

Historic Eastside/Springfield Community Quality-of-Life Plan

LISC
2012

Work Plan: Make It Grand...Again

STRATEGY	CHAMPION (LEAD PARTNER)*	OTHER KEY ORGANIZATIONS*	1 YR	2-3 YRS	4-5 YRS
Start new businesses	Chambers of Commerce	University of North Florida Small Business Development Center	•		
Improve local businesses	Springfield Area Merchants and Business Association (SAMBA)	Springfield Business Association	•		
Market and promote area events and improve street appearance	SAMBA	Downtown Vision, Inc.	•		
Leverage activities to improve business development	SAMBA	Downtown Investment Authority		•	
Preserve and restore properties	Operation New Hope	Habitax, Springfield Preservation and Revitalization, Save Our Springfield, Jacksonville Historic Communities, City of Jacksonville Economic Development, American Institute of Architects, Northeast Florida Business Association, Associated General Contractors		•	
Develop additional strategies for community improvement	Operation New Hope	Wayne and Emily Wood, City of Jacksonville Neighborhoods Department, City of Jacksonville Planning Department		•	
Leverage city resources to get empty properties sold, utilized, or donated	Operation New Hope	City of Jacksonville Housing and Community Development Division		•	
Fund and promote neighborhood improvement projects	Operation New Hope	City of Jacksonville's Planning and Zoning; Design-Build Institute of America; Downtown Vision, Inc.; HBC		•	
Develop and promote an area fold-out map featuring businesses and positive activities, marketed to tourists	Neighborhood Associations	Visit Jacksonville		•	
Promote events, activities, and classes	Neighborhood Associations	Local churches	•		

*See pages 3-4 Planning Task Force: Participating Organizations for a complete list of organizations and abbreviations.



STRATEGY	CHAMPION (LEAD PARTNER)*	OTHER KEY ORGANIZATIONS*	1 YR	2-3 YRS	4-5 YRS
Increase activities and community events	Springfield Area Merchants and Business Association	Neighborhood Associations	•		
Organize community dance, music, and other entertainment events	Urban Coalition	City of Jacksonville	•		
Reduce crime in Springfield and the Eastside	ShAdCo	JSO		•	
Increase positive activity	Clara White Mission's Character Counts program	Local colleges, senior and youth agencies, and the Police Athletic League	•		
Create a Hogan's Creek Coalition/ Park Restoration	Neighborhood Association			•	
Build an amphitheater and micro parks	Northeast Florida Builders Association of Jacksonville				•
Maintain park facilities	Jacksonville Parks and Recreation	Area colleges (volunteer students)	•		
Protect air, soil, and water and ensure that waterways are safe for fishing	EPA				•
Organize neighborhood cleanup events	Neighborhood Associations			•	
Promote community improvement education	Florida State College at Jacksonville			•	
Expand north of State Street	Downtown Investment Authority			•	
Expand to include Eastside and Springfield	Downtown Vision, Inc.			•	
Monitor properties and promote manicured lawns	Neighborhood associations	ONH CDC	•		

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Work Plan: Expect Greatness in Education

STRATEGY	CHAMPION (LEAD PARTNER)*	OTHER KEY ORGANIZATIONS*	1 YR	2-3 YRS	4-5 YRS
Teach parents how to help their children develop academic schools.	Team Up			•	
Identify successful programs for dropout prevention	Duval County Public Schools	Jacksonville Children's Commission, Jacksonville Kid's Coalition, United Way of Northeast Florida	•		
Participate in School Advisory Committees	Parent-teacher associations	Area schools	•		
Bring mentors into Matthew Gilbert Middle school and other schools	United Way's Achievers for Life	Communities in Schools		•	
Participate in parent-teacher associations	Parent-teacher associations	Residents	•		
Promote positive activities	Neighborhood associations	Full Service Schools, area churches	•		
Volunteer with youth-serving organizations already at work in our community	The Bridge of Northeast Florida	Sanctuary on 8th, Police Athletic League, Kennedy Community Center, United Way's Achievers For Life	•		
Bring after school programs into the area	Boys and Girls Clubs			•	
Emphasize the importance of education and teach graduation strategies	Area churches and faith institutions	Duval County Public Schools	•		

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STRATEGY	CHAMPION (LEAD PARTNER)*	OTHER KEY ORGANIZATIONS*	1 YR	2-3 YRS	4-5 YRS
Provide job training and mentorships	Jacksonville Youth Works	Ready4Work		•	
Organize a community resources fair	Neighborhood Associations		•		
Provide executives, financial support, and teams of volunteers to support programs	Jacksonville businesses			•	
Adopt a school or grade to share job skills and career information	Local businesses			•	
Inspire pride revolving around Springfield schools	"Still" Raines	Other formal and informal alumni associations	•		
Promote, develop, and sustain public-private partnerships	Duval County Public Schools Office of Parent and Community Engagement			•	
Develop technological infrastructure in the schools	Duval County Public Schools			•	

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Work Plan: Creating Exceptional Neighborhoods Together

STRATEGY	CHAMPION (LEAD PARTNER)*	OTHER KEY ORGANIZATIONS*	1 YR	2-3 YRS	4-5 YRS
Participate in neighborhood events and shop and hire locally	Main Street Cruise	Relay For Life	•		
Clean, mow, and trim public places and clean up neglected property	Residents		•		
Organize quarterly crime walks (or similar crime prevention strategy)	JSO			•	
Address public safety needs promptly	Public Works, JTA, JEA	JSO	•		
Ensure parks and playgrounds are maintained, clean, and safe	City of Jacksonville Department of Parks and Recreation			•	
Meet with elected officials to voice concerns about neighborhood needs	Residents		•		
Create Neighborhood Watch programs	Neighborhood Associations	JSO	•		
Devise additional strategies to ensure public safety	Crime Prevention Through Environmental Design	JSO; JEA; Department of Fire and Rescue; Department of Transportation		•	
Highlight the accomplishments of Bob Hayes; place the statue in a prominent place	Jacksonville Veterans Arena	Matthew Gilbert Middle School			•
Rehabilitate properties	Springfield Preservation and Revitalization	Springfield Area Merchants and Business Association		•	
Address abandoned structures and properties	City of Jacksonville's Department of Code Enforcement				•
Promote community events	Jacksonville Chamber of Commerce	Local schools, churches, and nonprofits	•		

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STRATEGY	CHAMPION (LEAD PARTNER)*	OTHER KEY ORGANIZATIONS*	1 YR	2-3 YRS	4-5 YRS
Bring more family events and entertainment to our community	City of Jacksonville	Neighborhood Associations, local banks, businesses, youth-serving organizations (e.g. YMCA), Jacksonville Cultural Council, Jacksonville Chamber of Commerce		•	
Create neighborhood partnerships	United Way of Northeast Florida	United Way of Northeast Florida, City of Jacksonville and its elected officials, Environmental Protection Agency, Florida Department of Environmental Protection, National Trust of Historical Preservation, community schools, businesses, churches, and nonprofits (including neighborhood associations)		•	
Increase outreach and delivery of free services to Andrew Jackson High School and feeder schools	Full Service Schools			•	
Increase community involvement	Chambers of Commerce	Nonprofits, Neighborhood Associations	•		
Promote collective buying using local businesses, and creating apprenticeships	Sustainable Springfield	Beaver Street Market, Mosovitz	•		
Host events in the community	Jacksonville Jaguars	Jacksonville Suns, Jacksonville Sharks, City of Jacksonville Office of Special Events	•		
Encourage collaboration and cross-promotion of events	Riverside Arts Council	American Historical Association, local business groups	•		
Work together on strategies for juvenile crime prevention	Department of Juvenile Justice	JSO	•		

Work Plan: Investing for Stability

STRATEGY	CHAMPION (LEAD PARTNER)*	OTHER KEY ORGANIZATIONS*	1 YR	2-3 YRS	4-5 YRS
Promote Springfield to potential homebuyers	Northeast Florida Realtors Association		•		
Organize fun, exciting events	Springfield Preservation and Revitalization	Main Street Cruise; Art Walk; Home Tour		•	
Increase amenities in the area, including banks, libraries, and grocery stores	Springfield Preservation and Revitalization				•
Provide low-interest loans to incentivize businesses	Wells Fargo			•	
Create jobs	Springfield Business Association	Local banks, City of Jacksonville government agencies, Petra (Jacksonville Commercial Real Estate); Chris Hionedes		•	
Expand downtown to include Springfield and Eastside	Downtown Investment Authority	Downtown Vision, Inc.		•	
Promote commercial activity, possibly with tax incentives	City of Jacksonville	Mayor's Office; Springfield Preservation and Revitalization; Save Our Springfield; City of Jacksonville Economic Development; Jacksonville Historic Communities; Springfield Business Association; Neighborhood Associations		•	
Keep up properties' curb appeal	Residents	Neighborhood Associations	•		
Attract homebuyers	Springfield Preservation and Revitalization	Realtors	•		
Build affordable housing	Fair Housing Advocates Association			•	
Teach residents about money management and home buying	Real \$ense Prosperity Campaign	Real \$ense, Financial and institutional partners	•		

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STRATEGY	CHAMPION (LEAD PARTNER)*	OTHER KEY ORGANIZATIONS*	1 YR	2-3 YRS	4-5 YRS
Publicize housing opportunities	Northest Florida of Realtors Association	Neighborhood Associations	•		
Patronize local businesses	Cash Mob	Springfield	•		
Increase local buying and draw new businesses and industries to the neighborhoods	Market Springfield	Springfield Area Merchants and Business Association (SAMBA), Springfield Preservation and Revitalization (SPAR)	•		
Promote tourism in the area through media campaign and highway signage	City of Jacksonville	Florida Department of Transportation		•	
Market a fold-out map to tourists	Springfield Preservation and Restoration	SAMBA; Eastside Neighborhood Association		•	
Promote activities to attract people, such as tours and a cruise-in	Springfield Area Merchants and Business Association	SPAR	•		
Volunteer to teach and mentor students in community centers and schools	Residents		•		
Provide financial education in how to build sustainable community	Duval County Public Schools	Matthew Gilbert Middle School, Andrew Robinson Elementary School; Andrew Jackson High School		•	
Offer low cost or volunteer-led after school activities, classes , and enrichment for local children	Kennedy Center	The Bridge of Northeast Florida; Sanctuary; and Team Up	•		
Refer local children for programs	Eastside Neighborhood Association	Local nonprofits	•		
Attract, educate, assist, and train small business owners, including women and minority groups	Jacksonville Chamber of Commerce	SAMBA; E3 Business Group; and Current property owners	•		

Work Plan: A Level Playing Field

STRATEGY	CHAMPION (LEAD PARTNER)*	OTHER KEY ORGANIZATIONS*	1 YR	2-3 YRS	4-5 YRS
Build partnerships to bring greengrocers such as Trader Joe's and Publix to the neighborhoods	Northeast Florida Planning Council	Sustainable Springfield; SPAR; SAMBA; Jacksonville Chamber of Commerce; Metro North; Beaver Street Enterprises	•		
Improve nutrition and access to healthy food	Duval County Health Department, Health Planning Council of Northeast Florida	Springfield Superette	•		
Organize exercise activities, create walking groups, plant gardens, have healthy block parties, and organize a healthy neighborhood cookbook	Neighborhood Associations	Health Planning Council of Northeast Florida, area healthcare providers	•		
Install fitness stations in Klutho Park and a skate plaza at Schell Park	The City of Jacksonville Department of Parks and Recreation	Duval County Health Department		•	
Connect bike trails between neighborhoods	Jacksonville Bicycle Coalition, Bike Jax, Transform Jax	Bicycle Pedestrian Action Committee, City of Jacksonville		•	
Address mental-health needs in the community	Duval County Health Department	Mental Health America of Northeast Florida			•
Use environmentally friendly landscaping and gardening	Neighborhood Associations	Residents, Duval County Extension Service/Master Gardeners		•	
Restore homes and soil	Operation New Hope CDC	Jacksonville Youth Works			•
Improve the environmental health of the community; clean up hazardous waste; and reduce pollutants	Environmental Protection Agency (EPA)	Eastside Environmental, City of Jacksonville, Department of Environmental Protection			•
Develop a strategy to improve health and reduce asthma rates	Duval County Health Department	American Lung Association		•	
Bring healthcare to the neighborhoods	Area healthcare providers	Duval County Health Department, WeCare			•

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