

Hunts Point Vision Plan Update: CB2 - Economic Development Committee

February 10, 2021



AGENDA

1. Introductions
2. Hunts Point Vision Plan Update
3. Process & Timeline
4. Working Group & Subgroups
5. Key Project Themes: What We're Doing & What We Hope to Explore
6. City Agency Representation
7. Community Survey
8. Our Partnership Moving Forward
9. Next Steps

Hunts Point Vision Forward

The 2004 Vision Plan led to a strong framework and structure through which the City and community partners were able to strengthen local relationships and implement critical projects.

Success here requires partnership and collaboration: We are committing to a highly collaborative process that relies on the lived experiences of everyone in this (virtual) room.

We will memorialize long-term priorities that will set the agenda in the community for years to come, while also creating a path to implementation with concrete next steps that support the neighborhood's recovery.

Our goal is to complete the engagement before the end of the year, establishing a new framework by which future investments and initiatives can be identified and prioritized.

Process

The environment in which we do our work has changed, and this process has the potential to represent a focus on, and commitment to, equity and inclusion.

Our process will be about:

1. **Meeting people where they are**, providing flexibility to accommodate as many populations as possible;
2. **Creating a shared understanding** of opportunities and challenges, informed by thorough diligence; and
3. **Encouraging real transparency and candor** to develop solutions that work for the entire Hunts Point community.

Project Team:



- **Role:** Lead engagement facilitator



- **Role:** Outreach and logistics
- Bronx-based



- **Role:** Strategy and stakeholder engagement
- Bronx-based

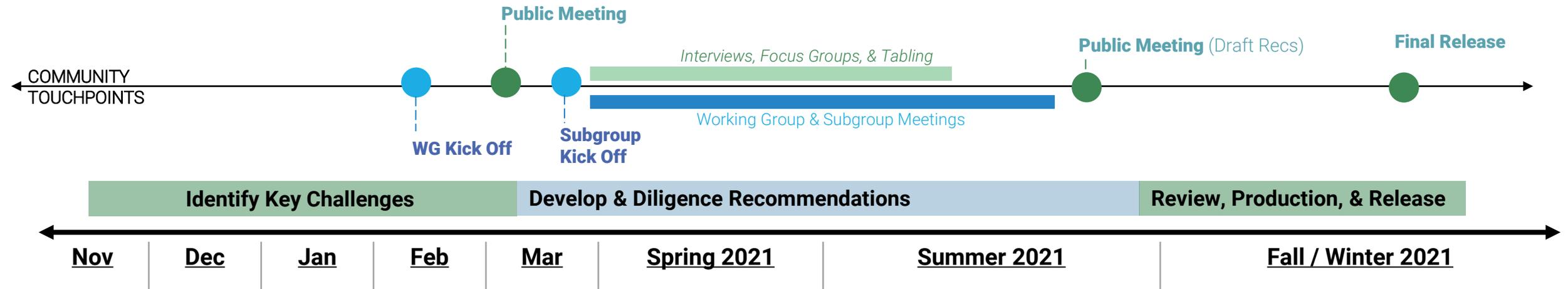


- **Role:** Materials & Design



- **Role:** Digital presence
- Bronx-based M/WBE

Timeline



Engagement Strategy Components

STAKEHOLDER ENGAGEMENT

- Working Group
- Subgroups
- Stakeholder Interviews & Focus Groups

DIGITAL OUTREACH & MARKETING

- Website & Social Media
- Digital Survey
- Virtual Public Meetings
- Text Message Outreach
- **Quarterly community newsletters**

IN PERSON ENGAGEMENT

- In-person surveys
- Tabling
- Temporary interactive exhibit
- Flyers / palm cards
- *Potentially: late 2021 stakeholder meetings*

SPANISH – FIRST CONTENT

Key Stakeholders

- **Peninsula Residents**

- **General:** clipboard surveys, prioritizing local voices at digital meetings, community tabling, flyering and palm cards ahead of events, utilizing established communication platforms (The Point website, local social media channels)
- **Seniors:** 1v1s at senior residences facilitated by Neighborhood Shopp (WG), Facebook engagement
- **Foreign-born populations:** conversations facilitated by Hunts Point Alliance for Children (WG)
- **High School Students:** digital focus groups with The Point ACTION program participants, social media
- **Essential Workers:** conversations facilitated by Urban Health Plan (WG)
- **Working Artists:** conversations facilitated by The Point (WG)
- **Self-Employed individuals:** conversations facilitated by Greater Hunts Point EDC
- **Recently unemployed / underemployed:** conversations facilitated by HPAC and The Point (WG)

- **FDC Tenants and business:** conversations and focus groups facilitated by NYCEDC
- **Small business owners outside FDC:** conversations facilitated by Barretto Bay and GHP EDC
- **Local CBOs** focused on community development, environmental justice, childcare & afterschool activities, educational advocacy, transportation equity, healthcare & prevention, affordable housing, workforce development, coastal resiliency and clean waterways
- **Local Labor Union (Teamsters 202):** conversations and focus groups facilitated by Barretto Bay

Working Group & Subgroups

WORKING GROUP

- **Role**
 - Inform the Vision Plan process, providing guidance on how to engage stakeholders and the public
 - Help review and integrate recommendations into a cohesive strategy
- **Composition**
 - ~20 community stakeholders representing a diverse range of populations and interests

SUBGROUPS

- **Role:**
 - Ideate draft recommendations for Vision Plan report
 - Identify and research opportunities to address key challenges and support key theme
 - Share progress and findings with larger Working Group at regular intervals
- **Composition:**
 - Community stakeholders, City agency representatives
 - 10-12 members per subgroup; 4-5 subgroups

Key Project Themes



LAND USE, OPEN SPACE, & CONNECTIVITY

Promote safe, efficient, and resilient transportation options to and from the neighborhood.

Improve access to neighborhood open spaces while also capitalizing on neighborhood's proximity to the waterfront.

Support installation of critical social infrastructure to support neighborhood's recovery.



PUBLIC HEALTH & RESILIENCY

Safeguard the peninsula from the effects of climate change, while improving public health and air quality.

Incentivize & provide infrastructure for clean energy alternatives.

Pursue multilateral approach to addressing historical environmental injustice suffered by the neighborhood.



JOBS, WORKFORCE, & ECONOMIC RESILIENCE

Create connections between residential and industrial communities that open pathways to good jobs.

Strengthen the local economy by supporting small businesses and the local workforce.

Promote financial security, countering factors that left many particularly vulnerable to this recession.

City Agencies

LAND USE, OPEN SPACE, & CONNECTIVITY

DPR

Parks maintenance and expansion

DEP

Green infrastructure

DOT

Bike lanes, pedestrian safety, truck routes

PUBLIC HEALTH & RESILIENCY

DOHMH

Determinants of public health

MOR/MOS

Peninsula-wide sustainability & resiliency planning

HPD

Housing quality & indoor air quality

Mayor's Office of Food Policy

Addressing food insecurity & securing food supply chain

Mayor's Office of Criminal Justice

Planning for closing of prison barge

DCP

Land use planning and zoning; MetroNorth study ongoing

JOBS, WORKFORCE, & ECONOMIC RESILIENCE

SBS

Economic opportunity and commercial district vitality

Mayor's Office of Workforce Dev

Workforce training & employee ownership

DCWP

Financial health

MOCTO

Broadband expansion

DCLA

Public art as part of outreach and story telling

DOE

Working with local schools to bring children's perspectives into work

Community Survey

GOALS:

- **Stakeholder reach**
Understand who is responding (role in the community, age, etc.), to help identify potential gaps in outreach
- **Methods of engagement**
Understand how best to reach community members to share information and gather further feedback
- **Key Challenges**
Gather input on priority issues related to each Key Theme
- **Community Strengths**
Begin identifying points of strength within the community that we should build on
- **COVID Check In (optional)**
Provide a space to share COVID-related experiences that may inform short-term measures, or any additional feedback

DISTRIBUTION:

The survey will be available on **huntspoint.nyc**, promoted on **social media channels**, and will be **physically distributed at points of service** (food distribution sites, etc) and with the help of community partners to ensure broader reach.

IDEAS OR FEEDBACK?

Our Partnership Moving Forward

- Participating in Meetings & Events
- Sharing the community survey
- Providing community updates and meetings via list serv and newsletter
- Providing feedback along the way

Next Steps

Engagement Process

- Working Group Kick Off (2/17)
- Website and Survey launch (Late Feb / Early March)
- Public Kick-off Meeting (Early March)
- Subgroup Kick Off (Mid March)

Thank You

NYC / EDC