

WHY Part 1



Community Voices (Survey Results)



2020 Emerging Leaders Jennie Henry, Kristopher McClendon and Rev. Michael Shorter at podium at the OneComm VISIONDISTRICT EXPO April 30, 2018. Rev. Shorter is leading the audience in prayer.

Open Planning

The OneComm team issued open invitations to the community to provide input to the emerging plan. In addition to communitywide meetings that were publicly marketed, all Plan Development Committee meetings were open to the public.

In the tradition of The 2020 Plan and New Deal teams, OneComm meetings offered an “Open Mic” for participants to offer recommendations and ask questions.

In all, 485 community leaders and residents took part in OneComm meetings and community convenings during the planning year, lending their voice through responses to multiple surveys (listed

on next page), through group dialogue in meetings, and via the submission of materials to the OneComm online resource library or to individual Work Groups.

Over 40 organizations also submitted detailed information for inclusion in the OneComm Opportunity Directory of current economic growth initiatives in South St. Petersburg.

Survey Results

Four surveys were administered during the OneComm planning year. The first was distributed June 26, 2018 following the group trip to Durham, North Carolina. A second was released March 28, 2019 following the Power of the Collective convenings that featured talks and Q&A sessions with visiting experts Farad Ali and Winston Johnson.

An end-of-year survey was distributed March 26th; and a follow-on survey was distributed April 30th at the full-house VISIONDISTRICT Expo. These last two surveys collected feedback on the 19 Big Ideas nominated for inclusion in the OneComm Plan.

In total, the project collected 214 survey responses.

Surveys Administered	Responses
1. Post-Durham	17
2. Post-Power of Collective	40
3. Big Ideas surveys 1	22
4. Post-VISIONDISTRICT Expo	135*
TOTAL:	214

*124 surveys online; 11 handwritten

Overwhelming Support

The 19 Big Ideas nominated by community leaders won overwhelming support from survey respondents, who were asked to rate ideas according to the following sentiments: Love it!, Like it!, Don't like, and Unsure. The survey offered space for comments as well, which were also overwhelmingly positive. See final pages of this section for survey comments.

Ratings	Ratings	% of Ratings
Love it!	1,076	44%
Like it!	807	33%
Don't like	105	4%
Unsure	460	19%
TOTALS:	2,448	100%

Of the 2,448 ratings given to the ideas, 77% were Love it! and Like it!, while 4% were Don't like and 19% were Unsure. The large number of Unsure ratings, combined with comments submitted by survey respondents, indicates a need for communitywide education and information about the Big Ideas.

Figure 1: Aggregate Ratings for 19 Big Ideas



Most Loved Big Ideas

Of the 19 Big Ideas, six received over 60 Love it! ratings by survey respondents.

See a summary of each of the Big Ideas in the *WHAT PART 3* section of the *OneComm Plan*.

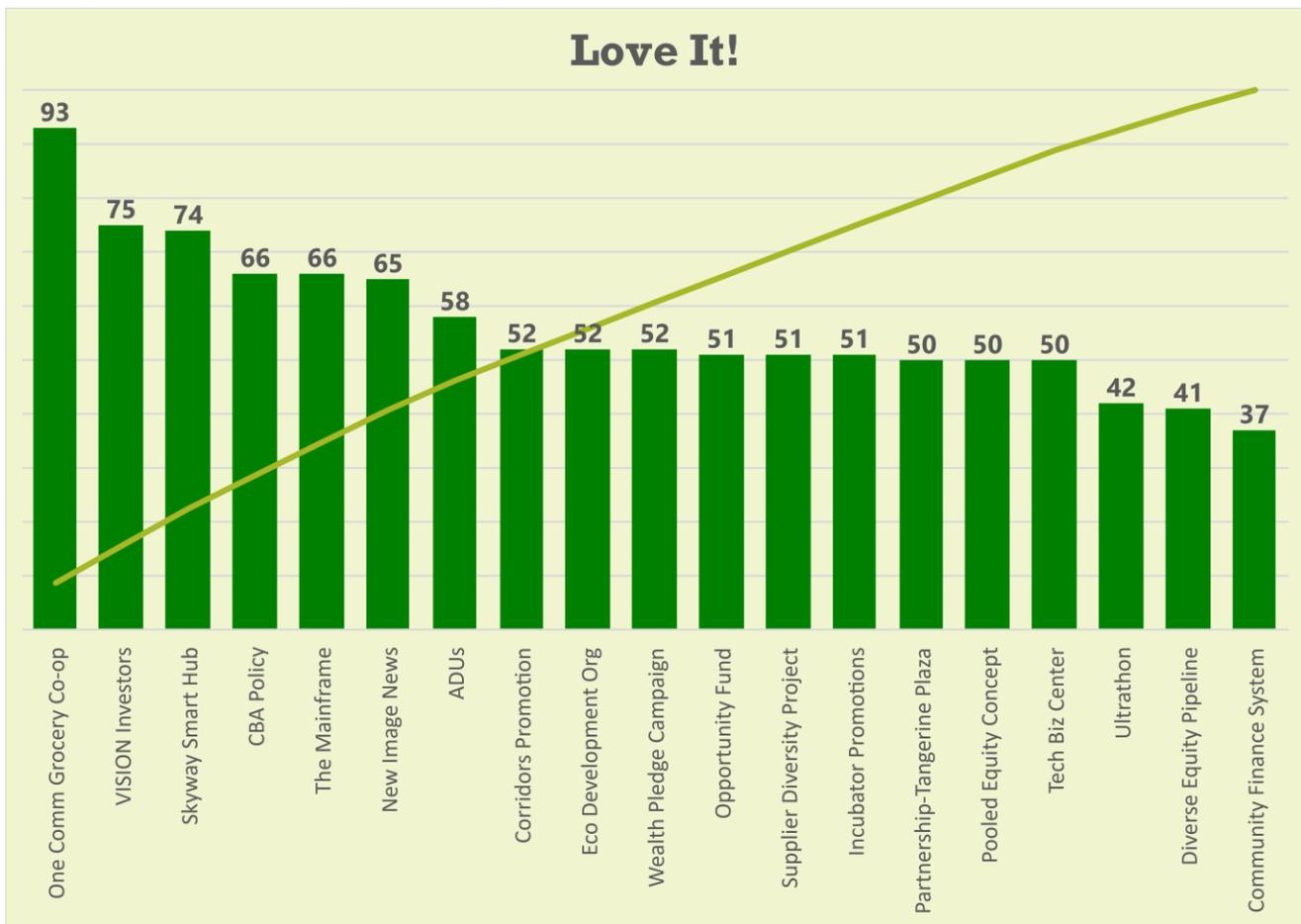
Most Love It! Ratings

1. One Community Grocery Co-op
2. VISION Investors Collaborative
3. Skyway Smart Hub
4. Community Benefit Agreement Policy
5. The Mainframe

The most loved idea was the One Community Grocery Co-op. Co-founder Erica Hardison is pictured at right, explaining the concept to attendees of the April 30th VISIONDISTRICT Expo.



Figure 2: Love it! Ratings for 19 Big Ideas



Most Loved & Liked Big Ideas

Of the 19 Big Ideas, all ideas received over 70 Love it! or Like it! ratings by survey respondents.

Most Love it! & Like It! Ratings

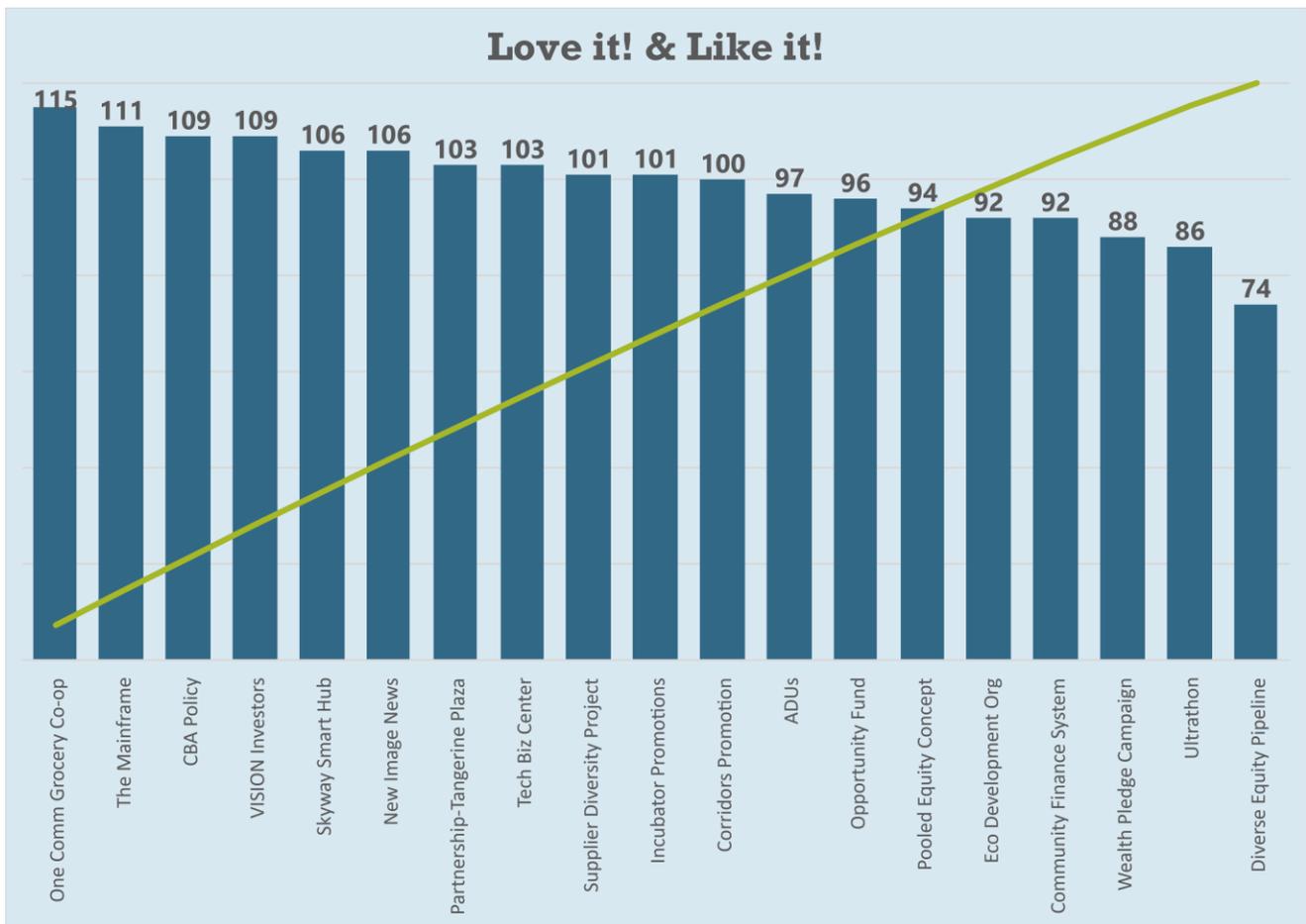
1. One Community Grocery Co-op
2. The Mainframe
3. Community Benefit Agreement Policy
4. VISION Investors
5. Skyway Smart Hub

The One Community Grocery Co-op ranked #1 again for most Love it & Like it ratings combined. The Mainframe won the 2nd most ratings in this group. Visionary and founder James Faison is pictured at right, networking with Sean Kennedy,

VP, St. Pete Area Chamber, at the April 30th VISIONDISTRICT Expo. See a summary of Big Ideas in the WHAT PART 3 section of the OneComm Plan.



Figure 3: Love it! & Like it! Ratings Combined



Most Unsure & Don't Like Ratings

Of the 19 Big Ideas, two received Unsure & Don't Like ratings that exceeded one-third of responses – the Diverse Equity Pipeline (43%) and Ultrathon (34%). A third idea came close to this benchmark – the Generational Wealth Pledge Campaign (32%).

understand some of the ideas or don't understand how they fit within the plan context. Many requested more information about the Big Ideas.

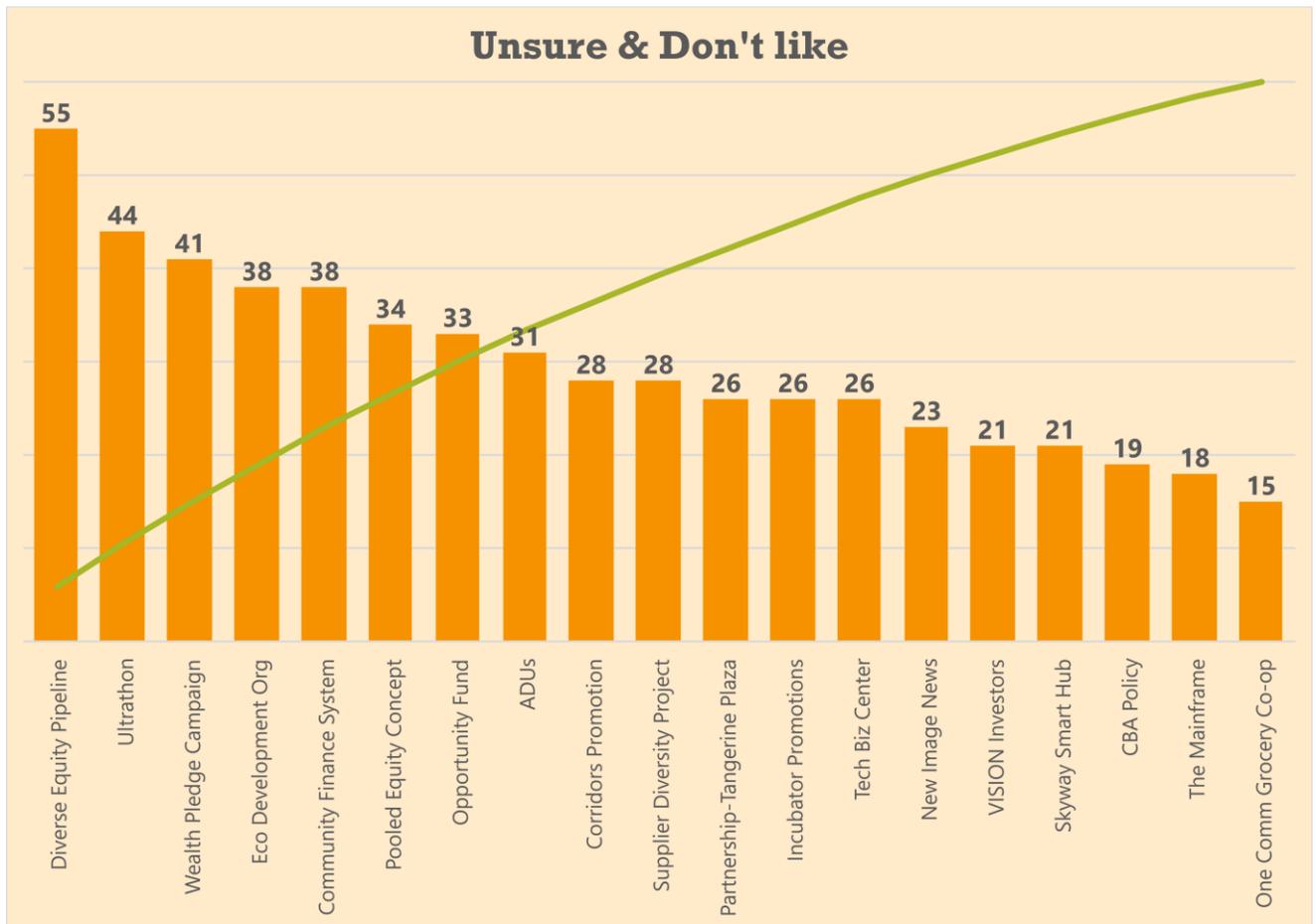
Unsure or Don't Like Ratings

1. Diverse Equity Pipeline
2. Ultrathon
3. Generational Wealth Pledge Campaign
4. Economic Development Organization
5. Community Financial Capacity Building System

The idea with the most Don't Like & Unsure ratings was The Diverse Equity Pipeline. Based on survey comments, many in the community don't



Figure 4: Unsure & Don't Like Ratings Combined



Community Commentary

support real job people needed Keep
community benefit work also ideas
plans projects one will St Pete
opportunities take

Figure 5: Word Cloud from OneComm Survey 4

Surveys to community stakeholders provided space to enter comments. Below is a roster of comments, grouped by major themes. The word cloud above shows that the most frequently occurring words were "community," "ideas," and "opportunities." The OneComm team has heeded the advice received in the formulation of strategies, and communications and action plans reflected in plan documents.

Enthusiasm & Encouragement

- I am blown away by the vision and dedication of all involved.
- Great opportunities ahead! Love the ideas!
- Doing amazing work!
- Love all the new ideas and initiatives aimed at uplifting St. Petersburg's south side residents and business owners.
- Looking forward to continued work towards reducing poverty in our communities
- Keep moving forward!
- Take action and make it happen
- The Bulletin News is very interested in participating in *19 The New Image News Project. Congratulations on Vision District by the One Community Plan Team debut!

- Nothing, I like it.
- Please keep on doing :)
- Looking forward to more Southside innovation and adding opportunities and better infrastructure.
- The number of people being engaged, and the number of opportunities to get involved is to be commended. Keep going! You will get there!
- Let's do all of these please!

Cautious Optimism; Follow-Through is Critical

- Hopefully a strategic Plan will be developed so that these ideas are implemented and not just having meetings to meet or a Hub center with unrealistic goals that will not be able to be developed due to financial deficits or other barriers.
- I believe that as written, these ideas will be a good way of propelling the people, businesses, and community forward; however, I take pause because historically there has been little inclusion of indigenous people of St. Pete in these plans. In my view/research, it seems that the ideas/plans that were developed to benefit certain populations become the ideas/plans

that benefit other populations. Building wealth and maintaining health has been an issue for this community for a long time. **How do we ensure that these ideas actually benefit the community as a whole? What leverage do we have now that will ensure the inclusion of all?**

- Good job - good PR, visibility, support - now meaningful programs actually taking shape on the streets with real teeth, real support, real results are the key - missing in the past - let's be sure this is not just another "stir them up and then let them down." **Badly need a working, energetic, funded Community Dev. Corp., capable of acquiring land, holding assets, getting grants, gov't funds and staffing to completion - could be an existing org, like One Community, but it's got to be able to take on real development projects.** Anxious to help, anxious to be a part of it all.

Move Strategically

- Develop more clarity on the **heavy lifts vs. low hanging fruit.**
- Increase the working and social relations of neighbors helping neighbors without social or racial discrimination.
- Keep up the momentum. Continue to have regular meetings and planning sessions to carry out these ideas
- Focus on endeavors that will attract capital into the region rather than those that depend on local population for financial success. Local population will need higher paying jobs before being able to support local investment.
- Seems like many of these can be combined- 5,14,15; 1,6, 8,10,17,18; maybe more- a lot of excellent overlap!
- Really a tough go to make any of these work. Suggest identifying a small number (maybe through this survey) to focus on, much like a VC would do.
- The Collective Impact is the model. Please do not be satisfied with incorporating a myriad of

programs with less participants needed for the desired tipping point for real community change.

- I would truly analyze how all of these ideas regarding the development of businesses, etc. will sustain for years to come. Also, more big corporations/companies locate to St. Pete to create more job opportunities. Possibly starting with building more relations. A lot of recent graduates choose not to move back here because of the lack of opportunity. Things that I would like to see on South Side St. Pete: Staples Chick Fil a Trader Joe's grocery

The Best Ideas, Hands Down

- Community benefit agreement/co-op/ vision investment group
- New image project is the one to seed the growth in all other Big Ideas

More Information, Education & Awareness Building Needed

- I am not always sure from the brief project descriptions what is actually being proposed
- Would be nice to understand the lead pillars so we could have a balance of top ideas across the pillars. Short 5 - 10 minute video pitch for everyone to review and vote on the top 10
- Keep moving forward
- Keep digging into the concepts until they become real.
- **Too many ideas that were so closely related** it almost seemed like they were just listed for the sake of having more ideas. Could easily combine incubator, tech location into one. All the equity pipelines, pooled equity, opportunity fund were **confusing**. Great event though. It was unique and I hope we can consolidate the ideas and see the positive results!
- Seems like many of these ideas have the same roots and foundation and should be combined

Additional Plan Elements Needed

- It might nice to have a music/modeling/ acting/producer component.
- Love the plans. My favorites were the "Tech Biz Center" and "The Mainframe" as they include African Americans in an industry that lacks our representation. I would also be sure to include Cybersecurity training/programs as it is a fast growing job that is predicted to have a global shortage of 2 million cyber security professionals. By allowing people to obtain certificates and background experience in cybersecurity it would not only provide some sort of education to those in the community but also make them competitive for higher salaries. It will create higher paying jobs in St. Petersburg and serve as a tool to retain, recruit, and grow cybersecurity in Florida.
- I feel the 'IDEAS' were well thought out with clear and concise goals of achievement. I think there should be the top 10 or the top five in regards to moving forward for execution. ***Unless, there are 18 committed, goal-oriented, action-driven chairs, the 18 tasks success may take a much longer time frame.*** Also, another concern is their may be individuals overlapping with more than one idea that they would like to work on even though they should understand the level of commitment and time is needed to implement the idea. Nevertheless, I feel you could feel the energy in support of the ideas in a BIG way. Hats off to the committee for doing a great job with the 'think tank' presentation of 18 ideas. I feel the presentation sent out a loud presence of the vision needed to acquire economic growth in South St. Petersburg and it was well-received by the audience.
- It's a good plan to get small business owners onboard with some help and grow jobs in the community. There should be ***focus on the environment and education*** with some type of incentives. How will you get the south st Pete community involved ?

- Invite leaders in co-operative lending to generate more interest/knowledge of co-op lending & its benefits. 2) Develop more advocates to get city Council Members and Mayor to enforce larger and more use of linkage-fees from developers. In the short term developers will complain.... but where else will they invest that holds the long-term excitement (and sale opportunity for their project) than in St Pete? Short-term the city may lose some projects to Clearwater, Largo, Sarasota; but there ARE developers who believe in St Pete and will eventually pay higher fees. Citizens and aging baby-boomers want closer in developments with high walkability (and easy access to transportation) so their/our demand will draw like-minded developers.
- Most people will never own a business. Focus less on business ownership and entrepreneurship and more on every day people.
- Get rid of guns,drugs, and gangs. Also outlaw legal loan sharks like Amscot. St. Pete can be the first city to to ban them.
- Partner with schools and local universities.

I Want to be Engaged!

- Create a site where each of the Big Ideas can elaborate on their proposals in a brief video vignette. Allow for voting through that medium.
- Let people in the community know what help and support you need and how we can get involved!
- Would appreciate being included on listServ to get updates on where the various projects are going/how they're developing. Thanks.
- I support many of the above. I also am available to work on these projects with others to ensure the QA aspect of the stated intentions. It is important that these projects wholly benefit the needs of the communities involved and at large. Feel free to contact me.