ReImagine North of Main
ReImagine North of Main

11% of Fitchburg's population

Map of North of Main area with various landmarks and streets labeled.
ReImagine North of Main
ReImagine North of Main

1 in 3 homes is below average quality

Map of the area with various landmarks and streets.
ReImagine North of Main

Nearly 50% of Main Street buildings are vacant.
ReImagine North of Main

Nearly 95% of residents feel safe in the daytime...
ReImagine North of Main
1. Vision

A neighborhood of choice, where people want to live, work, play and invest.
Project Overview

1. Vision

2. Goals

3. Drivers of Change

4. Signature Projects

5. Partner Projects
1. Vision

A neighborhood of choice, where people want to live, work, play and invest.

Focus areas
- Housing
- Self-sufficiency
- Economic Development
- Education
- Resident engagement
- Quality of Life
Project overview

1. Vision

2. Goals

3. Drivers of Change

4. Signature Projects

5. Partner Projects
Project overview

1. Vision

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4. Signature Projects

5. Partner Projects

10-year, Ambitious. Important.

e.g. Close the achievement gap
Project overview

1. Vision

2. Goals

3. Drivers of Change

4. Signature Projects

5. Partner Projects

10-year. Priority action areas. Developed with data.
Project overview

1. Vision

2. Goals

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4. Signature Projects

5. Partner Projects

10-year. Priority action areas. Developed with data.

e.g. Support the development of successful school routines
1. Vision

2. Goals

3. Drivers of Change

4. Signature Projects

5. Partner Projects

This year. Leadership Team focus. Necessary, but not sufficient.
Project overview

1. Vision

2. Goals

3. Drivers of Change

4. Signature Projects

5. Partner Projects

e.g. Support youth literacy strategies in class + at home

This year. Leadership Team focus. Necessary, but not sufficient.
Project overview

1. Vision

2. Goals

3. Drivers of Change

4. Signature Projects

This year.
Things our partners are doing.
Aligns with our vision + goals + drivers.
1. Vision
2. Goals
3. Drivers of Change
4. Signature Projects
5. Partner Projects

This year.
Things our partners are doing.
Aligns with our vision + goals + drivers.

e.g. ReImagine Mini-Grants
Partners

4 Core Organizations

35 Partners

4500 Residents

1 Shared Vision
Key Goals + Drivers

- Increase the # of viable Main Street businesses
  - Assess and address barriers to business development in the neighborhood

- Improve the process of the collaborative
  - Increase the # of stakeholders reporting utilizing data to make decisions
Strategies

- Create a business-friendly economic development plan that highlights Main Street
  - Main Street storefront inventory
  - “Starting a business in Fitchburg” guide
  - Plan implementation funds
- Utilizing data to deploy limited resources more effectively
  - Commercial storefront inventory
  - Housing quality survey
  - Service delivery survey
Learning about the system

- Collaboration cannot be extracurricular
  - Meetings must matter
  - The project must mean something
  - Would you be there if it weren’t your job?

- Communication is critical
  - Don’t rely on meetings
  - Mind the gaps and misunderstandings

- Collateral benefits are important
  - Pay attention to collateral successes
  - Learn to measure them
Progress Toward Systems Change

- University Support
  - Planning & administrative support
  - Faculty-led projects: mapping, design, community service
  - FSU as batman

- Collateral benefits
  - $2.3 million EPA de-leading grant
  - Capital collaborations: B.F Brown & beyond

- Stability amidst change
  - Staying power with elected officials
  - Adapting and growing with new leadership
Accelerating Change

- Changes to local or state-level processes, policies, practices, or resource flows that would help accelerate progress in your city?
  - Revising the building code to reflect the needs outside of 495
  - Funding for small-scale housing and business interventions
  - Focus on people-based programming with a place-based initiative