

A CENTURY OF SERVING FLORIDA

UF | **IFAS Extension**
UNIVERSITY of FLORIDA

Cleaning Up Lealman

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Background...



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Healthy Communities Initiative

new strategic vision **to improve the quality
of life** for Pinellas County residents



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working in silos has become problematic

departments must realign their services
and **work collectively**



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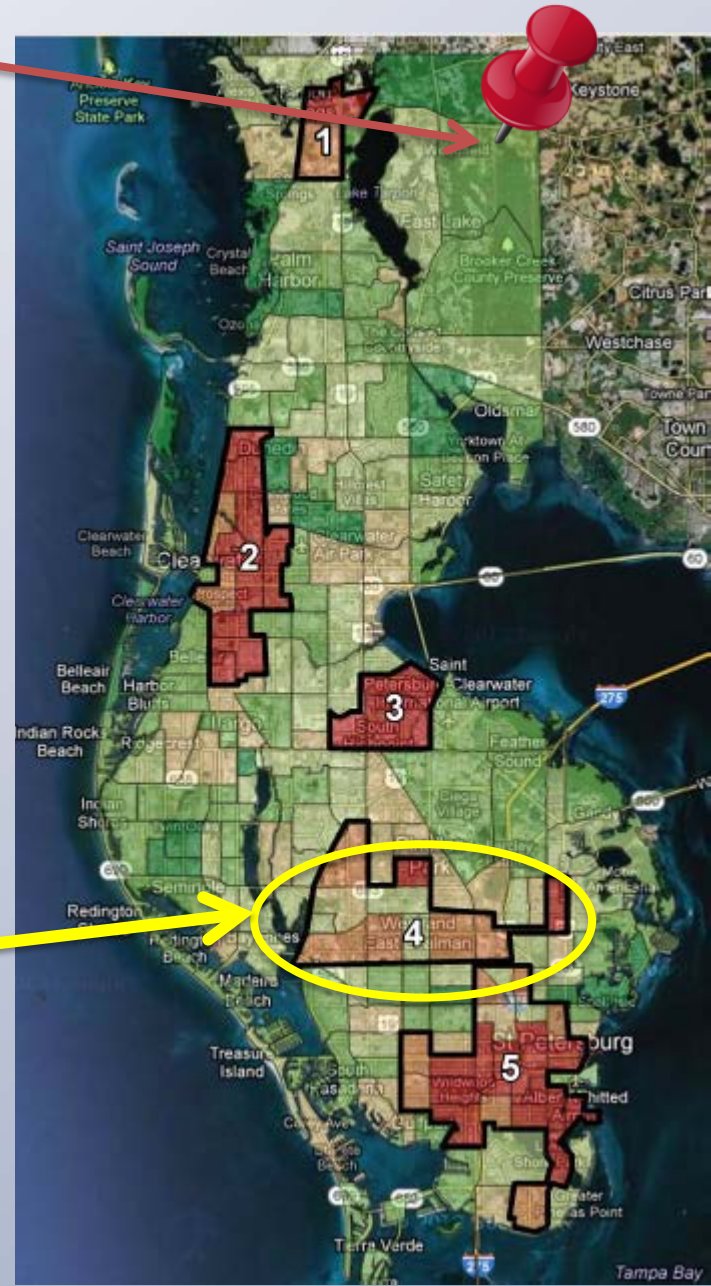
identified **specific zones** with high concentrations of poverty and small return on tax base



My office location



27 miles

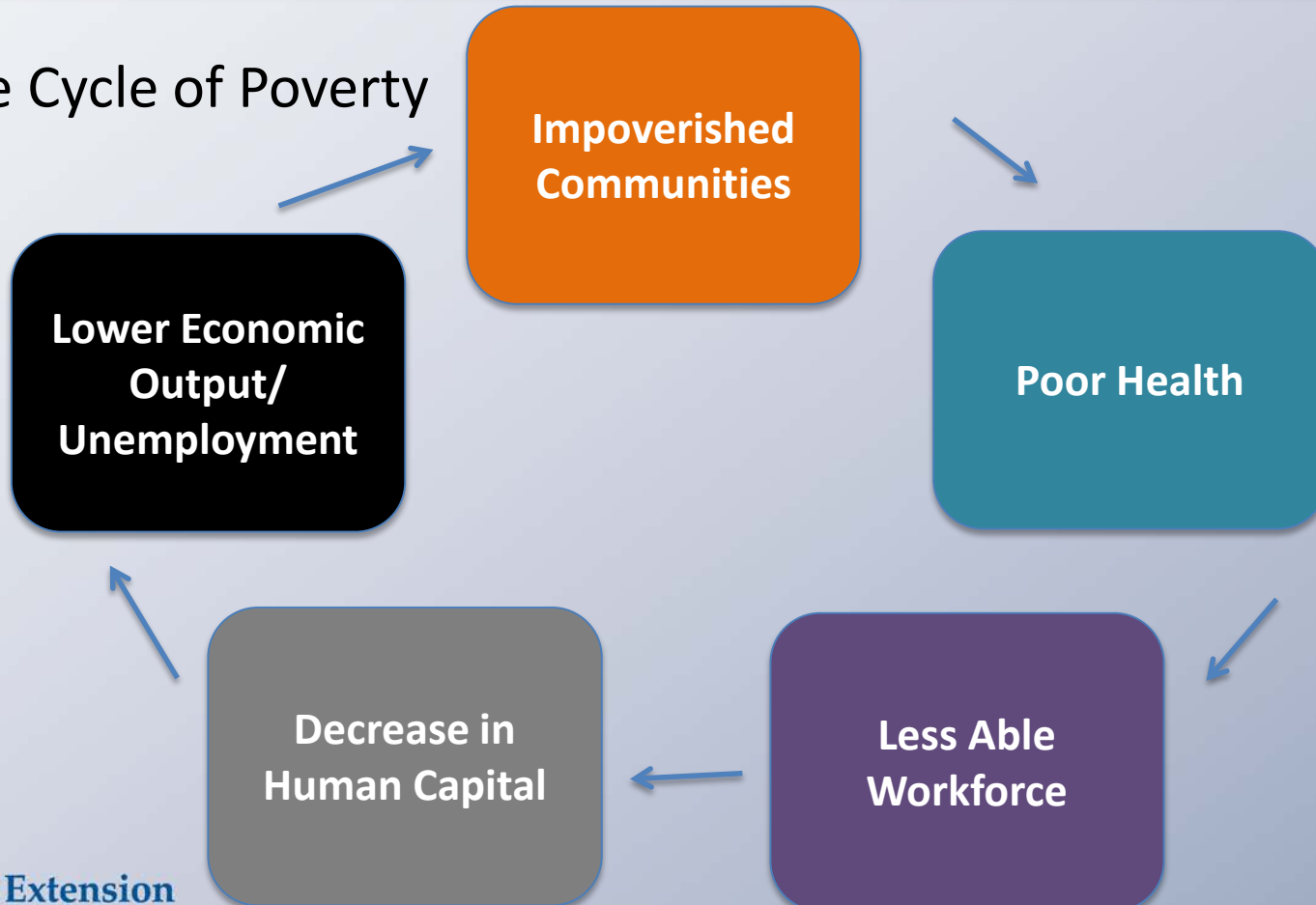


Pinellas County's At-Risk Communities

- Zone 1: East Tarpon Springs
- Zone 2: North Greenwood
- Zone 3: Highpoint
- **Zone 4: Lealman Corridor**
- Zone 5: South St. Petersburg

The Economic Impact of Poverty

- The Cycle of Poverty





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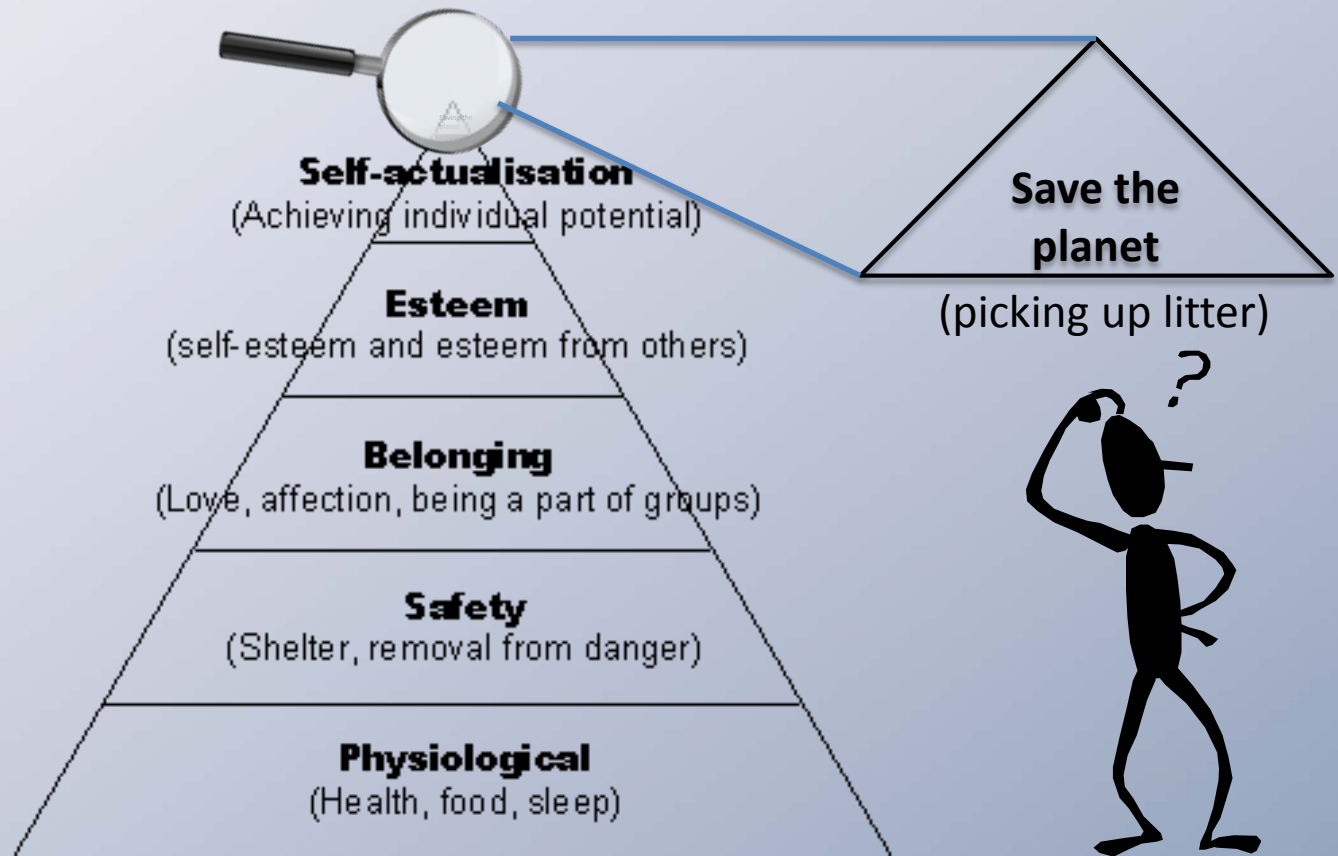
**So what does this
have to do with
natural resources?!**



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NOTHING...

but I had to do something





While doing a cleanup with my 4-H Brooker Creek Explorers Club...



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Welcome to Lealman





05.24.2012 12:02







940 Tons

of trash and
debris
removed from
Lealman from
2001 to 2004



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Objectives

- Establish a core group of stakeholders to develop a vision and plan for Lealman
- Establish a community working group to get involved with litter issues



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Anticipated Outcomes

- A revitalized Lealman community
 - Involved citizens
 - Clean recreational areas
 - Fewer homeless camps



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Where do you start?



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Situation Assessment Matrix

ISSUE: Describe the issue/conflict. What questions are being asked? *Significant amount of garbage cumulating in Joe's Creek. Questions = Why aren't Lealman residents helping with cleanups? How can we build public involvement and community awareness? Where is the trash coming from? How can we create a proactive approach instead of reactive (cleanups)?*

STAKEHOLDER	POSITIONS	INTERESTS	POWER	HOW TO ENGAGE THEM?	HISTORY/ RELATIONSHIPS / OTHER?
	<p>Stakeholders' preferred answers; what is important to them.</p>	<p>Why those answers are important to them?</p> <ol style="list-style-type: none"> 1. Substantive 2. Procedural 3. Psychological 	<p>How much power do they have to influence the situation?</p> <p>Where does power derive from?</p>	<p><i>How might the issue(s) be framed or reframed for them?</i></p> <p><i>Who should be messenger?</i></p> <p><i>How should message be delivered?</i></p>	<p><i>How long has this been an issue?</i></p> <p><i>How did it arise?</i></p> <p><i>What relationships exist between key stakeholders?</i></p> <p><i>Between you (or your organization) and key stakeholders</i></p>



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LET THE MEETINGS BEGIN!



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Process Agenda

Looking back...

The image shows three overlapping copies of a 'Process Agenda' document. The top-most copy is clearly legible and contains the following content:

Process Agenda		Set up and materials
Time and Person Responsible	AGENDA TOPICS, OBJECTIVES & ACTIVITIES	Participant Agenda Coffee Snacks Name tags Markers
	<p>1. Welcome and Introductions</p> <p>Objectives:</p> <ul style="list-style-type: none"> Establish comfortable and constructive learning environment Set the tone and identify purpose of meeting <p>Activities/Interactions:</p> <ul style="list-style-type: none"> Allow everyone to get settled, get a name tag, grab a drink/snack to get started (10 minutes) Introduce myself (2 minutes) Participant Introductions (5 minutes) -Name, Title, 1 sentence of what they do Logistics (bathrooms, breaks, etc.) (1 minute) Participant Agenda & State objectives for the meeting-ask if there are any questions (5 minutes) Formally establish a core group of stakeholders representing the Lealman community (find out who is missing) Complete a timeline looking back over the history of Lealman to determine when the community was at its best/worst (2 minutes) State expectations, roles and responsibilities, ground rules (2 minutes) Icebreaker (5 minutes) -Stand in circle and ask them to step into the circle if they answer "yes" to the following questions: Do you have children? Grandchildren? Do you live in Lealman? Have you been to Greenway Park in the last month? Do you think there are other problems in Lealman? <p>Total: 30 minutes</p>	
	<p>2. Timeline activity</p> <p>Objectives:</p> <ul style="list-style-type: none"> Humans mark time with key events...have them name some examples. 2) Today we will use a participatory "Timeline" activity to help us facilitate a discussion about Lealman. 3) Ask who has used a timeline (shoe of hands)? Ask "For what?" (5 minutes) Align tables or tape up large flipchart paper to make an elongated sheet of paper (a "timeline") (should do this beforehand...) Assign a recorder (Julie?) and explain their role to take notes of open discussion points throughout the activity on a flip chart (give multiple markers) (2 minutes) Give everyone a marker to write with (1 minute) Ask the following questions (one at a time) <ul style="list-style-type: none"> Let's plot out what we did as an activity...so when did you first start working in or with Lealman? (What was it you were doing?) (5 minutes) Now indicate key moments (good or bad) for or in the community from your own experiences (ordinances passed, working groups established, clean ups, partnerships, changes within the community, etc.) Ask a few to share (15 minutes) How past out a different colored dot for each of the following and ask a few to share why they put their dot where for each one (10 minutes): <ul style="list-style-type: none"> Green: When did you feel most optimistic about the Lealman community as a whole? (Why, what were the conditions) Pink/Blue: When was the litter issue at its best? (Why) Questions taken during the activity (5 minutes) <p>Total: 30 minutes</p>	Markers Sticky dots
	<p>3. Debrief</p> <p>Objectives:</p> <ul style="list-style-type: none"> Summarize the meetings activities and results to bring closure to the meeting and have a clear vision for the next steps <p>Activities/Interactions:</p> <ul style="list-style-type: none"> Summarize the meeting (looking at agenda and providing a brief summary of each item) Next steps - indicate I would like to continue to have regular meetings with this core group of stakeholders. Today we discussed the past and see how we think we can move forward to bring this price back to everyone - I will send out another meeting I would like to do out? How past out a different colored dot for each of the following and ask a few to share why they put their dot where for each one (10 minutes): <ul style="list-style-type: none"> Green: When did you feel most optimistic about the Lealman community as a whole? (Why, what were the conditions) Pink/Blue: When was the litter issue at its best? (Why) Questions taken during the activity (5 minutes) <p>Total: 30 minutes</p>	



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Timeline Activity

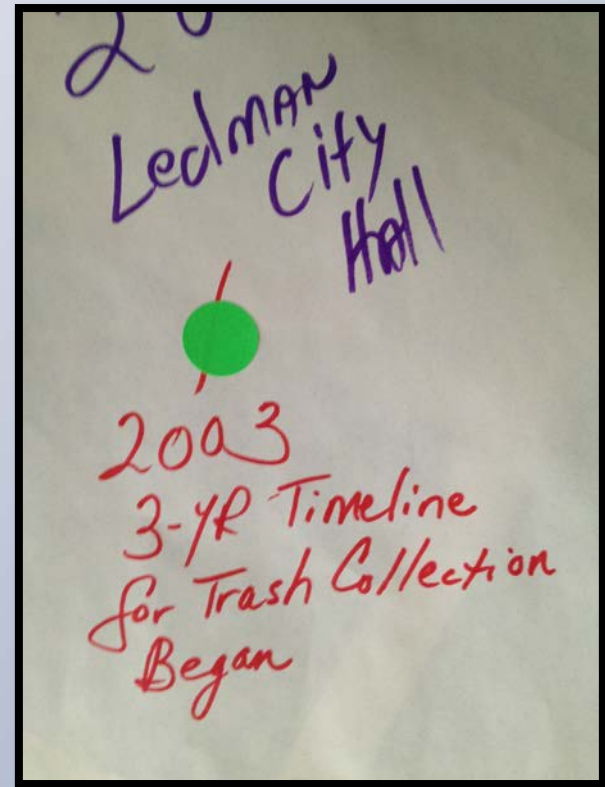
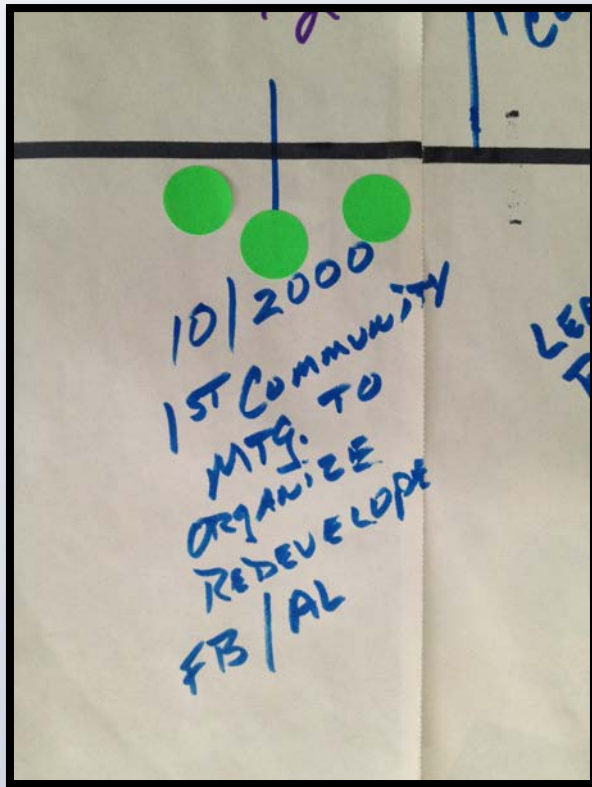
Indicate key moments for the Lealman community (good or bad) based on your own experiences...





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“When did you feel most optimistic about the Lealman community as a whole?”





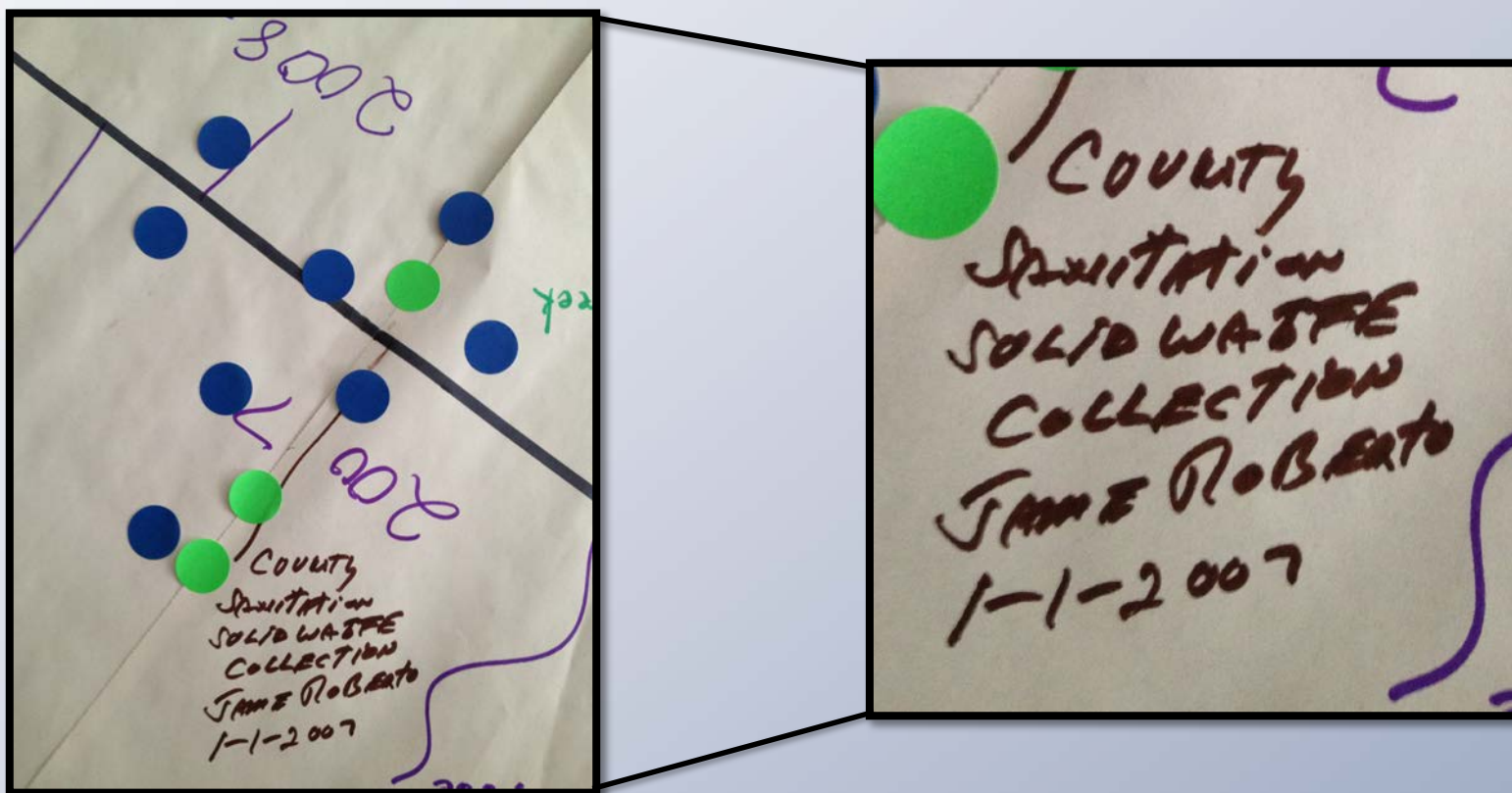
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“When was the litter issue at its best?”





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Small Group Debrief

1. What have you learned about the situation in Lealman from the timeline activity? **Code enforcement!**
2. What key people/stakeholders should be at this meeting, but aren't? **Identified two key players missing**





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ONE MONTH LATER...



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Blue World/Green World

Scenarios Planning





5. RAISE YOUR HAND
 5. Clean-up

Brainstorming Strategies for Achieving Ideal Scenario
 Think, Pair, Share

What would have to change & how could it be changed?
 -Think realistically (what should we start/stop)

What opportunities/capacities can be built upon? **How?**

What are the constraints and weaknesses of the items you identified: how can they be minimized?

GREEN WORLD

Environmental
 Events:
 Stormwater fee approval 2013
 Code enforcement updated 2014
 Joes Creek WMP 2014
 Adopt a block/road 2015
 Alley Clean-up 2015
 Water goat Creek 5th 2015
 Improved Parks
 Penny for Ponds 2017

Political
 Comm. Tour by RCC 2012
 Healthy Comm. Day 2012
 C.R.A. T.S.F. approval 2015
 Review Annex number 2015
 Planner returns 2015
 Changes of Council 2015
 Biz Directory 2015
 Pro active code enforcement 2015
 JWB / School Board / Dec 2015

BLUE WORLD

Environmental
 Events:
 Hubby Comm. Day 2013
 Comm. CCA / Clinic 2013
 Fulkner Market Street 2013
 Comm. Events 2013
 LCA 10th Annual 2013
 Duval Red Hot Paper 2013
 P&H Spanish Ave 2013
 Comm. Dec. 16/17/18/19

Political
 Comm. Tour by RCC 2012
 Healthy Comm. Day 2012
 C.R.A. T.S.F. approval 2015
 Review Annex number 2015
 Planner returns 2015
 Changes of Council 2015
 Biz Directory 2015
 Pro active code enforcement 2015
 JWB / School Board / Dec 2015

TELEVISION

Environmental
 Events:
 Stormwater fee approval 2013
 Code enforcement updated 2014
 Joes Creek WMP 2014
 Adopt a block/road 2015
 Alley Clean-up 2015
 Water goat Creek 5th 2015
 Improved Parks
 Penny for Ponds 2017

Political
 Comm. Tour by RCC 2012
 Healthy Comm. Day 2012
 C.R.A. T.S.F. approval 2015
 Review Annex number 2015
 Planner returns 2015
 Changes of Council 2015
 Biz Directory 2015
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Next Steps

- Continue to work with core stakeholder group
 - Monthly meetings
 - Establish goals, objectives and deadlines for new vision



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And hope for another one of these...



Lara:
Good work!!
Thanks.
Bob

Robert LaSala

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Fax (727) Enter Fax Number
rlasala@pinellascounty.org



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Thank you!



Got any
questions?