

South Memphis Engagement

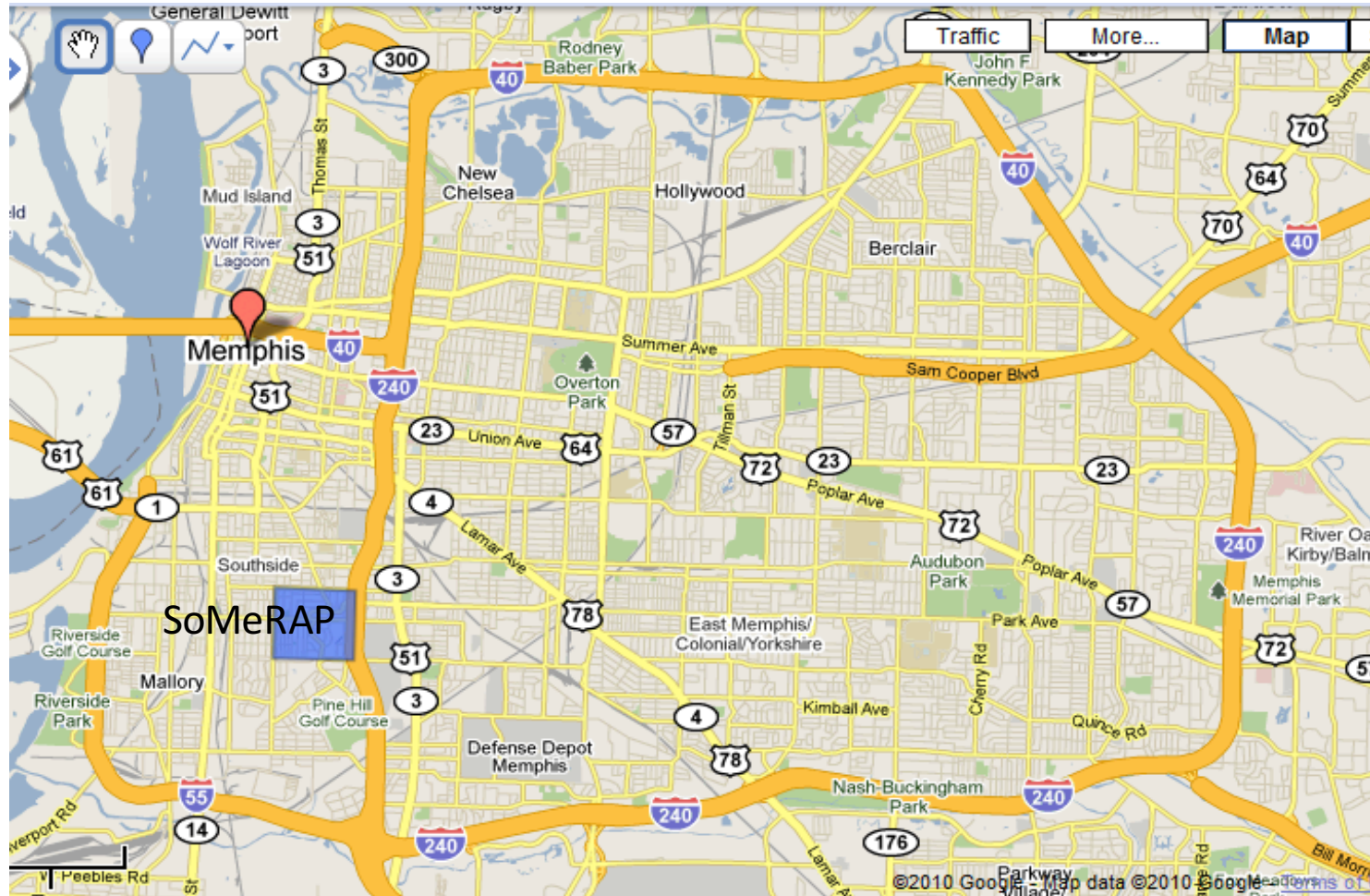
Dr. Katherine Lambert Pennington

University of Memphis

South Memphis, Tennessee



South Memphis: The South's First Garden City?



What Happened to South Memphis?

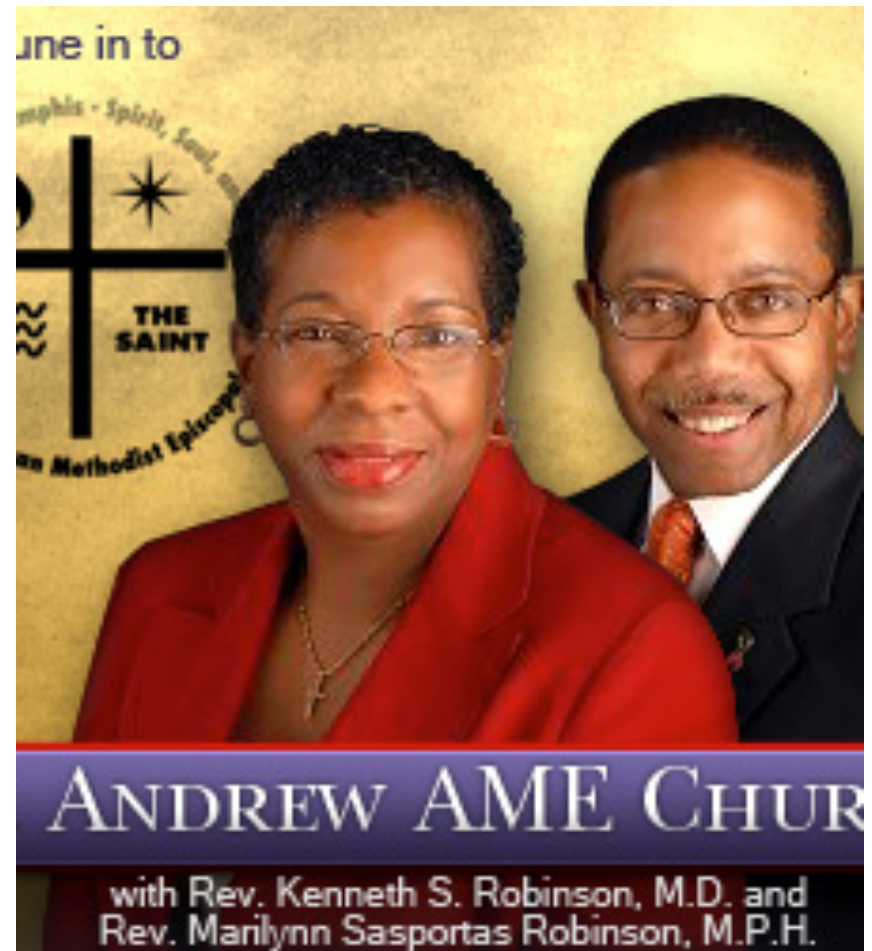


South Memphis Circa 1990

- Unemployment approaching 30%
- Poverty exceeding 60%
- Vacant properties at 30%
- Abandoned industrial, commercial, and residential buildings at 25%
- Highest school suspension and expulsion rate in the city (43% of high school students finish)
- High violent crime rate
- Extraordinary upswing in citizen organizing: open spaces, youth, housing. etc.
- Increasingly engaged African American faith communities
- Growing connections between local community and nearby universities
- Rich cultural life: STAX – Otis, Isaac, Sam and Dave, Rufus, Karla, Mavis, Booker T.; and Hi-Records – Willie Mitchell and Reverend Al Green

St. Andrews AME & the Reverend Robinsons

- Resurrected Ernestine Rivers Child Center
- Created a Family Life Center: health, wellness, education and jobs
- Established Circles of Success Learning Academy
- Organized The WORKS Inc. CDC – Counseling, Rehab, Construction, ED



Success, YES! Moving the Dial, No!

- Significant economic and community development successes
- Congregations grows from 150 to 1700
- National recognition
- Still, overall community conditions continued to deteriorate
- The pastors felt the need to increase the scale of the church's efforts



Photo by Heather Had
long at Mosholu Monte
rest annex.

The Birth of SoMeRAP

Determining the Need - Mixed Methods

**Patrick Geddes (Father of
Modern Town Planning)**

“Survey Before Plan”

- Oral history
- Archival research
- Demographic analysis
- Community mapping
- Neighborhood documentation
- Physical conditions surveys
- Movers and shakers interviews
- Focus groups
- Resident interviews
- Listening posts
- Community visioning
- Neighborhood summit

All used to
gather data
and build
the base

Survey gives S. Memphis neighbors a
voice in future revitalization efforts
By Linda Moore, Memphis Commercial Appeal
Sunday, March 22, 2009



Overall Development Goal

Transforming South Memphis into the region's premier neighborhood of choice by dramatically improving the overall quality of life through a resident-led and managed comprehensive community development strategy

Specific Development Objectives

- Improve access to **primary health care** services (No local providers, 60% uninsured)
- Insure access to high quality, affordable, and culturally appropriate **foods** (No full service market for 3 miles)
- Expand quality **housing** options, especially for low-income renters (Recent emphasis has been on home ownership)

Development Objectives II

- Expand **living wage employment and entrepreneurial opportunities** for local residents (\$156 m in HOPE VI, < 20 jobs)
- Support resident efforts to reduce the incidence of **violent street crime** (Address lack of treatment, jobs, and re-entry programs)
- Enhance the **beauty**, safety, and functionality of the public realm to encourage investment
- Promote **alternative transportation** options for local residents

The Peoples' Plan for Building a More Vibrant, Sustainable and Just South Memphis

- Involved nearly 1,000 residents
- Endorsed by more than two dozen local institutions
- Won State APA Award for Excellence
- City Council voted 13 to 0 passage of the plan
- Adopted as city-wide best practice



Addressing Food Insecurity in South Memphis

Health and Wellness Initiatives

Immediate Projects - Year 1 and 2	Intermediate Projects - Year 3 and 4	Long Term Projects - Year 5, 6, and 7
Summer Sports Leagues Collaborate with Memphis City parks Commissions, youth recreation organizations, local schools, community churches and area corporate and community philanthropists to establish a major new summer basketball league for South Memphis boys, girls, men and women at Southside Park-Memphis' own Rucker League!	Substance Abuse Treatment Initiative Develop a new substance abuse prevention, interventions, and treatment program in the community designed to address the most serious addiction problems confronting South Memphis residents. The Community's extensive network of faith-based organizations will be used to educate local residents on the basics of addiction and treatment.	Primary Health Care Clinic Mobilize students, faculty, and staff from the city and region's hospitals and clinics to work together to establish a cooperatively managed primary care facility in South Memphis offering medical, dental, and psychological services on a sliding scale.
Human Services Directory Prepare a comprehensive directory of human service programs available to South Memphis children and families. This directory would be available online and in hard copy. The directory will be updated, on a regular basis, by graduate students from The University of Memphis' Graduate Program in City and Regional Planning.	Farmers Market Project Conspire with local farmers, public health officials, and economic development specialists to create a high-quality retail vendor food market to provide local residents and workers with access to high quality, affordable, and culturally appropriate foods. The farmers market would also be used as a venue for public health events.	Community Health Insurance Project Establish a low-cost health insurance program to complement the coverage made available through Tennessee Care along the lines of Tompkins County Health Care Plan that provides a wide range of coverage for basic services for families at a cost of \$165.
Neighborhood Wellness Campaign Initiate a community-based health and wellness program in which peer health advisors instruct local residents on topics related to diet, exercise, family planning, parenting, conflict resolution, and other topics central to creating healthy children, families, and communities. Behavioral shifts towards healthy living will be supported by the organization of mutual support networks. Improvements in the health referral system will be carried out.	Healthy South Memphis on the Move Recruit, schedule, and market the public health education, screening, and direct service activities of the city and region's largest health care providers by bringing their mobile health clinics to the site of the soon-to-be-established farmers market site on a regular basis. Increase the number of local residents referred to and seen by local health providers on a regular basis as a cost effective alternative to the use of local emergency rooms.	Café Reconcile in Memphis Collaborate with local chefs, eateries, and the U of M Hospitality School to establish a healthy eating outlet serving tasteful food at reasonable prices that will employ and train individuals recently released from jail and prison who, following an intensive three month period, can be employed by other fine dining restaurants. This program is based upon a very successful eatery in the Midtown section of New Orleans.

Immediate Year 1 & 2

Human Services Directory

Prepare a comprehensive directory of human service programs available to South Memphis Children and families. The directory would be available online and in hard copy. The directory will be updated, on a regular basis, by the graduate students from The University of Memphis' Graduate Program in City and Regional Planning.

Intermediate Year 3 & 4

Farmers Market Project

Conspire with local farmers, public health officials, and economic development specialists to create a high-quality retail vendor food market to provide local residents and workers with access to high quality, affordable, and culturally appropriate foods. The Farmers Market would also be used as a venue for public health events.

Long Term Years 4-7

Community Health Insurance Project

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The South Memphis Farmers Market



South Memphis Farmers Market Key Collaborators and Partners

Initial Consultations

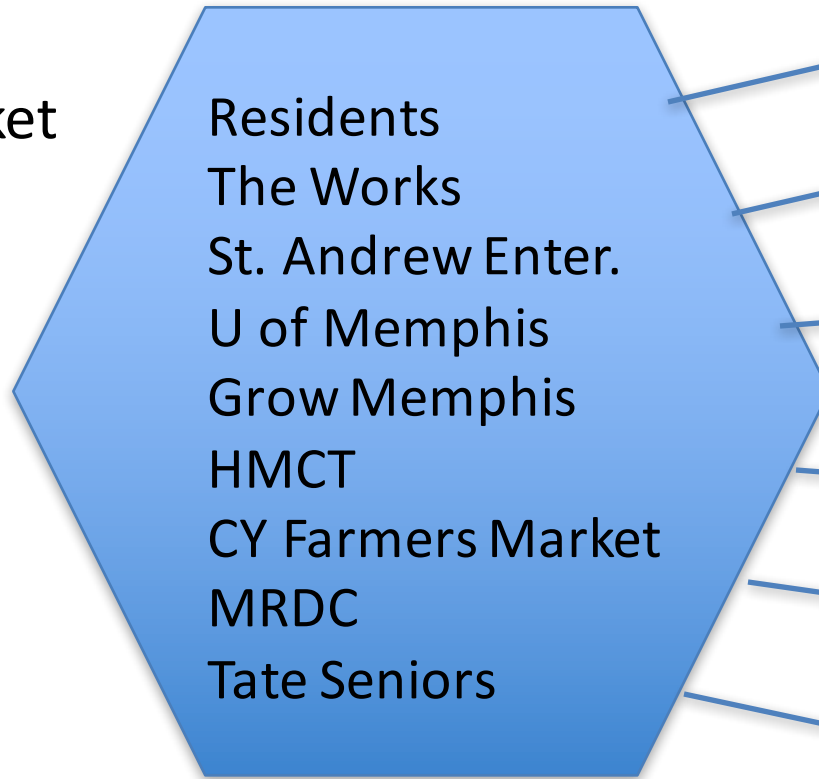
Ag Extension
CY Farmers Market
Downtown FM
Grow Memphis
MLGW
MRDC
St. Andrew AME
The Works CDC
U of Memphis

FM Advisory Brd.

Residents
The Works
St. Andrew Enter.
U of Memphis
Grow Memphis
HMCT
CY Farmers Market
MRDC
Tate Seniors

Co-Conspirators

M&SC Health Dept
FM Vendors
Food Policy Council
OPD/LUCB
Market Goers
Knowledge Quest



Farmers Market Steering Committee

The People and Organizations that made the SoMe Market happen

Sponsoring Organization(s)

Representatives of an established
Farmers Market

Residents

Representatives from local non-
profits and churches

Representative of Food Policy
Council

Representative of Healthy
Memphis Common Table



Community Impact of the Farmers Market

- Improvement of a highly visible location
- Increased community pride
- Creation of a safe public space
- Increased access to fresh fruits and vegetables
- Enhanced awareness of the nutritional importance of fresh foods
- Demand for additional food-related resources (A grocery - now!)
- Greater recognition of SoMe RAP



Building Upon the Market!

Other Developments

South Parkway East Improvement Project (Approved for Spring '11)



Urban Art Commission - South Memphis Community-Builders Walk! (\$85,000)



From Illegal Stripping to Legal Scavenging - Tire Reclamation

Attracting a Local Primary Care Facility

Grocery Store Development Initiative



More Recent Developments!

New Developments

Funding for new building for Ernestine Rivers – 50 to 120 child.

Freeing of space to allow Circles of Success Charter School to add 6th, 7th, and 8th grades

Adoption of South Memphis Park by Grizzlies and AutoZone

Grocery store development initiative, incubator space

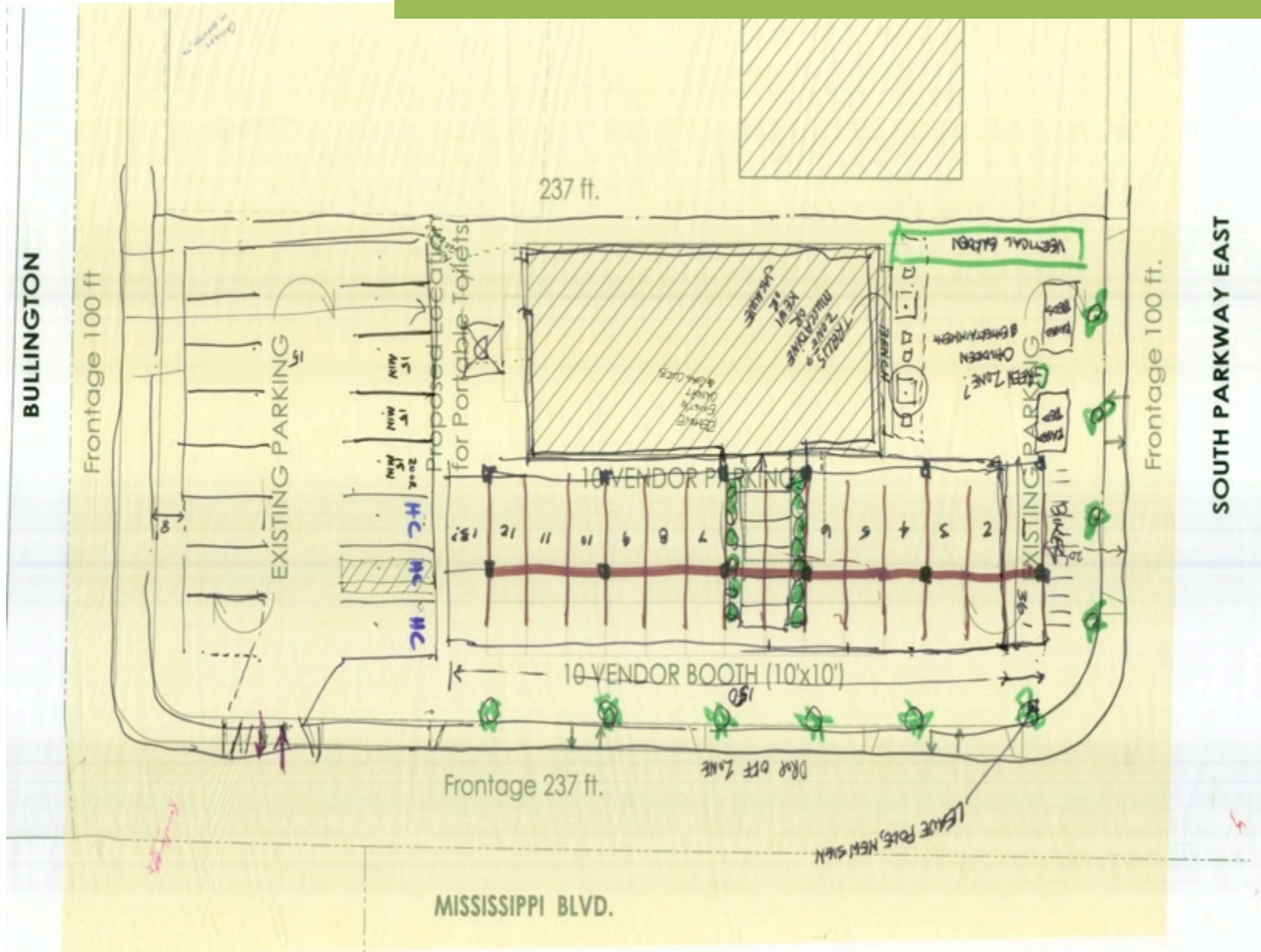
New rails to trails project connecting neighborhood to MRT



Building on the Market



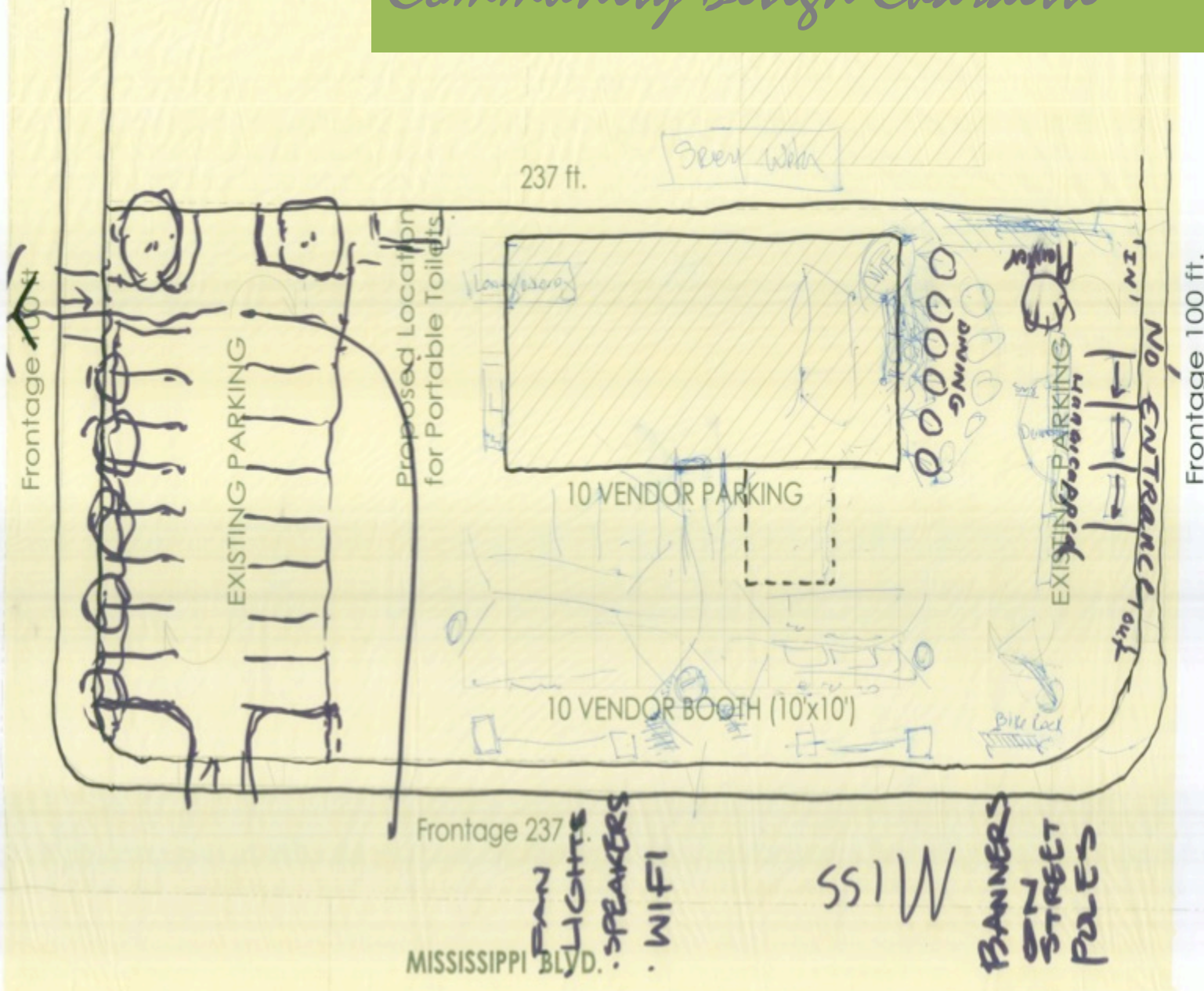
Community Design Charaette



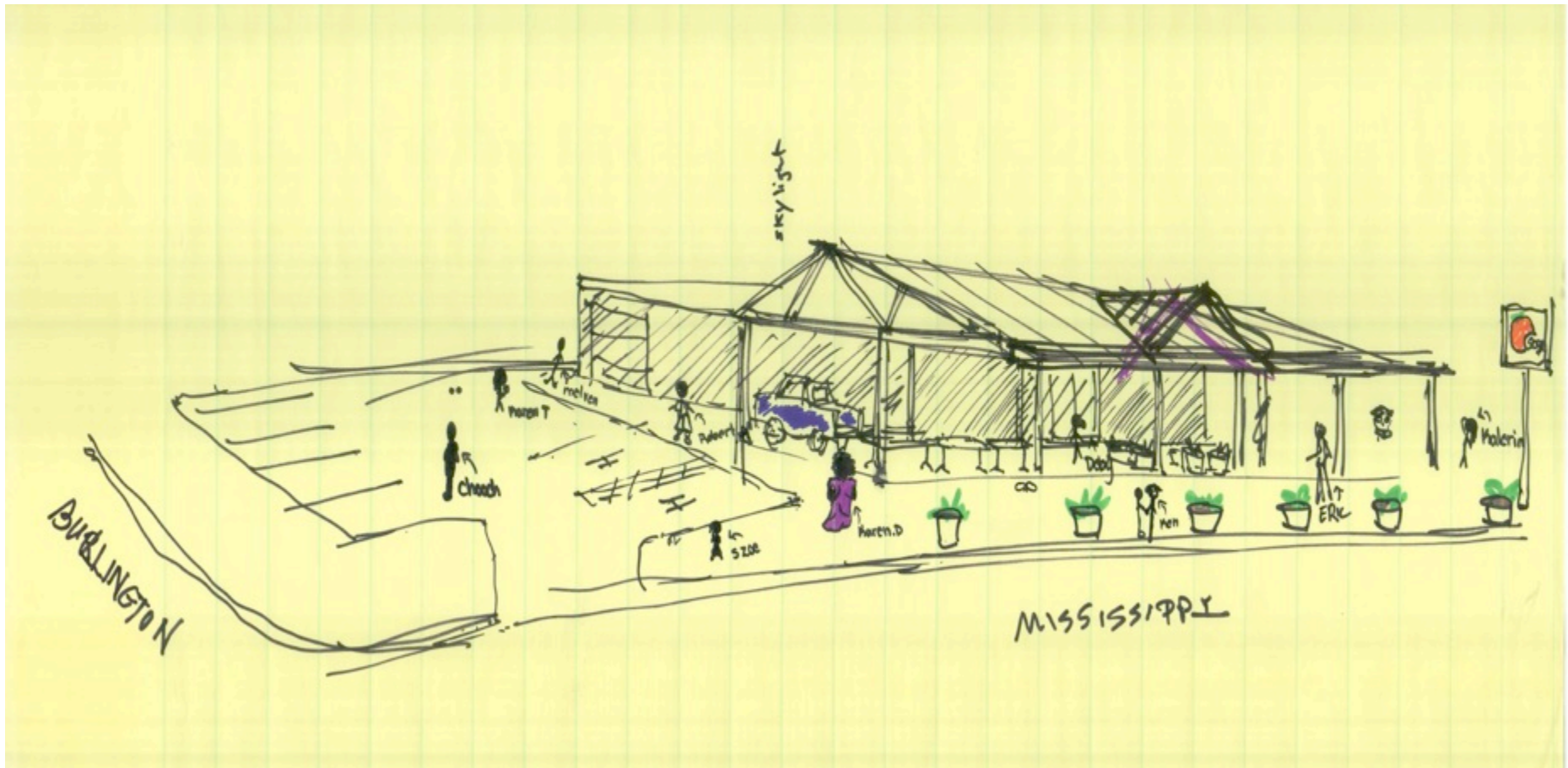
Community Design Charaette



BULLINGTON



Community Design Charaette



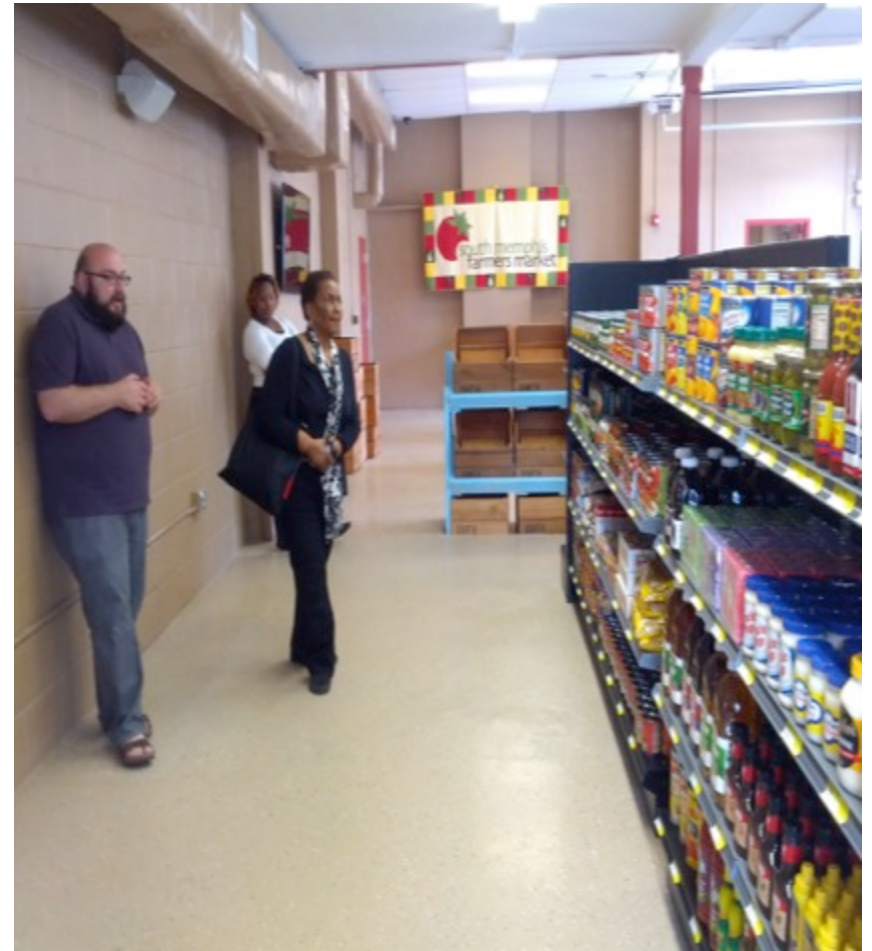
The Green Grocer



The SMFM Green Grocer



Inside the Green Grocer



Demonstration Kitchen

