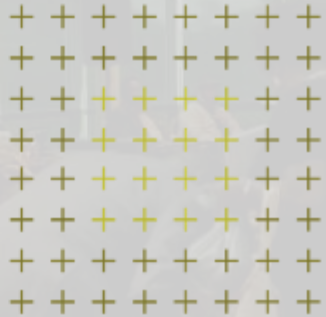


pgcsif

Prince George's County
Social Innovation Fund



Presentation to Prince George's County Council

February 5, 2019



Our Mission: To build social capital and invest in new ways of solving old challenges in Prince George's County

- Shift the narrative on Prince George's County
- Build a leadership pipeline
- Connect the 21 – 45 demographic to the existing infrastructure
- Keep the County relevant... 'new ways of solving old challenges'
- Advocates for local entrepreneurship, residency preferences, Art as an economic driver, public education, and second chances.
- Reversing the outward commute
- Demonstrate through pilots: Think & Do



Forty Under 40 Prince George's: Flagship Initiative

- 7 years: 280 Honorees : 6 Sectors
- Pipeline for local leadership
- Shifts the Narrative
- Builds Powerful Connections

Save the Date - May 14, 2019

pgcsif | forty under 40
awards ceremony | 2018

pgcsif
Prince George's County
Social Innovation Fund

June 6th 2018
Newton White Mansion
2708 Enterprise Road
Mitchellville, MD 20721

Build social capital and invest in new ways of solving old challenges in Prince George's County.

What We Have Done...



SEAT AT THE TABLE

The Prince George's County Innovation Manifesto

pgcsif | forty under 40



Build social capital and invest in new ways of solving old challenges in Prince George's County.

What We Have Left To Do...

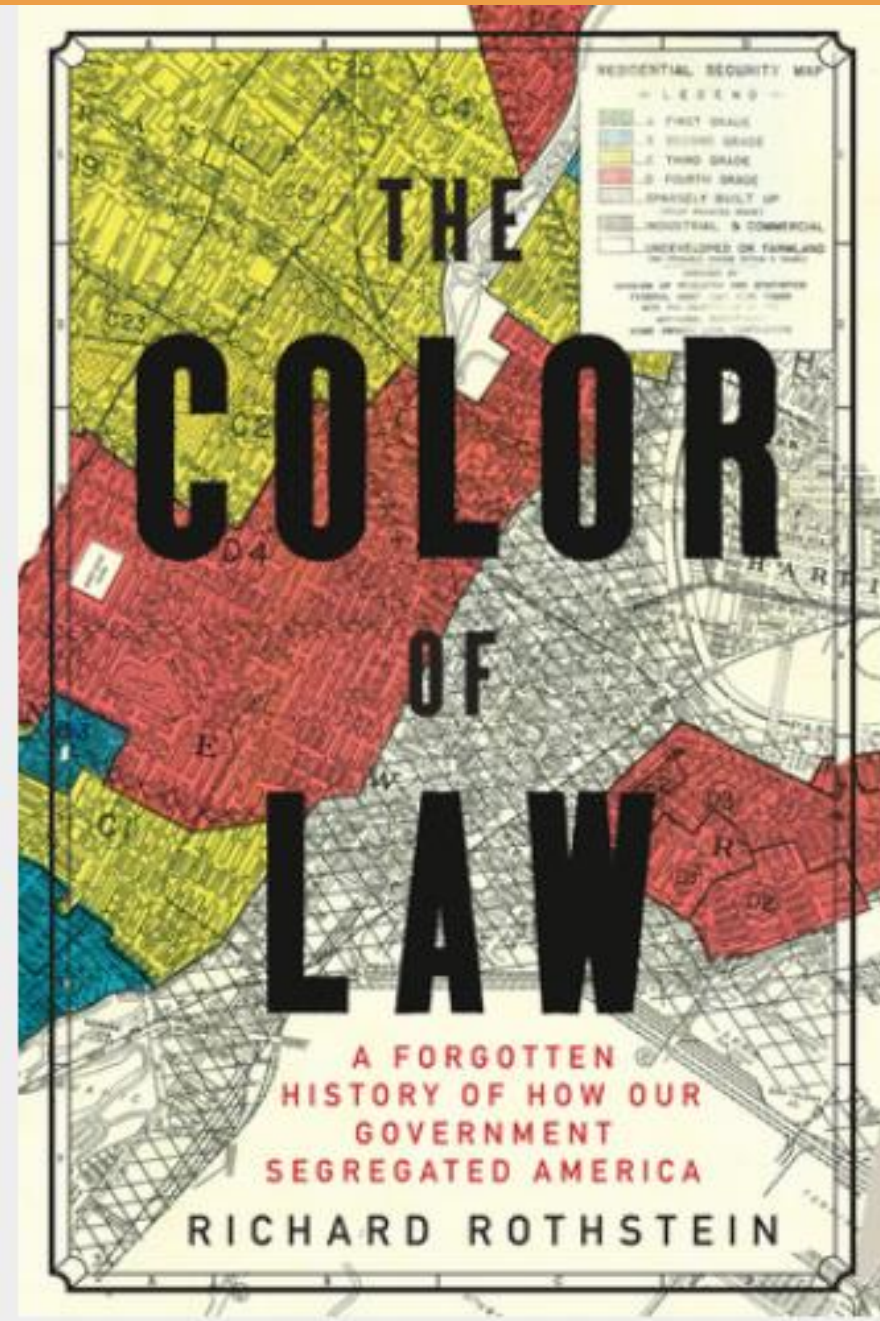


PRINCE GEORGE'S

RISING

Strategies for Equitable Development and Prosperity





The Washington Post
Democracy Dies in Darkness

D.C. Politics

Lawsuit: D.C. policies to attract affluent millennials discriminated against blacks

WASHINGTON
BUSINESS JOURNAL

Commercial Real Estate · Guest Comment

Viewpoint: Amazon's HQ2 can inspire action on region's housing challenges





SPARCC



SPARCC is investing in and amplifying local efforts underway in six regions to ensure that new investments reduce racial disparities, build a culture of health, and prepare for a changing climate. The initiative's long-term goal is to change the way metropolitan regions grow, invest, and build through integrated, cross-sector approaches that benefit low-income people and communities of color.

AN INITIATIVE OF



SUPPORTED BY



Atlanta

Chicago

Denver

Los Angeles

Memphis

San Francisco Bay Area

And, other social and economic inequities?

Who is most vulnerable to displacement?



Communities of Color



People 25 and older without a Bachelor's Degree



Renters



People making at or below 80% Median Family Income

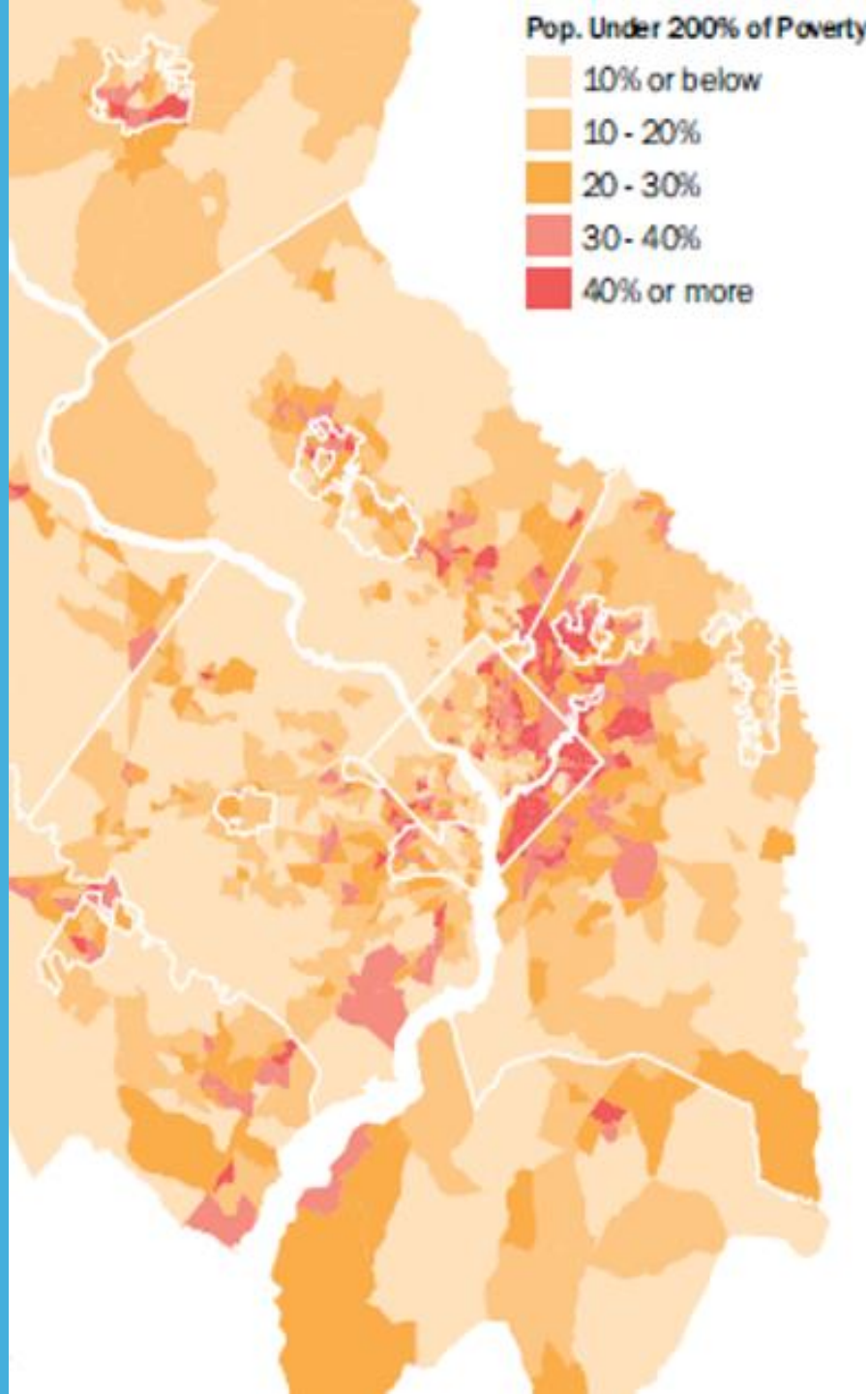


Households with children in poverty

Defining Our **Terms: Racial Equity**

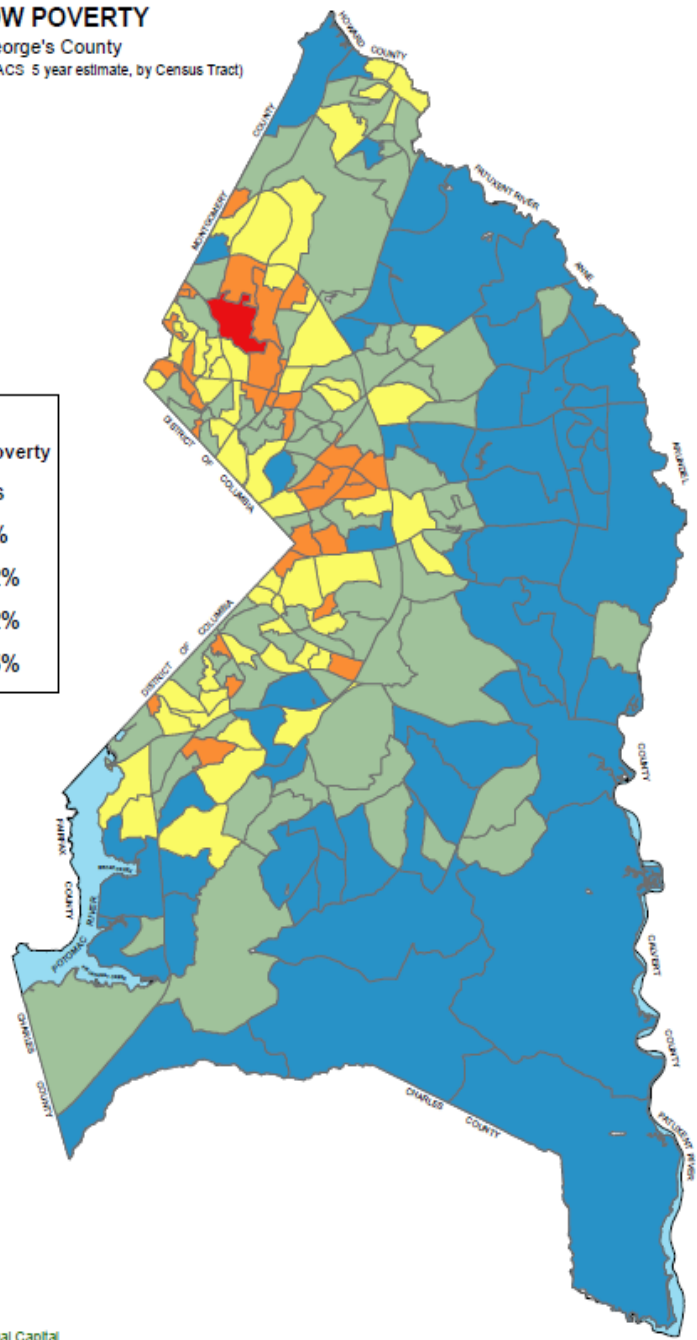
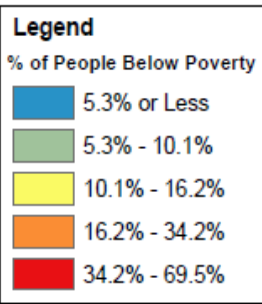
When people in society have **equal chances to reach their full potential** and are no more likely to encounter life's burdens or benefits just because of the color of their skin.

- Aspen Institute



2012-2016 PERCENTAGE OF PEOPLE BELOW POVERTY

Prince George's County
American Community Survey (ACS 5 year estimate, by Census Tract)

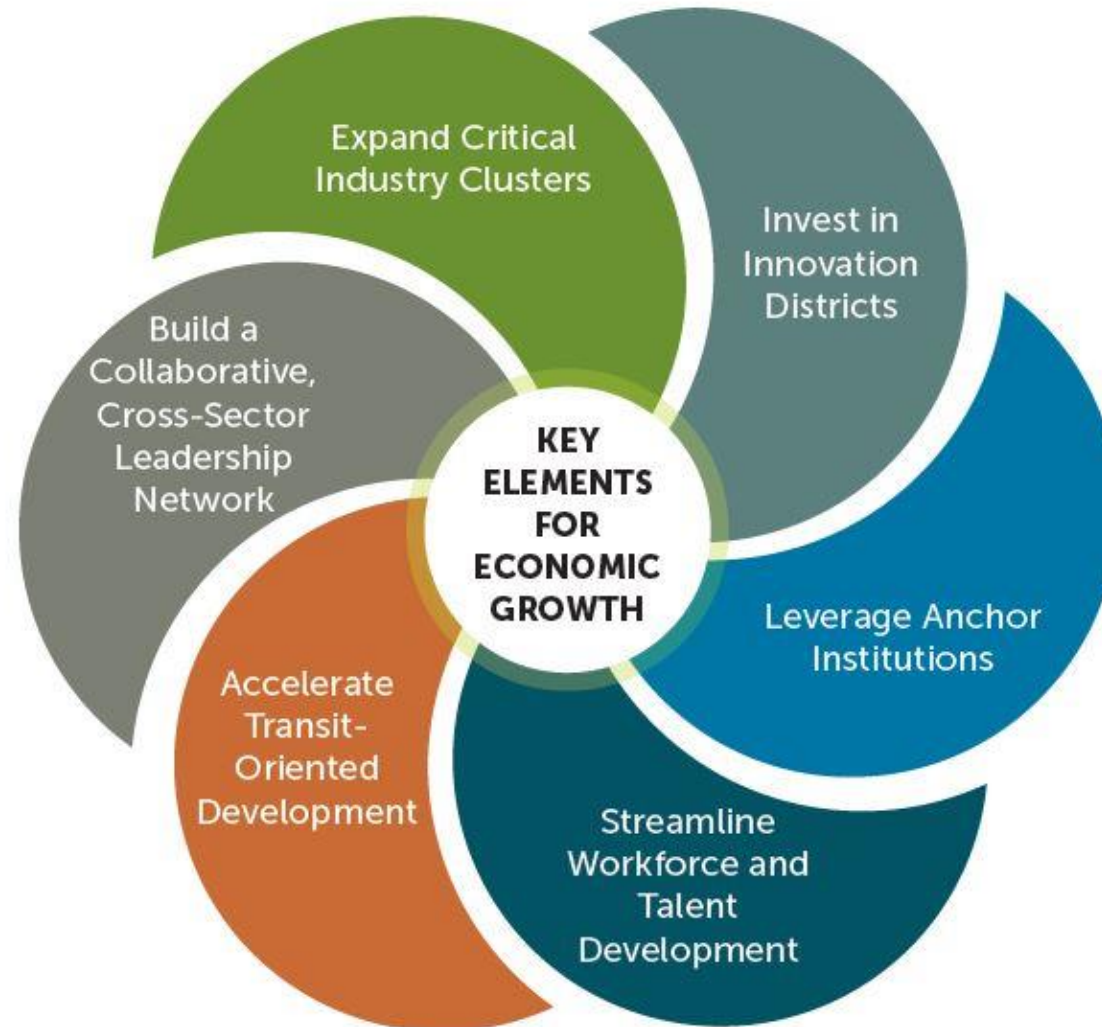


*The modern economy does not
reward places equally. ...*

*Jurisdictions that have been well-
positioned in **knowledge-intensive**
sectors have **prospered**.*

Joseph Parilla, The Brookings
Institution

Key Elements for 21st Century Economic Growth in Prince George's County

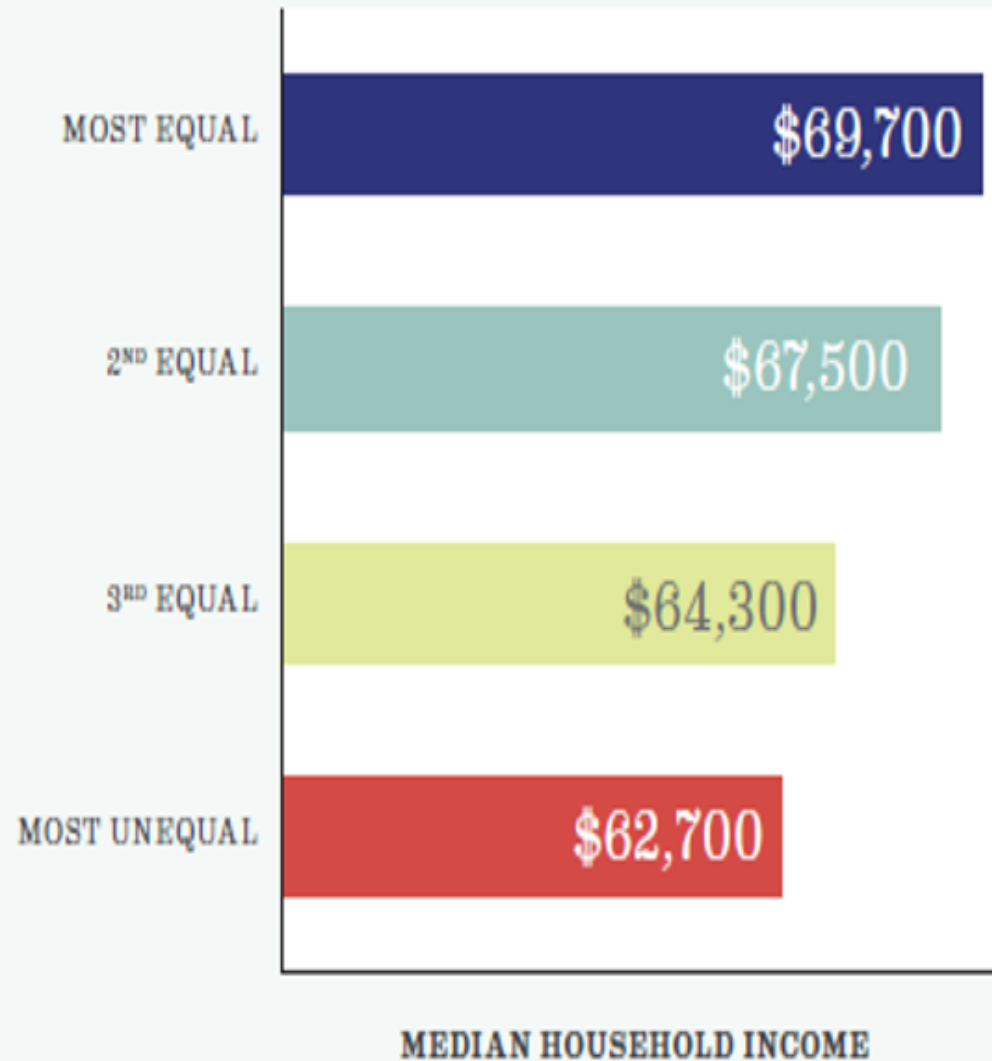


Defining Terms: Equitable Prosperity

An economy in which:

- (1) **everyone benefits;**
- (2) people have **equal employment opportunity** across all classes and **access to quality education** that leads to everyone contributing to society;
- (3) people are **healthy** and can live where they want to in **physically safe neighborhoods;**
- (4) local **government is effective and accountable;** and,
- (5) **social capital** is easily built and shapes positive interactions that **benefit all sectors of society.**

METROS WITH THE HIGHEST INEQUALITY ALSO HAVE THE LOWEST MEDIAN INCOME



SOURCE: Gregory Acs (2012), "Examining Income Inequality in America's Largest Metros," based on 2005-2009 American Community Survey five-year estimates of 100 largest metros.

Brookings Institution tracked the **100 largest metro areas from 2010-2015** and found that

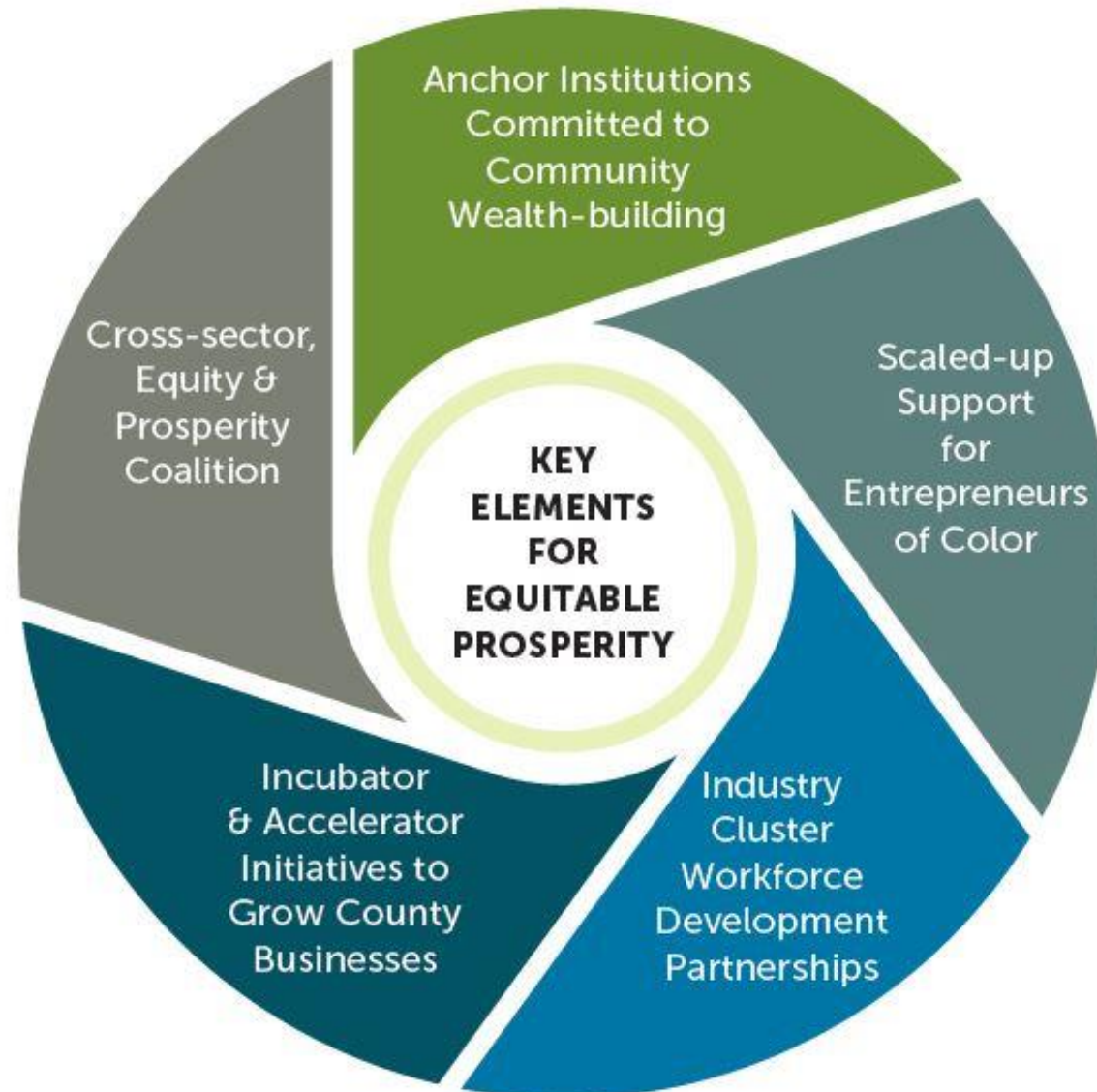
only 11

— Albany, Austin, Charleston, Columbus, Dayton, Denver, Oklahoma City, Omaha, San Antonio, Tulsa, and Worcester—

improved growth, prosperity, and inclusion.

Authors: Richard Shearer and Alan Berube, “The surprisingly short list of US metro areas achieving inclusive economic growth.”

The Path to Equitable Prosperity for Prince George's



Defining Terms: Equitable Development

Quality of life outcomes, such as:

- **affordable housing,**
- quality education,
- **living wage employment,**
- healthy environments, and
- transportation

are **equitably experienced by the people currently living and working in a neighborhood**, as well as for new people moving in.

Housing Facts

- **62,000+ households** (22.5%) in County are **low or very low income**
- **Nearly 133,000** households experience **housing cost burden**
- **36,000 households experience severe cost burden** (50% or more of household income spent on housing related costs)
- **6,700 households** live in overcrowded conditions; **1,754** live in **severely overcrowded** housing

Implement policies to:
—
prevent displacement
—
preserve current affordable home choice
—
create new quality affordable choices inside the beltway

Build equity focus into
transportation service delivery

Leverage opportunity zones to reinvest
in underserved neighborhoods

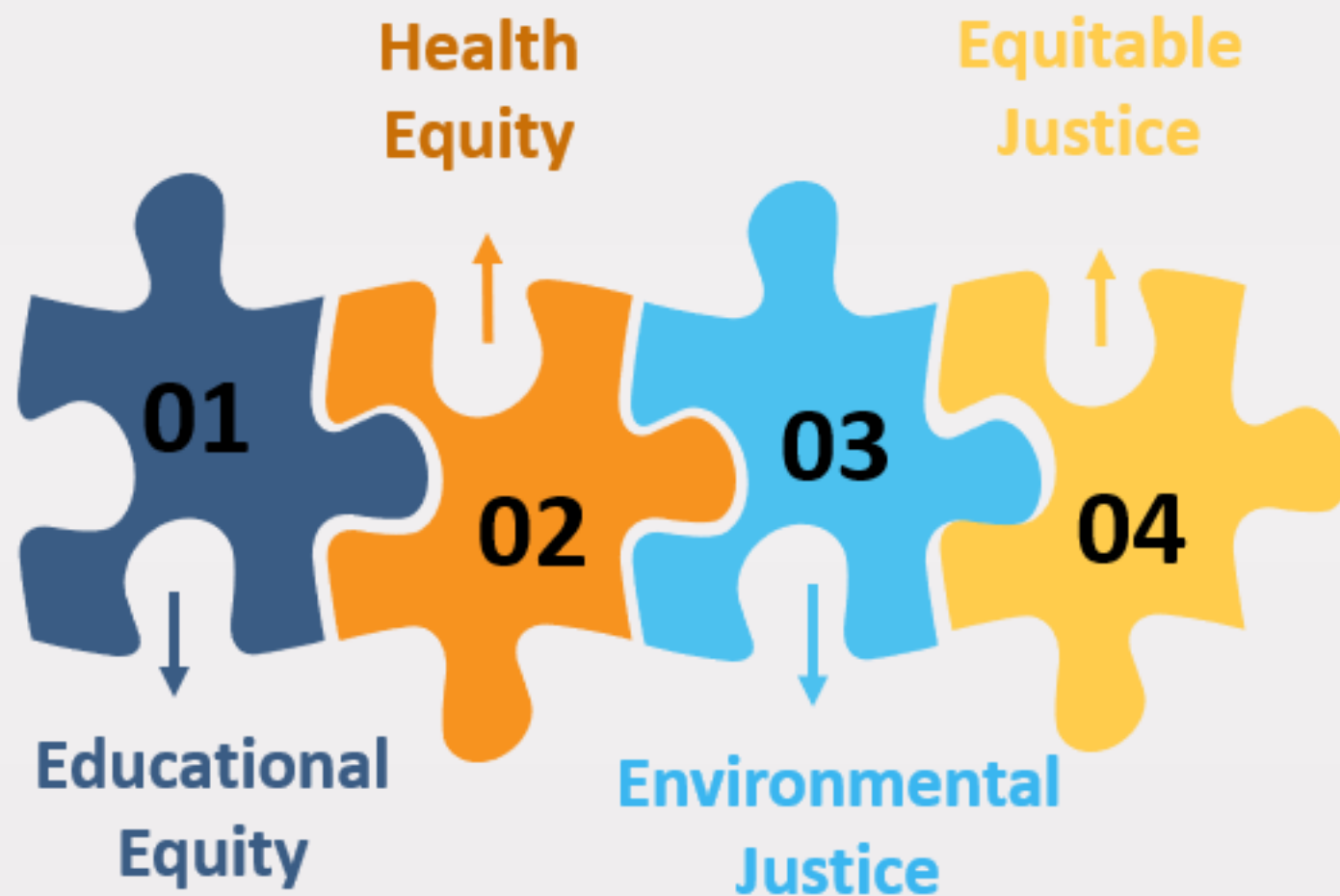
Implement inclusionary
zoning policies

Make TOD an organizing
strategy for equity



Five elements that ensure development is far more equitable.

Equity is Not Just About Economics

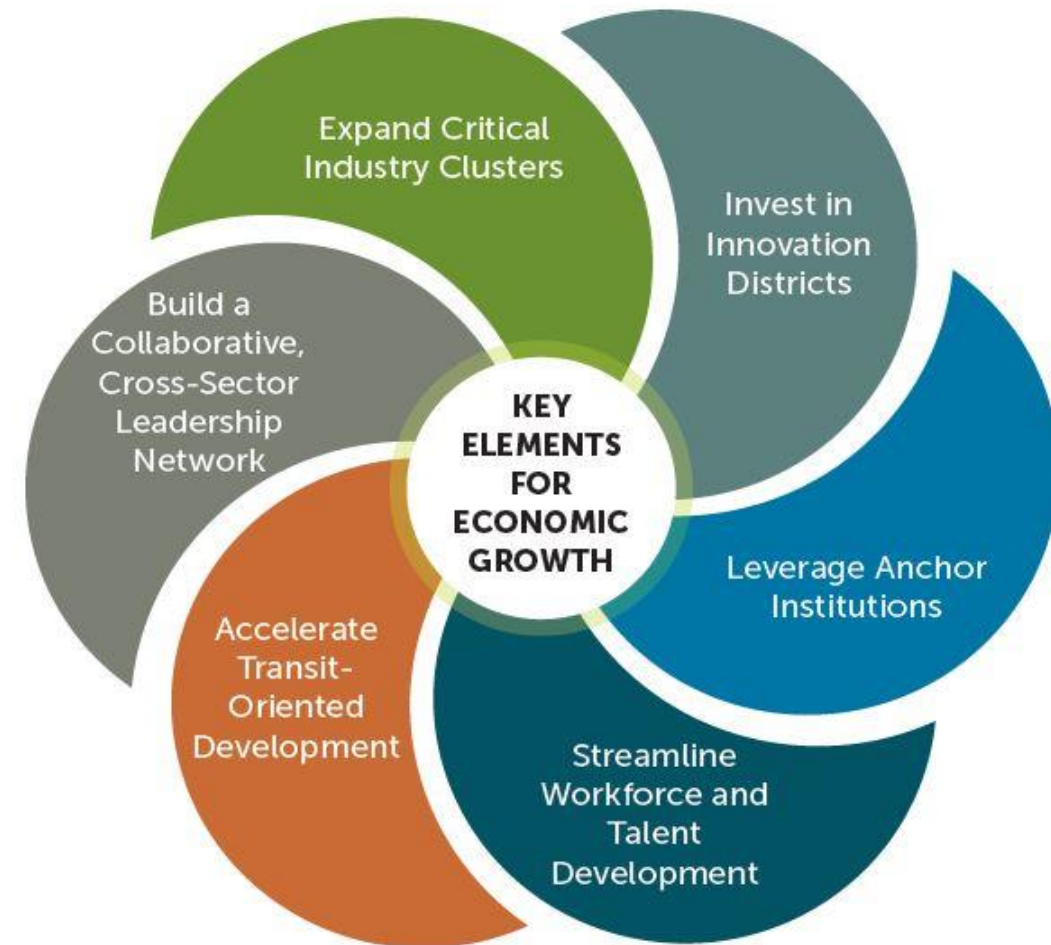


Recommendations

Time For New Strategic Plan?

- ❑ Strategic Plan is now six years old
- ❑ Significant changes in County's economic position
- ❑ New technologies, industry sectors, workforce conditions (talent pool)
- ❑ No FBI; but new opportunities with Amazon
- ❑ National and International economic factors
- ❑ Changes in local priorities?

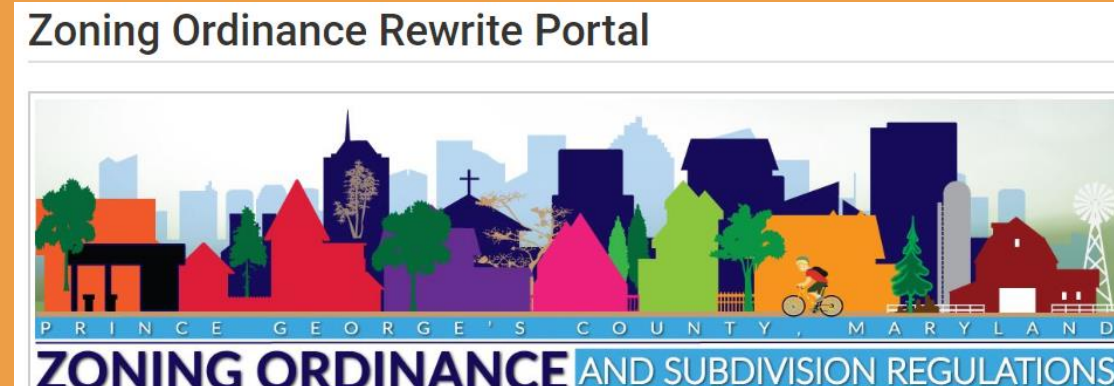
Key Elements for 21st Century Economic Growth in Prince George's County





Commit to Equitable Development, Especially Equitable TOD

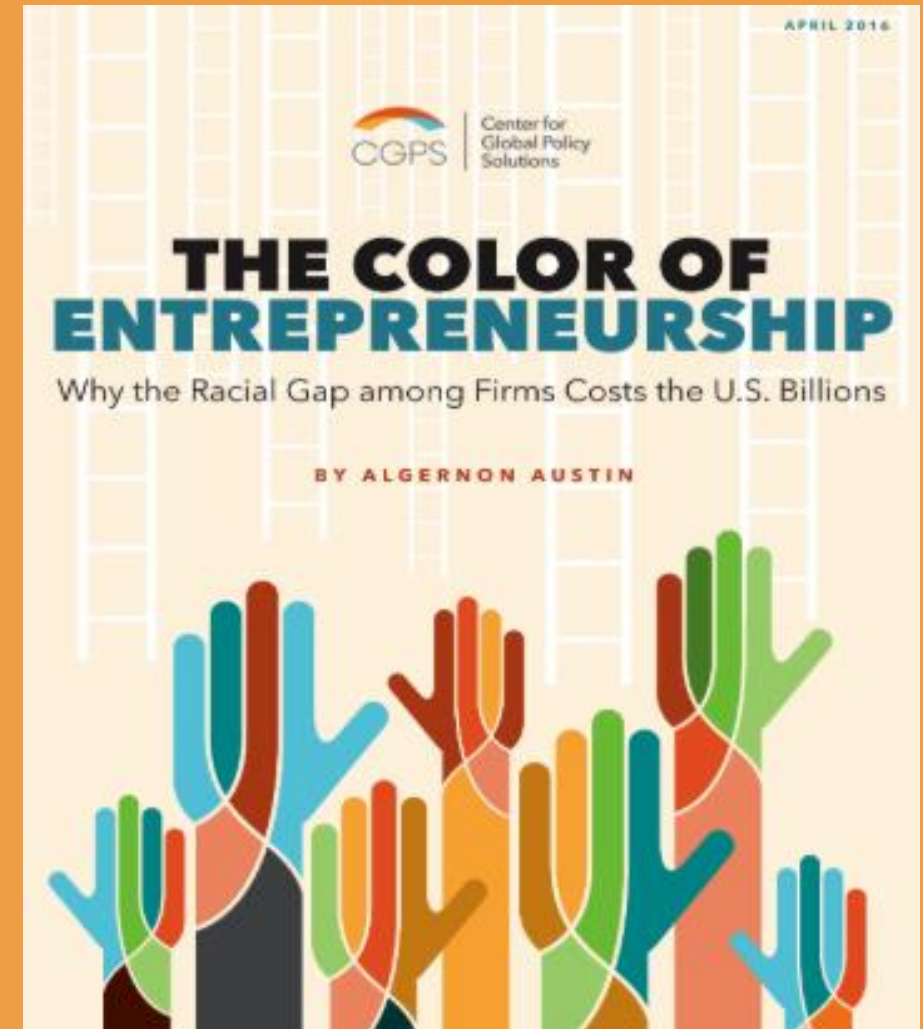
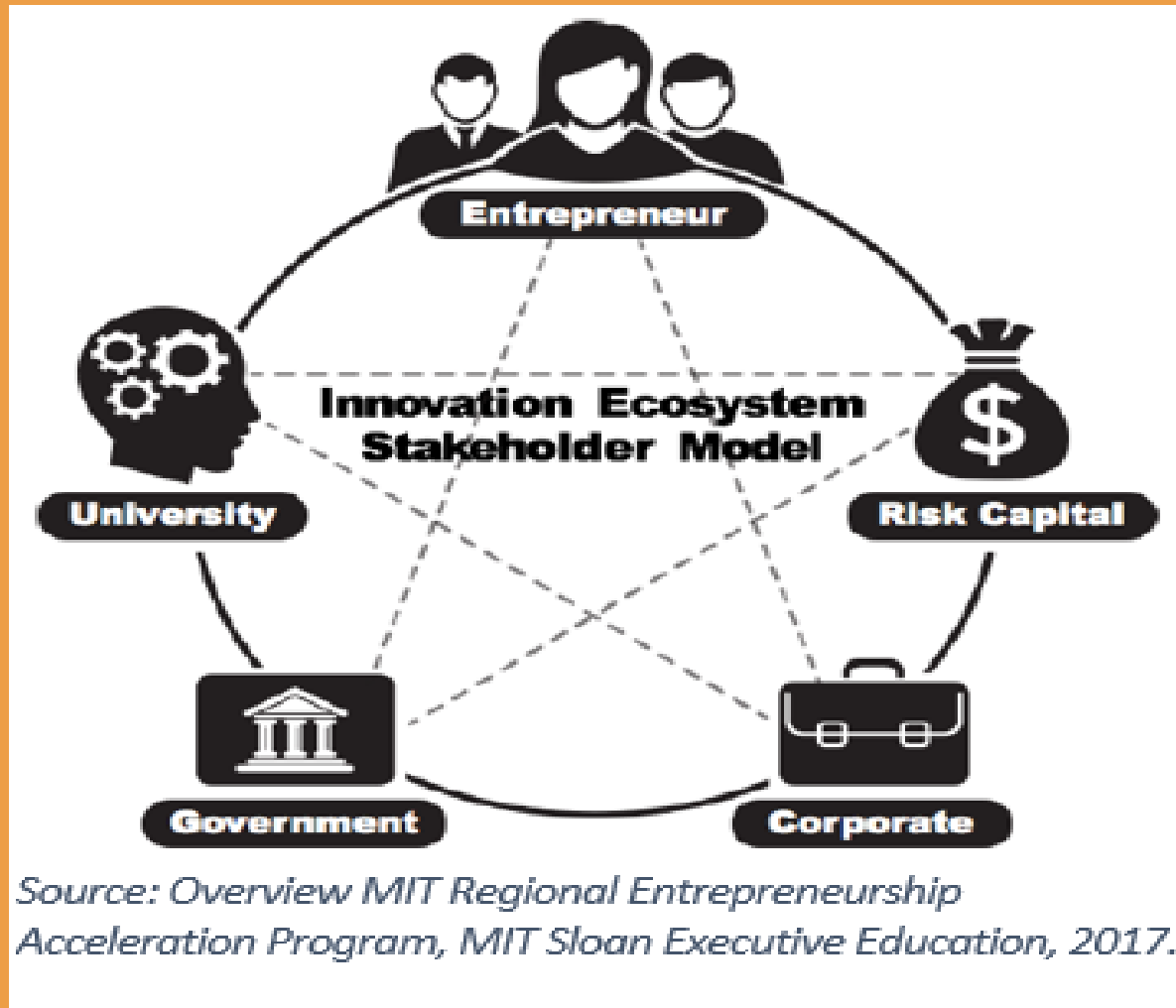
**Housing Opportunity for All:
COMPREHENSIVE HOUSING STRATEGY**
PRINCE GEORGE'S COUNTY, MD



A Robust Anchor Institution Strategy for Community Wealth-Building



Build an Ecosystem for Entrepreneurship



Invest in Racial Equity & Community Wealth-Building Along the Purple Line



Fact Sheet

October 2017

Pathways to Opportunity: A Community Development Agreement for the Purple Line Corridor

The Pathways to Opportunity Community Development Agreement is a voluntary commitment among local and regional governments, community organizations, nonprofits, philanthropy, education and business organizations to work together to create a place of opportunity for all who live, work and invest in the corridor.

The Agreement provides:

- A shared vision for the future of the Purple Line corridor as a whole.
- A pledge to leverage the major transit investment to increase access to good jobs, housing choices for all, and vibrant sustainable communities along the line.
- A focus for coordination across many organizations.

Beyond the Tracks

Experience in other cities suggests that communities are better able to capitalize on major public investments when they work together. Twin Cities' Corridors of Opportunity, and similar efforts in Denver, Atlanta, San Francisco and LA, use a collective impact approach that inspired the

UPDATE:

Construction is underway!

The time to prepare is now!

Your organization is invited to endorse the Agreement now. A formal signing and roll out will be planned this fall.

For updates visit
www.smartgrowth.umd.edu/plcc

Agreement Goals

Support & Grow Local Businesses

Build a Thriving Labor Market

Ensure Housing Choices for All

Support Vibrant, Sustainable Communities

Create an Equitable Prosperity Coalition

*Jurisdictions need to bring together those who are typically in the “**growth**” camp (e.g., economic development authorities; chambers of commerce; etc.) and the “**opportunity**” camp (e.g., social service agencies; neighborhood coalitions; faith networks; unions; etc.) **to develop a joint agenda on both growth and opportunity.***

Commit to making Community Wealth-Building & Racial + Economic Equity a PRIORITY

ICMA

TOPIC
AREAS
▼

MEMBER
CENTER
▼

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Learning

Publications
& Research

Partner
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News &
Events

Home / Blog Posts

Is It Time to Hire a Chief Equity Officer?

If you want to build trust in the community and provide access for all residents, it makes sense to invest in the position.

BLOG POST | Oct 4, 2018

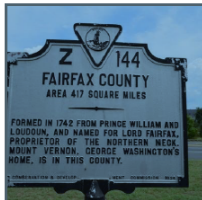
Maryland Politics

Aware of disparities, Montgomery County wants to weigh 'equity' in making policy decisions

PolicyLink



Equitable Growth Profile of Fairfax County Summary



Foreword

Fairfax County, Virginia, is a diverse and thriving urban county and is the most populous jurisdiction in both the state of Virginia and the Washington, DC, metropolitan area with over one million residents. Fairfax County ranks second nationally in terms of household income with a median of \$110,292. While Fairfax County's socioeconomic data tends to be extremely positive overall, not all residents are prospering.

Earlier this year, representatives from public, private, nonprofit, faith, and community sectors came together to expand our understanding of equity as a key economic driver in Fairfax County. We also had the opportunity to bring forward a local perspective in the development of this study prepared by PolicyLink and by the University of Southern California's Program for Environmental and Regional Equity (PERE). These learnings are compelling. We recognize that our community's future will be much brighter if we ensure the full inclusion of all residents in our county's economic, social, and political life.

Communities of color are driving Fairfax County's population growth, and their ability to participate and thrive is central to the county's success. While the county demonstrates overall strength and resilience, wide gaps in income, employment, education, and opportunity by race and geography place its economic future at risk.



OFFICE OF COMMUNITY WEALTH BUILDING

Summary: Some Key Ways to Increase Racial & Economic Equity and Community-Wealth Building

Increase:

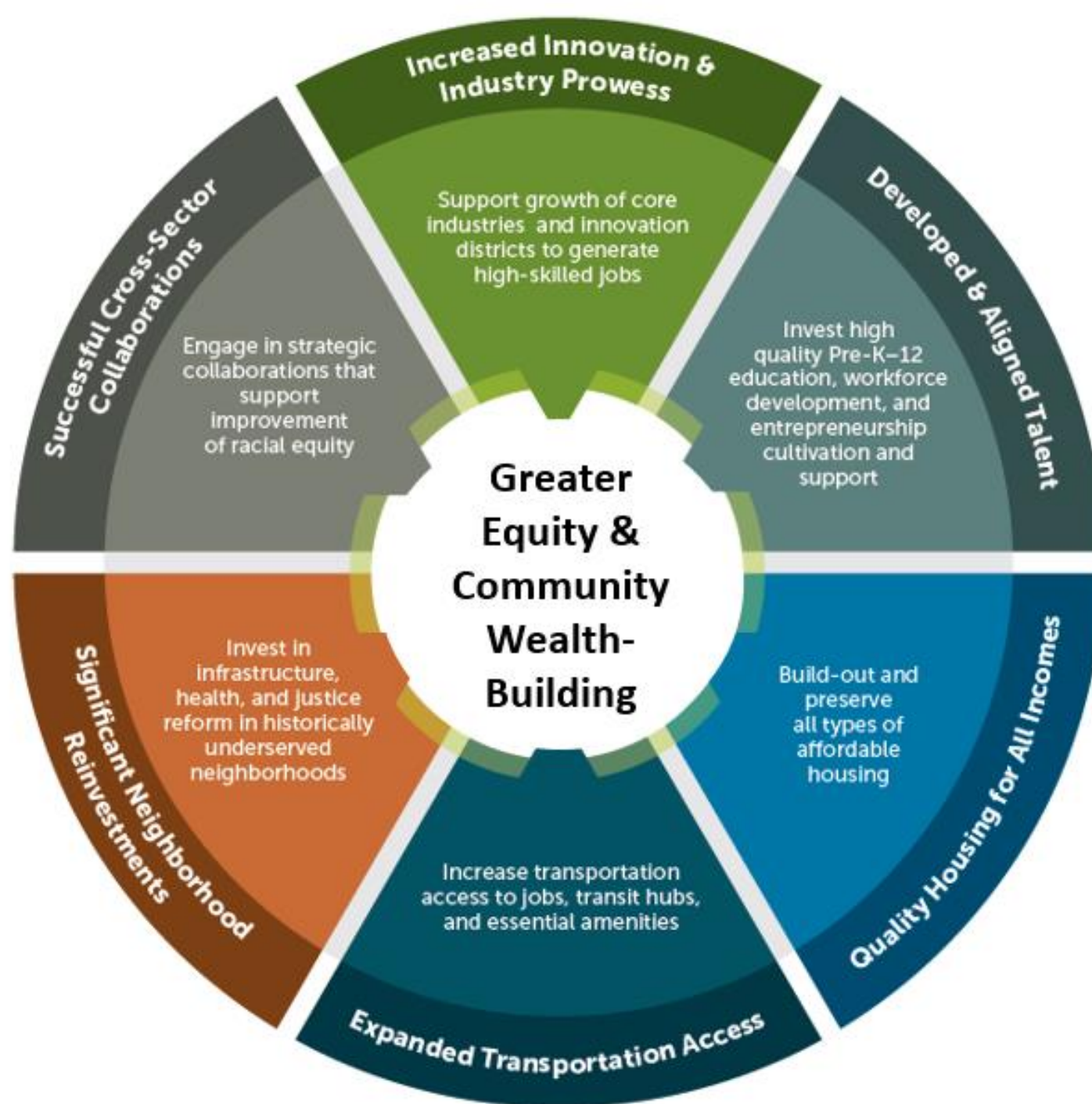
- ❑ **# of entrepreneurs of color; create a robust ecosystem for entrepreneurship**
- ❑ **# of high-skill and jobs with a genuine career path**
- ❑ **workforce development in growing industries for youth/young adults, lower income residents, returning citizens, & the underemployed/unemployed**
- ❑ **transportation access for lower income communities; increase ease of getting to jobs, important amenities, and back home**

Sustain affordability of housing for all income levels; severely limit displacement

Invest in inner beltway communities that improve safety, infrastructure, amenities, & access without displacing long-time residents

Equity**—just and fair inclusion in a society in which all can participate and prosper—has become **more than a moral issue. It is now an economic imperative.

Angela Glover Blackwell, PolicyLink



What's Next ?





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 Social Innovation Fund + + + + + + + + + +

Thank You for
 Your Time
 Any Questions?

Chocolate Cities

