EASTSIDE 2035

Eastside 2035:
Community Revitalization Action Plan

Steering Committee Meeting 2

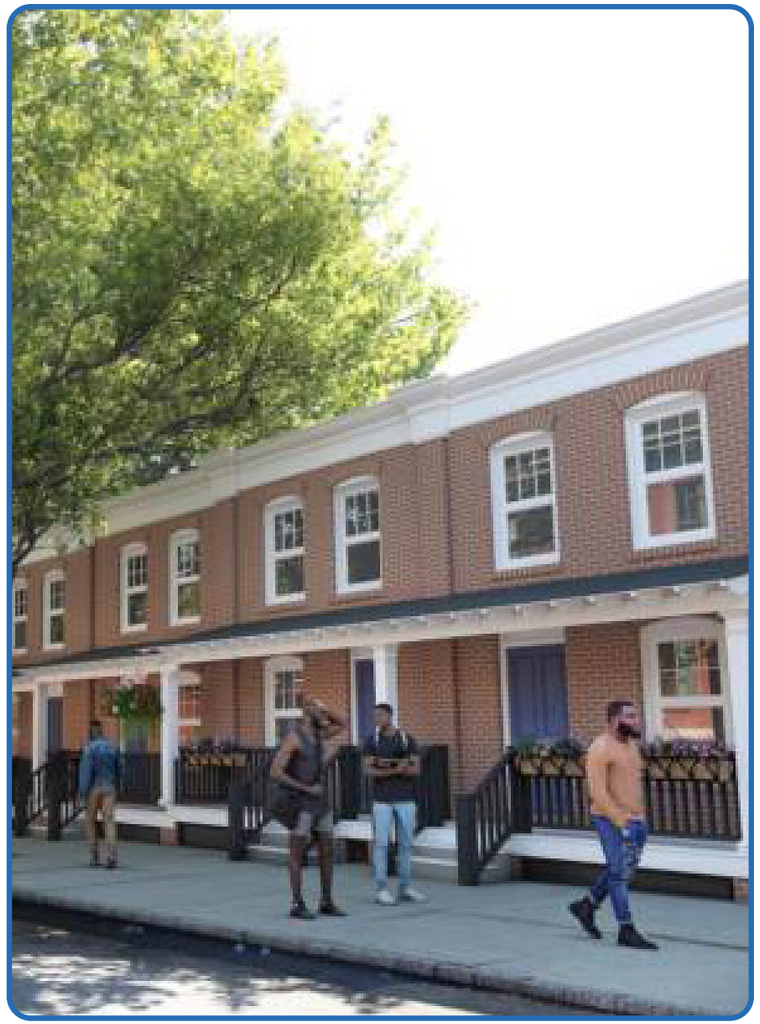
July 11, 2024



Steering Committee 2 Agenda

Hello & Welcome!

- Introductions
- Review Roles & Project Process
- Small Group Discussion
    - Main Takeaways
- July Trip - Outline & Goals
- Visioning Activity
    - Walk Through Boards & Activities
    - Main Takeaway
- Vision Statement Activity
- Next Steps



Introductions

Mend Collaborative



Zakcq Lockrem, AICP
Project Manager
Partner, Senior Planner



Michelle Bright
Principal in Charge
Partner



Bindu Nicholson
Summer Intern
Designer



Everett Black - Virtual Lead
Summer Intern
Planner

Mend

Introductions

Tell us your name

What's your connection to Eastside

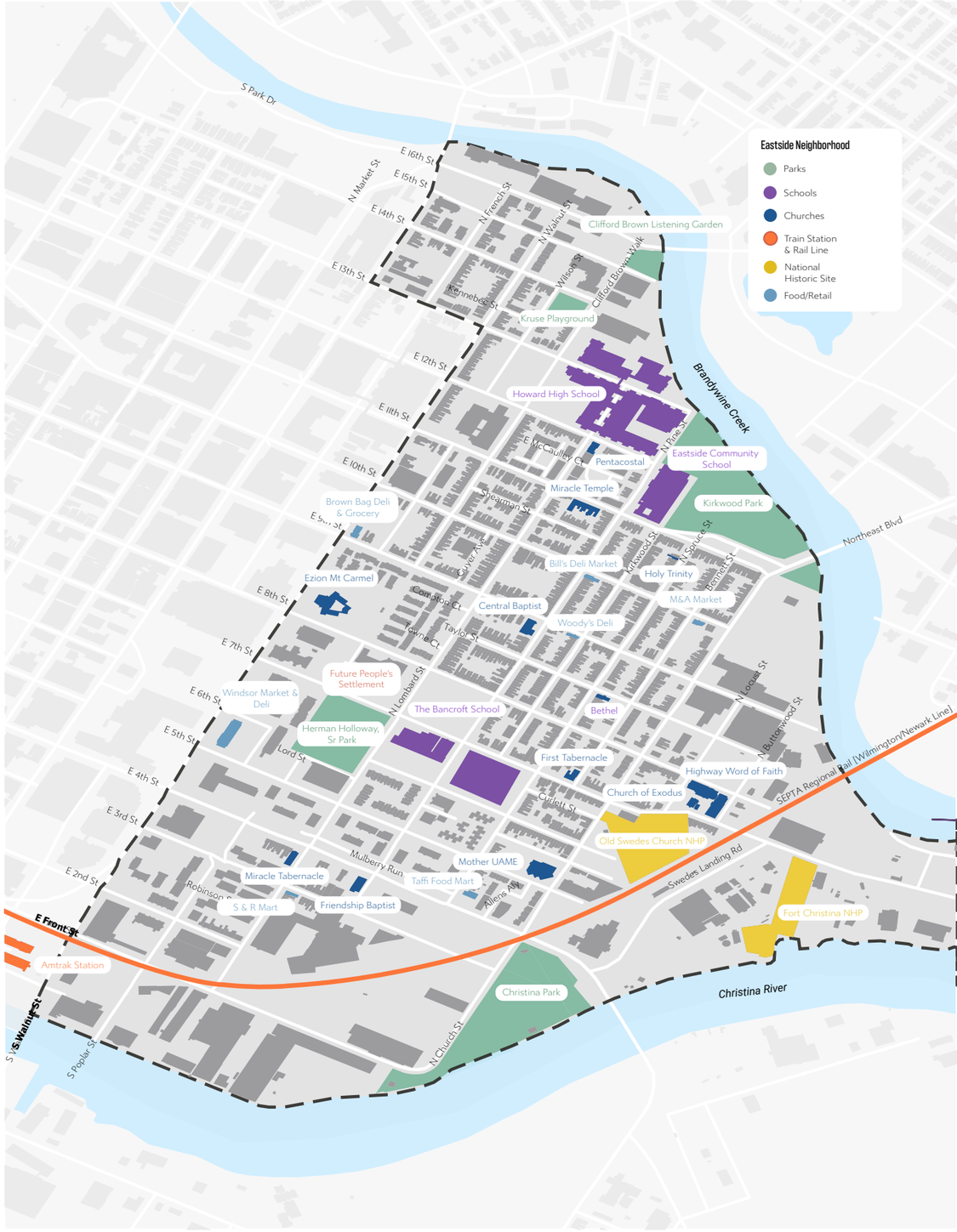
Steering Committee Rules and Agreements

- Respectful communication
- Meetings will start 15 minutes late and end on time
- Raise hand or signal to speak
- Discussion should remain focused on agenda items
- Decisions will be made by consensus if possible and by vote if not
- Discussions and sensitive information shared should be confidential
- Constructive criticism is welcomed, but should be presented in a respectful and constructive manner
- No side conversations
- Limit cell phone usage
- Action items with due dates will be assigned at the end of the meeting
- Meeting will end once all agenda items have been addressed, or at the designated end time, whichever comes first

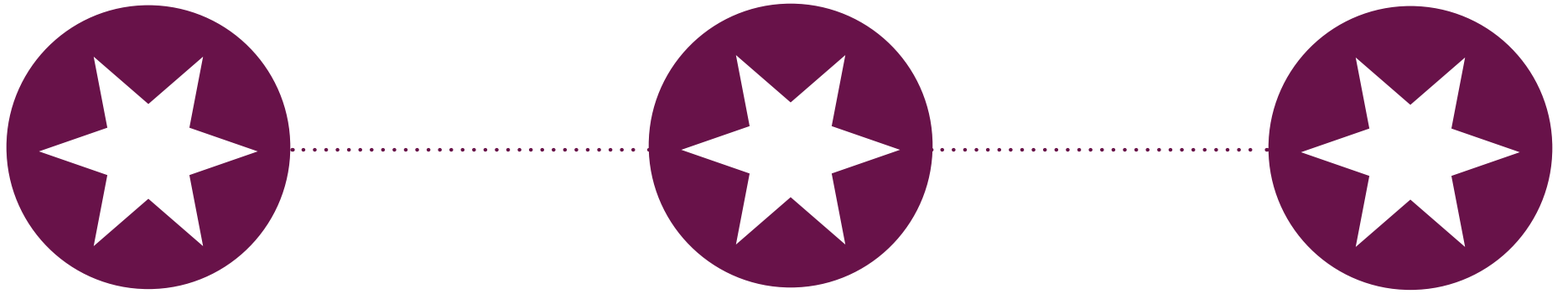
Project Overview

Eastside 2035 will be a plan that outlines recommendations and action steps to achieve the community's vision and goals over the next 10 years. The plan will build upon previous input given by community members, seeking to refine their vision while reflecting new ideas from Eastside residents and stakeholders.

- The Eastside has approximately 6,000 residents.
- Our engagement goal is to have at least 600 residents (10%) participate in some way.
- We will also set goals for specific subgroups. For example elders, residents with disabilities, and single parent households.



Project Engagement Schedule



Understand

May – August

Goal: Understand key issues, challenges, and previous plans affecting the study area.

Engagement:
Online Engagement
1 Open House
6 Pop-Ups
Stakeholder Survey

WE are here

Envision

August– October

Goal: Provide vetted strategies and approaches related to project goals.

Engagement:
Online Engagement
1 Open House
6 Pop-Ups

Act

October – December

Goal: Document a clear path to implementation.

Engagement:
Online Engagement
1 Open House
Implementation Partner Interviews

Roles and Responsibilities

Steering Committee

Who:	~20 residents and stakeholders
Commitment:	Attend at least 4 of 5 committee meetings (typically the second Thursday each month). Encourage friends and neighbors to participate (if each person encourages 10 people to participate, that's 200 people!). Provide feedback on engagement and recommendations.
Compensation:	$50 gift card at the end of the process

Ambassadors

Who:	~10 residents and stakeholders
Commitment:	Will conduct outreach in the community. Must attend 2 training sessions and participate in at least 2 "pop-up" events (approximately 10 hours total throughout the process).
Compensation:	$200 stipend once the commitment has been completed

Small Group Discussion - Main Takeaways

1. What are the unique qualities of Eastside?

- **Multiple generations of families call the Eastside home**
- **Has always been a Black community**
- **Rich history/History of belonging (1940s-50s)**
  - There was a thriving middle class of people who owned businesses, and were artist and musicians (Senior Eastside residents believe this was possible due to segregation)
  - Howard High school was the only high school in Delaware for Black students - an excellent school whose teachers lived in the neighborhood
  - A tight knit community
- **Proximity to Downtown - easy to get to anything**
- **Older neighborhoods**
- **Small homes**

Small Group Discussion - Main Takeaways

2. What do you believe are the biggest barriers to success on this project?

- **More community engagement and involvement.**
  - Community needs to understand their role in making the community better
- **People need a stake in the community**
  - Renters have less of a stake
  - Affordable housing necessary
  - Concerns - Gentrification (house flipping) on the Eastside, and some people are getting priced out of the market
- **Lack of communication**
  - Digital media doesn't reach much of the population
  - The radio station has a small following
  - Literacy is a problem for some residents
  - Possible Solutions - Old school Yellow Pages, marquee board with the latest notices, meet and talk to people when they're in front of you on the street - not only in special meetings
- **Lack of support due to fear**
- **Lack of civic engagement/participation**
- **Lack of awareness of resources that are already in Eastside**

Small Group Discussion - Main Takeaways

3. In 2035, I want news headlines about the Eastside to say…

- Eastside is a model community where you want to live, laugh, work and play (borrowed from downtown)
- A place where people want to live and are excited to buy a home in the area
- Eastside has the lowest crime (from its highest today)
- Eastside is a community that is modeled by other cities across the nation for its turnaround
- It's a wonderful place to live
- There is space for everyone
- The Eastside is "the example for the City"
- Recreation activities, like softball, in Eastside, for kids and adults

Small Group Discussion – Main Takeaways

4. Describe who lives in, works in and visits the Eastside today?

- Families who have lived there in the past
- Construction workers (because of the many housing developments underway)
- New home-owners
  - Affordable housing necessary
  - Concerns - Gentrification (house flipping) on the Eastside, and some people are getting priced out of the market
- People who come into the Eastside to buy drugs
- The industrial area has 40+ businesses but we hardly know they exist. Maybe people who work there could be attracted to live in Eastside

Small Group Discussion – Main Takeaways

5. What is your aspiration for the future of the people of the Eastside?

- Generational wealth is being built and the community is thriving because of it
- Residents are proud to live in the Eastside
- Need to be more connected to one another
- Murals which tell the story of the community as well as being public art
- “Before” pictures and the “after” pictures that show how far we’ve come in bringing back the Eastside
- Community center to give young adults something to do and medical facility to serve needs (like drug abuse)
- Would like to see professionals living on Eastside (bankers, etc)
- Need mixed market housing to draw different kinds of people

Small Group Discussion - Main Takeaways

6. Who needs to be engaged in this project for it to be successful?

- Everyone: men, young people, renters, people with disabilities
- Those who are renovating the Elwyn Center - it could become the "new People's Settlement" with recreation opportunities, access to social services, meeting space

Community Resources

- Agave fellowship breakfast at Central Baptist (second Sunday of every month)
  - Population that is gravely underserved attends
- Seven stones credit union
- Habitat for Humanity and Woodlawn doing good housing work
- $1.5 million available for new home buyers to stabilize the Eastside

July Trip - Goals

Goals

- **Events:**
  - First community engagement workshop
  - Steering committee meeting #2
  - Stakeholder and elected official interviews
  - Site visits
  - Ambassador training session

- **Establish a relationship with the steering committee, stakeholders, residents, ambassadors, and elected officials**

- **Gain a better understanding of the neighborhood through observation and engagement**

- **Receive feedback from the public on the project**

- **Produce a summary that includes an updated project schedule of deliverables and the results of the vision setting exercise**

Vital Conditions for Health and Well-Being

Research and recommendations for Eastside 2035 will be organized around the 7 vital conditions for health and well-being. These are a set of conditions of places and institutions that all people depend on to reach their full potential for health and well-being.



Belonging + Civic Muscle



Basic Needs for Health + Safety

Humane Housing



Thriving Natural World



Meaningful Work + Wealth



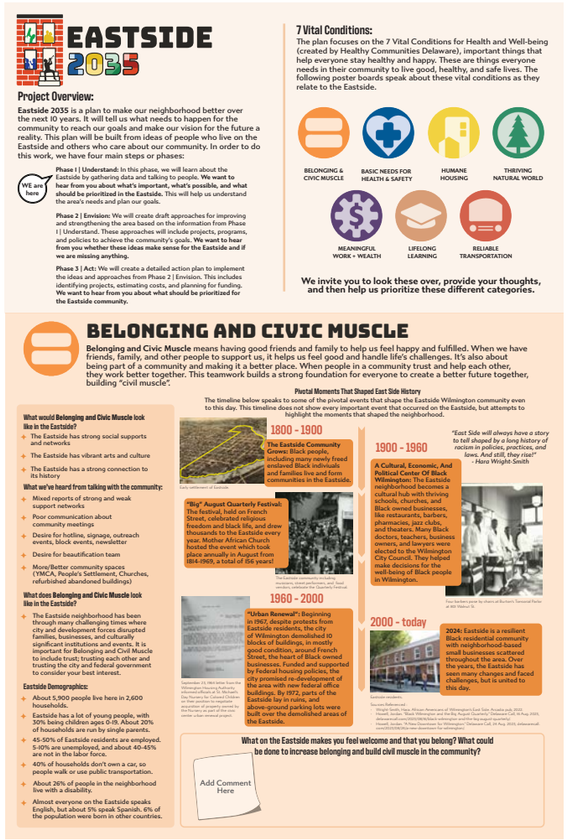
Lifelong Learning



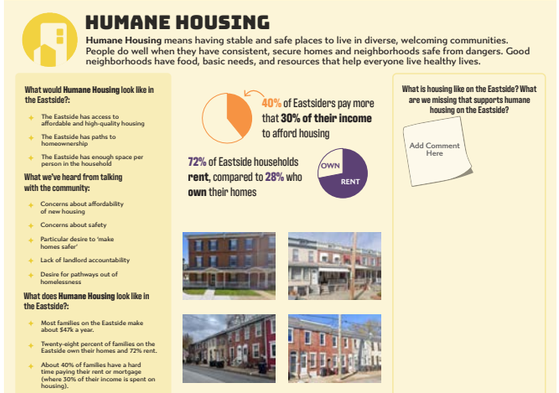
Reliable Transportation

Community Workshop #1

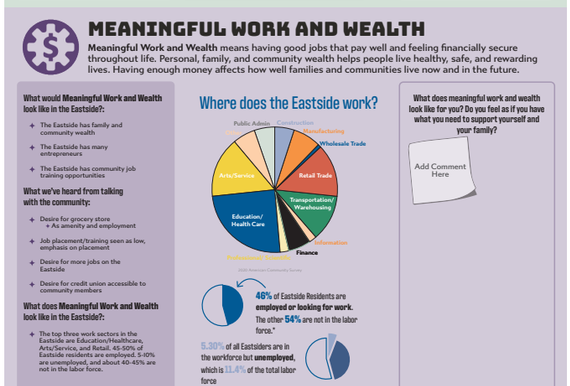
Walk Through Boards & Activities

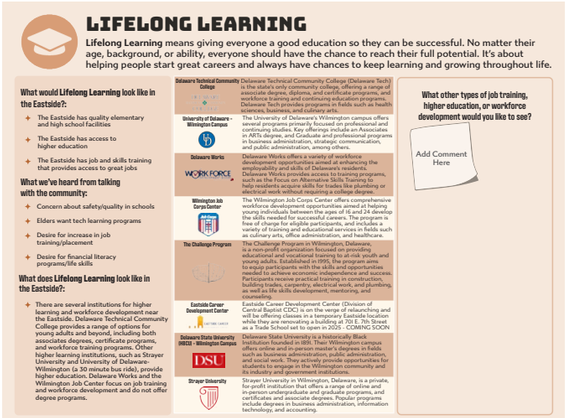


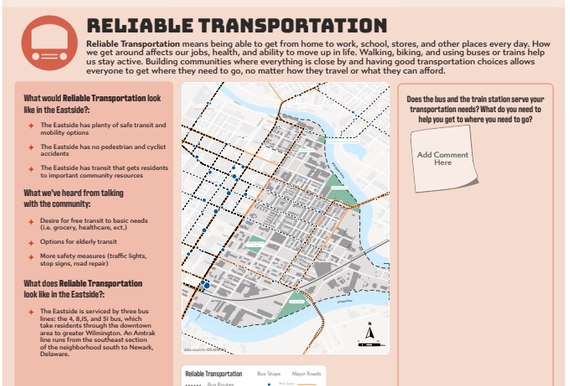








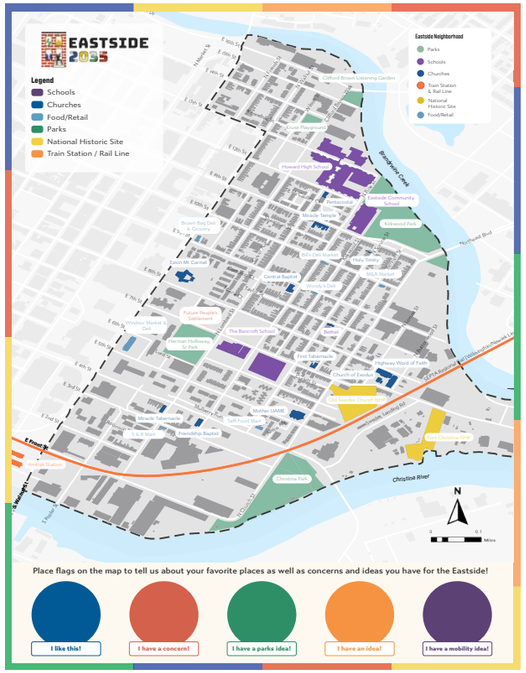




Community Workshop #1

Walk Through Boards & Activities

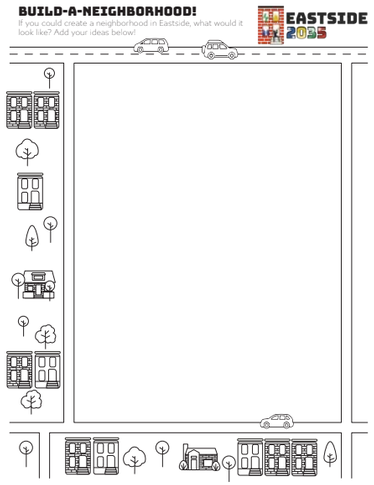
Mapping Activity

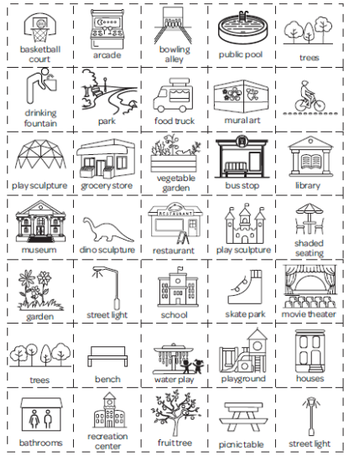


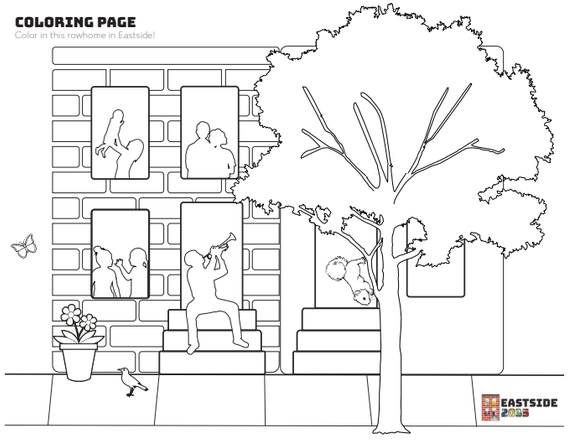
Voting Activity



Kids Activities







Vision Statement Activity

In 2035, Eastside wins an award for being a model community in Delaware. What features of Eastside led to winning this award?

1. First, everyone will get a piece of paper to brainstorm, on their own, their answer to this question (5 minutes).
2. As a group, have a discussion about the features of Eastside that led to winning this award. Make sure to assign a person to take notes (20 minutes).
3. As a group, agree on 3-5 sentences that answer the question. (10 minutes)
4. The note taker for each table will share out their group's vision statement.

Thank You!

Next Steering Committee Meeting: September 19

EASTSIDE 2035