



# Our Project Plans for 2007

## East King Improvement District (EKID)

Revision date: January 25, 2007

### *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 and Focus Groups on priorities and quality of life
    - Present Business and Crime survey results in February Focus Group
    - Conduct East Side Shops focus group in the Spring – plans listed under III.
    - Conduct a survey of the 500 block in the spring; and possibly the 600 block in the fall
    - Conduct a PSRI phone survey within the EKID area during the fall of 2007
  - 1.2 Mapping of Assets – maintain a human resource database – plans listed under II. 8.
  - 1.3 Conduct neighborhood meetings as needed
- 2. Public Relations Marketing**
  - 2.1 Update EKID brochure and distribute as needed.
  - 2.2 Finalize and update EKID website
  - 2.3 Continue positive marketing campaign for the Historic East Side
    - Produce and distribute EKID Newsletter
      - post-Xmas mailing in January
      - May newsletter theme: Eastern Mkt, Res. Park Day, personal neigh. update
      - Sept theme: to be decided
    - Distribute or sell existing EKID specialties, i.e. pens, magnets, mugs, stickers, t-shirts
    - Develop additional ad specialties for Eastern Market
  - 2.4 Participate in and support *Lancaster Living*.
  - 2.5 Assist the city in distribution and use of the walking tour, treasure map and property maintenance booklet 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 (AT)**

- 3.1 Revisit the Strategic Plan that guides the role and vision for the AT
- 3.2 Invite landlord and management companies to participate in the AT
- 3.3 Reconfirm the City's endorsement and support of the AT model and outcomes and clarify the resources they can bring
- 3.4 Work with the City to implement the Action Plan for each block along East King Street
  - maintain data on housing, crime, zoning, trash, and lighting to identify problem prop's
  - engage in action to correct problem properties
- 3.5 Implement Block Certification Program
- 3.6 Distribute the "Welcome to Neighborhood Packet" with standards and expectations
- 3.7 Train two new block coordinators
- 3.8 Add one new block – Church Street

### **4. Gateway - Facade and Beautification Project**

- 4.1 Elm Street facade improvements on 2-300 blocks of East King
  - work with the Inner City Group to complete improvements
- 4.2 Launch Gateway project with:
  - facades, house numbers, and trees with Wachovia funds
  - sidewalk repair, litter receptacles, and boulevard lighting with Hometown funds
  - houselights with LIVE Lancaster funds
- 4.3 Secure additional funding to enhance Gateway Project, including funds for:
  - additional façade improvements
  - additional litter receptacles
- 4.4 Traffic Calming
  - complete overall traffic calming plan for East King Street
- 4.5 Explore Greening opportunities in the Historic Eastside
  - Plant new trees & grasses along corridor
  - Participate in and support the mayor's taskforce on sustainability
  - Identify existing roof top gardens in the Historic East Side

### **5. Eastern Market Plaza**

- 5.1 Secure full funding for enhancements and complete enhancements

### **6. Install Security Cameras along East King Street**

- 6.1 Work with the Safety Coalition to install 4 cameras along E King from Shippen to Broad
- 6.2 Resolve funding support

### **7. Friends of Reservoir Park**

- 7.1 Work with city to complete Master Planning Process
- 7.2 Engage the local community in park clean up events, etc.
- 7.3 Plan Neighborhood Community Day on May 19
- 7.4 Get the City to follow through on the Handball court
- 7.5 Continue fundraising efforts
- 7.6 Complete additional garden plantings

### **8. Coordinate Other Neighborhood Improvement and Beautification Projects**

- 8.1 Expand Flower Boxes project by using the human asset database
- 8.2 Other Current projects under consideration include:
  - Neighborhood Exchange Day in Eastern Market during a market Saturday
  - National Night Out in Reservoir Park
  - Monthly neighborhood clean up days starting in the Spring using human asset database
  - Coordinating volunteer work groups
  - Graffiti removal – coordinate with police, parks, and property owners
  - Curb and fire hydrant painting – consider for Day of Caring

- Secure mural from Museum of Art to hang on the Fairmont House
- 8.3 Celebrate the 125<sup>th</sup> Anniversary dedication of Fire Station #3

**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**

9. **Resource Mapping.** Work with the Local Economy Center at Franklin & Marshall College to map economic resources in surrounding neighborhoods, and develop a “Missing Business List”.

10. **Community Fresh Food Initiative**

- 10.1 Grocery Study. Strengthen Existing Grocery Stores through sharing marketing information and establishing a cost effective supplier network to city stores of perishable foods.
- 10.2 Explore opportunities to open 1-2 new medium sized grocery stores

11. **Eastern Market**

- 11.1 Continue outreach to local community in developing Eastern Market
- Work with Tabor to fix up interior of market building
  - Develop mural for wall at Eastern Market site
  - Re-zone market to expand vendors including crafts
  - Parking agreement with In The Light Ministries
  - Complete business plan
  - Explore USDA funding grant and other sources
  - Expand offerings to include local arts and crafts
  - Grow our prepared food offerings
  - Develop active steering committee
  - Increase peoples awareness about Eastern Market through community marketing

12. **Support Tabor to find business tenants for 402 East King Street.**

13. **East Side Shops.** Partner with the Grant Street Coalition, Historic Preservation Trust, local store owners and the new downtown development organization to enhance and support efforts in the 000-100 blocks of East King St.

- 13.1 Conduct focus group to determine community vision for 000-100 block

**Outcomes:**

- Determine the potential of business activity and what businesses are missing
- Stronger grocery stores selling more perishable foods
- Eastern Market serves as economic anchor & public commons for East Side community
- New businesses established
- Downtown retail takes off

14. **Begin Outreach to all business in EKID.**

- 14.1 Develop a tool box of resources for all business in EKID primary working areas.
- 14.2 Develop personal relationships with these businesses.
- 14.3 Assist the City in monitoring appropriate business practices

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

### **15. Increase participation in the bookmobile stop along East King**

15.1 Market purpose and schedule of bookmobile in schools, i.e. Resurrection School at 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

**16. Re-start the Internet Access Team** with Thaddeus Stevens, Library, and SDL to set up a wireless antenna for internet access in surrounding neighborhoods

**17. 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**

**18. Research and explore ways for EKID to be viable and sustainable in the long run.**

**19. Coordinate fundraising**

**20. Contact press regularly. Goal is at least 6 press articles a year.**

**21. 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