

LEAD INSPIRE INNOVATE 2012

Trends in Public Participation & Outreach

***Storytelling: the “high touch”
approach to planning***

If history were taught in the form of stories, it would never be forgotten. —Rudyard Kipling



ORTON FAMILY
FOUNDATION

The Stories Behind the Logo: Orton Staff & Trustees



***“Places lacking heart and soul aren’t loved,
aren’t cared for, and aren’t going anywhere.”***

Heart & Soul Community Planning



character



traditions



heritage

places



culture

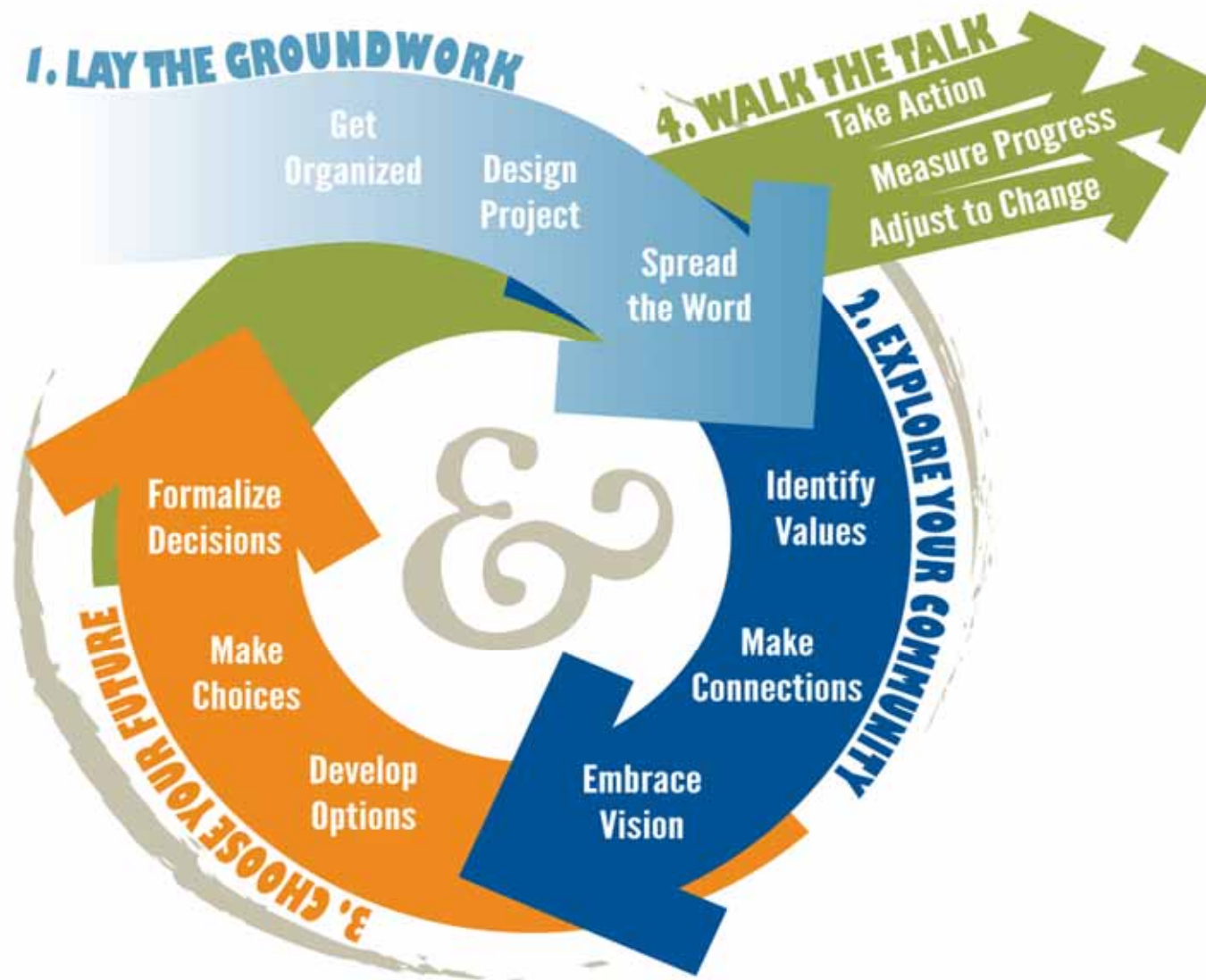


neighbors

values



Four Phases of the H&S Approach





Three approaches to storytelling

Story Listening/ Value Harvesting



1. Group Story
2. Story Interviews (Paired Story)
3. Solo Story

Group Story



Story Interviews, Golden, CO



HeartSpots, Downtown Biddeford



Stories to Values: Key Steps

Story Listening/ Value
Harvesting



1. Gathering stories
2. Sharing stories widely
3. Identifying community values from them

From Story to Values to Vision, Damariscotta



Youth Participate in Digital Storytelling



