Northwest Jacksonville
Community Quality-of-Life Plan
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Jacksonville Mayor Youth Council • Rhonda Peoples Campaign • 29th & Chase Neighborhood Association • 29th & Chase – SHADCO • A. Philip Randolph Academies of Technology • Abyssinia Baptist Church • Academy of Scholars, Inc. • Advanced Auto • Ameriforce AOA • Carter G. Woodson Elementary School • City Of Jacksonville • City of Jacksonville Environmental Protection Board • CL Page Mortuary • Clara White Mission • Community Connections of Jacksonville • Creative Layers in Process Day Care • Denmark Restaurant • Durkeeville Historical Society • Duval County Health Department • Eureka Gardens • Faith Christian Center • Family Of Slain Children Inc. • Field Christian Academy • Florida A & M University • Florida Department of Children & Families • Florida Gator Taxi Company • Florida State Community College of Jacksonville • GMC • Grand Park Association • Hendersonville Community Association • Hilltop Apartments • Human Rights Commission • Jacksonville Area Legal Aid, Inc • Jacksonville Aviation Authority • Jacksonville Fire and Rescue • Jacksonville Merchant Seaman • Jacksonville Public Education Fund • Jacksonville Public Library: Dallas James Graham Branch • Jacksonville Sheriff's Office • Jacksonville Transportation Authority • Jacksonville Urban League • JIPP • Job Corp • JTA Connection • Justin's Restaurant • Legal Shield • Legend Fitness Center • Lincoln Villa East • LISC Jacksonville • LISC New York • Magnolia Gardens Community Association • Magnolia Gardens Neighborhood Association • Magnolia Springs Neighborhood Association • Martin Luther King, Jr. Elementary School • Mayne Event Step Team • Mayo Clinic • Merchant Seaman • Minister Faith Christian Center Church • Moncrief at Rowe Avenue • Moncrief Springs • Myrtle Avenue & Moncrief Boulevard Business Association • NAOS • New Town Success Zone Northeast • Florida Community Action Agency • Northwest Behavioral Health Services, Inc. • Northwest Jacksonville Community Development Corporation • Northwestern Middle School • Old Floridale Community • Old Floridale Neighborhood Association • Operation Save The Streets • Our Savior School • PHM Club • Planet Watch Neighborhood Association • Project New Ground • Raines High School • Ready Appliance T.V. & Computer- Golfair Estate • Ribault Family Resource Center • Ribault High School • Ribault Middle School • Roinonia Dyamis Inc. • Royal Green Pest Control • Rufus Payne Elementary School • Rutledge Pearson Elementary School • S.A. Hull Elementary School • Sallye B. Mathis Elementary School • Scrubs 4 Less Uniform • SGA • Sherwood Forest Paradise Park Community Association, Inc. • Sherwood Neighborhood Watch • Simon-Johnson Park • Sophisticated Menz Barber Salon • St. Clair Evans Academy • St. Matthew’s Baptist Church • Team Jemee Foundation • Tenacity Fitness • The Chartrand Foundation • Tomorrow Day-Care Director • TrainingwithTekifit4Life • University of North Florida • Urban Core CPAC • Urban Professionals Institute • Washington Heights Community Service • WellCare • Wells Fargo • Weston Mortuary • What About The Children, Inc. • WorkSource Wynn Design • Youth Achieving Collegiate Hopes of Tomorrow Organization, Inc. • Youth Crisis Center • Zoe’s Car Wash
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Vigil Wright • Youth Crisis Center
Mario Akinson • CL Page Mortuary
Samuel Holman • Project New Ground
Marlin Spence • Sophisticated Menz Barber Salon
Min. Lamonte Carter • Faith Christian Center
Carla Paige • CL Page Mortuary
Pat Goffe • What About The Children, Inc.; Sherwood Forest Paradise Park Community Association, Inc.
Jerry Box • WorkSource
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Special Recognition:

Honorable Alvin Brown, Mayor, City of Jacksonville
Honorable Corrine Brown, Congresswoman
Honorable Reggie Brown, Councilman
Honorable Reggie Fullwood, State Representative
Honorable Audrey Gibson, State Senator
Honorable E. Denise Lee, Councilwoman
Honorable Bill Nelson, U. S. Senator
Honorable Paula D. Wright, School Board Member
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NJCDC-EPIC Steering Committee
NJCDC Board of Directors

LISC Jacksonville Board of Directors

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Rev. Eddie E. Jones, Jr. • Trustee, Jessie Ball duPont Fund
Deborah Pierson • Community Market Manager, Bank of America
Patrick M. Williams, Sr. • Trustee, Edna Sproull Williams Foundation

NOTE: As this Quality of Life document is being published, local agencies and organizations are stepping forward to support implementation of the strategies. As new partnerships are established, we will acknowledge and publicize those relationships and initiatives in an addendum to this original plan.
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Overview of Planning Process

Our Planning Process
Our neighborhood engagement process touched more than 200 individuals living in Northwest Jacksonville. The engagement process began in summer 2012 when Northwest Jacksonville Community Development Corporation (NJCDC) built a Steering Committee from its Board leadership (NJCDC) and asked others to join. The Steering Committee committed to working with staff to reach out even further. This next step was called a Listening Tour.

Listening Tour
Steering Committee members and staff conducted interviews which allowed a broad range of neighborhood residents, business owners, community leaders, and emerging leaders to say what they think. Interviewers conducted more than 200 one-on-one interviews, reaching a diverse range of residents. During the interviews, residents discussed strengths, weaknesses, opportunities and threats they saw in their neighborhood. All of the responses were gathered and then calculated so that the Steering Committee could see which types of responses were given most frequently. This gave the Steering Committee an idea of neighbors’ top concerns and the potential for improvement, too.

Visioning Day
After the Listening Tour, a large group of residents and city leaders attended Visioning Day, on Saturday, September 29. More than 100 residents, city leaders, state representatives, agency decision makers, and neighborhood leaders came together. Results of the Listening Tour were used at this meeting to define top areas to focus on.

In small groups and as a large group, neighbors listened to each others’ ideas and comments. And they had a chance to voice their ideas to city leaders in attendance. At the end of the day, they began working together on the top priority areas, which are:

- Easy to Be Healthy, Pride in Our Neighborhood, Family Wealth for Generations, United and Safe, and Best Students and Schools.

Community Forums
Starting in October, residents met three more times to exchange views on how to address each of the areas of focus. The three meetings built on each other, so that at the first one, everyone answered one key question, and at the next, a different question was asked. The three questions that guided the Community Forums were:

- What is your vision for this specific area?
- What measures will tell you that your neighborhood arrived at its vision?
- Who and what organizations can help Northwest Jacksonville achieve the vision?

In this report, you will see that each of the areas has a vision statement, key measures that show progress toward that vision, and also a list of potential partners who are already working, or will work in the future, on making the vision a reality.
Residents broke into small groups around the issue that most interested them and got a chance to talk with people they had not met before. Many people at the community forums had not been included in neighborhood planning in the past simply because they hadn’t been asked.

At the final Community Forum, everyone was asked: What will you do in the next six months to improve your neighborhood? Residents filled out and signed 36 pledge cards, confirming their confidence that everyone can contribute to the future of Northwest Jacksonville right now.

The planning process brought together concerned residents, seasoned neighborhood leaders, and emerging leaders. Because of this process, an expanded pool of engaged neighbors are ready to work together. They are looking beyond the already-existing neighborhood associations to getting even more people involved. The “we” in this report refers to this expanded and engaged group of residents in Northwest Jacksonville.

About the Northwest Jacksonville Community Development Corporation

CELEBRATING ELEVEN YEARS OF COMMITMENT, LEADERSHIP, AND SERVICE!

In 2001, the community around the commercial triangle of Moncrief Road, Myrtle Avenue, and Martin Luther King, Jr. Expressway enjoyed new commercial development due to the work of Urban Core Enterprise, an affiliate of the Black Business Investment Corp. (BBIC).

Collaboration between LISC Jacksonville, the 29th and Chase Neighborhood Association, and the BBIC helped to form Northwest Jacksonville Community Development Corporation (NJCDC).

NJCDC has spearheaded efforts to develop a Neighborhood Action Plan for the 29th and Chase Neighborhood and surrounding areas, bringing new resources to the community.

Through NJCDC efforts, the neighborhood has seen the redevelopment of homes, stronger community leadership and a greater capacity to influence outside organizations seeking to create change in Northwest Jacksonville.
Summary of Strategies

Vision 1. Easy to Be Healthy
We are a healthy community, with fresh fruits and vegetables available in the nearby farmer’s market and community gardens. We enhance our healthy living at a community center that includes a gym with knowledgeable trainers, health advisors, and periodic health clinics with free checkups. Well lit and secure bike trails provide community residents with a safe place for morning and evening walks and bike rides that further promote a healthy lifestyle.

1.1 We will create a link between the citizens and the resources that are so desperately needed in the Northwest Quadrant service area.

1.2 We will have a healthier community, with people eating healthier and with an increase in demand for fruits and vegetables, as measured by local sales of fruits and vegetables.

1.3 We will experience a 40-percent reduction in obesity and a decrease in soft-drink sales of 30 percent, while sales of water and natural juices increase by 60 percent.

1.4 More people will be active at a new gym and community center, and we will see a 30-percent increase in bike routes and walking trails to support a healthier lifestyle.

1.5 Due to improved health, nutrition, and activity, we will see a 10-percent reduction in the use of acute health-care facilities and increased longevity among residents, along with a general reduction of chronic disease in the community.

Vision 2. Pride in Our Neighborhood
Northwest Jacksonville has a reputation for creating opportunity, which represents our community’s desires to evolve, grow, and create a better life for our families. Our young people identify with their Northwest Jacksonville birthright and look to their elders for direction and valuable experiences. We consistently work together to preserve the stories, culture, images, and music defining our unique and respected identity, and reach out to future generations to preserve our Northwest Jacksonville legacy. We take pride in our neighborhood, with revitalization and beautification projects that involve the entire community.

2.1 We will have increased participation in our neighborhood associations, with more residents working together to improve their quality of life and to demonstrate pride in the neighborhood and to preserve the history and legacy of the neighborhood.

2.2 We will see increased pride in the appearance of the neighborhood, with more well-manicured lawns and new beautification projects that involve the entire community.

2.3 We will have more activities that bring people together, a community center for the young people, and a senior center.
Summary of Strategies (Continued)

Vision 3. Family Wealth for Generations

Opportunities exist to create family wealth for all generations in Northwest Jacksonville. Education is the foundation for us to plan and create our own destinies. Small business creates the opportunity for financial institutions to invest and enhance our futures. Ongoing training is available to everyone in Northwest Jacksonville to ensure livable wages to provide for our families. Future generations are educated in financial literacy to inspire a path to build wealth and to value their inheritance.

3.1 We will see increases in small businesses that succeed and remain operational for generations.

3.2 We will see increased financial literacy in our neighborhood, as more residents understand home ownership, building credit, and the importance of savings, with education and financial literacy courses available for all.

3.3 We will experience more residents owning residential and commercial property, caring for it, and building up assets for the future.

Vision 4. United and Safe

Northwest Jacksonville residents look out for each other, taking ownership and pride in building healthy and positive relationships with our neighbors. We take pride in the beautification of our property and surrounding areas, our businesses, recreation centers, and our schools. Northwest Jacksonville families take part in an active neighborhood-watch program. We are as one, caring for each other, thereby maintaining a safe and united neighborhood.

4.1 We will have a lower crime rate and a decreased need for the police, as people feel safe and secure in their neighborhood, and children are comfortable playing outside.

4.2 We will have more opportunities for neighbors to engage together and get involved with their homeowners or tenants associations.

4.3 We will see greater pride among our youth, with a 50 percent reduction of children getting in trouble, as measured by the juvenile crime statistics.
Vision 5. Best Students and Schools

All students in our community strive to reach their full potential and achieve success. Our community has some of the top schools and colleges in the nation, producing some of the finest students of our community who further their education in local colleges, universities, and military academies. Nurtured by family and community, our youth become productive and producing citizens, entering the work force and producing strong business partnerships while serving as community leaders.

5.1 We will see that our students are progressing, learning what they need in school in order to be successful, as measured by an 80-percent improvement in the passing rate for the FCAT.

5.2 We will see student applications from Raines and Ribault High Schools and A. Philip Randolph Academies to local and regional colleges increase by 30 percent.

5.3 We will have fewer teen pregnancies in our community, and we will work together as a community to strive for zero teen pregnancies.

5.4 We will work with our local schools to engage students in our neighborhood associations and tenant organizations and to encourage student voice in neighborhood events and planning.
History of the Northwest Jacksonville EPIC Neighborhoods

Northside, or North Jacksonville, is one of the large sections of Jacksonville. It consists of neighborhoods north of Downtown, as well as a large tract of largely undeveloped land north of the St. Johns River.

The 10 EPIC Neighborhoods are as follows: Old Floridale, Hendersonville, Grand Park, Planet Watch, 29th & Chase, Magnolia Gardens, Durkeeville, Washington Heights, Joe James, and Simon Johnson.

The Northwest Jacksonville Community Development Corporation (NJCDC) has constructed new homes in the 29th & Chase neighborhood, and has encouraged the formation of the Moncrief Road Merchants Association. Also active in the community is the Moncrief Park Association. The 29th & Chase Study Area has a rich history, with a historical housing stock that is architecturally significant. These assets can be built upon to create a revitalization strategy.

Development immediately northwest of Downtown Jacksonville, such as Mid-Westside (Durkeeville), Grand Park, Royal Terrace, and 29th & Chase, can be traced to the development of an earlier resort and racetrack, located at the Moncrief Springs. After the Civil War, Peter Jones, Republican mayor of Jacksonville during much of the 1870s, acquired property around Moncrief Springs, located off Moncrief Road near the intersection of present-day West 45th Street, with the intent of developing a resort for the many tourists visiting Jacksonville during the winter. According to legend, the spring was named after a French pawnbroker, Eugene Moncrief, who had accumulated much wealth in the form of jewelry and precious gems.

In June of 1793, when the ship he was on sailed up the St. Johns River, Moncrief took his nine chests of loot and buried them near the springs. The legend continues that Moncrief removed one of the chests; however, he was later murdered by Indians before recovering the remaining eight chests. This legend was first written up in the Tri-weekly Florida Union in 1874 around the time Jones was developing the resort.

The Moncrief Park Development included a baseball field, bathhouses, restaurant, bowling alley, dancing pavilion, and mile-long racetrack. Over 3,000 people attended the first baseball game at Moncrief. The resort was described by noted poet Sidney Lanier in his visit to Jacksonville in 1874. Jones established the Shell Road Company to extend Pine Street, or Main Street, out to the resort via West Eighth Street and Moncrief Road. Later called Moncrief Shell Road, this toll road was the third paved road in Jacksonville after the Plank Road and East Shell Road (Talleyrand Avenue).

The development of the Moncrief Shell Road and the opening of the trolley line by the Jacksonville Traction Company also stimulated residential growth adjacent to Moncrief Road. The railroad that defined the west boundary of the Mount Herman Cemetery was one of the early lines developed in the 1880s by railroad magnate Henry Flagler to provide a more direct rail link with Waycross and Savannah, Georgia. Now abandoned and partially developed as a pedestrian trail, this line, which in later years became part of the Seaboard Airline Railroad, was called the “S” line, as it snaked its way north and east from the trunk lines feeding the Jacksonville Terminal.
The area to the south and west of the railroad was platted between 1905 and 1908 as Barnett’s Subdivision, roughly defined as Kings Road north to West Fourth Street on the east side of Myrtle Avenue and West Seventh on the west, and from the railroad west to Whitner Street. Immediately to the north of West Fourth Street and to the west of the Mount Herman Cemetery was a large vacant parcel that became the site of the Durkeeville Housing Project in 1937. Composed of 215 housing units on twenty acres, the Durkeeville Housing Project was one of the earliest public-housing developments for African Americans in Florida. These early housing projects, such as Jacksonville’s Durkeeville, Brentwood, and Blodgett Homes; Miami’s Liberty Square; and Orlando’s Griffin Park, resulted from federal housing programs initiated during the Great Depression to address the problem of substandard housing and urban decay.

At the southeast corner of Myrtle Avenue and West Eighth Street is James P. Small Park. Originally called Barrs Field and later Durkee Field, this park has hosted baseball games featuring both professional and semi-professional teams since the early 1900s. The Negro League played there, as did Major League stars like Henry Aaron and Satchel Paige. The present masonry grandstand was constructed in 1939 from a design by the noted Jacksonville architectural partnership of Marsh & Saxelbye.
Neighborhood Profile

Demographics:
The total population in the Census tracts included as part of this EPIC Neighborhoods project was close to 41,000 people in 2011. Of those, more than one in four, or 26.5 percent, are children under the age of 18. The percentage of the population that is aged 65 and over is 16.2 percent. The population in this portion of Northwest Jacksonville is 93 percent African American, five percent white, and two percent Hispanic.

Housing:
The residential properties in these neighborhoods have a 22-percent vacancy rate. Of those occupied, 59 percent are owner-occupied, and 41 percent are occupied by renters. Of the total number of homeowners in the area (9,126 families), 37 percent are paying more than 30 percent of their total household income on housing, a traditional measure of families being cost-burdened for housing. Of the total number of renters (6,392 households), 66 percent pay more than 30 percent of their household incomes for housing.

Economy:
The average unemployment rate in this area for the past five years is 10.9 percent, meaning that of those ages 16 and above, just over one out of every 10 people is actively looking for work and cannot find it. This number understates the economic difficulty faced by residents. Of all residents ages 16 and over, 43 percent are employed (either in the civilian labor force or in the military), meaning only four out of 10 adults have work. For some of those not working, this may be due to age, disability, or choice (such as a stay-at-home parent); however, this compares to six in 10 adults in the general Jacksonville population who are employed. This suggests that if those who are discouraged workers or otherwise not counted in the unemployment rate were included in the measure of employment needs, the percentage of the population needing work would be around 30 percent, or triple the official unemployment rate.

Within the neighborhoods, 27.5 percent of all families are living below the official poverty line. Median family income (in 2011 dollars) is $32,451, which is just over half (53 percent) of the median family income of Duval County as a whole ($60,712).
Education:

Educational attainment of adults in the neighborhood includes 24.7 percent of adults over age 25 without a high-school diploma, while 11.9 percent have a bachelor’s degree or a graduate degree from college. Educational performance of students at local public high schools is improving. Graduation rates at schools in the neighborhoods include:

<table>
<thead>
<tr>
<th>School</th>
<th>2011 Graduation Rate</th>
<th>2012 Graduation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>William M. Raines High School</td>
<td>53%</td>
<td>68%</td>
</tr>
<tr>
<td>A. Philip Randolph Academies</td>
<td>59%</td>
<td>76%</td>
</tr>
<tr>
<td>Jean Ribault High School</td>
<td>51%</td>
<td>73%</td>
</tr>
<tr>
<td>Stanton College Preparatory</td>
<td>99%</td>
<td>99%</td>
</tr>
</tbody>
</table>

Health:

Health Zone 1, which encompasses these EPIC neighborhoods, is at a higher health risk than the rest of Duval County. Specific concerns include:

<table>
<thead>
<tr>
<th>Measure</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teen Birth Rates (births to females aged 15-19, per 1,000 females aged 15-19)</td>
<td>31.1</td>
<td>45.2</td>
</tr>
<tr>
<td>Low Birthweight Infants</td>
<td>13.0</td>
<td>15.0</td>
</tr>
<tr>
<td>Heart Disease Death Rate (per 100,000 people)</td>
<td>253.8</td>
<td>365.5</td>
</tr>
<tr>
<td>HIV Death Rate (per 100,000 people)</td>
<td>27.2</td>
<td>55.0</td>
</tr>
</tbody>
</table>

Safety:

The EPIC neighborhoods have elevated levels of crime. In 2012*, these neighborhoods had 20 murders, 1,248 assaults (simple and aggravated), 957 burglaries, 196 robberies, 105 motor vehicle thefts, and 7 kidnappings.


Community Contracts:

VISION: Easy to Be Healthy

We are a healthy community, with fresh fruits and vegetables available in the nearby farmer’s market and community gardens. We enhance our healthy living at a community center that includes a gym with knowledgeable trainers, health advisors and periodic health clinics with free checkups. Well-lit and secure bike trails provide community residents with a safe place for morning and evening walks and bike rides that further promote a healthy lifestyle.

How will we know when we get there?

1.1 We will create a link between the citizens and the resources that are so desperately needed in the Northwest Quadrant service area.

Strategies:
Through community partnerships, NJCDC will access and address the needs of 500 people within the community by creating a community resource center that will refer citizens to community agencies for assistance. This assistance will address such issues as lack of transportation, health care, shelter, food, employment, training, and educational services. As a result of this service, 125 individuals and/or families will be able to remain in their residences, obtain employment, and/or improve their educational status based on their self-identified needs assessment.

“I will show seniors where to go for help.”

1.2 We will have a healthier community, with people eating healthier and with an increase in demand for fruits and vegetables, as measured by local sales of fruits and vegetables.

We pledge to include more fresh fruits and vegetables in our diets, and we will work with Duval County Public Schools and private schools to provide information to students on healthy living. Our Neighborhood Associations will initiate the building of a community garden and the coordination of a volunteer work schedule. We will seek in-kind grants from area stores such as Home Depot to get seeds, rich soil, starter plants, and other materials to create a successful fruit-and-vegetable garden. We will volunteer to plant, water, weed, and work in other ways in the community garden, and we will encourage residents to work in and share the bounty of our community garden. We will work with the Myrtle Avenue/Moncrief Business Association for the creation of a farmers’ market and other places that will sell healthier food, and we will give them our business.

1.3 We will experience a 40-percent reduction in obesity and a decrease in soft-drink sales by 30 percent, while sales of water and natural juices increase by 60 percent.

Strategies:
We will work with the Jacksonville Childhood Obesity Prevention Coalition to partner with a local college, such as the University of North Florida, Edward Waters College, or Florida State College at Jacksonville, to research the area’s buying trends and obesity levels. Our Neighborhood Associations will distribute information on what businesses are doing to improve health and collect needed information from community members.
We will work with convenience-store owners, major retailers, such as Family Dollar, Dollar General, and Walgreens, and major grocers, such as Winn-Dixie/Bi-Lo and Publix, to advocate for more offerings of healthy food at lower prices. We will also work with area restaurants to train their staffs to serve healthier foods and beverages for a healthier community.

Our Neighborhood Association will organize a walking group, games, and activities for children and community garden-volunteer groups. We will work with our local schools and our Neighborhood Associations to organize trips for our youth to healthy locations, such as farms or the zoo.

1.4 More people will be active at a new gym and community center, and we will see a 30-percent increase in bike routes and walking trails to support a healthier lifestyle.

**Strategies:**

We will make use of existing bike trails and participate in community walking groups. We will seek funding for a health-fitness club through a financial institution, such as Wells Fargo. We will work with the YMCA to bring fitness training, health seminars, and health information to the community. The City of Jacksonville Department of Parks and Recreation has a responsibility to plan for future needs, so we will work with them to think through what is available and what our community’s specific needs will be.

“"I will start a personal garden and talk with the neighborhood association about starting a community garden.""
Community Contracts:

**VISION: Pride in Our Neighborhood**

Northwest Jacksonville has a reputation of creating opportunity, which represents our community’s desires to evolve, grow, and create a better life for our families. Our young people identify with their Northwest Jacksonville birthright and look to their elders for direction and valuable experiences. We consistently work together to preserve the stories, culture, images, and music defining our unique and respected identity, and we reach out to future generations to preserve our Northwest Jacksonville legacy. We take pride in our neighborhood, with revitalization and beautification projects that involve the entire community.

**How will we know when we get there?**

2.1 We will have increased participation in our neighborhood associations, with more residents working together to improve their quality of life and to demonstrate pride in the neighborhood and preserve the history and legacy of the neighborhood.

**Strategies:**

We will engage our Neighborhood Associations in leadership-development opportunities that encourage and support younger residents in taking volunteer leadership positions with the Northwest Jacksonville CDC and on service and planning committees.

Our Neighborhood Association will provide residents with a list of emergency and non-emergency contact numbers, including those of city officials, including code enforcement, for addressing problems. We will use these numbers to report safety hazards, light outages, and street and playground repair needs to appropriate city agencies.

2.2 We will see increased pride in the appearance of the neighborhood, with more well-manicured lawns and new beautification projects that involve the entire community.

**Strategy:**

We will create a special CPAC committee that advocates for specific improvements and repairs with city agencies and schools. The committee will focus on street lighting and will work with JEA; on vacant/abandoned lots and work with the Mayor’s Office, which can establish a “use-it-or-lose-it” policy; on neighborhood entry signage with the Neighborhoods Department; and on community programs in our schools with school principals. We will work with the Northwest Jacksonville Community Development Corporation on its current Moncrief Avenue Streetscape project.

“I will do what I can and I’ll ask everyone in my neighborhood to help keep our streets and yards clean, plant flowers, grass, and hedges, and keep our lawns clean.”
2.3 We will have more activities that bring people together, a community center for the young people, and a senior center.

**Strategies:**

In addition to working together in our Neighborhood Associations, we will relax and celebrate together, hosting and attending back-to-school rallies and neighborhood block parties, and building and working in a community garden. The Northwest Jacksonville Community Development Corporation is currently planning a new senior-living facility with attractive landscaping and adequate parking, which will serve families and individuals in the area and will bring seniors together for community events and activities. We will also work with the Jacksonville Transportation Authority (JTA) to advocate for lower bus fares, additional lines, and expanded routes to reach more areas within the community. And we will work with organizations such as the AIGA professional association for design to create youth arts programs.

“I will mentor youth, take time out to talk to young people in the community, and be a listening ear and an inspiration.”
Community Contracts:

VISION: Family Wealth for Generations

Opportunities exist to create family wealth for all generations in Northwest Jacksonville. Education is the foundation for us to plan and create our own destinies. Small business creates the opportunity for financial institutions to invest and enhance our futures. Ongoing training is available to everyone in Northwest Jacksonville to ensure livable wages to provide for our families. Future generations are educated in financial literacy to inspire a path to build wealth and to value their inheritance.

How will we know when we get there?

3.1 We will see increases in small businesses that succeed and remain operational for generations.

Strategy:
The Northwest Jacksonville Community Development Corporation is developing a North Point Market and Café, where small businesses in close proximity to each other can cross-promote each other and collaborate to market their services and products and attract residents and visitors to the area.

3.2 We will see increased financial literacy in our neighborhood, as more residents understand home ownership, building credit, and the importance of savings, with education and financial literacy courses available for all.

Strategy:
We will work with an organization such as Wealth Watchers to create a financial-literacy resource center to educate residents, including seniors, and to offer credit counseling, credit-repair forums, and longer-term financial planning, including wills and estate planning.

3.3 We will experience more residents owning residential and commercial property, caring for it, and building assets for the future.

Strategy:
We will work with the African-American Chamber of Commerce and BBIC to make black investors aware of projects and help write grants to fund projects. We will ask the Northwest Jacksonville Community Development Corporation to identify resources for black residents and to provide leads and assistance with grant writing. We will work with Wells Fargo’s NeighborhoodLIFT and other programs to help residents buy homes.

“I will teach families about money so that they can remain financially stable.”
“I will inform and motivate my neighbors and make myself available to assist with financial opportunities and other issues as well.”
Community Contracts:

VISION: United and Safe

Northwest Jacksonville residents look out for each other, taking ownership and pride in building healthy and positive relationships with our neighbors. We take pride in the beautification of our property and surrounding areas, our businesses, recreation centers, and our schools. Northwest Jacksonville families take part in an active neighborhood-watch program. We are as one, caring for each other, thereby maintaining a safe and united neighborhood.

How will we know when we get there?

4.1 We will have a lower crime rate and a decreased need for the police, as people feel safe and secure in their neighborhood, and children are comfortable playing outside.

Strategy:

We pledge to learn more about community safety, taking classes such as “Jax Certified” disaster preparedness training, infant and adult CPR, and babysitting classes. Our Neighborhood Associations will offer such community safety classes. To address and prevent crime, we will keep a watchful eye in the neighborhood, day and night, and we will establish a point person at the Jacksonville Sheriff’s Office for our Neighborhood Association’s communications. To better aid the Jacksonville Sheriff’s office in addressing crime and potential crime in our area, we will also participate in the Sheriff’s Advisory Committee (SHADCO) and our Neighborhood Watch programs.

“I will continue to teach the youth stepping, because it’s also character building.”
4.2 We will have more opportunities for neighbors to engage together and get involved with their homeowners or tenants associations.

**Strategy:**
Our Neighborhood Associations will create “Welcome Wagons” for new residents, whether in multiple-family communities or homes, to spread good will and positive feelings about the neighborhood and its residents.

4.3 We will see greater pride among our youth, with a 50-percent reduction of children getting in trouble, as measured by the juvenile crime statistics.

**Strategy:**
We will work with principals of our local elementary, middle, and high schools to ensure that high-school students mentor younger students. We will work together with the Department of Juvenile Justice and the Jacksonville Sheriff’s Office on strategies for reducing and preventing juvenile crime.

“I will volunteer time to teach and mentor youths how to cut hair.”

“I will get CPR training by February.”
Community Contracts:

VISION: Best Students and Schools

All students in our community strive to reach their full potential and achieve success. Our community has some of the top schools and colleges in the nation, producing some of the finest students of our community who further their education in local colleges, universities, and military academies. Nurtured by family and community, our youth become productive and producing citizens, entering the work force and producing strong business partnerships while serving as community leaders.

How will we know when we get there?

5.1 We will see that our students are progressing, learning what they need in school in order to be successful, as measured by an 80-percent improvement in the passing rate for the FCAT.

Strategy:

We will work with our local public schools to ensure that our students receive the resources and instruction that they need to be academically successful. We will volunteer to tutor and mentor students in our community. We will work with Duval County Public Schools to ensure that as many of our students are in accelerated learning programs as is appropriate.

“I will continue to volunteer at schools. I will continue to participate in speaking events at church, schools, and in the community!”

5.2 We will see student applications from Raines and Ribault High Schools and A. Philip Randolph Academies to local and regional colleges increase by 30 percent.

Strategy:

We will work with youth-serving organizations such as Youth Achieving Collegiate Hopes of Tomorrow Organization Inc. (YACHT Inc.) to make sure that high-school students understand college admissions and have help with enrollment, financial aid (FAFSA) applications, and scholarships.
5.3 We will have fewer teen pregnancies in our community, and we will work together as a community to strive for zero teen pregnancies.

**Strategy:**
We will meet once a month to plan teen-pregnancy prevention strategies that target community needs. We will work with area experts, schools, and health-care professionals to develop tools and resources that help families reduce risky behavior. We will work with teen-serving organizations like the Bridge of Northeast Florida to strategize an approach for a youth program for our neighborhood.

5.4 We will work with our local schools to engage students in our neighborhood associations and tenant organizations and to encourage student voice in neighborhood events and planning.

**Strategy:**
We will develop a mentoring function between the service clubs at Raines, Ribault, and A. Philip Randolph schools, our neighborhood associations, and Northwest Jax CDC. We will work with existing organizations such as the Mayor’s Mentors to coordinate mentorship opportunities for our residents. We will volunteer to serve as mentors and encourage our youth to participate in the programs.

“I will work closely with the members of the Social Services Board of Governance Committee and Chair Mr. Malachi to identify the top five concerns of our youth in our community and develop invitations to recruit and assist them.”
# Work Plan: Health

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>CHAMPION (LEAD PARTNER)*</th>
<th>OTHER KEY ORGANIZATIONS*</th>
<th>1 YR</th>
<th>2-3 YRS</th>
<th>4-5 YRS</th>
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</thead>
<tbody>
<tr>
<td>Provide information to students about healthy living</td>
<td>Duval County Public Schools</td>
<td>Private schools and youth – serving organizations</td>
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<tr>
<td>Build a community garden</td>
<td>Neighborhood Associations</td>
<td>Home Depot, Duval County Extension Services, Lowe’s</td>
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<tr>
<td>Create a farmer’s market</td>
<td>Myrtle Avenue/Moncrief Business Association</td>
<td>Clara White Mission</td>
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<tr>
<td>Research buying trends and obesity levels</td>
<td>Jacksonville Childhood Obesity Prevention Coalition</td>
<td>Health Planning Council of Northeast Florida, University of North Florida, Edward Waters College, or Florida State College at Jacksonville</td>
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<tr>
<td>Organize walking groups</td>
<td>Neighborhood Associations</td>
<td>City Parks and Recreation, City of Jacksonville Bicycle Pedestrian Action Committee</td>
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<tr>
<td>Organize activities for children</td>
<td>Neighborhood Associations</td>
<td>Full Service Schools, TEAMUP, YMCA</td>
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<tr>
<td>Build a health-fitness club</td>
<td>Community provider</td>
<td>City parks and recreation</td>
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<tr>
<td>Bring fitness training, health seminars, and health information to the community</td>
<td>YMCA, Bob Hayes Sports Complex</td>
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<tr>
<td>Plan for future fitness and recreation needs</td>
<td>Department of Parks and Recreation</td>
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<tr>
<td>Provide adult residents with information about health and nutrition</td>
<td>Duval County Health Department</td>
<td>City Department of Adult Services Area health providers</td>
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<tr>
<td>Hold health events and workshops</td>
<td>Area churches &amp; faith institutions</td>
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<tr>
<td>Provide free health assessments (e.g. blood pressure readings)</td>
<td>Shands Hospital</td>
<td>Local doctors’ offices; Jacksonville Fire and Rescue</td>
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</table>

*See pages 3-4 Planning Task Force: Participating Organizations for a complete list of organizations and abbreviations.
## Work Plan: Pride in Our Neighborhood

<table>
<thead>
<tr>
<th>STRATEGY</th>
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<th>2-3 YRS</th>
<th>4-5 YRS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop volunteer leadership opportunities on service and planning committees</td>
<td>NJCDC</td>
<td>Neighborhood Associations, Greenscape, Keep Jacksonville Beautiful, City Beautiful Jax</td>
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<tr>
<td>Provide residents with emergency and non-emergency numbers (city departments)</td>
<td>Neighborhood Associations</td>
<td>United Way 2-1-1, The Nonprofit Link</td>
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<tr>
<td>Work with city agencies and schools on improvements and repairs</td>
<td>Neighborhood Associations</td>
<td>JEA, Mayor’s Office; Neighborhoods Department; Duval County Public Schools</td>
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<tr>
<td>Moncrief Avenue Streetscape project</td>
<td>NWJCDC</td>
<td>City of Jacksonville Public Works, JEA, JTA</td>
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<tr>
<td>Create a “use-it-or-lose-it” policy</td>
<td>Mayor’s Office of Neighborhoods</td>
<td>Neighborhood Associations, City Council</td>
<td></td>
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</tr>
<tr>
<td>Create a senior living facility</td>
<td>NWJCDC</td>
<td>Housing &amp; Neighborhoods, Aging True, Eldersource</td>
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<tr>
<td>Make public transportation accessible and affordable to residents</td>
<td>JTA</td>
<td></td>
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<tr>
<td>Create arts programs for youth</td>
<td>American Institute of Graphic Arts (AIGA)</td>
<td>Cathedral Arts Project, City Kids Arts Factory</td>
<td></td>
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</table>

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## Work Plan: Family Wealth for Generations

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<tbody>
<tr>
<td>Develop a North Point Market and Café</td>
<td>NJCDC</td>
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<tr>
<td>Create a financial-literacy resource center</td>
<td>Wealth Watchers</td>
<td>Real $ense Prosperity Campaign</td>
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<tr>
<td>Offer credit repair and long-term financial planning workshops and forums</td>
<td>Wealth Watchers</td>
<td>Neighborhood Associations Family Foundations</td>
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<tr>
<td>Encourage black investors to fund projects</td>
<td>African-American Chamber of Commerce</td>
<td>NWJCDC</td>
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</tr>
<tr>
<td>Make black investors aware of investment opportunities in the area and help write grants to fund projects</td>
<td>African-American Chamber of Commerce</td>
<td>Beaver Street Enterprise Center, UNF Small Business Development Center, Mayor Brown’s Business Builder, Small Business Administration</td>
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<tr>
<td>Identify resources for residents and provide leads and assistance with grant writing.</td>
<td>NJCDC</td>
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<tr>
<td>Help residents buy homes</td>
<td>Wells Fargo’s Neighborhood LIFT</td>
<td>Neighborhoods Department</td>
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</tbody>
</table>

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### Work Plan: United and Safe

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<tbody>
<tr>
<td>Offer Jax Certified in disaster preparedness</td>
<td>Neighborhood Associations</td>
<td>American Red Cross Office of Emergency Preparedness</td>
<td></td>
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<tr>
<td>Improve line of communication between the JSO and neighborhoods</td>
<td>Neighborhood Associations</td>
<td>Jacksonville Sheriffs Office (JSO)</td>
<td>●</td>
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<tr>
<td>Establish Neighborhood Watch programs</td>
<td>Neighborhood Associations</td>
<td>NJCDC, JSO</td>
<td>●</td>
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<tr>
<td>Participate in SHADCO</td>
<td>Neighborhood Associations</td>
<td>SHADCO, JSO</td>
<td>●</td>
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<tr>
<td>Create “Welcome Wagons” for new residents</td>
<td>Neighborhood Associations</td>
<td>●</td>
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<tr>
<td>Ensure that high school students mentor younger students</td>
<td>School principals (DCPS)</td>
<td>Duval Public Schools Office of Parent and Community Engagement, United Way, Full Service Schools</td>
<td>●</td>
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<tr>
<td>Offer safety trainings (e.g., CPR and babysitting)</td>
<td>Neighborhood Association</td>
<td>American Red Cross</td>
<td>●</td>
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</tr>
<tr>
<td>Create a presence that deters crime; report crime</td>
<td>Neighborhood Watch</td>
<td>Jacksonville Sheriff’s Office; ShAdCo</td>
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<tr>
<td>Work together on strategies for juvenile crime prevention</td>
<td>Department of Juvenile Justice</td>
<td>JSO, Delores Barr Weaver Policy Center</td>
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### Work Plan: Best Students and Schools

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<th>4-5 YRS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide students with adequate resources and instruction</td>
<td>DCPS</td>
<td>United Way Achievers For Life, TEAM UP (Jacksonville Children’s Commission)</td>
<td></td>
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<tr>
<td>Place students in accelerated learning programs as appropriate</td>
<td>DCPS</td>
<td>Area Schools</td>
<td></td>
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</tr>
<tr>
<td>Prepare high school students to apply for college, including financial aid</td>
<td>YACHT, Inc.</td>
<td>Other area youth-serving organizations, Mayor Brown’s College Student Aid Workshop</td>
<td></td>
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</tr>
<tr>
<td>Expand youth program to prevent teen pregnancies in our neighborhoods</td>
<td>Bridge of Northeast Florida</td>
<td>Other teen-serving organizations, PACE Center for Girls</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Increase mentoring opportunities for our youth</td>
<td>Service clubs at area high schools: Raines, Ribault and A. Philip Randolph</td>
<td>NJCDC, Mayor’s Mentors</td>
<td></td>
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</tbody>
</table>

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About LISC

Local Initiatives Support Corporation (LISC) is dedicated to helping local nonprofit partners—community-development corporations—transform distressed neighborhoods into healthy, vibrant communities where individuals, businesses, and families can thrive. LISC combines corporate, government and philanthropic resources to help nonprofit community-development corporations revitalize neighborhoods in 30 major cities and in 70 rural communities across the U.S. Since 1980, LISC has raised more than $12 billion to build or rehabilitate more than 289,000 affordable homes and develop 46 million square feet of retail, community and educational space nationwide. LISC support has leveraged $33.9 billion in total development activity. For more information, visit www.lisc.org.

LISC Jacksonville was established in 1999 and has leveraged more than $155 million in total development in Jacksonville’s urban neighborhoods. In spring of 2012, building upon a proven national LISC model, a resident-driven holistic approach, LISC Jacksonville selected the Northwest Jacksonville and the Springfield/Historic Eastside communities to pilot Building EPIC (Empower People & Inspire Change) Communities.

Funding Support


To convene the effort in each community, LISC chose Northwest Jacksonville Community Development Corporation for Northwest Jacksonville and Operation New Hope for Historic Eastside/Springfield.

LISC’s initial investment of nearly one half million dollars in both neighborhoods has supported the engagement work and the planning process.