

# Northwest One Neighborhood Redevelopment Plan

The drug-related murder of a 14 year-old resident of the Sursum Corda Cooperative housing project provided the final impetus for initiating a complex process leading to a decision by the District of Columbia's City Administrator to redevelop the entire group of public housing projects known by its old Model Cities Program designation as "Northwest One" (NW1).

JSA joined a project team led by renowned developer Richard Baron of McCormack Baron Salazar to design and implement a public involvement process as part of the first project undertaken in the District of Columbia's "New Communities" program. Given its highly publicized and troubled history and the prestige assigned to this project, its success required a "best practice" approach to public involvement.

JSA working in concert with Urban Strategies, the non-profit human development arm of McCormack Baron Salazar, designed and facilitated a multi-tiered process that included facilitation of weekly meetings of the NW1 Council over a period of months, multiple information and education presentations to residents of each housing project and other stakeholders, support of a resident-administered demographic and needs survey, a kickoff social event attended by the Mayor and DC's senior governmental leadership, a three-day charrette, and a final community report-back meeting.

The most critical contribution JSA made to this successful process was its facilitation in the early stages of meetings among key DC government agency representatives and those of the various housing projects. JSA helped stakeholders overcome long-standing suspicions and decades of negative impressions and experiences. Through the process design details, documentation, and neutral facilitation role, participants developed and maintained sufficient trust and confidence to move from one week to the next until the project was completed. JSA's steady step-by-step approach kept participants at the table and moving forward.



<b>Location</b>	Washington, DC
<b>Client</b>	District of Columbia Office of Planning
<b>Contract amount</b>	\$37,700
<b>Project duration</b>	January- September 2005

