

# GCCMB Community Plan

The 2004-2006 GCCMB Community Plan identified three goals:

1. **Increase the Household Income of All Families Above the Poverty Level;**
2. **Decrease Crime in the Neighborhood; and**
3. **Increase Early Childhood Education in Martindale Brightwood.**

They selected objectives and tasks to guide them to their goals. They also assigned timelines and responsible parties to each of the tasks. Finally, they developed *outcomes* (numbers or percentages of specific events) that would help them to measure their progress toward their overall goals. Outcomes are used to measure large-scale, community level change.

In September 2006, nearly 75 residents and community partners attended the Martindale Brightwood Town Hall Meeting. The GCCMB presented the outcome data, and the group was invited to reflect on the progress toward the goals. Then, participants were invited to join one of three small breakout discussion groups on the goals. Their comments were recorded and used by the GCCMB and MBLLP to revise and expand the GCCMB Community Plan.

**The 2007-2011 GCCMB Community Plan retains the original three goals and includes a fourth goal:**

1. Increase the Household Income of All Families Above the Poverty Level;
2. Decrease Crime in the Neighborhood;
3. Increase Early Childhood Education in Martindale Brightwood; and
4. **Improve the Environmental Quality of the Neighborhood.**

Instead of being organized around tasks, the new version of the plan is instead organized around performance measures. *Performance measures* are numbers or percentages used to measure the performance of a group or organization on specific tasks. They are often easier to get data on than many of the outcome measures. Outcomes are a good gauge of the big picture. Performance measures are useful for monitoring the ongoing contributions toward the desired outcome. The revised GCCMB Plan uses both outcome and performance measures.

This new format will enable the GCCMB to track the progress toward the goals, and to determine whether the strategies are successful. This addition will require the monitoring of performance measure and outcome data. The Martindale Brightwood Local Learning Partnership (MBLLP) has agreed to coordinate the effort. The MBLLP will help to create four subcommittees—one subcommittee around each of the four main goals. The MBLLP is seeking residents to participate in the subcommittees. The subcommittees will develop the strategy for collecting the performance measure and outcome data. Residents may be compensated for their time spent collecting the data. The GCCMB is hopeful that partner organizations will be enthusiastic about the new format, and willing to share needed data with the subcommittees when requested.

**The revised GCCMB Community Plan is a five year plan (2007-2011). It is based on community feedback and participation. The only way that the goals laid out in the following pages can be reached is if residents and community partners work together. If you have questions or concerns about the plan, or you want to get involved, please contact: Linda Minter at 924-4709.**



Objective	Strategies	Suggested Indicators/ Performance Measures	Responsible Party
<b>1. Inform Martindale Brightwood Residents of the existing resources available to them</b>	<ul style="list-style-type: none"> <li>⇒ Create a directory of financial literacy resources or identify existing materials</li> <li>⇒ Host a Community Resource Fair that incorporates organizations that provide financial, educational, and employment opportunities to the community</li> <li>⇒ Promote job readiness classes in the community</li> </ul>	<ul style="list-style-type: none"> <li># of directories distributed</li> <li># of organizations presenting</li> <li># of people attending the fair</li> <li># of articles about job readiness training in the MB newspaper</li> <li># of flyers distributed about job readiness classes</li> <li># of asset/workforce contacts made by Neighborhood Partners</li> </ul>	<p>GCCMB MBLLP Boner Center Making Connections/AECF</p> <p>Neighborhood Partners/NACS</p>
Objective	Strategies	Suggested Indicators/ Performance Measures	Responsible Party
<b>2. Increase the number of residents who are employed</b>	<ul style="list-style-type: none"> <li>⇒ Support the Making Connections Job Pipeline and other organizations that work to place people in jobs and assist them in retaining employment</li> <li>⇒ Work to identify employers and job placements for neighborhood residents</li> </ul>	<p>Collect the following performance measures on the Job Pipeline, PACE/OAR, Duval, and Jobs Partnership:</p> <ul style="list-style-type: none"> <li># of residents placed in jobs</li> <li># of residents placed in jobs with benefits</li> <li># of residents placed in full-time jobs</li> <li># of those placed who retain employment for 30, 60, and 90 days</li> <li># of positions identified through Making Connections Job Pipeline</li> <li># of positions identified through IPIC Outreach</li> <li># of positions identified through Duval</li> </ul>	<p>GCCMB</p> <p>Making Connections Job Pipeline</p> <p>PACE/OAR IPIC Outreach</p> <p>Duval</p> <p>Jobs Partnership</p>

Objective	Strategies	Suggested Indicators/ Performance Measures	Responsible Party
<b>3. Engage the community in workforce and asset-building issues</b>	⇒ Increase involvement in the MB Family Investment Collaborative  ⇒ Create a committee to track the goal and performance measurement data	# of residents participating in the MBFIC # of partner organizations participating in the MBFIC  # of residents participating in the committee	GCCMB MBFIC IPIC Outreach PACE/OAR  MBLLP

**Family Economic Success Goal Data Collection Strategy:**

Performance measure	Source	Timetable	Target	Actual
# of directories distributed				
# of organizations presenting				
# of people attending the fair				
# of articles about job readiness training in the newspaper				
# of flyers distributed about job readiness training				
# of asset/workforce contacts made by Neighborhood Partners				
# of residents placed in jobs by the Job Pipeline				
# of residents placed in jobs with benefits by the Job Pipeline				
# of residents placed in full-time jobs by the Job Pipeline				
# of those placed who retain employment for 30 by the Job Pipeline				
# of those placed who retain employment for 60 by the Job Pipeline				

# of those placed who retain employment for 90 by the Job Pipeline				
# of residents placed in jobs by PACE/OAR				
# of residents placed in jobs with benefits by PACE/OAR				
# of residents placed in full-time jobs by PACE/OAR				
# of those placed who retain employment for 30 by PACE/OAR				
# of those placed who retain employment for 60 by PACE/OAR				
# of those placed who retain employment for 90 by PACE/OAR				
# of residents placed in jobs by Duval				
# of residents placed in jobs with benefits by Duval				
# of residents placed in full-time jobs by Duval				
# of those placed who retain employment for 30 by Duval				
# of those placed who retain employment for 60 by Duval				
# of those placed who retain employment for 90 by Duval				
# of residents placed in jobs by Jobs Partnership				
# of residents placed in jobs with benefits by Jobs Partnership				
# of residents placed in full-time jobs by Jobs Partnership				
# of those placed who retain employment for 30 by Jobs Partnership				
# of those placed who retain employment for 60 by Jobs Partnership				
# of those placed who retain employment for				

90 by Jobs Partnership				
# of positions identified by the Jobs Pipeline				
# of positions identified by Duval				
# of positions identified by IPIC Outreach				
# of residents participating in the MBFIC				
# of partner organizations participating in the MBFIC				
# of residents participating in the data collection committee				

## GOAL-DECREASING CRIME

**Decrease crime in the Martindale Brightwood area by 10% in 2004**

**Measured by:**

### Reduction in UCR Crime<sup>3</sup>

2003 (Actual) -      2007 (Target)-  
 2004 (Target) -      2008 (Target)-  
 2005 (Target) -      2009 (Target)-  
 2006 (Target) -      2010 (Target)-  
                                  2011 (Target)

### Increase in Neighborhood Crime Watch Blocks.

2004 (Actual) -      2008 (Target)-  
 2005 (Target) -      2009 (Target)-  
 2006 (Target) -      2010 (Target)-  
 2007 (Target)-      2011 (Target)-

### Participants in PACE/OAR.

2004 (Actual) -      2008 (Target)-  
 2005 (Target) -      2009 (Target)-  
 2006 (Target) -      2010 (Target)-  
 2007 (Target)-      2011 (Target)-

Objective	Strategies	Indicators/Performance Measures	Responsible Party
1. Increase the police presence	⇒ Work with Weed & Seed to pay for officer overtime for additional patrols and attendance at community meetings  ⇒ Work with IMPD to increase foot and bike patrols	# of overtime hours # of community meetings attended by officers  # of bike patrol officers # of foot patrol officers	GCCMB/ Weed & Seed IMPD

	⇒ Promote the use of tip cards in the community	# of tip cards submitted by MB residents	GCCMB/ Weed & Seed IMPD
<b>Objective</b>	<b>Strategies</b>	<b>Indicators/Performance Measures</b>	<b>Responsible Party</b>
2. Increase community involvement	<p>⇒ Increase the number of crime watches and block clubs</p> <p>⇒ Increase participation in community and police partnership events (ie Walk with IPD, Community United downtown, etc.)</p> <p>⇒ Increase involvement in neighborhood associations/start new associations</p> <p>⇒ Increase youth involvement community-wide</p> <p>⇒ Create a committee to track the goal and performance measurement data</p>	<p># of Crime Watches # of Block Clubs</p> <p># of residents participating in crime prevention events</p> <p># of residents attending neighborhood association meetings # of new neighborhood associations</p> <p># of youth involved in leadership programs # of youth attending neighborhood meetings</p> <p># of residents serving on the committee</p>	<p>GCCMB and Neighborhood Associations</p> <p>IMPD (Crime Watch Coordinator, Community Policing Officers)</p> <p>Making Connections-REAL</p> <p>Martindale Brightwood Youth Round Table, Making Connections</p> <p>MBLLP</p>
<b>Objective</b>	<b>Strategies</b>	<b>Indicators/Performance Measures</b>	<b>Responsible Party</b>
3. Improve the public safety and crime prevention infrastructure	<p>⇒ Increase lighting in the community</p> <p>⇒ Address quality of life issues like absentee landlords, vacant houses, noise violations, loitering, etc.</p>	<p># of public streetlights in the community # of streets identified as being too dark by community policing officer</p> <p># of code violations reported by Health and Hospital</p> <p># Crime Watches</p>	<p>GCCMB/ Weed &amp; Seed</p> <p>GCCMB,</p>

	⇒ Increase Crime Watches ⇒ Continue relationship with PACE/OAR	# MB residents placed in jobs by PACE/OAR	IMPD Crime Watch Coordinator GCCMB, PACE/OAR
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**Decreasing Crime Goal Data Collection Strategy:**

<b>Performance measure</b>	<b>Source</b>	<b>Timetable</b>	<b>Target</b>	<b>Actual</b>
# of overtime hours				
# of community meetings attended by officers				
# of bike patrol officers				
# of foot patrol officers				
# of tip cards submitted by MB residents				
# of crime watches				
# of block clubs				
# of residents participating in crime prevention events				
# of new neighborhood associations				
# of youth involved in leadership programs				
# of youth attending neighborhood meetings				
# of public streetlights in the community				
# of streets identified as being too dark				
# of code violations				
# of MB residents place by PACE/OAR				

**GOAL-EARLY CHILDHOOD EDUCATION**

**Increase early childhood education in Martindale Brightwood**

**Measured by:**

**An increase in parents reading to their children**

**2003 (Actual) – 54.2 (Marion County = 64.8)**

**2005 (Target) – 57.2 an increase of 39 parents reading to their kids**

**2010 (Target) – 58.2 an increase of 52 parents reading to their kids**

**An increase in neighborhood kindergartners assessed as Ready with the Dibble’s Test**

**2004 (Actual) - 2008 (Target)-**

**2005 (Target) - 2009 (Target)-**

**2006 (Target) - 2010 (Target)-**

**2007 (Target)- 2011 (Target)-**

**An increase in neighborhood 3<sup>rd</sup> graders passing the ISTEP test**

**2004 (Actual) - 2008 (Target)-**

**2005 (Target) - 2009 (Target)-**

**2006 (Target) - 2010 (Target)-**

**2007 (Target)- 2011 (Target)-**

Objective	Strategies	Suggested Indicators/ Performance Measures	Responsible Party
<b>1. Support parents in preparing their children for school</b>	⇒ Create a directory of early childhood resources to be distributed to the community ie. Childcare Answers, Information and Referral Network, First Steps	# of directories distributed	GCCMB MBLLP Education Task Force
	⇒ Work with HealthNet and other partners to provide proper immunization for area children entering school	# of MB children who have been immunized by the first day of Kindergarten at IPS 37 and IPS 51	GCCMB HealthNet Education Task Force

	<p>⇒ Insure that eligible families sign up for Imagination Library</p> <p>⇒ Insure that parents receive tools to promote age-appropriate development</p> <p>⇒ Create a committee to track the goal and performance measure data</p>	<p># of MB children enrolled in Imagination Library</p> <p># Bunny Bags checked out by MB residents</p> <p># Smart Start Backpacks checked out by MB residents</p> <p># parents participating Ready to Learn Triangle</p> <p># of parents participating in Play &amp; Learn</p> <p># of parents participating in Ready Schools, Ready Communities</p> <p># of families participating in Healthy Families</p> <p># of families participating in Head Start</p> <p># of residents serving on the committee</p>	<p>GCCMB Making Connections / AECF</p> <p>Martindale Brightwood Library Making Connections/ AECF GCCMB</p> <p>Healthy Families/HealthNet United Way /Success by 6 Education Task Force Head Start Ivy Tech</p> <p>MBLLP</p>
<b>Objective</b>	<b>Strategies</b>	<b>Suggested Indicators/ Performance Measures</b>	<b>Responsible Party</b>
<b>2. Increase engagement in community schools</b>	<p>⇒ Parents as First Teachers (PAFT) and Parents as Teachers (PAT) will work with parents to prepare children for school</p> <p>⇒ Increase parent and community involvement in the community schools</p>	<p># of MB families participating in Parents as First Teachers (PAFT)</p> <p># of MB families participating in Parents as Teachers (PAT)</p> <p># of parents serving on the Ready Communities, Ready Schools committee</p> <p># of MB residents serving on the Ready Communities, Ready Schools committee</p> <p># of pastors/churches serving on the Ready Communities, Ready</p>	<p>GCCMB IPS PAFT IPS 37 &amp;51 United Way/PAT</p> <p>GCCMB Making Connections/ AECF Community Resurrection Partnership Education Task Force</p>

	⇒ Provide literacy training workshops through the school	Schools committee  # of participants in the literacy training workshops	Making Connections/AECF
<b>Objective</b>	<b>Strategies</b>	<b>Suggested Indicators/ Performance Measures</b>	<b>Responsible Party</b>
<b>3. Provide resources and supports to neighborhood childcare providers</b>	<p>⇒ Insure that every childcare provider in Martindale Brightwood is aware of the early education programs</p> <p>⇒ Provide support for partnership with Ivy Tech to train childcare providers for their CDA</p> <p>⇒ Provide additional training to childcare providers</p> <p>⇒ Provide support for the LLP to update the daycare mapping project to locate home daycare providers so that services can be targeted to them</p>	<p># of mailings to daycare providers</p> <p># of neighborhood childcare providers taking classes in the Ivy Tech CDA program</p> <p># of neighborhood childcare providers completing the CDA program</p> <p># of neighborhood childcare providers participating in classes and workshops</p> <p># of daycares added to the listing</p>	<p>GCCMB Making Connections/AECF</p> <p>GCCMB Making Connections/AECF Ivy Tech</p> <p>Making Connections/AECF Ivy Tech</p> <p>GCCMB MBLLP Making Connections/AECF</p>

**Early Childhood Goal Data Collection Strategy:**

<b>Performance measure</b>	<b>Source</b>	<b>Timetable</b>	<b>Target</b>	<b>Actual</b>
# of directories distributed				
# of MB children who have been immunized by the first day of Kindergarten at IPS 37 and IPS 51				
# of MB children enrolled in Imagination Library				
# Bunny Bags checked out by MB residents				
# Smart Start Backpacks checked out by MB residents				
# parents participating Ready to Learn Triangle				
# of parents participating in Play & Learn				
# of parents participating in Ready Schools, Ready Communities				
# of families participating in Healthy Families				
# of families participating in Head Start				
# of residents serving on the committee				
# of MB families participating in Parents as First Teachers (PAFT)				
# of MB families participating in Parents as Teachers (PAT)				
# of parents serving on the Ready Communities, Ready Schools committee				
# of pastors/churches serving on the Ready Communities, Ready Schools committee				
# of participants in the literacy training workshops				
# of mailings to daycare providers				
# of neighborhood childcare providers taking classes in the Ivy Tech CDA program				
# of neighborhood childcare providers completing the CDA program				
# of neighborhood childcare providers participating in classes and workshops				
# of daycares added to the daycare mapping listing				

**GOAL-ENVIRONMENTAL QUALITY**

**Improve the Environmental Quality of the Community**

**Measured by a reduction in the number of properties with soil contaminated with lead and MTBE**

2006- 2009-  
2007- 2010-  
2008- 2011-

<b>Objective</b>	<b>Strategies</b>	<b>Suggested Indicators/ Performance Measures</b>	<b>Responsible Party</b>
<b>1. Increase awareness about the environmental problems in the Martindale Brightwood Community</b>	⇒ Educate the general public about the contamination	# of public showings of the environmental issues section of “Reviving the Spirit” # of newspaper articles published about the issue # of people participating in discussions about the issue	GCCMB MBLLP CRP
	⇒ Bring together stakeholders who are interested in the issue: formalize a committee to focus on the issue	# of residents serving on the committee # of partner organizations serving on the committee # of churches serving on the committee	GCCMB CRP
	⇒ Create an informational packet about the issue including a Fact Sheet, FAQ for residents, a copy of “Reviving the Spirit”, and copies of newspaper articles about the issue	# of packets distributed	GCCMB CRP MBLLP
	⇒ Create a committee to track the data for the goal and strategy performance measures	# of residents serving on the committee	MBLLP

	⇒ Explore legal recourse		
<b>Objective</b>	<b>Strategies</b>	<b>Suggested Indicators/ Performance Measures</b>	<b>Responsible Party</b>
<b>2. Insure that all contaminated properties are remediated</b>	<p>⇒ Pressure absentee landlords to remediate properties</p> <p>⇒ Encourage homeowners who have not yet agreed to have their properties treated to do so</p> <p>⇒ Work to identify remaining properties and negotiate their remediation</p>	<p># of landlords with contaminated properties</p> <p># of landlords receiving a copy of the environmental issue section of “Reviving the Spirit”</p> <p># of landlords receiving copies of newsletter articles about the issue</p> <p># of complaints filed with MCHD</p> <p># of homeowners with contaminated properties</p> <p># of homeowners receiving a copy of the environmental issue section of “Reviving the Spirit”</p> <p># of homeowners receiving copies of newsletter articles about the issue</p> <p># of additional properties tested</p> <p># of additional properties treated</p>	<p>GCCMB</p> <p>MBLLP</p> <p>Community Resurrection Partnership</p> <p>Environmental Protection Agency (EPA)</p> <p>Indiana Department of Environmental Management (IDEM)</p>

**Environmental Quality Goal Data Collection Strategy:**

<b>Performance measure</b>	<b>Source</b>	<b>Timetable</b>	<b>Target</b>	<b>Actual</b>
# of public showings of the environmental issues section of “Reviving the Spirit”				
# of newspaper articles published about the issue				
# of people participating in discussions about the issue				
# of residents serving on the committee				
# of partner organizations serving on the committee				
# of churches serving on the committee				
# of packets distributed				
# of residents serving on the committee				
# of landlords with contaminated properties				
# of landlords receiving a copy of the environmental issue section of “Reviving the Spirit”				
# of landlords receiving copies of newsletter articles about the issue				
# of complaints filed with MCHD				
# of homeowners with contaminated properties				
# of homeowners receiving a copy of the environmental issue section of “Reviving the Spirit”				
# of homeowners receiving copies of newsletter articles about the issue				
# of additional properties tested				
# of additional properties treated				