

Breathing New Life Into Older Neighborhoods Through Collaborative Revitalization



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Agenda

Objective

To provide lessons learned and tools for common challenges faced when working in older neighborhoods in legacy cities

Agenda

- Healthy Communities Revitalization Framework
- Case Study: South Side, New Castle
- Key Takeaways & Lessons Learned
- Role Playing Exercise
- Questions & Discussions

Please Log Your
Questions
During
the Presentation

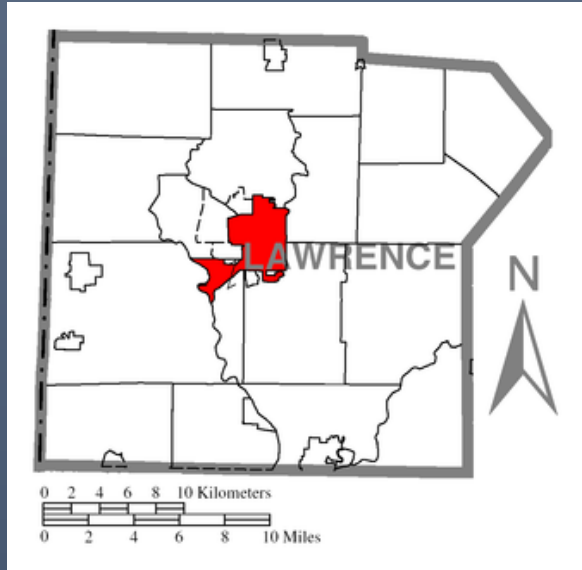


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What are the elements
of a healthy
community?

Case Study: New Castle



Case Study: New Castle

Indicator	South Side	New Castle	Lawrence County	Pennsylvania
Population	1,646	21,937	86,070	13,002,700
Median Household Income (2016-2020)	\$27,827	\$35,117	\$50,080	\$63,627
% Households in Poverty	35.8%	25.9%	12.9%	12.1%

Source: U.S. Census

Healthy Communities Framework

Specific strategies depend upon community goals and existing conditions, organized around 5 pillars:



Blight



Housing



Businesses & Services



Health & Wellness



Mobility

New Castle: Partnerships

Partners:

Gussie Walker Community Outreach Center

City of New Castle

DON Services

First Commonwealth Bank

First National Bank

Lawrence County Community Action Partnership

Lawrence County Land Bank

Neighborhood Legal Services

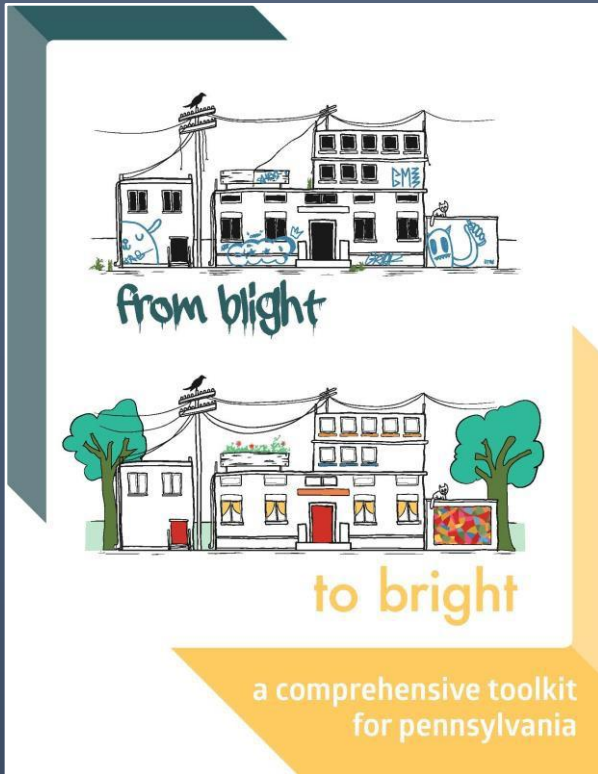
Regional Housing Legal Services

United Way of Lawrence County

UPMC Health Plan



Addressing Blight New Castle



STEP 1: Gain consensus for Developing a Blighted Property Strategy

STEP 2: Assess the nature and extent of the blight

STEP 3: Convene Blight Task Force

STEP 4: Engage Municipal Officials

STEP 5: Identify Priority Action Steps and Implement!

Addressing Blight New Castle

Existing Condition	Priority Strategy
Tax Delinquent Vacant Lots -- Mostly scattered throughout neighborhood	Side Yard Program in Partnership with County Land Bank
Owner Occupied Homes w/ Deferred Maintenance -- A high percentage of homes not yet blighted but with significant deferred maintenance	Home Repair Program in Partnership with DON Services
Blighted Properties in Visible Locations -- Blight not widespread, but several instances of highly visible blighted properties	Strategic Use of Demolition Resources

Addressing Blight: Sideyard Program

- Partnership with the Lawrence County Land Bank
- Adjacent Homeowners can purchase side yard through Land Bank for \$150
- Our program pays the cost of lot consolidation



Improving Housing: Owner Occupied Home Repair

- Partnership with DON Services
- Scopes prepared and overseen by DON, repair work done by local contractors
- Our Neighborhood Partnership Program funds leverage other dollars such as PHARE



Housing: Plan & Adapt

Eviction diversion became a critical need as pandemic rental protection and programs expired.

Program works to resolve Landlord/Tenant issues outside the court system. Partners include:

- DON Services
- Lawrence County
- Lawrence County Community Action Partnership
- Local Landlords
- Neighborhood Legal Services
- Regional Housing Legal Services
- United Way of Lawrence County

Businesses & Services

- Small business loan program
- Technical assistance & referrals to other providers
- Emergency COVID assistance grants to churches & social service agencies



Health & Wellness: Community Garden & Food Program

- Located on a corner lot
- Managed and programmed by DON Services
- Provides fresh produce for neighborhood residents



Mobility: Improving Connectivity

- Improve connection from Downtown to South Side
- Connect to rail trail along an abandoned railway
- Use local resources to leverage PennDOT's Multi-Modal Program
- Collaboration between City, Lawrence County Regional Chamber of Commerce and several non-profit agencies



Key Takeaways & Lessons Learned

- 1 Develop a Community Driven and Data Informed Plan
- 2 Build Capacity Through Strong Partnerships
- 3 Measure & Report Out Results

Building Capacity Through Strong Partnerships

Common elements to successful partnerships include:

- Alignment of mission and goals
- Recognition of core competencies
- Understanding motivations
- Definition of goals and scope in MOU or similar written document
- Start small to build trust

Building Capacity Through Strong Partnerships

Common elements to successful partnerships include:

- Focus on collective outcomes
- Regular communication & check-in. Adapt and pivot when necessary
- Focus on collective outcomes
- Share credit

What challenges have you run into developing strong partnerships in your community?

Common Partnership Challenges

Challenge	Potential Approach
Time – With an organization strapped for resources it can be easy to neglect time needed to develop and maintain a strong partnership.	Plan and schedule not only regular meetings with partners but internal planning meetings to handle follow-ups.
Priorities – An organization's programmatic partnerships may be viewed as lower priority than programs it is operating on a stand-alone basis.	Ensure mission alignment from the start. Establish goals for staff related to partnership and make part of regular internal meetings and performance reviews.
Messaging – The purpose and execution of the partnership may be unclear to an organization's clients and other stakeholders. This can extend to the organization's Board.	Non-profits often lack strong communications infrastructure to begin with. Build in cost of these resources, if necessary, to the partnership.

ABCD Neighborhood Strategy Exercise

- Small groups of 5-6 people
- Each group will have a neighborhood scenario
- Each neighborhood will have key assets, challenges and 5-6 community leader roles
- Your group has 15 minutes to develop a viable neighborhood strategy
- Every person / role in your group must have a voice in the plan and agree to it

Questions & Discussion