Community Outreach
Strategies for Engaging Diverse Stakeholders

October 19, 2011
Panel

- Veronica Hahni, Executive Director of Los Angeles Neighborhood Initiative (LANI)
- Veronica Davis, Transportation Committee Chair, Hillcrest Community Civic Association and co-owner of Nspiregreen, LLC, Washington D.C.
- Marla Wilson, Sustainable Development Associate, Greenbelt Alliance, San Francisco
- Facilitator: Diane Goodwin, Project Communications Manager, TriMet, Portland, Oregon
Community Outreach Strategies for Engaging Diverse Stakeholders

Los Angeles Neighborhood Initiative’s Community Engagement Model at Work
LANI Background

- Established in 1994 to stimulate community-driven neighborhood revitalization
- Utilization of a community planning process
- Constructed over $20 million in neighborhood improvements
- Leveraged over $30 million in additional public, private, and in-kind improvements
LANI Program and Neighborhoods

- Community Consensus Building
- Transportation and Pedestrian Corridor Improvements
- Business District Revitalization
- Urban Greening
- Development and Support of Community Organizations
Unprecedented Community Involvement

Bandini Canyon Walkthrough

West Adams Steering Committee
Transit Enhancements
North Hollywood Transit Arts Park

Before

After
Gateway Monuments
Jefferson Park Neighborhood

Before

After
Traffic Medians
Fairfax Village Median

Before

After
Façade Improvements
Historic West Adams District

Before

After
Urban Greening
Koreatown Pavilion
Catalytic Effects
North Hollywood Neighborhood

Before

After
West Boulevard Community Linkages and Revitalization Plan

Utilize a collaborative community planning process to develop a conceptual plan that will define a range of potential improvements linking the surrounding neighborhood and proposed West Boulevard Station with the goals of:

1) enhancing access to the Crenshaw/LAX Transit Corridor;

2) incorporating the community’s general vision of development for the area; and

3) promoting economic revitalization
Project Area

- The project area is at the intersection of the City of Los Angeles and City of Inglewood

- Diverse and conflicting land uses make up the community—residential, light industrial, commercial, retail, and green space

- Several empty and dilapidated buildings and vacant lots dot the landscape
Community Consensus Building

Project Steering Committee (PSC)

- The PSC is composed of various groups invested in the community. Committee members serve as liaisons/representatives of the community at large.

- PSC members are asked to actively share their vision and ideas and make critical decisions about the conceptual plan.

- Members participate in a competitive RFQ process to select a Project Consultant(s) who will facilitate the development of the Community Linkages and Revitalization Plan.
Community Meetings
Technical Advisory Committee (TAC)

A committee comprised of representatives from City and County offices serve in an advisory capacity to the Project Steering Committee.
Community Outreach and Social Media

Traditional forms of outreach include:

- Door-to-door
- Mailers
- Presentations at community meetings
- Word of mouth
- Outreach partnerships with community based organizations, city departments and neighborhood leaders

Social media tools:

- Project website

facebook
Project Outcomes

- Community consensus
- Comprehensive conceptual plan document that highlights the critical needs of the neighborhood
- Renewed sense of pride and ownership
Los Angeles Neighborhood Initiative

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Rebuilding Neighborhoods One Block At A Time
Community Lobbyist

Veronica O. Davis, PE
Hillcrest Community Civic Association
vdavis@nspiregreen.com
Hillcrest, DC
Fairfax Village

Naylor Gardens

Single-Family Homes
Metrorail Lines in DC
Bus Routes
Transportation Work Plan

- Bus service
- Bike Infrastructure
- Pedestrian Safety
#Ward7NeedsBetterBusService
Ward 7 Transportation Summit

Ward 7 Transportation Summit & Listening Tour

Councilmember Tommy Wells, Chair of the Committee on Public Works & Transportation, wants to hear from you!!

Date: Saturday March 12, 2011
Location: Department of Employment Services
4056 Minnesota Ave NE – 5th Floor Conference room
Washington, DC 20019

Time: 11:00 a.m. to 12:00 p.m.

Getting
By Bus: The bus lines that stop at the Minnesota Ave Metro Station are U6, U4, U5, U6, U8, V6, V7, V8, K3, K2, K3.
By Metro: The DGS building is located on the Orange Line at the Minnesota Ave Metro Station.
By Car: There is free parking at the WMATA parking lot located directly behind the DGS building.

PLEASE MAKE SURE TO HAVE PHOTO ID. YOU WILL HAVE TO GO THROUGH SECURITY.

RSVP (optional)
It’s not mandatory, but we would like a head count. Please email Veronica (vsw@cornell.edu) and let us know if you are coming and what bus lines you regularly ride.

For more information visit: http://bus4ward7.blogspot.com

WARD 7 TRANSPORTATION SUMMIT & LISTENING TOUR

#RediscovertheBus

Meeting Summary

On March 12, 2011, residents met with Councilmember Tommy Wells, Councilmember Yvette Alexander, WMATA, and DDOE to discuss how to improve mobility in Ward 7. This summary was prepared by the Planning Committee.
“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

— Margaret Meade
Capital Bikeshare
Bikeshare in Hillcrest
Bikeshare in Hillcrest
Bikeshare in Hillcrest
Actions

• Twitter
• Meetings with DDOT Staff
• Emails to DDOT Director
• Meetings with Elected Officials

Next Steps

• Driving tour with Elected Officials
• Meetings with DDOT Staff
Lessons Learned

• Clear objective
• Get community buy-in and find allies
• Consistent message
• Be persistent
Beyond the Usual Suspects: Engaging Diverse Players in Creating Livable Communities

Marla Wilson
Greenbelt Alliance
mwilson@greenbelt.org
growsmartbayarea.org
## The San Francisco Bay Area

<table>
<thead>
<tr>
<th></th>
<th>Total Population</th>
<th>Caucasian</th>
<th>Hispanic</th>
<th>Asian-American</th>
<th>African-American</th>
<th>Other Race</th>
<th>Mixed-Race</th>
<th>Poverty Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SF Bay Area</strong></td>
<td>6,960,079</td>
<td>45.6%</td>
<td>21.9%</td>
<td>21.8%</td>
<td>6.7%</td>
<td>1.4%</td>
<td>2.6%</td>
<td>9.1%</td>
</tr>
</tbody>
</table>
Benefits of Smart Growth Not Reaching Everyone

- In San Jose, fast food/convenience stores outnumber grocery stores/fresh produce markets by a ratio of 4.6 to 1.

- East Palo Alto, with sizable Latino and Black populations, did not have a full-service grocery store until 2009.

- According to a 2004 California survey, 1 in 3 Latino students age 6-19 were overweight. At current rates, 1 in 2 Latino children will develop diabetes in their lifetime.
5 Steps of Engaging Diverse Partners

1. Start with your friends
2. Prepare to be challenged
3. Find out where people are, and what matters to them
4. Work to build trust
5. Build on your common ground
San Jose, CA: Pop. 905,108
San Jose
St. Maria Goretti Parish, San Jose
Santa Rosa, CA: Pop. 152,934
Santa Rosa
Engaging Roseland

Crea un mejor futuro para nuestro centro

La Ciudad de Santa Rosa está planeando el futuro del área del centro que se muestra en el mapa de abajo. ¡Ahora es el momento de crear una fantástica comunidad!

El área de planeamiento del centro:

Lo que está en juego:

El plan diseñará el desarrollo futuro del centro de Santa Rosa. Tu aportación es crucial para asegurar que nuestro centro se convierta en algo realmente bueno.

La ciudad está planeando el futuro de muchos espacios infraestructurados, donde el desarrollo inteligente puede enfatizar el carácter de la comunidad.

Barrios históricos serán conservados.

Inválvate, puedes influir en mejorar el planeamiento de la ciudad:
- Cómo las calles se ven y se sienten
- Vivienda para toda la comunidad
- Seguridad para peatones y ciclistas
- Conexiones de transporte
- Estacionamiento para carros y bicicletas
- Mejora de áreas públicas

Tus comentarios ayudarán a asegurar que nuestro Downtown sea vibrante, interesante, agradable, alcanzable, y un lugar donde se pueda vivir y saltar.

¡Involúcrate hoy!

La Ciudad de Santa Rosa está exponiendo un plan para exposición pública. La gente tendrá la oportunidad de revisar este documento y hacer sus comentarios acerca del mismo. ¡Es tu oportunidad de asegurarte de que la ciudad planea un centro realmente bueno!

Fechas que están por venir:

- **Enero** (las fechas pueden cambiar):
  - El 8 de Enero, la Ciudad hará público el anteproyecto del “Station Area Plan” un período de 45 días para los comentarios públicos
  - El 31 de Enero: Reunión para los comentarios públicos en el anteproyecto del “Station Area Plan”, 6:30 p.m., Hyatt Vineyard Creek Hotel and Conference Center
- **Marzo** (las fechas serán anunciadas):
  - Reuniones de la planificación de la comisión
- **Abril** (las fechas serán anunciadas):
  - Reuniones del cabildo municipal
  - Abril-Mayo (aproximadamente):
    - Adaptación del “Station Area Plan”

Las fechas están sujetas a cambio. Para mantenerte informado acerca de sus posibles cambios, oportunidades de acción y las últimas noticias sobre el centro, inítese a las actualizaciones por email de Greenbelt Alliance, the Accountable Development Coalition and the Conservation Action Fund for Education.

Para involucrarte, contacta con Julia Prange en the Accountable Development Coalition en julia.prange@gmail.com

www.SantaRosaStation.com

la web de Santa Rosa también tiene información: www.StationAreaPlan.net
Santa Rosa SMART Station-Area Plan
Oakland, CA: Pop. 362,342
Lake Merritt BART Station-Area Plan
Trilingual Tour of Station Area
Questions?