

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

Executive Summary:

We cannot seek achievement of ourselves and forget about progress and prosperity for our community...Our ambitions must be broad enough to include the aspirations and needs of others, for their sakes and for our own. - Cesar Chavez

Through comprehensive family support services through strategic service coordination, USI has continued its efforts with resident engagement. The overall goal while utilizing the Results Count Framework is to ensure the well-being of all Beecher Terrace Residents. This will include promoting self-sufficiency for families, economic development, implementing strategies to promote these ideas and to enhance the lives of our most vulnerable populations, children, and seniors. USI strives to connect families and individuals to opportunities to achieve realistic outcomes. In this report, we will highlight the importance of our engagement opportunities, outreach events, employment opportunities, holiday gatherings, and more. These such events will represent across the pillars we serve in.

There are currently 395 families in Family Supportive Services, which includes 756 individuals. We have not seen an increase or decrease in Case Management from our last reporting. USI is continuing to serve the individuals in Family Support Services as well as encouraging others to participate if they see where our services align with their needs. USI has exceeded its goal of maintaining over 80% engagement and will continue to maintain 90% of eligible families enrolled and actively participating in supportive services. USI will continue to partner with LMHA, MBM and the CT- group and New Directions to support residents as they continue to relocate and want to pursue other housing options. The support offered includes ensuring that residents are up to date with information pertaining to housing, support programs, assist with lease cancellations, barriers that prohibit reoccupancy, maintain being lease compliance, and any factors that will prohibit a resident from being able to relocate. USI continues to strategize and develop partnerships with organizations to uplift and support the residents. There were several engagement strategies utilized this month.

This month's events include:

Monthly Resident Meeting: Held on 12/14/2023. This month's meeting shifted into an end of year celebration/holiday party. We celebrated life at the end of the year for those who wanted to be celebrated and recognized and the upcoming holidays. This event was in partnership with Oak Street Health and USI. The residents request a holiday party yearly to gather and listen to Christmas music and to begin to get into the holiday spirit. There are residents who suffer from grief during the holiday season from where family members have gone before them, grief from family differences, this is also a time in which a lot of residents spend time alone. This was an opportunity for residents to mix and mingle with neighbors across the property.

Oak Street health provided food, photos with Santa, karaoke, games and more. At this event, residents spoke about their favorite moments during the holiday season and what they most look forward to during this time of year. We also utilized this event to go over expectations with MBM during the office closure, i.e., important phone numbers to have, emergency maintenance, and lock outs. This event held thirty-two residents.

Equitable Community Development Leadership “ECDL”- (Held on 12/14/2023) USI created this leadership group in 2021. The group consist of individuals from the Beecher Terrace community who are interested in becoming leaders and that are ready to advocate for other residents in the community. Each member of the group will attend a monthly meeting that includes training sessions from community members/leaders who currently who work in the community, doing work for the people. Being a part of this group gives opportunities to those who want to serve, find leadership skills within themselves, advocate on the behalf of their neighbor, assess and understand the needs of the neighborhood, in addition to earning a \$100 stipend for participation. This opportunity is beneficial not only the participant, but more importantly the neighborhood. The participants get one on one training to go out into the community to be vocal on resident needs where there are policies in place. These meetings will be held once a month at Beecher Terrace. During these meetings, an expert speaker/ trainer will be there to discuss various important topics. This meeting held on 12/14 included a well-known community member and leader of the Russell community, Jackie Floyd. Ms. Floyd spoke on “Advocacy.” Being able to advocate for others, oneself and family members is a great resource. This is even more important and less pressure on the resident when someone that is representing them is a person who is relatable to their experiences. There were nine participants in this meeting.

Artificial Intelligence “AI” Chat Bot Computer Class – (Held on 12/12/2023)

The University of Louisville provided resources to fund this class. This class was presented by Raedawn Long. In this class, residents received training, using a computer, and recognizing “Chat Bot Artificial Intelligence.” This class was for six participants. Upon completion, participants were equipped to be able to train others on this topic to receive a \$500 stipend, if they trained ten persons based on what they learned by taking the course. This class also enabled participants to be able to recognize “Chat Bots AI” when using various websites. It is important for residents to be able to recognize how to cypher the internet properly. In these sessions residents were given scenarios in which to look for fraud, cyber-attacks, hackers, and other ways in which one can be phished online.

Section 3 Job Registration – (Held on 12/15/23) This small event was its 1st and more to come monthly. As USI has partnered with Dotted “I” Alliance and LMHA to get residents who are interested in working on Phase IV of the upcoming construction here at Beecher Terrace. USI set up informational tables at the Western Branch Library to get residents signed up to work. Once they are registered, USI will forward information, (application) over to Dotted “I” to be considered for a position. These positions are offered through the sub-contractors who are currently working on the project. Most of these positions require experience while other positions need little to no experience, depending on the jobs. USI is partnered with the Louisville Urban League to get individuals from Beecher or Russell community who have 1st priority on the jobs, connected with Kentuckiana Works to be trained. This was the 1st meeting to discuss the details of the upcoming positions. There were seven individuals who signed up at this 2-hour event.

Beecher Book Club- held on 12/13/23. The book club at Beecher Terrace currently has five members. The club met on 12/13 to pick up a new book to discuss for January 2024. The book, titled “84 Charing Cross Road” By Helene Haniff. This book club is part of the Western Branch Library in the Russell community. The book club is offered to all residents, on site.

Family Support Services- Outreach and Engagement:

Total HH in Grant Award 767	Total Eligible HH 451
# and % of HH in Case Management	395 and 87%

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).

USI continues efforts to enroll and engage all eligible Beecher Terrace families. USI is maintaining an 87% enrollment rate of eligible households. Implementing strategies that include outreach to inactive households. Each week family support specialist makes outreach calls/visits to inactive families to re-engage them. After 5 successful attempts, they become inactive in our system until we get a response. A letter is sent out stating their status in Family Supportive Services, and as always, they can be re-activated. During this holiday season, USI delivered books to families with children that are active in Case Management for a small token of a holiday gift and to encourage reading over the break. There were over 80 books passed out to families for on and offsite children. In the past USI mailed cards to families for those who were in active, we changed it to recognize the children and to let them know how important it is to read and why reading is fundamental. This was an opportunity to get the family engaged as a whole.

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

1. Providing a monthly calendar of meetings and events that are accessible for residents,
2. Canvassing the community to share monthly calendars, flyers, and info regarding family support services.
3. Utilizing the ONE CALL systems to increase targeted outreach to identified populations.
4. Use of social media to engage and promote opportunities and successes of Beecher residents and supporting Choice Partners.
5. Inviting residents to participate in outreach activities in the community, not only those held by USI.

Economic Mobility:

<p># and % of Able-Bodied employed residents 211 and 57%</p>	<p>2024 Target -150 or 71%</p> <p>Current Employment rate 124 or 59%</p>
<p># and % of 18–24-year-old youth in secondary education and/or job training (19 eligible)</p>	<p>2024 Target: 19 or 100%</p> <p>14 or 73% of individuals between 18-24 are employed</p>

2024 Employment Targets:

- Increase working work able to (150 or 71%)
- Increase # of 18-24 y/o working or be placed in post-secondary education to 19 or 100%
- Encourage work closer to neighborhood so that transportation will not be a barrier.
- Seek residents who are interested in working in the entertainment industry, i.e., those who may be interested in working at the new Derby Casino
- Host Monthly Section 3 job tabling sessions for those interested in construction.

The number of working individuals has slightly increased by 2 individuals. USI is still working to increase these numbers. There are several residents who are wanting employment and are having a challenging time finding employment within their schedule that suits the needs of their children bases on daycare and school schedules. USI has brought in Norton Health care and the YMCA to get residents connected with PT employment. The job market is wide, and there are employers looking for individuals who are wanting to work. USI is committed to connect with Derby City and nearby hotel to make an appearance to Beecher Terrace to identify those who are seeking employment in the entertainment and hospitality business. To increase our workable adults, USI will be conducting a brief survey to those who are workable, but not working population to get a closer look at barriers and challenges to seek out the why to being unemployed. During this survey, we will also raise the question of “What job suites you”- the job that will keep you working, and motivated. There are multiple reasons why those are not employed, but the question we need to get answered is “What will keep you employed” and how can we be helpful to ensure you and your family are job secured. That is the real goal is to sustain. USI will continue to work with LMHA and Dotted “I” alliance to get residents working on the Phase IV development. In addition to that, USI will strive to collaborate with residents to do deep dive into their mind, to get them to acknowledge financial stability and having a job plays a major role into financial freedom. The goal for 2024 is to reach 5-10 residents a month to connect them with financial stability and an employer of their choice.

Educational Targets:

- Increase reading and math scores in grades 1st through 5th grade.
- Create family Co-hort in which parents can share the roles of HW help and after school reading.

Educational Updates: USI was able to deliver over 80 books, which included over 45 children to 16 families. This effort was to increase parent and child engagement through reading. As reported last

month we had about 59% of parents that read “occasionally to their children. USI recognizes that reading to children increases stimulation to their imagination and expands their understanding of their world. It also helps them to understand the written word. Reading also helps to relax which is beneficial to parents and the children. The focus for 2024 when it comes to the children in Family support services, will be to get reading and math scores from JCPS (if data is readily available) and to connect those with low scores to academic support organizations, such as Sowing Seeds with Faith and others amongst the community. The importance of getting the scores raised is for the student and the parent. It will take a village to work with these students, especially with the pressure of the society and how it can impact a child’s view on education. USI plans to have a presenter to come out in mid-January and speak on social media and the usage, pros, and cons.

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 needs improvement. The data we need to track where a concern may be is provided by JCPS. Recently in a report, the data that is 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 concerns and Family Support Specialist were able to address and work with families more strategically. Our target areas will be those children who have scored low, and we will collaborate with the schools in which had low test scores. Most of our students are in this data that was conducted by the schools. USI will collaborate with parents individually and produce a 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.

This Month’s Strategies will remain-- 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 Reading in the home: USI will continue to encourage families to read to their kids, which will help them in their development with their schoolwork, so that their scores will be raised.

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.	714 –100%
---	------------------

Targets:

- Engage Residents in Activities that promote mental and physical health, ie: book club, exercise with Silver Sneakers at local YMCA.
- Residents that would like to participate in activities outside of Beecher Terrace.
- 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 must be mentally, physically, emotionally, and socially healthy at some capacity. Your health affects all parts of your body, with, we like to raise awareness when it comes to promoting good health. We serve a population in which chronic illness is generational. We make sure that families are connected to the care they need to stay healthy. USI addresses the stress or psychological distress that are reported during assessments. We are partnered with agencies to help combat these issues if residents make us aware.

We currently have the Beecher Book club to help relax and relieve stress. Reading is a tool that helps concur the stress of daily life.

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.