WE ALL WANT TO
Build and Support Communities
WITH A SENSE OF
Hope and Belonging
OPPORTUNITY360

Listen: Community Engagement Toolkit Webinar
Create a report for any neighborhood to find out: What are the pathways to opportunity? And what are the outcomes when opportunity is within reach?

Hear what's working and what's not directly from community members, and gain their personal insights on important local issues and actions to take.

Partner with food, health, housing, job training and education programs in neighborhoods across the country.

Assess the metrics that matter to help decision-makers in your community create better outcomes.
Webinar Panelists

Moderator:
- Andrew Masters
  - Enterprise Community Partners

Panelists:
- Ken Snyder
  - Programming Director
  - Radian, Inc.

- Sarida Scott
  - Executive Director
  - Community Development Advocates of Detroit
Engaged Design & Decision Making
for more resilient cities and places

PRESENTED BY:
KEN SNYDER, Programming Director, Radian
civic engagement

why it is important
“Public participation” is any process that involves the public in decision-making. It includes the promise that the public’s contribution will influence the decision.
...relative to a generic process

<table>
<thead>
<tr>
<th></th>
<th>Define problem</th>
<th>Gather info</th>
<th>Establish criteria</th>
<th>Develop options</th>
<th>Evaluate</th>
<th>Decide</th>
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<tbody>
<tr>
<td>Empower</td>
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<td>Collaborate</td>
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<td>✓</td>
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<td>Involve</td>
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<td>Consult</td>
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<tr>
<td>Inform</td>
<td>✓</td>
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<td>✓</td>
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</tbody>
</table>
tools to inform

“we will keep you informed”
SMARTER INVESTMENTS.
THOUGHTFUL SOLUTIONS.
STRONGER COMMUNITIES.
tools to consult

“we will use your responses where they are useful”
PlaceMatters - Mansfield CT › Mansfield walking and biking

**Question 1**
If there were sidewalks on Route 195, would you walk to destinations in Mansfield?
- A. Yes: 82 responses (99%)
- B. No: 4 responses (4%)
- C. Maybe: 4 responses (4%)

**Question 2**
If Route 195 and other major roads had bike lanes, would you be more likely to use a bike to get around town?
- A. Yes: 69 responses (80%)
- B. No: 7 responses (8%)
- C. Maybe: 10 responses (12%)

**Question 3**
Do you bike in Mansfield to get to the Library, Community Center or Town Hall?
- A. At least once a month: 14 responses (19%)
- B. 3 or 4 times a year: 21 responses (29%)
- C. Never: 38 responses (52%)

**Question 4**
Do you have any other comments about walking or biking in Mansfield?
- bike: 23 responses (34%)
- walk: 21 responses (31%)
- sidewalks: 17 responses (25%)
- 195: 16 responses (24%)
- people: 10 responses (15%)
- walking: 9 responses (13%)
- mansfield: 9 responses (13%)

Assigned phone
(860) 578-2094
Start date
-
Status
Running
Results public?
No

EDIT DANGEROUS
tools to involve

“we will work with you to ensure your concerns and aspirations are reflected in the alternatives developed”
Red/Green Frame - Preference & Visioning
What would you like to record?

Sidewalk Quality

How would you rate the pedestrian environment overall? 1-5, 5=highest 1 (lowest)

What type of sidewalk?
No sidewalk

Please describe

Any other comments?
There is no sidewalk on the West side of Walnut. It is closed for construction.
tools to collaborate

“we will work together to develop strategies and create a plan of action”
Iterative Planning and Stakeholder Engagement

Key Users
- Community Organizations
- Businesses
- Government Agencies
- Families and Kids

Key Partners
- Businesses
- Collaborative Labs
- University and Government
- Local Organizations

Imagine
- GIS
- Visualization tools
- Decision Tools
- Facilitation

Meet
- Workshops & Classes
- Streaming and Video
- Expos & Events
- Forums
- Stakeholder Groups
- Celebrations

Learn and Teach
- About ourselves and Neighbors
- How things work - STEM
- Assets and Metrics
- Leadership
- Facilitation and Conflict Resolution
- Planning and Design
- Consulting

Create
- Engaged Citizens
- Adaptive Capacity
- Collaborative Design
- Project Management and Development
- Prosperity
- Continuous Improvement

Source: Florida House Institute
Scenario Planning for Informed Decision Making

- Weigh choices against consequences
- Test policy options quickly
- Prepare for uncertainty
- Develop strategies to optimize outcomes

Existing Conditions

Potential Future Scenarios
Engagement tools integrated with scenario planning can build stakeholder support.
tactical urbanism

pop-up demonstrations for improving public spaces
Our Kit-of-Parts for Pop-up Design is a comprehensive collection of materials for tactical urbanism and iterative design. Kits would be included at each of the creative spaces for participants to add to the space, tweak what others left behind, and experiment with placemaking.

Kits include pipe materials, accordion blocks, pop-up tents, roll-out sidewalks & bike lanes, decorative/programmable lighting, and theme related props.

- Take a 6-inch thick 1-foot by 6-foot square and stretch it out into a 15 foot straight or curvy wall (see front cover). Our accordion blocks can be used to make sheds, planters, sculptures, sidewalks, bulb oases, benches, and more.
- Imagine having a giant box of life-size thinker toys, which can be used for building street structures from bus stops to bike racks, to cafe spaces and artistic sculptures. The piping includes different lengths of 1” diameter aluminum piping and joints with hexnut locking—strong enough to climb on.
- Release the Velcro straps and watch our expandable tunnels and tents spring into place. Our tunnels and square tents can be used to make life-size mounds/struts (adjustable up to 20 feet in diameter) to create protective bike lane barriers, and build a range of fun features in pocket parks.
- Deploy wayfinding signs and remote controlled Rice System™ lights to light up the space. We provide a map post, walk/ don’t walk lights and bike lights, as well as light strips that can be inserted inside our translucent white wall, and can be turned on/off and changed colors to enhance the streetscape and sidewalk cafes.
- Roll out rubber mats painted green with bicycle icons on one side, and with pedestrian strips on the flip side to become instant bike lanes and pedestrian walls.
- Decorate your creative space with fake plants, fabrics, and other materials also included in our Kit-of-Parts.
Integrating Pop-up Design into Planning & Development

✓ Engage community stakeholders
✓ Showcase current assets
✓ Visualize potential
✓ Demonstrate and pilot
✓ Gather public input
✓ Join community together over common ground
**Iterative Design & Decision Making**

<table>
<thead>
<tr>
<th>Community Activities</th>
<th>PHASE I</th>
<th>PHASE II</th>
<th>PHASE III</th>
<th>PHASE IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking audits</td>
<td>City as Play</td>
<td>Pop-up Event</td>
<td>Quick Wins</td>
<td></td>
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<tr>
<td>Community Meetings</td>
<td>Small scale art models of what people want to see</td>
<td>Testing out ideas for community input</td>
<td>Wayfinding/Lighting</td>
<td></td>
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<tr>
<td></td>
<td>Idea sharing</td>
<td>Music, food, etc.</td>
<td>Art installations</td>
<td></td>
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<tr>
<td></td>
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<td></td>
<td>Walking/biking improvements</td>
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<td></td>
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<td></td>
<td>Long term goals</td>
<td></td>
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<td></td>
<td>Implementation plan</td>
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</tbody>
</table>

**Support Team**

- GIS mapping
- Data Analysis
- Precodence images of projects elsewhere
- Case studies
- Synthesis of visioning exercises
- Design solution renderings
- Workshop synthesis
- Design book
- Implementation Plan
- Walking/biking improvements
- Activated spaces
- Celebration of community

**Baseline Data & Project Prep**

[Diagram of data collection methods]

**Visioning**

[Diagram showing process of visioning]

**Design**

[Diagram showing design process]

**Implementation**

[Diagram showing implementation process]
Thank you

Ken Snyder
ken@radianinc.org
Radianinc.org
Building the Engine of Community Development in Detroit – Community Engagement

Thursday, November 15, 2018
CDAD VISION

A member organization of community development and neighborhood improvement groups, building *neighborhood power* – the ability to make and influence neighborhood decisions – through public policy advocacy, community engagement, place-based initiatives, capacity building, and information sharing in order to ensure the strength of our members to achieve a comprehensive system of community development that serves all Detroit neighborhoods.
**Principles**

- Commitment to social justice
- Serve as strong policy advocate
- Support the existence of healthy and vibrant neighborhoods for all Detroiter
- Create valuable member benefits and resources
- Recognize and uplift neighborhood voice

**Values**

EQUITY – Acknowledging that community development is about social justice - the right of everyone to participate, make decisions and determine the future of their neighborhoods and community.

INTEGRITY – Performing our work in a way that inspires trust, is transparent, and accountable.

RESPECT – For ourselves, colleagues, members, partners and specifically the expertise of Detroit residents.

DIVERSITY – Appreciation and inclusion of different viewpoints, experiences, cultures and backgrounds, with a commitment to ensuring diversity in CDAD’s organization, activities and Detroit’s community development industry.
What is Building the Engine?

Building the Engine of Community Development in Detroit (BECDD) is a citywide collaborative process designed to strengthen all of Detroit’s neighborhoods by creating a well-coordinated, effective and equitable framework for community development work in our city.
Core Partners

CDAD

Michigan Nonprofit Association

Lawrence Technological University
Why is it important now?

• It includes virtually every organization with a stake in Detroit’s neighborhoods

• It is structured, thoughtful, disciplined and focused on system change

• It combines Detroiters’ insights with those of regional and national experts

• It values the wisdom of local community leaders with experience in our neighborhoods

• It is aimed at building trust and collaboration among all its stakeholders
Accomplishments to date

- Stakeholder conversations – CDOs, GROs, Academic institutions, Philanthropy, Government
- Research – including local focus groups and interviews; national best practice academic and empirical study
- Creation of Advisory Council - the first step in generating a collaborative oversight structure for a Detroit community development system.
- Annual Summit held in 2016 and 2017 to share results and receive feedback
- Creation of eight (8) task forces to explore elements of effective community development system
- Exploration of key definitions – community development, capacity building, community development organization
AN OPPORTUNITY TO BUILD COMMUNITY WHILE PLANNING

Community steering committee felt the name 'Strategic Framework' would cause discomfort.

A community vote resulted in the name Restore the 'Moor' in hopes it would build trust and encourage participation.

Close to 1300 residents participated.
Brightmoor - Restore the ‘Moor

Builds upon the community engagement work of the Brightmoor Alliance

**Land use and quality of life plan**

Various engagement strategies – large public meetings, block club meetings, door-to-door, key informant interviews

**Elements:**
Safety and security
Transportation
Blight and vacant land use
Services and programs
Employment and job creation
Education
DIRECTIONS MAP
WHAT DO WE WANT THE COMMUNITY TO LOOK LIKE IN 15-20 YEARS?

Illustration of Restore the "Moor"
Community vision (15-20 years in future)
Resident driven plan
Builds upon years of community engagement
Combination of residential, green/open space, commercial and industrial
## NEIGHBORHOOD RECOMMENDATIONS

### Warrendale

<table>
<thead>
<tr>
<th>RECOMMENDATION</th>
<th>LEAD ORGANIZATIONS</th>
<th>SUPPORTS</th>
<th>TIMELINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Repair sidewalks on Warren Ave</td>
<td>CRAA, Neighborhood Association</td>
<td>City of Detroit, MDOT, DDOT, DON</td>
<td>1-5 years</td>
</tr>
<tr>
<td>Trees trimmed, especially if they are blocking sight lines or light</td>
<td>CRAA, Neighborhood Association</td>
<td>City of Detroit, MDOT, DDOT, business owners, residents, DON</td>
<td>1 year</td>
</tr>
<tr>
<td>Install more garbage cans in the community to reduce the amount of litter</td>
<td>CRAA, Neighborhood Association</td>
<td>City of Detroit, DON</td>
<td>6 months - 1 year</td>
</tr>
<tr>
<td>Increase resources for snow removal and advocate the the city improves its snow removal efforts</td>
<td>CRAA, Neighborhood Association</td>
<td>City of Detroit, DON</td>
<td>1-2 years</td>
</tr>
<tr>
<td>Business Property Maintenance</td>
<td>CRAA, Neighborhood Association</td>
<td>Business Owners, DON</td>
<td>ongoing</td>
</tr>
<tr>
<td>Houses Demolished (2 on Warren Ave, 1 on Warren and Friedmont, 1 near Rouge Park)</td>
<td>CRAA, Neighborhood Association</td>
<td>Loveland, Detroit Land Bank, Department of Neighborhoods, DON</td>
<td>1-2 years</td>
</tr>
<tr>
<td>Install better bus stops: BP Plan Station, CVS, U of M</td>
<td>CRAA, Neighborhood Association</td>
<td>MDOT, DDOT, DON</td>
<td>2 years</td>
</tr>
<tr>
<td>Street Lights (Especially on Paul Street, Bus Routes, Safe Routes): Not just corners, but along street too</td>
<td>CRCAA, Neighborhood Association</td>
<td>City of Detroit, DON</td>
<td>1-3 years</td>
</tr>
<tr>
<td>Increase police presence and patrols throughout the neighborhood</td>
<td>CRCAA, Neighborhood Association</td>
<td>Neighborhood Police, Volunteer Patrollers, DON</td>
<td>ongoing</td>
</tr>
<tr>
<td>Signage: Senior Citizens, Children at Play</td>
<td>CRCAA, Neighborhood Association</td>
<td>DDOT, MDOT, City of Detroit, DON</td>
<td>6 months</td>
</tr>
<tr>
<td>Find a way to stop speeding cars from tearing through the community</td>
<td>CRCAA, Neighborhood Association</td>
<td>MDOT, DDOT, DON</td>
<td>ongoing</td>
</tr>
<tr>
<td>Increase number of Project Green Lights</td>
<td>CRAA, Neighborhood Association</td>
<td>City of Detroit, DON</td>
<td>1 year</td>
</tr>
<tr>
<td>Educate about Neighborhood Policing</td>
<td>CRCAA, Police Dept, Don Basco, SouthWarrendaleRadio Patrol #26, WarrendaleWarriors</td>
<td>DON</td>
<td>ongoing</td>
</tr>
</tbody>
</table>
7 Elements for Effective Community Development System

1. **System Governance**
2. **Capacity Building and Certification**
3. **System Capitalization**
4. **Neighborhood Voice and Advocacy**
5. **Data and Evaluation**
6. **City Engagement**
7. **Education and Career Pipeline**
2018 Task Forces

- Vision and Values
- City Partnership
- Success Framework
- Leadership Pipeline

- System Capitalization
- Defining Neighborhoods
- Intermediary System
- Tax Credit Incentive
Thank you.

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313.832.4620

Questions or Comments?
OPPORTUNITY 360

Listen: Community Engagement Toolkit Overview
New Listen Tool Homepage

- From the Listen page, users can immediately search for tools or learn more about the toolkit.
About the Toolkit

- The About section explains how to use the toolkit and what can be found here.
- Case studies are also available for download of examples of effective community engagement.
Basic Search

- Users can search for tools right from the landing page.
- The page also highlights the most popular tools.
Advanced Toolkit Search

- Users can use the advanced function to further refine search options.
OPPORTUNITY360: LISTEN TOOL

Tool Profiles

- Each Tool Profile includes:
  - Brief description
  - Can be used for
  - Skills and capacities needed
  - Cost
  - Link to resource
JOIN US
Be Part of the Solution

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THANK YOU