



CLEVELAND AVENUE NEIGHBORHOOD

TRANSFORMATION PLAN COMMUNITY ENGAGEMENT

MARCH 17, 2016

PRESENTATION

Context

Transformative Engagement

Asset-Based Community
Development

Neighbors for Better
Neighborhoods and Cleveland
Avenue Transformation Team

Engagement Activities





Context

THE CLEVELAND AVENUE NEIGHBORHOOD TRANSFORMATION PLAN

Why Cleveland Avenue?

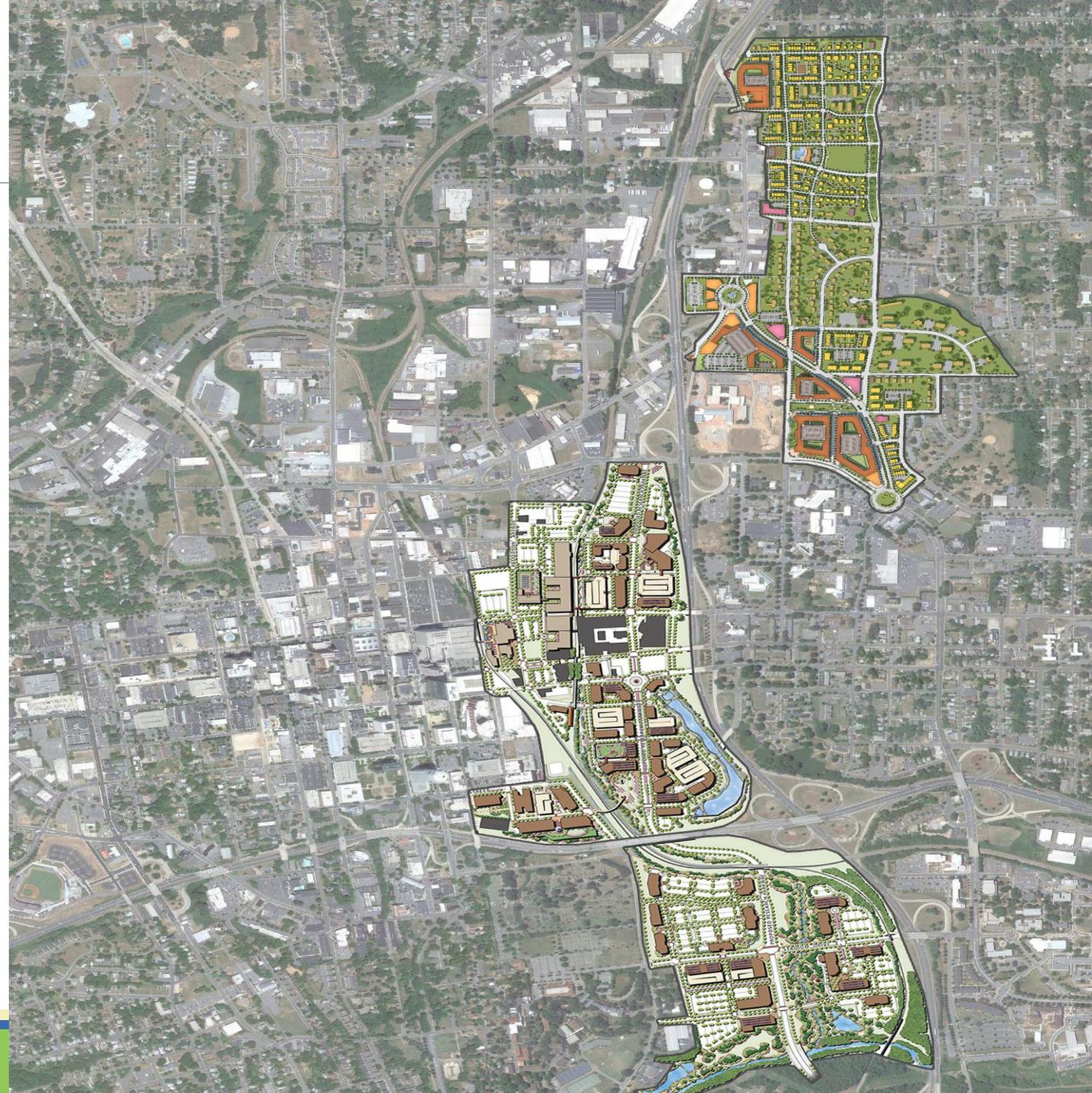


- 244 Units of Public Housing
- Crime rate 9x that of the city
- Largest population group: 0-4 years old
- Poverty rate of 79%
- Average median income of less than \$13,000

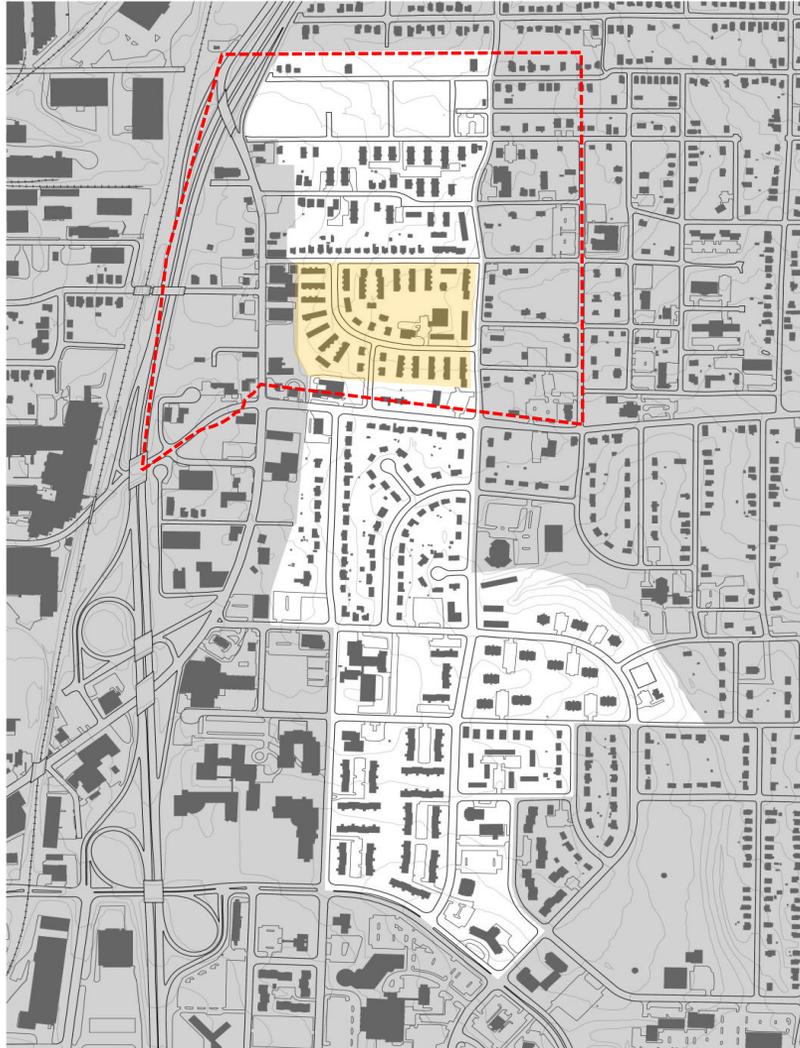


Location

- Northeast Winston-Salem
- East Winston
- Cleveland Avenue Master Plan (2010)
- Wake Forest Innovation Corridor



Target Neighborhood



- Master Planning Area (white)
- Cleveland Avenue Choice Neighborhoods Initiative Boundaries (red)
- Cleveland Avenue Apartments (orange)

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



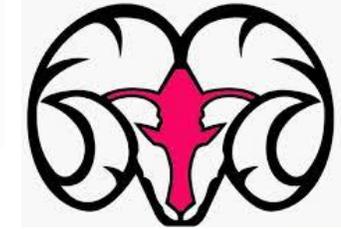
Pennrose – Development Partner



Community Partners



WINSTON-SALEM
STATE UNIVERSITY



Winston-Salem



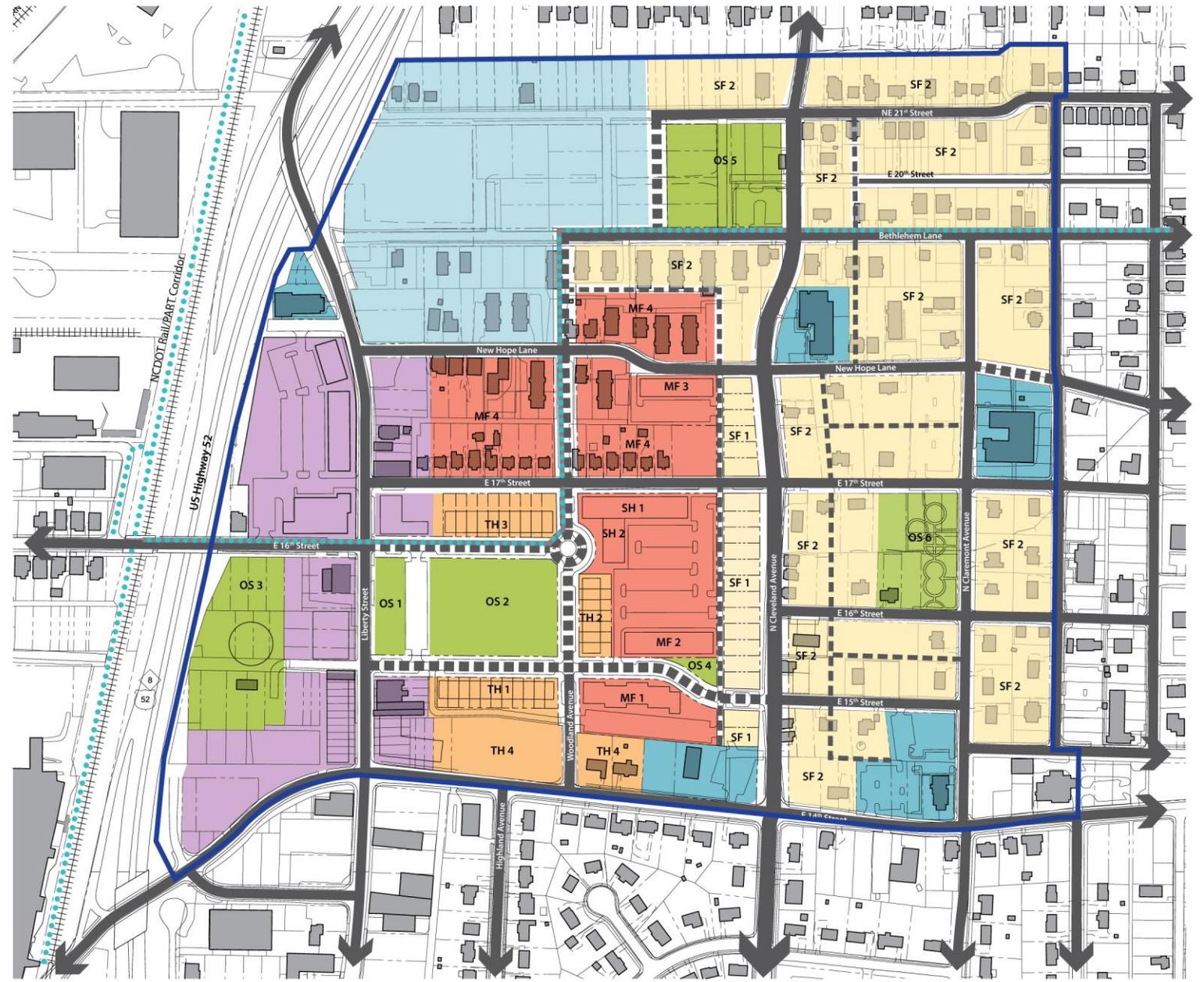
ForsythTech
COMMUNITY COLLEGE



Phase II

- Single Family Housing
- Multifamily/Senior Housing
- Town Homes
- Commercial/Mixed Use
- Parks & Open Space
- Institutional

Phase II is designed to develop/redevelop land not currently owned/ controlled by HAWS





Transformative Engagement

THE CLEVELAND AVENUE NEIGHBORHOOD TRANSFORMATION PLAN

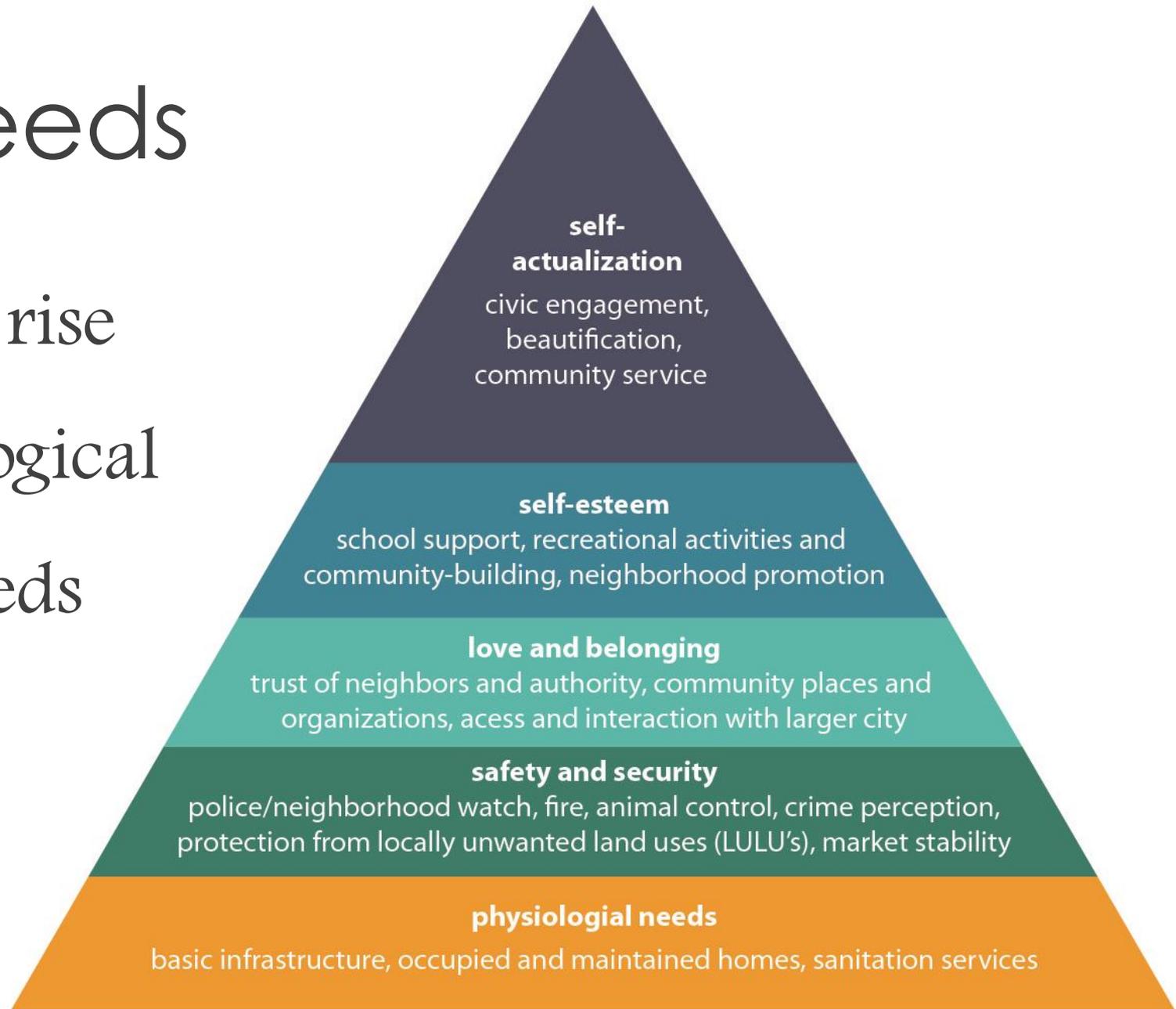
Transformation ...

... 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



Spectrum of Inclusion and Participation

Level of Participation		Description	Outcome
<p>High</p> <p>↑</p> <p>↓</p> <p>Low</p>	Has Control	Organization asks the community to identify problems and make all key decisions on goals and process methods.	Highly Successful
	Delegated Control	Organization identifies the problem, and asks community to make some decisions based upon their plan.	Usually Successful
	Plans Jointly	Organization presents a tentative plan and are open to advice from those impacted.	Successful
	Advises	Organization presents a plan or program and invite questions.	Somewhat Successful
	Are Consulted	Organization tries to promote a plan or program asks for feedback but may or may not use such feedback.	Causes Dissention Not Successful
	Receives Information	Organization makes a plan and announces it to the community. Community is convened so that information is shared.	Causes Controversy - Usually Not Successful
	None	Community is told nothing.	Not Successful



Asset-Based Community Engagement

THE CLEVELAND AVENUE NEIGHBORHOOD TRANSFORMATION PLAN

Needs versus Asset Based

Traditional redevelopment investment is needs-based

- Focused on weaknesses to fix

Modern redevelopment investment is asset-based

- Focused on strengths to leverage



Approach - Assets

Asset-Based Community Development (ABCD)

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



Principles of Engagement

- Affirm the inherent dignity of people
- Recognize and celebrate diversity
- Promote mutual understanding among community members
- Confront and reject discrimination
- Acknowledge each person's obligation to the community





NBN and CATT

THE CLEVELAND AVENUE NEIGHBORHOOD TRANSFORMATION PLAN

Neighbors for Better Neighborhoods

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



Neighbors for Better Neighborhoods



Neighbors in Action Sessions

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



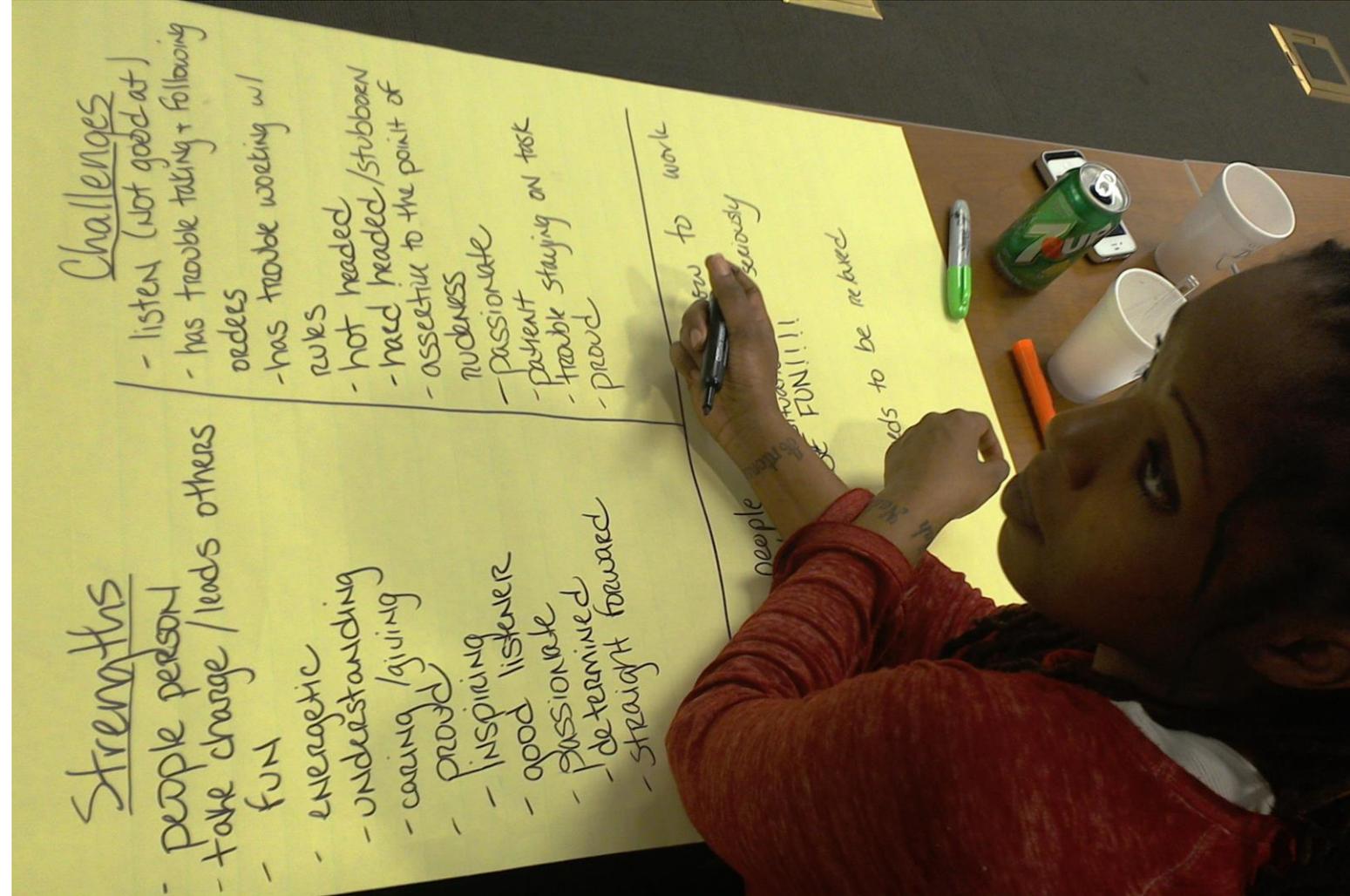
Neighbors in Action Sessions

- Sessions support the basic skill development of grassroots neighborhood groups in low-moderate wealth communities in addition to providing a space for leaders to practice what they've learned in real-time.



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



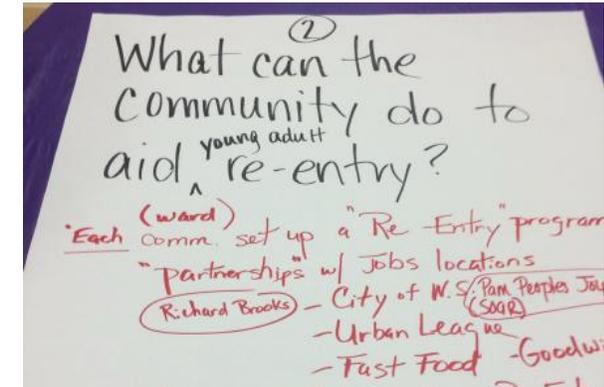
Working in the Neighborhood

- Cleveland Ave. NIA training sessions began in November 2014 in order to support engagement for the CNI Transformation Plan



CATT

- Graduates have come together to address ongoing community issues
- Planning and implementing projects
- Working toward formal organization



CATT Action Plan

- Community developed, community led initiatives:
 - Seven strategy areas- Organizing & Unifying, Re-entry Support, Job Training, Community Development, Housing, Education, and Food
 - Designed to carry on transformation work after the formal planning period has ended
 - Formally included in the Transformation Plan

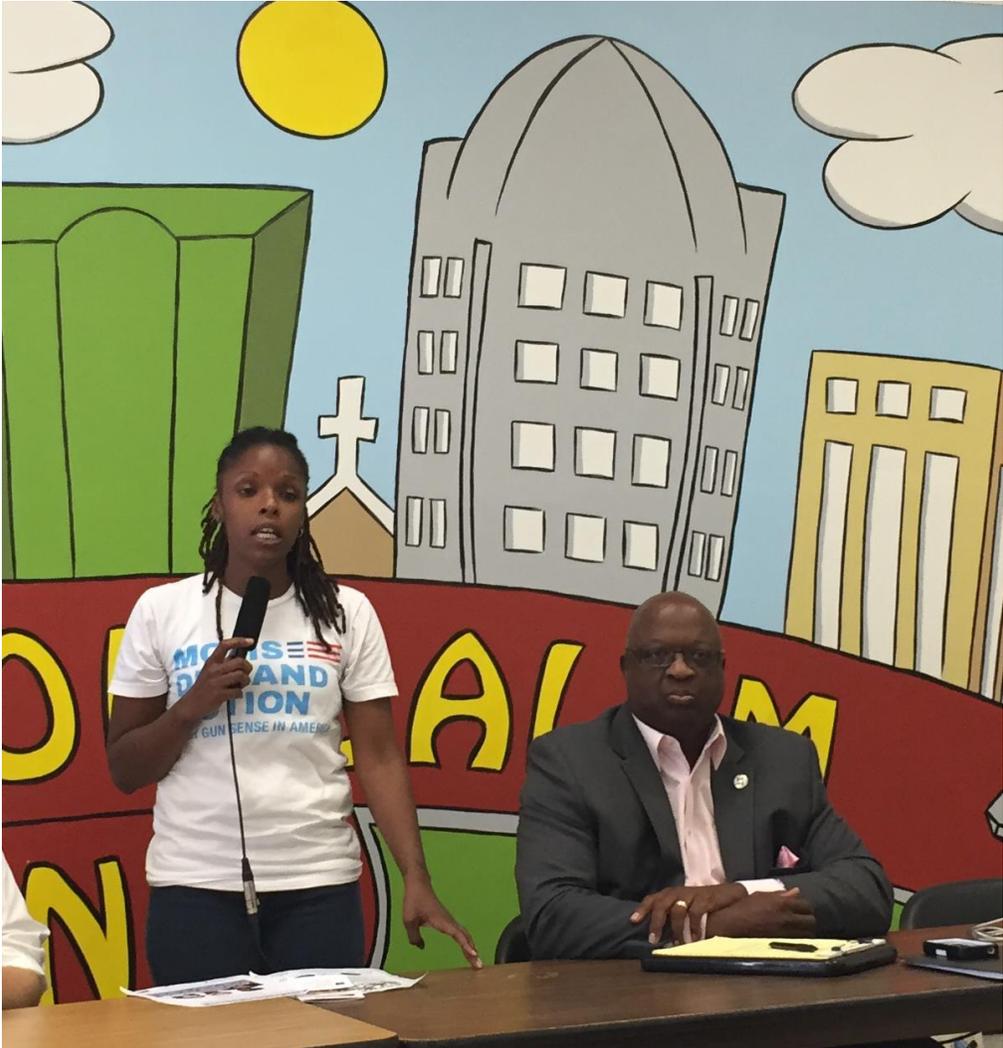


Resident Initiatives

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



Project Ownership





Engagement Activities

THE CLEVELAND AVENUE NEIGHBORHOOD TRANSFORMATION PLAN

Committees

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



Basketball Courts



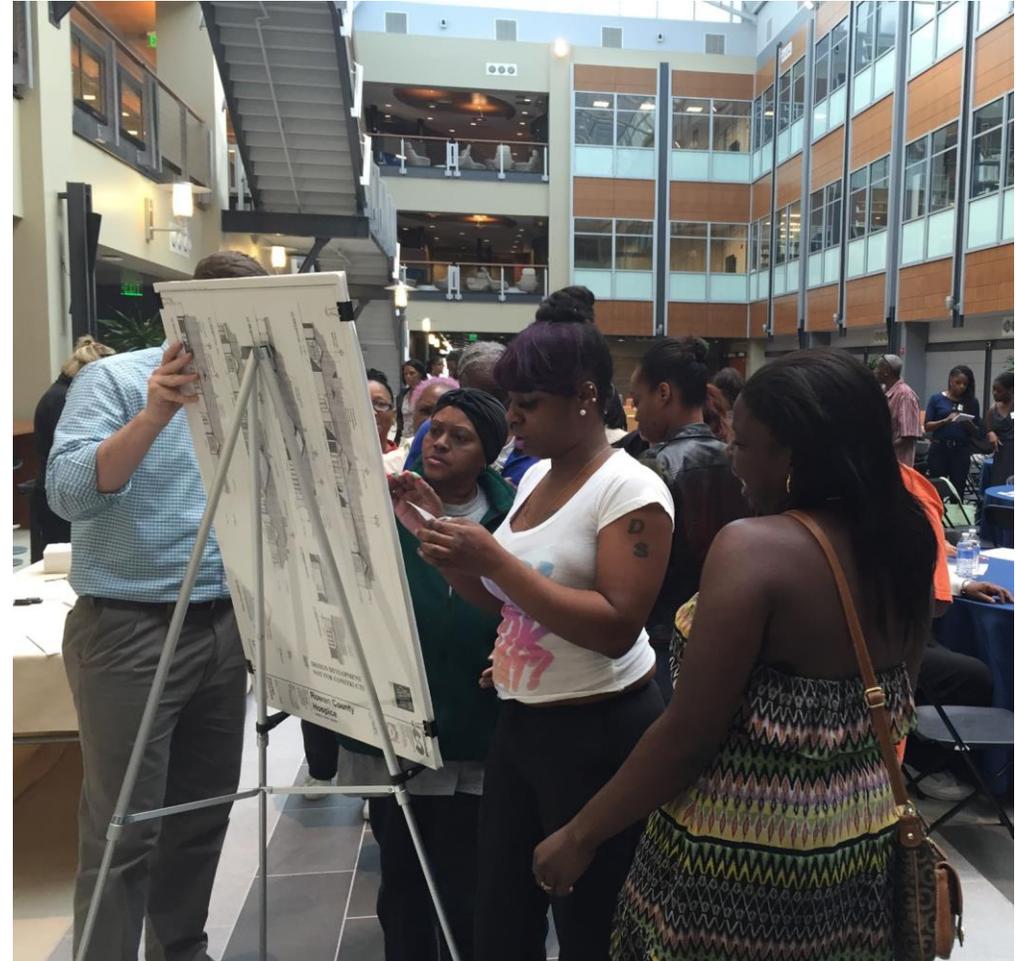
New neighborhood basketball court: Ribbon Cutting Event



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









NEXT STEPS

- Transformation Plan nearly complete
- NBN continues to support CATT in evolving organization and building capacity
- HAWS fostering continued organizational involvement and partnerships
- Biggest challenge – keeping organizations and people connected





THANK YOU!

www.clevelandavetransformation.com