



STEERING COMMITTEE #1 MEETING SUMMARY

Q: What is the overall time frame for the plan process?

A: The plan is scheduled to be a one year public process.

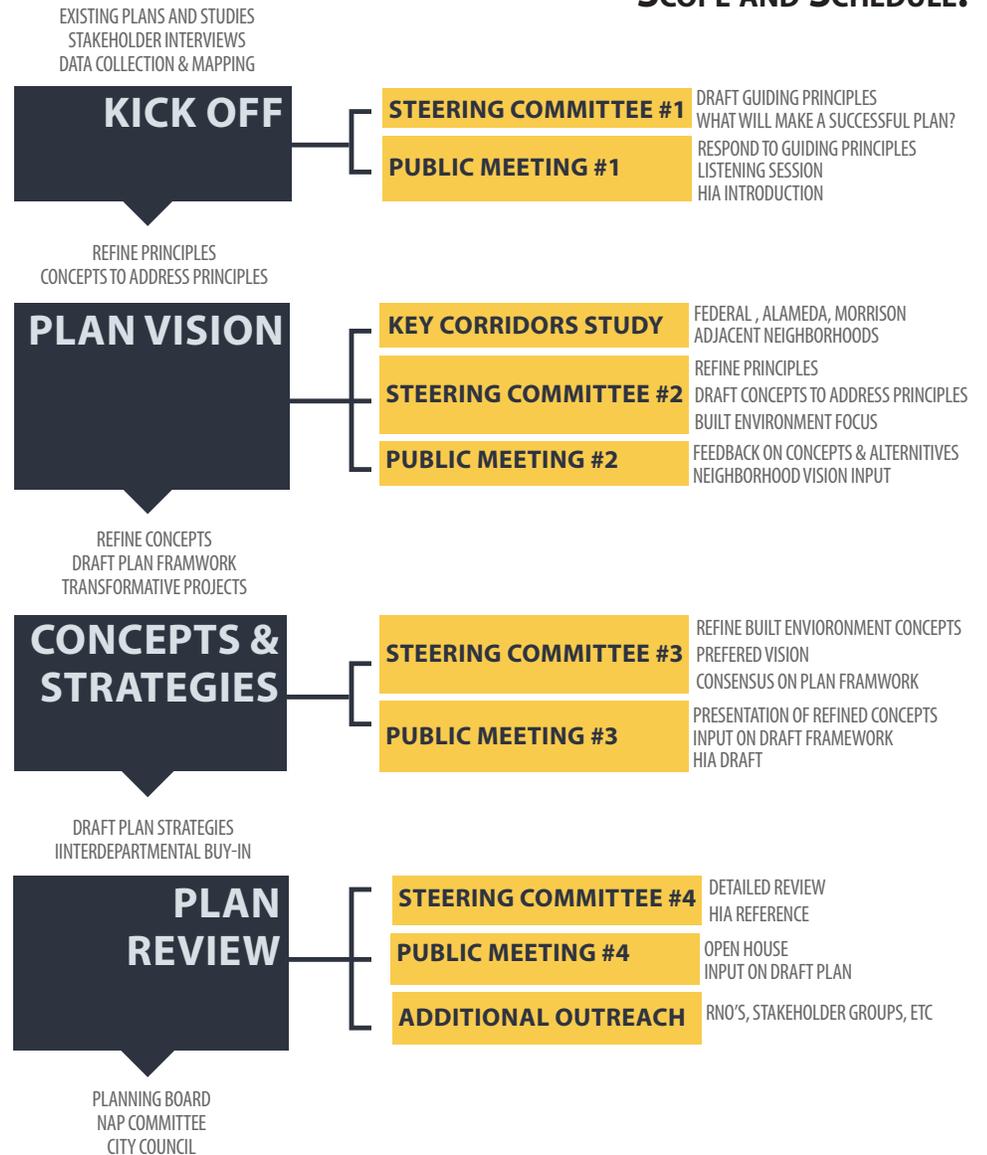
Q: Will there only be four (4) public meetings?

A: It is likely that there will be additional meetings focused on target areas or issues.

Q: What Defines a successful plan?

A: When the community takes ownership of the plan and their support and excitement inspires private development, the city and residents to pursue the plan goals. It is important that the community fully engages in the process and the plan does not push anyone out. It is important to have an inclusive vision and outcome.

SCOPE AND SCHEDULE:



Q: Will the HIA findings and recommendations be integrated into the neighborhood plan?

A: The schedule of the two processes will have the HIA completed with specific recommendations at the time of the neighborhood plan draft, allowing for neighborhood plan policies to be informed by the HIA.

WHAT IS AN HIA?

A way to evaluate how a project or plan will affect a group's health, and to identify actions that can prevent or manage the harmful health effects.

The HIA will be done by Environmental Health in conjunction with the Neighborhood Plan and able to provide recommendations specific on improving overall community health.

HIA:



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C: Community connectors and promotoras will be very important. The residents will respond well to people that they know and trust.

C: SMS services for mass texting and last minute reminders is something to look into.

C: Community connectors and promotoras will be very important as these are people that the community trusts.

C: Youth should have opportunities to be trained as leaders.

C: The religious community needs to be represented at the table.

PUBLIC OUTREACH :

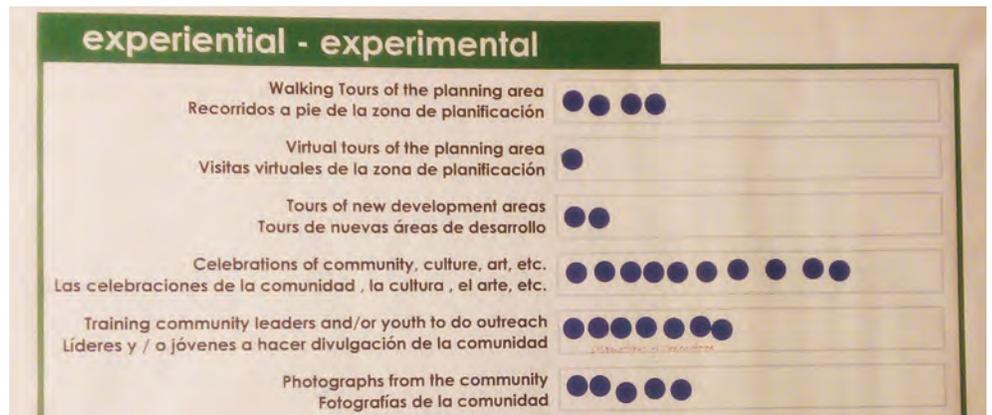
Public Outreach Strategy
 Non-Traditional Methods
 Focus on Limited English Speaking Populations

DOT EXERCISE:

Announcements:



Advertise meetings in local businesses
 Flyers in multiple languages (Spanish, English, Vietnamese, Somalian)
 Social Media (using existing social media networks)
 Plan Website as the primary place for all information and and place to access all previous neighborhood studies/reports



Celebration of community culture
 Existing Events (Chili fest in September, Nuestro Mayo around Cinco de Mayo, Safe City Kickoff in June, Chill n Grill, Extreme Community Makeovers Big Day of Serving)
 Celebration of community and culture



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DOT EXERCISE:

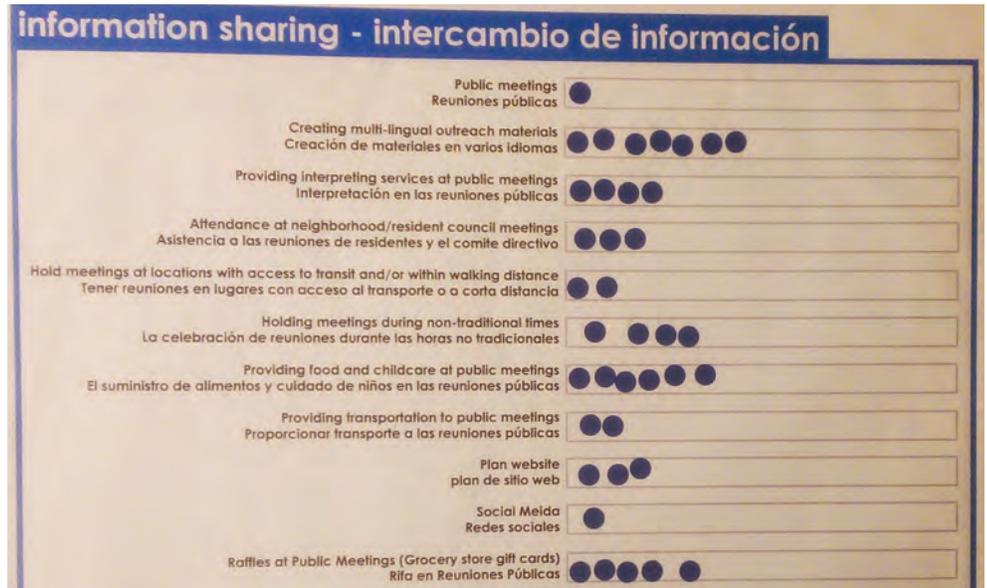
C: Utilize radio stations such as 96.5FM and 1080AM for meeting and plan announcements.

C: Food and giveaways will always attract people.

C: Use existing organizational structures, organizations, churches, schools (Friday Folders), etc.

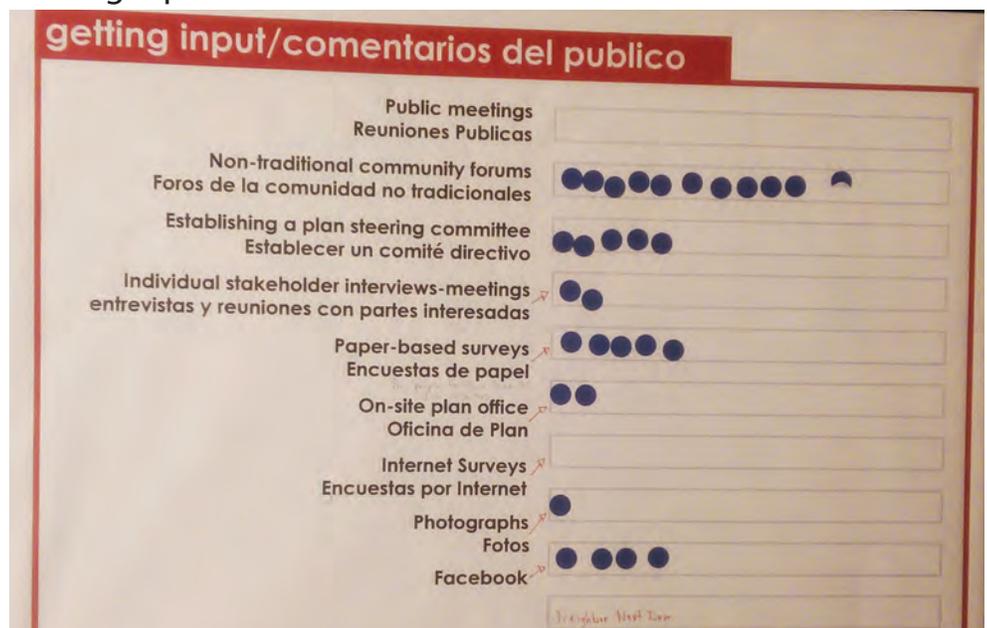
C: The decision making process needs to remain authentic.

Announcements:



- Create a multi-lingual outreach strategy
- Raffles at public meetings
- Providing childcare

Getting Input:

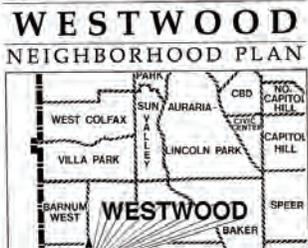


- Non-Traditional Community Forums
- Establishing a plan steering committee



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GUIDING PRINCIPLES:



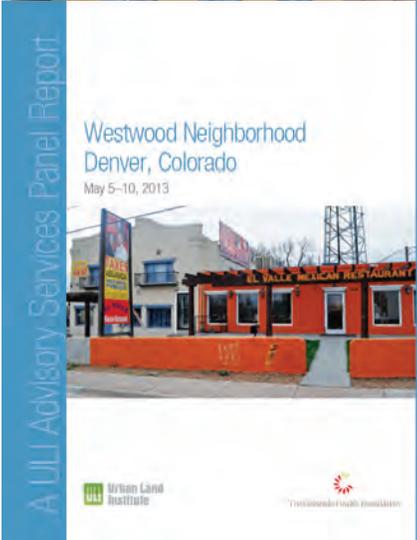
Blueprint Denver

An Integrated Land Use and Transportation Plan



EXISTING PLANS AND STUDIES:

- Westwood Neighborhood Plan (1986)
- Blueprint Denver
- Urban Land Institute - Technical Assistance Panel
- Morrison Road Studies
 - Blueprint Denver
 - Morrison Road District Development Plan
- Denver's Neighborhood Marketplace Initiative - Morrison Road Development Plan



Westwood Neighborhood Denver, Colorado
May 5-10, 2013





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C: The decision making process needs to remain authentic.

C: How many undocumented residents are not being captured by the ACS data? How can we ensure that they have a voice in the process?

C: Economically strong should include economically diverse, and be inclusive of all incomes.

C: The neighborhood is currently affordable, and that is why my business is here. If we improve everything like you are talking about, and beautify Morrison, won't it raise land values and push people out?

C: Our goal should not be to raise the median household income by simply bringing in wealthier people to the neighborhood, but to actually raise the median income of the people who already live here.

Multi-modal infrastructure
 Morrison road
 Housing Stock
 Connectivity
 Open Space and Recreation
 Identity
 Youth
 Economics

Mixed Income Housing
 Westwood Crossing
 Grove Street Apartments
 Property Acquisitions
 ReVision Food Hub
 Thriftway Site
 Trailer Park Site
 City Investment
 Cuatro Vientos Park
 Morrison Road Improvements

[See Attachment]

A Health and Safe Neighborhood
 A Connected Neighborhood
 A Green Neighborhood
 An Economically Strong Neighborhood
 A District and Diverse Neighborhood
 A Neighborhood of Opportunity

COMMUNITY PRIORITIES:

RECENT ACCOMPLISHMENTS:

EXISTING CONDITIONS:

DRAFT PLAN GOALS:

WESTWOOD NEIGHBORHOOD DEMOGRAPHICS

POPULATION

14,909

vs. 649,495 Citywide

POPULATION DENSITY

16  per acre

vs. 6 Citywide

MEDIAN AGE

29

vs. 33 Citywide

NO. OF HOUSEHOLDS

3,290 

vs. 254,181 Citywide

MEDIAN HOUSEHOLD INCOME

\$36,276

vs. \$69,898 Citywide

EDUCATION

Over half of the adult population has less than a high school diploma or equivalent.

NO. OF HOUSING UNITS

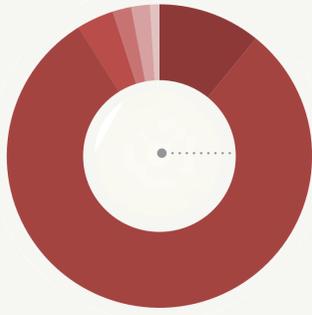
4,837

vs. 281,296 Citywide

RESIDENTIAL DENSITY

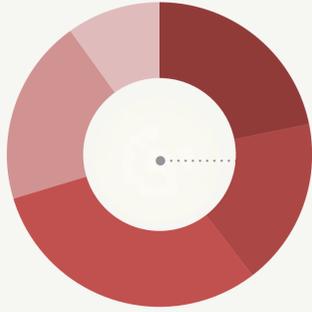
5.2  units per acre

vs. 3 Citywide



RACE / BACKGROUND

	CITYWIDE	WESTWOOD
White	51%	11%
Hispanic	33%	81%
Asian/Pacific Islander	3%	4%
Native American	1%	2%
African American	10%	2%
Other	2%	1%
Male / Female Ratio	50/50%	51/49%
Foreign Born	17%	40%
Linguistic Isolated Households	14%	19%



AGE

Under 9	22%
10 to 19	18%
20 to 40	31%
40 to 60	20%
60 and over	10%

% IN POVERTY

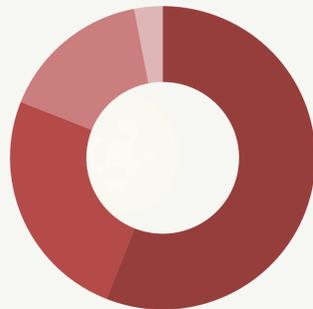
35%

vs. 20% Citywide

UNEMPLOYMENT

10%

vs. 9% Citywide



HOUSEHOLDS

Family Households	44%	59%
Single-Person Households	39%	17%
Non-Family Households	17%	24%
Average Household Size	2.37	3.33
Average Family Household Size	3.14	3.9

INCOME

Median Family Household Income	\$69,898	\$36,276
Per Capita Income	\$33,127	\$11,315
% Poverty	20%	35%
Unemployment	9%	10%

EDUCATION

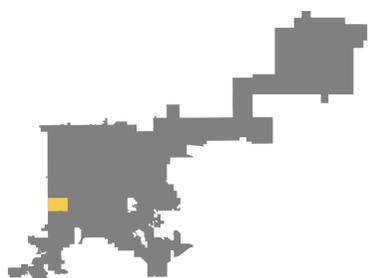
Less than High School Diploma	16%	56%
High School Diploma or Equivalent	21%	25%
Some College	23%	16%
Bachelors or Higher Education	40%	3%

HOUSING

Owner Occupied	47%	42%
Renter Occupied	43%	49%
Vacant	10%	9%

HOUSING TYPE

	ZONING	LAND USE
Single Family Housing	59%	58%
Multi-Family	22%	38%
Mixed Use	10%	2%
Fr Ch 59/Other Unknown	5%	1%



Sources:
 American Community Survey (06-10)
 American Community Survey (09-13)
 Denver Public Schools (12-13)



Westwood Neighborhood Plan Draft Public Outreach Strategy

Purpose and Intent

Public outreach for the Westwood Neighborhood Plan will entail an extensive multi-pronged approach in order to reach the various target audiences and to achieve outreach objectives necessary throughout the process. **The public outreach goal for the Westwood Neighborhood planning process is to give anyone with an interest in the Westwood Neighborhood planning area the opportunity to engage meaningfully in the planning process.**

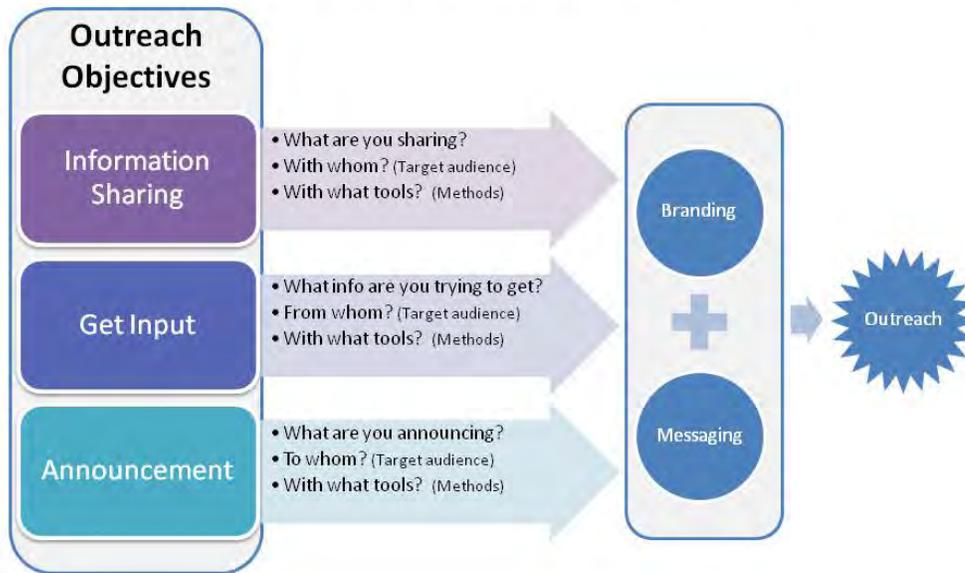
This Public Outreach Strategy will serve as a guide for the public outreach process to ensure that the process is meaningful, fair and makes efficient use of limited resources. This strategy is informed by discussions with plan stakeholders and community leaders about how to make this planning process successful. The Draft Public Outreach Strategy will be reviewed by the Plan Steering Committee before final edits are made. The Strategy is meant to be a working document and may be updated as the planning process moves forward.

Framework

One of the most critical aspects of an outreach process is to have multiple cycles of communication with a consistent group. Content rich meetings with concentrated listening and good capture lead to meaningful engagement. This works best with moderate sized groups – enough voices for variety or opinions but not so many that people get lost. As the planning team gets to know the community better, we will have a better understanding of how many cycles of communication are needed and with how many different groups.

As we move through the planning process, the following framework will allow the planning team to assess communication **Objectives, Target Audiences** and **Methods** of outreach:

Public Outreach Framework



Outreach Objectives

Outreach objectives will vary throughout the process. They will include but not be limited to the following:

- Encouraging meeting attendance
- Information sharing/Education
- Request Input and Feedback
- Announcements

Target Audience

The target audience will vary throughout the process and across different outreach objectives. The target audience will include but not be limited to the following:

- Residents (homeowners and renters) of the Westwood Neighborhood
- Residents of DHA Westwood Homes
- Residents of surrounding neighborhoods, (Barnum, Barnum West, Athmar Park, Mar Lee)
- Business Owners
- Property Owners
- Business Districts
- Council Districts 3 and at-large members
- Non-profits whose mission/work includes the Westwood Neighborhood

- Limited English Proficiency (LEP) populations
- Youth
- Media

Methods

Appropriate outreach methods will be chosen to reach pertinent Objectives and Target Audiences. Outreach methods may include the list in the following table. These have been categorized according to their usefulness for information sharing, getting feedback or providing announcements.

Method	Encouraging meeting attendance	Information Sharing	Getting Input	Experiential/Educational	Announcements
Project announcement board/signs	X	X			X
Use skills of residents where possible	x			x	
Face-to-face engagement	x	X	X	X	X
Creating multi-lingual outreach materials	x	x		x	x
Providing interpreting services at public meetings	x	x	x	x	
Non-traditional community forums (hair salons, street fairs, faith based institutions, etc.)		x	x	x	x
Community Workshops		x	x	x	
Public listening sessions			x		
Establishing a plan steering committee		x	x	x	x
Individual stakeholder interviews/meetings		x	x		
Attendance at community/neighborhood/resident council meetings		x	x		
Use of pictograms, graphics or photographs (limiting text)		x	x		x
Providing transportation to public meetings	x		x		
Hold meetings at locations within walking distance of public housing	x				
Holding meetings during non-traditional times	x				
Collecting participant information and feedback through non-traditional methods, such as internet or paper-based surveys,			x		

photographs, Facebook or other social media.					
Publishing advertisements in ethnic newspapers	x				x
Placing advertisements in stores which accept food stamps	x				x
Having interpreters help reach out to Limited English Proficiency populations	x	x	x		x
Giving out prizes at public meetings	x				
Providing food and childcare at public meetings	x				
Tours of the planning area – physical and/or virtual		x	X	X	
Tours of new development areas		x	x	X	
On-site plan office / experience center	x	x	x	x	
Flyers in multiple languages	x	x			x
Frequently updated plan website	x	x			x
Surveys in multiple languages			x		
Social Media – Facebook	x	x	x		x
Twitter	x				X
Celebrations of community, culture, art, etc.	x			X	
Training community leaders and/or youth to do outreach	x	x	x	x	x
Key Pad Polling			x		

Implementation

City staff will have the primary responsibility for public outreach efforts. We will rely on our partners significantly to help with public outreach. Our public outreach partners will include but are not limited to the following:

- Council Districts
- Westwood Unidos
- Westwood Residents Association
- BuCu West
- Livewell Westwood
- Healthy Places
- Revision
- Denver Indian Center
- SWIC
- DPS
- DHA

- Urban Land Conservancy
- Urban Land Institute

Several committees are in place who will guide decision making regarding public outreach for Westwood Neighborhood planning activities. These include: Westwood Planning Team, Westwood Planning Technical Team, and the Westwood Planning Steering Committee.

Steering Committee

Establishing a small, representative plan Steering Committee is a standard practice in Denver’s neighborhood planning process. Typically plan steering committees represent all major stakeholder groups in the neighborhood including residents, business owners, property owners, city council offices, and public and nonprofit agencies. The primary role of the Plan Steering Committee is to:

- Inform key decisions on plan concepts and processes
- Represent various interest groups and help keep those groups informed
- Act as “champions” of the planning process and for plan adoption and implementation.

Community Planning and Development Website

City staff has created a Westwood Neighborhood Plan specific webpage located at: www.denvergov.org/westwood. The website will be used for plan related announcements, publications, and comments.

- Announcements:
 - Information about upcoming meetings and public engagement events will be posted to the website as well as schedule announcements.
 - Meeting summaries will also be posted to the website shortly after a community engagement session.
- Publications
 - Once in the drafting phase of the plan, draft documents will be posted to the website for review and comment.
- Comments
 - The website will have a general comment and contact page allowing the community to provide comments to city staff. The community will also be encouraged to sign up to the contact list to receive regular updates throughout the planning process.

Social Media

- *Purpose*
Social Media, more specifically Twitter and Facebook, may will be used for this activity for 3 distinct purposes:
 - Announcements

- Social Media will be a valuable tool to spread the word about activity specific announcements such as information on upcoming public meetings. Other activity announcements could include updates to the activity website,
 - Publications
 - Posts directing the public to applicable resources and publications
 - New Material
 - These tools will be used to post information on draft documents and to direct the public to these documents for review
- The target audience for the social media effort includes:
 - neighborhood residents
 - younger populations
 - lower income residents
 - limited English proficient persons
 - property owners
 - business owners
 - community activists
- *Maintenance*
 - City staff will be in charge of developing and maintaining the social media presence of the activity.