

# City of Des Moines: Drake Neighborhood Plan

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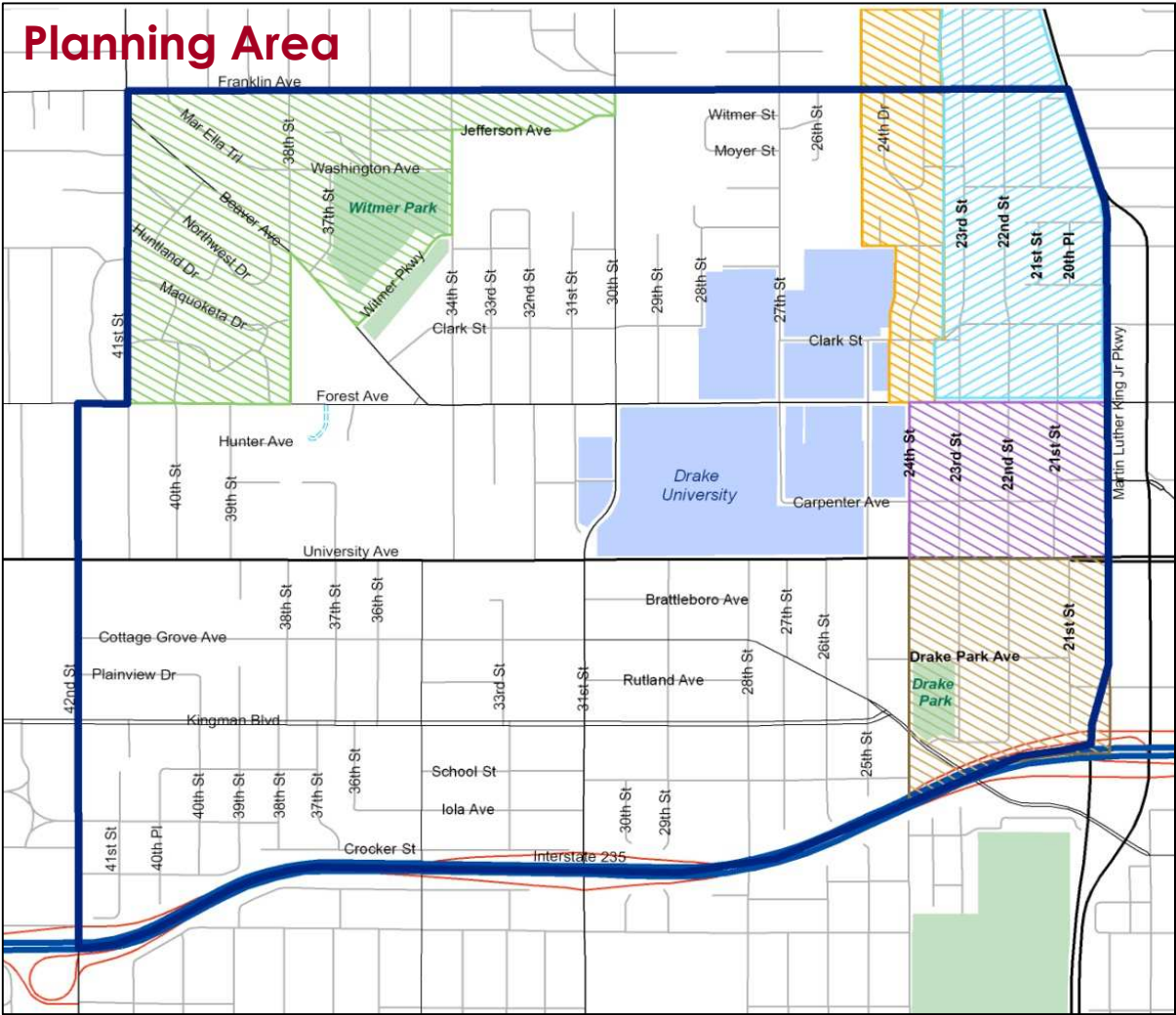
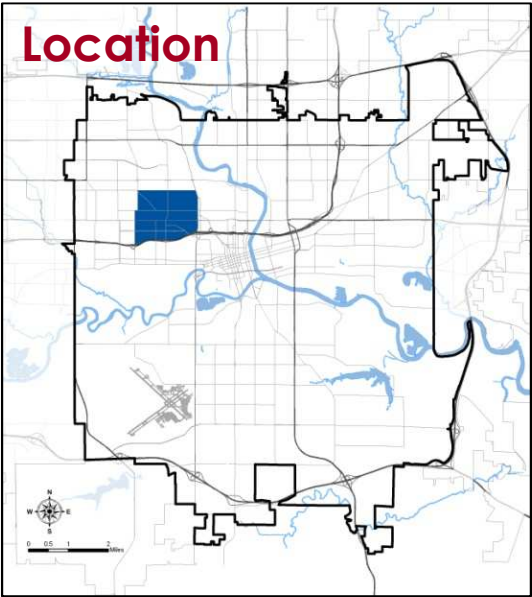
*Input Plan-It: Public Participation Workshop*  
*Clive - April 19, 2011*



# Project Overview

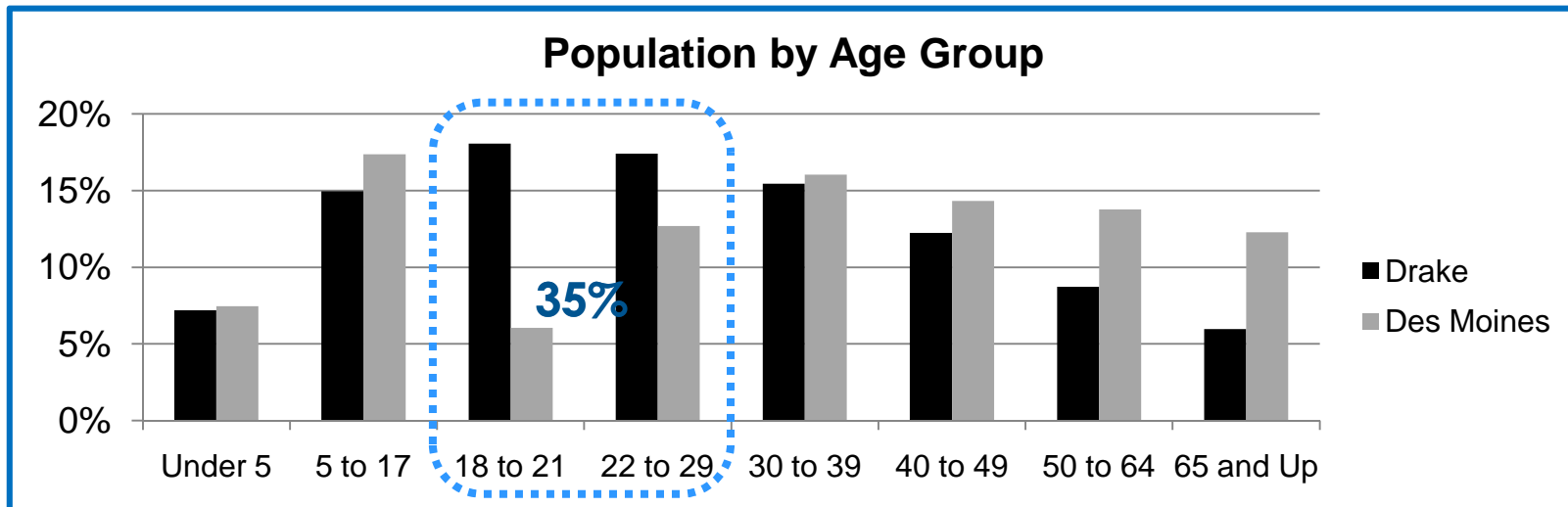
- Neighborhood Revitalization Program
  - 2006: Drake selected to participate
- Neighborhood Action Plan
  - 2.5 year planning process (7 priority areas)
  - 5-7+ year implementation timeframe
  - Technical assistance from City staff
- Participation Process
  - Driven by Neighborhood Association

# Drake Neighborhood Profile



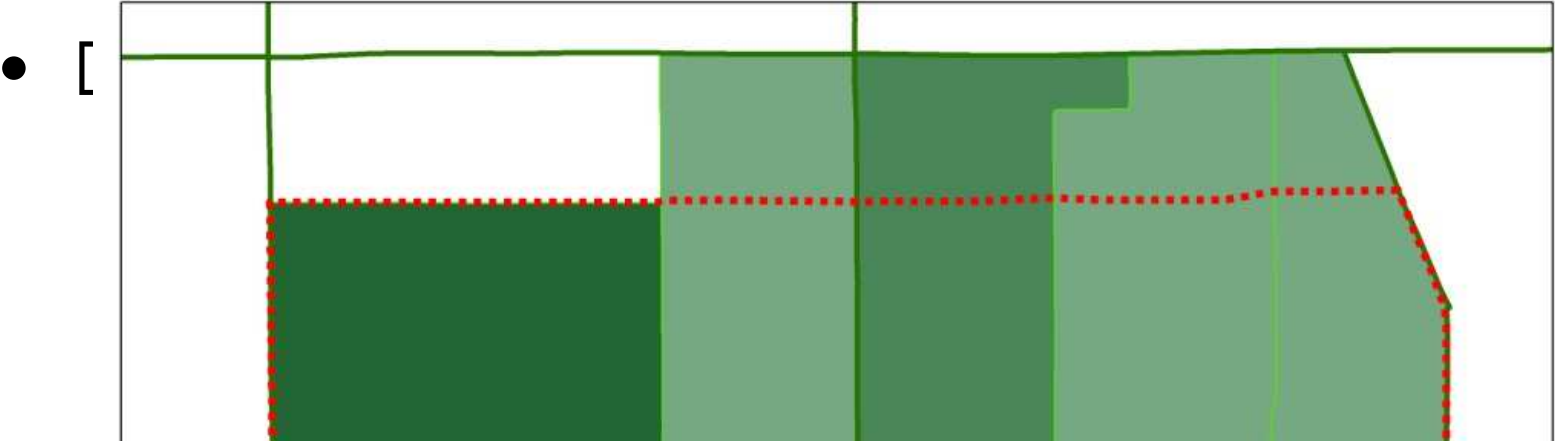
# Drake Neighborhood Profile

- 2000 Population: 10,336 (5.2% of City)
- 6,071 Housing Units: 56% Renter-Occupied
- Higher Density: 7,800 persons / sq. mile
  - 4,569 persons / sq. mile citywide

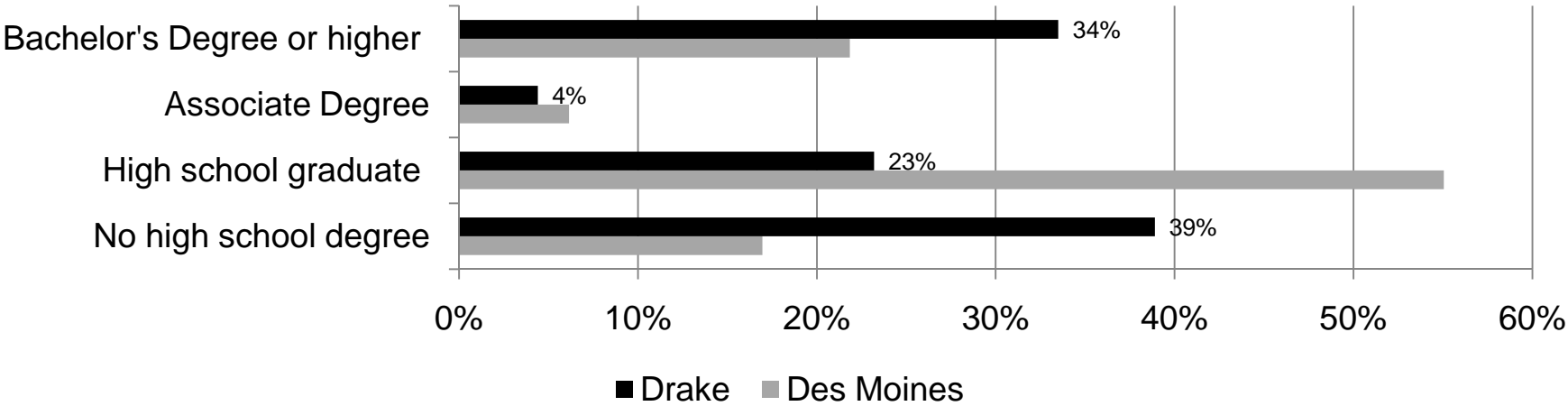


# Drake Neighborhood Profile

2000 Income Levels: Based on HUD Area Median Income



## Educational Attainment



# Public Participation Process

## Overview

- Online Survey
- Neighborhood-wide Mailing
- Kickoff Meeting
- Planning Committees
- Neighborhood-wide Mailing
- Plan Presentation / Open House
- Plan Approval

# Public Participation Process Online Survey

- Fall 2008
- eSurveysPro.com
- Marketed thru:
  - Farmer's Market
  - DNA email list
- 267 responses
- Baseline input to establish planning priorities

## Help Plan for the Future of the Drake Neighborhood!

Show your support in one or all of the following ways!

- Fill out a short survey
- Attend a neighborhood-wide meeting
- Serve on a planning committee

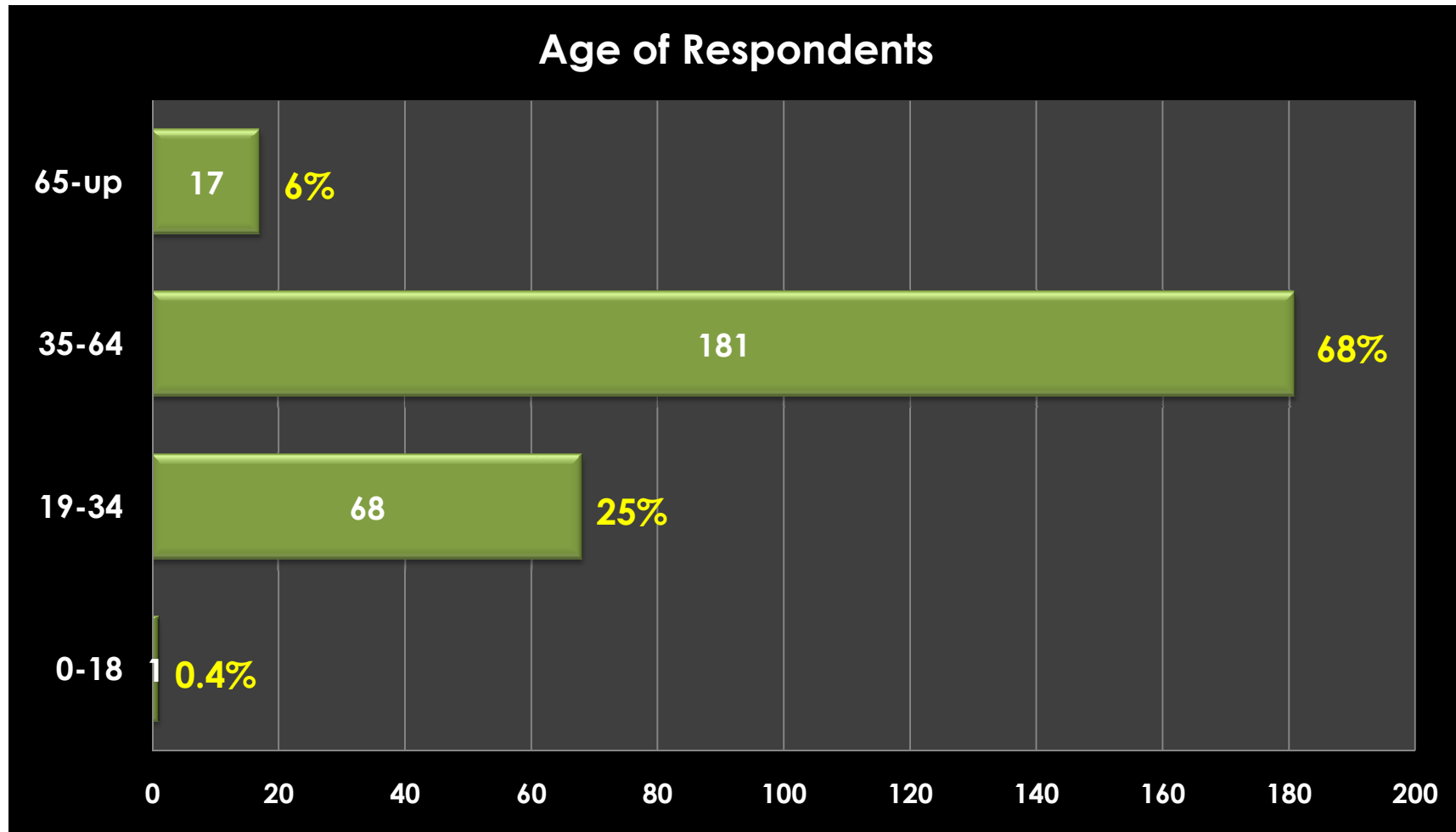
The Drake Neighborhood Association, in partnership with the City of Des Moines, is kicking off a neighborhood planning process and needs your input and participation to guide the priorities of the plan.



If you are unable to participate in the process but still want to keep up to date on neighborhood issues, events and the progress of the planning process:

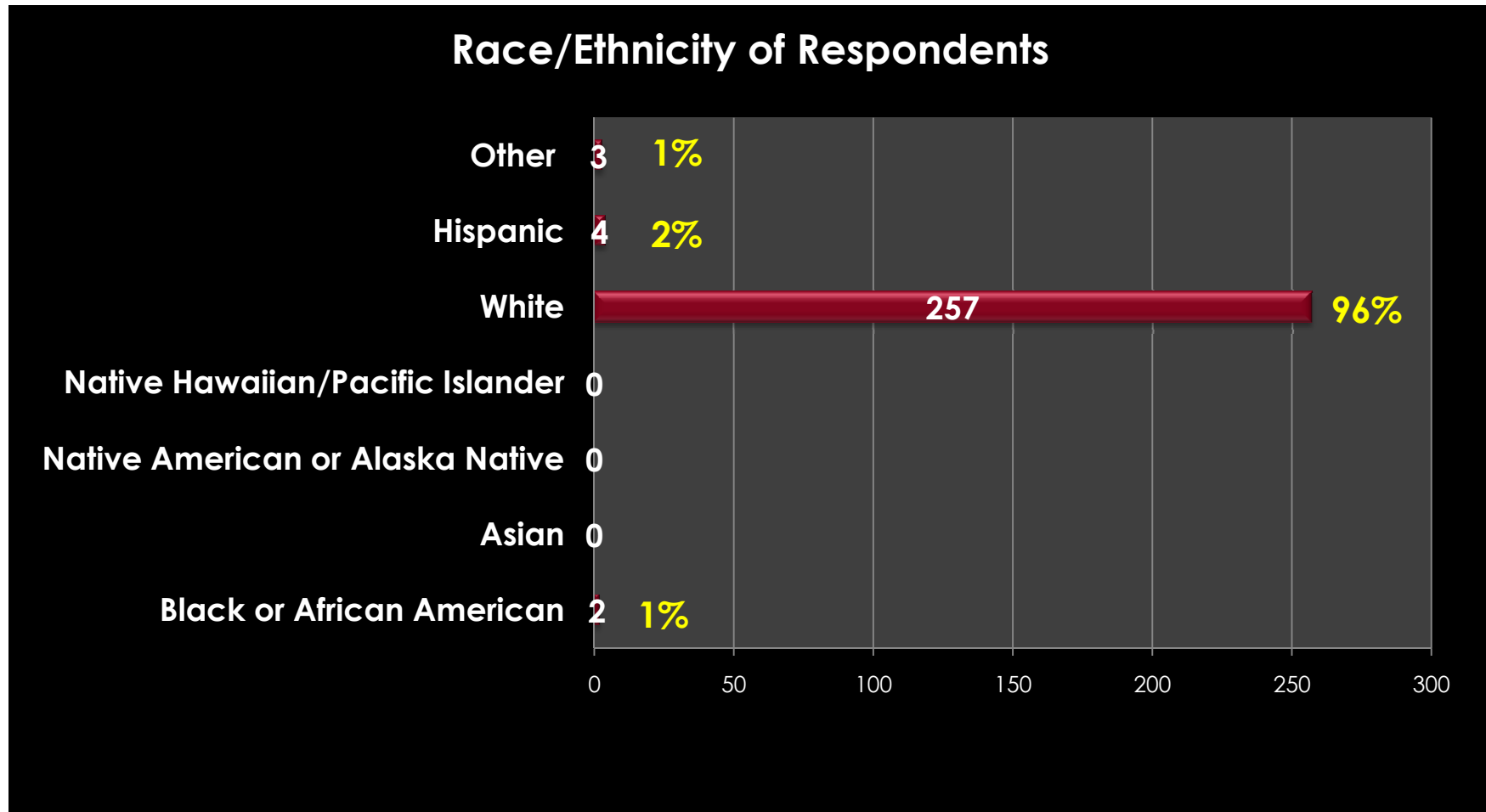
**Join the Drake Neighborhood Association**

# Public Participation Process Online Survey

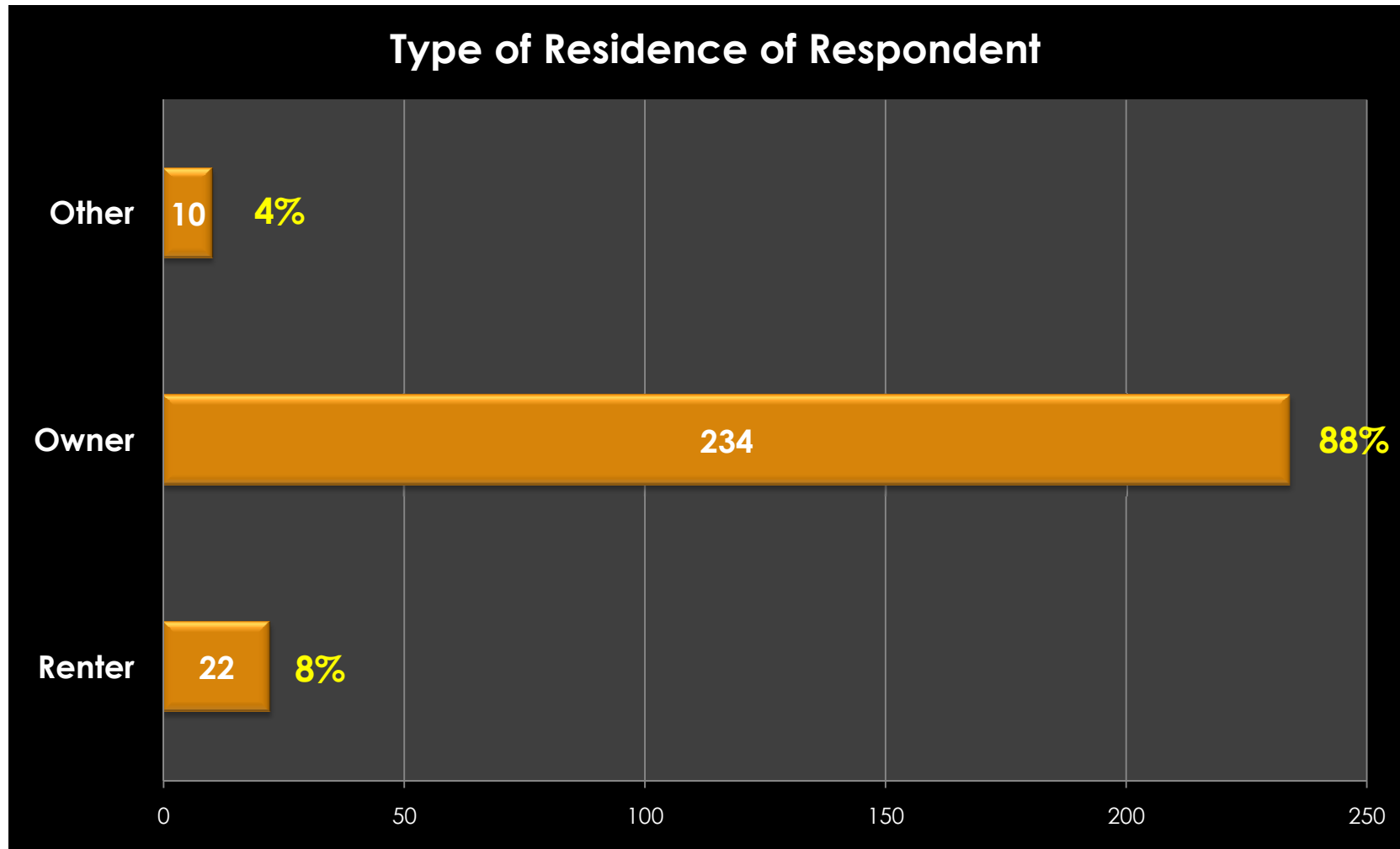




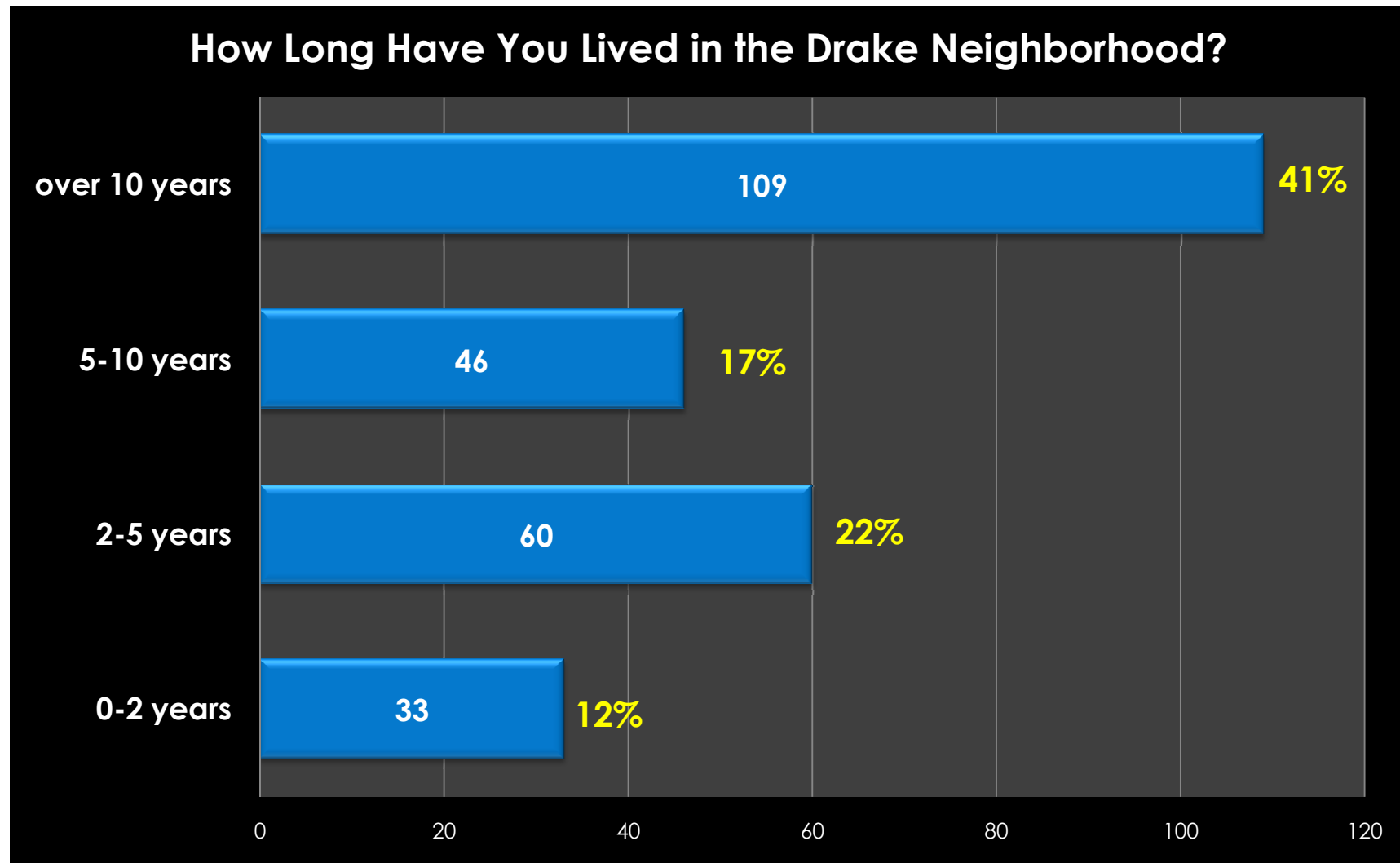
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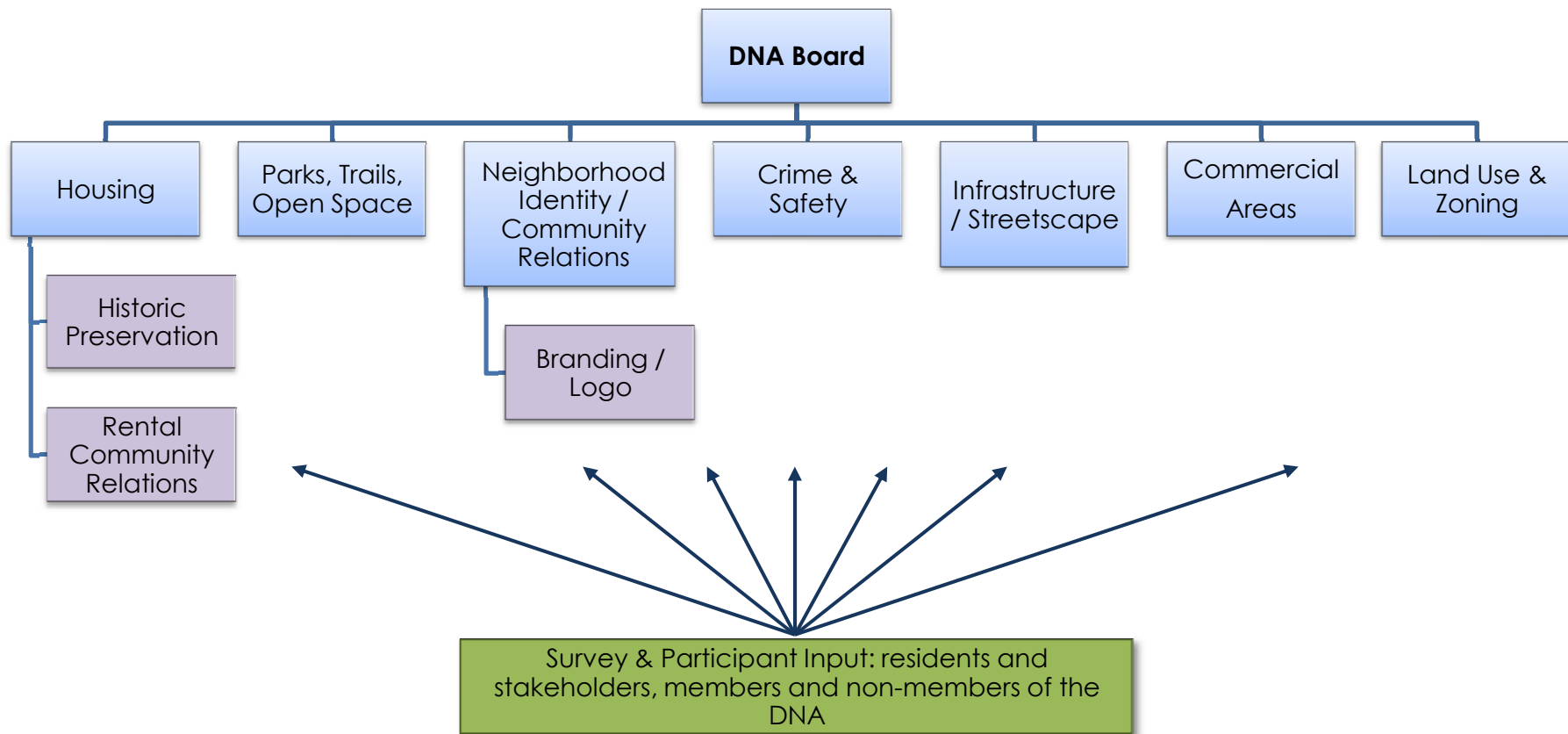


# Public Participation Process Kickoff Meeting

- January 2009
- Over 100 participants
  - Sign-In = Volunteers
- SWOT analysis
- Summary of Survey Input
- Established Seven Planning Priority Areas



# Public Participation Process Planning Committees



# Public Participation Process Planning Committees

	2009												2010											
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
Parks			■	■	■	■	■																	
Com.Rel.			■	■	■	■	■	■	■	■	■													
Housing				■	■	■	■	■	■	■	■	■	■	■	■									
Infrastr.										■	■	■	■	■										
Comm.														■	■	■	■	■	■	■	■	■	■	
C&S																■	■	■	■	■				
LU&Z																				■	■			

- 70+ residents, landlords, business leaders, and community stakeholders have participated
- 50+ planning committee meetings
- **7,000+** volunteer hours contributed

# Public Participation Process Plan Presentation

- December 2010
- Over 100 attendees
- 20-30 minute presentation
  - Plan Overview
- Open House
  - Tables for each plan section
  - Planning committee volunteers
- Comment cards / Sign-Up



# Approval Process

- Neighborhood-wide Meeting
- Drake Neighborhood Association Board
- Neighborhood Revitalization Board
- Plan & Zoning Commission
- Des Moines City Council
- Polk County Board of Supervisors
  
- Additional Presentations to Partnering Agencies



# Who Participated?

- Drake Neighborhood Association
- Drake Area Business Association
- Drake University staff / students
- Residents, Landlords & Business Owners
- 6 City Departments
- Polk County Assessor
- Various Non-Profit Agencies / Partners

# The Under-represented...

- Renters
- Investor-owners
- Minority / Low-Income populations
- Elderly / Youth

# What went right...

- Better participation during this planning process than past efforts
  - 70+ vs. 12 (planning committees)
  - 350+ overall
- DNA pushed to redefine their organizational structure
- Generated interest, awareness, and buy-in
- Established new relationships
- Plan implementation is already underway

# What went wrong...

- 350 participants out of 10,000 residents
- Didn't reach all demographics of the Drake neighborhood
- Narrow participation strategy
- Length of process

# Lessons Learned

- Set participation goals
- Create a strategy for engaging hard-to-reach groups
- Outreach beyond the formal organizations
- Use a variety of input tools



**Questions?**

**Thank You**

**DRAKE NEIGHBORHOOD**

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