

PLANNING & ENGAGEMENT DURHAM COMPREHENSIVE PLAN

Durham, North Carolina

June 3, 2019

In association with
Bilingual Communications, Inc.
Irma McClaurin Solutions

planning
NEXT

Community planning isn't just something we do, it's what we do.

Great, livable communities don't just happen—they're created. We bring people together to create enduring and prosperous communities.



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OUR PHILOSOPHY

**Invite genuine
participation**

**Communicate
clearly**

**Cultivate
understanding**

**Create an enduring
place**

Advance prosperity

**Manage
the effort**

Award-Winning Work

2019 American Planning Association

Honor Award, Outstanding Special Project

Vibrant Communities Action Agenda, Elkhart County

2014 American Planning Association

Planning Excellence

East Franklinton Creative Community District Plan

2014 American Planning Association

Burnham Award for a Comprehensive Plan

Plan Cincinnati, Cincinnati, Ohio

2013 Congress for the New Urbanism

National Honor

East Franklinton Creative Community District Plan

State APA

*Alabama **2018**, 2017, 2015, 2011*

*Georgia **2018***

Hawai'i 2009

*Indiana **2018**, 2016, 2015*

Ohio 2017, 2009

Pennsylvania 2007

South Carolina 2016, 2010

Envision Montgomery
Montgomery, AL

Experience

Envision Montgomery: Montgomery, AL

Framework: Tuscaloosa, AL

What's Next, Davidson? Davidson, NC

Envision Athens: Athens, GA

Plan Together: Columbia + Richland County, SC

Plan Cincinnati: Cincinnati, OH

Guide for the Future: Charleston County, SC



What's Next, Davidson?
Davidson, NC

Our Team

Key Roles

Planning NEXT

Project leadership

Facilitation

Communications

Outreach

Engagement

Technical planning

Bilingual Communications

Translation

Interpretation

Irma McClaurin Solutions

Outreach

Diversity Strategy

Phoenix NEXT
Dayton, OH

Irma McClaurin Solutions

Expertise

Activist Anthropologist

Award-winning Writer

Strategic Thinker

Participatory Action

Researcher

Solutions Oriented

Leadership and Resilience

Certification

Conflict Management

Certification

Experience

- UMN's Urban Research & Outreach-Engagement Center
- Bloomberg Philanthropies Public Art Challenge Grant, City of Durham
- "RACE: Are We So Different?" exhibition, North Carolina Museum of Natural Sciences
- Historic African American Oberlin Cemetery, Raleigh, NC
- Duke University's Truth, Racial Healing, Transformation Center

Authentic Community Engagement

Means communities:

- Have a voice
- Have value
- Are co-creators not cosigners
- Are respected for local knowledge
- Share power in visioning, planning + implementation

“Irma's integrity and respect for the residents of the UROC neighborhood restored the communities trust in the University of Minnesota which they had previously distrusted. She brought creative and innovative programing to UROC that provided residents exciting opportunities for new learnings.” - Northside Resident

Project Understanding

1. Facilitating inclusive participation
2. Establishing a clear vision + priorities
3. Garnering long term support and commitment
4. Providing best practice knowledge + expertise



Go, North Olmstead
North Olmsted, OH

Reaching Different Populations

Deliberate steps

- Reflective leadership committee(s)
- Motivating, targeted messages
- Trusted connectors
- Convenient, “safe” meeting places
- Thoughtful facilitation
- Meaningful, timely

Insights on Planning Success

From our experience

- 1. Understand the culture...** *nothing is more important*
- 2. Build a foundation...** *ROI can be significant*
- 3. Listen and learn...** *this is a two-way process*
- 4. Leverage networks and previous efforts...** *resources have limits*
- 5. Communicate well (and visually)...** *create understanding*
- 6. Get a “foothold”...** *agreement can be incremental*

Imagine New York
New York, NY

Thank you

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