

Social & Economic Vitality...

The Year In Review

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Today's Presentation Covers...

- Background of Social and Economic Vitality efforts in Wake County
- Board of Commissioners' goals for Social and Economic Vitality
- Initiative and progress made in 2017 and 2018, with examples

Background For Today's Update

- Southeast Raleigh and Eastern Wake (Knightdale, Wendell, Zebulon) face numerous disparities based on vulnerability index data
- Asset-Based Development Strategies needed to be mobilized “by, with and through” COMMUNITY voices and partnerships
- Major challenges include living wage employment opportunities, housing affordability, access to healthy food, mental and physical well-being, etc.

(East Central & East Human Services Zones)



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economic
vitality

Social & Economic Vitality Board Goals

Goal:

Improve economic and social opportunities in vulnerable communities through strategic partnerships.

Objectives:

SEV2: Develop a comprehensive approach to addressing the needs of Wake County's most vulnerable regions and communities to improve the overall wellbeing of their residents.

SEV3: Support collaboration among agencies, nonprofits, governments and the community to deliver more evidence-based services to our citizens.

Initiatives:

2.2: Support a higher quality of life for citizens in vulnerable Southeast and Eastern Wake County communities through community partnerships, policy changes, and County programming.

3.1: Based on evaluation, target Human Capital Development strategies in specific vulnerable communities in Wake County.

3.2: Develop and implement a comprehensive plan to identify and address issues related to hunger, food insecurity and food deserts in Wake County.

3.4: Identify and implement opportunities to reduce logistical barriers that prevent vulnerable populations from accessing services provided by government and nonprofits, including increasing co-location and contracting of services.



Residential Outreach through Community Based Presence

Laying the Foundation

Crosby Advocacy Group



- Initially formed in 2014 to support the Crosby-Garfield Initiative
- Reconstituted in 2017 to support overall SEV work in pilot
 - (1) Increase awareness of and participation in community based events and opportunities that address the needs and goals of community residents
 - (2) Assist with establishing the Crosby-Garfield Building as a vital resource hub for community engagement and service delivery, and,
 - (3) Sustain the historic presence and community pride of SE Raleigh residents through leadership development and advocacy efforts.
- 150 Residents, Partners, Staff connected to CAG — meet and communicate via monthly newsletter
- 3 Action Teams
 - Racial Equity & Social Justice
 - Training for Labor Market Value & Upward Mobility
 - Community Leadership Development

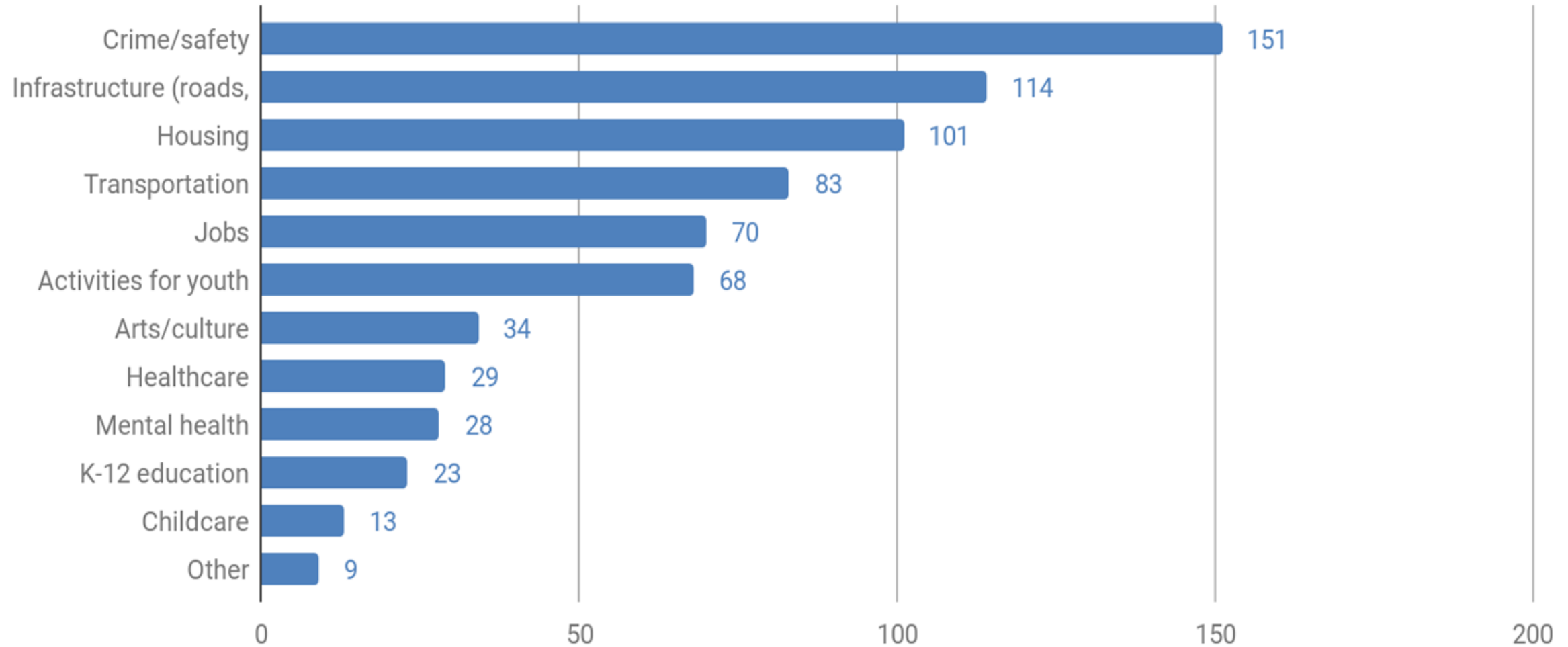
SEV Survey & Goals

Allow residents to express their sentiments about the community and facilitate community dialogue

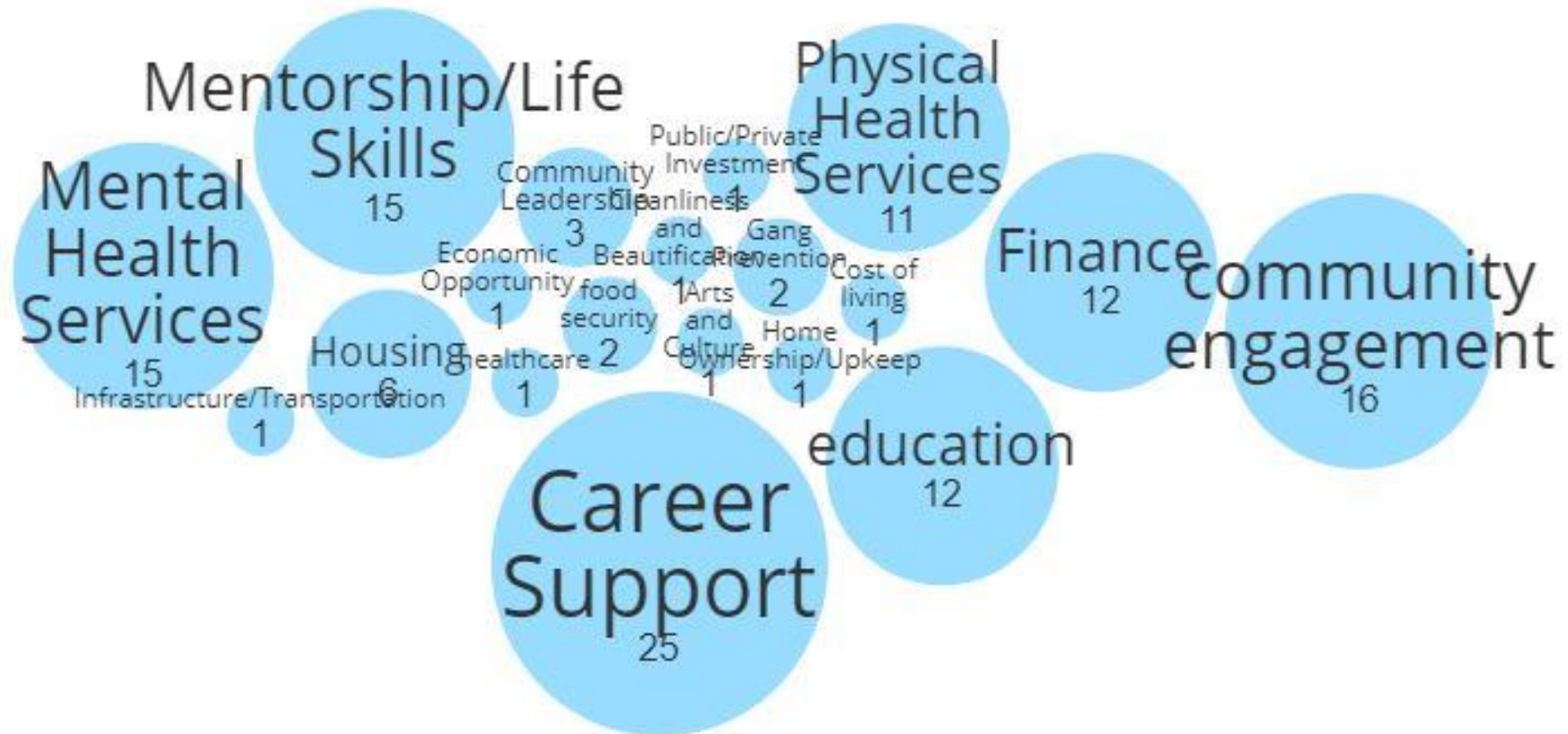
Generate ideas for improved uses of the Crosby-Garfield building to better meet community needs

455 residents surveyed

What are the THREE most important issues that need to be addressed in your community?



What programs, services or resources would you like provided at the Crosby-Garfield Center?



Crosby Garfield Building

“An Anchor Asset for the SE Raleigh Community”



- Hub for Human Capital Development
- Gathering place for Community Engagement
- Home for SEV, Family Services and future partners
- Continues to house Telamon Head Start, Learning Together and 4-H program

Grand Re-Opening Highlights & Crosby Programming



- **Approximately 300 Families/Children, Partners, Staff**
- **33 Resource Provider Displays**
- **SE Raleigh/Crosby-Garfield Gallery Walk**
- **3 Scheduled Education Demo Sessions**
- **Live Entertainment/Music/Food/Games/Prizes**
- **Additional Partner Donations/Sponsorships (Transitions Life Care, The Help Center & American Red Cross)**
- **Summer 2018 Summer Food Site**
- **Jobs for Life July 3rd – August 30th**
- **July 18th Resilience Screening (Chavis)**
- **July 26th GeoAg Training**
- **July 30th-August 10th Camp Crosby Discovery**
- **Crosby Advocacy & Residents Monthly (3rd Tue/Thurs)**

Greater Pleasant Grove Center



- Anchor Asset in the East
- Modeled from The Impact Center (Rocky Mount, NC)
- Human, Economic & Community Development
- Currently SEV supporting East Wake Leadership Academy which is a continuum of academic, social and cultural activities to develop leadership capacity in youth in Eastern Wake County



Partnership Development through Engagement & Community Capacity Building Through Mini-Grants

Laying the Foundation

SEV & ERC Community Development Coalition (CDC)

SharePoint Site (Mini Grants)

- The Community Development Coalition SharePoint Site establishes a systematic process through which providers can briefly assess social determinants health needs persistent in the eastern region.
- The tool will help track all referral activity and match people to the best available services while also demonstrating gaps in service delivery needs.
- The SEV East Mini-Grants are purposed to bridge identified service delivery gaps in the areas of Education, Employment, Housing, Transportation and Food Security specifically for agencies participating in the Eastern Regional Coalition agreeing to participate in the SharePoint referral site.
- Currently
 - ✓ 29 Partner Agencies profiled in the site
 - ✓ 14 Signed Memorandum of Agreement affording them access to the tool
 - ✓ Initial piloting resulted in 30 families screened and connected to a service provider within the Coalition

<https://teams.wakegov.com/sites/ercdc/sitepages/home.aspx>

SEV East Mini Grants

Education/Employment

Dorothy Mae Hall Women's Center

- ❑ Job training, transportation and supports to women who are victims of domestic violence based in Wendell



East Wake Education Foundation

- ❑ Summer Science Camp for preschool children serving vulnerable communities based in Wendell

SEV East Mini Grants

Transportation/Food Security



Passage Home

- ❑ Transportation resources for participants in Self-Sufficiency Program in eastern Wake County



Zebulon United Methodist Church

- ❑ Expanding food pantry options to include fresh produce through commercial refrigeration as a means of distributing more healthy foods to families experiencing food insecurity based in Zebulon



Wake Community University Partnership



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Identify and facilitate **partnership opportunities** between Wake County SEV, community groups and NC State University that respond to community-identified projects and needs within the East and East Central Human Services Zones.



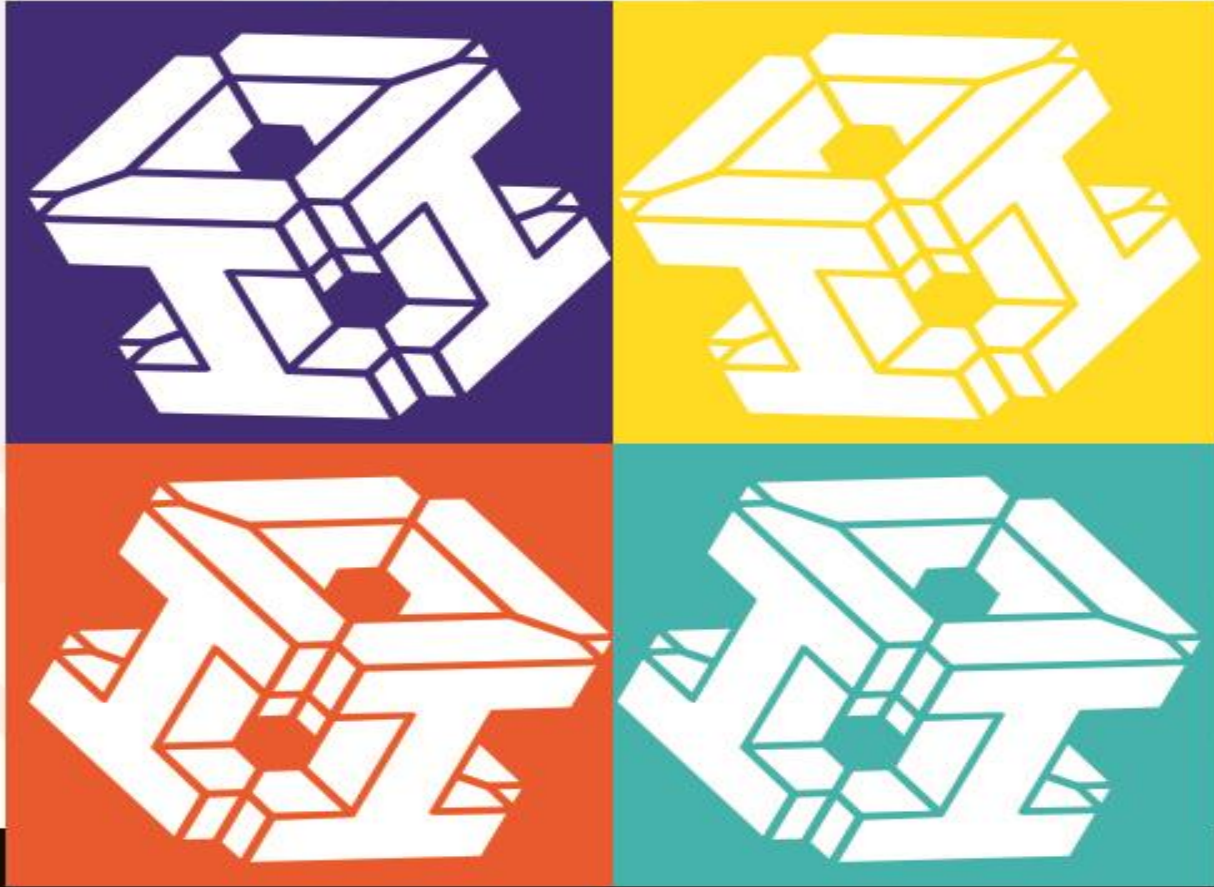
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A faint, light blue map of Wake County is centered in the background of the slide.

Economic Impact through Entrepreneurial Investments

2017-18 Signature Strategy

FY 2017-18 Major Success



By the community...For the community"

SOUTHEAST RALEIGH
innovation challenge



**United Way
of the Greater Triangle**



+ a Community Co-Design Team



Purpose of the Challenge

- **Engage** residents, small businesses, nonprofits, faith-based groups and youth in Southeast Raleigh in **identifying solutions** to economic and social issues within their community that are **innovative yet practical**
- **Fund ideas** to help bring jobs, resources, and support for innovation to SE Raleigh
- **Reignite** a sense of pride and interest in the Southeast Raleigh community

Results...\$120K Prize Pool

- **50+** made an **initial pitch** at a Kickoff event in July
- **30+** received group trainings and access to resources of entrepreneurial development in a community learning session
- **25** participated in a **6-week Accelerator** program to help them develop their idea and hone their pitch
- **5** awarded **\$3,500** for Seed Capital
- **5 finalists** competed for the remaining **\$102,000** prize pool at the Final Pitch Event on October 20

Winners

- **1st Place:** Lydia Newman \$40,000
Building tech skills among youth at Word of God Christian Academy
- **2nd Place:** Major Best \$30,000
Starting a Barber College for at-risk youth, individuals and inmates
- **3rd Place:** Jana Avery \$22,500
Connecting youth with resources and skills to operate a music studio
- **4th Place (tie):** Keschia Martin \$5,000
Players2Pros: Helping student athletes connect to college scholarships
- **4th Place (tie):** Malikia Robertson \$5,000
Yoga4Us: Encouraging health while showcasing local minority businesses

Seed Capital Awards (\$3,500 each)

- **Brandy Burnett**
Developing Smart Money Matters financial literacy workshops
- **Fernando Martinez**
Placing Peacebuilders in schools to reduce juvenile justice referrals
- **Wilma Metcalf**
Providing new moms with education and safe sleeping options for baby
- **Nathaniel Myers**
Malkuta Project, multimedia workforce development program for youth
- **Darryel Washington**
Front and Back 9 Junior Golf Academy for youth

Take a Look...Feel the Pride *“By the Community...For the Community”*

<https://www.youtube.com/watch?v=I6QNoRESEuI>

SEV Under Construction

- Crosby Partner Occupancy Process
- City of Raleigh
 - 1) Hidden Homeless
 - 2) SE Raleigh Innovation Challenge 2.0
 - 3) Resilience Training Series
- Healthy Corner Store Initiative
- Crosby Environmental Stewardship & Kaleidoscope
- Food Bank Pilot
- Raleigh Millbank Court Initiative
- Housing Resource Connections
- Re-Entry Resource Fair
- Wake CUP/Capacity Building



Social & Economic Vitality...

Future Impacts & Targeted Outcomes

Community & Family Stability

Employment & Entrepreneurial Development

Community Engagement/Relations

Crosby Garfield Space Utilization

Non-Profit Capacity Building



Families' incomes rise above poverty level; wages rates increase, foreclosures prevented, seniors age at home, entrepreneurial development.



Families secure medical homes, obtain insurance, participate in wellness activities, eliminate food insecurity, successfully re-enter the community



Families, including youth obtain diplomas, certifications and licenses, enroll in post-secondary institutions, students are kindergarten ready



Families voting, participating in advocacy and intervention activities, volunteering, leading social and economic change with community partners

Commissioners Matter...Here's How You Can Help



- Visit Crosby-Garfield & Engage with Residents and Partners
- Remain connected to the issues facing East & East Central (Housing, Transportation, Access to Healthy Food, Opportunities for Upward Mobility, Non-Profit Capacity Building, etc.)
- Continue supporting SEV initiatives

Social & Economic Vitality

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