

CHAPTER 1

CHALLENGING YORK'S REPUTATION

This chapter of York's Comprehensive plan focuses on proactive story telling and creating a supportive community.



Obj. 1- ACTIVELY TELLING YORK'S STORY



BRANDING

Using Strategic Storytelling to Communicate:

- History & Culture
York's Identity
Tourism
Development Projects
Infrastructure Improvement
- The Arts & Technology
Innovative Policies
COMMUNITY SURVEYS

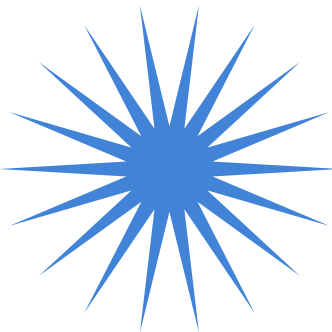


COMMUNICATION

- Crimewatch
- City Hall
- City of York Website
- Social Media



CELEBRATION



Obj. 2- CREATING A SUPPORTIVE COMMUNITY

A supportive community is a community that celebrates and struggles together; at the foundation are community policing, volunteerism, and citizen stewardship.

COMMUNITY POLICING

Community policing focuses on developing relationships and active collaboration between law enforcement and community members.

- Crime Prevention Programs
 - Neighborhood Policing Teams
 - #8CANTWAIT
 - Alternative Sentencing Options
 - Handle With Care Initiative
- Operation Scare Crow
 - Hospital Resource Team
 - Senior Outreach - Aging in Place Program
 - Therapy Dog Program

VOLUNTEERING & STEWARDSHIP

Encouraging stewardship and volunteering is essential for building a strong sense of community and fostering active participation in the city.



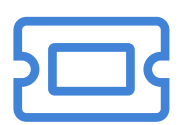
Recognition and Appreciation



Flexible Scheduling and Opportunities



Skill-Based Volunteering



Incentives and Perks



Collaborate with Schools and Colleges



Publicize Impact Stories



Community Challenges and Competitions

CHAPTER 1

CHALLENGING YORK'S REPUTATION

The Vision & The Solutions



Obj. 1 - ACTIVELY TELLING YORK'S STORY

The Vision - “In our dynamic city, we challenge negative perceptions by celebrating diverse perspectives across neighborhoods. We amplify the voices of once-silent communities through courageous storytelling. By streamlining marketing efforts and fostering collaboration, we address inefficiencies and promote equity. Together, we engage the community, creating a narrative that reflects our shared values.”

The Solutions

Education & Persuasion

- Develop Gateway Design Strategies and guidelines for the city's various gateways. **Tier 1**
- Encourage, promote, and support the development of city tours (History or Craft Brews) by local non-profits and other community stakeholders. **Tier 1**
- Develop narratives around family fun activities and various city initiatives, such as green and sustainable practices, economic development, housing diversity, community policing, and diversity and inclusion. **Tier 1**
- Proactively communicate York's successes in priority initiatives. **Tier 1**
- Promote the advantage of relocating and expanding businesses in the city in cooperation with various economic development partners. **Tier 1**

- Continue to keep neighborhood associations notified of upcoming public meetings that may impact their neighborhoods. **Tier 1**

- Provide regular updates and information on neighborhood events through the city's website. **Tier 1**
- Celebrate and support the preservation of the City of York's Historic York District and other cultural resources and recognize the vital role these resources play in tourism and the local economic base. **Tier 1**
- Implement a branded and comprehensive property improvement program. **Tier 3**
- Consider creating a full-time staff position to develop and manage a comprehensive branding and communications strategy for the City of York to inform residents and increase community engagement. Tier 1

- Encourage the development of additional travel and tourism resources restaurants, hospitality, and bed and breakfasts. **Tier 2**
- Collaborate with local partners to showcase the quality, character, and benefits of the City's housing. **Tier 3**

Inducements & Incentives

- Apply for funding from Explore York to create unique tourism programming in the City. **Tier 1**
- Merchandizing bags, pencils, and shirts as part of a larger place-branding campaign. **Tier 2**
- In collaboration with community stakeholders, create a community schedule of unique celebrations throughout the city and various neighborhoods. **Tier 2**

Services & Capacity-Building

- Actively market redevelopment opportunities in the city, such as 120 Richland Avenue, Post Office Building; 45 West Market Street, WHTM Building; etc. **Tier 1**

- Develop campaigns to assist in creating new neighborhood associations and encourage resident participation in activities to improve their neighborhoods. Tier 2

- Create opportunities for the continued development of experiential entertainment. **Tier 2**

- Develop a Comprehensive Marketing Strategy that prioritizes a standard message across various communication platforms. **Tier 2**

- Create opportunities for the continued development of experiential entertainment. **Tier 2**
- Support and implement neighborhood entrepreneurship and investment campaigns. **Tier 2**

System Changes

- Develop a coordinated communication and marketing campaign that effectively promotes the city for business expansion and recruitment. **Tier 1**

- Collaborate with businesses, business organizations, and the community to sponsor and promote events and festivals that help residents and visitors develop positive associations with the community. **Tier 1**

- Maximize marketing and promotion to visitors outside of a 50-mile radius of the City, through the promotion of the York County History Center, the William Goodrich Museum, the Yorktown Hotel, and others. **Tier 1**

- Incorporate Trail Towns branding in the City. **Tier 1**

- Consider incorporating ExploreYork's destination branding and align city branding strategies to create a common sense of arrival at gateways and wayfinding strategies. **Tier 2**

- Ensure future York City place-branding campaigns incorporate and align with the "Have it Made Here" campaign and promote York's "Maker's Spirit"; and Downtown Inc's "Historically Edgy" campaign. Tier 2

- Use ExploreYork's destination brand to promote targeted York City neighborhoods. **Tier 2**
- Collaborate with YCEA to create marketing for out-of-state and -county employers. **Tier 3**

- Establish a schedule to conduct routine public surveys regarding various topics. **Tier 3**

Laws & Mandates

- Encourage preservation and adaptive reuse of the city's historic building inventory and leverage such effort in branding and marketing. **Tier 1**

Obj. 2 - CREATING A SUPPORTIVE COMMUNITY

The Vision - “Our community thrives on inclusivity and diversity, where residents actively collaborate with local government to ensure accessible services and resources. Volunteers come together for local projects, from community gardens to clean-up efforts, fostering a strong sense of community. Together, we build a resilient and supportive environment."

The Solutions

Education & Persuasion

- Promote neighborhood volunteer opportunities. **Tier 1**
- Develop educational programs to inform residents about community policing principles, their rights, and how to collaborate with law enforcement effectively. **Tier 1**
- Equip officers with cultural competence, communication skills, and conflict resolution training. Be transparent about policies and actions. **Tier 1**
- Advocate for and prioritize funding for programs that increase citizen or civilian access to Narcan. **Tier 1**
- Create educational and awareness campaigns surrounding the use of Narcan. **Tier 1**

Inducements & Incentives

- Prioritize funding for community policing programs in the city's budget, especially those with community stakeholder participation. **Tier 1**
- Support creating a preservation loan program that helps seniors fund building enhancements to allow the owner to better age-in-place. **Tier 1**
- Recognize volunteers who have made a difference in the community. **Tier 1**
- Engage businesses and private organizations in community safety efforts. Encourage them to support community policing initiatives. **Tier 2**
- Explore the possibility of creating and funding a paid cadet training initiative. **Tier 3**

Services & Capacity-Building

- Create a database of skilled volunteers that can help with aging-in-place home modifications. **Tier 1**
- Prioritize funding for the Police Department's Community Recreation Center. **Tier 1**
- Continue collaborating with local nonprofits to address social issues, provide services, and enhance community well-being. **Tier 1**
- Continue to work closely with other government entities (e.g., health departments, and housing authorities) to tackle complex problems. **Tier 1**
- Continue to involve city businesses, schools, and faith-based groups in community safety efforts. **Tier 1**

- In coordination with the city's Complete Communities Initiative, build resident capacity within neighborhood blocks of people of all ages through neighborhood-building initiatives and outreach. **Tier 1**

- In coordination with other community stakeholders, increase access to neighborhood health programs that build connections between the community's youth and older adults. **Tier 1**

- Investigate short and long-term options for staffing the department's homeless initiatives that connect individuals experiencing homelessness and mental health issues with community services meant to provide stability. **Tier 2**

- Consider expansion of the city's Aging-in-Place program to include building enhancement assistance. **Tier 2**

- Increase access to trauma-based programming and counseling. **Tier 3**

System Changes

- Empower officers to make decisions at the local level, considering community needs. **Tier 2**

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- Bring back the summertime "safe camps" sponsored by the Police Department. The camps focused on career development and community service, such as neighborhood clean-ups. **Tier 2**

- Increase and strengthen partnership with the City of York School District to assist with character building within the student body, beginning at the earliest ages. **Tier 2**

- In collaboration with community stakeholders, build programming, support, and resources for family engagement, juvenile diversion, and mentorship in and within city neighborhoods. **Tier 2**

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- Consider implementing programs that incentivize the business community's involvement in community policing efforts. **Tier 2**

Laws & Mandates

- Continue working towards formal adoption of the #8CANTWAIT policies. **Tier 1**
- Consider the development of a use-of-force continuum to provide law enforcement and the community with clear and transparent guidelines regarding the appropriate use of force. **Tier 1**
- Advocate with the state government on behalf of stricter penalties and sanctions for illegal gun sales. **Tier 1**
- Create advocacy groups to assist in creating lasting policy change at the State and Federal levels. **Tier 1**

- Reactivate the Citizens Advisory Committee (Art. 199) and consider incorporating community policing efforts under its responsibilities or creating a community policing advisory committee. **Tier 1**

- In collaboration with community stakeholders, build programming, support, and resources for family engagement, juvenile diversion, and mentorship in and within city neighborhoods. **Tier 2**

- Consider implementing programs that incentivize the business community's involvement in community policing efforts. **Tier 2**

- Create a process to evaluate levels of customer service within the police department routinely. **Tier 3**

- Consider creating a mission trip campaign in which the city is actively reaching out to schools, churches, and colleges to promote week-long mission programs in the city. **Tier 3**