
ENGAGING THE NEAR WEST SIDE



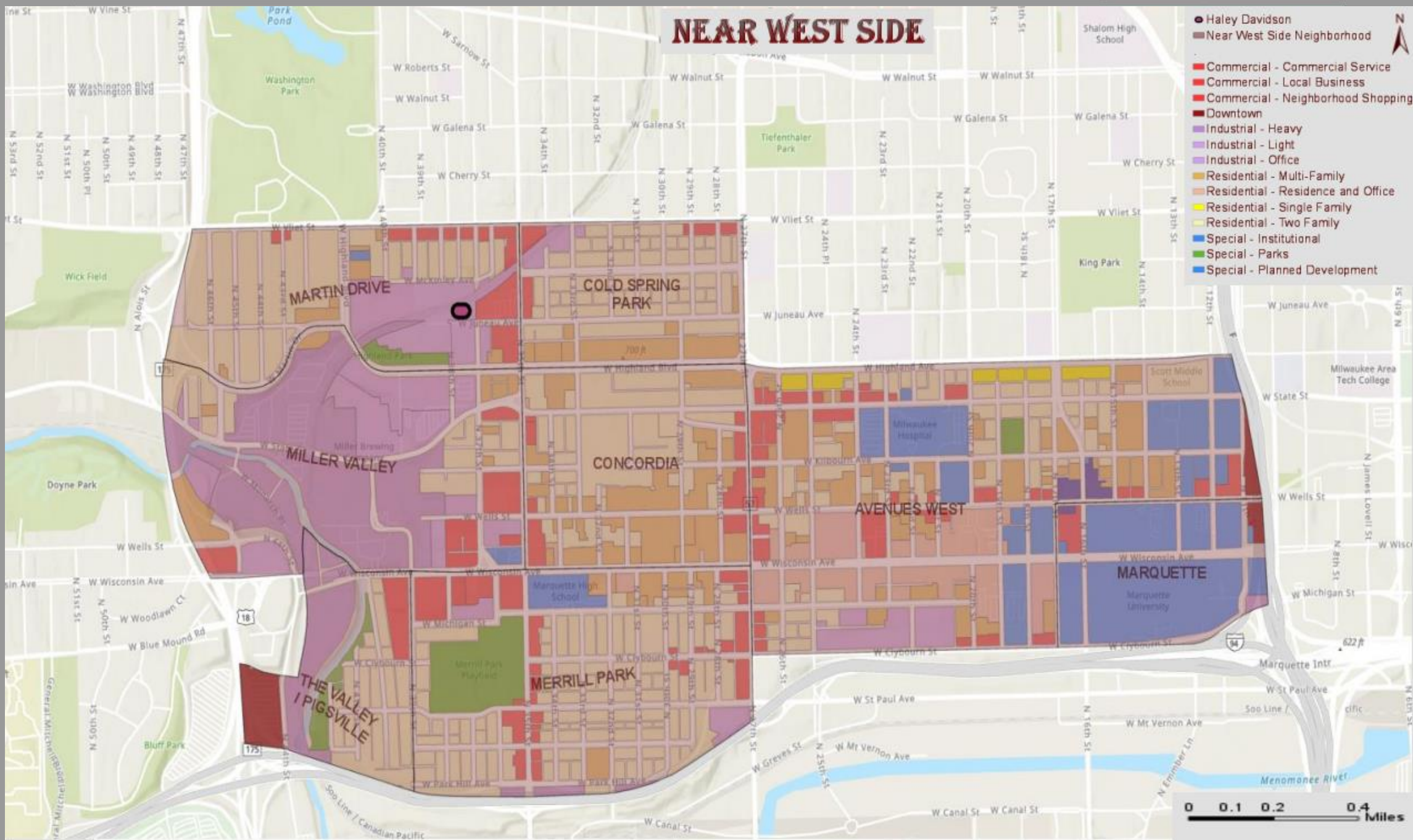
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Case 1

October 30th, 2018

NEAR WEST SIDE

- Haley Davidson
- Near West Side Neighborhood
- Commercial - Commercial Service
- Commercial - Local Business
- Commercial - Neighborhood Shopping
- Downtown
- Industrial - Heavy
- Industrial - Light
- Industrial - Office
- Residential - Multi-Family
- Residential - Residence and Office
- Residential - Single Family
- Residential - Two Family
- Special - Institutional
- Special - Parks
- Special - Planned Development



THE CHALLENGE

NWS characteristics

- 45% Black, 33% white
- Diverse economic conditions
- Resident transience

Meeting attendance mismatch



Source: NWSP Facebook

CRITERIA

Effectiveness:

1/3 of regular meeting attendance is NWS Black residents

Cost:

Does not exceed a 15% increase over current budget

Political Feasibility:

Approved by NWSP Board of Directors

Equity:

Proportionate to current neighborhood % Black population



ALTERNATIVE 1: STRATEGIC PARTNERSHIPS

- “Doing more with less”
- Increase network/reach
- Boost organizational efficiency
- Build trust among supporters



ALTERNATIVE 2: DIGITAL MARKETING



- Myths about digital access
- Setting goals
- 2-way communication
- Digital media coordinator

ALTERNATIVE 3: HIRE A CONSULTANT

- Experience and expertise
- Cost: ~\$75,000+
- Select the “right” fit



Source: rawpixel.com



ALTERNATIVE 4: COMMUNITY ENGAGEMENT

- Conversant and on-going
- Collaborative goal setting
- Leverage current outreach activities
- Meeting format and location



Source: NJ.com

EVALUATION MATRIX

	Effectiveness	Cost	Political Feasibility	Equity
	Meeting attendance at least 1/3 Black residents	Will not exceed 15% increase from \$137,282 budget	Approved by Board of Directors	Proportionate representation of Black residents from each neighborhood
Alternative 1	No	Yes	No	No
Creating/Leveraging Partnerships	Would not likely increase Black resident attendance by 01/2020	May cost ~\$16,000	Could create conflict of interest between partners	Difficult to develop enough partnerships by 01/2020
Alternative 2	No	No	Yes	Yes
Digital Marketing	Would not be reached in given time frame	May cost ~\$40,000	Would likely be approved	Ubiquitous usage of social media
Alternative 3	Yes	No	Yes	Yes
Hiring a Consultant	Will increase the proportion of Black resident attendees	May cost ~\$75,000	Would likely be approved	Consultants ensure all geographies are represented
*Alternative 4	Yes	Yes	Yes	Yes
Strategic Community Engagement Plan	Will increase the proportion of Black resident attendees	May cost ~\$15,840	Would likely be approved	Engagement is conducted throughout NWS

RECOMMENDATION

- Create a strategic **community engagement plan**
- Collaborative goal setting
- Strengthened community ties



MONITORING

- Record resident attendee characteristics
- Brief questionnaire
- Monthly
- Annual report



THANK YOU!

