



Big Easy Deal Community Investments: Youth Services (\$20M) Proposed Cost Detail

[The Big Easy Deal](#) -- a proposal for \$147.2 million of available funding in the City of New Orleans to be invested in community, per the community request -- proposes \$20 million toward youth services.

Informed by the [Youth Master Plan \(YMP\)](#), lived experience, learned expertise, and the nature of this funding source (a one-time investment), the following proposals represent recommendations for how \$20 million toward youth services -- Positive Youth Development in particular -- could be spent to improve outcomes for our city's children, youth, and their families.

These recommendations are responsive to the inputs and feedback offered across a variety of groups, including the Big Easy Budget Coalition, the Youth Master Plan Steering Committee and Working Groups, and the CYPB Youth Advisory Board.

Disclaimers

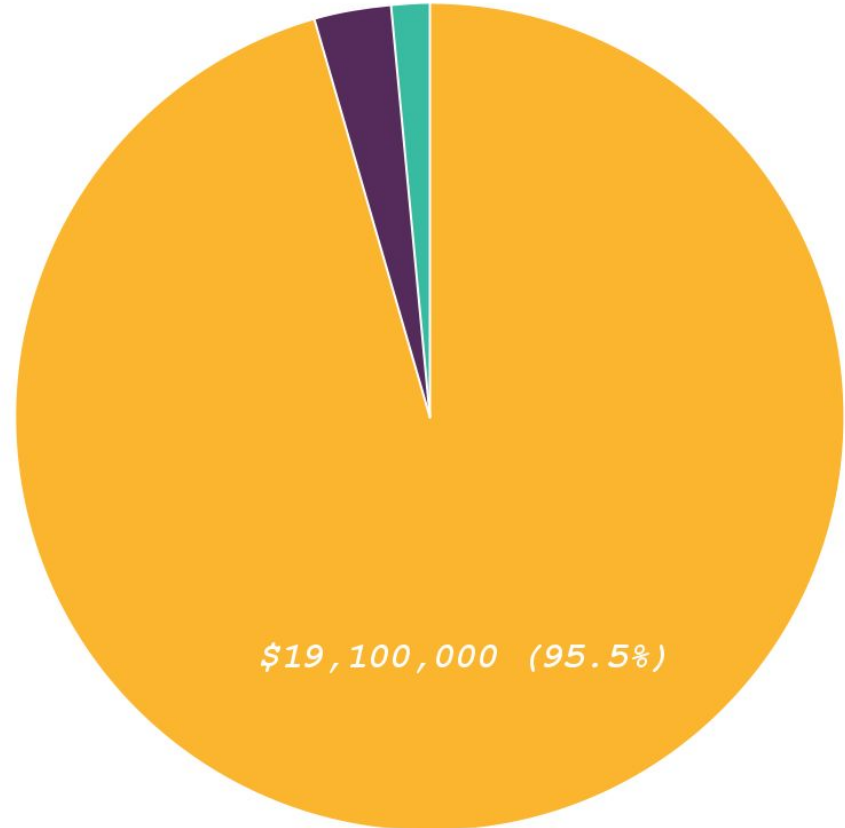
- ***This is the beginning.*** The total cost per recommendation is funding for one year and, in some cases, the initial investment. This is a drop in the bucket, and it is our starting place.
- ***Our aim is sustained and dedicated public funding toward Positive Youth Development (PYD).*** To this end, our recommendation is an annual \$20M investment from City Council toward PYD.
- ***The bulk of this investment is for the needed service expansion and supports to support youth and their families now, through programming, partnerships, and best practices informed by youth and family voice.***
- ***Systems transformation requires our continuous effort.*** Alongside investments in services, we need to disrupt the narratives, shift power dynamics, and change policies that harm our city's young people, their families, and their overall positive outcomes.

This work takes all of us.

\$20M INVESTMENT BREAKDOWN

- **\$19,100,000 (95.5%) | Program expansion, innovation, and supports**
- **\$600,000 | Data Infrastructure and Collective Impact Capacity Building**
- **\$300,000 | Request for Proposals (RFP) Administration: Program Capacity Building, Evaluation, and Quality Improvement**

The proposed public investment of \$20M addresses Youth Master Plan solutions in the Learning, Economic Stability, Safety & Justice, Space & Place, and Health & Well-being categories, with Youth Voice braided across the RFP process, program evaluation approach, and data infrastructure buildout for public use.



L6 | Learning & Enrichment Funding

Youth Master Plan Solution

Increase funding for learning and enrichment that falls outside of K-12 system, including early childhood education, out-of-school-time programming, and college / credential / career preparation programming.

2-Year Action Strategy

Build/strengthen coordination practices amongst service providers, and raise school community awareness on enrichment provider opportunities.

Design and build a basic cost modeling framework for both early care & education and out-of-school-time providers.

Identify accessible funding streams (private and public dollars) based on cost model and need. Advocate for sustainable funding informed by cost modeling demand.

Current Funding Focus

Expand out-of-school time (OST) programming for NOLA-PS students and Opportunity Youth population through local community providers. Age-relevant programs will be informed by a clearing house of evidence-based practices that are adapted for our local context and demand, with youth and community voice.

This excludes NORDC and NOPL from receiving these funds.

Itemized Cost

7,200 total youth x \$1,250 per youth participant	\$ 9,000,000
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Total	\$ 9,000,000
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Numbers Breakdown

7,200 total youth = 14.3% of NOLA-PS K-12 enrollment (44,000 total) + 14% of Opportunity Youth population (6,500 total)

National average estimations for participation in OST programming is 10% of the student population. We are aspiring a little bit above the national average because we've consistently determined that our need is greater than what a national average projects.

\$1,250 per person = higher than standard programming cost to include evidence-based curriculum, personnel, staff training, materials and supplies, administrative cost, and food / snacks.



WHAT STRENGTHS OR ASSETS DOES THIS FUNDING LIFT UP?

The small, medium, and large youth-serving organizations delivering quality programming, experiences, and connections to New Orleans youth and their families.

Existing feedback and recommendations on NOLA-PS and OST provider partnerships outlined in the [NOLA School Partnership Study \(GNOF, 2019\)](#).



WHAT BARRIERS OR CHALLENGES DOES THIS FUNDING ADDRESS?

The capacity of NORDC and NOPL to serve the total youth population of 111,871 youth, birth-24. This effort looks to balance with additional investments in local community providers.



WHAT MIGHT OPERATIONALIZING THIS FUNDING LOOK LIKE?

A Request for Proposals (RFP) process determined and delivered by a committee with neutral leads and informants.

A fiscal sponsor who can demonstrate fiscal integrity, expedite fund access for orgs of all sizes, and ensure accountability thru Youth Data Hub.



WHAT MIGHT SUSTAINING THIS FUNDING LOOK LIKE?

TBD: Part of this investment would include the development of sustainability plans.

ES2 | Early Exposure to Career Options & Training

Youth Master Plan Solution

Expose young people to career and technical education opportunities that increase their awareness of post-high school career pathways, and provide them the training and relationships needed to make an informed choice between viable post-graduation options.

2-Year Action Strategy

Market career and technical education (CTE) to schools, students and families, reinforcing that CTE courses can help young people make informed post-secondary choices, count for credit in college programs, and prepare young people to enter the workforce in high wage career pathways.

Build out quality training pathways, while working to achieve a model for funding CTE at scale.

Current Funding Focus

Expand awareness of career and technical education opportunities for the Opportunity Youth (OY) population. This includes messaging campaigns, information technology, peer-to-peer ambassadors, and networked bridges across communities and providers.

Provide technical assistance to workforce development providers to prepare for scaling of program operations.

Itemized Cost

Shared role(s), with benefits applied, focusing on CTE outreach and recruitment across OY population	\$90,000
Shared technological investment across provider network	\$140,000
Technical assistance in coordinating tools and technology	\$80,000
Technical assistance to CBO's to prepare for procurement process	\$90,000
Total	\$400,000



WHAT STRENGTHS OR ASSETS DOES THIS FUNDING LIFT UP?

Complements the current City investments and ARPA allocations dedicated to workforce development opportunities and infrastructure in schools by expanding opportunities accessed outside of K-12 school system.

Small and medium community-based service providers with quality career pathway programs.



WHAT BARRIERS OR CHALLENGES DOES THIS FUNDING ADDRESS?

Siloed networks and systems that keep young people disconnected from relevant education and workforce opportunities and pathways.



WHAT MIGHT OPERATIONALIZING THIS FUNDING LOOK LIKE?

A Request for Proposals (RFP) process determined and delivered by a committee with neutral leads and informants.

A fiscal sponsor who can demonstrate fiscal integrity, expedite fund access for orgs of all sizes, and ensure accountability thru Youth Data Hub.



WHAT MIGHT SUSTAINING THIS FUNDING LOOK LIKE?

TBD: Part of this investment would include the development of sustainability plans.

SJ1 | Culturally Appropriate Prevention Approaches

Youth Master Plan Solution

Invest in preventive interventions that are culturally appropriate, evidence-based, and designed to promote healing, prosocial behavior, and the development of healthy coping skills in young people.

2-Year Action Strategy

Research existing culturally appropriate prevention approaches and identify what, where, and how they could best be piloted / expanded in New Orleans.

Partner with organizations across sectors to identify existing work in the City and new intersection points. Eventually, identify schools or other environments in which to pilot new or expanded programming.

Current Funding Focus

Expand prevention and intervention programs in community that are designed using evidence-based practices and fit for local context and demand. Examples of evidence-based programs include but are not limited to PLAAY and Credible Messenger Mentoring. Embed a follow-up practice that extends support to youth participants and caregivers during and beyond participation.

Itemized Cost

560 total youth x \$1,250 per youth participant	\$700,000
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Total	\$700,000
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Numbers Breakdown

The current funding focus is on evidence-based and culturally appropriate programming to prevent detention regarding crime or citizenship. According to OPJC 2022 data, approximately 1,228 youth are entered or re-entered into the juvenile justice system per year. Approximately 45% are entered without a prior charge (approximately 560 youth per year). No current data is available regarding youth detention based on citizenship.

\$1,250 per person = higher than standard programming cost to include evidence-based curriculum, personnel, staff training, materials and supplies, administrative cost, food / snacks, and results-based evaluation.



WHAT STRENGTHS OR ASSETS DOES THIS FUNDING LIFT UP?

An evidence-based programming clearing house adapted from existing databases, to be used as a support tool to youth and community wisdom in identifying pilots and expansions for community-based programming.



WHAT BARRIERS OR CHALLENGES DOES THIS FUNDING ADDRESS?

Inadequate community-based programming and dedicated spaces for youth to meet needs beyond court-developed and -provided programs.



WHAT MIGHT OPERATIONALIZING THIS FUNDING LOOK LIKE?

A Request for Proposals (RFP) process determined and delivered by a committee with neutral leads and informants.

A fiscal sponsor who can demonstrate fiscal integrity, expedite fund access for orgs of all sizes, and ensure accountability thru Youth Data Hub.

Youth voice and lived experience centered in the expansion/innovation of youth programs and their associated spaces, components, networks, etc.



WHAT MIGHT SUSTAINING THIS FUNDING LOOK LIKE?

TBD: Part of this investment would include the development of sustainability plans.

SJ5 | Caregiver Support Network

Youth Master Plan Solution

Coordinate a network of support for families that provides physically and emotionally safe spaces for caregivers to talk about challenges and victories of raising a family and use the principles of adult-learning, family support, and resource-sharing.

2-Year Action Strategy

Conduct analysis of existing pre-natal, parent, and general adult support services, building off of needs assessments that are currently being conducted.

Bolster successful or promising parent training programs and models, focusing on increasing access to services, creating centralized hubs of services, and establishing referral processes that meet parents where they are.

Current Funding Focus

Expand current \$40k investment in support network for parents / caregivers of criminal legal system-impacted youth, led by Ubuntu Village. Pilot district-based community parent / caregiver support network(s) modeled after family resource centers to build peer support and strengthen skills. Include Case Management and Resource Navigator components across the network to increase awareness, access, and connection to resources that meet parenting needs.

Itemized Cost

Support network for parents / caregivers of criminal legal system-impacted youth (led by Ubuntu Village)	\$100,000
Community-based parent / caregiver support network (\$100,000 per site) x 5 sites (1 per Council District)	\$500,000
Case Managers & Resource Navigators across network	\$260,000
Equipment per site (6 sites)	\$15,000
Results-based software and technical assistance	\$125,000

Total \$ 1,000,000



WHAT STRENGTHS OR ASSETS DOES THIS FUNDING LIFT UP?

Current City investment of \$40k in a [parent / caregiver support network led by Ubuntu Village](#), with opportunity to expand for greater reach and impact through a family resource center model.



WHAT BARRIERS OR CHALLENGES DOES THIS FUNDING ADDRESS?

Parent / caregiver isolation and disempowerment from supportive resources, information, and peer-based networks.

Siloed or non-existent data on parent / caregiver needs and resources available to meet those needs.



WHAT MIGHT OPERATIONALIZING THIS FUNDING LOOK LIKE?

District Offices designate first pilot site for community-based parent / caregiver support network. Recommendation is that sites launch from existing spaces that operate programs for families.

Parent / caregiver voice centered in the site identification, leadership, and expansion/innovation of the support network.



WHAT MIGHT SUSTAINING THIS FUNDING LOOK LIKE?

Sustain current investment as a function of OYF and include in its annual budget. Include the development of sustainability plans for expanded model in this investment.

SP3 | Affordable, Youth-Friendly Transportation

Youth Master Plan Solution

Ensure the public transit system encompasses the entire New Orleans metro area, and is safe, and lower-cost or free to youth

2-Year Action Strategy

Address safety concerns through reviewing driver training, assessing rider perceptions, and involving parents in 'ride the route' days with their children.

Expand access through advocating for and developing funding strategy for free transit for all young people (0-24), building on current New Orleans Regional Transit Authority (RTA) fare restructure pilot.

Current Funding Focus

Expand the one-time current investment of \$2.5 million in ARPA funding for the delivery of a zero fare transit pilot program with a \$2M annual investment to subsidize free and/or low-cost transit for youth, birth-24.

Include program elements like messaging campaigns, planning and implementation of youth-centered transit access and safety models and materials, and the associated data and communications tools.

Include narrative change approaches to reset safety standards and practices for all riders.

Itemized Cost

Zero fares for youth, birth to 24 years.	\$2,000,000
Total	\$2,000,000*

*annual amount, pending data from pilot



WHAT STRENGTHS OR ASSETS DOES THIS FUNDING LIFT UP?

Current investment of \$2.5 million in [ARPA funding to RTA for zero fare transit to New Orleans youth](#), birth to 24 years.



WHAT BARRIERS OR CHALLENGES DOES THIS FUNDING ADDRESS?

Affordability of public transit for youth. Low-cost was a starting point, and free was the demand to meet actual need.



WHAT MIGHT OPERATIONALIZING THIS FUNDING LOOK LIKE?

Funding held by RTA with support from RIDE, NOPL, CYPB, NOLA-PS, CMO's, Opportunity Youth providers, and others to plan and implement zero fare transit for youth.

Youth and family voice centered in the innovation and implementation of youth-centered transit access and safety models.

Leverage data from pilot program to inform long-term program and exploration of a Municipal Youth Card.



WHAT MIGHT SUSTAINING THIS FUNDING LOOK LIKE?

TBD: Part of this investment would include the development of sustainability plans.

HWB1 | Ensuring Sufficient Services for New Parents

Youth Master Plan Solution

Ensure the provision of long-term services for new and/or young parents (i.e. home-visiting programs, parent support groups) by promoting existing programs and investing in additional supports.

2-Year Action Strategy

Build and strengthen coordination of parent services (including basic needs), launch public messaging and awareness-raising campaign that informs of existing services, and conduct gaps analysis in order to resource based on need.

Shift from a service-only mindset to a complete wellness mindset with a focus on relationship-building and customer care and satisfaction to be assessed through parent surveys and supported through the creation of provider toolkits with supportive training materials.

Current Funding Focus

Expand current City investment of \$1.5 million over 3 years in the Health Department's Family Connects program to include nurse-home visits during pre-birth and through the first 90 days of child's life.

Strengthen family support services for birth-5 year old's to meet needs of families not utilizing Head Start and preschool programs.

Coordinate and distribute comprehensive and language-accessible community resource guides (digital and paper) with dev. stage info focused on pre-birth to 5 years.

Itemized Cost

Expand nurse-home visiting program for pre-birth through first 90 days of child's life	\$1,500,000
Strengthen family support services for 2-5 year old's	\$1,500,000
Community resource guides/info	\$500,000

Total \$ 3,500,000



WHAT STRENGTHS OR ASSETS DOES THIS FUNDING LIFT UP?

Current City investment of \$1.5 million over 3 years in [Family Connects program \(Health Dept.\)](#), with opportunity to expand for greater reach and impact.

Existing models of family support programs and services for parents and children, pre-birth through age 5.



WHAT BARRIERS OR CHALLENGES DOES THIS FUNDING ADDRESS?

The capacity of Family Connects to visit parents before and beyond the first three weeks of child's life. This funding increases touch points for greater connections to support and resources.

The capacity of Head Start and preschools to serve the total birth to 4 population of 22,945 children. This effort looks to balance the current early childhood edu. millage with investments in a supplementary family support services model.



WHAT MIGHT OPERATIONALIZING THIS FUNDING LOOK LIKE?

Funding held in Health Dept. for Family Connects.

A Request for Proposals (RFP) process determined and delivered by a committee with neutral leads and informants, with a fiscal sponsor who can demonstrate fiscal integrity, expedite fund access for orgs of all sizes, and ensure accountability thru Youth Data Hub.



WHAT MIGHT SUSTAINING THIS FUNDING LOOK LIKE?

TBD: Sustained investment based on value.

HWB2 | Caregiver Mental Health + HWB4 | Healing-Centered Trainings

Youth Master Plan Solution

HWB2: Create and distribute information that supports caregiver’s access to emotional / mental health and wellness resources / services. This includes increasing awareness of what good emotional / mental health and wellness looks like; how to access and sustain care for themselves and their families.

HWB4: Provide training for all adults engaged in youth-serving programs on how to best support young people who may experience emotional/ behavioral/ mental health challenges.

2-Year Action Strategy

N/A: These solutions do not have a 2-Year Action Strategy associated because it was not one of the 15 solutions prioritized for launch in the first two years of the plan’s implementation.

Current Funding Focus

Strengthen existing programs that support parent / caregiver and youth-serving providers’ awareness of and access to emotional / mental health and wellness resources and services, and expand programs to include training and resource-sharing directly with youth.

Examples of program designs include but are not limited to Mental Health First Aid training and Family Resource Center model.

Itemized Cost

Strengthen and expand existing programs that support access to emotional / mental health and wellness resources and services.	\$2,500,000
Total	\$ 2,500,000

Note

Our local demand for care is great, the level of care needed varies, and the need for an expansion across care-based services is real. Barriers to the needed expansion of healing-centered services include inadequate reimbursement rates for service providers and a depleting workforce.

These structural issues require shifts in policy, systems, and intentional sustained investments delivered through strategic approaches outside of this funding proposal.



WHAT STRENGTHS OR ASSETS DOES THIS FUNDING LIFT UP?

Existing models that support parent / caregiver and provider awareness of and access to emotional / mental health and wellness resources and services.



WHAT BARRIERS OR CHALLENGES DOES THIS FUNDING ADDRESS?

Parent / caregiver isolation and disempowerment from supportive resources, information, and peer-based networks.

Limited resources dedicated to the direct share of youth-centered emotional health / mental health and wellness information and resources with young people.



WHAT MIGHT OPERATIONALIZING THIS FUNDING LOOK LIKE?

A Request for Proposals (RFP) process determined and delivered by a committee with neutral leads and informants to expand family resource center model.

A fiscal sponsor who can demonstrate fiscal integrity, expedite fund access for orgs of all sizes, and ensure accountability thru Youth Data Hub.

Parent/caregiver and youth voice centered in the expansion/innovation of programs.



WHAT MIGHT SUSTAINING THIS FUNDING LOOK LIKE?

TBD: Part of this investment would include the development of sustainability plans.

Youth Programs Landscape / Data Hub

There are 111,871 children and youth in New Orleans, birth-24 years of age.

We currently have NO WAY to know definitively how many opportunities exist for young people in the city. There is NO WAY to know to what extent existing programs are responsive to youth needs and interests. There is NO WAY to track youth opportunity information in a central database, nor a process for updating this information annually or biannually.

The Youth Programs Landscape / Data Hub proposes to centralize, aggregate, map, analyze, and transparently share youth programming data to:

- increase public awareness and access to programs
- understand baseline numbers, utilization rates, gaps, and access issues
- evaluate for program outcomes and quality

This will tell us how we are doing as a city in supporting our youth and inform the status of our investments in youth programming and services.

The data infrastructure should center youth and community voice, include key sectors, incorporate disaggregated data, enforce high standards of privacy, and be transparently shared through public reports.

Itemized Cost

Software / hardware that strongly aligns with existing systems across sectors	\$225k
Contracts with Data Architect / Scientist to design Youth Data Hub framework	\$120k
Process consultant to launch a cross-sector co-creation design team with stipends to build Youth Data Hub implementation and evaluation plan	\$125k
Design Team to hold 4 community conversations with stipends re: vision / values for data, alignment, gathering and sharing strategies	\$15k
Bridges that interconnect existing systems across sectors with Youth Data Hub + specialized reporting ability	\$65k
Data input/gathering support	\$50k

Total \$600,000*

**First Time investment
Annually: \$325k
for continuous
quality
improvement and
sustainability*

Note

Model examples include the [Baltimore City Youth Data Hub](#) and [San Antonio UP Partnership](#).



WHAT STRENGTHS OR ASSETS DOES THIS FUNDING LIFT UP?

Awareness of the small, medium, and large youth-serving organizations delivering quality programming, experiences, and connections to New Orleans youth and their families; a **coordinated approach to tracking the impact of investments**.



WHAT BARRIERS OR CHALLENGES DOES THIS FUNDING ADDRESS?

Siloed or non-existent data on how and what our city's young people are doing, what their needs are, what opportunities exist across dev. stages, and how well those opportunities meet needs.



WHAT MIGHT OPERATIONALIZING THIS FUNDING LOOK LIKE?

Functional responsibility held by YMP Partners: OYF (internal City), CYPB (neutral convener), NOYA (provider intermediary).

Funding held in the City with a passthru approach.

Engage community in the Collective Impact design, with capacity building and technical assistance considered at the project's start.



WHAT MIGHT SUSTAINING THIS FUNDING LOOK LIKE?

A function of a City department and included in its annual budget.

Advocacy for state line item for CYPB's; model could be replicated to connect and link sectors for data and information-sharing across the state.

Request for Proposals (RFP) Process / Fund Administration

A portion of this investment must be dedicated to the key process points that contribute to equitable, data-informed, and youth-centered decision-making, program capacity-building, and program evaluation.

Youth Voice is lifted up and supported with youth participation and co-creation in RFP designs, implementation, and evaluation.

Where an RFP process is identified, a fiscal sponsor who can demonstrate fiscal integrity, expedite fund access for organizations of all sizes, and ensure accountability through the Youth Data Hub (see slide 11) is a necessary accompaniment.

Itemized Cost	
RFP designs / implementation	\$100,000
Youth program capacity-building	\$100,000
RFP Administration / Evaluation	\$100,000
Total	\$300,000



WHAT STRENGTHS OR ASSETS DOES THIS FUNDING LIFT UP?

Youth Voice, Vision, and Leadership in decision-making processes surrounding expansion and innovation of programs and services that support their development.

Opportunities for youth-serving organizations delivering quality programming, experiences, and connections to New Orleans youth and their families to expand/innovate and build capacity.



WHAT BARRIERS OR CHALLENGES DOES THIS FUNDING ADDRESS?

Absence of a **City-sponsored funding mechanism that gets resources quickly and directly to community organizations.**



WHAT MIGHT OPERATIONALIZING THIS FUNDING LOOK LIKE?

Collective Impact process to deliver overall RFP administration.

Fiscal integrity ground rules that all could agree to and honor.



WHAT MIGHT SUSTAINING THIS FUNDING LOOK LIKE?

TBD: Part of this investment would include the development of sustainability plans.



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Links:

- [Youth Master Plan Summary](#)
- [Big Easy Deal Summary](#)
- [Baltimore City Data Hub](#)
- [San Antonio UP Partnership](#)

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