

NEIGHBORHOOD REVITALIZATION
AND BUILDING A NEIGHBORHOOD
COALITION



Causes of Neighborhood Decline

- Job Loss/Job Mix
 - *Lack of money to keep up homes*
 - *Domestic problems – divorce, drugs*
- Demographic shifts
 - *Aging population*
 - *Rentals vs. owner occupied homes*
- Cultural issues – expectations about what life has in store – fate
- Neglect by city officials

Strategies to Address Decline

- Welfare
- Food banks/pantries
- Job training
- Blight removal
- Teamwork for Quality Living
- Habitat for Humanity
- Neighborhood Coalitions

Example of a Revitalization Effort

- <https://www.youtube.com/watch?v=iGbwTxdngNU>

What is a Coalition

- Committed change makers
- Residents
- Neighborhood Association leaders
- Service providers
- Funders
- Experienced experts

Steps in Coalition Building

1. Know the neighborhood

- What is the target area?
- What is already going on – don't want to re-invent the wheel
- Are there already leaders in place?
- Have other efforts already been undertaken in the past? What happened to these?



2. Make Connections

- Key local leaders
 - Not-for Profits working in neighborhood
 - Funders – what are their priorities
 - City officials – believe it or not, they want to help
 - Get help – BSU, one of the above.
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- This is a slow process, but without support, you are on your own

3. Engage residents

- What are neighborhood needs and perceptions
- Residents will have variety of opinions
- Engagement should be systematic
 - *Surveys*
 - *Meetings – getting people to show up is a challenge – ideas?*
- Vision – how do we want to be seen?
- ABCD – asset based Community Development

ABCD

- Focus is on assets, not problems
- What are assets?
- Similar categories across neighborhoods but specifics are different – examples?
Can be physical or perceived (historical, emotional) What value could this asset bring? (may not be doing it now)
- Who is the key person(s) associated with this asset?
- How will you engage this asset?

4. Create a structure

- Neighborhood association
- Steering Committee
- Something else that makes sense for each situation – but has to be a structure that has commitment and continuity

5. Develop a plan

- Identify needs – very specific, based on resident input
- Create set of overall objectives around major themes – housing, public safety etc.
- Based on assets, identify a set of short terms goals that can be quick “wins” for the neighborhood

6. Create a mechanism to implement and monitor the plan

- Volunteer subcommittees
- Regular meetings
- Obtain recourses to support projects – Universities, NFPs, foundations, etc.
- Publicity

Challenges

- Time
- Resident engagement, negative attitudes – apathy, been there, done that!
- Perceived limited resources
- Gentrification
- Others?

Success

- Need good baseline information to assess change
- Have to ask for help
- Recognize this is a long term process

Questions