



ONE WEST
FLORISSANT

OVERVIEW

August 2021 - UMSL

Picture taken from
Stltoday.com



AGENDA



- What is One West Florissant?
- What has been our past outreach efforts?
- What does re-engagement look like?

OUR STORY

HOW IT STARTED

OWF began in September 2018 as a steering committee composed of residents, business owners, educational leaders, and city representatives from Dellwood, Ferguson, and Jennings. The steering committee carried out a series of community engagement events with support from the St. Louis Economic Development Partnership, Rise, Urban Strategies, and the Community Builders Network.

Conversations were held within Dellwood, Ferguson, and Jennings from July 2018 through January 2019 to develop a community improvement organization focused on the West Florissant corridor and surrounding communities.



One West Florissant is committed to uplifting community and stakeholder voices for a beautiful, safe corridor where youth, families, and businesses thrive.

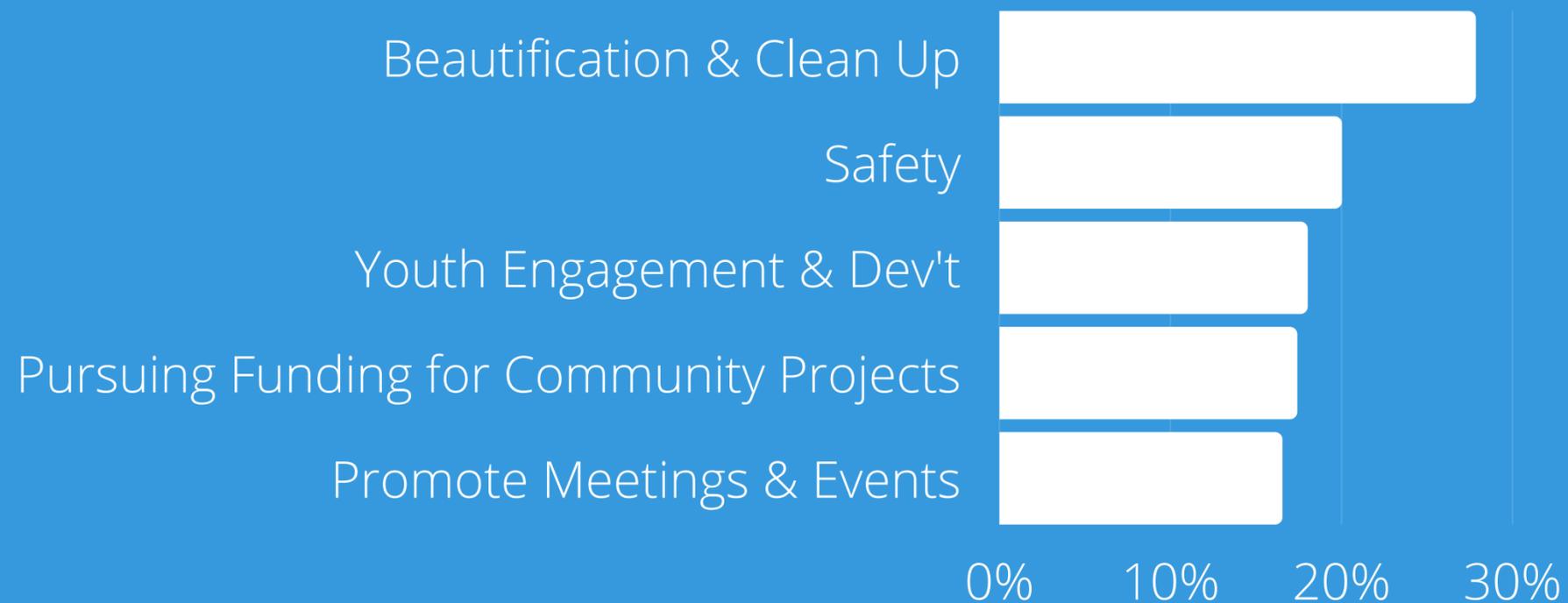
- OWF is committed to uplifting and celebrating the strength, richness and diversity of the current residents and businesses along West Florissant and surrounding neighborhoods of Dellwood, Ferguson and Jennings.
- OWF is committed to establishing West Florissant Ave. as a model for equitable development based on the principles of beautification, safety and youth engagement.
- OWF is committed to West Florissant Ave. being an integral, vital link between residents, businesses and the services essential to thrive by celebrating current residents while attracting all people in the region

COMMUNITY ENGAGEMENT



- Between September 2018 and January 2019, with the support of the consultant team, we held four community meetings, distributed two surveys, and held five coffee chats, conducted meetings and events for community engagement.
 - Incorporated results into future planning.
- In 2020, OWF worked with consultants to develop strategic plan.
- In 2021, we filed paperwork to establish One West Florissant as a 501(c)3 non-profit with seven (7) residents serving as board members.
 - Conducted online survey, with the support of Washington University students, to further define community interest.

2019 SURVEY OUTCOMES

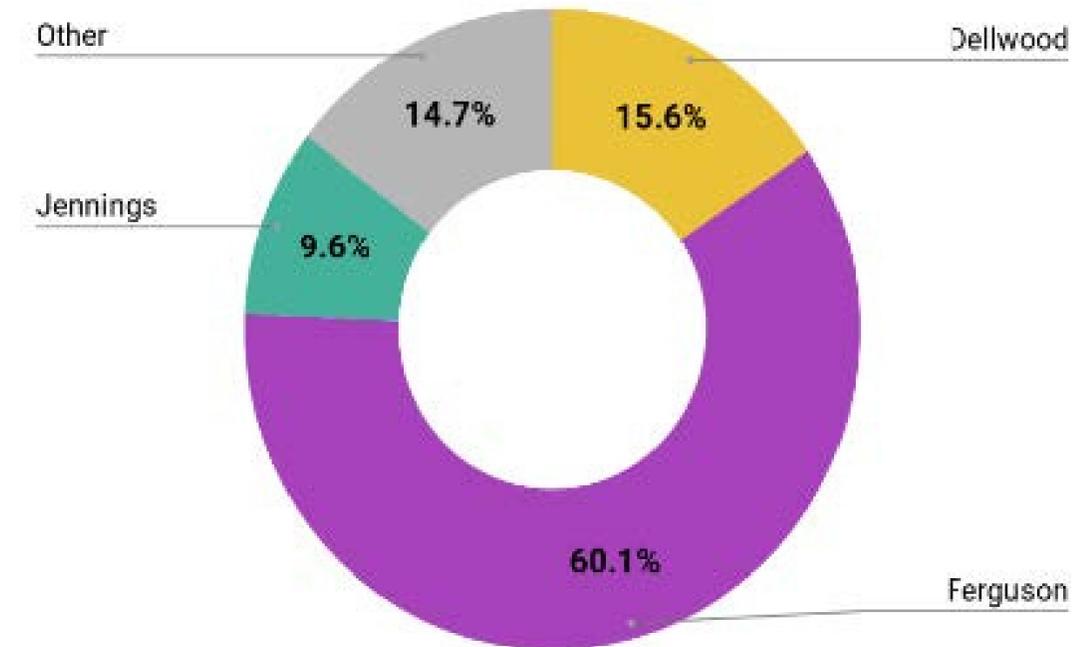


In the first survey we asked what stakeholders feel the organization should do.

- Out of 19 options, these were the top 5 choices.
- OWF chose to focus on the top 3: Beautification, Youth Engagement & Development, and Safety.

Survey Participation

Who participated from where?



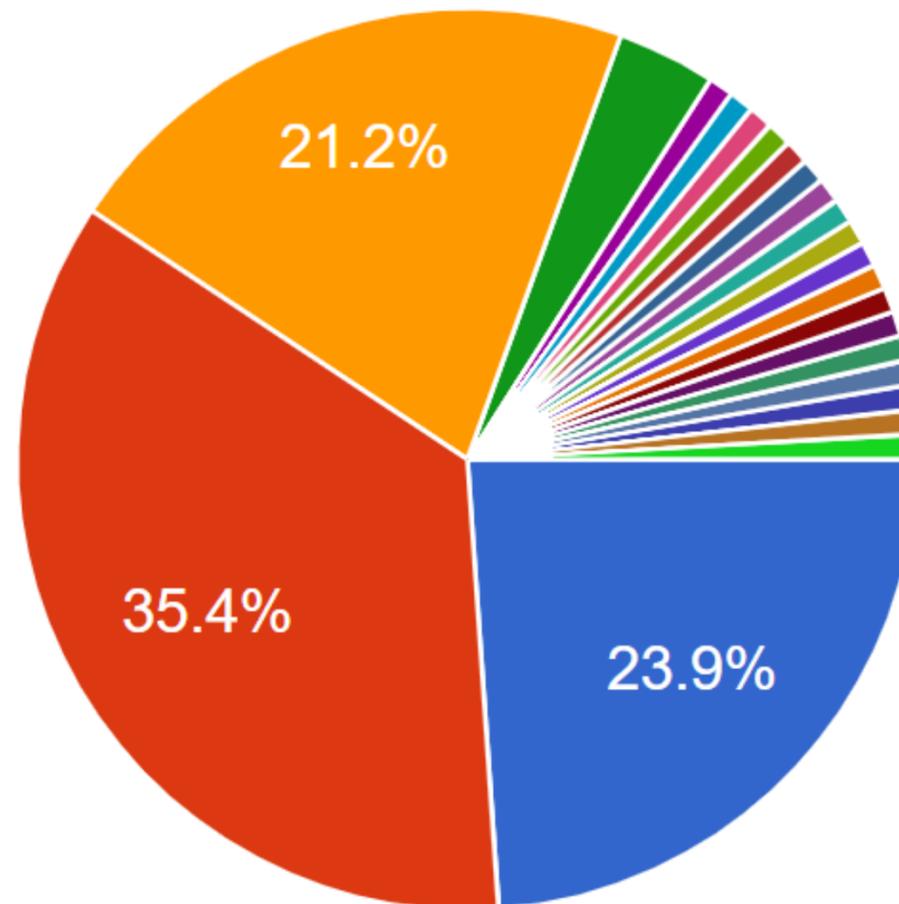
The majority of survey participants wanted to focus on West Florissant Ave. and the surrounding area, improving the wider community along the corridor as a whole.

DEFINITIONS

- “Beautification” along the West Florissant corridor means continuity and consistency in the built environment with trash cans, sidewalks, signage, and store fronts that improve visual appeal and walkability while attracting investment and building community pride.
- “Safety” along the West Florissant corridor means openness, accessibility, welcoming, security, ease and it requires community-centered interventions to violence, a change in perception and coordinated street designs for accessibility for all modes of transportation (cyclists, pedestrians, etc.)
- “Youth Engagement” along the West Florissant corridor means youth having pride and leading change making in their community. In addition, that “Youth Engagement” requires promoting youth ownership, gaining youth buy-in, and elevating youth voices with sustainable, individualized and specialized resources, including access to career pathways and life satisfaction.

2021 ENGAGEMENT

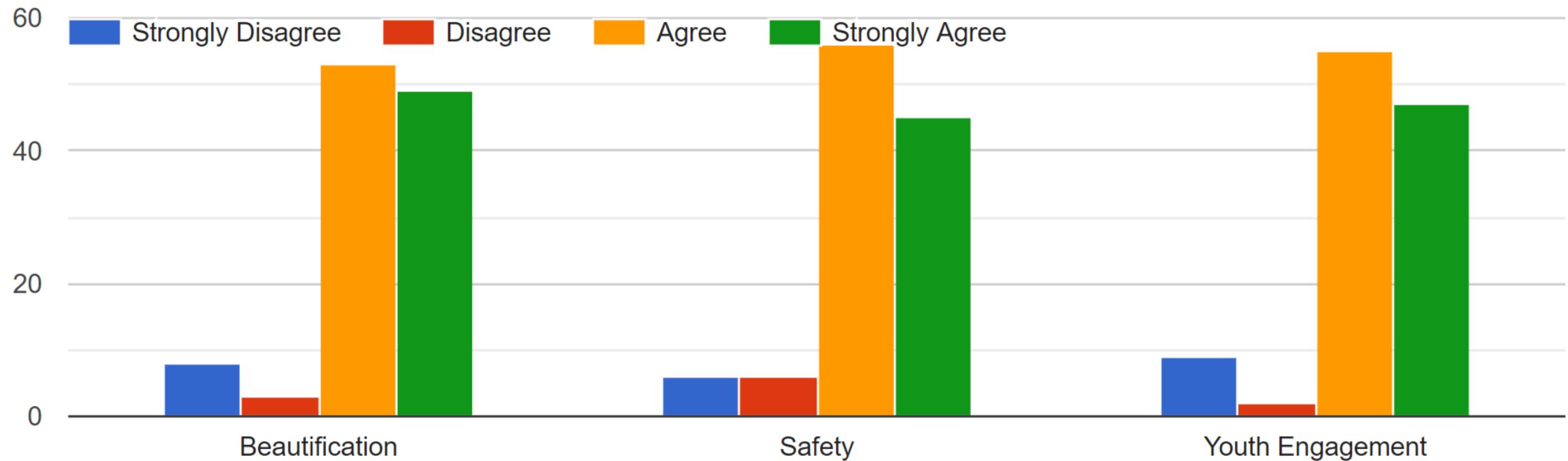
113 RESPONSES



- Dellwood
- Ferguson
- Jennings
- Florissant
- City Government Employee
- St. Louis City
- Employee
- Berkeley

2021 SURVEY RESPONSES

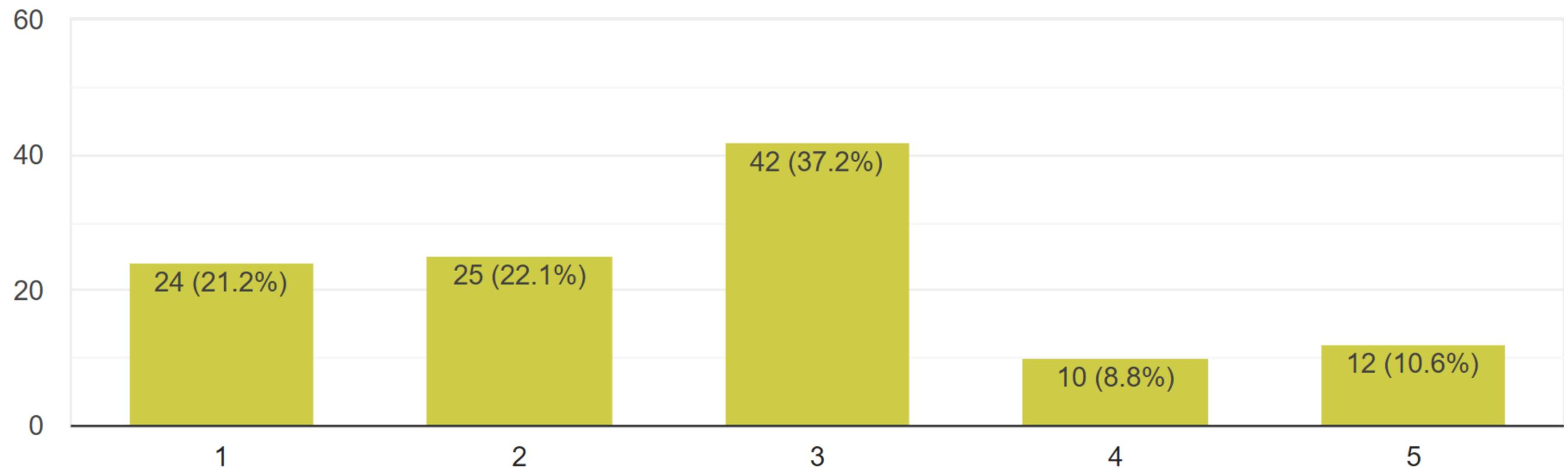
Please rank your level of agreement/disagreement with the above definitions.



2021 SURVEY RESPONSES

How involved do you currently feel in the updates, developments and plans along West Florissant?

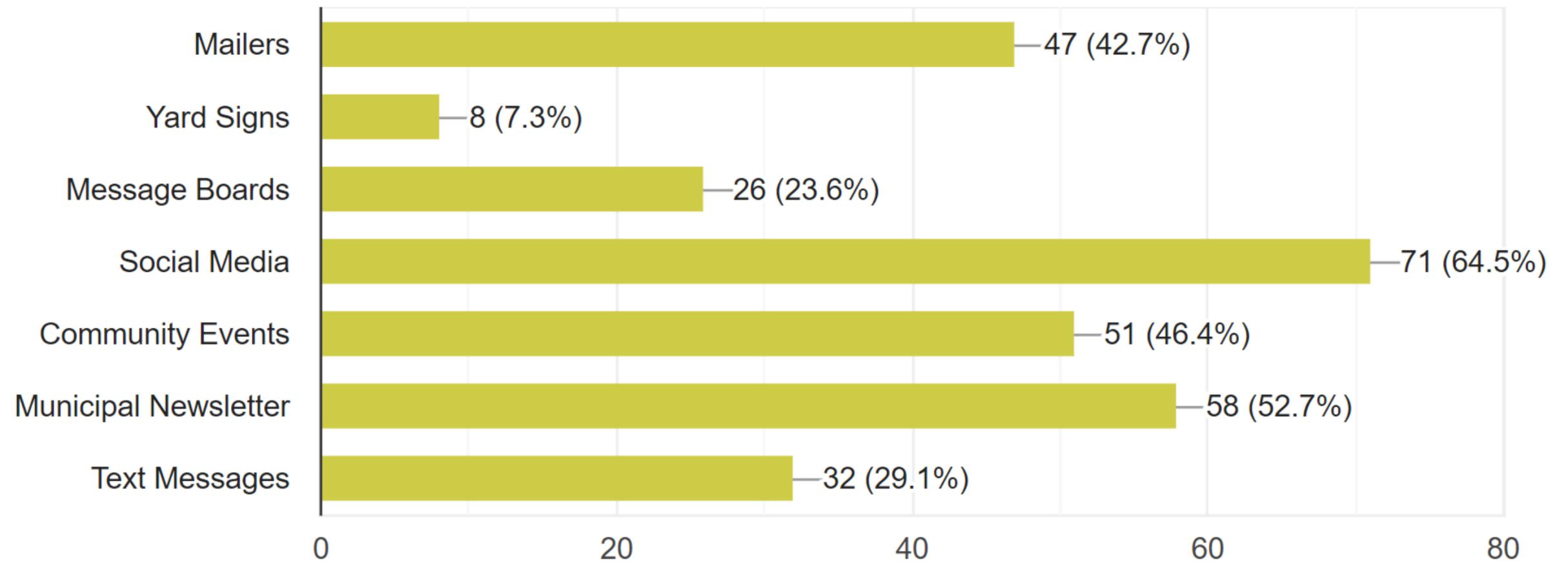
113 responses



2021 SURVEY RESPONSES

What's the best way to keep you engaged?

110 responses



27 respondents left their contact information



Now What

What are your thoughts on re-engaging, engaging and empowering?