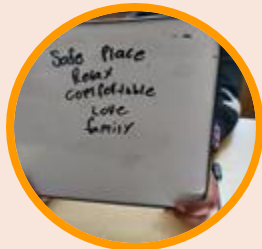


Thriving In Place: Engaging Communities in Anti-Displacement Planning



THRIVING
in PLACE



a **community-driven process** to document and understand **displacement** and develop a **plan of action**



Thriving in Place Team



WESTSIDE STUDIO



City and
Metropolitan
Planning

Students Spring 2022

Ryan Aschbrenner
Tereza Bagdasarova
Kyungsuk Chae
Keegan Galloro
Charlotte Garris
Alexandria Glunz
Megan Jensen
Justyna Kaniewska

Chanbin Lee
Connor Mangelson
Riley Norton
Davis Peterson
Connor Stone
Zack Wendel
Emma Jones

Steering Committee

- Turner Bitton, Director Of Development, HEAL Utah
- Jennifer Mayer-Glenn, Director, University Neighborhood Partners
- Maria Garciaz, Executive Officer, NeighborWorks
- Saolo Betham, Community Leadership Partnership Manager, University Neighborhood Partner
- Wisam Khudhair, University Neighborhood Partner
- Valarie Elizabeth, Local Artist

About **WESTSIDE** STUDIO

Purpose of WSS: To conduct research and projects in partnership with neighborhoods on the west side of Salt Lake City, Utah.

What do we do: Every year, the studio chooses a project related to community development, local planning, or promoting local art and culture in a west side neighborhood, giving students a chance to work directly with community partners.

Organizations who work with us: University Neighborhood partners (UNP), NeighborWorks, Community councils: Westside etc., Public Lands Division of Salt Lake City etc.



Understanding **THE PROBLEM**





VIVIMOS AGUI,
PROSPERAMOS AGUI

WHY THIS MATTERS WHAT IS DISPLACEMENT? WHAT WE'RE HEARING GET INVOLVED

PRIORITIES FOR ACTION ABOUT

Creating communities where people can stay in place and thrive

WHY THIS MATTERS →



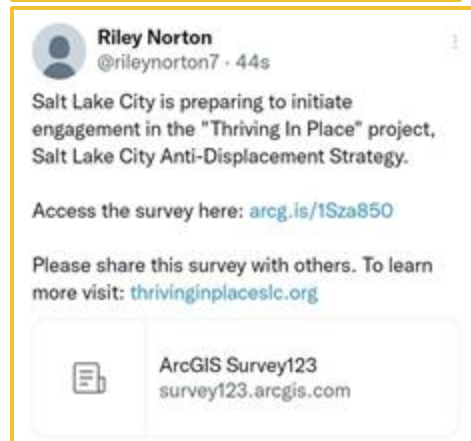
Social Media Outreach



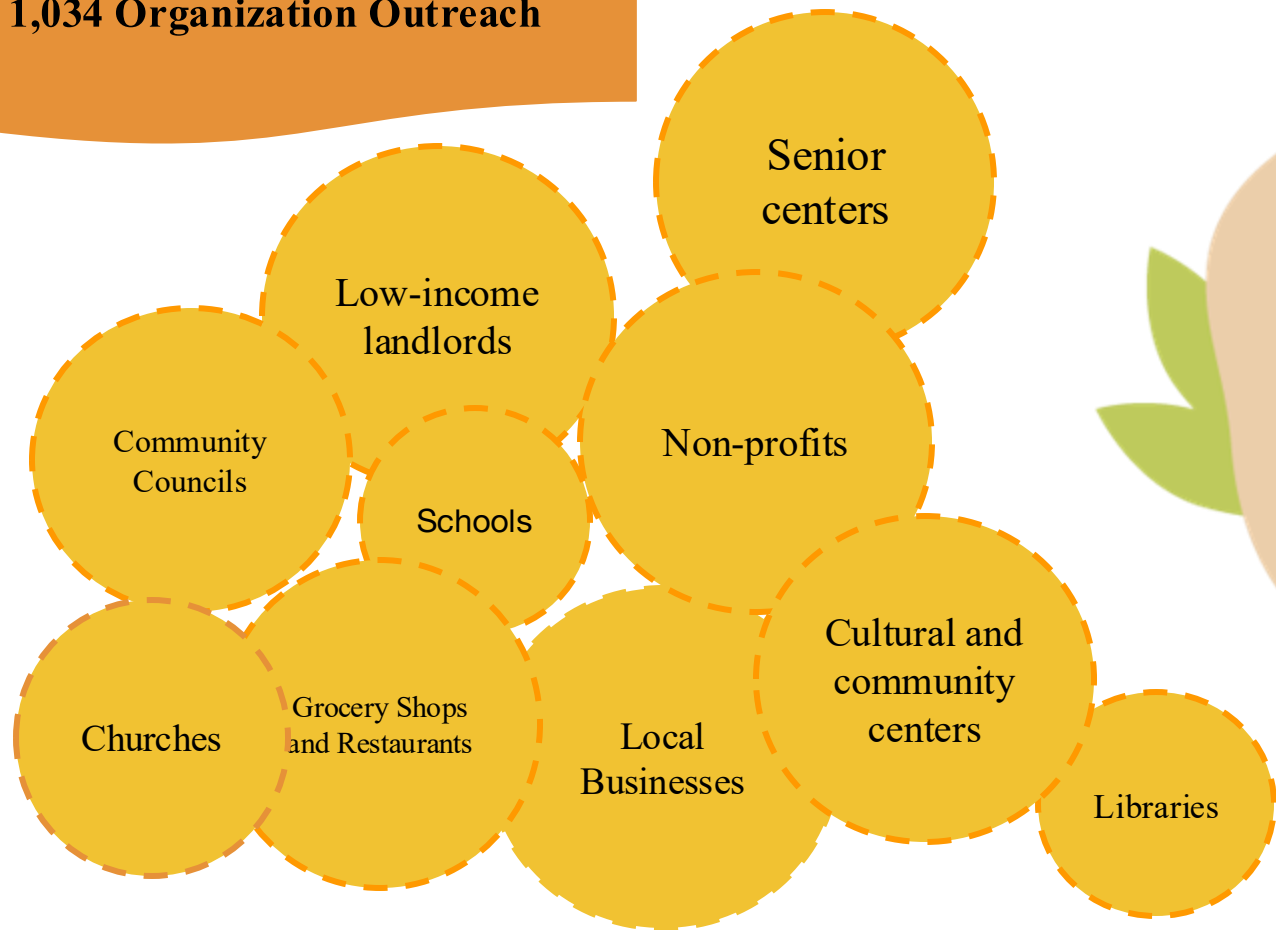
33 Posts

Social Media Posts

Facebook	3
Instagram	8
WhatsApp	2
LinkedIn	6
Twitter	2
Next door	2
Reddit	1



1,034 Organization Outreach



Community Council Meetings



13 Zoom meetings

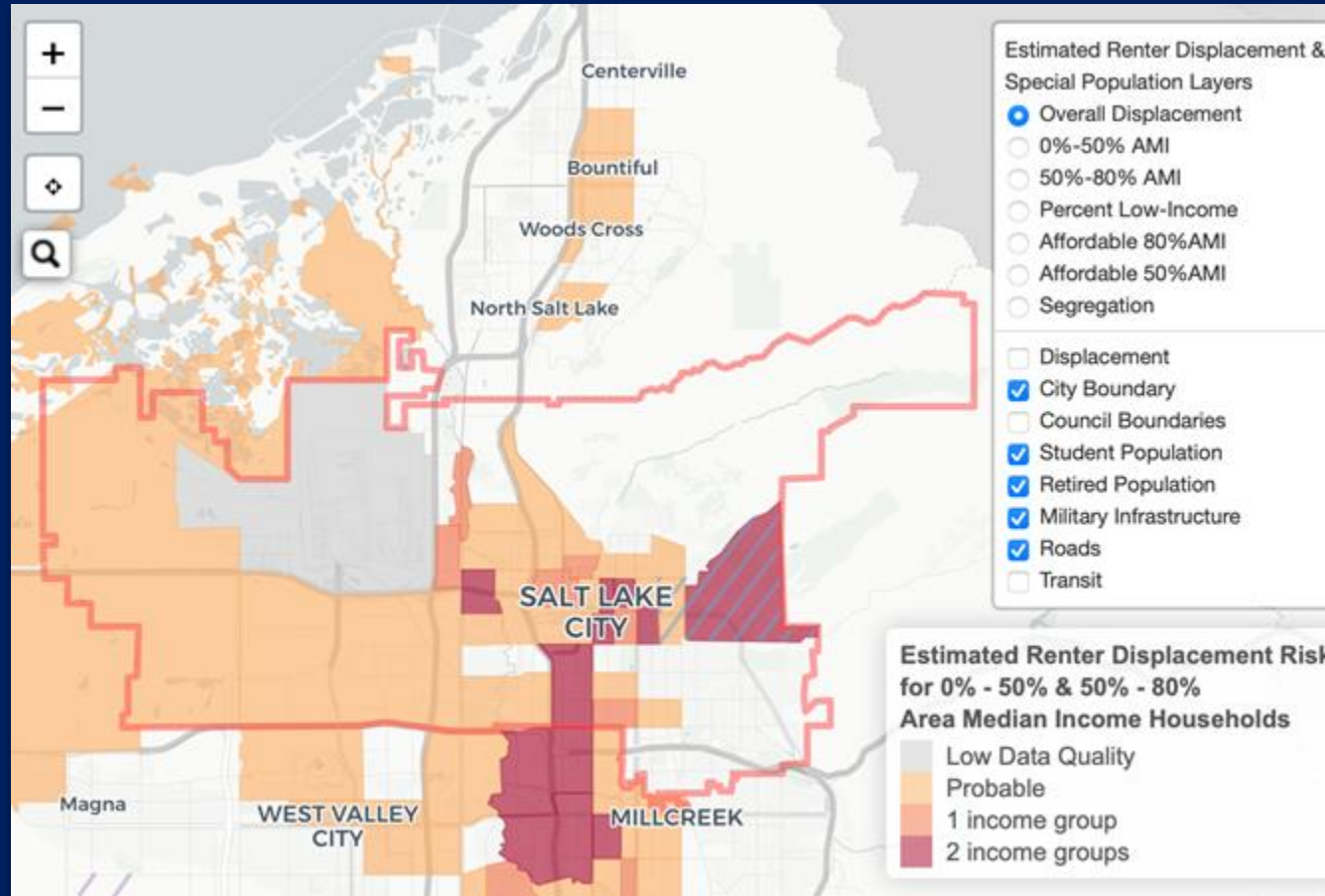
5 to 30 minute presentation:

- Storymaps - 420 interviews
- Thriving in Place website
- Survey



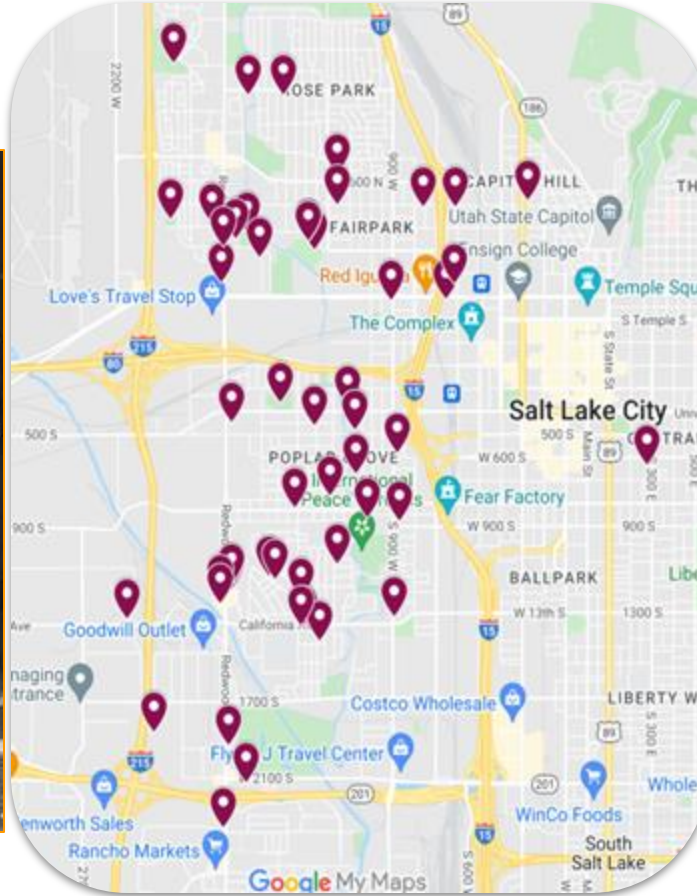
While Data on Displacement Was Mapped + Analyzed...

- Highlights where lower income renter population is being lost (net out-migration)
- Breaks out 0%-50% AMI and 50%-80% AMI displacement
 - Probable (light orange)
 - 1 income group (orange)
 - Both income groups (red)
- Probable displacement in the west
- Highest rate (both income groups) east of the Granary & south of Central Ninth & Ballpark



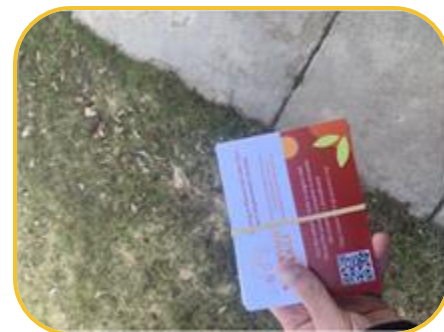
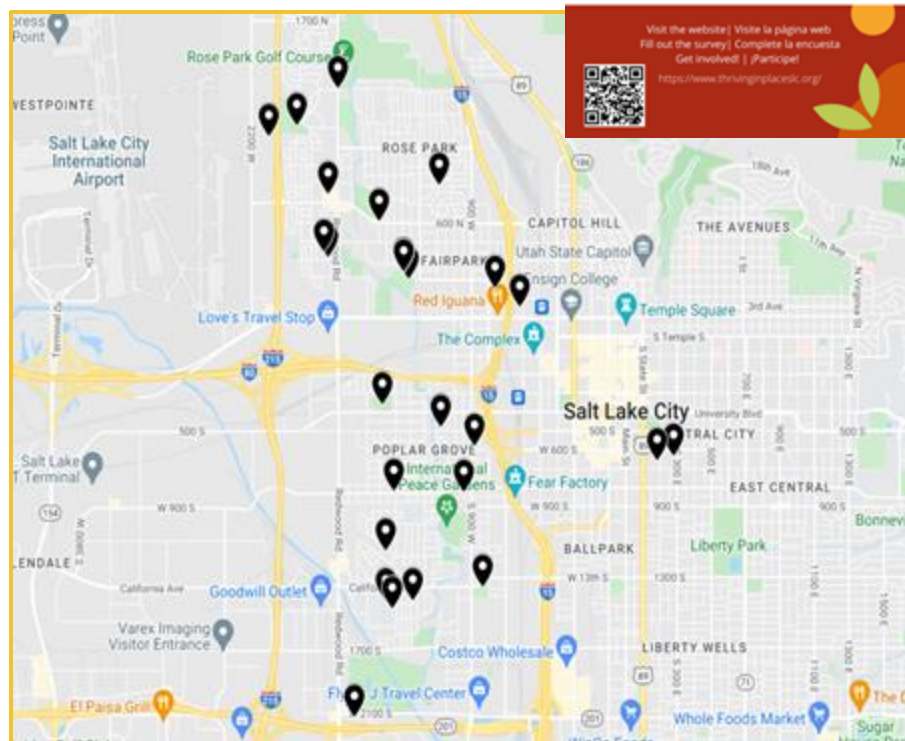
Poster Distribution

300



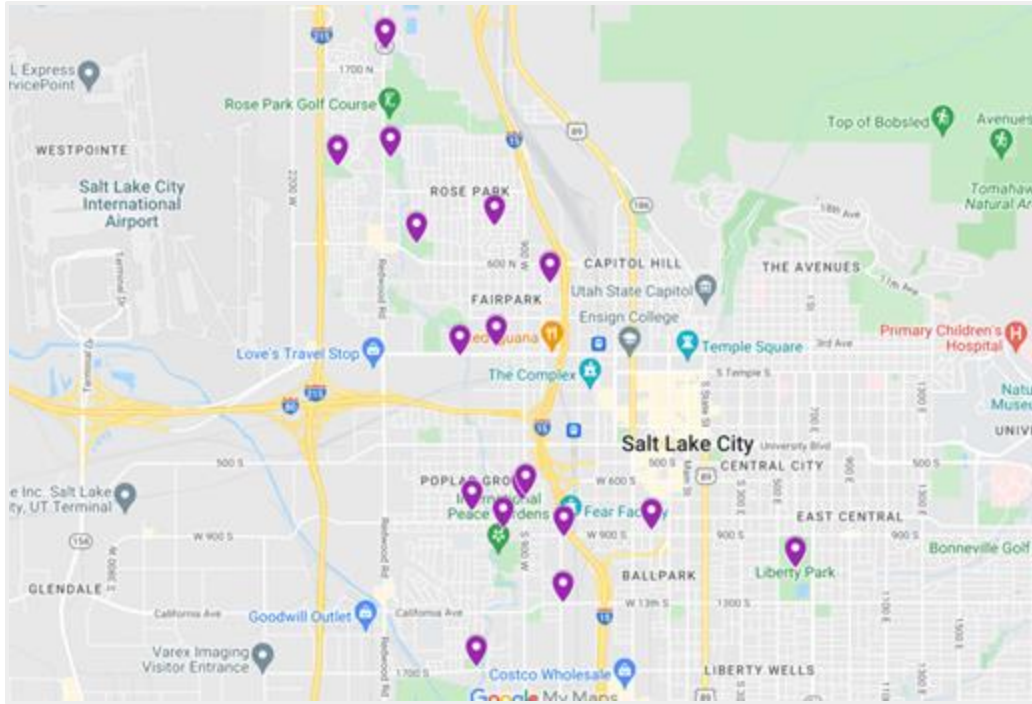
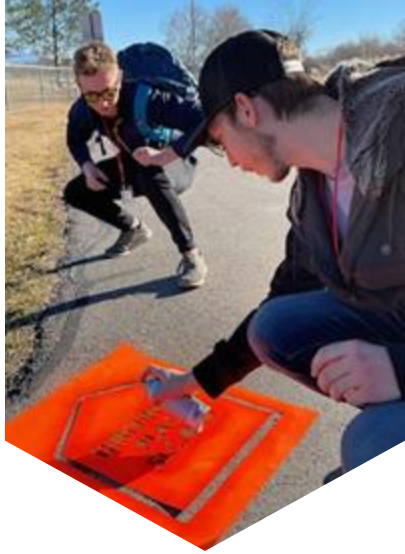
Postcards

2,000



Stencils

150 in public lands

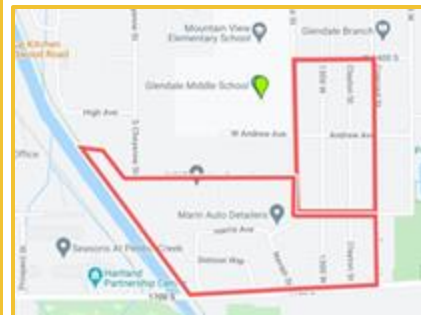
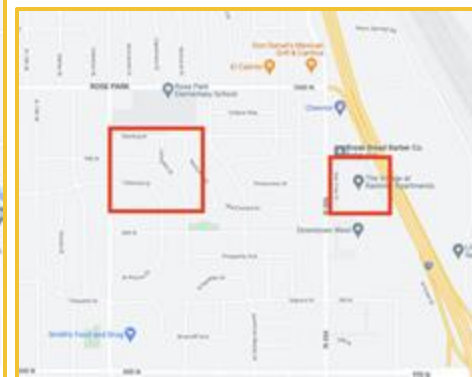
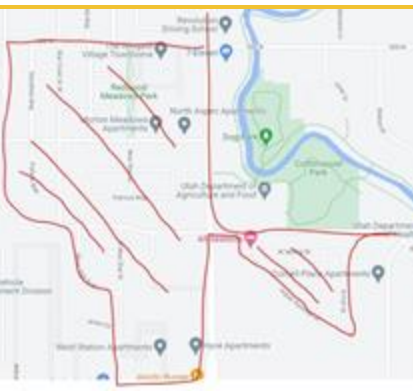
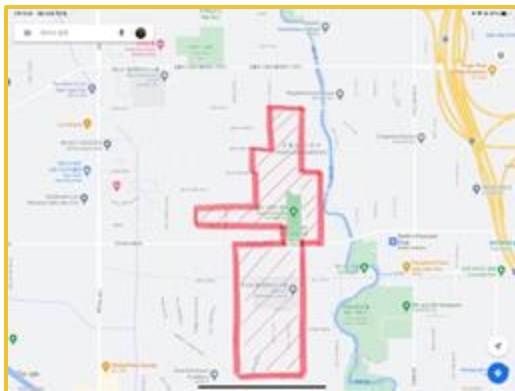
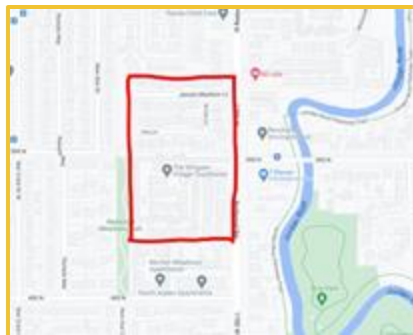
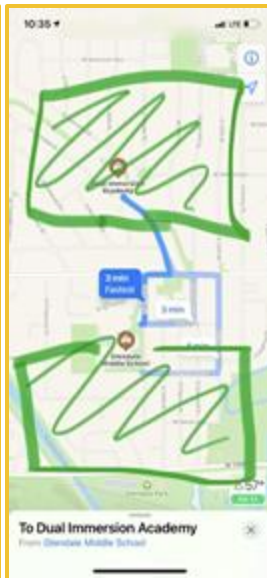
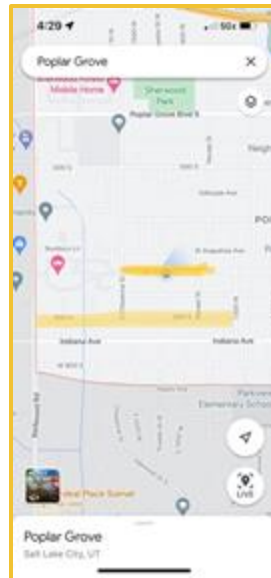


Door Hangers

2,000



Door Hanger Distribution



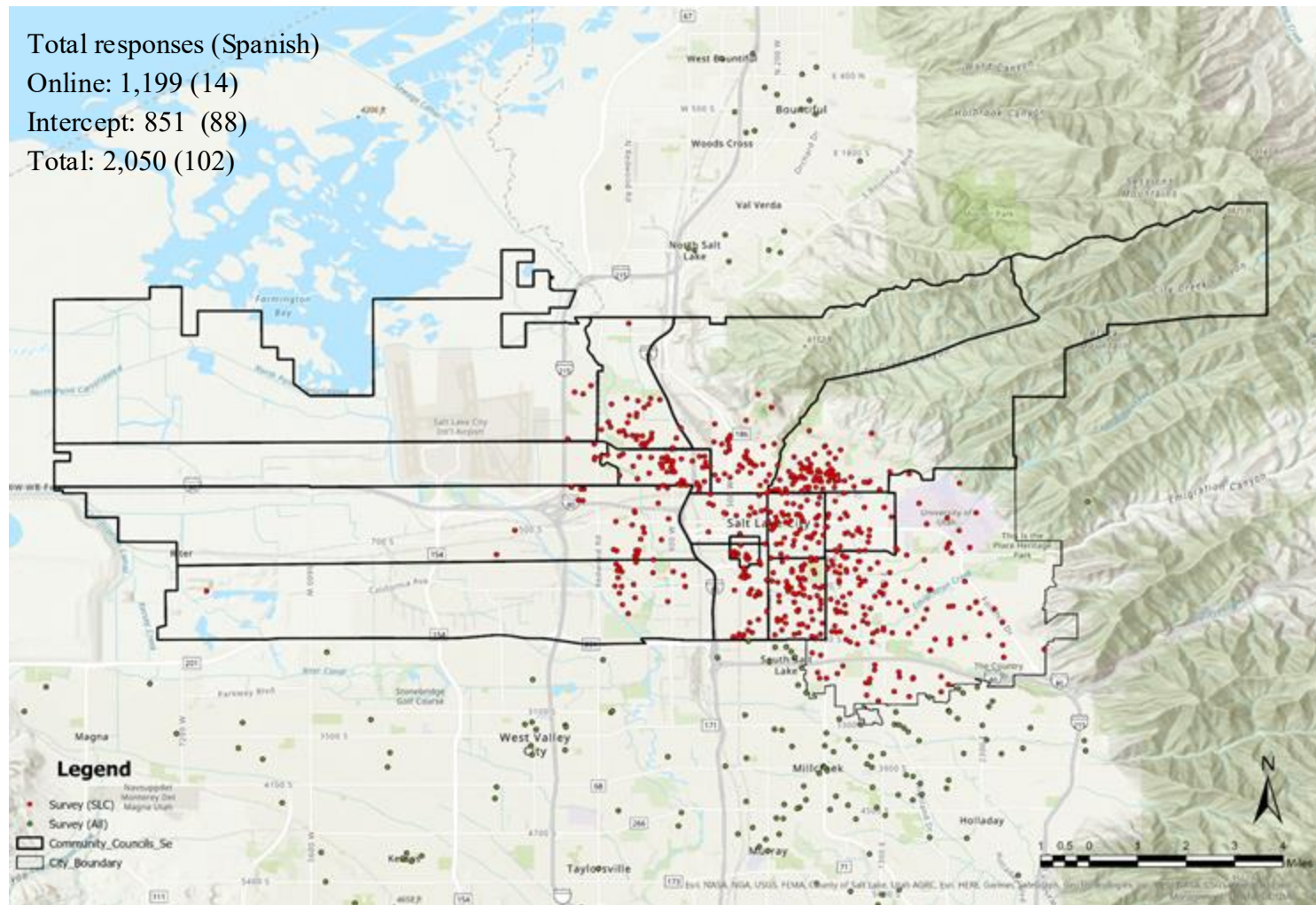
Intercept Surveys Locations - 29 total





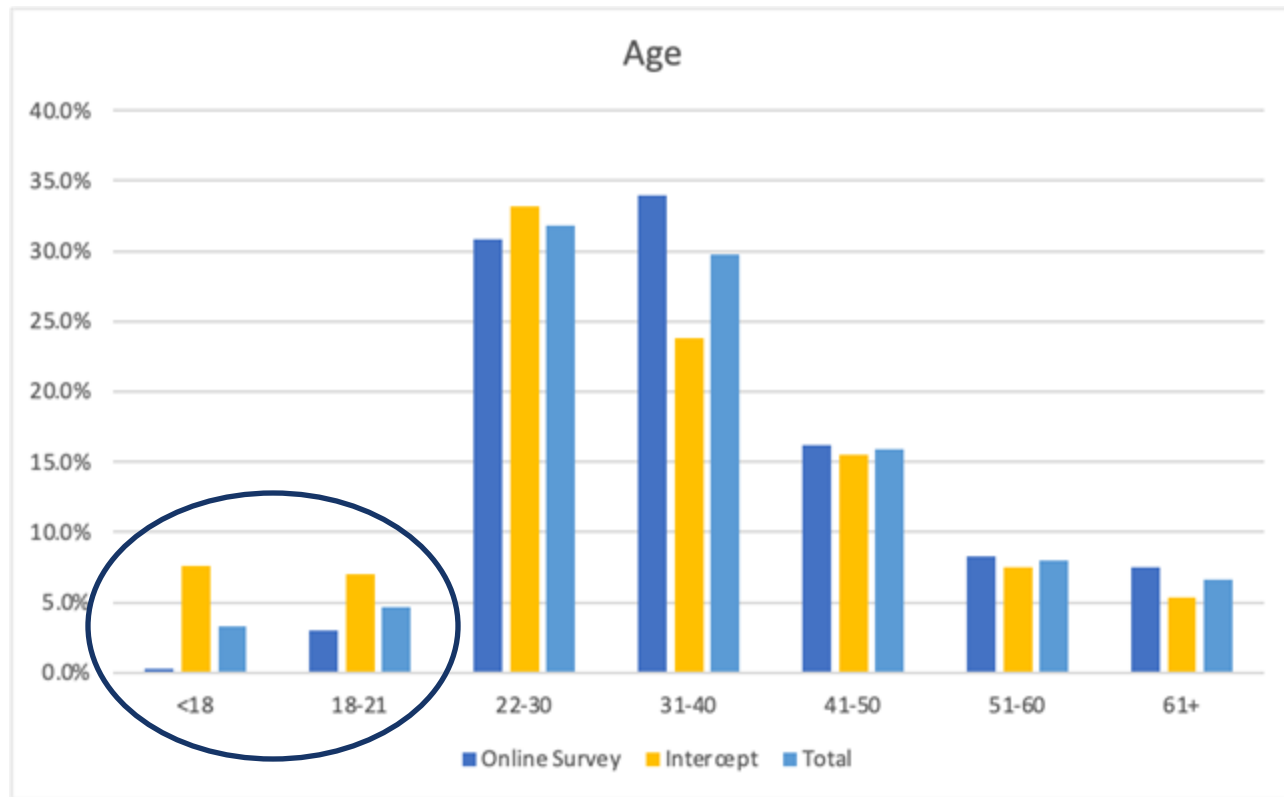
Online + Intercept Surveys

Survey Respondents Locations



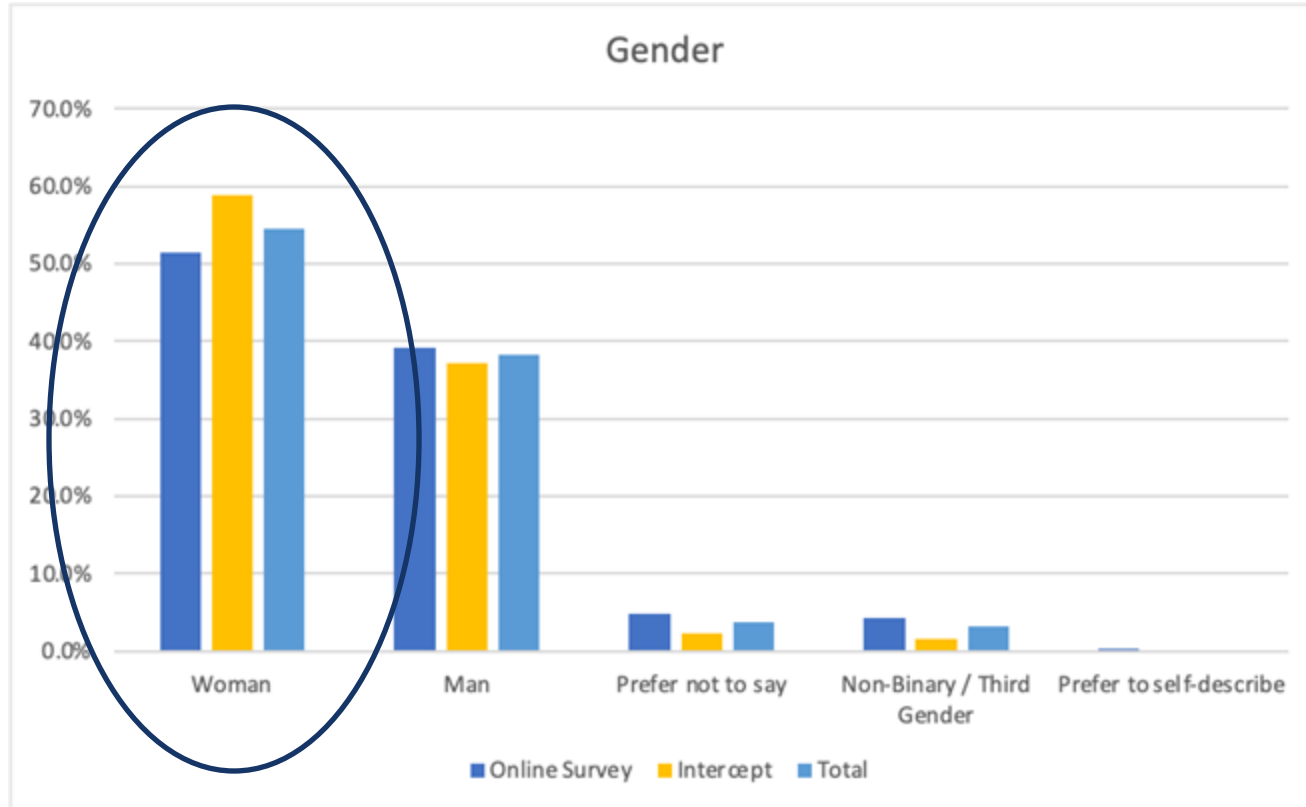


Survey Respondents



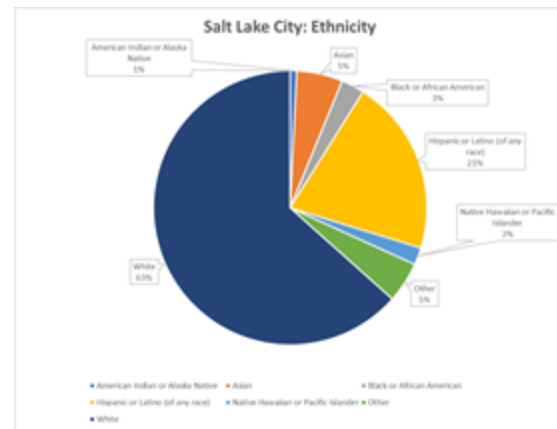
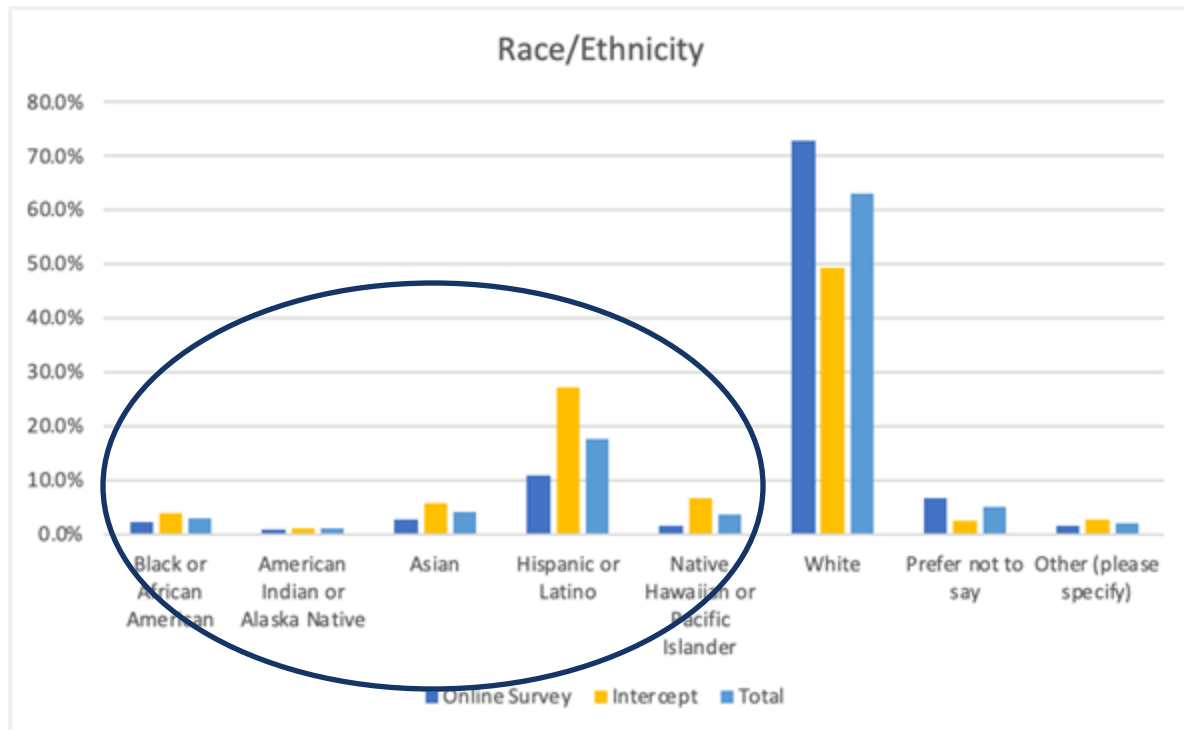


Survey Respondents



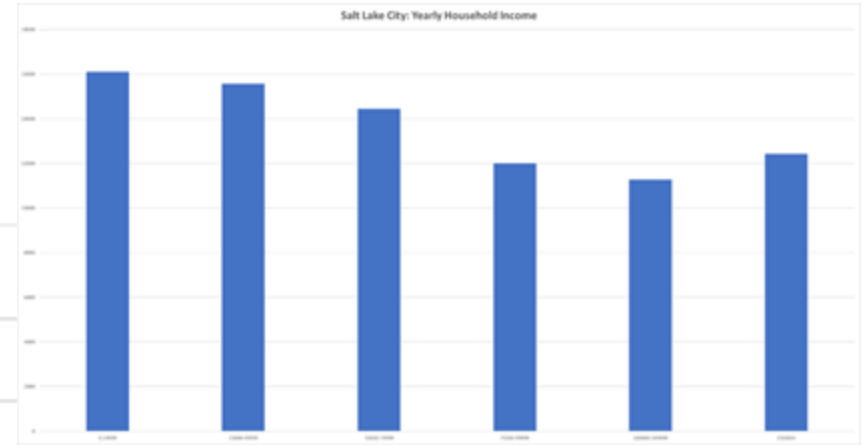
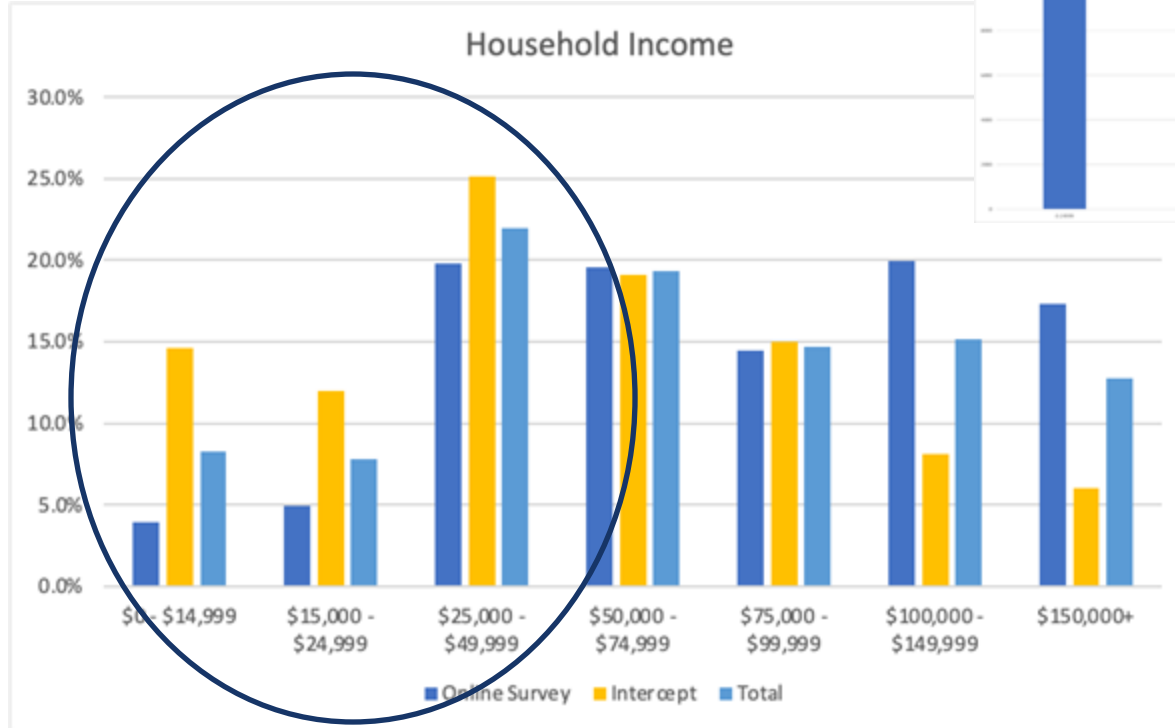


Survey Respondents



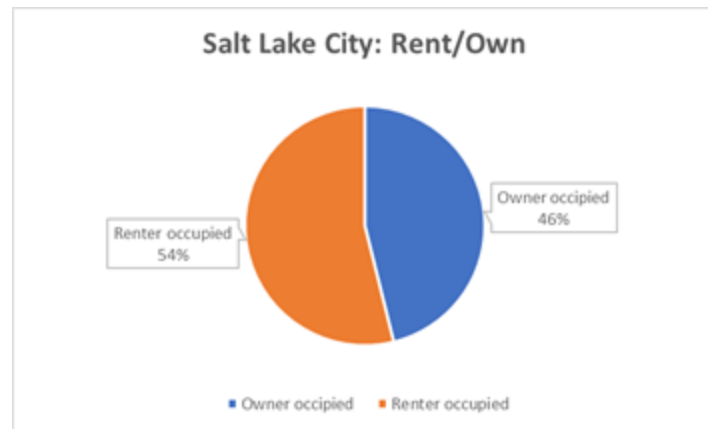
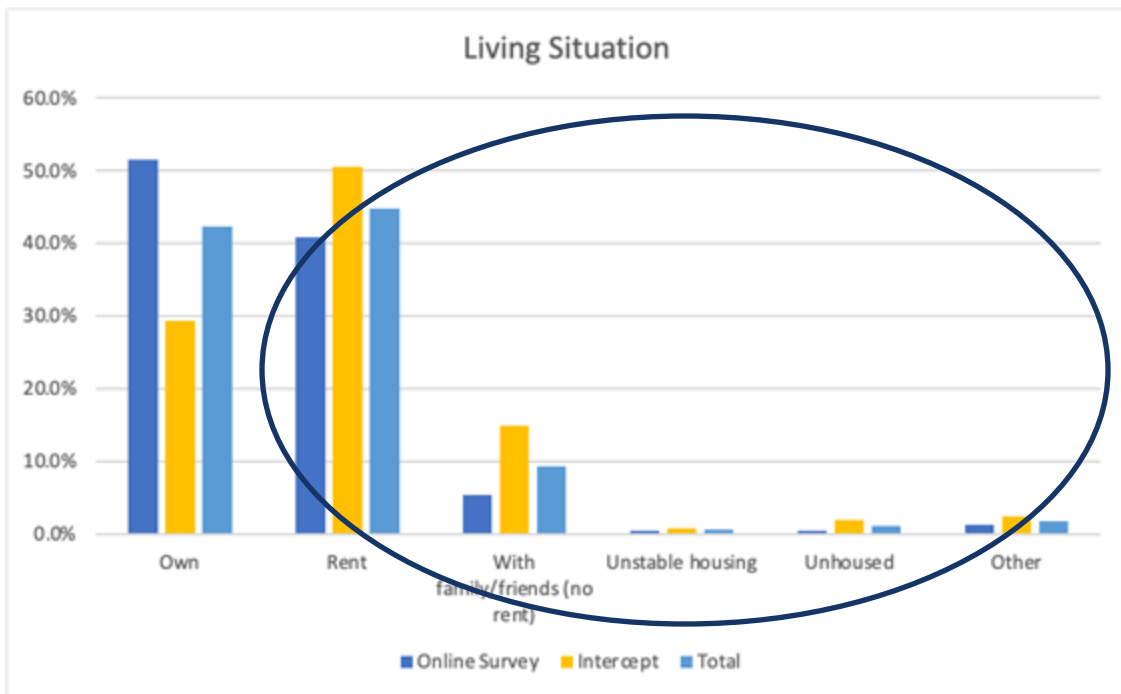


Survey Respondents



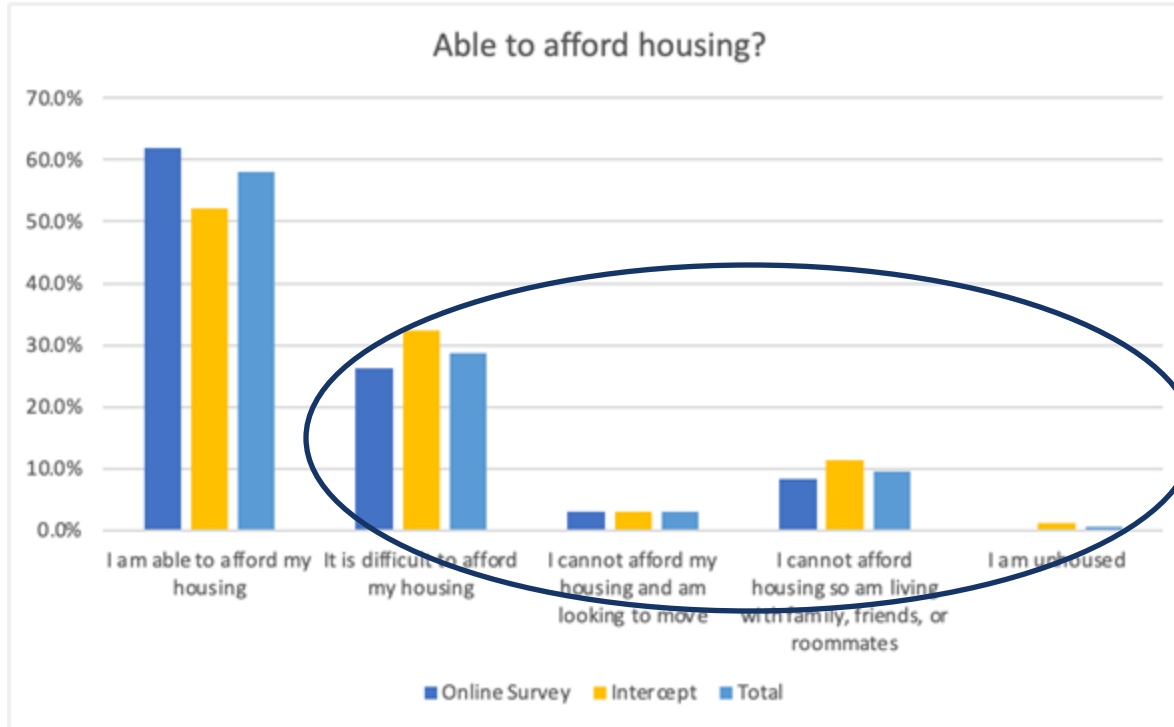


Survey Respondents





Survey Respondents





Survey Results

What are the concerns with gentrification and displacement?

People showed serious concern about displacement

30%

70%

“We need to make sure people are not displaced”



Survey Results

What are the experiences with gentrification and displacement?

“I know people who moved because they were evicted or couldn’t afford to be here any longer”

47%

“I want to buy a house, but can’t afford one in Salt Lake City and will likely need to move away”

40%



Survey Results

Which strategy do you prefer?

40%

Produce affordable housing

36%

Protect renters

33%

Preserve existing affordable housing





Survey Results - Renters v. Homeowners

Question	Renters	Homeowners
<i>Which housing strategies do you prefer? (Produce, Preserve, Protect)</i>	Protect renters	Preserve housing
<i>How concerned are you about displacement?</i>	Highest displacement concern	Lowest displacement concern
<i>What are your experiences with displacement and/or gentrification?</i>	I want to buy a house, but can't afford one in Salt Lake City and will likely need to move away I was evicted or had to leave because of my landlord I am on the verge of moving due to increased rent or eviction I moved because of a rent increase	My neighborhood is gentrifying

Youth Engagement





Youth Engagement

5 Glendale Middle School

1 Jackson Elementary (MICA)

1 Pacific Heritage Academy

7 workshops

200 students total

Elementary to High School

A variety of exercises:

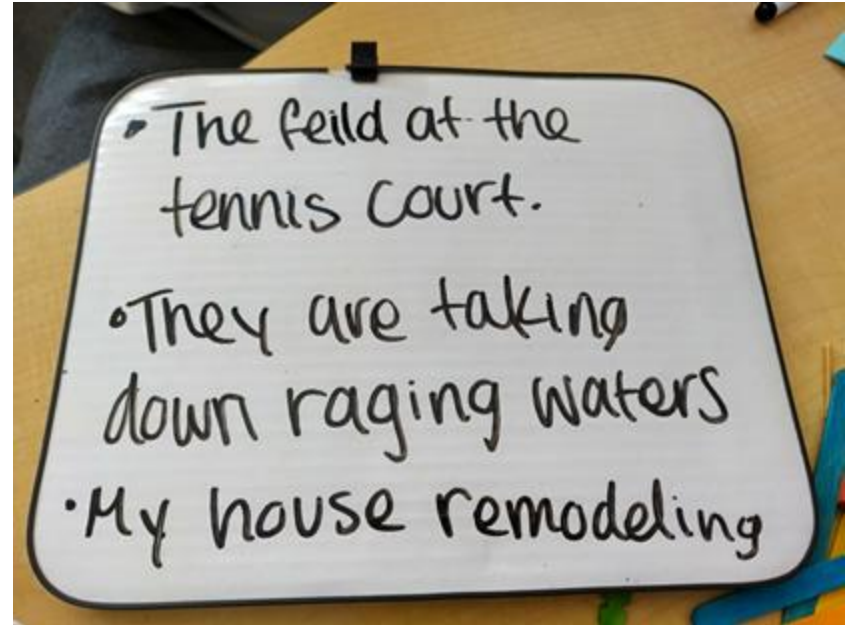
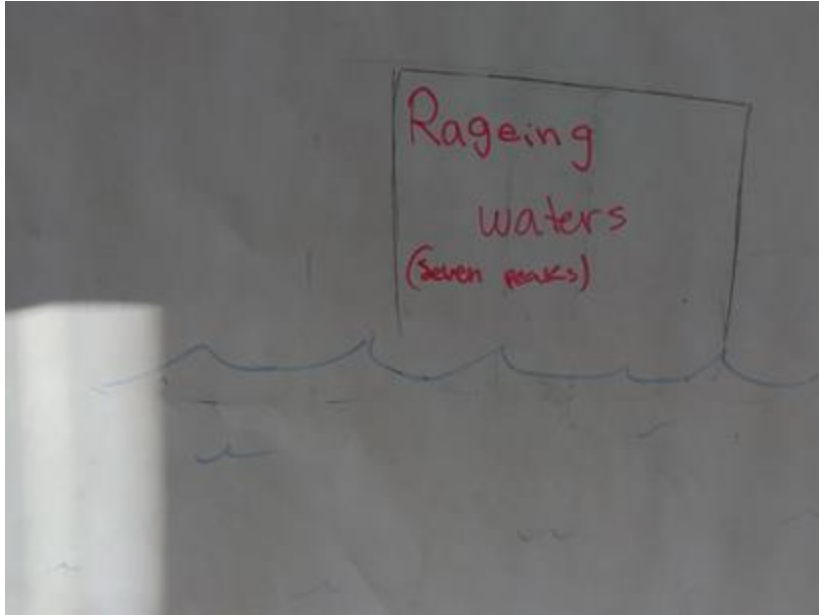
- Define gentrification and displacement.
- Describe the changes that are happening in their community.
- Discuss what “home” means to them.
- What “thrive” means to you?
- Completed survey on a voluntary basis
- Ask students to draw, build or list elements of their ideal community.



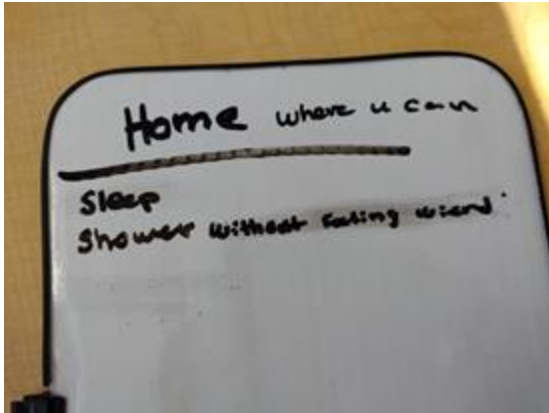
Is your community changing (yes or no)?



How is your community changing?



What “home” means to you?



What "home" means to you?

Home = safe place where family
gathers together a place where
memories are made. A place
where I can just be me.



Like I
A home feels like a place where I can
play with my family and I feel safe
for me.

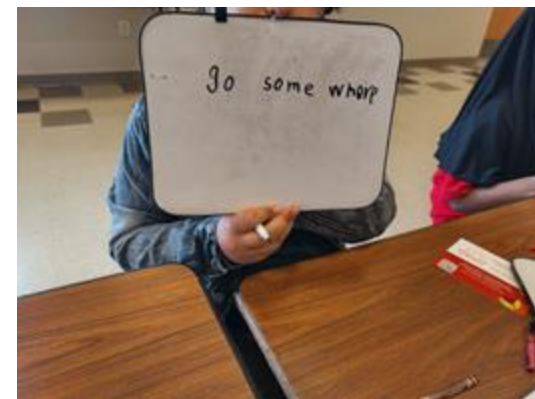
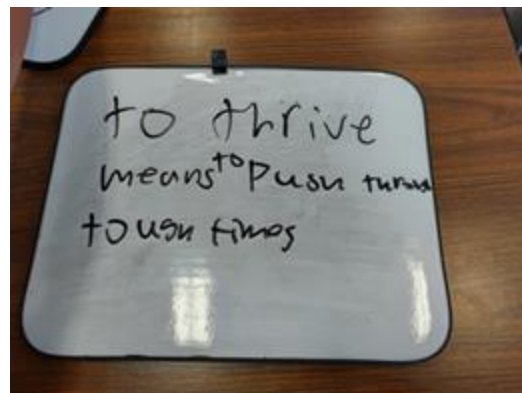
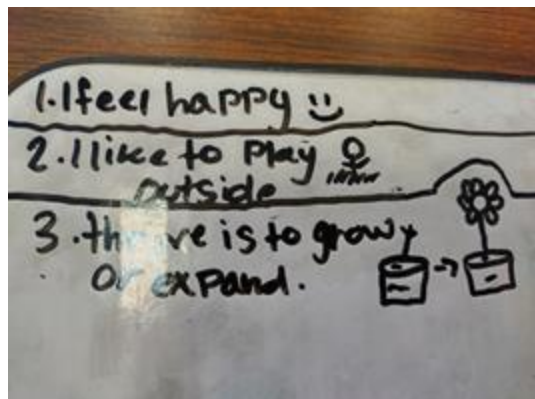
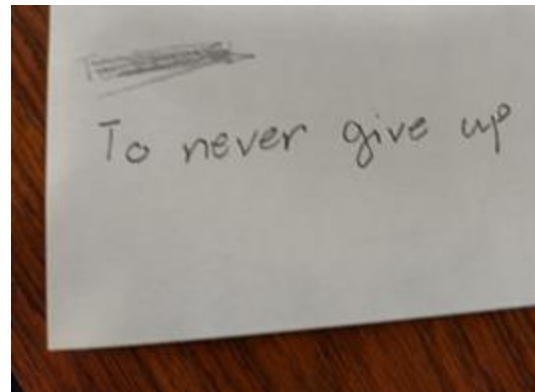
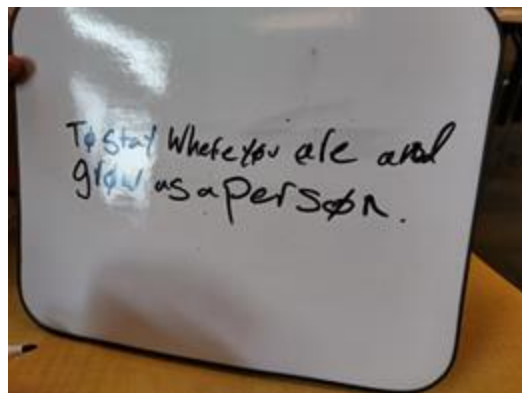
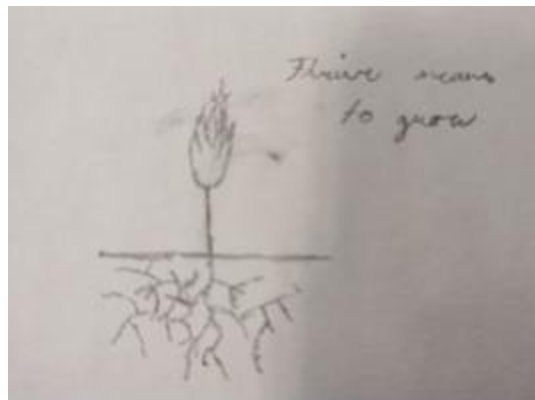
Mi mamá mi papá mi familia
me ayuda mucho de mi papá
es mi mamá eso es casa
Papá

Home is where my
family is at.

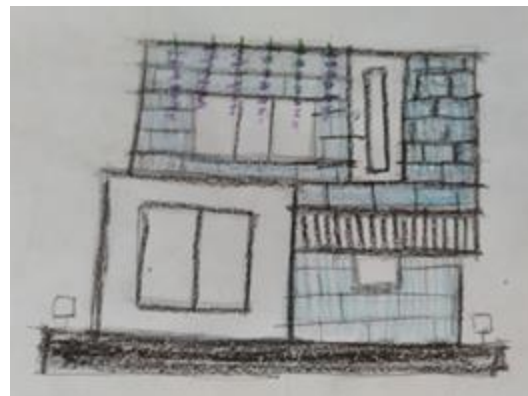
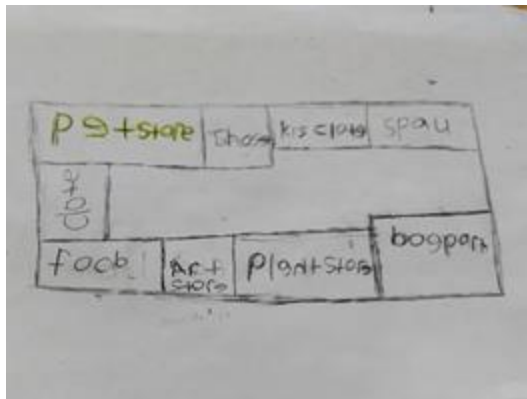
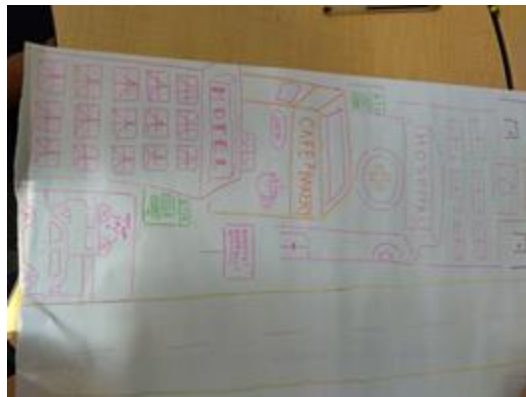
Home is where I can
play with my family.



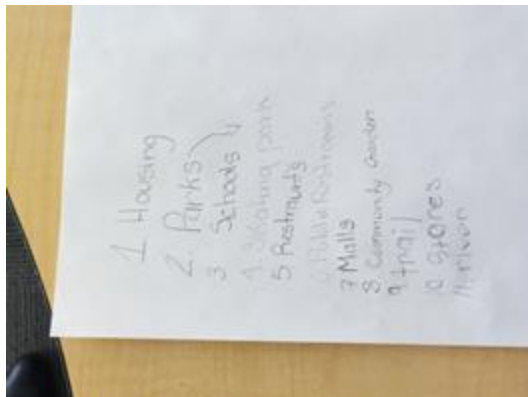
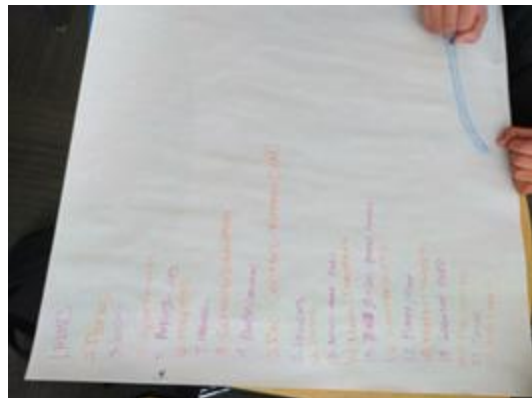
What “thrive” means to you?



Draw your ideal community



List what is in your ideal community?



Build your ideal community



Different types of housing, development around centers, and access to transportation



Different types of services educational, shool, fire, police, businesses, etc.



Access to nature,
animals, water, trails, the
mountains, parks, etc.

PLACE IT!

INTERACTIVE PLANNING





Summary: Youth engagement

- Displacement and gentrification are recognizable by our younger community.
- Some students have experience displacement and homelessness.
- Young people would like to see development without displacement:
 - Different types of homes
 - Help to our diverse community
 - Access to nature, parks, open space, trails
 - Police Stations
 - Fire stations
 - Bridges
 - Clinics
 - Schools
 - Skate parks and active recreation
 - Businesses that represent their culture





Engagement with 14 trusted organizations

1. Dual Immersion Academy
2. Glendale Community Learning Center
3. Glendale Middle School
4. Jackson Middle School
5. Pacific Heritage Academy
6. Westside Leadership Institute
7. Our Lady of Guadalupe Church
8. University Neighborhood Partners Heartland Center
9. Neighborhood House
10. Ventanilla de Salud Comunidades Unidas
11. Road Home
12. Utah Housing Coalition
13. Black Lives Matter
14. Pacific Island Knowledge 2 Action Resources





Community Liaisons



Elizabeth Montoya
Family School Collaboration
Specialist
Glendale Community
Learning Center



Yehemy Zavala Orozco
Project Manager
Utah Housing Coalition



Audrey Mancini
Community Organizer
Powerful Moms Who Care



Susi Feltch-Malohifo'ou
CEO & Director, Pacific
Island Knowledge 2 Action
Resources (PIK2AR)



Natasha Cadet
Community Steward
Project Open and Citizens



Rae Duckworth
Community Organizer
Black Live's Matter



**FOCUS
GROUP 1**

March 10

- Glendale Community Learning Center
- In Spanish
- 7 participants
- Led by Elizabeth Montoya



**FOCUS
GROUP 2**

March 18

- Glendale Community Learning Center
- In Spanish
- 10 participants
- Led by Elizabeth Montoya



**FOCUS
GROUP 3**

March 24

- Utah Housing Coalition
- In Spanish
- Experiencing housing instability
- 8 participants
- Led by Yehemy Zavala Orozco



March 30

- Palmer Court
- People who experience homelessness
- 16 participants
- Led by Audrey Mancini



March 30

- Pacific Islander Community
- 9 participants
- Led by Susi Felch-Malohifo'ou

**FOCUS
GROUP 4**

**FOCUS
GROUP 5**

**5 Focus Groups
50 Participants**



Mural Painting

Miriam Gutierrez, Artist

Multiple-events:

- April 16 - Art @ Confluence
- May 13 - Dual Immersion Academy

Thanks to our sponsors:

- \$2,000 ACE Funding
- \$2,000 University Neighborhood Partners
- \$750 Bennion Center

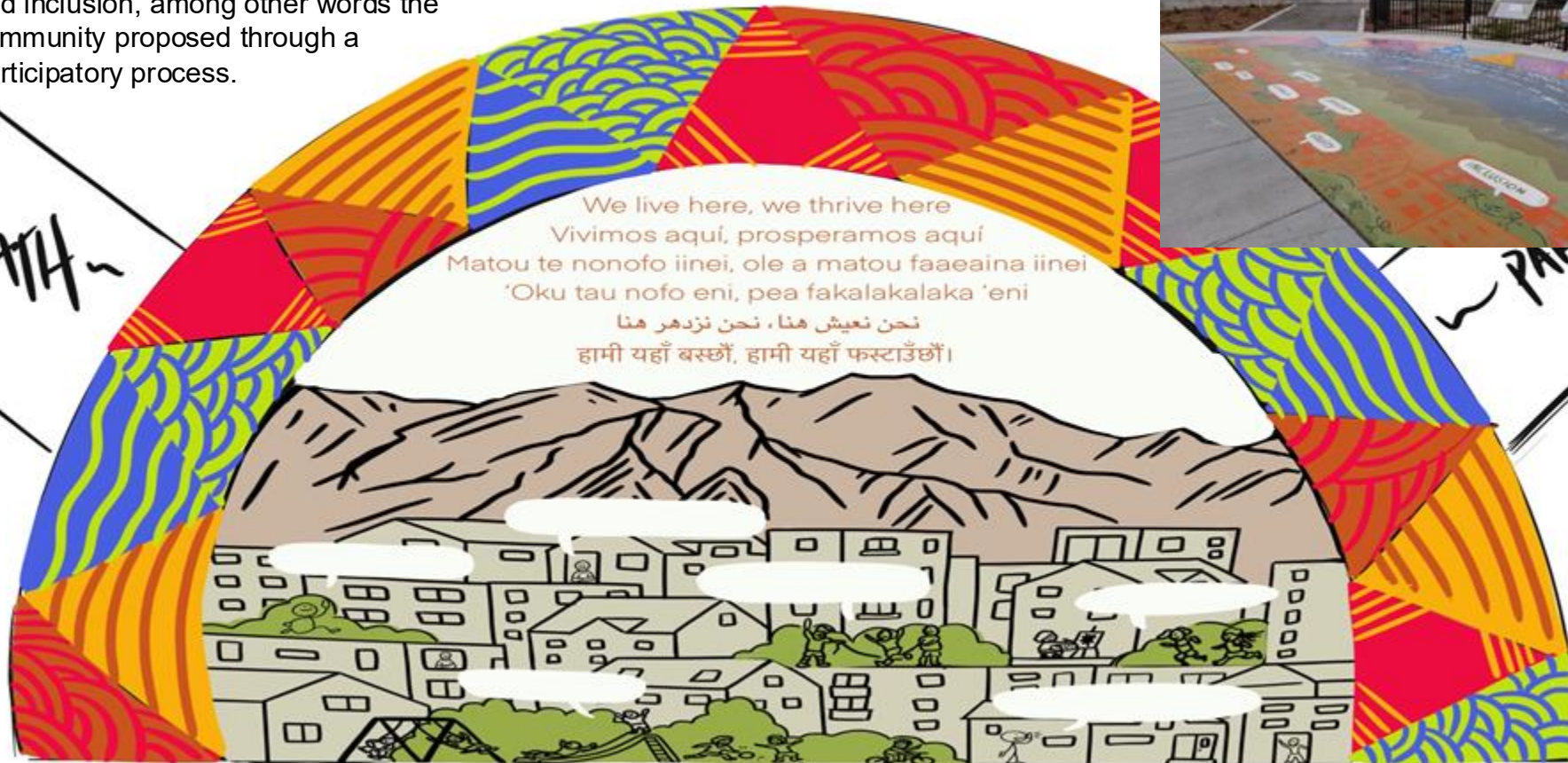


It also includes what Thriving in Place means like affordability, diversity, equity, opportunity, support, action, community, and inclusion, among other words the community proposed through a participatory process.

English, Spanish, Tongan, Samoan, Arabic, Thai, and Nepali



PATH~



We live here, we thrive here
Vivimos aquí, prosperamos aquí
Matou te nonofo iinei, ole a matou faaeaina iinei
'Oku tau nofo eni, pea fakalakalaka 'eni
نحن نعيش هنا ، نحن نزدهر هنا
हामी यहाँ बस्छौं, हामी यहाँ फस्टाउँछौं।

~ PATH

22 FT

↔ 44 FT





8,420 Interactions

- ❑ 250 community council attendants (13 councils)
- ❑ 632 intercept surveys
- ❑ 1,040 online surveys
- ❑ 200 youth engagement (7 workshops)
- ❑ 14 engagement with trusted organizations
- ❑ 50 participants (5 focus groups)
- ❑ 470 interviews
- ❑ 250 event attendants
- ❑ 300 posters
- ❑ 150 stencils
- ❑ 2,000 door hangers
- ❑ 2,000 postcards
- ❑ 33 social media post
- ❑ 1,034 emails to organizations

Takeaways

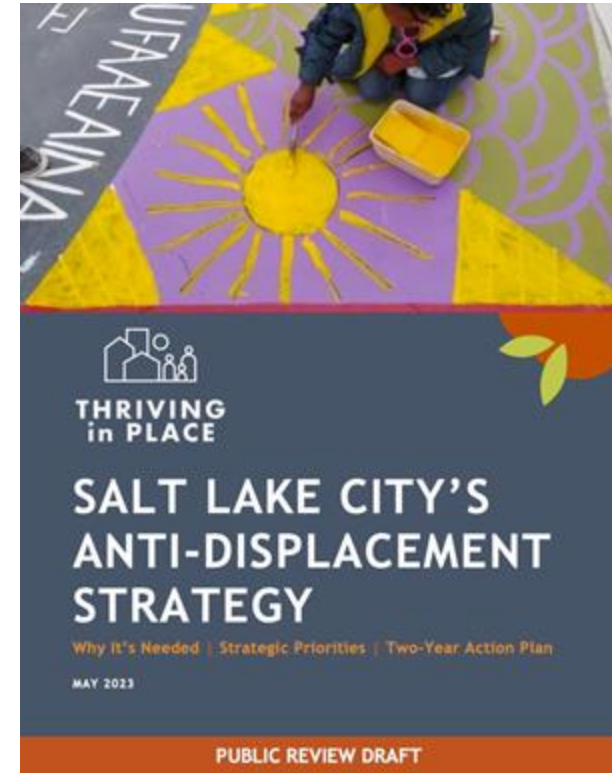
- Displacement pressures in SLC are high, and getting worse.
- It is impacting many people, in many areas, and the city is losing diversity.
- There is not enough housing overall, and a severe lack of affordable units.

Challenges

- People see new housing development as part of the problem, not part of the solution.
- (They also see the City as part of the problem.)
- There has been a focus on production, but much less on preservation, and very little on protection.
- Displacement is happening now.

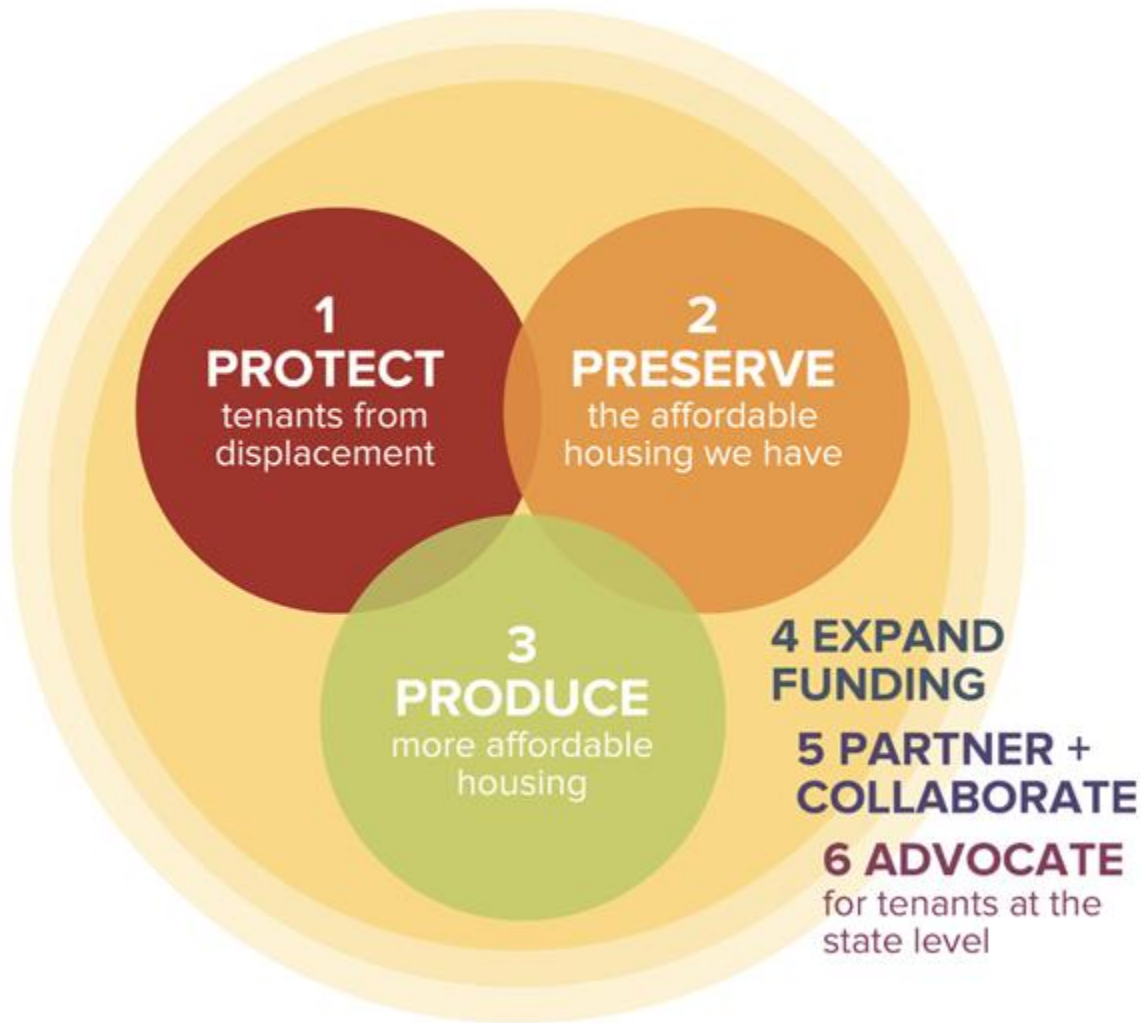
What the Plan aims to do

1. Elevate **anti-displacement** as a citywide priority.
2. Develop new policy tools that utilize land use decisions to **incentivize affordable housing and public benefit**.
3. Increase City investment and services to **help lower income tenants avoid eviction** and remain in SLC.
4. Change how the **City works with impacted communities** and key partners.





Action Framework



THANKS to everyone who helped craft the strategy!

