**Engagement to date**

- **200 Projects**
- **500,000 Residents**
- **2,000,000 Ideas, Insights, Actions**
- **150,000 Hours of engagement**
Local networks are weak New Orleans
A source of tasty, healthy food that I could afford.
WISH THIS WAS

A BIKE RACK

www.iwishthiswas.com
I WISH THIS WAS

Community Ctr
Bookstore

3 VOTES

Cafe

Lunch

SOON

www.iwishthiswas.com
I WISH THIS WAS

a bakery

IF YOU CAN GET THE FINANCING... I WILL DO THE BAKING 111 006

www.iwishthiswas.com
Start by listening
Make it accessible
People > Ideas
So... what?
Everyone creates ideas.

155 neighbors want a night market on St. Claude Ave in New Orleans, LA.

Emma
Lower Garden District
Dec 4, 2011
Me Too

Everyone loves stall markets where you can get arts
NIGHT MARKET
BUY - SELL - TRADE - EAT - DRINK - DANCE
SATURDAY
NOVEMBER 12
6 TO 10
St. Claude Night Market
Urban Prototyping
Tactical Urbanism
Lighter, Quicker, Cheaper
I want FOOD TRUCKS in my neighborhood.
Keep people informed of key inflection points in a campaign.
Expansion of food trucks gets OK from New Orleans City Council

A months-long legal struggle to expand the opportunities for food trucks to operate in New Orleans ended in apparently complete victory Thursday when the City Council gave 6-0 approval to an ordinance authorizing 100 such trucks.

The number of food trucks on New Orleans streets is likely to grow in a few months.
Define the issue and solution
Identify stakeholders
Find a guerrilla bureaucrat
Form a coalition
Choose a leader
Show a clear path to action
Execute your campaign
Learn from losses and celebrate wins
Grow your network
Annual permit fees

200 x $2500

Startup cost of a food truck

200 x $50-200k

Gross economic impact (18 months)

$15m - 50m
Politicians don’t start parades
Neighborland is a web-based platform that empowers civic organizations to collaborate with their stakeholders.
We also provide a set of lightweight design tools for real world dialogue, voting, and action.
What would make San Francisco State
Join us online to help make your ideas happen:

neighborland.com/sfstate

Tweet your idea

“I want ______ #sfstate”

SMS + Text

“I want ______” to (415) 727-7378
Questions have a simple, mobile-friendly landing page online.
Students, faculty, staff, and alumni share ideas and “me too” (subscribe to) ideas that they support.
Solutions-oriented dialogue encouraged the community to share resources and solve problems.

Eric Hsu proposed this resource for filtered water bottle stations on campus in San Francisco.

This is a great idea and the great thing is there are already multiple bottle filling stations in the Student Center, and there is a map of all refill stations on campus at sustain.sfsu.edu

There should be more bottle filling stations though. The ones added are great and I use them all the time, but I usually have to go out of my way to reach them.

Marcus Ismael, Nov 13, 2013
Steering Committee published pages of informational content to keep stakeholders updated.
Email notifications helped activate the community at key inflection points of individual issues.
All activity is measured and displayed on a dashboard ... and exported into Google Analytics as events.
SFSU Student Transit Passes

This campaign is attempting to gather 1000 votes against: Subsidized Transit Passes for University Students

Campaign ends 04/30/2015 at midnight PST

Goal: 1000 pledges

Join 746 other supporters

Like

Pledge Support

About this Campaign

A campaign to make transit accessible and affordable for students at San Francisco State University by advocating for a discounted student transit pass on Muni and BART paid for by student fees and other funding
5 billion

7.5 billion people will live in cities by 2050 (Rockefeller Foundation)
2% land
50% people
80% GDP
Culture
Opportunity
Transportation
Power, Water, Sewer
People are the fundamental layer of the stack.
You can not buy “buy-in”
... but you can build it.
Let’s reimagine the ways that our communities can be designed, and create places that reflect what matters to us—both as communities, and as individuals.

Candy Chang