Community Based Comprehensive Plan

PDN Comité por Juárez
In 2010 the United States Agency for International Development (USAID) selected The Paso del Norte Group to conduct a *pilot* program in the region.

- Bi-national organization
- Ties to the community
- Committee structure
The Paso del Norte Group facilitated the creation of the PDN Comité por Juárez
PDN Comité por Juárez

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Background

- The PDN Comité por Juárez (PDNCJ), worked the past year on activities aimed to build a comprehensive strategy

1) Strategic Planning (6 weeks)
2) Stakeholder Engagement (8 weeks)
3) Focus Groups (2 weeks)
4) Community Building Forum (6 weeks)
5) Benchmarking Trip to Medellin, Colombia (2 weeks)
Community Based Comprehensive Plan

Main goal is to reduce violence by improving social and economic conditions of the residents in a given area (24 months)
Specific goals

1. Promote Inter-Sector coordination
2. Ensure peaceful coexistence and security of residents
3. Ensure the active, coordinated and responsible engagement of the community
4. Promote local economic development
5. Improve education
6. Develop cultural activities
7. Develop health prevention
8. Encourage programs that help to improve environmental conditions
Characteristics of proposed model

**Comprehensive.** - Include programs for every group in the area

**Inclusive.** - Members of the community are part of the decision making process, as well as conducting an evaluation of the program

**Community Based.** - Members of the community design, conduct and evaluate the programs

**Territorial.** - Plans develop within a defined area in order to make the impact measurable

**Measurable y adjustable.** - Programs establish measuring parameters and plans to adjust if necessary

**Effective and efficient.** - Programs are planned to generate major impact by using less resources

**Escalable.** - All processes are documented in order to make repeatable
• Located northwest of Ciudad Juárez

• Formed by 11 Colonias around the Francisco I. Madero Community Center

• Estimated population of 29,005 people* in 7,446 households

• The Average age of population is estimated at 28.5 years
Social Development Secretariat of the Federal Government developed an urban and architectural project around the Francisco I. Madero Community Center.
Strategic Planning

• Assets Mapping
• Calls for Proposals
• Evaluation
Parameters of evaluation will address the individual and are defined by the objectives of the project. Parameters are divided in two stages.

1st. Phase

Governance
1. Formation of citizens’ councils (health, social development, economy, education, employment, public safety and environment)
2. Formation of the assembly of citizens’ councils
3. Formalizing action and cross-sector coordination.
Thank you