COMMUNITY CONVERSATIONS IN SOUTHEAST MICHIGAN:
Understanding Transportation Challenges through Creative Local Engagement
Access to Core Services in Southeast Michigan

Southeast Michigan Council of Governments
Gathering Input: Access to Core Services Task Force

- State & Federal agencies
- Local Government
- Education
- Social Service Organizations
- Transportation Providers
- Healthcare
- Other Key Partners

Over 50 regional stakeholders
Focus Populations:

• Households in poverty
• Seniors (60+)
• Transit Dependent Households
• People with disabilities
• Youth
Partner Organizations

Programs to Educate All Cyclists
PEAC

Growing Hope

Urban Neighborhood Initiatives

Area Agency on Aging 1-B in partnership with Disability Network Oakland, Macomb

Youth Connection

Community Health and Social Services Center (CHASS)
Creative Community Conversations:

- Creative freedom for context
- Enhance an event/events
- Create an event/events
Where do you need to go?
How do you get where you need to go?
Why can’t you easily get where you need to go?
Community Conversations: Access to Core Services in Southeast Michigan
Event(s) Description Form

Lead Organization Name:  

Designated Staff Person Name:  

Phone Number:  

Mailing Address:  

Anticipated Date(s) of Event(s):  

1. Provide a description of the audience you intend to target with your community conversation(s):
   (• what is the age and gender mix? • what levels of literacy exist? • what is the socio-economic mix? • what languages are spoken in the community? • what cultural protocols are adhered to? • what percentage of the community is employed and when do they work? • do community members have access to transport?)

2. Please describe how you will structure the community conversation(s) you plan to host. 
   (Include where conversation(s) will happen, general timeline of the day(s) event(s), any other relevant details)

3. What organizations will you partner with to host your community conversation(s)? 
   (Please provide names and the roles of each organization. Who, specifically, has been a part of the planning committee?)

4. How do you plan to promote/market your event(s) to create awareness and get community members there?

5. What is your target number of participants?

6. How will you count the number of participants? 
   (Think outside the box – could be through # of ice cream sandwiches distributed, photos taken, ‘zines collected)
Lessons Learned

- Engage Local Partner Organizations
- Embrace Difference of Context
- Build Capacity
- Encourage Local Action Throughout
- Create a Continuous Feedback Loop
Engage Local Partner Organizations
Embrace Difference of Context
Build Capacity

Walk, Roll, or Skip on the Map!
Build Capacity
Encourage Local Action Throughout
Create a Continuous Feedback Loop

- Advisory Taskforce Meetings
- Compile to share at regional level
- Compile to share locally
- Community member participants
- Partner organizations and stakeholders
Incorporate the Arts!!
Questions?

Michelle Snitgen
Active Communities Coordinator
Michigan Fitness Foundation
msnitgen@michiganfitness.org