



**UNIFIED GOVERNMENT OF WYANDOTTE  
COUNTY/KANSAS CITY, KANSAS**

**camiros**  
*in collaboration with*

BikeWalkKC  
Borderless Studio  
Phillips-West  
SE3  
Valerie S. Kretchmer Associates

A GUIDE FOR  
**COMMUNITY ACTION**  
-AND-  
**EMPOWERMENT**



**NORTHEAST AREA MASTER PLAN**  
PLAN MAESTRO PARA EL ÁREA NORESTE

GUÍA PARA  
**ACCIÓN COMUNITARIA**  
-Y-  
**EMPODERAMIENTO**



**NORTHEAST AREA MASTER PLAN**  
PLAN MAESTRO PARA EL ÁREA NORESTE

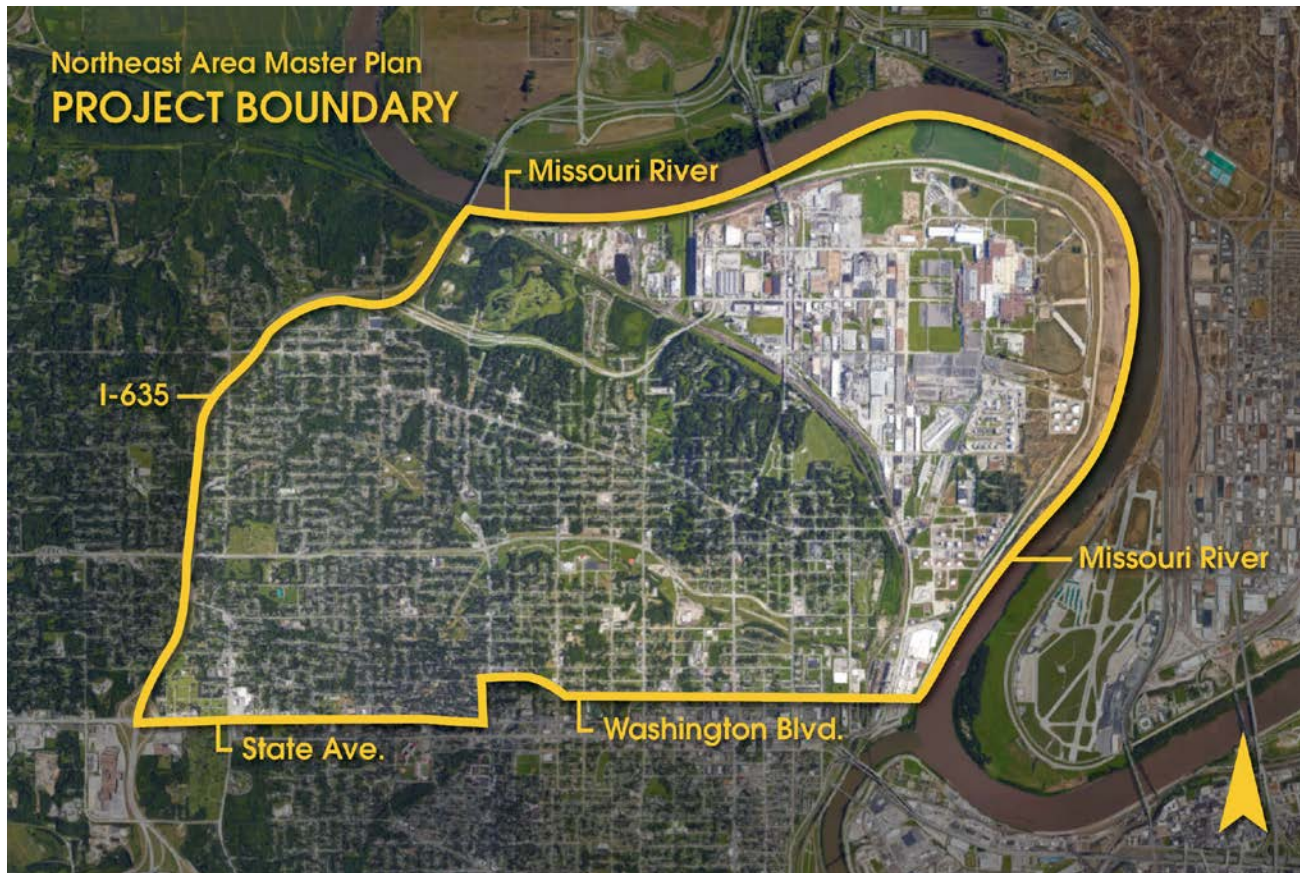
# overview / descripción

- The Planning Team  
*Equipo de planeación*
- Plan Overview and Goals  
*Descripción del Plan y Metas*
- What We've Heard  
*Lo que hemos escuchado*
- Assets, Opportunities and Issues Activity  
*Actividad de recursos, retos y oportunidades*
- TLC - Early Action Projects  
*TLC – Proyectos de Acción Inmediata*
- Questions and Answers  
*Preguntas y Respuestas*



**NORTHEAST AREA MASTER PLAN**  
PLAN MAESTRO PARA EL ÁREA NORESTE

# project area / *área del proyecto*



**NORTHEAST AREA MASTER PLAN**  
PLAN MAESTRO PARA EL ÁREA NORESTE

# creating neighborhoods of choice / *creando una comunidad de oportunidad*



**NORTHEAST AREA MASTER PLAN**  
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“¡Si no están  
en la mesa...  
están en el  
menú!”



**NORTHEAST AREA MASTER PLAN**  
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“if you aren’t  
at the table...  
you’re on the  
menu”



**NORTHEAST AREA MASTER PLAN**  
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# team organization / organización de equipo



**NORTHEAST AREA MASTER PLAN**  
PLAN MAESTRO PARA EL ÁREA NORESTE

# team organization / organización de equipo



# community engagement / *participación de la comunidad*



Purpose is to develop...

*El objetivo es desarrollar...*

- **Trust/Confianza**
- **Relationships/Relaciones**
- **Understanding/Entendimiento**
- **Common Vision  
*Visión Compartida***
- **Implementation Support  
*Apoyo en la implementación***



**NORTHEAST AREA MASTER PLAN**  
PLAN MAESTRO PARA EL ÁREA NORESTE

# community led process / *proceso donde la comunidad es líder*



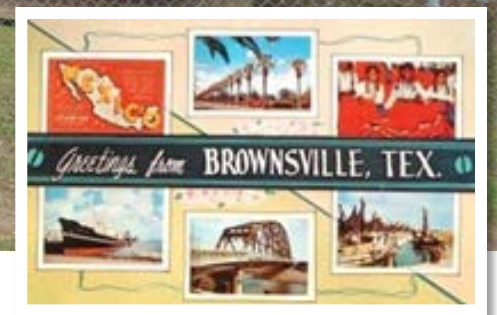
# goals of plan / *metas del plan*

- Improve the quality of life for current and future residents  
*Mejorar la calidad de vida de actuales y futuros residentes*
- Identify opportunities for strategic reinvestment  
*Identificar oportunidades de inversión estratégica*
- Put the ideas to action  
*Impulsar ideas hacia acción*



**NORTHEAST AREA MASTER PLAN**  
PLAN MAESTRO PARA EL ÁREA NORESTE

# TLC early action projects / *TLC proyectos de acción inmediata*



# TLC early action projects / *TLC proyectos de acción inmediata*



*Greetings  
from*

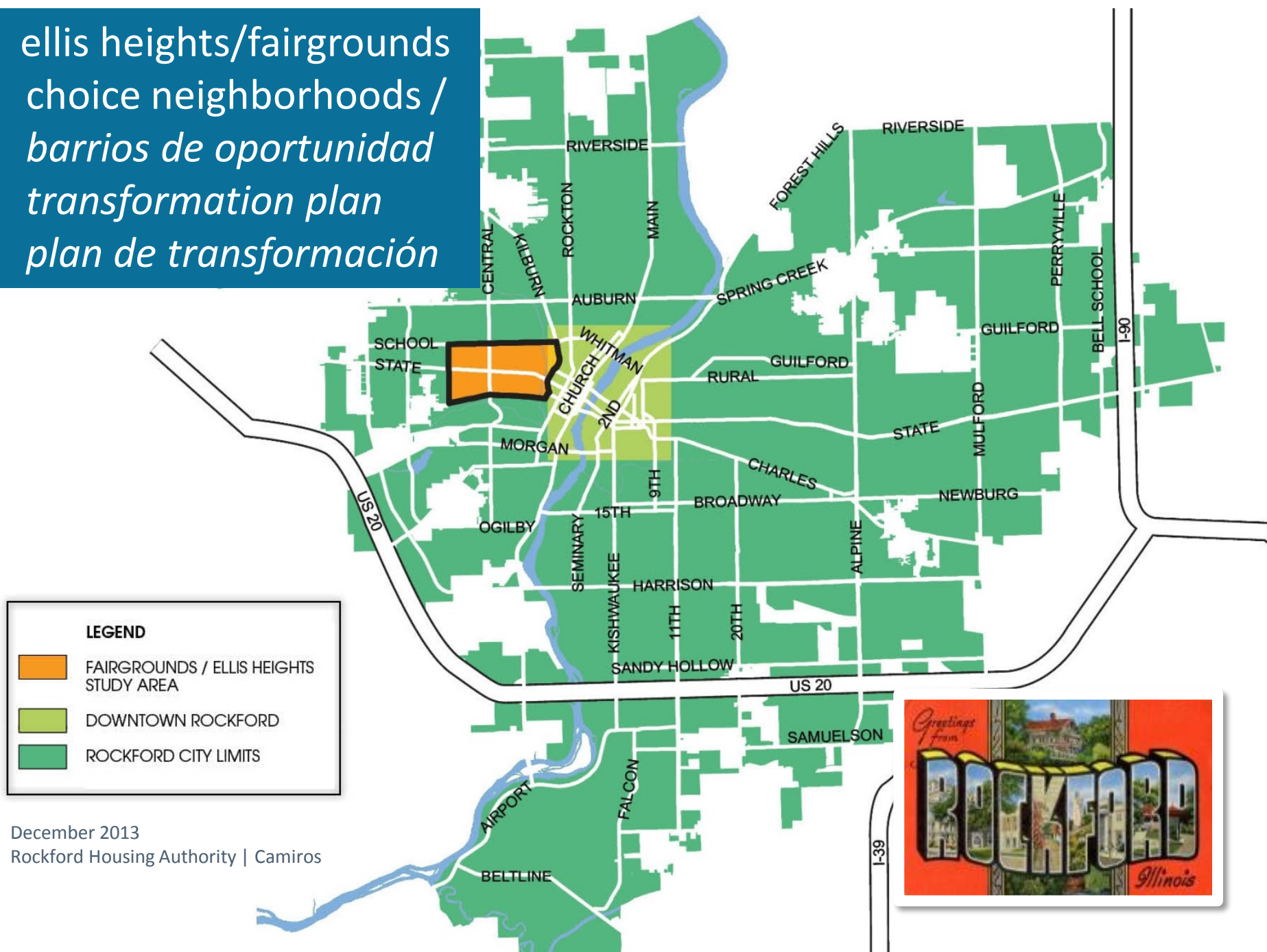


**ROCKFORD**

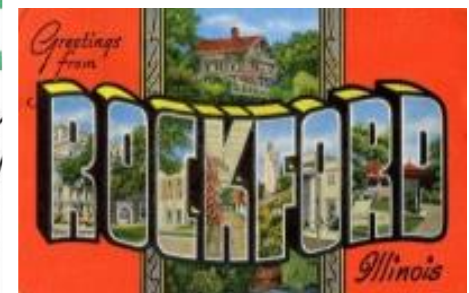
*Illinois*



ellis heights/fairgrounds  
choice neighborhoods /  
*barrios de oportunidad*  
transformation plan  
*plan de transformación*



December 2013  
Rockford Housing Authority | Camiros



# ellis heights neighborhood / comunidad ellis heights

## rrstar.com

Rockford Register Star | The Rock River Valley's Leading Information Source



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### Poor Town: 'The wrong side' of Rockford used to be all right

In District 11, 53% of families lived below the federal poverty line in 2010



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By Brian Leaf  
**RRSTAR.COM**

Posted Mar 17, 2013 @ 06:05 AM

Last update Mar 17, 2013 @ 06:52 AM

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Life on poverty's borders in the Rock River Valley

*This is the second story in a series on the effect of poverty and how to respond to it. In Winnebago and Boone counties, the ranks of the poor...*



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### Rockford police confront crime spike that's 'not going to go away'

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AMY J. CORRENTI | RRSTAR.COM

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Rockford police wait outside a home in the 2800

By Jeff Kolkey  
**RRSTAR.COM**

Posted May 09, 2013 @ 03:43 AM

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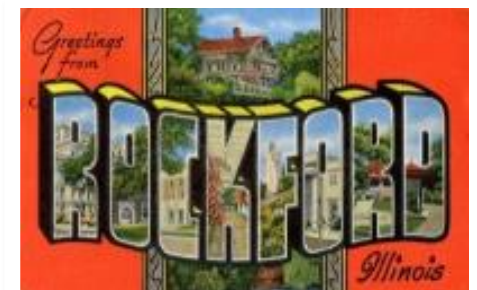
Letter: Rockford has a crime problem

Chuck Sweeney: Bipartisan cops always get their hoodlums

Crime forum on northeast side draws a full house

ROCKFORD — Police will beef up patrols in the neighborhoods surrounding the Fairgrounds Valley housing complex in the wake of a spike in shots-fired incidents in April.

Officers responded to 57 incidents of shots-fired in April, a 58 percent increase over March. Most incidents were in areas with street-gang activity on the far west side, but there were also seven cases of shots-fired in the east side.



# blocks of potential / *cuadras con potencial*



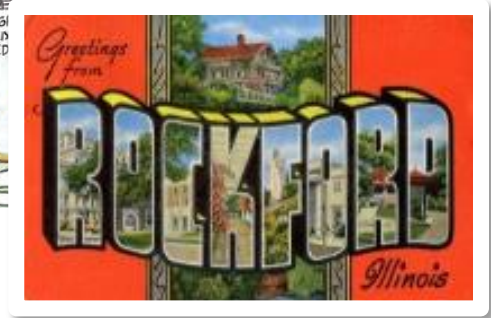
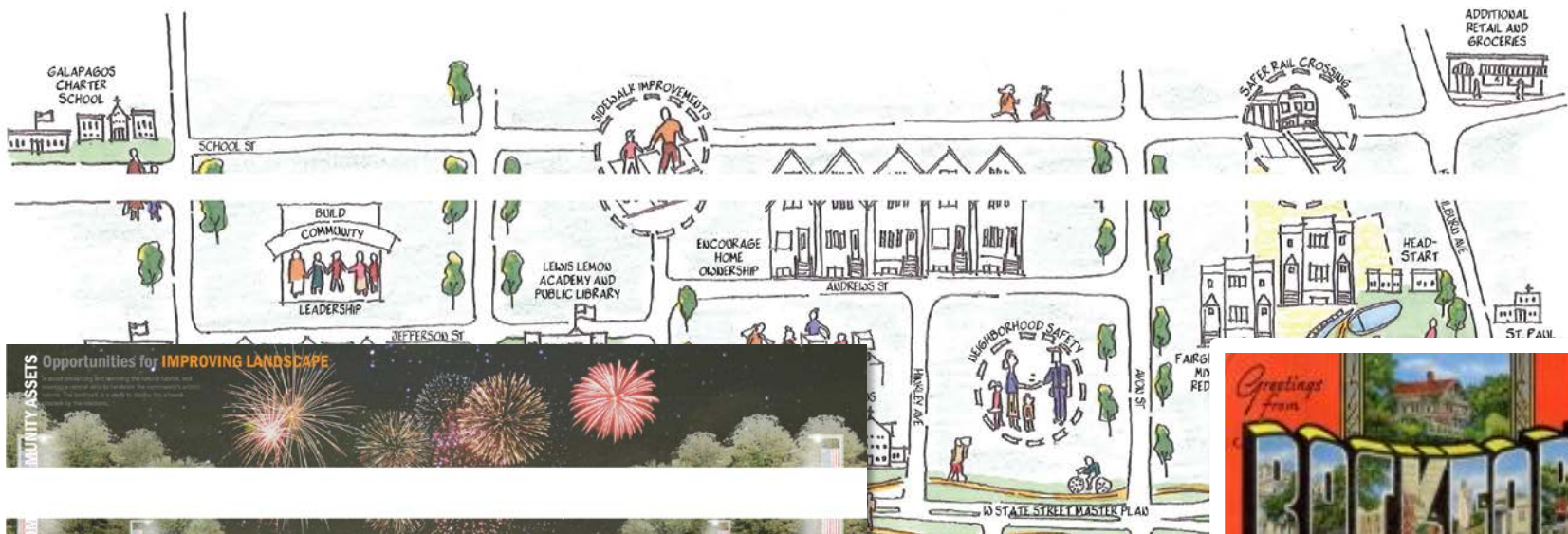
# fairgrounds valley / valle fairgrounds



# fairgrounds park / *parque fairgrounds*



# vision and pathways forward / *visión y ruta a seguir*



# vision and pathways forward / visión y ruta a seguir



## STRATEGIC INITIATIVES OVERVIEW

### 1. Neighborhood Improvements

Improve the physical conditions in the neighborhood by directing public and private investments to key neighborhood amenities to enhance neighborhood image and stimulate future redevelopment.

### 2. Housing

Develop new mixed income housing, while protecting and upgrading the existing housing stock.

### 3. Education

Establish a positive and identifiable Ellis Heights educational brand, which reduces impediments to learning, increases school attendance, promotes the use of community learning facilities – all of which increase academic achievement and upward mobility through the "ladders of career opportunity" model.

### 4. Income and Jobs

Increase resident employability, employment opportunities and neighborhood business opportunities. Foster an environment of a culture to cultivate the creative talents of IL residents in order to help shape and move Heights forward.

### 5. Safe, Healthy Neighborhood

Improve connections between neighbors to create shared respect, understanding and communication, which help to connect residents to health and wellness services, build mutual respect and confidence in neighborhood ownership, and confront issues leading to neighborhood violence.

### 6. Focus on Youth

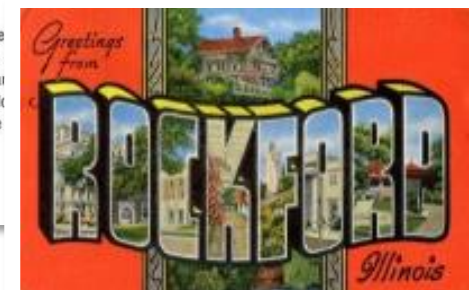
Establish avenues for youth development leading to lifestyle and learning opportunities that enhance economic opportunity and personal choice.

### 7. Community Engagement and Capacity Building

Create collaborative partnerships between city and



Most of the projects of our Plan were identified by neighborhood residents during the community planning meetings held during 2012.



# strengthening partnerships / *fortalecimiento de alianzas*

## TRANSFORM ROCKFORD

US DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT (HUD)

FAIRGROUNDS VALLEY COMMUNITY

ROCKFORD HOUSING AUTHORITY (RHA)

ELLIS HEIGHTS COMMUNITY

CAMIROS, LTD

GORMAN AND COMPANY

CITY OF ROCKFORD HUMAN SERVICES DEPARTMENT

UNIVERSITY OF ILLINOIS - ROCKFORD COLLEGE OF MEDICINE

ROCKFORD AREA AFFORDABLE HOUSING COALITION

PRAIRIE STATE LEGAL SERVICES

ROCKFORD COMMUNITY DEVELOPMENT DEPARTMENT

ROCK VALLEY COLLEGE

CRUSADER COMMUNITY HEALTH

WINNEBAGO COUNTY HEALTH DEPARTMENT

JEREMIAH DEVELOPMENT / EMMANUEL EPISCOPAL CHURCH

PILGRIMS PROMISE CDC

CITY OF ROCKFORD PARK DISTRICT

CITY OF ROCKFORD PUBLIC WORKS

ELLIS HEIGHTS WEED & SEED

CITY OF ROCKFORD ADMINISTRATION / COUNCIL

BANNER OF TRUTH INTERNATIONAL

YWCA OF ROCKFORD

ROCKFORD METROPOLITAN AGENCY FOR PLANNING

CITY OF ROCKFORD POLICE DEPARTMENT

CITY OF ROCKFORD FIRE DEPARTMENT

LUTHERAN SOCIAL SERVICES

BOYS & GIRLS CLUB OF ROCKFORD

ST. PAUL LUTHERAN CHURCH

UNIVERSITY OF ILLINOIS - SCHOOL OF ARCHITECTURE

PRESTON STREET EMPLOYMENT CENTER

LYDIA URBAN ACADEMY

ROCKFORD ARTS COUNCIL

FAIRGROUNDS RESIDENT LEADERSHIP GROUP

ROCKFORD PUBLIC SCHOOL DISTRICT 205

GOODWILL

ROCKFORD MASS TRANSIT DISTRICT

WEST GATEWAY COALITION

THE LITERACY COUNCIL

ALIGNMENT ROCKFORD

NEIGHBORHOOD NETWORK

H.O.M.E. BOARD

NIRP

ROCK VALLEY COLLEGE

HEAD START

CEASEFIRE

DCEO

NEW ZION CHURCH

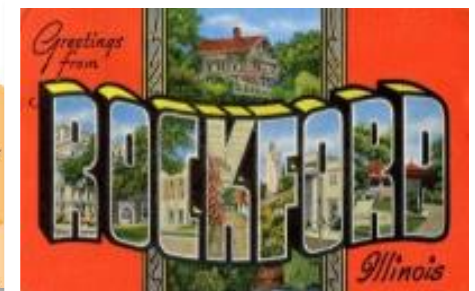
HOME START

WINNEBAGO COUNTY

FAMILY CREDIT

ST. PETER'S

ROCKFORD





# this is action / *esto es acción*

## Ellis Heights Neighborhood Cleanup Program Has Become So Successful It's Expanding



By Kevin King | kking@wtvo.com

Published 06/25 2015 05:52PM

Updated 06/26 2015 09:49AM



Project 1013 cleaning up

(Rockford) Volunteers and church members pull weeds and trim up the Ellis Heights neighborhood as Project 1013 kicked off for its fifth year, on the west side of Rockford. Volunteer workers will fill up Blaisdell Street, block by block, for the next three days. In that span of time they'll complete more than 200 different projects.

## Rockford's West Gateway Coalition incubates 2nd of 9 new neighborhood associations



COMMENT 0

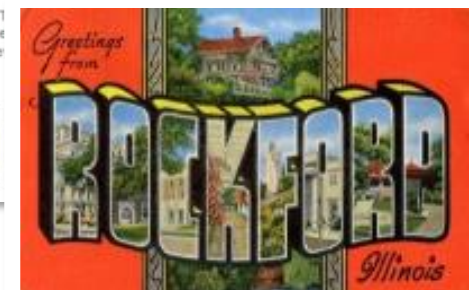
f Recommend 38

Tweet 1



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The Rev. Marvin Hightower Sr. (from left), Kevin 1 Court on Thursday, Oct. 8, 2015, in Rockford. The on cleaning up the alley west of Fairgrounds Valle PHOTOGRAPHER/RRSTAR.COM



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## Winnebago County considers \$250K investment in Rockford employment center



By Sean Muserallo **CONNECT**

Posted: Nov 21, 2014 9:27 PM CST



ROCKFORD (WREX) - Winnebago County is looking to partner with a job training center proposed for Rockford. County leaders will consider providing \$250,000 in funding to SWIFFT, South West Ideas for Today and Tomorrow. It's a non-profit focused on developing and promoting south west Rockford.

The group wants to open an employment center in the Murphy Warehouse on Preston Street.

## Rebounding Neighborhoods: Strong Houses play a role in crime-cutting efforts in Rockford

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### MOST POPULAR

- 1 Jefferson players boycott first practice over firing of coach  
Aug 8 at 10:54 AM
- 2 Residents move from Fairgrounds to The Grove, hope for fresh start  
Aug 11 at 1:08 AM
- 3 Boone County queen, Little Miss hit pageant home runs  
Aug 9 at 12:44 AM
- 4 On the Market: Historic Rockford



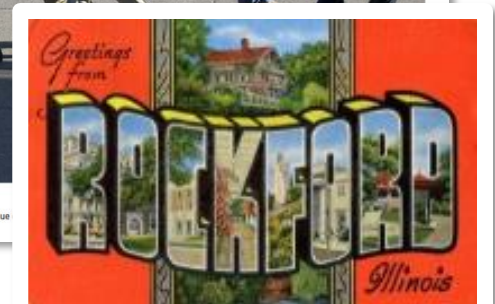
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Bentareon Coultter (from left), Bentayvion Coultter and Eddie Walters eat ice cream on July 13, 2016, at the Strong Neighborhoods House at 312 Irving Ave. The house is one of three in Rockford aimed at building relationships among police, community services groups and residents to make neighborhoods safer. PHOTO PROVIDED BY ROCKFORD POLICE OFFICER JESSE WASHINGTON

## Sidewalks along Rockford's walking school bus route may be rebuilt



BUY PHOTO  
Larry Wilson guides students as they cross Forest Avenue Rockford. RRSTAR.COM FILE PHOTO



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NEWS NOW nebago County Animal Services van ... Rockford police officers investigate

## Gorman, Rockford Housing Authority to overhaul public housing

COMMENT 2 Tweet 2



Monica Lane, 34, says she prefers living in Jane Addams Park Apartments over Brewington Oaks due to the complex's open spaces and accessibility. SUNNY STRADER/RRSTAR.COM

NEWS NOW Rockford armed robberies ... Annie's Mailbox: Widen social circle, try more nonchalance

## Foreclosure settlement means new roofs for Ellis Heights in Rockford

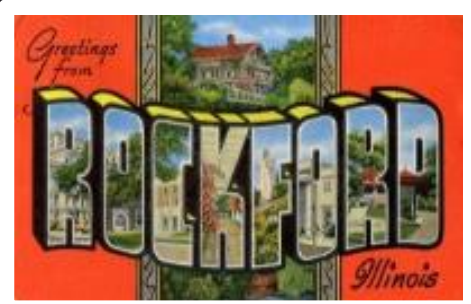
COMMENT 0 Recommend 29 Tweet 0



## Rebounding Neighborhoods: Parent involvement in schools and home rehab projects lift Rockford neighborhood



BUY PHOTO  
Brittany Rosario (center), 17, jokes with Sanford Marzette (left) and Rockford, You@Build aims to make improvements in the Ellis Heights neighborhood. PHOTOGRAPHER/RRSTAR.COM



# this is action / *esto es acción*

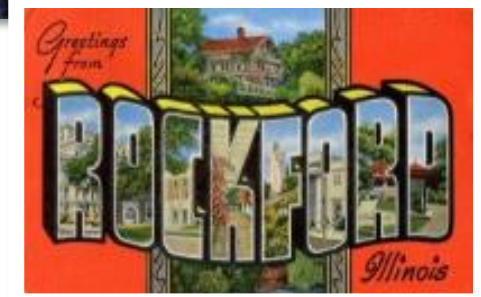
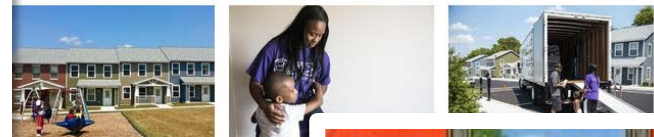
## Residents move from Fairgrounds to The Grove, hope for fresh start



## Rebounding Neighborhoods: Parent involvement in schools and home rehab projects lift Rockford neighborhood



PHOTO ▲ HIDE CAPTION  
Children play on the playground at The Grove on Thursday, Aug. 10, 2017. Residents began moving from Fairgrounds Valley to The Grove Aug. 2. [KAYLI PLOTNER/RRSTAR.COM STAFF]



BUY PHOTO ▲ HIDE CAPTION  
Brittany Rosario (center), 17, jokes with Sanford Marzette (left), 22, during a YouthBuild session on Wednesday, June 15, 2016, at 1010 N. Central Ave. in Rockford. YouthBuild aims to make improvements in the Ellis Heights neighborhood on Rockford's west side. SUNNY STRADER/STAFF PHOTOGRAPHER/RRSTAR.COM

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# Etsy and Rockford Team Up on Craft Entrepreneurship

Mar 14, 2013 • by Dana Mauriello



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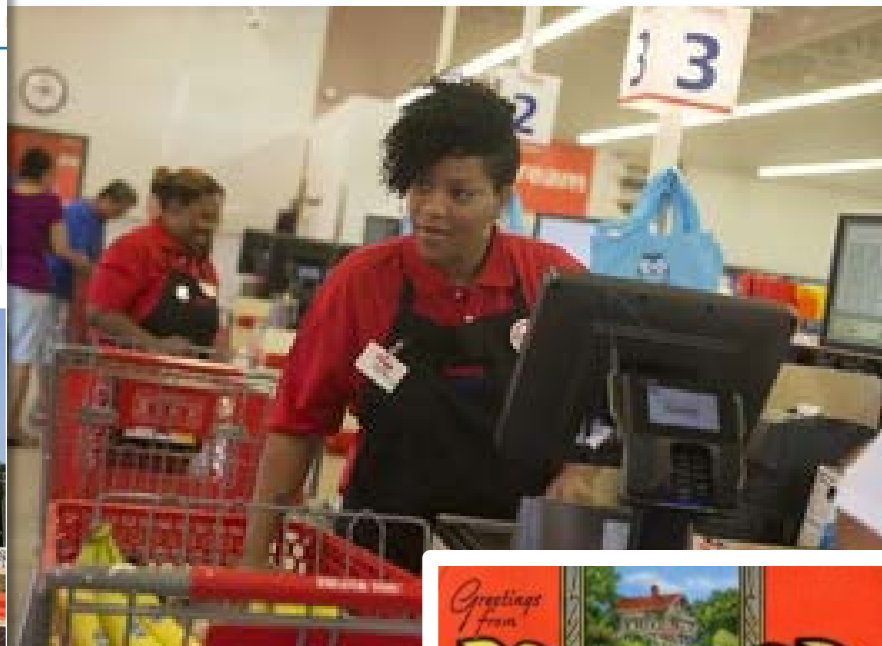
NEWS NOW /ding continues ... Rockford residents recognized in songwriting contest ...

## Our View: Save-A-Lot marks historic return of a grocery to West End in Rockford

COMMENT 2 Recommend 212 Tweet 0

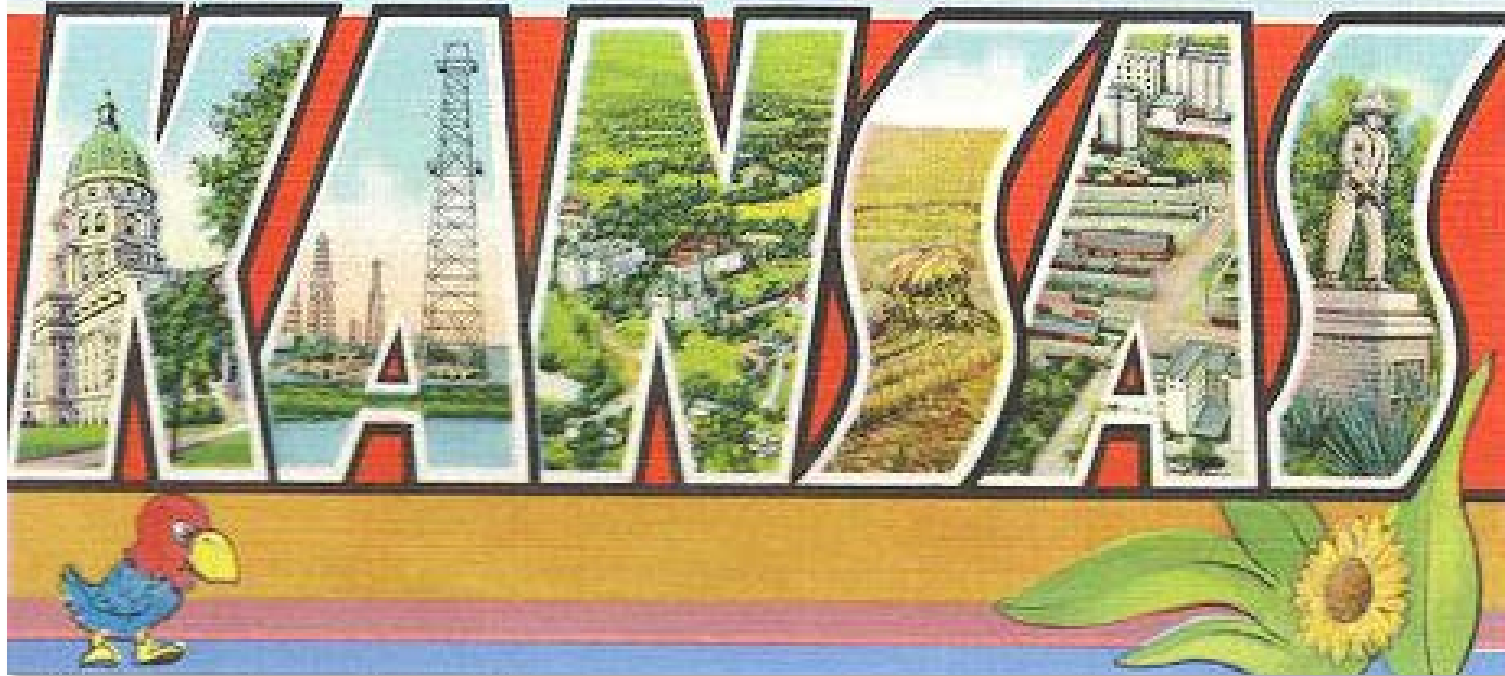


The Save-A-Lot at West State Street and Central Avenue in the Ellis Heights neighborhood on Rockford's west side is slated to open in August. BEN STANLEY/RRSTAR.COM



*Greetings  
from*

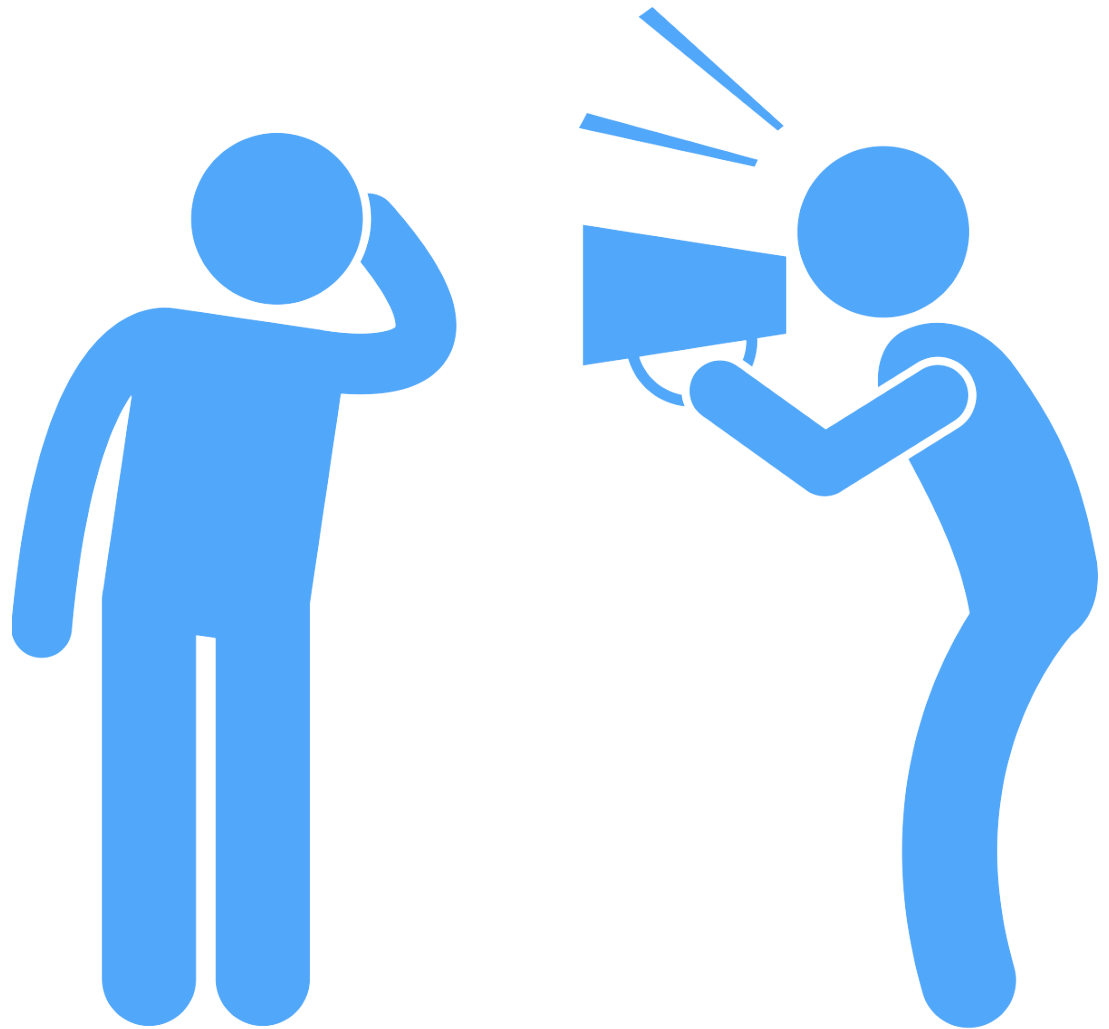
KANSAS CITY



**NORTHEAST AREA MASTER PLAN**  
PLAN MAESTRO PARA EL ÁREA NORESTE

what we've  
**seen and  
heard**

*Lo que hemos  
**visto y  
escuchado***



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# people, history and culture / *gente, historia y cultura*



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# african-american legacy / *legado africo-americano*



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# changing demographics / *cambio demográfico*



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# distinct neighborhoods / *barrios con identidades distintas*



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# places of worship / *sitios religiosos*



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# *schools / escuelas*



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# big eleven lake / *lago big eleven*



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# parkwood park / *parque parkwood*



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beautiful older homes / *casas antiguas y bonitas*



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beautiful older homes / *casas antiguas y bonitas*



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# vacancy and blight / *baldíos y ruinas*



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# vacancy and blight / *baldíos y ruinas*



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# signs of change / *señales de cambio*



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# newer homes / *nuevas casas*



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# public housing / *vivienda pública*



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lack of grocery and retail /  
*falta de tiendas y abarrotes*



**NORTHEAST AREA MASTER PLAN**  
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# lack of grocery and retail / *falta de tiendas y abarrotes*



**NORTHEAST AREA MASTER PLAN**  
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# lack of grocery and retail / *falta de tiendas y abarrotes*



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# inadequate infrastructure / *infraestructura inadecuada*



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# economic opportunity / *oportunidades económicas*



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# assets and opportunities activity / *actividad de recursos y oportunidades*

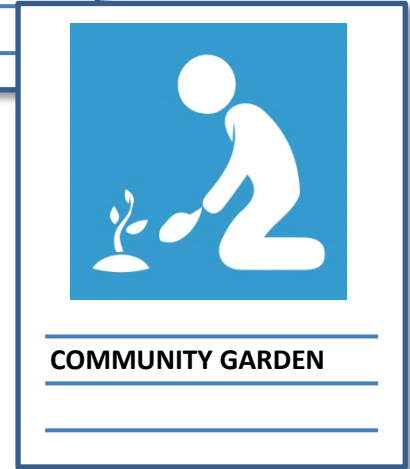
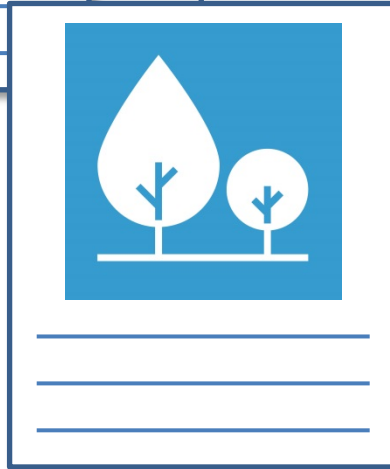
If you had a friend or relative visiting from out of town and they wanted to know the good things about the Northeast neighborhood:

*Si tuvieras un amigo o familiar de visita y quisieran saber de las cosas positivas de la comunidad Noreste:*

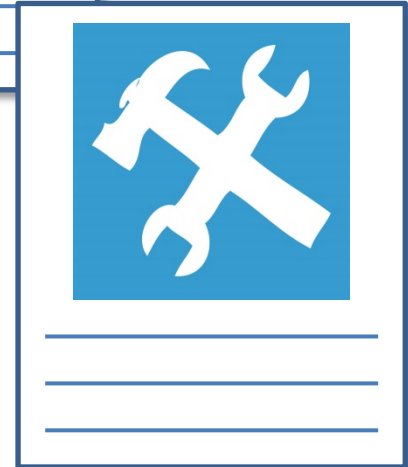
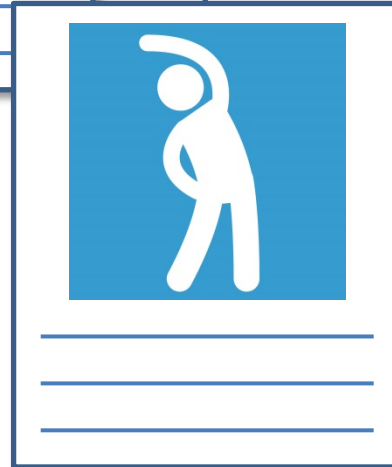
- What would you tell them to see?  
*¿Qué le dirías que visitara o viera?*
- Who would they talk to?  
*¿Con quien hablar?*
- Where would they go? *¿A dónde ir?*



# assets and opportunities activity / *actividad de recursos y oportunidades*



# assets and opportunities activity / *actividad de recursos y oportunidades*



# challenges activity / *actividad de retos*

If you had a friend or relative visiting from out of town and they wanted to know the problems and issues about the Northeast neighborhood:

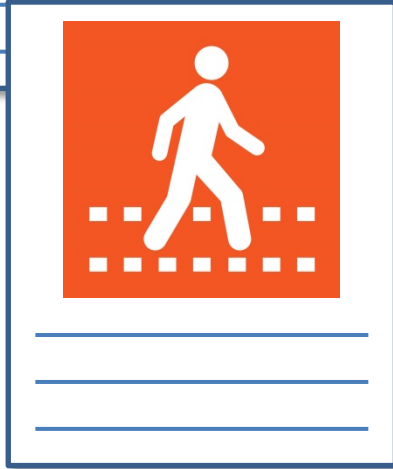
*Si tuvieras un amigo o familiar de visita y quisieran saber de los problemas y retos de la comunidad Noreste:*

- What are the negative issues?  
*¿Cuáles son los aspectos negativos?*
- What should they avoid?  
*¿Qué deberían evitar?*
- Where should they avoid? *¿Qué áreas evitar?*

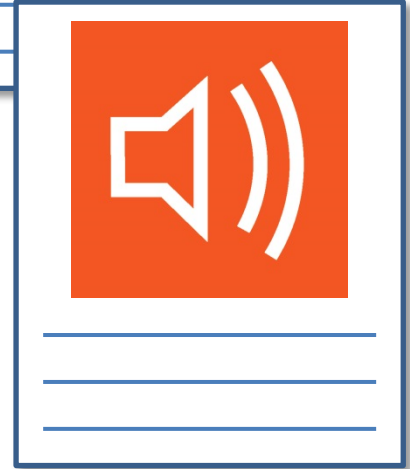
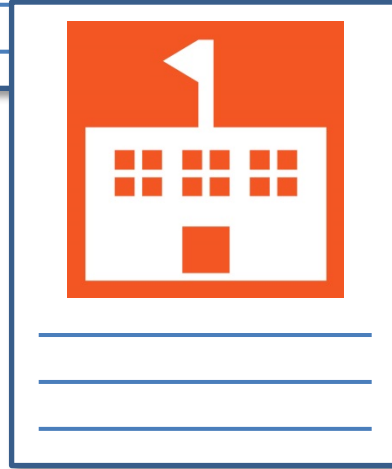
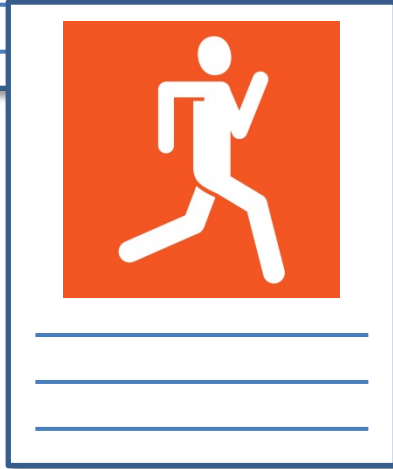
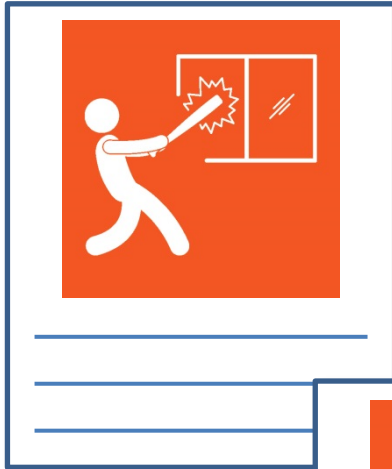




# challenges activity / actividad de retos



# challenges activity / *actividad de retos*



# early action project ideas TLC / *ideas de proyectos de acción inmediata*

Review your assets and challenges posters. Now think of one idea per person for a TLC early action project that could help meet of your six challenges. Early action projects should:

*Revisa los recursos y retos identificados. Ahora piensa en una idea por persona para un proyecto TLC que pueda ayudar a atender cada uno de los 6 retos. Proyectos de acción inmediata son aquellos que:*

- Be able to happen within 3-6 months  
*Puedan ser implementados en 3-6 meses*
- Include opportunities for community volunteers  
*Incluyan oportunidades para voluntarios de la comunidad*
- Be low-cost / *Bajo costo*



## next steps / *siguientes pasos*

- Continued listening and learning  
*Continuar escuchando y aprendiendo*
- Issues and opportunities summary  
*Resumen de retos y oportunidades*
- Kick-off TLC early action projects  
*Inicio de TLC proyectos de acción inmediata*
- Data analysis and market study  
*Análisis de datos y estudio de mercado*
- Community Meeting 2 – November  
*Reunión comunitaria 2 - Noviembre*





**UNIFIED GOVERNMENT OF WYANDOTTE  
COUNTY/KANSAS CITY, KANSAS**

**camiros**  
*in collaboration with*

BikeWalkKC  
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