



New Instructor Info

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Welcome

Thank you for taking the time to provide in-class instruction to our Citizen Planners, we know that your time is valuable. Partners like you ensure that we continue the important work of the Citizens Planning Institute.

Citizens Planning Institute Program Info

Citizens Planning Institute (CPI) is the education and outreach arm of the Philadelphia City Planning Commission.

CPI's main programming is an **eight-week course** that empowers citizens to take a more effective and active role in shaping the future of their neighborhoods and of Philadelphia through a greater understanding of city planning and the steps involved in development projects. The course includes 7 evening classes: a class orientation, three introductory classes on planning issues and principles, land use and zoning, and the development process; and three electives, the topics for which change every session.



The course runs every Spring and Fall.

Spring 2020	Fall 2020
April 8 – Orientation	September 30 – Orientation
April 15 – Core 1	October 7 – Core 1
April 22 – Core 2	October 14 – Core 2
April 29 – Core 3	October 21 – Core 3
May 6 – Special Topic 1	October 28 – Special Topic 1
May 13 – Special Topic 2	November 4 – Special Topic 2
May 20 – Special Topic 3	November 12 – Special Topic 3
May 27 – Workshop	November 18 - Workshop

Each participant is also required to complete a final project in order to earn their Certificate of Completion as a Philadelphia Citizen Planner, which they receive at a public ceremony.

As of Fall 2019, **570 participants** representing over **125 different neighborhoods** have completed this award-winning program!

Class Location & Logistics

CPI Classes take place in the One Parkway Building, 1515 Arch Street, 18th Floor, City Planning Commission Room 18029.

You will need to show photo ID and sign in at the security desk downstairs. Then proceed to the second bank of elevators.

A catered dinner is served starting at 5:30 and you are welcome to join!

Class will start promptly at 6pm. We will have your presentations loaded and open on the computer, you're more than welcome to bring a flash drive as back up. Plan on arriving at least 15 minutes before your scheduled presentation time and staying through your respective Q&A time. You do not need to stay for the entire class but are welcome to.

There is a group exercise at the end to help reinforce the material communicated during class. If you can stay it's a great chance to interact with some of the participants, answer questions, and reinforce your learning objectives.

Class Structure

The participants selected for the CPI program represent geographically diverse parts of the city and come with very different experiences in planning, in education, and interpersonal skills. We aim to make all classes welcoming and comfortable for people of all backgrounds and levels of understanding.



We choose CPI presenters who are not only experts in their fields but have the talent to make complex topics easy to understand. With this in mind, we've come up with a few tips to help you prepare for class.

Presentation Language:

- Use plain language. Language specific to your area of expertise may be important, but if it's not a common word or expression- take time to explain what it means.
- Please limit the use of acronyms! You may think an acronym is "common knowledge" but don't assume. Err on the side of explaining first- then using the abbreviation.
- Limit the use of verbiage on slides. When using text, limit it to headings or bullet lists. *[general guideline is to use greater than 20 pt font size in powerpoints]* When learners look back at their handouts of printed slides (3 slides per page), the text should help them remember the key points.

Presentation Flow:

- Introduce your presentation with a quick overview of what topics you will be covering- this helps learners understand the pace of the presentation.

- Prepare the presentation with “key learnings” in mind. Generally, this is 5-7 key points.
- Share your personal experiences with the subject (why are you involved?). People will remember material that is connected to a “story”.
- Provide ways they can **take ACTION** or share information. Participants are looking for tools to create tangible results in their communities.
- Hold off on answering questions until the end, unless they are clarifying questions. However, **DO** work in a few questions **TO** the group- to keep them engaged. CPI will facilitate a 10-minute Q&A period after each presentation.
- Summarize at the end what the key take-aways are.
- Practice so you stay within the agenda’s time limits! You may be cut-off if you go over your time, as we need to allow time for Q&A, break, other speakers and final exercise(s).

Pre-Class Timeline & Materials

Prior to your class date we will need the following information, your headshot, biography, and class description. Please see below for samples on each.

We prefer “.ppt” format instead of “.pdf”, because we print the presentation double-sided for each participant in the “3 slides to a page with notes lines” format. The city server has a 10 MB limit on attachments. Please send your materials via dropbox or google drive using the CPI@phila.gov. Let us know if you prefer to share via another method. It’s important that we receive the presentation in advance so that we review and make copies for class.

Spring 2020 Material Deadlines

- February 14 – Instructor headshot, bio and class description
- 1 week before your class – presentation and any handouts

Sample Headshot & Biography

Tony Ewing, *Principal, Development and Construction, Shift Capital*

Tony is a Principal at Shift Capital LLC, a social impact real estate firm based in north Philadelphia. Tony is responsible for leading Shift's development and construction teams, guiding strategic initiatives, and furthering the firm's efforts in economic and community development. Prior to joining Shift, Tony previously served as Vice President at Liberty Property Trust, where he lead development and leasing strategies for Liberty's real estate holdings in the Greater Philadelphia region. Tony's commercial real estate experience includes development, leasing, construction, acquisitions, and management of multiple property types including office, warehouse, multifamily, and laboratory space. Mr. Ewing has a BS in Mechanical Engineering from Cornell University and an MBA in Real Estate from The Wharton School. He is a licensed real estate salesperson in Pennsylvania and New Jersey.



Sample Class Description

Special Topic #3: Telling Your Neighborhood's Story- How to Have a Voice in Local News

November 6, Wed. 6:00-9:00pm

What stories would you want to promote about your neighborhood? What role can you play in improving coverage of your community and the issues you care about? Learn about the Organizing for Neighborhood News project, which was a six-month pilot project in Philadelphia that trained and mentored community members and student journalists to work with residents, developed stories with reporters and boosted information that helped counter coverage that stigmatizes people of color and marginalized communities.

At this workshop, you'll learn strategies to strengthen local news and make it more responsive to and representative of city residents. You'll learn how to find the untold stories in your community, build close relationships with journalists, and share stories that get attention and inspire people to action.



Storytelling is also a powerful means to build trust and credibility. Planning helps communities tell a story about future visions- what does your neighborhood look like in 50 years? You'll hear about a North 5th Street Revitalization Project pilot that engaged local youth to learn about their own community stories and helped strengthen their commitment to staying there.

Mike Rispoli, *News Voices Director, Free Press/Free Press Action Fund;*

Andrea Wenzel, *Ph.D., assistant professor, Klein College of Media and Communication, Temple University;*

Stephanie Michel, *Director, North 5th Street Revitalization Project*

Sample Class Syllabus



One Parkway, 13th Floor, 1515 Arch Street, Philadelphia, PA 19102
Voice: 215-683-4640 Fax: 215.683.4630 www.citizensplanninginstitute.org

Special Topic Class #3: Coalitions: working with other organizations

Course: Spring 2019
Date: May 15, 2019, 6:00-9:00pm
Faculty: Christi Clark, Organizing Director, Women's Community Revitalization Project
Eboni Taggart, Community Organizer, Women's Community Revitalization Project
Randy Duque, Deputy Director, Philadelphia Commission on Human Relations
Brandy Bones, Vice President and Treasurer of Bella Vista Neighbors Association, member of the Philadelphia Crosstown Coalition, Citizen Planner

Unit 1: Coalitions- what are they and how to address conflict

Last September, the Philadelphia Coalition for Affordable Communities (PCAC) brought together over 60 organizations to get City Council and the Mayor to put \$71 million toward affordable housing options over the next five years. And they're not done yet!

The Philadelphia Commission on Human Relations (PCHR) is the nation's oldest municipal agency dedicated to enforcing civil rights and anti-discrimination laws and peacemaking in the city. Oftentimes, PCHR is called into neighborhoods to help address tensions before they escalate into violence. In this unit, you will learn fundamental conflict management skills that PCHR staff use, like how to use listening to reduce tensions, which you can use in your organizations and in coalitions.

Unit 2: Forming coalitions and case studies

The Philadelphia Crosstown Coalition is a nonprofit, non-partisan organization of civic associations, creating a united voice to advocate around issues that affect Philadelphia residents' quality of life. The Crosstown Coalition is working on issues including exploring how the Zoning Board of Appeals weighs RCO input on zoning variances, and exploring ways to provide insurance protections to all RCOs.

Most of this unit will be Interactive group work on when it makes sense to form a coalition, how to build one, the conflicts that can happen, and what coalitions can achieve.

AGENDA:

6:00pm	Buffet Dinner / Distribution of Session Materials
6:10pm	Review materials / introductions of returning Citizen Planners
6:20pm	Unit One: Intro to Coalition-Building
6:40pm	Conflict resolution and active listening
7:20pm	Q&A
7:30pm	Break
7:35pm	Unit Two: Philadelphia Crosstown Coalition
7:45pm	Group Brainstorm
8:00pm	Choosing Coalition Partners
8:35pm	Planning for Conflict
8:55pm	Evaluation forms

References & Supplementary Materials:

<https://www.wcrpphila.org/> Women's Community Revitalization Project

<https://www.philacrosstown.org/> Philadelphia Crosstown Coalition

<https://www.phila.gov/humanrelations/pages/default.aspx> Commission on Human Relations

Post-Class Feedback

Evaluation forms are completed at the end of each class. On the Friday following class, we will email you the evaluation form results, including a request for you to help us answer any questions from the class. This information will be compiled and emailed to the class on the Monday after class.



Session Title	Reducing Litter
Instructors	Nic Esposito, Josh Klaris, Kelly Offner
Date/Location	May 8, 2019 / PCPC Meeting Room 18 th Floor

Your feedback is very important to make Citizens Planning Institute the best it can be! We will use it to improve future classes.

Please circle your selections

Spring 2019 CPI Special Topic Class #2 Evaluation

	Disagree	Agree	Strongly Agree
1. The information I learned tonight will help me to be more effective in my community.	1	3	5
2. Tonight's session was relevant to my reasons for applying to CPI.	1	3	5

Presenters: Nic Esposito

3. This instructor was clear and understandable.	1	3	5
4. This instructor presented material in ways that held my attention.	1	3	5

Presenters: Josh Klaris

5. This instructor was clear and understandable.	1	3	5
6. This instructor presented material in ways that held my attention.	1	3	5

Presenters: Kelly Offner

7. The instructor was clear and understandable.	1	3	5
8. This instructor presented material in ways that held my attention	1	3	5

7. What is the major point or idea you will take away from tonight's session?

8. What is the main unanswered question you leave the session with tonight?

+ What did you like best about tonight's session?

Δ What would you improve about tonight's session?

Additional comments (continue on back if needed):

Instructor Checklist

- Contact Info – Due February 14, 2020**
- Headshot – Due February 14, 2020**
- Biography – Due February 14, 2020**
- Class Description – Due February 14, 2020**
- Powerpoint – Due 1 week before your class**
- Handouts – Due 1 week before your class**

Additional resources:

<https://citizensplanninginstitute.org/course-info/instructors>

<https://citizensplanninginstitute.org/course-info/classes>