

**Community Based
Comprehensive Plan
PDN Comité por Juárez**

Background

- 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

Background

The Paso del Norte Group facilitated the creation of the PDN Comité por Juárez

Juárez



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)

Learnings



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 enviromental 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

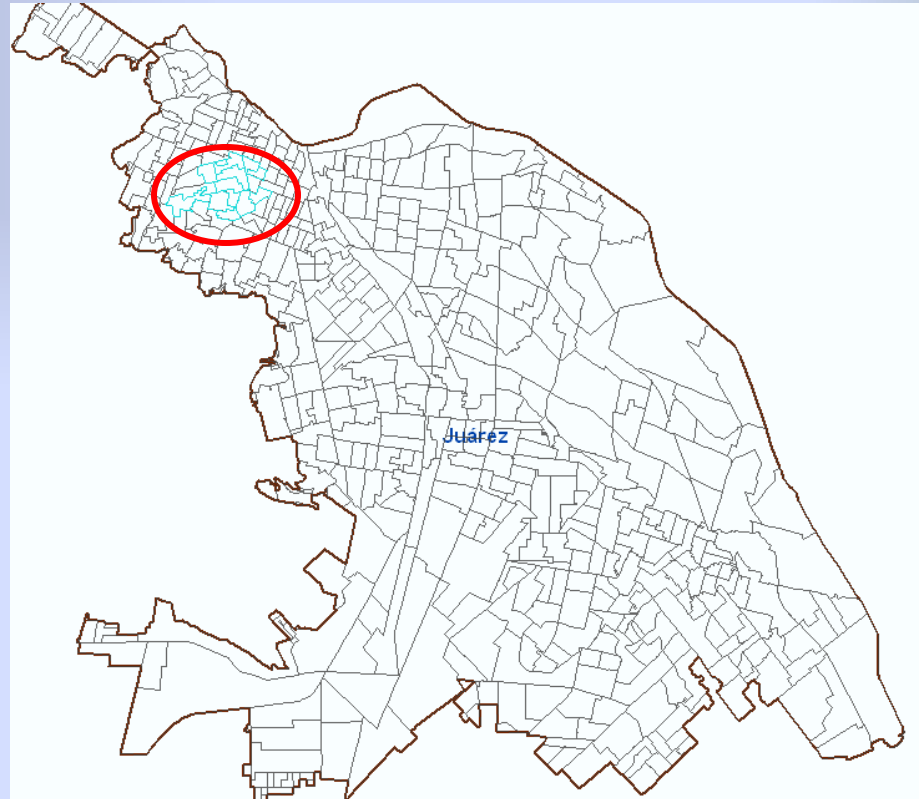
Measurable y adjustable.- Programs establish measuring parameters and plans to adjust if necessary

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

Escalable.- All processes are documented in order to make repeatable

Description of the area

- 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



Infrastructure

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**

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