

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

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PRINT

Clean streams.

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

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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

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Still Standing...

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



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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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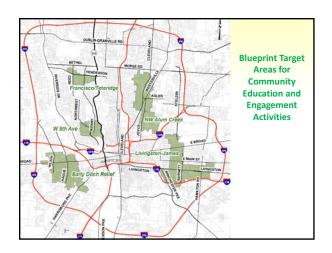
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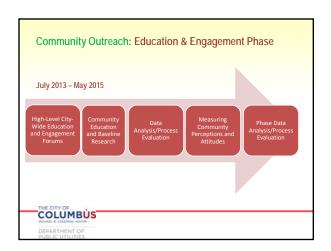
Our Targeted Engagement Areas

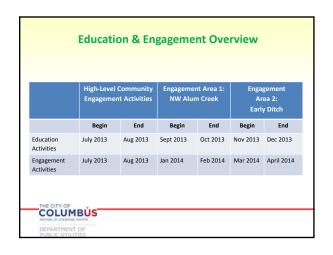
- 1. Early Ditch
- 2. W. 5th Ave/Francisco-Teteridge
- 3. NW Alum Creek
- 4. Livingston-James

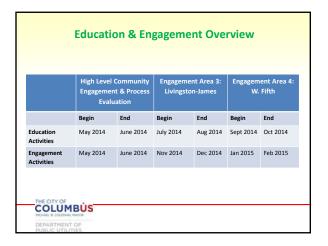


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Examples of Engagement Tactics

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
- Serve as a "sounding board "for our work and challenges as they arise



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