



# CLEVELAND AVENUE NEIGHBORHOOD

TRANSFORMATION PLAN COMMUNITY ENGAGEMENT

MARCH 18, 2016

## PRESENTATION

Who are We?

Transformative Engagement

Asset-Based Community  
Development

Neighbors for Better  
Neighborhoods and Cleveland  
Avenue Transformation Team

Engagement Activities





# Who are We?

THE CLEVELAND AVENUE NEIGHBORHOOD TRANSFORMATION PLAN

## Planning Partners



The Housing Authority of Winston-Salem



Renaissance Planning Group, Stimmel Associates and Prestwick Companies – Planning Coordinator and consulting team



Neighbors for Better Neighborhoods – community engagement and capacity building

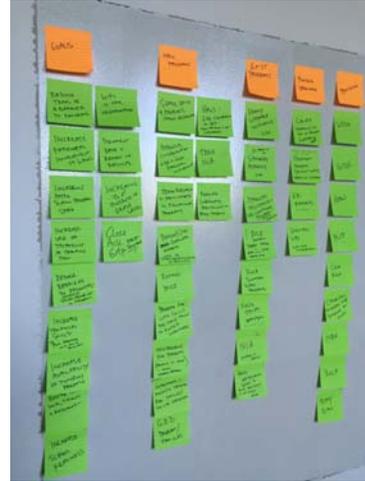


Pennrose – Development Partner



## Where do we stand?

- Transformation Plan – Draft Complete
- NBN continues to support CATT in evolving organization and building capacity
- HAWS fostering continued organizational involvement and partnerships
- Moving into implementation



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## Transformative Engagement

THE CLEVELAND AVENUE NEIGHBORHOOD TRANSFORMATION PLAN

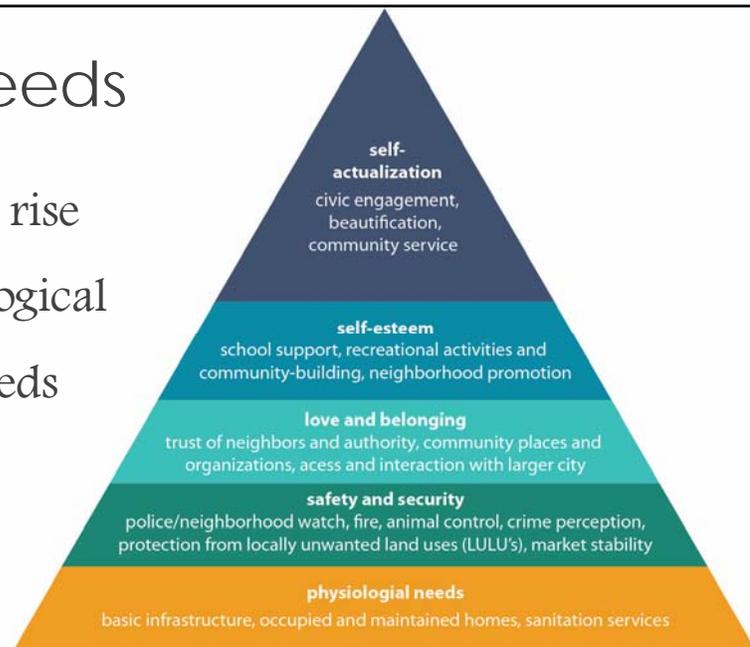
## Transformation ...

... a thorough or dramatic change  
in form, appearance or nature.



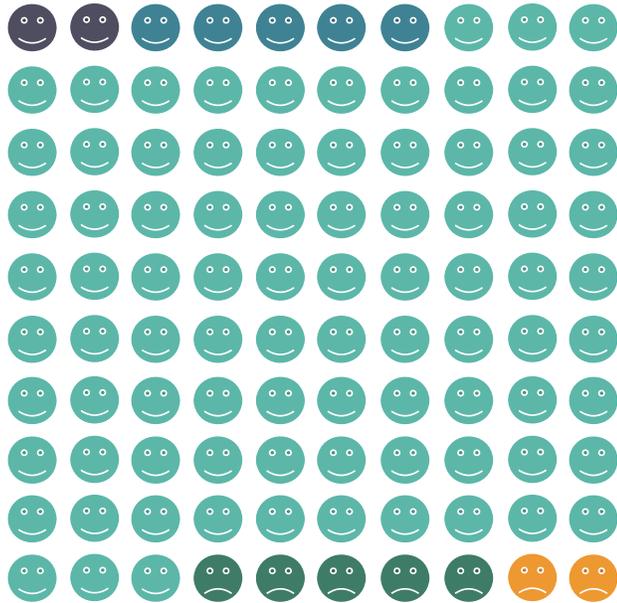
## Hierarchy of Needs

Choice neighborhoods rise  
above meeting physiological  
and safety/security needs



# People Types

-  Leaders
-  Activists
-  Normals
-  Detractors
-  Disruptors



## NBN and ABCD

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# Neighbors for Better Neighborhoods

MISSION: **CONNECTING** People,  
**STRENGTHENING** Voices and  
**LEVERAGING** Resources with Community  
to create safe, just and **SELF DETERMINED**  
**NEIGHBORHOODS**



## Approach - Assets

### Asset-Based Community Development (ABCD)

- Identifying gifts, skills and talents
- Identifying leaders
- Training and direct engagement
- Community capacity building



## Needs versus Asset Based

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Traditional redevelopment investment is needs-based

- Focused on weaknesses to fix

Modern redevelopment investment is asset-based

- Focused on strengths to leverage



## NIA and CATT

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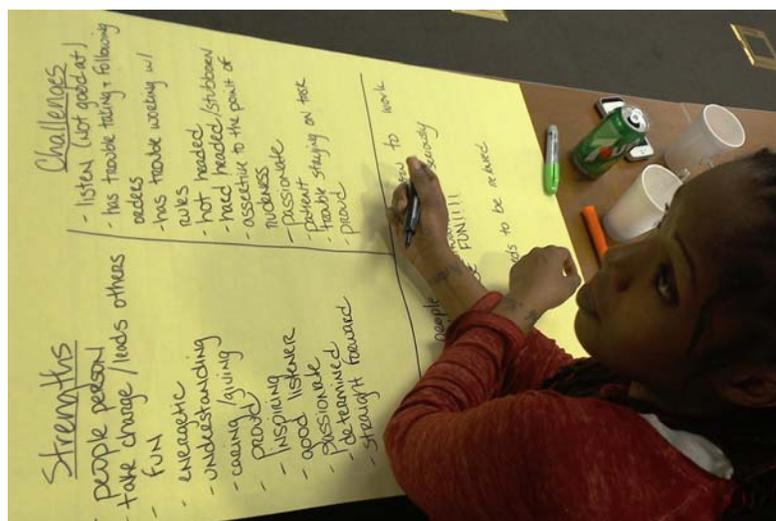
## Neighbors in Action Sessions

- Kick start resident-led community development
- Cultivate environment of neighbor and local community partner collaboration



## Neighbors in Action Sessions

- Class sessions include discussions, case analysis, games, role playing exercises, and problem solving scenarios of real-life situations



## Neighbors in Action Sessions

1. Asset-based Community Development
2. Understanding Your Personal Power
3. Understanding Race, Class and Power in Community
4. Understanding Community Building & System Change
5. Neighborhood Visioning & Planning
6. Training the Trainers: Organizing 101



## Resident Initiatives

- Survey
- Teen NIA
- Transportation business
- Community gardens
- Co-operative grocery store
- Workforce development
- Childcare





# Engagement Activities

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## Committees

- Education
- Health
- Safety
- Housing
- Employment/Workforce Development



# Basketball Courts



New neighborhood basketball court: Ribbon Cutting Event



# Community Day



# Community Visioning

Community visioning workshop

- Present resident survey results and committee updates
- Obtain feedback from residents and stakeholders on the physical plan concepts for neighborhood transformation





# Moving Forward



THANK YOU!  
[www.clevelandavetransformation.com](http://www.clevelandavetransformation.com)