The unlikely intersection between two
four-letter words:

Or, how **GLUE** and **LUMA** hold keys to the engagement of
young people in older industrial cities

Prepared by Abby Wilson for delivery on May 10, 2012
I'm not sure when the term "Rust Belt" made the transition from mark of dishonor to badge of honor... But there's definitely plenty of evidence that, in the past half-generation or so, the phrase has been adapted by people who came of age after the rust had already formed. Instead of growing up with the smell of factory smoke, they grew up with stories of that smell...

For a long time, from around the early 1980s until the mid-'90s, younger people in cities like ours felt isolated by that feeling; a lingering sense of failure seemed to float out from the broken windows in all those abandoned factories. But slowly and organically, a sense of unity has formed.

_Akron Beacon Journal_,
March 28, 2007
urbanism. regionalism. story-telling. network-building.
GLUE: A network of young leaders of the Rust Belt revitalization.
EXISTING TREND #1: MEGA-REGIONALISM

Environmental: Great Lakes Compact, Healing Our Waters Coalition

Economic: Chicago Council on Global Affairs
EXISTING TREND #2: “THE ATTRACTION AND RETENTION OF YOUNG TALENT”
EXISTING TREND #3: VIEWING VACANCY AS OPPORTUNITY
GLUE’S GUIDING PRINCIPLES

Urbanism: Cities are our world’s economic drivers. Decision makers cannot afford to underestimate their value nor overlook their needs.

Regionalism: Great Lakes urban centers need to overcome outlooks of despair and isolation by forging a shared perspective and developing strength in numbers.

Storytelling: White papers alone cannot propel an agenda, particularly for the emerging generation of leadership. No need is expressed more powerfully than via human narrative.

Network Building: Connecting people and institutions who share challenges and objectives will foster regional collaboration and transfer examples of success throughout the basin.
WHAT IS GLUE?

ANSWERS FROM OUR MEMBERS

“A place to gain understanding of what our cities have in common; a network to learn and share; an opportunity to forge relationships and connections to help tackle the issues and opportunities Great Lakes cities face; fresh thinking from a new group of voices that may not always be heard.”
I AM STAYING BECAUSE DETROIT HAS MORE POTENTIAL THAN ANY OTHER AMERICAN CITY.
“A twenty-first century approach to a long standing problem. An organization of similarly inclined young leaders committed to the revitalization of one of the most vibrant, important regions in the world.”
I AM STAYING....
AS LONG AS I CAN
EFFECT CHANGE!
June 19, 2007 What if we created a half-scientific/half-pop system of rating... We could mix real ways of quantifying livability... Here is a list of ideas: bar segregation factor; friendliness of population; apartment availability; kind of jobs listed on craigslist; mixed use scale; drunk driving index; ethnic restaurants; waitstaff-artist factor...

July 14, 2007 We want to explore, document, & share experiences of the 21st century American Midwest through its cities and people. The MW is characterized to death (heartland, largest ball of twine, etc.) yet known well by few other than its own residents.

July 20, 2007 We hope to demonstrate that each of these cities is host to a dynamic population that cannot be reduced to red, blue, politically manipulated, socially backward, culturally behind-the-times, intellectually poor, boring, and maybe even: nice. [eh? We like being nice, though.]

July 26, 2007 Of the 18 20th-century presidents, at least half of them had ties to Midwestern states

July 30, 2007 researcher at U-Mich - looking to talk across several states that share this industrial past - it is potentially the most important voting bloc in the country...
CONFERENCE HISTORY

2008: Buffalo
2009: Milwaukee
2010: Cleveland - Urban Laboratories
2011: Pittsburgh
2012: ????
2009 OUTCOMES

I felt rejuvenated in my work by attending the conference. (100%)
I felt comfortable expressing myself at the conference. (89.3%)
I will keep in touch with at least one person I met at the conference. (100%)
I learned a few details about at least one new challenge, issue, or approach at the conference. (100%)
I felt that the conference represented a diversity of perspectives. (77.7%)
I discovered at least one solution or practice that I will go home and try to implement. (89.3%)
I hope to remain involved in GLUE going forward. (96.3%)
I will try to attend GLUE Conference 2010. (92.8%)
I feel empowered to be an ambassador for GLUE in my community. (85.7%)
2010 OUTCOMES

I felt rejuvenated in my work by attending the conference. (95.8%)
I felt comfortable expressing myself at the conference. (100%)
I will keep in touch with at least one person I met at the conference. (95.8%)
I learned a few details about at least one new challenge, issue, or approach at the conference. (100%)
I felt that the conference represented a diversity of perspectives. (75%)
I discovered at least one solution or practice that I will go home and try to implement. (79.1%)
I hope to remain involved in GLUE going forward. (91.3%)
I will try to attend GLUE Conference 2011. (87.5%)
I feel empowered to be an ambassador for GLUE in my community. (91.7%)
GLUESPACE FUNCTIONS

Function 1: Multi-media citizen journalism, Web 2.0

Function 2: Online community-building - “social networking with a conscience”

Function 3: Clearinghouse of ideas, best practices, & resources
GLUESPACE FEATURES

- Blog
- Video & podcasts
- Flickr photostream
- Directory
- Discussion forums and question boards
- Map index
- Calendar of events
ABOUT GLUE

Want to take the "rust" out of "Rustbelt"? Are you an advocate? A neighbor? A voter? A dot connector? The Great Lakes Urban Exchange needs your help to answer the question: what's right and what's wrong about my post-industrial city?

Join the movement for a "Rustbelt" Renaissance here on GLUEspace and via GLUE's offline activities in your sticky city. Become a member, tell your story, and help us collect, cross-pollinate, and replicate good ideas. Welcome to the mega-regional family.
PRIOR OFFLINE ACTIVITIES

Build strategic partnerships

Engage in advocacy around Great Lakes and urban issues in state and federal elections

Hold monthly local *Sticky City Swap Meets*

Hold “expert sessions” with leaders on a variety of topics via webcast and conference call

I Will Stay If... campaign
STRATEGIC PARTNERSHIPS

Grassroots Community Organizations
Chambers of Commerce & Young Professionals Organizations
Traditional Media
Policy Organizations
Educational Institutions
Official campaign websites of Senators Clinton and Obama reveal “rural” issue platforms that address economic development and quality of life, yet neither they nor Senator McCain have established a similar forum for “urban” proposals, let alone one for Great Lakes cities specifically.

“Even today, Midwestern states send more of their tax dollars to the federal government than they receive in return investment,” said Ryan Horton, Senior Policy Researcher at the Public Policy Forum, Milwaukee resident, and GLUE team member. “It is critical that our 44th president, whether Democrat or Republican, is prepared to implement an urban reinvestment strategy the day he or she takes office.”
STICKY CITY SWAP MEETS
Meeting #1 (April): What’s your laundry list?

Meeting #2 (May): “My Favorite Neighborhood”

Meeting #3 (June): How can GLUE help your city?
RELATED WORK

On Young Talent
UrbanNext (CEOs for Cities)
Young Professionals Organizations
Next Generation Consulting
Richard Florida: “Creative Class”

On Branding
• Issues Media Group
• Chambers of Commerce
• Convention & Visitors Bureaus

On Policy
Brookings Institution
Councils on Global Affairs
Smart Growth America
Northeast-Midwest Institute
Drum Major Institute
Congressional Task Force

Bloggers
Fast Forward...
TO ADOPT A MINDSET OF HCD IS TO ADOPT AN ATTITUDE OF:

- Humble
- Curious
- Empathetic
- Iterative
- Imaginative
- Collaborative

You?
ABOUT LUMA INSTITUTE

We are an educational institute that helps leading organizations innovate through design thinking.

• Workshops (Public and Private)
• Coaching and Facilitation
• Curriculum Design and Licensing
• Collaboration Tools and Spaces
Human-Centered Design is the discipline of generating solutions to problems and opportunities through the act of making “something” new, where the activity is driven by the needs, desires and context of the people for whom you design.
“Everyone designs who devises courses of action aimed at changing existing situations into preferred ones.”

– HERB SIMON, NOBEL PRIZE WINNING ECONOMIST
Design Engagement and Emerging Leaders: an ideation challenge
Facilitate an ideation session that helps **50 emerging leaders** with wildly divergent ideas come up with a single, unified concept for a Community Impact Project...

inspired by Pop Up City, a concept developed by **Cleveland**’s Urban Design Collaborative...

in just 5 hours.
HUMAN-CENTERED DESIGN METHODS USED

Looking
Methods for observing human experience:

- Interviewing
  - Contextual Inquiry
- Walk-a-Mile Immersion
- Fly-on-the-Wall Observation

Understanding
Methods for analyzing challenges and opportunities:

- Stakeholder Mapping
- Persona Profiles
- Experience Diagramming
- Concept Mapping

Making
Methods for envisioning future possibilities:

- Thumbnail Sketching
- Creative Matrix

People & Systems

- Affinity Clustering
- Bull’s-eye Diagramming
  - Importance/Difficulty Matrix
  - Visualize-the-Vote

Patterns & Priorities

- Problem Tree Analysis
- Statement Starters
  - Abstraction Laddering

Problem Framing

- Storyboarding
- Schematic Diagramming
- Rough & Ready Prototyping
- Appearance Modeling

Design Rationale

- Concept Posters
- Video Scenarios
- Cover Story Mock-ups
- Quick Reference Guides
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<th>SOCIAL MEDIA</th>
<th>CELEBRITY</th>
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<th>WILD CARD</th>
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*New idea: brainstorm/territory action*
43 people. 9 teams. 797 ideas in 20 minutes.
FIREWORKS FROM THE BASEBALL FIELD
PopUp Pittsburgh + LUMA
Year 2
It was almost like magic.
The process tricked me.
I don’t know where it came from...
I walked in that door at 3 o’clock without a clue as to what we could do.

The idea came from one of the accountants in the group – it was one of those straight-laced number crunching guys...

- Cori Begg, Steering Committee Member
Wedding

Musical Chair Tournament

Restaurant Top Chef Tournament

Fake Beach

Green Element Ward vs. Ward Tug of War

Lawn Chair Sculpture

Tiny Lawnchair Galleries (Windows)

Pitt Marching Band
Leadership Development Initiative Class XIX requests the pleasure of your company at

We Do. (Take Two)
An Upper Lawrenceville Love Story

Saturday the Nineteenth of May
Two Thousand and Twelve
At Two O’Clock in the Afternoon

Lawrenceville Goodwill Parking Lot
52nd Street

Join Upper Lawrenceville residents, their friends and families, along with other Pittsburgh-area lovebirds, to make a commitment to each other and this vibrant neighborhood, through a mass vow renewal.
Thank you!

CONTACT ME

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