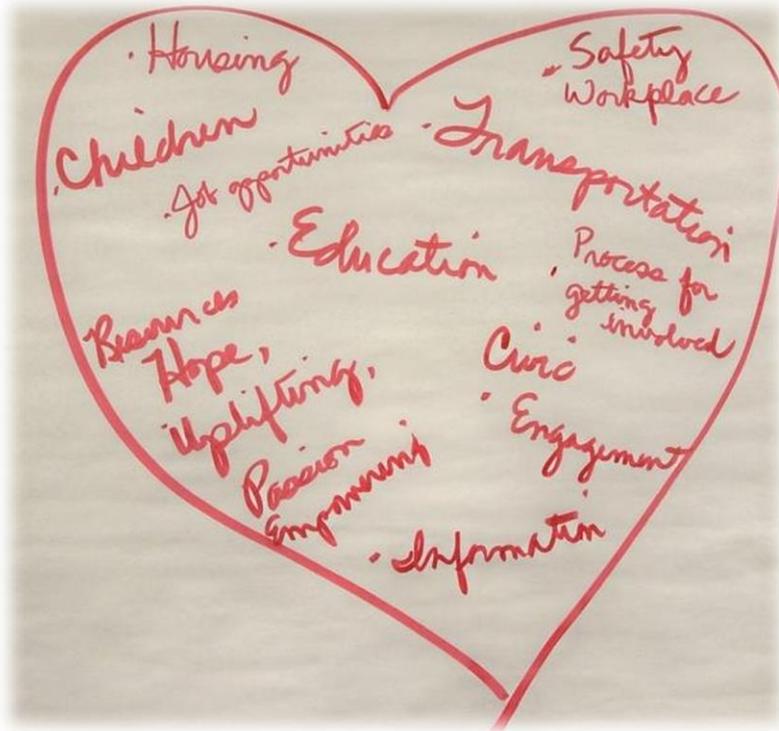


THE COMMUNITY ENGAGEMENT PLAN

The Vision



To create a culture of opportunity in the LTT community where existing resident leadership feels empowered to effectively make change in their community, where residents seeking to participate in the implementation of the LTT Transformation Plan feel welcome and encouraged to participate, and to create sustainability of the initiatives and programs identified in the Choice Neighborhoods planning process.

Overview



Residents in the LTT communities have been actively engaged in the transformation of their community since the Lacoochee-Trilby Strategic Master Plan was adopted in 2009. This planning effort was the first comprehensive redevelopment planning discussion held in Pasco County, bringing together residents, business partners, not-for-profit agencies, and government officials to lay the groundwork for the revitalization of the distressed community.

LTT Steering Committee



The Lacoochee-Trilby-Trilacoochee (LTT) Steering Committee was created as a result of the recommendations in the Master Plan. The recommendation called for the creation of a committee of residents and stakeholders to facilitate implementation of the plan objectives, and to create an accountability mechanism for government and agency partners to report on progress and initiatives in the area. The LTT Steering Committee has been operating in its current form since 2010. Prior to the creation of the LTT Steering Committee, multiple community groups met to discuss issues and operated independently of one another. The Community Action Team (a team of agency stakeholders and volunteers) met monthly at Lacoochee Elementary School to discuss school-related issues, community activities, and services

available from agency partners. In addition, the Greater Trilby Community Association existed as a not-for-profit primarily serving the Trilby area. The mission of the LTT Steering Committee is to bring all of these separate organizations together to create a unified voice to address community concerns and create sustainability in the area.

Working Group Leadership

In addition to the LTT Steering Committee, Working Groups consisting of residents, agency partners, and staff from Pasco County and the Pasco County Housing Authority worked together to develop goals, objectives, and action strategies for the development of the Lacoochee-Trilby-Trilacoochee Transformation Plan. A working group leadership team was formed, consisting of those individuals that volunteered to organize and lead these working groups, to routinely discuss successes, pitfalls, data needs and availability, and progress throughout the plan development.





Pasco County Housing Authority Resident Outreach

Throughout the initiation of the transformation planning process, it was noted that there was a lack of communication from the Pasco County Housing Authority in a consistent and understandable manner, leading to a subsequent lack of consistent and informed engagement from the Pasco County Housing Authority residents. A significant number of the residents living in the Pasco County Housing Authority communities in Lacoochee are primarily Spanish-speaking, and

much of the communication used to promote the transformation plan (newsletters, invitations, etc.) was initially done solely in English. Through the use of a dedicated Resident Outreach Coordinator, the Pasco County Housing Authority was able to reach many residents living in the four Pasco County Housing Authority communities, creating a culture of engagement in the communities. Through the outreach coordinator’s efforts, many residents chose to participate in the LTT Leadership Academy, provided by the University of South Florida Institute of Government, as well as participate in many of the LTT Steering Committee meetings. These residents are also becoming more involved through community volunteer opportunities, and becoming more engaged in the community overall.

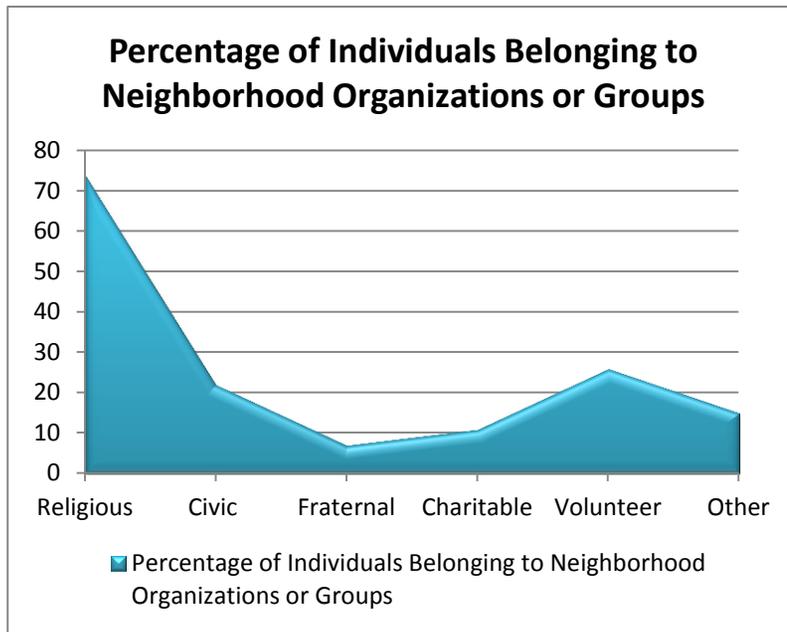
Current Conditions

Comprehensive Needs Assessment

The Comprehensive Needs Assessment was the first survey of its kind completed in the LTT communities. It was created by a group of individuals representing the local community, agency partners, Pasco County, and the Pasco County Housing Authority, to address perceptions related to housing, public services, social services, and community engagement. The survey was administered by 30 survey canvasser volunteers that were trained by representatives of the Pasco County Housing Authority and the University of Florida/Pasco County Cooperative Extension Service Division. The surveys were completed over a three-week period, with door to door requests being completed in pairs.

Every pair of survey canvassers was assigned a zone based on the total number of residential units in that zone.

Out of the 216 individuals surveyed, 46 (21.30 percent) indicated that they belonged to a neighborhood organization or group. The chart below represents the percentage of community involvement of those 46 individuals.



LTT Leadership Academy

The LTT Leadership Academy offered residents in the community the opportunity to complete an aggressive, project-based curriculum to increase the capacity of individuals in the community and lay the foundation for a sustainable community engagement initiative. The training contained five separate

modules, each building upon the previous, which assisted residents in identifying short-term projects that would achieve small successes, acknowledging which partners needed to be at the table to successfully implement those projects, and identifying funding sources to bridge funding gaps. Additionally, participants also gained knowledge on non-violent courses of action to resolve neighborhood issues and developed an understanding on how to successfully advocate for change in the LTT neighborhoods by navigating through the various levels of government.

LTT Leadership Academy Modules



Grassroots Leadership

The grassroots leadership module presents a project-based leadership approach wherein multiple community projects are envisioned by participants and carried out in the local community. The curriculum integrates principles of self-determination, empowerment, collaborative leadership, community engagement, and cross-cultural networking to help participants affect community change. The training encourages participants to practice what they learn including experiencing the challenges and rewards of appreciating differences, building relationships, working together as a team, planning and taking effective action, and celebrating accomplishments. Sessions included teaching core leadership skills in the areas of visioning, project management, team building, partnership development, and communication.



In this module, the project ideas/groups included:

- Safe Spaces (Public Lighting and Safety Survey for PCHA Communities)
- Communication and Education
- Youth Services
- Developing Character for Youth
- Improving Community Property

The following outcomes were achieved as a result of the grassroots leadership module:

- Completed community survey on street lighting in PCHA communities
- Completed community survey on safety in PCHA communities
- Development and distribution of bilingual community resource guide
- Data gathering to document housing code violations
- Planning for youth community soccer in the LTT community
- Planning for a back to school community services awareness celebration

Transformational Partnerships

Transformational Partnerships provided an evidence based community building curriculum incorporating interactive training, small group break out activities, aimed at generating knowledge, value, and skill sets to develop highly effective innovative partnerships capable of achieving sustainable community change. Sessions included a framework for building transformational partnerships, understanding and overcoming the barriers to engage partners, developing positive synergies to leverage resources and solve problems, and establishing strategies to replicate partnerships for measurable long-term development.



Grant Writing and Leveraging Resource Opportunities

Grant writing provided a curriculum geared to build or strengthen the skills of local grant writers and those interested in becoming familiar with the process of grantsmanship. The training was conducted with an intensive interactive format, covering the core components of a grant proposal. This included the cover letter, the abstract, project narrative, goals and objectives, evaluation plan, and budget. Additional topics included identifying funding sources, leveraging resources for maximum impact, and tips for successful grant review.

Kingian Non-Violence

The Kingian Non-Violence module is based on the philosophies and writings of the Reverend Dr. Martin Luther King, Jr. This curriculum was presented through highly engaged and interactive sessions, using role plays and applied activities to address the six principles of nonviolence. The training provided conflict resolution skills, reconciliation strategies, and value clarification. Participants were guided through the steps of nonviolence

including information gathering, education, personal commitment, negotiation, direct action, and reconciliation.



Navigating Government through Effective Advocacy

Navigating government is an effective curriculum to develop positive relationships with local, State, and Federal elected officials through a carefully designed and executed advocacy plan. The training used an advocacy network through community outreach initiatives and collaboration with other government entities, business and civic organizations, and constituent groups. Interactive exercises were used to engage participants in applying new knowledge on creating a key message and making a call to action. The training also encouraged and assisted individuals, stakeholders, and community leaders to increase their desire and capacity for participating in the government process and appropriate programs.¹

¹ Lacochee-Trilby-Trilacoochee Leadership Academy, Final Report, June 2015, University of South Florida Institute on Government, School of Public Affairs, and Jim Walter Partnership Center (Incorporated into Document as Appendix E)

TRANSFORMATION PLAN GOALS

Goal: The Lacoochee—Trilby-Trilacoochee Community will have a consistent and accountable governance structure to implement its transformation plan

Objective: Utilize a multiagency leadership team to provide guidance on plan implementation, routine updates to local government organizations and community residents, and assist in the provision of funding and communications on plan objectives and status.

Strategy: The leadership team will consist of core individuals that represent community interests, the anchor institution, lead agencies, and other core social service and business stakeholders to effectively communicate goals and milestones. It will be a cross functional team, with Pasco County, PCHA and the School Board as lead agencies. WREC will serve as the anchor institution, and the LTT Steering Committee will continue to operate as the community based organization to track and monitor progress, encourage community involvement, and keep agencies accountable. In addition, other core agencies will serve various roles depending on the scope of service that they provide to the redevelopment efforts. These include U.S. Congressional offices, not-for-profits, and quasi-public entities.

Measurement Tools: Number and frequency of leadership team meetings held; percentage of completion of priority projects (as established in implementation schedule for transformation plan); number of MOUs and agreements developed to facilitate implementation of plan.

Expected Results: The formation of this leadership team will create a routine meeting cycle and a culture of accountability for key organizations participating in the transformation planning process. It is anticipated that through the implementation of this leadership team and reporting of its progress to residents via the LTT Steering Committee, education about programs will become more attainable, and core agencies will be more inclined to offer services. Additionally, the leadership team will serve as the accountability mechanism to ensure that the plan is implement to its fullest potential, serving as the advocate for the prioritization of strategies and plan objectives, identifying and applying for funding to implement the plan, and working in partnership with funding agencies and partners to develop agreements and memorandums of understanding of roles and responsibilities to successfully implement the plan. The leadership team will forge the communication to residents and stakeholders about plan objectives, and will increase participation in social and community services as a result of its implementation.

Responsible Partner and Funding Committed: Currently, all partners identified as part of the leadership team are actively involved in the Choice Neighborhoods Initiative. It is not anticipated that any further funding will be necessary to utilize this team for the governance structure.

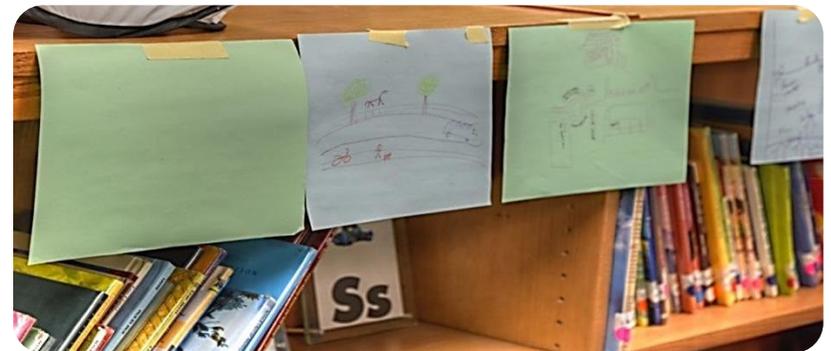
Target Audience: Agency partners and core resident leadership.



Goal: The Community Will Develop Resources to Build Its Capacity, Creating Sustainable Initiatives and Grassroots Accountability

Objective: Utilize train the trainer opportunities, community block captains, and longitudinal survey data to evaluate successes of the Choice Neighborhoods Initiative

Needs Assessment Data: 58 percent of residents that participated in the Comprehensive Needs Assessment identified education at all levels as poor or unavailable. Additionally, the comprehensive needs assessment identified that several gaps may exist in social services that may constitute an environment where the health, safety, and welfare of its residents are at serious risk. Currently, the baseline data does not exist for the participation in various social service programs from the LTT area due to its rural nature and zip code being shared with the greater Dade City area. A baseline will have to be established of services actually utilized from residents in the area (through agency data or through a more comprehensive resident survey) to determine the success of outreach and educational programs.



Strategies: Through a successful leadership team, the training and technical assistance offered through the LTT Leadership Academy will be replicated through train the trainer events offered by the LTT Steering Committee. This will be the initial event to continue grassroots capacity building endeavors in the neighborhoods. Follow up survey needs analyses will be completed every three years and trend analyses shall be completed to determine overall programmatic successes and areas for improvement. Throughout the following years, existing block captains and new team members will go through continual training and receive information about best practices to ensure



that up to date information is provided and that momentum continues.

Measurement Tools: Number of residents that participate in train the trainer opportunities; number of residents that volunteer to become block captains. Additionally, the number and percentage of residents that take leadership positions in the LTT Steering Committee.

Expected Result: The percentage of residents participating in community events and volunteering to become block captains will increase through this initiative. A baseline will have to be set after the implementation of the first train the trainer program; the percentage of participants is expected to grow by ten percent per year after the baseline is set. Additionally, it is expected that

at least two new community members per year will take leadership positions in the LTT Steering Committee. Additionally, LTT Steering Committee general membership will grow by ten percent year over year for three years as a result of these initiatives.

Responsible Partner and Funding Committed: No funding for train the trainer programs are needed, except in kind contributions through volunteer efforts. If materials are necessary, a funding source will be identified for the production of materials. Additionally, future surveys can be administered through volunteer efforts. Partner funding agencies will need to be identified for the printing of survey materials.

Targeted Audience: Any resident living in the LTT communities.

Needs Assessment Data: Approximately 30 percent of residents do not have access to the internet, the primary form of communication for many agency partners operating in Pasco County. Additionally, while over 70 percent of the residents that responded to the Comprehensive Needs Assessment identified that they were part of a religious organization, many residents are not involved in civic or community organizations or groups.



Goal: Involvement of local and regional religious organizations will continue to be pursued to provide stable and consistent involvement of residents in the LTT communities

Objective: The development of an interfaith consortium will create cohesion among the competing religious groups, and allow for a unified approach to community engagement and involvement.

Strategy: While many of the community’s religious organizations operate independently, there are moments when a portion of the community’s religious organizations operate as one group, addressing fundamental community needs. The development of a consortium of religious leaders is a long-term goal for the LTT community; continuing to seek interested religious leadership and involve them in the LTT Steering Committee, welcome their ideas and congregations into the transformation plan initiative is an ongoing strategy and will continue to be pursued as larger initiatives are taking place.

Measurement Tool: The number and percentage of religious leaders and organizations participating in LTT Steering Committee meetings and LTT community events.

Expected Result: Currently, there are a few consistent representatives from the religious community that participate in the LTT Steering Committee and community events routinely. It is anticipated that this representation will grow by 10 percent year over year, and as representation grows, the likelihood of a consortium of leaders to be developed becomes more feasible.

Responsible Partner and Funding Committed: Currently, the encouragement of religious organizations and leadership has fallen to institutions already involved in the transformation of the LTT community. Facilitation of this dialogue and increasing the involvement of religious organizations will continue to be supported through grassroots efforts spearheaded by faith-based organizations in the community.

Targeted Audience: Religious leadership of all faiths and denominations.

Needs Assessment Data: Over 70 percent of respondents to the Comprehensive Needs Assessment are active in religious organizations.

Goal: The Choice Neighborhoods Initiative message will be successfully communicated to Pasco County Housing Authority and greater LTT residents, agency partners, and government officials in a timely and comprehensive manner

Objective: Utilize LTT Steering Committee as the primary vehicle for communication with area residents, by holding comprehensive meetings on a routine schedule, communicating through multiple methods, and creating a welcoming culture for new members.

Strategy: The LTT Steering Committee will continue to be the core entity to communicate the message, manage public and community relations, and provide consistent and constant

feedback about the impacts of the planning efforts in the community. Notices of LTT meetings shall be distributed via hard copy distribution to PCHA residents, through email correspondence, distribution at the Boys & Girls Club, Lacoochee Elementary School, and Premier Community Healthcare, Inc.

Measurement Tool: Number and percentage of residents participating in LTT Meetings; number of new residents participating in LTT Steering Committee events; number and percentage of residents participating in the development of implementation initiatives. Number of initiatives successfully implemented as result of the LTT Steering Committee.

Expected Result: Increase membership of LTT Steering Committee by five percent year over year for three years. Track initiatives supported by the LTT Steering Committee and track effectiveness for identifying partners, procuring funding, and successfully implementing initiatives, with the goal of at least one initiative per year to be completed by the LTT Steering Committee.

Targeted Audience: Any resident living in the LTT communiites.

Needs Assessment Data: Only 21.30 percent of residents are actively engaged in a community or neighborhood group.

Responsible Partner and Funding Committed: No funding is necessary for this initiative, as the LTT Steering Committee is an established entity.

