DYNAMIC ENGAGEMENT LEADS TO SHORT-TERM WINS

2019 NY Upstate APA Conference
Sean Hare, AICP | MKSK
HOW WE LOOK AT ENGAGEMENT
TRADITIONAL METHODS CAN STILL WORK!!
GIVE THE PEOPLE WHAT THEY WANT...
BEING A PART OF THE PROCESS
Downtown Akron Plan
Akron, OH | Pop: 197,000

FEELING HEARD

MY VISION FOR DOWNTOWN AKRON IS...
A bright, lively & connected place

MY VISION FOR DOWNTOWN AKRON IS...
Reforested Innerbelt West Hill.

MY VISION FOR DOWNTOWN AKRON IS...

EVERYTHING THAT MAKES A VIBRANT CITY SPEAKS.

MY VISION FOR DOWNTOWN AKRON IS...
Adventures

MY VISION FOR DOWNTOWN AKRON IS...
A safe place for bicyclists to ride.

MY VISION FOR DOWNTOWN AKRON IS...
Neighborhood Reinvestment THIS Plan Way
A PLAN HAS ALWAYS BEEN SEEN AS A TOOL TO BUILD MOMENTUM

SO...
...INSTEAD OF BUILDING MOMENTUM AS A RESULT OF THE PLAN...
...UTILIZE MOMENTUM IN THE PLANNING PROCESS.
ENGAGE WITH MOMENTUM
ENGAGE WITH MOMENTUM
IDENTIFY INCLUDE INFORM INITIATE
IDENTIFY

• EARLY ON + THROUGHOUT
• TALK TO THOSE WHO KNOW
• DO YOUR RESEARCH
• WHO IS ALREADY ACTIVE
INCLUDE

• DON’T HIDE

• WELCOME THEM

• EMPOWER THEM

• EXPAND YOUR NETWORK
INFORM

• TELL YOUR STORY

• VALUE THEIR INPUT

• RECOGNIZE INVOLVEMENT

• CHAMPION THE PLAN
INITIATE

• CELEBRATE THE VISION

• UTILIZE PARTNERSHIPS

• MOMENTUM IS A WHEEL

• LAUNCH
THE RESULTS

1. Improve Public Buy-in
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2. Build Plan Champions
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2. Build Plan Champions
3. Kick-Start Plan Implementation
THE RESULTS

1. Improve Public Buy-in
2. Build Plan Champions
3. Kick-Start Plan Implementation
4. Inspire Grass-Roots efforts and further outside investment
STORYTELLING
TROY, OHIO
Population: 25,000

Downtown Riverfront Reinvestment Plan
Sherwood Shopping Centre Redevelopment Plan
BACKGROUND

• City had some money

• Planning at the right time

• Plan was focused

• Local ‘Culture’

• Had found momentum
IDENTIFYING POTENTIAL
...LEADING TO TANGIBLE WINS
PUT PEOPLE INTO THE PROCESS
Sherwood shopping, dining center of Troy coming to life in 2020

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By: Steve Baker - Northern Bureau
AKRON, OHIO Population: 197,000

Kenmore Neighborhood Plan
BACKGROUND

- City needed neighborhood leadership to be involved
- Understanding the scale of change
- Neighborhood level improvements
- Being scrappy was key!
PIGGY-BACK ON EXISTING EVENTS
PLANNING CAN BE SYMBOLIC
REIMAGINE THE BOULEVARD

A VISION FOR THE BOULEVARD

- Streetscape Improvements
- Pedestrian Bridge
- PowerPoint Enhance
- The Music Now
- Summit Lake Enhancements
- Oakwood Plaza
- Street the Boulevard
- Bike/Bike Lane Enhancements
IMPLEMENTATION... BY THE PEOPLE, FOR THE PEOPLE
CINCINNATI, OHIO
Population: 300,000
Walnut Hills Reinvestment Plan
BACKGROUND

Neighborhood plan organized by Neighborhood Redevelopment Foundation

Neighborhood residents involved every step

Space activation happened and kicked off the planning process
INFORMAL USES CAN DRIVE BIGGER INVESTMENT
COVINGTON, KY  Population: 40,450

Madlot + Duveneck Square
BACKGROUND

- Historic area with little recent investment
- Design competition for parking lot design
DISCUSSION