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: 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
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?

**WOULD YOU BUY A HOME IN THIS AREA?**

<table>
<thead>
<tr>
<th></th>
<th>2006: N=80</th>
<th>2010: N=53</th>
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</thead>
<tbody>
<tr>
<td><strong>YES</strong></td>
<td>39%</td>
<td>68%</td>
</tr>
<tr>
<td><strong>NO</strong></td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td><strong>N/A</strong></td>
<td>21%</td>
<td>2%</td>
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</table>

- 2006: N=80
- 2010: N=53
Compared to three years ago, how would you say the neighborhood has changed? (2010) N=99

- Declined a lot: 5%
- Declined some: 13%
- Stayed about the same: 33%
- Improved some: 42%
- Improved a lot: 6%
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.

- 2006 (n=119) vs 2010 (n=100)

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<thead>
<tr>
<th></th>
<th>2006</th>
<th>2010</th>
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<tbody>
<tr>
<td>Strongly disagree</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Disagree</td>
<td>13%</td>
<td>27%</td>
</tr>
<tr>
<td>Neither agree/disagree</td>
<td>34%</td>
<td>37%</td>
</tr>
<tr>
<td>Agree</td>
<td>34%</td>
<td>27%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>14%</td>
<td>1%</td>
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I would recommend my neighborhood as a good place to live.

<table>
<thead>
<tr>
<th></th>
<th>2006 (n=88)</th>
<th>2010 (n=98)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>5%</td>
<td>11%</td>
</tr>
<tr>
<td>Disagree</td>
<td>10%</td>
<td>16%</td>
</tr>
<tr>
<td>Neither Agree or Disagree</td>
<td>26%</td>
<td>22%</td>
</tr>
<tr>
<td>Agree</td>
<td>41%</td>
<td>45%</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>18%</td>
<td>5%</td>
</tr>
</tbody>
</table>
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
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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