

# JOBS & ECONOMY PLAN

Jobs & Economy Development Initiative (JEDI)

Result 1: All South Salt Lake Residents are employed  
Result 2: All SSL Residents have the skills to obtain jobs that pay a living wage

**Goal:** Recruit, train, and support job seekers for real jobs that offer decent wages, opportunities for advancement, and opportunities for success. (Neighborhood Workforce Pipeline)

**Goal:** Improve SSL economic conditions and culture through a viable system of communication for South Salt Lake businesses and residents to maximize skills and availability

# PROMISE

## Mission:

To work in partnership with employers to create pathways to employment that benefits businesses and workers alike

## Indicators:

- # of employment, education, and/or training services that form clear pathways for participants to build skills needed to enter and advance in the labor market
- Level of existing small businesses and establish entrepreneurial development programs (survey)
- # and % of job seekers with employment supports needed to facilitate job retention and career advancement
- # of key policy and system barriers addressed
- wages, duration of employment, current services (DWS and other government assistance) SSL entire SSL population, subgroups)

## Action Plan:

Action Item	By When	Who's Responsible
Enhance existing job fairs and other events	ongoing	Promise South Salt Lake
Align JEDI with employer resources and SSL Chamber	Written Plan by May 30, 2017	JEDI Council Partners
Update Resource Materials for SSL Jobs Resource Board in Neighborhood Centers	June 30, 2017	Promise South Salt Lake Centers
New materials, campaign branding, SSL Business Outreach	July 30, 2017	Promise South Salt Lake and Community Development
Gather materials and write articles for Jobs OTM Edition	August 20, 2017	All JEDI Council Partners

## Resources / Sources:



Department of Workforce Services (DWS)  
Higher Ed



Salt Lake Community College  
LDS Employment Services  
Granite Technical Institute (GTI)



LYFE  
Zions Bank and other financial institutions  
SSL Chamber of Commerce



Other major South Salt Lake Employers  
Workforce Investment Opportunities Act (WIOA)

## Benchmarks:

- Committee Function
- October OTM-Deliver
- Branded Print Materials
- Continue to Gather, Analyze Map job/ skills location and worker data
- Support Buy Local annual campaign in October (Design District; "You can buy anything you need for your home remodel in South Salt Lake)

## Indicators of Success:

- ★ 18 member organizations (ongoing business is to increase members by two annually)
- ★ Deadlines met for October OTM
- ★ Materials production and distribution
- ★ Data gathered by June 30 for print piece for public/partners
- ★ Buy Local campaign announced in October

## Customer Service Plan:

- Audiences** Businesses, Potential Employees, Community at large Major Employers, Entrepreneurs
- Engagement/ Relationships** City Positions and Local Businesses Explorers Program Job Coaches and Mentors AND Job Coaches and Mentees Promise Family Liaisons, Hispanic Rotary, AmeriCorps VISTA, PSSSL Faith Communities Committee
- Messages** Now Hiring, Education/Skill Building Opportunities Skilled Labor force exists in South Salt Lake Skilled Labor force is developing in South Salt Lake Skill Building Opportunities Available Buy Local Campaign
- Word Out** November OTM, at events, water bills, June print piece job fairs, Chamber connections, Business Outreach

## Team Members:

Community Development  
Promise South Salt Lake  
Urban Design  
Business Liaison

## Stakeholders:

SSL Residents  
DWS Employment  
DWS Refugee Services  
High School Career Center  
Higher Ed.  
Employment Agencies

## Partners:

Zions Bank  
LDS Church  
Talent Team  
Logistics Specialists, Inc.  
Salt Lake Community College

## Resident Involvement:

Participate in job skills workshops and events  
Serve on JEDI council, Neighborhood Advisory,  
Community Development entrepreneurial coaching

## Champions:

Mayor Cherie Wood  
Gary Birdsall  
Julie Tille  
Mike Florence Samantha  
Almanza

## Organizations:

Utah Department of Workforce Services  
South Salt Lake Chamber of Commerce  
AmeriCorps VISTA

2017



# Safety Commission Plan

Result: All South Salt Lake residents have a safe home and neighborhood

Goal:  
To integrate community and municipal efforts to prevent crime and delinquency and advance the safety of South Salt Lake residents

# PROMISE

## Mission:

To enhance quality of life by positively impacting issues related to public safety and neighborhood conditions for residents and the business community

### Indicators:

1. # and % of SSL residents that report mental health issues in past 30 days (includes suicide)
2. # and % of youth who have gang involvement and # and % of youth & adults who have drug/substance abuse issues
3. # and % of SSL residents that engage in neighborhood leadership and civic engagement efforts that prevent crime (Community Connection and SSLneighbors.com)
4. # and % SSL youth with safe routes to school (elem & secondary)

### Action Plan:

Action Item	By When	Who's Responsible
Deliver Mental Health First Aid Deliver QPR Trainings	Quarterly 2017 Quarterly 2017	Adrienne Buhler, Bill Hogan Jim Anderson
Support model/evidence-based activities that address SSL priority risk factors	ongoing- SHARP	Promise SSL, SSLPD, Partners
Deliver Gang Prevention Professional Development	November 2017	SL Metro Gang Unit
Deliver Gang Prevention Parent/Family Nights	Monthly , ongoing March- May, re-evaluate	SSLPD, Promise SSL Staff SL Metro Gang Unit
Mentor Professional Development program	Ongoing	SSLPD, Promise SSL Leaders
Neighborhood Leadership CPTED- Community Connection	Ongoing March 27, 2017	UDL, Promise, SSLPD UDL, Promise, SSLPD
OTM Safety Edition	July 20, 2017	SMC-OTM Staff-, PSSSL & SSLPD

### Resources / Sources:

- +

South Salt Lake Police Department (SSLPD)  
Crime Prevention Unit, Officer Involvement
- +

South Salt Lake Police Athletic/Activities League (PAL)  
Crime Prevention Funding  
Student Health and Risk Protective (SHARP) Data
- +

Granite School District      SSL Coalition -Substance Abuse Prevention  
Federal Models (CPTED, Gang Prevention, etc.)
- +

Good Landlord Program/Crime Free Rental Housing  
NAMI Funding, School District Data , CCJJ

### Benchmarks:

- Recruit two new partner organizations annually
- Directed focus on gangs and drugs
- Directed focus on mental health
- Resource assessments completed
- Data Development Agenda
- Inclusion of information in each OTM
- Mentoring fully implemented

### Indicators of Success:

- ★ # and % of new groups who address crime issues
- ★ # and % of youth who are involved in gangs and gang-related crime
- ★ SSL Mental Health data (multiple indicators)
- ★ Consistent function/results of existing crime prevention groups
- ★ Identification of what new data is needed to achieve benchmarks
- ★ Number of mentor matches

### Customer Service Plan:

- Audiences

Member organizations, Funders (reports to funders)  
SSL Residents, South Salt Lake Seniors, South Salt Lake Youth, SSL schools, SSL families/parents, new and potential residents
- Engagement/Relationships

Resident inclusion and communication, Neighborhood Watch, PSSSL Neighborhood Centers, Community Connection, Chamber of Commerce, Night Out, SSL Neighborhood Leadership
- Messages

Mental Health Promotion, Suicide Prevention, Hoarding is Dangerous, Youth gang prevention messages, CPTED, Crime is down, Safety tips, SSL is a safe place to live and to do business, Fire can be easily prevented
- Word Out

September City OTM Newsletter, Safety Summit  
Neighborhood Watch (English and Spanish)  
Reports to city council, city website/PD page, city/PSSSL FB page, Twitter

### Team Members:

South Salt Lake Police Department  
Promise South Salt Lake  
Urban Livabiity  
South Salt Lake Fire  
South Salt Lake Public Works

### Stakeholders:

SSL Residents  
SSL City Administration  
Afterschool Programs  
South Salt Lake Seniors  
South Salt Lake PAL

### Partners:

Honorary Colonels  
South Salt Lake PAL  
Social Marketing Consultants  
LDS Church  
K2 the Church  
CERT  
Community Resources Team

### Resident Involvement:

Neighborhood Watch  
Business Watch  
Community Connection

### Champions:

Chief Jack Carruth  
Chief Ron Morris  
Antionette Evans  
Honorary Colonels

### Organizations:

South Salt Lake Coalition/CCI  
Granite Schools- Student Services  
Metro Gang Unit

2017



EDUCATION PLAN

Goal: All SSL children are ready for Kindergarten

Goal: Afterschool programs support all SSL youth in being academically proficient and socially competent

Goal: All SSL youth are academically prepared and have access to college/post secondary opportunities

Goal: All SSL families are honored and supported

Result:  
Every child has the opportunity to attend and graduate from college

PROMISE

Mission:

To deliver programs that support higher education attainment and create a college-going culture

Indicators:

- # and% of students in achieving grade level gains in reading and math
- # and % of students in achieving proficiency in reading, math and science

- # and % SSL youth impacted by priority risk factors
- # and % of SSL youth participating in college and career readiness initiatives
- # and % SSL youth w/access to mentor opportunities, such as traditional mentoring & reading buddies
- Improved communication with schools (survey)

Action Plan:

Action Item	By When	Who's Responsible
Deliver Model curriculum activities/prevention in all programs (TGFV, PAAL)	Ongoing (bi-weekly lessons Sept-June across all SSL programs)	Promise SSL Coordinators ,
Tutoring/Mentoring	Ongoing; within 1 week of volunteer registration/start	Mentors (Coordinator/Youth Development Managers, Center Managers)
Identify gaps in programming; identify partners to fill gaps	Ongoing- all programs filled by June 2017	Promise SSL Coordinators,
Professional Development	Ongoing; PD Schedule @ sslneighbors.com	Promise SSL Leadership
Monitor attendance and grades, support make up of missing assignments	Ongoing; at least once weekly- FERPA Waiver students only	Promise staff, AmeriCorps, Site Supervisors

Resources / Sources:

South Salt Lake Schools	Salt Lake County
United Way of Salt Lake	South Salt Lake Police Athletic/Activities League
Department of Workforce Services (DWS)	SL County 4-H
South Salt Lake Police Department	Joan's Fabrics
South Salt Lake Coalition	SEDL
21st Century Programs	Utah Federation for Youth
Prevention Curriculums	
Salt Lake Community College	
Utah Afterschool Network	
Westminster Partnership	
Utah Commission on Criminal and Juvenile Justice (CCJJ)	
University of Utah	

Benchmarks:

- Education Council Committee Attendance
- Model Prevention Professional Development delivered
- Consistent academic "power hour" implemented
- Partners deliver programs or bring resources to fill academic or program gaps

Indicators of Success:

- ★ 90% attendance
- ★ 95% graduation from TGFV
- ★ One on one mentoring/tutoring with volunteers available to every student
- ★ Individualized tutoring for students who have specific needs
- ★ Support partner-provided enrichment (Girl Scouts/Boy Scouts/4H)

Customer Service Plan:

Audiences

Children & youth ages 0-18, Families of youth enrolled in programs, program stakeholders (community at large schools, community, funders)

Engagement/ Relationships

PSSL Neighborhood Centers, One on one relationships with youth, mentors and mentees, reading buddies, center managers and youth, family liaisons, volunteer opportunities, company-center relationships

Messages

Every child has the opportunity to attend and graduate from college. Read for 20 minutes a day. Your education will continue beyond high school. We care about you and your family! Acknowledgement that anything anyone does anywhere any time to help youth succeed is volunteering. Kindergarten roundup!

Word Out

OTM, city events, partner events, backpack stuffers, neighborhood centers, partnerships, website, city and PSSL Facebook pages

Team Members:

Promise South Salt Lake Youth Development Managers Center Managers School Coordinators Frontline Staff Prevention Specialists

South Salt Lake Mayor Volunteers

South Salt Lake Recreation

Resident Involvement:

Daily youth dropoff and pickup Quarterly parent/family evenings Community events Volunteers at sites Family volunteers Mentors/Reading buddies

Stakeholders:

South Salt Lake Youth and Families Business Owners Schools Funders South Salt Lake Community at Large

Champions:

Mayor Wood Bill Crim School Principals Promise Staff Community Councils & PTAs

Partners:

UWSL Granite School District Salt Lake Community College Westminster College University of Utah Woodrow Wilson Elementary Granite Park Junior High Lincoln Elementary Roosevelt Elementary Cottonwood High School Alianza Academy Utah International Charter School Youthlinc K2 the Church

2017



Organizations:

South Salt Lake Coalition Utah Afterschool Network Utah Federation for Youth Planned Parenthood of Utah SpyHop Productions AmeriCorps VISTA

Promise South Salt Lake  
ARTS & COMMUNITY  
COALITION PLAN

Result: All South Salt Lake residents have access to the arts as a mechanism for academic enrichment and community unity

Goal: Support a system to connect artists to employment opportunity and potential employers to artists (partner with posting site)

Goal: Connect SSL residents to positive arts opportunities (both existing and new)

PR

Mission:  
To unite the South Salt Lake community through arts

MISE

Indicators:

- # and % of SSL residents that indicate access to arts experiences , education, and opportunities

- # and % of Increase in arts partnerships and level of public will for art and culture in South Salt Lake (survey)

- # and % of SSL Artists that are able to work in the arts as their full-time employment

Action Plan:

Action Item	By When	Who's Responsible
Facilitate Partnership building opportunities	Ongoing- 5 new annually	Promise South Salt Lake
Host quarterly networking sessions	Jan, April, July, October	PSSL Arts Coalition Chair, SMC
Support LAAA and ZAP grant goals as outlined in 2016 application	Ongoing	Promise South Salt Lake
Increase in Public Art	4 new installations per year	SSL Urban Design Director, SSL arts Council

Resources / Sources:

+

Salt Lake County ZAP  
SpyHop

+

Higher Ed  
Westminster

+

Sugar Space  
AmeriCorps VISTA

+

Utah Arts Alliance  
Local artists such as Poor Yorick and Sugar Post Pottery and Metal

Benchmarks:

Coalition formed and functioning  
November 2017 OTM

Pursue additional funding opportunities to support continued no-cost arts collaborations

Achieve the organizational stabilization of governance and operations, provide capacity to include new voices for advocacy and develop case statements for future art investments

Deliver best practices in demonstrating Utah Core competencies through the arts

Indicators of Success:

★ 18 members of coalition (ongoing business is to increase members by two annually)

★ Deadlines met for November OTM

★ Increase number of arts classes available to SSL residents (general pop.)

★ Increase number of arts classes available to South Salt Lake seniors

★ Increase number of arts classes available to South Salt Lake youth

Customer Service Plan:

Audiences

Artists, community members, youth, seniors, employers

Engagement/ Relationships

Arts classes, arts events, opportunity site postings, Coalition

Messages

Get Artsy South Salt Lake. Take an art class! Buy local art. Now hiring local artists. South Salt Lake is up and coming arts Mecca. Studio space here. Arts can be found in South Salt Lake.

Word Out

November OTM, at events, water bills, arts posting board, Chamber connections, city website, PSSL/city Facebook page

Team Members:

Promise South Salt Lake  
Urban Livability  
Urban Design  
Write Here Community Writing Center  
Historic Scott School Community Center

Stakeholders:

Local artists  
South Salt Lake residents  
Employers  
Visitors  
Arts Supporters

Partners:

Sugar Space  
AmeriCorps VISTA  
Arts Bridge-Westminster  
Social Marketing Consultants  
Individual Artists  
PCH/Historic Scott School

Resident Involvement:

Art Classes  
Arts Events  
Coalition

Champions:

Mayor Wood  
Lesly Allen  
Brittany Reese  
Chris LeCluyse  
Liz Bunker  
Sharen Hauri

Organizations:

South Salt Lake Chamber  
Local Arts Organizations

2017

PROMISE SOUTH SALT LAKE

SOUTH SALT LAKE

WESTMINSTER

SOUTH SALT LAKE ARTS COUNCIL

SALT LAKE COUNTY SE

ZAP IS YOU.ORG

# HEALTH PLAN

Result: All South Salt Lake Residents are healthy

Goal: Increase the # and % of children and adults who are healthy (i.e. free from illness or disease)

Goal: Decrease the # and % of children and adults who are overweight or obese

Goal: Increase the # and % of children and adults who have access to health insurance and regular healthcare

PROMISE

Mission:  
To improve health and to promote healthy behaviors in South Salt Lake

PROMISE

### Indicators:

- # and % of South Salt Lake residents that enroll in health insurance
- # and % of SSL residents access to quality medical care

- # and % of SSL residents that smoke
- Rates of mental health disorders & suicide
- Resources adequately address women's health issues (survey)

- # and % of SSL residents that have access to fitness and nutrition activities
- # and % of SSL residents reached by SSL events
- # and % of SSL residents that indicate access to adequate health resources

### Action Plan:

Action Item	By When	Who's Responsible
Assist families with health insurance sign up	Cut in half annually, as measured on Dec. 31	Health Access Committee
Support Midtown Health Clinic as requested	Ongoing	Health Access Committee
Support "Prevention by Design" Project	Ongoing	Health Access Committee
Support Mental Health Prevention Campaigns	May 2017	Mental Health Coalition
Assess current fitness and health programming in SSL	January 2017	Mental Health Coalition
Implement fitness and nutritional activities at SSL city events	Ongoing	Fitness & Nutrition Committee
Compile and publicize health resources available in SSL	June 2017	PSSL Admin

### Resources / Sources:



Midtown Health Grant  
Community Nursing Services



NAMI Prevention by Design  
Community Connection to Agriculture



Utah Health Policy Project and UHPP Grant

United Way support

Maliheh Clinic

Utah Department of Health IBIS Data

Salt Lake County Health Department

AmeriCorps VISTA

South Salt Lake Coalition

Utah Partners for Health

### Benchmarks:

- 5% decrease in adult smoking population
- Increase community-based fitness class offerings by 20% annually
- Health-related information in every edition of OTM and at every community event
- Coordination of all city-sponsored and partner-offered health classes and initiatives by and annual planning together 2017 move to Results Based Model
- Reduce by half the number of South Salt Lake residents who are uninsured annually
- Monthly mental health feature in OTM

### Indicators of Success:

- ★ 5% decrease in adult smoking population
- ★ The number of individuals who sign up for health insurance
- ★ The number of individuals who sign up for alternative plans
- ★ The number of billboards, banners, etc. displayed
- ★ The number of individuals trained in suicide prevention
- ★ The number of residents who participate in PSSL health initiatives

### Customer Service Plan:

#### Audiences

Babies and preteens, pregnant Mommies, school-aged youth, single adults, young adults, married, seniors (single or married), health care providers, pharmacies, businesses, faith community leaders

#### Engagement/ Relationships

Activity-related engagement (fitness classes and events), Welcome Baby home visitors, Help Me Grow home visitors, PSSL Family Liaisons, Health Navigators, Mobile Health Clinic

#### Messages

Healthy South Salt Lake, Enroll in a health insurance plan, Eat more fruits and veggies! Stop smoking. Fitness classes available! Walk! Get Moving South Salt Lake.

#### Word Out

OTM, city events, Maliheh Clinic resource desk, partner events, backpack stuffers, new Midtown Clinic, neighborhood centers, partnerships, city website, city/Community Connection/PSSL Facebook pages

### Team Members:

Promise South Salt Lake  
AmeriCorps VISTA  
SSL Urban Livability  
SSL Parks and Recreation

### Stakeholders:

South Salt Lake residents  
Medical Community  
Maliheh Clinic  
Midtown Health Clinic  
Pharmacies  
Insurance Providers

### Partners:

Midtown Clinic  
Take Care Utah-UHPP  
Community Nursing Services  
Maliheh Clinic  
NAMI  
Utah Partners for Health  
Utah Department of Health  
Salt Lake County Health Department  
United Way of Salt Lake

### Resident Involvement:

Mobile Health Clinic  
Health Navigators  
Fitness Classes  
Screenings  
Promise Gold Star

### Champions:

Jeannie Ashby  
Adrienne Buhler  
Randall Serr  
Mayor Wood  
Kim Gardner  
Scott McLeod

### Organizations:

South Salt Lake Coalition  
South Salt Lake Police Department (SSLPD)  
IMC

2017



healthy  
south salt lake

# NEIGHBORHOODS PLAN

Result: SSL Residents are fully engaged in the community

Goal: Empower residents to strengthen their neighborhoods

Goal: Support development of resident leadership

Goal: Intensely focus partners and resources on a targeted neighborhood annually (Community Connection)

# PROMISE

**Mission:**  
To support resident-led neighborhood development and revitalization through leadership, social networks, community organizing and civic participation

### Indicators:

- 10-15 Homes Revitalized through Community Connection program
- # and % of SSL residents that indicate access to opportunities for community engagement
- # and % of SSL residents that indicate opportunities for community leadership

### Action Plan:

Action Item	By When	Who's Responsible
Launch SSL Neighborhood Leadership Program	February, 2017	PSSL, UDL, CC Team
Create SSL Resident Resource Guide	February 28, 2017	PSSL, UDL, CC Team
Determine method for zone designations; gather OTM info	April 30, 2017; OTM content due May 4	PSSL, UDL, CC Team
Evaluate/Plan from 6-year Community Connection history; Determine criteria for future	April 30, 2017	PSSL, UDL, CC Team
Create and publicize opportunities for service in Community Connection Neighborhood	June 15, 2017	PSSL, UDL, CC Team

### Resources / Sources:

- Salt Lake County
- CDBG Funds
- Community Development Partners and Donors
- CC Team
- Residents
- CPTED

### Benchmarks:

- Initiation and completion of 2017 CC project
- Delivery of outreach in the form of discussion groups, neighborhood dinners, etc.
- Development and delivery of South Salt Lake Neighborhood Leadership Program
- SSL Business involvement in CC project neighborhood
- Planning for 2018 CC Project

### Indicators of Success:

- Resident participation in planning and service design outreach, information sharing
- Service and activity delivery
- Development of informal supports for children and families
- Shift the way services are provided within the community
- Dedicated Community Connection Coordinator

### Customer Service Plan:

- Audiences** Homeowners, long-time residents, new residents, all residents in the Community Connection Neighborhood, traditional and nontraditional community leaders, businesses, youth, renters (short term and long term renters)
- Engagement/Relationships** One on one visits, family liaison, neighborhood conversation, the mission continues: meet, greet and eat, block captain meetings, educational opportunities such as tax credit workshops, community connection kickoff, food, jobs, childcare, etc. resources
- Messages** Helping Neighbors build strong communities; Choosing our community's future; Be Seen in Eugene: My Take on South Salt Lake
- Word Out** Social Media, OTM, Street Captains, NAC meetings, partners, develop video/print/live postings, city website, city/PSSL/CC Facebook pages

### Team Members:

- Urban Livability
- Promise South Salt Lake
- Community Development
- Public Works
- Urban Design

### Stakeholders:

- South Salt Lake Residents
- Community Connection Neighbors
- Real Estate Companies & developers
- New and potential residents
- SSL Seniors

### Partners:

- Westminster
- United Way
- Comcast
- Larry Miller
- K2 the Church
- Social Marketing Consultants
- Utah Federation for Youth
- Local Businesses

### Resident Involvement:

- Participate in SSL Neighborhood Leadership
- Volunteer in CC neighborhood
- Plan a project (residents and homeowners)
- Join the planning commission

### Champions:

- Prior CC Participants
- Mayor Wood
- Glenn Smith
- Julie Tille
- Michael Florence

### Organizations:

- National Association of City Planners
- Neighbor Works
- Local Initiatives Support Corporation (LISC)



# Housing Plan

**Goal:** Facilitate community-based private and government help with housing and increase utilization of existing housing programs, including housing rehabilitation loan program

**Goal:** Create an environment that encourages a mix of housing types for differing income levels

**Goal:** Increase partnerships and stakeholder investment in collaboration with South Salt Lake residents

# PROMISE

## Result:

Neighborhood revitalization and promotion of new housing development through partnership, public relations, data visualization, and community outreach

### Indicators:

- # and % of SSL residents indicating knowledge and skills for developing family wealth
- Increase developer knowledge of the benefits of developing housing in South Salt Lake
- Increase the knowledge and skills regarding home ownership
- Identify and reduce barriers to resident housing issues through linkage with partners and other Promise Councils

### Action Plan:

Action Item	By When	Who's Responsible
Host mortgage interest deduction, low income housing tax credit, and energy efficiency rebates workshops	Spring 2017	Community Development, Promise South Salt Lake, SMC
Support Community Development housing-related outreach	Ongoing	Promise South Salt Lake
Connect partners to new South Salt Lake housing plan and solicit support when appropriate	Ongoing	Promise South Salt Lake

### Resources / Sources:

- South Salt Lake Housing Plan
- United Way of Salt Lake
- SL County
- Community Development Corporation of Utah
- CDBG
- NeighborWorks of Salt Lake
- IRS Publications
- Local Initiatives Support Corporation
- Developers
- Local banks



### Benchmarks:

- To utilize existing housing task force to form the Promise South Salt Lake Housing Council
- Four tax credit workshops held by April 2017
- 15 referrals to the Housing Rehab Loan Fund
- Identify and catalog current housing partners; increase 2 annually by 2018

### Indicators of Success:

- ★ Number of individuals accessing workshops
- ★ Number of resources distributed
- ★ # of individuals with range of incomes purchasing homes in SSL

### Customer Service Plan:

- Audiences** Current SSL residents, renters, homeowners looking to upgrade, young families, singles, seniors, potential and new residents, housing developers
- Engagement/Relationships** Community Development Department Office, Outreach efforts of Promise SSL Family Liaisons, Community Connection, NAC, Housing Task Force/Promise Housing Council
- Messages** South Salt Lake is a great place to live. Earn it, Keep it, Save it. Earned income tax credits for you. Great location, close to everything, Center of the valley. Buy a house in South Salt Lake.
- Word Out** Outreach during events, tri-fold display, seek Promise Housing intern, OTM, Community Connection, workshops, city website, city/PSSL Facebook pages, Realtor Forum

#### Team Members:

Community Development  
Promise South Salt Lake  
Urban Livability

#### Stakeholders:

Residents  
Homeowners  
Renters  
Developers  
Real Estate Agents

#### Partners:

United Way of Salt Lake  
South Salt Lake Police Department (Crime Free Housing)  
South Salt Lake Fire  
GE Capital

#### Resident Involvement:

Planning Commission  
Community Connection  
NAC  
Housing Task Force  
Promise South Salt Lake Housing Council

#### Champions:

Mike Florence  
Francis Lilly  
Sharen Hauri  
Darin Brush  
Karen Wiley

#### Organizations:

Community Development Corporation of Utah  
AAA Fair Credit  
Zions Bank and others  
Salt Lake County

## 2017

NOTE: Utilize also Urban Institute's Choice Neighborhoods locic model from new housing plan