

inform educate **listen** input partner  
feedback **COMMUNITY** talk share  
participate **ENGAGEMENT**  
discuss **ideas** communicate  
action involve consult **voice**

Michael C. Brady  
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South Bronx Overall Economic Development Corporation (SoBRO)

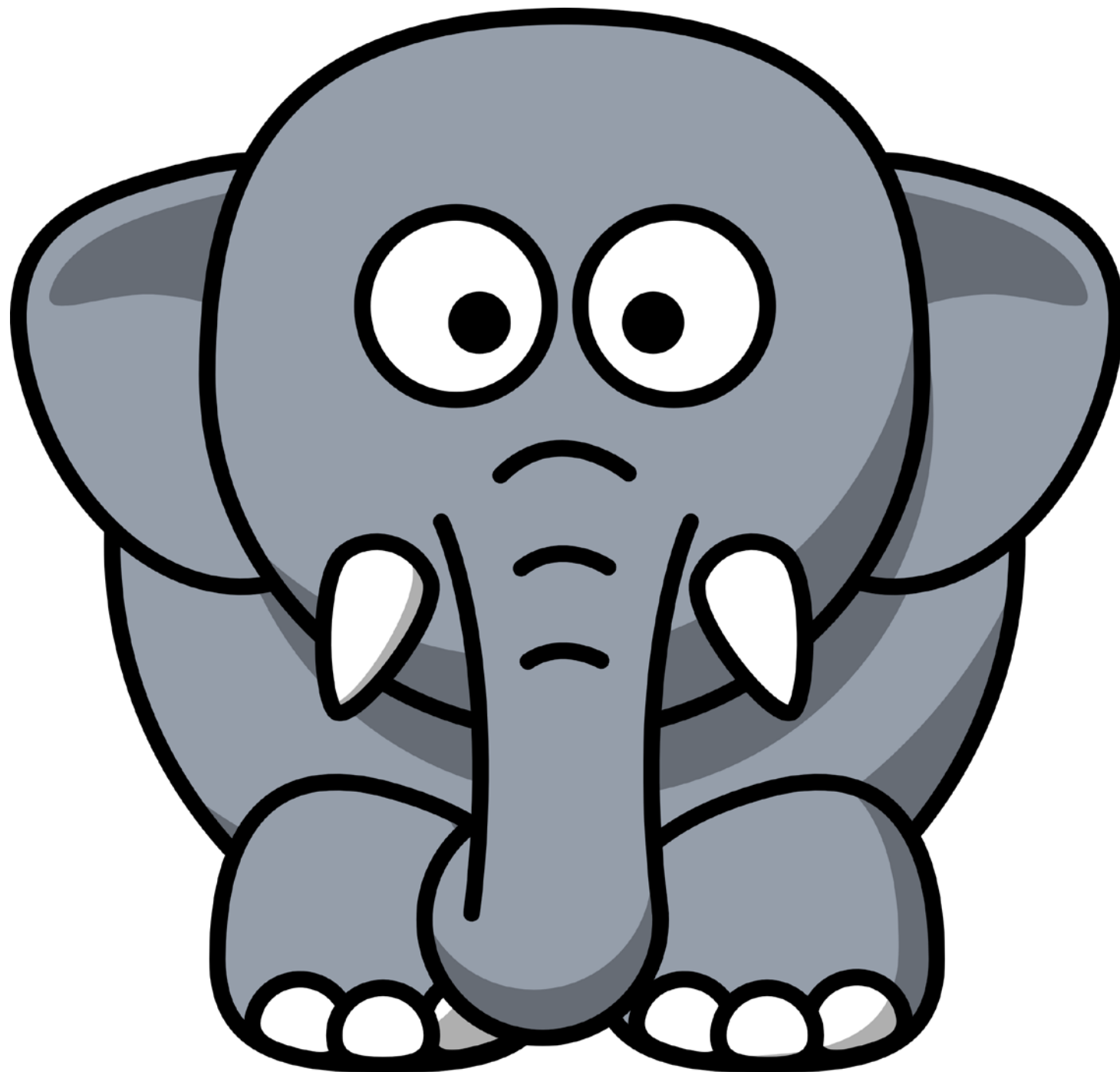


# Authentic Community Engagement: A case study



## Port Morris – Harlem River: Bronx, New York

- Step 3, Implementation funded by NYS DOS
- 200 acres, 1.4 miles of shoreline, 15 brownfields
- Located in the poorest Congressional District in the United States



# Area Characteristics & Understanding



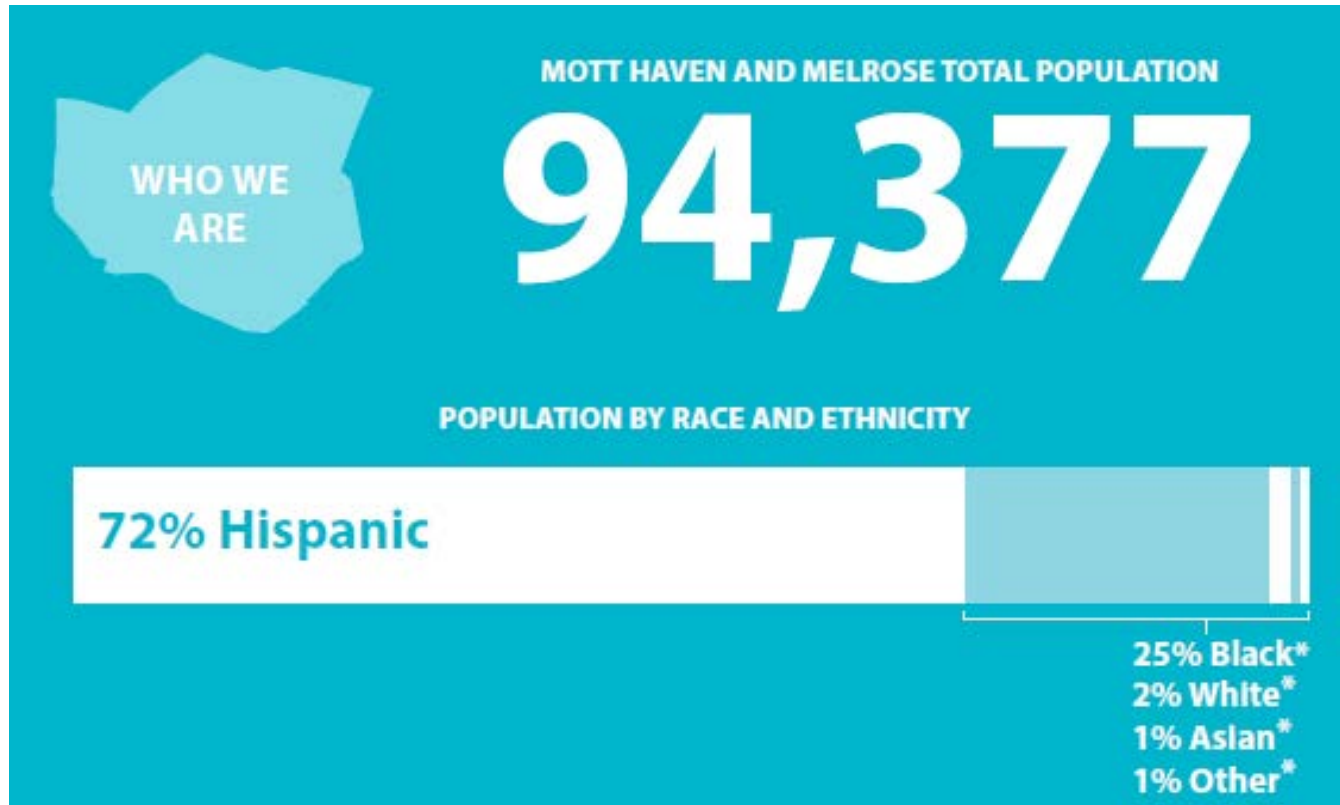


# Diverse Landscape





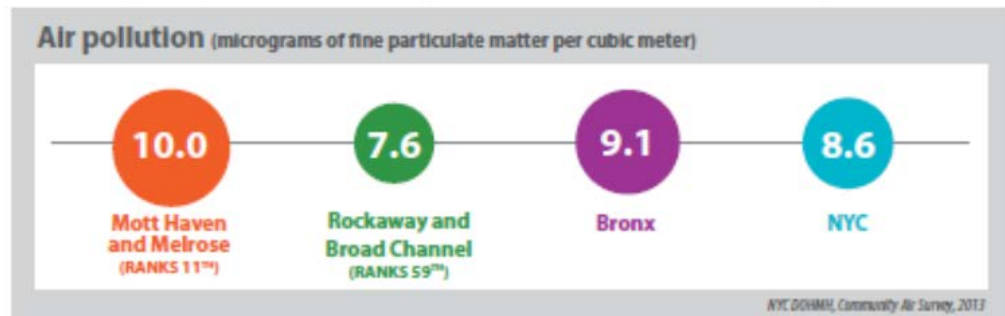
# Community Understanding



# Community Understanding

## Air pollution

Although NYC air quality is improving, air pollution, such as fine particles (PM<sub>2.5</sub>), can cause health problems, particularly among the very young, seniors and those with preexisting health conditions. In **Mott Haven and Melrose**, levels of PM<sub>2.5</sub>, the most harmful air pollutant, are 10.0 micrograms per cubic meter, compared with 9.1 in the Bronx and 8.6 citywide.



## Income

Living in poverty limits healthy lifestyle choices and makes it difficult to access health care and resources that can promote health and prevent illness. Unemployment and unaffordable housing are also closely associated with poverty and poor health. About one in six **Mott Haven and Melrose** adults ages 16 and older is unemployed, and 59% of residents spend more than 30% of their monthly gross income on rent.

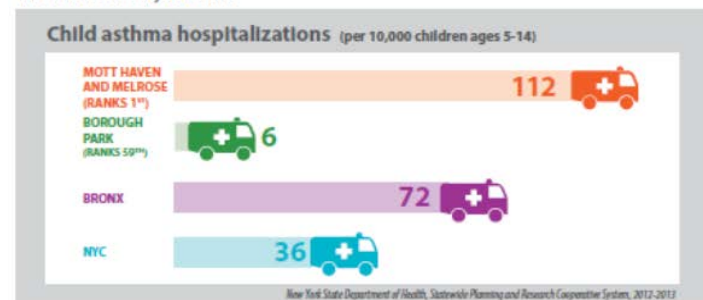
One way to consider the effect of income on health is by comparing death rates among neighborhoods. Assuming that the death rates from the five neighborhoods with the highest incomes are achievable in **Mott Haven and Melrose**, it is estimated that 46% of deaths could have been averted.

Economic stress				
	Mott Haven and Melrose	Best-performing community district	Bronx	NYC
Poverty	43% (RANKS 3 <sup>rd</sup> )	6% Tottenville and Great Kills (RANKS 59 <sup>th</sup> )	31%	21%
Unemployment	16% (RANKS 8 <sup>th</sup> )	5% Greenwich Village and Soho & Financial District (RANKS 58 <sup>th</sup> )	16%	11%
Rent burden	59% (RANKS 11 <sup>th</sup> )	37% Greenwich Village and Soho & Financial District (RANKS 58 <sup>th</sup> )	58%	51%

Poverty, unemployment and rent burden: U.S. Census Bureau, American Community Survey, 2013-2017; Avertible deaths: NYC DOHMH, Bureau of Vital Statistics 2008-2012

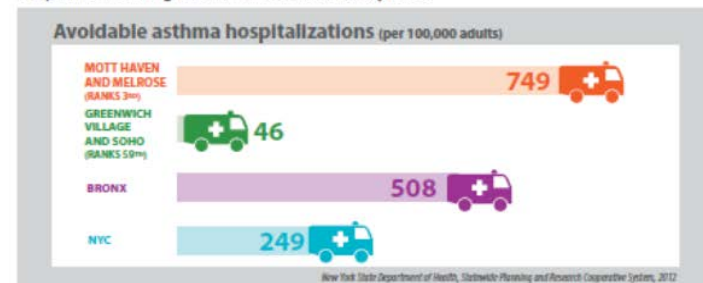
## Child asthma

Many hospitalizations for asthma among children could be prevented by addressing housing-related exposures to asthma triggers, including cockroaches, mice and secondhand smoke. Good medical management can prevent asthma symptoms. **Mott Haven and Melrose** has the highest asthma hospitalization rate among children ages 5 to 14 in the city, three times the citywide rate.



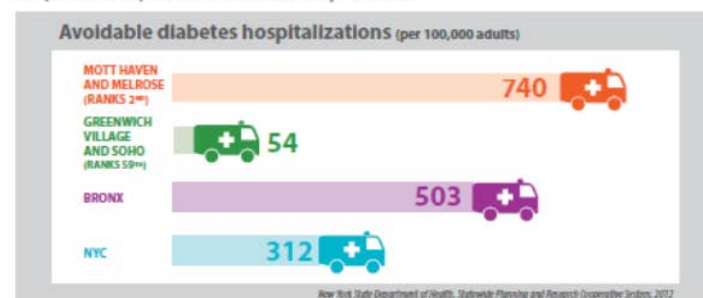
## Adult hospitalizations for asthma

**Mott Haven and Melrose** has the third-highest rate of avoidable adult asthma hospitalizations, higher than the Bronx and city rates.




## Adult hospitalizations for diabetes

**Mott Haven and Melrose** has the second-highest rate of avoidable adult diabetes hospitalizations, more than twice the citywide rate.





# Transitioning Understanding to Engagement

Increasing Level of Public Impact 					
	Inform	Consult	Involve	Collaborate	Empower
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
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FALSAS  
PROMESAS

BROKEN  
PROMISES

# Community Engagement



## CO-OPERATE

**How do we work together?**

Cooperation focuses on teamwork and building vital relationships within and without an organization.



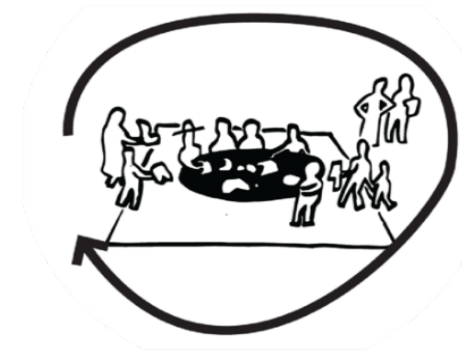
Transitioning from  
cooperation to collaboration  
– know the difference.



## CO-CREATE

**How do we design something together?**

Co-creation focuses on the strategic design and innovation necessary to unlock shared potential through new models.



## CO-PRODUCE

**How do we produce effective results?**

Co-production focuses on the technical capacity, skills and resources needed to bring a project into reality.

# Techniques for Engagement

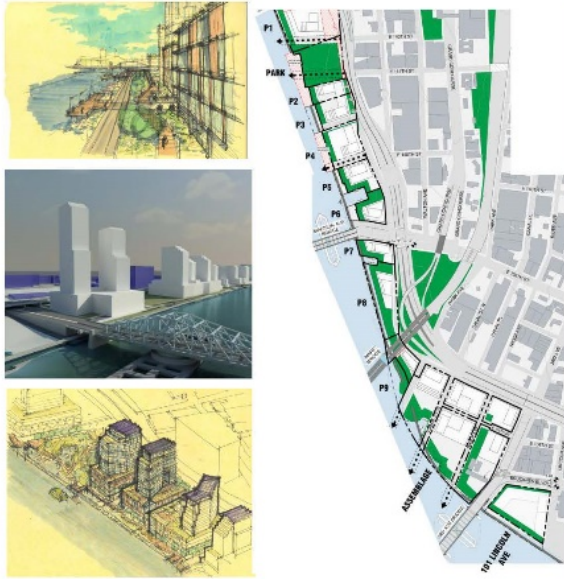
## Ecosystem of Engagement

- Steering Committee
- Community Working Group
- Kitchen Table Talks
- Tactical Events
- Social Media Maximization
- Hard print messaging / information sharing
  - » Pizza shops, grocery stores, libraries
- Visioning Sessions
  - Interact, physical and digital special conversation
  - Street Exchange, surveys, 1-1 interviews, tabling
    - Hardcopy Surveys, Mail Chimp, and Textizen
  - Workshops, large scale conversations
- Interagency Roundtables
- Engage media to assist with messaging
- One-to-One meetings with stakeholders
- Documentary footage
- Ask – what have we not done that we can do





# Watch your language!



## GIVE VOICE TO THE BRONX WATERFRONT

### Community Visioning Session 3

The South Bronx Overall Economic Development Corporation (SoBro) invites all members of the community to participate in Community Visioning Session 3 of 4 for the development of the Port Morris - Harlem River Brownfield Opportunity Area (BOA). The report for what **can** be done has been released - now the community will have a voice in **how** the waterfront will be shaped and assist in determining **what** will occupy 1.4 miles of Bronx shoreline.



**YOUR  
WATERFRONT  
YOUR VISION.  
YOUR REALITY.**

**THURSDAY,  
September 17,  
2015 6:30PM-  
8:30PM**

**BronxWorks Betances  
Cornerstone  
Community Center  
547 E 146th Street  
Bronx, NY**

**Dinner &  
Childcare  
Provided**

#### Objectives:

- 1) Community Update
- 2) Review of Plans
- 3) Round Table Discussion & Q & A

#### FOR MORE INFO: SOBRO

555 Bergen Avenue, 3rd fl  
Bronx, New York 10455

[www.sobro.org](http://www.sobro.org)

RSVP:  
[jdembksi@sobro.org](mailto:jdembksi@sobro.org)



## MIÉRCOLES, DICIEMBRE 02 DESDE 6:00 PM – 8:00 PM BRONX RIVER LINEA DE COSTA SESIÓN DE INFORMACIÓN PÚBLICA

El Ministerio de los Juveniles por la Paz y la Justicia en colaboración con la Corporación del Sur del Bronx general de Desarrollo Económico (SoBro) invita a todos los miembros de la comunidad a compartir sus pensamientos e ideas sobre la línea de costa para ayudar a dar forma al futuro del Bronx River Línea de Costa!



**NYC PLANNING**  
DEPARTMENT OF CITY PLANNING CITY OF NEW YORK

**SU LINEA DE  
COSTA**

**SU REALIDAD  
SU VISION**

**CENA SERA  
DISPONIBLE**

**RIFA PARA LOS  
PARTICIPANTES**

**PARA MAS  
INFORMACION  
CONTACTE  
MINISTERIOS  
JUVENILES DE PAZ Y  
JUSTICIA**

**TELEFONO:  
718-328-5622  
CORREO:  
[NEWS@YMPJ.ORG](mailto:NEWS@YMPJ.ORG)**

**LOCALIZACION:  
OFICINA DE LOS  
MINISTERIOS  
JUVENILES DE PAZ Y  
JUSTICIA**

**1384 Stratford Avenue  
Bronx, NY 10472  
718-328-5622**

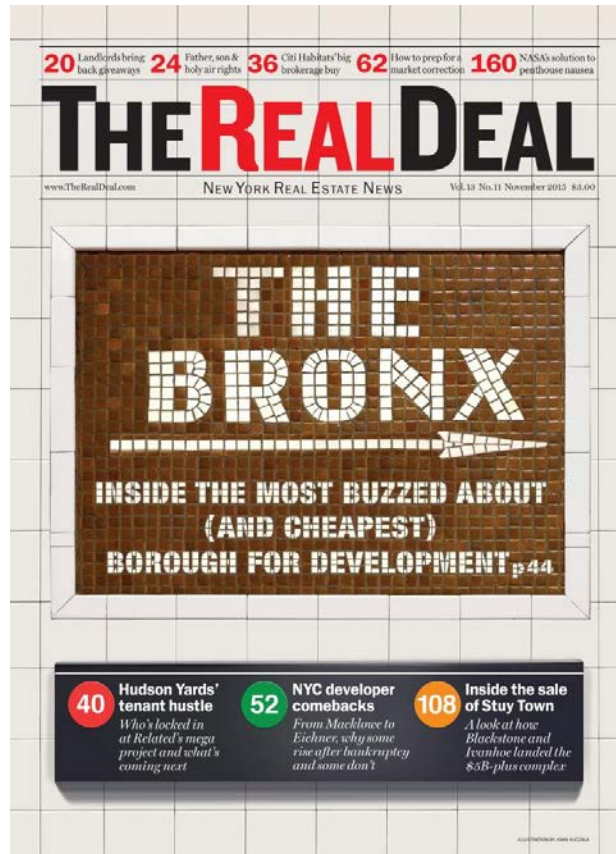
## *So now what?*

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- Everything has gone so right! Right?



# How to control things beyond your control...



Plans by Somerset Partners LLC and the Chertoff Group call for housing and retail space on 3 acres along an industrial stretch of the Harlem River.

## Reviving the South Bronx Waterfront

By Kasey Moser

One of the first things about the South Bronx's Mott Haven neighborhood that grabbed Keith Rubenstein was the waterfront and its view of Manhattan. As the real-estate developer explored the area more, he found an artistic crowd, a host of new restaurants and charming old buildings from a long-ago vibrant era of manufacturing. In the past four months, Mr. Rubenstein's Somerset Partners LLC and the Chertoff Group have come together to buy about 5 acres along an industrial stretch of the Harlem River west of the Major Deegan Expressway. Somerset and Chertoff are planning a residential community that could have as many as six 16-story towers with market-rate apartments and ground-floor retail space. And they are looking for more sites to buy in the Mott Haven neighborhood. "What we think we can do for the waterfront is set the tone for the next years of development," said Mr. Rubenstein. "This [place] had character and already had a scene, so you are raising something good and adding to it."

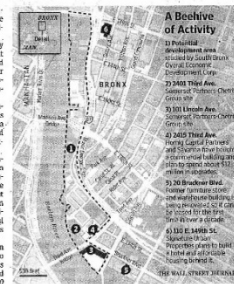
Local officials and community advocates who that sentiment and say the jobs picture could finally provide the big push for a long-envisioned redevelopment of that stretch of the waterfront.

Bronx Borough President Ruben Diaz Jr., for example, calls the Somerset-Chertoff project a potential "catalyst" that would allow big developers to revitalize the South Bronx.

The land purchased by Somerset and Chertoff—\$98 million for 3400 Third Ave. and 50 Lincoln Ave.—sits just north of the Special Harlem River Waterfront District, which was created in 2009 to encourage private residential, retail and commercial projects as well as public spaces on underutilized land.

A nearby shop for the 6 train as well as the quick access to Manhattan from several roads made the site attractive, and

Please see B20032 page A20




What happens when BOA works?

How does your role evolve?

From planner to mediator / negotiator?



# Reassess, evaluate, and empower

	Increasing Level of Public Impact 				
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# Take Aways

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1. Get out of your box - why should you be the only who feels comfortable?
2. Engage, Engage, Engage and keep on engaging
3. Be upfront
4. Do make assumptions
5. Be smart about your engagement – maximize, don't oversaturate
6. Build trust; knowing that trust is difficult to earn and easy to lose
7. Remember people live here
8. Have a game plan for if your plan works; understand your role
9. Don't be scared to evolve
10. Come to the community with facts – no matter how it may hurt you in the short term
11. Planning is about the end game AND evolving uses.
12. Don't think that because your contract is done, your work is done
13. The purpose of your work is for the community – you may be contracted by a funder; but your purpose is something larger.