NTACT THE COLLABORATIVE

Inclusive Housing Webinar Series Part 1 – Main Street's Model of Affordable, Inclusive Housing and Membership: Lessons Learned through Research & Evaluation

An NTACT:C Webinar Presentation
June 16, 2022

Welcome

Webinar Logistics

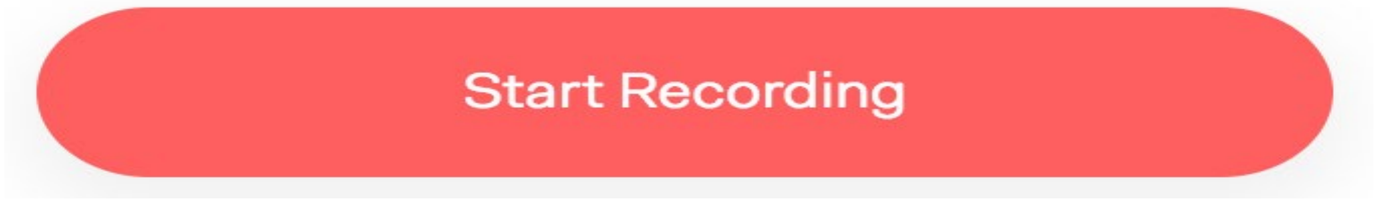
- You are muted throughout today's presentation
- Options for viewers are available when you hover over the bottom of your screen
- The PowerPoint for today's session along with the session evaluation and webinar recording will be available on the NTACT:C website under Training or directly @ https://transitionta.org/trainings/inclusive-housing-part-1/
- If you haven't done so already, please register for our website and login

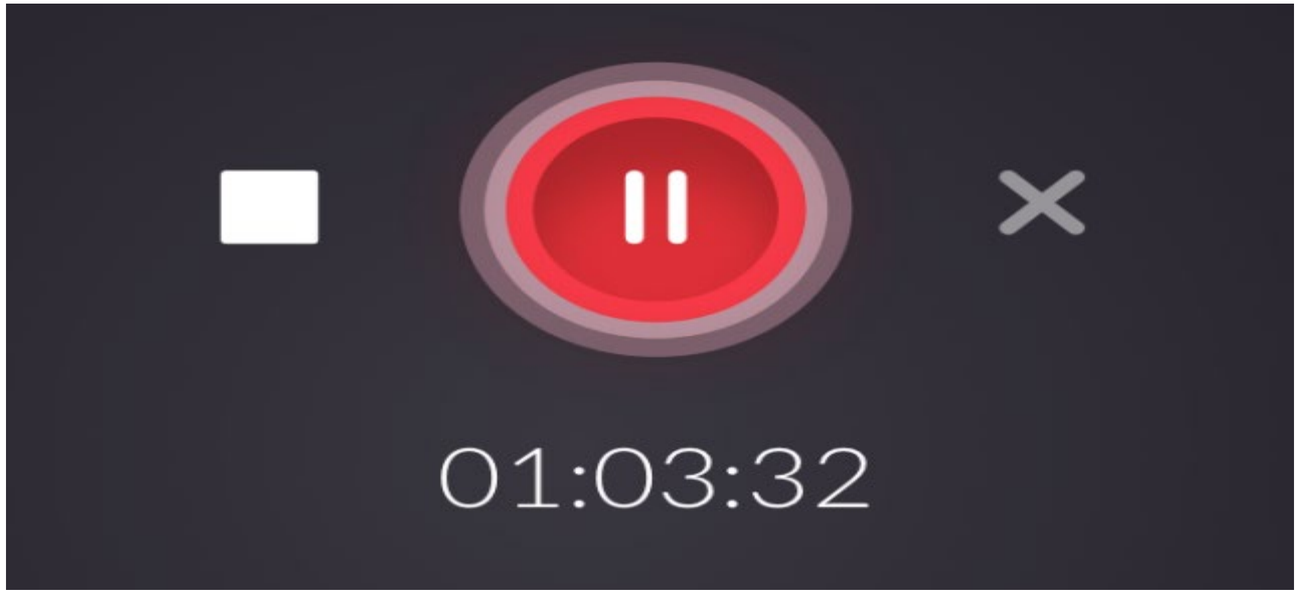
Please engage in today's presentation

*Use the **CHAT** feature*

- Find Chat at top left of the screen
- Click Chat and Type your general questions or comments

Recording Will Now Begin





MAIN STREET CONNECT

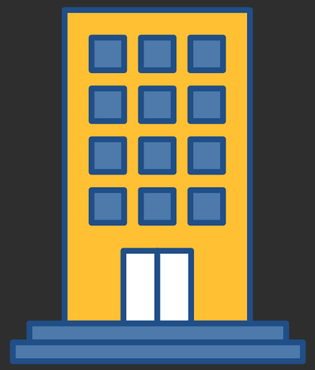
Main Street's Model of Affordable, Inclusive Housing & Membership: Lessons Learned through Research & Evaluation

June 16, 2022

Today's presentation

- What is Main Street?
- Mission, Approach & Ambition
- Partnerships
- Research with UMD
- Evaluation of Membership & Programming
- Challenges & Lessons Learned

Main Street is 3 Things



Accessible LIVING in Rockville, Maryland

- 70 rental apartment units
- 75% affordable
- 25% for those with special needs

Membership-based COMMUNITY open to all, where all can rise & all can thrive!

MOVEMENT of inclusion

Main Street Connect

Our Mission and Approach

Mission

To create dynamic opportunities through affordable, inclusive housing & community engagement so people of all abilities can live their best lives.

Approach

Bring Your Own Independence (BYOI)

We don't provide services. We do provide accessibility & choice.

Our Ambition

To make inclusion the norm.

- To provide purpose & connection to EVERYONE in our community

- To become a leading voice for inclusion through:
  - design (universal)
  - affordability (affordable apts & financial aid for membership)
  - education (best practices)
  - modeling (spaces & behavior)
  - data (research & evaluation)
  - new expectations (showing what is possible!)

Main Street
Apartment Living

- Studio, 1, 2 & 3-bedroom units
- Priority & discounts for first responders, healthcare & government employees
- Fee-based Community Coach option

Main Street Residents

Those who identify as having a disability:

- Approx. 50 people
- 76% are ages 25-34
- 70% had some experience living away from home before moving to Main Street

Those who do not identify as having a disability:

- Approx. 100 people

Main Street Residents:

“Whether it’s the warm welcomes from the front desk staff or the inviting gestures from the residents here, it’s been so wonderful being a part of the Main Street community…. This has been the perfect place to call home.”

– Police Officer and Main Street Resident
Sargent T. Hargrove

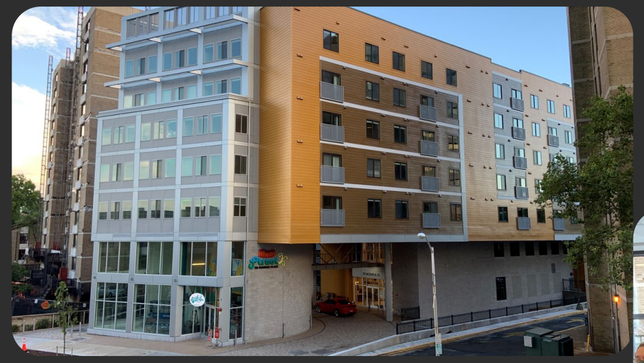
Main Street Membership

Main Street is first & foremost a COMMUNITY built through membership that is open to ALL!

- 10,000 sq.ft. community space & cafe
- Membership options:
  - Activity
  - Professional
  - Wellness
- 20+ social, cultural, educational, wellness programs per week
- Virtual, in-person & hybrid

Ftbfoundation, director. *Free To Be...You and Me*. *YouTube*, YouTube, 17 May 2010, https://www.youtube.com/watch?v=_26FOHoaC78. Accessed 13 June 2022.

Created, Strengthened & Sustained by Partnerships



Capital Funding

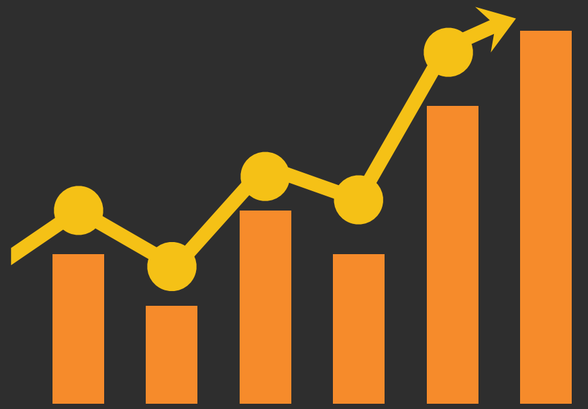
- Low-Income Housing Tax Credits
- DDA grant
- County loan
- Private donors

Programming

100+ individual & organizational partners

Safety

Partnership with first responders for education & joint programs



Research & Evaluation

U of Maryland, Sharp Insight & Hoos for Data

Main Street
Research and Evaluation

POWERIN PROOF

- Anecdotes not enough
- Funders want data
- Policymakers need data
- Promote ongoing improvement
- Inform programming decisions
- Empower us to share our model

Research with UMD

Area of focus: Quality of life

Participants: 44 residents with & without disabilities & family members

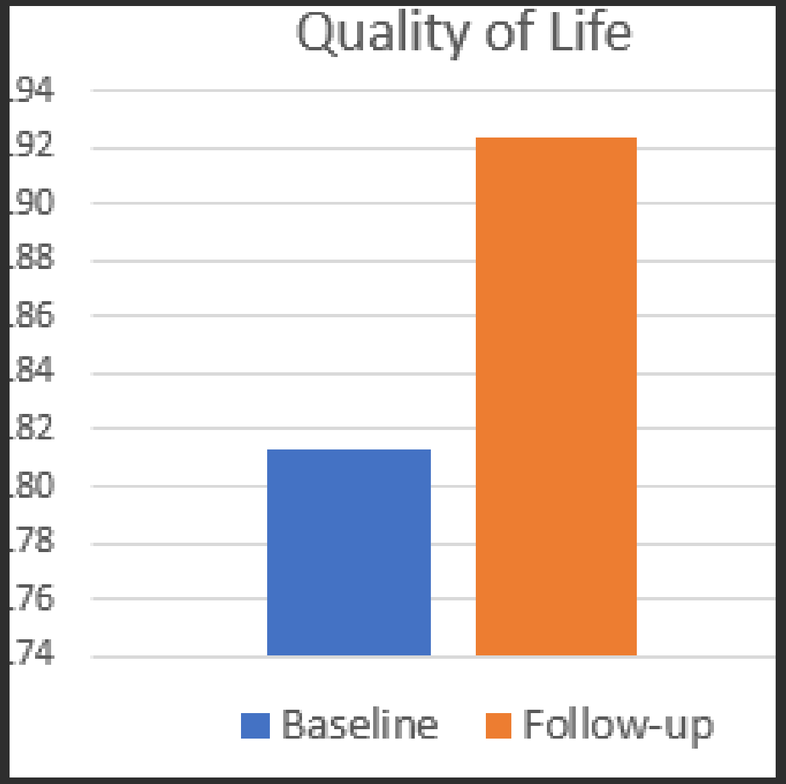
Method:

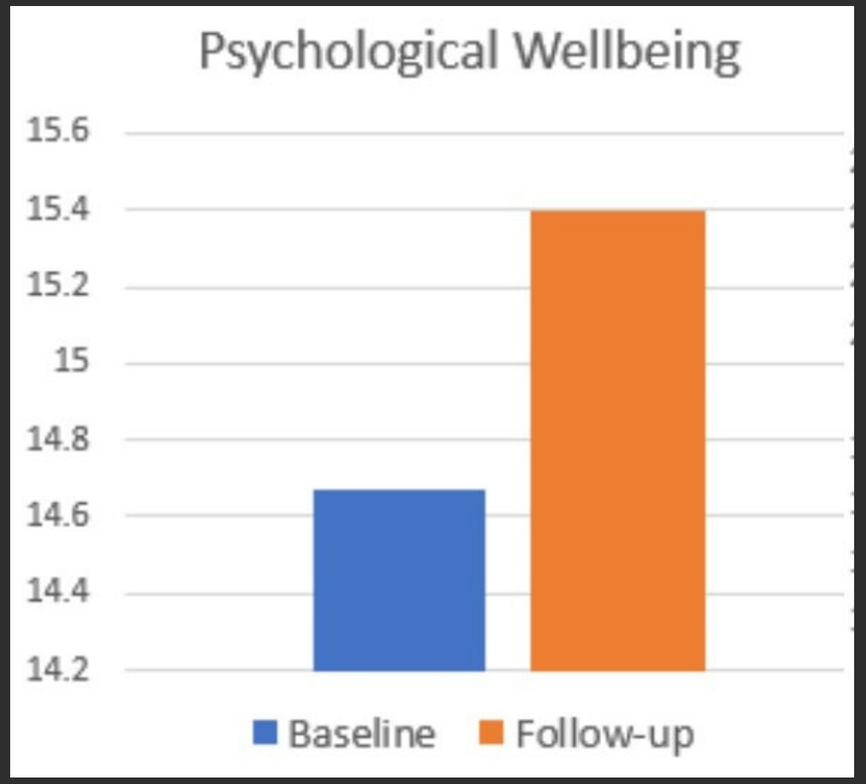
- Surveys & interviews (pre move-in & 6-7 months later)
- Case studies

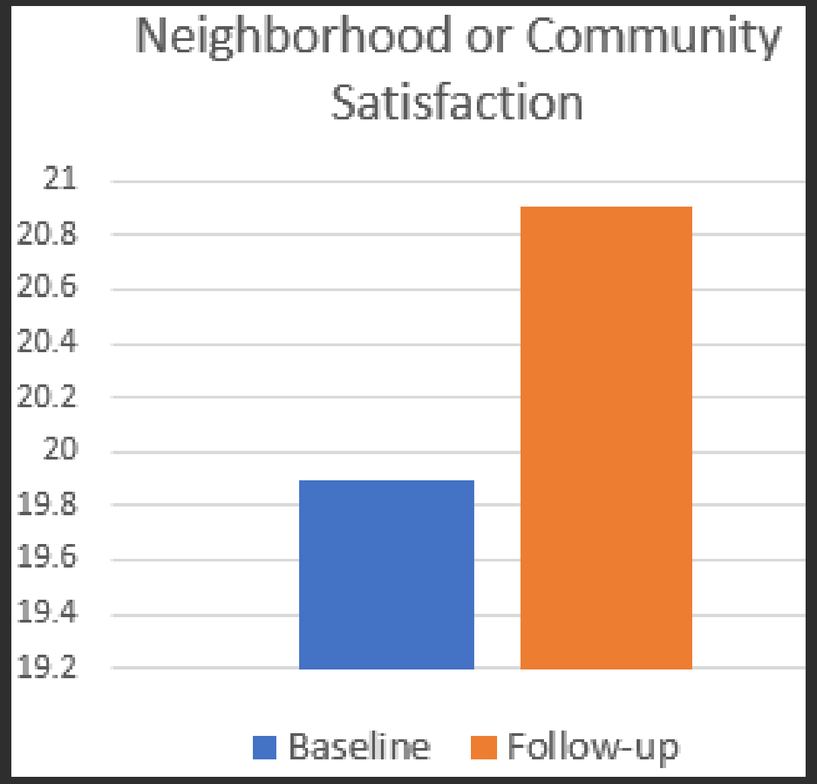
Funding source: Private donor

Research with UMD: Quantitative Results

Surveys & interviews showed statistically significant improvement in:







Research with UMD:
Qualitative Results

"I think what's really exciting about Main Street . . . is the community." - Resident

"[N]ot only am I happy to be at Main Street, but everyone is happy to see me, everyone is always engaging." - Resident

"I am thinking about this in terms of decades…this could be where he lives for decades and [this situation] helps ensure that we set him up for success." - Parent

Research with UMD: Case Studies

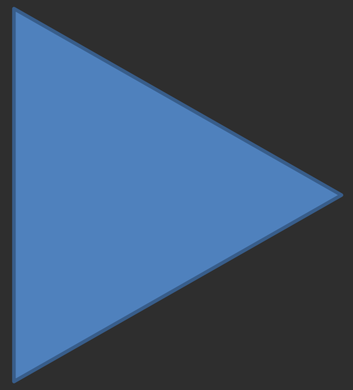
Aspects of Main Street that enhance quality of life:

- Location - Near transportation, retail, entertainment
- Physical design - Universal Design in building & programs
- Community engagement
  - Inside & outside building
- Independence and choice
  - Where & with whom to live
  - Whether & what services & activities to select

From rockvilletownsquare.com

Meet a Main Street Resident

Video Shared of Main Street Resident



Evaluation:
Membership & Programming

Main Street worked with a private evaluation firm, Sharp Insight, over 9 months to create:

- Logic model of desired outcomes & impact
- Evaluation plan for tracking outcomes
- Tools for evaluation (surveys, applications)

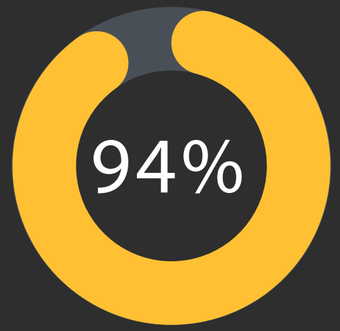
Funded by operational budget.

Evaluation: Logic Model

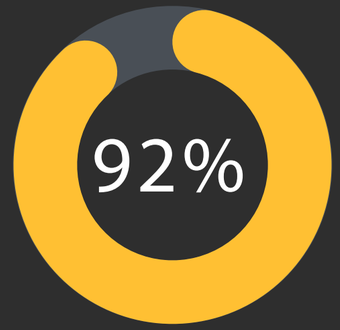
Resources/Inputs	Activities	Outputs		Outcomes	Impact
Human Capital • Staff • Board of Directors • Advisory Council • Volunteers • Members • Partners **Physical Capital** • Community Center • Office space • Program materials & technology (including Member Management System) **Financial Capital** • Diversified funding sources (public and private grants, individual donations, membership fees)	Member services for: • Prospective members • New members • Renewing members Daily Community Center programming Volunteer engagement Marketing and communications Research and evaluation Resource development Advisory Council of stakeholders Partnership and network development	Member services: • Orientations held • Members onboarded • Check-ins conducted Events/hours of programming offered (by category) Main Street Connect program participation and membership Member satisfaction Member-led activities Volunteers/ volunteer hours Evaluation activities conducted Funds secured	**Members**	**Main Street Connect members demonstrate…** • Increased **awareness** of the work of Main Street Connect and the benefits of membership • Increased **knowledge and skills** gained from Main Street Connect program offerings • Increased **exposure** to new educational and recreational opportunities • Increased **confidence** in the ability to try new things • Improved physical and mental **health and wellness** • Strengthened **relationships** with Main Street staff, volunteers, and/or members • Increased sense of **belonging** to the Main Street Connect community • Increased sense of **independence** • Strengthened commitment to supporting **inclusive and diverse** communities	Main Street Connect members and their families experience improved **quality of life** resulting from affordable, inclusive housing and/or community engagement
			Main Street Connect	**Main Street Connect demonstrates…** • Strengthened **partnerships** with, and organizational support from, community, civic, and private sector stakeholders • Development / refinement of **policies and programs** to ensure and promote best practices • Improved **design and implementation** to support high quality service and advance its mission • Increased **evidence** of efficiency and effectiveness • **Sustained leadership** in addressing affordable, inclusive housing and community engagement	Main Street Connect's model for affordable, inclusive housing and/or member community engagement is **replicated** throughout the United States

Evaluation : Annual Membership Survey

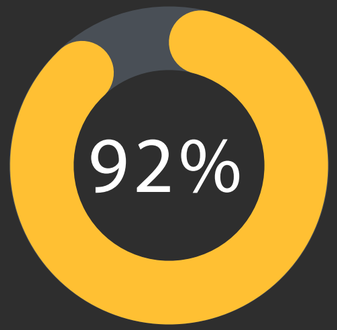
94% indicated that they “feel like they have learned new things ”



92% indicated that they “feel more like they belong in this community”



92% reported that they feel that their “overall life has improved” because of their membership



Evaluation : Supports & Skills Survey

80%

of residents with disabilities learned new life skills after move to Main Street

49%

of residents with disabilities needed more support in some areas after move

After moving to Main Street...

Residents improved life skills with:

- Cleaning
- Cooking / food prep
- Planning schedule & activities

Residents needed more support with:

- Managing social interactions & roommate situations
- Cleaning

Survey also showed a reduction in families' caregiving responsibilities after their family member moved to Main Street.

Main Street Challenges

Aligning financial partners priorities (44% prefer 1 BR but only 20% have 1 BR)

Roommate relationships

Burden of LIHTC financial recertification process for residents

Engaging residents & members without disabilities

Staff turnover

Areas that need more time & effort to have impact:

- Social interaction & relationships
- Physical health

Main Street Lessons Learned

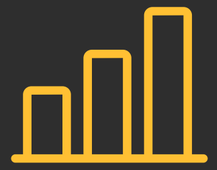
Create community first!

- Critical to link housing & community
- Rally community to support land use approvals & permitting
- Prioritize outreach to those without disabilities

Look for silver linings:

- COVID brought virtual programs & phased opening

Facilitate family connections (MSCircle)



Collect data & adapt as needed

A Sibling Perspective

Video Shared of Main Street Resident

The Proof is in the Pudding!

"Yes, I love being at Main Street because I can be myself & do things as I choose."

- Main Street Resident Participant in UMD Research

Share your feedback using the link in chat or this QR code

www.mainstreetconnect.org

info@mainstreetconnect.org

Your Feedback is Encouraged

- Watch for an email from Zoom tomorrow and please complete the brief evaluation

- Contact ntact-collab@uncc.edu if further questions or follow-up from today.

Today's PowerPoint is posted at www.transitionta.org under Training or directly @ https://transitionta.org/trainings/inclusive-housing-part-1/

THANK YOU

for joining us!

Contact Us:

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IDEAs that Work

Office of Special Education Programs
U.S. Department of Education

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