



Public Outreach and Community Engagement Overview

THE CITY OF
COLUMBUS
MICHAEL B. COLEMAN, MAYOR

DEPARTMENT OF
PUBLIC UTILITIES



**BLUE
PRINT**
COLUMBUS

Clean streams.
Strong neighborhoods.

Engagement Project Review

- Canvassing
- Road Shows and events
- Business outreach
- Pre-engagement surveys and a few findings at a glance
- Active canvassing engagement conversations – appealing features and concerns raised
- Other educational engagement activity
- Blueprint engagement insights – to sum it all up

Residential Canvassing: 40,962

Baseline Educational Materials (Sept. - Dec. 2013) Passive canvassing to accessible homes in the four representative areas		Reinforcing Educational Materials (May – Aug., 2014) Active canvassing to a 10,000 home subset in the four representative areas			
Area	Area Total	Area	Target	Completed	Engaged
Hilltop	8,277	Hilltop	3,000	2,927	12.2%
Linden	4,872	Linden	1,700	1,712	17.7%
5 th by Northwest	846	5 th by Northwest	300	307	14.0%
Livingston-James	14,274	Livingston-James	5,000	3,658	17.5%
General: ongoing	6,732				
TOTAL RESIDENTIAL: 28,269		TOTAL Collateral: 8,604			

Roadshows and Events: 60

Four Target Blueprint Areas (Jan. – April, 2014)		City-wide Events (May – Aug, 2014)	
Libraries, Community Centers, area Businesses, etc.		Ohio State Fair, Earth Day, Bean Dinner, Fam Jam, Comfest, North Market, Lazy Daze, etc.	
Target	Completed	Target	Completed
32	40*	18	20
*Includes 5 city-wide events			

Business Outreach: 291

Pre-engagement

Surveys: 476

Active canvassing to all accessible local businesses in the 4 representative areas

Hilltop	107	5 th by Northwest	92
Linden	70	Livingston-James	52

Area	Target	Completed	Remaining
Livingston-James	96	96	0
5 th by Northwest	96	55	41
Linden Area	96	91	5
Hilltop	96	102	-6
City-wide	96	130	-34
Clintonville	0	31	0
Totals:	480	476	46

Findings at a Glance

From the pre-engagement survey conducted:

- Survey responses were split roughly 50/50 between renters and homeowners.
- Over 70% of respondents believed the City has a problem with sewer overflows.
- Most people said **Blueprint was an economic development program**. The second most cited response was a recycling program. A few people believe Blueprint Columbus is a hockey team...

Findings at a Glance, cont.

- People said the **number one cause of sewer overflows is trash and leaves that clog them (37.8%)**. The second most cited reason was cracks in pipes and old infrastructure.
- Roughly half of participants (47.4%) say **they're not informed about Capital Improvement Projects** in their neighborhood. This sentiment ran strong among businesses.

Active Canvassing Engagement Conversations

Appealing features:

- Property enhancement (36%)
- Green solutions (28%)
- Blueprint is better approach (23%)
- Neighborhood beautification (11%)
- Jobs (3%)

Concerns raised:

- Cost (59%)
- Skepticism – overall distrust of City (21%)
- 30 year program (20%)

Other Educational Engagement Activity

Civics & Commissions Complete:

- Far South, Marion Franklin Rec Center
- Northeast, Howard Rec Center
- Milo-Grogan Residence Civic Association
- Near East, Neighborhood Police Center
- Greater Hilltop, Library
- Milo-Grogan
- North Linden, Fetterson Rec Center
- Northwest, United Methodist Church
- North Central, Tray Lee Center
- Franklinton, Mt. Carmel
- South Linden, Point of Pride bld.
- University, Northwood High bld.
- Far East, Far East Pride Center

Civics & Commissions Scheduled:

- Livingston, St. John Learning Center
- Southwest, New Horizon Meth. Church
- Westland, Doctor's Hospital West
- Southside, South High School

Faith-Based Outreach: To begin after Sept. break

Blueprint Engagement Insights – To sum it all up!

- Hit rates are high on canvassing engagement conversations.
- Good reception from local area businesses
- Piggybacking with other community events is the key to success for Roadshows.
- The house model is superb. This interactive demo is a big draw and the best teaching aid in our toolkit.
- Response to Blueprint has been overwhelmingly positive or neutral thus far.

Next Steps for Community Engagement

September:

- Finish up education and canvassing in four representative areas (Livingston-James)

October – December:

- Passive canvassing in Clintonville (literature drop)
- Planning and launch of polling in four representative areas