

CENTER  
*for*  
CIVIC  
*innovation*  
ATLANTA

February 8th, 2020

NPU

INITIATIVE

IMPROVING COMMUNITY ENGAGEMENT IN ATLANTA



**GREETINGS!**

**ROHIT MALHOTRA**  
Founder & Executive Director

**KYLE KESSLER**  
Policy & Research Director

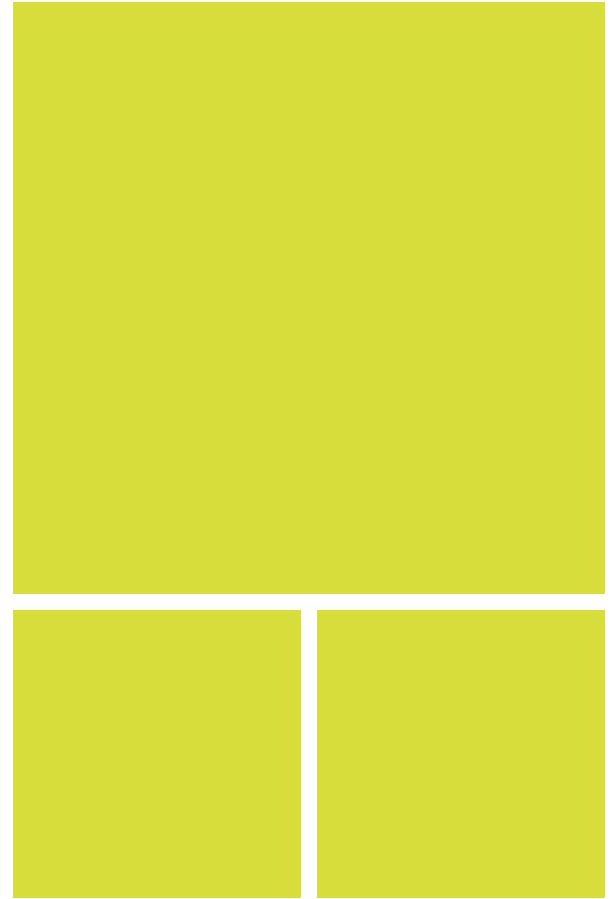
**ASILE PATIN**  
Civic Engagement Manager

# TODAY'S AGENDA

- Food
- 2019 Year-in-Review
- Activity
- What's in Store for 2020
- We Need Your Help!
- Next Steps + Adjourn

# WHAT IS THE NPU INITIATIVE?

a **comprehensive study and review** of  
Atlanta's Neighborhood Planning Units  
– our city's formal community engagement  
system since 1974



# EDUCATE

thousands of our fellow  
Atlanta residents about the  
Neighborhood Planning  
Unit system

# EVALUATE

short-term and long-term  
recommendations for  
improvement to key  
stakeholders and the public



## PHASE I

Spring – Fall 2019

planning, coalition building, research, and  
creating materials



## PHASE II

Fall 2019 – Fall 2020

surveying, observation, education, data  
evaluation and sharing



## PHASE III

Fall 2020 – Spring 2021

developing recommendations and ideas  
for short-term and long-term  
improvement



# NEIGHBORHOOD PLANNING UNIT “WORLD” TOUR 2019

NPU S	April 18	NPU D	June 25
NPU J	April 23	NPU N	June 27
NPU H	May 2	NPU V	July 8
NPU P	May 6	NPU E	August 6
NPU C	May 7	NPU Q	August 15
NPU L	May 14	NPU M	August 26
NPU F	May 20	NPU O	August 27
NPU K	May 21	NPU A*	September 3
NPU Z	May 28	NPU X*	September 9
NPU R	June 5	NPU W	September 25
NPU T	June 12	NPU B	October 1
NPU Y	June 17	NPU I	October 16
NPU G	June 20		

\*presentation forthcoming

# NPU meeting presentations





# Advisory Board

Debbie Skopczynski  
APAB President

Joseph Drolet  
Neighborhood Activist

Bunnie Jackson-Ransom  
Former First Lady

Leon Eplan (*not pictured*)  
Former Budget & Planning  
Commissioner



# APAB Interface Group

twice-a-month meeting with  
**Atlanta Planning Advisory Board**  
(APAB) delegates and CCI to align on  
goals/deliverables and next steps



# Working Group Sessions

held monthly since April 2019 to co-create our goals and strategies for the Initiative as a whole

# Nine Working Sessions in 2019

During these sessions, we...

- developed & clarified our main goal
- workshopped our community engagement survey
- determined who we should be targeting

**2020**

# What We're Working Toward

By March 2021, we will publish a report with **quantitative data**, anecdotes and qualitative **perspectives from NPU leadership, residents, and city officials**, and a **list of ideas** for the NPUs and the City of Atlanta. These recommendations will be **co-created by CCI and community stakeholders**, after collecting and presenting the data we have received to the stakeholder group(s).

**Survey**

**Neighborhood Events**

**Solution-Building Sessions**

# CIVIC ENGAGEMENT SURVEY

[npudraft.questionpro.com](https://npudraft.questionpro.com)



Survey Launch:  
Spring 2020



# SURVEY GOALS

1. to collect standardized information from across the city on how and where Atlantans are engaging with their city
2. to assess how many people know about and engage with the NPU system
3. to learn more about why people attend NPU meetings and how they feel about community engagement on the NPU level

# Distribution Strategy

Beta Testing Distribution Strategy



Social Media Blast + Mass Mailout

Community Canvassing &  
Neighborhood Events

# Phase 1: Beta Test

**Purpose:** To gauge the responsiveness of an online survey with mailed invitations to inform overall strategy

- In partnership with Kennesaw State University's Burruss Institute
- 1,000 mailers sent to 'hard-to-reach' neighborhoods determined by the census
- A/B Testing for Design & Invitation Content

# Phase 2: Mail + Online Launch

**Purpose:** To baseline data across all 25 NPUS from a randomized and representative set of responses across the city

- Goal: Send out 12,000\* mailers across the city, to hit a ~10% response rate of >30 people/NPU
- Mass online & social media blast with unique & diverse organizations across Atlanta

# Phase 3: Community Canvassing & Events



**Purpose:** To strategically target 'hard-to-reach' neighborhoods based on Phase 2; to meet people where they are for survey results

- Training events for community members to help canvass their own communities
- Partnerships with festivals & neighborhood events
- Currently seeking partners!

# We Need Your Help!

Who should we partner/connect with?

What events should we be a part of?

Want to help us canvass?

What skills do you have that can help us?

## Next Steps

March: First Phase Beta Test Results



April: General Public Survey Launch

Educational Programming



npu.civicalanta.org