



American Planning Association  
Mississippi Chapter



**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.

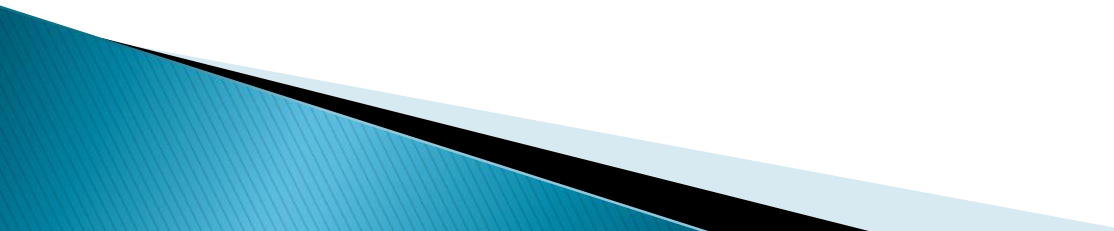
Focus: Empower residents by providing tools to evaluate community conditions such as housing, social concerns, economic opportunities, infrastructure and environmental issues.

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

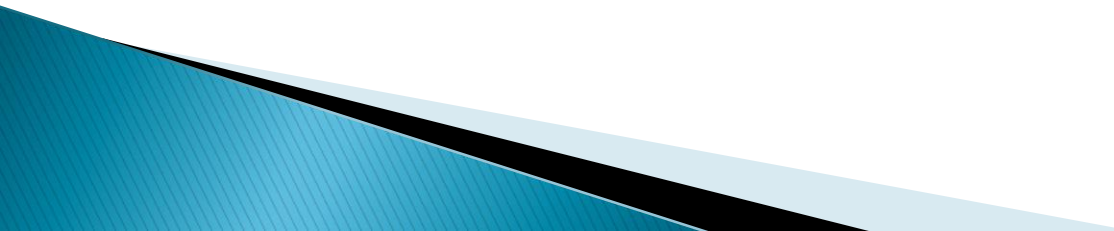




# Subsumed Objectives

- ▶ (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
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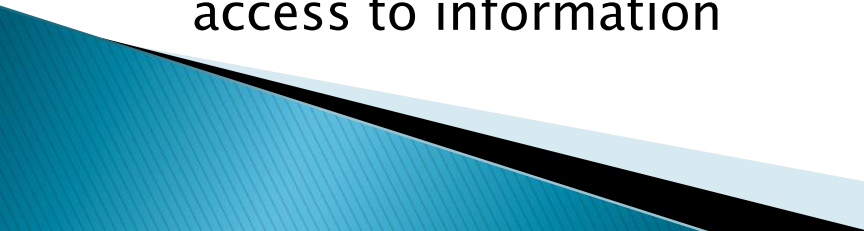
# Creating strong community organizations through resident engagement

- ▶ 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
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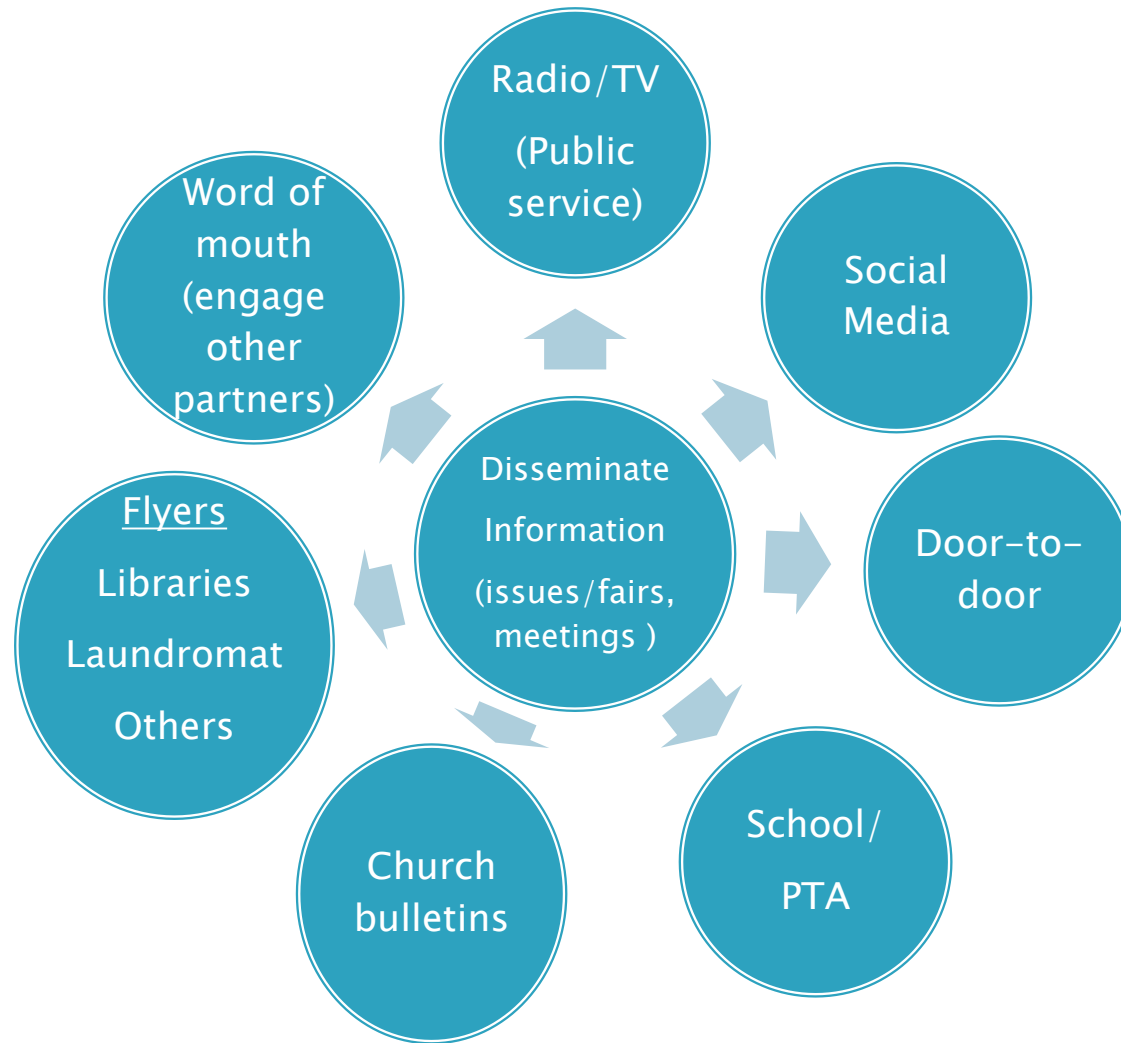
# Challenges to Creating and Sustaining Cohesion *and* Strong Community

- ▶ **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

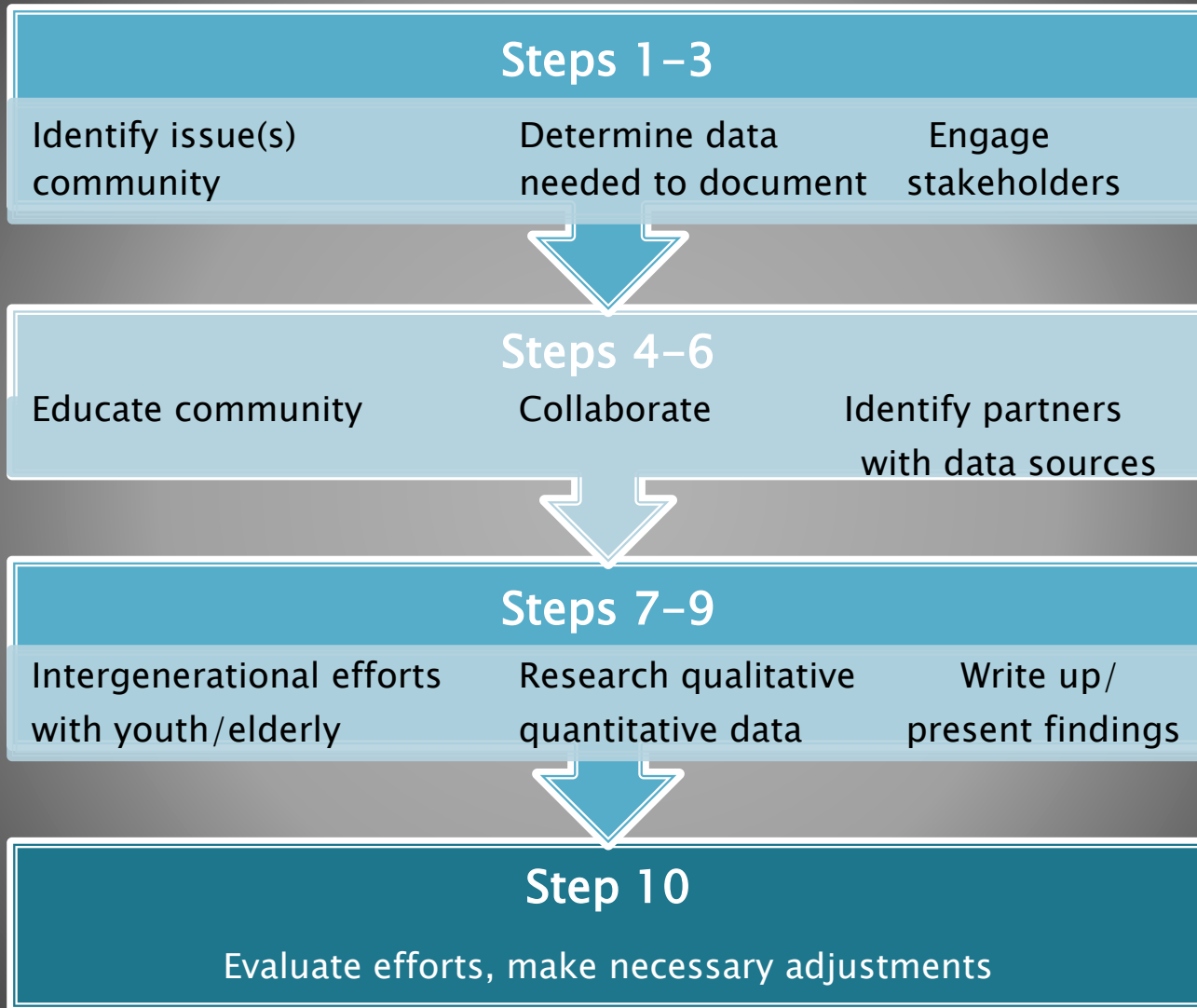
- ▶ Must engage inclusively, inviting all residents to participate
  - ▶ Minimize some challenges by ensuring all stakeholders have access to information
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# Involving Community Residents in Assessment Activities



**Cast a Wide Net: Communicate and Engage Stakeholders in Community Issues**

# Community-based Participatory Research





# Beginning: Maps are important for conducting assessments

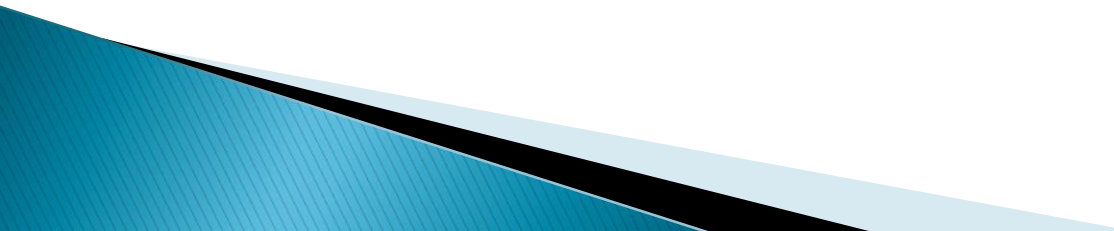


Central Business District (CBD)



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.
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# 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)

# Document Findings

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

**Example:** Searching for property ownership and related information



### **Landroll Query**

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#### **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/pgs/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/>

[FFIEC Home Mortgage Disclosure Act](https://www.ffiec.gov/hmda/)

<https://www.ffiec.gov/hmda/>

## Example: Data Collection (HMDA)

Address	FLOWOOD, MS, 39232	Tract Income Level	Middle
MSA/MD Code	27140	Underserved or Distressed Tract	No
State Code	28	2015 FFIEC Estimated MSA/MD/non-MSA/MD Median Family Income	\$58,400
County Code	121	2015 Estimated Tract Median Family Income	\$68,007
Tract Code	0203.02	2010 Tract Median Family Income	\$63,634
MSA/MD Name	JACKSON, MS	Tract Median Family Income %	116.45
State Name	MISSISSIPPI	Tract Population	7465
County Name	RANKIN COUNTY	Tract Minority %	23.04
		Tract Minority Population	1720
		Owner-Occupied Units	2345
		1- to 4- Family Units	2857
		Tract Income Level	Middle

Access data through HMDA (FFIEC)  
<https://www.ffiec.gov/hmda/>

Community data obtainable from HMDA site

# 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



**Welcome to Hinds County**  
*"Doing Business A New Way"*  
 Hinds County Board of Supervisors

Quick Links | Online Services | Report Problems | Login | Create New | Search

**Real Property Billing Roll**

Parcel Number	Tax Year	Landroll Detail
0000000000	2012	Go Map
Tax District	Mortgage Info	
R01		
Name	Values	
ALTA VISTA BLVD	True	
JACKSON MS 39209	Assessed	
	Homestead Exemption	
Location	Accounts	
	Regular	
Legal Description	Special	
	Taxes Due	
State/County		
Municipal		
Separate School Dist.		
MS1		
MS2		
Landscaping Imp. Dist.		
Less Homestead Exemption		
** Total Taxes **		
Total Paid		
Fees		
Tax Amount Now Due		
Total Penalty Due		
Net Amount Due		
7/23/2013		

**No Property Taxes Are Due**

Back Search



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

Infrastructure and housing conditions

# Asset Mapping and Assessing community conditions



- ▶ What schools, playgrounds, or institutions of worship are located in or in close proximity to the community? Are communities pedestrian friendly and walkable?

Churches, schools, parks



# Asset Mapping and Assessing community conditions



- ▶ 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>

**EJVIEW**

## **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/>

**ECHO**



# Right to Know and Scorecard

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**

**Scorecard** – kGet 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.

**Source:** <http://scorecard.goodguide.com/>

Right to Know

Scorecard

# Right to know

- ▶ Right to know – <http://www.rtknet.org/>  
“In-depth pollution report for your county, covering air, water, chemicals, and more.  
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Input zip code; compare up to four  
Zip Code1.   **39232**  
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**TOXICS** - Toxic releases to the environment **Cleanest/Best Counties National Average/Dirtiest/Worst Counties**  
**0%    50%    100%**

[HINDS County](#), MS (39232):[GWINNETT County](#), GA (30046):

**AIR** - Cancer risk from outdoor air **Cleanest/Best Counties National Average/Dirtiest/Worst Counties**  
**0%    50%    100%**

[HINDS County](#), MS (39232):[GWINNETT County](#), GA (30046):

**WATER** - Toxic releases to water **Cleanest/Best Counties National Average/Dirtiest/Worst Counties**  
**0%    50%    100%**

[HINDS County](#), MS (39232):[GWINNETT County](#), GA (30046):

**LAND** - Toxic releases to land **Cleanest/Best Counties National Average/Dirtiest/Worst Counties**  
**0%    50%    100%**

[HINDS County](#), MS (39232):[GWINNETT County](#), GA (30046):

# 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 tell 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.

Stated Goals and Objectives  
against Outcomes

Outcomes

# Resources

- ▶ Kretzmann, J. and McKnight, J. (2003). Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets
- ▶ Asset Based Community Development Institute – <http://www.abcdinstitute.org/docs/abcd/IntroAssetMapping.pdf>
- ▶ Dorfman, D. (1998, September). Mapping Community Assets Workbook [http://www.abcdinstitute.org/docs/Diane%20Dorfman-Mapping-Community-Assets-WorkBook\(1\)-1.pdf](http://www.abcdinstitute.org/docs/Diane%20Dorfman-Mapping-Community-Assets-WorkBook(1)-1.pdf)
- ▶ Community-Based Participatory Research Toolkit. AAPCHO, National Association of Community Health Centers (NACHC)– [http://www.aapcho.org/resources\\_db/cbpr-toolkit/](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](http://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/>
- ▶ SWOT – <http://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/swot-analysis/main>



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