

*NYU Wagner Capstone Team:
Presentation for EVCC*

Grace Boone, Tabatha Renz, Andrew Wachtfogel, Rui Xu



Introduction

+ EVCC Capstone Team



- NYU Wagner Capstone
 - Project selection
 - Requirements
- Objectives of project
 - Aligning project with EVCC initiatives
 - Anticipating and adapting to community changes in East Village

EVCC Logic Model

Problem statement:

The East Village is experiencing rapid changes in housing stock, resident demographics, retail offerings and developments. Too often residents and business owners are left to protest unwanted changes.

Goals and Objective:

Recognize, support, and sustain the built and cultural character of the East Village by educating stakeholders so that they can be an active part in providing what the community truly needs.

Outcomes & Impact:

- EVCC gains greater visibility
- EVCC is a leader and key stakeholder in matters concerning the East Village and is able to effect change on the local and state level
- East Village residents are engaged in a participatory process
- EVCC is more confident, resilient, and able to tackle future challenges
- EVCC can more effectively communicate the value of their "brand"
- EVCC is able to recruit the best team members and volunteers who can assist in achieving the organization's goals
- EVCC is able to secure the additional finances they need to continue to grow and run successful initiatives
- EVCC can research and analyze needs of their constituents and address long-term needs of those previously underserved in the East Village in an efficient and effective manner that is well-documented for future work

Key Assumptions & Rationale:

- Grassroots, community organizations fill a critical public service need and have the ability to provide beneficial services and information for the public
- Support and growth of effective grassroots, community organizations can contribute to positive social change

Additional Assumptions:

- The campaigns/initiatives selected by EVCC have high potential or likelihood for further growth, sustainability, and success
- EV residents want to keep the neighborhood's diverse population and historical significance
- EVCC has connections to relevant partners, experts, and decision makers
- The public is ready and willing to participate in the process to ensure they have a voice

Resources:

- Funding through grants and donations
- EVCC staff, board, members, and volunteers
- East Village residents
- Office space on Avenue B

External factors/assumptions:

- Funding for EVCC will continue to be available and/or increase
- Life of EVCC is dependent on what local governments are doing and what policies are coming from the city level
- Sometimes decision makers make decisions or changes regarding the East Village without a desire to include the public that will be affected

Activities:

The initiatives of EVCC are centered around:

- Preservation
- Retail diversity
- Zoning
- East Village Independent Merchants Association
- Youth development

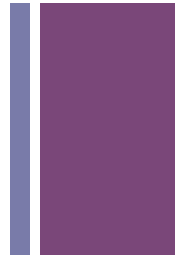
EVCC programming:

- East Village Tuesdays
- Community forums
- Petitions
- Rallies
- Get Local guide

Outputs:

- # of events held
- # of signatures on petitions
- # and type of partnerships
- % of initiatives/campaigns still active (1 yr, 2 yrs, 3+ yrs)
- # and amount of grants, donations, and other financial support
- # of volunteers and staff (part-time vs. full-time, paid vs. unpaid, % change in total volunteer/staff numbers)
- # of mentions in media (via various media channels & measures: Google, Twitter, Facebook, etc.)
- % indicating greater community or political involvement because of EVCC
- # of policy or government program/service changes that arose as a direct result of EVCC work

+ Priority Outcomes



- EVCC gains greater visibility
- EVCC is a leader and key stakeholder in matters concerning the East Village and is able to effect change on the local and state level
- East Village residents are engaged in a participatory process
- EVCC is more confident, resilient, and able to tackle future challenges
- EVCC can more effectively communicate the value of their “brand”
- EVCC is able secure the additional finances they need to continue to grow and run successful initiatives



+ Learning about the East Village



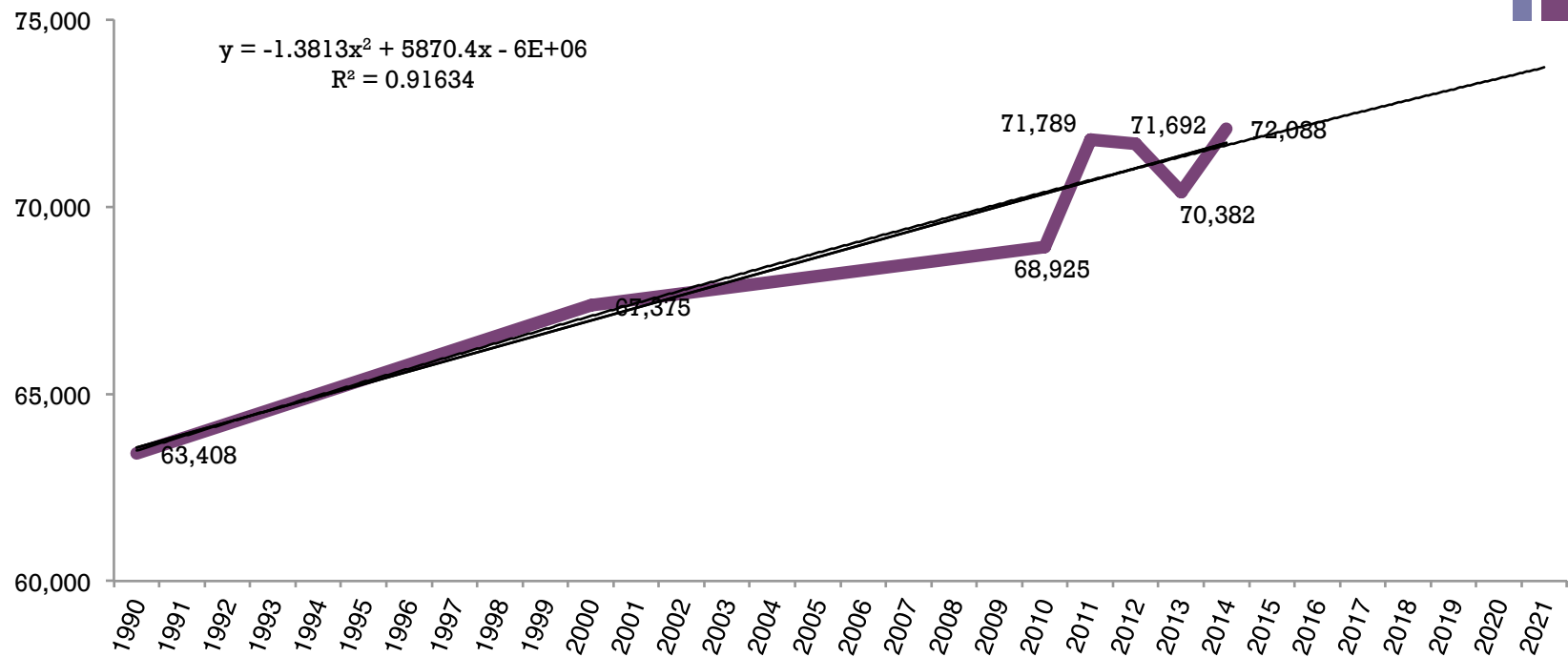
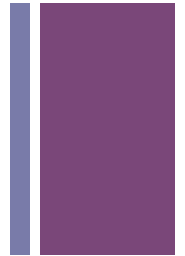
East Village Basic Facts

	East Village	Manhattan	NYC
Population (2013)	72,099	1,699,268	8,199,221
Population Density (sq mi)	80,185	70,826	27,098
Median Age	33.6	36.5	35.5
Male/Female ratio	0.93:1	0.89:1	0.90:1
Median Household Income	\$66,310	\$69,659	\$52,259

Source: U.S. Census Bureau, 2009-2013 American Community Survey 5-Year Estimates



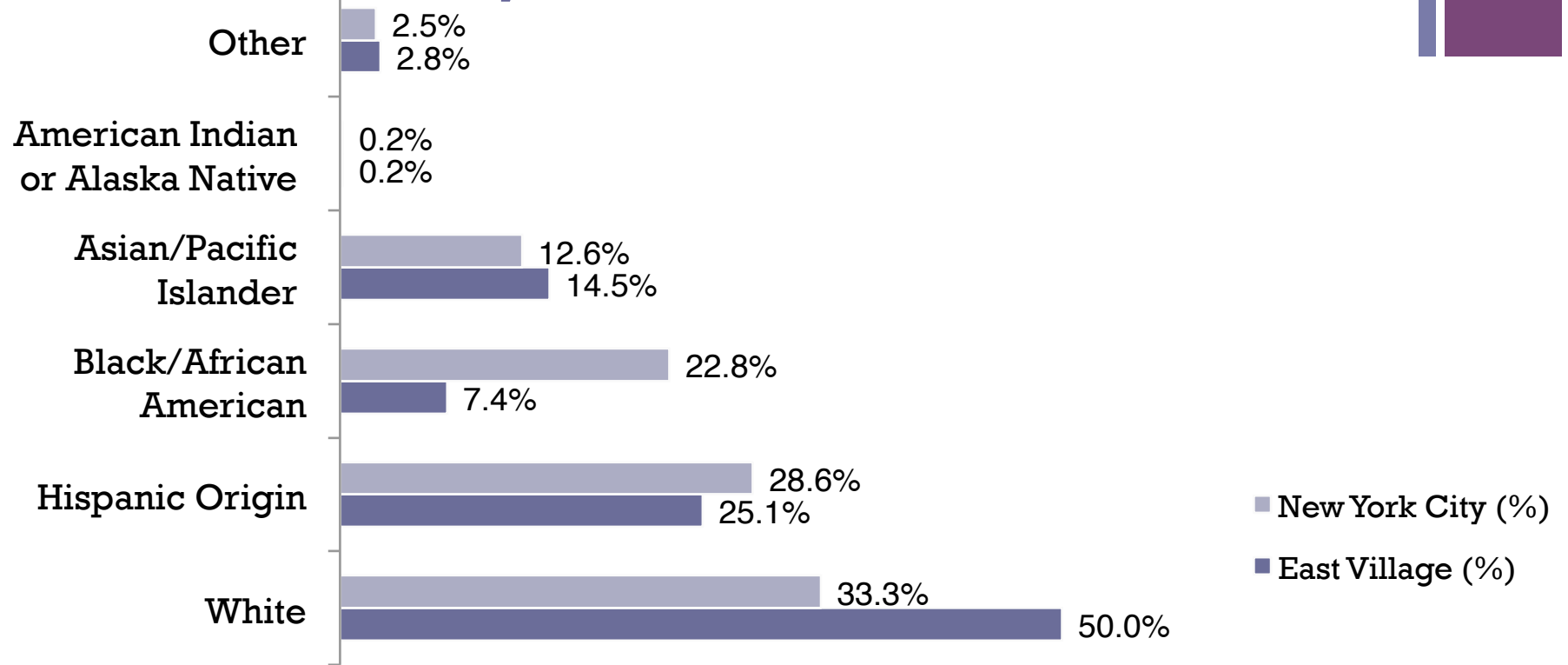
+ Population trends



Source: U.S. Census Bureau, 2009-2013 American Community Survey 5-Year Estimates and 1990, 2000 Population

+ Demographics

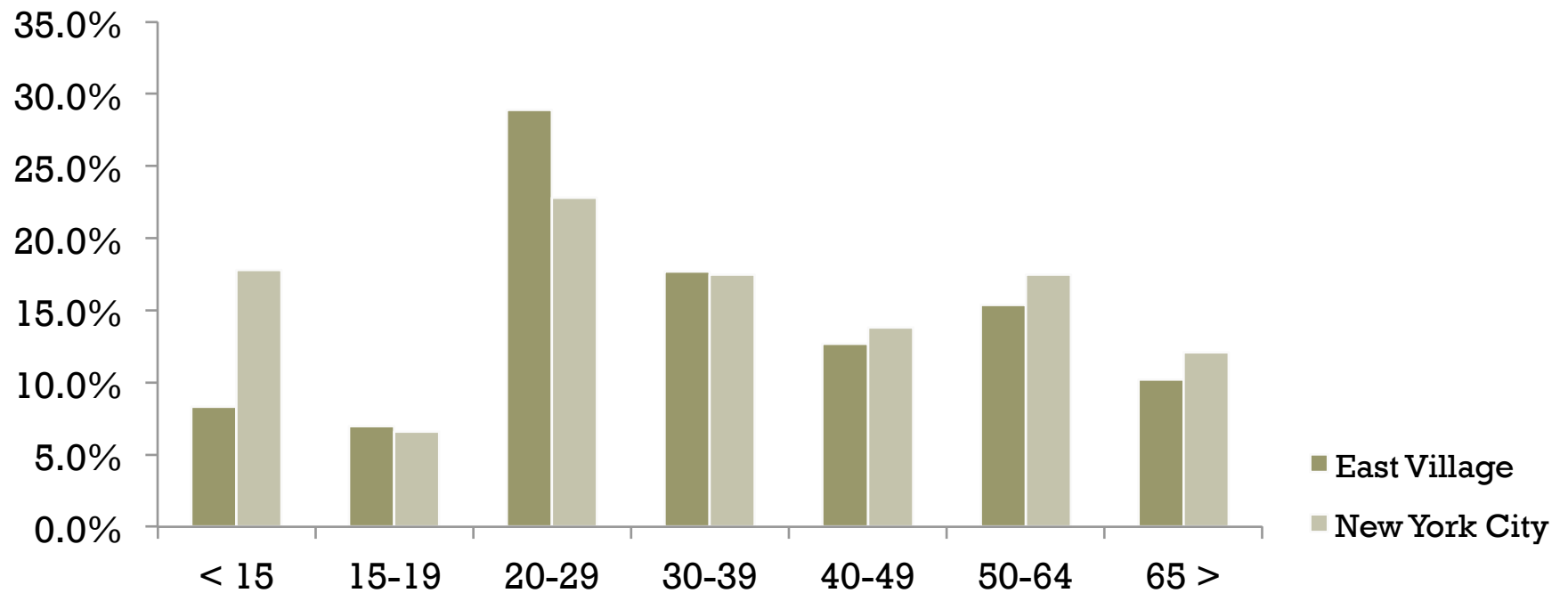
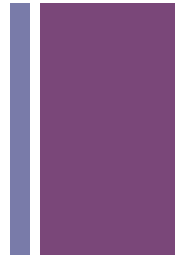
Race and Ethnicity



Source: U.S. Census Bureau, 2009-2013 American Community Survey 5-Year Estimates and 1990, 2000 Population

+ Demographics

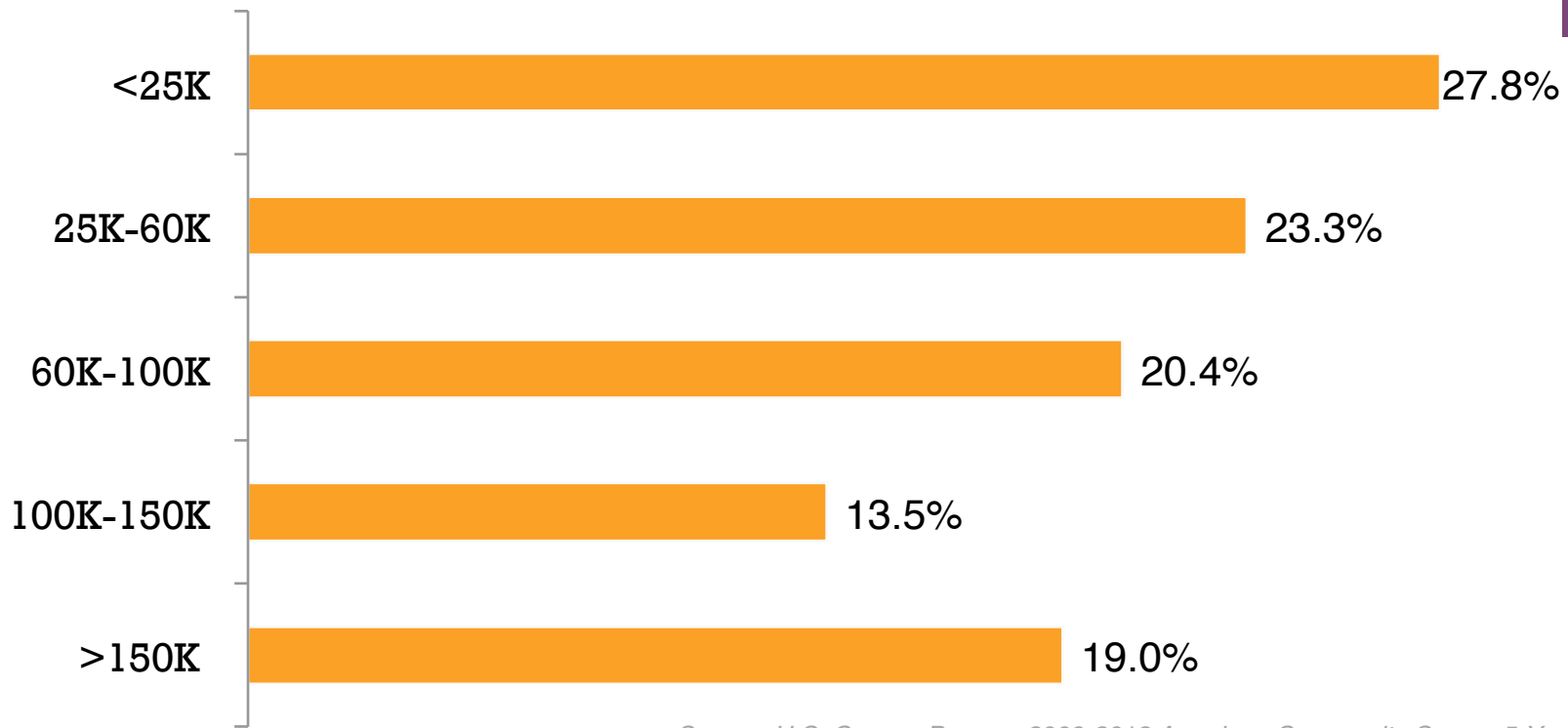
Age



Source: U.S. Census Bureau, 2009-2013 American Community Survey 5-Year Estimates and 1990, 2000 Population

+ Demographics

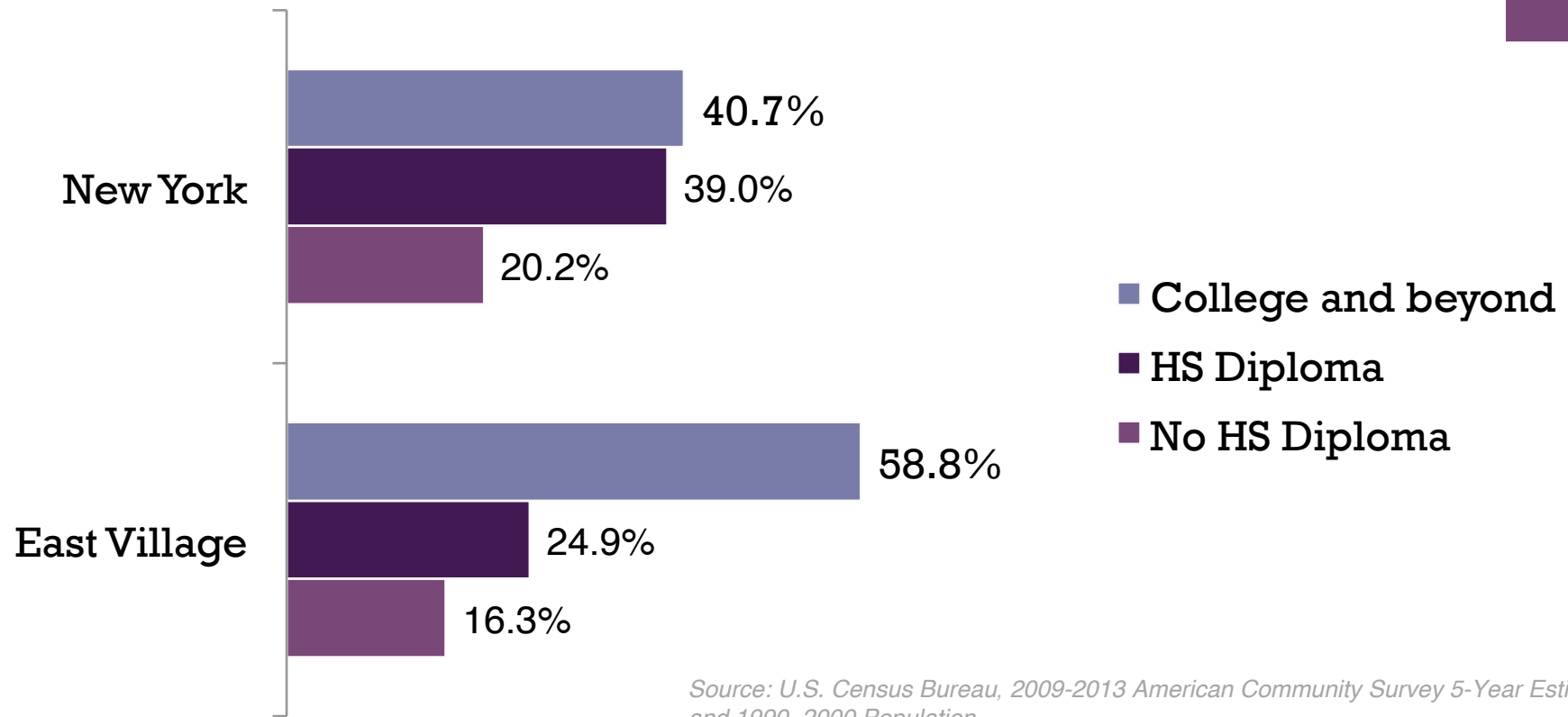
Household Income



Source: U.S. Census Bureau, 2009-2013 American Community Survey 5-Year Estimates and 1990, 2000 Population

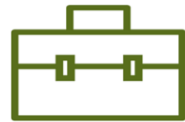
+ Demographics

Educational Attainment



+ Demographics

Employment and Key Industries



Professional



IT



Healthcare



Finance

East Village	17.6%	10.6%	9.6%	7.5%
New York	8.7%	3.8%	17.3%	9.1%



Retail



Hospitality



Education



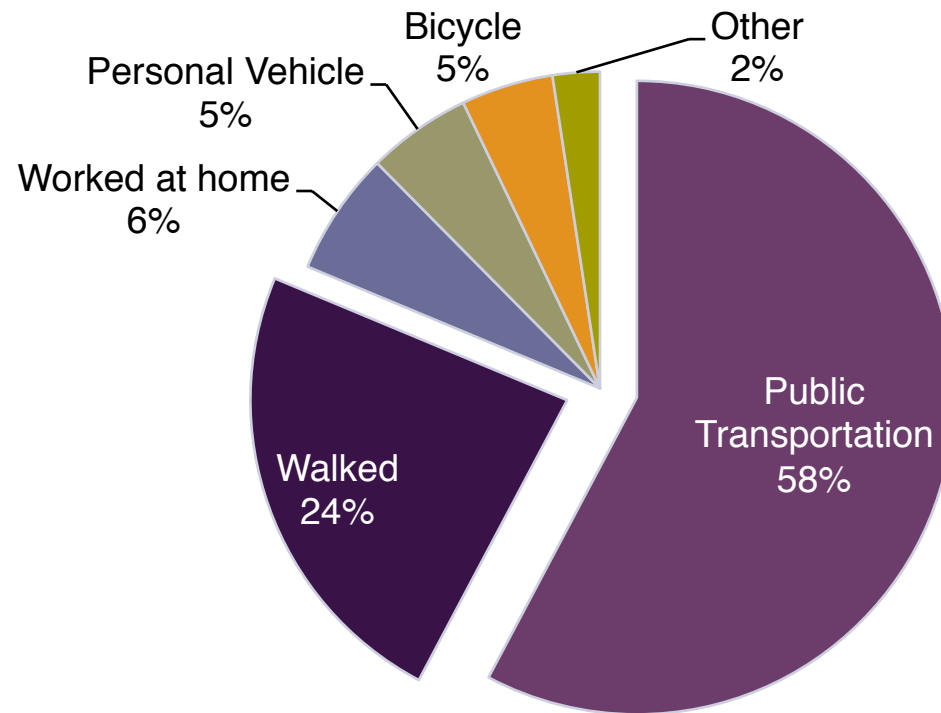
Entertainment

East Village	7.4%	7.2%	7.5%	5.4%
New York	9.9%	7.7%	9.1%	2.7%

Source: U.S. Census Bureau, 2009-2013 American Community Survey 5-Year Estimates and 1990, 2000 Population

+ Demographics

Primary Means of Transportation



Source: U.S. Census Bureau, 2009-2013 American Community Survey 5-Year Estimates and 1990, 2000 Population



Development

+ Real Estate Trends

Increasing townhouse, co-operative, condominium, new development, and rental apartment prices in Manhattan since the downturn in 2008

As historically prime areas become developed and more expensive, developers, buyers, and renters turn toward transitioning neighborhoods for affordable land and apartments

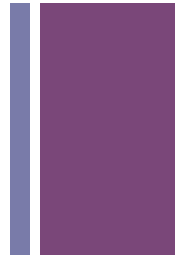
Relatively undeveloped nature of the East Village is attractive for developers from a profit standpoint, and buyers from a character standpoint

Relatively restricted zoning in the East Village make development more difficult than other neighborhoods and require developers to acquire several adjacent parcels

When rental buildings sell to new owners, rents are often increased above average rents in an area

New development apartments are typically more expensive than average existing apartments

+ Household Type East Village vs. NYC



Family
Households



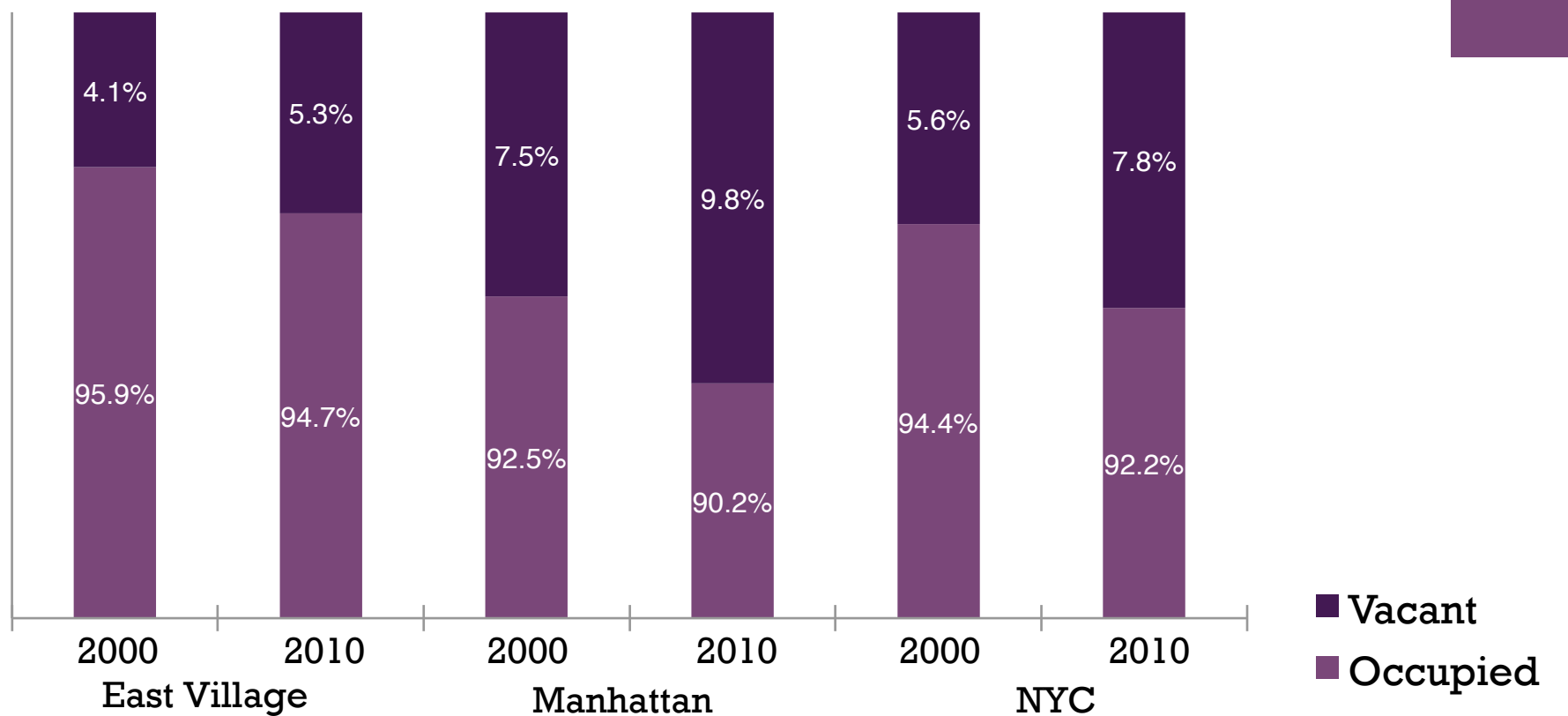
Nonfamily
Households



Householder
Living Alone

	Family Households	Nonfamily Households	Householder Living Alone
East Village	30.8%	69.2%	48.5%
New York	59.5%	40.5%	32.0%

+ Housing Units and Vacancies





Proposed Condo Development

Address	Total Units	Completion
196 Orchard Street	83	2017
181 Avenue A	82	2017
24 Second Avenue	40	2017
75 First Avenue	27	2017
351 East 10th Street	24	2017
536 East 13th Street	11	2015
324 East 11th Street	10	2017
436 East 13th Street	6	2016
442 East 13th Street	6	2016
64 East 1st Street	6	2016
347 Bowery	5	2016

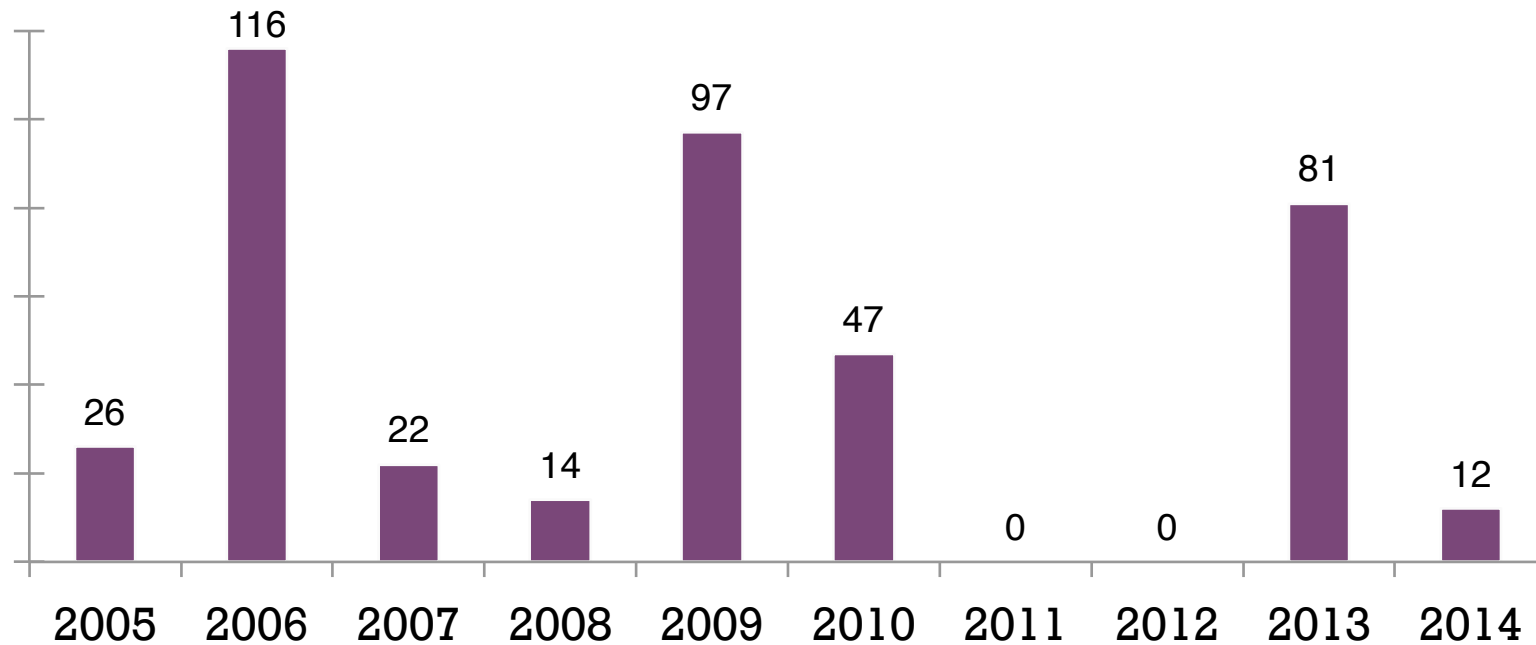
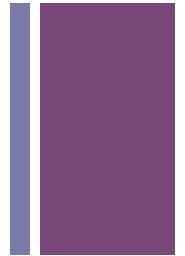
+ Proposed Condo Development



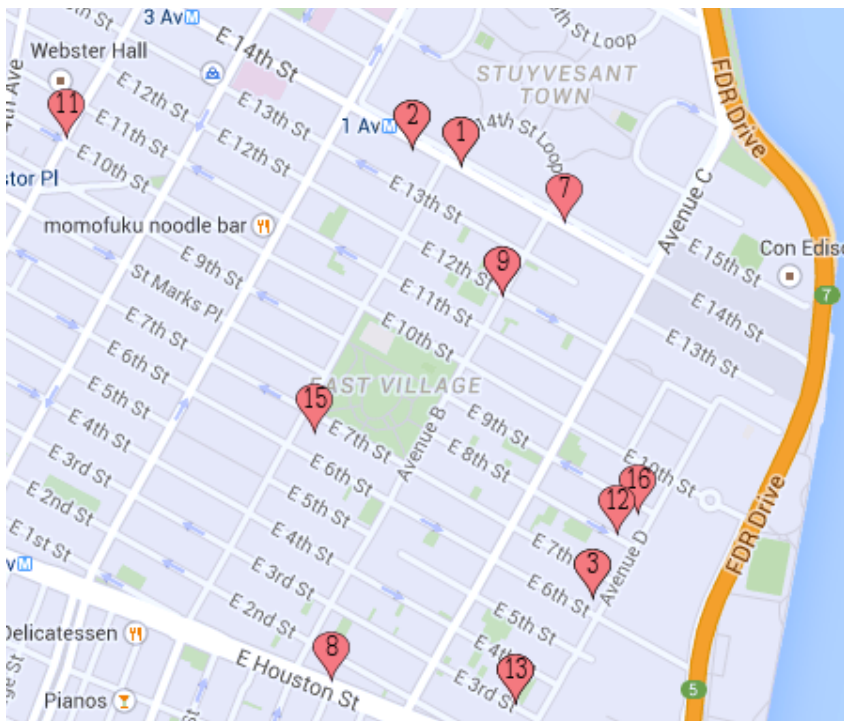
	Address	Units	Completion
1	196 Orchard Street	83	2017
2	181 Avenue A	82	2017
3	24 Second Avenue	40	2017
4	75 First Avenue	27	2017
5	351 East 10th Street	24	2017
6	536 East 13th Street	11	2015
7	324 East 11th Street	10	2017
8	436 East 13th Street	6	2016
9	442 East 13th Street	6	2016
10	64 East 1st Street	6	2016
11	347 Bowery	5	2016
Total		300	

+ Historical Development

East Village Condominium Openings



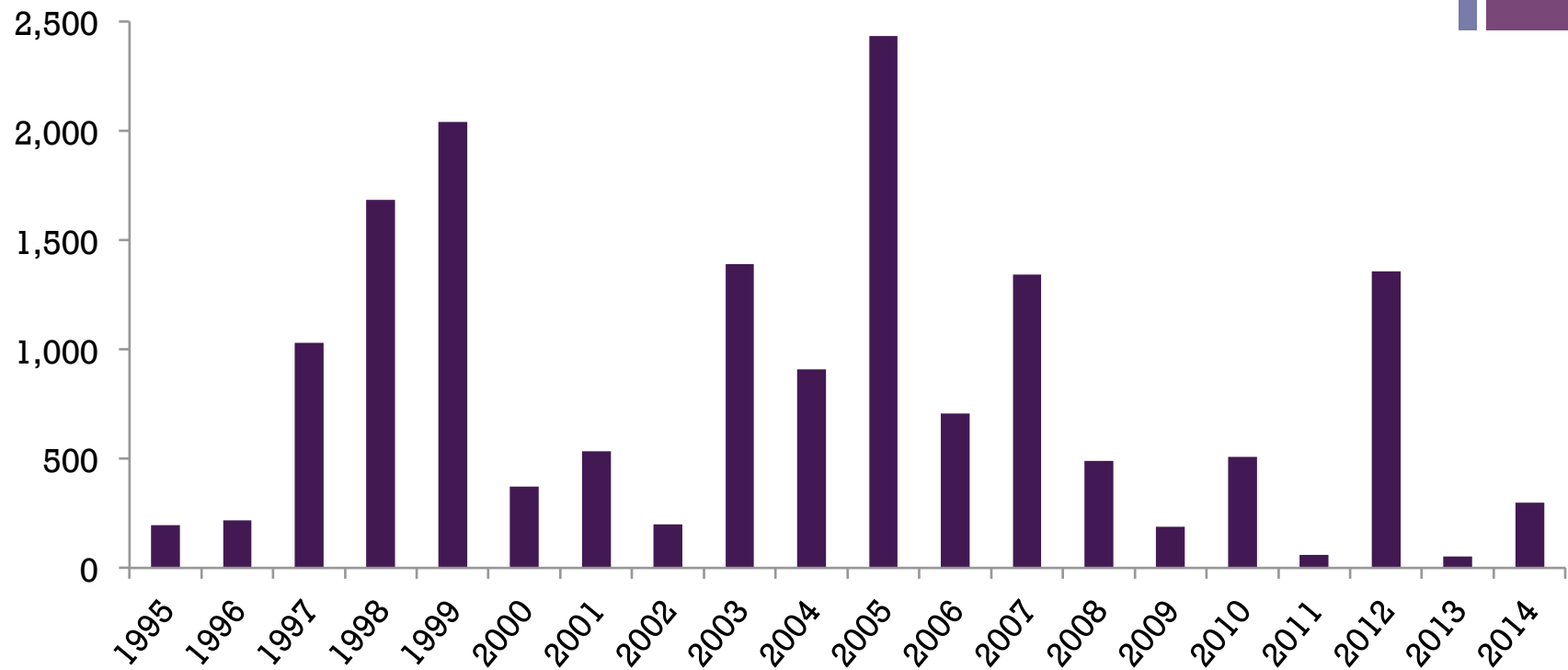
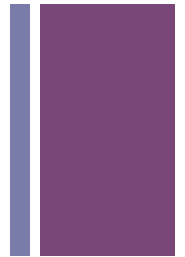
+ Proposed Rental Development



	Address	Market Rate Units	Affordable Units	Opening
1	500 East 14th Street	200	50	2017
2	432 East 14th Street	91	23	2017
3	79-89 Avenue D	86	22	2017
4	644 East 14th Street	50	0	2016
5	350 East Houston Street	45	0	2017
6	189 Avenue B	41	0	2016
7	101 East 10th Street	40	0	2016
8	397-401 East 8th Street	33	0	2015
9	321 East 3rd Street	30	0	2016
10	98 Avenue A	29	0	2016
11	127 Avenue D	11	0	2018
Total		656	95	

+ Historical Development

Greenwich Village Rental Completions





Property Survey Around EVCC



637-639 East 9th Street

- Vacant lot
- Buildable FAR: 11,072
- Last Sale: 1999



645 East 9th Street

- Unbuilt lot
- Buildable FAR: 9,200
- Last Sale: 1979



351-353 East 10th Street

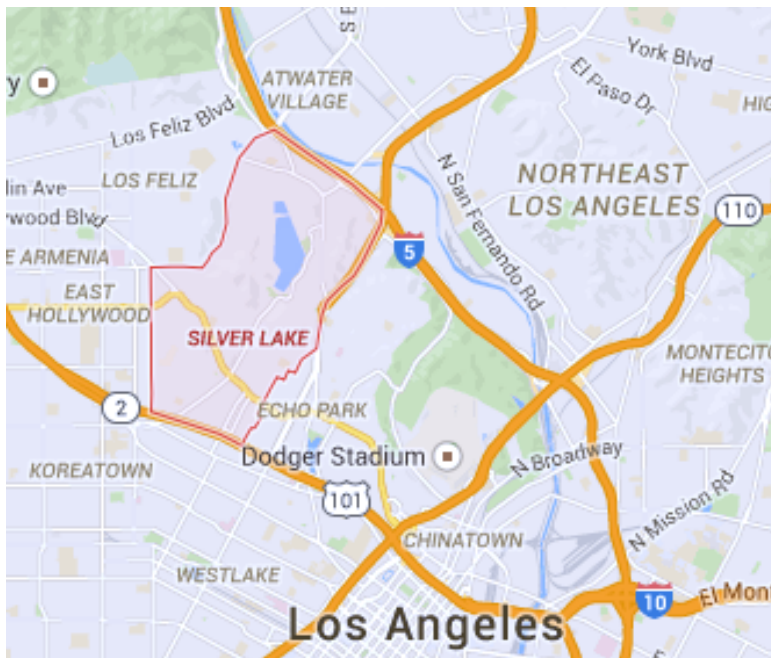
- Vacant lot
- Buildable FAR: 18,952
- Last Sale: 1980



Case Studies

+ Case Study

Silver Lake – Los Angeles, California



Silver Lake has experienced 20% increase in population since 1990. The neighborhood has shifted from being an affordable home to diverse families to becoming the “Hippest Hipster Neighborhood” in the nation, losing much of its historic housing stock and favorite local businesses.

+ Case Study

Silver Lake – Los Angeles, California

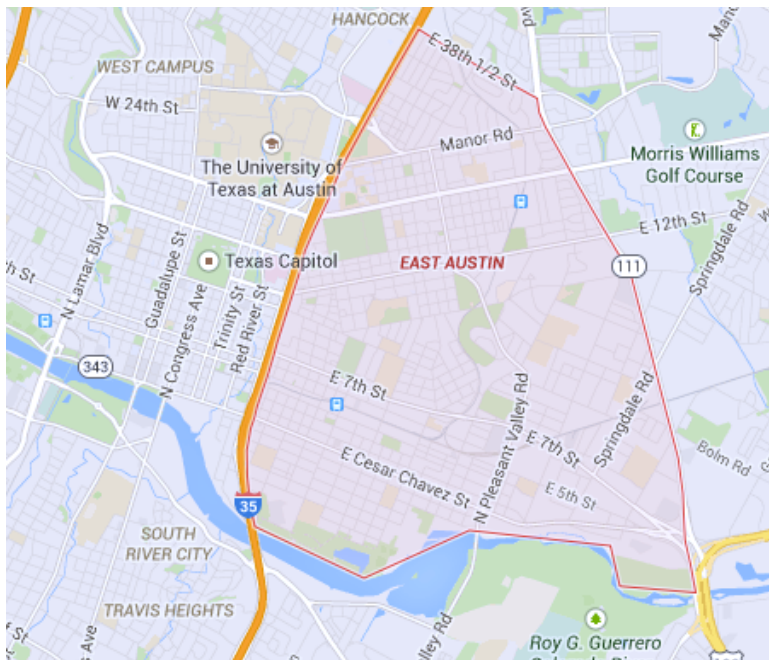


What we learned...

- Partner with developers to ensure plans align with neighborhood needs and goals
- Counteract detrimental re-tenanting efforts by proactively targeting commercial tenants that add value to community
- Encourage long-term landlords to commit to keeping the East Village affordable and attractive to diverse residents

+ Case Study

Austin, Texas



Austin is one of the nation's fastest growing cities. In becoming one of the hottest new job markets for young professionals, previously ignored neighborhoods, like East Austin, are facing significant change. Austin's commitment to staying "weird" has allowed for some balance between igniting economic growth without displacing the long-term community.

+ Case Study

Austin, Texas



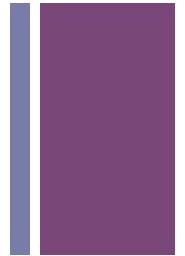
What we learned...

- Support small businesses through microloans and expertise
- Mobilize community members through ongoing outreach
- Find opportunities to elevate East Village issues to City's agenda
- Investigate alternative funding sources to maintain housing affordability



Other Recommendations

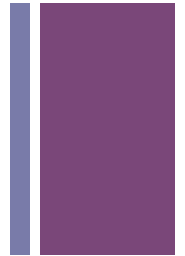
+ AmeriCorps VISTA



- What?
 - AmeriCorps VISTA members spend one year in full-time service to address the needs of low-income communities
 - Focus on building permanent infrastructure in organizations to help them more effectively bring individuals and communities out of poverty

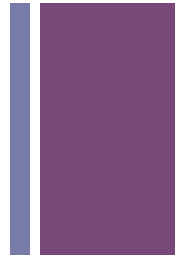
- Why?
 - Potential tasks for EVCC VISTA include:
 - Develop and maintain partnerships
 - Manage petitions and events
 - Oversee volunteers
 - More staff time can be dedicated to addressing most pressing concerns and planning for the future

+ Increased Digital Presence



- What?
 - Create Instagram account
 - Post pictures of East Village events, new restaurants and shops, CB3 meetings, and the old East Village
 - Update and maintain website content
- Why?
 - Increase visibility
 - Keep public informed
 - Review existing branding

+ Re-Launch Small Business Initiative



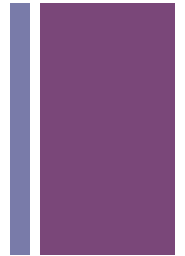
■ What?

- Establish EVCC as a key, permanent stakeholder on the issue of small business by announcing latest information and re-launching campaign

■ Why?

- Opportunity for focused vision
- Chance for EV residents to be more engaged on an issue that is important to them
- Increased attention from funders

+ Strengthen Networks



■ What?

- Sign on with organizations doing similar work throughout City
- Utilize office on Avenue B as a community space
- Position EVCC as a professional and responsible partner for community change

■ Why?

- EVCC can provide unique feedback and guidance on issues such as development and small business services
- Continual involvement with key stakeholders can help to expand EVCC's reach and amplify its voice
- Educate EV residents on the best way to help guide changes in their community
- Additional partnerships can leverage EVCC's entrepreneurial energy without increasing workload



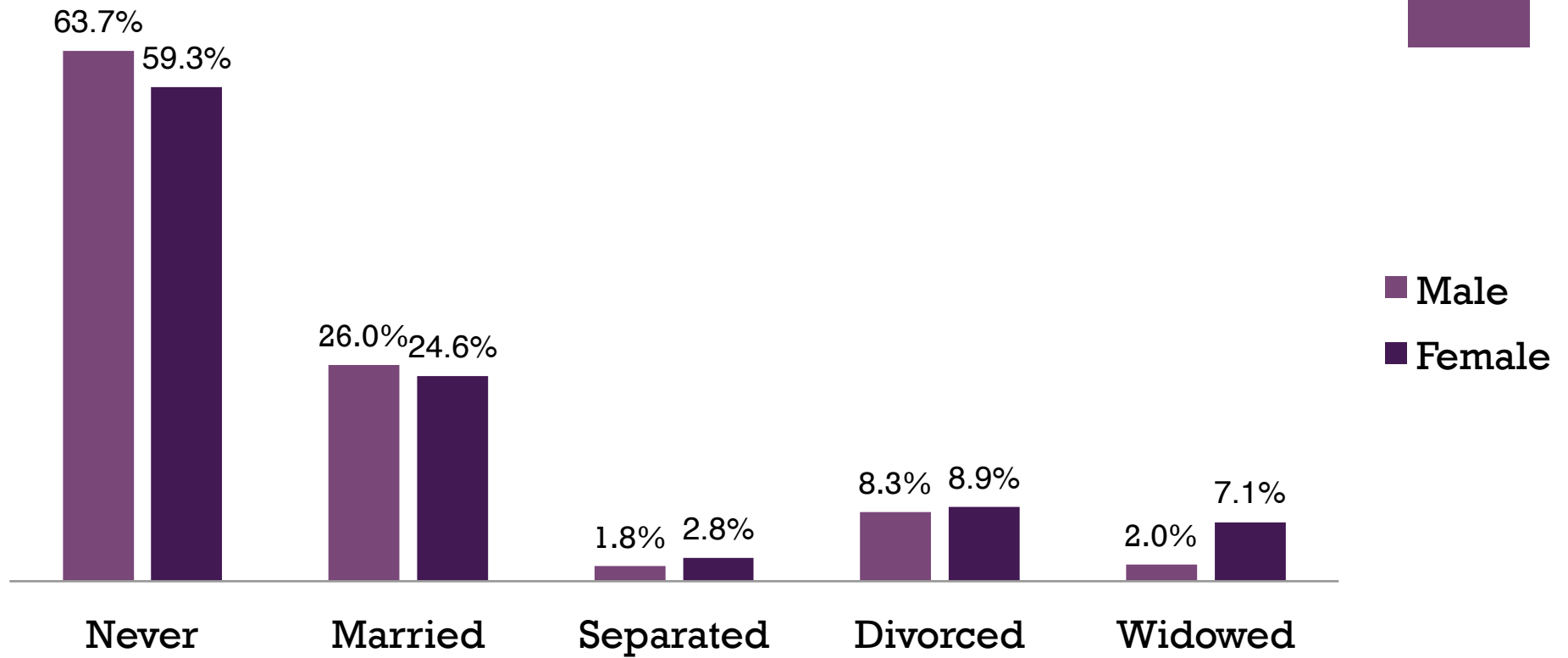
Thank You!



Appendix Slides

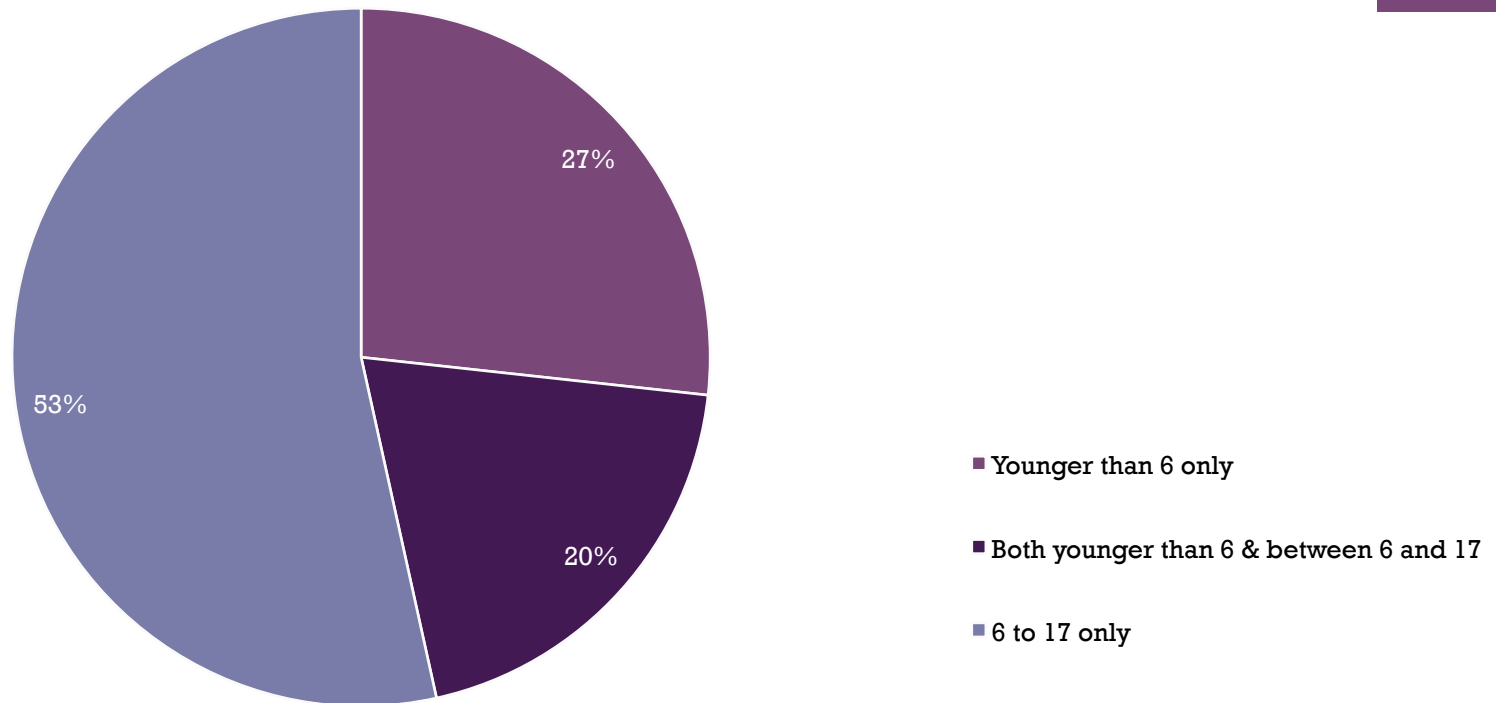
+ Demographics

Marital Status



+ Demographics

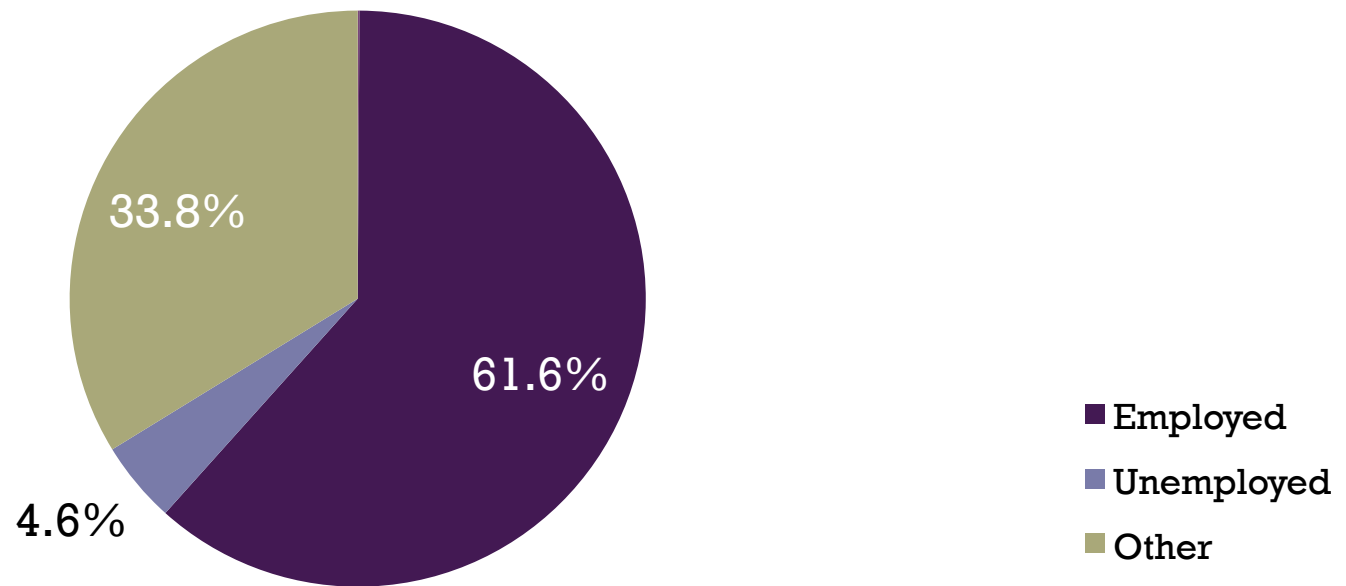
Age of Children in Married Families



Source: U.S. Census Bureau, 2009-2013 American Community Survey 5-Year Estimates

+ Demographics

Age of Children in Married Families



Source: U.S. Census Bureau, 2009-2013 American Community Survey 5-Year Estimates



Household Type

East Village versus NYC

Household Type	East Village	NYC
Family households (families)	30.8%	59.5%
Married-couple family	16.8%	35.3%
With own child under 18 years	5.3%	15.9%
Other Family	14.0%	24.2%
With own child under 18 years	5.1%	10.8%
Female householder, no husband present	11.1%	18.7%
With own child under 18 years	4.3%	9.0%
Nonfamily households	69.2%	40.5%
Householder living alone	48.5%	32.0%
Householder 65 years and over	8.9%	10.0%
Average Household Size	1.94	2.57
Average Family Size	2.81	3.32

+ Housing Units and Vacancies



	2000			2010			Percent Change 2000 to 2010		
	Total Housing Units	Occupied Housing Units	Vacant Housing Units	Total Housing Units	Occupied Housing Units	Vacant Housing Units	Total Housing Units	Occupied Housing Units	Vacant Housing Units
East Village	34,759	33,332	1,427	36,943	34,976	1,967	6.3	4.9	37.8
Manhattan	798,144	738,644	59,500	847,090	763,846	83,244	6.1	3.4	39.9
NYC	3,200,912	3,021,588	179,324	3,371,062	3,109,784	261,278	5.3	2.9	45.7