

# Marshall-Ridley Newport News, Virginia



USI | URBAN STRATEGIES, INC.

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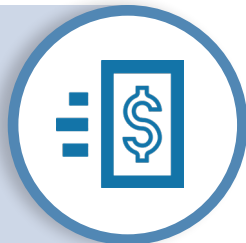
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## Lift and Rise

Located in the Southeast Community, this neighborhood has a rich African-American heritage. Historically home to many black shipyard workers and administrators, it was once a thriving middle class residential area that grew with the shipbuilding and military economic boom in the first half of the 20th century. In 2019, the City of Newport News and

the Newport News Redevelopment and Housing Authority received a \$30 million grant from the Department of Housing and Urban Development's (HUD) Choice Neighborhoods Initiative program. This grant is transforming the Marshall-Ridley area, creating new housing options, community services, recreational opportunities, and parks.

*65 or 58% heads of households are employed.*



A key component of the Marshall-Ridley Transformation Plan is engaging with former Ridley Place residents to ensure they are aware of available resources and have the support they need to thrive. The City of Newport News has partnered with Urban Strategies, Inc. (USI) to lead this important part of the Plan. USI will provide the following strategic pillars of service for each former Ridley household:

*151 or 96% of families self-report having health insurance.*



### Propelling Educational Success:

To ensure all Marshall-Ridley youth obtain access to equitable enriched learning and support opportunities, USI will connect families to community agencies that (1) increase availability, access, and awareness of afterschool programming and other extended learning opportunities, (2) provide access and support for families to participate in quality early learning programs, and (3) ensure all high school youth obtain every opportunity to successfully achieve a high school diploma and access to participate in higher education and a career of choice.

*207 or 79.9% of scholars are enrolled in family support.*



### Improving Health & Wellness:

To support healthy lifestyle outcomes for all Marshall-Ridley families, strengthening access to high quality healthcare services is critical. Therefore, USI will continue to support all families to reduce the healthcare gaps and address barriers to access quality healthcare.

*157 households are actively engaged with family support.*



### Moving Families to Economic Self-Sufficiency:

Bridging together partners across diversified sectors is essential to USI's mission of ensuring all children & families becoming stable and thriving. Economic mobility is too big a challenge for one organization alone to solve. Therefore, we collaborate with government agencies, businesses, nonprofits, funders, and other local entities to increase the flow of capital, facilitate learning, and advance shared goals in a way that builds robust momentum for all families.



### Engaging Families in Family Support:

Since 2022, the Newport News team has connected and engaged (149) families. With resident engagement as a central part of how we connect with our families, we will continue efforts to engage all families that relocated from the Marshall-Ridley site. Using a family centered approach, we are currently assessing the needs of every family member and working to build flourishing relationships. At the core of family support, USI is well equipped at meeting families where they are and connecting them to supportive services that result in all children and families becoming stable and thriving.



### All Families are Stable and Thriving



## Our Experience with Choice Neighborhoods

Urban Strategies, Inc. partners with a diversity of stakeholders in twelve Choice Neighborhoods sites to create and implement comprehensive neighborhood plans with a focus on human service needs. We owe our success with Choice Neighborhoods to our commitment to using a Results-Based Accountability framework that governs our approach to service delivery. We are using data to constantly measure and improve our programs

for children and families in real time. Using our LEARN (Learning for Effective Actions to Re-vitalize Neighborhoods) performance measurement system, Urban continuously builds evidence on what works best for the more than 30,000 families we serve. We aim to further build upon early successes with Choice to realize our organizational vision that "All families are stable and thriving".