

Community Action Plan for Woonsocket, Rhode Island

LOCAL FOODS, LOCAL PLACES TECHNICAL ASSISTANCE

October 2020





For more information about Local Foods, Local Places visit: https://www.epa.gov/smartgrowth/local-foods-local-places

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Cover photo credit: Downtown Woonsocket Collaborative, NeighborWorks Blackstone River Valley

COMMUNITY STORY

Woonsocket is Rhode Island's northernmost city, located along the border with Massachusetts, on the banks of the Blackstone River. Originally home to several Native American tribes, Europeans first settled in the area in the 17th century. The Blackstone River has been an important feature in the life of the city, powering industry that has ebbed and flowed over the years, bringing prosperity and decline. Woonsocket is a mature city with a diverse stock of buildings, including historic single-family homes, apartment buildings, traditional main street commercial buildings, and vacant industrial mills.

In the early 19th century, textile mills began to open along the Blackstone River, taking advantage of the power provided by the river's current. The mills attracted immigrants, initially from Quebec, Canada in the 1820s. Woonsocket's industries solidified the city's identity as a landing-point for immigrants over multiple generations. In the 1930s, many African Americans from the South moved to the city, part of the Great Migration of that era. In the 1980s, the city welcomed immigrants from several Southeast Asian countries, including Vietnam, Laos, and Cambodia. The 1990s brought people from Puerto Rico, and in recent years, immigrants from West Africa have made Woonsocket their home.

The textile mills that attracted the first generation of Woonsocket immigrants and provided the base of the city's economy have closed, eliminating a key driver of its prosperity. In the district composed of the riverfront Mills, Main Street, and the surrounding neighborhoods, the population has declined by 8% since 2000. Five



Figure 1 – Woonsocket's Blackstone River was the source of the city's early prosperity, as textile mills and other industries used its power to establish the industrial revolution. Image credit: Alex Papa via Flickr.



Figure 2 – Main Street in downtown Woonsocket continues to experience high rates of vacancy, but its building stock present opportunities for new business investment. Image credit: David Wilson via Flickr.

percent of district residents are unemployed, and more than half of renters are considered rent-burdened, meaning they spend more than 30% of their income on rent. The once-vibrant Main Street has been hit hard by foreclosures. Over 200 commercial properties in the district are vacant – over a third of commercial addresses. The district lacks grocery stores and has been designated as a food desert by the U.S. Department of Agriculture.

The City and local community groups are working together to revitalize the Main Street district and restoring the riverfront mills that once powered the City's economy. The City adopted a Main Street Livability Plan,

which takes a smart growth approach to revitalizing downtown by changing land use regulations, improving multimodal transportation networks, and making streetscape improvements. The Woonsocket Health Equity Zone's Food Access Workgroup collaborates with community partners to place food access at the center of plans to improve the lives of district residents. NeighborWorks Blackstone Valley (NWBRV), a local community development organization, has facilitated around \$64 million of investment in the district, including affordable housing, community facilities, and a food incubator. The Millrace Kitchen & Event Space, located on Main Street, is a state licensed food incubator and public event space that is home to 25 food entrepreneurs. The district is also home to the historic Stadium Theater, Museum of Work and Culture, and a public market plaza.

A partnership between Woonsocket and local civic organizations applied to the Environmental Protection Agency's (EPA) Local Foods, Local Places (LFLP) technical assistance program to weave together existing efforts at district revitalization into a coherent vision centered on creative placemaking and access to food. The City has laid a strong foundation of planning and leveraging initial investments in the district and has joined the LFLP program to move into action.

The EPA is funding environmental remediation of several vacant textile mills, which are designated as brownfield sites. Once remediation is complete, three of the former mill buildings will be redeveloped as live/work apartment units with commercial, retail, and office space. With assistance from the LFLP program, the Woonsocket LFLP Steering



Figure 3 – Downtown Woonsocket attractions include Market Square Plaza, the Museum of Work and Culture, and Millrace Kitchen food business incubator run by NeighborWorks Blackstone River Valley, among others. Large public events such as the Levitt AMP Woonsocket Music Series also draw locals and tourists alike to the downtown area. Image credit: Thomas Walsh, OGM Photography



Figure 4 – The decline of industry in Woonsocket has left behind abandoned mill and factory buildings. While some remain vacant, groups like NeighborWorks Blackstone River Valley have worked to reuse these buildings to meet community needs. Image credit: Nick Olsen via NWBRV

Committee aims to expand on the work of the food incubator and public market to solidify local food as a focal point for area revitalization. The redeveloped textile mills will provide the physical space for this work to occur.

The goals of the Local Foods, Local Places program are to create:

- More economic opportunities for local farmers and businesses.
- Better access to healthy, local food, especially among disadvantaged groups.
- Revitalized downtowns, main streets, and neighborhoods.

The Local Foods, Local Places program is supported by the U.S. Environmental Protection Agency and the U.S. Department of Agriculture. Woonsocket was one of 16 communities across the United States selected to participate in the program in 2020 from more than 70 applications.

A Local Foods, Local Places steering committee formed in Woonsocket in preparation for this technical assistance award comprised of a variety of community partners (see Figure 5). A technical assistance team of consultants and multiple federal agency partners supported the effort (Figure 6). The Steering Committee decided to focus its technical assistance on Woonsocket's downtown by expanding business growth and food availability, as well as promoting food system coordination and enhancing the city's reputation as a place to live and work generally.

The remainder of this report, along with its appendices document the technical assistance engagement process, the workshop activities, and, most importantly, the outcome: a community action plan to achieve Woonsocket's goals.

ENGAGEMENT

The technical assistance engagement process for Local Foods, Local Places has three phases, illustrated in Figure 7 below. The plan phase consists of three preparation conference calls with the steering committee and technical assistance team to clarify goals and arrange workshop logistics. The convene phase includes the effort's capstone event—an intensive workshop. The act phase includes three follow up conference calls to finalize a community action plan and strategize on maintaining momentum generated during the workshop.

The Woonsocket workshop was held as an interactive virtual workshop with seven videoconferencing sessions over three days from October 27th through 29th, 2020. Thirty individuals representing the Woonsocket community and various local or regional organizations and 9 federal partners participated in one or more

Local Foods, Local Places Steering Committee

- Meghan Rego, Director Resource Development & Communications, NeighborWorks
 Blackstone River Valley (CDC)
- Garrett Mancieri, Executive Director, Downtown Woonsocket Collaborative
- Kevin Proft, City Planner, City of Woonsocket
- Tara Cimini, Food Access Lead, Thundermist Health Center

Figure 5 - Steering committee members.

Local Foods, Local Places Technical Assistance Team

- Michelle Madeley, EPA Office of Community Revitalization
- Jeffrey Norcross, LFLP Coord, EPA Region 1
- Jim Byrne, Brownfield Coord, EPA Region 1
- Chris Beling, Sustainable Food Management, EPA Region 1
- Marcus Holmes, Environmental Justice Coordinator, EPA Region 1
- Jessica Dominguez, Smart Sectors and Opportunity Zone Coord., EPA Region 1
- Ken Keck, Director MSD, USDA
- Ron Batcher, Lead Architect, USDA AMS
- Sasha Pokrovskaya, Architect, USDA AMS
- Samantha Schaffstall, Agricultural Marketing Specialist, USDA AMS
- Alan Peterson, EPA Region 1
- Holly Fowler, Northbound Ventures LLC
- Todd Gordon, EPR, P.C.

Figure 6 - Technical assistance team.

workshop sessions. The activities from these sessions are described below. Workshop exercise results are summarized in **Appendix A**, a list of workshop attendees is provided in **Appendix B**, a data profile in **Appendix C**, funding resources in **Appendix D**, and general references in **Appendix E**.

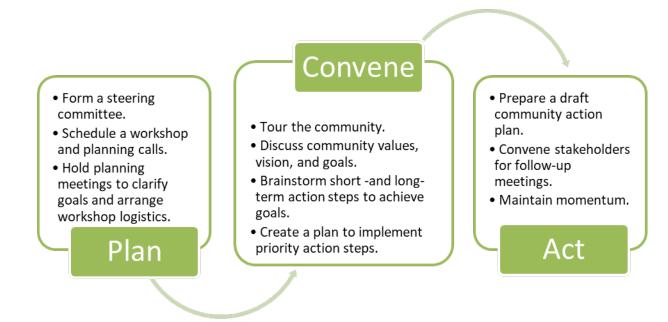


Figure 7 - Local Foods, Local Places technical assistance process diagram.



Figure 8 – A group photo of participants attending Session One of the Local Foods, Local Place Woonsocket workshop.

VISION & VALUES

Prior to the Local Foods, Local Places virtual workshop, Woonsocket representatives and regional EPA partners engaged in an in-person tour of the community to highlight assets and needs. Held on October 8th, this event featured a press briefing and visits to River Island Art Park, Main Street, and Beacon Charter School, among other key sites.

The virtual workshop's opening session on October 27th focused on program context, as well as on identifying a vision for local foods in Woonsocket. Meghan Rego, LFLP local contact and Director of Resource Development and Communications at NeighborWorks Blackstone River Valley, welcomed participants. After recognizing community partners in producing the workshop and general introductions, Michelle Madeley with the U.S. EPA Office of Community Revitalization spoke on the desired outcomes of the Local Foods, Local Places program. The technical assistance team then gave an explanation of the preworkshop efforts of the local steering committee and reviewed the four workshop goals drafted by this group.

To help establish the context for the workshop, the local committee presented a short video about downtown Woonsocket. Following the video presentation, Meghan Rego discussed major goals and factors for downtown Woonsocket, including the work of NeighborWorks Blackstone River Valley and the city government, as well as various projects and programs that affect the area. Additional demographic and regional data about Woonsocket can be found in **Appendix C**.

The primary objective of the opening session was to hear from residents and stakeholders about their vision for Woonsocket. The technical assistance team led attendees through a group exercise called "This I believe...", designed to surface core values of the community (Figure 9). Finally, participants worked in small groups to draft aspirational headlines touting the achievements they hope to see from Woonsocket in three to five years. The complete results of each exercise are available in **Appendix A**.

This I Believe...

I believe my community...

- ...is beautiful
- ...is wonderfully diverse
- ... is rich with opportunity
- ... is the place to be!
- ...is diverse
- …is a hidden gem waiting to be discovered!
- ...has more potential than it realizes
- ... is poised for greatness
- …could be more vibrant
- ...is not somewhere people think to go to
- ... is affordable
- ...has a unique history and character

I believe local food...

- ...tastes better
- ...is expensive
- …can drive community transformation
- ...is better for everyone as well as the environment
- ...may change after we see COVID's impact this winter
- ...highlights our diversity
- ...builds community resilience
- ...feeds belly, soul, and community
- …enhances local life and draws people from other communities
- ...creates a connection
- ... is the best food

Figure 9 – In a group exercise designed to capture the community's vision and values, participants were asked to complete the statements "I believe my community..." and "I believe local food...". The above figure represents select responses and all can be found in Appendix A.

CASE STORIES

In workshop session two the technical assistance team shared examples of other communities and projects that successfully pursued goals like Woonsocket's. This session began with notes on quick and simple placemaking fixes including street art, wayfinding signage, and tactical urbanism approaches. The technical assistance team then shared specific examples of potential Woonsocket initiatives including cooperative grocery stores, food incubators, and public spaces focusing on food and art.

Cooperative grocery stores were presented as a community-focused, non-profit business model, often with direct relationships to local agriculture, and sometimes also focusing on hiring within the community. Specific examples included the Durham (North Carolina) Co-Op Market and the Upper Vally Food Co-Op in White River Junction, Vermont.

Nibble, a program of the Somerville, Massachusetts Arts Council, was presented as an example of community and economic development through food. Starting with tours of the city's international markets, Nibble later added cooking classes and a restaurant with rotating international offerings to bring prosperity to the Union Square area and promote food entrepreneurship among residents.

The technical assistance team also introduced the IX Art Park in Charlottesville, Virginia, a project combining farmers market space, community event space, art programs, and other permanent year-round businesses on a former industrial site within walking distance to the city's downtown.

Workshop participants expressed particular interest in models that could bring a community-focused grocery store such as a co-op to downtown Woonsocket, as well as downtown placemaking that would increase the neighborhood's appeal.



Figure 10 – The Upper Valley Food Co-Op in White River Junction, Vermont provides groceries, as well as other services such as a community garden and community library. Image credit: Upper Valley Food Co-Op



Figure 11 – Nibble is a program of the Somerville Massachusetts Arts Council, having begun with food tours of the city's international markets, and now including cooking classes and an international-foods restaurant. Image credit: Somerville Arts Council

ASSETS AND CHALLENGES

In the third workshop session, attendees participated in small group activities in breakout rooms to identify key assets and critical challenges. One group worked to identify assets and challenges for each of the four community goals. A second group identified assets and opportunities on an interactive online map.

Participants saw the city's history, culture, and building stock as assets to building and growing food businesses. Woonsocket's downtown is filled with interesting and historic storefronts and former factory buildings, many vacant, that can be prime sites for new investment and businesses. NeighborWorks Blackstone River Valley, Downtown Woonsocket Collaborative, City of Woonsocket and the Woonsocket Health Equity Zone (HEZ) continue to pursue projects that will bring more activity to the downtown, including the conversion of former factory buildings adjacent to NeighborWorks' Millrace Kitchen food business incubator. Downtown's Museum of Work and Culture is also a local asset, drawing visitors to the downtown but also producing local programs introducing young people to agriculture and local food issues.

Downtown Woonsocket faces several challenges, including the general perception that the area is not a place to visit. The area's high vacancy rate and the loss of many restaurants has compounded this issue. Downtown can also be difficult to access, with rail lines and water limiting walkability. The city's long history can also work against reinvestment, as the age of its building stock means many vacant downtown buildings will require costly renovations to meet modern needs. A full list of results from this exercise is provided in **Appendix A**.

Assets and Opportunities

- Spaces available downtown
- Diverse culture and foods
- Affordability of housing
- Existing farmers market and community garden
- Millrace Kitchen food incubator
- Museum of Work and Culture
- Great community spirit
- Health Equity Zone as a partner

Figure 12 – A sampling of assets and opportunities identified during the workshop exercises.

Challenges

- Difficult transportation access
- High downtown vacancy makes the area less inviting
- Downtown buildings require renovation
- Lack of basic goods and services (like a grocery store) downtown
- Generally poor reputation
- Limited communication between major community groups

Figure 13 – A sampling of assets and opportunities identified during the workshop exercises.

Participants identified further assets and opportunities on an interactive online map. The completed map shows vacant spaces that may be repurposed by food system businesses, the locations of schools, community gardens, and other food system and community assets, as well as rail lines and obstacles that can act as barriers to pedestrians. The full mapping results are provided in **Appendix A**.

ACTION PLAN

After brainstorming potential actions to help Woonsocket achieve the workshop's four stated goals in session 4, the remaining workshop was dedicated to prioritizing and detailing these actions by specifying critical information including the importance of the action, how completion of the action will be assessed or measured, projected timeframe, people or organizations who will lead or support the initiative, what resources will be needed, and how funding or other needs will be met. Following the workshop, proposed actions where further clarified and revised by the local committee resulting in the action tables included below.

- Goal 1 Support food entrepreneurs to start or grow existing businesses in downtown Woonsocket to help fill commercial spaces.
 - Action 1.1 Establish a dedicated point of contact for downtown development opportunities and business prospects.
 - Action 1.2 Partner with Beacon Charter School's Culinary Arts Program for internship opportunities and create opportunities for the 3rd Year students' Restaurant Design Curriculum to culminate in a series of pop ups downtown.
 - Action 1.3 Streamline the permit process for businesses in Woonsocket.
 - Action 1.4 Promote the ability for interim uses as pop up shops for businesses in the downtown area. Couple this with a rent fund if that is needed and prioritize attracting culturally and racially diverse entrepreneurs.
 - Action 1.5 Inventory available spaces in the downtown area to assess what needs to be done to bring the space up to occupancy code.
- Goal 2 Elevate Woonsocket as a destination to live, visit and work.
 - Action 2.1 Modernize the city's zoning ordinance to provide greater flexibility for developing and redeveloping and encourage vibrant mixed-use places.
 - Action 2.2 Partner with the public school system to provide outdoor experiential education activities centered around agriculture, foodways & the environment.
 - Action 2.3 Hire a marketing company (or use an existing organization) to create a plan to promote the City as a place to live, eat, work, and play & set up shop.
- Goal 3 Improve coordination within Woonsocket's food ecosystem.
 - Action 3.1 Conduct engagement with local stores to establish connections and explore options to collaborate on food initiatives.
 - Action 3.2 Introduce food and beverage entrepreneurs to additional market channels.
- Goal 4 Increase the accessibility of grocery staples, especially fresh food, in downtown Woonsocket.
 - Action 4.1 Advance community's goal to develop a downtown grocery or co-op by developing a business and organizational plan.
 - Action 4.2 Promote and coordinate pilot of a weekly group purchase of local foods through Farm Fresh Rhode Island for delivery to Woonsocket outside of the seasonal summer weekly market.

 Action 4.3 – Identify potential empty lots, flat rooves, empty industrial buildings & create an agricultural land trust to preserve land/buildings for small/large scale urban agriculture projects like market, community, and school gardens, etc.

GOAL 1: Support food entrepreneurs to start or grow existing businesses in downtown Woonsocket to help fill commercial spaces.

Downtown Woonsocket continues to suffer from high commercial vacancy rates, having endured a slow recovery from the nationwide economic downtown beginning in 2008. Since 2000 the city's population has declined, placing further pressure on small, local businesses. Prior to its engagement with the Local Foods, Local Places program, the City of Woonsocket and local sponsoring organization NeighborWorks Blackstone River Valley collaborated on the Main Street Livability Plan (2013) to increase the vitality of this areas. NeighborWork's Millrace Kitchen food business incubator is a major factor in encouraging local food businesses. The city itself continues to promote goals of creating a walkable, mixed-use, economically vibrant Main Street and improving access to healthy food, especially among its disadvantaged populations.

ACTION 1.1: ESTABLISH A DEDICATED POINT OF CONTACT FOR DOWNTOWN DEVELOPMENT OPPORTUNITIES AND BUSINESS PROSPECTS.

WHAT THIS IS AND WHY IT IS IMPORTANT	Having a position that acts as a hub of real estate information and resources would be helpful to steer new and growing businesses to available downtown commercial space. Without this coordination, small businesses are more likely to spend unnecessary and precious time and money researching available options. Woonsocket has a lean city administration and currently Downtown Woonsocket Collaborative fills this role as best it can while relying entirely on a volunteer staff. It would be valuable to find funding to secure the ability of the Downtown Woonsocket Collaborative to assist business prospect.
MEASURES OF SUCCESS	Working with other organizationsShared funding
TIMEFRAME	2021-2025
LEAD	 Garrett Mancieri, Downtown Woonsocket Collaborative Kevin Proft, City Planner
SUPPORTING CAST	 City of Woonsocket, Department of Planning and Development City Council
NEEDED RESOURCES AND POSSIBLE SOURCES	 Salary (\$80K) Public and/or private funding to make a position that lives within or outside of municipal government Rhode Island Foundation Potential federal funding sources that could include at least a temporary economic development position. <u>https://www.fema.gov/media-collection/resource-roadmaps</u> USDA AMS LFPP https://www.ams.usda.gov/services/grants/lfpp

ACTION 1.2: PARTNER WITH BEACON CHARTER SCHOOL'S CULINARY ARTS PROGRAM FOR INTERNSHIPS OPPORTUNITIES AND CREATE OPPORTUNITIES FOR THE 3RD YEAR STUDENTS' RESTAURANT DESIGN CURRICULUM TO CULMINATE IN A SERIES OF POP-UPS DOWNTOWN.

WHAT THIS IS AND WHY IT IS IMPORTANT	This partnership can teach entrepreneurship early and create a workforce pipeline of trained food staff for local food businesses. It also engages folks from beyond Woonsocket in Woonsocket initiatives. The partnership will also support the Downtown Woonsocket Collaborative goals of getting more pop-ups active and filling spaces.
MEASURES OF SUCCESS	 Regular demand for Beacon Charter School students/interns Requests for catering Pop-ups consistent during the school year with more options during the summer when students have more time
TIMEFRAME LEAD	 Aim for August 1, 2021 Michael Skeldon, Superintendent, Beacon Charter School Jade Illum, Chef, Beacon Charter School
SUPPORTING CAST	 Beacon Charter School students Alumni (e.g., those working in food businesses) Northern Rhode Island Chamber of Commerce Downtown Woonsocket Collaborative (pop-up space contact) Local farmers/food producers/retailers (ingredient discounts or donations)
NEEDED RESOURCES AND POSSIBLE SOURCES	 Program budget to support implementation, special themes, depends on space where activities are held if equipment is needed (\$5,000) Transportation/logistics options Model from EPA: Skills or interest marketplace approach

ACTION 1.3: STREAMLINE THE PERMITTING AND LICENSING PROCESS AND LAND USE REGULATIONS FOR BUSINESSES IN WOONSOCKET.

WHAT THIS IS	It is important to make it as simple as possible that businesses know what they need in
AND WHY IT IS	terms of permits, when, and how to obtain each. The current process needs innovation,
IMPORTANT	coordination, communication, and education. The application process should result in
	uniform and centralized data collection system and transition to an online permitting
	system. Any communication of the new permitting process should be available in
	multiple languages (e.g., city website is translatable, so focus on forms). This may
	eventually require a separate digital portal to help folks navigate quickly to the
	necessary information. The pending Comprehensive Plan is going to require revisiting
	zoning and sub-division regulations, so the timing of this action is important. This could
	be an opportunity for Woonsocket to differentiate itself in demonstrating innovative
	ways. Advancing this action may require research on viewpoint and building out the city
	website with the permitting information and an application portal.

MEASURES OF SUCCESS	 Identifying areas of redundancy, lack of clarity and conflict Time of entry and exit in a permitting process Applicant friendly experience Lean Process applied
TIMEFRAME	24 months (have to get through Comprehensive Plan first, which is 14 months)
LEAD	Department of Planning and Economic Development, City of Woonsocket
SUPPORTING	City Clerk's Office
CAST	City Council, for approval of any changes to regulation
NEEDED RESOURCES	 Potential exemption from state-level enabling laws as a distressed community to become a test case
AND POSSIBLE SOURCES	 Budget with external funding for a Lean Process Improvement study (could happen concurrently with Comprehensive Plan)
	US Economic Development Administration
	• Research viewpoint permitting software to determine if it can be expanded from its current use with building permits to include additional application types.

ACTION 1.4: PROMOTE THE ABILITY FOR INTERIM USES AS POP-UP SHOPS FOR BUSINESSES IN THE DOWNTOWN AREA. COUPLE THIS WITH A RENT FUND IF THAT IS NEEDED AND PRIORITIZE ATTRACTING CULTURALLY AND RACIALLY DIVERSE ENTREPRENEURS.

WHAT THIS IS AND WHY IT IS IMPORTANT	Currently zoning allows for pop ups, but there are still businesses that might not know this can be an interim step without committing to a lease as they try to grow their businesses downtown. This may still entail a cost to rent a space temporarily so a fund to assist new or early businesses would be helpful. Selection criteria for assistance should include criteria for culturally and racially diverse entrepreneurs.
MEASURES OF SUCCESS	At least four pop ups held in downtown spaces
TIMEFRAME	12 months for program to fully develop
LEAD	Garrett Mancieri, Downtown Woonsocket Collaborative
SUPPORTING CAST	Kevin Proft, City Planner, City of Woonsocket
NEEDED RESOURCES AND POSSIBLE SOURCES	 Advertising budget (\$5,000) Fund for rent or buildout - key barriers (\$250K) Potential for city assistance to update buildings Potential for creative/flexible rent agreement for landlord to capture a percentage of sales (risk sharing); example is Buff Chase in Providence USDA Wholesale Market and Facility Design program https://www.ams.usda.gov/services/local-regional/facility-design

BE DONE TO BRING THE SPACE UP TO OCCUPANCY CODE. In order to best accommodate interest in available spaces, these spaces need to be WHAT THIS IS AND WHY IT IS known and assessed for their attributes/ability to meet different needs of potential IMPORTANT users (e.g., utilities, size, amenities). **MEASURES OF** 100% of buildings documented SUCCESS A database exists of all properties including description, ownership, if any work is ٠ needed to make the space leasable TIMEFRAME 6 months and then ongoing as needed Kevin Proft, Department of Planning and Economic Development, City of Woonsocket LEAD **SUPPORTING** • External consultant CAST Property owners and managers Carl Johnson, Zoning Officer • Downtown Woonsocket Collaborative • Northern Rhode Island Chamber of Commerce • NEEDED Additional capacity (and related funding) to support the lead, possibly in the form of • RESOURCES a consultant to conduct the space inventory and research on how to bring downtown AND POSSIBLE spaces up to code. This external capacity could compile the information into a report SOURCES under the department's guidance. Platform for hosting data already exists that can be adapted and used for this •

ACTION 1.5: INVENTORY AVAILABLE SPACES IN THE DOWNTOWN AREA TO ASSESS WHAT NEEDS TO

• U.S. Environmental Protection Agency Assessment Grant (active)

purpose.

Goal 2: Elevate Woonsocket as a destination to live, visit and work.

The City of Woonsocket, along with a host of community organizations, continue efforts to revitalize the city and its downtown. The Downtown Woonsocket Collaborative continues its efforts to attract and retain business in the downtown. NeighborWorks Blackstone River Valley (NWBRV), acting as the local community development corporation has added, and continues to add, affordable residential units to Woonsocket, including reuse of historic mill buildings. NWBRV's Millrace Kitchen food business incubator is also encouraging new local businesses while providing downtown event space. The Museum of Work and Culture is a downtown destination for Woonsocket visitors, and works extensively with local schools and other organization on community-building events and programs. There remains a need and desire to promote Woonsocket more widely, including in the Boston metro area, as a place to live, work, or visit.

ACTION 2.1: MODERNIZE THE CITY'S ZONING ORDINANCE TO PROVIDE GREATER FLEXIBILITY FOR DEVELOPING AND REDEVELOPING AND ENCOURAGE VIBRANT MIXED-USE PLACES.

WHAT THIS IS AND WHY IT IS IMPORTANT	This could be helpful in the Comprehensive Plan re-write to expand uses in the downtown district. Pop-ups are allowed but not often done. This would increase foot traffic. The social District <i>feels</i> more desolate than it actually is (e.g. buildings are mostly filled there). Parking will remain a need but should not be a focus.
MEASURES OF SUCCESS	 Lower barriers to outdoor dining Continue to encourage residential and office on upper levels Streamline administration and permits New mixed-use zoning for Social district Promote walkability Allow 4-6 floor buildings to increase downtown density Reduce parking minimums
TIMEFRAME	 Comprehensive Plan to be updated over the next 18 months Zoning revisions can follow, and will take another 18 months
LEAD	Department of Planning and Economic Department
SUPPORTING CAST	 City Comprehensive Plan consultant Property owners All residents and business owners
NEEDED RESOURCES AND POSSIBLE SOURCES	 Outreach to landlords to help them understand the value, including about parking minimums Public engagement City has already hired the consulting firm for the Comprehensive Plan

ACTION 2.2: PARTNER WITH THE PUBLIC SCHOOL SYSTEM TO PROVIDE OUTDOOR EXPERIENTIAL EDUCATION ACTIVITIES CENTERED AROUND AGRICULTURE, FOODWAYS & THE ENVIRONMENT.

WHAT THIS IS AND WHY IT IS IMPORTANT	It is important to teach youth where food comes from and its value and to encourage environmental stewardship, so the next generations can strengthen foodways. It will help introduce young people to the food industry early on and potentially connect them to the food system in the future. It helps create a desirable place to live when children have access to an engaging, innovative school system that leads to lifelong connections to place. It can be a key to long-term economic development and is also a health issue.
MEASURES OF SUCCESS	 Long term success in raising more aware future generations Programs could be in schools very soon Youth making healthy food choices
TIMEFRAME	 Potential for programs in schools within 24 months Museum of Work and Culture is in the midst of re-vamping the 5th grade programming- opportunity to pilot in 6 months- 1 year
LEAD	 Museum of Work and Culture provides educational programming (could be a starting point for launching this) Partner farmers - to be identified
SUPPORTING CAST	 Schools educators Bristol school Riverzedge Arts NeighborWorks Blackstone River Valley Community Care Alliance Rhode Island Environmental Education Association Beacon Charter School culinary program
NEEDED RESOURCES AND POSSIBLE SOURCES	 Buy-in from school department (perhaps formal adoption as a priority) Outside space (potentially at Harris Elementary) Middle School has a food-for-pigs program, and outdoor space Cross-cultural training and education programs (connect with Southeast Asian community in Woonsocket) Harris Elementary School has an existing garden Middle School has plenty of outdoor space 4-H programs available

ACTION 2.3: HIRE A MARKETING COMPANY (OR USE AN EXISTING ORGANIZATION) TO CREATE A PLAN TO PROMOTE THE CITY AS A PLACE TO LIVE, EAT, WORK, AND PLAY & SET UP SHOP.

WHAT THIS IS
AND WHY IT IS
IMPORTANTA sustained marketing approach to people inside and outside of the city to bring visitors
and new people in to see Woonsocket places and events. Events exist but they do not
get enough attention. We will build on existing events, and Museum of Work and
Culture's marketing, to streamline the marketing.

MEASURES OF SUCCESS	 Update of existing mapping, website, etc. Promote in out-of-town magazines, etc. Create a Woonsocket guide – Such as "Woonsocket in my pocket" or an app or website
TIMEFRAME	• Align timing of marketing campaign with key Woonsocket events (e.g. once pop-ups live; farmers market livelier; summer festivals). Consider sequencing with other actions in this plan.
LEAD	 Downtown Woonsocket Collaborative (but would need a funded position to take control of this) City's new economic development director (see goal 1)
SUPPORTING CAST	 Consider partnering communities and/or state to have a coordinated calendar Blackstone Valley Tourism Council City Government NeighborWorks Blackstone River Valley Community residents
NEEDED RESOURCES AND POSSIBLE SOURCES	 Funding to advertise on radio, newspapers, etc. \$50,000 advertising budget to enable Woonsocket/DWC to hire a firm or RiverzEdge at about \$4k/month for website, print materials, ad buys, billboards, etc. Need to identify where the Full Time Equivalent marketing person should be housed (DWC? City? HEZ?) Riverzedge Arts helped to design promotional materials in the past Centralized event calendar Need a paid full-time equivalent position or larger grant (>\$5k) to pay for sustained marketing Equitable, collaborative community engagement with residents for consultation and reflecting full community Blackstone Valley Tourism Council may have funding to support a position or direct marketing Community Development Block Grant funding may be available (currently funding Riverzedge) City gets around \$1.3 million annually from Community Development Block Grant 2021 Notice of Funding Available will be released soon, and Chris with the City will do informational discussions

Goal 3: Improve coordination within Woonsocket's food ecosystem.

Woonsocket has a few organizations that focus on food, but from different perspectives - food production, food access, and food as a strategy for economic development. Coordination among these groups is essential and each is keen to better understand the needs of the others as part of an effort to grow supply and improve availability of local food to both individuals and institutions. Together, these groups can plan and activate unique placemaking in service to all of their objectives. The initial actions are aimed at network building.

ACTION 3.1: CONDUCT ENGAGEMENT WITH LOCAL STORES TO ESTABLISH CONNECTIONS AND EXPLORE OPTIONS TO COLLABORATE ON FOOD INITIATIVES.

WHAT THIS IS AND WHY IT IS IMPORTANT	Conducting one-to-one engagement with Woonsocket's businesses is a first step to establishing relationships that can lead to collaboration. There is interest to meet store owners and understand what if any role they currently play in sourcing local and regional produce and providing necessary grocery staples. Meetings present an opportunity to explore if businesses want to expand their food offer, if any need help through collaborative purchasing, and if more neighborhood groceries can qualify as SNAP/WIC vendors.
MEASURES OF SUCCESS	 Conducting 5-10 meetings with Business Owners Developing 3-5 partnerships between businesses and farmers/makers/group purchasing opportunities
TIMEFRAME	 Interviews – January 2021 through June 2021 Partnerships – June 2021 through December 2021
LEAD	 Downtown Woonsocket Collaborative: initial meetings HEZ Food Access Committee: partnerships
SUPPORTING CAST	 NWBRV/Millrace Kitchen Brad Fesmire/Farm Fresh/Farmers in general
NEEDED RESOURCES AND POSSIBLE SOURCES	 Resources available from URI Corner Store research project through the HEZ Outcome on one-on-one work done between URI and selected corner store Information on how corner stores across the state get access to fresh fruits and vegetables Resources to research and share known successes (Intern or resource from URI corner store initiative) Potentially distribution-end resources Create ready-made package of Local foods to provide to corner stores

ACTION 3.2: INTRODUCE FOOD AND BEVERAGE ENTREPRENEURS TO ADDITIONAL MARKET CHANNELS.

WHAT THIS IS	It can be challenging for small food businesses to do all of the sales and marketing
AND WHY IT IS	necessary to reach desired direct to consumer and wholesale channels. A possible
IMPORTANT	solution to build awareness of new and small businesses would be to offer a standing

	table at the farmers' market that could be used on a rotating basis as a cost savings means. Table hosts would market both their own items for sale and those of their peers. Once successfully implemented, the lead may explore hosting supplier/buyer meet and greets or food forums, the creation of a centralized location and marketing materials for listing local food makers, and the creation of a system of denotation for businesses that serve a certain percentage of locally produced foods. Related strategies involved in realizing this action might include creating a ready-made curated "basket" of local foods to provide to interested sellers or introducing a "Locally Sourced" sticker system to denote businesses that sell a certain percentage of locally sourced ingredients.
MEASURES OF SUCCESS	 Regularly conducting meetings with makers/producers and buyers/restaurants and follow up to address any challenges Hosting a weekly table at the Farmers Market A noticeable increase in locally produced goods in restaurants and stores
TIMEFRAME	Weekly table launches Summer 2021
LEAD	Downtown Woonsocket Collaborative
SUPPORTING CAST	 Food Access Committee NWBRV/Millrace Kitchen Farm Fresh Marketmobile RiverzEdge to create the marketing materials
NEEDED RESOURCES AND POSSIBLE SOURCES	 An initial \$5K budget to produce a design and run of marketing materials for the local businesses who staff the table. This can create a base to build from for additional work on this goal and some type of collateral will be necessary if we expect vendors to promote the businesses of everyone who shares the table space. Additional funding to pay RiverzEdge to development a cohesive brand/identity and marketing materials to promote local foods. Fund DWC staff member to take on this work and/or Paid Position at the City to implement this plan Materials about LFLP goals available in City Clerk's Office to hand to new business owners when they file for licensure/PDF to mail to new business after City Council Approval Potential resource: USDA AMS Local Foods Promotion Program (LFPP) https://www.ams.usda.gov/services/grants/lfpp/awards

Goal 4: Increase the accessibility of grocery staples, especially fresh food, in downtown Woonsocket.

The City of Woonsocket's Main Street Neighborhood is recognized by the US Department of Agriculture as low income/low access, which means there is limited affordable full-service grocery available to a localized population. Downtown commercial vacancy remains high. With the completed and planned addition of residential units to the downtown, including affordable housing units, there is a need for access to basic food and grocery needs in this area. While Woonsocket has a farmers' market, the market is located away from downtown at Thundermist Health Center, with limited days and times of operation.

ACTION 4.1: ADVANCE COMMUNITY'S GOAL TO DEVELOP A DOWNTOWN GROCERY OR CO-OP BY DEVELOPING A BUSINESS AND ORGANIZATIONAL PLAN.		
WHAT THIS IS AND WHY IT IS IMPORTANT	The Health Equity Zone holds downtown grocery as a long-established goal within its Food Access Work Group. They are already having discussions of hiring consultant to conduct this study but have not established the scope of this work yet. They have the opportunity to function as a community food system asset rather than just a market, filling other needs of the community.	
MEASURES OF SUCCESS	Identify: Space (new or existing building) How to staff Membership model Other structural/business models Other uses of the co-op space Ability to source for local vendors	
TIMEFRAME	 February 2021: Request for Proposals March 2021: Secure consultant Complete study: December 2021 (tied to grant) 	
LEAD	 Health Equity Zone (HEZ) Kevin Proft, City Planner 	
SUPPORTING CAST	 Urban Greens Farm Fresh Rhode Island Rhode Island Food Policy Council Residents (potential members of a coop) Community partners (are there other organizations to share this space?) 	
NEEDED RESOURCES AND POSSIBLE SOURCES	 Determine the structure (paid staff/volunteer) Determine space needs- e.g., cold storage, shared space for wholesale aggregation opportunities Variety of models for the community to consider Identify options with existing building stock 	

- Review past United States Department of Agriculture Local Food Promotion Program grantee awards and guidelines
- Rhode Island Foundation grant (existing) to be used by Sept. 2021
- United States Department of Agriculture Local Food Promotion Program <u>https://www.ams.usda.gov/services/grants/lfpp</u> (available for planning or implementation - 25% match required and can be in kind)
- United States Department of Agriculture Wholesale Market and Facility Design program <u>https://www.ams.usda.gov/services/local-regional/facility-design</u> (no-cost architectural design service for food facilities)

ACTION 4.2: PROMOTE AND COORDINATE PILOT OF A WEEKLY GROUP PURCHASES OF LOCAL FOODS THROUGH FARM FRESH RHODE ISLAND FOR DELIVERY TO WOONSOCKET OUTSIDE OF THE SEASONAL SUMMER WEEKLY MARKET.

WHAT THIS IS AND WHY IT IS IMPORTANT	Meet minimum purchase requirements for Farm Fresh Rhode Island to deliver to Woonsocket (\$300). Will drive additional attendance at winter farmers market by arranging delivery at the market. Could be arranged as a Community Supported Agriculture model with ongoing participation. Could be a step to establishing demand for a weekly farmers market.
MEASURES OF SUCCESS	 Meet required weekly minimum EBT eligible eventually Step 1: Use Winter's Farmers Market to sign up those interested in weekly buying (CSA or buying group) Step 2: Expand options Step 3: Become a year-round weekly farmers market?
TIMEFRAME	 Winter 2021-22
LEAD	 Health Equity Zone Food Access Work Group (Tara C. contact) Passionate community member? Community Supported Agriculture-type advocate? Brad Fesmire, Riverzedge Arts Can start with an email chain from the members of the steering committee to their work places; Local Foods Local Places workshop contact list
SUPPORTING CAST	 Farm Fresh Rhode Island Core group of consumers Downtown Woonsocket Collaborative
NEEDED RESOURCES AND POSSIBLE SOURCES	 Consider operational logistics: sliding scale or other options for affordability, convenient pick-up locations, buying club model Drop location (40 South Main as a pickup point?) Does Fresh Foods Rhode Island track Woonsocket as a group (e.g., Woonsocket needs X dollars or customers more in demand to get delivery)? Does Fresh Foods Rhode Island offer a "share" purchase like a Community Supported Agriculture box

- Local butchers
- App like Market2Day ((e.g., <u>https://www.market2dayapp.com/home</u>)
- Promote Fresh Foods Rhode Island Market Mobile widely through email or social media
- NeighborWorks Blackstone River Valley has budget for music for pickups in 2020
- Need marketing budget ~ \$1K to pay the Farmers' Market's current designer to produce materials about the Winter CSA that can be disseminated during the summer markets.

ACTION 4.3: IDENTIFY POTENTIAL EMPTY LOTS, FLAT ROOVES, EMPTY INDUSTRIAL BUILDINGS & CREATE AN AGRICULTURAL LAND TRUST TO PRESERVE LAND/BUILDINGS FOR SMALL/LARGE SCALE URBAN AGRICULTURE PROJECTS LIKE MARKET, COMMUNITY, AND SCHOOL GARDENS, ETC.

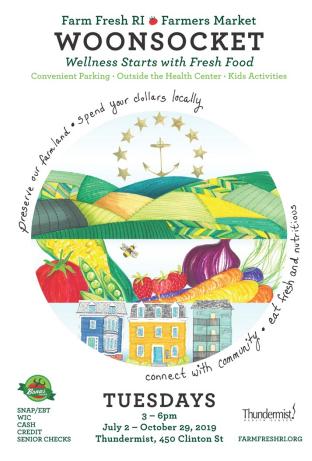
WHAT THIS IS AND WHY IT IS IMPORTANT	This will Increase food security, economic development opportunities, educational opportunities and the preservation and creation of green space (beautification). It will also transition idle space into productive space.
MEASURES OF SUCCESS	 List of existing community garden opportunities Confirm city's goals for city-owned vacant lots Identify a grant opportunity for Sarah to realize her dream
TIMEFRAME LEAD	 June 2021 – December 2021 Health Equity Zone, Tara Cimini Local urban agriculture champion (Christina?)
SUPPORTING CAST	 Brad Fesmire, Riverzedge Arts Kevin Proft, City Planner (GIS mapping support) Paul Ouellette, Northern Rhode Island Chamber of Commerce Sarah Carr, Museum of Work and Culture Wendall Gardner (help enlist volunteers) Clinton St/Library Community Garden = one being built at Riverzedge Organization with pocket garden/orchard (NeighborWorks Blackstone River Valley) Property owners City of Woonsocket (zoning, ordinance) Woonsocket Public Schools Community Care Alliance/Boys & Girls Club collaboration Senior housing complex Woonsocket Housing Authority
NEEDED RESOURCES AND POSSIBLE SOURCES	 Gardening Space (existing community garden run by community care alliance - next to library - still has available space) City does own several empty lots (GIS map) Environmental Protection Agency has information, soil testing, etc. for urban ag (Jessica Dominguez contact) Soil Shop Team

- United States Department of Agriculture Wholesale Market and Facility Design program <u>https://www.ams.usda.gov/services/local-regional/facility-design</u> (no-cost architectural design service for food facilities)
- Green Roofs for Healthy Cities <u>https://greenroofs.org/</u>
- Providence urban ag ordinance/executive order allowing growing on city-owned lots in transition/temporarily as a model
- Natural Resources Conservation Service
- Brad Fesmire (can help with building raised beds; can incorporate into student curriculum and sustainability studios)
- Example: Southside Community Land Trust: https://www.southsideclt.org/, Gotham Greens: https://www.gothamgreens.com/, Gracie's Restaurant Rooftop Garden: https://graciesprov.com/our-rooftop-garden/
- Example: Agroforestry/ Forest Gardens: <u>https://web.uri.edu/mastergardener/roger-</u> williams-park-edible-forest-garden/.
- College intern

IMPLEMENTATION AND NEXT STEPS

Following the workshop, the steering committee and technical assistance team held three more calls to finalize the action plan and report. The steering committee also met on its own to review and edit the final report and action plan. During each call with the federal partners and facilitation team, updates related to the action plan or an outcome of the workshop were shared. In some instances, new information gathered resulted in modifications to actions within the plan. Early progress and connections as a result of this process include:

- The workshop facilitated a reconnection to Rivers Edge Arts, which has already created some of the marketing and wayfinding signage the community would like to see around Woonsocket.
- Tara and Kevin connected with Urban Greens in Providence about the potential of starting a food buying club as a first step in exploring a food cooperative.
- The Health Equity Zone voted to allocate \$25,000 in funding to research a cooperation or small grocery store under the leadership of the city and an informational call was held with The Daily Table, a Boston-based chain of non-profit grocery stores.



- The city received funding for a preliminary Truman Drive street redesign and a consultant firm (Horsley Whitten) was contracted for the city's comprehensive plan. An RFP for a design firm was issued for Truman bike path development.
- The Downtown Woonsocket Collaborative held its first ever virtual holiday stroll. A two-hour video was produced and shared on Facebook. The event included a Scavenger Hunt with prizes totaling over \$1000 to support local businesses.
- The Downtown Woonsocket Collaborative applied for the LISC Growing Communities Grant.
- NeighborhoodWorks submitted an application for the \$250,000 Republic Services Promise Neighborhood grant that included language from the community draft action plan (e.g., streetscape improvements, walkability).
- The HEZ submitted a grant for tree planting on behalf of the city. The application describes selecting trees with food productive potential like sugar maples and fruiting varieties.
- A grant of \$25,000 from Leavitt will support the Leavitt AMP Concert Series with an additional \$1,800 received from the Rhode Island State Council on the Arts (RISCA).
- A grant of \$49,000 for business adaptation was received from the Rhode Island Department of Commerce. This funding will be used for new equipment for members of Mill Race Kitchen to be more mobile and outside with their operations.
- Woonsocket was selected as a focus community by LISC/Citizens Bank and awarded \$50,000, which will be distributed as smaller grants (~\$10,000 each).
- The Downtown Woonsocket Collaborative (DWC) met with the city about the possibility of using CDBG funding. The DWC is working to identify available spaces and market them to potential investors. The Redevelopment Agency has funding that can be used in Downtown, so DWC is looking at pop-up space for Mill Race graduates downtown to pilot concepts. The Beacon Charter School has a full-service kitchen that could be used, which could also provide for a youth development opportunity. USDA AMS architectural services might be able to help: https://www.ams.usda.gov/services/local-regional/facility-design
- An exploratory conversation with Hope's Harvest (gleaning organization) was held.

APPENDICES

- Appendix A Workshop Exercise Results
- Appendix B Workshop Contacts
- Appendix C Community Data Profile
- Appendix D Funding Resources
- Appendix E References

