



## **Our Project Plans for 2006**

### **East King Improvement District (EKID)**

Revision date: March 28, 2006

#### ***Our Mission***

*To create livable communities in our town by making our diverse neighborhood an even greater place to live, work and invest*

### **I. Build Community (Create Social Capital)**

#### **1. Neighborhood Research and Capacity Building Projects**

- 1.1 Conduct Neighborhood Surveys on priorities and quality of life
  - Door-to-door surveys during the spring season
  - Neighborhood focus groups in January, and again in the fall season
  - Conduct a phone survey within the EKID area during the fall of 2006
- 1.2 Mapping of Assets – compile a human resource database
- 1.3 Conduct neighborhood meetings as needed

#### **2. Public Relations Marketing**

- 2.1 Create and distribute a brochure and website about EKID
- 2.2 Develop positive marketing campaign for the Historic East Side
  - Create first issue of EKID Newsletter and distribute in the spring
  - Increase EKID mailing list numbers by 50
  - Create promotional material for EKID like pens, magnets, travel mugs, stickers
  - Install signage ( light post banners, wooden signs) on E. King St. and at Reservoir Park
- 2.3 Participate in a city-wide neighborhood marketing campaign called *Lancaster Living*.
- 2.4 Assist the city in designing walking tour treasure maps for E. King St.

#### **Outcomes:**

- Engage resident involvement in neighborhood improvement projects
- Recapture sense of community and neighbor relationships
- Determine and incorporate residents' opinions in neighborhood projects
- Create contagious energy in the neighborhoods
- Improve the image of the neighborhoods of the Historic East Side
- Attract new homeowners to buy and live in the neighborhoods of the Historic East Side

## II. Support Neighborhood Improvement and Beautification Projects

### 3. Coordinate the Assessment Team

- 3.1 Develop Strategic Plan to guide role and vision for the Assessment Team
- 3.2 Develop Action Plan for each block along East King Street
  - maintain data on housing, crime, zoning, trash, and lighting to identify problem prop's
  - develop action plan with the assessment team to address problem properties
  - work with assessment team for abatement of problems
- 3.3 Develop Block Certification Criteria (or Achievement Awards) for each block
  - achieve some level of abatement – bring properties up to code
  - achieve some level of reduction in police response calls and type
  - conduct CPTED audit with documented compliance
  - identify block coordinator and team for each block
- 3.4 Assemble a “Welcome to Neighborhood Packet” with standards and expectations

### 4. Facade and Property Improvements

- 4.1 Elm Street facade improvements on 2-300 blocks of East King
  - work with the Inner City Group to implement
- 4.2 Finish facade improvements on John St. and 400 Block of S. Plum
- 4.3 Develop plan for Wachovia funded facade improvements for 4-700 blocks E King
- 4.4 Assist Fire Station #3 for a new memorial park with Bell
- 4.5 Implement new design for the pocket park at the Shippen and King Street intersection

### 5. Coordinate the Neighborhood Action Team (NAT)

- 5.1 Define the role and purpose as a neighborhood gathering to create and implement new neighborhood improvement and beautification projects
- 5.2 Current NAT projects under consideration include:
  - Police and Neighborhood Appreciation Day
  - Porch and Sidewalk Sale
  - National Night Out
  - Monthly neighborhood clean up days
  - Coordinating volunteer work groups
  - Graffiti removal
  - Curb and fire hydrant painting
  - Secure mural from Museum of Art to hang on the Fairmont House.
  - Safety projects: lighting, cameras, crime prevention through environmental design
- 5.3 Install Historic East Side Litter Receptacles
  - Phase I: Install 25 receptacles along East King Street
  - Phase II: Install additional receptacles along East Orange Street and surrounding areas
- 5.4 Work with the Friends of Reservoir Park
  - Raise \$15,000 from DCNR and local contributions for a Master Site Plan
  - Engage the local community in park clean up events, etc.
  - Plan a Park Carnival June 17, 2005
- 5.5 Flower Boxes, Etc.
- 5.6 Install LED lighting at selected properties along East King Street
  - work with the Safety Coalition to implement
- 5.7 Assist in recruitment of participation in Habitat's Workcamp Home Repair Project

### 6. Additional items for future consideration and further discussion:

- 6.1 Traffic Calming
- 6.2 Hometown Streets streetscape improvements

#### Outcomes:

- Improve the condition and ongoing maintenance of properties in the area
- Block certification along East King Street
- Increase the values of properties in the area
- Partner with the city and police for better code enforcement, lighting, abatement of drug dealing, and reduction of quality of life crimes
- Beautification of the neighborhood

### **III. Business Development**

7. **Resource Mapping.** Work with an F&M student during the spring to map economic resources and spending power in surrounding neighborhoods, and develop a “Missing Business List”.
8. **Community Fresh Food Initiative**
  - 8.1 Grocery Study. Strengthen Existing Grocery Stores through sharing marketing information and establishing a cost effective supplier network to city stores of perishable foods.
  - 8.2 Set up a Multi-Cultural Market in the Eastern Market.
  - 8.3 Explore opportunities to open 1-2 new medium sized grocery stores
9. **Find business tenants for 401 and 402 East King Street.**
10. **Re-start the East Side Shops Team.** Partner with the Grant Street Coalition, DID, local store owners.

**Outcomes:**

- Determine the potential of business activity and what businesses are missing
- Stronger grocery stores selling more perishable foods
- New market for multi-cultural food products
- New businesses established
- Downtown retail takes off

### **IV. Support Educational Programs to the Community**

11. **Increase participation in the bookmobile stop along East King**
  - 11.1 Market purpose and schedule of bookmobile in schools, (St. Anthony, La Academia)
    - appeal to all ages,
    - hand out flyers
    - encourage intergenerational activities, have adult greeters at each stop
    - include PR in newspaper; have “celebrities show up; work with the Literacy Council
    - move bookmobile to a better location
12. **Re-start the Internet Access Team** with Thaddeus Stevens, Library, and SDL to set up a wireless antenna for internet access in surrounding neighborhoods
13. **Participate in the start up of the East Side Community Center**

**Outcomes:**

- Youth have greater access to books
- The digital divide is decreased for low income families
- A neighborhood activity center for youth and families

### **V. EKID Organizational Plans**

14. **Research and explore ways for EKID to be viable and sustainable in the long run.**
15. **Coordinate fundraising**
16. **Contact press regularly. Goal is at least 6 press articles a year.**
17. **Complete EKID Community Builder Accreditation within Tabor**
18. **Report regularly to the EKID Steering Committee and Wachovia**

**Outcomes:**

- Accomplish Wachovia target outcomes and milestones
- Secure long-term sustainability plans
- Be visible with positive public relations and publicity within the city