

Implementation

As stated earlier, for neighborhood revitalization to be successful in both the long and short term, the stakeholders in the neighborhood must continue to take an active role following development of the plan, in its implementation. Stakeholders include first and foremost, the residents, both tenants and homeowners, as well as owners of property in the neighborhood. Secondly, stakeholders may include those individuals who conduct business in the area or those that utilize recreational or social resources in the neighborhood. The MLK, Jr. Neighborhood Plan contains a large number of objectives and actions that have been identified as necessary for the neighborhood to reach and maintain its desired status as expressed in the Plan's vision statement. Implementation of these is anticipated to take place over a period of several years depending upon availability of funding and staff resources. Table A, Implementation Matrix, provides a summary of all of the identified activities by topic area including the committee assigned priority for each. The table further identifies potential lead entities for implementation, an estimated cost for implementation, and, if possible, potential funding sources. Most activities will require the joint efforts of multiple parties to fully implement, however, the entity most appropriate to take the lead in the activity has been listed first. Listed below are the abbreviations used for the various entities:

BC	Business Community	RCS	Redding Community Services
CE	Code Enforcement	RES	Neighborhood Residents
CITY	All Responsible City Departments	RHD	Redding Housing Division
DVP	Developers	RPD	Redding Police Department
MLKC	MLK, Jr. Multi-Cultural Center Board	RPW	Redding Public Works
MNA	MLK, Jr. Neighborhood Association (to be established)	RRA	Redding Redevelopment Agency
OTH	Other Organizations	RSD	Redding Streets Division
OWN	Neighborhood Property Owners		
RABA	Redding Area Bus Authority		

A complete description of the funding sources identified in the matrix is presented in Appendix C.

It is anticipated that an action plan containing the specific projects/activities anticipated to be undertaken during the 24 months following adoption of the plan will be developed as a companion document to the Revitalization Plan. The Action Plan will further define the budget of each anticipated activity as funding sources are identified and secured. The Committee has identified the top priority activities to be included in the initial two-year Action Plan to be:

- a Housing Incentive Program designed to offer existing homeowners and rental property owners financial incentives to participate in rehabilitation of their properties and to provide financial incentives to new home buyers to purchase homes in the neighborhood;
- code enforcement;
- a neighborhood traffic study to analyzing existing circulation issues and provide realistic solutions;
- development of the City-owned Linden Avenue property;
- general neighborhood clean-up activities;
- new home ownership opportunities through in-fill development; and
- establish a MLK, Jr. Neighborhood Association, comprised of homeowners, property owners, and neighborhood residents.

Table A
Implementation Matrix

Project/Program/Activity	Priority	Responsible for Implementation	Potential Funding Source	Estimated Cost ¹	
				Annual ²	Total
Land Use and Neighborhood Appearance					
Linden Avenue Site Development	High	RRA, RHD, DEV	Housing Set-aside Fund; CDBG; HOME; Private		\$5,500,000
Neighborhood Pride Program	High	MNA, OWN, RES, RRA, RHD	Private, other grant funds	\$1,000	\$5,000
Youth Accountability Board	High	MLKC, MNA, RES, OWN, RRA, RHD	Unknown		Unknown
Code Enforcement	High	CE, RRA, RHD, RPD, OWN, RES, BC, MNA	Housing Set-aside Fund; CDBG; General Fund	\$10,000 (enhancement of existing program)	\$50,000
Neighborhood Clean-Up Program (2 clean-ups annually w/avg. cost of \$7,500)	High	MNA, OWN, RES, RRA, RHD, CITY	CDBG	\$15,000	\$30,000 ³
Residential In-fill Development (10 lots - \$125,000 per single-family home)	High	RRA, RHD, DEV	Housing Set-aside Fund; CDBG; HOME; Private	\$250,000	\$1,250,000
Neighborhood Identification Signs	Low	MNA, MLC, OWN, RES, RPW	CDBG; other grant funds		\$75,000
Total Land Use and Neighborhood Appearance:				\$276,000	\$6,910,000
Housing					
Homeowner Rehabilitation Program (5 loans per year at \$25,000 per loan)	High	RRA, RHD, OWN	Housing Set-aside Fund; CDBG; HOME; Private	\$125,000	\$625,000
Rental Rehabilitation Program (10 units per year at \$30,000 per unit)	High	RRA, RHD OWN	Housing Set-aside Fund; CDBG; HOME; Private	\$300,000	\$1,500,000
Code Enforcement	High	(See "Code Enforcement" under Land Use and Neighborhood Appearance.)			
Down Payment Assistance Program (3 loans per year at \$30,000 per loan)	High	RRA, RHD	Housing Set-aside Fund; HOME; Private	\$90,000	\$450,000

Project/Program/ Activity	Priority	Responsible for Implementation	Potential Funding Source	Estimated Cost	
				Annual	Total
Housing, cont.					
“Renter to Home Owner” Informational Training (2 sessions annually)	High	RRA, RHD MNA, MLC, RES	Housing Set-aside Fund	\$5,000	\$25,000
New Rental Unit Development Incentive Program (1 project/20 units per year)	Medium	RRA, RHD, DEV	Housing Set-aside Fund; Private	\$250,000	\$500,000 ⁴
Good Neighbor Cleanup Program (9 loans per year at \$3,000 per loan.)	High	RRA, RHD, OWN	Housing Set-aside Fund	\$30,000	\$150,000
Paint Voucher Program (30 units per year; 50% owner, 50% rental)	High	RRA, RHD, OWN	Housing Set-aside Fund	\$15,000	\$75,000
Lease Purchase Program	High	RRA, RHD, RES	Housing Set-aside Fund	Administrative ⁵	
Total Housing:				\$815,000	\$3,325,000
Transportation and Circulation					
Pedestrian Improvements (sidewalks and ADA ramps)	High	RRA, RHD, CITY	Transportation grants; CDBG; private funds in conjunction with new development		\$760,000
Street Improvements (paving/curb/gutter)	High	RRA, RHD, RSD, OWN, RES	Unknown		\$450,000
Traffic/Circulation Study	Medium	RRA, RHD, OWN, RES, MNA	Housing Set-aside Fund; CDBG		\$50,000
Extension of West Street south to Buenaventura Blvd.	Low	RRA, CITY	Unknown		Unknown
Total Transportation and Circulation:					\$1,260,000
Public Infrastructure and Services					
Infrastructure Improvements	(See “Pedestrian Improvements” and “Street Improvements” under Transportation and Circulation)				
Transit Improvements	High	RABA, RRA, RHD, RES, OWN, MNA	RABA; CDBG	\$15,000	\$75,000
Total Public Infrastructure and Services:				\$15,000	\$75,000

Project/Program/ Activity	Priority	Responsible for Implementation	Potential Funding Source	Estimated Cost	
				Annual	Total
Public Safety and Crime Prevention					
Establish Neighborhood Watch Program	High	MNA, RES, OWN, RPD	Administrative - Existing program		
Safe Access Routes	High	RRA, RHD, MNA, OWN, RES	See "Pedestrian Improvements" under Transportation and Circulation.		
Crime Prevention Seminars	High	RPD, MLKC, MNA, RES, OWN	Unknown	Unknown	
Crime-Free Multi-Housing Program	High	RPD, RRA, RHD, OWN, RES, MNA	Administrative - Existing program		
Drug-free and Violence Prevention Education	High	MLKC, MNA, RES, OWN, RPD, OTH	Unknown	Unknown	
Total Public Safety and Crime Prevention:				Administrative or Unknown	
Open Space and Recreation					
Park Master Plan	High	CITY, MLKC, RES	CDBG		\$25,000
MLK, Jr. Park Renovation	High	CITY	CDBG		\$250,000
Neighborhood based programming at Center	Medium	MLKC, RES	Administrative		
Resident representation on MLK Board	Medium	MLKC, RES	Administrative		
Total Open Space and Recreation:					\$275,000
GRAND TOTAL:				\$1,106,000	\$11,845,000

- Notes:
1. Cost estimates are preliminary order of magnitude estimates to be refined further with project implementation.
 2. Annual costs are listed for activities anticipated to be undertaken incrementally over a period of years.
 3. Neighborhood Clean-up Program is anticipated to be a two-year program. In year 3 or sooner, City-wide Spring Clean-a-thon effort will be joined.
 4. Activity anticipated to be a two-year program or 40 new rental units. Local funds will be gap financing in conjunction with non-local public/private primary funding source.
 5. "Administrative" indicates activity is considered a normal function of the lead agency or that no additional funds are necessary.