South Indy Quality of Life Plan
Bean Creek • Carson Heights
Garfield Park • Meridian Raymond
Northwest Perry • Rosedale Hills
South Village • University Heights
South Indy Quality of Life Plan

TABLE OF CONTENTS

Executive Summary 3
QoL Process 6
Community Overview 8
Asset Mapping 13
Workplan 16
Acknowledgements 41
South Indy will thrive with a diversity of affordable housing opportunities and well-managed, quality rentals. Our youth and adults will have productive training and career options with local employers. Families and individuals will have access to health, wellness, recreational and community programming opportunities.

- Increase diversity in housing opportunities including mixed-use and senior developments.
- Trades programs will be accessible and link to career opportunities in South Indy.
- Educate residents regarding IndyGo's Red Line and Marion County Transit Plan and improved transit access to quality of life services.

South Indy residents will have access to affordable, healthy food options which are locally sourced. We envision improved connectivity and infrastructure creating a healthier community where pedestrians of all ages and ability are given the same consideration as automobiles. Shelby Street will flourish as a village community with transit oriented development that meets the needs of the community.

- Recruit existing and new grocery stores to provide healthy food options at affordable prices.
- Structure a connectivity master plan around three fundamental factors: health & safety, access and economic impact.
- Focus transit oriented development opportunities to align with resident and business priorities.

South Indy residents will have a broad community awareness of resources available to promote family supporting careers where our youth and adults have productive career opportunities with local employers. The South Indy QoL will serve as a connector between training and employment opportunities and residents.

- Five trades programs developed and sustained with South Indy education and workforce partners.
- Hold South Indy QOL education & workforce events that relate to the needs of the family.
- Work with businesses and schools to develop a trades mentoring program.
Our Plan

Community Building
We envision an inclusive South Indy identity which reflects the assets of the entire community and individual neighborhoods.

- Conduct asset mapping of historic locations, anchor institutions and neighborhood specific destinations and create a map to promote.
- Get a “SO” sign to place with one of the “I” in Indy signs.
- Establish a 501c3 organization that will serve as the driver of South Indy QoL progress and implementation.

Connectivity
We envision improved connectivity & infrastructure creating a healthier community where pedestrians of all ages and ability are given the same consideration as automobiles.

- Structure the connectivity master plan around three fundamental QoL factors: health & safety, access and economic impact
- Understand the impact of the Red Line on pedestrian traffic and anticipated future demand.
- Investigate best practices nationally for increasing bike/pedestrian traffic & safety.

Education & Workforce
South Indy youth and adults have productive career opportunities with local employers.

- Identify trades that are in demand by area businesses to promote job opportunities.
- Develop a strategy to implement trades programs and identify potential public and private partners for implementation.
- Work with the Indiana Construction Roundtable to utilize their Speakers Bureau for career skills development.

Health & Wellness
Healthier food options are accessible, affordable and locally sourced.

- Healthy food suppliers are identified, listed, and mapped for the 8 neighborhoods.

Housing
All neighborhoods in South Indy will boast a diversity of affordable housing opportunities available to all (age, income, race, familial status).

- Identify available educational and financial resources for potential homebuyers and promote opportunities (workshops, classes, lending programs).
- Identify funding sources for the development of multifamily housing for seniors, particularly along transit corridors.
- Seek funding and partnerships for repairs and retro-fitting of existing housing stock to meet ADA standards of accessibility.

Madison Avenue Corridor
Madison Avenue will be a vital central business corridor where industry and mixed use development will broaden job opportunities and community partnerships.

- Complete a market study for regional commercial development.
- Engage Madison Avenue focus area residents and commercial property owners for needs assessment and desired commercial amenities.
- Develop a sustainable beautification plan for Madison Avenue that focuses on native plantings, public art, median adoption and local business participation.

Shelby Street Corridor
Shelby Street will become a commercial destination with an increased variety of small local businesses.

- Conduct a transit oriented development study for Beecher Street south to Hanna Avenue that focuses on neighborhood and business priorities and envisions a village community from Beecher Street to Hanna Avenue.
- Engage South Indy neighborhoods to identify desired types of businesses along the Shelby Street Corridor.
- Create a Shelby Street Merchants Association (SSMA) that is inclusive to all businesses.

By the Numbers

- 8 South Indy neighborhoods coming together for the first time
- 7 Resident-led Action Teams formed to improve key quality of life issues
- 398 Neighborhood stakeholders engaged to create a quality of life plan
- 95 Organizations and businesses represented at planning meetings
- 173 Action steps identified to support thriving households, health communities, and a growing workforce in South Indy
- 1 Vision of a united South Indy community

- Available land is prioritized for urban farm development.
- Secure partnership with three food pantries where approved food production models are established.

- Identify available educational and financial resources for potential homebuyers and promote opportunities (workshops, classes, lending programs).
- Identify funding sources for the development of multifamily housing for seniors, particularly along transit corridors.
- Seek funding and partnerships for repairs and retro-fitting of existing housing stock to meet ADA standards of accessibility.

- Complete a market study for regional commercial development.
- Engage Madison Avenue focus area residents and commercial property owners for needs assessment and desired commercial amenities.
- Develop a sustainable beautification plan for Madison Avenue that focuses on native plantings, public art, median adoption and local business participation.
A quality-of-life planning process engages stakeholders in defining a shared vision for their neighborhood's future that includes all aspects of life, such as housing, safety, culture, parks, health care, child care, education and economic development. This results in a written document that captures a collaborative vision and outlines clear action steps, timelines, and individuals or institutions responsible for making it a reality.

Local Initiatives Support Corporation (LISC) Indianapolis originated Quality of Life planning in Indianapolis neighborhoods through the Greater Indianapolis Neighborhood Initiative in 2008. Incorporating a resident-led framework of community planning, LISC has stabilized eight targeted areas of Indianapolis with the support of hundreds of anchor institutions, businesses and thousands of residents resulting in $458 million leveraged investment impacting housing, community and economic growth.

In Spring 2015, LISC, University of Indianapolis (UIndy) and Fifth Third Bank announced the ninth QoL planning area in South Indy. Including eight neighborhoods, Bean Creek, Garfield Park, University Heights, Carson Heights, Meridian Raymond, South Village, Northwest Perry, and Rosedale Hills, the South Indy QoL plan identifies priorities determined by the community input and strategies and partners for inclusive, sustained and conscious development. Feedback from over 200 South Indy residents and community partner interviews, as well as input from 225 February 2016 Visioning Summit attendees, provided resident leaders from all eight neighborhoods the direction to focus planning efforts in seven QoL areas: Community Building, Connectivity, Education & Workforce Development, Health & Wellness, Housing and Shelby Street and Madison Avenue Corridors.

The Indianapolis Neighborhood Housing Partnership (INHP) sponsored six Early Action grants for resident-led action teams. Awarded projects include Community Career Fairs, South Indy Connectivity Master Plan, Shelby Street Beautification and Signage, SNAP Outreach for Garfield Park Farmer’s Market, South Indy Environmental Health Research, and South Indy Neighborhood Tailgate Party. These resident-led initiatives will kick off in the first year of plan implementation and build momentum towards other goals in the Quality of Life Plan.
May-July 2015: Convening Stakeholders: Steering Team is formed.

February 2016: Public Kick-off: Over 225 community members participate in a visioning summit.

October - December 2016: Bringing it all Together: The plan is unveiled!

August 2015 - January 2016: Early Planning Phase: 200 interviews with residents & engagement through neighborhood and city-wide meetings.

March - September 2016: Writing the Plan:
- 15 Resident Led and Action Team Meetings
- Plan Partner Panel Conversations
- Community Branding Exercise

May 2016: Bean Creek Neighborhood Association established and included in South Indy QoL plan boundaries September 2016.

September 2016: NW Perry Neighborhood Association established and included in South Indy QoL plan boundaries.
Community Overview

1822 Virginia-born brothers Henry and James Bradley come to Indiana and purchase eighty acres each of land in the area that is now Garfield Park and its surrounding neighborhood.

1847 The Madison-Indianapolis Railroad is the first steam railroad to reach Indianapolis. Today, the line is owned by CSX Transportation North of Hanna Avenue and the Louisville and Indiana Railroad from Hanna Avenue south to Jeffersonville.

1858 Historic Hannah House is built and utilized as a passage for the Underground Railroad.

1876 The City of Indianapolis acquires the land for its first city-owned park two years earlier and establishes it as Southern Park. The park is renamed Garfield Park in 1881, soon after the assassination of President James Garfield.

1900 Service starts for the first electric interurban railroad serving Indianapolis. The interurban train ran in the middle of Shelby Street north of Madison Avenue from the 1910s-1940.

1902 Indiana Central University (known as Indiana Central College from 1921-1975) is chartered. The construction of Good Hall is completed in 1905, and the first classes are held. Around this same era, the first properties in University Heights neighborhood are platted and developed.

1907 The town of University Heights was incorporated. It was annexed into the City of Indianapolis in 1923. The interurban train had a stop near Hanna Avenue and Shelby Street, where several stores and a village center began to develop.
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1912</td>
<td>Landscape Architect George Kessler develops a complete master plan for Garfield Park, which includes the Sunken Gardens and new bridges which still exist today.</td>
</tr>
<tr>
<td>1922</td>
<td>St. Roch Parish is founded.</td>
</tr>
<tr>
<td>1957</td>
<td>Claude B. Kendall, owner of the Key West Shrimp House on Madison Avenue, starts the Madison Avenue Businessmen Association and initiates an annual Miracle Mile Parade to celebrate the businesses and entertainment opportunities along Madison Avenue. In 2006, the parade was revived by the Gateway Community Alliance.</td>
</tr>
<tr>
<td>1958</td>
<td>The Madison Ave. Expressway is constructed.</td>
</tr>
<tr>
<td>1970</td>
<td>The City of Indianapolis consolidates with the government of Marion County, forming the ‘Unigov’ system. The previous boundaries of the city extended south to Troy Avenue, which is now the northern boundary of Perry Township and southern boundary of Center Township.</td>
</tr>
<tr>
<td>1975</td>
<td>Interstate-65 is built just east of Garfield Park, creating a barrier between Garfield Park and Bean Creek neighborhoods.</td>
</tr>
<tr>
<td>1986</td>
<td>Indiana Central University is renamed University of Indianapolis.</td>
</tr>
<tr>
<td>1998</td>
<td>Friends of Garfield Park is founded to maintain and enhance the park.</td>
</tr>
<tr>
<td>2009</td>
<td>The Indy Connect initiative is created to organize transportation planning efforts throughout the region. Years of public input through the initiative leads to the development of the Marion County Transit Plan, which includes the first bus rapid transit (BRT) service in Indiana. The Red Line BRT service will have four stops in South Indy and run along the Shelby Street Corridor.</td>
</tr>
<tr>
<td>2013</td>
<td>Gateway Community Alliance founds the Gateway South District with an arch over Madison Avenue and landscaping near the intersection of Madison Avenue, East Street, and Troy Avenue.</td>
</tr>
</tbody>
</table>
The South Indy QoL plan incorporates community assets, focuses on opportunities and builds upon larger public, private and philanthropic projects planned and/or in development.

**ASSETS**
The South Indy QoL planning area covers 8 square miles and is comprised of:
- Eight neighborhoods with distinct history and identities boasting a range of housing options
- Commercial corridors serving local and regional needs
- Educational options from pre-k to graduate
- Recreational destinations

**OPPORTUNITY**
Concerns from South Indy residents create opportunities for focused QOL planning:
- Infrastructure that supports connectivity for all
- Affordable healthy food options
- Commercial development along key corridors
- Local industry that supports education and employment
- Transit oriented development that focuses on affordability, economic impact and community need

**MOMENTUM**
Successful QoL planning and implementation builds on larger community and city-wide projects in construction or development phases:

- **Big Car & Riley Area Development Corporation** - Working together to creatively rehabilitate a commercial node along Shelby Street between Southern Avenue and Nelson Avenue, the two organizations are focused both on residential and economic growth. Vacant homes are being restored for artists with subsidized rent for artists by roughly 50 percent, in return, asking them to contribute 16 + hours a month to investing back into the neighborhood with local arts initiatives. A new food hub, the Food Beauty Center, will open to offer locally sourced food to residents. Big car is developing a second community arts center with Tube 2.

- **IndyGo Marion County Transit Plan**, including the Redline Bus Rapid Transit System – Access to frequent and reliable transit service through the all-electric Bus Rapid Transit system with IndyGo’s Redline service which will run the entire QoL area along Shelby Street. With recent voter approval of the Marion County Transit Plan referendum, existing IndyGo service improves with a 70% increase in frequency, extended service hours and easier transfers.

- **Citizens Energy Group** – The DigIndy Project is a nearly 28-mile long network of 18 foot diameter deep rock tunnels being built 250-feet beneath the city to address the combined sewer overflow problem in Indianapolis. Beginning near the Indiana State Fairgrounds on the north, and ending on the south side of Indianapolis, DigIndy will be the largest public works project in the city.

- **In 2014, the University of Indianapolis** announced a five-year plan for strategic capital improvements totaling $50 million, including a renovation of the Krannert Memorial Library, the development of Greyhound Village Apartments, an expansion of biology, chemistry, and physics labs, new personnel and programmatic investments, and a renewed focus on career development through the Professional Edge Center.

- **Garfield Park** – One of the largest city parks in Indianapolis, the parks 500-seat outdoor MacAllister Ampitheater will see renovations that include a new roof and performance facility improvements led by the Friends of Garfield Park.
PLANNED INITIATIVES

**COMMUNITY BUILDING**
- Install a “So Indy” sign
- Advocate for more city-wide events in Garfield Park

**CONNECTIVITY**
- Identify and inventory infrastructure gaps
- Explore enforcement practices to protect pedestrians and cyclists

**ED & WORKFORCE**
- Educate families on choices beyond college with career events
- Trades programs are widely available for all ages

**HEALTH & WELLNESS**
- Expand the built environment in South Indy
- Support urban farm growth and development

**HOUSING**
- Connect individuals and families to home repair assistance
- Create housing options for seniors

**MADISON AVENUE**
- Establish Madison Avenue as a commercial destination
- Develop beautification standards for Madison Avenue

**SHELBY STREET**
- Install mural for wayfinding
- Identify desired types of businesses along Shelby Street

**SOUTH INDY MOMENTUM**

**BIG CAR & RILEY AREA DEVELOPMENT CORPORATION**
- Working together to creatively rehabilitate housing and commercial development along Shelby Street between Southern Avenue and Nelson Avenue.

- IndyGo Marion County Transit Plan, including the Redline Bus Rapid Transit System

- The DigIndy Project, a nearly 28-mile long network of 18 foot diameter deep rock tunnels built 250-feet beneath the city to address the combined sewer overflow problem in Indianapolis.

**UNIVERSITY OF INDIANAPOLIS**
- In 2014, the University of Indianapolis announced a five-year plan for strategic capital improvements totaling $50 million.

**FRIENDS OF GARFIELD PARK**
- Renovations planned for the park’s 500-seat outdoor MacAllister Amphitheater
**DEMOGRAPHICS**

**AGE**
- Total population: 34,137 persons
- Total planning area: 8 square miles
- 0-18: 23.6%
- 19-64: 66%
- 65+: 10.4%

**RACE**
- African American: 10.8%
- American Indian: 0.3%
- Asian: 1.8%
- Caucasian: 79.3%
- Multiple Race: 3.3%
- Other: 4.5%
- 12.08% Identify as Hispanic

**CRIME**
- Property crime per 1000
- Violent crime per 1000

**EDUCATION**
- 24.5% No high school diploma
- 39% High school diploma
- 20.1% Some college, no degree
- 4.4% Associate degree
- 12% Bachelor's degree or more

**ECONOMICS**
- 87.6% Employment
- 31.9% Poverty

**HOUSING**
- 12,712 housing units
- 13.8% Vacant
- 42.1% Renter
- 44.1% Owner

**Planning area**
- Marion County

Values based on 10.1 square mile census tract data

Sources: SAVI Community Profiles, SAVI Trends in Crime Report September 2015
## ASSET MAPPING

### Workforce/Growth

**Emma Donnan Middle School**

### STORE

<table>
<thead>
<tr>
<th>Store Name</th>
<th>Address</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>CVS Pharmacy</td>
<td>2215 Shelby St, Indianapolis, IN 46203</td>
<td>1</td>
</tr>
<tr>
<td>Dinner Bell Market</td>
<td>2824 Shelby St, Indianapolis, IN 46203</td>
<td>2</td>
</tr>
<tr>
<td>Walgreen's</td>
<td>4001 Madison Ave, Indianapolis, IN 46227</td>
<td>3</td>
</tr>
<tr>
<td>ALDI</td>
<td>2955 Madison Ave, Indianapolis, IN 46225</td>
<td>4</td>
</tr>
<tr>
<td>Buck's Market</td>
<td>3015 S Meridian St, Indianapolis, IN 46217</td>
<td>5</td>
</tr>
<tr>
<td>Kroger</td>
<td>4202 S East St, Indianapolis, IN 46227</td>
<td>6</td>
</tr>
<tr>
<td>Safeway</td>
<td>2176 Shelby St, Indianapolis, IN 46203</td>
<td>7</td>
</tr>
<tr>
<td>Save-A-Lot</td>
<td>3819 S East St, Indianapolis, IN 46227</td>
<td>8</td>
</tr>
<tr>
<td>Super Market Yolks</td>
<td>4202 S Meridian St #46217, Indianapolis, IN 46217</td>
<td>9</td>
</tr>
<tr>
<td>Walmart Neighborhood Market</td>
<td>3805 S Keystone Ave, Indianapolis, IN 46227</td>
<td>10</td>
</tr>
<tr>
<td>Carniceria El Ranchito</td>
<td>821 E Hanna Ave, Indianapolis, IN 46227</td>
<td>11</td>
</tr>
<tr>
<td>Tienda Morelos</td>
<td>3817 S East St, Indianapolis, IN 46227</td>
<td>12</td>
</tr>
</tbody>
</table>

**Garfield Park**

- Located in Garfield Park next to the tennis courts near the corner of Shelby St. and E. Southern Ave.

**Farmer's Market**

- (seasonal on Saturdays from May-October)

### PARK

<table>
<thead>
<tr>
<th>Park Name</th>
<th>Address</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garfield Park</td>
<td>2505 Conservatory Dr, Indianapolis, IN 46203</td>
<td>14</td>
</tr>
<tr>
<td>Southside Park</td>
<td>1941 E Hanna Ave, Indianapolis, IN 46227</td>
<td>15</td>
</tr>
<tr>
<td>Columbia Park</td>
<td>2717 S East St, Indianapolis, IN 46225</td>
<td>16</td>
</tr>
<tr>
<td>Bluff Park</td>
<td>555 W Hanna Ave, Indianapolis, IN 46217</td>
<td>17</td>
</tr>
<tr>
<td>University Heights</td>
<td>4133 Matthews Ave, Indianapolis, IN 46227</td>
<td>18</td>
</tr>
</tbody>
</table>

**Community Park**

- 4133 Matthews Ave, Indianapolis, IN 46227

### SCHOOL

<table>
<thead>
<tr>
<th>School Name</th>
<th>Address</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calvary Christian School</td>
<td>3639 S Keystone Ave, Indianapolis, IN 46227</td>
<td>19</td>
</tr>
<tr>
<td>University Heights School</td>
<td>4002 Otterbein Ave, Indianapolis, IN 46227</td>
<td>20</td>
</tr>
<tr>
<td>Methodist Children's Center</td>
<td>4002 Otterbein Ave, Indianapolis, IN 46227</td>
<td>21</td>
</tr>
<tr>
<td>Montessori Garden Academy</td>
<td>4141 S East St, Indianapolis, IN 46227</td>
<td>22</td>
</tr>
<tr>
<td>Bethany Daycare and Preschool</td>
<td>4702 S East St, Indianapolis, IN 46227</td>
<td>23</td>
</tr>
<tr>
<td>Christel House Academy</td>
<td>2717 S East St, Indianapolis, IN 46225</td>
<td>24</td>
</tr>
<tr>
<td>Central Catholic School</td>
<td>1155 Cameron St, Indianapolis, IN 46203</td>
<td>25</td>
</tr>
<tr>
<td>Emma Donnan Middle School</td>
<td>1202 E Troy Ave, Indianapolis, IN 46203</td>
<td>26</td>
</tr>
<tr>
<td>St. Roch Catholic School</td>
<td>3603 S Meridian St, Indianapolis, IN 46217</td>
<td>27</td>
</tr>
<tr>
<td>Raymond F Brandes Elementary School (IPS 65)</td>
<td>4065 Asbury St Indianapolis, IN 46227</td>
<td>28</td>
</tr>
<tr>
<td>Emmerich Manual High School</td>
<td>2405 Madison Ave, Indianapolis, IN 46225</td>
<td>29</td>
</tr>
<tr>
<td>Indiana Bible College</td>
<td>1502 E Sumner Ave, Indianapolis, IN 46227</td>
<td>30</td>
</tr>
<tr>
<td>University of Indianapolis</td>
<td>1400 E Hanna Ave, Indianapolis, IN 46227</td>
<td>31</td>
</tr>
<tr>
<td>Excel Center</td>
<td>3919 Madison Ave, Indianapolis, IN 46227</td>
<td>32</td>
</tr>
<tr>
<td>Eleanor Skillen Elementary School (IPS 34)</td>
<td>1410 Wade St, Indianapolis, IN 46203</td>
<td>33</td>
</tr>
<tr>
<td>Frederick Douglass School (IPS 19)</td>
<td>2020 Dawson St, Indianapolis, IN 46203</td>
<td>34</td>
</tr>
<tr>
<td>Roncalli High School</td>
<td>3300 Prague Rd, Indianapolis, IN 46227</td>
<td>35</td>
</tr>
</tbody>
</table>

**Church of Christ**

- 4141 S East St, Indianapolis, IN 46227

**Church of Acts**

- 3740 S Dearborn St, Indianapolis, IN 46237

**Southside Church of Nazarene**

- 2515 E Thompson Rd, Indianapolis, IN 46227
Rosedale Hills
University Heights Christian
Lifeway Church
Indianapolis Christian Fellowship
Good Shepherd Catholic Church

University Heights Baptist Church
University Heights United Methodist
Church of Christ
Garfield Heights
Thompson Road Baptist Church
St. Timothy's Episcopal Church
Villa Oaks Baptist Church
Bethany Wesleyan Church
Indianapolis Cornerstone Baptist Church
Southside Missionary Baptist Church
St. Roch Catholic Church
Bethany Lutheran Church
Church Christ South Keystone
Woodland Baptist
Landmark Baptist
Indiana Lautu Evangelical Church
First Separate Baptist Church
Petecostal Power of Praise
Cross Fire
Christ Our Healer
Pleasant Run United Church of Christ
Apostolic Christian Church
Diversity Church
Garfield Park Baptist Church
La Luz del Mundo
St. Andrew United Methodist

Marion County WIC
FSSA
Family Development Services
Marion County Probation
Garfield Park Branch of

Indianapolis Public Library
Mexican Civic Association of Indiana

YOOUTH SERVICES
Boys & Girls Club
Burello Family Club

PUBLIC SAFETY
IMPD Southeast District
Garfield Park
Fire Department
Ulindy Police Department
Marion County Health Department

HEALTH SERVICES
Franciscan Health Neighborhood Center
Meridian Nursing and Rehab
CVS
Marion County Health Department
Planned Parenthood
Comdent Dental Services
RoTech Healthcare Inc
Bethany Senior Village
Aspen University Shoppes
SVS Optical Center
Community Health Physical Therapy and Rehab at the Ulindy Health Pavilion
Mosaic Recovery
Southside Fellowship Center
The Waters of Indianapolis
Altenheim Health and Living
Joy's House
Oak Street Health
University of Indianapolis Schizoriter Health Center
Shelby Street Dentistry
Results Based Accountability™ (RBA) is a disciplined way of thinking and taking action that communities can use to improve the lives of children, youth, families, adults and the community as a whole. This framework of community planning provides guidance to residents in South Indy to shape the future of their neighborhoods, in an organized, thoughtful and collaborative process.

The RBA process first motivates individuals to determine a community vision and work towards the means to develop the Quality of Life (QoL) plan. RBA planning builds upon community assets and momentum, uses plain language and enables action quickly. 14 South Indy residents served as QoL Action Team Co-Chairs representing seven focus areas (Community Building, Connectivity, Education & Workforce, Health & Wellness, Housing and Madison Avenue and Shelby Street Corridors). The South Indy Action Team leadership, with 100% participation from South Indy neighborhoods, volunteered their time for RBA & QoL leadership training to guide the action teams in defining:

- A Vision for each Action Team
- Strategies & Action Steps for success
- Performance Measures to guide the work
- Collaborating & Lead Partners necessary for implementation
- Timetable for success

The result of the community efforts: a phased, workplan that provides clear direction for Action Teams to move from planning to implementation. Completed in November 2016, the South Indy QoL plan is a living document. A South Indy QoL leadership team, guided by LISC’s Great Places 2020 framework, will manage progress and sustainability of the workplan. Semi-annual QoL gatherings will provide a public platform for continued neighborhood engagement and involvement, reporting of Action Team efforts and celebrating plan successes.
## Community Building

**1:** We envision an inclusive South Indy identity which reflects the assets of the entire community and individual neighborhoods.

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.1:</strong> South Indy is branded and promoted to reflect a community-wide and neighborhood specific identity.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1.1.1</strong> Research past efforts to market South Indy and conduct market research.</td>
<td>Market research report developed which includes South Indy past and current marketing efforts.</td>
<td>UIndy Business/Marketing Departments, UIndy Art Department, SAVI (IUPUI), Historic Indianapolis, South Indy Neighborhood Associations, Pivot Marketing, Direct Connect Printing, Big Car, Visit Indy, St. John's Signs, Friends of Garfield Park</td>
<td>UIndy / Future South Indy 501c3</td>
<td>19</td>
</tr>
<tr>
<td><strong>1.1.2</strong> Conduct asset mapping of historic locations, anchor institutions and neighborhood specific destinations and create a map to promote.</td>
<td>Asset map developed and included on South Indy website.</td>
<td>UIndy Business/Marketing Departments, UIndy Art Department, SAVI (IUPUI), Historic Indianapolis, South Indy Neighborhood Associations, Pivot Marketing, Direct Connect Printing, Big Car, Visit Indy, St. John's Signs, Friends of Garfield Park</td>
<td>UIndy / Future South Indy 501c3</td>
<td>19</td>
</tr>
<tr>
<td><strong>1.1.3</strong> Develop messaging unique to South Indy.</td>
<td>Each neighborhood has an identifying sign and one South Indy sign installed that is visible from I-65.</td>
<td>UIndy Business/Marketing Departments, UIndy Art Department, SAVI (IUPUI), Historic Indianapolis, South Indy Neighborhood Associations, Pivot Marketing, Direct Connect Printing, Big Car, Visit Indy, St. John's Signs, Friends of Garfield Park</td>
<td>UIndy / Future South Indy 501c3</td>
<td>18</td>
</tr>
<tr>
<td><strong>1.1.4</strong> Develop a marketing strategy which includes print, online, etc. to promote assets, homeownership and businesses in South Indy.</td>
<td>Media plan for South Indy is created.</td>
<td>UIndy Business/Marketing Departments, UIndy Art Department, SAVI (IUPUI), Historic Indianapolis, South Indy Neighborhood Associations, Pivot Marketing, Direct Connect Printing, Big Car, Visit Indy, St. John's Signs, Friends of Garfield Park</td>
<td>UIndy / Future South Indy 501c3</td>
<td>19</td>
</tr>
<tr>
<td><strong>1.1.5</strong> Develop neighborhood banners or signage.</td>
<td>Eight neighborhood banners are created and installed.</td>
<td>UIndy Business/Marketing Departments, UIndy Art Department, SAVI (IUPUI), Historic Indianapolis, South Indy Neighborhood Associations, Pivot Marketing, Direct Connect Printing, Big Car, Visit Indy, St. John's Signs, Friends of Garfield Park</td>
<td>Big Car</td>
<td>20</td>
</tr>
<tr>
<td><strong>1.1.6</strong> Get a “SO” sign to place with one of the Visit Indy signs.</td>
<td>So Indy Installation is installed.</td>
<td>UIndy Business/Marketing Departments, UIndy Art Department, SAVI (IUPUI), Historic Indianapolis, South Indy Neighborhood Associations, Pivot Marketing, Direct Connect Printing, Big Car, Visit Indy, St. John's Signs, Friends of Garfield Park</td>
<td>UIndy / Future South Indy 501c3</td>
<td>18</td>
</tr>
</tbody>
</table>
2: Residents, businesses and community partners are able to communicate and collaborate across boundaries for continued progress in South Indy.

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1.1 Enhance southindy.org as the website to serve the needs of all eight South Indy Neighborhoods.</td>
<td>SouthIndy.org website is updated and process for site maintenance is created.</td>
<td>South Indy Neighborhood Associations, Indy Parks &amp; Recreation, Public Libraries, Mayor's Neighborhood Advocates, Big Car, Friends of Garfield Park, Southeast Neighborhood Development Corporation (SEND), Indy Star, NUVO, Urban Times, Visit Indy, Yelp, Downtown Indy Inc, Do317, Eclipse Marketing</td>
<td>UIndy / Community Builder</td>
<td>17</td>
</tr>
<tr>
<td>2.1.2 Community calendar is created on southindy.org.</td>
<td>Fully functioning community calendar on website.</td>
<td>South Indy Neighborhood Associations, Indy Parks &amp; Recreation, Public Libraries, Mayor's Neighborhood Advocates, Big Car, Friends of Garfield Park, Southeast Neighborhood Development Corporation (SEND), Indy Star, NUVO, Urban Times, Visit Indy, Yelp, Downtown Indy Inc, Do317, Eclipse Marketing</td>
<td>UIndy / Future South Indy 501c3</td>
<td>18</td>
</tr>
<tr>
<td>2.1.3 Partner with local media outlets and South Indy partners who are already harnessing the media.</td>
<td>Media contact list is developed.</td>
<td>South Indy Neighborhood Associations, Indy Parks &amp; Recreation, Public Libraries, Mayor's Neighborhood Advocates, Big Car, Friends of Garfield Park, Southeast Neighborhood Development Corporation (SEND), Indy Star, NUVO, Urban Times, Visit Indy, Yelp, Downtown Indy Inc, Do317, Eclipse Marketing</td>
<td>UIndy / Future South Indy 501c3</td>
<td>17, 18, 19, 20</td>
</tr>
<tr>
<td>2.1.4 Develop a public relations strategy including talking points.</td>
<td>Six news stories annually.</td>
<td>South Indy Neighborhood Associations, Indy Parks &amp; Recreation, Public Libraries, Mayor's Neighborhood Advocates, Big Car, Friends of Garfield Park, Southeast Neighborhood Development Corporation (SEND), Indy Star, NUVO, Urban Times, Visit Indy, Yelp, Downtown Indy Inc, Do317, Eclipse Marketing</td>
<td>UIndy / Future South Indy 501c3</td>
<td>17, 18, 19, 20, 21</td>
</tr>
<tr>
<td>2.1.5 Maximize social media presence with Facebook, Twitter, Instagram, Yelp and Nextdoor.</td>
<td>500 followers per social media site plus 10% annual growth.</td>
<td>South Indy Neighborhood Associations, Indy Parks &amp; Recreation, Public Libraries, Mayor's Neighborhood Advocates, Big Car, Friends of Garfield Park, Southeast Neighborhood Development Corporation (SEND), Indy Star, NUVO, Urban Times, Visit Indy, Yelp, Downtown Indy Inc, Do317, Eclipse Marketing</td>
<td>UIndy / Future South Indy 501c3</td>
<td>17, 18, 19, 20, 21</td>
</tr>
<tr>
<td>Action Steps</td>
<td>Performance Measures</td>
<td>Collaborating Partners</td>
<td>Lead Partner</td>
<td>Year</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------</td>
<td>------------------------</td>
<td>--------------</td>
<td>------</td>
</tr>
<tr>
<td>2.1.6 Use traditional media to spread information about South Indy events and progress.</td>
<td>Four mentions in partner stories annually.</td>
<td>South Indy Neighborhood Associations, Indy Parks &amp; Recreation, Public Libraries, Mayor's Neighborhood Advocates, Big Car, Friends of Garfield Park, Southeast Neighborhood Development Corporation (SEND), Indy Star, NUVO, Urban Times, Visit Indy, Yelp, Downtown Indy Inc, Do317, Eclipse Marketing</td>
<td>UIndy / Future South Indy 501c3</td>
<td>17, 18, 19, 20, 21</td>
</tr>
<tr>
<td>2.1.7 Support the development of the eight South Indy neighborhoods individual communication plans.</td>
<td>Neighborhood information is visible on southindy.org, South Indy QoL newsletter, public relations and social media.</td>
<td>South Indy Neighborhood Associations, Indy Parks &amp; Recreation, Public Libraries, Mayor's Neighborhood Advocates, Big Car, Friends of Garfield Park, Southeast Neighborhood Development Corporation (SEND), Indy Star, NUVO, Urban Times, Visit Indy, Yelp, Downtown Indy Inc, Do317, Eclipse Marketing</td>
<td>UIndy / Future South Indy 501c3</td>
<td>18</td>
</tr>
</tbody>
</table>

2.2: The South Indy QoL is sustained with a leadership model that facilitates QoL plan progress.

| 2.2.1 | Develop the QoL sustainability model. | Leadership structure is identified with sitting representatives from each neighborhood. | South Indy Neighborhood Associations, LISC, INHP, Polyphonic Solutions, 5/3 Bank | UIndy / Community Builder | 17 |
| 2.2.2 | Plan QoL update events. | Two QoL Summits are held each year. | South Indy Neighborhood Associations, LISC, INHP, Polyphonic Solutions, 5/3 Bank | UIndy / Future South Indy 501c3 | 17, 18, 19, 20, 21 |
| 2.2.3 | Plan QoL social events. | One Tailgate and one block party/social activity/service project are held each year. | South Indy Neighborhood Associations, LISC, INHP, Polyphonic Solutions, 5/3 Bank | UIndy / Future South Indy 501c3 | 17, 18, 19, 20, 21 |
| 2.2.4 | Coordinate with Community Builder for semi-annual & annual reporting. | Quarterly reports are completed each year. | South Indy Neighborhood Associations, LISC, INHP, Polyphonic Solutions, 5/3 Bank | UIndy / Future South Indy 501c3 | 17, 18, 19, 20, 21 |
| 2.2.5 | Establish a 501c3 organization that will serve as the drive of South Indy QoL progress and implementation. | A feasibility study is conducted which recommends a probable solution for long-term South Indy QoL sustainability solution and structure. | South Indy Neighborhood Associations, LISC, INHP, Polyphonic Solutions, 5/3 Bank | UIndy / Community Builder | 17 |
3: South Indy families will have access to affordable programming that meets social, economic and wellness needs of all individuals.

### 3.1: Build community by enhancing existing events.

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1.1 Create an inventory of existing community events and publicize.</td>
<td>Existing events listed on southindy.org community calendar.</td>
<td>UIndy, Indy Parks, Mayor’s Neighborhood Advocates, South Indy Neighborhood Associations, Friends of Garfield Park, Indy Star, Nuvo, Urban Times, Visit Indy, Yelp, Downtown Indy, Do317, Hannah House</td>
<td>UIndy / Community Builder</td>
<td>18</td>
</tr>
<tr>
<td>3.1.2 Advocate for larger, city-wide events to take place in Garfield Park, UIndy and the South Indy QoL Planning area.</td>
<td>One city-wide event occurs annually in South Indy.</td>
<td>UIndy, Indy Parks, Mayor’s Neighborhood Advocates, South Indy Neighborhood Associations, Friends of Garfield Park, Indy Star, Nuvo, Urban Times, Visit Indy, Yelp, Downtown Indy, Do317, Hannah House</td>
<td>Friends of Garfield Park</td>
<td>19</td>
</tr>
<tr>
<td>3.1.3 Create new, unique events to promote South Indy as a destination for work, life &amp; play (i.e. home tours, business crawls, historic places tour).</td>
<td>One South Indy focused event annually.</td>
<td>UIndy, Indy Parks, Mayor’s Neighborhood Advocates, South Indy Neighborhood Associations, Friends of Garfield Park, Indy Star, Nuvo, Urban Times, Visit Indy, Yelp, Downtown Indy, Do317, Hannah House</td>
<td>UIndy / Community Builder</td>
<td>19</td>
</tr>
</tbody>
</table>

### 3.2: Foster community and civic partnerships to advance the South Indy QoL vision.

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.2.1 Identify the needs for partnerships in the area.</td>
<td>Established list of South Indy partners.</td>
<td>South Indy City County-Councillors, Mayor’s Neighborhood Advocates, Indy Chamber, Indianapolis Public Schools (IPS), Indianapolis Metropolitan Police Department (IMPD), Marion County Sherrifs Office (MCSO), Marion County Prosecutor’s Office (MCPO), AT&amp;T, Eli Lilly, Community Health Network South, St. Francis Hospital, Citizens Energy Group (CEG)</td>
<td>UIndy / Community Builder</td>
<td>17</td>
</tr>
<tr>
<td>3.2.2 Develop partnerships with service and non-profit organizations, local businesses, apartment complexes, municipal agencies, law enforcement agencies and local schools.</td>
<td>A QoL partner certification program is developed.</td>
<td>South Indy City County-Councillors, Mayor’s Neighborhood Advocates, Indy Chamber, Indianapolis Public Schools (IPS), Indianapolis Metropolitan Police Department (IMPD), Marion County Sherrifs Office (MCSO), Marion County Prosecutor’s Office (MCPO), AT&amp;T, Eli Lilly, Community Health Network South, St. Francis Hospital, Citizens Energy Group (CEG)</td>
<td>UIndy / Future South Indy 501c3</td>
<td>20</td>
</tr>
<tr>
<td>3.2.3 Develop an advocacy platform to inform and receive critical South Indy concerns and developments with City-County Councillors and civic agencies.</td>
<td>Clear policies and procedures in place for advocacy.</td>
<td>South Indy City County-Councillors, Mayor’s Neighborhood Advocates, Indy Chamber, Indianapolis Public Schools (IPS), Indianapolis Metropolitan Police Department (IMPD), Marion County Sherrifs Office (MCSO), Marion County Prosecutor’s Office (MCPO), AT&amp;T, Eli Lilly, Community Health Network South, St. Francis Hospital, Citizens Energy Group (CEG)</td>
<td>UIndy / Future South Indy 501c3</td>
<td>21</td>
</tr>
</tbody>
</table>
### 3.3.3: South Indy QoL programming opportunities are available and meet the needs of individuals and families.

<table>
<thead>
<tr>
<th></th>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.3.1</td>
<td>Survey South Indy residents to understand programming needs.</td>
<td>Survey is developed and responses collected by 100 South Indy residents from all eight neighborhoods.</td>
<td>END, United Way, 211, Mayor’s Neighborhood Advocates, IPS, Local Churches, Goodwill Industries/The Excel Center, Community Health Network South, St. Francis Hospital, Friends of Garfield Park, Indy Parks and Recreation</td>
<td>Friends of Garfield Park</td>
</tr>
<tr>
<td>3.3.2</td>
<td>Assess current programming available to individuals and families based on needs survey.</td>
<td>Survey results are analyzed identifying gaps.</td>
<td>END, United Way, 211, Mayor’s Neighborhood Advocates, IPS, Local Churches, Goodwill Industries/The Excel Center, Community Health Network South, St. Francis Hospital, Friends of Garfield Park, Indy Parks and Recreation</td>
<td>UIndy / Future South Indy 501c3</td>
</tr>
<tr>
<td>3.3.3</td>
<td>Study other Indianapolis neighborhoods for best practices in community programming and identify programming partners.</td>
<td>A plan to enhance existing and create new South Indy QoL programming is created with partners and funding sources identified.</td>
<td>END, United Way, 211, Mayor’s Neighborhood Advocates, IPS, Local Churches, Goodwill Industries/The Excel Center, Community Health Network South, St. Francis Hospital, Friends of Garfield Park, Indy Parks and Recreation</td>
<td>UIndy / Future South Indy 501c3</td>
</tr>
<tr>
<td>3.3.4</td>
<td>Develop new programming models (i.e. to meet the needs of homeless, adult sports league, mental health services, seniors and arts)</td>
<td>One new community program is developed and offered to South Indy residents annually.</td>
<td>END, United Way, 211, Mayor’s Neighborhood Advocates, IPS, Local Churches, Goodwill Industries/The Excel Center, Community Health Network South, St. Francis Hospital, Friends of Garfield Park, Indy Parks and Recreation, UIndy</td>
<td>Friends of Garfield Park</td>
</tr>
</tbody>
</table>

### Connectivity

4: We envision a healthier community with improved connectivity & infrastructure where pedestrians of all ages and ability are given the same consideration as automobiles.

<table>
<thead>
<tr>
<th></th>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1</td>
<td>Develop a connectivity &amp; land use master plan.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.1.1</td>
<td>Structure a South Indy connectivity master plan for the entire South Indy QoL planning area around three fundamental factors: health &amp; safety, access and economic impact.</td>
<td>Connectivity plan created with health and safety, access and economic impact categories driving solutions.</td>
<td>City of Indianapolis - Department of Public Works (DPW), Ball State College of Architecture &amp; Planning, Health By Design, Mayor’s Neighborhood Advocates, IndyGo, South Indy Neighborhood Associations, Health &amp; Wellness Action Team, Madison Avenue Corridor Action Team, Shelby Street Corridor Action Team, GPNA Walkability &amp; Beautification</td>
<td>UIndy / Community Builder</td>
</tr>
<tr>
<td>4.1.2</td>
<td>Understand the impact of the Red Line on pedestrian traffic and anticipated future demand.</td>
<td>Traffic study from IndyGo obtained.</td>
<td>IndyGo</td>
<td>UIndy / Community Builder</td>
</tr>
</tbody>
</table>
### Action Steps

<table>
<thead>
<tr>
<th>Action Step</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1.3</td>
<td>Inventory assets or “demand drivers”: schools, retail, parks, art, amenities.</td>
<td>Inventory completed.</td>
<td>Ball State College of Architecture &amp; Planning, City of Indianapolis - DPW, Indy Parks &amp; Recreation, Friends of Garfield Park, Reconnecting to our Waterways, GPNA Beautification &amp; Walkability</td>
<td>Big Car</td>
</tr>
<tr>
<td>4.1.4</td>
<td>Identify &amp; inventory infrastructure for pedestrian, transit and bicycle.</td>
<td>Connectivity map completed</td>
<td>Ball State College of Architecture &amp; Planning, City of Indianapolis DPW, Indy Go, Health By Design, GPNA Beautification &amp; Walkability</td>
<td>Big Car</td>
</tr>
<tr>
<td>4.1.5</td>
<td>Engage residents and volunteers to conduct an infrastructure assessment that includes alleys, crosswalks, sidewalks, streets and street lighting.</td>
<td>South Indy Infrastructure assessment disseminated to city agencies and city-county Councillors.</td>
<td>Mayor’s Neighborhood Advocates, South Indy Neighborhood Association, Health By Design, Concord Neighborhood Center, Keep Indianapolis Beautiful, Reconnecting to our Waterways</td>
<td>Ulndy / Community Builder</td>
</tr>
<tr>
<td>4.1.6</td>
<td>Engage the community for input and support for connectivity: residents, businesses, institutions, the City, IndyGo.</td>
<td>Public meetings held in the nine South Indy neighborhoods.</td>
<td>Mayor’s Neighborhood Advocates, South Indy Neighborhood Associations, GPNA Beautification &amp; Walkability</td>
<td>Big Car</td>
</tr>
<tr>
<td>4.1.7</td>
<td>Inventory South Indy right of way areas, high crash intersections, danger zones, bus stops, etc.</td>
<td>Retrieve and document existing information.</td>
<td>Ball State College of Architecture &amp; Planning, City of Indianapolis - DPW, Indy Go, Health by Design, IMPD, Mayor’s Neighborhood Advocates, GPNA Beautification &amp; Walkability</td>
<td>Big Car</td>
</tr>
<tr>
<td>4.1.8</td>
<td>Investigate best practices nationally for increasing bike/ped traffic &amp; safety and advocate for protected bike lanes on all thoroughfares.</td>
<td>South Indy safety awareness plan is developed.</td>
<td>Health By Design, Indiana Citizens Allicance for Transportation (ICAT), IndyCog, Access Ability, ADA Indiana, City of Indianapolis - DPW, GPNA Beautification &amp; Walkability</td>
<td>Big Car</td>
</tr>
<tr>
<td>4.1.9</td>
<td>Develop community standards (separation of bike lanes, crossing enhancements, reduction of traffic lane width) and explore enforcement practices such as incentivizing non-motorized transit, advocating for “vision zero” type law enforcement to protect pedestrians.</td>
<td>Community standards published and presented to South Indy neighborhoods.</td>
<td>Ball State College of Architecture &amp; Planning, GPNA Beautification &amp; Walkability</td>
<td>Big Car</td>
</tr>
<tr>
<td>4.1.10</td>
<td>Ensure safe access to all education, faith-based, economic and recreation destinations is a key part of connectivity master plan.</td>
<td>Pedestrian access gaps and solutions for connectivity are identified.</td>
<td>Indy Parks &amp; Recreation, Friends of Garfield Park, South Indy neighborhood associations, City of Indianapolis - DPW, Health By Design, Health &amp; Wellness, Shelby Street and Madison Avenue Action Teams</td>
<td>Big Car</td>
</tr>
<tr>
<td>4.1.11</td>
<td>Develop community standards for land use.</td>
<td>Land use plan published</td>
<td>City of Indianapolis - DMD</td>
<td>Ulndy</td>
</tr>
</tbody>
</table>
### 4.2: Implement Connectivity Master plan focusing on health and safety, access and economic impact.

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.2.1</td>
<td>Communicate the plan via South Indy communication channels and neighborhood outreach.</td>
<td>Plan published on southindy.org, social media, in newsletters and presented to the eight South Indy neighborhood association meetings.</td>
<td>Mayor’s Neighborhood Advocates, South Indy Neighborhood Associations, Community Building Team</td>
<td>UIndy / Future South Indy 501c3</td>
</tr>
<tr>
<td>4.2.2</td>
<td>Establish an advocacy vehicle for both connectivity and land use.</td>
<td>South Indy connectivity advocacy organization created.</td>
<td>Mayor’s Neighborhood Advocates, Health by Design, South Indy Neighborhood Associations, Big Car</td>
<td>UIndy / Future South Indy 501c3</td>
</tr>
<tr>
<td>4.2.3</td>
<td>Engage and advocate South Indy Connectivity Plan with residents, businesses, institutions, civic partners, and IndyGo.</td>
<td>100% participation from city agencies, City-County Councillors and community partners in advocacy meetings.</td>
<td>Mayor’s Neighborhood Advocates, City of Indianapolis DPW/DMD, South Indy City-County Councillors, South Indy Neighborhood Associations, Health By Design, GPNA Beautification &amp; Walkability</td>
<td>Big Car</td>
</tr>
<tr>
<td>4.2.4</td>
<td>Educate the importance of the plan to the community on connectivity plan standards and proper use.</td>
<td>Host connectivity meetings with stakeholders and residents.</td>
<td>Ball State College of Architecture &amp; Planning, Mayor’s Neighborhood Advocates, City of Indianapolis DPW/DMD, South Indy City-County Councillors, South Indy Neighborhood Associations, Health By Design,</td>
<td>UIndy / Future South Indy 501c3</td>
</tr>
<tr>
<td>4.2.5</td>
<td>Prioritize implementation focused on the most critical needs and leveraged investment with greatest connectivity impact.</td>
<td>Cost and impact study developed.</td>
<td>Ball State College of Architecture &amp; Planning, Mayor’s Neighborhood Advocates, South Indy City-County Councillors, City of Indianapolis - DPW/DMD, Health By Design, IndyGo</td>
<td>Big Car</td>
</tr>
</tbody>
</table>

### 4.3: Create & improve connectivity signage in the community.

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.3.1</td>
<td>Use public art as tool for wayfinding and neighborhood identity.</td>
<td>Public art program establishing icon for each neighborhood.</td>
<td>Big Car, Reconnecting to our Waterways, Shelby Street Corridor Action Team, Madison Avenue Corridor Action Team</td>
<td>Big Car</td>
</tr>
</tbody>
</table>

### 4.4: Inventory & Improve transit stops.

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.4.1</td>
<td>Ensure safe pedestrian access to Red Line stations.</td>
<td>100% of connectivity priorities to red line stations are prioritized and are key features of connectivity plan.</td>
<td>IndyGo, Shelby Street Action Team, Madison Avenue Action Team, Big Car, City of Indianapolis - DPW</td>
<td>UIndy / Community Builder</td>
</tr>
<tr>
<td>4.4.2</td>
<td>Inventory and assess pedestrian connection to all IndyGo stops in South Indy QoL planning area.</td>
<td>100% pedestrian transit access gaps are addressed.</td>
<td>IndyGo, City of Indianapolis - DPW</td>
<td>UIndy / Community Builder</td>
</tr>
</tbody>
</table>
**4.5: Develop a plan for crosswalk improvements.**

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.5.1 Inventory crosswalks in connectivity plan and address priority intersections.</td>
<td>100% of major thoroughfares are identified with plan for improvements.</td>
<td>IndyGo, City of Indianapolis-DPW, Health by Design</td>
<td>UIndy / Future South Indy 501c3</td>
<td>18</td>
</tr>
<tr>
<td>4.5.2 Identify crosswalks gaps for handicapped and visually impaired needs and eliminate red light turns.</td>
<td>ADA accessibility and safety report is disseminated.</td>
<td>I CAT, City of Indianapolis - DPW, ADA Indiana, IndyGo</td>
<td>UIndy / Future South Indy 501c3</td>
<td>18</td>
</tr>
</tbody>
</table>

**Education and Workforce Development**

5: We envision broader community awareness of available resources that promote family supporting careers.

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1: Hold quarterly education &amp; workforce development events that are related to the needs of South Indy families in partnership with local businesses.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.1.1 Identify the interests of the family &amp; educate parents on career and educational options besides college and create events based on those needs (financial skills, career exploration, etc.).</td>
<td>A survey will be administered to both students and parents to gather input and share information about existing resources. Survey results will be used to create community and school events.</td>
<td>Southeast Community Center Services (SECS), Central 9 Career Center, Christel House, Christel House DORS, Hoosier Trades Council, IPS Parent Involvement, local schools</td>
<td>Emmerich Manual High School</td>
<td>18, 19, 20, 21</td>
</tr>
<tr>
<td>5.1.2 Work with schools, churches and community centers to schedule quarterly education and workforce events, making sure events are centric to each area and locations rotate.</td>
<td>Four events will be held each year at rotating locations that reflect the diversity of educational and workforce development resources in the South Indy QoL area.</td>
<td>Garfield Park Neighbors Association, University Heights Neighborhood Association, local churches, Emmerich Manual High School, UIndy</td>
<td>Garfield Park Branch of the Indianapolis Public Library.</td>
<td>18, 19, 20, 21</td>
</tr>
<tr>
<td>5.1.3 Develop partnerships to ensure event logistics are secured (i.e transportation to and from events, childcare, interactive demonstrations).</td>
<td>The logistical plan for each event will include at least one partner in a) transportation, b) childcare, and c) interactive demonstrations.</td>
<td>Ulndy Department of Education, Ulndy Service Learning, Indy Go, Central 9 Career Center, Tech High School</td>
<td>Ulndy Department of Service Learning</td>
<td>18, 19, 20, 21</td>
</tr>
<tr>
<td>5.1.4 Coordinate sponsorships to enhance event dynamics (food, prizes, and &amp; career giveaways).</td>
<td>The logistical plan for each event will include at least one partner in a) food, b) prizes, and c) career-related giveaways.</td>
<td>Chase Bank, 5/3 Bank, PNC Bank, local businesses</td>
<td>Gateway Community Alliance</td>
<td>18, 19, 20, 21</td>
</tr>
<tr>
<td>5.1.5 Work with local schools to ensure student participation is high.</td>
<td>Each event will have at least 5 schools present with between 2% and 5% student representation.</td>
<td>Excel Center, Christel House, Christel House DORS, Emmerich Manual High School, Perry Meridian High School, Central 9 Career Center, Southport High School</td>
<td>Christel House DORS</td>
<td>18, 19, 20, 21</td>
</tr>
</tbody>
</table>
## 6: South Indy youth and adults have productive career opportunities with local employers.

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>6.1</strong>: Trades programs are widely available and accessible in South Indy and connect opportunities with local businesses.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.1.1 Identify trades that are in demand by area businesses as well as new business trades South Indy would like to attract and what jobs are currently available.</td>
<td>A comprehensive survey will be conducted to identify local businesses' needs for skilled trade employees, and a family survey will be conducted to identify trades South Indy residents want in the neighborhood.</td>
<td>Hoosier Trades Council, Local Businesses, Community Health Network, St. Vincent Hospital, Work One, Employ Indy, Indiana Construction Roundtable</td>
<td>Garfield Park Branch of the Indianapolis Public Library.</td>
<td>17</td>
</tr>
<tr>
<td>6.1.2 Research other successful adult trades programs and explore feasibility of new trades and basic skills training for adults.</td>
<td>At least ten successful trade programs will be identified on the South Side, and a comprehensive report will be created about each of these programs.</td>
<td>Job Corps, The Excel Center, Central 9 Career Center</td>
<td>UIndy Professional Edge Center</td>
<td>17, 18</td>
</tr>
<tr>
<td>6.1.3 Develop a strategy to implement trades programs and identify potential public and private partners for implementation.</td>
<td>Five trades programs developed and sustained with South Indy education and workforce partners.</td>
<td>Indy Public Library, Emma Donnan School, Excel Center in University Heights, Christel House, Christel House DORS, Manual High School, Perry Meridian H.S., Central 9 Career Center, Southport High School</td>
<td>Garfield Park Branch of the Indianapolis Public Library</td>
<td>19, 20</td>
</tr>
<tr>
<td>6.1.4 Promote trade employment opportunities in South Indy (i.e. billboards, direct mail, local churches, trades fair).</td>
<td>At least three different modes of communication will be used to promote trade opportunities including social media, direct mail, and trade fairs.</td>
<td>Hoosier Trades Council, Top Notch of Indiana, Quality Connection</td>
<td>UIndy Top Dog</td>
<td>21</td>
</tr>
<tr>
<td>6.1.5 Work with the Indiana Construction Roundtable utilizing their Speakers Bureau platform for South Indy residents.</td>
<td>One speakers bureau held annually.</td>
<td>Indiana Construction Roundtable</td>
<td>UIndy / Future South Indy 501c3</td>
<td>18, 19, 20, 21</td>
</tr>
</tbody>
</table>

### 6.1.1 Collaborating Partners:
- Hoosier Trades Council
- Local Businesses
- Community Health Network
- St. Vincent Hospital
- Work One
- Employ Indy
- Indiana Construction Roundtable

### 6.1.2 Collaborating Partners:
- Job Corps
- The Excel Center
- Central 9 Career Center

### 6.1.3 Collaborating Partners:
- Indy Public Library
- Emma Donnan School
- Excel Center in University Heights
- Christel House
- Christel House DORS
- Manual High School
- Perry Meridian H.S.
- Central 9 Career Center
- Southport High School

### 6.1.4 Collaborating Partners:
- Hoosier Trades Council
- Top Notch of Indiana
- Quality Connection

### 6.1.5 Collaborating Partners:
- Indiana Construction Roundtable

## 6.2: Work with local businesses, educational institutions and workforce development agencies to develop a trades mentoring program

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>6.2</strong>: Work with local businesses, educational institutions and workforce development agencies to develop a trades mentoring program</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.2.1 Promote on the job training including apprenticeships, job shadowing, and /or internship opportunities.</td>
<td>An apprenticeship pipeline will be developed for at least three different trades.</td>
<td>Masters Heating &amp; Cooling by Van Valer, Inc., Job Corps, Teen Works, SECS, The Excel Center, Christel House, Christel House DORS, Perry Meridian High School, Central 9 Career Center, Southport High School, UIndy Professional Edge Center</td>
<td>Emmerich Manual High School</td>
<td>20, 21</td>
</tr>
</tbody>
</table>
### 6.2.2 Start career exploration as early as 5th grade and have business representatives and alumni visit schools to tour facilities and speak with students.

- **Business representatives and alumni will visit at least five schools per school calendar year.**

- **South Indy Neighborhood Associations, Marion County Health Department (MCHD), Indy Food Council, City of Indianapolis Food Policy & Program Coordinator**

- **Emma Donnan Middle School**

- **Year:** 20, 21

### 6.2.3 Promote locations on the Southside that currently provide career counseling preparation.

- **At least two career counseling preparation programs will be present at each community event.**

- **SECS, Concord Community Center, Indianapolis Public Library, Work One, 5/3 Bank, Chase Bank, PNC Bank**

- **Garfield Park Branch of the Indianapolis Public Library**

- **Year:** 17, 18, 19, 20, 21

---

### Health and Wellness

**7: Healthier food options are accessible, affordable and locally sourced.**

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>7.1:</strong> Recruit existing and new Grocery stores to provide healthy food options at affordable prices.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>7.1.1</strong> Identify current locations which offer grocery food choices.</td>
<td>Grocery stores are identified, listed, and mapped for the eight neighborhoods.</td>
<td>South Indy Neighborhood Associations, Marion County Health Department (MCHD), Indy Food Council, City of Indianapolis Food Policy &amp; Program Coordinator</td>
<td>UIndy / Community Builder</td>
<td>17</td>
</tr>
<tr>
<td><strong>7.1.2</strong> Audit healthy food choices (and prices); prioritize desired foods at existing grocery stores.</td>
<td>Report of healthy food choices (and prices); survey of residents’ desired foods at existing grocery stores completed.</td>
<td>South Indy Neighborhood Associations, Purdue Extension, grocery stores, UIndy</td>
<td>UIndy / Future South Indy 501c3</td>
<td>17, 18</td>
</tr>
<tr>
<td><strong>7.1.3</strong> Locate potential local healthy food suppliers.</td>
<td>Healthy food suppliers are identified, listed, and mapped for the eight neighborhoods.</td>
<td>Urban Farms, Indy Food Council, Growing Places Indy, Indy Winter Farmer’s Market, We Grow Indy, City of Indianapolis Food Policy &amp; Program Coordinator</td>
<td>Garfield Park Farmer’s Market</td>
<td>17</td>
</tr>
<tr>
<td><strong>7.1.4</strong> Advocate the importance of healthy food options in the community and work with elected officials to promote South Indy as a place of need as new legislation emerges.</td>
<td>Document number of opportunities utilized for education and advocacy around healthy food options.</td>
<td>Mayor’s Neighborhood Advocates, State Representatives to the Indiana General Assembly, Purdue Extension</td>
<td>UIndy / Future South Indy 501c3</td>
<td>17, 18, 19, 20, 21</td>
</tr>
<tr>
<td><strong>7.1.5</strong> Collaborate with Shelby Street and Madison Avenue Action Teams to inventory potential land for new construction or redevelopment to entice &amp; recruit potential grocery store chains and retailers.</td>
<td>Available land is inventoried and presented for new/redeveloped grocery store chains or retailer options.</td>
<td>Shelby Street Action team, Madison Ave Action team, South Indy Neighborhood Associations, City of Indianapolis - DMD, Mayor’s Neighborhood Advocates</td>
<td>Riley Area Development Corporation / Southeast Neighborhood Development</td>
<td>17, 18, 19, 20, 21</td>
</tr>
<tr>
<td>Action Steps</td>
<td>Performance Measures</td>
<td>Collaborating Partners</td>
<td>Lead Partner</td>
<td>Year</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------</td>
<td>-----------------------</td>
<td>--------------</td>
<td>------</td>
</tr>
<tr>
<td>7.1.6</td>
<td>Promote information and opportunities through South Indy QoL communication channels.</td>
<td>Information disseminated on southindy.org, social media and in newsletter.</td>
<td>Southsider Voice, Southside Times, Urban Times, Community Building Action Team, South Indy Neighborhood Associations</td>
<td>UIndy / Future South Indy 501c3</td>
</tr>
</tbody>
</table>

### 7.2: Develop available land as a location for urban farming or community gardens.

| 7.2.1 | Identify current community gardens and urban farms. | Community gardens and urban farms are identified, listed, and mapped for the eight neighborhoods. | Urban farms, Purdue Extension, We Grow Indy, South Indy Neighborhood Associations, farmer's markets | Garfield Park Farmer's Market | 17, 18 |
| 7.2.2 | Collaborate with Shelby Street and Madison Avenue Action Teams and Renew Indianapolis to inventory and map available land/empty lots. | Available land and empty lots are listed and mapped for the eight neighborhoods. | Shelby Street Action team, Madison Ave Action team, South Indy Neighborhood Associations, Renew Indianapolis, Mayor's Neighborhood Advocates, Indy Parks and Recreation | UIndy / Community Builder | 17 |
| 7.2.3 | Contact land/lot owners about community garden/urban farm possibilities. | List of potential lots created. | South Indy Neighborhood Associations, Indy Parks and Recreation, Renew Indianapolis, Indy Food Council - Urban Garden Program | UIndy / Future South Indy 501c3 | 18 |
| 7.2.4 | Connect urban farmers to opportunities for expansion in South Indy. | One new urban farm is developed in South Indy. | Urban farms, Indy Food Council, Purdue Extension, We Grow Indy, Shelby Street Action Team, Madison Avenue Action Team | UIndy / Future South Indy 501c3 | 18, 19, 20, 21 |
| 7.2.5 | Engage schools and churches to promote use of their land for gardening and farming including Farm-to-School programs. | Efforts result in one new church garden and one new school garden. | IPS Schools, Neighborhood Associations, Farm-to-School network, Purdue Extension, local churches, local schools, Indiana Department of Education (DOE) Farm to School program | UIndy / Future South Indy 501c3 | 18, 19, 20, 21 |
| 7.2.6 | Connect South Indy residents to Purdue Extension Urban Agricultural Program. | 1-2 residents in South Indy are engaged in the program annually. | Urban farms, Purdue Extension - Master Gardeners, Central Indiana Community Foundation, Indy Food Council, South Indy Neighborhood Associations | UIndy / Future South Indy 501c3 | 18, 19, 20, 21 |
| 7.2.7 | Promote information and opportunities through South Indy QoL communication channels. | Information disseminated on southindy.org, social media and in newsletter. | Southsider Voice, Southside Times, Community Building Action Team, South Indy Neighborhood Associations | UIndy / Future South Indy 501c3 | 19, 20, 21 |

### 7.3: Reducing food waste in food pantries by utilizing healthy foods grown in urban farms, community gardens and home gardens.

| 7.3.1 | Identify and map food pantries. | Lists and maps of food pantries are generated for all 8 neighborhoods. | Indiana State Department of Health, SAVI, St. Vincent DePaul, Indiana Hunger Network, City of Indianapolis Food Policy and Program Coordinator | UIndy / Future South Indy 501c3 | 17, 18 |
| 7.3.2 | Survey food pantries and develop resource guide for hours of operation, food acceptance policies, capacity, and needs. | Survey and resource guide completed and reviewed annually. | Food pantries, South Indy Neighborhood Associations, St. Vincent DePaul, UIndy Department of Public Health, Gleaners | UIndy / Future South Indy 501c3 | 17, 18, 19, 20, 21 |
## 7.3: Increase food accessibility and security through community-based strategies.

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.3.3 Connect local food producers to food pantries in a meet and greet event.</td>
<td>Meet and greet event hosted and number of attendees documented.</td>
<td>Food Rescue, Second Helpings, food pantries, Gleaners Food Bank of Indiana, Urban farms, Community Harvest Food Bank</td>
<td>UIndy / Future South Indy 501c3</td>
<td>18</td>
</tr>
<tr>
<td>7.3.4 Encourage food pantries to develop an approved model for on-site food production for their own food pantry distribution.</td>
<td>3 food pantries will adopt an approved food production model.</td>
<td>Food pantries, Garfield Park Baptist Church, Purdue Extension, City of Indianapolis Food policy and Program Coordinator, Diversity Church</td>
<td>UIndy / Future South Indy 501c3</td>
<td>19, 20, 21</td>
</tr>
<tr>
<td>7.3.5 Develop and distribute community outreach on the importance of resident donation of excess grown foods to food pantries through community meetings, social media, etc.</td>
<td>Educational information/ handouts distributed.</td>
<td>South Indy Neighborhood Associations, Food pantries, Purdue Extension &amp; urban farmer educators</td>
<td>UIndy / Future South Indy 501c3</td>
<td>19</td>
</tr>
<tr>
<td>7.3.6 Educate South Indy food pantry patrons on healthy produce and preparation.</td>
<td>An educational class in South Indy will be hosted annually.</td>
<td>Gleaners Food Bank of Indiana, Purdue Extension, Marion Co HD, Food pantries, local hospitals, Garfield Park Baptist Church, Diversity Church</td>
<td>UIndy Health Pavilion</td>
<td>17, 18, 19, 20, 21</td>
</tr>
<tr>
<td>7.3.7 Promote information and opportunities through South Indy QoL communication channels.</td>
<td>Information disseminated during gardening season (April-August) on southindy.org, social media and in newsletters.</td>
<td>Southsider Voice, Southside Times, Community Building Action Team, South Indy Neighborhood Associations</td>
<td>UIndy / Future South Indy 501c3</td>
<td>18, 19, 20, 21</td>
</tr>
</tbody>
</table>

### 7.4: Increase individual home gardening in South Indy.

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.4.1 Identify resources available for home gardening.</td>
<td>List of home gardening resources identified in all eight neighborhoods.</td>
<td>Purdue Extension Master Gardener Program, Local gardening/greenhouse organizations, Indy Food Council</td>
<td>UIndy / Community Builder</td>
<td>17</td>
</tr>
<tr>
<td>7.4.2 Collaborate with the library, local schools, and Purdue Extension to educate residents on benefits of home gardening.</td>
<td>One home gardening educational program held annually, 5 South Indy residents participate and implement practices learned.</td>
<td>Garfield Park Branch of the Indianapolis Public Library, IPS schools, Other schools, Purdue Extension</td>
<td>South Circle Farms</td>
<td>18, 19</td>
</tr>
<tr>
<td>7.4.3 Educate residents on the appropriate resources for soil testing.</td>
<td>Survey and calculate percentage of residents using soil testing services.</td>
<td>IUPUI - Dr. Gabe Filippelli, Marion Co Health Department, Garden Safe Garden Well</td>
<td>UIndy / Future South Indy 501c3</td>
<td>18, 19, 20, 21</td>
</tr>
<tr>
<td>7.4.4 Locate and work with greenhouses to provide discounts to residents who garden at home.</td>
<td>5 area Greenhouses to provide discounts to South Indy residents.</td>
<td>Local gardening/greenhouse organizations</td>
<td>UIndy / Future South Indy 501c3</td>
<td>19, 20, 21</td>
</tr>
<tr>
<td>7.4.5 Develop garden assistance teams that can spend ½ day with a homeowner to get their garden started</td>
<td>One garden assistance team is developed and sustained for seasonal work.</td>
<td>South Indy Neighborhood Associations, Purdue Extension, Boy/Girl Scout Troops, 4-H clubs, Purdue Extension/Master Gardener, Garfield Park Conservatory</td>
<td>UIndy Service Learning</td>
<td>19, 20, 21</td>
</tr>
</tbody>
</table>
7.4.6 Encourage 4-H participation for children; Master Gardener participation for adults and children; Master Preserver participation for adults.  
Increased participation by South Indy residents annually.  
4-H clubs, Master Gardener program, Purdue Extension - Master Preserver, IPS and local schools, South Indy Neighborhood Associations  
UIndy / Future South Indy 501c3  
18, 19, 20, 21

7.4.7 Host sessions on healthy food preparation and how to save for the future when food is in abundance.  
Sessions hosted for South Indy residents annually.  
Purdue Extension, Purdue Extension Master Preserver, Growing Places Indy - Sarah Adams, Marion Co HD, UIndy Health Pavilion  
South Circle Farms  
18, 19, 20, 21

7.4.8 Host a community day for South Indy residents with resources and education readily available for home gardening.  
Community day hosted annually prior to gardening season.  
UIndy Health Pavilion, Friends of Garfield Park, City of Indianapolis Food policy and Program Coordinator, Garfield Park Farmers Market  
South Circle Farms  
18, 19, 20, 21

7.4.9 Promote information and opportunities through South Indy communication channels.  
Information disseminated on southside.org, social media and in newsletters.  
Southsider Voice, Southside Times, Community Building Action Team, South Indy Neighborhood Associations  
UIndy / Future South Indy 501c3  
17, 18, 19, 20, 21

8: Recreational places and fitness programs are accessible to individuals of all ages and abilities.

8.1: Expand the built environment including green and recreational spaces and playground equipment at parks and schools to increase connectivity.

8.1.1 Identify and map existing recreational spaces.  
Existing recreational spaces are ID’d and mapped for all eight neighborhoods.  
Hoosier Environmental Council  
UIndy / Future South Indy 501c3  
17, 18

8.1.2 Survey walkability and barriers to access and connectivity in existing recreational spaces.  
Survey Completed with participation from all eight neighborhoods.  
South Indy Neighborhood Associations, Connectivity Action Team, Health by Design  
Big Car  
17, 18

8.1.3 Work with City of Indianapolis on accessibility challenges (wheelchair ramps, crosswalks, etc.) and repairs.  
Non ADA compliant infrastructure is documented.  
Indiana citizens alliance for transit (ICAT), City of Indianapolis DPW, South Indy Neighborhood Associations, South Indy City-County Councillors, Connectivity Action Team, IndyGo, Ball State University College of Architecture and Planning, Health by Design, AARP, CICOA  
UIndy College of Health Sciences  
19, 20, 21

8.1.4 Identify grant opportunities and locate funding resources already in place to fund improvements in existing recreational spaces such as purchasing new equipment and benches.  
ID/Locate five funding sources and prioritize improvements needed in 100% of parks and public spaces.  
Keep Indianapolis Beautiful, Indy Parks & Recreation, CICF, Nina Mason Pulliam Trust, Lilly Foundation (Day of Service), Reconnecting to our Waterways (ROW), Friends of Garfield Park  
UIndy / Future South Indy 501c3  
17, 18, 19, 20, 21

8.1.5 Advocate connecting existing trails including Garfield Park, Fountain Square, Cultural Trail, Monon Trail, UIndy Health Loop and proposed interurban trail.  
Connectivity between all parks and public spaces is included as part of the South Indy Connectivity Plan.  
Connectivity Action Team, Health by Design, Indiana Trails, DPW, Indy Parks and Recreation  
Garfield Park Neighbors  
18
### 8.1.6 Investigate feasibility for a dog park.

- One dog park created and maintained in South Indy.
- Collaborating Partners: Indy Parks & Recreation, Mayor’s Neighborhood Advocates, Shelby Street Animal Clinic, FIDO, Animal Care Services, (DBNS)
- Lead Partner: UIndy / Future South Indy 501c3
- Year: 20, 21

### 8.1.7 Host community walks or events to promote recreational spaces and fitness programs.

- Document number of walks hosted to promote recreational and fitness program stations.
- Collaborating Partners: Health by Design, Indianapolis Hiking Club, Indy Parks & Recreation, Local Schools, YMCA, Big Car, ROW, Friends of Garfield Park, South Indy Neighborhood Associations
- Lead Partner: UIndy College of Health Sciences
- Year: 20, 21

### 8.2: Wellness organizations and businesses in South Indy will offer affordable fitness programming to South Indy residents.

<table>
<thead>
<tr>
<th>8.2.1</th>
<th>Identify existing fitness programming/locations.</th>
<th>Inventory complete with map of all fitness centers and program locations.</th>
<th>Indy Parks &amp; Recreation, YMCA, Planet Fitness, Burrello Center, UIndy HP, Sports Leagues, exercise and dance studios</th>
<th>UIndy College of Health Sciences</th>
<th>17, 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.2.2</td>
<td>Negotiate discounts at current fitness locations for QoL residents.</td>
<td>100% of South Indy Fitness Centers offer membership or class discounts to South Indy residents.</td>
<td>Indy Parks &amp; Recreation, YMCA, Planet Fitness, Burrello Center, UIndy HP, Sports Leagues, exercise and dance studios</td>
<td>UIndy / Future South Indy 501c3</td>
<td>19, 20, 21</td>
</tr>
<tr>
<td>8.2.3</td>
<td>Advertise existing fitness programming/locations and discounts.</td>
<td>Information disseminated on southside.org, social media and in newsletters.</td>
<td>Southsider Voice, Southside Times, Community Building Action Team, South Indy Neighborhood Associations, Indy Parks &amp; Recreation</td>
<td>UIndy / Future South Indy 501c3</td>
<td>18, 21</td>
</tr>
<tr>
<td>8.2.4</td>
<td>Identify land in South Indy QoL area that is owned (by partners or property owners) for development to encourage/provide physical activity engagement.</td>
<td>Available land is identified and mapped.</td>
<td>Shelby St Action team, Madison Ave Action Team, Mayor’s Neighborhood Advocates, Wellness Council of Indiana</td>
<td>UIndy / Future South Indy 501c3</td>
<td>17,18</td>
</tr>
<tr>
<td>8.2.5</td>
<td>Expand fitness programs that are accessible to all South Indy residents regardless of age, income or ability.</td>
<td>2-3 new fitness programs are made available to South Indy residents.</td>
<td>Wellness Council Indiana, CICF, Lilly Foundation</td>
<td>UIndy / Future South Indy 501c3</td>
<td>20, 21</td>
</tr>
</tbody>
</table>

### 9: Improving environmental issues impacting our neighborhoods.

**9.1: A Southside community advocacy group will be dedicated to addressing key environmental issues to foster community pride.**

<table>
<thead>
<tr>
<th>9.1.1</th>
<th>Identify key environmental players.</th>
<th>Environmental advocacy partners identified.</th>
<th>Hoosier Environmental Council (HEC), SAVI, IU Fairbanks School of Public Health, Marion Co HD</th>
<th>UIndy / Community Builder</th>
<th>17</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.1.2</td>
<td>Inventory and map environmental assets and challenges.</td>
<td>South Indy environmental map is created.</td>
<td>South Indy Neighborhood associations, South Indy QoL Leadership, Mayor's Neighborhood Advocates</td>
<td>UIndy / Future South Indy 501c3</td>
<td>18</td>
</tr>
<tr>
<td>Action Steps</td>
<td>Performance Measures</td>
<td>Collaborating Partners</td>
<td>Lead Partner</td>
<td>Year</td>
<td></td>
</tr>
<tr>
<td>-----------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------</td>
<td>-------------------------------</td>
<td>------</td>
<td></td>
</tr>
<tr>
<td>9.1.3 Create a list of residents to contact elected officials on environmental issues to advocate for policy which support healthy neighborhoods.</td>
<td>Participation from all eight neighborhoods.</td>
<td>Friends of Garfield park, Keep Indianapolis Beautiful, Indy Parks &amp; Recreation, South Indy Neighborhood associations, Earth Day Indiana</td>
<td>UIndy / Future South Indy 501c3</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>9.1.4 Reduce litter for Garfield Park, trails, and neighborhoods.</td>
<td>Host one annual South Indy Clean-Up.</td>
<td>HEC Green Business Program, IDEM Office of Pollution Prevention, Indianapolis Chamber - Green Business Initiative, ROW, Environmental consulting firms, Friends of Garfield Park</td>
<td>Garfield Park Neighbors Association</td>
<td>17, 18</td>
<td></td>
</tr>
<tr>
<td>9.1.5 Investigate strategies for water quality accountability and resolutions for businesses.</td>
<td>At least one water quality accountability strategy identified by way of business resolution with an initial 25% of businesses signed on.</td>
<td>HEC Green Business Program, IDEM Office of Pollution Prevention, Indianapolis Chamber - Green Business Initiative, Reconnecting to our waterways, Environmental consulting firms</td>
<td>UIndy / Future South Indy 501c3</td>
<td>19, 20</td>
<td></td>
</tr>
<tr>
<td>9.1.6 Investigate strategies for air quality accountability and resolutions for businesses.</td>
<td>At least one air quality accountability strategy identified by way of business resolution with an initial 25% of businesses signed on.</td>
<td>HEC, IDEM, Indianapolis Chamber - Green business, IUPUI soil testing, Environmental consulting firms, Purdue Extension, Marion Co HD</td>
<td>UIndy / Future South Indy 501c3</td>
<td>19, 20</td>
<td></td>
</tr>
<tr>
<td>9.1.7 Investigate strategies for land quality resolutions including lead testing and gardening hazards.</td>
<td>At least one land quality accountability strategy identified by way of business resolution with an initial 25% of businesses signed on.</td>
<td>South Indy Neighborhood associations, DPW, Environmental consulting firms, HEC - MWL task force, IDEM</td>
<td>UIndy / Future South Indy 501c3</td>
<td>19, 20</td>
<td></td>
</tr>
<tr>
<td>9.1.8 Investigate strategies for South Indy environmental issues such as: metal working lubricant odor, Bean Creek, well testing, improve “No Dumping” signage on storm drains, medication take back events, gas station assessment and leak prevention steps.</td>
<td>Collaborate with state and local agencies to develop remediation strategies for South Indy environmental issues.</td>
<td>South Indy Neighborhood associations, City of Indianapolis-DPW, environmental consulting firms, HEC, IDEM</td>
<td>UIndy / Future South Indy 501c3</td>
<td>20, 21</td>
<td></td>
</tr>
</tbody>
</table>

10: We envision attracting healthcare to our area improving access to healthcare options and increasing diversity of available care.

10.1: A Southside community advocacy group will be dedicated to addressing key healthcare issues.

| 10.1.1 Identify and map current providers, indicating specialties. | Document existing health care providers in South Side Quality of Life Plan area. | Marion Co HD, ISDH, Mayor's neighborhood advocates, South Indy Neighborhood associations, Major hospital networks (community coordinators) | UIndy / Community Builder | 17   |
| 10.1.2 Create resident resource guide on how to choose a healthcare provider and where providers are currently located. | A healthcare resource guide is made available to all eight neighborhoods. | UIndy, Marion Co HD, ISDH, HIP/FSSA | Community Health Network | 18   |
### Action Steps

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.1.3</td>
<td>Survey residents to identify healthcare accessibility needs/wants, special populations (aging population, veterans, etc.).</td>
<td>As many residents as possible are surveyed utilizing neighborhood associations and SQoL lists.</td>
<td>Neighborhood associations, Christopher Peiffer - IUPUI/Concord Center, Joy's House, Southeast community services, UIndy, Perry senior services</td>
<td>Community Health Network</td>
<td>17, 18</td>
</tr>
<tr>
<td>10.1.4</td>
<td>Investigate MCHD hospital discharge data for current healthcare issues.</td>
<td>A list of health care specialties needed is created to recruit additional services in South Indy.</td>
<td>Marion Co HD, UIndy, South Indy QoL Leadership</td>
<td>Community Health Network</td>
<td>18</td>
</tr>
<tr>
<td>10.1.5</td>
<td>Investigate locations for new healthcare facility locations and increase services of the UIndy Health Pavilion.</td>
<td>Locations or “areas” list created based on gaps in current providers. UIndy Health Pavilion services available to all South Indy residents.</td>
<td>Shelby St Action team, Madison Ave Action team, Major hospital networks, Federally qualified health centers, UIndy Health Pavilion</td>
<td>Community Health Network</td>
<td>19, 20, 21</td>
</tr>
<tr>
<td>10.1.6</td>
<td>Create an advocacy group for healthcare provider recruitment.</td>
<td>Advocacy group created.</td>
<td>South Indy Neighborhood associations, South Indy QoL Leadership, Mayor’s Neighborhood Advocates</td>
<td>UIndy / Future South Indy 501c3</td>
<td>19, 20, 21</td>
</tr>
</tbody>
</table>

### Housing

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>II.1.1</td>
<td>Identify funding sources &amp; existing programs.</td>
<td>Five programs are identified.</td>
<td>Mayor’s Neighborhood Advocates, RADC Area Development Corporation (RADC), SEND, INHP, Fifth Third, PNC, Habitat for Humanity</td>
<td>SEND</td>
<td>17</td>
</tr>
<tr>
<td>II.1.2</td>
<td>Identify home repair provider partners.</td>
<td>Five partners are secured.</td>
<td>Do-it Best, Suddings, Harbor Freight, South Indy QoL Leadership, NeighborLink, Servants at Work &amp; Company, INHP, Habitat for Humanity</td>
<td>SEND</td>
<td>17</td>
</tr>
<tr>
<td>II.1.3</td>
<td>Identify volunteer groups.</td>
<td>One volunteer home repair event occurs annually.</td>
<td>Eli Lilly, Community Health, UIndy Department of Service Learning, Churches, NeighborLink, South Indy Neighborhood Associations</td>
<td>SEND</td>
<td>18, 19, 20, 21</td>
</tr>
<tr>
<td>II.1.4</td>
<td>Prioritize homeowners in need &amp; repairs needed.</td>
<td>10% of home repairs completed annually</td>
<td>SEND, South Indy Neighborhood Associations, CICOA, AARP, NeighborLink, INHP</td>
<td>RADC</td>
<td>17</td>
</tr>
<tr>
<td>II.1.5</td>
<td>Promote resources through South Indy communication channels.</td>
<td>Resources and applications are made available on southindy.org, social media and in newsletters.</td>
<td>DBNNS, Health &amp; Hospital Corporation of Marion County, Community Building Action Team, Renew Indy</td>
<td>UIndy</td>
<td>17, 18, 19, 20, 21</td>
</tr>
</tbody>
</table>
### 11.1: Ensure system is in place to measure impact and follow up accordingly with homeowner clients.

- **Action Steps:** Ensure system is in place to measure impact and follow up accordingly with homeowner clients.
- **Performance Measures:** 100% of completed repairs are reviewed in the following year.
- **Collaborating Partners:** DBNS, INHP, Neighbor Link, CICOA, AARP
- **Lead Partner:** RADC Development Corporation
- **Year:** 18, 19, 20, 21

### 11.2: Promote homeownership within the boundaries of the South Indy QoL plan.

<table>
<thead>
<tr>
<th>Subsection</th>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.2.1</td>
<td>Engage partner groups and inquire about current and planned homeownership strategies in the South Indy.</td>
<td>Comprehensive South Indy housing development plan is created.</td>
<td>IACED, LISC, City of Indianapolis-DMD, MIBOR, INHP, Greater Indy Habitat for Humanity, People of Praise, Big Car, South Indy Neighborhood Associations, INHP, SEND</td>
<td>RADC</td>
<td>17</td>
</tr>
<tr>
<td>11.2.2</td>
<td>Connect South Indy residents to available educational and financial resources for potential homebuyers.</td>
<td>10 South Indy residents and families annually enrolled in homeownership education courses.</td>
<td>MIBOR, INHP, Greater Indy Habitat for Humanity, Habitat, Fifth Third, PNC, SECS, Concord Community Center</td>
<td>Ulndy / Future South Indy 501c3</td>
<td>17, 18, 19, 20, 21</td>
</tr>
<tr>
<td>11.2.3</td>
<td>Market homeownership opportunities through events, South Indy website, and other promotional materials.</td>
<td>1 event in year 2, 2 events in year 3, 3 events in year 4, 4 events in year 5</td>
<td>MIBOR, INHP, Habitat, Renew Indy, South Indy Neighborhood Associations, RADC, Big Car</td>
<td>Ulndy / Future South Indy 501c3</td>
<td>18, 19, 20, 21</td>
</tr>
<tr>
<td>11.2.4</td>
<td>Support homeownership, multifamily options, and home repairs for Ulndy faculty and staff in South Indy neighborhoods through the Ulndy Housing Initiative.</td>
<td>Ulndy Housing Initiative meets or exceeds goals for helping faculty and staff relocate or stay in South Indy neighborhoods.</td>
<td>INHP, Community Building Team</td>
<td>Ulndy</td>
<td>17, 18, 19, 20, 21</td>
</tr>
</tbody>
</table>

### 11.3: Promote a diversity of housing options for seniors.

<table>
<thead>
<tr>
<th>Subsection</th>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.3.1</td>
<td>Identify funding sources for a senior housing study along the Red Line corridor.</td>
<td>New senior housing opportunities are created.</td>
<td>INHP, LISC, IACED, Insight Development, AARP, CICOA, CICF Senior Fund, SEND</td>
<td>RADC</td>
<td>18, 19, 20, 21</td>
</tr>
<tr>
<td>11.3.2</td>
<td>Promote the development of new multifamily housing units along the Red Line Corridor.</td>
<td>Establish a mixed-use development along the Red Line Corridor.</td>
<td>Strategic Capital Partners, Insight Development, Joe Whitsett Group, INHP, LISC, IACED, Insight Development, AARP, CICOA, Reverie Estates, SEND</td>
<td>RADC</td>
<td>18, 19, 20, 21</td>
</tr>
<tr>
<td>11.3.3</td>
<td>Seek funding and partnerships for repairs and retro-fitting of existing housing stock to meet ADA standards of accessibility.</td>
<td>10% of repairs completed annually to meet ADA compliance.</td>
<td>CICOA, Community Action of Greater Indianapolis, INHP, IHCDA, Mayor’s Neighborhood Advocates, AARP, NeighborLink, ADA</td>
<td>RADC</td>
<td>19, 20, 21</td>
</tr>
</tbody>
</table>

### 12.1: Recruit, educate, and retain quality landlords.

<table>
<thead>
<tr>
<th>Subsection</th>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.1.1</td>
<td>Identify and connect landlords to form a landlord commission that would promote responsible stewardship as a landlord and provide peer-to-peer education and support.</td>
<td>Establish a commission and identify education opportunities.</td>
<td>Department of Business &amp; Neighborhood Services (DBNS), South Indy Neighborhood Associations, MNAs, City of Indianapolis-DMD</td>
<td>Ulndy / Future South Indy 501c3</td>
<td>17, 18, 19, 20, 21</td>
</tr>
</tbody>
</table>
### 12.1.2 Use information from Renew Indianapolis and other organizations to identify developers who have successfully transformed abandoned homes into neighborhood assets and encourage them to redevelop homes in South Indy planning area.

- **Performance Measures:** List established and developers contacted.
- **Collaborating Partners:** LISC, INHP, DBNS, DMD, Renew Indianapolis
- **Lead Partner:** RADC
- **Year:** 18, 19, 20, 21

### 12.1.3 Promote successful renting through resources such as INHP courses.

- **Performance Measures:** A community renters agreement is established.
- **Collaborating Partners:** INHP, DBNS, South Indy Neighborhood Associations
- **Lead Partner:** UIndy / Future South Indy 501c3
- **Year:** 17, 18, 19, 20, 21

### 12.2: Hold landlords accountable to meet or exceed South Indy and city code standards.

#### 12.2.1 Use data to identify problem properties that do not meet code enforcement standards, are listed as vacant by the USPS, and/or are not included in the landlord registry database.

- **Performance Measures:** A database of problem properties is developed, maintained and presented to DBNS annually.
- **Collaborating Partners:** DBNS, South Indy Neighborhood Associations, Health and Hospital Corporation of Marion County
- **Lead Partner:** UIndy / Future South Indy 501c3
- **Year:** 17, 18, 19, 20, 21

#### 12.2.2 Work with the Department of Business and Neighborhood Services (DBNS) to develop a tool or checklist with criteria to identify issues to assure standardized approach to all properties.

- **Performance Measures:** 100% problem properties assessed.
- **Collaborating Partners:** DBNS, Renew Indianapolis, Mayor’s Neighborhood Advocates, South Indy Neighborhood Associations
- **Lead Partner:** UIndy / Future South Indy 501c3
- **Year:** 18

#### 12.2.3 Work with DBNS to assess problem properties using a standardized tool or checklist.

- **Performance Measures:** Strategy is complete.
- **Collaborating Partners:** DBNS, Mayor’s Neighborhood Advocates, South Indy Neighborhood Associations, City County-Councillors, Renew Indianapolis
- **Lead Partner:** UIndy / Future South Indy 501c3
- **Year:** 18

#### 12.2.4 Advocate to city departments for enforcement of code for problem properties.

- **Performance Measures:** List disseminated.
- **Collaborating Partners:** DBNS, DMD, Mayor’s Neighborhood Advocates, Renew Indianapolis, South Indy Neighborhood Associations
- **Lead Partner:** UIndy / Future South Indy 501c3
- **Year:** 18, 19, 20, 21

#### 12.2.5 Outreach to owners of identified problem properties to ensure they are in compliance with the landlord registry and educate on code standards.

- **Performance Measures:** 100% of problem properties contacted.
- **Collaborating Partners:** DBNS, Health & Hospital, Mayor’s Neighborhood Advocates, South Indy Neighborhood Associations
- **Lead Partner:** UIndy / Future South Indy 501c3
- **Year:** 18, 19, 20, 21

#### 12.2.6 Work with DBNS to measure impact.

- **Performance Measures:** Reduce code violations by 10%.
- **Collaborating Partners:** DBNS, Mayor’s Neighborhood Advocates, South Indy Neighborhood Associations
- **Lead Partner:** UIndy / Future South Indy 501c3
- **Year:** 19, 20, 21
# Madison Avenue Corridor

**13: Madison Avenue will be a vital central business corridor broadening job opportunities and community partnerships.**

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>13.1.1</strong></td>
<td>Working with community stakeholders and partners, complete a market study for regional commercial development.</td>
<td>A commercial development plan for Madison Avenue Corridor is complete which includes demographics, market trends, community needs, property value assessments and local employment opportunities.</td>
<td>UIndy - Engineering, Arts, Ball State University College of Architecture and Planning, Connectivity Action Team, South Indy Neighborhood Associations, LISC, City of Indianapolis DMD/MPO</td>
<td>Gateway Community Alliance</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>13.1.2</strong></td>
<td>Inventory abandoned and vacant properties which will identify ownership history, brownfield history, code enforcement violations, delinquent tax history and remediation efforts.</td>
<td>A usable master database is completed and presented to Mayor’s Neighborhood Advocates City County Counselors, Mayor, other city officials and area stakeholders.</td>
<td>UIndy - Engineering, Arts, Ball State College of Architecture &amp; Planning, Connectivity Action Team, City of Indianapolis - DMD</td>
<td>Gateway Community Alliance</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>13.1.3</strong></td>
<td>Work with City of Indianapolis-DMD to produce a land use plan for the Madison Avenue commercial corridor.</td>
<td>Madison Avenue Land Use Plan is created by DMD for entire corridor within South Indy Quality of Life catchment area.</td>
<td>City of Indianapolis - DMD, UIndy - Engineering; Planning; Arts, Ball State University College of Architecture and Planning</td>
<td>Gateway Community Alliance</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>13.1.4</strong></td>
<td>Engage City of Indianapolis-DMD in conjunction with a Commercial Real Estate Broker for market analysis and strategy plan guidance and partnership.</td>
<td>Contact from DMD is identified, Commercial Real Estate Broker is secured, and market analysis and strategy plan is created with the support of DMD.</td>
<td>UIndy - Engineering, Arts, Ball State School of Architecture and Planning, Connectivity Action Team, Garfield Park Neighbors Association, City of Indianapolis - DMD, LISC</td>
<td>Gateway Community Alliance</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>13.1.5</strong></td>
<td>Engage Madison Avenue commercial corridor residents and commercial property owners for needs assessment and desired commercial amenities that attract regional development (hotels, big-box stores) and create job opportunities.</td>
<td>Host a Madison Avenue Kick Off Meeting to engage commercial property owners, business owners and residents. With public forum and meetings and survey, objective is a completed commitment of 50 stakeholders of needs and wants of Madison Avenue Corridor.</td>
<td>UIndy, South Indy Neighborhood Associations, Old Southside Neighborhood Association, Hannah House</td>
<td>Gateway Community Alliance</td>
</tr>
</tbody>
</table>
### 13.3: Beautification standards are developed for Madison Avenue that focus on improved connectivity, transit stops, streetscapes and public art.

<table>
<thead>
<tr>
<th>Action Step</th>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.3.1</td>
<td>Research city and community streetscape plans for best practices and consult with industry experts.</td>
<td>Industry experts are identified and streetscape plan best practices are written in document form and are shared with South Indy QoL leadership and neighborhood associations.</td>
<td>Arts Council of Indianapolis, Broad Ripple, UIndy Arts, Emerich Manual High School, Christel House Academy, Engledow, City of Indianapolis Department of Public Works (DPW), MPO</td>
<td>Gateway Community Alliance</td>
<td>17, 18</td>
</tr>
<tr>
<td>13.3.2</td>
<td>Engage residents and businesses for feedback (preferences, priority locations, etc).</td>
<td>Survey to identify community stakeholder beautification priorities is created and implemented and 60% response rate is achieved.</td>
<td>Arts Council of Indianapolis, Broad Ripple, UIndy Arts, Manual H.S, Christel House Academy, Engledow, City of Indianapolis DPW, MPO, Hannah House</td>
<td>Gateway Community Alliance</td>
<td>17</td>
</tr>
<tr>
<td>13.3.3</td>
<td>Coordinate with Connectivity and Shelby Street Action Teams to develop plans for improved curbs and sidewalks.</td>
<td>Prioritized plan is created in collaboration with the South Indy Connectivity Master Plan with identified curbs and sidewalks improved in 5 years.</td>
<td>Arts Development Group, Broad Ripple, UIndy Arts, Manual H.S, Christel House Academy, Engledow, City of Indianapolis DPW / MPO</td>
<td>Gateway Community Alliance</td>
<td>17, 18, 19, 20, 21</td>
</tr>
<tr>
<td>13.3.4</td>
<td>Develop a Madison Avenue beautification plan which includes maintenance, cost estimates, potential funders and partners.</td>
<td>Beautification Plan is completed and presented at South Indy community gathering at The Tube.</td>
<td>Keep Indianapolis Beautiful (KIB), Reconnecting to our Waterways, UIndy, City of Indianapolis - DPW</td>
<td>Gateway Community Alliance</td>
<td>17, 18</td>
</tr>
<tr>
<td>13.3.5</td>
<td>Identify potential funders.</td>
<td>3 funders are identified with 1 of 3 acting as fiscal agent for beautification plan. Funders are aware of 5-10-year commitment to maintain completed beautification plan.</td>
<td>UIndy</td>
<td>Gateway Community Alliance</td>
<td>17, 18</td>
</tr>
<tr>
<td>13.3.6</td>
<td>Partner with schools, businesses and neighborhoods to adopt medians.</td>
<td>One median is adopted annually for maintaining.</td>
<td>Mayor’s Neighborhood Advocates, South Indy Neighborhood Associations, KIB, UIndy</td>
<td>Gateway Community Alliance</td>
<td>17, 18, 19, 20, 21</td>
</tr>
<tr>
<td>13.3.7</td>
<td>Re-introduce native plantings along Madison Avenue focus area.</td>
<td>5 year staged plan is created, implemented and maintained in partnership with KIB and INPAWS and and ongoing maintenance partners are identified and assigned.</td>
<td>KIB, City of Indianapolis - DPW, UIndy</td>
<td>Gateway Community Alliance</td>
<td>17, 18, 19, 20, 21</td>
</tr>
<tr>
<td>Action Steps</td>
<td>Performance Measures</td>
<td>Collaborating Partners</td>
<td>Lead Partner</td>
<td>Year</td>
<td></td>
</tr>
<tr>
<td>-------------</td>
<td>----------------------</td>
<td>-----------------------</td>
<td>--------------</td>
<td>------</td>
<td></td>
</tr>
<tr>
<td>13.3.8</td>
<td>Promote locations along Madison Avenue for installation of permanent and temporary public art.</td>
<td>Locations are secured with signed commitments of property owners and 2 permanent pieces and 5 temporary pieces are installed.</td>
<td>Arts Council of Indianapolis, KIB, Big Car, Schools, Lilly Foundation, CICF</td>
<td>Gateway Community Alliance</td>
<td>19, 20, 21</td>
</tr>
<tr>
<td>13.3.9</td>
<td>Façade grant opportunities will be identified and promoted for businesses in the Madison Avenue Focus Area.</td>
<td>One Façade grant is secured annually.</td>
<td>LISC, UIndy, RADC</td>
<td>Gateway Community Alliance</td>
<td>17, 18, 19, 20, 21</td>
</tr>
<tr>
<td>13.3.10</td>
<td>Advocate for bike share stations at corner of Southern Avenue and Madison Avenue with a sister station at Shelby St. and Southern Avenue</td>
<td>Bike Share Station is installed and utilized at both intersections.</td>
<td>Indiana Pacers Bike Share, CICF, UIndy</td>
<td>Gateway Community Alliance</td>
<td>19, 20, 21</td>
</tr>
</tbody>
</table>

13.4: Madison Avenue is promoted as a vital business corridor to potential developers, funders and other interested community members through the support of civic and community partners.

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.4.1</td>
<td>Engage with business owners and community stakeholders to participate in the marketing of Madison Avenue corridor.</td>
<td>Monthly project focused meetings are scheduled.</td>
<td>UIndy, PNC, Fifth Thid, Indiana Credit Union, local churches</td>
<td>Gateway Community Alliance</td>
</tr>
<tr>
<td>13.4.2</td>
<td>Package the plan with maps, reports, conceptual designs, etc.</td>
<td>Promotional plan is created and visible through community presentations, social media, and networking events with commercial brokers, interested stakeholders, developers and investors.</td>
<td>Fifth Third, PNC, Indiana Credit Union, Churches, South Indy Neighborhood Associations, Direct Connect Printing</td>
<td>Gateway Community Alliance</td>
</tr>
<tr>
<td>13.4.3</td>
<td>Develop an active PR plan to promote the Madison Avenue commercial corridor, including a subcommittee or group responsible for advocating the area to city departments, organizations, businesses, and developers.</td>
<td>Subcommittee is created and presentations are scheduled with interested stakeholders.</td>
<td>UIndy, Fifth Third, PNC, Indiana Credit Union, local churches, South Indy Neighborhood Associations, Direct Connect Printing</td>
<td>Gateway Community Alliance</td>
</tr>
<tr>
<td>13.4.4</td>
<td>Host a Madison Avenue event, with a tour, to promote the opportunities and work of the Madison Avenue Action Team.</td>
<td>Madison Avenue Corridor showcase event is scheduled and executed twice.</td>
<td>UIndy, Mayor’s Neighborhood Advocates, South Indy Neighborhood Associations, Fifth Third, PNC, Indiana Credit Union</td>
<td>Gateway Community Alliance</td>
</tr>
</tbody>
</table>
### Shelby Street Corridor

#### 14: Shelby Street will have an inviting and aesthetically pleasing appearance.

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>14.1.1</td>
<td>Conduc infrastructure assessment along Shelby Street Corridor (including streets, sidewalks, crosswalks and streetlights)</td>
<td>Infrastructure assessment complete</td>
<td>City of Indianapolis - DPW, Connectivity Action Team, IndyGo, Bethany Village, Garfield Park Public Library, GPNA, Big Car, Reconnecting to our Waterways (ROW)</td>
<td>Garfield Park Neighbors Association (GPNA) - Walkability and Beautification Committee</td>
</tr>
<tr>
<td>14.1.2</td>
<td>Prioritize and advocate infrastructure and community standards for development and improvements (wider sidewalks, more signals at cross walks, lighting preferences, etc.).</td>
<td>List of Shelby Street infrastructure needs are prioritized and presented to South Indy City-County Councillors.</td>
<td>Health By Design, Ball State University College of Architecture &amp; Planning, Connectivity Action Team, IndyGo, City of Indianapolis - DPW/DMD, GPNA, Community Health, Mayor’s Neighborhood Advocates, South Indy City-County Councillors</td>
<td>Big Car (StreetSpark)</td>
</tr>
<tr>
<td>14.1.3</td>
<td>Develop a fundraising and public relations plan to implement prioritized improvements.</td>
<td>Infrastructure Development plan is presented to 5 funders.</td>
<td>CICF, UIndy Public Relations, Polyphonic Solutions, Community Health</td>
<td>UIndy / Future South Indy 501c3</td>
</tr>
<tr>
<td>14.1.4</td>
<td>Promote traffic calming activities or installations.</td>
<td>Reduce average speed from 45 miles per hour to 30 miles per hour (current speed limit) Install five - six crosswalks and lights at key intersections between Raymond St. and Troy Ave.</td>
<td>Green 3, ROW, Mad Lab Studio, UIndy - Art Department, IndyGo, South Indy Neighborhoods</td>
<td>Big Car (StreetSpark)</td>
</tr>
</tbody>
</table>

#### 14.2: Beautification of Shelby Street with improved transit stops, lighting, public art and landscaping.

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Performance Measures</th>
<th>Collaborating Partners</th>
<th>Lead Partner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>14.2.1</td>
<td>Create Shelby Street beautification and community style guide for lighting, architecture, public art, landscaping and maintenance.</td>
<td>Plan is created in Year 2 and should also identify funding sources for landscaping, façade grants, and other streetscape improvements.</td>
<td>Ball State University College of Architecture and Planning KIB, GPNA, DPW, South Indy Neighborhoods, UIndy</td>
<td>Big Car</td>
</tr>
<tr>
<td>14.2.2</td>
<td>Support the installation of landscaping and maintenance of these amenities at IndyGo Red Line BRT stations and along corridor.</td>
<td>Locations for planters identified and installation at all four stations.</td>
<td>DPW, KIB, Garfield Park Conservatory, Arbor Day Association, UIndy</td>
<td>GPNA - Walkability and Beautification</td>
</tr>
<tr>
<td>14.2.3</td>
<td>Install unique street lighting consistent with community style guide and branding identity for Shelby Street Corridor.</td>
<td>Gaps in street lighting identified, 25% of corridor installed annually.</td>
<td>Ball State University College of Architecture, KIB, GPNA, DPW, South Indy Neighborhoods, UIndy</td>
<td>Big Car</td>
</tr>
</tbody>
</table>
### 14.2.4 Create banners with So Indy logo to place along the corridor.

| Project is funded, banner locations are identified and installation occurs. | Area businesses (Zink Distributing, Tube Processing, Moore Restoration Company, Safeway) community groups and institutions (Garfield Park, Friends of Garfield Park, Indy Go, area churches and schools, Community Building Team, RADC) | Big Car | 19, 20 |

### 14.2.5 Implement public art program along Shelby Street Corridor, including programs with area businesses and anchor institutions.

| 1 installation annually and 1 program/event annually. | UIndy Art Department (social practice program), South Indy Neighborhoods, Garfield Park Arts Center, KIB, Eli Lilly & Co., GPNA - Economic Development Committee | Big Car | 17, 18, 19, 20, 21 |

### 15.1: Promote Shelby Street as a Village Community with commercial, cultural, recreational and residential assets.

#### 15.1.1 Coordinate with the Garfield Park Neighbors Association to identify existing business, property owners, and vacant buildings along Shelby Street from Beecher Street to Hanna Avenue.

| Work with GPNA to expand existing map to include the area reaching to Hanna Ave. | Big Car, UIndy, City of Indianapolis-DMD | GPNA - Economic Development Committee | 17 |

#### 15.1.2 Engage the South Indy community to identify the types of desired businesses along the Shelby Street corridor.

| Surveys, focus groups and other data gathered in Year 1, branding guide developed and introduced Year 2. | HUNI, Area businesses (Zink Distributing, Tube Processing, Moore Restoration, Safeway); Community Building Team, Big Car, IUPUI SPEA | GPNA - Economic Development Committee | 17 |

#### 15.1.3 Engage Ball State University College of Architecture and Planning and DMD to lead a transit oriented development study (TOD) of the Shelby Street corridor from Beecher Street to Hanna Avenue that focuses on creating a village community.

| TOD study is completed. | GPNA - Economic Development Committee; Connectivity Team, City of Indianapolis - DMD, Ball State University College of Architecture and Planning | UIndy / Community Builder | 17, 18 |

#### 15.1.4 Create Shelby Street Corridor branding identity and guide, including logo, website, and related collateral like maps and brochures for use in advocating to developers, residents, visitors, and University of Indianapolis students consistent with style guide and branding.

| Surveys, focus groups and other data gathered in Year 1, branding guide developed and introduced Year 2. | Area businesses (Zink Distributing, Tube Processing, Moore Restoration, Safeway) community groups and institutions (Garfield Park, Friends of Garfield Park, Indy Go, area churches and schools, Community Building Team, RADC) | Big Car | 17, 18 |

#### 15.1.5 Develop a Shelby Street marketing and public relations plan to attract new businesses, residents and visitors which would define partners, media plan and advertising opportunities.

| A full marketing and public relations plan is created and presented to partners. | South Indy Neighborhoods, Community Building Action Team, Polyphonics Solutions | UIndy - Top Dog Marketing Program | 17, 18, 19, 20, 21 |

#### 15.1.6 Create Shelby Street Merchants Association (SSMA) that is inclusive of all businesses along Shelby Street Corridor from Beecher St. to Hanna Ave.

| In Year 1, SSMA will create member benefit guide and recruit 10 businesses. In Year 2, SSMA will double membership and set five-year strategic goal. In Year 3, SSMA will maintain current membership of recruit 15 more members. | South Indy Neighborhoods; Area businesses (Zink Distributing, Tube Processing, Moore Restoration, Safeway) community groups and institutions (Garfield Park, Friends of Garfield Park, local churches and schools, Community Building Team, RADC) | GPNA - Economic Development Committee | 17, 18, 19 |
Community Acknowledgements

Aaron Wolverson
Abby Dennis
Alec Rollo
Allen Hill
Allie Kast
Alynthia Hollingsworth
Amber Broughton
Amie Wojtyna
Amy Matthews
Amy Nelson
Amy O’Neil
Amy Wilson
Amy Zuleon
Andrew Bodiker
Andrew Sheker
Angie Parker
Angie Calvert
Angie Evans
Angie Presnell
Ann Daly
Anna Micheal
Anne Schott
Annette Darrow
Aryn Schounce
Ashley Niemeier
Audrey Rehberg
Barb Southern
Barb Westermann
Becky Kang
Ben Potts
Ben Tapper
Bernice Conley
Beth Adams
Beth Campbell-Adams
Beth Mason
Beth Nagle
Bill Davis
Bill Taft
Bob Ford
Bob Kocar
Bob Willems
Bobbi Brooker
Bonnie Schott
Brad Beaubien
Bradley Keen
Brandon Brown
Brian Biern
Brian Payne
Brian Ruckle
Brittany Green
Brittney Marting
Brittney Harvey
Brode Barrick
Bryan Hannon
Cari Guichelaar

Cari Morales
Carlene Jones
Carlos May
Carol Sleeve
Cassie Henderson
Chad Jones
Charles Owens
Charlie Overton
Cheria Caldwell
Cherie Plogruto
Cheryl Busald
Cheryl Dillenback
Cheyenne Donbar
Chris Holcomb
Chris Lineback
Chris Paulsen
Chris Pfeifer
Chris Tower
Christina Schroeder
Christina Summers
Christine Anderson
Cindy Bowtain
Cindy Helmich
Coralyne Tureentine
Corrie Meyer
Courtney Ryan
Cyntina Reesser
Dale Bowell
Dan Keenby
Daniel Baar
Danielle Couter
Darrell Unsworth
David Borden
David Cailo
David Gard
David Hillman
David McCarel
David Oakes
David Simmons
David Wantz
Dawn Snyder
Deanna Medsker
Deanna Stone
Debasse NDasGupta
Debbi Doan
Dell Keener
Denis Wyatt
Dennis Boar
Diane Werblo
Don Foley
Donna Callis
Donna Dearing
Donna Jacobson
Doug Boehme
Doug Hardwick
Doug Settle
Duane Langreck
Dustin Ziegler
Ed Mahern
Edardo Luna
Edward Battista
Eileen Brown
Eileen Everts
Elyse Kintner
Emily Mack
Emmy Masengale
Emily Strock
Eric Copeland
Eric Strickland
Erica Boswell
Erik Tjaden
Erika Haskins
Esther Barber
Ethan Smoldt
Ethan Smoldt
Floyd Shoultz
Frances Ford
George Seybert
Gina Fleming
Ginger Korinek
Giny Roberts
Grace Mitchell
Grafi Sherief
Grega Presky
Greta Pennell
Hallie Robbins
Hannah Vermillion
Hanno Becker
Indra Frank
Ivy Caijo
Jack Sandlin
James Nicolai
Jan Lesniak
Jane Alexander
Jane Boyle
Janet St Peters
Jason Fletcher
Jeanne Neal
Jeanne Perry
Jeff Cardwell
Jeff Madier
Jeff McGuire
Jeff Miller
Jeff Sparks
Jeff Taylor
Jeffrey Sherive
Jen Higinbotham
Jenny M. Withcker
Jeri Warner
Jerome Horne
Jerome Horne
Jerry Shepherd
Jesse Kharbanda
Jessi Langley
Jessi Fraser
Jessica Mast
Jessica Noe
Jim Brown
Jim Pennell
Jim Simmons
Jim Strock
Jim Zink, Jr.
Jim Zink, Sr.
Joan Miller
Joel Hansen
Joe Barner
John Andrews
John Barten
John Harris Loflin
John Hornberger
John Hornberger
John Lodato
John Mann
John Masengale
John Moxlot
John Moxlot
John Shront
John Sventker
Jolene Gary
Jon Berg
Jonl Anderson
Jolea Salinas
Joseph L. Whilton
Josh Compton
Judy Fackenthal (Rev.)
Judy Gray
Judy Wruz
Julia Chalen
Julia Moore
Julia Woody
Julie Bush
Justin Ferguson
Justin Rholaka
Justin Moed
Justice Stuehreson
Kaitlyn Anderson
Kaley Martin
Karen Barlotta
Karen Greaney
Karen Jones
Karen Kay-Rogers
Kate Tiernak
Kate Voss
Kathleen Blackham
Kathryn Bedam
Katie Carlson
Katie Colon
Kathi Fraser
Kate Settle
Kayanl Fox
Kell Caio
Kelli Margaux
Kelli Caio
Kelly England
Kelly Foulik
Kenneth Michael
Kenny Rogers
Kevin Good
Kevin Hansen
Kevin Kinno
Kevin Mahern
Kevin McKeever
Kim Ball
Kim Irwin
Kimberly Campbell
Kris Butler Ferrar
Kristen Tjaden
Kristin M. Settle
Kristo West
Kurt Nettleton
Karen Barten
Larry O’Neil
Laura Piercefield
Lauren Day
Lauren Johnson
Lauren Kay Roberts
Leah Jones
Leanne Schlueter
Lexes Rubio
Lezha Harman-Lineback
Linda Adams
Linda Ellis-White
Linda Simmons
Lisa Green
Lisa Kinsey
Lisa Loving Laffin
Louie Caio
Linda Mahern
Lucinda White
Luis Diaz
Lynda Burrello
Lyndsay Crespo
Mark Craig
Mal Gregory
Mali Jeffers
Marciya Ferris
Margaret Crail
Marianna Foulkrod
Marilyn Brennan
Marilyn Monroe
Mark Bowell
Mark Goins
Mark Morke
Mark Nangle
Mark Van Auker
Mark Zevoeck
Martin Kuntz
Mary Bird
Mae Jane Schroeder
Matt Donovan
Matt Hughey
Matt Impink
Matt Wakefield
Matt Walsh
Melissa Coxey
Melody Mistead
Micah Hill
Michael Bricker
Michelle Davis
Michelle Strahl Salinas
Mike Garrett
Mike Riedman
Mint Evans
Moira Carlstedt
Nancy Lewark
Nancy O’Donnell
Nancy Tharp
Nelson Kraus
Nichole Wilson
Nick Burtech
Nick Zuleon
Nicole Cox Marble
Nigel Shaffou
Niki Blue
Nita McCormick
Nnka Ejehe
Noelle Brown
Olivia Vermillion
Omar Posadas
Pam Roesch
Parks Pifer
Pastor Floyd Shoultz
Pastor Walt Willet
Pat Ferry
Pe tty P eon i
Patty Luttrel
Paul Smith
Paul Wilsonson
Peggy Collision
Peggy Frame
Peggy Sailors
Peter Marbach
Phil Borst
Quinton Starks
Rachael Attai
Rachel McIntosh
Randall Hackworth
Rhye Morgan
Rebecca Deemer
Rebecca Hertzberg
Rev. Arch Hawkins
Richard Collison
Rob Campbell
Rob Evans
Rob Manuel
Rob Upacena
Robert Sanders
Robertta Brooker
Robin Hodge
Robin Haldman
Rolando Mendoza
Rose Shingledecker
Roshanne Smith
Roy Gabriel
Roy Jones
Ruth Soper
Ruthann Osengaugh
Sandi Nichols
Sandra Hood
Sandy Nee
Sandie Bolento
Sara VanSlambrook
Scarlett Andrews
Martin
Scenario Abesdesin
Scott Longere
Scott Tuer
Shannon Miller
Shell Caton
Shelby Suttiles
Silbkeo Jvyanza
Spencer Royse
Staci Wicker
Steve Alonso
Steve Battiato
Steve Guichelaar
Steve Hadley
Steve Miller
Steve Vost
Susan Kraus
Susan Tucker
Tad Aschman
Tad Skrist
Todd Girard
Terri Garcia
Tim Maher
Tina Hichman

QoL Plan Contributors

Erica Boswell,
QoL Facilitator Coordinator
Kurt Nettleton,
Photographer / Big Car
Scarlett Martin,
Community Builder / UIndy
David McCarel,
Asset & Data Maps
Kelli Mirgeaux,
QoL Facilitator / Polynorphic Solutions
Tom Orr,
Program Officer / LISC
Deanna Stone,
Graphic Design & Logo Development
Allie Kast,
Community Outreach Intern
Kate Tiernan,
Outreach Volunteer / UIndy Service Learning
Spencer Royce,
Outreach Volunteer / UIndy Service Learning