

Community Building

1: We envision an inclusive South Indy identity which reflects the assets of the entire community and individual neighborhoods.

Action Steps	Performance Measures	Collaborating Partners	Lead Partner	Year
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1.1: South Indy is branded and promoted to reflect a community-wide and neighborhood specific identity.

I.1.1	Research past efforts to market South Indy and conduct market research.	Market research report developed which includes South Indy past and current marketing efforts.	UIndy Business/Marketing Departments, UIndy Art Department, SAVI (IUPUI), Historic Indianapolis, South Indy Neighborhood Associations, Pivot Marketing, Direct Connect Printing, Big Car, Visit Indy, St. John's Signs, Friends of Garfield Park	UIndy	19
I.1.2	Conduct asset mapping of historic locations, anchor institutions and neighborhood specific destinations and create a map to promote.	Asset map developed and included on South Indy website.	UIndy Business/Marketing Departments, UIndy Art Department, SAVI (IUPUI), Historic Indianapolis, South Indy Neighborhood Associations, Pivot Marketing, Direct Connect Printing, Big Car, Visit Indy, St. John's Signs, Friends of Garfield Park	UIndy	19
I.1.3	Develop messaging unique to South Indy.	Each neighborhood has an identifying sign and one South Indy sign installed that is visible from I-65.	UIndy Business/Marketing Departments, UIndy Art Department, SAVI (IUPUI), Historic Indianapolis, South Indy Neighborhood Associations, Pivot Marketing, Direct Connect Printing, Big Car, Visit Indy, St. John's Signs, Friends of Garfield Park	UIndy	18
I.1.4	Develop a marketing strategy which includes print, online, etc.	Media plan for South Indy is created.	UIndy Business/Marketing Departments, UIndy Art Department, SAVI (IUPUI), Historic Indianapolis, South Indy Neighborhood Associations, Pivot Marketing, Direct Connect Printing, Big Car, Visit Indy, St. John's Signs, Friends of Garfield Park	UIndy	19
I.1.5	Develop neighborhood banners or signage.	Eight neighborhood banners are created and installed.	UIndy Business/Marketing Departments, UIndy Art Department, SAVI (IUPUI), Historic Indianapolis, South Indy Neighborhood Associations, Pivot Marketing, Direct Connect Printing, Big Car, Visit Indy, St. John's Signs, Friends of Garfield Park	Big Car	20
I.1.6	Get a "SO" sign to place with one of the "I" in Indy signs.	So Indy Installation is installed.	UIndy Business/Marketing Departments, UIndy Art Department, SAVI (IUPUI), Historic Indianapolis, South Indy Neighborhood Associations, Pivot Marketing, Direct Connect Printing, Big Car, Visit Indy, St. John's Signs, Friends of Garfield Park	UIndy	18

2: Residents, businesses and community partners are able to communicate and collaborate across boundaries for continued progress in South Indy.

Action Steps	Performance Measures	Collaborating Partners	Lead Partner	Year
2.1: A mechanism and strategy is created to share South Indy news, information and events are shared across neighborhoods.				
2.1.1	Enhance southindy.org as the website to serve the needs of all eight South Indy Neighborhoods.	SouthIndy.org website is updated and process for site maintenance is created.	South Indy Neighborhood Associations, Indy Parks & Recreation, Public Libraries, Mayor's Neighborhood Advocates, Big Car, Friends of Garfield Park, Southeast Neighborhood Development Corporation (SEND), Indy Star, NUVO, Urban Times, Visit Indy, Yelp, Downtown Indy Inc, Do317, Eclipse Marketing	UIndy 17
2.1.2	Community calendar is created on southindy.org.	Fully functioning community calendar on website.	South Indy Neighborhood Associations, Indy Parks & Recreation, Public Libraries, Mayor's Neighborhood Advocates, Big Car, Friends of Garfield Park, Southeast Neighborhood Development Corporation (SEND), Indy Star, NUVO, Urban Times, Visit Indy, Yelp, Downtown Indy Inc, Do317, Eclipse Marketing	UIndy 18
2.1.3	Partner with local media outlets and South Indy partners who are already harnessing the media.	Media contact list is developed.	South Indy Neighborhood Associations, Indy Parks & Recreation, Public Libraries, Mayor's Neighborhood Advocates, Big Car, Friends of Garfield Park, Southeast Neighborhood Development Corporation (SEND), Indy Star, NUVO, Urban Times, Visit Indy, Yelp, Downtown Indy Inc, Do317, Eclipse Marketing	UIndy 17, 18, 19, 20
2.1.4	Develop a public relations strategy including talking points.	Six news stories annually.	South Indy Neighborhood Associations, Indy Parks & Recreation, Public Libraries, Mayor's Neighborhood Advocates, Big Car, Friends of Garfield Park, Southeast Neighborhood Development Corporation (SEND), Indy Star, NUVO, Urban Times, Visit Indy, Yelp, Downtown Indy Inc, Do317, Eclipse Marketing	UIndy 17, 18, 19, 20, 21
2.1.5	Maximize social media presence with Facebook, Twitter, Instagram, Yelp and Nextdoor.	500 followers per social media site plus 10% annual growth.	South Indy Neighborhood Associations, Indy Parks & Recreation, Public Libraries, Mayor's Neighborhood Advocates, Big Car, Friends of Garfield Park, Southeast Neighborhood Development Corporation (SEND), Indy Star, NUVO, Urban Times, Visit Indy, Yelp, Downtown Indy Inc, Do317, Eclipse Marketing	UIndy 17, 18, 19, 20, 21

Action Steps	Performance Measures	Collaborating Partners	Lead Partner	Year	
2.1.6	Use traditional media to spread information about South Indy events and progress.	Four mentions in partner stories annually.	South Indy Neighborhood Associations, Indy Parks & Recreation, Public Libraries, Mayor's Neighborhood Advocates, Big Car, Friends of Garfield Park, Southeast Neighborhood Development Corporation (SEND), Indy Star, NUVO, Urban Times, Visit Indy, Yelp, Downtown Indy Inc, Do317, Eclipse Marketing	UIndy	17, 18, 19, 20, 21
2.1.7	Support the development of the eight South Indy neighborhoods individual communication plans.	Neighborhood information is visible on southindy.org, South Indy QoL newsletter, public relations and social media.	South Indy Neighborhood Associations, Indy Parks & Recreation, Public Libraries, Mayor's Neighborhood Advocates, Big Car, Friends of Garfield Park, Southeast Neighborhood Development Corporation (SEND), Indy Star, NUVO, Urban Times, Visit Indy, Yelp, Downtown Indy Inc, Do317, Eclipse Marketing	UIndy	18

2.2: The South Indy QoL is sustained with a leadership model that facilitates QoL plan progress.

2.2.1	Develop the QoL sustainability model.	Leadership structure is identified with sitting representatives from each neighborhood.	South Indy Neighborhood Associations, LISC, INHP, Polyphonic Solutions, 5/3 Bank	UIndy	18
2.2.2	Plan QoL update events.	Two QoL Summits are held each year.	South Indy Neighborhood Associations, LISC, INHP, Polyphonic Solutions, 5/3 Bank	UIndy	17, 18, 19, 20, 21
2.2.3	Plan QoL social events.	One Tailgate and one block party/social activity/service project are held each year.	South Indy Neighborhood Associations, LISC, INHP, Polyphonic Solutions, 5/3 Bank	UIndy	17, 18, 19, 20, 21
2.2.4	Coordinate with Community Builder for semi-annual & annual reporting.	Two semi-annual reports are completed each year.	South Indy Neighborhood Associations, LISC, INHP, Polyphonic Solutions, 5/3 Bank	UIndy	17, 18, 19, 20, 21
2.2.5	Initiate a feasibility study to determine the best solution for long term-sustainability of South Indy QoL progress and implementation.	A feasibility study is conducted which recommends a probable solution for long-term South Indy QoL sustainability solution and structure.	South Indy Neighborhood Associations, LISC, INHP, Polyphonic Solutions, 5/3 Bank	UIndy	18

3: South Indy families will have access to a mix of affordable, community programming.

Action Steps	Performance Measures	Collaborating Partners	Lead Partner	Year	
3.1: Build community by enhancing existing events.					
3.1.1	Create an inventory of existing community events and publicize.	Existing events listed on southindy.org community calendar.	UIndy, Indy Parks, Mayor's Neighborhood Advocates, South Indy Neighborhood Associations, Friends of Garfield Park, Indy Star, Nuvo, Urban Times, Visit Indy, Yelp, Downtown Indy, Do317	UIndy	18
3.1.2	Advocate for larger, city-wide events to take place in Garfield Park, UIndy and the South Indy QoL Planning area.	One city-wide event occurs annually in South Indy.	UIndy, Indy Parks, Mayor's Neighborhood Advocates, South Indy Neighborhood Associations, Friends of Garfield Park, Indy Star, Nuvo, Urban Times, Visit Indy, Yelp, Downtown Indy, Do317	Friends of Garfield Park	19
3.1.3	Create new, unique events to promote South Indy as a destination for work, life & play (i.e. home tours, business crawls, historic places tour).	One South Indy focused event annually.	UIndy, Indy Parks, Mayor's Neighborhood Advocates, South Indy Neighborhood Associations, Friends of Garfield Park, Indy Star, Nuvo, Urban Times, Visit Indy, Yelp, Downtown Indy, Do317	UIndy	19
3.2: Foster community and civic partnerships.					
3.2.1	Identify the needs for partnerships in the area.	Established list of South Indy partners.	South Indy City County-Councillors, Mayor's Neighborhood Advocates, Indy Chamber, Indianapolis Public Schools (IPS), Indianapolis Metropolitan Police Department (IMPD), Marion County Sherrifs Office (MCSO), Marion County Prosecutor's Office (MCPO), AT&T, Eli Lilly, Community Health Network South, St. Francis Hospital, Citizens Energy Group (CEG)	UIndy	20
3.2.2	Develop partnerships with service and non-profit organizations, local businesses, apartment complexes, municipal agencies, law enforcement agencies and local schools.	A QoL partner certification program is developed.	South Indy City County-Councillors, Mayor's Neighborhood Advocates, Indy Chamber, Indianapolis Public Schools (IPS), Indianapolis Metropolitan Police Department (IMPD), Marion County Sherrifs Office (MCSO), Marion County Prosecutor's Office (MCPO), AT&T, Eli Lilly, Community Health Network South, St. Francis Hospital, Citizens Energy Group (CEG)	UIndy	20
3.2.3	Develop an advocacy platform to inform and receive critical South Indy concerns and developments with City-County Councillors and civic agencies.	Clear policies and procedures in place for advocacy.	South Indy City County-Councillors, Mayor's Neighborhood Advocates, Indy Chamber, Indianapolis Public Schools (IPS), Indianapolis Metropolitan Police Department (IMPD), Marion County Sherrifs Office (MCSO), Marion County Prosecutor's Office (MCPO), AT&T, Eli Lilly, Community Health Network South, St. Francis Hospital, Citizens Energy Group (CEG)	UIndy	21

Action Steps	Performance Measures	Collaborating Partners	Lead Partner	Year
3.3.3: South Indy QoL programming gaps are addressed.				
3.3.1	Survey South Indy residents to understand programming needs.	Survey is developed and responses collected by 100 South Indy residents from all eight neighborhoods.	END, United Way, 211, Mayor's Neighborhood Advocates, IPS, Local Churches, Goodwill Industries/The Excel Center, Community Health Network South, St. Francis Hospital, Friends of Garfield Park, Indy Parks and Recreation	Friends of Garfield Park 17
3.3.2	Assess current programming available to individuals and families based on needs survey.	Survey results are analyzed identifying gaps.	END, United Way, 211, Mayor's Neighborhood Advocates, IPS, Local Churches, Goodwill Industries/The Excel Center, Community Health Network South, St. Francis Hospital, Friends of Garfield Park, Indy Parks and Recreation	UIndy 18
3.3.3	Study other Indianapolis neighborhoods for best practices in community programming and identify programming partners.	A plan to enhance existing and create new South Indy QoL programming is created with partners and funding sources identified.	END, United Way, 211, Mayor's Neighborhood Advocates, IPS, Local Churches, Goodwill Industries/The Excel Center, Community Health Network South, St. Francis Hospital, Friends of Garfield Park, Indy Parks and Recreation	UIndy 19, 20, 21
3.3.4	Develop new programming models (i.e. to meet the needs of homeless, adult sports league, mental health services, seniors)	One new community program is developed and offered to South Indy residents annually.	END, United Way, 211, Mayor's Neighborhood Advocates, IPS, Local Churches, Goodwill Industries/The Excel Center, Community Health Network South, St. Francis Hospital, Friends of Garfield Park, Indy Parks and Recreation	Friends of Garfield Park 19, 20, 21

Connectivity

4: Improved connectivity & infrastructure creating a healthier “village community” where pedestrians of all ages and ability are given the same consideration as automobiles.

Action Steps	Performance Measures	Collaborating Partners	Lead Partner	Year
4.1. Develop a connectivity & land use master plan.				
4.1.1	Structure a South Indy connectivity master plan for the entire South Indy QoL planning area around three fundamental factors: health & safety, access and economic impact.	Connectivity plan created with health and safety, access and economic impact categories driving solutions.	City of Indianapolis - Department of Public Works (DPW), Ball State College of Architecture & Planning, Health By Design, Mayor's Neighborhood Advocates, IndyGo, South Indy Neighborhood Associations, Health & Wellness Action Team, Madison Avenue Corridor Action Team, Shelby Street Corridor Action Team	UIndy 17
4.1.2	Understand the impact of the Red Line on pedestrian traffic and anticipated future demand.	Traffic study from IndyGo obtained.	IndyGo	UIndy 17