

GREATER BOND NEIGHBORHOOD FIRST PLAN | Economic Development & Resident Empowerment

NEIGHBORHOOD CONCERN 2: Lack of awareness about current opportunities to develop businesses within the neighborhood.

Strategy 2.1: Develop neighborhood branding and highlight the resources and opportunities available for locating businesses in the neighborhood.

Action Item 2.1.1: Develop new options for a neighborhood logo and motto.

Action Item 2.1.2: Create and implement a marketing plan to promote the neighborhood's branding and other positive neighborhood events/amenities.

Action Item 2.1.3: Identify vacant buildings, lots, and other underutilized areas that are suitable for business development and develop mechanisms to match those properties with prospective business owners.

Action Item 2.1.4: Promote business development resources that are available to new and existing businesses in the neighborhood.

Action Item 2.1.5: Work with universities, local museums, and other partners to explore the feasibility of creating a neighborhood museum at Speed's Grocery at Saxon and Floral streets.

NEIGHBORHOOD CONCERN 3: Limited access to educational, job training, and employment opportunities

Strategy 3.1: Promote and enhance mechanisms for youth and adults to obtain a GED or high school diploma, higher education, job training, and employment.

Action Item 3.1.1: Promote the TEMPO and other educational support programs to address disconnected youth ages 16-24.

Action Item 3.1.2: Create a neighborhood-based reading and STEAM mentoring program for youth.

Action Item 3.1.3: Host job training and employment support services for adults at locations within the community; link residents to services outside of the neighborhood.

NEIGHBORHOOD CONCERN 4: Limited access to affordable support services such as childcare, transportation, and financial education

Strategy 4.1: Link residents with existing services and resources, offering those services within the community when possible.

Action Item 4.1.1: Create a Neighborhood Ambassador program to serve as liaisons between residents and service providers.

Action Item 4.1.2: Create a neighborhood resource guide that includes the identification of the skills and talents of people in the neighborhood.

Action Item 4.1.3: Work with service providers to offer additional services and events (i.e., mental health, financial education, and record expungement) within the neighborhood and target promotion efforts to the community.

Action Item 4.1.4: Develop a plan to create a comprehensive one-stop service hub (or “Village Center”).

Action Item 4.1.5: Assess the feasibility of creating a quality-rated, affordable childcare facility in the neighborhood.

Action Item 4.1.6: Conduct a survey of bus stops/routes and bicycle lanes in/out of Greater Bond to determine possible improvements and provide education about existing transportation resources.