

BUILDING ONE WATERFRONT

Para los participantes hispanoparlantes: estamos ofreciendo servicios de interpretación simultánea durante el evento. Cuando se activen los canales de interpretación, van a ver un globo aparecer en la parte inferior derecha de la pantalla. Haga clic en el globo y elija el canal de español del menú desplegable. Si está usando un teléfono inteligente, haga clic en “más” (o “more” en inglés) y siga los mismos pasos.



SHELLEY SYLVA

**HEAD OF SOCIAL IMPACT
TD BANK, AMERICA'S
MOST CONVENIENT BANK**



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Where are you joining us from tonight? List your city, town or, if you're in Boston, your neighborhood / ¿Desde dónde participa usted esta noche? Liste su ciudad, pueblo o si está en Boston, su vecindario

0 2 9



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#OneWaterfront

APRIL DE SIMONE

**CO-FOUNDER & PARTNER
DESIGNING THE WE**



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WVD

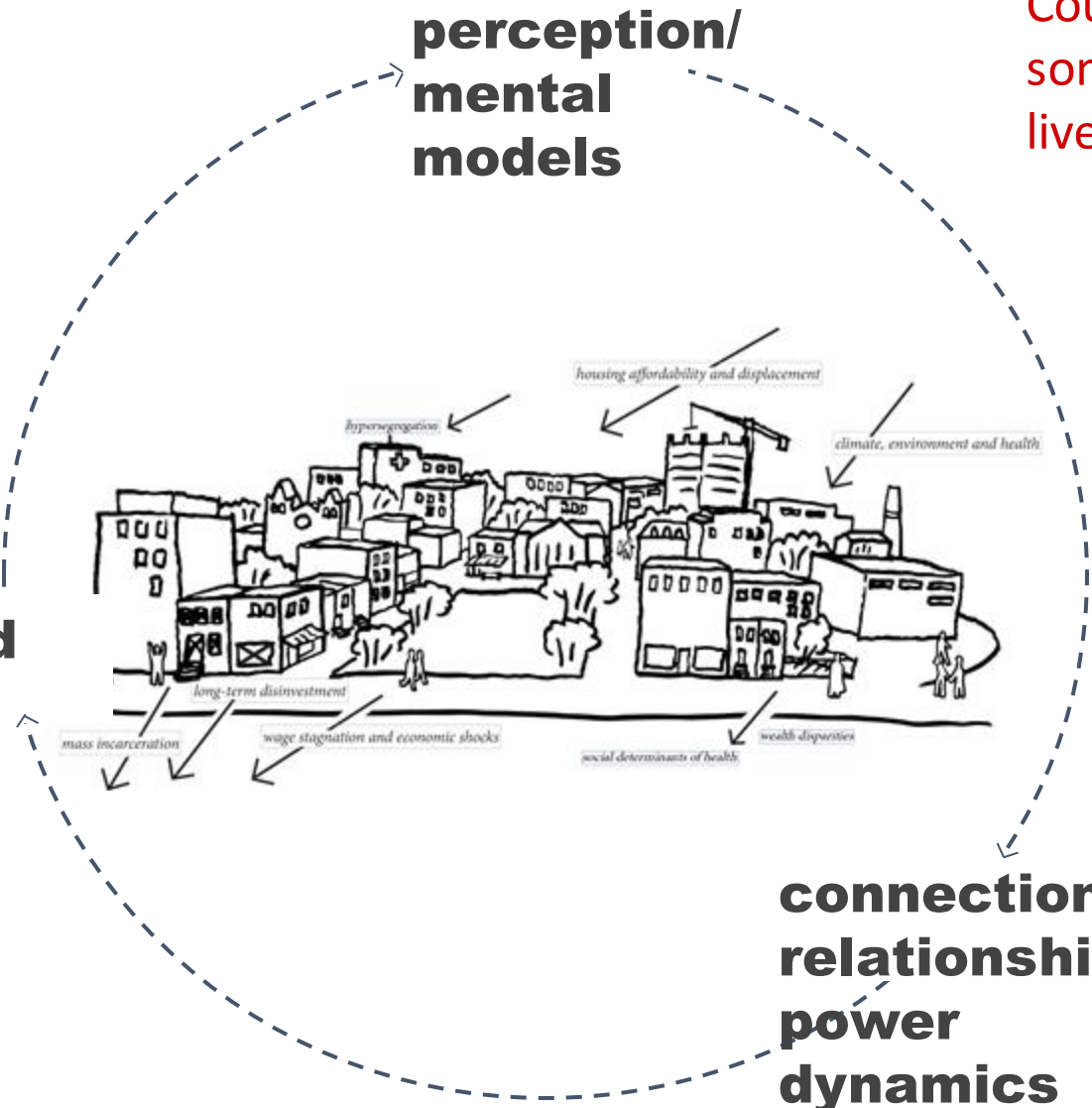


UNDERSTANDING CRISIS:

DEEP, SYSTEMIC AND ENTANGLED

How do outputs influenced by conditions of mental models, and power dynamics, form policies, practices, and investments shaping human condition within the built environment?

policy, practices, and investments



**perception/
mental
models**

**connections,
relationships and
power
dynamics**

Could the way we think about someone or something create a lived reality?

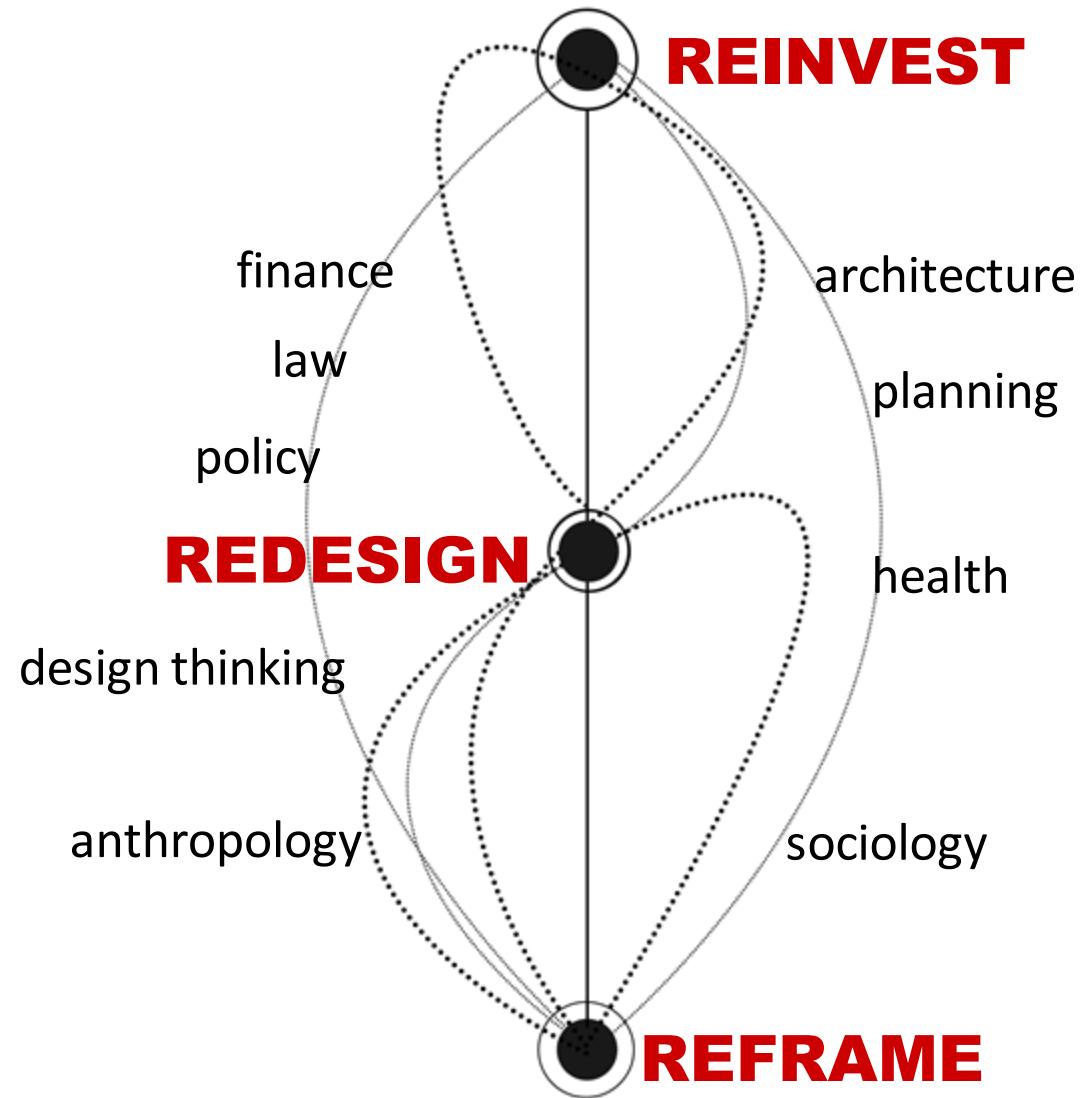
lived experience

Do systems reflect the interplay of relationships, connections, and power dynamics based on mental models?

OUR DESIGN PROCESS

Design is a way to solve deep problems by creating new systems, spaces, connections and ways of being that are both practically needed and expressive of our humanity. Design is an outcome of our intentions, and can make connecting and healing society easier or much harder.

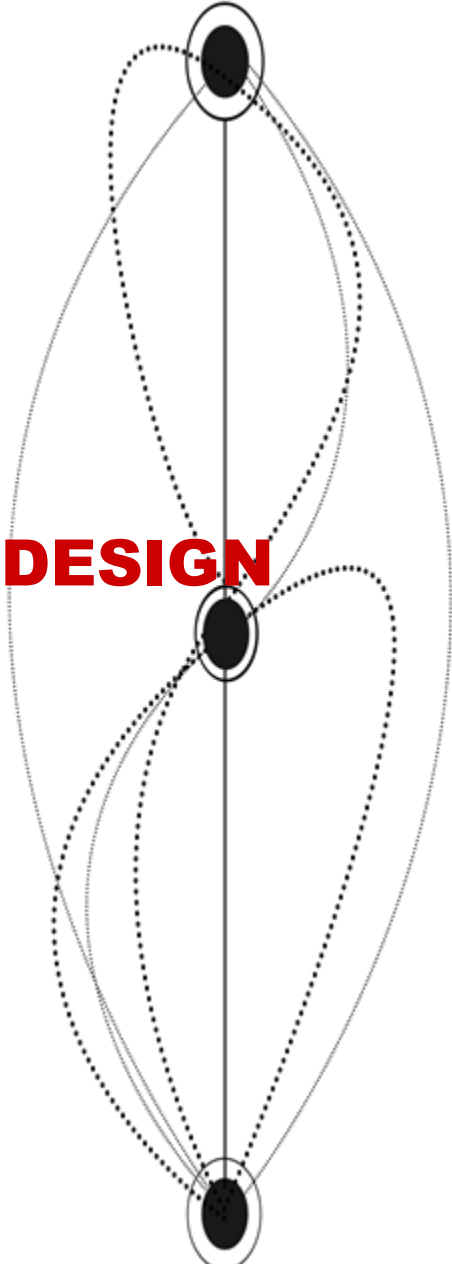
Everyone should see themselves as a designer, and more importantly that when people work together to design they can uncover insights that otherwise would not be possible alone



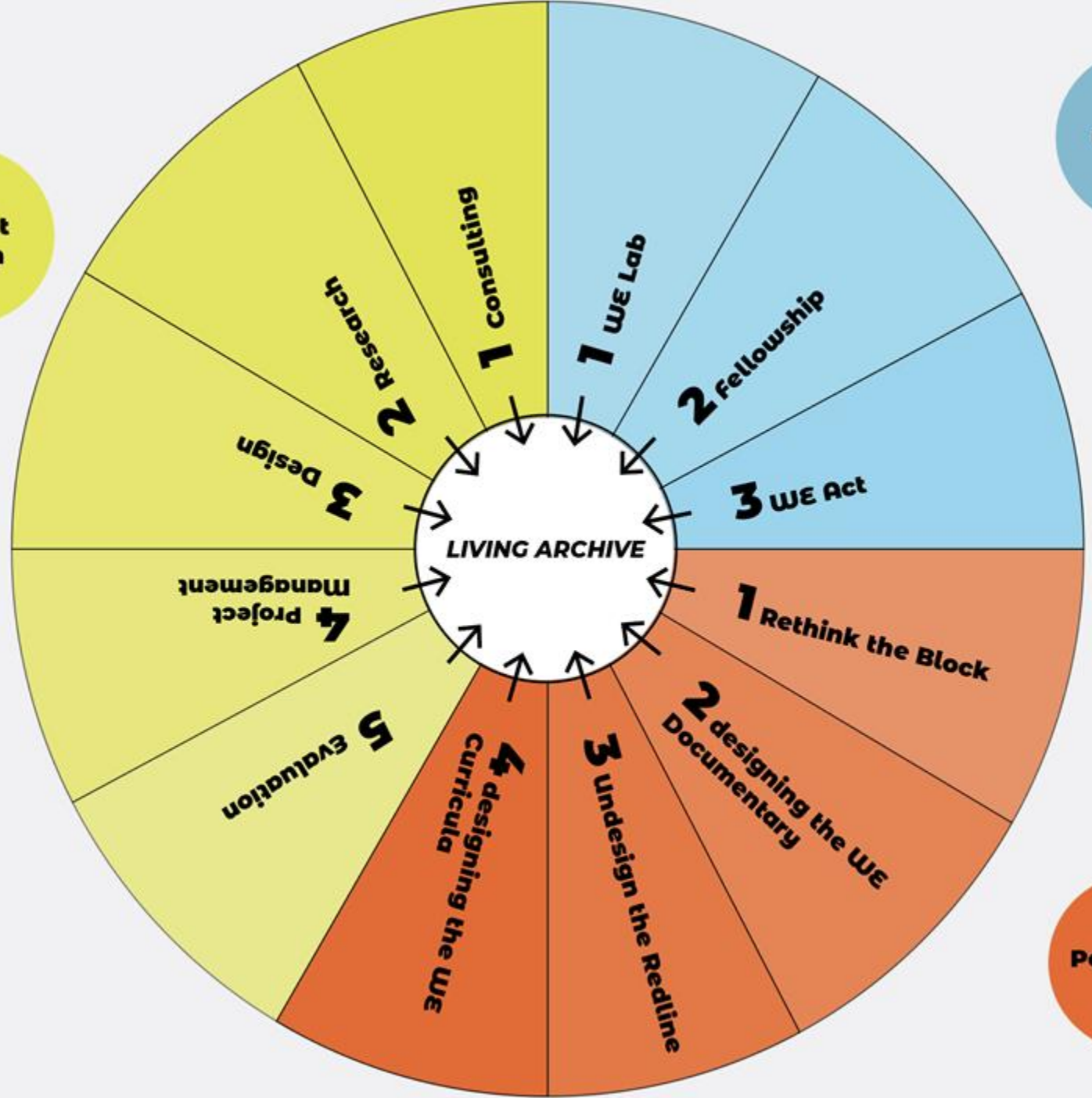
REINVEST

REDESIGN

REFRAME



**Social
Impact
Design**



WEact

Pedagogy

UN DESIGN THE RED LINE

**REDLINING IS HOW
STRUCTURAL
RACISM WAS
DESIGNED INTO
OUR CITIES. IT
HAS NEVER TRULY
BEEN UNDONE.**

By cutting off the flow of investment to communities of color, Redlining was how structural racism was designed into our cities. It shifted segregation from superstructure to infrastructure. Redlining has never truly been undone.

Undesign the Redline exposes the history of Redlining, its lingering effect, and collective actions WE can take to build a new social and economic ecosystem that breaks its destructive bounds.

WE



LAUNCHES SUMMER OF 2015

ERA 1 SEPARATE AND UNEQUAL
1800 - 1930

ERA 2 MORE SEPARATE, MORE UNEQUAL
1930 - 1960

ERA 3 STILL SEPARATE, STILL UNEQUAL
1960 - 1990

ERA 4 (HAVE WE LEARNED NOTHING?) SEPARATE AND UNEQUAL
1990 - today



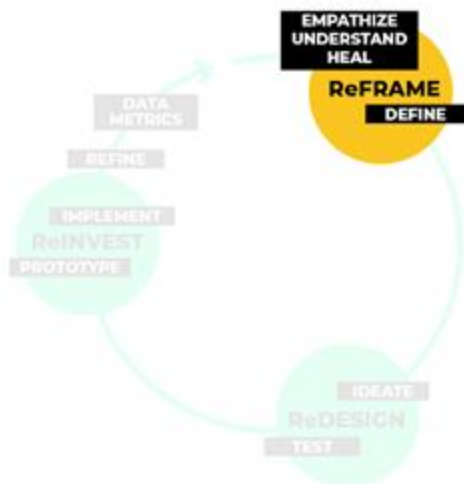
**UNTOLD STORIES
REFLECTIONS
MISSING EVENTS**



Theory of Change

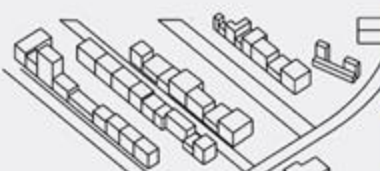
Opportunities that allow us to understand our most pressing systemic challenges in more substantial ways begins to create disruptions of dominant mental models holding systems in place. In doing so, we can reframe current narratives that have for far too long created and perpetuated conditions of dehumanization and inequity towards pathways that embrace complexity in a more informed way.

From this informed space we can begin to identify shared values systems that cultivate a more inclusive and just human condition steeped in empathy, understanding, and healing.



ReFRAME

Methodological Applications:



Contextualization

Anthropological research of policies, plans, processes and populations informs participatory design. Without understanding history, we are adrift.



Derive & Photo Study

A derive is an undirected walking exploration of an area. A photo study captures vignettes of the neighborhood. We answer the question: what's happening? Practitioners use these tools to understand the quality of daily life in a neighborhood, the experience of the people living there, the geography and architecture, and identify nodes of neighborhood networks where relationships can plug-in.



Surveying

Gathering data on community input is facilitated by these informal surveys, which allow us to look unbiased at the opinions of the neighborhood. Practitioners use surveys in conjunction with other, more in-depth forms of information gathering, like interviews. Taking informal surveys also gives us a chance to interact with neighbors, explain the project and get them involved. We can use this data as a general guide moving forward.



Informal Exchanges & Interviews

these conversations are vital to understanding and sharing the hopes, anxieties, needs and value of neighbors, business owners and youth. Practitioners use these tools to delve deeply into co-generating an understanding of the people who live in an area. These discussions are the first steps of longer relationships that can blossom as these needs and experiences are developed into opportunities in the project. The value exchanged during these interactions set a direction for what types of programs, issues and opportunities should be emphasized on the farm. People's deep concern for neighborhood young people and anxiety about their economic future was combined with a sense of hope for the future of Trenton.

Case Study: Growing Trenton

The Garden State Agrihood Project was initiated by D&R Greenway Land Trust, the Watson Institute, the Trenton Area Soup Kitchen and the City of Trenton to bring life back to an abandoned lot that was once slated to be a junkyard. Over three years, hundreds of thousands of dollars of investment have gone into remediation of the lot, as well as key infrastructure such as water and electric connections, hoop houses, facilities, gardens and site amenities. A multi-million dollar expansion of the neighboring Soup Kitchen connects the farm to kitchen facilities.

DESIGNING THE MODEL

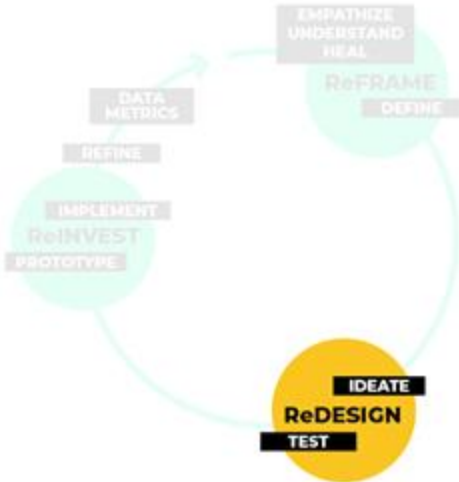
Since 2015, a collaboration led by The Watson Institute of Public Policy and designing the WE, continues to facilitate a community participatory design process to develop a long-term project vision with Trenton residents. The ongoing participatory planning process offers opportunities for leadership, teaching, and volunteering that welcomes all residents to get involved.

GROWING AN ECOSYSTEM

Most importantly, a community of farmers, volunteers and neighbors have invested their time, energy and hope into this project. They will steward the project forward, and connect it to a growing ecosystem of community-driven economic and social development. This vision drives the project, and new ideas are arising all the time from the WElab design and engagement.

Theory of Change

In order to redesign systems that reflect the value of the great WE, requires an in-depth process that visualizes how the built environment can be designed from a shared value perspective. This process allows relationships, connections, and power dynamics to be explored in ways fostering a transformative engagement with diverse stakeholders committed to systems change. Further, redesigning allows for innovation to be incorporated from a reframed perspective, looking at potential outputs that simultaneously shift dominant mental models but move beyond topical solutions to our most pressing social challenges.



ReDESIGN

Methodological Applications:



Interactive Spaces

Practitioners use this tool to insure that opportunities exist to disseminate information to a broader scope of people and organizations. Traditionally, information is shared with the expectation for people to come to a set location to obtain information. Instead, this method of activates pop-up spaces throughout various locations that brings the information to people and organizations. This is particularly important because it takes into consideration realities that often surround community involvement, including distrust and a feeling of not being welcomed to participate.



Information Mapping

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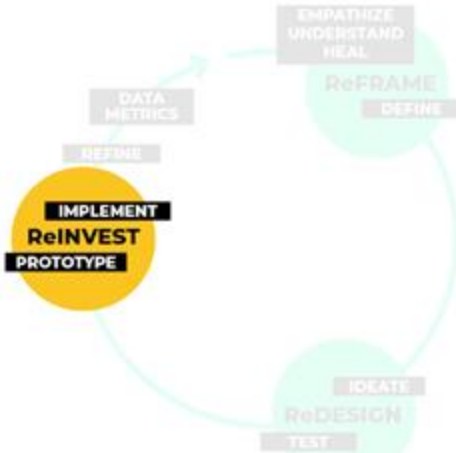


Model Visioning

What could be possible with a larger community of stakeholders envisioning the various ways they can define their place of value in using the capital city farm to make a positive difference. Practitioners use this tool to envision and develop models based on the information collected to create shared value between the various stakeholders involved in the project.

Theory of Change

Projects and opportunities vetted through engaged processes focusing on reframing and redesigning systems, creates investment pipelines seeking to move beyond siloed solutions. A process that encourages outputs within the built environment that simultaneously address a myriad of systemic challenges while reframing and redesigning a diverse paradigm offers diverse stakeholders numerous opportunities to define their value in the ecosystem of social change. This creates a stronger and more cohesive WE looking at how to effectively use resources and networks to address pervasive socio-spatial conditions that have continually reinforced a hierarchy of human value within the built environment.



ReINVEST

A Member Co-op Grocery Store Sells Healthy Food

With affordable space provided by a Community Land Trust, this type of store becomes more than a place to buy food: but a place to gather, learn and use our purchasing power to make decisions about what kind of food we want in our neighborhood. Community ownership means the profits from our grocery stay local.

Area Urban Farms Have Dedicated Buyers

Regional farms used to provide the majority of Trenton's food. With establishments like a cooperative grocery store buying regularly from these farms, they can begin to rebuild an agrarian economy. These are also spaces where the community can gather, youth can learn how to garden or about bee keeping, and we can connect better with our nutrition and health.

An Empty Factory Becomes a Home for Local Manufacturers

These kinds of companies can begin to grow, adding jobs and vitality to once-empty places. Because they are rooted in the community, they aren't a risk for moving locations. Many medium and large size companies move operations like manufacturing to maximize profit, making them unreliable sources of jobs in the long-term. "Locally grown" businesses don't run this risk.

Social Impact Investment Crosses the "Redline"

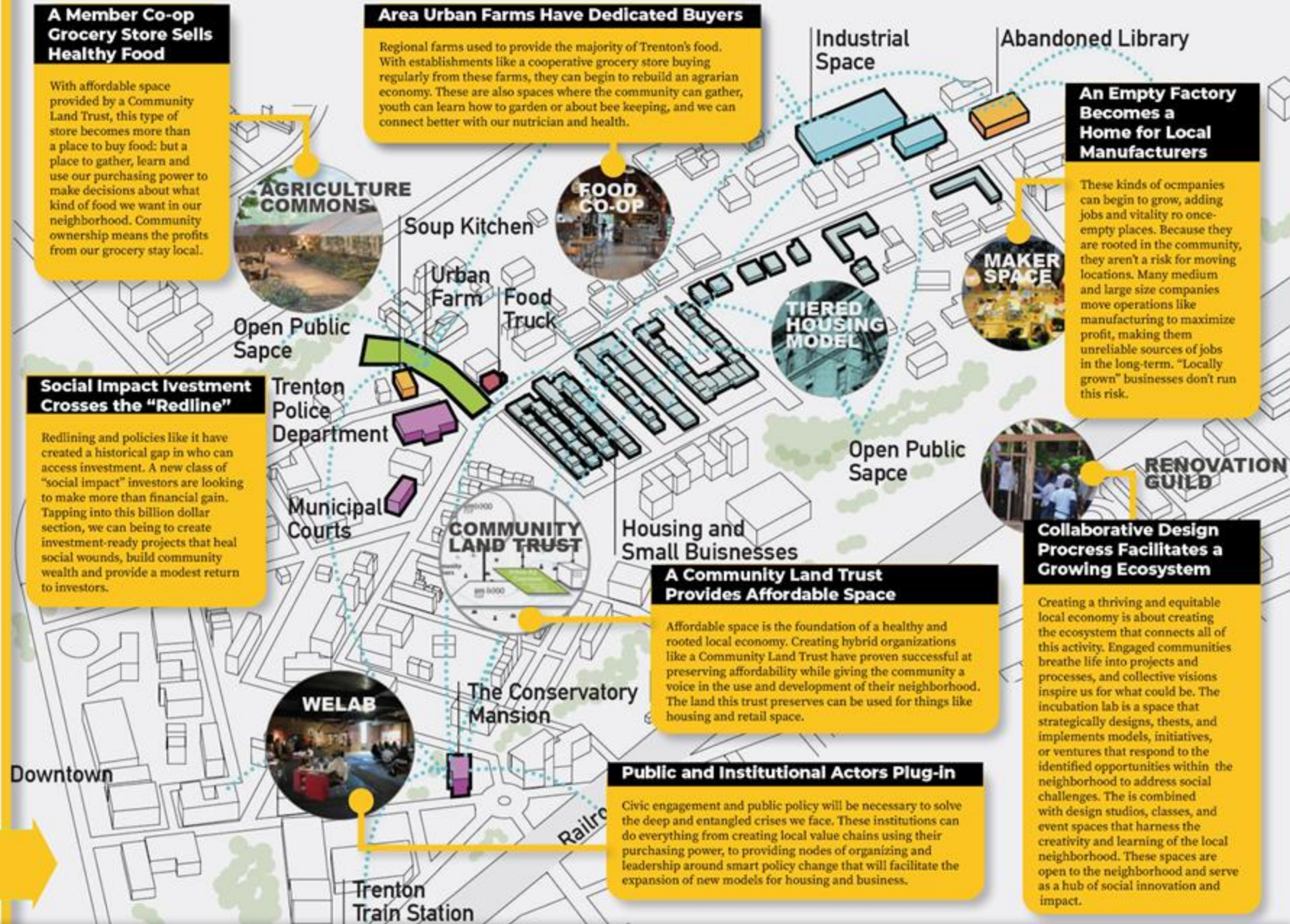
Redlining and policies like it have created a historical gap in who can access investment. A new class of "social impact" investors are looking to make more than financial gain. Tapping into this billion dollar sector, we can begin to create investment-ready projects that heal social wounds, build community wealth and provide a modest return to investors.

A Community Land Trust Provides Affordable Space

Affordable space is the foundation of a healthy and rooted local economy. Creating hybrid organizations like a Community Land Trust have proven successful at preserving affordability while giving the community a voice in the use and development of their neighborhood. The land this trust preserves can be used for things like housing and retail space.

Collaborative Design Process Facilitates a Growing Ecosystem

Creating a thriving and equitable local economy is about creating the ecosystem that connects all of this activity. Engaged communities breathe life into projects and processes, and collective visions inspire us for what could be. The incubation lab is a space that strategically designs, tests, and implements models, initiatives, or ventures that respond to the identified opportunities within the neighborhood to address social challenges. This is combined with design studios, classes, and event spaces that harness the creativity and learning of the local neighborhood. These spaces are open to the neighborhood and serve as a hub of social innovation and impact.



▶ **QUESTIONS TO CONSIDER MOVING FORWARD**

▶ How can we invest in on-going design processes within neighborhoods that seek to contextualize and use systemic racism and structural inequity as a design lens?

▶ How might we invest in design projects that have incorporated a participatory design process and equitably address human needs?

▶ Do I believe language like low-income, public housing, etc... devalues human beings and perpetuates stereotypes?

▶ How can we change language that perpetuates stereotypes?

▶ Can we create community study circles that are open up conversations that challenge dominant perceptions?

Silo thinking and working still are prevalent in spite of the mantra of partnership and joined up working does not help. Instead each discipline like highway engineering, economic development or environmental services should ask itself ‘how can what I know help make a great place and how can I adjust regulations and incentives to fit in’ rather than ‘this is my expertise, my rules and my codes’.”

-Charles Landry



April De Simone, Co-Founder
april@designingthewe.com

MAURICIO GARCIA

**CHIEF PROGRAM &
ENGAGEMENT OFFICER
FRIENDS OF THE HIGH LINE**



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HOW MANY OF US WILL BE ALIVE FOR STONEWALL 35?

HOW MANY OF US WILL BE THRIVING FOR STONEWALL 100?

HOW MANY OF US WILL BE ALIVE FOR STONEWALL 35?

HOW MANY OF US WILL BE THRIVING FOR STONEWALL 100?

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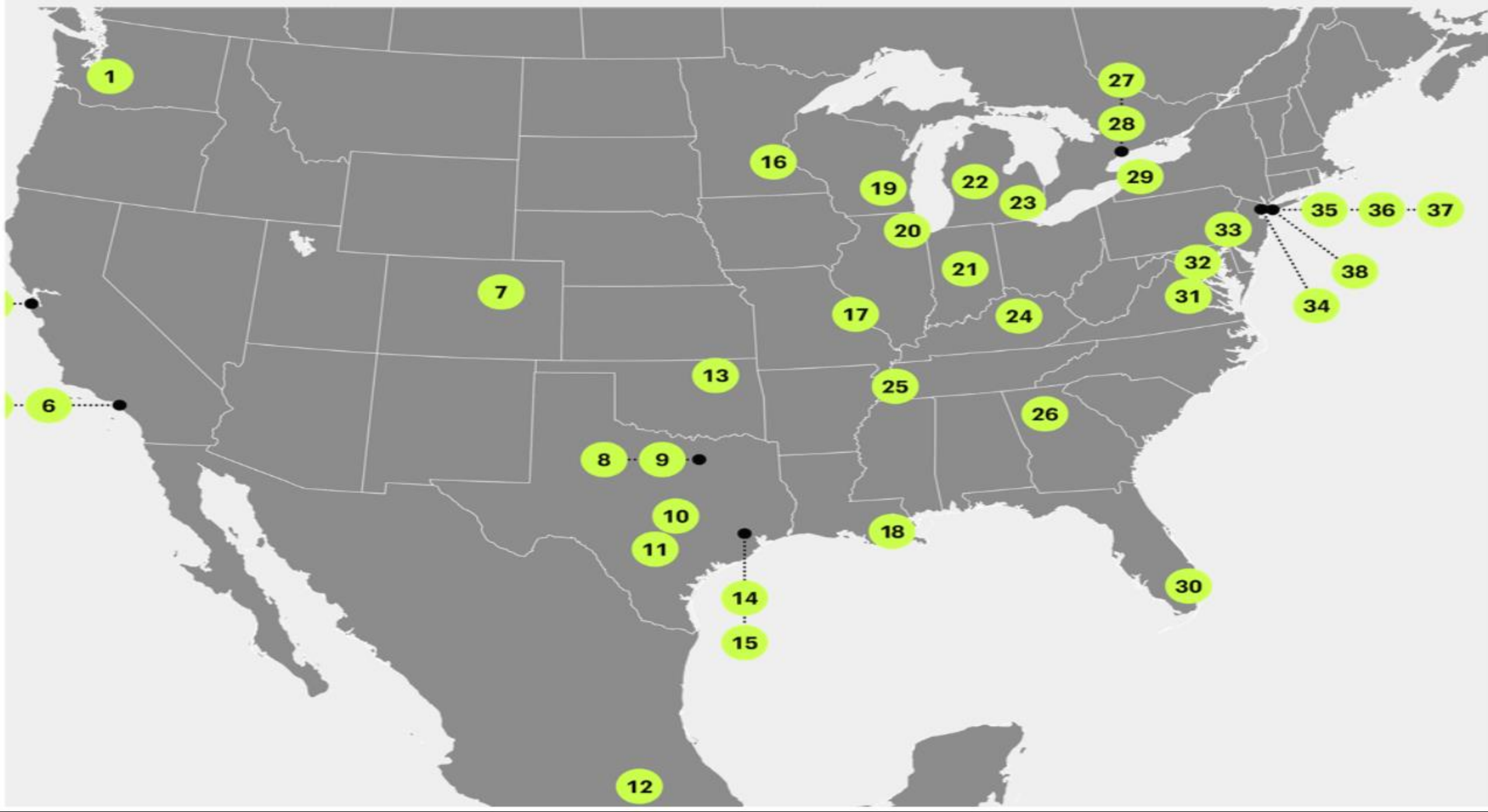
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HOW MANY OF US WILL BE THRIVING FOR STONEWALL 100?







HIGH LINE NETWORK
**ASK THE EXPERTS:
ORGANIZATIONAL
NUTS & BOLTS**

October 13, 2019
1:30 - 2:00pm
2:15 - 2:50pm
3 - 3:45pm

#HighLineNetwork

LEARNED

WHAT MORE

CONVERSATION

HIGH LINE NETWORK

H





THANK YOU

**DR. S. ATYIA
MARTIN**

**CEO & FOUNDER
ALL ACES, INC.**



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What is your reaction to this statement: People in Boston value equity / ¿Cuál su reacción ante esta frase? La gente de Boston valora la igualdad

0 2 4

Somewhat Agree / Un poco de acuerdo



Somewhat disagree / Un poco en desacuerdo



Don't know / No sabe



Strongly Agree / Completamente de acuerdo



Strongly disagree / Completamente en desacuerdo



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DISCUSSION



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 Anonymous

7 

Mauricio: What steps do you take to rebuild the trust that the High Line is for everyone/the neighborhood when it's success did lead to gentrification?

 Jenn G

6 

Dr Martin: how do we best define equity to create a greater understanding? An elevator speech—a way to include it frequently?

 Anonymous

5 

Dr. Martin--there are still so many people who refuse to face that racial inequities exist. Any tips on how to talk with them and help educate them?

 Anonymous

4 

April, can you talk more about supporting residents becoming longterm stewards of projects?What resources/grants are available to residents after projects end?

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thank you

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