



# RUSSELL CHOICE NEIGHBORHOOD PLANNING INITIATIVE

September 2015 Newsletter

## UPCOMING EVENTS\*

### September 12, 2015

**Event:** Community Conversation & Bus Tour

**Time:** 9:00 am—11:30 am

**Location:** African American Heritage Center — Lecture Gallery—1701 W. Muhammad Ali Blvd.

### September 21, 2015

**Event:** People Task Force Meeting

**Time:** 9:00 – 11:00 am

**Location:** St. Peter's United Church of Christ's — Russell Plaza, 1407 W. Jefferson Street, Suite 120

### September 22, 2015

**Event:** Housing Task Force Meeting

**Time:** 10:00 am– 12:00 pm

**Location:** Russell Apartments—1718 W. Muhammad Ali Blvd.

### September 22, 2015

**Event:** Neighborhood Task Force Meeting

**Time:** 6:30 – 8:00 pm

**Location:** Old Walnut Street (LCCC)—1300 W. Muhammad Ali Blvd.

### October 10, 2015

**Event:** Choice Neighborhood Planning Initiative Community Design Workshop

**Time:** 9:30 am – 12:30 pm

**Location:** Baxter Community Center - 1125 Cedar Ct.

\*Before attending a meeting, please call **502-719-7194**, or visit [www.visionrussell.com](http://www.visionrussell.com) to check for changes to meeting times or locations.

## INTRODUCING THE CHOICE NEIGHBORHOODS PLANNING INITIATIVE: VISION RUSSELL

### *What is the Choice Neighborhoods Initiative?*

The Choice Neighborhoods Initiative (CNI) is a HUD-funded grant program begun in 2010 that replaces the HOPE VI program.

On January 16, 2015 the Louisville Metro Housing Authority (LMHA) was awarded a \$425,000 planning grant for the Russell Neighborhood. Louisville Metro Government is also contributing \$600,000 to the planning process. LMHA, Louisville Metro and their Choice Neighborhood partners have until January 16, 2017 to develop a comprehensive plan for transforming the Beecher Terrace public housing site and Russell neighborhood.



*Beecher Terrace Public Housing Complex*

### *Planning Grant Goals:*

Called *Vision Russell*, the goal of the transformation plan is to help improve housing and attract high paying jobs and other investments needed to make this neighborhood a great place to live, work and play.

### *The Transformation Plan contains four focus areas:*

**PEOPLE:** Plans to improve community and supportive services that are delivered to youth and their families.

**EDUCATION:** Plans to improve children's ability to succeed in school and to find occupations where they will thrive financially.

**HOUSING:** Plans to transform distressed public and assisted housing and create high-quality, energy-efficient, mixed-income housing that responds to the needs of the neighborhood.

**NEIGHBORHOOD:** Plans to create the conditions necessary for public and private reinvestment in Russell that will offer the kinds of amenities and assets, including safety, good schools, and commercial activities, that are important to families' choices about their community.

### *How Can You Get Involved?*

Community participation is essential to the planning process, and you can get involved in many ways. This includes: attending community meetings and conversations, participating in task forces, or taking our *Vision Russell* Neighborhood survey.

Task force groups have been formed to focus on each of the four Transformation Plan components – People, Education, Housing and Neighborhood. To learn more about or participate in one or more of these task forces, go to [www.visionrussell.com](http://www.visionrussell.com) or call **502-719-7194** to speak with someone to get signed up or leave a message with your name, phone number, and your email address and/or mailing address.



## Want to take the Vision Russell Neighborhood Survey?

Outreach workers will continue to collect surveys through early September. If you would like to participate and earn a chance to win a Visa gift card, please contact New Directions Housing Corporation at **502-719-7194** or you can visit:

[www.surveymonkey.com/s/russellsurvey](http://www.surveymonkey.com/s/russellsurvey) to take the survey on-line.

You can also request that an outreach worker attend an event within the Russell Community by calling New Directions Housing Corporation at **502-719-7194**.



### Vision Russell: The Logo

Vision Russell is the official logo for the Russell Choice Neighborhood Initiative. The logo was unveiled in July, and was created with the input of many CNI partners and Russell Neighborhood stakeholders.



## Have you met The Russell Neighborhood Outreach Workers?

For the past several months, a team of five neighborhood outreach workers - Julia Robinson, Jackie Floyd, Latasha Moore, Vachel Hudson, and Airyca O'Bannon - has been busy conducting surveys at Russell community and church events that will help shape the *Vision Russell* transformation plan.



(Left to Right) Neighborhood Outreach Workers  
Jackie Floyd and Julia Robinson

Outreach workers are also going door-to-door to survey Russell residents with the goal of getting at least 370 survey responses, or approximately 10% of the neighborhood's households. To encourage participation, **anyone who completes a survey will be registered for drawings of \$50 Visa Gift Cards** that will be held throughout the survey period.

Jackie Floyd, one of the outreach workers for this project, sees her work as essential to improving the Russell Community.

"My goal every morning when I wake up is to do something positive that will make our community a better place," said Floyd, who lives with her family in the Russell neighborhood. "I am the proud mother of five children, a grandmother of twelve and great grandmother of four, and care deeply about our neighborhood's future. The change *Vision Russell* will bring about is positive for the entire community, both now and for generations to come."

Vachel Hudson, another outreach worker and recent communications and marketing graduate from Kentucky State University, lives and worships in Russell, attending Corinthian Baptist Church. In addition



Neighborhood Outreach Worker Vachel Hudson

to his efforts with *Vision Russell*, he is working as a substitute teacher and assistant high school football coach. "I'm very passionate about helping to make a difference in other people's lives."

Outreach workers are also distributing information to help keep the community informed on the progress of the *Vision Russell* planning efforts and upcoming activities. The community can also keep up with the group's work by visiting [www.visionrussell.com](http://www.visionrussell.com).

