



IMAGINE PUBLIC SPACES

PROJECT REPORT

IMAGINE



IMAGINE **PUBLIC SPACES**

P R O J E C T R E P O R T

PROJECT OVERVIEW

Imagine: Public Spaces was conceived and planned in partnership between Imagine Creative Services and the City of San Diego Planning Department. The purpose of the project was to develop and implement new means of public outreach and engagement to inform and gather input for the upcoming Build Better SD initiative. Three historically underserved communities of San Diego were selected for engagement: City Heights, Southeast San Diego, and South San Diego. A series of events were planned in each of these communities to create new channels of communication between the City and residents. In addition to the events, a variety of other creative strategies, including a poster campaign, family and friend interviews, storytelling and poetry, an online survey, and a video documentary were implemented to expand the impact of the outreach and increase engagement in the initiative process.

REPORT PREPARED BY:

IMAGINE

Imagine Creative Services LLC
www.imaginebravespaces.com
hello@imaginebravespaces
(619) 894-6444

(02/28/22)

PROJECT TIMELINE & MILESTONES



NOTE: See end of document for links to referenced content and samples of digital design files.

2 Feb 2022

Location: Hoover High School

Group: 11th grade, Social Justice Academy, American Literature/ Critical Thinking and Social Change

Number of participants: 22

Deliverables

- 90-minute workshop- education, creative community cultivation, City of San Diego Planning Department visit, photo/video
- Students noted their favorite locations in City Heights
- Students generated writings to share feelings, perceptions and sensory experiences of their community
- Imagine created a Community Poem directly from above writings

Location: San Ysidro High School

Group: 9-12th grade Theater Class

Number of participants: 33

Deliverables

- 2-hour workshop- education, creative community cultivation, City of San Diego Planning Department visit, photo/video
- Students generated writings to share feelings, perceptions and sensory experiences of their community
- Students noted their favorite locations in San Ysidro

4 Feb 2022

Location: Hoover High School

Group: 11th grade, Social Justice Academy, American Literature/ Critical Thinking and Social Change

Number of participants: 24

Deliverables

- 90-minute workshop- education, creative community cultivation
- Students photographed for the promotional poster
- Students shared input about the things they want to see in various public spaces in City Heights
- Students completed a homework assignment researching public spaces in other cities. They described the things they saw in other cities that they appreciated and want to see in San Diego

7 Feb 2022

Location: Morse HS

Groups: Five 9-12th grade Culinary Arts and Tourism & Hospitality classes

Number of participants: 150

Deliverables

- Five 50-minute workshops- education, creative community cultivation, City of San Diego Planning Department visit, photo/video (included on the poster and film)
- Students noted their favorite locations in Southeast San Diego
- Students shared input about the things they want to see in various public spaces in Southeast San Diego



8 Feb 2022

Location: Hoover High School

Group: 11th grade, Social Justice Academy American Literature/ Critical Thinking and Social Change

Number of participants: 20

Deliverables

- 90-minute workshop- education, creative community cultivation
- Students interviewed for the short documentary film
- Students organized ideas for how to participate in the poster campaign in their school and community
- Students edited and completed voice interviews they conducted in the community as a homework assignment

Location: San Ysidro High School

Group: 9-12th grade Theater Class

Number of participants: 33

Deliverables

- 2 hour workshop- education, creative community cultivation, education on Interview Theater
- Students created and performed a community poem sharing their experience of San Ysidro community
- Students shared input about the things they want to see in various public spaces in San Ysidro

12 Feb 2022

Location: Ocean Discovery Institute

Group: City Heights Intergenerational Community Event (children- adults)

Number of participants: 20

Deliverables

- 2.5 hour workshop incl. education, creative community cultivation, City of San Diego Planning Department visit, photo/video

- Community shared input about the things they want to see in various public spaces in City Heights
- Video interviews (included in the film)

15 Feb 2022

Location: San Ysidro High

Group: 9-12th grade Theater Class

Number of participants: 33

Deliverables

- 2 hour workshop- education, creative community cultivation
- Students organized ideas for how to participate in the poster campaign in their school and community
- Students edited and completed interviews they conducted toward the development of interview theater monologues
- Students voice recorded for the short documentary voiceover (included in voiceover of the film)
- Students photographed for the poster (included in the poster)
- Students video interviewed for the short documentary film (included in the film)



24 Feb 2022

Deliverables

- Poster and postcard designs with original photos complete and requested for print.



25 Feb 2022

Location: San Ysidro Library

Group: San Ysidro Intergenerational Community Event (All adults)

Number of participants: 11

Deliverables

- 2.5 hour workshop- education, creative community cultivation, City of San Diego Planning Department visit, photo/video
- Community shared input about the things they want to see in various public spaces in San Ysidro
- Video interviews (included in the film)

26 Feb 2022

Location: Skyline Library / Southeast Community Event

Group: Southeast San Diego Intergenerational Community Event (All adults)

Number of participants: 20

Deliverables

- 2.5 hour workshop- education, creative community cultivation, City of San Diego Planning Department visit, photo/video
- Community shared input about the things they want to see in various public spaces in Southeast San Diego
- Video interviews (included in the film)

Additional/"Behind the Scenes"

December- February:

- Original curriculum and presentation design for all Imagine Public Spaces Workshops
- Setting up and facilitating in-school Imagine Public Spaces Workshops
- Graphic design of print/social media materials for event promotion and to increase survey engagement
- Training and providing Imagine team support for events and workshops
- Providing Spanish translation in intergenerational events
- Co-producing community events in partnership with the City of San Diego Planning department

February:

- Capturing original photo and video b-roll
- Finalize poster and postcard



Upcoming

March 1-15

- Work with a local musician from South San Diego to create original video score
- Finalize video

Additional Support outside of originally proposed scope of work:

- **March 1-30:** Poster and postcard campaign organizing support in the community and school locations, with visits to Service Clubs in the schools
- **March 15- April 15:** Instagram campaign with Imagine's original San Diego photos to deepen survey engagement and final push in publicizing "Build Better". (IG: @imaginebravespaces)
- **Date TBD:** Share a sampling of engagement photos

COMMUNITY INPUT

CITY HEIGHTS

Community Input Spreadsheets

<https://docs.google.com/spreadsheets/d/1vrOSvwDDy1bYSC16Asgr6RHfyfbhe0XB7rd5lxhela8/edit?usp=sharing>

Hoover HS Community Poem

<https://docs.google.com/document/d/186PPaFqnvsh-geKcPf7x-FtJoisNluMMBY5EiMk6-fQ/edit?usp=sharing>

Hoover HS Community Interviews

<https://docs.google.com/document/d/1x7G6JeQzII5UDfT8FsyRihYffQRNRBdqU-OtnqhXwE8/edit?usp=sharing>

SOUTHEAST SAN DIEGO

Community Input Spreadsheets

<https://docs.google.com/spreadsheets/d/10Juu8A20L1XSiK2uu0iBMi2sevy2vTh24U01-f0zsUo/edit?usp=sharing>

SOUTH SAN DIEGO/SAN YSIDRO

Community Input Spreadsheets

<https://docs.google.com/spreadsheets/d/1XRpKF4ij788toSWD0pPwDnilPFBM4lhx9QMITZLminA/edit?usp=sharing>

San Ysidro HS Community Poems

https://docs.google.com/document/d/1UIFw_Et2Y5iv06YMu_yuh20maxd2Ssz4HhorrFbFw0gk/edit?usp=sharing

San Ysidro HS Community Interviews

https://docs.google.com/document/d/18nnTzyheUD_VTyNVEEg0JDymLJtTtN6XM7LCJballWo/edit?usp=sharing



IMAGINE PUBLIC SPACES

C I T Y H E I G H T S

The City of San Diego is asking YOU— CITY HEIGHTS—to *IMAGINE*...

Parks, plazas, streets, and sidewalks where you walk, bike, drive, and interact with others.

You and your family are invited to share ideas through creative theatre-based activities, community brainstorms, and writing prompts. Your work will be documented through video interviews and photos to highlight your voices and shared directly with City planners to shape new policies that help meet the needs of your community.

Join us! All participants will receive goodie bags and light refreshments and snacks will be provided.

When: Saturday, Feb 12, 2022, 9:30am-12:00pm

Where: Ocean Discovery Institute
4255 Thorn St, San Diego, CA 92105 ([map](#))

Street Parking available along Thorn or Van Dyke.
Entrance located on Thorn Street.

Safety Protocol: All participants must wear masks. COVID screening upon arrival.

This will be an indoor and outdoor workshop and is most appropriate for ages 10+, but all are welcome.

[Click here to RSVP](#) or use the QR link.



RSVP



IMAGINE PUBLIC SPACES

C I T Y H E I G H T S

La Ciudad de San Diego te invita a TI— CITY HEIGHTS—a que IMAGINES...

Parques, plazas, calles y banquetas donde caminar, andar en bicicleta, manejar e interactuar con otros.

Tú y tu familia están invitados a compartir ideas a través de actividades creativas basadas en el teatro, ideas colectivas y escritos. Tu trabajo será documentado a través de entrevistas grabadas en video y fotos para alzar tu voz y la voz de tu comunidad. Las grabaciones se compartirán directamente con los planificadores de la ciudad para crear nuevas regulaciones y servicios que ayuden a satisfacer las necesidades de tu comunidad.

¡Únete! Todos los participantes recibirán bolsas de obsequios, al igual que se proporcionarán comidas y bebidas.

Cuándo: Sábado 12 de febrero de 2022, de 9:30am a 12:00pm

Dónde: Instituto Ocean Discovery
4255 Thorn St, San Diego, CA 92105 ([map](#))

Estacionamiento disponible a lo largo de la calle Thorn o Van Dyke.
Entrada ubicada en Thorn Street.

Protocolo de seguridad: Todos los participantes deberán usar tapabocas.
Escaneo de COVID en la entrada.

Este taller tendrá lugar dentro de las instalaciones y al aire libre. La edad apropiada es para mayores de 10 años, pero todos son bienvenidos.

[Haga clic aquí para confirmar su asistencia](#) o use el enlace QR.



RSVP

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IMAGINE PUBLIC SPACES

S O U T H E A S T S A N D I E G O

The City of San Diego is asking YOU— SOUTHEAST SAN DIEGO—to *IMAGINE*...

Parks, plazas, streets, and sidewalks where you walk, bike, drive, and interact with others.

You and your family are invited to share ideas through creative theatre-based activities, community brainstorms, and writing prompts. Your work will be documented through video interviews and photos to highlight your voices and shared directly with City planners to shape new policies that help meet the needs of your community.

Join us! All participants will receive goodie bags and light refreshments and snacks will be provided.

When: Saturday, Feb. 26, 9:30am-12pm

Where: Skyline Hills Library
7900 Paradise Valley Rd, San Diego, CA 92139 ([map](#))

Parking Access library parking lot from Paradise Valley Rd. or S. Meadowbrook Dr.

Safety Protocol Please refer to latest City regulations prior to attending event.

This will be an indoor and outdoor workshop and is most appropriate for ages 10+, but all are welcome.



[Click here to RSVP](#) or use the QR link.

RSVP



IMAGINE PUBLIC SPACES

S O U T H E A S T S A N D I E G O

La Ciudad de San Diego te invita a TI— SOUTHEAST SAN DIEGO—a que IMAGINES...

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¡Únete! Todos los participantes recibirán bolsas de obsequios, al igual que se proporcionarán comidas y bebidas.

Cuándo: Sábado 26 de febrero de 2022, de 9:30am a 12:00pm

Dónde: Skyline Hills Library
7900 Paradise Valley Rd, San Diego, CA 92139 ([map](#))

Estacionamiento Acceda al estacionamiento de la biblioteca desde Paradise Valley Road o S. Meadowbrook Drive.

Protocolo de seguridad: Consulte las normas más recientes de la Ciudad antes de asistir al evento.

Este taller tendrá lugar dentro de las instalaciones y al aire libre. La edad apropiada es para mayores de 10 años, pero todos son bienvenidos.

[Haga clic aquí para confirmar su asistencia](#) o use el enlace QR.



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Build Better SD

 Planning

IMAGINE PUBLIC SPACES

S O U T H S A N D I E G O

The City of San Diego is asking YOU— SOUTH SAN DIEGO—to *IMAGINE*...

Parks, plazas, streets, and sidewalks where you walk, bike, drive, and interact with others.

You and your family are invited to share ideas through creative theatre-based activities, community brainstorms, and writing prompts. Your work will be documented through video interviews and photos to highlight your voices and shared directly with City planners to shape new policies that help meet the needs of your community.

Join us! All participants will receive goodie bags and lunch will be provided.

When: Friday, Feb. 25, 9:30am-12pm

Where: San Ysidro Library
4235 Beyer Blvd, San Ysidro, CA 92173 ([map](#))

Parking Access library parking lot from Beyer Boulevard.

Safety Protocol Please refer to latest City regulations prior to attending event.

This will be an indoor and outdoor workshop and is most appropriate for ages 10+, but all are welcome.



[Click here to RSVP](#) or use the QR link.

RSVP

IMAGINE Attachment 10 ESPACIOS PÚBLICOS

S U R D E S A N D I E G O

La Ciudad de San Diego te invita a TI—SUR DE SAN DIEGO—a que IMAGINES...

Parques, plazas, calles y banquetas donde caminar, andar en bicicleta, manejar e interactuar con otros.

Tú y tu familia están invitados a compartir ideas a través de actividades creativas basadas en el teatro, ideas colectivas y escritos. Tu trabajo será documentado a través de entrevistas grabadas en video y fotos para alzar tu voz y la voz de tu comunidad. Las grabaciones se compartirán directamente con los planificadores de la ciudad para crear nuevas regulaciones y servicios que ayuden a satisfacer las necesidades de tu comunidad.

¡Únete! Todos los participantes recibirán bolsas de obsequios, al igual que se proporcionarán comidas y bebidas.

Cuándo: Viernes 25 de febrero de 2022, de 9:30am a 12:00pm

Dónde: San Ysidro Library
4235 Beyer Blvd, San Ysidro, CA 92173 ([map](#))

Estacionamiento Acceda al estacionamiento de la biblioteca desde Beyer Boulevard.

Protocolo de seguridad: Consulte las normas más recientes de la Ciudad antes de asistir al evento.

Este taller tendrá lugar dentro de las instalaciones y al aire libre. La edad apropiada es para mayores de 10 años, pero todos son bienvenidos.

Haga clic aquí para confirmar su asistencia o use el enlace QR.

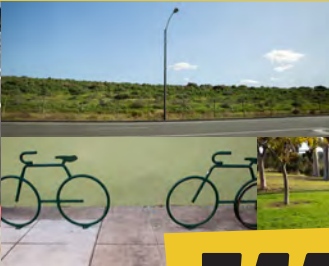
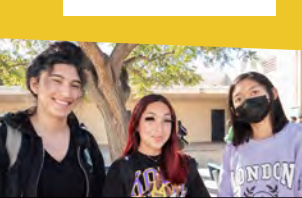
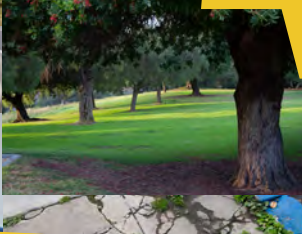
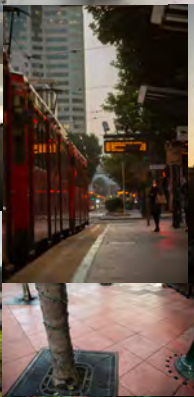
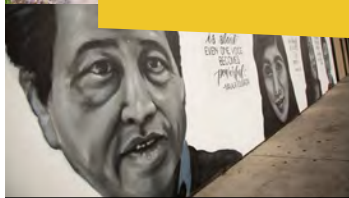
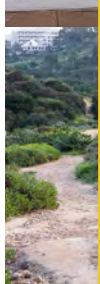
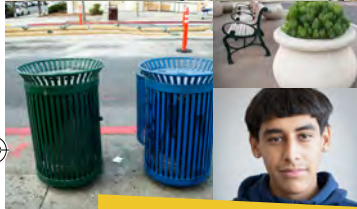
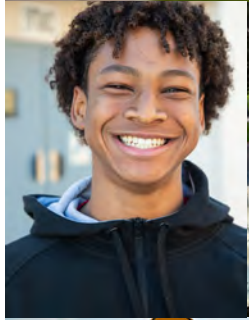


RSVP

IMAGINE



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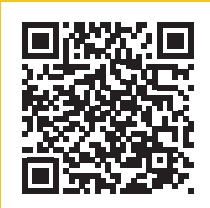


WHAT DO YOU IMAGINE FOR YOUR CITY?



It's time to come together to make our city better. The City of San Diego wants to hear from you!

FILL OUT THE SURVEY HERE →



IMAGINE PUBLIC SPACES

IMAGINE

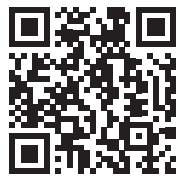


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¿QUÉ IMAGINAS PARA TU CIUDAD?

**Es hora de unirnos para
mejorar nuestra ciudad.
¡La Ciudad de San Diego
quiere saber de usted!**

**COMPLETE
LA ENCUESTA
AQUÍ →**



**IMAGINE ESPACIOS
PÚBLICOS**



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Attachment 10



**WHAT
DO YOU
IMAGINE
FOR YOUR CITY?**

IMAGINE **PUBLIC SPACES**

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HERE →**



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**¿QUÉ
IMAGINAS
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IMAGINE **ESPACIOS PÚBLICOS**

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AQUÍ →**



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IMAGINE PUBLIC SPACES

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When: Friday, Feb. 25, 9:30am-12:00pm

Where: San Ysidro Library
4235 Beyer Blvd, San Ysidro, 92173

RSVP:
<https://www.sandiego.gov/buildbettersd/workshop-sy>

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IMAGINE PUBLIC SPACES

S O U T H E A S T S A N D I E G O

The City of San Diego is asking YOU to IMAGINE...

When: Saturday, Feb. 26, 9:30am-12:00pm

Where: Skyline Hills Library
7900 Paradise Valley Rd, SD 92139

RSVP:
<https://www.sandiego.gov/buildbettersd/workshop-skyline>

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IMAGINE ESPACIOS PÚBLICOS

S U R D E S A N D I E G O

La Ciudad de San Diego te invita a TI a que IMAGINES...

Cuándo: Viernes, 25 de febrero, 9:30am-12:00pm

Dónde: San Ysidro Library,
4235 Beyer Blvd, San Ysidro, 92173

RSVP:
<https://www.sandiego.gov/buildbettersd/workshop-sy>

IMAGINE  SD Planning

IMAGINE ESPACIOS PÚBLICOS

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RSVP:
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