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## ACKNOWLEDGEMENTS AND SUPPORTERS

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- 
- |  |   |
|--|---|
| <input type="checkbox"/> Taylor Seale - UW Extension                       | <input type="checkbox"/> Center for Community Stewardship   |
| <input type="checkbox"/> Alder Joe Maldonado - Fitchburg Council           | <input type="checkbox"/> Donors - Verona Area High School Football team, American Family, Madison Gas and Electric, Ryan Huelsemann, and EQT By Design (\$6,700 raised) |
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| <input type="checkbox"/> Jeremy Crosby - Fitchburg FactTV                  |   |
| <input type="checkbox"/> Friends of the Fitchburg Teen Center (Kate Prehn) |   |
- 

### **EQT background**

EQT By Design brings 25+ years of experience in equity-centered community engagement, strategic planning, change management, and organizational cultural design within government, community, and the corporate and nonprofit sectors. Our strength lies in using a design-thinking approach that embeds diversity, equity and inclusion at its core, helping organizations center the voices and perspectives of their diverse customers, constituencies and communities.

Connecting and bridging perspectives made up of racially, ethnically, and linguistically diverse community members, as well as other intersectionalities, is at the heart of our work. We believe that success is, by design, relationships and networks with connected, engaged and diverse community members, and we have supported communities and organizations from a variety of industries and sectors in developing community engagement strategies centered around equity and inclusion.

EQT was honored and excited to be hired to work on this Teen Center project on behalf of the City of Fitchburg. The rest of this summary highlights what EQT learned as a result of its engagement design and process.



## INTRODUCTION AND OVERVIEW

EQT By Design (EQT) proposed a design and strategy to engage, inform, and collaborate in a way that sustains the voices of the community. In light of COVID-19, our strategies for this project included using technology as a foundation for inclusive engagement, as well as implementing smaller focus groups. We also incorporated a survey and one-on-one interactions, as appropriate, to ensure an inclusive and diverse response.

Furthermore, as we designed this process we developed a decision-making model informed by views and perspectives that are inclusive and representative of the diverse community members, in particular those of area teens between the ages of 11-21 years of age. That was accomplished by bringing on student interns from the Fitchburg community. **It was vital that this process be affirmed by constituencies who would be impacted the most by this initiative to ensure long-term and sustained impact and support.**

This project was designed to collect input from two key stakeholders **(1) teens and (2) the Fitchburg community at large that supports these teens and their needs.** We sought to ensure representation of varying diverse backgrounds connected to race, age, culture, ability and gender identity.

Our public engagement effort and design of the outreach ranged from specific to broad, starting off with the student interns and then ending with wide-reaching engagement through the community survey and workshop, with the ultimate goal of refining the details with specific teen-centered interest.

Lastly, our engagement efforts were designed to align with the City of Fitchburg request for proposal (RFP) guidance.

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## City of Fitchburg Goals and Vision

**KEY GOAL** -- Engagement process **should inform** development of a Teen Services and Resources Facility in the Verona Road West (VRW) Priority Neighborhood.

**Vision as per RFP** -- Teen Center should be a neighborhood and community gathering place, likely consisting of the following components:

- Indoor space to house learning, recreation, culture, resource, and sociable neighborhood-gathering
- Majority of space devoted to “teen and parents/guardians” demographic (teens = 13 – 20)
- Facility should be adjacent or nearby public park space or outdoor recreational amenity(s)

**Engagement should center voice of** → Neighborhood and other City residents, with **emphasis** on teen demographic, underrepresented populations (particularly Black and Latinx populations), and minority and/or women-led organizations

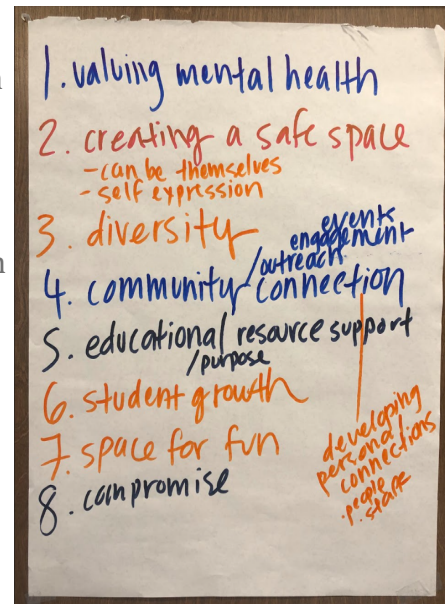
## COMMUNITY ENGAGEMENT PROCESS + DESIGN

In this summary report you will find a multi-phased approach to engagement for the Fitchburg Teen Center project. Our most effective engagement design was two-fold: the establishment of a planning team, and the hiring of eight (8) student interns representing area high schools in and around Fitchburg. Further, the following elements outlined below were instrumental in guiding the process and our insight. The process and design helped in form the student interns and EQT By Design on what Fitchburg teens and community members would support along with concerns for the city to consider as they develop the center.

### Decision-Making Values

EQT, with the assistance of the student interns, developed core values to build community understanding of the ways in which the strategy team will distill community input and ultimately make decisions. These values were shared with the community throughout the engagement process which are shared now and discussed later in this report.

- **Mental Health** – the ability to have peers, adults, and health care providers to listen, learn, and offer support for teens when they need it.
- **Safe Space** --a space and place where teens can talk, share, be themselves. Safe space also means it is designed by them because it is for them. That translates into teens having decision-making power to decide and engage in what happens in that space (design, programming, rules, employment)
- **Diversity** --- representation, power, decision-making and reflection of people, ideas, and culture.
- **Community Connections** -- events, engagement, connection, personal connections with people and staff.
- **Student growth** -- ability to grow to fully realize their own ideas of what they see for themselves with the space offering the resource to make it happen.





- **Space for fun** -- a space not only designed to be safe and for growth but also where they can laugh, enjoy, thrive, and be their whole selves with no rules on how to “be” in that space. All are welcome.
- **Compromise** -- finding agreement through communication and through a mutual acceptance of each others’ ideas, perspectives, and personalities. All are welcome.

## **Teen and Community Views and Perspectives**

EQT aimed to design a process and develop a decision-making model informed by views and perspectives that are inclusive and representative of our diverse community members. These views were collected from the teen and community survey along with the teen focus groups.

Ultimately, these perspectives demonstrate that there is community support and feasibility to build a Teen Center based on public feedback. It is clear from the Teen and Community survey that support for a Teen Center is there. Further, the main concern that shows up from the survey - is ensuring there are the resources, both capital and operating, to support the Teen Center to ensure it will meet the needs of teens.

The following highlights key aspects of what teen and community members shared about the feasibility of a Teen Center in Fitchburg based on the engagement process.

- ★ **A Teen Center is supported - 80 + %!** - *especially from those who LIVE and/or attend SCHOOL in Fitchburg*
- ★ **Capital and Operational** support the biggest concern - 70% of respondents were either concerned about capital or operational costs to support the Teen Center.
- ★ **Location of Teen Center +** Community and neighborhood support of teen center was **not a concern** - less than 10%
- ★ **No Teen Space in Fitchburg** - 80% or more stated that *there is no space* or *they didn't know of space* for teens in Fitchburg
- ★ Top 3 **most valued aspects** for the Teen Center from highest to lowest response rating for both teen and community:
  - ***Friendship***
  - ***Fun***
  - ***Health/Mental Health***



## Diverse and Equity-Centered Constituencies

EQT worked closely with the planning team and the student interns to develop a following and to seek community input to *advise, inform, and develop* the engagement process. Further, our strategy focused on slowing down the process to inform and engage, using a network of relationships to connect diverse community members to our efforts.

## Project Timeline

The following timeline guided the work of community engagement for the Teen Center:

### CITY OF FITCHBURG TEEN CENTER

### Project Timeline

Plan / Design	Stage 1			Stage 2			Stage 3		
SEP + OCT 21	NOV 21	DEC 21	JAN 22	FEB 22	MAR 22	APR 22	MAY 22	JUN - JUL 22	Aug 22
Planning / Design Meetings	Hire Student Interns	Social Media + Open House	Open House Padlet Input + Survey draft	Launch General Survey	Survey Analysis + Youth Focus Groups	Youth Focus Groups + Draft Values + Themes	Public Work Shop	Data Analysis + Committee of the Whole	Final Report to Common Council

## Project Support

Project design and engagement support was provided by the following:

- Planning Team** – the planning team was vital as these members brought their knowledge, skills and experience of the Fitchburg community and their understanding and experience working with youth to this project.



- Student Interns** – 8 interns representing Fitchburg, Madison, Verona, and Oregon were instrumental in gathering teen insight and perspective for this process.

## **Engagement Strategies**

With the support of the planning team and the student interns, the following engagement strategies were implemented to gain both insight and data to help us understand how to inform the next phase of the Fitchburg Teen Center planning process:

- Two Public Sessions** – In-person public sessions where community members could share feedback on the Teen Services and Resources through a hands-on, interactive experience combined with online sessions (due to COVID-19) for accessibility and engagement design. Facebook Live was used to record the session for online engagement, held in Redeemer City to be close to the targeted demographic audience and to represent future placement of the teen center.
- In person walking tours** – Several opportunities were created to generate reach, interest and understanding for the project by collaborating and being present at other events in the community.
- Community-wide information distribution** – Informing, recruiting, and generating participation through the use of FACTv and EQT’s social media, plus the interns and planning teams’ social media reach.
- General Survey** – An online and paper survey to gain insights from stakeholder groups and from the public sessions. We know not everyone can be physically present, and therefore the use of a survey helped inform and engage stakeholders while also seeking to gain insight and perspective.
- Targeted Focus Groups** – in addition to the open house and public workshop, smaller focus groups with teens were held to provide deeper qualitative data. The key purpose is to ensure we consider and incorporate the diversity of ideas and identities of teens. Focus groups served as a complement to the survey and public engagement sessions that were held both in person and (to respect social distancing) online.

## WHAT WE LEARNED

Assembling a small group of diverse, well-connected planning team members along with hiring middle and high school aged interns to center youth voice student interns to represent the teens was vital to understanding how best to engage with other teens and people around this topic of the teen center.

- Continued involvement of a planning team and student interns could be very instrumental to helping inform the development of outreach tactics/strategies as further stages of this project evolve.

The collective effort of these two strategies created strong insight and data to aid in informing what should be considered when designing and building the teen center.

A couple of key demographic points to consider – **64% of adults** who responded to the survey live within Fitchburg. Of the **Teens represented** in this study, **86%** attend Verona Area high school. EQT takes the time to mention this as it is important to understand that the data collected for this study centers and represents the voice and needs of the City of Fitchburg.

### Survey Results of the Teen Center Facility Study

#### CITY OF FITCHBURG TEEN CENTER

- Survey Results**
- **Total = 390**
  - **Teen = 214**
  - **Adult = 176**

City of Fitchburg Survey Results	Teen Survey	Community Survey (Adult)
% Live in Fitchburg	35% within 60% near	<b>64% within</b> 27% near
Racial/Ethnic/Cultural representation	36%	21%
LGBTQ+	27%	7%
Female	60%	67%
Age	11-13 @ 39% 14-16 @ 45%	37% @ 35-44 23% @ 45-64
Highschool	<b>Verona HS</b> (86%)	NA
Community Survey	<ul style="list-style-type: none"> <li>• <b>65% with kids under 18</b></li> <li>• <b>54% Actively engage with youth/teens</b></li> </ul>	

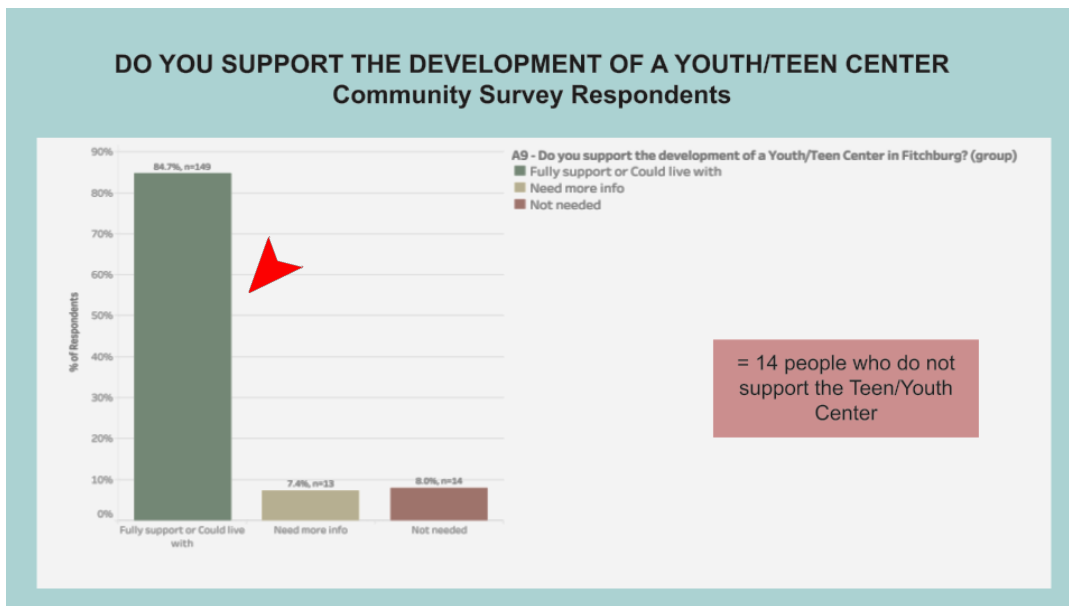
## Support of the Teen Center

### *TEEN SURVEY QUOTE*

*“This sounds AWESOME and I CAN DEFINITELY SEE MYSELF USING IT”*

We also learned through data analysis and engagement of teens and community, with special thanks and appreciation to the interns, **there is STRONG support for a Teen Center in Fitchburg.** This strong support was consistent across and in accounting for race, age, and proximity to Fitchburg

★ **Overall support** was at 85% SUPPORT a Teen Center in Fitchburg

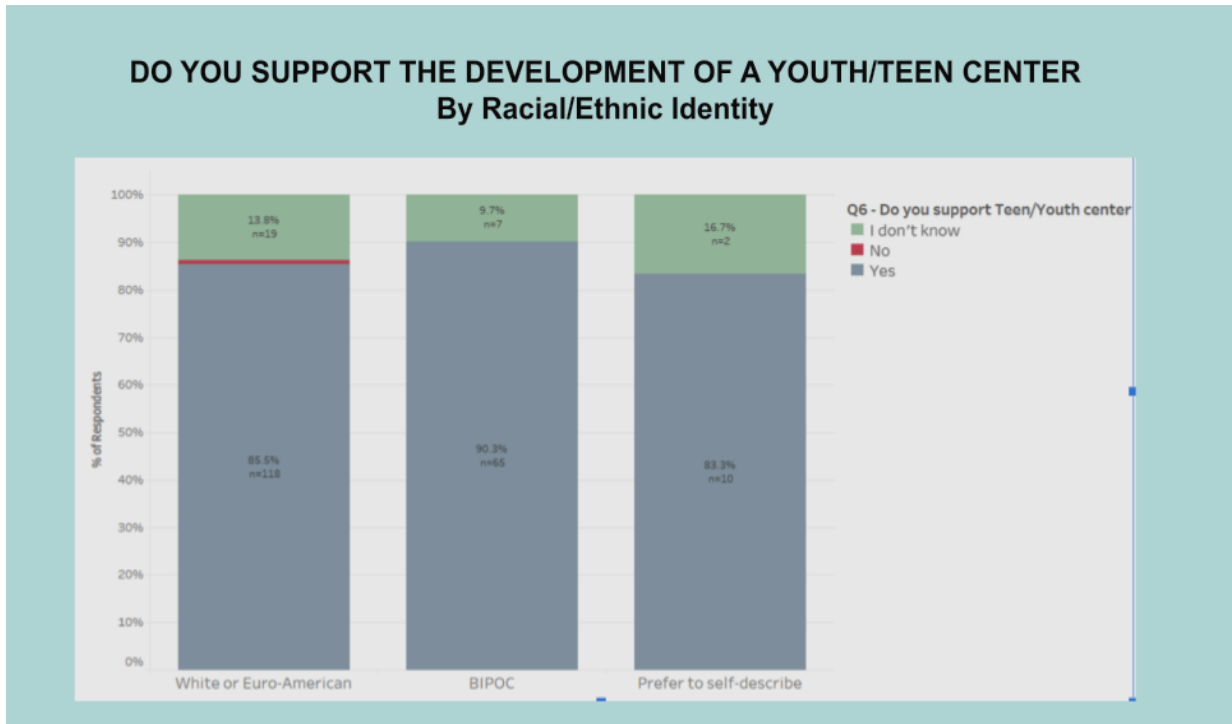


*Graph 1 - Strong support from community respondents*

★ Strong SUPPORT across racial and ethnic groups:

86% of white respondents and 90% of BIPOC respondents stated support of the Teen Center. As a whole less than 1% of respondents (14 respondents) stated “No” they did not support the Teen Center out of 176 total responses to the community survey for those 20 years and older.

Support of Center - by Race



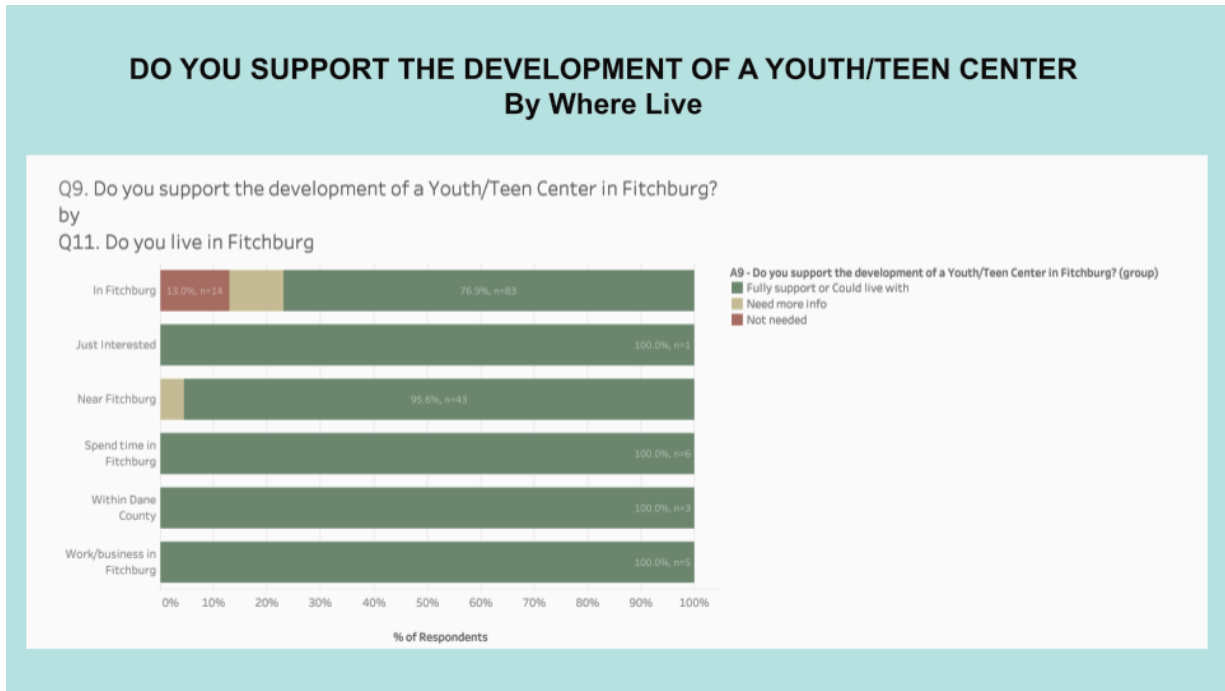
*Graph 2 - Support from community respondents by race*

★ Those who **live in Fitchburg and near** support the Teen Center

Those who live in Fitchburg support the teen center at 77%, another 10% stated they needed more information, and only 13% stated they did not support a teen center. Those who live near Fitchburg supported the Teen Center and the remaining “needed more information.”



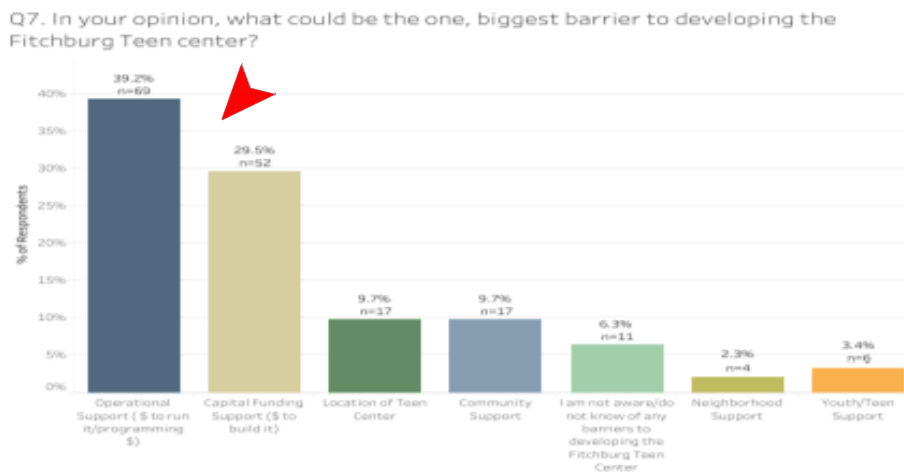
Support of Center by where respondents live



Graph 3 - Support from community respondents by where they live

**Teen Center Concern: Operational and Capital Support**

As we stated, there is overall strong support for the development of a Teen/Youth Center in Fitchburg but there is *some concern* around capital and operational capacity particularly from those who completed the community survey (those aged 20+ years of age).





- Specifically, based on race – White respondents were MOST concerned about operational support for the Teen Center, while BIPOC respondents were most concerned about capital support.
- This perspective and these concerns are steeped in a historical reality of who gets served and listened to compared to those who do not.

Generally, speaking white community members expect efforts like this to happen and therefore ***focus on sustainability***. BIPOC community members expect efforts like this WILL NOT happen, and so ***focus on the initial investment*** of dollars to make a project like this happen.

This is why you see the numbers fall the way they do along operational vs. capital concerns for the center:

- It should also be noted that support from teen respondents appears to be higher than that of adults.
- Further, the older the respondent group, the less likely they are to support or know someone who would utilize the space.

Overall, it is not a surprise that there would be generational differences and different understanding about needs using a resource lens.

## **Availability of Community Space for Teens**

### ***TEEN SURVEY QUOTE***

***“I think this is such an amazing idea. So many kids in Fitchburg would be so happy to have a safe space”***

Only 20% of respondents indicated on the community survey that there are places for teens to go in the Fitchburg community. Those respondents also provided names of spaces and opportunities for youth.

Further, as the Fitchburg Common Council considers how it will invest resources on behalf of the community, it is an important reminder that **22% of its population is under that age of 18**, *13% are over the age of 65, and the median age in Fitchburg is 34.4.*



It is an important and gentle reminder that our youth are truly our FUTURE. What we invest TODAY will determine the appreciation and outcomes of Fitchburg's thriving tomorrow.

It is also important to understand and recognize that **one resource does not fit all**. Just like we have many options for where we eat, shop, and the ways in which we recreate as adults, our teens need similar options. The following are what survey respondents shared about places for teens in the Fitchburg area:

★ **FREE (no cost) places** for teens in Fitchburg are

- |  |   |
|--|---|
| <input type="checkbox"/> Boys and Girls Club | <input type="checkbox"/> Library        |
| <input type="checkbox"/> Parks               | <input type="checkbox"/> Friends' house |
| <input type="checkbox"/> Church              | <input type="checkbox"/> School         |
|  | <input type="checkbox"/> First Tee      |

★ **Places that Cost** for teens

- |  |   |
|--|---|
| <input type="checkbox"/> No indoor spaces really<br>(especially since COVID) | <input type="checkbox"/> Skating Rink     |
| <input type="checkbox"/> The Mall or shopping                                | <input type="checkbox"/> Bowling          |
| <input type="checkbox"/> Skyzone   | <input type="checkbox"/> Ultrazone        |
|  | <input type="checkbox"/> Going out to eat |

There were additional comments about the places mentioned by survey respondents. Specifically, how resources are invested in those current spaces to address the needs of Teens.

- |                                      |                                   |
|--------------------------------------|-----------------------------------|
| ➤ Staffing                           | ➤ Hours of service                |
| ➤ Programming                        | ➤ Transportation / Bus Friendly   |
| ➤ Age appropriateness                | ➤ COVID                           |
| ➤ Policies about teens/youth on site | ➤ Are they welcomed vs. tolerated |

***TEEN SURVEY QUOTE***

“Make sure it can be accessed easily from any type of person”



Lastly, we also learned from the community survey respondents that over 80% of respondents by race, identity, and gender would likely know someone who would utilize the Teen Center if it were to be built! And, that was compared to a strong overall 70% likeliness of knowing someone who would utilize the Teen Center.

Community Survey - Likely to Utilize Teen Center

81% of BIPOC

83% of LGBTQ+

80% of respondents that engage with teens/youth, and

80% respondents identifying as female

**Somewhat Likely or Very Likely to know someone who would utilize the  
Teen Center!**

# IN THEIR OWN WORDS

## TEEN SURVEY QUOTE

*“Finding the right organizations to program in the space will be critical”*

Typically when we create and prepare insights of what we have learned, the reflections have come from the adult community members. EQT is proud to share that for this request by the City of Fitchburg our key learning was designed by, for, and with teens who represent middle and high schools in the Oregon, Verona Fitchburg, and Madison area.

Teen surveys were collected from 214 teens with another 81 teens who engaged in focus group discussions.

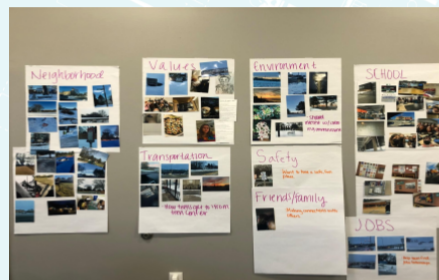
As was stated early on in this report, the 8 student interns set the tone and also fostered the successful engagement in this project. EQT would be remiss if we did not acknowledge their very impactful role and success in this project.

It will be VITAL and CRITICAL that as the City of Fitchburg continues to move forward with the next phases and steps of this process they continue to include, center, and base their decisions on the voice and expression of the teens. With that being said, we would like to share and highlight what was learned.

## CITY OF FITCHBURG TEEN CENTER

Intern  
Focus and Value

### Photovoice Project by the Interns



+ Neighborhood + Diversity + Jobs/Education +  
Safety + Environment (how space makes them feel)

## **Photovoice Project Kick-Off by the Student Interns**

With the support of UW Extension and the Healthy Kids Collaborative, a photovoice project was developed and designed to seek understanding of what these teens believe are important for Teen Center.

### **What is photovoice?**

Photovoice is a evidence-based method of qualitative data gathering that allows people to capture the qualities of their environment or other data through photos that may not be otherwise capture through traditional quantitative data collections.

Photovoice is a testament to the phrase, “A photo is worth 1000 words!”



Healthy Kids  
Collaborative

**LWHealth**

Through this methodology of engagement with the **student interns voicing** we came to understand what values, perspectives and needs they desire for a Teen Center. Specifically through this process we learned that they desire the Center to focus on the following:

- Neighborhood
- Diversity
- Jobs/Education
- Safety
- Environment (how the space makes them feel)

## Survey of Teens

### TEEN SURVEY QUOTE

*"I think it is an amazing idea."*

Through the survey of teens we learned and listened that it is important to them that the city of Fitchburg (1) value what teens say, (2) ACT on teen insight, and (3) understand that teens want and desire to be included in what comes next in this process. Especially on **decision-making on design, structure, programming, and staffing of this space**. It impacts their well-being by giving young people the opportunity to vocalize their lived experiences and better shape the initiatives, programs, and environments intended to benefit them.

## CITY OF FITCHBURG TEEN CENTER

### TEEN QUOTES

Getting noticed. Having a voice, people can see their perspective

Restorative Justice - "another chance"

Change happening when we say they need it

Fun to be around/ hang-out

Taking action and paying attention

No policing

Support, no judgement, friendliness and money!

Therapist, someone to listen, resources, living necessities

People that look like me and diversity

Yes its a place where teens can be themselves

Yes. It can give us a way to be independent But it can also help if were in dangerous situations



When we talked with the interns about engagement and the process of listening and learning they shared that in their opinion the design used by the planning team using the [Hart's Ladder of Youth Adult Participation](#) in the graphic was rated at a 6, 7 and even one intern said an 8!



The teen quotes from both focus groups and the survey represent the overall sentiment of what youth feel and think about the process but MORE IMPORTANTLY what they desire from a Teen Center.

### Teen Focus Groups

#### **TEEN SURVEY QUOTE**

*"Another chance"*

*[from Juvenile Detention Center Focus Group]*

Focus Groups were also a part of this process and thanks to the student interns and the support of community relationships we were able to reach 81 attendees. Focus Groups allowed us to reach the Dane County Juvenile Center, La Follete Highschool, Memorial Highschool through the AVID program These sessions were hosted focus group sessions online, in-person at Redeemer City, and at student intern schools.

A particular focus group to highlight was the session at the Juvenile Detention Center that was poignant. These teens from the detention center did NOT have a history of a teen center experience and yet, ALL said YES to supporting a teen center.

Further, **students from the Boys and Girls Club AVID/TOPS program** who did have interactions and a history with a teen center, also supported and **said, YES to a teen center** in Fitchburg!

### Focus Group Results

## **CITY OF FITCHBURG TEEN CENTER**

#### **Focus Group Surveys**

- Teens - 24
- JDC - 5 (9)
- AVID - 26 (44)
- LaFollette - 4

**TOTAL = 58**  
Attendees = 81

#### HIGHLIGHTS

- 1. Juvenile Detention Center**
  - 1 out of 5 had a teen center experience
  - ALL said **yes** to TEEN CENTER
  
- 2. AVID Class at West HS**
  - 7 out of 26 had a "teen center experience"
  - ALL said **yes** to TEEN CENTER



## What Teens Want for a Teen Center

### TEEN SURVEY QUOTE

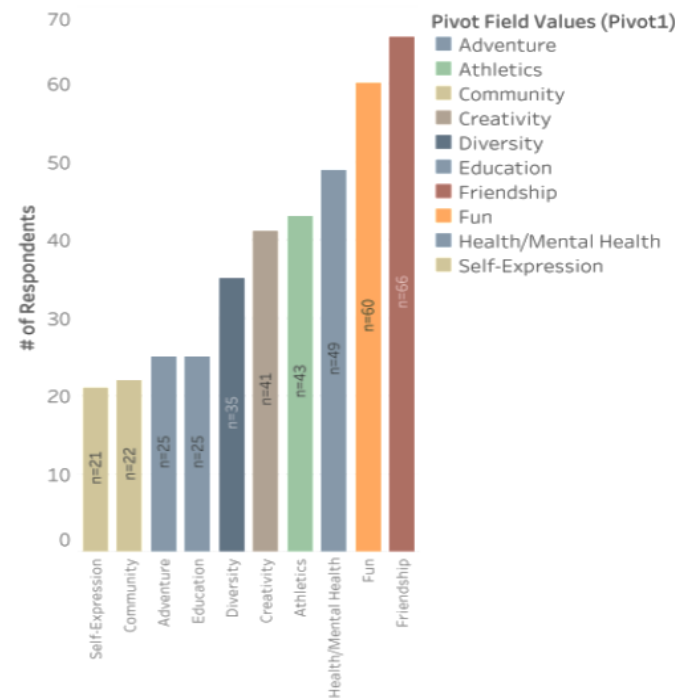
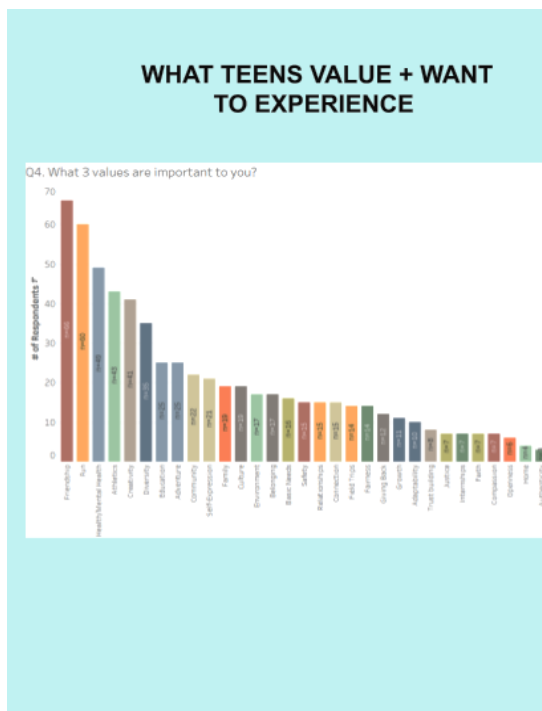
*“Will there be a mental health focus incorporated?”*

*[ December 2021 Open House ]*

Teens explicitly stated in the survey that they want the following in a Teen Center:

- ★ Top 3 ***most valued aspects*** for the Teen Center from highest to lowest response rating for both teen and community views:
  - ***Friendship***
  - ***Fun***
  - ***Health/Mental Health***

It should also be noted that *athletics, creativity, diversity, education, adventure, community and self-expression* were also listed as part of the top 10 values teens mentioned as well and should not be minimized.





When we asked what Teens wanted when they were in focus groups they shared the following:

## Focus Group Data

<h3>What They Want to Learn/ Explore</h3> <ul style="list-style-type: none"><li>• Tech/Computer Room</li><li>• Childcare</li><li>• School work support / Tutors</li><li>• Mental Health</li><li>• Sports</li><li>• Community</li><li>• Architecture</li><li>• Equity</li><li>• Doctors</li><li>• Acting/Directing</li><li>• Entrepreneurship</li><li>• Finances</li><li>• Apprenticeships</li><li>• Culture</li><li>• Politics</li><li>• Lived experience</li></ul>	<h3>Teen Center Environment</h3> <ul style="list-style-type: none"><li>• Decorated</li><li>• Lights (LED,Dimmable)</li><li>• Carpets</li><li>• Bean bags</li><li>• Music</li><li>• Family friendly</li><li>• Reading space</li><li>• Book Clubs</li><li>• Age Differences</li><li>• Comfortable</li><li>• Fun</li><li>• Teachers</li><li>• Colors</li><li>• Windows</li><li>• Plants</li><li>• Wifi</li><li>• Sports/Gym</li><li>• Green Space</li><li>• Green Energy</li><li>• Kitchen area</li><li>• Open space</li><li>• Video Games</li><li>• Quiet space</li></ul>
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EQT By Design

Teens as student interns and as focus group attendees aligned on **jobs, diversity and safety**. Focus group attendees also had **transportation, community, family and home** as other areas the Teen Center could make connections too. The student interns had **education, environment, and neighborhood** as connections they would like to see made by the Teen Center.

Ultimately, this space and place should seek to explore, express, and have the programming, staffing, and teen involvement available to allow them to learn and figure it out with support. What is clearly most important is that they want a **THIRD SPACE** rather than the more traditional spaces of school, home, and work.

They want a space that is designed **BY** them, **FOR** them, and **WITH** them! At most importantly with the ability to be part of the decision making that determines not only what gets designed and built but also who is hired, and for what. And, they would like to work there and be part of the programmatic shell of the teen center and not only just a user of the space.



# MOVING FORWARD: SUMMARY INSIGHT FROM EQT BY DESIGN

## *Moving forward with the engagement shift as a result of COVID-19*

COVID has disrupted and changed engagement practices. Specifically, the cycle of in-person engagement was broken, and COVID policies changed too much to offer a new pattern to follow. Virtual engagement practices showed that most people review rather than actively participate in real time when it comes to online engagement. The ever present and real fear of how people engage post the pandemic may continue to disrupt engagement. Engagement moving forward will require that we observe how people are engaging and with whom.

For this project, the student interns and the planning team and their relationships were vital along with the professional support of EQT By Design. There was a willingness to meet people where they were compared to setting a date and expecting people to show up. Continued investment and support of these types of on the ground strategies will help in ensuring resident and community perspective and insight.

Moving forward, a renewed effort of engagement must be undertaken by all, including the City of Fitchburg. More intentional **whole person and whole issue engagement must be taken into consideration**. The City should consider the following:

- ★ Value and **respect the insight and expertise of youth** to inform community development of the Teen Center.
- ★ **Act on teen insight** and give them ability to design what comes next in the process
- ★ Continued involvement of a **Planning team and Student interns** can be very instrumental in the development of outreach tactics/strategies as further stages of this project evolve.
- ★ Design concepts for the future Teen Center is recommended as the next step for the City of Fitchburg. It will be these designs that can inform costs. **It was**



- cost, both operational and capital, where respondents of the community survey (ages 20+) required more information.** Further, the data from EQT's engagement design and process establishes acceptance and support for a Teen Center. And, the Fitchburg Healthy Neighborhoods Initiative and the Anton Drive Redevelopment Plan have clearly spoken to the feasibility and need for community focused space that can serve the area.
- ★ The use of **student interns was extremely successful** and impactful to the design and engagement process. We recommend that as the City of Fitchburg continues forward in this process, it plans for continued input and partnership with student interns.
  - ★ **Continued participation and partnership** of *UW Extension* and *Healthy Kids Collaborative* is also recommended. Further we at EQT are also available to help assist if that should be desired to ensure understanding of how to incorporate what was learned from this engagement..
  - ★ We need to ensure stakeholder sessions use key themes and ideas/comments as presented in this report (ie. first phase of the engagement), and that they are stated in the words of community members, to ensure a connection between *what was said then and what is done next* to move forward (for continued connection between the first phase and the next phase).
  - ★ Priorities, trade offs, and values are vital in the next phase of the Teen Center project and should be opened up to to be tested and confirmed by focus groups and in community workshops.



## APPENDIX A - STUDENT STATEMENTS

### **Abileini**

Hello, my name is Abileini Espinoza Brito. I will be a rising senior in the fall at Oregon high school. My pronouns are she/her. I can verify enthusiastically that this internship was the best experience I have ever had working with the community. I enjoyed how we met twice a month and the way the mentors were so flexible with us. I am also truly thankful for the public speaking opportunities and exposure. I also enjoyed how safe of a space they provided us and how they respected our ideas. They were open to new ideas, anything and everything. They would always ask “What do you guys think? This is a space for teens so you make the decisions.”

I’ve always been heavily invested in community work. Therefore when I first heard of this opportunity from a contact at Centro Hispano; I just couldn't pass on this opportunity. What really drew my attention was the way adults were asking teens what they wanted in the teen center, our center. It is very interesting since that is not something that had happened before and it was a new experience for me. One of the main objectives for me joining was to be surrounded by people who are different from me. I attend a predominately white school and this was one of the first times I had seen so many people of different minorities, races, and backgrounds all in one room. Unfortunately, this is a common occurrence in community spaces where there is no diversity. I also wanted to join because due to COVID a lot of teens were forced to stay home and not interact with fellow peers. Unfortunately, a third of high school students reported having ‘horrible’ mental health during the COVID-19 pandemic. This space would provide a great place for teens to feel connected with peers and their community. This space is vital for teens, it will provide the chance to join workshops, help their community, find jobs, and any more recommendations that we will look into in the future. Thank you to this awesome group of mentors and fellow friends. We have paved the way for future teens to continue this journey and eventually enjoy this shared space and experience.

### **Awa**

My name is Awa Phatty, I recently graduated from Madison Memorial. My pronouns are she/her. The reason I was interested in joining this project was because I've never seen anything like this done before. What I mean by this is that EQT by design actually got actually teens involved in the decision making and agendas and I don't see that happen often but I think it brought a lot value to the project and this center will be effective because it's exactly catering to what teens actually need and want since we got to have a say. EQT by design's idea to open



this project up even more by having surveys makes this project even more meaningful because now you have teens all over Dane county writing their ideas and perspectives and that's also really important. I'm a big supporter of the idea that getting input from people of all walks of life enriches your ideas and makes you consider and see things you would not have otherwise. I saw the need and value of the project and decided I wanted to be a part of it and have a voice. There's lots of teens in Madison with no place to go and a lot of them are probably going through things they don't talk about so I think it's really important to have a safe space where teens can do that. I know this is something that would've definitely been useful to me when I was in high school. Also in Madison there's not places where teens can go that don't require paying for something, so this teen center would also fill that void. I grew up going to a community center as well and looking back it played a part in the person I've become today. It provided me with a lot of opportunities I would not have otherwise. This was a great learning experience for me and the things I've learned during this project are definitely applicable to things I want to do in the future. I've done advocacy work before with the Alzheimer's Association and for my role of Memorial's BSU president, but not on this personal level. I actively had to talk to people and convince others why this is a good idea and investment to the future youth of Madison.

The development of youth is very important especially with teens because we are the future. I believe as a community we need to invest in our youth in order to invest in our community. I feel like this is a great way of doing that. Giving our future leaders a place to grow and be themselves is crucial in our upbringing and plays a huge factor in the people we become in the future. This would also be a great way to keep kids out of trouble and introduce them to more productive opportunities that's actually worth their time. I will leave you with this popular saying "It takes a village to raise a child" that is essentially what this center will do for many families. It'll take a load off of parents and families to know their kids are in good hands, around good people who have their best interest at heart. If you want to actively be in the process of bettering teens or "raising them" this is your chance and I promise you'll see the benefits on a generational scale.

**Neveah**

Good evening city council members! My name is Neveah Grimmer, and I'm a 10th grader at Verona Area High School. I use any pronouns. What drew me into this project was the talk of a diverse staff and a genuine respect for the feelings of teens in the Fitchburg area, and I was not disappointed when I was hired as an intern and welcomed by a variety of different kinds of people and more appreciation of my ideas than I had ever been offered before. As someone who wants to go into a career where I'm able to help as many as many people as possible, I'm delighted to have had the chance to start my career locally by learning about and speaking to



my community. I got to explore my environment from a new perspective and think critically about the world we've created for teens, and in that process I think I've been able to give myself and others the voice that we've needed. After listening to so many teens talk about feeling like they've had no space to be themselves, I've realized that I'm not alone in feeling like a lot of adults have forgotten about me now that I'm getting older. Thanks to this experience, I don't feel as hopeless anymore now that I've gained some experience in public speaking and public engagement along with some insight into what it looks like to begin a project like this one. I've truly valued the dedication to teens that everyone working on this project has shown me, and I look forward to the resources, support, and hope that it will bring to the students that come after me.

**Ojaswi**

Hello, I'm Ojaswi Pasachhe, and I'm a senior at Verona Area High School. When I first heard about this project, I was really excited because it was focused on the King James neighborhood, which happens to be my old neighborhood. Being able to connect back to this community is something that I have wanted to do for a while, and this teen center internship seemed like a good way to do this. In addition, I really wanted to be in a space where the voices of marginalized communities were centered, and this was another reason why I wanted to be a part of this. Over the course of this project, I have realized just how important youth voice is, as well as how overlooked it tends to be. Teens are often denied a chance to share their opinions because they are deemed "too immature," or they supposedly "lack the necessary knowledge." However, it is evident to me that we are thoughtful people and innovative thinkers; when listening to the voices of the other youth interns or the participants of our surveys and events, I always feel so empowered by their words. For example, I remember when a teen brought up the importance of health education and suggested that the Teen Center provide resources related to that. This wasn't something that had crossed my mind, so it was amazing to see just how insightful this individual was.

Having a space where teens can have fun and grow as people is crucial because, currently, youth lack much support from the community. With the teen center, teens would be able to freely express themselves, connect with new people, educate themselves about the world around them, and feel safe—these opportunities are vital for youth development, and they aren't always accessible. This is why the establishment of a teen center is so important.

**Lynnzee**

Hello, my name is Lynnzee Anderson. I'm going to be a freshman at Verona Area High School. I joined this project because one of my teachers told me about it and I thought it was a great idea to have a space where teens could have fun and feel safe. I learned the importance of



Fitchburg having a place where teens could go and have fun and be safe. What impacted me the most was probably public speaking. It's definitely one of those things I struggle with and this gave me a bit of a push. Talking to your friends is one thing and talking to a crowd of strangers is a whole other thing . This project has helped me with brainstorming and being more empathetic to how others see things, such as the teens we worked with in our focus groups and the adults. As I was working as an intern, I always felt my voice was heard and that I could share my ideas with the group, and it was a welcoming workspace.

**Marcus (Absent)**

Hello, my name is Marcus Allen and I'm going to be a freshman at West High School. I joined this project because my dad told me about it and I thought it sounded like it was going to be fun because I like working with people to reach a common goal. When we talk in our meetings, we try to get everybody's voice heard by going around in a circle and sharing our options on a certain topic . We developed our own teen survey so we could get more community input from teens. I felt like I have noticed that people will like a teen center because there is no building in Fitchburg or Madison that is made for teens besides the Boys and Girls Club . And I know that this center will change the future for Fitchburg, because when you think of Fitchburg you will think of the teen center and the resources it can provide for youth.

**Fatima (Absent)**

Hello, My name is Fatima Kinteh and I am a youth intern. Next year, I am going to be a freshman at Verona Area High School. I heard about this youth internship from my principal. He asked me if I was interested and I took the opportunity right away. The reason why I took it was because I wanted to be more aware and learn more about being behind the scenes of building a center. I also felt like it was a good opportunity for me to get to know the community. I also wanted to become better at public speaking.

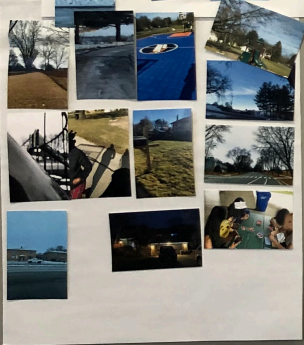
In our meetings and community outreach, we try to get everybody's voices to be heard. That's why we do open houses, surveys, focus groups, and public workshops. It's giving us ideas for the teen center. We've gotten so much great feedback and questions such as, "What time will the teen center open and close at ?Is it going to be open on weekends?" and some of these questions we haven't even thought about. I believe with the help and support of the community, this teen center will come together and have a good impact on our community, and I am so glad that I had the opportunity to be a part of it .



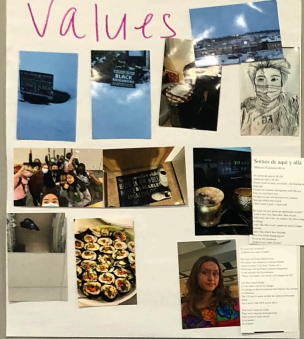
## APPENDIX B - PHOTOVOICE PROJECT



# Neighborhood



# Values



# Transportation



- How teens get to i from teen center

# Environment



- shared interest w/ cleaning environment

# Safety

- Want to have a safe, fun place.

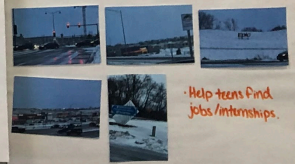
# Friends/family

- Making connections with others.

# SCHOOL



# JOBS



- Help teens find jobs/internships.



## APPENDIX C - OPEN HOUSE SLIDE DECK

Virtual Live Event  
**December 14th**  
**7pm - 8pm**

Hosted by: **EQT By Design,**  
**City of Fitchburg & UW Extension**



# CITY OF FITCHBURG TEEN CENTER



# WELCOME!

# AGENDA

- ❑ **Welcome** - Alder Joe Maldonado
- ❑ **Introductions** - Annette Miller
  - Teen Interns
  - Planning Group
  - EQT By Design
- ❑ **Project Overview** - Alder Maldonado + Annette Miller
- ❑ **Questions** - Annette Miller
- ❑ **Feedback Session** - Mayra Medrano

EQT By Design

# Introductions

EQT By Design

## Teen Center Interns...

Representing → Fitchburg, Oregon, Madison, Verona

- Abileini (11th grade)
- Awa (12th grade)
- Marcus (8th grade)
- Jaylah (11th grade)
- Neveah (9th grade)
- Fatima (8th grade)
- Ojaswi (11th grade)
- Lynnzee (8th grade)

EQT By Design

## Planning Team...

Alder Joe Maldonado (Council) - Wade Thompson (Planning) - Jeremy Crosby (FactTV)

Taylor Seale - UW Extension - Eli Tsarovsky - Healthy Kids Collaborative

Annette Miller, EQT By Design Consultant

EQT By Design

## EQT By Design Team...

**Annette Miller + Mayra Medrano + Matthew Braunginn,**  
**EQT By Design Consultant**

EQT By Design

# Project Overview

EQT By Design

# Health Neighborhood Initiative

*Alder Joe Maldonado and Wade Thompson (Fitchburg Planning)*

- **What is the healthy neighborhood initiative**
- **How does it tie in to the Teen Center**
- **How did it come to be**
- **Pillar Principles + Project Goals and Objectives**

EQT By Design

## Healthy Neighborhood Pillar Principles

Pillar	Pillar Principle
EDUCATION	Work to build and maintain neighborhoods in which residents have an adequate foundational education
LIFE SKILLS	Work to build and maintain neighborhoods in which residents are engaged in civic affairs and have the opportunity to garner adequate employment
CARE	Work to build and maintain neighborhoods in which adequate care is available and accessible to residents
MOBILITY	Work to build and maintain neighborhoods in which adequate means to travel to areas of everyday importance is available to residents
HEALTHY LIFESTYLES	Work to build and maintain safe neighborhoods that have a diverse, healthy resident demographic and opportunities for adequate social interaction
HEALTHY LANDSCAPES	Work to build and maintain walkable neighborhoods that have diverse land uses, high-quality and diverse housing stock, and adequate gathering places

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# Project Goals and Objectives

**KEY GOAL** -- Engagement process should inform development of a Teen Services and Resources Facility in the Verona Road West (VRW) Priority Neighborhood.

**Vision as per RFP** -- Teen Center should be a neighborhood and community gathering place, likely consisting of the following components:

- Indoor space to house learning, recreation, culture, resource, and sociable neighborhood-gathering
- Majority of space devoted to “teen and parents/guardians” demographic (teens = 13 – 20)
- Facility should be adjacent or nearby public park space or outdoor recreational amenity(s)

**Engagement should center voice of** → Neighborhood and other City residents, with emphasis on teen demographic, underrepresented populations (particularly Black and Latinx populations), and minority and/or women-led organizations

# Teen Center Project Approach for City of Fitchburg

## EQT Engagement Team Strategies

For this project include using technology as a foundation for inclusive engagement, as well as implementing smaller focus groups to extend our reach. We will also incorporate surveys, virtual/in person walking tours, and one-on-one interactions, when possible, to ensure an inclusive and diverse response.

### Pre-Design + Online Survey

- Using intel from small group of stakeholders on ways to engage with people to ensure strong outreach tactics / strategies
- A general survey to gather community input for open and broad input.

### Targeted Focus Groups (up to 50 ppl)

- this approach prioritizes engaging harder-to-reach groups and to center the constituency that will be using / accessing this space
- **targeted sessions** to ensure representation and inclusion

### 2 Public Sessions

- Community members share insight and feedback through a hands-on, interactive experience (90 min)
- **2 online sessions** (60 minutes each) for COVID-19 and accessibility and engagement design.

### Marketing and Social Media Outreach

- To inform, recruit, and generate participation

Polling Affirmation - developed from targeted focus group efforts. Circling back to affirm what is emerging and to center their voice

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Plan / Design	Stage 1			Stage 2			Stage 3	
	SEP + OCT 21	NOV 21	DEC 21	JAN 22	FEB 22	MAR 22	APR 22	MAY 22
Planning / Design Meetings	Hire Student Interns	Social Media + <b>Open House</b>	Open House + Padlet Input	<b>Launch General Survey</b>	Survey Analysis + <b>Youth Focus Groups</b>	Small Focus Groups + Draft Values + Themes	<b>Public Work Shop</b> + <i>Polling Affirmation</i>	Final Report + Council Approval

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Plan / Design	Stage 1			Stage 2			Stage 3	
SEP + OCT 21	NOV 21	DEC 21	JAN 22	FEB 22	MAR 22	APR 22	MAY 22	JUN 22
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# QUESTIONS?



## APPENDIX D - WORKSHOP SLIDE DECK

# CITY OF FITCHBURG TEEN CENTER



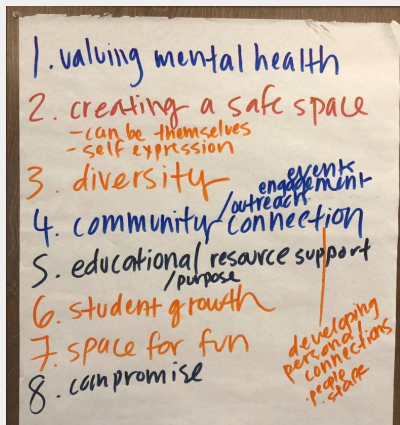
## What Did We Learn?

# What do the Interns Say

= 8

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## Intern Focus Values



## What They Care About:

- Neighborhood
- Diversity
- Jobs/Education
- Safety
- Environment (how space makes them feel)

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# Survey Data

## Teen + Adult Responses

= 396

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## Survey Profiles

	<u>Teens</u>	<u>Community</u>
Live in Fitchburg ....	35% (near @60%)	<b>64%</b> (near @27%)
BIPOC ....	36%	21%
LGBTQ+ ....	27%	7%
Female ....	60%	67%
Age ....	14-16 @45% 11-13@39%	37% @ 35-44 23%@45-64
Highschool Respondents ....	<b>Verona HS</b> (86%) <b>216</b>	NA <b>176</b>

BY  
THE  
NUMBERS



EQT By Design

# What We Learned

EQT By Design

## Is there Teen Space in Fitchburg?


- 45% of adults No or I Don't Know (36%)
- 47% w/kids No or I Don't Know (36%)
- 50% engage w/Teens No or I Don't Know (32%)

## Do You Support Teen Space in Fitchburg?

- 80% of adults Fully support (5% could live with it)
- 100% of those Age 16-17, 18-24 AND 25-34 (97%)
- 79-74% of those Age 35-44, 45-54, 55-64 (over 75 @ 63%)
- *Only 14 people said Not NEEDED*

## Know Someone Who Would Utilize

- 81% BIPOC
- 80% who engage w/Teens
- 83% LGBTQ
- 80% who identify as female



BY  
THE  
NUMBERS

EQT By Design

### Biggest Concern About Teen Center

- Operational Support      **48% White**            **17% BIPOC**
- Capital Support      **50% BIPOC**            **21% White**

### Teen Center Should Focus on:

- **ADULTS**
    - Health/Mental Health
    - Recreation and Sports
    - Youth leadership + Development
  - **LGBTQ+ and BIPOC**
    - Diversity
  - **LGBTQ+ and Adult BIPOC**
    - Art/Music/Theater/Dance
- **TEENS**
    - Living Room/Chill Out space
      - Social and Mental Health
      - Recreation and Sports
  - **NON Binary**
    - Social and Mental Health



## Quotes from the Survey

### Teen Survey

*"This sounds AWESOME and I CAN DEFINITELY SEE MYSELF USING IT"*

*"I think it is an amazing idea."*

*"Make sure it can be accessed easily from any type of person"*

### Community Survey

*"I think this is such an amazing idea. So many kids in Fitchburg would be so happy to have a safe space"*

*"Finding the right organizations to program in the space will be critical"*

*"Access to the center via transportation."*

# Focus Groups

= 24\*

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## Focus Group Data

### Focus Values

- Access to transportation
- Jobs
- Safety
- Diversity
- Community
- Family & Home

### Where they had Questions????

- Technology
- Comfortable Furniture
- Events, Feedback & Vision Boards
- Hours of teen center
- Transportation
- COVID Concerns

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# Focus Group Data

## What They Want to Learn/ Explore

- Tech/Computer Room
- Childcare
- School work support / Tutors
- Mental Health
- Sports
- Community
- Architecture
- Equity
- Doctors
- Acting/Directing
- Entrepreneurship
- Finances
- Apprenticeships
- Culture
- Politics
- Lived experience

## Teen Center Environment

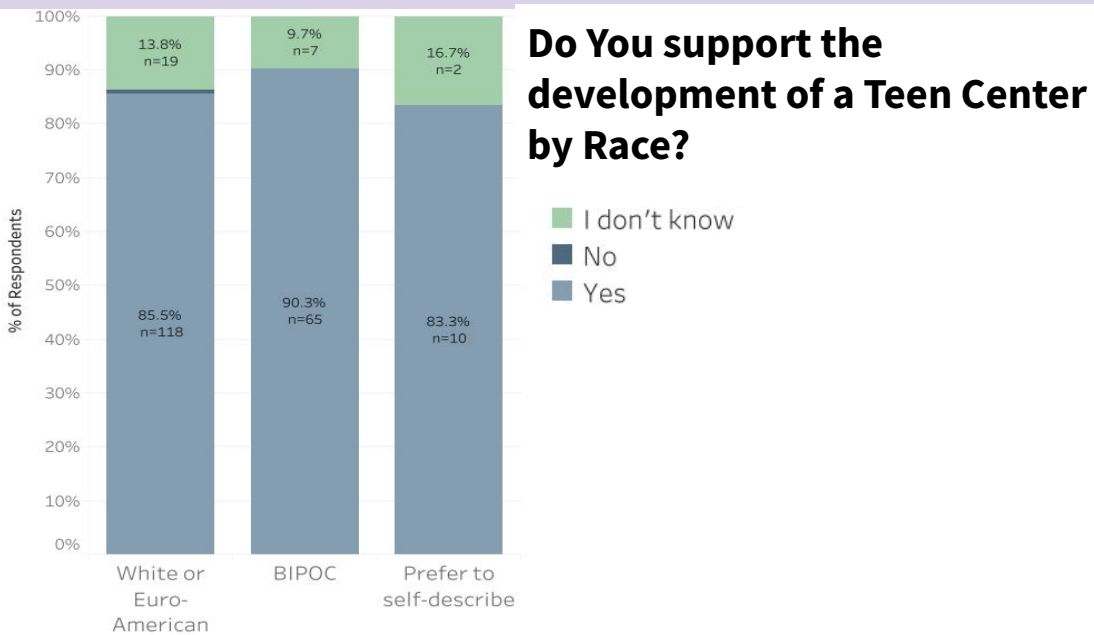
- Decorated
- Lights (LED,Dimmable)
- Carpets
- Bean bags
- Music
- Family friendly
- Reading space
- Book Clubs
- Age Differences
- Comfortable
- Fun
- Teachers
- Colors
- Windows
- Plants
- Wifi
- Sports/Gym
- Green Space
- Green Energy
- Kitchen area
- Open space
- Video Games
- Quiet space

# What Do ALL Have In Common?

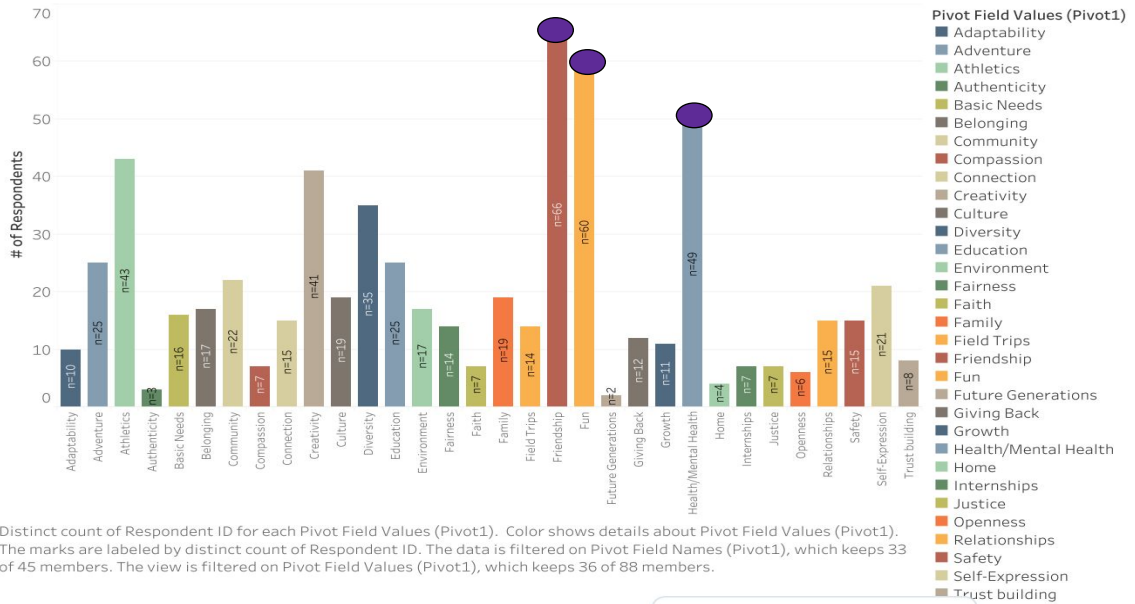
# What They Have in Common

<b>Friendship</b>	- Interns, Adults, Teens, NB/LGBTQ / BIPOC
<b>Fun</b>	- Interns, Adults, Teens, NB/LGBTQ / BIPOC
<b>Mental + Social Health</b>	- Interns, Adults, Teens, NB/LGBTQ / BIPOC
Diversity	- Interns, Teens, NB/LGBTQ / BIPOC
Art/Theater/Music/Dance	- Adult BIPOC, Teens, NB/LGBTQ
Youth Leadership	- Interns, Adults, Teens
Living Room/Chill Out	- Interns + Teens
Recreation/Sports	- Adults + Teens

ALL  
SUPPORT  
the Teen  
Center

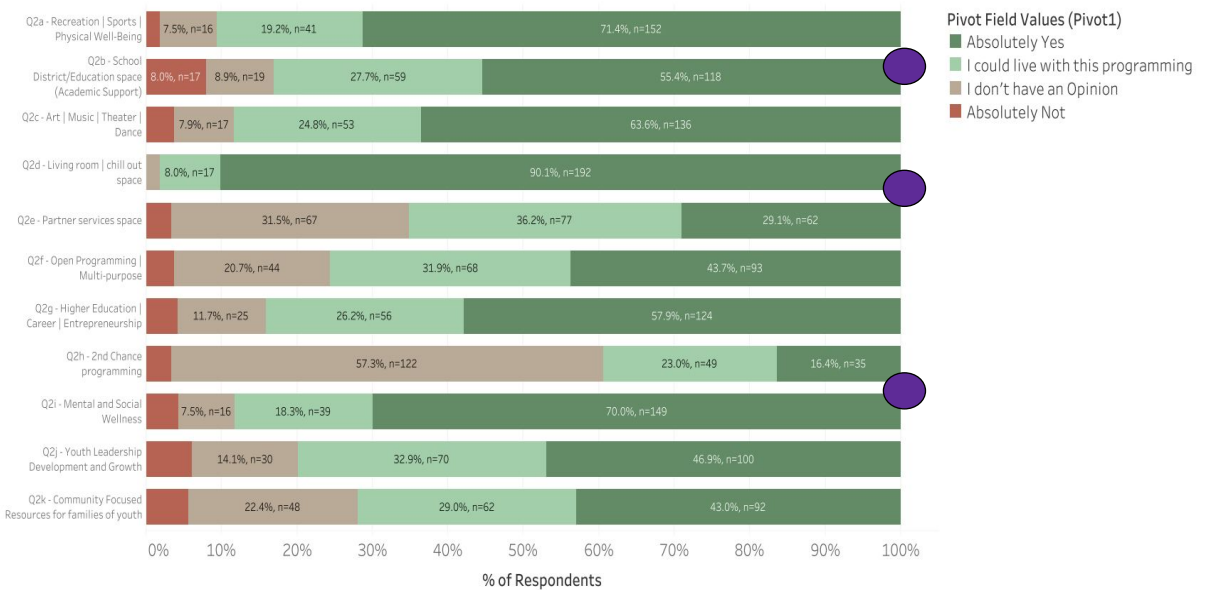


Q4. What 3 values are important to you?



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Q2. What type of space formats would you like to see at the Teen Center? (Choose all that apply)



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# QUESTIONS?



## APPENDIX E - EVENT PHOTOS





Youth in Governance Program (NGP)

Advocate

Leadership

4-H Ambassadors

Teamwork

Youth Advocates for Community Health - Fitchburg Teen Center

Impactful

By Youth For Youth (BYFY)

Community

# Fitchburg Teen Center

no policing — finding a job — getting paid to work from  
• mscr/disabilities  
• mcdonalds  
• peters crackers

career support — businesses — entrepreneurship — "can't judge people"

athletics — reduced cost/free — travel team  
(go to other cities, counties)

gun violence —> gun training/shooting sports

basketball courts  
go karts

classrooms — tutoring

gaming room — play stations

be active/moving around/busy — 7am - 9:30pm+  
↳ helps w/ decision making

- Concern of cost of Teen Center
  - ↳ Operating Cost
- Different from a library?
- Teen centers in Dane County? → Are there any?
- Staffing?
- Outdoor Space
- Security?
- Programming, as well as hang-out spaces
- Some sort of van/bus to transport youth
- Anyone can come?
  - ↳ A way to track ~~students~~ teens / ID card or something
  - ↳ Analytical data: looking at demo

