Plotting a Path to Prosperity for Our Communities

Launch of 2019 Prosperity Now Scorecard
Local Data

July 16, 2019
Welcome

Kasey Wiedrich
Director of Applied Research
Prosperity Now
Housekeeping

• This webinar is being recorded and will be mailed to registrants and available online within one week

• All webinar attendees are muted to ensure sound quality

• Ask a question or share your thoughts anytime by typing into the text box of your GoToWebinar Control Panel

• If you experience any technical issues, email gotomeeting@prosperitynow.org
Prosperity Now’s mission is to ensure everyone in our country has a clear path to financial stability, wealth and prosperity.
PROSPERITY NOW SCORECARD is a comprehensive resource featuring data on family financial health and policy recommendations to help put all U.S. households on a path to prosperity.

- CFED Publishes the State Asset Development Report Card
- CFED launches the Assets & Opportunity Scorecard
- CFED begins publishing the Scorecard annually
- CFED launches Local Data Center
- Prosperity Now launches the Prosperity Now Scorecard
- 3rd Annual Local Scorecard Release

@ProsperityNow prosperitynow.org
Today’s Agenda

✓ Overview of Scorecard Local Data, Resources & Findings
✓ Local Policy Solutions to Build Prosperity
✓ Putting Data into Action: Practitioner Insights
✓ Using the Scorecard to Advocate
✓ Next Steps
Today's Speakers

Lebaron Sims
Senior Research Manager
Prosperity Now

Holden Weisman
Associate Director, Policy
Prosperity Now

Andreanecia Morris
President,
Greater New Orleans Housing Alliance (GNOHA)

Vanna Cure
Senior Advocacy Manager
Prosperity Now

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prosperitynow.org
Poll questions: tell us about yourself!

Question 1: I am a:
- Practitioner / direct service provider
- Researcher
- Policy advocate
- Government employee
- Other

Question 2: Have you used Scorecard state or local data in the past?
- Yes
- No
Overview of Scorecard Resources

Lebaron Sims
Senior Research Manager
Prosperity Now
PROSPERITY NOW SCORECARD

78 Outcome Measures
26 Disaggregated by Race, 52 Overall
Disaggregated data by disability status, gender, and income
Trend Data

28 Policy Measures

- Financial Assets & Income
- Businesses & Jobs
- Homeownership & Housing
- Health Care
- Education
19 Measures at the Local Level
Data available for Cities, Counties, Metro Areas, Congressional Districts, and Tribal Areas

Financial Assets & Income
1. Income Poverty Rate
2. Income Inequality
3. Asset Poverty
4. Liquid Asset Poverty
5. Households with Zero Net Worth
6. Unbanked Rate
7. Underbanked Rate

Businesses & Jobs
1. Unemployment Rate
2. Business Value by Race
3. Business Value by Gender

Homeownership & Housing
1. Homeownership Rate
2. Affordability of Homes
3. Cost-Burdened Renters
4. Cost-Burdened Homeowners

Health Care
1. Uninsured Rate
2. Uninsured Low-Income Children
3. Employer-Provided Health Insurance

Education
1. Four-Year College Degrees
2. Early Childhood Education

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Explore the Scorecard

Welcome to the Prosperity Now Scorecard, a comprehensive resource for data on household financial health, racial economic inequality and policy recommendations to help put everyone in our country on a path to prosperity.

WATCH THE HOW-TO GUIDE FOR FINDING LOCAL DATA

READ THE 2019 MAIN FINDINGS

SEE THE 2019 SCORECARD RANKS
Explore the Scorecard
Explore the Scorecard

New Orleans, LA

Population: 388,182
Households: 154,895

Select an issue to explore:
- Financial Assets & Income
- Businesses & Jobs
- Homeownership & Housing
- Health Care
- Education

Explore outcome measures in homeownership & housing:
- Compare places

Explore outcome measures in financial assets & income:
- Compare places

Download Local Outcome Report
Show more demographics data
Explore the Scorecard

Financial Assets & Income
Do all residents have adequate income and opportunities to build and protect wealth?

Related Topics
Savings & Assets

Related Policies

FINANCIAL ASSETS & INCOME
Liquid Asset Poverty Rate
Percentage of households without sufficient liquid assets to subsist at the poverty level for three months in the absence of income.
Explore the Scorecard

Place Data: Liquid Asset Poverty Rate
For Cities within Pennsylvania with population greater than 75,000

<table>
<thead>
<tr>
<th>NAME</th>
<th>POPULATION</th>
<th>LIQUID ASSET POVERTY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allentown, PA</td>
<td>110,624</td>
<td>33.3%</td>
</tr>
<tr>
<td>Bethlehem, PA</td>
<td>78,310</td>
<td>30.4%</td>
</tr>
<tr>
<td>Erie</td>
<td>100,157</td>
<td>47.0%</td>
</tr>
<tr>
<td>Philadelphia, PA</td>
<td>1,555,938</td>
<td>47.8%</td>
</tr>
<tr>
<td>Pittsburgh, PA</td>
<td>305,305</td>
<td>41.1%</td>
</tr>
<tr>
<td>Reading, PA</td>
<td>97,899</td>
<td>50.2%</td>
</tr>
<tr>
<td>Scranton, PA</td>
<td>78,380</td>
<td>43.2%</td>
</tr>
</tbody>
</table>
Plotting a Path to Prosperity

- Scorecard local data dives into outcomes and policies relating to:
  - Boosting savings along with incomes
  - Housing affordability and stability
  - The connection between health and financial well-being

- Cities like Stockton, CA; Washington, DC; and Saint Paul, MN, are investing in opportunity for their residents in innovative ways.

- By addressing the significant barriers facing communities—and communities of color, specifically—local leaders can strengthen social and economic ties and provide the foundation needed for all families to build key assets.
Where You Live Matters

- Cities with the best resident outcomes are suburban with a population that is majority White.

- Cities with the worst resident outcomes are former industrial centers with a population that is predominantly Black or Brown.

**Source:** 2013-2017 American Community Survey
43% percent of households in our largest cities are liquid asset poor, including 58% of households of color.

In cities like Washington DC, the adequate standard of living can be over 4x the poverty threshold— and families of color are disproportionately paying the price.
Building Savings As A Step To Security

- Through policy, policymakers and administrators have artificially deflated the earnings and wealth-building potential of their communities.

- With cities becoming increasingly unaffordable for most, local leaders must focus both on raising wages and income to a sufficient standard, and on seeding savings for longer-term security.

- Cities like Washington, DC, have approached both by raising the minimum wage and introducing a Rainy Day EITC to increase tax-time savings for low-income households.
Preserving Affordable Housing To Promote Economic Security

- Increasing homeownership rates and home values have exacerbated income and wealth inequality in cities.

- Renters are experiencing increases in housing costs, with low-income renters left out in the cold.

Source: 2010 and 2017 American Community Survey and 2000 Decennial Census. All figures presented in 2017 Dollars.
Preserving Affordable Housing To Promote Economic Security

- HUD has gone against its mandate and actively undermined efforts to curb the hemorrhaging of affordable housing stock and protect households from discrimination in the housing market.

- City leaders have a responsibility to protect affordable rental and owner-occupied housing by implementing equitable and inclusionary housing development standards.
  - Cities like New Orleans, LA, and Newark, NJ, are embracing inclusionary zoning to protect affordable rental stock.
  - Minneapolis, MN, and the state of Oregon have enacted legislation that ends single-family zoning.
Lack of access to Medicaid appears to impact certain populations disproportionately.

The lack of action by states that have declined to expand Medicaid has directly resulted in poorer outcomes for their residents.

The policies that determine who receives health coverage play a central role in improving access to care and protecting income and assets.

Achieving Financial Security Through Health Equity

**AVERAGE COUNTY UNINSURED RATES, BY RACE, 2013-2017**

<table>
<thead>
<tr>
<th>Race</th>
<th>With Medicaid Expansion</th>
<th>Without Medicaid Expansion</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITE</td>
<td>9.3%</td>
<td>13.5%</td>
</tr>
<tr>
<td>PEOPLE OF COLOR</td>
<td>11.6%</td>
<td>15.7%</td>
</tr>
<tr>
<td>BLACK</td>
<td>22.5%</td>
<td>17.1%</td>
</tr>
<tr>
<td>NATIVE</td>
<td>24.2%</td>
<td>18.5%</td>
</tr>
<tr>
<td>ASIAN</td>
<td>10.9%</td>
<td>16.6%</td>
</tr>
<tr>
<td>NATIVE HAWAIIAN/ PACIFIC ISLANDER</td>
<td>13.6%</td>
<td>22.6%</td>
</tr>
<tr>
<td>LATINO</td>
<td>28.2%</td>
<td>22.2%</td>
</tr>
<tr>
<td>OTHER</td>
<td>23.2%</td>
<td>33.5%</td>
</tr>
<tr>
<td>MULTI</td>
<td>9.2%</td>
<td>13.3%</td>
</tr>
</tbody>
</table>

*Source: 2013-2017 American Community Survey*
Achieving Financial Security Through Health Equity

- Leaders and practitioners in the health and asset building fields must innovate on the policy and programmatic fronts to deliver services jointly and ensure community needs are being met across silos.

- Organizations like StreetCred in Boston, MA seek to improve the overall well-being of the family’s health through poverty reduction and creating the opportunity to build a more financially secure future.

- Local policy and programmatic innovations must recognize the needs of low-income communities, and foster a broader understanding of what it takes to achieve wealth and prosperity in this country.
Sharing Data with Your Networks

LOCAL OUTCOME REPORT
ST. PAUL, MN

PROSPERITY NOW SCORECARD

The Prosperity Now Scorecard equips advocates, policymakers, practitioners and others with data on how residents in states, counties and even cities fare when it comes to their financial health and whether opportunities to prosper are equitable. These data jump-start a conversation about solutions and policies to pull all households on stronger financial footing.

Financial Assets & Income

<table>
<thead>
<tr>
<th>OUTCOME MEASURE</th>
<th>PLACE DATA</th>
<th>STATE DATA</th>
<th>US DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asset Poverty Rate</td>
<td>13.3%</td>
<td>15.4%</td>
<td>11.8%</td>
</tr>
<tr>
<td>Income Inequality</td>
<td>4.2% higher for places</td>
<td>4.6% higher for states</td>
<td>5.1% higher for the US</td>
</tr>
<tr>
<td>Poverty Rates</td>
<td>18.9%</td>
<td>19.0%</td>
<td>15.1%</td>
</tr>
<tr>
<td>Income Growth Rate</td>
<td>0.5% higher for places</td>
<td>0.7% higher for states</td>
<td>0.9% higher for the US</td>
</tr>
<tr>
<td>Local Asset Poverty Rate</td>
<td>24.7%</td>
<td>24.7%</td>
<td>26.0%</td>
</tr>
<tr>
<td>Unemployment Rates</td>
<td>8.8%</td>
<td>10.3%</td>
<td>8.0%</td>
</tr>
<tr>
<td>People Working with Zero Hours</td>
<td>20.2%</td>
<td>19.4%</td>
<td>17.5%</td>
</tr>
</tbody>
</table>

Businesses & Jobs

<table>
<thead>
<tr>
<th>OUTCOME MEASURE</th>
<th>PLACE DATA</th>
<th>STATE DATA</th>
<th>US DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Venture Rate</td>
<td>4.4% higher for places</td>
<td>5.1% higher for states</td>
<td>6.7% higher for the US</td>
</tr>
<tr>
<td>Business per Person</td>
<td>28.9% higher for places</td>
<td>29.7% higher for states</td>
<td>27.9% higher for the US</td>
</tr>
<tr>
<td>Self-Employment Rate</td>
<td>2.6% higher for places</td>
<td>2.1% higher for states</td>
<td>1.5% higher for the US</td>
</tr>
<tr>
<td>Employment Mean</td>
<td>4.6% higher for places</td>
<td>4.9% higher for states</td>
<td>4.5% higher for the US</td>
</tr>
</tbody>
</table>

Homeownership & Housing

<table>
<thead>
<tr>
<th>OUTCOME MEASURE</th>
<th>PLACE DATA</th>
<th>STATE DATA</th>
<th>US DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable Homeownership Rates</td>
<td>5.9% lower for places</td>
<td>5.5% lower for states</td>
<td>5.5% lower for the US</td>
</tr>
<tr>
<td>Housing Cost Burden - Homeownership</td>
<td>29.6%</td>
<td>30.2%</td>
<td>32.0%</td>
</tr>
<tr>
<td>Housing Cost Burden - Renters</td>
<td>27.9%</td>
<td>27.4%</td>
<td>27.9%</td>
</tr>
<tr>
<td>Homeownership Rate</td>
<td>4.2% higher for places</td>
<td>5.1% higher for states</td>
<td>4.9% higher for the US</td>
</tr>
</tbody>
</table>

Health Care

<table>
<thead>
<tr>
<th>OUTCOME MEASURE</th>
<th>PLACE DATA</th>
<th>STATE DATA</th>
<th>US DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Insurance Coverage Rate</td>
<td>86.4%</td>
<td>86.4%</td>
<td>86.4%</td>
</tr>
<tr>
<td>Uninsured Rate</td>
<td>10.3%</td>
<td>10.3%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Uninsured by Race</td>
<td>4.8%</td>
<td>4.8%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Uninsured by Gender</td>
<td>1.9%</td>
<td>1.9%</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

Education

<table>
<thead>
<tr>
<th>OUTCOME MEASURE</th>
<th>PLACE DATA</th>
<th>STATE DATA</th>
<th>US DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Graduation Rates</td>
<td>80.1%</td>
<td>80.1%</td>
<td>80.1%</td>
</tr>
<tr>
<td>Bachelor’s Degree Rate</td>
<td>26.4%</td>
<td>26.4%</td>
<td>26.4%</td>
</tr>
</tbody>
</table>

ST. PAUL

DEMOGRAPHICS

POPULATION: 297,160
HOUSEHOLDS: 112,571

HOUSEHOLD INCOME QUANTILES

- Lowest Quintile: $0 to $30,000
- 2nd Quintile: $30,000 to $40,000
- 3rd Quintile: $40,000 to $50,000
- 4th Quintile: $50,000 to $60,000
- Highest Quintile: Over $60,000

MIDIAN HOUSEHOLD INCOME: $40,000

RACE AND ETHNICITY (% OF POPULATION)

- White: 66.4%
- Black: 16.0%
- Asian: 3.2%
- Latinx: 2.2%
- Native: 0.6%
- Other: 6.3%

AGE (% OF THE POPULATION)

- Under 18: 25.4%
- 18 to 24: 12.4%
- 25 to 34: 25.6%
- 35 to 44: 22.4%
- 45 to 64: 9.6%
- 65 and over: 9.9%

PEOPLE WITH A DISABILITY: 11.7%

PROSPERITY NOW COMMUNITY

Prosperity Now is committed to continuing our support of and partnerships with our movement of committed advocates and practitioners seeking to create a clear path to financial stability, wealth, and prosperity. The Prosperity Now Community expands our reach, creates strong connections between those in our community and mobilizes advocates to create lasting social change.

The Prosperity Now Community facilitates learning, creates connections and inspires action to create and improve programs and policies that foster opportunity, especially for those who have not had it before. Our unwavering commitment to creating prosperity includes efforts on a wide range of issues, such as consumer protections, equity in the tax code, increasing affordable housing and removing barriers to saving and building wealth.

To join the Community, visit prosperitynow.org/get-involved

COMMUNITY CHAMPIONS IN MINNESOTA

- Build Wealth Minnesota — Minneapolis, MN
- Minneapolis Urban League — Minneapolis, MN
- Minnesota Asset Building Coalition — St. Paul, MN

ABOUT PROSPERITY NOW

Prosperity Now, formerly AFTOC, believes that everyone deserves a chance to prosper. Since 1977, we have helped make it possible for millions of people, especially people of color and those of limited resources, to achieve financial security, stability, and, ultimately, prosperity. We offer a unique combination of tested practical solutions, in-depth research and proven policy solutions, all aimed at building wealth for those who need it most.

@ProsperityNow
prosperitynow.org
Sharing Data with Your Networks

The Prosperity Now Scorecard equips advocates, policymakers, practitioners and others with data on how residents in states, counties and cities are faring when it comes to their financial health and whether opportunities to prosper are equitable. These data jump-start a conversation about solutions and policies to put all households on stronger financial footing. The measures span five distinct issue areas: Financial Assets & Income, Business & Jobs, Homeownership & Housing, Health Care and Education.

### Financial Assets & Income

<table>
<thead>
<tr>
<th>OUTCOME MEASURE</th>
<th>PLACE DATA</th>
<th>STATE DATA</th>
<th>US DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Asset Poverty Rate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Child Poverty Rate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Households with Zero Net Worth</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income Poverty Rate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unbanked Households</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Underbanked Households</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Business & Jobs

<table>
<thead>
<tr>
<th>OUTCOME MEASURE</th>
<th>PLACE DATA</th>
<th>STATE DATA</th>
<th>U.S. DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Value by Gender</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unemployment Rate</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

### Homeownership & Housing

<table>
<thead>
<tr>
<th>OUTCOME MEASURE</th>
<th>PLACE DATA</th>
<th>STATE DATA</th>
<th>U.S. DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homeownership Rate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Housing Cost Burden - Homeowners</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Housing Cost Burden - Renter</td>
<td></td>
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</tbody>
</table>

### Health Care

<table>
<thead>
<tr>
<th>OUTCOME MEASURE</th>
<th>PLACE DATA</th>
<th>STATE DATA</th>
<th>U.S. DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Health</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Uninsured Low-Income Children</td>
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</tbody>
</table>

### Education

<table>
<thead>
<tr>
<th>OUTCOME MEASURE</th>
<th>PLACE DATA</th>
<th>STATE DATA</th>
<th>U.S. DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Childhood Education Status</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Four-Year College Degree</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Four-Year College Degree by Gender</td>
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</tr>
</tbody>
</table>

In order to generate more robust estimates at the local level, specifically estimates disaggregated by race, many local Advocates are discovering the potential of using microdata, multi-panne analysis and targeted social services to improve the prosperity of specific communities.

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**PROSPERITY NOW SCORECARD / LOCAL OUTCOME REPORT**

**PINE RIDGE RESERVATION**

**OUTCOMES BY RACE & ETHNICITY**

Where possible, the Scorecard disaggregates our measures by race for the racial and ethnic groups below. The groups are determined by what is available in the U.S. Census Bureau’s American Community Survey tables. It is worth noting that for our disaggregated measures we used the estimates for people identifying only as that racial group, unless otherwise stated.

<table>
<thead>
<tr>
<th>OUTCOME MEASURE</th>
<th>WHITE, NON-HISPANIC</th>
<th>PEOPLE OF COLOR</th>
<th>BLACK</th>
<th>AMERICAN INDIAN</th>
<th>ASIAN</th>
<th>NHPI*</th>
<th>LATINO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income Poverty Rate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unemployment Rate</td>
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</tr>
<tr>
<td>Housing Cost Burden - Homeowners</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Uninsured Low-Income Children</td>
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</tr>
</tbody>
</table>

*Native Hawaiian or Other Pacific Islander

“Native peoples are building their capabilities to better manage their financial assets whether it is a wage from a job, a par capitation payment, investment income, or revenue from a tribal enterprise. Financial capability is critical to navigating a future vision, you can be self-determined—whether as individual, family, community, tribal nation, or all of Indian Country. There are now many resources available for enhancing financial capability for tribes and nonprofits to use such as the Prosperity Now Scorecard that new includes data for tribal areas.”

—Sherry Salway Black

**Limitations of Scorecard Data for Tribal Areas and by Race & Ethnicity**

As the Scorecard is designed to allow users to compare data for their community to other communities across the country, states and to the United States. Prosperity Now uses national, public data sources, primarily surveys from the U.S. Census Bureau and other federal agencies. As the Native American population of the US is approximately 2% of the total U.S. population, many of these sources do not include a sufficient sample size to provide reliable estimates of outcomes for American Indian, Alaska Native, or Native Hawaiian outcomes for local places and even many states. In addition, Prosperity Now uses a threshold of at least 100 observations in the data sources to produce an estimate for any population, which results in more missing data in the Scorecard.

Native populations—particularly those living on reservations or Alaska Native villages—are at a higher risk of being undercounted in Census surveys and being undercounted in the decennial census. NCAI reports that Native people living on tribal areas were undercounted by 4.9% in 2010 and 12.2% in 1980.

Robust data on the size and characteristics of Native communities and populations is essential to sharing a course for progress of Tribes and Native populations within communities. While they recognize the limitations of the Scorecard data, we hope that publishing what is available and not available sheds some light on economic conditions within tribal areas as well as raises the importance of advocating for more robust data collection for Native communities.

**Additional Data Resources for Tribal Areas or Native Communities**

- U.S. Census Bureau’s My Tribal Area at census.gov/tribal/
- Federal Reserve Bank of Minneapolis Center for Indian Country Development Reservation Profiles at info.mprbank.org/indiancountrydevresource/overviewprofiles/
- Indian Affairs Policy Research Center Regional Profiles at ndri.org/about/indianaffairs/tribal/regional-profiles/
- Hawai’i State Data Center at census.hawaii.gov

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* LOCAL PROFILE

For more information visit Scorecard.ProsperityNow.org

**PROSBCITY NOW**

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Dive Into Research and Solutions
Using the Policy Blueprint to Make the Case

Holden Weisman
Associate Director, Policy
Prosperity Now
A Municipal Policy Blueprint for a More Inclusive Path to Prosperity

Local-level policies focused on solutions for building financial security within communities of color that are

**Moveable** – policies that can be and have been enacted and implemented

**Manageable** – policies that can be implemented without expending much capital

**Meaningful** – policies that have a significant impact on communities of color

bit.ly/municipalpolicy
Municipal Roles and Responsibilities

- Regulator/Policy Maker
- Service Provider
- Employer
- Advocate for State Policy
- Developer
- Funder
- Convener
- Influencer with Purchasing Power
Policy areas to focus on local-level racial wealth equity issues

- Boosting Income
- Protecting Consumers
- Enabling Homeownership
- Increasing Ownership of Assets
Local Approaches and Strategies

- Lead by acknowledging racial disparities
- Policies should be data driven, reflective of local challenges and strengths of communities of color, and evaluated through data collection
- Determine the appropriate role for city government to play on specific policies
- Centralize financial security with dedicated city staff
- Pilot integration of services
- Collaborate, Collaborate, Collaborate
- Determine the best means to fund programs through budgets of partnerships
What comes next?

- **Understand challenges** communities of color are facing in your city through data and outreach

- Not a one-size-fits-all approach; **solutions need to be tailored**

- **Collaborate and connect** to community and municipal leaders

- **Strengthen advocacy skills** to put data and policies to work

- **Reach out to the Policy Team** to discuss potential solutions right for your city and where to begin
Poll Question

Question 3: How have you used Scorecard data?

✓ To inform your policy agenda
✓ To make the case to funders
✓ To educate policymakers
✓ To communicate about the issue with coalition partners
✓ To communicate about the issue to the general public / media
HousingNOLA 10 Year Plan

HousingNOLA believes our community can provide high-quality, safe and accessible housing that is affordable to individuals and families of all income levels throughout New Orleans.

HousingNOLA is a 10-year partnership between community leaders, and dozens of public, private, and nonprofit organizations working to solve New Orleans’ affordable housing crisis.
HousingNOLA Goals

1. Preserve existing supply and expand the total supply of affordable rental and homeownership opportunities throughout New Orleans.
2. Prevent future displacement through development activities and continued study and policy review.
3. Enforce and promote fair housing policies throughout New Orleans.
4. Encourage sustainable design and infrastructure for all New Orleanians.
5. Increase accessibility for all, including residents with special needs.
New Orleans State of Housing

Median Income - $36,999
Median Rent - $936
Average Home Value - $227,800

Wages continue to stagnate as housing costs continue to rise
Community Engagement

- 2014 – 19 Neighborhood Summits
- Ambassador Trainings
- Community Review Team
- Annual Housing
- Leadership Board
- Master Plan Update
- Neighborhood Plan Pilots
Neighborhood Typology

- **Emerald**: High vacancy, low market activity.
- **Sapphire**: Older housing stock, affordable rents and home prices.
- **Diamond**: High change in household income, increase in home price/rents, mix of homeowners and renters.
- **Ruby**: Low vacancy rate, high rents and home prices, increase in household income, mix of homeowners and renters.
- **Topaz**: High income, high percentage of homeowners (low percent of renters), high price per square foot and rental prices.
External Challenges

❑ Federal
  ✓ Lack of public and private investments
  ✓ National partners are struggling

The Trump Administration’s War on New Housing

Americans need more affordable housing. Steel and lumber tariffs are not going to help.
External Challenges

- Federal
  - Lack of public and private investments
  - National partners are struggling
- Louisiana
  - Anti-affordable housing prejudices
  - Partisan politics & budget crisis

State Preemption of Local Authority Continues to Rise, Report Finds

April 9, 2018

TAGS: LOCAL CONTROL, NATIONAL LEAGUE OF CITIES, PREEMPTION, STATE PREEMPTION
Philanthropy News Digest,
External Challenges

- Federal
  - Lack of public and private investments
  - National partners are struggling

- Louisiana
  - Anti-affordable housing prejudices
  - Partisan politics & budget crisis

- New Orleans
  - Systemic racism, sexism and classism
  - Culture of distraction (Mardi Gras, Jazz Fest, elections, etc.)

New Orleans' slowing growth: A look at why city's population gains have fallen to a trickle
External Challenges

- Federal
  - Lack of public and private investments
  - National partners are struggling

- Louisiana
  - Anti-affordable housing prejudices
  - Partisan politics & budget crisis

- New Orleans
  - Systemic racism, sexism and classism
  - Culture of distraction (Mardi Gras, Jazz Fest, elections, etc.)

The Next Housing Crisis: A Historic Shortage of New Homes

Fewer new houses are being built in America than at almost any time before; ‘It’s a good time to be here in Grand Rapids, if you can get a house’
NEW ORLEANS VOTERS PRIORITIZE AFFORDABLE HOUSING

TOP ISSUES FOR LIKELY NEW ORLEANS VOTERS

Likely New Orleans voters surveyed believe **affordable housing** is important to local economy and support inclusionary zoning measures and mandatory rental housing registry.
ATTITUDES ABOUT AFFORDABLE HOUSING

POLICY

- 78% Favor or strongly favor having the city require new market-rate housing set aside some units as affordable for low to moderate wage earners.

- 74% Favor or strongly favor having the city increase funding for the production and preservation of affordable housing.

- 80% Favor or strongly favor the city actively address substandard conditions through rental housing registry.

ECONOMIC IMPACT

- 93% Agree or strongly agree that access to affordable housing is important for the local economy.

- 43% Said their monthly housing payment makes it hard to make ends meet.

The poll surveyed 500 likely voters in Orleans Parish to gauge perceptions and attitudes concerning housing issues in New Orleans.

PROSPERITY NOW
@ProsperityNow
prosperitynow.org
Put Housing First is a campaign to secure the commitment of 80,000 registered voters to support the advocacy efforts of the Greater New Orleans Housing Alliance (GNOHA) and the implementation of the 10-Year HousingNOLA Plan.
Put Housing First 2019 Priorities

1. Adopt & Implement Smart Housing Mix
2. Update public partner housing production goals
3. Secure commitment to increase Neighborhood Housing Information Fund and reauthorize in 2020
Audience Q & A

What questions do you have?

Share them in the Questions box!
Advocacy Engagement

Vanna Cure
Senior Advocacy Manager
Prosperity Now
Using the **Scorecard** to Advocate

- Call a Member of Congress to congratulate him/her on your state/district’s high rankings
- Brief policymakers on ways they can help
- Share *Scorecard* data points on social media to build support for policy change
- Provide *Scorecard* data to policymakers during advocacy days and other events

**Remember:** Data + Personal Stories = Effective Advocacy
Using the *Scorecard* to Advocate

- Share *Scorecard* data points in your newsletters and other publications
- Highlight *Scorecard* data in an op-ed
- Engage with Prosperity Now’s Federal Policy team to get advice on policy campaigns
- Make a podcast or series of podcasts analyzing the *Scorecard* data

@ProsperityNow
prosperitynow.org
Plug into the Prosperity Now Community

Sign up for listservs and working groups, volunteer to facilitate peer discussions, serve in a leadership role and more!

- Financial Coaching Network
- Racial Wealth Equity Network
- Affordable Homeownership Network
- Financial Coaching Network
- Adult Matched Savings Network
- Taxpayer Opportunity Network
- Campaign for Every Kids Future — Children’s Savings Accounts
- Medical Financial Partnerships (Health/Wealth)
- Innovations in Manufactured Housing (I’M HOME) Network

Visit any of the networks above at prosperitynow.org/getinvolved to get started.
Take action with Prosperity Now Campaigns!

Sign up to stay informed about the latest developments and opportunities to take action by joining one of our four federal policy campaigns.

**HOMEOWNERSHIP**

Homeownership is key to building wealth. Together, we will advocate for products and policies that provide more affordable homes to more people.

**CONSUMER PROTECTIONS**

Consumer protections create fairer, more transparent financial markets. Together, we will ensure consumers keep the safeguards they deserve.

**FINANCIAL SECURITY**

Safety net programs help protect vulnerable individuals and families from falling deep into poverty. Together, we will protect programs like SNAP, IDAs and more to help those in need when they need it most.

**TURN IT RIGHT-SIDE UP**

The vast majority of tax incentives go to those at the top, not to those who need it most. Together, we will turn our upside-down tax code right-side up.

Visit any of the Campaigns above at [https://prosperitynow.org/take-action](https://prosperitynow.org/take-action) to learn more and join.
Camp Prosperity is starting soon! Join us for a fun summer learning experience on building coalitions and engaging in advocacy!

Register at https://prosperitynow.org/join-us-camp-prosperity.

Camp Prosperity dates:
- **July 23**: Case for Nonprofits in Advocacy
- **July 30**: Race, Data and the Story of Your Community
- **August 6**: Building Your Coalition for 2020 and Beyond
Audience Q & A

What questions do you have?

Share them in the Questions box!
Next Steps

▪ Visit scorecard.prosperitynow.org to view the data for your community, compare it to other places and download reports

▪ Register for Camp Prosperity at https://prosperitynow.org/join-us-camp-prosperity.

▪ Visit our Advocacy Center to stay up to date with advocacy efforts.

▪ Sign up for other Networks and Campaigns to stay in the know about issues you care about
Thank You!

Thank you to the Scorecard team and Community Champions

The Prosperity Now Scorecard would not be possible without the support of the Robert Wood Johnson Foundation
Thank You!

Please complete our survey