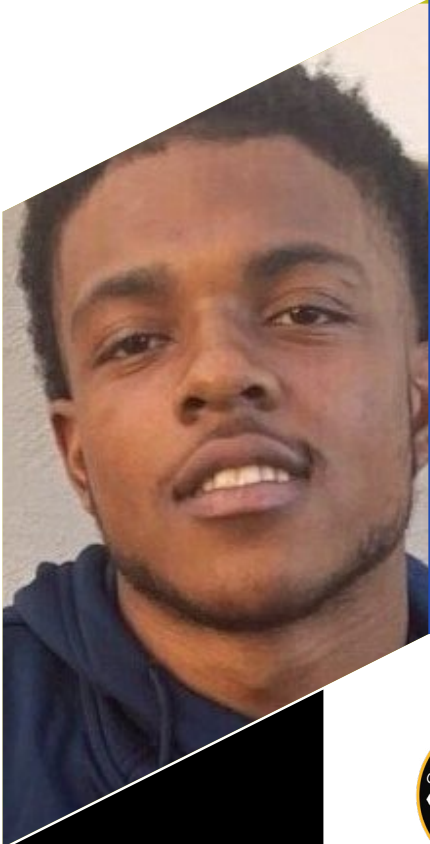


90 Day Squeegee Action Plan



Brandon M. Scott
Mayor



**MAYOR'S OFFICE OF
AFRICAN AMERICAN MALE
ENGAGEMENT**

AWARENESS. ACCESS. ACCOUNTABILITY.

Background

Dating back as early as the mid 1980's, Baltimore has grappled with a persistent youth panhandling challenge, specifically youth that participate in free-lance windshield washing at high traffic intersections across the city. In 2019, the Mayor's Office of Children and Family Success (MOCFS) and the Mayor's Office of African American Male Engagement (MOAAME) developed a support model for disrupting environments that encourage squeegee activity, while providing wraparound supports to youth.

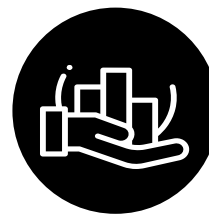


The Scott Administration is building on the initial strategy developed by MOCFS and MOAAME, re-engaging academic partners, business and community leaders to develop a strategic action plan for disconnected young men and boys rooted in public health and guided by best practices and research.

In addition, the Scott Administration will intensify our outreach efforts as laid out in our 30, 60, 90 Day plan of action. The new strategic framework will be presented to the public in early 2022.

MOAAME Squeegee Outreach Progress

MOAAME serves as the lead agency responsible for the case management and intensive outreach to disconnected young men and boys. Since early 2020 MOAAME has:



- Identified **186** disconnected youth who squeegee
- Re-engaged **43** youth into school
- Secured birth certificates, social security cards and/ or IDs for **29** youth
- Employed **27** youth who distributed **10,000** meals as part of the city's Covid-19 response
- Registered **73** youth in the summer YouthWorks program
- Placed **39** youth with permanent employers
- Connected **50** youth with a Credible Mentor for intentional guidance and support

Squeegee 2.0: Near Term Strategy

(30, 60, 90 Days of Action)

Building on MOAAME’s initial efforts, over the next 90 days the Scott Administration will intensify outreach efforts to squeegee youth while engaging business, community, and youth leaders to examine and reimagine our squeegee strategy:

	Intensive Outreach and Engagement	Youth and Motorist Safety and Traffic Calming	Connection to Education, Employment, and Entrepreneurship
30 Days (Dec-Jan)	<ul style="list-style-type: none"> • Deploy outreach/engagement staff during high traffic hours at targeted intersections • Host Bi-Weekly Resources to the Corner events throughout the month of December with key service providers (City Schools, MOHS, BCHD, MOED, nonprofit and employer partners, etc.) to bring resources directly to youth that squeegee on targeted corners; enroll youth in programming and connect to services 	<ul style="list-style-type: none"> • Recruit, train and deploy staff to high traffic intersections with persistent squeegee activity to calm traffic and ensure the safety of youth and motorists • Evaluate cameras at high traffic intersections. Ensure cameras are active and connected to BPD system; repair broken cameras 	<ul style="list-style-type: none"> • Launch Employer Coalition - a group of employers committed to hiring squeegee youth
60 Days (Jan-Feb)	<ul style="list-style-type: none"> • Launch Young Black Men and Boys Cabinet: Convene cabinet of business, community, nonprofit, philanthropic and academic leaders, along with DYTS to recommend strategies to deepen the impact of the City’s squeegee efforts • Launch community conversation series w/ youth that squeegee, business and community leaders 	<ul style="list-style-type: none"> • Deploy squeegee outreach protocol with 311, BPD, MOAAME (Messaging and text notification system) 	<ul style="list-style-type: none"> • Host employer convening with coalition members; provide training on youth engagement strategies in the workplace; employers can use the convening to share best practices, escalate challenges, etc.
90 Days (Feb-Mar)	<ul style="list-style-type: none"> • Share recommendations from Young Black Men and Boys cabinet • Announce long-term strategic action plan for disconnected young men and boys 	<ul style="list-style-type: none"> • Evaluate traffic calming measures 	<ul style="list-style-type: none"> • Launch Same Day Work Pilot providing youth with daily stipends for working day jobs throughout the city

Research and Evaluation (Ongoing)

- Identify an academic partner to evaluate the current set of programs for squeegee youth and suggest modifications and recommendations to programming.
- Identify academic partner to monitor and evaluate progress of Boys and Young Men of Color Strategic Plan.

To follow the progress of the
90 Day Squeegee Action Plan
and to learn more about
our programs:

visit: www.aamebaltimore.com.

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