The Neighborhood News Feed Gives People Agency in the Public Realm

Edward Krafcik
VP of City Growth
www.soofa.co
@mysoofa
How do we ensure people have a voice in shaping the public realm as cities get smarter and technology gets deployed faster?
Technology for social, connected cities.
Your neighborhood news feed.

Soofa connects a community with signs everyone can see and anyone can use.
Anyone can post to a Soofa Sign using soofatalk.com and all content is reviewed by real humans at Soofa.

www.soofatalk.com is available on your phone or computer
The neighborhood news feed is sponsored by companies and institutional partners who want to support a community amenity.
City of Boston Beta Blocks
A New Approach for Getting Public Participation and Feedback in Technology Deployments
Real Life Experimentation.

Reach People Where They Are

Beta Blocks is a collaborative process to get community feedback and buy-in. This is achieved by testing new technology through real life experiments.
Co-Developed Solutions.

New Features Built with the Community

Product development with feedback from real people who see the neighborhood news feed everyday where they live, work, and play.
The Value of Beta Blocks

Firsthand Community Feedback
Co-Development of Solutions
Simplified Installation and Permitting
Real People Using Technology in Real Ways
“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

Jane Jacobs
Q&A

Anna Muessig
Associate
Gehl
Anna@gehlpeople.com

Geeti Silwal
Practice Leader, Principal
Perkins & Will
Geeti.Silwal@perkinswill.com

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VP of City Growth
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