LEHMAN COLLEGE, CUNY
HSIAC 2008-2011

STRENGTHENING COMMUNITIES THROUGH PARTNERSHIPS
IN THE NORTH CENTRAL BRONX

Partners: Lehman College, CUNY
Moshulu Preservation Corporation
Moshulu Montefiore Community Center
LEHMANN COLLEGE PARTNERS

Nursing
- Frederickson and Lundeen, Co-PIs
- Mirian Zavala, Faculty (Life Skills)
- Sharon Tyler, HSIAC Secretary

SBDC
- Clarence Stanley, Director (At Risk Businesses)

Continuing Education
- Carrie Shockley, Program Director, (Retail Worker Training)
THE COMMUNITY PARTNERS

Economic Development
- Mosholu Preservation Corporation
  + Dart Westphal
  + Roberto Garcia
  + Jennifer Mitchell

Life Skills Program
- Mosholu Montefiore Community Center
  + Don Bluestone
  + Rita Santelia
THE BRONX IN THE NYC METRO AREA
NEED AND EXTENT OF THE PROBLEM::
POPULATION DIVERSITY

- 1.36 million people in the Bronx
- 273,000 in the target area (CDs 7 and 12)
- 62% Hispanic and 20% AA in CD 7
- 19% Hispanic and 68% AA in CD 12
- 40% foreign born from Latin America, West Africa, West Indies and Europe
COMMUNITY DISTRICTS 7 AND 12
ETHNIC CONCENTRATIONS

Ethnic Concentration, North & Central Bronx, 2000
Blocks with an Absolute Majority of One Group
Community Districts 7 and 12 Highlighted
with Six Merchant Target Areas

GROUPS
- Non-Hispanic White 75-100%
- Non-Hispanic White 50-75%
- Non-Hispanic Black 75-100%
- Non-Hispanic Black 50-75%
- Hispanic 75-100%
- Hispanic 50-75%
- Pop<10, or No Majority Group

Source: 2000 US Census
A/2006
Lehman College – Bronx Data Center
THIS IS THE BRONX
SIDE STREETS OF PRIVATE HOMES AND LARGE APARTMENT BUILDINGS
AND THIS IS THE BRONX
THIS IS LEHMAN COLLEGE
LEHMANN COLLEGE STUDENTS
THE BRONX WORKS TOGETHER
CUNY ON THE CONCOURSE
PARTNERS FOR ECONOMIC DEVELOPMENT
PARTNERS FOR CHILD LIFE SKILLS
NEED AND EXTENT OF THE PROBLEM:
BUSINESSES

- 39% of merchants reported a decline in business in 2005
- Merchants from 25 cultural groups
- Development of the Kingsbridge Armory
- Recovery from construction on White Plains Road
- Lots of new construction and new residents
- 1/3 of Target area residents “better off”
  (incomes three times the poverty level)
MERCHANT STRIPS IN THE TARGET AREA

Target Areas
Six Merchant Areas in the North Central Bronx

Community Districts in Green

Miles
0  1  2

4/2006
Lehman College – Bronx Data Center
CONSTRUCTION CREATING NEW MARKETS
WILL THE KINGSBRIDGE ARMORY COMPETE WITH LOCAL BUSINESSES?
THE ARMORY IS A LARGE SPACE!!!
WILL SHE COMPETE WITH THE ARMORY?
LOOKS NICE, BUT.....
GRAFFITI RUINS THE APPEAL
GRAFFITI AND LITTER
BUSINESS SUMMITS
HOLIDAY LIGHTS
MINIGRANTS
POLICE AND MERCHANT COMMUNICATION
GRANTS FOR GRAFFITI REMOVAL AND IMPROVED SANITATION
MOSHOLU PRESERVATION CORPORATION
MOSHOLU PRESERVATION CORPORATION
WORK ON THE “L” HAS WEAKENED SALES
STORES HAVE CLOSED
SBDC FOR “AT RISK” BUSINESSES
33% of adults in CD 7 do not have a high school diploma
22% of adults in CD 12 do not have a high school diploma
Approximately 3,000 retail workers in the target area; 6.5% of the Bronx retail workforce
80% of merchants want worker training
TRAINING AND JOBS FOR YOUTH
NEED AND EXTENT OF THE PROBLEM: TARGET AREA YOUTH IN 2007

- 29% of residents are 18 years or younger
- 35% of youth admit to using alcohol
- 38% of youth admit to using marijuana
- 6,000 cases of domestic violence
- 494 children neglected or abused

- Exposure to adverse experiences increases risk of drug use and depression 4-12 fold
- Low socio-economic families have fewer educational and job opportunities
PREVIOUS LIFE SKILLS TRAINING

- Improved after school worker’s ability to manage parent yelling and hitting their own children.
- Parents asked for their own training in Life Skills
MOSHOLU MONTEFIORE COMMUNITY CENTER
AFTER SCHOOL LIFE SKILLS PROGRAMS WILL FOCUS ON PARENTS
CONSULTATION FROM THE CHILD PROTECTION CENTER, MONTEFIOR MEDICAL CENTER
OUTCOMES

- 3 Business Summits
- 3 Grants for Sanitation
- Annual Police Meetings
- Counsel 90 at-Risk Businesses
- Train 100 Retail Workers
- Train 25 After-School Workers in Life Skills
- Train 150 Children in Life Skills
- Train 150 Family Members in Life Skills
IMPACT

- Save 30 Businesses
- Employ 80 Trained Retail Workers
- 10% Fewer Businesses with Revenue Decreases
- 40% Fewer Family Incidents in After-School Programs
- 80% Child Mastery of Life Skills
GLAD TO BE IN PUERTO RICO!!