Planning for Community Prosperity: By the people, for the people
About the Alliance

Inspiring Innovation to Advance Communities

- Convene and Engage Networks of Thought Leaders
- Provide Training to help Organizations Build and Sustain a Culture of Innovation
- Identify and Distribute Leading and Emerging Practices and Trends Important to Local Government
Go to Webinar

Clicking the Rectangle will Place You in Full Screen Mode.

Clicking the Arrow on your Go To Webinar Toolbox opens and closes your viewer.

All Attendees are Muted, but we do want your participation!

Please ask your questions using your Go To Webinar Toolbox throughout the webinar.

Tweet with Us: @transformgov #localgov @CityOfBoise @CityMinneapolis
Introducing Today’s Presenters

Gulgun Kayim, Director of Arts, Culture and the Creative Economy, City of Minneapolis, MN

Leon Letson, Associate Planner, City of Boise, ID
Transforming Local Government Webinar

August 1, 2017
Gülgün Kayım
Director Arts, Culture & the Creative Economy
City Coordinator’s Office
What Is Creative CityMaking Minneapolis?

Responsive Government Through Arts Based Civic Engagement

• Partners City Departments with community based artists
• Advances the City’s goal to eliminate economic & racial disparities
• Provides arts-based, filed tested approaches to engage traditionally underrepresented communities
• Stimulates innovative thinking, practices and policies
Why CityMaking Minneapolis?

- Develops new arts-based field tested approaches that engage traditionally underserved, underrepresented communities
- Stimulates innovative thinking and practices
- Increases the City’s capacity to address community inequities
- Cultivates intersections where city staff and artists can address issues of disparity
- Provides and intersectional approach to problem solving
Objectives

Collaborations between City Staff & artists support the following objectives

- Use arts, design resources & practices to help departments address priority issues
- Design & test new interfaces between City & the community & new approaches for community-engaged policymaking
- Enhance City and artists’ abilities to facilitate community engagement through new tools to work effectively with underrepresented communities
Origins of the CCM Program

Guiding City Policies & Goals

• The City’s 2005 Plan for Arts & Culture, recommended:
  – Integrating the arts into City Depts
  – establishing of an artist-in-residence program

©2017 City of Minneapolis, MN
CCM Program Strategy

Public, Private, Nonprofit Partnerships in the Arts Bring Innovation Resources

- Arts, Culture & the Creative Economy (ACCE), local arts agency
- Intermedia Arts, local Arts nonprofit
- Artplace, private foundation
- Kresge Foundation
- National Endowment for the Arts
Testing the Idea: How Can Artists Add Value to the Work of City Departments?

Task in 2013: engage underserved unrepresented communities in City planning processes
One City Dept: Community Planning & Economic Development, Long Range Planning Division:

- Embedded 11 Artists
- In 6 Teams
- On 6 Long range plans:
  - 3 small area plans
  - 1 station area plan
  - 1 comprehensive capstone study
  - 1 cultural plan
Year One Results:

Simple, playful, mobile, friendly, approachable creative strategies reach underserved communities more effectively

- 22 new tools for civic engagement
- 7 new strategies
- 58 arts-based events
- 90% of participants had never engaged in City planning
Creative CityMaking Results

Artist driven engagement dramatically increased the participation of young people & communities of color in the City’s planning process.
So What?

Departments Learned:
• New pathways for community engagement
• New relationships with underserved communities
• Results were meaningful community conversations
• Decisions being made in the City can draw upon multiple perspectives
• Confirmed that innovative strategies are needed

ACCE Learned:
• City Depts are interested in collaborating with artists
• Demonstrated the artists have much to contribute through
  • creative problem solving
  • collaborative capacity
  • “let’s try it!” orientation
  • deep community connections
Piloting & Expanding the Concept From One to Five City Depts

Task Refine goals, creative practices & processes
Origins of the CCM Program

Added New Guiding City Policies & Goals

• City’s One Minneapolis Goal:
  o *disparities are eliminated so that all Minneapolis residents can participate & prosper*

• Racial Equity:
  o The development of policies, practices & strategic investments to reverse disparity trends, eliminate institutional racism and ensure that opportunities for all people are no longer predictable by race
Years 2 & 3
Five Departments:

• Long Range Planning
• Regulatory Services
• Neighborhood & Community Relations
• City Clerk
• Information Technology
• Embedded 9 Artists
• On 5 teams
Intersections Between City & Community

CCM works to innovate & transform systems through policy & practices at the individual, Department & City Enterprise levels. The results are then felt in the community.
Our Simple Rules:

Guiding Principles of the CCM Program

• Artfully engage underrepresented communities
• Test big ideas
• Act with tact
• Leverage conflict as a resource
• Run with what works
• Demonstrate value
Resources for learning more:

- CCM 2016 Evaluation
- G.A.R.E workgroup on arts in City Racial Equity efforts: www.racialequityalliance.org/
- ACCE newsletter. www.minneapolismn.gov/coordinator/arts
ENERGIZE OUR NEIGHBORHOODS

DEVELOPING VIBRANT NEIGHBORHOODS THROUGH RESOURCE ALIGNMENT AND COMMUNITY EMPOWERMENT

LEON LETSON | CITY OF BOISE - ASSOCIATE PLANNER
Where’s Idaho?
Where’s Idaho?
Where’s Idaho?
Where’s Idaho?
Regional context
CITY OF BOISE

“MAKING BOISE THE MOST LIVABLE CITY IN THE COUNTRY”
**Cultivate Innovative Enterprises**

Work with individuals, nonprofits and businesses to encourage creativity and collaboration that will promote economic prosperity and improve lives.

**Create Lasting Environments**

Recognize, protect, and improve the health and sustainability of all our activities, our connections to one another, and our natural resources.

**Build Vibrant Communities**

Engage citizens and organizations to spark new connections, inspire exploration and strengthen Boise’s rich, community-minded spirit.
“One of our most important assets is the strength of our neighborhoods. We want to make sure that there is a sense of place in the city.”

~Boise Mayor
David H. Bieter
NEIGHBORHOOD PLANNING

- **1977**
  First neighborhood association formed

- **1992**
  City of Boise creates the neighborhood planner position

- **1993**
  6 registered associations

- **2017**
  33 registered associations
Neighborhood Reinvestment Program
- Started in 1993: $150,000 budget
- Current budget: $600,000

2006-2016
- Funded almost $4.4 million in projects
FOCUS AREAS

- Children & Youth
- Economic Development
- Environment
- Healthy Communities
- Housing
- Placemaking, Arts & History
- Public Safety
- Transportation

Neighborhood Assessment
- Resident Discussion/Input
- GIS Dashboard data

Community Partnerships
- Engage & involve businesses, schools, non-profits, & community groups
- Identification of 8 Focus Areas

Neighborhood-level Change
- Residents, partners, & City of Boise staff involved in each committee
- Project and resource identification through Action Planning process

LASTING ENVIRONMENTS | INNOVATIVE ENTERPRISES | VIBRANT COMMUNITIES
### Demographic Data

<table>
<thead>
<tr>
<th></th>
<th>Vista</th>
<th>Citywide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>9,993</td>
<td>214,196</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$38,072</td>
<td>$48,524</td>
</tr>
<tr>
<td>Median Home Value</td>
<td>$124,150</td>
<td>$177,900</td>
</tr>
<tr>
<td>Housing Costs (% of income)*</td>
<td>22.24%</td>
<td>27%</td>
</tr>
<tr>
<td>Transportation Costs (% of income)*</td>
<td>23.55%</td>
<td>24%</td>
</tr>
<tr>
<td>Free &amp; Reduced Lunch Program Participation</td>
<td>Whitney – 84%</td>
<td>Hawthorne – 69%</td>
</tr>
</tbody>
</table>

*Housing & Transportation Index data

2013 ACS 5 year data profile
VISIONING

• What does a livable neighborhood look like?
• Why did you choose to live in your neighborhood?
• What do you like about your neighborhood?
• What improvements can we make together to build a more livable neighborhood?
LIVABILITY MAPPING

- Pre-2014: Disinvestment Reports
- GIS Data Mapping Analysis
  - Identified areas of opportunity
  - Measure health & livability of the city
SU T A B I L I T Y  R A N K I N G

• Incorporates over 40 data sets
• Weighted based on city priorities
LIVABILITY INDICATORS

Sidewalk Coverage

Park Walkability
LIVABILITY INDICATORS

Tree Canopy

Public Art
LIVABILITY INDICATORS

Crime Rate

Code Enforcement
RESOURCE ALIGNMENT

- Identified Partners: **65+**
- Partner Funding: **$1,053,746**
- City of Boise Funding: **$5,881,933***
- Grant Funding: **$227,500**
- Volunteer Hours: **$12,965****

* Does not include staff time

**Does not include ongoing committee meetings, volunteer time estimated at Federate rate of $23.07/hour
VISTA NEIGHBORHOOD PROJECTS

**Children & Youth**
- Boise Pre-K Project
- Energize Out of School partnership & programming
- Junior High “Weekly Adventures”

**Economic Development**
- Vista Bench Business Association
- First Fridays on the Bench
- Bi-Annual Community Event

**Environment**
- Atlantic Idea House: public tours & resources/information
- 118+ free trees for residents

**Healthy Communities**
- Neighborhood Clean Up
- 4th of July Celebration
- Shoshone Park
- Mobile Farmer’s Market

**Public Safety**
- Neighborhood Contact Officer & Police Sub-Station
- Fire Station #8
- Smoke Alarm Installation

**Housing**
- Home Improvement Loans
- Housing Workshops
- 25 Hawthorne Community

**Transportation**
- 17 new stop signs
- Mobile radar units
- Sidewalk, curb, & gutter near schools
- Pedestrian signal
- Bike Infrastructure
- Transit Improvements

**Placemaking, Arts & History**
- Neighborhood History Report
- History Walking Tours
- Pop-up Art Gallery
ENERGIZE USTICK
LESSONS LEARNED

• Data is only part of the story.
• Residents **MUST** drive and own the process.
• Celebrate uniqueness.
• Alignment, alignment, alignment!
WHAT'S NEXT

• Neighborhood Tool Kit
• Energize Hour Workshops
• Boise Neighborhood Interactive
• More Neighborhood Associations
• More Business Associations
Q&A

Gulgun Kayim, Director of Arts, Culture and the Creative Economy, City of Minneapolis, MN

Leon Letson, Associate Planner, City of Boise, ID
Webinar Resources
To Receive Copies, Contact rspillers@transformgov.org
Save the Date!

Upcoming learning events:
http://transformgov.org/en/calendar

- **Workshops**
  - Workforce of the Future Workshops in Longmont, CO (8/29) and Charlottesville, VA (9/6)

- **Webinars**
  - Ensuring Your City is in the Green – Green Purchasing That Is! On 8/10
  - Got Development? 5 Questions to Ask to Elevate your Building Department on 8/17
  - Intentional Leadership: Getting Results and Engagement by Letting Go of Control on 8/24
Planning for Community Prosperity: By the people, for the people