

**Update\_19 Jan 2022**

# **Public Engagement for Midtown District Santa Fe**

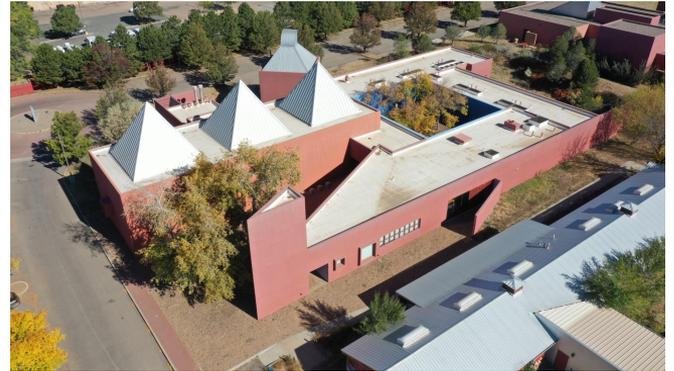
Inclusive, Equitable, Transparent, Accessible  
Influential/Consequential





# What we want to share tonight

1. Introduce the **Midtown Engagement Partners**, including Round 2 MAP stipend recipients
2. Provide insights, highlights and data from surveys & joint events: **Midtown Block Party, Posolada**
3. Summary of **other MEP activities**
4. Share “**what we’ve heard**” from participants
5. **Timeline:** where we are and what’s ahead, including additional opportunities for public engagement



MIDTOWN  
MOVING FORWARD



# Key Phases in the Public Engagement contract for Midtown

The City contracts with UNM DPAC to manage and coordinate a community-based process



1. **Partner** with local, community-based organizations (Q1 2021)
2. **Co-Create** a Community-Driven Engagement Program (Q1-2 2021)
3. **Engage** community members in multiple, different, and effective ways...and collect input and feedback (data) (Q3-4 2021)
4. **Analyze** data gathered; synthesis and summarize as findings and community goals for development at Midtown (Q1 2022)
5. **Identify** promising practices for achieving community goals (recommendations) (Q1 2022)
6. **Incorporate** community goals and recommendations into Community Development Plan (Q1-2 2022)



# Phase 1. Partner w/ Local, community-based Organizations

## The Midtown Engagement Team

**Public Engagement Consultant:**  
Managing the collaboration with the City

University of New Mexico • School of Architecture and Planning • Design Planning Assistance Center (DPAC)

**Midtown Engagement Partners:**  
Steering Process and Leading Engagement

Chainbreaker Collective, YouthWorks, Earth Care, Santa Fe Art Institute, Littlelobe

**MAP Round 2:**  
Conduct Specific Engagement Activities

Santa Fe Indigenous Center, Friends of Santa Fe Public Library, Fathers NM, La Familia Medical Center

# Santa Fe Indigenous Center

The **Santa Fe Indigenous Center** is designed by and for Indigenous Peoples with the mission of supporting, promoting, and enriching our vital, diverse community by identifying and serving the needs and interests of our people.

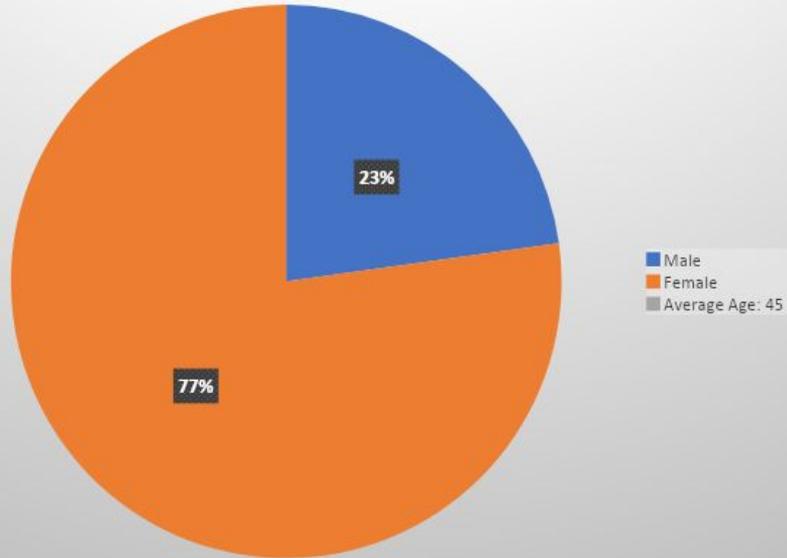




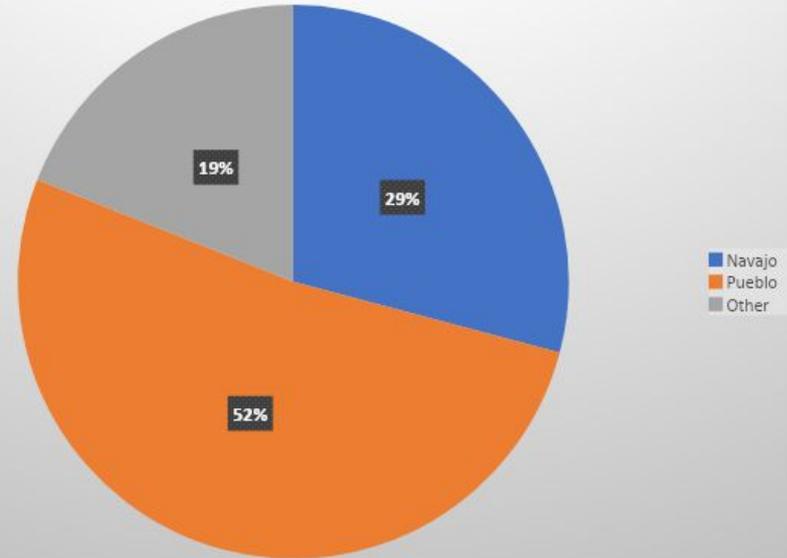


# Santa Fe Indigenous Center

By Gender



By Tribe



## 2020 Food & Care Bundle Distribution

### By Gender

- 200 Native families received Financial Assistance
- \$85,000+ distributed for rent, utilities, travel costs and vehicle repairs.

### By Tribe

- 24 Bi-monthly distribution in one year
- 2800+ Native family members served
- Specialty care bundles for seniors and babies.

# Santa Fe Indigenous Center

Surveys – 201 collected

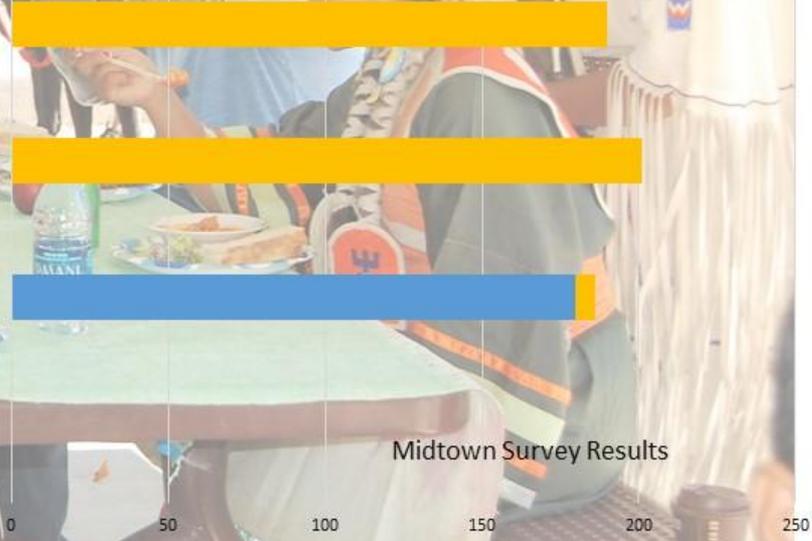
Powwow Grounds

Native Programs/Events - Top 3 request =  
Community Gardens, Art Markets, Housing

Does the City do enough for Native Americans?

Blue =NO; Yellow=YES

Midtown Survey Results



# Fathers New Mexico



**Fathers New Mexico's** provides support, resources, and skills to promote healthy and responsible fathering in young families. Fathers New Mexico nurtures connections between the father, the family, and the community to promote self, family, and community health.

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**FATHERS**  
New Mexico



# La Familia Medical Center

La Familia Medical Center's fosters community well-being in partnership with our patients by providing excellent, accessible, family-centered medical, dental and behavioral health care.



# Your Place Your Health Your Voice

La Familia

MEDICAL CENTER

SANTA FE, NEW MEXICO



MEDICAL • DENTAL • BEHAVIORAL HEALTH

Yazil Rodriguez, Community Care Coordinator

Jasmine Meyer, Community Health Director

# Engagement Format



Community Asset Mapping - a strength-based approach to community development.



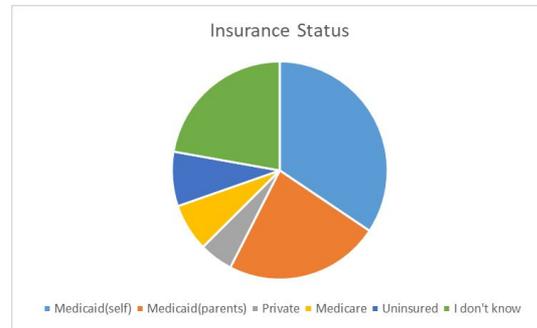
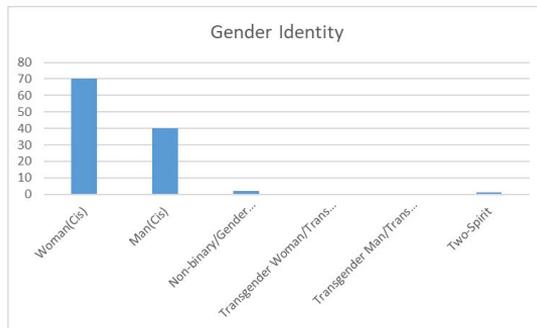
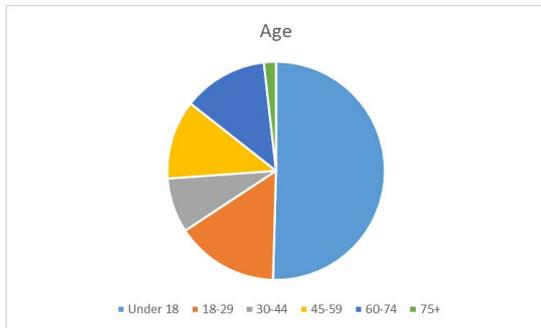
Our goal: To engage underrepresented community members in voicing their needs, barriers, facilitators, accessibility, & creative vision for health equity in Santa Fe, in Midtown District, & at La Familia Medical Center (LFMC).



Main question asked: "What would you like to see in the Midtown District that would better your overall health?"



# LFMC\_engaged 138 Participants



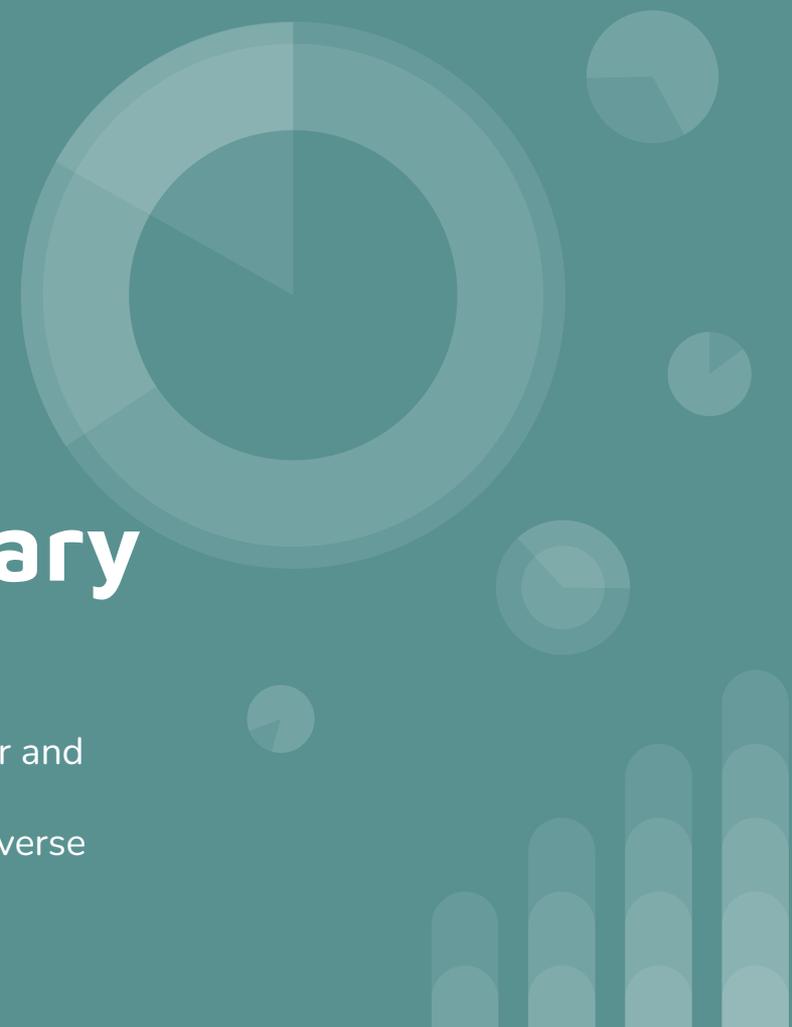
## Race/Ethnicity

| Race:        | Native American/Alaska Native | Asian/American | Black/African American | Middle Eastern/North African | Native Hawaiian/Other Pacific Islander | White | Unspecified |
|--------------|-------------------------------|----------------|------------------------|------------------------------|--|-------|-------------|
| Hispanic     | 3                             | 0              | 3                      | 1                            | 0                                      | 3     | 82          |
| Non-Hispanic | 2                             | 0              | 6                      | 1                            | 1                                      | 13    | 0           |

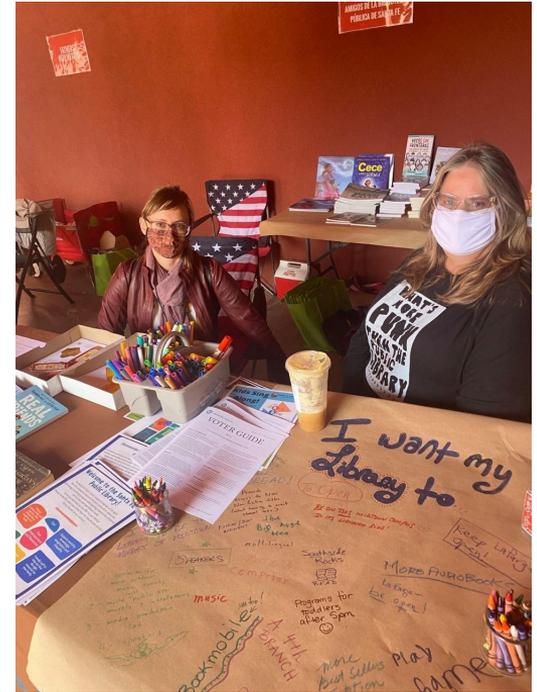
A word cloud of various community services and facilities. The words are arranged in a circular pattern, with 'Safe Space' being the largest and most central. Other prominent words include 'Farmers Market Shelter', 'Recreation Center', 'Parks', 'Youth/Teen Center', 'Entertainment Center', 'Dental Clinic', 'Affordable/Free', 'Housing', 'Health Care Center', 'Access to Nutritious Food', 'Study Space', 'Senior Center', 'Library', 'Jobs', 'Transportation', 'Reliable & Functional', 'Venues for Small Businesses', 'Rehabilitation Center', 'Food Distribution Center', 'Animal Shelter', 'Quality Education', 'Donation Center', 'Food Distribution Center', 'Counseling/Therapy', 'Women's Resource Center/Sanctuary', 'Walking Trails', 'Event Center', 'Dog Park', 'Laboratory', 'Teen Health Clinic', 'Museum', 'Community Garden', 'Child Care', 'Hygiene Stations', 'Resource Center', 'Shopping Center', 'Access to WIFI & Computers', 'Black Box Theater', and 'Library'.

Farmers Market Shelter  
Recreation Center  
Event Center  
Walking Trails  
Counseling/Therapy  
Women's Resource Center/Sanctuary  
Dog Park  
Laboratory  
Teen Health Clinic  
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Transportation  
Venues for Small Businesses  
Hygiene Stations  
Resource Center  
Shopping Center  
Access to Nutritious Food  
Study Space  
Senior Center  
Access to WIFI & Computers  
Youth/Teen Center  
Library  
Jobs  
Entertainment Center  
Black Box Theater  
Dental Clinic  
Library

# Friends of the Santa Fe Public Library



The Friends of the Santa Fe Public Library advocates for and supports the public library by providing funding for programming, services, and materials that enrich our diverse community (working with the SF Community Educators Network)



*"There is a very important need for a central archive and hub of Santa Fe's history. There are others who represent aspects of the community and history, but none that represent the community as a whole such that the archive is truly representative of the people of this place."*-Survey Participant



**Santa Fe Public Library**  
Community Services Department, City of Santa Fe, New Mexico



**MIDTOWN**  
MOVING FORWARD



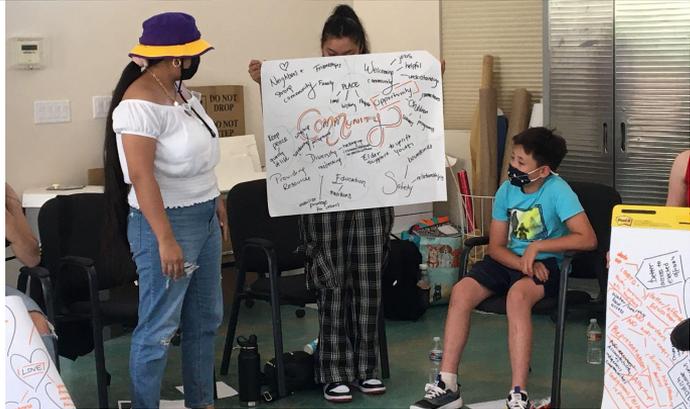
# Earth Care

**Earth Care** is a community-based organization led by youth & families organizing to build a healthy, just, and sustainable world (youth, Indigenous & communities of color, low-income)





# ENGAGING THE VOICES OF YOUTH & FAMILIES



**EARTHCARE**

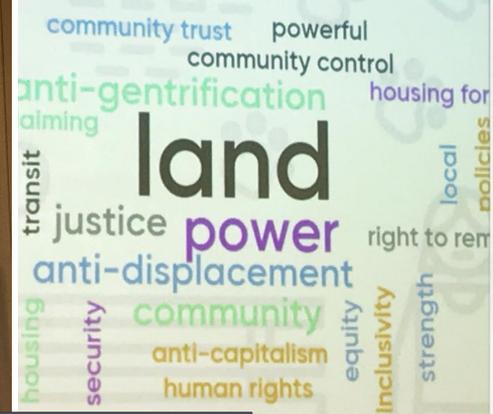
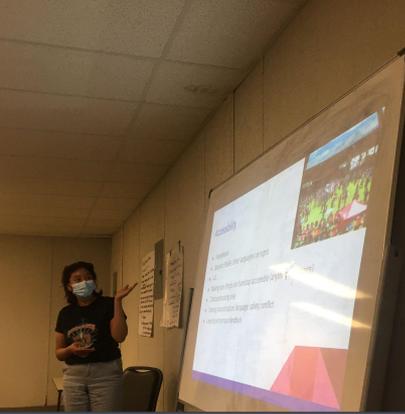
**Youth AT THE Center**

**PODER FAMILIAR**

YUCCA  
a project of EARTH CARE

YOUTH UNITED FOR CLIMATE CRISIS ACTION

COMUNIDAD EN AYUDA MUTUA  
COMUNIDAD EN AYUDA MUTUA

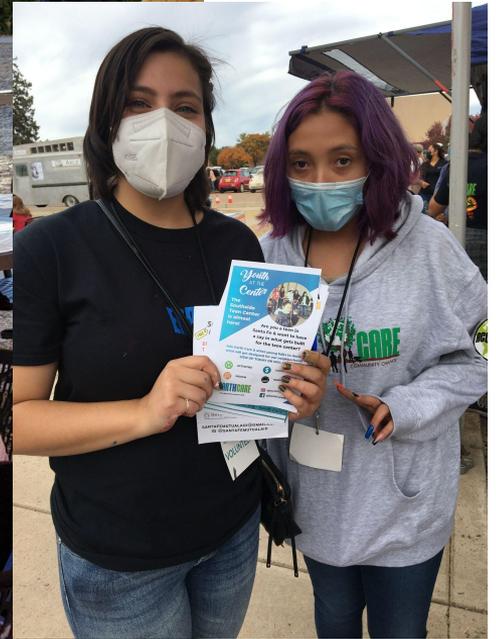


# WORKSHOPS IN CLASSROOMS - 1,832 students In PARTNERSHIP WITH SANTA FE PUBLIC SCHOOLS





OUTREACH LED BY YOUTH & FAMILY LEADERS FROM THE COMMUNITIES WHOSE INPUT WE SEEK



**OPPORTUNITIES FOR ONGOING ENGAGEMENT AND LEADERSHIP IN THE SITES' DEVELOPMENT**

# YouthWorks Santa Fe

**YouthWorks'** mission is to address the need in Northern New Mexico for programs for Opportunity Youth ages 14-24. YouthWorks delivers services that feature alternative education and job training programs and placement, and wraps all programs with life skills training, job coaching, counseling services, and intensive case management.



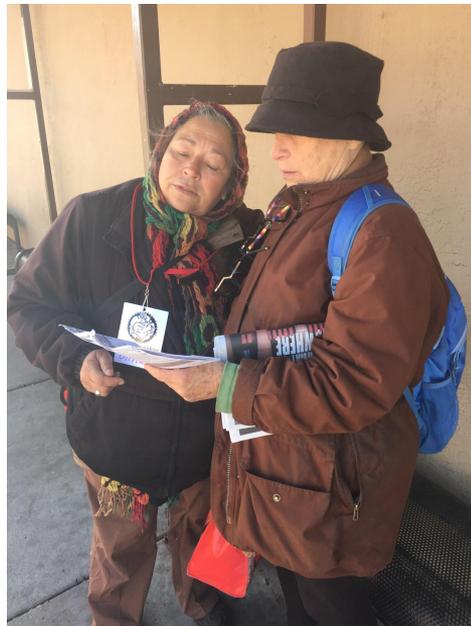
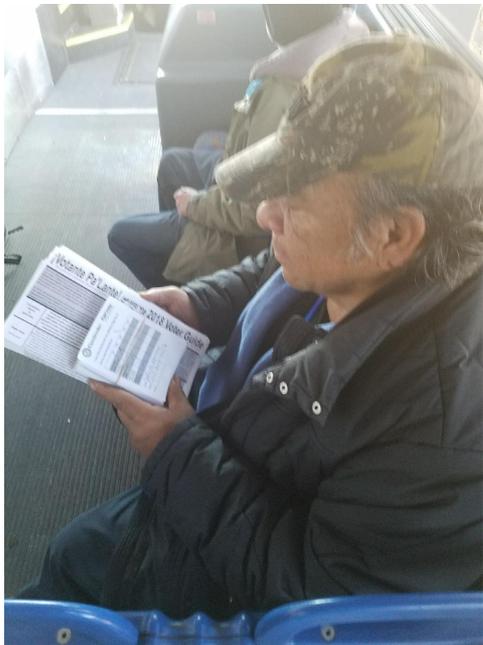


# Chainbreaker Collective

**Chainbreaker** is a membership-based economic and environmental justice organization located in and led by residents of Hopewell Mann (largely low-income and Hispanic renters)

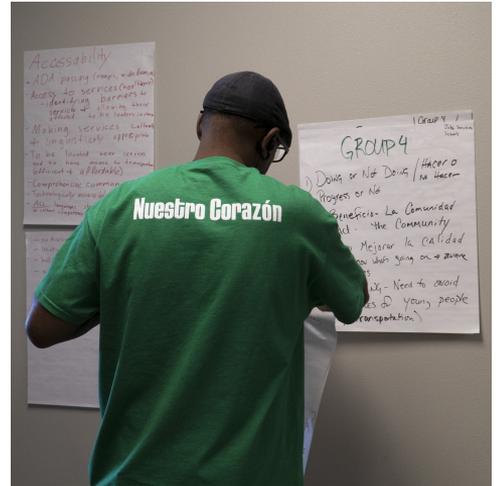












# EQUITABLE DEVELOPMENT AND RISK OF DISPLACEMENT:

Profiles of Four Santa Fe  
Neighborhoods



August 2015  
humanimpact.org



## HEALTH, HEALING AND HOUSING IN SANTA FE

A research brief on community land trusts, Midtown, and a vision for post-pandemic development

[HumanImpact.org/CommunityLandSantaFe](https://HumanImpact.org/CommunityLandSantaFe)



SEPTEMBER 2020



## EVICIONS IN THE COVID-19 ERA:

*A threat to family and community health in Santa Fe*

December 2020



[HumanImpact.org/SantaFeEviction](https://HumanImpact.org/SantaFeEviction)

APRIL 2021 - Part II

## EVICIONS IN THE COVID-19 ERA:

*Successes and limitations of moratoria to keep people housed and healthy in Santa Fe*

[HumanImpact.org/SantaFeEviction](https://HumanImpact.org/SantaFeEviction)



## Beyond Recovery

Policy Recommendations to Prevent Evictions and Promote Housing Security in Santa Fe

PolicyLink



August 2021



# Santa Fe Art Institute

## SFAI

Santa Fe Art Institute is located on-site; they support and amplify dynamic artistic practices that engage complex social issues, inspire individual transformation, and inform collective action (community arts)





CASA ALEGRE

LA CANADA

YOUNG PARK

HOPEWELL

MIDTOWN LINC

SFHS

CANDLELIGHT

LA CIENEGUITA

BELLEMAH

MIDTOWN

Casa Alegre

Belle-mah

# Stories

We received a grant from the National Endowment for the Arts to build a “cartography of creativity” that shows our community’s cultural values and assets through Stories - in particular stories of the neighborhoods adjacent to the Midtown Site. Please click on the link below to add your voice!

## Culture Connects Midtown Santa Fe

English

Español

### Midtown Stories



September 24, 2020

**Inez Russell**

Inside the house, our family has made a sanctuary, collecting the santos and Native drums of our heritage



August 25, 2020

**Gayla Bechtol**

Safety, Variety, Shared and Private.  
Perhaps these are my most important story backgrounds.



August 11, 2020

**Geoffrey Gorman**

Every day I look out on this ant hill. They get up and start working about an hour after dawn

UNSETTLED SERIES

RE-CENTERING

SANTA FE /

SOCIAL

STRUCTURES

December 18 - February 19

2021



**RE-CENTERING  
SANTA FE  
SOCIAL STRUCTURES  
DECEMBER 21 — FEBRUARY 19**



ARIZONA

TILT PODCAST / EPISODE 5

# UNSETTLED SERIES

December 7 - March 11

2021



[Click to Podcast](#)

# At the Heart of Oga Po'geh

January 2021





MIDTOWN  
EN MARCHA

# BLOCK PARTY!

UNA FIESTA DE COMUNIDAD

23  
DE OCTUBRE

10AM - 5 PM

VISUAL ARTS CENTER  
1600 ST. MICHAEL'S DRIVE

PRESENTACIONES DE PELÍCULAS  
COMIDA Y MÚSICA  
BÚSQUEDA DE TESOROS  
JUEGOS Y SORTEOS  
TALLERES

EVENTO AL AIRE LIBRE

ACTIVIDADES PARA TODA LA FAMILIA

VACUNACIÓN CONTRA COVID REQUERIDA  
PARA ADULTOS

ENTRADA GRATIS

MÁS INFORMACIÓN  
[SFAI.ORG/MIDTOWN-BLOCK-PARTY](http://SFAI.ORG/MIDTOWN-BLOCK-PARTY)

ESTE EVENTO ESTÁ FINANCIADO POR ENDOWMENT FOR THE ARTS Y CITY OF SANTA FE  
EN COLABORACIÓN CON



MIDTOWN  
MOVING FORWARD

# BLOCK PARTY!

OCT 23

10AM - 5 PM

VISUAL ARTS CENTER  
1600 ST. MICHAEL'S DRIVE

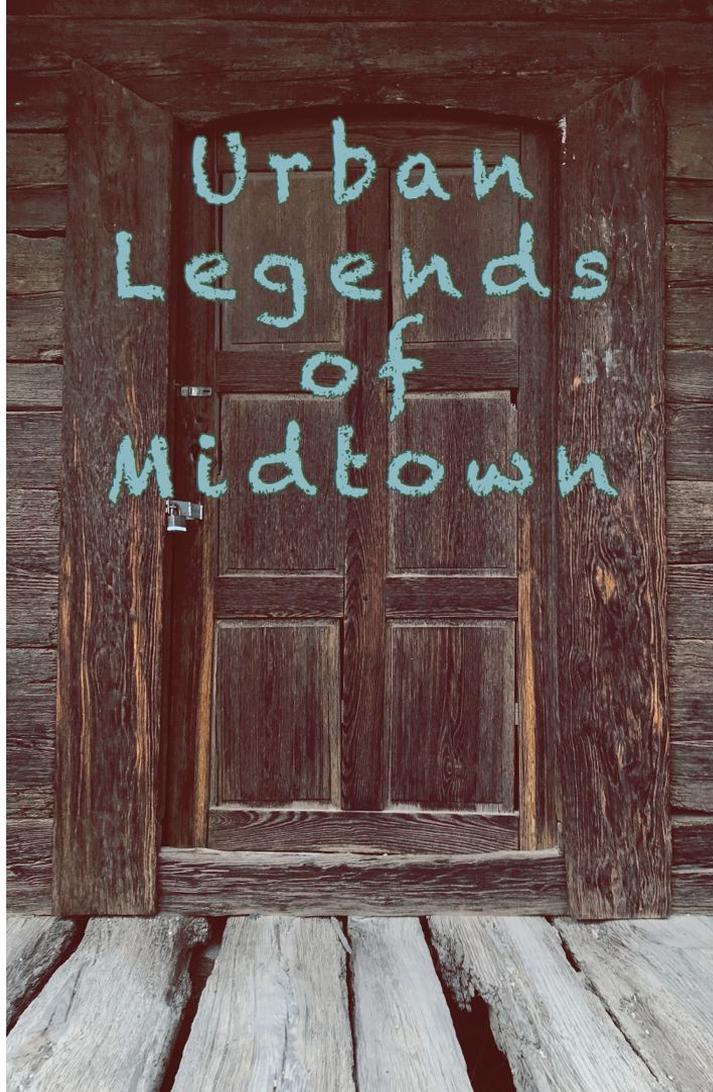
GAMES & GIVEAWAYS  
FILM SCREENINGS  
SCAVENGER HUNT  
FOOD & MUSIC  
WORKSHOPS

OUTDOOR ACTIVITIES

ADULT VACCINATION REQUIRED

FAMILY FRIENDLY • ALL ARE WELCOME

NO ENTRY FEE





Follow QR codes through out to see other stories about Midtown.

Listen to Brother Mouton - a man who helped build Santa Fe's beloved campus.



Let Gnomie  
be your guide!

Map of the  
Midtown Site

# Littlelobe

Littlelobe is committed to interdisciplinary, collaborative art projects and believes our communities thrive when everyone is seen and heard (community arts)





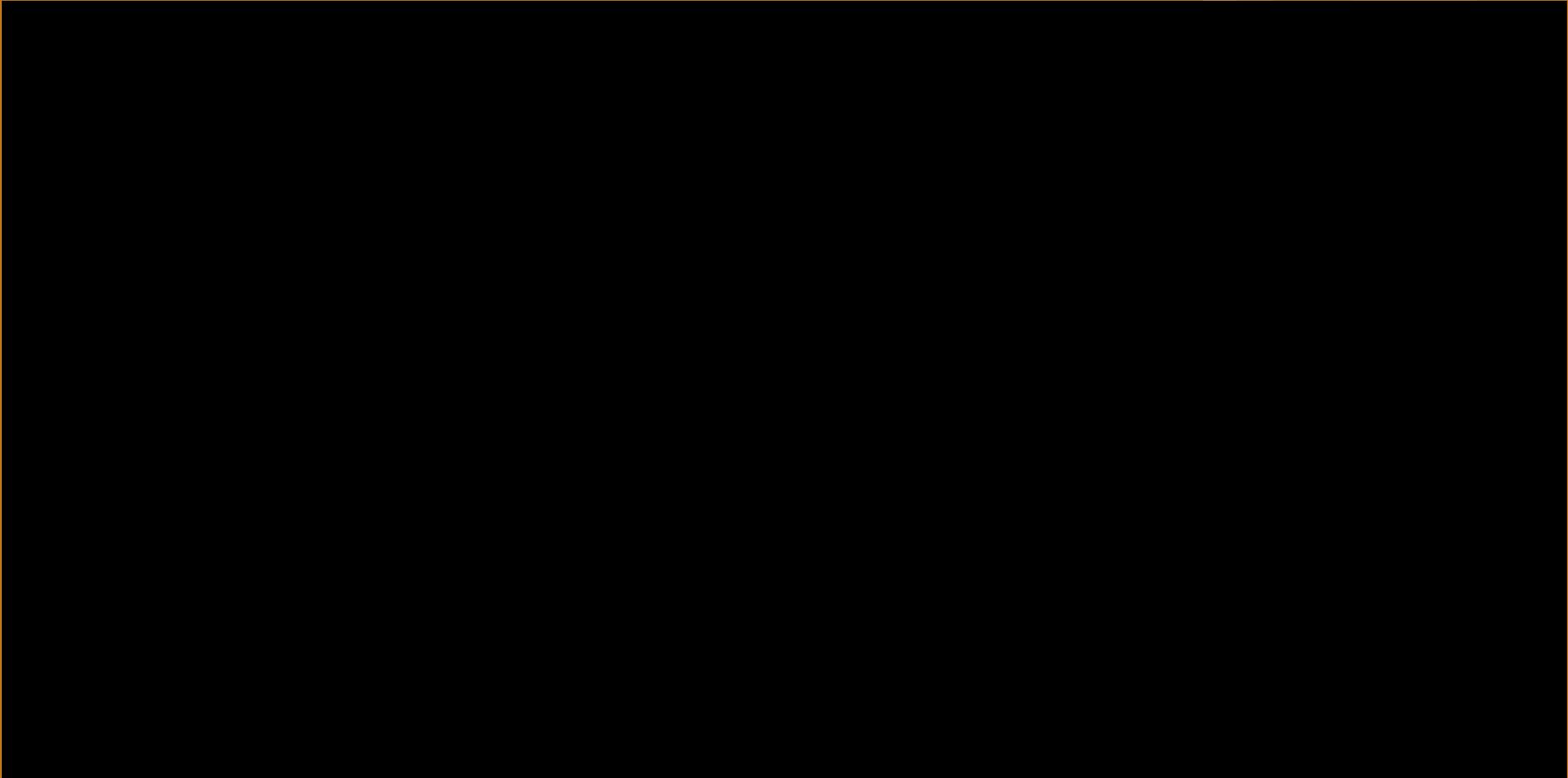
MIDTOWN  
MOVING FORWARD  
**BLOCK PARTY!**

**ROUND ROBIN FILM WORKSHOPS**  
*Bringing community voices to the  
development of Midtown*

**OCT 23**

**10AM - 5PM**

**YOUTH FILM WORKSHOP: 10:15-12:30**  
**ADULT FILM WORKSHOP: 2-4PM**



# MIDTOWN



art • community • social change



# Reach of Engagement

Using a wide range of methods, at the end of the engagement process we expect to have engaged:

- **Over 1,500** People through Surveys
- **Over 10,000** People at Events
- **Over 50,000** People via Email, Phone, or Social Media

*While not all of these are unique responses, we are excited about multiple points of engagement through this process*



# Midtown Block Party

October 23rd, 2021

**1000** attendees

**204** pumpkins given out

**720** meals served

**52** volunteers

**435+** surveys collected

**31** community filmmakers

**80** screens printed

**100+** scavenger hunters

**50** prizes & **10** bikes given away

**37** mural painters



# Posolada

December 19th, 2021

~500 attendees

200+ cars

30+ vaccinations

60+ volunteers

150+ surveys collected

35 kids bikes given

50 bags of groceries given

250 posole meals given

500 "Santa Fe Promise" bags

1,000 biscochitos



# Diverse Survey Participation

**435 Completed Surveys** Collected—38 fully in Spanish

**31% Hispanic** (54% City); 46% Non-Hispanic White (41% City)

**50% aged 35-64**; 21% under 35; 27% 65+

**30% renters**; 26% living in other than SFR

52% have lived in Santa Fe for over 20 years

*Roughly equal distribution/representation across income levels (38% below SF AMI); and neighborhoods*

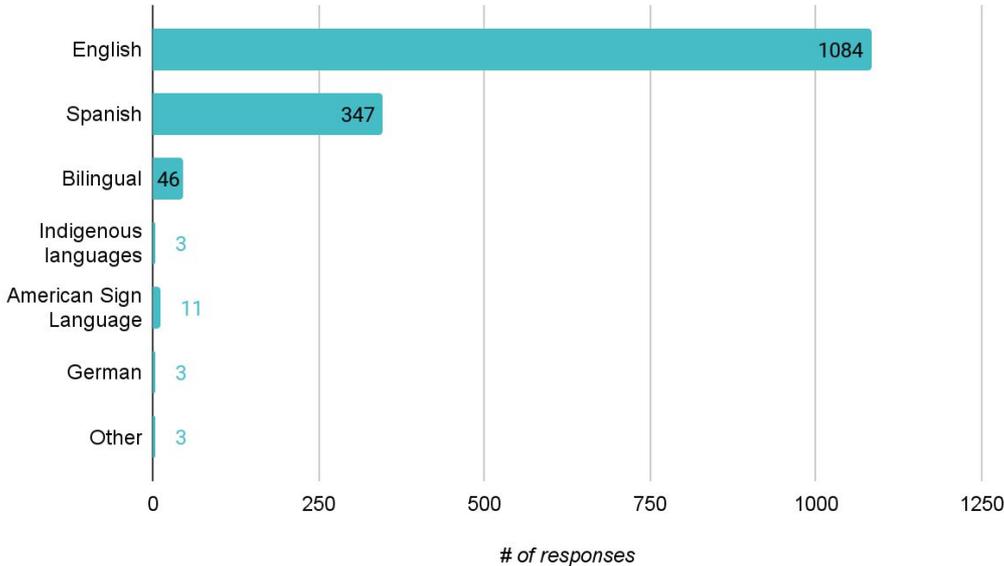


# Total Survey Participation

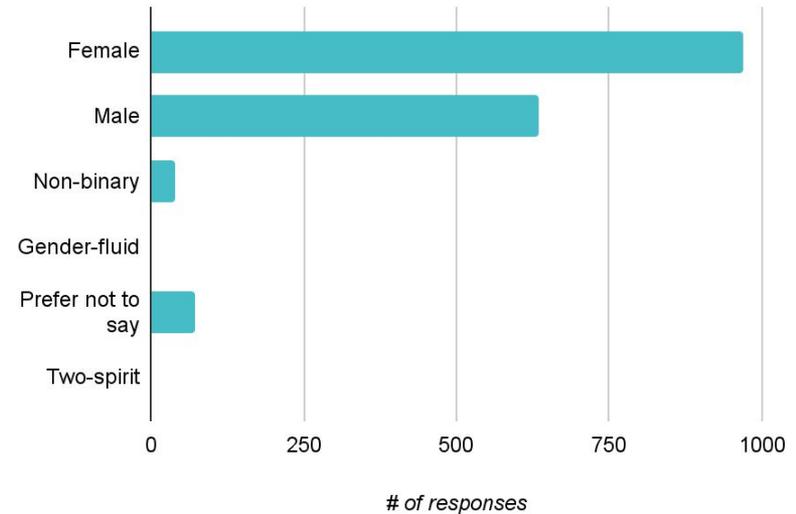
## Survey Participation

1,783 surveys

*What is your primary language?*



*What is your gender identity?*

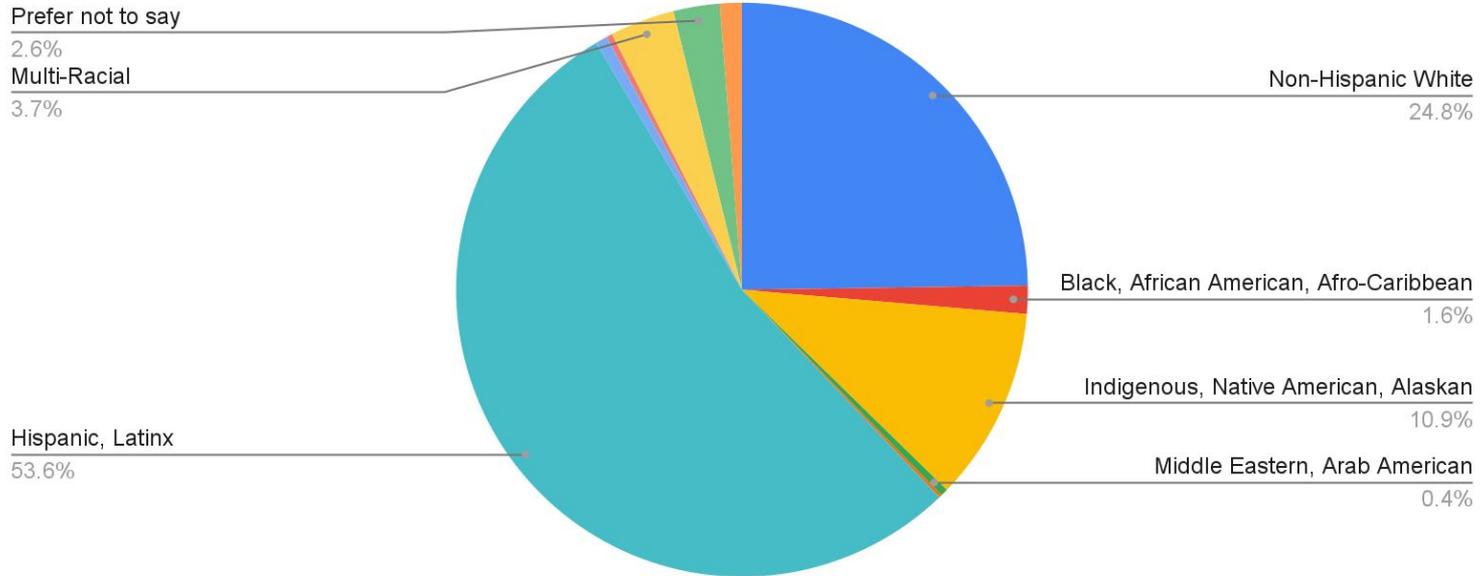




# Midtown Survey Participation

## Race

*What is your race/ethnicity?*

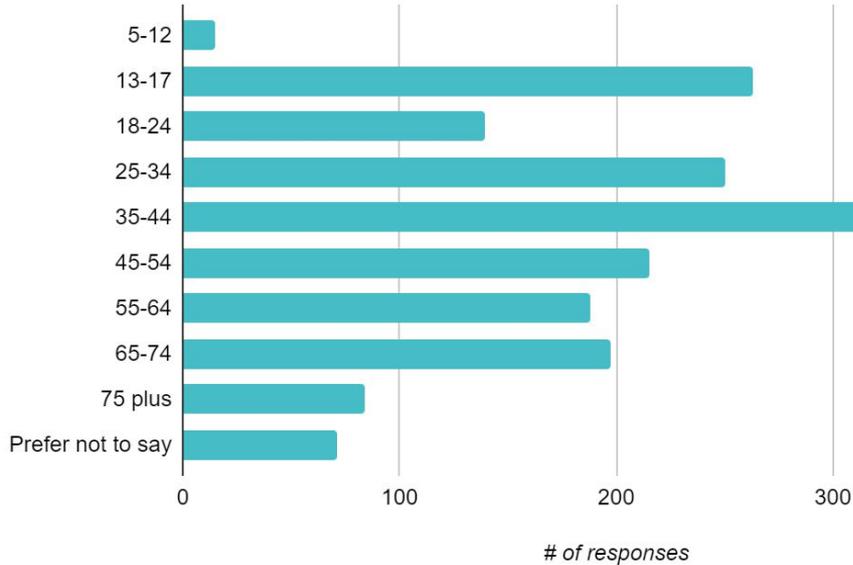




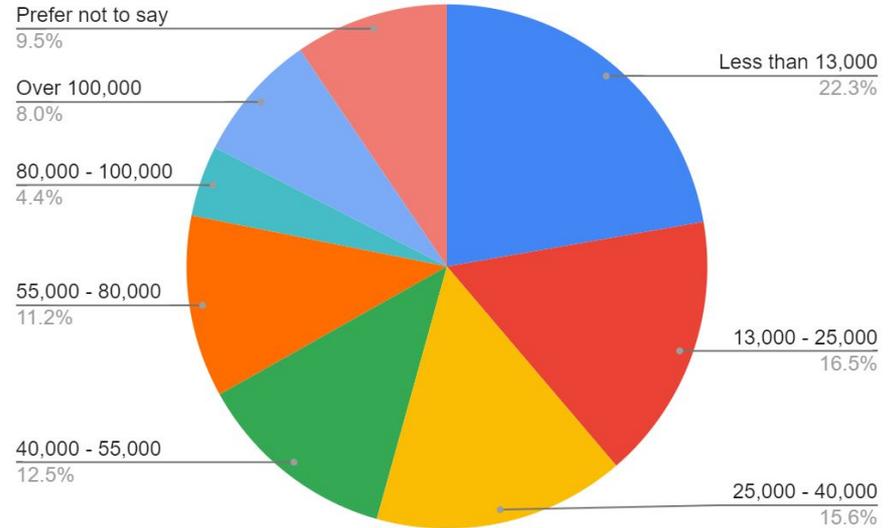
# Midtown Participation

## Age + Income

*What is your age?*



*What is your annual income?*

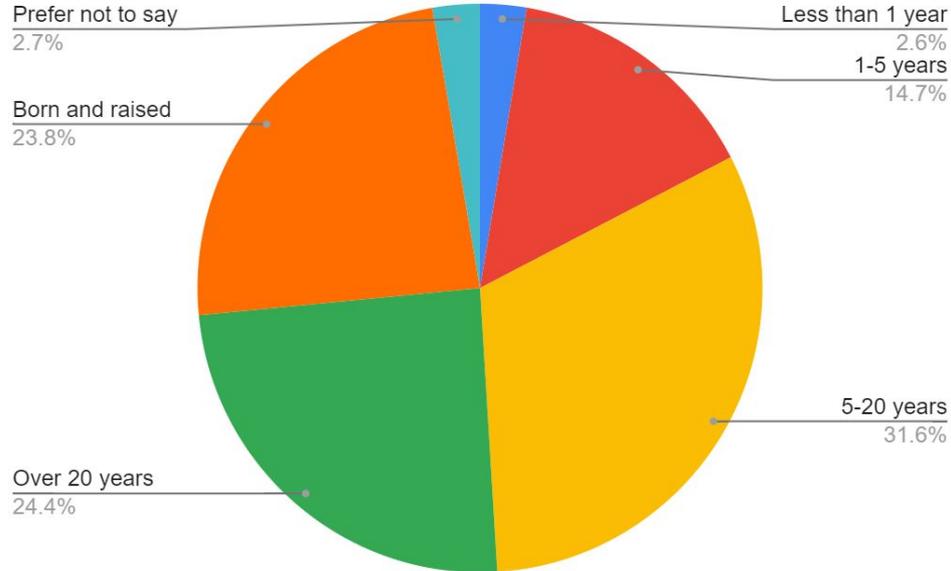




# Midtown Survey Participation

## Home + housing

*How long have you lived in the Santa Fe area?*

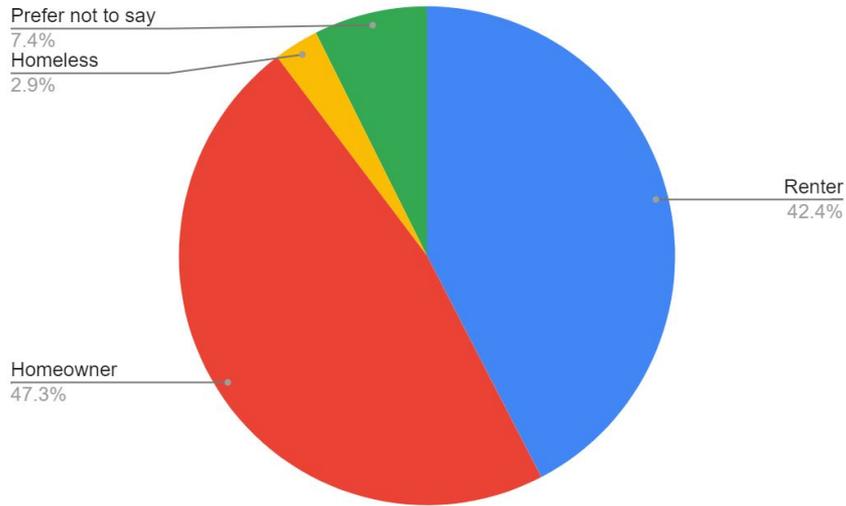




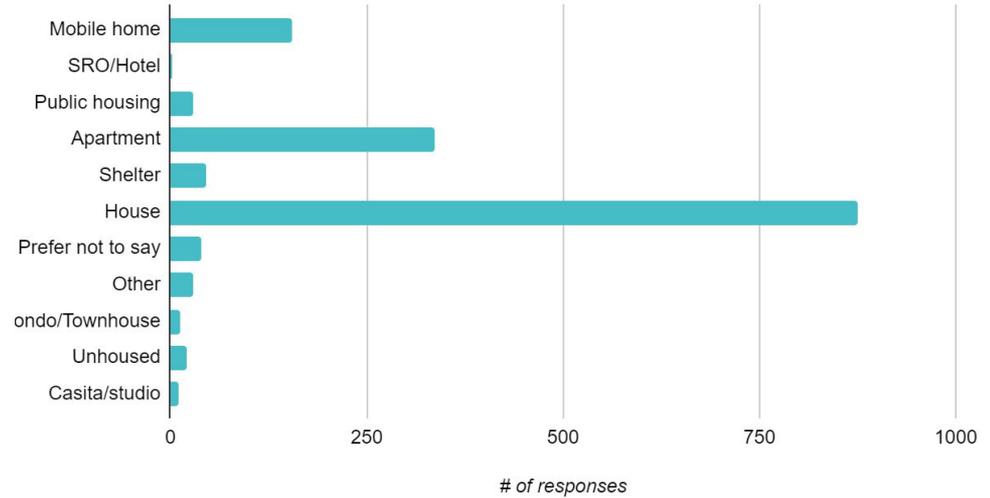
# Midtown Survey Participation

## Home + housing

*My housing status is...*

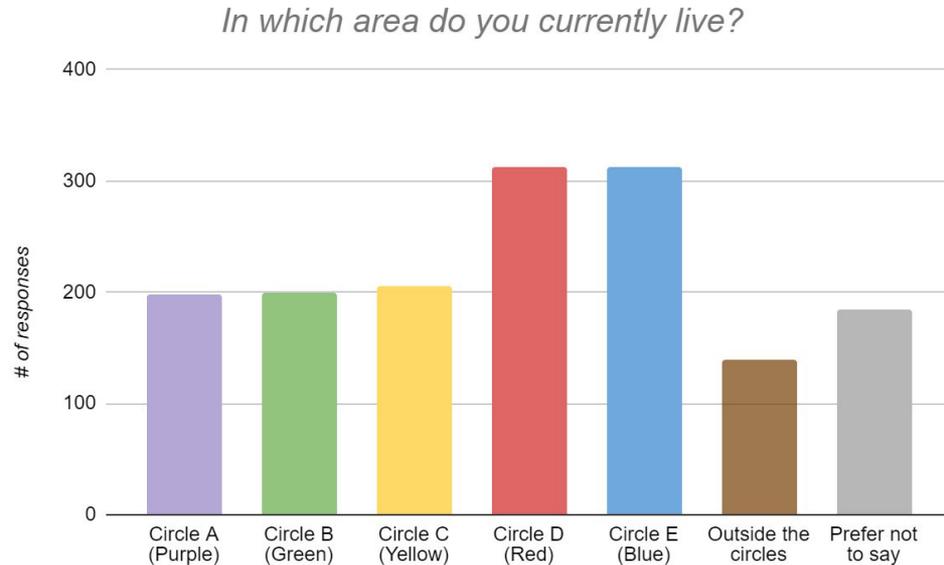
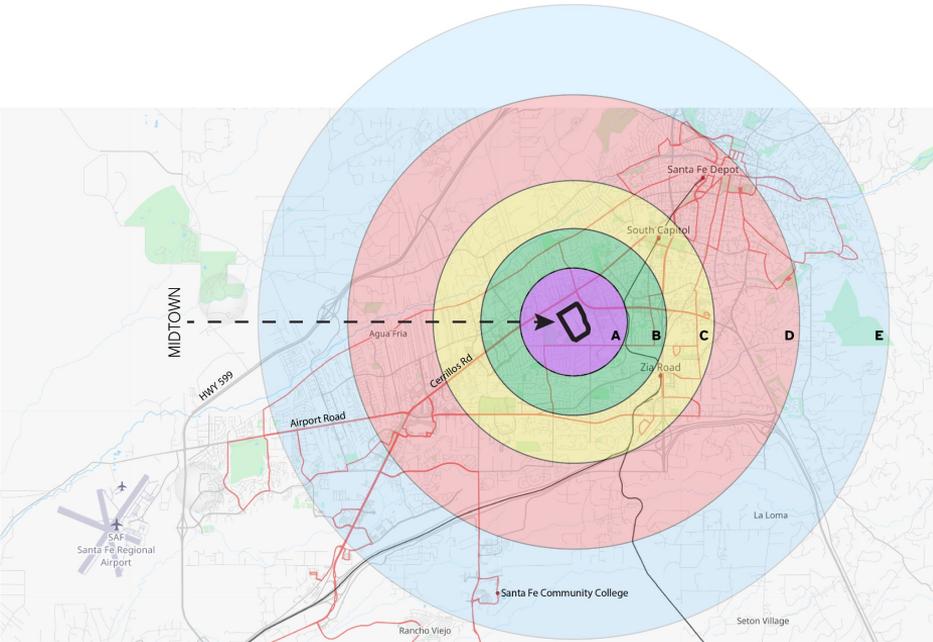


*My home is a...*



# Midtown Survey Participation

## Neighborhoods





# What's emerging from the data:

## People want to find at Midtown...

We are working as part of a bilingual research team to analyze survey responses and other engagement efforts. This is just a sampling:

Responses are related to:

- Housing
- Welcoming/Belonging
- Community Control/Management
- Cultural Services
- Young People Access/Support
- Trust
- Economy
- Sustainability
- Social Services

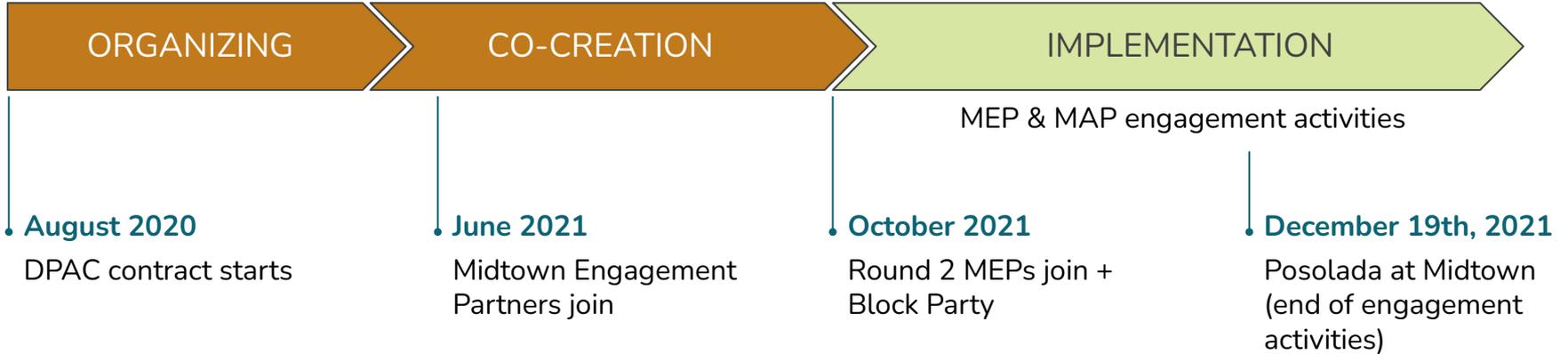
*“Retraining and services for the homeless on one end of the campus; Public Library at Fogelson with multiple public opportunities and services - literacy, arts, workshops and presentations”*

*“Los jóvenes y los adolescentes necesitan mas programas que los preparen para el trabajo y la vida.”*

*“I believe Santa Fe needs more affordable housing for us locals. A land trust that is governed by community members, a place to give back to the local people of Santa Fe, myself personally needs affordable housing. There are no options for people in my situation.”*

**We are stronger and  
more effective together  
than the sum of separate  
efforts**

The background is a solid orange color. In the top right corner, there are several decorative elements: a small orange circle, a larger orange circle, and another small orange circle, all with a slight gradient and a shadow effect.



Midtown Public Engagement Timeline\_to date

**April**

Integrate report into Community Development Plan (ongoing)

**SYNTHESIZE**

Analysis of data & writing of report

**REFLECT & EVALUATE**

Affirm findings

**INTEGRATE**

• **End of January**

50% Draft report of findings

• **End of February**

90% report of findings & recommendations

• **End of March**

Final Report due 3/31; DPAC contract ends



# Community driven UNM DPAC facilitated City of SF sponsored

Stay tuned and sign up for the newsletter!

<https://www.cultureconnects.site>

<https://midtowndistrictsantafe.com>