**Greater Fort Lauderdale Alliance - Economic Mobility**

**Lauderdale Lakes Pilot Community Action Plan Toolkit**

**How do we define economic mobility?**

Economic mobility is the ability of an individual, family, or group to improve their economic status. Economic mobility in Broward County starts with our guiding values -

**What is Prosperity Broward?**

Prosperity Broward is the Greater Fort Lauderdale Alliance Foundation’s initiative to expand economic mobility in the county’s six high-unemployment zip codes.

**Why do we need a community action plan? How will this fit under the Florida Chamber’s 2030 blueprint? Why is this a priority for the Greater Fort Lauderdale Alliance?**

Broward County has thousands of non-profit organizations with billions of dollars in funding but still faces many challenges, particularly around these issues:

● Zip code 33311 leads the state in the highest number of kids in poverty

● Communities in the county’s six high-unemployment zip codes where the majority of residents are African-American are under-resourced and less developed than their neighboring communities.

● While the county’s unemployment rate remains extremely low, many employers are unable to find workers.

To address these issues, the Greater Fort Lauderdale Alliance has prioritized the Economic Mobility- Prosperity Broward initiative. Through the creation of a community action plan that will reduce barriers to economic mobility, the Greater Fort Lauderdale Alliance is taking active steps to contribute to the Florida chamber’s goal to create a path to prosperity for all zip codes in Florida.

**What is the scope of the Lauderdale Lakes pilot community action plan?**

The action plan will focus primarily on single mothers in Lauderdale Lakes and Greater Fort Lauderdale Alliance, and City of Lauderdale Lakes scopes, resources, and interventions.

After engaging the community and getting feedback from Lauderdale Lakes residents and community partners, the action plan will provide recommendations to better address issues related to economic mobility in the city.

While the action plan will focus specifically on single mothers, it is likely that the plan will identify opportunities for fathers and other members of the community.

**What will the action plan not cover? Who is responsible for addressing these other issues?**

This action plan will focus specifically on the Greater Fort Lauderdale Alliance and the City of Lauderdale Lakes’s existing resources and scope. It is not intended to develop a new program or establish a new non-profit organization, although it may include some recommendations that go beyond the work of the Alliance and the City of Lauderdale Lakes.

On issues outside of our scope, we will partner with other agencies and employers to share best practices, find areas for alignment, and create new opportunities.

**Who is Greater Fort Lauderdale Alliance?**

As the primary economic development organization for Greater Fort Lauderdale/Broward County, the Greater Fort Lauderdale Alliance focuses on creating, attracting, expanding, and retaining high-wage jobs and capital investment in high-value targeted industries, developing more vibrant communities, and improving the quality of life for our area’s citizens.

We provide leadership and excellence in delivering economic development services for our clients, prospects, investors, and partners.

The Four Foundations of our economic development services are:  
  
• Marketing and Promoting Broward County  
• Managing Expansion, Relocation, and Retention Projects  
• Conducting and Providing Market Research & Business Intelligence  
• Securing and Enhancing Private/Public Leadership & Investment

**Why is Greater Fort Lauderdale Alliance leading this work?**

The Greater Fort Lauderdale Alliance, through its foundation, is already contributing to economic mobility initiatives in the county. A key objective of the Foundation is to support the goals of the Broward Six Pillars strategic plan, a volunteer-led plan to grow jobs and create sustainable communities. In particular, this plan addresses issues such as affordable housing, homelessness, and entrepreneurship.

The Alliance has extensive experience in convening partners committed through pillar-specific working groups to review evolving trends and challenges and identify opportunities for action. Some of their recent accomplishments include:

* Port Everglades Action Team
* Permitting Action Team
* Project Opioid

**Who is OCHA Transformations and what is their role?**

OCHA is a Black- and women-owned, justice-driven boutique firm committed to providing effective facilitation, training and one-on-one support services to leaders, organizations and communities.

Prosperity Broward has hired OCHA as consultants to provide support for designing the pilot meetings that will foster creative thinking, consensus-based decision- making, and collaborative action.

OCHA’s methodology is grounded in an equity and anti-racism framework which pushes the conversation past ‘what is wrong’ to ‘what can be done about it’. They will assist the Alliance team in the planning, engagement and implementation processes leading to the development of the community action plan.

**Who is QQ Research Consultants and what is their role?**

**Who is involved and what is their role?**

* City of Lauderdale Lakes
* 211 Broward
* Federal Reserve Bank of Atlanta
* Broward County
* CareerSource Broward
* Broward College
* OIC of South Florida
* Urban League of Broward

**What is the makeup of the pilot’s community action board? What purpose does the community action board serve?**

We are creating an action board that will meet periodically to develop recommendations for the action plan. To ensure an inclusive process, the board represents a diverse group of stakeholders including community organizations, businesses, and residents from Lauderdale Lakes.

Specifically, the action board comprises the following people:

• Name, Title

• Name, Title

**How else will Prosperity Broward engage the community? How can I contribute or engage?**

We will work with the community action board to develop a community engagement plan. The engagement plan will outline the best method to engage the community through focus groups, community meetings, and events. Prosperity Broward and its leaders have adopted a participatory co-research model that will ensure our community action plan reflects the needs and desires of the community we seek to serve.

We have also created a Prosperity Broward website where we will provide updates on the pilot to the community including opportunities to engage. Please, visit:

[www.prosperitybroward.org](http://www.prosperitybroward.org)

**What is the process to create and implement this action plan?**

The action plan development and implementation process consists of multiple phases:

Phase I: *Q3 2022 through Q2 2023*

Pilot Co-Design Launch & Development of Action Plan

* MOU signing with the City of Lauderdale Lakes
* Hiring a facilitator and evaluator
* Recruiting a cohort of community co-researchers.
* Conducting a community asset and resource analysis
* Conducting level-setting sessions
* Setting up a community action board
* Developing a community engagement plan
* Identifying barriers and list of recommendations to address each barrier
* Conducting data analysis.
* Developing action plan

Phase II: *Q3 2023 through Q4 2024*

Implementation

* Engaging employers and service providers to adopt best practices.
* Involving cities to drive system and policy changes.
* Coordinating support service partners.
* Measuring and reporting results.

Phase III: *Q1 2025*

Evaluation

* Developing a roadmap that will enable replication and scale for all of Broward County and can be shared broadly as a national example for other communities to dismantle their barriers to economic mobility.

**What is the timeline for the completion of the action plan?**

Prosperity Broward will present a final action plan to the City of Lauderdale Lakes in the fall of 2023.

**Who are some other cities that have engaged in similar work?**

* **Charlotte-Mecklenburg, North Carolina** – They lead the “Leading on Opportunities initiative” which is focused on increasing pathways of opportunity for youth and families and creating a bridge that fills opportunity gaps.
* **San Diego, California** – The San Diego Regional Economic Development Corporation (EDC) manages measurable targets and actional recommendations to 1) build a strong local talent pipeline, 2) equip small businesses to compete, and 3) address the affordability crisis.
* **Nashville, Tennessee** – The City established a historic equal business opportunity ordinance, which represented the first step in establishing equity in Metro Government contracting and opens pathways for women-and minority-owned businesses seeking work with Metro Government.
* **Chicago, Illinois** – The Cost of Segregation: Lead by a two-year research initiative, the City learned the steep costs in the region if segregation is left unaddressed. Billions in lost wages, thousands of young people without the education they need to fulfill their potential, and hundreds of lives cut short by violence.

**How will the action plan be implemented?**

Following the development of the action plan, the Greater Fort Lauderdale Alliance will create an implementation oversight committee made up of community action board members and Economic mobility co-chairs.

**What will success look like for this work?**

The action plan will set clear definitions of success. It will contain performance indicators and targets that Greater Fort Lauderdale Alliance in partnership with the City of Lauderdale Lakes will be responsible for overseeing.

However, by the end of 2023, we hope to accomplish the following:

* Establish a community action board
* Establish service provider council and resident council
* Develop a community engagement plan
* Develop a community action plan

**What are the values guiding this work? What core values will function as guard rails in helping the Alliance make tough choices?**

Compassion & Authenticity, Intentionality, Inclusivity, Trustworthiness & Integrity & Transformational Impact