



Presentation of Existing Conditions
July 21, 2015



Mayor Greg Fischer's Welcome



Agenda

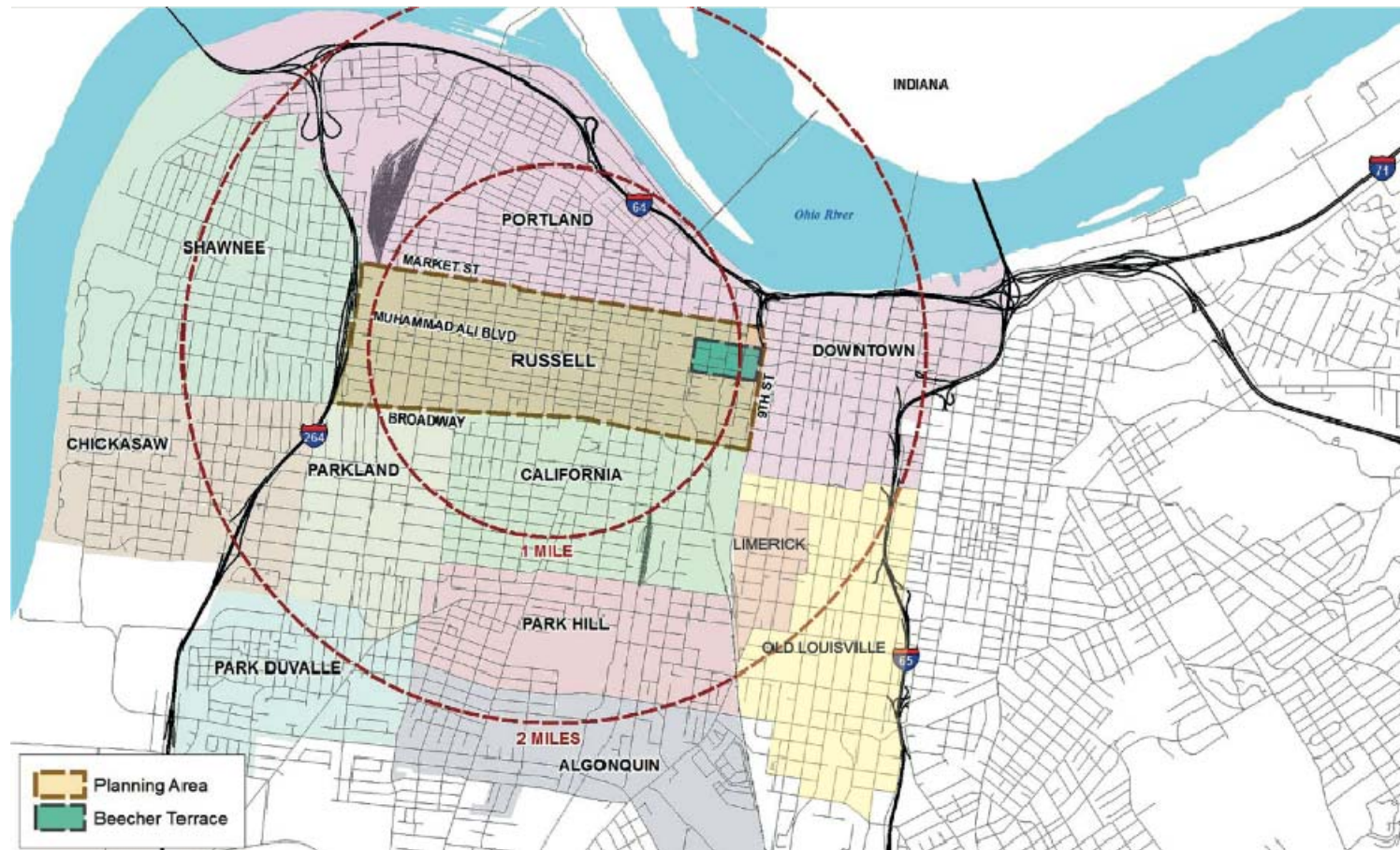
- Welcome and Introductions
- Presentation of Existing Conditions Findings
- Q&A
- “Vision Russell” Tree



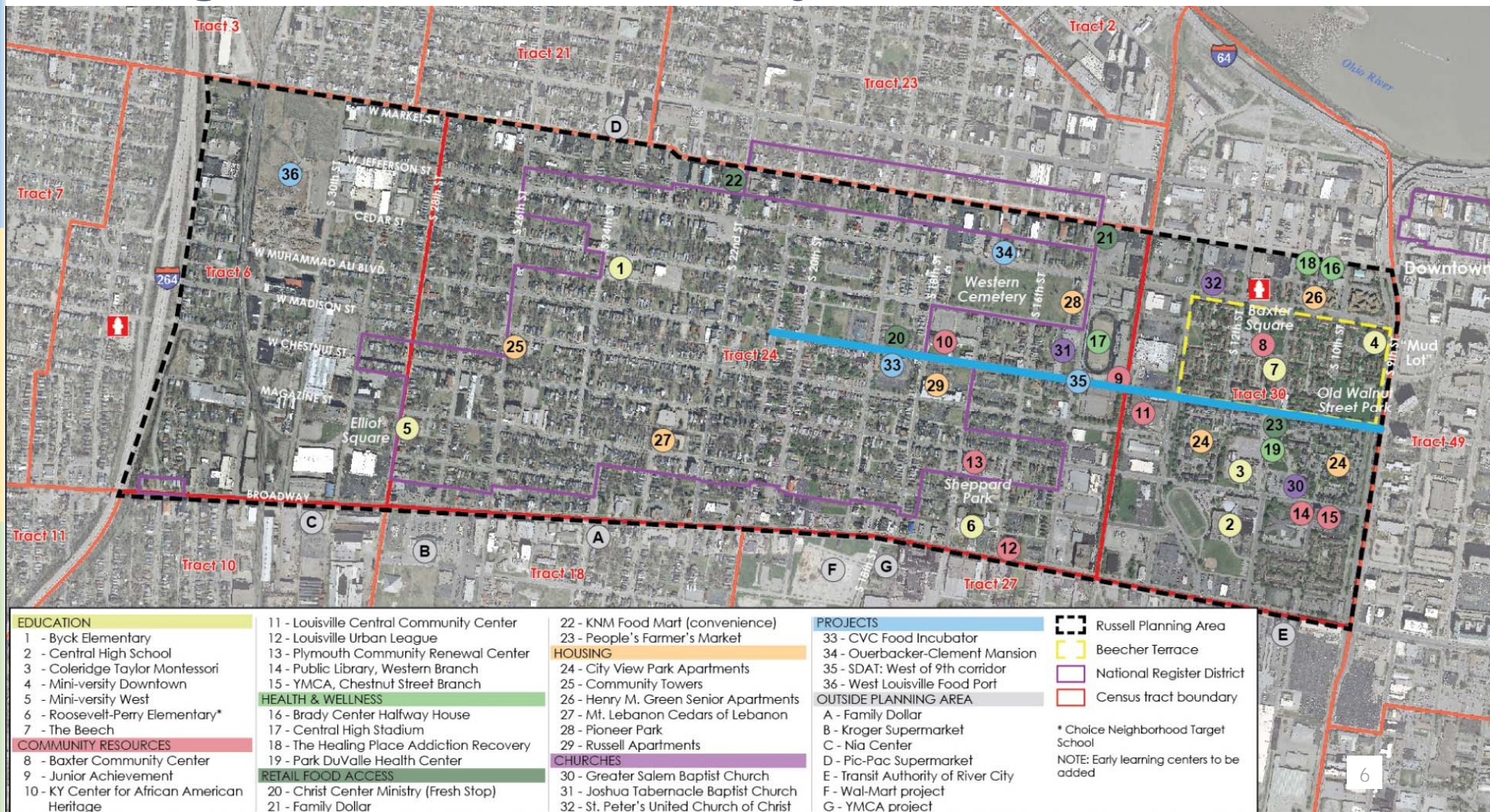
The Physical Environment

Major Themes and Findings

Well-situated and connected



A neighborhood with many assets...



Education



EDUCATION

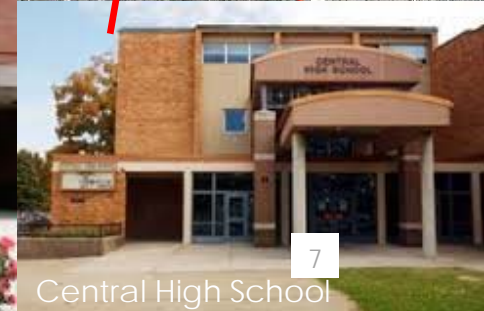
- 1 - Byck Elementary
- 2 - Central High School
- 3 - Coleridge Taylor Montessori
- 4 - Mini-versity Downtown
- 5 - Mini-versity West
- 6 - Roosevelt-Perry Elementary*
- 7 - The Beech



Roosevelt-Perry Elementary



Coleridge Taylor Elementary



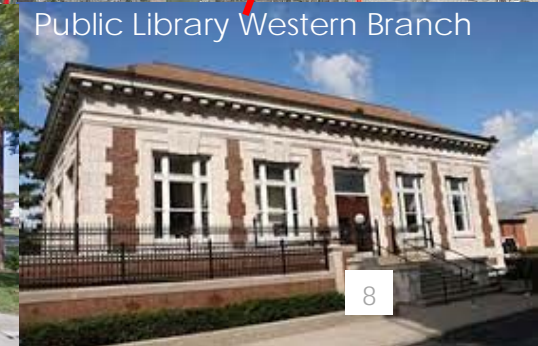
Central High School

Community resources



COMMUNITY RESOURCES

- 8 - Baxter Community Center
- 9 - Junior Achievement
- 10 - KY Center for African American Heritage
- 11 - Louisville Central Community Center
- 12 - Louisville Urban League
- 13 - Plymouth Community Renewal Center
- 14 - Public Library, Western Branch
- 15 - YMCA, Chestnut Street Branch



Health & wellness



HEALTH & WELLNESS

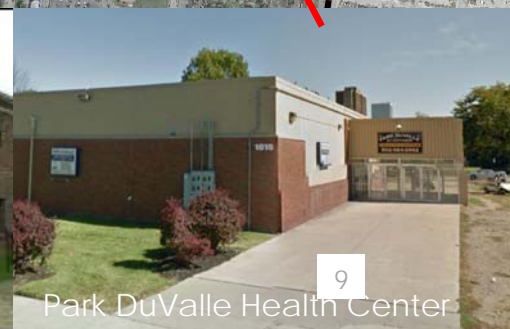
- 16 - Brady Center Halfway House
- 17 - Central High Stadium
- 18 - The Healing Place Addiction Recovery
- 19 - Park DuValle Health Center



Central High Stadium

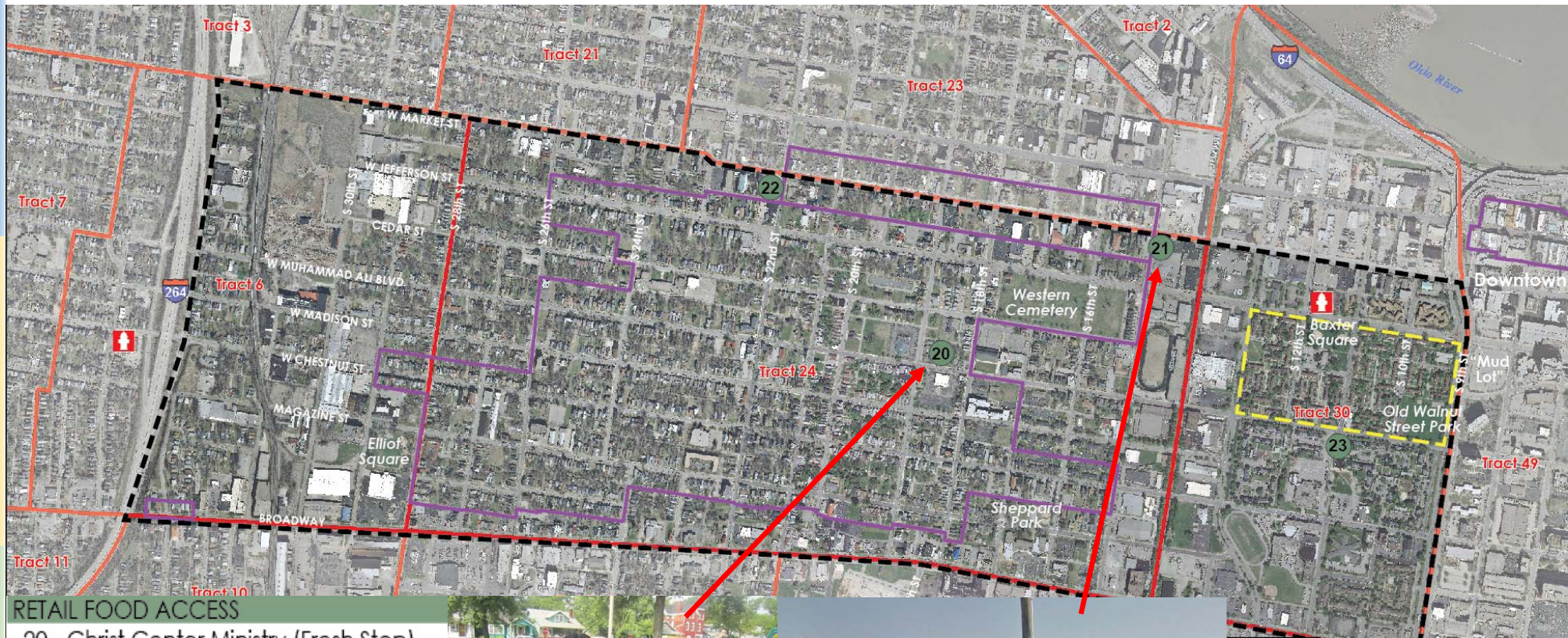


The Healing Place



Park DuValle Health Center

Retail and food access



RETAIL FOOD ACCESS

- 20 - Christ Center Ministry (Fresh Stop)
- 21 - Family Dollar
- 22 - KNM Food Mart (convenience)
- 23 - People's Farmer's Market

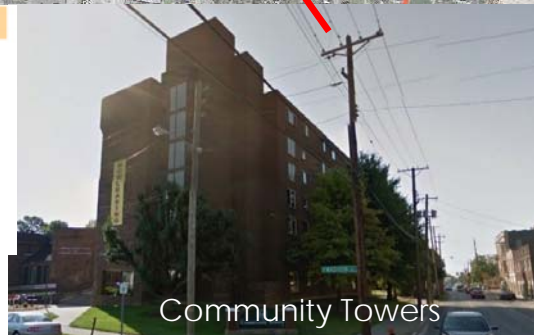


Additional affordable housing



HOUSING

- 24 - City View Park Apartments
- 25 - Community Towers
- 26 - Henry M. Green Senior Apartments
- 27 - Mt. Lebanon Cedars of Lebanon
- 28 - Pioneer Park
- 29 - Russell Apartments



Community Towers



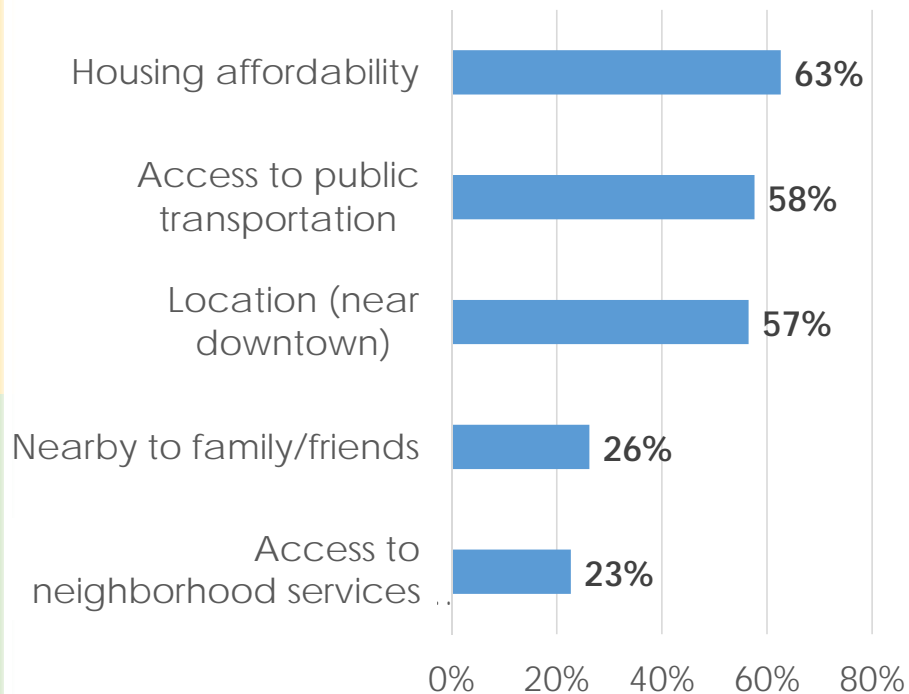
Russell Apartments

Adjacent assets

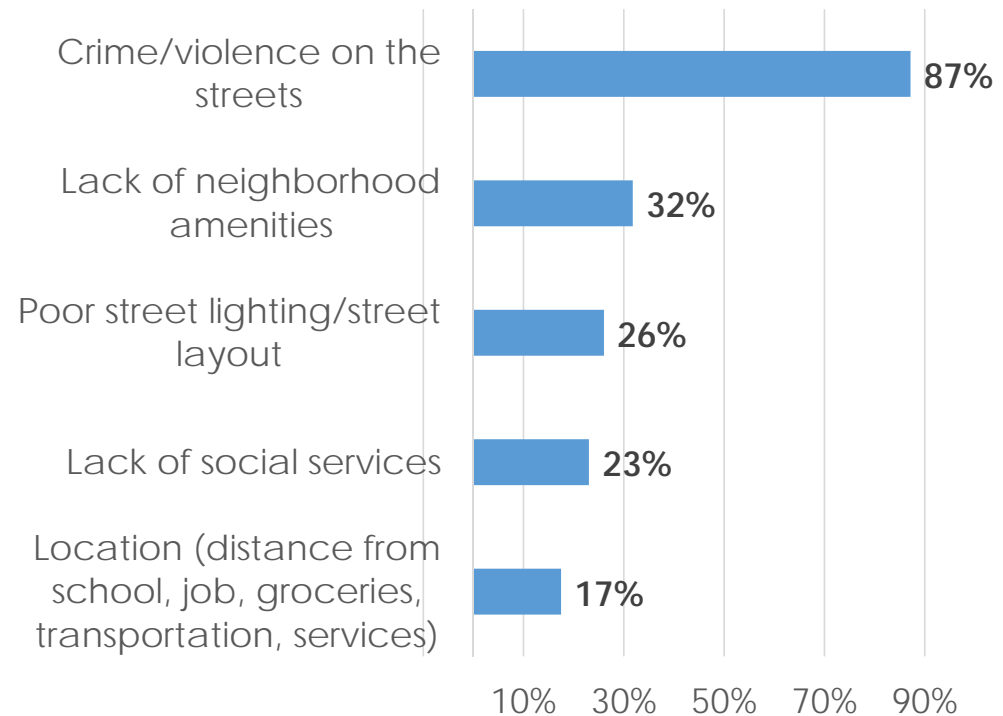


Neighborhood Strengths and Needs

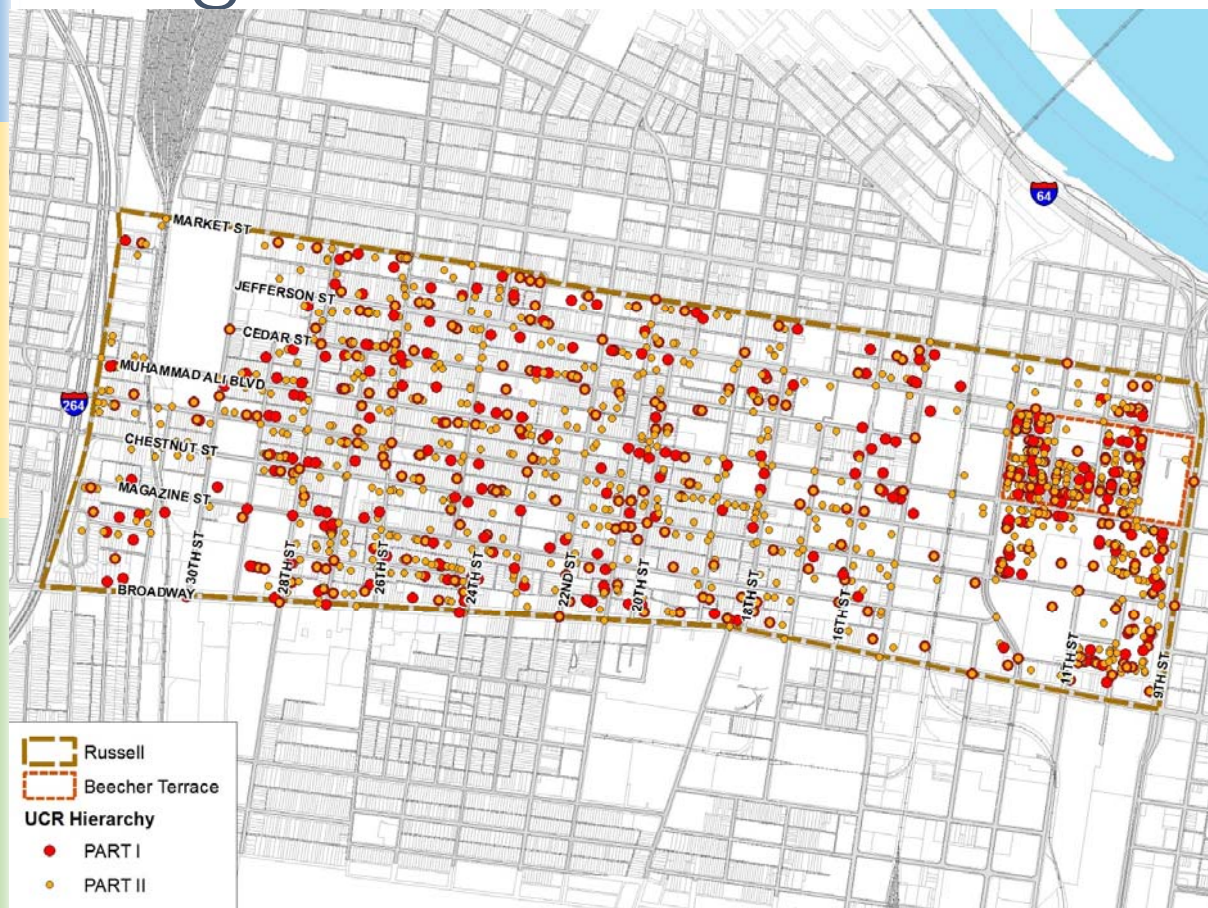
Top 5 Neighborhood Strengths



5 Most Needed Improvements

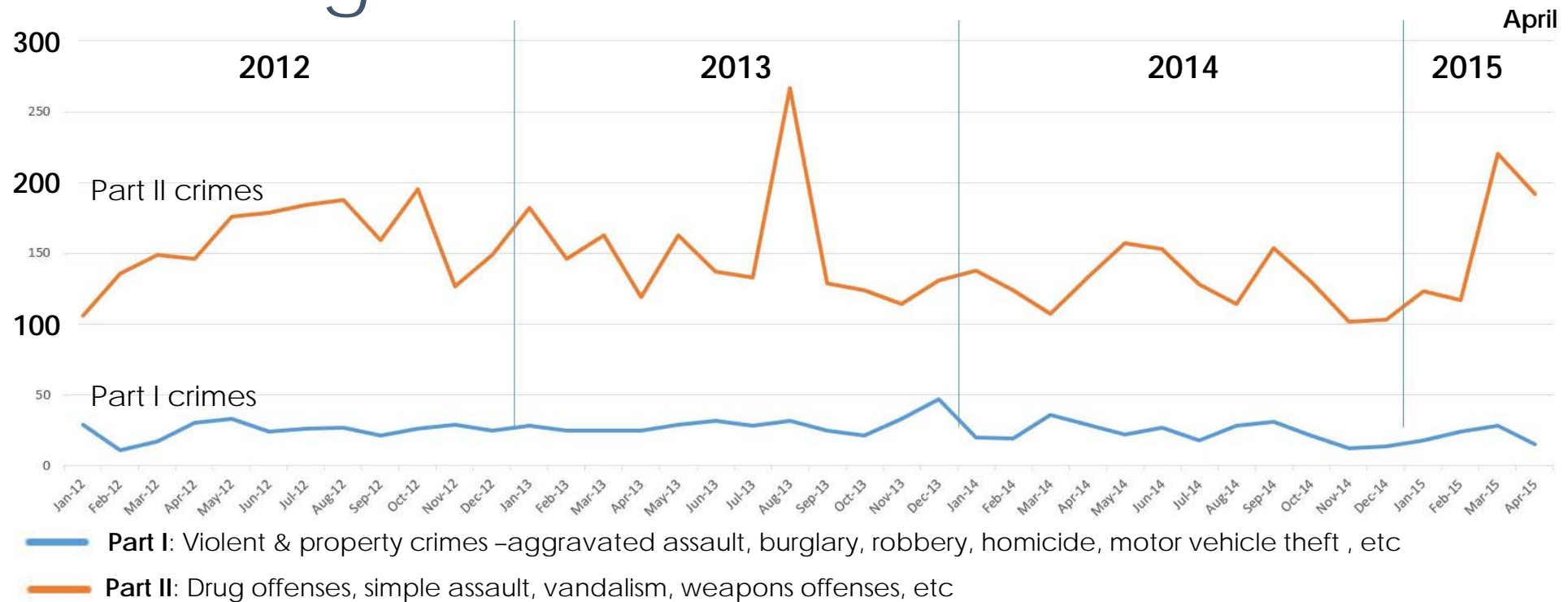


High crime dispersed throughout the neighborhood



- **16 violent crimes per 1,000 residents** compared to 5.8 in Louisville Metro (3-year average)
- Violent crime is 2.8 times higher than the Metro average

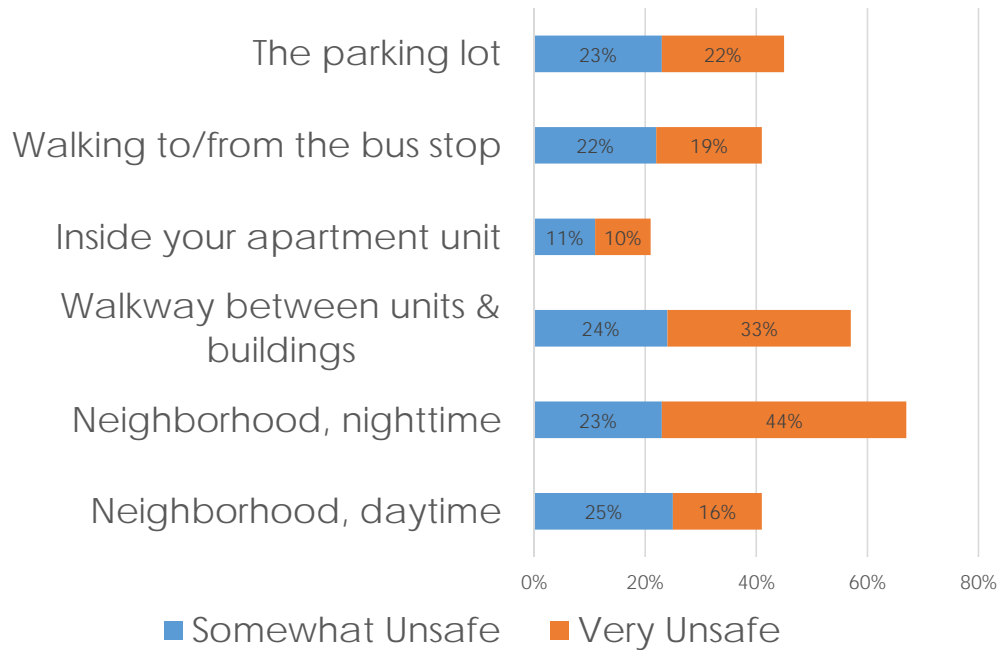
Mixed signals on crime



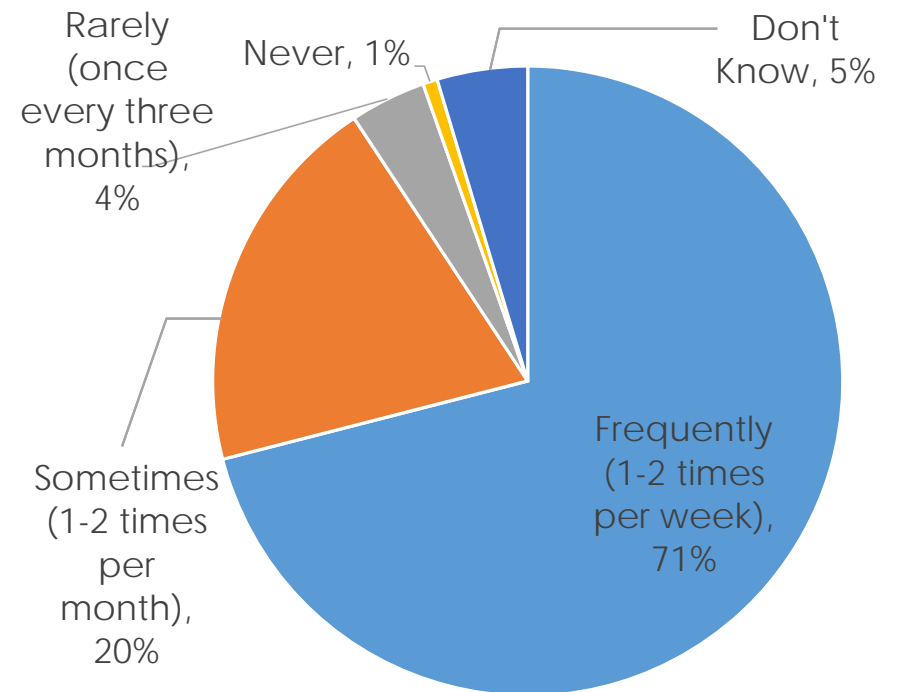
- Two biggest spikes: 60% drug-related offenses

Beecher Residents' perception of crime

"Where does crime occur?"



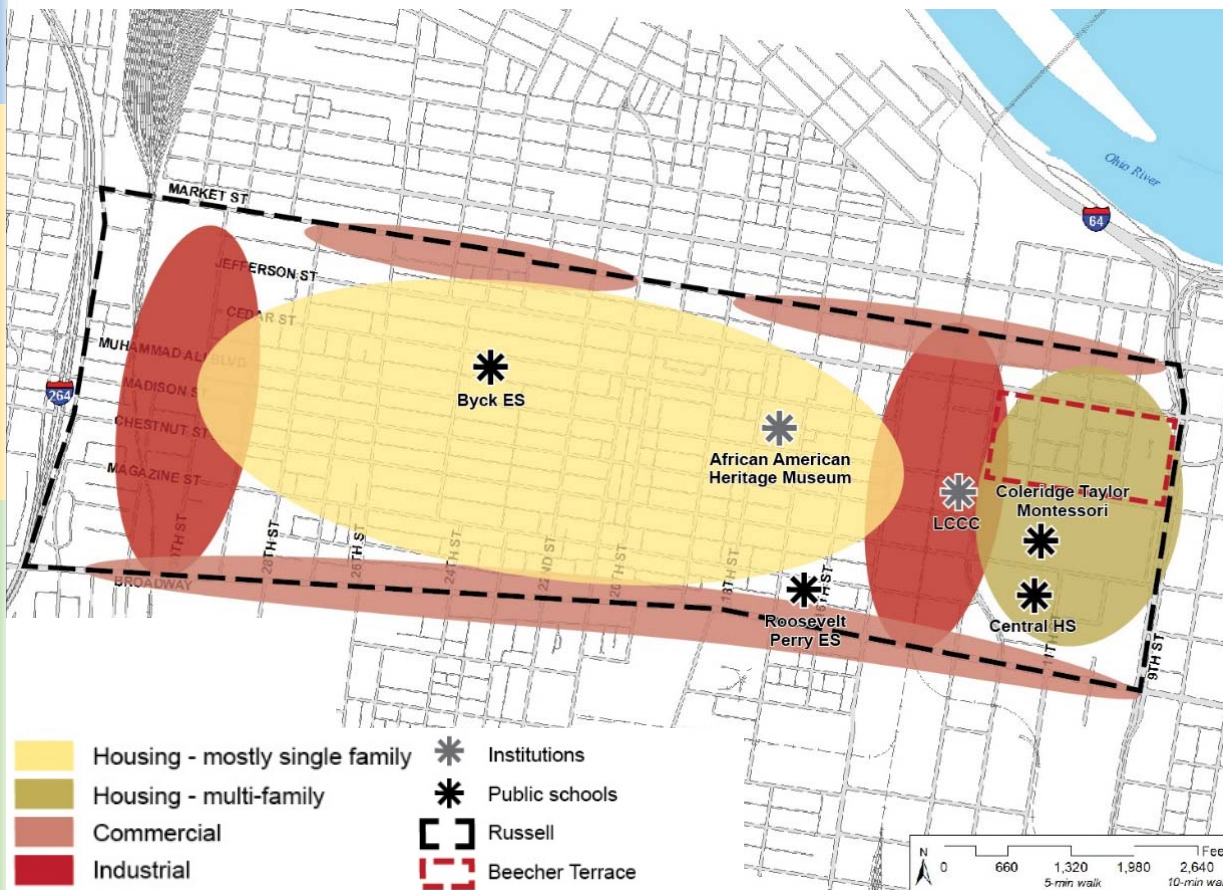
"How frequently does crime occur?"



Jobs in Russell

- **~2,500 jobs** in Russell
 - Top 3 industries: health care/social assistance, manufacturing, and wholesale trade
 - 38% held by workers with no college education
 - Approx. 100 of these jobs held by Russell residents
- Commercial: Retail including groceries, hardware stores, dollar stores, fast food restaurants, beauty salons, etc.
- Industrial: America's Finest Filters, DAE Industries, food service, parts, warehousing, etc.

Almost half of land use is housing



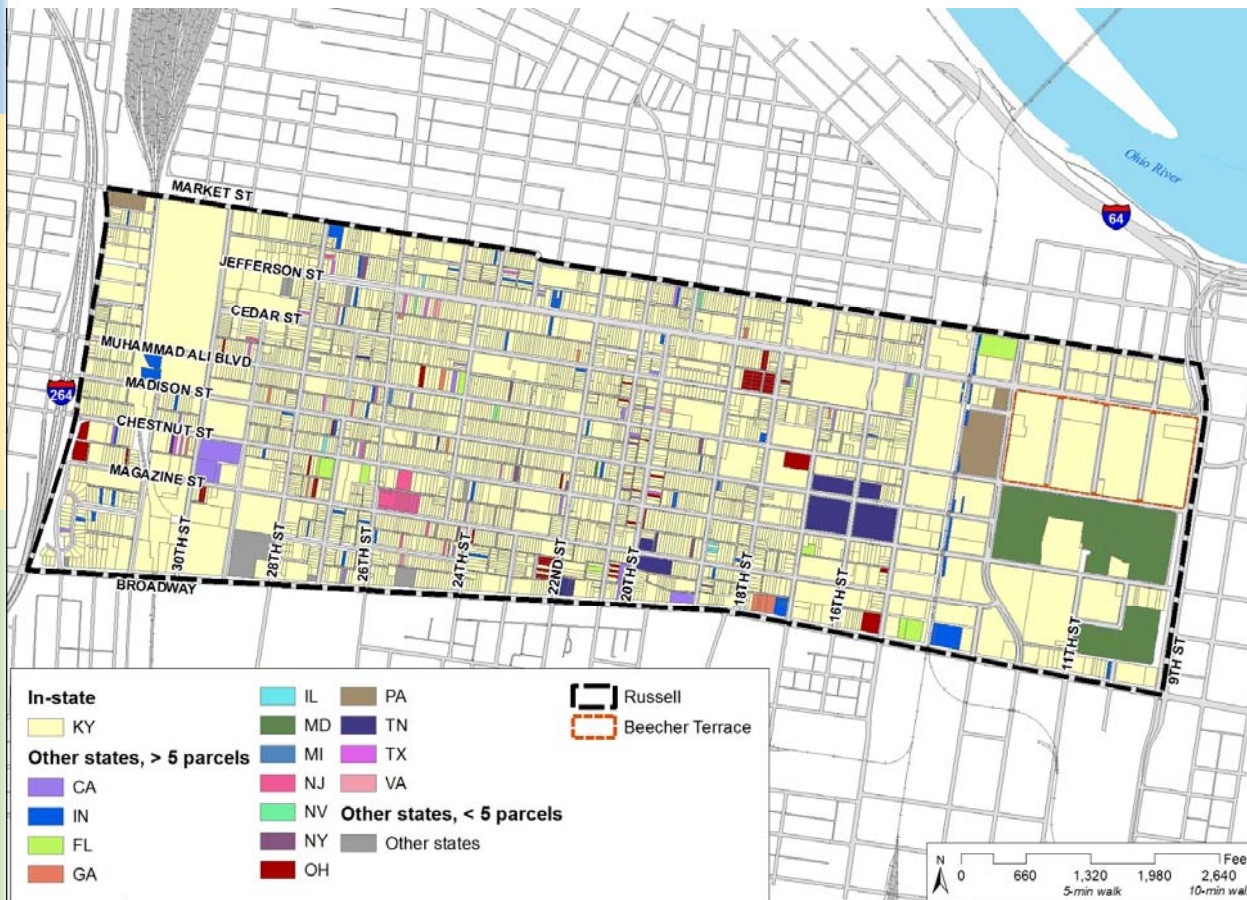
- Predominately single family between 15th to 30th Streets
- Predominately multi-family east of 13th Street
- Main commercial corridors on Broadway and Market
- Industrial areas along railroad lines

Extensive network of faith-based institutions



- Nearly 40 faith-based institutions
- Together, these institutions own approx. 40 acres of land

Over 80% of parcels are locally owned



- 18% owner-occupied housing units
- Compared to 62% owner-occupied in Louisville Metro

Diverse architectural styles create a rich urban fabric



- Shotguns & Camelbacks
- Bungalow
- Victorian
- Federalist
- Italianate

Mixed uses within the neighborhood



- Commercial
- Industrial
- Multifamily
- Single family

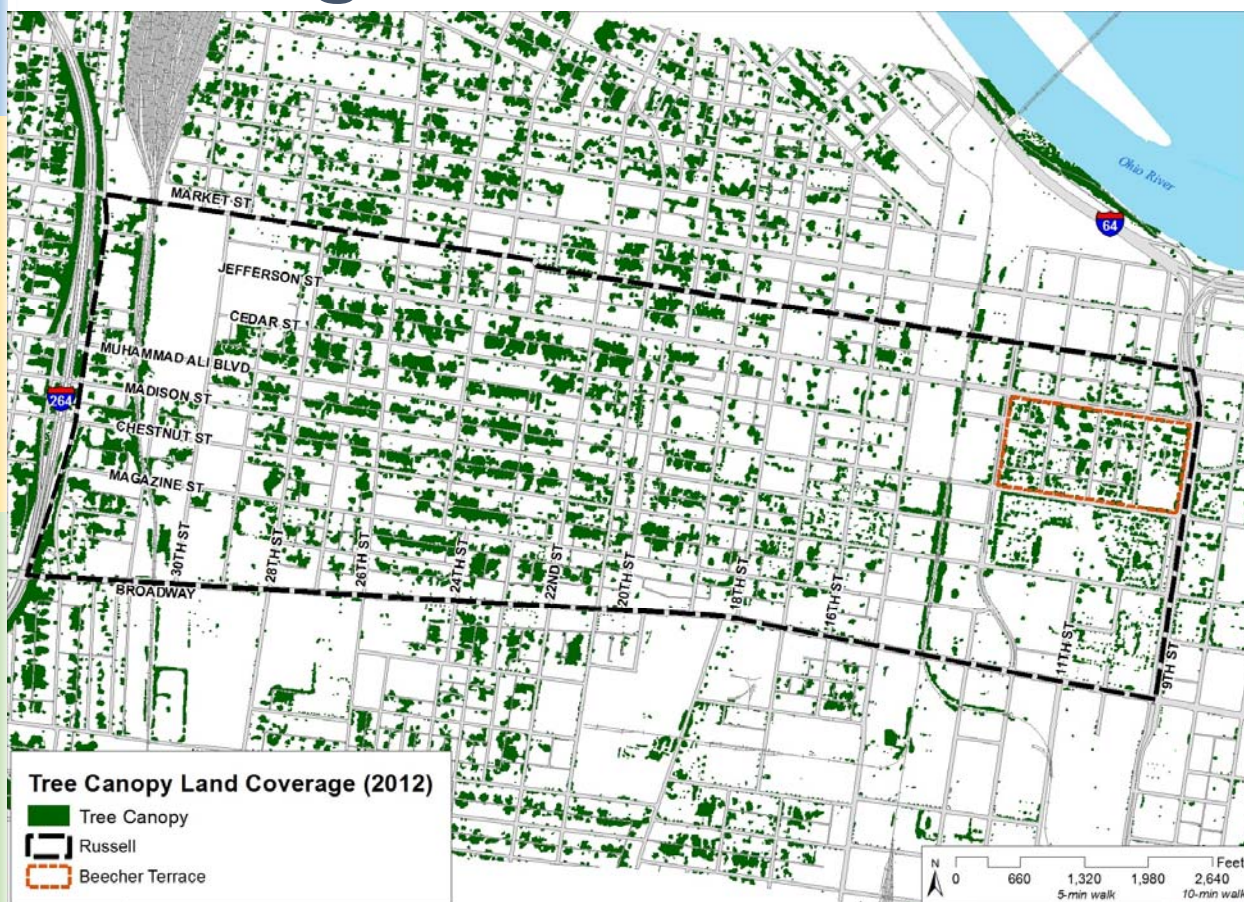


National Register Historic District

1,486 historic structures

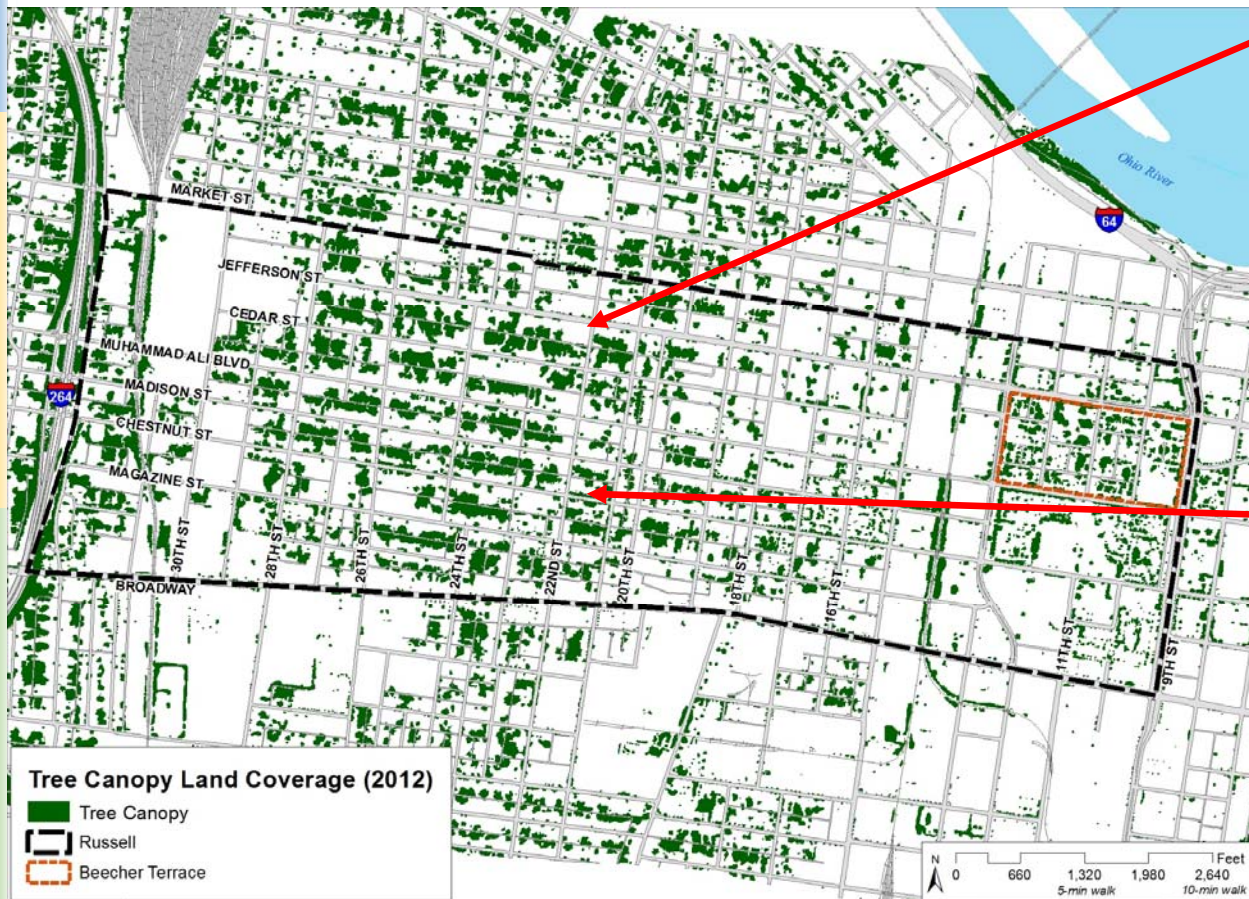


Tree canopy coverage slightly below average



- **20% tree canopy coverage** vs. 22% citywide in neighborhoods
- **25% target** in urban residential neighborhoods, per Urban Tree Canopy Assessment, 2015
- Most trees located in backyards/ alleys where visual impact is minimal

More street trees would be especially beneficial



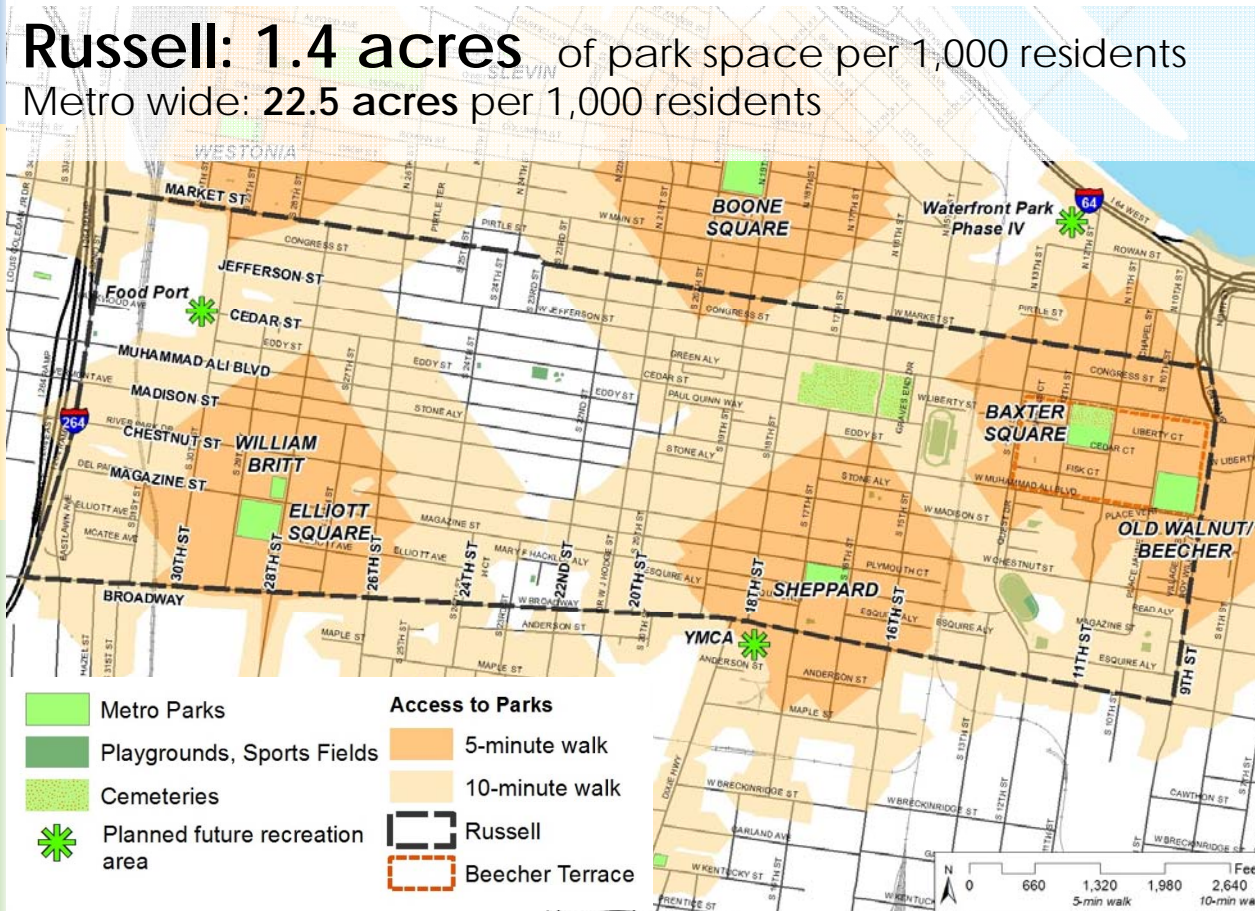
Many streets lack consistent street trees



Mature street trees provide many benefits

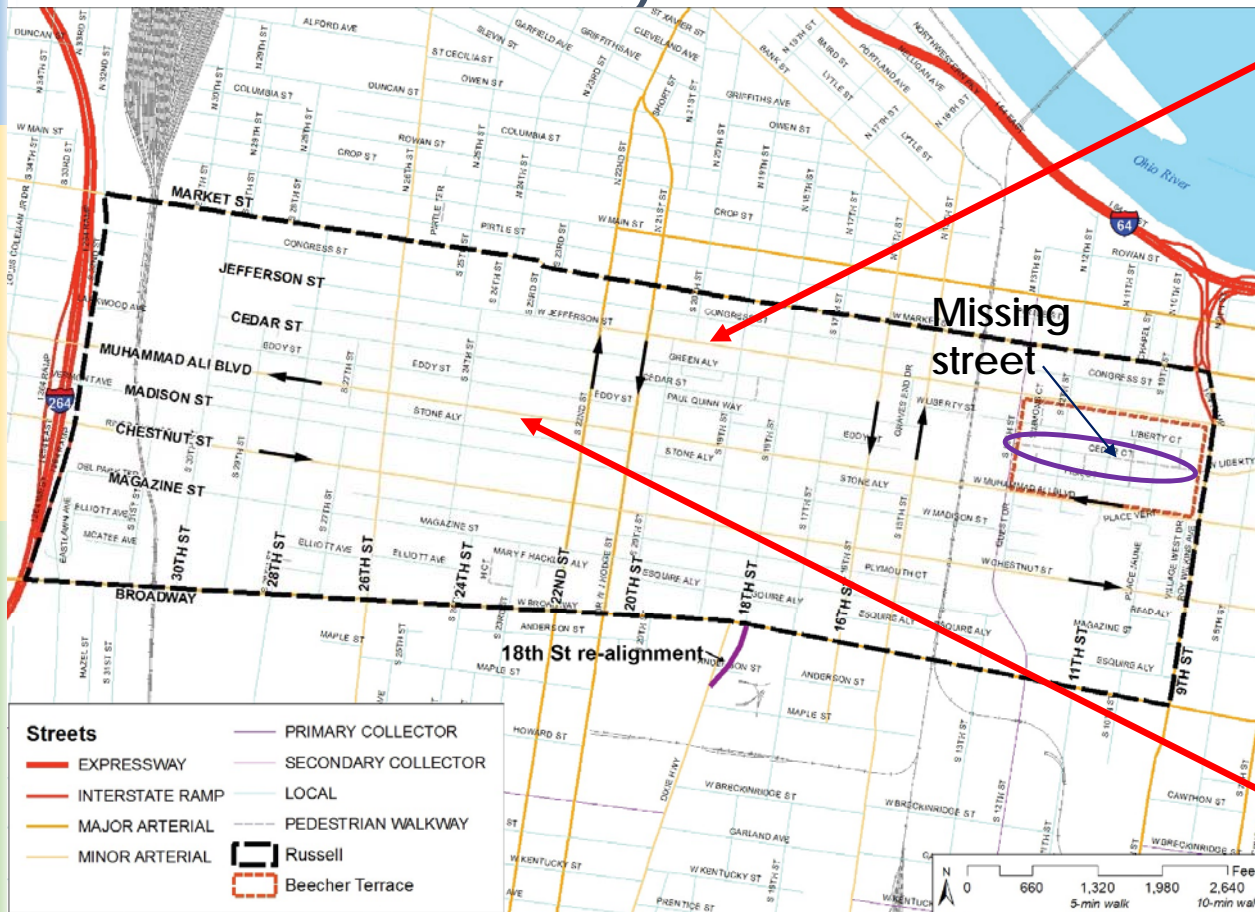
...but more park space is needed

Russell: 1.4 acres of park space per 1,000 residents
Metro wide: **22.5 acres** per 1,000 residents



- 13.8 total acres of park space today
- Opportunities for small “**pocket parks**” and improved existing parks
- Increase park access while reusing vacant lots

Connected street grid an asset; but dominated by vehicular traffic



Well-served by local bus transit

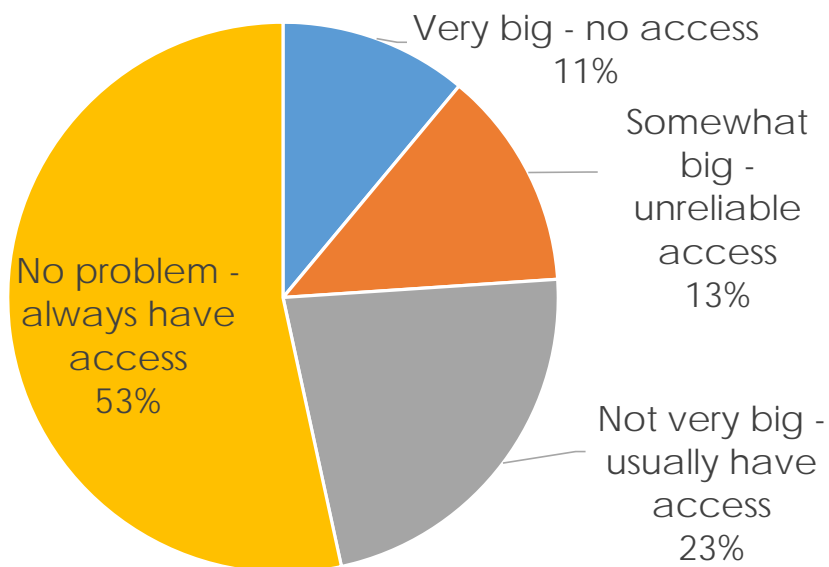


- 5 routes have more than 60 trips per day
- TARC interested in improving bus stops

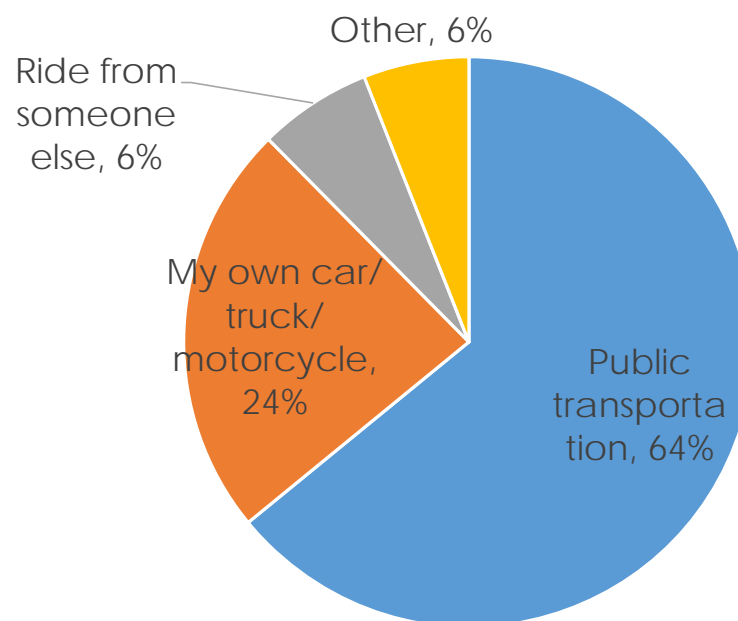


Mobility and Transportation

“How big a barrier is transportation?”



“What is your primary mode of transportation?”



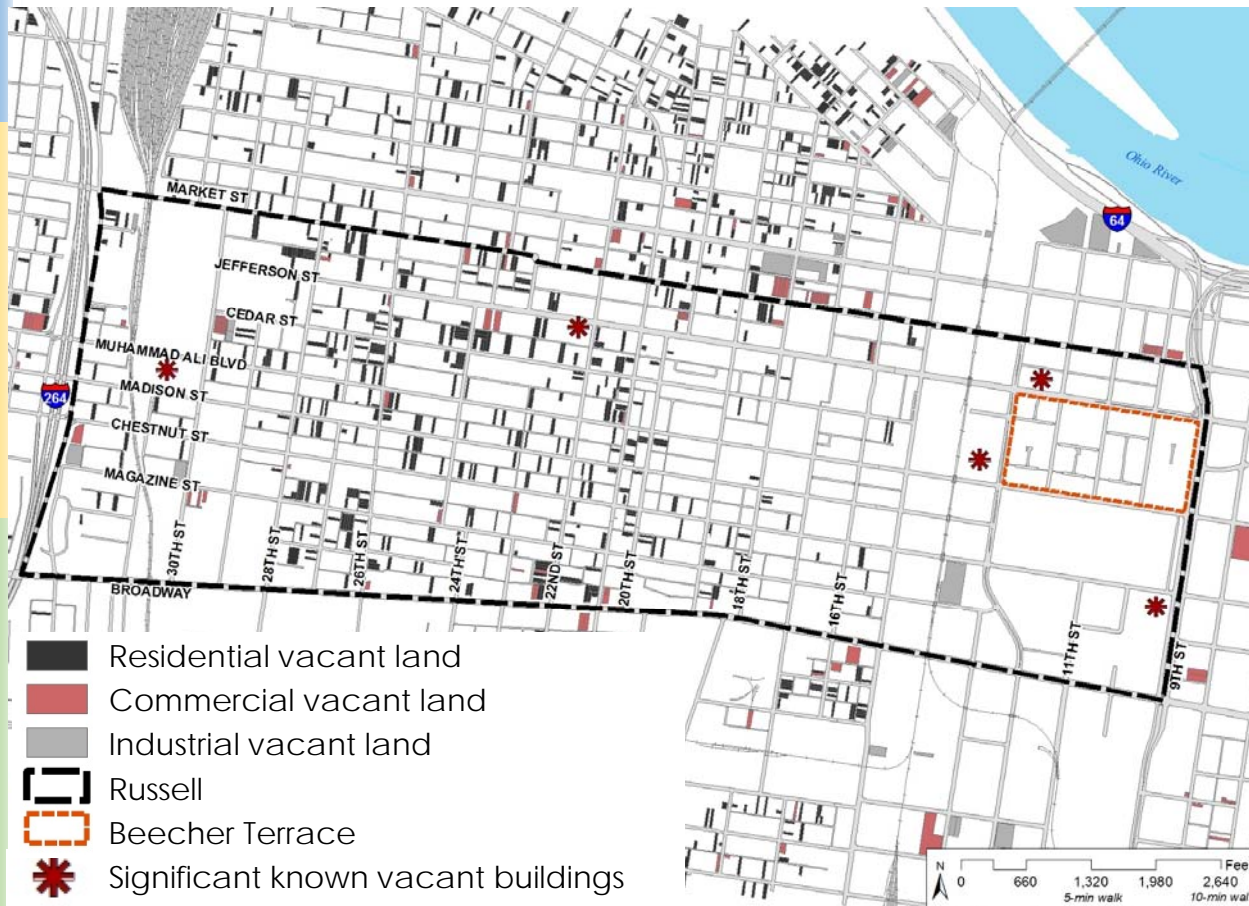
- 26% of Beecher households have at least one drivable car
- 58% of Beecher households indicated access to public transportation was one of the top three strengths of the neighborhood.

A growing bicycle network



- New bike lanes on Muhammad Ali Blvd and Chestnut Street
- Connects to downtown and the Metro neighborways bike network

Significant number of vacant lots scattered throughout the neighborhood



- No distinct patterns or concentrations of vacancy and blight
- Small lot size and scattered distribution requires fine-grained infill and rehab strategy

Vacant lots and buildings detract from neighborhood appearance



Chestnut St



Jefferson St

Neighborhood housing characteristics

- 2,033 residential parcels (61% of all parcels)
 - 93% single family (1,895)
 - 7% multifamily (138)
- 4,802 housing units
 - 38% public housing or Section 8 units (1,829)
- 18% owner-occupied / 82% renter
 - Compared to 62% owner / 38% renter in Metro



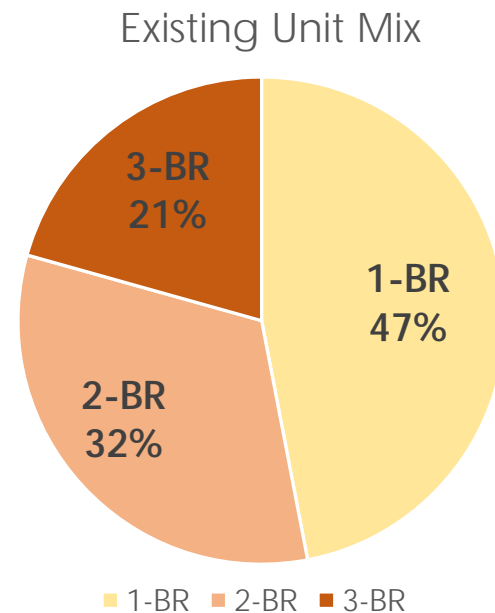
Neighborhood housing stock

- Almost half of housing built before 1939
 - Rehab potential to maintain neighborhood character, preserve affordability and improve energy efficiency
- Almost 20% of housing units are vacant (913 units)
 - Rehab/reuse potential, consider programs to encourage responsible homeownership
 - More residents will help attract more services and retail
- Most households are renters (82%)
 - Consider strategies to enforce responsible rental property management
- Diverse types of housing with no distinct patterns

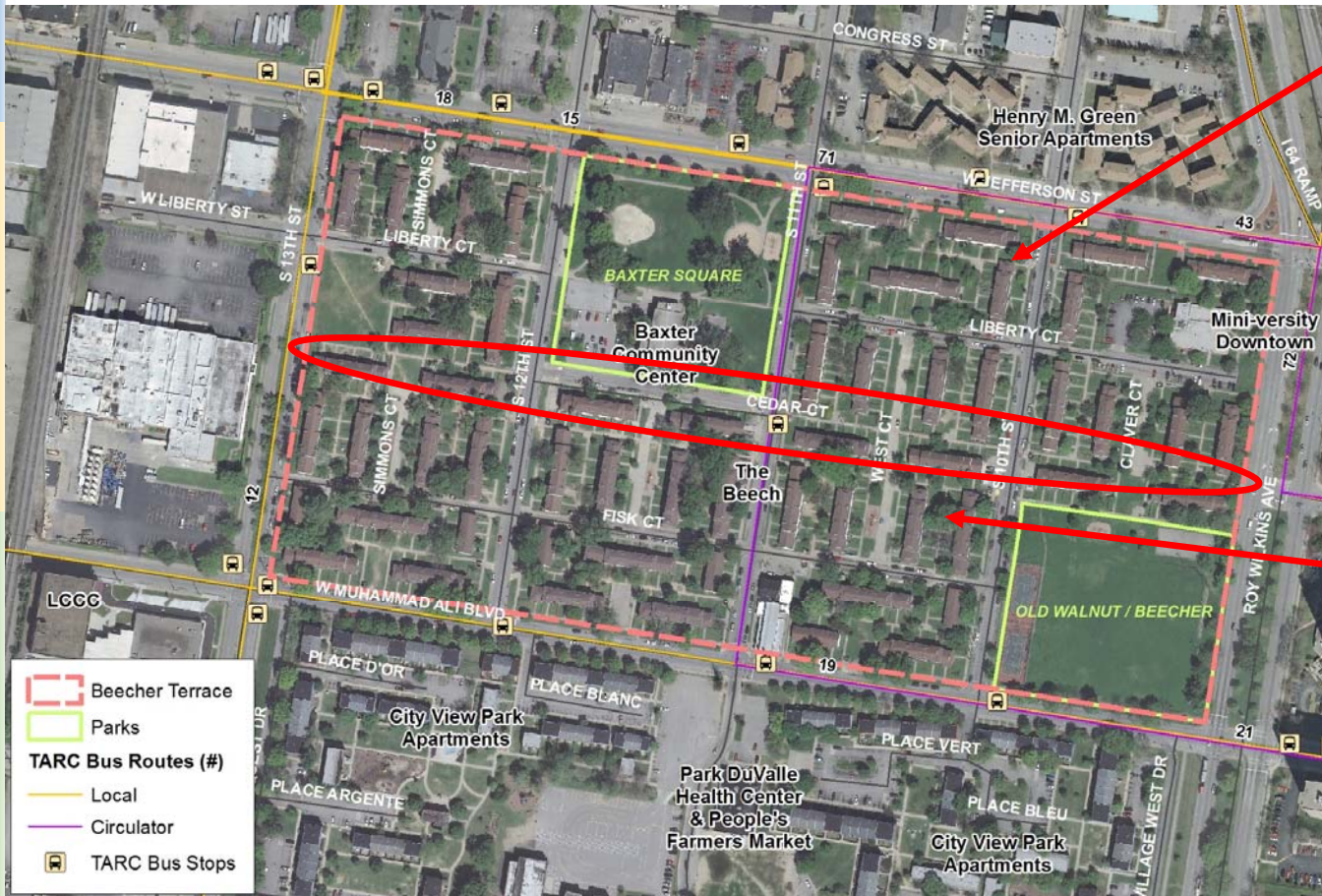


Beecher Terrace today

- 768 units in 59 buildings (1,320 total bedrooms)
- Baxter Community Center
- Baxter Square park; Old Walnut/Beecher park

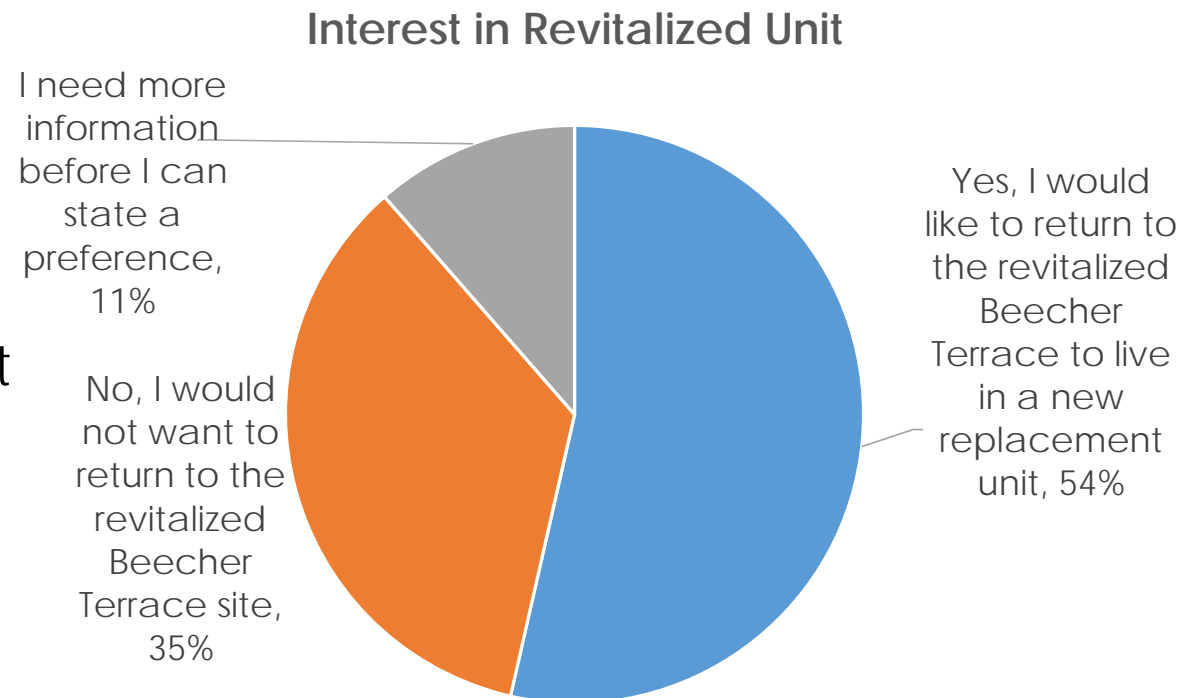


Site layout limits accessibility and safety



Beecher Residents' Interest in Returning

- 54% of households expressed interest in returning to a new unit
- 43% of households with children expressed interest in a new unit
- 61% of seniors/disabled households expressed interest in a new unit





Families who live in Russell

Profile of Targeted Households

Highlights from Beecher Resident Survey
(neighborhood survey data pending)

78% Survey response rate

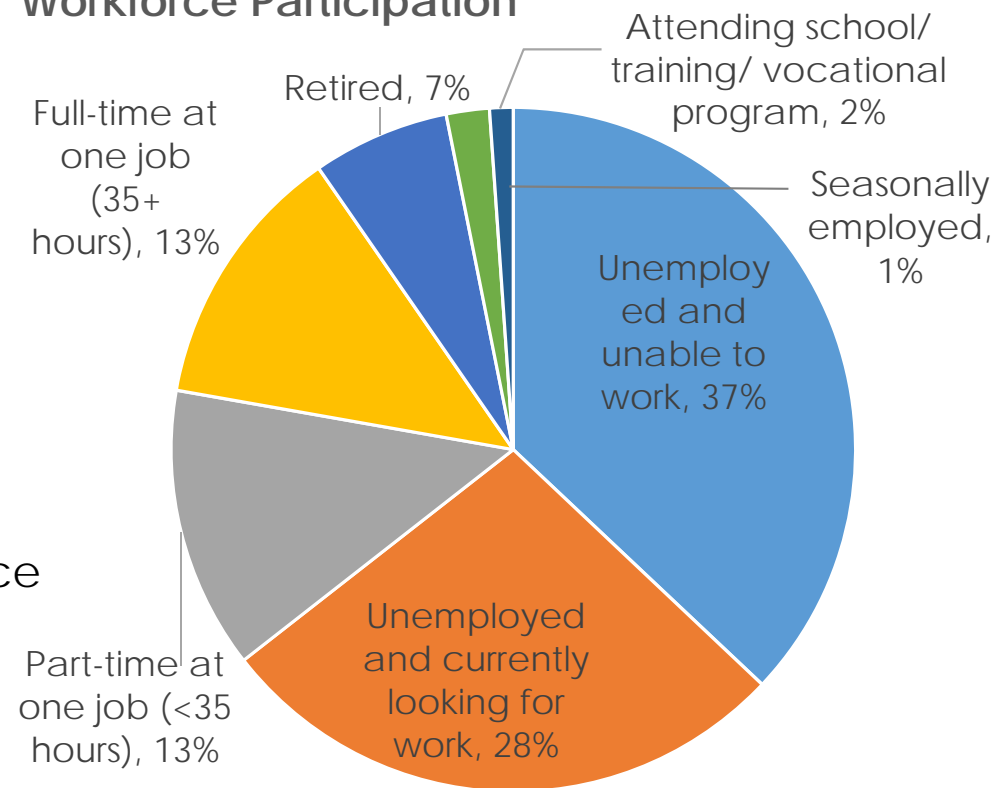
Resident Profile

	Beecher Terrace	Russell *	Louisville
# HH	697	3,712	244,674
#Residents	1,331	9,590	741,000
Average HH size	1.9	2.6	2.5
% HH with Children	37%	41%	31%
Median Age	25.5	28.5	37.0
% children (18 and younger)	43%	26%	26%
% seniors 62+	8%	8%	13%
% Black, White, Hispanic**	92%, 3%, <1%	91%, 6%, 1%	23%, 71%, 5%
% HH with 1+ Persons w/ Disability	30%	40.8%	28.6%
Poverty Rate	---	59.7%	17.3%
Average Tenure	11.9 years	TBD	N/A
% HH on Foodstamps in last 12 mo	69%	59.6%	16.3%
<small>*Includes Beecher **Does not equal 100%</small>			

Very low income and rates of employment

- Very low median household income
 - Beecher Terrace: \$5,885
 - Russell: \$14,209
 - West Louisville: \$21,699
 - Louisville: \$44,159
- Many not in the labor force
 - Beecher Terrace: 43%
 - West Louisville: 47%
 - Louisville: 34%
- High unemployment rate among labor force participants
 - Beecher Terrace: 52%
 - West Louisville: 23.3%
 - Louisville: 10.1%

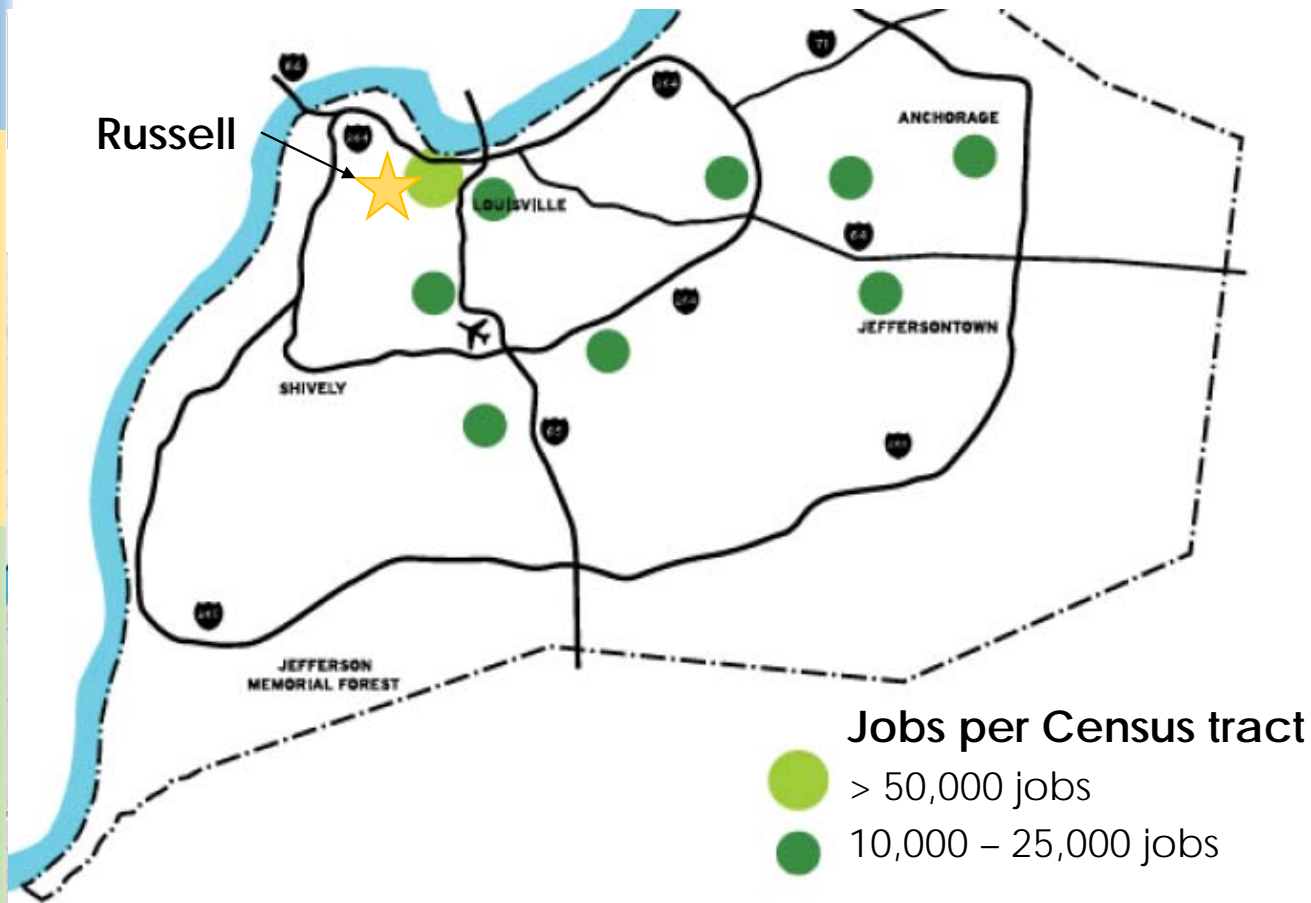
Workforce Participation



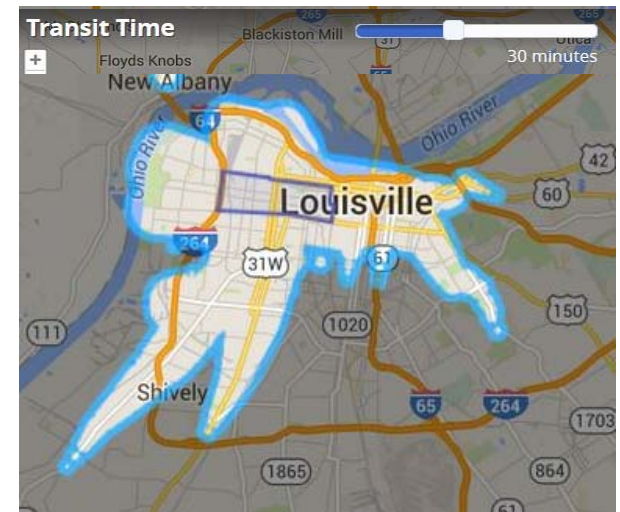
Significant barriers to employment

- 28% of Beecher Terrace residents are looking for work now
- Self-reported barriers to work (among those looking):
 - Affordable child care (35%)
 - Transportation (27%)
 - Lack of High School diploma or GED (12%)
 - Criminal record (5%)
- Several fields of interest align with hot jobs and career pathways identified by Kentuckiana Works
 - Healthcare (24%)
 - Restaurant/Food service (18%)
 - Hospitality (16%)
 - Maintenance Janitorial (10%)
 - Manufacturing (9%)

Access is difficult to some job centers



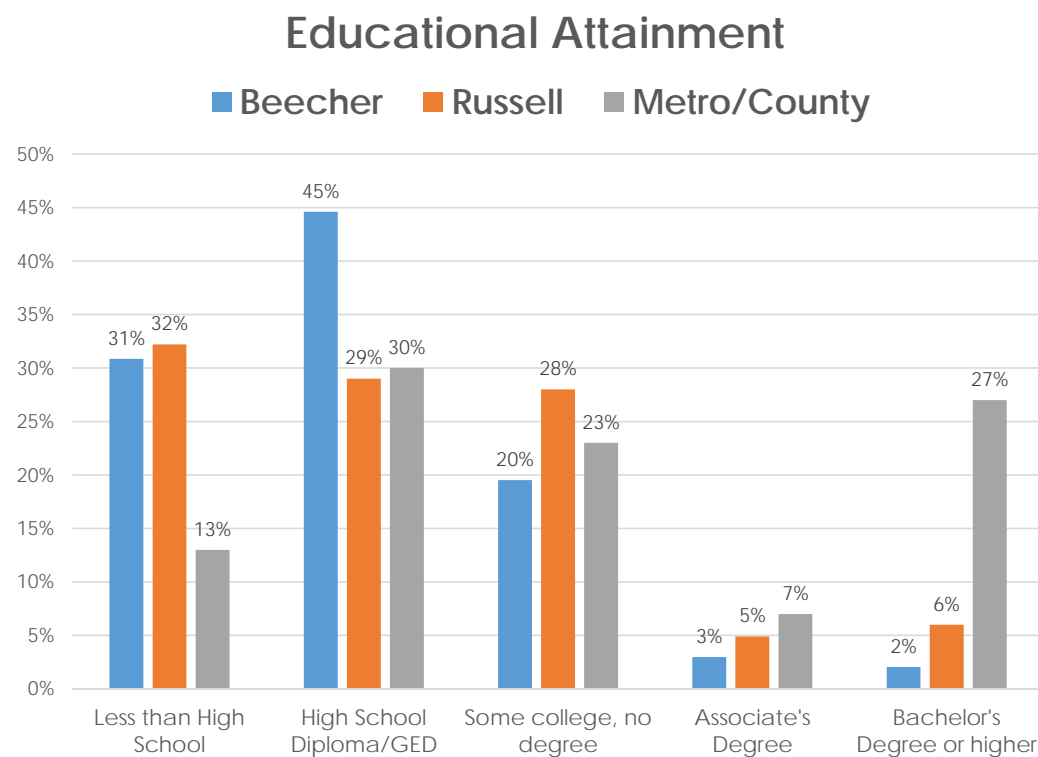
- Long travel times, multiple transfers
- 28% reliant on public transit for commuting to jobs



WalkScore.com

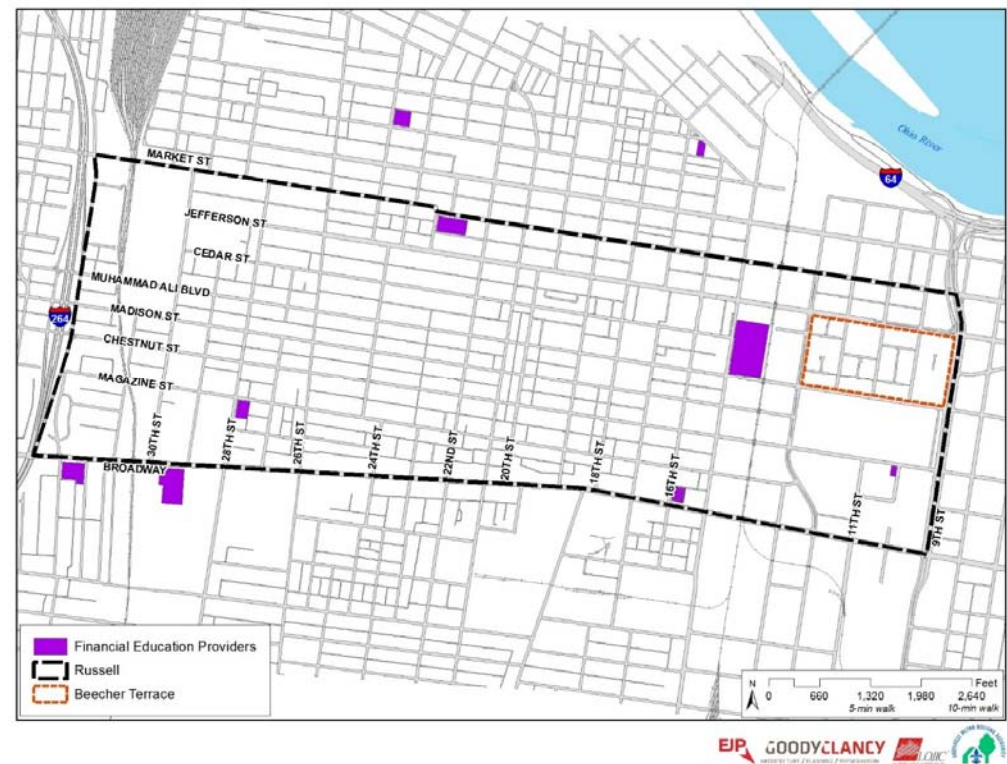
Low educational attainment; but great local training and education resources

- Nearly 1/3 of Beecher + Russell residents do not have a high school degree/GED (2.5x city-wide); only 2% enrolled
- According to Louisville Metro Community Needs Assessment 2015
 - Unemployment rate is significantly higher for those with lower educational attainment
 - Median earnings for someone with less than a high school degree is only 40% of someone with a bachelor's degree



High numbers without bank accounts

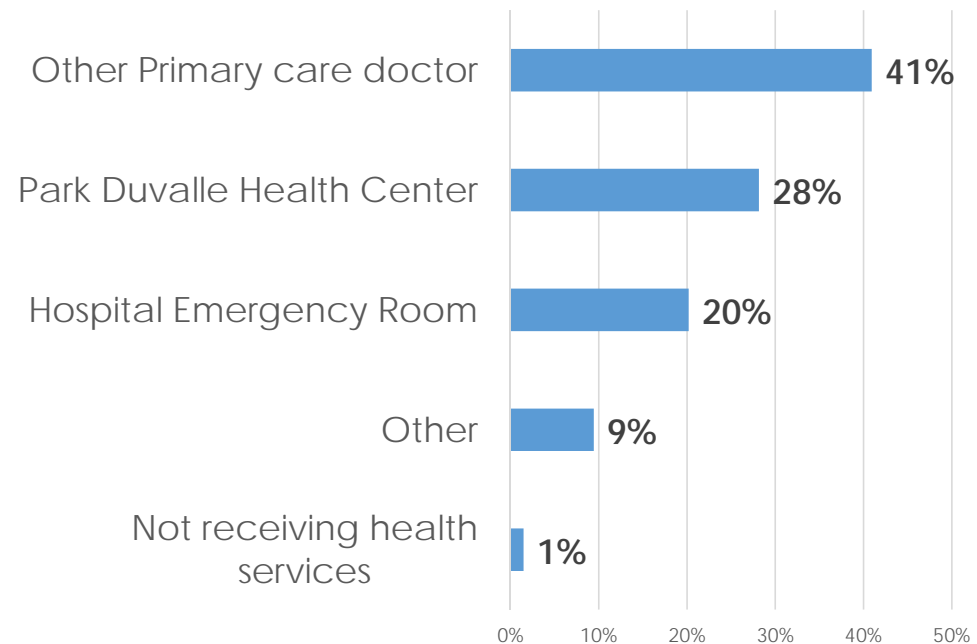
- 41% of Beecher Terrace residents do not have a bank account; 16% use check cashing services
- Budgeting, Financial Literacy and Credit Repair: 3rd most needed service per Beecher Terrace resident survey
- Financial literacy classes offered at 11 locations in & around Russell; Urban League recently launched Financial Empowerment Center



Nearly universal health insurance, but still high rates of emergency room usage

- 97% adults/98% children have health insurance compared to 76% in Russell and 86% in Metro
- High rates of emergency room use
- Barriers: cost (25%) and transportation (24%)
- 85% rate health care services as good or excellent
- More than half (58%) indicate no unmet health care needs
- Most common unmet health need is dental services (12%)

Where do you go when you are sick or need health advice?



High rates of chronic health conditions

- 39% of Beecher adults report fair/poor health
 - Greater than Black Non-Hispanics (31.89%) citywide
 - 3x rate of White Non-Hispanics (14.15%) and Hispanics (10.69%) citywide
- High rates of chronic health conditions self-reported at Beecher Terrace
 - Hypertension (43%)
 - Asthma (26%)
 - Arthritis (27%)
 - Extreme stress or anxiety (15%)
 - Depression (10%)
- Only 5% report their child's health is fair/poor
 - Yet, 33% of children suffer from asthma

	Russell	Louisville	U.S
Life Expectancy	69.5	77.6	79
Alcohol/Other Drug-Related Death Rates	8	5.4	---
Diabetes Death Rates	53	28	22.4
Heart Disease Death Rates	253*	181	194
Cancer Death Rates	275	190	186
HIV Death Rates	30*	4	2.7
Stroke Death Rates	39	40	41.9
Homicide Death Rates	49	9	5.3
Suicide Death Rates	8	13	12.7
Unintentional Injury Death Rates	45	39	37.6

Source: 2014 Louisville Metro Health Equity Report

Age-Adjusted Rates per 100,000 population

*Ranked highest of all Louisville neighborhoods

Good rates of physical activity reported but need for healthier eating

- 81% of Beecher Terrace adults and 97% of Beecher children report engaging in 30+ minutes of physical activity 3X per week;
- Almost half (47%) report no barriers to physical activity
 - Most common barrier: health conditions (20%), physical disability (16%), lack of places to walk/exercise (15%), concerns about safety (13%)
- 11% of Beecher Terrace adults and 15% of children report eating recommended 5+ servings of fruits and vegetables daily; compared to 26% of city/county residents per Healthy Louisville 2020
- While 49% indicated no specific reason for not eating more fruits and vegetables, 27% cite cost as a barrier

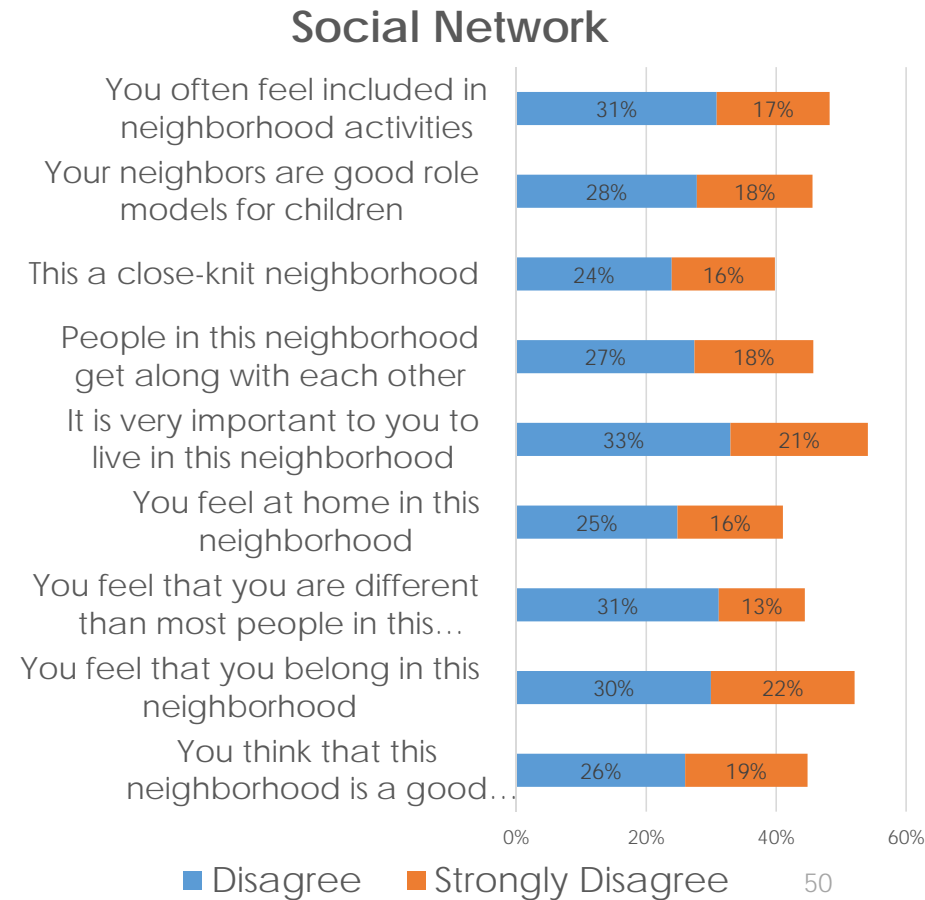


High awareness and utilization of services

- Majority of Beecher residents are aware of major community partners:
 - Park Duvalle Health Center (71%)
 - Baxter Community Center (70%)
 - Nia Center (63%)
 - Urban League (60%)
 - Western Library (54%)
 - Chestnut Street YMCA Branch (48%)
- Use among those that are aware is very good; satisfaction rate even better
- Half (49%) of households report having no trouble accessing needed services; otherwise, lack of awareness is most common (35%) barrier
- Most needed services as reported Beecher Terrace residents: computer training (25%), transportation assistance (21%)

...but high levels of disengagement

- 75% of respondents are not participating in any neighborhood associations or organizations
- Sense of disengagement is higher among families with children
- Families who live at Beecher 10 years or more, report feeling more connected



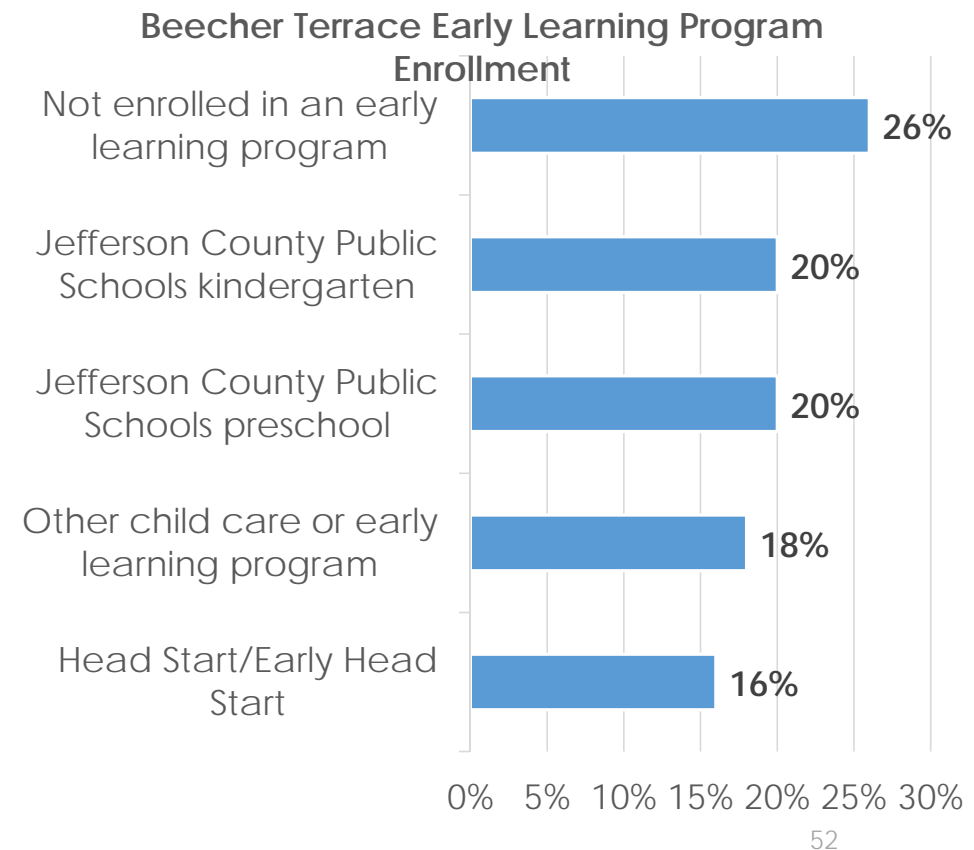


Education

Children and Youth

Many children are not ready for kindergarten

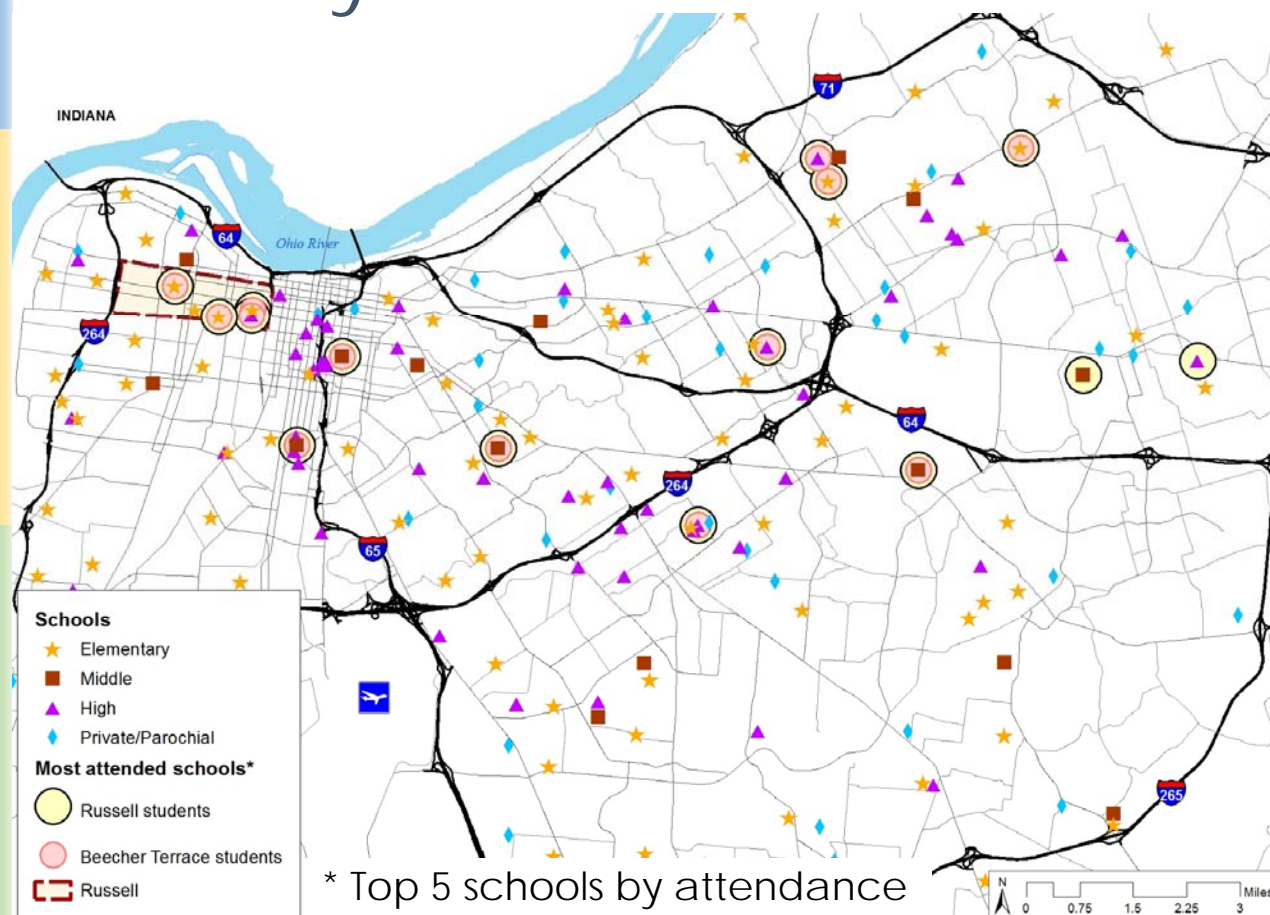
- 1,189 Russell children ages 0-5; 232 in Beecher
- 74% Beecher 0-5 year olds are enrolled in early learning program
- 206 Russell enrolled in JCPS pre-K program (*no data on those not in JCPS*)
- 42% of Beecher and 47% of Russell children entering kindergarten are kindergarten-ready; compared to 48% system wide (School year 2014-2015)



Existing childcare slots appear to meet needs; but overall quality is low

- 19 licensed childcare providers in Russell
- Total licensed capacity: 1321 slots
- All STAR levels surpass the minimum certification and/or licensing requirements that all programs must meet
 - No Level 4 STAR Rating, which is highest on a scale from 1 to 4
 - 21% Level 3 STAR Rating
 - 54% Level 2 STAR Rating
 - 18% Level 1 STAR Rating
 - 7% not rated
- Limited options for workers with non-traditional hours
- Less than 1/3 provide transportation (29%)

Russell students attend 126 schools across the city...

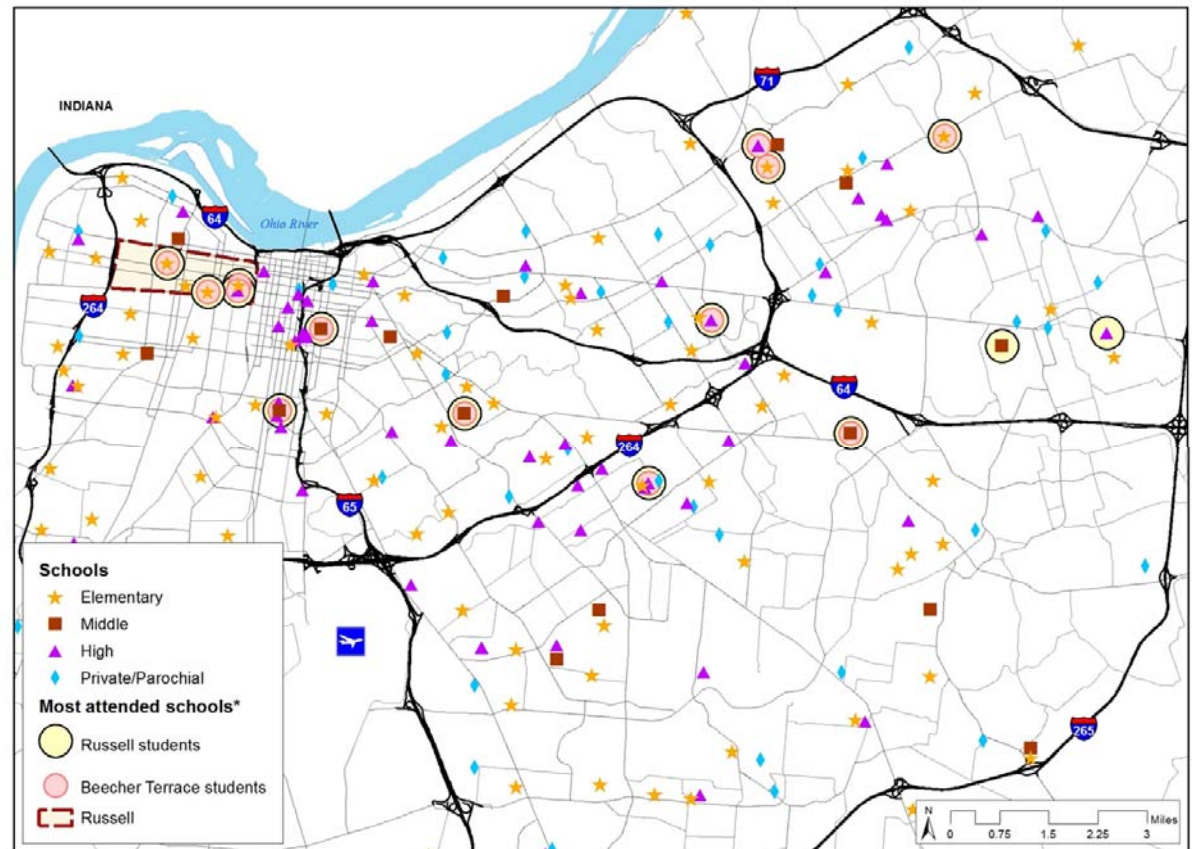


- 2,337 school-aged Russell children attend 126 schools
 - 57 elementary
 - 30 middle
 - 39 high schools
- 332 Beecher children attend 50 schools

Source: Jefferson County Public Schools dated July 10, 2015

...but nearly 1/3 attend a school in Russell

- Nearly 1/3 attend one of four schools in the neighborhood: Byck, Coleridge-Taylor, Roosevelt Perry and Central High
- Many of the remainder are bussed significant distances to school
- About half (48%) of Beecher parents participate in PTA/PTO at least occasionally; 37% said transportation/school located closer to home would increase involvement



* Top 5 schools for each of elementary, middle, and high

Schools have mixed performance

- Performance is mixed among the most commonly attended schools:
 - Roosevelt Perry, Byck are classified Focus/Needs Improvement AND are under-performing relative to the District/State
 - Central High School is classified as Focus/Needs Improving/Progressing relative to the District/State
 - Coleridge-Taylor Elementary, Crosby and Highland Middle are classified as (Focus/Needs Improvement) but perform on par or slightly better than other schools in the District/State
 - Ballard and Eastern High Schools are classified as Distinguished/High Performing schools

Enrollment (2014-15 School Year)

	Beecher	Russell
Elementary		
Coleridge-Taylor	25%	18%
Roosevelt Perry	17%	15%
Byck	8%	15%
Other	50%	53%
Middle		
Crosby	0%	43%
Highland	74%	24%
Other	26%	33%
High School		
Ballard	57%	28%
Eastern	0%	17%
Central	8%	11%
Other	35%	43%

Significant achievement gap between Beecher Terrace/Russell students and peers

Indicator	Beecher	Russell	JCPS
% Proficient or Distinguished in Reading	14.1%	23.0%	47.7%
% Proficient or Distinguished in Math	13.2%	17.6%	41.4%
% College or Career Ready	28.6%	31.7%	61.3%
% Attendance	90.7%	91.6%	94.0%
% Students Suspended	21.1%	18.4%	8.8%
% Students with Disabilities	18.7%	16.7%	12.3%

Source: Jefferson County Public Schools dated July 10, 2015

- 30% of Beecher Terrace households with school-age children have a child with a special need (primarily behavioral)
- 14% of Beecher parents are concerned that their child might drop out of school
- 31% of Beecher parents had a child who got in trouble at school 2+ times in the past year

Participation in youth programs is high

- 79% of Beecher Terrace youth enrolled in at least one type of program
 - 34% Afterschool program
 - 29% Recreational or sports program
 - 23% Mentoring program
 - 22% Faith-based/church activities



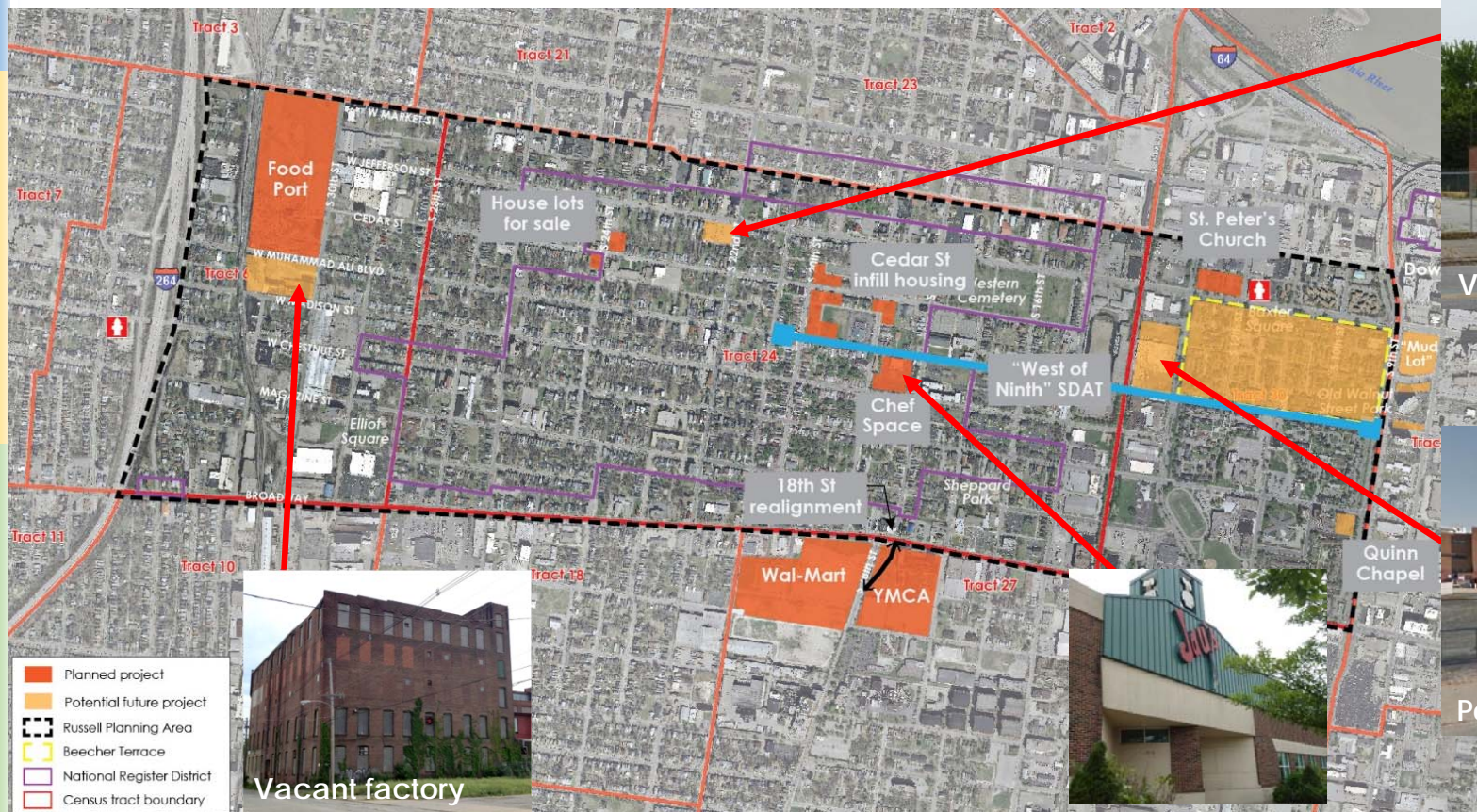


Leveraging Existing Momentum; Aligning Efforts

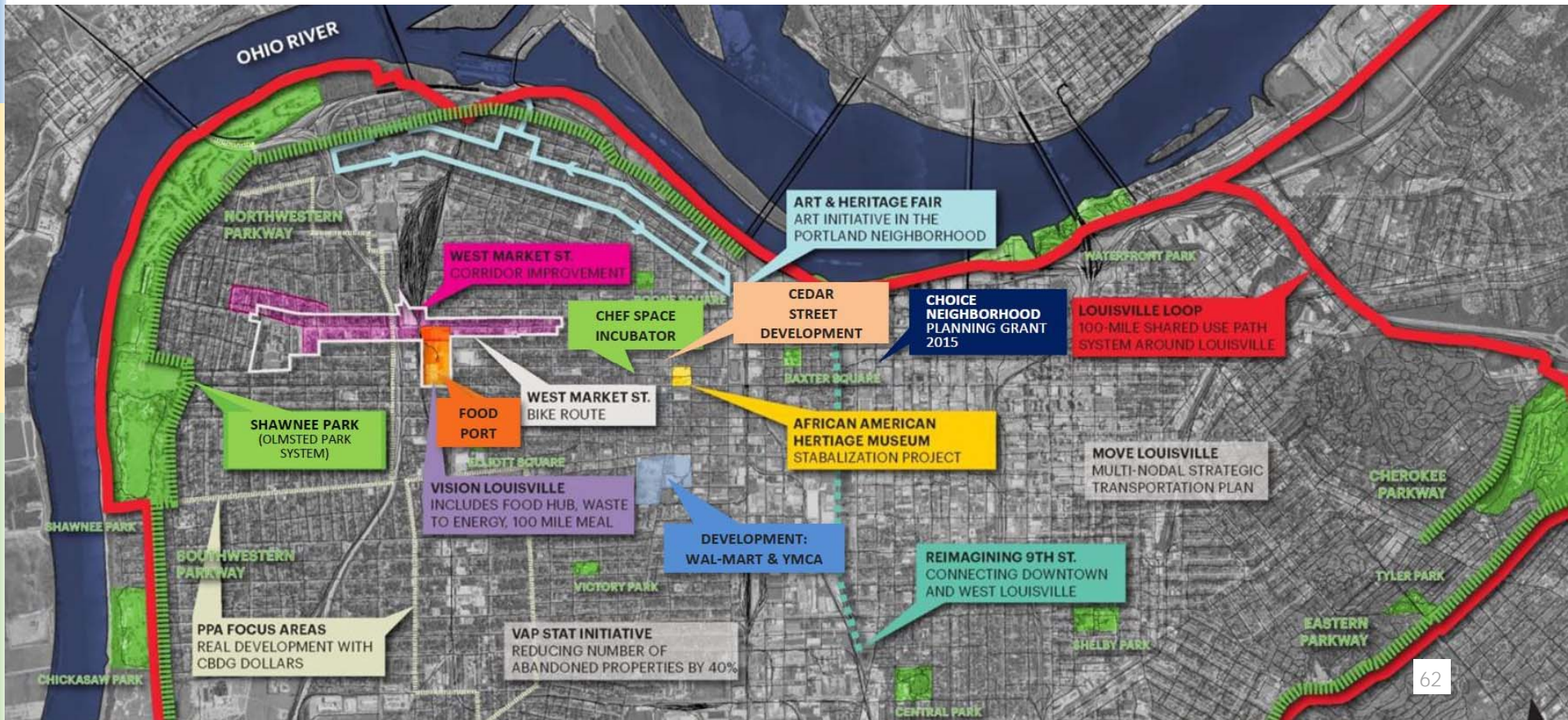
Existing Services Initiatives

- Kentuckiana Works Career Pathways
- Bank On Louisville
- Healthy Louisville 2020: Creating a Healthier City
- One Love Louisville/Louisville's Blueprint for Safe and Healthy Neighborhoods
- Sustain Louisville
- Meeting the 40210 Challenge: Building Momentum for Economic Prosperity through Early Childhood Education
- 55K Degrees/15K
- 2015 ArtsPlace Grant

Several significant planned and potential investments can support revitalization



West Louisville Investments





Discussion; Q & A

Russell Community Events

As of 7/20/2015

July 21, 2015 - Russell Choice Neighborhood Planning Initiative
Joint Task Force & Coordinating Committee Meeting
(10:00 am, Central High School)

July 21, 2015 - Russell Choice Neighborhood Planning Initiative
Community Meeting
(6:30 pm, Central High School)

July 24, 2015 - Russell Neighborhood Place Bridges of Hope
Back to School Fair

July 26, 2015 - Joshua Tabernacle Friends and Family Day
(8 am, 426 S. 15th St.)

August 1, 2015 - Central High School Community Yard Sale
(1130 W. Chestnut St.)

August 4, 2015 - Choice Neighborhood Planning Initiative
Neighborhood Task Force Meeting
(6:30 – 8:00 pm, Louisville Central Community Centers, 1300 W. Muhammad Ali Blvd.)

August 8, 2015 - Molo Festival Back to School Bash
(12-6 pm, 1407 W. Jefferson St.)

August 24, 2015 - Neighborhood Roundtable: Manfred Reid's Tour of Russell, as a rehearsal for the NeighborWorks Community Leadership Institute
(5:30-8 pm, New Directions Housing Corporation, 1000 E. Liberty St.)

September 11 & 12, 2015 - African Heritage Festival, Kentucky Center for African American Heritage
(Evening of the 11th for Opening Ceremonies,
11 am – 7:00 pm on the 12th for Festival Activities, 1701 W. Muhammad Ali Blvd.)
Workshops

October 7 & 8, 2015 - Russell Choice Neighborhood Design Workshops
Times and Locations to Be Determined

October 15-18, 2015 - Louisville NeighborWorks Community Leadership Institute

http://www.neighborworks.org/Documents/TrainingandServices_Docs/TrainingandProfessionalDevelopment_Docs/2010CILIRROFINAL-1mlay.aspx

