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

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
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

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

OUTSIDE PLANNING AREA
A - Family Dollar
B - Kroger Supermarket
C - NIA Center
D - Pic-Pac Supermarket
E - Transit Authority of River City
F - Wal-Mart project
G - YMCA project
Neighborhood Strengths and Needs

Top 5 Neighborhood Strengths

1. Housing affordability: 63%
2. Access to public transportation: 58%
3. Location (near downtown): 57%
4. Nearby to family/friends: 26%
5. Access to neighborhood services: 23%

5 Most Needed Improvements

1. Crime/violence on the streets: 87%
2. Lack of neighborhood amenities: 32%
3. Poor street lighting/street layout: 26%
4. Lack of social services: 23%
5. Location (distance from school, job, groceries, transportation, services): 17%
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

- **Part I:** Violent & property crimes—aggravated assault, burglary, robbery, homicide, motor vehicle theft, etc
- **Part II:** Drug offenses, simple assault, vandalism, weapons offenses, etc

- Two biggest spikes: 60% drug-related offenses
Beecher Residents’ perception of crime

“Where does crime occur?”

- The parking lot: 23% Somewhat Unsafe, 22% Very Unsafe
- Walking to/from the bus stop: 22% Somewhat Unsafe, 19% Very Unsafe
- Inside your apartment unit: 11% Somewhat Unsafe, 10% Very Unsafe
- Walkway between units & buildings: 24% Somewhat Unsafe, 33% Very Unsafe
- Neighborhood, nighttime: 23% Somewhat Unsafe, 44% Very Unsafe
- Neighborhood, daytime: 25% Somewhat Unsafe, 16% Very Unsafe

“How frequently does crime occur?”

- Frequently (1-2 times per week), 71%
- Sometimes (1-2 times per month), 20%
- Rarely (once every three months), 4%
- Never, 1%
- Don’t Know, 5%
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.

Mature street trees provide many benefits.

Many streets lack consistent street trees.

Mature street trees provide many benefits.
Most residents are within a 10-minute walk of a park...
…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
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
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

Existing Unit Mix

- 1-BR: 47%
- 2-BR: 32%
- 3-BR: 21%
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

**Interest in Revitalized Unit**

- Yes, I would like to return to the revitalized Beecher Terrace to live in a new replacement unit, 54%
- No, I would not want to return to the revitalized Beecher Terrace site, 35%
- I need more information before I can state a preference, 11%

Yes, I would like to return to the revitalized Beecher Terrace to live in a new replacement unit, 54%
Families who live in Russell

Profile of Targeted Households
Highlights from Beecher Resident Survey
(neighborhood survey data pending)
78% Survey response rate
## Resident Profile

<table>
<thead>
<tr>
<th></th>
<th>Beecher Terrace</th>
<th>Russell *</th>
<th>Louisville</th>
</tr>
</thead>
<tbody>
<tr>
<td># HH</td>
<td>697</td>
<td>3,712</td>
<td>244,674</td>
</tr>
<tr>
<td># Residents</td>
<td>1,331</td>
<td>9,590</td>
<td>741,000</td>
</tr>
<tr>
<td>Average HH size</td>
<td>1.9</td>
<td>2.6</td>
<td>2.5</td>
</tr>
<tr>
<td>% HH with Children</td>
<td>37%</td>
<td>41%</td>
<td>31%</td>
</tr>
<tr>
<td>Median Age</td>
<td>25.5</td>
<td>28.5</td>
<td>37.0</td>
</tr>
<tr>
<td>% children (18 and younger)</td>
<td>43%</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>% seniors 62+</td>
<td>8%</td>
<td>8%</td>
<td>13%</td>
</tr>
<tr>
<td>% Black, White, Hispanic **</td>
<td>92%, 3%, &lt;1%</td>
<td>91%, 6%, 1%</td>
<td>23%, 71%, 5%</td>
</tr>
<tr>
<td>% HH with 1+ Persons w/ Disability</td>
<td>30%</td>
<td>40.8%</td>
<td>28.6%</td>
</tr>
<tr>
<td>Poverty Rate</td>
<td>---</td>
<td>59.7%</td>
<td>17.3%</td>
</tr>
<tr>
<td>Average Tenure</td>
<td>11.9 years</td>
<td>TBD</td>
<td>N/A</td>
</tr>
<tr>
<td>% HH on Foodstamps in last 12 mo</td>
<td>69%</td>
<td>59.6%</td>
<td>16.3%</td>
</tr>
</tbody>
</table>

*Includes Beecher

**Does not equal 100%
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%
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

**Jobs per Census tract**
- > 50,000 jobs
- 10,000 – 25,000 jobs
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

Educational Attainment:

<table>
<thead>
<tr>
<th></th>
<th>Beecher</th>
<th>Russell</th>
<th>Metro/County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than High School</td>
<td>31%</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td>High School Diploma/GED</td>
<td>45%</td>
<td>29%</td>
<td>30%</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>20%</td>
<td>23%</td>
<td>28%</td>
</tr>
<tr>
<td>Associate's Degree</td>
<td>3%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Bachelor's Degree or higher</td>
<td>2%</td>
<td>6%</td>
<td>27%</td>
</tr>
</tbody>
</table>
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%)
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

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

*Ranked highest of all Louisville neighborhoods

Source: 2014 Louisville Metro Health Equity Report

Age-Adjusted Rates per 100,000 population
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

*Top 5 schools by attendance

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.
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

<table>
<thead>
<tr>
<th>Enrollment (2014-15 School Year)</th>
<th>Beecher</th>
<th>Russell</th>
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<tbody>
<tr>
<td><strong>Elementary</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coleridge-Taylor</td>
<td>25%</td>
<td>18%</td>
</tr>
<tr>
<td>Roosevelt Perry</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Byck</td>
<td>8%</td>
<td>15%</td>
</tr>
<tr>
<td>Other</td>
<td>50%</td>
<td>53%</td>
</tr>
<tr>
<td><strong>Middle</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crosby</td>
<td>0%</td>
<td>43%</td>
</tr>
<tr>
<td>Highland</td>
<td>74%</td>
<td>24%</td>
</tr>
<tr>
<td>Other</td>
<td>26%</td>
<td>33%</td>
</tr>
<tr>
<td><strong>High School</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ballard</td>
<td>57%</td>
<td>28%</td>
</tr>
<tr>
<td>Eastern</td>
<td>0%</td>
<td>17%</td>
</tr>
<tr>
<td>Central</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Other</td>
<td>35%</td>
<td>43%</td>
</tr>
</tbody>
</table>
Significant achievement gap between Beecher Terrace/Russell students and peers

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

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 Tabemacle 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