BUILT: An Engagement Tool for Community Dialogue and Understanding

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Perspective

 A national survey conducted by Hart/Teeter for the Council for Excellence in Government found that 9 out of 10 respondents could readily cite examples of the "biggest problems" with government.

Only 42 percent could identify any successes.



Perspective

Kathleen E. Halvorsen "Assessing the Effects of Public Participation", 2003

Findings include that "quality participation may have short- and long-term effects on participants....exposure to high-quality participation can lead people to see a public agency as significantly (two-thirds) more responsive."



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Why Engage?

- Disseminate information
- Encourage community connection
- Build bridges
- Build trust





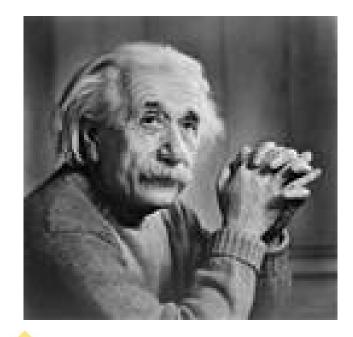
How to Engage

- Who do you invite?
- How do you invite them?
- What engagement method or methods do you use?
- How do you motivate citizens to participate?





Perspective



"We can't solve problems by using the same kind of thinking we used when we created them."



How to Engage?

Traditional methods aren't working...







Methods of Engagement

- Open Houses
- Public Meetings
- Website
- Social Media





Be a "Wedding Crasher"





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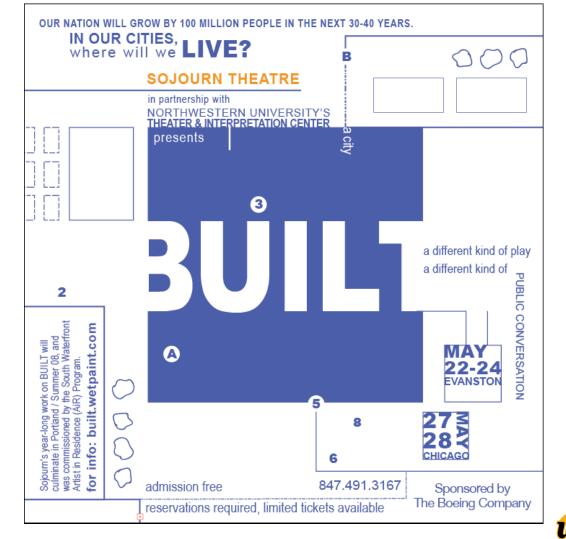
















BUILT Game



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A New Idea

- Invites participants to have meaningful dialogue about how we live together and make choices about planning communities
- Provides space to allow diverse perspectives to be seen and heard, reflected upon and analyzed in a playful and collaborative atmosphere



What is the BUILT Game?

- A Public Conversation
- Is a portable game able to be used at any citizen gathering in any municipality
- Any age, 16 106, can participate without needing any special training or expertise
- A board game that is fun and engages all participants
 - Can be used in community development and planning, community strategic planning, and community visioning



How Does It Work?

- Brings together diverse perspectives that reflects what matters most in the community
- Is able to engage a wider variety of citizens and perspectives
- Gives all participants an equal voice in expressing values in the planning process
- Simulation tool designed to identify values and priorities within a community



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What Can We Learn From BUILT?

- Identifies personal values and how those values can coexist with others
- Expands the capacity of citizens to understand and appreciate multiple perspectives
- Provides citizens an opportunity to understand and appreciate the challenges in community planning and public resource allocation



What Can We Learn...?

- Collecting citizen input can ensure effective decision-making
- Opportunity to understand the trade-offs that often need to be made
- Allows citizens to work together to develop their community and how it can be repurposed to meet needs



How Do You Play?

- Game is played in 3 rounds
- Moves players from individual "home" perspective, to "neighborhood", to "community"
- Utilizes game tiles to build a community
- Not about creating "utopia" but understanding values and seeing the possibilities of repurposing



Round 1 Overview

- Each individual makes decisions about their individual area around their home
- A time to reflect on self-interest and what is individually important





Round 2 Overview

- Expands to a neighborhood and asks individual to work with other neighbors
- It is about your home in relation to others
- Personal interests intersect or collide with others
- Individuals often must adjust their values and priorities and potentially compromise for the greater good.
- Decisions now affect others



Round 3 Overview

- Brings two neighborhoods together to build a community
- Balances home owner preferences with functionality of community
- Advocate for "community" vs. "my home"
- Moves from "my" to "we" values
- Allows reflection about what is missing and who the community serves

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