

# Prosperity Broward – Pilot One Pager

The Prosperity Partnership (formerly Six Pillars Broward) is a collective impact initiative of the **Greater Fort Lauderdale Alliance Foundation (501c3)**, that is supported by numerous business and community partners who are implementing a strategic plan to help guide Broward County toward a future inclusive economy that includes high-wage jobs, global competitiveness, and vibrant communities by the year 2030.

The Prosperity Partnership serves as a platform that elevates our communities' top economic and social issues. As a collective, we have identified eleven Prosperity Pillars that are at the core of our communities' future success.

1. Entrepreneurship
2. Affordable Housing
3. Economic Mobility
4. Community Branding
5. Education
6. Resiliency
7. Homelessness
8. Building a Talent Hub
9. Social Justice & Racial Equity
10. Transportation
11. Growing Target Industry Clusters

For more information about the Prosperity Partnership, please visit our website.

[TheProsperityPartnership.org](http://TheProsperityPartnership.org)

## **Economic Mobility – Prosperity Broward**

Prosperity Broward is a Prosperity Partnership initiative that is designed to convene community stakeholders to expand economic mobility in the six Broward County zip codes that have high unemployment and high poverty rates.



## Executive Summary

Prosperity Broward is effectively engaging community leaders and stakeholders to create system changes that will overcome decades of structural racism and lack of equal opportunities and resources. Prosperity Broward is convening a series of 6 listening sessions to inform a pilot in Lauderdale Lakes.

### Identified Pilot Zip Code

When utilizing the Prosperity Variables as identified by the Data Working Group, data showed that from the six (6) Prosperity Zip Codes, 33311 showed to be the one with the highest need and opportunity to make a positive and lasting impact.

	33023	33069	33309	33311	33313	33319
<b>Per capita income</b>	\$20,511 Growth	\$26,115 Growth	\$24,782 Growth	\$16,449 Flat	\$17,052 Growth	\$26,554 Growth
<b>Poverty rate</b>	15% Slow drop	15% Slow drop	17% Slow drop	31% Flat	21% Steep drop	15% Flat
<b>HS diploma</b>	83.2%	84.1%	84.7%	75.8%	80.2%	84.8%
<b>Expected job growth through 2031</b> <i>per 1000 residents</i>	+542 8	+1014 35	+4735 13	+974 15	+731 12	+549 11
<b>Top 5 opt. jobs as % of expected growth</b>	11%	28%	7%	13%	13%	9%

### Identified Pilot Municipality

Once the zip code with the highest need was identified (33311), the group delved deeper to identify the area and municipality within it that contained the largest concentration of disparity and opportunity for support. The same Prosperity Variables were used, and the four municipalities (Fort Lauderdale, Lauderdale Lakes, Lauderdale Hill, & Oakland Park) that encompass this area were studied to see which one stood out.

Lauderdale Lakes was identified as the area with the highest need within the entire county base on the preselected variables.

	Ft. Lauderdale	Lauderdale Lakes	Lauderhill	Oakland Park
<b>Per capita income</b>	\$37,583	\$18,738	\$23,189	\$27,006
<b>Poverty rate</b>	17%	21%	21%	17%
<b>HS diploma</b>	84%	74%	86%	83%
<b>BA degree</b>	32%	16%	23%	26%



## The Prosperity Variables

### Selection Criteria for the Creation of a Geographic Pilot Area

When deciding on which area of the county, time, resources, and efforts should be concentrated to affect economic mobility in our communities of greatest need, the Prosperity Broward leadership, with the help of the Data Working Group, identified the following variables as criteria for their decision making:

- ✓ **Per capita income** – the mean income computed for every man, woman, derived by dividing the aggregate income of a particular group by the total population in that group.
- ✓ **Poverty rate** – the ratio of the number of people (in a given age group) whose income falls below the poverty line
- ✓ **Educational attainment (HS diploma)** – All individuals over the age of 25 who have graduated from High School or hold a GRE degree
- ✓ **Expected job growth** – estimates how many people are likely to be employed in that particular occupation over a set period
- ✓ **Organizational Capacity** – Defined as the ability and existence of local organizations and community stakeholders who have the capacity and resources to implement the work.
- ✓ **Political Will** - Leadership commitment at the municipal level to support and advance this work.

### Communities within the Pilot Zip Code

Co-Chairs acknowledge that many communities exist within 33311. The following analysis describes pilot selection criteria at sub-geographies. Key selection criteria metrics – income, poverty, and education – indicate the highest need in NW Fort Lauderdale and Lauderdale Lakes. Note that analyses of Fort Lauderdale as a whole show that city is better off than others in 33311, whereas a focus on NW Fort Lauderdale indicates higher need.

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## Data by Race & Ethnicity

	NW Fort Lauderdale	Lauderdale Lakes	Lauderhill	Oakland Park
<b>Per capita income</b>				
Black/African American	\$13,028	\$16,838	\$18,594	\$19,395
Hispanic/Latino (a)	\$22,401	\$15,924	\$19,898	\$21,452
White	\$29,916	\$23,454	\$31,075	\$40,172
<b>Poverty rate</b>				
Black/African American	34%	20%	22%	19%
Hispanic/Latino (a)	23%	24%	14%	21%
White	15%	33%	17%	12%
Single female householder	28%	29%	29%	22%
With any kids under 18	20%	47%	42%	33%
With kids under 5 only	0%	62%	27%	53%
<b>HS diploma ages 25+</b>				
Black/African American	73%	75%	82%	84%
Hispanic/Latino (a)	75%	65%	85%	72%
White	89%	82%	90%	94%
<b>BA ages 25+</b>				
Black/African American	7%	12%	17%	22%
Hispanic/Latino (a)	20%	12%	25%	22%
White	38%	23%	27%	33%

**Data Source:** *United States Census Bureau – American Community Survey, 2019: ACS 5-Year Estimates.*

### OUR EQUITY STATEMENT

We acknowledge our past as we move forward to create economic opportunity and prosperity for all communities. We make racial equity the foundation of our community and economic development work. While racial equity is the primary lens to focus our efforts, we understand the connection between racism and other forms of bias that lead to oppression. Within our workplace and working with our partners, we embrace values of authentic inclusion, transparency, and collaboration. We work toward nothing less than an anti-racist Broward County that welcomes and serves all communities and perspectives. We encourage our partners to do the same.



## Organizational Capacity and Leadership Commitment

These criteria will also be important to evaluate before selecting a pilot community within 33311. They have not been assessed to date. Organizational capacity may be defined as the number of organizations currently serving people to promote workforce development. We may want to assess these organizations by their impact/performance (e.g., job placement rates), community accessibility, and staff and resources available for implementation.

The Data Working Group proposes a short set of questions to pose to city or neighborhood leaders to assess organizational capacity and leadership commitment:

1. What is the level of interest in your community?
2. What assets or resources are available to support this work?
3. How will your community react to this effort?
4. What support does your community need?
5. What are the expectations?



## SUMMARY

The Prosperity Partnership is committed to forging pathways that will lead us to an even more inclusive economy, powering prosperity for everyone in our county that we are only able to achieve this through collaboration and identification of common goals with our community partners, as well as with the feedback and guidance of our community's members.

With the support of our entire community, we can lead a collective impact initiative with a focus on creating an inclusive economy that creates high-wage jobs, vibrant communities, and global competitiveness.

At the Prosperity Partnership, we strive to serve as a platform that elevates our communities' priorities and collaboratively drives initiatives to create solutions.

With your support, we can reimagine tomorrow, together.