Empowering citizens of the Tenderloin to express their pride for their community.
“When people ask my son where he’s from, he’s proud to say TL.”
Why?

• User Research:
  – Community organization is strong
  – Reporting issues needs accountability
  – Rich history, art, culture of the TL
  – Empowering community to drive content

• Target Users: Tenderloin Youth, Community Leaders

• Problem we’re solving: cross-community collaboration and organization in digital space
Community Engagement: Reporting
Community Engagement: Reporting

- Game Design: Emergence
- Accountability
- Report positive events
  - Showcase caring and kindness
Community Engagement: Contextual

GROUNDPLAY PROJECT
Groundplay works with ordinary San Franciscans to build temporary installations that turn underused public spaces into joyful community places.

+5 points
Journey Updated

Share your story!
Community Engagement: Contextual

- Historical, cultural, artistic significance
- Non-neighborhood folks can engage with the environment
Participatory Experience

- What about engaging youth?
- Game Design: Progressive
Participatory Experience

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- Game Design: Progressive
Participatory Experience
Great game!
@Sam
Thank you!