



**National Trust for
Historic Preservation**



Outreach and Education to Build Constituency: Lessons Learned from Peer Cities

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January 18, 2018

Save the past. Enrich the future.

Presentation Overview

Peer City Outreach & Education Introduction

City Governmental Agencies

Non-profit Organizations

Analysis of Best Practices

Conclusion & Next Steps

National Trust Research Question



Across the country, how do local non-profits and city agencies use outreach and education programming to **build a public constituency** for historic preservation?



Constituency Defined:

- Informed
- Engaged
- Supportive

Community Benefits of a Broad and Diverse Constituency



- Residents have access to information
- Public's needs and vision informs preservation programs
- Public understands and appreciates progress
- Misperceptions and controversy are mitigated
- Provision of resources is supported by constituency
- Officials appreciate the public's interest



City Government Agencies

Source: Hidden City Philadelphia

St. Louis Cultural Resources Office



- **Walk-In Office**
 - **Counter Service** on specified days and business hours
 - **By appointment** during business hours
 - **Telephone** during business hours

- **Hotspot**
 - **In office** staff review of proposed plans
 - **Over-the-counter expedited review** and **approval** of smaller projects
 - **Technical assistance** with rehab project planning and historic district standards
 - Help revise project into **compliance** with standards

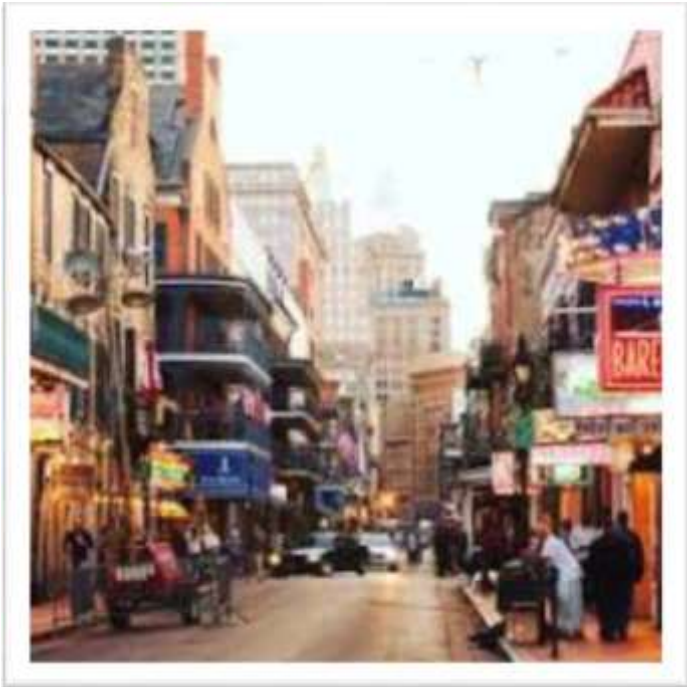


Historic District Landmarks Commission

New Orleans



- **Neighborhood Strolls**
 - **Informal**
 - **Interactive**
 - **Expand public information**
 - **Share agency mission**



Historic Preservation Office, Washington, DC



- Staff goes out to neighborhood meetings and events
- **Increase public advocacy**
- **Expand public information**



City Agency Takeaways



Protect Historic Resources through Regulation

- ✓ Timely processing of permit applications
- ✓ Information available online
- ✓ Agency responds to requests from the public
- ✓ Agency offices are under-resourced





Non-profit Organizations

Source: Hidden City Philadelphia

Tours:
Baltimore Heritage, Inc.



“Baltimore by Foot”

- Offers 70 tours to 35 places
- Highlights historic neighborhoods walking tours of architectural and cultural heritage

Preservation Buffalo Niagara



- **Weekly communications through e-newsletter**
- **Active social media presence**
- **Manages database that allows targeted communication by council district**

New York Landmarks Conservancy



Interacts with City's grassroots network of Community Boards

- Responds to request for technical assistance
- Makes presentations about land-use issues
- Provides information about development projects



Non-Profit Organizations Takeaways



Protect Historic Resources through raising public awareness

- ✓ **Influence key decision-makers to protect landmarks and districts**
- ✓ **Maintain and expand memberships**
- ✓ **Take action to build circle of supporters**
- ✓ **Non-profit organizations are under-resourced.**





Analysis of Best Practices

Source: Hidden City Philadelphia

Analysis of Best Practices



To achieve your mission, create a diverse and broad constituency

- ✓ Create a comprehensive strategy
- ✓ Language is critical
- ✓ Create relevant programming



Intentional: Informed — Engaged — Supportive

Analysis of Best Practices



To build a constituency, reach your constituents where they are.

- ✓ **Go to them**
- ✓ **Person-to-person**
- ✓ **Listening and hearing**



Analysis of Best Practices



Make a commitment to invest in constituency building.

- ✓ Sustained outreach and education efforts
- ✓ Consider existing assets
- ✓ Collaboration and partnerships
- ✓ Data management





Conclusion & Next Steps

Source: Hidden City Philadelphia

Conclusion & Next Steps



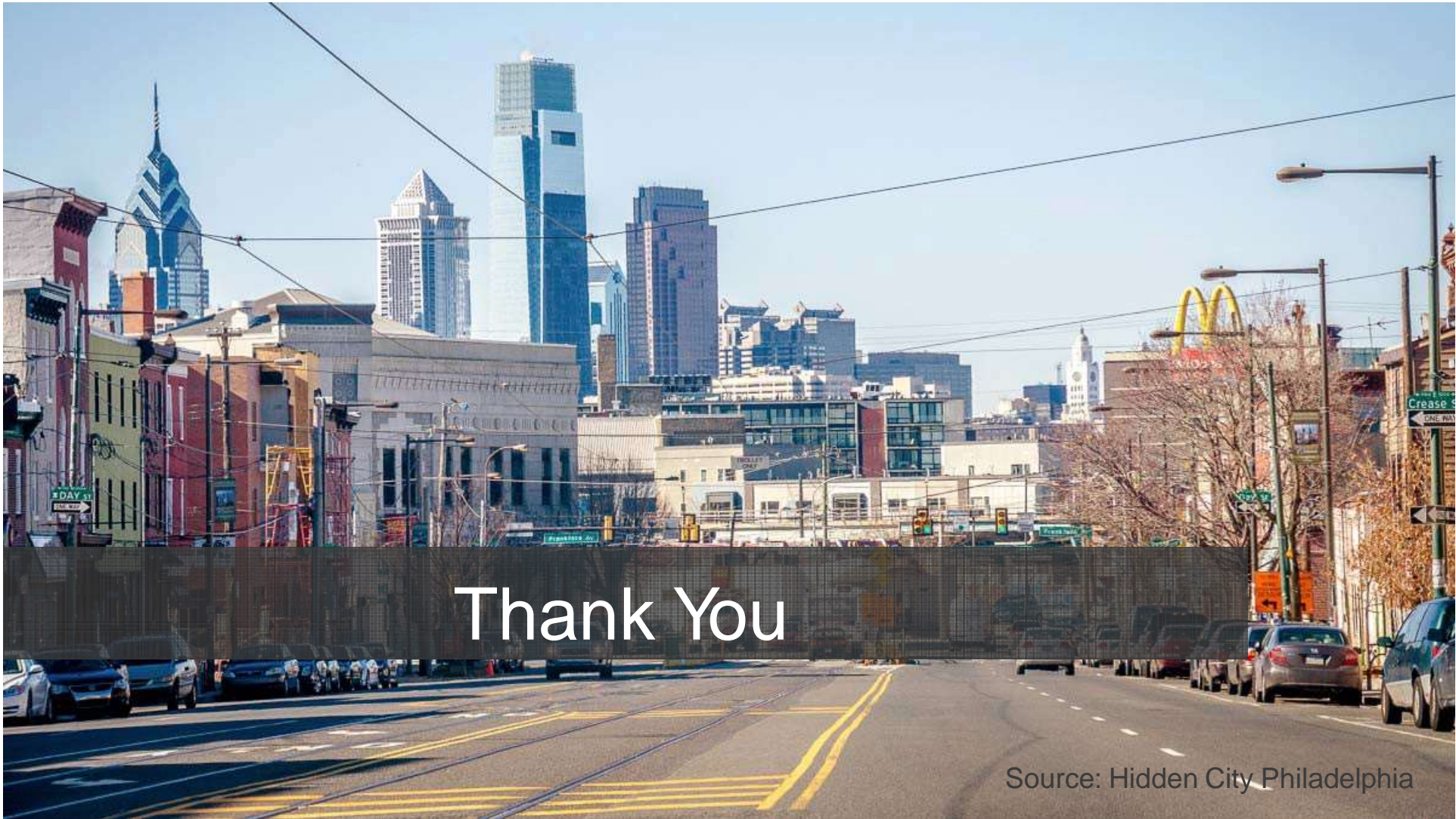
Constituency Building is:

- Not highly technical
- Intentionally building relationships
- Essential to success



Next Steps:

- Pursue information from non-preservation agencies and non-profits
- Deepen focus on specific tactics
- Evaluate methods for managing constituent databases.



Thank You

Source: Hidden City Philadelphia