

8Twelve Coalition Builds Community

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ABSTRACT

The 8Twelve Coalition, formed in 2015 to address disinvestment and blight within Muncie, Indiana's south-east neighborhoods, developed a plan that was used to successfully raise over \$1 million dollars in support of grassroots efforts to revitalize the 8Twelve Target Area.

KEY POINTS

- Muncie, IN is a typical rust-belt community that has struggled with loss of manufacturing jobs and is currently struggling with resident drug addiction.
- Disinvestment has left many neighborhoods with pockets of vacancy, blight and a general sense of hopelessness.
- The 8Twelve Coalition was formed in 2014 to bring residents and various non-profits together to change the narrative and make plans for a brighter future.
- Four Action Teams are working to make improvements in housing, employment, education & family services, and beautification.
- Action Teams meet monthly and report progress through the Steering Committee, which deals with grant writing & higher level planning.

HISTORY

By the year 2000, Muncie had lost its largest employers in manufacturing, including Ball Corporation (formerly the Ball Brothers Glass Manufacturing Company), Warner Gear (a Division of BorgWarner), Delco Remy, and General Motors, among others. Resulting job losses have transformed Muncie from thriving community to mid-sized city struggling to provide basic resident services. The promise of highly paid, secure employment without a college degree is no longer easily attainable and this change has had a devastating effect on much of the city's population. Portions of Muncie's south and east sides have suffered years of disinvestment. Residents no longer able to maintain their homes due to an inability to earn a living wage now find their roofs, windows, and foundations in need of repairs that they cannot afford. As homes deteriorate, the city's property tax base declines and funding for schools, libraries, and infrastructure improvements are continually cut to match this loss in revenue. Seemingly caught in a vicious cycle, leadership within the community sought creative ways to infuse energy into grassroots revitalization efforts.

Spring 2014, Vectren Foundation approached the local Habitat for Humanity affiliate and Ball State University's Building Better Neighborhoods Program to open a dialogue about neighborhoods in need of reinvestment. Portions of the Thomas Park/Avondale and South Central neighborhoods were selected as the focus area not only because of great need, but because groups were already working in the area and there were many assets in place that could be built upon. A group was first convened to discuss collaborative improvement efforts in early fall 2014.



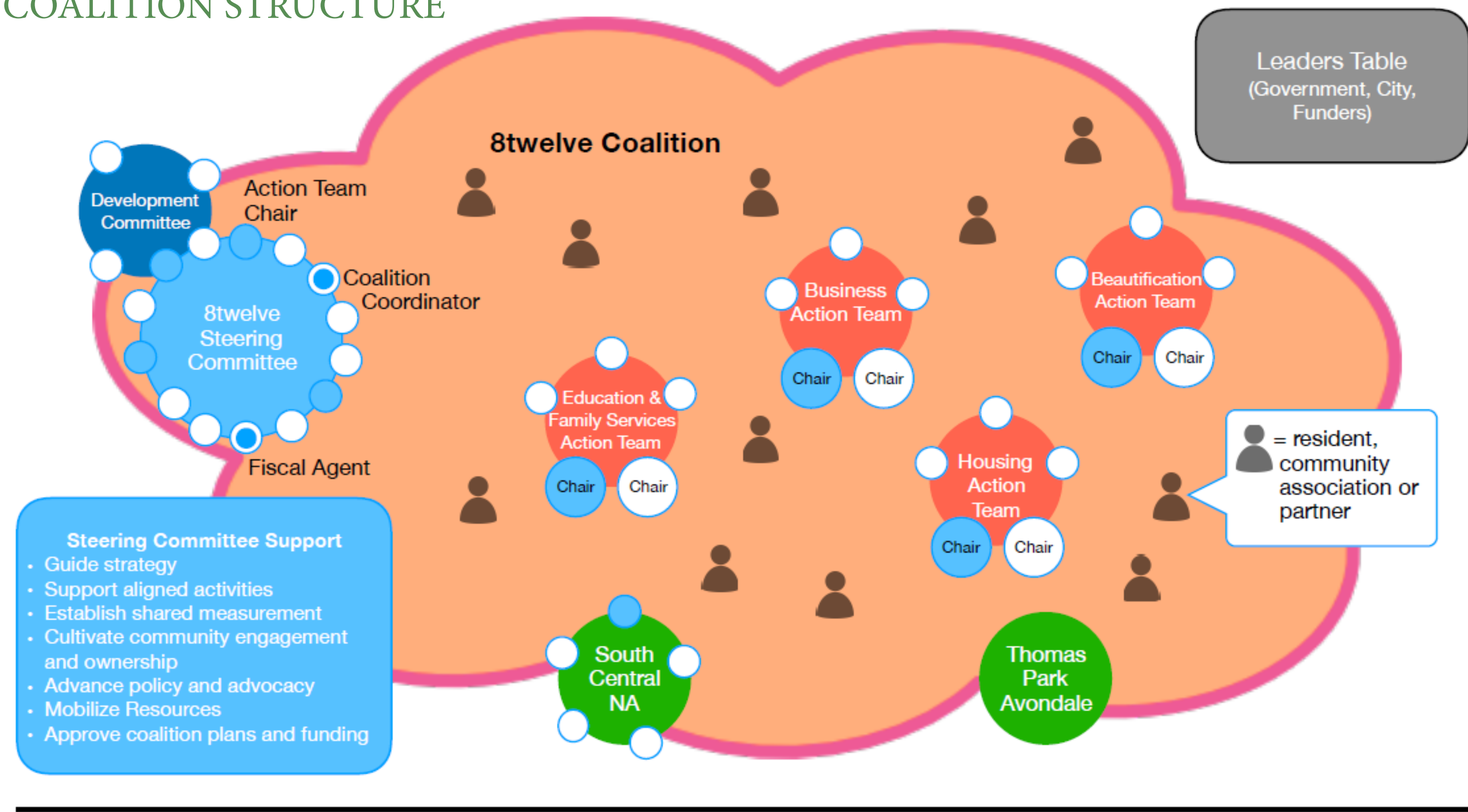
Ultimate Outcome: Improved Quality of Life

Vision: Revitalized, inclusive neighborhoods where people choose to live.

Mission: Through planning and action, the 8-twelve Coalition advances the goals and aspirations of residents.



COALITION STRUCTURE



2018 Steering Committee Members

We believe that the story of neighborhood decline can have a different ending - one of renewal and revitalization - where vibrant, healthy neighborhoods emerge once again!

Residents of the Community
ecoREHAB
Urban Light CDC
Avondale UMC
Thomas Park Avondale residents
Boys and Girls Club
Ball State University
South View Elementary
BY5
Muncie Public Library
Habitat for Humanity

Pathstone Corporation
Muncie Mission
Vectren Foundation
Muncie Habitat for Humanity
South Central Neighborhood Association
Ross Community Center
South View Elementary
Second Harvest Food Bank
City of Muncie
ECI Small Business Development Center
Huffer Child Care Resource & Referral

2018 PLAN OVERVIEW

Program Delivery

Staffing: Professional and residential level

Marketing & Branding

Data Collection & Evaluation

Training

Foundational Outcomes

Sense of Community

- Neighborhood gatherings
- Neighborhood level branding
- Neighborhood clean-ups
- Neighborhood safety initiatives
- History & storytelling

Social Cohesion

- Resident training
- Neighborhood watch
- Communication plan
- Coalition membership and structure

Collective Action

Training

Sector Outcomes

Housing Action Team
OUTCOME:
Neighborhood Residents have healthy, safe, affordable housing solutions.
ACTIONS:
Vacant house boarding
Land bank
Outreach to realtors, lenders, buyers with new neighborhood story
Housing projects: owner-occupied repair, rehab, new construction, transitional housing, affordable rental

Business/Jobs
OUTCOME:
Empowered businesses and residents fuel a growing local economy.
ACTIONS:
Muncie Mission aquaponics project
Matching employers and employees, job training
Engage with local businesses and create directory

Education & Family Support
OUTCOME:
Kids are confident, connected and curious with healthy, supportive families.
ACTIONS:
Afterschool program at library
Resource hub(s) for residents
Increased number of BY5 Family Navigators
High quality childcare in neighborhood

Beautification
OUTCOME:
Our neighborhood is safe, functional and inclusive with inspiring infrastructure and amenities.
ACTIONS:
Sidewalk and lighting inventory
Youth engagement areas (i.e. basketball, etc.)
Bus shelter
Walnut St. landscaping
Vacant lot foster program



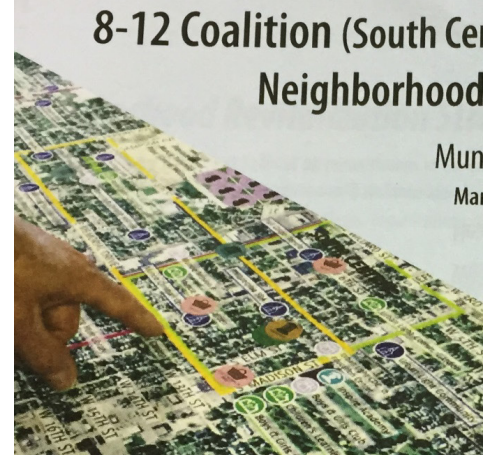
Permission for all maps, graphs, charts, and photos was granted by the 8Twelve Coalition.

2014
OCTOBER
NOVEMBER



Resident and Community meetings are held to gauge resident perceptions.

2015



8-12 Coalition (South Central and Thomas Park/Avondale) Neighborhood Revitalization Plan



Kevin Hiebert (Resonate Consulting) works with the 8Twelve Coalition to hold Steering Committee and resident meetings as well as focus groups, all to develop a Neighborhood Revitalization Plan. (top) By December, Steering Committee and Action Teams are meeting monthly. (bottom)

SEPTEMBER
NOVEMBER
DECEMBER

2016

MAY

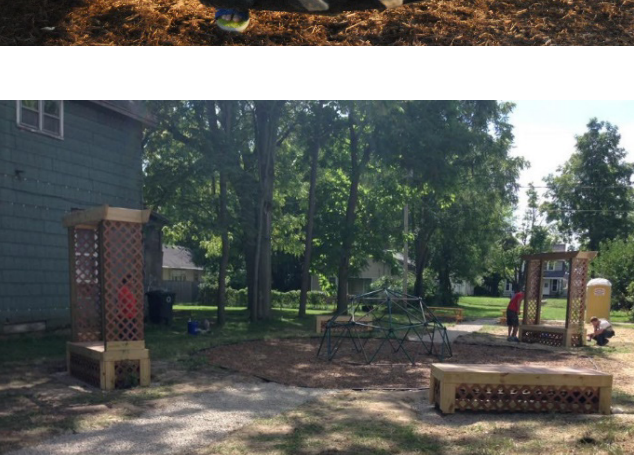


South Central residents participate in a spring cleanup in partnership with the Muncie Sanitary District (top) and work to beautify a corner (bottom).

JULY



Lowes employees (bottom right) volunteer over 100 hours to help board 23 abandoned houses (top left), install a pocket park (top right) and an urban garden (bottom left) within the 8Twelve target area.



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AUGUST

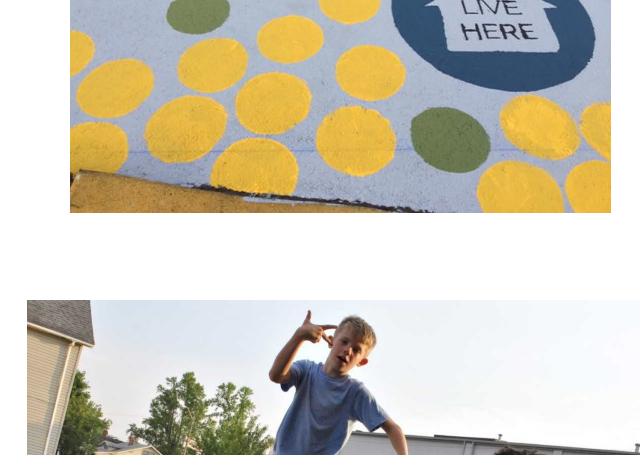


ecoREHAB's rehabilitation of a former meth house is complete. This project was done in partnership with the Ball State College of Architecture and Planning and funded by the Ball Brothers Foundation. (House was sold to new homeowner in January 2017.)



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SEPTEMBER
OCTOBER



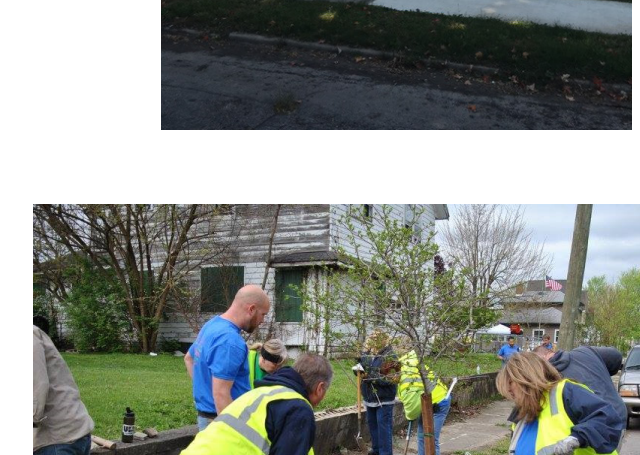
South Central residents design and paint a cross-walk (top) and participate in a neighborhood cleanup (middle). Work continues on the Marling-Hunt Community Garden pavilions in partnership with BSU/ College of Architecture and Planning. (bottom)



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2017

APRIL

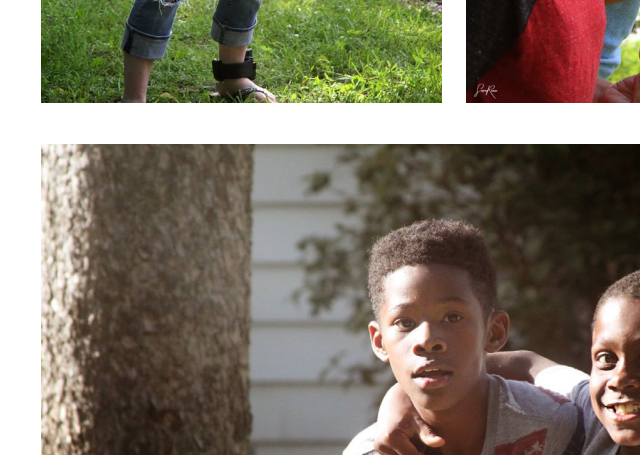


Urban Light CDC sold a rehabilitated home (top), residents help plant a linear orchard on 8th St. (middle), and a party is held at the pocket park (bottom).



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JUNE



Residents enjoy a community cook-out at the pocket park. Hoops were hula'd, watermelon seeds spit, food eaten, information shared, and friends made.



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SEPTEMBER
OCTOBER



South Central residents clean up their streets and alleys during the fall cleanup event (top). Lowes employees volunteer to improve the exterior of the Boys and Girls Club (middle). Residents enjoy a Trunk or Treat event at the Ross Center (bottom).



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