



Wayne Health and Wealth Equity District

Summary - March 2023

Helping Hands

*Thank you to the Erie County
Gaming Revenue Authority
who provided funding to
make this planning process
possible.*



Steering Committee

Rob Laird, Resident

Patricia Poston, Resident

Tywonn Taylor, Resident

Shay Williams, Resident and
UPMC Student

Rashad Grady, Business Owner

Sean & Kenya Johnson, Business
Owners

Gus Paliouras, Business Owner

Rakan Zahra, Business Owner

ECAT Project Team

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Coordinator

Hannah Moran, Administrative
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City of Erie

Erin Carey, Neighborhood Planner

Gretchen Kerr, Love Your Block

Karen Reyes, Love Your Block

ECAT Board of Directors

Charles, "Boo" Hagerty, President, Hamot Health Foundation (Chair)

Paul Wojcik, Sr Investment Advisor, PNC Private Bank (Treasurer)

Gary Clark, Chief Executive Officer, Reed Manufacturing

Thomas C. Hoffman, II, Partner, Knox Law

Heather McBrier, Commercial Real Estate Agent, Coldwell Banker Select, Realtors

Danny Jones, Executive Director, Greater Erie Community Action Committee (GECAC)

Brenda Sandberg, Director, Community Affairs, Highmark Health (Vice-Chair)

Sarah Holland, Marketing Director, Knox Law (Secretary)

Jill Crable, Principal, DiPaolo Student Success Center at Emerson-Gridley

Laura Guncheon, Master Project Manager, Erie Insurance Group

Linda Graff, Community Member

Gus Paliouras, Community Member

EXECUTIVE SUMMARY

The Wayne and Health Equity District Planning Process is a Neighbor-led plan which focuses on term health improvement and wealth generation strategies for the neighborhood.

The Erie Center for Arts and Technology provides unique standing in the community to implement neighborhood redevelopment strategies. As a trusted organization which is already providing basic life and career training services, the organization serves as an anchor resource.

In partnership with a Neighbor Driven Steering Committee and through a series of **community and public engagement events, property survey, and data analysis**, the project team developed the following focus areas for implementation:

**Focus Area 1:
Create Pathways to Whole Homes**



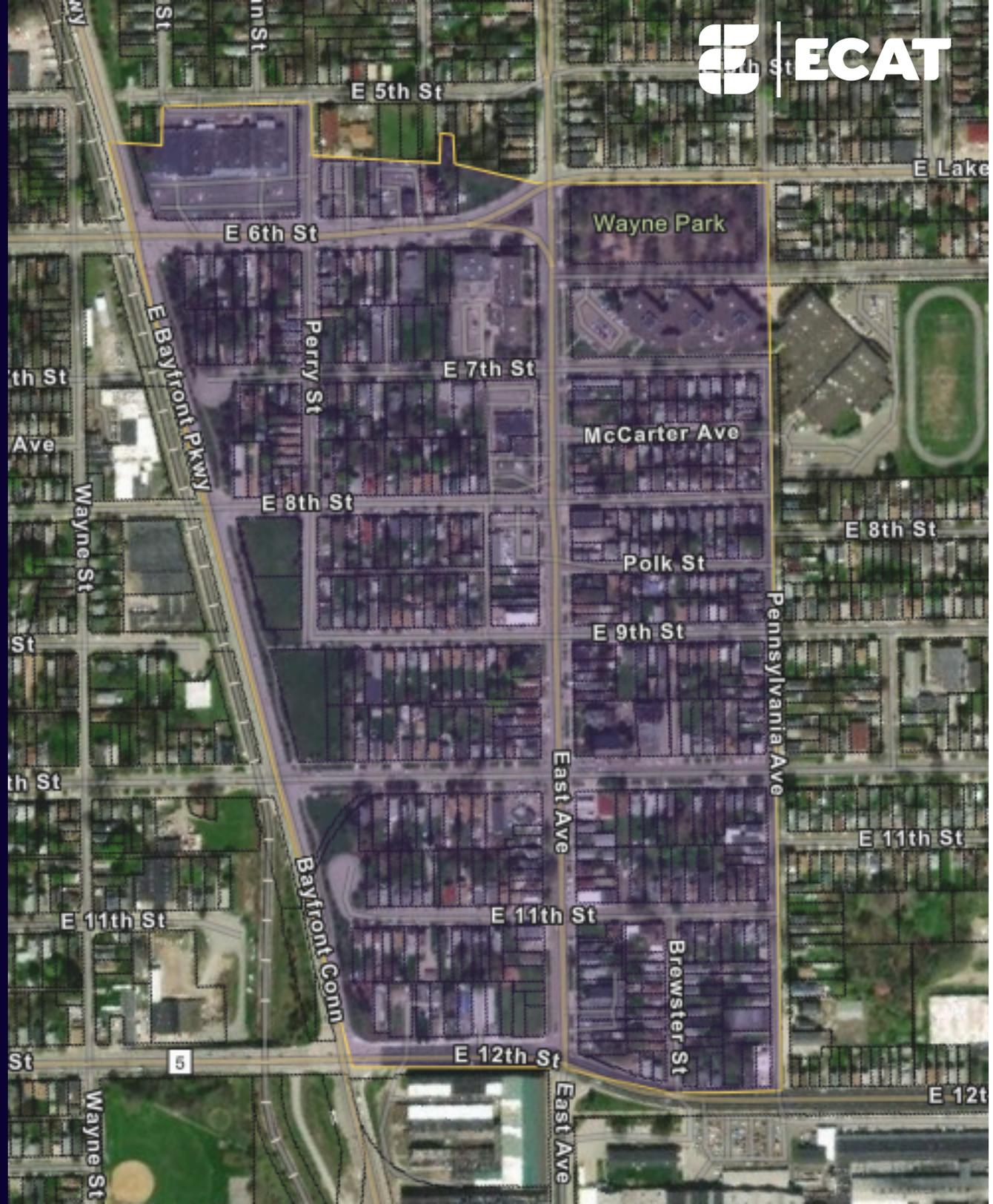
**Focus Area 2:
Support Inclusive and Creative Entrepreneurship**



**Focus Area 3:
Reimagine Our Way on East Ave.**



DISTRICT MAP



METHODOLOGY: A NEIGHBOR DRIVEN PLAN



1 Public Engagement

Four (4) Neighborhood Events, Neighbor-Driven Steering Committee, Public Survey, and Stakeholder Interviews.

2 Property Conditions Survey

The project team collected and analyzed property condition data on over 400 parcels in the Wayne Health and Wealth Equity District.

3 Data Collection and Analysis

Analysis of prior surveying efforts in the community including Love Your Block and UPMC Count Me In community surveys collected between 2018 and 2020.

Review of publicly available data and other sources including:

- US Census
- Erie County Property and Tax Records
- Property Survey Data
- ECAT Program Data
- USDA SNAP Retail Locator
- Erie County Department of Health Community Health Improvement Improvement Plan
- PA Department of Human Services Health Equity Analysis Tool

Analysis of Community Survey Responses





Whole Homes

- 1 **17%** of Residential parcels are in **poor** or **unsound** condition.
- 2 There is a concentration of poor and unsound properties in the **7th - 9th street corridors**.
- 3 Residents expressed strong demand for for **roof** and **window repair**.

KEY INSIGHTS



Entrepreneurship and Economic Mobility

- 1 Despite other other economic barriers, residents of the Wayne Health and Wealth District are have a **comparable to higher rate of employment than the balance of Erie County**. This demonstrates **strong aptitude for skilling up**.
- 2 **25%** of Respondents indicated they do not own a business but would like to one day.



Reimagine Our Way on East Ave.

- 1 There is a strong concentration of poor and unsound properties along the **8th to 10th Street Corridor** of East Avenue.
- 2 Strong demand from residents to reactivate vacant and abandoned spaces.
- 3 There is a cluster of **vacant lots** at the corner of **12th and East Avenue** which could be idea for placemaking opportunities.
- 4 The District has a younger population than the City, and opportunities should be created to **engage the youth population**.

Focus Area 1:
Create Pathways to Whole Homes



Whole Homes is a comprehensive approach to housing where our neighbors are comfortably and safely housed regardless of their income or tenure as an owner or renter.

**PRIORITY
STRATEGIES**

- 1 Provide Support for Existing Homeowners through Owner Occupied **Home Repair and Beautification** Programming
- 2 Target At-Risk Properties with Renovation of homes that are vacant or on the market and at risk of rental conversion through a **Rehab for Resale Program**.
- 3 Continue as an Anchor Resource for **Home Ownership Pathways** by Connect Neighbors to existing resources and increasing home ownership in the Neighborhood.

**Focus Area 2:
Support Entrepreneurship and Economic Mobility**



**PRIORITY
STRATEGIES**

1

Continue as an Anchor Resource for **Career Pathways and Life Skills Training** to support wealth generation in the District.

2

Expanding the efforts of the ErieMade Business Academy through:

- *Deployment of unique **financing tools for minority and creative entrepreneurs***
- ***Real Estate Technical Assistance for Minority and Creative Entrepreneurs***
- *Strategic partnerships with local business owners and other partners to provide **entrepreneurial education and coaching***

3

Conduct a **Feasibility Study for Creative Incubator and Co-Working Space** in priority Redevelopment sites

**Focus Area 3:
Reimagine Our Way in on East Ave.**



**PRIORITY
STRATEGIES**

1

Develop a **Creative Placemaking and Wayfinding Program** of Work focused on the East Avenue Corridor which celebrates the history and culture of the Wayne community.

2

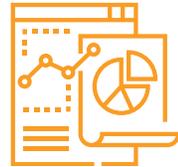
Develop a Program Model for **Targeted Commercial Corridor Redevelopment** which:

- Celebrates *historical assets* in the District
- Supports *Inclusive and Creative Entrepreneurship*,
- targets attraction of neighborhood serving programs and services, including *fresh food and groceries*.

3

Develop a **District Design Guidelines** for streetscape, accessibility and commercial development improvements which reflect the history and culture of the Wayne community.

HOW WILL THIS PLAN BE USED?



The background data and analysis included in this plan will act as a point of reference and provide the information needed to support the project team's **data driven strategies for the Wayne Health and Wealth Equity District**.



The full planning document includes a **Framework for Action** which may be adopted as an action plan for the Project Team. This Action Plan should be considered a "living document" which is fit to purpose for the capacity of the project team at ECAT and reflects the evolving needs of the community.



The Framework for Action includes recommended **Key Performance Indicators** which may be evaluated at regular intervals to measure progress against the recommendations of this planning process.

**Focus Area 1:
Create Pathways to Whole Homes**



**NEXT STEPS:
A FRAMEWORK
FOR ACTION**

| Priority Strategy | Next Steps |
|---|--|
| Community Engagement | Form a Pathways to Whole Homes Volunteer Delivery Team |
| Home Repair and Beautification | Develop Program of Work and 3-Year Action Plan for Phase I |
| Rehab for Resale | Develop Program of Work and 3-Year Action Plan for Phase I |
| Home Ownership Pathways Resource Center | <ul style="list-style-type: none"> • Create a Centralized Resource Toolkit for Wayne District Residents • Explore Programming Partnerships with Erie's Black Wall Street, the City of Erie Redevelopment Authority, and Other Local Partners • Develop an Annual Program of Work and 3-Year Action Plan |

Key Performance Indicators

Participants and % population participating in community planning and visioning activities

of repeat participants and # community volunteers

\$ invested in resident-owned housing improvements

% or # residential properties advancing from "unsound" or "poor" condition to "good" or "excellent" condition

% Home Ownership

Social Determinant of Health Index

Focus Area 2: Entrepreneurship and Economic Mobility



NEXT STEPS: A FRAMEWORK FOR ACTION

| Priority Strategy | Next Steps |
|---|--|
| Community Engagement | Form an Inclusive and Creative Entrepreneurship Volunteer Delivery Team |
| Expand the Efforts of the Erie Made Business Academy | <ul style="list-style-type: none"> • Conduct Analysis to Determine Gaps in Local Capital Tools for Minority and Creative Entrepreneurs. • Form Partnerships with Funding Agencies to Capitalize Unique Investment Vehicles for the Erie Made Business Academy • Conduct a Real Estate Technical Assistance Program for Minority and Creative Entrepreneurs • Emphasize focus on creative sectors in target industries for Erie County (ex. gaming, tech, etc.) |
| Feasibility for Creative Incubator and Co-Working Space | Conduct a Real Estate Feasibility Study for a Creative Incubator and Co-Working Space |

Key Performance Indicators

Participants and % population participating in community planning and visioning activities

of repeat participants and # community volunteers

Median Household Income

#Resident Owned Businesses

% or # residents engaged in Erie Made Business Academy or other ECAT training Program

Social Determinant of Health Index

**Focus Area 3:
Reimagine Our Way on East Ave.**



**NEXT STEPS:
A FRAMEWORK
FOR ACTION**

| Priority Strategy | Next Steps |
|---|---|
| Community Engagement | Form a Reimagine Our Way in Wayne Volunteer Delivery Team |
| Creative Placemaking and Wayfinding Program | Develop Program of Work and 3-Year Action Plan |
| District Design Guidelines | Engage professional planning services to develop a set of Wayne District Design Guidelines for streetscape, accessibility, and commercial redevelopment |

Key Performance Indicators

Participants and % population participating in community planning and visioning activities

of repeat participants and # community volunteers

place-making activities annually

Social Determinant of Health Index

**Focus Area 3:
Reimagine Our Way on East Ave. (Cont.)**



**NEXT STEPS:
A FRAMEWORK
FOR ACTION**

| Priority Strategy | Next Steps |
|--|---|
| Targeted Commercial Corridor Redevelopment | Develop Program of Work and 3-Year Action Plan for Phase I |
| Accessibility and Mobility Improvements | Develop a coordinated active transportation and mobility strategy with the City of Erie to improve cycling and pedestrian access within the District |
| Local and State Partnerships | <ul style="list-style-type: none"> • Establish a regular meeting schedule with the City of Erie to coordinate Planning and Public works initiatives to complement developments in the District • Establish a regular meeting schedule the Erie County MPO and PennDOT to plan transportation improvements with developments in the District |

Key Performance Indicators

% or # commercial properties advancing from "unsound" or "poor" condition to "good" or "excellent" condition"

% or # of commercial properties engaged in public art or placemaking initiative

% or # of vacant commercial properties

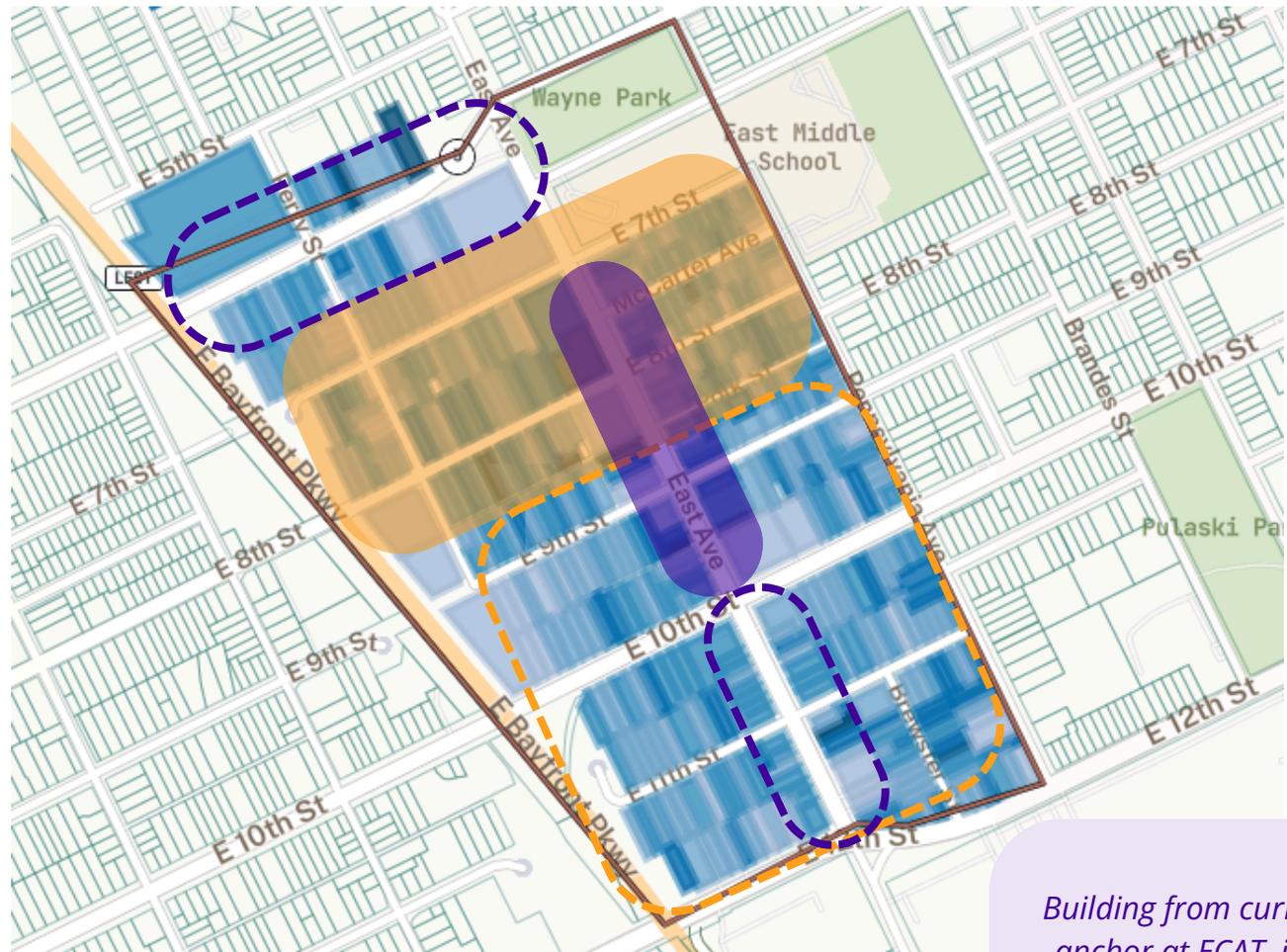
% increase in adults report consuming fruits and vegetables five or more times per day

additional vendors carrying healthy and affordable food within the District walkshed

Social Determinant of Health Index

Acquisition / Redevelopment Phases

KEY INSIGHTS



Data Sources: City of Erie and Wayne Health and Wealth Equity District Property Surveys 2021 - 2023

Phase I

- Commercial
- Residential

Phase II

- Commercial
- Residential

Building from current anchor at ECAT, it is recommend to focus any direct acquisition between 7th and 10th for initial phases of work.

Potential Future Focus Areas

KEY INSIGHTS

