

EMERGING MOBILITY BUILDING BLOCKS TECHNICAL ASSISTANCE

Next Steps Action Plan for Northeast Wilmington, Delaware

November 9, 2021

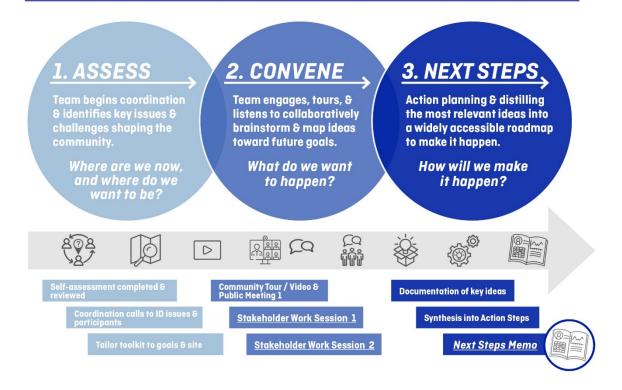


INTRODUCTION

The core mission of the U.S. Environmental Protection Agency (EPA) is to protect human health and the environment. EPA's Office of Community Revitalization (OCR) helps support this mission by working with communities to reach development goals that have positive effects on air, water, public health, economic vitality, and quality of life for residents. OCR created the Building Blocks Technical Assistance program to provide quick, targeted assistance on specific smart growth development topics by bringing subject matter experts to communities. In 2021, OCR provided Building Blocks Technical Assistance to six communities that requested assistance to address either Emerging Mobility or Leveraging Cultural Anchor Institutions.

The Building Blocks Technical Assistance process helps a community or organization move through a process of assessment, convening, and action planning by sharing information about a particular smart growth topic and helping people create a plan to move forward on implementation. It includes a series of pre-and post-workshop conference calls, a self-assessment, and an on-site convening of residents and community leaders to discuss issues, next steps, and actions related to advancing the community's specific goals. These efforts help a given community or organization gain a deeper understanding of a particular smart growth issue and identify specific steps necessary to move them closer to implementation. The diagram below outlines the typical flow of a Building Blocks Technical Assistance engagement.

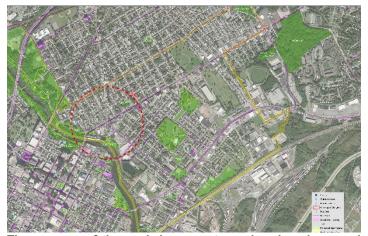
GETTING TO THE ACTION PLAN & NEXT STEPS MEMO



This action plan describes the community context that led Northeast Wilmington, Delaware to request Building Blocks Technical Assistance, the assistance process, and the outcomes of the assistance, which are a set of strategies and specific next steps supporting the community's goals

COMMUNITY CONTEXT

With around 70,000 residents, Wilmington is Delaware's largest and most populous city. Wilmington has a long and unique history of growth and development rooted in wartime industries and its strategic location along the Delaware River. During the Civil War and the World Wars, the city produced goods like gunpowder, uniforms, and ships.



The purpose of the workshop was to explore how improved multimodal transportation options could better connect residents in Northeast Wilmington to key destinations.

With the decline of the manufacturing industry, Wilmington shifted its focus to the financial world. Delaware has comparatively relaxed requirements for financial institutions operating within the state and many have located in Wilmington. The city is often referred to as the "Corporate Capital of America" given the number of banking institutions in the downtown alone.

The city's manufacturing past and abundance of jobs brought many new residents to the area, and Wilmington has grown to have a diverse population. Although a majority (62.3%) of Delaware residents identify as White alone, over half (57.4%) of Wilmington residents identify as Black or African American alone, and less than a third (29.2%) identify as White alone.

Wilmington also has a significant (10.2%) Hispanic or Latino population.¹

Like many American cities, a history of sprawl, urban renewal, and other political mechanisms has led to unequal development across the different communities in Wilmington. Northeast Wilmington is a community where past planning decisions continue to impact the social, health, and economic outcomes of its current residents.

Northeast Wilmington is bounded by Interstate 495 and Interstate 95 while other major roads like Northeast Boulevard and Market Street cut through the community. Despite the many roadways, residents report transportation challenges when travelling in and around the area to key destinations. Furthermore, although the scale of the built environment allows for walking and biking, the existing infrastructure does not encourage active transportation modes. Wilmington has a sizeable population of workers who rely on public transportation (12.3%) and walking (7.3%) to commute. Given that 84% of residents identify as Black or African American alone and

¹ American Community Survey

38% of all households live below the poverty line, addressing connectivity, mobility, and access issues is not only a matter of transportation but also of equity.²

Fortunately, the residents in Northeast Wilmington are actively engaged in efforts to improve their local community. Organizations like Collaborate Northeast have formed to identify, coordinate, and move projects of interest forward. The Northeast Wilmington community also has many natural assets like the Brandywine Creek and other community green spaces. Improved transportation options would not only increase economic outcomes, but better connections to green spaces can also contribute to greater health and social opportunities.

The Building Blocks Technical Assistance workshop will help further existing work by pinpointing key priorities, strategies, and actions for Northeast Wilmington to make high impact improvements to its transportation system. The process will also provide an opportunity for diverse stakeholders to collaborate and identify ways that emerging mobility tools can be effectively utilized.

STEERING COMMITTEE

The Building Blocks for Sustainable Communities program requires each partner community to convene a Steering Committee that is responsible for providing background and contextual information to the consulting team. They also help with workshop preparations, including advertising and spreading the word about the workshop sessions. Finally, the Steering Committee is also responsible for championing this Next Steps Action Plan and holding the community accountable for implementing actions in the plan. The following individuals served on Wilmington's Steering Committee, taking part in pre-workshop coordination calls, the workshop sessions, action planning, and post-workshop follow up.

NAME	AFFILIATION
Bobbi Britton	Collaborate Northeast
Jill Hall	DNREC
Kristen Thornton	DNREC
Bill Swiatek	WILMAPCO
Veronica Vanterpool	DART
Mike Hahn	DelDOT
Chip Kneavel	DelDOT
Matt Harris	City of Wilmington

² Northeast Wilmington Community Revitalization

KEY COMMUNITY ISSUES

Prior to the workshop, the Steering Committee identified key strengths, challenges, and opportunities related to mobility and transportation networks in Northeast Wilmington. These issues and opportunities were refined and expanded during the workshop. The following section highlights some of the themes that emerged, informing the workshop's focus areas, preparation, content, and directly influencing the steps included in this action plan.

Strengths

- Active and engaged residents
- Local organizations that champion community issues
- Green spaces and the Brandywine Creek

Challenges

- · Safety concerns around major roadways
- Lack of bicycle and pedestrian infrastructure Existing transit routes, schedules, and stop locations do not cover community needs

Opportunities

- Many planning projects of interest identified
- City and transit agency partners eager to collaborate
- New job opportunities in the greater Wilmington area

COMMUNITY CONVENING

The Building Blocks Technical Assistance workshop took place over the course of three days on August 23rd, 25th, and 26th, 2021. The workshop brought together representatives from the City of Wilmington, Collaborate Northeast, DelDOT, WILMAPCO, and others who live and work in the Northeast Wilmington area. Several of these participants were also part of the Steering Committee that organized the workshop. Representatives of the EPA were also in attendance while EPA contractors from Renaissance Planning facilitated the event.

The two work sessions and the public meeting were conducted virtually using the Zoom platform.

Public Meeting

The first convening as part of Northeast Wilmington's workshop was a public meeting held virtually on August 23rd using the Zoom platform. The event was attended by 31 people including residents and those representing local community-based organizations, transportation service providers, and city and state agencies. National and regional EPA representatives were also in attendance while contractors from Renaissance Planning facilitated the evening's discussions and activities. The purpose of the meeting was to help Northeast Wilmington and its community partners begin to brainstorm ways to improve the local transportation infrastructure for better mobility, access, and connectivity to key destinations.

The facilitators began by delivering a presentation on the purpose and goals of the workshop and its relationship to Northeast Wilmington's ongoing efforts. The presentation then briefly covered terminology and key concepts related to emerging mobility that would aid later discussions. The facilitators also shared their initial observations on the Northeast Wilmington area, which included challenges as well as areas of opportunity.

Virtual Tour

The workshop included a slide and video presentation to highlight several of the existing transportation improvement efforts in the Northeast Wilmington area.

A representative from WILMAPCO introduced the areas included within a local transportation study and identified route and schedule aspects that may pose connectivity challenges for residents moving within and out of the community.

Grocery stores like Food Lion and employment centers like the Port were identified as important destinations where connectivity and access could be improved. A member of the local organization Collaborate Northeast also shared transportation projects that are being explored. Among these were the Brandywine multimodal path, the EPA Brownfields Area-Wide Plan, and work to improve access to the Brandywine Creek.

PROJECT CONCEPTS/ PLANS



EPA Brownfields Area-wide Plan





Brandywine Acces

The workshop included a virtual tour that highlighted projects of interest (CREDIT: Collaborate Northeast)

The local community has also partnered with the University of Delaware's landscape architecture program to conceptualize a gateways and greenways plan for the Northeast Wilmington area.

The virtual site tour highlighted the many exciting ideas that are being generated within the community. At the same time, residents also have immediate food and job access concerns. It will be important to identify ways for Northeast Wilmington to utilize emerging mobility tools for short-term but high impact improvements that will result in a more equitable transportation system.

Interactive Mapping

Later in the session, attendees took part in an interactive mapping activity to identify key destinations and areas where they feel they cannot safely or comfortably access. The mapping activity asked participants to place different colored dots on these areas to visualize the spatial distribution of both Northeast Wilmington's assets and challenges. The exercise highlighted where the community would most like to see investment in the near term and helped to confirm the facilitation team's initial observations. The product of the mapping exercise can be seen below.



Community members utilized the Mural virtual whiteboard platform to map assets and challenge areas in Northeast Wilmington.

SUMMARY OF MAPPED ELEMENTS

Assets

- The Food Lion is a key destination and has good, direct access from nearby neighborhoods
- Bus 9 provides good access to the Amazon Fulfillment Center (but schedule and frequency could be better)
- Many great parks and green space in the community
- City or DART has plans for a shuttle service (small vehicles or buses)

Challenges

- Need for economic opportunities close to the downtown
- Some blocks are not safe: concerns about safety along North Market Street
- Issues with bus shelters being hit by cars and the glass being broken out
- Getting across the road to access the bus to Food Lion is a challenge (traffic and high speed)
- Could use a better connection to the Port. The schedule and route make it difficult for workers to make their shifts
- Many people do not consider bicycling in the neighborhood because of safety concerns
- Major arterials make crossings the street difficult
- Getting to jobs in the County is a challenge
- Access needs to be improved for those with mobility challenge

Facilitators also shared three draft focus areas, which had been developed based on pre-workshop conversations with the Steering Committee. The focus areas are:

- 1. **Prioritize:** Identify 3-5 priority emerging mobility and equitable transportation improvements to advance in the near term, based on the community's stated needs.
- 2. **Collaborate:** Strengthen interagency, non-profit, and neighborhood collaboration in the planning and implementation of emerging mobility and equitable transportation improvements in Northeast Wilmington.
- 3. **Involve:** Engage Northeast Wilmington residents, business owners, and workers in the planning and implementation of emerging mobility and equitable transportation improvements in their neighborhood.

These focus areas were presented as starting points and would be refined over the course of the following two stakeholder work sessions

Stakeholder Work Sessions

Work Session 1

On August 25th about 26 people reconvened virtually to synthesize the discussions from the public meeting into specific actions aimed at improving multimodal safety and access to key destinations in and around the Northeast Wilmington community. The session began with a recap of information presented during the public meeting and a summary of the feedback generated during the interactive mapping exercise. The technical assistance team then presented case studies and best practice examples from other communities that could serves as inspiration for ways Northeast Wilmington could achieve its own mobility goals. The case studies and examples presented during the session include:

<u>Pop-up traffic calming</u>: Temporary pop-up treatments are a low-cost and fast but effective way to gauge the success of certain traffic calming interventions. Traffic calming pop-ups are often community-led projects like temporary bike lanes, parklets, and crosswalks. Depending on the outcome of the pop-up, interventions can lead to permanent solutions.

<u>Microtransit "Sun On Demand" in Tucson, Arizona</u>: Microtransit uses technology to provide on-demand, shared transportation that often connects people to transit or to other community hubs. Microtransit routes may be dynamic or fixed and take the form of vans, buses, and other smaller modes. Tucson, Arizona created the Sun Demand app to allow riders to book on demand and door-to-door rides within two service zones with many key destinations.

The Hub of Hope in Philadelphia, Pennsylvania: Transportation challenges are often connected to other social issues and require comprehensive solutions. When the Southern Pennsylvania Transportation Authority (SEPTA) found that many people experiencing homelessness were taking shelter in its train stations, it sought holistic solutions. The Hub of Hope was made possible by a partnership between SEPTA, local non-profits, and the City of Philadelphia. The Hub of Hope (originally located in one of SEPTA's main stations) offers a place for people to socialize, receive medical care, and seek temporary and permanent housing.

"What Moves You" in Tucson, Arizona: As part of their Complete Streets policy development process, Tucson, Arizona's Living Streets Alliance hosted a "What Moves You" digital storytelling workshop. The event used short films to present a diversity of community voices, each sharing their experiences navigating through the city. Engagement events like "What Moves You" are an important part of creating a Complete Streets policy that is mindful of different community needs.

Based on the public meeting, the previously identified focus areas were further adjusted and refined, resulting in four focus areas. They are:

1. Address critical community transportation needs: Use currently available resources and funding to implement projects and solutions to critical transportation and transit needs discussed by community members (these are short term, high priority, high impact projects).

- 2. **Collaborate and communicate:** Strengthen interagency, non-profit, and neighborhood collaboration in the planning and implementation of emerging mobility and equitable transportation improvements in Northeast Wilmington.
- 3. **Involve:** Engage Northeast Wilmington residents, business owners, and workers in the planning and implementation of emerging mobility and equitable transportation improvements in their neighborhood.
- 4. **Prioritize Pipeline Projects:** Use community input and needs to establish criteria to rank projects and plan phased implementation to ensure projects advanced are those most aligned with community needs (i.e., transit, pedestrian safety).

The second half of the work session included an interactive brainstorming session that used the Mural virtual whiteboard tool to brainstorm potential actions to take within each focus area. The results of this activity are below:

FOCUS AREA 1: Address critical community transportation needs.

- Use DelDOT maintenance funding to address community identified safety issues on Route 13
- Approach the Food Lion shopping center again to see if they will allow the bus route to enter the property
- Evaluate frequent destinations from the NE, make the transfers and connections to transit better
- Explore 'adopt-a-shelter' process to address bus shelter needs
- Electrify buses to reduce emissions and reduce noise pollution
- Reevaluate transit bus stops and routes for better connections
- Better ways to calm traffic from high-speed areas to lower speed areas
- Improve lighting around the bus stop areas to increase safety
- Partner with major employers to support ride to work concepts
- Slow down traffic on Governor Printz Boulevard of provide safe street crossings
- Share DelDOT'S "report a problem" link within the community
- Add more bus shelters throughout community
- Public-private partnerships for shelters/other amenities
- Community transportation funds along with tactical urbanism projects
- Look at transportation more holistically relative to other infrastructure and environmental or development projects
- Walk audits?

FOCUS AREA 2: Collaborate and communicate

- Create and facilitate WILMAPCO planning and programming "roadshow" to explain transportation planning, funding, and implementation process to interested community groups, NPOs, etc.
- Bring together stakeholders around the corridor enhancement (across city and county boundaries).
 Include emerging transportation best practices, local community priorities, agency opportunities, long and short-range plan coordination
- Publish Wilmington initiatives meeting minutes to local leaders
- Integration/leveraging of plans/projects
- Hold follow up discussion with Urban Waters partnership, USDOT to explore funding/grant programs
- Ensure coordination across jurisdictions (New Castle County is drafting its comprehensive plan)
- Host community conversations for the Northeast Wilmington community at some of the more popular stops to garner specific transit needs, service schedule adjustments, span of service, etc. for the next Service Change on March 20, 2022
- DART has a micro transit pilot "DART Connect" in rural Sussex County, Georgetown, and Millsboro. Funded through grant, once ID transit needs in first/last mile, may be an option
- Look at brownfields in the Northeast neighborhood as an opportunity for grocery stores or corner stores (the Shop Rite on S Market Street is on a Brownfield).
 Consider applying for an EPA "brownfield inventory" planning grant to look at opportunities in the area.

Grant cycle is this fall. Grant training Sept 9 (virtual) with EPA, DNREC and TAB

- Where there are vehicle electrification projects, or projects aimed at emissions reduction DNREC's Clean transportation team can lend support and potentially provide funding
- Partner with major employers to support ride to work concepts (i.e., Amazon)?
- collaborate with Open Streets events to show how emerging mobility could be adopted in the community
- Set up text alerts to communicate changes that may occur in the neighborhood (i.e., new routes, projects)

FOCUS AREA 3: Involve

- Collaboration between the neighborhoods and EPA Region 3 under the Urban Waters Partnership to identify funding resources.
- conduct a targeted marketing survey to residents in the NF area
- Neighborhood meeting with DART to discuss need for shelters, stops, and routes to improve access to healthy food/jobs)
- share renderings and info at community events to garner community support
- Schedule a neighborhood walking tour among residents, community leaders, DART, DelDOT, City of Wilmington, WILMAPCO to identify specific challenges and areas of concern
- Consultation with the community around electrification infrastructure, making sure stations/infrastructure is placed in a way that benefits the community and uses land well
- Use an "easy win" project that can be quickly implemented, visible, responds to the neighborhood needs and includes public input as incentive for additional engagement
- Have DelDOT and DART make presentations regularly to community and in community
- Engage with the Port of Wilmington re: transportation issues for employment

FOCUS AREA 4: Prioritize pipeline projects

- Based on feedback during public meeting, define criteria/metrics to assess and rank-order/prioritize other projects in the pipeline (i.e., projects in Brownfields plan)
- Implement existing plans that the community has already participated in. (i.e., NE Wilmington Brownfield project)
- (Collaborate NE) Leverage organization and networks to work with city/ advocate for projects
- Resources available to implement project
- Major decision makers need to commit to the plans that staff, and the community have put together (or say they don't support the plan)
- BF Redevelopment is driven by the developer. A community development corporation could help direct development that benefits the community by taking the community interests into the redevelopment process.
- Apply the Route 9 Corridor Study prioritization process to proposed projects in the NE study area
- Bring NE Blvd improvements to calm traffic into the set of projects to prioritize/seek funding.

Work Session 2

The final work session took place on August 26th with 24 stakeholders present. Building off the actions that were identified in the previous session, participants took part in a Mural action prioritization and planning activity to pinpoint specific steps and resources that would be necessary for key actions. This activity directly informed the next steps and action plan described in the final section of this document.

NEXT STEPS

The final work session focused on helping Northeast Wilmington and their partners identify possible next steps in each of the four identified focus areas. Using Mural's online whiteboard tool, workshop attendees brainstormed potential actions, which are described in detail in the Action Plan section of this document.

Attendees brainstormed and shared action ideas for each focus area and participants discussed and voted on the actions they believe are most important. Actions identified as priorities were advanced to more specific action planning including identifying implementation details such as resources (both needed and available), lead and supporting roles, measures of success, and immediate next steps. The outcome is a set of next steps serving as an action roadmap for the Northeast Wilmington community and partners as they work towards safer and more equitable mobility options in their neighborhood. A summary of topics and supporting actions is below. The tables that follow provide additional detail for each topic and action.

Focus Area 1 – Address critical community transportation needs

- Action 1.1 Work with DART and community members to improve transit access to key locations, goods, and services and improve transit-related communications
- Action 1.2 Plan and implement a community-led neighborhood improvement project that can be quickly implemented, is visible, and responds to neighborhood transportation-related needs
- Action 1.3 Work with public agencies to prioritize the implementation of traffic calming projects and high visibility midblock crossings on Governor Printz / Northeast Boulevard and Market Street
- Action 1.4 Identify and pursue programs like 'adopt-a-shelter' to improve comfort and safety at bus stops (new shelters, lighting, seating)

Focus Area 2 - Collaborate and communicate

- Action 2.1 Connect with major employers to establish ride to work programs for Northeast Wilmington residents (i.e., Amazon, the Port)
- Action 2.2 Align the work of civic groups and NPOs in Northeast Wilmington to maximize impact (emerged from Blueprint effort)

Focus Area 3 - Involve

- *Action* 3.1 Facilitate community conversations with transit riders in the neighborhood to improve routes, stop locations, and stop amenities
- Action 3.2 Host educational events in the Northeast Wilmington introducing modes of emerging mobility (i.e., Open Streets or Play Streets events, DART Connect pilot program)
- Action 3.3 Facilitate a neighborhood walking tour and transit ride-along for residents, community leaders, transportation agencies (i.e., DART, DelDOT, WILMAPCO), local government (i.e., City of Wilmington, New Castle County), and elected officials highlighting transportation-related challenges, opportunities, and critical needs

• Action 3.4 – Compensate community members who support outreach and engagement efforts

Focus Area 4 - Prioritize pipeline projects

- Action 4.1 Review and confirm a prioritization process for implementing projects in Northeast Wilmington
- Action 4.2 Form a community development corporation (CDC) to advocate for, and attract, the types of development that the community wants and needs on the neighborhood's brownfield redevelopment site

ACTION PLAN

This section outlines specific actions that could support each focus area. The actions and outcomes documented below were initiated by attendees of the Building Blocks workshop and expanded and refined by the Technical Assistance Team. These actions represent opportunities for collaboration between local government, organizations, and community members to achieve stated goals related to improved transportation mobility in Northeast Wilmington.

FOCUS AREA 1: Address critical community transportation needs

Northeast Wilmington has a significant population that relies on public transportation to access jobs, education, shopping, and other key services and destinations. Residents have highlighted a need to reexamine the existing bus routes, schedules, and stop locations to better serve rider needs. Additionally, Northeast Wilmington has several major roadways and a substantial amount of car traffic. Community members are eager to see traffic calming enhancements and other treatments to improve first and last mile connections, and to generally create a more pedestrian-friendly environment. The actions in this focus area identify ways to address these critical transportation needs in the community.

•			·	•	,	
Actions	Why is this important?	Next Steps	How will we measure success?	Time Frame	Lead and Support Roles	Resources (needed and potentially available)
1.1 Work with DART and community members to improve transit access to key locations, goods, and services and improve transit-related communications	 Many residents are transit dependent. Residents indicate that some key destinations are not easily accessible by bus. Ridership may increase if service is convenient and safe to access. Transit riders indicate that system and schedule changes occur frequently, and changes are not adequately communicated. Bus schedules, routes, and stop locations may affect commute times and the feasibility of using the service. 	 Research the transit routes serving the Northeast; Identify gaps in service and ability for residents to access transit hubs and full-service grocery stores Organize a ride-along, survey, or convene a community group to help identify gaps in transit needs Establish how needs will be prioritized for treatment (i.e., by ridership, nearby services) Work with DART to determine how feedback will inform changes to routes/stops/schedule Work with DART and transit riders to identify improved ways to communicate transit network and schedule changes 	 Increased number/percentage of residents riding the bus Bus riders report being able to access key destinations more easily and comfortably Bus riders report shorter commute times Riders indicate having an easier time finding important information Elimination of non-bus connected food deserts 	 Short (0-1 year) Identify an individual or group to act as the primary liaison between DART and community members Gather community feedback on desired transit improvements and methods of communicating transit service changes Work with DART to prioritize and implement feasible improvements Midterm (1-2 years) Gather community feedback on improvements made during 0–1-year phase Continue working with DART and community members to ensure that transit service responds to the needs of community members 	 DART WILMAPCO Collaborate Northeast (community group) SUPPORT: Community members Local businesses/stakeholder organizations Neighborhood advocacy organizations Major employers City Council Members 	Staff or volunteer time: Conduct outreach to community members; hold meetings with transit agency and employers Potential Funding Resources: Grants for Buses and Bus Facilities Formula Program Transportation Alternatives Programs Bike/ped pool program Trails and pathways Other minor spot improvements/funding pools DART transit vehicle replacement/expansion CTP line item City of Wilmington Information Resources: Toolkit for the Assessment of Bus Stop Accessibility and Safety Safe Routes to Schools Safe Routes to Parks

Actions	Why is this important?	Next Steps	How will we measure success?	Time Frame	Lead and Support Roles	Resources (needed and potentially available)
1.2 Plan and implement a community-led neighborhood improvement project that can be quickly implemented, is visible, and responds to neighborhood transportation-related needs	 Quick and low-cost projects can yield high impact results Communicates commitment to addressing needs Generates community interest and excitement for future projects 	 Review the projects the community has identified that support recommendations in community revitalization plans that will move the plans into implementation. One project is a Pop-Up Transportation project at a critical intersection (Jessup/Pine at the 16th Street bridge) Review how priority project(s) are being developed; adjust if necessary Select pilot projects Work with resource partners supporting these projects to recruit sponsors/participants; secure necessary approvals and/or materials 	 Implementation of at least one community-led project that addresses or raises awareness of neighborhood transportation needs Increased community participation Interest in implementing additional community-led projects Community-led projects lead to more public investment in the neighborhood or permanent projects/solutions 	 Short (0-1 year) Coordinate and conduct community meetings to roll out identified projects; encourage broad community participation and additional ideas Finalize the assessment of the current project prioritization/selection process with any adjustments agreed upon Identify/acquire funding based on project needs Midterm (1-2 years) Evaluate the success/impact of implemented project(s) Gauge interest and feasibility of implementing additional projects Acquire resources, as needed 	 Collaborate Northeast Resilience Working Group SUPPORT: Community members Local businesses/project sponsors Neighborhood organizations Resource partners UD Living Lab/DelDOT City of Wilmington 	Staff or volunteer time: Coordinate and conduct community listening sessions; prioritize and identify potential projects; apply for funding and resources; project implementation and maintenance Potential Funding Resources: AARP Community Challenge Grant Our Town Funding National Endowment for the Arts Information Resources: Resources for Pop-Up Traffic Calming Bus Stop Improvement Guide / The MARTA Army DIY Temporary Bus Shelters Keep Bull City Litter-Free Public Art Project in Durham, NC
1.3 Work with public agencies to prioritize the implementation of traffic calming projects and high visibility midblock crossings on Governor Printz / Northeast Boulevard and Market Street	 High speed traffic persists despite low posted speed limits The roadway is located along key destinations and receives substantial pedestrian traffic Reduce potential for traffic incidents involving vehicles Promote a Complete Streets approach that supports all transportation modes Pedestrians report challenges crossing high-traffic and high-speed arterials to access transit and key destinations Inadequate crossings can lead to increases in trafficrelated injuries and/or significantly longer trip times 	 Request DelDOT (Traffic or Planning) to undertake speed studies to determine and verify baseline speeds and/or conduct a Pedestrian Safety Study. This may include Rectangular Rapid Flashing Beacon mid-block warrants to determine what may be necessary and potentially programmed. Possible extension of Gov. Printz Blvd corridor road diet recommendation from WILMAPCO to include the Northeast Blvd. Conduct community listening sessions to pinpoint specific locations of concern and types of interventions needed/desired Bring together city and county to discuss and align community priorities, agency opportunities, and long and short-range plan coordination 	 Fewer speeding vehicles detected pre/post speed studies Decrease in traffic incidents Pedestrians report improved walking conditions Increase in pedestrians and bicyclists along the roadway Improved safety in high- to low-speed transition areas. Improved safety near busy transit stops Increase in transit riders getting on and off along Northeast Boulevard/Governor Printz Pedestrians report shorter travel times and improved walking conditions 	 Short (0-1 year) Identify target areas Identify opportunities for making improvements or adding needed improvements to plans/budgets Midterm (1-2 years) Assess success and continue seeking opportunities to implement identified projects 	LEAD: DelDOT City of Wilmington SUPPORT: Advocacy groups Community members DART	Potential Funding Resources: DelDOT Traffic Federal/State Planning Research (SPR) Funds Transportation Alternatives Program Information Resources: Traffic Calmer: Reports, Talks, and Musings Midblock Crosswalks National Association of City Transportation Officials

Actions	Why is this important?	Next Steps	How will we measure success?	Time Frame	Lead and Support Roles	Resources (needed and potentially available)
		 Work with City, County, DelDOT, and DART to identify opportunities for addressing priority locations Connect with Action 1.2 to investigate a community-led project to call attention to areas of concern Work with DelDOT to support pedestrian safety study 				
1.4 Identify and pursue programs like 'adopt-a-shelter' to improve comfort and safety at bus stops (new shelters, lighting, seating)		 Audit NE bus stop locations and identify/map stops with enough public right of way for shelters DART needs 40 riders to add a shelter per their urban policy Map of transit amenities: https://wilmapco.sharefile.com/d-sdae3867bbd014d95b9196c274ef8ad b7 	Implement lower-cost improvements (i.e., temporary bus stops)	Short (0-1 year) Identify target areas Identify opportunities for making improvements or adding needed improvements to plans/budgets Midterm (1-2 years) Assess success and continue seeking opportunities to implement identified projects	LEAD: DART SUPPORT: Council members Collaborate Northeast	Staff or volunteer time: Time to coordinate and manage program Potential Funding Resources: Contributions from local businesses and organizations Information Resources: Community "Adopt a Stop" Initiative

FOCUS AREA 2: Collaborate and communicate

Northeast Wilmington has a diversity of city agencies, civic groups, non-profit organizations, and employers that are active and play an important role in the community. Many are working towards similar goals and could benefit from increased communication and collaboration. By teaming up, the various groups can pool resources and knowledge to create more efficient and streamlined outcomes. Public-private partnerships could improve employment opportunities, while coordination among different local groups would reduce duplication of work. The action items in this focus area highlight priority opportunities for collaboration that were identified during the workshop.

Actions	Why is this important?	Next Steps	How will we measure success?	Time Frame	Lead and Support Roles	Resources (needed and potentially available)
2.1 Connect with major employers to establish ride to work programs for Northeast Wilmington residents (i.e., Amazon, the Port)	 Current transit riders report challenges in safely and conveniently accessing their jobs. Inadequate transportation to employment can affect job security and economic outcomes. 	 Research existing models and programs Confirm locations of major local employers Initiate a conversation with local employers to get buy-in; highlight how transportation impacts employee retainment and performance 	 Increase in local workforce employed at participating companies Workers report shorter and more convenient commutes Decrease in local unemployment rate 	Short term (0-1 year) Research existing models and identify feasible options Determine need (residents) and employer interest/support Determine who will lead efforts to move the program forward Pilot a program and assess success/adjust approach as needed Midterm (1-2 years) Formalize program based on pilot results and lessons learned; continue to assess/adjust service as needed	LEAD: Delaware Commute Solutions SUPPORT: Major employers in the local area City of Wilmington WILMAPCO New Castle County State & SBA initiatives	Potential Funding Resources: Mobility for All Pilot Program Grants FTA Integrated Mobility Innovation FTA Information Resources: Employee Commute Programs Uber for Business Employer Partnerships Rideshare Shotl
2.2 Align the work of civic groups and NPOs in Northeast Wilmington to maximize impact (emerged from Blueprint effort)	 Share and leverage existing resources Reduce duplication of efforts to maximize productivity/impact Creates accountability among the groups 	 Identify civic groups and NPOs interested in collaborating Use a network map to connect with groups working in the community Establish a protocol for sharing information, resources, updates, etc. 	 NPOs and civic groups in the community are aware of each other's efforts An increase in partnerships and coordinated effort on projects 	Short term (0-1 year) Identify more accessible ways (i.e., location signage/ QR codes/text messaging) to share information about projects, updates, etc. Midterm (1-2 years)	 Collaborate Northeast Commercial Corridor Working Group SUPPORT: Collaborate Northeast NPOs Civic associations Stakeholder Organizations 	Staff or volunteer time: Time each party sets aside to meet and collaborate

FOCUS AREA 3: Involve

Community members are well positioned to identify areas of opportunity and challenge in and around their own spaces. Northeast Wilmington is no exception, and many people are eager to participate in discussions and planning efforts. To make transportation and other improvements that best meet local needs, planning work should actively involve the public. This includes providing educational opportunities for participants to gain the necessary understanding on a topic and allowing community members to share their unique insights and vision for the future. The next section includes actions that can be taken to involve community members in the planning process.

Actions	Why is this important?	Next Steps	How will we measure success?	Time Frame	Lead and Support Roles	Resources (needed and potentially available)
3.1 Facilitate community conversations with transit riders in the neighborhood to improve routes, stop locations, and stop amenities	 Riders can be the best resource for identifying areas for transit improvements; leverage local expertise Appropriate transit improvements may improve economic, social, and health-related quality of life Connect to Action 1.1 	Targeted marketing and outreach to the Collaborate Northeast Community	 Riders report an improved transit experience Riders feel more involved in local transit-related decisions Increased transit ridership 	Short term (0-1 year) Midterm (1-2 years)	LEAD: DART SUPPORT: Collaborate Northeast Community members	Staff or volunteer time: Time to coordinate and conduct conversations and synthesize feedback Potential Funding Resources: Information Resources: On-Board and Intercept Transit Survey Techniques Blurbs New Blurbs Publications (trb.org)
3.2 Host educational events in the Northeast Wilmington introducing modes of emerging mobility (i.e., Open Streets or Play Streets events, DART Connect pilot program)	 Education is an important step in the acceptance and adoption of new technologies Community members can provide feedback on different programs to help determine future investments Connect to Action 1.2 	 Identify emerging mobility topics or projects of interest Recruit partnership agencies, businesses, and advocacy organizations Identify ongoing community events that could feature emerging mobility showcases/events 	 Residents report an increased understanding of emerging mobility topics Residents can share their feedback on different emerging mobility strategies for the community 	Short (0-1 year) Midterm (1-2 years)	LEAD: City of Wilmington SUPPORT: Transportation advocacy groups DART DelDOT Community members Urban Bike Project Office of Highway Safety Play Streets Open Streets Architectural Accessibility Board Division of Visually Impaired Office of Highway Safety	Staff or volunteer time: City has an open streets team and play Potential Funding Resources: "Earn a Bike" project Information Resources: Open Streets Project The Movement For Open Streets Emerging Technology and Innovation National Association of City Transportation Officials Healthy Community Delaware – new community partnerships call for proposals in 2022 Educational YouTube videos about pedestrian safety/RRFB use/driver safety
3.3 Facilitate a neighborhood walking tour and transit ride-along for residents, community leaders, transportation agencies (i.e., DART, DelDOT, WILMAPCO), local government (i.e., City of Wilmington, New Castle County), and elected officials highlighting transportation-	 Meet the community where they are to increase participation and create a sense of project ownership Leverage knowledge and experience of residents Informal interactions may help build rapport between residents and agencies 	 Gauge community interest in event Work with WILMAPCO to plan and execute event based on past community walk and ride engagement events Promote event/opportunities to provide feedback Conduct walking tour and transit ride along 	Events conducted and findings/feedback integrated into planning efforts and projects	 Short (0-1 year) Identify challenge areas to address Plan and execute event Midterm (1-2 years) Monitor outcomes Coordinate recurring event(s) to maintain community-agency connections 	SUPPORT: Community members DART DelDOT City of Wilmington	Staff or volunteer time: Staff or volunteer time to coordinate ad facilitate events Potential Funding Resources: Community Advocacy & Partnership Engagement Grant NEA Information Resources:

Actions	Why is this important?	Next Steps	How will we measure success?	Time Frame	Lead and Support Roles	Resources (needed and potentially available)
related challenges, opportunities, and critical needs	Important for Vandever Ave. /Market St.					Walkable Community Workshops WILMAPCO A Toolkit for Planning and Conducting a Walk Audit Safe Routes to School National Partnership Inclusive Walk Audit Facilitator's Guide MN Department of Health AARP Walk Audit Tool Kit
3.4 Compensate community members who support outreach and engagement efforts	 Recognize that peoples' time is valuable Generate new interest in community engagement Reach new/more diverse people in the neighborhood Lower the opportunity costs of engaging for community members Build trust and community support 	 Determine who/how a compensation program can be created and managed in the neighborhood Work with community groups to identify residents/stakeholders who are interested in participating Grow the program; increase compensation Build skills and capacity of participants Provide training to participants to grow their impact and potential 	 Program sponsor/manager and funding source(s) identified Pilot group of compensated residents launched Increase in community participation More diverse participation 	 Short (0-1 year) Investigate feasibility of program, method of compensation, and hiring and training scheme Launch pilot cohort and assess success Midterm (1-2 years) Assess lessons learned and continue to build community engagement capacity 	SUPPORT: Community members City of Wilmington Neighborhood organizations Healthy Communities Delaware grant (supported similar efforts in Southbridge/Route 9)	Staff or volunteer time: Staff time to coordinate and manage hiring, training, and facilitation Potential Funding Resources: Community Advocacy & Partnership Engagement Grant NEA Information Resources: Ambassadors – EngageDurham Ambassador Information Sessions Charlotte Future 2040 Comprehensive Plan (cltfuture2040.com) Planning & Urban Design PUDAmbassadorProgram (dallascityhall.com)

FOCUS AREA 4: Prioritize pipeline projects

Through the work of local organizations, many projects have been identified to address the transportation challenges in Northeast Wilmington. The projects are derived from transportation needs identified by the community in several plans, but still not addressed. Additional projects have been generated by the recommendations in the 2019 EPA Brownfields Area-Wide Plan, which has very broad community support. Working to engage the residents in the projects that are supported by the resource partners ensures that the needs of the community continue to be reflected in the projects as they move through the various phases of implementation. Ensuring that the projects have resource partner support focuses the efforts on what can be implemented.

Actions	Why is this important?	Next Steps	How will we measure success?	Time Frame	Lead and Support Roles	Resources (needed and potentially available)
4.1 Review and confirm a prioritization process for implementing projects in Northeast Wilmington	 Objectively identify priority projects based on community need/context Direct limited resources to the most important projects Support phased implementation of projects Help connect neighborhood priorities to other plans and initiatives Leverage current planning initiatives to advance priorities Connect to Action 1.2 	 Review Route 9 projects and documentation and determine whether that prioritization process can be applied to other projects in the Northeast neighborhood Review current method of prioritization to identify highest priority projects; include additional projects specific to transportation with resource partner support; adjust method if warranted Review the current plan for advancing and funding the highest priority projects by collaborating on larger federal and national grants for implementation; consider more participation in the FUWP for the Greater Philadelphia Delaware River Basin Bring together city and county to integrate emerging mobility strategies and align community priorities, agency opportunities, and long and shortrange plan coordination 	 Document continued community buy-in for the currently identified priority projects based on community needs Additional projects that are added using the collective impact approach with enough resources identified to support adding them Number of currently funded priority projects that receive additional funding to move into additional phases of implementation 	 Short (0-1 year) Determine if the project prioritization framework is working Midterm (1-2 years) Advocate for implementation of priority projects 	LEAD: Collaborate Northeast SUPPORT: Community members Local businesses/employers City Council Members City of Wilmington New Castle County WILMAPCO Main Street	Staff or volunteer time: Review Route 9 Corridor Study and determine relevance of prioritization process; create or apply prioritization framework; advocate for implementation of priority projects Potential Funding Resources: Information Resources: Route 9 Transportation Project Prioritization Process and Results WILMAPCO EquitableDevelopmentScorecard.pdf (thealliancetc.org)
4.2 Form a community development corporation (CDC) to advocate for, and attract, the types of development that the community wants and needs on the neighborhood's brownfield redevelopment site	 Land use development patterns, mobility, and transportation access are connected Connect community needs and land development opportunities (i.e., grocery store) Advocate for and track projects identified as high priority by the community Ensure community involvement in key development initiatives, 	 Continue to review existing plans and implementation strategies; reconfirm unmet needs/desired development with the community; update as changes are made Formulate a CDC based on the community interest in a collaborative effort as opposed to a standard organization with a board upon which they would need to serve Investigate CDC best practices and examples Invite all existing organizations to participate in the CDC working groups 	 Formation of a CDC Successful new relationships with developers who integrate the stated needs of the community into new development 	Short (0-1 year) ● Gauge effectiveness of CDC	LEAD: Collaborate Northeast just had its first meeting to organize itself as a CDC focused on environmental resilience and investments in place to support the community priorities. SUPPORT: City of Wilmington City Council Members Collaborate Northeast Local advocacy groups and community-based organizations Community members Local developers	Staff or volunteer time: Time to organize and manage process of establishing CDC Potential Funding Resources: Healthy Communities Delaware Information Resources: Community Development Corporations (CDCs) Community Actions that Drive Brownfields Redevelopment US EPA

Actions	Why is this important?	Next Steps	How will we measure success?	Time Frame	Lead and Support Roles	Resources (needed and potentially available)
	engaged in initiatives, and decision-making Build community support for new development on brownfield sites	to promote aligning efforts throughout the community and avoid duplication of work				

APPENDIX

Additional Resources

U.S. EPA Building Blocks for Sustainable Communities

http://www.epa.gov/dced/buildingblocks.htm

National League of Cities, Cities Connecting Children to Nature

https://www.nlc.org/cities-connecting-children-to-nature

Sierra Club Rio Grande Chapter Nearby Nature Program/Excursiones a la Naturaleza de Nuevo Mexico (Outings to the Nature of NM)

https://www.facebook.com/ExcursionesNaturalezaNM/

AARP Age-Friendly: Inspiring Communities Report (2015)

http://www.aarp.org/livable-communities/network-age-friendly-communities/info-2015/8-domains-of-livability-case-studies.html

AARP Walk Audit Tool Kit

https://www.aarp.org/livable-communities/getting-around/info-2014/aarp-walk-audit-tool-kit.html

Bright Spots in Community Engagement: Case Studies of U.S. Communities Creating Greater Civic Participation from the Bottom Up (2013)

http://www.knightfoundation.org/media/uploads/publication_pdfs/BrightSpots-final.pdf

Creating Equitable, Healthy, and Sustainable Communities: Strategies for Advancing Smart Growth, Environmental Justice, and Equitable Development (2013)

http://www2.epa.gov/smartgrowth/creating-equitable-healthy-and-sustainable-communities-strategies-advancing-smart-growth

Educate and Empower: Tools for Building Community Wealth (2015)

http://democracycollaborative.org/content/educate-and-empower-tools-building-community-wealth-0

EJ Screen

http://www2.epa.gov/ejscreen/what-ejscreen

APTA Mobility Innovation Hub

https://www.apta.com/research-technical-resources/mobility-innovation-hub/

New Routes to Equity: The Future of Transportation in the Black Community

https://www.cbcfinc.org/publication/new-routes-to-equity-the-future-of-transportation-in-the-black-community/

NACTO Guidelines for Regulating Shared Micromobility

https://nacto.org/sharedmicromobilityquidelines/

Safe Routes to Healthy Food

https://www.saferoutespartnership.org/healthy-communities/101/safe-routes-healthy-food

Micromobility Policy Atlas

https://learn.sharedusemobilitycenter.org/atlas/?

Four Steps Towards Mobility Integration for Public Agencies

https://sharedusemobilitycenter.org/wp-content/uploads/2019/06/05.08.19 PolicyPaper SUMC.pdf

Smart City Challenge: Lessons Learned

https://www.transportation.gov/sites/dot.gov/files/docs/Smart%20City%20Challenge%20Lessons%20Learned.pdf

Curbside Management Technical Resources

https://www.ite.org/technical-resources/topics/complete-streets/curbside-management-resources/

NACTO Blueprint for Autonomous Urbanism

https://nacto.org/publication/bau2/

The Scenic Route Guide to Arts, Culture, And Transportation

https://www.transportation.art/?eType=EmailBlastContent&eld=97464b36-745d-4122-bdf0-d4988f9bc167

EPA Region 6 Brownfield Program overview

https://www.epa.gov/brownfields/brownfields-and-land-revitalization-region-6

Multipurpose, Assessment, RLF, and Cleanup (MARC) Grant Application Resources

https://www.epa.gov/brownfields/multipurpose-assessment-rlf-and-cleanup-marc-grant-application-resources

Targeted Brownfields Assessment (TBA) Information

https://www.epa.gov/brownfields/region-6-targeted-brownfields-assessment

https://www.epa.gov/sites/default/files/2016-12/documents/2017 r6 tba brochure.pdf

The Pop-Up Placemaking Tool Kit https://www.aarp.org/livable-communities/tool-kits-resources/info-2019/pop-up-tool-kit.html