



How Engagement Leads to Action
That Actually Gets Implemented –
do it the **Heart & Soul**[©] Way!



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Community Heart & Soul

— Guided by what matters most —







Applied Community Heart & Soul

Towns completed

Currently in process

Active interest in Community Heart & Soul

Foundations

Funders





Learning Objectives

1. Discover tools for understanding the full scope of who is in your community and how they connect to downtown.
2. Learn innovative strategies for gathering a community's ideas that could benefit downtown.
3. Use data from community stories to mobilize support for actions that can make a positive difference in downtowns.

PUBLIC NOTICES

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Time: 1:30 pm	
10 Hammes Ave, Lutherville Timonium, 21090 - Sale Date: 20130314	
Time: 1:30 pm	
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Time: 11:30 am	
9534 Oak Trace Way, Randallstown, 21133 - Sale Date: 20130314	
Time: 1:30 pm	
1139 Scott St, Baltimore, 21230 - Sale Date: 20130314 - Time: 11:30 am	
705 Appleton St, Baltimore, 21217 - Sale Date: 20130314 - Time: 11:30 am	
3019 Hunting Ridge Dr Unit 3019, Owings Mills, 21117 - Sale Date: 20130314 - Time: 1:30 pm	
1209 Glenhaven Rd, Baltimore, 21230 - Sale Date: 20130314 - Time: 9:30 am	
9027 Sunni Shady Ct, Perry Hall, 21128 - Sale Date: 20130314 - Time: 1:30 pm	
3425 Piedmont Ave, Baltimore, 21216 - Sale Date: 20130314 - Time: 9:31 am	
1110 Elbank Ave, Baltimore, 21230 - Sale Date: 20130314 - Time: 11:30 am	
2964 E Cold Spring Ln, Baltimore, 21214 - Sale Date: 20130314 - Time: 11:30 am	
105 N Clinton St, Baltimore, 21224 - Sale Date: 20130314 - Time: 11:30 am	
4367 Mary Ridge Dr, Randallstown, 21133 - Sale Date: 20130314 - Time: 1:30 pm	
1030 N Avenue Ave, Baltimore, 21216 - Sale Date: 20130314 - Time: 11:30 am	
2845 Harlem Ave, Baltimore, 21216 - Sale Date: 20130313 - Time: 10:39 am	
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7118 Park Heights Ave Baltimore, MD 21215-1604	
3302 Rosalie Ave Parkville, MD 21234-7929	

Tuesday, February 26, 2013

Calvert Street entrance, at 10:35 am, Tidewater
4605 Hampton Avenue, at the Circuit Court for Baltimore City,
at the Clarence M. Mitchell Court House, Court House Door,
Calvert Street entrance, at 10:35 am, Tidewater

FEBRUARY 28, 2013

Baltimore City
1700 Harman Avenue, at the Circuit Court for Baltimore City
at the Clarence M. Mitchell Court House, Court House Door,
Calvert Street entrance, at 9:30 am, Alex Cooper

1002 Kevin Road, at the front of the Courthouse for the
Baltimore, 100 N. Calvert Street at 10:30 am, Harvey

6000 Glenoak Avenue, at the front of the Courthouse
City of Baltimore, 100 N. Calvert Street at 10:30 am,
West

1810 Ruxton Avenue, at the front of the Courthouse
of Baltimore, 100 N. Calvert Street at 10:30 am, Harvey

3502 Poythwait Avenue, at the front of the Courthouse
City of Baltimore, 100 N. Calvert Street at 10:30 am,
West

2314 E Fairmount Avenue, at the front of the
the City of Baltimore, 100 N. Calvert Street at 10:30 am,
Harvey West

47 S Poppleton Street, at the front of the
City of Baltimore, 100 N. Calvert Street at 10:30 am,
West

6400 Dunhamton Avenue, at the front of the
City of Baltimore, 100 N. Calvert Street at 10:30 am,
West

613 Glenwood Avenue, at the front of the
City of Baltimore, 100 N. Calvert Street at 10:30 am,
West

1030 N Avenue Ave, Baltimore, 21216 - Sale Date: 20130314 - Time: 11:30 am

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424 N Bouldin St Baltimore, MD 21224-4117

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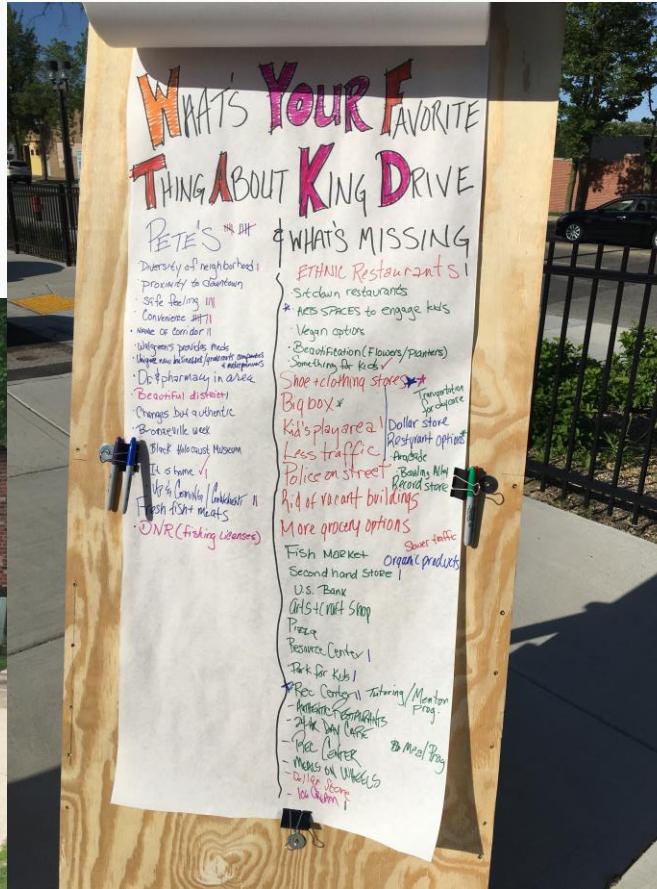
4106 Dorchester Rd Gwynn Oak, MD 21207-7534

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Why Main Street and Heart & Soul?





“WHAT UNITES PEOPLE?
ARMIES? GOLD? FLAGS?
STORIES. THERE'S
NOTHING IN THE
WORLD MORE
POWERFUL THAN A
GOOD STORY.

NOTHING CAN STOP IT.
NO ONE CAN DEFEAT
IT.”

TYRION LANNISTER
GAME OF THRONES, SERIES FINALE

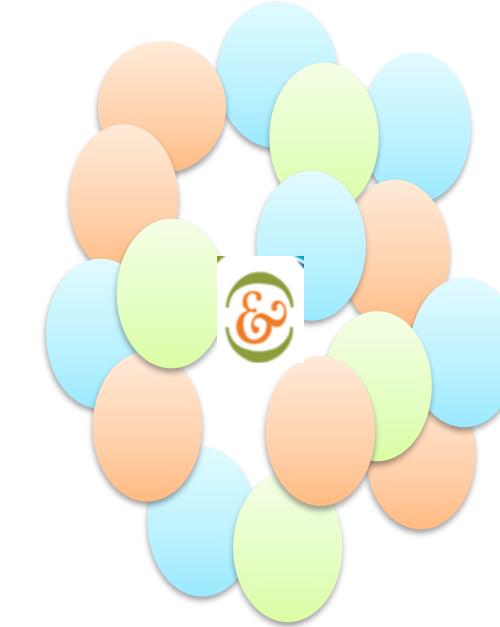
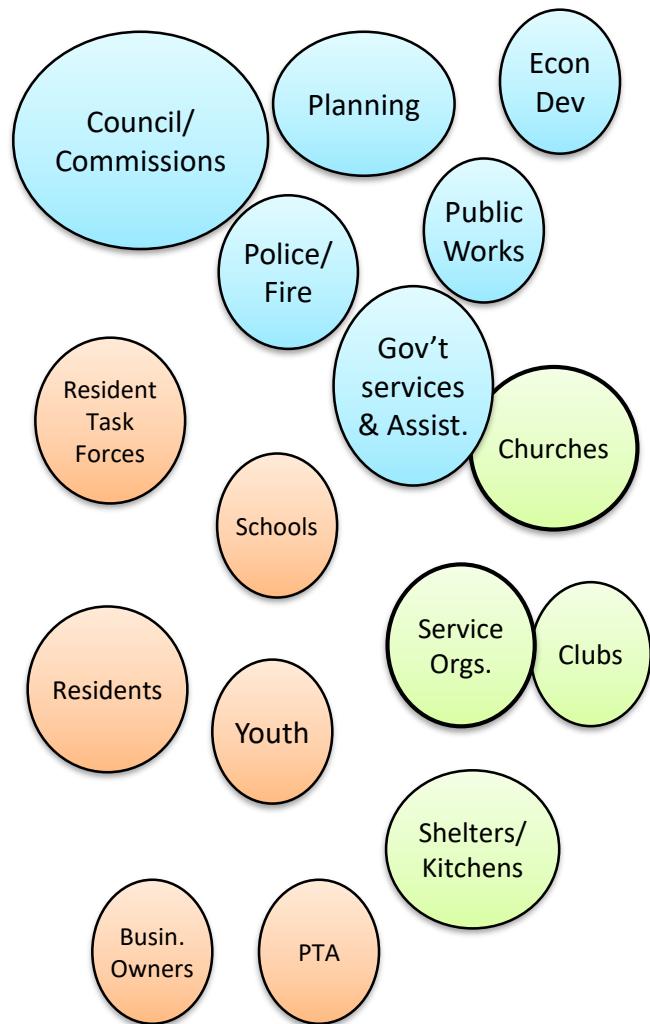
**Rediscover what's special
about your town**



- It makes sure you know **who** is in your community.
- You hear from **all** demographics.
- You prioritize ideas and actions. **Together**.
- It's about where you bring the table so **everyone** can have a seat.

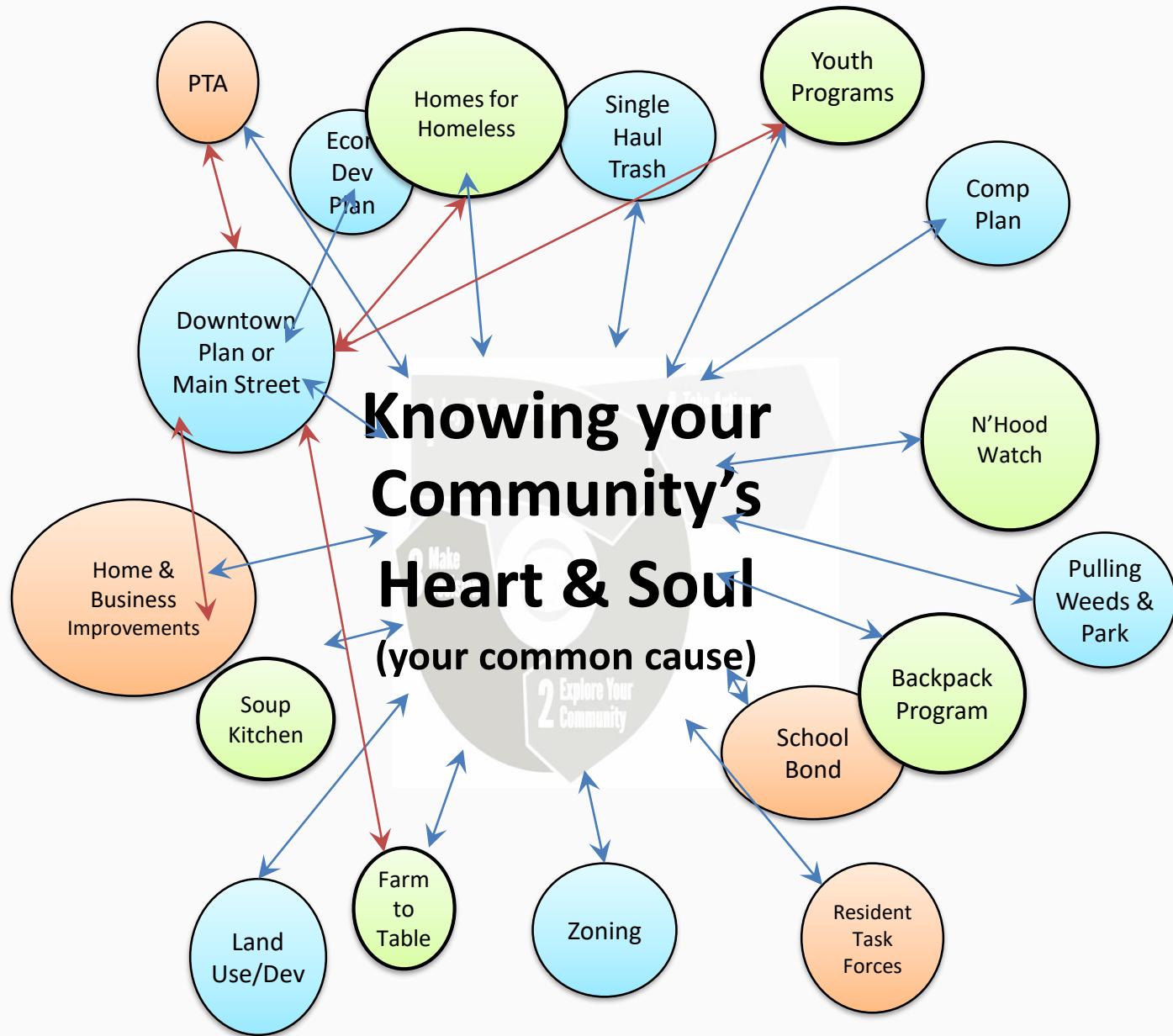


Silos working, sometimes on similar goals, but unaware of efforts/mission of others



***Enduring vibrant communities
require government, community,
Non-profits working together***

Knowing your Community's Heart & Soul (your common cause)



DEMOGRAPHICS INFORMATION

Please check the box that applies to you for each of the demographic sections below. This is anonymous so we can be sure we are hearing from everyone.

1. Gender

- Male
- Female
- Prefer not to answer

2. Age

- <6
- 6 to 19
- 20 to 24
- 25 to 34
- 35 to 54
- 55 to 64
- 65+

3. Race or ethnicity

- Black or African American
- Native American or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- White
- Hispanic or Latina/o
- More than one

4. Length of residency (years)

- <5
- 5 to 10
- 11 to 20
- 20+

5. Income

- Less than \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000+

6. Which part of the community do you live or work in?

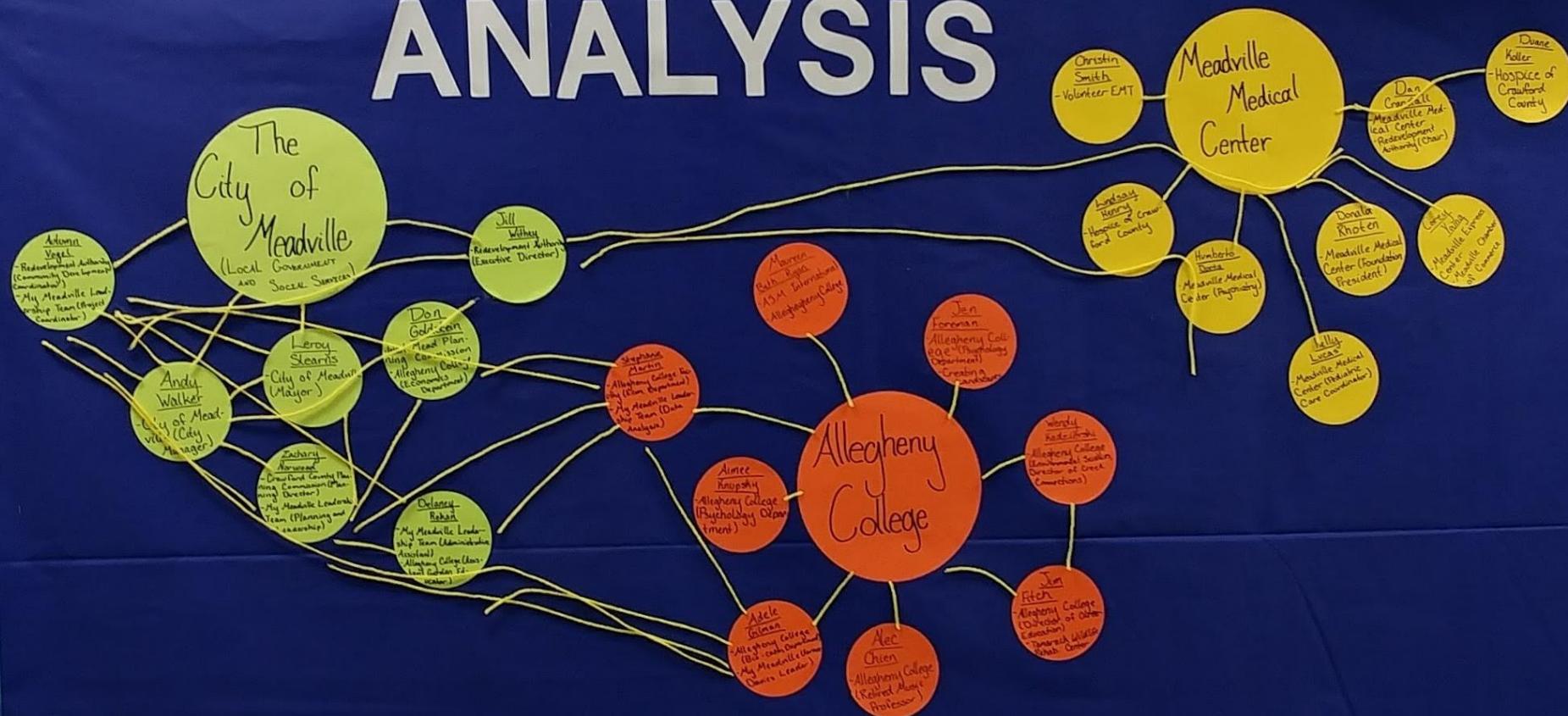
- _____
- _____
- _____
- _____

- _____
- _____
- _____
- _____

Category	Breakdown	% / number of residents
Income	Less than \$25K	
	\$25K-\$49,999	
	\$50K-\$74,999	
	\$75K-\$99,999	
	\$100K+	
Age	Under 6	
	6-19	
	20-24	
	25-34	
	35-44	
	45-54	
	55-64	
	65+	
Gender	Female	
	Male	
	Prefer not to identify	
Residency	Renters	
	Homeowners	
	Other	
Race and Ethnicity	Black or African American	
	Native American or Alaska Native	
	Asian	
	Native Hawaiian or Pacific Islander	
	White	
	Hispanic or Latina/o	
	More than one	

STEP 1 Know Your Community <i>List groups (informal and formal), neighborhoods, or other ways that your community is organized</i>				STEP 2 Demographic Cross-Check	STEP 3 Group Connectors <i>Someone who can connect you to others in the group</i>
Community group name (or description)	Are they a missing voice?	Anything special to note?	On Heart & Soul Team?	What demographic group(s) are represented in this community group? <i>Cross-check with Demographics tab</i>	Connectors (Names)
Jamestown School District PTO	Not generally, but some of the families they represent are	The PTO has a large attendance at monthly meetings	Y	Crosses all demographics	Darvel Johnson (Pres)
VETERANS Veterans- VFW Veterans- VFWA Veterans-unaffiliated	Sometimes		Y	Veterans; Men and Women; Crosses various age categories	Joe (VFW) Jane (auxiliary) Harry (manages the Veterans Memorial in the square)
Business owners who don't live in the community	Yes	We don't have an official count of this group	N		Jessamyn Hosterman (Chamber member)
Springdale neighborhood	No	They are known as the trick or treat neighborhood	Yes		Scarlett Johnson (homeowner's assn pres)
Temple Beth Israel	No	They operate a soup kitchen in the winter months	Y		Rabbi J Goldstein Sally Kirch-Comms Mgr
Young, single parents	Yes	There is not a formal group structure	No	Generally, in lower income brackets	

COMMUNITY NETWORK ANALYSIS



STEP 1: FIND YOUR DEMOGRAPHICS		STEP 2: IDENTIFY COMMUNITY NETWORKS		STEP 3: IDENTIFY NETWORK CONNECTORS		STEP 4: COMMUNICATION OPPORTUNITIES		STEP 5: ENGAGE METHODS
Demographic Groups	Community / in my group	Engagement barriers / constraints	Team	Network Connectors (Names)		Ideas For Communication Channels	Ideas For Communication Channels	Ideas For Engage Methods
Business 400	approx. 100	time of day	Y	CBA - Rot Meeting - Rotary - Historical Society	Tom, Chuck, Frank, Dave, Cyndi	Creekside Weekly Breakfast - CBA Mixer 1 x per month - HS monthly meeting	- Website - CBA Newsletter - Personal Contact	- Mixers w/ HS
Low Income & Poverty		schedules	Y	- Comm Meetings - Union Meetings - Comm Events	Barb, George	- Newsletter - Attend monthly meetings - Township Events	- T.V. Chi channel - Website - Newsletter	- Attend Mee
Local Government	N	communication of scheduled meetings & events	Y	- Upper Chi Community Coalition - Del Co Action Agency (Chair)	Barb, Judy, Betsy, Diane	- attending their meetings	- CAADC e-mail - Comm. Co. e-mail	
Civic Associations/ community organizations	N	Weekends (poss Sunday) would be best to meet	Y	- Churches - Homes	Rev. Irons, Deacon Curtis, Darrell, Judy,	- Congregations - Church Fellowship - Youth Group - Block Parties	- Bulletins - Newsletters - Church Facebook/website	
Faith-based Community	N	schedule / time of day	Y	- neighborhood associations				
Neighborhoods	N		Y					* Community Day
Retired Families Seniors	N	- not evenings	Y	- Chichester Senior Center - Creekside - Parkview - Lutheran Knights	Jane, Dave Schreiber, Barb, Bill Taylor	- Creekside newsletter, meetings, HSA, website - Senior Center meetings	- Creekside newsletter & website	
Parents & Guardians	N	- time / schedules	Y	- School events (ie conferences)	Tony, Frank, Tom Lauren	- S.D. Comm. Meetings - PTA - Board Meetings - Scheduled Events	Chi Channel Facebook	
Children 0-8	Y	- depends on parent availability & involvement	N					
Youth	Y		N					* C.S.D. Resource F in September
Young Adults 18-24	N	- schedules (poss. holidays)	Y	- School district - School activities - Sports, Arts	Tom, Tony, Frank Andrew	- school events - PTA - Club Activities - local parks - band	- Facebook - Twitter	community service projects





It starts with a story!

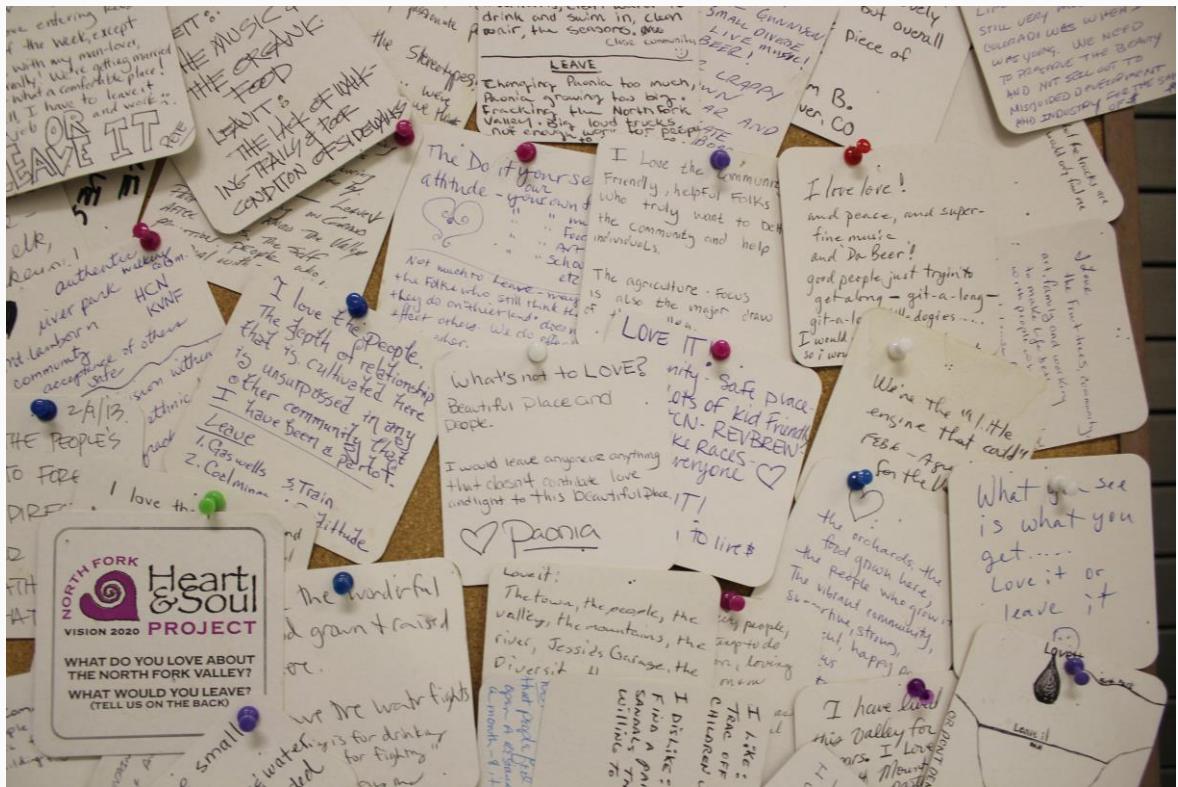
Thick

Thin

Intentional

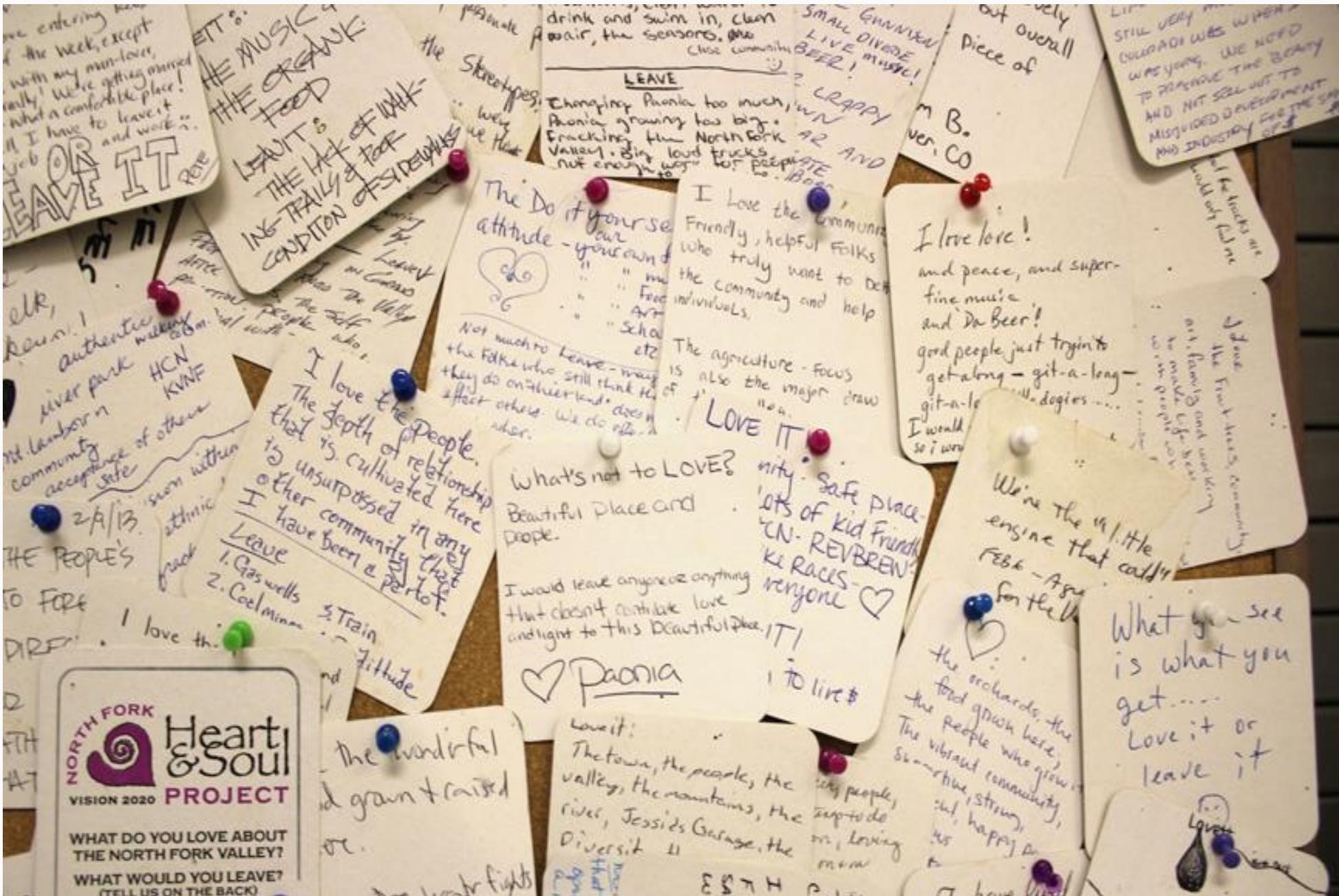
Broad

Thin and Broad



Thick and Intentional





let's gather a story!

STORY LISTENING NOTES

Storyteller: _____ Story listener(s): _____

Date: _____ Story collected at/during: _____ Record number: _____

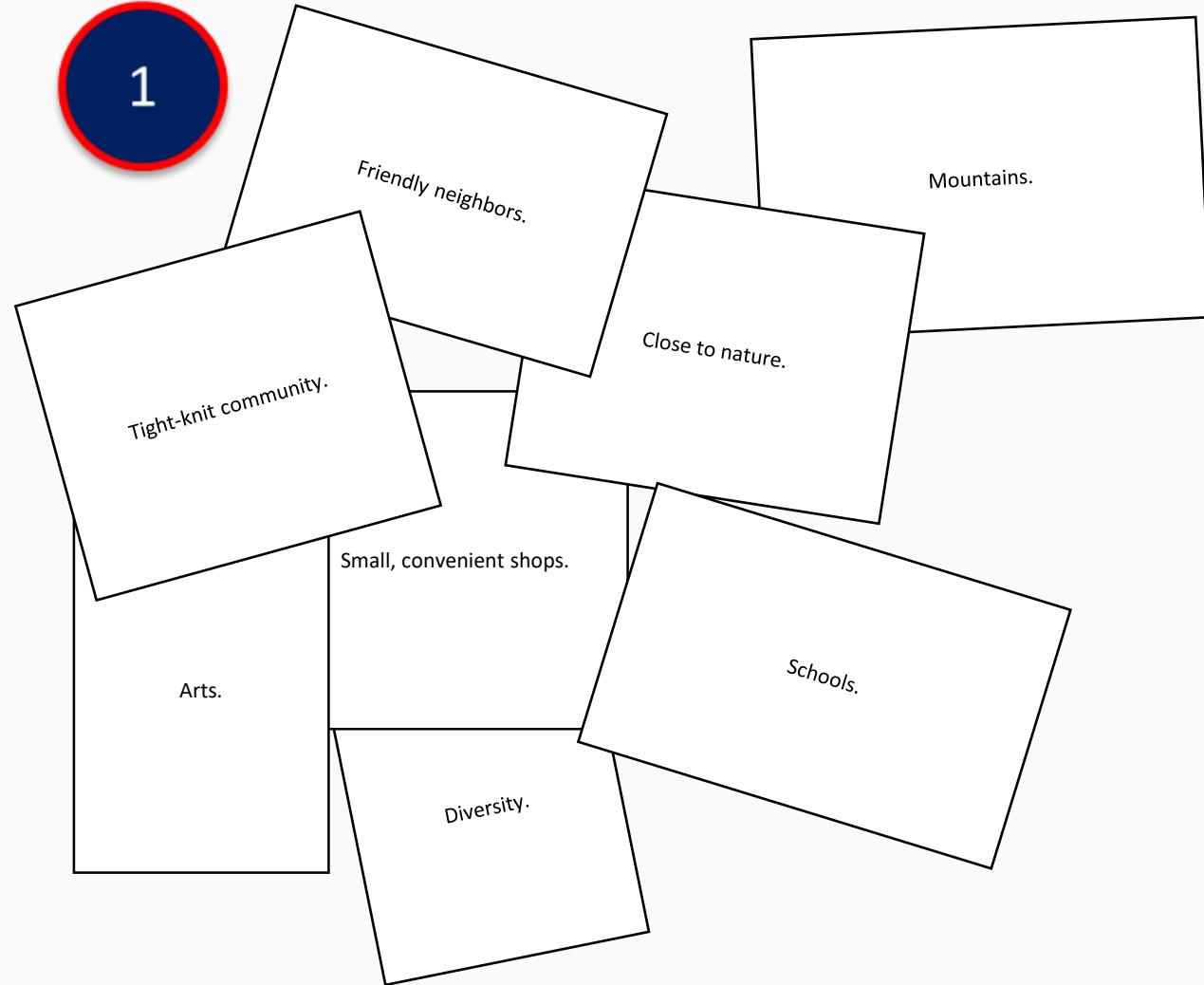
Story Notes: As you take notes, capture what is important to the storyteller about the community. Circle important values (or themes), hopes and concerns, and ideas for action.

Summary Statements: Write a statement or two that summarizes the story, including the details above. Be objective; use what the person says in the story to create the statement. *Example: She appreciates the park because it is a safe, welcoming green space in the middle of the community.*

Notable Quotes: Write any quotes that you want to remember.



1



2



Data

<u>Love or Value:</u>	<u>Theme</u>	<u>Sub-theme</u>
Very supportive	Sense of Place	The people
Small town charm	Sense of Place	Small town feel

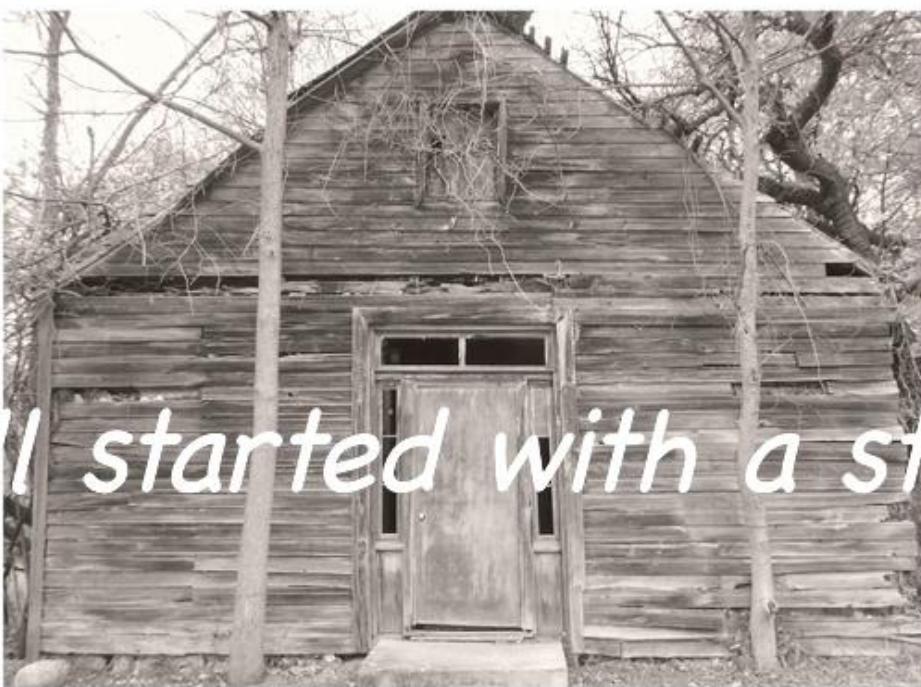
Pulled from Stories

Overlaps w/
Comp Plan

Statements formed from



It all started with a story...



Community Heart&Soul®

— Guided by what matters most —



2019-2027
Comprehensive Plan
Core Values

 The Essex Junction Comprehensive Plan defines a comprehensive long-range vision for the community. It contains general goals and policies that guide decisions about the physical development or redevelopment of the community, and community issues more broadly.

The following are highlights from the Plan, organized by **Heart and Soul** values to explain the breadth of issues this Plan addresses.

Local Economy

 Engage in policies to make progress on the transit-specific strategies in the Economic Development and Vision Plan including:

-  Regional multimodal improvements
-  Freight and commuter rail service expansion
-  Transit oriented development

Continue to invest in public infrastructure and manage public assets in collaboration with the Town.

 Work with the Town to implement the **Enhanced Energy Plan** to reduce energy consumption, generate more renewable energy, and reduce fossil fuel use in the heating, transportation and electricity sectors.

Education

 Students are educated by a rigorous, well-balanced, proficiency-based curriculum to achieve reading and math fluency by the end of grade 3 and to graduate with the skills to be successful.

 Strengthen early childhood education so children are ready to thrive in school and businesses have a robust workforce to support the local economy.

Health & Recreation

  Integrate substance use prevention into our culture by working with Essex CHIPS and the school district to ensure youth are receiving healthy messages where they live, learn, and play.

 Offer programs and facilities to ensure residents of all ages and abilities have access to physical activity and healthy food choices.

essexjunction.org/departments/planning/complan/



Comprehensive Plan









January 1, 2019

Adopted by City Council	Ordinance Number: 4765	December 18, 2017
Amended by City Council	Ordinance Number: 4811	November 5, 2018

Vibrant Downtown

We treasure a vibrant downtown with small businesses, festivals, parades, waterfront, and art-related opportunities which provide economic development and places for people to gather, promoting a rich, welcoming sense of community.



Change Over Time is a Community Heart & Soul® tool that can help communities identify ideas for action from their Heart & Soul statements. This tool helps to visualize how values in the community have changed over time and how actions today can maintain or improve those values.



Heart & Soul Statement or Theme

1. How important is this statement or theme to our town?

1 2 3 4 5 6 7 8 9 10

2. Where does this value or theme show up in our community?

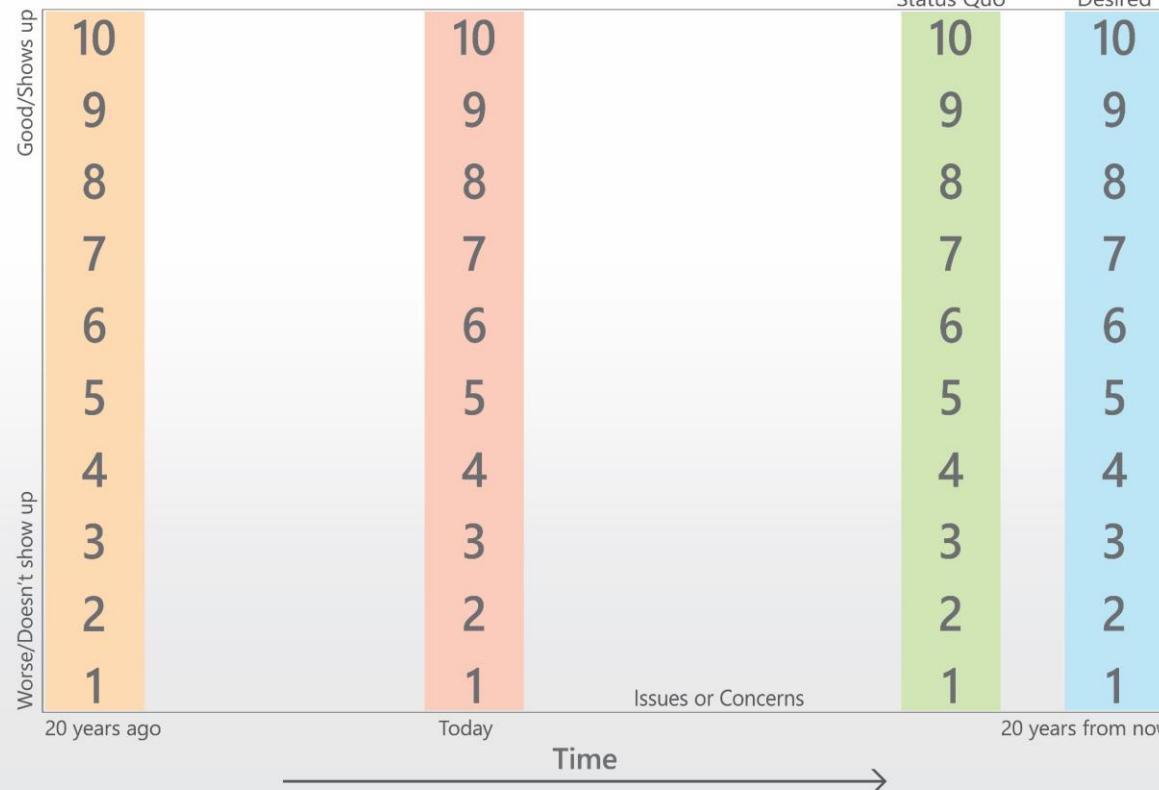
4. How were things 20 years ago?

3. How are things today?

5. If we do nothing differently, where are things headed?

6. How would we like things to be?

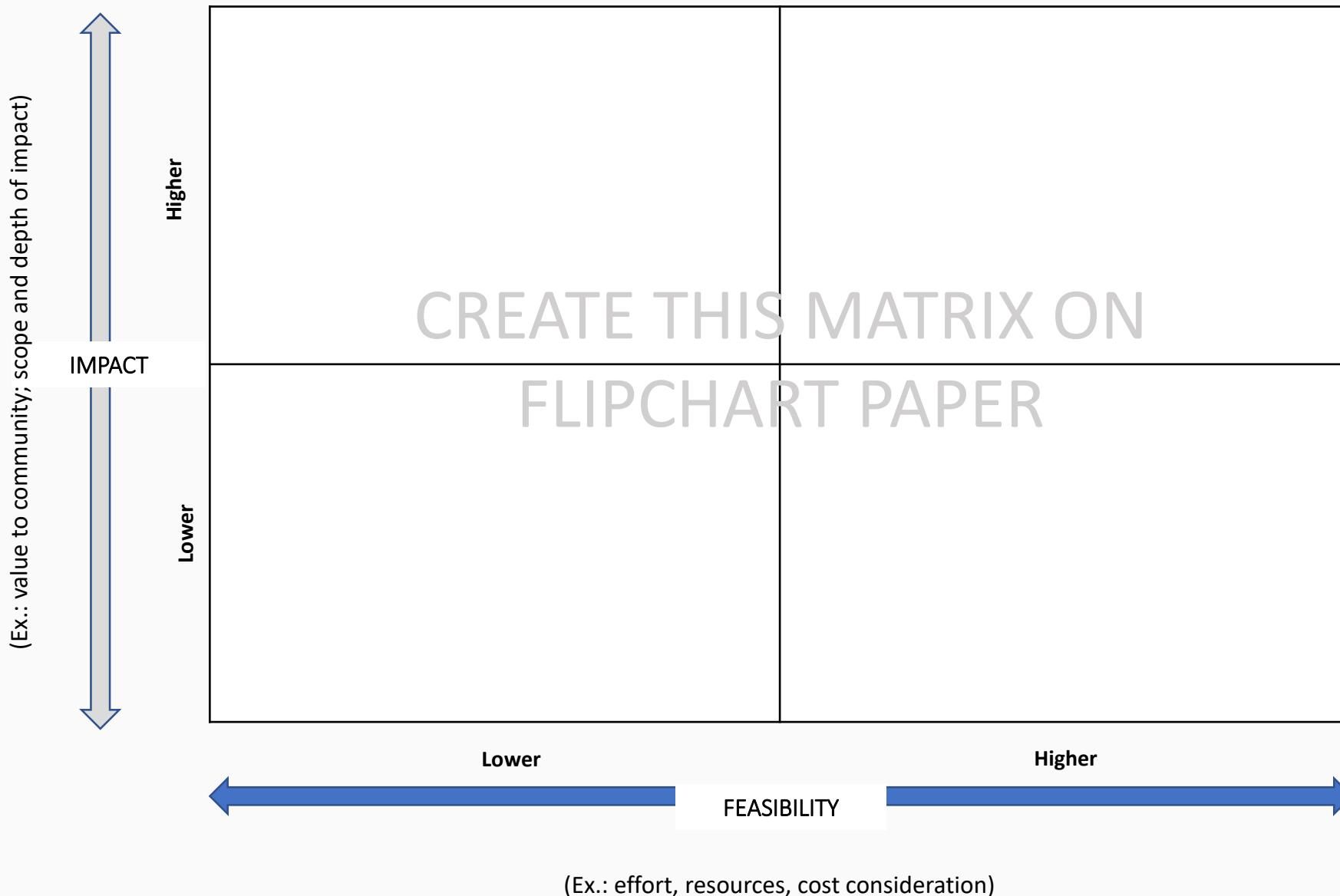
7. Capture ideas for action here



Theme

We treasure our friendly community with its safe, close-knit family feel & generational continuity which keeps proud history alive, creating a warm & welcoming atmosphere for residents & visitors alike

Impact/Feasibility Matrix



The Action Plan

The final step in the Heart & Soul process is to develop an action plan that takes the hundreds of community-generated ideas to make Gardiner a better place, and turn these into action items.

As the comprehensive planning process evolved, the project partners noticed that many of the great community ideas might be led by community members, businesses and community organizations and the City could be a supporter instead of the leader. This type of collaboration and local leadership can be extremely powerful and can strengthen the City. Activities might even be spearheaded, carried out, developed or accomplished without tax payer money!

Advisory team members and Heart & Soul staff filtered, evaluated and organized hundreds of community suggested actions into eighty (80) that could be evaluated by the public. In mid-October, 2013, two community workshops were held to prioritize the community actions. The workshops were facilitated by a professional facilitator and planner. Each of the eighty community generated actions were assessed as to their impact and feasibility. The definitions of impact and feasibility are:

IMPACT - high, medium, low

- Has a strong positive effect on the City of Gardiner, its citizens, and quality of life
- Makes a positive difference to the lifestyle, business climate or family life
- Addresses a need in the community
- Has a positive effect on Gardiner's community values

FEASIBILITY - high, medium, low

- Has the potential for attracting leadership
- Has community support
- Is an easy win in the short term (or is a harder win but over a longer time)
- Is less expensive (or more expensive but accomplishable with fund-raising or community support)
- Is likely to be accomplished due to leadership, importance, volunteers, finances, need, community or stakeholder motivation







Community Heart & Soul®



ORTON FAMILY
FOUNDATION

Community Heart&Soul®

— *Guided by what matters most* —

Thank you for joining us
as we come together to build successful
futures for small towns in Virginia.