

# EAST UNIV AVE

CHOICE NEIGHBORHOOD



**STEERING COMMITTEE MEETING – 9/18/24**

# AGENDA

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- Community Ambassadors Update
- Insights from the Visioning Phase
  - » Community Survey
  - » GHA Resident Survey
- Moving into Strategy Development
  - » Feedback on Plan Framework
  - » Discuss Working Groups
- Early Action Project Update





# Community Ambassador Training





# Community Wide Survey

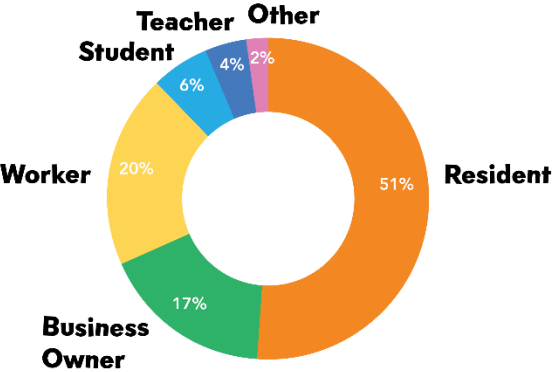


# COMMUNITY SURVEY SUMMARY

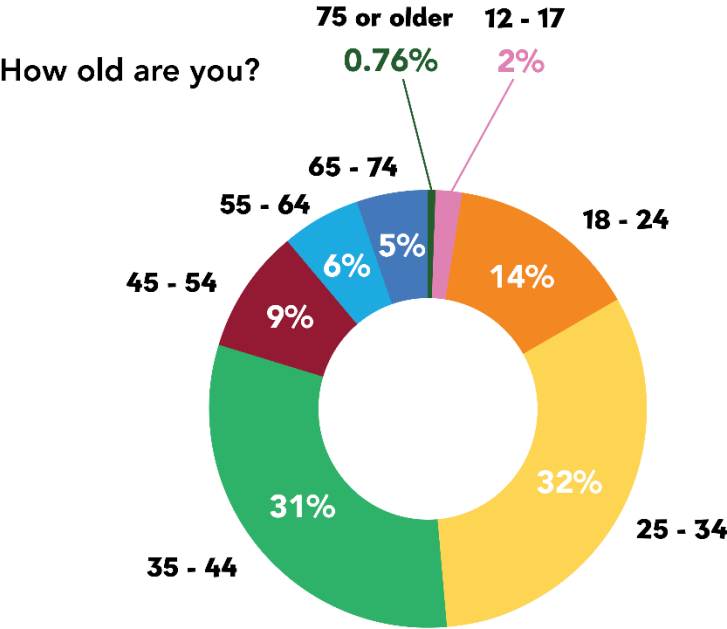
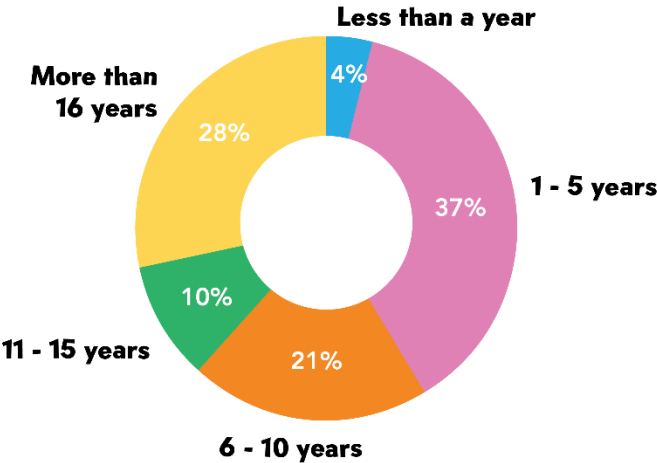
March 20, 2024 - June 30, 2024

497 surveys completed!

I am a \_\_\_\_\_ in the area  
(all that apply)

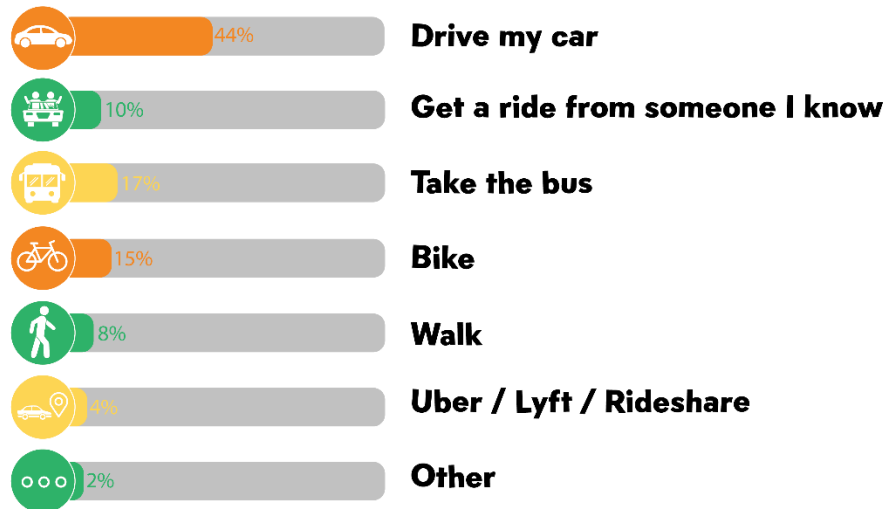


How long have you been in the neighborhood?

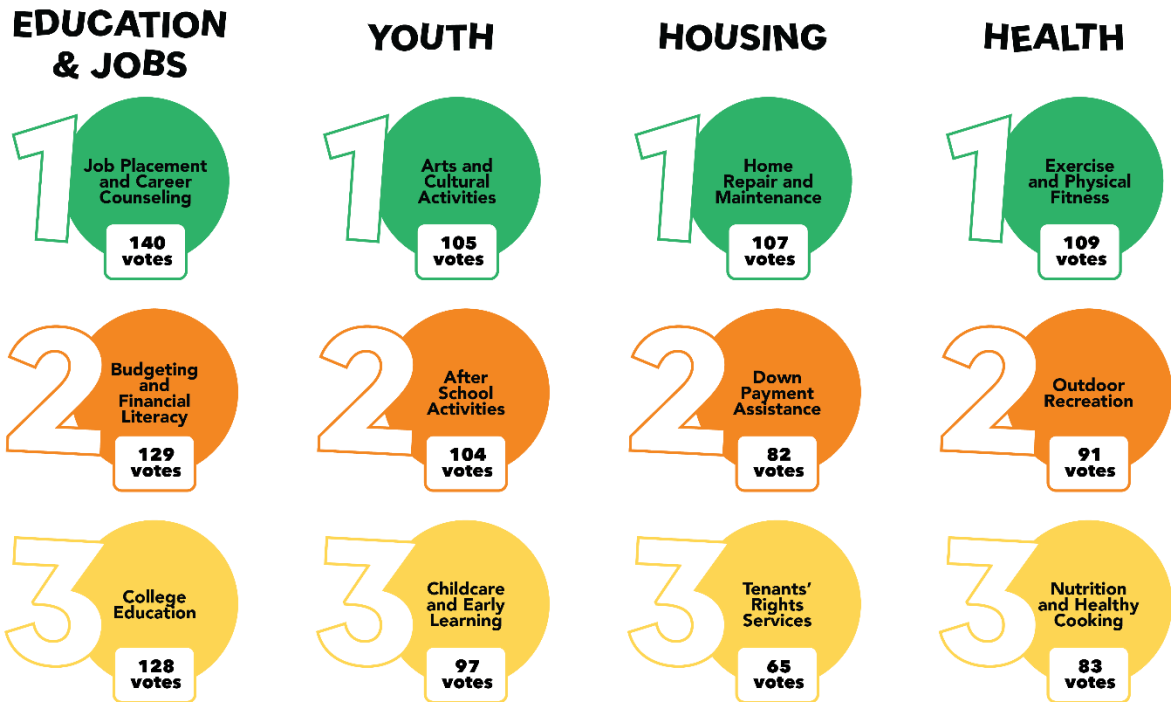




How do you typically get around the neighborhood?

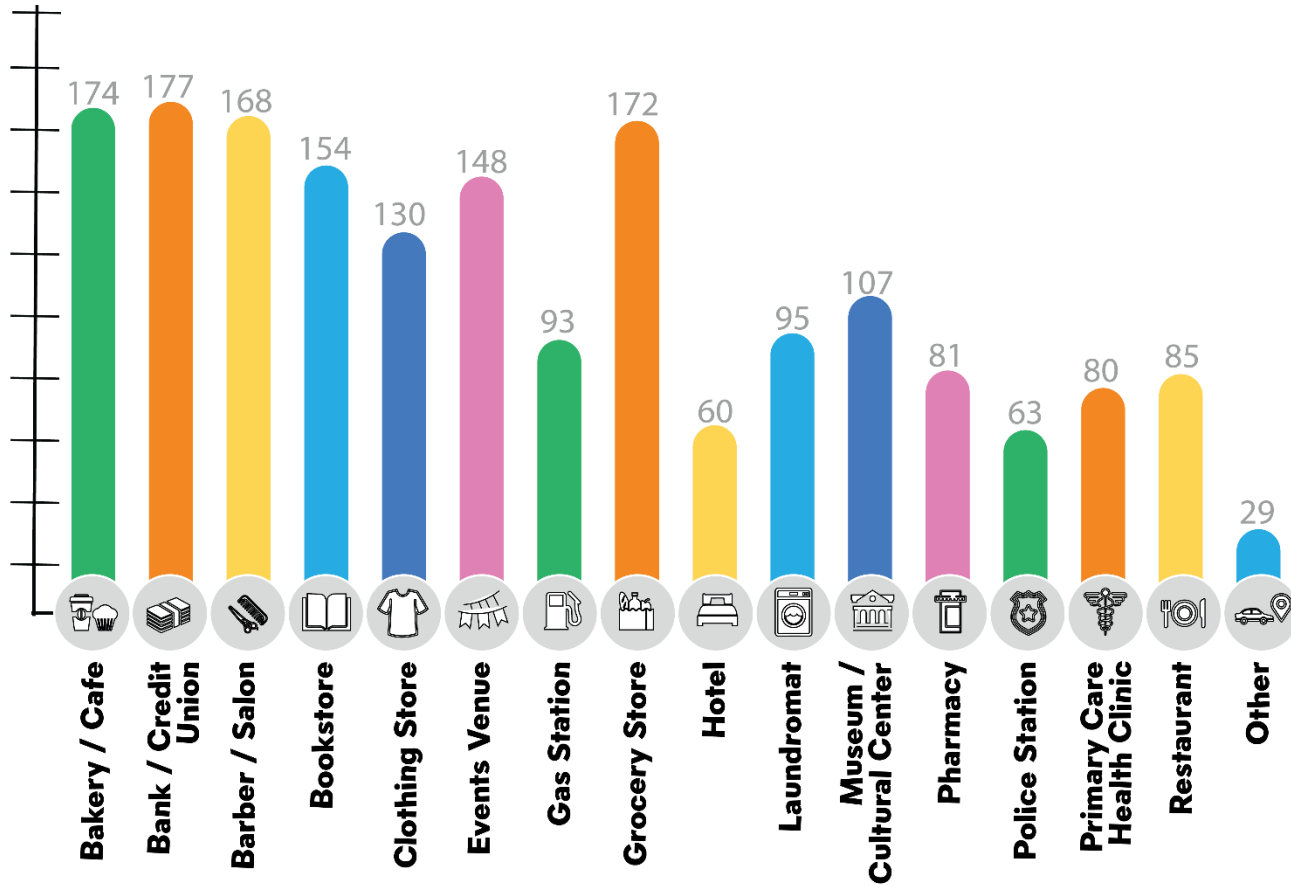


What programs and services do you or a member of your household need at this time?  
(all that apply)





What types of amenities would you most like to see in the neighborhood?  
(select three)



What types of safety improvements would you most like to see in the public spaces and streets in the neighborhood? (select three)

- #1 Safe street crossings**
- #2 Improved maintenance and cleanliness**
- #3 Clear sight lines from nearby housing and businesses**
- #4 Beautified streets and storefronts**
- #5 Better lighting**



What is ONE great thing about the neighborhood?



What is ONE thing you want to change about the neighborhood?





If you could make one physical change to the neighborhood right now, what would it be?  
(top 2 choices)

22%

**Create a farmers market or mobile fresh food market**

21%

**Repurpose a vacant lot or building for pop up events and markets**

19%

**Beautify storefronts and homes**

15%

**Repurpose vacant land into community gardens or pocket parks**

12%

**Create public art that highlights the community's history and identity**

11%

**Create a beautiful branded gateway into the neighborhood**

...could make one physical change in the neighborhood right now, what would it be? Put stickers next to the options you like best

| BEAUTIFY STOREFRONTS & HOMES   | RE-PURPOSE VACANT LOTS  |
|--|---|
| <br>6 stickers (3 red, 2 pink, 1 purple)  | <br>3 stickers (1 green, 1 red, 1 black)   |
| CREATE ART THAT TELLS OUR STORY  | RE-PURPOSE A VACANT BUILDING  |
| <br>1 sticker (1 purple)                  | <br>2 stickers (1 yellow, 1 purple)        |
| CREATE A POP-UP FRESH FOOD MARKET  | CREATE A NEIGHBORHOOD GATEWAY   |
| <br>4 stickers (2 blue, 1 pink, 1 purple) | <br>5 stickers (3 blue, 1 purple, 1 black) |
| WRITE YOUR IDEAS HERE!   |   |

Handwritten note: "Hand made signs for your store to stay on a street."

**How does your neighborhood make you feel?**







# GHA Residents Survey



# SURVEY RECAP

## COMPLETION

- May – August, 103 households completed
- 72% of Pine Meadows households
- 60% of Lake Terrace households

## INCENTIVES

- \$20 off rent
- Raffle for two \$100 Visa gift cards

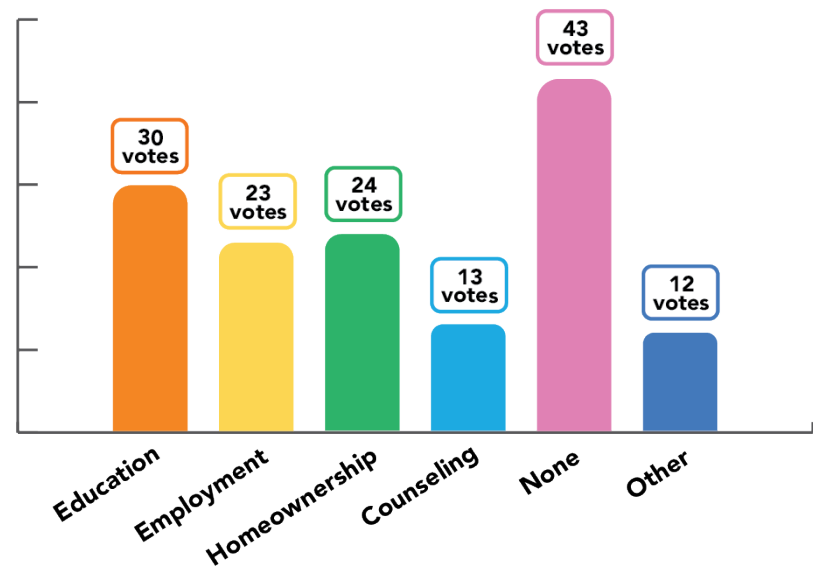
## ENGAGEMENT

- Door knocking
- Seafood night
- Pop-ups
- Office hours

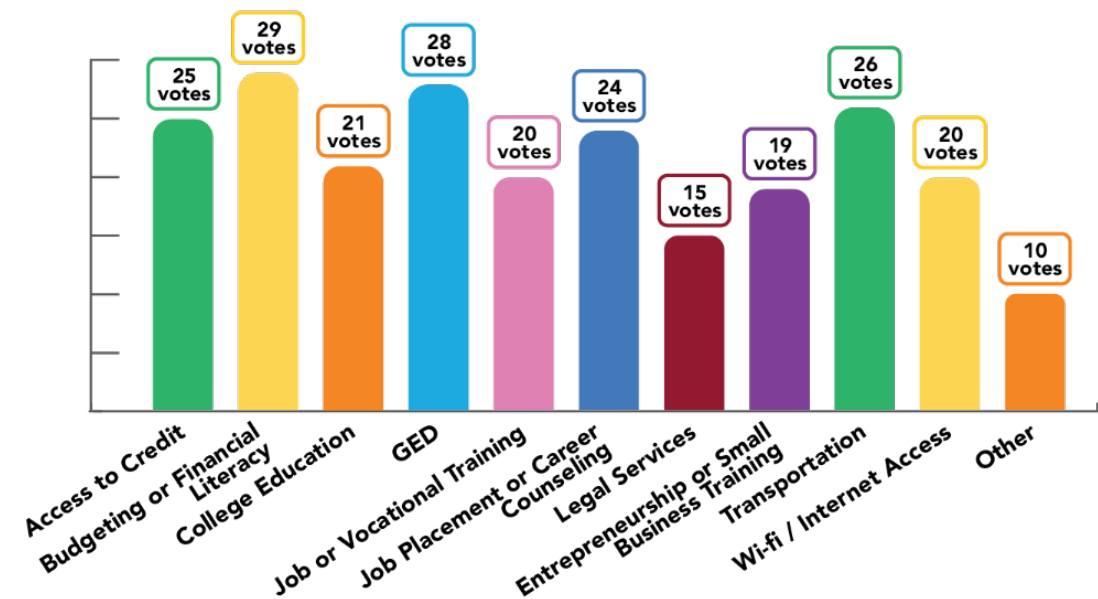


# EQUITY & ACCESS

What programs and services offered by GHA at Strive4Success do you or members of your household participate in?



What types of programs or services do you or other adults in your household need at this time?



What barriers keep you from accessing services offered by GHA?



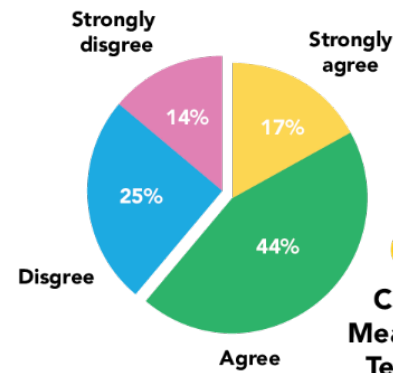
**\*33% of residents said they face no barriers**

**"We need a thriving community that will help our seniors and youth."**



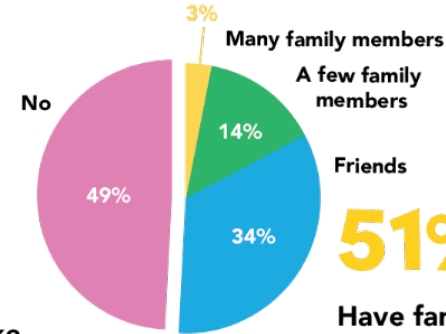
# HOUSING

81% of respondents would like new housing to be located in the Pine Meadows / Lake Terrace area or another part of East Gainesville



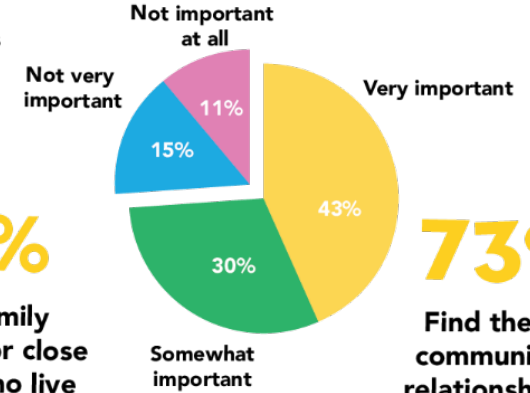
61%

Consider Pine Meadows or Lake Terrace to be a tight-knit community



51%

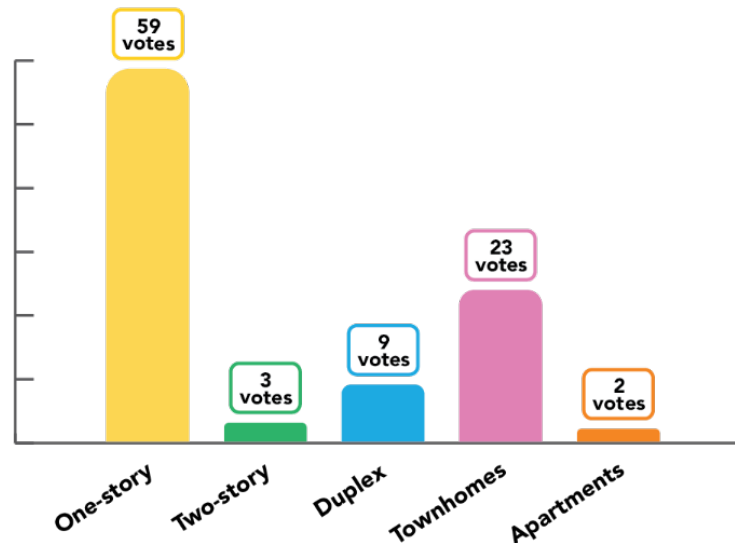
Have family members or close friends who live in Pine Meadows or Lake Terrace



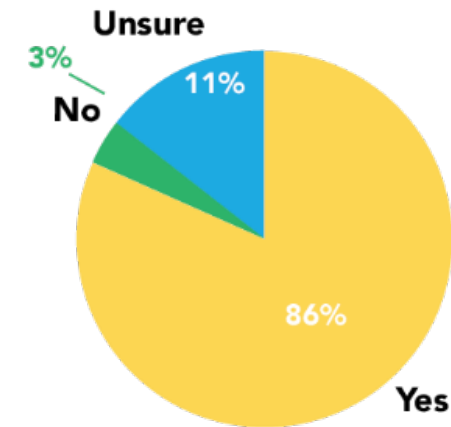
73%

Find their community relationships somewhat or very important when considering a move.

If Pine Meadows or Lake Terrace are redeveloped, would you prefer it to be:



Do you want to become a homeowner now or in the future?



# JOBS & EDUCATION

What work experience do you want to develop?



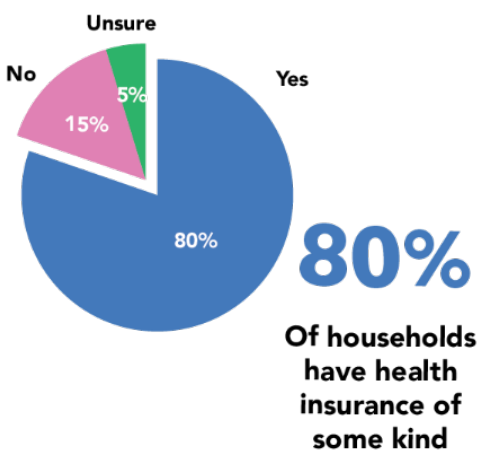
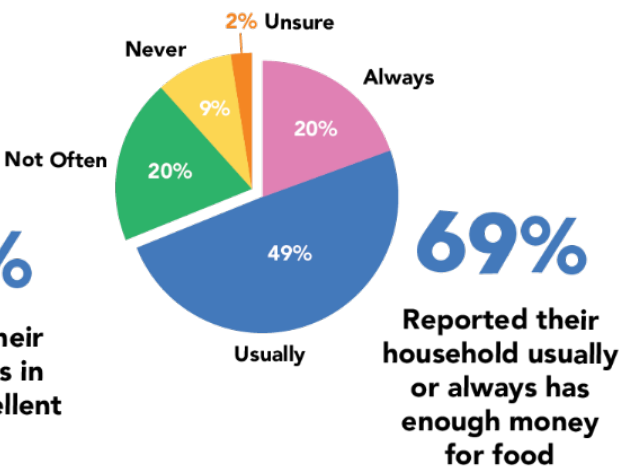
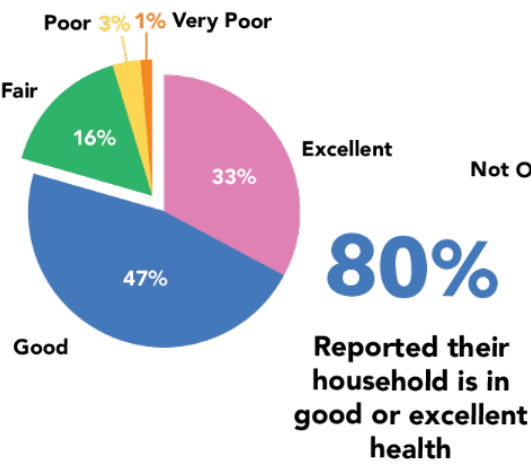
What are the challenges that make it difficult to find and/or keep work?\*



\*29% of residents said they face no challenges

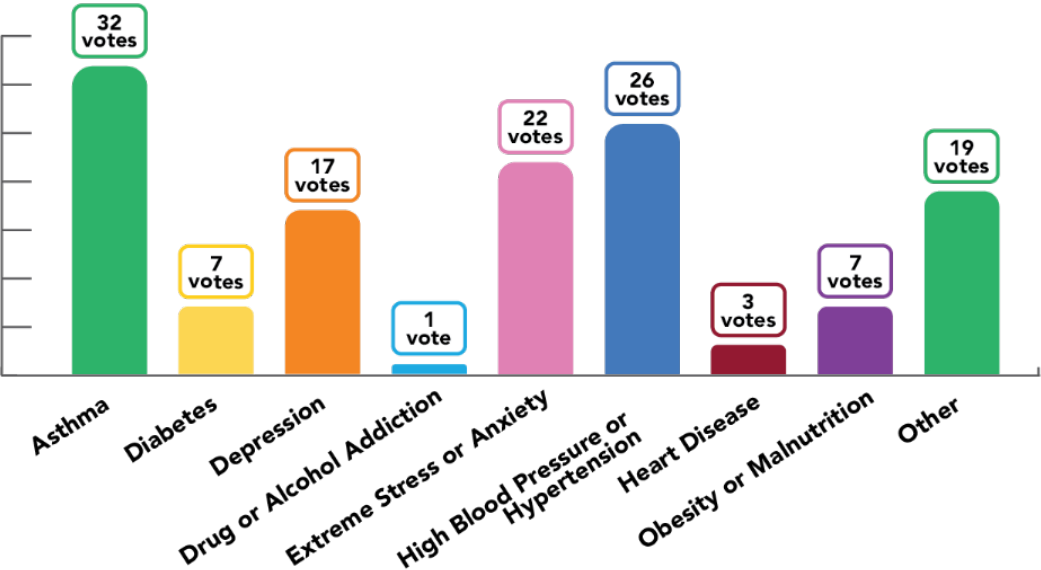
83% of respondents have not attained a college degree or certification / license

# HEALTH

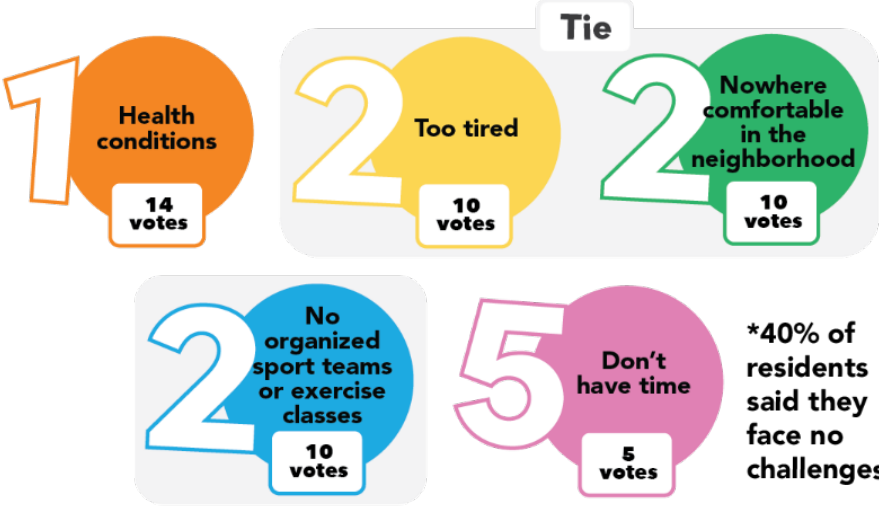


25% of respondents need improved access to exercise & physical fitness

Do you or members of your household have any of the following medical conditions?



What are some of the challenges that keep you and your household from being more physically active?\*



\*40% of residents said they face no challenges



# SAFETY & SECURITY

**88%**

Feel somewhat or very safe walking to the closest bus stop

**81%**

Feel somewhat or very safe walking in between GHA buildings

**87%**

Feel somewhat or very safe leaving or returning to GHA property

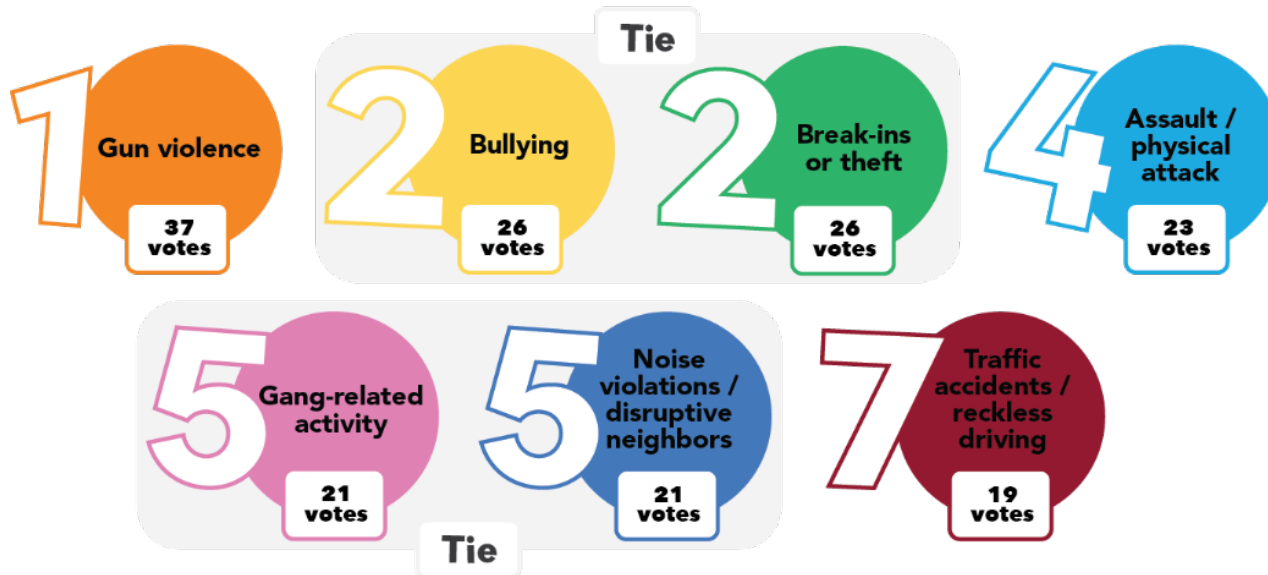
**94%**

Feel somewhat or very safe inside their apartment

"Need more lighting in area [near] houses."

"Really need play area for children [and] speed bumps for children safety."

What safety issues are you most concerned about in the neighborhood?



The top improvements residents feel would make the community safer

- **Better street lighting & visibility**
- **Better security systems**
- **Better outdoor maintenance**
- **Youth programs**

# NEIGHBORHOOD

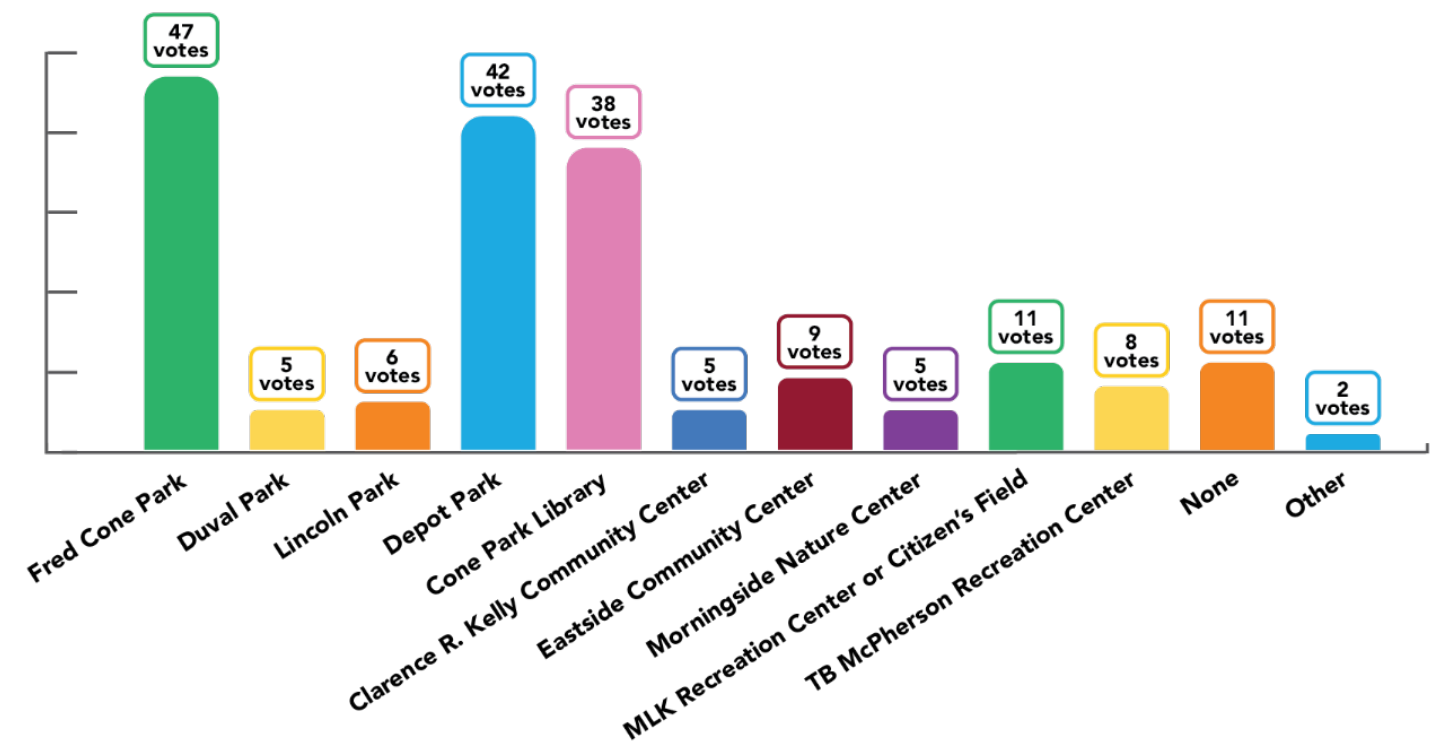
What do you consider to be the top three strengths of your neighborhood?



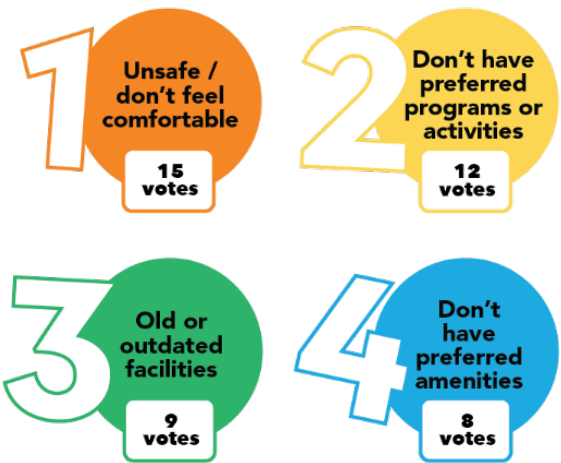
"[Want] a historic wall area that talks about the history of the east side of Gainesville."

"Fred Cone Park [is] not welcoming enough."

Which local parks and recreation centers do you and your household visit regularly for recreation?



What are the barriers that keep you from using the parks and recreation centers more regularly?\*



\*36% of residents said they face no barriers

# OPEN HOUSE

## Streets and Walkable Connections

### Housing

- 1 story single-family homes
- 1 to 2 story single-family homes or duplexes
- 2 story townhouses
- 2 to 4 story apartments

### Indoor Amenities

- Fitness Center
- Laundry Room
- Community Kitchen / Café
- Tutoring / Study Area / Computer Lab
- Health Clinic (Preventative/Primary Care)
- Job Training Center
- Financial Services Center
- Day Care

### Outdoor Amenities

- Playground
- Splash Park
- Athletic Courts / Fields
- Outdoor Exercise Equipment
- BBQ / Picnic Areas
- Public Wifi
- Parking







# Developing a Vision

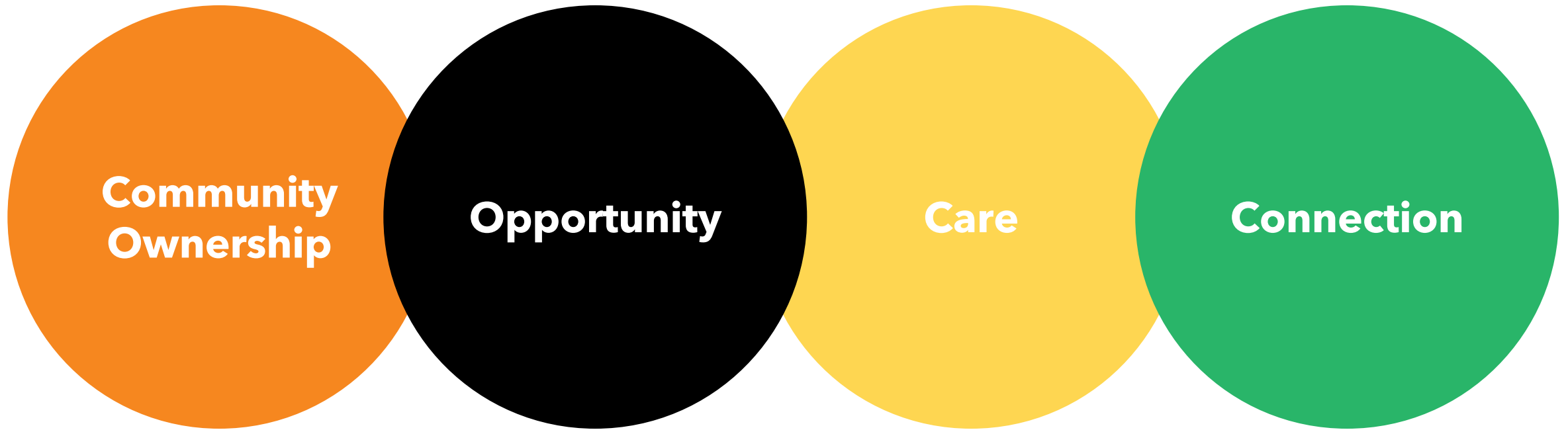


# VISION

Building upon the **rich cultural heritage** of community members in the Choice Neighborhood, and the **ongoing efforts of residents and community-based organizations** to create the community they want to see for themselves, the Choice Neighborhood Plan seeks to identify **actionable strategies** that can support residents in creating **a thriving, healthy, self-sufficient, and proudly Black community** that is **built by and for East Gainesville's current and legacy residents**.



# WORKING GROUPS



- Homeownership
- Credit Building
- Small Business & Entrepreneurship
- Weatherization & Clean Energy

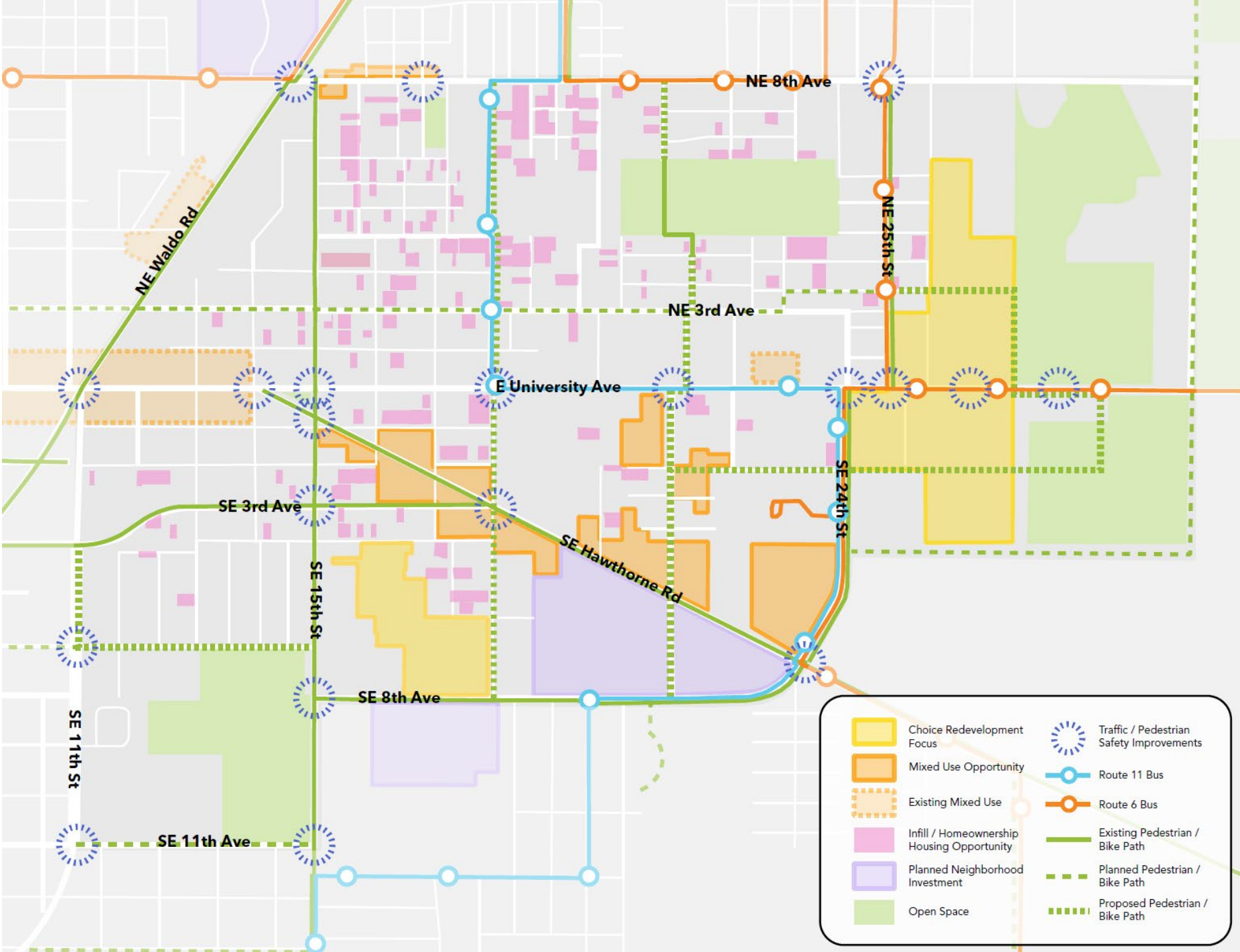
- Job Training & Green Jobs
- Tenant Resources
- Lifelong Learning & Education
- Youth Education & Engagement

- Holistic Health Care
- Parenting & Social / Emotional Learning
- Community & Civic Leadership
- Beautification + Community Identity, Safety & Pride

- Multimodal Transportation / Traffic Safety
- Commercial & Retail Amenities
- Parks & Recreation
- Cultural & Heritage Preservation



# FRAMEWORK FOR NEIGHBORHOOD IMPROVEMENTS







# Early Action Project



# Still exploring ideas...

If you could make one physical change to the neighborhood right now, what would it be?  
(top 2 choices)

22%

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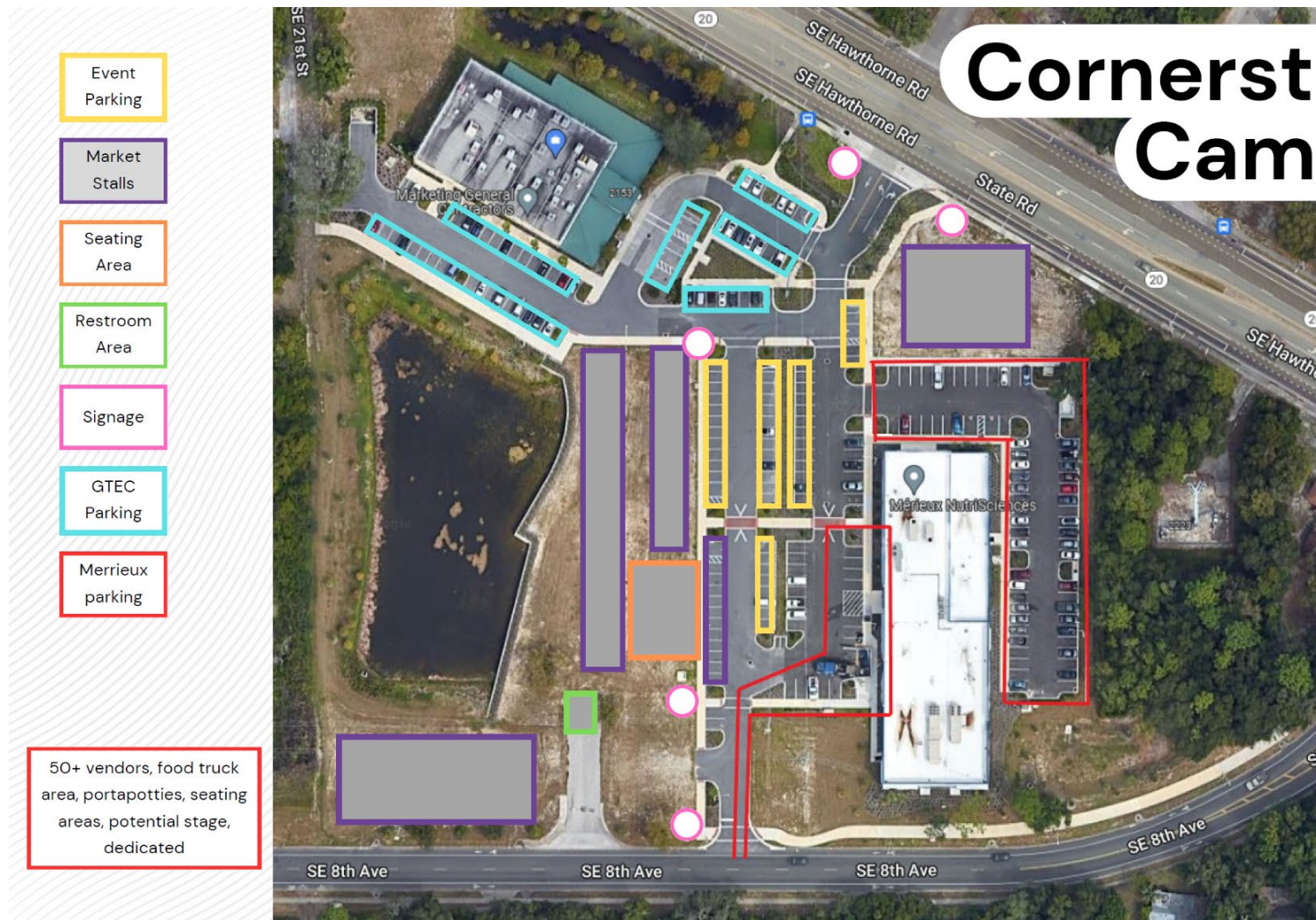
12%

**Create public art that highlights the community's history and identity**

11%

**Create a beautiful branded gateway into the neighborhood**

GCRA is independently creating a Community Market that addresses some of the top priorities identified for the Early Action Project!



Potential Community Market Layout - Cornerstone Campus, Prepared by GCRA



# One potential idea...

Explore opportunities to **leverage arts and culture** to strengthen residents' **sense of ownership of and connection to investments and activities** at Cornerstone and along SE Hawthorne Road.

- **Improve accessibility and connection** between surrounding communities and Cornerstone site
- Signal that these **improvements are for *current* residents** of the neighborhood and East Gainesville
- **Highlight and celebrate** the **cultural heritage and identities** of surrounding communities
- Ensure that residents **feel invited to and included in these spaces** early, rather than as an afterthought

## Potential Opportunity Sites:

- Along SE 24th Street (Pine Meadows/Lake Terrace)
- Along SE 18th Street or SE 21st Street (Duval Heights)
- At Cornerstone



# NEXT STEPS

- Help recruit Working Group members
  - » Residents, business owners, workers, teachers, community-based organizations, institutions, service providers, future implementation partners
- Share survey results with your networks + Follow/engage on social media
  - » @GainesvilleChoice on Instagram & Facebook
- Any upcoming community events?

