

**ANNUAL WORK PLAN
WEST WARD NEIGHBORHOOD PARTNERSHIP
2009-2010**

DESCRIPTION: The West Ward Neighborhood Partnership will implement the ten-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 to 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:**

STRATEGIC PLAN II

GOALS AND PERFORMANCE TARGETS

GOAL 1 Pending action by PennDOT, the revitalization of the 600 block of Northampton Street should be completed by the end of 2009.

Performance Targets:

- A. Continue to work with and monitor the performance of Barry Isett & Associates, Inc., project engineers.
- B. Recruit 2 new businesses into the block

GOAL 2 Apply for a second Elm Street Residential Reinvestment grant for \$250,000 to provide physical improvements to the community housing stock.

Performance Targets

- A. Develop new guidelines for a second round of residential façade improvement projects that adhere to Green Building and Historic Rehab Standards.

GOAL 3 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 18 sidewalk projects including one innovative sidewalk/storm water project as a model project for future sites.

GOAL 4 **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.
- B. Complete 3 business façade projects.

GOAL 5 **Work in conjunction with the City of Easton’s Community Forester and the Environmental Advisory Council to continue an ongoing, long-term tree planting and maintenance program in the West Ward. (UE)**

Performance Targets:

- A. Continue the urban forestry program begun in 2007-2008, planting at least 100 trees.
- B. Provide technical assistance and maintenance of newly-planted trees to residents and businesses.
- C. Begin to plan for a community arboretum.

GOAL 6 **Continue to subcontract with the Boys & Girls Club for the operation of the Teen Center located at 1101 Northampton Street.**

Performance Targets:

- A. Work to gain 25 new Club members while supporting the program activities and conduct an evaluation twice-yearly, using performance measures developed by the Community and Human Services Committee.

GOAL 7 **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, recruit canton leaders, and hold canton organization meetings.
- B. Hold monthly canton meetings and three all-canton meetings by June 30.
- D. Complete preparation and disseminate a revised “West Ward Compact” that adheres to US Green Building Standards for Neighborhood Development and describes urban ecology goals.
- E. Continue to compile a directory of community assets related to its Urban Ecology and cultural heritage.

GOAL 8 Integrate neighborhood identity, historic preservation programs, and urban ecology initiatives into a neighborhood marketing campaign. (UE)

Performance Targets:

- A. Identify significant neighborhood features in the West Ward.
- B. Continue the next phase and complete the study begun in 2008 to gain recognition of the West Ward as a Historic District.
- C. Develop and distribute brochures and other printed and electronic and media items, through neighborhood meetings and workshops.

GOAL 9 Expand the options for affordable, energy-efficient 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.
- B. Seek commitments from funders for renovating vacant/blighted properties to historic and green standards in coordination with the Green Design Laboratory.
- C. Provide housing counseling to 5 families and assist 1 family in purchasing a home.
- D. Conduct 50 walk-through home visits to suggest historic rehabilitation and energy saving, green measures.
- E. Hold first annual Lafayette College symposium/workshop on the rehabilitation of affordable housing to adhere to Historic Rehabilitation, Green Building Standards and Urban Ecology.

GOAL 10 Improve the climate for economic development and employment opportunities for neighborhood residents. (UE)

Performance Targets:

- A. Provide technical assistance 5 to and micro-loans to 2 West Ward new or existing businesses.
- B. Work with 2 contractors to provide job training to 10 neighborhood residents.
- C. Conduct 2 workshops to begin creation of a new comprehensive transportation plan.
- D. Conduct 2 projects for “complete streets”, alternative transportation, and nuisance abatement.

GOAL11 Provide technical assistance for new and developing green businesses, and develop a job training program with contractors to prepare workers to work in the areas of green technology and housing rehabilitation. (UE)

Performance Targets:

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

GOAL 12 Initiate and participate in programs that provide for greater safety for neighborhood children.

Performance Targets:

- A. Expand “Safe Passages/Safe Havens” programs, in collaboration with Weed and Seed, the Easton Police Department, and other neighborhood organizations to include 40 sites.
- B. Partner with Easton Block Watch in fingerprinting and providing photo IDs for 100 children.

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

Performance Targets:

- A. 30 children-at-risk will join a Kids in Community (KICS) mentoring program and have an opportunity to work with resident artists at Lafayette College.
- B. Kids in the Community (KIC) will participate in the creation of 25 backyard and community organic gardens and orchards, and receive nutrition education as part of the process. (See 12C)
- C. 15 Boys and Girls Club Teens will take charge of the community garden they produced in 2008, guided by Master Gardeners.

GOAL 14 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. Meet with the Delaware Riverkeeper Organization and other stakeholders to develop an Upper Delaware River watershed education plan, monitoring, and conservation program.

- B. Develop replicable sustainability standards and advocate for policies to support their implementation.
- C. Collaborate with five other communities.
- D. Initiate and conduct a second Lafayette College Technology Clinic with a topic to be determined.
- E. Implement 25 backyard and community organic gardens and orchards with neighborhood residents and partners and provide nutrition education. (See 11B)

GOAL 15 Develop new recreation areas, open space projects, and urban trails. (UE)

Performance Targets:

- A. Begin to develop a feasibility study for a new recreation area in the Lehigh River flatlands and the escarpment.
- B. Begin the development of an urban trail in the West Ward