



PEOPLE TASK FORCE MEETING SUMMARY
SUMMARY FOR MEETING #3 – THURSDAY, June 13, 2024 – 5:30PM-7:00PM
HIGH SCHOOL IN THE COMMUNITY – 175 WATER STREET, NEW HAVEN, CT

MEETING PURPOSE

To review the baseline data, evaluate the People SWOT analysis board and prioritize the needs of the People in the Union Square area, as well as review the draft vision statement for the People Task Force.

EXPECTED OUTCOMES

Shared understanding of the baseline data, an organized and prioritized list of needs for the people in Union Square area based on the SWOT analysis, and a finalized vision statement for the People Task Force

COMMITTEE MEMBERS PRESENT

Amos Smith, Alder Carmen Rodriguez, Doris Doward, Linda Cross, Jeffrey Walker, Alberta Golden, Josh Golden, Maritza Bond, Santiago Perez-Gomez, Emily Byrne, Rosaly Rosario

COMMITTEE MEMBERS ABSENT

Tomi Veale, John Noonan, Jeff Pyltak, Dale Holder, Henry Fernandez, Laura Woodie, Andy Orefice, Kyle Ballou, Alice Forrester, Bill Villano, Kymbel Branch, LaToya Mills, Steven Marans, Maritza Bond, Bill Villano, Alice Forrester, Henry Fernandez, Margaret LaFever, Keisha Redd-Hannas, Shirley Grice, Keisha Redd-Hannas,

OTHERS PRESENT

Amelia Rodriguez, Jimmy Miller, Christina Rosher

-PRESENTATION MATERIALS ARE ATTACHED TO THIS DOCUMENT-

1. Welcome

Ms. Vincent, Program Manager, welcomed attendees and led introductions. Ms. Vincent introduced the People Task Force Co-Leads, Tomi Veale and Amos Smith, and provided an update on the planning process to date. She turned the meeting over to Jimmy Miller to lead the breakout session activities.

2. Project Updates

Ms. Vincent and Mr. Miller provided an update on the planning efforts thus far. During the People Task Force Meeting on May 9, 2024, Censere led attendees and Task Force members through a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis to help the neighborhood identify and build on its SWOTs. The Kick-Off Meeting for the Resident Survey took place on June 5, 2024, where YSM announced the start of the Resident Survey and explained their methodology. On June 6, 2024, the Master Planner conducted a Resident Advisory Committee Meeting at Robert T. Wolfe, discussing their methodology for developing housing strategies for the Transformation Plan and how it will build on



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previous studies and the YSM Neighborhood Assessment, including a housing-focused SWOT analysis. The Master Planner will hold a day-long charrette in September. Later that day, the Master Planner held a combined Housing and Neighborhood Task Forces Meeting at HSC, repeating the earlier discussions and SWOT analysis. This meeting was identical to the one conducted earlier at R.T.W.

3. SWOT ANALYSIS Priorities exercise

Mr. Miller provided a comprehensive overview of the purpose and significance of the SWOT analysis. He explained that the SWOT analysis aims to identify and assess the Strengths, Weaknesses, Opportunities, and Threats related to the PEOPLE needs in the Union Square area. This analysis will help to inform and guide the planning process by highlighting key areas of focus, potential challenges, and opportunities for improvement. It serves as a critical tool in understanding the current situation and developing strategic plans to address the needs of the community effectively.

Participants were asked to place stickers on weaknesses and threats they found to be their first and second priorities: red dots for first priority and blue dots for second priority for weaknesses, and yellow dots for first priority and blue dots for second priority for threats. At the end of the exercise, it was identified that the top priority in weaknesses was people not working together, and the top priorities in threats were drugs/programming and daycare. Mr. Perez-Gomez suggested that walkability and safety should be considered as one under well-being. Additionally, participants suggested adding the lack of jobs and the lack of training for the workforce as weaknesses. They also proposed that there might be a correlation between educational attainment and school physical improvements with overall educational improvement.



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PEOPLE TASK FORCE SWOT EXERCISE RESULTS

<p>STRENGTHS (INTERNAL)</p> <ul style="list-style-type: none"> • Parks to gather* • Library • Proximity to hospitals/clinics* • Access to highway • Local businesses • Community centers for youth & seniors • Diversity/culture/arts • Schools • Green space • Public Transportation* • Neighborhoodlike • Police Department • Train station • Access to Downtown* • Restaurants* 	<p>WEAKNESSES (INTERNAL)</p> <ul style="list-style-type: none"> • Lack of Lighting • Lack of Security/safety* • Community not working together • Walkability • Information centers • Signage! Way-finding in Union Square/Hill • Greenspace for physical activity/open space to sit • Adult education relocating • Schools/physical improvement • School academic improvement • Lack of access to fresh and inexpensive foods
<p>OPPORTUNITIES (EXTERNAL)</p> <ul style="list-style-type: none"> • Lighting • Security/safety • Addressing homelessness • Services in Union Station • Recreational spaces for youth and elderly; indoor and outdoor* • Community Garden • Development of children & adult education: -children programs, -computer literacy, -GED, -Continuing Education, -financial literacy • Financial literacy & opportunities • Workforce training • Jobs & job creation • Walk-in clinic • Update public spaces • After school programs • More funding • Supermarket w/ fresh foods: -Price Rite, Aldi • Building sense of community and friendliness • Senior center/community center* • Elderly services • School 	<p>THREATS (EXTERNAL)</p> <ul style="list-style-type: none"> • Gentrification: -kicked out or eased out where will we live?* • Increasing/high rent* • Drugs • Relocation of police department • Decrease in utilization services • Increase traffic • Affordable daycare • Affordable housing • Lack of community social service funding • Speeding vehicles causing harm to residents • Lack of resources for early education • Lack of Care4Kids • Lack of qualified teachers • Adult education for English learners (ESL) • Cost of healthcare • First time homebuyers funding and education • More funding for sidewalks to accommodate walking • Ensure that property managers do their job and manage the property: -fix door, -fix elevator, -fix intercom, -fix stairs, -fix sidewalks, -fix leaks, -fix roof

* Items that came up more than once

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*= items that were identified more than once



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4. Vision Statement

Mr. Miller provided a comprehensive overview of the purpose of a vision statement and how to align it with identified priorities. He presented the group with a draft vision statement: "**Build on myriad neighborhood assets to empower, prepare, and support Union Square/Hill residents of all ages to achieve academic success, sustainable employment through workforce training and educational resources, improved healthcare outcomes, and reduced poverty for children and adults.**" While participants thought the vision statement was good, they suggested adding "dynamic community" and "safe, affordable, and inspires residents." Mr. Perez-Gomez proposed a vision statement, but participants found it too lengthy. Co-Lead, Mr. Smith, recommended creating separate goals, objectives, and strategies from the vision statement. Mr. Miller explained that the resident assessment would help create these priorities.

Mr. Perez-Gomez's suggested vision statement: **"..to achieve physical & mental health by increasing safety in green spaces, accessibility to services and increase community participation, educational attainment and community development by providing resources in a manner attainable to all people."**

Ms. Vincent suggested vision statement: **"To create a thriving and inclusive community where every individual is empowered, valued, and equipped with the opportunities and resources to reach their full potential. We envision a future where collaboration, equity and innovation drive sustainable growth and well-being for all."**

Participants were asked to bring their ideas on vision statements to the next meeting.

5. Planning Handbook

Ms. Vincent distributed planning handbooks. The handbook is designed to walk CNI participants through the steps of the planning process of transforming an existing community into a neighborhood where people choose to live. The task force members were asked to review and become familiar with the information and bring it to future meetings for reference.

6. Questions

Why aren't people who have children here? Wolfe is primarily elderly/disabled.

Why can't there be waivers for a period of time where they do not include the child's income as part of overall household income.

7. Next Meeting

The next meeting date and time will be July 11th at 5:30pm.



People Task Force

June 13, 2024



For More Information Visit
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Agenda

- I. Welcoming – Program Manager
- II. Roll Call – Co-Leads
- III. Minutes of Last Meeting
- IV. Updates
 - A. Kick-Off of Resident Survey
 - B. Resident Survey Schedule
 - C. Draft Neighborhood Survey
 - D. Early Action Activities Update
 - E. Resident Advisory Committee Update
 - F. Planning Handbook
- V. People Priorities
 - A. SWOT Analysis
 - B. Neighborhood Data Profile
- VI. People Vision Statement
- VII. People, Goals, Objectives Metrics, and Strategies



Updates

People Task Force Meeting – May 9, 2024

Censere lead attendees and Task Force member through a SWOT (Strengths (S), Weaknesses (W), Opportunities (O), and Threat (T)) analysis. The purpose of a SWOT is to help the neighborhood identify and build on its SWOTs.

Kick-Off Meeting for Resident Survey – June 5, 2024

YSM conducted a Kick-Meeting to announce the start of the Resident Survey. YSM explained the methodology they will use to conduct the survey.

Resident Advisory Committee Meeting – June 6, 2024

The Master Planner conducted a meeting at Robert T. Wolfe where they discussed their methodology to develop the housing strategies for the Transformation Plan and how that Plan will build on previous studies as well as the YSM Neighborhood Assessment. The Master Planner conducted a SWOT geared towards the housing component of the planning. The Master Planner will hold a day-long charrette in September.



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Updates (Cont'd)

Housing and Neighborhood Task Forces Meeting – June 6, 2024

The Master Planner conducted a combined meeting at HSC where they discussed their methodology to develop the housing strategies for the Transformation Plan and how that Plan will build on previous studies as well as the YSM Neighborhood Assessment. The Master Planner conducted a SWOT geared towards the housing component of the planning. The Master Planner will hold a day-long charrette in September. This meeting was a repeat of the one conducted earlier in the day at R.T.W.



Choice Neighborhood Planning Process

Phase 1. Mobilize - Project

This phase involves organizing the team, developing a comprehensive outreach strategy, and inviting stakeholders to serve on committees and task forces.

Phase 2. Needs Assessment and Analysis

Phase 2 focuses on identifying strengths, weaknesses, opportunities and threats. This phase also involves conducting a Needs Assessment and Market Analysis.

Phase 3. Visioning

Once data from the Needs Assessment and Market Analysis are analyzed, the focus shifts to exploring strategies to address the issues identified in these analyses.



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Choice Neighborhood Planning Process

Phase 4: Draft Transformation Plan

Phase 4 focuses on creating a vision for the Transformation Plan based on the preferences of the community residents expressed during the Visioning Phase.

Phase 5. Final Transformation Plan

During this phase, the task forces will revise the Plan based on feedback from the community and HUD.

Phase 6. Implementation

The final phase of the process focuses on turning ideas outlined in the Plan into action.



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Phase 2 – Needs Assessment and Analysis

- Resident Assessment – Start June 10, 2024
- Neighborhood Assessment – Draft Completed
- Baseline Data- Data Haven
- SWOT Analysis – Completed
- June 20, 2024 – Community Listening Session



• **Baseline Data – Data Haven**

- **Educational Attainment % 25+ With High School Diploma**

- Hill – 71%
- New Haven – 84%
- Region – 91%

- **% Cost Burdened Households**

- Hill – 59%
- New Haven – 49%
- Region – 38%



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• **Baseline Data – Data Haven**

• **Children in Poverty Rate**

- Hill – 36%
- New Haven – 36%
- Region – 16%

• **Poverty Rate**

- Hill – 31%
- New Haven – 25%
- Region – 12%



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• **Baseline Data – Data Haven**

- **Children in Poverty Rate**

- Hill – 36%
- New Haven – 36%
- Region – 16%

- **Child Low-Income Rate**

- Hill – 72%
- New Haven – 62%
- Region – 32%



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• **Baseline Data – Data Haven**

- **Senior Poverty Rate**

- Hill – 30%
- New Haven – 19%
- Region – 8%

- **Low-Income Rate**

- Hill – 59%
- New Haven – 46%
- Region – 25%



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• **Baseline Data – Data Haven**

- **Life Expectancy**

- Hill – 75.9%
- New Haven – 78.2%
- Region – 79.8%

- **Adult Coronary Heart**

- Hill – 7%
- New Haven – 5%
- Region – 5%



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• Baseline Data – Data Haven

• **Adult Asthma**

- Hill – 13%
- New Haven – 13%
- Region – 11%

• **Adult Diabetes Rate**

- Hill – 17%
- New Haven – 12%
- Region – 10%



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• **Baseline Data – Data Haven**

• **Adult High Blood Pressure**

- Hill – 36%
- New Haven – 31%
- Region – 31%

• **Adult With Any Disability**

- Hill – 39%
- New Haven – 30%
- Region – 25%



• **Baseline Data – Data Haven**

• **Adult With Mobility Disability**

- Hill – 20%
- New Haven – 14%
- Region – 11%

• **Adult Annual Checkup Disability**

- Hill – 75%
- New Haven – 74%
- Region – 76%



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• **Baseline Data – Data Haven**

• **Adult Annual Dental Visit**

- Hill – 48%
- New Haven – 59%
- Region – 70%

• **No Health Insurance**

- Hill – 23%
- New Haven – 14%
- Region – 8%



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• **Baseline Data – Data Haven**

• **Adult Smoking Rate**

- Hill – 24%
- New Haven – 19%
- Region – 15%

• **% Adults Sleeping Under 7 Hours/Day**

- Hill – 43%
- New Haven – 40%
- Region – 35%



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• Neighborhood Assessment Data

• XXX

• XXX



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• People Strategy Matrix

- 1. Prioritize Needs
- 2. Draft Vision Statement
- 3. Goals
- 4. Outcomes
- 5. Metrics
- 6. Strategies
- 7. Partners



• What is a Vision Statement ?

People wishing to develop a neighborhood plan will first need a clear idea of what it is that they want to achieve, and how they are going to achieve their goals. Before proceeding down the road of policy writing and evidence gathering there will be a need for community consultation to ensure that you develop a shared vision for the neighborhood area.

What is a 'vision'? A vision is your optimal mid to long-term goal describing what you want your neighborhood to look like at the end of the plan period. It is often written in the future tense as a statement of what 'will be'. For example:

Draft Vision: Empower, prepare and support Union Square/Hill residents of all ages to achieve academic success, sustainable employment through workforce training and educational resources and consistent well-being in mind, body and spirit.

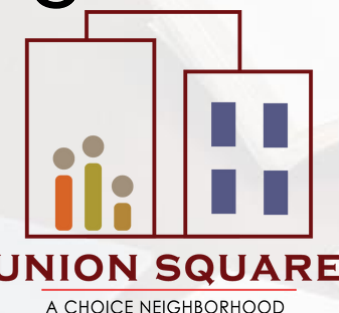


• People Priorities

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• Aligning Vision Statement With Priorities

It should go without saying, but make sure you are in step with the neighborhood's priorities. A plethora of People priorities have been identified through prior studies, SWOT analyses, Yale's Draft Neighborhood Assessments, and resident and community and stakeholder meetings. A shared understanding of priorities needed to ensure success with accomplishing our goals and objectives.

- Improve health care outcome such as life expectancy
- Increase the educational attainment level for neighborhood residents
- Reduce the childhood and adult poverty level
- Increase income level for neighborhood residents
- Eliminate barriers to employment for elderly and disabled Wolfe residents
- Access to fresh and healthy foods



• Aligning Vision Statement With Priorities

Draft Vision Statement:

Build on myriad of neighborhood assets to empower, prepare and support Union Square/Hill residents of all ages to achieve academic success, sustainable employment through workforce training and educational resources, improved health care outcomes, and a reduced level of poverty for children and adults.



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• What are Goals/Outcomes/Metrics

- Goals are objectives or targets that individuals or organizations aim to achieve. They provide direction and motivation, helping to focus efforts and resources towards desired outcomes. Would you like to know how to set effective goals
- Outcomes are the **changes that occur as a result of your actions**. These typically involve improvements for a community or service. When designing a project, it's important to know what your project outcomes are so you have a way of measuring your success and understand what your overall goal is.
- Metrics are quantitative measures that reveal important information about your community processes and their performance. Every community has specific metrics they evaluate.
- Communities can use metrics to assess and track performance, effectiveness, and efficiency within a specific functional area or project. Your community can use the results to make valuable changes and improvements.



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UPCOMING DELIVERABLES/EVENTS

June 20, 2024 – Listening Session

June 20, 2024 – Initiate Resident Survey

June 20, 2024 – Community Listening Session

June 27, 2024 – Early Action Committee Meeting



Questions and Answers



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