July 14, 2018

Beatties Ford Park / Trinity Park

Hosted by City of Charlotte Housing & Neighborhood Services at
Central Piedmont Community College
Background

On Saturday, July 14, 2018, the board members of the Beatties Ford Park / Trinity Park neighborhood participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at Central Piedmont Community College. The following board members and/or community members participated in the retreat:

- Garnell Bailey
- Gwen Wallace
- Johnny Johnson
- Peggy Mason
- Sharon Bridges

The City of Charlotte values citizen leadership and its ability to make an impact in the communities, in which we all live, work, play and shop. With this in mind, the board retreat process was initiated to help neighborhood based organizations develop strategic plans to improve quality of life in their communities.

Purpose

The purpose of the board retreat was to

- Generate meaningful conversations around improving quality of life in our community
- Set clear goals and priorities for the upcoming year(s)
- Develop a vision and strategic priorities for our community

By participating in the retreat, our board earned a $1,500 match credit toward a Neighborhood Matching Grant (NMG) to help execute one of the projects we identified. More information on the grant program can be found online at [http://charlottenc.gov/nmg](http://charlottenc.gov/nmg).

To receive this credit we’ll submit our completed Vision to Action Idea Development Plan Workbook with our NMG request. This credit will expire following the September 1, 2019 NMG application deadline.

Process

Our board retreat was conducted by trained facilitators tasked to keep our conversations on-task, productive, and focused on achievable objectives. The process was designed to help capture the best of the past, the best of the present, and how we can add to our strengths to build a better future. The focus was:

- Developing a vision to guide our decision making and activities
- Developing strategic priorities that aligned with our vision
- Developing project ideas
The agenda for the day was as follows:

- Introductions
- Where Have We Been? Where Are We Going?: Arrow Activity
- Where We Want to Be: Vision Statement Exercise
- Seeing the Forest through the Trees: Developing Strategic Priorities
- Working Lunch – The Year Ahead
- Idea Development – Time for participants for develop an action plan for goal achievement

**Where Are We Going, Where Have We Been?**

We began our day with paired interviews using the “Where Are We Going, Where Have We Been?” activity. The activity was intended to help us reflect on:

- What we value
- What are the best things about our community and the people who live here
- What are our past successes
- Where are the potentials and possibilities

After interviewing our partners we shared our discussion with the group, finding commonalities in our conversations.

<table>
<thead>
<tr>
<th>Where We Were: Reflecting on our past, what were some of the best/worst moments?</th>
<th>Where We Are: Why would or wouldn’t a person/business want to move into our community?</th>
<th>Where We Want to Be: If you could make 3 wishes to make our community flourish, what would they be?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best Moments</td>
<td>Why would someone want to live here?</td>
<td>What we want our neighborhood to be:</td>
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<tr>
<td>• During the foundation of neighborhood, Optimist Club helped unite community</td>
<td>• Neighborhood Organization</td>
<td>• More involved with City</td>
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<tr>
<td>• Newsletter with information</td>
<td>• Large lots</td>
<td>• More involved with other nearby communities</td>
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<td>• Quality construction of homes when neighborhood was built</td>
<td>• CMPD is engaged/communication with CMPD</td>
<td>• More involvement with/from local churches</td>
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<td>• Pride in homeownership</td>
<td>• Hornet’s Nest Park; facility available for neighborhood meetings</td>
<td>• Business partnerships</td>
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<td>• Saturday night movies</td>
<td>• Bus service</td>
<td>• Beautification / Well-maintained homes, yards and overall community</td>
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<td>• Petting zoo on nearby farm</td>
<td>• Sidewalks/Street lights/ City services</td>
<td>• Signage / flowers at entrance</td>
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<td>• Yard of the Month</td>
<td>• Well-built homes</td>
<td>• Engaged residents</td>
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<td></td>
<td>• Access to: retail (including Northlake Mall, Lowes, grocers), parks, YMCA, water park, pool, houses of worship, I-485 / I-85 / I-77, center-city, schools</td>
<td>• National Night Out</td>
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<td></td>
<td>• Churches are involved</td>
<td>• Communications – newsletter/handouts/meeting notice signs</td>
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<td>• Neighborhood picnic</td>
<td>• Youth/young adults involved, and in leadership roles</td>
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<td></td>
<td></td>
<td>• Local schools to be highly regarded</td>
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<td></td>
<td>Why not?</td>
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<tr>
<td>• Neighborhood was not organized</td>
<td>• Aging population; new owners are not maintaining property, do not have same sense of pride</td>
<td>• Safe – where people can walk in safety</td>
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<tr>
<td>• Lack of retail</td>
<td>• Decreased maintenance leads to perception of being unsafe</td>
<td>• Residents have access to technology</td>
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<tr>
<td>• Lack of infrastructure &amp; services (street lights, sidewalks, bus service)</td>
<td>• People don’t know about the neighborhood and how great it is</td>
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</table>
Our Vision

Our vision is the unifying statement for our community that will guide our decision making and reminds us of what we are trying to reach. It is based on our shared values and preferences for our community’s future. It combines the best of what was, what is, and what could be.

OUR VISION:

Established in one of Charlotte’s most historic communities, Beatties Ford Park / Trinity Park is an extraordinary, involved neighborhood.

“The best neighborhood ever is waiting for you!”

Strategic Priorities

After committing to a shared vision, the board began to brainstorm on strategic priorities. This is where we began to define what is most important to us in order to achieve our vision. Strategic priorities are initiatives that will help us move closer to our vision of our community. The idea is to focus on a few things and do them very well as opposed to many things and missing the mark.

We started out thinking big and then narrowed down our focus using the Affinity Mapping Process, detailed below:

- Grab some sticky notes from the table. Keeping the vision statement in mind, write down as many of the following as you can think of, one per sticky note:
  - Current action items getting you closer to our vision.
  - Possible priorities/actions items to get us closer to our vision.
- Place the sticky notes on the wall.
- Organize the ideas by natural categories, once everyone agrees on the groups, give each one a name.
This activity led us to the following categories and action items being identified as important within our community:

<table>
<thead>
<tr>
<th>Community Safety</th>
<th>Beautification</th>
<th>Communication</th>
<th>Community Involvement</th>
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<tbody>
<tr>
<td>• Traffic signal at Betties Ford &amp; Trinity Park</td>
<td>• Neighborhood entrance signage announcing neighborhood from Lakeview onto Trinity / more entrance signs</td>
<td>• Develop a welcome package for people new to the community</td>
<td>• Library books / book exchange for kids in the community</td>
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<td>• Dogs / leash laws</td>
<td>• Community clean-up, fix-up, paint-up</td>
<td>• Develop letter to landlords re: house/yard maintenance</td>
<td>• National Night Out including location to host event with handicap accessibility</td>
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<td></td>
<td>• Property upkeep / beautification so that homes and community do not lose value</td>
<td>• Better means of communication (e.g. newsletter, email, website)</td>
<td>• Youth activities (e.g. P.A.L.)</td>
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<td></td>
<td></td>
<td>• Identify space with available technology and equipment to produce newsletter</td>
<td>• Youth leadership training</td>
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<td></td>
<td></td>
<td>• Partnering with churches, businesses, schools, City government</td>
<td>• More residents involved in community</td>
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</table>

Each participant was provided three (3) stickers to be used for voting. Stickers could be placed all on one or two items or shared amongst all of the ideas identified. The three categories receiving the most votes are the strategic priorities that are most important for us to begin working on to achieve our vision. Within these three categories, there were three activities selected as most impactful toward achieving our strategic priorities.

The strategic priorities and activities are summarized on the following page.
2018 Neighborhood Board Retreat Summary

Beatties Ford Park / Trinity Park

OUR VISION:
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“The best neighborhood ever is waiting for you!”

TO HELP US REACH OUR VISION; WE WILL FOCUS ON THREE STRATEGIC PRIORITIES:

1. Community Safety (Traffic Calming)
2. Neighborhood Beautification
3. Neighborhood Communications

IN 2018-2019, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

- Advocate for traffic signal at Beatties Ford Road & Trinity Road
- Install neighborhood signage on Trinity Road, to possibly include landscaping
- Develop a newsletter along with other communication tools

- Board is aware that CDOT has this intersection on a list for future funding.
- Peggy will email CDOT contact for an update within next 45 days (she has contact information already).
- Following receipt of CDOT update, Board will follow-up with Council Member Harlow to further advocate for traffic signal, and will continue to do so incrementally (e.g. every other month, quarter, etc.) to ensure their voice is heard on the importance of this project to their community.
- Board can also consider reaching out to Assistant City Manager assigned to the City’s Transportation & Planning Focus Area (currently Danny Pleasant).
- Goal is to complete signage project within 12 months
- Peggy will invite Cheri Grant to upcoming meeting to discuss project in more detail (location of signs, type of signs, possible landscaping around signs, etc.)
- Board members will include this as a recurring agenda item at all future board meetings until completed
- At time of grant application, board could explore possibility of including funds for meeting signs, newsletter, website. Could also explore funds for a Little Free Library.
- Peggy will provide Gwen contact information for local schools (JCSU, NWSA, West Charlotte) as possible resources for newsletter design.
- Gwen will contact schools to invite to August meeting and/or learn if they can assist with newsletter design.
- Board could explore funding for newsletter and other neighborhood communication tools at time of grant application, by expanding grant request for signage to include funds for communications.
Please list any parking lot items or additional activities beyond the initial 3 here.

- Gwen is particularly interested in learning more about the Property Enhancements component of NMG – curb appeal improvements, mailboxes, etc.
  - Please contact Kirsty Sanchez, NMG Program Manager, at Kirsty.Sanchez@charlottenc.gov or (704) 336-4594

You can contact the Charlotte Department of Transportation at 704-336-4119.

Resources to Get Started: You’ve rolled up your sleeves and established your vision. We have compiled resources that may assist your organization in achieving your goals on our Neighborhood Training Programs and Resources website. We have identified resource categories that may be applicable to your projects below; please do not hesitate to explore more categories as you undertake your work! Links and contact information are provided for information only and are subject to change.

<table>
<thead>
<tr>
<th>Project</th>
<th>Potential Resource Categories of Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advocate for traffic signal at Beatties Ford Road &amp; Trinity Road</td>
<td>Public Safety</td>
</tr>
<tr>
<td>Install neighborhood signage on Trinity Road, to possibly include landscaping</td>
<td>Beautification</td>
</tr>
<tr>
<td>Develop a newsletter along with other communication tools</td>
<td>Communication</td>
</tr>
</tbody>
</table>

Your community is located within Charlotte’s Northwest Service Area. Your staff contacts for following up and community assistance are:

<table>
<thead>
<tr>
<th>Cherie Grant, Northwest Community Engagement Liaison</th>
<th>Randy Harris, Northwest Community Engagement Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:Cherie.Grant@charlottenc.gov">Cherie.Grant@charlottenc.gov</a> or 704-336-3322</td>
<td><a href="mailto:rharris@charlottenc.gov">rharris@charlottenc.gov</a> or 704-432-1579</td>
</tr>
</tbody>
</table>

![Community Members Image]