



# *Find your Spot: Youth Involvement in Teen-Friendly Places PLACE Program 2015*



# Introduction

---

PLACE Program 2015

How do we...

- Involve youth in public planning?
  - Best practices
- Engage youth in public spaces?
  - A tool for youth



# *Context + Opportunity*

---

Equity &  
Involvement



# Methodology

---

## Best Practices List



- Identified trends in public spaces popular with youth
- Created a survey to assess youth engagement worldwide
- Interviewed experts in urban planning and youth involvement

# Methodology

---

## App Development

- Analyzed youth engagement in rating apps
- Created a survey to identify user needs
- Interviewed experts in app design and marketing



# Findings

---

## Best Practices

1. How to engage youth in public spaces
2. How to communicate with youth
  - a. youth agency
  - b. online
  - c. social media
3. How youth utilize public spaces
4. What youth like in public spaces

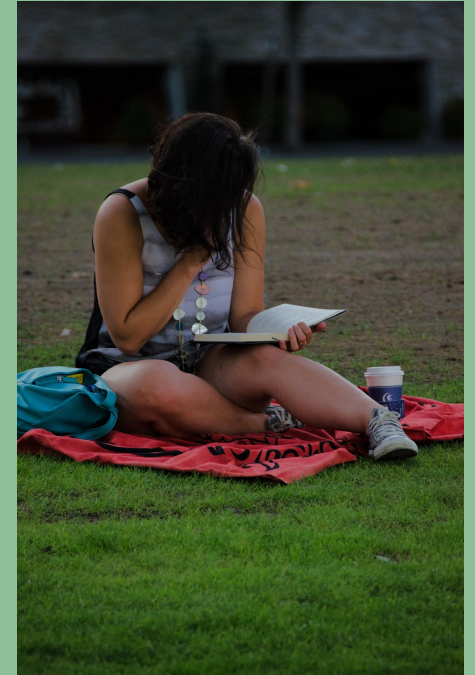


# Recommendations

---

## Youth Involvement

- Create a Youth Led Commission
- Promote youth involvement within the Commission
- Recruit diversity
- Collaborate with non-profits, schools, communities, etc.
- Challenge stigmas around youth involvement



# Recommendations

---

## Youth Space Design

- Food
- Free wifi
- Safe
- Well-maintained
- Accessible
- Multi-purposed settings



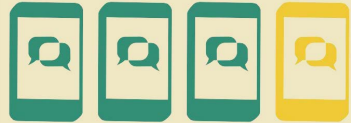


# Findings

## Youth Involvement Tool

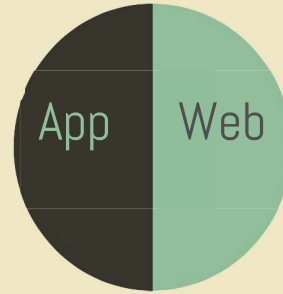


92% of teens go online

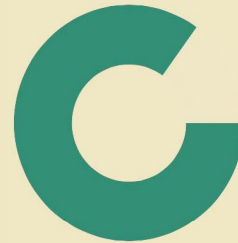


3 out of 4 US Teens have access to a Smartphone

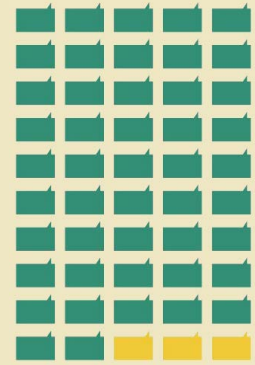
**Surveys**



**Stats**



85% want free service



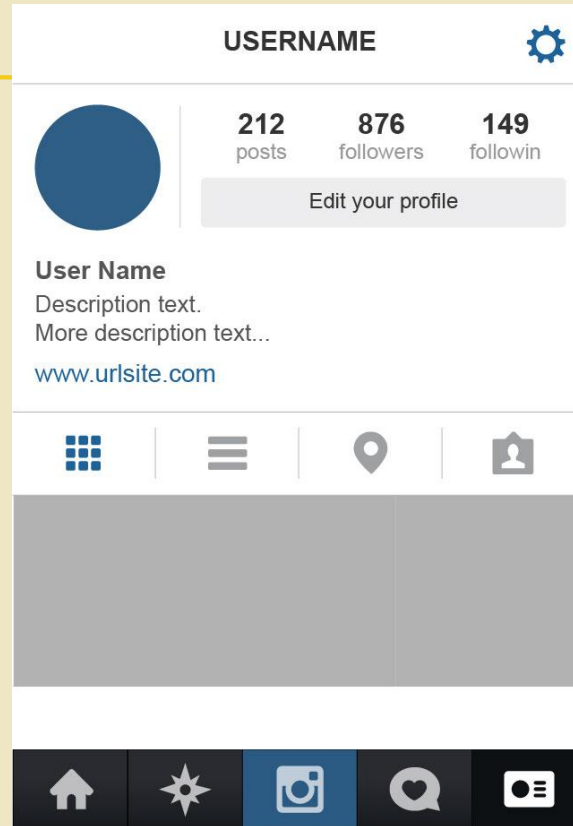
94% find spots by asking friends



65% want photo sharing

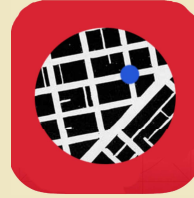
# Findings

## Case Study Apps



# Recommendations

---

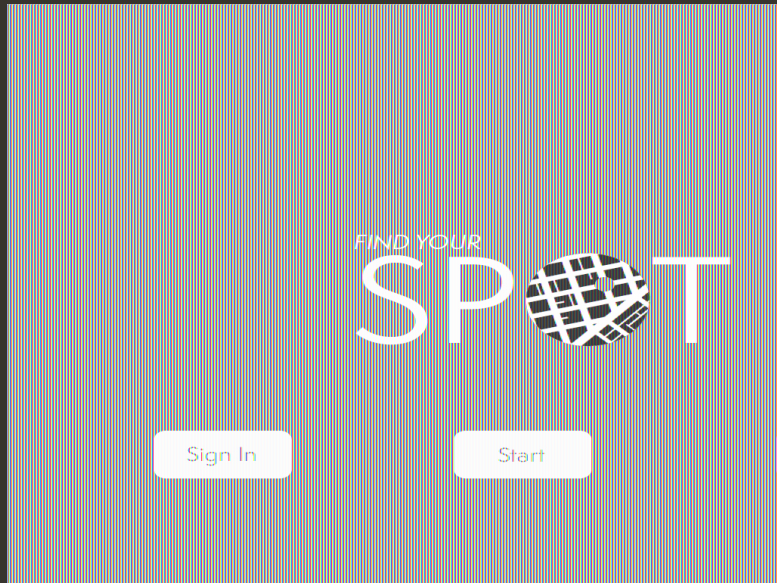


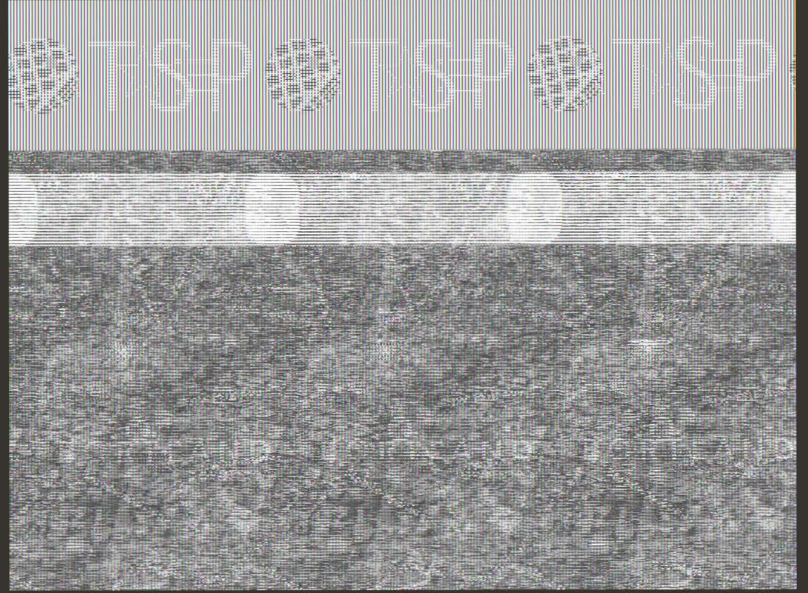
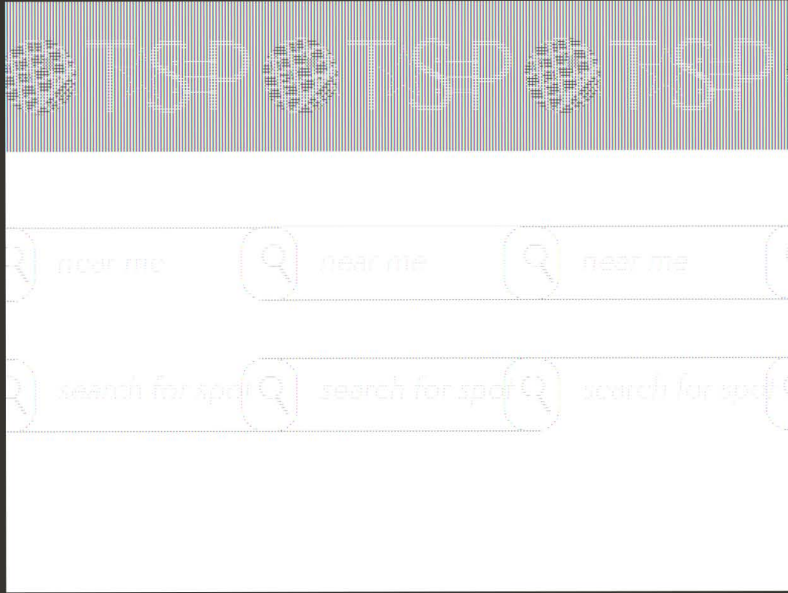
## Youth Involvement Tool

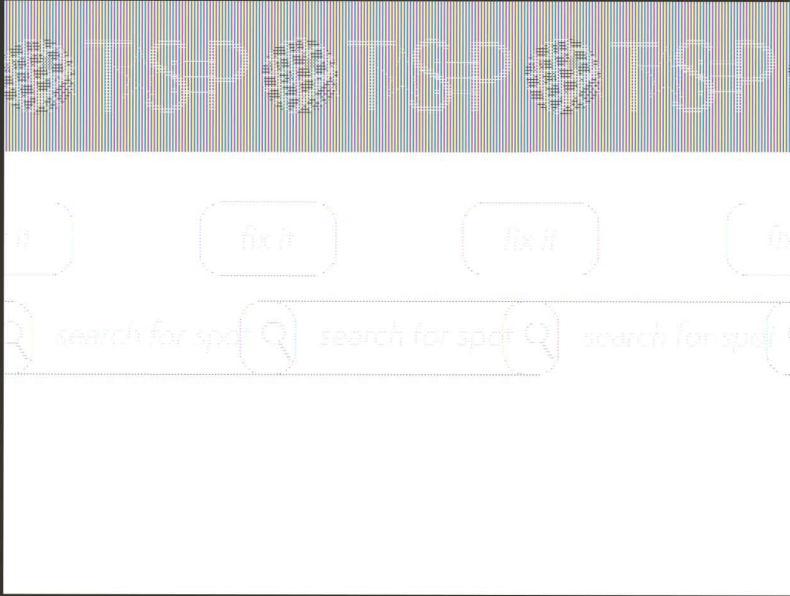
- App and website
- Spot: What's the goal?
- How is this youth specific?
- Starts with youth reviews/data
- Urban planners make change



# The Spot Website









# Marketing

---



1. Brainstormed based on survey data/research
2. Looked at case studies and performed interviews
3. Made three-month timeline
4. Mock-ups of advertisements, etc.
5. Completed marketing plan that summarized findings



# Marketing

---

## User Profiles

### **Adult profile (Best Practices): Jack Smith**

DOB: 1/7/1985 (30 years old)

Education: University of California Berkeley Architecture School

Profession: Architect at Waterleaf Architecture, LLC in Portland, OR

Personal Life: Married

### **Youth profile (App): Sara Johnson**

DOB: 9/16/98 (16 years old)

Education: Attends high school in Portland, Oregon (Rising Junior)

Personal life:

- Has lived in Portland her whole life
- Plays Varsity soccer during the fall
- Enjoys spending time downtown with her friends



# Marketing

## Three Month App Timeline

Weeks 1-2  
Push Social Media  
and start Spot Blog



Weeks 3-4  
Release Marketing  
Video



Weeks 5-6  
Interview Teens  
using Spot



Weeks 7-8  
Host Spot release  
event for teens



Weeks 9-10  
Roll out "Spot of the  
Week" on Social



Weeks 11-12+  
Maintain regular  
blog posts



# Marketing

## Three Month Best Practices Timeline

Weeks 1-2  
Visit Designer  
Conventions



Weeks 3-4  
Press Release



Weeks 5-6  
Host Showroom  
Event



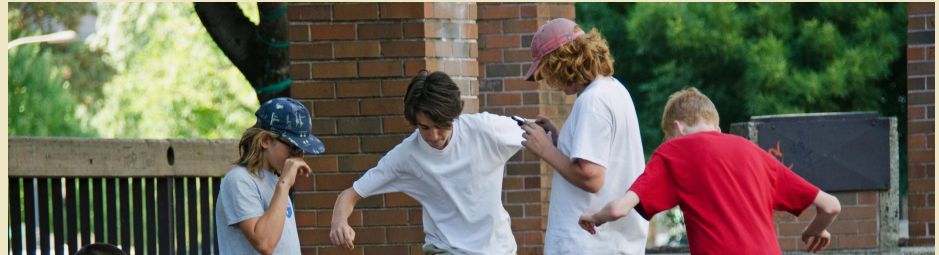
Weeks 7-8  
Release Best  
Practices



Weeks 9-10  
Update Website



Weeks 11-12+  
Meet with International  
designers



# Marketing

---

## Logo and QR Code Poster



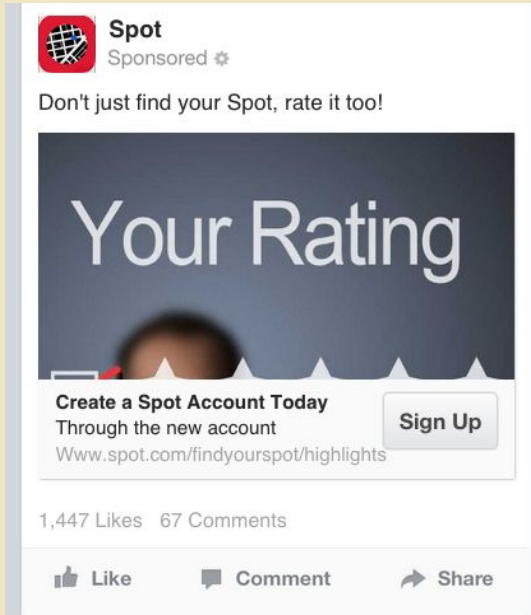
Do you like hanging out here?  
Scan the QR code below!



Using **Spot**, an app for youth, you  
can rate and find spots around your  
city.

# Marketing

## Social Media Promotion and App Store



Spot  
Sponsored

Don't just find your Spot, rate it too!

Your Rating

Create a Spot Account Today  
Through the new account

Sign Up

www.spot.com/findyourspot/highlights

1,447 Likes 67 Comments

Like Comment Share



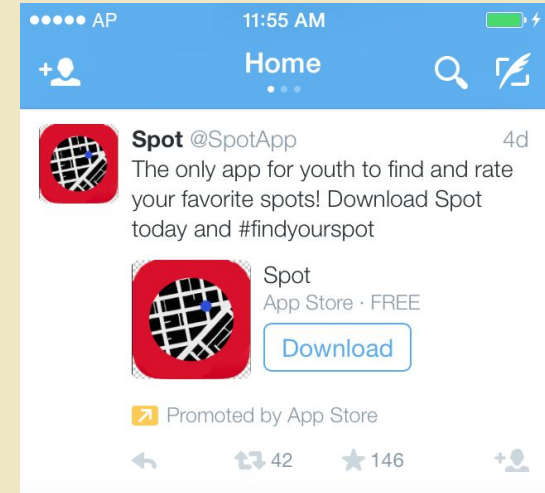
Spot  
Sponsored

Top Rated Spot of the Week: Couch Park



1,447 Likes 67 Comments

Like Comment Share



AP 11:55 AM

Home

Spot @SpotApp 4d

The only app for youth to find and rate your favorite spots! Download Spot today and #findyourspot

Spot  
App Store · FREE

Download

Promoted by App Store

42 146



# Marketing

## Release Party and Advertising



*Join Us!*

SPOT RELEASE PARTY

HOST: SPOT TEAM 555-555-5555

WHEN: MONDAY, AUGUST 10TH AT 4.00 PM

WHERE: WALLACE CITY PARK  
PORTLAND, OR 97210



Just #Spotit

Introducing **SPOT**: The new app for youth ages 13-22 that rates public spaces

Find the perfect spot to hang out!

Choose from parks, malls, cafes, and more!

Find us on the app store!

# Conclusion

---

## The Future

This plan has can make the city of Portland a front runner in youth engagement and agency.

- **Provide practical solutions**

  - Empower

  - Give

- **Preserve distinctive places**

  - Improve

  - Create

- Youth leading

[www.ilovethisplacepx.org](http://www.ilovethisplacepx.org)



It is only those who take  
action that truly make a  
change worth noting.



*Thank You!*



**PLACE**

# Conclusion

---

## The Future

This plan has can make the city of Portland a front runner in youth engagement and agency.

- **Provide practical solutions**

  - Empower

  - Give

- **Preserve distinctive places**

  - Improve

  - Create

- Youth leading

[www.ilovethisplacepx.org](http://www.ilovethisplacepx.org)



It is only those who take  
action that truly make a  
change worth noting.

*Thank You!*



**PLACE**