

# re-thinking engagement

using tactical design to engage  
communities and tackle  
wicked problems

liz ogbu

cca scholar in residence

designer | urbanist | social innovation strategist



An **Expert Citizen** is an individual trained (or with experience) in a specific discipline.







An **Expert Citizen** is an individual trained (or with experience) in a specific discipline.

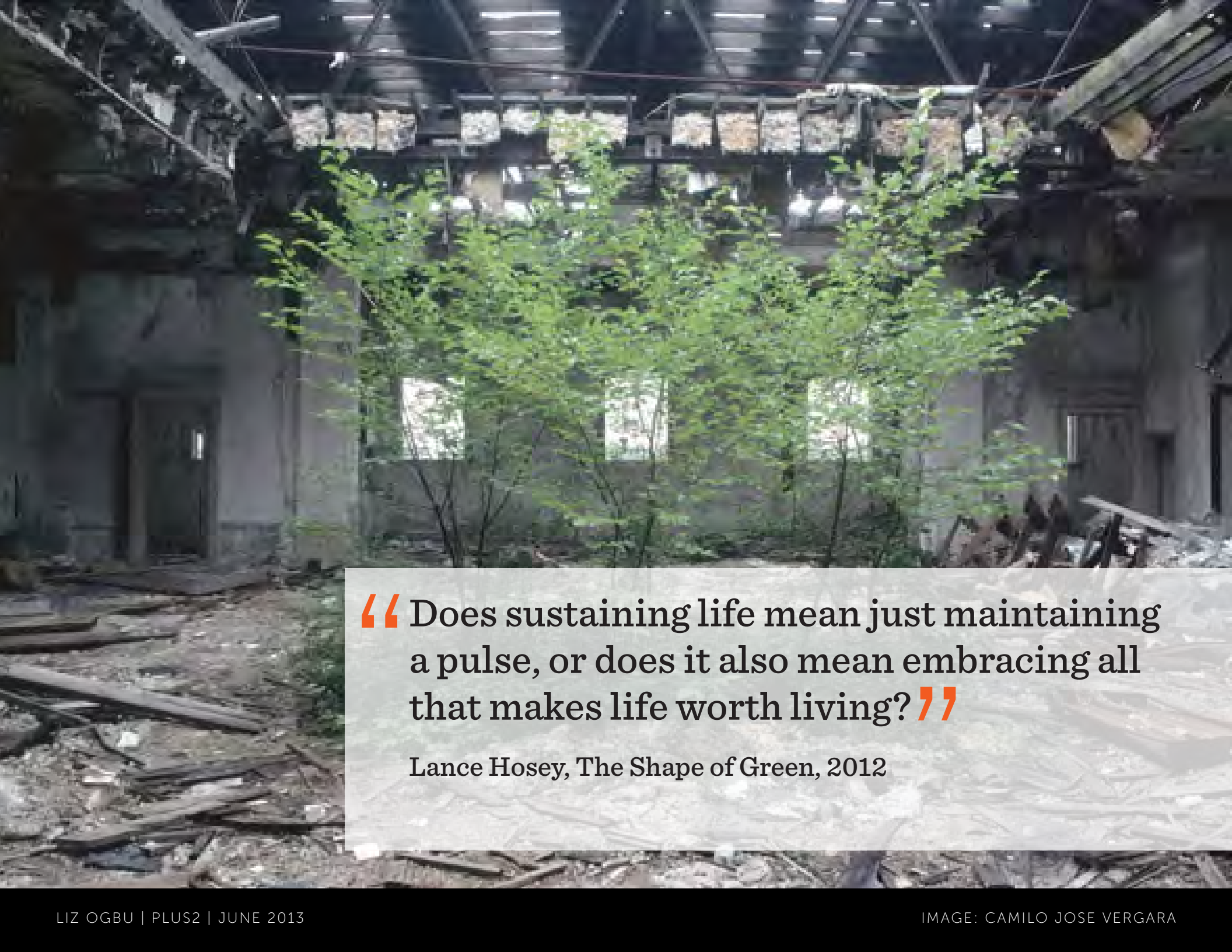
A **Citizen Expert** is an individual armed with the experience of living or working in a specific community.





“ Meeting the needs of the present without compromising the ability of future generations to meet their needs. ”

United Nations, The Bruntland Report, 1987



“ Does sustaining life mean just maintaining a pulse, or does it also mean embracing all that makes life worth living? ”

Lance Hosey, *The Shape of Green*, 2012

# ideas for engagement

# 1) start with people















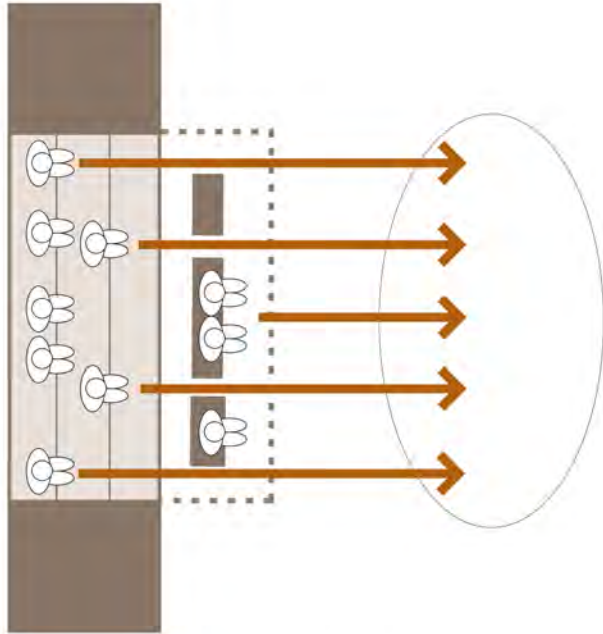




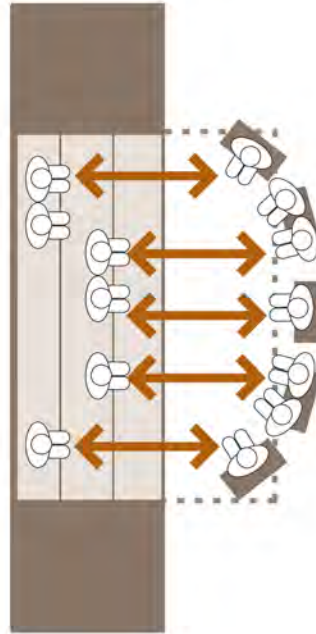
## 2) practice humble expertise



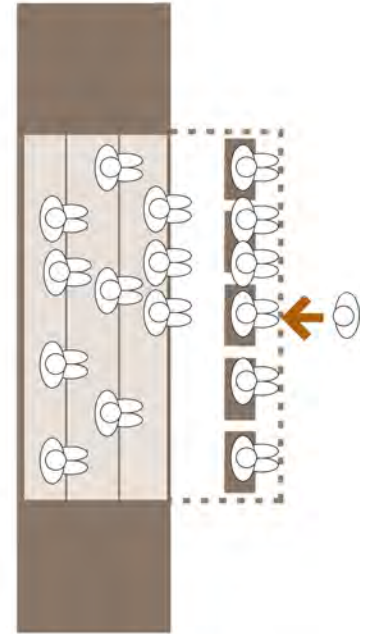




Employment Center

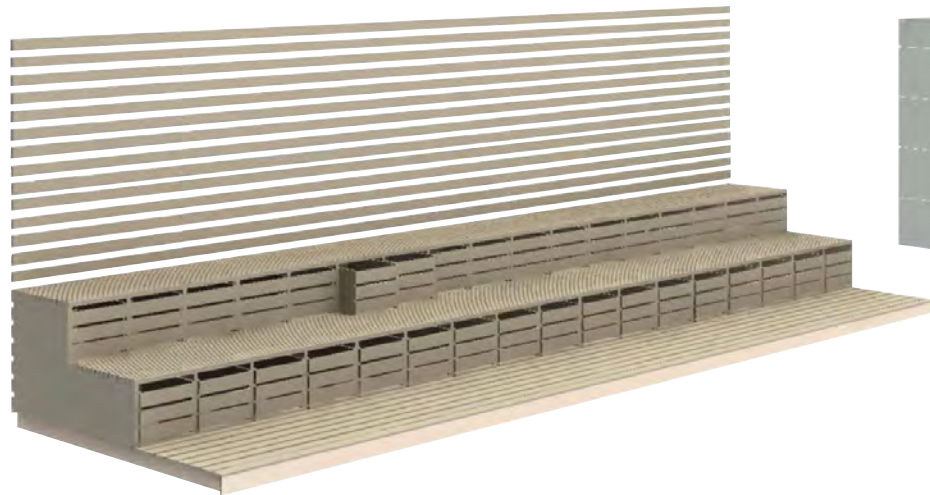
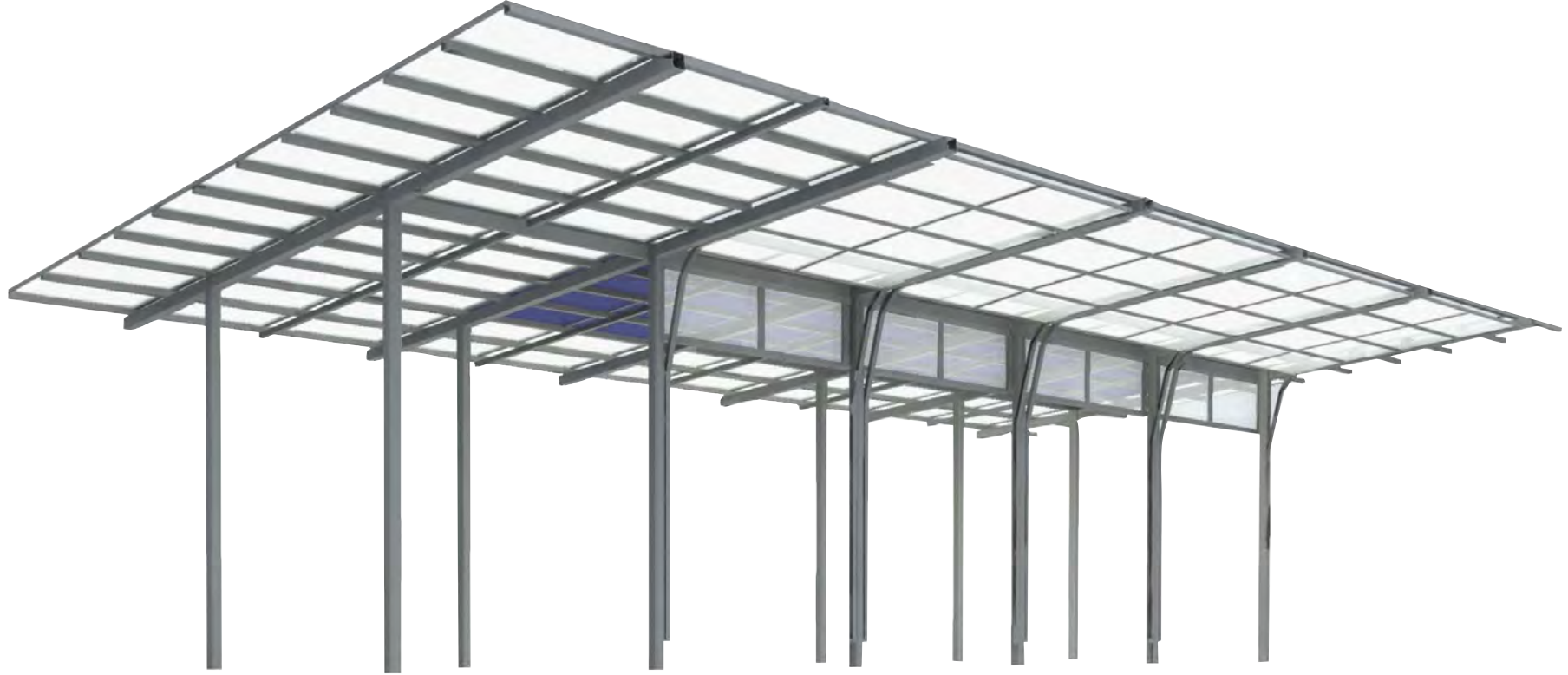


Meeting Space



Classroom









# 3) consider every touchpoint

## CIVIC ENGAGEMENT TACTICS

COMMUNITY CONVERSATIONS 1



COMMUNITY CONVERSATIONS 2



DETROIT 24/7 ROAMING IPAD STATION



HOMEBASE



OPEN HOUSES



ROAD SHOW EVENT



ROAMING TABLE



WORKING SESSIONS



YOUTH ENGAGEMENT







**I WISH THIS WAS**

**A  
FARMERS  
MARKET**

[www.iwishthiswas.com](http://www.iwishthiswas.com)



# 4) reframe the problem



## Mexicano: Conoce tus Derechos



Embajada General de México

San Diego

1545 India Street  
San Diego, CA 92101

Sección de Protección  
(619) 231-6634 & 231-1847

Free (877) 231-4602

### U.S. AUTHORITIES

According to international agreements signed by the United States of America, must inform ALL detained Mexican Nationals about their right to communicate with their Consulate. Failure to grant this right constitutes a violation of international law.











# 5) build to engage





































- 1) start with people
- 2) practice humble expertise
- 3) consider every touchpoint
- 4) reframe the problem
- 5) build to engage

# thanks!

@lizogbu  
hello@lizogbu.com  
www.lizogbu.com