

Virtual Meeting Instruction

GOAL 2 ALLIANCE



Hello,

As many of you know, recent restrictions and mandates have been issued to reduce the spread of COVID-19. For this reason, and for the safety and wellbeing of our members and employees, we would like to continue to move GR Forward through virtual meetings.

We have decided to use Microsoft Teams for video/phone conferencing for all upcoming board and alliance meetings. Teams has many exciting features including screen sharing, recording, live captions, file sharing, and more. Below are instructions on how to access your upcoming virtual meeting.



MICROSOFT TEAMS

How to Join the Meeting:

1. It is recommended to download the App (but not necessary):
 - a. [Apple Devices](#).
 - b. [Android Devices](#).
2. When you click the following link, it will prompt you to choose: Launch App, Download App, or Join by the web. [Click here to access the November 9, 2020 Team meeting.](#)
3. Allow access to your mic and camera (this is very important for you to join the conversation).
4. Prior to joining the meeting, it will require you type your name. Make sure your mic and audio are on and click join.

Virtual Meeting Etiquette:

- Test the app and all technology (including camera/video, Wi-Fi, and audio) before the meeting.
- Always have a contingency plan, you may want to download the app to a second device.
- Mute your microphone when you're not speaking.
- Start a comment by saying your name. Not everyone may recognize your voice. This practice also facilitates the work of the person who is taking minutes.
- Be aware of your surroundings: make sure your background is professional and work appropriate.

If you have any questions or need further assistance, please email mmcdaniel@downtowngr.org.
Thank you!

Best,
Mandy



Mandy McDaniel
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Downtown Grand Rapids Inc.

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AGENDA

GOAL 2 ALLIANCE

Board Members:

Aaron Terpstra • Daniel Kvamme • Danielle Rowland • Sarah Green • Jacey Ehmann • Jenn Schaub • Katy Hallgren • Abby Cribb • Latesha Lipscomb • Latrisha Sosebee • Monica App •

November 9, 2020

1:00pm-2:00pm

- | | | |
|----|---|------------------|
| 1. | Call to order | Monica App |
| 2. | Approval of minutes | Monica App |
| 3. | Project Updates | Annamarie Buller |
| | <ul style="list-style-type: none">• Homeless Outreach Team• Prioritizing Safer Downtown Streets Next Steps• Social Zones and Refreshment Area Updates• Downtown Resident Experience Marketing<ul style="list-style-type: none">• DNN Website | |
| 4. | Advisory Member Discussion | Monica App |
| 5. | Public Comment | Monica App |

Next Meeting- December 14, 2020

Potential Updates for December:

Downtown Wayfinding

Holiday Lighting and Winter Activations

DID Updates





Goal 2 Alliance

October 12, 2020

1. Call to order: Ms. Buller called the meeting to order at 1:05 pm.
2. Members Present: Daniel Drent, Aaron Terpstra, Christa Ferguson, Danielle Rowland, David de Velder, Katy Hallgren, Latrisha Sosebee, Jenn Schaub, Monica App, Mallory Paterson, and Sarah Green

Members Absent: Jacey Ehmann, Latesha Lipscomb, Daniel Kvamme, Abby Cribb

Others Present: Jessica Zarik (Dwelling Place), Marion Bonneaux, Melvin Eledge, Samantha Suarez, Annamarie Buller, and Mandy McDaniel (DGRI Staff).

3. Approval of August 2020 Minutes:
Danielle Rowland, supported by Katy Hallgren, motioned to approve August 10, 2020 Meeting Minutes. None opposed. Motion passed.
4. Project Updates:
 - a. Homeless Outreach Team
Ms. Buller stated the city hired Tammy Britton as the Homeless Outreach Coordinator and is charged with collaborating with the police, fire, housing, and mental health organizations throughout the community. A contract was approved by the City Commission with Network 180 to hire a social worker and substance abuse counselor. An online map was created to search for public restrooms and handwashing stations. HOT has begun meeting with businesses and neighborhood associations to provide updates and problem solving around

the homeless population. Unless it is an urgent matter, it is suggested to email GRHot@grcity.us or call (616) 456-4240 for complaints and/or concerns.

b. Frequent User System Engagement (FUSE)

Ms. Jessica Zarik, from the Dwelling Place, gave a brief background and review of what FUSE is and where they are since the last update. FUSE is a national model that helps communities maximize data to stabilize frequent users of criminal justice and health services, reducing returns to jail and costly emergency health care.

FUSE is coming to the end of the planning phase and starting the pilot implementation phase where the data match process begins. An initial data match has occurred for Kent County, matching Medicaid data with HMIS data. FUSE is specifically engaging partners whose data may not be represented by this match, including GRPD, GRFD, local EMS and ambulance companies. Data sharing agreements are currently being drafted specific to the Grand Rapids community. FUSE has continued to engage community partners, including Kent County Crisis Center and the Grand Rapids Homeless Outreach Team.

Ms. Rowland asked what HMIS stands for. Ms. Zarik stated it is the Homeless Management Info System which is a national database used locally. Any organization including a homeless shelter, day space, or referring agency, can update consumer information in this database. It is our way of determining who is experiencing homelessness.

Please email Ms. Zarik at jzarik@dwellingplacegr.org with any questions about FUSE.

c. Dwelling Place Community Land Trust

Mr. David DeVelder stated the Dwelling Place is offering community land trusts (CLT) because of increasing housing costs. A presentation was shared displaying the affordability gap and the average housing price, which is \$270K and continues to grow. There is a big concern around displacement and a land trust helps avoid that issue.

Our challenge is how to make housing affordable, keep it affordable, avoid displacement and subsidies. The mission of a CLT is long-term affordability and community engagement. Currently, there are 225 CLT programs in the nation.

CLTs look at how ownership is structured, how affordability is maintained, and long-term relationship with homeowners and tenants. Dwelling Place plans to have a mixture of both owners and renters.

The CLT typically separates the home and the land, so it is a dual ownership. The homeowners lease the property and defines the relationship between CLT and the homeowner. Homeowners are asked to maintain the property as a traditional homeowner.

Households with incomes up to 110% of the area median income are prioritized. Martineau and New Hope properties are condominiums, and the Grandville Homes are single family homes. No current residents will be displaced from these properties and will have the opportunity to buy through the CLT.

There are 4 renovated homes that will be available for purchase in December of 2020. We will need 100-150 homes within the land trust to support the staff and homeowners. To go through the land trust process, homebuyers must go through an orientation, attend homeownership education, then apply with the CLT lender for preapproval. If necessary, they will be placed on a waiting list and eventually go into contract. Lenders can still lend without applicants having a perfect credit.

Dwelling Place is looking to partner with developers, builders, realtors, and for-profit builders as well as others in the development community.

Ms. Schaub stated there is a lot of information on the CLT on the Dwelling Place website. She also emphasized how important it is to create homeownership options and rental opportunities that are affordable across all neighborhoods.

- d. Prioritizing Safer Downtown Streets Project
Postponed to next month's meeting.

5. Advisory Committee Discussion

6. Public Comment
None.

7. Next Meeting – November 09, 2020 1 - 2:30 pm

8. Adjournment

Ms. Buller adjourned the meeting at 1:59 pm

Minutes taken by:

Mandy McDaniel

Administrative Assistant

Downtown Grand Rapids Inc.

Safer Streets Agenda November 2020

- 1. Collect better and more current data on pedestrian safety Downtown.**
- 2. Education needs to be prioritized.**
 - a. Enhanced safety campaign to build awareness focused on drivers
- 3. Build support for policy changes**
 - Establish a no turn on red policy Downtown.
 - Establish a distracted driver ordinance.
 - Establish a construction signage ordinance fine if signage is left after construction is complete for more than 10 days.
 - Work to lower Downtown speed limits.
 - Learn what questions are on the SOS drivers training test related to pedestrian safety and if we could add additional questions.
- 4. Target crosswalks or intersections a year for improvements**
 - a. Identify a priority list and create a plan to help support and encourage improvements efforts to be implemented.
 - b. Road diets and in key areas where speeds are too fast Downtown.
 - c. Establish a policy that makes it legal to artistically light and paint crosswalks or consider more street murals like on Sheldon.
- 5. Address the motorcycle issues Downtown**
 - a. Connect with GRPD to see what can be done.
 - b. Address safety and what can be done to get motorcyclists to observe traffic laws.
 - c. Do we create a space for the motorcycle community to gather in our downtown. Is there an opportunity here?

Other ideas:

Research the addition of a safety patrol at key intersections Downtown at key times during events and rush hour.

Lower downtown speed limits and increase enforcement.

Consider speed traps and ramped up policing in critical locations

Adopt a tree program

Install a high impact art installation that shares stats of pedestrian and car impacts over the past 5 years in Downtown.

Bring in a powerful speaker with success in pedestrian safety.

DOWNTOWN NEIGHBOR NETWORK

Website Design and Development Proposal

well

EXECUTIVE SUMMARY

There are few studios in town that have the experience of organizing and engaging neighbors like Well Design Studio. Our team has partners who have sat on neighborhood associations for a decade, and we recognize the beauty and power of bringing neighbors together to chart a vision for their piece of the larger community. However, we also understand that many of our neighborhoods fail to utilize technology to support their organizations and objectives. We are excited to potentially partner with the Downtown Neighbor Network to build a tool that allows Downtown residents to organize, socialize, and simply learn more about the place they call home.

In reviewing the specifications for this website, it is clear that this website build is relatively straightforward in functionality. Any firm that submits a proposal will likely be able to achieve those functionality goals. However, we are excited to help make this tool more than functional, but also beautiful, immersive, and inclusive. We know our downtown is diverse, so the user experience must reflect that diversity not only through photography and video, but also in the language, the accessibility, the searchability, and the intuitiveness of the site itself.

We believe our experience of working with neighbors, our award-winning designers, and our diverse team, will enable us to create an experience for the neighbors you are hoping to attract, retain and engage. Thank you for the opportunity to submit this proposal, and we look forward to the possibility of helping our neighbors on this project.

Josh Leffingwell and Tyler Doornbos
Partners, Well Design Studio



Business Organization

Well Design Studio

Josh Leffingwell, LLC

D.B.A. Well Design Studio

Well Design Studio is a Michigan

S-Corporation.

E.I.N.: 47-2945233

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AWARDS

Gold ADDY - 2018

Integrated Consumer Campaign

Silver ADDY - 2016

2016 - Integrated Advertising

2018 - Integrated Brand Identity

APA, MI - 2015

Planning Excellence Award for
Grassroots Initiative

Well Design Studio is a community-centered design studio with a focus on serving the needs of nonprofits and municipalities. Started in 2015, the studio uses an interdisciplinary approach to creating award-winning designs with a diverse team of graphic and interactive designers, developers, copywriters and marketing strategists with fluency in Spanish and Bosnian. The studio's approach is to provide high-quality design and communications by truly understanding your constituents and helping to elevate their voice and ensure your brand walks alongside them.

Founded by partners Josh Leffingwell and Tyler Doornbos and lead designer Amar Džomba, Well has been active in the West Michigan community, serving in appointed and board positions for nearly a decade.

Well has been able to create this connection with clients including Kids Food Basket, Outdoor Discovery Center, Grand Rapids Public Schools, Holland Public Schools, Kellogg Foundation, Roosevelt Park Neighborhood Association, Downtown Wayland, City of Holland and many others.

PROJECT LEAD

Josh Leffingwell

616-901-6283

josh@welldesignstudio.com

ACCOUNTS PAYABLE

Josh Leffingwell

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THE OPPORTUNITY

Downtown is more than just a collection of businesses and business districts -- it's also home to thousands of residents. Some of those residents consider themselves Heartsiders, Westsiders, Northsiders, Downtown Dwellers, but a goal of the Downtown Neighbor Network is to bring these diverse residents together to learn about the area, hear about events, to advocate for change, and to facilitate the communications of neighbors and DGRI.

This is more than a brochure for residents, it's a communications hub for those who live or want to live in downtown.

THE SOLUTIONS

BRING NEIGHBORS TOGETHER

We see the idea of bringing neighbors together as two-fold; firstly, we need to help folks find the site so that they can be a part of this network; and secondly, we need to bring this diverse group of people together through events, organizing and ongoing communication.

Helping neighbors or potential neighbors to find the site happens both through SEO, where we will use best-in-class tools for pushing your SEO efforts forward and tracking those efforts, but also tools that help your organization organize. Through integrations with your email systems, your Facebook, and your other communications tools, we can help you promote this site. We see the website as a communications hub, and because of that we will use the website to help support all of your other outreach efforts, whether that is through getting more emails from neighbors or getting more residents to join your Facebook group.

GET NEIGHBORS EXCITED ABOUT BEING NEIGHBORS

While the Downtown Neighbor Network already has a fun logo, we will work with our award-winning designers to help build the brand through the website. If we think of your brand as how people think of your organization, we need to build your website to match how you want to be thought of.

We will accomplish this through interviews with your residents and staff to understand their vision for the network. These interviews will help us to build the website so that the style, functionality, and the overall tone of the website matches and enhances the brand of the network.

BUILD TOOLS THAT HELP NEIGHBORS

While the look and feel of the site is important, it can be easy to get caught up in branding and forget the real key is understanding how people want to use it. Through our initial interviews with residents and staff, we'll define use cases and build tools that residents are actually interested in using.

From the RFQ, it is clear that there are some predefined key functions that are necessary for this project.

E V E N T S — We will make it easy for your users to both find events on the website and register for events through Eventbrite and Facebook.

BUILD THE CONTACT LIST AND INCREASE COMMUNICATION — The site will integrate with both Mailchimp and the contact database used by DGRI. The site will have a focus on aggregating contacts, both phone numbers and emails. We can gather them both through event registration and by acquiring emails when new users join the network.

NETWORKING AND SOCIAL TOOLS — We believe the best place for resident engagement around various topics remains your DNN Facebook Group. Unfortunately, because the DNN Facebook Group is private, we will not be able to bring the engagement happening on the Facebook Group to the website. Rather, we'll be forced to link people to the group page. While it's not ideal, it is a common and workable solution. We would encourage you to add the Facebook Group links to the top-level navigation on the site and to create a landing page that shows neighbors the benefits of joining and using the group.

ANALYTICS — The website will include Google Analytics. This is a free and powerful tool that can help you understand not only the number of page views, but also interactions, how people are using the site, how they found the site, and much more.

TWO USERS TYPES - INTERNAL AND EXTERNAL

Your site will have two types of users - internal and external. While many firms focus solely on developing a website that is easy to use for external users — those visiting the site — they often forget to develop a site that is easy to use for internal users, the ones managing and keeping the site up to date. Because our team works almost exclusively with non-profits, we understand the need to build a tool that both internal users and well as external users find friendly and easy to use. A site that is lovely but can't be managed easily by your team will fall into disrepair and disuse quickly.

EXTERNAL — Your users are going to have a variety of needs: learning about events, getting tips for living downtown, advocating for changes or improvements, engaging with other neighbors and more. With these distinct needs, your external users need to be able to navigate the site simply to find what they are looking for, as well as being introduced to useful tools and content that they didn't even know they needed. We will work with residents and staff in discovery to understand all of the distinct users to develop an information architecture that will organize your content and engage users while allowing for user discovery of new tools and features.

INTERNAL — We recognize that your team is not stacked with web developers, so we know that the site's updates will need to be done internally and with ease. We will build your site using Wordpress, the world's most-used content management system, and will use a page building tool with templates to make building new profiles and pages quick and easy. We will also offer training sessions and documentation for staff to ensure you all feel confident in using the site moving forward.

A UNIFIED AND ACCESIBLE TOOL FOR ALL NEIGHBORS

Building a tool that is meant to build a sense of community meanshas building specifically for that community. Our process is focused on creating with intention, specifically in ensuring that all users can employ this website equitably. To that end, we will plan on including the following in our build:

ACCESSIBILITY — Well will build the site so that it is easy for people of varying ability. This means we will test for ability to use screen readers, We will use alt-tags on photography, and ensure contrast is high for users with visual impairments.

LANGUAGE CONSIDERATIONS — Downtown is diverse, and this website should acknowledge the predominant languages spoken by its residents. We will write all of your static pages in both English and Spanish, utilizing our bilingual copywriting team, and build in language tools to translate dynamic page content.

Project Staffing & Partner Overview

PROJECT LEAD



JOSH LEFFINGWELL
PARTNER

Josh Leffingwell is a Partner who has previously served as Communications Director of the West Michigan Environmental Action Council.

Before Well, Josh ran a digital marketing studio with clients including Biggby Coffee and the University of Notre Dame.

Josh has certifications in Grant Writing from the Grantsmanship Center, Facilitation Design Certification from the AIGA, and training in

Human-Centered Design from Kendall College of Art and Design. He is serving on Grand Rapids Mayor Rosalynn Bliss' Millennial Advisory Board, and he has served as Co-Chair of the East Hills Council of Neighbors, member of the National Equity Project's REAL Center Cohort, and Vice Chair of the Vital Streets Oversight Commission.



TYLER DOORNBOS
PARTNER &
COPYWRITER

Tyler is a Partner, Interactive expert, and copywriter with over a decade in the industry, but his focus is truly on helping clients create solutions, wherever they are found. With an entrepreneurial mindset, Tyler challenges the Well Design team to judge everything they do on whether it solves the problem for the client.

He has experience in creating these solutions for clients in numerous sectors and has spent time working in the web departments of Grand Valley State University and Meijer, where he learned first-hand what large organizations need to

make their systems work. Tyler donates his time by coaching and assisting aspiring entrepreneurs of color through SpringGR, as well as coaching youth soccer through the Grand Rapids Parks and Recreation Department.

Tyler helps Well clients as a copywriter, developer, and strategist for our web, email and advertising departments.

CREATIVE DIRECTOR



AMAR DŽOMBA
PARTNER &
LEAD DESIGNER

Amar Džomba is a Partner and Designer with skills in video, motion graphics, publication design, user interface design and branding. As a refugee from Bosnia, Amar's experience in the United States has helped shape his goals and set him on a community-oriented design path. Amar's award-winning work has built the profiles of organizations such as the GR Champs Soccer League, the DisArt festival, West Michigan Environmental

Council, Whole Foods, and the DAL School Milk Project in Sudan.

For Well, he focuses on graphic design and helping clients tell their stories.

Project Staffing



JOE NAGELKIRK
DEVELOPER



RAUL ALVAREZ
STRATEGIST



SAM CORNWELL
DESIGNER



AMANDA TOALA
COPYWRITER



DANI KERLEY
DESIGNER



COLLEEN BRUCE
DESIGNER



ALEX ZURIATIS
DEVELOPER

DIVERSITY STATEMENT

Well was started with the mission of helping organizations achieve their goals through design and communications. In West Michigan, that means working for predominantly white organizational leaders who are serving mainly black and latinx constituents. While this is unfortunate, we realized that if we want to communicate with these constituencies, we need to have a diverse team and diverse partnerships, as well as a team that is well versed in equity issues. As a small studio, growing diversity in our team is a slow process. However, we continue to find ways to integrate diversity into our design process.

Josh Leffingwell, founder, and partner at Well, was part of the first REAL Center Cohort in West Michigan put on by the National Equity Project, and was a part of that program for three years. He also participated in racial equity training from Erick Foster at Progress Strategies while at the West Michigan Environmental Action Council.

While we do not like throwing around numbers to showcase our diversity, our team includes individuals with backgrounds including Mexican Americans, Bosnian refugee, non-binary, and Panamanian. While their experience is more than where they or their families are from or how they identify, we are excited to hire people with diverse perspectives because it makes us better at what we do. The more diverse experiences we have on our team, the better suited we are to solve problems for our clients and the community.

The most significant part of our diversity comes through our partnerships. We understand that just because we have a latina on our team, we do not necessarily understand the latina experience. Nor should all latin@s trust someone with a similar skin tone or language. When our clients need research, we develop partnerships with organizations that have the confidence of the community they serve. Through our research, we have developed a process called Community-Centered Design that helps us understand the needs of constituents by partnering with community organizations and paying them to be a part of our research process. The constituents feel more confident in the process, the organizations can better integrate with their community, and we can get better research through this process. This is a process that we believe is unique to our team and was first used to help Challenge Scholars learn from families.

Lastly, as a communications team, we understand the importance of language in design. We also appreciate the respect that is gained through truly speaking the language of your constituents. That is why our studio is not interested in translation. Amanda, our copywriter, is a native Spanish language copywriter who writes copy explicitly for Spanish speaking audiences, she also can write copy in Mandarin. While we have only done this in Spanish, we plan to expand this to Bosnian soon.

BUDGET AND TIMELINE

PHASE	DELIVERABLES	EST. TIMELINE	EST. COST
WEBSITE PLANNING	DISCOVERY, INFORMATION ARCHITECTURE	2 WEEKS	\$3,750
WEBSITE DESIGN AND CONTENT DEVELOPMENT	AN INTERACTIVE PROTOTYPE OF THE SITE DESIGN AND BI-LINGUAL CONTENT DEVELOPMENT	4 WEEKS	\$7,500
WEBSITE DEVELOPMENT	COMPLETE WEBSITE DEVELOPMENT WITH ACCESSIBILITY FOCUS	3 WEEKS	\$5,000
TOTAL		9 WEEKS	\$16,250

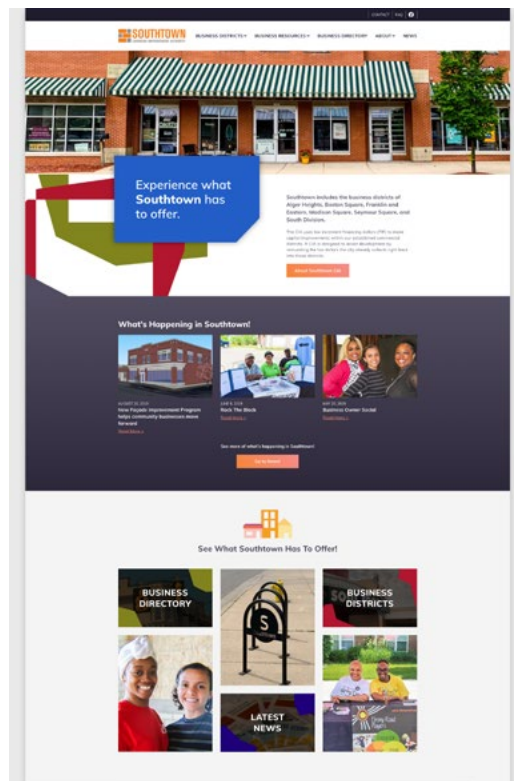
FULL PROJECT COMPLETION BY FEBRUARY 1, 2021.

WELL LOVES DESIGNING FOR OUR CITY'S NEIGHBORHOODS!

SOUTHTOWN CIA

ROOSEVELT PARK

EAST HILLS



THESE ARE JUST A FEW OF OUR NEIGHBORHOOD BASED PROJECTS...
JUST ASK FOR MORE EXAMPLES OF OUR WORK!