

Keys to Our Success - Strategies - Greater Five Points Transformation Plan

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VISION: Greater Five Points will be a community rich in opportunity that builds upon our heritage and assets with a focus on our future. It will be a great place for current and future residents to live, work, play, worship, and create.

KEYS TO OUR SUCCESS - SUMMARY
A. EMPOWER OUR COMMUNITY
Goal A-1: Greater Five Points residents have pride in their community. (Economic Development, Recreation/Green Space, Public Safety)
Goal A-2: The community feels safe and neighbors look out for one another. (Public Safety, Transportation & Infrastructure)
Goal A-3: Greater Five Points residents know about local resources and supports available. (Health, Education, Workforce Development)
B. INVEST IN OUR CHILDREN
Goal B-1: All Greater Five Points children enter kindergarten healthy and ready to learn. (Education)
Goal B-2: All Greater Five Points children are supported academically, emotionally, and socially and graduate from high school. (Education)
C. REALIZE OUR ECONOMIC POTENTIAL
Goal C-1: Greater Five Points becomes an economically sustainable community. (Economic Development, Workforce Development)
Goal C-2: All Greater Five Points residents have the skills and credentials to obtain viable employment with a livable wage. (Workforce Development, Economic Development, Education)
Goal C-3: Greater Five Points residents have the resources, supports and mentors to identify viable career pathways that lead to economic independence. (Workforce Development)
Goal C-4: Vacant land is put back into productive use. (Recreation/Green Space)
D. EXPAND HOUSING OPPORTUNITIES
Goal D-1: Craven Terrace offers healthy, modern and sustainable living environment. (Housing)
Goal D-2: Trent Court is redeveloped on- and off-site in mixed-income communities that spur additional investment in the neighborhood. (Housing)
Goal D-3: Housing quality and quantity in the neighborhood is improved. (Housing)
E. IMPROVE NEIGHBORHOOD CONNECTIONS
Goal E-1: Residents can easily access key community assets inside and outside the neighborhood. (Transportation/Infrastructure, Recreation/Green Space)
F. ENCOURAGE COMMUNITY WELLNESS
Goal F-1: All Greater Five Points residents (youth, adults, seniors, disabled) have access to primary and preventive healthcare. (Health/Wellness)
Goal F-2: Greater Five Points residents engage in programs and activities that promote healthy lifestyles. (Health/Wellness, Recreation/Green Space)

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A. EMPOWER OUR COMMUNITY		
Goal A-1: Greater Five Points residents have pride in their community (Economic Development, Recreation/Green Space, Public Safety)		
<p>Promote the existing physical and social assets in the community to change perceptions of residents and non-residents</p> <ul style="list-style-type: none"> Develop a marketing strategy for the Greater Five Points area, including a branding campaign, that highlights the many assets in the community (priority) Conduct community clean-up events; publicize before/after pictures and stories about clean-up efforts to build community pride Create opportunities for local artist installations throughout the community [at gateways, in parks and along greenways and paths, in vacant lots, etc.] Invite all New Bern residents to the neighborhood by holding city-wide events at parks in Greater Five Points; hosting public school system, non-profit agency, and local government meetings in the neighborhood, etc. 	<ul style="list-style-type: none"> Number of residents involved in clean-ups, walks, other events Number of residents participating in “Adopt A Street” and “Adopt a Park” programs Visible reduction in litter [and improved home maintenance] Increase in attendance at large community events like DUFFEST Number of New Bern churches involved in Choice community programs Number of historical markers installed Number of cookbooks sold to benefit community programs 	<ul style="list-style-type: none"> Swiss Bear Chamber of Commerce Foundations? Greater Duffyfield Resident Council Historic Dryborough Association Tryon Palace Historical Society New Bern Parks & Recreation Media sources Appearance Commission Clean Sweep SEEDS Ministry Public Works Interdenominational faith-based organizations
<p>Share the rich history of the neighborhood and its people</p> <ul style="list-style-type: none"> Build Walt Bellamy fountain and sculpture park at historic intersection (priority) Develop Greater Five Points heritage cookbook [by interviewing long-time residents about family traditions and writing a cookbook that shares recipes and stories] Incorporate trolley tours into the neighborhood [as part of the African American Heritage Tour by Craven County Convention and Visitor Center?] Celebrate neighborhood heritage and historical subdivisions in the Greater Five Points area <ul style="list-style-type: none"> Add signage to identify individual neighborhoods Create pocket parks in those neighborhoods with historical markers Recognize heritage like Negro League ballfield, schools, churches, library, Trail of Flames, colored troops, historically significant men and women, etc. 		
Goal A-2: The community feels safe and neighbors look out for each other (Public Safety, Transportation & Infrastructure)		
<p>[Attend to physical conditions in the neighborhood that impact real and perceived safety]</p> <ul style="list-style-type: none"> Establish a lighting plan based on community priorities in conjunction with NBPD and Public Works, with public housing areas as first priority Address visual cues that promote a negative image of the community (fix broken windows, install trash cans, mow unmaintained yards, etc.) [Apply Crime Prevention Through Environmental Design (CPTED) principles to new development] 	<ul style="list-style-type: none"> [Number of new street lights installed] Part I and Part II crime reduction 	<ul style="list-style-type: none"> NBPD New Bern Public Works New Bern Development Services
<p>Pursue community policing activities that build trust and collaborative relationships between police and residents</p> <ul style="list-style-type: none"> [Identify and connect community partners to work with the NBPD to leverage the DDACTS program (Data-Driven Approach to Crime and Traffic Safety) to reduce crime and traffic incidents] Expand existing “Coffee With A Cop” program [to more locations to build trust (i.e. school, 	<ul style="list-style-type: none"> Part 1 Crime Index Reduction # of participants in community watch program # of attendees at “Coffee w/ Cop” # of attendees at community 	<ul style="list-style-type: none"> NBPD Citizens Faith Community (Faith Connection, Ministerial Alliance, SEEDS Ministry, etc.)

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<p>community center, public housing sites, restaurants)]</p> <ul style="list-style-type: none"> Continue initiatives such as community forums hosted by NBPD/NAACP and “community on patrol” program Use classes, trainings, presentations, and increased conversations on the street to build better relationships between residents and police Institute a Community Covenant or “Code of Conduct”, [developed with resident input] Institute Promise Place’s “Five Points Cares” sexual assault prevention and education program Enlarge the existing faith-based community walks “Because We Care, We’re Coming to You” 	<p>events</p> <ul style="list-style-type: none"> Conduct community survey to determine baseline level of perception of safety. Follow-up survey results after 1-2 yrs. 	<ul style="list-style-type: none"> NAACP UMO or CCC to assist with survey Resident Councils – Duffyfield, Walt Bellamy, Trent Court, Craven Terrace Promise Place
<p>Provide positive connections between the youth and police to foster long-term relationships</p> <ul style="list-style-type: none"> Continue Police Athletic League (PAL) and summer camps for youth and teens Create additional youth rec programs with police as mentors Use traditional media and social media involving local youth to promote traffic, bike, and pedestrian safety Institute a Police Explorer Program recruiting campaign and Junior Police Cadet program Implement parent chaperone program 	<ul style="list-style-type: none"> Drop in juvenile misconduct in Choice Neighborhood Number of youth sign-ups Survey before and after participation in camps Noticeable decline in teenagers on the street 	<ul style="list-style-type: none"> NBPD Resident councils – Trent Court, Craven Terrace, Duffyfield, Walt Bellamy Parks & Rec Citizens Local business sponsors Big Brother/Big Sister and/or Boys/Girls Club Area Day Reporting Juvenile Crime Prevention Council (JCPC) YMCA Fraternities/sororities?
<p>Goal A-3. Greater Five Points residents know about local resources and supports available. (Health, Education, Workforce Development)</p>		
<p>Create an institutional framework focused on centralizing community information</p> <ul style="list-style-type: none"> Create a resource and referral center located in the Greater Five Points neighborhood. Establish a Resource Center Web portal that also contains links to CNI New Bern, NBHA, Craven County & City of New Bern websites. Keep the community services directory created as part of the CNI planning process updated with direct contact person information. Distribute the directory at different venues throughout the community such as the library, recreation centers, beauty salons and barbershops, NBHA, etc. Encourage partner agencies to keep copies of the directory for their clients and others that seek services. Post on-line. Fund a resident coordinator position at New Bern Housing Authority to keep the services directory updated, engage public housing residents and work with providers to bring resources to NBHA sites. Maintain and grow the provider networks created during the CNI planning process to effectively address the needs in the Greater Five Points neighborhood. 	<ul style="list-style-type: none"> # of handbooks distributed # of attendees at bi-annual resource fair 	<ul style="list-style-type: none"> Genesis CDC City of New Bern Craven County DSS, Health Department, Cooperative Extension, Rec & Parks Greater Duffyfield Residents Council NAACP The Salvation Army Promise Place Hope Family Resource Center Coalition for Craven

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<p>Implement an intentional approach to community outreach</p> <ul style="list-style-type: none"> • Develop a strategy for continuous engagement of the community with resource fairs, speaking engagements, door to door, community events and an array of media outlets. • Cultivate relationships with members of the community through festivals and other community events such as DUFFEST and Vision Forward. • Encourage peer-to-peer engagement. For example, create a speakers group of real people who have come from similar backgrounds and have gone on to change their life as a result of new skills or education. • Host bi-annual resource fairs in Greater Five Points. Offer incentives to maximize participation. • Advertise resources and career pathways in local community meeting places such as Concerned Citizens, Voters League, etc. • Advertise support services and programs in Sun Journal, church bulletin, local convenient stores. • Partner with City of New Bern to distribute information about programs and support services through utility bills. 		<ul style="list-style-type: none"> • County Children • Craven Cares • Craven Community College • Sororities • Climbers Club • 211 • United Way of Coastal Carolina • Coastal Carolina Substance Abuse Prevention • CDSA • Trillum (ECBH) • CARTS • MERCI Clinic • Catholic Charities • NBHA • Neuse-Trent Housing Alliance • Joseph Market • Veterans Employment Base Camp and Organic Garden • Community Gardens • RCS (Religious Community Services) • Coastal Women’s Shelter • New Bern Recreation and Parks • Sun Journal • New Bern Now • Local churches • Local businesses (grocery stores, salons, barber shops, medical facilities) • NC Works Career Center • Facebook • City TV 3 and CTV 10 • Community list serves

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Strategies	Metrics	Partners
		(African Community Connections, Faith Connections, Faith in Action) • Chamber of Commerce

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B. INVEST IN OUR CHILDREN		
Goal B-1: All Greater Five Points children enter kindergarten healthy and ready to learn. (Education)		
<p>Educate Greater Five Points parents about the benefits of early learning and help them to negotiate, apply for and navigate the early care and education “systems”</p> <ul style="list-style-type: none"> • Prioritize outreach to and maximize the number of Greater Five Points children participating in Head Start/Early Head Start. • Prioritize outreach to Greater Five Points families to increase participation in Preschool Story Time, an existing program at New Bern Public Library, and the newly funded Play and Learn Kinder Music, a weekly program for preschoolers at the public housing developments. 	<ul style="list-style-type: none"> • #/% of zero-to-four year olds enrolled in a high-quality early learning program • Kindergarten readiness assessment scores • #/% of children that participate in kindergarten transition programs 	<ul style="list-style-type: none"> • Smart Start • Craven County Schools • Coastal Community Action • Local Churches • HUD • Hope Resource Center • 4C Health Department • Craven Community College • Childcare Resource and Referral • DSS (child care subsidy) • CARTS • City/County Government • Children’s Development Services Agency • Easter Seals/UCP • New Bern Public Library
<p>Increase capacity to provide childcare, early learning and preschool in the Greater Five Points neighborhood.</p> <ul style="list-style-type: none"> • Explore opportunities to provide home based visiting services and/or early education programming for pregnant women and children up to three years of age to determine development needs, support each child and family and equip parents as their child’s first teacher. • Expand family literacy programs in the Greater Five Points area. Prospective programs include Mother Read/Baby Read that encourages parents to read to children daily and WeeBus, a mobile classroom for ages 3-5. • Increase the number and quality of in-home daycares. 		
<p>Provide a robust and comprehensive transition to kindergarten program that serves all children entering kindergarten at affected elementary schools.</p>		
Goal B-2: All Greater Five Points children are supported academically, emotionally, and socially and graduate from high school. (Education)		
<p>Prioritize outreach to and maximize the number of Greater Five Points children participating in quality after-school and summer programs/activities</p>	<ul style="list-style-type: none"> • #/% of students participating in quality after-school learning activities • #/% chronically absent (10% or more school days) • #/% of students with out-of-school suspensions • #/% participating in quality after-school programs • #/% participating in quality summer programs • #/% of students proficient in 3rd grade reading • #/% 4 year graduation rate • Student/parent surveys 	<ul style="list-style-type: none"> • YMCA • 21st Century Grant (Barbara Lee program) • Boys and Girls Club • Parks and Recreation • Craven County Schools • Churches • NBPD summer programs • Coastal Community Action • CARTS • City of New Bern Utilities • Area Day Reporting • ECBH/Trillium • Easter Seals/UCP • New Bern Public Library
<p>Support students to stay on track in school.</p> <ul style="list-style-type: none"> • Provide incentives for school attendance. • Build broader collaboration with agencies, nonprofit groups, and faith based organizations that currently mentor youth. • Encourage volunteers in the schools to assist students to reduce dropouts. • Use data from YRBS to determine programs for youth (smoking, alcohol, drugs, etc.) • Encourage reading and a life-long love of reading by providing books to children/parents. 		
<p>Support at-risk students.</p> <ul style="list-style-type: none"> • Find alternatives to out of school suspensions. • Continue evening school as an addition and alternative to traditional high school 		

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<ul style="list-style-type: none"> • Continue online programs for students who are not able to attend traditional school. • Continue successful programs such as Century 21st Grant/Area Day Reporting Center working with at risk youth. • Pair “at risk” students with mentors/adults. • Pursue funding for an alternative school. • Connect at-risk students with outside agencies to provide needed services such as mental health. 	<ul style="list-style-type: none"> • Youth Risk Behavioral Survey (YRBS) 	<ul style="list-style-type: none"> • Craven County 4H • Craven Literacy Council • Smart Start • Head Start • Reach Out and Read • Twin Rivers Reading Council/International Reading Association • United Way of Coastal Carolina • Partners in Education • Newspapers in Education • Coastal Children’s Clinic • Trent Court Resident Council
<p>Improve communication between parents and teachers</p> <ul style="list-style-type: none"> • Provide opportunities for schools to meet with parents in the community (Parent nights, PTA meetings, Open Houses in community). 		

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C. REALIZE OUR ECONOMIC POTENTIAL		
Goal C-1: Greater Five Points becomes an economically sustainable community. (Economic Development, Workforce Development)		
<p>Support community-wide wealth creation through employment and entrepreneurship opportunities for community residents and contracting opportunities for local businesses.</p> <ul style="list-style-type: none"> • Establish a Greater Five Points business council. • Implement a marketing program to raise community awareness of the advantages of buying local goods and services (shop local). • [Target and recruit small businesses to the vacant spaces on the Broad Street corridor, marketing the proximity to downtown, high visibility, and recent streetscape improvements. Provide support to business owners through the business council, accelerator, and entrepreneur center as needed.] • Create mentoring programs for start-up and existing business owners and young adults. • Establish a business incubator/accelerator. • Explore urban agriculture job opportunities, [to use vacant land in neighborhood for gardens that provide food to local restaurants and farmer’s markets]. 	<ul style="list-style-type: none"> • Increase in median income of CNI residents. • Level of total investment (residential and business) in community increased. • Decrease in unemployment. • Increase in number of new businesses in community. • Increase in sales for businesses 	<ul style="list-style-type: none"> • NC Workforce Development • City of New Bern • Residents & Resident councils, resident groups • Businesses • Schools • Churches, • CBC • Chamber of Commerce • Swiss Bear • Financial Institutions • Foundations (Bate, etc) • Raleigh Support Center • Genesis 4:57 CDC • SBA • The Entrepreneur Center of CC • City of New Bern • NC A&T • Youth (thru Parks & Rec, other youth groups)
Goal C-2: All Greater Five Points residents have the education, skills and credentials to obtain viable employment with a livable wage. (Workforce Development Education, Economic Development)		
<p>Increase post-secondary enrollment and completion</p> <ul style="list-style-type: none"> • Increase vocational programs. • Continue collaboration with Community College for students to obtain free college credits while in High School. • Provide opportunities for an Associate or Bachelor’s Degree, certificate/credential or continuing education (CEUs). • Promote North Carolina Career/College Promise initiative between high schools and community colleges. 	<ul style="list-style-type: none"> • # attending 2 or 4-year college • # joining the military • # completing CTE program certificates 	<ul style="list-style-type: none"> • Craven Community College/Human Resource Development • Craven County Schools CTE • Uptown Business and Professional Organization • Childcare Resource and Referral • University of Mount Olive • Monarch

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		<ul style="list-style-type: none"> • BSH Home Appliances • Eastern Carolina Workforce Development Board • NC Works Career Center • Vocational Rehabilitation • Green Lamp • Easter Seals/UCP
<p>Increase career and workforce readiness</p> <ul style="list-style-type: none"> • Establish a Workforce Development Center in Greater Five Points. • Explore Workforce Development training in a manner that will lead to more careers that pay a living wage. • Add childcare credentials to Career and Technical Education program. • Develop relevant job skills programs along with financial assistance for students. • Utilize the NC Workforce Solutions Offender Specialist to connect ex-offenders with Re-Entry Council Agencies. • Workforce Solutions to facilitate re-employment assessment program. • Workforce Solutions to create Job Clubs for local “hot jobs.” • Promote completion of Career Readiness Certificate. • Develop personable job seeking and job keeping skills to be NC Work Ready through employment readiness classes, career fairs and career center. 	<ul style="list-style-type: none"> • # enrolled in training/education programs • # completed training/education programs • # who obtained financial assistance for training/ education programs • # employed at living wage 	<ul style="list-style-type: none"> • Uptown Business & Professional Association • Craven CC-HRD & Basic Skills Programs • University of Mount Olive-Admissions Representative • Religious Community Services • Housing Authority of the City of New Bern • Local banks, credit unions • New Bern Rotary, New Bern Breakfast Rotary and other local nonprofits • NC Works Career Center • Re-Entry Council • Community Associations (NAACP local chapter, Trent Court Residents Council, Craven Terrace Residents Council, Greater Duffyfield Residents Council) • Craven Literacy Council • Genesis CDC • Coastal Community Action
<p>Goal C-3: Greater Five Points residents have the resources, supports and mentors to identify viable career pathways that lead to economic independence.</p>		

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(Workforce Development)		
<p>Identify career pathways that lead to viable employment opportunities with sustainable wages</p> <ul style="list-style-type: none"> • Create training/educational/GED/ literacy points of entry for individual career needs. • Uptown Professionals and other non-profit agencies bring resident clientele to training facilities, Craven Community College and University of Mount Olive- New Bern campus for tours related to career interests. • Make ECWDB occupation data accessible to community members. (Flyers, Seminars etc.) • Create a list of people in the community who have similar backgrounds that are willing to be mentors or coaches for individuals. • Invite individuals from the community to tour work training facilities. • Residents and resident owned companies are employed in the construction and property management of the new communities. 	<ul style="list-style-type: none"> • # residents employed in construction and other jobs related to the redevelopment program • # residents hired by the property management company 	<ul style="list-style-type: none"> • Call for CNI Volunteers from the Community • Local churches, Community Associations (NAACP local chapter, Trent Court Residents Council, Craven Terrace Residents Council, Greater Duffyfield Residents Council) • Business Industries' HR reps (Moen, Weyerhaeuser, BSH, Walmart, Target, Carolina East) • NC Workforce Solutions • NC Workforce Development Board • New Bern Housing Authority • NC Works Career Center • Trillium (ECBH) • Recovering Innovations Wellness City • Port Human Services • RHA, Inc. • CARTS
Goal C-4: Vacant land will be reclaimed and put back into productive use. (Recreation/Green Space)		
<p>Creatively reuse vacant land and open space for the betterment of the neighborhood</p> <ul style="list-style-type: none"> • Create family-oriented pocket-parks with gazebos, picnic tables and play areas, named after historic subdivisions; [encourage "Adopt-a-Park" program to engage nearby residents with maintenance and programming.] <i>(priority)</i> • Identify locations for additional community gardens where demand exists – consider Craven Terrace and Trent Court land in the flood plain – and provide training for residents to learn how to grow and prepare fresh food. • Build indoor recreation facility for children. • Develop youth golf program with coaches to build self-confidence and mentoring 	<ul style="list-style-type: none"> • Increased communal green space • [New community gardens are well-used] 	<ul style="list-style-type: none"> • NB Parks & Rec • Master Gardeners, Coop Extension • First Tee • Golf clubs

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<p>relationships.</p> <ul style="list-style-type: none"> • Develop youth golf program with coaches to build self-confidence and mentoring relationships. • Use vacant property to build Par 3 golf course [or chip-and-putt facility, or driving range and putting green]. • [Prioritize vacant land in highly visible areas for redevelopment (Broadway, Queen, Pollock, First Avenue, etc.).] 		

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D. EXPAND HOUSING OPPORTUNITIES		
Goal D-1. Craven Terrace offers a healthy, modern and sustainable living environment. (Housing)		
<p>Provide improved livability, increased energy efficiency, and accessible units and facilities at Craven Terrace.</p> <ul style="list-style-type: none"> Utilize RAD program to finance rehabilitation of units, buildings, site infrastructure and community facilities. Improve livability by reducing overall density and increasing unit square footage per occupant and designing improved layouts. Demolish buildings in flood plain areas where flood mitigation measures are not feasible or too expensive. Provide accessible and visitable units and facilities. Improve the energy efficiency and performance of the housing. Use landscaping to mitigate challenges with the existing site plan. Construct a resource/services center to provide easily accessible support services. 	<ul style="list-style-type: none"> # PH units rehabilitated with enhanced livability in size, layout and finishes # PH units by appropriate bedroom size to rehouse existing residents # Accessible/visitable/adaptable units # Energy Star appliances and other energy conservation measures taken # Units in the flood plain that are demolished 	<ul style="list-style-type: none"> Evergreen/TCG NBHA (and its affiliate)
Goal D-2: Trent Court is redeveloped on- and off-site in mixed-income communities that spur additional investment in the neighborhood. (Housing)		
<p>Provide one-for-one replacement of public housing units in new developments that serve households across a range of incomes and offer the opportunity to provide new retail and services in mixed-use settings.</p> <ul style="list-style-type: none"> Distribute public housing units on-site, in the neighborhood, and in other neighborhoods of opportunity throughout New Bern. Replacement public housing units are mixed with tax credit only units (workforce housing) and market-rate units (as supported by market studies). Locate mixed-use and mixed-income developments along major corridors in Greater Five Points. Design new housing to be compatible with neighborhood fabric, to market-rate design standards, utilizing green and energy-efficient systems and materials. Provide accessible, adaptable and visitable units and facilities. Maximize public utilization of any green spaces created as a result of floodplain issues 	<ul style="list-style-type: none"> # PH units demolished # PH replacement units built back on-site # PH replacement units built off-site in the neighborhood # PH replacement units built off-site in neighborhoods of opportunity # Tax credit units (workforce housing) built in the neighborhood # Market-rate rental units built in the neighborhood # Accessible/visitable/adaptable units # SF of non-residential space developed 	<ul style="list-style-type: none"> Experienced mixed-finance, mixed-income developer to be procured
<p>Engage Trent Court residents throughout the design review process.</p> <ul style="list-style-type: none"> Develop written process for meeting with residents to review and comment on design at identified stages of design. Provide training to residents on how to read unit, building and site plans.??? 	<ul style="list-style-type: none"> # Resident meetings devoted to housing design issues # residents attending design meetings 	<ul style="list-style-type: none"> Developers and their architects NBHA

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<p>Maximize the positive impacts of redevelopment for Trent Court residents by proactively addressing relocation concerns.</p> <ul style="list-style-type: none"> • Develop a phasing schedule that constructs new public housing units before existing units are demolished (so that most residents have to move only once). • Establish resident relocation committee to develop specific guidelines and policies to be incorporated in a Relocation Plan. • Provide mobility counseling and support to assist voucher holders find quality private housing in neighborhoods of opportunity. 	<ul style="list-style-type: none"> • # Residents moving directly into new replacement units • # Voucher holders moving into less impacted areas/neighborhoods of opportunity 	<ul style="list-style-type: none"> • NBHA • Twin Rivers Opportunities
<p>Goal D-3: Housing quality and quantity in the neighborhood is improved. (Housing)</p>		
<p>Improve property conditions in the neighborhood</p> <ul style="list-style-type: none"> • Provide enhanced code enforcement activities in the neighborhood to identify blight. • Expand City’s homeowner rehab program. • Start volunteer rehab initiative to assist elderly owners with exterior improvements. • Establish new homeownership program to improve existing properties for sale to income-eligible households. 	<ul style="list-style-type: none"> • # Code violations issued in neighborhood • \$ invested in homeowner rehab in neighborhood • Increase in average housing sales price 	<ul style="list-style-type: none"> • City of New Bern • Habitat for Humanity • Coastal Community Action • County
<p>Develop new for-sale housing on infill lots in the neighborhood.</p> <ul style="list-style-type: none"> • City to acquire blighted properties for demolition and hold properties for development opportunities approved by neighborhood. 	<ul style="list-style-type: none"> • # Uninhabitable units demolished • # Building permits issued • # New for-sale units built and sold in neighborhood 	<ul style="list-style-type: none"> • City of New Bern

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E. IMPROVE NEIGHBORHOOD CONNECTIONS		
Goal E-1: Residents can easily and safely access key community assets inside and outside the neighborhood. (Transportation/Infrastructure, Recreation/Green Space)		
<p>Improve connectivity within the neighborhood</p> <ul style="list-style-type: none"> • Create a safe and welcoming greenway network of paths and parks connecting key life activity resources throughout the Greater Five Points area by reusing vacant land in flood plains and other areas. <i>(Priority)</i> • Where feasible, restripe roadways with bike lanes/sharrows and construct sidewalks; where infeasible, improve/maintain roadway shoulders to maximize safety/visibility • Analyze crash data to identify high-risk locations (e.g., West & Cedar); designate no-parking zones in those areas, enforce no-parking compliance and educate residents on dangers of on-street parking in those areas. • Develop an independent golf cart/shuttle system to transport residents around the community and to access nearby businesses & services. • Conduct wheelchair safety classes. 	<ul style="list-style-type: none"> • Linear footage increase in sidewalks, multi-use trails, bicycle lanes, and marked shared bike routes. • Increase in pedestrian and bicyclist activity within and through the neighborhood • Accident rate decrease for traffic and non-motorized transportation 	<ul style="list-style-type: none"> • City of New Bern Public Works • NBAMPO • NBPD • Parks & Rec • Resident groups/resident council (Duffyfield, Craven Terrace, Trent Court, Walt Bellamy, New Bern Towers)
<p>Enhance access to essential daily needs outside the neighborhood (jobs, healthcare, service providers, schools, and others)</p> <ul style="list-style-type: none"> • CARTS-related initiatives: <ul style="list-style-type: none"> ○ Ensure that bus stop signage is visible and meets standards established by ADA, State, and other agencies [repair/replace as needed] ○ Advertise availability of demand-response services and fixed-route bus schedule through multiple communication strategies including bus wrapping, website links (newspaper story, church bulletins, resident councils, etc), [and resident mailers or bill inserts]. ○ Provide bus shelters where feasible - address highest-use stops first. Include bus route map, schedule, bench, and trash can as space allows. Seek local artists to design bus shelters. ○ Add a bus at high volume ridership times. ○ Add bus stops to current route (Stanley White Rec Center, new skate park, etc. ○ Expand service hours to accommodate shift workers. • Apply “complete streets” best practices to make streets safer and more visually appealing, to include designation of bicycle and pedestrian access wherever physically feasible, improved shoulders where sidewalks are not feasible, high-visibility crosswalks on busy roads, and more. • Develop public/private partnership to provide extended alternative transportation service hours. • Explore alternative public transportation models in other cities for adoption by New Bern. • Examine neighborhood streets for compliance with minimum street standards (one-way, roadway width, marked shoulders, etc). 	<ul style="list-style-type: none"> • Increase in ridership on existing public transportation (CARTS) • Increase in use of alternative transportation (transportation other than own car) by residents commuting to work and other destinations 	<ul style="list-style-type: none"> • CARTS/Craven County • New Bern Area MPO • City of New Bern • Private transportation providers • NCDOT

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F. ENCOURAGE COMMUNITY WELLNESS		
Goal F-1: All Greater Five Points residents (youth, adults, seniors, disabled) have access to primary and preventive healthcare. (Health/Wellness)		
<p>Increase the number of healthcare options in the neighborhood</p> <ul style="list-style-type: none"> • Create a Federally Qualified Health Center in Greater Five Points. • Arrange for the mobile medical clinic to visit Greater Five Points on a regular schedule until a permanent clinic is established. 	<ul style="list-style-type: none"> • #/% with health insurance • #/% with primary care physician 	<ul style="list-style-type: none"> • Craven County Health Department • Carolina East Health Systems • Coastal Carolina Healthcare • Care2U • Genesis CDC • MERCI Clinic • Craven Cares • Craven County Cooperative Extension • Kinston Community Health Center • Goshen Medical Clinic • Trillium Health Resources (ECBH) • City of New Bern
<p>Maximize utilization of existing healthcare options by residents</p> <ul style="list-style-type: none"> • Conduct forums for affordable healthcare sign-ups in or near the Greater Five Points neighborhood (marketplace, Medicaid, Medicare, Health Department, MERCI Clinic). • Market the expanded services offered by the Health Department via a HRSA grant to residents of Greater Five Points. 		
Goal F-2: Greater Five Points residents engage in programs and activities that promote healthy lifestyles. (Health/Wellness, Recreation/Green Space)		
<p>Provide wellness education.</p> <ul style="list-style-type: none"> • Include physical activity/nutrition providers and health screenings in the bi-annual resource fair. • Partner with the YMCA to make “Lunch and Learn” style classes available in Greater Five Points to educate residents on all aspects of healthy living choices for both prevention and management of chronic diseases. • Incorporate art into a wellness education program. • Offer healthy cooking classes (in conjunction with community gardens and heritage cookbook). 	<ul style="list-style-type: none"> • # attending wellness programs 	<ul style="list-style-type: none"> • Care2U • Hopeful Balance • Craven County Health Department • Carolina East Health Systems • Community gardens • Craven County School System • Coastal Carolina Substance Abuse Prevention

Keys to Our Success - Strategies - Greater Five Points Transformation Plan

DRAFT 7/29/15

Strategies	Metrics	Partners
<p>Support active/healthy living habits among residents</p> <ul style="list-style-type: none"> • Install secure bike racks at key locations within the community (<i>priority</i>) • Implement bike-riding initiatives (e.g. bike safety classes and organized bike-to-school programs); explore bike-share program or alternative method of providing low-cost bikes [teach bike repair skills, get bike, commit to volunteering at shop?]. • Install fitness stations along proposed greenway and in parks; recruit residents for a Greater Five Points fitness group to encourage peer support. • Encourage the farmers market and satellite or branch farmers markets in conjunction with K Street Garden as ways to gain access to healthy foods. 	<ul style="list-style-type: none"> • Fitness stations are well-used • [Number of bike racks installed and average usage] • Measure use of SNAP/EBT at farmers market • Greater Five Points area residents are vendors at the farmers market and shop there • [Number of farmers market days held in the community] 	<ul style="list-style-type: none"> • Craven County Cooperative Extension • Genesis CDC • Kinston Community Health Center • Craven County DSS • Craven Arts Council • Trillium Health Resources (ECBH) • Twin Rivers YMCA • New Bern Parks and Recreation Department • Bike shops • Private companies, e.g. Coldwell Banker/Salvation Army (bike donation program) • Safe Routes to Schools National Partnership • Farmers Market
<p>Expand and improve existing recreational facilities and programs offered to residents</p> <ul style="list-style-type: none"> • Increase signage in city and community for Stanley White Recreation Center (SWRC), and enhance its role as a resource center with “one-stop shopping” for recreation activities and resources. (<i>priority</i>) • Install playgrounds at Craven Terrace/Trent Court and other areas with high numbers of children. (<i>priority</i>) • Expand the Edible Schoolyard program and curriculum to J.T. Barber Elementary school to demonstrate to students and parents how to “Grow it, cook it, eat it.” (<i>priority</i>) • Expand George St spray park. (<i>priority</i>) • Build skatepark. (<i>priority</i>) • Add dance, yoga, tai chi and other classes for older residents at SWRC and other community venues. (<i>priority</i>) • Develop more programs for teens and young adults, including evening programs and cooking classes • Expand water recreation (fishing, boating/kayaking) and water safety lessons at Lawson Creek • Develop a partnership between Parks & Rec/YMCA for low cost/free swimming day and swimming classes with transportation OR build a new pool in the Greater Five Points area. 	<ul style="list-style-type: none"> • Volunteer staff or liaison position created for recreation resources • All children are within a quarter-mile of a playground • Number of children that receive a water safety certificate each year • [Increased usage of SWRC facilities and programs] • [Increased number of youth programs and participation] 	<ul style="list-style-type: none"> • YMCA • NBHA • Local outfitters • NB Parks & Rec • Retiree community • Big Brothers/Big Sisters • Boys & Girls Club • Fraternities & Sororities • Area Day Reporting/ 21st Century After School Program (B. Lee) • Master Gardeners, Coop Extension • 4H • JT Barber Elem/ Craven County School District