



16 Students from Central High School joined the Russell Neighborhood Outreach team on March 31, 2016 to discuss the Russell Choice Neighborhood Initiative. The group broke into two groups and below is the questions they were asked and their answers.

- **The best things (assets) that the Russell neighborhood currently has to offer.**
 - Central High School, Coleridge Taylor, churches, McDonalds, Wendy's, Centrals public swimming pool, YMCA, the public library, Elliot park, LCCC, and Central football stadium.
 - Central, churches, Greater Salem (Baptist church), nursing homes-Christian Care, housing assistance, Beecher Terrace, community centers, restaurants, Indi's, daycares, YMCA, seven counties, Chestnut Street Library, and Family Dollar.
- **Things that set Russell apart from other neighborhoods or communities.**
 - Community centers, West-end Louisville, historical, close to Waterfront Park, public transportation, Central High School, urban scenery, it branches off to every main center, people.
 - Black Achievers, Beecher Terrace, historical, racial demographic, downtown access, public transportation, and community centers.
- **Improvements or new amenities you would like to see in Russell over the next 5 years.**
 - More trees, more businesses, homeless people assistance, more learning centers, more entertainment, less trash, more parks, safer TARC stops, more street lights, better sidewalks, emergency buttons,

watch program, fitness centers, more local art work, dine-in restaurants, healthy food markets, and clinics .

- Beautification day, repave streets, healthier restaurants, healthier grocery stores, shopping centers, movie theatres, fitness centers, fix abandon houses and empty lots, more trees, flower gardens, and upgraded schools.
- **Look for common things that appear on these lists, and use those powerful words and images to shape marketing slogans.**
 - Russell, where the environment and the people meet
 - Russell the true vision- it starts with all of us, it starts with you, one people one Russell
 - A place to live work and play!
 - Your happy place!
 - The place to be!
 - A place you will never want to leave!
 - Reduce, Reuse, Re-Russell
 - Let's hustle to make russell a better place
 - Anew New Russell