

# Westside Neighborhood Plan

MICHIGAN CITY, INDIANA

A coastal town with a strong tourism sector, declining manufacturing base and a regional retail hub, Michigan City enjoys significant community resources but contains an aging housing stock and aging infrastructure. Receiving federal funding under the Neighborhood Stabilization Program, community leaders recognized a need for a coordinated and analytical approach to funding improvements on the west side of town.

The Westside Neighborhood Plan included a significant multi-faceted approach to reaching out to neighborhood residents and stakeholders.

Key Methods:

- Youth engagement, including an art contest at public schools for inclusion on the workshop banner.
- Social media sites for announcements and input.
- Online Visual Preference Survey for urban design and architectural recommendations.
- Stakeholder focus groups at local neighborhood center.
- Community-wide forum that included the “Heart of Your Community” mapping activity, a capital improvements budgeting interactive exercise and the “Fix, Keep, Aspire” graphic exercise.
- Development of press releases and advertisements for outreach to local media, resulting in radio interviews and numerous newspaper articles.

The multi-faceted approach resulted in a consensus on recommendations for improved street lighting, neighborhood wayfinding, parking improvements and public transportation modifications.

