Imagine Eastside

Neighborhood Plan

KALAMAZOO EASTSIDE
NEIGHBORHOOD ASSOCIATION

THE CITY OF KALAMAZOO

DRAFT

Contents

Acknowledgments....4

Introduction....6

Strategic Vision Alignment....8

Housing....10

- Housing Goals & Actions....11

Connectivity....14

- Connectivity Goals & Actions....16

Community....18

- Community Goals & Actions....19

Youth & Families....21

- Youth & Families Goals & Actions....22

Food Access....24

- Food Access Goals & Actions....25

Parks & Environment....26

- Parks & Environment Goals & Actions....27

Commercial....28

- Commercial Goals & Actions....29

DRAFT

Acknowledgments

Many people throughout Kalamazoo gave time and expertise to the creation of this plan.

Eastside Network Coalition (ENet)

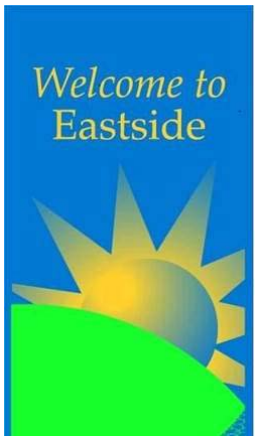
Established in 2011 the Eastside Network (ENet) is a coalition including residents, businesses, and organizations who meet monthly to work towards making the Eastside Neighborhood a great place to live, work and play.

- Andrew Worden, KENA Board
- Aminah Yahya, Eastwood Resident
- April Ouweelen, KENA Board
- Ben Brown, Eastside Resident
- Ben Chee, Kalamazoo Nature Center
- Ben Ulman, City of Kalamazoo, Public Safety
- Beverly McCall, KENA Board
- Carrie Drake, Building Blocks of Kalamazoo
- Charlie Robertson, Kalamazoo Valley Habitat for Humanity
- Christina Anderson, City of Kalamazoo, CPED
- Dianne Spruill, Eastside Resident
- Dorla Bonner, City of Kalamazoo, CPED
- Dwayne Powell, Jr., City of Kalamazoo, CPED
- Earl Moore, Eastside Resident
- Elena Mireles-Hill, Kalamazoo Community Foundation
- Erin Denay, Open Roads
- Francisco Lopez, Kalamazoo Land Bank
- Goretti Germain, Sister, Congregation of St. Joseph
- Hayward Babineaux, Byce & Associates
- IsaBela Robinson, Pre-K International
- Jeremy Hathcock, Eastwood Resident
- Jill Stephayn, Trenches Church
- Kathleen Kaiser, Sister, Congregation of St. Joseph
- Kelly Clarke, Kalamazoo Land Bank
- Kerria Randolph, Kalamazoo Public Library
- Lorie Grant, Eastside Resident
- Leona Gould-McElhone, Kalamazoo Chiildrens Chorus
- Lola Amos, Prevention Works
- Margie Magallon, Eastside Resident
- Margot Eder, Sister, Congregation of St. Joseph
- Mary Armitage, Prince of Peace Lutheran, & KENA volunteer
- Matt Lager, Kalamazoo Neighborhood Housing Services
- Meredith Timpson, Eastside Resident
- Michael Watson, Building Blocks of Kalamazoo
- Mike DeWaele, Peace House
- Mike Seals, KENA Board
- Patricia Taylor, Kalamazoo Eastside Neighborhood Association (KENA)
- Patrick Hall, Deacon, KENA Board & St. Mary's Catholic Church
- Patrick McVerry, City of Kalamazoo, Parks & Recreation
- Pete Eldridge, City of Kalamazoo, CPED
- Rebecca "Eddie" DeGraw, Building Blocks of Kalamazoo
- Rebekah Kik, City of Kalamazoo, CPED
- Sam Haywood, KENA Board
- Sam Lealofi, Kalamazoo Center for Youth and Community
- Shawntel Lindsey, New Village Park
- Sylvia Denning, Kalamazoo Valley Habitat for Humanity
- Maggie Bodley, Eastside Resident

DRAFT

Kalamazoo Eastside Neighborhood Association (KENA) Board

- Michael Seals, President
- Pat Hall, Secretary
- Beverly McCall
- Brenda Hughes, Treasurer
- Andrew Worden
- Jennette Tarver
- Sam Haywood
- April Ouweleen
- James Jackson



Eastside Residents

X Number of residents helped inform this plan.

City of Kalamazoo

- Kathleen Reilly, Neighborhood Activator
- Amanda Cockroft, Neighborhood Projects Coordinator, LISC AmeriCorps Member

DRAFT

Introduction

During the Imagine Kalamazoo 2025 (IK2025) planning process, neighborhood plans were identified as a need. Neighborhood plans allow the neighborhood to focus on their neighborhood vision and realize the community's Strategic Vision with small-scale or focused planning work. This resident driven process allows neighborhoods to take control of their future. The neighborhood planning process as laid out in the 2025 Master Plan does not have a required focus beyond aligning with the Strategic Vision and 2025 Master Plan goals. Through this process residents are encouraged to think about everything that impacts their daily wellbeing and futures. The resulting plans are comprehensive and leverage collaboration to achieve results..

East Main Street Corridor Plan

The East Main Corridor Plan was created in 2008 by Williams and Works. Due to the Recession this plan was never implemented. Many of the same issues addressed in that plan remain today. The recommendations from this plan heavily influenced the commercial goals set forth in the 2018 Neighborhood Plan.

Quality of Life Plan

The Quality of Life Plan was created by E-Net. The purpose of this plan was to "create a blueprint that will improve the quality of life in the neighborhood." It covers everything from building a stronger sense of community to business development. Many of the goals from this plan were carried forward to the Neighborhood Plan.

The Eastside Neighborhood began its planning process by recognizing past planning efforts. East Main Street Corridor Plan (2008) which has a focus on the main commercial corridor in the neighborhood and the ENet Quality of Life Plan (2014)which focused on community building, youth and housing. Upon reviewing these plans, it was determined that many of the goals and actions in them were still relevant. This combined with Eastside Neighborhood IK2025 input provided a clear starting point for neighborhood discussions.

To confirm that what was heard during past planning efforts ENET and KENA held a community meeting. Nearly 40 residents attended, providing some new ideas, confirming priorities, and learning more about some of the efforts happening in the area. That information was used to draft goals and actions to work toward the Eastside that residents envisioned. From June through August the goals and draft plan were made available for the community review and comment online, at KENA, and during popup engagement. This effort has resulted in the Imagine Eastside Plan.

Eastside Resident on the Imagine Eastside: E-Net Quarterly Resident Meeting

"I had a wonderful time... meeting new people...seeing old friends...learning new ideas...great food...getting an opportunity to share ideas about our neighborhood..."

Strategic Vision Alignment

Imagine Kalamazoo Strategic Vision Alignment

Strategic Vision Goal	SP Shared Prosperity	CC Connected City	IPP Inviting Public Places	ER Environmental Responsibility	SC Safe Community	YD Youth Development	CN Complete Neighborhoods	SD Strength Through Diversity	EV Economic Vitality	GG Good Governance
Imagine Eastside Neighborhood Plan Goals										
Housing										
Create Opportunity for More Affordable Homeownership and More Affordable Housing Options in General							●			
Address Needs in Housing Maintenance and Upgrades				●			●			
Increase Responsible Landlords	●				●		●			
Connectivity										
Create or Install Safe and Accessible Infrastructure (sidewalks, crosswalks, curb ramps)		●	●		●		●			
Improve Lighting through the Neighborhood		●	●		●		●			
Implement Traffic Calming Treatments On Main Corridors And Slow Traffic On Neighborhood Streets		●	●		●		●			
Improve Bus Stops (Signage, shelters, lighting, benches, etc.)		●	●				●			
Community										
Bring People Together in the Neighborhood (block projects, community events)	●		●					●		
Identify and Celebrate Resident Skills							●	●		
Create and Install Public Art			●				●	●		
Develop Volunteer Capacity and Mentality in the Neighborhood								●		
Build Sense of Community (Neighborhood Branding and Signs)			●				●		●	

Strategic Vision Goal	SP Shared Prosperity	CC Connected City	IPP Inviting Public Places	ER Environmental Responsibility	SC Safe Community	YD Youth Development	CN Complete Neighborhoods	SD Strength Through Diversity	EV Economic Vitality	GG Good Governance
Youth & Families										
Improve After School Opportunities	●					●				
Keep Kids in School and Remove Barriers to Participation	●					●				
Increase Literacy and Encourage Parent as First Teacher	●					●				
Create Opportunity for Youth to Have a Meaningful and Positive Impact on Eastside	●					●				
Create Accessible Job Training Opportunities	●					●			●	
Food Access										
Increase Amount of Edible Planting (trees, gardens, etc.) and Support Existing Community Gardens				●			●			
Support, Promote, and Advocate for Programs that Increase Access and Affordability of Healthy Foods in the Neighborhood (Double Up Food Bucks, Fresh Food in Corner Stores, CSAs, Food Pantries, etc.)	●						●			
Develop Partnerships to that Increase Healthy Eating and Cooking Knowledge and Access (KVCC, PFC, etc.)	●						●			
Parks & Environment										
Increase Greenspace, Tree Canopy, and Address Other Environmental Issues (Increase the sustainability and environmental friendliness of neighborhood)				●						
Enhance and Connect Neighborhood Parks and Trails		●	●							
Commercial										
Redevelop commercial corridors (E. Main, Riverview)							●		●	
Increase Access to Financial, and Financial Education Resources								●	●	
Increase Business Engagement							●		●	

Housing

VISION: Eastside is a neighborhood that provides multiple housing options for all residents and prioritizes accessibility and affordability.

1 Create More Affordable Housing Options and Opportunity for Homeownership

Residents have noted that Eastside housing stock is single family homes that are full of character and at least half of it is 80 years old. Residents want more affordable housing in the neighborhood and a greater variety of options. It is important to the neighborhood that the existing character be preserved while housing efforts move forward.

2 Address Community Needs in Housing Maintenance and Upgrades

Supporting ADA improvements, remediation efforts, and green upgrades to homes will help create housing that is both more affordable (from things like decreasing energy and water bills) and that meets the needs of residents. Supporting everyday maintenance such as lawn upkeep and minor repairs will help homeowners avoid needing more support later on.

3 Increase Responsible Landlords

Nearly half of Eastside residents rent. Residents expressed and prioritized a need for better landlords and safer housing conditions for renters.

HAPPENING NOW

Some work toward these goals is already happening with the Kalamazoo County Land Bank's small home project on Phelps. The project will re-establish lost housing stock and include high quality natural elements and art.

Existing Eastside Character

These houses show some of the existing character of the neighborhood. Throughout engagement residents emphasized the importance of preserving the character of the neighborhood while creating more housing and ownership options.

Eastside Housing By the Numbers

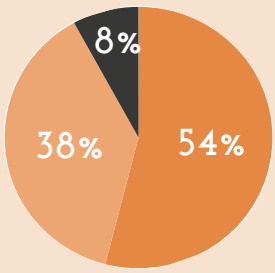
98% Single Family Houses

0.3% Duplexes

1% Multi Family Building

1% Mixed Use (Commercial/ Residential)

Source: Complete Neighborhoods Research, Kalamazoo College Student Group



Source: ACS 2016 Survey

DRAFT

Housing Goals & Actions

SP SC ER CN

ACTION	NEIGHBORHOOD/RESIDENT	PARTNER	CITY	TIMELINE	COSTS
Create More Affordable Housing Options and Opportunity for Homeownership					
Allow For Multiple Housing Types And Different Scales	Show support at Commission meetings for new zonings as they come up		Update Zoning Ordinance to allow a mix of housing types that meet the needs of Eastside residents while maintaining the existing character.	2018-2019	$
Build More Housing That Can Be Acquired At Affordable Rates	• Support small scale, local developers to fill in gaps with "missing middle" housing types • Identify and support resident developers, attend trainings • Show support at Commission meetings for new projects as they come up	• Build housing –**Habitat, KCLBA** ◊ Select and acquire sites ◊ Create design that matches neighborhood need and character ◊ Hire builders (preferably local)	• Support developments ◊ Assist in site selection and acquisition ◊ Help project navigate City review process • Provide trainings for residents to learn how to do small scale development • Consider incentives for development that meets a stated need in Eastside	Ongoing	$$$
Create Or Expand Home Buying Programs	Increase knowledge of and participation in existing programs though outreach to neighbors	Increase knowledge of and participation in existing programs through increased marketing and outreach - **KNHS , Habitat**	Assist with outreach efforts	Ongoing	Staff Time
Prioritize rehabilitation of housing. Demolish And Remove Homes That Cannot Be Rehabilitated	Report any blighted buildings to KENA and the City	• Identify and demolish homes – **Habitat, KCLBA, KENA** ◊ Identify homes that are inhabitable and cannot be rehabilitated ◊ Hire contractor to demolish the property ◊ Do something with the now vacant property. Could be a temporary use like a pocket park while funding is secured to do a permenant use.	• Identify and demolish homes ◊ Identify homes that are inhabitable and cannot be rehabilitated ◊ Hire contractor to demolish the property ◊ Do something with the now vacant property. Could be a temporary use like a pocket park while funding is secured to do a permenant use.	Ongoing	$$$

ACTION	NEIGHBORHOOD/RESIDENT	PARTNER	CITY	TIMELINE	COSTS
Address Community Needs in Housing Maintenance and Upgrades					
Create And/Or Expand Home Repair Programs For Critical Repairs And Remediating Environmental Hazards	Increase knowledge of and participation in existing programs though outreach to neighbors	• Increase knowledge of and participation in existing programs through marketing and outreach. • Expand existing home repair programming to meet demand – **Habitat**	Incorporate informational materials into City mailings and home inspections.	Short – spreading Long – Expanding programs information	$$
Create Homes That Are, Or Assist In Upgrading Existing Homes To ADA Compliance	When program is established, assist in outreach to neighbors	• Build homes – **Habitat, KCLBA** ◊ Select and acquire sites to build ADA accessible homes ◊ Create design that is accessible but also matches existing neighborhood character ◊ Build homes - preferably hiring local/neighborhood talent • Develop Program – **Habitat** ◊ Identify common needs (ramps, lower counters, etc.) ◊ Identify partners and funding sources ◊ Create process to participate and advertise to neighborhood	• Support developments ◊ Assist in site selection and acquisition ◊ Help project navigate City review process • Support Program ◊ Assist needs assessment ◊ Explore ways to support funding ◊ Assist in outreach to residents	Ongoing	$$$
Create Home Improvement Trainings For Residents To Learn Home Owning And Maintenance Basics	Share any construction or skilled trades abilities with the neighborhood. Volunteer to lead or assist in a training	• Develop Trainings - **ENET, CHW** ◊ Identify most common maintenance needs that can be addressed DYI ◊ Identify partners (City, hardware stores, etc.) ◊ Identify funding ◊ Host trainings	Support training development ◊ Identify most common maintenance needs ◊ *Incorporate trainings into inspections?* ◊ Assist in identifying funding and staff ◊ Host trainings	Short Term	$$

DRAFT

ACTION	NEIGHBORHOOD/RESIDENT	PARTNER	CITY	TIMELINE	COSTS
Increase Responsible Landlords					
Ensure Properties Are Being Maintained	• Inform the City when properties appear to need an inspection • Increase knowledge of and participation in existing programs through outreach to neighbors	• Increase awareness of Registered Rental program through outreach to community • Explore a creating a program to support property repairs for responsible landlords • Explore options to help renters purchase and repair the homes they rent that become foreclosed or condemned	• Increase participation in the Registered Rental Program ◊ Increase Awareness through marketing and outreach ◊ Pilot a program that lifts up owners that keep their properties maintained. Including exploring a stepped decrease in inspection cost. ◊ *Host a listing of rentals and their status on City website* • Explore a creating a program to support property repairs for responsible landlords • Explore options to help renters purchase and repair the homes they rent that become foreclosed or condemned	Mid – Long Term	
Educate Renters On Their Rights	Share information and resources with neighbors	Create education material that can be distributed to renters - ENET	Distribute informational material to renters during inspections and make available online	Short	$

Timeline is based on whether a project is in motion or planned, or not started. If it is in motion or planned a year for completion is listed (2019, 2020, etc.). If an action is new from this plan it may have Short, Mid, of Long instead of a date. Short means that is would take approximately between 0-2 years, Mid 3-5, and long 5-10. If something is a project that doesn't necessarily have an end date it is listed as ongoing.

Costs follows the same breakdown as the master plan. Where possible, funding sources are listed.

DRAFT

Connectivity

VISION: Eastside is a neighborhood that is easy to navigate at any time of day with infrastructure that is comfortable and safe to use.

1 Create or Install Safe and Accessible Infrastructure (sidewalks, crosswalks, curb ramps)

The ultimate goal is to have sidewalks that serve all of Eastside. Residents prioritized locations that are either amenities or the streets that are the easiest connections to the bus system and other parts of the City.

Eastside Sidewalk Conditions

The Fall of 2017 a class from Kalamazoo College analyzed neighborhood completeness as defined by IK2025 in Eastside. They found that

- 85% of Eastside is covered by sidewalks
- 31% of existing sidewalks are damaged or difficult to pass over

2 Improve Lighting throughout the Neighborhood

Improving lighting will increase the sense of safety in the neighborhood at night. Lighting leading to St. Mary's, East Main, and bus stops were the focus areas identified through engagement. In more residential areas smaller, pedestrian scale lights were something residents would like to explore further.

3 GOAL 3: Improve Bus Stops (Signage, shelters, lighting, benches, etc.)

Eastside has many access points to bus service. Installing shelters or benches, and signs that provide service information will make using the bus easier and more appealing for residents.

4 Implement Streetscaping/ Complete Street Treatments on Main Corridors and Slow Traffic on Neighborhood Streets

Eastside would like to invest in the commercial corridors to make them safer, more welcoming, and appealing. By implementing traffic calming and bike infrastructure along E. Main, Riverview, and the southeast corner of the neighborhood the commercial corridors will be improved. It will also be easier for residents to access downtown and other parts of the City when using non-motorized transportation.

HAPPENING NOW

Metro is currently working on a study of bus stops. This study should be complete fall of 2018 and will inform signage, stop location, and shelter location.

DRAFT

LEGEND

Key area that residents would like to see investment in, especially lighting and sidewalk repair and installation

Streets where residents prioritized safer crossings, traffic calming, and/or bike infrastructure when possible

Streets where residents would like to see streetscaping

Bus stops where residents would like to have seating, lighting, informational signage, and when possible shelters

Existing sidewalks in Eastside

Connectivity Goals & Actions

CC IPP SC CN

ACTION	NEIGHBORHOOD/RESIDENT	PARTNERS	CITY	TIMELINE	COSTS
Create or Install Safe and Accessible Infrastructure (sidewalks, crosswalks, curb ramps)					
Install Bike Lanes On E. Main, Charlotte, Sherwood, And Michigan			Install bike lanes	Short	$
Update or Install New Sidewalks To Meet ADA Compliance Prioritizing Areas around St. Mary's and E Main Commercial Node	Ensure homeowners are willing to accept responsibility of sidewalk maintenance outside of their properties		Invest in sidewalks prioritizing areas around St. Mary's and E. Main Commercial Node	Mid	$$
Improve Nonmotorized Crossings on Gull Road and Riverview at Key Locations Including Borgess Hospital			• Complete petition process with MDOT to install crossing infrastructure on State trunklines • Install appropriate crossing infrastructure at identified areas. • Make a clear route for safely crossing Gull.	Long Term	$$
Improve Lighting Throughout The Neighborhood					
Improve Street Lighting Prioritizing Areas Around St. Mary's, E. Main Commercial Corridor, and Northeast area of neighborhood.			Install, repair, or improve street lighting with priority to a .25 mile area around St. Mary's and the E. Main Node	Mid	$$
Install Pedestrian Scale Lighting In Front Yards	Leave porch lights on at night	• Develop program that assists residents in yard or porch light installation (solar or electric) – **BB through block action groups** • Start Campaign to leave on porch lights at houses that have them - **BB**		Ongoing	$$

ACTION	NEIGHBORHOOD/RESIDENT	PARTNERS	CITY	TIMELINE	COSTS
Improve Bus Stops (Signage, Shelters, Lighting, Benches, Etc.)					
Install Signs At Bus Stops That Provide Schedule And Route Information	Attend Metro meetings to provide information on sign design	Design and install Signs - **Metro**		Short	$
Improve Bus Stops With Benches And Shelters	Volunteer to help build and install benches at bus stops	Organize effort to build benches for neighborhood bus stops - **KENA** Install Shelters and support bench installation efforts - **Metro**		Mid	$/$$
Implement Traffic Calming Treatments On Main Corridors And Slow Traffic On Neighborhood Streets					
Install Traffic Calming Measures on neighborhood streets prioritizing Sherwood, Charlotte, Hotop, And Dwight	Volunteer to help install interim traffic calming measures on identified streets	Install interim traffic calming (tactical urbanism) - **ENET**	Formalize the review and installation of traffic calming infrastructure on neighborhood streets	Short term	$-$$
Install Elements That Help Slow Traffic And Place-Make On Riverview And The E. Main Node	Volunteer to help plant any streetscaping that may be installed		Design and install pedestrian friendly infrastructure in identified areas	Long	$$$

Community

VISION: Eastside has strong social capital in the neighborhood and all "Residents say I am a proud Eastsider". (Quality of Life Plan)

1 Bring People Together in the Neighborhood (block projects, community events)

Community events and projects will help Eastside residents stay engaged while sharing their talents and skills with the neighborhood. This will help bring neighbors together to build the cohesion, connections, and resilience of the neighborhood.

2 Identify and Celebrate Resident Skills

Eastside residents have many skills. Through lifting up those skills neighbors may be able to learn something new, hire neighbors, and create implement projects that will improve the neighborhood.

3 Develop Volunteer Capacity and Mentality in the Neighborhood

In order to enact this plan, community leaders are going to need help from residents. Cultivating volunteerism will not only help put this plan into action, it will also help residents build stronger connections with their neighbors.

4 Create and Install Public Art

Public art can help define a neighborhood. It can also help residents express themselves, their culture and heritage, and pride in their neighborhood. Residents can inform and help install public art, building a sense of place and community.

5 Build Sense of Community (Neighborhood Branding and Signs)

Similar to public art, neighborhood branding and signage helps define the neighborhood. Branding can express the history, the future, and highlight the people of the neighborhood. Residents can help inform branding, helping to further build a sense of belonging and community.

HAPPENING NOW

Since discovering residents from Burke Acres do not at times feel that Eastside events are for them, ENET has made a concerted effort to include them. An example being a carpool that was made available to get to the March ENET Imagine Eastside Community Meeting.

2018 Summer Spruce Up, Sherwood Park

DRAFT

Community Goals & Actions

ACTION	NEIGHBORHOOD/RESIDENT	PARTNER	CITY	TIMELINE	COSTS
Bring People Together in the Neighborhood (block projects, community events)					
Initiate 3-4 Block Work Projects That Meet The Needs Of The Residents	Volunteer for block projects	• Organize and manage project process – **Building Blocks** • Support Building Blocks as needed – **KENA, KNHS**	Assist with volunteers and other project support such as refuse collection	Short	$
Define and Establish 2-3 Common Meeting Places	• Identify places and venues • Encourage/use existing places	• Determine the type of meeting place and amenities needed. Develop the spaces – **Habitat, St. Mary's, KENA**	• Create list of existing places • Help identify potential locations	Mid	$$
Ensure Information On Community Events Is Welcoming And Reaching All Residents On The East Side Of Kalamazoo Including Burke Acres And Eastwood	Help spread event and program information to neighbors	• Establish strong communication networks in surrounding communities – **KENA & ENET** • Create materials that make events feel open to all eastsiders – **KENA, ENET** • Provide transportation to events when needed – **KENA, New Village, ENET**	Help disseminate event information	2018	$
Identify and Celebrate Resident Skills					
Host A Skill Building Fair For All Residents	Volunteer to help at event, have a booth showcasing a skill, or help with outreach to neighbors	• Organize and host Fair – **Habitat** • Assist in event planning and help advertise – **ENET, KENA**	Assist with outreach	Mid	$
Residents Identify And Create Projects And Social Events	Volunteer to identify and implement projects or events	Create program to facilitate project identification and management – **Habitat, ENET, KENA, BB**		Mid	$$
Host Annual Celebration to Recognize Resident Projects and Contributions	Nominate neighbors or projects that have had a positive impact on the neighborhood	Organize and Host event **- ENET**	Assist with outreach	Mid	$

ACTION	NEIGHBORHOOD/RESIDENT	PARTNER	CITY	TIMELINE	COSTS
Develop Volunteer Capacity and Mentality in the Neighborhood					
Develop Training and Leadership Mentoring Program	Sign-up for training if interested in taking on leadership role in Eastside	Develop and manage program - **BB, ENET, KENA**	Support program development and participant identification	Mid	$
Create and Install Public Art					
Install Murals Along E. Main	Volunteer to help install murals	• Identify walls that can be painted, get property owner approval when needed, acquire materials and artist – **Habitat, KCLBA, KENA** • Help organize residents and advertise events around murals - **ENET**	Assist with location identification and advertising events	First mural - 2018	$
Use Rail Viaduct As An Opportunity For Public Art Installation	Volunteer to help clean and install art	• Work with Rail companies and MDOT to get appropriate permissions and make needed agreements • Acquire materials and artist-**ENET**	Help identify contacts and move process as needed	Long	$$
Install Free Little Libraries	Volunteer to host a little library on your property, help construct the libraries, and/or donate books to neighborhood little libraries	• Acquire materials, organize residents to build and install libraries - **ENET, BB**		Ongoing	$
Build Sense of Community (Neighborhood Branding and Signs)					
Install Entry signs	Provide feedback on sign design and materials	• Design, acquire, and install entry signs at E. Main, Riverview, and Gull Rd. - **ENET**	Guide project through City review and required permitting process	Mid	$$
Install neighborhood branded signage.	• Place yard signs in yards	• Determine if the KENA logo is the logo for the Neighborhood as a whole – **KENA, ENET** • If Not – Design logo and slogan and acquire banners – **ENET**		Mid	$

Youth & Families

VISION: Eastside is a neighborhood that invest in youth and works to ensure youth are set-up to have a bright future.

1 Improve After School Opportunities

To help set up kids for future success, Eastside wants to ensure they are engaged and cared for at all times. Out of school activities will help give kids something to do, build their knowledge and skills, and prepare them for adulthood.

HAPPENING NOW

Peace House has created a Youth Council for their organization. The Youth Council influences decisions of the organization.

2 Keep Kids in School and Remove Barriers to Participation

In most cases, in order for kids to be set-up for future success they need to attain a GED. Ensuring that barriers to school participation are addressed such as alternatives to detention will help ensure more Eastside youth make it to a GED.

3 Increase Literacy and Encourage Parent as First Teacher

Being able to read opens many doors for individuals. Supporting student and parent literacy will help ensure the families in Eastside can thrive.

4 Create Opportunity for Youth to Have a Meaningful and Positive Impact on Eastside

Having a meaningful opportunity helps youth learn responsibility and provides a sense of belonging and place.

5 Create Accessible Job Training Opportunities

Trainings for youth and adults will increase the opportunities available to them. The more opportunities that are accessible, that many more families have a chance to find work.

All Things Possible

City program that takes kids on college visits, exposes them to different careers, and other day trips. Done in Partnership with Prevention Works, KVCC, Wet Paint and Palette, Lighting Kicks, KAMSC, Rhythm Expressions, Kimberlite Books, Bangtown Productions, YWCA, Strengths Finder, and Radically Me Literacy

DRAFT

Youth & Families Goals & Actions

SP YD EV

ACTION	NEIGHBORHOOD/RESIDENT	PARTNER	CITY	TIMELINE	COSTS
Improve After School Opportunities					
Inventory Existing Youth Programs		Coordinate with KYDNet to get this information – **ENET, KYDNET**		Short	No
Expand Capacity of After school Programs	Provide feedback on the best way to communicate opportunities with families in Eastside	Determine where capacity is needed (advertisement, travel, personnel, etc.) and work to fill those needs – **Peace House, Eastside Youth Strong, ENET**	Whenever possible provide support to programs in outreach and travel	Mid	$$
Promote or Market Opportunities for Youth	Join network and encourage neighbors to join	Develop a communication network and way to connect families to opportunities – **ENET**		Short	$
Create A System to Refer Youth to the Best Match		Coordinate with KYDNet to develop system (an online platform, internal referral program, and staff in person) – **Eastside Youth Strong, Peace House, ENET**	Assist in system development and ensure City youth programs are included in platform	Long	$$$
Keep Kids in School and Remove Barriers to Participation					
Understand Barriers Kids Face When attending School	Encourage youth to participate and provide feedback on barriers	Survey Students and Hold Focus Group to Understand What Might Keep Them From School – **ENET, KENA**		Mid	$
Create and Advocate for School Meditation Program In Elementary Schools		Develop program and Pilot – **Gryphon Place, Northeastern Elementary** Help Advocate for Program – **?**		Ongoing	$$
Increase Literacy and Encourage Parent as First Teacher					
Develop Literacy Events in Eastside	Participate in events	Develop and Host Events – **ENET, Kalamazoo Literacy Council, Peace House, KENA**		Short term	$

ACTION	NEIGHBORHOOD/RESIDENT	PARTNER	CITY	TIMELINE	COSTS
Create Opportunity for Youth to Have a Meaningful and Positive Impact on Eastside					
Create Eastside Youth Center		Determine Feasibility – **KENA, ENET**		Long	$
Create Special Youth Seats On Boards of Organizations That Serve Eastside	Help identify and encourage youth to take leadership roles in the community	Create the seats/ roles – **ENET**		Short	
Create Accessible Job Training Opportunities					
Create or Expand Programs Teaching Soft Skills (typing, timeliness, ethics, personal finances)	Participate in trainings, volunteer to lead trainings	Develop programs - **KENA**	Support Program Development and Implementation Where Possible	Mid	$$
Develop Youth Skills Development Course and Paid Internship with Different Careers	Help outreach to neighbors and encourage youth to participate in program	Create Partnerships and Develop Program – **KENA, ENET**	Disseminate Information about existing City programs, ensure programs are accessible to all	Short	$
Create Shuttle Or Connection to Existing Trainings for Adults	Volunteer to drive a carpool to events	Determine Feasibility of Shuttle Using ENET member Vans or car pooling	Determine Feasibility of a Shuttle Program through partnership with Metro	Long	$$$

Food Access

VISION: Eastside is a healthy, active community where residents have easy, affordable access to fresh foods.

1 Increase Amount of Edible Planting (trees, gardens, etc.) and Support Existing Community Gardens

Eastside already has a few community gardens. Supporting those that exist and helping residents to create more will help increase the accessibility of fresh food to residents. It will be important to determine maintenance of the gardens.

2 Support, Promote, and Advocate for Programs that Increase Access and Affordability of Healthy Foods in the Neighborhood (Double Up Food Bucks, Fresh Food in Corner Stores, CSAs, Food Pantries, etc.)

From advocating for fresh food in corner stores, to promoting double up food bucks and supporting food banks, there are a number of ways Eastside can work on getting year round access to affordable healthy food..

3 Develop Partnerships to that Increase Healthy Eating and Cooking Knowledge and Access (KVCC, PFC, etc.)

Along with access to fresh healthy foods, understanding nutrition, ways to cook and ways to preserve food will help make healthy eating more approachable and accessible to all.

2018 Food Access in Eastside

COMMUNTIY GARDEN

FOOD PANTRY

GROCERY

EASTSIDE NEIGHBORHOOD BOUNDARY

DRAFT

Food Access Goals & Actions

SP ER CN

ACTION	NEIGHBORHOOD/RESIDENT	PARTNER	CITY	TIMELINE	COSTS
Increase Amount of Edible Planting (trees, gardens, etc.) and Support Existing Community Gardens					
Plant fruit trees	Volunteer to help plant and maintain trees	Plant trees on organization property – **KENA, St. Mary's**	Review Parks for installation of Fruit Trees	Mid	$$
Support Existing Gardens	Volunteer at local gardens to help with maintenance or management	Survey Existing Community Gardens, Understand needs and how to support them - **ENET**		Short	No
Establish Urban Farm		Work with KVCC to Understand Best Place to site the Farm, Maintenance, Long Term Sustainability – **ENET, KVCC**	Assist with Land Acquisition	Mid	$$$
Provide indoor vegetable growing kits.	Use kit to grow food indoors	Develop kits and distribute to residents – **Common Ground, BB, KENA**		Short	$
Support, Promote, and Advocate for Programs that Increase Access and Affordability of Healthy Foods in the Neighborhood (Double Up Food Bucks, Fresh Food in Corner Stores, CSAs, Food Pantries, etc.)					
Support and Promote Existing Food Pantries	Volunteer to drive carpool, donate food stuffs to the food pantries	Help Advertise, create carpool, and organize donations – **ENET**		Short	$
Support the Establishment and Promotion of Double Up Food Bucks Program at Local Grocery Stores	Advocate with grocers to establish the program, help inform neighbors of the program	Work with grocers to establish program, advertise program - **ENET**	Help get the word out about the program	Short	$
Explore The Possibility of a Mobile Fresh Food Truck or Delivered CSA		Work with People's Food Co-op to determine feasibility and identify potential farmers - **ENET**		Mid	$$
Advocate and Promote Fresh Food Options In Corner Stores	Advocate with store owners for fresh food in their stores	Work with Store Owners, and People's Food Co-op to get fresh food in their stores - **ENET**		Mid	$$
Develop Partnerships to that Increase Healthy Eating and Cooking Knowledge and Access (KVCC, PFC, etc.)					
Bring Nutrition, Cooking, and Preserving Classes to Eastside	Participate in classes	Work with KVCC to bring courses to KENA – **ENET, KENA, KVCC**		Short term	$

DRAFT

Parks & Environment

VISION: Eastside is a neighborhood that is resilient to weather events and easy access to parks that serve all residents.

1 Increase Greenspace, Tree Canopy, and Address Other Environmental Issues (Increase the sustainability and environmental friendliness of neighborhood)

During rain events the streets behind the County building flood. Installing green stormwater infrastructure will help address this recurring issue and increase the safety and health of residents. Expanding tree canopy and green spaces can also have positive impacts on the health of residents

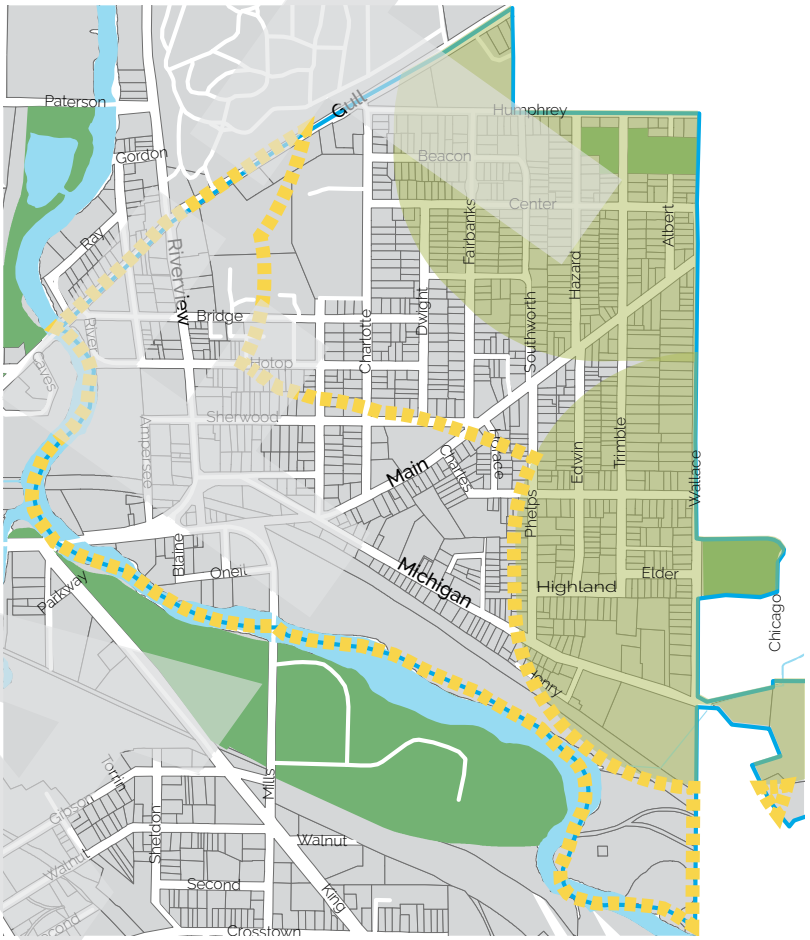
2 Enhance and Connect Neighborhood Parks and Trails

There is a large portion of the neighborhood that is within walking distance to parks. The western portion of the neighborhood's access to the parks within walking distance is hindered by barriers including crossing heavy traffic and passing under the train overpass. Access to parks for Eastside residents can be greatly increased by addressing these barriers and creating more connections.

HAPPENING NOW

Rockwell Park is getting new equipment the summer of 2018

2018 Eastside Park Access



1/4 Mile Walking Distance to Parks in Neighborhood

1/4 Mile Walking Distance to Parks Outside of Neighborhood

Eastside Neighborhood Boundary

Parks & Environment Goals & Actions

ACTION	NEIGHBORHOOD/RESIDENT	PARTNER	CITY	TIMELINE	COSTS
Increase Greenspace, Tree Canopy, and Address Other Environmental Issues (Increase the sustainability and environmental friendliness of neighborhood)					
Install Green Stormwater Infrastructure Along Riverview, Michigan, And Humphrey	• Attend trainings and disconnect down spouts • Plant native species that absorb a lot of water in yards	• Provide trainings and materials on how to disconnect down spouts and install rain barrels – **ENET** • Increase the amount of permeable surface in areas that flood frequently - **ENET**	• Install green stormwater infrastructure along Riverview • Increase the amount of permeable surface in areas that flood frequently • Plant trees that are highly absorbent in the Right of Wat where possible	Long	$$$
Install Micro-Gardens Throughout The Neighborhood	• Install a micro-graden in your yard • Encourage and help your neighbors install micro-gardens	Provide materials and organize effort to plant gardens - **ENET**		Mid	$$
Enhance and Connect Neighborhood Parks and Trails					
Improve Rockwell Park	Volunteer for efforts to clean-up and improve parks	Install bike rack and benches - **ENET**	• Repair and Repaint, and upgrade bathrooms, parking and lighting • Repair Tennis Court and Basketball court	Mid	$$
Create safer and clearer connections to trails and parks so residents are with in 1/4 mile distance of a park or greenspace	Volunteer for efforts to clean-up and improve parks	Install welcome and directional signs at park and trail entrances - **ENET**	• Assist with locating and installing signs • Create safer non-motorized connections from Eastside to nearby parks	Mid	$$

Commercial

VISION: Eastside is served by two vibrant and welcoming commercial corridors that support local businesses while meeting the needs of residents.

1 Redevelop commercial corridors (E. Main, Riverview)

Rehabilitating existing storefronts and filling in gaps on the corridor with new development will help make the corridors more appealing to business owners and shoppers a like. To ensure the development that occurs is aligned with resident's vision zoning will need to promote walkable development.

2 Increase Access to Financial and Financial Education Resources

Investing in the commercial corridor is going to take a lot of capital, both for infrastructure and business improvements. Along with access to capital, building knowledge of tools available, how to use them, and how to apply will help business owners leverage investment better.

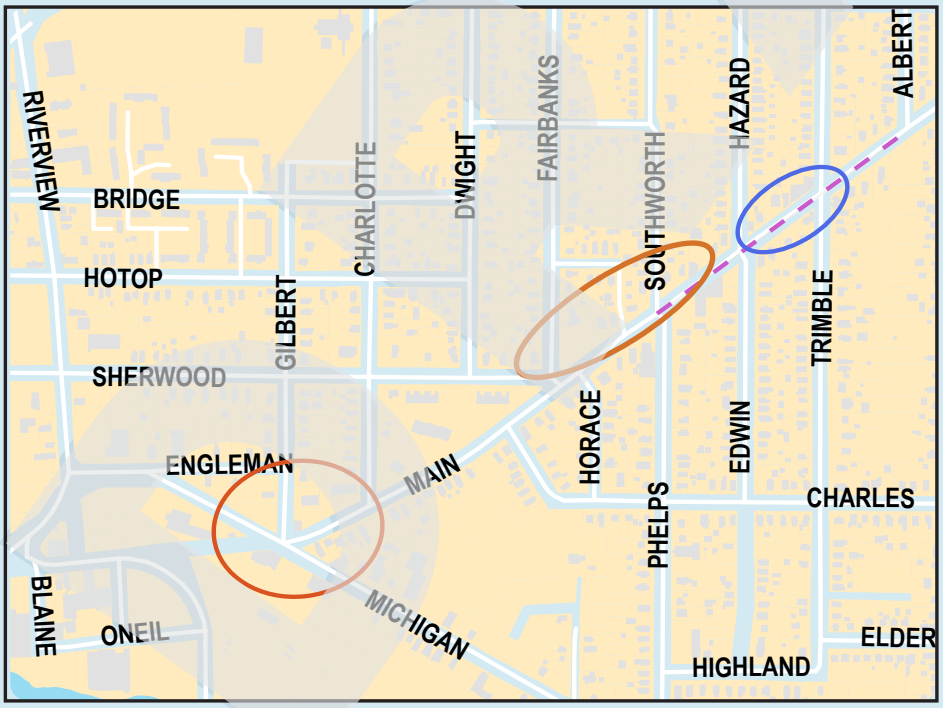
3 Increase Business Engagement

By increasing business engagement, Eastside will have a better understanding of barriers to business on the corridor, connect business owners to resources, and increase investment in the corridor.

HAPPENING NOW

The City of Kalamazoo is in the process of developing a small business incubator that will provide support for Kalamazoo small business owners and entrepreneurs

Eastside Commercial Corridors



LEGEND

- Key area where residents prioritized building facade improvement
- Key area where residents would like to focus on safety and feeling safer when visiting the corridor
- Residents identified 2-4 story mixed use and commercial buildings as appropriate for this area

Commercial Goals & Actions

ACTION	NEIGHBORHOOD/RESIDENT	PARTNER	CITY	TIMELINE	COSTS
Redevelop commercial corridors (E. Main, Riverview)					
Improve Lighting On E. Main From Trimble To Phelps	Install lights outside of your business	Assist business owners with installing lights – **ENET**	• Work with consumers to install new lighting • Monitor existing lighting for repairs	Mid	$$
Improve Facades On E. Main From Trimble To Phelps	Participate in facade program		Provide Mini Grants to Business Owners Willing to improve Facades	Mid	$$$
Install Streetscaping Along E. Main, Riverview, And Michigan To Enhance The Commercial Corridor And Walkability	Volunteer to help with plantings	Plant native flowers and trees – **ENET**	Work to create a streetscape for E Main and Riverview including trees and flowers	Long	$$$
Research Programs That Help Increase The Security Of Commercial Corridors		Research programs and determine which to pursue further - **ENET**		Mid	Time
Increase Access to Financial and Financial Education Resources					
Create Prototype Nonprofit Credit Union		Create the Nonprofit Credit Union - **Habitat**		Long	$$$
Assess Feasibility of State Enabled Development Tools and Establish Best Option	Support Tool Establishment at Public and Commission Meetings	Support Tool Establishment - **ENET**	Research Tools and Establish Best Option	Mid	$$

DRAFT

ACTION	NEIGHBORHOOD/RESIDENT	PARTNER	CITY	TIMELINE	COSTS
Increase Business Engagement					
Develop Business Association for Eastside	If a business owner or aspiring business owner, participate in business association	Establish Relationship and Communication pathways, organize business association meetings on a regular basis – **KENA, Deacon Pat**	Assist with connecting to Business owners, best practices, and updates on City programs such as the Business Incubator	Short	$
Host Small Business Events	Attend events to learn more about resources available to support your business and network with other business owners	Organize and Host Events – **KENA**	Support event through providing information and assisting with outreach to relevant parties	Ongoing	$
Prepare commercial spaces to be move in ready for small businesses.	Participate in development trainings	• Help identify neighborhood entrepreneurs and connect them with property owners • Help property owners connect to funding opportunities - **KENA**	• Provide development trainings. • Explore grants to rehab storefronts.	Long	$$$

DRAFT