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Revitalizing downtowns and neighborhoods: a toolkit for measuring change

Lilly Weinberg and Ashley Zohn, Knight Foundation [web@knightfoundation.org]

Sent: Monday, August 03, 2020 12:07 PM

To: [Steve Johnston](#)

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KNIGHT FOUNDATION

COMMUNITIES

Dear Sarah,

Over the last several months, we've watched metrics daily — like COVID-19 case counts — to understand how our communities are faring. But many cities don't have similar signposts for understanding how their communities are recovering, including what's happening in their urban cores and public spaces. The need for metrics to understand downtown revitalization and public spaces has become even *more relevant* amid COVID-19 and our country's racial reckoning.

Today, Knight has published [two reports](#) that will help communities practically address these important questions around measurement and impact. While these were commissioned long before the pandemic, we believe they will help communities determine what to measure during the rebuild and recovery.

The first report, "[Measuring Progress Toward Downtown Revitalization and Engaging Public Spaces: A review of existing research](#)," is developed as a comprehensive literature review. This deep dive will help you understand how these topics have been previously studied and measured. The second report, "[Toolkit: How to measure progress toward downtown revitalization and engaging public spaces](#)," turns that research into a toolkit. This distills the essential takeaways for anyone who works on measuring aspects of downtown revitalization or public spaces.

On [the next episode](#) of *Coast to Coast*, this Tuesday, August 4 at 1 p.m. ET, we'll talk with the lead author of the reports, Amy Minzer from Community Science, along with Rick Thurmond from Center City Partners, to discuss applying this toolkit. [Click here](#) to register. We hope you'll listen.

We are in a moment in time where questions around the future of our downtowns and the equity of our institutions and spaces are more important than ever. As budgets are being cut, this report and toolkit helps give practitioners a clear idea of what to measure to know what works and what doesn't. We hope this is useful and

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provides you with the right tools to make decisions for a more equitable and engaged community.

Best,

Lilly Weinberg, Director/Community Foundations
Ashley Zohn, Director/Learning and Impact
Knight Foundation



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