



## Jamaica NOW: 1 Year Later



The Jamaica NOW Action Plan, released in February 2015, identified **21 strategic actions** to guide catalytic investments for the revitalization and growth of Jamaica as a thriving destination. Now, one year later, **16** of these actions have already been launched and will be implemented in the next 2 years, providing immediate and ongoing service improvements in the community.

### **Promote Commercial Growth and Economic Development**

*Leverage existing assets to spur the local economy and build a more dynamic neighborhood identity by revitalizing commercial corridors, bolstering Jamaica's cultural district, and strengthening York College's role as a downtown anchor*

- **Fund redesigns of storefronts for local businesses on Sutphin Blvd and release a Business Guide for Hillside Ave and other key corridors**  
New, redesigned storefronts of several local businesses along Sutphin Boulevard are being installed, with some complete and more on the way.
- **Actively explore unification of downtown Business Improvement Districts (BIDs) to strengthen marketing, programs, and service delivery**  
The Exploratory Committee comprised of the three downtown Jamaica BIDs are currently exploring options for unification. To support this unified brand, the Jamaica NOW Leadership Council launched the NEW Jamaica logo with the help of New York City & Company through extensive coordination with local businesses, residents and SBS. This logo will be used in coordination with several marketing programs for downtown Jamaica.
- **Establish the Jamaica Arts Alliance to better strengthen connections between artists and existing arts and culture institutions**  
Building Capacity grantee, the Jamaica Arts Alliance, hired its first project manager to increase capacity to promote programs, develop new largescale events, seek resources for local artists, and design and fund public art projects highlighting Jamaica's cultural legacy.
- **Fund a \$250,000 study to determine the cost and scope of Jamaica Avenue streetscape improvements**  
DOT kicked-off a streetscape and public realm improvement study to improve pedestrian circulation and beautification to create a more walkable, attractive, and inviting downtown. The study is scheduled to be complete by the end of 2016.

### **Improve Livability**

*Improve quality of life for residents and visitors alike through targeted investments in transportation, health and safety, parks and open space, and affordable and mixed-income housing*

- **Enhance Rufus King Park to accommodate improved usage and programming and identify funding to create and implement community-sourced designs to upgrade Brinkerhoff Mall and other parks**  
First major capital improvements are under construction in Rufus King Park and the newly-restored paths are looking beautiful. The Brinkerhoff Mall first public meeting was held in late May 2016.
- **Develop a mixed-income and mixed-use project at the former NYPD garage on 168th St**  
EDC and HPD released an RFP in February 2015 to redevelop this strategic site with attractive and affordable housing, a community center, and retail that will anchor Archer and Jamaica Avenues near the east end of the downtown core. We anticipate selection for this mixed-use development over the next year.
- **Install WalkNYC directional maps and obtain funding to study and develop a strategic transportation plan with multi-modal transit options in the downtown core**  
DOT is excited to announce the installation of 22 WalkNYC Wayfinding signs throughout Downtown Jamaica this summer. Four have already been installed with 18 on their way.

- Implement a new Select Bus Service Route from Jamaica to Flushing and study service needs on additional high-demand corridors**  
 Q44 Select Bus Service launched in November 2015, bringing faster, more reliable bus service to a busy, inter-borough corridor that serves over 40,000 daily riders. DOT and MTA New York City Transit are monitoring the performance of the route and will issue a status report later in 2016.
- Expand opportunities for affordable homeownership and create small multifamily affordable rental buildings in Jamaica**  
 New Infill Homeownership Opportunities Program (NIHOP) and Neighborhood Construction Program (NCP) Request for Qualifications (RFQ) released February 2015. This RFQ will facilitate the development of affordable one- to four- family homes, condominiums or cooperatives, and small affordable rental buildings in South Jamaica.
- Connect homeowners, tenants, and property owners to educational programs, such as foreclosure counseling and financial literacy, through HPD's Public Outreach and Education unit**  
 Ongoing coordination with HPD's Community Outreach and Education unit with a kick-off event held on May 18, 2015 which served nearly 100 Jamaica homeowners.
- Construct new water mains and relieve constraints in the existing sewer network to accommodate demand for new development**  
 DEP is in design for the creation of a network of enhanced storm and sanitary sewers that will improve stormwater drainage, relieve constraints in the existing network, and accommodate demand.

#### **Increase Quality Jobs and Small Business Support**

*Steadily drive economic growth in Jamaica by connecting workers to high growth industries and quality employers, enhancing and expanding youth and adult training programs, and supporting existing businesses and budding entrepreneurs*

- Launch a program to train and jumpstart the next generation of Jamaica entrepreneurs by providing resources and workspace to develop new food and catering businesses.**  
 EDC issued an RFP for a partnering operator. Selection is imminent.
- Expand JobNet and existing youth programs to support additional afterschool job preparation and placement activities through mentorship, skills training, job readiness workshops, and paid internships**  
 Department of Youth and Community Development and JobNet Vendors are coordinating with the Jamaica NOW Leadership Council's Youth Committee to identify ways to meet program gaps and engage in coalition building.
- Connect residents to quality training and job opportunities in the healthcare, tech, industrial, construction, foodservice, retail, and media and entertainment sectors through SBS and its Industry Partnerships**  
 Ongoing implementation and expansion of services for residents that increase access to skills training that will provide low-income residents with pathways to job opportunities with higher wages and better career potential.
- Strengthen Career and Technical Education (CTE) programming at Thomas Edison High School by increasing access to work-based learning for students and improving partnerships with businesses**  
 Ongoing partnership with DOE and SBS on the implementation of the Scholars at Work program. The Leadership Council is working with community stakeholders to identify quality externship opportunities in the Jamaica Community.

For more information on these short term action items and on the medium- and longer-term items outlined in the Jamaica NOW Action Plan, please visit the website at: <http://www.nyc.gov/jamaicanow>