



For Immediate Release

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Restoring Central Dover Launches “Lights-On Dover Strong” Campaign

Energy Efficiency LED Lights and Public Safety Education Intended to Reduce Crime Activity in the City of Dover High Risk Areas

DOVER, DELAWARE, June 1, 2017 —Restoring Central Dover is a Comprehensive Neighborhood Revitalization Plan (PLAN) in motion that was adopted in 2014. The PLAN and its implementation is led by NCALL which is an IRS-designated 501(c)(3) nonprofit organization based in Dover, Delaware, that specializes in affordable housing development, education and lending.

The PLAN represents our community’s vision for restoring the vitality of Central Dover and lists recommendations for implementation over the next 10 years. Resident input and priorities have been derived from a community survey, meetings, events, activities, and community outreach. The Plan offers a multitude of strategies for a Strong Community, Positive Development, and an Integrated Public Realm and Infrastructure. The Neighborhood Safety Groups and Improved Street Lighting spearheaded this Lights-On Dover-Strong campaign as part of the PLAN.

The “*Lights-On Dover-Strong*” Campaign will be launched in June 2017 to increase residential security and public safety in collaboration with the City of Dover Police Department. The Campaign is designed to provide citizens with Dusk to Dawn Energy Efficiency LED lights for their front porches and Solar Powered LED Motion Flood lights for their back yards. The goal is to increase security and public awareness around high risk areas within Central Dover. Studies have shown that improved lighting can reduce criminal activity by up to 21 percent.

The core strengths and collective synergies of the “*Lights-On Dover-Strong*” Campaign has been closely planned and managed by NCALL’s Restoring Central Dover Working Group in partnership with the Dover City Council, Dover Police Department, Delaware Sustainable Energy Utility, The Home Depot, HELP Initiative, Inc., and Delaware State University.

A successful “*Lights-On Dover-Strong*” Campaign will be measured by the number of residents who actively participate and individually pledge to turn their lights every night. This collective street by street community campaign to light up front porches and backyards will educate and empower residents to increase public awareness of criminal activity and demonstrate a unified community approach toward public safety in Central Dover neighborhoods.

The “*Lights-On Dover-Strong*” Campaign will be conducted during the Summer 2017 and target approximately 200 homes within the Central Dover area. For more information, please contact Chanda Jackson.

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