

IMPLEMENTATION!

How do you urgently move your Economic Inclusion Agenda into Action and sustain this momentum over the next three years and beyond?

Remember How this Work is Different

1. It invests limited resources at a **targeted, strategic scale**—focusing on districts within your city that have the potential to generate economic benefits for themselves, and at the same time make city and regional economic development more equitable.
2. Its **multidisciplinary, systems-level scope** brings together the community, economic and workforce development fields to nurture long-overdue investment in people and places and connect residents and small businesses to their regional economies.
3. Its **emphasis on integration** mobilizes leaders at the city and regional level, together with neighborhoods, to implement shared priorities.



Key Implementation Elements for Structured Collaboration

Lead Convener:

Identify, support, and collaborate with one local organization that will coordinate and encourage partner organizations to implement their individual agenda items

Role:

Devote part-time staff to convening

Call regular meetings

Onboard new partners

Create annual workplan for partners

Help raise money

Keep score of progress

Promote the Agenda to the community, regionally & beyond

Lead Convening Partners:

Agenda-identified groups who convene around specific goals

Role:

Develop implementation workplan

Get partner buy-in to implementation plan

Convene identified partners regularly to push goal implementation

Raise awareness and money together with partners

Help partners get stronger for implementation

Report to Convener on progress

Success Measures:

For each agenda item identify what success looks like

Figure out how to measure that success

Create a unified set of measures across the agenda

Gather regular progress updates using measures

Regularly tell the story of progress using measures

Use measures to raise money

Example success measures

Strategy: Develop a robust support system for Latinx and Haitian residents, employees, and businesses.

Latinx and Haitian residents face unique barriers to participation in the workforce on the Far Eastside. This strategy focuses on connecting Latinx and Haitian residents to resources and opportunities, and, building on work already being undertaken by the Indiana Haitian Association on the Far Eastside, developing a robust framework to ensure longevity for this network of support. In addition to connecting residents with resources, this strategy seeks to address equitable access to upward mobility, recognizing that many immigrants face barriers translating their experience and education to opportunities in the US. A program specifically focused on engaging businesses to recognize the value of this potential workforce will help connect residents with jobs that match their skills and interests.

POTENTIAL PARTNERS

CAFE

LISC

LA PLAZA

INDIANA HAITIAN ASSOCIATION

POTENTIAL METRICS OF SUCCESS

of ESL class graduates

of Haitian residents connected to support programs and opportunities

of immigrant residents connected to employment opportunities that reflect their skills and education

of businesses participating in immigrant skills transfer program

NEXT STEPS

1 Identify and provide opportunities for evening and online ESL classes

2 Identify funding to support a full-time staff person at CAFE that speaks French/Creole

3 Develop a support program for the Haitian community modeled after La Plaza

How have other cities used their Agendas to raise money?

Table 2. Community capacity-building interventions in CCEI cities

Intervention Type	Description	City
Direct funding to increase CBO capacity	\$1,148,000 administered in grants to South LA-based CBOs	Los Angeles
	\$443,850 administered in grants to Far Eastside-based CBOs	Indianapolis
	\$1,180,000 administered in grants to Eastern North-based CBOs	Philadelphia
	\$586,000 administered in grants to Milwaukee Junction-based CBOs	Detroit
	\$1,151,000 administered in grants to City Heights-based CBOs	San Diego

Table 3. New capital investment to support minority-owned small businesses

City	Investment
Los Angeles	\$5.3 million in direct capital support to 395 Black- and Latino- or Hispanic-owned small businesses in South LA.
San Diego	\$936,000 in grants to small businesses/entrepreneurs served by City Heights community-based organizations.
Indianapolis	\$130,000 in capital support to 26 Black- and Latino- or Hispanic-owned small businesses in the Far Eastside.
Detroit	\$30,000 to support façade improvement for Milwaukee Junction-based small businesses.

Source: Authors' synthesis of information from qualitative interviews



Tactics to Build Momentum

Launch Loud

Celebrate your shared Agenda vision like a party and a campaign! Maintain a strong local branding presence.



Early Wins

Pick a couple of agenda items quickest to accomplish, get them done, then celebrate them loudly. These may not be the most important goals, but they generate momentum.



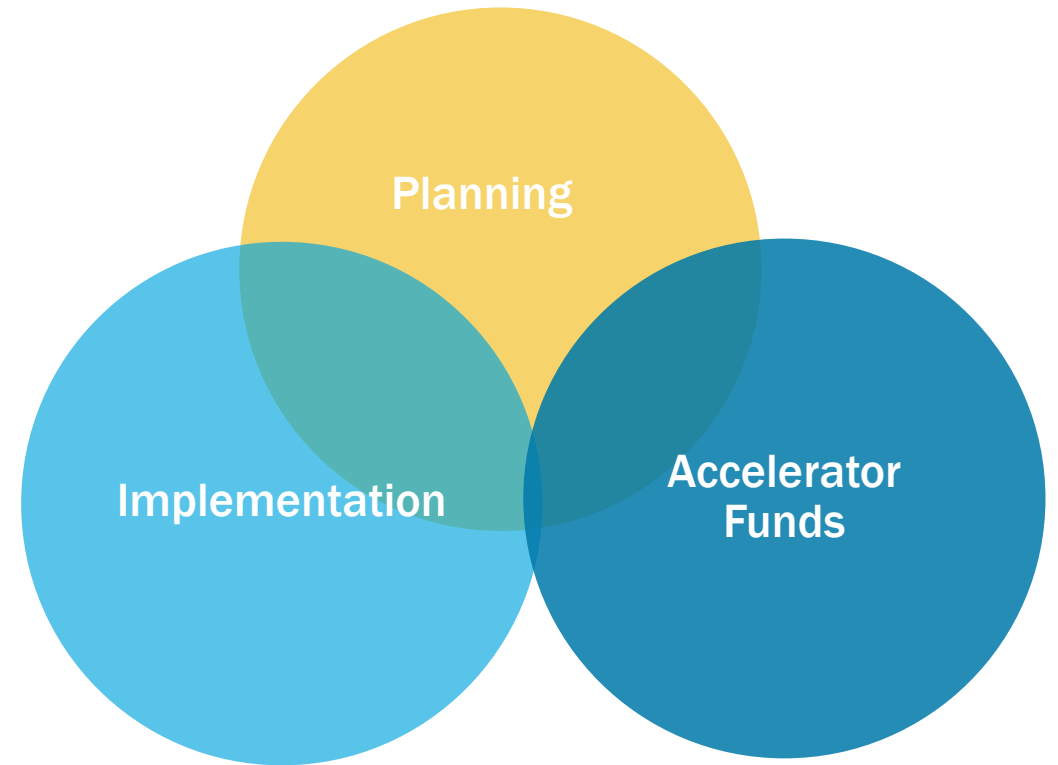
Storytelling

Make the work human and personal by telling stories of how the Agenda is needed to change specific lives. Use lots of pictures and use all partner communications channels in a coordinated way.



Join Community of Practice of Communities Doing CCEI

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1. Atlanta, Georgia
 2. Buffalo, New York
 3. Detroit, Michigan
 4. Los Angeles, California
 5. Honolulu, Hawaii
 6. Indianapolis, Indiana
 7. Oakland, California
 8. Philadelphia,
Pennsylvania
 9. San Diego, California
 10. Seattle, Washington
 11. Washington, DC



Questions & Ideas?
