



Building and Sustaining **Resident and Community Leadership**

DEEP DIVE

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CHOICE NEIGHBORHOODS Conference

Goals for Today

1

Explore

Explore together how to build resident and community leadership as a core element of neighborhood revitalization

2

Focus

Focus on what it takes to sustain resident and community leadership over time

3

Prepare

Prepare a set of action steps to:

- Take back to your community
- Engage others around
- Implement to further strengthen your resident and community leadership

**Some Thoughts
About Resident and
Community
Leadership
As We Start the Day**





Why Is This So Important?

Resident and Community Leadership:

- Ensures that revitalization plans are informed by the expertise, priorities and experience of community residents – and are thus more effective
- Increases ownership of agreed-upon changes
- Promotes strong ties and relationships among neighbors, building the social networks that are central to a strong community
- Builds neighborhood capacity to sustain change, well beyond the time period of a specific grant or “initiative”

What Qualities Do Effective Community Leaders Share?



Inspire a Shared Vision

Envision the future
Enlist others



Challenge the Process

Search for opportunities
Experiment and take risks



Enable Others to Act

Foster collaboration
Strengthen others



Encourage the Heart

Recognize individual contributions
Celebrate accomplishments



Model the Way

Set the example
Plan small wins

Voices of Effective Leaders

Uzuri Pease-Green
Potrero Hill

Jocquelyn Marshall
Harmony Oaks, NOLA

”

You find out that other people have the same views, the same ideas, the same will, the same love of their community. It means that now I am able to call someone else who lives somewhere else and say, “How are things? Can we collaborate?”

”

“In the past, resident leaders have been lied to. When somebody comes in to the community, residents shy away because time has told us over and over again that we can’t trust outside individuals to have our best interests at heart.” Marshall’s experience as a resident council member gave her the opportunity to build trust between the community and other stakeholders.



Neighborhood revitalization requires the actions of many people and organizations

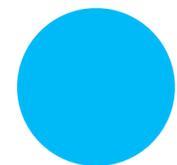


Resident and community leaders must thus act in concert with others

- **Proactively represent the interests of their neighbors, their community and their constituents, while....**
- **Working with many other stakeholders – government, business, other community groups – to get things done**



When “collective action” is necessary, a shared vision and clear sense of desired results are critical



With many partners, resident leaders play a unique role: they most truly represent the interests of those whose lives are most affected by change

**Community
Leaders in a
World of
Collective
Action**

Civic Participation
strategies increase the level at which residents participate in the decision in their community

Resident Leadership
strategies train and develop community members to take on leadership roles in their neighborhoods' revitalization

Community Organizing
strategies mobilize community members to take action to achieve outcomes in their neighborhoods

Social Network
strategies focus on building relationships between and among residents of a community, yielding a variety of personal and community benefits

1

2

3

4

**Multiple Strategies
To Build Effective
Resident and
Community
Leadership**

Challenges

- 1** How can community residents exercise power, when there are so many competing interests at the table?
- 2** What supports are necessary for community leaders, to enable them to participate fully in decision-making processes?
- 3** How can communities develop a process for developing and empowering new leaders, so that leadership is spread and shared by many people?
- 4** How do you support and sustain leaders when the process of revitalization can be slow, and progress incremental?
- 5** What challenges does your community face?



Our Guiding Questions Today

- Where are you now, and what does your community have to build on?
 - What are your goals for building and sustaining resident and community leadership for the next six months?
 - What are the strategies and steps you will take immediately to start achieving your six month goals?
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Mindy Turbow

Director, Choice Neighborhoods
U.S. Department of Housing and Urban
Development

“Why do I think that resident voices, or community engagement as we often call it, is important? It’s why I got into this work.”

“Community engagement is also good business. Based on decades of experience, I can assure you that including residents as active member of the development team will lead to a smoother process and a better outcomes. Without residents at the table, the process will bog down.”

“Residents have the most at stake. It is their lives, their homes and their neighborhoods. Should residents who want to stay in their community trust that they will ever be welcomed back if they agree to have their homes torn down? It’s the job of the redevelopers and public officials to gain the trust of residents and understand the value they bring to the process.”