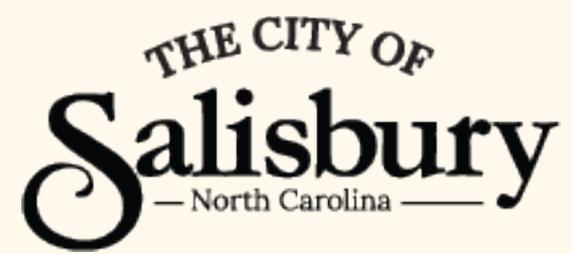


# Community Action Planning Sessions Update & Preliminary Data Summary

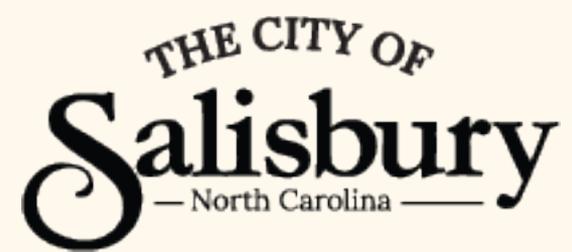
2017

# Community Action Planning Sessions Background



- Prior Community Conversations didn't work
- Worked with facilitator Brenda Anderson of The Galilee Agency
- 20+ Stakeholders were asked to assist in Community Action Planning Sessions development
  - ▣ Identified four areas of focus to move Salisbury forward
- Held multiple sessions at multiple locations throughout April and one in May for Spanish-speaking residents

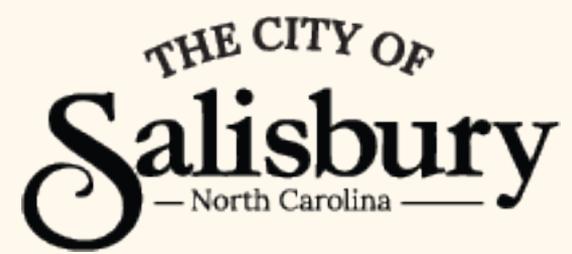
# Vision 2020



## Vision 2020

“To have a healthier community that provides a livable environment which is safer, with higher educational achievement, stronger workforce and employment opportunities and better relationships between the community, the City and Law Enforcement.”

# Community Action Planning Sessions Focus Areas



## Strategic Outcomes (Focus Areas)

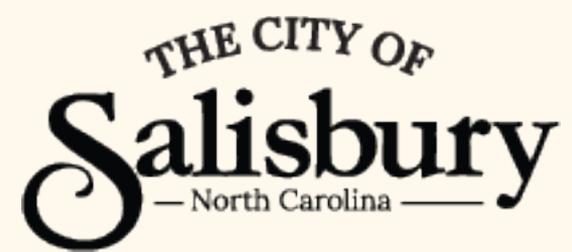
**Public Safety:** Safer neighborhoods and healthier communities

**Opportunities for Children and Youth:** Increased high school graduation rate

**Improved Community Relations:** Improved community relationships with the City and Law Enforcement

**Workforce Development:** Improved employment opportunities

# Community Action Planning Sessions

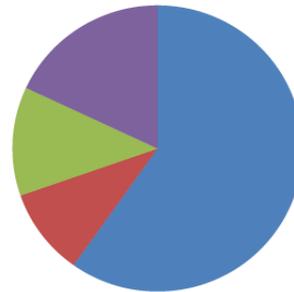


- Five sessions were held throughout the City:
  - ▣ Monday, April 3, Wallace Education Forum
  - ▣ Thursday, April 6, Livingstone College
  - ▣ Saturday, April 8, Civic Center
  - ▣ Saturday, April 29, YMCA
  - ▣ Saturday, May 20, Cornerstone Church

# Community Action Planning Sessions Participation

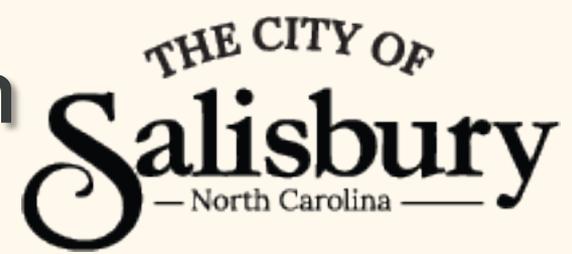
- Based on the analysis of registrations and attendance information captured, most participants (73) represented communities from the 28144 zip code in the City of Salisbury.

## Session Participation by Zipcodes



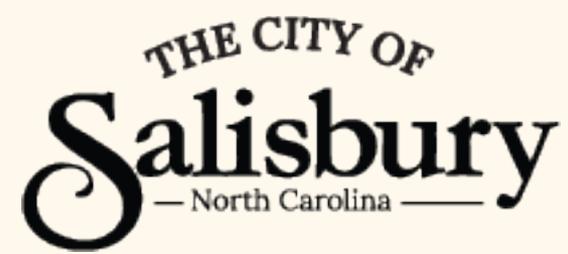
■ 28144 ■ 28146 ■ 28147 ■ Other

# CAPS Session Registration and Participation



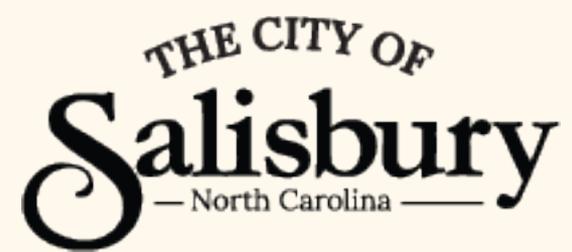
- Each session averaged 40 participants including City of Salisbury and Rowan County Staff
- Most registrants indicated that they heard about the session from a friend, family member, co-worker or an Ambassador
  - Salisbury Post next highest response

# Community Action Planning Sessions Evaluations



- Participants were asked to complete a session evaluation to survey their responses.
- Approximately 90% of participants (Total survey responses received – 148) completed the surveys.
- Responses reflect that 87.8% of respondents either responded “Strongly Agree” or “Agree” that “the sessions effectively identified solutions to make the City of Salisbury safer and a healthier community to live.”

# Community Action Planning Sessions Evaluations



## Session Participation by Focus Areas

Focus Areas	Participation
Improving Public Safety	44
Opportunities for Children and Youth	35
Improving Community Relations	37
Workforce Development	30

# Evaluations

- Total Process Evaluation Surveys Recorded – 148 (90% response rate)
  - Note: Some respondents did not respond to all items on survey
- Survey Responses
  - *The session effectively presented the issues facing the City*
    - **91.2% Strongly Agree or Agree**
  - *The focus areas reinforce the vision for safer and healthier community*
    - **89.8% Strongly Agree or Agree**
  - *My feedback was heard regarding actions to help...*
    - **87.1% Strongly Agree or Agree**
  - *The goals recommended in Focus Area will help...*
    - **85.8% Strongly Agree or Agree**
  - *Overall the session effectively identified solutions...*
    - **87.8% Strongly Agree or Agree**

## Community Engagement Commitment

- 60% (88) of respondents indicated an interest to be a part of the ongoing process
- Additional comments reflect a need for more sharing of information regarding resources and need for more transparency

# Outcome Evaluation

- **Key Current Reality Themes**
  - **Access to Transportation**
    - Accessing opportunities for children
    - Improve public safety
    - Educational opportunities
    - Workforce opportunities
  - **Availability/Awareness of Resources**
    - Collaboration groups (neighborhoods and communities)
    - Additional tools and technology
    - Communication outreach
  - **Training and Education**
    - Parent Education
    - City Staff and Law Enforcement
    - Education and training partnerships
  - **Leverage Diversity**
    - Trust development
    - Commitment (All stakeholders)

## □ Pathways to Success – Strategies

- Strategy: S1 - Create a model/culture of accountability
  - Develop a tangible action plan with outcome measures (**Community Action Planning Sessions**)
  - Develop a model of accountability (*Performance measures, process and resource owners, Community Feedback Sessions, Focus Area Roundtables and Summits, etc.*)
- Strategy: S2 – Strengthen educational resources
  - Develop community focus on literacy
  - Strengthen Rowan Salisbury School System partnership
- Strategy: S3 – Improve community relations and engagement
  - Develop community engagement process (Community Feedback Sessions, Focus Area Roundtables and Summits, etc.)
  - Increase promotion of community events

# Strategic Outcomes



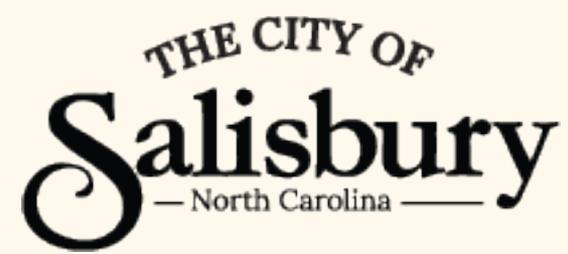
**Focus Area: Improved Community Relations**  
**Strategic Outcome: Improved community relations with the City and Law Enforcement Agencies**

Strategy	Goals	Target Date	Target Date
S1	CR.1. Increase positive male involvement to lower statistic of male absenteeism in the community and families		2020
S1, S3	CR. 2. Reduce rate of homelessness in the City by ___%		2020
S1, S3	CR. 3. Increase community trust ratio by 30% for City and Law Enforcement	2018	2020
Key Initiatives	<i>Community engagement surveys, Quarterly town hall and City Council community meetings, Spanish language resources, Senior citizen engagement, City wide neighborhood council, Transportation and accessibility resources, Housing resources, Law enforcement parent and youth education program, Community police review board</i>		

**Focus Area: Workforce Development**  
**Strategic Outcome: Improved employment opportunities**

Strategy	Goals	Target Date	Target Date
S1, S3	WD. 1. Increase transportation and access to work resources	2018	2020
S3	WD. 2. Increase the number of participants in Second Chance program by ___%	2018	2020
S1, S2	WD. 3. Increase post high school graduates remaining in the community retention rate by ___%	2018	2020
S1, S2	WD. 4. Increase the number of workforce development resources by ___%	2018	2020
Key Initiatives	<i>Early college programs, Youth Entrepreneur Program, City and Employer Workforce Development Partnership (Youth Employment Program, Re-entry workforce resources, etc.), Retention survey, City Ambassador Programs, Hope Center</i>		

# Strategic Outcomes



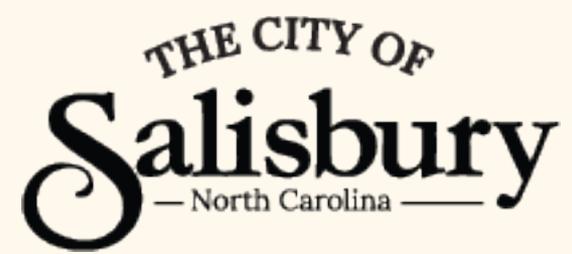
**Focus Area: Improving Public Safety**  
**Strategic Outcome: Safer Neighborhoods and Healthier Communities**

Strategy	Goals	Target Date	Target Date
S1	PS.1. Implement a community policing model throughout the City of Salisbury		2020
S1	PS.2. Achieve population to police staffing ratio of 90-95%	2018	
S1	PS.3. Reduce violent crime in city by 30%		2020
Key Initiatives	<i>Police staffing and compensation strategy, neighborhood watch process, communication technology and surveillance upgrades, community policing review boards</i>		

**Focus Area: Opportunities for Children and Youth**  
**Strategic Outcome: Increased high school graduation rate**

Strategy	Goals	Target Date	Target Date
S2	CY.1. Implement a parent education initiative in partnership with RSSS and other agencies	2018	2020
S3	CY. 2. Increase the number of youth service providers (i.e. Boys and Girls Club) and program offerings	2018	2020
S1, S3	CY. 3. Implement a city sponsored mentoring program in partnership with colleges and community organizations	2018	2020
Key Initiatives	<i>Early childhood workshops for parents, Transportation and accessibility resources, "Safe Zones", Children and Youth Services resource guide</i>		

# Community Action Planning Sessions Next Steps



- Next steps
  - ▣ Council Presentation
  - ▣ Taking preliminary outcomes to the community
    - Monday August 14, 6 p.m., Civic Center
    - Saturday, August 19 10 a.m., City Hall