

# WALK LIVE 2012: A TOOL FOR COMMUNITY ORGANIZING

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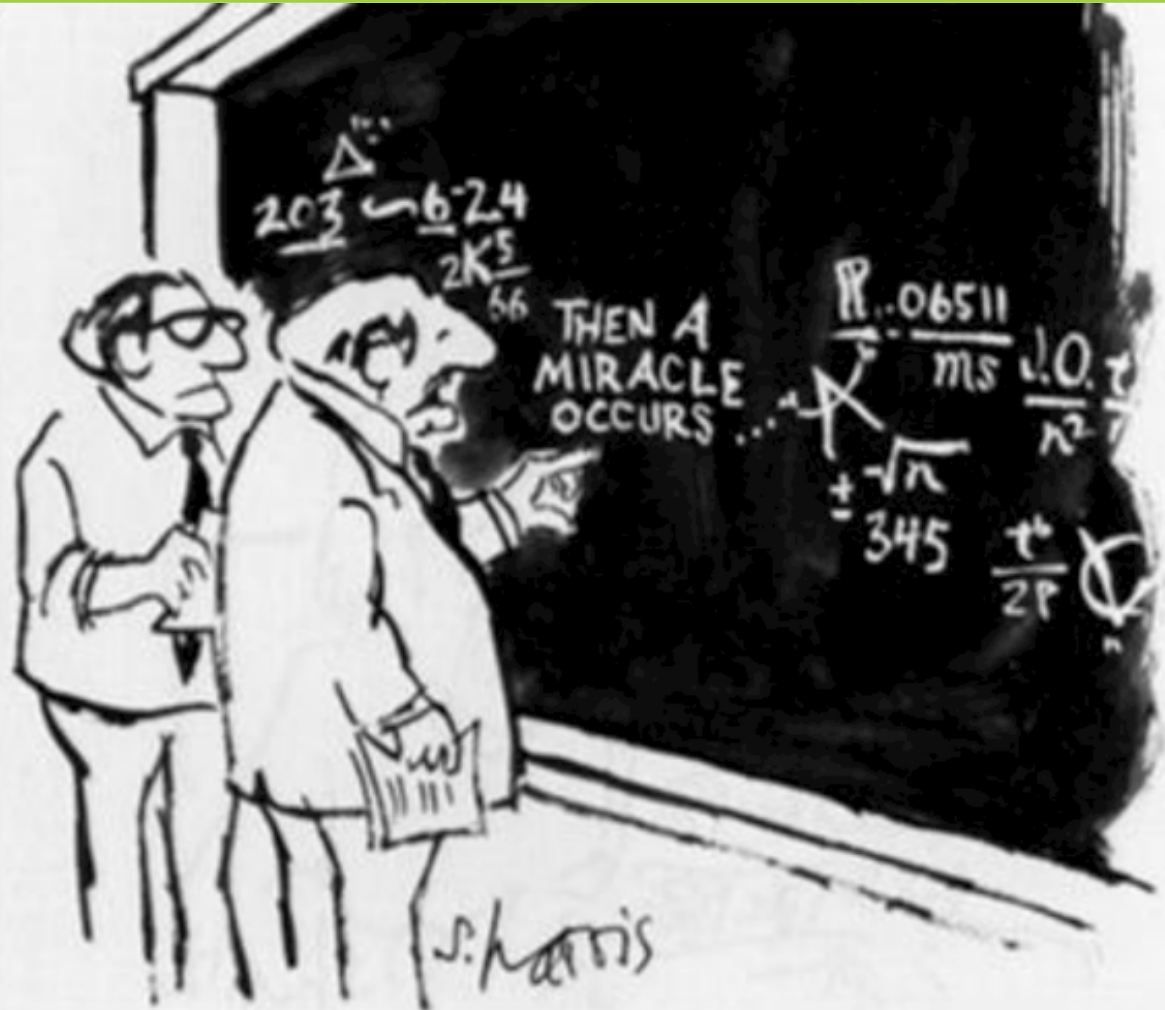
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"I think you should be more explicit here in step two."

# CONNECTING THE DOTS

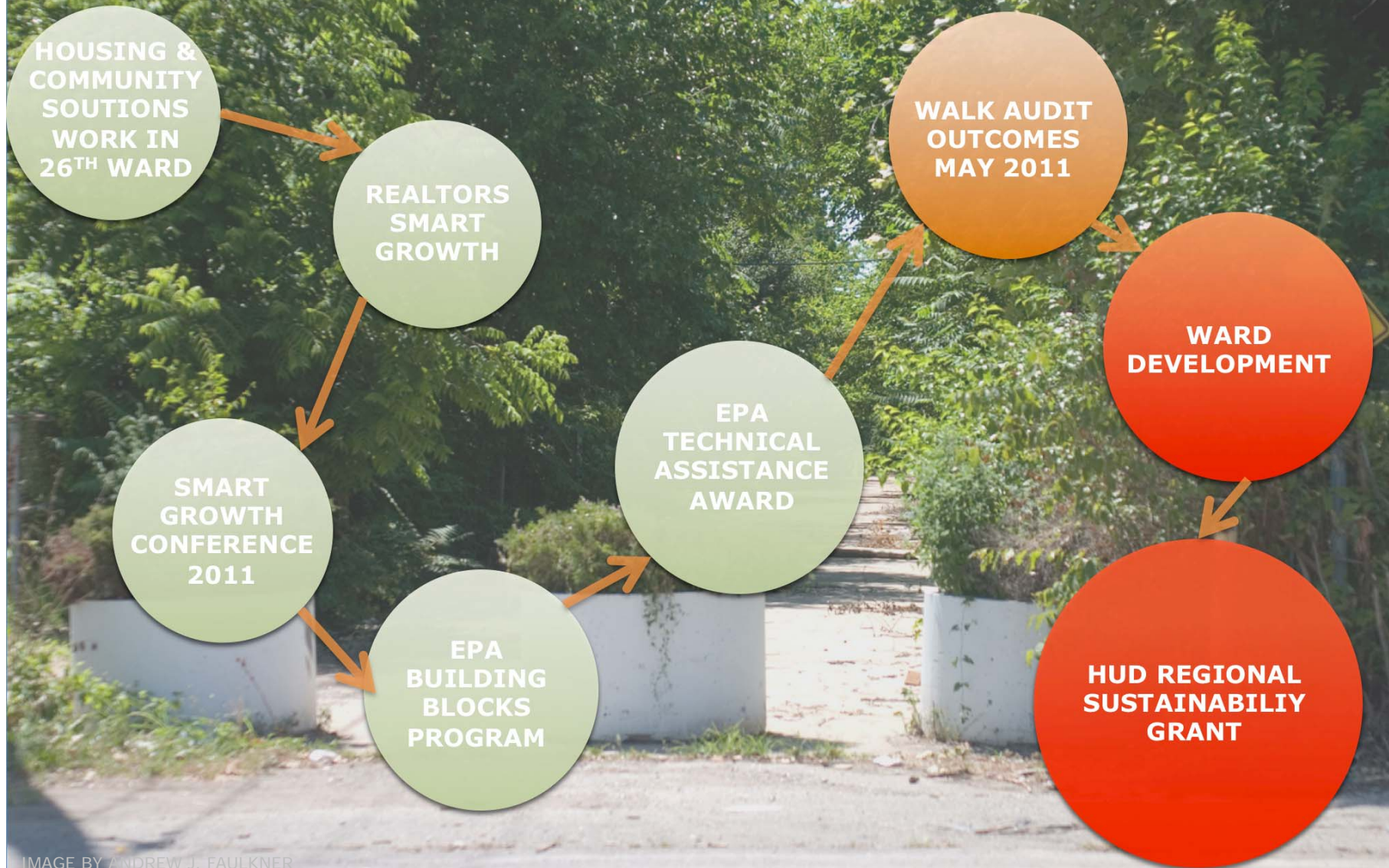


IMAGE BY ANDREW J. FAULKNER

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# CONNECTING THE DOTS



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# CONNECTING THE DOTS

ENERGY  
EFFICIENT  
HOUSING  
CONTEST

REALTORS®  
SMART GROWTH  
GRANT

COLLABORATORS:  
•CITY  
•COUNTY  
•MUNICIPALITIES

COLLABORATORS:  
•HCSI  
•REALTORS®  
•GREAT RIVERS GREENWAY  
•LIVING BUILDING CHALLENGE  
ARCHITECT HELLMUTH &  
BICKNESE  
•USGBC  
•OTHERS

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# 26<sup>TH</sup> WARD: LOCATION

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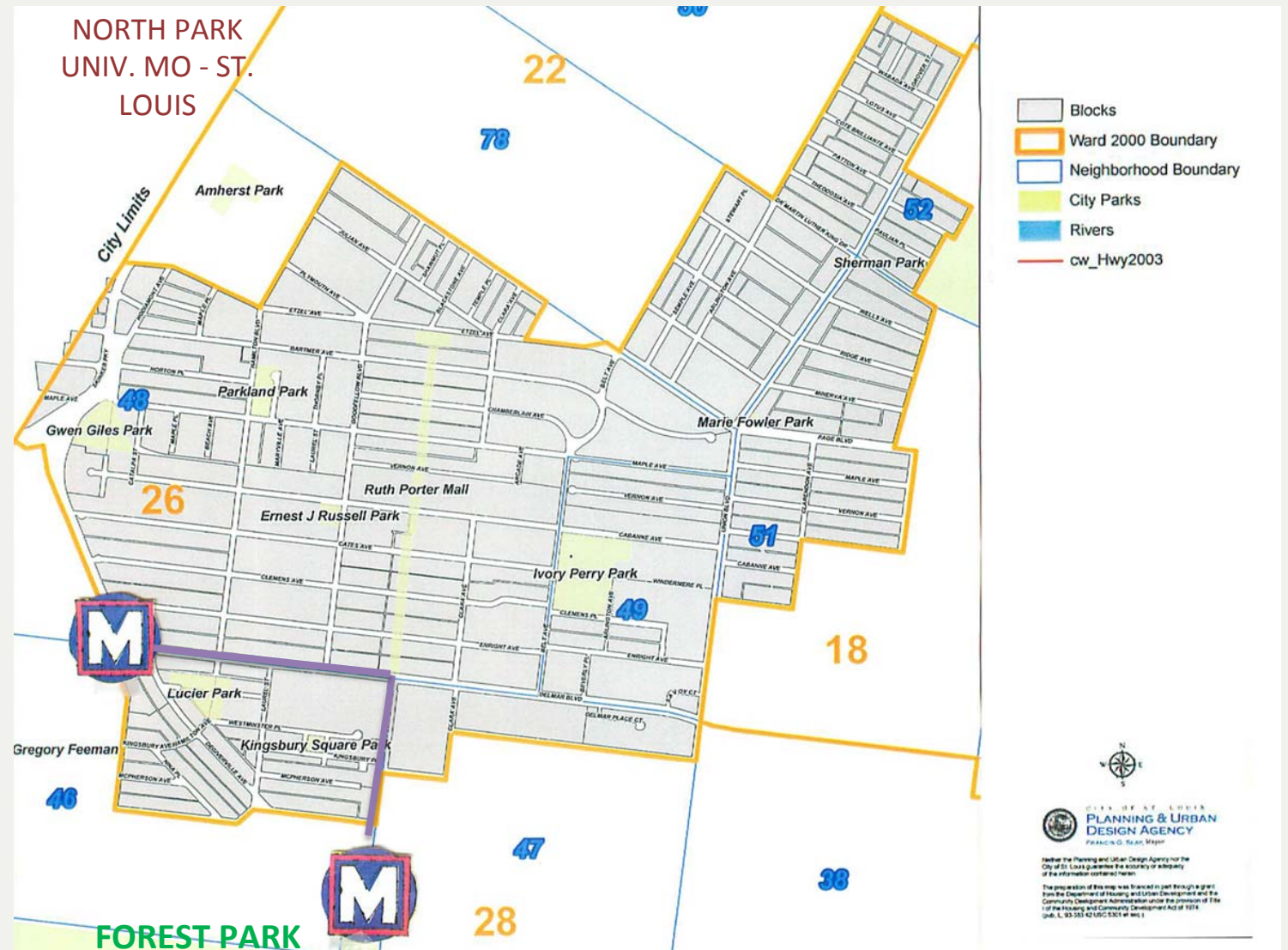
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# STRENGTHS OF THE 26<sup>th</sup> WARD/WEST END NEIGHBORHOOD

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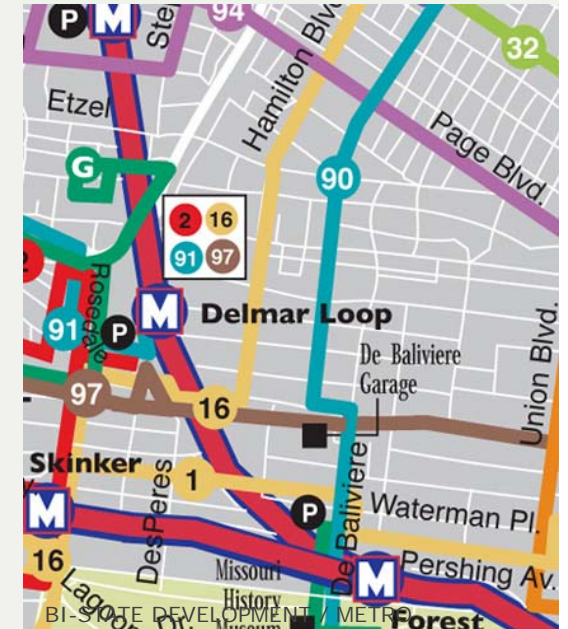


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- Location, Location, Location
  - Central to region's job centers (Downtown, Clayton, Washington University, Barnes-Jewish Hospital/WUSTL Medical Center, Central West End, on GRG Trail to Express Scripts/NorthPark, and University of Missouri St. Louis)
- Immediate proximity to transit
  - Metrolink (light rail) stations
  - Access to 7 Bus Routes
  - Planned Trolley Route on Delmar



# STRENGTHS OF THE 26<sup>th</sup> WARD/WEST END NEIGHBORHOOD

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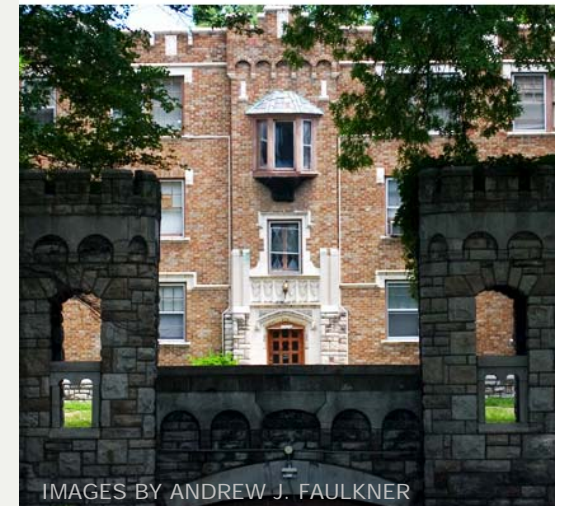


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- Livable
  - Delmar Boulevard was named one of America's 10 Great Streets (American Planning Association)
  - Proximity to 1,293 Acre Forest Park
  - 8 mile Trail and connections to planned 600 mile greenway network
- Desirable
  - Affordability
  - Distinguished building stock



IMAGES BY ANDREW J. FAULKNER

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## ST. VINCENT GREENWAY

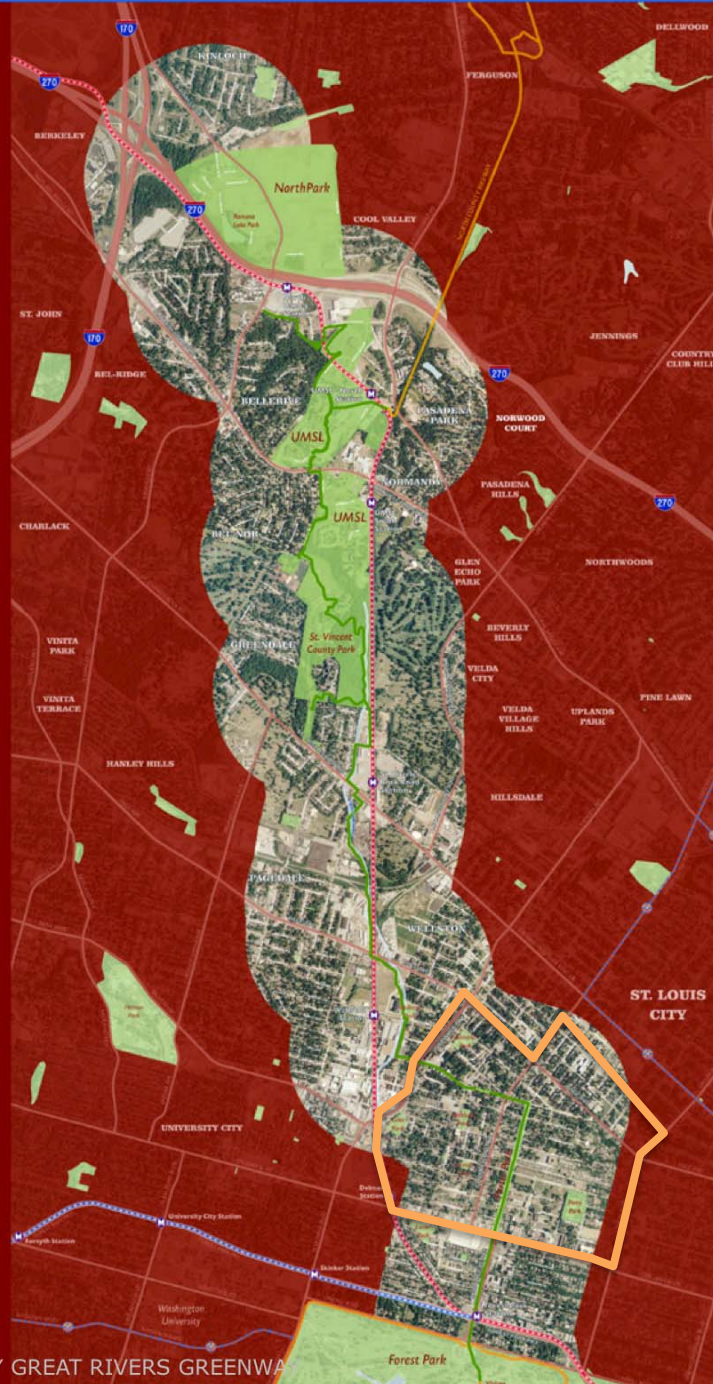


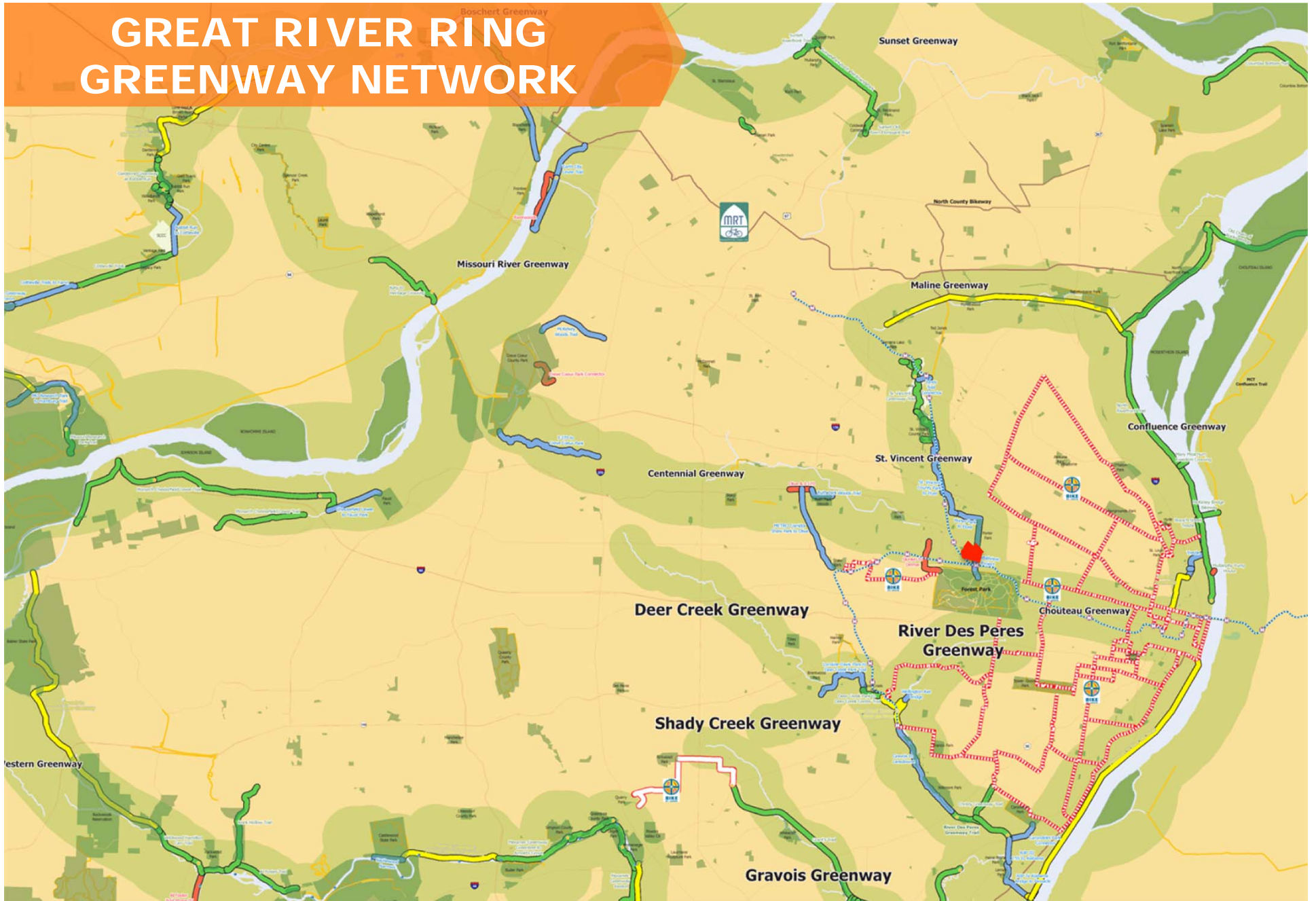
IMAGE BY GREAT RIVERS GREENWAY

### UTILIZE NEW CONNECTIONS

- West End Neighborhood will be the site of an important 8 mile trail connector between Forest Park, UMSL, and Express Scripts and NorthPark Job Center



# GREAT RIVER RING GREENWAY NETWORK



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## OUTCOMES

Using  
Walkability as  
a tool to  
Organize  
Community

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IMAGE BY ANDREW J. FAULKNER

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IMAGE BY ANDREW J. FAULKNER

## OUTCOMES

“It is amazing what simple changes can make our community more safe and vibrant”

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IMAGE BY ANDREW J. FAULKNER

## BRING THE CITIZENS TOGETHER

- [Introduction Video](#)
- [Resident Interview \(Video\)](#)
- [Nancy Thompson Interview \(Video\)](#)

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## BUILDING STRONG COMMUNITY

“Just by designing our community right, you could encourage business to come (and people) to our community”

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## BUILDING STRONG COMMUNITY

- Bring residents together for a high visibility project with a high possibility of success
- Use the walk audit to energize participants to work for and with the community on future projects
- Build the foundation for a strong and trusting collaboration

# NEXT STEPS

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- Walk Live 2012 Train the trainer (at Great Rivers Greenway behest)
  - National Association of Realtors Smart Growth Grant
  - Scale to Regional program
- H.U.D. Sustainability Grant
- Development opportunities around St. Vincent Greenway
  - Existing Commercial Building
  - Competition for energy efficient and universally designed cottages along greenway
  - Support additional development by facilitating residents to acquire landbanked lots
  - Retail Study of Delmar commercial corridor and potential C.I.D.
  - Transit Oriented Development
- St. Louis Neighborhood Market Drilldown
  - Social Compact is exposing additional buying power
  - Opportunities to alleviate Food Deserts and Underbanked areas.
  - [www.neighborhooddatagateway.org](http://www.neighborhooddatagateway.org)

# NEXT STEPS

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- Consulting to bring expertise in organizing to other communities
- <http://www.housingandcommunitysolutions.org/home>



# CORE COLLABORATORS

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- St. Louis Association of Realtors
- Federal Reserve Bank of St. Louis
- Great Rivers Greenway
- Trailnet
- East West Gateway Council of Governments

# FINAL REPORT



Creating walkable,  
bikeable and safe  
communities

featuring walkability expert **Dan Burden** ([walklive.org](http://walklive.org))

visit [www.housingandcommunitysolutions.org](http://www.housingandcommunitysolutions.org)  
for more information & future events

## SPONSORS AND COLLABORATORS:



## EVENT SPACE PROVIDED BY:



## ADDITIONAL SPONSORS:

MARIS - Regional MLS,  
Investors Title,  
University City,  
The City of St. Louis and  
Aldermen Lyda Krewson  
& Frank Williamson

*This event was funded in  
part by a Smart Growth  
grant from the National  
Association of REALTORS®*

## Walk/Live St. Louis 2012: By the Numbers

<b>Total attendees:</b>	442 <sup>[1]</sup>
<b>Total number of events:</b>	9
<b>Total event locations:</b>	6
<b>Number of collaborators:</b>	7
<b>Number of sponsors:</b>	7
<b>NAR Smart Growth Grant:</b>	\$15,000

### Map of the twenty nine June attendee zip codes from across the region:



<sup>[1]</sup> Measures total number of event participants, not unique attendees. Includes attendees of the 3/20/2012 "Exploring Innovation" event at the Federal Reserve.



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(314) 367-3147

[www.HousingandCommunitySolutions.org](http://www.HousingandCommunitySolutions.org)

also see [www.drilldownstl.org](http://www.drilldownstl.org)

## **Collective Impact Summary Sheet**

At its core, Collective Impact is the collaboration of members from different institutions working together to promote a common agenda to help solve an adaptive social problem. For example, in order to improve student achievement in public schools with the collective impact model, it would be necessary for community leaders, parents, school district representatives, university presidents, directors of education-focused non-profits, and others to come together to form a collective plan in order to help make a bigger impact in addressing the issue.

Collective Impact is a strategy for solving adaptive social problems and there are five main conditions necessary for success:

# Collective Impact Summary Sheet

- **Common Agenda:** Participants must have a shared vision for change or a common agenda that includes a mutual understanding of the problem as well as a shared approach to solving it.
- **Shared Measurement System:** In order to bring consistency, clarity, and legitimacy to the endeavor, it is necessary to form a shared measurement system for data collection.

# Collective Impact Summary Sheet

- **Mutually Reinforcing Activities:** Collective Impact requires that each participant undertakes a specific set of activities that support and synchronize with the actions of others.
- **Continuous Communication:** Participants need to be in constant communication to use Collective Impact effectively, and it may take months to build the trust required to efficiently work together.

# Collective Impact Summary Sheet

- **Backbone Support Organization:** A backbone organization is needed that can plan, manage, facilitate, organize, coordinate, communicate, provide technology and communications support, data collection and reporting, handle administrative and logistical issues, and provide adaptive leadership such as framing the issue in a way that presents opportunities and difficulties.

# Collective Impact Summary Sheet

Housing & Community Solutions hopes that by spreading the word of Collective Impact it will encourage collaboration between a variety of groups including government, non-profit, institutions, funders, and other organizations and be a catalyst for moving the community forward. We are working to put together a group to communicate the idea of Collective Impact throughout the St. Louis area with hopes that it will inspire others to join a collective cause and be a useful model for addressing social issues that are critical to the future of St. Louis.

## SEE REFERENCES

Link to the Collective Impact Article in the Stanford Innovation Review:  
[http://www.ssireview.org/articles/entry/collective\\_impact/](http://www.ssireview.org/articles/entry/collective_impact/)





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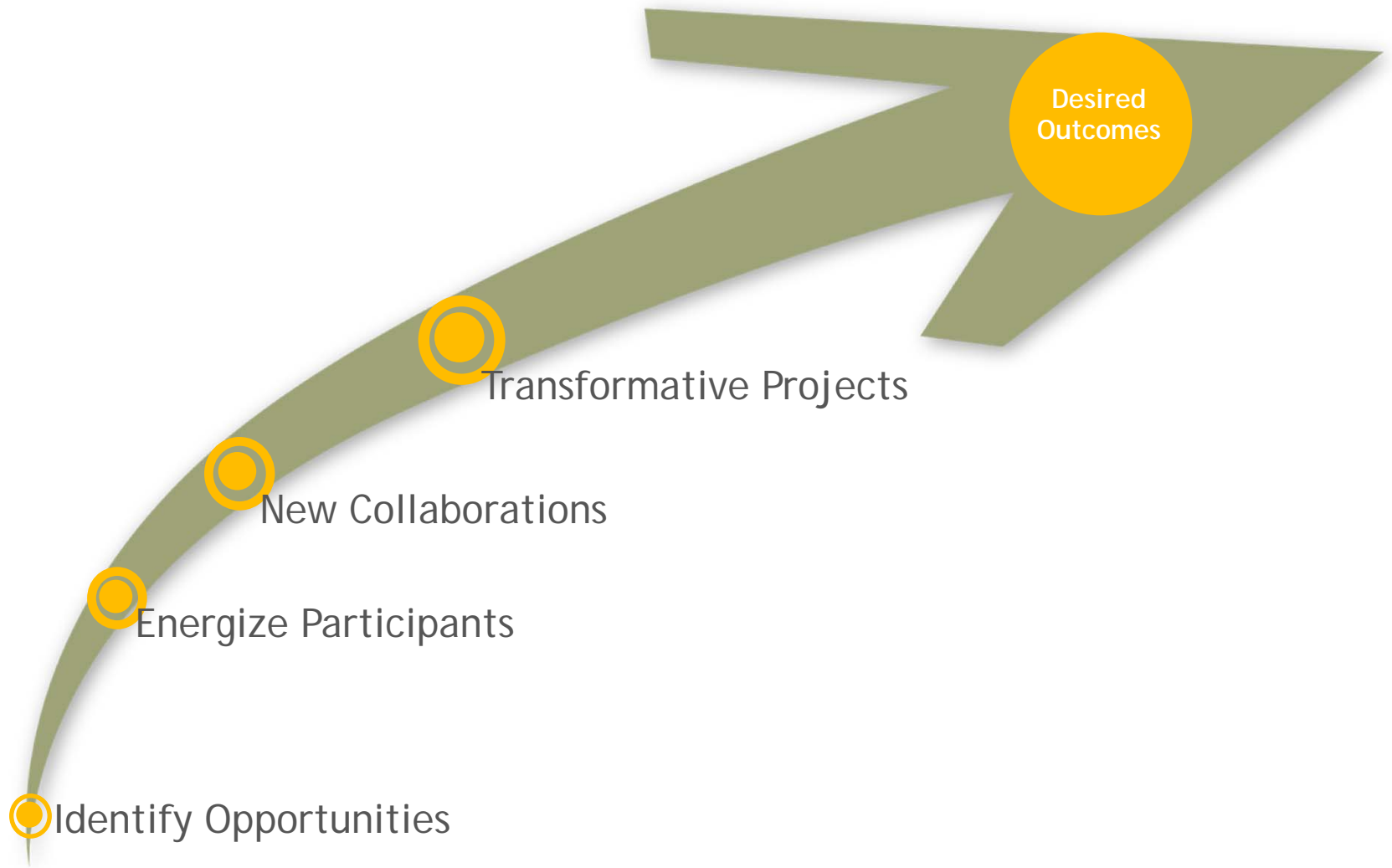
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## ALSO IN REFERENCES

Link to the Collective Impact Article in the Stanford Innovation Review: [http://www.ssireview.org/articles/entry/collective\\_impact/](http://www.ssireview.org/articles/entry/collective_impact/)

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# THE POWER OF COLLECTIVE IMPACT



# SPECIAL THANKS TO

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- National Association of Realtors Smart Growth Department
  - Joe Molinea
  - Hugh Morris
  - Darren Smith
- Environmental Protection Agency
  - Kevin Nelson, Clark Wilson and Tim Torma, and David Hutch (Washington DC)
  - David Doyle (Participant in the Walk Audit)
- City of St. Louis
  - Mayor Francis Slay
  - Interim Director of Planning Don Roe
  - Sustainability Director Catherine Werner
- Housing & Community Solutions
  - Caroline Bann
  - Board of Directors
- Trailnet/Livable St. Louis Network
- Great Rivers Greenway
- Andrew J. Faulkner Design & Urbanism

# SPECIAL THANKS TO WALK LIVE 2012

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- Livable St. Louis Network
- Citizens for Modern Transit

- EVENT SPACE PROVIDED BY

- Regional Arts Commission St. Louis
- Washington University in St. Louis

- ADDITIONAL SPONSORS

- MARIS – Regional MLS
- Investors Title
- University City
- The City of St. Louis and Aldermen Lyda Krewson & Frank Williamson

# CONTACT INFORMATION

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1<sup>st</sup> St. Louis Energy Efficient Housing Contest

[www.EnergyEfficientHousingStl.org](http://www.EnergyEfficientHousingStl.org)

ERIC FRIEDMAN, Head Coach

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[www.housingandcommunitysolutions.org](http://www.housingandcommunitysolutions.org)

Friedman Group, Ltd.

Friedman Development, Ltd.

[www.friedmangroup.com](http://www.friedmangroup.com)

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# References

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- 1<sup>st</sup> St. Louis Energy Efficient Housing Contest  
[www.energyefficienthousingstl.org](http://www.energyefficienthousingstl.org)
- Collective Impact  
•[www.housingandcommunitysolutions.org/home/tools\\_for\\_nonprofits](http://www.housingandcommunitysolutions.org/home/tools_for_nonprofits)
- Stanford Innovation Review Article on Collective Impact  
•[fsg.org/tabid/191/ArticleId/211/Default.aspx?srpush=true](http://fsg.org/tabid/191/ArticleId/211/Default.aspx?srpush=true)
- Neighborhood Data Gateway  
[www.neighborhooddatagateway.org](http://www.neighborhooddatagateway.org)
- DrillDown  
[www.drilldownstl.org](http://www.drilldownstl.org)
- Eric Friedman and Dan Burden Walk Live Speech  
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- Walk Live Implementation Guide
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