



Crafting creative **community engagement** strategies.



Communities in our cities face persistent and urgent challenges.

As we develop solutions, we must recognize that many of the answers already lie **within our communities.**

More nuanced understanding of the problems at hand via lived experience

Many of the answers already exist in the hearts and minds of our community, allowing us to develop innovative solutions tailored to people and place

Community collaboration builds trust, which enables greater collaboration for years to come



Effective community engagement is **hard!**

Planners already face a host of issues:



Reach

Engaging a **diverse, representative** sample of the population, with an emphasis on those who are most impacted by the problem.

Navigating Conflict

Difference in values and opinions is inevitable and healthy, but can be difficult to channel productively.

Generating Insights

Articulating future possibilities that are the integration of many perspectives.



is a community engagement firm
dedicated to reimagining civic
participation in the San Francisco
Bay Area.

We support **divergent thinking** to gather **inventive new ideas** from the community...

Via design sprints, feedback boxes, etc.

„,and **convergent thinking** drives the community towards **actionable consensus**.

Via facilitated conversation and deliberation, voting methods, etc.

So, how *exactly* can we help?

Workshops

Digital Tools

Research + Strategy

1

Inclusive Outreach

Engaging a diverse, representative body of residents.

2

Needfinding

Working with communities to articulate the breadth and depth of the problems.

3

Idea Generation

Collaborating with residents to define and design novel solutions.

4

Follow-through

Communicating about the process and results every step of the way.



Community Workshops & Forums

We facilitate workshops where residents can work together to:

- develop a more holistic sense of the problems at hand
- prioritize needs
- generate new solutions.



Digital Tools

We use technology to support effective community engagement:

- Surveying needs
- Gather stories and ideas from community members
- Making government processes easier to understand and participate in



Research + Strategy

LETS works with leading innovators in civic engagement around the world, and compiles those insights into project-specific strategies.





You're in good hands.

Humphrey Obuobi leads LETS with a wealth of valuable experience and training:

Trained in world-class innovative methods at Harvard, IDEO, Google, and Recidiviz

Worked with San Francisco Chronicle's community engagement initiatives and organized with San Francisco's African American Reparations efforts

Skilled in in-person facilitation, technology design & implementation, and graphic design.



Let's imagine the future,
hand in hand.

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