

City of Passaic Market Street Area Technical Assistance and Promotion.



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Submitted to NJTPA
by the Alan M Voorhees Transportation Center at Rutgers University
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Table of Contents.

Executive Summary.....2

Background.....5

Task Descriptions.....6

Recommendations.....21

Attachments.....25

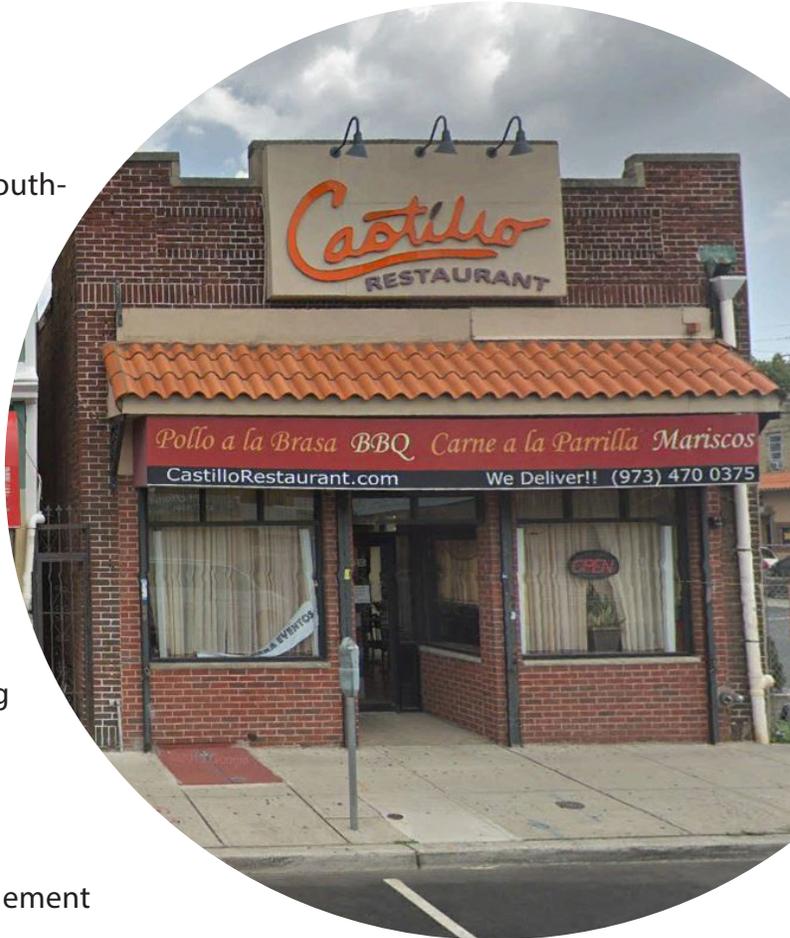
This report was prepared by the Alan M. Voorhees Transportation Center at Rutgers University for the City of Passaic through the Together North Jersey (TNJ) Local Technical Assistance Program. Funding for the program is provided by the North Jersey Transportation Planning Authority (NJTPA).

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Executive Summary.

Market Street is a commercial corridor located in the South-East section of the City of Passaic. Serving Passaic's Eastside or Dundee Neighborhood, this area is known for its abundance of Latino restaurants, bakeries, food establishments and merchandise businesses. Highlighting Market Street as a cultural dining and shopping district, a five-block, 0.5-mile portion of Market Street was designated as the Passaic Bistro District in 2018. Further development of a Latin themed district along the Market Street corridor had been previously recommended by four recent planning reports prepared for the City.

- City of Passaic 2013 Master Plan
- 2014 Together North Jersey Eastside TOD Strategy
- City of Passaic 2015 Economic Development Plan Element
- 2016 Local Foods, Local Places Recommendation Report



Above: Castillo Restaurant - 68 Market Street

As part of the Together North Jersey Technical assistance program, The Voorhees Transportation Center at Rutgers University (VTC), in partnership with the North Jersey Transportation Planning Authority (NJTPA) provided technical assistance to the City to enhance and promote the Passaic Bistro District. The technical assistance was comprised of two parts: to promote and assist in the procurement of parklets by Passaic Bistro District business owners, and to build upon existing community assets by creating, promoting and strengthening placemaking elements for the newly created Passaic Bistro District. The following are outcomes of the aforementioned efforts.

Technical Assistance – Parklet Elements:

- Extensive canvassing and outreach to Market Street business owners received limited interest. Business owners expressed concerns with existing available street parking to provide for clientele and were reluctant to forego a parking spot for a parklet. As of June 28, 2018, four restaurants had expressed interest in installing a parklet but none had filed an application.

Technical Assistance – Passaic Bistro District Walking Tour:

- The project team recruited seven community leaders to serve as part of a Passaic Bistro District Task Force. This group guided the project team on project deliverables, with a special emphasis on preparing for the Passaic Bistro District Walking Tour.

- To market the Passaic Bistro District Walking Tour, a marketing and promotion mini-plan was developed and executed. The mini-plan included grassroots marketing through community organizations, paid advertisements, as well as online and social media. It consisted of press releases, website postings, e-mail marketing and physical flier distribution. All marketing efforts disseminated information throughout the region with custom-designed graphics branding the Passaic Bistro District.
- In promotion of Passaic Bistro District, the project team designed and produced a restaurant guide to guide visitors on the District's culinary options. In total, 24 eateries were included in an aesthetically pleasing and informative restaurant guide – 300 copies were made and distributed around the city.
- The inaugural Passaic Bistro District Walking Tour took place June 23, 2018. Designed and conducted by the project team with the assistance of trained community volunteers, over 100 people participated in seven tours – six in English and one in Spanish. This event generated instant interest amongst visitors and casual passersby. Participants stayed after tours to frequent local restaurants and stores highlighted in tour. The Walking Tour was covered by Channel 12 local news, which included an interview with the mayor and footage of Walking Tour stops.

Once home to a bustling manufacturing industry the Passaic Bistro District area, similar to the City as a whole, has a long tradition of making itself home to immigrants. Overtime Eastern Europeans have been replaced by immigrants from Mexico, Latin America and the Caribbean, bringing with them a new vitality and flavor to the area reflected in the local eateries. With this in mind, cultural sensitivity was of the utmost importance to the success of the project, and the project team was mindful in conducting business with restaurant owners of the District in a way that was appropriate and comfortable. This oftentimes resulted in conversations in Spanish and a need for materials to be translated from English to Spanish.

Based on the results of this technical assistance, the project team has identified a series of recommendations for continuing to promote and strengthen the Passaic Bistro District. These recommendations include:

- Continuing to promote the Passaic Bistro District via social media and the development of an e-newsletter for upcoming events
- Expanding the Passaic Bistro District Restaurant Guide to include other types of local businesses
- Maintaining the Passaic Bistro District Task Force to guide and shepherd the process
- Continue planning and executing Walking Tour events in the District
- Make infrastructure and beautification improvements, including continuing to promote the use of parklets for restaurants.
- Continue to provide training and technical assistance to restaurateurs and business owners, with a particular emphasis on branding and promotion.
- Hire a dedicated staff person to coordinate activity within the Passaic Bistro District and continue to work with the community.

Recommendations

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- Continue planning and executing Walking Tour events in the District.
- Make infrastructure and beautification improvements, including continuing to promote the use of parklets for restaurants.
- Continue to provide training and technical assistance to restaurateurs and business owners, with a particular emphasis on branding and promotion.
- Hire a dedicated staff person to coordinate activity within the Passaic Bistro District and continue to work with the community.

Background.

The 2014 Together North Jersey Local Demonstration Project entitled The Eastside Transit Oriented Development Plan called for establishing Market Street as an “economic driver” for the City of Passaic. The Market Street commercial corridor, now known as the Passaic Bistro District, is approximately 0.5 miles in length, located on Market Street between Monroe Street and South Street, and is composed of 21 restaurants, 11 bodegas, and three bakeries.. Many of these restaurants and shops are purveyors of Mexican and Latin American goods and cuisines, creating a unique destination for shoppers and diners who want to experience these cultures, all within one walkable downtown area. , To enhance this asset of the city, the plan recommended streetscapes improvements, branding of the area, creation of festivals and promotion of Market Street’s local eateries.

In 2016, Local Planning Services office of the New Jersey Department of Community Affairs worked with the City of Passaic on an initiative entitled Local Foods Local Places . This aim of this initiative was to begin to address the unique opportunities and potential of the Market Street Corridor. Comite Pueblo Passaic (translated as Town of Passaic Committee), a grassroots group composed of 12 business owners from the City of Passaic, helped in the implementation of the plan’s recommendations. In 2017, the City of Passaic held its first “Taste of Market Street” event to enhance the public’s interest in the area and to explore the neighborhood’s many cultural food offerings. The event included music and exhibits.

“Taste of Market Street” was held to build community, share plans for neighborhood improvements, and highlight the neighborhood’s cultures and cuisines. The City’s Urban Enterprise Zone program and Valley National Bank helped with production and funding of the event. Two parklets were provided by the City of Passaic to encourage al fresco dining in the area.

The technical assistance project served to reinforce and enhance initiatives taken under the 2016 Local Foods Local Places Implementation Plan in conjunction with the Local Planning Services office of NJ DCA and Comite Pueblo Passaic. It served as an extension of the Taste of Market Street event to highlight Market Street’s restaurant corridor.



Above: “Taste of Market Street” event in 2017 (source: MaryAnn Buga)

Task Descriptions •

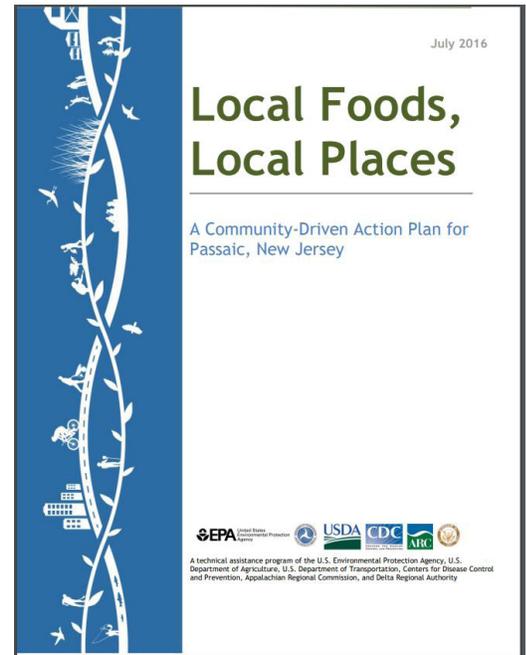
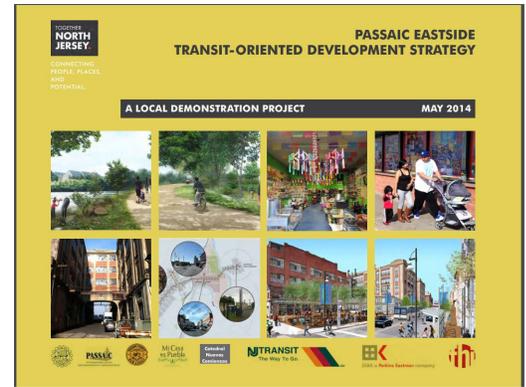
Task 1: Parklet Application Assistance and Outreach

The City of Passaic passed a Parklet ordinance on April 27, 2018. The ordinance allows restaurateurs to convert two parking spaces into outdoor dining space. However, many of the businesses and restaurant owners were not aware of the benefits of installing parklets outside of their businesses, or the application process.

To assist in closing this information gap, the project team canvassed Market Street District six times to speak with restaurant owners. These restaurant visits provided important information about the benefits of parklets and helped in gauging owners' interest in pursuing their own parklets. The six canvassing events took place on the morning of Tuesday, March 6, 2018 and the afternoon of Wednesday March 14, 2018 followed by a combination of late morning and early afternoon hours on Tuesday April 10, Wednesday May 9, Monday May 21, and Thursday May 24, 2018.

Cultural sensitivity was of the utmost importance to the success of the canvassing efforts. The project team was careful in conducting business with restaurant owners of the District in a way that was culturally appropriate and comfortable for restaurant owners. Of primary importance was language, and the project team was deliberate in sending staff members to canvass who were fluent in Spanish: two native speakers, and one non-native, fluent Spanish-speaker. This was critical to the success of the canvassing efforts because it allowed restaurant owners to express themselves without fear of being misunderstood or uncomfortable, and ensured that any information conveyed by the project team was accessible and clear.

In addition, the project team found that phone calls were not an effective way of conducting outreach to business owners. Conducting outreach in-person was much more impactful, and contributed to building trusting relationships with the business owners and employees. The project team also learned that it was important to canvass the area at different times during the day to reach the most people. Early weekdays (Monday, Tuesday and Wednesday) were much more productive than later in the week or



Above: "Eastside Transit Oriented Dev." & "Local Foods, Local Places"

on weekends when restaurants are typically busier. In addition, because restaurant owners often lack predictable working hours and could not commit to scheduled appointments, the project team opted for unannounced visits to the area in an effort to track down the appropriate contact person at each restaurant.

In order to assist restaurant owners in understanding the benefits, logistics and legal requirements of parklets, the project team designed and produced a Parklet's Ordinance Information Packets in Spanish. The packets were hand-delivered to business owners during team's canvassing efforts. The packet is attached to this report as **ATTACHMENT A** and included the following four components:

- 1. Parklets Information factsheet:** The factsheet explained the economic benefits in investing in these public spaces. It included sample pictures of parklets as well as a list of the benefits of expanded outdoor seating. The parklet factsheet was carefully crafted and presented the information from the restaurant owner's perspective, making it more relevant to the target audience. During canvassing visits, the project team reinforced the information on the factsheet, emphasizing how parklets can visually enhance the sense of neighborhood, create more foot traffic, and improve the business.
- 2. Parklets supplier/contractor information:** The project team researched and contacted contractors for the production of parklets. Information on three suppliers was included as a reference for the restaurant owners. These suppliers were selected based on their availability, interest in working with restaurant owners, and proposed production costs. This information will assist restaurant owners in expediting the installation process if and when they choose to have parklets as an extension of their business. Restaurants will select their preferred supplier and pay themselves for the construction of the parklet.
- 3. Parklet Application and Translation (Spanish):** The Information Packets included a copy of the official application as well as a condensed, translated version of the application in Spanish. The translation was provided to help clarify the application process and permit requirements for the restaurant owners. The Spanish version is to be used as a reference only and not to be substituted for the official parklet application provided by the City of Passaic.
- 4. Guide to the Parklet's Ordinance:** The project team created a reference guide in Spanish called Guía de Referencia para la Ordenanza de Parklets. The guide serves as practical tool aiming to clarify rules and requirements involved when owning and operating a parklet.

“ As of June 28, 2018, four restaurant owners had expressed interest in adding a parklet as part of their business model: Mar y Tierra, La Fortaleza, La Tijana and Fonda Santa Barbara. The team offered on-going assistance in completing the application for a parklet permit throughout the duration of the project. However, none of these restaurants contacted the team for application assistance. ”

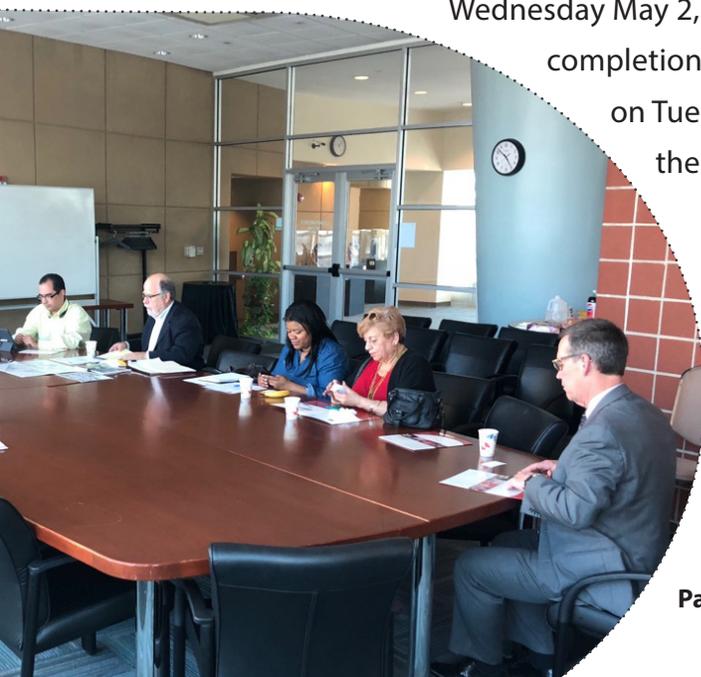
Task 2: Expansion and Formalization of a Market Street Steering Committee

The project team recruited seven community leaders to serve as part of the Market Street Steering Committee, which was renamed the Passaic Bistro District Task Force.

- **Membership:** The Task Force included representatives from the following organizations: Mi Casa Es Puebla, Passaic Academic Center at Passaic County Community College, Girls and Boys Club of Passaic and Paterson, United Puerto Rican Council, Valley National Bank, and Urban Enterprise Zone from the City of Passaic. The Task Force was to serve as a liaison between the community, the project team, and the City of Passaic, with a particular focus on assisting with the development and promotion of the Passaic Bistro District Walking Tour (Task 3).

Having a representative of the City on the Task Force was instrumental in maintaining the communication between the community and the City of Passaic. It also helped to expedite the implementation of suggestions from the Task Force, such as the ability to promote the walking tour at events hosted at Mi Casa Es Puebla.

- **Tasks:** The Task Force guided the project team on the project deliverables, with a special emphasis on preparing for the Passaic Bistro District Walking Tour on June 23, 2018. The Task Force reviewed collateral materials such as the Walking Tour flyer design, Parklets information packets, and provided feedback on the design of the Restaurant Guide. They also helped in the selection of possible destinations for the Walking Tour, and provided suggestions for promoting and publicizing the Walking Tour event. Finally, they aided the project team in the recruitment of volunteers for the Walking Tour, and served as ambassadors of the City of Passaic by inviting their own guests.
- **Communication:** The Task Force Committee met three times during the project. Two meetings were held at Passaic Academic Center, located at 2 Paulison Avenue. These meetings took place on Wednesday May 2, 2018 and Monday June 4, 2018 both at 5:00 pm. After completion of the Passaic Bistro Walking Tour, a conference call was held on Tuesday June 26, 2018 to collect feedback and share results of the event.



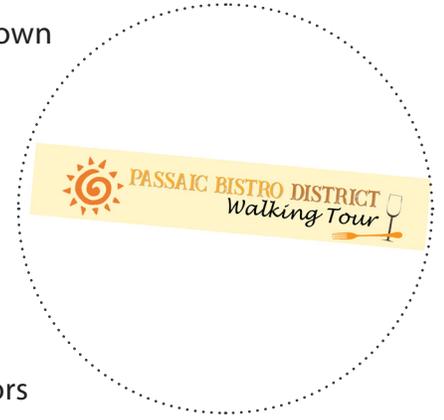
Left: May 2nd Task Force Committee Meeting

Task 3: Create a pilot Market Street Walking Tour (Passaic Bistro District Walking Tour)

The project team designed and conducted the first walking tour of the area. This event took place on June 23, 2018. Prior to the event, Market Street District had been re-named as Passaic Bistro District. The name and logo was selected by the city's mayor and council members. The logo was incorporated in all the collaterals produced to promote the event, such as flyers, online advertisements and banner, and the event registration page.

- **Purpose:** The main purpose was to host an event attracting visitors into town to experience the unique culture and vitality of the Passaic Bistro District. Because the dominant language of the Passaic Bistro District is Spanish, it can often be difficult for non-Spanish speakers to navigate the shops and restaurants. Many could feel unsure of where to go, what to order at restaurants, or feel intimidated by cultural differences. To offset these potential barriers, a guided walking tour was designed and implemented to provide an introduction to the Passaic Bistro District, educate new visitors about the shops and restaurants, and provide a cultural bridge to this vibrant neighborhood.
- **Planning and Development:** The team visited the area on Saturday, March 24, 2018 to observe the different dynamics of the Passaic Bistro District on a weekend day (as compared to a weekday). Observations such as store hours, parking demand, and store's additional merchandise were taken into consideration to favor a Saturday event. The designated stops were carefully selected to showcase the exceptional evidence of the cultural richness of the area with emphasis on the Passaic Bistro District restaurant row. The Passaic Bistro District Walking Tour structure was shared with the Task Force to confirm proper area representation and ensure cultural sensitivity.

The tour was designed to be 45 minutes and was offered in English and Spanish. The designated stops were also selected based on proximity to make the best use of the time. The project team scouted the area and collected a list of recommended stops taking in consideration the aforementioned elements; distance between the stops, representation of the cultural richness, history, and civic organizations. The project team met with business owners to share the specifications of the event and to make them aware of the potential for increased foot traffic on the day of the event. Many owners offered a special discount to the participants on the day of the Walking Tour.



- **Staffing:** The project team thought it was important to recruit volunteers from the City of Passaic. Local guides have the advantage of sharing their own memories about the City and its landmarks, giving more depth and uniqueness to the experience. The Task Force Committee was instrumental in recruiting volunteers from the City. In total, seven bi-lingual tour guides were trained: five volunteers from the City of Passaic, one volunteer from Voorhees Transportation Center (Rutgers) and two project team members. The project team developed a script for the tour guide in order to ensure some consistency in the tour agenda. The script described the importance of the designating stops, time allotted per location and additional suggested mentions about City of Passaic’s heritage, cultural richness and town’s initiatives.
- **Training Session:** Project team members conducted two training sessions. The first one was scheduled for Monday June 18, followed by a second one on Thursday June 21, 2018. The Walking Tour script was reviewed in detail during the first training session. Then, the tour was rehearsed during the second session. The second session gave volunteers ample opportunity to confirm the timing of stops and order of the suggested mentions. It also provided them with an opportunity to make suggestions, as well as to meet the business owners of the stores included in the tour.



Above: Owners of La Tinaja Restaurant - 166 Market Street



Above: Bistro District Walking Tour visiting Market Street businesses

Guided Walking Tour Collaterals

The project team designed, produced and provided four supporting elements as promotional materials: Walking Tour flier, Passaic Bistro Restaurant Guide, Walking Tour Map and List of Products. A graphic designer from the Mason Gross School of the Arts was hired to develop the full suite of materials with custom graphic elements, images, and design.

- 1. Walking Tour Flier: (ATTACHMENT B)** The promotional flyer was designed based on input and photos collected during canvassing visits, and served as the main inspiration for the artistic style of other collateral material as well. The designer thoroughly researched colors, designs and other artistic elements that would be consistent with the Latin American culture so prevalent in the Passaic Bistro District, and make for a unique and eye-catching brand. The flyer text was carefully selected and kept to a minimum, allowing the design elements to be generously spaced. Five hundred copies of the flyer were professionally produced and distributed throughout area. The flyer was produced in both English and Spanish, and the design was adapted for online media use.

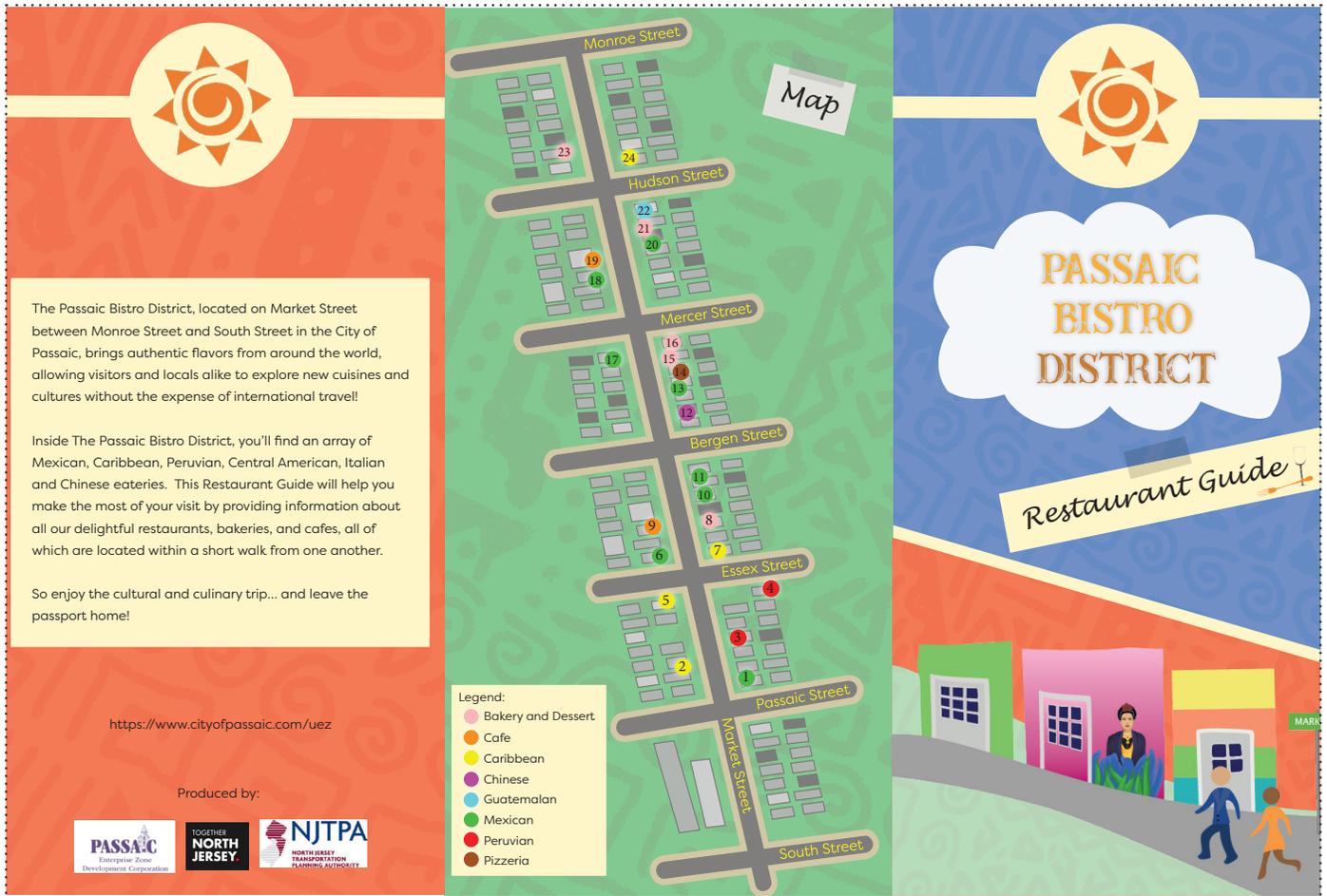


Above: Attachment B - Walking Tour Fliers in English & Spanish

Right: Walking Tour participants



2. Restaurant Guide: (ATTACHMENT C) The project team designed and produced a Passaic Bistro Restaurant Guide that included twenty-four eateries in the commercial corridor, including twenty-one restaurants, two deli's and three bakeries. The project team canvassed the area to verify restaurants' locations and business names. They also collected narratives from the restaurant owners to highlight the unique features of each restaurant. The Restaurant Guide included a custom-designed map of the business corridor identifying restaurant locations and categorization of the type of eatery (Café, Bakery and Dessert, Pizzeria) and ethnicity of the cuisine (Café, Bakery and Dessert, Pizzeria) and ethnicity of the cuisine.

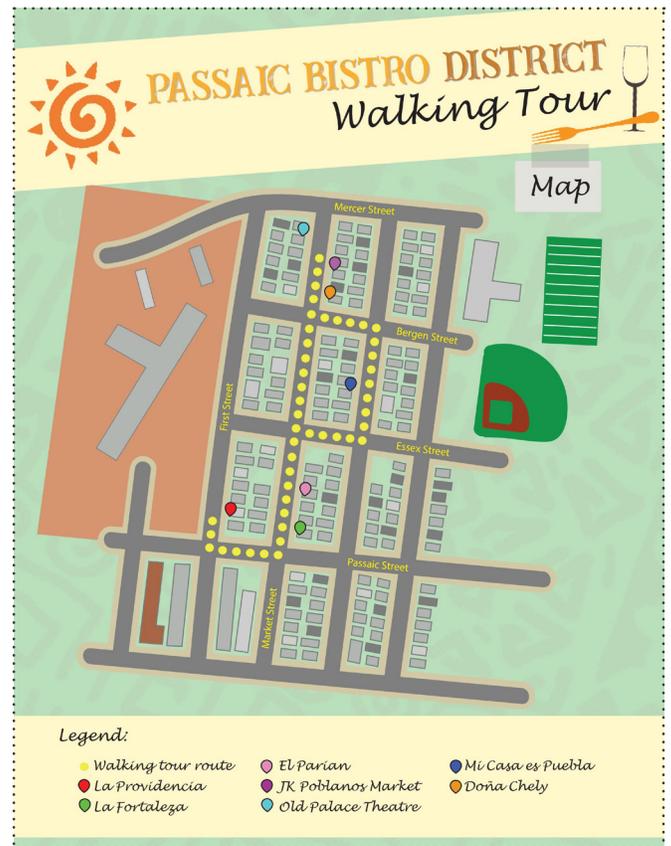


Above: Attachment C - Passaic Bistro District Restaurant Guide

3. Walking Tour Map: (ATTACHMENT D) Each tour participant received a Walking Tour Map. The map was designed using the same style and color treatment as the Restaurant Guide, Walking Tour event flier and the on-line promotional banner. This helped disseminate the new logo, brand the event and provide visual cohesiveness to the messages. The map was produced in full color, identifying the location stops by number and color legend.

4. List of products: (ATTACHMENT E) A list of products to guide the supermarket visit was handed out to each participant. The supermarket showcased a colorful demonstration of product options from Latin America. The product selection was based on the suggestions of the supermarket's owner. It served as an example of interesting and unique products visitors can find in the Passaic Bistro District.

The aforementioned collaterals- Flyer, Restaurant Guide, and the Walking Tour Map-were all based on similar and uniform color palettes and design. The cohesiveness of the color scheme and design, were based on the original design of the Walking Tour Flyer. This helped create a strong brand identity for the event and for the Passaic Bistro District area.



Above: Attachment D - Walking Tour Map



Above: Attachment E - Product guide for stop #6 of Walking Tour

Logistics and Highlights of the Guided Walking Tour

The project team used Eventbrite, an online event management platform, to manage the registration process for the Passaic Bistro Walking Tour. The Eventbrite tool allowed the team to take registrations for each of the four Walking Tour time slots, as well as collect information about the registrations, such as preferred language for the tour (English or Spanish).

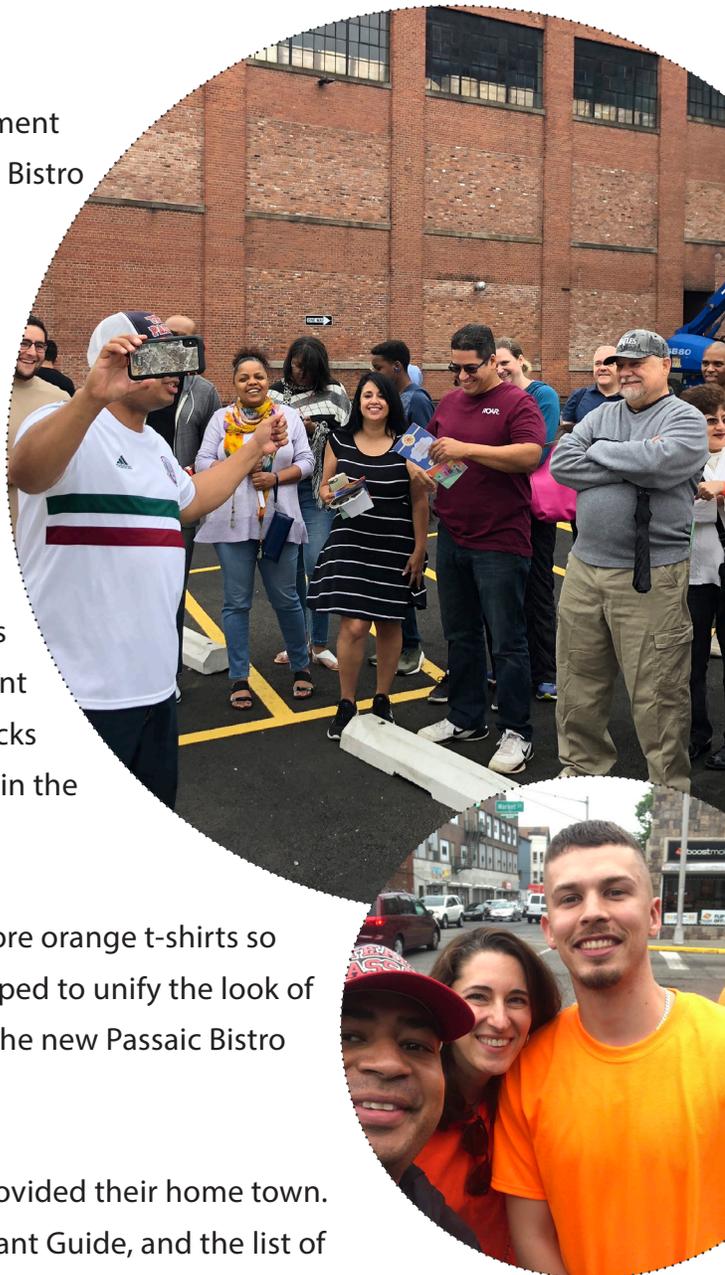
Although registration was suggested, walk-ins were also welcomed. Upon arriving at the tour starting location, participants checked in at the registration table located at the intersection of Passaic and Market Streets. Location was accessible and easily identifiable with orange balloons. Event parking was conveniently located at Contempo Plaza, 2 blocks from the registration table. Designated signage was placed in the area to assist in wayfinding.

Walking Tour volunteers and project team members also wore orange t-shirts so they were easily identified by the participants. This also helped to unify the look of the event. The orange color coordinated with the brand of the new Passaic Bistro logo.

Upon arrival, each participant confirmed their name and provided their home town. The participants then received a Walking Tour Map, Restaurant Guide, and the list of products. Participants were given an orange paper wristband to wear, as discounts and special offers from local businesses were offered only to wristband holders.

Before embarking on the Walking Tour, City of Passaic elected and appointed officials representatives welcomed the participants and addressed the unique aspects of the Passaic Bistro District.

The mayor took an active role in all phases of the Walking Tour; from welcoming participants and visiting all Walking Tour stops to interacting with participants at the end of the tour. He broadcasted the Walking Tour kick-off using Facebook Live video streaming and posted real-time videos throughout the entire event.



Top: Mayor Lora welcoming visitors

Above: Staff dressed in orange

“ Having a representative of the City on the Task Force was instrumental in maintaining the communication between the community and the City of Passaic. It also helped to expedite the implementation of suggestions from the Task Force, such as the ability to promote the walking tour at events hosted at Mi Casa Es Puebla. ”

Walking Tour Stops and Mentions (See ATTACHMENT F for full script)

The Walking Tour began on the east side of Market Street.. Tour stops included the following designated locations:

- 1. La Fortaleza Restaurant (23 Market Street, Passaic):** The restaurant's decor offers a colorful display of Mexican traditional art and serves familiar Mexican dishes.
- 2. El Parian Store (50 Market Street, Passaic):** An arts and crafts store selling merchandise from the City of Puebla, Mexico. Its name refers to Puebla's largest handcraft market.
- 3. Odalis y Maria Store (48 Market Street, Passaic):** A bridal boutique with an exclusive fashion designer. The boutique also designs elaborately beaded with ruffled tulle ball dresses for Quinceañeras (similar to a Sweet Sixteen celebration).
- 4. Decoraciones Ilusion Store (54 Market Street, Passaic):** This store offers main services for Quinceañeras and Presentación celebrations. The "Presentation of a Child" is a ritual for a child who is forty days or three years old. This celebration is a tradition in various Latino countries.
- 5. Doña Chely Deli and Grocery (96 Market Street, Passaic):** This Bodega was chosen to participate in the healthy corner store initiative in Passaic and received nutritional lessons as part of a partnership with the Rutgers Cooperative Extension program. The Bodega now displays fruits at the store entrance, highlighting healthy options for shoppers.
- 6. JK Poblanos Supermarket (106-108 Market Street, Passaic):** This supermarket offers a colorful display of product options from South-Central America and Mexico. It caters to the demands of the area and it is a demonstration of the cultural diversity of the City of Passaic.
- 7. The Palace Theatre (121 Market Street, Passaic):** This building is currently a warehouse. However, the original building's 1920's facade has been kept and it can be admired from across the street.



Above: La Fortaleza - 23 Market St.

Below: La Providencia - 44 1st Street



8. Mi Casa es Puebla, (77-79, 3rd Street, Passaic): This community center is sponsored by the Government of the State of Puebla, Mexico. Its objective is to provide an array of services such as assisting Mexican immigrants with their citizenship process. It also hosts cultural activities throughout the year to disseminate and maintain Puebla's traditions. It currently hosts a photography exhibit titled "Un Instante en el Paraiso" (An Instant in Paradise). The exhibit captures feasts and traditional ceremonies of the indigenous people of Mexico. During the Walking Tour, the South Korea vs. Mexico World Cup soccer match was shown in the lobby of the building. Two Walking Tour groups had the opportunity to watch the World Cup match amongst soccer fans from area.

9. La Providencia Store, (44 1st Street, Passaic): A Mexican arts and crafts store offering an ample selection of products from Mexico. Products ranged from hand-made furniture to traditional sombreros.



Below: Mi Casa es Puebla - 79 3rd St.



Top: La Providencia - 44 1st Street

Above: JK Poblano's Supermarket - 108 Market St.

Walking Tour Participation Results: The walking tour was extremely well attended, exceeding all expectations. Sixty participants registered ahead of time using the Eventbrite site: however more than 100 people participated in the tour. The Passaic Bistro Walking Tour was conducted seven times by staff and volunteers on the day of the event - six in English and one in Spanish.

The event sparked the commercial influx of the area and generated instant interest amongst visitors and casual passersby. Walking Tour participants stayed to eat at local restaurants and bakeries, shopped at crafts and clothing stores, and purchased goods from the local JK Poblano supermarket. The City of Passaic's representatives, including the mayor, expressed immense satisfaction with the results of the event. The Walking Tour was covered by Channel 12 local news, which included an interview with the mayor and footage of Walking Tour stops.



Above & Left: Walking Tour participants and staff

Task 4: Marketing and Promotion Mini-Plan

The project team developed and delivered a Marketing and Promotion Mini Plan to promote Passaic Bistro District Walking Tour and to commence branding the area. The Mini Plan included grassroots initiatives, online and social media. It consisted of the following tactics: press releases, website posting, e-mail marketing, and flier distribution.

- 1. Dissemination through the Task Force committee networks websites and events:** All members of the Task Force were asked to distribute information about the event through their networks. Information went out through the following organizations that served on the Task Force Committee: Mi Casa Es Puebla, Boys and Girls Club, United Puerto Rican Council, Passaic County College, Valley National Bank and the City of Passaic.
- 2. Flier distribution:** Passaic Bistro Walking Tour flyers were distributed through libraries, community centers, local events and posted at supermarkets, community boards, and senior centers. They were also distributed at local events by project team members and the City of Passaic employees. The distribution covered the following municipalities; Belleville, Bloomfield, Caldwell, Carlstadt, Cedar Grove Clifton, East Rutherford, Elmwood Park, Fair Lawn, Garfield, Glen Rock, Hasbrouck Heights, Hawthorne, Little Falls, Lodi, Maywood, Montclair, North Arlington, Nutley, Paterson, Pequannock, Rutherford, Totowa, Wallington, Wayne, West Orange, and Woodland Park.
- 3. Websites and Social Media postings:** Event information was posted at the following websites: The Patch, Passaic County Tourism Board, North Jersey Media, NJ.com, Town Square Media, Fun New Jersey Events and City of Passaic website. The event was also heavily publicized on Facebook and Twitter using the Together North Jersey accounts. These posts were shared by several partner organizations around New Jersey.



Above: Online banner for social media and eventbrite

- 4. Paid online banner advertisement:** A banner ad was purchased through NorthJersey.com. This paid media advertising provided 35,000 ad server impression targeted in the towns of Belleville, Bloomfield, Carlstadt, Cedar Grove, Clifton, East Rutherford, Elmwood Park, Garfield, Glen Ridge, Hasbrouck Heights, Little Falls, Lodi, Lyndhurst, Montclair, Moonachie, North Arlington, Nutley, Passaic and Paterson. The online promotion ran for 7 days; from Saturday June 16, 2018 through the day of the event, Saturday June 23, 2018. The creative design for the online advertisement was based on the flyer graphics and artistic concepts.
- 5. Direct (Email) Marketing:** The flyer and information about the Passaic Bistro Walking Tour was distributed to subscribers of selected networks provided by the Task Force Committee, the project team, the City of Passaic and Together North Jersey.



Above: Online Walking Tour ads



Above: Walking Tour flier in Spanish



Recommendations.

Based on the success of this technical assistance project, the project team's observations, the Task Force Committee's input and feedback, and the experience during the Passaic Bistro Walking Tour, the following areas have been identified as opportunities for next steps for the Passaic Bistro District:

1. Passaic Bistro Branding and Social Media: The City of Passaic should continue to leverage the branding work from this project to create additional online social media presence, using Facebook, Twitter, and Instagram. The new Passaic Bistro District logo and branding should be included as much as possible on all social media content. Some ideas for content include:

- Showcasing one restaurant at the time, or posting live interviews with owners or chefs describing their cooking techniques or specialty items on the menu.
- Launch campaign centered on "My favorite place in Passaic Bistro" to capture testimonials and personalize the Passaic Bistro experience.
- Encourage restaurant owners to offer a meal "on us" during a subsequent visit if patrons share their experiences through social media (such as using Facebook Live video streaming while at the restaurant).
- Link District's restaurant websites to the Passaic Bistro Facebook page. This will help to visually convey Passaic Bistro brand as a commercial block.

2. Passaic Bistro E-newsletter: Maintain communication with visitors by creating e-newsletters. Invite Walking Tour participants, the Mayor's Facebook followers or similar target groups to subscribe to the newsletter to hear about upcoming events or promotions in the area. This will help encourage interested parties to stay engaged and plan future visits.

3. Passaic Bistro Restaurant Guide: Consider expanding the Restaurant Guide by continuing to add content, such as identifying restaurants that offer vegetarian and gluten free options, make deliveries, etc. Disseminate the Restaurant Guide throughout businesses in the area and adjacent cities, government offices, and nearby shopping centers. The City might want to also consider doing a mailing of the restaurant guide to surrounding municipalities.

4. Maintain the Passaic Bistro Task Force: The Passaic Enterprise Zone Development Corporation should continue the collaboration with the Passaic Bistro Task Force Committee. The City could strengthen its relationship with the Task Force by coordinating on-going meetings, sharing updates of the District's plans. The Task Force could also be expanded by adding new members and creating sub-committees to focus on certain elements of the Passaic Bistro District (such as a public art subcommittee, event subcommittee, etc). Some potential new members could include cultural organizations, Chamber of Commerce or student groups. Create a young adults' Task Force sub-committee who could provide assistance with the Facebook Live video streaming recordings, volunteering and other tasks.

5. Continue Walking Tour Events: The City should develop systematic -quarterly or bi-monthly- Passaic Bistro Walking Tour events in order to continue promoting the Passaic Bistro District and attracting new visitors to the area. Additional stops could be added to the Walking Tour, or several different Walking Tour options could be offered (such as a restaurant tour, a shopping tour, a historic tour). Multiple tour options could give participants reason to come back and continue to explore new aspects of the Passaic Bistro District. This could also serve as an on-going informal and qualitative indicators as to what elements of the District continue to attract more visitors. Walking Tours should also be conducted in conjunction with other events – both within the City of Passaic and surrounding towns.

6. Parking and Transportation: In order to decrease barriers to participation, the City may also consider setting up some kind of shared transportation service, such as a shuttle, from a location with ample parking to assist visitors in accessing the Bistro District, especially if the Walk Tour events are continued. This will remove the stress and difficulty of finding parking in the Market Street area.





7. Parklets: The City should continue to work with restaurant owners to encourage the inclusion of parklets along Market Street. The Task Force could coordinate informational sessions for restaurant owners to share information and provide assistance in the installation of parklets. A peer exchange event with restaurant owners in other municipalities and cities that have installed parklets would also provide an opportunity to encourage restaurant owners and build confidence in the parklet program. The City should ensure that first points of contact (such as front desk assistants) are knowledgeable about the parklet application process so they can respond quickly to questions from businesses. In addition, the Parklet Information Packet (Task 1) and application should be easily accessible from the City's website.

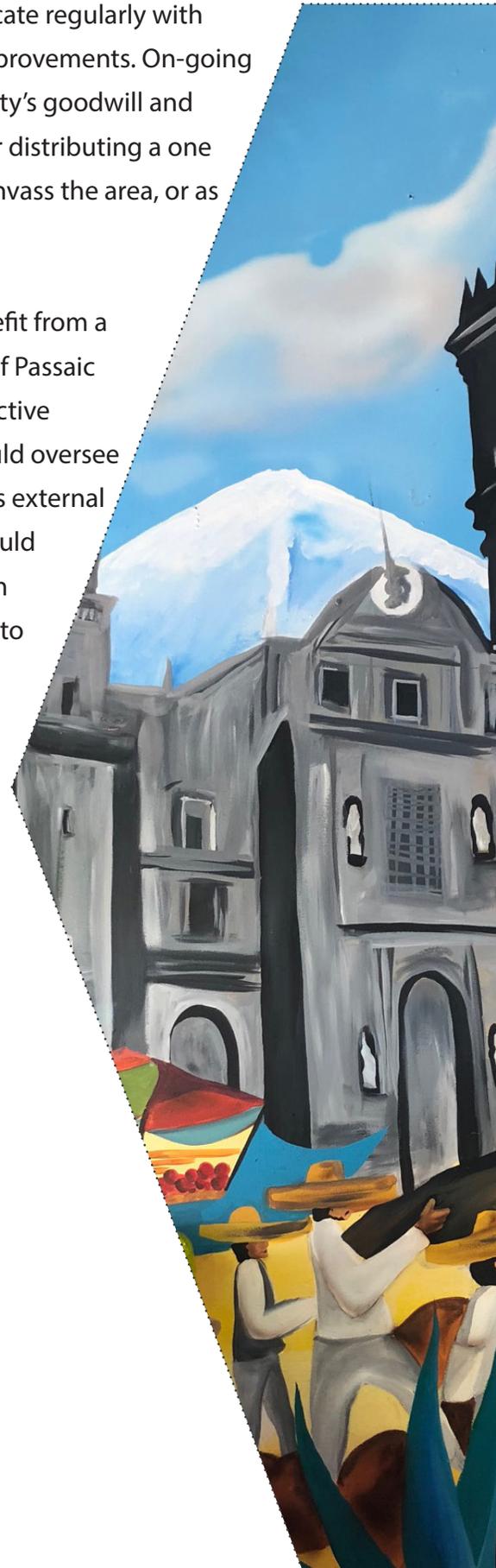
8. Streetscape Improvements: Clean and well-kept surroundings play an important role in the livability and vitality of the area, especially as the City aims to increase the number of visitors from surrounding communities. Streetscape beautification creates a hospitable, inviting impression for pedestrians, drivers, visitors and City of Passaic citizens. It is also important for neighboring streets to maintain good appearances. First impressions on adjacent streets can have a spillover effect and diminish the impression of the Passaic Bistro District, especially First and Third Streets.

9. Training Sessions: The Passaic Bistro Task Force could establish a series of quarterly training sessions for the businesses in the areas. Some suggested training topics could be: Groupon discounts for restaurants, parklets benefits and application process, Uber Eats and other delivery services, enhancing restaurants website, or using social media to promote the business.

The Chamber of Commerce and Passaic Community College could be a potential partner with the City of Passaic by providing presenters and helping to coordinate events (such as providing a venue). The city could also invite local suppliers to these events to meet with business owners in exchange for providing presentations and other information (for example web-designers, parklet suppliers, etc.). The events can include a brief update on City's streetscape improvements, keeping business owners informed of upcoming construction or changes. The events should have an interpreter (Spanish), if possible.

10. Communication with Businesses: It will be important to communicate regularly with restaurant and business owners and share updates on City's planned improvements. On-going communication fosters a positive mindset amongst merchants, builds City's goodwill and helps enhance the sense of inclusiveness. This can be done by mailing or distributing a one or two-page newsletter to Passaic Bistro merchants, by continuing to canvass the area, or as part of the aforementioned training sessions.

11. Passaic Bistro District Coordinator: The City of Passaic would benefit from a designated, bi-lingual, staff person to serve as liaison between the City of Passaic and Passaic Bistro District merchants. The staff person could lead an effective communication stream between the administration and the District, could oversee and coordinate the Task Force committee, and manage all of the Districts external promotion, events, and training sessions. The designated staff person could also continue to manage the Passaic Bistro District Walking Tour program and provide recommendations to the City about other events and ideas to continue to brand the District.



Attachments .

Estableciendo un Distrito Cultural y Gastronómico en Market Street, Passaic NJ



Parklets, un buen uso del espacio público



Bueno para los comercios, los residentes y para Market St.



Una alternativa para recuperar el espacio urbano

¿Qué es un Parklet?

Un Parklet o un "Parque de Bolsillo" busca la transformación de espacios públicos con la idea de proporcionar áreas adecuadas para el uso comercial. En otras palabras, se trata de una intervención urbana con el objetivo de crear espacios que aumenten la visibilidad de los negocios al proveer espacio adicional. En el caso de Market St., el parklet funcionará entonces como una extensión de los establecimientos allí ubicados, dado que cada uno de ellos dependerá de estos para su mantenimiento.

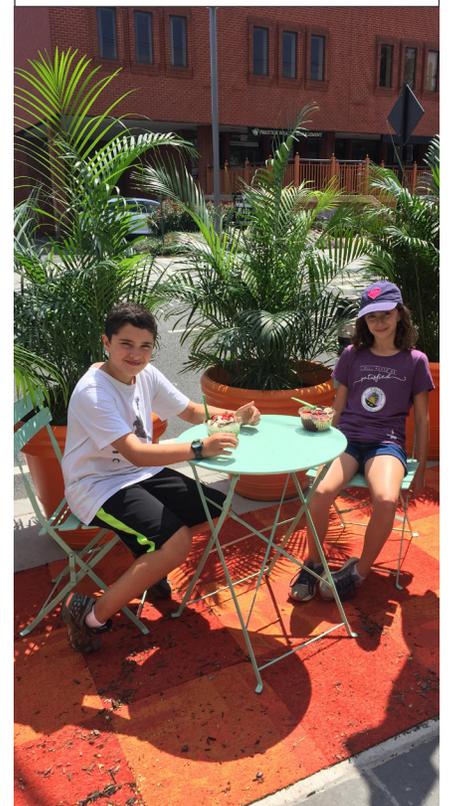
Sus Beneficios

Además de los beneficios que genera para el vecindario, un parklet puede ser determinante para el crecimiento comercial, ya que los establecimientos que poseen parklets se benefician gracias al ambiente agradable y atractivo que estos generan. Es así como el parklet cumplirá entonces su función en Market St.: atraer no sólo a los residentes sino también a personas de las comunidades y municipalidades adyacentes.

De ser bien implementado, un parklet no supone ningún tipo de problema para el flujo peatonal ni para ningún tipo de actividad comercial, ya que no ocupa la acera. Éste acaba siendo entonces un espacio que además de ser atractivo para nuevos visitantes y clientes, implica un incremento en la seguridad, gracias al flujo peatonal que genera.

"LO QUE MÁS ATRAE A LAS PERSONAS ES LA PRESENCIA DE OTRAS PERSONAS"

URBANISTA WILLIAM WHITE





PASSAIC BISTRO DISTRICT

Walking Tour



Saturday June 23rd

Tours from 11:30am – 3:30pm
Corner of Passaic Street and Market Street

Join us for a fun and easy
45-minute walking tour
of the new Passaic Bistro
District!

Tours will be
given hourly

FREE!!

Experience the District's unique food, culture and art. Try Latin dishes 🇲🇪 Cemita sandwich from Mexico 🇨🇺 Cuban pernil 🇱🇷 subanik from the Kaqchiquel Maya of Guatemala 🇵🇪 Chaulfa rice from Peru 🇩🇴 Dominican mangú 🇵🇷 Arroz y grandules from Puerto Rico.

Rain date Sunday June 24th



MARKETST



Registration and additional details at
<https://passaicbistro.eventbrite.com>
For questions contact us at 848-932-2876
or info@togethernorthjersey.com





PASSAIC BISTRO DISTRICT

Walking Tour



Sábado 23 de Junio

Habrán varios tours desde las 11:30am - 3:30pm
Esquina de las calles Passaic y Market

Recorrido

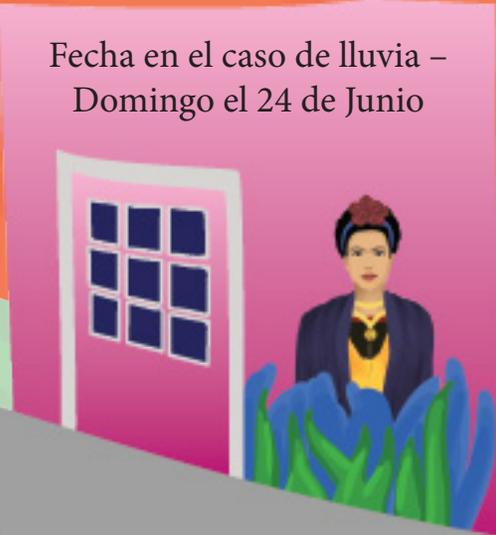
Venga con nosotros y disfrute de un recorrido divertido y fácil de 45 - minutos del nuevo Passaic Bistro District

Las excursiones se darán cada hora

Disfrute de la comida, cultura y arte del Distrito.
Pruebe deliciosos platos latinos
sándwich de México 🇲🇽 pernil cubano 🇨🇺
subanik del kakchiquel maya de Guatemala 🇬🇹
arroz chaufa de Perú 🇵🇪 mangú dominicano 🇩🇴
arroz y grandules de Puerto Rico 🇵🇷

GRATIS!!

Fecha en el caso de lluvia -
Domingo el 24 de Junio



MARKETST



Inscríbanse hoy
<https://passaicbistro.eventbrite.com>
Para más información 848-932-2876
o info@togethernorthjersey.com





The Passaic Bistro District, located on Market Street between Monroe Street and South Street in the City of Passaic, brings authentic flavors from around the world, allowing visitors and locals alike to explore new cuisines and cultures without the expense of international travel!

Inside The Passaic Bistro District, you'll find an array of Mexican, Caribbean, Peruvian, Central American, Italian and Chinese eateries. This Restaurant Guide will help you make the most of your visit by providing information about all our delightful restaurants, bakeries, and cafes, all of which are located within a short walk from one another.

So enjoy the cultural and culinary trip... and leave the passport home!

<https://www.cityofpassaic.com/ue2>

Produced by:



Map



PASSAIC BISTRO DISTRICT

Restaurant Guide





PASSAIC BISTRO DISTRICT Walking Tour

Map



Legend:

● Walking tour route

● La Providencia

● La Fortaleza

● El Parian

● JK Poblanos Market

● Old Palace Theatre

● Mi Casa es Puebla

● Doña Chely

Tepachito



Crafted in the tradition of Mexican *tepache* (a fermented pineapple liquor), this carbonated cider is bursting with refreshing flavors of fresh pineapple and a hint of lime, sweetened with cinnamon.

Tejocote



El Tejocote Mexicano also known as the Mexican Hawthorn, resembles a crabapple and has an apple like flavor. *Tejocote* is also the main ingredient used in *ponche*, a traditional Mexican hot fruit punch served for Christmas and New Years.

Nopales



Nopales or *nopalitos* are the pads of the *nopal cactus* or *prickly pear cactus*. Once cleaned of their spines they are eaten as a vegetable, typically cut into slices or diced into cubes. *Nopales* have a light, slightly tart flavor, similar to green beans.

They can be sauteed and used in many dishes, like tacos, scrambled eggs, or as a side dish with tomatoes and onions.

Coconut Candy



With its signature flavor *coconut candy* is sweet enough to make you happy!

Tajin



With a hint of lime and a zest of mild heat *Tajin* is sure to become your next go-to seasoning. Typically it is sprinkled over fresh fruits and vegetables, its tangy flavor delivers in ways other chili-based seasonings don't.

Flor de Izote



Also known as *yucca tree flowers*, these flowers which bloom in spring and summer make a lovely garnish for salads and desserts. The petals are crunchy and sweet with a faint artichoke flavor (most people avoid eating the centers as they can taste bitter).

Papalo



Papalo is a fabulous, but relatively unknown, ancient Mexican herb with a beautiful aroma. It is a heat loving alternative to *cilantro*, its flavors are both bolder and more complex.

Pipicha



Pipicha is an ancient Mexican herb that is native to the Mexican state of Puebla. Not to be confused with *papalo*, *pipicha* is another alternative to *cilantro* with a stronger distinct flavor and hints of mint and citrus finish.



Walking Tour

Length: 45 minutes

Meeting: Place: Passaic and Market

Collaterals: Restaurant Guide, Tour map, bracelets

Tour Stops and Mentions

1. La Fortaleza Restaurant 1-3 minutes
2. Walk on the east side of Market Street and mention/refer to the variety of food options in Market street Restaurant Guide; Mar y Tierra (Peruvian Food), Las Tres Islas (Caribbean: Cuban, Puerto Rican, Dominican Food).
3. El Parian (Puebla arts and craft) 8-10 minutes
4. Odalis y Maria store, Decoraciones Ilusion store (window demonstrations) 2 minutes
5. Mention Dona Chely Deli and Grocery (1 min)
6. JK Poblano Supermarket (La pipicha, papalo - key ingredients for the Mexican cuisine, other products) 5-8 minutes
7. Mention (and admire from distance) the Old Theatre, 1 minutes
8. Mi Casa es Puebla building (Art exhibit) 8-10 minutes
9. La Providencia store (Mexican Arts and Crafts) 5-8 minutes

End of walking Tour

Back to Meeting Place: Passaic and Market (participants can opt to stay at the store or browse on Market Street.

TOGETHER
**NORTH
JERSEY.**

togethernorthjersey.com

