Appendix: Community Collaboration Meeting 02 Summary

2018 - 2019
Allentown Comprehensive + Economic Development Plan
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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!
CONTENTS

1. Meeting Overview
2. Community Values Scorecard Activity Results
3. Scenarios Development Activity Results
4. Important to Me: Scenarios Activity Results
5. Asset Map Activity Results
Community Collaboration Meeting 02
Vision and Scenarios
February 7th, 2019
Approximate Participants  100-150
Duration  2 hours

01 MEETING AGENDA PAMPHLET
Attendees were given a passport or meeting agenda to encourage active listening
• general project information
• contact information
• online portal > social media handles

03 PRESENTATION
Attendees received a comprehensive summary of results from Community Collaboration Meeting #1 in November 2018. An in-depth data analysis of key economic development indicators were presented. Attendees were introduced to four ‘scenarios’ for Allentown’s future that were created from the data and community feedback collected thus far.

SCENARIO ANALYSIS
Attendees were able to take a closer look at Citywide assessment data gathered by the team for reference. Each Scenario had a set of data points that ground participants while being prompted about which strategies would best support Allentown’s future.

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

02 POSTER
The community was introduced to the meeting content as they found their way into the cafeteria. Maps and analyses were mounted along the walls as a primer to the scenarios and visioning content that would be the theme for the night. It allowed for people to read through the content, verify the data and provide initial feedback on the findings.
04 ACTIVITY- SCENARIO DEVELOPMENT

The community was seated in groups of 6 to 8 where a meeting facilitator introduced to a series of activities.

1. They discussed the vision and scenarios content shown during presentation.
2. They shared strategies that they felt would best satisfy common goals.
3. They came to a consensus around a prioritized approach to one of the four scenarios.
4. Finally, they reflected on how well these approaches address the values identified in Community Meeting 01.

ICE BREAKER- ROLL INTO THE FUTURE

Participants were seated in groups of 6 to 8 where a meeting facilitator introduced the icebreaker activity. Each group has a set of three dice that would give them a prompt combination that asks:

MAIN ACTIVITY- DECK CITY

The responses from the ice breaker activity were incorporated into the Main Activity. Each group was given a board and a set of strategy cards related to one of the four scenarios presented. Embedded in each board was a summary of the scenario, and three categories: “Yes” “Yes..if” and “I Need to Know More”

Using this framework members worked collaboratively to sort through strategies that were prepared as well as strategies that were created by folks during the exercise.
REFLECTION - VALUES SCORECARD

One all the groups completed their board, they were given a prompt to reflect on their own work and “grade” their scenario against our values. After which, there was a broader discussion amongst the entire room about findings and next steps.

The results of which are below and on the following pages.

Meeting Outcomes
Community Value Alignment

<table>
<thead>
<tr>
<th>MOBILITY</th>
<th>WELL BEING &amp; SAFETY</th>
<th>COMMUNITY SERVICES</th>
<th>LIVING SYSTEMS</th>
<th>PROSPERITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>We can move safely within the city and to destinations beyond. We have choices as to how we travel.</td>
<td>We are able to live healthy and active lives and to participate in civic life.</td>
<td>We value strong neighborhoods with essential services that serve a diverse population.</td>
<td>We value ecological systems that are integrated into neighborhoods that improve human health &amp; resiliency.</td>
<td>Allentowners are able to thrive with equitable &amp; abundant economic opportunity.</td>
</tr>
</tbody>
</table>

- Safe Sidewalks and Intersections
- Bike Lanes
- Safe and Accessible Bus Stops
- Enhanced Bus Routes to Existing and Emerging Destinations
- Transit Oriented Mixed Use Development
- Traffic Calming
- Smart Signalization
- Street Lighting, Safe Sidewalks, and Traffic Calming
- Immigration Assistance Services
- Community Health Clinics/centers
- Neighborhood Athletic Centers
- Multigenerational Housing and Community Centers
- Block Watches and Community Policing
- Neighborhood Places to Buy Fresh Food
- Community Health Centers and Rehab Facilities
- Daycare Centers
- Multigenerational / Senior Centers
- Community Centers with Government Services, Food Pantries, etc.
- Youth Programming Inside and Outside School
- Street Trees
- Neighborhood Parks
- Regional Parks, Trails, and Bikeways
- Good Air and Water Quality
- Lower Carbon Emissions
- Green Stormwater Infrastructure
- Quantity, Quality and Variety of Employment Opportunities
- Cooperatively owned businesses
- Strong and Diverse Education Programs
- Seed Capital and Startup Support
- Equitable Employee Rights (living wage, healthcare, sick leave)
- Strong Digital Capabilities

Appendix: Community Collaboration Meeting 02 Summary
**Scenario 01 MAKER CITY**

Allentown re-writes the story of manufacturing, creating more spaces for innovative makers, revitalizing outmoded properties with productive uses, and embracing the changing face of manufacturing in the U.S.

**TO ACHIEVE THIS VISION, IT IS IMPORTANT TO ADDRESS… (PICK TOP 3)**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacant or Underutilized Industrial Buildings Around the City</td>
<td>49</td>
</tr>
<tr>
<td>Strong and Diverse Educational Programs</td>
<td>40</td>
</tr>
<tr>
<td>Noise and Pollution Concerns</td>
<td>32</td>
</tr>
<tr>
<td>How Manufacturing is Embedded into the Surrounding Neighborhood</td>
<td>27</td>
</tr>
<tr>
<td>Synergistic University and Research Institutions</td>
<td>18</td>
</tr>
<tr>
<td>Resulting Mobility and Parking Impacts</td>
<td>10</td>
</tr>
</tbody>
</table>

**WILL THE FOLLOWING STRATEGIES ADDRESS OUR VISION FOR ALLENTOWN’S FUTURE?**

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highschool Apprenticeship Program</td>
<td>5</td>
</tr>
<tr>
<td>Maker Manufacturing</td>
<td>5</td>
</tr>
<tr>
<td>Maintain Manufacturing Code Compliance</td>
<td>4</td>
</tr>
<tr>
<td>Additive Manufacturing</td>
<td>3</td>
</tr>
<tr>
<td>Food and Beverage Processing</td>
<td>4</td>
</tr>
<tr>
<td>Life Science Research and Manufacturing</td>
<td>3</td>
</tr>
<tr>
<td>Industrial Building Reuse</td>
<td>4</td>
</tr>
<tr>
<td>Traditional Manufacturing</td>
<td>2</td>
</tr>
<tr>
<td>Planned Manufacturing Districts</td>
<td>3</td>
</tr>
<tr>
<td>Automated Manufacturing</td>
<td>2</td>
</tr>
<tr>
<td>High Performance Manufacturing</td>
<td>1</td>
</tr>
</tbody>
</table>
Scenario 02 **CITY OF OPPORTUNITY**

Allentown is a place where anyone can grow a business or find training to enter the knowledge economy.

**TO ACHIEVE THIS VISION, IT IS IMPORTANT TO ADDRESS... (PICK TOP 3)**

- Strong and Diverse Educational Programs: 43
- Quantity, Quality and Variety of Employment Opportunities: 40
- Locating Resources for Entrepreneurs Centrally: 29
- Strengthen Employee Rights (Living Wage, Healthcare, Sick Leave): 26
- Strengthen Enterprise Capabilities to Find Seed Capital: 12
- Build Strong Digital Capabilities: 11

**WILL THE FOLLOWING STRATEGIES ADDRESS OUR VISION FOR ALLENTOWN'S FUTURE?**

- Increase Wages: yes!
- Business Incubators: yes...
- Quantify Skills: need to know
- Technical Skills Bootcamp: yes!
- Blighted Properties Strategy (Citywide): yes!
- English for Entrepreneurs: yes...
- K-12 STEAM Education: need to know
- Regional Marketing: need to know
- Business Lending Network: need to know
- Fill Financing Gap: need to know
- LANTA Enhanced Bus Service: need to know
Scenario 03  **WELCOME HOME**

Allentown will be known as a place where everyone has a place to live and where strong bonds are formed in neighborhoods.

**TO ACHIEVE THIS VISION, IT IS IMPORTANT TO ADDRESS... (PICK TOP 3)**

- Quantity, Quality, and Variety of Housing Stock  
  - 36 votes
- Strengthening Neighborhood Relationships  
  - 33 votes
- Resident Engagement of Civic Life  
  - 32 votes
- Affordable Homeownership Options  
  - 30 votes
- Efficient Means for Transportation  
  - 30 votes
- Strengthening Tenant’s Rights  
  - 13 votes

**WILL THE FOLLOWING STRATEGIES ADDRESS OUR VISION FOR ALLENTOWN’S FUTURE?**

- Mixed Income Housing
- Live/Work Units
- Starter Housing
- Energy Efficient Housing
- Senior Housing
- Renter Protection
- Mixed Use Housing
- Retrofit Housing
- Accessory Dwelling Units
- Homeownership Pipeline
- Infill Housing
- Community Land Trust
Scenario 04 **QUALITY OF LIFE**

Allentown will be known for its quality of life, where arts and culture and natural resources are celebrated and where all residents have access to high quality services and amenities.

**TO ACHIEVE THIS VISION, IT IS IMPORTANT TO ADDRESS... (PICK TOP 3)**

- Programs for Youth Inside and Outside of School: 47
- Natural Living Systems: 41
- Safety: 39
- Mobility: Buses, Cars, Sidewalks, Transit Oriented Development: 29
- Intersectional Service Providers: 13
- Multi-National Events and Amenities: 11

**WILL THE FOLLOWING STRATEGIES ADDRESS OUR VISION FOR ALLENTOWN’S FUTURE?**

- Event Places that Attract Visitors: 5
- International Food Festivals: 4
- Neighborhood Arts and Cultural Centers: 3
- Free Cultural Events: 2
- Arts Education: 1
- Farmers Markets: 1
- Multi-National Events and Amenities: 1
- Active Outdoor Programs: 1
- A Strong Allentown Arts Identity: 1
- Support for Artists and Makers: 1
Asset Map

IN ALLENTOWN...

The Asset Map reflects community input from Community Collaboration Meeting #1 (November 2018) and Community Collaboration Meeting #2 (February 2019). The areas that have the most responses reinforce feedback from other investigative exercises: there is a large emphasis on Hamilton Street, mainly in the downtown area between 12th and 4th Streets which encompasses many of the City’s services and larger entertainment spaces (i.e. PPL Center, Symphony Hall, Art Museum, and Public Library) as well as the NIZ. The Allentown park system has been emphasized as a resource and asset in neighborhoods across the city.

There were some clusters taking shape that show places outside of the downtown and the parks system that are also significant to the identity of the City. The area around Tilghman and 7th Streets noted a few assets for the community and families. Hanover Avenue on the East Side also had a few notes, particularly around the East Side Youth Center.

Overall there seems to be a good mix of asset types around the city; however, there is notably less quantity and variety on the East and South sides. This doesn’t speak to an inherent lack, but rather a possible disconnect between participants and these areas. It is interesting to note that some assets listed are not within the Allentown City limits, supporting the idea that Allentown encompasses more than what is within the municipal boundary.
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 + 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. Actalalal 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 straight forward 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