


# Strategic Neighborhood Fund 2.0

One City. For all of us.







INVEST  DETROIT

# 2 Strategic Neighborhood Fund

One City. For all of us.

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Streetside at Detroit Vegan Soul  
in West Village neighborhood

**The City of Detroit and Invest Detroit are raising \$56M over five years in philanthropic support for the launch of the Strategic Neighborhood Fund 2.0.**

This effort leverages an additional \$187M to bring a set of five proven and expanded tools to seven more Detroit neighborhoods.



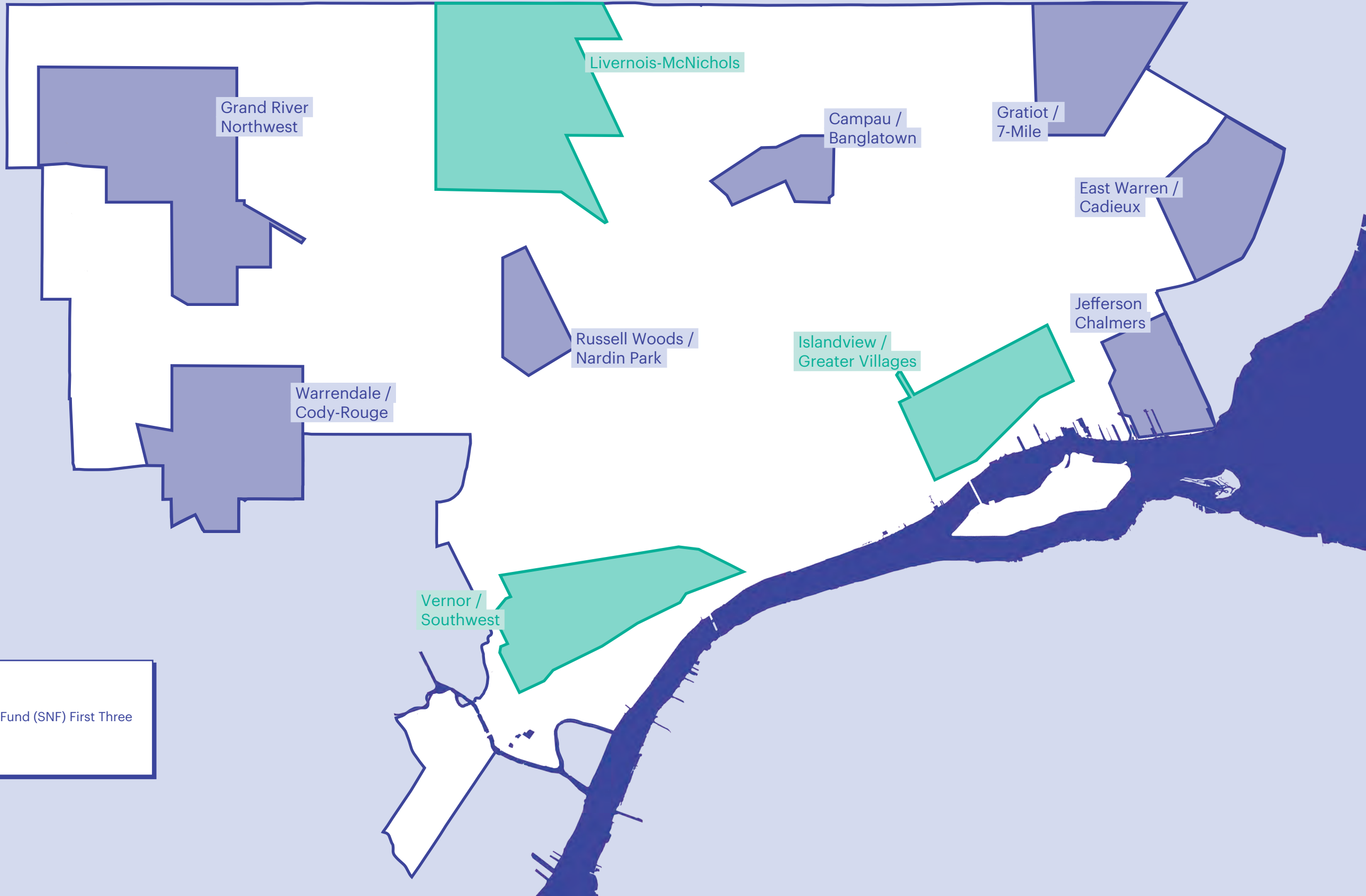
Mexicantown in Southwest Detroit during Open Streets Detroit, an event held in October 2017

It is through partnership, coordination and community support that we will create one City. For all of us.

Learning from our \$30M pilot effort through the first iteration of the Strategic Neighborhood Fund (SNF), SNF 2.0 will continue a path of inclusive growth across Detroit to create livable, walkable, and vibrant neighborhoods for all Detroiters.

Coordinated implementation between stakeholders, along with community input and representation, will revitalize main streets, parks, streetscapes, and single-family housing in seven additional neighborhoods. This united front of partners and inclusive approach will bring a tested and improved model that provides flexibility to stabilize and grow each unique neighborhood.

# Investment Areas



Planning Projects

- Strategic Neighborhood Fund (SNF) First Three
- SNF Next Seven

## How We Got Here

The City of Detroit, Invest Detroit, and partners are pursuing an urban redevelopment strategy unlike any implemented in America. We began in 2011 with the Woodward Corridor Initiative that brought coordinated investment into the Greater Downtown in order to stabilize the City's core business district. Our primary goal was to spur development by filling financial gaps with patient investments to promote market strengthening and stabilization. And it is working. This method attracted new development and additional investment of more than \$7B in Greater Downtown aligned with public investment in and along the QLine, Woodward's 3.3-mile streetcar system. It soon became clear that bringing redevelopment tools into neighborhoods would be the next vital step in continuing the momentum and vision to support the entire city.

Our initial neighborhood pilot started with the creation of the first \$30M Strategic Neighborhood Fund. We began our work by listening to the community's needs, exploring existing assets, and assessing geographies that could quickly benefit from targeted investment. Armed with a key set of metrics to identify where these opportunities existed, the first three neighborhoods were chosen—Islandview/Greater Villages, Vernor/Southwest, and Livernois-McNichols.

Through these first three neighborhoods, we learned three important lessons:

- 1 **We should go deeper.** For a neighborhood to truly thrive, we must consider a wider array of tools—parks, better connectivity and mobility, stronger commercial corridors, housing interventions, and strong community input and support.
- 2 **We must continue to focus on affordability.** A Detroit for all of us means that low-income residents should share in the recovery of the City, and they should be supported and protected as market conditions and neighborhood density improves. SNF works alongside the City's Affordable Housing Leverage Fund (AHLF) to achieve this.
- 3 **Coordination is the key.** In order to be successful, we must be highly coordinated so that we are fully leveraging strengths, additional tools, and aligned initiatives like health and human services, education, mobility, and workforce development.

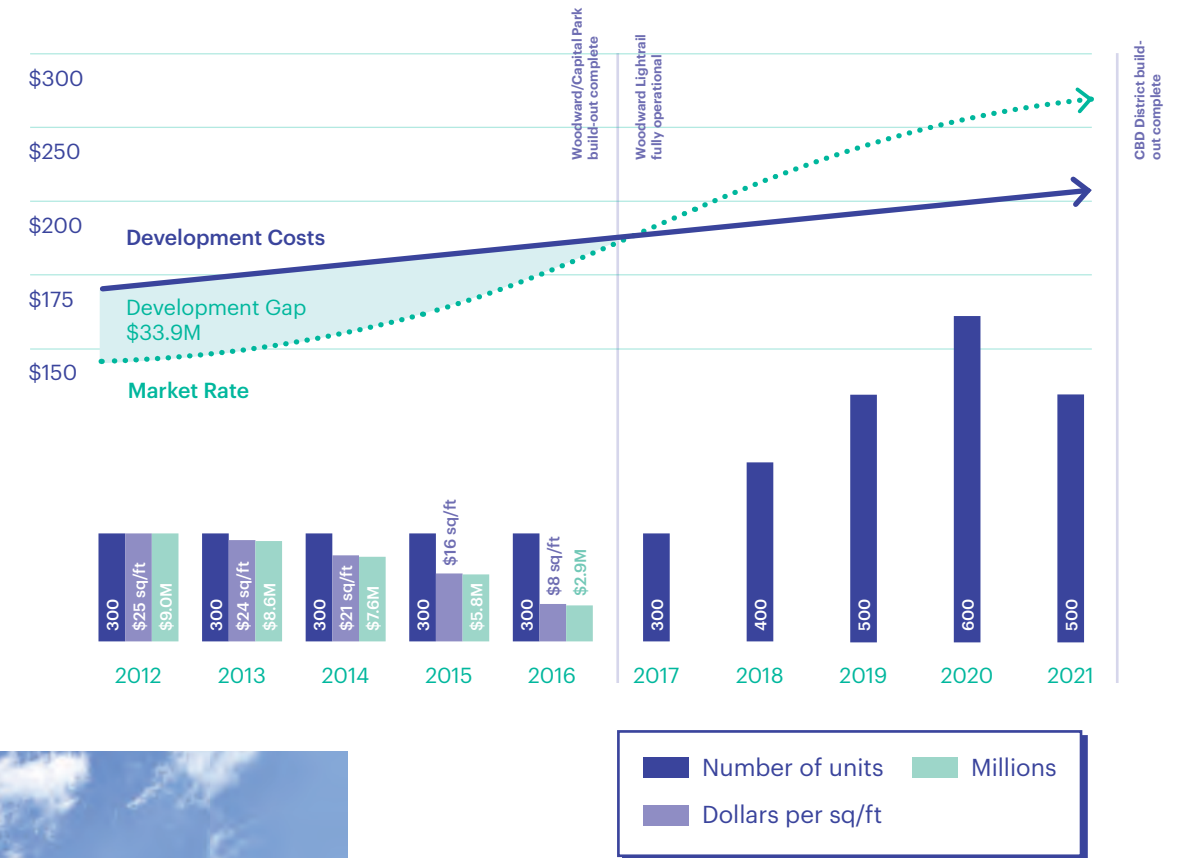
Participatory Budgeting in Southwest Detroit



Kamper and Stevens project is preserving affordable senior housing



## Woodward Corridor Results: Development Gap Decreases in Greater Downtown



### Affordable Housing Leverage Fund (AHLF)

Affordable housing is central to the City's inclusive growth strategy and plays a key role in the ability to retain existing residents, attract new residents, and create mixed-income communities. The City seeded AHLF with \$50 million and intends to grow the fund with philanthropic support to \$250 million, which will unlock \$765 million in total investment.

AHLF's primary goals over the next five years are: 1) preserve the affordability of 10,000 housing units, and 2) produce 2,000 new affordable units.

# Our Journey to the Neighborhoods



## Target Densities

- 100++ UPA
- 60 UPA
- 40 UPA
- 10 UPA

Woodward corridor strategy: spurred \$7B in related investment

## 2011 ▾

2011: Published the Woodward Corridor Initiative, a transit-oriented development plan

## 2011-2013 ▾

2011-13: Woodward Corridor Initiative implemented through catalytic project investment in greater downtown



## STRATEGIC NEIGHBORHOOD FUND

DETROIT

## 2014 ▾

Q3, 2014: City of Detroit and Invest Detroit identify three neighborhoods to pilot the model and learnings from the Downtown and Midtown work: Islandview/Greater Villages, Vernor/Southwest, and Livernois-McNichols

## 2015 ▾

Q3, 2015: Live6 Alliance created by public/private partnership to serve Livernois-McNichols neighborhood

## 2016 ▾

Q1, 2016: Invest Detroit acquires property in West Village and initiates early concepts for The Coe

Q1, 2016: Mayor Mike Duggan launches the Strategic Neighborhood Fund (SNF) capital campaign

## 2017 ▾

Q2, 2017: Fitz Forward selected to rehabilitate over 100 homes and 200 vacant lots in the Fitzgerald neighborhood

Q4, 2017: SNF surpasses its \$30M public-private-philanthropic fundraising goal ahead of schedule

Q4, 2017: City announces Joe Louis Greenway, 26 miles of non-motorized transit access in Detroit

Q4, 2017: The Coe is completed and open with fully leased residential units



## 2018 ▾

Q1, 2018: Affordable Housing Leverage Fund (AHLF) announces preservation of 10,000 affordable units and creation of 2,000 new affordable units over five years

Q2, 2018: Mayor Mike Duggan launches SNF 2.0 and AHLF capital campaigns to expand these proven tools into seven more neighborhoods





## Expanding a Tested Approach

SNF 2.0 builds off of learnings from the pilot in the first three neighborhoods. Beginning with key metrics such as neighborhood density, strong local leadership, and proximity to historic commercial corridors and other neighborhood assets, we have chosen an additional seven to bring much-needed investment.

- 1 Grand River Northwest
- 2 Jefferson Chalmers
- 3 Campau/Banglatown
- 4 Warrendale/Cody-Rouge
- 5 Gratiot/7-Mile
- 6 Russell Woods/Nardin Park
- 7 East Warren/Cadieux

Within these seven neighborhoods, we will implement five primary tools:

- 1 Neighborhood planning to understand community needs
- 2 Improving streetscapes to create safe and walkable neighborhoods
- 3 Redeveloping parks to offer attractive and active public spaces
- 4 Rehabilitating single-family homes to stabilize residential communities
- 5 Strengthening commercial corridors to support commercial, mixed-use and multifamily development

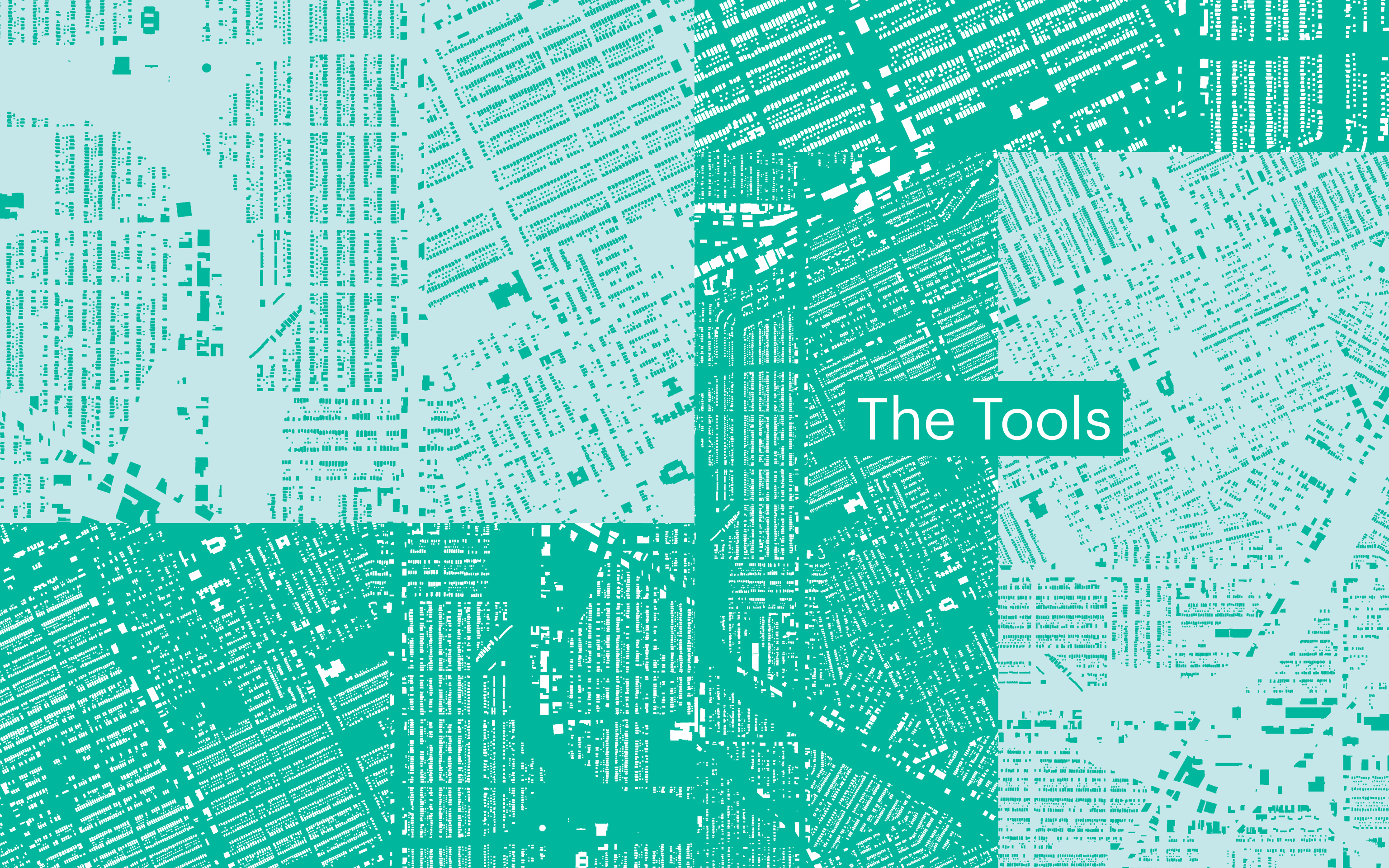


Volunteers participating in neighborhood improvement efforts

To achieve full implementation of this plan, we have identified the investment needed over the next five years.

	Philanthropic Grants	City	State	SNF Investment
Planning with the Neighborhood		\$3M		\$3M
Streetscapes		\$49M		\$49M
Parks	\$14M	\$7M		\$21M
Single Family Houses	\$7M			\$7M
Commercial Corridors	\$35M		\$15M	\$50M
<b>Total SNF 2.0</b>	<b>\$56M</b>	\$59M	\$15M	\$130M

Plus an additional \$113M in equity & commercial debt = **\$243M in total investments**



# The Tools

1. Planning with the Neighborhoods



\$3M total investment

The framework for SNF 2.0 relies on five key components that all work together strengthen each neighborhood's core:

3. Parks



\$21M total investment

4. Single-Family Housing



\$7M total investment

2. Streetscapes



\$49M total investment

5. Commercial Corridors



\$50M total investment

## Planning with the Neighborhoods

The success of SNF 2.0 relies on input and support from residents and community stakeholders. Community engagement tools such as planning studies, participatory budgeting, and support for local developers have been used with much success in the pilot.



Community engagement meeting

The City of Detroit's Planning and Development Department (PDD) will lead neighborhood planning studies in each of the seven neighborhoods. The goal of these studies is to solicit the input of residents, stakeholders, and community partners over an 8 to 12 month period to get community input on targeted investments in their neighborhoods and, ultimately, a comprehensive vision of the community.

	Philanthropic Grants	City	State	SNF Investment
Planning with the Neighborhoods		\$3M		<b>\$3M</b>

## Example:

SNF1 used participatory budgeting, a democratic process where residents decide how to allocate funds, in Vernor/Southwest. A steering committee of 28 residents (made up of neighbors, students, community nonprofits, and businesses) was created to design and execute a process to collect ideas on how to invest the allocated \$250,000. The committee and volunteers gathered hundreds of ideas that will be voted on by residents. This process empowers residents and students to be part of the decision-making process while also building their capacity to civically engage with development in their neighborhood.

Within SNF1 a program was developed to identify and mentor architects, developers, and builders who are Detroit-based and people of color. These individuals and their companies will augment their experience and skills through neighborhood projects to increase their capacity to manage larger-scale developments in the future. The opportunity to grow and support a new generation of local developers and architects will be a key driver of Detroit's future success.



Developer Cliff Brown of Woodborn Partners, on site at the Coe

## Streetscapes

Robust streetscapes that are appealing to both pedestrians and small businesses are important in developing vibrant commercial corridors. Streetscape improvements in each neighborhood will be based on small business needs and community input. Some of the interventions may include raised pedestrian crossings, medians, and bump-outs for outdoor cafes and merchandising.



## Example: Livernois-McNichols

(before)



McNichols & San Juan  
Streetscape Rendering

Among the different components of the Livernois-McNichols Neighborhood Framework Plan, launched in the spring of 2016, is the identification of a streetscape improvement strategy for both McNichols (between Marygrove College and the University of Detroit Mercy) and Livernois (along the historic Avenue of Fashion). These planning efforts will continue to progress throughout 2018 with implementation anticipated in 2019.

	Philanthropic Grants	City	State	SNF Investment
Streetscapes		\$49M		\$49M

(before)



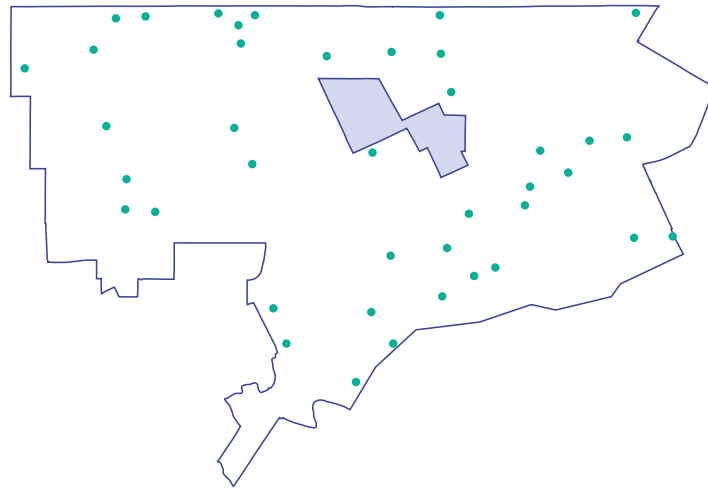
McNichols Road

## Parks

Vibrant and well-programmed parks are a critical part of healthy urban living and a priority for new investment across the city. A key part of SNF 2.0 plan is the creation of one “catalytic” park in each targeted neighborhood.

Additional investment in these parks will greatly enhance the way residents connect to these green spaces and will be destinations for Detroiters across the City.

This effort is part of a broader plan that includes City investment in park improvements across all of Detroit, with soccer hubs and multi-sport parks that will be destinations for residents and families. The goal is a full spectrum of park types for Detroit’s residents and visitors—spaces to gather, fields for individuals and leagues to play, and active spaces for organized resident groups.



Parks in the Capital Improvement Plan (CIP)

	Philanthropic Grants	City	State	SNF Investment
Parks	\$14M	\$7M		<b>\$21M</b>

## Examples: Ella Fitzgerald Park

Celebrating groundbreaking of Ella Fitzgerald Park



The creation of Ella Fitzgerald Park in Livernois-McNichols is transforming vacant lots into a public asset; an innovative use of blighted land to provide an important civic asset in the Fitzgerald neighborhood.

## Clark Park

Southwest Detroit residents enjoying Clark Park



Clark Park in Southwest Detroit connects to the neighborhood’s retail corridor to provide safe access that promotes walkability between both spaces.

## Single-Family Housing

Detroit has a concentration of vacant single-family home structures, many owned by the City of Detroit and its agencies, that can be leveraged as an opportunity to improve neighborhoods. There is a limited supply of move-in ready homes throughout Detroit. Due to the physical condition of the homes, low property values, and tight lending market, obtaining financing for renovations is difficult. Areas of public ownership of vacant housing can be transformed by targeted efforts to remove blight, add density, and improve market conditions to make additional private development feasible and attractive.



Single-Family home in the Fitzgerald neighborhood

Each neighborhood will have a unique intervention depending on inventory and community input, and deeper affordability will be supported by the City's \$250M Affordable Housing Leverage Fund (AHLF).

	Philanthropic Grants	City	State	SNF Investment
Single-Family Housing	\$7M			\$7M

## Examples: Livernois-McNichols

In Livernois-McNichols, the City is piloting a comprehensive revitalization strategy with the goal of creating a blight-free quarter square mile. The project area is located between two longstanding academic institutions, Marygrove College and the University of Detroit Mercy, and is bordered by two growing commercial corridors, Livernois Avenue and West McNichols Road. In order to transform every vacant lot and home in the project area, the City worked with residents to establish a plan with three components:

- 1 **Renovation of 105 vacant homes** both for sale and rent, including affordable and market rate
- 2 **Landscaping and maintenance** of more than 250 vacant lots to create productive landscape
- 3 **Creation of a greenway** through the neighborhood to improve connectivity

## Fitz Forward



Fitz Forward, a partnership between local development firms Century Partners and The Platform, is leading the home rehab and vacant lot improvements. The City's Parks and Recreation Department is leading the construction of the park and greenway.

## Commercial Corridors

Strengthening commercial corridors is crucial to the urban fabric and economic success of Detroit neighborhoods. When these corridors are fully activated, they fill the everyday needs of residents through walking, shopping, good and services, and places to interact. When they are thriving, they support local entrepreneurs, grow small businesses, and provide quality jobs.

In a city of predominantly detached single-family housing, these corridors can also provide mixed-use living of different housing types and sizes not found in most of the city. With over twenty years' experience in this work, Invest Detroit is leading the effort on this particular component.

Similar to the approach in SNF1, microdistricts of 8 to 15 blocks will be identified for investment targets that will encourage outward growth from these strengthened main street cores. Microdistrict identification begins with in-depth asset mapping of each neighborhood's conditions, commercial corridors, and all potential property and their ownership. Leveraging experts within the City, long-time Detroit architecture and urban planning partners, and in consultation with local partners, representative massings and pro-formas will be created for rehabilitations or new construction. Next, we will work with neighborhood leadership to prioritize and sequence projects based on their importance to the community, location, site control or partnership opportunity, and financial feasibility.

	Philanthropic Grants	City	State	SNF Investment
Commercial Corridors	\$35M		\$15M	<b>\$50M</b>

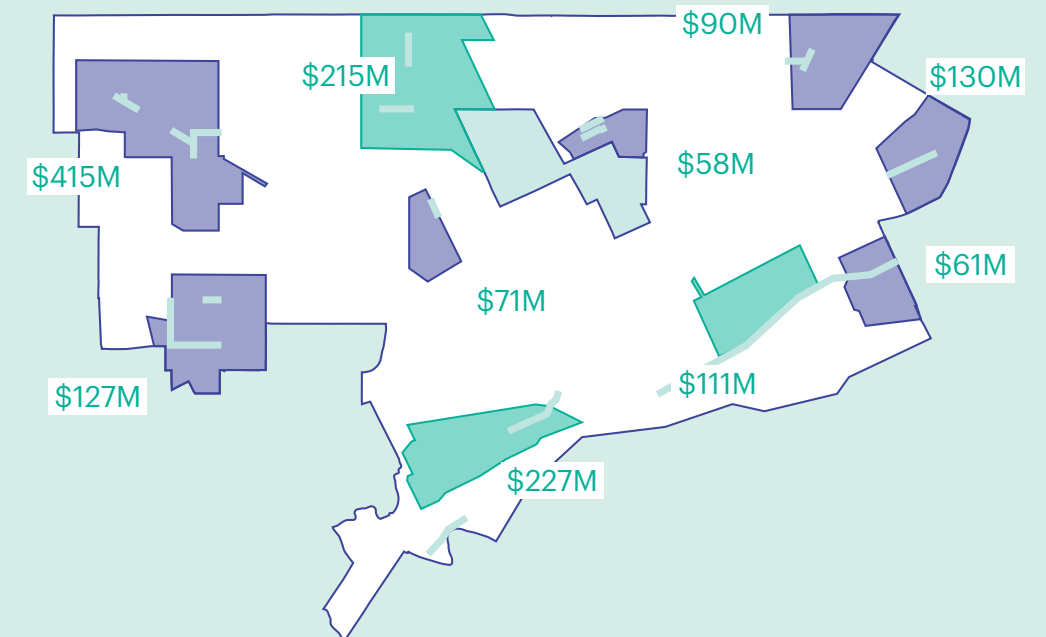
## Example: Kercheval/Van-Dyke

(before)



Kercheval/Van-Dyke (after)

## Streetscapes: Opportunity to capture \$1.5B of retail demand







# The First Three

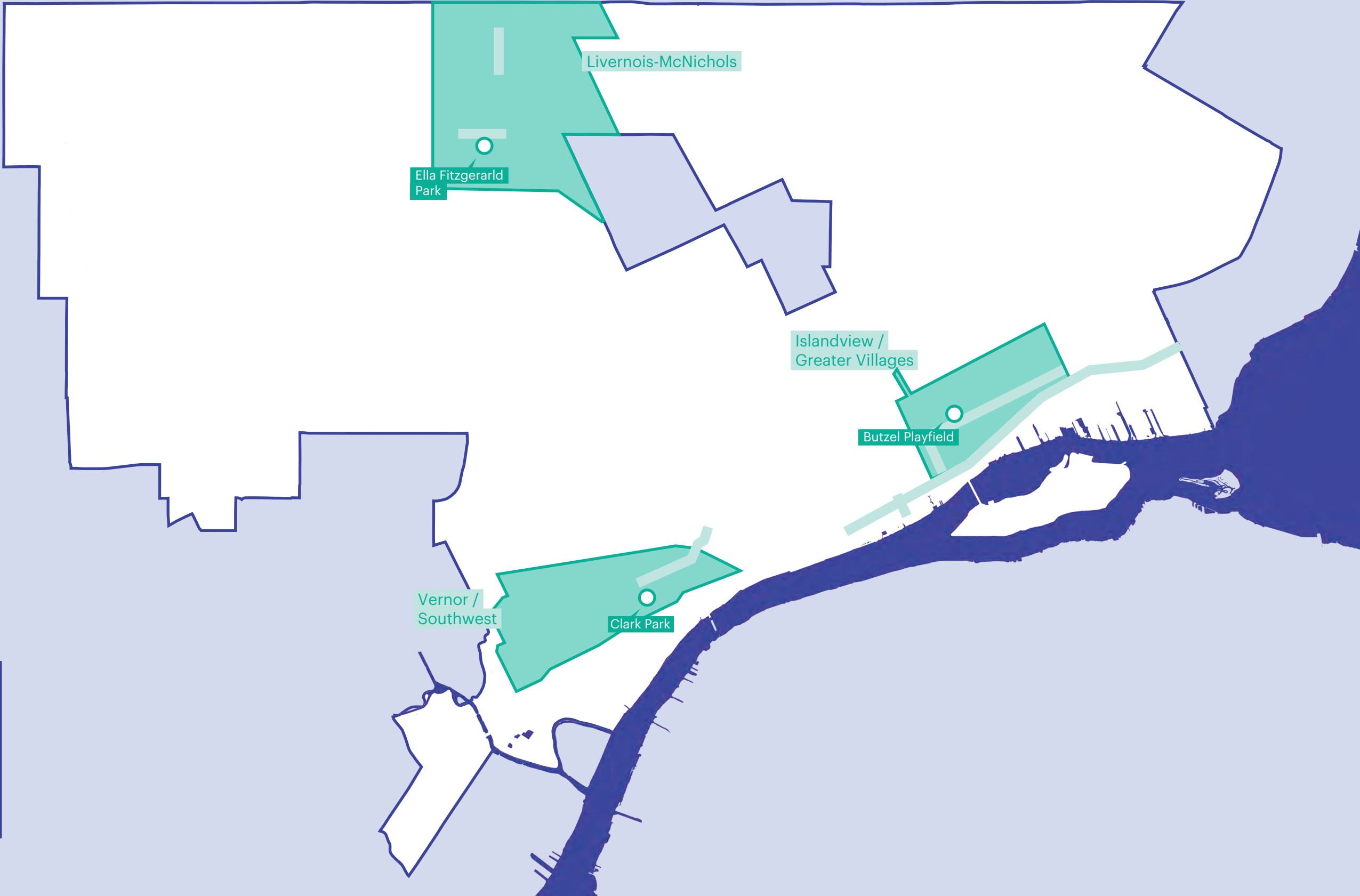
# The First Three

Investments

- Catalytic Park
- Streetscapes

Planning Projects

- SNF First Three



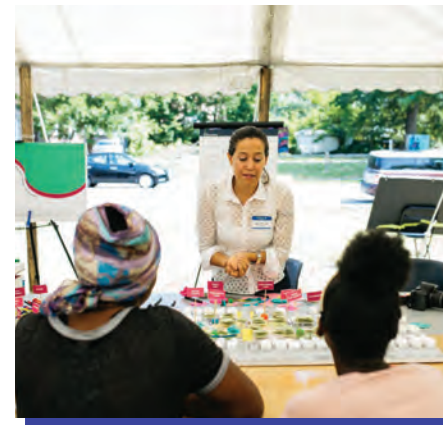
The Murray building in Southwest Detroit



By learning and adapting, our pilot in the first three neighborhoods is working. The efforts in these areas continue with a robust pipeline of projects, and we have been able to draw from our successes and lessons to prove and shape our plans for SNF 2.0.



Home in the Livernois neighborhood



Community engagement meeting

Though work in these neighborhoods continues with a robust pipeline of projects, clear successes have been identified that are proving and shaping our plans for SNF 2.0.

# Islandview / Greater Villages



- MCM Motor City Match (new small business support)
- MCRS Motor City Restore (existing small business support)
- Single-Family Housing Project Area

## Update on Islandview / Greater Villages

Within Islandview / Greater Villages, West Village is our first neighborhood to prove that targeted investment in an 8 to 15 block microdistrict can jumpstart a neighborhood's economic turnaround.

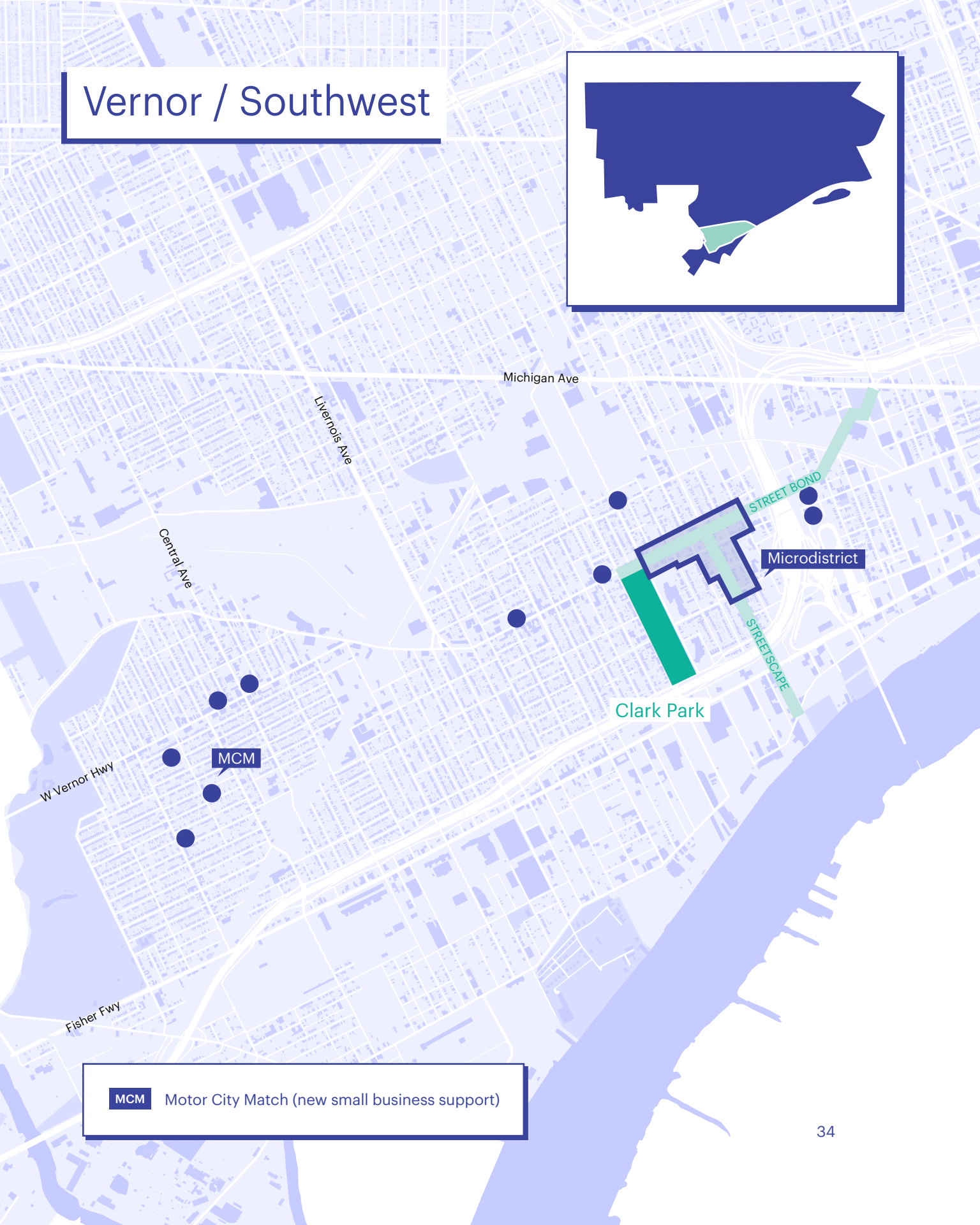
- ▶ The Coe, a mixed-income, mixed-use new construction project opened in November 2017. Led by Cliff Brown and Woodborn Partners, this 12-unit project was the first new construction in the neighborhood in over 30 years.



Completed picture of the Coe

- ▶ A significantly larger mixed-income, mixed-use development is planned at the corners of Kercheval and Van Dyke. This project will be approximately 75 new apartments with 20% of them affordable at 80% and 60% AMI above 7,000 SF of new local retail.
- ▶ SNF1 was able to support the installation of a MoGo bike share station on Agnes Street two years ahead of schedule, as well as doubling the capacity of a community planning and implementation effort to transform a neighborhood alley into a green alley that would remediate storm water flooding.
- ▶ Through the City's community planning efforts, improvements to Kercheval streetscapes and Butzel Playfield are being finalized.
- ▶ The City of Detroit is releasing an RFP to rehabilitate 28 homes and invest in 50 vacant lots just north of Butzel Playfield.

# Vernor / Southwest



## Update on Vernor / Southwest

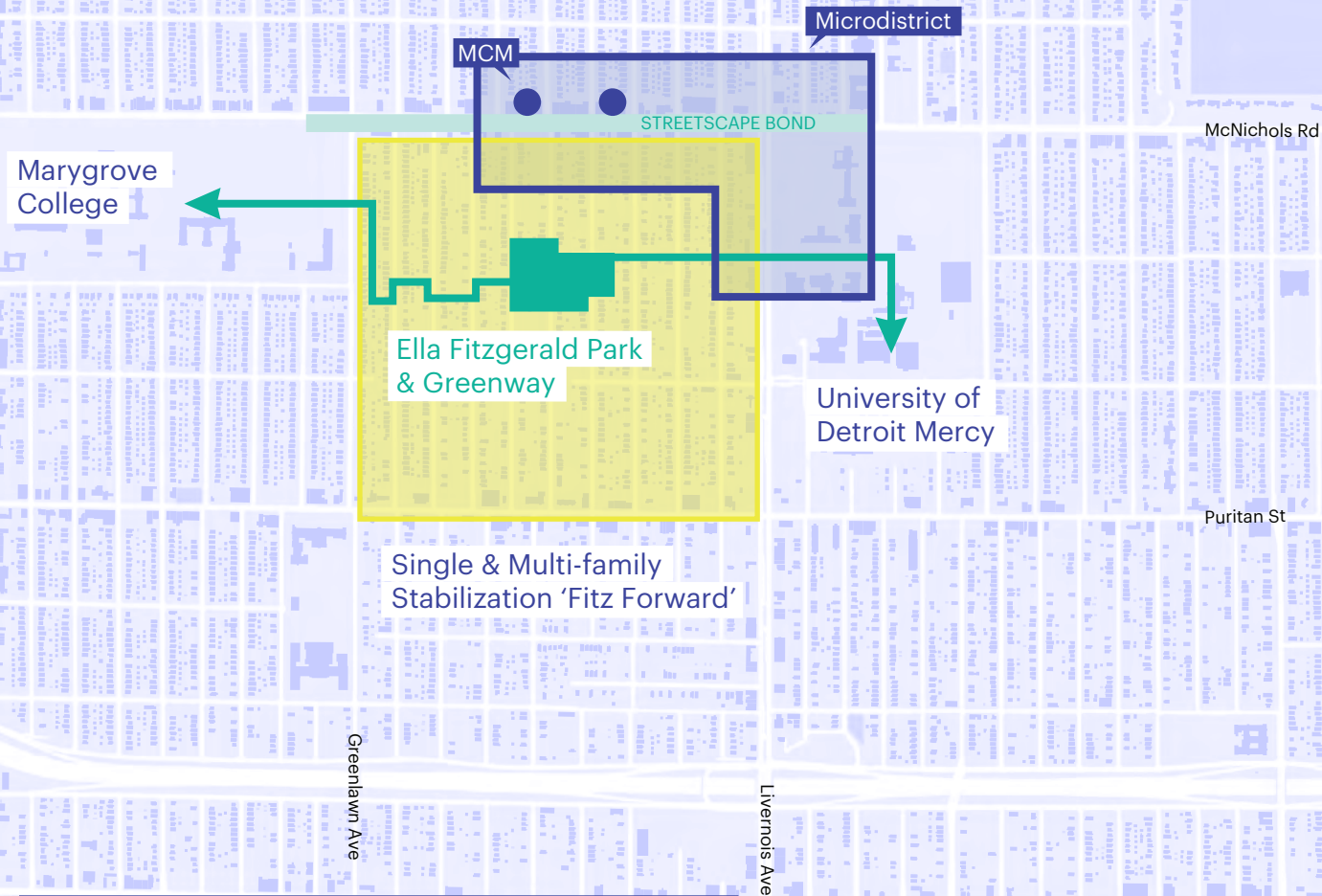
The approach in Vernor / Southwest relies on the activation and engagement of the neighborhood by convening the strong local partners into one unified strategy.

- ▶ Guided by community priorities, The Murray is the first development project in this geography. This rehab of seven townhomes will stabilize a key corridor in the neighborhood right next to Western High School, guided by local developer Emery Matthews and his firm Real Estate Interests.
- ▶ To complement the planning process the community requested an even more democratic process for determining how to invest in public good infrastructure. This participatory budgeting process is a first in Detroit and kicked-off in January of 2018.
- ▶ A larger investment in a mixed-income, mixed-use site at the corners of Vernor and Hubbard is planned for late 2018. This project is expected to be 50 to 70 units above first-floor retail. A developer will be selected through SNF1's initiative to develop Detroit talent in Spring of 2018.
- ▶ Through the Vernor / Southwest neighborhood planning study, investments and enhancements were identified for Clark Park and the adjacent streetscape along Vernor.
- ▶ In response to the neighborhood's desire to support businesses on W. Vernor, a "Zocalo" space with a fountain, recalling traditional public spaces in Mexico, is planned for the north edge of Clark Park along Vernor Highway.



Bagley Shared Street Rendering

# Livernois-McNichols



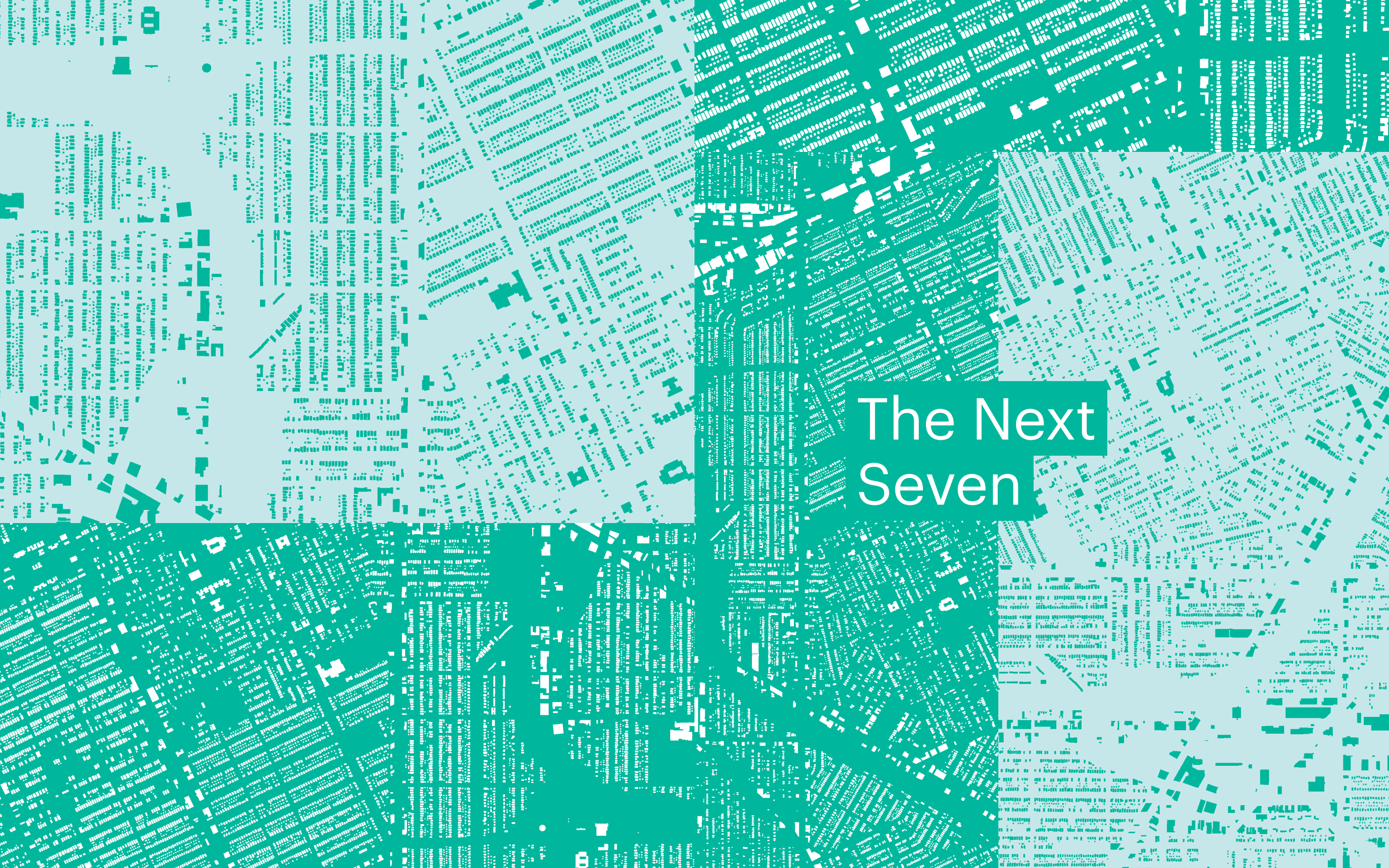
- MCM Motor City Match (new small business support)
- Single-Family Housing Project Area

## Update on Livernois-McNichols

Livernois-McNichols shows that beginning with strong community assets and anchors and a holistic approach can revitalize a neighborhood where 40% of the residences are publicly owned.

- ▶ Through the nationally competitive Reimagining the Civic Commons (RCC) initiative, vacant land and blighted homes were repurposed into a new City park, Ella Fitzgerald Park, in the heart of the Fitzgerald neighborhood.
- ▶ Running through Ella Fitzgerald Park and connecting the University of Detroit Mercy on the east and Marygrove College on the west, new pedestrian greenways are being built across ten city blocks.
- ▶ Over 100 vacant homes are being rehabilitated and 200 vacant lots programmed by a development collaborative called Fitz Forward in response to a City RFP, as part of the City's commitment to stabilize single-family housing in each neighborhood geography.
- ▶ Two one-unit commercial spaces that surround already-active businesses will be rehabilitated through partnership with aspiring developers as part of the commitment to growing and supporting local talent.





# The Next Seven

# The Next Seven



**Investments**

- Catalytic Park
- Streetscapes

**Planning Projects**

- SNF Next Seven

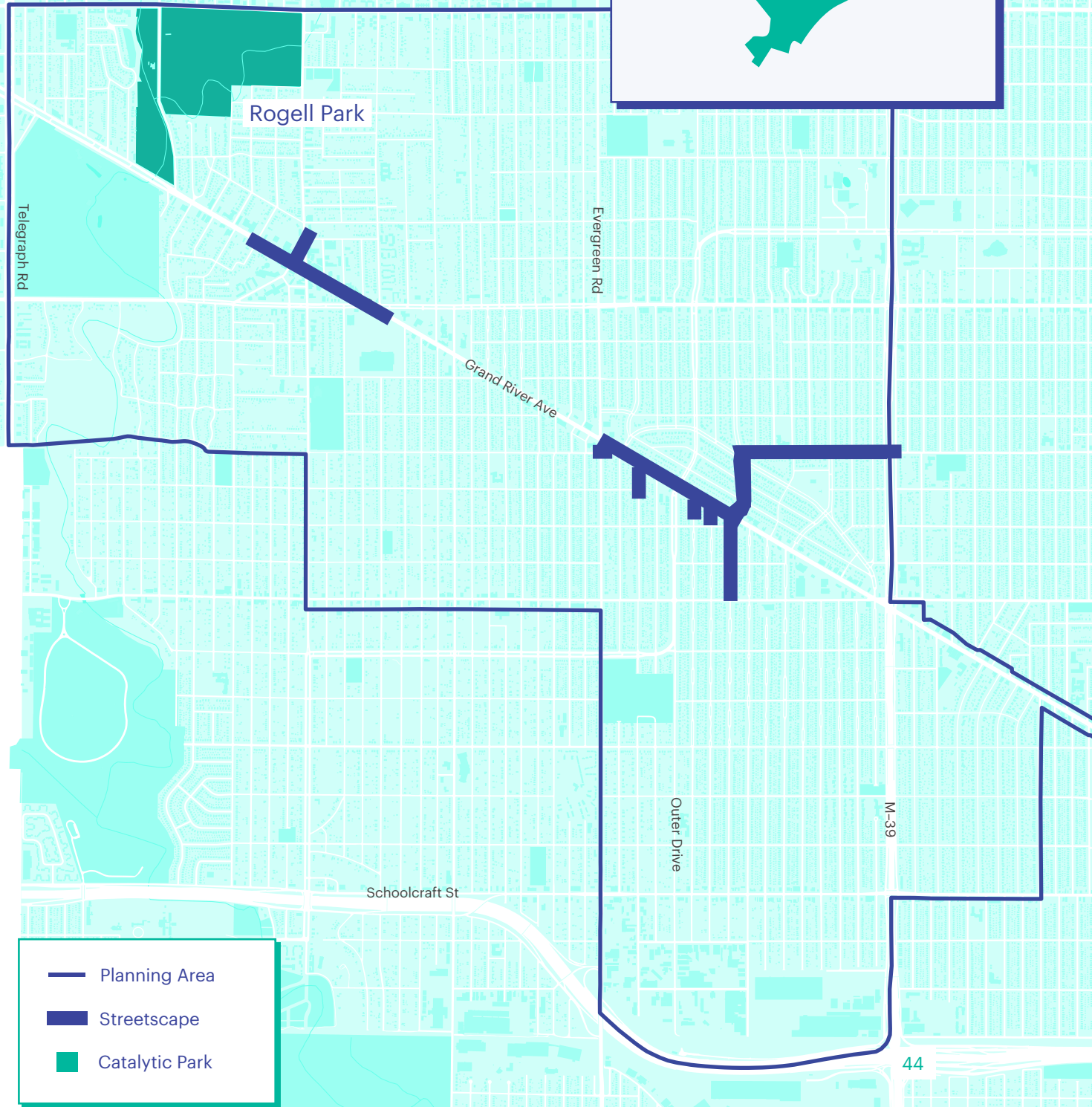
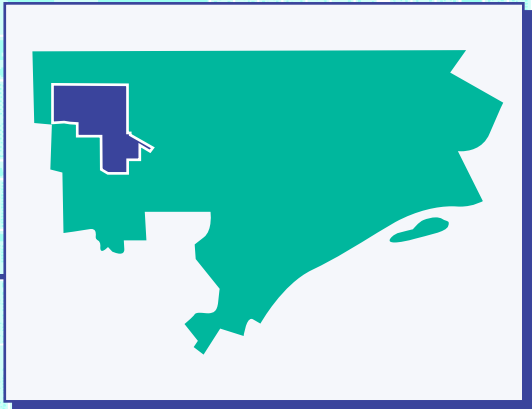




As evidenced in SNF1, we know these interventions work best in communities that have a key set of assets that can better catalyze investments. A similar data-driven approach has been used to identify the next seven neighborhoods.

These areas were identified and sequenced by an analysis focusing on higher residential density that was supported by a central commercial corridor and nearby public assets such as parks and schools. This allowed for the identification of neighborhoods where there were many strengths to build from and where a little more coordination of resources and investment could go a long way.

# Grand River Northwest



## Grand River Northwest

### Place-Based Assets and Organizations:

- ▶ Arts and culture center around Old Redford Theater
- ▶ Destination grocery chain (Meijer)
- ▶ Rogell Park
- ▶ Five strong residential neighborhoods in Grandmont-Rosedale area
- ▶ North Rosedale Park Community House
- ▶ Long-serving community-based organizations such as Grandmont-Rosedale Development Corporation, Minock Park Block Association, Artist Village Detroit, and Detroit Blight Busters



Grand River WorkPlace



Redford Theater during Sidewalk Festival

### Neighborhood Information:

7,002 people

SQ MI

Population Density

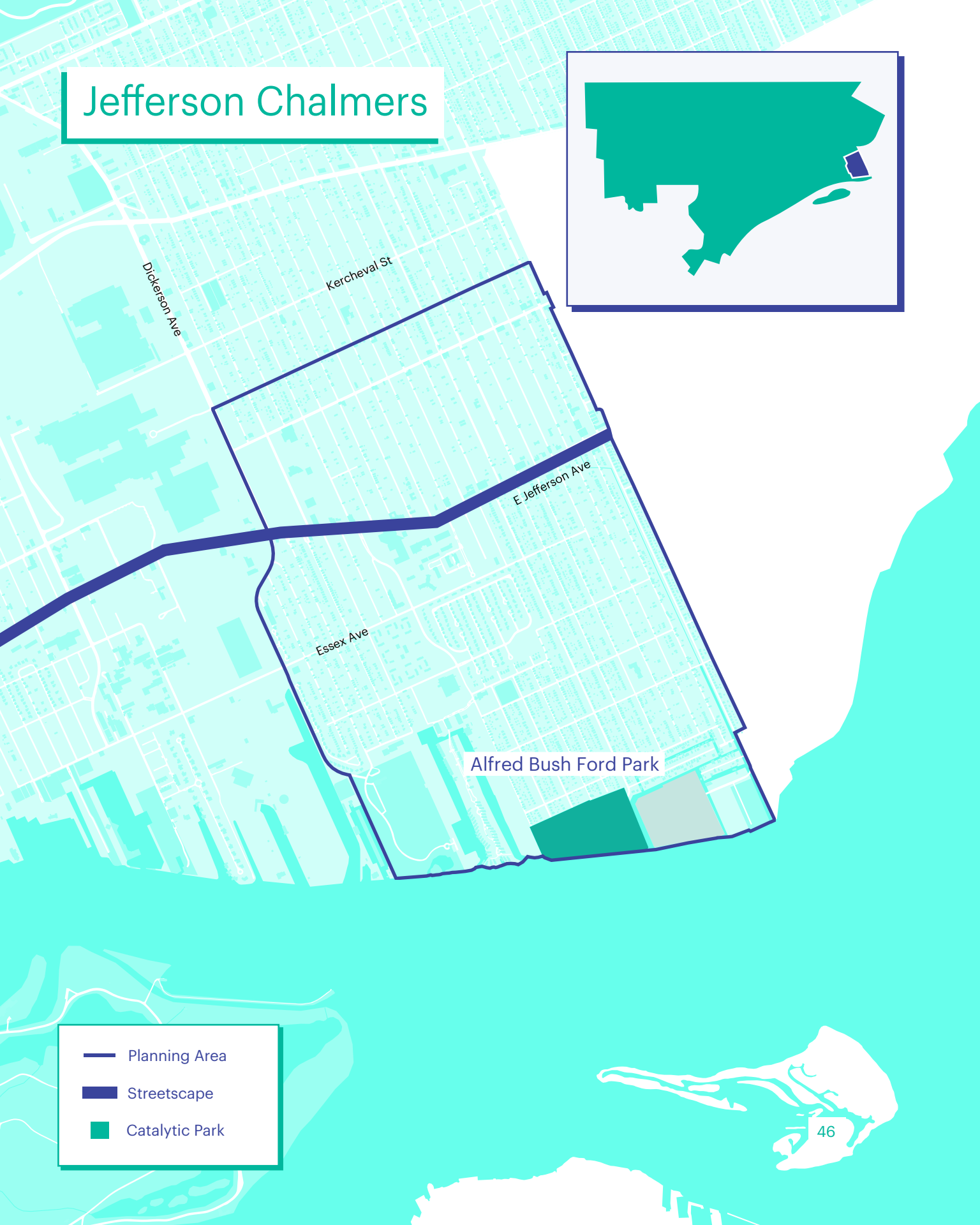
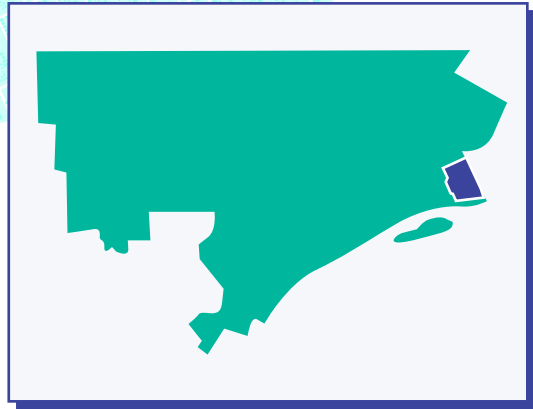
Rogell Park

Catalytic Park

Q1, 2017

Planning Study Kickoff

# Jefferson Chalmers



## Jefferson Chalmers

### Place-Based Assets and Organizations:

- ▶ Detroit River access via canal system and 160+ acres of public riverfront parks
- ▶ Existing historic mixed-use architecture along Jefferson
- ▶ Dedicated community-based organizations including Jefferson East, Inc. and Eastside Community Network
- ▶ Foundational prior studies on which to build such as Lower Eastside Action Plan
- ▶ New investment in public streetscape, on-street parking, and protected bike lanes
- ▶ 4,000 jobs at nearby FCA Jefferson East Assembly facility



Community Stakeholder Meeting



Johnson & Co. Salon on E. Jefferson Ave.

### Neighborhood Information:

3,418  
people

SQ MI

Population Density

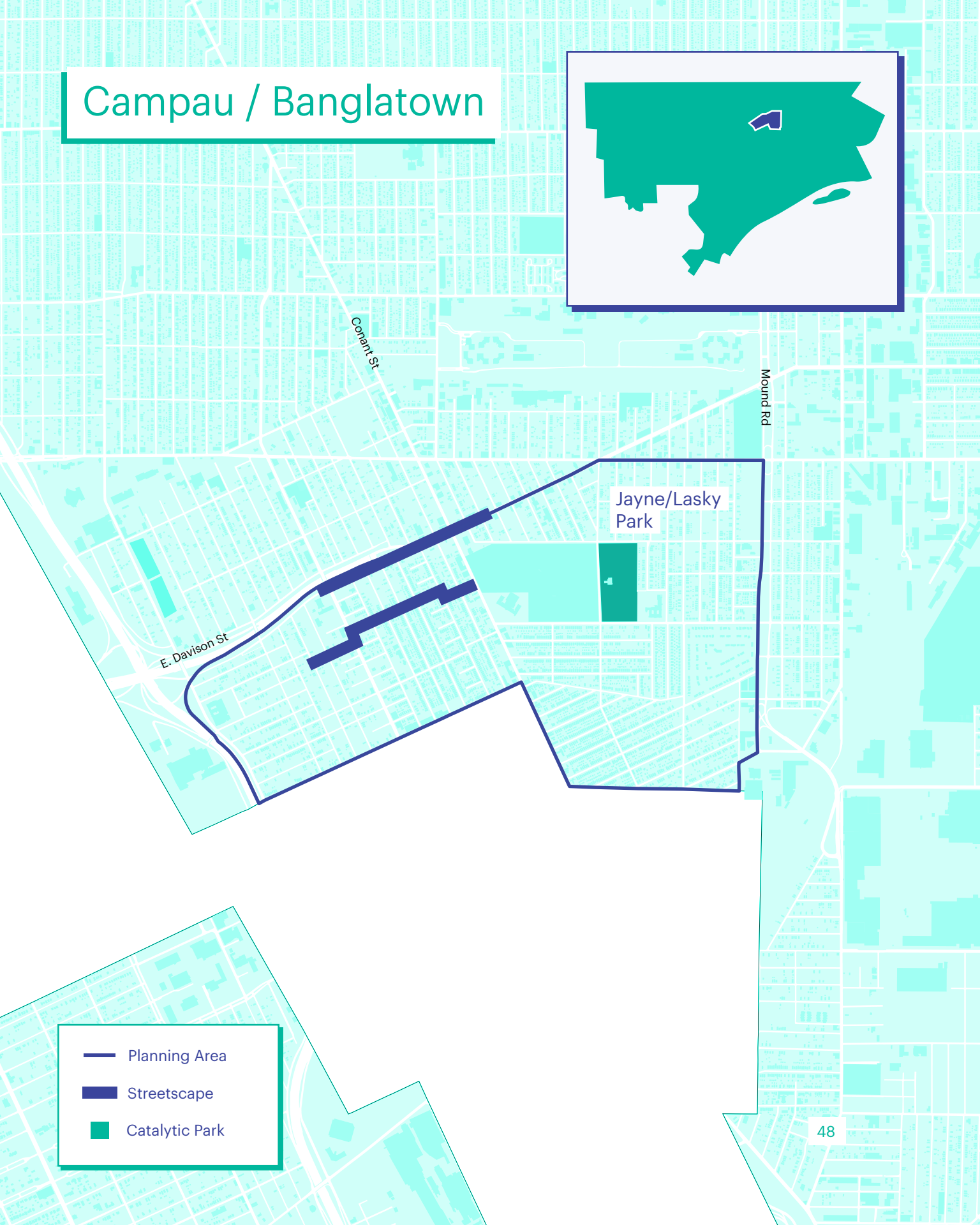
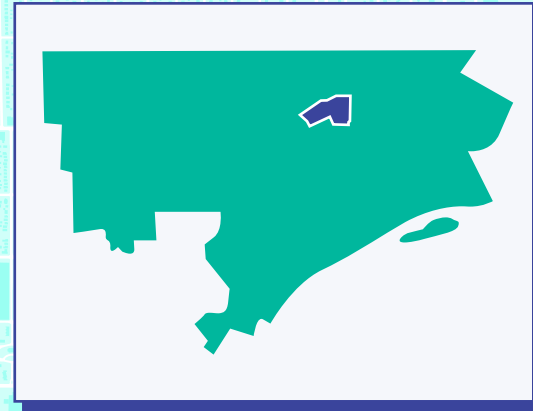
AB Ford Park

Catalytic Park

Q1, 2018

Planning Study Kickoff

# Campau / Banglatown



- Planning Area
- Streetscape
- Catalytic Park

## Campau / Banglatown

### Place-Based Assets and Organizations:

- ▶ Diverse mix of ethnic communities
- ▶ Recent philanthropically funded cross-cultural exchange project
- ▶ Increasingly stable population with high owner occupancy
- ▶ Dedicated community-based and arts organizations including the Bangladeshi American Public Action Committee and Powerhouse Productions
- ▶ Jayne/Lasky Park, youth recreation playfields
- ▶ Ride It Sculpture Park, youth-focused public gathering place



Banglatown Block Club

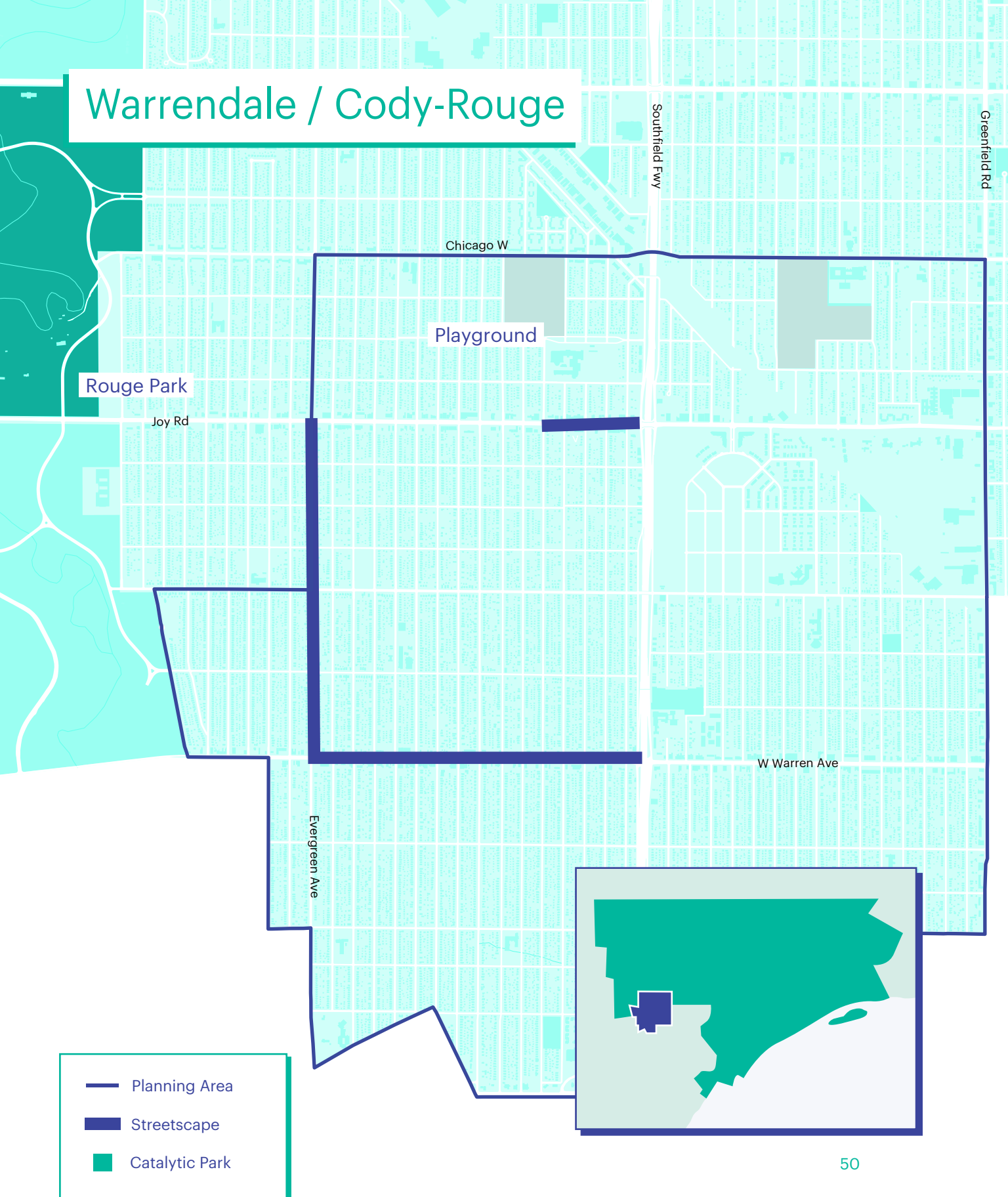


Community Soccer at Jayne/Lasky Park

### Neighborhood Information:

7,234 people	/	SQ MI	Jayne/Lasky Park	Q2, 2018
Population Density			Catalytic Park	Planning Study Kickoff

# Warrendale / Cody-Rouge



## Warrendale / Cody-Rouge

### Place-Based Assets and Organizations:

- ▶ Youth-focused strategies identified through philanthropic/corporate support
- ▶ Diverse population shared with neighboring cities of Dearborn and Dearborn Heights
- ▶ Access to regional park and greenway networks through Rouge Park
- ▶ Commercial growth potential along Joy and Warren, including publicly owned parcels
- ▶ Dedicated community-based organizations include the Cody-Rouge Community Action Alliance, the Joy-Southfield CDC, and the Warrendale Association



Warrendale Charter Academy



Community work in River Rouge Park

### Neighborhood Information:

7,111 people

SQ MI

Population Density

Rouge Park

Catalytic Park

Q3, 2018

Planning Study Kickoff

# Gratiot / 7-Mile



## Gratiot / 7-Mile

### Place-Based Assets and Organizations:

- ▶ Dense, stable, single-family housing in Regent Park
- ▶ Collaborative working relationship with neighboring Harper Woods community
- ▶ Longstanding community-based organizations including the Osborn Neighborhood Alliance, Matrix Human Services, LifeBUILDERS, and the Mohican Regent Association
- ▶ Heilmann Playfield
- ▶ Dense clusters of retail at Gratiot & 7-Mile, Gratiot & 8-Mile, and Kelly Rd.



Heilmann Recreation Center



Community Work in the Neighborhood

### Neighborhood Information:

6,140  
people

SQ MI

Population Density

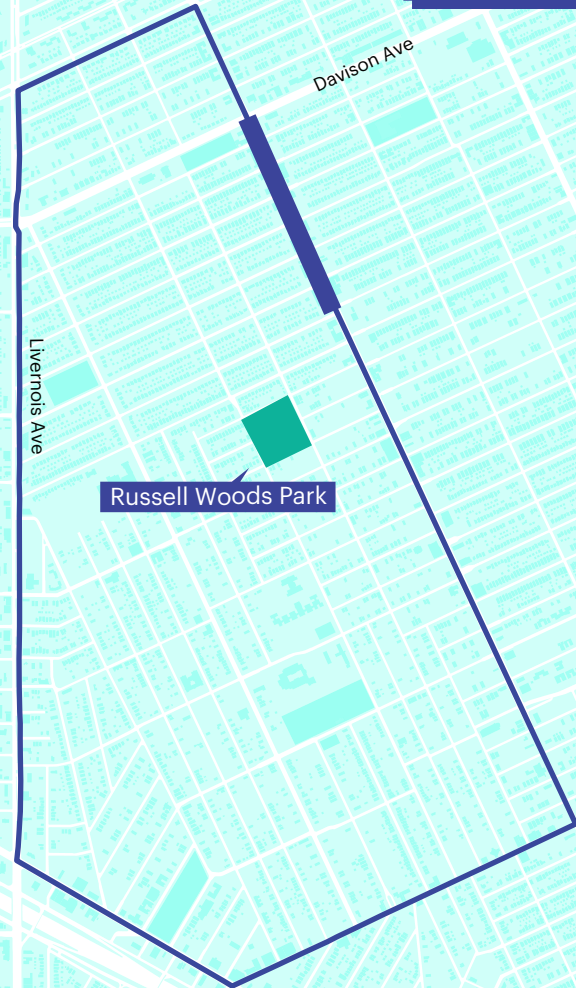
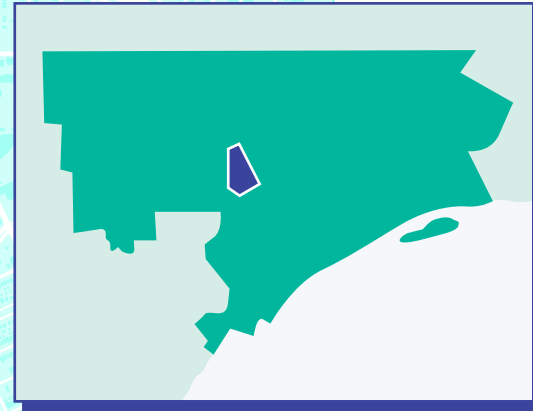
Heilmann  
Playfield

Catalytic Park

Q1, 2019

Planning Study Kickoff

# Russell Woods / Nardin Park



- Planning Area
- Streetscape
- Catalytic Park

## Russell Woods / Nardin Park

### Place-Based Assets and Organizations:

- ▶ Dense, well-crafted residential homes
- ▶ Historic apartments and commercial buildings suitable for renovation
- ▶ Music and arts legacy, with active neighborhood Jazz festival
- ▶ Dedicated local community-based organizations including the Pleasant Heights Economic Development Corporation and the Russell Woods Neighborhood Association
- ▶ Russell Woods Park and Zussman Playground
- ▶ Central neighborhood location with convenient city-wide access



Richard Allen Park

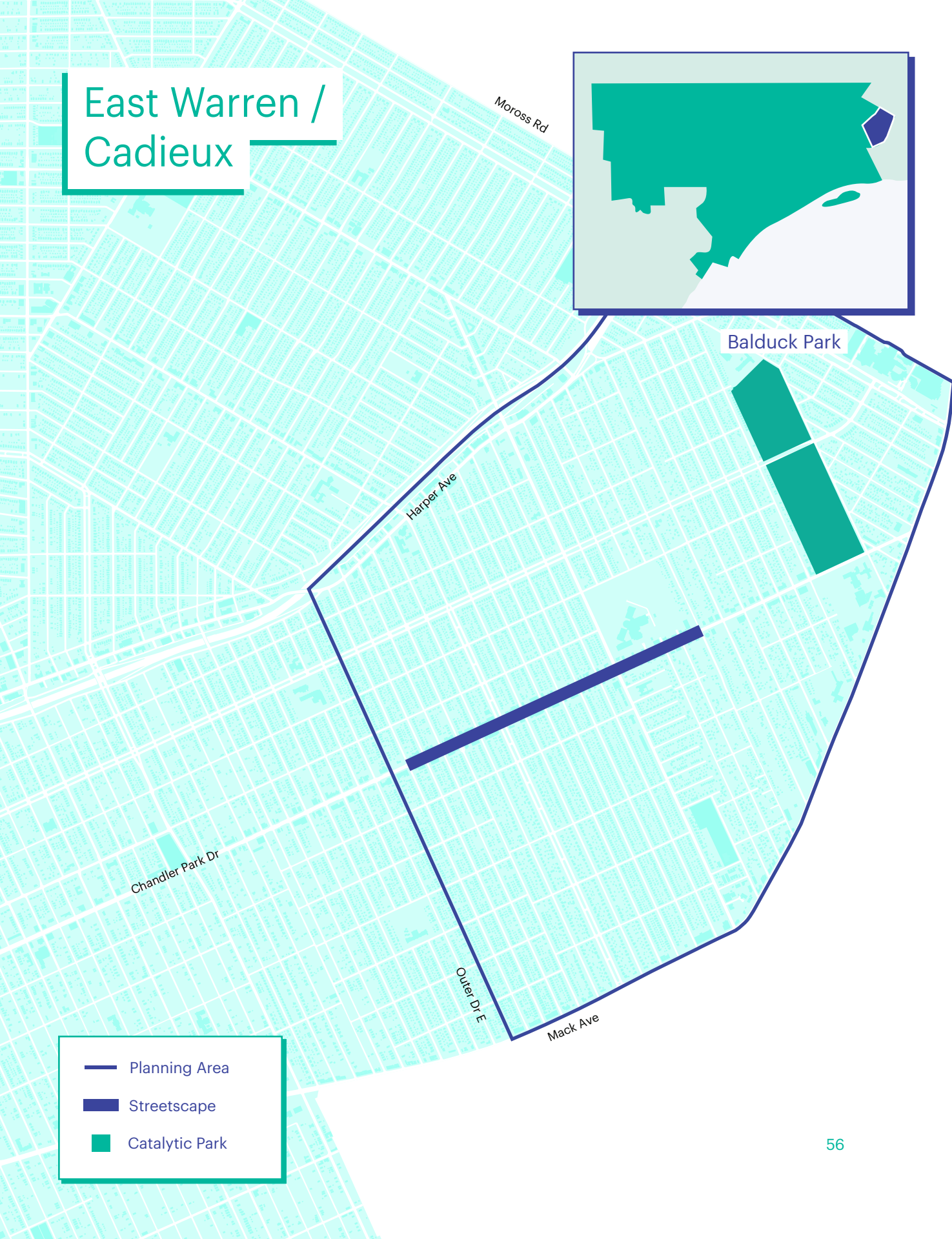


Historic Architecture

### Neighborhood Information:

5,987 people	/	SQ MI	Russell Woods Park	Q1, 2018
Population Density			Catalytic Park	Planning Study Kickoff

# East Warren / Cadieux



- Planning Area
- Streetscape
- Catalytic Park

## East Warren / Cadieux

### Place-Based Assets and Organizations:

- ▶ High-quality, stable housing with higher household incomes
- ▶ Mix of businesses, churches, retail and legacy neighborhood shopping district on East Warren
- ▶ Entertainment landmark in historic Alger Theater
- ▶ Dedicated community based organizations include the East English Village Association, MECCA, and Friends of The Alger
- ▶ Residents are engaged in shaping community revitalization
- ▶ Convenient access to Balduck, Mesmer, and Chandler Parks



Community Engagement Meeting



Morningside Commercial Corridor

### Neighborhood Information:

8,077 people

SQ MI

Population Density

Balduck Park

Catalytic Park

Q3, 2019

Planning Study Kickoff





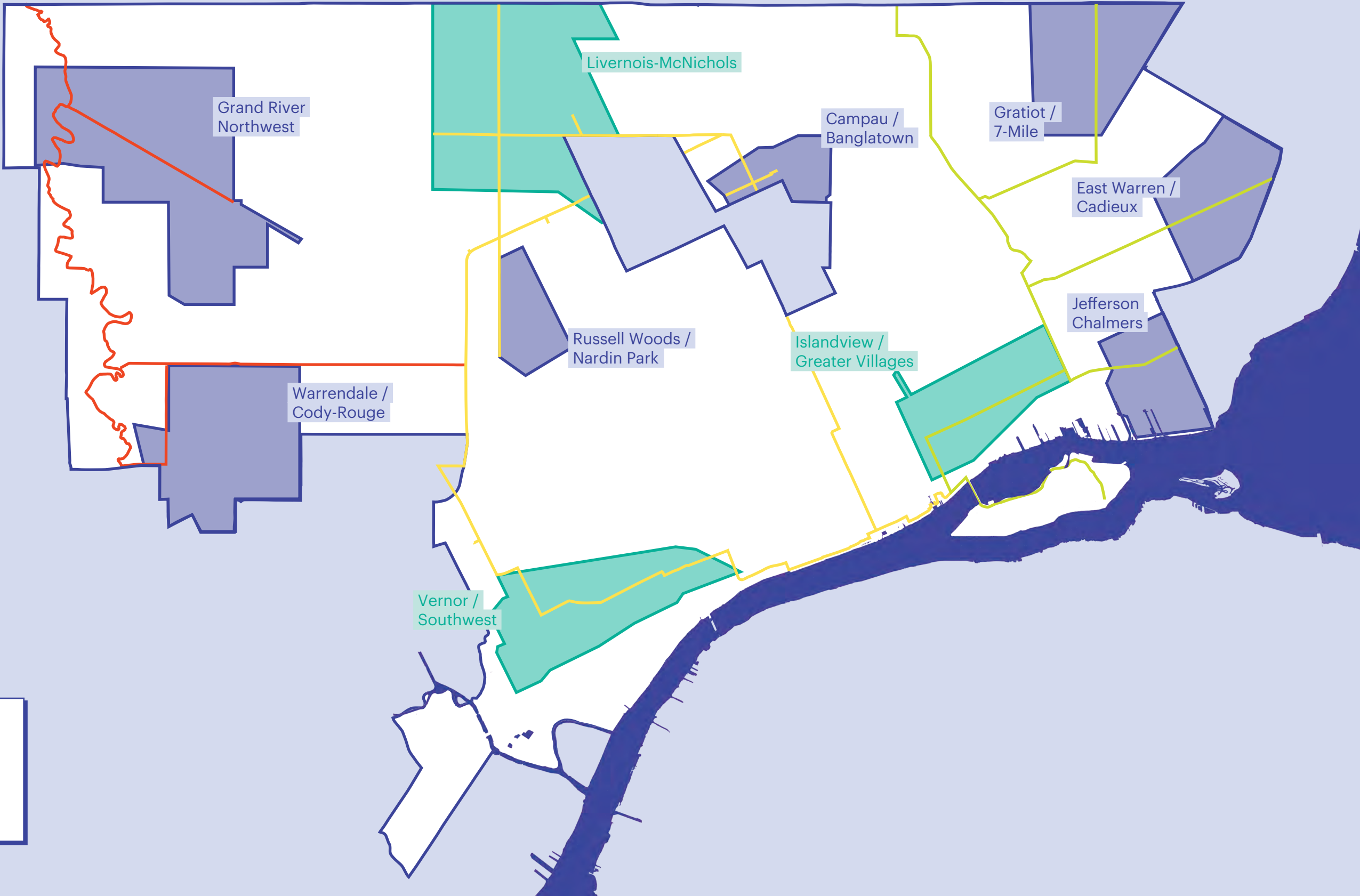
# Strategic Alignment

# Greenways

Rouge River Greenway

Joe Louis Greenway

Iron Belle Greenway



**Signature Greenways**

- Joe Louis Greenway
- Rouge River Greenway
- Iron Belle Greenway



## Greenways

An interconnected system of greenways that connects the entire city serves as an important companion to the vision of SNF 2.0 and magnifies the impact of the other revitalization tools.

These greenways will connect all Detroiters to the SNF neighborhoods while also providing residents access to the Riverfront, Belle Isle, and Downtown. Three signature greenways will be created: Joe Louis Greenway, Iron Belle Greenway, and Rouge River Greenway. They will form an interconnected network to deliver 59 miles of greenways.

## Joe Louis Greenway

The Joe Louis Greenway is 31.5 miles of trails that will include a 26-mile central loop of strategic on- and off-street bicycle and pedestrian paths. Its completion will link Detroit neighborhoods from the RiverWalk to the city's northern border at 8-Mile Road, while providing direct connections to four adjacent communities - Dearborn, Hamtramck, Highland Park, and Ferndale. It links four of the planning areas targeted by SNF and leverages over \$700M invested to date in economic development projects in adjacent neighborhoods. The Joe Louis further connects residential and mixed-use neighborhoods with major employers, educational opportunities, and civic amenities like Wayne State University, Eastern Market, Henry Ford Hospital System, the Central Business District, and Focus: Hope.

## Iron Belle Greenway

The Iron Belle Greenway is an on-street greenway. The 13.7 mile route will connect east-siders to the Detroit Riverfront and Belle Isle, while connecting cyclist from across the state to the Gordie Howe International Bridge. The route includes 10 miles of on-street connectors from East Warren/Cadieux, Jefferson Chalmers, and Gratiot/7-Mile. It builds on the City's Conner Creek Greenway, and offers an alternative North-South route while connecting to key open spaces, amenities, and employment opportunities.

## Rouge River Greenway

The Rouge River Greenway is envisioned as a community recreation trail and environmental educational experience on the west side of Detroit. Connecting the City's northern boundary and providing an alternative north-south mobility option, the Rouge River Greenway will link some of Detroit's signature parks, such as Rouge Park, with neighborhood cultural institutions, historic assets, and one of Southeast Michigan's most important waterways. The Rouge River Greenway will connect Detroit residents and visitors to the rich environmental history of the Rouge River and increase access to recreation opportunities on the west side of Detroit. It will also improve the water quality and habitat of the Rouge River corridor and will increase land values in the neighborhood. Unique among the three signature greenways, 10 miles of this more naturalized 13.5-mile route will traverse existing city property and exists largely within the floodplain.



Concept for Rouge River Greenway

## Complementary Services

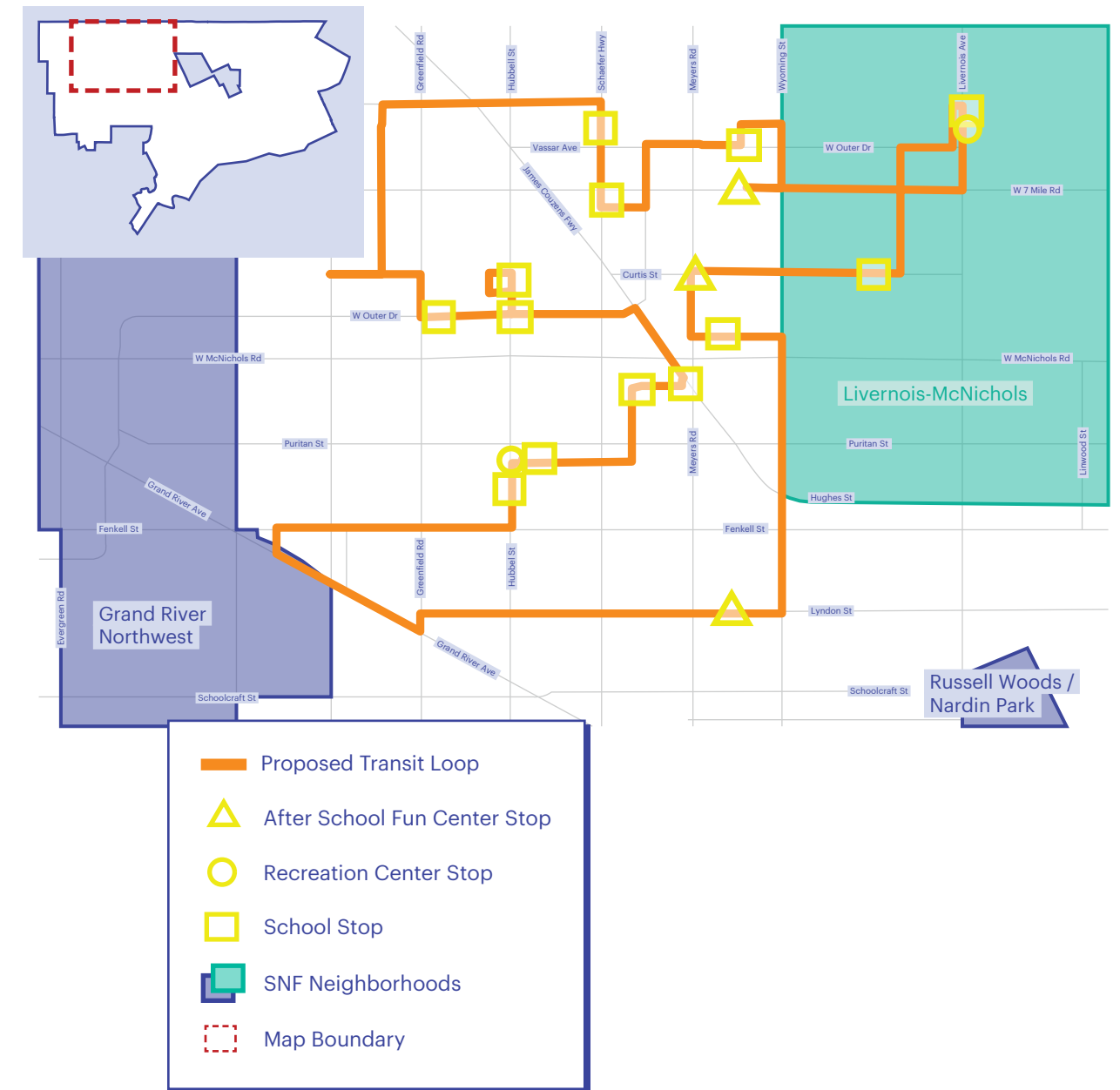
Health and human services are a necessary component in supporting neighborhoods recovering from chronic neglect. The City is piloting a variety of strategies to address the needs of residents and partnering with the University of Michigan Poverty Solutions Lab to create innovative initiatives aimed at increasing economic mobility and breaking the cycle of poverty in Detroit. Strategies include prevention of unintended teen pregnancy through clinician engagement and access to care and information, reduction of gun violence by expanding Operation Ceasefire Detroit city-wide, and proactive lead abatement programs in pilot zip codes with high incidence of elevated blood lead levels.



Detroit at Work — Healthcare Program Graduation

Barriers to education cause a host of challenges to neighborhoods and communities struggling to thrive. Many Detroit children lack access to quality schools and after-school programs due to the challenge of simply getting there—families without a car or with demanding work schedules compounded by a lack of reliable public transportation, or the after-school programs are too scattered or don't exist. The City is launching a two-pronged pilot program in Northwest Detroit for K-8 families to address these issues.

The first improves both education and transportation access by creating a bus loop among a cluster of public and charter schools, as well as recreation centers, that can transport students from their home to multiple schools and after-school options. The second is an after-school enrichment program with activities determined through a community and school engagement process.



The City's workforce development board, comprised of members across business, nonprofit, and philanthropic sectors, has set a goal of 40,000 more Detroiters employed in the next five years to reduce poverty and increase financial stability and economic mobility.



Randolph Tech Center;  
Workforce Development

To accomplish this goal, three strategic pillars have been created:

- 1 **Expanded training and career pathways** that increase the number of employer-led training programs linking directly to jobs, and increased opportunity for youth and adults to access skill training and job opportunities
- 2 **Remove barriers** through comprehensive services targeting returning citizens and a program to help employees facing termination succeed, and
- 3 **Systems change** through increased funding, community outreach strategies, and redesigning the workforce service delivery model.

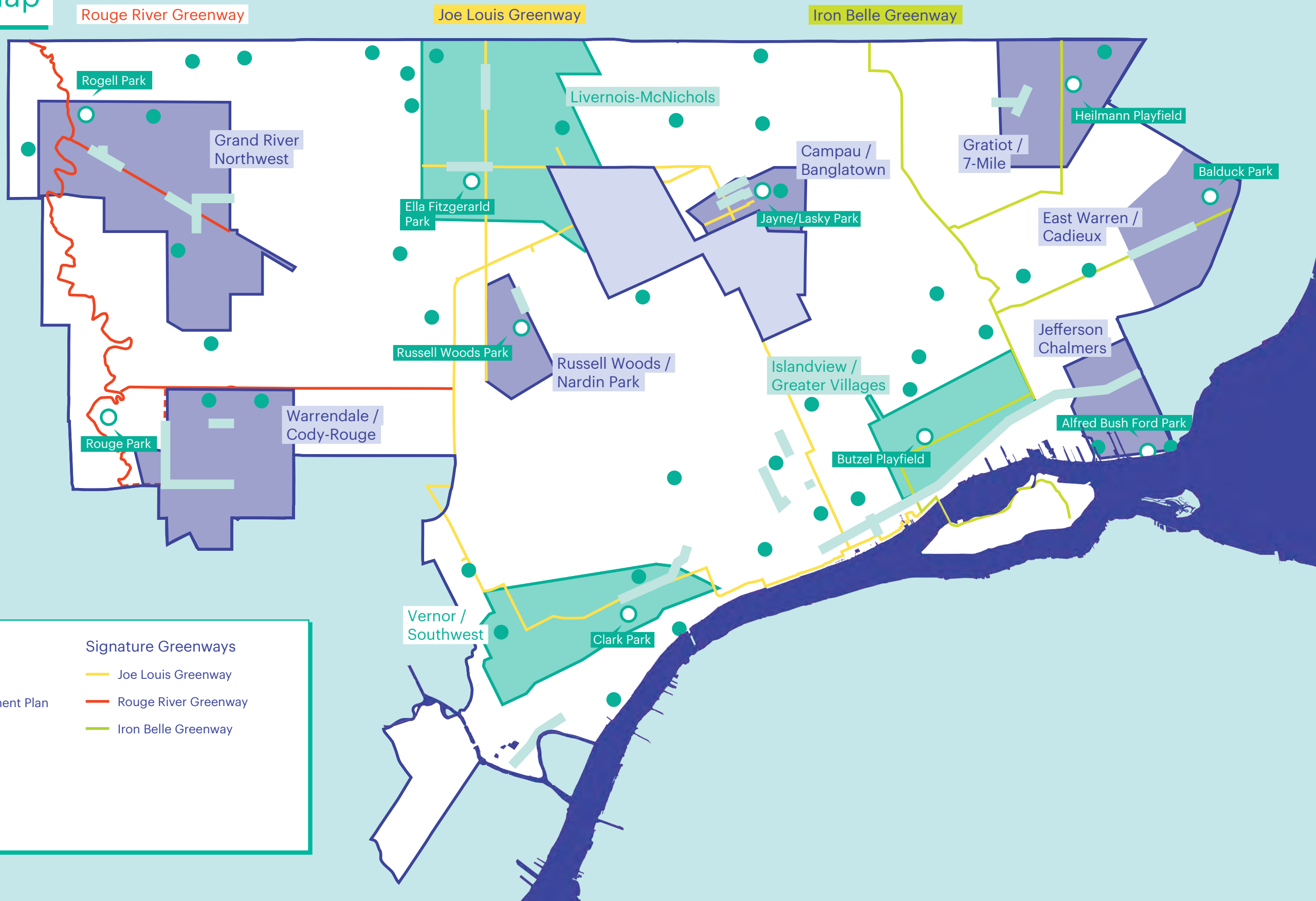
The City of Detroit is focused on transportation and mobility improvements that make it easier, safer, and more affordable to get around Detroit. Later this year, the Mayor, with assistance from Bloomberg Associates, will release a strategic plan around transportation that will set the vision and goals for the next four years.



DDOT Buses in production

In advance of that plan, some key initiatives are already underway, including adding three high-frequency routes to the City's current bus network while extending the hours of other routes, off-board and mobile ticketing programs and technology improvements, providing all-day, frequent, limited-stop service between Detroit and the suburbs, implementing pilot programs with Lyft to improve access to workforce training, as well as additional bike lanes and mobility options like car sharing.

# Investment Map

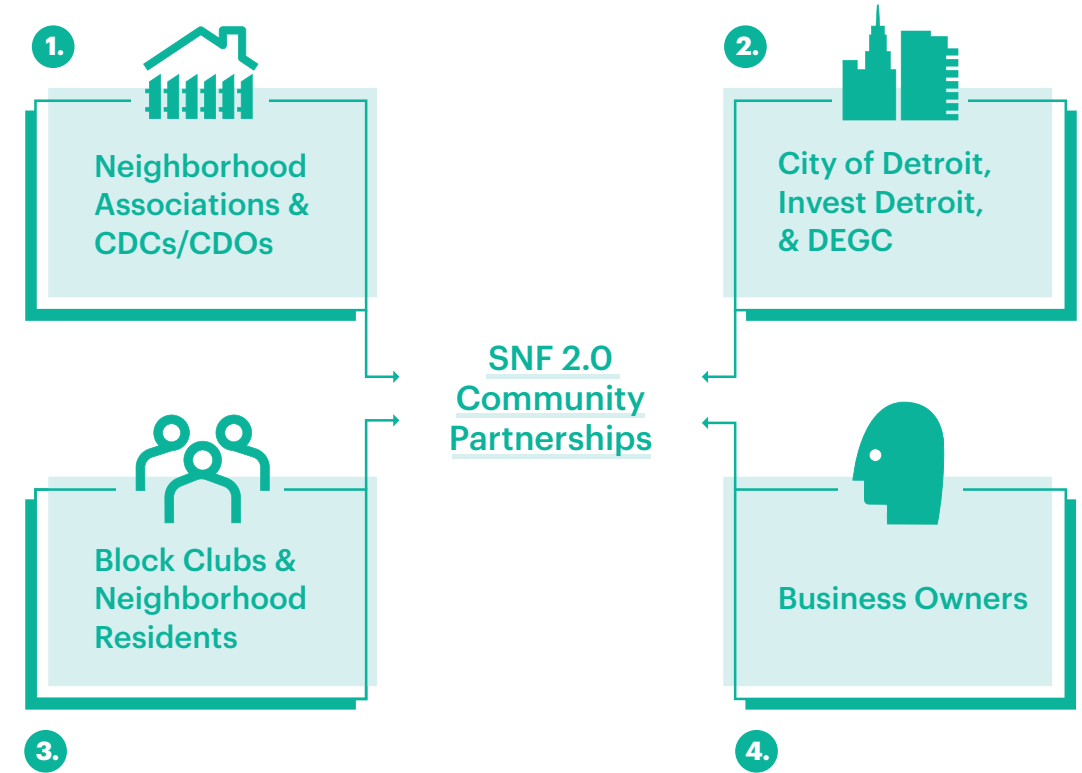


<b>Investments</b>		<b>Signature Greenways</b>	
	Catalytic Park		Joe Louis Greenway
	Park — Capital Improvement Plan		Rouge River Greenway
	Streetscapes		Iron Belle Greenway
<b>Planning Projects</b>			
	SNF First Three		
	SNF Next Seven		

# Join Us!

If you believe in Detroit like we do, if you have seen the power of engagement and investment in our communities, or if you simply believe in scaling a proven, data-driven, highly-coordinated model that can bring a community to life, join us in this next phase of Detroit's transformation.

The City of Detroit and Invest Detroit are seeking a total \$56M in philanthropic support for SNF 2.0.



	Philanthropic Grants	City	State	SNF Investment
Planning with the Neighborhood		\$3M		\$3M
Streetscapes		\$49M		\$49M
Parks	\$14M	\$7M		\$21M
Single Family Houses	\$7M			\$7M
Commercial Corridors	\$35M		\$15M	\$50M
<b>Total SNF 2.0</b>	<b>\$56M</b>	\$59M	\$15M	\$130M

Plus an additional \$113M in equity & commercial debt = **\$243M in total investments**



# Thank You.

For more information on the Strategic Neighborhood Fund 2.0, possible naming opportunities, and the many ways you can participate, contact:

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