

Making Great Neighborhoods and Healthy Communities

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MASSACHUSETTS SMART GROWTH **ALLIANCE**

What Makes a Great Neighborhood?



INGREDIENTS FOR A GREAT NEIGHBORHOOD



When separate local assets come together, far greater possibilities for a community can emerge

Establish an open "CIVIC SPACE"

Assemble a Team

Network Organizing

No one person or organization can create community change alone. A strong civic initiative needs to survive elections, crisis, and the loss of key members. In other words, you need to cultivate a network with broad leadership that comes together regularly to build trusting relationships.

Collective Impact

Bring public, private, and nonprofit stakeholders together to develop a common agenda. Create a strategic action framework that includes a common understanding of the challenge, shared goals, mutually reinforcing strategies, and a commitment to sustaining the work together.

Placemaking

Rather than starting with long-term planning, engage people around public spaces they use and turn their ideas into small-scale, doable improvements. These "lighter, quicker, cheaper" efforts can attract people, investment, and publicity that generate momentum for long-term changes.

Collective Impact



- Collective approaches to solving large-scale problems
- Multiple players working together to solve complex issues

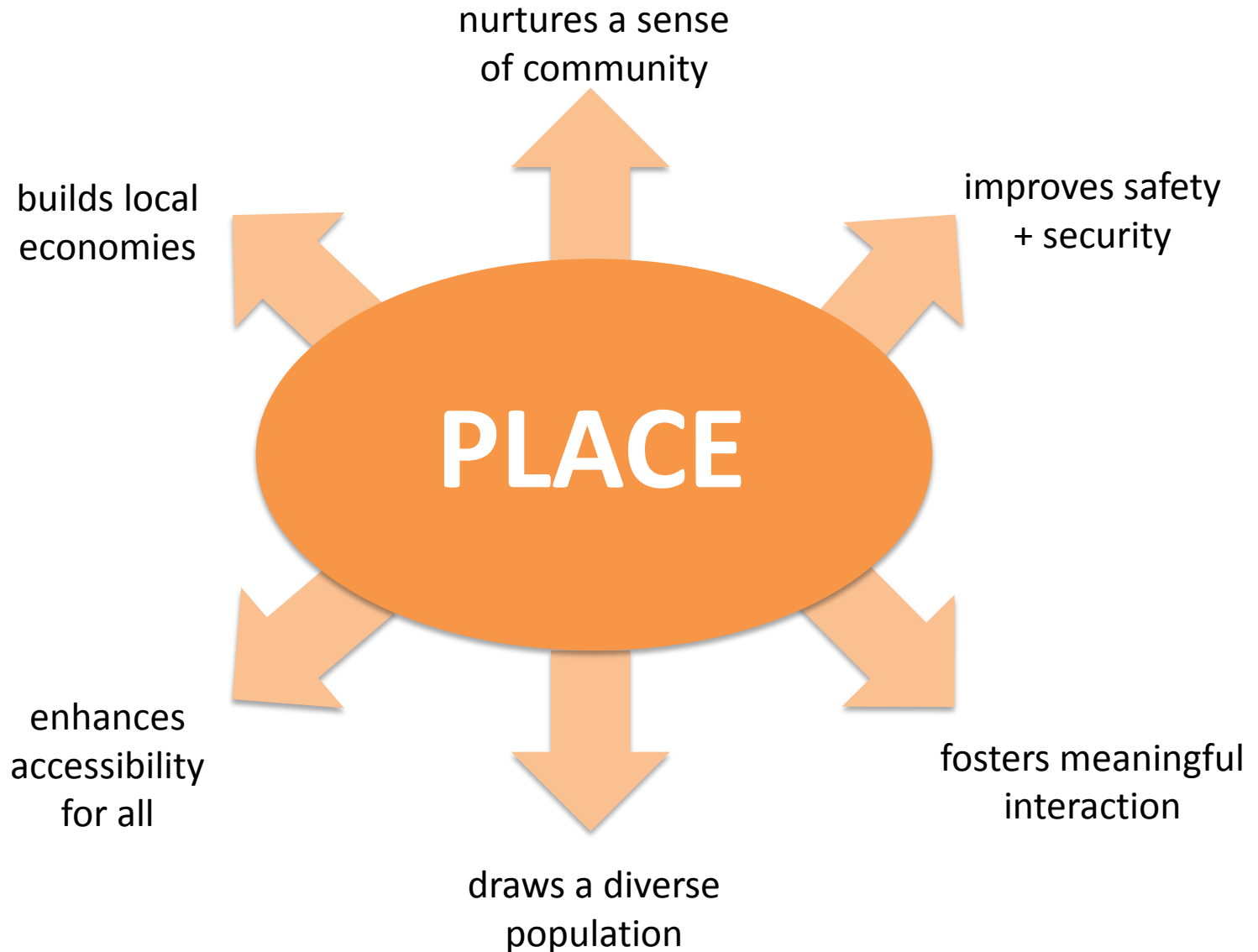
*Bring **public private and nonprofit stakeholders** together as essential partners, actively coordinating their actions and sharing lessons learned.*

Placemaking



- The community is the expert
- Find your story & create a common vision for that place
- Build bridges to new partners

Benefits of Place

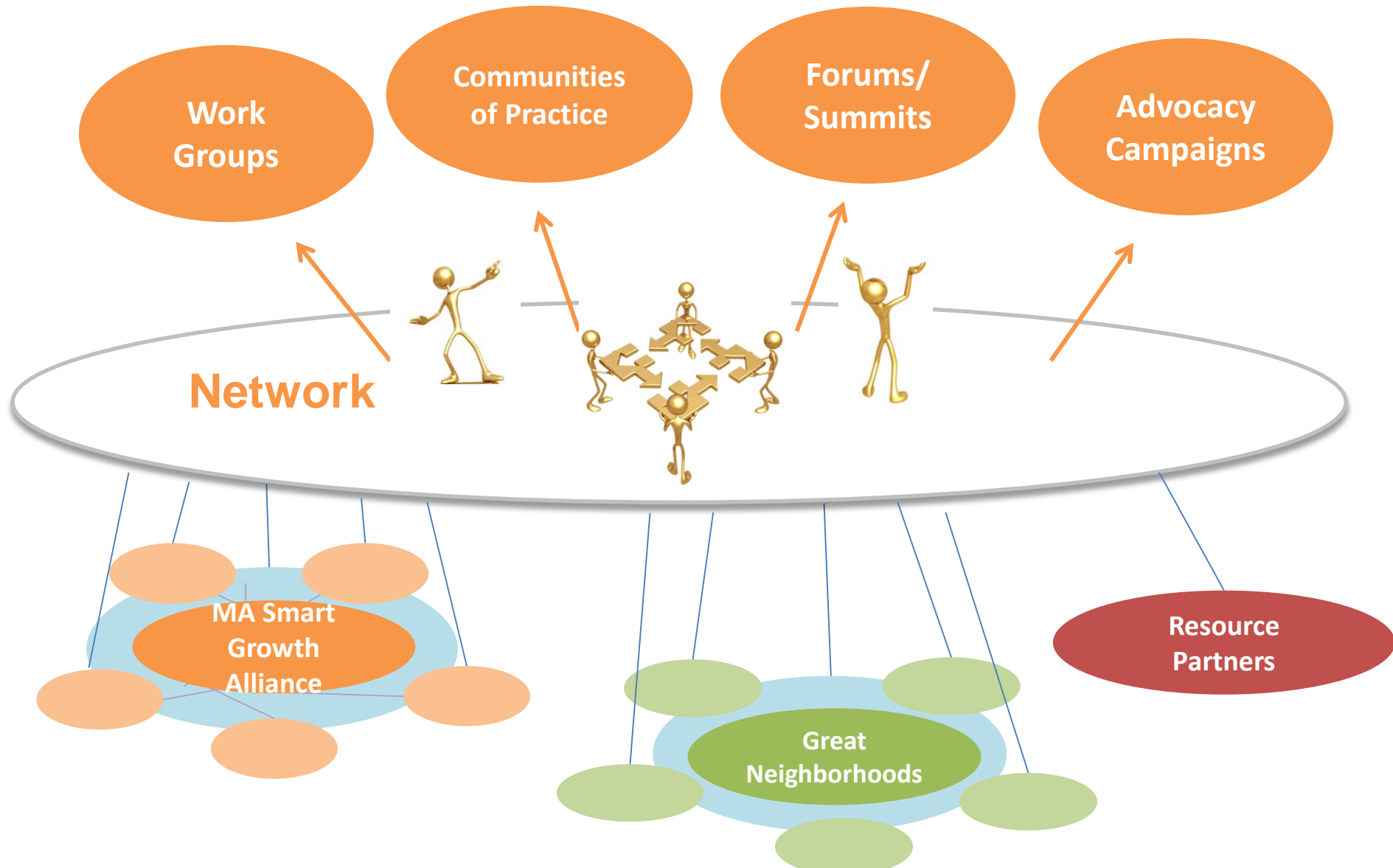


Network Organizing

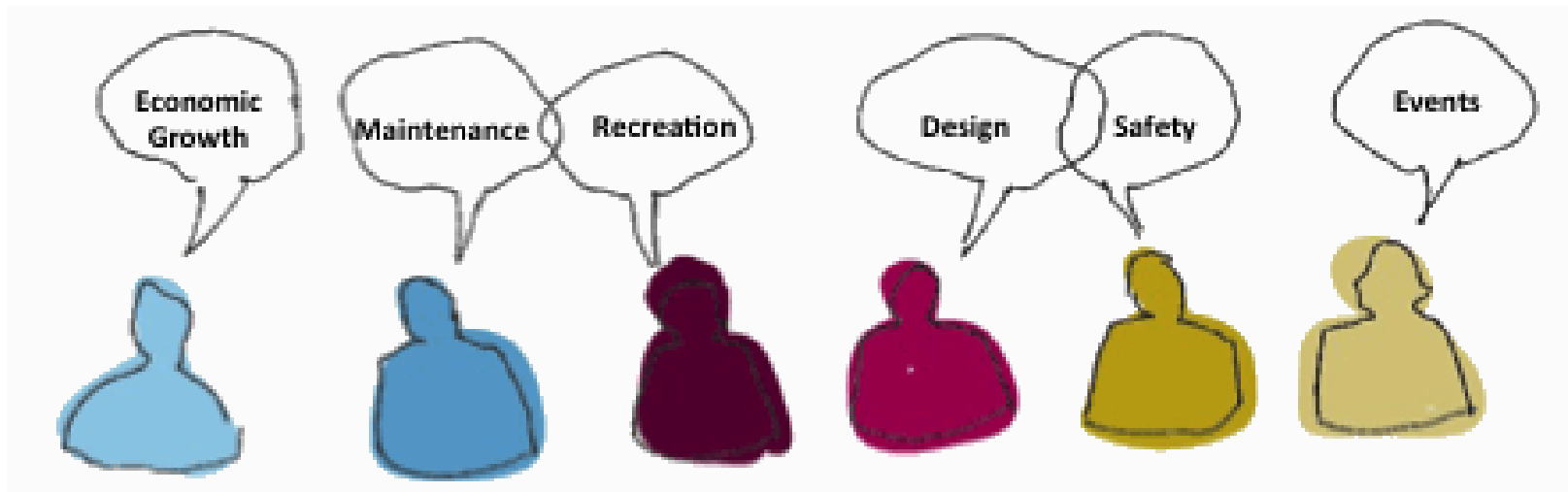


- No one person or organization—not even the municipality—can create community change by itself.
- A transformational initiative can't be owned by any politician, or business. It needs to be able to survive elections, crisis, and the loss of key members.
- In other words, you need a network, the key attribute of which is distributed authority.

Network structures are adaptive and flexible – people continually negotiate their roles and interactions for collaboration, learning, and effectiveness.



Place Governance is a collaborative approach to the planning, development and maintenance of places.



THE ROLE OF

Communities

IN PROMOTING PHYSICAL ACTIVITY

WALKABLE COMMUNITIES

People who live in walkable neighborhoods are

2
times

as likely to get enough physical activity as those who don't.

JOINT USE

The number of children who are physically active outside is

84% higher when schoolyards are kept open for public play.

TRAILS

People who live near trails are

50%

more likely to meet physical activity guidelines.

RECREATIONAL FACILITIES

Teens who live in poor or mostly minority neighborhoods are

50% less likely to have a recreational facility near home.

Active Living Research

www.activelivingresearch.org

Putting it into Practice

MASSACHUSETTS SMART GROWTH **ALLIANCE**

Great Neighborhoods | Roxbury



Fairmount GREENWAY



Active Living + Healthy Wellness + Vibrant Communities





Lawrence
Farmers Market



New Bedford

Collective Action + Community Safety

Doing while planning

~~PLAN~~
~~PLAN~~
~~PLAN~~
~~PLAN~~
ACTION

Q: Where do you see opportunities to be a “network weaver” – connecting people within your networks to others?

Q: How might you start a placemaking campaign in your community?

e.g. how might you gather information about what people value about their public places, who might you work with?

MASSACHUSETTS SMART GROWTH ALLIANCE

Improve your Neighborhood | Tool Kit

Great Neighborhoods promotes the creation of vibrant, welcoming and walkable places around the state. Visit our website to find essential tools to help you get started building Great Neighborhoods in your communities!

<http://ma-smartgrowth.org/gn/improve-your-neighborhood/>



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