

# NPP Accomplishments

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CADCA, CADCB, and WWNP

Community Action Committee of the Lehigh Valley

August 2013

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## Community Action Development Corporation of Bethlehem

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### Neighborhood Revitalization

- 8 facades were refurbished creating 10 new commercial storefronts (8 property owners each received \$10,000 - a 5-yr. self-forgiving loan) A total of \$304,440 was spent on this project. 71% of the investment in this project came from building owners, with 26% being provided by SS Vision funding. The remainder was spent on architectural services
  - 27 additional houses received façade renovations.
  - 21 low-income households received emergency housing repairs.
  - A master plan for the Eastern Gateway was designed by Project for Public Spaces, a planning firm from New York.
  - A student-designed bus shelter constructed at East 4th and Williams Streets.
  - 2 benches were installed in the front of Donegan Elementary School facing East 4th Street.
  - Creation of a gathering space at Skateplaza
  - 2 box-light signs were removed, 4 businesses received new signage with 2 receiving external lights, as part of the 4Blocks International Sign Project.
  - Installation of a security camera at the pocket park on East 4th Street
  - St. Luke's Hospital & Health Network Employer Assisted Housing Program supported 3 employees to received down payment assistance and 2 to receive a grant for façade improvement.
  - Adopt a Park Program-Block watches agreed to maintain 5 parks
  - Park maintenance program was implemented with weekly inspections and signage placed in all Southside parks.
  - Relocation of the field lights at the Southside Saints Youth Football Field at Saucon Park. 124 youth who participated in previous season's football team (players and cheerleaders) will have lighting to practice their sport.
  - Park renovation at Third and Wyandotte.
  - Purchase and Installation of the Yosko Splash Park at Yosko Park.
  - Renovations for Southside Little League Senior Field
  - Renovation of Saint Fieldhouse
  - Construction of Bethlehem Skateplaza (1st Phase).
  - Construction of Shade Structure on the Bethlehem Skateplaza.
  - Redesign and Engineering of Bethlehem Skateplaza (2nd Phase).
  - Bird Sculptures of the Greenway.
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- Promoted code compliance and clean-up of 125 properties resulting in 36 properties isolated and 24 abated.
  - In partnership with the Wells Fargo Foundation, over 100 volunteers cleaned up the neighborhood, plant trees and shrubs, paint a mural, create a pocket park, rehabilitate an existing park, and landscape a new playground during a volunteer day and community festival (featuring food and local artists and entertainers) designed to celebrate South Bethlehem.

## NPP Accomplishments

- Playground equipment was installed along the Greenway near Buchanan Street for the use of neighborhood children and those who are visiting the Greenway.
- Organized neighborhood visioning process to come up with identity (Four Blocks International), including a design contest for branding.
- 55 pole banners, 8 larger pole banners, and 2 street banners were designed and purchased. A promotional video was made and a website was designed for the neighborhood.
- Advertisements, events banner, stock cards and decals were created for promoting businesses in the Four Blocks International neighborhood.
- 4Blocks streetscape design study completed by Urban Research Development Corporation.
- Artefact, Inc. developed façade drawings for two large multi-use buildings in 4Blocks International.
- The 4Blocks International website was redesigned and updated to entice more "urban adventurer" types to the neighborhood: [www.4blocks.org](http://www.4blocks.org).
- Genealogy study of the buildings in the Four Blocks International Neighborhood.
- Promotion and artist support for the International festival with designing of new solar banners to promote the Four Blocks International Neighborhood.

## Economic Development

- Conducted two 18-week series of Start Your Business courses annually for existing or prospective business owners, with 794 enrolled persons, 351 students completed the class and 114 completed business plans. These courses provided comprehensive entrepreneurial training to individuals interested in starting or expanding their business and are taught by volunteer professionals from all business disciplines. The participants are primarily residents of the focus area in south Bethlehem.
- Provided technical assistance to 753 business owners and/or prospective business owners and resulted in 106 new businesses started.
- 5 businesses created new websites with the assistance of Lehigh University students.
- The Sands Economic Opportunity Workshops: Recruited 800 local residents to 3 workshops where information on economic opportunities was provided, "Opportunities for Your Business" and "Joining Our Team". Over 400 local residents attended 3 seminars to learn how to apply online for jobs at The Sands Casino Bethlehem.
- Annual Microenterprise Expo started in 2008-2009, at which low and high technology businesses networked with each other and showcased their businesses to the community, with 49-56 vendors and 150-300 community members in attendance per year.

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## Community

- Over 5,000 people attended the 4Blocks International Festival on East Fourth Street over two years. Attractions included a variety of music, ethnic food, story-telling, martial arts demonstrations, health and safety information, and arts and crafts for children and families.
- Supported the Great Southside Sale with a community festival held outdoors at 3rd and Polk Streets (Discovery Center).

## NPP Accomplishments

- Helped to coordinate the food and festival for the Great Southside Sale held outdoors at NCC.
- Over 40 groups have used the community room at Forte building for public and private events.
- Convened meetings of residents, community partners and key leaders to discuss NAP/CSP
- Contract with Sasaki Associates to develop comprehensive services plan, survey of 150 residents.
- 10-year strategic revitalization plan for the neighborhoods of south Bethlehem was developed and adopted.
- "Assessing Housing Market Pressure: A Resident Survey of South Bethlehem, Pennsylvania" was completed.
- Establishment of Land Trust. "Seed" the Lehigh Valley Land Trust, which has been incorporated as a 501 © 3 organization that has renovated 2 homes in south Bethlehem, both of which are owner-occupied.
- Vacant Land Study was conducted.
- Organized a block party in a church parking lot.
- Combined the neighborhood block party with the Great Southside Sale to have a community event.
- About 40 people participated in an organized a neighborhood walk to promote clean streets and new trash receptacles. Project received recognition from state government.

### Fresh Food Access

- Brought fresh, locally-grown produce to Southside neighborhoods through the establishment of a weekly Bethlehem Farmer's Market in partnership with the City of Bethlehem, Bethlehem Parking Authority, Lehigh County Growers Association, Northampton County's Area Agency on Aging, the Pennsylvania Department of Agriculture, and others, eventually transferring Lehigh University.
- Changed location to New Street with 12 vendors regularly participating.
- Assisted the organization of a non-profit agency, Farmers of the World, to support local farmers and develop a local food system
- Buy Fresh, Buy Local campaign was introduced to the South Bethlehem neighborhood.
- 325 seniors received food vouchers, a 14% increase since the implementation of the campaign during the first year, and satisfaction surveys were completed.
- In the following year, 543 seniors received food vouchers, a 67% increase, representing \$10,860 income to local farmers and trolley and bicycle carriages were introduced.
- On-going youth participation in Project Southside Community Gardens.

### Youth & Teens

- Funding for the operations of Fowler Children's Technology Center provided services to 559 youth to increase their technology skills.
- 116 students completed SAT Preparation course at Northampton Community College.

## NPP Accomplishments

- Youth recreation coordinator salary funded since 2004-5; 103 activities hosted with over 7,000 youth participants. Coordinator organized a variety of constructive activities, including sports events and tournaments, dances and community fundraising.
- Approximately 955 people have attended 3 different Touchstone Theatre performances in Bethlehem Public Parks.
- 30 youth enrolled in the Summer Youth Entrepreneurship Program, where 14 completed program, 7 completed business plans, 14 successful site placements, 4 job offers, and 13 decided to pursue further education.
- Provided funding for the Council of Spanish Speaking Organizations of the Lehigh Valley's Projecto Claridad for the expansion of the Junior Achievement program, to start a division of South Bethlehem Art Co., and for park safety.
- 20 Southside youth participated in Youth Service Focus Groups.
- Provided funding for a new glass studio at the Banana Factory. 96 low-to-moderate income youth from the Broughal/Northeast Be Smart program participated in the glass studio programs for creative expression. An additional 370 youth attended the Glass Camp.
- Supplies were purchased for variety of youth events including Video Game Night, Traveling Game Night, and Southside Recreation Program Supplies
- 158 youth have participated in a variety of Fowler Youth Center Summer Programs including: Faces of the Southside, Media Club, Taekwondo, Hip Hop Dance, Movies for Youth, Fab Lab, Writer's Nook, and Yosko Park Swimming Lessons.
- 9 youth attended the Touchstone Teen Ensemble.
- 314 unduplicated neighborhood youngsters participated in Bowling for Kids event, offered for two hours, twice a week.
- 11 youth, ages 11-16, participated in a young author's writing program at Northampton Community College.
- Southside Vision 2014 Youth Services Committee recruited 70 youth to participate in youth programming provided by a variety of organizations.

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### West Ward Neighborhood Partnership

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- The West Ward Neighborhood Partnership receives funding from Lafayette Ambassador Bank, Easton Hospital, and Air Products and Chemicals (supported by tax credits from the Pennsylvania Department of Community and Economic Development) a grant from the Wells Fargo Regional Foundation that make it possible to carry out a wide range of revitalization activities within Easton's West Ward. Other past funding sources include a \$703,000 grant from Wachovia Regional Foundation, the Pennsylvania Department of Transportation Homes Town Streets Grant and DCED's Elm Street Program.

### Neighborhood Revitalization

- Made the neighborhood more walkable and attractive by replacing 133 sidewalks in the West Ward.
- Repaired and improved the appearance of over 80 residential facades in the West Ward Neighborhood.

## NPP Accomplishments

- Planted 424 new trees.
- Streetscaped the 600 Block of Northampton Street by adding additional tree wells and making them all the same size, planting additional trees, surrounding existing trees with native plants and mulch, weeding every other week to keep the block clean, and installing banners depicting images of homes and businesses located in the West Ward. Installed pavers and planters to beautify the block and to provide a cleaner and safer access to homes of residents in that block.
- Thirteen large, dead tree stumps were removed.
- Assisted 18 businesses with matching funds of up to \$1,000 each to improve their business image through attractive, new signs using design standards set by the city's Historic District Commission.
- Provided grants of up to \$1,000 to 25 qualified property owners to repair unattractive and/or unsafe porches.
- Distributed 650 recycling bins to residents of the West Ward on behalf of the City of Easton.
- During 2009-2010, the West Ward Neighborhood Partnership began implementation of an urban ecology program. With Lafayette College playing a major role, the Partnership plans to make Easton's West Ward the "greenest" urban neighborhood in Pennsylvania through the Wells Fargo Regional Foundation's five-year, \$730,000 grant. Moreover, Air Products and Chemicals, Inc., joined the West Ward Neighborhood Partnership, providing major funding for the urban ecology program.
- Weatherized over 100 homes.
- 11 walkthroughs were completed to homes to explore opportunities to preserve historic features while making green enhancements.
- Evaluated 20 started development of an historic preservation guide through a partnership with Philadelphia University.
- Facilitated studies by Lafayette College's Green Design Lab of two homes purchased by the Lehigh Valley Community Land Trust with recommendations on how to rehabilitate them to maximum environmental standards while preserving the homes' historic integrity. The landscape plans for both homes have also been completed through a partnership with Philadelphia University.
- Conducted a feasibility study for the development of an "Eco Park" along the Lehigh River.
- Three colorful murals were completed through a combination of partners, including the Arts Community of Easton, The Banana Factory, CareerLink and Just Born.

### Community

- Published seven issues of the *West Word*, a newspaper created, edited and distributed by volunteer residents from the West Ward that tackles issues important to the community; over 15,000 copies per issue were distributed to commercial locations in the West Ward, downtown Easton, College Hill, Wilson, Palmer Township, and New York City.
- Started development of a West Ward business guide in partnership with the Easton Business Association.

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- An Urban Heritage Trail Map was developed.

### Fresh Food Access

- Created 8 new community gardens, two of which are located at senior citizen housing complexes; the gardens offer residents increased access to fresh, healthy food and provide gathering places for the community.

## NPP Accomplishments

- Facilitated 14 community gardens, including a medicinal herb garden, a tea garden, and two gardens at senior citizen housing units, promoting exercise through gardening and provides places for residents to share time with their neighbors and relatives in a relaxing atmosphere.
- Provided technical assistance to 70 backyard garden owners (bringing the total number of backyard gardens to 252), and provided nutrition education, including an 8-week beginner gardener's class that teaches residents how to start a garden and how to prepare nutritious food with the harvest.
- Established a greenhouse in partnership with the Easton Area Community Center; the greenhouse provided most of the plants that were used in the community gardens and in the urban farm; all started from seeds.
- Planted a vegetable garden on a 1/8 acre lot donated by the Easton Redevelopment Authority, through the hard work of 12 teenagers from the Easton Teen Center, with the guidance of the Penn State Master Gardeners.
- Started an urban farm pilot project that produced over 2,000 pounds of fresh vegetables in 2012-2013. The vegetables were distributed to seniors in public housing and agencies that provide meals to low-income and homeless members of the community. Additionally, 10 to 12 children per week participated in educational program to learn about planting and harvesting crops, nutrition, and how to prepare simple meals with the harvest.

### Youth & Teens

- Provided funding for a wide range of constructive activities for youth, including the Kids in Community mentoring program in partnership with the Landis Center at Lafayette College.
- 398 youth and teens participated in a variety of activities funded by the West Ward Neighborhood Partnership, including bicycle safety programs, watershed conservation and education, and Teen Center programs.
- 8 teenagers completed a colorful two-paneled mural at the Public Housing Authority property in the 600 block of Northampton Street, in partnership with the Arts Community of Easton, the Banana Factory, the Boys and Girls Club of Easton, CareerLink, and the Easton Gang Prevention Community Task Force.

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## Community Action Development Corporation of Allentown

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### Neighborhood Revitalization

- Completed, through the Allentown Neighborhood Development Alliance, the fifth year of community development efforts in the area that includes Old Allentown and Seventh Street; in partnership with the Main Street Program, awarded 30 incentive grants to refurbish and expand businesses along the Seventh Street corridor; provided matching funding for the 16 new commercial facades; refurbished 66 trash receptacles; funded the Old Allentown Preservation Association to market and sell 6 newly-rehabilitated townhouses in the 800 block of Turner Street.
- Completed 28 commercial facades and 8 residential in partnership with the City of Allentown.
- Coordinated several community events celebrating Earth Day and theatre arts.
- Coordinated annual merchant-sponsored special events, including the Day of the Dead, Earth Day Tree Planting Fest in October and Make 7<sup>th</sup> Street Sparkle in December that attracted hundreds of visitors.
- Installed seasonal LED lights on 40 light poles giving Seventh Street a festive holiday glow during winter months.
- Coordinated more than 250 volunteers who helped plant 68 trees on Earth Day.
- Installed new banners inviting people to "Experience 7<sup>th</sup>" on the new street light poles.
- Installed a kiosk in the 600 block surrounded by a newly planted garden.
- Received the Pennsylvania Downtown Center's "Best in the State of Pennsylvania" for overall physical improvements (2009-2010).

### Economic Development

- Awarded 22 incentive grants to refurbish and expand businesses along the Seventh Street corridor.
- Marketed Old Allentown to over 500 people through house tours and the creation of a brochure.

### Community

- Peter Lewnes was named Pennsylvania's Main Street Manager of the Year in 2008.
- Launched, published and distributed two-three bilingual newsletters to over 2,000 community residents and businesses annually.

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### Youth & Teens

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- Served more than 150 youth in a variety of developmental and recreational activities and summer camps annually, including trips to the theater and a theater workshop, cooking classes, exploring engineering using LEGOS, attending art classes, racing cars at the Lehigh Valley Grand Prix, participating in the Allentown recreational basketball league, and attending summer camps that included visits to museums, parks and libraries.