

**Opportunity  
Hub  
Eight**

A SOCIAL MOBILITY HUB  
AT THE GATEWAY TO MACOMB

## RESEARCH FINDINGS



Population peak

**45,000 (1960s)**

White population 2000-2010

**-33%**

African American / Black  
population 2000-2010

**+496%**



Households income

**16%-\$15,000**

Out of all offences known  
to law enforcement

**82.4%**  
**property crime**

## RESEARCH FINDINGS



High School Diploma  
or Higher

**83.6% (88%)**

Bachelor's or Higher

**12% (22.2%)**



Population under 18

**25.7%**

in Eastpointe, there is no

**-Recreation  
Centre**

**-Public  
basketball net**


# EXISTING SITE PLAN



# SYSTEMS OVERVIEW




## USER PROFILE

A Black man with a short haircut, wearing a white checkered button-down shirt, is smiling and looking towards the right. The background is a blurred cityscape.

**I'm about to start working for myself and I need place to open up shop where I can hire some young talent to help get me started.**

## USER PROFILE



**I want the opportunity to go back to school but don't have the confidence that I can complete the program while raising my daughter.**


## USER PROFILE



**I'm a retired teacher and want to continue helping young people realize their ambitions by becoming a mentor and community activist.**




## USER PROFILE

A young woman with long, dark, wavy hair is shown in profile, looking towards the right. She has a thoughtful expression. She is wearing a black top with a colorful, patterned collar. The background is a blurred outdoor setting with green trees and a paved path.

**Getting a job is competitive, so I want to get as much experience as possible before I graduate high school.**

## USER PROFILE

A young man with dark, curly hair is smiling broadly, showing his teeth. He is wearing a dark blue collared shirt. The background is a blurred outdoor setting with green foliage and some colorful objects hanging from above. A semi-transparent orange text box is overlaid on the right side of the image.

**I know I can handle a more challenging job if I could just get a few more practical skills.**

# PROPOSED INTERVENTIONS

## Transit Improvement

Transit Hub



Bus Shelter



## Incubator

Entrepreneur Support



Intern Support



Mentorship Councelling



## Active/Passive Spaces

Basketball Courts



Resting Spaces

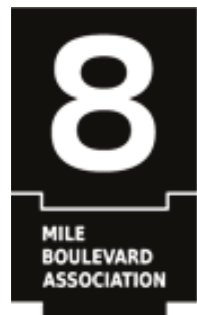


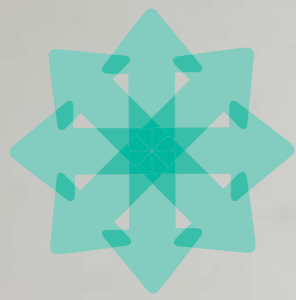
Water Park



## Community Organizations

## Institutions

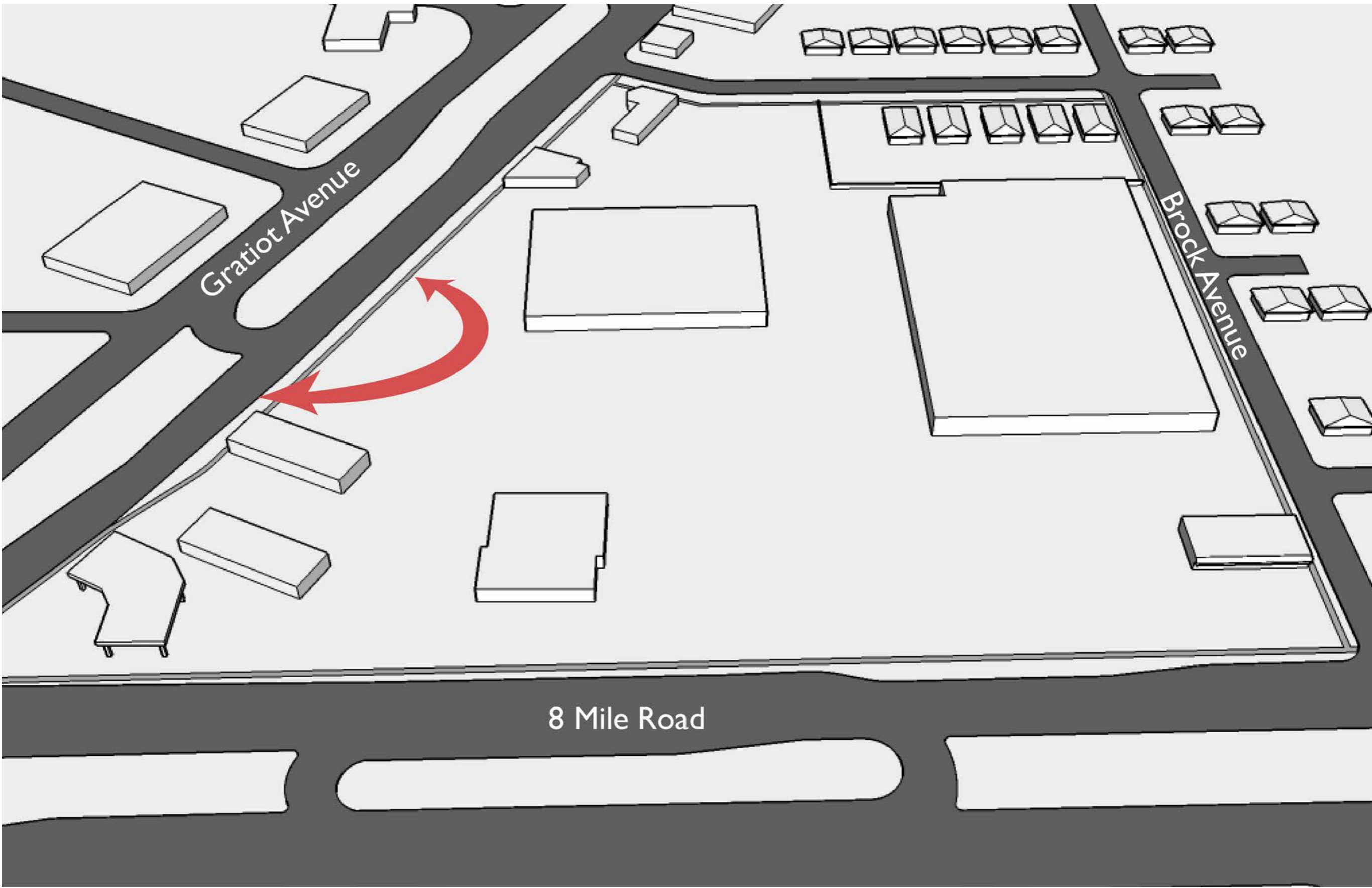




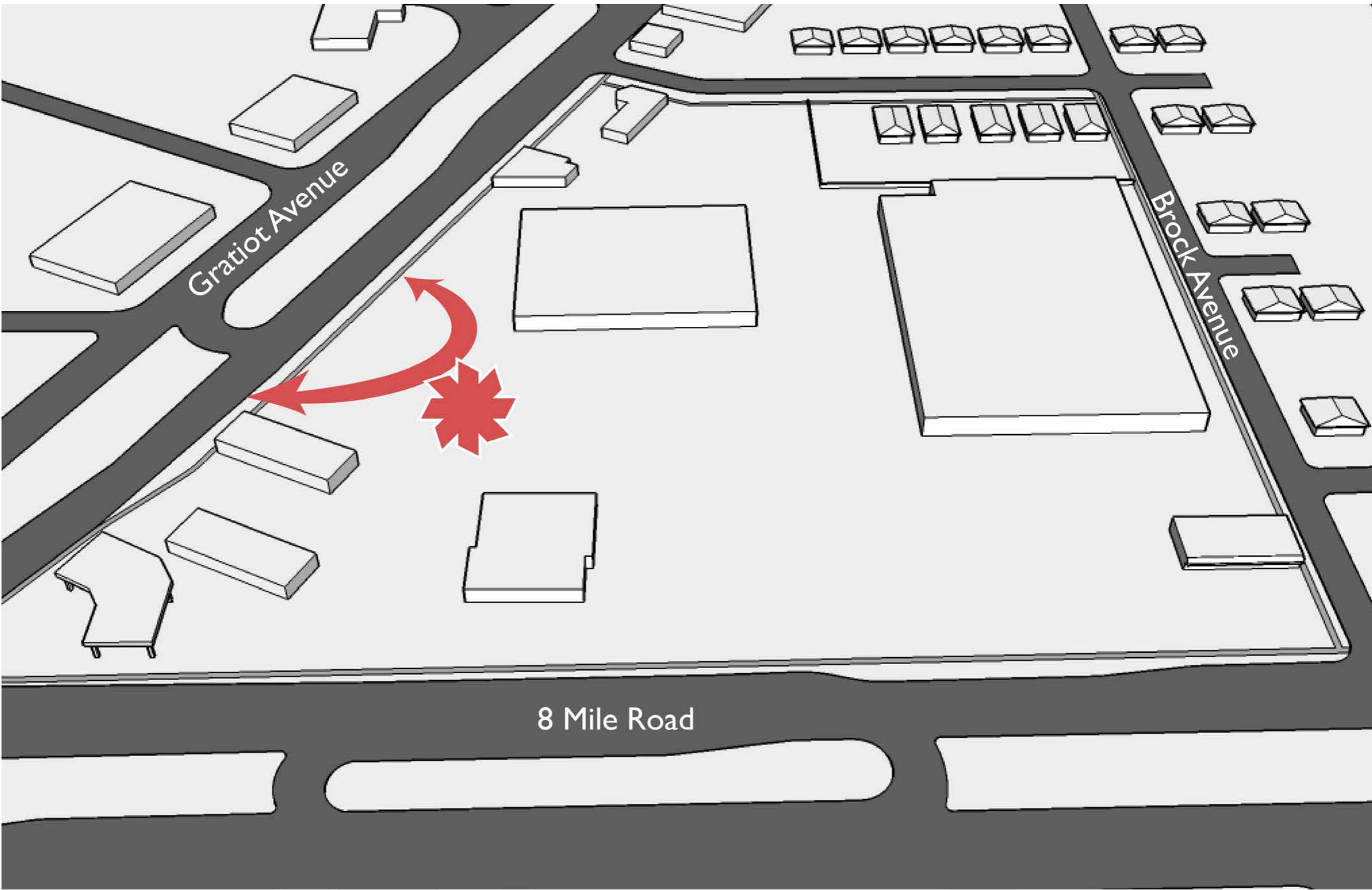
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**We propose a social mobility hub for all people that promotes inclusivity and builds a new identity for Eastpointe.**

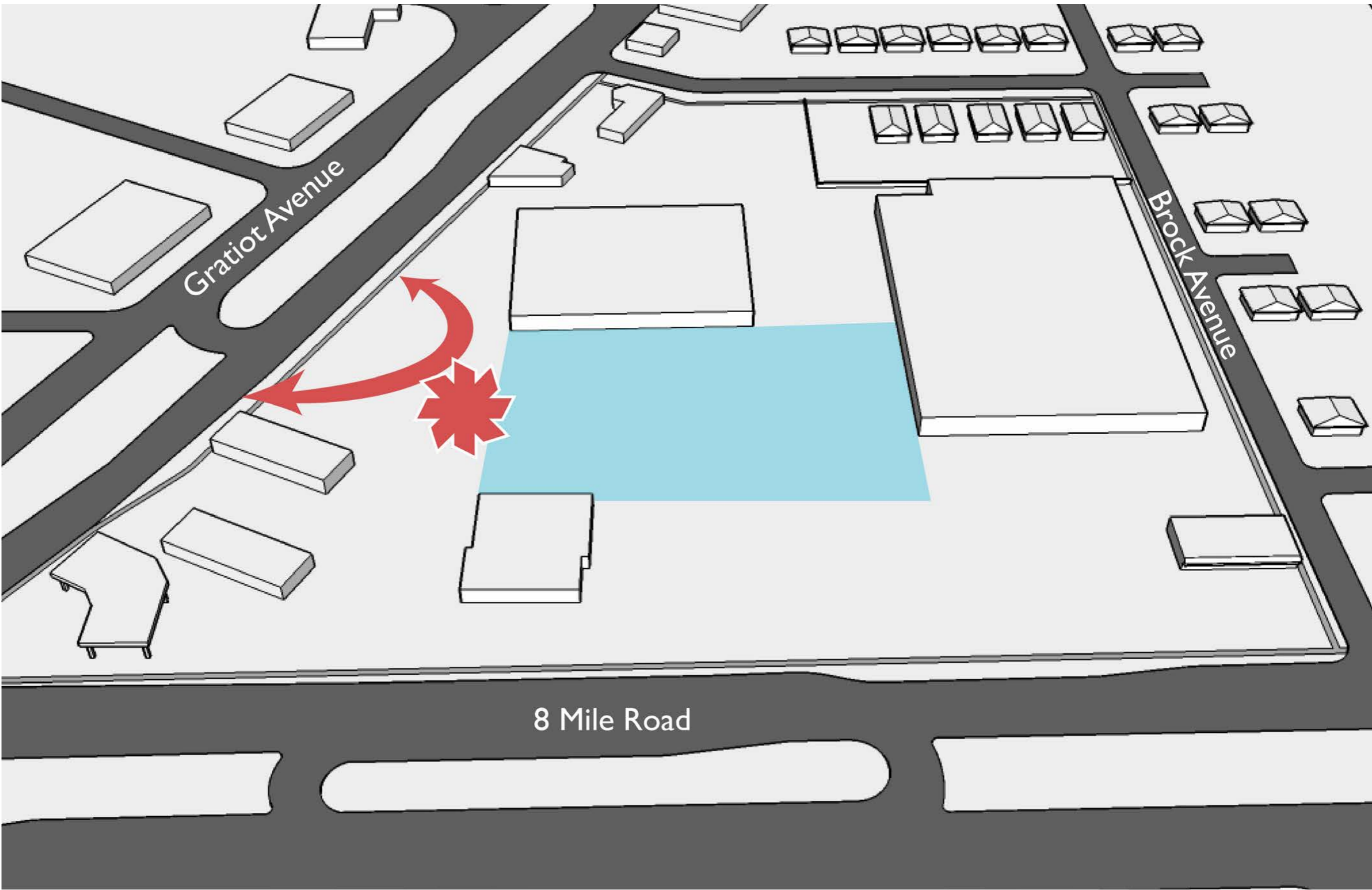
# USER JOURNEY



# USER JOURNEY

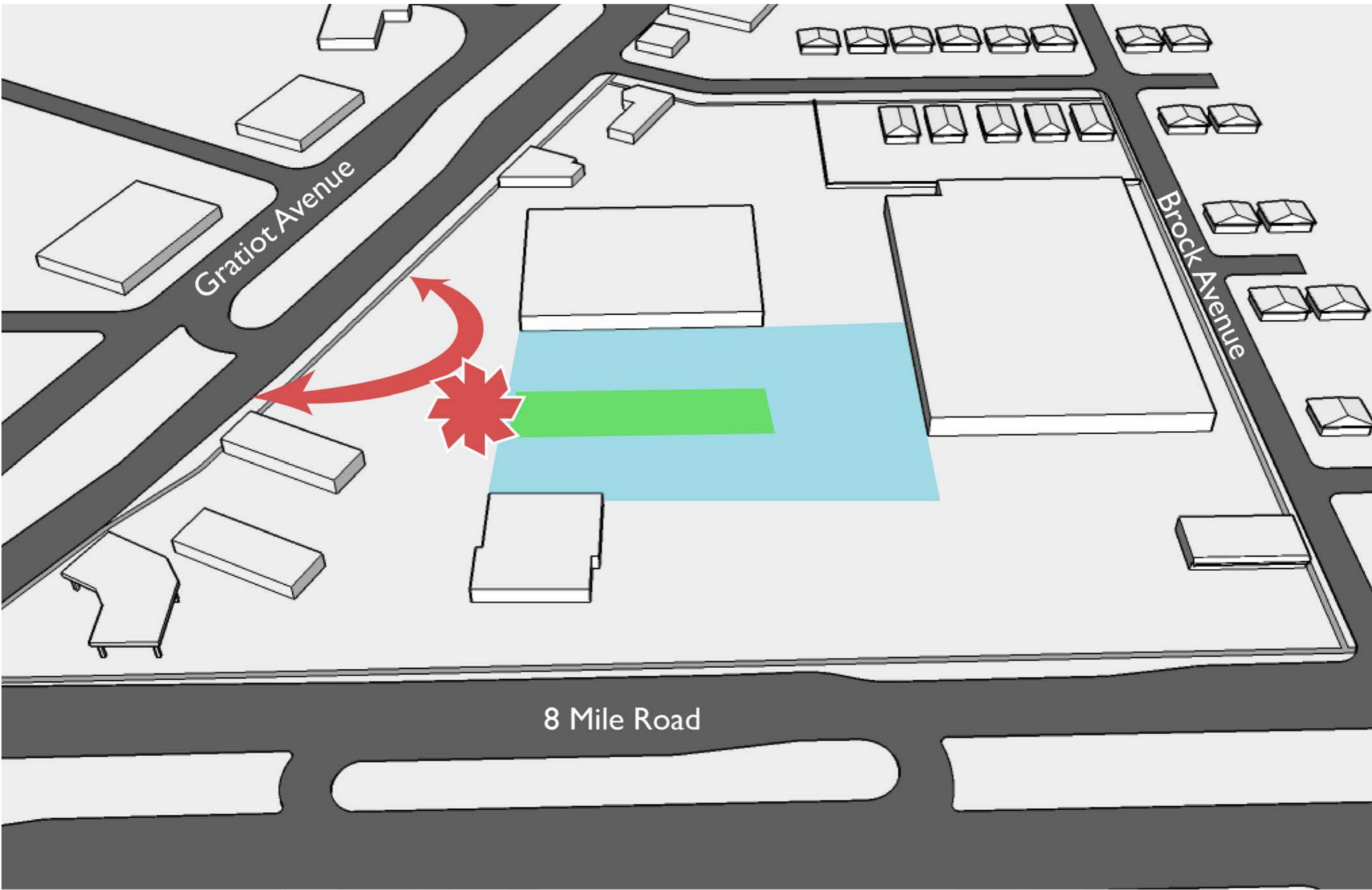


# USER JOURNEY

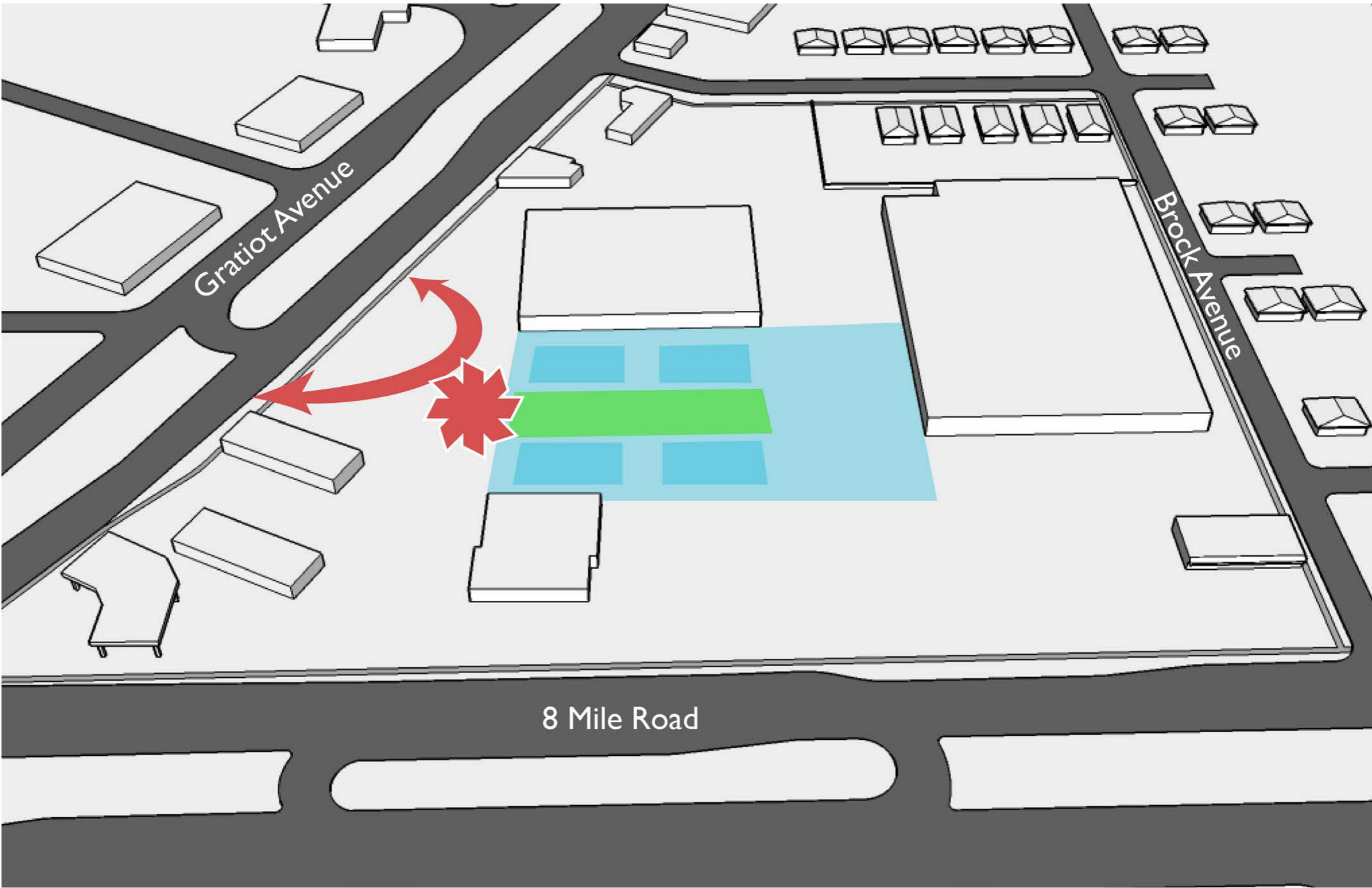




# USER JOURNEY



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# USER JOURNEY



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# USER JOURNEY



# OUTCOMES

## Inclusive Space



## Youth Activity



## Opportunity



## MEASURES OF SUCCESS



Increase in students enrolling in college



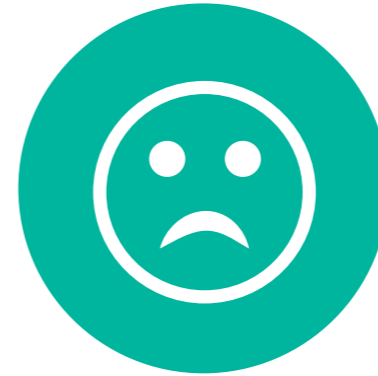
Time basketball courts are occupied



Number of activities scheduled



Increase in bus passengers



Drop in complaints to the City



# **OHE Externship Training Program**

## **STEP 1**

City donates \$2000 grant to local small business to hire a student for externship program (possible funding through Macomb County Workforce MCPED)

## **STEP 2**

Local small business uses grant to set up externship program paying students providing training to youth in exchange for working hours. Work is in field related to training, 8 hours/week = 1 credit/semester

## **STEP 3**

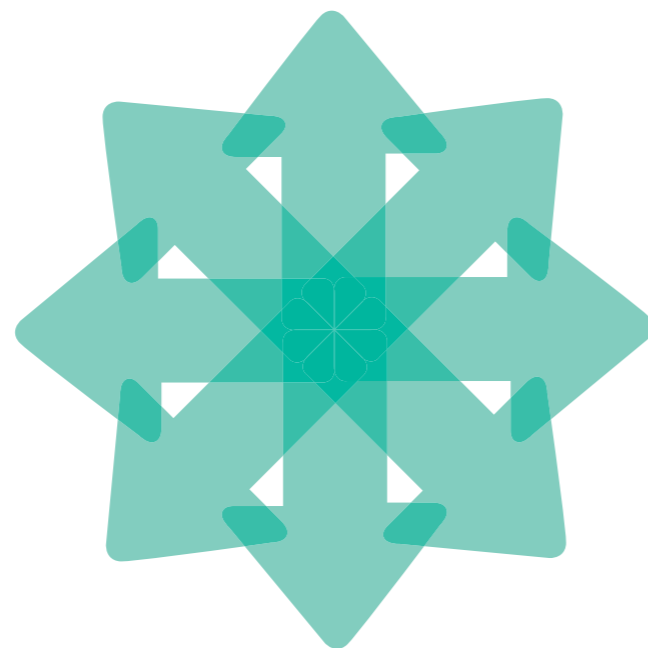
Small business partners with Eastpointe High School to find senior students for Enternship program

## **STEP 4**

Student gains work experience and skill development and uses internship experience toward articulation credits at either Macomb Community College or Wayne State University

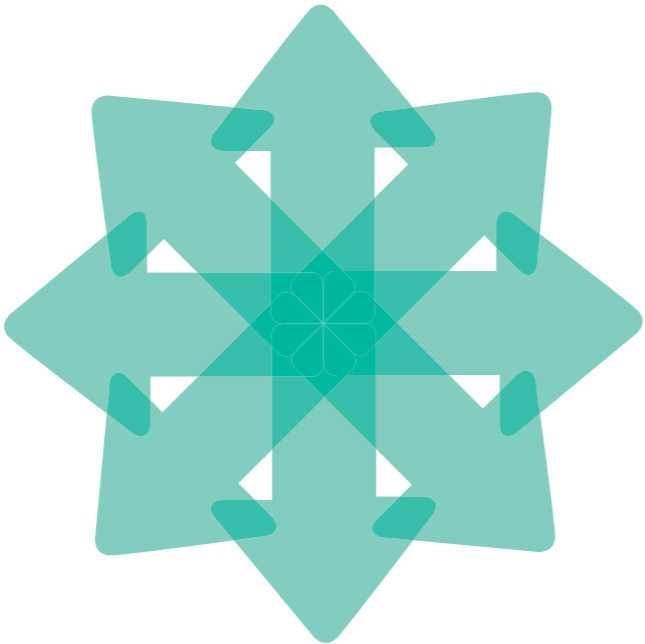
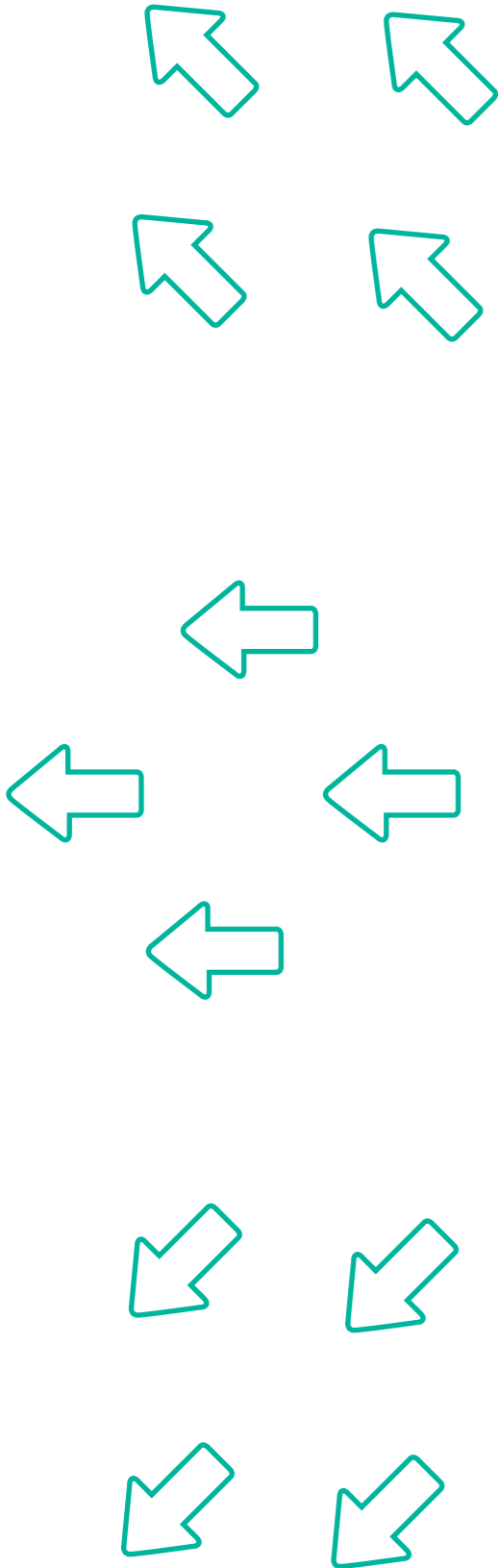
## **STEP 5**

City benefits from having employed and engaged youth and small business development

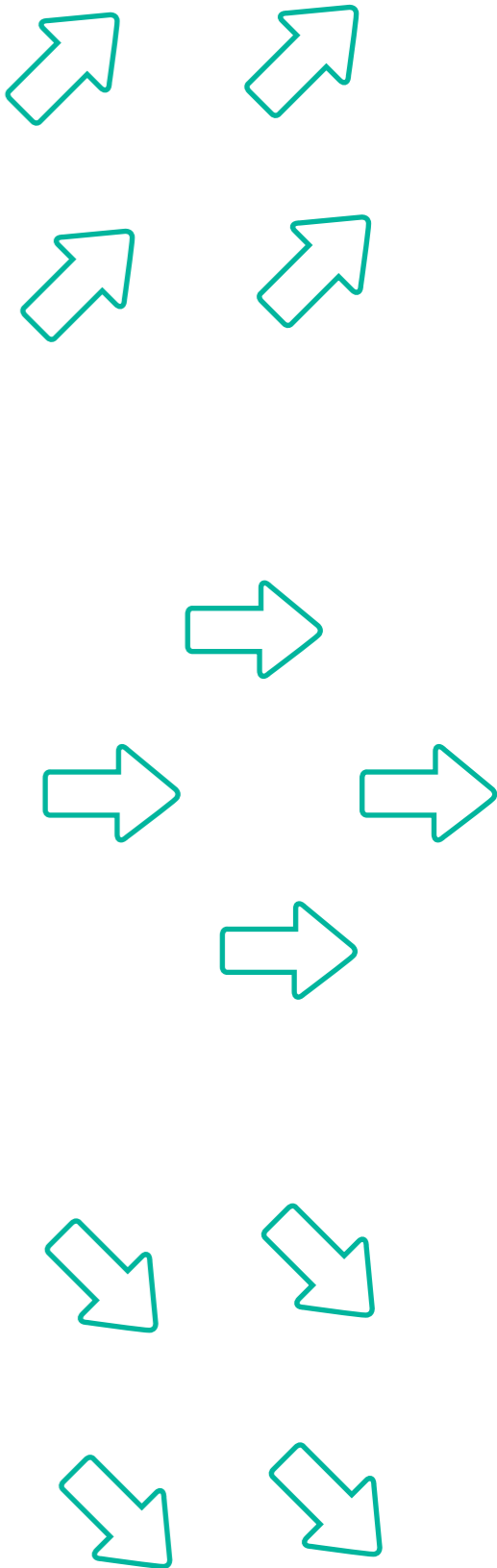


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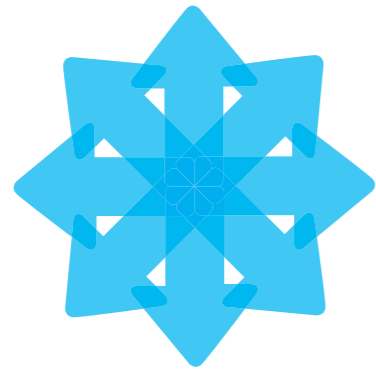
**OUR BRAND**



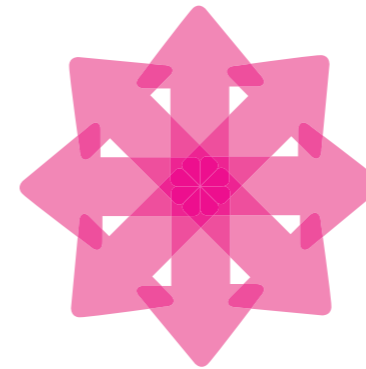
**Opportunity  
Hub  
Eight**



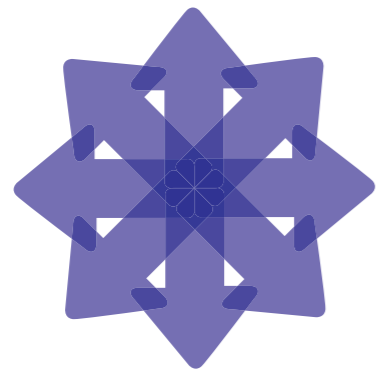
# BRAND DEVELOPMENT



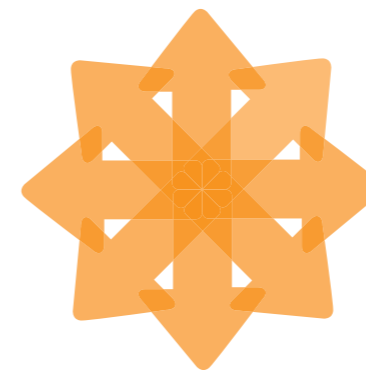
Opportunity  
Hub  
Woodward



Opportunity  
Hub  
Seven

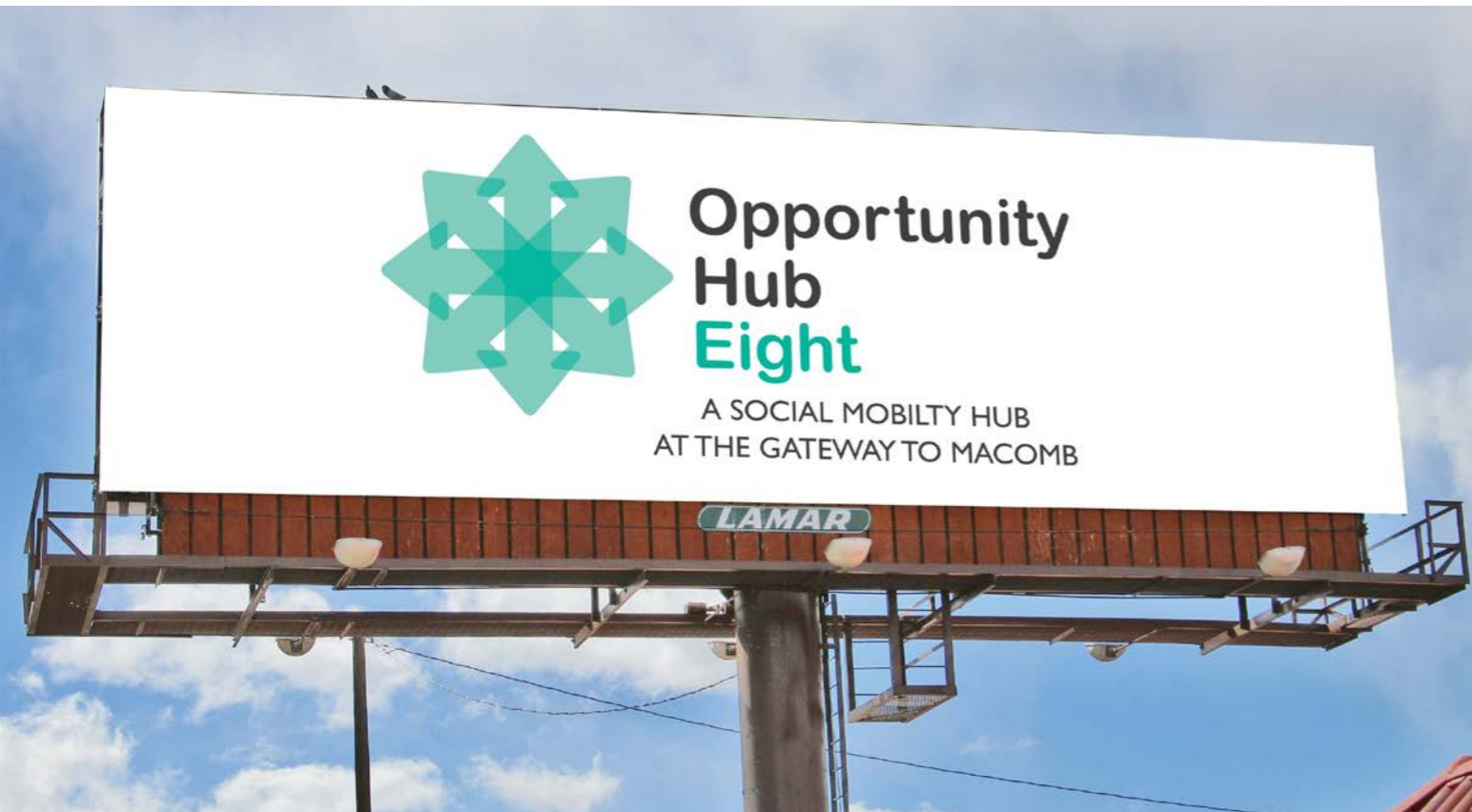


Opportunity  
Hub  
Van Dyke



Opportunity  
Hub  
Eleven

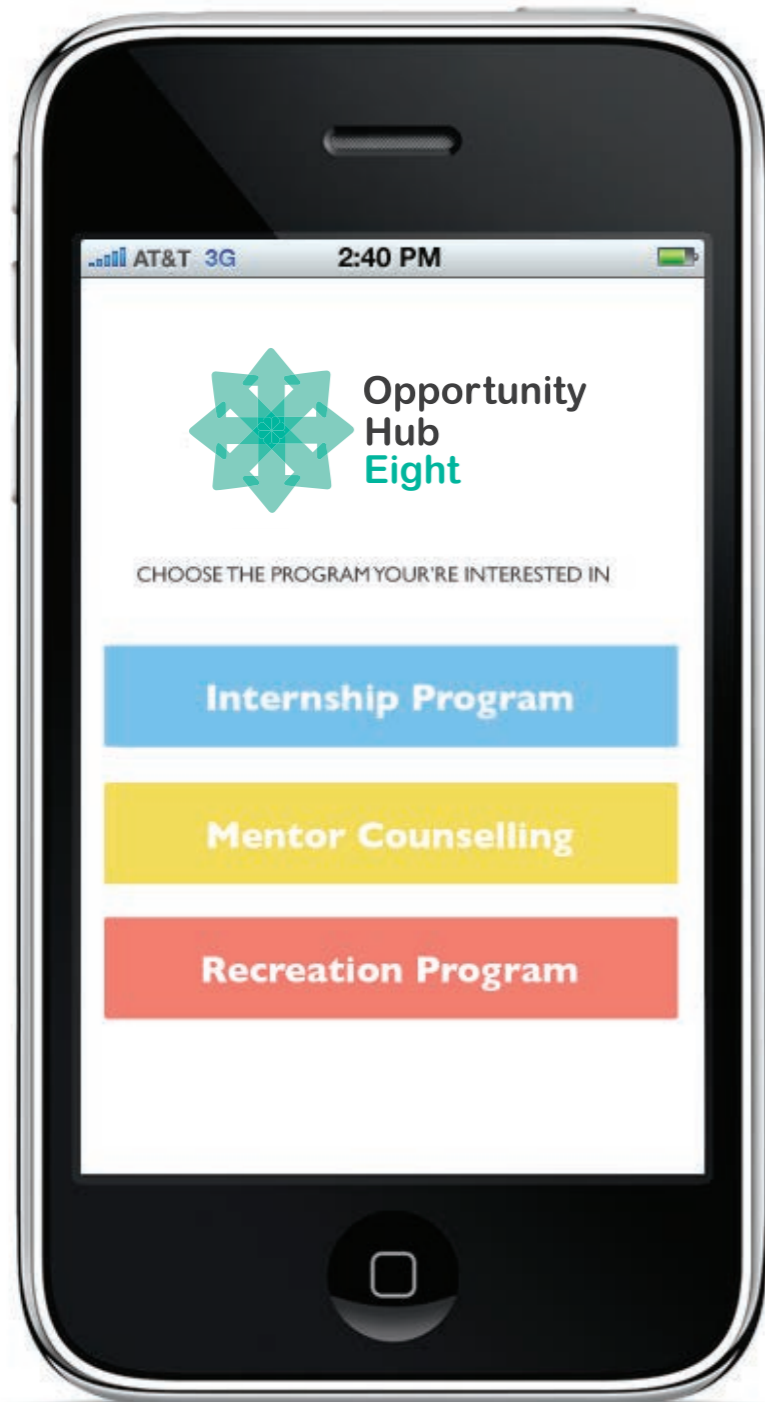
# OUT OF HOME MEDIA BRANDING



# STUDENT BRANDING



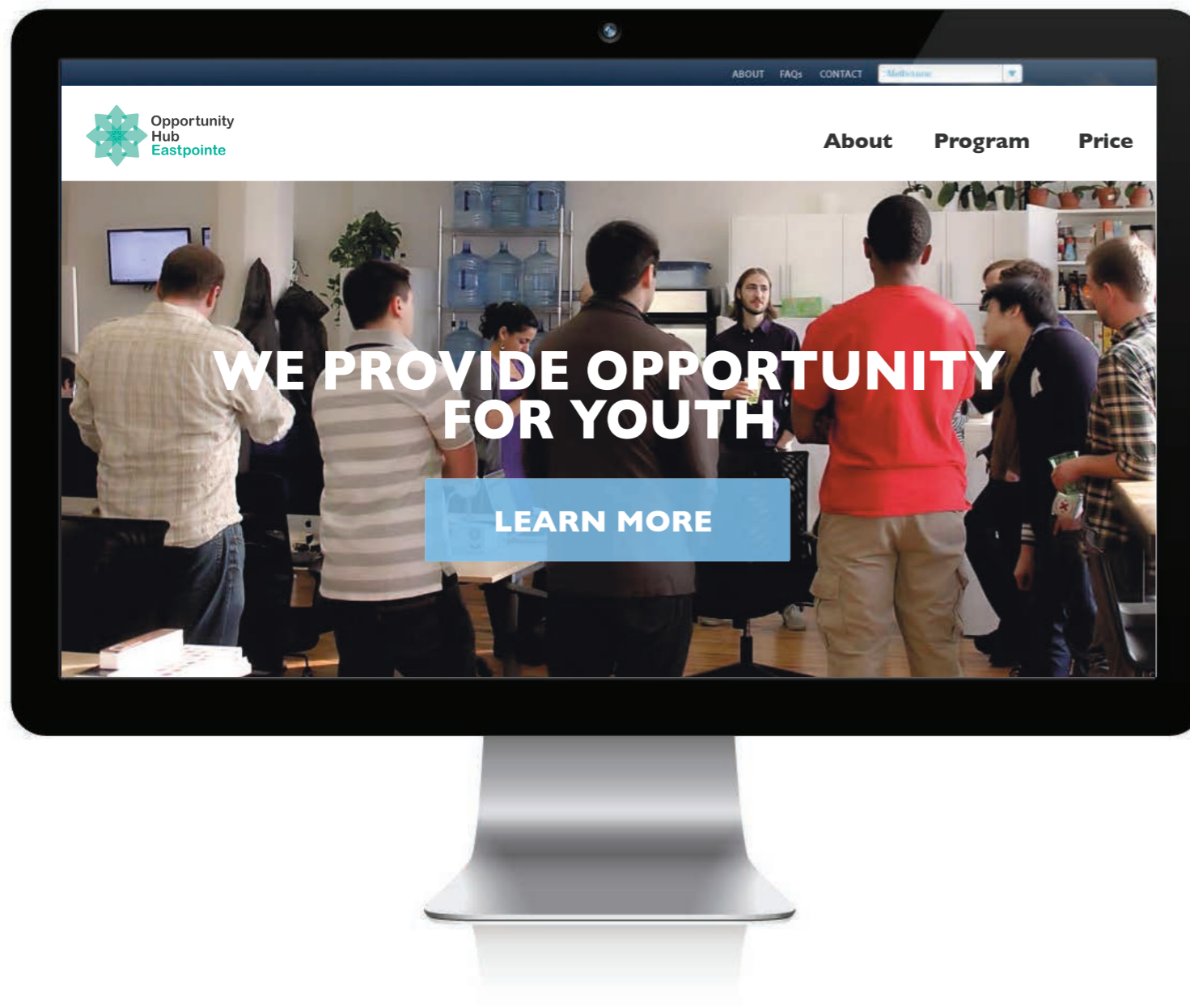
# STUDENT BRANDING



## Internship Program

- Check the available internships
- Apply for the internship

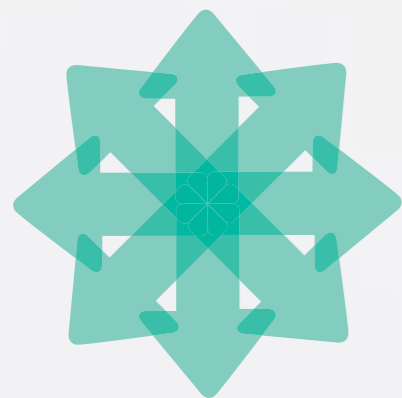
# ENTREPRENEUR BRANDING





# SITE PLAN





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**TEAM 4**