

# Prosperity Initiative

Reducing generational poverty and  
improving community wealth



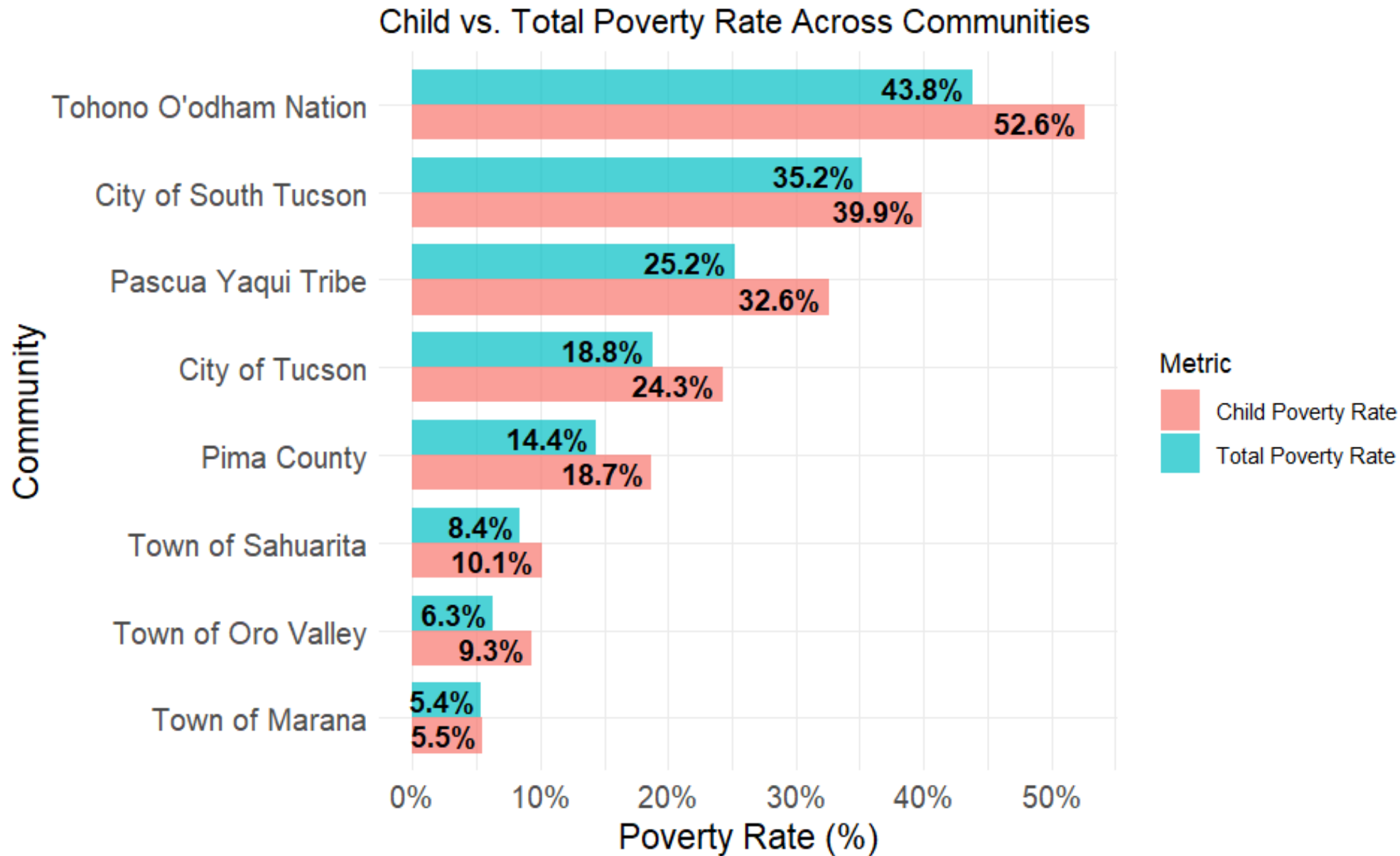
PIMA COUNTY

# The Prosperity Initiative is a **regional** partnership working to reduce generational poverty.

- **Vision:** Every **child** in every community of Pima County reach adulthood with the **skills, tools, and resources for economic stability**.
- **Goal:** Support local individuals to break the cycle of poverty by using **evidence-based approaches**.
- **Result (so far):** **13 policies and 3 cross-policy strategies** to guide aligned, coordinated investment across Pima County.



# Child Poverty Rates Across Pima County



U.S. Census Bureau, U.S. Department of Commerce. "Poverty Status in the Past 12 Months." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S1701

# Prosperity Initiative Mandate

Work **regionally** to develop a set of policies that guide **long-term** efforts to create community wealth by addressing **generational poverty** and improving opportunity and...

- Are based on **evidence-based research**
- Also **address the immediate needs** of those currently experiencing poverty
- For **adoption or adaptation by local governments**

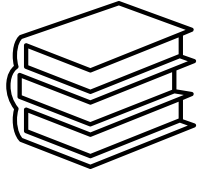


# Collecting Input and Buy-In

Fall-Winter 2022	Spring 2023	Summer 2023	Fall 2023
<ul style="list-style-type: none"><li>Identify policy domains of community interest</li></ul>	<ul style="list-style-type: none"><li>Recruit academic and community researchers for drafts</li></ul>	<ul style="list-style-type: none"><li>Review of policy drafts by subject matter experts</li></ul>	<ul style="list-style-type: none"><li>Package the policies together for potential adoption</li></ul>
180 meetings with 750+ individuals	12 Commissions & Councils	56+ national and local experts and practitioners	A 250-page recommendation report

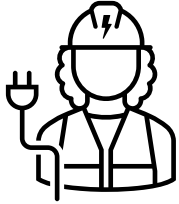


# Policy Topics:



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**Education**



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**Work**



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**Housing**



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**Health**

**1. Increase the Supply of Housing**

**2. Improve Quality of Life and Opportunity in High Poverty Neighborhoods**

**3. Improve Housing Stability**



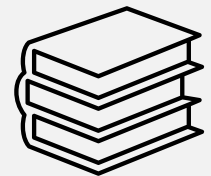
**4. Increase Health Coverage and Reduce Medical Debt**

**5. Reduce Unintended Pregnancies**



**6. Increase Access to Affordable High Quality Early Childcare and Education for Families with Children**

**7. Increase College and Other Post-Secondary Educational and Training Opportunities for Children and Youth**



**8. Identify and Prioritize Safe, Reliable, and Affordable Transportation and Mobility Options**

**9. Expand Broadband Services and Address Barriers**

**10. Prioritize Workforce Development for Low-Income Job Seekers**

**11. Improve Job Quality for Workers**

**12. Improve Financial Capability**

**13. Increase Small/Micro Business Ownership and Expansion Opportunities**





# Framework Adoption



<b>November 2023</b>	<ul style="list-style-type: none"><li>• Draft report posted via BoS</li><li>• Advocacy opportunities circulated</li></ul>
<b>December 2023</b>	<ul style="list-style-type: none"><li>• 12 comment letters</li><li>• 12 Call to the Audience speakers in support</li><li>• Pima County Board of Supervisors approved</li></ul>
<b>January 2024</b>	<ul style="list-style-type: none"><li>• Study session review with spectators</li><li>• City of Tucson's Mayor and Council approved</li></ul>

# Collaborating on Implementation

Municipal

Multi-sector

Local Example





# *How is Pima County moving forward on policy goals?*

## **FIRST:**

**Find out what we're doing already.**

Inventorying process:

- Talked to all departments
- Created catalog of PI-related work

## *Result:*

- + Increased awareness across county
- + Collaboration enhanced
- + Comprehensive catalog created

[Read it here.](#)



## *How is Pima County moving forward on policy goals?*



### **SECOND:**

Organize work groups and shepherd progress on policy goals within work, education, and health.

More info about our progress is available here: [Annual update](#) report.



# Aligning Resources & Attracting Investment



## Pima County's Outside Agency grant:

- PI goals embedded in application and will be part of the grant award review process.

## New Funding for Housing:

### The Pima County Board of Supervisors approved:

- \$8.5 million toward affordable housing in next year's fiscal year budget
- Adopted a 10-year policy that allocates at least \$200 million in additional funding for a 10-year period that begins in Fiscal Year 2026-27.
- City of Tucson & Pima County received \$7M Federal PRO HUD Grant for Housing.

# Multi-Sector



## Community Coalition for Prosperity

- ***Secured backbone agency - SVP Tucson***
  - Steering planning group included Primavera, United Way, SVP, Waters Center, and independent consultants
- ***Draft committee and structure plan***
  - Input from 200+ community leaders/ members
  - Teams: Community Advisory, Implementation, Community Relations, Funders Circle, Leadership Council
- ***Establishment of Prosperity Initiative-aligned projects***
  - Including the City of Tucson's 29<sup>th</sup> Street Thrive Zone



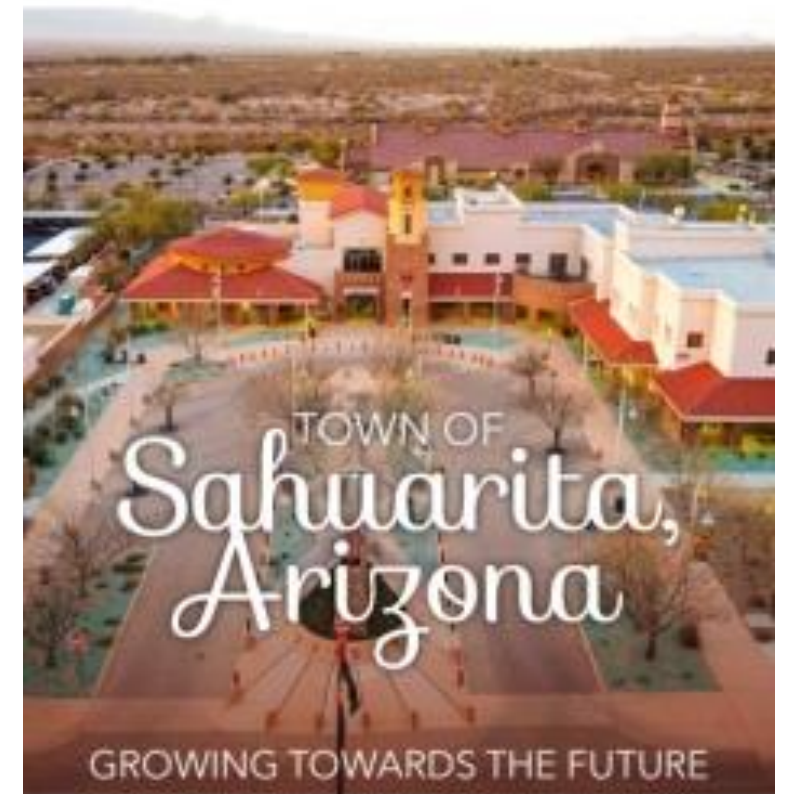


# Local Example

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## Better Together Coalition – Green Valley & Sahuarita

- **Coalition** of community, government, and business (ex. credit union) leaders
- **Identified 4 priority policies:** Post-Secondary Education (PSE), Workforce Development/Small Business, Digital Inclusion, Financial Capability
- **Supporting** the Elevate Ed expansion to Sahuarita Unified SD
  - PSE and Workforce priorities
- **Planning** a Family Financial Fair at a local middle school
  - Financial Capability priority



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## *How will we know if we're making progress?*



- Resources and guidance from the Urban Institute
- Working with City of Tucson and Coalition members:
- Used systematic process to ID “impact indicators”
- These numbers let us measure if we’re achieving long-term goals for the 13 sub-policies (and overall)
- [Full detail available here](#) (and on our web page).

# Sonoran Desert Conservation Plan



**BEING** ARCHITECTS OF CHANGE  
FOR THE NEXT GENERATION  
**REQUIRES**



**CATHEDRAL  
THINKING**



# For more info

## **Pima County - Prosperity Initiative**

<https://www.pima.gov/3137/The-Prosperity-Initiative>

## **City of Tucson - Prosperity Initiative**

<https://prosperity.tucsonaz.gov/>

## **Community Coalition for Prosperity (CC4P)**

<https://svptucson.org/community-coalition-for-prosperity/>

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# Thank you!

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