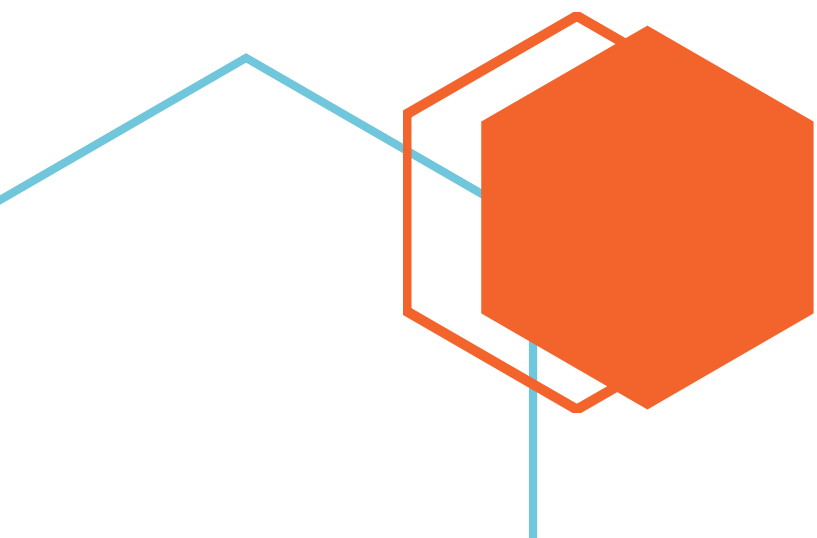




Reimage ACDC Initiative Community Engagement Report 2019

A synopsis and assessment of the Community Engagement efforts conducted from September 2019-December 2019 for the Reimage ACDC Initiative.





Community Engagement Methods

Community Listening Sessions

Community listening sessions were held with **25 organizations and agencies** across Atlanta representing a wide span of investment in repurposing the Atlanta City Detention Center. The primary goal of these sessions was to gather input from Atlanta residents about a reimagined ACDC building with programs and a physical space that serves the needs of Atlanta residents.

During these sessions, organizations and agencies discussed programmatic priorities for the Center for Wellness, Equity, and Freedom. Groups shared feedback on building use, as well as the surrounding Center for Wellness, Equity, and Freedom neighborhood which reflected the needs of their unique community perspective.

Community Townhalls

Community Townhalls and Community Sessions were held reaching over **400 Atlanta residents** and offering a historical narrative of the Reimagine ACDC Initiative as well as gathering input from those impacted by the Atlanta City Detention Center directly and indirectly. Through innovative design activities participants developed programmatic and building design recommendations.

Provider Stakeholder Interviews

The Program working group of the Reimagine ACDC Task Force held interviews with over **50 providers and experts** from the following fields: Housing and Homelessness, Justice Reform, Mental Health and substance abuse, and Employment and Financial Empowerment.

Background



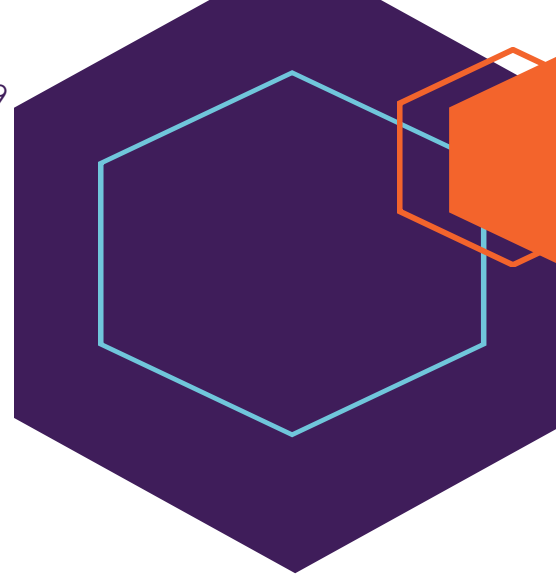
Over a two-month period from October 2019-December 2019 the Community Engagement Specialist of the Reimagine ACDC initiative spoke to over 600 Atlanta residents about how they envisioned repurposing the Atlanta City Detention Center.

During this period, several Community engagement tools were used including:

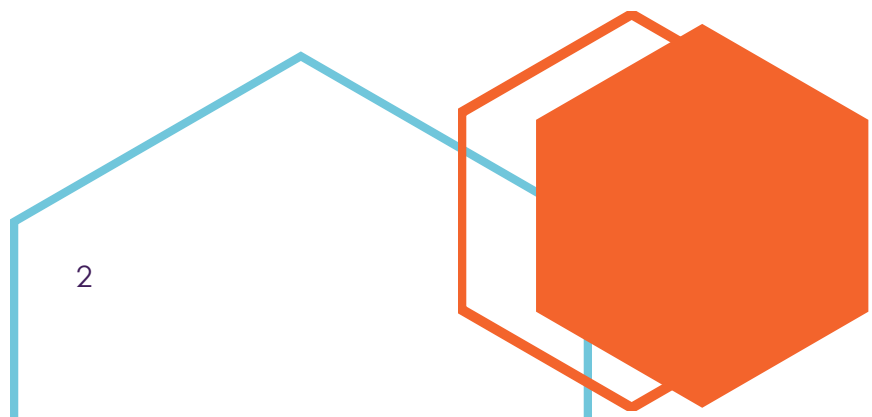
- Interviews
- Group Discussions
- Community Townhalls and Community Sessions
- A Seat at the Table
- Program and Finance 'Bubble' Game
- Menu Cards



Opportunity Analysis and Recommendations

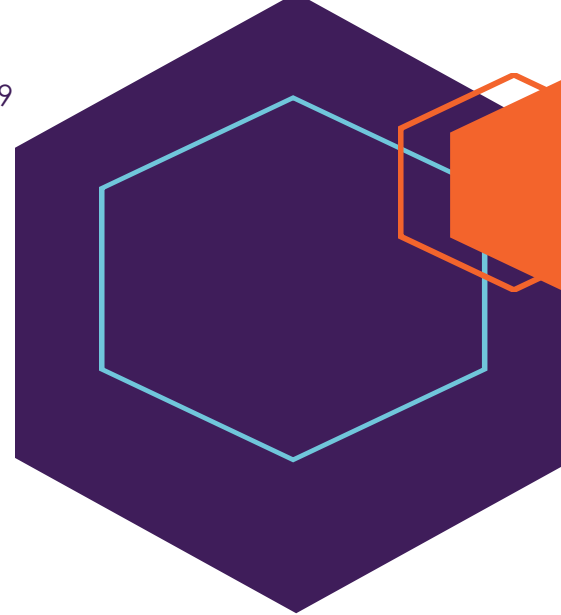


- 1. Develop a media platform for Reimagine ACDC**
- 2. Secure anchor organizations with an existing membership base for every major community engagement event**
- 3. Confirm 2-3 representatives of the City of Atlanta, Mayor's office at each major event and promote all major events**
- 4. Conduct messaging training for all planning team members**
- 5. Offer 1-2 Community Engagement trainings with Taskforce**





Community Engagement Leadership



The Reimagine ACDC Initiative Community Engagement process was a collective effort to collect data from the broadest base of Atlanta residents. This data will be used to develop three design proposals for the repurposing of the Atlanta City Detention Center into the Center for Wellness, Equity, and Freedom. The Reimagine ACDC Community Engagement Committee thanks the following for your work in reaching Atlanta residents:

Reimagine ACDC Planning Team

For leading the Reimagine ACDC Taskforce and centering the input of Atlanta Residents.

Atlanta Office of the Mayor

For co-hosing the General Public Townhall and supporting communications activities.

Racial Justice Action Center

For coordinating for overseeing and sculpting the Community Engagement efforts.

Designing Justice Designing Space

For designing and building the Community Engagement tools including: Menu Cards, A Seat at the Table, and the Finance “Bubble” Game.

Bloomberg Associates

For conducting the Service Provider Stakeholder Interviews.

Che Johnson-Long

For facilitating the Community Engagement working group and leading Community Engagement efforts.



Community Engagement Goals



The Community engagement plan 1.0 from September-December 2019 has distinct goals to:

1. **Gather input** from a diverse swath of Atlanta Residents on the reimagined physical space and programming of the Center for Wellness, Equity, and Freedom for the purpose of developing 3 proposals by February 25, 2019
2. Share the **Task Force's progress** with the community and filter data collected from the community back to **inform working groups progress**
3. Message the Reimagine initiative as a **public safety initiative**

As such the 1.0 plan used the following tools to complete these goals:

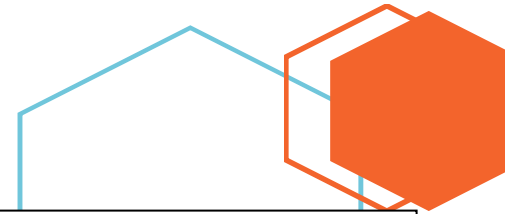
1. Developed **3 community presentation templates** for 15 minute, 45 minute, and 2 hour engagement
2. Co-developed Frequently Asked Questions **talking points**
3. Conducted **presentations for 25 community-based organizations**, businesses, and organizations
4. Conducted **5 Townhalls** for targeted geographic and identity-based demographics



Community Engagement: Communities Reached



<p><u>Formerly Incarcerated People</u> Women on the Rise</p>	<p><u>Harm Reduction Experts</u> Atlanta Harm Reduction Coalition</p>	<p><u>Justice Experts</u> Atlanta Police Department: HOPE Team Fulton County Public Defender's Office</p>
<p><u>Homelessness Experts</u> Gateway Project Community Connections Inc</p>	<p><u>Survivors of violence:</u> Atlanta Victims Association Homicide Victims support group</p>	<p><u>Mental Health Experts</u> Georgia Department of Behavioral Health and Developmental Disabilities</p>
<p><u>Neighborhood Planning Units</u> NPU Y NPU V NPU M</p>	<p><u>Business Community:</u> Old Fourth Ward Business Association Invest Atlanta</p>	<p><u>Youth</u> Project South SPARK Georgia State Students</p>



Organizations and Agencies reached:

- 09/10/19:** Task Force Meeting // 65 participants
- 10/03/19:** Atlanta Victims Association // 6 participants
- 10/07/19:** NPU-Y // 15 participants
- 10/14/19:** NPU-V // 20 participants
- 10/08/19:** Task Force Mini-Retreat // 10 participants
- 10/15/19:** SPARK // 5 participants
- 10/17/19:** NPU-M // 10 participants
- 10/17/19:** Atlanta Harm Reduction Coalition // 5 participants
- 10/19/19:** Atlanta Victims Association // 15 participants
- 10/23/19:** Atlanta Police Department: HOPE Team // 4 participants
- 10/23/19:** Fulton County Public Defender's Office // 2 participants
- 10/23/19:** Ga. Dept. of Behavioral Health and Developmental Disabilities // 2 participants
- 10/23/19:** Invest Atlanta // 4 participants
- 10/23/19:** Project Community Connections Inc // 1 participant
- 10/29/19:** Task Force Meeting // 50 participants
- 10/31/19:** Gateway Unhoused Community Session // 40 participants
- 11/01/19:** Formerly Incarcerated or Detained People Town Hall // 150 participants
- 11/14/19:** General Public Town Hall // 10 participants
- 11/15/19:** @Promise Youth Townhall // 40 student participants
- 11/16/19:** Ebenezer Baptist Church: Social Justice Ministry // 15 participants
- 11/18/19:** Trans and Queer Communities Town Hall // 150 participants
- 11/20/19:** Old Fourth Ward Business Association // 10 participants
- 12/09/19:** Georgia Latino Alliance for Human Rights // 5 participants



UNHOUSED COMMUNITY SESSION: OCTOBER 31, 2019

Goals:

1. Gather input from **30 Unhoused Community Members** about a reimagined ACDC building with programs and a physical space that serves the needs of young people, particularly those directly impacted by ACDC
2. Give Unhoused people space to be organic and creative in their visioning, focusing on breakout groups and interactive activities
3. Walk away from this townhall with diverse and concrete input which can be turned into data for the redesign process

❖ **Host: Gateway Center**

❖ **Number of Participants: 40 participants**

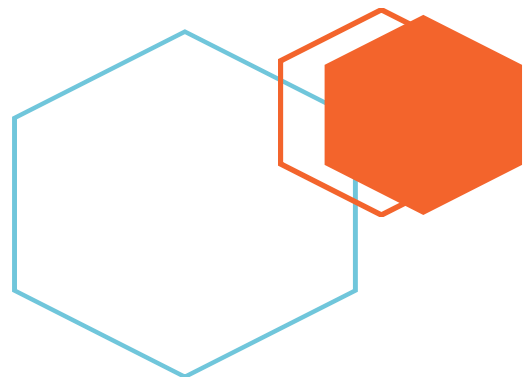
❖ **Location: Gateway Center, 275 Pryor St SW, Atlanta, GA 30303**

❖ **Stakeholder: Unhoused Communities**

A group of 40 unhoused men gathered on Gateway's third floor and discussed their programmatic ideas in small groups of 5-8. Each group discussed services that would better serve the unhoused community including transitional housing and opportunities for adult education. The group highlighted the need for housing for Cis Women, Children, and Trans people noting these populations go largely under-served.

Summary of event coordination assessment:

- There was a last-minute push to increase the participants from 15 to 40 which meant there was a sudden need for more co-facilitators, while there were enough co-facilitators, there was little to no preparation for co-facilitators.
- Many participants expressed the desire to offer feedback on the surrounding neighborhood of ACDC but there was no engagement tool present to collect this input.
- Participants were grateful for the opportunity to share their input and said they felt listened to and appreciated for their expertise.





FORMERLY INCARCERATED AND/OR DETAINED TOWNHALL: NOVEMBER 1, 2019

Goals:

1. Gather input from **100 formerly incarcerated people** about a reimagined ACDC building with programs and a physical space that serves the needs of formerly incarcerated and detained people
2. Gather input on a way to visually represent and honor those who have been incarcerated or detained inside of ACDC
3. Give formerly incarcerated people space to be organic and creative in their visioning, focusing on breakout groups and interactive activities
4. Walk away from this townhall with diverse and concrete input which can be turned into data for the redesign process

❖ **Host: Women on the Rise**

❖ **Number of Participants: 150 Participants**

❖ **Location: Russell Center for Innovation and Entrepreneurship 504 Fair St SW**

❖ **Stakeholder: Formerly Incarcerated and Formerly Detained Communities**

This townhall was the largest of all the Community Engagement events, with over 150 participants and an overflowing room of formerly incarcerated people. The night opened with a spoken word performance and a testimonial from keynote speaker Fox Rich, as well as context setting from Sandra Barnhill. Participants sat in groups of 8-10 and played the Bubble game where they each designed a floor of the Center for Wellness, Equity, and Freedom.

Summary of event coordination assessment:

- The event exceeded its attendance goals, primarily because Outreach for the event began 4 weeks prior to the event and included Street outreach, Social media outreach, and offered an opportunity for organizations to sponsor the event.
- Because catering arrived 1 hour late, the program was pushed back to accommodate. This meant that the planned panel and subsequent question and answer section was cut from the program
- While there was an incredible turnout, the event dwindled towards the end of the night, with a little less than half of the room empty by the end of the event. Some participants later shared that the interactive parts of the event should start sooner in the night to keep attention.



GENERAL PUBLIC COMMUNITY SESSION: NOVEMBER 14, 2019

Goals:

1. Gather input from **50-60 members of the General Public** about a reimagined ACDC building with programs and a physical space that serves the needs of young people, particularly those living and working in the Downtown/Midtown neighborhoods
2. Give General Public space to be organic and creative in their visioning, focusing on breakout groups and interactive activities
3. Walk away from this townhall with diverse and concrete input which can be turned into data for the redesign process

❖ **Host: City of Atlanta**

❖ **Number of Participants: 15 participants**

❖ **Location: Watershed Building 72 Marietta St NW**

❖ **Stakeholder: Downtown and Midtown Businesses and Residents**

The community session was hosted by the City of Atlanta and held at the Watershed building in Downtown Atlanta. Participants asked questions during a panel discussion which focused primarily on the origins of the Reimagine ACDC initiative as well as the financing plan for the initiative. The room separated into small groups and each group designed a floor of the Center for Wellness, Equity, and Freedom using the bubble game.

Summary of event coordination assessment:

- Low turnout was due, in part, to last-minute outreach efforts which began 1 week before the event
- Some participants said that had a difficult time finding parking and were unaware that the event offered free parking in an adjacent lot
- The panel format was well received and participants appreciated the opportunity to ask questions directly to city representatives





YOUTH TOWNHALL: NOVEMBER 15, 2019

Goals:

1. Gather input from **30 Youth** about a reimagined ACDC building with programs and a physical space that serves the needs of young people, particularly those directly impacted by ACDC
2. Give Youth space to be organic and creative in their visioning, focusing on breakout groups and interactive activities
3. Walk away from this townhall with diverse and concrete input which can be turned into data for the redesign process

❖ **Host: @ Youth Promise Center**

❖ **Number of Participants: 30 participants**

❖ **Location: @ Youth Promise Center 740 Cameron Madison Alexander Blvd NW**

❖ **Stakeholder: Youth ages 8-12**

The @ Promise Youth Center hosted this event and invited 40 middle school students who are regular program members to attend. As the young people entered the room they selected vision cards and placed them in various categories. In small groups of 4-5 they each designed a floor of the Center for Equity using the Seat at the Table tool and shared their floor design with the room at the end of the event.

Summary of event coordination assessment:

- The host location offered the perfect setting for the event and the young people said the event was the right length and time
- This townhall was high energy, co-facilitators said they were moved by the feedback young people shared and felt the agenda was well planned and appropriately adapted to middle school aged students
- Host counsellors offered support with co-facilitation which made the program run on time and allowed for deeper dialogue with students





TRANS AND QUEER TOWNHALL: NOVEMBER 18, 2019

Goals:

1. Gather input from **75 Trans and Queer people** about a reimagined ACDC building with programs and a physical space that serves the needs of the TLGB Atlanta Community, particularly those directly impacted by ACDC
2. Give Trans and Queer people space to be organic and creative in their visioning, focusing on breakout groups and interactive activities
3. Give a history of the process of repurposing ACDC including the Banishment Ordinance, Pre-arrest diversion, and Trans and Queer organizing in Atlanta
4. Walk away from this townhall with diverse and concrete input which can be turned into data for the redesign process

- ❖ **Host: Solutions Not Punishment Collaborative**
- ❖ **Number of Participants: 75 participants**
- ❖ **Location: Black Mecca Project, 1450 Ralph David Abernathy Blvd**
- ❖ **Stakeholder: Trans and LGBTQIA Communities**

This event was packed with 75 Trans and queer community members representing 6 organizations. The event kicked-off with the history of the Close the Jail ATL campaign and ended with participants breaking into small groups of 10-15 to design a floor of the Center for Wellness, Equity, and Freedom using both the Bubble Game and the Seat at the Table. Participants offered input on the building programs highlighting the need for united building principles and space explicitly dedicated to trans women of color.

Summary of event coordination assessment:

- Outreach efforts were successful largely due to street outreach and several social media pushes. The anchor organization invited communities already represented in their base, but also brought in a large group of new potential members
- The space, while conducive to the purposes of the event was too big and swallowed the sound in the room making it difficult, at times to hear
- There was little participation from the City of Atlanta including low attendance from City representatives



OPPORTUNITY ANALYSIS AND RECOMMENDATIONS

The community engagement efforts of 2019 revealed great opportunity for future engagement with Atlanta residents. The response from Atlanta residents was overwhelmingly positive from all stakeholders and while there remain implementation questions there were few, if any opposition to the initiative itself. Participants largely wanted to know where could learn more about the initiative and share with their networks.

The following are recommendations to further the efforts of the Reimagine ACDC Initiative planning team:

- 1. Develop a media platform for Reimagine ACDC** including social media, print media, mailers, radio, and billboard ads to further the narrative of the initiative and raise consciousness amongst the broadest base of Atlanta residents.
- 2. Secure anchor organizations with an existing membership base for every major community engagement event** over 30 people to ensure effective outreach.
- 3. Confirm 2-3 representatives of the City of Atlanta, Mayor's office** at each major event and promote all major events through City of Atlanta social media platforms.
- 4. Conduct messaging training for all planning team members** to ensure Community members' input is appropriately received, collected, filed, and reported on.
- 5. Offer 1-2 Community Engagement trainings with Taskforce members,** publicized by the City of Atlanta with minimum 4 weeks notice to ensure Taskforce members can lead future Community Engagement efforts.

