



Office of Temporary
and Disability Assistance



Community Engagement



Annette Lock
Executive Director –
The Salvation Army





The Salvation Army is a faith-based religious and charitable organization serving in 135 countries.

Buffalo Area Services is The Salvation Army's branch serving Buffalo and Erie County for over 140 years.

There are three locations across the City, including our mid-town, Main Street campus – where we have served since 1957.

For the past decade, we have been working on a long-range plan.



The Salvation Army Buffalo Area Services

Strategic Planning Season



Pray

Important to us. It has moved mountains.



Program Study

A thorough gathering of information was crucial to our planning process (also mandated by our organizational policy).



Task Force

Gathering the right individuals who will stick with it for the long haul. Don't forget the cheerleaders.



Community Conversations

Listen more than you speak. Talk to everyone.



Know the Community

What does the community want/need
rather than what we want to do

What is the data telling us?

What are our families telling us?

Three - Phased Hope on Main Project



Family Shelter

950 Main Street, Buffalo

- 32 Private Rooms
- Kitchen/Dining/Activity Space
- Laundry Facilities
- Office/Conference rooms
- Bright Space Nursery
- Teen Lounge
- Space for outside providers



Permanent/ Supportive Housing

970-1000 Main Street, Buffalo

- 160 units of Affordable Housing including 17 3-bedroom townhomes
- 80 units of Supportive Housing
- Wrap Around Services
- Community Space
- Laundry Facilities
- Bike Storage
- Green Space/Playground



Church/ Community Center

Located in East Buffalo

- Welcoming Chapel for All
- Gymnasium
- Classrooms
- Activity Space
- Food Pantry
- Social Service Program Space
- Fitness Center

Community Engagement



Why It Matters/What's At Stake



Everything!
The need is great
Catastrophic Results when you don't
Respect Matters



Why This Location

Main Street
Have been there for 68 years
Convenient for those we serve
Employment Opportunities
Transportation
Services
Wonderful community



Early Conversations



Councilperson



Mayor



Planning
Board
Member



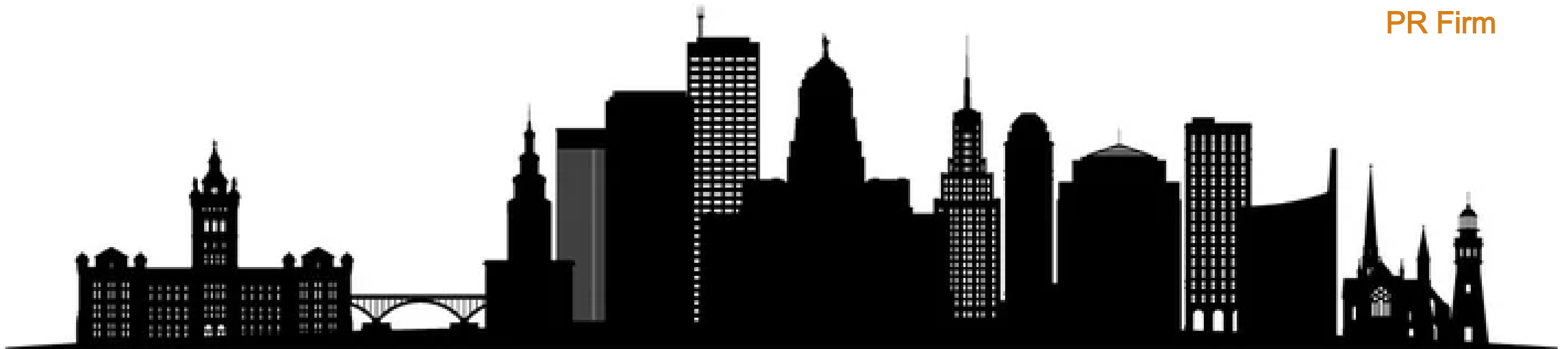
Council
President



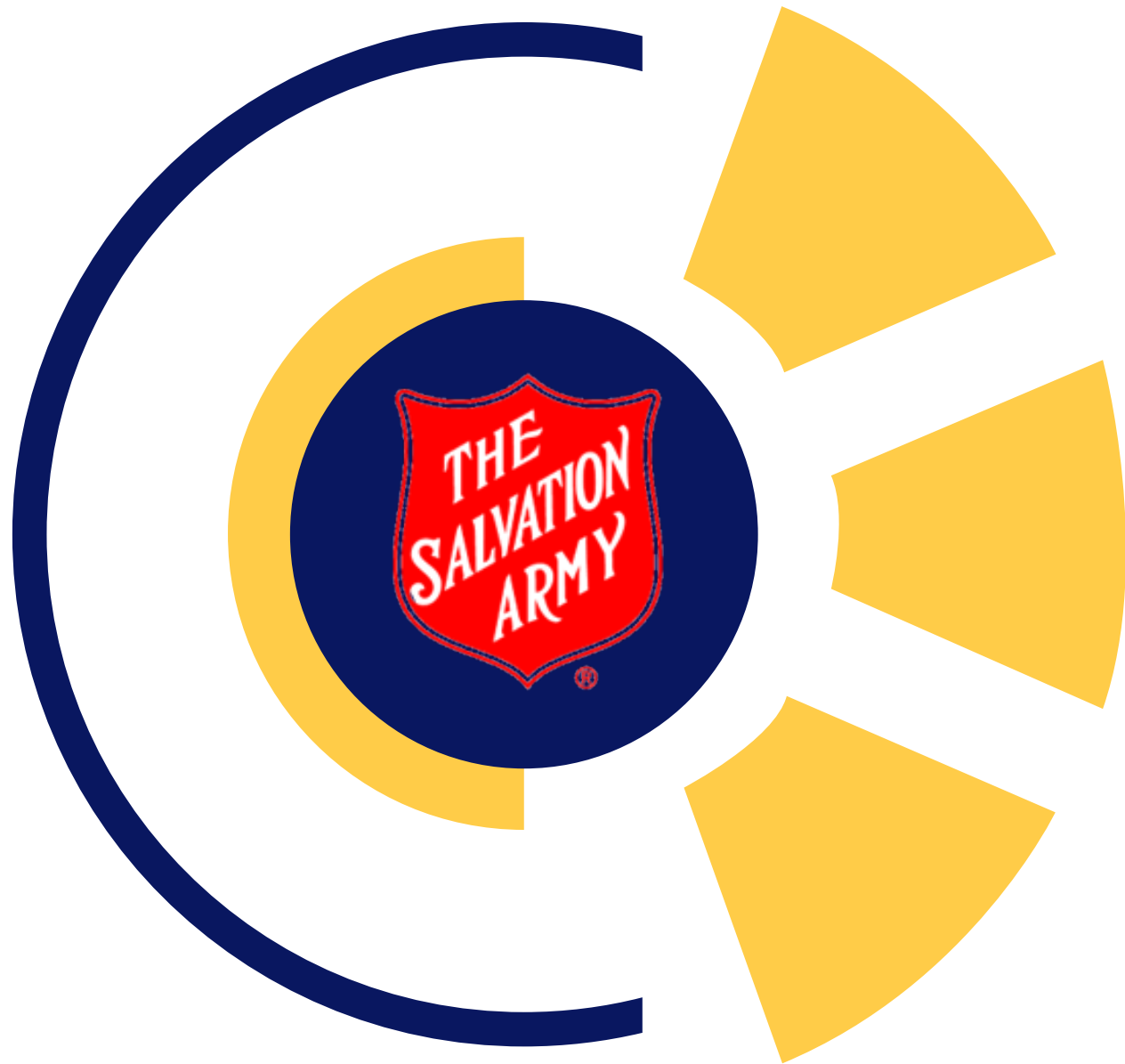
Majority
Leader



Legal
Representation
And
PR Firm



Widening the Circle



Block Club



Buffalo Niagara Medical
Campus



Allentown Association



Local
Businesses/Churches



Listening Sessions



Open Houses



Foundations/Donors



Feasibility Study

Listening!

Rinse and Repeat



Respond

- Really listen
- What concerns are being raised
- Answer Questions / Show the data
- Make changes



Do It All Over Again

- No, really!
- Start at the beginning
- Repeat until (almost) everyone is comfortable

Constant Communication

- News stories
- Newsletters
- Social Media
- Phone Calls
- Coffee Chats



Lessons Learned What Went Wrong?

The train that left the station

Don't underestimate the time it will take

Be thorough



Outcomes



Community Buy - In

Positive responses
Respectful dialogue

Preservation



Planning



Zoning



Trust

Reputation intact
Improved relationships

Support

Community becomes advocates
Support letters / Public speakers
Approvals

**Projects are built and
people are served!**



Thank You

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