



CHOICE NEIGHBORHOODS UPDATE

DECEMBER 3, 2014

DISCUSSION TOPICS

Education

Safety

Health

Economic Opportunity

Market





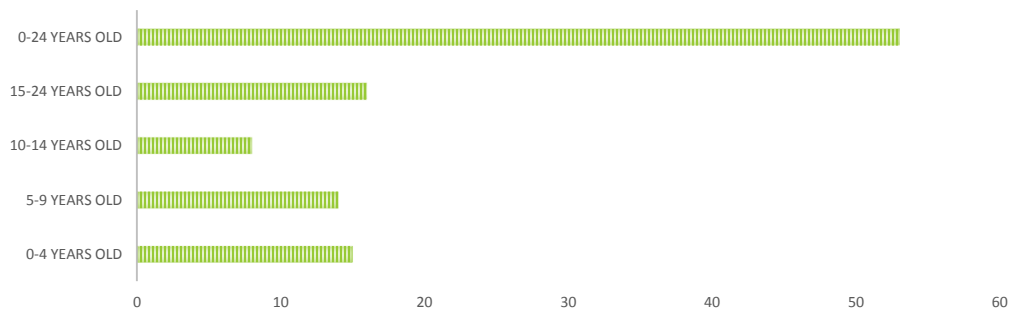
Education

GOOD NEWS
BAD NEWS
CALL TO ACTION

The Good News

The neighborhood is filled with young people, meaning education can have long-lasting impacts

PERCENT OF TOTAL POPULATION



The Good News

- Strong educational assets
 - Ashley Elementary
 - Winston-Salem Prep
 - Ephesus Jr. Academy
 - Kennedy HS / Learning Ctr
 - Head Start (4 nearby locations)



DECEMBER UPDATE

The Good News

- Established School-Business Partnership Programs
 - Individual and systemwide partners
- Guiding Institute for Development & Education (GIDE)
 - Youth Education Academy(YEA) 21st Century Community Learning Center(21st CCLC)
- Winston-Salem State University
 - Interested in developing after school literacy program

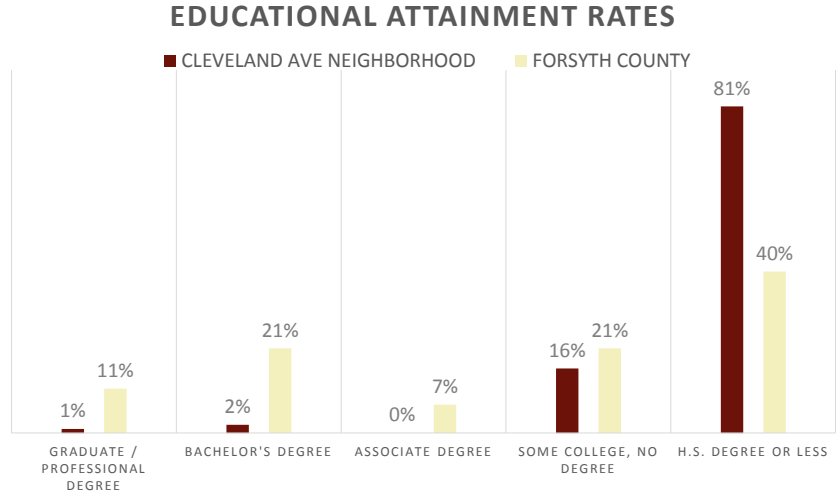


DECEMBER UPDATE

The Bad News

○ Educational

Attainment Rates are very low



DECEMBER UPDATE

The Bad News

○ Schools are poorly rated (i.e. test scores are low)

Great Schools Rating

Ashley Elementary	1
Cook Elementary	1
W-S Prep Academy	2
Paisley Middle	7
Kennedy HS / Learning Ctr	2
Carver High	1



DECEMBER UPDATE

Call to Action

- **Close gaps, overcome hurdles**
- **Early intervention is critical, but any intervention is good**
- **Small things make a big difference**
- **Parents and programs **MUST** be partners**



DECEMBER UPDATE



The Good News

Health care providers are ready and willing to increase access to health care :

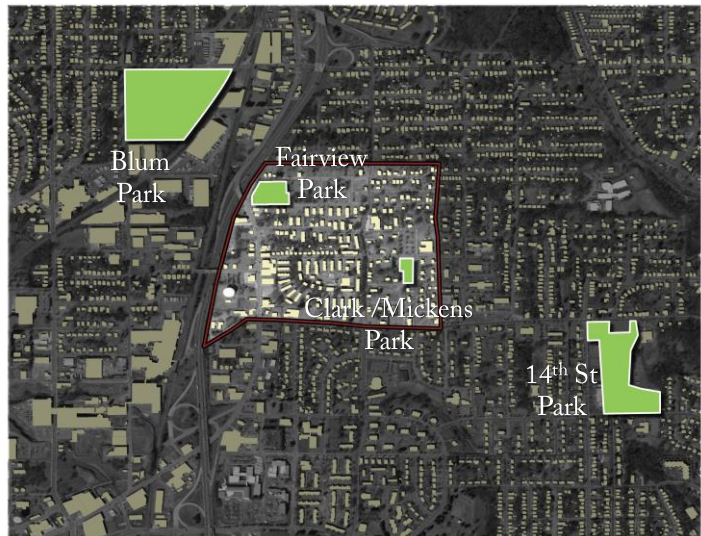
- Southside United Health and Wellness Center*
- Downtown Health Plaza/Wake Forest Baptist Health
- Forsyth County Department of Public Health*
- Novant Health*



* Attended Community Kick-Off

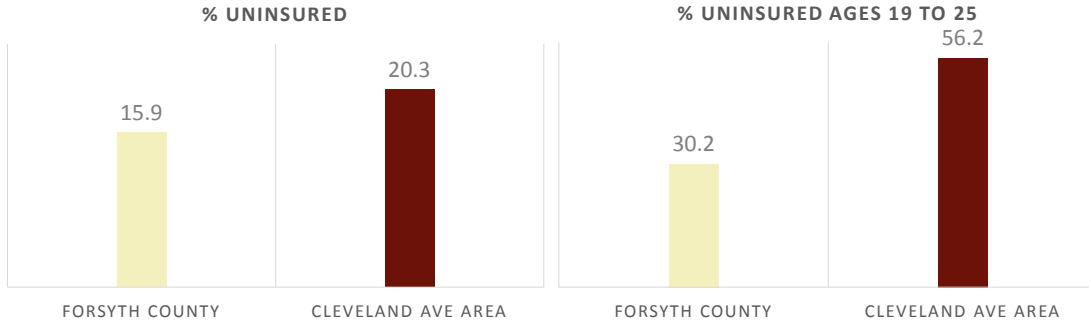
The Good News

- Several Parks within ½ mile
 - Blum/Blanding
 - Fairview
 - Clark/Mickens
 - Harambee
 - 14th St
- Farmers Market
 - Better access to healthy foods



The Bad News

Access to health insurance is low:



The Bad News

Lack of transportation options leads to lack of access to health care and healthy foods

0

grocery stores or supermarkets within a 20 minute walk from the Cleveland Ave Homes

200

people in the area who used ambulances for non-emergencies to get to Wake Forest Baptist Medical Center because they did not have transportation to health care



Call to Action

- Access and Education are key

- Improve access to:

- Health care/dental care
- Healthy foods
- Transportation

Improve education on:

- Health-improving opportunities
- Health-improving behaviors



Safety

GOOD NEWS

BAD NEWS

CALL TO ACTION



The Good News

- o **Community Organizations & Resources**

- o GIDE Youth Education Academy (Grades 6-12)
- o PHASAC
- o Becoming a Man/Becoming a Woman

- o **Policing**

- o Gang Unit for neighborhood
- o P2C website

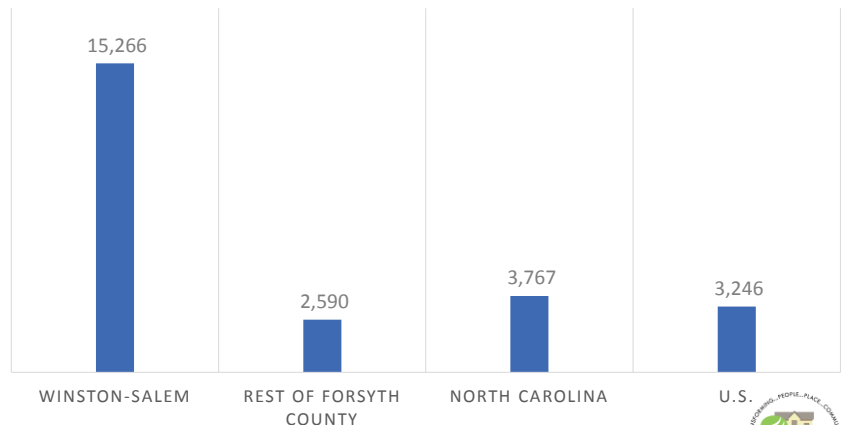


The Bad News

- o **Crime rate in the City is very high**

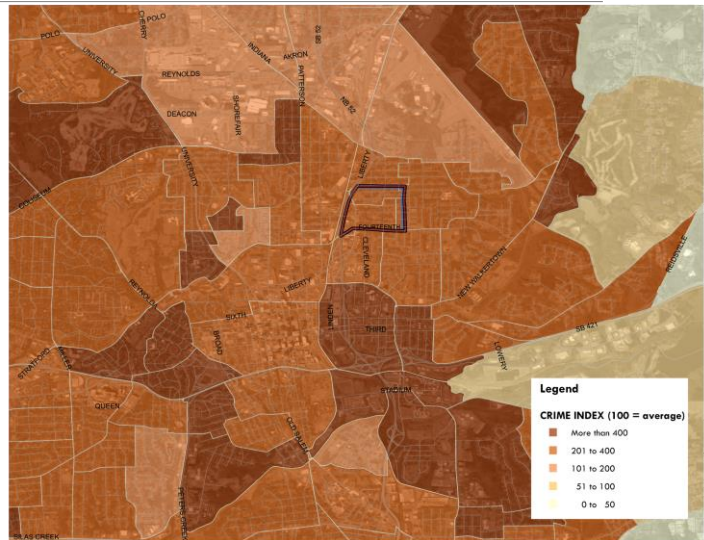
CRIME RATE PER 100,000 RESIDENTS

*still confirming data validity



The Bad News

- Crime rate in the neighborhood is among the higher rates in the City



Call to Action

Enable and empower organizations and residents to make life safer

- Physical improvements needed
- Programmatic improvements needed
- Organizational improvements needed

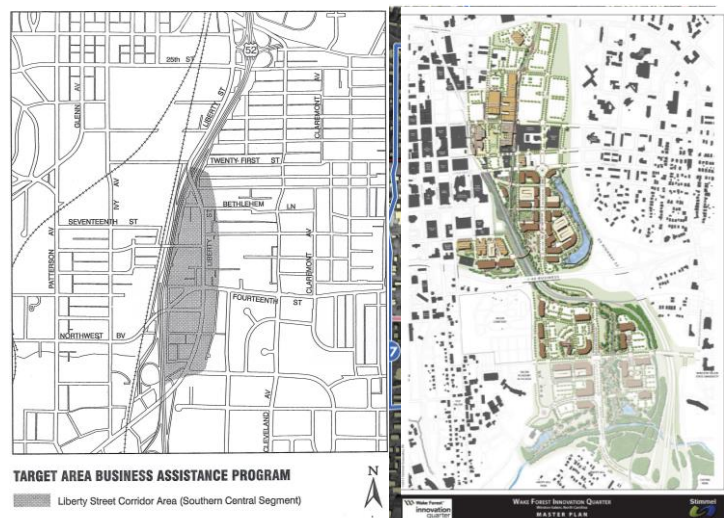


Economic Opportunity

GOOD NEWS
BAD NEWS
CALL TO ACTION

The Good News

- Neighborhood is close to jobs
- Multi-modal access is good, and possibly improving
- Existing organizations, programs in place to create neighborhood commercial jobs on Liberty Street

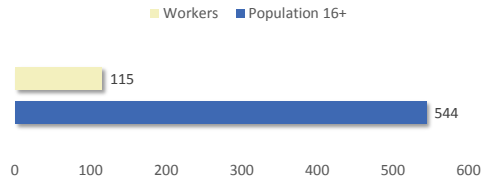


The Bad News

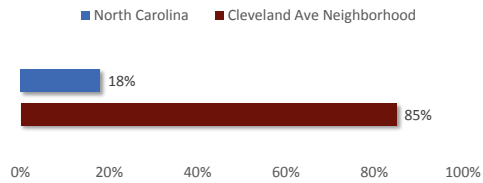
○ Employment is very low

○ Poverty is very high

CLEVELAND AVE EMPLOYMENT



CLEVELAND AVE POVERTY RATE



The Bad News

○ Likely skills mismatch

○ Educational attainment is low

○ Current jobs are not in high-growth industries

○ Liberty Street is likely limited to neighborhood commercial

CURRENT JOB MIX



Call to Action

- Neighborhood location, accessibility are strong enough to encourage growth
- Aligning skills to residents is critical
- Must be a long-term effort
 - New skills training in short-run
 - Improved education in long-run



Market Analysis

GOOD NEWS

BAD NEWS

CALL TO ACTION

The Good News

- **Housing market demand matches vision for the neighborhood**
 - 30-50 for-sale units per year
 - 150-200 rental units per year
 - Opportunity for live-rent units may exist



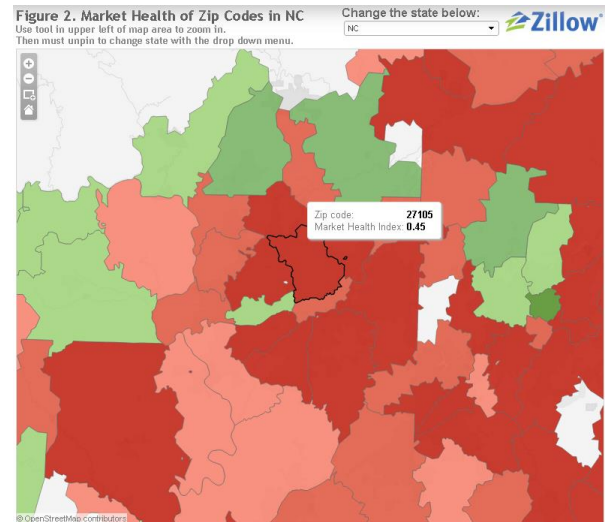
The Good News

- **Retail market demand matches desires for the neighborhood**
 - Unmet grocery store demand within 5-minute and 10-minute drives
 - Unmet general merchandise demand within 5-minute drive
 - One site could house both, which could attract other tenants



The Bad News

- Neighborhood “market health” is very poor
- Citywide permitting is still stagnant post-recession
- For-sale demand is limited to SF detached
- Demand likely can’t be met without public intervention/incentive



Call to Action

- Redevelopment is market-feasible
- Public sector involvement will be critical
- Will need to look outside Winston-Salem for inspiration in design, financing

