

SOWE SOUTHWEST LANCASTER

SoWe's mission is to set a course of action that will enable Southwest Lancaster residents and partners to stem the tide of disinvestment and create a neighborhood that is safe, clean, attractive to economic investment, and welcoming to residents and visitors.



NEIGHBORHOOD CONNECTIONS

HOUSING

OPEN SPACE AND PUBLIC REALM

COMMUNITY SAFETY

COMMUNICATIONS

EDUCATION

ECONOMIC OPPORTUNITY

SO WE NEIGHBORHOOD CONNECTIONS

SoWe believes the residents of Southwest Lancaster are closely connected to each other, celebrating the diversity of racial/ethnic backgrounds and sharing a sense of joint responsibility to care for each other.



Melissa Engle Photography

DEVELOP A SERIES OF EVENTS TO CONNECT NEIGHBORS

11 SoWe Public Board Meetings were held in 2019. **74** SoWe Committee meetings were held to guide the implementation of the SoWe Revitalization Strategy.

SoWe has established **5** neighborhood annual events: SoWe Block Party, National Night Out, Art Walk, SoWe Egg Hunt, and SoWe Trick-or-Treat.

1385 neighbors participated in SoWe events in 2019.

3 SoWe Mini-Grants were awarded to blocks to host neighborhood events to bring neighbors closer together.

2 SoWe Talk panel discussions brought experts into the neighborhood to discuss difficult issues among neighbors.

DEVELOP A PLAN TO MARKET THE NEIGHBORHOOD

SoWe website launched in 2019. SoWeLancaster.org features programs and resources available to residents. **1491** monthly viewers of the website since launch in Feb 2019.

730 SoWe Facebook Page likes. **842** members of the SouthWest Community Facebook Group administered by SoWe.

5 SoWe community bulletin boards installed throughout the neighborhood.

6 SoWe Bicycle Racks installed in the neighborhood featuring SoWe logo and branding.

IMPROVE RESIDENTS ACCESS TO SERVICES AND JOBS

526 individuals connected to resources by the SoWe Community Connector staff person in 2019.

4,452 rides provided as part of a transportation initiative connecting residents to jobs in the Northern Tier of Lancaster County in partnership with Lancaster Chamber and South Central Transit Authority.

Job postings, resources, and programs are marketed throughout the neighborhood through the website, Facebook, flyering, and bulletin boards.

2 Job fairs organized by SoWe and our partners in the target area.

SO WE HOUSING

SoWe believes in a Southwest Lancaster that is a residential community of choice that offers a variety of housing options, including high-quality, well-managed rental homes and expanded homeownership opportunities for a full spectrum of household income levels.



Melissa Engle Photography

INCREASE OPPORTUNITIES FOR HOME OWNERSHIP

LHOP expanded its down payment assistance maximum amount to

\$7,500 to purchase in the SoWe neighborhood for low-to-moderate income individuals.

14 New home buyers received down payment assistance in SoWe since expanding the loan amount since 2018.

Homeownership Rate in SoWe has risen from **36.1%** to **41.67%** since the start of the SoWe initiative.

2 properties in SoWe were renovated by LHOP and their collaborative partners and sold to first-time low-to-moderate income individuals in 2019. Two other properties are under renovations.

12 properties have been renovated by LHOP and its partners since the inception of SoWe (2017).

EDUCATE AND SUPPORT PROSPECTIVE AND CURRENT HOME OWNERS

89 SoWe residents were educated through the LHOP home buyer course in 2018 and 2019.

74 Porch Lights have been installed on SoWe Homes.

19 homeowners received assistance to make repairs and maintain their homes through Lancaster Lebanon Habitat for Humanity's Affordable Home Repair Program.

5 Home Owner Maintenance Workshops were held in SoWe in partnership with Lancaster Lebanon Habitat for Humanity.

ESTABLISH RELATIONSHIPS WITH QUALITY LANDLORDS AND DEVELOPERS

7 units of affordable housing were created through LHOP's LHIFT loan program.

6 single-family affordable housing properties have been purchased in partnership with Lancaster Equity CDC as part of a scattered-site affordable rental strategy.

\$404,290 of LHIFT loans have been deployed in SoWe in 2019

3 Landlord Snack and Chats have been held by the SoWe Housing Committee to engage like-minded investors and developers

2 Facade Improvements were completed in 2019. **14** are in process or scheduled for 2020.



SO WE PARKS AND PUBLIC REALM

SoWe believes the streets, open spaces, parks, and other public spaces in Southwest Lancaster are clean safe and inviting.



REVITALIZE FARNUM PARK

The Farnum Park has been renamed Culliton Park after a contribution by the Gunterberg Charitable Foundation to the City of Lancaster to redevelop the park and provide on-going maintenance.

SoWe partnered with the City of Lancaster Public Art Department and Artist Salina Almanzar to provide free art engagement programs in Culliton Park.

An Outreach Worker was hired through Lancaster City Alliance to provide resources and support to homeless in and around Culliton Park.

SoWe continues to engage with City of Lancaster to provide feedback on park design.

Culliton Park is scheduled for renovation starting in February of 2020 and completion set for Fall of 2020.

CREATE A SUSTAINABLE TRASH MANAGEMENT APPROACH

SoWe Clean Crew completed its second season in 2019, disposing of **5,840** pounds of litter. **12,360** pounds of litter disposed since the program started in 2018.

There are **31** blocks adopted in SoWe through the Adopt-a-Block program.

15 SoWe trash receptacles were installed throughout the neighborhood. Each receptacle is adopted by a resident or business.

CREATE ADDITIONAL OPEN SPACE AMENITIES IN THE NEIGHBORHOOD

An inventory of vacant lots was developed by the Parks and Public Realm Committee. As well as a brochure on how to develop a pocket park.

101 street trees planted in SoWe in 2019 in partnership with City of Lancaster and Tree Tenders.

2 murals installed in SoWe in 2019.

28 murals installed to date in partnership with Two Dudes Painting, Salina Almanzar, Osmyn Oree, and Ole Hongvanthong.



SoWe COMMUNITY SAFETY

SoWe believes in a Southwest Lancaster that is a safe and peaceful neighborhood through the on-going collaboration of residents, community organizations, and public safety agencies.



OFFER POSITIVE COMMUNITY ENGAGEMENT FOR AT-RISK POPULATIONS

SoWe supports efforts with its partners Boys and Girls Club of Lancaster and Bright Side Opportunities Center who offer affordable after school programming in SoWe.

SoWe partnered with the City of Lancaster Public Art Department and Artist Salina Almanzar to provide free art engagement programs in Culliton Park.

1,385 neighbors participated in SoWe events marketed to SoWe youth in 2019, including an Egg Hunt and Trick-or-Treat Night.

In partnership with the Boys and Girls Club and Price Elementary School an extended day program was launched in 2019 serving **33** students.

IMPROVE POLICE AND COMMUNITY RELATIONS

2 SoWe community walks with police were held in 2019 in efforts to connect residents to SoWe and engage with police.

Block Liaison Program piloted in 2019, in efforts to connect community members and replace the neighborhood watch program. **5** residents currently serve as Block Liaisons.

SoWe supported the development of a brochure that outlines ways to report crime. Lancaster Police Department has adopted this brochure and continues its distribution.

CREATE A SAFER ENVIRONMENT THAT DETERS CRIME

48 Porch Lights were installed in SoWe in 2019. **74** Porch lights installed in SoWe to date.

129 pedestrian style street lights were installed on Manor St. and W. King St.

On average **5** residents are engaged by Bicycle Ambassadors daily.

65% incidents reported by bicycle ambassadors were resolved within the same month.

6 incidents were reported to emergency services in 2019.

Bicycle Ambassadors present at school dismissal at Price Elementary throughout 2019.



SO WE EDUCATION

SoWe believes Southwest Lancaster schools offer high-quality learning environment and supportive services so that every student can attain success. Additionally, adults can find many opportunities for continuing education/technical training.



Bianca Cordova Photography

INCREASE PARENT & COMMUNITY INVOLVEMENT AT LOCAL SCHOOLS

Price Elementary was established as a Community School with Boys and Girls Club as the Lead Agency with the goal of expanding community and parental involvement in the school.

Muffins with Moms and Donuts with Dads program established as a way to engage parents and provide a positive environment for parents and children to interact. **523** individuals participated in the program in 2019.

Community School at Price Elementary fund raised **\$2,655** to provide school supplies, Christmas gifts, recess equipment, bicycles, and cleaning supplies for families in need

IMPROVE RESIDENTS' ACCESS TO AVAILABLE EDUCATIONAL AND JOB TRAINING RESOURCES

2 Job/resources fairs were held in 2019 in the SoWe area with business and resource provider partners.

Job postings, resources, and programs are marketed throughout the neighborhood through the website, Facebook, flyering, and bulletin boards.

EXPAND AFFORDABLE EXTENDED DAY SCHOOL PROGRAMMING

In partnership with Millersville University, an Americorps VISTA member was placed at Price. The VISTA is developing an after school program with Millerville Students and Faculty.

33 Students enrolled in Power UP Price, a free before school program, developed by the Community School Director and Boys and Girls Club of Lancaster at Price Elementary School.

3 Artist in Residence programs established at Price in Partnership with South Central pARTners and Millersville University - Speak to my Soul , Bridges, Backyard Habitat expanding art programming for students.



SO WE ECONOMIC OPPORTUNITY

SoWe believes Southwest Lancaster has economic vitality as evidenced by a revitalized Manor Street commercial corridor and ample supportive programs for entrepreneurs and small business owners.



MAKE CONCENTRATED IMPROVEMENTS TO MANOR STREET BETWEEN W. KING & NEW DORWART

Supply and demand parking study commissioned by SoWe to understand areas of high stress and identified opportunities for parking expansion.

129 pedestrian style lights installed and **98** street trees planted along Manor St. and W. King St. by the City of Lancaster.

Pedestrian Crosswalk improvements at Manor St. and New Dorwart St. intersection scheduled for spring of 2020.

REINVIGORATE VACANT OR UNDERUTILIZED PROPERTIES IN THE STUDY AREA

2 underutilized properties developed for new commercial use. De-converted **1** former store space to commercial use.

2 Facade Improvement grants awarded through Lancaster City Alliance several other projects pending for 2020.

Commercial properties cataloged and inventory established for the study area in partnership with Lancaster City Alliance.

3 Pop-up Art Galleries held in SoWe in vacant commercial space.

SUPPORT SOUTHWEST LANCASTER ENTREPRENEURS

SoWe established a partnership with Cultivate Lancaster Entrepreneurship Coalition. Resources for entrepreneurs and small businesses through Cultivate are marketed throughout the neighborhood and on the SoWe website.

SoWe blog series highlighting small businesses and entrepreneurs will launch in 2020.

SOWE LEADERSHIP

Thank you to all the residents, stakeholders, collaborative partners, and funders who support the work of SoWe to make the neighborhood safe, clean, attractive to economic investment, and welcoming to residents and visitors.



SOWE 2019 BOARD MEMBERS

Peter Barber
Susannah Bartlett
Bianca Cordova
Christina DiCola
Gene Duncan
Rachel Eck
Dick Hecker
Ole Hongvanthong
Carole Kirchner
Marie King-Linares
Charles Linares
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Vicente Ramos
Nate Roach
Emerson Sampaio
Karen Schloer
Audrey Skilton
Jeff Tischer
Abby Tucker

SOWE COLLABORATIVE MEMBERS



FUNDERS



SOWE ARE STRONGER TOGETHER

SoWe prides itself in being resident lead and transparent. If you are interested in learning more about how to get involved please stop by our office or connect with us.



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