

Do-It-Yourself (DIY) Workshop Kit

The following table summarizes all materials to be assembled and provided as part of the DIY Workshop Kit.

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Do-It-Yourself (DIY) Workshop Kit



Welcome...

This packet is designed to provide you with all the tools and information necessary to conduct your personal community workshop. These small group discussions help us to reach as many Wake Forest residents as possible and ensure that the Downtown Plan is well-informed by the community it will serve.

Your packet contains the following:

- Facilitator Introductory Letter
- Facilitator Instructions
- 20 Workshop Discussion Questionnaires
- A Workshop Agenda
- A “Ground Rules” poster
- Two Community Workshop signs
- Facilitator Evaluation Form

Facilitator Introductory Letter

Dear Facilitator:

Thank you for agreeing to lead a workshop as part of the Town's effort to create its Downtown Plan. The DIY Community Workshops are one of several types of outreach we are conducting to get broad community participation during the planning process. The results of your workshop will be reviewed with the results of other outreach activities to provide the consultant team with the community's perception of issues and opportunities that should be addressed in the Downtown Plan. This document provides all the information you should need to facilitate your DIY Community Workshop.

What is a Facilitator?

A facilitator is a neutral party who leads a group in thought and discussion to achieve the desired result. In this case, we are asking the facilitator to make sure each participant is provided an opportunity to be heard; that participants are respectful of each other and the process; and that the workshop is conducted in a timely fashion.

The Role of a Facilitator

The Facilitator's role during the workshop is to:

- Clarify the purpose and agenda of the meeting.
- Make sure that all participants are allowed to have their point of view heard and documented.
- Stay true to the established timeline and process.

Specifically, this includes the following:

- Complete all items on the workshop agenda (provided) with a maximum duration of one (1) hour.
- Read through the ground rules for the meeting (provided).
- Provide a clear explanation of the purpose of the Downtown Plan and the community workshop (provided).
- Be sure to ask participants to write as legibly as possible on their sheets.
- Establish an environment where all can participate equally.
- Ask directly for participant input to encourage everyone's participation.
- Support each participant and listen to his or her input.
- Collect all papers at the end of the meeting and return them to:

*Jennifer Currin, Assistant Planning Director
Town of Wake Forest, 301 S. Brooks Street
Wake Forest, NC 27587
P: (919) 435-9517 | E: jcurrin@wakeforestnc.gov*

Preparation for the Community Workshop

- Invite a maximum of 20 participants to the workshop to allow for sufficient time for each person to provide comments within the allotted time. A larger group also becomes more difficult to facilitate.
- Give at least one week's notice before the meeting date.
- Select a location that will allow for 20 people to sit down with a direct line of sight to the facilitator.
- Be sure to fully understand the purpose of the Downtown Plan and the purpose of the community workshop so that you can provide a clear explanation to participants.

Facilitator Instructions

Step 1: Preparing for the Workshop

A. Preparing the Room

- Place the Community Workshop Sign on the door at the primary entrance to the building where the workshop is taking place.
- Place the Ground Rules poster and Agenda on the wall towards the front of the room where the workshop will occur.
- Arrange chairs so that they are generally facing a focal point towards the front of the room. (Tables or clipboards are especially helpful since participants will be asked to write down answers on a sheet of paper.) As a facilitator, you should be standing or sitting in front of the group where everyone has a clear line of sight to you.

Facilitator Instructions

Step 2: Getting Started

A. About the Meeting (Please read aloud to the group)

- This workshop is one of many opportunities to be involved in planning for the future of Downtown Wake Forest. Your ideas are vital, and events to gather feedback from the community have been ongoing.
- Throughout the discussion and exercise, please consider both short- and long-term issues and opportunities in Downtown Wake Forest. The Downtown Plan has a 20-year focus.
- Your input from today’s workshop will be analyzed and included along with results from other workshops to understand public opinion about issues and opportunities in the community.
- The workshop should last approximately one hour.

B. About the Downtown Plan (Please read aloud to the group)

- The Downtown Plan is a policy document that provides a foundation for the Town’s decision-making on issues related to land use and development.
- A Downtown Plan has a “shelf life” of about 20 years but should be reviewed and updated regularly.
- The process to create a plan has just begun and is scheduled to be complete by Fall 2024.
- The Downtown Plan has a dedicated website where you can keep up to date on the progress of the plan and complete the online survey. Your input throughout the process is critical, and the website includes pages where you can participate, receive project updates, and review documents and plans as they are prepared.

Step 3: Conducting the Workshop

A. Group Exercise Instructions (Please read aloud to the group)

- I will now walk you through an exercise to assess our opinions on issues and opportunities in Downtown Wake Forest.
- Please do NOT start filling in the questions until I direct you to do so.
- When we begin, please only answer the question I tell you to answer.
- Do not jump ahead and start filling in answers to the next questions.
- The questionnaires are anonymous; there is no need to write your names on them.

(You can now distribute questionnaires to each participant)

Facilitator Instructions

Step 4: Completing Question # 1

A. Read Question #1 Aloud to the Group

Q1: “Identify five (5) issues or concerns confronting Downtown Wake Forest.”

B. Instructions for Question #1 (Please read the following aloud to the group)

- Please take the next 3-5 minutes to write down your five answers for Question #1.
- Please write as neatly and as legibly as possible. (The consultants will thank you when they are reviewing and analyzing results!)
- Keep answers brief, direct, and “to the point.”
- Please do NOT go on to answer questions 2, 3, or 4.
- Please put your pens down when you are done answering the question.

C. After Completing Question #1

- You will now go around the room and create one list of all the issues identified by the group. In an orderly fashion, ask each participant to share ONE of the items they listed in response to Question #1.
- Ask participants not to repeat an answer if it has already been said; the idea is to create a cumulative list of issues.
- If a participant has nothing new to add when it is their turn, continue to the next person.
- Continue going around the room until all the answers have been stated aloud.
- After all the answers have been read aloud and recorded, please move on to the next step.

Facilitator Instructions

Step 5: Completing Question # 2

A. Read Question #2 Aloud to the Group

Q2: “List, in order of importance, the three (3) most important issues discussed thus far.”

B. Instructions for Question #2 (Please read the following aloud to the group)

- Please take the next 3-5 minutes to write down your three (3) answers for Question #2. Remember to think about all the issues that were raised by the group and list your answers in order of importance, with the most important issue as number one.
- Your answers for Question #2 may be different than your answers for Question #1 after hearing the group discussion.
- Please write as neatly and as legibly as possible.
- Keep answers brief, direct, and “to the point.”
- Please do NOT go on to answer questions 3 or 4.
- Please put your pens down when you are done answering the question.

C. After Completing Question #2

- It is now time to go around the room to hear what people wrote down.
- Start in the front of the room and go from person to person, asking each person to say aloud to the group the things they wrote down.
- After a person has answered, go to the next person and ask for their answers.
- Continue going around the room until all the answers have been stated aloud.
- If there are issues that were mentioned by several people, you may review them to demonstrate consensus among the group.
- After all the answers have been read aloud, please move on to the next step.

Facilitator Instructions

Step 6: Completing Question # 3

A. Read Question #3 Aloud to the Group

Q3: “Identify three (3) specific projects or actions that you would like to see undertaken within Downtown Wake Forest.”

B. Instructions for Question #3 (Please read the following aloud to the group)

- Please take the next 3-5 minutes to write down your answers for Question #3. Remember to think about *projects* or *actions* that the Town or community should undertake and not just identify issues in Downtown Wake Forest. (Example: “housing” may be an issue, but “build affordable housing options” is an action.)
- Do not feel constrained by fiscal realities (this is the time to dream big).
- Please write as neatly and as legibly as possible.
- Keep answers brief, direct, and “to the point.”
- Please do NOT go on to answer Question #4.
- Please put your pens down when you are done answering the question.

C. After Completing Question #3

- It is now time to go around the room to hear what people wrote down.
- Start in the front of the room and go from person to person, asking each person to say aloud to the group the things they wrote down. Ask them to be brief to allow time for everyone.
- After a person has answered, go to the next person and ask for their answers.
- Continue going around the room until all the answers have been stated aloud.
- After all the answers have been read aloud, please move on to the next step.

Facilitator Instructions

Step 7: Completing Question # 4

A. Read Question #4 Aloud to the Group

Q4: “What are the primary strengths and assets of Downtown Wake Forest?”

B. Instructions for Question #4 (Please read the following aloud to the group)

- Some planning recommendations will most certainly imply some sort of change. However, the plan should also aim to preserve what you value most about the community. I want you to take a moment to think about the community’s strengths and assets – the things we would never want to change or lose. Please take the next five (5) minutes to write down your answers for Question #5.
- Please write as neatly and as legibly as possible.
- Keep answers brief, direct, and “to the point.”
- Please put your pens down when you are done answering the question.

C. After Completing Question #4

- It is now time to go around the room to hear what people wrote down.
- Start in the front of the room and go from person to person, asking each person to say aloud to the group the things they wrote down.
- After a person has given their answers, go to the next person and ask for their answers.
- Continue going around the room until all the answers have been stated aloud.
- After all the answers have been read aloud, please move on to the next step.

Facilitator Instructions

Step 8: Additional Comments

A. Instructions for Additional Comments (Please read the following aloud to the group)

- If you would like to take a few minutes to write down any additional comments you may have regarding the Town of Wake Forest and the Downtown Plan, you may do so now. Please turn your paper over and use the back to write down any additional comments.

Step 9: Thank You...

Collection Questionnaires and Return Them to the Town

- Thank everyone for coming and participating in the workshop
- Remind them about the project website and the ways they can participate online (i.e., online survey)
- Collect the completed questionnaires from everyone
- Place all materials and completed questionnaires into an envelope
- Complete the “Facilitator Evaluation Form” and place it in an envelope with the other materials

Seal the envelope and return it to:

*Jennifer Currin, Assistant Planning Director
Town of Wake Forest, 301 S. Brooks Street
Wake Forest, NC 27587
P: (919) 435-9517 | E: jcurrin@wakeforestnc.gov*

Workshop Agenda

1. Purpose of the Plan
2. Purpose of Today's Workshop
3. Meeting Ground Rules
4. Distribute Questionnaire Sheets
5. Group Exercise
6. Collect Questionnaire Sheets

Meeting Ground Rules

1. Start on Time
2. Listen to Each Other
3. Stay on Track
4. Avoid Side Conversations
5. Turn off Cell Phones
6. Finish on Time
7. Have Fun!



Wake Forest Downtown Plan

COMMUNITY WORKSHOP



Facilitator Evaluation Form

Please complete this evaluation form and place it in the return envelope.

Your Name: _____

Agency/Group Name: _____

Date of Meeting: _____

Meeting Location: _____

Number of Attendees: _____

Did you find this Do-It-Yourself packet easy to use?

Do you have any suggestions on how we can improve this packet?
