



# Prosperity Initiative

Reducing generational poverty and  
improving community wealth

# POVERTY

## as ecology

(rarely just one thing:  
dynamic & cumulative)

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Census Community Resilience Risk Factors: 10

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Pima County Health Department: 28

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City Health Dashboard: 37

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County Health Rankings: 52



The more **factors**, the **harder** to get out of it



# POVERTY

as **environment**

(Shows up in many areas of life)



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Where you live

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Where you go to school



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Where you worship

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What you do for a living

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Who is your social support system

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How healthy you are

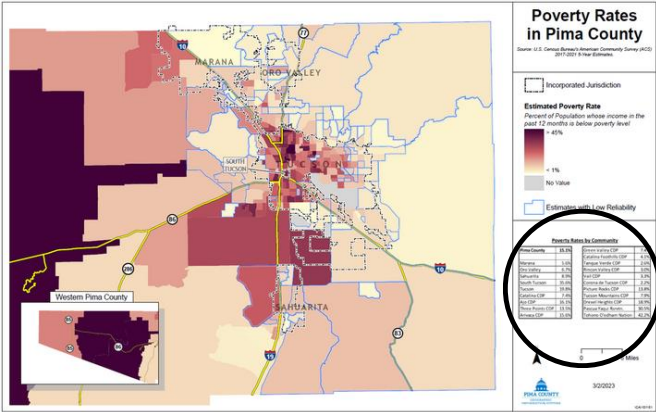
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*How long you live*



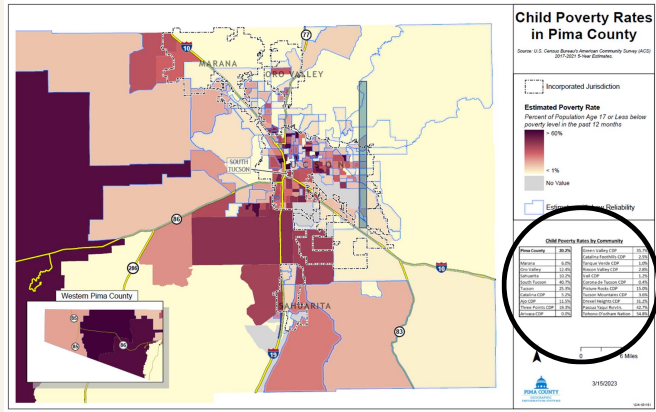
**We live very economically segregated lives**

Pima County has a high poverty rate



**Poverty Rates by Community**

<b>Pima County</b>	<b>15.1%</b>
Marana	5.6%
Oro Valley	6.7%
Sahuarita	8.9%
South Tucson	35.6%
Tucson	19.8%
Catalina CDP	7.4%
Ajo CDP	16.1%
Three Points CDP	13.5%
Arivaca CDP	15.6%
Green Valley CDP	7.4%
Catalina Foothills CDP	4.1%
Tanque Verde CDP	2.6%
Rincon Valley CDP	3.0%
Vail CDP	3.3%
Corona de Tucson CDP	2.2%
Picture Rocks CDP	13.8%
Tucson Mountains CDP	7.9%
Drexel Heights CDP	18.9%
Pascua Yaqui Rsvrtn.	30.5%
Tohono O'odham Nation	42.2%



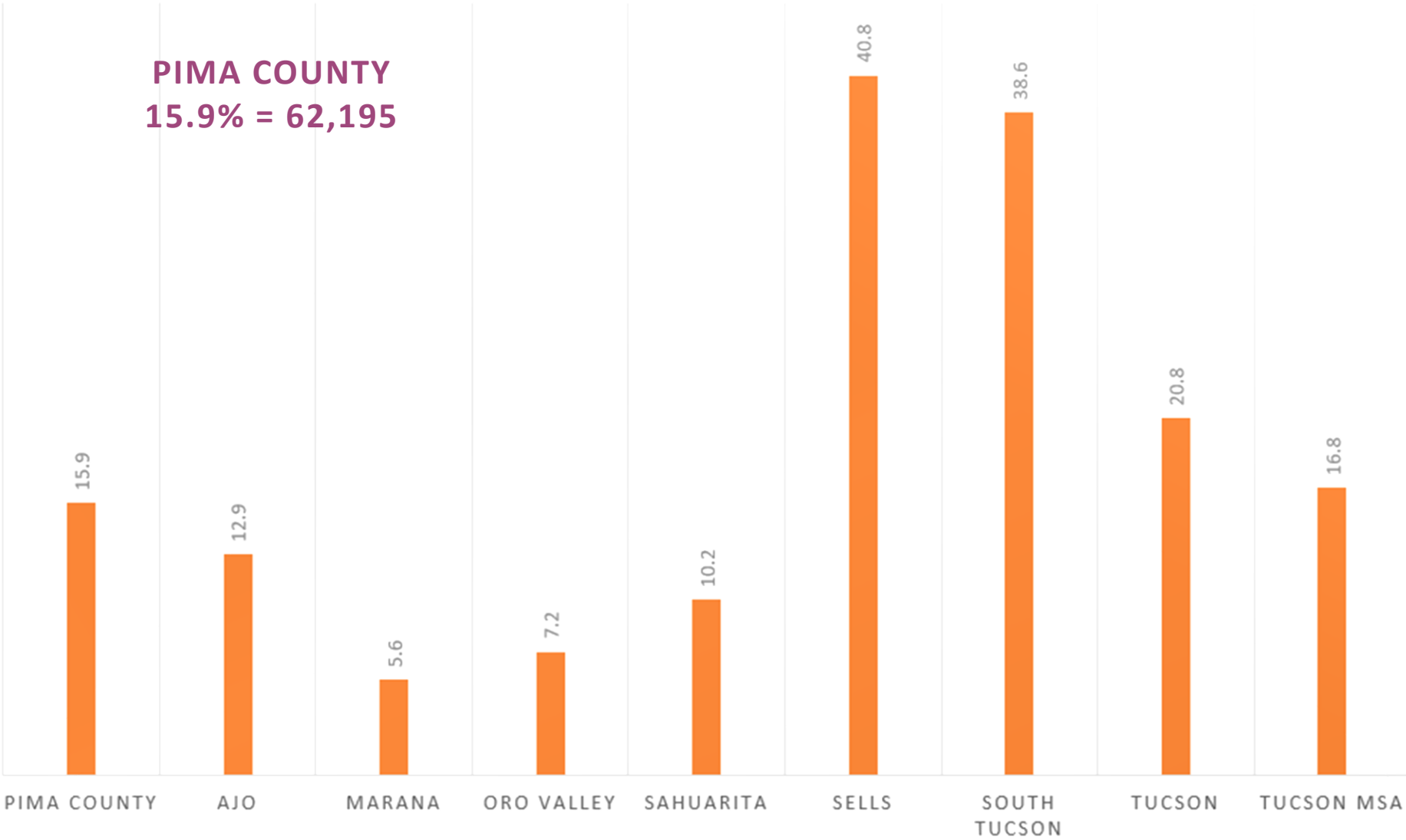
**Child Poverty Rates by Community**

<b>Pima County</b>	<b>20.2%</b>
Marana	6.0%
Oro Valley	12.4%
Sahuarita	10.2%
South Tucson	40.7%
Tucson	25.3%
Catalina CDP	5.2%
Ajo CDP	11.5%
Three Points CDP	19.3%
Arivaca CDP	0.0%
Green Valley CDP	35.7%
Catalina Foothills CDP	2.5%
Tanque Verde CDP	1.0%
Rincon Valley CDP	2.8%
Vail CDP	1.2%
Corona de Tucson CDP	0.4%
Picture Rocks CDP	15.0%
Tucson Mountains CDP	3.6%
Drexel Heights CDP	31.2%
Pascua Yaqui Rsvrtn.	42.7%
Tohono O'odham Nation	54.8%

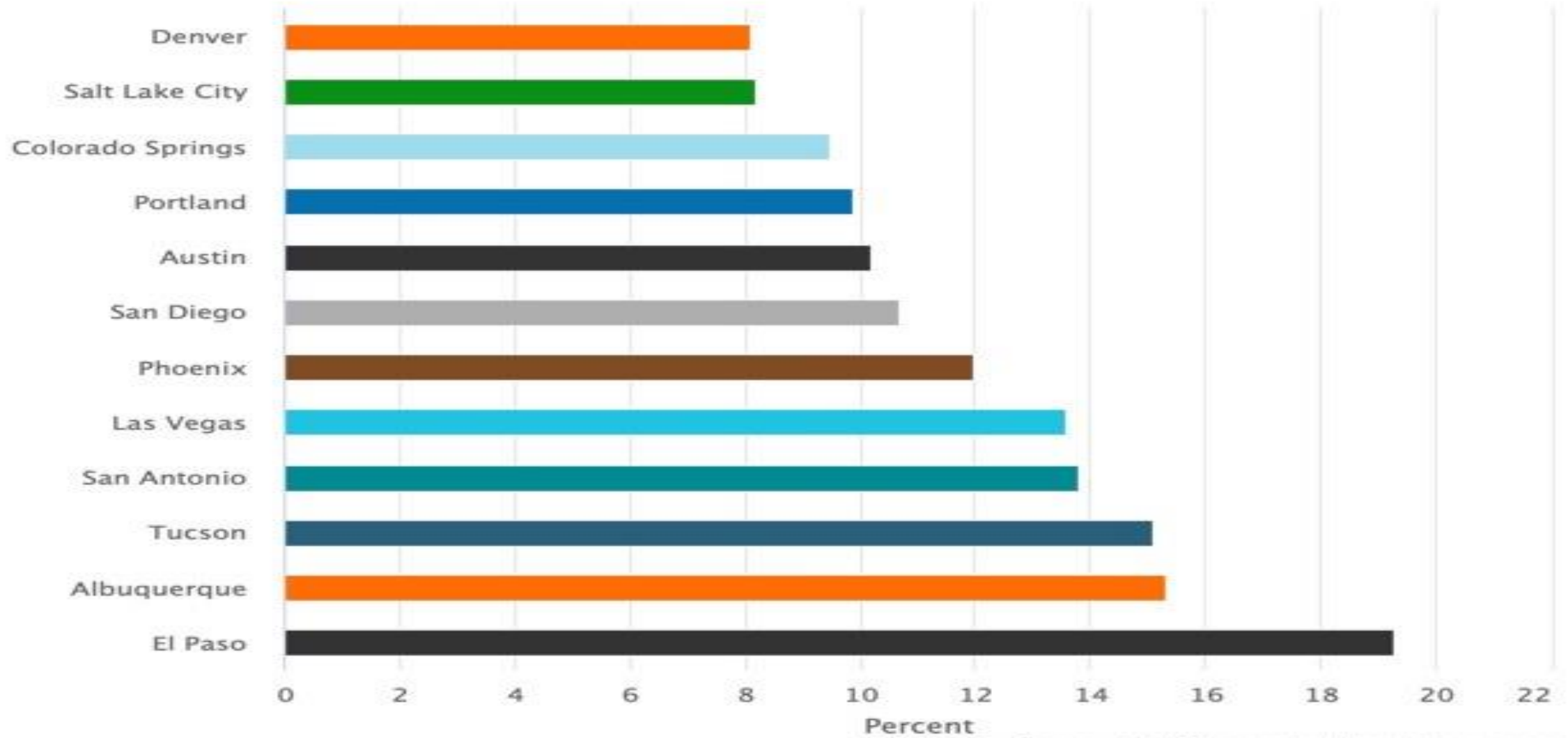
Childhood poverty rates almost always exceed those for adults.

# 2020 POVERTY RATES

**PIMA COUNTY**  
**15.9% = 62,195**

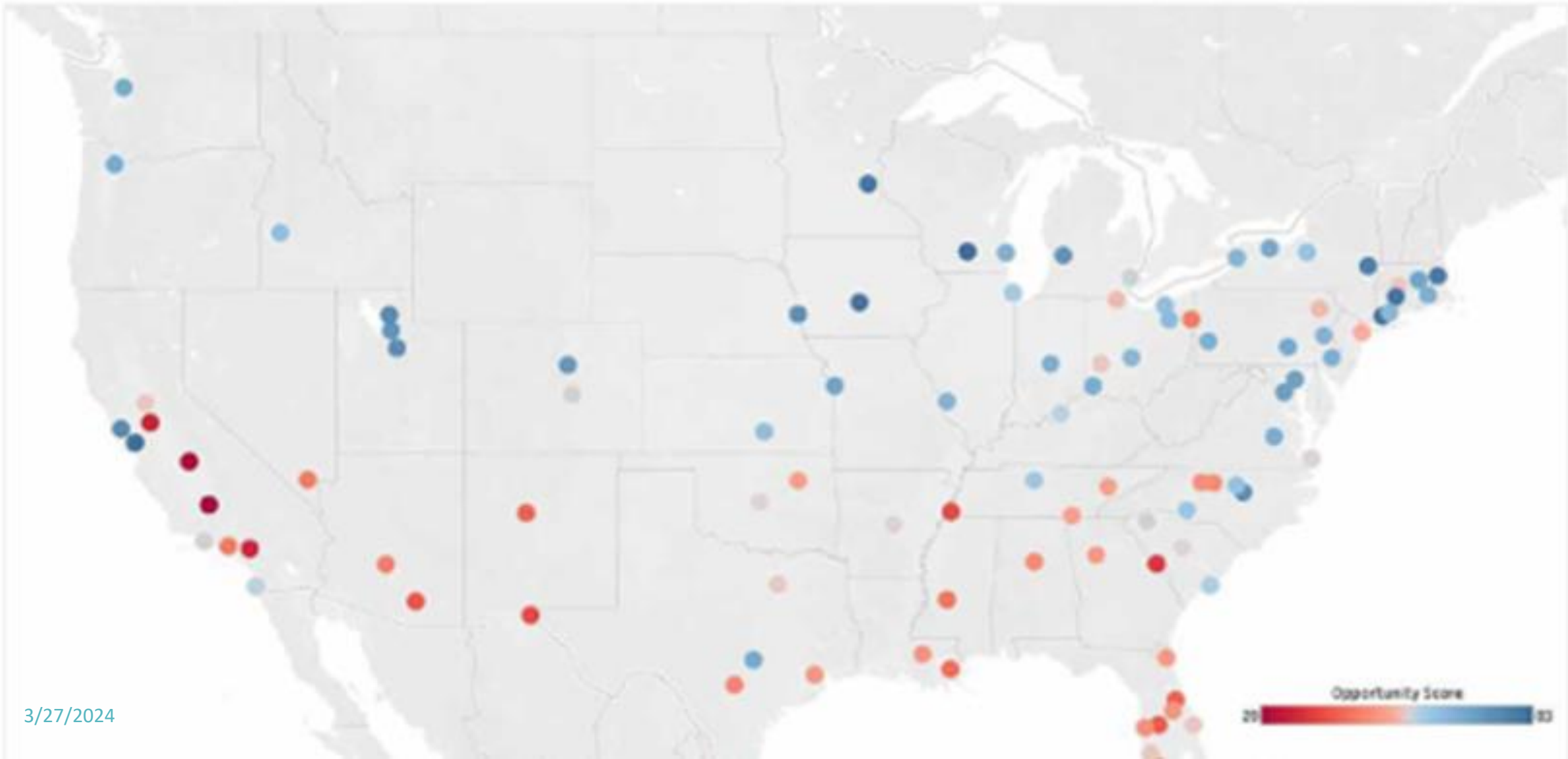


## Poverty Rate (2021)

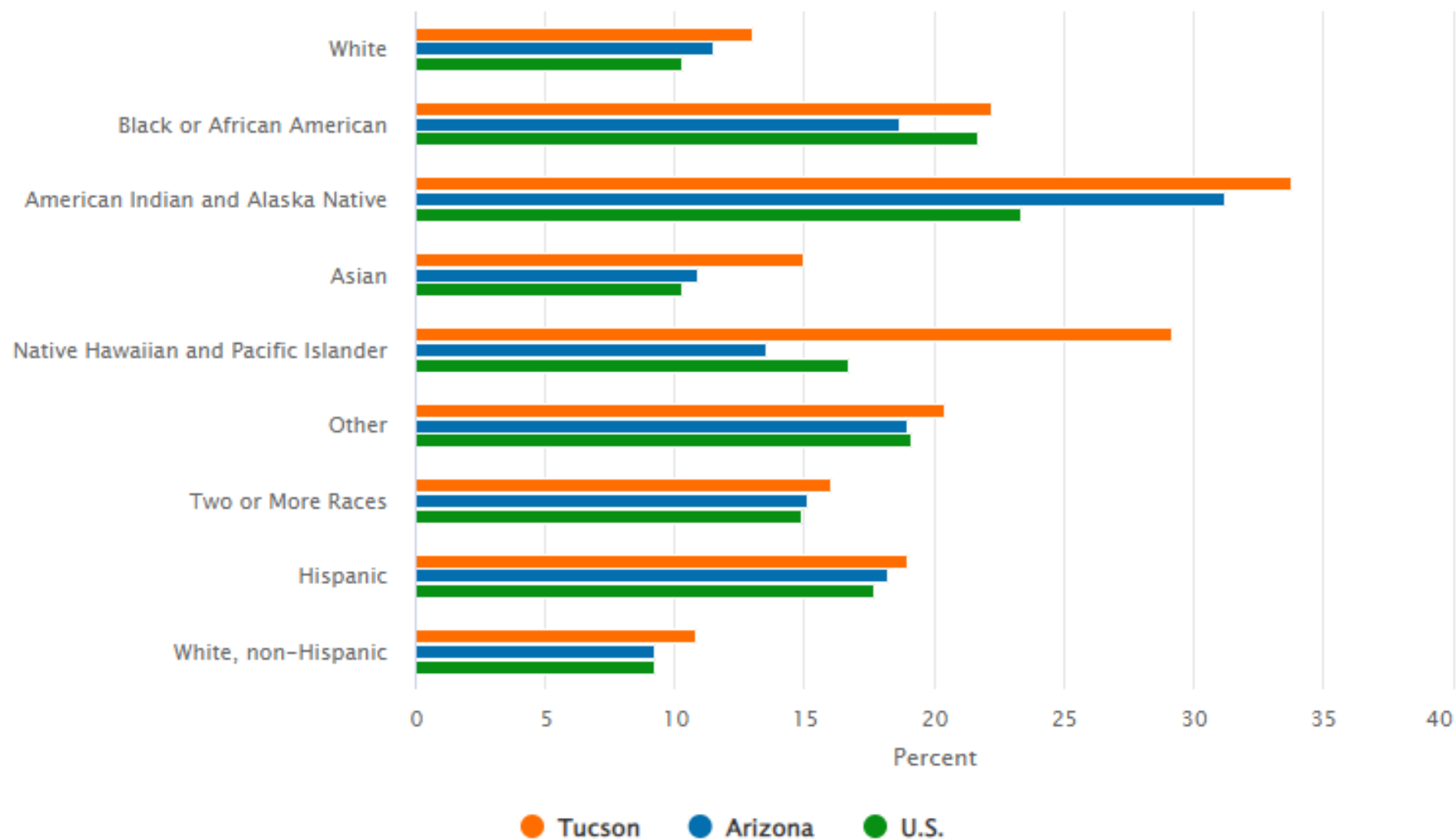


U.S. Census Bureau via MAP ([mapazdashboard.arizona.edu](http://mapazdashboard.arizona.edu))

Figure 5: Child Opportunity Scores for the 100 largest metro areas



## Poverty Rate by Race & Ethnicity (2021)



U.S. Census Bureau via MAP ([mapazdashboard.arizona.edu](https://mapazdashboard.arizona.edu))





## *Neighborhoods have causal effects on children's long-term outcomes*

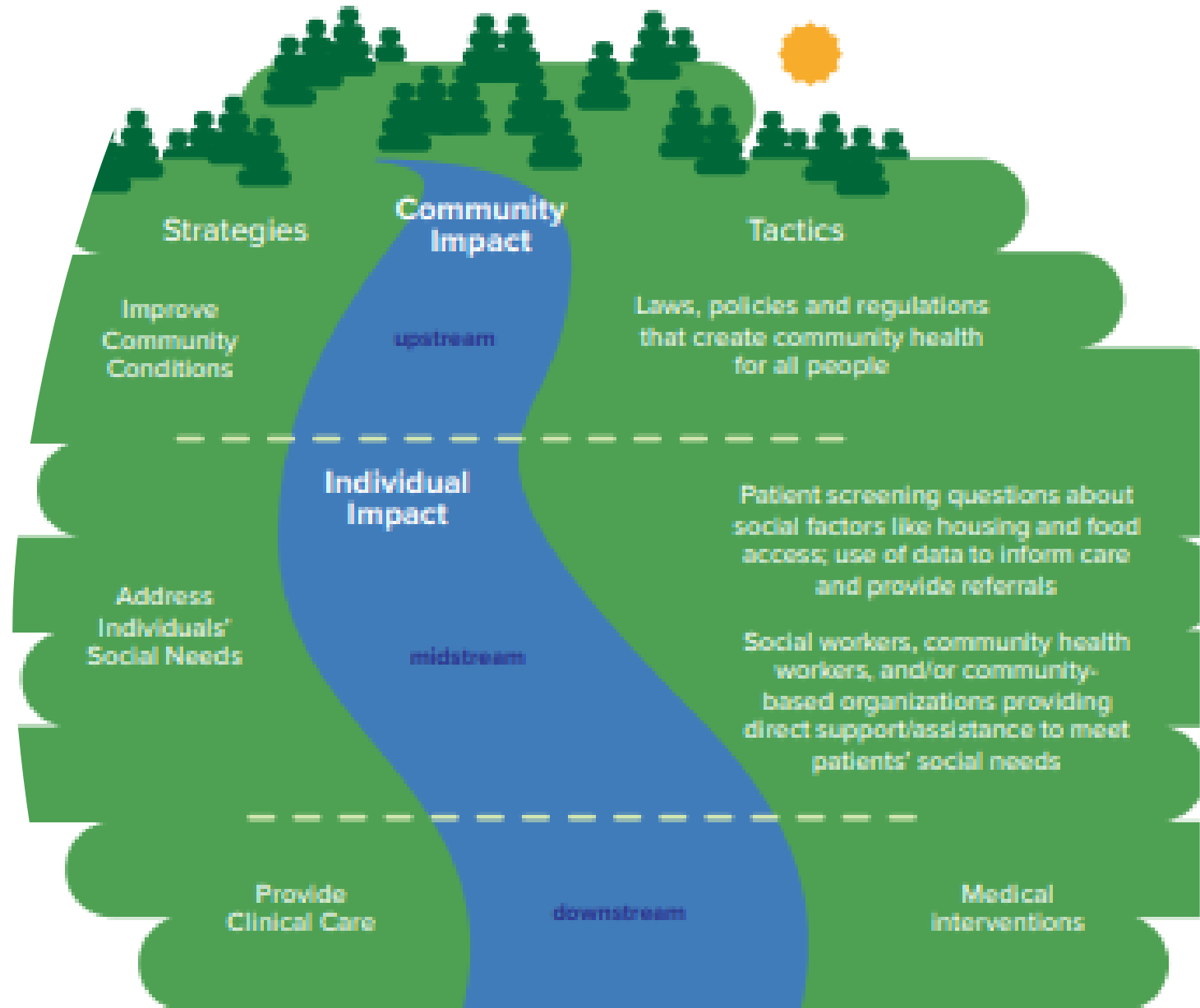
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The differences we see in **outcomes** across neighborhoods are **largely due to the causal effect of places**, rather than differences in the characteristics of their residents.

**Place-conscious policies to promote upward mobility** should focus primarily on improving the local childhood environment rather than conditions in adulthood.

# “Upstream Solutions”

1. **Preventing** poverty
2. **Alleviating** suffering
3. **Aiding** transition to economic stability
4. **Addressing** structures in a community





**Raj Chetty** is Professor of Economics at Harvard University and the Director of *Opportunity Insights*, which uses big data to study the science of economic opportunity: *how we can give children from all backgrounds better chances of succeeding?*

Chetty's work has been widely cited in academia and policy discussions. He received numerous awards including a MacArthur "Genius" Fellowship and Harvard's George Ledlie prize, awarded for research that made the most valuable contribution to science, or in any way for the benefit of mankind.

“The main lesson of our analysis is that **intergenerational mobility** is **a local problem**, one that could potentially be tackled using **place-based policies** that **strengthen economic growth** rather than focusing on the individual.”

# Timeline

- **April 19, 2022:** Tucson City Council Member Lane Santa Cruz invited Bonnie Bazata, Pima County's Ending Poverty Now Program Manager to speak to Mayor and Council on poverty emerging from the pandemic.
- Unanimous vote for a City/County Task Force focused on reducing poverty.
- **June 7, 2022:** Presentation to Pima County Board of Supervisors.
- Request for a detailed plan.
- **Nov. 1, 2022:** Plan provided to the Board of Supervisors and approved.
- **Dec. 5, 2023:** Pima County Board of Supervisors approved.
- **Jan. 9, 2024:** City of Tucson's Mayor and Council approved.



The Prosperity Initiative's mandate was to work regionally to develop a set of policies

That guide long-term efforts to create community wealth by addressing generational poverty and improving opportunity

- Are based on evidence-based research
- Also address the immediate needs of those currently experiencing poverty
- For adoption or adaptation by local governments

# Key Indicators

\$\$ Increases parent's income

\$\$ Increases child's income as adults

\$\$ Decreases expenses

\$\$ Increases/protects other assets

Improves educational attainment

Improves parent's health

Improves child's health

Reduces crime

ROI

# Guiding Principles

- ❖ Is this **prevention** or intervention?
- ❖ Is there a **strategic** and tactical element?
- ❖ Is there **credible** evidence-based research behind it?
- ❖ Is it **supported by area** experts, providers and those with lived experience?
- ❖ Is it **applicable** at the level of local government?
- ❖ Is there a **potential return** on investment?
- ❖ Is it **targeting** the parts of our community with the **highest rates** of poverty?
- ❖ Is it **addressing and mitigating** historic systemic inequities?
- ❖ Does this impact urban and smaller/rural communities **differently**?
- ❖ Can policies **be grouped** for greater impact?
- ❖ Are there any **unintended consequences**?

# Right sizing the policy

*Too little?*

Program  
Area



*Just right?*  
Policy for  
local  
government



*Too big?*  
Advocacy  
Area







The County and the City are leading along with a 36 member **Working Group** that meets regularly.



# University of Arizona Researchers

## **Brian Mayer, Professor School of Sociology**

Brian Mayer is a Professor of Sociology with the College of Social and Behavioral Sciences with expertise in the area of poverty as well as other areas. Dr. Mayer supported the Tucson Mayor's Poverty Commission from 2012-2014. He also developed the experiential learning Tucson Poverty Project class that incorporates community-based research approaches and has received recognition for his innovative work in teaching and community engagement.

His work in environmental sociology has examined the role of community activism and participation in the identification and management of potential environmental health risks.



## **Keith Bentele, SIROW Associate Research Professor**

Keith Bentele, PhD, is an Associate Research Professor with the Southwest Institute of Research on Women (SIROW) in the College of Social and Behavioral Sciences and holds a Ph.D. in Sociology. Dr. Bentele's research has examined state-level poverty rates, inequality, homelessness, and the generosity and accessibility of various safety-net programs.

He is interested in policy-relevant research with the potential to reduce poverty and homelessness. His specific areas of methodological expertise are in the use of quantitative methods and statistics.



# Community and expert input is key

## 180 meetings with 750+ individuals

- ✓ Practitioners
- ✓ Academics
- ✓ Business sector
- ✓ People with lived experience

## 56+ national and local experts and practitioners

- **Dr. Margaret Clancy**, Center for Social Development Policy Director, Brown School at Washington University in St. Louis
- **Dr. Atticus Jaramillo**, UA Assistant Professor of Planning and Real Estate Development
- **Dr. Elizabeth Krupinski**, Emory University
- **Dr. Eric Schindler**, President/CEO for Child and Family Resources
- **Dr. Erin Carr Jordan**, President and CEO Digital Equity Institute
- **Patrick Hain**, Program Manager with the National League of Cities Economic Opportunity and Financial Empowerment

## 12 Commissions & Councils

1. City of South Tucson Mayor and Council
2. City of Tucson Equitable Housing and Development Commission
3. Marana Town Council
4. Metropolitan Education Commission
5. Sahuarita Town Council

### Pima County

1. Board of Health
2. Library Board
3. Planning and Zoning Commission
4. Regional Affordable Housing Commission
5. Small Business Commission
6. Transportation Advisory Committee
7. Workforce Investment Board

# Our children matter

“A child growing up in a low-income family experiences **worse outcomes**, on average, than a child from a higher income family **in virtually every area.**”

Research has shown that “the weight of the **causal evidence** does indeed indicate that **income poverty itself causes negative child outcomes**, especially when poverty **occurs** in early childhood or **persists** throughout a large portion of childhood.”

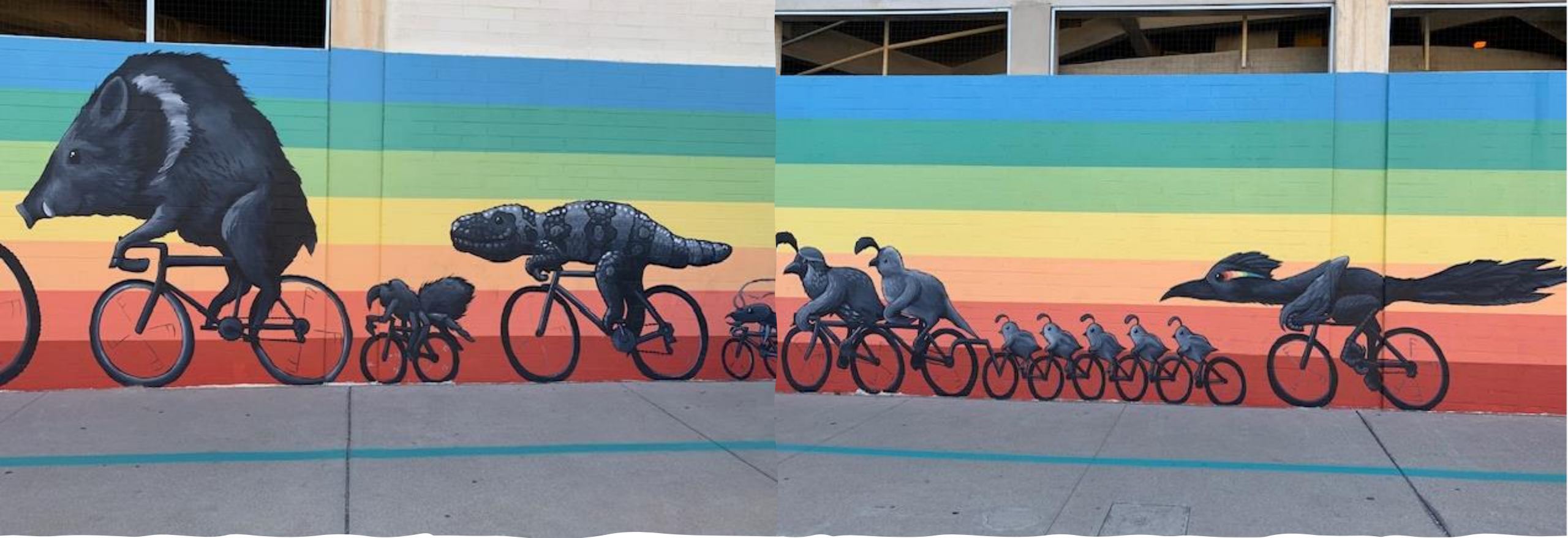


# Reducing Intergenerational Poverty

“Situation in which children who grow up in families with incomes below the poverty line **are themselves poor as adults.**”

- Among U.S. children born around 1980, **one-third of children living in low-income households also had low household incomes in adulthood**
- **Twice the 17% rate** found among adults in their 30s who did not grow up in low-income households.
- Black children and Native American children have **much lower rates of upward mobility** (and higher rates of downward mobility) than White Americans.
- Black and Native American children **are significantly more likely to grow up in high-poverty neighborhoods**, which is also correlated with lower intergenerational mobility.
- **Investing in children** is the strongest ROI





**We need equitable solutions**

# 4 Policy Areas

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**Education**

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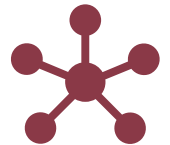
**Critical Family Resources**

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**Asset Building & Infrastructure Priorities**

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**Cross Policy Strategies**

# EDUCATION

## Increase Access to Quality Early Childhood Childcare and Education

- Increase access to affordable high quality early childcare and education for low-income families with children, ages birth to five.

## Increase Pathways to Post Secondary Education

- Increase college and other post-secondary educational and training opportunities for children from low-income families by improving access to children's college savings accounts.





# CRITICAL FAMILY RESOURCES: **Housing**

## **Increase Housing Mobility and Opportunity**

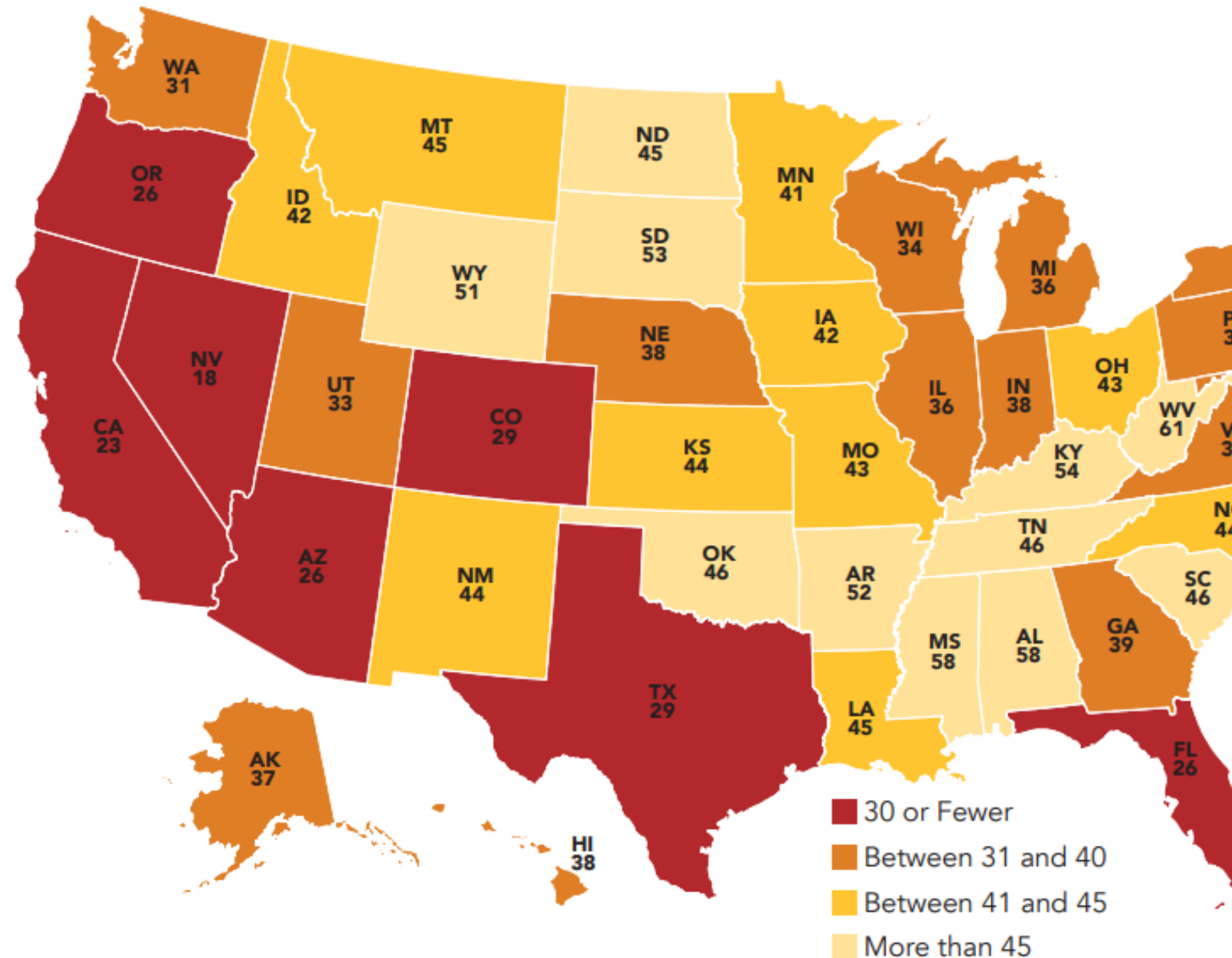
Increase the supply of housing by prioritizing practices and investments that focus on families with children and result in diverse housing types and prices in neighborhoods, ensuring affordable housing options are available throughout Pima County, especially in low poverty areas.

## **Improve Housing Stability**

Improve housing stability among low-income renters and homeowners by preventing evictions and foreclosures, increasing homeownership, and reducing home energy efficiency and weatherization costs, especially for those in high poverty areas.



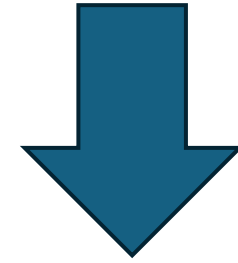
FIGURE 7: RENTAL HOMES AFFORDABLE AND AVAILABLE PER 100 EXTREMELY LOW-INCOME RENTER HOUSEHOLDS BY



Arizona is ranked among the **five worst states** for affordable housing.

- For every **four families** that need it, **one home exists.**

## Fastest Metro-Level Rent Growth Among 52 CBSAs with Population >1 Million



Rank	Over Past 6 Months		Over Past 12 Months		Over Past 3 Years	
#1	Chicago	(+2%)	Cincinnati	(+6%)	Tucson	(+39%)
#2	Louisville	(+1%)	Chicago	(+6%)	Tampa	(+39%)
#3	Boston	(+1%)	Indianapolis	(+5%)	Miami	(+38%)
#4	Baltimore	(+1%)	Louisville	(+5%)	Rochester	(+36%)
#5	Minneapolis	(0%)	Kansas City	(+5%)	Riverside	(+34%)
#6	Memphis	(0%)	Boston	(+4%)	Orlando	(+32%)
#7	Houston	(0%)	St. Louis	(+4%)	San Diego	(+31%)
#8	Miami	(0%)	Columbus	(+4%)	Jacksonville	(+31%)
#9	Birmingham	(0%)	New York	(+4%)	Phoenix	(+30%)
#10	Providence	(0%)	Pittsburgh	(+3%)	Las Vegas	(+30%)

**Source:** Apartment List Rent Estimates; data as of April 2023.

**Data Available:** <https://www.apartmentlist.com/research/category/data-rent-estimates>



# CRITICAL FAMILY RESOURCES: Health

## **Increase Health Coverage & Reduce Medical Debt**

- Provide healthcare insurance enrollment assistance to protect against medical debt.

## **Reduce Unintended Pregnancies**

- Reduce unintended pregnancies by increasing access to contraception and improving use of long-acting reversible contraception, and through education.

# CRITICAL FAMILY RESOURCES: Digital Inclusion & Workforce

## **Expand Broadband Services and Address Barriers to Digital Inclusion**

- Expand broadband services and address barriers so all Pima County residents have access, equipment, and skills for digital inclusion and to expand opportunities for economic growth for rural communities.

## **Prioritize Workforce Development for Underserved Populations**

- Prioritize workforce development for low-income job seekers with evidence-based case management practices that include apprenticeships, on the job training, and supportive services that prepares participants for jobs with self-sufficient wages and benefits.





# ASSET BUILDING & INFRASTRUCTURE PRIORITIES:

## Financial Capability and Small Business

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### Improve Financial Capability

- Improve the financial capability of low-income families and small businesses to increase their access to fair credit and to gain and protect income and wealth building assets.

### Support Small Business

- Increase small/micro business ownership and expansion opportunities. Efforts should prioritize entrepreneurs of color, women-owned businesses and businesses operating in high poverty neighborhoods and rural areas.

# ASSET BUILDING & INFRASTRUCTURE PRIORITIES:

## Transportation and Job Quality

### Prioritize Transportation Options to Connect Disadvantaged Communities to Jobs and Resources

- Identify and prioritize safe, reliable, and affordable transportation options and encourage mixed-use and transit-oriented developments where appropriate, to better connect disadvantaged communities with jobs and other resources, and reduce travel times, traffic injuries, transportation costs, and air pollution.

### Improve Job Quality for Low-Income Workers

- Improve job quality for low-income workers and expand the employment capacity of employers already offering quality jobs, with quality jobs defined as those that offer competitive, equitable and self-sustaining wages, family friendly benefits and practices, and consistent scheduling.

# ASSET BUILDING & INFRASTRUCTURE PRIORITIES: **Neighborhoods**

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## Improve Quality of Life and Opportunity in High Poverty Areas

- Improve quality of life and opportunity in high poverty areas by investing in both physical and social infrastructure in ways that intentionally strive to center the priorities of local residents, improve access to resources, prevent the displacement of vulnerable residents, reduce the exposure to violence and build community wealth in these high poverty areas.





# Cross Policy Strategies

## Center a 2GEN Approach

Center family voice and participation in the development of policies, programs, and practices.

## Address Climate Resilience & Environmental Justice

Build a more climate resilient community while reducing the potential harm to low-income areas from hazardous waste and contaminants, air pollution, environmental degradation, resource extraction, and other land uses.

## Prevent & Reduce Crime

Reduce and prevent crime in neighborhoods, as well as reduce and prevent youth involvement in crime and the criminal justice system.

# Cross Policy Analysis of Key Indicators

1. Increases parent's income
2. Increases child's income as adults
3. Decreases expenses
4. Increases/protects other assets
5. Improves educational attainment
6. Improves parent's health
7. Improves child's health
8. Reduces crime
9. ROI



Policy	Increases Parents Income	Increases Child's Income as Adults	Decreases expenses	Increases/Protects other assets	Improves educational attainment	Improves parent's health	Improves child's health	Reduces Crime	Totals	ROI
FC	X		X	X		X			4	
DI	X	X	X	X	X	X	X		7	X
ECE	X	X	X	X	X	X	X	X	8	X
HC	X	X	X	X	X	X	X		7	X
PSE	X	X	X	X	X	X		X	7	X
HMOB	X	X	X	X	X	X	X	X	8	X
HST		X	X	X	X	X	X	X	7	X
UP	X	X	X	X	X	X	X	X	8	X
WKD	X	X	X		X				4	X
TRAN	X	X	X	X	X	X	X	X	8	
NEIGH		X		X	X		X	X	6	
JQ	X	X			X	X	X	X	6	
BUS	X			X				X	3	X
2GEN	X	X			X		X	X	5	X
CLIM	X		X	X		X	X	X	6	X
PRC	X	X	X		X	X	X	X	7	X

Policy area	# of outcomes	ROI
Increase Access to Quality Early Childhood Education	8	X
Increase Housing Mobility and Opportunity	8	X
Prioritize Transportation Options to Connect Disadvantaged Communities to Jobs and Resources	8	X
Reduce Unintended Pregnancies	8	X
Expand Broadband Services and Address Barriers to Digital Inclusion	7	X
Improve Housing Stability	7	X
Increase Health Coverage & Reduce Medical Debt	7	X
Increase Pathways to Post Secondary Education	7	X
Prevent and Reduce Crime	7	X
Address Climate Resilience & Environmental Justice	6	
Improve Job Quality for Low-Income Workers	6	
Improve Quality of Life and Opportunity in High Poverty Areas	6	
Center a 2GEN Approach	5	X
Improve Financial Capability	4	X
Prioritize Workforce Development for Underserved Populations	4	X



EVIDENCE THAT BUNDLING POLICIES WILL HAVE A  
***GREATER IMPACT***

**Bundling policies “offers some formidable advantages over an individual program approach.” \***

*\*From the National Academies of Sciences, Engineering, and Medicine (NASEM) report, A Roadmap for Reducing Child Poverty*

# The Prosperity Initiative provides a strategic framework



**guides resource allocation  
decisions across  
departments and time**



**aligns and coordinates  
resources for greater impact**



**guides grant opportunity  
decisions and makes us more  
competitive**



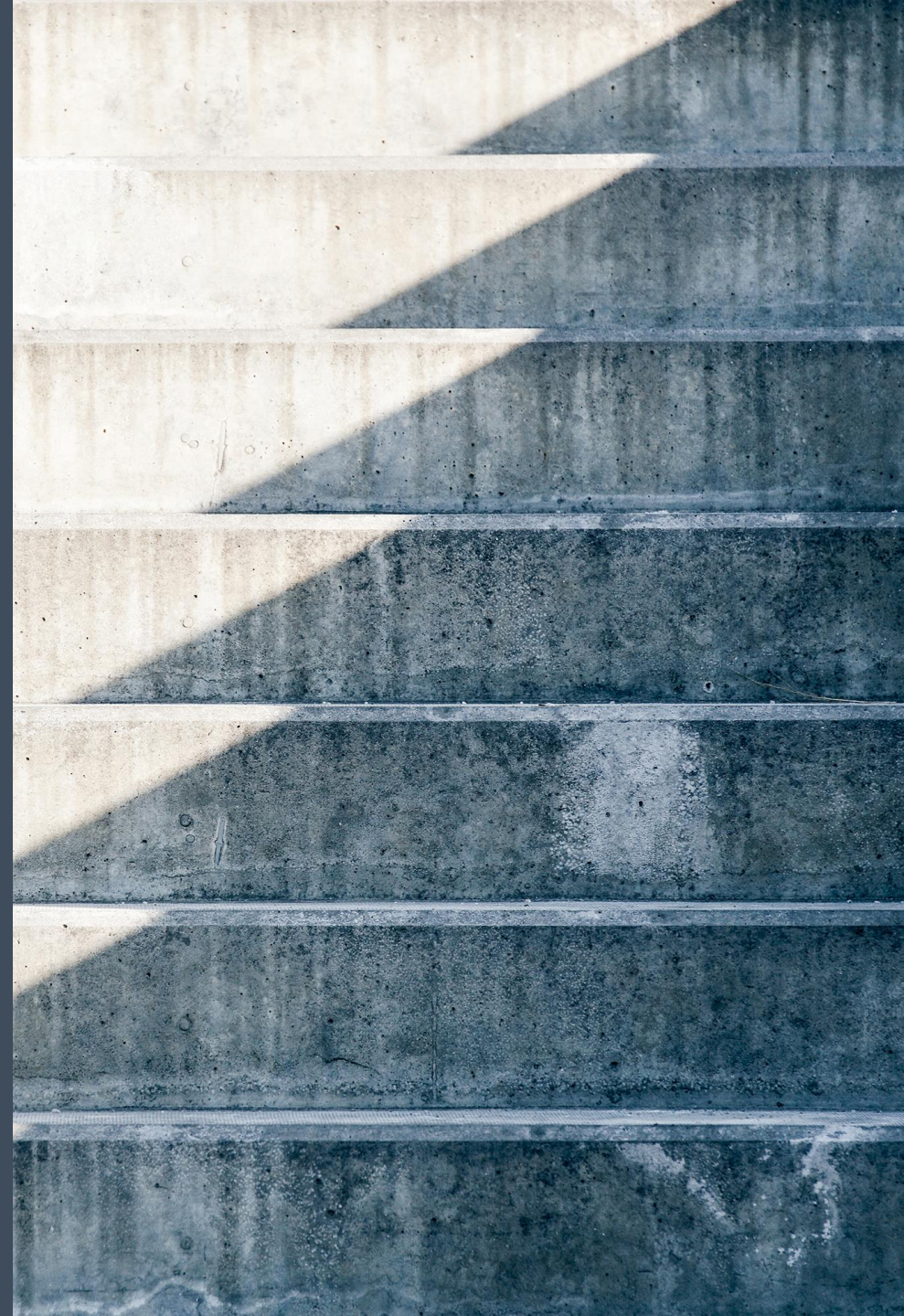
**identifies where other  
strategies are missing and  
needed**



# NEXT STEPS: SCAN, ANALYZE & REALIGN

Scan, analyze and realign local government operations and investments to best implement the policies, with guidance of multi-departmental teams.

- ❖ Working to establish a financial tracking system on where and how the County is already investing and where future investments happen.





# DEVELOP METRICS TO MEASURE IMPACT

- ❖ **Urban Institute's Mobility Action Learning Network**
  - Year long technical assistance for advancing locally driven programs, policies, and actions that boost upward mobility from poverty and achieve racial equity.
  - Network with 26 other cities and counties
  - Measuring Impact track.
  - Local team



# REPORTING ON IMPACT

## ❖ How do we report out our progress?

- UA MAP Dashboard
- City of Tucson's Equity Maps
- Pima County's Broadband maps
- United Way's Cradle to Career



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# UNIVERSITY OF ARIZONA COLLABORATIONS

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Housing, health, interns, reports





## CONTINUE & EXPAND PARTNERSHIPS

- ❖ **Continue to engage in a regional approach to implementation** by regularly engaging with participating local governments.
- ❖ **Supporting a multisector approach** that would bring together representatives from business, nonprofits, education, philanthropy, and the faith community, as well as neighborhoods and unincorporated parts of Pima County.
- ❖ **Continue to develop partnerships** with the Tohono O’odham Nation, Pascua Yaqui Tribe, Native American organizations, and community members.

## The Sonoran Desert Conservation Plan

took almost two decades to be fully implemented.

It guided investments that has ensured that our fragile desert can sustain life and will be enjoyed for generations to come.





**The Prosperity Initiative is an opportunity to be**  
*architects of change for the next generation.*

# Prosperity Initiative

Reducing generational poverty and  
improving community wealth

## **Bonnie Bazata**

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