SE Ferguson Initiative Update
Community Demographics

**Median Age**

- Southeast Ferguson
- Ferguson
- St. Louis County

**Black Population**

- Southeast Ferguson
- Ferguson
- St. Louis County

**Poverty Rate**

- Southeast Ferguson
- Ferguson
- St. Louis County
Community Demographics Cont’d

**Median Household Income**
Source: ACS 5 Year Estimates, 2012-2016

![Median Household Income Chart]

**Unemployment**
Source: ACS 5 Year Estimates, 2012-2016

![Unemployment Chart]
Challenges

Residents reported feeling:
- Neglect in their part of the community.
- Little connection to the broader area.
- Disparity in access to services and resources.

Residents reported concerns with lack of opportunity for youth development and activity

Our Strategies:
- Development and expansion of SE Ferguson Community Association.
- Development of key activities to engage residents and connect to supportive services.
- Increased interaction with City of Ferguson.

Our Strategies:
- Developed and launched Youth Fellowship.
- Supported and developed opportunities for civic engagement and advocacy.
- Engaged community and City leadership to support mentoring and career exploration.
- Developed key partnerships to expand youth programming throughout the year.
Timeline 2017: July–December

- **July**
  - New Staff Assigned
  - New Mission
  - Commitment from Lipton Group
  - Community Appreciation Day planning underway

- **August**
  - Community Appreciation Day!
  - 69 resident sign-ups
  - Youth Fellows Interviews
  - SE Ferguson receives news coverage
  - Established partnership with RGHS and FYI

- **September**
  - Youth Fellowship launches
  - City formally recognizes Association by adding them to the City website.
  - Recruitment plan created to increase active membership.

- **October**
  - Association participates in 3 separate events: City Park Clean-Up, St. Louis County Promise Zone Survey and City Council meeting
  - Hold first Halloween pop-up recruitment event

- **November**
  - Association & Fellows participate in DOJ public-policy forums.
  - City of Ferguson legal counsel participates in work session.
  - Association partners with Salvation Army to produce holiday celebration.

- **December**
  - Association holds SE Ferguson Holiday Celebration
  - 200 plus participants
  - Eight community partners contribute
  - Alliance Credit Union commits to corporate partnership

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Other highlights:
- Alliance Credit Union commits to corporate partnership
- Recruitment plan created to increase active membership.
- City formally recognizes Association by adding them to the City website.
Progress

- 16 Community partners who have connected to residents through Association efforts.
- 13 Attendees on average to participate in monthly Association meetings since July.
- 98 Residents signed up to participate in the Association.
- 20% of the SE population has participated in Association sponsored events
- 5 times since July, the Association has received media coverage
- $5,000 in leveraged funds and resources from partners
- 7 community events and/or meetings coordinated by the Association since July.
Resident Capacity Building

- Core members adopted a formal meeting structure and schedule.
- Adopted a new mission statement "Connect, Empower and Grow SE Ferguson" to better focus efforts for community building.
- Developed action plan to support recruitment, youth development and community partnerships.
- Engaged community organizations to support and participate in community events in an effort connect residents to services and resources.
- Formally recognized on the City's website with the meeting schedule posted for the second Wednesday of every month.
- Engaged City officials and police department to address challenges in the area.
- Increased and lead community interaction with Department of Justice and in supporting policy change with the City.
Community Partners

Adopt-A-Block
Better Family Life
Father Support Center
Ferguson Youth Initiative
Lutheran Hope Centers*
Saint Louis County Department of Health
Salvation Army*
Urban League*
University of Missouri

Alliance Credit Union*
Dellwood-West Florissant Business Association
Lion’s Club*

City of Ferguson*
Ferguson Police Department
United States Department of Justice

Riverview Gardens High School (H.S.)
Koch Elementary

*leveraged funding and/or resources
City of Ferguson

- Contributed resources and funding to resident-led events.
- City Councilmembers participated in Association meetings and provided City information, announcements and safety data.
- Association works closely with DOJ to support City's policy reform efforts.
- Association works with Ferguson P.D. to support and guide their SE Ferguson community engagement efforts.
Moving Forward

Residential Board Development
- Over the next 3 months, will connect with all 5 properties to support the development of residential groups and provide technical support.
- Introduce a training program to support a uniform approach to community transformation and align with SE Ferguson Community Association efforts.
- Develop a consistent and effective strategy for distributing information.

Community Partnership & Service Linkages
- Over the next 6 months, US will meet continuously with partners to support a collaborative approach to providing direct services, resources and referrals to residents.
- US will lead community partners in developing materials and outreach strategies to increase residential access to services and resources.

SE Ferguson Community Association
- By March, will complete implementation of formal processes and policies (By-Laws).
- Develop/Support a new community based project in the Spring.
- Prepare for upcoming annual events.
- Support community partner efforts by providing outreach and engagement to residents regarding programming and services.
- Develop a plan of action to support youth who attend Koch elementary.
Indicators for success

▲ Increase # of individuals connected to services through the Association
▲ Increase in resident membership in the Association
▲ Increase # of members participating in community events
▲ Increase # of community partnerships established which yield resources to residents
▲ Additional leverage funding & resources
▲ Increase # of resident-led events
▲ Increase % of residents with a sense of connection to the broader community