

WC Community Conversation
Giant Post-It's – Themes

General Themes

1.) Connecting the Community and University

- a. Post-It #1
 - i. Outreach to our service clubs and schools
 - ii. Human Sustainability
 - 1. Pre-School
 - 2. K-12
 - 3. Population
 - 4. Residents
 - 5. Education
- b. Post-It #2
 - i. 85% WCU students employ the WC area
- c. Post-It #3
 - i. Better integrate WCU students into municipal government or civic activities
 - ii. WCU growth rate % distance learners to enrollment increase
 - iii. WCU students are citizens in training who give back to the WC borough
- d. Post-It #4
 - i. University Accountability
 - ii. Mandatory community service by WCU students
 - iii. Get WCU involved in marketing community conversations to get more and different citizens involved
- e. Post-It #5
- f. Post-It #6
- g. Post-It #7
- h. Post-It #8
- i. Post-It #9
 - i. WCU Spanish and Latin American studies can help this program
- j. Post-It #10
- k. Post-It #11
 - i. Partner with University
- l. Post-It #12
- m. Post-It #13
 - i. University- Communication o border community/improved integration
- n. Post-It #14
- o. Post-It #15
- p. Post-It #16
- q. Post-It #17
- r. Post-It #18

- s. Post-It #19
- t. Post-It #20
- u. Post-It #21
 - i. PILOT – CCHS/WCU
 - 1. Win-win
 - 2. University jobs sharing in-kind to borough
- v. Post-It #22
 - i. Mandated/reward WCU volunteer hours
 - 1. Office of service and learning at WCU – Maggie Tripp
- w. Post-It #23

2.) Connecting with Community, Youth & Service

- a. Post-It #1
 - i. Keeping kids in the community for the next 20 years
 - ii. Life Long Residents
- b. Post-It #2
 - i. K-12 education
 - ii. Greater involvement at Rotary
 - iii. Engage Youth
 - iv. Students contribute going door to door to gather vision data, get students invested in the community as, beyond responsible
 - v. Have students ask residents and report to council the issues and re-briefs
 - vi. Student research and make recommendations
- c. Post-It #3
- d. Post-It #4
- e. Post-It #5
- f. Post-It #6
 - i. Participatory Culture
 - ii. Car-share/tool share/stuff-share
 - iii. Community gardens and parks
 - iv. Block parties
 - 1. A lot of people on the streets, front porches and stoops, dancing, performing, and spending time together
- g. Post-It #7
 - i. Community garden area in parks
 - ii. Use under-utilized properties for gardens this can bring neighborhoods together
- h. Post-It #8
- i. Post-It #9
 - i. K-12 civic engagement
- j. Post-It #10
 - i. Borough leaders to community different venues
- k. Post-It #11
 - i. More awareness of everything to young professional
 - ii. To young students

- l. Post-It #12
- m. Post-It #13
 - i. High school Environmental clubs to help with planting- Senior projects (walk West Chester)
 - ii. Help kids to get to know the Borough
 - iii. Neighborhood potlucks
- n. Post-It #14
- o. Post-It #15
- p. Post-It #16
- q. Post-It #17
- r. Post-It #18
- s. Post-It #19
- t. Post-It #20
 - i. Get non-tax paying entities to be more involved in promoting town and functions
 - ii. Get renters, students, transient community to feel more connected to the community/each other
- u. Post-It #21
- v. Post-It #22
 - i. Post ideas in retail store/shops
 - ii. Suggestion boxes
 - iii. Traditions of volunteerism
 - iv. Community of neighborhoods
 - 1. Fragmented
 - 2. 65% of community are renters
 - v. Connectivity, Churches
- w. Post-It #23

3.) Maintaining Residents

- a. Post-It #1
- b. Post-It #2
 - i. Affordable housing
 - ii. Pooling Services
 - 1. Municipalities
 - iii. Art House/Cinema- Multipurpose-conventions/joint venture
 - iv. Improve roach and sidewalks!
- c. Post-It #3
- d. Post-It #4
 - i. So forums on an annual basis, regularly scheduled.
 - ii. Improve brick sidewalks
 - iii. Sidewalks clean of cigarette butts and gum
- e. Post-It #5
 - i. Affordability
 - ii. Employment opportunities
- f. Post-It #6
 - i. Pedestrian Mall

- ii. Accessibility
- g. Post-It #7
- h. Post-It #8
- i. Post-It #9
 - i. More community info in Spanish
- j. Post-It #10
- k. Post-It #11
- l. Post-It #12
- m. Post-It #13
 - i. Make more of arts community- public venue for university musicians
 - ii. Theater would also attract residents/foot traffic downtown
 - 1. No alcohol involved
- n. Post-It #14
- o. Post-It #15
 - i. Business balance
 - 1. Affordable housing
- p. Post-It #16
- q. Post-It #17
- r. Post-It #18
 - i. Block captains
 - ii. Neighborhood association
 - iii. Face-to-face conversations
 - iv. Beautification
 - v. Poorly maintained properties
 - vi. Keeping people in town
 - 1. Theater
 - 2. Grocery store
 - 3. (high taxes won't do !)
- s. Post-It #19
 - i. To make West Chester a place to live in 20 years
 - 1. Tax all 1%
 - 2. Potholes
 - 3. Maintenance
 - 4. More children at play signs
- t. Post-It #20
 - i. New program "pay it forward" in the amount they can and feel their contribution is useful (using an existing model)
 - ii. Increase the number of people paying into the system
 - iii. More residential dual use
- u. Post-It #21
 - i. "Plenty for the 22 year old – not enough for the 42 year old"
 - ii. Evening street activities, not just about drinking
 - iii. Trader Joe's
 - iv. Grocery Store (small one)
 - v.

- v. Post-It #22
- w. Post-It #23

4.) Youth Council & Involvement

- a. Post-it#1
 - i. Bring in kids from high schools to the borough
- b. Post-It #2
 - i. Engaging WCASD Youth Council
- c. Post-It #3
- d. Post-It #4
 - i. Student Representative on Council
- e. Post-It #5
 - i. Youth council
 - 1. 10-15 constituencies reach out through facebook and the web
- f. Post-It #6
- g. Post-It #7
- h. Post-It #8
- i. Post-It #9
- j. Post-It #10
- k. Post-It #11
 - i. YOUTH
 - 1. Sustain Social → Sustains Youth
 - ii. Youth affected by alcohol → protect our youth
- l. Post-It #12
- m. Post-It #13
- n. Post-It #14
- o. Post-It #15
- p. Post-It #16
- q. Post-It #17
- r. Post-It #18
- s. Post-It #19
- t. Post-It #20
- u. Post-It #21
- v. Post-It #22
- w. Post-It #23

5.) Sustainability & Transportation

- a. Post-It #1
 - i. Bike Lanes
 - ii. Train service (R-3)
- b. Post-It #2
 - i. Human sustainability
 - ii. National Foam
 - 1. Children Miners?
 - iii. R-3 train station

- c. Post-It #3
 - i. Reduce traffic but also attract outsiders
 - ii. Improve public transit; alternate movement
- d. Post-It #4
 - i. R3 revitalization
- e. Post-It #5
 - i. Reduce thru traffic
- f. Post-It #6
 - i. Carbon Zero
 - ii. Strong regard food system
 - iii. Food self-sufficiency
 - iv. Trolleys!
 - v. Fewer cars, more public and other forms of transportation
 - vi. Enhance natural
 - vii. Green Jobs
 - viii. Green Markets
 - ix. Green Buildings
 - x. Local Transit
 - xi. Geothermal and Solar
 - xii. Ban plastic bags
 - xiii. More composting and better waste disposal options
- g. Post-It #7
 - i. Local energy generation
 - ii. Shared resources within a neighborhood (tools, cars...)
 - iii. Transportation alterations
 - iv. Bike lanes
 - v. Building regional economy Model for developing
 - 1. Cradle to cradle production
 - 2. Business initiatives
 - 3. Interconnected communities
 - 4. Eco-industrial park @ Pfizer
- h. Post-It #8
 - i. Federal funding for transportation in region: light rail possible with less change infrastructure
 - 1. Put cars outside of the center of town
 - 2. More space free of cars
 - 3. Leads to more Walking and biking
- i. Post-It #9
 - i. Trolley Transportation
- j. Post-It #10
- k. Post-It #11
 - i. Sustain economic, SOCIAL, environmental
 - ii. Share space, people, and resources
 - iii. Bike lanes
 - iv. Public transportation
- l. Post-It #12

- m. Post-It #13
- n. Post-It #14
 - i. Bike Friendly
 - ii. Pedestrian Friendly
 - iii. Campaign to make WC “the more walkable town in the country”
 - iv. Volunteer program to plant the Borough, alleys, etc.
 - v. Restore the Train
 - vi. Model Energy Leaders
- o. Post-It #15
 - i. Return Rail Service
 - 1. Promote as a family destination
 - ii. Cut down on car traffic
 - 1. Develop rail system
 - 2. Use more bike power* and walking paths
 - iii. Transportation, more viable
- p. Post-It #16
 - i. Cigarette butts on sidewalks
 - 1. Noise
 - 2. Cars
 - 3. Stop signs
 - 4. Recycling
 - 5. Solar trash can/recycle
 - ii. Make a diversified transportation plan
 - iii. Education for compost and recycling
- q. Post-It #17
 - i. Community composite
 - ii. Culture of conservation and reducing consumption
- r. Post-It #18
- s. Post-It #19
- t. Post-It #20
- u. Post-It #21
 - i. Train Station
 - 1. Transit oriented development
 - 2. Sustainability, no dining
 - 3. Environmentally sound
 - ii. Shuttle to Exton station from West Chester ?
- v. Post-It #22
- w. Post-It #23
 - i. Transportation
 - 1. Students
 - 2. Bus rocks
 - 3. SEPTA
 - ii. Incentives
 - 1. Gas money
 - 2. Bike rental/sharing

3. Safe routes

6.) Maintaining the Historic West Chester Borough

- a. Post-It #1
 - i. Motivating simultaneous and unspoiled residential identities
- b. Post-It #2
 - i. Family friendly neighborhood preservation
 - ii. Residential quality preserved
- c. Post-It #3
- d. Post-It #4
- e. Post-It #5
- f. Post-It #6
- g. Post-It #7
- h. Post-It #8
- i. Post-It #9
- j. Post-It #10
- k. Post-It #11
 - i. Keep it same
 - 1. Keep the building looking the same
 - 2. Keep the old 'retro' look
 - 3. Look the same in 20 years
- l. Post-It #12
 - i. Present Historic character integrity of WC
- m. Post-It #13
 - i. Preserve neighborhoods despite growth of businesses
- n. Post-It #14
 - i. Take better care of the bricks – enforce residential responsibility
- o. Post-It #15
- p. Post-It #16
- q. Post-It #17
- r. Post-It #18
 - i. Small town feel
 - 1. "town" not "city"
- s. Post-It #19
- t. Post-It #20
- u. Post-It #21
 - i. Quaint preserving historic character
 - 1. Implementing preservation plan
 - 2. Regional planning
- v. Post-It #22
- w. Post-It #23

7.) Legislative Solutions & Parking

- a. Post-It #1
- b. Post-It #2

- i. Increase earned income tax
 - ii. Increase business tax
 - iii. Taxing solutions i.e. power tax **
 - iv. 1% earned income tax to include investment income
- c. Post-It #3
 - i. 35K – where does city request from ACU earmarked for WCPD amount come from?
 - ii. WCU Police presence for off-camps responsibilities
 - iii. Legalize Marijuana
 - iv. Tax earned income to include investment
- d. Post-It #4
 - i. Traveling Town meetings
 - ii. Community development Borough Council Committee that discusses issues every month brings in renters and owners and everyone!
- e. Post-It #5
 - i. Expand Borough Limit
 - ii. Change income stream with state
 - iii. Regional planning
- f. Post-It #6
 - i. Bypass more through traffic
 - ii. Develop model for cradle to cradle economy
- g. Post-It #7
 - i. Beauregard education
- h. Post-It #8
 - i. More efficient building utilization
- i. Post-It #9
 - i. Do a better job of getting in front of news
 - ii. Explain why parking meter hours are longer
 - iii. Raise consciousness at tax impact
 - 1. Borough phone system
- j. Post-It #10
 - i. Enhance website
 - ii. Uni market of uni events, PR e-mail?
 - iii. Enhance Communication between council and residents
- k. Post-It #11
 - i. Keep a more maintained budget
 - ii. More cuts
 - iii. Recreation fee
 - iv. Borough fundraise
 - v. Sparkle!
- l. Post-It #12
 - i. Pilot expansion program
 - ii. Borough council training
 - iii. Expectations known before running
 - iv. Reduce council

- v. Greater and more focused lobbying to get more state relief from out 35%
 - vi. Modest increase in recreation charge
- m. Post-It #13
- n. Post-It #14
 - i. Parking friendly
 - ii. Not cost as much as concerns about ticketing
 - iii. Train meter personnel to be friendlier we want people to love West Chester
 - iv. Tickets are major drawbacks
 - v. Business Priv. Tax
 - vi. Need fairer distribution of tax burden from business to business
 - vii. Liquor Tax, pursue this 10%
- o. Post-It #15
 - i. More control over taxation from State to Municipalities
 - 1. Change taxing "Pour"
 - 2. Let people requiring services pay for it
- p. Post-It #16
 - i. Parking
 - 1. Cost
 - 2. Escort service for parking
 - 3. Valet
 - 4. Vandals in worst garage
 - 5. Other cities park cars
 - 6. People that live in town
 - 7. Merchants that would be interested
 - ii. Meters in Bryn Mawr
 - 1. ½ hour for \$0.25
 - 2. takes dimes and nickels
 - 3. Machine to change money (arcade ?)
 - 4. Complete parking plan
- q. Post-It #17
 - i. More fees for Public Works
 - 1. Charge for limb/brush removal
 - ii. Regular re-assessment of government services; making choices about where our money is spent and what we can live without
 - iii. Borough outreach to other non-profits for money and revenue generation
- r. Post-It #18
- s. Post-It #19
 - i. Fixing potholes
 - ii. Utilize P.E.G. (Public Ed. Station) to contact people and get them involved
 - iii. 1% tax across ALL residents, including renters

- iv. Feasibility of closing (to traffic) a block or two (town center) for pedestrian-only traffic. This would contribute to restaurants and shopping
- t. Post-It #20
- u. Post-It #21
 - i. Budget Surplus
 - 1. Non-punitive revenue generation
- v. Post-It #22
 - i. Make sure people know their Borough Council Representatives
 - 1. Practice outreach from Council
- w. Post-It #23

8.) Social Networking & Advertising

- a. Post-It #1
 - i. Bring conversation to our service clubs like Rotary; Lions exchange
 - ii. FAMILY
- b. Post-It #2
 - i. Per dissemination of info
 - ii. Social media (facebook)
 - iii. Borough representatives circulating service organizations
- c. Post-It #3
- d. Post-It #4
 - i. COMMUNICATION
 - 1. Websites
 - 2. Forum
 - 3. P.E.G. channels
 - 4. Socials (Ice cream, bowling)
 - 5. CYT- Phone
 - 6. News Letter
 - 7. Churches
- e. Post-It #5
- f. Post-It #6
- g. Post-It #7
- h. Post-It #8
- i. Post-It #9
- j. Post-It #10
- k. Post-It #11
 - i. Opt in for more event information, e-mails, Facebook. Twitter
- l. Post-It #12
- m. Post-It #13
 - i. Facebook
 - 1. Take it to them!
 - 2. Craft message to target audience
 - 3. Help people believe they will be heard and their voices will be acted upon

- n. Post-It #14
- o. Post-It #15
- p. Post-It #16
- q. Post-It #17
 - i. Social media
 - 1. Facebook
 - 2. Twitter
 - 3. Local access TV
 - 4. Local radio
- r. Post-It #18
- s. Post-It #19
- t. Post-It #20
- u. Post-It #21
- v. Post-It #22
- w. Post-It #23
 - i. Constant feedback/communication
 - ii. Monthly informal meetings to discuss
 - iii. Social networking
 - 1. "Things To Do" updates
 - iv. Monthly newsletter
 - v. Central registry

9.) Non-Governmental Revenue & Development

- a. Post-It #1
- b. Post-It #2
 - i. Influencing development of Pfizer property
 - ii. Create a more economic diversity
 - iii. Attracting businesses
 - iv. Target specific businesses
 - v. Leverage local venues
 - vi. Movie theaters
 - vii. Bowling ally
 - viii. Supermarket
- c. Post-It #3
 - i. Theater
 - ii. Supermarket
- d. Post-It #4
- e. Post-It #5
 - i. Corporate money
 - ii. Public and private partnerships
 - iii. Economic Diversity
- f. Post-It #6
- g. Post-It #7
 - i. Encourage street-frontage development
- h. Post-It #8
- i. Post-It #9

- j. Post-It #10
- k. Post-It #11
 - i. Design competitions, preserve character
- l. Post-It #12
- m. Post-It #13
 - i. Raise citizens' consciousness @ need to lobby Harrisburg – current taxes will go up unless... Re Bus. Priv. Tax and Liquor tax
 - 1. Explain why it matter- legislators, governor listens to more citizens
 - 2. Council can lobby residents to lobby their reps as part of a coordinated campaign
- n. Post-It #14
- o. Post-It #15
 - i. No large scale conference facility in Chester County
 - 1. Reinforces the idea of family destination; brings in money
 - ii. Neighborhood Improvement Districts
 - 1. Reconnect people to their government
 - 2. More community involvement
- p. Post-It #16
- q. Post-It #17
 - i. Use city more frequently – not just for emergencies and inconveniences
 - ii. Higher density to create income for earned income tax receivables
 - iii. Richness of mixed use
 - iv. Take advantage of existing infrastructure
- r. Post-It #18
- s. Post-It #19
 - i. Balance between residential quality and build-up density of new residents/business
 - ii. Private, non-profit WC coalition with goal of raising funds from businesses and personal to support government and they receive stickers to promote their community-minded efforts
- t. Post-It #20
 - i. Lobby Harrisburg on Union contracts
 - 1. Pour Tax
 - 2. Exclude private clubs ?
 - ii. More residents, more housing/development
- u. Post-It #21
 - i. Approach tax exempt properties for donations
- v. Post-It #22
- w. Post-It #23

10.) Safe Environment for Families

- a. Post-It #1
 - i. Keep the neighborhood experience
 - ii. Alara Center -> North D.
 - iii. Philly and models of success
- b. Post-It #2
 - i. Influencing development of Pfizer property
 - ii. Community Center leverage as Borough Hall Meeting
 - iii. Encourage downtown development toward family
 - iv. Melton Center, gain greater use
- c. Post-It #3
- d. Post-It #4
- e. Post-It #5
- f. Post-It #6
- g. Post-It #7
 - i. Places for young people to go for fun and interaction
- h. Post-It #8
 - i. Future resident (pre-school, k-12, population and families)
 - ii. West Chester Area School District
 - iii. Melton Community Center
 - iv. Youth Destination Community Commitment
- i. Post-It #9
- j. Post-It #10
- k. Post-It #11
 - i. Community center
- l. Post-It #12
 - i. Social safety
 - ii. Community center
- m. Post-It #13
- n. Post-It #14
- o. Post-It #15
- p. Post-It #16
- q. Post-It #17
- r. Post-It #18
- s. Post-It #19
 - i. Art house/cinema, to start, that would grow into larger community minded and mixed use, multi-purpose public/private efforts
- t. Post-It #20
- u. Post-It #21
- v. Post-It #22
- w. Post-It #23