



East Rome Crossing

CHOICE NEIGHBORHOOD PLAN

Survey Results Summary

Over the past few months residents of John Graham Homes and the East Rome Neighborhood have participated in surveys to start to shape the East Rome Choice Neighborhoods Plan. Surveys were collected through key pad polling events, paper surveys, and online.

Thank you to everyone who has participated in this survey effort. **Special thanks to Napoleon Fielder, Martha Donaldson and Daphene Jones-Pearson for all of their efforts in collecting surveys!**

Continue to stay involved by following the facebook page and website.

WEBSITE : <https://eastromechoice.com/>

FACEBOOK : <https://www.facebook.com/eastromechoice/>

For full survey results please go to the project website:

<https://eastromechoice.com/presentation-and-materials/>

A New Name

Along with completing the needs surveys, residents also provided feedback on creating a new neighborhood name. Over **100 responses were gathered** during this effort to come up with **East Rome Crossing as the new neighborhood name.**

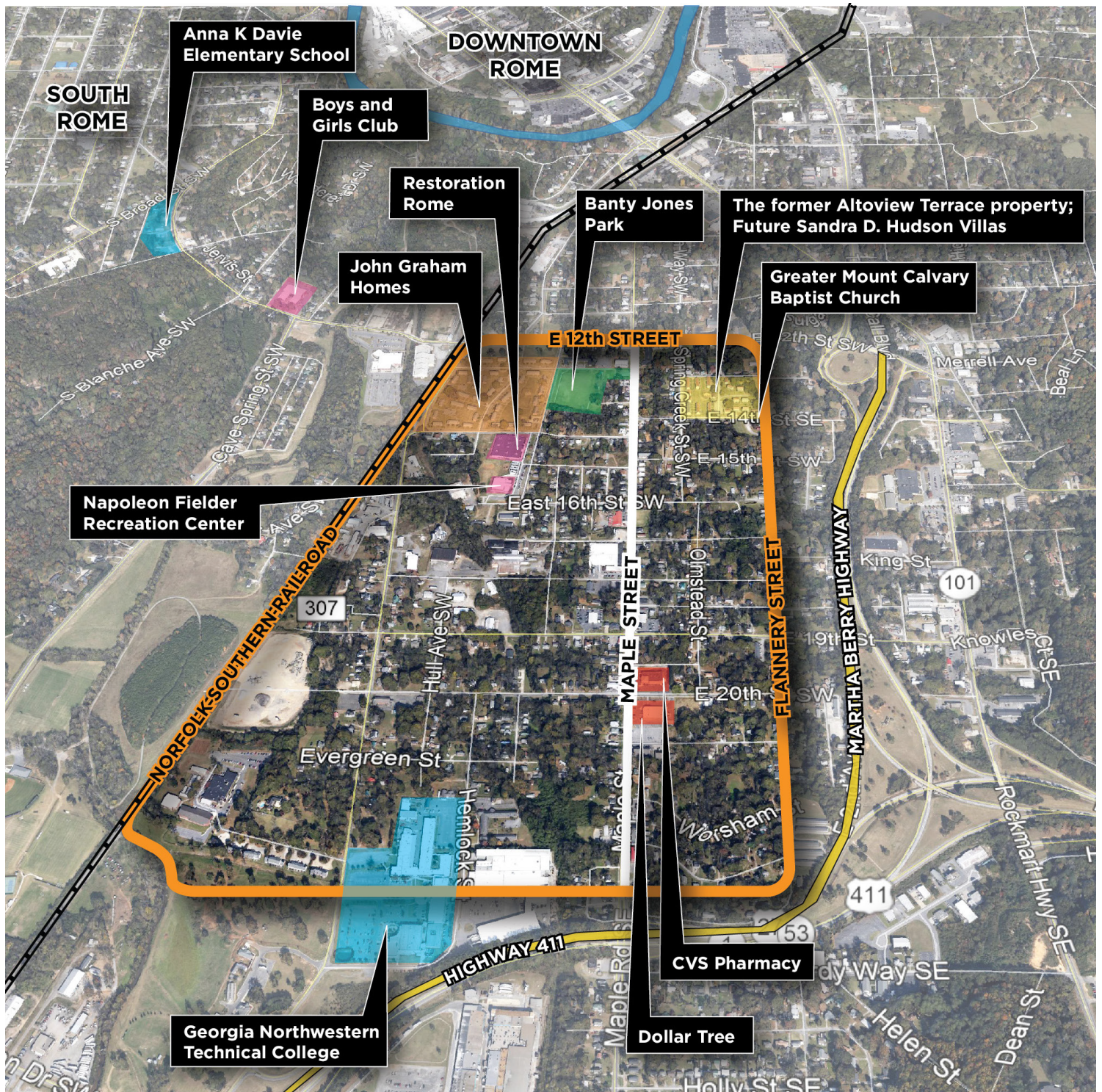
Keeping East Rome as an important touch stone for residents, Crossing has been added as a nod to the rail and river you cross to come to the neighborhood. The new name is also a celebration of the new path forward, as we cross into the bright future of **East Rome Crossing.**



East Rome Crossing

CHOICE NEIGHBORHOOD PLAN

East Rome Crossing Neighborhood





NEIGHBORHOOD SNAPSHOT

59%

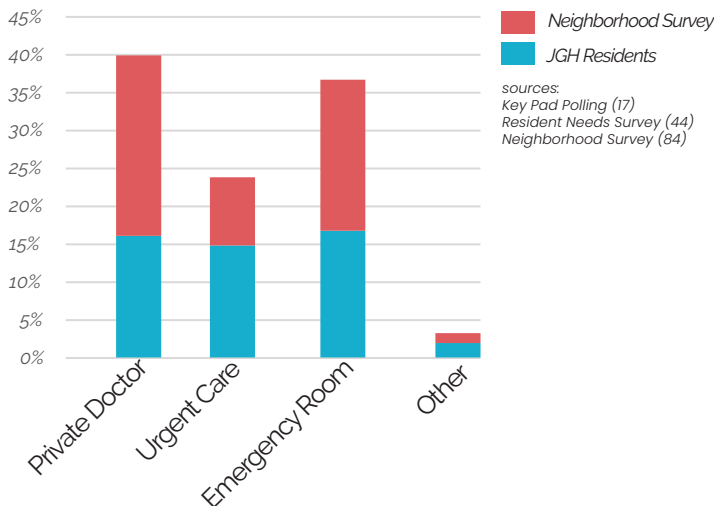
of respondents reported that there are unemployed adults in their household.

sources:
Key Pad Polling (16)
Resident Needs Survey (70)
Neighborhood Survey (66)

What Job Services Would Be Helpful?



Where Residents Go for Health Care



73%

report that all household members have seen a doctor in the past year

sources:
Key Pad Polling (15)
Resident Needs Survey (74)
Neighborhood Needs (74)

Most common issues preventing regular check-ups are **No Health Insurance and Copays or Office Visits Are Too Expensive.**

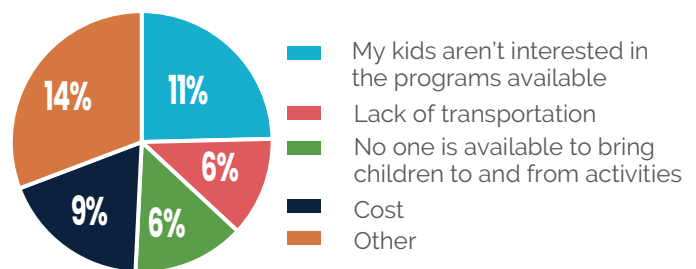
A majority of residents think that Rome Public Schools prepare young people for adulthood.

sources:
Key Pad Polling (14)
Resident Needs Survey (71)
Neighborhood Survey (66)

A majority of residents report having internet access at home.

sources:
Key Pad Polling (15)
Resident Needs Survey (73)
Neighborhood Survey (69)

Why Don't Your Kids Participate In After School Activities?



sources:
Key Pad Polling (14)
Resident Needs Survey (67)
Neighborhood Survey (60)



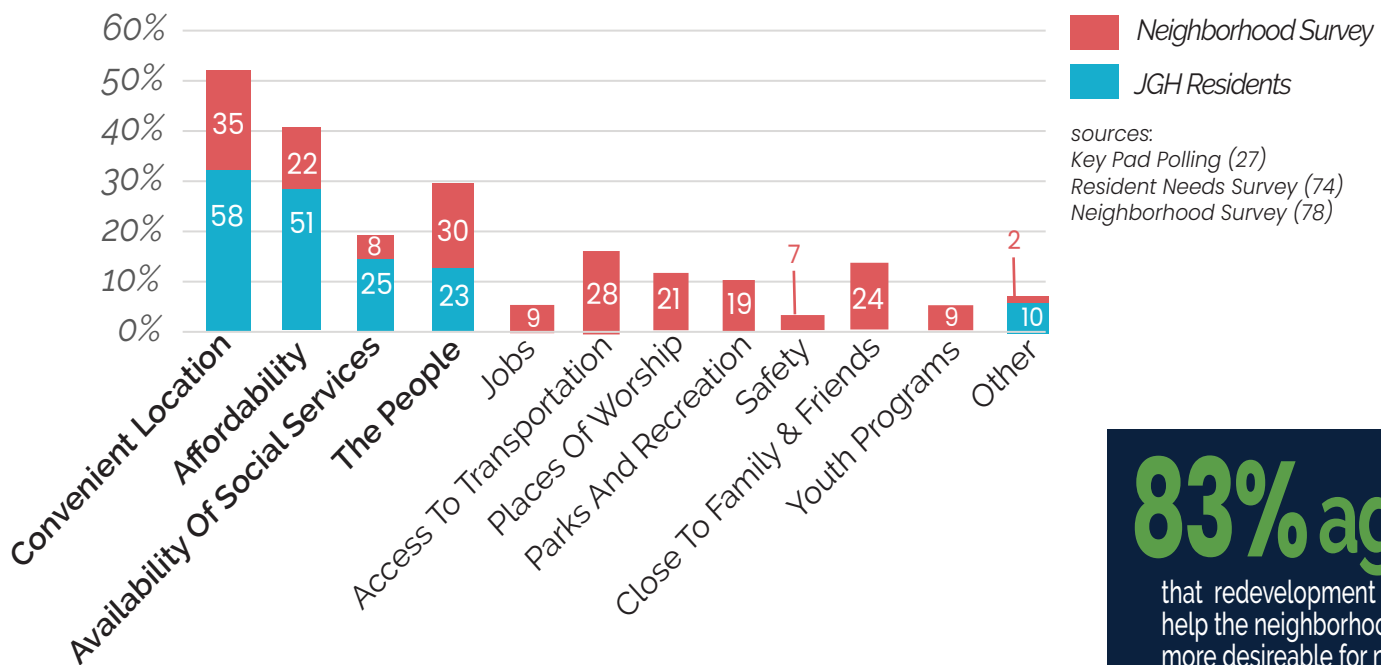
East Rome Crossing

CHOICE NEIGHBORHOOD PLAN

The following is a summary of recent John Graham Homes and East Rome resident surveys. **189 responses were collected in total.** The results of these surveys will inform the creation of the Choice Neighborhood Plan for East Rome, which will drive future investment in the neighborhood.

Residents of East Rome overall have **positive feelings** about the future of the neighborhood. There is agreement that East Rome's proximity to downtown is a great asset that makes the neighborhood a convenient place to live. The neighborhood is also **affordable and has a strong sense of community** with many highlighting the people as a strength. These characteristics provide a great foundation for the future of East Rome.

East Rome's Biggest Strength



83% agree

that redevelopment of JGH will help the neighborhood become more desirable for new development.

sources:
Key Pad Polling (18)
Resident Needs Survey (72)
Neighborhood Survey (76)

Describe FUTURE East Rome In 3 Words:

Nice/Improved Homes Better Roads
New Stores Clean Grocery Stores
Friendly Kids Safe Street Lights

sources:
Neighborhood Survey (54)

82% agree

Given its proximity to downtown and other attractions, the East Rome neighborhood could see a lot of new housing and retail built in the area.

sources:
Key Pad Polling (10)
Resident Needs Survey (71)
Neighborhood Survey (77)



East Rome Crossing

CHOICE NEIGHBORHOOD PLAN

Key areas for improvement include housing, streets, lighting, safety, and shopping and grocery access. In the following pages we will dive into each topic including key issues and feedback on how to address them.

Describe East Rome TODAY In 3 Words:

Drugs Rundown Old
Need Convenient Friendly
Better/Improving Affordable

sources:
Neighborhood Survey (56)

What Is 1 Thing That Could Make East Rome Better?

Common answers include:

Improved Infrastructure: *Street Lights, street repair, slowing traffic, new and repaired sidewalks*

More Housing Options: *More housing, help with housing repair, more affordable options*

New Grocery Store & More Businesses

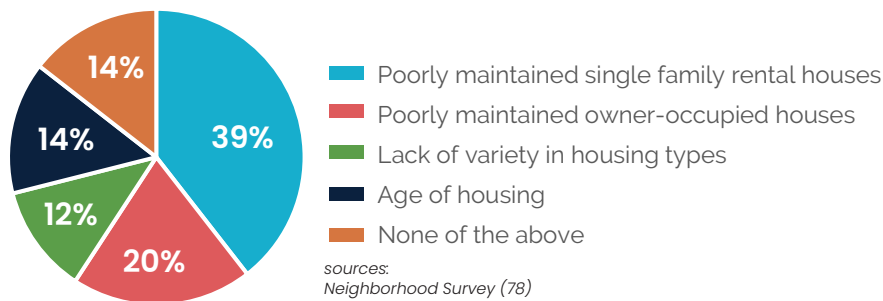
Cleaning up the Neighborhood: *pick-up trash, remove vacant run down structures*

More Community Events, Resources, & Services: *youth programming, library, senior day care, community events, parks, pool, Neighbors helping each other*

sources:
Neighborhood Survey (68)

The biggest concern with housing is maintenance, especially the maintenance of rental homes. Residents are split on whether the current housing stock would attract new residents. There is agreement that East Rome should have housing at various levels of affordability and a mixed income neighborhood is appealing to a majority of respondents. Though a mixed income neighborhood is appealing to all, only about half of the John Graham Home respondents indicated interest in living in mixed income housing instead of public housing.

What is the Biggest Issue With Housing in the Neighborhood?

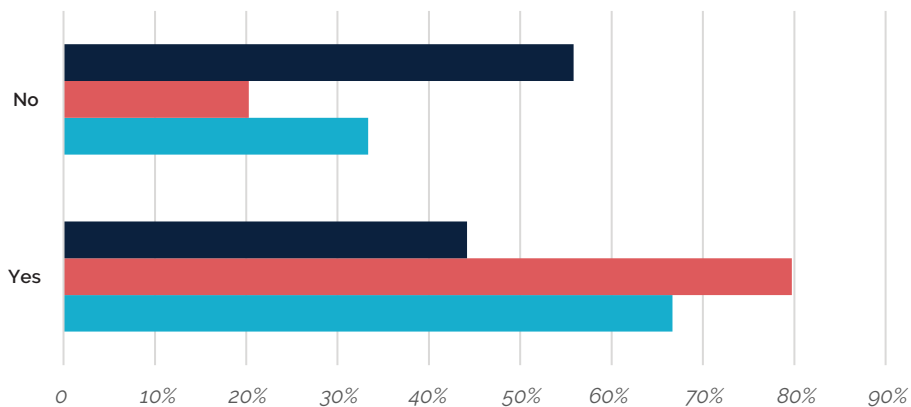


85%

of JGH residents found mixed-income housing very or somewhat appealing while only **56%** indicated a preference to living in a mixed income community instead of public housing.

sources:
Key Pad Polling (18 & 9)
Resident Needs Survey (73 & 66)

Are these Housing Types a Good Option for Development?



sources:
Neighborhood Survey (77)

Townhouses were the most popular housing type for future development while mixed use buildings were the least popular.

Townhouse



Low Density

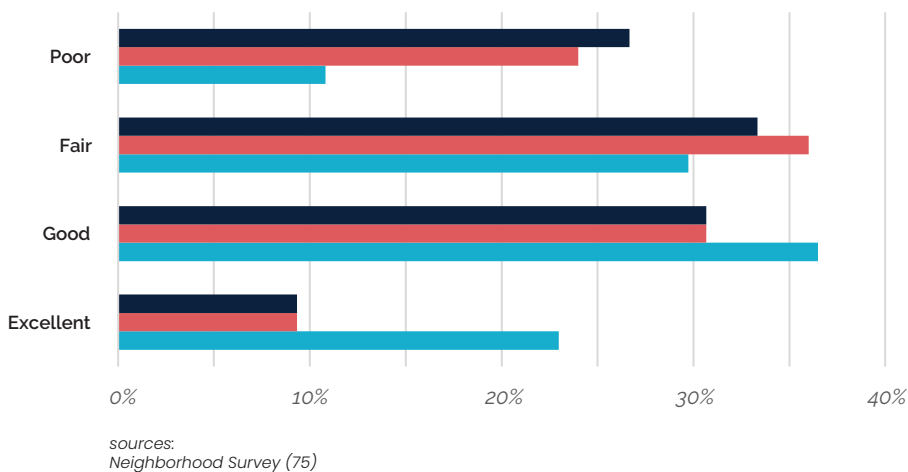


Mixed Use

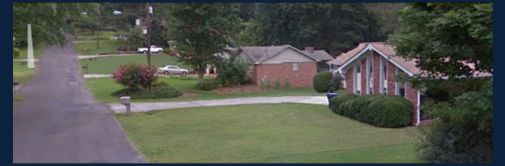


Respondents indicated that repairing streets, slowing traffic, and installing more sidewalks would improve East Rome. **91%** of respondents believe that there are streets that need improvement. There is a clear **preference for street design that includes street lights, sidewalks, and curbs.**

How Would You Rate the Following Street Types?



Semi-Rural



Suburban



Urban



Lighting is important to residents. This is due to better lighting supporting a sense of safety. For example, **69%** of residents do not go to Banty Jones Park with many listing lighting as a top safety concern.

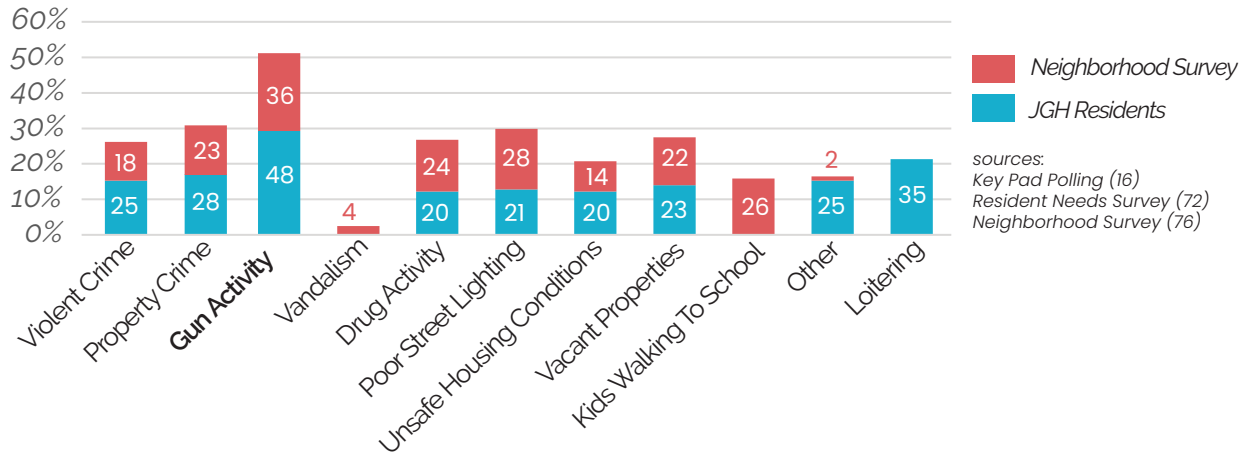
BANTY JONES PARK

Banty Jones Park is an underutilized space in the community. This is due safety concerns related to gun violence, drug activity, adults hanging around the park. When asked what improvements are needed in the park common responses were:

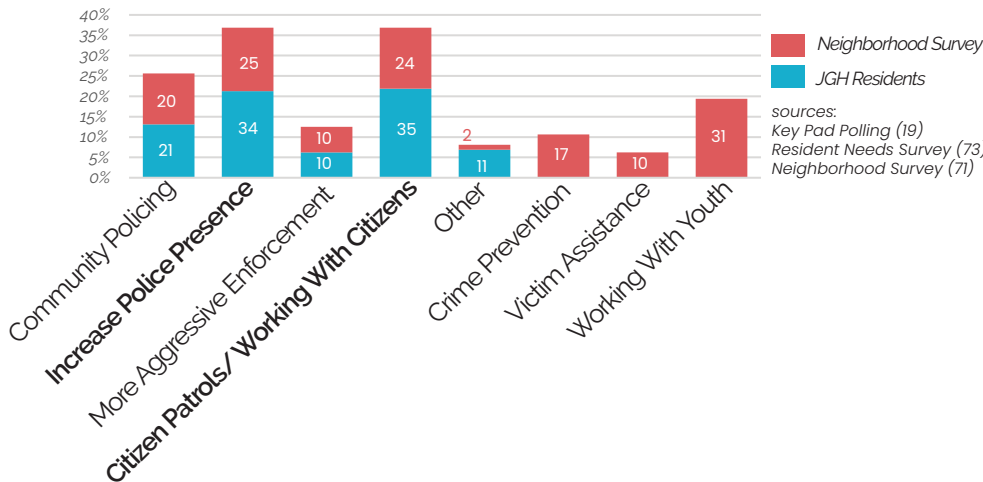
- Better/ Bigger Playground
- More/Better Lighting
- Maintenance
- Improve Safety/ Increased Police Presence
- Seating/ Picnic Tables

Key safety issues identified are **gun and drug activity**. Gun activity being a top concern is likely in response to the amount of shots fired and heard in the neighborhood on weekly basis. Though **61%** of residents rarely or never see drug activity, there is consensus that there is drug activity in the neighborhood - especially at Banty Jones Park. The desire for an increase in police presence and community based solutions reflects a need for police to build stronger relationships with residents of the neighborhood

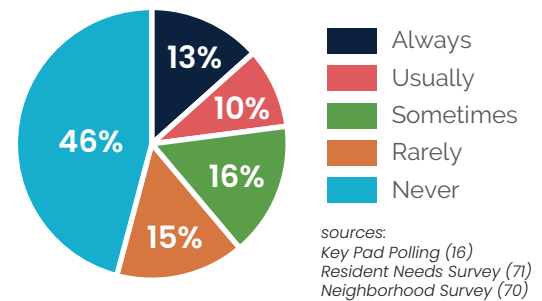
Safety Concerns



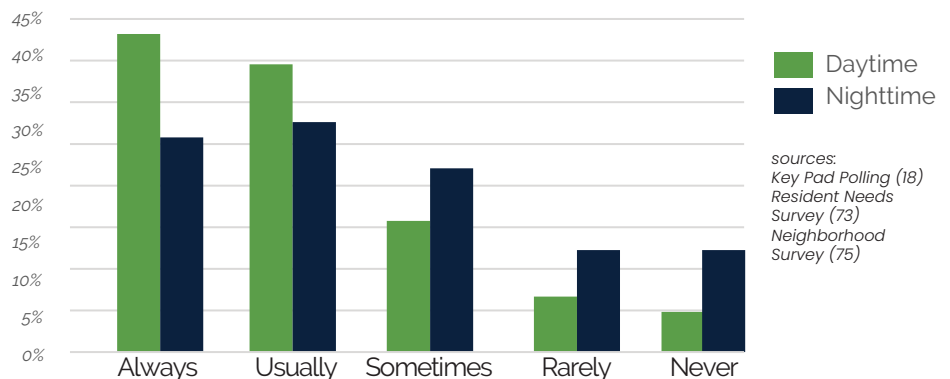
What Would Help Decrease Crime The Most?



How Often Do You See Drug Activity In The Neighborhood?



Do You Feel Safe In The Neighborhood?

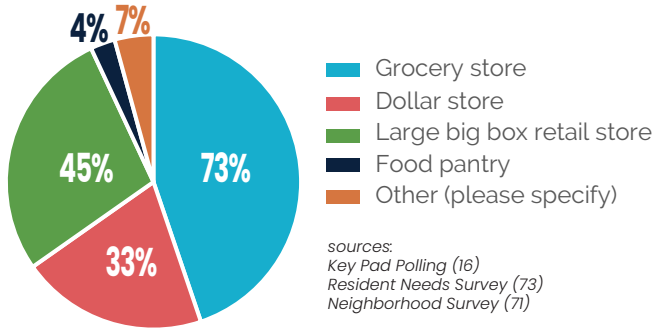


As shown here, most residents feel safe during the day but at night many feel considerably less safe. Increasing street lighting can help improve residents' sense of safety at night. Responses also indicate that addressing vacant property is a higher priority in the neighborhood.



94% of residents feel that **quality shopping within walking distance is important**. There is a need for more shopping options, particularly a grocery store, with **44%** of residents rating current shopping options as poor.

Where Do You Buy Your Groceries?

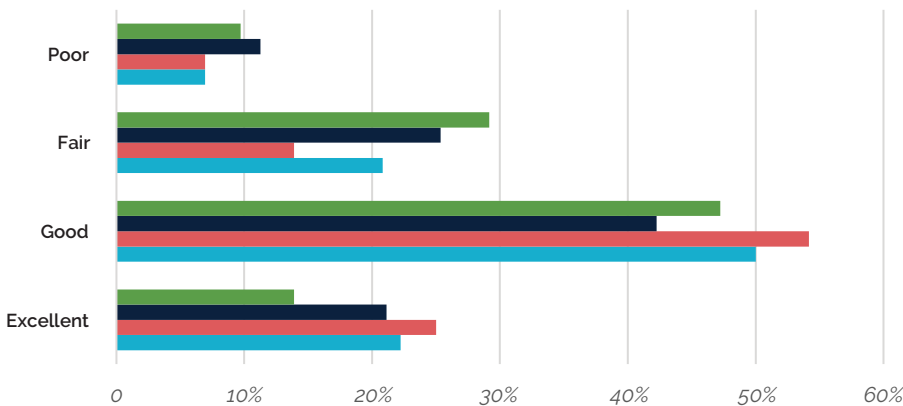


73%

of JGH residents vs **35%** of neighborhood residents report using SNAP or food stamps to buy groceries

sources:
Key Pad Polling (15)
Resident Needs Survey (74)
Neighborhood Survey (69)

How Do You Rate The Following Commercial Areas?



Main Street Style -
High Density Mixed Use



Strip Center Retail -
Low Density



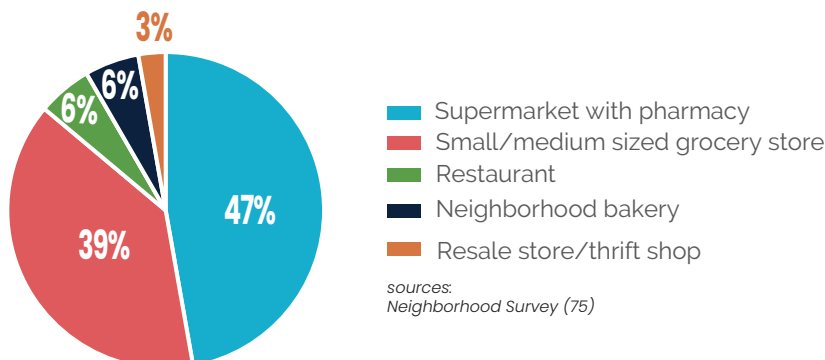
Main Street Style -
Moderate Density Mixed Use



Main street Style -
Low Density Mixed-use



What Business Do You Want To Be Able To Walk To



JGH TRANSFORMATION

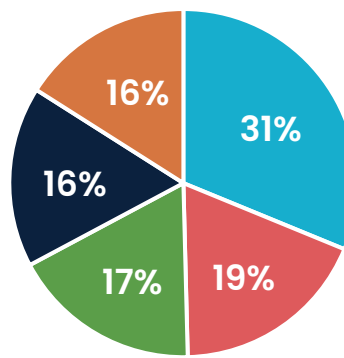
Overall, residents of John Graham Homes are willing to relocate during redevelopment. Their top priority when relocating is that their kids remain in the same schools. In general, the idea of mixed income housing is appealing to residents of JGH; however residents are split on whether they are interested in living in a mixed income development instead of a public housing development.

79%

of JGH residents are willing to relocate while the property is renovated.

sources:
Key Pad Polling (15)
Resident Needs Survey (74)

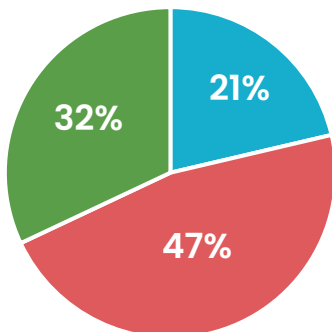
What Is Your Top Concern With Relocating?



Keeping my children at their current schools
Access to transportation
Access to jobs
Access to services
Other

sources:
Key Pad Polling (18)
Resident Needs Survey (72)

Are There Enough Support Services For JGH Residents In The Neighborhood?



Yes
No
I Don't Know

sources:
Key Pad Polling (14)
Resident Needs Survey (75)
Neighborhood Survey (75)

36%

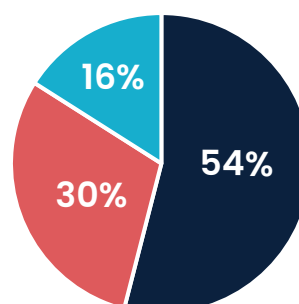
of JGH residents or a member in their household have a disability or other special health need

sources:
Key Pad Polling (13)
Resident Needs Survey (71)

16% JGH respondents vs 9% Neighborhood survey respondents use transit regularly

sources:
Key Pad Polling (17)
Resident Needs Survey (75)
Neighborhood Survey (78)

What Is The Biggest Issue With The Bus Service?



Frequency
The Destinations
There Isn't a Stop Nearby

sources:
Key Pad Polling (15)
Resident Needs Survey (46)
Neighborhood Survey (40)