

Neighborhood Strategies Matrix - Greater Five Points Transformation Plan

Critical Needs:

Most serious issues: lack of jobs (84%); crime, drugs and violence (71%)

Top 3 issues to address: improve existing homes (72%), address crime and public safety issues (68%), improve public transportation network (63%)

Also mentioned: better street lighting to improve sense of safety (42%), youth programming/recreation space (18%)

DRAFT VISION: The Greater Five Points area is a safe, interconnected community with strong local businesses, attractive quality housing for all, and pride in the community’s heritage.

Outcomes	Metrics	Strategies	Partners
Goal 1: Connect residents to key community assets inside and outside the Choice neighborhoods (Transportation and Infrastructure, Recreation and Green Space working groups)			
Greater Five Point residents will enjoy better, safer connectivity within their neighborhoods	<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"> • Create a safe and welcoming greenway network of paths and parks connecting key life activity resources throughout the Greater Five Points area, reusing vacant land in flood plains and other areas. <i>(priority)</i> • 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 so residents can better get around the community and access nearby businesses & services 	City of New Bern Public Works NBAMPO NBPD Parks & Rec Resident groups/resident council (Duffyfield, Craven Terrace, Trent Court, Walt Bellamy, New Bern Towers)
Greater Five Point residents will have improved access to essential daily needs outside the neighborhood (jobs, healthcare, service providers, schools, and others)	<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-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. ○ Add a bus at high volume ridership times 	CARTS/Craven County New Bern Area MPO City of New Bern Private transportation providers NCDOT

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		<ul style="list-style-type: none"> ○ 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 communities for adoption by New Bern • Examine grant-area streets for compliance with minimum street standards (one-way, roadway width, marked shoulders, etc) 	
<p>Goal 2: Celebrate the heritage of the Greater Five Points area as a point of community pride to market and support the community (Recreation and Green Space and Economic Development working groups)</p>			
<p>Improve the perception of the community by promoting resident involvement and telling positive stories about the various neighborhoods.</p>	<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 	<ul style="list-style-type: none"> • Develop a marketing strategy for the Greater Five Points area, including a branding campaign (<i>priority</i>) • Conduct community clean-up events (ala SEEDS Ministry); publicize before/after pictures and stories about clean-up efforts to build community pride • Build Walt Bellamy fountain and sculpture park at historic intersection (<i>priority</i>) • Develop Greater Five Points heritage cookbook [by interviewing long-time residents about family traditions and writing a cookbook that shares recipes and stories] • Foster pride in neighborhood heritage and historical subdivisions that comprise the Greater Five Points area: 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 	<p>[Swiss Bear/Chamber of Commerce] Foundations? Duffyfield Resident Council Historic Dryborough Assn. Tryon Palace Historical Society NB Parks & Rec Media sources Appearance Commission</p>

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	<ul style="list-style-type: none"> Number of cookbooks sold to benefit community programs 	<ul style="list-style-type: none"> 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 Chamber of Commerce meetings at locations in the neighborhood, etc Incorporate trolley tours into the neighborhood [as part of the African American Heritage Tour by Craven County Convention and Visitor Center?] 	
Goal 3: Build a safer community through physical improvements, greater resident involvement, and an emphasis on youth engagement (Public Safety working group)			
[Address physical issues in the neighborhood that detract from safety]	<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"> Establish a lighting plan based on priorities set by community in conjunction with NBPD and Public Works, with public housing areas as first priority [Apply Crime Prevention Through Environmental Design (CPTED) principles to new development] 	NBPD New Bern Public Works New Bern Development Services
Build trusting relationships between police and residents to help alleviate crime problems	<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 events 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"> [Identify appropriate community partners to work with the NBPD to leverage the recently unveiled 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, community center, public housing sites, restaurants)] 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] 	NBPD Citizens Faith Community (Faith Connection, Ministerial Alliance, SEEDS Ministry, etc) NAACP UMO or CCC to assist with survey Resident Councils – Duffyfield, Walt Bellamy, Trent Court, Craven Terrace

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		<ul style="list-style-type: none"> Institute “Five Points Cares” sexual assault prevention and education program 	
Expose youth to police at young age to foster long-term relationships	<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"> Continue Police Athletic League (PAL) and summer camps for youth and teens Create additional youth rec programs with police as mentors Use media and social media to promote and involve local youth to promote safety Institute a Police Explorer Program recruiting campaign and Junior Police Cadet program Implement parent chaperone program 	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?
Goal 4: Foster community-wide wealth creation to create an economically sustainable community (Economic Development working group)			
Support income generation and asset building by providing employment and entrepreneur opportunities for community residents, as well as contracting opportunities for local businesses.	<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"> Establish a Greater Five Points business council Create mentoring programs for start-up and existing business owners and young adults. Establish a Workforce Development Center 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] 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 	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)

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		business owners through the business council, accelerator, and entrepreneur center as needed.]	
Goal 5: Expand programs that promote wellness and healthy lifestyles and that maximize existing community assets (Recreation and Green Space working group)			
Expand and improve existing facilities and programs offered to residents	<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"> • 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 [ppl] • 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 building a new pool in the Greater Five Points area 	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
Creatively reuse vacant land and open space for the betterment of the neighborhood	<ul style="list-style-type: none"> • Increased communal green space • [New community gardens are well-used] 	<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> 	NB Parks & Rec Master Gardeners, Coop Extension First Tee Golf clubs

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		<ul style="list-style-type: none"> 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 Use vacant property to build Par 3 golf course [or chip-and-putt facility, or driving range and putting green]. Develop youth golf program with coaches to build self-confidence and mentoring relationships 	
Promote active/healthy living habits among residents	<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"> Install fitness stations along proposed greenway and in parks; recruit residents for a Greater Five Points fitness group to encourage peer support Install secure bike racks at key locations within the community (<i>priority</i>) Encourage the farmers market and satellite or branch farmers markets in conjunction with K Street Garden as ways to gain access to healthy foods 	NB Parks and Rec Bike Shops Private companies, e.g., Coldwell Banker/ Salvation Army (bike donation program) Safe Routes to School National Partnership Farmers Market

Notes:

- (*priority*) designation from Recreation & Green Space matrix
- Brackets indicate additional information that is not in the draft matrices submitted by the working groups