Public Outreach and Community Engagement Overview

Big Picture Approach

- Cluster Sampling Approach
  - Select 4 target clusters + High Level Activities
- 10 Potential Target Clusters (45 sq miles)
  - Varying size, demographics, and geography
  - Include DPU Priority Areas and I/I Study Areas
- Clintonville & Barthman/Parsons Areas
  - More potential for neighborhood backlash
  - Eliminate competing engagement tactics

Engagement Area Selection Criteria

- Primary
  - More likely to be affected
  - 1/3 of housing stock built before 1960
- Secondary Filters
  - Geographic Size/Geographic Reach
  - Housing Type
  - Race
  - Education Level

Primary Selections

- 1/3 of housing stock before 1960
  - Castle Road
  - Early Ditch
  - Livingston/James
  - NW Alum Creek
  - Sullivant
  - West Fifth Ave

Secondary Criteria

- **Size of the Cluster**
  - *6-8 Sq Miles; Exceptions of West Fifth & Sullivant*
- **% of Owner Occupied**
  - Castle Road, Early Ditch, Livingston/James & NW Alum Creek
    - >50% Owner Occupied homes
- **% of Renters and Businesses**
  - West Fifth: More business per capita & 80% Renters

Still Standing…

- Castle Road
- Early Ditch
- Livingston/James
- NW Alum Creek
- West Fifth Ave

We are ALL Columbus..

- **Predominant Racial Mix**
  - Majority White: Castle Road, Early Ditch & West Fifth Ave
  - Majority Black: Livingston/James & NW Alum Creek
- **Education Level**
  - W. Fifth Ave = Clintonville
  - Early Ditch, Livingston/James & NW Alum = Majority HS Graduate

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Can We Do Better?

1. **Missing High Income/Well Educated/High Home Values**
   – Franciso/Teteridge couples well with West Fifth Ave
2. **Castle Road ≈ Early Ditch**
   – Recommend eliminating Castle Road
3. **Merge West Fifth/Francisco/Teteridge into one area**
   – Allows for different engagement tactics and learning activities for renters, landlords, and businesses

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Our Targeted Engagement Areas

1. Early Ditch
2. W. 5th Ave/Francisco-Teteridge
3. NW Alum Creek
4. Livingston-James

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Blueprint Target Areas for Community Education and Engagement Activities

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Community Outreach: Education & Engagement Phase

July 2013 – May 2015

High-Level City-Wide Education and Engagement Forums → Community Education and Baseline Research → Data Analysis/Process Evaluation → Measuring Community Perceptions and Attitudes → Phase Data Analysis/Process Evaluation

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Education & Engagement Overview

	High-Level Community Engagement Activities		Engagement Area 1: NW Alum Creek		Engagement Area 2: Early Ditch	
	Begin	**End**	**Begin**	**End**	**Begin**	**End**
Education Activities	July 2013	Aug 2013	Sept 2013	Oct 2013	Nov 2013	Dec 2013
Engagement Activities	July 2013	Aug 2013	Jan 2014	Feb 2014	Mar 2014	April 2014

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Education & Engagement Overview

	High Level Community Engagement & Process Evaluation		Engagement Area 3: Livingston-James		Engagement Area 4: W. Fifth	
	Begin	End	Begin	End	Begin	End
Education Activities	May 2014	June 2014	July 2014	Aug 2014	Sept 2014	Oct 2014
Engagement Activities	May 2014	June 2014	Nov 2014	Dec 2014	Jan 2015	Feb 2015

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Examples of Engagement Tactics

Community Outreach (Educating)

- Presentations at community events and forums
- Road shows – the mobile "booth to go"
- Direct mail and handouts
- Door-to-door canvassing
- Focus groups
- Website and video

Assessing Perceptions & Attitudes (Market Research)

- Surveys:
  - Phone polling
  - Mail and online
  - Face-to face
  - Interactive audience response & moderator
  - Focus Groups

  …and many other tools and tactics

Help us Draft the BluePrint!

How CAP can help?

- Beginning high level community engagement now
  - Survey of events and activities relative to your neighborhoods
  - Let the RAMA Team know of other tactics that have worked for you
- Serve as a "sounding board "for our work and challenges as they arise

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Clean streams.
Strong neighborhoods.

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Question and Answers

Dominion Middle School rain garden. Photo courtesy of A. Waldhauer