

September 30, 1974

Mr. Lyndon A. Wade, ACSW
Executive Director

Re: Mayor Maynard H. Jackson
204 City Hall
Atlanta, Georgia 30303

The Atlanta Urban League works in 5 basic communities in Atlanta, using neighborhood residents, business leaders, elected officials and other concerned citizens to improve living conditions for all citizens. Our neighborhood coordinating councils provide the opportunity to help promote and develop neighborhood leaders, as well as intergrate various sectors of the community into a positive working force. This provides understanding and the promotion of corporate efforts at all levels. It is imparative that low income families be provided cooperative assistance to improve their neighborhoods. It is with this in mind that the Atlanta Urban League suggest the attached program for your consideration.

The makeup of the program would be very similar to our coordinating councils and would function in the same way. The major difference between this program and our coordinating councils would be that NIP (Neighborhood Improvement Program) would be much more narrow in scope. Having basically a single purpose.

Areas which could be considered are the South Atlanta, Southwest at Beecher and Vine City which all have the necessary community elements. A joint planning of the Atlanta Urban League staff and your staff could certainly develop other alternatives.

We will respectively await your reply.

Sincerely,

PMC:eah

Attachment

OPERATION NIP

To engage merchants, business groups, churches, and citizens in necessary cooperative endeavors with municipal agencies in arresting the decay and decline of natural neighborhood business-living areas.

Methods:

1. Organization: The Mayor initiates the organization by appointing a municipal Project Coordinator and necessary municipal representatives (from sanitation, housing, recreation, etc.) He invites key neighborhood representatives to nominate other project members from among various groups in the area, e.g., industry, business, church, schools (PTA), property owners, and residences of the area. This is then the Project Committee - a permanent organization.
2. Procedures: (a) Survey-the Project Committee surveys the area, sets boundaries, and develops plan for necessary action. Ideal if Mayor lends a staff person to the Committee during this period to do the actual survey and report to Committee and/or act as executive secretary for a limited period. (b) Corrective actions: The Committee, with or through the Mayor's office, may use the following action methods:
 - (1) Awards: for outstanding appearance, contributions, or improvements.
 - (2) Sanctions: imposition of warnings, fines, etc. for offenses against various codes - housing, sanitation, etc.
 - (3) Influence: Mayor's office requests key business and absentee owners to remodel, paint, landscape, and improve areas. Tax reduction incentives for such improvements may be possible.
 - (4) Municipal departments and Atlanta School Board: Focus services on target area to bring about -
 - (a) better organization of basic services;
 - (b) refurbishing of schools and school grounds;
 - (c) engage in exchanges with Committee and community around priority of its needs (Model Cities concept).
3. Public Relations: At the outset intensive information campaign-flyers, news media, etc., like C&S Bank Savannah Model - BUT emphasize that this is a permanent ongoing organization effort and not just a "clean up and go away" program.
Idea: Committee as a collective ombudsman or "eyes of the Mayor" - use symbol like Mexican "Eye of God".

Implementation: (Example)

1. Suggest a prime area for initiation of Operation NIP would be Boulevard-Edgewood and from Baptist Medical Center to RR on Boulevard.

Rational for selection - strong leadership, King Memorial area and Borders - King churches, good mixture of business, manufacturers, residences. High emotional potential. High potential for success and visible change, an early summer evidence of real concern and action.

2. Committee: Atlanta Belting Co., Scripto, SIS (large Business), Rose Sandwich, Danneman's, McDonald Sheet Metal (small business), Wheat Street Baptist Church, Ebenezer Baptist Church, St. Vincent de Paul Society, Baptist Hospital, selected residents. Plus municipal and School Board representatives.
3. Possible Awards: Current: Atlanta Belting, Pilgrim Insurance, SIS, Small Animal Hospital, Signs - all are exceptionally attractive in midst of decay and neglect. Could make dramatic change in Municipal Market, e.g., trash pick-up, paint, new sign.

Sanctions: Rose Sandwich - generates litter; Martin's Welding - a real mess; owner of property of formerly occupied by Rib Shack - a menace; McDonald's - need improvement.

Influence: Property Owner - point-up and landscape area between it and freeway, also across street. Scripto - create garden effect in plant area and coordinate with Wheat Street Church to provide small park or parks and/or landscape plots in apartment area (M. L. King Memorial Area expanded to park by City, Scripto, Memorial together). St. Vincent de Paul - paint up. Danneman's - better trash control. Municipal and School Board - Inman Park School looks like concentration camp with barbed wire fence, and neglected play area. Could be a small play center. Parks Department -- many small areas could be landscaped, etc., speed-up King Memorial Park area to coincide with launching of NIP. Also small park area or play area near Salvation Army Home at Euclid and Edgewood.