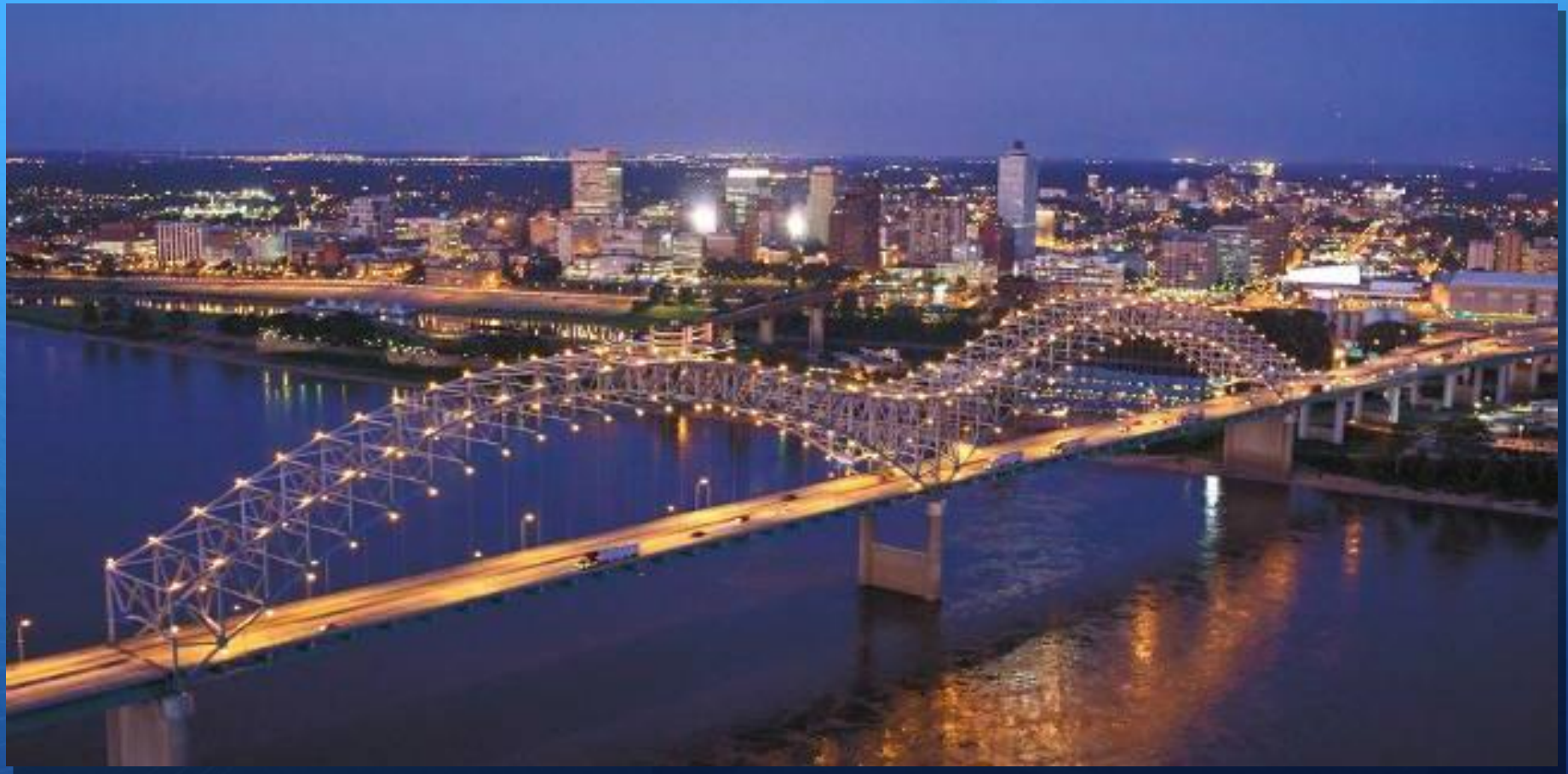




Blueprint for Prosperity

Submitted by TRUST Marketing, Inc.



Why Memphis ?

Poverty in Memphis

In 2012:

- **Memphis ranked #1 in overall and childhood poverty among MSAs with 1.0M people at 46% (20% U.S.)**
- **Memphis ranked #2 in childhood poverty among MSAs > 500,000 people**
- **Memphis ranked #3 in overall poverty among MSAs > 500,000 people**



(Dr. Elena Delavega, Department of Social Work, School of Urban Affairs and Public Policy, University of Memphis, 2013 Poverty Fact Sheet)

Impact of Poverty

- **Drains economic resources**
- **Inhibits educational attainment**
- **Drives crime**
- **Significantly decreases employability**
- **Is an obstacle to business attraction and retention**

African Americans and Hispanics are the segments of the population most impacted by poverty.

What is the Blueprint for Prosperity?

A comprehensive, integrated initiative with the ambitious goal of reducing poverty.



Four Critical Areas of Focus

- **Jobs: Create more job opportunities**
- **Expenses: Lower daily living expenses**
- **Access: Provide efficient access to job centers**
- **Opportunity: Provide greater opportunities to maintain lifelong prosperity**

How Is The Blueprint Different?

Coordination – Federal, State and Local Governments, School System (Legacy School)

Collaboration – Scholars, Academicians, Service Providers, Target Populations, Community, Philanthropists/Funders

Risk Assessment - Customized intervention plans based on risk assessment rating. Case managers.

The Blueprint for Prosperity

Clusters/Areas of Involvement

- Job Creation – Business Development, Economic Development, Financial Counseling, Clean and Green
- Education & Early Childhood
- Physical/Mental Health & Wellness
- Job training and Job Placement

The Blueprint for Prosperity

Clusters/Areas of Involvement

- **Transportation**
- **Energy**
- **Housing/Community Neighborhood Redevelopment**
- **Human Services/Case Management**
- **Public Safety**

Human Services Case Management System Transitions to Success Model

ENTRY/TRIAGE

ASSESSMENT

RISK
ASSESSMENT
SCORE

CASE
MANAGEMENT

DEVELOPMENT
PLANS

Qualitative and Quantitative Research

Sociologists, anthropologists and economists develop statistical framework for the *Blueprint for Prosperity*

- Define key metrics
- Conduct research to validate service delivery clusters
- Develop white paper
- Conduct focus groups among stakeholders addressing poverty
- Conduct interviews among stakeholders, policy makers, and influencers

National Conversation About Prosperity

- Convene local and national leaders
- Narrow/revise Service Delivery areas
- Publically announce results/recommendations
- Identify plans moving forward

Service Delivery Area Planning

- Service Delivery leaders convene meetings with area stakeholders
- Develop more detailed plans for each stakeholder area

Deliverables: A specific plan of action for each area with qualifiable goals.

Critical Success Factors

- **Involvement /Ownership of Business Community**
 - Chamber of Commerce/Shea Flinn
- **Accountability**
 - Strong leadership of each area
 - Clear data driven metric and plans
 - Meetings with Mayor two times a year about status
 - Year end assessment of plans vs execution

Critical Success Factors

- **Consequences**
- **Effective Tracking Systems**
- **Coordination between business and service delivery**
- **Public Policy Change**
- **Accountability**

Center for Prosperity

**Public/Private Partnership
to ensure on-going focus on
poverty reduction**