

Urban Strategies, INC (USI)  
Beecher Terrace Monthly Report  
September 2023

**Executive Summary**

*"It is so important to have a genuine human regard for the people who work for you. To be a person of integrity, fight for people, when they aren't in the room, and do what you say you're going to do"- Ara Tucker*

Urban Strategies, INC remains diligent in advancing community driven development exercising values of transformative change that includes prioritizing participation and engagement of community residents, enhancing capacity and navigation of partners and resources and systematically removing practices and policies that are often barriers to thriving outcomes. Our intensive but holistic family support model utilizes the Results Count Framework to amplify disparate outcomes resulting from systemic racism but to also disrupt such patterns that continue to plague the community and individual households. USI works diligently to close equity gaps but also helps to create safe spaces for families to thrive by increasing employment and livable wage income, improving educational outcomes, and strategically addressing needs of youth and families such as escalating gun violence. This month's report will include highlights ranging from updates on the Resident Council to opportunities offered to close the digital inclusion gap.

Currently, there are 390 households and 751 individuals (85% of eligible households) enrolled in support services with Urban Strategies Inc. This reflects a decrease of 2 households (inactive) from last month. USI staff continues engage and enroll families new to Beecher Terrace and eligible original inactive Beecher Terrace households. USI continues to exceed the target of 80% engagement. There were several engagement events held this month. Resident activities are typically multigenerational and often provide opportunities for residents to gather information, increase awareness of equitable opportunities and most importantly, continue to build trusting relationships with each other and community partners, which is the cornerstone of community development.

**This month's events included:**

**Monthly Resident Meeting:** This month's resident meeting was held on September 18, 2023. In this meeting there were 35 attendees. In this meeting, USI introduced new residents to the Family Self Sufficiency program offered through LMHA. Former residents asked for a refresher on this program and what it had to offer. A representative, Markham French came out and spoke to residents about FSS and the many benefits, i.e.; homeownership, entrepreneurship, owning an escrow account and more. McCormack and Baron staff was also in attendance at this meeting to go over house rules, lease information and to update residents on upcoming

inspections and how to prepare. Many residents had comments about the inspection after letters went out wanted to make sure they were able to pass.

**The Resident Council Update:** USI is partnering with RC to identify and uplift more residents to be a part of their team. There have been topics such as street lights, speed bumps, and high traffic in the area. Resident Council will support with addressing these concerns to Community Leaders. Residents are also encouraged to be a part of an Equitable Community Development Leadership (ECDL) program through USI to be able to connect with other resident leaders across the nation to communicate about things are going on in their cities as well. This group will be identified as ECDL. Participating in this special group, a stipend will be given through Urban Strategies. The resident council members will be able to help seek individuals in the community to work on this group.

**Wellness Check-UP:** Park Duvalle is a Community Partner in which many of our residents are served for their Healthcare needs. Park Duvall staff, D. Pennerman brought her team, including a doctor to come on site to do Blood Pressure Screenings, check Cholesterol levels, Glucose test, and provide onsite Flu Vaccines. This event took place on September 19, 2023. This event is going to be Bi- Annual here on site. At this event, we were able to serve 32 individuals. This event was important to have with the season changing and many residents are not able to get out outside of their regular check- ins. This event was free and open to Beecher and its surrounding neighboring communities. Quality healthcare is limited in the Russell community. USI likes to provide these opportunities onsite in order to meet residents where they are.

**OVEC POP IN-** Ohio Valley Educational Cooperative came to visit Beecher on September 21, 2023. We had 7 families to attend this event. OVEC has 4 centers in Jefferson County with 1 Center being in the Russell Community. This was an opportunity for residents to start the process for Early Childhood learning programs and prepare for kindergarten readiness. We had 7 of the 7 families to register for childcare services. There is a small wait list for the 3 y/o old. The individuals that signed up were all 3 or turning 3. The wait list is currently due to understaffing and not having the space to accommodate the students. This is at the Russell location. Currently only one family has transportation to the other location. OVEC had over 5 individuals from their office to come out and get families connected to childcare and parents who are looking to be employed by OVEC for teacher positions, assistant classroom instructors and administrators.

**DIGITUNITY:** A computer workshop that was able to RETURN to Beecher Terrace for another workshop. This event was held on September 14, 2023. This workshop was for 10 participants to sign up. Raedawn Long, from LMHA hosted this workshop on site at the Beecher Terrace Community Room on the Family Side. This workshop was designed to bring basic computer skills to a population in which technology can be a barrier. This was a one- time workshop, in which computers were provided to participants while in the class. Many residents who struggle with technology can lead to and its parameters. During this workshop, they were taught the logistics of knowing computer keys outside of letters and numbers, how to use a search engine, recognizing google, and password protection, to name a few. A grant was

awarded to the community in which this was offered. Participants will also be entered into a drawing to win a laptop and they also receive a \$25 gift card upon completion.

**Family Supportive Services- Outreach and Engagement:**

Total Households in Grant Award 767	Total Eligible Households 451
# and % of HH and People in Supportive Services 392 and 86%	751 Participants

**Updates on Outreach and Engagement:**

USI has been diligent with engaging families and being consistent with keeping individuals in Family Support Services. Our latest target is continuing to reach out to those who have not been active due to change in phone number, address change, etc. We are working closely with LMHA to cross reference the info that we have to what they can provide as well.

During a time in which new housing opportunities are becoming available, new partnerships are happening, we want to make sure we are providing the best information available as well as accurate. USI has hired new staff which is very helpful to the work we continue to do. We are on the ground with the families so we are able to navigate effectively.

**USI continues to increase outreach efforts with the following strategies that has helped reach our organizational goals when it comes to engagement:**

- Providing a monthly calendar of meetings and events that are accessible for residents,
- Canvassing the community to share monthly calendars, flyers, and info regarding family support services.
- Utilizing the ONE CALL systems to increase targeted outreach to identified populations.
- Use of social media to engage and promote opportunities and successes of Beecher residents and supporting Choice Partners
- “Property Pop Ins”- USI staff will host 2-hour tabling time in designated areas on site. This time will be useful to have intimate private conversations with residents to discuss any concerns that may have pertaining to housing, employment, children, life, etc.

**Economic Mobility**

# and % of Able-Bodied employed residents 214 and 57%	2023 Target -170 or 90%  Current Employment rate 131 or 80%
--	--

# and % of 18–24-year-old youth in secondary education and/or job training (19 eligible)	<p><b>2023 Target: 19 or 100%</b></p> <p><b>14 or 73% of individuals between 18-24 are employed</b></p>
--	---

**2023 EMPLOYMENT TARGETS:**

- Increase work able to 170 or 80%
- Seek individuals that want to pursue a business online or store front
- Build resumes with current unemployed population.
- Increase job opportunities, 2<sup>nd</sup> income for those receiving Social Security income.
- Provide resources for those who are currently awaiting disability, ie attorneys, documentation from physicians.

Working to close the GAP of unemployment takes more than just an individual applying for a job. A plan has to be in place. Most employers are seeking those that are experienced, have the minimum qualifications, reliable candidates, and some flexible. In our Case Management sessions, we are having heavy conversations around being employed. The questions that we are asking are around job history, capabilities, childcare, transportation, hours that can be worked and most importantly, what is the ideal job for you. Many individuals accept jobs, but they are not happy with their job and they don't last. We USI is working to be more strategic in connecting residents with employers that fit them. There are many circumstances as to why the numbers have increased with the unemployed population and not being satisfied on the job is one of those reasons. This number has increased since Covid, not just within the Beecher Terrace community, but all over the world. We are aware of those numbers and the strategies we are pursuing is to target those who are becoming more engaged with social media.

During Covid, many people used SM as a platform to increase income. There are several opportunities from showing children at play, pranks, to family outings or even cleaning the home to making money via online. Working from home has been great and economical for some with little ones who aren't ready for daycare and/or afford daycare cost. Social Media is an outlet for a range of ideas and small businesses. The average annual salary for a social media influencer is \$57,561. That income is well over the average income for the community we are currently serving. This platform gives individuals something they enjoy doing, at their own pace, in their own space, all while creating financial stability for the household. USI is going to connect with AMPED in the Russell Community to seek out a way in which we can start the process of gathering ideas for these residents who are tech savvy, social media oriented and is ready to take the next step in life. This concept is not original, but it is open to all and the qualifications are minimum.

Norton Healthcare is another option that we are having residents to consider. Nortons have several job opportunities and we are able to funnel them through our partnership. A future date is set for them to visit Beecher for a job fair and on the spot interviewing.

**This Month's strategies include:**

- **USI will partner with Norton Healthcare** to be visual at Beecher Terrace. Being that transportation is a barrier for some, having employers on property to do open interviews, complete applications and have face to face conversations about careers at Norton Hospital
- **AMPED-** USI staff will connect with AMPED to discuss ways entrepreneurship can be built through social media.
- **Meeting individually with residents that are awaiting disability** to discuss ways in which USI can support and connect them to the proper agencies to move through the process smoothly.

### Educational Updates:

#### TARGETS:

- Increase number of Pre School youth to 75% to be enrolled in early childhood services.
- Enroll 21% more students in Quality After School Programming

USI has over 250 + school aged children and 52 children who are early childhood. JCPS is our primary partner and resource when it comes to retrieving data. USI will continue to use the data to be able to identify where work is needed. JCPS has not provided data due to department shortages. The data we need to track where a concern may be is only provided by JCPS. USI will like to work with those who are challenged with behavior issues and possible attendance issues. We can get this data from parents, but we would like for this to be more accurate and tracked. In the past this was a major concerns and Family Support Specialist were able to address and work with families more strategically. USI has contacted 2 neighboring schools to be connected with Youth Coordinators to work collectively with our families that attend the schools.

Working with OVEC and JCPS to connect those who are needing early childhood services has been successful. Being ready for kindergarten is very important to early learning. It sets a path in which children are in a structured environment and ready to learn. It has been proven that the earlier a child is receiving quality education the better they can read and write and become more successful in the future. Having an education has broken several generational backgrounds. Families are able to get the help they may need with developmental delay, learning disorders, social behavior and interaction with other children. We currently have 55% of our early learning age population reporting that they are involved in daycare or formal activity. OVEC is currently offering a free program from 9am – 2pm for children, where daycare assistance is not required. USI is working to get those individuals on the waitlist.

Sowing Seeds with Faith has been a vessel in this community for some time now. USI has partnered with this after school/ summer program for the past 3 years. We are currently connecting families to this program which resides across the street from our neighborhood. This is an intentional academic focused program. Students are partnered with a High School tutor for one hour, that is one on one. This program is yearlong and provides immense service. We currently have 5 school aged children participating in this program.

USI has been supportive with the school hour change and has let families know that we are here to advocate and support where needed.

**THIS MONTH'S STRATEGIES INCLUDE:**

- **Increase Early Childhood Enrollment:** OVEC is an option for families who can wait. USI will encourage more families to enroll in JCPS or even community learning centers in the Russell neighborhood. USI is still working to help residents get resources to be able to afford childcare, and also gather documents to get children into public school system.
- **Increase the number the number of individuals in OST programming:** During Case Management, FSS will connect families with SSWF to get more students who have a need for focus in math and reading.
- **UTILIZE other Community Partners:** Community Partners that offer programming are Cabbage Patch, YMCA, MOLO, and Girl Scouts which is onsite.

Updates on Health and Wellness: (Key meetings and activities conducted to support improving health and wellness outcomes for residents this month)

<b>Number and percent of residents who have health insurance.</b>	<b>711 –99.5%</b>
---	-------------------

**TARGETS:**

- Focus on Families who currently do not have PCP- 3% of Beecher Terrace Residents have reported they do not have a PCP.
- Engage Residents in Activities that promote mental and physical health.
- Residents who have chronic illness, check in to make sure they have adequate and preventative care.
- Connect Senior Residents to care facilities in which they have a one stop shop for their Healthcare needs.

Beecher Terrace families are still at 99% when it comes to having Health insurance, that includes adults and children.

USI looks at health as the primary focus when it comes to your well-being. In order to be stable, you have to be mentally, physically, emotionally and socially healthy at some capacity. Your health affects all parts of your body, with that being said, we like to raise awareness when it comes to promoting good health. Park Duvall like other community partners visited Beecher Terrace community and offered multiple services on site. Being able to address health concerns at an early stage can save a life in most cases. We serve a population in which chronic illness is generational. We are in an environment where we are exposed to toxins and chemicals that can affect our health. There are several children and adults who suffer from asthma.

There are other community clinics that we are in partnership with. The goal is to be communicable with agencies that are addressing health concerns at all levels.

Some of those partners are Centerwell, JenCare, Elderserve, Molo Village, Aetna, Humana, to name a few. USI works very closely with each group to make sure residents are aware of the services that are offered, to take advantage of benefits that their eligible for and to maximize insurance policies if they qualify. Residents may not be aware of the benefits that they earn and they sometimes go unused. These partners come to our site regularly to support residents with their healthcare needs, help them to manage their care, make them aware of opportunities and to build relationships.

**This month's strategies include:**

**Staying connected with Healthcare Partners:**

- Connecting Residents to Centerwell and Park Duvall for Primary Care (Russell Locations)
- Bring Health Care providers to the community to discuss wellness tips and healthy living.
- Promote Mental Health by getting connected with Mental Health Counselors
- Increase number of children being seen at PCP

**Conducting Monthly Health Chats:** Each month USI will conduct targeted conversations around health education. These topics are to get residents focused on the importance of health, mental and physical. With support and collaboration from Healthcare Community Partners, these conversations will serve as a tool for USI to use when gaging with residents.