



**Goldsboro**  
*A Choice Neighborhood*

## **Steering Committee Meeting**

*June 20, 2017 at 10am*  
Sanford Public Safety Complex

### **AGENDA**

- 1. Welcome and Introductions**
- 2. Administrative Updates**
  - CNI staff on board
  - Executive Committee expansion
  - CNI office: 120 Lexington Green Lane
  - Website: [www.choosegoldsboro.com](http://www.choosegoldsboro.com)
  - [www.facebook.com/choosegoldsboro](http://www.facebook.com/choosegoldsboro)
- 3. Community Engagement Update**
- 4. Working Groups (WG) – Emerging Strategies**
  - Housing: SHA and in neighborhood (*SHA Chair Philpot*)
  - Neighborhood: Connectivity (*Eddie Jackson*)
  - Neighborhood: Public Safety (*Lt. Blue*)
  - Neighborhood: Community Facilities (*Britt Henderson*)
  - People: Health (*Vernon McQueen*)
  - People: Education (*Kenneth Bentley*)
  - People: Careers + Econ Opportunity (*Delvis Stallworth, Derrick Thomas*)
  - **Emerging Priorities and Themes**
- 5. Next Steps**
  - Community Information Fair – June 24<sup>th</sup>, 11am – 2pm at WCC
  - Submit Goldsboro Transformation Plan Outline to HUD (6/28)
  - Continue WG meetings to refine, prioritize and identify partners

## HOUSING Working Draft (updated 06.16.17)

**Goal: Redevelopment and revitalization of Goldsboro housing will serve as a catalyst for new investment.**

<i>Strategies</i>	<i>Potential Partners</i>	<i>Timeframe</i>
<b>Objective: Existing homeowners have access to resources to improve their homes.</b>		
1. Promote knowledge and use of the County's Immediate Needs Program for necessary repairs to affect the immediate livability of the home; provide this program information to homeowners cited by City's Code Enforcement Unit.	Seminole County City	Now
2. Develop additional homeowner repair programs such as a CDBG-funded façade improvement program; exterior repair program targeting seniors (with volunteers); Habitat's proposed Neighborhood Revitalization Program; etc.	Seminole County City, Churches Habitat for Humanity	Now
3. Define and educate the community on definitions of "problem properties" and/or "substandard housing" as used by Code Enforcement. ( <i>Encourage more code enforcement activity?</i> )	City Community	Now
<b>Objective: Encourage putting vacant lots back into productive use.</b>		
1. Implement the City's Cottage Homes Program which encourages the development of housing no irregular lots (by providing housing design prototypes and an expedited city review process).	City	Later
2. Where feasible, housing programs should require owner-occupancy to minimize the development of scattered site rental housing.	City	Now
3. Promote the Section 8 homeownership program for new for-sale housing in Goldsboro.	SHA	Now
4. Promote knowledge and use of the County's Purchase Assistance Program.	Seminole County	Now
5. Actively promote homeownership counseling programs and financial management counseling to prepare existing residents for new for-sale opportunities in the neighborhood.	Goldenrule Housing	Now
<b>Objective: Develop new mixed-income housing on SHA land that is high quality and energy-efficient.</b>		
1. Start development of mixed-income rental properties on the northern SHA parcels closest to downtown.	Developer (Wendover)	Now
2. Provide for homeownership opportunities on some of the SHA land (with a focus on the southern SHA sites).	SHA; procured homebuilders	Now
3. Use portions of the SHA land for community facilities such as a Neighborhood Resource Center, playing fields, splash pad/swimming pool, etc.	SHA; City/County; partners	Now

## CONNECTIVITY Working Draft (updated 6.16.17)

**Goal: Residents can safely and easily access information and community assets inside and outside of the neighborhood.**

<i>Strategies</i>	<i>Potential Partners</i>	<i>Timeframe</i>
<b>Objective: Residents have improved access to key amenities and assets outside of Goldsboro.</b>		
1. Construct safe pedestrian and bicycle crossings at (1) 17-92 and 9 <sup>th</sup> Street to connect to Riverwalk Trail and downtown Sanford; and (2) SR46 and Pomegranate to connect to Sanford SunRail station.	MetroPlan, City, FDOT	Now
2. Pursue funding for and construct safe pedestrian and bicycle overpasses at 17-92 and 9 <sup>th</sup> Street and over SR46.	City, MetroPlan, FDOT	Later
3. Provide more information to Goldsboro residents re: use of NeighborLink and other transit options including Uber, LYFT, private taxis, etc.	LYNX, County, City	Now
4. Aggressively pursue routing a bus through Goldsboro with clearly marked and sheltered bus stops; route to be determined by LYNX in conversation with the community.	LYNX, County, City	Now
<b>Objective: Residents can safely and easily move through the neighborhood.</b>		
1. Review City's plan for sidewalk installation in the neighborhood; review for consistency with proposed Neighborhood Master Plan re: important corridors; community to confirm priority areas for early targeting; incorporate in City's capital improvements plan.	City Public Works	Now
2. Develop a plan to install consistent lighting throughout neighborhood.	City, FDOT	Now
3. Work with FDOT to install fencing along railroad tracks to direct pedestrian and bike traffic to safer marked crossings.	City, FDOT	Now
4. Institute Crime Prevention Through Environmental Design (CPTED) initiatives for new development and retrofit existing areas as feasible ( <i>housing design implemented by Wendover</i> )	City Planning, Public Works, Police	Ongoing
5. Install historic markers along Historic Goldsboro Blvd to honor the community's history on Goldsboro's main thoroughfare.	City	In process
6. Improve and maintain stormwater system to minimize flooding and standing water.	Public Works	Now
7. Institute an inspection and maintenance procedure that ensures sidewalks, lighting and stormwater infrastructure is operating at maximum efficiency.	Public Works	Now
8. Develop Safe Routes to school (or Walking Bus) for neighborhood children attending local schools after new housing is developed that attracts more families to Goldsboro.	ECFRPC, GFPC, SCPS	Later
9. Create a Goldsboro Community Redevelopment Agency (CRA) to help fund new infrastructure in the community.	City, County	Later
10. Offer bike safety classes (and bikes) to children in the neighborhood.	Police Department	Now
<b>Objective: Improve residents access to the digital world.</b>		
1. WiFi the entire neighborhood (or at strategic locations in the community).	City	Later
2. Build a new permanent facility for a neighborhood computer lab (to expand GFBC's facility).	City, partners	Now

# PUBLIC SAFETY Working Draft (updated 6.16.17)

## Goal: Residents and visitors feel safe in Goldsboro.

<i>Strategies</i>	<i>Potential Partners</i>	<i>Timeframe</i>
<b>Objective: Build a more trusting relationship between Goldsboro residents and law enforcement.</b>		
1. Encourage residents to participate in current programs offered by the Sanford Police Department including Coffee with a Cop, block parties, ice cream socials, garage sales, etc.	Sanford Police Department (SPD)	Now
2. Develop recreational activities involving neighborhood youth and law enforcement; reach out to churches who run Vacation Bible School programs for youth.	SPD, City, Boys & Girls Club	Now
3. Hire a third part expert to facilitate discussion(s) between Goldsboro residents and law enforcement to promote better understanding of each other's roles related to public safety.	Facilitator, SPD, City, community leaders	Now
4. Continue with monthly public safety reports at the Westside Community meeting sponsored by Commissioner Velma Williams; use private room for talks to ensure confidentiality.	SPD, City	Ongoing
5. Increase police presence in neighborhood: community team patrol down Historic Goldsboro Blvd.; focus on 15 <sup>th</sup> St. (noise, speeding); encourage officers to use bikes for patrolling; activate Teen on Patrol program with police.	City and county police departments	
6. Improve community awareness of police programs/activities: send notices in city utility bills; attend informal BBQs on 13 <sup>th</sup> Street; provide info at CNI office and in CNI newsletters; produce 30 second promotional video for the police department.		Now
<b>Objective: Foster more active community involvement in addressing public safety issues in Goldsboro.</b>		
1. Encourage creation of Neighborhood Watch organizations throughout the neighborhood and schedule regular meetings with Neighborhood Watch captains to share issues and concerns.		
2. Promote the use of NextDoor social media (at the Goldsboro neighborhood level) to report on public safety concerns, local events, sharing information re: services, etc.		
3. Schedule workshops on safety and crime topics.		
4. Increase community reporting of vandalism of neighborhood park facilities.	City	
5. Promote enrollment in Citizens Police Academy offered 4x a year and kids (over 13) enrollment in Police Explorers program.		
6. Develop partnership teams between police and seniors, parents, and youth.		
<b>Objective: Employ security hardware and equipment in select locations.</b>		
1. Install security cameras and secure entry systems in new multifamily housing.	Wendover (developer)	
2. Work with Seminole Gardens management on their security systems.	Seminole Gardens mgr.	
3. Enhances surveillance of public parks.	City	Now
4.		

## COMMUNITY FACILITIES Working Draft (06.16.17)

**Goal: Goldsboro residents have access to community facilities that support their quality of life.**

<i>Strategies</i>	<i>Potential Partners</i>	<i>Timeframe</i>
<b>Objective: Improve existing community facilities</b>		
1. Existing facilities: add fitness stations along the Goldsboro Trail to encourage use and healthy lifestyles; add additional security cameras to minimize vandalism to parks; make improvements to George Stark Park when new housing is developed on SHA northern sites.	City	Now Later
<b>Objective: Construct new community facilities to expand the delivery of key services and programs to residents, including the youth.</b>		
1. Construct new facilities to accommodate education, health and job-related programs and services provided by a variety of partners. Consider One Stop/Resource Center or campus of separate facilities or scattered site facilities throughout neighborhood. Celebrate history of Goldsboro either in art projects/displays or museum space.	City Service providers	Later
2. Provide playing fields and structures, targeting programs and activities for youth. Consider soccer field, softball field, swimming pool or splashpad, etc.	City	Now
3. Provide a permanent structure for the Goldsboro Front Porch Council, as a stand alone facility or incorporated in a One Stop/Resource Center.	City GFPC	Now

## HEALTH Working Draft

**Goal: Residents of all ages have access to services, supports and amenities to improve physical and mental health outcomes and foster wellness.**

<i>Strategies</i>	<i>Potential Partners</i>	<i>Timeframe</i>
<b>1. Objective: Residents have access to a full continuum of care to improve mental health and reduce substance abuse including prevention, intervention, treatment and after care.</b>		
1.1. Build a neighborhood residential treatment center with supportive services that not only serves men but also addresses the needs of women and children; such a facility would include medical professionals and addiction specialists (who are qualified both via school credentials as well as experience/service). The facility would provide a full continuum of services starting with emergency services through treatment and after care, outpatient groups, urine and HIV testing, and counseling. Consider re-use of existing sites in the community for this purpose- Old Bridge Building at 6 <sup>th</sup> and Holly, The Grove at 3 <sup>rd</sup> and Pecan or the old RCA Cola Building.		
1.2. Identify a partner/licensed provider to offer mental health assessments and services directly in the Goldsboro neighborhood. Ensure these health professionals that are relatable to the community; where possible consider utilizing former addicts in service delivery. Department of Health to explore whether Shepard's Hope might be able to provide volunteer physicians for this purpose.		
1.3. Provide community education about mental health and substance abuse so that issues are identified early; such community education can also help to reduce the stigma that can be a barrier to people seeking treatment and getting care. Engage churches in this effort. Consider utilizing special education teachers to serve as potential community education providers at community forums in the evenings.		
1.4. Provide screening for the early detection of learning disabilities so that children get the care they need for academic success. Explore use of the Ages & Stages Questionnaire that helps educate parents about health child development and, where appropriate, identify need and connect to early intervention. Engage parents and teachers in the identification process.		
1.5. Engage with the police as a partner in addressing substance abuse and mental health rather than simply as an enforcer.		
1.6. Support existing community based organizations that have made long-term commitments to residents in Goldsboro to grow and expand their offerings.		
1.7. Department of Health to explore providing sovereign immunity to Brother's Keepers and Recovery House for the work they do.		
1.8. Brother's Keeper and Recovery House to join the Opioid Task Force which currently includes law enforcement, public health and rehab providers.		
1.9. Offer recreational activities for adults that can help with stress and build community; a healthy body leads to a healthy mind		

<b>2. Objective: Expectant and new mothers have access to a comprehensive set of services that support healthy child development from pre-natal to VPK.</b>		
2.1. Provide expectant moms with pre-natal care to reduce infant mortality, low-birth weight and pre-term births.	DOH/Healthy Babies, Healthy Start Coalition, True Health	
2.2. Ensure moms have access to good nutrition for themselves and their babies as well as supports to encourage breast feeding.	DOH/Healthy Babies/WIC	
2.3 Connect parents and children to early education opportunities (i.e. community based playgroups, VPK, VROOM, etc.) that enrich their brains and promote literacy development [see Education group for more]	SCPS/Great Start, Early Learning Coalition of Seminole	
2.4. Employ screening tools like the Ages & Stages Questionnaire for early detection of developmental delays and refer children/families for early intervention services and supports, as needed, to give them the best chance for success in school.	SCPS, Early Steps, Help Me Grow, Early Learning Coalition of Seminole	
2.5. Educate parents on developmental milestones and coach them on what to ask their doctor during well visits so they can be advocates for themselves and their children.	Help Me Grow	
<b>3. Objective: Residents have access to quality medical services.</b>		
3.1. Establish a satellite health clinic and/or One-stop health facility in Goldsboro.		
3.2. Increase access to health insurance through utilization of health insurance navigators so that residents better understand and successfully take advantage of their options.		
3.3		
3.4.		
<b>4. Objective: Residents have access to medical care and other supports to effectively address the high rates of chronic disease including information, resources, amenities and programs to maintain a healthy diet and regular physical activity.</b>		
4.1. Increase utilization of and expand the healthy, affordable food offerings available at the Goldsboro Farmers Market		
4.2. Provide education and supports on chronic disease management.		
4.3.		
4.4.		
<b>5. Objective: Residents, including youth, have access to health information and services to make appropriate health decisions.</b>		
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5.2.		
5.3.		
5.4.		

## EDUCATION Working Draft (June 16, 2017)

**Goal: Improve educational outcomes for children and youth.**

<i>Strategies</i>	<i>Potential Partners</i>	<i>Timeframe</i>
<b>1. Objective: Educate families about school choice and provide supports to successfully navigate the Seminole County Public School enrollment system.</b>		
1.1. Create a Goldsboro One-Stop Center where various partners, including Seminole County Public Schools, can provide services in a single community-based location.	SCPS	
1.2. Review the SCPS schedule to see if there is any opportunity to adjust the application schedule to start at a later date now that SCPS has moved from a paper-based to an on-line system.	SCPS	
1.3. Convene Goldsboro residents via the Working Group to review the redesigned website and written materials and offer feedback.	SCPS	
1.4. Pilot application kiosks at local elementary schools. Consider extending to other community based settings.	SCPS	
1.5. Tailor additional outreach to the Goldsboro neighborhood. Some suggestions include: <ul style="list-style-type: none"> <li>– share materials via the CNI office which opens 5/25</li> <li>– expand radio marketing to local radio programming that reaches a Goldsboro audience</li> <li>– print information in the Orlando Times which goes to all of the local churches</li> <li>– use snap chat and twitter (maybe with the help of Crooms Academy students) to reach young moms who are more inclined to use these social media</li> <li>– utilize local partners from County Social Services, DCF, 411 or United Way for a: Did you know campaign?"</li> <li>– send email blasts to Seminole County Community Service agencies</li> <li>– Conduct video contest to get students to help create promotional materials for free</li> <li>– Utilize local daycares (i.e. Murthie’s) or other youth programs (i.e. Boys and Girls Club) to get the word out</li> <li>– Make presentations at monthly Westside Community Meetings chaired by Commissioner Velma Williams</li> <li>– Send out notices via report cards- since parents have to sign the reports, they are more likely to see the materials than if simply sent home in a child’s backpack</li> <li>– Use parent teacher conferences to share assignment and other key information</li> <li>– Set up tables at other local Goldsboro events like the CNI Infor Fair on 6/24</li> </ul>		
<b>2. Objective: Ensure children enter kindergarten ready to learn.</b>		
2.1. Create a neighborhood campaign to promote early learning and support parents in their role as their parent’s first teacher.		
2.2. Increase enrollment in VPK whether it be SCPS or privately-operated programs by stepping up outreach and engagement in the Goldsboro community particularly in the Spring when annual enrollment opens and making it easier for parents to complete the on-line enrollment by offering application kiosks in the neighborhood.	SCPS, Early Learning Coalition of Seminole	

2.3. Provide community-based early learning activities like playgroups in Goldsboro that help parents learn how to improve interactions with their children that will promote literacy development.	SCPS, Early Learning Coalition of Seminole	
2.4. Promote use of VROOM a free app for parents/caregivers of youth children that provides daily reminders about activities to help build their child's brain in bite-size snippets of information.	Early Learning Coalition of Seminole	
2.5. Employ screening tools like the Ages & Stages Questionnaire for early detection of developmental delays and refer children/families for services and supports, as needed, to give them the best chance for success in school.	SCPS, Early Learning Coalition of Seminole	
2.6 Explore the creation of an early learning center as part of the One-Stop facility and/or community campus.		
<b>3. Objective: Provide parent services and supports so that they can effectively engage in their child's education.</b>		
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3.3.		
<b>4. Objective: Expand enrollment and offerings in after school and summer programs.</b>		
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4.2.		
4.3.		
<b>5. Objective: Provide alternative education supports and programming to ensure all youth successfully graduate from high school.</b>		
5.1. Create a satellite program from Seminole State College in Goldsboro that would offer GED and other programs/supports.		
5.2.		
5.3.		

## CAREER & ECONOMIC OPPORTUNITY Working Draft (06.16.2017)

**Goal: Residents have the skills and supports to access career and entrepreneurship opportunities that lead to greater economic stability and self-sufficiency.**

	Potential Partners	Timeframe
<b>1. Objective: Increase resident access to educational and career training opportunities that provide entry level opportunities that will ideally lead to careers in high growth fields with living wages.</b>		
1.1 Develop career-centered afterschool programs for youth ( <i>Education</i> )	Boys and Girls Club, SCPS	
1.2 Offer GED completion classes in the neighborhood ( <i>Education</i> )	SCPS, GFPC, Seminole State College	
1.3 Partner with community agencies to offer a variety of training courses in the neighborhood and create better access to and utilization of existing training programs offered elsewhere in the county/region	Career Source, Seminole County Extension Center, SBDC, Manufacturing Association of Central Florida	
1.4 Partner with Sanford businesses to offer apprenticeships, internships and on-the-job training opportunities	Career Source, Sanford Economic Development Dept., Private Businesses	
1.5 Promote (and expand) vocational training opportunities ( <i>potential overlap with Education</i> )		
1.6 Connect residents to high demand career paths such as hospitality, car repair and/or maintenance	Career Source	
<b>2. Objective: Provide critical community resources that enable residents to access employment opportunities.</b>		
2.1 Provide child care and after school programs for low income households with children ( <i>Education</i> )		
2.2 Increase multimodal transportation options for Goldsboro residents ( <i>Connectivity</i> )		
2.3 Provide access to technology like wi-fi, skype, phone, printer, fax and office software to aid in job search		
2.4 Establish an employment center as part of a One-Stop facility or campus		
2.5 Explore the creation of a Community Redevelopment Area (CRA) in Goldsboro		
2.6 Build organizational capacity among Goldsboro organizations so they can best assist with the coordination and implementation of community and economic development programs		
<b>3. Objective: Foster entrepreneurship.</b>		
3.1 Create a commercial kitchen/commissary; explore re-use of existing buildings (approximately 2000 square feet is required for shared space/co-op); consider partnership opportunities with Darden		
3.2 Create a co-working space with access to office equipment/software, wi-fi and meeting rooms		
3.3 Convene a small business association in Goldsboro that meets regularly to support entrepreneurs in the community and help them build capacity	Goldsboro Front Porch Council	
3.4 Sponsor a local street market on Historic Goldsboro Boulevard where local entrepreneurs can sell their products		
3.5 Provide training for current and prospective small, minority-owned businesses to enable them to be more competitive in pursuing city contracting opportunities		

## CAREER & ECONOMIC OPPORTUNITY Working Draft (06.16.2017)

**Goal: Residents have the skills and supports to access career and entrepreneurship opportunities that lead to greater economic stability and self-sufficiency.**

3.6 Advocate with the City to revisit regulations that impede small businesses, particularly in the cottage food industry		
3.7 Pursue grant opportunities for funding to create a tool kit for food entrepreneurs	East Central Florida Regional Planning Council	
<b>4. Objective: Promote economic self-sufficiency.</b>		
4.1 Provide second chance opportunities for ex-offenders that connect them with supports to address their particular needs, including identifying companies willing to hire individuals with a criminal background	Correctional facilities, Seminole County Jail, probation	
4.2 Expose residents to fields/opportunities that are not readily known.		
4.3 Promote soft skills and job research training for residents that are currently out of the workforce		
4.4 Explore partnerships with local financial institutions to bring Community Reinvestment Act (CRA) funds to the community		
<b>5. Objective: Maximize Section-3 hiring and contracting opportunities via the Goldsboro neighborhood revitalization plan implementation.</b>		
5.1 Connect residents with free construction courses to acquire credentials/certifications like OSHA 10	Seminole State College	
5.2 Coordinate with City officials to educate construction companies about Section-3 hiring requirements		