



People, Place and Planning: *Engaging Residents & Using Data in Revitalization and Evaluation*

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Agenda

- **Introduction**
- **The Valley Neighborhood: Overview**
- **Evaluation Tools**
- **Neighborhood Planning Game**
- **The Valley Neighborhood: Lessons Learned**
- **Q&A and Reflection**

Neighborhood Revitalization Plans

People



- Services to children and families
- Workforce development
- Leadership development
- Social cohesion

Place



- Quality affordable housing
- Economic development
- Green, clean and safe
- Infrastructure

Better Data Better Results

People

- Surveys
- Interviews
- Community Meetings
- Steering Committee

Place

- Secondary Data
- Observations

HANDS, INC

- **Orange, NJ**
- **Founded 1986**
- **The Valley Neighborhood**



HANDS: Problem Properties



HANDS: Stabilize Neighborhoods



HANDS: Visioning, 2001



HANDS: A neighborhood with an identity



HANDS: Great location



HANDS: A rich history



HANDS: Long standing institutions



HANDS: Valley Settlement House, founded 1898



HANDS: Vintage Buildings



HANDS: Landmarks



HANDS: Historic buildings



HANDS: Traditional destinations



HANDS: Italian restaurants



HANDS: Challenges



HANDS: Industrial remains



HANDS: Hatting factories



HANDS: Discouraging setbacks



HANDS: Environmental issues



HANDS: Costly clean-up



HANDS: Shuttered businesses



HANDS: Closed restaurants



HANDS: Lost jobs



HANDS: We need a Plan





Resident Survey and Neighborhood Observations

- Primary data of resident perceptions -- neighborliness, changes in the neighborhood, feelings of safety, willingness to recommend...
- Data is collected at the beginning (baseline evaluation & informs planning) and at the end of the grant period.
- Support is provided to the grantees to undertake a methodologically sound representative surveying effort.

“Worst” things about the Valley (2006)

n=113

- Litter, graffiti or other cleanliness issues 38.9%
- Crime or other safety issues 23.0%
- Number of abandoned or run-down buildings 14.2%

“Best” things about the Valley (2006)

n=114

- Safety 34.2%
- Cleanliness of streets/
homes 17.5%
- Friendliness 14.9%
- Available shopping 10.5%

Community Profile Report

The screenshot displays the TRF Policy Map website interface. At the top, the browser address bar shows www.policymap.com/maps. The navigation bar includes links for National and Local, Facebook, Gmaps Pedometer, Monroe County (NY), and Welcome Board. The main search area is titled "SET LOCATION" and contains a search box with "orange nj" and a "GO" button. Below this is an "ADD DATA LAYER" section with various data categories: Real Estate Analysis, Neighborhood Conditions, Lending Activity, Education, Money & Income, Demographics, Owners & Renters, Jobs & Economy, Health, Federal Guidelines, TRF Analytics, and My Data. The map area shows a street grid in Orange, NJ, with a red box highlighting a region. A popup window titled "The Valley" is overlaid on the map, containing the text "Zoom here - Remove" and three links: "See Table", "Get Report", and "Share Region". The left sidebar has an "ADD SITES" section with a list of categories including Subscriber-shared Sites, Federal Housing, Nonprofit Locations, Health, Environment, Schools and Libraries, Grocery Retail Access, Local Foreclosure Data, and Bank Failures. The map's breadcrumb trail reads: United States > New Jersey > Essex County > City of Orange > Orange > 07050 > 018900.

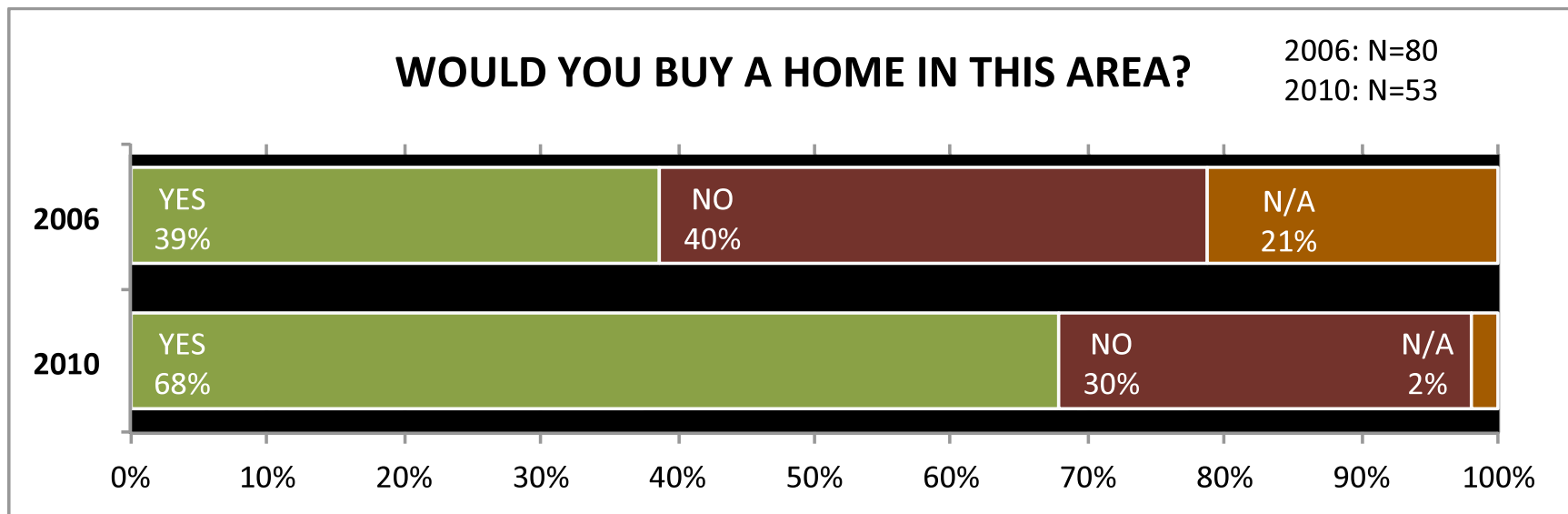
Neighborhood Planning Game

Data collected by HANDS:

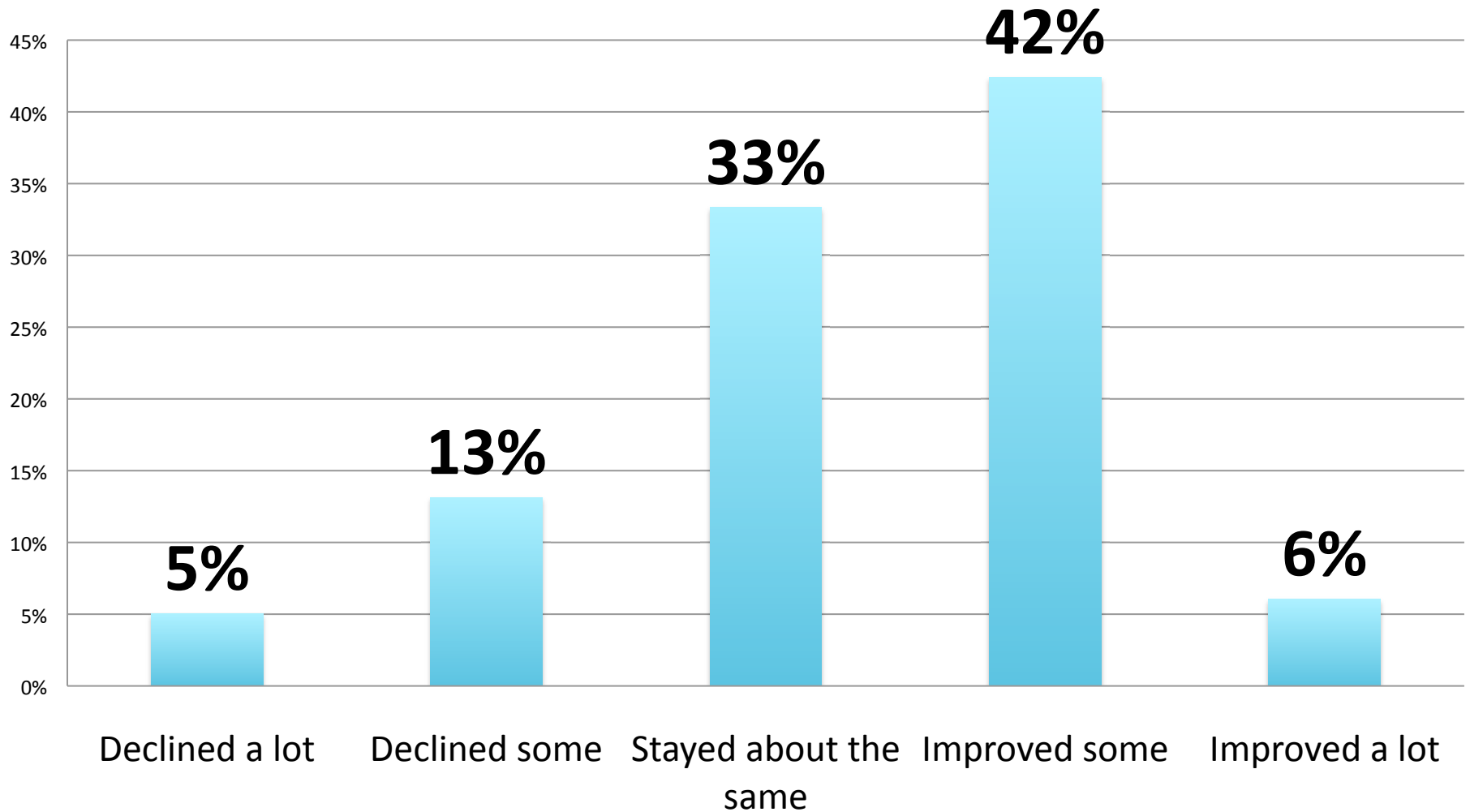
- Resident survey – 2006 & 2010
- Business and business district observations
– 2006 & 2010
- Crime data – 2001-2009
- Real Estate Sales – 2006 & 2010
- Business owner surveys 2010
- Block level observations 2010

**Some positive change amidst
uncertain economic realities**

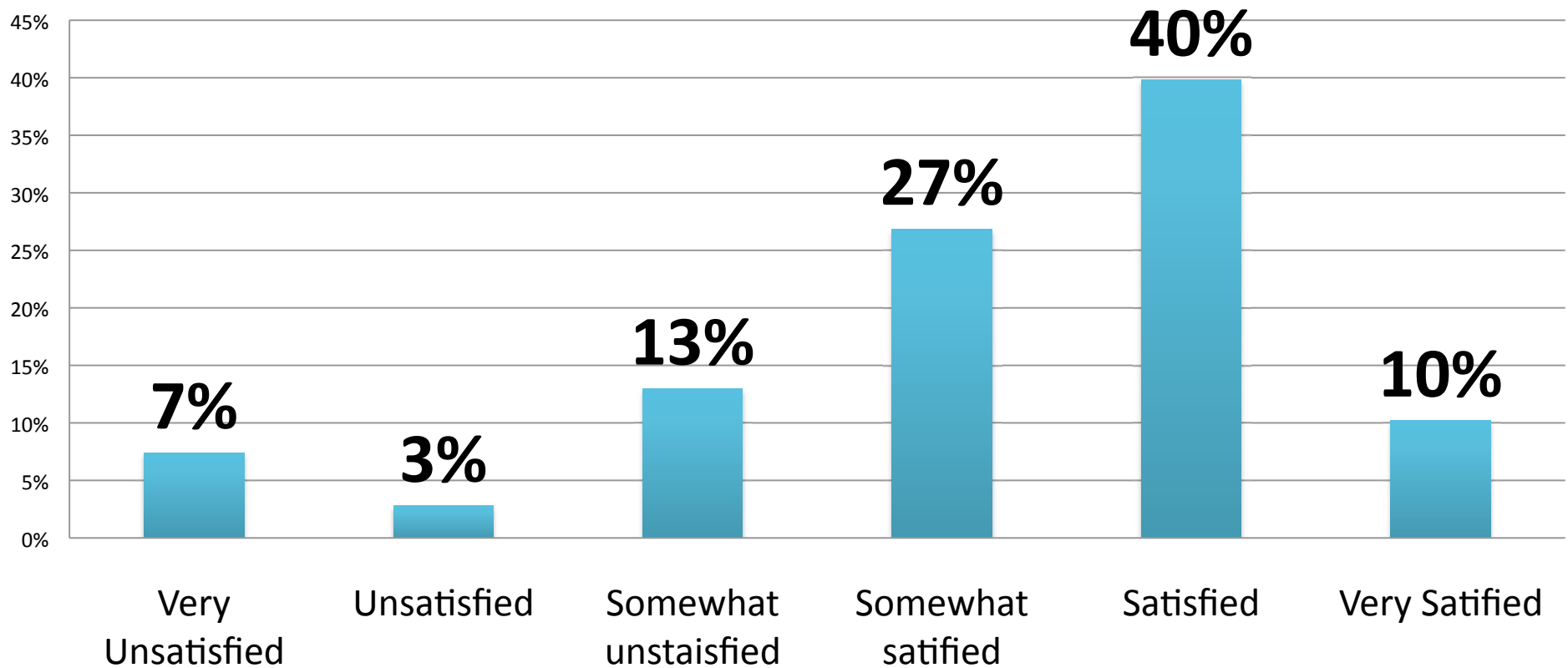
Are current renters interested in buying a home in the neighborhood?



Compared to three years ago, how would you say the neighborhood has changed? (2010) N=99

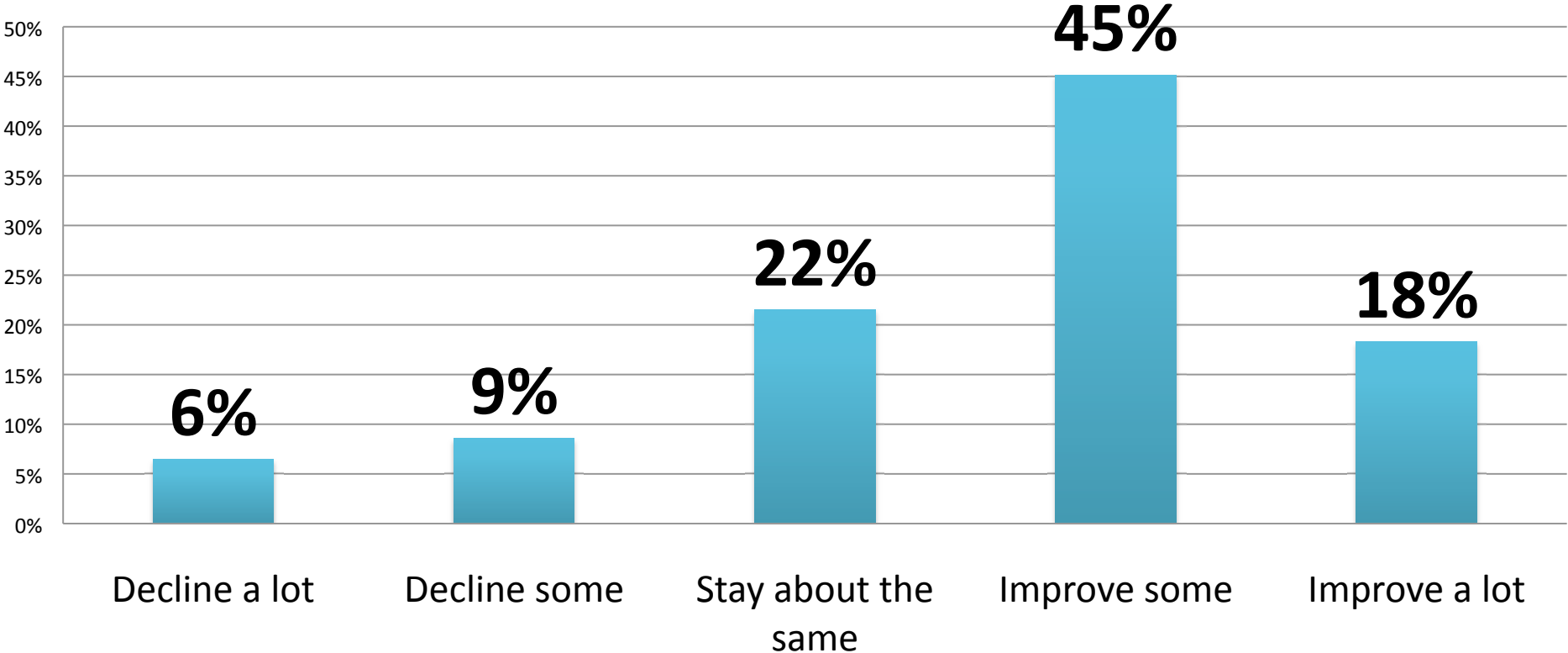


Overall, considering everything, how satisfied would you say you are living in this community? (2010) N=108



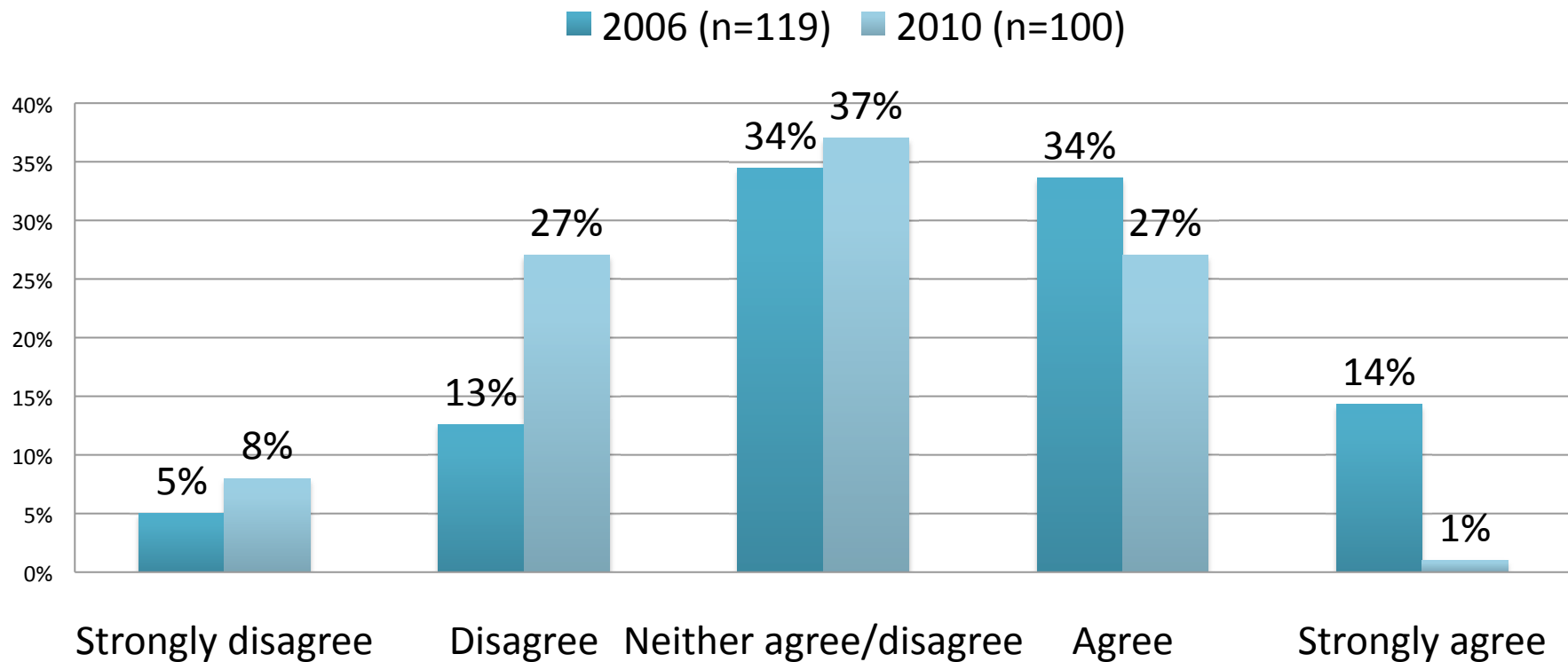
Thinking about the next three years, how do you think the community will change?

(2010) N=93



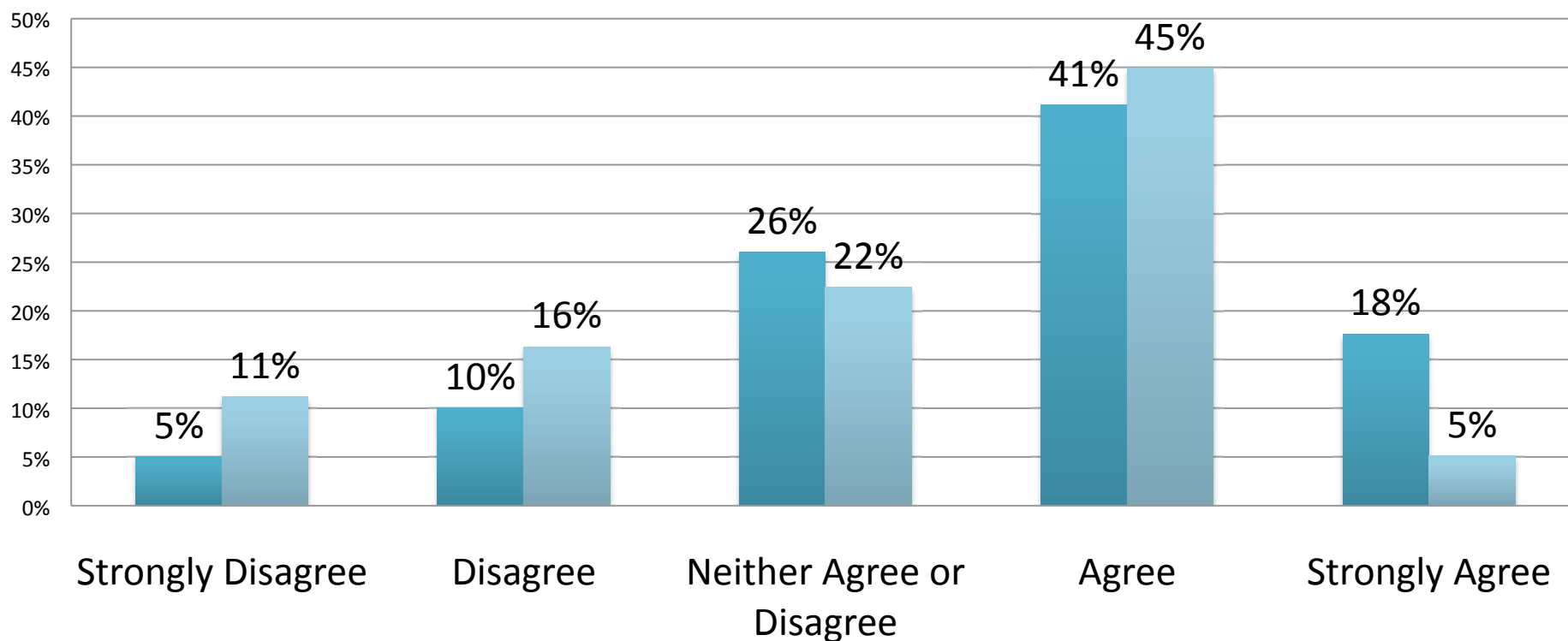
**Still plenty to work on...and some
uncertainty as to what it means**

If something is wrong in my neighborhood, I know that the people who live here will try to fix it.



I would recommend my neighborhood as a good place to live.

■ 2006 (n=88) ■ 2010 (n=98)





Lessons Learned

- Control Real Estate
- Build on Assets
- Be willing to Lead
- Coalesce a vision that people can own
- Support people and organizations
- Commitment to artists and innovators
- Attract resources – people, \$\$\$, partners
- Affordable financing is required

Control Real Estate

- 100 Arts Spaces to anchor the district
- Permanent affordability to retain artists, innovators, entrepreneurs and community builders





























Build on Assets



Willingness to Lead

- Comprehensive planning – 600+ stakeholders
- Competing redevelopment vision



Coalesce a Vision



Support people and organizations



ValleyArts, Inc.

- Incubated community arts organization



Commitment to artists and innovators



Social enterprise



Attract Resources People, \$\$\$, Partners



Affordable financing is required



Neighborhood Anchors Fund

- Long term financing
- Keep rents affordable
- Blended capital sources



Invest in People

















CAM





















Benefits of Neighborhood Planning

- 34 neighborhoods / 11,000 people
- Heightened communication and collaboration
- Engaged residents and new leadership
- Heightened transparency and accountability
- Establishment of trust
- Enhanced organizational structures
- Identification of unknown issues and hidden opportunities
- Greater utilization of new programs
- Ability to assess progress and make real time revisions

Promising Planning Practices

- Assess Neighborhood Readiness
- Incorporate Market Dynamics
- Engage residents & stakeholders
- Build towards implementation

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