

*Forward*  **Together**

Shaping a strategy for Shaker's facilities: city • schools • libraries

Advisory Committee Meeting 1

September 1, 2021

# WELCOME

Mayor David Weiss, City of Shaker Heights

Dr. David Glasner, City of Shaker Heights Public School District

Amy Switzer, Shaker Heights Public Library

# Agenda

- Welcome and Introductions
- Facilities Master Planning Process Overview
- Forward Together Visioning Reflection and Discussion
- Next Steps & Adjourn

# Facilities Master Planning Process Overview

Sarah Bongiorno, Planning NEXT

Steve Zannoni, Project Management Consultants LLC

# Understanding of the project

1. Develop a forward-looking master plan for facilities
2. Facilitate a creative, inclusive public engagement process
3. Create conditions for success

# What is a community facility?

Community facilities that are included in the Facilities Master Plan:

**All School facilities** (all School buildings as well as Administration building, Ludlow PEP Greenview Day Treatment Center, Bus Garage and Lee Road Administrative facilities)

**Select City facilities** (Shaker Family Center, Stephanie Tubbs Jones Community Building and Thornton Park)

**Select Library facilities** (Bertram Woods Branch)

# Process Diagram



# Master Plan Process Goals

- Capitalize on the existing strengths of Shaker Heights – create an enduring place
- Determine community goals and translate to modified or new facilities and amenities
- Provide a master plan which reflects the best use of space, enrollment trends, and academic needs
- Identify creative solutions for joint facilities and partnerships
- Identify strategies to transform underperforming and/or underutilized facilities
- Create a roadmap for implementation



# Engagement Guiding Principles

## *Blackspace manifesto*

- City, School District, and Library leadership have adopted the [BlackSpace Urbanist Collective's Manifesto](#) as our guiding principles for *Forward Together*, in both process and desired outcomes.
- These support a process with authentic and meaningful community collaboration.
- “Equity benefits the District as a whole.”
- More can be read about these principles on the Resources page of [ForwardTogetherShaker.com](http://ForwardTogetherShaker.com)

# Who's who in the process...

## **Client Group**

Project management and make recommendations

## **Advisory Committee**

Outreach, ongoing input, feedback and insight

## **Public**

general input, feedback and insight

## **Leadership Group**

Make recommendations to elected bodies

## **Boards and City Council**

Decision making

## **Consultants**

facilitate, process expertise, technical work

# Advisory Committee

## *Roles and Responsibilities*

- Officially represent the citizens in the planning process.
- Provide guidance, input and feedback to the Client Group and consultant team throughout the planning process
  - The committee will help the consultant team to **design, promote and support facilitation of an equitable public engagement** process so that the authentic voice of the community is reflected in the decisions made throughout the planning process.
  - The committee will **provide input and feedback on substantive facilities master plan content and scenarios** at key milestones throughout the process to help the Client Group make decisions that are informed by community interest and feedback.
  - The committee will be used to **test specific ideas** throughout the process.

# Advisory Committee

## *Roles and Responsibilities*

- Act as ambassadors for the effort.
- Identify volunteers for sub-committees that may be needed.
- Recruit additional volunteers to assist with conducting outreach and facilitation at public meetings.
- Volunteer to assist at public meetings.
- Attend Board or City Council meetings to represent the committee.
- Disseminate information during the planning process through their individual networks.
- Serve as stewards of the plan once it is adopted.

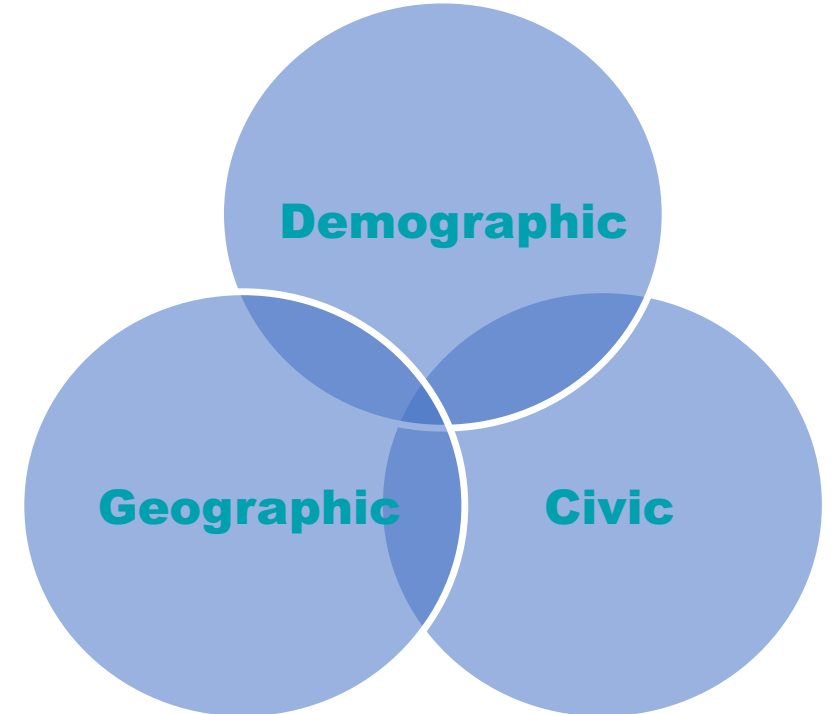
# Communications and Outreach

## 1. Communication

- General awareness
- Posters, postcards, press releases, etc.

## 2. Outreach

- Specific invitations
- Personal asks, word of mouth



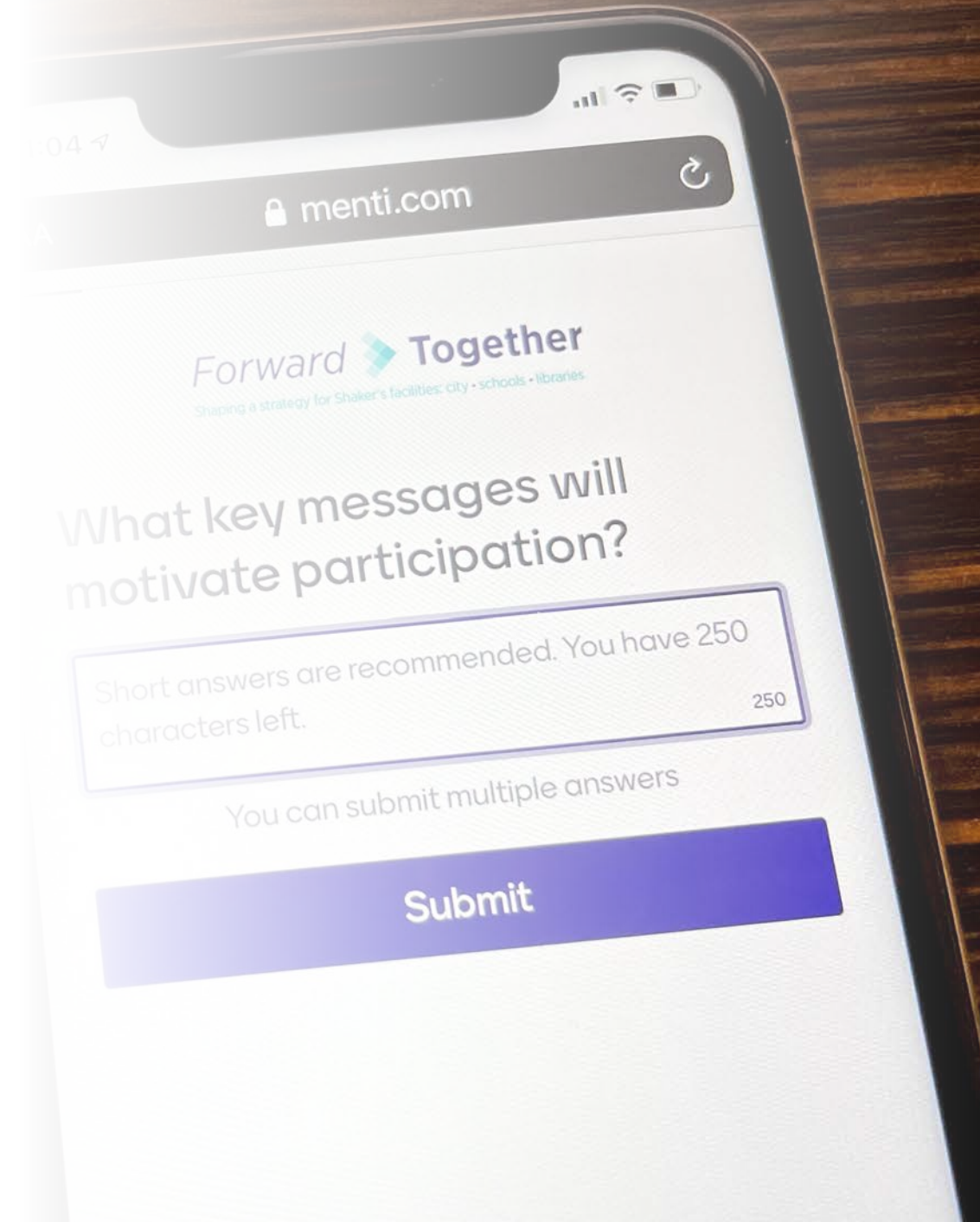
# Project Identity

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# Menti.com

- Visit [menti.com](https://www.menti.com) on your smartphone
- Use code: **2263 1096**



**What Key Messages will  
motivate participation?**



**What are the best tools for reaching people?**

**What are the barriers to participation for people in our community?**

# Forward Together Visioning Reflection and Discussion

# Phase 1 Recap

- Process started in early 2019
- Phase 1 included input from over all 800 people
  - Thought Leaders Panel Discussion
  - Vision Workshops + online survey
  - Priorities Open House + online survey
  - 4,250 individual comments and ideas were collected
- Facilities at-a-glance and inventory
- Vision, goals and 15 priority initiatives were developed



# Phase 1 Recap

## *Why are we doing this?*

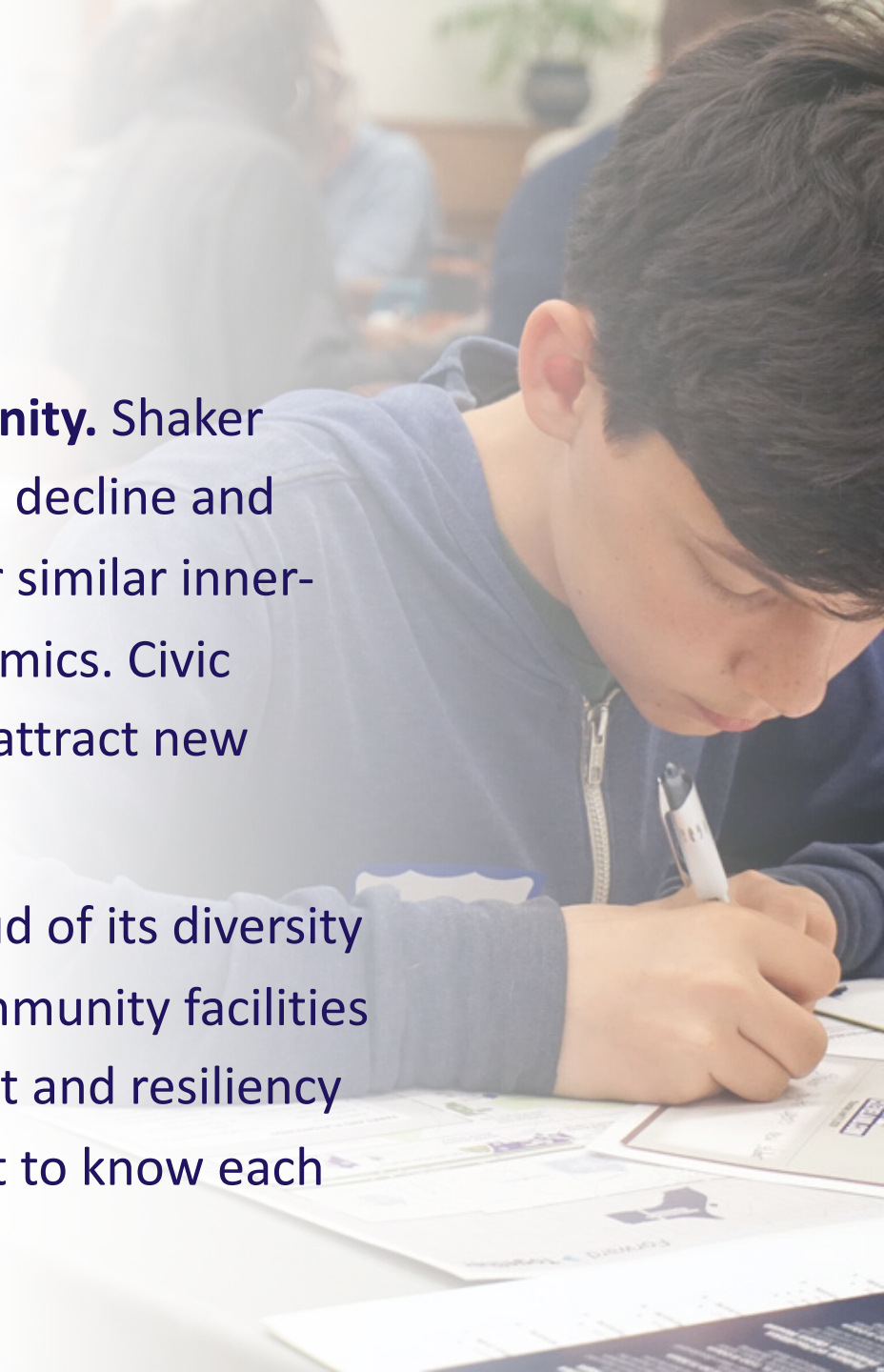
- **To be fiscally responsible.** We are in a new economy of sharing and partnerships are becoming essential to getting things done in a fiscally responsible way. Local municipalities are having to do more with less and collaboration allows for more creative ways to address issues and problem solve solutions.
- **To be more collaborative.** The Shaker Heights we know and love today is the result of a tradition of working together to leverage the most of our community assets. But traditionally, each entity has taken a siloed approach to building, maintaining and operating facilities. Now is the time to think differently about this approach.



# Phase 1 Recap

## *Why are we doing this?*

- **To ensure Shaker Heights is a healthy and vibrant community.** Shaker Heights sits within a region that has had steady population decline and while it has not lost population at the rate of the county or similar inner-ring suburbs, it is still impacted by the larger regional dynamics. Civic assets can be an important tool in helping to stabilize and attract new residents to the community.
- **To promote diversity and inclusion.** Shaker Heights is proud of its diversity and strives to be an open and welcoming place for all. Community facilities play an important role in creating healthy civic engagement and resiliency by providing residents with places to gather, share, and get to know each other.



# Re-introduce Vision and Goals

## Vision:

*The vision for the future of our community facilities is one where collaboration is at the heart of every opportunity, decision and investment.*

## Goals:

- Gather People
- Connect Places
- Utilize Assets
- Collaborate Broadly

# Re-introduce Vision and Goals

## Goals:

- **Gather People...** Places and programming that bring the entire community together and strengthen bonds through recreation, fun, fitness, educational and social opportunities.
- **Connect Places...** A network of safe and easily accessible routes that connect community facilities to one another and to the neighborhoods they serve, as well as the infrastructure that supports virtual connections within the community.
- **Utilize Assets...** A well-maintained network of buildings and facilities that are adaptable, multi-functional, efficient and utilized to their full potential.
- **Collaborate Broadly...** A collaborative spirit and intent between the taxing authorities (School, Library, City), private entities (private schools, religious organizations, non-profits) and regional partners is at the root of all planning and investing, leading to maximum efficiency with respects to costs and the environment.

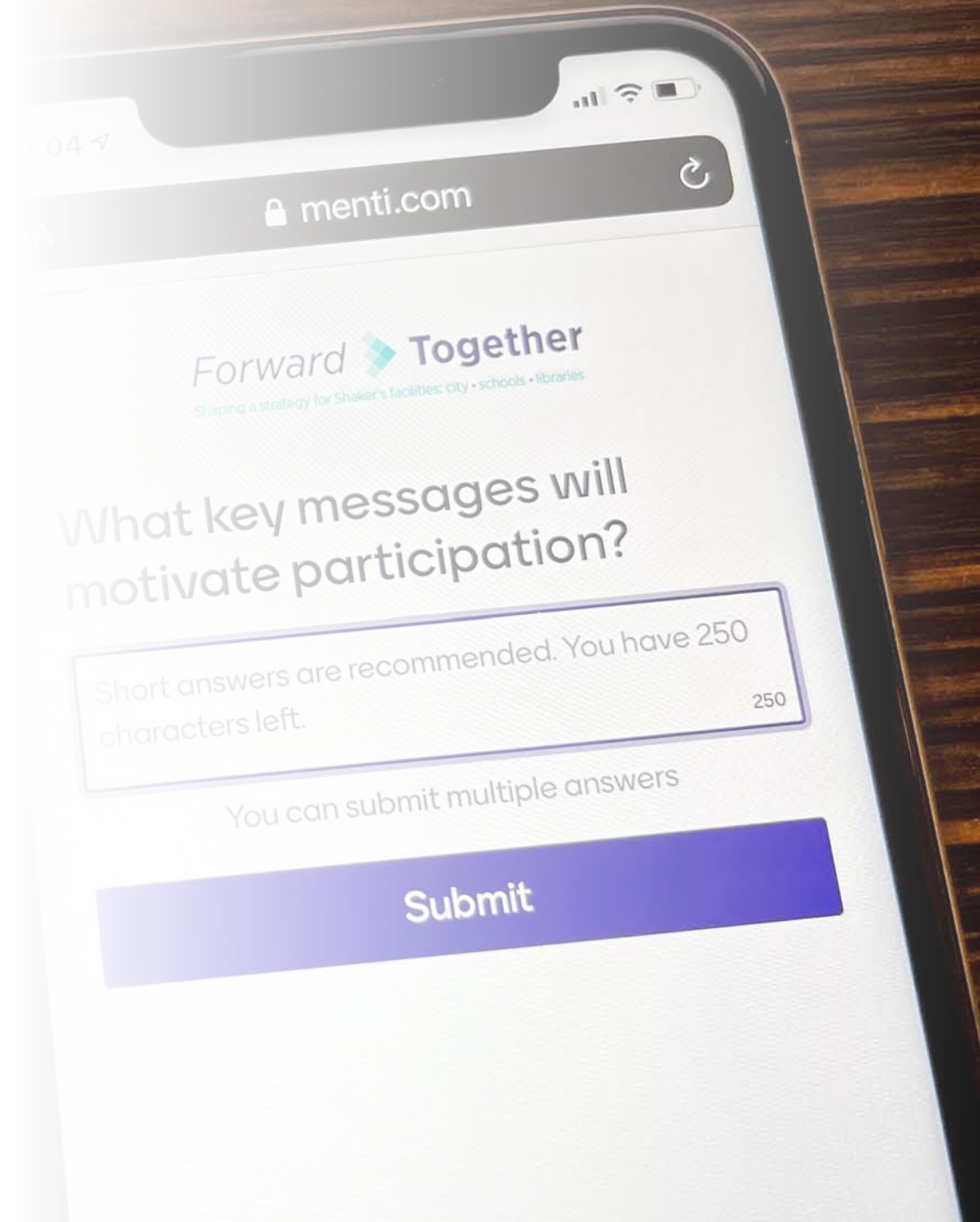


# Goal development discussion

- Goal setting and goal writing exercise
  - Over the next couple meetings, we will go through an exercise to develop new more specific goals for the future of our facilities
- First we would like to get your input on a few key questions

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**In one word what do you  
love most about Shaker  
Heights?**

**What do you think are the  
greatest strengths of the  
Shaker facilities  
(schools, city and libraries)?**

**What do you think are the  
greatest challenges of the  
Shaker facilities  
(schools, city and libraries)?**

**What outcomes would you  
like to see related to  
community facilities?**

# Next Steps

# Next Steps

- Round 1 engagement opportunities (Oct 4-17)  
*\*dates, times and locations are tentative*
  - October 7, 12-1pm and 6-7pm, Zoom Virtual Meetings
  - October 13, 6-8pm, Middle School cafeteria
  - October 14, 11-1pm, Community Building
  - October 14, 4-6pm, Chelton Park
  - Online survey open October 4-17
- A publicity toolkit will be emailed to you

Please spread the word about the opportunities to get involved!



# Next Steps

- Next Meeting September 22, 7-9pm
  - Format TBD (virtual or in person)
- Tentative Advisory Committee meeting schedule
  - Early November (Nov 3)
  - Mid-November (Nov 17)
  - Mid-January (week of Jan 17)
  - Early February (week of Feb 7)
  - Mid-March (week of Mar 14)
  - Late March (week of Mar 28)
- Stay updated [www.ForwardTogetherShaker.com](http://www.ForwardTogetherShaker.com)

# Thank You!

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