



USI | URBAN STRATEGIES, INC.
Families at the Center of Results

Cleveland Avenue Homes Winston-Salem, North Carolina

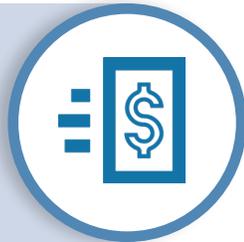
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Investing in the Cleveland Avenue Homes Community

The Housing Authority and City of Winston-Salem received a Choice Neighborhoods Initiative (CNI) Grant by the US Department of Housing and Urban Development (HUD) to construct 406 housing units for the benefit of residents in the Cleveland Avenue Homes community. Urban Strategies Inc. serves as the People Lead for the CNI grant, providing individualized family support with education, health, economic mobility and housing connections through a plethora of community-based partnerships.

*\$21,838 is the average
annual household
income*



*98% of residents are
enrolled in health
insurance*



*100% graduation rate
in 2022 and 2021*



*274 households have
enrolled in family
support services*



Achieving Academic Success:

In partnership with our principal education partner, the Winston-Salem/Forsyth County School system and other local partners, USI uses data to inform strategy development and implementation that ensures children enter kindergarten ready to learn, show growth in math/reading proficiency, and graduate on time ready for college or starting a career. A current strategy is enrolling scholars K-12 in The City of Winston-Salem afterschool tutorial program on-site in the Marie Roseboro Center. Currently, 100% of seniors have graduated from high school in the previous two school years. 81.08% of target youth have been screened for developmental delays. 100% of parents read to their children on a regular basis.

Improving Health and Wellness:

USI will work with local providers to improve the health of target residents by delivering comprehensive family centered support. Through personalized family support services combined with integrated and quality health care. USI plans to improve access to health and behavioral health care services. Currently, 98.06% of target residents (i.e., children and adults) have health insurance (i.e., Medicaid, affordable care, private, etc.). 96.51% have a place of healthcare where they regularly go, other than an emergency room, when they are sick or need advice about their health. 95.19% have seen their primary physician in the last 12 months.

Moving Families to Economic Self-Sufficiency:

USI partners with local Economic Mobility partners in the areas of job training and workforce development to increase the income of target households. By addressing employment barriers, all households will be economically stable and self-sufficient. Currently, the average annual household income is \$21,838. 50.40% of work able adults (i.e., ages 18-64) are employed. 76.70% are employed full-time. 82.40% are working in permanent positions. Only 1.33% of families are receiving TANF.



Family Support Services:

A local team of Family Support Specialists work in partnership with families to create and support family goals designed to ensure housing stability, increase household income; improve educational outcomes; and improve the health and well-being of families. Over 274 households have enrolled in family support services. These families are being supported through education, economic mobility, health & wellness, and housing stability initiatives. As a result of housing stability initiatives, a total of \$320,095.60 was collected in rent relief efforts for target residents facing eviction for non-payment of rent. The local team will be providing relocation services through 2026.



All Families are Stable and Thriving

Our Experience with Choice Neighborhoods

Urban Strategies partners with a diversity of stakeholders in 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”.