

Adopted Feb 15, 2023

Safety Strategy & Implementation Plan

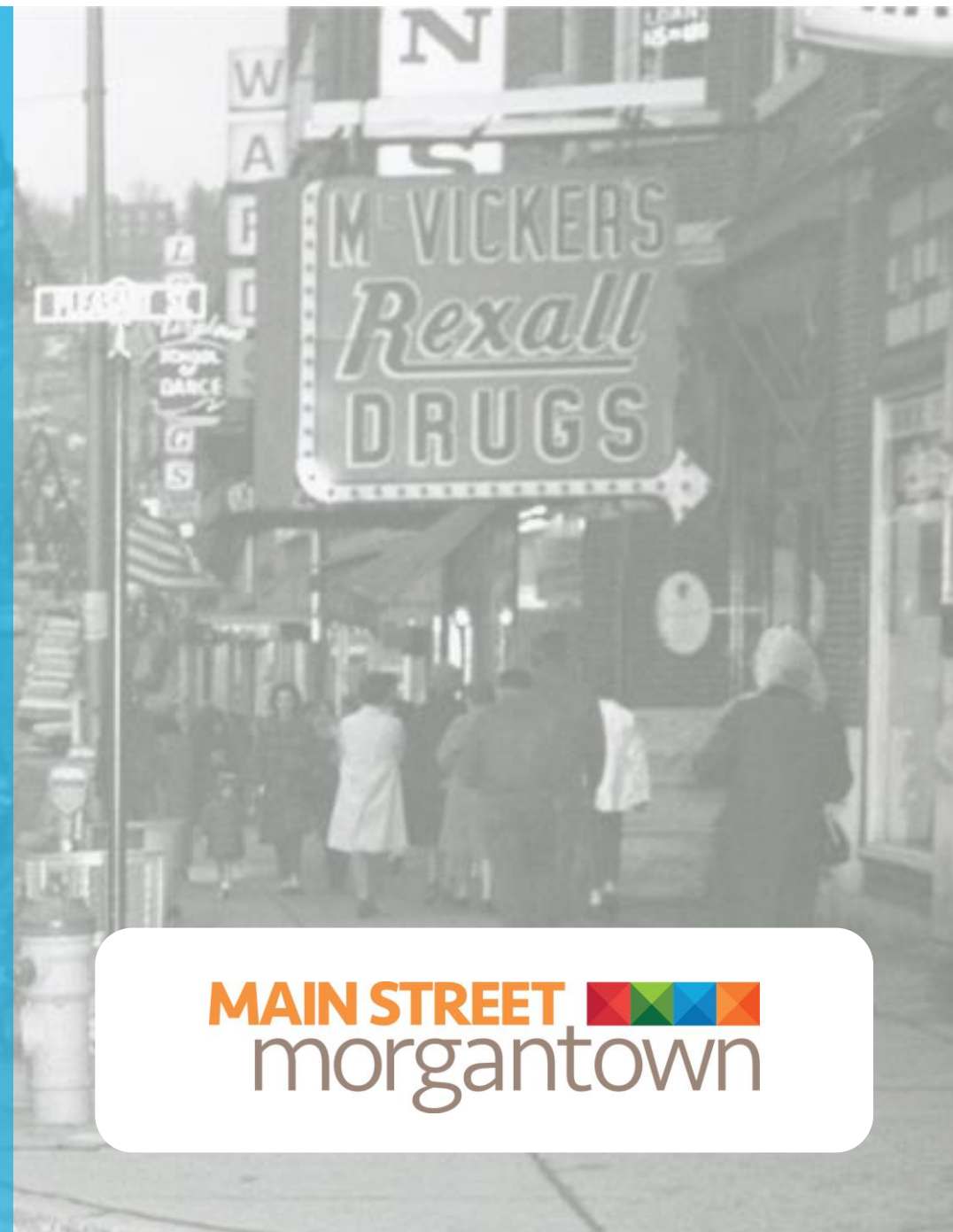
MAIN STREET 
morgantown

Our Mission

To develop and promote vibrant and prosperous Downtown & Wharf Districts.

To that end, we lead:

- **A safe, welcoming, and attractive district**
- **Growth and prosperity** among current and prospective businesses
- **Thoughtful revitalization**, historic preservation, and property investment
- **Collaborative partnering** to achieve a thriving business community





ABOUT OUR SAFETY INITIATIVE

Safety Strategy Purpose & Timeline

Safety Strategy

Purpose

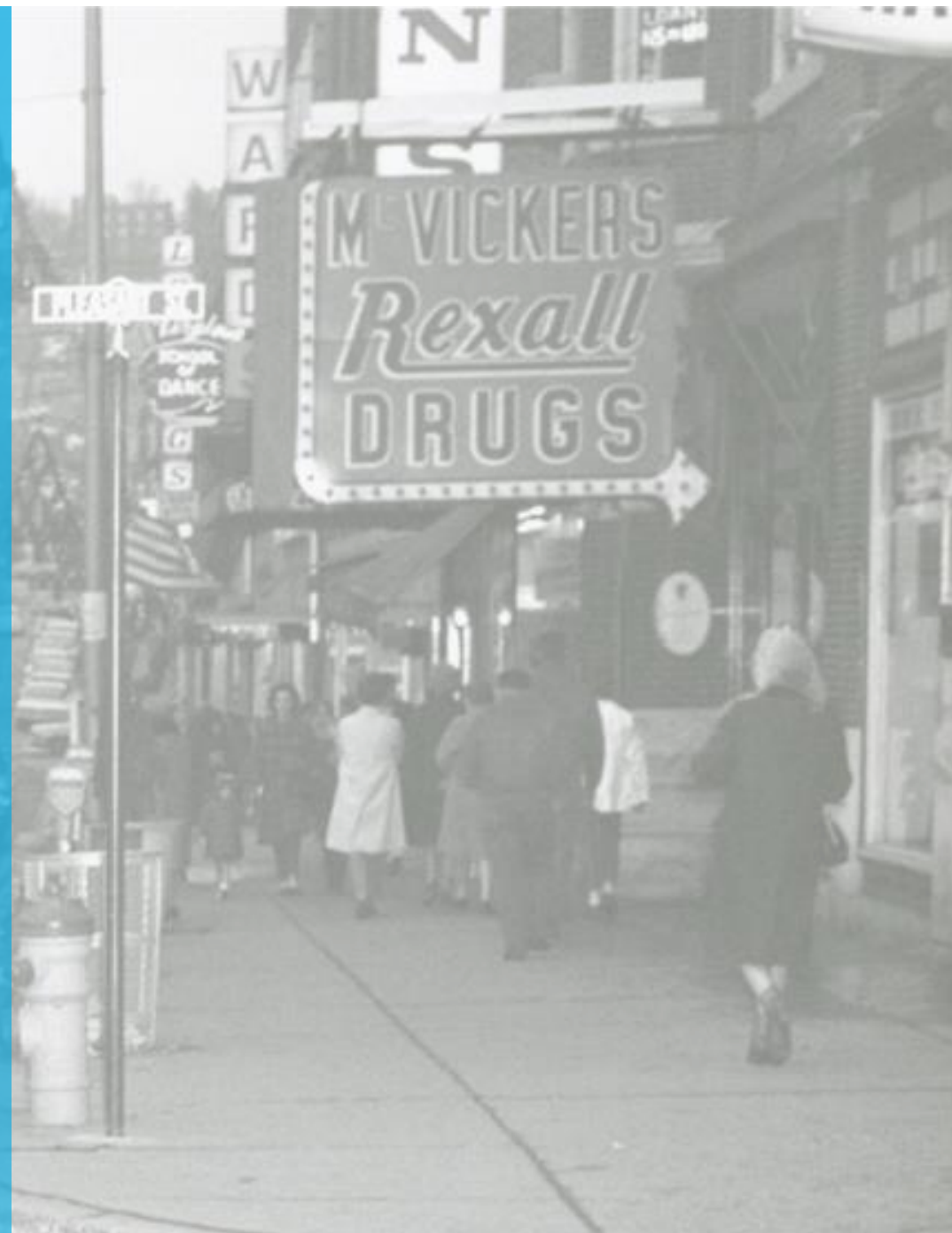
A framework for collaborating partners in the public and private sectors to advance safety

Purpose:

- Reduce behavior that infringes on the safety and wellbeing of all
- Support a welcoming downtown environment
- Collaborate to dismantle root causes leading to loitering, unsafe drug use, crime, and assault

The Safety Strategy is a fluid, living document:

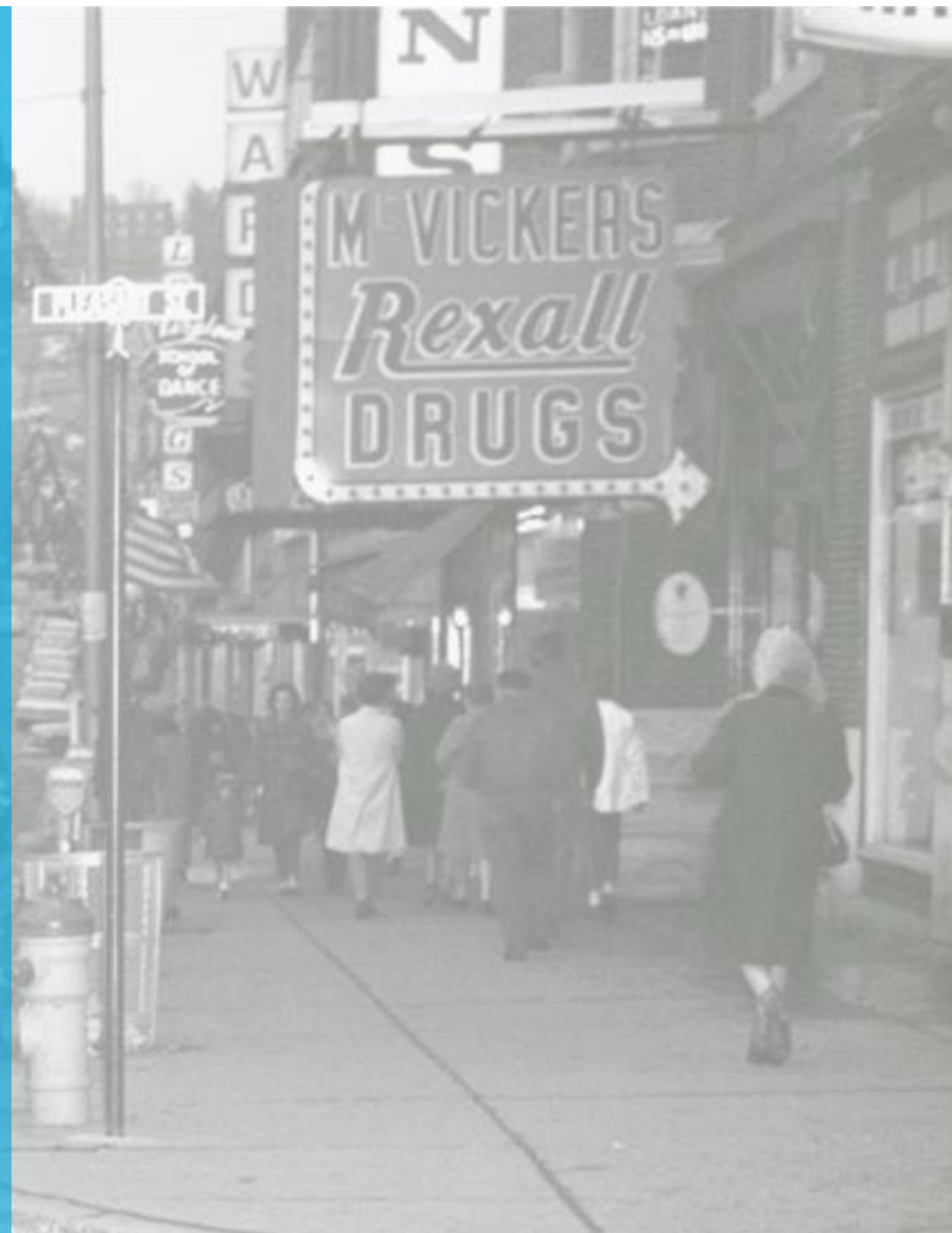
- Feedback and engagement contribute to its power and effectiveness



Timeline

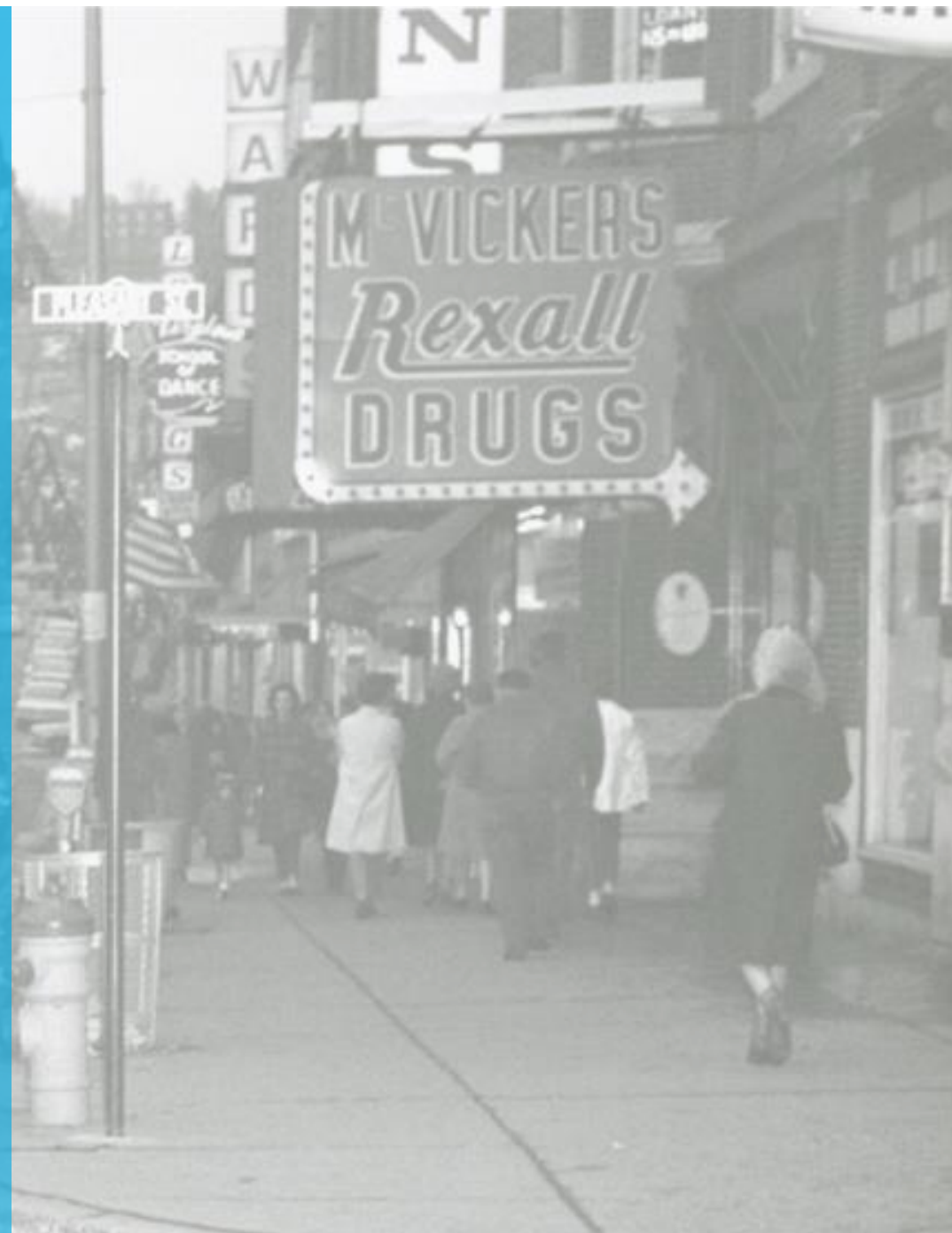
- Sept 2022
MSM issues letter of concern to the City, expressing commitment to collaborate

Economic Vitality (EV) Committee takes the lead on MSM Safety initiative
- Oct 2022
City convenes administrative staff as Downtown Safety Committee, MSM attending
- Nov 2022
Safety Strategy is drafted by EV Committee
- Jan 2023
Early Safety Strategy Draft vetted internally and among key partners
- Feb 2023
Safety Strategy is adopted by the board. Vetting continues with key stakeholders



Timeline

- Q1-2023 WVU convenes leadership-level Safety Committee.
- Ongoing City's administrative Downtown Safety Committee meetings continue monthly
- Ongoing Establishment of metrics with key partners, safety index and scorecard underdevelopment
- Ongoing Onboarding and briefings among key partners
- Upcoming Public Stakeholder Engagement to inform them of the plan and recent advancements



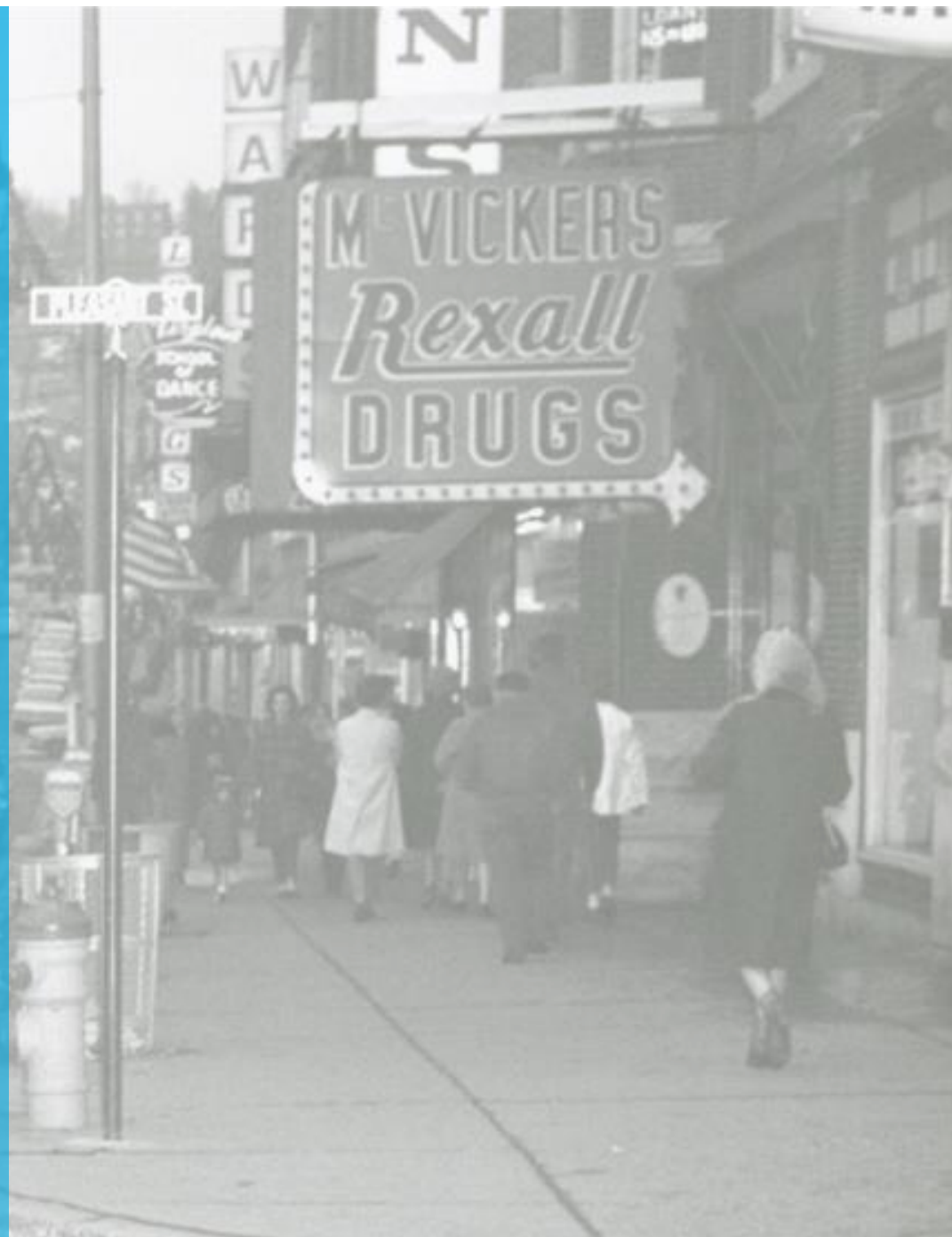


STRATEGIC AREAS

Our framework for advancing safety

Strategic Areas

1. Public Safety
2. Health & Sanitation
3. Property Safety/Security
4. Contribute to solving root causes negatively affecting downtown safety



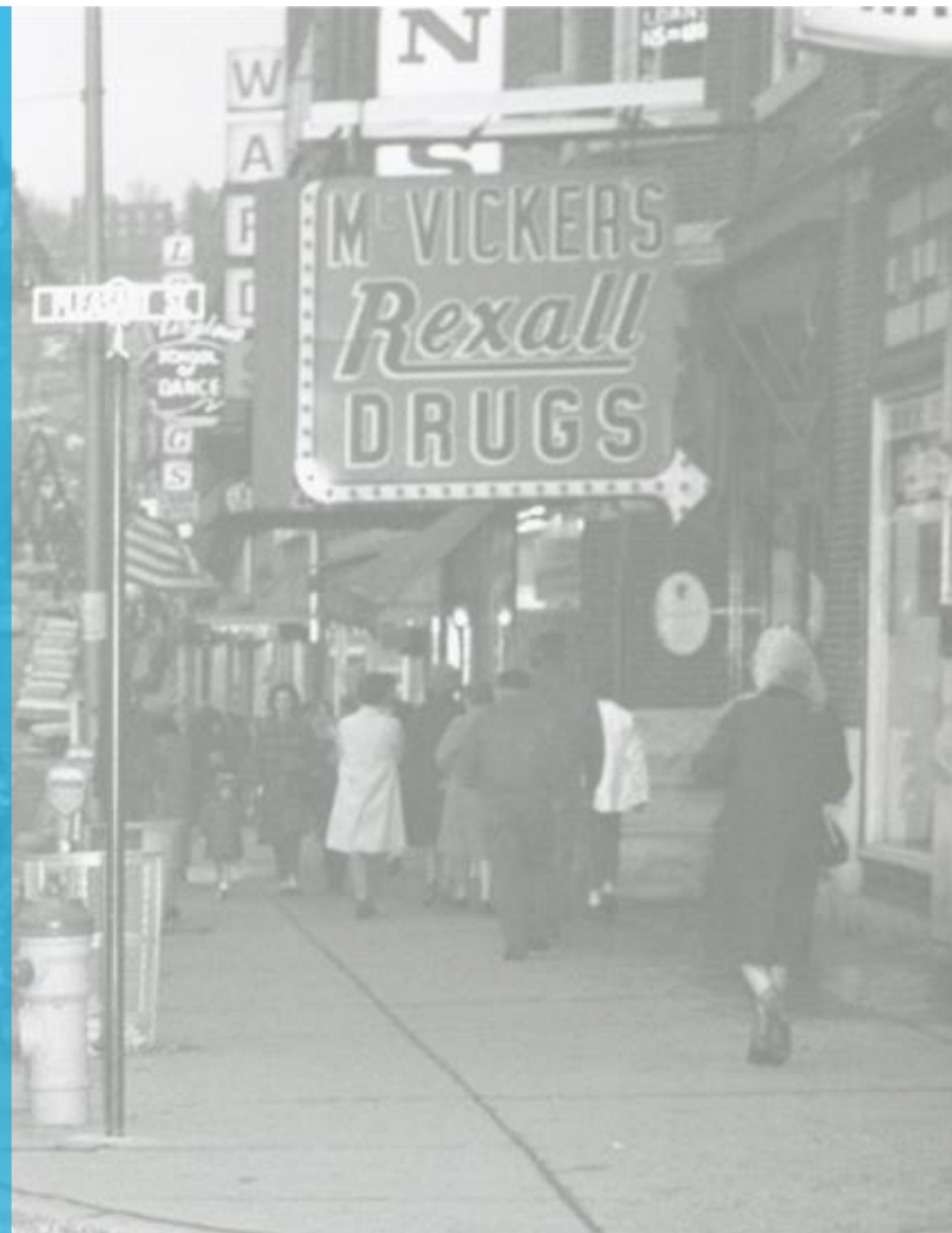
Area 1: Public Safety

1. Personnel/Presence

1. Assess coverage/presence provided by current public safety personnel
2. Assess and explore gap services to ensure and enhance adequate presence
3. Embed diversity assessment into solutions

2. Code Enforcement

1. Review, assess, and equitably enforce codes contributing to late-night security concerns
2. Review codes for other opportunities to improve safety



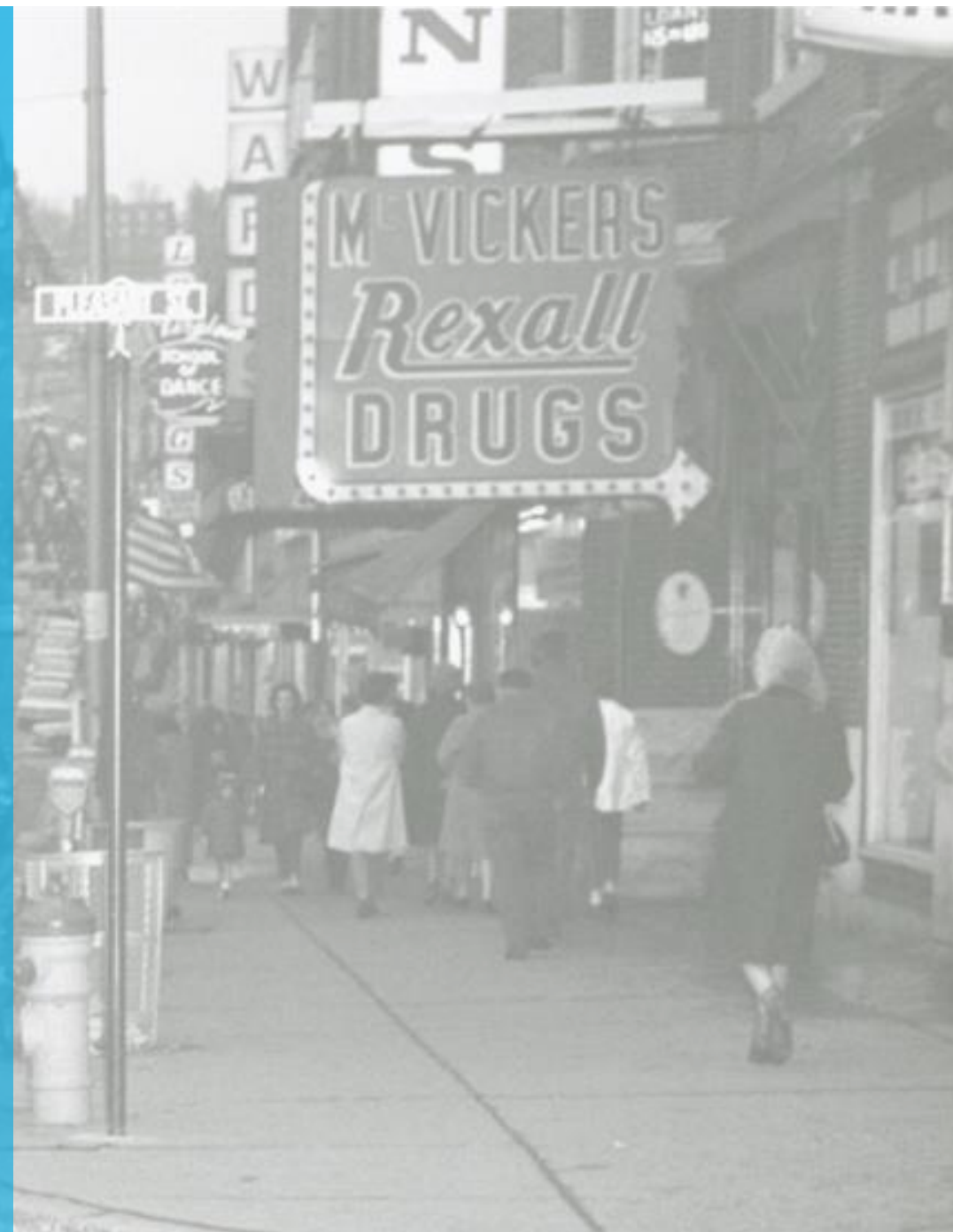
Area 1: Public Safety

3. Public Infrastructure/Realm

1. Assess lighting and security cameras
2. Research literature on Crime Prevention Through Environmental Design (CPTED)
3. Examine trespassing issues, including under bridges, and alternatives to enforcement

4. Property Owner Responsibility

1. Establish and set standards for reporting public safety concerns



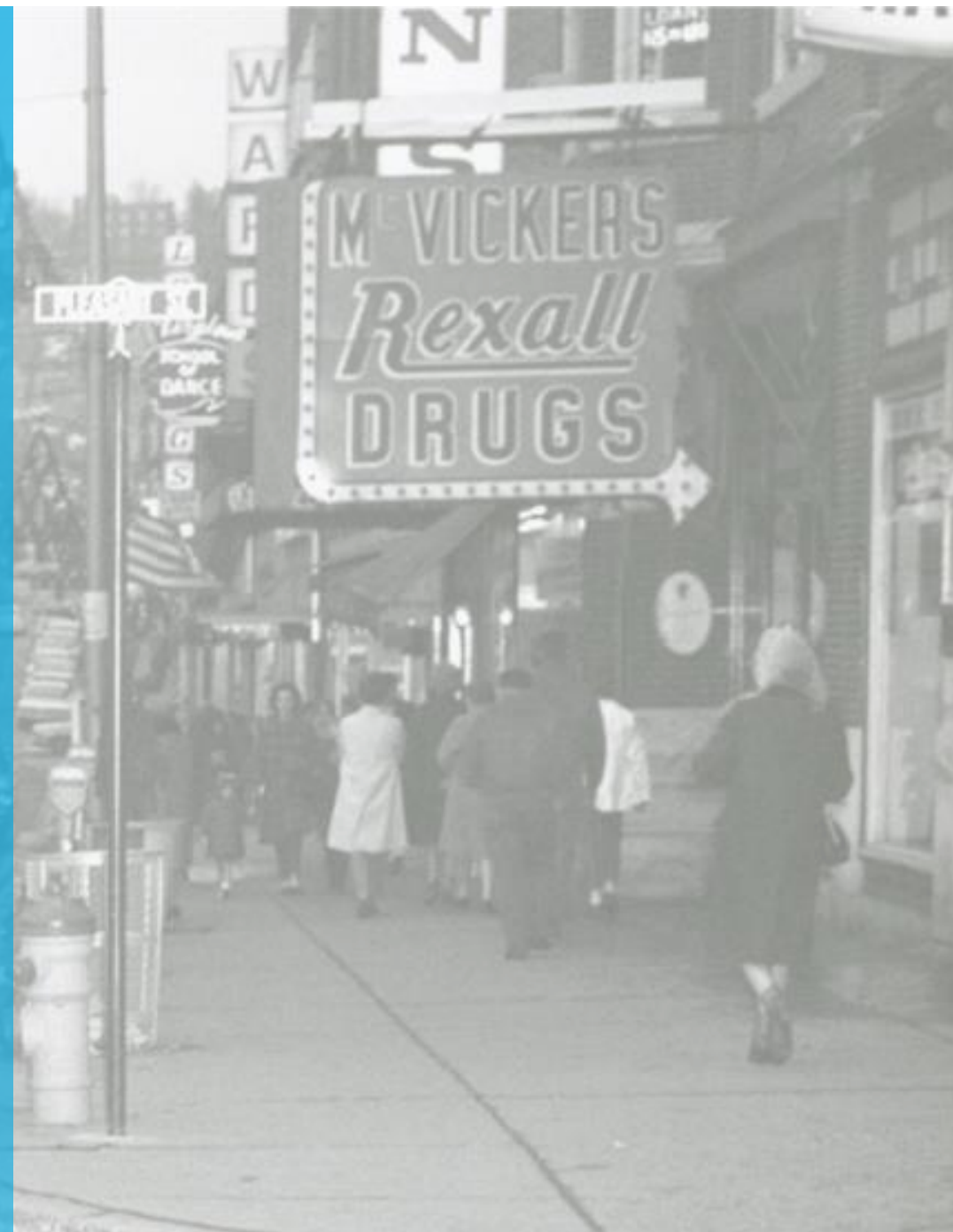
Area 2: Health & Sanitation

1. Trash Services & Storage

1. Assess and explore service improvement
2. Establish storage/consolidation solutions
3. Improve awareness of code and property owner responsibility
4. Develop programs, resources, funding to assist private property-owners with clean-up efforts

2. Clean Streets

1. Assess and develop solutions to address litter
2. Assess and develop power washing program
3. Develop biohazard protocol



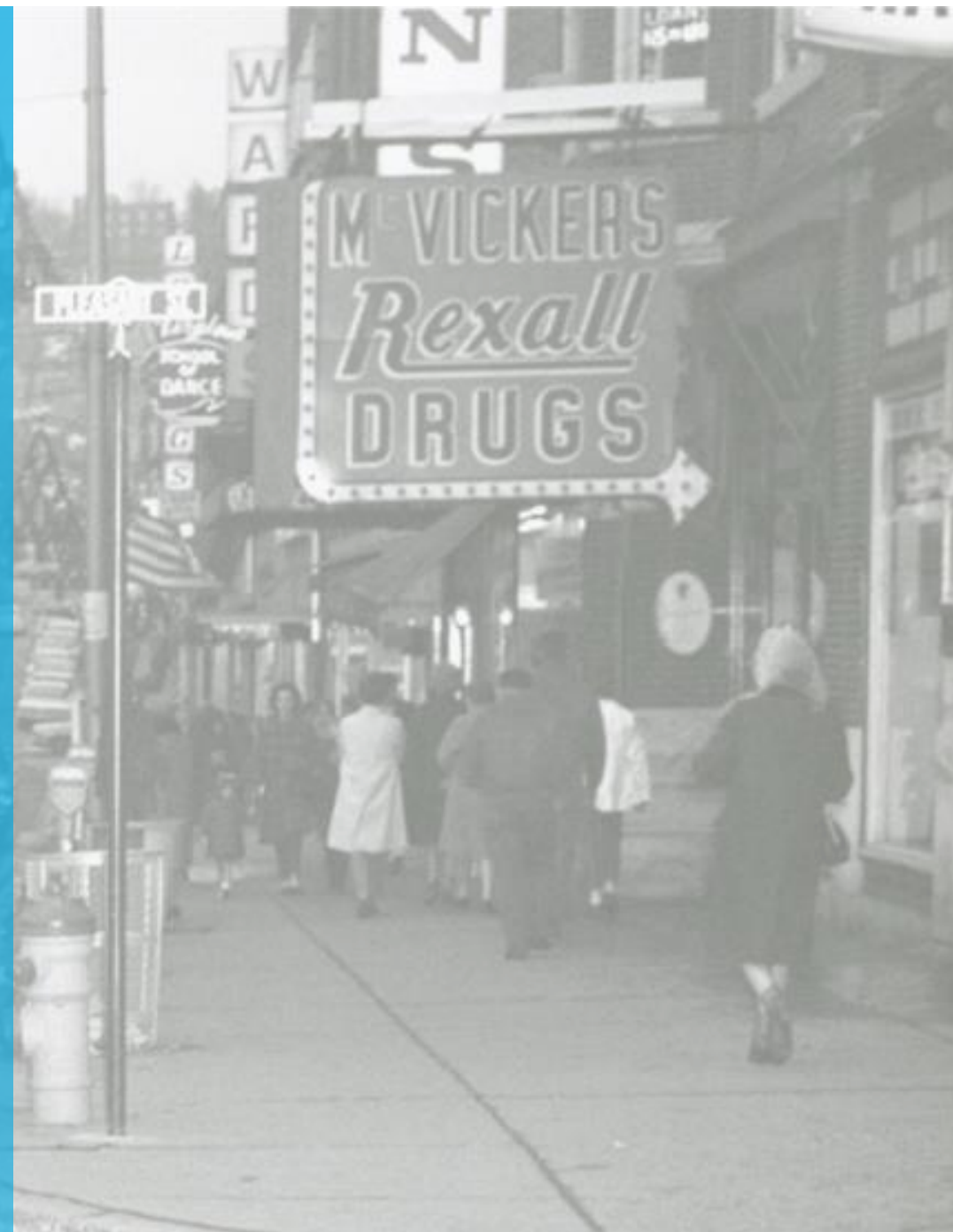
Area 2: Health & Sanitation

1. Pest Control

1. Assess and explore solutions

2. Property Owner Responsibility

1. Recommend SOPs for business owners to normalize and improve health and sanitation conditions



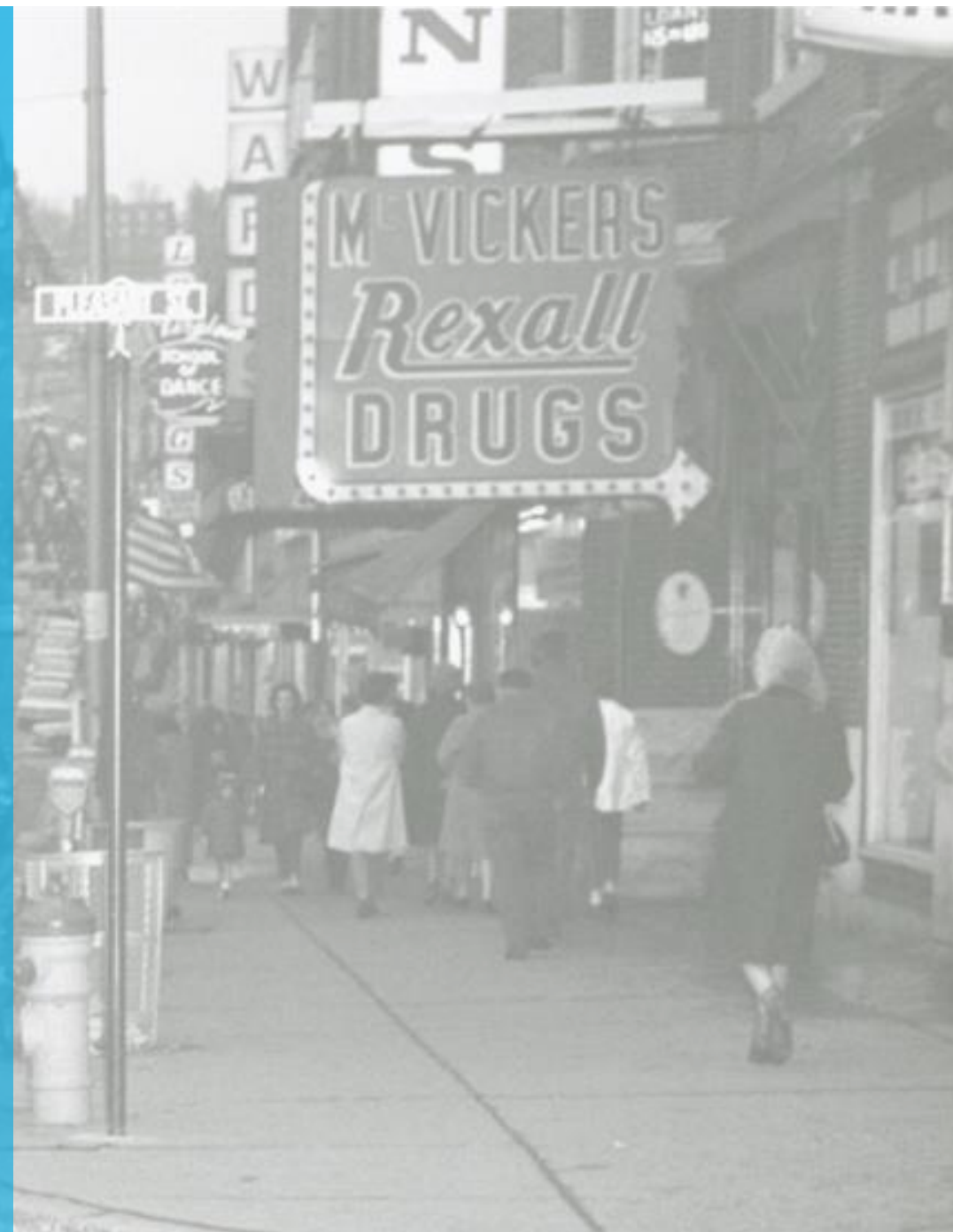
Area 3: Property Safety & Security

1. Code Enforcement and Permitting

1. Code enforcement and review to reduce break-ins and abuse of private property
2. Graffiti mitigation
3. Expedited permitting to secure property
4. Review and renew old programs

2. Public Awareness

1. Improve awareness of code and property owner responsibilities





IMPLEMENTATION

IMPLEMENTATION

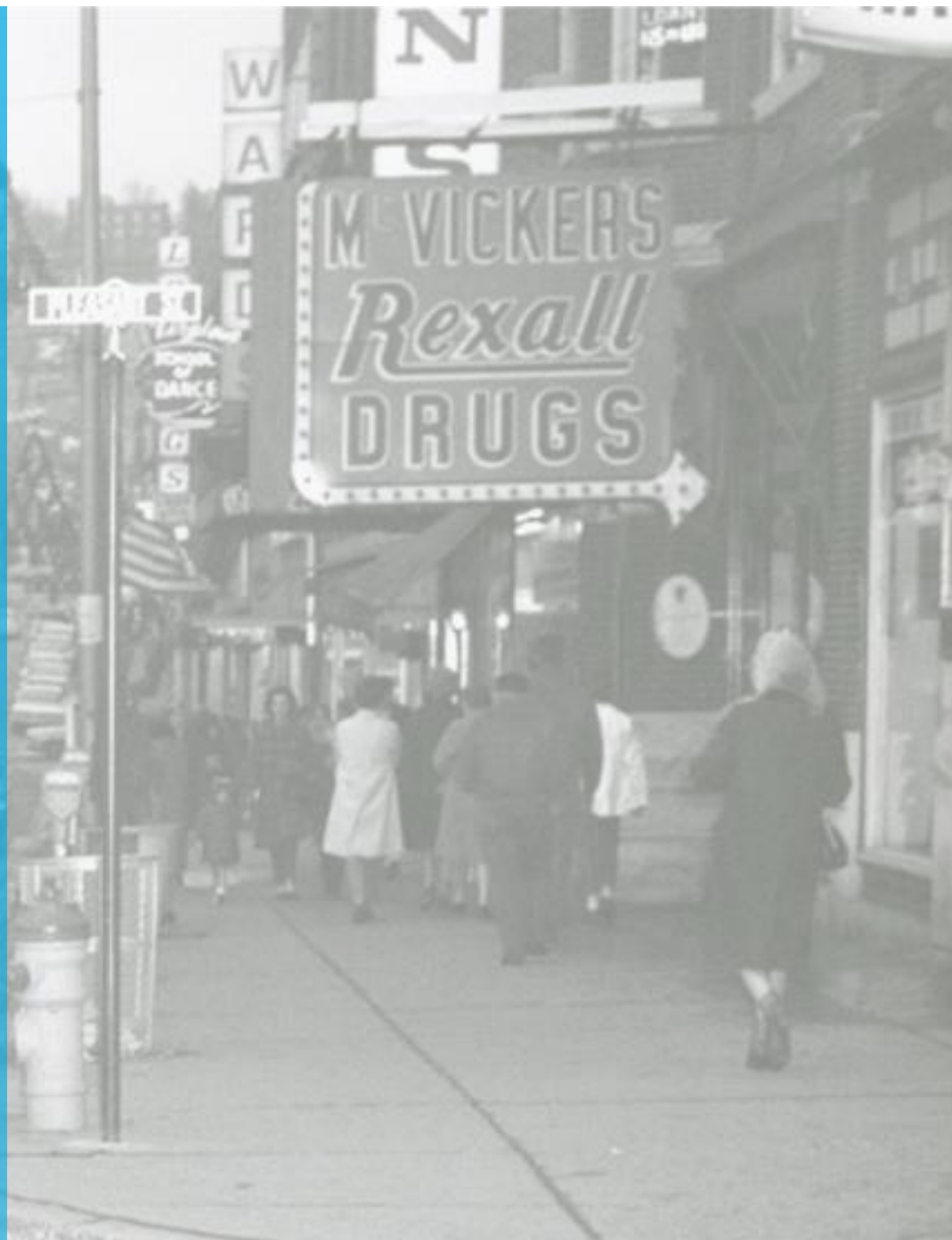


Implementation

Mission: To make meaningful safety advancements collaboratively

1. Define, Measure, Assess

- a. Define safety
- b. Establish metrics
- c. Develop safety index
- d. Assess current safety environment

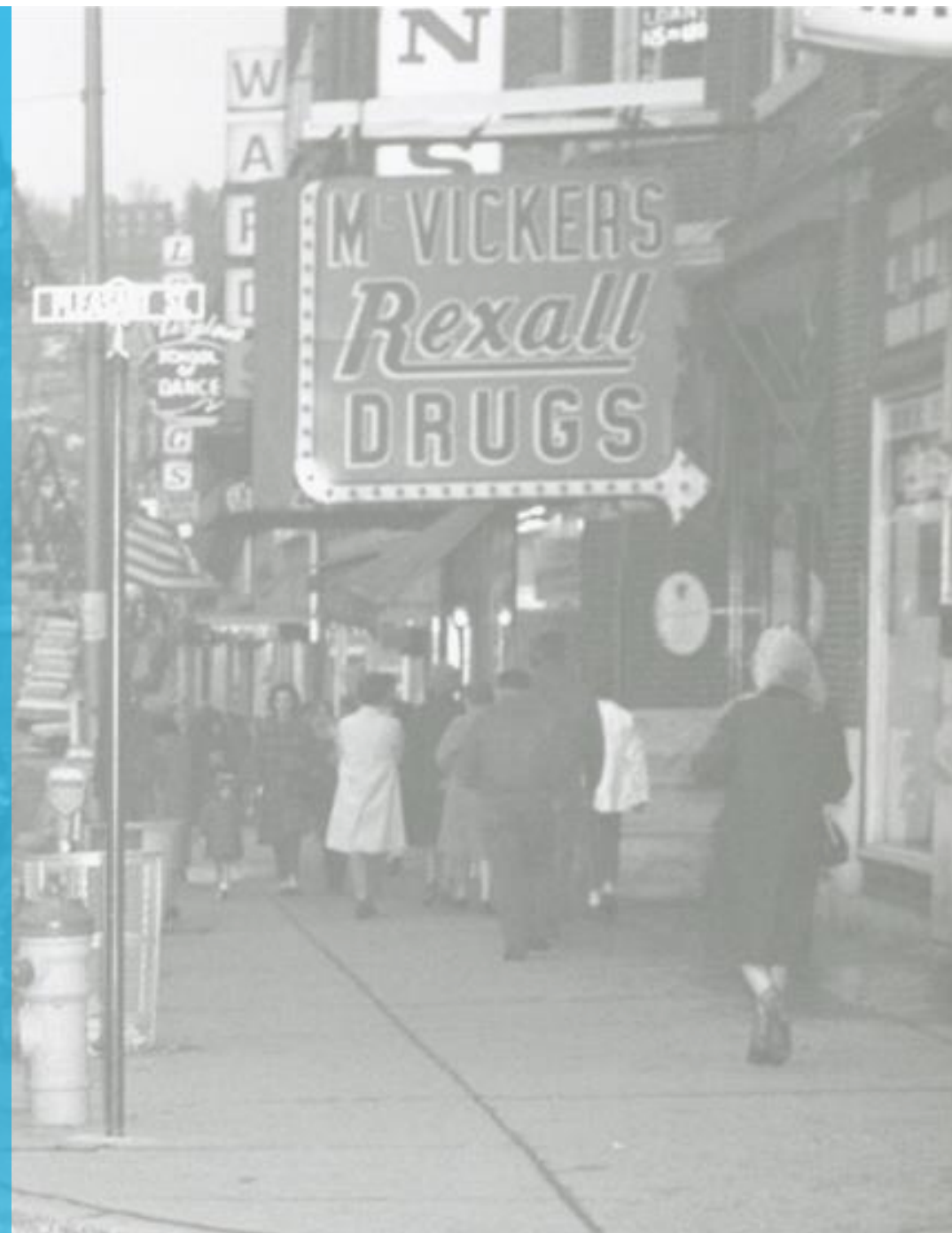


Implementation

Mission: To make meaningful safety advancements collaboratively

2. Problem Solving

- a. Establish recurring leadership and administrative meetings for problem solving, vetting, and reporting
- b. Draft Safety Strategy, vet feasibility among key stakeholders
- c. Research solutions and compile case studies from “like-size” communities
- d. Work with stakeholders to identify buy-in, resources, and funding needed for implementation

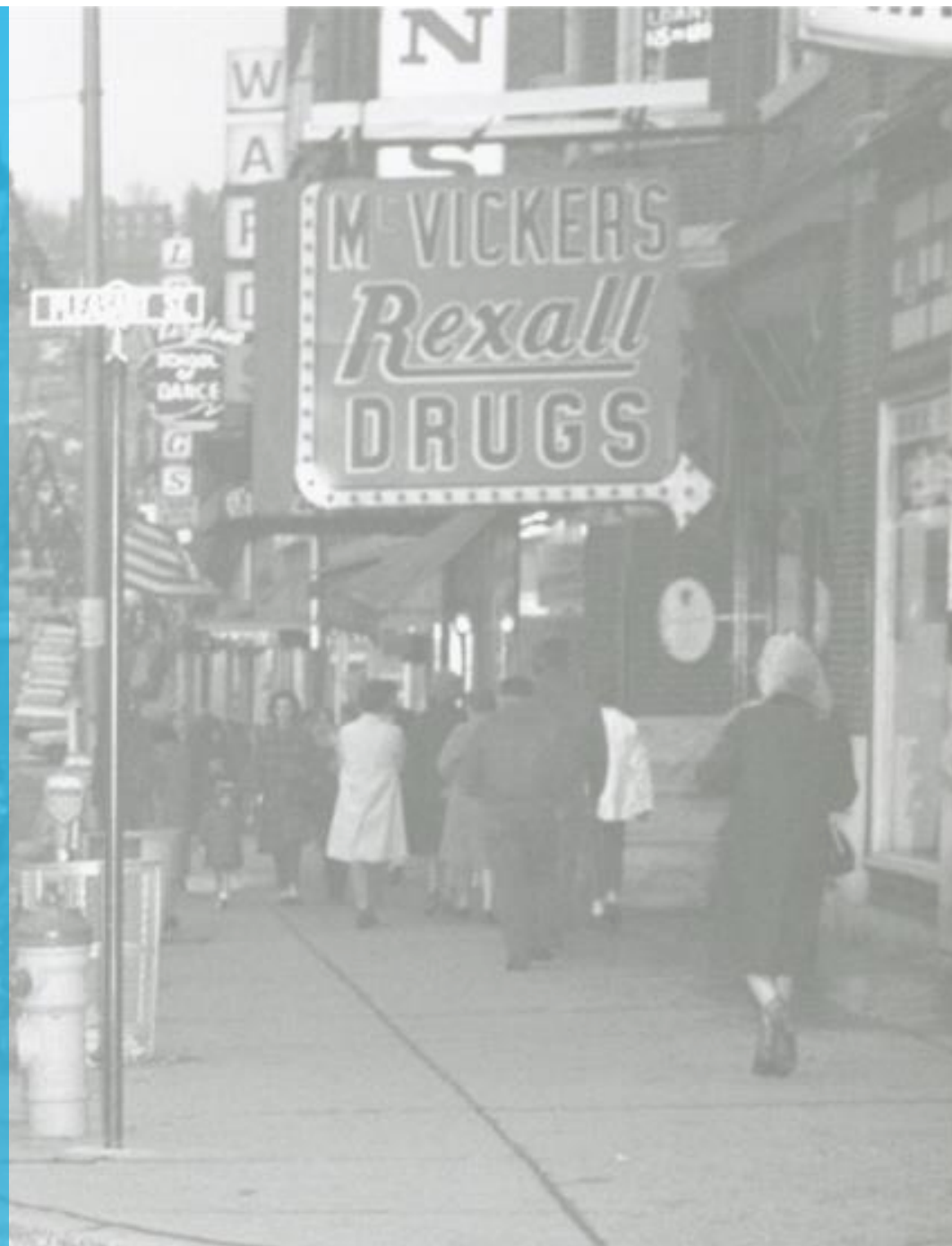


Implementation

Mission: To make meaningful safety advancements collaboratively

3. Stakeholder Engagement

- a. Convene stakeholder informational sessions
- b. Assess and refine strategy based on stakeholder feedback



Implementation

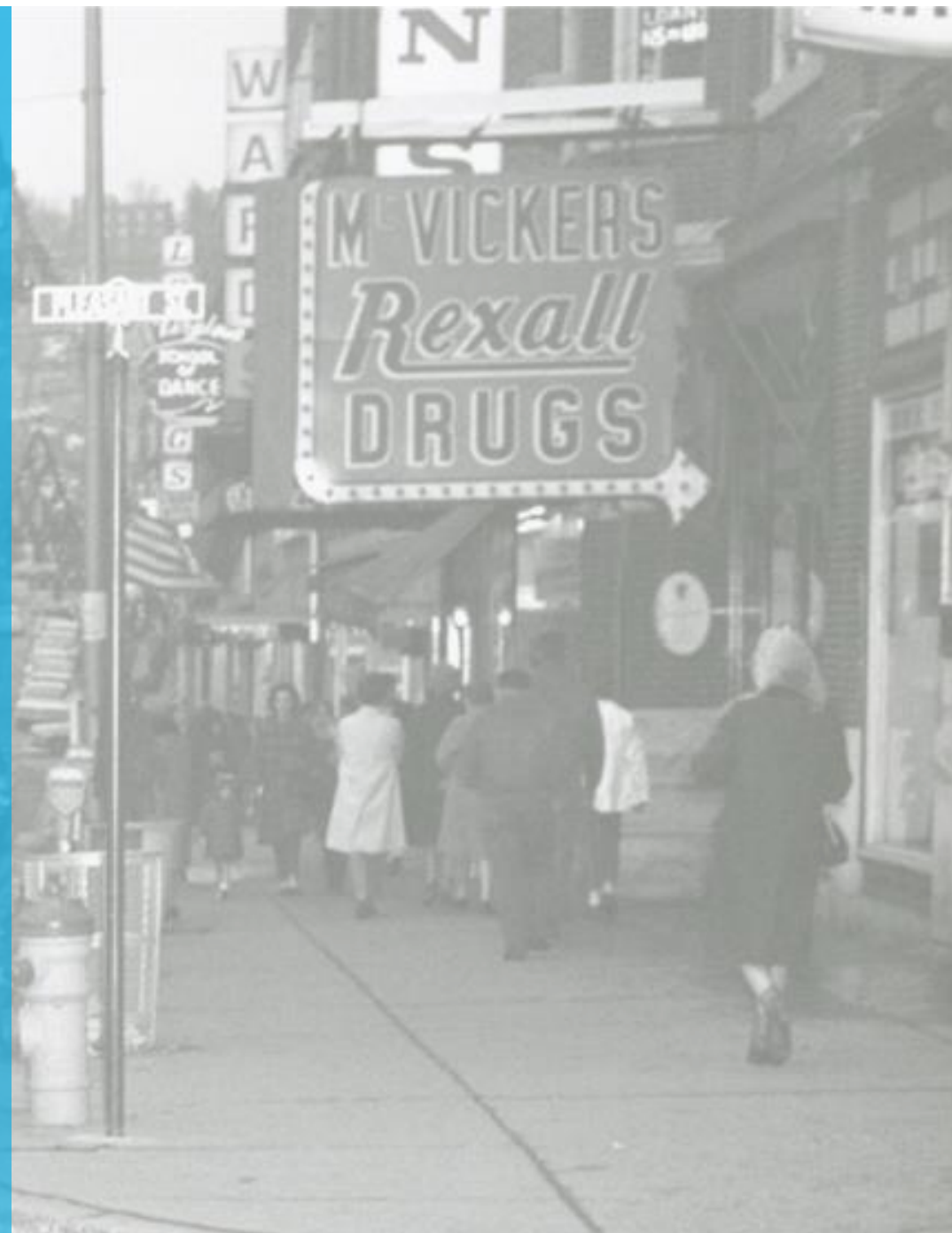
Mission: To make meaningful safety advancements collaboratively

3. Implement Solutions

- a. Work with key partners to implement solutions

4. Evaluate/Report

- a. Monitor progress
- b. Plan for methods of stakeholder feedback
- c. Revisit metrics at regular intervals
- d. Establish a plan for regular reporting



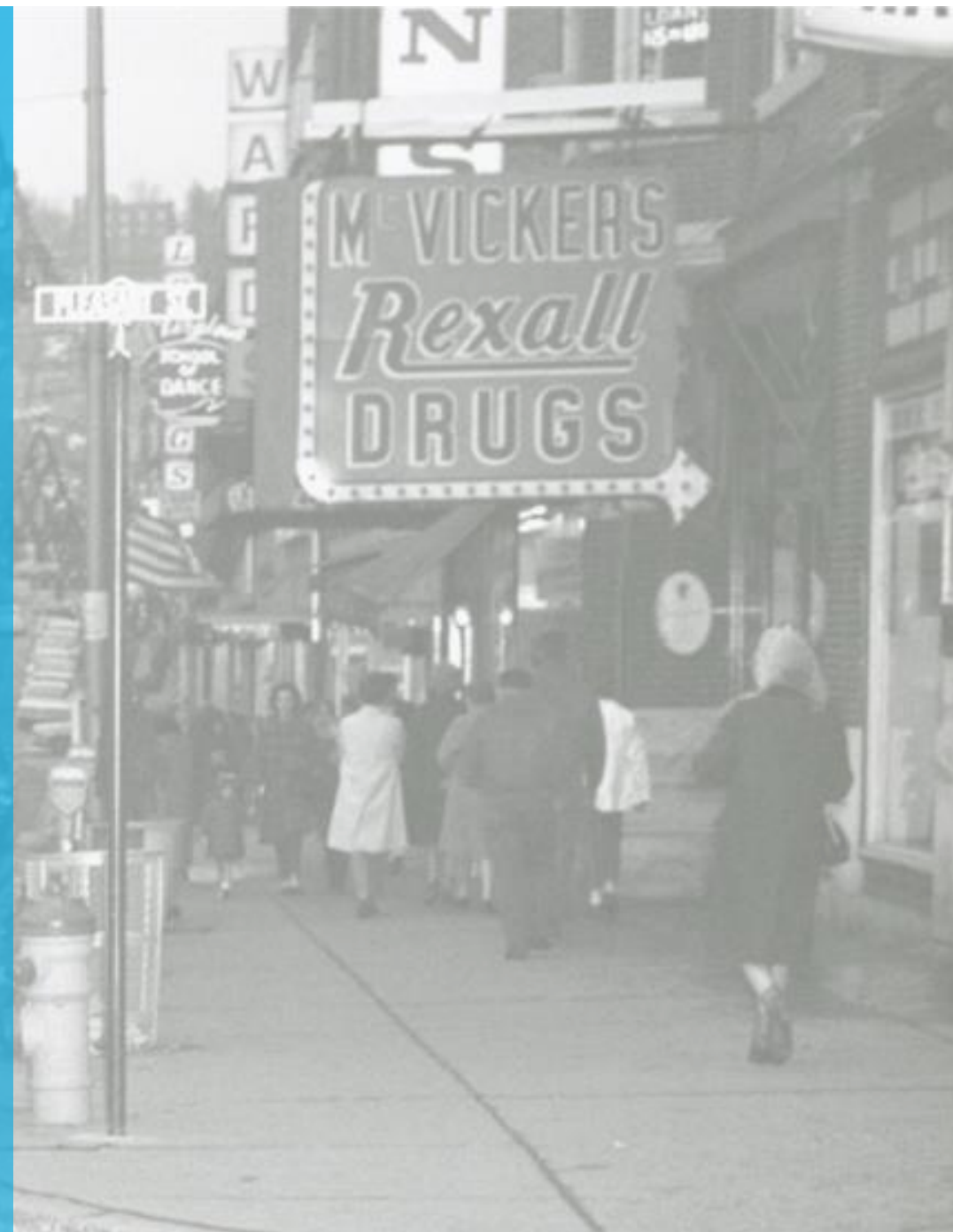


ADVANCEMENTS

ADVANCEMENTS

Public Safety

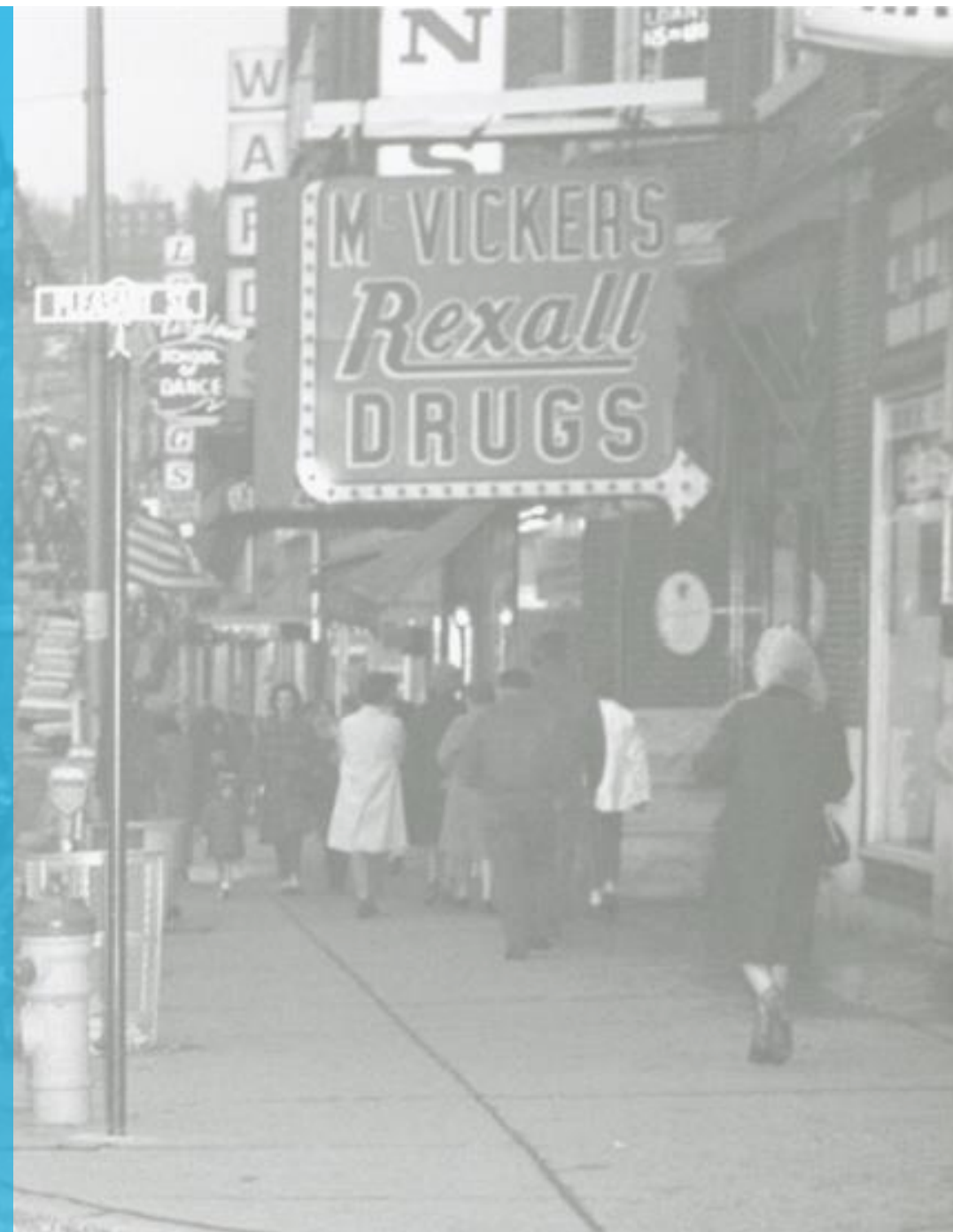
- Downtown directed patrol assignments hourly by MPD (as of 3/3/23)
- Increased communication with City/MPD
- City code on litter hotspots
- City security cameras on line
- Safety Index under development



ADVANCEMENTS

Health & Sanitation

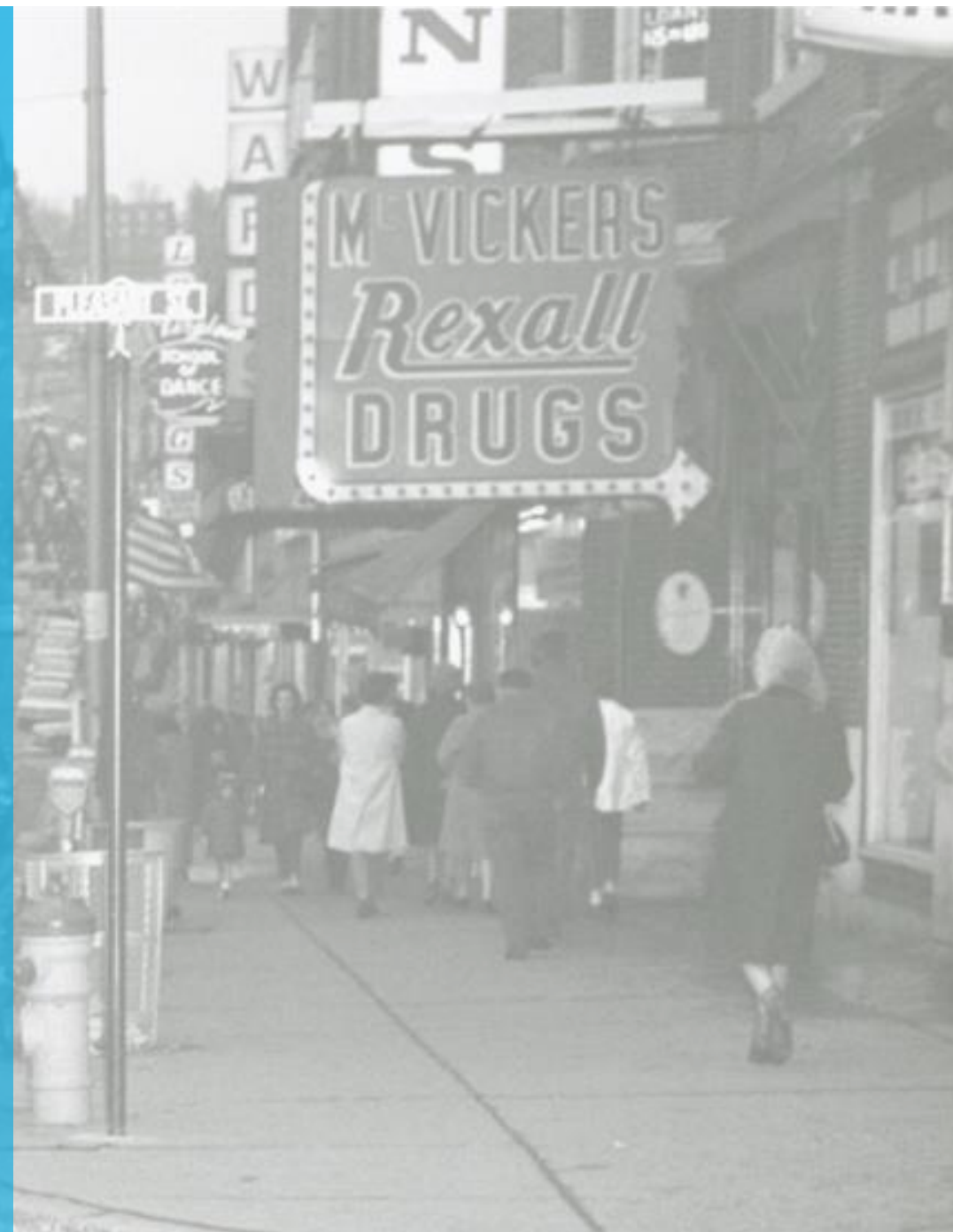
- Walnut Street Trash Services Pilot
- Exploration of storage solutions to reduce rummaging
- Power washing program under development
- Pest-control program under development
- Coordinated Litter Pickup Program to address high-traffic times



ADVANCEMENTS

Generally

- Responsive and tightened coordination between City Departments:
 - Morgantown Police Department, Public Works, Code Enforcement, City Ambassadors
- Increased engagement from City, County, and WVU as Safety Strategy advances
- Safety Committees formed and coordinating with one another:
 - City, WVU, MSM
 - MPD & WVU Campus Police

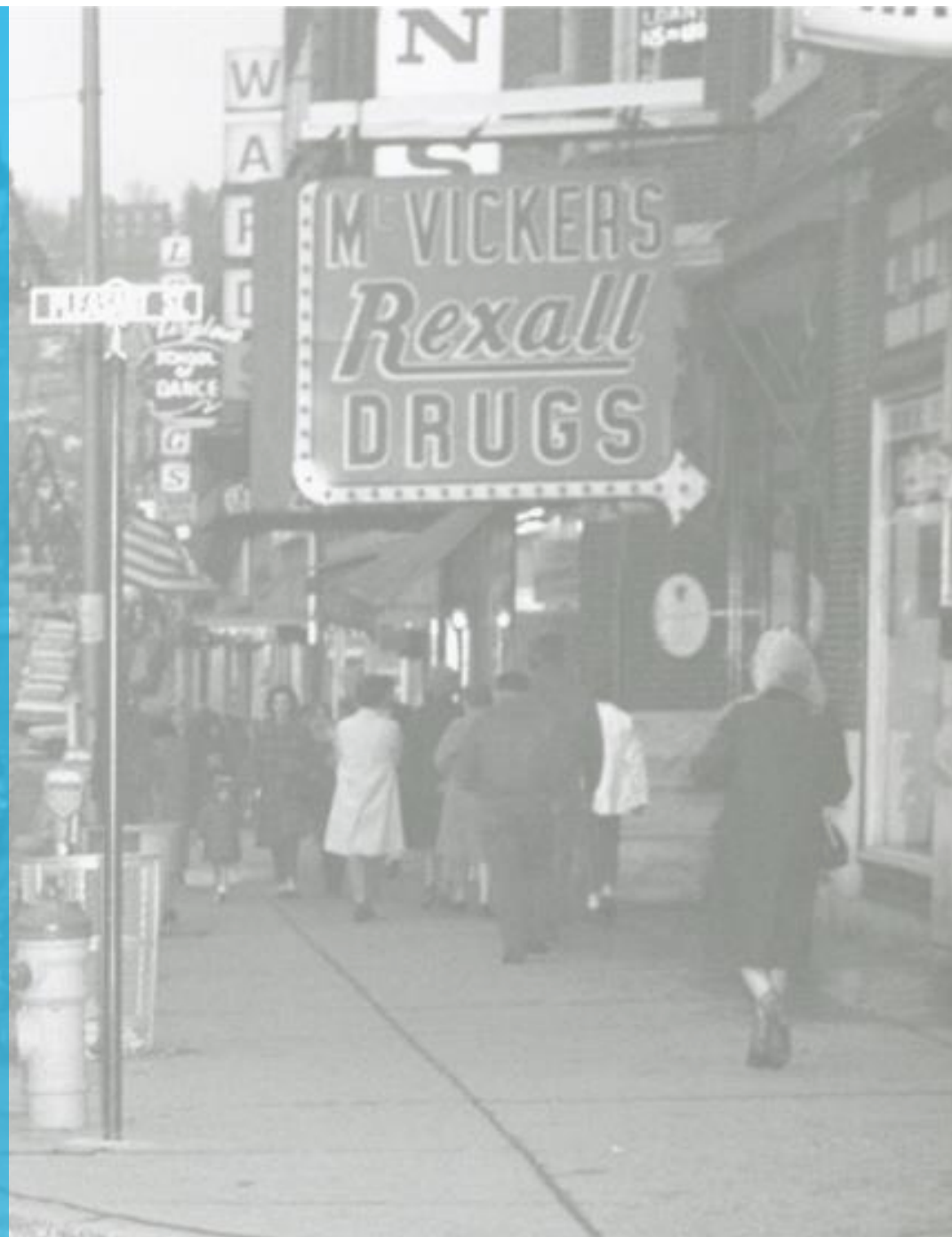




WRAPPING UP

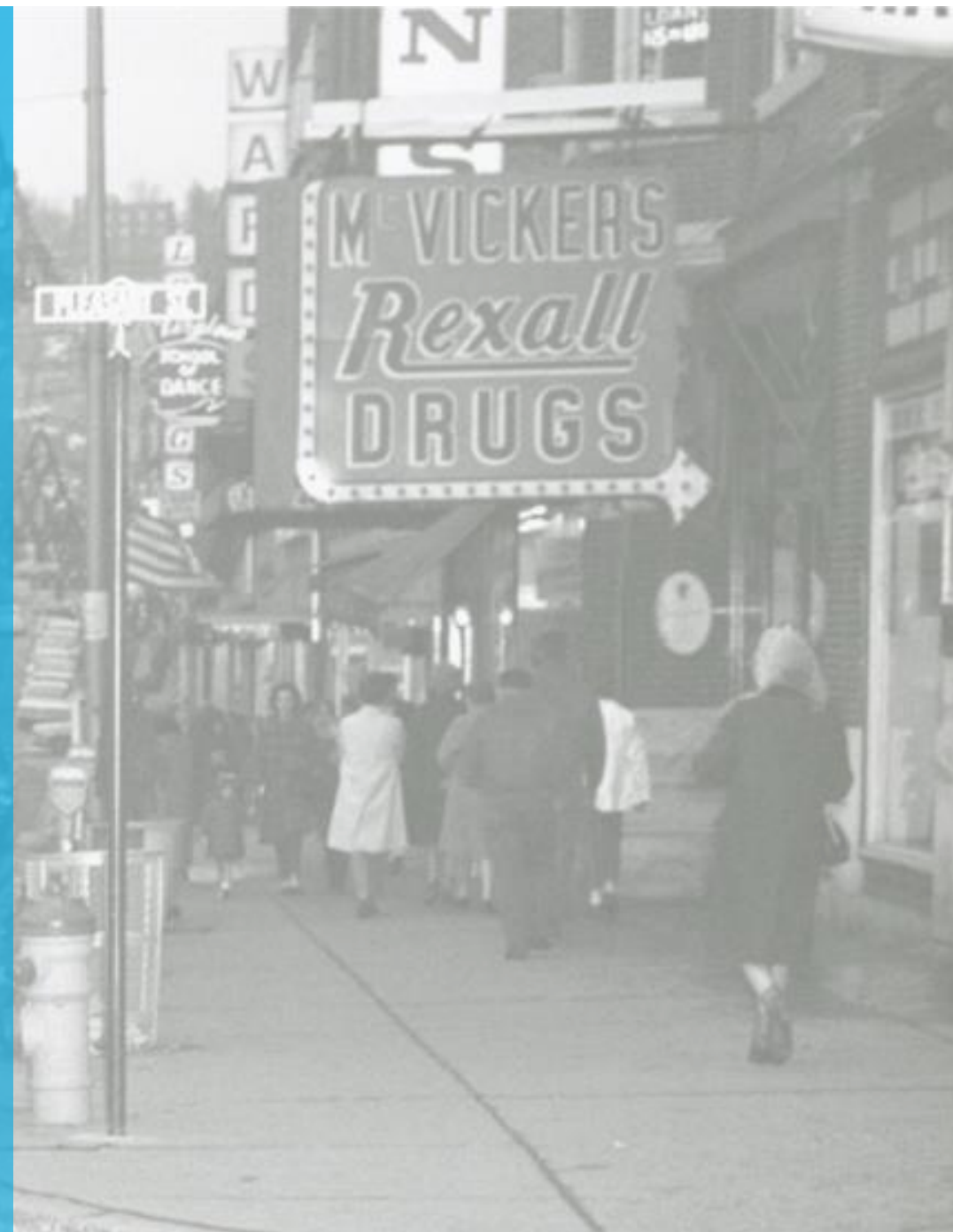
Our Role

- We facilitate focus and accountability with our partners
- Already beginning to see results and positive feedback!



Our Foundation for Success

- Renewed strategic foundation & plans
- Facilitate focus between partners and stakeholders
- Bridge critical communication gaps
- Engage stakeholders in consensus and solution identification.
- Morgantown Area Partnership enhances our success



What can you do?

Safety Strategy & Plan is a fluid, living document

- Feedback and engagement contribute to its power and effectiveness
- MSM is an engaged partner in solution identification
- MSM plans to communicate and track progress.

Key Partners





CONTACT US

304-292-0168

operations@downtownmorgantown.com