

**ANNUAL WORK PLAN
WEST WARD NEIGHBORHOOD PARTNERSHIP
2010-2011**

DESCRIPTION: The West Ward Neighborhood Partnership will implement the eleven-year Strategic Neighborhood Revitalization Plan for the West Ward of Easton.

MISSION: The mission of the Revitalization Program for Easton's West Ward will encompass a comprehensive strategy to improve the quality of life of all segments of the community through building lasting relationships with community organizations, law enforcement agencies, schools, State and local government, and the private sector.

GUIDING PRINCIPLES: Not Applicable.

STRATEGIC PLAN: II

GOALS AND PERFORMANCE TARGETS

TIER 1: ESSENTIAL GOALS

GOAL 1 Develop a native tree Arboretum on the 600 block of Northampton Street.

Performance Targets:

- A. Plant 22 shade trees and 6 native flower beds on the 600 block of Northampton Street. (Tier 1)
- B. Provide technical assistance and maintenance of newly-planted trees to affected residents and businesses. (Tier 1)

GOAL 2 Work with residents and City officials in locating and improving the safety and appearance of sidewalks, including sidewalk repair and replacement.

Performance Targets

- A. Complete 10 sidewalk projects. (Tier 1)

GOAL 3 Assist business owners in upgrading their facades and/or signage to project a more appealing image to the community.

Performance Targets

- A. Complete 5 business signage projects and assist 3 businesses in upgrading their facades. (Tier 1)

GOAL 4 Continue to subcontract with the Boys & Girls Club for the operation of the Teen Center.

Performance Targets:

- A. Support activities for 200 West Ward teens and conduct an evaluation twice-yearly, using performance measures developed by the Community and Human Services Committee. (Tier 1)

GOAL 5 Improve community participation, volunteerism, and leadership, and leverage community talent and resources. (UE)**Performance Targets:**

- A. Strengthen the structure within each of the 8 cantons by personally meeting with residents who have leadership roles in each canton, recruit canton leaders, and hold at least 4 canton organization meetings. (Tier 1)
- B. Hold monthly canton meetings and three all-canton meetings by June 30. (Tier 1)
- C. Disseminate the “West Ward Compact” to 150 residents and obtain signed commitments from 30. (Tier 2)
- D. Complete the West Ward Guide by January 31, and distribute 200 copies to businesses, community partners, and residents. (Tier 2)

GOAL 6 Integrate neighborhood identity, historic preservation programs, and urban ecology initiatives into a neighborhood marketing campaign. (UE)**Performance Targets:**

- A. Finalize the design of the Urban Heritage trail and begin its implementation. (Tier 1)
- B. Complete the Historic District study and submit for recognition by June 30. (Tier 1)
- C. Develop and distribute brochures and other printed and electronic and media items through at least 30 neighborhood meetings and workshops. (Tier 1)
- D. Print and distribute the West Word three times per year. (Tier 1)
- E. Design and build a website for WWNP to include all aspects of the program; develop a Facebook page to interact with the website. (Tier 1)
- F. Develop a West Ward Restaurant and Business Guide. (Tier 3)

GOAL 7 Expand the options for affordable, energy-efficient, and sustainable housing to historic standards in the West Ward. (UE)**Performance Targets:**

- A. Conduct 2 neighborhood-wide workshops on housing rehabilitation and green and energy conservation measures. (Tier 1)

- B. Seek at least 2 new commitments from funders for renovating vacant/blighted properties to historic and green standards in coordination with the Green Design Laboratory. (Tier 2)
- C. Provide housing counseling to 5 families and assist 1 family in purchasing a home. (Tier 3)

TIER 2: IMPORTANT GOALS

GOAL 8 Improve the climate for economic development and employment opportunities for neighborhood residents. (UE)

Performance Targets:

- A. Recruit 2 new businesses into the block. (Tier 2)
- B. Work with the Rising Tide Community Loan Fund to provide technical assistance to 5 and micro-loans to 2 West Ward new or existing businesses. (Tier 2)
- C. Work with 2 contractors to provide job training to 10 neighborhood residents. (Tier 3)
- D. Conduct 2 workshops by May 31 to begin creation of a new comprehensive transportation plan. (Tier 2)
- E. Conduct 2 projects for “complete streets”, alternative transportation, and nuisance abatement. (Tier 2)

GOAL 9 Promote watershed conservation and education and mechanisms for preserving the neighborhoods sustainability within the watershed, assess neighborhood open space, and develop backyard gardens and orchards. (UE)

Performance Targets:

- A. Mentor 1 youth per canton on water monitoring and testing of community gardens and the urban forest. (Tier 2)
- B. Advocate for policies to support the implementation of recommendations made by Lafayette College’s Technology Clinic on Water in the West Ward. (Tier 2)
- C. Collaborate with five other communities. (Tier 2)
- D. Initiate and conduct a third Lafayette College Technology Clinic with a topic to be determined. (Tier 2)
- E. Implement 15 backyard and community organic gardens and orchards with neighborhood residents and partners and provide nutrition education. (Tier 1)

GOAL 10 Develop new recreation areas, open space projects, and urban trails. (UE)

Performance Targets:

- A. Conduct a feasibility study for a new recreation area in the Lehigh River flatlands and the escarpment. (Tier 2)
- B. Bring a semi-final draft of the urban trail to the community for input by March 31, and present a final plan by June 30. (Tier 1)

GOAL 11 Research and evaluate partnerships with job development agencies for the creation of “green” jobs.

Performance Targets:

- A. Explore an apprenticeship program with job development agencies in the Lehigh Valley, contractors of the Weatherization Program, and others to create a curriculum for green jobs. (Tier 2)
- B. Develop a plan in conjunction with Northampton County Prison to provide job opportunities for work release inmates and others in green technology. (Tier 2)
- C. Develop a plan with job development and placement agencies to find opportunities for 5 West Ward residents to retain gainful employment in green technology jobs. (Tier 1)

TIER 3: GROWTH AND OPPORTUNITY GOALS

GOAL 12 Provide technical assistance for new and developing green businesses and develop a job training program with contractors to prepare workers in the areas of green technology and housing rehabilitation. (UE)

Performance Targets:

- A. Conduct 2 information sessions with 10 prospective businesses and developers. (Tier 3)
- B. Provide technical assistance to 3 new or existing businesses committed to community sustainability and green standards. (Tier 3)

GOAL 13 Provide opportunities for neighborhood children to learn about urban ecology, as well as the performing and visual arts. (UE) (Tier 3)

Performance Targets:

- A. Provide a mentoring program through a Kids in Community (KIC) mentoring program for 30 at-risk children that would an opportunity to work with resident artists at Lafayette College. (Tier 3)
- B. Participate in the creation of 15 backyard and community organic gardens and orchards and nutrition education with the Kids in Community (KIC) mentoring program. (Tier 3)
- C. With the guidance of Master Gardeners, 10 Boys and Girls Club Teens will take charge of the community garden they produced in 2008. (Tier 3)

RESOURCE ASSESSMENT

In the chart below, provide a list of total annual resources needed for the program.

RESOURCES NEEDED FOR PROGRAM	Full/Budgeted
Fundraising Target Amount (fundraising goal)	\$0
Staffing if fully staffed	2
Volunteer hours/Number of volunteers	365/75