

South Carolina



Planning Education Advisory Committee

Committee Members:

Stephen G. Riley, Chairman
Representing MASC
Term Expires: 2017

Phillip L. Lindler
Representing SCAC
Term expires: 2019

Cliff Ellis
Representing Clemson
University
Term expires: 2020

Christopher Witko
Representing USC
Term expires: 2020

Wayne Shuler
Representing SCAPA
Term expires: 2018

April 6, 2017

Leah Youngblood, Senior Planner
City of Rock Hill
155 Johnston Street
Rock Hill, SC 29732

Re: *City of Rock Hill Strategic Plan & Housing & Neighborhood Services:
The R.E.D.I. Program*

Dear Ms. Youngblood:

On March 23, 2017 I received the Program Materials you submitted for accreditation of the Continuing Education Course detailed above. Upon receipt of your application, I sent an email to confirm receipt by all Committee members and set a deadline for comments.

Under the "no objection policy" adopted on July 8, 2009, your request is considered approved. Your signed "Notice of Decision" is attached. Formal, after-the-fact approval will be handled as part of a Consent Agenda at the regular quarterly meeting of the Committee, which is scheduled for Tuesday, April 25, 2017 at 10:00 a.m.

Thank you for your efforts to help make this program a success.

Sincerely,

Stephen G. Riley, ICMA~CM
Chairman

cc: Phillip Lindler, Cliff Ellis, Christopher Witko and Wayne Shuler

NOTICE OF DECISION

**For further information, contact Mr. Stephen Riley, Chairman,
843-341-4701 or stever@hiltonheadislandsc.gov**

APPLICATION FOR ACCREDITATION OF A CONTINUING EDUCATION PROGRAM

Note: This certification form, together with the required information referenced therein, shall be submitted to the Committee. If no objections are raised by a member of the SCPEAC within 10 working days of receipt, the continuing education program shall be considered accepted. If an objection is raised, a teleconference meeting shall be scheduled, with appropriate public notice, as soon as reasonably possible, to review the application.

Applications are due no later than 30 days prior to the first scheduled presentation of a program or class. The Committee will consider extenuating circumstances where the 30 day deadline cannot be met.

1. Name and address of organization providing or sponsoring the orientation program:

- a. Organization Name: City of Rock Hill
- b. Address: 155 Johnston Street
- c. City: Rock Hill
- d. State: SC
Zip Code: 29731
- e. Telephone: 803-329-5569
- f. Email: leah.youngblood@cityofrockhill.com

2. Contact Information:

- a. Name of Contact Person: Janice E Miller
- b. Title: Historic Preservation Specialist
- c. Telephone: 803-817-5129
- d. Email: janice.miller@cityofrockhill.com

3. Information on orientation program:

- a. Title of Program:
City of Rock Hill Strategic Plan & Housing & Neighborhood Services: The R.E.D.I. Program
- b. Date(s) and Location(s) of Program:
May 9, 2017 - City Hall, 155 Johnston Street, Rock Hill SC
- c. Brief description of the program and its content:

Overview of development of the City of Rock Hill Strategic Plan, Housing & Neighborhood Services (HNS) programs, and the development of the R.E.D.I. (Resource & Education Development Initiative) program using components of both the strategic plan and HNS.

4. Method of presentation (check all that apply. All sessions must have a Coordinator present):

- a. Presentor(s) in room with participants



- b. Live presentation via close circuit TV, video conferencing, or similar; Coordinator present ☐
- c. Videotape or CD/DVD presentation; Facilitator present ☐
- d. Webinar or similar; Coordinator present ☐
- e. Other (describe) _____

5. Description of materials to be distributed (check/fill in all that apply):

a. Powerpoint handout:	<input checked="" type="checkbox"/>	number of slides: 91
b. Other handouts:	<input type="checkbox"/>	total pages:
c. CD/DVD:	<input type="checkbox"/>	
d. Other (describe)	_____	
e. None:	<input type="checkbox"/>	

6. When are materials distributed?

- a. Sent before the program: ☐
- b. Handed out at the program: ☒
- c. Other (describe) _____

7. Required attachments (5 copies distributed as described below):

- a. Course description and outline including estimated time per section
- b. Brochure, if available
- c. Course Presenter(s) and credentials (include brief resumes and qualifications)
- d. Copies of all handouts and course materials
- e. Evaluation Form and method of evaluation (each program must be evaluated)

8. Instruction Time:

- a. Indicate the total minutes of instruction time: 90+ minutes

Note: Breaks, meals and introductions should not be counted. A reasonable period of Q and A should be included and counted.

9. Method of Advertisement:

- a. Describe the ways in which you intend to let potential attendees know about this orientation program:

Postcards, email, reminders at meetings

10. Certification. By Submitting this application, the applicant agrees to:

- a. Allow in-person observation, without charge, of the Program by the SCPEAC Committee members. Any food, travel or lodging costs will be the responsibility of the Committee member(s).

b. The applicant acknowledges that its approval for this Program may be withdrawn for violations of the regulations or failure to comply with the agreements and representations contained herein and as may be required by the SCPEAC.


i. Name of Organization: City of Rock Hill

ii. Name of Representative: Leah Youngblood

iii. Title: Planning & Zoning Manager

iv. Phone: 803-329-5569

v. Email: leah.youngblood@cityofrockhill.com

vi. Signature: 

vii. Date: 3/23/17

Application and all Materials may be submitted in one of the following means:

1. Electronic submission to each of the committee members listed below via email; or
2. Hardcopy via U. S. Mail, 1 copy each to each committee member; or
3. Electronic submission of the application via email to all committee members, and submit hardcopy supporting materials via U.S. Mail to each member, if materials not available electronically.
4. Please cc all applications to the Chairman's assistant, Vicki Pfannenschmidt at vickip@hiltonheadislandsc.gov

To access committee members email and postal addresses visit the link below:
<http://www.scstatehouse.gov/scpeac/members.htm>

NOTICE OF DECISION

11. The following action has been taken by the SCPEAC on this application:

<input type="checkbox"/> ACCREDITED for	_____ CE credits
---	------------------

☐ DENIED ACCREDITATION

☐ RETURNED for more information

i. Reason: _____

12. If accredited:

Accredited Course No: _____

a. Date of accreditation: _____

b. Certification is valid until: _____

Signature of SCPEAC Representative: _____

**For further information, contact Mr. Stephen Riley, Chairman,
843-341-4701 or stever@hiltonheadislandsc.gov**



City of Rock Hill Strategic Plan & Housing & Neighborhood Services:
The R.E.D.I. Program
May 9, 2017

Lisa Brown, Strategy & Performance Manager, Presenter
Jennifer Wilford, Director of Housing & Neighborhood Services, Presenter

Strategic Planning in Rock Hill (20 Minutes)

- Introduction
- Importance of Plan
- Uses
- Plan Components
- Examples of Plan in Action
- Plan Goals
- Questions

Housing & Neighborhood Services (20 Minutes)

- Introduction
- Divisions
 - Neighborhood Empowerment
 - Neighborhood Development
 - Neighborhood Inspections
- Questions

Neighborhood Analytics & the R.E.D.I. Program (30 Minutes)

- Introduction
- Data Collection & Correlations
- Heat Maps & Components
- Code Enforcement
- Target Neighborhoods for Resources & Education
- Neighborhood R.E.D.I. Program
- Questions

LISA M. BROWN

2211 CROSSTAIL RIDGE ROCK HILL, SC 29732 - (803) 487-5269 - LISAMBROWN0516@GMAIL.COM

STRATEGY & PERFORMANCE MANAGER

Strong project management, research, writing and reporting skills with a committed financial and customer service philosophy. Expertise in:

- Educational Techniques
- Database Management
- Presentations and Facilitation
- Industry Research
- Reporting and Analysis
- Innovative Process Improvement

EDUCATION

- University of North Carolina at Charlotte - Charlotte, NC** 2012
Master of Public Administration - Concentration in Public Finance
■ Proficiency with STATA and SPSS, as well as all Microsoft Office programs
- Bachelor of Arts in International Studies and Bachelor of Arts in History** 2007
■ Received Honors in History

EXPERIENCE

- City of Rock Hill – Rock Hill, SC**
Strategy & Performance Manager 2014-present
Worked as the primary lead on the City's award-winning Strategic Plan and performance management efforts
- Created, developed, and continually measure progress on tasks in the City's Strategic Plan centering on Quality Services, Quality Places, and Quality Community.
 - Informed stakeholders about progress on the Strategic Plan through reports, presentations, and retreats.
 - Focused on efficiency and effectiveness measures throughout the organization for the provision of services.
 - Led visionary processes for a number of special projects including the Mayor's Key Influencer group, #1 Question, African American Cultural Resource Advisory Committee, and Art Sustainability
- Management Analyst** 2012-2014
Worked as the sole budget analyst for an annual budget that exceeded \$200 million
- Developed and balanced the City's biennial budget
 - Created means by which to reconcile positions, capital improvement projects, equipment, and outstanding debt as a part of the yearly budget process.
 - Analyzed a number of special projects to deal with inefficiencies within the municipal court system, sanitation, recycling, and water usage.
- Mecklenburg County, Department of Social Services - Charlotte-Mecklenburg, NC**
Bilingual Case Manager II 2011-2012
Bilingual Case Manager I 2009-2011
Worked in initial applications for Private Living Arrangement Adult Medicaid and Food and Nutrition Services.
- Interviewed clients (predominately English and Spanish speakers) to build their case file, while investigating and verifying: income, residency, employment, medical need, resources and performed background checks.
 - Completed budgets to determine eligibility for multiple Medicaid programs, as well as calculated medical deductibles.
 - Assisted clients in applying for Medicare and Social Security benefits.
- Peace Corps Volunteer - Vangaindrano, Madagascar** 2007- 2009
Teaching English as a Foreign Language (TEFEL) Teacher
Worked in rural Madagascar teaching English to middle school, high school and adult students.
- Managed a high school teacher training program, introducing new teaching methods and resources. Helped teachers determine effective different learning styles and how to meet the needs of their students, while also translating materials.
 - Developed high school study skill/preparation classes for all end-of-year testing. The results were that 45% of the students scored significantly higher in all of their exams, including English.
 - Helped organize the first National English Teacher's Symposium which brought teachers from all over the island to the capital and also participated on a discussion panel. The symposium was such a success, it will likely be an annual event.
 - Organized middle school clubs promoting education, health, sanitation through United Nations health care programs.

LISA M. BROWN

2211 CROSSTAIL RIDGE ROCK HILL, SC 29732 - (803) 487-5269 - LISAMBROWN0516@GMAIL.COM

Charlotte Mecklenburg County Commissioner's Office - Charlotte, NC

2006

Intern with the County Commissioner at Large

Worked closely with the Commissioner, Jennifer Roberts, on her successful campaign to become County Commissioner at Large.

- Monitored and researched important issues affecting the Charlotte Mecklenburg County area. Performed analysis and compiled reports that the Commissioner used.
- Attended meetings and acted as a representative for the Commissioner at Large. Worked as a liaison with a Hispanic Business Organization, using Spanish proficiency to build rapport with constituents.

CERTIFICATIONS

Advanced Government Finance Institute (AGFI) through the Government Finance Officers Association – 2015

Certified Government Finance Officer (CGFO) through Government Finance Officers Association of South Carolina

– in process

Certified Facilitator for the Performance Management Framework through the Consortium for Advanced Management – International (CAM-I) – in process

ORGANIZATIONS

Government Finance Officers Association (GFOA) – Since 2012

International City/County Managers Association (ICMA) – Since 2012

Municipal Association of South Carolina (MASC) – Since 2012

Government Finance Officers Association of South Carolina (GFOASC) – Since 2012

Charlotte Area Peace Corps Association (CAPCA) – Since 2014

Consortium for Advanced Management – International (CAM-I) – Since 2016

Rotary Club of Rock Hill – Since 2016

Jennifer L. Wilford
3420 Pickney Bluff Fort Mill, SC 29715
(803) 322-3224
jenn.wilford@gmail.com

RELEVANT EXPERIENCE

Director, Housing & Neighborhood Services City of Rock Hill, SC November 2015 – Present

- Oversees the three divisions of the Housing and Neighborhood Services Department, Neighborhood Empowerment, Neighborhood Development and Neighborhood Inspections
- Provides staff support to the Housing Development Corporation of Rock Hill
- Responsible for the city's Brownfields redevelopment projects, including Arcade Mill and the Rock Hill Printing and Finishing properties.

Project Management Team Supervisor City of Rock Hill, SC July 2014 – November 2015

- Serves as the supervisor for the city's project management division and assists City Management, department heads, other City officials, and employees in the analysis and development and management of construction projects und.
- Coordinates interdepartmental communications within City departments and with external government agencies as needed.
- Reviews the work of subordinates and/or other staff members for completeness and accuracy; evaluates and makes recommendations as appropriate; offers advice and assistance as needed.
- Interacts and communicates with various groups and individuals such as the City Manager, department heads and personnel, customers, board and commission members, City attorney, various outside agencies and professionals, and the general public.
- Receives and responds to inquiries, complaints, and requests for information from citizens regarding projects, policies and procedures.

Project Manager City of Rock Hill, SC April 2013 – June 2014

- Manages the brownfields redevelopment activities, including the coordination of assessment and cleanup planning activities, negotiation of cleanup agreements with SC DHEC and ongoing monitoring and maintenance activities of all current brownfield activities.
- Provides financial management and oversight of the City's \$4.1M White Street Phase II York County Pennies for Progress activities.
- Responsible for the management of several important construction and infrastructure projects.
- Facilitates monthly project team meetings with representatives from all City departments as well as City Management to coordinate all ongoing activities in strategic areas of the City.

Grants Coordinator City of Rock Hill, SC March 2009 – April 2013

- Managed a total of over \$3M in Neighborhood Stabilization funds for the purposes of purchase, redevelopment and new construction of affordable housing with the goal of stabilizing neighborhoods.
- Monitored Disadvantaged Business Enterprise requirements of Federal Transit Administration funds handled by the City and participated in FTA's Triennial Review Process.
- Submitted successful \$1.5M Brownfields Revolving Loan application through SC DHEC's Voluntary Cleanup Program.
- Wrote, administered and managed EPA Cleanup Grant at the Arcade Mill site.

Old Town Development Manager City of Rock Hill, SC November 2006 – December 2008

- Supervised the creation, adoption and implementation of four (4) neighborhood master plans.
- Attracted over \$15M of private investment into the Old Town redevelopment area of Rock Hill.
- Utilized public funding resources and grants to leverage private investment, with an average return on public investment of 10:1.
- Developed and maintained working relationships with several developers in the community, assisting

- with rezoning, applicable incentives and other development activities.
- Facilitated the rezoning of several key redevelopment projects to allow for more appropriate uses in line with the City of Rock Hill's redevelopment goals.
- Managed the demolition, remediation and redevelopment of the Arcade Mill project, a 10 acre browfield located in Old Town Rock Hill.
- Regularly communicated with to the Rock Hill City Council, various city boards and commissions, and neighborhood groups and stakeholders regarding urban infill projects.
- Developed RFPs, facilitated their selection, hired and supervised various consultants and contractors.

Neighborhood Redevelopment Manager City of Rock Hill, SC January 2005 – November 2006

- Served as liaison between neighborhood groups, community stakeholders, various city departments, and consultants in the development and implementation of Old Town neighborhood master plans.
- Developed and implemented programs that bolster neighborhood character and health including the development and distribution of neighborhood newsletters and neighborhood and community events.
- Prepared public notices and press releases and coordinated and advertised special neighborhood events and meetings.

Environmental Education Specialist City of Rock Hill, SC May 2002 – December 2004

- Planned, organized, coordinated and implemented special events, projects, contests and other programs in schools and throughout the community to increase the residential recycling rate and otherwise improve the environment in the City of Rock Hill through classroom presentations, field trips and informational exhibits.
- Presented at local, state and regional workshops and training opportunities.
- Developed promotional materials and current web site content.

EDUCATION AND PROFESSIONAL CERTIFICATIONS

M.S. Biology, Winthrop University, Rock Hill, SC, December 2005

B.A. Psychology (Biology minor), Winthrop University, Rock Hill, SC, December 2001

Housing Development Finance Professional, National Development Council, March 2006

Compost Operator Training, SC DHEC and Carolinas Composting Council, March 2003

The City of Rock Hill's Strategic Plan

May 9, 2017



Strategic Planning in Rock Hill

- On the 5th Strategic Plan



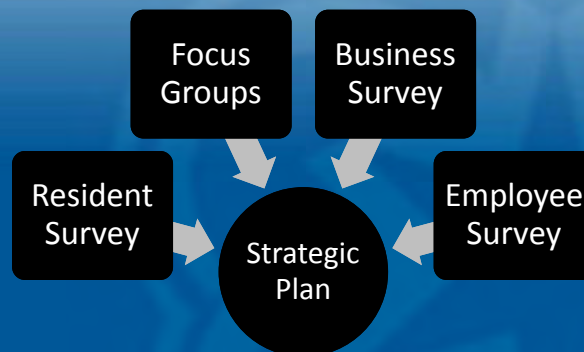
Uses of the Strategic Plan

- Roadmap from vision to reality
- City can measure and communicate progress to elected officials, the community, and other stakeholders
- Reminder of why resources are being used in particular ways
- Aligns limited resources with predetermined initiatives tied to a broader vision

3

Our Strategic Plan

- Every three years, the City develops a new strategic plan
- This plan is based on data from:



4

- Annually, the plan is reviewed and updated

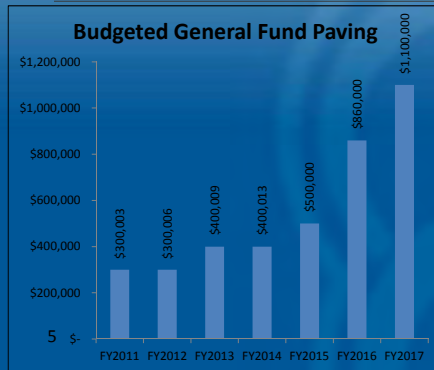
Example- Street Repair

Develop and implement a financial strategy to repair and maintain the City's roads.

- Increase resurfacing/street paving funding in the City's General Fund
- Pilot pavement preservation methods and determine the best way in which to extend life of roads within the City.

Increase by \$250,000 annually

By 6/30/2016



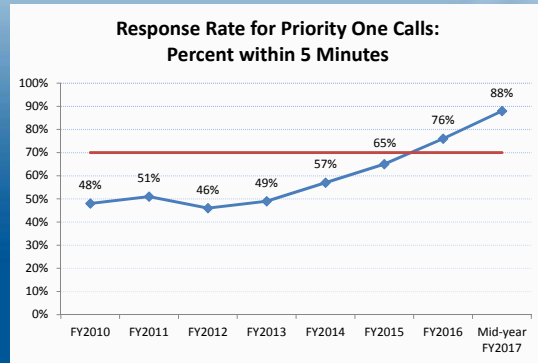
Pothole Truck



Strategic Plan Outline

Quality Services	Quality Places	Quality Community
6 Goals 22 Objectives 115 Tasks <u>Focus on:</u> <ul style="list-style-type: none"> • Public Safety • Public Works and Stormwater • Parks, Recreation, and Tourism • Utility System • Customer Service • Economic Development 	4 Goals 12 Objectives 43 Tasks <u>Focus on:</u> <ul style="list-style-type: none"> • Knowledge Park • Business Parks • Transportation • Key City Corridors 	3 Goals 10 Objectives 48 Tasks <u>Focus on:</u> <ul style="list-style-type: none"> • Neighborhoods • Civic Engagement • Partnerships

Recent Successes



7

Follow Our Progress

Quality Services

Quality Services focuses on core governmental functions that the City of Rock Hill provides. These include police, fire, public works, parks, water, and sewer services. However, we don't just provide these basic services, we do so in a way that emphasizes efficiency, effectiveness, and affordability for our customers.

- Public Safety
- Economic Development
- Public Works
- Customer Focus
- Parks, Recreation & Tourism
- Utilities

QUALITY
Services. Parks. Community.

Year-End Strategic Plan
FY2016
Performance Report

ROCK HILL
SOUTH CAROLINA

8

More Information

For more information about the City's Strategic Plan or to view progress on our goals, please visit:

www.cityofrockhill.com/transparency



Lisa M. Brown
Strategy and Performance Manager
(803)326-3814
lisa.brown@cityofrockhill.com

9

Housing and Neighborhood Services



Housing and Neighborhood Services

- HNS Department was created in July 2005 with three components: Neighborhood Empowerment, Neighborhood Development, and Neighborhood Inspections.
- Its primary goal is to partner with and support neighborhoods.



Housing and Neighborhood Services

Neighborhood Empowerment
Neighborhood Development
Neighborhood Inspections





Neighborhood Empowerment



Neighborhood Empowerment

What's it all about?

- Neighborhood Empowerment means just what it says – putting the power to change neighborhoods into the hands of neighbors.



Neighborhood Empowerment

Why organize?

- When you organize you will get:
 - Direct communication with the City
 - Help in coordinating City services
 - Help in identifying community resources
 - Opportunities to work with other Rock Hill neighborhoods
 - Opportunities to build relationships with your neighbors
 - Opportunities to work together to address common concerns



Neighborhood Empowerment

How we can help!




- We can:
 - Attend your meetings and share our experiences in working with other neighborhood associations
 - Assist with flyers until your association is established
 - Provide the use of a computerized phone tree to send reminders and announcements
 - Send your neighborhood leader weekly mailouts
 - Arrange for police officers to attend your meetings
 - Provide training and educational opportunities




Neighborhood Empowerment

Frequent Neighborhood Issues

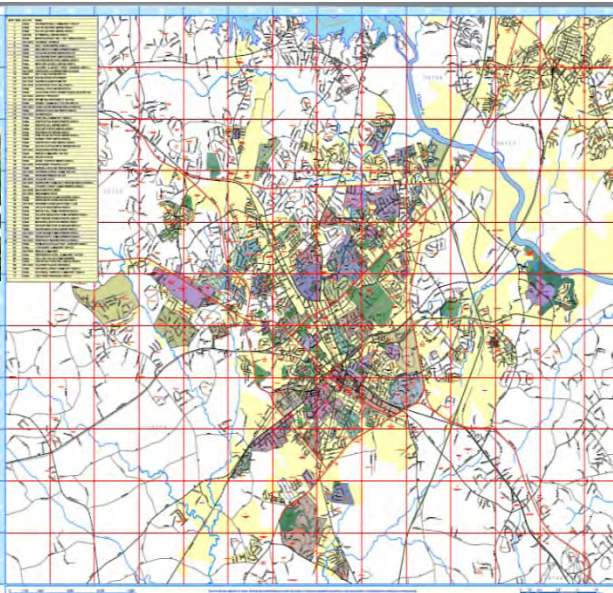
- Traffic Commission
- Police Department
- Planning Commission
 - Zoning Issues
- Neighborhood Inspections
- Public Works
- Utilities



Neighborhood Empowerment

Who We Serve







Neighborhood Empowerment

Events: National Night Out





Neighborhood Empowerment

Programs: Rock Hill Council of Neighborhoods





Little Free Libraries



Cherry Park



Central Child Development Center



Neighborhood Empowerment

Programs: Inside Rock Hill





Neighborhood Empowerment

Weed & Seed

- Neighborhoods:
 - South Central
 - Crawford Road North
 - Flint Hill
 - Sunset Park
 - Hagins/Fewell
 - 2005 - Designation
2006 – Funding
 - Partner with the Police Department to WEED out crime.
 - Partner with different agencies to SEED in positive social service programs.
 - Governed by the Weed & Seed Steering Committee
- 27% of all violent crime in the City of Rock Hill occurred within these five neighborhoods (4% of population) based on 2006 data.



Neighborhood Empowerment

Weed & Seed

- Weeding Efforts
 - Drug Strategy
 - Directed Patrols
 - Gun Drive
 - Crime View Initiative
 - Gang Awareness
 - Crime Prevention through Environmental Design. (CPTED)
 - Silent Witness Form
 - Seeding Efforts
 - After School Programs
 - Mentoring Programs
 - Gang Prevention Programs
 - Parenting Programs
 - Youth Programs
 - Computer Classes
 - Basketball League
 - Talent Show
 - Job Fairs/Assistance
- 53% decrease in violent crime – Hagins Fewell
24% decrease of all crime overall
- 17 organizations received Funding to implement programs



Neighborhood Empowerment

Weed & Seed



Neighborhood Development



Neighborhood Development

What's it all about?

- To strengthen the community by improving housing and providing suitable living environments to low and moderate income families.



Neighborhood Development



Housing Development
CORPORATION OF ROCK HILL



Neighborhood Development

Available Housing Programs

- First-Time Home Buyer
- Owner-Occupied Rehabilitation
 - Emergency/General Rehabilitation
 - Non-profit Partner Rehab Programs
- Neighborhood Stabilization Program
- Default Counseling



Neighborhood Development

First-Time Homebuyer Program

- Two-pronged approach
 - Education
 - Down-payment and closing-cost assistance
- Eligibility Requirements
 - Income
 - First-time homebuyer



Neighborhood Development

Homes Purchased with Our Assistance



Neighborhood Development

Homes Purchased with Our Assistance





Neighborhood Development

Home Construction



Neighborhood Development

Home Construction





Neighborhood Development

Home Construction



Neighborhood Development

Land Banking





Neighborhood Development

Rehabilitation Programs









Neighborhood Development

Rehabilitation Programs







Neighborhood Development

Neighborhood Stabilization Program

Neighborhood Stabilization Program

- Two rounds of grant funding for:
 - Acquisition and rehabilitation of foreclosed homes for resale
 - New construction for sale
 - Demolition
 - Rental



Neighborhood Development

Neighborhood Stabilization Program

- NSP Totals
 - Purchased: 48
 - Completed Rehab: 38
 - Redeveloped: 4
 - Sold: 41
 - Rented: 7



Neighborhood Inspections

What's it all about?

- **Neighborhood Inspections team consist of**
 - **Inspections Supervisor**
 - **Demolition Coordinator/Code Official**
 - **Five inspectors**
- **Proactive enforcement model**
- **Previously an average of 400 calls per month; increases during the growing season**



Neighborhood Inspections

Partnerships

- **Neighborhood Inspections works closely with Neighborhood Empowerment and Neighborhood Development to improve the community.**
 - Rolling in Rock Hill referrals
 - Rehab referrals and identification of possible land-bank properties for future development



Neighborhood Inspections

International Property Maintenance Code

- **The International Property Maintenance Code (IPMC) is intended to provide requirements addressing the public health, safety and welfare as they relate to the use and maintenance of existing structures and premises.**
 - General Regulations
 - Light/Ventilation/Occupancy
 - Plumbing & Fixtures
 - Mechanical & Electrical
 - Fire Safety



Neighborhood Inspections

Nuisances

- Junk/Derelict Vehicles
 - What are derelict vehicles?
- Yard Debris
 - How much is too much?
- Overgrown Property
 - How high is too high?



Derelict Vehicles

Nuisances





Yard Debris

Nuisances



Overgrown Property

Nuisances





Exterior Structures

No Violations



Exterior Structures

Minor Violations





Exterior Structures

Major Violations



Exterior Structures

Before





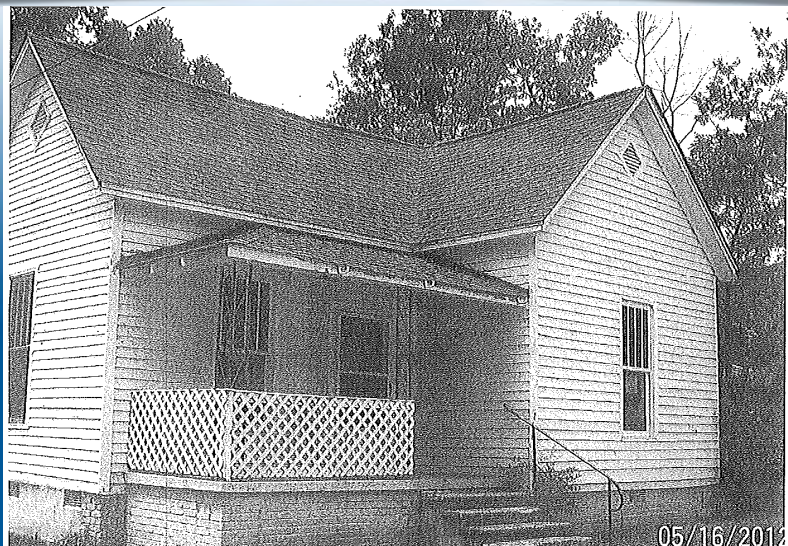
Exterior Structures

After



Exterior Structures

Before





Exterior Structures

After



Neighborhood Inspections

Demolitions

- The Neighborhood Inspections team has completed 560 demolitions since 2005. In comparison, 24 demolitions were completed from 2001 to 2004.
- | | | |
|--------------------------|-----------|--------------------------|
| <input type="checkbox"/> | 2005-2006 | 24 |
| <input type="checkbox"/> | 2006-2007 | 34 |
| <input type="checkbox"/> | 2007-2008 | 46 |
| <input type="checkbox"/> | 2008-2009 | 68 |
| <input type="checkbox"/> | 2009-2010 | 77 |
| <input type="checkbox"/> | 2010-2011 | 77 |
| <input type="checkbox"/> | 2011-2012 | 70 |
| <input type="checkbox"/> | 2012-2013 | 50 |
| <input type="checkbox"/> | 2013-2014 | 49 |
| <input type="checkbox"/> | 2014-2015 | 48 |
| <input type="checkbox"/> | 2015-2016 | 17 (as of November 2015) |



Demolition Assistance

The City has a demolition assistance program that has a nominal cost of **\$350**. This program is available for residential properties that meet specific qualifications.

- Property must be in the same ownership for a minimum of 2 years.
- Must meet demolition criteria
- Property cannot be owned by a for profit organization, corporation, partnership or any other type of commercial endeavor.



Neighborhood Inspections

Mobile 311

Mobile 311

Data application tool used by inspectors each month to collect and store possible violations throughout the City.

[Mobile 311](#)





Neighborhood Analytics

- Better use internal data we collect to inform our decision making/work programs
- Test assumptions
- Looked at:
 - Crime – violent, property, drug, financial, other
 - Residential Fires
 - Fire calls – medical/fire
 - Foreclosures
 - Code Enforcement
 - Windshield Survey
 - Flood-prone areas

62



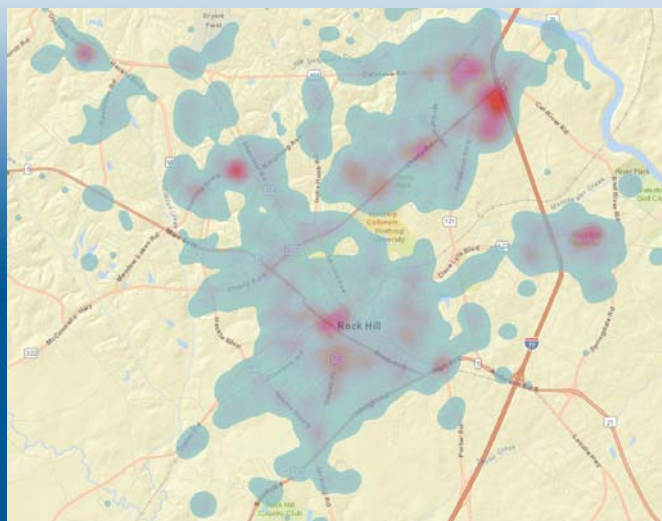
The Map

- Heat Map Components
 - Code Enforcement (January -August 2016)
 - Crime (January -August 2016)
 - Actual Residential Fires (January -August 2016)
 - Windshield Surveys (January -August 2016)
 - Foreclosures (2011-2016)

63



Crime

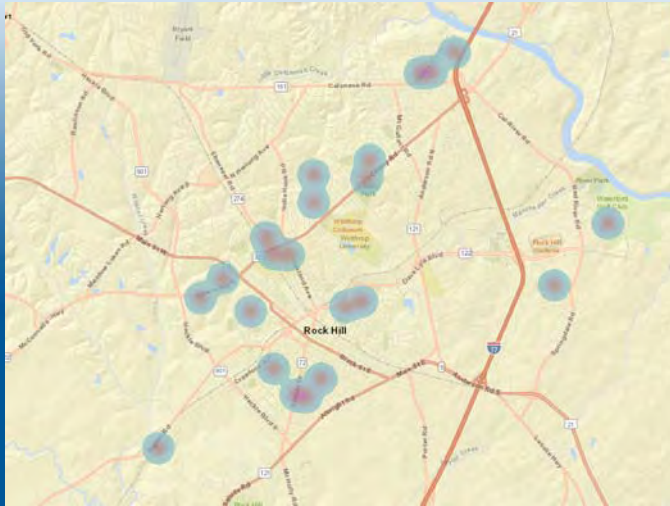


- Largest issues near Riverview Rd. and shopping areas
- Majority are property crimes

64



Actual Residential Fires

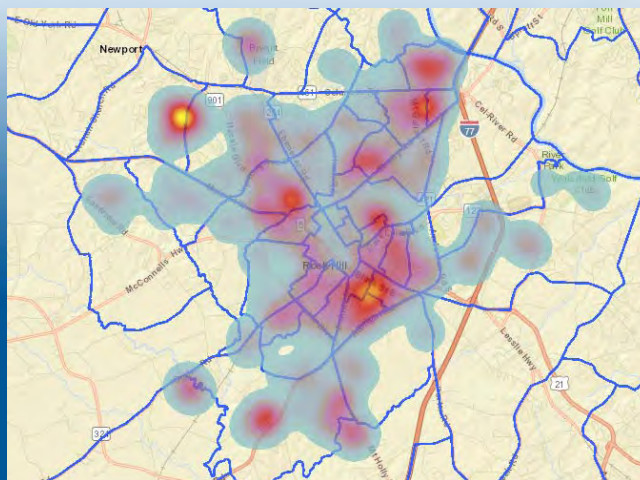


- 22 total fires
- Fire department responds to an actual fire
- Cherry Rd. corridor has the most

65



Foreclosures

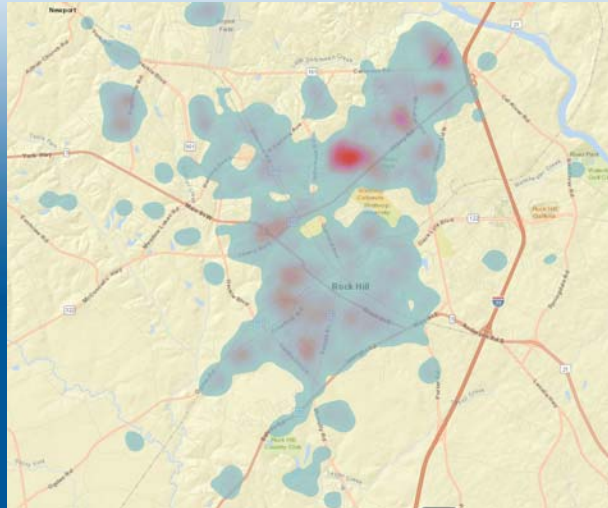


- 2011-8/2016
- Rawlinson Road census block group – 87 homes close to foreclosures in 5 years

66



Code Enforcement



- Largest concentration near Catawba Terrace
- Most violations:
 - Overgrown grass (90)
 - Junk vehicles (44)

67



The Map

- City Insights
 - Specific details within the heat map categories (ex. Crime – property, violent, financial, drug, etc.)
 - Census data (mainly demographic)
 - City owned property
 - Flood prone areas
 - City neighborhoods
 - Renter v. owner

68



Analytics

- Regression Analysis: statistical process that helps determine the best predictive measures
- Correlation: a relationship between variables. Does not mean causation (A + B, not A then B)
- Results are unlikely to have happened simply by chance if there is statistical significance
- Used code enforcement categories to gauge if there is statistical significance:
 - Nuisance, major exterior, minor exterior, accessory, and housing/boarded/etc.

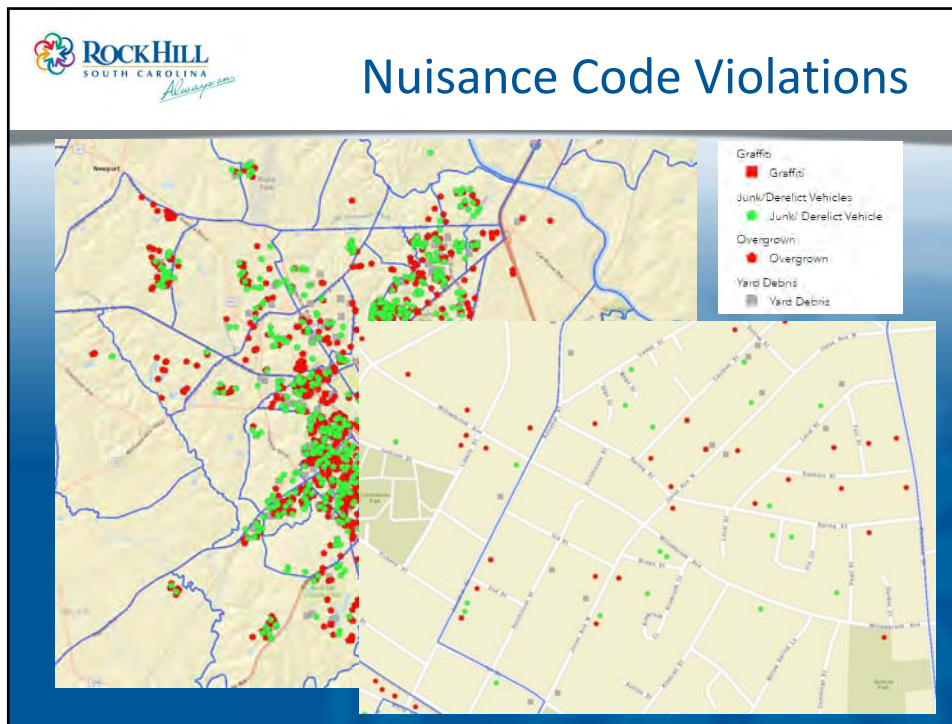
69



Code Enforcement Correlations

- There are statistical relationships with:
 - Nuisance violations
 - Accessory violations
 - Housing/Boarded violations
- There are not statistical relationships with:
 - Major exterior violations
 - Minor exterior violations

70



 **Rock Hill**
SOUTH CAROLINA
Always on

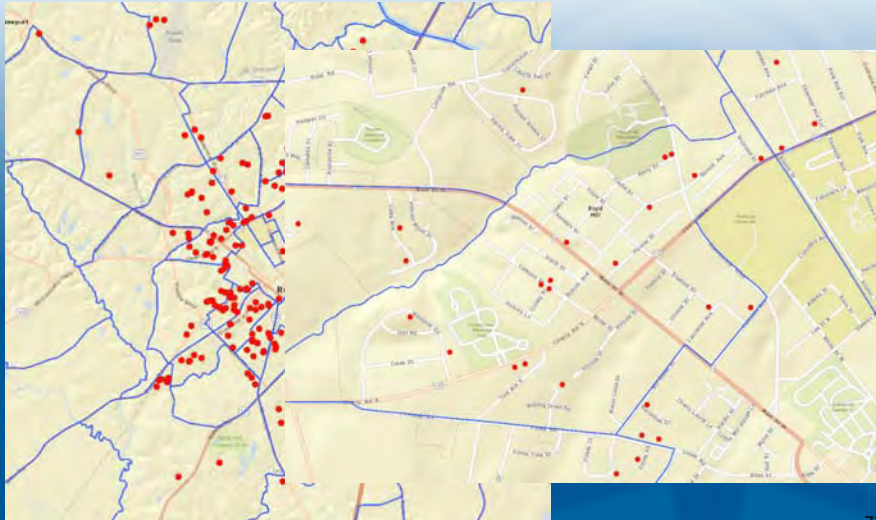
Nuisance Code Violations

- Includes graffiti, overgrown grass, yard debris, junk/derelict vehicles
- 2,726 nuisance violations between January and August
- Correlations with:
 - Frequency of Fire Calls
 - “Other Crimes”
 - Drug Crimes
 - Median Household Income
 - Alcohol Crimes

72



Accessory Code Violations



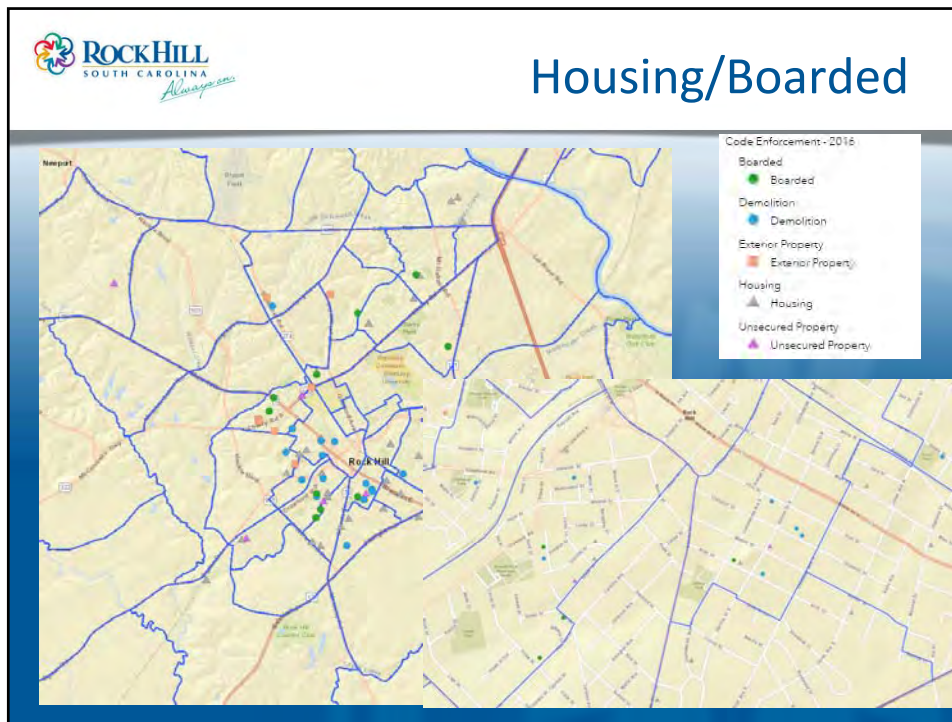
73



Accessory Code Violations

- Code violations requiring property maintenance to a structure outside of the main home – carport, shed, garages, fences, pools, etc.
- 229 accessory violations between January and August
- Correlations between
 - Frequency of Fire Calls
 - Frequency of Non-Fire Calls (statistically highly significant)

74



 **Rock Hill**
SOUTH CAROLINA
Always on

Housing/Boarded Violations

- Housing: Interior violations and all services to include plumbing , electrical, and mechanical.
- Boarded: Boarded windows and/or doors on a structure
- Demolition: Identified as a sub-standard property that is assigned for one of the three types of demolition processes
- Correlations between
 - Frequency of Fire Calls
 - Frequency of “Other Crimes”
 - Frequency of Actual Residential Fires

76



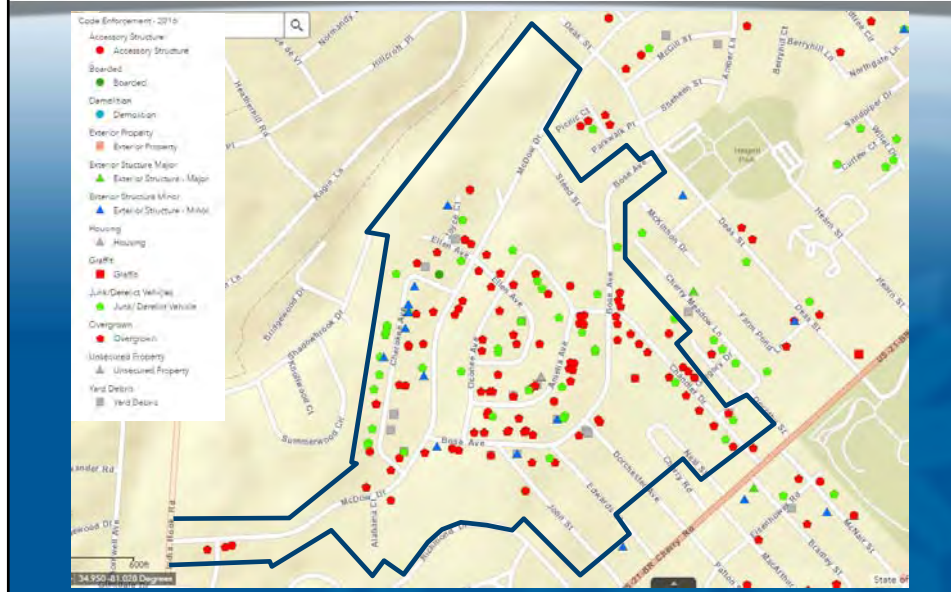
Neighborhoods

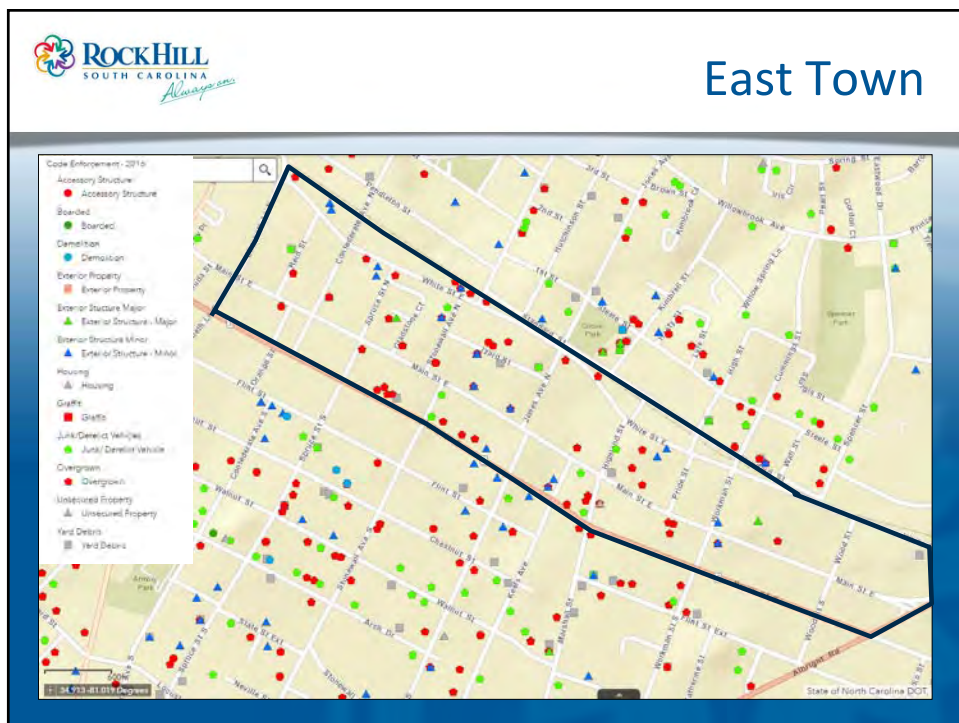
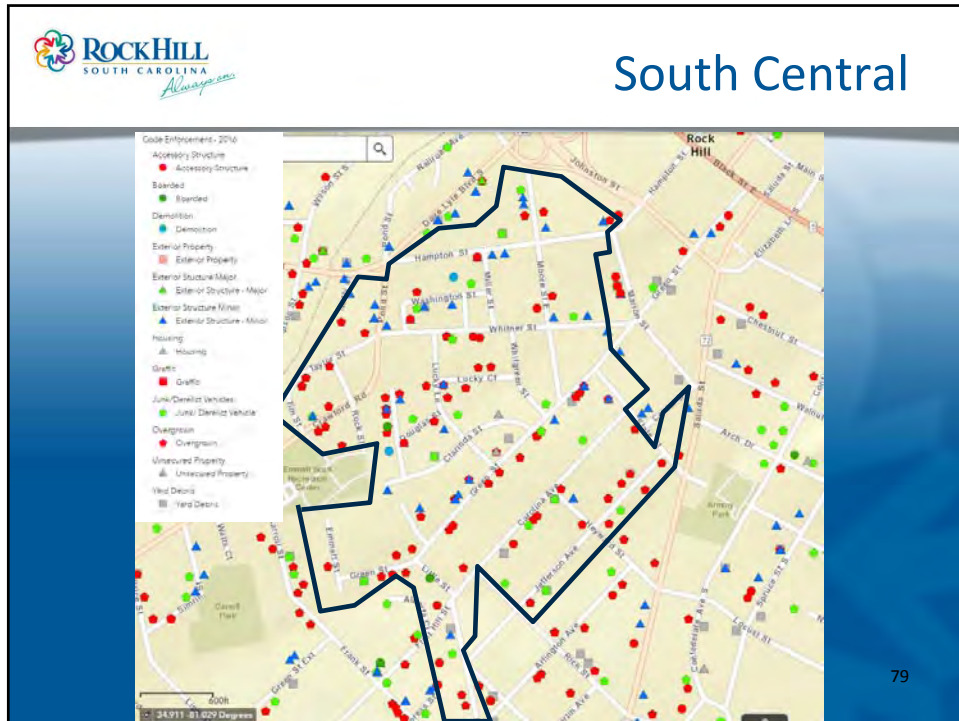
- Using the heat maps and regression analysis data 3 neighborhoods in the Rock Hill community have been identified as ideal candidates for targeted resources and education:
 - Catawba Terrace
 - South Central
 - East Town

77



Catawba Terrace







Neighborhood R.E.D.I.

Resource & Education Development Initiative

- Community Engagement & Education
- Facilitating Partnerships
- Strategic Targeting of Resources



Engagement & Education

- Develop an outreach & education plan specific to each community
 - Identify and foster relationships with neighborhood leaders
 - Engage local faith-based organizations and schools
- Host a kick-off meeting in the community
- Understand and Prioritize Concerns
 - Integrate qualitative community data
 - Incorporate quantitative data & analysis

82



Facilitating Partnerships

- Faith-based
- Non-Profits
- Community groups
- Landlords & Property Owners
- Other Governmental Agencies

83



Program Development

- Walking tour WITH residents
- Neighborhood REDI program shaped in response to community specific data and resident input
- Community-based crime and code enforcement activities, recognizing the dynamic nature of each neighborhood
 - Directed patrol routes
 - Outreach officers (police, fire, code)
 - Designated community liaison

84



Targeting Resources

- Owner Occupied Rehabilitation
- Foreclosure Prevention
- Smoke Alarms
- Fire Education
- New Development
- Rolling in Rock Hill
- Neighborhood Tool Shed
- Community Clean-Up
- Neighborhood Recreational Activities
- CDBG & Other Grant Opportunities
- Crime View
- Little Free Libraries
- Bookmobile
- Crime Watch
- ????

Streamlining of Services

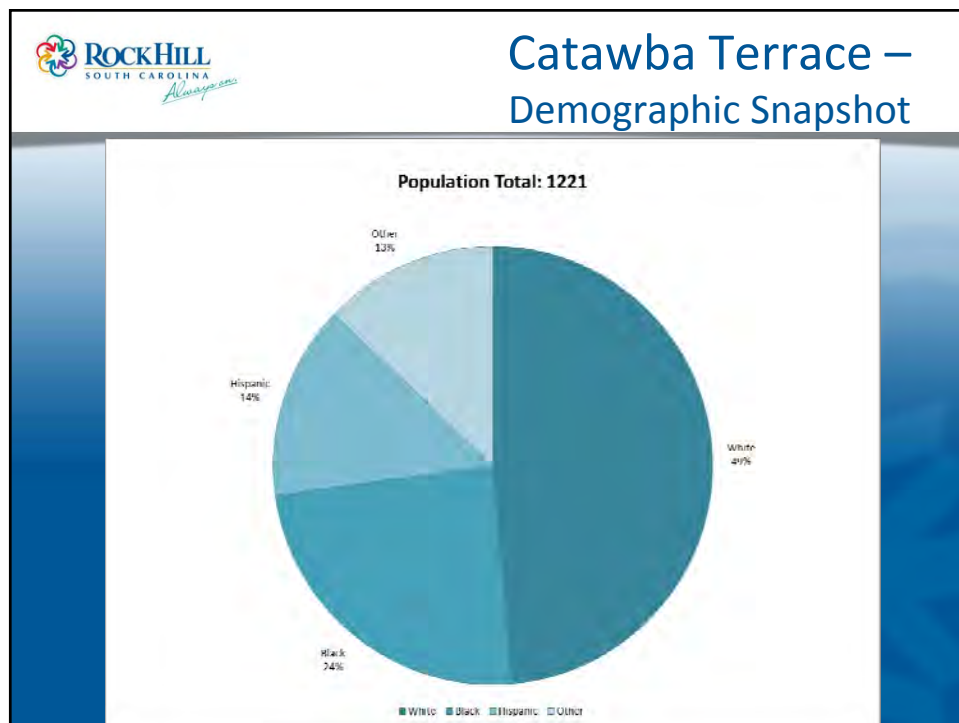
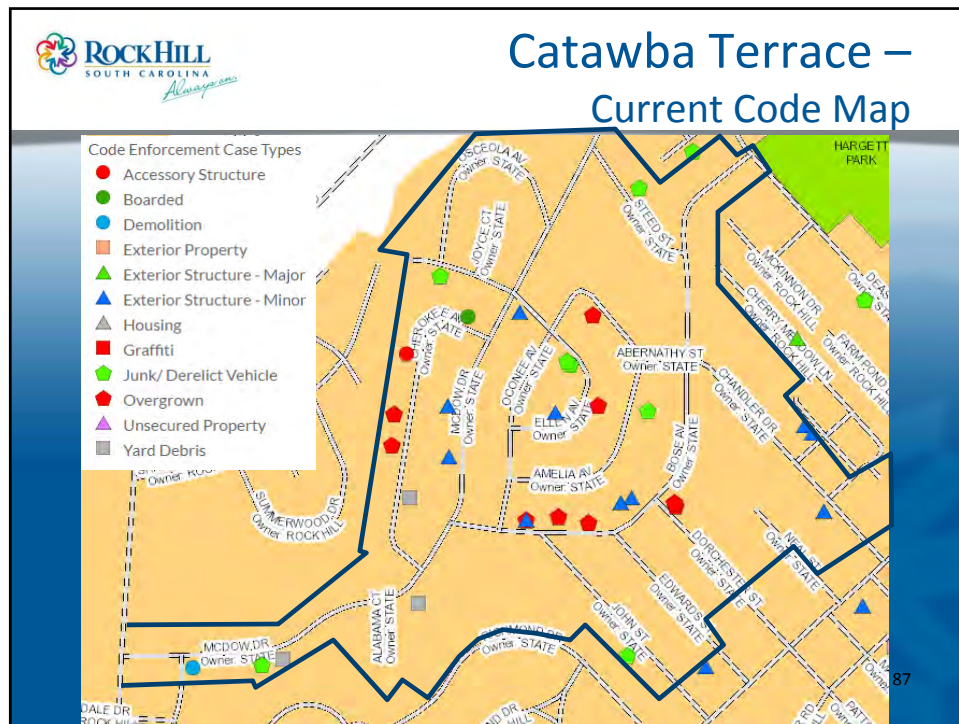
85

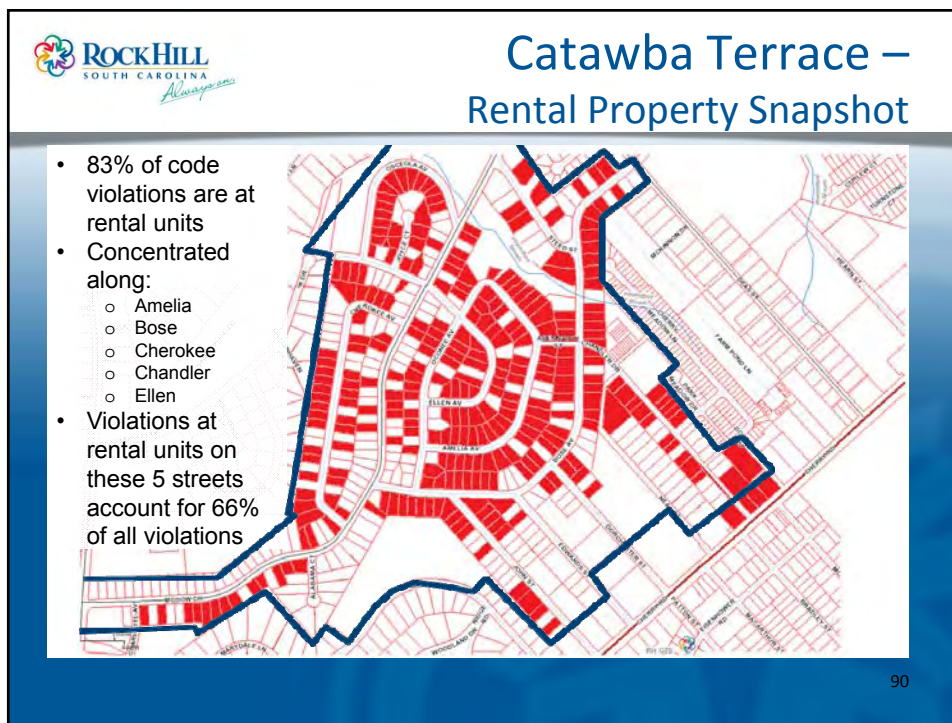
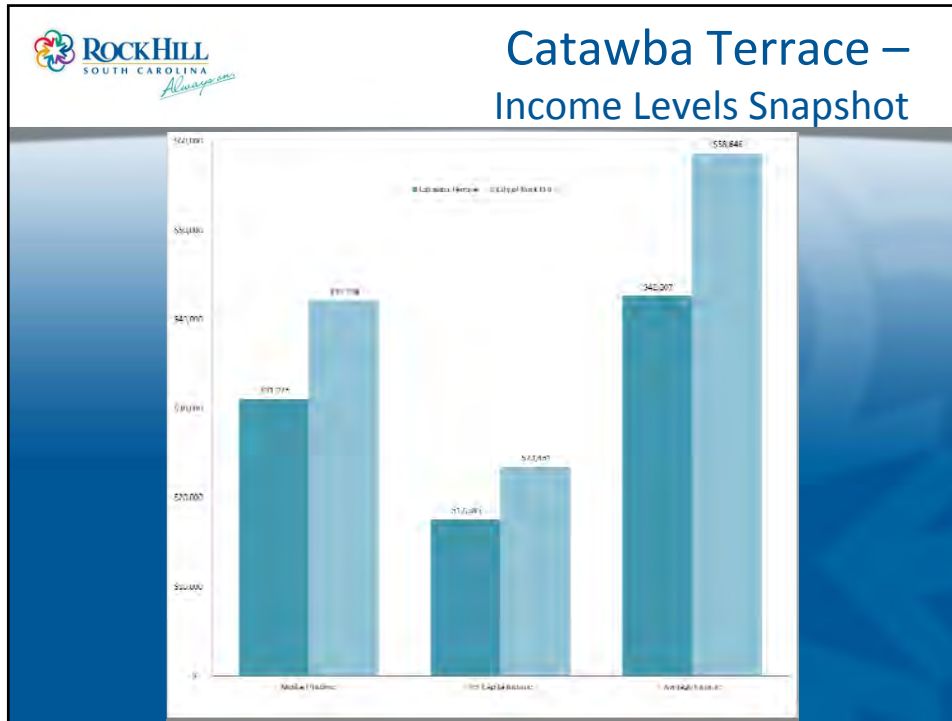


Neighborhood REDI Overview

- Focus Per Neighborhood
 - PILOT: **Catawba Terrace**
- During each project period a 5 step process will be followed:
 - Community Engagement
 - Program Development
 - Resource Identification
 - Implementation
 - Evaluation

86







Measuring Success

- Identify neighborhood specific metrics, which could include:
 - Decrease in Specific Code Enforcement Violations
 - Continued Correlations
 - Community Feedback
 - Resource & Program Sustainability



CONTINUING EDUCATION EVALUATION FORM

Name of Program:

City of Rock Hill Strategic Plan & Housing & Neighborhood Services: The R.E.D.I. Program

Date: **May 9, 2017**

Facilitator(s): **Lisa Brown and Jennifer Wilford**

Please rate the following on a scale from 1 to 5 by circling the appropriate number:

1= strongly disagree (SD); 2= disagree (D); 3= neutral (N); 4= agree (A); 5 = strongly agree (SA)

	SD	D	N	A	SA
1. The topic of this continuing education session was interesting and/or relevant to my role with the City of Rock Hill.	1	2	3	4	5
2. The coordinator demonstrated comprehensive knowledge of the subject matter.	1	2	3	4	5
3. The coordinator conveyed the material effectively.	1	2	3	4	5
4. The coordinator was well-prepared and the session was well-organized.	1	2	3	4	5

What was the most valuable part of this session?

What could have been done to improve this session?

Ideas for future continuing education topics: