

BEASLEY NEIGHBOURHOOD PLAN



Image by Paul Elia
www.paulelia.ca



Beasley Neighbourhood Association

www.ourbeasley.com

GOVERNMENT



REGIONAL INSTITUTIONS



LOCAL INSTITUTIONS



NEIGHBOURHOOD



**FAMILY &
FRIENDS**



ME

ME AND THE WORLD

This is a visual representation of the social and political links that determine our sense of place in the world around us.

When one step is broken along the way, it can become difficult to positively identify and interact with the links that are further removed from you.

The Beasley Neighbourhood Association seeks to promote a positive neighbourhood experience thereby strengthening the connection of each individual to the greater community.



**THE BEASLEY
BADGER WANTS**

YOU!



Beasley Neighbourhood Association
www.ourbeasley.com

BEASLEY NEIGHBOURHOOD PLAN

WHAT IS BEASLEY?

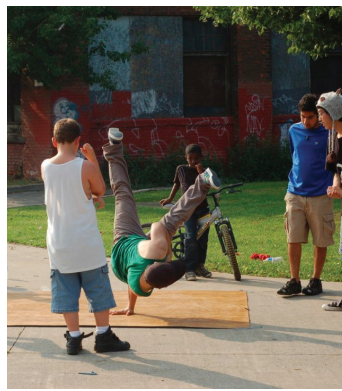


We asked the residents of Beasley to give us some positive and negative words that they would use to describe the Beasley neighbourhood.

Here are some of the results!

Positives:

- The Heart of the City • Central
- Diverse and Multi-Cultural • Historic
- Full of Potential • Lots of Character
- Urban • Walkable • Livable
- Resilient • Regenerating • Dynamic
- Good mix of Shops /Homes /Apartments
- Schools /Hospitals /Services all around us
- Creative • Arts /Entertainment /Festivals
- Rich in Assets • Strong sense of community



Negatives:

- Empty Spaces • Vacant Buildings
- Neighbourhood Design
- Traffic & Safety Issues
- Perception of Crime • Social Issues
- Poverty • Bad Reputation
- Underrated • Abused • Neglected
- Polluted • Gritty • Underutilized
- Self-Critical

The Beasley Neighbourhood is dedicated to celebrating and strengthening its positives, while recognizing and addressing the negatives.

We will succeed in making Beasley one of the best communities to live, work and play through open and honest self-reflection.

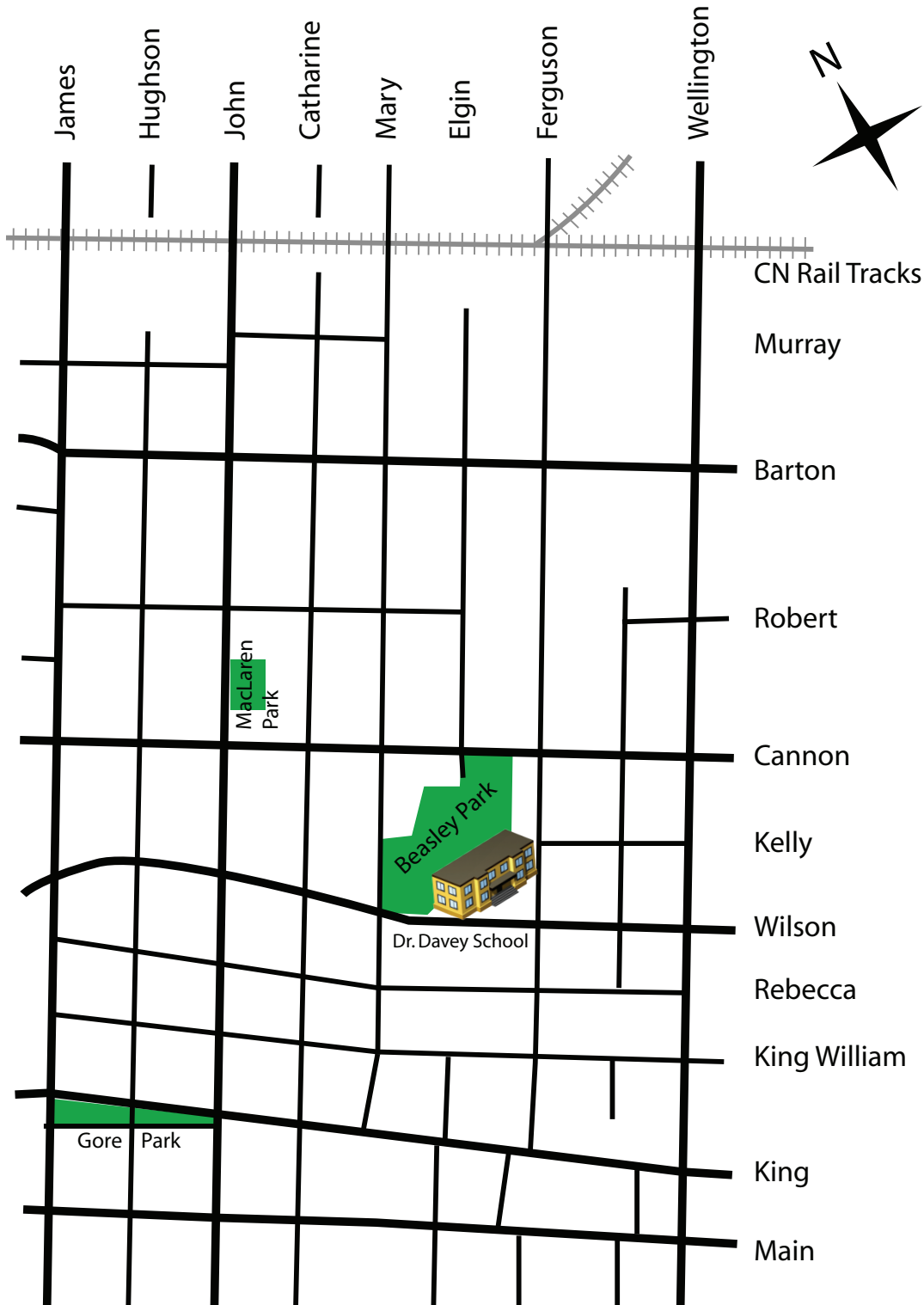


Our mascot, the **Beasley Badger**, is a symbol of the tenacity and courage of the residents of the Beasley Neighbourhood.



The “do-it-yourself” attitude is part of what has allowed the Beasley Neighbourhood Association to provide a strong, independent, and empowered voice for its residents.

Beasley, Central, Durand and Corktown were the first 4 neighbourhoods in the city of Hamilton, making Beasley one of Hamilton's oldest neighbourhoods. Named after Richard Beasley, (1761-1842), a soldier, political figure, farmer and businessman in Upper Canada. Richard Beasley was one of Hamilton's first settlers who came to Canada from New York in 1777. Beasley occupied Burlington Heights (now the site of Dundurn and Harvey Parks) in 1790 & was granted land by the Crown in 1799. A local entrepreneur, Beasley's business ventures included fur trading, land acquisition and establishment of a grill mill in Ancaster. He was a member of the legislative assembly of Upper Canada from 1791 to 1804 and was appointed colonel of the 2nd regiment of the York militia in 1809. Financial difficulties forced Beasley to sell lands at Burlington Heights, but it was purchased in 1832 by Sir Allan Napier MacNab who built Dundurn Castle on foundations of Beasley's brick home.



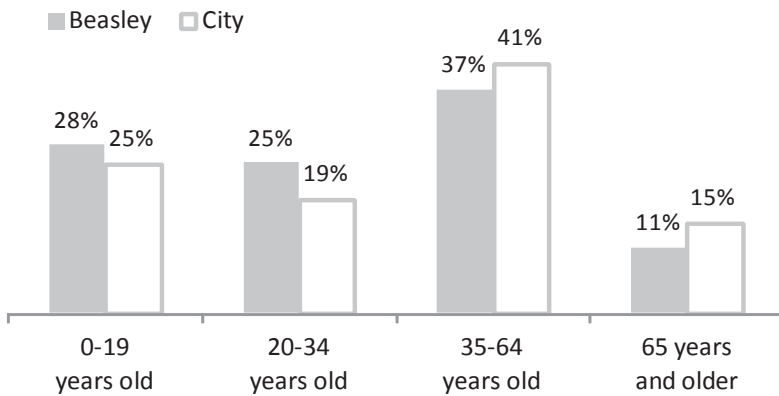
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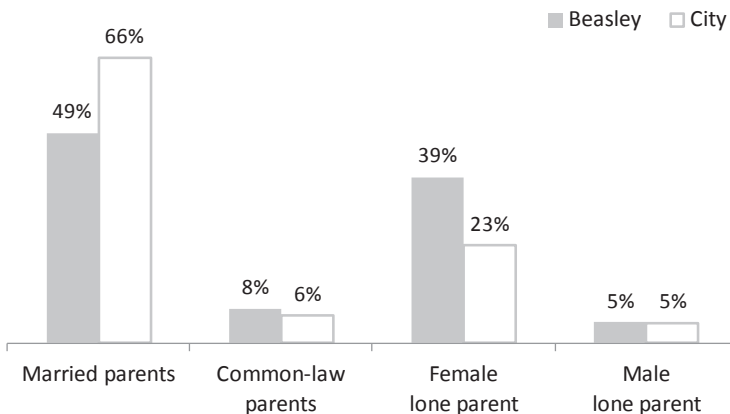
NEIGHBOURHOOD PROFILE BEASLEY

POPULATION CHARACTERISTICS

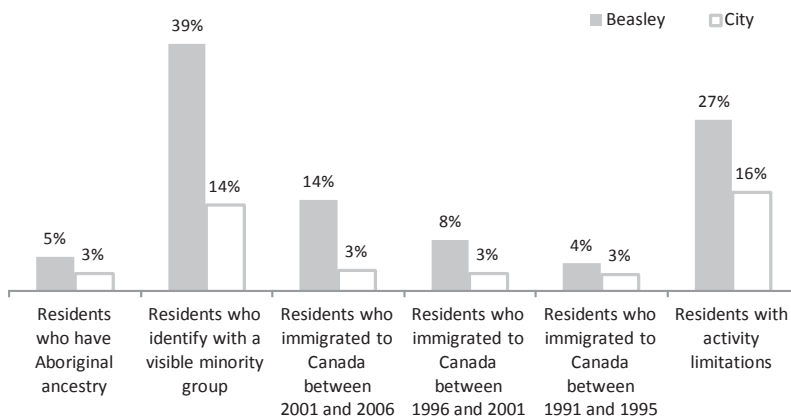
AGE GROUPS



FAMILIES WITH CHILDREN UNDER 18



POPULATION GROUPS



KEY FINDINGS

Beasley has a higher proportion of children and young adults in its population, than the city as a whole. About 11% of Beasley population are seniors compared to 15% for the city.

More than four in ten Beasley families with children are headed by lone parents (both male and female combined).

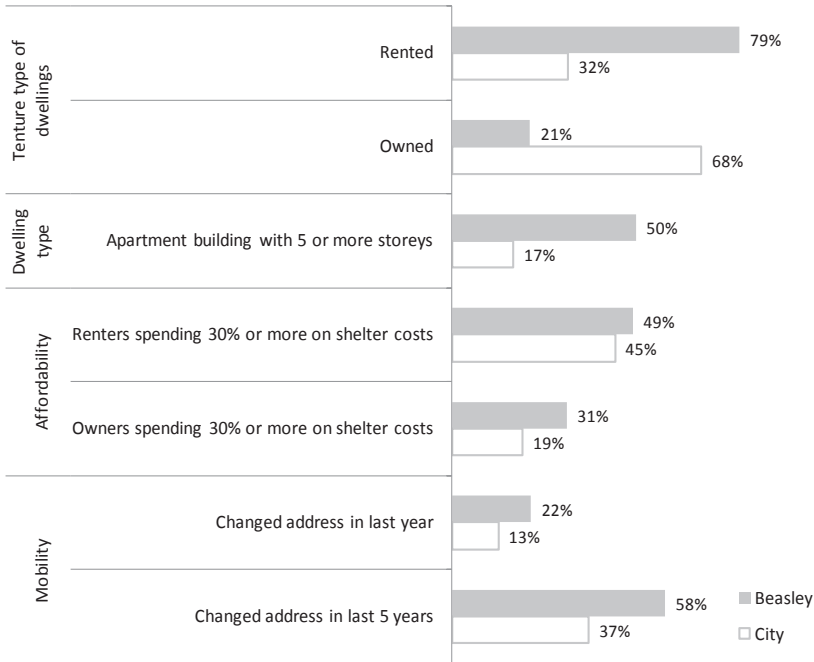
Almost four in ten Beasley residents identify with a visible minority group, almost three times higher than the average for the city. Beasley is one of Hamilton's "arrival cities" with 14% of the area's residents being newcomer immigrants compared to just 3% for the city as a whole. Beasley has a higher proportion of residents with Aboriginal ancestry (5% compared to 3% for the city).

There is a larger proportion of persons of activity limitations in Beasley as compared to the city (27% vs. 16%).

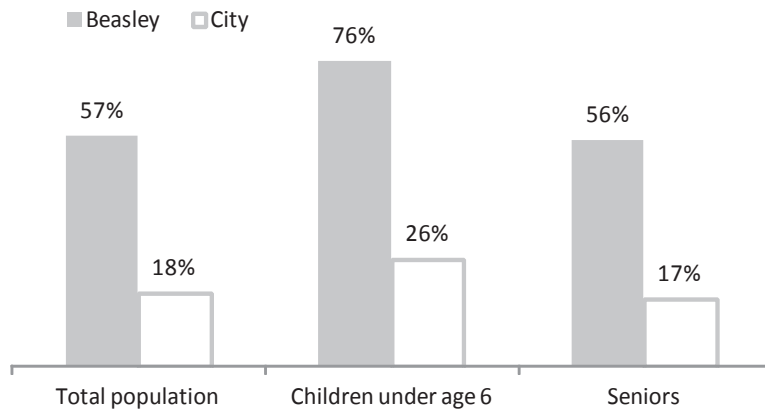
NEIGHBOURHOOD PROFILE BEASLEY

INCOME AND HOUSING

HOUSING AND MOBILITY



POVERTY RATES



KEY FINDINGS

The vast majority of homes in Beasley are rented (79%) compared to 32% for the city as a whole.

Half of Beasley dwellings are in apartment buildings with five or more stories. There are higher rates of people living in unaffordable housing in Beasley, especially for home owners.

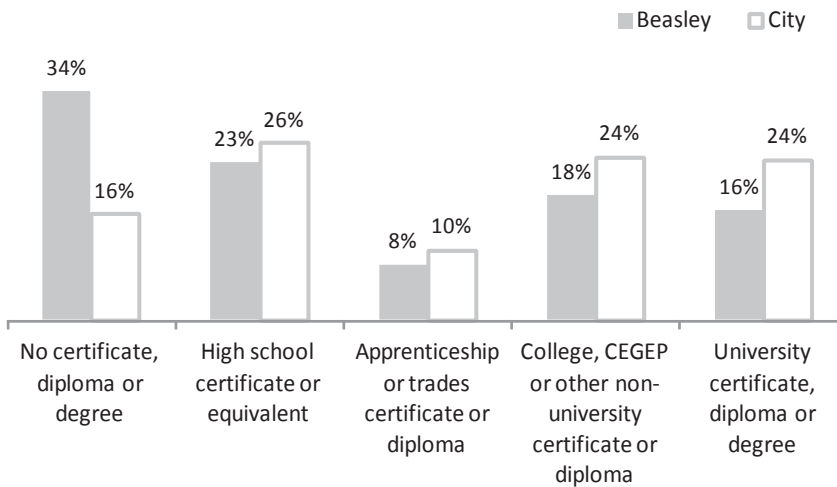
Beasley residents are more mobile than the average for the city. Almost 6 in 10 Beasley residents stay in their homes for less than five years.

Poverty rates in Beasley are three times higher than the average for the city. Almost 6 in 10 Beasley residents live on incomes below the poverty line.

NEIGHBOURHOOD PROFILE BEASLEY

EDUCATION

HIGHEST EDUCATION COMPLETED, PERSONS AGED 25-64

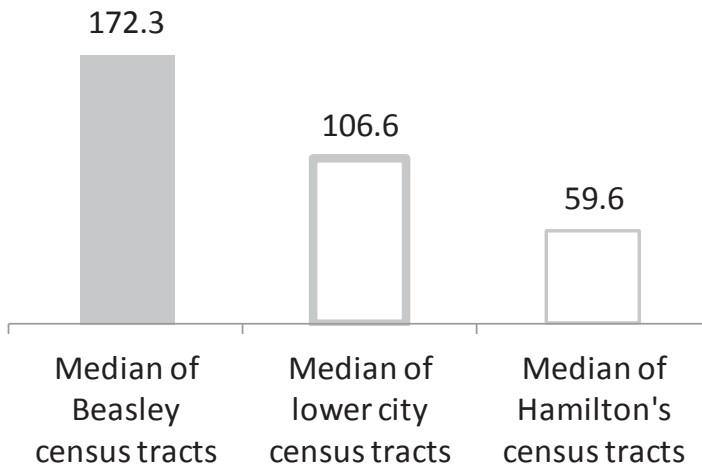


KEY FINDINGS

Beasley has a much higher proportion of residents with no completed education than the average for the city (34% vs. 16%). In all other education categories (from high school to university) Beasley has a slightly lower proportion of completion rates.

More than 17% of Beasley students do not complete their high school diploma.

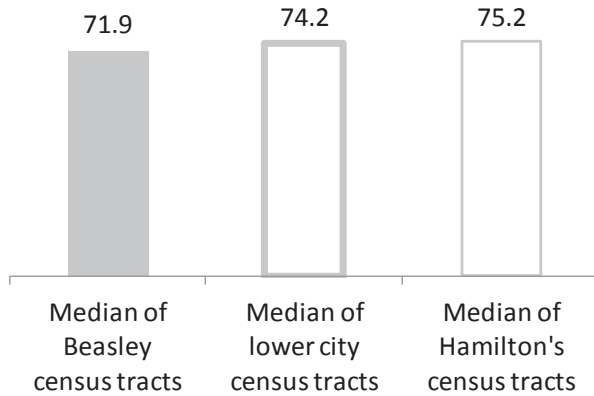
HIGH SCHOOL NON-COMPLETION RATE PER 1,000 STUDENTS



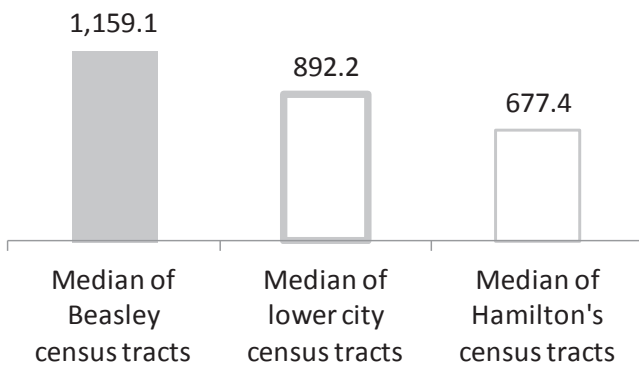
NEIGHBOURHOOD PROFILE BEASLEY

HEALTH

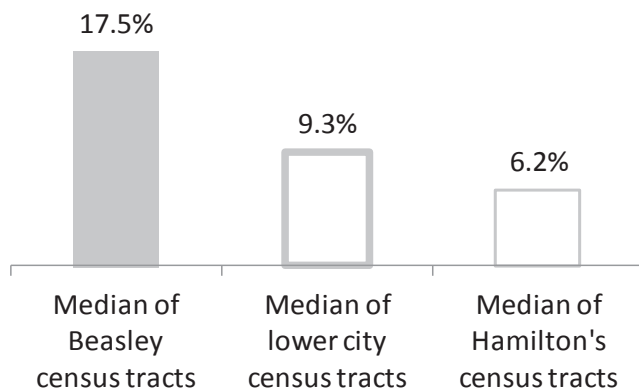
AVERAGE AGE OF DEATH



EMERGENCY ROOM VISITS PER 1000 RESIDENTS PER YEAR



PERCENTAGE OF ER VISITORS REPORTING NO FAMILY DOCTOR



KEY FINDINGS

The average age of death in Beasley is 3.3 years younger than the average age for the city as a whole.

Beasley residents are more likely to visit an emergency room as compared to the city. On average there are an additional 480 emergency room visits per thousand residents in Beasley.

17.5% of Beasley residence visiting an emergency room report having no family doctor, almost three times the rate for the city overall.

BEASLEY NEIGHBOURHOOD PLAN

APPROACH & METHODOLOGY

The Beasley Neighbourhood Plan has been organized and undertaken through the direction of the Beasley Neighbourhood Charter. The purpose of the Charter is to improve the quality of life for people who live, work and play in the Beasley Neighbourhood. The mission is to promote the social, economic, and cultural renewal of the Beasley community.

We recognize that there are many ways to achieve growth and development and that growth and development include aspects of economic, physical, social and spiritual change. As a result, efforts are required in many different ways, with the participation of a range of individuals and groups, and outcomes that reflect the realities and aspirations of the broader community.

Therefore, the overall approach that was used to gather information to articulate the Beasley Neighbourhood Plan was one of engagement. Rather than simply 'consulting' with community membership, the process was designed to seek ways that the broader community could be involved in supporting and engaging in future development. As the process was organized and undertaken through the Beasley Neighbourhood Charter, the process also recognized that the Charter is an 'organization of organizations' and that it would be important to also identify roles and relationships within the Charter members and its partners that could assist in giving action to the Neighbourhood Plan.

Overall, the approach was a two way information sharing exercise that was also expected to enable a stronger relationship to be developed between the Beasley Charter and its community members, by:

- Developing a better understanding of how we can hear back from its constituency on an on-going basis.
- Enabling the community to better understand the work being done through the Charter and promote stronger support and connection to these efforts.
- Facilitating community involvement by having outcomes, measures of success and indicators of progress identified through engagement mechanisms.

The information gathering approach and methods that were used, focused on seeking input into the priority changes or outcomes that the community sought and the means by which the Charter and other community entities would be expected to act to bring about results. The methods used to gather information included:

- Initial table discussions at the Charter Meetings (held on the 3rd Tuesday of every month).
- A series of table discussions across the different sectors that relate to the Plan.
- A broader based community survey administered through the Beasley Neighbourhood Association.
- Further discussions within the Community to review and establish priorities and expectations.

WHAT IS THE PLAN?

The neighbourhood plan sets out GOALS and OBJECTIVES, and identifies ACTIONS to achieve them.

WHY?

From the Beasley Neighbourhood Charter...

The purpose of this charter is to improve the quality of life for people who live, work and play in the Beasley Neighbourhood.

WHAT TO ACHIEVE?

PLAN GOALS

Identified by tracking neighbourhood opinions and perceptions through our annual community survey.

HOW?

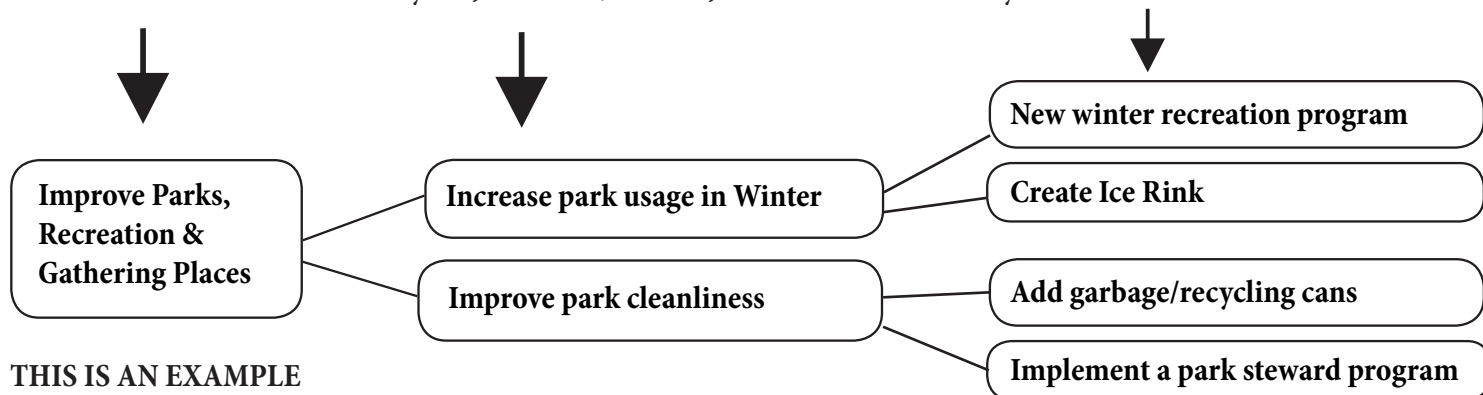
OBJECTIVES

A high level target that achieves one of our **PLAN GOALS**. **OBJECTIVES** should be specific and have a measurable outcome.

ACTION PLAN

A detailed outline of what, when, where, and how much the costs will be for any project/program that realizes an **OBJECTIVE**.

One **PLAN GOAL** can have many **OBJECTIVES**, one **OBJECTIVE** can have many **ACTION PLANS**.

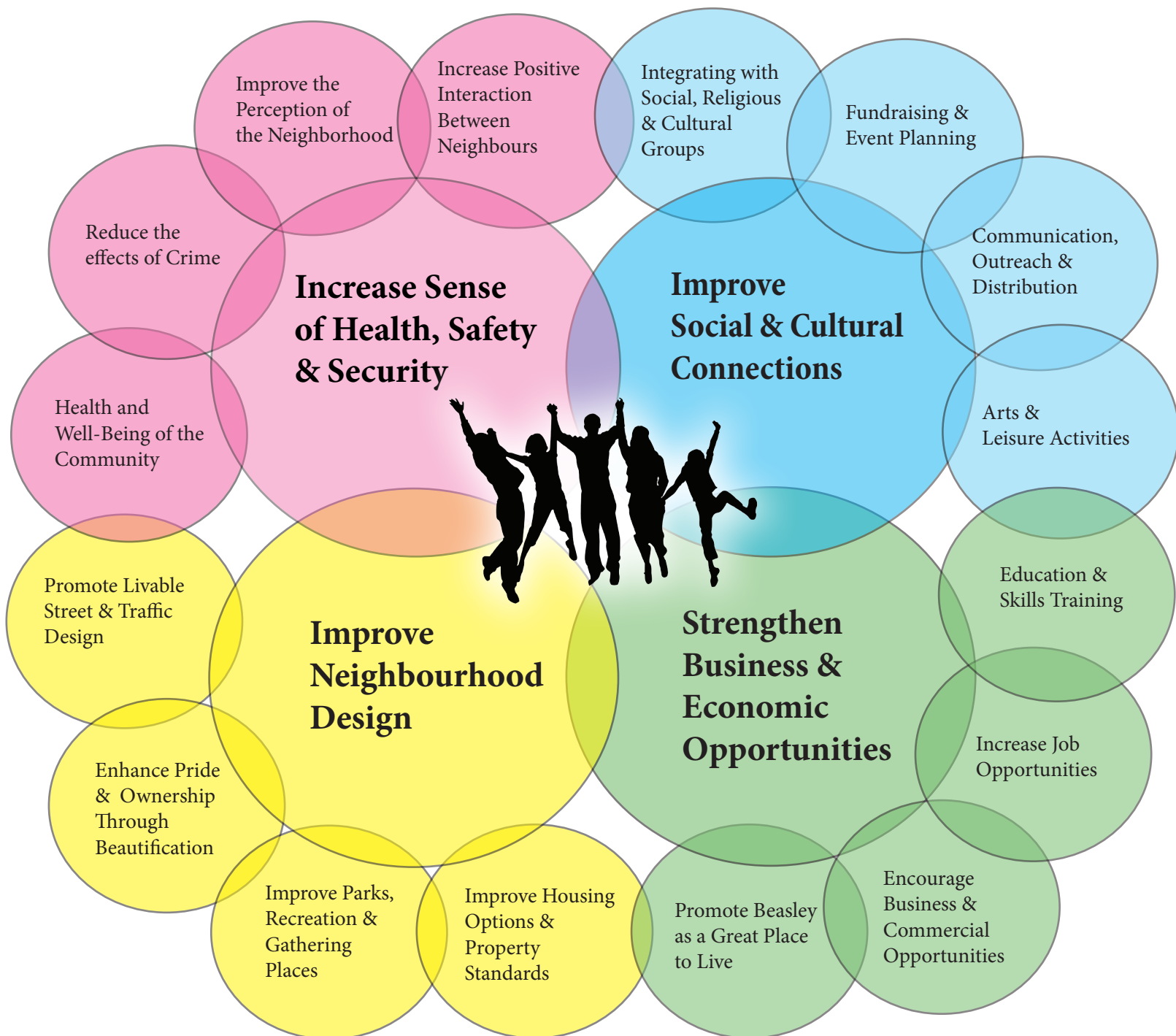


THIS IS AN EXAMPLE

BEASLEY

NEIGHBOURHOOD PLAN

A Neighbourhood Plan is a general guide that leads to community ownership. Ensuring plans and development that better reflect the wishes of the community. The goal is to improve the overall quality of life for residents today and in the future. Residents work together with business and property owners, community groups and other stakeholders through public meetings and information sharing. This process empowers residents to determine the future of their own neighbourhood. By discussing the strengths and weaknesses of the neighbourhood we can identify strategies and priorities for social, environmental, economic and cultural development!



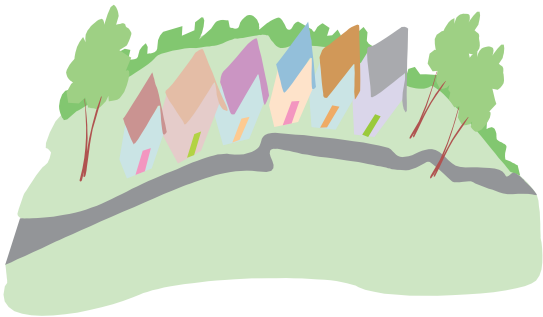
Increase Sense
of Health, Safety
& Security

Improve
Social & Cultural
Connections

Strengthen
Business &
Economic
Opportunities



**GOAL:
Improve
Neighbourhood
Design**



**OBJECTIVE:
Improve Parks,
Recreation &
Gathering
Places**

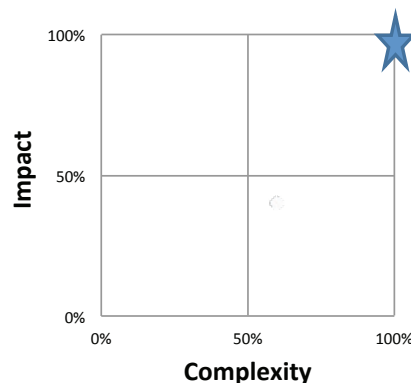
GOAL: Improve Neighbourhood Design

OBJECTIVE: Improve Parks, Recreation and Gathering Places

Action # 1: Redevelop Beasley Park

Parks are a very important part of any neighbourhood. Being adjacent to an elementary school, two community centres and being a main walkway through the neighbourhood make Beasley Park a very busy and important place. The park used to have a bad reputation, it wasn't a nice place and there were people doing drugs and leaving needles all over. Now the park is on a more positive swing, many people are using it and it is becoming a community hot spot. Redeveloping Beasley Park in a way that fits with what residents want is important and will enhance pride, ownership and attract positive attention to the neighbourhood.

- Work with Community members to see what they would like in the park, work with the City to create a Master Plan based on the recommendations.
- If possible, expand the park. The Dr. Davey School would like to use this park more often, if it was expanded it would be possible to add in a sports field so that some organized sports could be played in our neighbourhood, as it is right now there is no place in the neighbourhood to play organized soccer or football.
- Expand the Skate Park and have the Hamilton Skateboard Assembly design the layout and features.
- Update and move the playground and splash pad to a better location to allow more space for the skate park.
- Encourage more public art. The Beasley Neighbourhood Association is already working on a mural for the side of the old Beasley Community Centre.
- Build the community outdoor oven and a community garden.



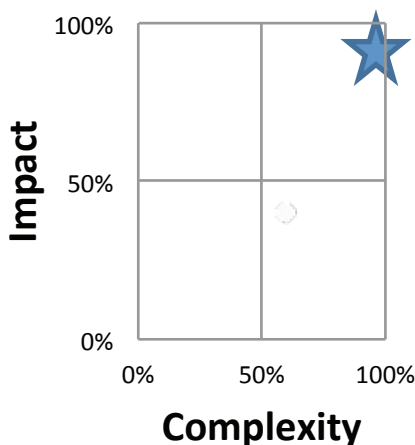
GOAL: Improve Neighbourhood Design
OBJECTIVE: Improve Parks, Recreation and Gathering Places

Action # 2: Mclaren Park Improvement



The Mclaren Park on John and Cannon St. is used mostly by families in the two buildings just across the street. It is a small park that is often packed. Kids are able to play street soccer, basketball or hang out on the playground equipment. However it is not the nicest of places, paint on the shed is wearing off, the fence makes it feel closed in, and it is an easy place for shady dealings. We would like to give some more attention to the park and encourage the city to freshen it up. The following actions will help improve Mclaren Park:

- A mural commissioned by the Beasley Neighbourhood Association, has been completed in the park.
- If possible, expand the park and open the back up to Catherine Street so it is no longer closed in.
- The BNA will continue to hold movie nights in the park near the end of summer.
- Look at how to improve the image of the park. Paint the shed and improve the look of the fence.
- The BNA would also like work with some partners to host a street soccer tournament for the kids who play in the soccer pit.



Mural by Bryce Huffman
www.brycehuffman.com

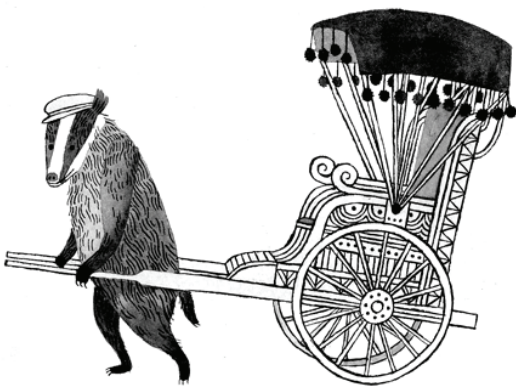
Increase Sense
of Health, Safety
& Security

Improve
Social & Cultural
Connections



Strengthen
Business &
Economic
Opportunities

GOAL:
**Improve
Neighbourhood
Design**



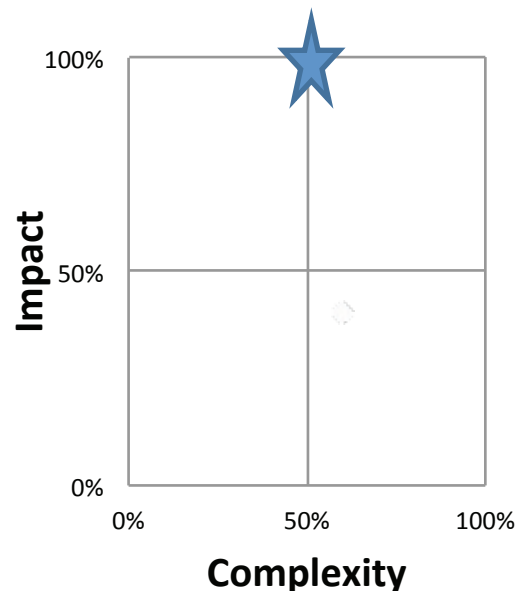
OBJECTIVE:
**Promote Livable
Street & Traffic
Design**

GOAL: Improve Neighbourhood Design
OBJECTIVE: Promote Liveable Street and Traffic Design

Action # 1: ReDesign Cannon Street to be a more neighbourhood friendly street

We feel that this is one of the most important things that could be done to revitalize our neighbourhood and make it a destination for people to live. Cannon street is a highway that runs right through the middle of our neighbourhood, people drive fast and dangerously. It is dangerous and unpleasant to walk down and even more so if you ride a bike.

- Form a resident led committee that will work on the following;
 - a) Create a report on Cannon St. to identify the issues endured and to highlight the benefits of making it a more neighbourhood friendly street.
 - b) Raise awareness of the issues caused by having a highway run through your front yard and about the benefits of transforming Cannon St. into a complete street
- Work with the Councillor, City Departments, other neighbourhoods and interested groups to come up with solutions to make Cannon a complete street.

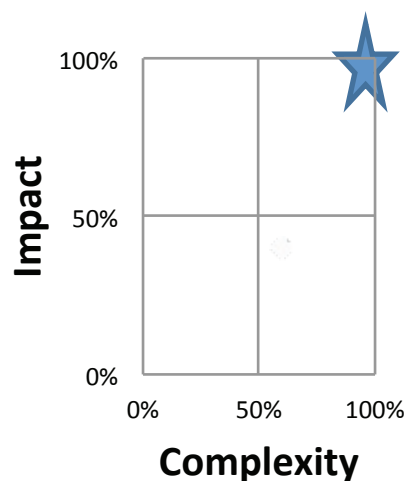


GOAL: Improve Neighbourhood Design
OBJECTIVE: Promote Liveable Street and Traffic Design

Action # 2: Create a school safety zone around Dr. Davey School

The Beasley Charter group feels it is very important that the children at Dr. Davey have a safe environment, from the moment they leave home till they return. The Dr. Davey School is surrounded by two very busy streets (Cannon and Wilson). One of the features of a safe environment is road safety as many of the children have to cross these streets. This issue is being addressed thanks to the help of Councillor Farr, the Beasley Neighbourhood Association and the parents of Dr. Davey. We hope to further increase road safety by implementing the following:

- A pedestrian activated cross walk at Kelly Street and Ferguson will help families cross Ferguson which at that time of the day is a very busy street.
- A school safety zone of 40 km an hour on Ferguson will make it safer by slowing down traffic at an intersection that children frequently use.
- A flashing School zone on Wilson is also being installed.

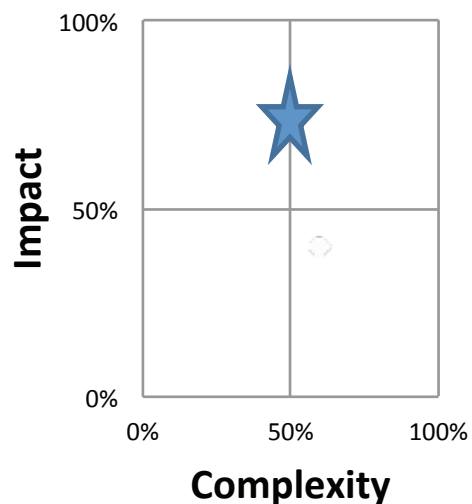


GOAL: Improve Neighbourhood Design
OBJECTIVE: Promote Liveable Street and Traffic Design

Action # 3: Identify 3 Street Hot Spots, create report and give to council

- Gets most pressing concerns documented and addressed
- Create a 5 year plan

- The 3 Chosen Intersections are:
- John / Robert
- Mary / Cannon
- Mary / Wilson



Increase Sense
of Health, Safety
& Security

Improve
Social & Cultural
Connections

Strengthen
Business &
Economic
Opportunities



**GOAL:
Improve
Neighbourhood
Design**



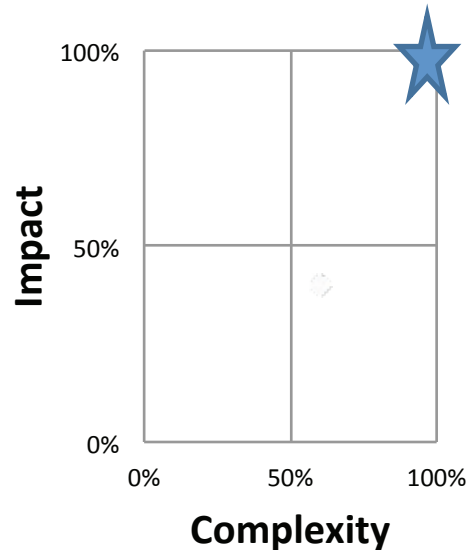
**OBJECTIVE:
Improve Housing
Options &
Property
Standards**

GOAL: Improve Neighbourhood Design
OBJECTIVE: Improve Housing Options and Property Standards

Action # 1: Encourage Density

We hope to see intensification in our neighbourhood without causing gentrification. This is why we hope to do our part to encourage and promote mixed housing development as the way forward.

- Work with interested parties like Canada Mortgage and Housing, Habitat for Humanity etc... to find out what we as residents can do.
- Find ways to attract developers and people to our neighbourhood.



GOAL: Improve Neighbourhood Design

OBJECTIVE: Improve Housing Options and Property Standards

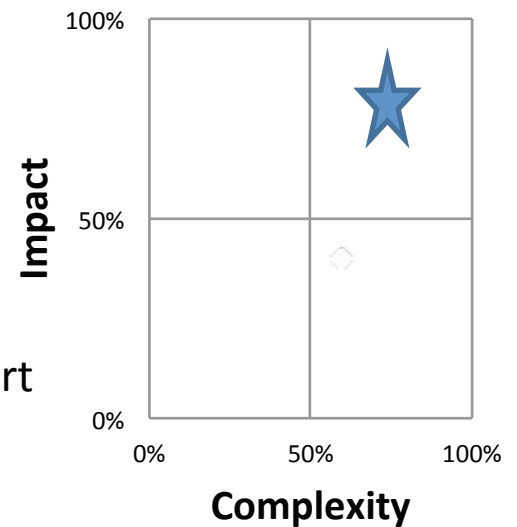
Action # 2:

Improve Landlord and Tenant Relations

Improve relationship between landlords and tenants through education and forums

Beasley Tenant Rights Training

- Empowers tenants
- Promotes happy and healthy living
- Builds knowledge base and peer support
- Bylaw training (housing help centre)



Landlord Network Forum

- On going communication tool between residents and landlords
- Builds trust between residents and landlords
- Changes perceptions
- Database of Landlords (imapper.com)

Increase Sense
of Health, Safety
& Security

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GOAL:
**Improve
Neighbourhood
Design**



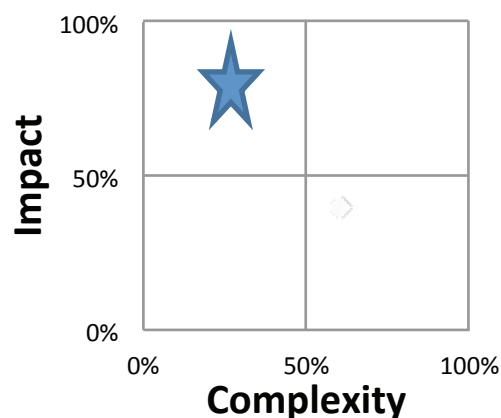
OBJECTIVE:
**Enhance Pride
& Ownership
Through
Beautification**

GOAL: Improve Neighbourhood Design
OBJECTIVE: Enhance Pride and Ownership Through Beautification

Action # 1: Address Garbage and Dumping Issues

We recognize the effect that this has on how people feel about the neighbourhood. That is why we feel that addressing the garbage and dumping issues is vital to enhancing the pride and ownership of our neighbourhood.

- Through the City's Adopt A Park program the Beasley Neighbourhood Association has committed to clean up Beasley Park at least four times a year.
- The Beasley Planning team will form an action group and would like to partner with the City of Hamilton Public Works Department and other interested groups to identify hot spots, encourage more volunteers to do garbage crawls and develop more strategies to reduce littering.
- Some people don't have a vehicle so it is easier to throw stuff in an alleyway than it is to take the effort to go to the recycling centre. We would like to work with the city on the possibility of having a downtown dumpster day, a chance for residents, who may have difficulty getting to the designated dumps or recycling plants, to get rid of hazardous waste, larger items or just more garbage.



GOAL: Improve Neighbourhood Design
OBJECTIVE: Enhance Pride and Ownership Through Beautification

Action #2: Reward, Recognize and Encourage Beautification Champions

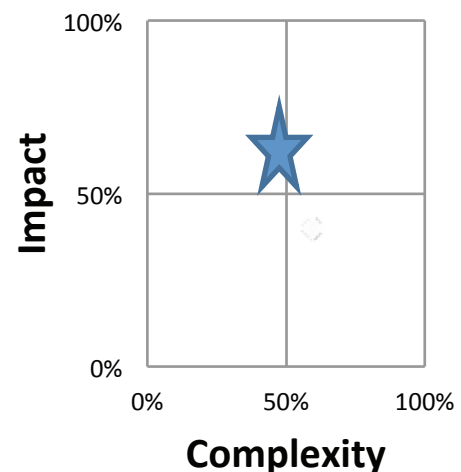
Shows that Beasley Cares

Increase Awards focus/recognition

- i.e. Focus on winners of Trillium Award
- Increases pride in neighbourhood

Improved Property Award

- Send in before and after photo and award property that has improved the most
- Increases pride in neighbourhood

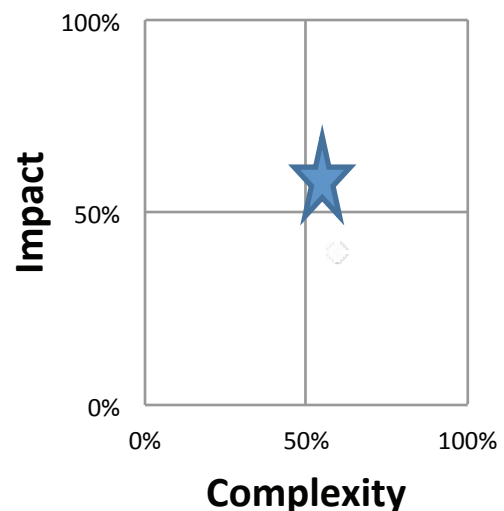


GOAL: Improve Neighbourhood Design
OBJECTIVE: Enhance Pride and Ownership Through Beautification

Action # 3: Alleyway Project

Alleyways are consistently areas used for dumping and other acts that shouldn't happen in public spaces. In order to get this under control and take back our alleyways we intend to:

- Identify the most neglected alleyways and encourage people to sign up for the City's Adopt a Alleyway project
- Develop creative uses for unused alleyways (parks, yard sales, move nights). If we use them other people won't.
- Do alleyway patrols, possibly with the police and neighbours.



**OBJECTIVE:
Reduce the
effects of Crime**

**GOAL:
Increase Sense
of Health, Safety
& Security**

**Improve
Social & Cultural
Connections**

**Improve
Neighbourhood
Design**

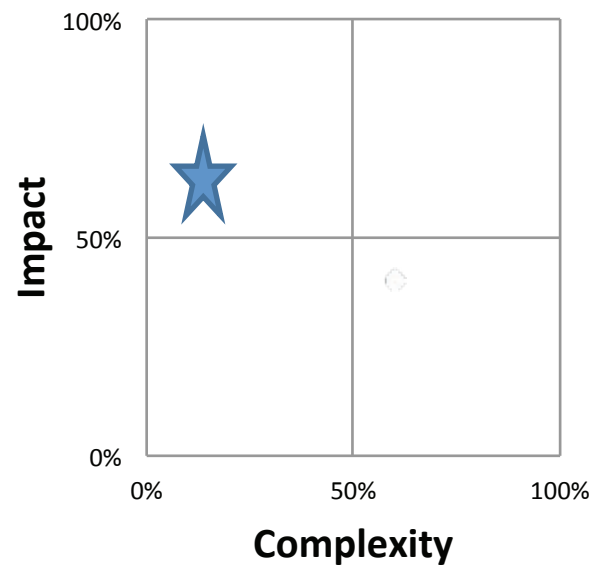
**Strengthen
Business &
Economic
Opportunities**



GOAL: Increase Senses of Health, Safety and Security
OBJECTIVE: Reduce Effects of Crime

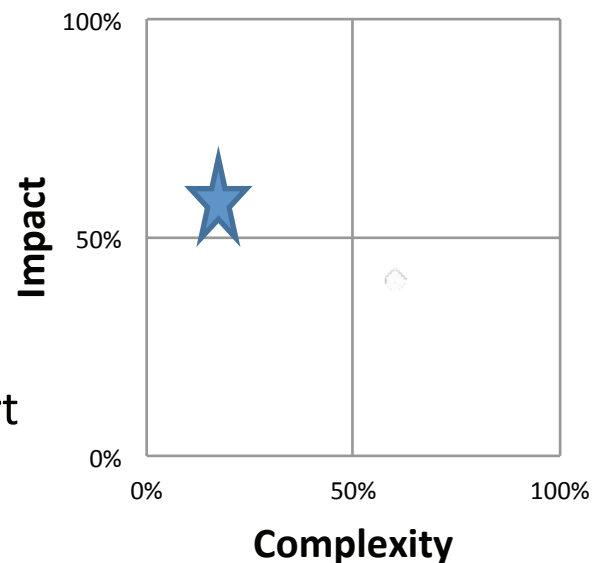
Action # 1: Crime Prevention Through Environmental Design (CPTED)

- Improves design to reduce hiding spots
- Makes people feel more visible and safer
- Better Lighting
- For Beasley Park and McLaren Park



Action #2: Create a Crime Awareness Package

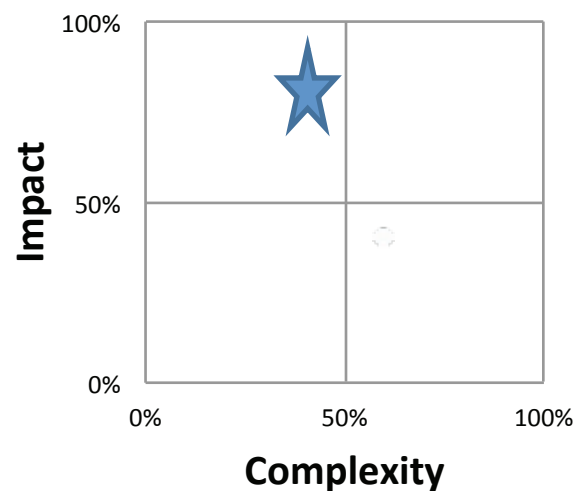
- Promote Operation Safe Guard / Crime Stoppers
- Reduces attractiveness for criminals to target a home/business
- Lets people know they can report safely and anonymously



GOAL: Increase Senses of Health, Safety and Security
OBJECTIVE: Reduce Effects of Crime

Action # 3: Neighbourhood walk around

- Increase presence in neighbourhood
- Go with or without police
- Meet your neighbours
- Take back the streets for neighbours
- Eyes on the streets
- Increased awareness for what is going on
- Could be themed (by season...)



**OBJECTIVE:
Increase Positive
Interaction
Between
Neighbours**



**GOAL:
Increase Sense
of Health, Safety
& Security**

**Improve
Social & Cultural
Connections**

**Improve
Neighbourhood
Design**

**Strengthen
Business &
Economic
Opportunities**

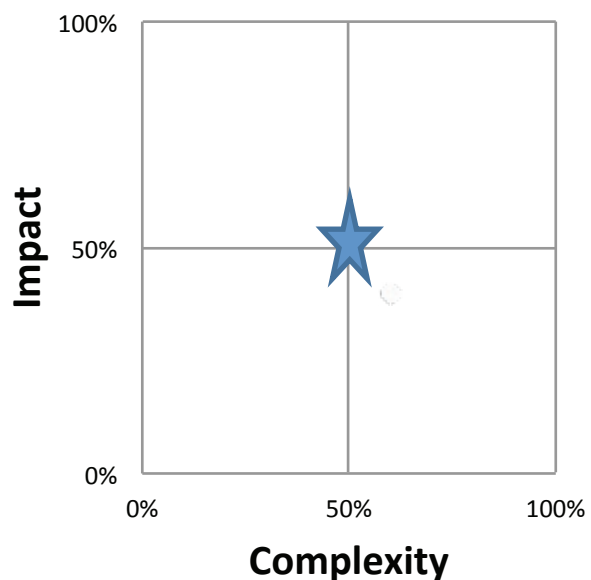


GOAL: Increase Senses of Health, Safety and Security
OBJECTIVE: Increase Positive Interaction Between Neighbours

Action # 1: **Neighbours Helping Neighbours**

With the desire to increase positive interaction between neighbours we propose creating a program called neighbours helping neighbours. To encourage Beasley residents to share their talents, skills and time to help each other out, build community or learn new skills. To do this we shall:

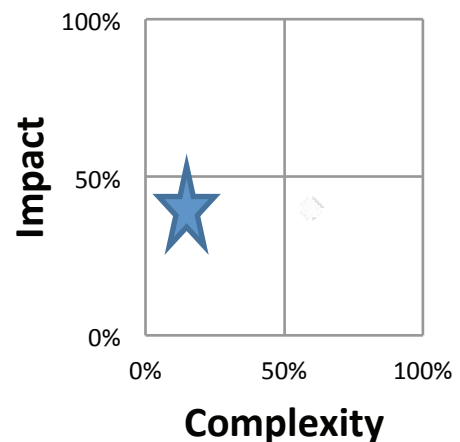
- Create a broad network of interested people and learn what skills they have, can teach or would like to learn.
- Help provide for each other's needs, check in and watch out for one another. (e.g. be aware of elderly neighbours, watch out for crime)



GOAL: Increase Senses of Health, Safety and Security
OBJECTIVE: Increase Positive Interaction Between Neighbours

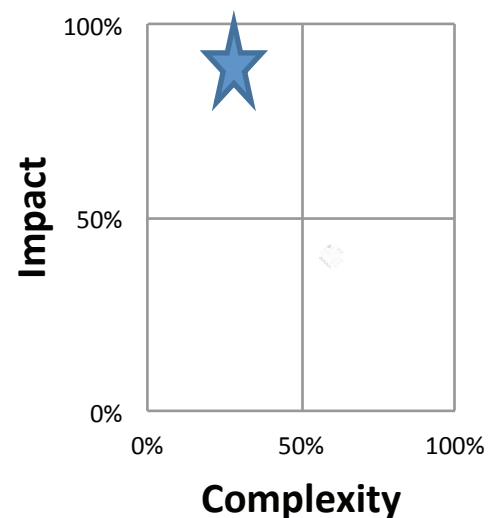
Action # 2: 'Beasley Champions'

- Make connections to residents you might not know
- Block Champion/Ambassador
- Creates a built in tree network
- Breaks down stigma



Action # 3: Interest Based Groups

- i.e. knitting, baking, sports, gardening, clothing swaps, neighbourhood garage sale...
- Opens doors for people
- Gets people talking who might not normally interact



**OBJECTIVE:
Improve the
Perception of
the Neighborhood**

**GOAL:
Increase Sense
of Health, Safety
& Security**

**Improve
Social & Cultural
Connections**

**Improve
Neighbourhood
Design**

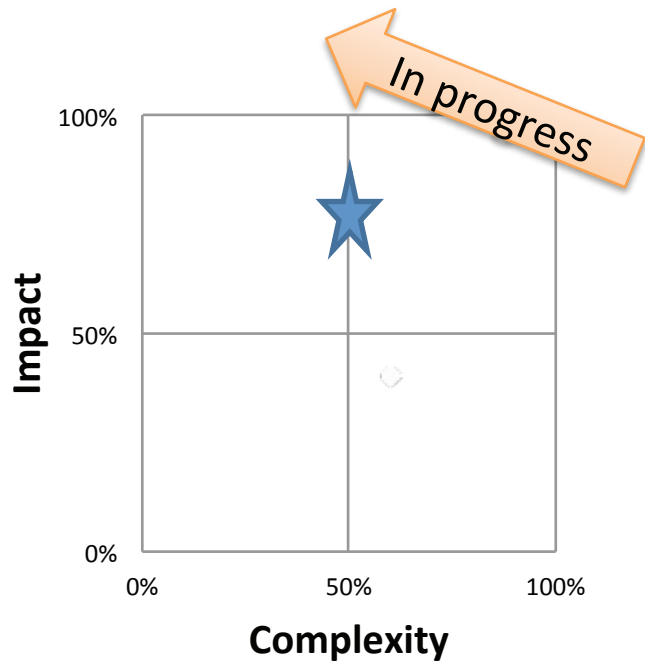
**Strengthen
Business &
Economic
Opportunities**



GOAL: Increase Senses of Health, Safety and Security
 OBJECTIVE: Improve Perception of Neighbourhood

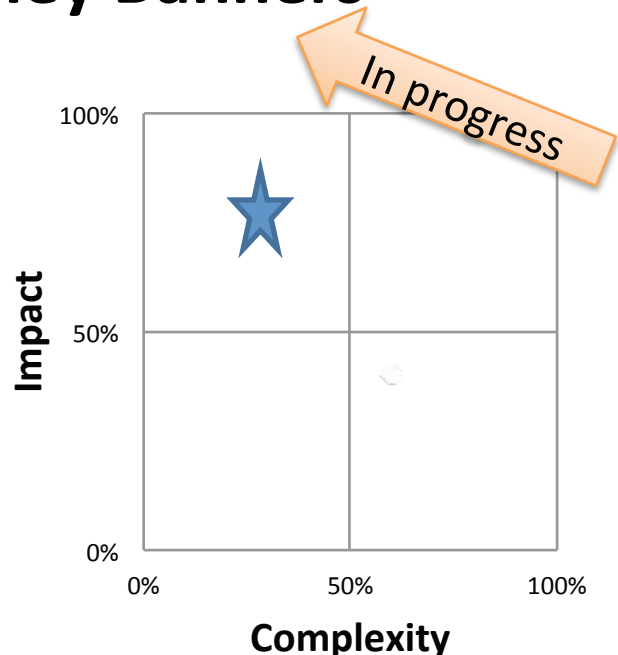
Action # 1: Beasley Fair

- Promote new businesses / organizations in Beasley
- Shows support



Action # 2: Beasley Banners

- Enhance sense of place by branding
- Creates positive associations with the name Beasley
- Shows off the neighbourhood

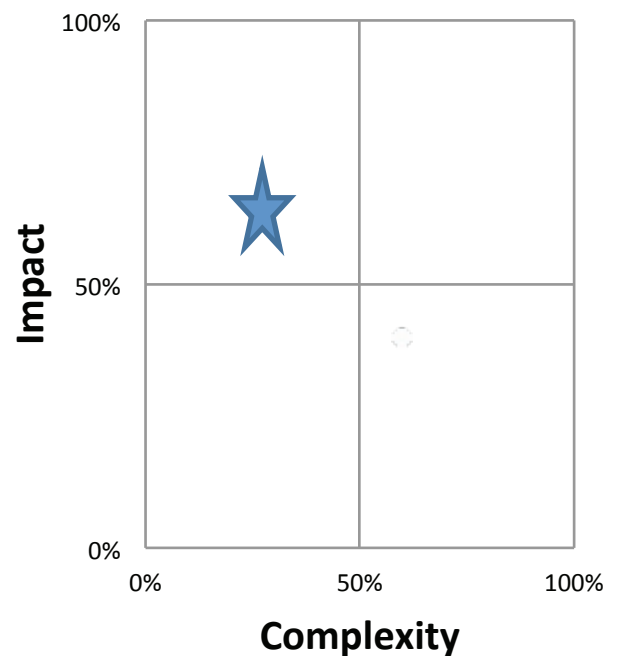


Designed by Paul Elia
 www.paulelia.ca

GOAL: Increase Senses of Health, Safety and Security
OBJECTIVE: Improve Perception of Neighbourhood

Action # 3: Establish Media Strategy

- Improve rapport with media (television, online, newspapers)
- Share photos of community events
- Share good news stories
- Create a social marketing action team



**OBJECTIVE:
Health and
Well-Being of the
Community**



**GOAL:
Increase Sense
of Health, Safety
& Security**

**Improve
Social & Cultural
Connections**

**Improve
Neighbourhood
Design**

**Strengthen
Business &
Economic
Opportunities**

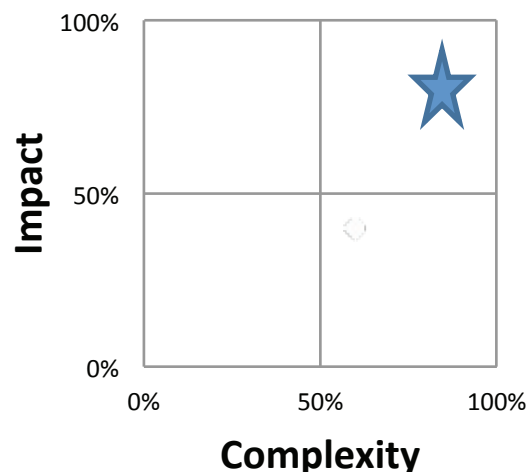


GOAL: Increase Senses of Health, Safety and Security
OBJECTIVE: Health and Well-Being of the Community

Action # 1: Promote Healthy Food Networks

Community Food Security is defined as “a situation in which all community residents obtain a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes self-reliance and social justice.” The Beasley Charter team recognizes the importance of food security and the right for all people to have access to healthy, nutritious food. We hope to progress Hamilton closer to Food Security by:

- Continuing to partner with and support for initiatives that are already taking place in our neighbourhood, such as, the Good Food box and the Hamilton Victory Gardens.
- Partner with groups like the Hamilton Community Food Security Stakeholder Committee to work together towards the same goals.
- We would like to renovate the kitchen in the Old Beasley Community Centre, so that it can be used as a community kitchen. This could be a place where people learn to cook or preserve food.
- Find a space and build a community garden in or near Beasley Park and the Community Kitchen.
- Build a community outdoor oven, a place where people can learn how to bake different breads, pizzas or just to gather as a community.

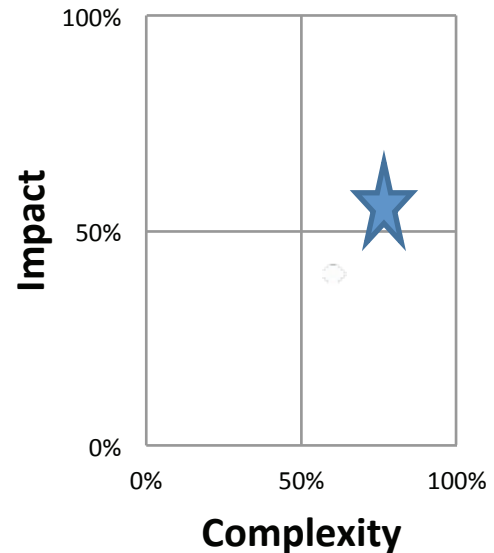


**PRIORITY
ACTION**
see page 72
for more details

GOAL: Increase Senses of Health, Safety and Security
OBJECTIVE: Health and Well-Being of the Community

Action #2: Improve Accessibility for People with Mobility Issues

- Sidewalk surveys
- Give a voice to those with mobility issues
- Attracts increased variety of people to live in Beasley

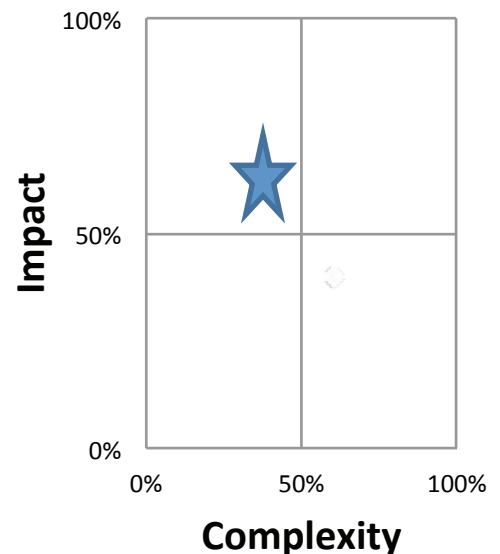


Action # 3: Learn Strategies to Live with Marginalized Populations

PRIORITY ACTION

In Beasley everyone is important and should have a voice. We want to make sure that we aren't pushing people to the fringe of society but instead would like to involve all people in the community. We strongly believe that by valuing all people and including them that we will create a mutual respect for one another. In order to do this we shall:

- Help to foster a more accurate perception of the challenges faced by at-risk population through education?
- Work with groups that are already doing this and together form strategies that will help everyone feel part of the neighbourhood.



GOAL: Increase Senses of Health, Safety and Security
OBJECTIVE: Health and Well-Being of the Community

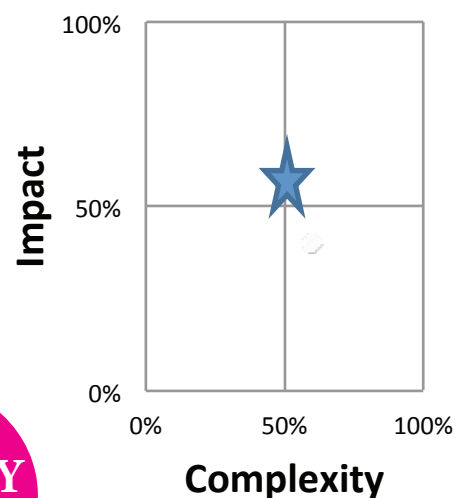
Action # 4: Recreational Groups that promote Active Living

Recreational activities are a vital part of every child's development, they help them grow, learn to work as a team and build self esteem. We recognize all the great things that our Charter partners are already doing in the neighbourhood but would like to enhance this and provide even more opportunities for the children in our neighbourhood through the following actions:

- Connect people with activities that already exist. By finding out what exists and helping people get involved.
- Identify barriers that may exist and work with partners to overcome them.
- Develop organized sports leagues through volunteers and partner organizations.

Work more closely with Hamilton Skateboard Assembly

- How can we can help?
- Show that we value the skateboarders in our community



OBJECTIVE: Integrating with Social, Religious & Cultural Groups

**GOAL:
Improve
Social & Cultural
Connections**

**Increase Sense
of Health, Safety
& Security**

**Improve
Neighbourhood
Design**

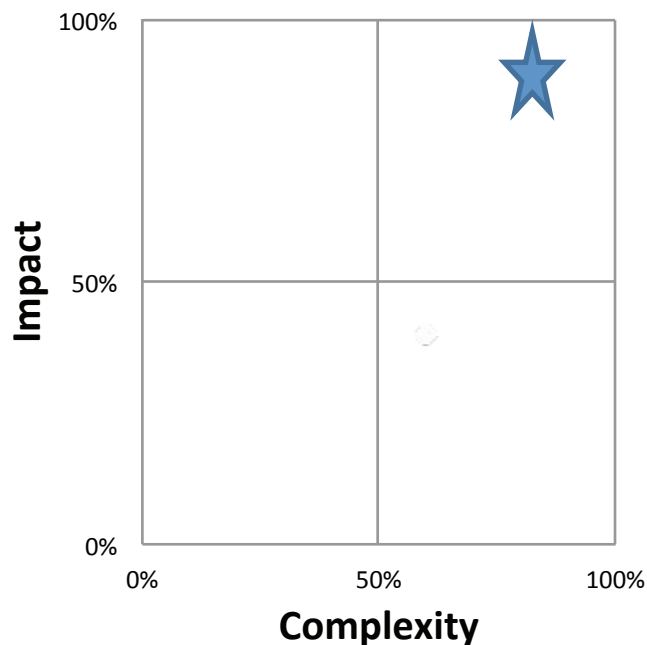
**Strengthen
Business &
Economic
Opportunities**



GOAL: Improve Social and Cultural Connections
OBJECTIVE: Integrating with Social, Religious and Cultural Groups

Action # 1: Encourage Cultural Ambassador Programs

- Give a voice to those who aren't heard
- Show that they are a valued members of the community
- Encourage cultural and cross cultural dialogues
- Attract people who don't / aren't always able to get involved



GOAL: Improve Social and Cultural Connections
OBJECTIVE: Integrating with Social, Religious and Cultural Groups

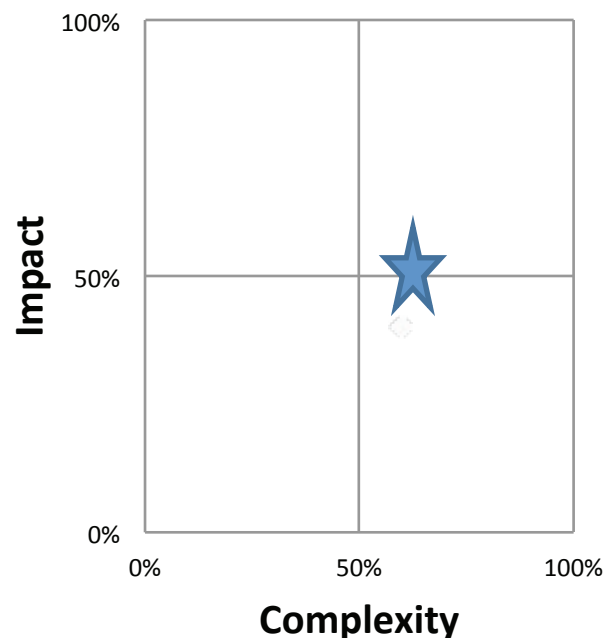
Action # 2: Develop Directory of Faith and Cultural Groups in Beasley

Directory of Faith Group Locations

- Help residents know what is available
- Supports faith groups in Beasley

Directory of Cultural Groups

- i.e. Map of cultural markets
- Gives cultural groups a voice
- Help residents know what is available

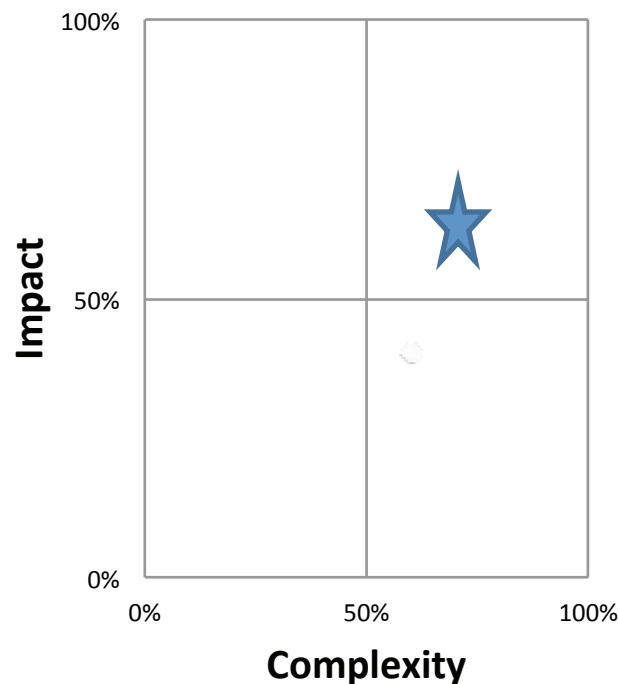


GOAL: Improve Social and Cultural Connections
OBJECTIVE: Integrating with Social, Religious and Cultural Groups

Action # 3: Beasley International Market / Culture Festival

Beasley is a very diverse neighbourhood many new comers arrive here because of the affordability. We would like to celebrate the unique diversity in our Neighbourhood by hosting a Cultural Fair.

- Connect and partner with different cultural/ ethnic groups to put together a large event (markets, performances etc) in the International Village or Beasley Park



OBJECTIVE: Communication, Outreach & Distribution

**GOAL:
Improve
Social & Cultural
Connections**

**Increase Sense
of Health, Safety
& Security**

**Improve
Neighbourhood
Design**

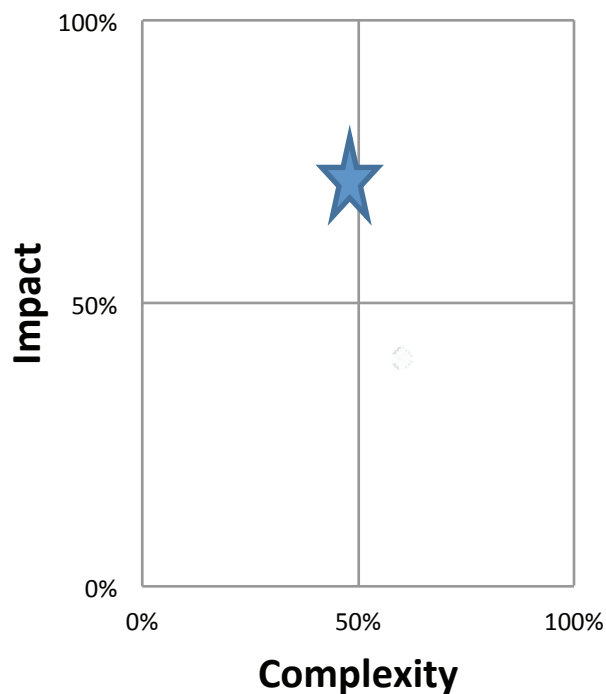
**Strengthen
Business &
Economic
Opportunities**



GOAL: Improve Social and Cultural Connections
OBJECTIVE: Communication, Outreach and Distribution

Action # 1: Newsletter Distribution

- Post online
- More cultures represented
- More community buy-in
- Door to door handouts



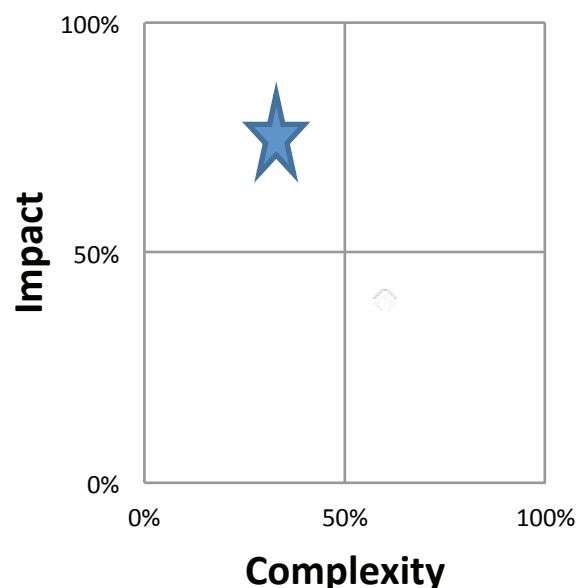
GOAL: Improve Social and Cultural Connections
OBJECTIVE: Communication, Outreach and Distribution

Action # 2: Raise Profile of BNA in the Community Centre

- Establish as a Community Hub
- Display case for the Charter in community
- Develop better access with the “Old” Community Centre” and have it renamed to “Beasley Place

Suggestion Box

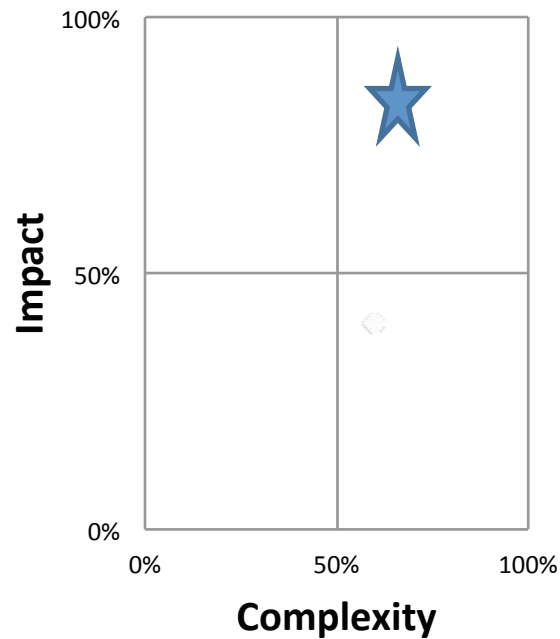
- Anonymous
- For BNA
- Allows people to bring up issues even if they are shy or unable to attend a meeting



GOAL: Improve Social and Cultural Connections
OBJECTIVE: Recreation and Leisure Activities

Action # 3: Youth Neighbourhood Association

- Gives them a voice and a value
- Teaches that they can make a difference



OBJECTIVE: Fundraising & Event Planning

**GOAL:
Improve
Social & Cultural
Connections**

**Increase Sense
of Health, Safety
& Security**

**Improve
Neighbourhood
Design**

**Strengthen
Business &
Economic
Opportunities**



GOAL: Improve Social and Cultural Connections
OBJECTIVE: Fundraising and Event Planning

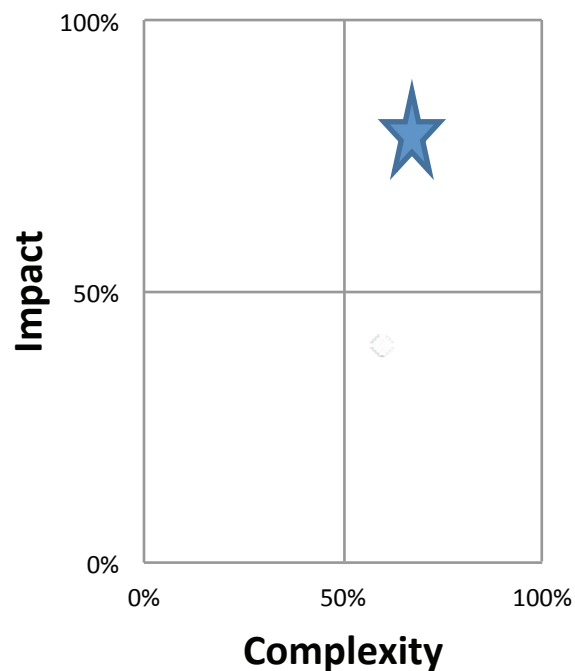
Action # 1: Fundraising Event

Upscale Fundraising Event

- At Liuna Station
- Attract smaller crowd with money
- Catered (ie.Carmens)

Mass Participation Event

- Easy entry for large numbers to participate
- Cheap and affordable
- Come out for a fun time



GOAL: Improve Social and Cultural Connections
OBJECTIVE: Fundraising and Event Planning

Action # 2: Merchandising / Branding Items for Fundraising

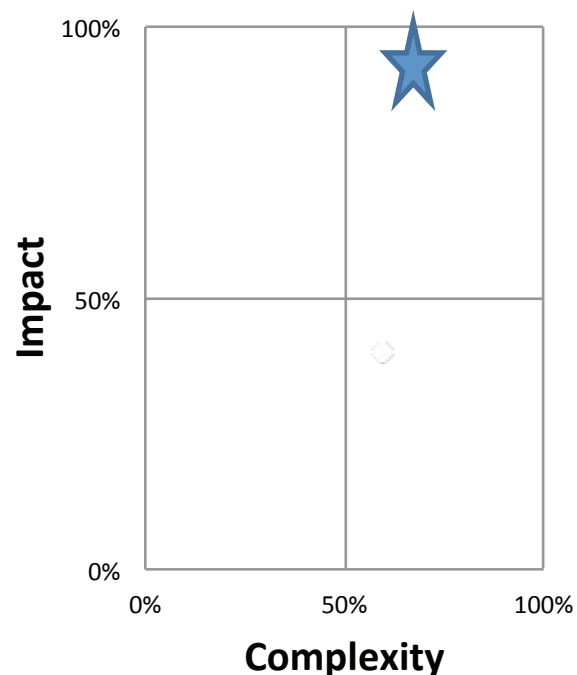
Beasley Calendar

- Have children take photos / draw pictures and produce a calendar
- Promotes pride and a positive view
- Sell for fundraising

Children's Book

- Symbolically represent the story of Beasley in the form of a children's book

**Design and distribute
Hats, Buttons, T-shirts,
Posters, etc.**



GOAL: Improve Social and Cultural Connections
OBJECTIVE: Fundraising and Event Planning

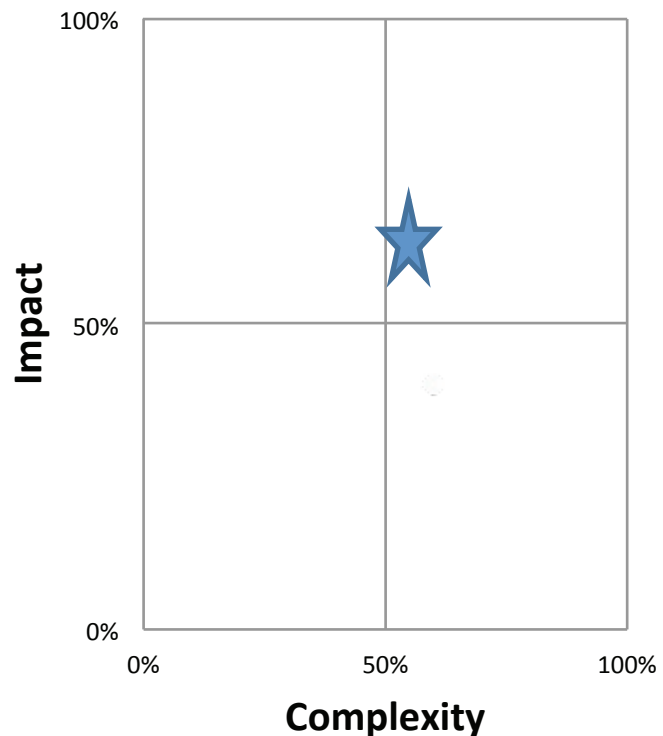
Action # 3: Special Interest Events

Restaurant Crawl

- Taste of Beasley
- Food, art, tours...
- Raise awareness 'you're in Beasley'

Halloween Fest

- Hamilton Zombie
- Haunted Hamilton
- Costume competition
- Prize for best decorated house



OBJECTIVE: Arts & Leisure Activities

**GOAL:
Improve
Social & Cultural
Connections**

**Increase Sense
of Health, Safety
& Security**

**Improve
Neighbourhood
Design**

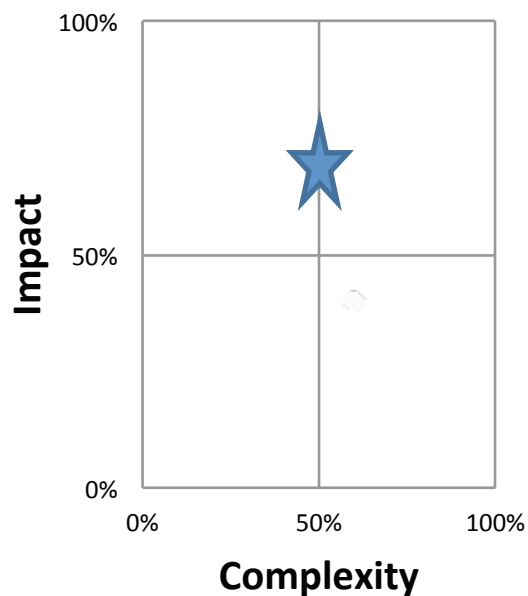
**Strengthen
Business &
Economic
Opportunities**



GOAL: Improve Social and Cultural Connections
OBJECTIVE: Arts and Leisure Activities

Action # 1: Promote Creativity

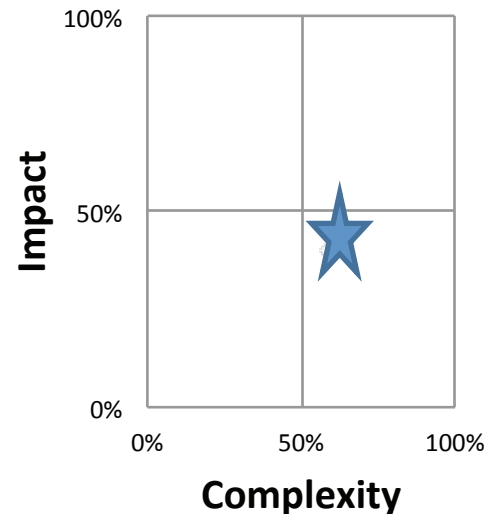
- Youth Theatre Group
- Art programs (for youth, seniors..)
- Encourage creative expression
- Connect with arts community
- Science and Engineering Club
- Connect with Hamilton Artist Inc or The Print Studio



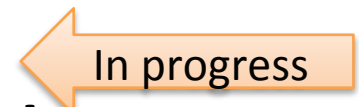
GOAL: Improve Social and Cultural Connections
OBJECTIVE: Arts and Leisure Activities

Action # 2: Connect Community to Social Groups

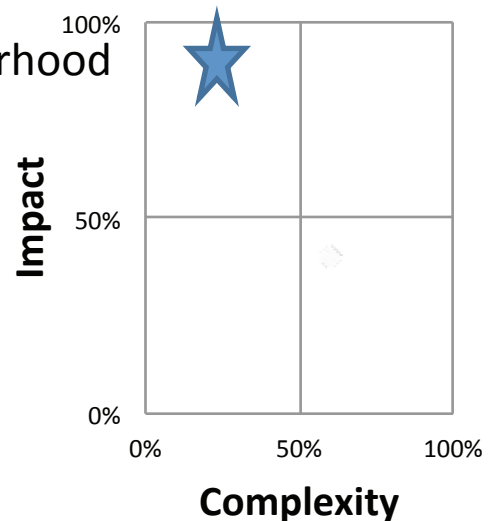
- Connect seniors and youth...
- Scouts, Girl Guides...
- Identifies what is currently available



Action # 3: Rotating Movie Nights



- Promote different venues in neighbourhood
- Gets people out to different places
- Exposed to new people



**Increase Sense
of Health, Safety
& Security**

**Improve
Social & Cultural
Connections**



**Improve
Neighbourhood
Design**

**GOAL:
Strengthen
Business &
Economic
Opportunities**

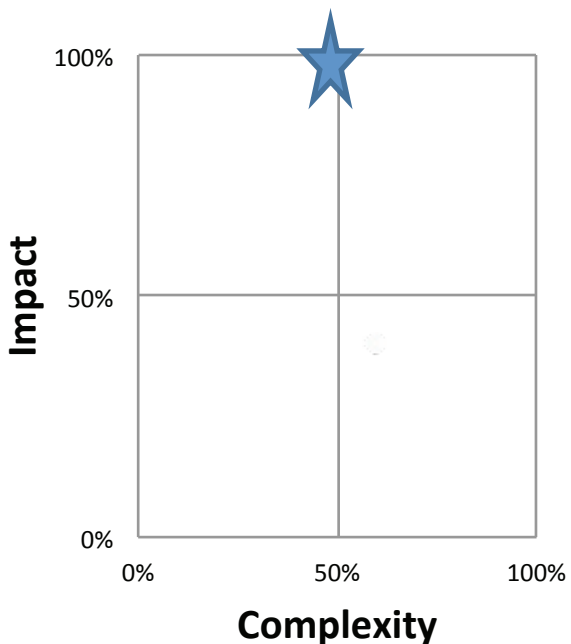


**OBJECTIVE:
Education & Skills
Training**

GOAL: Strengthen Business and Economic Opportunities
OBJECTIVE: Education and Skills Training

Action #1: Technology/Trade Skills Training

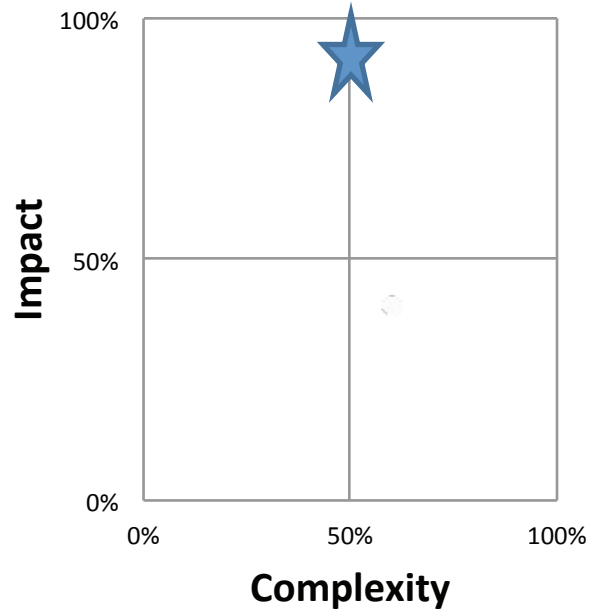
- Connect isolated residents
- More choices leads to success
- Increase the skill set of the community
- 'do-it yourself' workshops
- Involve teen drop in / co-op students



GOAL: Strengthen Business and Economic Opportunities
OBJECTIVE: Education and Skills Training

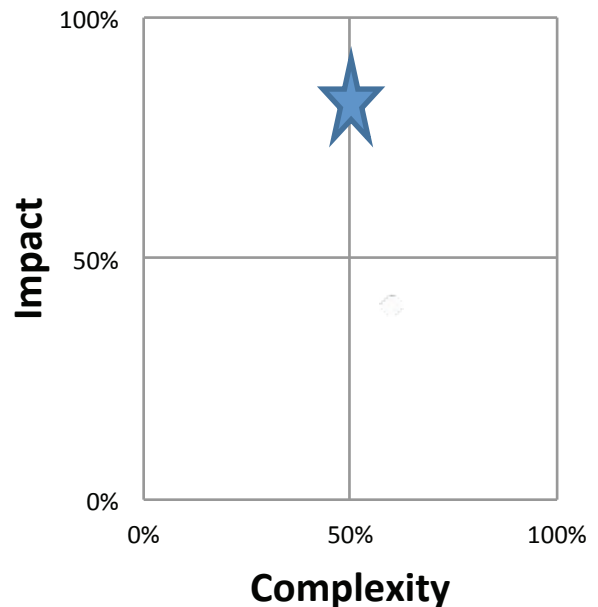
Action # 2: Academic Support Programs for Youth

- Engage youth to learn
- Hands on activities and experience
- Ownership of their own learning goals
- Co-op with businesses



Action # 3: Language Skills Opportunity

- Bring together various cultures
- Connect isolated residents
- Give more opportunities and more choices



**Increase Sense
of Health, Safety
& Security**

**Improve
Social & Cultural
Connections**



**Improve
Neighbourhood
Design**

**GOAL:
Strengthen
Business &
Economic
Opportunities**

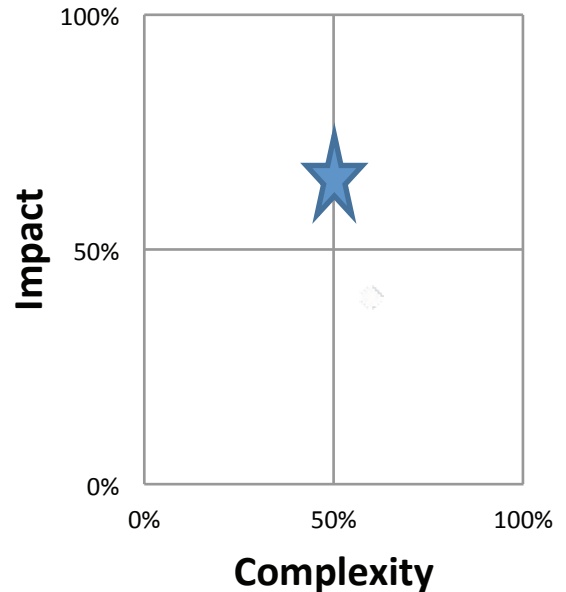


**OBJECTIVE:
Increase Job
Opportunities**

GOAL: Strengthen Business and Economic Opportunities
OBJECTIVE: Increase Job Opportunities

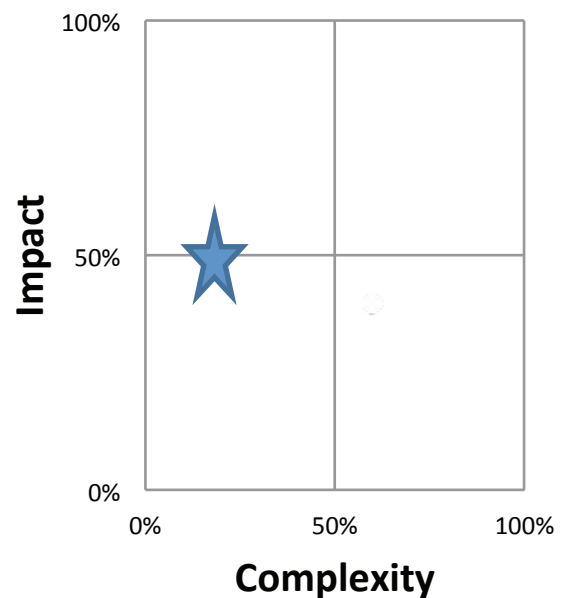
Action # 1: Promote Current Job Skills Opportunities in Beasley

- Learn how to better promote current opportunities and make links
- Connects those in need to those offering services
- Co-ops



Action # 2: Develop an Employment Resource Network

- Get advice from experts
- Resume building
- Job search and interview skills



**Increase Sense
of Health, Safety
& Security**

**Improve
Social & Cultural
Connections**



**Improve
Neighbourhood
Design**

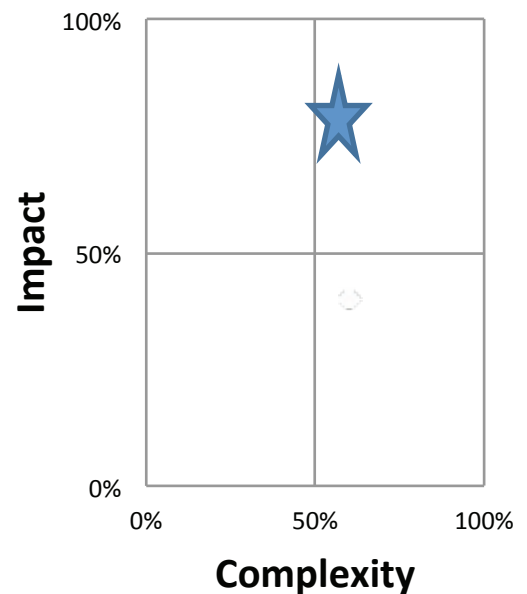
**GOAL:
Strengthen
Business &
Economic
Opportunities**

**OBJECTIVE:
Promote Beasley
as a Great Place
to Live**

GOAL: Strengthen Business and Economic Opportunities
OBJECTIVE: Promote Beasley as a Great Place to Live

Action # 1: 'Welcome Wagon' website / brochure

- Highlight assets in community
- Business directory
- Welcome package for new comers
- Real-estate package to attract people to the neighbourhood



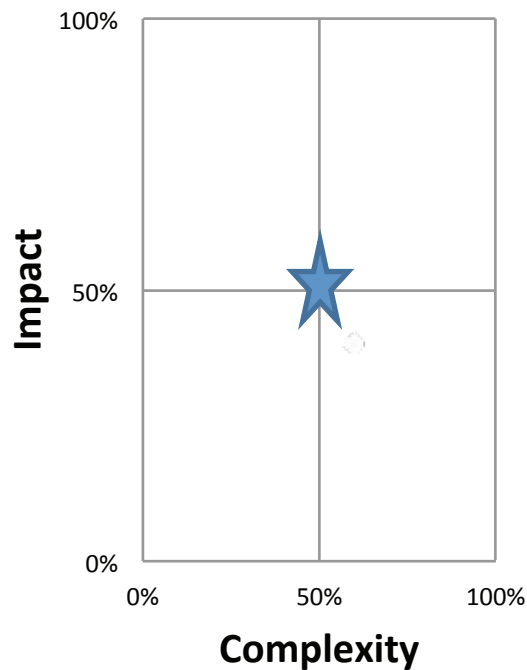
GOAL: Strengthen Business and Economic Opportunities
OBJECTIVE: Promote Beasley as a Great Place to Live

Action # 2: Tours of the Neighbourhood

- Doors Open
- Artist Studios
- Historical Properties
- Garden Tours

Youth Walks

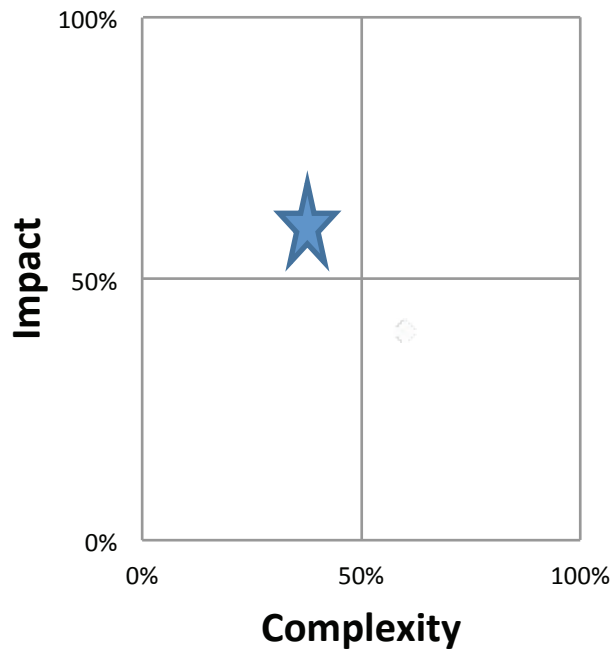
- Creates community pride
- Promotes a different view of Hamilton



GOAL: Strengthen Business and Economic Opportunities
OBJECTIVE: Promote Beasley as a Great Place to Live

Action # 3: Share Good News Stories

- 'Why I love Beasley'
- Improves vision of neighbourhood
- Gets people talking about the positives of where they live



**Increase Sense
of Health, Safety
& Security**

**Improve
Social & Cultural
Connections**



**Improve
Neighbourhood
Design**

**GOAL:
Strengthen
Business &
Economic
Opportunities**

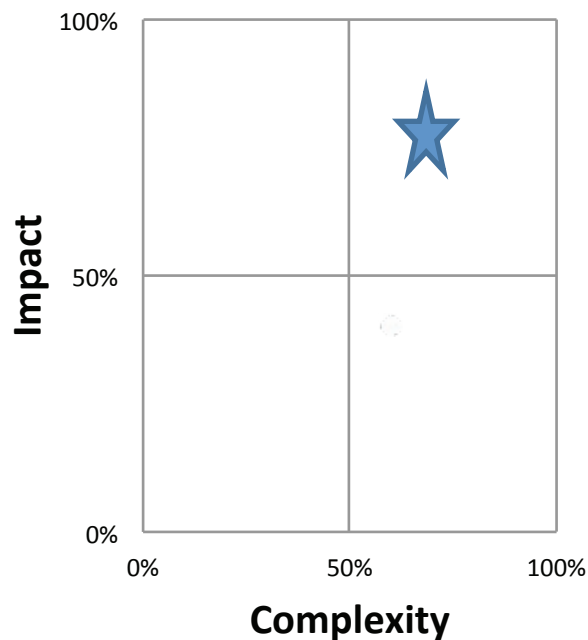


**OBJECTIVE:
Encourage
Business &
Economic
Opportunities**

GOAL: Strengthen Business and Economic Opportunities
OBJECTIVE: Encourage Business and Commercial Opportunities

Action # 1: Kitchen Incubator

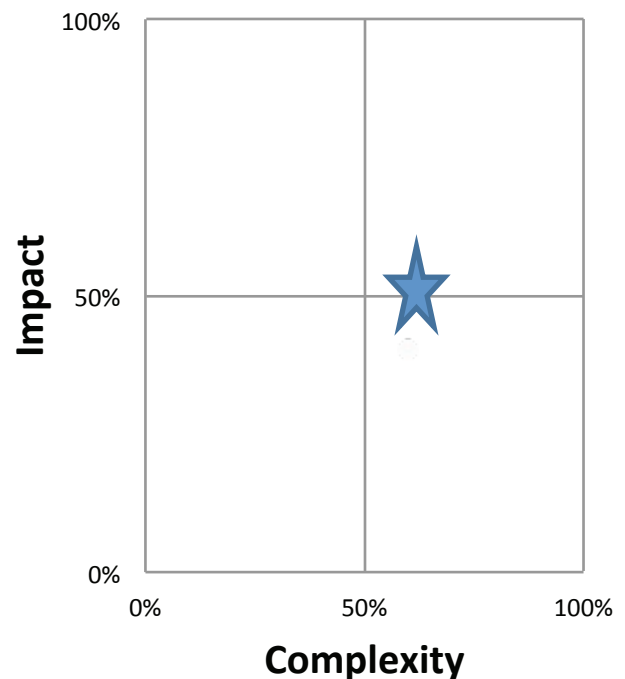
- Work together with Victory Gardens to create
- Co-op model
- Creates opportunities for people to start their own small business / learn skills



GOAL: Strengthen Business and Economic Opportunities
OBJECTIVE: Encourage Business and Commercial Opportunities

Action # 2: Promote Current Businesses in Beasley

- Creates a relationship with local businesses making it a good environment to own a business
- Buy local
- Talk to businesses about how best to do this
- Put ads in newsletter
- Create a directory



BEASLEY NEIGHBOURHOOD PLAN ACTION GUIDELINE

ACTION:

WHAT IS THE PURPOSE AND HOW DOES IT REFLECT THE GOALS / OBJECTIVES OF THE PLAN:

PLEASE CIRCLE ONE OF THE FOLLOWING:

I CAN DO THIS: ON MY OWN WITH HELP SOMEONE ELSE MUST IMPLEMENT

CONSIDERATIONS	KEEP IN MIND, IS THIS PROJECT...				
	Specific	Measurable	Attainable	Relevant	Time-bound
PEOPLE					
RESOURCES					
PERMISSIONS / PERMITS					
BUDGETING					
TIME					
OTHER CONSTRAINTS / RISKS					

CONTACT INFO:

NAME: _____

ADDRESS: _____

PHONE NUMBER: _____

EMAIL: _____

BEASLEY NEIGHBOURHOOD PLAN ACTION GUIDELINE

BRIEFLY DESCRIBE YOUR ACTION PLAN:

ACTION #1:	TIMELINE (Circle completion year)				
	SHORT TERM		LONG TERM		
	1	2	3	4	5
HOW DOES THIS ACTION ACHIEVE THE OBJECTIVE:	<p>CHART THIS ACTION: Put an X in the appropriate quadrant</p>				
TYPE: <input type="checkbox"/> PROJECT (HAS A BEGINNING AND END) <input type="checkbox"/> PROGRAM (ONGOING)					

HOW WILL YOU MEASURE THE SUCCESS OF THE ACTION?

BEASLEY NEIGHBOURHOOD PLAN INTEREST SURVEY

Name: _____

Phone: _____

Email: _____

Address: _____

Please indicate below your level of interest in the development of the following topics in Beasley:

Least interested Most Interested

Increase Sense of Health, Safety and Security	1	2	3	4	5
Health and Well-Being of the Community	1	2	3	4	5
Improve the Perception of the Neighbourhood	1	2	3	4	5
Reduce the effects of Crime	1	2	3	4	5
Increase Positive Interaction Between Neighbours	1	2	3	4	5

Improve Communication and Representation of Community	1	2	3	4	5
Integrate with Social, Religious and Cultural Groups	1	2	3	4	5
Fundraising and Event Planning	1	2	3	4	5
Communication, Outreach and Distribution	1	2	3	4	5
Recreation and Leisure Activities	1	2	3	4	5

Strengthen Business and Economic Opportunities	1	2	3	4	5
Education and Skills Training	1	2	3	4	5
Increase Job Opportunities	1	2	3	4	5
Encourage Business and Commercial Opportunities	1	2	3	4	5
Promote Beasley as a Great Place to Live	1	2	3	4	5

Improve Neighbourhood Design	1	2	3	4	5
Promote Liveable Street and Traffic Design	1	2	3	4	5
Enhance Pride and Ownership Through Beautification	1	2	3	4	5
Improve Parks, Recreational and Gathering Places	1	2	3	4	5

I am willing to lead a group Yes No

What skills/talents can you contribute?: _____

Please check the one(s) that fit(s) the best: I live work play in Beasley

BEASLEY NEIGHBOURHOOD PLAN INTEREST SURVEY

GIFTS I CAN GIVE MY COMMUNITY

GIFTS OF THE HEAD (*things I know something about and would enjoy talking about with others, e.g., art, history, movies, birds*).

GIFTS OF THE HANDS (*Things or skills I know how to do and would like to share with others, e.g., carpentry, sports, gardening, cooking*).

GIFTS OF THE HEART (*Things I care deeply about, e.g., protection of the environment, civic life, children*).

What are some of the best things about the Beasley Neighbourhood?

What are some things you'd like to see changed

Comments / Suggestions: _____

BEASLEY NEIGHBOURHOOD PLAN

PRIORITY ACTIONS

As identified at the Beasley Neighbourhood Charter Meeting on July 17th, 2012

1) Garbage and Dumping

Studies have increasingly highlighted the important link between neighbourhood satisfaction and resident's physical and mental health (Leslie and Cerin, 2008) (Sampson and Raudenbush, 1999) (Dassoupoulos et al, 2012). Low neighbourhood satisfaction is often caused by signs of disorder such as garbage, litter, used needles and condoms (Dassoupoulos et al, 2012). Garbage issues consistently rank the highest in all types of by-law complaints made in Hamilton. The presence of these objects in public spaces is a reminder of soft crimes which heightens resident's perception of risk and decreases their sense of control (Sampson and Raudenbush, 1999). Prolonged exposure to such daily stresses can lead to more permanent psychosocial decline, contributing to mental illnesses such as depression and anxiety. (Lu, 1991). Signs of physical disorder could also be a factor in producing more sedentary lifestyles in residents, as fear of crime and unpleasant environment decreases motivation to engage in outdoor exercise (Loukaitou-Sideris, 2006).

2) Food Security

As a developed country, Canada still faces the challenge of eliminating household hunger (UN on Human Rights 2012). Many experts call for a food security continuum approach to address the problem of hunger (Dietitians of Canada, 2007) (McCullum et al, 2005). This involves both short-term, institutionalized responses such as food banks and increasingly more innovative and more system-wide responses such as community gardens and food policy change. Studies on community gardens and community kitchens have demonstrated their "value-added" quality in addressing hunger. These strategies improve fruit and vegetable intake, develop life skills and foster community spirit (Wakefield et al, 2007) (Engler-Stinger & Berenbaum, 2005). Most literature agree that no one strategy is sufficient in overcoming food insecurity in our society. (McCullum et al, 2005).

3) Road/Traffic Safety, Walkability

Living in high volume traffic zones carries a health cost. These environments produce "traffic stress": fear of accidents, noise, dangerous street crossing. One study found that residents who report high level of traffic stress also report lower health status and greater incidence of depression (Gee and Takeuchi, 2004). Infants and children are dramatically affected by air pollution generated by cars. One study measured the number of hospitalizations in children due to asthma. It showed that living near high traffic roads and therefore being exposed to pollution increases asthma incidence and severity (Chang et al, 2009). Making a neighbourhood more walkable through managing traffic volume brings positive health benefits. Research shows that a 5% improvement in the walkability of a neighbourhood, can provide up to 32% increase in the minutes people spend walking or biking (Frank et al., 2006a). Infrastructure such as sidewalks, safe crossings, well-connected streets and trails are all part of what makes a neighbourhood

BEASLEY NEIGHBOURHOOD PLAN

PRIORITY ACTIONS

4) Recreation and healthy living, park cleanup

Inadequate physical exercise, resulting in obesity and chronic illnesses, is a looming health concern in North America. Recent survey results show that Canadians at all ages are heavier, weaker and less fit than they were a generation ago (Tremblay et al, 2010b). Only 15% of adults and 7% of youths reach the recommended level of exercise in their day (Colley et al, 2011a) (Colley et al, 2011b). One way to promote physical exercise is through enhancing parks and other outdoor recreational spaces (Robert Wood Johnson Foundation, 2010). Activity level rises most dramatically in youths at the introduction of park in their neighbourhood. Parks have also been linked with better mental and psychological health as they create opportunities for formal and informal socializing (Coen & Ross, 2006). Perceived park aesthetics and safety has a huge impact on the level of its use. A systematic review examined 28 parks in 6 Montreal neighbourhoods found that parks located in poorer neighbourhoods displayed several pronounced material disadvantages, including concentration of graffiti, litter, limited facilities for physical exercise, being close to industrial sites or busy streets. Such conditions discourage park use and limit residents' desire to engage in physical activities.

5) Building cultural/social capital, compact and mixed-income housing

Social capital, a concept that includes social cohesion, embeddedness, a sense of belonging at both the individual and community level, have been linked to positive health outcomes (Hawe and Shiel, 2000). Social capital is generated through interactions between family friends or neighbours resulting in active social networks and high levels of 'neighbourliness' (Bowling et al., 2006; Kawachi, 2002). Having strong community relationships enable individuals to develop effective coping mechanisms, which buffers the trauma of adverse life events like death of a loved one or job loss. Participating in community networks also heighten self-esteem, which is a component of mental health (Bowling et al, 2006). Residents who are more involved in their communities tend to have better mental health outcomes than those who are less involved (Leslie & Cerin, 2008).

Mixed-income housing gained interest in contemporary urban planning as a strategy to deal with the problems seen in public housing projects. Mixed housing has been theorized to benefit poor families by reducing neighbourhood stigmatization, crime rate and provide access to better resources (better schools, community centers, more services). Urban planners hope that by different social classes living in close proximity, unemployed or underemployed individuals would have more opportunity to network with their better employed neighbours and move up in the job market (Brophy & Smith, 1997). Furthermore, compact residential developments allow more people to live within walking distance to amenities such as schools, parks, and transit. This would facilitate more active lifestyle as well as support local business growth (Frank et al, 2006b).

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GLOSSARY

ACTION PLAN	An action plan is a specific series of steps taken to accomplish a specified goal. An action plan generally includes steps, milestones and measures of progress.
CHARTER	A document defining the formal organization of a corporation, colony, city, or other collective body, outlining the conditions on how it is organized, and defining its rights and privileges.
COMMUNITY	A social group of any size whose members reside in a specific locality, share government, and often have a common cultural and historical heritage. A community is distinct in some respect from the larger society within which it exists.
DELIVERABLE	Quantifiable goods or services that will be provided upon the completion of a project. Deliverables can be tangible or intangible parts of the development process, and are often specified functions or characteristics of the project.
ENGAGEMENT MECHANISMS	Measuring stakeholder engagement effectiveness.
GOALS	The purpose toward which an endeavor is directed.
INSTITUTION	Any structure or mechanism of social order and cooperation governing the behavior of a set of individuals within a given human community.
MEMBER	A voting Charter member is: <ul style="list-style-type: none">• A resident that has attended 2 meetings in the past 12 months.• An organization that has signed the charter and has been represented at 2 meetings in the past 12 months.
NEIGHBOURHOOD ASSOCIATION	An organization composed of voluntary members living in a particular neighbourhood, which aims to improve the social and communal facilities of the neighbourhood and to conserve or improve its environmental advantages.
OBJECTIVE	An end that can be reasonably achieved within an expected timeframe and with available resources.

BEASLEY NEIGHBOURHOOD PLAN

GLOSSARY

ORGANIZATION	Includes, but is not limited to the following: Service Agencies, Businesses, Citizen’s Groups, Places of Worship, and other groups who are committed to the purpose and goals of this Charter.
PROGRAM	A system of services, opportunities, or projects, usually designed to meet a social need.
PROJECT	An endeavor with a defined beginning and end (usually time-constrained, and often constrained by funding or deliverables), undertaken to meet unique goals and objectives, typically to bring about beneficial change or added value.
QUORUM	The minimum number of members of an assembly that must be present at any of its meetings to make the proceedings of that meeting valid.
RESIDENT	A resident is any one who lives within the Beasley community boundaries regardless of being connected to an organization.
SUSTAINABILITY	Capable of being maintained long-term at a steady level without exhausting resources.
SUB-COMMITTEE	A subset of committee members organized for a specific purpose.
TENACITY	Holding together, firmly and persistently, to something, such as a point of view.

EXPLAINING THE CHART

This chart is used in the plan to measure the degree of complexity and the impact level that a specific Action may have on the community. By placing these aspects on the chart, this allows us to determine if an Action is long or short term priority.

IMPACT The effect or impression made by an idea, cultural movement, social group

COMPLEXITY A whole made up of many complicated and connected parts.

