

**MASSACHUSETTS
SMART GROWTH CONFERENCE**

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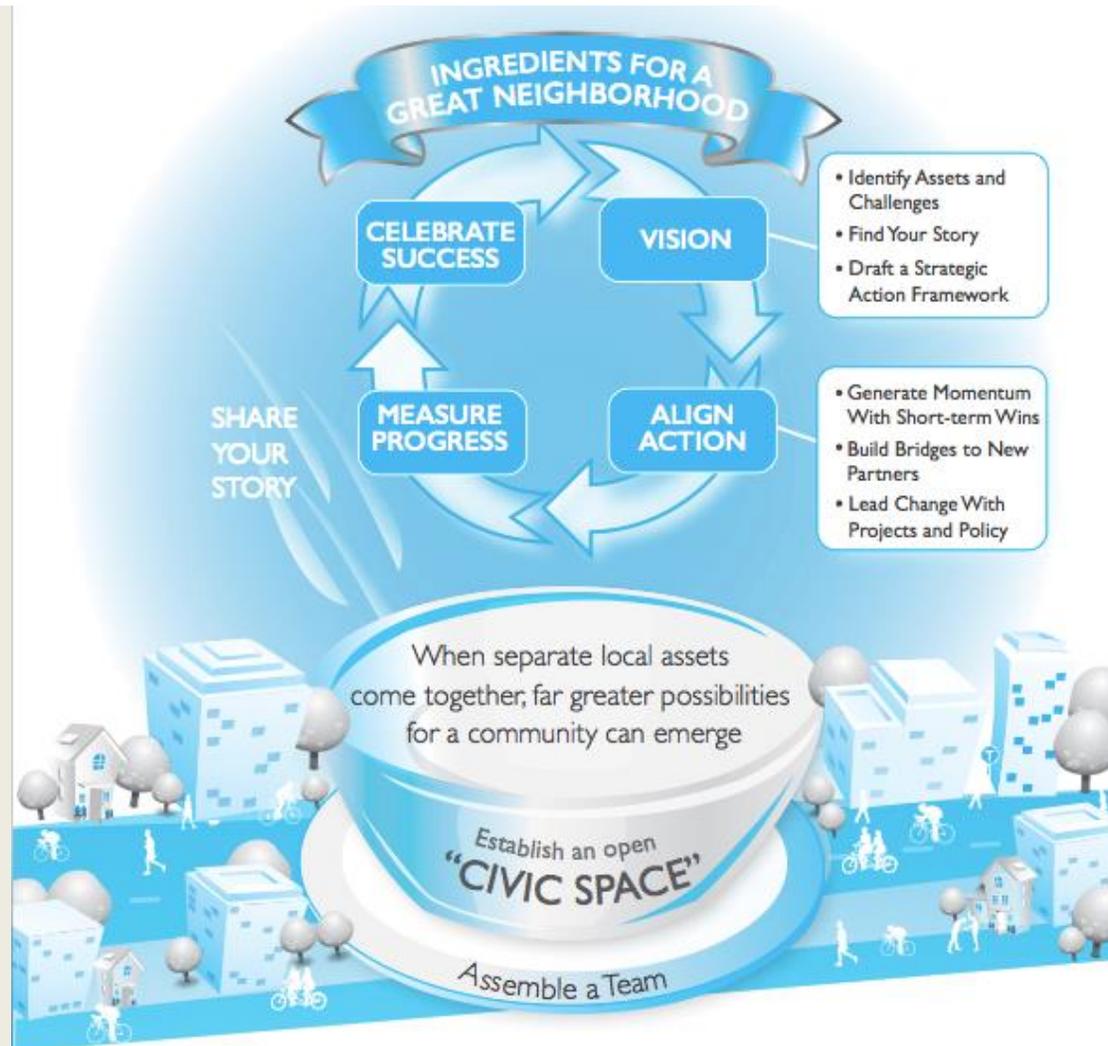
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WELCOME

Making Great Neighborhoods
in Your Community

November 20, 2013

MASSACHUSETTS SMART GROWTH ALLIANCE



Network Organizing

No one person or organization can create community change alone. A strong civic initiative needs to survive elections, crisis, and the loss of key members. In other words, you need to cultivate a network with broad leadership that comes together regularly to build trusting relationships.

Collective Impact

Bring public, private, and nonprofit stakeholders together to develop a common agenda. Create a strategic action framework that includes a common understanding of the challenge, shared goals, mutually reinforcing strategies, and a commitment to sustaining the work together.

Placemaking

Rather than starting with long-term planning, engage people around public spaces they use and turn their ideas into small-scale, doable improvements. These "lighter, quicker, cheaper" efforts can attract people, investment, and publicity that generate momentum for long-term changes.

Collective Impact



- “ Collective Approaches to Solving Large-Scale Problems
- “ Multiple Players Working Together to Solve Complex Issues

Bring public private and nonprofit stakeholders together as essential partners, actively coordinating their actions and sharing lessons learned.

Placemaking



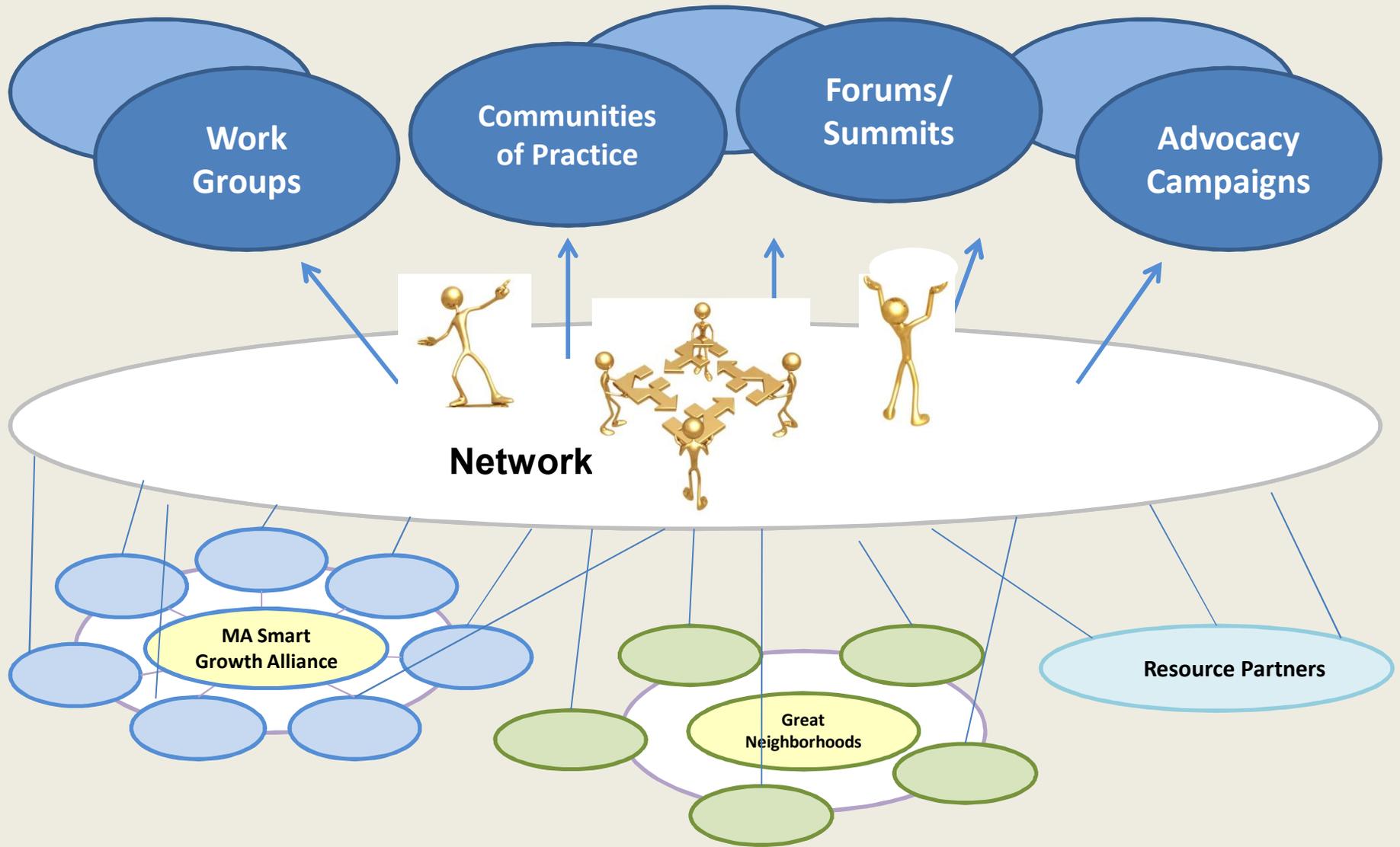
Placemaking involves engaging with and listening to the people who live work and play in a particular space, to discover their needs and aspirations and to translate them into a common vision for that place.

Network Organizing

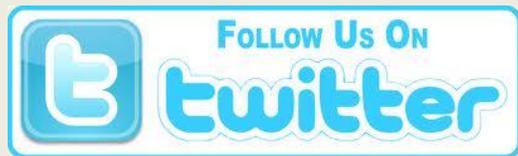


- “ No one person or organization—not even the municipality—can create community change by itself.
- “ A transformational initiative can’t be owned by any politician, or business. It needs to be able to survive elections, crisis, and the loss of key members.
- “ In other words, you need a network, the key attribute of which is distributed authority.

Network structures are adaptive and flexible – people continually negotiate their roles and interactions for collaboration, learning, and effectiveness.



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