

Social & Economic Vitality...

Report on Progress

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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
- Progress made to date, with examples of measurable impact

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)



social +
economic
vitality

Social & Economic Vitality Board Goals

Initiative:

SEV2.1: Support a higher quality of life for citizens in vulnerable communities through policy changes, partnerships, workforce development and the community college.

Amplifying the Community's Voice

Community Engagement & Relationship Building



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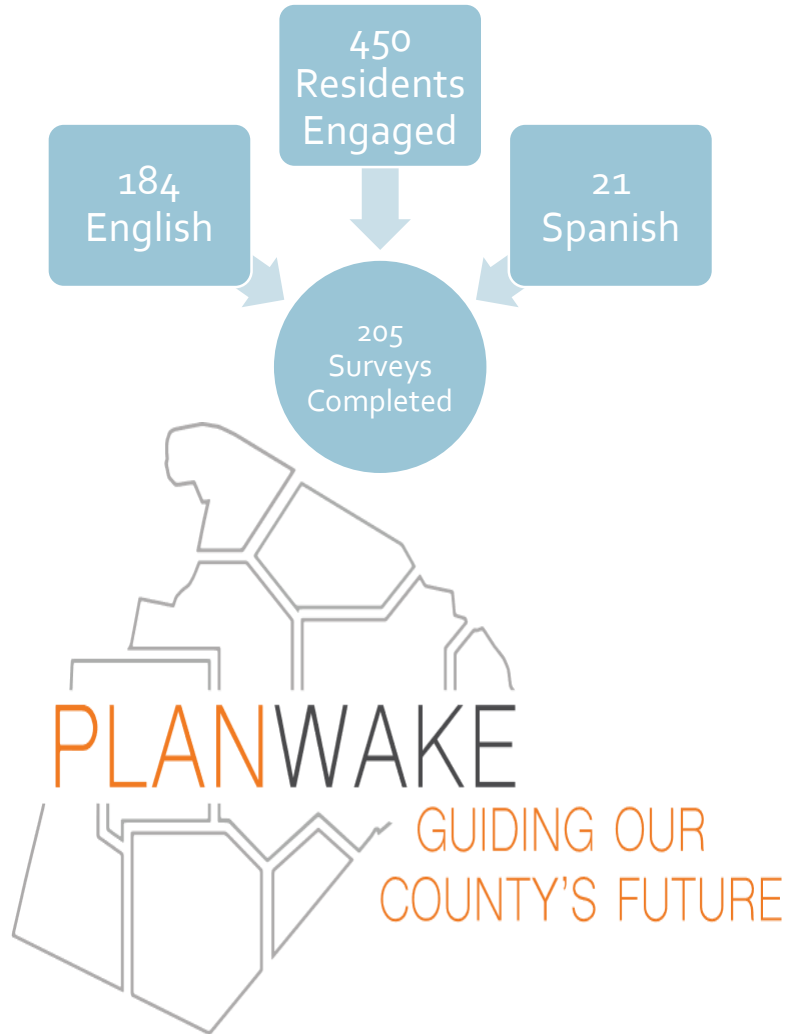
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Crosby Advocacy Group & Action Teams



- 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 of goals of community residents
 - (2) Assist with establishing the Crosby-Garfield Building as 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.
- 3 Action Teams
 - Racial Equity & Social Justice
 - Training for Labor Market Value & Upward Mobility
 - Community Leadership Development

Amplifying Community Voices



Social and Economic Vitality Connections Made

Crosby Advocacy Group
Southgate Library
Richard B Harrison Library
City of Raleigh Housing & Community Development Meeting at Chavis Community Center
City of Raleigh Housing & Community Development Meeting at Method Community Center
Latino Empowerment at Crosby
Senior Computer Class (2)
Storytelling with the National Association of Black Storytellers
ACES- Carver Center
Crosby Residents Meeting

Amplifying Community Voices (Community Appreciation & Engagement)



Crosby Community Day

- 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

National Association of African Storytellers Event

- Approximately 50 attendees
- 5 Resource Stations
- Community Relations

Anchor Asset Development for Community Based Presence

Crosby Garfield Facility Usage



Facility Usage



- Visitors (Average 54 per month)
- Public Computer Usage (5 Families – Research/Homework, Job Search, Email & Summer Camp Applications)
- Hosted 10 Training Programs since January 2019 in addition to CAG, Action Teams, Partner Meetings such as CELT & KCSSU)
- SEV Homebase; Continues to house Telamon Head Start, Learning Together, 4-H
- Operating 8:30AM-8:30PM M-F and 2 Saturdays per month

Facility Usage / Partner Feedback



- **Jobs for Life (Workforce Development)** – *“Great job! We're looking forward to hopefully making Crosby an anchor JFL site in the community.”*
{7 Families Completed}
- **Kramden Institute (Computer Literacy for Seniors)** – *“Working with the Crosby-Garfield Center staff was a great experience, especially on distributing information about the opportunity and contacting potential participants.”*
{28 Families Completed}
- **Family Resource Center South Atlantic (Day to Day Dads)** – *“We appreciate the collaboration and support and hope to continue working together.”*
{11 Families Completed}
- **SNAPEd** – *“Very satisfied with my experience at Crosby-Garfield. I look forward to teaching additional SNAP-Ed Steps to Health adult programs at Crosby-Garfield.”* {8 Families Completed}

Coming to Crosby Soon...Exploring Together/Sustaining Community



Making and encouraging positive, practical improvements to children's spaces throughout Wake County.

Purpose: To create an nurturing environment that foster relationships/builds resilience through exploring nature and learning the history of SE Raleigh

- **Build Positive Relationships**
- **Use Nature to Nurture**
- **Create Diverse Spaces and Activities**
- **Foster Safety and Support**
- **Enhance Accessibility and Inclusion**

Empowerment, Education & Entrepreneurial Strategies

Programming



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Human Capital Development ...transform current Human Capital Development Coaching model (MCE) into a sustainable economic development strategy which uses coaching to enhance resiliency, social wellbeing and self-sufficiency for vulnerable Wake County Residents



Evaluation (Completed 2017) assessed areas of Leadership, HCD Mandate and MOUs, Evaluations, Organizational Choice and Cost Benefit Analysis

Reimagining MCE to create:

- 1) Common/Shared Understanding & Language
- 2) Defined Intake/Enrollment/Cohorts
- 3) Documentation of Contacts, Attendance, Actions, Results
- 4) Report on Progress/Outcome-Based & Scaled (Not Less than Annual)
- 5) Rebranding/Marketing

Latino Empowerment...Community Leadership Development

The Program

- 7 Week Series of Educational Workshops – (Navigating the School System, English as a Second Language, Financial Literacy, Healthy Eating, Gang Prevention, Health/Wellness, etc.)
- At least 90 adults and 200 children attended Latino Empowerment Fair
- Approximately 50 children received a refurbished bike from Mike's Bikes and a new helmet from Wake County Public Health Department

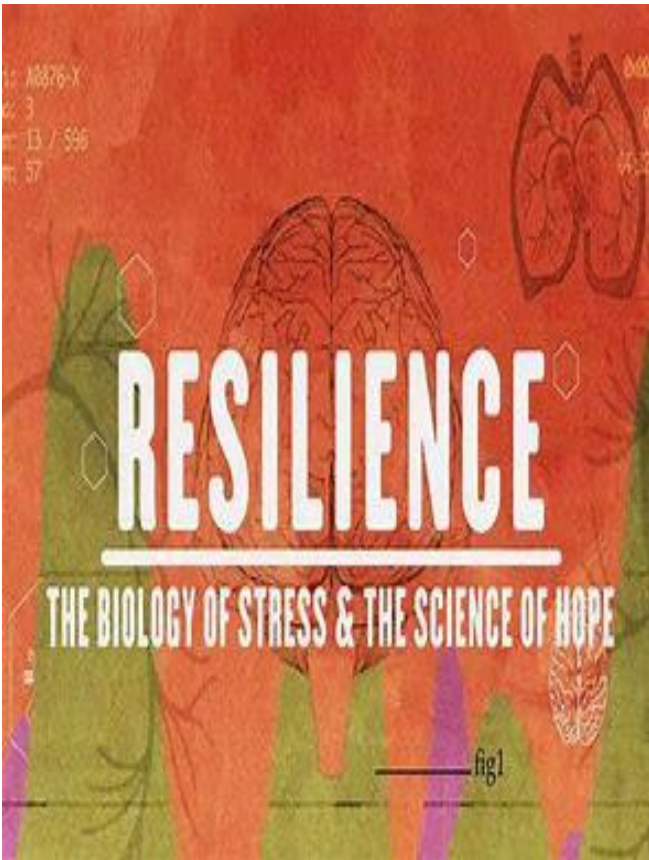
The Partners

- Planning Committee – Wake County Public Schools, North Carolina State University, Consulado de México en Raleigh, City of Raleigh, Southeast Raleigh Promise
- Bike Give Away – Wake County Public Health, Raleigh Police Department, Cooperative Extension and Oaks & Spokes

The Providers

- 28 organizations signed up for Resource Fair; 26 participated
- 22 individuals completed follow-up evaluation → 86% were satisfied/very satisfied with event

ACES Outreach/Resilience Screenings



RESPONSES

More compassion. Gave greater understanding to the issues.

It's made me try to be more compassionate with myself and others, especially myself though, really look at my behavior and thoughts from the long view

Viewing has made me more aware of risk factors and how to deal more effectively with youth.

No

Yes. As I interact with adults on my staff's caseloads I continuously think or ask myself what ACES have they gone through as a child.

Validated the need to bring awareness to communities regarding prevention of toxic stress to promote resiliency.

More aware of drivers to how I react to issues/concerns based of ACES.

Changing my perspective from "What's wrong with you?" to "What happened to you?"

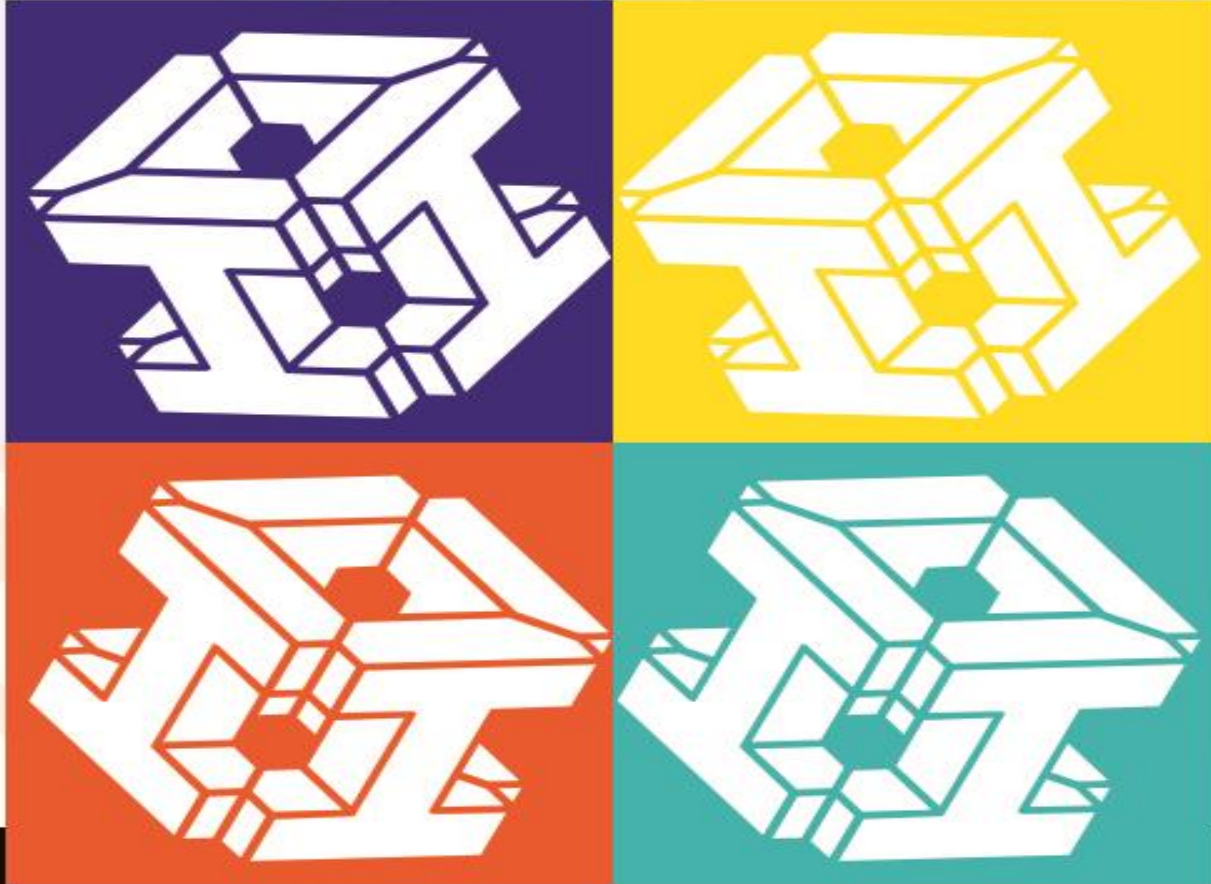
Patience

Awareness, blown-away by the concept, and been promoting in the community

I used to teach in the school system, and after watching the film, I have encouraged teachers and other educators to watch it.

- Hosted 6 Screenings
- 167+ Attendees
- 70% Determined ACES Scores

Where Are They Now?



Challenge Purpose

(By the community, for the community...)

- **Engage** SE Raleigh participants 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/interest in the SE Raleigh community

SOUTHEAST RALEIGH
innovation challenge

Winner Progress

- **1st Place:** Lydia Newman \$40,000
Building tech skills among youth in SE Raleigh
<https://www.thelabormarket.org/>
- **2nd Place:** Major Best \$30,000
Starting a Barber College targeting at-risk youth and reentry population in SE Raleigh
- **3rd Place:** Jana Avery \$22,500
Connecting youth with resources and skills to operate a music studio
- **4th Place (tie):** Malikia Robertson \$5,000
Yoga4Us: Encouraging health while showcasing local minority businesses
- Brandy Burnett \$3500
Developing Smart Money Matters financial literacy workshops
<http://www.smartgirlssmartchoices.com/index.html>
- Darryel Washington \$3500
Front and Back 9 Junior Golf Academy for youth
<https://www.frontback9.com/>



Community & Partnership Development

Capacity Building

Grassroots Nonprofit Leadership Academy



- Limited to 25 participants; {30 applied/27 met eligibility requirements; 22 were accepted/16 participating}
- Eligibility Criteria organizations serving in SE Raleigh, Wendell, Knightdale and Zebulon annual budget <\$500,000; however, all organizations accepted have budget of <\$250,000
- Leveraged funding from NC State Institute for Nonprofits and NC State Cooperative Extension providing \$36,000 in in-kind support. {Institute for Nonprofits received a \$10,000 Outreach & Engagement Incentive Grant in 2018}
- Post-evaluation will determine progress strategic planning, board development, data-informed decision-making, financial sustainability, etc.

Greater Pleasant Grove Center



- Anchor Asset in the East
- Modeled from The Impact Center (Rocky Mount, NC)
- Human, Economic & Community Development
- East Wake Leadership Academy Summer Day Camp which is a continuum of academic, social and cultural activities to develop leadership capacity in youth in Eastern Wake County {50 Families Served}
- Summer Food Outreach Planning
- Hosted Resilience Screening

SEV & ERC Community Development Coalition

(CDC)SharePoint Site (Mini Grants & Outcomes)

- 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 is used to 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 helped 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
 - ✓ 13 Signed Memorandum of Agreement affording them access to the tool
 - ✓ 200 + families screened and connected to a service provider within the Coalition January-March 2019

SEV East Mini Grants

Dorothy Mae Hall Women's Center \$3400

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

{200+ Families Served}

East Wake Education Foundation \$2000

- ❑ Summer Science Camp & 2nd Step Curriculum for preschool children serving vulnerable communities based in Wendell

{67 Families Served}

Passage Home \$2130

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

{8 Families Served}

Zebulon United Methodist Church \$2470

- ❑ 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

{3900+ Families Served Annually}

Wake Community University Partnership Update



- MOU signed in December 2018 by Wake County Manager & NCSU Provost
- 2019-2020 Outreach & Engagement Incentive Grant Proposal guidance intended to align with SEV priorities
- Dr. Kimberly Allen - Utilizing Coaching to Enhance Resiliency, Economic Self-Efficacy, and Social Wellbeing in Wake County's Middle Class Express Program



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



- Support development of a comprehensive Social and Economic Vitality Plan.
- Continue supporting SEV initiatives understanding needs for DATA supports and operational capacity expansion.
- Visit Crosby-Garfield & Engage with Residents and Partners
- Remain connected to the issues facing residents in East & East Central Human Services Zones

Social & Economic Vitality

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