

Place-Based Change (3/9/16)

Current Performance Measures	Current Action Steps	Votes	Volunteer s
1-Reduce mobility rates in urban core neighborhoods {Number of people who moved from one year ago in Urban Core neighborhoods = 6703 (28%) (B07012 2010-2014 ACS)}	1a-Strengthen community identity by cross-training human service and housing agency staff on available programs in the community and how to connect families with resources.	2	
	1b-Connect families using services to financial opportunity center counseling	3	
	1c-Engage neighborhood associations and residents		
2- Decrease the percent of individuals living at 100% of poverty in the Urban Core from 32.1% (7,974) to 25% (2013 American Community Survey) by 2020.	2a-Develop concentrated workforce development including training opportunities in zip codes with high levels of poverty	6	3
	2b-Expand summer work experience for high school students, including exposure to higher education	4	1
	2c-Develop dual generational workforce programming to encourage neighborhood-specific opportunities	2	2
3-Increase home ownership in the Urban Core from 45% (2013) to 60% (American Community Survey 5-Year Estimates) by 2020.	3a-Offer customized neighborhood Home Ownership Bootcamps.	4	

	3c-Assessing/ensure an adequate supply of affordable housing [reference relevant action step(s) under Housing, Homelessness & Transportation goal section.]	1	
4-Increase minority small businesses (entrepreneurship) opportunities to grow minority businesses from 3% (8,000) in Iowa to 5%. (U.S. Small Business Administration, Office of Advocacy,Iowa Small Business Profile, published in 2014)	4a-Offer Start a Thons and hold Dream Builder classes in neighborhoods to help minority entrepreneurs learn about business ownership.	5	1
	4b-Provide financial literacy classes focused on business ownership through the Evelyn K. Davis center for Working Families		
	4c-Partner with Economic innovation Sub-Committee with the Des Moines Immigration Initiative, GDMP	1	
	4d-Find ways to spotlight successful immigrant/minority/women entrepreneurs as models		1
	4e-Engage state entrepreneurship agencies like SBDC's and SBA's	3	1
	4f-Investigate systemic/legal barriers to minority women entrepreneurship	2	3
	4g-Support the Iowa Immigrant Entrepreneur Summit	2	1
5-Replicate Viva East Bank! model in other neighborhoods with high poverty	5a – “Share Viva East Bank! model with community development organization leaders and funders”		1

	5b - "Identify resources to replicate/expand the Viva East Bank! model into other neighborhoods"		
6- Expand opportunities for minority asset building through initiatives similar to African American Financial Capabilities Initiative	6a- Learn about the Director's Council grant model and characteristics that could be replicated in other minority neighborhoods.		3
	6b- Bring neighborhood associations together to discuss successful neighborhood models and provide opportunities for learning how to replicate a model.	3	3
	6c-Explore Individual Development Accounts (IDA's) as a strategy to build self-sufficiency	5	