

# 8<sup>th</sup> and Waldo Road Engagement Plan Draft

November 9, 2020

**A. Goal:** The city seeks feedback and ideas for upcoming redevelopment plans for the city-owned properties at the NW quadrant of NE 8<sup>th</sup> Avenue and Waldo road—a roughly 36-acre site used by a wide variety of local neighbors. This engagement plan reflects the need to inform local communities about potential future uses, and to obtain thorough and equitable feedback that will inform the Office of Capital Asset Planning & Economic Resilience (CAPER) as they create a redevelopment plan that is reflective of the full diversity of the community.

**B. Proposed Timeline:** October 2020 – March 2021

## October 2020 – December 2020 | Planning

- Name the effort (e.g., *Your 8<sup>th</sup> and Waldo*)
- Creation of process for finding/hiring community connectors
  - How are we hiring equitably?
  - How will they get paid?
  - How many will volunteer?
- Identification of paid and volunteer community connectors
- Clarification of communications strategy
  - Summary of findings from previous engagement
  - Parameters of possibility for the site
  - Statement of the purpose of current engagement
  - Naming of audiences and avenues of effective communication
  - Key questions for neighbors and community stakeholders
  - Messaging (e.g., “the City of Gainesville will be updating amenities at 8<sup>th</sup> and Waldo Road. We need your thoughts and ideas...”)
- Outreach materials creation (digital flyers, letters to pastors and business owners, survey instruments and/or questions, informal and formal survey creation)
- Community connector work-plan and training creation

## Mid-January 2021 – February 2021 | Primary Engagement Process

- Hiring and training of community connectors
- Social media & outreach campaign begins
- 3-5 Zoom small group meetings with different stakeholder groups
- Informal calls and surveys distributed via community connectors
- 2 large group meetings to foster dialogue across different groups
- Community Connector meeting with Erik, Sarit and Anne to summarize findings

## March 2021 – Review, analysis, reflection

- 1 meeting to Review, analysis, & summary of feedback from survey data, focus group data, individual stakeholder/community connectors conversations, and large group meetings
- Create summary of participants’ feedback

- Share summary via social media and directly to key stakeholders (local business-owners, and non-profits, school partners & youth, neighborhood groups, community leaders) and ask “Did we miss anything?” Invite feedback over a 2-week period via the aforementioned channels

**C. Anticipated Budget:**

- a. \$15-20/hour each for 3 community cultivators for ~5 hours/week for 8 weeks (~\$1,800 - \$2,400);
- b. Printing and Materials: \$600 - \$1,600

**D. Stakeholders:** Families in the area (Carole Estates, Duval, Lincoln Estates, NE Neighbors, P&G Neighborhood Group, Duckpond); Students, parents, teachers and administrators at Howard Bishop and Metcalfe Elementary; Current users of Citizens Field, the pool, and the MLK Center; Seniors in the area (Carole Estates, Duval, Lincoln Estates, NE Neighbors, P&G Neighborhood Group, Duckpond); Church pastors and congregations; Business owners; Alachua County Public Schools; Alachua Library Partnership; GCRA Advisory Board; FDOT; Potential future users