



# EDUCATION, CHILDREN & YOUTH

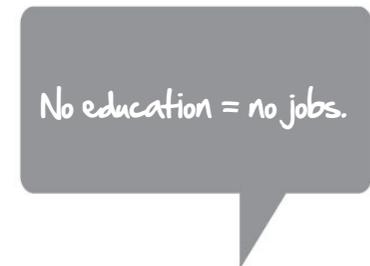
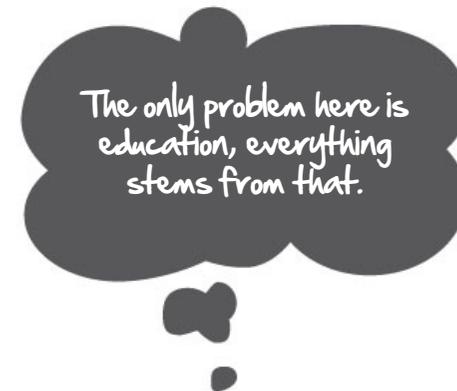
## GOAL

Abundant opportunities for training and education will be available for all members of the community from children to adults, with a high level of engagement and collaboration between parents, teachers and students to meet educational goals. Children and youth of all ages will have places to go and activities that keep them interested and engaged in shaping their community and their future.

## WHY THIS MATTERS: KEY ISSUES AND OPPORTUNITIES

Our community suffers from low education attainment and high drop out rates, which impacts the ability of residents to meet their full potential.

- **51%** of adults in 2009 graduated from high school, a 16% increase from 2000, but still leaving **49%** without a high school diploma.
- Residents with college degrees have nearly doubled since 2000 to over **5%** of the population.
- High levels of **truancy** and **drop outs** are cited as major concerns for the community.
- The lack of **parental and guardian involvement** in their children's education is cited as a major barrier to better student performance.
- New schools have been built in the surrounding community, namely **Julia Burgos, Kensington CAPA,** and **Hunter.**
- Schools in the study area vary widely in performance with roughly half ranking in the top third and half ranking in the bottom third.
- The charter school movement and **alternative education** programs have offered more options and promising outcomes.
- The proximity of **Temple University** is an asset that can be used to support educational initiatives in the community.



## STRATEGIES AND ACTION STEPS

### **1 Engage youth with programming to reduce truancy and increase graduation rates**

#### **!!! 1.1 Create a 100% Graduation Rate and Stay in School program for at-risk students**

Youth United for Change (YUC) will lead community partners to develop comprehensive dropout programs that target at-risk students. Several models exist for reference: the Philadelphia Education Fund is piloting a dropout prevention model in three public schools that uses intensive intervention methods, combining academic support, mentoring and social work, to keep at-risk children in school, while the Graduation Coach campaign at Congreso de Latinos Unidos helps adults reach out to youth to keep them in school.

#### **!! 1.2 Investigate potential of Promise Neighborhood model**

The Promise Neighborhood Initiative borrows from the Harlem Children's Zone model which creates a cradle-to-college continuum of support that links education, health, family, and targeted community and economic development to boost graduation rates and community revitalization. APM and its community partners will examine the feasibility of such an initiative. Neighborhoods that are not federal grantees can still utilize the tools of the initiative through the Promise Neighborhoods Institute at PolicyLink ([www.promiseneighborhoodsinstitute.org](http://www.promiseneighborhoodsinstitute.org)).

#### **!!! 1.3 Support coordinated service-based learning linked to community projects and harness university students for internships**

Hands-on learning opportunities benefit both students and the community organizations they serve. Need in Deed and Temple's Community Learning Network will partner with community organizations to develop a coordinated system for turning community projects into service learning curricula. University education and social work programs place students in practicums and

internships as part of their training. Community groups can contact the university professional development directors to provide these placements and access work-study funds where possible.

#### **! 1.4 Develop opportunities for field trips to expose kids to new experiences**

Exposing children and youth to new environments provides an invaluable window into new possibilities for their future. Several community partners, including Village for Arts and Humanities, Semilla Arts Initiative, and Aspira, have signed on as partners to develop field trip opportunities. Additionally, Urban Blazers is working with the Hope Partnership for Education and Penrose Playground to provide hands-on learning through outdoor activities. ([www.urbanblazers.com](http://www.urbanblazers.com))

#### **!!! 1.5 Develop evening activities to provide a safe place for kids to go**

To address the dangers that kids face, the Village of Arts and Humanities and its partners will work to provide safe places in the evening when afterschool programs let out. A precedent is the Summer Night Lights program in Los Angeles which targets at-risk youth by keeping parks lit at night and offering extending youth programming in the summer months with a resulting reduction in crime. (<http://mayor.lacity.org/Issues/GangReduction/SummerNightLights/index.htm>)

#### **!!! 1.6 Use youth leaders to develop new programs for older youth**

YUC, along with its partners PHA and the Parks Department, will work with youth leaders to develop new programs that target older and out-of-school youth, which have been identified as insufficient to support the needs in the community.

#### **!! 1.7 Develop and publicize local college scholarship funds and assistance**

The School District maintains a Scholarship Warehouse and its new Rivera Parent and Family Resource Center, which also houses a Philadelphia Education Fund

## DROPOUT PREVENTION

Drop-out prevention programs take a multifaceted approach to the reasons children leave school. They focus on areas such as academic improvement, attendance/truancy, behavior management/discipline, bullying/violence, career education, community collaboration, extended-school/summer program, family/parental involvement, literacy development, substance abuse, virtual learning, and life skills training.

Several national resources exist for parents and educators:

**ATTENDANCE WORKS** provides resources and tools (including for parents) to support increased school attendance  
[www.attendanceworks.org](http://www.attendanceworks.org)

**DROPOUT PREVENTION** is a clearinghouse for resources and strategies related to dropout prevention.  
[www.dropoutprevention.org](http://www.dropoutprevention.org)

**NO DROPOUTS** is an online dialogue showcasing how different communities are dealing with dropout prevention.  
[www.nodropouts.org](http://www.nodropouts.org)



College Access Center, is a good portal for learning about scholarships and financial assistance, receiving individualized college advising, and college prep assistance. The Village of Arts and Humanities and Aspira have also signed on as a partner to promote this action step.

### **!!! 1.8 Improve programs for non-native English speakers**

Given the diversity of our community's population, improving student performance and success requires developing strong programs for students who are not native speakers of English. YUC, APM and Aspira will work to improve these programs. Additionally, parents should be made aware of the language access and interpretation services available to them through the School District.

## **2 Get parents and guardians involved in their children's education**

### **!!! 2.1 Promote awareness of the Rivera Parent and Family Resource Center and parenting classes**

Parents need to be provided with the tools necessary to become better consumers of education services, navigate the school system and access resources. Several community organizations provide parenting classes, as does the School District's Parent University which offers free classes at locations throughout the city including the newly-opened Rivera Parent and Family Resource Center in the School District and the Paul L. Dunbar Promise Academy. The Rivera Resource Center is a one-stop shop for information, support and referrals for educational resources and social services for parents and their school-age children.

### **!!! 2.2 Support tactics that engage parents and guardians in ways convenient to them**

Active parents and guardians need to be supported in their efforts to be connected with the schools and be involved in their children's education. Creative communication tactics, including technology such as Skype and phone conferencing, can be deployed to offer a range of options for keeping informed in a manner that is convenient and parent-friendly. APM, the Parks Department, and Aspira will work to reach out to parents and guardians.

### **! 2.3 Strengthen relationship with local parent and community ombudsman**

The School District's Parent and Community Ombudsmen are the liaison between parents/guardians and schools. The community around each school should be aware of how to contact their ombudsman as another resource for information and communication.

## **3 Develop opportunities for adult education**

### **!!! 3.1 Remove the barriers that prevent enrollment in GED programs**

Adults who want to go back to school to earn their GED or higher education degree face a number of obstacles that include cost, finding time around their work schedule, and childcare. YUC, Congreso, and Aspira will assist adults wanting to return to school with a range of educational programs that offer flexibility.

## **4 Advocate for school reform**

School reform is a complex issue involving state and local governments; however community members can be active in providing input and sharing information with the School District and others in their community. There are several avenues for doing so and community groups such as APM, the Philadelphia Prevention Partnership, and Esperanza will encourage involvement in the following groups.

### **!!! 4.1 Recruit community members and parents/guardians for School Advisory Councils**

The School Advisory Councils provide overall leadership at each school and are composed of principal, teachers, school staff, parents, students and community members. The Councils offer a forum for exchanging ideas about how to improve student achievement.

### **! 4.2 Publicize and encourage parents/guardians to attend Superintendent's Parent Roundtable**

The Superintendent's Parent Roundtables are evening sessions that to provide parents with an opportunity to meet and speak with the Superintendent, ask questions, air ideas and concerns and get updates on key initiatives.

### **! 4.3 Encourage education stakeholders to join the Education First Compact**

The Education First Compact is a Philadelphia Education Fund civic engagement effort that meets monthly to inform stakeholders of school reform initiatives.

### **!!! 4.4 Keep the community informed of local school issues**

Local education stakeholders, including parents/guardians, students, teachers, principals, and community organizations who are involved in the advocacy efforts need a mechanism to bring information back to the community. APM, YUC, and NSCA will work to keep the community abreast of school issues and the community can tap into other local and district-wide community organizing structures (see box).

# PARENT / GUARDIAN RESOURCES

**PHILADELPHIA HOME AND SCHOOL COUNCIL** is a bridge between principals, teachers, parents, guardians, and the community. [www.philahsc.org](http://www.philahsc.org)

**HISPANOS UNIDOS PARA NIÑOS EXCEPCIONALES** helps parents who have children with disabilities. [www.huneinc.org](http://www.huneinc.org)

**PARENTS UNITED FOR PUBLIC EDUCATION** focuses on accountability and academic improvement. <http://sites.google.com/site/parentsunitedphila/>

**PARENT POWER** is a group of parents, guardians, and community members working with the schools to eliminate the academic achievement gap. [www.parentpower.vpweb.com](http://www.parentpower.vpweb.com)

**EASTERN NORTH PHILADELPHIA YOUTH SERVICES COALITION** is a collaborative of Latino youth service organizations that coordinates youth programming. [www.enpysc.com](http://www.enpysc.com)

**EASTERN PENNSYLVANIA ORGANIZING PROJECT** and **YOUTH UNITED FOR CHANGE** led grass-roots efforts in the area to improve parent access to information and transform neighborhood high schools into small schools. [www.youthunitedforchange.org](http://www.youthunitedforchange.org)

HIGH, MEDIUM, LOW PRIORITY	NUMBER	ACTION STEP	PARTNERS (SPONSORS ARE IN BOLD)	OTHER KEY ORGANIZATIONS	PERFORMANCE MEASURES	TIMEFRAME (YEAR 1-5)
<b>EDUCATION, CHILDREN &amp; YOUTH</b>						
<b>STRATEGY 1: ENGAGE YOUTH WITH PROGRAMMING TO REDUCE TRUANCY AND INCREASE GRADUATION RATE</b>						
High	<b>1.1</b>	Create a 100% Graduation Rate Program and Stay in School program for at-risk students	<b>YUC</b> , Congreso, CCP, Esperanza, McKinley, ENPYS, Aspira	Philadelphia Education Fund - Diplomas Now	Number of participants, graduation rate	2-3
Medium	<b>1.2</b>	Investigate potential of Promise Neighborhood model linking health, education, family involvement, community and economic development	APM, Congreso, Esperanza, Kensington Hospital, World Peace Plus			2-3
High	<b>1.3</b>	Support coordinated service learning projects linked to community projects and harness university students for internships	APM, Temple Community Learning Network, Need in Deed, Taller Puertorriqueños, Kensington Hospital, Semilla Arts Initiative		Number of projects, participants	1
Low	<b>1.4</b>	Develop opportunities for field trips to expose kids to new experiences	Recycling Rewards, Village, 26th District PPD, Aspira, Semilla Arts Initiative	PHS, PYN, Temple School of Journalism	Number of field trips, participants	1
High	<b>1.5</b>	Develop evening activities to provide a safe place for kids to go	<b>Village</b> , PHA-Office of Workforce Development, 26th District PPD, McKinley, Aspira	Job Corps, Youthbuild	Number of activities, participants	1
High	<b>1.6</b>	Use youth leaders to develop new programs for older youth	<b>YUC</b> , Parks Dept, PHA-Office of Workforce Development	Kensington CAPA, Temple University Community Collaborative	Number of programs	1
Medium	<b>1.7</b>	Develop and publicize local college scholarship funds and assistance	Village, Aspira	Philadelphia Fund College Access Program, LULAC, YMCA, RW Brown, Temple	Number of scholarships, recipients	1
High	<b>1.8</b>	Improve programs for non-native English speakers	<b>YUC</b> , APM, Taller Puertorriqueños	Temple Center for Social Policy, CCP, Free Library	Number of programs, participants	2-3
<b>STRATEGY 2: GET PARENTS AND GUARDIANS INVOLVED IN THEIR CHILDREN'S EDUCATION</b>						
High	<b>2.1</b>	Promote awareness of the Rivera Parent Resource Center and parenting classes	APM	Rivera Parent and Family Resource Center, Parent University of Philadelphia	Number of classes, participants	1
High	<b>2.2</b>	Support tactics that engage parents and guardians in ways convenient to them	APM, Parks Dept, Aspira		Number of participants	1
Low	<b>2.3</b>	Strengthen relationship with local parent and community ombudsperson				1
<b>STRATEGY 3: DEVELOP OPPORTUNITIES FOR ADULT EDUCATION</b>						
High	<b>3.1</b>	Remove the barriers that prevent enrollment in GED programs	<b>YUC</b> , Congreso, Esperanza	Temple Center for Social Policy	GED enrollment	2-3
<b>STRATEGY 4: ADVOCATE FOR SCHOOL REFORM</b>						
High	<b>4.1</b>	Recruit parents for School Advisory Councils	Philadelphia Prevention Partnership, Esperanza		Number of parents	2-3
Low	<b>4.2</b>	Publicize and encourage parents to attend Superintendent's Parent Roundtable	Philadelphia Prevention Partnership, Esperanza		Number of parents	2-3
Low	<b>4.3</b>	Encourage education stakeholders to join the Education First Compact	APM, Philadelphia Prevention Partnership, Esperanza		Number of stakeholders	2-3
High	<b>4.4</b>	Organize Education Task Force to keep community informed of local school issues	APM, YUC, NSCA		Formation of task force	2-3

**ABBREVIATIONS:** CCP = Community College of Philadelphia, ENPYS = Eastern North Philadelphia Youth Services Coalition, LULAC = League of United Latin American Citizens, NSCA = Norris Square Civic Association, PHS = Pennsylvania Horticultural Society, PYN = Philadelphia Youth Network, Village = Village of Arts and Humanities, YUC = Youth United for Change



# LEADERSHIP

## GOAL

Leaders will work together to create a diverse, united and involved community that is empowered and confident.

### WHY THIS MATTERS: KEY ISSUES AND OPPORTUNITIES

Our community boasts a lot of organizations working to improve the quality of life for community members, however better collaboration is needed among leaders to develop a united, cohesive voice for our community.

- There has been **demonstrable success** in the community from the efforts of community-based organizations.
- People in the community care deeply and are active and interested, but at the same time there is a sense of **“stepping on each other’s toes.”**
- **Communication** needs to be improved between organizations, and between these organizations and the community they serve.
- **Leadership development** from within the community is needed.
- **Community organizing** is necessary to keep residents engaged, informed, and to ensure that we have a voice in planning for the future of our neighborhood.

"Traditionally we have not collaborated. This is about changing that." - Nilda Ruiz, APM

"It's going to take time, and sensitivity and a willingness to keep coming back to the table for us to figure out how to work together." - Bishop Dwayne D. Royster, Living Water United Church of Christ

## STRATEGIES AND ACTION STEPS

### 1 Create a multigenerational network of leaders both existing and emerging

#### !!! 1.1 Organize faith-based groups

Among the groups serving our community, faith-based organizations are among the most numerous but more needs to be done to develop their leadership potential and their collective force. Philadelphians Organized to Witness, Empower and Rebuild (POWER) will work to organize faith-based groups to leverage manpower and resources to build community and translate faith into action.

#### !!! 1.2 Engage and train youth leadership

Youth United for Change, student councils and youth organizations like the Eastern North Philadelphia Youth Services Coalition will provide opportunities for youth to develop leadership skills by providing a forum for youth voice in community development and programming, recruiting youth representatives to attend community meetings, developing cultural sensitivity focus groups for youth, and supporting youth-led initiatives.

#### !!! 1.3 Recruit more community volunteers and strengthen organizing and outreach capacity

Block captains are key to the neighborhood's revitalization, but the current network does not have a high profile and many blocks do not have a block captain. APM will explore a "Block Captain University" to recruit new block captains and develop capacity. Junior block captains will also be recruited to develop youth leadership and community involvement. The 26th District, Mayor's Office of Community Service, and Recycling Rewards will also partner to develop organizing and outreach capacity in the community. Several existing networks for community involvement include: the PhillyRising Resident Engagement Boot Camp, the Planning Commission's Citizen Planner Academy, and Tree Tender certification.

### 2 Strengthen existing organizations

#### !!! 2.1 Register organizations with volunteer recruitment services

Community organizations depend heavily on volunteers and can take advantage of volunteer matching services by registering their volunteer needs with the Mayor's Office of Civic Engagement and Volunteer Services.

#### ! 2.2 Develop robust volunteer programs

Once they have recruited volunteers, community organizations need to retain them. Robust volunteer programs that are staffed appropriately and structured to provide volunteers with opportunities for meaningful contribution can help do this. The Mayor's Office of Community Service will help development these programs.

#### !!! 2.3 Build organizational capacity

The Philadelphia Nonprofit Capacity Building Collaborative consists of organizations that offer a full range of services to nonprofits that include legal, technological, financial planning, fundraising, marketing, facilities planning and development, and board development. LISC offers technical assistance and capacity building, and currently provides services to APM and WCRP. POWER, the Empowerment Group and Kensington Hospital will also work to build organizational capacity in the community.

## COMMUNITY ORGANIZING

**BLOCK CAPTAIN BOOT CAMP** 4th District Councilman Curtis Jones holds an annual day-long boot camp with expert-led workshops covering home improvement, green jobs, crime prevention, and government resources.

The **WALNUT HILL STREET TEAM** is a group of 10 passionate residents which travels door to door each month to provide some 3,000 neighborhood families with vital information about the programs and resources that are available to them.

[www.theenterprisecenter.com](http://www.theenterprisecenter.com)

**GREEN GUIDES** serve as a sustainability resource on their block, educating their neighbors about recycling, greening, and energy efficiency. They are part of the New Kensington CDC's Sustainable 19125 effort to green the community and make it the most sustainable zip code in the city.

[www.sustainable19125.org](http://www.sustainable19125.org)





The community's diversity is expressed through events such as the Sugarcane Festival, Norris Square and Spiral Q Parade, and Feria del Barrio.

### 3 Strengthen collaborative relationships between organizations

#### !!! 3.1 Create SCI Eastern North Implementation Committee

Good communication within and between groups will help to foster a united community. To facilitate collaboration and move the plan forward, APM and LISC will organize an implementation committee of community leaders that will be tasked with overseeing the implementation of the Quality of Life Plan, review the progress of the Plan, and evaluate results.

#### !!! 3.2 Recruit Temple University faculty as a resource

Temple University faculty have specialized expertise that is relevant to many of the Program Areas of concern to the community. Temple's Community Learning Network will work to connect these faculty members to the community as facilitators and advisors. Community research needs can be aligned with academic work to build a fruitful partnership.

### 4 Encourage community participation through community building events

#### !!! 4.1 Increase community engagement through SCI Information Network

Existing channels of communication can be enhanced by reaching out via on-line and off-line technologies. APM sends weekly news and updates via email and manages SCI Google Sites and Facebook pages as online forums for residents to upload and download information. Offline, the SCI Information Network can include a physical community bulletin board, a monthly bulletin newsletter, and an automated phone tree.

#### !!! 4.2 Create community calendar of events

Community groups can also submit events and notices to the SCI Information Network to distribute throughout the community, offering a central place for information about what's happening in our community.

#### !! 4.3 Develop community building events to promote multigenerational and multicultural interaction

The unique mix of cultures, the diversity of the residents both long-time and new, and the institutional and artistic communities lend themselves to the development of community events that draw people from across the whole community. Several popular events organized by community groups include the Sugarcane Festival, Feria del Barrio, Village Park Day, and Norris Square Parade.

#### !!! 4.4 Develop a branding strategy for the SCI Eastern North target area

Our community encompasses several different neighborhoods and is home to a very diverse population. The community can capitalize on its unique cultural diversity, its artistic community, and its institutional and organizational assets, to create a common ground for an SCI Eastern North branding strategy that builds off the "Our Community Our Ideas" campaign.

#### !! 4.5 Hold regular community dinners with proceeds going toward priority Action Step projects

APM will organize community dinners with contributions going to fund Action Step projects. These dinners double as a community building event and a way to maintain momentum in the Plan's implementation. A local example of this type of event is the Philly Stake dinners, where participants hear short presentations of potential ideas for funding and then vote for the winners ([www.phillystake.org](http://www.phillystake.org)).

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<b>LEADERSHIP</b>						
<b>STRATEGY 1: CREATE A MULTIGENERATIONAL NETWORK OF EXISTING AND EMERGING LEADERS</b>						
High	<b>1.1</b>	Organize faith-based groups	<b>POWER</b>	Living Water, NET CDC	Number of groups participating, regular meetings	1
High	<b>1.2</b>	Engage and train youth leadership	YUC, Aspira, Kensington Hospital	APM, Lighthouse, Philadelphia Student Union	Number of youth	1
High	<b>1.3</b>	Recruit more community volunteers and strengthen existing networks (block captain, Philly Rising, etc.)	<b>26th District PPD</b> , APM, Recycling Rewards, MOCS	PMBC	Number of recruits	1
<b>STRATEGY 2: STRENGTHEN EXISTING ORGANIZATIONS</b>						
High	<b>2.1</b>	Register organizations with volunteer recruitment services	MOCEVS, EG-Vista Program, Kensington Hospital, Congreso	Serve Philadelphia	Number of registrations	1
Low	<b>2.2</b>	Develop robust volunteer programs	MOCS, Kensington Hospital		Number of trainings	1
High	<b>2.3</b>	Build organizational capacity	<b>LISC, POWER</b> , Kensington Hospital, EG-Vista Program	LaSalle nonprofit center	Number of organizations receiving assistance	2-3
<b>STRATEGY 3: STRENGTHEN COLLABORATIVE RELATIONSHIPS BETWEEN ORGANIZATIONS</b>						
High	<b>3.1</b>	Create SCI Eastern North Implementation Committee	<b>APM, LISC</b>		Regular meetings	1
High	<b>3.2</b>	Recruit Temple faculty as a resource	<b>Temple Community Learning Network, NPACA, APM</b>			1
<b>STRATEGY 4: ENCOURAGE COMMUNITY PARTICIPATION THROUGH COMMUNITY BUILDING EVENTS</b>						
High	<b>4.1</b>	Increase community engagement through SCI information network	<b>APM, NPACA</b>		Development and update of network	1
High	<b>4.2</b>	Create community calendar of events	<b>APM</b>		Development of calendar	1
Medium	<b>4.3</b>	Develop community building events to promote multigenerational and multicultural interaction	<b>APM, PHS, NPACA</b>	NSCA, Taller Puertorriqueños, Village of Arts and Humanities	Number of events, attendees	1
High	<b>4.4</b>	Develop SCI Eastern North branding strategy	<b>APM</b> , Kensington Hospital		Development of branding	2-3
Medium	<b>4.5</b>	Hold regular community dinners with proceeds going toward priority Action Step projects	<b>APM</b>		Number of dinners, participants, funds raised, projects supported	1

**ABBREVIATIONS:** APM = Asociación de Puertorriqueños en Marcha, Congreso = Congreso de Latinos Unidos EG = Empowerment Group, LISC = Local Initiatives Support Corporation, MOCEVS = Mayor's Office of Civic Engagement and Volunteer Service, MOCS = Mayor's Office of Community Service, NSCA = Norris Square Civic Association, PHS = Pennsylvania Horticultural Society, PMBC = Philadelphia More Beautiful Committee, POWER = Philadelphians Organized to Witness, Empower and Rebuild, PPD = Philadelphia Police Department, YUC = Youth United for Change



# HEALTHY ENVIRONMENT & LIFESTYLES

## GOAL

Our community will become one of the safest, healthiest and greenest communities in the city.

### WHY THIS MATTERS: KEY ISSUES AND OPPORTUNITIES

A healthy environment is comprised of effective public safety, excellent resident health, and a commitment to greening the neighborhood.

- **Crime**, mainly drugs and violence, was cited by almost half of interviewees as a major weakness in our community.
- Since 1998, serious crime has **fallen by 37%** a significantly larger decrease than the citywide rate of 24%.
- **Active police involvement** from the 26th District in targeting hot spots and engaging with the community has had a positive impact.
- The community is under-resourced in terms of **parks and recreational opportunities**. This deficiency is particularly acute given the number of children and youth in the community. Many of the existing open spaces are performing far below their potential due to poor maintenance and concerns about safety.
- A new park - **La Placita** - and the revitalization of **Rainbow de Colores Playground** and **Fairhill Square** are signs of positive changes.
- **Health issues** such as obesity, poor nutrition and teen pregnancy are serious concerns. In 2008, nearly **70%** of children in North Philadelphia were overweight or obese, compared to 47% of children citywide.
- Tree cover in the community is only **7%**, only a third of which comes from street trees. This coverage falls short of the City's plan of reaching 30% coverage by 2035. But **green initiatives** have started to make an impact. Collaboration with PHS has significantly greened many of the vacant lots.

"Our playground, it's small. But we do a lot of big things with it. I wish we could do more."  
 - Dana Clark, manager of the 8th and Diamond playground

"When the community takes the streets over, the drug dealers will retreat,"  
 - Priscilla Preston, local resident

## STRATEGIES AND ACTION STEPS

### 1 Strengthen community policing to reduce crime in the area

#### !!! 1.1 Add police bike patrol

During the warm weather months, bike patrols can be an effective method of policing. The 26th District will promote bike patrolling, which gives police a more immediate connection to the community than in a patrol car. Bike patrolling can also reinforce biking in the community and support the new bike lanes on Berks Street.

#### !!! 1.2 Set up community policing program

A coordinated and concentrated effort must be made between members of the community and the police to step up community policing efforts. This includes a change in the culture of individuals in the community to take a stand against drugs and violence, and report crimes to the police. The 26th District Police and Village for Arts and Humanities will organize a town watch program that includes residents, institutions and businesses so that all members of the community are actively engaged in improving safety.

#### !!! 1.3 Hold community events that engage the community and police in a social context to build trust

Community events that promote safety alongside social activities in a fun and informal environment are important to building trust and relationships between members of the community and the police. The 26th District will promote activities, such as National Night Out, along with community partners.

#### !!! 1.4 Target nuisance businesses

Rather than assets that contribute to the economic growth of our community, nuisance businesses are in fact dampening such growth by attracting drug activity and other behavior that inhibit other legitimate businesses from investing in the area. The 26th District is targeting such businesses and residents can report

them to the District Attorney's Office Public Nuisance Task Force, which can assist the community to work with the business owners to eliminate the nuisance-causing problems, curtail business hours, or legally challenge the license renewal of the business.

#### !!! 1.5 Create action plans for priority hot spots

The police have identified and targeted some of the worst hot spots in the study area, particularly in the area north of York. APM, LISC and the 26th District will create specific plans of action for each priority hot spot that incorporates Crime Prevention through Environmental Design (CPTED), community policing, and metrics to reduce crime.

#### !!! 1.6 Develop a crime and safety strategy

APM and LISC will work with the 26th District to develop a crime and safety strategy that supports the goals of the Quality of Life Plan and regularly review and evaluate its progress.

#### !!! 1.7 Train key staff and community leaders on CPTED

To support the crime and safety goals, APM and LISC will provide training in the principles of CPTED to other organizations.

**CPTED** measures create conditions that make it more difficult to engage in criminal behavior by using principles such as territoriality, access control, image, and natural surveillance. Measures include making sure vacant lots are clean and have clear lines of sight into them, sealing vacant buildings, providing good lighting, trimming foliage and removing obstacles that obscure sight lines and provide places to hide.



The 26th district police have been active partners in the planning process, attending committee meetings (top), the visioning event (middle), and a crime and safety roundtable (bottom).



There is an active greening movement in the our community that can be expanded. Top: Las Parcelas, middle: rainbarrel demonstration, bottom: gardening at Pradera.

## 2 Promote public health programs to reduce obesity, teen pregnancy and drug abuse

### !! 2.1 Encourage walking and biking

APM and Kensington Hospital will promote healthy lifestyles that include walking and biking, health and nutrition, and fitness. More walking and biking in the neighborhood promotes healthy lifestyles and also community policing, as it brings more people out to take back the streets. The City's Adopt-a-Rack program increases bike parking and is suitable for commercial areas such as Borinquén Plaza to increase biking and foot traffic.

### !! 2.2 Develop health and nutrition workshops

Health and nutrition workshops, cooking demonstrations, and classes can serve to teach residents about healthy lifestyles and eating habits. APM and Kensington Hospital will look to health centers and underutilized kitchens in local institutions to provide space.

### !! 2.3 Develop a community fitness program

A community fitness program can promote a healthy lifestyles campaign, organize group fitness activities and classes, and offer a forum for residents to keep each other motivated in their fitness and nutrition goals. The uGo community wellness venture organizes fitness and nutrition activities in West Philadelphia and can serve as a model ([www.facebook.com/ugocommunity](http://www.facebook.com/ugocommunity)).

### !!! 2.4 Improve access to healthy foods

Our community needs better access to fresh food. Several opportunities exist to improve fresh food access: residents with yards can participate in the Community Health Collaborative vegetable garden training program to grow their own food; St. Christopher's offers discounted food programs and the Village of Arts and Humanities is organizing a farm share providing produce grown by local family farms; and the City's Get Healthy Philly project is piloting the Healthy Cart pro-

gram, which provides mobile produce vending opportunities in low access communities ([/www.foodfitphilly.org/eat-healthy/healthy-carts/](http://www.foodfitphilly.org/eat-healthy/healthy-carts/)). Additionally, APM and WCRP can support the new zoning code which increases the feasibility of urban agriculture.

### !! 2.5 Reach out to professional sports teams to sponsor anti-obesity programs

The community will partner with professional sports teams to rehabilitate the existing playgrounds and sports fields, build new open space facilities on vacant land, and fund youth fitness programs. The Parks Department is exploring the submittal of an application to the LISC NFL Grassroots Program, which rehabilitates sports fields in underserved neighborhoods. Additionally, the neighborhood schools are members of the NFL's Fuel to Play 60 program, making them eligible to apply for grants for nutrition and fitness projects.

### !! 2.6 Create new parents programs at day care centers and health facilities

New parents and their children benefit from counseling, support groups, parenting classes, and educational and training opportunities. Fit for Five is a partnership between Temple University, APM and NSCA that provides new parent programs. Additional new parent support is offered at the Village of Arts and Humanities, Lighthouse, Congreso de Latinos Unidos and MO-Mobile.

### !! 2.7 Provide prevention education to teens and families

APM, Kensington Hospital, and Congreso de Latinos Unidos, will promote teen pregnancy prevention programs to help teens and their families communicate openly and effectively. Parents and guardians need to be educated on how to talk to teens, and teen parents should be recruited to speak to their peers about their experiences. The Baby Watch program at Educating Communities for Parenting, where classrooms are transformed into learning labs, can serve as a model for bringing the real-life issues of a teen parent into the classroom.

**! 2.8 Support drug prevention education for kids**  
 Drug prevention education will be integrated into community youth programs throughout the neighborhood by APM, Kensington Hospital, and Congreso de Latinos Unidos. Programs include those at the Police Department and Norris Square Neighborhood Project.

**3 Make the neighborhood a green model for the city**

**!!! 3.1 Encourage green infrastructure projects for stormwater management and water conservation**  
 Green infrastructure to manage stormwater runoff is being incorporated in neighborhood improvements around our community, which is one of three to serve as model green sustainable neighborhoods in the PWD /PHS “Green City, Green Waters” program. The program teaches residents about water conservation and stormwater management, identifies priority project sites for potential interventions, and develops Demonstration Green Homes.

**!! 3.2 Develop tree planting strategy and recruit more local Tree Tenders**  
 PHS will help to develop a tree planting strategy that expands the tree canopy and links assets such as transit, commercial corridors, schools, rec centers, and parks. Recent initiatives in the community include Home Depot Foundation-funded tree plantings and PWD stormwater management pilot projects at Welsh and Hartranft Schools. Growing the Tree Tender program in our community not only brings more trees to the area and improves the health of existing ones, but also builds community through environmental stewardship that combines hands-on participation and accountability.

**!!! 3.3 Hold a “Greenest Block” contest**  
 The Hall of Dreams Gardening Club and partners that include Recycling Rewards, PWD, and Mayor’s Office of Sustainability (MOS) will help residents compete to make their block the greenest based on recycling, reduced energy use, and the use of stormwater management techniques.



*Green infrastructure techniques a) porous paving, b) water harvesting to capture and reuse water, c) green streets, d) rain gardens, and e) flow-through planters that infiltrate water from downspouts.*

**!!! 3.4 Develop a community compost center**  
 A community compost center will provide valuable fertilizer to community gardens and residents’ flower and vegetable gardens, as well as reduce waste and serve as a site for educational programming. The Village of Arts and Humanities along with the Hall of Dreams Gardening Club, McKinley Elementary School, PHS and MOS, will work to develop a compost center. Local businesses can also be recruited to participate in composting their food waste and sponsor the project.

**!!! 3.5 Improve, redesign and maintain existing recreational spaces**  
 Many of the existing recreational spaces in are in need of rehabilitation and maintenance to make them usable assets to the community. Several projects are already

underway: the Rainbow de Colores handball court is being redesigned by the Parks Department with assistance from LISC and APM, and Fairhill Square is being revitalized by a collaborative that includes Taller Puertorriqueño and the Lighthouse. The PWD and MOS will explore additional opportunities to improve existing spaces.

**!! 3.6 Develop new green spaces**  
 APM’s new Borinquén La Placita Park adds much needed green space to the community. As part of the long-term redevelopment strategy for vacant land, APM and their partners will identify further opportunities to increase green and recreational space and find sponsors to maintain them. The Hall of Dreams Gardening Club can be expanded or a new stewardship group can be created.



Redesign the ball fields at Welsh Elementary and create a green connection between Nelson Playground, Welsh Elementary School and McKinley Elementary School that supports proposed infill development.

**!!! 3.7 Redesign the ball fields at Welsh Elementary School**

The ball fields cut off Dauphin and 4th Streets, disrupting traffic flow and making the blocks around the school isolated and largely vacant, particularly south of the ball fields. There are two scenarios that can be considered to improve this part of the community. The first is to relocate the ball fields if adequate contiguous property can be acquired so that Dauphin and 4th Streets can be reconnected. If this is not possible, a second option is to improve the ball fields and use intensive greening and lighting to make the area safer.

The Parks Department and MOS, along with community partners NSCA and McKinley Elementary School, will examine the feasibility of these scenarios. Additionally, a green and safe connection can be made with a planting strategy between Welsh and McKinley through the park and the adjoining blocks that will support NSCA's planned infill housing.

**! 3.8 Explore phytoremediation to clean soil of industrial pollutants**

Our community has a lot of vacant land that formerly hosted industrial uses, particularly along American Street, and that may still harbor pollutants such as heavy metals, herbicides, solvents, and chemicals. Phytoremediation, which uses plants to clean harmful pollutants from the soil, can be considered for these properties for both environmental and beautification benefits.

**4 Encourage transit use and alternate modes of transportation**

**!! 4.1 Improve signage for trains and buses**

Our community is transit-rich, but transit use has not reached its full potential and many residents are not aware of the transit options available to them. SEPTA is creating marketing materials and will partner with the community to develop localized art and marketing materials to encourage residents to use transit and for transit users to navigate the neighborhood.

**!! 4.2 Add bike lanes to extend transit and connect assets**

Bike lanes have been added to Berks Street connecting the Temple Rail Station to the El Station on Front Street. Currently, Lehigh Avenue and part of Cecil B. Moore are the only other streets in the study area with bike lands. The Streets Department will consider additional lanes to make best use of transit opportunities and connect the community to assets. Some target streets for future bike lanes or shared lane markings and signage could include: American Street, Norris Street, Diamond Street, 5th and 6th as north-south pairs, Germantown linking Borinquén Plaza to Lehigh, and expanding existing lanes on Cecil B. Moore.

**!! 4.3 Make streetscape improvements around major transit stops**

SEPTA upgrades to the Temple Regional Rail Station are in predevelopment and can be complemented by better facilities at other major transit stops in the area, such as bus stops near institutions and retail centers which could be considered for sidewalk improvements, crosswalks, landscaping, better signage, and shelters. The Streets Department and PWD will partner with community groups to identify targets for improvement.

HIGH, MEDIUM, LOW PRIORITY	NUMBER	ACTION STEP	PARTNERS (SPONSORS ARE IN BOLD)	OTHER KEY ORGANIZATIONS	PERFORMANCE MEASURES	TIMEFRAME (YEAR 1-5)
<b>HEALTHY ENVIRONMENT &amp; LIFESTYLES</b>						
<b>STRATEGY 1: STRENGTHEN COMMUNITY POLICING TO REDUCE CRIME IN THE AREA</b>						
High	<b>1.1</b>	Add police bike patrol	<b>26th District PPD</b>		Number of police	1
Medium	<b>1.2</b>	Set up community policing program (Town Watch)	<b>Village</b>	Block captains	Number of volunteers	1
High	<b>1.3</b>	Hold community events that engage the community and police in a social context to build trust	<b>26th District PPD</b> , APM, World Peace Plus		Number of events, participants	1
High	<b>1.4</b>	Target nuisance businesses	<b>26th District PPD</b>	District Attorney's Office Public Nuisance Task Force	Number of citations, improvements	2-3
High	<b>1.5</b>	Create action plans for priority hot spots	<b>26th District PPD</b> , APM, LISC, PHS	District Attorney's Office	Crime rate	1
High	<b>1.6</b>	Develop a crime and safety strategy	<b>APM, LISC</b>		Development of strategy	2-3
Medium	<b>1.7</b>	Train key staff and community leaders on CPTED	<b>APM, LISC</b>		Number of trainings, participants	1
<b>STRATEGY 2: PROMOTE PUBLIC HEALTH PROGRAMS TO REDUCE OBESITY, TEEN PREGNANCY AND DRUG ABUSE</b>						
Low	<b>2.1</b>	Encourage walking and biking	APM, Kensington Hospital	Block captains, Town Watch, Philly Rising	Number of events, participants	2-3
Low	<b>2.2</b>	Develop health and nutrition workshops	APM, Kensington Hospital	Feast Your Eyes, Philadelphia Incubation Community Kitchens	Number of workshops, participants	2-3
Low	<b>2.3</b>	Develop a community fitness program	APM, Kensington Hospital	Hartranft PAL, Temple Athletics	Number of classes, participants, weight loss	2-3
High	<b>2.4</b>	Improve access to healthy foods	<b>Village, St. Christopher's</b> , APM, MOS , SEPTA	NSCA, Philabundance, Gardening club, Garden Tenders, Greensgrow, Food Trust, Community Health Collaborative, SHARE	Number of access points	1
Medium	<b>2.5</b>	Reach out to professional sports teams to sponsor anti-obesity programs	<b>Parks Dept, LISC, St. Christopher's</b> , World Peace Plus	Fuel to Play 60	Development of program	2-3
Medium	<b>2.6</b>	Create new parents programs at day care centers and health facilities	<b>Village, Fit for Five</b> , APM	MOMobile, Temple Center for Minority Health	Number of programs, participants	1
Medium	<b>2.7</b>	Provide pregnancy prevention education to teens and families	APM, Kensington Hospital, Congreso	DHS parenting program, Congreso, Temple Social Work	Number of programs, participants, teen pregnancy rate	1
Low	<b>2.8</b>	Support drug prevention education for kids	APM, Kensington Hospital, Congreso	Heads-Up Program, Scared Straight	Number of programs, participants, drug offense rate	1
<b>STRATEGY 3: MAKE THE NEIGHBORHOOD A GREEN MODEL FOR THE CITY</b>						
High	<b>3.1</b>	Encourage green infrastructure projects for stormwater management and water conservation	<b>PWD</b> , PHS, Village, MOS		Number of projects	2-3
Medium	<b>3.2</b>	Develop tree planting strategy and recruit more local Tree Tenders	<b>PHS</b> , PWD, MOS	APM Tree Tenders, Temple Office of Sustainability	Number of trees, Tree Tenders	1
High	<b>3.3</b>	Hold a "Greenest Block" contest	APM, Hall of Dreams Gardening Club, Recycling Rewards, PWD, MOS, McKinley		Number of recycling bins, energy reduction	2-3
High	<b>3.4</b>	Develop a community compost center	<b>Village</b> , MOS, Hall of Dreams Gardening Club, PHS, McKinley	Cousin's	Development of compost center	2-3
High	<b>3.5</b>	Improve, redesign and maintain existing recreational spaces	<b>PWD</b> , APM, MOS	PPD, 5th St Handball group	Number of improved spaces	2-3
Medium	<b>3.6</b>	Develop new green spaces and create stewardship group	<b>APM</b> , Village, Semilla Arts Initiative, Hall of Dreams gardening club, MOS		Number of new spaces	4-5
High	<b>3.7</b>	Redesign the ball fields at Welsh Elementary School	Parks Dept, MOS, NSCA, McKinley			4-5
Low	<b>3.8</b>	Explore phytoremediation to clean soil of industrial pollutants	APM, MOS	PHS, gardening club		2-3
<b>STRATEGY 4: ENCOURAGE TRANSIT USE AND ALTERNATE MODES OF TRANSPORTATION</b>						
Medium	<b>4.1</b>	Improve signage for transit	SEPTA		Number of new signs	4-5
Medium	<b>4.2</b>	Add bike lanes to extend transit and connect assets	Streets Dept, Village		Number of new lanes, riders	2-3
Medium	<b>4.3</b>	Make streetscape improvements around major transit stops	SEPTA, Streets Dept, PWD, Village		Number of improvement projects	4-5

**ABBREVIATIONS:** APM = Asociación de Puertorriqueños en Marcha, LISC = Local Initiatives Support Corporation, MOS = Mayor's Office of Sustainability, NSCA = Norris Square Civic Association, PHS = Pennsylvania Horticultural Society, PWD = Philadelphians Water Department, PPD = Philadelphia Police Department, YUC = Village of Arts and Humanities



# ARTS & CULTURE



## GOAL

Arts and culture will infuse our community, provide a voice for all community members and an opportunity for exposure to other cultures and traditions, and draw Philadelphians from all over the city.

## WHY THIS MATTERS: KEY ISSUES AND OPPORTUNITIES

The identity of our community is deeply bound with its cultural diversity and the strength of its arts communities. This unique asset is a powerful community building tool in the process of community revitalization.

- The ethnic and racial make-up of the community is **diverse** with half of the population identifying their ethnicity as Hispanic and about half the population identifying their race as African American. The Asian and Arab communities are also growing.
- **Heritage** and **history** offer opportunities for cultural production and for making lower eastern North Philadelphia a cultural destination.
- The area is home to a **thriving arts communities** with galleries, studios, performing arts spaces.
- Arts and cultural activities have positive results in community building that include gradual **neighborhood growth** and **poverty reduction**, a **positive social environment** with less truancy and delinquency, and fresh and inventive **civic engagement** that connects ethnically and economically diverse communities.<sup>1</sup>

"Art connects us to our community. It teaches us how to be responsible citizens." - Betsy Casañas, Semilla Arts Initiative.

"Our mix of cultures is our greatest strength," Nilda Ruiz, APM.

<sup>1</sup> Culture Builds Community: The Power of Arts and Culture in Community Building, Social Impact of the Arts Project, University of Pennsylvania.

## 1 Strengthen and market existing arts and cultural programs

### !!! 1.1 Set up local tours of public art

The Village of Arts and Humanities, North Philadelphia Arts and Cultural Alliance, and their partners will market public art in the community by offering local tours with guides trained in English and Spanish and a promotional brochure and map so people can explore on their own as well. Tours will be designed to support existing businesses by including local cafes and restaurants.

### !!! 1.2 Get involved with the North Philadelphia Arts and Cultural Alliance

Arts organizations in our community can expand their marketing presence through greater involvement with the North Philadelphia Arts and Cultural Alliance (NPACA) and look to University City District's arts promotion as a model and encourage sustainable leadership of the alliance. NPACA uses social networking technology to get the word out about events and information in the arts community to market member organizations.

### !! 1.3 Explore possible collaborative effort with existing programs

NPACA will help arts organizations coordinate their efforts with established arts-related programs and events, such as First Friday, Second Thursday, community service, and public art initiatives, to build on their reputation and afford additional marketing opportunities.

## 2 Highlight the cultural diversity of the neighborhood

### ! 2.1 Meet with Chinatown representatives to learn about their cultural programs and community organizing

Cultural organizations in the community can learn from the successes of Chinatown in building a culturally-based, civically-engaged community. NPACA and Semilla Arts Initiative will arrange meetings to share strategies that may be applicable across organizations.

### !!! 2.2 Develop a summer concert series

The Village of Arts and Humanities and its partners will organize an outdoor summer concert series to give performing artists exposure and add to the roster of community building events. Additional locations for outdoor concerts include the stages at La Placita Park and other parks in the area.

### !!! 2.3 Invite the community to celebrate cultural-significant holidays to promote cultural exchange

With the different cultures represented in the community, an abundance of opportunities exist to celebrate various cultural holidays and expose community members to the culture and heritage of their neighbors. Such events have the power to attract not only others in the community but people from all over the city, putting our community on the map as a cultural destination.

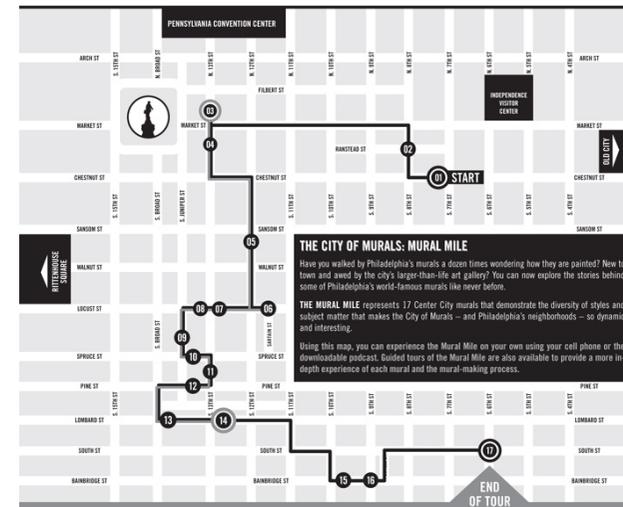
## 3 Use arts and culture to make a statement and encourage dialogue

### !!! 3.1 Develop an annual Arts and Culture fair in collaboration with local businesses

The Village of Arts and Humanities, in conjunction with the Greater Philadelphia Tourism Marketing Corporation and Multicultural Affairs Congress, will plan a fair that showcases arts, culture and local businesses, and markets the neighborhood as a center for arts and culture. The event will be a collaborative effort involving local arts organizations, such as Taller Puertorriqueño, Semilla Arts Initiative, and NPACA.

### !! 3.2 Create a guide to improving storefronts with art

Art in storefronts can enliven commercial corridors by improving existing businesses and activating vacant storefronts to generate interest and spur eventual reinvestment. The Village of Arts and Humanities, Semilla Arts Initiative, and NPACA will develop a guide to art in storefronts to help businesses, CDCs, and artists who are interested in transforming struggling corridors.

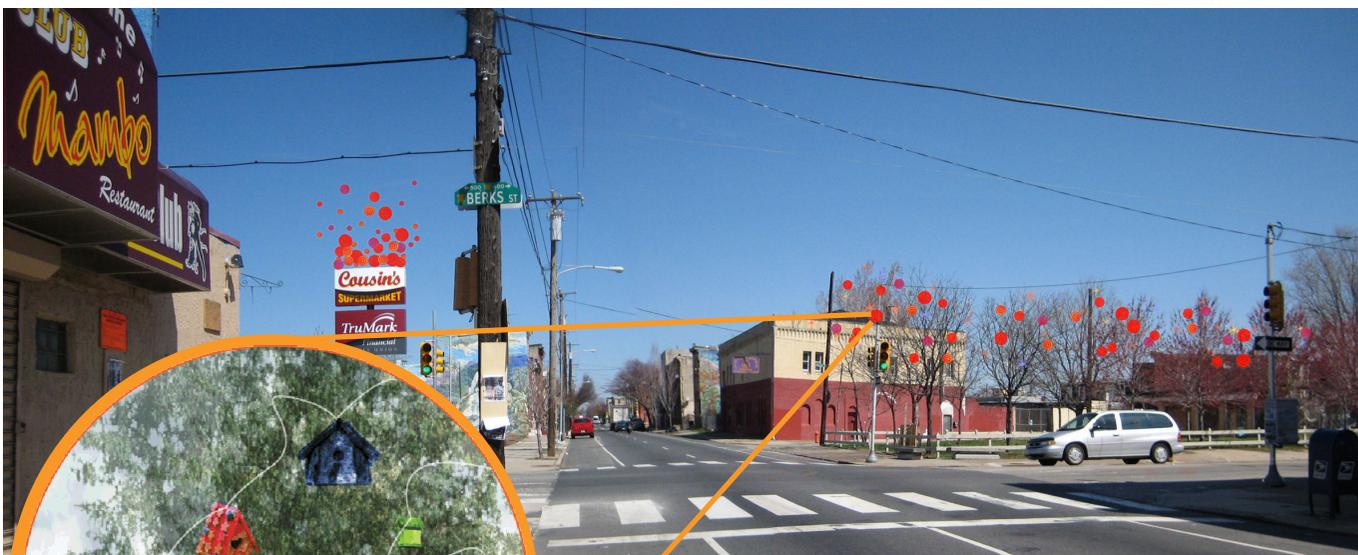


Top: The community is uniquely poised to promote its many cultural heritages.

Middle: Map of Mural Arts Program's Mural Mile Tour.

Bottom: Art in storefronts has become a movement in cities across the country dealing with a depressed commercial real estate market to both improve the appearance of existing businesses and activate vacant spaces.





Rendering of art installations that use prominent vacant lots and construction fencing.

**!! 3.3 Connect public art with schools**

Neighborhood schools are a natural opportunity to combine art and education. The Mural Arts Program and partners such as the Tyler School of Art, the Village of Arts and Humanities, Semilla Arts Initiative, and Taller Puertorriqueño are already active in developing art projects at local schools and should be supported.

**!!! 3.4 Develop temporary site-specific interventions in vacant properties**

Our community's vacant properties provide a canvas for do-it-yourself art interventions. The Village of Arts and Humanities, NPACA, and Semilla Arts Initiative will work with APM to re-purpose vacant properties in prominent locations to draw attention to nearby assets. Fencing and temporary construction fencing can also be utilized as a canvas to fill the gaps along streets and provide a window into the community's past and present.

**!!! 3.5 Develop an artist residency program for improving vacant property**

The Village of Arts and Humanities, NPACA, and Semilla Arts Initiative will explore the potential of an artist-in-residence program dedicated to finding new uses for vacant space. Such a program would provide a stipend and work space for local artists in rehabbed rowhouses in exchange for community service through arts programs and art installations in vacant lots. To sweeten the incentive and generate interest by artists, partnerships with major local museums can be explored to potentially offer an exhibit for participating artists at the completion of their residency.

**!! 3.6 Encourage Tyler students to teach art workshops in the community**

Tyler students are a substantial resource that could be better tapped to further the arts in the community. Al-

though they work with schools in the area, there is an opportunity to expand art enrichment opportunities to the residents of the community as a whole. The Village of Arts and Humanities, NPACA and their partners will work with Tyler to explore additional community art opportunities.

**! 3.7 Explore reusing Teatro Puerto Rico for arts space**

The vacant theater on Germantown Avenue is a historically and architecturally significant structure that has great potential to be an anchor site in the redevelopment of the corridor. APM and NPACA will explore the reuse of the building as an arts space.

**!! 3.8 Develop Public Art Master Plan**

To enhance the public realm and coordinate public art initiatives and gates, APM and its partners will develop a public art master plan.

HIGH, MEDIUM, LOW PRIORITY	NUMBER	ACTION STEP	PARTNERS (SPONSORS ARE IN BOLD)	OTHER KEY ORGANIZATIONS	PERFORMANCE MEASURES	TIMEFRAME (YEAR 1-5)
<b>ARTS &amp; CULTURE</b>						
<b>STRATEGY 1: STRENGTHEN AND MARKET EXISTING ARTS AND CULTURAL PROGRAMS</b>						
High	<b>1.1</b>	Set up local tours of public art and local "art" gardens	<b>Village, NPACA</b> , APM, Taller Puertorriqueños, Esperanza, CCP	Art Reach	Number of tours, participants	1
High	<b>1.2</b>	Get involved with the North Philadelphia Arts and Cultural Alliance	<b>NPACA</b> , Village, World Peace Plus, CCP, Taller Puertorriqueños, Esperanza, Semilla Arts Initiative	Temple Department of Government and Community Relations, Art Reach	Number of members	1
Medium	<b>1.3</b>	Explore possible collaborative effort with existing programs (1st Friday, 2nd Thursday, community service, public art)	<b>NPACA</b> , World Peace Plus, CCP, Taller Puertorriqueños, Esperanza, Semilla Arts Initiative	Girard Business Assoc., Girard Coalition	Number of new partnerships	1
<b>STRATEGY 2: HIGHLIGHT THE CULTURAL DIVERSITY OF THE NEIGHBORHOOD</b>						
Low	<b>2.1</b>	Meet with Chinatown representatives to learn about their cultural programs and community organizing	<b>NPACA</b> , Semilla Arts Initiative		Meeting initiated	1
High	<b>2.2</b>	Develop a summer concert series	<b>Village</b> , APM, World Peace Plus, NPACA, Semilla Arts Initiative		Number of concerts, attendees	1
High	<b>2.3</b>	Invite the community to celebrate culturally-significant holidays to promote cultural exchange	<b>Village</b> , Taller Puertorriqueños, NPACA, Semilla Arts Initiative	APM, Congreso, Norris Square Civic Association	Number of events, attendees	1
<b>STRATEGY 3: USE ARTS AND CULTURE TO MAKE A STATEMENT AND ENCOURAGE DIALOGUE</b>						
High	<b>3.1</b>	Develop an annual Arts and Culture fair in collaboration with local businesses	<b>Village</b> , Taller Puertorriqueños, NPACA, Semilla Arts Initiative, GPTMC, MAC		Number of participants	2-3
Medium	<b>3.2</b>	Create a guide to improving storefronts with art	Village, NPACA, Semilla Arts Initiative	Mural Arts Program, Commerce Department		2-3
Medium	<b>3.3</b>	Connect public art with schools	Village, NPACA, World Peace Plus, Taller Puertorriqueños, Semilla Arts Initiative, McKinley	Greater Philadelphia Cultural Alliance, Mural Arts Program	Number of schools, students involved	2-3
High	<b>3.4</b>	Develop temporary site-specific interventions in vacant properties	<b>Village, NPACA</b> , Semilla Arts Initiative, APM	Arts Rising, Greater Philadelphia Cultural Alliance, Slought Foundation	Number of projects	2-3
High	<b>3.5</b>	Develop an artist residency program for improving vacant lots	<b>Village, NPACA</b> , Semilla Arts Initiative	City of Philadelphia, Greater Philadelphia Cultural Alliance, Philadelphia Museum of Art, Tyler School of Art, Slought Foundation	Development of program	4-5
Medium	<b>3.6</b>	Encourage Tyler students to teach art workshops in the community	<b>Village, NPACA</b> , World Peace Plus, Taller Puertorriqueños, Semilla Arts Initiative	Tyler School of Art	Number of workshops, participants	2-3
Low	<b>3.7</b>	Explore reusing Teatro Puerto Rico for arts space	APM, NPACA			4-5
Medium	<b>3.8</b>	Develop Public Art Master Plan	<b>APM</b>			2-3

**ABBREVIATIONS:** APM = Asociación de Puertorriqueños en Marcha, CCP = Community College of Philadelphia, GPTMC = Greater Philadelphia Tourism Marketing Corporation, MAC = Multicultural Affairs Commission, NPACA = North Philadelphia Arts and Cultural Alliance, Village = Village of Arts and Humanities

# PRIORITIZATION

After reviewing the action steps, members of the community were given a limited amount of funds to spend on their top priorities. Although the results of the exercise reflect only a part of our community, the top ten selections below shed some light on which Action Steps resonate.

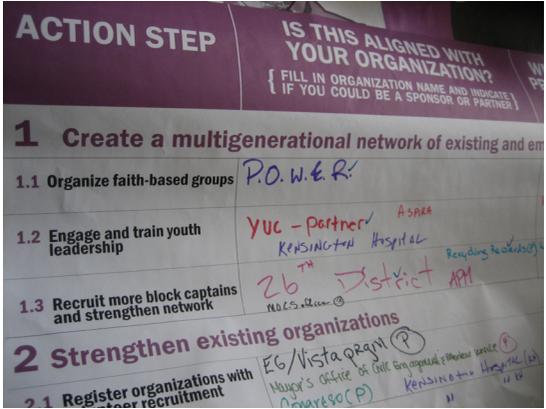
## SHOW US THE MONEY: TOP TEN

	Develop Youth Activities And Tap Youth Leaders To Develop Programs.....	<b>\$350</b>
	Recruit More Block Captains And Strengthen Network.....	<b>\$170</b>
	Activate Neighborhood Clean Ups.....	<b>\$150</b>
	Provide Homeownership Classes And Counseling.....	<b>\$150</b>
	Provide Financial Planning And Education Services.....	<b>\$150</b>
	Add Police Bike Patrol.....	<b>\$150</b>
	Improve Access To Healthy Foods.....	<b>\$150</b>
	Set Up Local Tours Of Public Art.....	<b>\$140</b>
	Publicize Local College Scholarships.....	<b>\$130</b>
	Publicize Parenting Classes & Support Tactics That Engage Parents.....	<b>\$130</b>

Community leaders were also approached to solicit support and input on priorities for individual action steps. Community input was combined with the responses from partner agencies and organizations to inform the prioritization of the Action Steps in the Plan.

*Top: Residents were asked to spend money on their top action steps.*

*Bottom: Community and city leaders signed on to push the action steps forward.*



- Form SCI Eastern North Implementation Committee
- Establish Project and Issue area sub committees
- Orchestrate regular community check ins
- Update plan annually