

The Historic Jackson Ward Association

The Historic Jackson Ward Association (HJWA) is pleased to share our Strategic Plan for 2016-2018. This Strategic Plan reflects our neighborhood's collective, prioritized goals and will guide the work of the HJWA for the next several years.

We launched our planning process in January 2015, with a meeting of more than 50 residents and representatives of neighborhood businesses, law enforcement, churches and schools. In work teams, during the spring and summer of 2015, we prioritized focus areas and identified our specific goals.

To achieve these goals, we established committees whose members will develop and execute the specific plans. The committees are Community Engagement, Beautification, Infrastructure and Safety. These committees will report back to the HJWA on a regular basis.

The Strategic Plan is a living document that will be updated on an on-going basis to reflect our progress, identify new challenges and guide our work to make Historic Jackson Ward an even better place to live, work and play. The Strategic Plan will be posted at www.hjwa.org.

We invite and welcome your input and participation on one or more of our committees. You can reach us via email at historicjacksonwardassociation@gmail.com.



The Historic Jackson Ward Association

UNITED IN ONE VOICE TO RESTORE, REVITALIZE AND CONTINUE
COMMUNITY IN HISTORIC JACKSON WARD

STRATEGIC PLAN 2016-2018

Vision: Historic Jackson Ward will be the preferred place to live, work and play as a neighborhood that is safe, attractive and alive with cultural, commercial and historic resources available to its residents, businesses and visitors.

Mission: The mission of The Historic Jackson Ward Association (HJWA) is to unite, protect, and advance the interests of the neighborhood and improve the quality of life in Historic Jackson Ward and the greater community.

- Goals:**
- Share information about Historic Jackson Ward and the HJWA, make connections with neighbors, open avenues of service and promote effective relationships with local government.
 - Clean, revitalize and beautify Historic Jackson Ward to make it a more welcoming and desirable Richmond neighborhood for residents, local businesses and visitors.
 - Identify buildings, walkways, and public areas in Historic Jackson Ward in need of repair, report those findings to the appropriate Richmond City Departments, and to work with City Officials to alleviate these identified infrastructure problems.
 - Establish problem-solving partnerships to spur strategic action toward improved safety in Historic Jackson Ward with the understanding that safe streets and public areas are critical to building safe communities.

Share information about Historic Jackson Ward and the HJWA, make connections with neighbors, open avenues of service and promote effective relationships with local government

Objective	Project	Owner	Activities	Due
Build relationships with residents, businesses and visitors	<ul style="list-style-type: none"> • Design new HJWA brochure 	Community Engagement Committee	<ul style="list-style-type: none"> • Locate previous brochure created by Capital One • Develop content for brochure • Identify and engage volunteer designer • Create draft of new brochure • Research local printer options • Present draft and price quote to HJWA Board for approval • Print brochure 	
	<ul style="list-style-type: none"> • Create 3 Welcome Packets to distribute to <ul style="list-style-type: none"> - New residents (homeowners and renters) - Students - Businesses 	Community Engagement Committee	<ul style="list-style-type: none"> • Develop content for Welcome Packets, including collection of items as needed • Create packaging for Welcome Packets • Establish teams for delivery of Welcome Packets <ul style="list-style-type: none"> - Board Members - Community Police - College Representatives - Council Member 	
	<ul style="list-style-type: none"> • Distribute Welcome Packets 	Community Engagement Committee	<ul style="list-style-type: none"> • Schedule distribution dates • Build relationships with recipients of Welcome Packets, including getting them to join and become active in the HJWA 	

Share information about Historic Jackson Ward and the HJWA, make connections with neighbors, open avenues of service and promote effective relationships with local government

Objective	Project	Owner	Activities	Due
Build relationships with residents, businesses and visitors	<ul style="list-style-type: none"> Maintain and enhance presence on Next Door, HJWA website, Facebook and emails. 	Community Engagement Committee, HJWA Webmaster, and HJWA Board Members	<ul style="list-style-type: none"> Identify point of contact for communications process who will lead communications efforts for HJWA Utilize all mediums to publicize events, meetings, news, etc. Develop and distribute quarterly print newsletter (also distributed through other outlets) 	
	<ul style="list-style-type: none"> Create opportunities for businesses in Historic Jackson Ward to interact/be more involved with the HJWA 	Community Engagement Committee	<ul style="list-style-type: none"> Distribute Welcome Packets Share information about getting involved in the HJWA Build relationships between businesses and residents via business advertising on HJWA social media and print forums Plan and execute “shop locally days” 	
Maintain and improve relationship with local government	<ul style="list-style-type: none"> Create opportunities for engagement with local officials and improve presence at city meetings and events 	HJWA Board Officers and Community Engagement Committee	<ul style="list-style-type: none"> Create and maintain a calendar of community meetings Identify HJWA attendees for each meeting to ensure neighborhood representation Ensure all relevant officials receive personal invites to all HJWA meetings and events 	

Clean, revitalize and beautify Historic Jackson Ward to make it a more welcoming and desirable neighborhood for residents, local businesses and visitors

Objective	Project	Owner	Activities	Due
Increase community participation in maintaining a clean neighborhood and decrease tolerance for litter	<ul style="list-style-type: none"> Help the community understand their role in keeping the community clean 	Beautification Committee	<ul style="list-style-type: none"> Investigate the cost to obtain and maintain additional “anti-littering” and “clean up after your pet” signs Identify placement locations for signs Develop plan for posting and maintaining signs 	
	<ul style="list-style-type: none"> Facilitate neighborhood cleanliness 	Beautification Committee	<ul style="list-style-type: none"> Research cost, placement and management of adding trashcans and/or recycling bins around neighborhood Determine cost, placement and management of doggie bag stations around the neighborhood 	
	<ul style="list-style-type: none"> Create an “Adopt a Block” program 	Beautification Committee	<ul style="list-style-type: none"> Research Adopt-a Block programs and develop an HJWA specific plan Encourage business participation via acknowledgement signage program 	

Clean, revitalize and beautify Historic Jackson Ward to make it a more welcoming and desirable neighborhood for residents, local businesses and visitors

Objective	Project	Owner	Activities	Due
Increase community participation in maintaining a clean neighborhood and decrease tolerance for litter	<ul style="list-style-type: none"> Reduce litter on derelict properties 	Beautification Committee	<ul style="list-style-type: none"> Identify names and addresses of property owners Develop form letter to absentee property owners Coordinate with City to address identified issues Build a program to recognize landlords that maintain their property 	
	<ul style="list-style-type: none"> Research potential enhancements to HJWA Clean-up Days 	Beautification Committee	<ul style="list-style-type: none"> Compile list of suggestions to enhance clean-up days Present list to HJWA Board for approval Develop plan to implement changes 	

Identify buildings, walkways, and public areas in Historic Jackson Ward in need of repair, report those findings to the appropriate City Departments, and work with the City to alleviate these identified infrastructure problems

Objective	Project	Owner	Activities	Due
Reduce blight in Historic Jackson Ward	<ul style="list-style-type: none"> Identify abandoned buildings within Historic Jackson Ward and develop a plan to get such buildings back into productive use 	Infrastructure Committee	<ul style="list-style-type: none"> Identify abandoned/dilapidated buildings in Historic Jackson Ward (See Addendum I) Develop a process to engage with property owners and determine which properties are reported to the City of Richmond for action Establish metrics for follow-up with property owners and the City and to track overall progress 	
Repair sidewalks to improve the aesthetics, safety and walk-ability of Historic Jackson Ward	<ul style="list-style-type: none"> Identify deteriorated sidewalks to submit to City for repair 	Infrastructure Committee	<ul style="list-style-type: none"> Create a plan to identify deteriorated and/or dangerous sidewalks (See Addendum II) Engage with City to develop a plan to repair identified sidewalks Establish metrics for follow-up with City and to track overall progress 	
Address parking issues in Historic Jackson Ward	<ul style="list-style-type: none"> Identify parking issues that are negatively impacting residents and businesses 	Infrastructure Committee	<ul style="list-style-type: none"> Survey the Historic Jackson Ward community to identify most pressing parking issues Develop a plan of action to address needs 	

Establish problem-solving partnerships to spur strategic action toward improved safety in Historic Jackson Ward with the understanding that safe streets and public areas are critical to building safe communities

Objective	Project	Owner	Activities	Due
Create a more welcoming and safe environment to live, work and play	<ul style="list-style-type: none"> Identify areas that would benefit from increased lighting 	Safety Committee	<ul style="list-style-type: none"> Create a process to identify areas in need of increased lighting Prioritize identified areas Investigate cost and maintenance Submit proposal to City and establish agreed upon action plan Establish metrics for follow-up with City and to track overall progress 	
	<ul style="list-style-type: none"> Encourage more homeowners, renters and businesses to become actively involved in Neighborhood Watch 	Safety Committee	<ul style="list-style-type: none"> Re-design and expand current block program Develop plan to present “how to” sessions to neighbors on implementation of Neighborhood Watch programs Identify new block captains who will lead expansion efforts 	

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Objective	Project	Owner	Activities	Due
Create a more welcoming and safe environment to live, work and play	<ul style="list-style-type: none"> Improve communications and coordination with RPD 4th precinct, VCU and VUU Police 	Safety Committee	<ul style="list-style-type: none"> Coordinate with Community Engagement Committee to identify issues and initial recommendations to enhance police presence and coordination/communications (including feasibility of outdoor cameras) Meet with RPD, VCU and VUU police to discuss identified issues and develop recommendations Agree to joint action plan 	
	<ul style="list-style-type: none"> Engage with other HJWA committees to facilitate the maintenance of a clean neighborhood 	Safety Committee	<ul style="list-style-type: none"> Coordinate with Beautification Committee to increase awareness of the “pooper scooper” ordinance (including best practices for education and enforcement) Support Beautification Committee in efforts to establish doggie bag stations 	

Addendum I – List of possible abandoned/dilapidated buildings

1. 2 E. Clay
2. 15 E. Clay
3. 509 W Clay
4. 416 W. Clay
5. 101 E. Leigh
6. 113 E. Leigh
7. 211 E. Leigh
8. 115 W. Clay
9. 312 W. Leigh
10. 316 W. Leigh
11. 14 ½ W. Leigh
12. 14 W Leigh
13. 12 W Leigh
14. 10 W Leigh
15. 2 W Leigh
16. 15. W. Leigh
17. 514 St. James
18. 521 St. James
19. 604 St. James
20. 619 St. Peter
21. 716 N 1st
22. 724 N 1st
23. 610 N 1st
24. 608 N 1st
25. 606 N 1st
26. 522 Brook Road
27. 420 Brook Road
28. 412 Brook Road
29. 406-408 Brook Road
30. 517 Adams

Addendum II – Sidewalk Repair List

1. 16 W. Leigh
2. 127 W. Clay
3. 201 W. Clay
4. 415 W. Clay
5. 417 W. Clay
6. Entire 300 block W. Clay
7. 213 W. Clay
8. Leigh Street side of Abner Clay Park
9. 416 W. Clay
10. 316 W. Clay- front and side