

Doing While Planning



Eligible Early Action and Action Activities:

- ▶ Reclaiming vacant property
- ▶ Placemaking/Placekeeping
- ▶ Homeowner and business façade improvements
- ▶ Wi-Fi infrastructure
- ▶ Fresh food initiatives, and
- ▶ Gap financing for economic development projects

CN funds can't be used for:

- ▶ supportive services
- ▶ administrative costs
- ▶ basic infrastructure
- ▶ housing redevelopment activities

Some things HUD considers:

- ▶ Visible Impact
- ▶ Alignment/Targeting
- ▶ Community Building
- ▶ Leverage
- ▶ Capacity
- ▶ Long Term Management
- ▶ Timing



Doing While Planning

Opening Remarks
By Mike Schubert

Welcome and Congratulations !!

Our Goal:

Help you do more impactful work in your city and neighborhood

Thinking Beyond the Project Envelope

Three Important Things in Planning

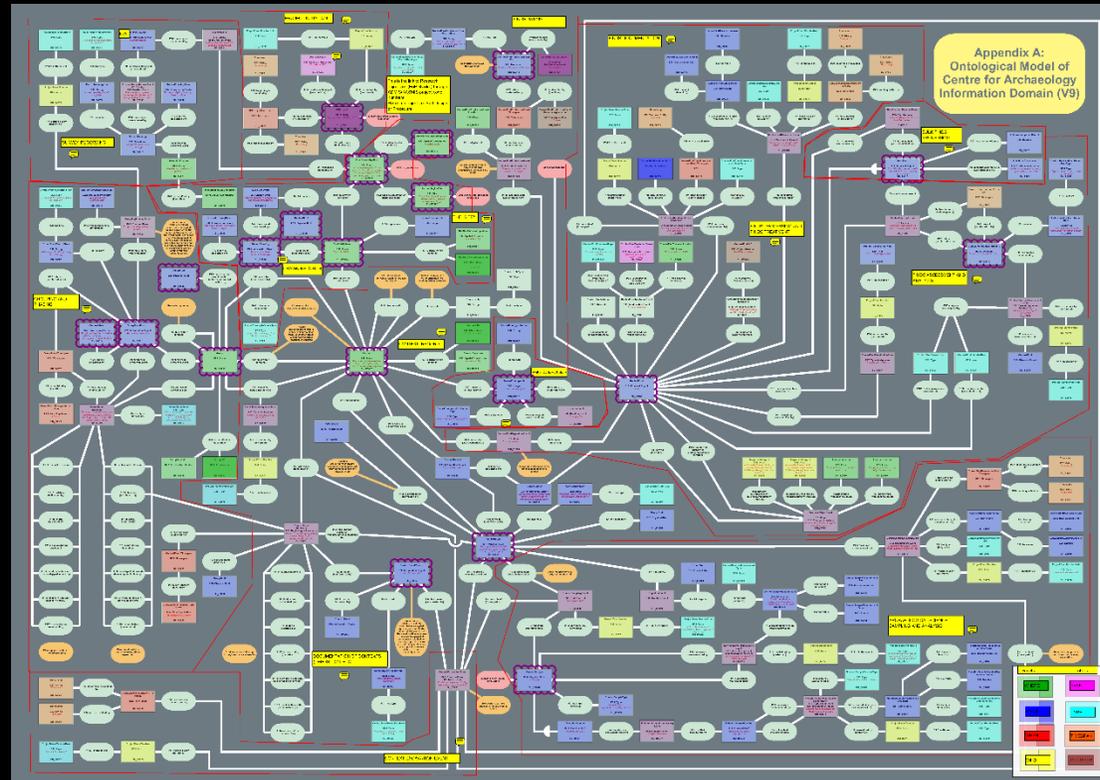
- Trust

- Belief

- Confidence

We want to move from “ Doing To” to “Doing With”

Neighborhoods are complex market and social systems.



But.....

We can understand them.

Something to Guide Your Planning

The condition of neighborhoods is determined in large part by the decisions neighbors and other stakeholders make about them.

Our job is to influence those decisions in ways that benefit the neighborhood.

Some Key Questions

- What kind of decisions are neighbors and other stakeholders making about the neighborhood?
- What kinds of decisions do we want to see? What kind of decisions would signal positive change?
- Let's look at doing those things as soon as possible.

What is It We are Trying to Do?

We want to do things people can See and Understand that tells them the neighborhood is Getting Better.

We want to build Trust, get people Believing in a positive future, and Confidently acting on those beliefs.

What are things you can do in the short term that will advance the improvement process?

- Engage Neighbors – less meetings and more conversations.



Physical change projects.....

- Landscaping, fence painting, fence removal, lighting, house numbers, flags, plaques, home improvement projects, markers





Why are these important?

- They are doable;
- People can see and understand them;
- They provide opportunities for neighbors to come together;
- “The cosmetic is transformational”

Market Interventions

- Marketing For-Sale Homes
- Recruiting Quality Investors to do Troubled Homes or Properties
- Realtor Orientation
- Homebuyer Tours

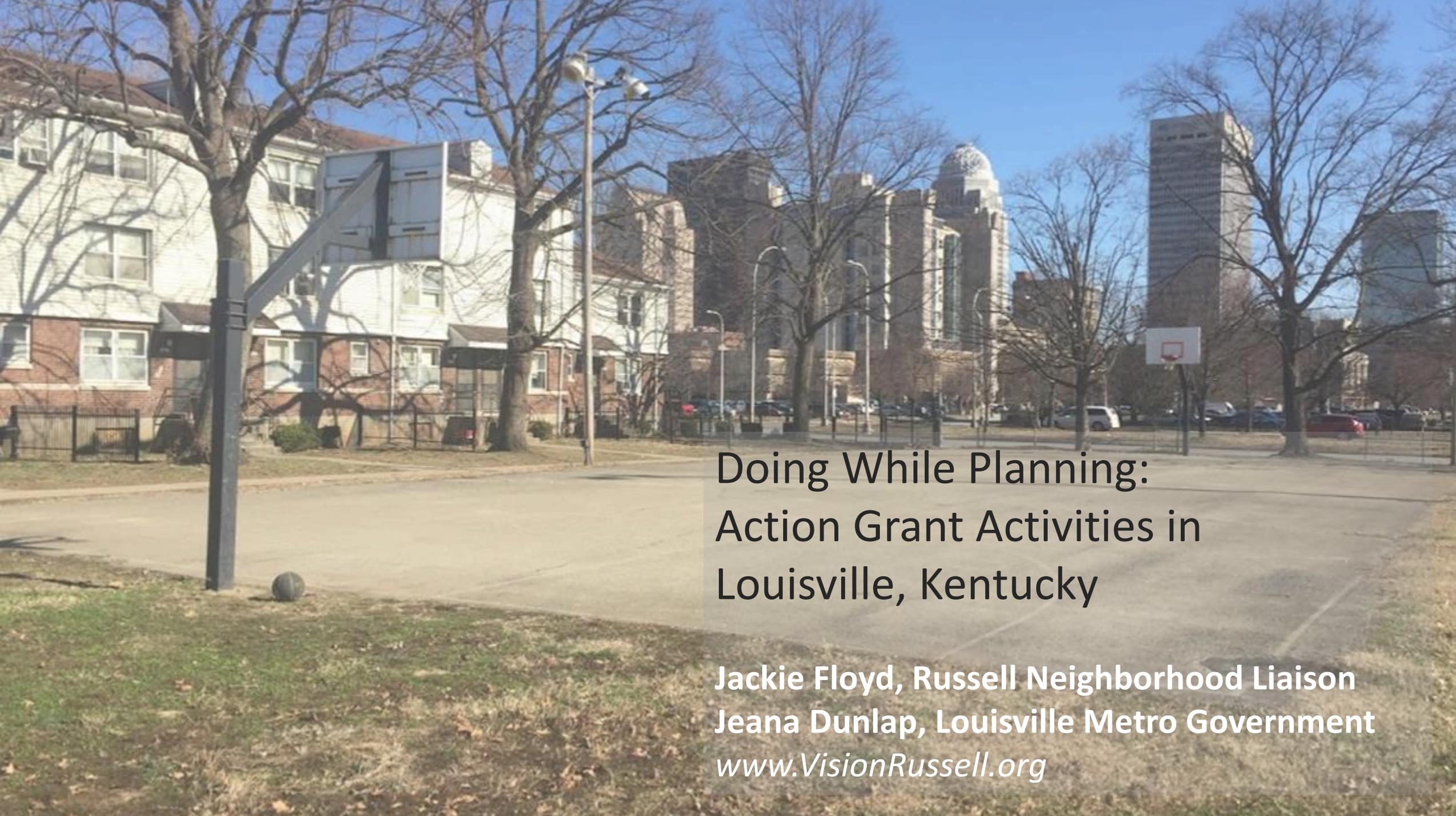
Social Interventions

- Youth Projects
- Holiday Lighting
- Neighborhood History Projects
- Welcoming New Neighbors



What are We Trying to Do?

- Build a Narrative of Positive Neighborhood Change;
- Create Messages that support this Narrative;
- Connects the Work of the Few to the Many
- Provide Opportunities for People to Come Forward



Doing While Planning:
Action Grant Activities in
Louisville, Kentucky

Jackie Floyd, Russell Neighborhood Liaison
Jeana Dunlap, Louisville Metro Government
www.VisionRussell.org

Russell Choice Neighborhoods...2015 to present

- **Choice Planning Grant**

\$425,000 Grant awarded in Jan 2015

Two-year planning and community engagement process, Vision Russell

DELIVERABLE: Vision Russell Transformation Plan for Beecher Terrace

- **Action Grant**

\$1,000,000 Grant awarded in July 2016

One-year implementation of “actionable activities” within focus area

DELIVERABLES: SmART Stops, Neighborhood Gateways, Vacant Properties and Shepard Park Improvements

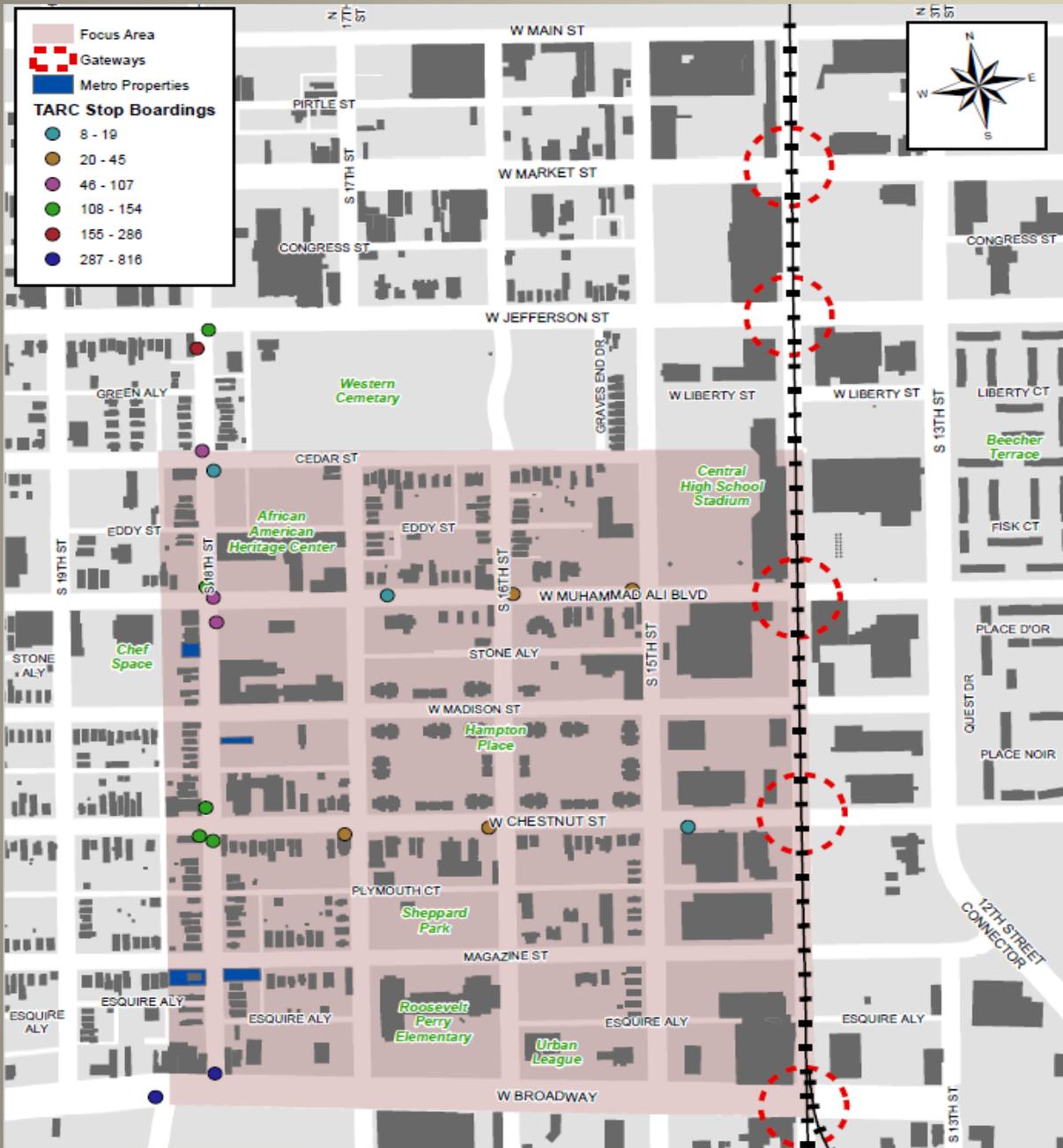
- **Implementation Grant**

\$29,500,000 Grant awarded in December 2016

Seven-year implementation of Vision Russell Transformation Plan

DELIVERABLES: Vibrant, sustainable, mixed-use, mixed income, multi-generational development.





Action Grant Activities

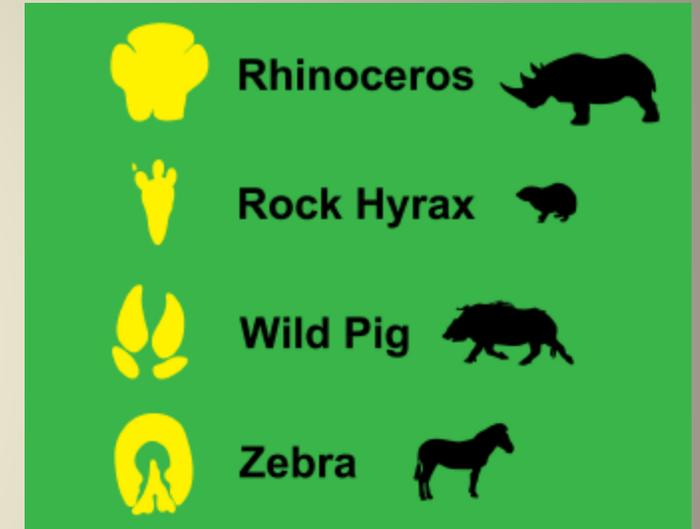
- Vacant Lot ReUse
- Sheppard Park – Recreation Destination
- Railroad Overpass Murals
- smART Bus Stops



Vacant Lot ReUse



Sheppard Park Improvements



Track your steps!



Follow along the loop walk with these animals from the Congo



Railroad Gateways & Murals



smART Stops





www.VisionRussell.org

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Placekeeping
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façade improvements
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For each activity, discuss:

- ▶ Do you feel the activity
would build
neighborhood
confidence and signal
positive change?
- ▶ Would you fund this
activity and why?
- ▶ Would you request
changes or additional
information?

www.hud.gov/cn