Appendix: Community Collaboration Meeting 01 Summary

2018 - 2019
Allentown Comprehensive + Economic Development Plan
ACKNOWLEDGMENTS
The Allentown Vision 2030 team would like to thank City of Allentown staff, our public, private, nonprofit, and institutional partners, the generous hosts of our Community Collaboration Meetings - the East Side Youth Center, South Mountain Middle School, JCC of the Lehigh Valley, and St. Luke’s Sacred Heart Campus - and the participants of the Allentown Vision 2030 Community Ambassador Program for your support and participation in the Allentown Vision 2030 plan development process.

Finally, we would not have the Allentown Vision 2030 Plan without the incredible participation of our Allentown community – residents, workers, youth, and all those who engaged with the plan development process through meetings, at the Community Engagement Hub, our community survey, and the many other events held throughout the planning process. Thank you for your time, your participation, your ideas and sharing your VOICE to create a shared vision and plan for the future of Allentown!
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1. Meeting Overview
2. Allentown Today+Tomorrow Activity Results
3. Rate of Change Activity Results
4. Asset Map Activity Results
5. Important to Me: Goals and Priorities Activities Results
Community Collaboration Meeting 01

Level Setting
November 13th, 2018

Approximate Participants 100-150
Duration 2 hours

01 PAMPHLET Meeting Agenda

02 POSTER Analysis Mapping

03 POSTER Asset Mapping

04 PRESENTATION

05 ACTIVITY Rates Of Change
04 PRESENTATION
Stakeholders received an overview of project goals and an update of work completed to date before break out sessions. Content shares information about the process, gathers information from the lived experience perspective and builds a coalition of change agents.

02 POSTER- ANALYSIS MAPPING
Attendees were able to take a closer look at Citywide assessment data gathered by the team and were asked to respond with their value statements
- It is important to me that...
- I have questions about...
- I am interested in seeing...

Appendix: Community Collaboration Meeting 01 Summary
05 ACTIVITY- RATES OF CHANGE

Participants were broken into groups of 6-8 for a table moderated Q&A and reflections. They were then prompted to group their icebreaker impressions of Allentown and categorize them by scale of city development.

The chart on the following page shows the type of change groups thought would support their vision of Allentown. The word diagrams graphically show the sentiments that were shared in the room.

• introductory activity | Quick Three Allentown
• breakout activity | Rates of Change
• see appendix
ALLENTOWN TONIGHT
- Recognition Of Change (52)
- Diversity And Inclusion (34)
- Perceived Challenges (33)
- Significant Places (27)
- Perceived Strengths (21)
- Services Provided (10)
- People Oriented (6)
- Economic Focus (3)

ALLENTOWN TOMORROW
- A Varied Characterization Of The City
- A Desire To Become More Invitational
- Places Of Importance That Could Be Highlighted
- An Interest In Economic Resilience
- Strong Sentiments Of Change
- A People Oriented Approach To Rate Change
- Importance Of The Economy For The Future
- A Well Defined Expectation Of Service
- Reaching Towards A Regional Identity
- An Emotional Connection To The City
- Investing More Resources And Support To The Youth
- A Displayed Interest In Transit Infrastructure
### RECOGNITION OF A CHANGE

1. Growing
2. Potential
3. Changing
4. Opportunity
5. Transitioning
6. Rising
7. Developing
8. More
9. Gentrification
10. Upgrade
11. Hopeful
12. Building
13. Growth
14. Growing
15. Evolving
16. Forward
17. Chance
18. Transition
19. Burgeoning
20. New
21. Promising
22. Resurgent
23. Reviving
24. Vision
25. Rejuvenated
26. Phase
27. Revitalizing
28. Progressive
29. Regressing
30. Rebirth
31. Opportunities
32. Change
33. Growth
34. Coming
35. Emerging
36. Rediscovered

### DIVERSITY AND INCLUSION

37. Diverse
38. Divided
39. Diversity
40. United
41. Divisive
42. Disjointed
43. Unaffordable
44. Cultural
45. Inequality
46. Different
47. Love
48. Open
49. Shares
50. Involvement
51. Inclusive
52. Culture

### CHALLENGES

53. Crime
54. Violent
55. Dangerous
56. Unsafe
57. Challenging
58. Poor
59. Poverty
60. Pr
61. Needs
62. Small-Ish
63. Challenged
64. Unfair
65. Apathetic
66. Dysfunctional
67. Disorganized
68. Rough
69. Political
70. Impoverished
71. Boring
72. Crowded
73. Ghetto
74. Misunderstood
75. Unclean
76. Far
77. Hard
78. Survival
79. Disconnected
80. Compartimentalized
81. Racist
82. Depressed
83. Confused
84. Frustrating
85. Dirty
86. Demoralized
87. Decay
88. Polluted
89. Lack
90. Gangs
91. Costly
92. Expensive
93. Mediocrity
94. Sad
95. Hurting
96. Tense
97. Poor-Ish
98. Failing
99. Disenchanted
100. Exclusionary
101. Deceiving
102. Ridden
103. Confusing
104. Segregated
105. Tricky
106. Clouded
107.

### RELATED TO PLACE

108. Home
109. Community
110. Parks
111. Housing
112. Homes
113. Businesses
114. School
115. Hometown
116. Districts
117. Plan
118. Ppl
119. Center
120. Parking
121. School
122. Downtown
123. Parks
124. Neighborhoods
125. City

### STRENGTHS

126. Exciting
127. Resilient
128. Vibrant
129. Historic
130. Thriving
131. Old
132. Bustling
133. Inspiring
134. Art
135. Urban
136. Good
137. Passionate
138. Okay
139. Energetic
140. Entertaining
141. Loud
142. Focused
143. Quick
144. Possibility
145. Pretty
146. Renaissance
147. Great
148. Affordable
149. Full
150. Eventful
151. Quiet
152. Unique
153. Clean
154. Loving
155. Adventures
156. Beautiful
157. Friendly
158. Safe
159. Booming
160. All-American
161. Crazy

### ECONOMIC FOCUS

171. Employment
172. Work
173. Economically

### SERVICES PROVIDED

162. Walkable
163. Transportation
164. Activities
165. Service
166. Listening
167. Food
168. Police
169. Sports
170. Response
1. Safe
2. Vibrant
3. Affordable
4. Thriving
5. Exciting
6. Fun
7. Flourishing
8. Hopeful
9. Peaceful
10. Positive
11. Good
12. Friendly
13. Healthy
14. Bright
15. Hip
16. Functional
17. Nice
18. Promising
19. Poor
20. Crazy
21. Creative
22. Social
23. Giving
24. Strong
25. Good
26. Dreamt
27. Refined
28. Greatness
29. Artistic
30. Enlightened
31. Pretty
32. Elite
33. Attentive
34. Scenic
35. Quiet
36. Bursting
37. Clean/Beautiful
38. Active
39. Beauty
40. Dangerous
41. Friendly
42. Robust
43. Educated
44. Inclusive
45. United
46. Equitable
47. Diverse
48. All
49. Welcoming
50. Unified
51. Diversity
52. All
53. Unity
54. Safehaven
55. Openness
56. Integrated
57. Cultural
58. Compatibility
59. Races
60. Equal
61. Multi-Generational
62. Fair
63. Involvement
64. Welcoming
65. Togetherness
66. Engagement
67. Spanish
68. Equity
69. Represented
70. Love/Unity
71. Segregated
72. Homes
73. Destination
74. Home
75. Community
76. Parks
77. City
78. Hub
79. Downtown
80. Spacy
81. District
82. Ghetto
83. Spacious
84. Districts
85. Sustainable
86. Sustainability
87. Organic
88. Green
89. Cleaner
90. More
91. Better
92. Growing
93. Growth
94. Tomorrow
95. Expanding
96. More
97. Expand
98. Innovative
99. Progressive
100. Building
101. Improved
102. Model
103. Lower
104. Trendsetter
105. Example
106. Utopia
107. New
108. Build
109. Improving
110. Establishing
111. Greater
112. Resident
113. Population
114. Citizens
115. Generations
116. Public
117. Prosperous
118. Jobs
119. Techy
120. Tax
121. Economical
122. Technology
123. Economic
124. Cost
125. Opportunity
126. Income
127. Businesses
128. Opportunity
129. Opportunities
130. Wealth
131. Rich
132. Opportunistic
133. Education
134. Stability
135. Provide
136. Entertainment
137. Service
138. Housing
139. Food
140. Sports
141. Supported
142. Lighting
143. Cosmopolitan
144. Metropolitan
145. York+Philly
146. Lv
147. Leading
148. Standard
149. Exemplary
150. Excellence
151. Pride
152. Harmony
153. Hope
154. Inspired
155. Happy
156. Clean
157. Inspiring
158. Fulfilled
159. Lack
160. Enriched
161. Renewed
162. Safe
163. Respected
164. Youth
165. Kids
166. Youth-Led
167. School
168. Schools
169. School
170. Bike
171. Bikable
172. Lanes
173. Allied
174. National
175. Regional
176. Innovation
177. Unity
178. Diversity
179. Togetherness
180. Community
03 POSTER- ASSET MAPPING
We asked the community to tell us the places that were important to them in Allentown. This gives us a sense of perceived physical and spatial assets that they identify with the city and provide us with an inventory of significant places. During the meeting participants were given a set of stickers that represented the different types of community assets. The categories are not about being exhaustive but served as a starting point for thinking about significant places in the city. They were also encouraged to give us details about the place they are noting. Some of the things included were

• landmarks and places
• community organizations
• projects and initiatives
• festivals, events and programs
• see appendix
ASSET MAP IN ALLENTOWN...

The map above are the results of this exercise. The areas that had the most responses reinforce what has been said during other investigative exercises: there is a huge emphasis on Hamilton Street with the NIZ as well as the park system across the city. It is clear that these assets are deeply ingrained and are fundamentally part of the identity of the City.

There were some other clusters taking shape that show the places that have are also significant to the identity of the City. The area around Tilghman and 7th Street noted a few asset for the community and family. Hanover Street also had a few notes, particularly around the building that meeting took place.

Overall there seemed to be a good mix of asset type around the city; however, there is notably less quantity and variety in the east and south side. This doesn’t speak to any inherent lack, but rather a perceptual disconnect of participants to these areas. It is also interesting to note that some assets listed are not actually within the City limits, supporting the notion that Allentown encompasses more than what is within municipal boundaries.
ARTS AND CULTURE
This category generally spoke to the places that artists display their work but only had one comment about the production of art. It was also one of the more geographically specific category. There is a strong cluster in the Arts District about Court Street that is the result of new capital funding via the NIZ. There is a second cluster in the West End Theater District on 19th Street.
1. I love the Davinci Science Center
2. West Park
3. I love the 19th Street Theater
4. Artist Studio
5. Art Museum
6. Wonderful Museum
7. Alternate Gallery: bring more events and funding
8. America on Wheels
9. Art Museum
10. Arts Walk
11. Love the Art Museum
12. Light + Art Walkway or Street Musicians
13. Saved theater civic restored
14. Great cultural site

COMMUNITY AND FAMILY
This category was by far the most varied in terms of what was noted but they can be categorized into two groups. The first is civic institutions such as parks, and libraries that allow for passive activities and are free. The second group includes institutions that support more active events and activities such as the YMCA, sports clubs, or concerts. Most of this category was located in Center City within the NIZ but also at 7th Street.
1. YMCA
2. YMCA
3. -
4. -
5. Community Sports
6. -
7. Park and Library
8. -
9. -
10. -
11. Boys and Girls Club: brings everyone together
12. Community Bike Works
13. -
14. -
15. -
16. -
17. Library
18. Church and Family
19. Art Walk Weekly: bring cultural festival
20. Community
21. 3rd Day Worship Center
22. Love my Midway Manor Camry Community
23. I love Coca-Cola Park!
24. Community Bike Works East Side
25. Phantoms Hockey
26. Allentown Rescue Mission
27. The Caring Place Youth Mentoring
28. Boys + Girls Club
29. Boys + Girls Club
30. Bring more family friendly events-free
31. -
32. -
33. -
34. -

MAINSTREET AND STREETSCAPE
This category pointed out anchor institutions and characteristics that defined major throughways in the city.
1. Franklin Park
2. -
3. Bridge has a good amount of foot traffic
4. A&C
5. Sacred Heart
6. 3rd Day Worship Center
7. American Parkway Welcoming
8. Night Vibes in Architecture
10. Diversity
11. -

RETAIL AND BUSINESS
This category also reinforces Hamilton Street and 7th street as commercial corridors. It is interesting to note that other than Assembly 88, almost all the things highlighted were food related. The presence of smaller but more customer oriented retail seems to be the clearest indicator, for the public, of economic activity.

1. Luna’s Bakery
2. Giant Supermarket Plaza
3. Assembly 88
4. More Business Opportunity
5. Aci Halal
6. I love Hijinx Brewery
7. Actlalal Turkish Food
8. Readren Supports local Farm Community
9. Shanish Bakery Coal. good diversity
10. -
11. -

RECREATION AND GREENSPACE
This category was probably the most straightforward in terms of the areas that were called out. It is clear that the parks in Allentown are an ingrained part of the City’s identity. So much so that most of the comments went beyond an inventory of existing assets, but strong sentiments about how to improve on those assets. The most frequent requests being greater connectivity, maintenance, and the introduction of more activities.

1. Lehigh Parkway: running, biketrails
2. <3 Rose Garden
3. -
4. Cedar Beach Park
5. Love Trexler Park
6. Important because it seems to attract use
7. Water! want to get here easier
8. Cedar Beach Park
9. ESYC
10. Roosevelt Park
11. Parks- Safe + Outstanding
12. Keck Park
13. Buckey Boil Park
14. Stevens Park
15. Trexler Park Bring Events + Concerts/ Connect Rose Garden + Trexler- Build sidewalks
16. A Fantastic Park
17. Lehigh Parkway trails/ Biking
18. Parkway- Want to connect here
19. Lights on the Parkway
20. Sleigh Riding should be developed
21. Playground broken swings need to be fixed
02 POSTER- IMPORTANT TO ME

Attendees were able to take a closer look at Citywide assessment data gathered by the team and were asked to respond with their value statements:

• It is important to me that...
• I have questions about...
• I am interested in seeing...
• see appendix
how we **MOVE**

Mobility describes how we move people and materials around our city, whether by walking or driving or public transportation. *(pick 3)*

**IT IS IMPORTANT TO ALLENTOWN THAT WE ADDRESS MOBILITY IN THE FOLLOWING WAYS...**

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved And More Frequent Bus Service</td>
<td>16</td>
</tr>
<tr>
<td>Traffic</td>
<td>16</td>
</tr>
<tr>
<td>Alternatives Ways To Get Around Without Driving A Car</td>
<td>32</td>
</tr>
<tr>
<td>Making The Gateways Into Our City More Attractive</td>
<td>33</td>
</tr>
<tr>
<td>The Condition Of Roads, Streets, Sidewalks And Highways</td>
<td>34</td>
</tr>
<tr>
<td>Being Able To Walk Safely To Places I Need To Go</td>
<td>41</td>
</tr>
</tbody>
</table>

**ALLENTOWN MOBILITY**

44% of people want **high quality+ safe streets**
where we **CALL HOME**

People call many different types of place home, and housing describes where people live, including single family homes, duplexes, apartment buildings and even places like elder care facilities. *(pick 3)*

**IT IS IMPORTANT TO ALLENTOWN THAT WE ADDRESS HOUSING IN THE FOLLOWING WAYS...**

- Having A Place To Live Where I Can Easily Travel To My Job And Employment Opportunities: 14%
- Living In A Healthy, Energy Efficient, And/Or Accessible Home: 22%
- Conditions Around Vacant Land And Buildings: 32%
- Preservation Of Historic Architecture: 33%
- Absentee Landlords And Tenant Needs: 36%
- Having A Place To Live That I Can Afford: 39%

**WE HEARD...**

43% of people want affordable + cared for housing
what we need to **THRIVE**

Each neighborhood may have different needs and challenges. How can our communities be healthy and safe and have a sense of togetherness? *(pick 3)*

IT IS IMPORTANT TO ALLENTOWN THAT WE ADDRESS HEALTH AND SAFETY IN THE FOLLOWING WAYS...

---

**WE HEARD...**

35% of people care about **crime+ homelessness**
how we **SPEND TIME OUTDOORS**

Parks and open spaces provide public areas for people to gather, enjoy the outdoors, and to be active. *(pick 3)*

**IT IS IMPORTANT TO ALLENTOWN THAT WE ADDRESS PARKS AND OPEN SPACE IN THE FOLLOWING WAYS...**

WE HEARD...

48% of people want **safe connections to park amenities**

20 Allentown Comprehensive and Economic Development Plan
where we WORK

There are many places to work in Allentown and the region. Jobs are important to bring prosperity to Allentown’s residents. **(pick 3)**

IT IS IMPORTANT TO ALLENTOWN THAT WE ADDRESS THE ECONOMY IN THE FOLLOWING WAYS...

![Chart showing different sectors and their support percentages]

WE HEARD...

59% of people support **skill building + entrepreneurship**
**how we DEFINE QUALITY**

Thriving communities are places where people can live, work, and play. Many factors contribute to a high quality of life. *(pick 5)*

IT IS IMPORTANT TO ALLENTOWN THAT WE ADDRESS QUALITY OF LIFE IN THE FOLLOWING WAYS...

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age Diversity</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
</tr>
<tr>
<td>Social Services</td>
<td>2</td>
</tr>
<tr>
<td>City Services</td>
<td>5</td>
</tr>
<tr>
<td>Environmental Quality</td>
<td>10</td>
</tr>
<tr>
<td>Cultural Diversity</td>
<td>10</td>
</tr>
<tr>
<td>Recreational Opportunities</td>
<td>12</td>
</tr>
<tr>
<td>Shopping Convenience</td>
<td>16</td>
</tr>
<tr>
<td>Income Diversity</td>
<td>16</td>
</tr>
<tr>
<td>Transportation Options</td>
<td>19</td>
</tr>
<tr>
<td>Safety and Security</td>
<td>19</td>
</tr>
<tr>
<td>Public Schools</td>
<td>20</td>
</tr>
<tr>
<td>Walkability</td>
<td>24</td>
</tr>
<tr>
<td>Parks and Open Spaces</td>
<td>25</td>
</tr>
<tr>
<td>Cultural and Arts Amenities/programming</td>
<td>27</td>
</tr>
<tr>
<td>Affordable Housing</td>
<td>29</td>
</tr>
<tr>
<td>Job Opportunities</td>
<td>32</td>
</tr>
<tr>
<td>Youth Programs and Services</td>
<td>37</td>
</tr>
</tbody>
</table>
WE HEARD...

Allentown values

economic opportunity

WE HEARD...

Allentown values

youth enrichment
WE HEARD...

Allentown values

public service amenities

WE HEARD...

Allentown values

public space
WE HEARD...

Allentown values **diversity**

WE HEARD...

Allentown values **mobility**