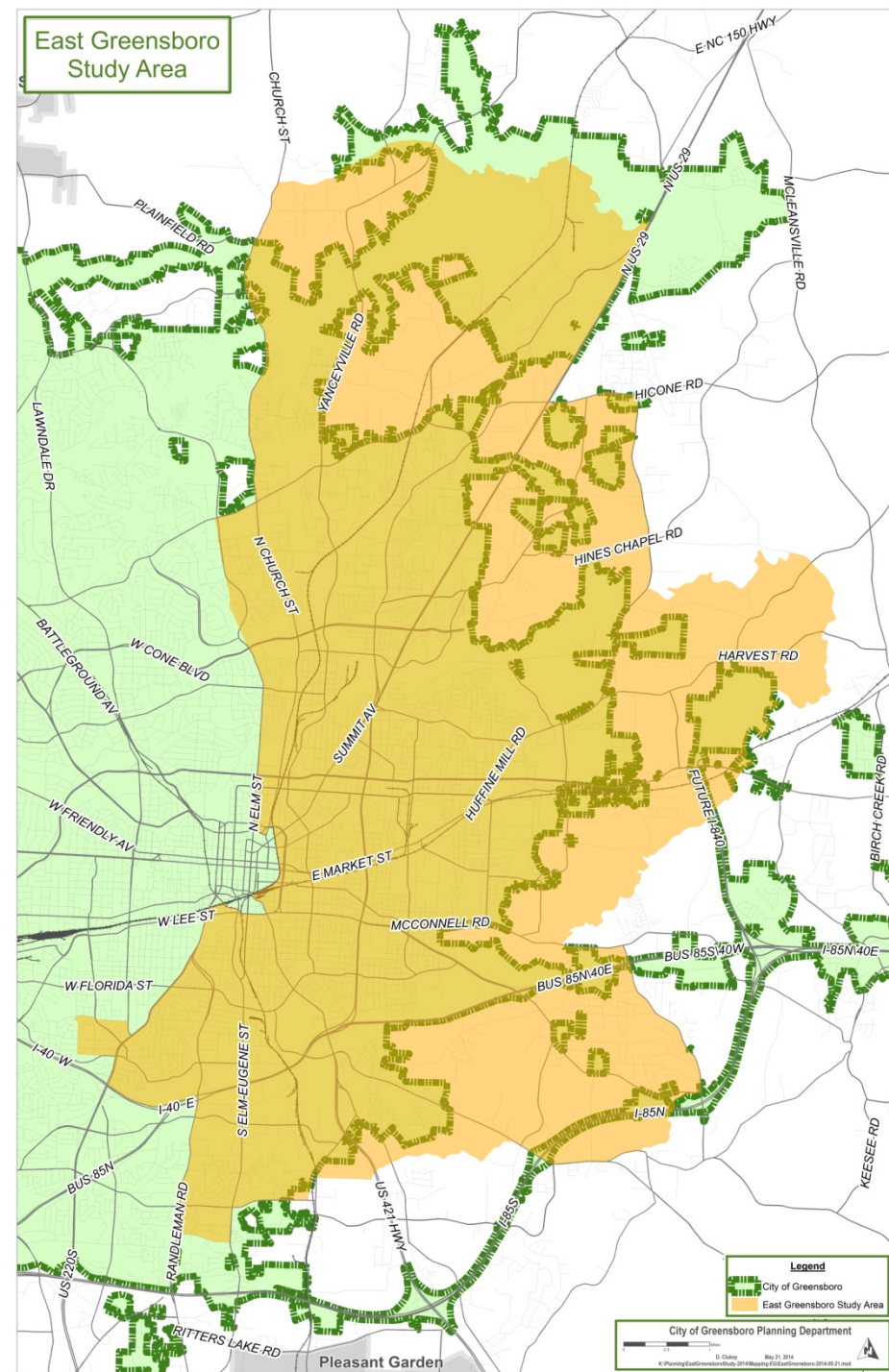


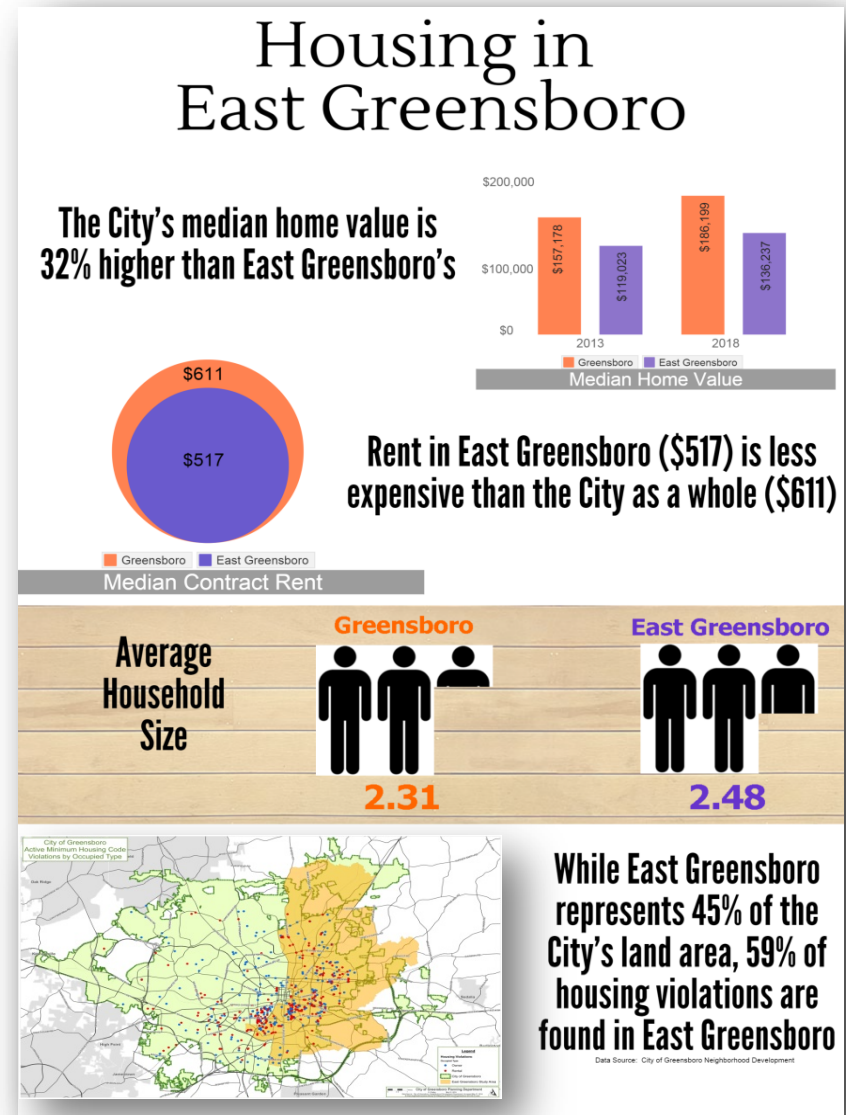
# Findings & Recommendations

*January, 2015*



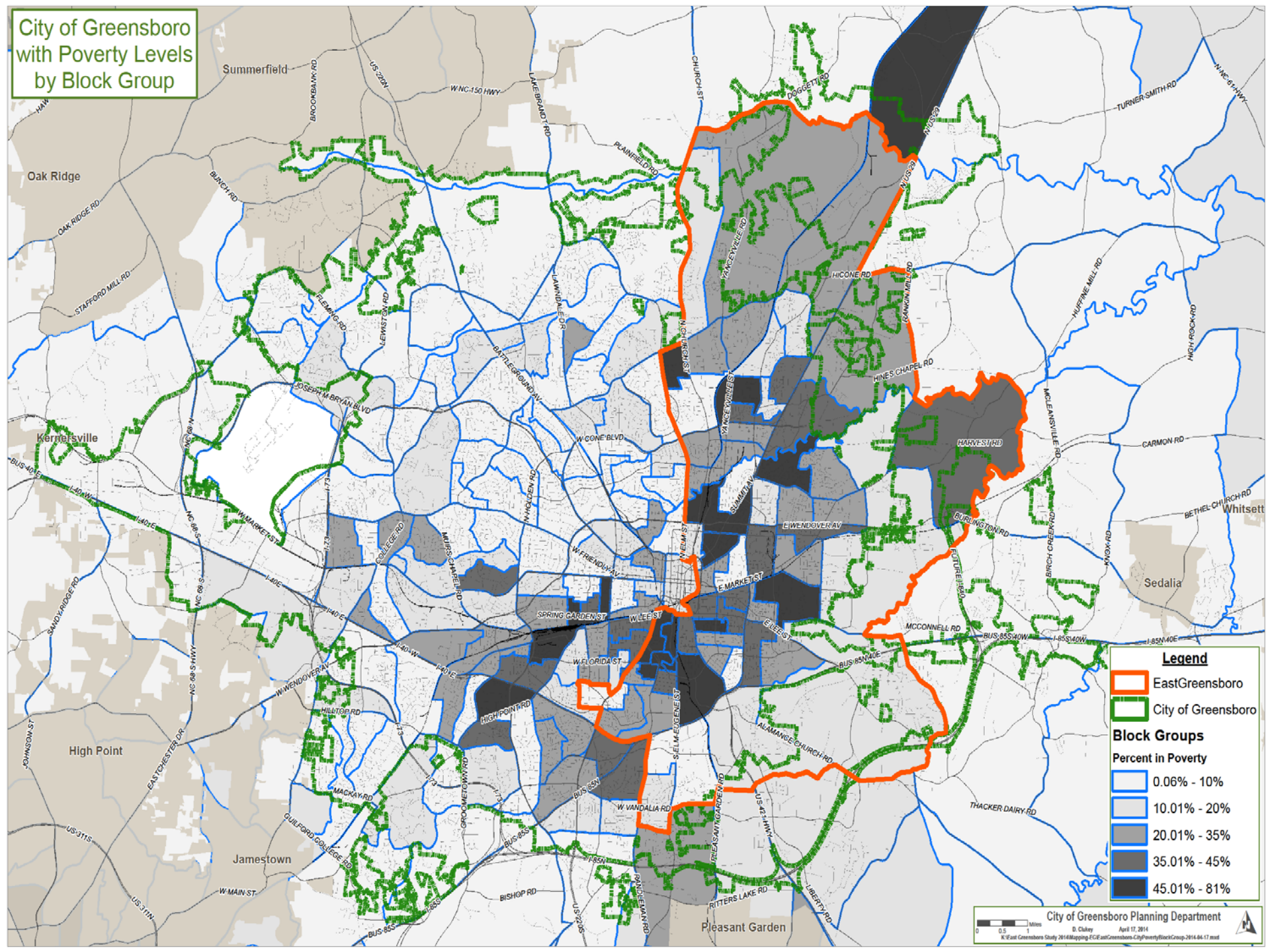
# Overview

- Boundary & Data
- Focus Group Input
- Findings
- Recommendations



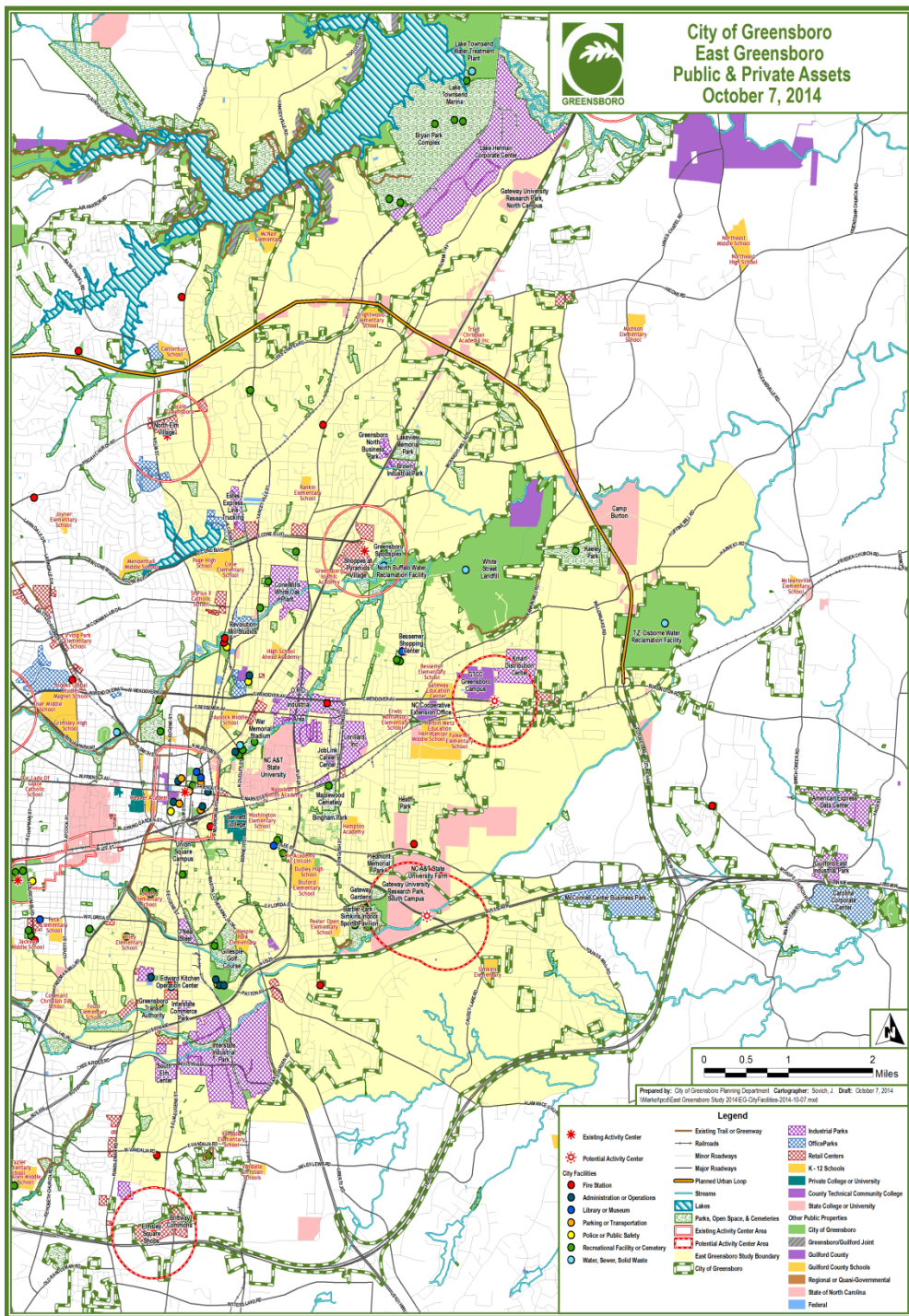
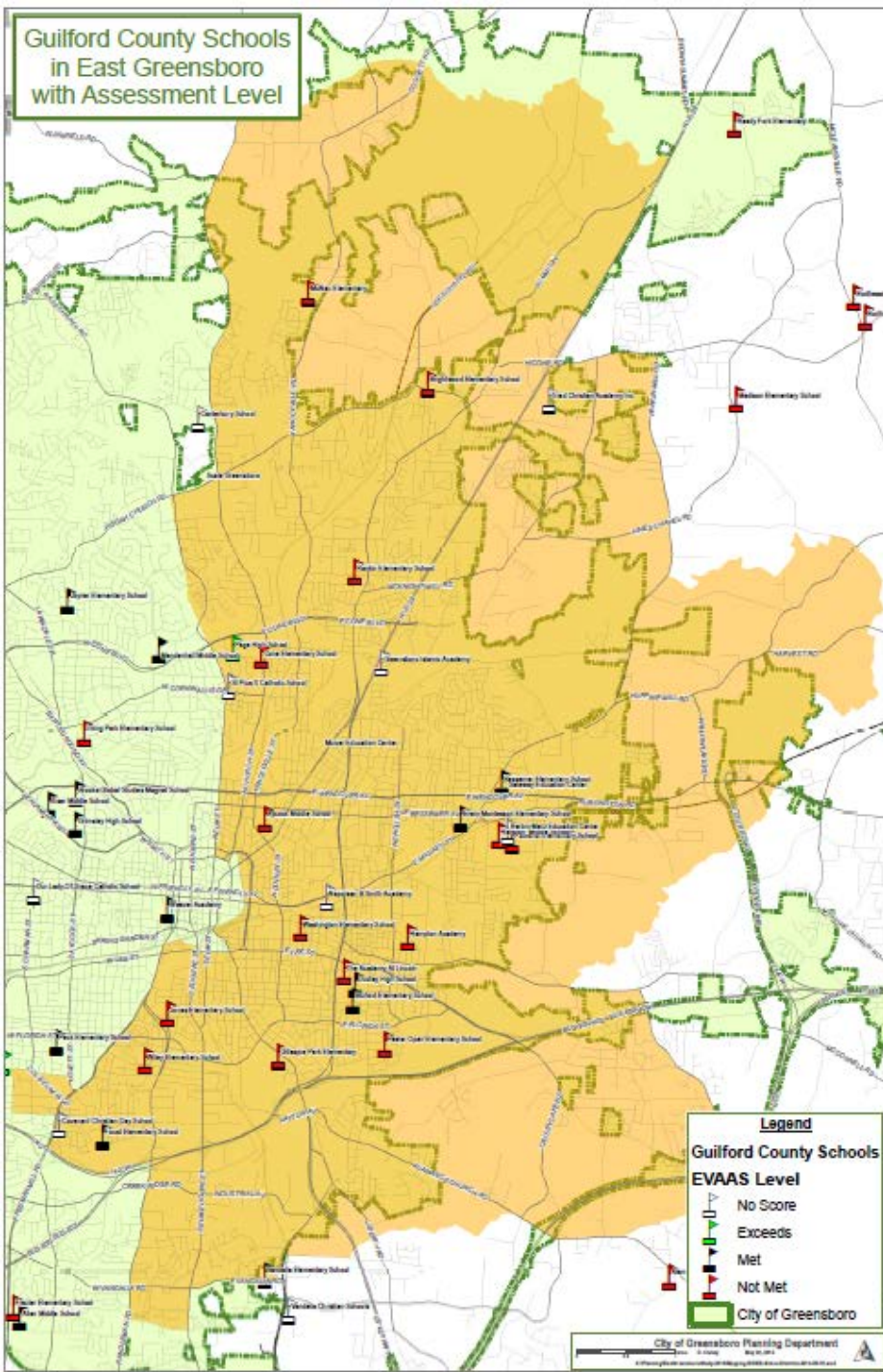


City of Greensboro  
with Poverty Levels  
by Block Group



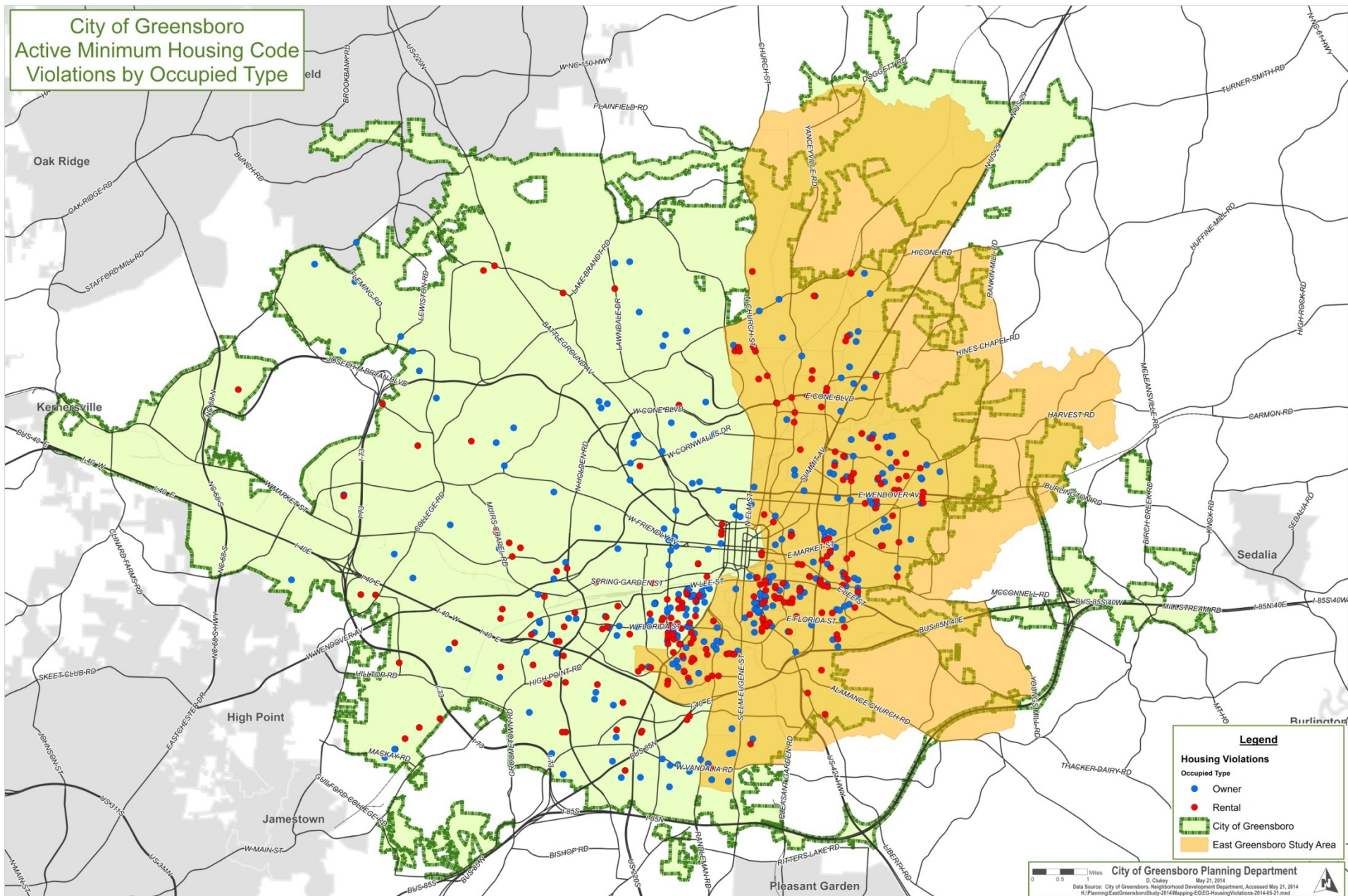


# Guilford County Schools in East Greensboro with Assessment Level





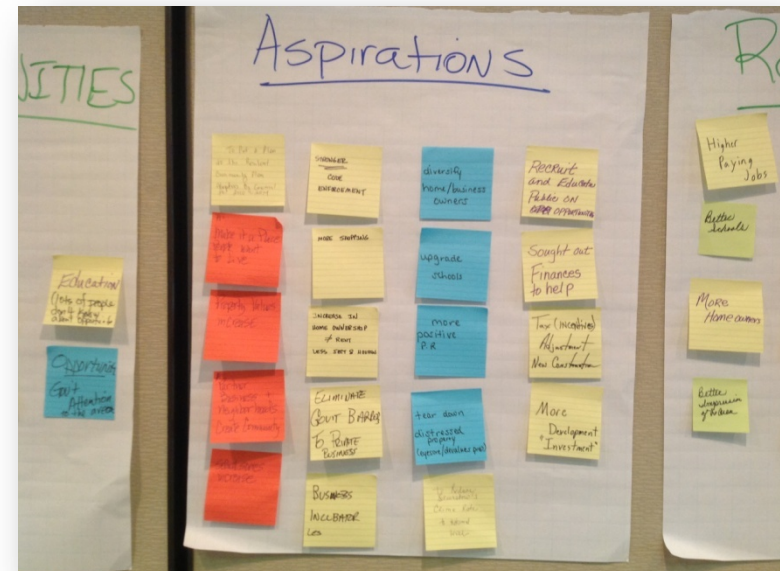
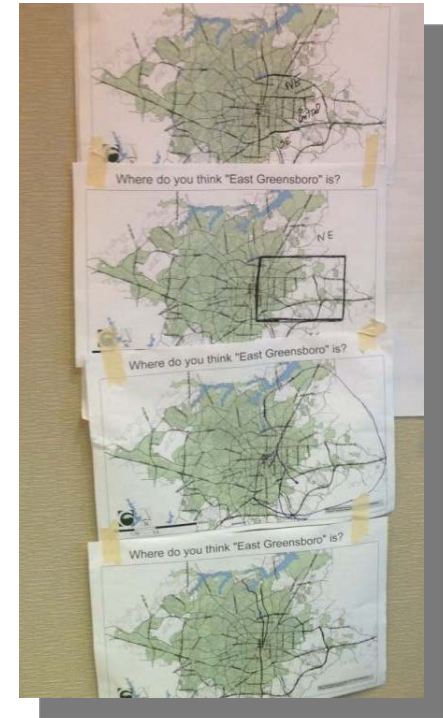
City of Greensboro  
Active Minimum Housing Code  
Violations by Occupied Type



# Focus Group Sessions

## We asked...

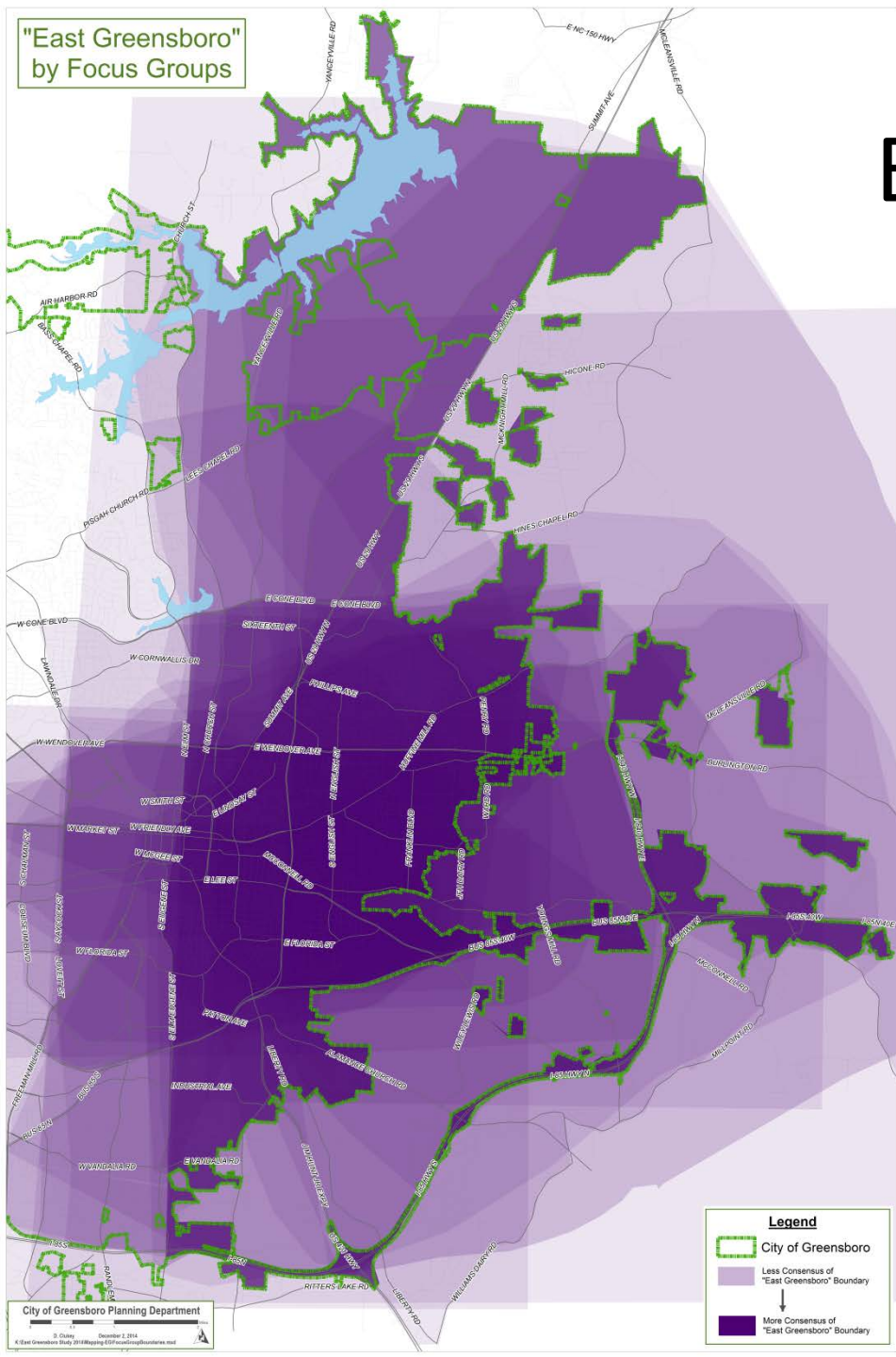
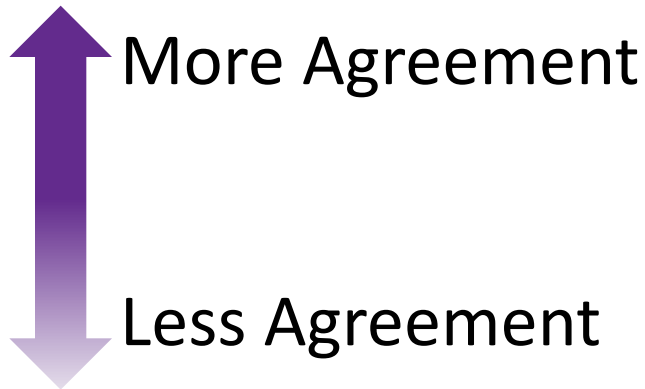
- Where is East Greensboro?
- What are East Greensboro's...
  - Strengths
  - Opportunities
  - Aspirations
  - Results
- What strategies will make the aspirations a reality?





"East Greensboro"  
by Focus Groups

East Greensboro is...



# We Heard...

**Strong  
Community  
Identity**

**Significant  
Development  
Opportunities**

**Work  
Together**

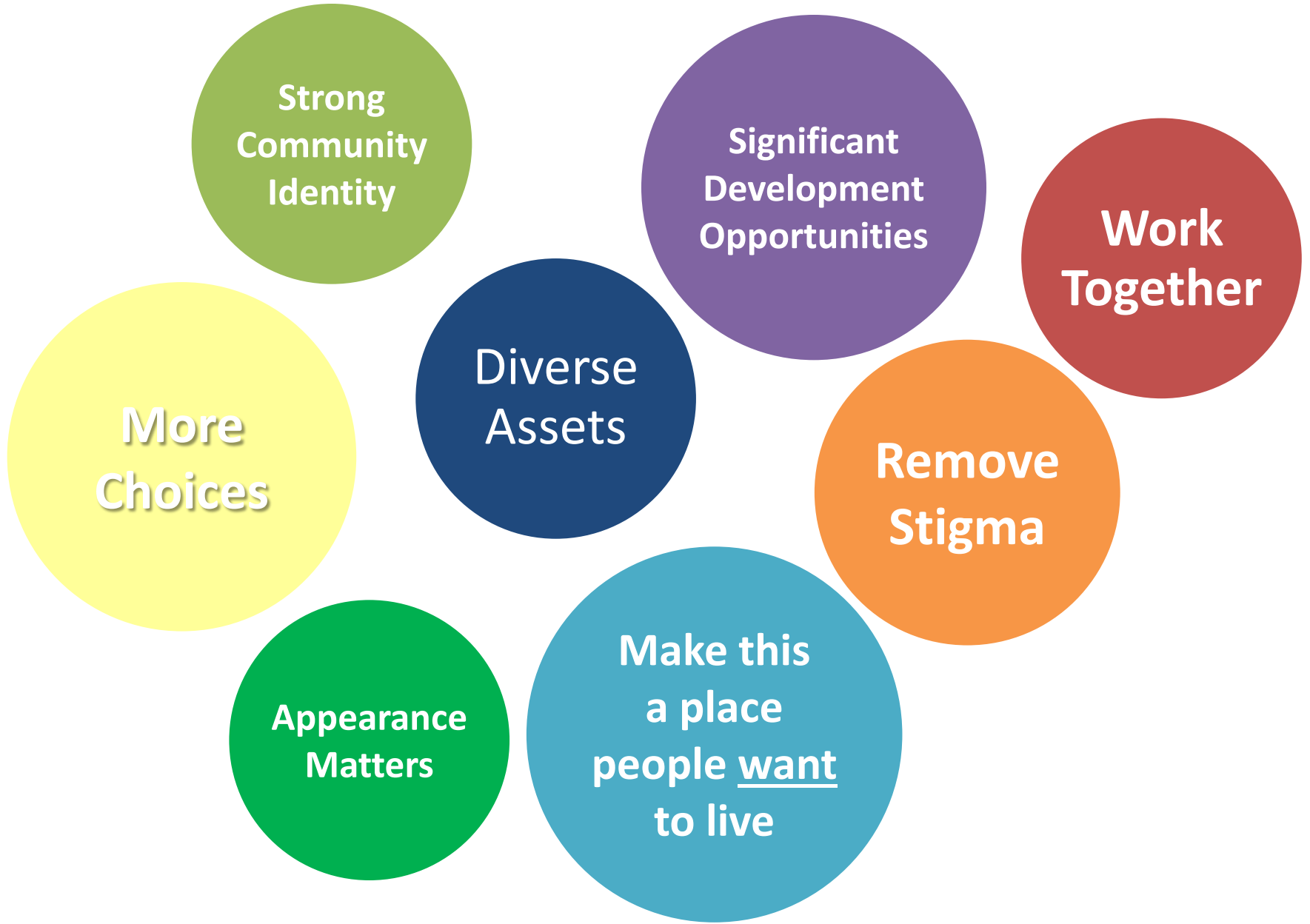
**More  
Choices**

**Diverse  
Assets**

**Remove  
Stigma**

**Appearance  
Matters**

**Make this  
a place  
people want  
to live**





# Key Input Themes



**Economic  
Opportunity**



**Education**



**Community  
Pride**



**Quality of  
Life**

# Economic Opportunity Recommendations

## Increase Economic Activity

- Teen job training and placement
- Micro-lending
- Retail recruitment
- Shovel-ready sites
- Land banking





# Education Recommendations

## **Develop partnership with GCS**

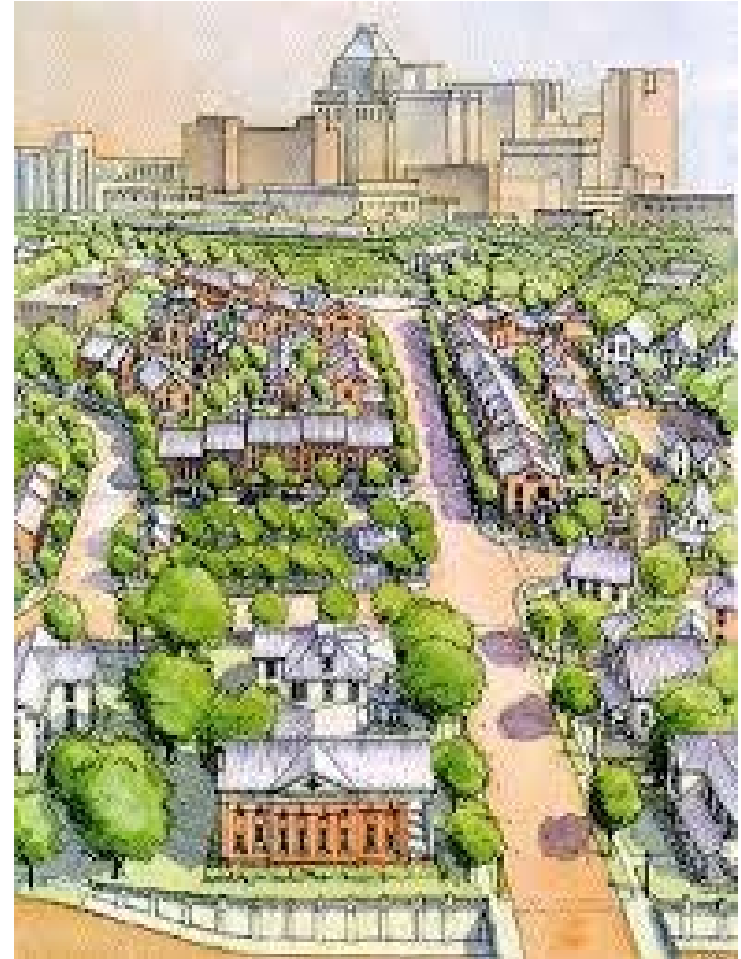
- Leverage educational assets
- Expand entrepreneurship training opportunities
- Eliminate disparity in educational outcomes



# Community Pride Recommendations

## **Build Community**

- Community-maker grant
- Organize community activities & events
- Beautify gateways & corridors
- Communication strategy
- Coordinate volunteers
- Build leadership capacity





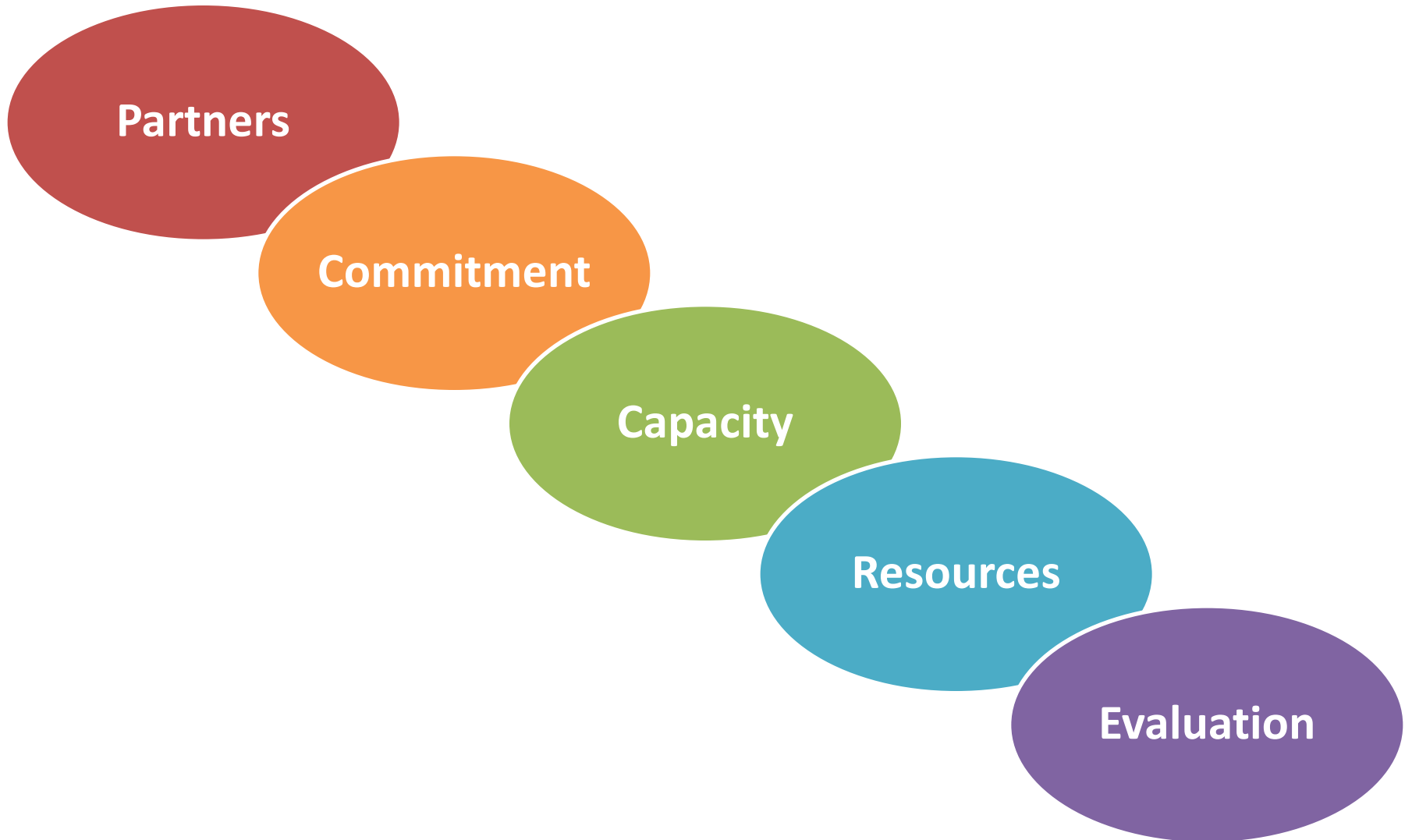
# Quality of Life Recommendations

## Change Perceptions

- Communication strategy
- Leverage assets
- 'Curb Appeal' program
- Temporary 'Better Block' installations
- Leadership awards and acknowledgement program



# Considerations





# Next Steps

**Presented to Council in August**

## **Ongoing Considerations:**

- Prioritize strategies
- Identify & recruit partners
- Establish roles & responsibilities
- Allocate resources



**Economic  
Opportunity**



**Education**



**Community  
Pride**



**Quality of  
Life**