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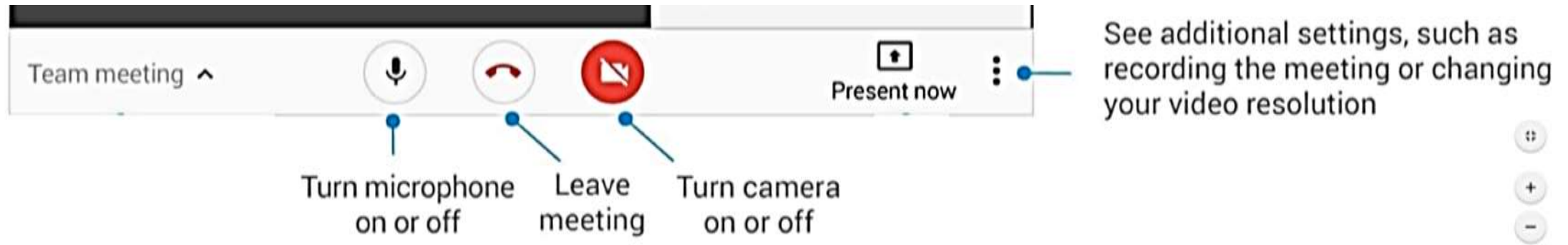
# Creating Community Vitality Series

Series Kick Off  
January 13, 2021  
11 AM – 12:15 PM



# WELCOME!

- Please mute yourself and turn off your camera
- This session is being recorded
- There will be time for questions using the Chat feature





The “work from home” revolution offers a unique opportunity to better position communities for success by ensuring local amenities, infrastructure and social offerings are in place to retain and attract an increasingly mobile workforce.

# Key Themes:



## Identity

*Recognize Your Core  
Strengths + Weaknesses*



## Ecosystems

*Identify Institutions, Amenities  
and Infrastructure to Support*



## Community

*Strengthen and Promote  
Assets + Interactions*



# Monthly Topics:



**JAN**

Community Vitality Kickoff



**FEB**

Placemaking



**MAR**

Storytelling



**APR**

Leadership + Network



**MAY**

Attractions + Assets



**JUN**

Housing



**JUL**

Services + Infrastructure



**AUG**

Food + Small Scale Production



**SEP**

Workforce + Entrepreneurs



**OCT**

Public Spaces



**NOV**

Cultural Promotion + Events



**DEC**

Community Involvement + Conclusion

# Community Vitality Kickoff

**Educational Webinar | January 13, 2021**



## Monique Johnson

Chief Operating Officer  
Better Housing Coalition

How do we define community, respond to the seismic shifts of 2020, and find the tools to help us be responsive to the diverse needs of our constituency?







**New connections established**  
**Systems changed**  
**Reimagined and deeper connection**

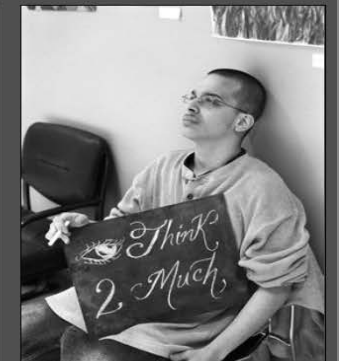
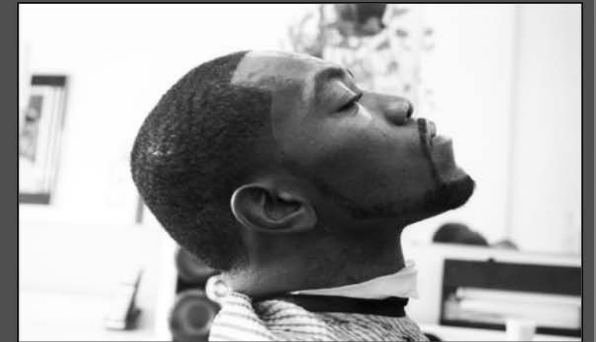




How will 2020 impact notions of community?  
Who will define and design this in the future?

- Will what we have learned/experienced in 2020 impact the effectiveness of those principles?
- Will it shape how people engage? How people define community? How we see our work? How we see our roles?
- Will the **context** that informs our notions of community vibrancy **collapse**?





Photographs by Wing Young Huie



- While context collapse brings diversity into the public square, context restoration encourages connection
- What will it mean for **context collapse** to bring diverse and informative voices together and **context restoration** to facilitate intimate conversations?





***“Community is based on reciprocity of emotion and relation between individuals sharing a common vision of the possibilities and potentialities of all”***



An aerial photograph of a two-lane asphalt road that curves through a dry, hilly landscape. The terrain is covered in brownish, scrubby vegetation. The road has white dashed lines for lane markings. In the top left corner, there is a small orange square icon with a white arrow pointing upwards.

# vibrant environments

Attracts investments, provides opportunities, and creates lively spaces to support a diversity of experiences.

As community developers, are we as focused on both the *internal* environments we create as well as the *external* environments that we are impacting?



# Place based principles



- Requires cross sector approaches
- Develops a shared understanding using data and lived experiences
- Develops shared outcomes that reflect local priorities
- Implements priorities through shared action with an iterative approach and monitor progress
- Applies formal approaches to evaluation to enable accountability and guide strategy



# Organizational culture principles



- Requires cross sector approaches
- Develops a shared understanding using data and lived experiences
- Develops shared outcomes that reflect local priorities
- Implements priorities through shared action with an iterative approach and monitor progress
- Applies formal approaches to evaluation to enable accountability and guide strategy





# Learning Culture = Learning Community

Customer  
Empathy

Learning  
mindset



Broad  
repertoire



# reframe the vision and theory of community and culture

The metaphor of a *lens* allows us to see our internal and external contexts in new and revealing ways.



➤ POLICIES

➤ OUTCOMES

➤ POWER

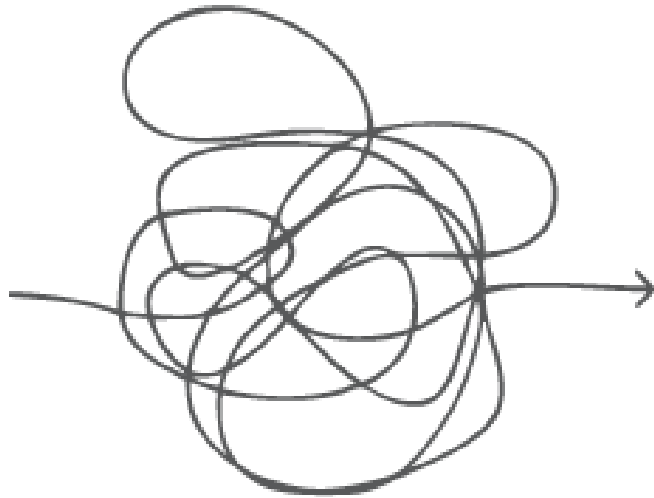
➤ RELATIONSHIPS

➤ SOLUTIONS





# Design Thinking

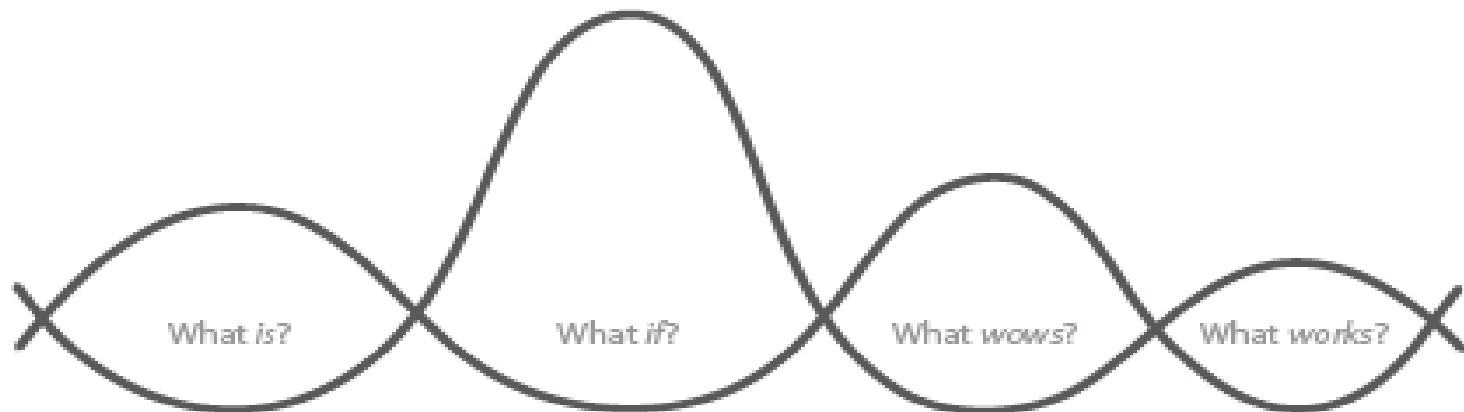


Is the problem  
human-centered?

How clearly do you  
understand the problem  
itself?

What's the level  
of uncertainty?

What data is already  
available to you?





# Human-centered design thinking







# What are the opportunities for reimagining our communities internally & externally?





# 1. Stay in the question.

*Live the questions. Perhaps then...you will gradually, without even noticing it, live your way into the answer. --Rainer Maria Rilke*





# Staying in the questions

- 
- How might COVID and the changes over 2020 impact our internal and external work?
  - How do we sustain momentum?
  - How do we make space for reflection and learning?
  - Are there opportunities to rethink how we define success?
  - Are there opportunities to redesign how we use tools?
  - Who have our approaches benefitted? Who has been left behind?
  - Can we broaden our work toward “both-and” strategies?



## 2. Search for higher ground

Too much information degrades the quality of our decision.

Cut through complexity and find nuggets of wisdom

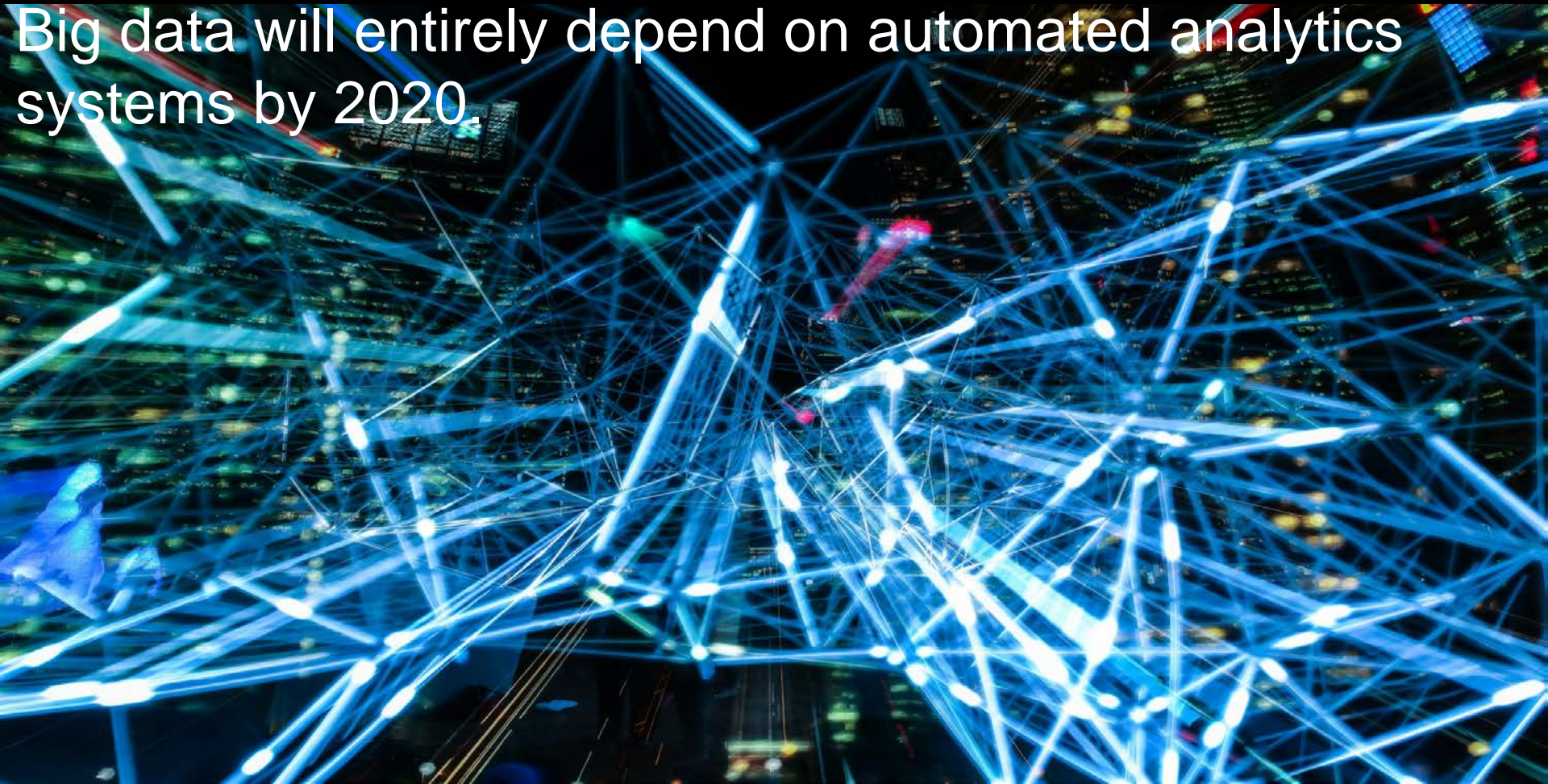


People are generating 2.5 quintillion bytes of data each day.

Nearly 90% of all data has been created in the last two years.

Unstructured data is a problem for 95% of businesses.

Big data will entirely depend on automated analytics systems by 2020.







- Our love affair with social media fuels data creation.
- According to [Data Never Sleeps 5.0 report](#), these are numbers generated **every minute**:
  - Snapchat users share 527,760 photos
  - More than 120 professionals join LinkedIn
  - Users watch 4,146,600 YouTube videos
  - 456,000 tweets are sent on Twitter
  - Instagram users post 46,740 photos

**What does this mean for how our businesses operate and how we work?**



### 3. Leave space for others to contribute

Communities want to be invited to be part of work in progress

Discovery creates a sense of ownership and inspires energy to be a part of something in the making



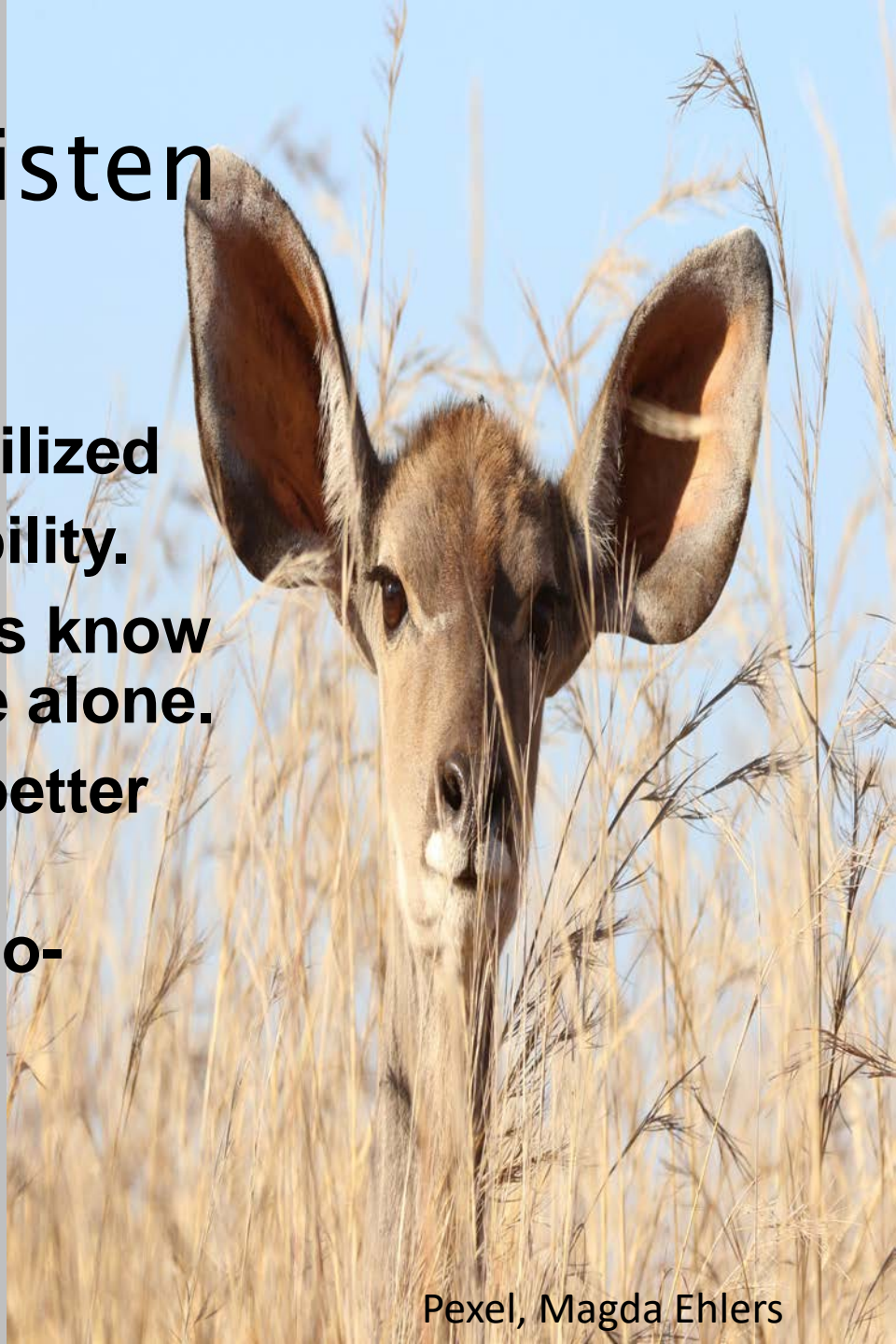






# Don't Talk, Just Listen

- **Listening tours are underutilized**
- **Shows strength in vulnerability.**
- **The most innovative leaders know they can't predict the future alone.**
- **Better listening makes for better collaboration.**
- **Powerful listening fosters co-invention and partnership.**





## 4. Drill down to the essence

Satisficing—picking the least worst solution

Optimizing—finding the solution that best meets design criteria





# The essence reimagining

- Value people and keep them the center
- Lead with values and core competencies
- Maintain role clarity
- Embed routines and consistent communication
- Define success and manage outcomes  
(dashboards, survey, operational metrics, dynamic performance management etc.)
- Encourage cross collaborative teams
- Remain agile, pilot and pivot (MVP)





“I cannot live a grounded life without  
being grounded in a place.”

bell hooks

Photographs courtesy of Pexel

# THANK YOU!

## Up next

### Jan 18 | Inspirational Podcast



**Melody Warnick**, author of *This Is Where You Belong: Finding Home Wherever You Are*, explains the concept of place attachment

Find more info at [virginiamainstreet.com](http://virginiamainstreet.com)

### Feb 10 | Placemaking Webinar



**Jeff Siegler**, founder of Revitalize, or Die and founding partner of Proud Places, explains how much places shape our lives

### Feb 15 | Inspirational Podcast



**Laura Scherling**, cofounder of GREENSPACENYC, a nonprofit collaborative that enlivens public spaces



# THANK YOU!

## Where to get help

### DHCD's Community Revitalization Office (CRO)

[Rebecca Rowe](#), Associate Director

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