



# ORGANIZATION & WORK PLAN

2022

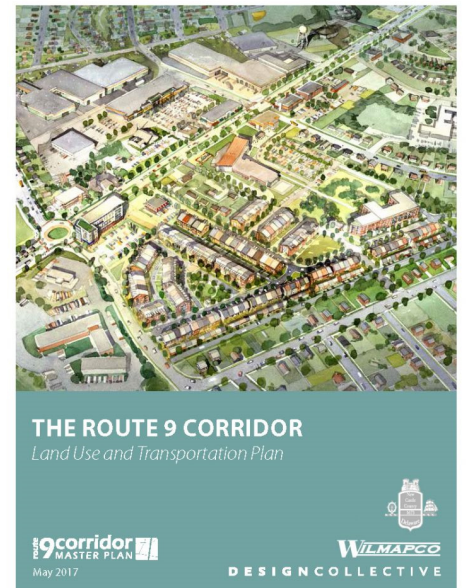


## Route 9 Master Plan

The Route 9 Corridor Land Use and Transportation Master Plan identifies the best reinvestment and redevelopment strategies for the Route 9 Corridor between the cities of Wilmington and New Castle, Delaware. This Master Plan was requested by New Castle County. It was funded and executed by the Wilmington Area Planning Council (WILMAPCO) as of May 2017 under the close guidance of a Steering Committee comprised of local civic and agency partners.

Learn more & view the Plan here!

[www.wilmapco.org/route9](http://www.wilmapco.org/route9)



## Monitoring Committee

A Monitoring Committee—comprised of civic leaders, government, and other stakeholders—has been guiding plan implementation.

The committee includes the following (all invited):

- WILMAPCO
- Rt. 9 / Rt. 13 All Civics
- Clean Air Council
- Collins Park Civic Association
- Colonial School District
- Christiana Care
- Delaware Center for Horticulture
- DNREC
- DeIDOT
- Delaware Division of Public Health
- Delaware Help Initiative
- Delaware Transit Corporation
- Dunleith Civic Association
- Everyone Can Achieve, LLC
- Hamilton / Eden Park Civic Association
- London Addison
- Nemours
- New Castle County

- New Castle Prevention Coalition
- Overview Gardens / Garfield Park Civic Association
- ProRank Business Solutions, LLC
- Rep. Frank Cooke
- Rosegate Civic Association
- Rose Hill Gardens Civic Association
- Simonds Gardens Civic Association
- Southbridge Civic Association
- University of Delaware Cooperative Extension
- University of Delaware Partnership for Healthy Communities
- YWCA of Delaware

### *Mission*

The mission of the Route 9 Corridor Transportation and Land Use Master Plan Monitoring Committee is to oversee and fulfill the recommendations of the Route 9 Corridor Transportation and Land Use Master Plan, which established a shared vision for the transportation and land use redevelopment of the corridor. This work will be accomplished through a collaborative dialogue between its membership, which includes implementing agencies, local civic and community leaders, other key stakeholders, and the communities they represent.

### *Vision*

The Route 9 Corridor Transportation and Land Use Master Plan Monitoring Committee envisions the redevelopment and revitalization of the Route 9 Corridor through the implementation of the Route 9 Corridor Transportation and Land Use Master Plan.



### *Organization*

The Monitoring Committee holds regular, open, and egalitarian meetings at the Route 9 Library. Decisions of the group are arrived at based upon a consensus opinion of participants. Bill Swiatek, WILMAPCO, currently serves as chair.

Three subcommittees – Health, Small Business and Workforce Development, and Outreach – also hold regular meetings to perform more detailed work in support of the Monitoring Committee.



Monitoring Committee -- Key Initiatives for 2022

(Listed in no particular order)

1. **Strengthen leadership of Monitoring Committee** – Identify a vice-chair to provide leadership support.
2. **Monitor progress of New Castle County's Comp Plan & Amendments** – Provide additional review of New Castle County's Comprehensive Plan amendments and the NCC @ 2050 Comprehensive Plan, regarding the incorporation of the Route 9 Master Plan recommendations and provide feedback. Initial feedback from the R9MC was provided this past year.
3. **Help guide transportation improvements**– Provide feedback to DelDOT/New Castle County as transportation improvements proceed from the Master Plan. These include, but are not limited to:
  - a. Transportation Alternatives Program project to improve streetscape and connectivity around Morehouse Dr. @ Bizarre Dr. in Dunleith
  - b. Safe Routes to School Programs at Eisenberg and McCullough.
  - c. DelDOT's PAR Program.
  - d. Educational awareness and pedestrian safety improvements in the vicinity of Rose Lane, following the tragic death of Mr. Lynch in 2019.
  - e. High-level feedback on the Port of Wilmington Truck Circulation Study.
  - f. Support the development of a **Route 9 Traffic and Data Trends** annual report conducted by Century Engineering w/WILMAPCO funding.
4. **Support the New Castle Prevention Coalition (NCPC) in Implementing Concepts within the Route 9 CDC Feasibility Study** – The NCPC is working to implement the Route 9 CDC Feasibility Study through the expansion of its own mission and work. Key exploratory work includes: the establishment of a local home repair program, a local landscaping team, and a training program to foster local developers. Another key piece is to identify support for promoting larger scale zoning changes and redevelopment, as envisioned by the Rt. 9 Master Plan.



5. **Explore a “Mechanisms for Fair Community Relocation” study** – Called for in the Master Plan to help detangle industrial and residential uses along the corridor, this study would examine how an equitable and fair future relocation could be pursued.

### **Health Subcommittee**

The Health Subcommittee has established an important dialogue between area civic leaders and local government about environmental impacts to community health. Under the leadership of the University of Delaware's Cooperative Extension, they are working on a Route 9 Health Assessment that will set the stage for an Action Plan. The group also has supported on-the-ground projects like the Clean Air Council's PM2.5 air monitoring program and advocating for increased COVID-19 testing, prevention, and vaccinations along the Rt. 9 corridor. Membership includes key area civic leaders, state government, community non-profits, and healthcare providers.

#### *Mission*

The mission of the Health Subcommittee is to improve health outcomes for residents of the Route 9 corridor, principally by understanding and working to address the area's social determinants of health concerns. This will be accomplished through collaborative dialogue and action between its membership, which includes healthcare and government agencies, local civic and community leaders, other key stakeholders, and the communities they represent.

#### *Vision*

The Health Subcommittee envisions the improvement of health outcomes for residents of the Route 9 corridor through the implementation of the Route 9 Corridor Transportation and Land Use Master Plan, and other key complementary efforts that positively impact community health and quality of life.



Health Subcommittee -- Key Initiatives for 2022

(Listed in no particular order)

1. **Data collection/sharing** - Continue to collect relevant health and environmental data and seek to understand their significance.
2. **Develop and begin implementing a health action plan** – support UD’s Cooperative Extension in developing a health action plan. Immediate steps in the health action plan involve efforts to increase community cohesion and improve air quality.
3. **Track and Respond to COVID-19 outbreaks** – advocate for addition testing, resources, and vaccinations to respond to the coronavirus pandemic along Rt. 9 and support virus prevention activities.
4. **Support Clean Air Council and DNREC in the deployment of air monitors-** help build a network of air monitors along the Rt. 9 corridor.
5. **Advocate for additional street sweeping-** increase the frequency of street sweeping along the Rt. 9 corridor (using vacuum style sweepers instead of the current rotating brush ones in service) to help combat high levels of coarse dust.
6. **Raise awareness of storm drain cleaning-** provide outreach to residents to raise awareness of the need to keep storm drains clear of debris and who to call if they see a clogged drain.
7. **Improve environmental engagement** – support DNREC in improving its community outreach around environmental issues.



### **Small Business and Workforce Development Subcommittee**

The Small Business and Workforce Development Subcommittee is seeking to support small businesses and workforce development efforts in the Route 9 corridor.

#### *Mission*

The mission of the Small Business and Workforce Development Subcommittee is to support area small businesses and the training and hiring of Route 9 residents at livable, prevailing-wage jobs.

#### *Vision*

The Small Business and Workforce Development envisions the rise of prosperous small businesses along the Route 9 corridor and a strong local workforce earning living wages.

#### *Small Business and Workforce Development -- Key Initiatives for 2022*

(Listed in no particular order)

1. **Support small businesses and workforce development** – provide support to initiatives that support the training and hiring of local workers at prevailing wage jobs, especially those associated with the implementation of the Master Plan. Track trends and specifically focus on DelDOT's Rt. 9 CTP project.
2. **Virtual resume job bank** - Utilize ProRank Academy as a resource to support community development work, local business promotion, and connect residents to employment opportunities.
3. **Develop landscaping maintenance agreement for transportation projects**—develop an action plan to install and maintain landscaping elements as part of transportation projects along the Route 9 corridor.





- This project is associated with the implementation of a CDC at the New Castle Prevention Coalition (NCPC), funded by Healthy Communities Delaware.
- The concept is:
  1. DelDOT to sign a landscape maintenance agreement with NCPC prior to the installation of landscaping elements with the major Capital Transportation Project along Route 9.
  2. NCPC will contract with a local company or entity (such as Colonial SD or DSU or a new entity) to conduct the maintenance, utilizing local labor.
  3. Funding for this work will be provided by area businesses to NCPC. In return, they will receive recognition in the form of signage and other acknowledgments.



# ProRank Academy

## Public SignUp

<https://learn.prorankllc.com/register/public-membership/>

## Login

<https://learn.prorankllc.com/>



## Outreach Subcommittee

The Outreach Subcommittee will help continue to get the word out about the Master Plan, its ongoing implementation work, and how area residents and stakeholders can get involved.

### *Mission*

The mission of the Outreach Subcommittee is to develop strategies that raise awareness about the Route 9 Master Plan, its ongoing implementation work, and how area residents and stakeholders can get involved.

### *Vision*

The Outreach Subcommittee envisions an increase in public awareness of the Route 9 Master Plan and continuous public engagement and guidance as implementation progresses.

### Outreach Subcommittee -- Key Initiatives for 2022

(Listed in no particular order)

**Promote outreach video** – Develop a call to action and promote the outreach video.

1. **Attend outreach events** – table/present at community events in 2022.
2. **Maintain and expand web/social media presence** – build web and social media presence to promote awareness of the Master Plan and community involvement.
3. **Challenge false narratives** – challenge inaccurate depictions of the Master Plan and implementation work in the public/media.
4. **Build relationships with key stakeholders** – reach out to elected officials and other key stakeholders, as needed, to promote understanding of the Master Plan and implementation work.
5. **Identify new leadership for the Outreach Subcommittee**



## Key Past Wins!

- Transportation Project Funding Committed
  - Funding in DeIDOT's FY 2021 Capital Transportation Plan for major construction (beginning in FY 2025) (\$17.7 million – DeIDOT)
  - Funding for Safe Routes to School Programs at Eisenberg and McCullough (\$436k – DeIDOT, Elected Officials, Nemours)
  - Funding for Transportation Alternatives Program Project – Morehouse Dr. @ Bizarre Dr. in Dunleith (\$1 million – DeIDOT)
- Approved a Transportation Project Prioritization Process to guide which projects are most important to pursue first
  - Developed a process for measuring Social Determinants of Health (used in the transportation project prioritization process)
- Helped Everyone Can Achieve (ECA) win Delaware's DBE of the year award via our support for their local hire initiative.
  - Seven Route 9 residents hired at prevailing wage jobs (\$100,000/year) by ECA.

Performance report: <https://wilmapco.sharefile.com/d-s399377afa4d24a2ea6fbdea2004e7622>
- Health Communities Delaware funding awarded. Received nearly \$50,000 to study the strengthening of community infrastructure, including the exploration of a Community Development Corporation.
  - CDC Feasibility Study completed in February 2021: <https://swpndotorg.files.wordpress.com/2021/07/route-9-corridor-final-report-pace.pdf>
  - Emily Rodden, Public Ally, hired and placed with the NCPC.



- Route 9 Health Assessment completed in September 2021:  
<https://www.dropbox.com/s/ka3und39dx4ga6p/Route%209%20Health%20Needs%20Assessment%20-%20Sept%202021.pdf?dl=0>
- Route 9 Master Plan video completed:  
<https://www.youtube.com/watch?v=z2rc2j9QnAc>
- Local Hire Exploration funding (\$3k – NCC Community Services)
- Supported the hiring of Ms. Dora Williams as the Rt. 9 Community Engagement Coordinator by Healthy Communities Delaware and UD Cooperative Extension. In this role Ms. Williams will enhance the outreach activities of the Monitoring Committee and the New Castle Prevention Coalition.
- Continued meeting despite the 2020/1 coronavirus pandemic. Meetings were moved online and had good participation.
- Interim Memorial Drive Road Diet implementation complete
- Route 9 Paths Plan completed in September 2021  
(<http://www.wilmapco.org/route9pathsplan/>)
- Route 9 Data Trends Annual Report funded for \$35,000.
- Sent letters to the following:
  - **New Castle County**, November 2021, calling for improved lighting along the Tri-Park Trail.
    - [http://www.wilmapco.org/Rt\\_9/R9MC-NCC\\_Parks-Nov\\_2021.pdf](http://www.wilmapco.org/Rt_9/R9MC-NCC_Parks-Nov_2021.pdf)
  - **New Castle County**, September 2021, support for Ordinance No. 21-036 and additional recommendations for including the Route 9 Master Plan into the County Comprehensive Plan.
    - [http://www.wilmapco.org/Rt\\_9/NCCLU\\_letter\\_9\\_2021.pdf](http://www.wilmapco.org/Rt_9/NCCLU_letter_9_2021.pdf)



- **Delaware Transit Corporation**, August 2021, letter of support for “Connecting Route 9 Corridor Communities” FTA Grant to improve bus service.
  - [http://www.wilmapco.org/Rt\\_9/AoPP\\_Grant\\_2021.pdf](http://www.wilmapco.org/Rt_9/AoPP_Grant_2021.pdf)
- **New Castle County**, August 2021, calling for a discussion about improving lighting along the Tri-Park Trail.
  - [http://www.wilmapco.org/Rt\\_9/Light\\_letter\\_NCC\\_2021.pdf](http://www.wilmapco.org/Rt_9/Light_letter_NCC_2021.pdf)
- **Delaware Emergency Management Agency**, June 2020 – calling for more COVID-19 testing
  - [http://www.wilmapco.org/Rt\\_9/RT9\\_Covidletter\\_June\\_20.pdf](http://www.wilmapco.org/Rt_9/RT9_Covidletter_June_20.pdf)
- **New Castle County**, Monitoring Committee, February 2020 – review of draft Comprehensive Plan amendments.
  - [http://www.wilmapco.org/Rt\\_9/RT9\\_Letter\\_NCC\\_Comp\\_Plan\\_Feb\\_2020.pdf](http://www.wilmapco.org/Rt_9/RT9_Letter_NCC_Comp_Plan_Feb_2020.pdf)
- **Everyone Can Achieve**, Monitoring Committee, February 2020 – support for a pilot local hire initiative.
  - [http://www.wilmapco.org/Rt\\_9/Letters/ECA\\_letter\\_Feb20.pdf](http://www.wilmapco.org/Rt_9/Letters/ECA_letter_Feb20.pdf)
- **Clean Air Council**, Health Subcommittee, February 2020 – support for a grant to study resident air monitoring data and the completion of a door-to-door community health/environmental survey.
  - [http://www.wilmapco.org/Rt\\_9/Letters/CAC\\_letter\\_Feb20.pdf](http://www.wilmapco.org/Rt_9/Letters/CAC_letter_Feb20.pdf)
- **University of Delaware**, Health Subcommittee, January 2020 – support for a grant to assess contamination in coastal Delaware, including the Route 9 corridor.
  - [http://www.wilmapco.org/Rt\\_9/Letters/UD\\_letter\\_Jan20.pdf](http://www.wilmapco.org/Rt_9/Letters/UD_letter_Jan20.pdf)
- **News Journal**, Monitoring Committee, January 2020 – concern for a false depiction of the Master Plan in an article about the Dunleith community.



- [http://www.wilmapco.org/Rt\\_9/Letters/TNJ\\_letter2020.pdf](http://www.wilmapco.org/Rt_9/Letters/TNJ_letter2020.pdf)
- **DNREC**, Monitoring Committee, August 2019 – concern for limited DNREC participation on the Health Subcommittee.
  - [http://www.wilmapco.org/Rt\\_9/Letters/DNREC\\_letter-Aug2019.pdf](http://www.wilmapco.org/Rt_9/Letters/DNREC_letter-Aug2019.pdf)
- **New Castle County**, Monitoring Committee, July 2019 – support for County efforts to implement the Plan and ideas for future collaboration.
  - [http://www.wilmapco.org/Rt\\_9/Letters/NCC\\_letter-July2019.pdf](http://www.wilmapco.org/Rt_9/Letters/NCC_letter-July2019.pdf)
- Hamilton/Eden Park Community Survey Development Support
- Helped to publicize and use New Castle County's "Resident Toolbox" to see what developments are on the horizon.
- Meeting transparency improvements – provide audio recordings and notes online
- Developed a flyer to raise awareness about the ability to report clogged storm drains.
- Enhanced letterhead to include represented agencies.
- Conducted outreach about the Master Plan



- **2020**
  - January 1 – Teen Program, Rose Hill Community Center
  
- **2019**
  - March 5 - SRTS workshop
  - June 15 - Juneteenth
  - July 27 - Unity Day
  - September 20 – Safety Day, Rose Hill Community Center
  - October 16 – Collins Park Civic Association
  
- **2018**
  - June 25 - Public Workshop
  - July 28 - Health Hook Up Event in Dunleith
  - October 1 – Holloway Terrace Civic Association



## ROUTE 9 MASTER PLAN DOT SURVEY UPDATE

Results include responses from:

### 2019

March 5 - SRTS workshop

June 15 - Juneteenth

July 27 - Unity Day

### 2018

June 25 - Public Workshop

July 28 - Health Hook Up Event in Dunleith

