

**Urban Strategies, INC (USI)**  
**Beecher Terrace Monthly Report**  
**May 2024**

**Executive Summary:**

“Every successful individual knows that his or her achievement depends on a community of persons working together” – Paul Ryan

This month, USI has continued to support families through intensive supportive services, to all eligible Beecher Terrace residents, (both on and off-site). Participating in Family Supportive services allows families to envision a thriving future and intentionally establish goals while removing barriers that once stood in their path. 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.

This report will reflect highlights from engagement strategies, such as monthly resident meetings, collaborating with partners to increase numbers for summer programs, creating new opportunities for residents to become more involved in their neighborhood and more.

There are 393 households and 751 individuals enrolled in family support services. USI has exceeded previous goal of 80% engagement of eligible families enrolled and actively participating in supportive services. USI continues to partner with both LMHA, MBM, and C-T- Associates to fully support residents throughout the relocation and reoccupancy process. This support includes providing accurate and up to date information, aiding with navigation of housing and utility support programs, and assisting with lease cancelations and other barriers that may prohibit reoccupancy.

Recognizing the importance of assisting with community development amongst the residents of Beecher Terrace, it is equally important to assist BT 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 resident programming and activities are as follows:

**Beecher Book Club— (Held on 5.15.24)** The Louisville Free Public Library and residents of BT continue to work together as they meet monthly to discuss books read and to receive a new book for the month. “The Color Purple” was chosen this month by the group. The club chose this book to switch gears on reading. They wanted to select a book that they were familiar with and one to remember. The discussion led on to real life situations and things they were able to relate too. This meeting held 3 participants.

**KIDS FINISH FIRST--- (HELD ON 5.20.24)** Louisville Sports Commission partnered with USI to get kids active. Over a course of 6 weeks, participants ran 2 miles a week and finished out on May 20<sup>th</sup>, 2024, to have a total of 13 miles, which is a Mini Marathon. Our youth were given a form to track

their weekly miles and was able to celebrate at L & N Federal Credit Union Stadium with pizza and drinks and a medal was earned as well. This event was hosted by U of L health and the Louisville Sports Commission. Several of the BT Youth (10 Participants) participated in the event. This event was promoted to give families an opportunity to start running, but moreover to get FIT together. Exercising at that age is primarily gauged by the school system or those who participate in sports activities. USI wanted to incorporate the entire family as well as the community.

**Monthly Resident Meeting- (HELD ON 5.20.2023)** This month’s resident meeting focused on Russell’s Re-imagine 9<sup>th</sup> Street. Staff from RDH visited BT to discuss ideas and collaborate with the residents on the plans for 9<sup>th</sup> Street. RDH has been in the community surveying residents who will be affected by the upcoming project. This team of individuals will use the responses from the surveys as the engineers start the planning process. Many residents were engaged and spoke on ways to make the 9<sup>th</sup> street more accessible and modern for the community. RDH is in the planning process of this project, and they are making every effort to include the residents who not only live alongside 9<sup>th</sup> Street, but those who reside in the area and work in the area. RDH planned to return to BT to conduct surveys and bring blueprints as to what the options display to make individual choices on what each person would like to see for the street.

MBM was also present at this meeting to speak with residents about upcoming inspections and recertifications. MBM explained how residents can be prepared for each event. USI was able to speak with residents about ongoing supportive services that are provided and community events that are coming up.

**FAMILY SUPPORTIVE SERVICES- OUTREACH and Engagement:**

<b>TOTAL HH in Grant Award- 767</b>	<b>Total Eligible HH- 451</b>
<b># AND % OF TOTAL HH IN CASE MANAGEMENT- 393 &amp; 87 %</b>	<b>751 PARTICIPANTS</b>

**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 in with USI):** USI continues to engage families in supportive services by relationship building. To increase the engagement in family supportive services is having an authentic relationship with individuals and their families. USI is using current strategies and implementing more creative ideas to gage enrollment. One of those strategies will include “pop up” tents on site to allow new residents, eligible families that were once made “inactive” to enroll in family supportive services. USI will continue to uplift the follow efforts as well:

- 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.) 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

<b>Number and % of Able-Bodied Residents: 211</b>	<b>2024 Target – 170 or 80% Current Employment Rate 122 or 52%</b>
<b># and % of 18-24 in secondary education and/ or job training program 19 eligible</b>	<b>2024 Target: 19 or 100% 15 or 74% of individuals between 18-24 are employed.</b>

### Employment Targets: Quarter II

1. Increase Employment Numbers to 150, USI is continuing to push those who are able bodied toward working full or part time.
2. Seek out more Beecher Terrace Residents who are potential candidates to work on the Phase IV development of Beecher Terrace.
3. Residents who have a gap in employment.
4. Resident Ambassadors who can assist with outreach within USI systems.
5. Senior Residents who may want to earn extra income in addition to Social Security.

USI continues to support those who have reported being unemployed. We have established “GET TO WORK” plan and with that we have been surveying our residents to seek opportunities to get them employed. We are conducting assessments based solely on employment to get a clear understanding of what’s keeping individuals from working. These assessments will not only help us, but help residents identify ways to stay motivated and to establish a sense of stability. The staff at USI has been scheduling weekly sessions with residents to improve their resume writing skills and utilizing the computer room here on site at Beecher Terrace. This gives residents the opportunity to see where there are barriers and to see where there is success, i.e. job interviews, applications submitted, resume building, etc. This new process has allowed us to reach residents and collect information to add to the survey as we conduct them.

There are many job fairs that are approaching, and we are making sure that residents are aware and connected to the employers as jobs arise. USI is also seeking to incentivize individuals who have gotten interviews and job offers.

Job stability is our target. We want to collaborate with residents on keeping a job and not just getting a job. USI is working with Goodwill to have a career coach to come to the Beecher Site and speak with residents on job stability, health insurance with an employer, 401k and more. The importance in knowing what employers offer outside of the hourly or the salary pay is particularly important. We will work with ensuring that residents are supported through their journey as finding a job is easy for

a lot of individuals, but there also individuals who desire a career in which they are able to provide for their families and children.

### **Strategies:**

1. Target unemployed individuals aged 25-50 to begin the “Get to Work” Plan.
2. Continue to Conduct Surveys over the course of 2 weeks.
3. Continue to Send Residents to Goodwill to connect with a Career Coach.
4. Offer 2-hour windows to use the computer room @ Beecher Terrace
5. Collect data from surveys and implement more ways to improve employment numbers.

### **Education:**

Summer programming has begun, and we have 34 children enrolled at YMCA RB, YMCA CHESTNUT, SOWING SEEDS WITH FAITH and I WOULD RATHER BE READING. These camps have numerous activities and academic programs available to our children and we will continue to support our families as they wish to participate in programs. Our goal was 50 participants. We are still going to push for 50, as enrollment will go on. The summer programs will continue to offer Beecher Terrace spots for children aged 5-13. The academic component helps to keep our children to expand their knowledge and keep them on top of their learning while on break. Education is key and essential to this work we do. We partner with community programs that not only offer activities, but an academic component as well.

USI is working to get a meeting with JCPS to discuss the new bus routes and the transportation concern that many parents have spoke upon. In this meeting we want to gather information for parents and/ or invite parents to express any concerns they may have. JCPS is the largest school system in this district and there are many changes that are going to occur. USI is wanting to prepare our families for these transitions. While JCPS has partnered with TARC, USI will hope to facilitate meetings at our offsite locations to be able to allow all our families an opportunity to speak with representatives from JCPS. These meetings will be held in mid/late July.

Our early childhood population will be included in our targets and strategies for this upcoming school year. USI has partnered with Play Cousins with their latest program Playful Pathways. This new program will host parents and their children ages 0-5. USI will be focusing on ages 3-5. This is a larger group that we currently serve, and many have not been placed in programs/ childcare due to teacher shortages and space at the sites. This group will meet at the Lyles Mall location from 10am – 2pm, or from 2pm-6pm. Playful

Pathways will include, therapy, ages and stages and parent engagement. Our goal is to fulfill 15 spots with this program.

**Strategies:**

1. Continue the Summer Youth Program sign ups until 80% of goal is met or spots get filled.
2. Speak with parents to identify any concerns with their child’s education to prepare for 2024/25 school year.
3. Implement Summer Reading with our families.
4. Sign up ECE children with Play cousins.

**Health and Wellness:**

Number and Percent of Residents who have Health Insurance:	Adults- 405/407 or 99.5% Kids- 298/300 or 99.3%
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**Targets:**

1. Engage Residents in Activities that promote mental and physical health, ie: book club, exercise with Silver Sneakers at local YMCA.
2. Residents that would like to participate in activities outside of Beecher Terrace. I.E- MOLO, GILDA’S CLUB.
3. Connect families with children to primary care doctors if are none reported and make sure they have Immunizations for the upcoming school year.

Beecher Terrace families are still at 99% when it comes to having Health insurance, which 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 partner 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.

Residents express their need for new providers and wanting a one stop shop. We are partner with Centerwell, Oak Street and JenCare to get residents the care they desire.

**The Month's Strategies Include:**

1. Bring more awareness around health policies.
2. Encourage residents to utilize more health benefits.
3. Support Families who need to get immunizations for children.
4. Make seniors more aware of the one stop shop providers and new care centers.