



# CITY SOURCE

A Monthly Publication of the City of Lynchburg

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JULY 2018

## EMPOWER LYNCHBURG

### What is this?

Empower Lynchburg is a simple, easy to use web platform that connects citizens with opportunities to take action toward the City's goal of reducing poverty. Using this website, citizens can complete action tasks. Every task is recorded and measured, leading back to a goal for reducing poverty in Lynchburg.



A series of questions guide you to the focus area that you are most interested in. You will then see a list of tasks that need to be completed in that area. For example, if you are most interested in food security, you may choose to complete the task, "Deliver 25 canned items to the Daily Bread." If you are most interested in workforce development, you may choose to complete the task, "Mentor a job seeker for one hour."

### Why now?

Based on the 2010 U.S. Census, Lynchburg's poverty rate is 24%. In 2018, a one-person household with income less than \$12,060 is living in poverty.

Lynchburg City Council has identified the reduction of poverty as a priority. City Council has invited the Lynchburg community to join an army of caring individuals to help lift our neighbors from poverty to progress.

To date, more than 500 members of the Lynchburg community have joined together to contribute their time, talents, and resources toward lifting Lynchburg families out of poverty. The following Poverty to Progress subcommittees have been awarded funding to develop and implement anti-poverty projects: Education, Child Care, Transportation, Poverty 101, Legal Systems, Food Disparity and Pre-kindergarten Education.

While important work is underway, Lynchburg is missing a central hub for community members to find opportunities to participate in Poverty to Progress by completing specific tasks. Empower Lynchburg fills this void by acting as a central hub to organize and mobilize individuals who are ready to lend a helping hand.

### Here's how to get involved:

Visit [www.empowerlynchburg.com](http://www.empowerlynchburg.com) to participate.



#### Choose a focus area that interests you.

Whether it is workforce development, food security, or education, there is a task waiting for you to complete in each area.



#### Select a task to complete.

A series of questions guide you to the right task based on your interests. For example, you may choose to complete the task, "Deliver 25 canned items to the Daily Bread."



#### Go out and do it!

Every task our community completes puts us one step closer to raising the median income and reducing poverty in Lynchburg. Our team will track the data and outcomes from this portal and report back quarterly.



#### Be a part of a community movement.

We invite you to join us in this important work and thank you for being a great neighbor—now get out there and get to work!

## A NEW VISION: DOWNTOWN 2040 MASTER PLAN



A new vision has been cast for the future of Downtown Lynchburg. Since the creation of the 2000 Downtown & Riverfront Master Plan, Downtown Lynchburg has been transformed. Strategic public projects and the addition of over 900 residential units, numerous new restaurants, shops, businesses and cultural attractions has made Downtown again the heart of the region.

Building on that success, the Downtown 2040 Master Plan sets even greater goals for the next 20 years. This plan integrates input from public engagement last summer and past planning efforts with new ideas to fuel the continued growth and transformation of Lynchburg's downtown. The Downtown 2040 Master Plan is set to be released on July 23.

The new plan focuses on enhancing Downtown as a walkable, livable and exciting urban destination with recommendations for:

- Preserving architectural resources
- Both improving current parks and dispersing parks and park-like features throughout Downtown
- An overall Downtown parking strategy
- Easing travel up Downtown's steep hills
- Vehicular circulation and management
- Enhancing gateway entrances
- Better connecting Lynchburg's neighborhoods and colleges to Downtown
- Addressing construction, refuse and safety concerns
- Strategies to capture new growth and development
- A comprehensive wayfinding signage program



## CITY COUNCIL CHOOSES NEW LEADERSHIP

On Monday, July 2, Lynchburg City Council held its organizational meeting. During the organizational meeting, City Council elected Treney Tweedy to serve as Mayor (President of Council) and Councilmember MaryJane Dolan to serve as Vice Mayor (Vice President of Council).



Treney Tweedy is an at-large councilmember and was first elected in May 2014 and was recently re-elected in May 2018. MaryJane Dolan was first elected to Council as the Ward 1 representative in May 2016.

Mayor Tweedy made the following City Council Policy Committee assignments:

- Finance Committee: Jeff Helgeson, Chair; Randy Nelson, Beau Wright
- Physical Development Committee: Turner Perrow, Chair; MaryJane Dolan, Sterling Wilder
- Mayor Tweedy will serve as an ex-officio member of both committees.

## PUBLIC MEETING FOR THE MAIN STREET RENEWAL PROJECTS

The City of Lynchburg and Appalachian Power are partnering together to begin joint Main Street renewal projects in 2019. With a total investment of over \$16 million in the Lynchburg Downtown area, the two projects will replace aging waterlines, update streetscape features on Main Street and the surrounding blocks, and modernize the underground electrical system to improve reliability and provide for future development.



Design of both projects is currently under development and more information, including the project schedule, will be released as soon as it is available. It is expected that construction on Main Street will begin in summer 2019 after the completion of the Fifth Street Corridor Utility & Streetscape Project.

On Thursday, July 19 at 6:00 p.m., the public is invited to attend an informational meeting regarding both projects. The meeting will take place at the Holiday Inn, 601 Main Street, where representatives from both the City of Lynchburg and Appalachian Power will discuss project details and answer any questions from community members. Visit [www.lynchburgva.gov/mainstreetrenewal](http://www.lynchburgva.gov/mainstreetrenewal) for more info.

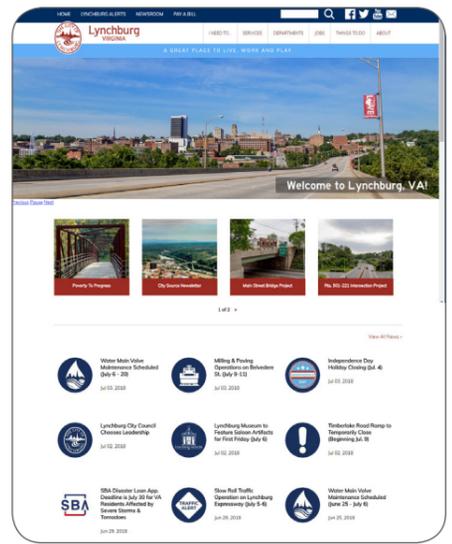
### Main Street Renewal Projects Public Meeting

July 19, 6:00 p.m.  
Holiday Inn, 601 Main Street  
Light refreshments provided.

## COMING SOON: REFRESHED CITY WEBSITE!

On August 6, the City of Lynchburg's website will have a refreshed look and some new features including:

- Mobile friendly
- Easier navigation
- Chat function
- Department pages can display photo buttons for category navigation
- Fresh color scheme
- More news items displayed on home page



## LYNCHBURG PUBLIC LIBRARY EVENTS

All events listed below will take place at the Main Library, 2315 Memorial Avenue and are free and open to the public. For more information, call 455-6310.

### Free Lunch for Kids Ages 18 and Under

Every Monday, Wednesday & Friday through August 3  
12 noon - 1:00 p.m.  
Community Meeting Room



A special farmer's market, courtesy of the Virginia Cooperative Extension, will be at the Library on Friday, July 27 and Friday, August 3. Tastings, nutrition information and recipes will be provided. Families can take home fresh vegetables at no cost.

### Screen of "Thor: Ragnarok"

Tuesday, July 17, 3:00 p.m.  
Community Meeting Room



What is Ragnarok? Who is the Grandmaster? Can Thor save the world? These questions and more will be answered! Popcorn will be served. While you're there, don't forget to sign up for the Adult Summer Reading Program and a chance to win a Kindle Fire!