



2025 COSCDA Annual Training Conference- Springfield, IL.

Timetria Murphy-Watson,
Regional Vice President



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LEADING WITH LOVE & LEVERAGE

Urban Strategies, Inc. (USI) is a Best-in-Class national "Think and Do Tank" (non-profit) with over 45 years of experience leveraging housing for community and economic development.

Working in 63 large, mid-size, and small communities across the country, we form, activate, and lead powerful cross-sector coalitions that deliver measurable results.

As a partnership-based, learning, and convening platform we center the voices and expertise of communities, because we know that every community facing persistent challenges is rich with the expertise to solve those challenges.



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Who is USI?

- Over **45** Years of Experience Nationwide
- Supporting More Than **30,000** Families
 - Building relationships that allow for trust and partnership
- Connected to Over **100,000** Units of Housing
 - Actively connecting pathways to housing choice and homeownership.
- Experts at maximizing federal programs
 - Human Capital Planning in **21** Cities
 - HOPE VI
 - **25** Choice Neighborhood Implementation Grants = **\$480 Million** in Awarded Funds
 - **3** Choice Planning Grants
 - 63106 Promise to Success - Promise Neighborhood
 - Jobs Plus
 - Digital Literacy and Connectivity
- Over **\$460 Million** in Public and Private Resources Leveraged for Innovative Programs and Initiatives

Educational Initiatives in 21 school systems

- Early Learning Opportunities
- Read for the Record
- Academic Support & Youth Development
- Tutoring, Mentorship, and Leadership Development
- National Night Out / Back to School

Earned and Learned Resources

- Career Connected Learning (NICHE)
- Cheeks in Seats - Attendance Awareness
- Special Initiatives
 - JUMP - Digital Literacy and Connectivity

Elderly Services in 4 Senior Living Communities

- Multi-generational programming to ensure seniors age in place.

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USI STRATEGIES AT WORK

OUR MISSION...
All children and families will be STABLE and THRIVING.

FAMILY SUPPORTIVE SERVICES

The Pillars of Our Programmatic Work in Community:

HEALTH & WELLNESS

HOUSING STABILITY

ECONOMIC MOBILITY

EDUCATION

POLICY & INFLUENCE

USI POLICY & INFLUENCE
Knowledge. Align. Act.

Systems Change and CommUnities in Action

USI CDFI
Stability. Prosperity. Liberation.

- Truist: Baltimore, Norfolk, and Fort Myers
- Kresge: Memphis and New Orleans

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RESULTS COUNT FRAMEWORK[®]

The Results Counts approach is based on five core competencies of results-based leadership development.



BE RESULTS-BASED AND DATA-DRIVEN



BRING ATTENTION TO AND ACT ON DISPARITIES



USE ONESELF AS AN INSTRUMENT OF CHANGE TO MOVE A RESULT



COLLABORATIVE LEADERSHIP



ADAPTIVE LEADERSHIP

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Services & Solutions

- **360 Investment Assessment**
- **Technical Assistance**
- **Family Support and Coordination**
- **Results Based Facilitation**
- **Infrastructure Transformation**
- **Technical Development & Consulting**
- **Relocation & Return**
- **Community Development Financial Institution (CDFI)**
- **Partnerships with Local Schools and School Districts**
- **Stakeholder Engagement**



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FAMILY SUPPORT

Family Support is a method of providing services whereby a professional Family Support Specialist (previously known as a case worker) assesses needs of a resident and the resident's family, and monitors, evaluates and advocates for a package of multiple services to meet the specific resident's complex needs to successfully achieve a plan that leads to economic self-sufficiency. The work is both macro and micro.

OUR GOAL...

To arm residents with the tools and support needed to stabilize and/or improve their housing situation.

We help residents in assisted housing adapt to their changing world.
It is a two-way partnership.



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STRATEGIES AT WORK

Family Supportive Services Impact

Over the course of three years, our work in key sites demonstrates the significant increases in key economic indicators.



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STRATEGIES AT WORK

USI has infused **\$314,109,294** in taxable wage income over 5-years across all communities.

USI CDFI has infused **\$12M** in local ecosystems of housing and economic development lending



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PERSON BEHIND THE PORTFOLIO



**TIMETRIA
MURPHY-
WATSON**

Regional Vice
President

- Since 2019
- Programmatic Highlights:
 - **Management of catalytic funding**
 - Jump community- based economic development solution by leveraging investments
 - Build and sustain pathways for families and neighborhoods to build multigenerational wealth and live stable prosperous lives.
 - **People Centered impacts (2,863 Individuals)**
 - 115% increased wages over 5Yrs
 - 63% Employment Rate
 - 6M public and private sources leveraged to support community transformation
 - 81% Feels safe in Home
 - 90% PCP
 - 56% Has bank account



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Examples of Success

St. Louis (FY 2014, 2017, 2019, 2023)

Income Growth

- Average household income with targeted households **nearly doubled**
- **+56%** increase in median household income

Employment & Training

- **+16 percentage points** in full-time employment
- **46 residents** completed job training programs

Early Childhood Education

- Early education participation **nearly doubled**
- **90%** of children entering school are kindergarten-ready
- 30 EL Slots (0-5 for 63106) \$486K annually

Neighborhood

- **5 percentage point** drop in neighborhood unemployment
- **\$100M+** leveraged in private & public investment for housing, neighborhood improvements, and services
- Crime Reports dropped **30%**
- 17 Business Lent (**710K in one, and 1 revolving micro loan** established)

Lake Charles (FY2022)

Housing

- 112 children and families are entrusting the community-driven process to overcome strategic challenges through the transformation of the Stop Six community.
- Currently, **96%** are stably housed with 4% receiving assistance to support rent and utility needs.

Income Growth

- Lloyd Oaks household earnings have risen from baseline of \$14,222 to \$23,051 since transformation efforts began in 2024.

Neighborhood

- Crime Reports Dropped **1%**
- Vacancy and unoccupied Business **Decreased**
- **5.6M of 171M leverage private and public investment** for neighborhood improvement services



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Call to Action

To learn more about USI:



or, book a
strategy session
with USI:

Kristie.Stutler@usi-inc.org

Vice President,
USI Policy and Influence



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