

## The Power of 10

*A great destination has at least 10 places within it, each with 10 things to do.*

The Power of 10 is a concept that illuminates the importance of having a high volume of interrelated uses and spaces across a number of important scales. (PPS uses to highlight principles of the Placemaking process.) PPS believes that it is not enough to have just one great destination in a neighborhood—you need a number of them to create a truly lively place. It is also not enough to have only one top-notch neighborhood in a city—you need to provide people all over town with close-to-home opportunities to take pleasure in public life. At yet another scale, it is not enough to have a single vibrant community in a region—you need a collection of interesting cities and towns to offer a high quality of life in a metropolitan area.

Any great place itself needs to offer at least 10 things to do or 10 reasons to be there. These could include a place to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet. Ideally, some of these activities are unique to that particular location and are interesting enough to keep people coming back. The local folks who use the space most regularly are the best source of ideas for what uses will work best.

It's the Placemakers' role to encourage everyone to think about what's special in their communities. How many quality places are located nearby, and how are they connected? Are there places that should be more meaningful but aren't? Answering these questions can help residents and stakeholders determine—both individually and collectively—where they need to focus their energies. The Power of 10 offers an easy framework that motivates residents and stakeholders to revitalize urban life, and shows that by starting efforts at the smallest scale you can accomplish big things. The concept also provides people something tangible to strive for and helps them visualize what it takes to make their community great.

## How to do it

The Power of 10 can be utilized as a tool in a number of ways. The idea structures many workshops that PPS leads in order to help communities think critically about destinations in their places, neighborhoods, and towns. Through a combination of presentations, small group work, mapping, and group conversation, Power of 10 workshop participants identify the best, worst, and opportunity places. The process of classifying these places helps local residents think through the importance of creating substantive physical and social connections between existing spaces, the strategic creation of new places, and the energy that can be generated through creating a network of destinations. The Power of 10 can also structure other exercises focused on assessing places in a given area.

Placemap, an online-mapping and community assessment tool, also asks participants to map the best, worst, and opportunity places in their communities. As a digital assessment, Placemap has the potential to involve large numbers of participants in using the Power of 10 in examining where they live and spend time.