



**LANCASTER CITY**  
ALLIANCE

**NEIGHBORHOOD  
NOTES**



Michelle Johnson

Summer 2014

**Strong Community. Strong Economy. Vibrant City.**

[www.LancasterCityAlliance.org](http://www.LancasterCityAlliance.org)

BUILDING MOMENTUM AND PLANNING TO PROSPER  
**LCA CELEBRATES ONE YEAR!**

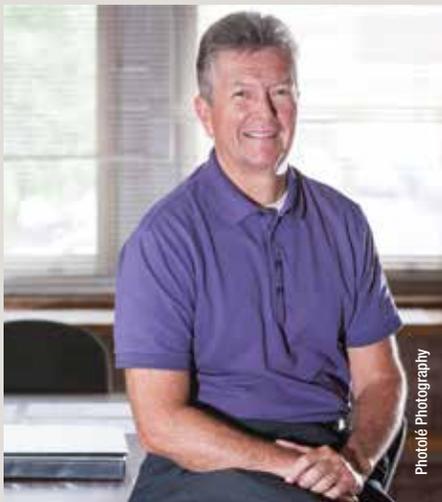


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**A NOTE FROM THE PRESIDENT  
AND CEO**

To our Lancaster Community Friends and Family,

Greetings! I have the wonderful pleasure of writing to you as your Lancaster City Alliance (LCA) celebrates its first year of contributing to the vibrancy of our great City! Just one year ago we launched our Team as the result of consolidating the James Street Improvement District and the Lancaster Alliance, bringing 30 years of combined experience and an absolute resolve to make a noticeable difference!

In our first year, we have been humbled by the community's immediate and ongoing support and keen interest in following and participating in our activities. As community and economic development, quality of life and fostering meaningful partnerships are core to our intentions, we have been successful in engaging

on all fronts. As we carried forth the respective bodies of work for both organizations, we have been mindful to retain the expected level of delivery to our long-standing constituents and financial supporters. It is only with the backdrop of retaining existing commitments that we can venture into new opportunities to better our vibrant City.

To briefly share the first year's highlights, I offer:

- The formation of a concise LCA Governance Board and seven Executive Leadership Teams, focused on areas core to our mission and delivery.
- The establishment of our first Strategic Plan, containing our Values Statements, Vision, Mission and "We Will" commitments to the community. We were so fortunate to have incredible participation from key stakeholders in defining our priorities and success indicators.
- Preparing to lead the most significant Economic Development Strategic Plan for the City in over 15 years. This community-owned plan will chart our strategies and priorities for commercial economic development for the next decade or so.
- Continuing to nurture partnerships that have a measurable impact on the progress of the City in the areas of Municipal Finance Reform, Economic Development, Neighborhood Development, and attention to maintaining our Clean and Safe environment. We respect and honor the relationships we have with our critical partners in all areas of our delivery.

- Managing our ongoing engagement with the merchant and business community; understanding their success is the key to a thriving City and the backbone of economic success.
- The continuing development of our LCA Staff, of which I am quite proud, and I could not be more pleased with their willingness to step out of their respective comfort zones to build an impactful Team and make you, our customer, priority one!

In closing, you, our constituents, are of the highest priority as we go about our work. Thank you for the support you've demonstrated, and as always, please see us as a colleague, resource, friend and ambassador for your great City!

Sincerely,

Bob Shoemaker, President and CEO

**THE LCA WELCOMES THREE  
NEW BOARD MEMBERS**

As the LCA enters its second year, three community leaders have graciously accepted invitations to join the LCA Board of Directors. Please join us in welcoming the following to the LCA Leadership Team: **Deborah Brandt**, Owner, Moxie House/FIG Magazine; **John A. Kirkpatrick**, President, Lancaster Newspapers, Inc.; and **Beverly A. Wise**, Chief Human Resources Officer, Susquehanna Bancshares.

# NEW CONTRACT, NEW TOOLS, NEW HOURS FOR CLEAN & SAFE PROGRAMS



While in their travels on First Friday, Ambassadors Mike Rivera (right) and Brandon Yates take a moment to chat with Lewis Bechtold, owner of Uptown Antiques at 352 N. Queen Street

The Lancaster City Alliance (which manages the DID) recently combined our Ambassador and Clean Team services under a new contract with a single provider.

This change allows for greater flexibility and some additional resources that ultimately save money and extend services and hours.

The DID has been contracting with Block By Block to perform its supplemental sidewalk sweeping program since 2008 and the LCA contracted with a separate vendor for the Bike Ambassadors. After an extensive RFP process, all Clean & Safe services are now under one vendor, Block By Block. This will effectively save the DID \$10,000 annually while increasing the presence of the Clean Team within the DID boundaries. It also allows, for the first time, seasonal Sunday hours for the Clean Team in the warmer months. Current Clean Team hours are 6 am - 2:30 pm Monday - Saturday, 11:30 am - 8 pm Fridays and Saturdays and 10:30 am - 2:30 pm on Sundays.

This program now brings new, innovative technology that will relieve the Bike Ambassadors of some of their paperwork (allowing them to spend more time on the streets) while permitting them to log and track quality-of-life issues on an iPod Touch that each now carry. Additionally, we are now able to demonstrate actual coverage of all the streets, alleys, open public spaces and parks in the Districts through a system that allows the Bike Ambassadors to document electronically their location and coverage. Currently Bike Ambassadors are working 7 am - 11 pm, Monday - Saturday and 10:30 am - 7 pm on Sundays.

Customer service remains paramount to the Clean & Safe programs and extensive customer service training is on-going. Get to know the team members by visiting [www.LancasterCityAlliance.org](http://www.LancasterCityAlliance.org).

## LANCASTER CITY ALLIANCE PARTNERS WITH THE CITY, DID MERCHANTS AND SOCIAL SERVICES ORGANIZATIONS TO REDUCE PANHANDLING THROUGH EDUCATION

The Lancaster community is known for its generosity and as the City becomes even more vibrant, some are seizing the opportunity for financial gain through aggressive panhandling. Downtown Lancaster, as well as commercial areas throughout the County, has seen a rise in this activity recently.

At the request of Mayor Gray, the LCA's Community Safety Executive Leadership Team (ELT) has assumed a lead role in addressing this issue. Through meetings with the merchant community and volunteers representing a variety of organizations with a vested interest in the City, a campaign is now underway to address the health of the community through panhandling education. The goal is to assist those in actual need in getting to the many local services available to them while creating an environment not conducive for those solely looking to take advantage of our community's generosity. The most effective way to achieve this is by encouraging people not to give money

to all panhandlers. The plan focuses on two audiences: employees and customers.

LCA volunteers are working with City employers to communicate internally with their workforce not only to encourage employees not to give to panhandlers, but to provide information to their staff of the various community service organizations that offer services to those who are in need. It is suggested that businesses remind their employees several times a year.

The LCA also continues to work with City merchants in educating their staff and customers. Posters reminding people not to give to panhandlers will be made available to businesses that wish to display them. They will also be provided with "211 cards", created by the Lancaster County Coalition to End Homelessness. These cards provide information about locations available for those in need to get food and/or services and can be made available to customers if approached on the street.

In addition, the LCA/DID Bike Ambassadors and Clean Teams will be equipped with the 211 cards to distribute to visitors who may innocently give to panhandlers.

For more information about the campaign, please visit our website or contact Dave Aichele, Director of Clean and Safe Services, or Colleen Wagner, Leadership Teams Manager, at 717-394-0783.

## DID TO SEE ADDITIONAL PEDESTRIAN LIGHTS



The 200 and 300 blocks of North Queen and North Prince Streets will soon see lighting like this adorning their sidewalks.

The City's Department of Public Works will soon begin installation of pedestrian lights on the 200 - 400 blocks of N. Prince and N. Queen Streets. The City was awarded a grant from the State Department of Community and Economic Development, making it possible to begin this long-awaited project. Installation is scheduled for completion in the fall.



# THE LCA EXECUTIVE LEADERSHIP TEAMS ARE MAKING A DIFFERENCE

The Lancaster City Alliance's structure is unique in creating a forward-thinking environment where supporters of the organization offer their time and talents through seven Executive Leadership Teams (ELTs). These teams have been meeting since the inception of LCA and have made great strides in making deliberate connections and extending our reach into the community. The seven Executive Leadership Teams of the LCA are: Advocacy, Chairpersons Council, Community Safety, Development, Economic Development & Planning, Neighborhood Development & Marketing and are populated by more than 40 volunteers. The majority of the representatives offering their time and talents to the Teams were previously Board members of the Lancaster Alliance and James Street Improvement District.

Through their focused initiatives they are making a meaningful difference in the organization and the Lancaster community. Here are some examples of work the Teams have undertaken since the inception of the LCA one year ago:

**Advocacy** – This Team engages in critical dialogue with our government leaders on numerous challenges facing third-class

cities, such as binding arbitration, pension reform and prevailing wage requirements, all a hindrance to the health and vitality of the City of Lancaster.

**Chairpersons Council** – The Council brings together economic development non-profit leaders and elected officials in a candid, open atmosphere on a quarterly basis to discuss and coordinate community initiatives such as the City's Economic Development Strategic Planning initiative, the City Revitalization and Improvement Zone (CRIZ), and the new marketing efforts of Economic Development Corporation (EDC) and other partner organizations.

**Community Safety** – This Team is currently advancing a strategy to abate aggressive panhandling by working with employers and merchants to educate the community on alternatives to giving to panhandlers. The Team is also addressing homelessness by strengthening relationships with service providers to ensure that those in need gain access to the many services available. *See newsletter article.*

**Development** – This Team has focused their efforts on assessing LCA funding strategies, creating a sustainability plan and identifying prospective corporate

donors to ensure the continued financial health of the organization.

**Economic Development & Planning**  
This Team is charged with advancing the development of the Economic Development Strategic Plan for the City (now underway) and serves as the Steering Committee for this important initiative.

**Neighborhood Development**  
While maintaining ongoing commitments in our existing coverage area, the Neighborhood Team is currently strengthening LCA's relationship with Neighbors United, a 65-year-old community organization, on enhancing the quality of life through physical improvements and potentially expanding the Bike Ambassadors services to a 10-block radius in the Northeast area of the City. *See newsletter article.*

**Marketing** – The Marketing Team is collaborating with all Leadership Teams to promote the organization as it relates to the LCA's body of work as well as working with our economic development partners in marketing the City to investors through advertisements in trade publications and by representing the City at conferences and trade shows.

## BUILDING ON STRENGTH. THE LCA LEAD CITY ECONOMIC DEVELOPMENT STRATEGIC PLAN NOW UNDERWAY



*The Manor Street corridor is an area of focus of the Economic Development Strategic Plan.*

In January, the LCA and the City of Lancaster invited select multi-disciplinary, urban-planning teams to submit proposals to develop an Economic Development Strategic Plan for the City.

An award-winning team lead by Mahan Rykiel Associates Inc. of Baltimore, and including RGS Associates of Lancaster and Arnett Muldrow & Associates of Greenville, SC was selected to engage City residents,

business owners and community leaders over the next year in a dialogue to set the stage for the next 10 to 15 years for Lancaster.

The initiative will provide an implementable framework for guiding economic growth and development for the City by identifying key opportunities to strengthen, expand and diversify the City's economic base surrounding key commercial areas. This will include the development of a new "Vision" for the City of Lancaster that includes a focus on not only the Downtown but commercial corridors and gateways throughout the City.

The LCA is managing the process through a Steering Committee composed of the LCA's Economic Development & Planning Executive Leadership Team of civic and business leaders.

It is critical that this initiative be community based and public participation is crucial to the success and implementation of the strategy. As part of this process, in June, a larger Working Group was assembled

that includes a wide spectrum of City users, business owners, property owners and residents. This diverse group will lead this important effort and assist in engaging the public.

Throughout the year, there will also be opportunities for public input and participation through a series of one-on-one interviews, group workshops tapping our growing entrepreneurial and artist communities, merchants, community organizations, educators and others, as well as a series of public presentations throughout the process.

Please follow the LCA on Facebook and visit [www.LancasterCityAlliance.org](http://www.LancasterCityAlliance.org) for regular updates and opportunities for public input.

Funding of this initiative has been provided by the generous support of the Lancaster Community, including the City of Lancaster, Steinman Foundation, Lancaster County Community Foundation, and private-sector contributions from Lancaster businesses, residents and property owners.

## LCA AND COMMUNITY GROUP, NEIGHBORS UNITED, PARTNER TO EXPAND CLEAN AND SAFE SERVICES INTO THE NORTHEAST

Neighbors United, a Northeast Lancaster community group in existence for almost 65 years, is partnering with the LCA to develop a strategy to strengthen the quality of life in their neighborhood.

A 10-block area that borders the existing the Bike Ambassador coverage area has been identified and together this partnership is working on a plan that includes expanding the LCA Bike Ambassador program, implementing greening initiatives, installation of trash receptacles and lighting improvements.

Neighbors United is forming a committee to work in collaboration with the LCA to begin talking to stakeholders in the Northeast about the vision for the area and to raise the funds needed to support the goals of the Neighborhood Strategy. The LCA is providing technical assistance and will contract the Bike Ambassador services.

The Lancaster City Alliance's focus on empowering neighborhoods is a key aspect of the organization's strategic plan and expanding Clean and Safe services to neighborhoods beyond the Northwest and Downtown areas is an impactful step as LCA continues its goal of a sustainable and vibrant Lancaster City.



Northeast Lancaster residents Bob Hunsicker (left) and Noah Miller (right) of **Neighbors United** join LCA's Shelby Nauman on Clay Street.



## LCA RECEIVES GRANT FOR MORE BIKE RACKS

Thanks to the continued generosity of the Lancaster Bicycle Club (LBC), the LCA, with the help of resident and volunteer Justin Seuffert, recently installed an additional six bike racks at local businesses in the Northwest area of the City. This is part of an ongoing effort of the LCA, partner organizations and the City to encourage cycling through the installation of amenities to make it safer and more convenient. Grants from the LBC have provided for the eight racks at local favorite establishments including Dog Star Books, Splitz and Giggles and West End Market on W. Lemon St., Commonwealth on Queen, Friendly Mini Mart, Franco's Family Mini Market and Slugger's Pizza on N. Queen Street and Thomas' Campus Grille on Harrisburg Avenue.



## DID RENEWAL DRAFT PLAN NOW AVAILABLE

The DID's current operating plan expires on April 30, 2015. Since last fall, the DID's Board of Directors and a special volunteer Task Force have been working to shape a new plan that would take effect on May 1, 2015. A key charge from the current plan was investigating the expansion of the District to encompass a growing Downtown.

In general, the current DID boundaries include the area from Vine Street to Lemon Street and from the east side of Water Street to Lime Street. After much consideration and through community outreach, the proposed boundaries for the new plan include the addition of the properties on the west side of S. Prince Street from King Street to Mifflin Street and all of the properties bordering the west side of Water Street from Mifflin Street to Lemon Street.

*Other plan highlights include:*

- **Life of the Plan:** 4 years (May 1, 2015 – April 30, 2019)
- **Millage Rate:** 2.45 mills throughout (no change or increase from current rate over the life of the plan)
- **Initial Focus:** Clean and Safe services (now expanded due to new vendor contract) and increased marketing

### • Areas of Assessment During the Plan:

- The completion of the Economic Development plan and what that can mean for the DID
- CRIZ effect on the DID
- County reassessment for 2017

### • Areas of Opportunities to Explore:

- Reinvesting increased revenues into physical improvements within the boundaries of the DID
- Strengthening the DID brand

### • Budget: Maintaining a financially strong District with a conservative budget.

A copy of the draft plan can be found at [www.LancasterCityAlliance.org](http://www.LancasterCityAlliance.org) by clicking on "Lancaster DID" on the home page. If you do not have access to a computer or would prefer a hard copy, please contact our offices at 717-394-0783 to request the plan.

An informational meeting will be held in City Council Chambers (100 S. Queen Street) on July 15 from 6 - 7 pm to review the draft plan and answer questions. This meeting is open to the public so please feel free to attend.

# HATS OFF TO...

LCA ELT member **Jim Warner** and his team at **LCSWMA** for their recent dedication and Grand Opening of the Compressed Natural Gas (CNG) fast-fill station for their growing fleet of natural gas-powered trucks. LCSWMA continues to be a leader in building a cleaner and more sustainable future through environmentally friendly practices.

The **City of Lancaster Department of Public Works** and their team for winning the first annual BUBBA award from the Chesapeake Stormwater Network, for the Green Intersection Project at Plum and Walnut Streets. This project was voted the Best Urban BMP (stormwater management project) in the Bay area.

**Lancaster Brewing Company** for hosting the spring Merchant Mixer on their lovely award-winning patio. Fifty representatives from City businesses enjoyed food and drink while getting to know to each other.



**Lancaster General Hospital** for being recognized as one of “100 Great Hospitals in America” by Becker’s Hospital Review.

**LEADS** for their wonderful flower baskets that once again adorn our Downtown light poles. Thanks to LCA Clean and Safe Team members **Tony Wright, Mike Rivera** and **Noah Weiss** for volunteering their time in assisting in hanging the baskets this year.



**SDOL** and **McCaskey** for recently ranking number 20 out of 33 schools in Pennsylvania that which made the list in the *Washington Post* as the most challenging high school based on the level of testing that was given. This commendation was a first for McCaskey and the only school in Lancaster County to make this elite list.

**Clipper Magazine Stadium** and the **Lancaster Barnstormers** on their 10-year anniversary of bringing baseball to Lancaster.



LCA's **Marshall Snively** (far right) presents **Mara** and **John McGrann** with a plaque commemorating the centennial anniversary of Penn Stone at a recent Merchant Committee meeting

**John and Mara McGrann** and their team at Penn Stone for celebrating 100 Years in business in Lancaster.

**Penn Square Partners, Interstate Hotels and the Lancaster County Convention Center Authority** for celebrating five years of the **Lancaster County Convention Center and Lancaster Marriott at Penn Square** and the thousands of great events and conferences as well as the hundreds of thousands of people brought to Downtown Lancaster and the County.

**Mandarin Rose** and owner **Carla Saylor** for five years of providing relaxing spa services at the Lancaster Marriott at Penn Square.



Clean Team member **Tom Harvey** maintains an attractive DID.

## CLEAN AND SAFE TEAMS UPDATES – MILES AND PILES!

The Lancaster Downtown Investment District Clean Team and the LCA Bike Ambassadors worked tirelessly in all weather conditions to ensure a clean, safe and inviting Downtown and Northwest Lancaster.

From January through April of this year, the Bike Ambassadors patrolled over 3700 miles of Downtown and Northwest streets and alleys while interacting and assisting residents, visitors and businesses 7000 times. The squad addressed almost 240 incidents of unkempt properties and almost 30 incidents of City maintenance issues and graffiti tags, nearly all of which were abated.

During this same period, the Clean Team was responsible for the removal of over 6000 lbs. of trash from DID sidewalks as well as the removal of almost 200 graffiti tags and stickers from light poles, trash cans and street signs. They also distributed over 4000 lbs. of rock salt and removed snow from all DID intersections during the several snow and ice events of the year.



# LANCASTER CITY ALLIANCE

Strong Community. Strong Economy. Vibrant City.

354 North Prince Street, Suite 110  
Lancaster, PA 17603  
(717) 394-0783 PHONE  
(717) 394-0784 FAX  
info@TeamLanc.org  
LancasterCityAlliance.org

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## WHAT'S UP DOWNTOWN?

Visit  
[www.DowntownLancaster.com](http://www.DowntownLancaster.com)  
for a calendar of events and  
more information on all there is  
to experience in the City.



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[WWW.LANCASTERCITYALLIANCE.ORG](http://WWW.LANCASTERCITYALLIANCE.ORG)

BIKE AMBASSADORS  
(717) 394-9522



David Archelle