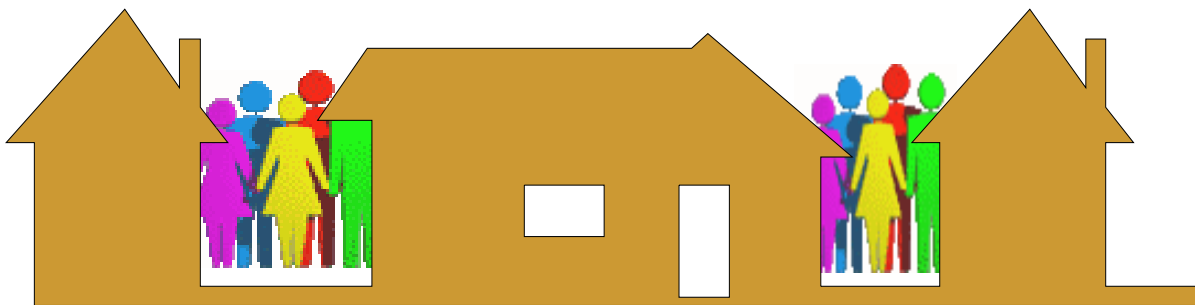


Greater Duffyfield Community Development

Strategic Plan



Adopted by City of New Bern Board of Aldermen
January 23, 2001



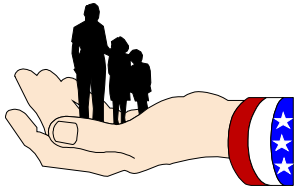
▲ **VISION STATEMENT**

“To create a safe, healthy, clean, and self-sustaining community that is diverse, yet unified, resulting in vitality and community pride.”



▲ **MISSION STATEMENT**

“Greater Duffyfield Community Development is an organized effort between residents, concerned citizens, faith-based institutions, youth, businesses, public agencies, and law enforcement which is committed to building an environmentally, socially, economically, and culturally sound community.”



▲ **GOALS**

To reduce crime and increase safety;

To improve the health of Greater Duffyfield residents and families;

To promote and maintain a clean community;

To promote Greater Duffyfield as investment worthy;

To include youth as full partners in the revitalization process;

To double home ownership in Greater Duffyfield;

To encourage pride in all residents; and

To honor and support our elders.



STRATEGIES

Goal: To reduce crime and increase safety.

1. Develop and enforce environmental standards;
2. Target youth with goals to increase high school graduation rates and college attendance;
3. Identify and create mentoring programs that can serve the Greater Duffyfield area;
4. Expand job readiness programs;
5. Implement the “Cop on the Block” program and expand it to teachers and others (“Young Professionals on the Block”);
6. Maintain crime control and community watch as a high priority;
7. Adopt ordinance on alcohol sales and consumption near educational and youth facilities; and
8. Develop a re-entry program for ex-offenders.

Goal: To improve the health of Greater Duffyfield residents and families.

1. Encourage and facilitate behaviors which decrease risks of heart disease;
2. Develop a comprehensive, strategic approach to health maintenance and development (i.e., diabetes and cancer); and

3. Identify, refer and engage groups to deal with mental health needs.



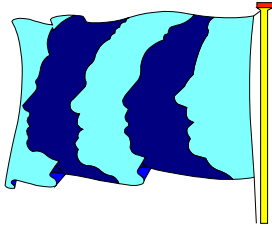
Goal: To promote and maintain a clean community.

2. Increase enforcement of nuisance abatement ordinances;
3. Promote participation in Earth Day and River Day clean up efforts;
4. Develop “ADOPT A STREET” Program;
5. Develop expanded plan to address community’s drainage needs; and
6. Increase pedestrian access/safety through sidewalk and trail systems.



Goal: To promote Greater Duffyfield as investment worthy.

1. Ensure effective implementation of other goals;
2. Develop a promotional message for Greater Duffyfield;
3. Develop a media campaign to promote the history and improvements in Greater Duffyfield; and
4. Develop a community education campaign on home maintenance and improvements.



Goal: To include youth to be full partners in revitalizing Greater Duffyfield.

1. Develop an outreach campaign to include youth community organizations and activities;
2. Develop a youth forum to increase youth involvement in the implementation of the Greater Duffyfield Strategic Plan;
3. Appoint youth representatives to Core Group of GDCD; and
4. Develop youth training programs.

Goal: To double home ownership in Greater Duffyfield.

1. Identify vacant land for housing construction;
2. Identify and develop mortgage financing;
3. Market Duffyfield as a good place to purchase homes;
4. Provide family readiness training and education; and
5. Develop a home purchase and dedication initiative.

Goal: To encourage community pride in all residents.

1. Increase resident involvement in civic activities and responsibilities;
2. Develop seasonal clean up campaigns involving all residents;
3. Recruit pastors to integrate community pride into church activities and sermons;
4. Provide conflict resolution and self-respect training to youth and adults; and
5. Create a Greater Duffyfield Residents' Council.

Goal: To honor and support our elders.

1. To provide safety and home security services for elders;
2. To provide transportation services for elders to medical, shopping, and other essential locations; and
3. To provide home maintenance assistance and support for elderly residents.

▲ CORE VALUES for DUFFYFIELD COMMUNITY DEVELOPMENT

- ▲ Duffyfield Community Development believes Duffyfield has a rich history, which should be preserved.
- ▲ Duffyfield Community Development trusts the City of New Bern Administration believes in the mission of growth for the Greater Duffyfield Community.
- ▲ Duffyfield Community Development believes community strategic planning is important to a unified vision, and the community should continue to update its plan to

sustain its common vision.

- ▲ Duffyfield Community Development believes youth are a community's most precious asset.
- ▲ Duffyfield Community Development believes it can make a difference with its efforts to revitalize the community.
- ▲ Duffyfield Community Development believes active residents are a valuable community asset and essential to a high quality of life.
- ▲ Duffyfield Community Development believes faith-based institutions are powerful entities that can bring about positive change.
- ▲ Duffyfield Community Development believes Duffyfield can be and will continue to work towards being a drug-free community.
- ▲ Duffyfield Community Development believes Duffyfield is a good place to live.
- ▲ Duffyfield Community Development believes home ownership can double for the residents of Duffyfield.
- ▲ Duffyfield Community Development believes

- ▲ Duffyfield has made and continues to make a positive contribution to the quality of life in the City of New Bern.
- ▲ Duffyfield Community Development believes community solutions are often the simplest and most effective in nature.