Debriefing the briefings: Public housing redevelopment

11.201 GATEWAY: Planning Action

5 October 2005
- **Content**
  - Defining the message
  - Visual aids

- **Delivering the message**
  - Handling the audience, understanding the questions
  - Positioning and movement
  - Making eye contact
Define the message

- **Avoid long wind-up:** Please “jump to the conclusion” fast (memo-like)
- **What decision-makers need from you:** Your *arguments*, *support* for same, discussion of *risks and alternatives*
- **The message is not a script** (specific words in fixed sequence)
Develop a storyline with the visual aids

- Say something when possible (and beware “table of content” visuals)
- Try to make the slides understandable on their own (“stand alone”), i.e. without you
- Avoid being “too cute” (out of step with the content)
- Careful with “charged” images
Delivering the Message

- Limit the visual scope
- Give roadmap
- Make the main ideas readable
- Calibrate the emotional content
- Don’t let go of realism
- Be *strategic* about charged content
- Highlight lessons
- Use clear logic
- Manage complexity
- Say something meaningful
Give roadmap, frontload main ideas

Background
- Angela Meehan

Tenant Engagement as Foundation
- Quinn Eddins
- Josh DeFlorio

Physical Design Interventions as Enhancements
- Molly Markarian
- Priyanka Shah

Re-cap: Principles for Future Redevelopment
Site Selection
- Develop clear standards for assessing distress: building & community
- Such sites get priority

Clarity and Accountability

Relocation
- Reabsorb max
- Re-evaluate screening
- Renew Choice:
  - Inform
  - Increase Voucher Amounts
  - Relationships/incentives for landlords
  - Provide services

Community: Support & Participation

Sustainability and Self Sufficiency
Highlight lessons in data trends

(Group 4)
- Losses in units impacting only lowest income*
- Between 1991-1999…
- “Very low income” experienced 8% decline in available units
  - 70 units to every 100
- “Extremely low income” experienced 14% decline
  - Only 40 units to every 100

*Disproportionate burden on our most vulnerable populations
Use clear logic to “roadmap”

Key questions (Group 5)

- Who should public housing serve?
- What model of public housing meets this goal?
- What is the best way to address the physical and socioeconomic distress in Boston public housing?
AGENDA (F-Field)
- Context
- Key Intervention Areas and Policy Recommendations
- Role of Tenants
- Role of Neighborhood
- Conclusion
- Q&A
Recommendations:
- No net loss
- No displacement
- Vacancies - most in need
- Low-income mix
- Private sector supplement
Recommendations:

Community Integration
“KEYS TO SUCCESS”

- Serve the extremely low income
- Preserve public housing units
- Empower the community
Say something: Beware “TOC”

ROLE OF TENANTS

- Relationships Among Tenants
- Tenants’ Relationship with BHA
- Tenants’ Relationship with Neighborhood
Say something: “Unpack” problems

ADDRESSING RACE
- Rebuild Image
- Improve Economic Opportunities
- Facilitate Community Dialogue
- Consider Linguistic Needs
- Maintain Diverse Staff
Say something: Stand-alone slides

 Invite interaction of neighbors within development and with greater neighborhood

- Defined and un-defined play areas
- Sitting areas for elderly
- Wide pedestrian pathways
- Community rooms
- Mixed-use developments
Deliver the message effectively

- Make as much eye contact as possible, minimize reading cards or slides
- Position yourself to reach the decision-makers, avoid distractions
- Interacting with the audience is an opportunity, but don’t “revert to script”
- Confirm the question (e.g., $5.5 billion allocated for HOPE VI)