



SEEED creates pathways out of poverty for young adults through job readiness training, while equipping communities with environmental literacy skills.

GreenCAP* Community Engagement

**Green Community Awareness Program*

THE SEEED STORY

Ten years ago, inspired by the election of a community organizer as the first African American US President, four young African American men founded SEEED at a picnic table in Stan Johnson's East Knoxville backyard. With a brand-new community organization, these young organizers had their first order of business: Find out what kind of organizing their community wanted. Rather than assume they had the answers, they fanned out from Stan's backyard with a survey and knocked on neighbors' doors.

The rest, as they say, is history.

That first door-to-door "Listening Project" became a community service program, included in SEEED's Career Readiness Program (CRP) for Knoxville's inner-city young adults between 16 and 28 years old. SEEED now provides opportunities for community service, leadership development, long-term job options, and sustainable success and resilience for our communities, through our young people.

COMMUNITY SERVICE → COMMUNITY ENGAGEMENT

SEEED's original Listening Project revealed a very clear community concern about unaffordable utility bills and the desire for weatherization help. Within two years of reporting SEEED survey results to local officials, Knoxville Utilities Board was announcing record numbers of cutoff notices, prompting Knoxville's mayor to form a task force to study and recommend sustainable solutions to this problem (as SEEED had suggested a year earlier). The formation of the task force eventually led to the Knoxville Extreme Energy Makeover (KEEM), a \$15M program to weatherize a record number of low-income homes.

Suddenly Knoxville had a great low-income weatherization program that low-income residents needed to know about. With SEEED well-positioned to meet much of that demand, the Listening Project began to evolve into *GreenCAP Community Engagement* -- a fee-for-service social enterprise. Through KEEM and other contracts, SEEED has worked with local partners on multiple resident engagement campaigns in low-income neighborhoods. *GreenCAP* has proven expertise in specialized, "high touch" community engagement/outreach campaigns that utilize trusted information channels, relationships, and networks in communities not easily understood nor accessed by outside entities.

COMMUNITY ENGAGEMENT → CIVIC ENGAGEMENT

In the last year, SEEED/GreenCAP has been returning to its Listening Project roots. In partnership with the University of Tennessee, a voter registration drive, along with a targeted community survey to identify issues of concern and barriers to voting, culminated in a series of local candidate forums. The message from the community was loud and clear: ***We have something to say. Listen carefully to us!***



GreenCAP in the House:

Creating Community Conversations for Civic Engagement and Action

WHAT:

A 2-year inner city listening and civic engagement project, culminating in building a partnership of grassroots groups, nonprofits, agencies, and local government, committed to addressing community concerns identified through careful listening to the community.

WHO:

Community outreach, organizing, survey and partnership development led by SEED's *GreenCAP Community Engagement* team, in collaboration with residents, organizations, nonprofits, agencies, and government representatives of inner-city Knoxville.

HOW IS THIS DIFFERENT FROM OTHER RECENT COMMUNITY "OUTREACH" AND SURVEYS?

A number of community surveys, developed by out-of-town consultants and high-level technical staff, have recently been conducted in Knox County. The surveys were sponsored by various local government agencies and nonprofits, to show public support for certain public policy proposals, e.g. zoning. However, initial survey participation was primarily from higher-income residents. They were only circulated in Knoxville's low-income communities as an afterthought, and a SEED nudge. In one case the belated Request for Proposals to conduct surveys in under-represented communities pitted some nonprofits from these communities against each other for those contracts, contributing to the chronic undermining of civic unity in our at-risk areas.

In contrast, *GreenCAP in the House* will leverage the exceptional grassroots community outreach opportunities of its Green House Calls Resiliency Audits, to conduct a broad-based Community Issues Survey during the House Calls. The survey will be home-grown, developed in collaboration with residents and organizations based in the inner-city, in a process of *participatory action research* (PAR). For purposes of maximizing community engagement, ownership, and relevance, PAR equally involves all community partners in the goals, design, and implementation of the survey. Most importantly, survey data will be shared and analyzed among partners in a series of Community Conversations, to prioritize issues and determine specific action, changes, or improvements to address those issues. After the Community Conversations produce a coherent "equity policy agenda," agency and government representatives will be invited to collaborate in a partnership with inner city residents and organizations to promote and implement the agenda.



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GreenCAP in the House: Green House Calls and Cohorts for Resiliency

A project partially funded by a grant from the Southeast Sustainable Communities Fund

RESILIENCE: *Using your energy productively to emerge from adversity stronger than ever.*

- Patterson and Kelleher: Resilient School Leaders

PROJECT PURPOSES

1. Provide resilience tools (materials, knowledge, and means of mutual support) to address energy, extreme weather, home health, and social challenges to vulnerable communities, by increasing self-reliance
2. Develop SEEED youth as Community Engagement Specialists (CEs), recognized as local Resilience Leaders
3. CEs help develop peer groups/cohorts of additional Resilience Leaders/Advocates from the community
4. Build a grassroots coalition of individuals and organizations to develop broad resilience practices and policy from the ground up, through community-developed surveys and other participatory research
5. Strengthen under-represented voices to influence Government/Utility/Agency policy
6. Effective data tracking to ID and measure resilience issues and gains

OVERVIEW

*In 2019 – 20, SEEED's primary Community Engagement initiative is **GreenCAP in the House** – a community outreach, education, and organizing project to provide low-cost health, safety, climate, and energy resilience tools through "Green House Calls" to at-risk residents. After receiving their Green House Call resiliency audits, residents will be invited to a series of Cohort Workshops to learn about deeper best practices for individual and community resiliency. Some of SEEED's Community Engagement Specialists (CEs) will be trained to perform the in-home resiliency audits, community surveys, and installation of low-cost energy and water-saving devices. Some CEs will also be trained in community organizing skills to guide Peer Group discussions to learn from each other about best resiliency practices, during the Cohort Workshops. This process of community-based participatory research and development will result in formation of a community resiliency policy agenda that a grassroots coalition will be advocating for/promoting to government, utility, and/or agency decisionmakers.*

PROPOSED GREEN HOUSE CALL ELEMENTS (2 CEs ~1.5 hour home walkthrough, audit, and survey)

1. Core Technical Resiliency Audit: Energy & Water Efficiency, Healthy Home, Emergency Preparedness
2. Mini-Retrofits: Replace showerheads, faucet aerators, lightbulbs, HVAC filters, etc...
3. Conduct Community Issues Survey
4. Invitation to Cohort Workshops



GreenCAP in the House:

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PROJECT BUDGET – HIGH LEVEL

Project Elements

2019	\$	Green House Calls	\$	Participatory Action Research	\$	Community Conversations
Q1	\$11K	Planning/Dvlpmnt	\$12K	Planning/Dvlpmnt	\$10K	Planning/Dvlpmnt
Q2	“	Training; 10 GHCs; 2 wkshps	“	Survey design → conduct	12K	Outreach → CCs 1
Q3	“	10 GHCs: 2 wkshps	“	Partner draft policy agenda	10K	Evaluation → Outreach
Q4	“	10 GHCs: 2 wkshps	“	Survey eval → final draft policy agenda	13K	Outreach → CCs 2
TOTAL	\$44K	GHCs 2019	\$48K	PAR 2019	\$45K	CCs 2019

2019 TOTAL: \$137,000

SSCF GRANT: - 44,000

2019 TO FUND: \$93,000

Project Elements

2020	\$	Green House Calls	\$	Participatory Action Research	\$	Community Conversations
Q1	\$11K	Eval/Planning/Dvlpmnt	\$10K	Eval/Planning/Dvlpmnt	\$10K	Eval/Planning/Dvlpmnt
Q2	“	Training; 10 GHCs; 2 wkshps	12K	Traing → Survey redesign → conduct	17K	Outreach → CCs 3 → Govt/Agency Outreach
Q3	“	10 GHCs: 2 wkshps	9K	Survey eval → final draft policy agenda	15K	Evaluation → Govt/Agency Outreach → Agenda adoption
Q4	“	10 GHCs: 2 wkshps	5K	Eval → Report	13K	Outreach → CCs 4 → Agenda adoption
TOTAL	\$44K	GHCs 2020	\$35K	PAR 2020	\$55K	CCs 2020

2020 TOTAL: \$134,000

SSCF GRANT: - 44,000

2020 TO FUND: \$90,000

PROJECT TOTAL: \$271,000

SSCF GRANT: - 88,000

TOTAL TO FUND: \$183,000

GreenCAP in the House: Creating Community Conversations for Civic Engagement and Action

2019 - 20 Project Timeline DRAFT

2019

Q1 - PHASE 1: Planning/Development 2019

> Coalition partner outreach → Survey design collaboration → Strategic plan → Survey outreach plan

Q2 - PHASE 2: Community Surveys → Community Conversations 1

> SEED: Green House Calls → Cohort Workshops → Action Research → Draft Policy Agenda

> Coalition Partners: Network outreach → Cohort Workshops → Action Research → Draft Policy Agenda

> Phase 1 Survey Evaluation → Draft Coalition Policy Agenda → Rollout: Community Conversations 1

Q3 - PHASE 3: Community Surveys → Coalition Policy Agenda

> Coalition Evaluation of CC1 → Adjust strategic plan

> SEED: Green House Calls → Cohort Workshops → Action Research → Revisit Policy Agenda

> Coalition Partners: Network outreach → Cohort Workshops → Action Research → Revisit Policy Agenda

> Phase 2 Survey Evaluation → Coalition: Finalize 2019 Policy Agenda

Q4 – PHASE 4: Community Conversations 2

> Rollout Community Conversations 2 → Document Community Reaction

> Coalition Evaluation of CC2 → 2020 Strategic planning

2020

Q1 - PHASE 5: Planning/Development

> Additional Coalition partner outreach → Survey re-design collaboration (?) → Survey outreach plan

Q2 – PHASE 6: Community Surveys → Community Conversations 3 → Public Action

> SEED: Green House Calls → Cohort Workshops → Action Research → Govt/Agency Advocacy

> Coalition Partners: Network outreach → Cohort Workshops → Action Research → Govt/Agency Advocacy → Partnership

> Phase 6 Survey Evaluation → Update Coalition Policy Agenda → Rollout: Community Conversations 3

Q3 - PHASE 7: Community Surveys → Update Coalition Policy Agenda → Coalition Advocacy → Public Action

> Coalition Evaluation of CC3 → Adjust strategic plan

> SEED: Green House Calls → Cohort Workshops → Action Research → Govt/Agency Advocacy

> Coalition Partners: Network outreach → Cohort Workshops → Action Research → Govt/Agency Advocacy → Partnership

> Phase 7 Survey Evaluation → Coalition: Finalize 2020 Policy Agenda

Q4 – PHASE 8: Community Conversations 4

> Rollout Community Conversations 4 → Document Community Reaction

> Coalition Evaluation of CC4 → Adjust strategic plan → Govt/Agency Advocacy → Partnership

> EQUITY POLICY AGENDA ADOPTED BY GOVT/AGENCIES