

# St Albans Blueprint Community

## September 2007

(last updated 9/24/07)

**Part I.** Background: Demographics for different domains identified in plan, history, assets, geographic description  
Using the Blueprint Communities profile as one source and speaking with members of various organizations and backgrounds, our team realized we need vast improvement in the area of relationships and interpersonal communications (social capital).

**Part II.** St Albans Blueprint Community Vision

“To provide a safe, caring, healthy, education and prosperous community, that preserves our heritage, while encouraging sustainable growth.”

**Part III.** Plan

**Goal 1.** To establish and promote better lines of communication between citizens, city government, civic organizations, businesses and schools.

**Strategy 1:** To engage more citizen involvement.

**Evaluation Measures:**

- Track attendance at the meetings
- Track number of organizations represented at the meetings
- Seek one unified project as a result of the meetings
- Number of responses to community surveys

<b>Task</b>	<b>Who</b>	<b>Resources</b>	<b>Timeline</b>
Get the word out about Blueprint	Committee	Information provided by FHLB	On going
Set up monthly town meetings with representatives of community/civic organizations and city government	Mayor for space Committee contacting participants	Committee contacts – used various means of communication including e-mail, face to face, mail and phone calls	Completed by 2 <sup>nd</sup> Thursday in June – will continue on a monthly basis
Community Survey	Mike and Grace developed survey	Used picture display from Blueprint homework and placed in bank lobbies	Run through October 31, 2007

Analyzed information received through community surveys and monthly meetings to develop a promotional program	Committee	Information received through town hall meetings and survey	July 2007 – and will continue through fall
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**Strategy 2:** Promote St. Albans as the place to be in October – developed from above strategy

**Evaluation Measures:**

- Ad sales in newspaper insert
- Copy developed for insert
- Number of flyers distributed and number of outlets
- Measuring enthusiasm of participating businesses

<b>Task</b>	<b>Who</b>	<b>Resources</b>	<b>Timeline</b>
Agreed upon developing an October calendar	BP Committee	Town Hall attendees	September 2007
Constructed printed handout of a calendar using information shared at Town Hall meetings. 3,000 copies distributed	BP Committee	St. Albans High School – graphic Paper donated – City National Sponsor – Mountain State Employee Benefits, LLC Distribution: schools, churches and businesses Web site	August & September 2007
Developed Charleston Newspaper Insert – over 51,000 circulation	Mike	Charleston Newspapers Community/Civic Groups	Published Sept 20, 2007
Measured success of first newspaper insert and determined to replicate for December	BP Committee	Town Hall attendees submitting December events Charleston Newspaper ad sales and production	November 2007
Evaluate the success of December issue and determine if	BP Committee	Town Hall attendees Participating businesses	December 2007

community continues on a bi-monthly basis			
Incorporate calendar in St. Albans – Mayor’s column and calendar insert	Mayor/Mike	St. Albans monthly	September 2007 – distributed October 1

**Strategy 3:** Expand Blueprint Network in St. Albans

**Evaluation Measures:** Track number of new volunteers

<b>Task</b>	<b>Who</b>	<b>Resources</b>	<b>Timeline</b>
Using information gathered through community survey and Town Hall meetings, determine sub-committees to address issues	BP Committee to analyze	Town Hall attendees Community Survey results	November 2007
Establish working sub-committees to address specific issues	BP Committee members as chairs	Town Hall attendees BP Committee members recruiting Outreach through St. Albans monthly, press releases, web site	December 2007
Get sub-committees working on specific needs	Chairs	FHLB programs Other funding sources City Government Alliance	January 2008

**Goal 2:** Increase home ownership in St. Albans.

**Strategy 1:** Understand availability of housing in St. Albans

**Evaluation Measure:** Amount of resources made available

Number of volunteers working on pulling resources together

<b>Task</b>	<b>Who</b>	<b>Resources</b>	<b>Timeline</b>
Seek current resources from housing experts	BP Committee	Realtors Housing Authority WV Housing Development Fund	January 2008
Pull together funding resources	Grace	FHLB Local banks	February 2008
Participate in City National Bank Realtors reception to discuss Blueprint and share needs for housing resources	Grace and Mike	City National Bank	November 2007

**Strategy 2:** Develop outreach effort to encourage home ownership

**Evaluation Measures:** Use of media outlets for distribution - circulation

Number of mortgage loans

Number of home purchased and housing construction

<b>Task</b>	<b>Who</b>	<b>Resources</b>	<b>Timeline</b>
Create welcome package	Determine current development efforts	Chamber, STARDA Realtors, banks, FHLB	March 2008
Publicize funding resources	BP housing sub-committee	Charleston Newspaper insert St. Albans monthly Web Site Banks	April 2008
Continue to encourage homeownership	Mayor, banks, sub-committee	Development organizations Media outlets	On going