

# DEPARTMENT OF NEIGHBORHOOD ENGAGEMENT 2022 ANNUAL REPORT



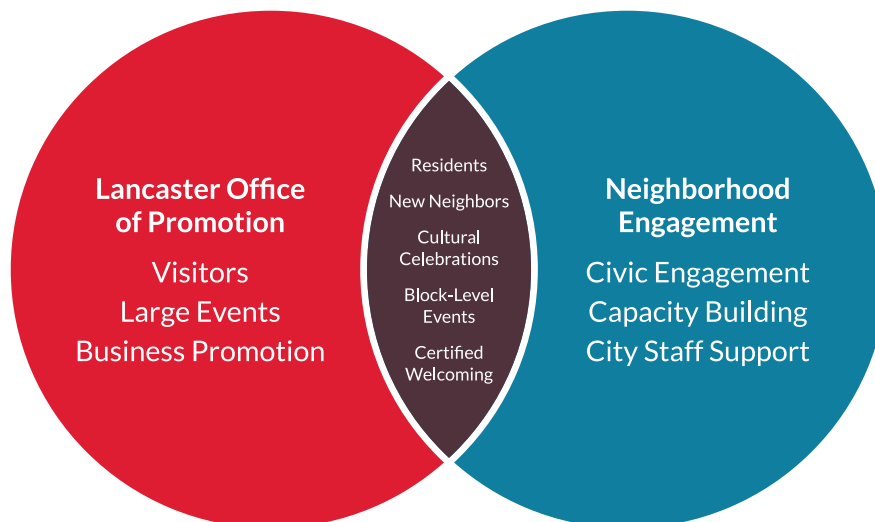
## INTRODUCTION

The Department of Neighborhood Engagement (DONE) was established by Mayor Danene Sorace to invest in and actively work with residents and their neighborhoods. This department creates opportunities for dialogue, learning, partnership, civic leadership building, and action between the city government and neighborhood residents. In 2021, the Lancaster Office of Promotion (LOOP) was merged with the Department of Neighborhood Engagement, adding the focus of leveraging Lancaster City's best assets and partnerships to enhance and promote the City's quality of life, economic vitality, and attractiveness as a destination and residence.

In 2022, DONE engaged more than 4,000 residents through programming and over 16,000 residents and tourists through special events organized by the Lancaster Office of Promotion. In addition to DONE programming engagement, the department supports engagement efforts across city departments and in 2022 we assisted on engagement planning and stakeholder development of more than 10,000 Lancaster City residents.

We began to view the Department of Neighborhood Engagement as being focused on overall community engagement with two bureaus — the Lancaster Office of Promotion and Neighborhood Engagement — with shared priorities and unique areas of focus.

## DEPARTMENT OF NEIGHBORHOOD ENGAGEMENT



### 2022 Accomplishments

- 27 Love Your Block grants awarded (\$23,287)
- 17 Neighborhood Leaders Academy graduates
- Facilitated PACE residency (*completed April 2023*)
- On-boarded Trauma Informed Training Specialist
- Welcoming City recertification (*through 2025*)
- Re-branded Visitor Center as Welcome Center

### 2023 Goals

- Put LYB/NLA applications on predictable cycle
- Re-brand PACE as Neighborhood Art Project
- Complete Trauma Informed training for all staff
- Expand Language Access through technology
- Roll out Fix It! Lancaster platform
- Develop Tourism Master Plan

## NEIGHBORHOOD ENGAGEMENT

The Department of Neighborhood Engagement's programs include:

- Love Your Block
- Neighborhood Leaders Academy
- Trauma Informed Community Development
- Public Art Community Engagement (PACE)
- AmeriCorps VISTA
- Community and Police Working Group

**4,097**  
Residents Engaged  
through DONE Programs

Each of these programs focuses on developing capacity and community for our residents.. Additionally, Neighborhood Engagement provides internal support to City of Lancaster staff and their consultants on projects that require resident engagement. By providing staff expertise along with technology, City of Lancaster staff are equipped with tools to increase transparency and civic engagement across all departments.

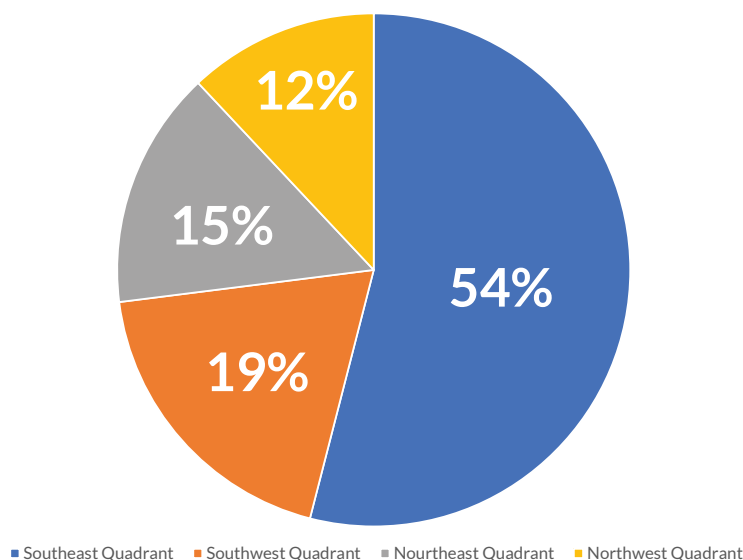
### LOVE YOUR BLOCK

Love Your Block was formed as a program that brings residents together to complete projects in their neighborhood. While the physical projects focused on trash and blight remediation, community and capacity building are also key components. The goal is to help people get to know their neighbors and complete projects they deem important.

In 2022, DONE awarded 27 community-led projects, totaling \$23,287 in grants to residents. Projects occurred in each quadrant in the city, with the majority being in the southeast.

*Love Your Block is funded through grants from the High Foundation, Bloomberg Philanthropies' Cities of Service, and the Commonwealth of Pennsylvania Commission on Crime and Delinquency.*

2022 Love Your Block Projects by Quadrant



## NEIGHBORHOOD ENGAGEMENT (CONTINUED)

### NEIGHBORHOOD LEADERS ACADEMY

Neighborhood Leaders Academy (NLA) is a six-week training and grant program for community leaders to imagine, develop, test and actualize projects that build community and bring positive outcomes. The program occurs in two phases; Phase I allows participants to learn the fundamentals of government systems and build relationships with influential city leaders as well as within their cohort. Phase I session topics include Government 101, City & County Resources, Public Safety, Trauma Informed Guiding Principles, and Community Asset mapping. These topics aim to increase awareness of residents' rights and responsibilities. During Phase II, participants ideate and plan community related projects, for which the City of Lancaster provides staffing and grant support. 17 individuals graduated from NLA in 2022.

*Neighborhood Leaders Academy is funded by grants from the Lancaster County Community Foundation and the Commonwealth of Pennsylvania Commission on Crime and Delinquency.*

**95**  
Total NLA Graduates

### TRAUMA INFORMED COMMUNITY DEVELOPMENT

A trauma informed community is one that establishes and promotes healing so that people can be healthy enough to sustain opportunity and realize their full potential. The City of Lancaster, in partnership with Penn Medicine Lancaster General Health, is working to create a trauma informed community. *Learn more at [cityoflanasterpa.gov/trauma](https://cityoflanasterpa.gov/trauma).*

#### **Training Statistics**

288 community members have received introductory training  
20 residents registered for advanced train-the-trainer training

*The City of Lancaster's Trauma Informed Community Development program is funded by grants from Penn Medicine Lancaster General Health and the Commonwealth of Pennsylvania Commission on Crime and Delinquency.*

**288**  
Residents Receiving  
Trauma Informed Training

### WELCOMING CITY DESIGNATION

The City of Lancaster, in partnership with many community benefit organizations and businesses, was re-designated a Certified Welcoming City by Welcoming America in 2022. The City of Lancaster's local policies and programs were compared to the comprehensive Welcoming Standard, which is an extensive road map for building welcoming communities. Lancaster City boasts a 300-year long history of welcoming. In celebration of this, the Visitor Center was renamed the Welcome Center to reflect the City's welcoming designation.

**40**  
Community Partners  
involved in Certified  
Welcoming Recertification







## NEIGHBORHOOD ENGAGEMENT (CONTINUED)

### PUBLIC ART COMMUNITY ENGAGEMENT (PACE)

Public Art Community Engagement (PACE) Neighbors was a special one and a half year artist residency designed to allow Lancaster City artists the opportunity to identify and address issues in their communities. Their findings were also reported to the Comprehensive Planning Committee. PACE Neighbors has evolved into the Neighborhood Artist Project, an upcoming arts residency opportunity for residents. In 2022, we had five participants in the residency:

- Teatro Paloma — Relatos Caribeños
- Shauna Yorty — Garden in the Light
- Libby Modern — Phonotel
- Matty Geez — Botanical Sculptures
- Sir Dominique Jordan — Block Rite Program

Explore video interviews with the PACE artists at [cityoflanasterpa.gov/pace](https://cityoflanasterpa.gov/pace)

Public Art Community Engagement is funding by grants from the High Foundation, the Mayor J. Richard & Gail Gray Fund, the National Endowment for the Arts, Franklin & Marshall College, and the Lancaster County Community Foundation.



### WELCOMING MURAL

Another PACE project that occurred in 2022 was the Welcoming Mural; the City of Lancaster's Department of Neighborhood Engagement, in partnership with Church World Service (CWS) Lancaster, were awarded funding to create a community-informed mural that captures Lancaster's spirit of welcome and inclusiveness

## LANGUAGE ACCESS

The City of Lancaster's Language Access program ensures all of our residents have access to City services, regardless of the language they speak. By providing training, tools, and policy guidance, the Language Access program makes sure City staff are empowered to serve our residents.

172

SPOKEN LANGUAGE  
LINE CALLS

31

ASL INTERPRETATION  
SESSIONS

141

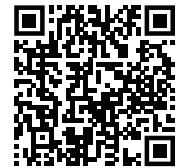
DOCUMENTS  
TRANSLATED

15

STAFF TESTED FOR  
LANGUAGE PROFICIENCY

## COMMUNITY & POLICE WORKING GROUP

The Community & Police Working Group (CPWG) is made up of representatives from the City of Lancaster, the Lancaster City Bureau of Police, and representatives from community benefit organizations, clergy, and city residents. Since its formation in the summer of 2018, the group has made strides improving trust and cooperation between the Police Bureau and the public it serves, and addressed policy issues such as recruitment and hiring, use of force, the civilian complaint form and use of body cameras.



Learn more about  
the CPWG

## AMERICORPS VISTA

Championed by the Department of Neighborhood Engagement, the VISTA (Volunteer in Service to America) program spans all City departments and focuses on creating equity and capacity in the areas of economic opportunity, environmental stewardship, healthy futures, and this year's emphasis on advancing racial equity and opportunity in City communities.

*The City of Lancaster's AmeriCorps VISTA program is supported by a grant from the Corporation for National and Community Service, a federal agency.*

2,500

Residents Engaged by  
AmeriCorps VISTAs

## INTERNAL DEPARTMENT SUPPORT

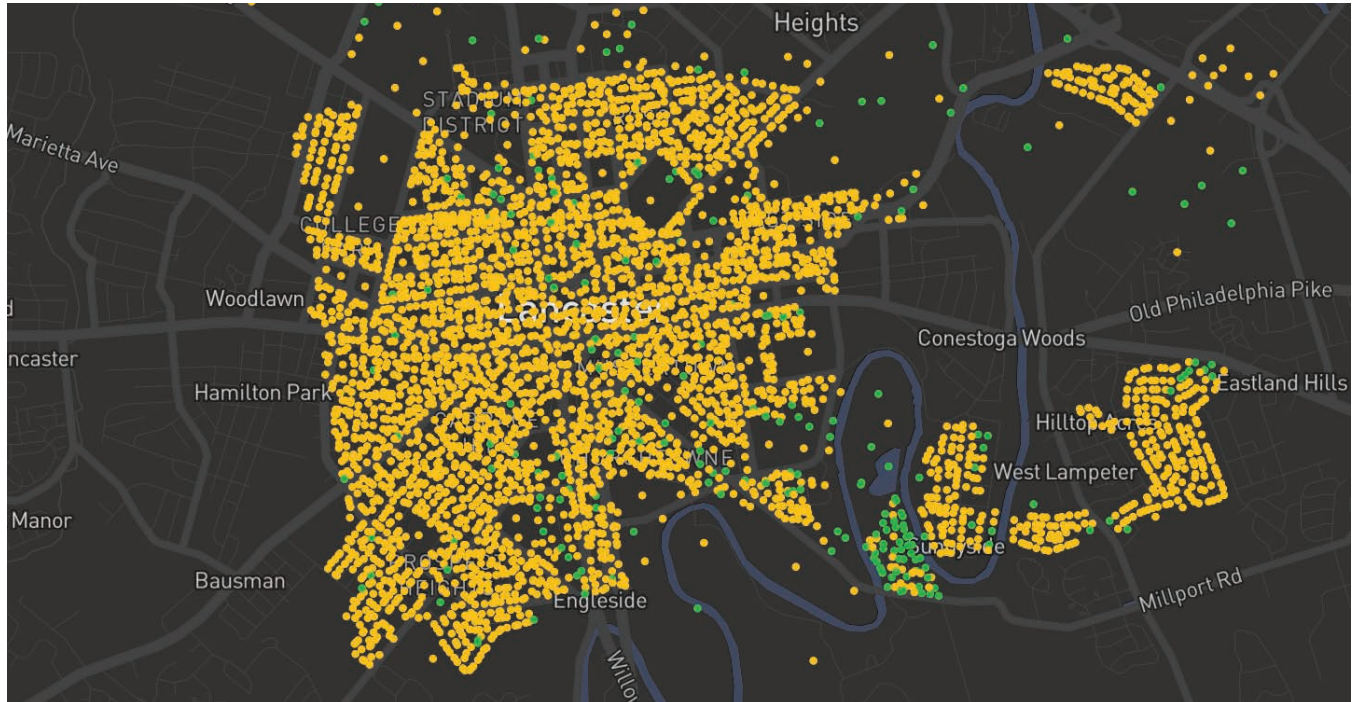
In 2022, DONE conducted an engagement needs survey with City of Lancaster leadership and conducted interviews with twenty key staff members from all City departments and the Mayor's Office to establish standard operating procedures to be included in a City-wide Engagement Guide. The goal of this process was to gain a better understanding of how city staff view engagement, how they approach it, where they need support, and what can DONE do to meet those needs.

The survey categories of competency and understanding: Community Partnership, Culture of Inclusion, communication, community leadership, professional development, and policy. Staff survey results of top three categories for support: Policy, Community Partnership, Professional Development related to engagement practices.

## NEIGHBORHOOD ENGAGEMENT (CONTINUED)

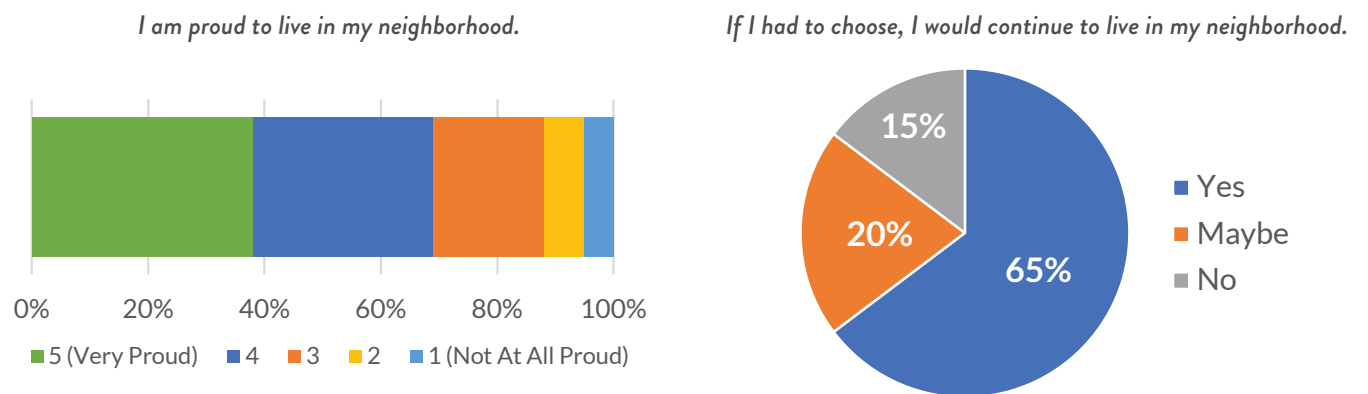
### BLOCK STRENGTH INDICATOR

The Block Strength Indicator (BSI) is a data tool developed by the Department of Neighborhood Engagement in partnership with Tolemi to identify blocks in the city with the greatest opportunity for engagement. The City is using this data tool, in addition to community surveying, to highlight geographic areas that have issues impacting quality of life, focused on public safety, housing, lighting, quality of streets, pedestrian safety, and socioeconomic data.



### NEIGHBORHOOD PRIDE SURVEY

The Department of Neighborhood Engagement conducted a Neighborhood Pride Survey in 2022, receiving over 430 responses from residents across the city.





## ENGAGEMENT TOOLS

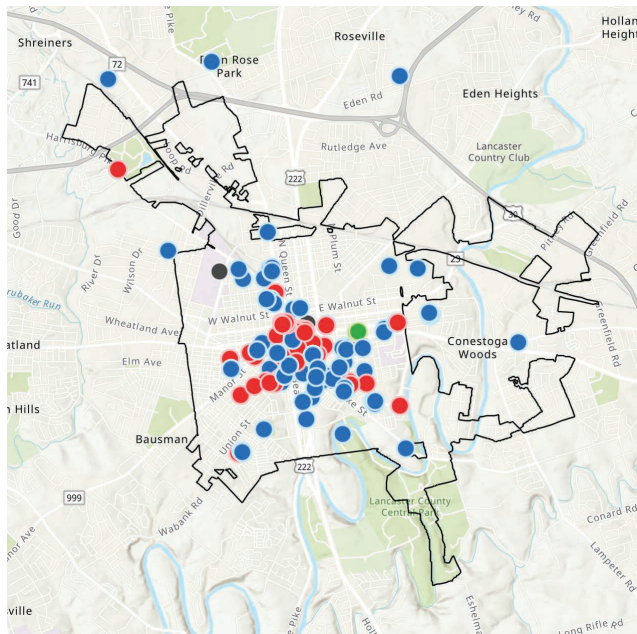
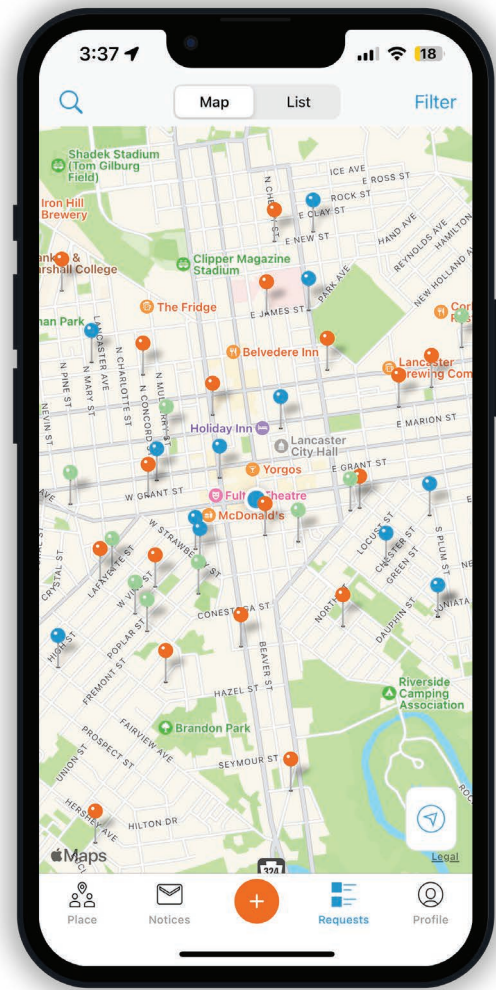
**Fix It! Lancaster** (right) is the City of Lancaster's new non-emergency service request platform that improves the customer service experience for city residents, increases transparency, and helps the City make better data-informed decisions. Residents can submit their service requests, receive updates as the problem is addressed, and be notified when the issue is resolved.

*Fix It! Lancaster is available online at [fixit.cityoflancasterpa.gov](http://fixit.cityoflancasterpa.gov) and in the iOS and Google Play app stores.*

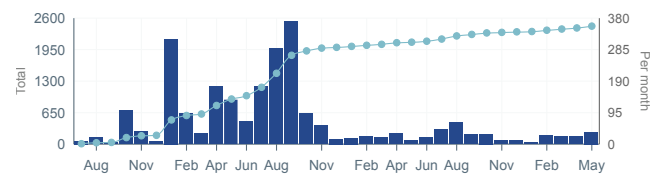
**Engage Lancaster** is an all-in-one digital public participation platform that the City of Lancaster uses to engage residents and partners on City initiatives. Engage Lancaster helps the City receive feedback by collecting ideas, votes, discussion comments, surveys, polls, online mapping, and scenario planning, as well as identifying support for advisory boards and committees, and other forms of engagement.

The **City-wide Engagement Tracker** (below) is a pilot technology managed by the Department of Neighborhood Engagement and Department of Public Works to measure and report how many City-hosted events (red) and community-hosted events (blue) are attended by City staff and how many residents they interact with.

*In 2022, City staff attended over 360 events. The Bureau of Police led with 131 events attended.*



**Engage Lancaster – Registered Users**



## LANCASTER OFFICE OF PROMOTION

The City of Lancaster Office of Promotion (LOOP) aims to be the arts and cultural driver of the City of Lancaster by leveraging Lancaster City's best assets and our partnerships to enhance and promote the City's quality of life, economic vitality, and attractiveness as a destination and residence. LOOP has four main functions: planning special events, marketing Lancaster City as a destination, managing the Lancaster City Welcome Center, and permitting the use of public space



Learn more about  
LOOP

### WELCOME CENTER

Located inside Lancaster's historic Old City Hall building constructed in the late 1790s, the Lancaster City Welcome Center is the center for tourism in the city and strives to provide accessible service to visitors and the community. The Welcome Center provides visitor information, including recommendations for dining, retail, and attractions within Lancaster City; distributes the official Lancaster City Visitor Guide and Map; is the starting point for walking tours, including but not limited to the Historic Lancaster Walking Tour and the African American Heritage Walking Tour; and sells Lancaster-themed merchandise and items made by local artisans/makers.

### PERMITTING

LOOP manages permitting for special events with significant impact on public infrastructure, as well as all events in Ewell Plaza, Binns Park, and Penn Square. In 2022 LOOP streamlined its permit process with the help of new technologies, and has begun working on an extensive event planning guide for public use.

### SPECIAL EVENTS

LOOP organizes a number of special events each year. These events, including the Red Rose Run, Celebrate Lancaster, and the Mayor's Tree Lighting, draw thousands of residents and visitors alike to Lancaster City. 2022 saw the addition of a Hispanic Heritage Month Celebration, and an expansion of First Friday and Music Friday to a level of programming not seen since before the COVID-19 pandemic. *Learn more at [cityoflanasterpa.gov/LOOP](https://cityoflanasterpa.gov/LOOP).*

### COMMUNICATION & PROMOTION

Visit Lancaster City is the main tourism brand for Lancaster City. The brand promotes Lancaster City as a destination through print, digital, and press by producing engaging content distributed through organic and paid avenues. In addition, Visit Lancaster City generates revenue, including over \$20,000 in advertisements in 2022.

**330,481**

WEBSITE PAGEVIEWS (2022)  
18% GROWTH YOY

**134,296**

WEBSITE USERS (2022)  
20.6% GROWTH YOY

**1.24M**

INSTAGRAM POST  
IMPRESSIONS (2022)







## DEPARTMENT OF NEIGHBORHOOD ENGAGEMENT

The Department of Neighborhood Engagement (DONE) was established by Mayor Danene Sorace to invest in and actively work with residents and their neighborhoods. DONE connects neighborhoods with City of Lancaster departments, programs, and partner resources to create solutions and improve the quality of life for all City of Lancaster residents.

### DIRECTOR

Milzy Carrasco

### ENGAGEMENT

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Joshua F. Beltre

Gabrielle Buzgo

Mirtha Delvillar

Zayra Falu

Zarita Herasme-Terrero

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Yazmin Way

Katelynn Wright

Patricia Wright Sherman

### MAYOR'S OFFICE

#### COMMUNICATIONS TEAM

Wyatt Behringer

DJ Ramsay

Amber Strazzo Righter

LEARN MORE ABOUT THE DEPARTMENT OF NEIGHBORHOOD ENGAGEMENT  
AT [CITYOFLANCASTERPA.GOV/NEIGHBORHOODS](http://CITYOFLANCASTERPA.GOV/NEIGHBORHOODS)