

Urban Strategies, Inc. (USI)
Beecher Terrace Monthly Report
April 2023

Executive Summary:

In April, Urban Strategies Inc. (USI) continued to focus on deliverance of high quality, client centered intensive supportive services to relocated and onsite Beecher Terrace Residents. Understanding that once an individual or family feels some measure of stability, they can more fully pursue the markers of thriving that can include measures such as: better health, community inclusion, a sense of positive progress and economic opportunity. Family Support services continue to range from crisis management, eviction prevention and advocacy, service navigation, ongoing monitoring and programming. USI continued utilizing the Results Count Framework that yields data driven, yet resident informed strategies aimed to move individuals and families towards equitable and thriving outcomes. This report will highlight developing partnerships with Lakeside Swim Club and University of Louisville and marked progress across all pillars and service areas.

This month, USI has moved several families to inactive status due to an ongoing lack of participation or response to our attempts to engage. However, USI currently maintains a 87% enrollment rate of eligible Beecher Terrace residents. There are 390 households (decrease of 30 HH from last month) and 743 individuals (decrease of 53 participants) enrolled in family support services. USI continues to exceed its target of 80% enrollment of eligible Beecher residents. There were 3 households reactivated in supportive services that led to two additional youth accessing summer programming for their first time during the scope of the CHOICE grant. Moreover, USI continues to partner with both LMHA, MBM, and other property and management services to fully support residents throughout the relocation and re occupancy process. This support requires 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.

This month's resident programming and activities include:

Russell Reads Initiative- SPRING INTO READING! (Held on 4/6/2023) Urban Strategies, Inc jumped into April with a Spring into Reading Event. Ensuring that Beecher youth and families have significant time to explore summer and youth enrichment opportunities that best fits the needs of the family, USI hosted this event to get families connected with summer jobs, ie Summerworks, Quality Summer Programming, and Early Childhood programming and highlight the importance summer reading. This event included community partners, such as **OVEC** (Ohio Valley Educational Cooperative), and **Louisville Free Public Library**. USI conducted onsite registration for individuals who are looking for work within the community. Additionally, our families were able to register with programs such as the YMCA summer camp, YMCA CEP program, Sowing Seeds with Faith, and JCPS Backpack league. This event was promoted by canvassing with Flyers on the property and USI utilized a ONE CALL system to send out emails and phone calls and text alerts. The LFPL was able to get families registered for a library card and to give out free books to all ages. OVEC was able to get families signed up upon qualification. During the event USI was able to connect 15 families to

summer programming. Those who were not in attendance received a phone call to follow up with information post the event.

Monthly Resident Meeting – (Held on 4/17/2023) This month’s resident meeting focused on financial management and economic mobility, co-facilitated by our Choice partner, Commonwealth Community Credit Union. The CCU representatives discussed the importance of debt relief and key supports needed to improve financial health that are currently available for residents. Commonwealth offers a variety of money managing education classes and fee waivers specifically for Beecher Terrace families. Commonwealth Credit Union will participate monthly in Wealthy Wednesdays (intergenerational wealth building strategy) providing resources for financial literacy and additional financial navigation supports. USI is preparing to have CCU at the property each month for the summer to make sure residents are connected to the proper resources for financial literacy.

Family Support Services - Outreach and Engagement:

Total Households in Grant Award 767	Total Eligible Households 451
# and % of HH and People in Case Management	390 (87%) and 743 participants

Updates on Outreach and Engagement: (Key meetings are conducted to engage residents, increase residents in family support services or to support residents who are actively participating with USI):

Urban Strategies, Inc. continues various outreach strategies to to engage and enroll all eligible Beecher Terrace families in comprehensive supportive services. As stated earlier, this month USI moved several families to inactive status due to an ongoing lack of participation or response to our attempts to engage. All residents that transitioned to inactive status received mandated due diligence attempts and a follow up letter that includes information regarding the change in status and steps to reactivate and re-engage in the future. USI currently maintains a 87% enrollment rate of eligible Beecher Terrace residents. Continuing to utilize the Results Count Framework, Urban Strategies, Inc. seeks to implement strategies that include providing equitable outreach solutions to inactive households, reactivating original BT households and enrolling new residents. Additional outreach strategies include:

- 1.) Providing a monthly calendar of meetings and events that are accessible for residents.
- 2.) Canvassing/Conducting door knocking to share the monthly calendar, event flyers, and information regarding available family support services.
- 3.) Utilizing ONE CALL systems to increase targeted outreach to identified populations.
- 4.) Better use of social media to engage and promote opportunities and successes of Beecher residents and supporting Choice Partners.
- 5.) Creating and sending a newsletter to our residents each month to highlight past and upcoming events within each pillar, provide contacts to partners and other resources.

Economic Mobility:

<p># and % of Able-Bodied employed residents (212 total (decrease of 23 residents))</p>	<p>2023 Target: 170 or 80% Current Employment Rate: 137 or 65% of Beecher Terrace Work-Able Residents are employed (increase of 1% from last month)</p>
<p># and % of 18–24-year-old youth in secondary education and/or job training (24 eligible) (decrease of 5 residents)</p>	<p>2023 Target: 16 or 70% 18 or 76% of individuals between 18-24 are employed.</p>

2023 EMPLOYMENT TARGETS:

- Increase working work-able to (170 or 80%)
- Increase the number of 18–24-year-old youth in post-secondary education and/or job training (45 or 70%)

Currently, 65% of those work able residents are employed. There were 3 job obtained this month. The job placements include Goodwill, healthcare position, and food prep at the Marriott.

- 73% of those employed are working full time.
- 91% have been working for longer than a year, with 2.4% obtaining employment within the last 6 months. USI strives to achieve the goal of employing 80% of Beecher Terrace workable households by executing various strategies to match residents with career interests and skill sets. Strategies include: Conducting intensive Bi-weekly check-ins with all unemployed. Bi-weekly check ins will include updates on established individual development plans and task and identify barriers and needs to employment. USI staff will utilize Motivational Interviewing strategies to move residents from uncertainty to decision making considering options such as mental health support, substance abuse, proper medical treatment, job training, career development, or entrepreneurship. Unemployed check ins have already been assigned to USI staff, prioritizing unemployed families with youth in the home.

Working to Remove Barriers that impact Employment: *Lack of childcare and transportation has been identified as the top 2 barriers to employment.* USI will increase work from home jobs and additional opportunities to employment that include transportation support. Such as existing partnership with **Goodwill Excel Center** for Adult Education /offers free transportation and childcare – 4 Residents are currently participating.

New/In Process- Partnering with **McClarty and Associates** – a Locally Owned Staffing Agency specializing in Hospitality Staffing. Provides Transportation (to and from job sites). (currently 1 resident is employed)

Increase Career Training In order to assist residents to return to the workforce, increase wages or transition careers, extensive job training will be necessary. USI recognizes the benefits of career training such as increasing productivity and skill level. Additionally, career training assists residents with keeping current in a world where both technology and societal expectations are rapidly changing. USI works to connect residents with career development opportunities with Dress for Success, Goodwill Excel Center, and other employment support services that are resident driven

and requested. To assist residents to return to the workforce, increase wages or transition careers, extensive job training may be necessary.

New/In Process – Partnership with **University of Louisville** West End Apprenticeship Collaborative (Paid Job Training for Healthcare and Manufacturing) Youthbuild, Park Duvalle, and Goodwill are employing partners (Unlimited Slots) USI will prioritize adults from (18-26) to participate.

Increase Access to Employment **Wealthy Wednesdays** formerly known as Working Wednesdays will include the following activities:

- 1) **Designated Computer Hours and Individualized Support:** 12pm-2pm (Hours will increase with staffing capacity)

Support will include the following: Job Search (Indeed, Temp Service Availability, Completing Applications, Completing Soft Skill Courses, and establishing a LinkedIn account (Partnership with Kentuckian Works that leads to free professional courses with LinkedIn)

- 2) Weekly Featured Wealth Building Resources and Opportunities: USI will offer resources and/or In-person connections to banking, credit support, homeownership, entrepreneurship, employment and career industries. USI will conduct Wealthy Wednesday Pop Ups Outside when weather is appropriate.

Education:

Updates on Education: (Key meetings and activities conducted to support improving educational outcomes for children this month)

USI is implementing the following strategies to advance educational outcomes and increase parent engagement:

Ages and Stages Developmental Screenings: Urban Strategies, Inc. will continue connecting families to Play Cousins Collective to conduct the Ages and Stages Survey for development screenings with parents and children ages 0-5. Moreover, USI's Project Manager will be able to make more real time referrals and linkages to address identified needs and prepare the youth and family for kindergarten.

Increase Early Childhood Enrollment: USI is working to partner with PlayCousins Collective for the pilot program, "My First Teacher", which allows our youth and families to make proper transitions through the early learning pipeline. 79% of 0-4 Beecher Youth (51/66) are enrolled in early learning programs. There were 5 youth connected to early childhood programs this month. As FSS staff follow up on all eligible youth, many families report that their paramours and familial relatives are caretaking for the youth. Breakdown as follows:

- Early Head Start: 56%
- Headstart: 8%
- PreK in Public School: 7%
- Licensed Child Care Center: 29%
- Licensed Child Care Home: 1.2%
- Unlicensed (family, church) 7%

USI continues to work closely with OVEC and other partners to assist youth with registration to Headstart/Early Headstart and Licensed Child Care. USI staff are working to follow up with all referred families to further assist with missing documentation and facilitate connection with early childhood partners. The primary barrier tends to be obtaining all supportive documents such as birth certificates or complications that arise with obtaining childcare subsidies. Also due to limited funding for the subsidy program, many families are deemed ineligible.

Ensuring that Beecher youth and families have significant time to explore summer and youth enrichment opportunities that best fits the needs of the family, USI hosted this event to get families connected with summer jobs, ie Summerworks, Quality Summer Programming, and Early Childhood programming and highlight the importance summer reading. This event included community partners, such as **OVEC** (Ohio Valley Educational Cooperative), and **Louisville Free Public Library**. USI conducted onsite registration for individuals who are looking for work within the community. Additionally, our families were able to register with programs such as the YMCA summer camp, YMCA CEP program, Sowing Seeds with Faith, and JCPS Backpack league. This event was promoted by canvassing with Flyers on the property and USI utilized a ONE CALL system to send out emails and phone calls and text alerts. The LFPL was able to get families registered for a library card and to give out free books to all ages. OVEC was able to get families signed up upon qualification. During the event USI was able to connect 15 families to summer programming. Those who were not in attendance received a phone call to follow up with information post the event.

Current Summer Referrals

Summer Programs	Number of Referrals this Month	Referrals to date:	Slots
Sowing Seeds with Faith	8	15	TBD
YMCA	2	13	Approx 25
MOLO		2	unlimited
Metro Parks		2	unlimited
IWRBR/Community Centers			unlimited
Girls Scouts		15	unlimited
Summer works Employment	1	4	unlimited

Health and Wellness:

# and % of residents who have health insurance	(636) – 99% of Residents have Health Insurance
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Updates on Health and Wellness: (Key meetings and activities conducted to support improving health and wellness outcomes for residents this month)

60% of Beecher Terrace adults report having a chronic health condition. The most noted illnesses include high blood pressure, asthma, and depression. 15% of youth also report having a chronic illness, as well. Understanding that housing is a social determinant of health has long been established. Factors such as housing stability, quality, safety, and affordability all affect health outcomes. Therefore, in addition to efforts to stabilize housing, USI utilizes a holistic approach to execute strategies aimed to provide support that looks at the health and wellness of the whole person; the physical, emotional, social, and spiritual well-being. This month's strategies include:

Strengthening Partnerships: Supporting Seniors USI continues to strengthen relationships with partners and resources targeted for Seniors. This month the following partners supported Beecher Seniors:

- JenCare Provide resources and information increasing access quality health care

Increasing Food Security:

- Kroger Mobile Bi-weekly mobile unit stops at and surrounding Beecher Terrace to increase access to affordable healthy food
- Dare to Care weekly food deliveries

USI will partner with Lakeside Swim Club to offer free swimming classes for Beecher Terrace adults. BT residents can elect to participate in the Pool Attendant Certification Program. Lakeside conducted an onsite visit to further coordination with McCormack Baron and USI.