



NO. 1 • APRIL 2015

**THE
MAKING
OF A
GREAT
CITY**

**DETROIT
FUTURE
CITY**

ideas for innovation

THE DETROIT FUTURE CITY STRATEGIC FRAMEWORK

was released in 2013 after a robust community engagement process, establishing a clear vision for the city and a framework for decision-making. As a part of that effort - DFC's Ideas for Innovation is a program series designed to connect the DFC Strategic Framework, Detroiters, and the DFC Implementation Office together to engage in dialogue on moving the city forward.

On April 14, 2015, the Detroit Future City Implementation Office convened a group of leaders for the first in this series of events. The event, called 'The Making of a Great City,' involved a keynote address followed by a panel discussion. The participants discussed the key ingredients needed for innovation to truly flourish within the city—including the need for alignment around a shared vision, strong civic leadership, continued commitment to civic design, and participatory implementation.

Keynote speaker:

ROXANNE QUALLS

Assistant to the Provost for Civic
Affairs at Xavier University,
Former Mayor and City
Councilmember of Cincinnati, OH

Moderator:

JENN WHITE

Host of All Things Considered,
Michigan Radio

Panelists:

DAYNE WALLING

Mayor of Flint

KHALIL LIGON

Southeast Michigan Outreach
Coordinator, Alliance for the Great Lakes

GARY BROWN

Chief Operating Officer,
City of Detroit



Vision + Planning

Public, private, and community decision-makers need to be aligned around a shared vision.

“Give the planning process another round! It is essential that the community, Mayor and City Council work to get the master plan adopted and follow that with zoning and a capital improvement plan. Make that a public process that is legally enforceable and that represents the vision that you want. That isn’t going to happen without some challenges, but it absolutely has to happen.”

—DAYNE WALLING

- Everyone must have ownership over the vision, plan, and implementation strategies so that we can hold each other accountable and withstand political shifts over time
- Alignment is critical (even if disagreements occur behind closed doors) in order to show a united front and to move in the same direction
- The vision needs to be integrated into the city’s policies so that it becomes part of all governmental decision-making and budgeting

The Detroit Future City Strategic Framework provides a vision for the future of Detroit. In order to ensure alignment around that vision over time, the Framework needs to be integrated into the City’s plans, policies, and regulations.



Leadership

We need leaders who are willing to commit to the shared vision and make strategic decisions that support it.

“It takes real leadership to have a shared vision – to keep beating that drum and pushing that to fruition. “

—GARY BROWN

- Community and governmental leaders need to ensure decision-making is consistently working to achieve the shared vision
- Leadership needs to engage with the community to stay connected and ensure alignment over time
- We must be committed for the long haul—our leaders need to acknowledge that this work is not for us, but for our children.



Engagement

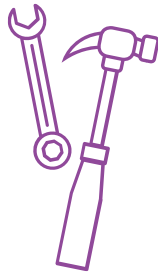
We need participatory implementation of the plan so that all public, private, and community decision-makers (as well as those they lead) are empowered to act.

“Replant those seeds of hope. Give people ownership and control over their destiny—they are part of the future”

—KHALIL LIGON

- Engaging the community in every part of the process is critical to achieving success
- It is important to engage all sectors - including businesses, community leaders, residents, and youth
- We must show successes along the way - this will give people hope and ensure that people stay energized and engaged overtime.

Engagement was a critical component to the creation of the Detroit Future City Strategic Framework. The Framework dedicates an entire chapter to Civic Engagement, with recommendations on how to build an improved and sustainable civic culture.



Capacity + Implementation

In order to make our vision a reality, we must have clear implementation strategies, people who can execute, and the resources to do so.

“Have a vision, plan, and leadership— BUT don’t forget that to make any of that meaningful in terms of changing neighborhoods, you have to have the capacity. That means you have to identify the resources, and those resources have to be significant.”

—ROXANNE QUALLS

- Implementation strategies should identify who is responsible for action, how much it will cost, where the resources will come from, and the timing for completion
- We must have champions of the plan who wake up every day focused on implementation and ensure alignment with the vision
- We need resources to support organizations that are working towards a shared vision, and money to implement projects on the ground.

The Detroit Future City Implementation Office works to ensure participatory implementation of the Strategic Framework’s shared vision. This allows for greater positive impact and capacity building through empowered communities and stakeholders.

What can you do to make your city a great city?



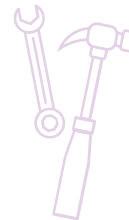
Work on a plan in your community that brings the city-wide vision to the community-scale



Hold your elected official accountable and work with your community leaders



Get involved with your block club, neighborhood association, or CDC — and work together to implement the vision through on-the-ground projects



Be the change you want to see in your neighborhood! Ride your bike, go for a walk, meet your neighbors

For further resources and tools visit
<http://detroitfuturecity.com/tools>

“Shared vision + authentic #collaboration essential
to build healthy city ecosystems,
learning to play together via @RoxanneQualls”

 @NINAFUTURE

“‘We have to get on one page’ @MayorWalling
emphasizing the importance of having a plan to
gather community, biz, and gov”

 @ONTHEAGGREGATE

“Brown: we need to have a regional
approach to revitalization.”

 @JCORVIDAE

“‘I can’t wait 30 years for my community to come back.
We have to act now’” @khalilligon.
#resoucestoneighborhoods”

 @TOWN_N_COUNTRY1

“‘Michigan has to have a Detroit that is prosperous.’
-Dayne Walling, Mayor of Flint”

 @DEFUTURECITY

“‘Until we fix city services, public safety, education, #Detroit
will continue to lose population.’ - Gary Brown”

 @BUILDINGSOURCE

#DFCIdeas



John S. and James L.
Knight Foundation

