

Vista Partnership: Communications meeting I

7/23/2014

"Accelerating the revitalization of a 20-block area in Southwest Detroit with a focus on economic opportunity, social equity, and most importantly—resident planning and partnership."

Overview

The communications work group met on 7/23/14, providing dynamic input on various issues. This meeting consisted of the resident engagement staff from Southwest Solutions and two residents, Gabriela Ramirez-Darris and Shaun Nethercott. The meeting briefly covered topics concerning survey/questionnaire methods and questions, key elements to successful communication, and various tools for communication.

Ideas about Surveys

Staff shared a rough draft survey was shared with the work team, and in return residents provided feedback that will be incorporated into the final product. As of 7/23, the survey is still a work in progress.

- Keeping surveys short, concise, and clear to understand
 - Speak the language of the people
- What are we hoping to achieve from surveys?
 - Look for specifics

Key Elements to Communications

The resident work team suggested various approaches to continuously engaging local residents.

- Establishing relationships with key residents “connectors” in the neighborhood.
- Openness and expanding work groups
- Maintaining face-to-face conversations, one-on-one and in groups.
- Identifying people willing to host conversations in their homes
- Documenting progress

Tactics and Tools for Communication

Also discussed were some basic essentials needed for effective communication, as well as different strategies to communicate to the public at large.

- Set quarterly goals for communications with some outcomes in mind

- Possibly hosting conversations at various places such as: churches, 555 gallery, Matrix Theatre, Donovan's or Giovanni's
- Shaun mentioned neighborhood tours for locals and visitors to envision possibilities for empty spaces using storytelling, art, music, and/or dance (community building)
- Temporary funds available for possible "lot activation" projects that can transform empty parcels into a catalyst for community building events involving arts, music, cultural, etc.
- Creating a Facebook/Pinterest/Twitter/and Instagram – as tools for:
 - communicating to the public at large
 - updating progress
 - communicating meeting times
 - posting minutes from meetings
 - documenting progress using photos, videos, captions & dates
 - allowing the communication work team to manage accounts and information
- Creating a GroupChat network?
 - Mass texting (for notifications for meetings)
- NextDoor tool/application
 - Connects neighborhood residents
 - Similar to a ListServe