

## Phase 1: Challenges & Opportunities

### GOAL:

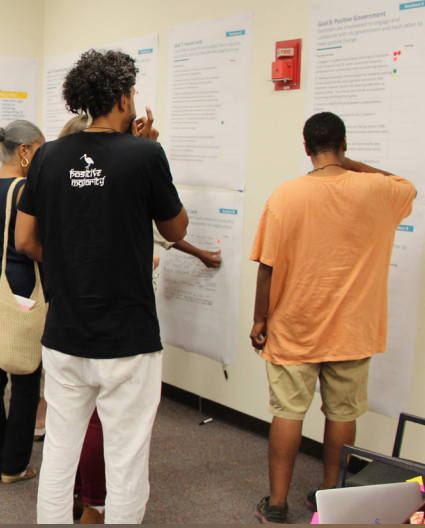
Understand Detroit's key sustainability challenges and opportunities, refine Detroit's definition of Sustainability, and focus the Agenda development process.

### METHODS:

- 1. Sustainability Ambassadors:** Hired and trained 14 Sustainability Ambassadors (2 from each district). Ambassadors attended neighborhood meetings, interviewed people they met throughout the city, and identified residents and organizations interested in being a part of the development of the Agenda. The Ambassadors made regular reports on their activities and added specific observations above and beyond questions found on the surveys.
- 2. Online and Paper Surveys:** Over 1,600 surveys that posed 15 multiple choice, 5 open-ended, and 6 demographic questions were collected. Surveys were available in English, Arabic, Bengali, French, and Spanish. Surveys were distributed at community events, through email and social media, and by Sustainability Ambassadors.<sup>51</sup>
- 3. Community Meetings:** Attended over 100 existing community meetings from block clubs to large civic organization gatherings, reaching nearly 2,000 Detroiters.
- 4. CoUrbanize:** Launched the CoUrbanize site, gaining 155 followers and approximately 230 comments about sustainability challenges and opportunities in neighborhoods.

### KEY LEARNINGS:

- Housing quality and affordability, specifically utility affordability, are key concerns for residents;
- Residents strongly support green services like recycling and access to renewable energy;
- There is a clear and intense interest in the need for responsiveness and transparency from, and ease of communication with, the City government;
- Safety is a daily consideration of 2/3 of the people surveyed;
- People are concerned about improving air quality; and
- 1 in 3 Detroiters are impacted by urban flooding in their neighborhoods



## Phase 2: Refining Ideas

### GOAL:

Share what we learned from Phase 1 and gather feedback on preliminary goals, priorities, and potential solutions.

### METHODS:

- 1. Town Halls:** Held 4 town halls throughout the city reaching over 370 Detroiters. Town halls included an overview of survey results from Phase 1, a discussion of the preliminary goals identified, live SMS surveys, and breakout sessions on topics such as equity and how to prioritize specific initiatives to further guide Agenda development.
- 2. Practitioner Workshops:** Held practitioner workshops with a total of 51 attendees on 4 topics: Environment and Health, Housing and Neighborhoods, Infrastructure and Open Space, Transportation and Economic Opportunity. These workshops allowed us to learn from Detroit organizations already advancing sustainability in the city.
- 3. CoUrbanize:** 4 specific discussion questions and polls were added to the coUrbanize site. These questions included a question on equity, land use, action prioritization, and personal sustainability commitment. 434 people followed and contributed nearly 1,000 comments.
- 4. Sustainability Ambassadors:** Helped publicize and run the town halls, directed residents to continue the conversation on the coUrbanize site, and interviewed residents at events throughout the city on a series of follow up survey questions.

### KEY LEARNINGS:

- We learned that residents wanted us to more clearly demonstrate how equity is central to our process and the Agenda.
- Transparency was identified as important and we learned that we need to continue to work at keeping our process transparent.
- We realized that we must reach more youth, non-English speaking communities, faith organizations, and Black community groups.
- The Agenda must not leave behind long-time residents of Detroit.
- The Agenda's vision, goals, and actions should be people-centric and specific.

# Phase 3: Reviewing and Prioritizing

## GOAL:

Present and gather feedback on refined framework, and reach additional populations underrepresented in our previous engagement.

## METHODS:

- 1. Focus Groups:** Held focus groups of approximately 17 people each to reach under-represented groups: Arabic speaking, Spanish speaking, Black-led organizations and Faith-Based organizations. Sessions were designed as intimate discussions of the draft Agenda material for targeted feedback. Additionally, we met with four existing youth groups to discuss sustainability topics more generally.
- 2. Practitioner Workshops:** Reconvened practitioner workshops with a total of 53 attendees on 4 topics: Environment and Health, Housing and Neighborhoods, Infrastructure and Open Space, Transportation and Economic Opportunity. Refined potential initiatives to provide guidance on prioritization, design, and implementation.
- 3. CoUrbanize:** 7 specific discussion questions and polls were added to the coUrbanize site. These questions included a question on desired free resources, staying connected with the Office of Sustainability, engagement process to date, reactions to survey results, how to build trust, personal sustainability commitment, and general comments. The site reached 508 followers with 1,214 comments.
- 4. Text Your Feedback Initiative:** 16 yard signs were deployed throughout the city to allow residents to interact with the process through SMS messaging. Signs included the following topics: Vacant land challenges, flooding challenges, housing expenses, signing up for project updates, making Detroit more sustainable.
- 5. Sustainability Ambassadors:** Each Ambassador attended at least 3 community meetings, block clubs or other events throughout their districts and collected responses to short surveys in a 1-on-1 setting. They attended 39 events, reached 869 individuals, and collected over 80 surveys. Ambassadors also held energy workshops as a thank you to community members for participating in the Action Agenda process.

## KEY LEARNINGS:

- We continued to hear that we were on the right track and there was appreciation for the level of engagement.
- We learned that we needed to make the vision easier to interpret and understand.
- A common concern across all demographics was around accountability. There is a clear need to make sure accountability is clear and trackable in the Agenda.
- Equity and its integration into the Agenda, continued to be an important consideration for residents
- It was identified that we needed to articulate our guiding principles clearly.