About CPI:

The Citizens Planning Institute (CPI) has been offering semi-annual classes since 2010 to educate Philadelphians about city planning and encourage residents to learn more about creating a more livable, green, and sustainable Philadelphia.

Successful graduates completing the 15 required hours of classes receive a Certificate of Completion as a Citizen Planner. To date, the 245 graduates represent 17 of the 18 planning districts of the city.

The CPI is the education & outreach component of Philadelphia’s Integrated Planning & Zoning Process, which was recognized with a 2013 “National Planning Excellence Award for a Best Practice” from the American Planning Association.

Integrated Planning and Zoning Process
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CPI Director: Donna J. Carney, R.A. CPI Program Associate: Ariel Diliberto

Advisory Board Members:

Philippa Campbell (CPI grad) Center City Residents Association, Preservation Alliance member, Professor
Emaleigh Doley (CPI grad) Commercial Corridor Manager, Germantown United CDC
Rana Fayez (CPI grad) Board member- Spruce Hill Community Association
Leroy Fisher, (Fisher (CPI grad and Neighbors Helping Neighbors contributor) Impact Service Organizer, Office of Civic Engagement & Volunteer Service; Hunting Park United, Co-founder, President
Owen Franklin, AICP (CPI Instructor) Director, Promise Zone Initiative, Mayor’s Office of Community Empowerment & Opportunity
Michelle Freeman Publisher, Flying Kite Media
Donna Griffin (CPI Instructor) Community Economic Development Consultant, Community Capacity Builders
Christine Knapp (CPI Instructor) Deputy Chief of Staff & Director of Government Affairs, Philadelphia Water Department
Michael Moody (CPI grad) Program Coordinator, Building Wealth & Health Network, Drexel Center for Hunger-Free Communities
Scott Page (CPI Instructor) Principal, Interface Studio
Joe Rively (CPI grad) Board of Directors, Friends of Rittenhouse Square; Director, International Development, University of Pennsylvania
Heidi Segall Levy, AIA Director of Design Services, Community Design Collaborative
Eleanor Sharpe, AICP, LEED AP Deputy Executive Director, Philadelphia City Planning Commission
Natalie Shieh, AICP, LEED AP (CPI Instructor) Project Director, 30th Street Station District Plan, AMTRAK
Joyce Smith (CPI grad & Instructor) Community Development Officer, Viola Street Residents Association
Alan Urek, AICP Deputy Commissioner for Planning, City of Philadelphia, Department of Public Property
Mark Wheeler (CPI Instructor) Chief Geographic Information Officer, City of Philadelphia (formerly PCPC staff planner)
Venise Whitaker (CPI grad) Treatment Foster Care Worker at Delta Community Supports, Fishtown Neighborhood Association (FNA) Zoning Committee, Faithful Laurentians Institute Board member
“I had such a great experience and gained a wealth of knowledge. I will use your feedback to continue to work towards uniting my community.”

Michael Moody, Fall 2016
Introduction & Context for Strategic Planning

The mission of CPI is to empower interested and active citizens to be more effective advocates for planning positive neighborhood change and development at both neighborhood and city-wide levels. Its initial charge in 2010 was to enlighten current and emerging civic leaders about change that was likely to occur as the City updated its decades-old comprehensive plan and zoning code.

The mission is primarily accomplished through a semiannual course designed for individuals within neighborhood organizations- civic and business associations, who are motivated to engage in planning issues. The course consists of three “core” classes, three “elective” classes, and optional workshop and a required course project. Participants meeting all requirements receive recognition with a “Certificate of Completion as a Citizen Planner”. Graduates receive a minimum of 15 hours of instruction balanced with interactive group exercises.

To date, the CPI has:

- Received over 1,000 applications from across the city (30 selected for each course session);
- Trained 390 participants (“citizen planners”), representing over 400 organizations, over 125 neighborhoods, and 17 of the 18 planning districts;
- Relied on the talents of 118 volunteer instructors and panelists from the public, private and nonprofit sectors.
- Delivered other public trainings, conference presentations, and workshops to over 1,100 people.

CPI is the outreach and education entity of the Philadelphia City Planning Commission (PCPC). Today its staff are paid through the City of Philadelphia’s general fund, but for its first five-plus years it was wholly supported through a variety of grants and a modest amount of revenue generated by course fees. Funding sources have included the William Penn Foundation, the Philadelphia Office of Housing and Community Development, Delaware Valley Regional Planning Commission, the US Dept. of Energy’s Energy Efficiency and Conservation Block Grant program, and the Philadelphia Commerce Department.

CPI has received national recognition as a replicable model for citizen engagement. Due to great demand and the need for building neighborhood capacity, we are exploring possibilities for expanding the outreach and diversifying the programming.

In 2014, CPI released its first Strategic Vision, the product of a three-month strategic planning process led by the CPI Director and the participation of its Advisory Board members. In 2016, a Strategic Vision Update committee of the Advisory Board was initiated to review progress on the 2104 Strategic Vision and refresh its goals, strategies and actions given progress over the past two years and the significant change of financial support that occurred in 2015 and 2016, principally shifting from grants to City general funds for staffing.
Mission

The Citizens Planning Institute 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.

Vision

Citizens throughout the City of Philadelphia are meaningfully engaged in planning for their communities and the City. CPI is the “front door” for grassroots planning and central hub for a wide reaching network of empowered community advocates.

Values

- Creating a friendly and supportive, high quality learning environment.
- Delivering information to encourage critical thinking which is consistent regardless of audience.
- Inspiring learners to connect with other like-minded community contributors.
- Collaborating with respected knowledge experts from public and private sectors.

Goals

Goal 1
Demonstrate continuous value through quality programming that ensures longevity.

Goal 2
Provide opportunities for alumni to participate in fundraising, recruitment and leadership roles.

Goal 3
Support smart, engaged citizen planners in every neighborhood.

Goal 4
Engage with a larger and more diverse audience.

Goal 5
Develop a diverse community of partners and sponsors.

Goal 6
Act as a national model for citizen engagement in the planning process.
Strategies to Meet the Goals

For the 2014 Strategic Vision, an online survey was distributed to about 350 stakeholders—graduates, instructors, affiliated organizations, and selected Planning Commission staff. Survey takers (120) were asked to rank the priority of nine strategies which had been formulated through previous course evaluations, focus groups and online surveys. Fifty of the respondents added more detailed commentary to back up their priority selections.

These initial strategies have now been streamlined to better reflect the overall goals of CPI and the contribution of CPI staff within the Planning Commission. Several of the previous strategies are now incorporated as “actions” within larger strategy categories. To achieve its stated goals, CPI will organize its efforts and activities around six strategies focused on coursework, fundraising, alumni, City Planning Commission support, expanded programming, and outreach.

**Strategy**

| Strategy 1: | Coursework: Offer a curriculum of courses and electives to citizen planners from all corners of the city. |
| Strategy 2: | Fundraising: Increase and diversify funding and other resources to grow the CPI’s impact. |
| Strategy 3: | Alumni: Provide opportunities for alumni to stay engaged with the CPI, continue learning, and spread their knowledge. |
| Strategy 4: | City Planning Commission Support: Lead the education and outreach efforts of the City Planning Commission and the Office of Planning and Development. |
| Strategy 5: | Expanded Programming: Develop content and learning materials that support the curriculum and other CPI activities. |
| Strategy 6: | Outreach & Partnerships: Expand methods of promoting the program beyond the semiannual core curriculum. |

The 2014 Strategic Vision identified Growth Scenarios of - “Flutter”, “Fly” and “Soar” (diagram below). With the hiring of a Program Associate in 2015, CPI is in the “Fly” stage of growth. The following pages identifying action items for each of the six Strategies reflect either metrics achieved to date or additional levels of implementation that could be achieved in a “Soar” scenario of additional staff/consultants.
"The course was jam-packed with useful information and resources and it was great to hear from those who have done/are implementing changes in their own communities."

Judy Walterson, Spring 2016
**Strategy 1: Coursework:** Offer a curriculum of core courses and electives to citizen planners from all corners of the city.

Continuing to offer a regularly scheduled series of core and elective courses to a broad range of interested citizens is the principal strategy for achieving the goals of CPI. This approach to training and educating current and emerging neighborhood leaders has been highly successful and should continue to be the “bread and butter” of CPI. As in the past several years, core classes should continue to be refined and new elective courses developed to reflect the interests of the applicants. The and the pool of applicants and faculty made broader and deeper.

### Testimony from CPI Community:

- *I walked away from each class feeling inspired to be a better neighbor and more connected to Philadelphia.*
- *The course was jam-packed with useful information and resources and it was great to hear from those who have done/ are implementing changes in their own communities.*
- *This course has motivated me beyond what I thought it would. It has encouraged me to think higher and outside the box. The classes were well planned, fun, organized, engaging and very insightful.*
- *I simply didn’t know what I didn’t know. The CPI course opened my eyes to all the resources, data, and tools available to community groups.*
- *Since graduating from CPI, I have felt more confident in discussing planning issues and contributing to my community. It has actually inspired me to explore new careers in urban commercial development and has broadened my initial interest in my civic association… Thank you!*"  

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<tr>
<td>1a</td>
<td>Continue to offer semiannual courses, educating 30 citizen planners per round.</td>
<td>2010-2016 : 390 graduates  2010-2016 : 13 course semesters  2010-2016 : 75 individual classes  2 course series - 60 graduates per year</td>
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<td>1b</td>
<td>Continue to recruit faculty from public, nonprofit and private sectors.</td>
<td>2010-2016 : 118 instructors  Track number + organizations represented</td>
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<td>1c</td>
<td>Increase participation of CPI graduates as faculty.</td>
<td>2010-2016 : 21 CPI grad presenters or panelists  Expand participation each semester</td>
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<tr>
<td>1d</td>
<td>Increase the number of applicants from under-represented neighborhoods.</td>
<td>125 ± neighborhoods represented; Increase # of those accepted from new and targeted neighborhoods</td>
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**Expansion Opportunities:**

The semiannual (spring and fall) course structure is unlikely to change and provides a now predictable window for applicants interested in the program. Each seven-week course is prefaced by a six-week long preparation and volunteer instructor search, a month-long application and selection period, and an annual large public event which includes a graduation recognition of spring and fall graduates.

Additional funding would enable the transcription of course presentations and development of more stand-alone materials, videos and other supporting educational tools to deeper the learning and expand the reach of the course content. Additional funding could also enable greater in-person outreach efforts at the neighborhood level.
Strategy 2: Fundraising: Increase and diversify funding and other resources to grow CPI’s impact.

CPI’s two staff positions are currently funded through the City’s operating budget, which is a recent and significant change. For the first five years of the program, CPI was wholly dependent on grant resources from outside City government. This transition to funding for CPI staff demonstrates a commitment by the City to the value of the CPI, and the ability of earlier grant funding to lay the foundation for building what is now seen as an essential program.

Continuing to obtain grant and additional City funds, and diversifying the resources that support CPI are crucial to growing its impact.

Testimony from the CPI Community:

- “having revenue is obviously very important to allow this GREAT program to continue…However, I think it’s important to stay as neutrally affiliated as possible.”
- “Developing training services with different fee structures sounds like a good idea, but I think the City should fund the programming overall, it should be a priority.”
- “diversifying revenue can help CPI live on!”
- “To lose this vital program due to a lack of funding would be detrimental to all.”
- “…sustainability of the program is essential.”

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| 2a | Maintain City funding to support Director and Program Associate positions. | • 2010-2014: 1 grant funded position  
• 2015: 1 City funded position, 1 part-time grant funded position  
• 2016: 2 City funded positions for a total of $135,000 in city general funds to support CPI staffing costs  
• 2017: continue to support 2 staff positions  
• 2018: advocate for 1 additional staff position |
| 2b | Continue to seek out sponsorships for CPI events and activities. | • 2015/16: Obtained $6,000 in sponsorships for each PCPC annual progress & CPI graduation celebration (Jan ’15 and Jan ’16).  
• 2017: Identify & reach out to 2 potential sponsors.  
• 2017+: Continued hosting of public event: PCPC annual progress & Citizen Planner graduation celebration (see Action 4c) |
| 2c | Identify and encourage potential sponsors to provide financial aid and scholarships for accepted applicants. | • Advisory Board identify & correspond with at least 3 potential sponsors.  
• Increase in number of scholarships provided |
| 2d | Identify CPI program activities that suit regional grant-makers’ objectives | • 3 appropriate regional grant-makers identified for targeted ask |
| 2e | Develop marketing materials to support resource-development efforts. | • Develop marketing packet |
| 2f | Secure non-city funding for specific CPI programs and initiatives. | • 2015: $7,000 grant awarded by the Mayor’s Fund for Philadelphia’s Innovation Fund for Citizens Toolkit |
Currently, funding from the City only covers staffing costs. CPI requires $14,000 in additional funding per year to cover operational costs, which include catering and materials for the semi-annual courses, the annual PCPC public event, and website/promotional expenses. Approximately $6,000 annually is collected through course fees.

Funding beyond covering annual expenses would allow for expansion in activating and growing the CPI alumni network (the “change agents” of CPI), building on the seminal Citizens Toolkit publication, expanding the outreach for the course as well as the way course materials reach Philadelphians, and more. See Strategies 1, 3-6 for details.

### Expansion Opportunities

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<th>Priority</th>
<th>Opportunity</th>
<th>Details</th>
<th>Cost</th>
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<tbody>
<tr>
<td>1</td>
<td>Sponsorship of Spring and Fall course offerings</td>
<td>Currently, funding from the City only covers staffing costs. CPI requires $14,000 in additional funding per year to cover operational costs, which include catering and materials for the semiannual courses, the annual PCPC public event, and website/promotional expenses. Approximately $6,000 annually is collected through course fees.</td>
<td>$8,000/ year</td>
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<td>2</td>
<td>Sponsorship of scholarships as financial aid for accepted applicants.</td>
<td>CPI offers a partial ($50) scholarship to any participant who request it (total minimum course fee=$100). An average of 10 (30%) of participants per course request the scholarship. Sponsorship would help off-set this cost. (Applicants can also select a “champion” level which pays for one scholarship.)</td>
<td>$1000/ year</td>
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<td>3</td>
<td>Underwriting cost of publishing and printing hard copy version of Citizens Toolkit online content</td>
<td>The Citizens Toolkit was launched online in July 2016, and is fully printable. CPI would like to continue to grow this resource and have it professionally printed so it can be used by those without regular computer access and distributed at neighborhood meetings.</td>
<td>$2000</td>
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<td>Priority</td>
<td>Opportunity</td>
<td>Details</td>
<td>Cost</td>
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<td>4</td>
<td>Build on Neighbors Helping Neighbors pilot with periodic learning exchanges</td>
<td>The seminal Neighbors Helping Neighbors exchanges are an opportunity for longtime neighborhood leaders from across the city to share their successes in tackling challenges in their neighborhoods. Funding would cover food, venue and consultant services.</td>
<td>$5000</td>
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<td>5</td>
<td>Event Sponsorship of annual PCPC celebration and CPI Graduation of Spring &amp; Fall</td>
<td>Annual event marks progress on Phila2035 citywide vision recommendations and CPI spring and fall cohort graduation. Attracts a diverse audience since 2013 of between 200-300 people.</td>
<td>$6000</td>
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<tr>
<td>6</td>
<td>Strengthening alumni support and connections</td>
<td>Funding beyond covering annual expenses would allow for expansion in activating and growing the CPI alumni network (the “change agents” of CPI).</td>
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<td>7</td>
<td>Develop content for courses or workshops to address needs as requested by new audiences</td>
<td>CPI’s services have also been requested for new projects and collaborations. These projects would be a way to reach new audiences and to customize CPI materials to meet new needs. CPI would require funding for an additional staff person to spearhead such projects and/or to support current operations to free up staff time for such projects.</td>
<td>$40K for part-time consultant</td>
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**Strategy 3: Alumni: Provide opportunities for alumni to stay engaged with CPI, to continue learning, and to spread their knowledge.**

Engaging Citizen Planners or “alumni” is central to the success of CPI and to ensuring that it continues to make positive impact on neighborhoods across Philadelphia. Alumni are the ones who ultimately make a difference in their communities with the knowledge they gain through CPI. Ensuring that alumni stay engaged, network with each other, learn new skills, connect with resources and relevant job opportunities, and promote CPI is a key strategy going forward.

**Testimony from CPI Community:**

- “Meeting and talking with other interested citizens from so many different neighborhoods was one of the most enjoyable and inspiring aspects of CPI classes…productive to encourage alumni to reconnect…”
- “supports my notion that the value of CPI is the people and opportunities to connect.”
- “The relationships I built in CPI was the #1 most important factor in implementing – in 10 days! – a project I’d hoped to accomplish in a year!
- “having opportunities for people to apply concepts in real time, learn what’s happening in communities other than their own may spark new supportive relationships and/or understanding of how to lead change in their neighborhoods.”
- “it takes some time for all that we have learned at CPI to ‘percolate’ and I think everyone would benefit from hearing about others’ experiences post-CPI classes.”

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<td>3a</td>
<td>Continue to host semi-annual “orientation” event for new course cohort combined with networking/social event for alumni.</td>
<td>• 2014-2016: 4 orientation/networking events held</td>
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<td>3b</td>
<td>Build on Neighbors Helping Neighbors pilot with periodic learning exchanges to refresh the Citizens Toolkit’s content.</td>
<td>• 2015: 15 long-time neighborhood leaders participated in pilot • 2017: engage 30 new and returning participants in Neighbors Helping Neighbors exchanges</td>
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<tr>
<td>3c</td>
<td>Continue to host and grow private CPI Community Facebook group.</td>
<td>• 2016: Participation increased from 40 to 150 • 2017: Increase participation to 200</td>
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<td>3d</td>
<td>Establish an alumni committee to plan alumni programming.</td>
<td>• Reach out to other organizations with high-functioning alumni committees • Assemble alumni committee and foster its growth and independence</td>
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<tr>
<td>3e</td>
<td>Partner with Citizen Planners’ organizations to host events in different parts of the city.</td>
<td>• Coordinate 2 events per year with Citizen Planners’ organizations</td>
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<td>3f</td>
<td>Conduct focus groups with recent alumni to review their CPI course experiences and identify their interests and ability to stay involved going forward.</td>
<td>• 2010-2016: 5 focus groups conducted • 2017: lead focus group after each biannual course</td>
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<tr>
<td>3g</td>
<td>Publish more Citizen Planner in Action stories, which convey alumni updates, promote the program, and inspire and connect alumni across cohorts.</td>
<td>• 2015-16: Published 18 new stories (doubling the number of stories published 2011 – 2014) • 2017+: Publish at least 20 Citizen Planner in Action stories/year</td>
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Expansion Opportunities

CPI staff currently connect CPI alumni in a few ways: when Citizen Planners reach out to CPI for assistance; promoting Citizen Planners’ accomplishments on social media; growing the CPI Community private Facebook group; and when reviewing the current cohorts’ final projects, they may be connected with Citizen Planners who have proposed or achieved similar projects elsewhere in the City.

CPI staff also connect Citizen Planners to valuable resources, such as grant and other funding applications, relevant urban planning and Philadelphia-based news, job opportunities in planning and community development-related fields, training opportunities from partners, and discounts for Citizen Planners at such trainings. This is done primarily through social media, with selected information included in the new CPI quarterly e-newsletter.

Many Citizen Planners have said that one of the most important parts of CPI are the relationships they build during the course with their fellow Citizen Planners. CPI currently represents a network of 390 Citizen Planners and 118 instructors from across Philadelphia. Bringing them together is crucial for catalyzing neighborhood change and avoiding reinventing the wheel.

Additional funding would allow for the activation and growth the CPI alumni network, who are the “change agents” of CPI. More funding for staff time would allow CPI to form a formal Alumni Committee and curate more alumni events to keep the CPI community actively sharing knowledge and collaborating. CPI would also be able to build on the seminal Neighbors Helping Neighbors exchanges and resulting Citizens Toolkit publication, both of which share learnings and document the impact of Citizen Planners across the city.
### Strategy 4: City Planning Commission Support: Lead the education and outreach efforts of the City Planning Commission and the Department of Planning and Development.

CPI is considered the “education and outreach arm” of the Philadelphia City Planning Commission (PCPC). Over the years its reach and responsibilities have expanded to lead and support a variety of efforts of the PCPC and the recently created Department of Planning & Development, from public outreach related to Philadelphia2035 to educating the City’s growing roster of RCOs (Registered Community Organizations). These efforts constitute an important strategy for CPI to reach broader audiences and have an impact on a variety of ongoing, important planning activities across the City.

#### Testimony from CPI Community:

- Definitely empowering! When average citizens know how things work, they can be an effective part of the process.
- The thing I learned at CPI that really hit home for me was the fact that the City is really accessible to us, and that the perspective of the City is that it really values its citizens as coworkers.
- Gave me new “hope for the city” to be in such a great program and meet, learn from so many caring citizens and dynamic professional city workers.
- …some of the real-world examples of projects initiatives and organizations that are currently active in the City provided by the guest speakers is immensely valuable in both learning about what people are doing to improve their communities in Philly, as well as showing that as ordinary citizens we can make an impact in our own communities…

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<td>4a</td>
<td>Continue to support public-outreach activities related to Philadelphia2035 district plans and beyond, including public-meeting organization and facilitation.</td>
<td>2011-now: Assist with 3 public meetings/ District plan; average 6 meetings annually</td>
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<tr>
<td>4b</td>
<td>Continue to leverage the planning constituency created by CPI, Citizen Planners, during the district planning process and beyond.</td>
<td>2011-now: Outreach to Citizen Planners in each District to recruit Steering Committee members and increase awareness of engagement opportunities</td>
</tr>
<tr>
<td>4c</td>
<td>Continue to organize annual PCPC public event which combines progress report on Phila2035 and CPI graduation (since 2013)</td>
<td>2013-2016: Annual event open to the general public to celebrate PCPC accomplishments and expand constituency for planning; 300 attendees in 2016</td>
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| 4d | Continue to conduct annual training related to RCO (Registered Community Organizations) registration process. | Feb/Jun 2014: 6 RCO clinics  
June 2015: 2 RCO workshops  
June 2016: 2 RCO workshops |
| 4e | Offer additional training opportunities for RCOs during the year, outside of the registration process. | Organizational development, best practices, and outreach cited as needs by many RCOs.  
Development of workshops for individual RCOs or by general invitation |
| 4f | Partner with nonprofit organizations to build capacity in volunteer-based organizations. | Pilot this idea by partnering with a nonprofit to assist a volunteer org. |
Participation in CPI has prompted many participants to become involved in the activities of the Planning Commission and to seek assistance from staff with neighborhood planning and zoning issues. Besides being active in their neighborhood, past participants are active by attending district planning meetings, rezoning meetings, and have assisted with facilitation at public meetings.

CPI staff is embedded in the various activities of the City Planning Commission and the position of Director and Program Associate are likely to continue to be supported through the departmental budget. As additional staff for CPI within the Planning Commission budget will be highly unlikely, expansion of CPI’s contributions would require grant funding to hire outside consultants. Additional staff would be needed to expand RCO training and support and additional funding and/or staff could enable broader participation in the planning process through online engagement tools or more neighborhood level technical assistance.

## Expansion Opportunities

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<tr>
<td>4g</td>
<td>Work with City Planning Commission staff to identify organizational-development assistance to civic organizations and follow through as appropriate.</td>
<td>Start a tracking sheet by planning district to identify neighborhood organizations and potential outreach needs</td>
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Strategy 5: Expanded Programming: Develop content and learning materials that support the curriculum and other CPI activities.

Expanding and refining CPI’s course content and other materials intended for various audiences is an important strategy to ensure CPI stays most relevant and addresses the diverse needs of its participants. Content should be tailored as best as possible to existing and new audiences, and for a wide range of methods for getting the word out about CPI, its purpose and impact (see Strategy 6: Outreach and Partnerships).

Testimony from CPI Community:

- The subject matter that was taught during the courses should be provided city-wide, meaning, I believe that any citizen of Philadelphia would benefit from the knowledge I learned in the last six weeks.
- I met many people passionately working on projects to strengthen their neighborhoods and willing to share resources to make all of our projects better than if we kept working in isolation.
- I feel that this program is critical for our future as a City (and as a community, and as a community of communities), so I want to do my part in ensuring its continuation and success… It would be an understatement to say that I feel empowered now… we were provided with tools, people, connections and other resources to guide us. Citizens need to be less reactive and more proactive, especially in a world that is growing ever smaller. And knowledge is power.

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<td>5a</td>
<td>Add to the Citizens Toolkit, which aggregates learnings from Neighbors Helping Neighbors workshops, and create a professionally printed version</td>
<td>2016: Created and launched online version of Citizens Toolkit</td>
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<td>2017: Add to Toolkit content and secure funding to create print version</td>
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<tr>
<td>5b</td>
<td>Develop stand-alone materials from core courses and electives, and make those materials available outside of the classroom.</td>
<td>2010-now: “Neighborhood Planning Workbook” developed and posted on website</td>
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<td>2012: RCO training materials available on PCPC website</td>
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<td></td>
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<td>2014: Class One “primer on planning” developed and sent to participants prior to class; posted on website</td>
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<td>2016: prioritize list of collateral materials requested by participants.</td>
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<td>5c</td>
<td>Develop content for workshops and training on more-general topics such as meeting facilitation, dialogue techniques or capacity building, as examples.</td>
<td>2010-now: numerous requests, mostly related to RCOs and youth training</td>
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<td>Track number of requests, organizations consulted to plan &amp; design; number of workshops/training and attendees, outcomes</td>
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<tr>
<td>5d</td>
<td>Develop curriculum for younger audience that could be replicated in other neighborhoods. (Choice Neighborhoods and Promise Zone)</td>
<td>2016: awarded consultant contract ($34,000) to develop &amp; deliver youth planning program in North Central (Choice Neighborhoods)</td>
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<td>2015-2016: AmeriCorp VISTA project initiated a new Youth Advisory Committee (Promise Zone); Track # of attendees, workshops, outcomes</td>
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<tr>
<td>5e</td>
<td>Offer additional training opportunities for RCOs during the year, outside of the registration process.</td>
<td>Organizational development, best practices, and outreach cited as needs by many RCOs.</td>
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<td>Development of workshops for individual RCOs or by general invitation</td>
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</table>
### Expansion Opportunities

Expansion into the development of curriculum for youth was made possible through Choice Neighborhoods city matching funds, which led to a one-year AmeriCorps VISTA service position. While city general funds will be available to continue the youth program into 2017, CPI will need additional resources to develop stand-alone materials to increase the outreach of CPI.

**As part of the North Central Choice Neighborhoods Implementation Plan,** CPI is partnering with Temple University’s College of Education, the Norris Homes Residents Council, and Rebecca Fabiano Consulting Services Inc. to implement a youth planning program. The program, which ran through the summer and fall of 2016 and will continue into 2017, is engaging with young people in the Norris Homes to teach them hands-on about the power of planning.

As part of the initial summer session, about 30 youth aged nine to thirteen years old in the Norris Homes Summer Camp worked with Rebecca and her staff of energetic artists and educators on projects that reflect the young people’s relationships with the apartment complex they call home. The overarching theme was “community asset mapping” and parents and caregivers attended an open house to learn how they can help support the work. The fall after-school session built on the theme of community assets by having the students imagine their ideal peaceful community.

In the 2017 spring session, students will set their sights on planning their own improvements to the Norris Homes’ public realm. The program will then partner with local stakeholders to see their ideas implemented.
Strategy 6: Outreach & Partnerships: Reaching new audiences & disseminating content in new ways

Expanding the ways that CPI’s information is shared beyond the course, and well as reaching new participants for the course, helps ensure that CPI fulfills its mission. This expansion is targeted to new audiences in the city and beyond, through use of the media, on-the-ground outreach, partnerships on new projects, participation in conferences and “consulting” with other institutions and jurisdictions.

Testimony from CPI Community:

• “…strategic partnerships with organizations who are already doing these things to strengthen and elevate the work of all partners.”
• “This class was great. It definitely broadened my perspective of what is important to residents in their neighborhoods and how all these neighborhood activities can weave together for “city-wide” improvement.”
• “You truly must expand to other cities that are less privileged and could use some empowerment.”
• “CPI is an important door to public involvement in planning in Philadelphia. Whatever strategies need to be pursued to keep it going…should be looked at.”

<table>
<thead>
<tr>
<th>#</th>
<th>Actions</th>
<th>Benchmarks &amp; Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>6a</td>
<td>Continue to use the CPI’s website and social media accounts to promote its work beyond the core curriculum, and start a newsletter.</td>
<td>• 2015: $21K in grant funds used for complete website redesign and relaunch</td>
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<tr>
<td></td>
<td></td>
<td>• 2016: 40% increase in Facebook page “likes”</td>
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<td></td>
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<td>• 2016: Substantial increases in overall “reach,” comments, post likes, and shares over previous year</td>
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<td></td>
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<td>• 2016: First CPI 2 quarterly newsletters</td>
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<td></td>
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<td>• 2017: Grow to 1500 Facebook “likes”</td>
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<td></td>
<td></td>
<td>• 2017: Increase average post “reach” to 500</td>
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<td></td>
<td></td>
<td>• 2017+: Continue to curate CPI Facebook to be a hub for grant and other funding opportunities, training sessions available from partners, jobs in the fields of planning and community development, etc.</td>
</tr>
<tr>
<td>6b</td>
<td>Continue to promote the CPI to other jurisdictions and at conferences.</td>
<td>• 2010-2016: Visited 2-3 jurisdictions annually to speak on CPI, including: Pittsburgh, Omaha, San Antonio</td>
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<td></td>
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<td>• 2012-2016: Spoke at multiple local and state conferences including PA- APA.</td>
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<td></td>
<td></td>
<td>• 2014: Director receives “Planning Leadership Award for a Planning Professional” at PA- APA state conference.</td>
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<td></td>
<td></td>
<td>• 2017+: Continue to speak on and promote CPI to other jurisdictions and at conferences</td>
</tr>
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<td>#</td>
<td>Actions</td>
<td>Benchmarks &amp; Metrics</td>
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<td>----------------------------------------------------------------------------------------------------------</td>
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<tr>
<td>6c</td>
<td>Partner with other programs and organizations (e.g., City Council) and</td>
<td>• 2016: 30 youth participated in planning-focused summer program run in partnership with Philadelphia</td>
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<td></td>
<td>develop content for courses or workshops to address their needs and</td>
<td>Office of Housing &amp; Community Development in the HUD Choice Neighborhood in North Central Phila.</td>
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<td></td>
<td>deliver services to new audiences</td>
<td>• 2015: 15 neighborhood leaders participated in Neighbors Helping Neighbors special project, leading</td>
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<td></td>
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<td>to the innovative Citizens Toolkit guide</td>
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<td></td>
<td>• 2017: engage 30 new and returning participants in Neighbors Helping Neighbors exchanges</td>
</tr>
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<td></td>
<td></td>
<td>• 2017+: Create additional partnerships and grow CPI’s special projects</td>
</tr>
<tr>
<td>6d</td>
<td>Look into opportunities to partner with media outlets to expand the</td>
<td>• 2010-2016: CPI featured widely in local press when course application period is open</td>
</tr>
<tr>
<td></td>
<td>reach of the CPI.</td>
<td>• 2016: Solicit press coverage for Citizens Toolkit</td>
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<td></td>
<td></td>
<td>• 2016: Potential for a special partnership with PlanPhilly about the Citizens Toolkit workshops,</td>
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<tr>
<td></td>
<td></td>
<td>outcomes</td>
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</tbody>
</table>

**Expansion Opportunities**

CPI has become a nationally recognized model for citizen planning education. The program receives a steady flow of requests from other municipalities to present to their staff about CPI and provide guidance in starting their own citizen planning programs.

CPI’s services have also been requested for several special projects, including the HUD Choice Neighborhoods North Central Transformation Plan, and Neighbors Helping Neighbors. These special projects have both been a way to reach new audiences and to customize and transform CPI materials to meet new needs. However, these collaborations were only made possible by a temporary additional staff member—an AmeriCorps VISTA whose term has since ended.

To continue to participate and enhance innovative new projects and collaborations, CPI would require funding for an additional staff person to spearhead such projects and/or to support current operations to free up staff time for such projects.
“The thing I learned at CPI that really hit home for me was the fact that the City is really accessible to us, and that the perspective of the City is that it really values its citizens as coworkers.”

Julie Stapleton Carroll, Fall 2014
Highlighted History of the Citizens Planning Institute

2010

Organization Formation
Informal, citywide interviews; logo and website design; identification of collaborators
30+ interviews

Preservation Alliance Neighborhood Conference
Session at Temple University
25 attendees

2011

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Informal, citywide interviews; logo and website design; identification of collaborators
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November
Graduation & Phila2035 poster contest
Held at City Hall; Mayor attended
80 attendees

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80 attendees
Citizens Planning Institute
Strategic Vision 2017

2012

January - September

Public Participation Task Force
Graduation & District Plan Celebration
U.S. Conference of Mayors Award
Zoning Code of Mayors Award

January

February

March - December

April/May

Summer Course Training
Spring Course Training

June

July/August

July

August

September

October/November

Continued...

100+ attendees

150+ attendees

320 attendees

74 applied, 31 accepted, 13 instructors

162 attendees

30 attendees

63 respondents out of 114

66 applied, 31 accepted, 12 instructors
<table>
<thead>
<tr>
<th>Event</th>
<th>Month</th>
<th>Attendees</th>
<th>Members</th>
<th>Applicants</th>
<th>Acceptances</th>
<th>Instructors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduation &amp; Phila2035 Calendar</td>
<td>January</td>
<td>120+</td>
<td>15</td>
<td>55</td>
<td>30</td>
<td>18</td>
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<tr>
<td>Launch CPI Advisory Board</td>
<td>March</td>
<td>100+</td>
<td>15</td>
<td>62</td>
<td>32</td>
<td>16</td>
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<tr>
<td>Spring Course</td>
<td>April</td>
<td>124</td>
<td>15</td>
<td>62</td>
<td>32</td>
<td>16</td>
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<tr>
<td>National APA Award</td>
<td>April</td>
<td>124</td>
<td>15</td>
<td>62</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>Graduation &amp; Metropolitan Center Celebration</td>
<td>June</td>
<td>124</td>
<td>15</td>
<td>62</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>1-year Zoning Code Review</td>
<td>June</td>
<td>124</td>
<td>15</td>
<td>62</td>
<td>32</td>
<td>16</td>
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<tr>
<td>Building Neighborhood Capacity Stakeholder</td>
<td>June/July</td>
<td>20</td>
<td>15</td>
<td>62</td>
<td>32</td>
<td>16</td>
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<tr>
<td>Graduation &amp; Metropolitan Center Celebration</td>
<td>October</td>
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<td>15</td>
<td>62</td>
<td>32</td>
<td>16</td>
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<tr>
<td>PA APA Conference</td>
<td>October</td>
<td>120+</td>
<td>15</td>
<td>62</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>Americorps Orientation Session</td>
<td>December</td>
<td>12</td>
<td>15</td>
<td>62</td>
<td>32</td>
<td>16</td>
</tr>
</tbody>
</table>
200 attendees

81 attendees

8 attendees

40+ attendees

85 applied, 32 accepted, 14 instructors

70+ attendees

1 researcher

25 attendees

77 applied, 33 accepted, 17 instructors

200+ attendees, state-wide press
200+ attendees

30 attendees

63 applied, 31 accepted, 15 instructors

New part-time consultant position

2 Workshops, 105 Attendees

Presentation to staff

1 planner/researcher

First PCPC VISTA position

Cited as “how you found out” on application
2016

April
National recognition for PCPC Planning Excellence Award (Phoenix, AZ)

April/May
Spring 2016 Course

May
Harrisburg Presentation Panel
Keystone Crossroads: Urban Ideas Worth Stealing

May
Award of Choice Neighborhoods Consultant

June
Interview with Graduate Researcher (national)

June
3 applications, 1 successful

June
1 researcher (national)
Cornell City and Regional Planning

June
34 attendees
Spring 2016 Focus Group Meeting

June
5 attendees
RCO Workshops (2)

2016

120 applied, 32 accepted, 17 instructors

40 attendees at panel

3 applications, 1 successful

1 researcher (national)

34 attendees
Whether you are a seasoned neighborhood leader or a new resident eager to be more active in the community, CPI will help you in envisioning the necessary steps to create and follow through on a plan.”

Survey comment, July 2014