

Urban Strategies Inc
Beecher Terrace Monthly Report
October 2023

Executive Summary

Coming together is a beginning; keeping together is progress, working together is success. – Edward Everett Hale

This month Urban Strategies Inc. (USI) continued providing comprehensive family support services through strategic service coordination and resident engagement. Utilizing the Results Count Framework, USI works to close equity gaps by implementing targeted strategies aimed to promote economic self-sufficiency for families, enhance the quality of life for Seniors and over all well-being for all Beecher Terrace Residents. Additionally, increasing access and connection to opportunities that lead to thriving outcomes. This report will reflect highlights from engagement strategies, such as monthly resident meetings, outreach events, employment opportunities. These activities mark success across all pillars.

There are 389 households and 748 individuals enrolled in family support services, this is 3 household decrease from last month. Through intensive Case management, we have made efforts and diligence to contact families who aren't actively engaged to re-engage them. USI still upholds over 80% engaged of eligible families in Supportive Services, all the while, the goal is still 90% of eligible HH. USI continues to work with LMHA, MBM and recently added 2 partners, CTE Associates, and New Legacy Property Management as we fully support residents throughout the location and re-occupancy process. This support includes providing accurate and up to- date information, aiding with navigation of housing and utility support programs, and assisting with lease cancellations and other barriers that may prohibit re-occupancy. USI recognizes the importance of assisting with community development among the residents of Beecher Terrace, it is equally important to assist Beecher Terrace residents with establishing a sense of community and connection with their neighborhood, including community partners and resources. There were several engagement strategies utilized this month.

This month's events included:

Monthly Resident Meeting: (Held on 10.16.23). This month's resident focused on Mental Health and highlighting the importance on Mental health and when to recognize the signs and symptoms of needing help. Nannette Dix from the Office of Safe and Healthy Neighborhood came out to engage residents in the service that OSHN offer. There are many programs that serve adults and kids. Th Many of our residents suffer from past traumatic experiences and this was important to discuss with the holidays approaching. There are a lot of grief-stricken individuals as well, and as a part of intensive case management, we assess residents to see where the needs are. This meeting had 23 participants to attend.

DigitUNITY: (Held on 10.5.23) Another successful event by Louisville Metro Housing Authority. A computer workshop that was able to RETURN to Beecher Terrace for another workshop for the 3rd time. 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.

Voter-Registration: (Held on 10.6.23) Voting is a privilege. USI uplifts the right to vote and bring awareness to the community about voting. We work in a community in which voting is not always taken advantage of. Many of the individuals are not always in belief that they are valued or their vote doesn't "count" We here at USI like to make an impact and create opportunities in which our people know where to vote, make them aware of the candidates that are on the ballots, the times to vote, provide transportation to voting polls, etc. There are residents who have lost their right to vote, and we also like to help get them restored and give them an opportunity to be supported as they go through this process. This event was held on-site and there were 13 participants.

Bingo with a Purpose (Aetna): (Held on 10.12.23) Aetna came to Beecher Terrace to inform residents about the open enrollment season with current medical insurances. Aetna also comes out to educate residents about benefits within the insurance as well. While education is key, we like to add a little fun, which is always requested, BINGO. There are several HH that like to participate in the Bingo, the prizes are usually things that residents use for their home. In this session, there were 12 participants.

Medicaid Luncheon by Centerwell: (Held on 10.13.23) There was a luncheon provided by Centerwell for appreciation day. This event included lunch by Chic-Fil-La for 20 residents. During this luncheon, residents learned more about Centerwell and what they offer to Seniors in the community.

Trick or Treat on the patio: (Held on 10.24.23) Trick or Treat on the patio was not only for our children to receive candy, but for the parents to receive resources. There were several resources for our residents to shop. We like to look at the family as a unit when programming and hosting events here on site. The resources ranged from free internet to tutoring services, to healthy start programs, and homeownership to name a few. This event brought out 119 individuals.

Book Club Meeting: (10. 25.23) As we continue to encourage our families to be educated in all areas of their life, reading is one of them. We know that reading is fundamental and being able to read is where education is built. This book club originated from the Western Branch Library onto the Beecher Terrace site back in September 2023. The residents were charged to read a book that they selected titled, "Passing By", by Nella Larson. This group read the book over the course of 4 weeks. The group came back together to discuss the book and what they learned while reading. This book club has 6 participants and is open to all residents.

Family Support Services- Outreach and Engagement:

Total Households in Grant Award 767	Total Eligible Households 451
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# and % of HH and People in Supportive Services 389 and 86%	748 Individuals

Updates on Outreach and Engagement: (Key Meetings conducted to engage residents, increase residents in family support services or to support residents who are actively participating with USI: USI continues its efforts to enroll and engage all eligible BT residents, along with any new resident that locates to the property. USI is maintaining over 85% enrollment rate. We have a small decrease in the month for this quarter. There are still a few residents that we have not been able to reach due to no phone number updated, no known address, removed from the LMHA program, etc. USI staff uses every effort to keep families engaged. There are several ways in which engagement is highlighted. Those ways tend to be partnering with organizations in which resources are needed, such as the DigitUnity class, the Bingo with a purpose, the Book Club, etc. These small events are necessary to be more intimate with residents and having their needs met on a smaller scale. This allows USI to build a rapport and for residents to be willing to actively participate and being able to trust us, while building a relationship with a community partner. 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 can navigate effectively.

USI continues to raise 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)	2023 Target: 19 or 100%

	14 or 73% of individuals between 18-24 are employed
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2023 END OF YEAR EMPLOYMENT TARGETS:

- Increase working work able to (170 or 80%)
- Seek individuals that want to pursue a business online or store front.
- Beecher residents that would like to pursue opportunities in construction.
- Build resumes with current unemployed population.
- Increase job opportunities, 2nd income for those receiving Social Security income.
- Provide resources for those who are currently awaiting disability, ie attorneys, documentation from physicians.

Unemployment numbers are increasing, and the reasons have not wavered. USI recognizes the challenges of not having income. We have been devoted to being intentional with our unemployed population. We are taking measures to provide our families with the tools to be connected to employers that speak to those who are looking for long term employment. Each week we are checking in with the individuals to ensure the mindset is on creating generational wealth which starts with being financially stable. Our Family Support Specialists are supporting families as they set their goals. There are residents who would like to return to school to obtain a good paying job. USI has a partnership with Goodwill Excel program so that we can make a connection if a participant is looking to earn their HS diploma. We have a partnership with JCTC that is currently providing residents an opportunity to be a part of their “earn while you learn” apprenticeship. USI has made new and strengthened old partnerships for the benefit of the residents. There are opportunities in which we are serving the residents in a way to suite their needs. During our case management sessions, we are asking the questions and trying to help everyone to dive deep into their futures to have a detailed plan. We are going to continue this strategy until we are getting closer to our goal in which we would like to get at least 40 more of our target residents to bridge the unemployment gap. The pandemic caused a major disruption in America’s labor force. As it is described as the “The Great Resignation” There are several other reasons including, recessions, depressions, technological, improvements, job outsourcing, and voluntarily leaving their job to go to another. Employment is available in our communities. USI is working to eliminate barriers to get participants connected with employers. With the new opportunities becoming available ie: Louisville’s newest downtown casino; Derby City, which we are waiting to get a response, Publix grocery store will land in December and Section 3 jobs that will be given 1st preference to Beecher Terrace residents for the Phase IV of BT.

This month’s strategies include:

- **USI will host an informational session for the section 3 jobs** and follow up with DOTTEDi Alliance to make the connection for those who desire to work on Phase IV.
- **Follow up and re-connect with Derby City gaming** to inform residents about upcoming opportunities that are in the neighborhood.
- **Use surveys to gage residents in conversations** about pursuing jobs that suites their needs.

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, there are currently 148 students that report being in out of school time activities.

USI has over 250 + school aged children and 52 children who are early childhood. There are over 300 children enrolled in Case Management. Education plays an intricate role in our work and what we do while serving the community. This is a pillar that denotes a lot of attention and detail being that it can determine the future of our families and their children.

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. The data we need to track where a concern may be is only provided by JCPS. Recently in a report, the data that was retrieved from the 2022/2023 school year, it was shown that there are major concerns about reading and math scores in the Russell neighborhood, which reflects a portion of BT students. USI would like to work with those who are challenged in those specific areas. In the past this was a major concern and Family Support Specialist were able to address and work with families more strategically. USI has contacted 2 neighboring schools to communicate to Youth Coordinators to work collectively with our families that attend the schools. Our target areas will be those children who have scored low, and we will work with the schools in which had low test scores. Many of our students are in this data that was conducted by the schools. USI will work with parents individually and come up with co-hort in which parents and children can be paired to work collectively as a unit. A lot of this work begins in the home. USI will speak directly with parents to see what ways would work best.

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 can 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. There are other programs in which we have connected

our families too as well, who serve students after school. Molo Village offers a program in which we partner, and we also have a few children being served at the Cabbage Patch Settlement house that works with the family as whole.

This Month's Strategies Include:

Using the data from 2022/2023 school year to determine the area in which the concerns are mentioned; math and reading, working particularly to connect those families with structured OST programming.

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 gather documents to get children into public school system.

During Case Management: Work with parents to see where they would like to support the students to ensure better reading and writing skills.

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

Number and percent of residents who have health insurance.	711 –99.5%
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Targets:

- 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 families with children to primary care doctors if none is reported.

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. 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. We serve a population in which chronic illness is generational. We are in an environment where we are ex-

posed to toxins and chemicals that can affect our health. There are several children and adults who suffer from asthma. Due to the chemicals and toxins in the ozone, many other health concerns start to come to surface and we are not aware until its almost too late.

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.