

Taunton TDI District, Bay Street Neighborhood
TDI Partnership Workplan Overview

Note: Our workplan is always a living document. The cross-sector local TDI Partnership serves as the steering committee for the workplan, which guides the use of TDI and relevant partner resources. The TDI Fellow (Sharell Jacobs) facilitates the work planning process and collective implementation.

Similar to the work plan, the partnership has continued to evolve with expected growth as the TDI work become more visual in the neighborhood. Currently the partnership consists of members from the Taunton Redevelopment Authority, Taunton's City Hall Office of Economic Development, Community Christ Church, Broken Chains church along with a host of small business owners in the district. While additional stakeholders collaborate with the TDI Partnership to support community development, partners have taken the responsibility of certain goals and demonstrated successful execution and in addition to creating a review committee within in the partnership to help move things along.

The outline below describes agreed upon goals and strategies.

Goal #1 Stabilize, retain, and grow small businesses while cultivating new entrepreneurs.

- Strategy #1 Build strong relationships with local businesses to connect them to resources.
- Strategy #2 Small business organization to enhance their effectiveness in advocating for district.
- Strategy #3 Facade and Storefront Improvements
- Strategy #4 District Activation Study

Goal #2 Marketing and Branding of Whittenton Way

- Strategy #1 Whittenton branding and logo design. City wide branding system.
- Strategy #2 Action strategy to engage stakeholders, pop ups, collaborative events
- Strategy #3 Promote Walking in Whittenton through community activities/Foot Traffic
- Strategy #4 Collaborative business advertisement & marketing/community participation

Goal #3 Increase walkability, foot traffic, and sense of place through tactical urbanism + placemaking

- Strategy #1 Sidewalk beautification and maintenance
- Strategy #2 Pedestrian Safety/Color Safe and Creative sidewalks
- Strategy #3 Parking/Traffic stop lights and signage.
- Strategy #4 Way Finding signs/Lighting for the district

Goal #4 Build community capacity and multigenerational leadership

- Strategy #1 Provide professional and leadership development for community stakeholders.
- Strategy #2 Stabilize and strengthen community-based organizations through work collaboration
- Strategy #3 Create a mural program for the Whittenton area
- Strategy #4 Create long standing programs with the support of other local community organizations.