



New Haven

**Communications and Outreach for
the 2035 Plan of Conservation,
Development, Equity, and Resilience**

FHI
studio

Agenda

1. Welcome / Introductions
2. Comprehensive Plan Overview
3. Engagement Strategy
4. Project Branding- We need you!
5. Project Schedule / Next Steps
6. Discussion

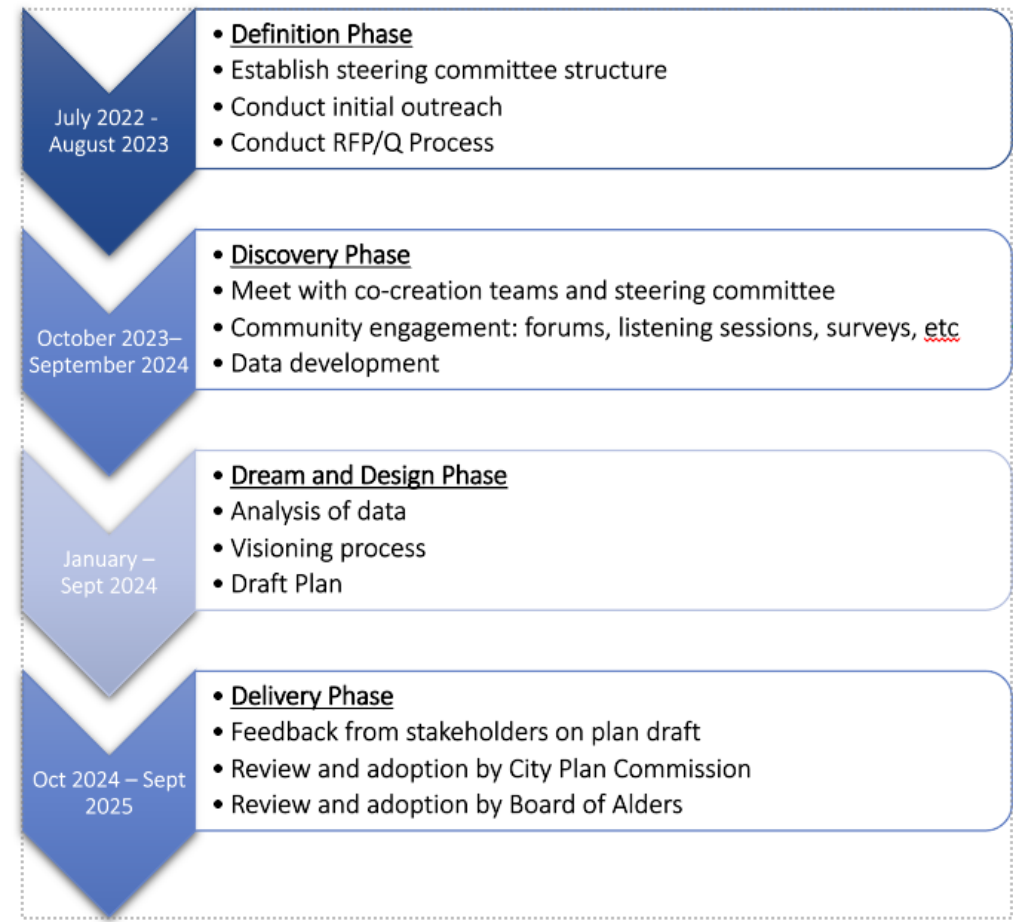


Timeline Updates

The first Steering Committee Cohort met in August, September, and October 2022

The Selection Committee interviewed RFP/Q respondents in March 2023

FHI Studio was selected as the consultant for Plan Development and Outreach and Engagement



We are here



Early Engagement

City Plan tabled at community events from June to October 2023 including the Arts and Ideas 'New Haven Day,' the Back-to-School Rally at Bowen Field, and alongside LCI at neighborhood hubs. We introduced residents to the Comprehensive Plan process and collected contact information.



Our Team



Prime Consultant: Comprehensive Planning



Housing and Economic Development



Neighborhood Planning



Community Engagement



Coastal Management and Resilience Planning

Project Management



Rory Jacobson, AICP

- Community Engagement Lead



Project Management



Zainab Kazmi

- POCD Document Lead



Our Experts



Marcy Miller
Senior Advisor **FHI**



Rory Jacobson
Project Manager **FHI**



Zainab Kazmi
Project Manager **FHI**



Francisco Gomes
Senior Advisor **FHI**



Carla Tillery
Managing Principal **FHI**



Natalie Pryce
Outreach Specialist
LBU



Kelvin Ayala
Strategic Engagement
LBU



Kevin Rivera
Communications and Messaging Specialist
FHI



Sara Grossman
Visual Communications
FHI



David Murphy
Resilience Planning
RLW



Eric Halvorson
Housing and Econ. Dev.
RKG



Ben Carlson
Neighborhood Planning
CHP

Our Experience in Diverse Communities



Stratford



Danbury



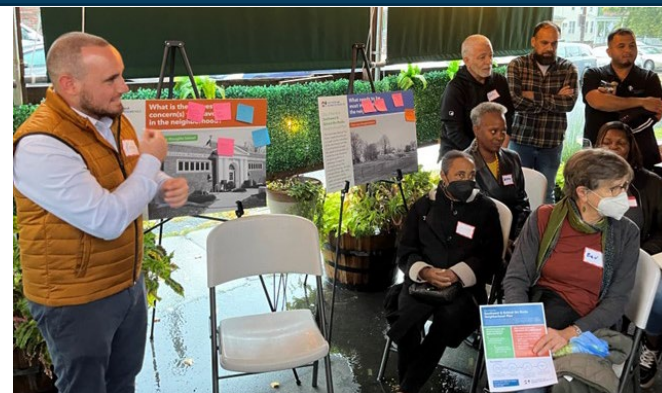
Queens



Jersey City



Bridgeport



Hartford



Norwalk



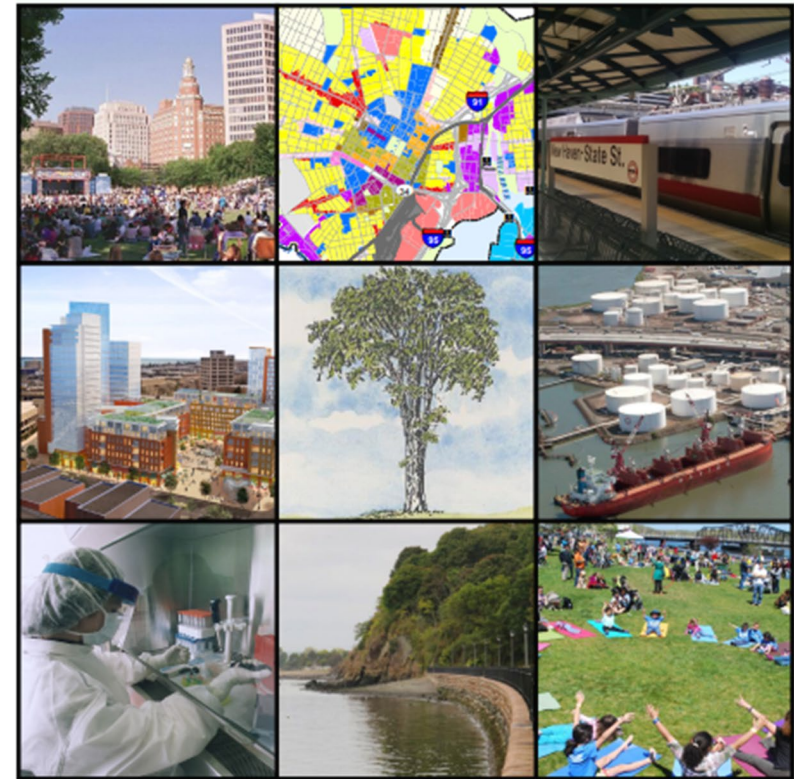
plan overview

What is a Comprehensive Plan Anyways?

- Section 8-23 of the Connecticut General Statutes (CGS) requires each municipality to prepare or amend and adopt a Plan of Conservation and Development (POCD) at least once every ten years
- Required for State funding
- Vision document utilized by New Haven's City Plan Commission (CPC) when reviewing applications
- Utilized by other Boards and Commissions
- Helps to secure grants
- "State of the community" documenting a point in time

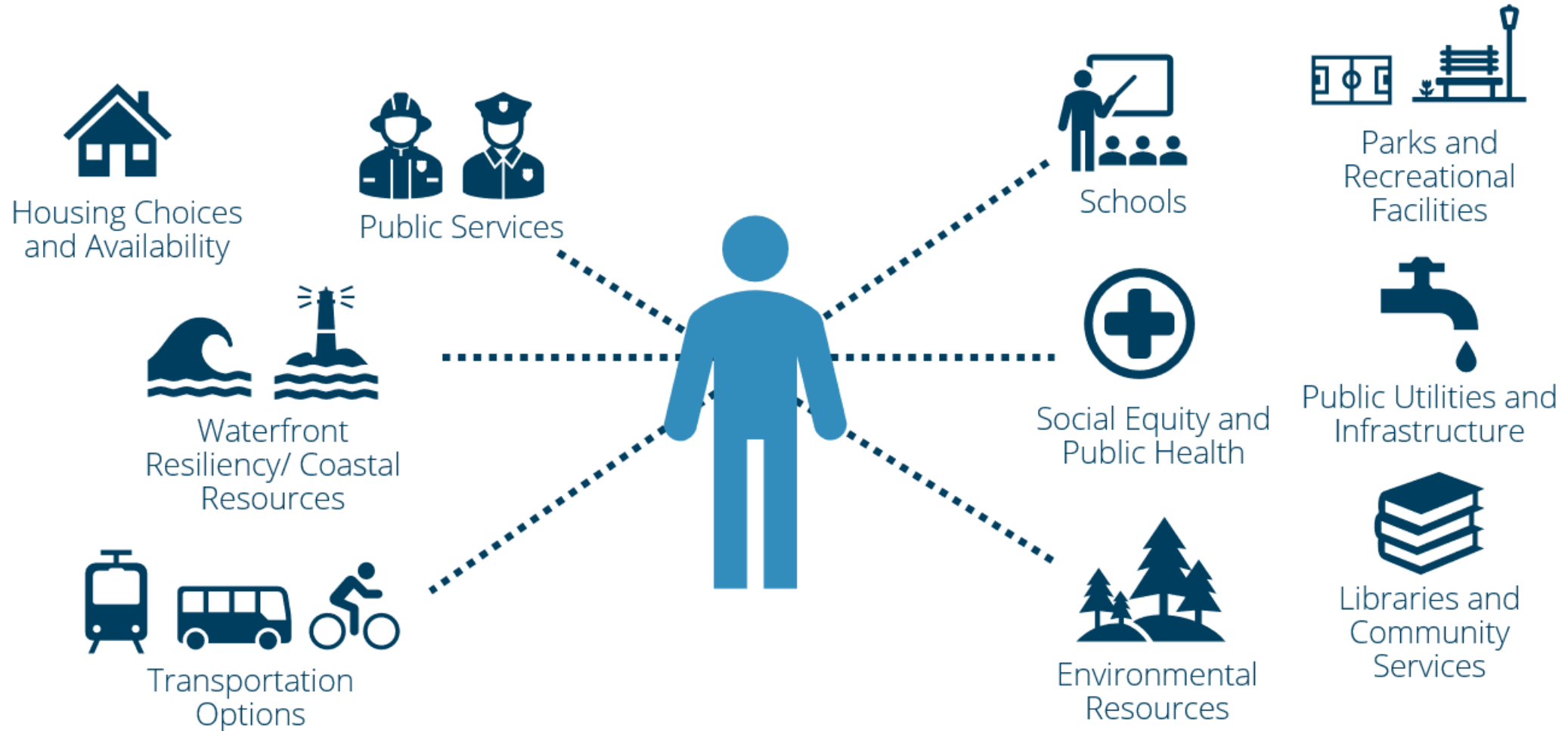
New Haven Vision 2025

A Plan for a Sustainable, Healthy, and Vibrant City



City of New Haven, Connecticut
Toni N. Harp, Mayor
November 2015

How Residents are Connected to the POCD+ER



Comprehensive Work Overview

Outreach Process

- Develop a strategic vision for New Haven
- Engage residents in a discussion regarding what they value most about New Haven through robust community engagement process
- Establish a brand and identity for New Haven POCD+ER

POCD+ER Update

- Conduct an update of the POCD
- Conduct much of the community engagement through the outreach process



POCD+ER Development

Vision

- New Haven's values.
- What the City will strive toward.
- Desires and aspirations of the community.

Goals

- Commitments towards achieving the vision.
- End states that should be achieved.

Strategies

- Methods for achieving goals.
- Comprised of multiple actions.

Actions

- Specific steps to take.
- Policies, programs, projects, partnerships.

Elements of the Plan

- Vision and Goals
- Understanding how Equity & Resilience are Incorporated as Lens
- Demographic and socioeconomic trends
- Housing
- Land Use & Zoning
- Conservation and Environmental Protection
- Sustainability and Resilience
- Open Space and Recreation
- Economic Development
- Cultural and Historic Resources
- Mobility & Connectivity
- Community Services and Facilities
- Implementation Plan



our approach

Communications Strategy

- Establish & Earn Trust
- Reflect Community Values
- Create an Exchange for Input
- Be Active Listeners
- Understand the Conditions
- Promote a Participatory Process



“Marginalized communities have seen similar scripts before and are exhausted with repetitive endeavors that appease and never empower. Trust is the key to building strong and healthy neighborhoods”

Led By Us & Associates

Steering Committee Role

- Advise the project team on the schedule, process, and engagement strategy, and scope of project
- Virtual meetings every four months throughout the Plan's development



Co-Creation Teams

A Co-Creation Team will be organized for each of the Plan's major topic areas which may include:

- Environmental Resources and Sustainability
- Housing
- Economic Opportunity
- Mobility
- Cultural Resources
- City Services and Facilities

Equity and resilience are two common themes that will be discussed and intertwined within all Co-Creation Team discussions



Community Navigators

- Ten Community Navigators will be identified and provided with training and a toolkit to conduct outreach in the communities
- The Community Navigators recruited will be trusted members of the community that will work collaboratively with the Plan team



Key Stakeholder Interviews

One-on-one interviews will be conducted with key stakeholders such as:

- Boards and Commission members
- Department heads
- Community representatives



Public Workshops

- Six public workshops will be conducted at key milestones in the Plan process
- Workshops will be in-person and will cover a range of topics



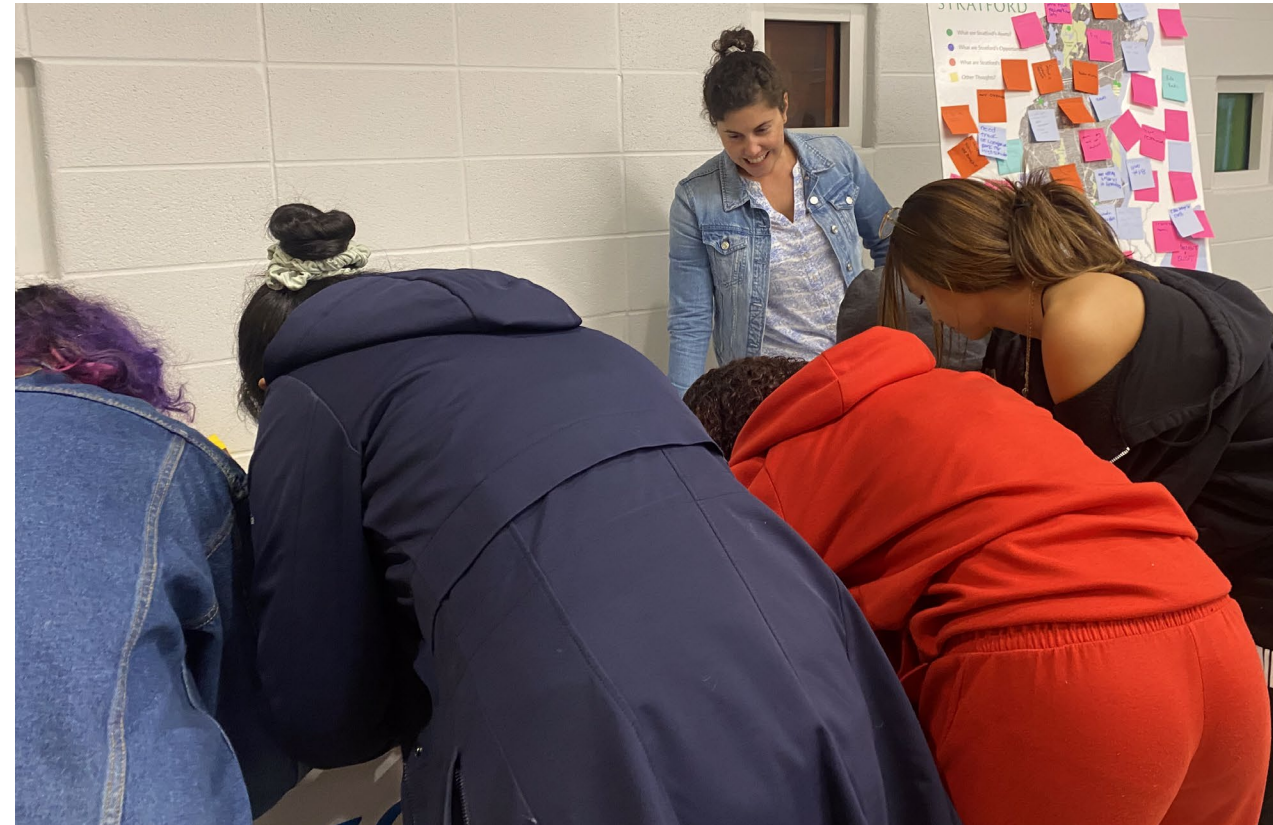
Pop-Up Events

- Ten pop-ups will be conducted at pre-planned community events such as:
 - Farmers Markets
 - Small business Saturday
 - New Haven Tree Lighting
 - International Festival of Arts & Ideas
 - Caribbean Heritage Festival
 - Puerto Rican Festival
 - Others- we need more!!!



Outreach to Students

- We want to engage New Haven's youth in the planning process!
 - *Outreach during lunch periods*
 - *City Plan will host 3-5 students through a partnership with Common Ground High School and 1-2 additional students through Youth at Work as a Youth Leadership Team for the POCD*



Online Engagement

- Project Website
- Promotional Videos
- Community Survey



PLAN OF CONSERVATION AND DEVELOPMENT



- PLAN ELEMENTS >
- PROJECT SCHEDULE >
- PLANNING TEAM >
- OVERSIGHT COMMITTEE >
- DOCUMENTS + PRESENTATIONS >

Introduction to the Plan

The Plan of Conservation and Development (POCD or the Plan) is the City's guide for managing growth and conserving resources. The City's Planning Commission is responsible for updating the Plan every ten years as mandated by the State. The Plan addresses multiple issues related to stewardship of the City and provides a foundation for City policy, capital investment, and its zoning regulations. Danbury last undertook this

GET INVOLVED

CITY OF DANBURY
Plan of Conservation and Development

Danbury Plan of Conservation and Development

Please tell us about yourself

Do you...? (select all that apply)

- Live in Danbury
- Work in Danbury
- Own a business or commercial property in Danbury
- Travel through Danbury regularly

Device View ury regularly

None of the above

2 Map Markers What to do Next Task

WELCOME MAP MARKERS IDEAS THANK YOU

Please drag and drop at least 3 markers on the map.

- Pedestrian
- Bicycle
- Safety Concerns
- Transit Service
- Access/Capacity
- Development

Map showing Danbury, New York, and surrounding areas. Includes zoom controls and a 'Zoom to:' dropdown.

Map data ©2020 Google Terms of Use

Project Branding

- We will develop branding that portrays innovation and evolution and utilizes the eye-catching colors that exist in the City's brand today
- We want the branding to be easily recognizable



Innovate!



1



Forward Together

New Haven's Plan of Conservation and Development



Project Branding

2



3



Vision 2035

Building a Resilient Future



4



New Haven

2035 | Forward Together



5



Navigate! New Haven

2035 Plan of Conservation and Development



6



Resilient City

A plan For New Haven



Project Branding

1



Forward Together

New Havens's Plan of Conservation and Development

2



Forward Together

New Haven's 2035 Master Plan

3



Vision 2035

Building a Resilient Future

4



New Haven

2035 | Forward Together

5



Navigate! New Haven

2035 Plan of Conservation and Development

6



Resilient City

A plan For New Haven



schedule / next steps

Project Schedule

Task	Fall 2023			Winter 2023/24			Spring 2024			Summer 2024			Fall 2024			Winter 2024/25			Spring 2025			Summer 2025		
	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A
Branding		■	■																					
Website Launch			■																					
Social Media Launch				■	■																			
Website Updates / Media Communications						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Promotional Videos (2)					■																■			
Community Navigator Toolkit Creation						■	■	■																
Community Navigator Coordination						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
Online Survey					■	■																		
Public Workshops (6)					■	■	■	■	■	■														
Co-Creation Team Meetings (18)						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■			
Key Stakeholder Interviews												■	■	■				■	■	■				
Pop-Up Events (10)			■	■		■		■		■		■		■		■		■		■				
Community Engagement Summary																					■	■		

Project Team Next Steps

- Launch website
- Launch social media
- Identify Co-Creation Team members
- Identify Community Navigators
- Next Steering Committee Meeting?

2024

January

S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

February

S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	1	2

March

S	M	T	W	T	F	S
25	26	27	28	29	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

April

S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

May

S	M	T	W	T	F	S
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

June

S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

July

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

August

S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

October

S	M	T	W	T	F	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

November

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4



discussion