

PROSPERITY BROWARD

Community Action Plan Overview

ADVOCATING FOR ECONOMIC MOBILITY THROUGH COMMUNITY PARTICIPATORY RESEARCH AND THE CO-DESIGNING OF POLICIES AND BEST PRACTICES THAT TACKLE SYSTEMIC BARRIERS.

2024



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The Lauderdale Lakes Community Action Plan was developed by the Lauderdale Lakes Community Action Board, a group of public and private sector leaders, as well as residents from the City of Lauderdale Lakes.

This plan will promote policies and best practices as a direct response to tackle some of the greatest economic mobility barriers experienced by Lauderdale Lakes residents, as well as other residents who reside in Broward County's Prosperity Zip Codes.

As a result, six (6) broad areas of focus were identified, totaling 51 economic mobility recommendations.

Focus Area #1 - Improving Clients' & Providers' System Experience

Focus Area Statement – To enhance connections between service providers, employees, and residents to improve system-wide collaboration, system navigation, client experience, and client engagement by sustaining a centralized system for information-sharing and non-traditional marketing campaigns.

1. Identify gaps by comparing existing online resource directories in Lauderdale Lakes, focusing on their accessibility, content, usability, and relevance.
2. Convene a workgroup to develop the prototype featuring 10 community partners representing the top needs identified by residents.
3. Secure resources to conduct a 9-month pilot of the online, centralized system for information-sharing and non-traditional marketing campaigns.
4. Encourage organizations and their staff to be cross-trained and educated on the services and resources that other partners provide, to reduce the number of misplaced referrals and better support all of a client's needs.
5. Create a client-engagement strategy that focuses on a single point of contact in each organization for the Lauderdale Lakes pilot project for each resident who is participating in this initiative.
6. Create a common application for service providers to utilize when in-taking clients to reduce the burden on organizations and users. Similar to the "Common App" process being utilized by Universities and Colleges in Florida.
7. Create a marketing plan to reach residents that provides information on the many services, organizations, resources, events, and upskilling and employment opportunities available in Broward County leading to financial stability and economic mobility.
8. Support the funding and redistribution of funds to encourage strategic case management to support residents experiencing the greatest needs from communities experiencing the highest levels of disparity.

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Focus Area #2 - Leveling the Benefits Cliff

Focus Area Statement – To reduce the impact of the Fiscal Benefits Cliff and encourage residents to climb it, cultivate an environment among non-profit service providers, employers, and government agencies that enhances worker's benefits, specifically for caregiving (child, elderly or person who is disabled), transportation, housing, and other basic needs, to decrease structural barriers to residents and increase employee retention.

1. Educated the businesses and employers on the implications of the Benefits Cliff utilizing data and other research from trusted academic partners and the Federal Reserve Bank of Atlanta.
2. Develop a toolkit for companies to invest in caregiving and transportation benefits programs.
3. Implement a campaign to educate 10 employers on the ROI for caregiving and transportation benefits programs.
4. Secure at least 3 employers using the toolkit to set up caregiving and transportation benefits programs.
5. Complete a 10-month pilot for the employer caregiving and transportation benefits programs with at least 3 employers.
6. Identify a Gap Funding source, similar to the fund being used in affordable housing initiatives, to encourage and subsidize the loss of benefits as residents' wages increase as they climb the Benefits Cliff.
7. Educate employers on rethinking benefits offered to employees. Instead of tuition reimbursement as a perk, offer childcare subsidy or transportation benefits (\$50 monthly gas allowance)
8. Encourage employers to give employees the option of offering additional benefits in place of increased pay (to avoid the impact of the Benefits Cliff).
9. Engage universities and research organizations to continue to quantify and monetize the implications that the Benefits Cliff has on our local economy.

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Focus Area #3 – Creating Career Pathways to a Living Wage

Focus Area Statement – To foster collaboration between service providers and employers to establish and incentivize on-the-job and short-term training pathways for in-demand skills and jobs with career ladder opportunities.

1. Map training and education available in Lauderdale Lakes to fulfill opportunity occupations.
2. Develop the pipeline strategy with residents who are potential employees, training/education providers, and employers.
3. Prepare at least 3 employers to participate in the 12-month pilot program.
4. Implement the pipeline strategy engaging at least 3 employers and 20 residents.
5. Support and encourage employers to offer paid pathways that train for openings / in-house opportunities that pay a living wage and lead to career ladders. (Earn while you Learn)
6. Promote apprentice opportunities to residents who are pursuing new jobs with living wages. This would include training opportunities for employers who are interested in starting an apprenticeship program.
7. Create opportunities for employers to start and strengthen their relationships with technical/vocational schools, which include opportunities for employers to improve curriculum, participate as guest lecturers, host job fairs, sponsor cohorts, and hire candidates post-graduation.
8. Connect residents to continuing education through scholarships, including Pell Grants and other federal dollars.
9. Promote the Florida Chamber of Commerce's adoption of zip codes and neighborhoods by companies in the private sector.

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Focus Area #4 – Rethinking HR to Achieve Optimal Hiring Results

Focus Area Statement – To establish comprehensive system-wide HR guidelines to dismantle barriers to employment access and promote standardized job descriptions and varied work options, fostering enhanced recruitment and sustained employee retention.

1. Work with employers and municipalities to encourage the posting of salaries in job descriptions, and Opportunity Occupations that pay a living wage.
2. Engage HR leaders to rethink the requirements of their entry-level jobs so that work and lived experiences are taken into consideration over educational attainment and other barriers that may keep a candidate from being considered.
3. Encourage employers to analyze if certain jobs and roles, primarily entry-level opportunities that pay a living wage, can have the ability to be done in a remote, hybrid, or flexible fashion.
4. Work with employers to create and increase career ladders and upskilling opportunities, primarily for employees entering the organization at an entry-level, that can quickly lead them to earn a living wage and professional growth.

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Focus Area #5 – Spotlighting Community Certified Providers

Focus Area Statement – To encourage community-certified accountability measures for system-wide collaboration, service delivery, and funding.

1. Set and maintain equity standards, guidelines, and accountability mechanisms for community engagement and communication plans.
2. Integrate the voices, experiences, and wisdom of underserved community members into an organization's learning and decision making.
3. Build a system of collective, open learning and action, that leads to nurturing relationships among community members and partners.
4. Create a learning culture where feedback is taken and appreciated as an opportunity for growth.
5. Rethink the level of relationships that are created between service providers and residents so that time and opportunities are afforded between both.
6. Encourage and facilitate a mechanism where service providers are able to hear honest feedback from community members who have utilized their services.
7. Encourage, influence, and convene funders so that local resources are invested with organizations making the largest impact, reflective of the community's greatest needs.
8. Utilize the Florida Chamber of Commerce's Untapped Potential report to educate employers on their ability to influence change in Floridians' ability to access childcare and other services, while diminishing employers' loss of productivity and attrition.
9. Establish, cultivate, and strengthen relationships with culturally, economically, and socially diverse stakeholders regularly, as an ongoing practice to build trust and facilitate effective community engagement.

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Focus Area #6 – Reaching Prosperity by Ensuring Fundamental Needs

Focus Area Statement – To guarantee that services supporting and addressing the basic needs of a community's ability to achieve economic mobility are available, accessible, and of high quality.

1. Promote policies that find ways to make basic needs such as healthcare, childcare, housing, and transportation readily available and accessible to our residents.
2. Encourage more childcare and VPK providers to enter the market, as well as find ways to financially incentivize their entering of the market.
3. Create awareness and partnerships among interested parties to address the 10 Root Causes of Poverty as identified and measured on a zip code level by the Florida Chamber of Commerce's Gap Map.
4. Increase the number of access points in our Prosperity Zip Codes to healthcare, including but not limited to medical assistance, dental care, mental health, etc.
5. Increase access to non-predatory financial services in the Prosperity Zip Codes, including but not limited to banking facilities, credit unions, etc.
6. Increase funding and awareness that supports mental health services in the Prosperity Zip Codes.
7. Increase access to affordable, available, and quality fresh food and produce.
8. Establish community satellite facilities and offices, such as but not limited to healthcare, training providers, financial services, and other basic needs.
9. Promote services and organizations with community offices and facilities, by promoting job and health fairs as well as culturally appropriate community events.
10. Encourage organizations to find ways in which they can be intentional and strategic in the way they approach and provide services in the Prosperity zip codes.
11. Facilitate low-cost transportation options for people of all ages and abilities.
12. Make financial literacy learning opportunities and services easily accessible and readily available to residents in the Prosperity Zip Codes.