

**TO:** City Manager's Office  
**FROM:** Alan Lamberg, Neighborhood Planner  
**DATE:** June 22, 2017  
**SUBJECT:** Report, Action Plan, Media, and Evaluation for *Building Blocks Workshop for Equitable Development*

## Report

The events spanning two-days from June 6 and 7 succeeded in meaningful participation by citizens and officials, yielding new strategies that are actionable within a year.

However, more could have been done to outreach to populations that this workshop is designed to serve. Equitable development requires participation and community-shaping by people of all incomes, races, ages, and ethnicities.

It is this planner's hope that the multidisciplinary relationships established or invigorated will inspire equitable development in our community.

## Action Plan

A team of consultants had lunch with officials, toured the community, held a public meeting, and ran a focus group with technical constituents.

Tour participants surveyed their impressions of eight (8) areas in terms of (A) walking & biking; (B) food, service, retail; (C) housing, commercial, or industry stock; and, (D) sense of safety. Generally, impressions were negative, indicating a need for improvement.

The workshop yielded five (5) community goals with actionable strategies regarding local economy, housing, and public safety. (Detailed action plan forthcoming from consultant.)

The consultants were Alan Steinbeck of *Renaissance Planning* led Mai Dang of *Urban Strategies*, Pauline Louie of *HUD Los Angeles*, Rachel Carlson of *EPA*, and Miranda Maupin of *SKEO*.

## Media

This news story and video encapsulates the purpose of our workshop:

Wilson, L. (2017, June 7.) "Community leaders trying to revitalize Pueblo neighborhoods on Superfund site." KOAA.

<http://www.koaa.com/story/35605448/community-leaders-trying-to-revitalize-pueblo-neighborhoods-on-superfund-site>

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## Evaluation

The goal for our *Building Blocks Workshop for Equitable Development* is to assist low income and minority residents with improving their neighborhoods in Bessemer, Eiler Heights, and the Grove. The following objectives support this goal, (with some afterthought):

- Effective planning and execution of the workshop. (Public participation should be an initial priority for effective outreach.)
- Support plans, including the Neighborhood Plan, Public Participation Plan, the Colorado Smelter Superfund Site Revitalization Plan. (The self-assessment was thorough, and seemed to guide the consultant on constructive goal-setting.)
- Inspire citizens to rally to a cause for equitable development while leveraging active stakeholders. (Alternative methods of outreach should have focused on bringing underserved constituents.)

## Constituent Participation

- Strong participation occurred from constituencies of economic development, environment, government, health, policymakers, and residents of Eiler Heights.
- Some participation by housing, nonprofits, and tourism.
- Constituencies lacking in outreach and/or participation were ADA & seniors, academics, banks & credit unions, businesses, faith-based, media, minority & ESOL, and transportation.