



# DEINDUSTRIALIZED COMMUNITIES MARKET STUDY

## Appendix A: Stakeholder Summaries

May 2022



Pennsylvania State Historic Preservation Office

PENNSYLVANIA HISTORICAL AND MUSEUM COMMISSION

# Stakeholder Summaries

## Overview

The market study explores ways in which communities can leverage their older, historic commercial business districts and key historic buildings as part of an overall economic development strategy for each region. Integral to this process was the solicitation and incorporation of feedback from the community and stakeholders about the challenges and opportunities for redevelopment.

This appendix provides a description of stakeholder engagement during this project and provides copies of the engagement materials that were used to facilitate or document those engagement activities.

## Stakeholder Identification

Stakeholders were identified by PA SHPO and contacts for known stakeholders were shared with the consultant team. Over the course of the project additional contacts were added to a centralized contacts spreadsheet. By the end of this project, there were 73 contacts in the spreadsheet.

## Targetted Interviews

Following the last public meeting, the AKRF team reached out to specific stakeholders who had specific knowledge about the roles of programs or agencies.

## Focus Groups

As part of this effort, PHMC and its consultant team undertook a robust public engagement strategy including stakeholder interviews, public meetings, and online engagement. One of the key components of this strategy included four virtual focus group sessions with key stakeholders generally belonging to the following four categories:

- Beaver & Ohio River Valley (14 March 2022)
- Monongahela River Valley (15 March 2022)
- Historic Preservation (15 March 2022)
- Economic Development and Planning (17 March 2022)

Some of the participants included the Department of Community and Economic Development's (DCED) Center for Local Government Services, Rivers of Steel, Mon Valley Alliance, Monongahela Main Street, National Road Heritage Corridor, Redevelopment Authority of Westmoreland, Washington County Planning Dept. Old Economy Village State Historic Site National Landmark, Ambridge Historical Architectural Review Board (HARB) & Ambridge Historic District Economic Development Corporation, Beaver County Regional COG, and RiverWise. There were roughly 25 attendees at each focus group session. At each focus group, key research questions were presented and participants were encouraged to engage in a strengths, weaknesses, opportunities, and threats (SWOT) analysis using Miro—a visual collaboration platform that allows comments to be captured in real time.

### Attachments:

- (4) Focus Group SWAT Analysis Results

## Public Meetings

In addition to the focus group meetings, two public meetings were held virtually on 16 and 17 March 2022, one for communities in the Monongahela River Valley, and the other focused on the Beaver and Ohio Valley communities. These public meetings included a short presentation on the project, an overview of the historic, environmental, and economic context, and an introduction to the project StoryMap—an online community engagement tool that integrates maps, text, photos, and an opportunity for the community to provide feedback to the project team about pertinent issues and opportunities. Focus group participants were encouraged to share the public meeting dates with their organizations and constituents. Attendees included focus group participants, residents, community preservationists, and government agencies. One of the central themes that was discussed was how communities could work together to realize a collective vision, but also how individual communities can be a role model for other communities. A follow-up meeting was held for both sub-regions on 27 April 2022.

### Attachments:

- (3) Virtual Meeting Presentations
- (3) Virtual Meeting Discussion Notes

## Blog Posts

The team published two guest entries on PA SHPO's Pennsylvania Historic Preservation Blog:

- Deindustrialized Communities Market Study (09 March 2022)<sup>i</sup>
- Deindustrialized Communities Market Study: What we Learned (30 March 2022)<sup>ii</sup>

### Attachments:

- (2) Blog posts

i: <https://pahistoricpreservation.com/deindustrialized-communities-market-study/>

ii: <https://pahistoricpreservation.com/deindustrialized-communities-market-study-what-learned/>

## Storymap

The team created a storymap that describes each of the 12 communities, shows maps of the 12 communities, and offers the opportunity to provide feedback directly via two different online forms. This allowed for feedback to be registered outside of a scheduled meeting. Embedded into the storymap was a form that asked three questions for each community:

- What does SUCCESS mean to you? What would it mean for this community to be thriving?
- What OPPORTUNITIES are there? What community development initiatives are being advanced in this community?
- What CHALLENGES are there? What are some of the physical, organizational, or financial barriers to development? What are the vacancy trends in this community?

A separate link allowed stakeholders to submit their thoughts about specific places in their communities by locating a pin on a map and answering follow-up questions:

- [Map Question] What projects or sites are important to your community's identity? Use the search bar to find a place by name, or drag the pin to its location. Participating communities have been outline in orange on the map below.
- What is the name of this place?
- Is this an opportunity or a challenge:  
Opportunity: A project or site that significantly contributes to community identity because of its physical characteristics or community significance. Challenge: A site that discourages investment or visits to the community because of its physical characteristics.

### Attachments:

- (1) Storymap download with all community descriptions. Note: maps do not display in print-view.<sup>iii</sup>
- (2) Exported survey results from the two different methods for feedback in the storymap.

iii: Storymap fully visible at: <https://storymaps.arcgis.com/stories/7a1dfcac8e214c9bade913f346a1b53c>