

architectural organizations
the intersection of design and advocacy


association of architectural organizations
2010 national conference

Anne-Marie Lubenau, AIA
President & CEO, Community Design Center of Pittsburgh

Tania Jarosewich, PhD
President, Censeo Group LLC



evaluation
changed the way we do business




*The **Community Design Center of Pittsburgh (CDCP)** improves the quality of life through good planning and design of the built environment. We do this by investing in strategic projects, helping individuals and communities access architecture and planning resources, and educating the public about the impact of design.*



community design
engaging people in design of their environment



vision (2015)



establish Pittsburgh as a recognized place where design of the built environment is a defining feature

technical assistance



education & engagement

cdcp

advocacy

cdcp

context

- organizational evolution
- systems investment
- evaluation project
- (strategic planning)

cdcp

evaluating community capacity to appreciate/advocate for good design

a guide to measuring advocacy and policy
Reisman, J., et.al. (2007)
for the annie e. casey foundation

cdcp

measures

- strengthened alliances
- increased base of support
- shift in expectations & behavior
- improved practices & policies

cdcp

evaluating good design

urban design and the bottom line: optimizing the return on perception
Jerke, Porter, and Lassar (2008)

places matter
<http://www.placesmatter.co.uk/>

cdcp

measures

- strengthened **alliances**
- increased **base of support**
- shift in **expectations & behavior**
- improved **practices & policies**
- higher quality **places & projects** – economic, environmental, social and cultural, visual



themes

- advocacy**
- role of **intermediaries**
- stewardship of **systems**
- influence** vs control of outcomes



civic agenda (2015)

Pittsburgh's planning and design system reflects **best practices and broad community input**



goals

- articulate** the value of planning & design
- engage** a broader community in planning & design
- foster** a high quality planning & design system



strategies

- education**
inform stakeholders about issues & solutions
- technical assistance**
build local capacity to engage
- community engagement**
foster community will & action
- system investment & monitoring**
catalyze & steward an effective system

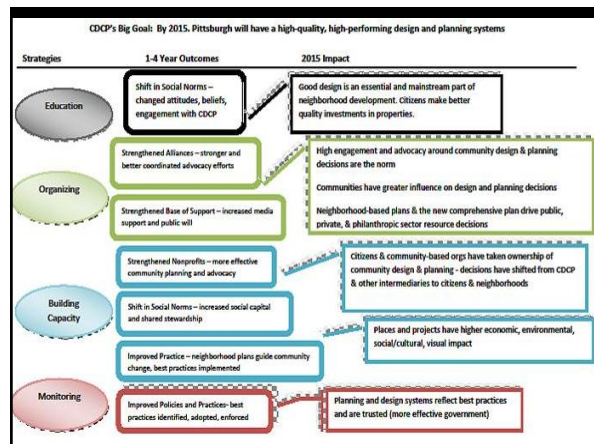


measures

- strengthened **alliances**
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- shift in **expectations & behavior**
- improved **practices & policies**
- higher quality **places & projects**



ACTIVITIES	INPUTS	OUTCOMES	2015 Vision
<ul style="list-style-type: none"> •Education •Technical Assistance •Community Engagement •System Investment & Monitoring 	<ul style="list-style-type: none"> *Staff *Funding *Sponsorships *Volunteer service providers *Consultant network *Partner program *National experts *CDCP planning, design, and communications expertise *Programs *Database *CDCP brokering role *Engagement & leadership in coalitions and community planning *Knowledge of community issues 	<ul style="list-style-type: none"> Strengthened Alliances Shift in Social Norms Strengthened Base of Support Improved Practices & Policies Higher Quality Places & Projects 	<p>Pittsburgh is recognized as a place where good design of the built environment is a defining feature.</p> <p>2015 Civic Agenda By 2015, Pittsburgh has a comprehensive plan and planning & design system that reflect best practices and broad community input.</p>



the event...

increased my understanding of how community planning and design decisions impact my quality of life
agree

increased my understanding of strategies to influence community planning and design decisions
agree

inspired me to get involved in community planning and design processes in my neighborhood or the city
neutral

the consultation will increase my understanding of...

ways in which renovation could improve and maintain the market value of my property
96% agree

how to improve energy efficiency or use sustainable and green design principles in my renovation
76% agree

how to renovate with sensitivity to context, high-quality materials and existing design features
84% agree

would you recommend this event to a friend or family member?
99% yes

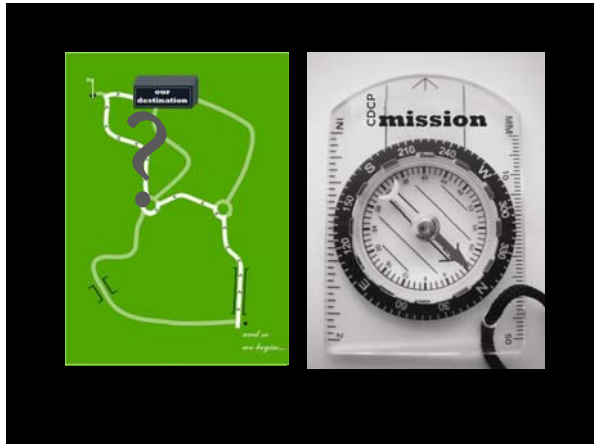
did you see parts of pittsburgh today for the first time?
65% yes

what did you see today that you'd like to visit again?

- 47% neighborhood
- 44% riverfront trail
- 36% bike route

opportunities & challenges

- organizational buy-in
- return on investment (ROI)
- measuring collaborative work
- community/shared agenda, goals & outcomes
- availability of public data
- balancing data with storytelling



Tania Jarosewich, PhD
President, Censeo Group
Tania@CenseoGroup.com
7558

Anne-Marie Lubenau, AIA
President & CEO
Community Design Center of Pittsburgh
alubenu@cdcp.org
(412) 391-4144

