

Community Development and Neighborhood Planning
Corianne Scally
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Who to Target: People

- Youth
- Elderly
- Disabled
- Residents
- Business owners
- Employees
- Property owners
- Homeowners
- Tenants
- Landlords
- Parents
- Teachers

Who to Target: Institutions

- Schools
- Religious institutions
- Libraries
- Parks
- Hospitals
- Community colleges
- Police/Fire
- Daycare
- Banks
- Businesses
- School service providers
- CDC's
- Homeowner/Renter Assn

Why can't they participate? (Real Obstacles)

- Uninformed/Never asked
- Time
- Language barriers
- Work schedule
- Family responsibilities
- No affordable childcare
- No affordable eldercare
- No transportation

Why don't they participate? (Perceived obstacles)

- "Plans for whom?"
- "You're the expert, aren't you?"
- "My opinion doesn't matter"
- "I don't speak English"
- "I've been burned before"
- "All plans and no actions"
- "Show me the money"

Why Should They?

- If they don't do it, someone else will (or wont)
- Increased sense of community ownership and empowerment
- Improves relevancy of plans, and increases their chances for implementation
- Enhances legitimacy of the community in the eyes of others

Tools for participation: Phase 1 (getting started)

Scoping

Governing/Staffing

- Creating governing structure and responsibilities.

Community organizing and visioning

- Conducting door knocking/flyers.
- Getting people excited and finding out what they want
- Building relationships
- Ask the people what they need to maximize participation

Working with local government

- Depends if they are leading or not
- Empowerment will not want to work with them

Resourcing

- Start working on specific processes
- Self-help, rely on local businesses, etc.
- T.A. City goes and gets local grants

- Different resources applied through different approaches

Visioning: forming the vision

- Summarizes the ideal state of the community
- Captures community values, hopes and dreams
- Provides sense of communities uniqueness
- Inclusive of community's diverse populations
- A statement of 2-3 paragraphs
- Positive, present-tense language: "We are"

Visioning: Community meeting

- Drafting statements in small groups based on leading questions, ex) complete the following statement: "in 20 years, our community will be ..."
- Brainstorming, recording and ranking ideas
- Individual visualization exercises lead to topical grouping and ranking, ex) "close your eyes. It is the year 2034, and you are strolling down XX Street. What do you see?"
- Magazines "cover story:" created in small groups.

Tools for participation: Phase 2 (Plan Development)

Information gathering

- Understanding existing problems in neighborhoods

Holding neighboring summits

Plan drafting/adopting

- Writing stuff down and presenting it to your community to get it approved

Information gathering: Individual skills assets inventory

Health

- Caring for elderly
- Caring for mentally ill
- Caring for the sick
- Caring for the disabled
- EMT/First aid
- Nursing experience
- Nutrition
- Exercise

Constuction and Repair

- Painting