



How PBOs Work to Create & Sustain Great Places

PBO WORKSHOP #2
13 NOVEMBER 2024

**YARD
& CO.**

01 Introductions

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04 Operating System

05 Moving Forward Together



01

Introductions



01 Introductions

Project Team



KEVIN WRIGHT
PRINCIPAL/CO-FOUNDER
OPERATIONS TEAM LEAD



BROOKE KLEJNOT
DISTRICT EXPERIENCE
OPERATOR



01 Introductions

Community Ambassadors



Robin Scobell

- Resident for 25 years
- Recent empty-nester, excited to meet neighbors during her off-hours



Lindsay Fanning

- Resident for 8 years
- Enjoys nature walks with her family and holds deep appreciation for HP



Introduce yourself and describe one of your favorite memories of living, working, or playing in Home Place.



Introduce yourself and tell us how many years you've lived in Home Place.



01 Introductions

Purpose for This Evening

We are here this evening to:

- Learn about the many roles and responsibilities that make up a successful community Operating System
- Identify which Place-based organizations (PBO) are currently meeting these responsibilities
- Determine if there are gaps in serving the Home Place community (residents, businesses, workers, visitors)
- Explore next steps



02

Progress So Far



02 Progress So Far

Project Purpose

The 2022 Carmel Comprehensive Plan identified Home Place as a key area in need of community-led planning. As a result, the City of Carmel hired Yard & Company to conduct a **Home Place Sub Area Plan**.

carmelcomprehensiveplan.com





02 Progress So Far

Project Purpose

The Home Place planning process has several purposes:

- Establish a vision and goals for the future of Home Place
- Lean into the community's sense of place to guide future decision-making
- Test ideas for improvements
- Build ownership and excitement for the outcomes of the plan and neighborhood identity



02 Progress So Far

Project Timeline

WE ARE HERE



EXPLORE

APRIL - AUGUST 2024

Get to know existing conditions, needs, and opportunities through recent projects, community efforts, demographic analysis, and conversations

Create and launch a strategy for public engagement

TEST

SEPTEMBER - DECEMBER 2024

Incorporate community priorities into potential projects through design options and active community engagement

Grow community capacity to work together and participate in improvement projects

BUILD THE PLAN

JANUARY - APRIL 2025

Compile preferred options into a Home Place Community Plan and business district identity

Implement place-based organization recommendations





02 Progress So Far

What Matters Most

Scale, Character, and Design

- Strong preference for neighborhood-scaled buildings.
- Avoid development that changes the community's character.

Safer, More Enjoyable, and Walkable Experiences

- Improve the conditions for walkability.

Beautified and Improved Business District

- Foster a village-scaled business district to support new and existing businesses.



02 Progress So Far

October 1st Webinar

Some of you may have attended the online webinar we hosted on October 1st, which included:

- Project update
- Ambassador positions discussion
- Intro to place-based organizations (PBOs)
 - ◆ What they are, role in community, different types
- Volunteer roles at a PBO



03

Recap: What is a PBO?



03 Recap: What is a PBO?

PBO Definition

- A place-based organization (PBO) works to address the challenges facing a specific **community**
- They are often organized as a nonprofit with a board of directors and collection of volunteers that are largely **representative** of the community
- Some have full-time employees handling day-to-day work, while some are all volunteer-based



03 Recap: What is a PBO?

PBO Definition

- PBOs are by their nature **collaborative**, working with community members, government officials, funders, and other stakeholders
- PBOs often use **bottom-up strategies** to understand and address the needs of residents and small businesses
- PBOs can transform areas by advocating for improvements and investments that are guided by the **community's vision**



03 Recap: What is a PBO?

PBO Models

There are a number of different models for PBOs:

- Economic Improvement District
- Community Development Corporation
- Merchants/Business Association
- Main Street Program
- Civic Organization (Chamber, CVB, Rotary, etc.)
- Neighborhood Association



03 Recap: What is a PBO?

Shoutout to...

There are two PBOs doing important work in Home Place now:

- Home Place Advisory Board
- Greater Home Place Neighborhood Association



04

Operating System



04 Operating System

Overview

A place-based organization (and often, multiple PBOs working as partners) is the “who” in community operations. **What** these organizations do and **how** they do it form the community **Operating System**.





04 Operating System

Overview

Think of your smartphone.

The internal computer is the **Hardware** and the apps are the **Software**. Pretty standard, right?

- With clunky Hardware, the best apps can't function
- With no Software, the most powerful phone sits idle

Believe it or not, operating a successful place can be broken down into Hardware and Software, too.



04 Operating System

How Great Places Sustain

SOFTWARE

MARKETING, PROMOTIONS & TOURISM

PROGRAMMING & EVENTS

BUSINESS TENANTING

BUSINESS SUPPORT & RELATIONS

RESIDENT SUPPORT & RELATIONS

VISITOR SUPPORT & RELATIONS

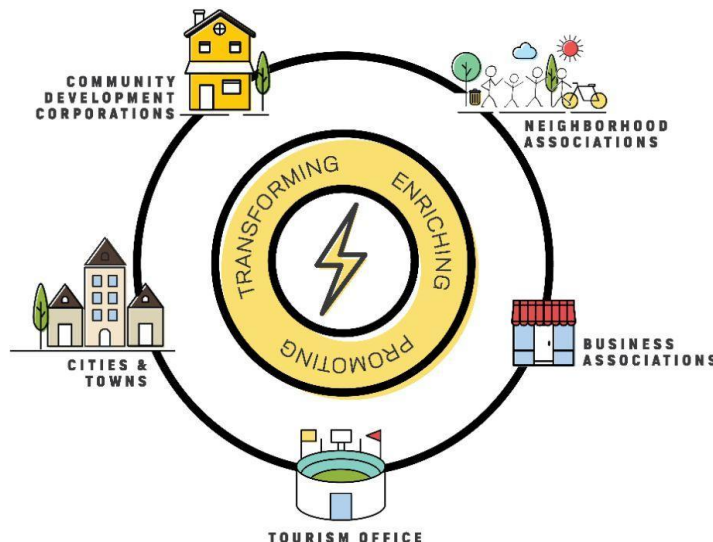
WAYFINDING & DISTRICT IDENTITY

POP-UPS & ACTIVATIONS

GREEN & CLEAN

PUBLIC ART

PUBLIC SAFETY



HARDWARE

INFRASTRUCTURE

STREET & PEDESTRIAN LIGHTING

STREETSCAPE (furniture, landscaping)

PUBLIC SPACE & PARKS

REAL ESTATE DEVELOPMENT

BUILDINGS (rehab, preservation)

STOREFRONTS (facades, signs)

PARKING MANAGEMENT

REGULATIONS (zoning, land use)

MOBILITY & ACCESS (trails, transit)

MAINTENANCE



Which components of the Operating System need to be prioritized at the 106th & College business district?



Who handles these responsibilities now, and if no one, who should handle them?



04 Operating System

What's Missing?

Gaps in fulfilling the responsibilities of a complete community Operating System could be addressed by:

1. Expanding the role(s) of existing PBOs to cover the gaps
2. Establishing a new PBO for the purpose of taking on those missing responsibilities



05

Moving Forward Together



05 Moving Forward Together

Looking Ahead

The folks in this room – who invested their time on a Wednesday night to be here – obviously care about Home Place and its future.

So let's think about how we work together toward that future...





05 Moving Forward Together

Key PBO Volunteer Roles

→ **Board Member**

Governance, fiscal oversight, and strategic direction
(5-10 hrs/month)

→ **Committee Member**

Carry out specific programs/initiatives (3-5 hrs/month)

→ **Ad Hoc Volunteer**

Provides labor at events or specific projects such as
clean-up days or beautification efforts (2-4 hrs/month)



If you've already submitted the Volunteer Interest Form, tell us how you see yourself helping or would like to help.



05 Moving Forward Together

Want to be Involved?

And if you haven't filled out the **Volunteer Interest Form**, but want to be involved going forward, use the QR code to the right.



Volunteer Interest Form



Before we go...



1. Walk through the Open House set up until 8pm tonight
2. Join us for a nightcap at Upland Brewery on 116th St at 8:30pm
3. Stay up to date on the project:

[ThisIsHomePlace.com](https://thisishomeplace.com)



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& CO.

Change the way
places change
mm

buildwithyard.com