

PARKS, RECREATION & NEIGHBORHOOD SERVICES

Project Hope Program Update

Public Safety, Finance, and Strategic Support Committee

Item: d(3)

March 15, 2018

Background

- Project Scope Use Project Crackdown principles
 - Community Development
 - Neighborhood Empowerment
 - Community Partnership
- **Project Location** Cadillac/Winchester
 - MGPTF gang "hot spot"
 - 7,000 residents in project area
- **Project Budget** \$317,263 (24 months)
- Project Staffing 2.0 FTE
- Project Timeline July 2016 July 2018



Project Hope Work Plan



Staff Planning (July – Aug 2016)	Hired staff, developed Executive Steering Committee and Implementation Team, and developed the work plan
Community Mobilization (Sept – Oct 2016)	Launched the project officially, held two large community events and resource fair, established regular coffee meeting with residents, secured office space at the local elementary school
Community Capacity Building (November 2016 – March 2017)	Held town hall meetings, business meetings, and property-owner meetings; began the process to develop the neighborhood improvement plan and the community action team, and began neighborhood leader trainings
Project Implementation (April – Dec 2017)	Establish monthly community action team meetings, implement neighborhood improvement plan, coordinate community events, and report to PSFSS
Project Sustainability Planning (Jan – June 2018)	Transition staff from project area, hand over project to community stakeholders, and prepare final report for Council

Project Hope Outcomes

A Sustainable, organized group of community leaders

A safer and cleaner environment

Educated residents who can access City services.



Project Hope – Accomplishments

- Established 7 member Neighborhood Association Board
- Established a core group of community volunteers and Block Captains
- Implemented monthly Litter Clean Up events
- SJPD/Project Hope Youth Meet and Greet" event with 450 attendees
- Residents more familiar with accessing City services (SJPD, DOT, Housing, Code)
- Partnerships with local businesses, churches and organizations
- Created a sense of "Community"





Leveraging Social Capital, Community Engagement & Partnerships

- Cadillac/Winchester residents volunteered over 550 hours
- Rosemary Elementary School provided critical office space, support for Project Hope and incorporated Project Hope efforts into school events
- SJPD / Code / Anti-Litter Program / Housing / Library / DOT

 increased resources in project area to address community
 needs
- Local businesses provide resources to support community events
- Local churches provide space for Neighborhood Association meeting venues and community events





Project Hope -Lessons Learned

- □ The City should invest a minimum of 2 years to launch a Project Hope effort in a new community.
- ☐ At the conclusion of the formal program initiation period, staff should develop a "maintenance" plan.
- ☐ If the City intends to launch additional Project Hope sites simultaneously, staff will need to re-evaluate current staffing models, assess resource needs and develop a "Maintenance Unit."





- Implement final phase of Project Hope Cadillac/ Winchester
- Host the Project Hope Cadillac/Winchester Community Resource Fair in June 2018
- Begin initial planning for Council District 2
 Project Hope launch in July 2018
- Conduct an evaluation of Project Hope



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QUESTIONS