An Integrated Approach to Community Development and Planning

Resident Engagement, Neighborhood Assessments and Evidence-based Outcomes

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An Integrated Approach to Community Development and Planning:

*Resident Engagement, Neighborhood Assessments and Evidence-based Outcomes*
Session Overview

The webcast presents an integrated approach to community development and planning through resident engagement.

Overarching Objective: Explore various strategies to involve residents in assessing conditions that may promote or impede community wellness.

Focus: Empower residents by providing tools to evaluate community conditions such as housing, social concerns, economic opportunities, infrastructure and environmental issues.

The presentation speaks to how community stakeholders, working collaboratively with planners (practitioners and academics), can optimize outcomes by incorporating diverse approaches to community development.
Subsumed Objectives

1. Examine potential for creating strong community-based organizations through resident engagement
2. Consider effective ways to involve community residents in assessment activities, i.e. engage in community-based participatory research
3. Present possible areas to evaluate community conditions
4. Provide strategies relevant to working with community members on how to conduct assessments and document finding
Creating strong community organizations through resident engagement

- Organize community to coalesce around shared concerns
- Galvanizing residents to flex political muscle to effect change or working to develop political influence, a difficult task for marginalized and underrepresented communities
- Engage in activities that promote social capital and strengthen community bonds
Challenges to Creating and Sustaining Cohesion and Strong Community

- **Rural Communities** – Spatial isolation and sometimes limited transportation options
- **Urban Communities** – Loose connection to issues confronting community
- Long-term disinvestment that may have resulted in communities with conflicting values about home/housing upkeep and community ownership
- Longstanding challenges that have weakened the social and economic fabric and promoted stressed communities
- Sometimes Absence of strong, committed leadership
- Competing priorities and competing interests
  
  Requires addressing

- Must engage inclusively, inviting all residents to participate
- Minimize some challenges by ensuring all stakeholders have access to information
Involving Community Residents in Assessment Activities

Disseminate Information (issues/fairs, meetings)

Radio/TV (Public service)

Social Media

Door-to-door

School/PTA

Church bulletins

Laundromat

Libraries

Flyers

Others

Word of mouth (engage other partners)

Cast a Wide Net: Communicate and Engage Stakeholders in Community Issues
Community-based Participatory Research

Steps 1–3
Identify issue(s) community
Determine data needed to document
Engage stakeholders

Steps 4–6
Educate community
Collaborate
Identify partners with data sources

Steps 7–9
Intergenerational efforts with youth/elderly
Research qualitative quantitative data
Write up/present findings

Step 10
Evaluate efforts, make necessary adjustments
Beginning: Maps are important for conducting assessments

Central Business District (CBD)

Neighborhood Map
Tools for Community-Based Participatory Research

- **Asset Mapping** – Approach based on identifying strengths, positive aspects of a community. Community members/researchers identify and document existing resources and include in community development work and goals. Assets may include institutions, individuals and their skills and talents, citizen associations, amenities and other positive resources identified within a community.

- **SWOT** – Evaluation of community conditions, and potential for development, based on identification of strengths, weaknesses, opportunities, and threats. Strengths and weaknesses often refer to internal conditions while opportunities and threats often target external conditions.

- **Assessing/evaluating** Community environmental, infrastructural and social conditions through observation and documentation.

- **Onsite observation** research.
Asset Mapping

- Schools
- Churches/temples/synagogues
  other institutions of worship
- Banks
- Grocery stores
- Farmers’ markets
- Retail outlets
- Homes – single family and
  multifamily
- Mixed use/mixed income units
- Health services
- Social services
- Sidewalks
- Bike and walking trails
- Well maintained streets
- Properly maintained drains
- Parks/ball fields
- Recreation facilities
- Transportation options
- Cultural activities
- Individual and group skills, talents,
  training
- Capital (social, financial, political,
  physical, human/intellectual)
1. Conduct site visits to study area with community members and other collaborators

2. Document findings
   * Take copious notes about experiences, discoveries, conditions of the natural, built and social environments
   * Record, copy, photograph important documents
   * Take pictures to capture conditions, which will support written notes, and written notes can be revisited and reinforced with photos
   * **Photovoice** – Generally enjoyable, user-adaptable, and requires specific protocol
   * Work may be problem-focused or general
   * May use regular, digital or cell phone cameras

3. Assessment sheet – Asset mapping, SWOT analyses

4. Use of EPA tools to identify and document environmental justice (EJ) issues
Search by Taxpayer Name
Please enter a last name and a first name below to search the database for a particular taxpayer.
To expedite the search, please enter a complete last name and a complete first name, if known.
For example, to search for the name "John Doe" you would type "Doe" followed by a space (not a comma),
then "John" to return the record(s) that reflect(s) that name. If you enter only a last name that is common,
such as Smith or Johnson, it may take a long time to return all of the records with that last name.
Please keep this in mind if you have a connection speed of 28.8kbps or less.

http://www.co.hinds.ms.us/pga/newindex.asp
Example: Information about a community’s demographics, census tract, and other information from Federal Financial Institutions Examination Council (FFIEC)

- **HMDA** – The Home Mortgage Disclosure Act (HMDA) was enacted by Congress in 1975 and was implemented by the Federal Reserve Board's Regulation C. On July 21, 2011, the rule-writing authority of Regulation C was transferred to the Consumer Financial Protection Bureau (CFPB). Regulation C, requires lending institutions to report public loan data. In this section of the website, you can find out more about the regulation and its interpretation.

- **FFIEC** – “The Council is a formal interagency body empowered to prescribe uniform principles, standards, and report forms for the federal examination of financial institutions by the Board of Governors of the Federal Reserve System (FRB), the Federal Deposit Insurance Corporation (FDIC), the National Credit Union Administration (NCUA), the Office of the Comptroller of the Currency (OCC), and the Consumer Financial Protection Bureau (CFPB), and to make recommendations to promote uniformity in the supervision of financial institutions. In 2006, the State Liaison Committee (SLC) was added to the Council as a voting member. The SLC includes representatives from the Conference of State Bank Supervisors (CSBS), the American Council of State Savings Supervisors (ACSSS), and the National Association of State Credit Union Supervisors (NASCUS).”

[https://www.ffiec.gov/](https://www.ffiec.gov/)
### Example: Data Collection (HMDA)

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<tr>
<th>Address</th>
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<td>MSA/MD Name</td>
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<td>State Name</td>
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<tr>
<th><strong>Tract Income Level</strong></th>
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<tr>
<td><strong>2015</strong> FFIEC Estimated MSA/MD/non-MSA/MD Median Family Income</td>
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<td>Tract Median Family Income %</td>
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<tr>
<td>Tract Minority %</td>
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<td>1- to 4- Family Units</td>
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Access data through HMDA (FFIEC) [https://www.ffiec.gov/hmda/](https://www.ffiec.gov/hmda/)
Assessing Conditions through Community-Based Participatory Research
Possible Community Conditions to Evaluate

Community store, country store, apartment, restaurant and non-profit community-based organization
Assessing community conditions

Housing – Type, tenure, size, location, single family/multi family, value, ownership

Infrastructure and housing conditions
What schools, playgrounds, or institutions of worship are located in or in close proximity to the community? Are communities pedestrian friendly and walkable?
Does the community have healthcare facilities; parks/playgrounds/recreation; access to healthy foods-grocery stores, farmers’ markets, community gardens?
Assessing community conditions
Assessing community conditions

If community members were to describe what they see in these photos, what would they say? How would they describe what is happening in the pictures?
If community members were asked to describe what they see in this photo as part of a community-based participatory research project involving photovoice, how would they describe what is happening in this neighborhood?
EJView and Environmental Compliance History Online (ECHO)

- **EJView**, formerly known as the Environmental Justice Geographic Assessment Tool, is a mapping tool that allows users to create maps and generate detailed reports based on the geographic areas and data sets they choose.

- EJView includes data from multiple factors that may affect human and environmental health within a community or region, including:
  - *demographic*
  - *health*
  - *environmental*
  - *facility-level data*

http://www.epa.gov/environmentaljustice/mapping.html

- **ECHO**
  - Site: TOMCO EQUIPMENT CO
    3340 ROSEBUD ROAD, LOGANVILLE, Gwinnett County, GA 30052 (3 mile radius)
  - Race Breakdown Persons (%)
    - White: 21,910 (54.51%); African-American: 14,249 (35.45%); Hispanic-Origin: 3,714 (9.24%); Asian/Pacific Islander: 1,203 (2.99%); American Indian: 130 (.32%); Other/Multiracial: 2,702 (6.72%)
  - Also provides age, income, household, education info

http://echo.epa.gov/
Right to Know and Scorecard


“In-depth pollution report for your county, covering air, water, chemicals, and more.

Get answers to the most commonly asked questions on nationwide pollution.”

- Input zip code; compare up to four
- Zip Code 1. 39232
- Zip Code 2. 30046

Scorecard – k

Get an in-depth pollution report for your county, covering air, water, chemicals, and more.

“Scorecard is sponsored by GoodGuide, the world's largest and most reliable source of information on the health, environmental, and social impacts of consumer products. If you want to find products that are healthy, green and socially responsible, support us by downloading our transparency toolbar or our mobile applications.”

Get answers to questions on nationwide pollution.

- Who’s polluting?
- What pollutants do the most harm?
- Where is the worst pollution?
- Compare communities and states.

Right to know – http://www.rtknet.org/

“In-depth pollution report for your county, covering air, water, chemicals, and more. Get answers to the most commonly asked questions on nationwide pollution.”

Input zip code; compare up to four

Zip Code 1. 39232
Zip Code 2. 30046

**TOXICS** - Toxic releases to the environment Cleanest/Best Counties National Average/Dirtiest/Worst Counties

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| HINDS County, MS (39232) | GWINNETT County, GA (30046): |

**AIR** - Cancer risk from outdoor air Cleanest/Best Counties National Average/Dirtiest/Worst Counties

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**WATER** - Toxic releases to water Cleanest/Best Counties National Average/Dirtiest/Worst Counties

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**LAND** - Toxic releases to land Cleanest/Best Counties National Average/Dirtiest/Worst Counties

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Objective Assessments = Evidence-based Outcomes
Evaluate and document stated goals and objectives against outcomes

- Identify community-based research goals and objectives
- Check throughout process to ensure the objectives drive the work.
- Document all findings, using conditions captured through photos during observation research.
- Record accurate data relevant to the work.
- Conduct continuous evaluations of work, checking for accuracy.

- Photovoice to document experiences and community conditions. **Specific process.**
- Documentary photography tells stories about strengths, weaknesses, positive aspects and less than positive community conditions.
- Data from EPA’s EJ View, ECHO (environmental compliance history online) ECHO and the right to know websites provide documented data about environmental issues.
Resources

  - Asset Based Community Development Institute – http://www.abcdinstitute.org/docs/abcd/IntroAssetMapping.pdf
- Community-Based Participatory Research Toolkit. AAPCHO, National Association of Community Health Centers (NACHC) – http://www.aapcho.org/resources_db/cbpr-toolkit/
- Environmental Justice & Community-Based Participatory Research – \campusadstorage.campusad.jsums.edu\userdata$\J00082571\My_Documents\EJ & Environ.Conferences\EJ & Community-Based Participatory Research.mht
- National Institute of Environmental Health Sciences – http://www.niehs.nih.gov/
- Scorecard (environmental concern) – http://scorecard.goodguide.com/
- Right to Know (environmental) – http://www.rtknet.org/
- Environmental Justice (EJView) – http://www.epa.gov/environmentaljustice/mapping.html
- EPA ECHO (environmental compliance history online) - http://echo.epa.gov/
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