guide to community conversation



CNU Tampa Bay: The Tampa Bay Regional Group
for the Florida Chapter of the Congress for the
New Urbanism

The Urban Charrette, Inc.



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INTENT

The intent of this document is to share our discovery of a successful community engagement tool. This do-it-yourself toolkit provides a framework for creating an active, participatory event series focused on urban design issues. The toolkit serves as a step-by-step guide for establishing an Urbanism on Tap in your community, and gives examples of useful outreach tactics and partnerships.



SHARED PARTNERS

CNU Tampa Bay: The Tampa Bay Regional Group for the Florida Chapter of the Congress for the New Urbanism



CNU Tampa Bay is a regional chapter of the Congress for the New Urbanism, which is an urban design professional organization that focuses on initiatives such as transportation, urban redevelopment as an alternative to suburban sprawl, and walkable neighborhoods. We work to educate and collaborate with members of the community to make Tampa a more vibrant city.

cnutampabay.org

The Urban Charrette, Inc.



Founded in 2007, the Urban Charrette is a Tampa-based non-profit organization that educates and collaborates with community, business, government, and education leaders to cultivate knowledge of leading urban design practices to build vibrant cities.

urbancharrette.org

URBANISM ON TAP (UOT) IS AN EVENT SERIES WHERE SPACES OF CASUAL CONVERSATION BECOME PLACES OF CIVIC EDUCATION.

UOT BRINGS NEW IDEAS ABOUT CITIES TO THE LOCAL BAR, PUB, OR TAVERN TO RAISE AWARENESS, SHARE KNOWLEDGE AND EXPERIENCE, AND TO CREATE A SAFE SPACE WHERE ALL IDEAS AND OPINIONS ARE WELCOME.

WHAT IS UOT TO YOU?

"As an elected official, the Urbanism on Tap series of conversations is vital to my fully understanding the point of view of the citizens who live, work, study or play in our City, but do not necessarily attend government meetings."

- Lisa Montelione, Tampa City Council

"...I like doing a drawing of my neighborhood...my playground...my house...the river, and showing it to all the people...."

-Tessa Fritz
(age 4 @ 1st UOT)

"Urbanism On Tap is the ultimate representation of community. Bringing the designers of space, the crafters of policy, residents and the "guy who just happened to be at the bar" together over a few beverages creates a more open conversation about our neighborhoods than I've ever been exposed to. With the dialog between these parties, everyone emerges having learned something new by looking at our urban environment from a different perspective."

-Eric Trull, Program Director, Coast Bike Share

"UOT has the age-old ingredients for discussion; beer and a timely topic."

-Ashly Anderson,
The Urban Charrette

"Urbanism on Tap adds more value than I can express in words to this community. It addressed all of the issues many people feel that the city has and was able to develop awesome solutions so we can move forward as a city."

- Keosha Poole, USF student

"Urbanism on Tap is an informal exchange of ideas between average citizens, professional urbanists and others to provide different points of view on what urbanism is. By participating in this exchange, these people gain more awareness about their city and become more engaged with its issues and transformations."

-Ali Ankudowich,
CNU Tampa Bay

"UOT is a sounding board for a future we all have a stake in creating."

-JoAnne Fiebe,
The Urban Charrette

"Bright, important discussion of topics relevant to our urban progress. Not to be missed!"

-Susie
Neson-Crowley,
Realtor, RE/MAX
Bay to Bay

"UOT is uniquely engaging because of its sneaky effective learning style. Our organization is all about educating the impact of design on communities. Because, design effects every aspect of our lives, it's a topic many can understand, but may not be able to articulate. UoT liberates the "classroom," returning to historic spaces of comfort and amusement where people feel free to talk, learn, and share."

- Adam Fritz,
The Urban Charrette

"Urbanism on Tap is about discovering yourself and how you relate to your community, neighborhood, and city. At the heart of urban design and planning is people - the foundation of everything we do. UOT gives urbanism an empowered voice and brings it right back where it should belong - the third place with a good beer."

-Erin Chantry,
CNU Tampa Bay

GOALS



Inspire quality conversation - UOT should create an inviting space where the community can talk about a variety of urban design issues ranging from physical planning to social equity.

Advocate for civic issues - Molded in the unique shape of the hosting community, UOT should present opportunities to address the pressing issues that are affecting that city.

Generate a shared vocabulary - UOT should share knowledge through the interaction of community members with different professions and experience. Participants should leave each meeting with a growing understanding of urban design issues facing their city.

Build community in *third places** - UOT should utilize third places to encourage creative conversation in a public space – outside of work or home. The topics may change, but the conversation is always enlightening, the mood is relaxed, and the beer is cold.

*Third Places as defined by Ray Oldenburg are “anchors” of community life that facilitate and foster broader, more creative interaction. All societies already have informal meeting places; what is new in modern times is the intentionality of seeking them out as vital to current societal needs.

Oldenburg, Ray (1989). *The Great Good Place: Cafes, Coffee Shops, Community Centers, Beauty Parlors, General Stores, Bars, Hangouts, and How They Get You Through the Day*. New York: Paragon House.



KIT OF PARTS



PASSIONATE ORGANIZERS

To run a successful UOT, you need a group of individuals willing to make a regular commitment to meetings and events. It can also be helpful, but not absolutely necessary, to have skills in the following areas:

- Writing
- Social media
- Public speaking
- Project management
- Organization
- Analytical thinking

You will see in the following sections how these skills can enhance various components of the project.

Roles of the Committee:

UOT operates with a team of six, which has worked well since most of the members have full-time employment in addition to family and other extracurricular commitments. However, it is certainly possible to be successful with smaller teams, especially if outside help is available. Some formalized roles that may be helpful for organizing the project committee include the following:

Project Manager: Responsible for scheduling and running meetings. This person delegates the work that is not formally and regularly assigned to a team member and may act as liaison to any organizations sponsoring or collaborating with the project team, including venue owners.

Social Media Manager: Maintains social media pages to promote the event and maintain contact with the audience before and afterwards. Taking pictures at the event often falls to this person. Assigning a photographer helps ensure that photos are taken, but other team members and people in attendance can submit photos for posting.

Emcee: Prepares the presentation and facilitates the discussion during the event. This role should rotate since each team member brings a unique perspective. A co-emcee can also be appointed to help facilitate the

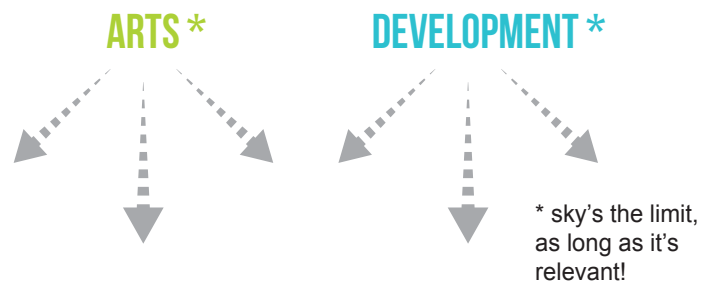
discussion when necessary. Additionally, an emcee from outside the committee can be used if there is a unique perspective/interest that can be expressed.

Press Manager: Updates and distributes print marketing materials. This person is responsible for writing and distributing press releases and also maintains contact with media sponsors.

The work of any of these roles can be divided among committee members, depending on need and expertise. It is helpful to have all committee members attend all meetings to contribute to brainstorming on marketing materials, discussion topics, presentation structure, and questions for the audience. Typically, the entire committee is also involved in revising and finalizing presentations and press materials. Any additional tasks (printing, bringing equipment, etc.) can be assigned to members who have access to needed items or services.

STRUCTURE/TOPICS

UOT is distinctive from traditional open-mic events because of its three-part structure. The overall topic is explored in three distinct discussions, each focused on a different facet or perspective.



The overall topic typically relates to some aspect of urbanism and is often relevant to the neighborhood where the event venue is located or to a current trend or issue that is important to the community. The overall topic is then segmented into three to create the series. The emcee begins the event with a short presentation and poses questions to the audience to stimulate conversation. Another common approach is for the emcee to present case studies that can educate the audience as to how other cities are solving challenges similar to those in the host community. Panelists with expert knowledge of the topic may be invited to share their perspectives.

Several examples of subjects featured in the UOT series include:

- **Arts and Urbanism**

Exploring the role of arts in the development and redevelopment of central city neighborhoods

- **Role of Universities in Urban Design and Innovation**

Examining the role of the University of South Florida in Tampa’s development

- **New Buildings, New City?**

Investigating the uptick in local development after the 2008-2009 recession and how new developments are changing the city

- **The Places We Go!**

Assessing transportation needs and trends in Tampa

- **Rival Cities**

Understanding the InVision Tampa plan and how Tampa’s efforts compared to those in other similar American cities

Here is an example of how to break down a broad topic and formulate relevant questions:

New Buildings New City? (Series 3): The overall topic focused on the surge in new development and construction occurring in Tampa after the end of the recession. The series was hosted at a bar in the Channel District, where a number of new projects were under construction at that time.

ANYWHERE USA DEVELOPMENTS



Slide examples from Series 3.1: “New Buildings, New City”

SO WHAT MAKES A DEVELOPMENT A PLACE?



Slide examples from Series 3.1: “New Buildings, New City”

What determines whether or not we advocate for certain things?

Are there barriers to getting involved and what are they?



Slide examples from Series 3.2: “The Social Side”
photo credit: Paul Brennan



Urbanism on Tap's first location, Sono Cafe at the Tampa Museum of Art

To explore the overall topic further, it was segmented into the following events:

“The Good, the Bad, the Ugly” (Discussion 1): Gave a general introduction to the post-recession building boom and examples of new buildings and development patterns. The audience then had the chance to talk about the value of certain developments occurring, whether they were good or bad, and why.

Sample questions:

Does development in Tampa need to be unique to the city or is it more important to focus on getting structures built to house needed facilities and services regardless of what they look like?

What turns a development into a place with character where people want to spend time?

We showed examples of projects being built in Tampa and asked if they were “developments” or a “place?”

“The Social Side” (Discussion 2): Explored how citizens could get involved and influence the changing development patterns. The discussion showcased various ways local people and groups were already trying to affect development. The audience then shared their opinions and experiences on the topic.

Sample questions:

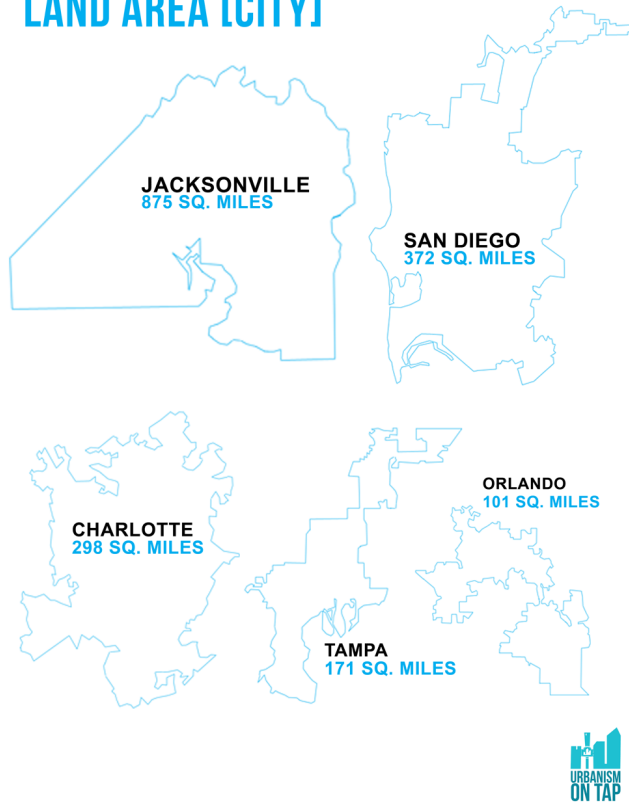
What determines whether or not we advocate for certain things?

Are there barriers to getting involved and what are they?

What has been your experience in advocacy?
What has worked for you?

“Youthentrepreneurs” (Discussion 3): Focused on the role of small businesses and start-ups in changing development patterns. A panel of local, young entrepre-

LAND AREA [CITY]



LOCAL BREWERIES [METRO]



neers talked about their businesses and their respective places of work in the city. The audience then had a chance to ask questions and share their opinion on development related to small businesses and start-ups in the Tampa Bay area.

Sample questions:

What's your opinion on various work spaces in Tampa (examples: working at home, co-share spaces, traditional brick-and-mortar work places, mobile work space)?

What space do you work in and what are the advantages and disadvantages?

LOCATION

As the name implies, UOT is associated with beer, and the combination of a favorite beer alongside your favorite urban topic has proven to be a good formula. When identifying the location for UOT, consider places that you would frequent on your own time. Do not limit yourself to bars as there are often community coffeeshouses that also serve great beers. There are several factors to consider when researching possible locations, including:

- Relevance to the topic
- Neighborhood support
- Ease of accessibility inside and out
- Family-friendly environment
- Relationship with owner/management

Relevance to Your Topic:

Keep in mind the topics planned for discussion, as they might help guide your selection of a location. If the topic is focused on design or architectural issues, it may be appropriate to select a location that offers a type of building or environment that could serve as an example. If the topic relates to college or university campuses, it may make sense to select a local college hangout spot.

Neighborhood Support:

Similar to picking a location relevant to your topic, choosing a location that has established neighborhood support can help increase audience size. Re-

search the local bars and identify the popularity of up-and-coming trendy locations. Once these locations are identified, determine which one might be the most beneficial to the success of the event.

Ease of Access, Inside and Out:

Is there ample space? Can the bar handle large crowds? Can the furniture be moved around to accommodate the audience? It is important to visualize the interior space and how UOT would play out in different configurations. Make sure the audience is comfortable and can move around the space without causing distraction. Also consider the exterior elements such as parking and traffic, as that might turn off potential attendees.

Family-Friendly Environment:

A UOT audience can include people who are not old enough to legally drink alcohol. These individuals can add an interesting dynamic to the conversation. In order to be truly open to all, it is important to make sure that the venue will admit who are underage and that it has drink options for everyone. An atmosphere that is not solely alcohol-oriented can also enhance the comfort and ability of participants to engage in the conversation.

Relationship with Owner/Management:

UOT is not just about hosting an event, it is about building relationships with local business owners who support the effort by providing a venue. Engage them early on to determine if their venue is right for UOT. The owners and management will be key to making the event successful. Oftentimes, the management team will offer the use of their equipment such as microphones and speaker systems; other times they might offer to help you set up the space. It is important to have a good working relationship with the management team to ensure a mutually successful event.

AUDIENCE AND MIC

An engaged audience is the most important element when hosting a UOT. Remember that the audience is taking time to attend this event. Respect their time, make sure to start and end as advertised, and always invite them back for the next part of the series. The em-

cee should set the tone for the event and make the rules for participating clear. Many people will have unique experiences to share about the topic, and those differences help expose participants to various views other than their own. Since everyone in the audience will not necessarily share the same feelings about the topic, it is important for the emcee to keep a neutral ground and portray the topic as an open discussion instead of as a debate.

MARKETING AND DESIGN

As with the organization of any event, marketing is the key to success. Developing an attractive, concise, and interesting marketing campaign will help ensure that people will gain interest in the event and become regular attendees.

Key Elements for Marketing:

- 1) Use UOT color scheme and brand
- 2) Schedule roll out dates for different types of marketing
- 3) Be consistent in message
- 4) Reach out to local publications, professional organizations, and the event location

The color scheme for each series should be consistent, and changes from series to series should not be significant. There should be several different forms of media being used for marketing the event. For UOT in Tampa, postcards and teaser posters are developed for each event and put on the website. Postcards typically list the dates and topics for each event in a series and allow for a quick and easy understanding of the when, where, and why of the event. The teaser should be just that - a witty one line poster that catches the eye and encourages interest in the event.

It is important to make a marketing schedule that will create a public buzz around the event. After designing the publication materials, a schedule should be made for their distribution. Having a timetable for email alerts, social media invites, and website updates can quickly overwhelm people. Each digital form of marketing has its crucial timing element. The first email should be sent out a month before the event, so people can mark





Tampa: The New Building Boom New Buildings, New City?

Pour House
At Grand Central Channelside
Tuesday, March 11, 2014

URBANISM ON TAP

An Open Mic Night about YOUR City... SERIES 3 - SPRING 2014

Urbanism on Tap is a series organized by CNU TampaBay and the Urban Charrette designed to give an opportunity for the community to engage in constructive conversations about current ideas shaping our city. The format is simple enough - We'll provoke the conversation with a quick slideshow and then start a lively dialog Open Mic style. The third series of three events is called Tampa: the New Building Boom, and focused on the challenges facing Tampa, and the influence new development will have on the growth of the city in coming years.

3.1 New Buildings, New City?

The good, the bad, the ugly

TUES. MARCH 11th, 5:30 PM

POUR HOUSE

A number of the new developments that have made their way off the drawing boards and into reality. How they are changing our city's urban landscape? What do you love? What is missing? We welcome your ideas on the challenges facing Tampa, and the influence new development will have on the growth of the city in coming years.

3.2 The Social Side

Development and communities

TUES. May 13th, 5:30 PM

POUR HOUSE

What are the ways people are affected by development? What determines where changes take place? Let's discuss how citizens can shape what happens.

3.3 Youthentrepreneurs

The new side of work/live

TUES. JULY 8th, 5:30 PM

POUR HOUSE

Can a city use development to attract new enterprises? Do traditional forms of development support new tech industries and young entrepreneurs? Come discuss the role of start-up culture in how we develop our cities.

Presented By

CNU TAMPA BAY and THE URBAN CHARRETTE

Media Sponsor: 83 Degrees Tampa Bay

www.cnutampabay.org / www.urbancharrette.org / www.83degreesmedia.com



Series 3 poster

calendars and start to schedule for it. A second teaser email is best sent out one to two weeks ahead of the event as a reminder. Having a refresher a week before the event is necessary.

Prior to each UOT event, the planning committee members should be given an area to canvas with teaser posters. With so many people using social media to keep updated with the world, creating a Facebook or Eventbrite page is not enough. Unlike physical posters that can be placed and left in one place, digital media must be consistently updated. Just as with the email, a website works best as a long term reminder.

Harnessing the power of social media is crucial to the success of UOT. At least weekly the event should appear in the news feeds of followers, and posting in the group should increase as the event approaches. This task can be done by either spreading the work among

the volunteers and having them post throughout the week, or by designating a single person who is savvy with social media to be in charge of updates. Social media should be seen as a way to keep the marketing alive by keeping the ideas going. Posting articles and events or just posing questions is a good way to keep UOT in people's news feeds.

It also helps to reach out to local media outlets to help spread the word. In Tampa, the local media group s83 Degrees and The Tampa Tribune have been helpful in spreading the word, publishing articles that were written by committee members. Reaching out to media groups should be done as soon as the plans are finalized for the event.

The UOT marketing campaign can be broken down into the following elements:

- Being consistent with design and branding
- Sending messages at times that will continually remind people without making them feel bombarded
- Keeping people talking. The more talk that continues outside of UOT, the more people will show at the event and be comfortable with stating their views.

FOLLOW-UP AND DATA

So now that the first event is completed, what are the next steps? For one event to lead into another, data can be gathered to help people see that these events build on each other. Looking at a series as a continuation is different from creating a new topic for each event. This data and feedback will also help the group figure out if they need to shift the focus of the following event to something that will increase attendance or relate more closely with the discussion.

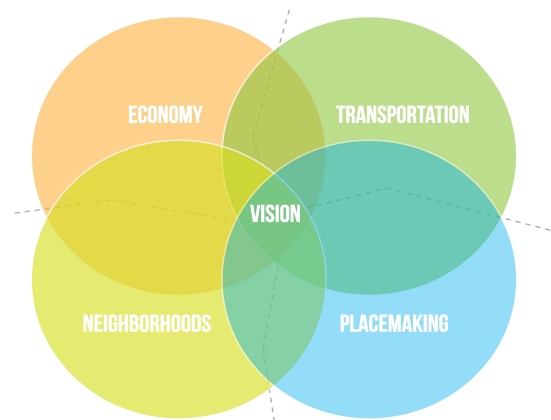
Before suggesting how the follow up should be done, a few words should be said about data. Planners and designers love to gather information - the more the better! However in today's climate, a delicate balance must be struck between this desire to gather data and the enjoyment of the event. Something to keep in mind when gathering data is that the focus of the event is not necessarily the planning and design of the topic, but the understanding and experiences gained from the audience. When doing data collection, gather only what people are comfortable with sharing. A good example is having a map with colored push pin, and asking people to mark their favorite third place. The color does not connect back to them after they place it, but collectively the data can present a powerful image about the variety of favorite locations in the city. After the event, the data can be collected from the map. This information can be used to help stoke the next discussion.

As stated above, data collection can be helpful in moving the series along. The data collection should be viewed as an ice breaker that gathers people around drawings, photos, and maps with the intent to induce conversation. When possible, avoid individual surveys that drive people to be solitary. Focus the questions so that the answers will be ones that people will want to

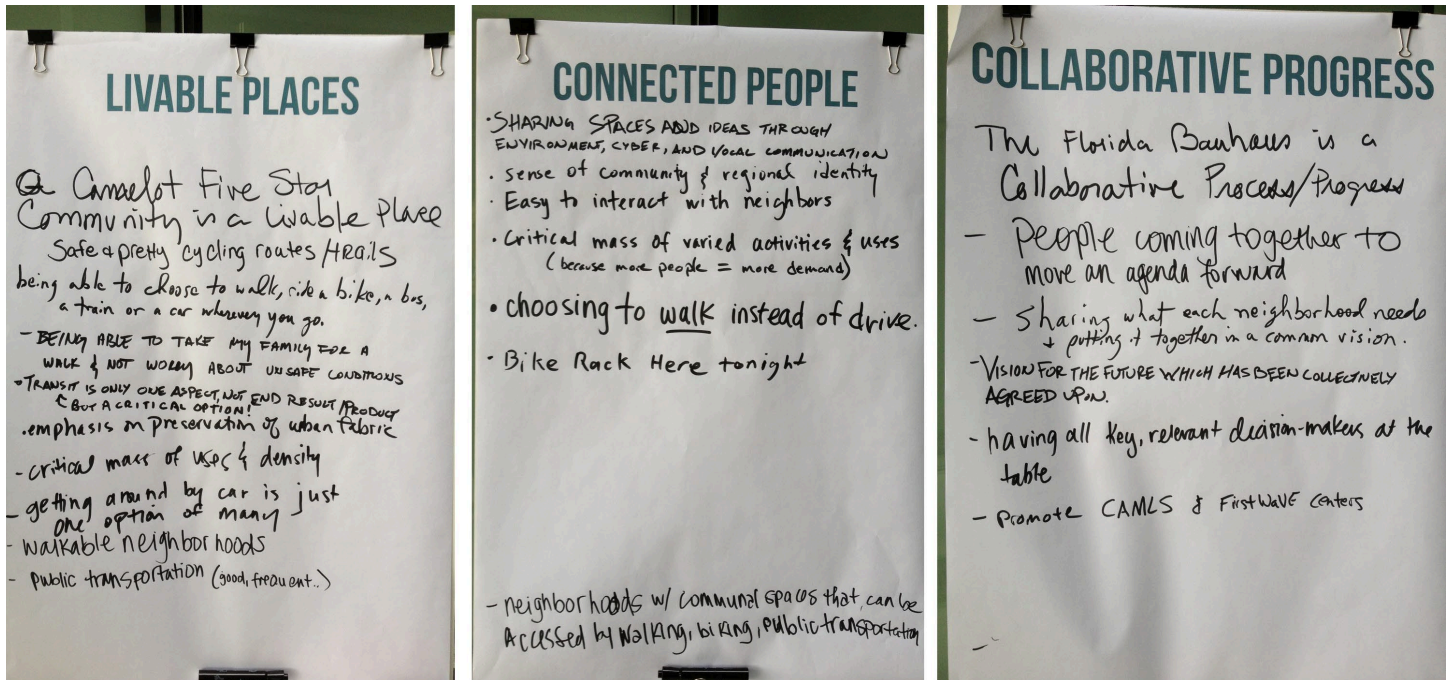
stand up and read out loud. Everything should be done with the idea in mind that some people will feel comfortable sharing details about their lives, whereas others would like to be observers. All of this data collection will be voluntary, and a committee member should be dedicated to overseeing it.

All the activities should be recorded and digitized later on. This recordkeeping allows for a library of information to be created that will allow future events to use data collected in the past for comparison. For example, the UOT group has created a map of the Tampa area with people's third places and their routes of how to get to them. It was then digitized and shown at the following event. It showed that the intensity of development was focused on the correct areas of the city, yet the connections between the areas were lacking. For the most part, people used the interstate to traverse the city, which led to the third place intensity areas being spread far across the Tampa Bay area.

WHAT YOU SAID



Series 1.3 feedback diagram



Series 1.1 participants share their vision plan priorities

Continuing the conversation after the event is over can be challenging. The natural inclination is to relax immediately after an event and wait until the planning for the following has commenced. However it is necessary after an event to post images and to thank participants and staff that supported the successful event. If there were comments made that created a great conversation, post them as well. Participants like to see that they are appreciated and that their time was spent wisely. Showing them through social media or an email is a good way to express gratitude. After the initial posting, continuing the conversation on social media should be a priority. During the weeks inbetween events, posting articles or photos that pertain to what was said at the event will keep matters fresh in the minds of participants.

The data collected should be given to one individual but reviewed by the committee. When the group reaches a consensus on what to do with the information (make a map, infographic, etc.), a designated committee member should follow through with the idea well before the presentation for the next event. Wait to post the outcome of the information until the event, but be sure that there is something to show for the next one.

SHARE YOUR CITY STORIES
@ #URBANISMONTAP
OR ON FACEBOOK

f /CNUTampaBay
cnutampbay.org

f /UrbanCharrette
connectingtampa.org

MISSING
diversity - engage a broader mix
of people
Small case, experience, not success



photo credit: Stehlik Photography

TIMELINE





Urbanism on Tap team members, Ashly Anderson & Gui Almeida

OPEN SOURCE RULES

Urbanism on Tap is more than an event or an idea – it’s a community. For the last three years, participants and leaders have constructed a place where people can have conversations about urbanism and how it affects their identity and daily lives. We invite you to use the Urbanism on Tap platform in your city to help grow this community that is centered on making our cities more livable.

A goal of Urbanism on Tap is to keep it “open source,” the idea that it belongs to and is accessible to all people. While we may have created this event, we want it to be adopted by people everywhere. However, in order to achieve the goal of making it available for everyone, we ask that you follow a few simple rules when running an Urbanism on Tap.

- Inform us that you have joined our community. Have questions? *We’re here for you.*
- Refer to your series as “Urbanism on Tap [City name here].”

- Use the Urbanism on Tap logo, unaltered in marketing and in all graphics that identify the event.
- Conduct events in a series of three – based on topics that relate to one another.
- Report back to participants information you have gathered from them in the event before.
- Each event should include the following: a friendly-family location, an open mic, and beer.

While we ask you to follow these five rules, we hope that you will continue to innovate, evolve, and strengthen the platform of Urbanism on Tap, making it relevant and instrumental in building your community.

Remember, you do not need to reinvent the wheel. Over the last three years we have gotten hosting Urbanism on Tap down to a science. Take advantage of the information in this guide, and reach out to us for support as you tweak this platform for your city and planning team.



CLOSING REMARKS

Thank you for your interest in Urbanism on Tap and your willingness to work hard to bring the concepts of urban design and planning to the people in your community.

Urbanism on Tap is a tremendously effective tool that can be adapted to your city and the needs of citizens to enable people to gain more from their communities. Through quality conversation, advocacy of civic issues, public education, and building community, every person (regardless of background) will learn to have a voice and be empowered to make change happen.

You are taking the first steps to build the critical mass that is required to create change to make our cities more livable.

Welcome to the Urbanism on Tap community, a happy hour with all-you-can-“think.”

We'll see you at “Beer Thirty.”

ACKNOWLEDGEMENTS

Congress of the New Urbanism, Tampa Bay

The Urban Charrette, Inc.

Tampa Downtown Partnership

Tindale-Oliver

83 Degrees Media

Tampa Museum of Art

Sono Cafe

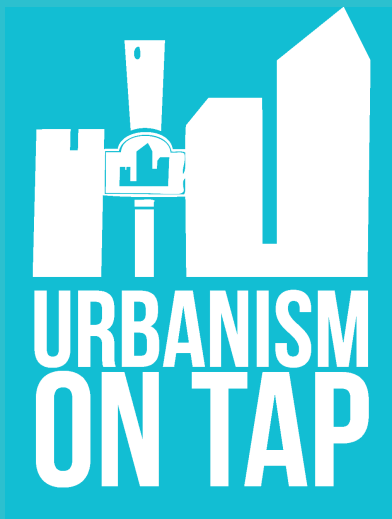
New World Brewery

Pour House Channelside

P.J. Dolan's Irish Pub

The Independent Bar & Cafe

Stehlik Photography



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