



PROMOTING FAMILY ECONOMIC SECURITY in the San Francisco Bay Area Region

A report prepared by the *Insight Center for Community Economic Development* on behalf of Rise Together Bay Area



ABOUT RISE TOGETHER BAY AREA

Rise Together Bay Area is a 10-year initiative to measurably cut poverty and grow prosperity for residents struggling to make ends meet in the 9-County San Francisco Bay Area region of California. Over 180 Rise Together partners across government, philanthropy, business, and nonprofit sectors are working collectively to implement the Roadmap to Cut Bay Area Poverty, which frames support for the economic and social mobility of vulnerable populations (including single mothers, young families, men and boys of color, immigrants and seniors) in their progress toward self-sufficiency through the key drivers of basic needs, education, jobs/economic and policy supports and strategies.

For more information, visit risetogetherbayarea.org.



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The Insight Center for Community Economic Development is a national research, consulting, and legal organization dedicated to building economic health and opportunity in vulnerable communities. The Insight Center recognizes that successful communities define themselves by their strengths, capabilities, and assets. We believe this way of thinking is the foundation of any successful community development strategy.

We build on this foundation in multiple ways, including: identifying and supporting economically productive community assets such as high quality early childhood; tailoring education and job-training policies and programs to align worker skills with the sectors that need them; supporting inclusive business practices; advocating for policies that encourage wealth building through removal of structural impediments; assembling networks of experts who recognize the value of both an income and asset-based perspective and can influence opinion and legislative action; and directly engaging the untapped human capital that has been bottled up, neglected or simply overlooked.

For more information, visit www.insightcced.org.



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For more information, visit diversity.berkeley.edu/haas-institute.



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Applied Survey Research (ASR) is a non-profit, social research firm dedicated to helping people build better communities by collecting meaningful data, facilitating information-based planning and developing custom strategies. The firm was founded on the principle that community improvement, initiative sustainability and program success are closely tied to assessment of needs, evaluation of community goals and development of appropriate responses.



ACKNOWLEDGMENTS

This research was made possible through the support of Rise Together Bay Area and United Way of the Bay Area. Rise Together is generously funded by the Kresge Foundation, United Way of the Bay Area, San Francisco Foundation, East Bay Community Foundation and Y&H Soda Foundation.

Gabriela Sandoval, Ph.D. and Ricardo G. Huerta Niño, Ph.D. are the principal authors of this report. This report could not have been completed without the work and support of Christina Arrostuto, Executive Director of Rise Together Bay Area and Riana Robinson, Director of Rise Together Bay Area. Sarah Thomason played an instrumental role in developing the methodology for the economic microsimulations. Emmeline Taylor of Applied Survey Research is the principal researcher and author of the Literature Review excerpted in, and attached to this report as Appendix G, with additional support from Project Director Susan Brutschy and from Lisa Colvig, Samantha Green, and Lisa Russell.

We are deeply grateful to Samir Gambir, Stephen Menendian, and Eli Moore of the Haas Institute for a Fair and Inclusive Society at the University of California, Berkeley for partnering with us to produce the Opportunity Maps (Appendices B and C) in this report and for their vision and oversight of the Richmond, CA workgroup excerpted in this report and attached as Appendix E.

Other valued contributors to this work include Betsy Baum Block, Melanie Hopson, India Swearingen, Lyndsey Tu, Ann Mathieson, and Oscar Chavez.

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EXECUTIVE SUMMARY

INTRODUCTION

This report was commissioned by Rise Together Bay Area to move forward our ambitious goal of significantly increasing the number of Bay Area households living at or above the Self-Sufficiency Standard within a decade. The body of information contained herein is the result of research and analysis by the Insight Center for Community Economic Development and includes economic microsimulations from the Insight Center, mapping from the Haas Institute for a Fair and Inclusive Society, qualitative data gleaned from community convenings co-hosted by Rise Together Bay Area and its affiliates/key partners in each of the 9 Bay Area counties, and a targeted literature review by Applied Survey Research.

The findings and proposals in this report, which build on existing research and analysis, serve to document and articulate in new and compelling ways the extent to which our economy is out of balance in the Bay Area, the diversity and sharp inequity among struggling populations throughout the region, the clear need for a collective approach to meaningfully address such a complex problem, a set of strategies and policies with the potential to significantly increase Bay Area prosperity, and the urgency of a call to action. The report concludes with prioritized “Headline Strategies” from among a menu of proposed programmatic and policy directions, and further steps needed to “build out” the local and regional collective capacity of stakeholders and support implementation and shared measures of the progress of the Rise Together initiative.

Key Findings

- Poverty in the Bay Area is widespread. Populations whose success is critical if we are to share in broad regional prosperity (including female-headed households, young families, men and boys of color, immigrants and seniors) are disproportionately affected by economic insecurity.
- Prosperity is related to race and place. Mapping and community input illuminate the disparities in access to opportunity and stark economic inequities between communities of color living on the brink and affluent Bay Area neighborhoods. The critical populations mentioned above are unevenly distributed throughout the region and within subregions in the Bay Area, both between neighborhoods and “hidden” amidst affluent communities.
- Prosperity cannot be meaningfully addressed, built, and shared using official measures such as the Federal Poverty Thresholds. More realistic measures, such as the Self-Sufficiency Standard and Elder Economic Security Index, must be used to guide and measure the actions taken.
- Key drivers of success (basic needs, education and jobs/economy) are symbiotically entwined. There is no single strategy that will move large numbers of residents, particularly struggling populations, to economic security, especially within the timeframe of a decade or less.
- That said, there are strong indications that a comprehensive approach, employing a package of economic interventions that can be customized to build on the strengths of residents by both specific population needs and proximity to economic security, is likely to measurably increase shared prosperity in the Bay Area.
- **Specifically, our study documents that the combination of higher minimum wages, better education and more affordable housing could move almost 150,000 Bay Area households to or above the Self-Sufficiency Standard.**
- There are evidence-informed and effective strategies and policy efforts scattered across the Bay Area which, if expanded, could meaningfully increase the economic security and mobility of Bay Area individuals and families struggling to make ends meet.
- A menu of these services and policies, from which a set of “Headline Strategies” has been prioritized, is supported by criteria that helped Rise Together’s Steering Council understand and incorporate the interplay among and between strategies and policies in moving forward their pro-prosperity agenda.
- Further research is needed to document the additional strategies and policies that appear to fit with the initial package to be incorporated into Rise Together’s ongoing Action Plan to create expanded and sustainable levels of shared prosperity throughout the region.

Background

In 2010 United Way of the Bay Area published *Struggling to Make Ends Meet*, which documented poverty in the Bay Area and in particular, its impact on struggling populations. While economic insecurity was not new, the Great Recession, which ravaged the Bay Area (as well as the US and much of the world), lent a new sense of scope and urgency to the long-standing issue of poverty. In addition, there was a growing sense that a collective action/impact approach, involving multiple sectors and nontraditional partners, was needed to meaningfully address this complex social problem.

To that end, representatives of philanthropy, government, business and nonprofit sectors came together to form Rise Together Bay Area. In 2011, their founding Steering Council set forth a challenge: to cut Bay Area poverty in half in a decade or less. This admittedly audacious goal was grounded in data and scores of community conversations across the Bay Area, resulting in over 180 individuals and organizations formally endorsing the “Roadmap to Cut Bay Area Poverty,” which outlines the numbers and critical populations struggling to make ends meet, key drivers of success in moving individuals and families toward economic security, key metrics of progress and the importance of a social movement that moves public will and resources toward the goal of increasing prosperity for all.

Next Steps

A draft of this study was presented to the Rise Together Steering Council, whose members prioritized among proposed services and policies to develop a set of Headline Strategies. These strategies will be incorporated into Rise Together’s ongoing Action Plan, which calls for the formation of regional work groups and committees to promote, expand and measure the collective action of Rise Together and our partners toward our goal of increasing prosperity throughout the Bay Area. The Headline Strategies are:

- Raise the **minimum wage** to at least \$15 across the region and advocate for related supports such as minimum hours and set schedules.
- Enact a refundable **State Earned Income Tax Credit**.
- Fund universal, quality, affordable **child care and preschool**, both as a work support for the current workforce and as a developmental/education support for the success of our economy’s future workforce.
- Promote and expand **social enterprises** such as subsidized employment, especially focused on the **safe return/re-entry** of those formerly incarcerated to lead productive lives in their communities.
- Champion education strategies that lead to high school graduation and completion of college or post-secondary training in high-wage jobs, such as **linked learning** that supports career pathways and emphasizes not just access but support to sustain educational and vocational endeavors to completion.
- Focus on expanding the overall availability of **affordable housing stock**. In addition, promote **shared housing** and **rapid re-housing** as strategies that increase disposable income and stability for individuals and families, maintain the ability of seniors to age in place, and ensure that Bay Area communities remain diverse, vibrant and cohesive.

This study is intended for wide public use, and includes a Data Library and access to over 110 maps created for Rise Together. These data and tools can be used for program design, support for funding, developing local and regional strategies, and more deeply understanding and incorporating the relationships between race, place and economic/social mobility.

INTRODUCTION

BAY AREA ECONOMIC SECURITY

You would be hard-pressed to find many Bay Area residents who would disagree that our economy is out of balance, and that many people just cannot get ahead, no matter how hard they try. While our highly prosperous region creates wealth for a few, almost one in three households struggles not only to make ends meet, but even to attain the very basic needs of adequate food and housing. This unprecedented level of disparity and inequality moves us to ask, “What would the Bay Area be like if everyone had access to the abundance of resources located here?”

Rise Together Bay Area’s 19-member Steering Council, representing philanthropy, non-profits, government and business, has stepped up to support local efforts by establishing a regional framework to confront what is arguably the most urgent and critical social challenge of our time: helping at least 385,000 Bay Area households, currently not paid enough to sustain their families, to achieve their goal of economic security. This result demands nothing less than the transformative change—jobs, quality education, a strong safety net and policies that change the rules to restore the balance of our economy—that is only possible when a diverse coalition of influential and action-oriented community residents and leaders work collectively to ensure that we all have the opportunity to provide for those we love and set our kids on a path to a bright future.

As part of this work, Rise Together commissioned a study to help shape and guide our efforts to ensure opportunity for all Bay Area residents. Our study found that Bay Area families struggling to make ends meet lack economic security and that their wellbeing is strongly influenced by race and place. It realigns efforts to create a prosperous region in which all San Francisco Bay Area residents can have reliable, sustainable, fair and equitable pathways for accessing both the range of opportunities presently available and those emerging opportunities unfolding from the new economy.

This study draws on the work of three key institutions working on innovative solutions in the field: The Insight Center for Economic Development (Insight Center), The Haas Institute for a Fair and Inclusive Society (HIFIS), and the Urban Institute. Specifically, this research engages and builds upon the California Family Economic Security analysis from The Insight Center, Opportunity Mapping from HIFIS, policy microsimulation inspired by the Urban Institute’s TRIM3 research¹, a targeted literature review developed by Applied Survey Research (ASR), and hundreds of community voices comprising qualitative data to develop a menu of “Headline Strategies”² for Rise Together Bay Area.

This study, like others emerging from the field, takes a broader approach in its analysis by engaging a regional scope, using a series of critical indicators, and holding the findings and the goals to higher standards than those typically found in conventional poverty and economic development research. This approach, along with the work it draws upon, makes this study groundbreaking in its spatial, analytical, and aspirational elements.

By bringing together multiple approaches to understand the realities of the 9 counties comprising the Bay Area³, we have established a new understanding of “opportunity”⁴, and what opportunity means to key community constituents, in the region. Moreover, we expect that the work generated from this research will not only increase understanding of how the region’s prosperity can be more equitably accessible to a broader range of individuals, families, neighborhoods and communities, but also help show ways in which increased social and economic mobility in turn benefits the entire Bay Area as a regional economic engine of prosperity.

1 More information about the organizations and their work can be located at <http://www.insightcced.org/>, <http://diversity.berkeley.edu/haas-institute>, and <http://www.urban.org/>.

2 “Headline Strategies” refers to impactful programmatic and/or policy solutions that could have the greatest impact in the shortest time (3-6 years) for the largest numbers of critical populations identified by Rise Together. A menu of prospective “Headline Strategies” has been developed for this report, and is included in Section VI of this report.

3 Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma Counties

4 “Opportunity . . . includes the structures and environmental conditions which contribute to community stability and individual advancement, such as sustainable employment, high quality educational institutions and experiences, healthy and safe communities, stable and safe housing or health care. Expanding and maintaining access to opportunity means deliberately connecting people to the critical resources needed to excel and succeed in our society.” From “Can Opportunity Be Defined?” <http://kirwaninstitute.blogspot.com/2007/06/can-opportunity-be-defined.html>.

The narrative and analyses are presented in ways that can be accessible to a wide range of practitioners, policymakers, advocates, organizers, funders, elected officials, service providers and community members, including low-income residents seeking greater opportunity and mobility.

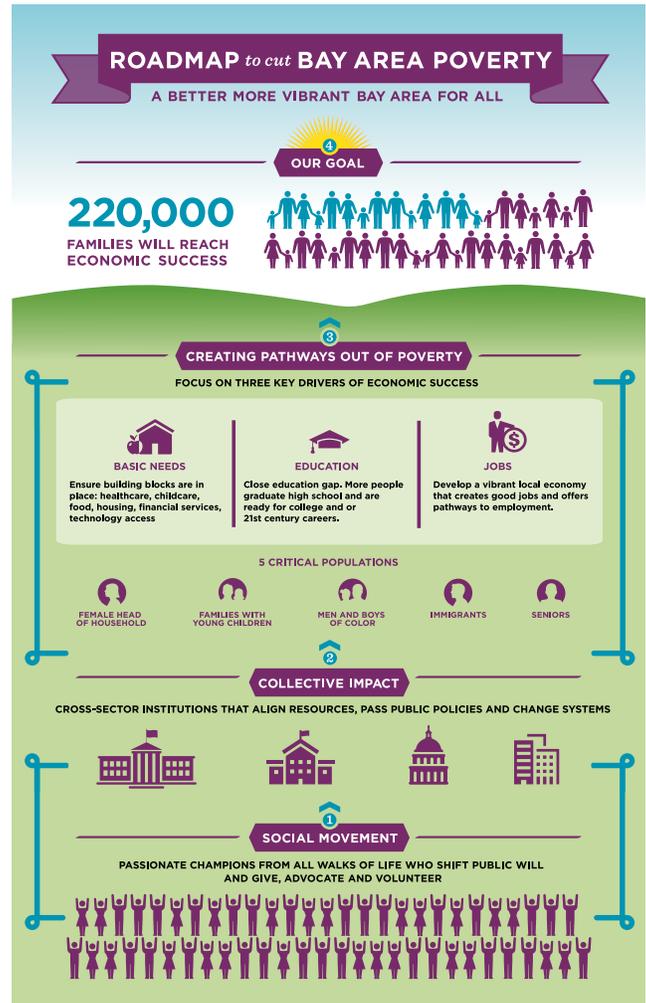
Rise Together Bay Area

In 2010, United Way of the Bay Area led a comprehensive research and community input process that resulted in the formation of a cross-sector, multi-county Steering Council that came together with the goal of identifying and implementing strategies that could support over 200,000 Bay Area households in achieving economic security by 2020.

This regional collective impact effort now includes over 180 organizational partners from throughout the Bay Area who believe that economic insecurity is unacceptable and who are working together to find and implement impactful solutions to this complex problem. Rise Together Bay Area (Rise Together) utilizes a “collective impact⁵” approach that is grounded in building strong coalitions that are both data- and community driven. This cross-sector approach actively engages business, philanthropy, government and non-profits within the region.

The Rise Together Bay Area Action Plan, laid out in the Roadmap to Cut Bay Area Poverty (Roadmap) outlines the basic steps the Rise Together Steering Council identified to create a better, more vibrant Bay Area for all.

This effort will require a broad social movement that includes passionate champions from all walks of life who can help shift political will and public opinion and to donate funds, advocate for and volunteer in these efforts.



Rise Together Bay Area’s collective impact approach engages individuals and organizations across sectors to align resources, promote anti-poverty/pro-prosperity public policies, scale effective programs and change systems.

These efforts are centered on three economic drivers and focused on five critical populations in the Bay Area. The three key drivers of economic success represent the fundamental and essential elements of economic security, the steps toward economic security and basic elements where public policy can intervene to support individuals and families. The five critical populations are struggling groups in our communities who have been structurally and systemically locked out of economic opportunity, in part due to exclusion or disconnection from the clusters of prosperity in various parts of the region.

Key Drivers of Economic Success

- **Basic Needs**

Family economic success requires addressing the basic building blocks of economic success. These include: food, housing, healthcare, child care, transportation, financial services and access to technology.

- **Education**

In order to increase family economic success, class and race-based educational achievement gaps must be closed; more people must graduate from high school and access opportunities to education and pathways

⁵ FSG defines collective impact as the commitment of a group of actors from different sectors to a common agenda for solving a complex social problem. This framework lays out five conditions that must be present for success: a common agenda, shared measurement, mutually reinforcing activities, continuous communication and backbone support. See <http://www.fsg.org/OurApproach/WhatsIsCollectiveImpact.aspx>.

that prepare them for college and 21st century careers.

- **Jobs & Economy**

Family economic success also depends on a vibrant local economy that creates good jobs and offers pathways to employment.

Five Critical Populations

- Single female-headed households
- Families with young children
- Men and boys of color
- Immigrants
- Seniors

In the Bay Area we are fortunate to be home to an exceptionally robust civil society, represented by the wide range and numerous non-profit and community-based organizations working to address issues of economic security, with an innumerable set of approaches. There are rich histories, storied models, and long standing infrastructures and partnerships involving philanthropic foundations, the public and private sectors, community- and faith-based organizations, community engagement efforts, and social movements. The work of every partner organization engaged in Rise Together is critically important as a part of the network of entities working for equitable economic development.

At the same time, it has become increasingly clear that a very focused and coordinated regional approach to increasing economic security could catalyze and exponentially increase the chances to meaningfully and sustainably increase economic security in the Bay Area. Toward that end, and in order to identify and select a few, impactful “headline” strategies and align these rich and diverse efforts, Rise Together commissioned this study to ground its efforts in community involvement and shared measurement. Our study features an innovative, mixed methodological approach which allows for an approximation of findings in order to offer more specific and sustainable answers to the many complex questions regarding regional, coordinated, progressive efforts for economic security.

This report includes:

- An economic security **analysis** of the region focused on the five critical populations using the Self-Sufficiency Standard⁶ as the key measure of family economic security;
- Demographic and opportunity **maps** that provide a spatial guide to the location of opportunity, as defined by an opportunity index that takes into account 18 indicators (see Appendix B) of social and economic opportunity in the region; and
- A county-specific, qualitative section informed by community members and community advocates.
- Five **microsimulations** within the key drivers of economic success:
 1. Higher minimum wages
 2. Reducing renters’ housing cost burden⁷
 3. Increased educational attainment
 4. Transitional jobs
 5. A combined intervention package showing the cumulative effects of the four policy interventions listed above;
- A targeted **literature review** outlining impactful strategies that could, if scaled, measurably increase the number of individuals and families moving to economic security.
- A menu of prospective services and policies, drawn from this and other research, from which a set of **Headline Strategies** has been developed.

⁶ The Family Economic Self-Sufficiency Standard (Self-Sufficiency Standard) measures the minimum income necessary to cover all of a non-elderly (under 65 years old) individual or family’s basic expenses—housing, food, child care, healthcare, transportation, and taxes—without public or private assistance. The California Self-Sufficiency Standard is available for all 58 counties across the state as well as for 157 different family structures.

⁷ Housing Cost-burdened households are households paying more than 30% of their income for housing (US Department of Housing and Urban Development).

ECONOMIC SECURITY

ECONOMIC SECURITY IS...

Rise Together Bay Area is committed to supporting the social and economic mobility of the region's current residents and their efforts to stay in their communities, thereby improving the overall economic stability and prosperity of the Bay Area region. However, exponentially-rising housing costs, continued economic marginalization and inaccessibility of opportunity for many communities have had tragic and negative results for many Bay Area individuals and families.

Rise Together Bay Area understands that expanding access to prosperity in the Bay Area means creating pathways to access that prosperity by its residents, and making sure they are not forced to flee the region or relocate in areas in or outside the region with even less opportunity and/or institutional support.⁸ Toward that end, one shorter-term goal is to rapidly maximize the number of Bay Area households that can achieve at least a basic level of economic security. Specifically, this approach calls for addressing key factors currently preventing families and specific populations from achieving economic security in the Bay Area.

The key components of economic security are worth close consideration as we continue to improve the measures we use to define prosperity. **Economic security is⁹:**

- *Forward-looking, goal-oriented, and inclusive.* It measures a positive level of wellbeing that is aspirational.
- *Dependent on modern living structures.* It corresponds to the rise and fall of the cost of living.
- *Multi-dimensional and intergenerational.* It creates space for community members to live today, plan for tomorrow and build for future generations.
- *A combination of critical structural determinants of opportunity and economic wellbeing.* Health, education, employment, income and wealth are essential to achieving positive life outcomes.
- *Spatial.* Place matters. Neighborhoods high in opportunity structures can be assets, but they can also be a liability when residents are unable to access those opportunities.
- *Rooted in policy.* Policy choices shape opportunity and economic wellbeing.

These broad concepts create an umbrella under which we can gather the best of the collective and diverse efforts comprising Rise Together Bay Area organizations to better-articulate, align and address efforts to improve economic security in the Bay Area.

The general model of economic security used here goes beyond the official measures of poverty (i.e. Federal Poverty Thresholds and Guidelines)—which are commonly criticized as inadequate—and instead is based on a more accurate measure that captures a robust understanding of economic security informed by the work of Rise Together organizations as well as key scholars and practitioners leading national debates and policy around these issues. Therefore, we use the **Self-Sufficiency Standard** (the Standard), outlined below, as the measure of economic security of Bay Area households. With this broader, inclusive, and holistic approach we are better able to define—and achieve—meaningful economic security.

THE OFFICIAL MEASURE OF POVERTY

There are two official measures of poverty used by the federal government: Federal Poverty Thresholds and Federal Poverty Guidelines. The U.S. Census compares households' pre-tax cash income to the Federal Poverty Thresholds for each household type in order to calculate *poverty rates*.

The Federal Poverty *Guidelines* are a simplification of the Federal Poverty Thresholds and used to determine financial eligibility for a broad array of public programs. As a point of contrast throughout this report, we will refer to the Federal Poverty Guidelines (commonly referred to as the Federal Poverty Level or FPL).¹⁰

8 Kneebone, E. & A. Berube. (2013). "Confronting Suburban Poverty in America." Washington D.C.: The Brookings Institute Press.

9 Case, A. (2014, November). "Economic Security Is . . . : Evidence from many measures tells a common story about economic security." Paper presented at the ARNOVA Conference, Denver, CO.

10 For an analysis of poverty in the Bay Area, see Silicon Valley Institute for Regional Studies. (2015, March). "Poverty in the San Francisco Bay Area." <http://>

There is widespread agreement among researchers and others that the Federal Poverty Thresholds (Thresholds), which are the U.S. government's official, primary measures for judging income adequacy in the United States, are inadequate.¹¹

Common critiques include:

- The federal government's methodology for calculating the Federal Poverty Thresholds is outdated and insufficient, since it is based solely on 1950s spending patterns for food, without taking into account any other expenses.
- The Thresholds are very low when compared to median incomes and are not indexed to the cost of living. As a result, the Federal Poverty Thresholds which represented 50 percent of median income for a family of four in 1959, represented only 30 percent of median income for that same family in 2007.¹² In relative terms, the Thresholds have dramatically eroded over time.
- The Thresholds capture only pre-tax, cash income which means they do not enable policymakers or others to evaluate how public policy (i.e. the safety net, taxes, or tax credits) impacts poverty.
- The methodology does not reflect local variation in the cost of living or cost differences by family composition.

2014 Poverty Guidelines for the 48 Contiguous States and D.C.

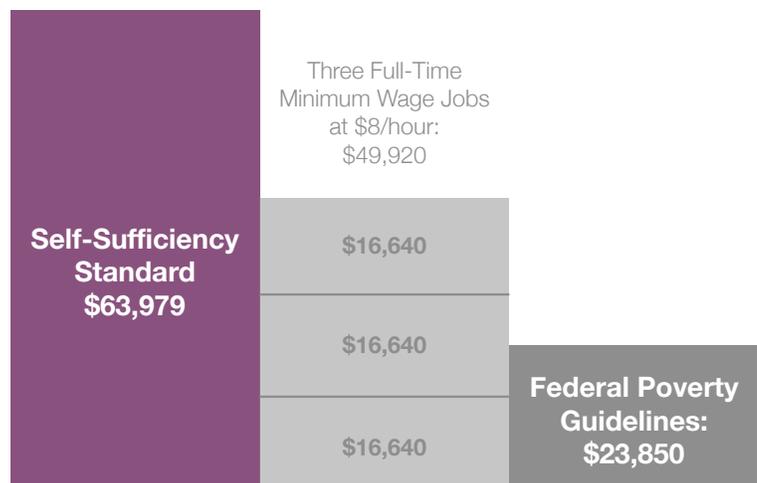
Persons in Family/Household	Poverty Guideline
1	\$11,670
2	\$15,730
3	\$19,790
4	\$23,850
5	\$27,910
6	\$31,970
7	\$36,030
8	\$40,090

* For families/households with more than 8 persons, \$4,060 is added for each additional person.
Source: U.S. Department of Health and Human Services

MEASURING ECONOMIC SECURITY

Over the years, researchers, policymakers, advocates and others have developed a host of alternative metrics that measure poverty and/or economic security.¹³ As stated above, Rise Together uses the Self-Sufficiency Standard (the Standard) to measure the economic security of Bay Area households. The Standard is calculated for 37 states, Washington, D.C. and New York City. The Self-Sufficiency Standard for California uses publicly available data sources to calculate the income needed for working families to meet their basic needs in every county in California and for 156 family types. The Standard is based on a basic needs budget that includes the cost of housing, food, healthcare, child care, transportation and taxes.¹⁴

Average 2014 California Self-Sufficiency Standard
Two Adults with One Preschooler & One School-age Child



According to the most recent Self-Sufficiency Standard for California (2014), the average income required by a family of four (two parents with a preschooler and a school-age child) to cover their basic expenses in the Bay Area is \$76,543. This is almost \$12,000 more than the average for the state (just under \$64,000 a year)

www.jointventure.org/images/stories/pdf/poverty-brief-2015-03.pdf.

11 In recognition of the limitations of the official poverty measure the U.S. Census recently released a Supplemental Poverty Measures (SPM) and calculated new national and state level poverty rates using an improved methodology. The SPM is based on recommendations made by an elite panel of researchers and measurement experts who were appointed by the National Academy of Sciences at the request of Congress in the mid-nineties. The SPM, however, is not yet used for determining eligibility for public programs or federal funding formulas to localities.

12 The Center for American Progress Task Force on Poverty. (2007). "From Poverty to Prosperity: A National Strategy to Cut Poverty in Half." Washington, D.C.: Center for American Progress. http://www.americanprogress.org/wp-content/uploads/issues/2007/04/pdf/poverty_report.pdf.

13 See Kent, A. (2013). "Measuring Up: Aspirations for Economic Security in the 21st Century." Oakland, CA: Insight Center for Community Economic Development. http://www.insightccd.org/uploads/besa/Insight_MeasuringUp_FullReport_Web.pdf

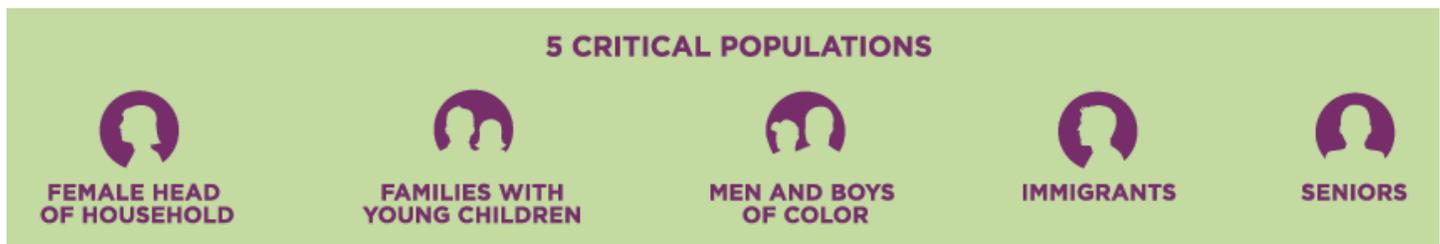
14 See Pearce, D. (2011). "The Self-Sufficiency Standard for California 2011." Seattle, WA: The Center for Women's Welfare. School of Social Work, University of Washington. <http://www.selfsufficiencystandard.org>

and equivalent to *four full-time minimum wage jobs*.¹⁵

CRITICAL POPULATIONS AND ECONOMIC SECURITY

The Bay Area is a prosperous region, known for its dynamic tech industry and diverse economic vitality. It is also known for its disproportionately high cost of living. As a result of the high cost of living, almost 30% of all households in the Bay Area struggle to meet their basic needs.

While a broad array of Bay Area residents have been affected by tough economic times, there are groups of people who are systemically and disproportionately locked out of economic security due to societal, institutional and social marginalization. Rise Together Bay Area has identified five of these “critical populations” as priority groups for its economic security efforts: female-headed households, families with young children, men and boys of color, immigrants and seniors.¹⁶ These are groups who face disproportionate threats to their economic wellbeing. Their economic security must be addressed in order to not only support individuals, families and communities facing dire circumstances but in order to achieve broader stability and prosperity for the region as a whole. It benefits us all to ensure that prosperity is shared, inclusive and equitable.



For each of the critical populations, we measured the “distance” of their households from economic security in three increments: within \$10,000 of the Self-Sufficiency Standard, between \$10,000 and \$20,000 away from the Standard, and \$20,000 or more from the Standard. The pictographs in each section below show the proportion of households of each of the critical population falling at different “distances” from the Standard threshold for economic security. Households \$10,000 or less below the Standard are faring best among those who are economically insecure. Another group falls between \$10,000 and \$20,000 below the Standard. Households at \$20,000 or more below the Standard are struggling the most to make ends meet.¹⁷

¹⁵ See Insight Center for Community Economic Development. <http://www.insightccd.org/communities/besa/besa-ca/ca-sss.html>.

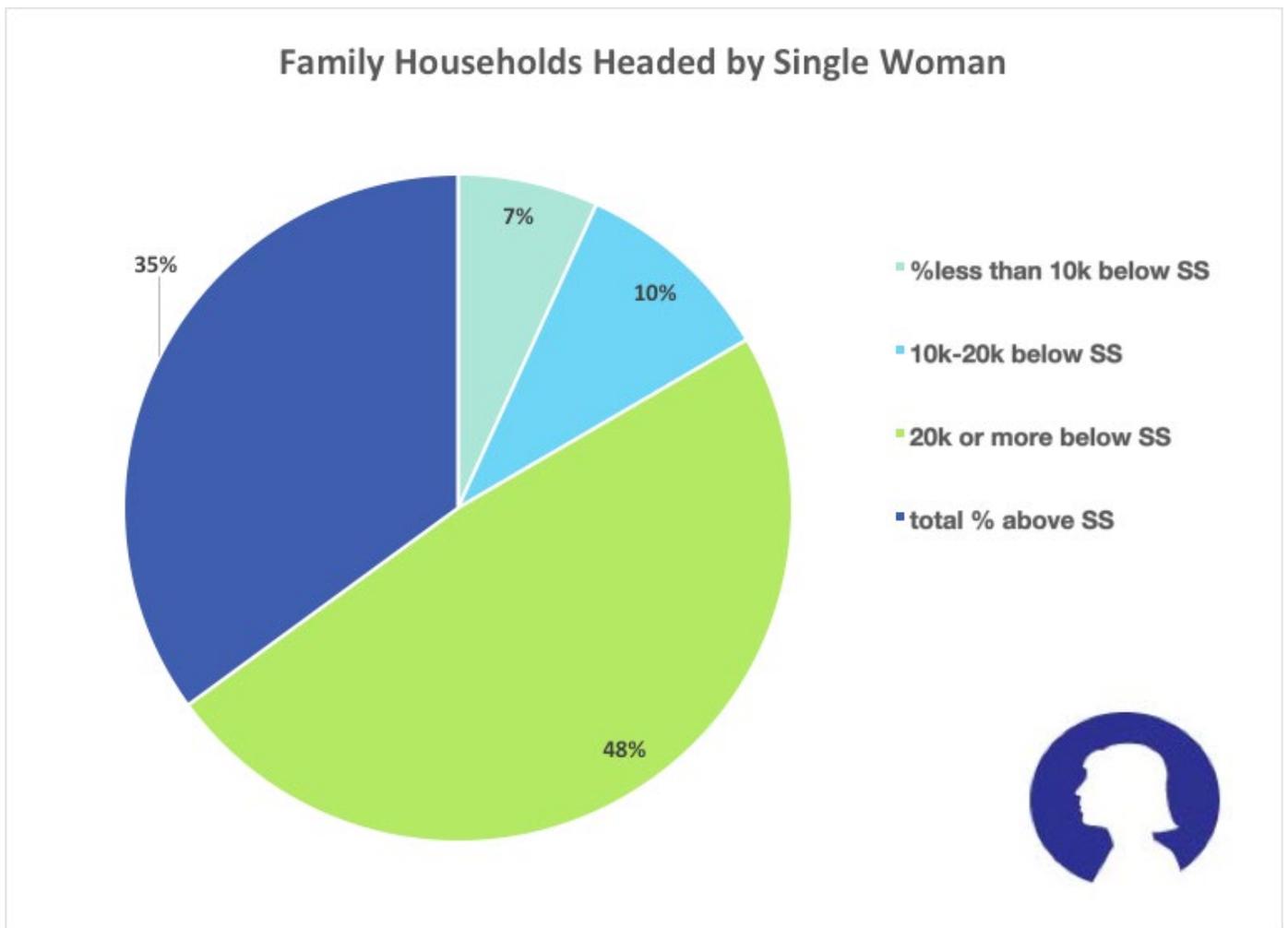
¹⁶ Please note that these categories are not mutually exclusive. For definitions of the critical populations and how these were defined for later sections of this report, see Appendix A.

¹⁷ Note that in this section, demographic maps which spatially depict percentages of critical populations living below the Standard are also displayed. There is an explanation of the mapping included in this report, along with additional examples of available maps, in the following section.

Single Female-Headed Households

The chart above illuminates an immediately alarming statistic: 2 out of 3 female-headed households in the Bay Area fall below the Standard, and almost half of households headed by single females fall at least \$20,000 below the Standard, the furthest from economic security. Households with children, regardless of the head of household, face acute economic stressors and responsibilities. The disproportionate impact is clearly represented here among single female-headed households.

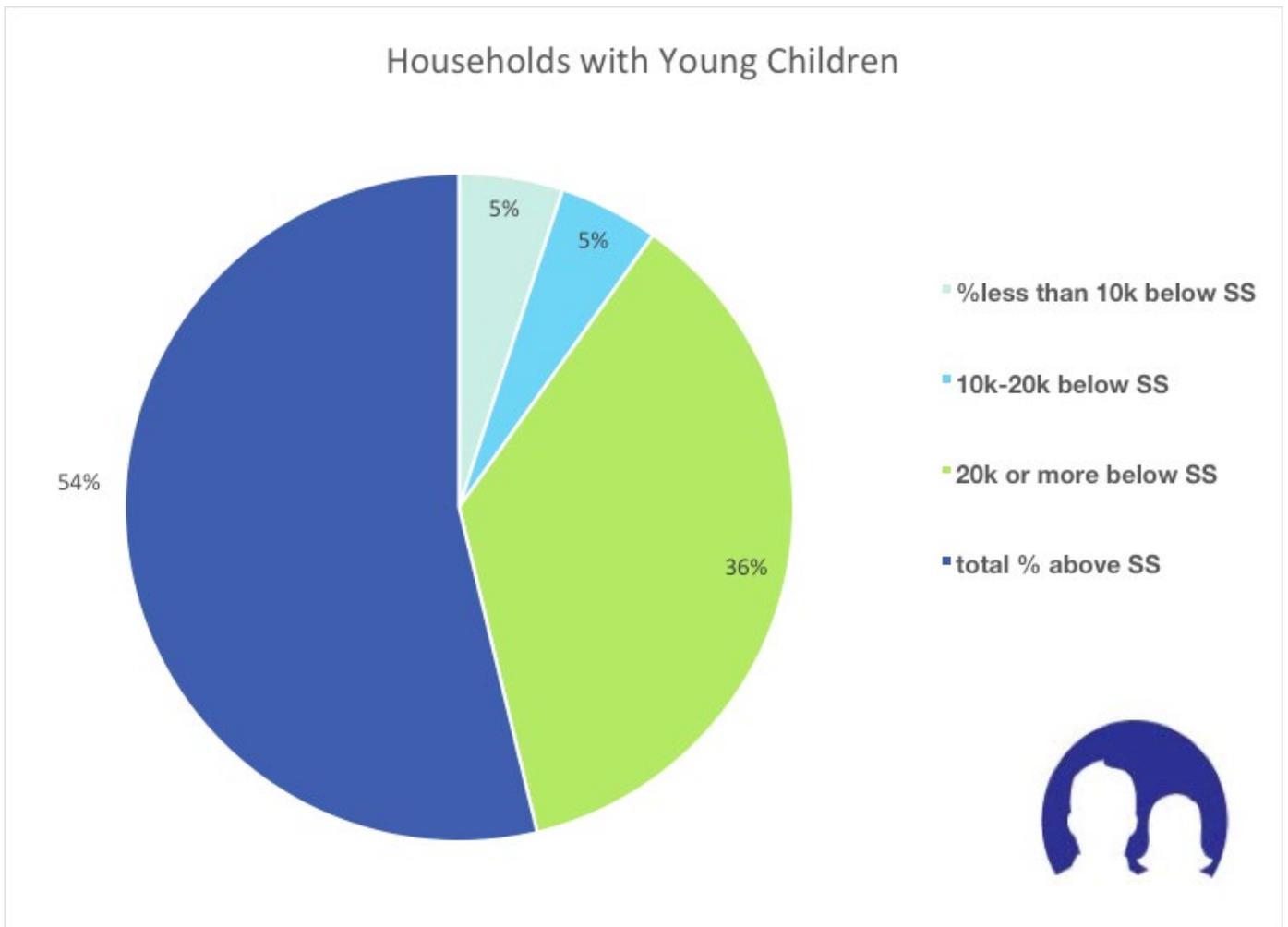
Map A1 shows concentrations of single female-headed households throughout the Bay Area.



Families with Young Children

Among the critical populations, single female-headed households and households with young children struggle the most. Almost half of all households with young children fall below the threshold for economic security. As a point of reference, the Federal Poverty Guidelines for a family of 4 is \$52,693 below the Standard for a family comprised of 2 adults, a preschooler, and a school-age child. One out of ten households with young children falls within \$20,000 of the Standard (5% fall within \$10,000 and 5% fall between \$10,000 and \$20,000). Yet, as with single female-headed households, the largest concentration—36%—of households with young children are concentrated at \$20,000 or more from the Standard. Only about half (54%) of households with young children in the Bay Area have economic security.

Map B1 shows concentrations of households with young children throughout the Bay Area.

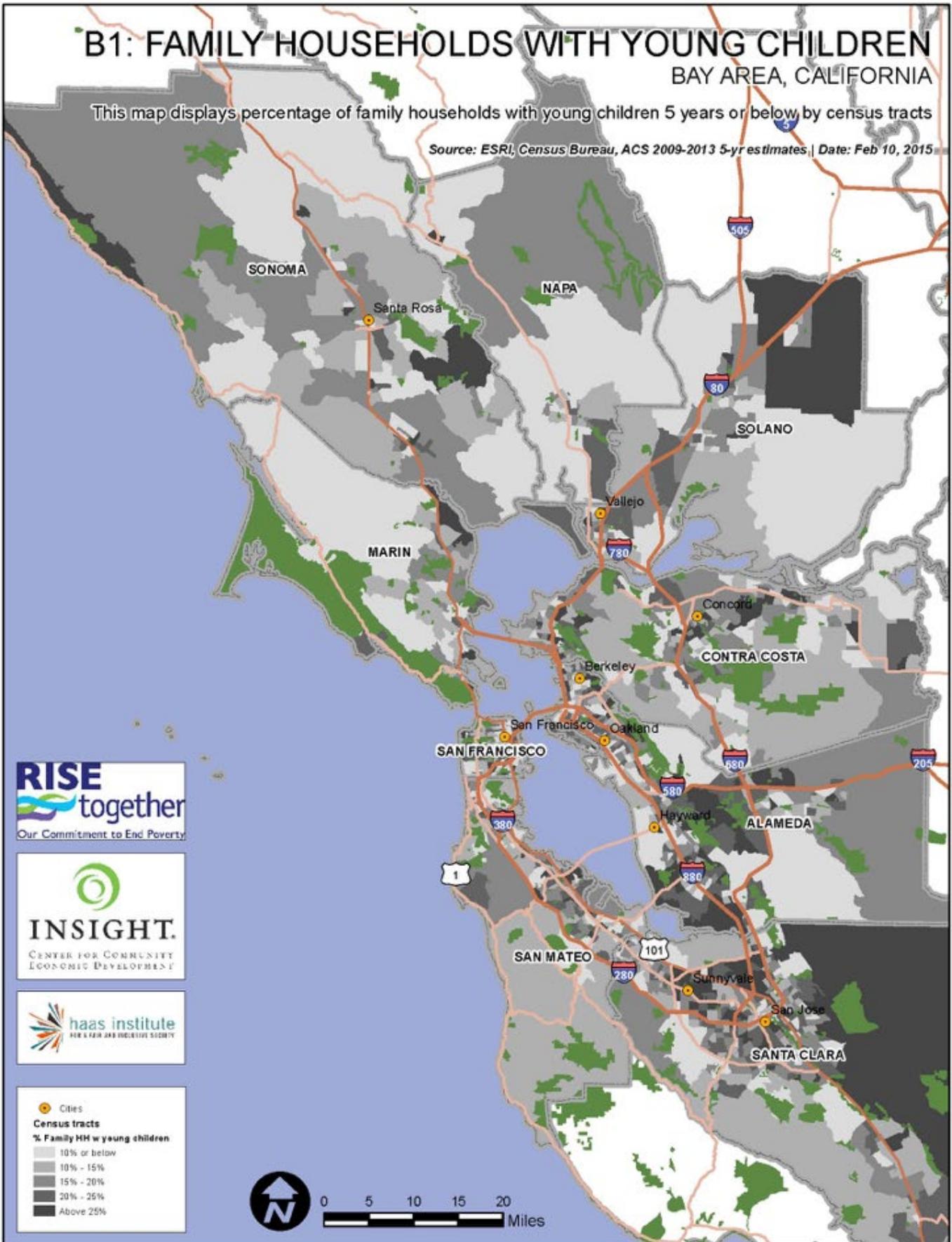


B1: FAMILY HOUSEHOLDS WITH YOUNG CHILDREN

BAY AREA, CALIFORNIA

This map displays percentage of family households with young children 5 years or below by census tracts

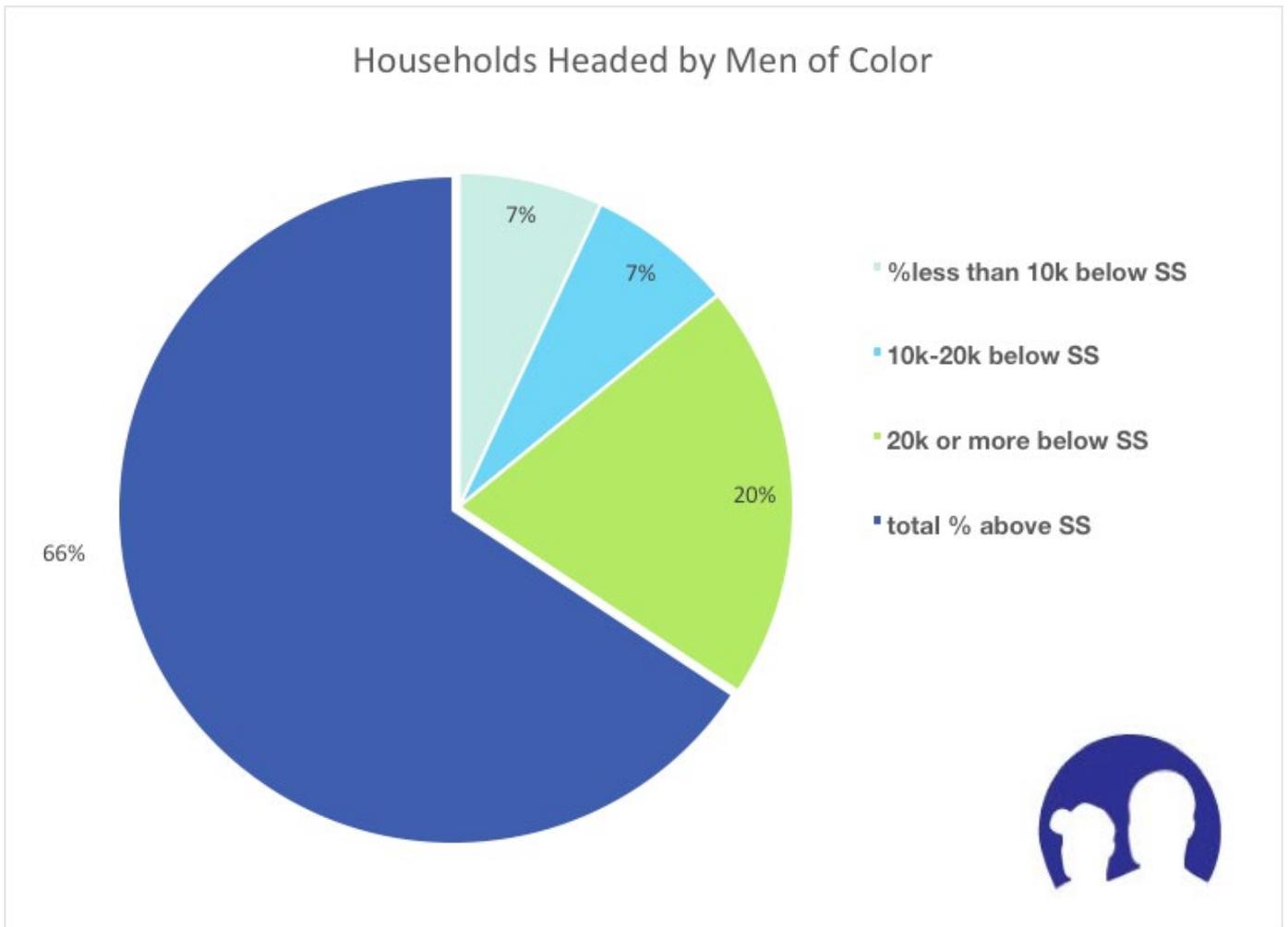
Source: ESRI, Census Bureau, ACS 2009-2013 5-yr estimates | Date: Feb 10, 2015



Households Headed by a Man of Color

One-third of households headed by men of color are also struggling to make ends meet. Seven percent of these households are within \$10,000 of the standard and another 7% are between \$10,000 and \$20,000, but one out of five of these households are over \$20,000 from the Standard. Only two-thirds of households headed by men of color have economic security.

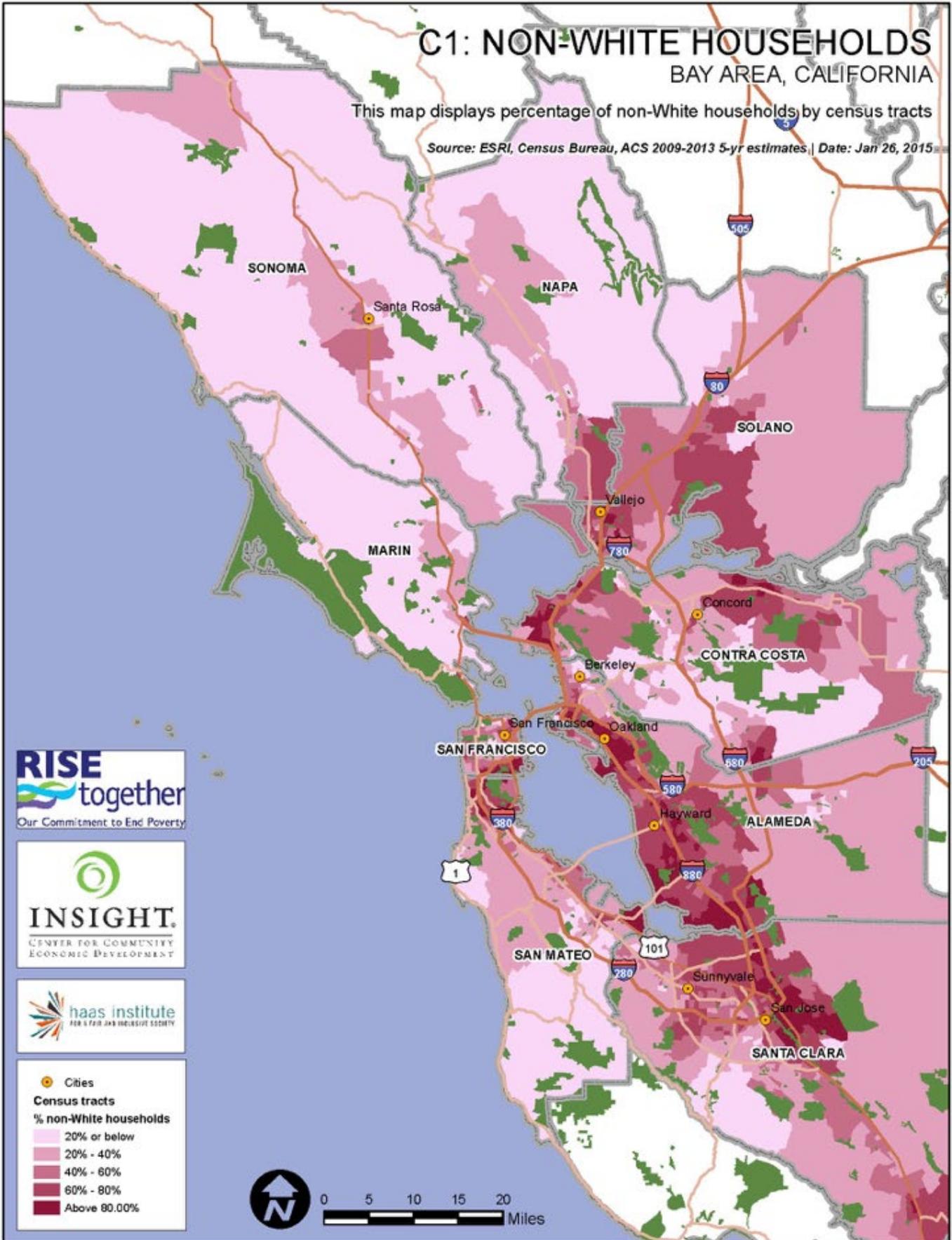
Map C1 shows concentration of non-white households throughout the Bay Area.



C1: NON-WHITE HOUSEHOLDS BAY AREA, CALIFORNIA

This map displays percentage of non-White households by census tracts

Source: ESRI, Census Bureau, ACS 2009-2013 5-yr estimates | Date: Jan 26, 2015

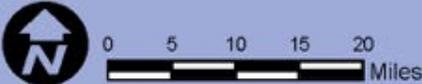


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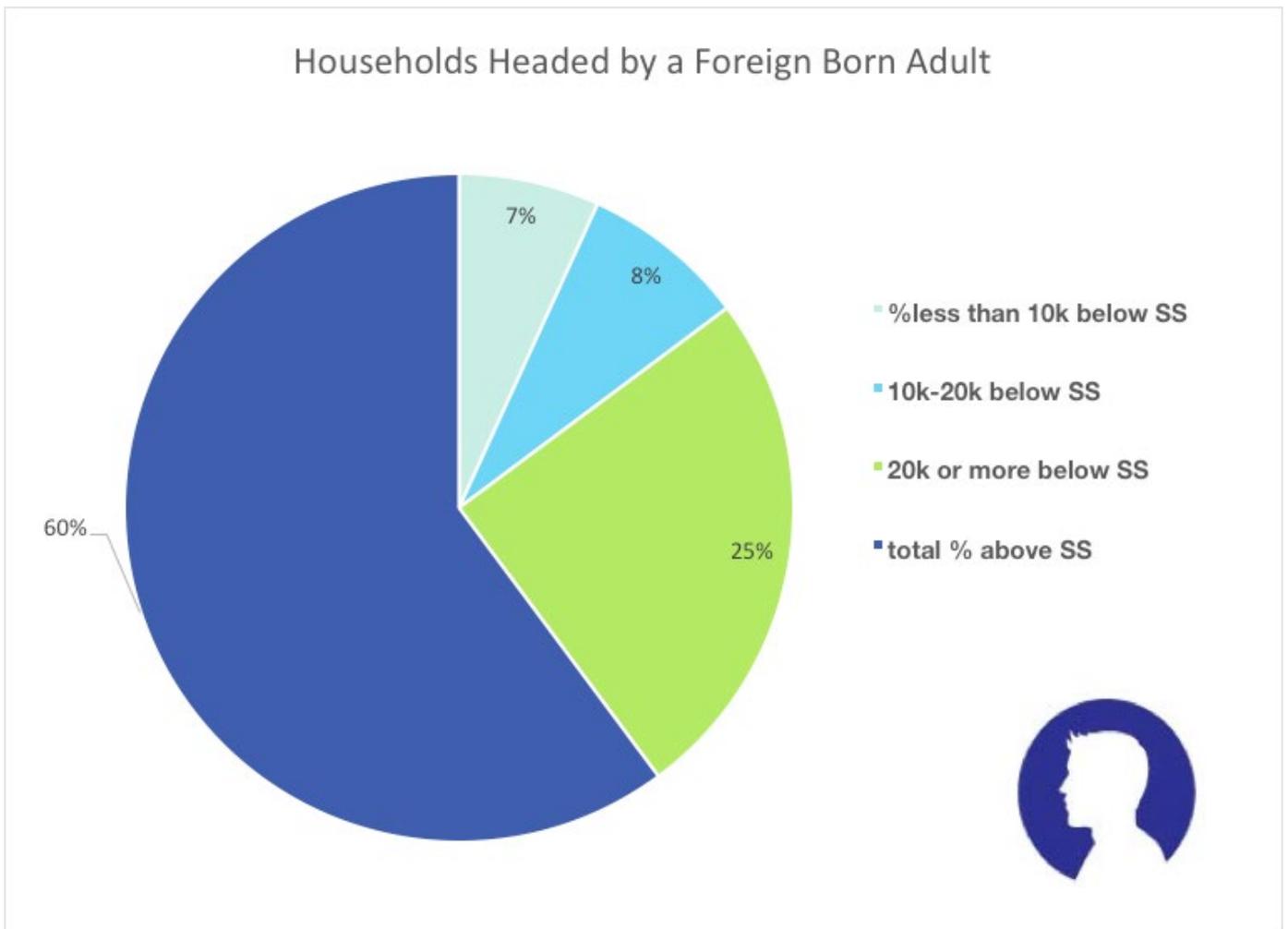
- Cities
- Census tracts**
- % non-White households**
- 20% or below
- 20% - 40%
- 40% - 60%
- 60% - 80%
- Above 80.00%



Immigrant-Headed Households

Forty percent of immigrant-headed households do not have economic security.¹⁸ A quarter of these households are concentrated in the furthest category from the Standard—more than \$20,000 from economic security. The other 15% below the Standard are almost evenly distributed, 7% within \$10,000 and 8% between \$10,000 and \$20,000 from the Standard.

Map D1 shows the distribution of the foreign-born adult population in the Bay Area.

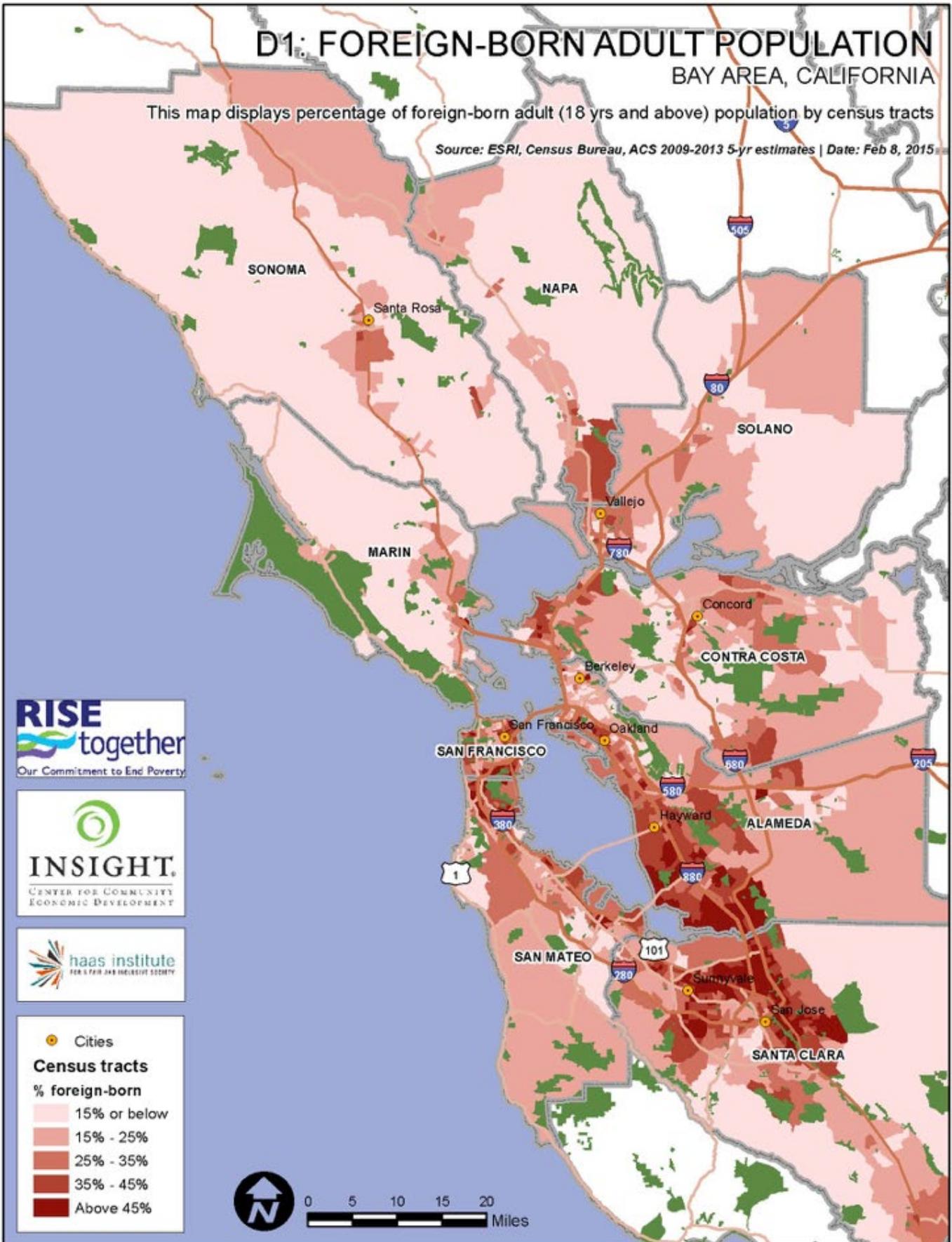


¹⁸ There is overlap between households headed by immigrants and those headed by men of color.

D1: FOREIGN-BORN ADULT POPULATION BAY AREA, CALIFORNIA

This map displays percentage of foreign-born adult (18 yrs and above) population by census tracts

Source: ESRI, Census Bureau, ACS 2009-2013 5-yr estimates | Date: Feb 8, 2015

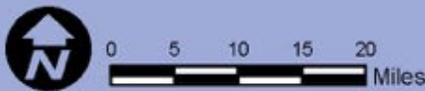


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- Cities
- Census tracts**
- % foreign-born**
- 15% or below
- 15% - 25%
- 25% - 35%
- 35% - 45%
- Above 45%



Senior-Headed Households

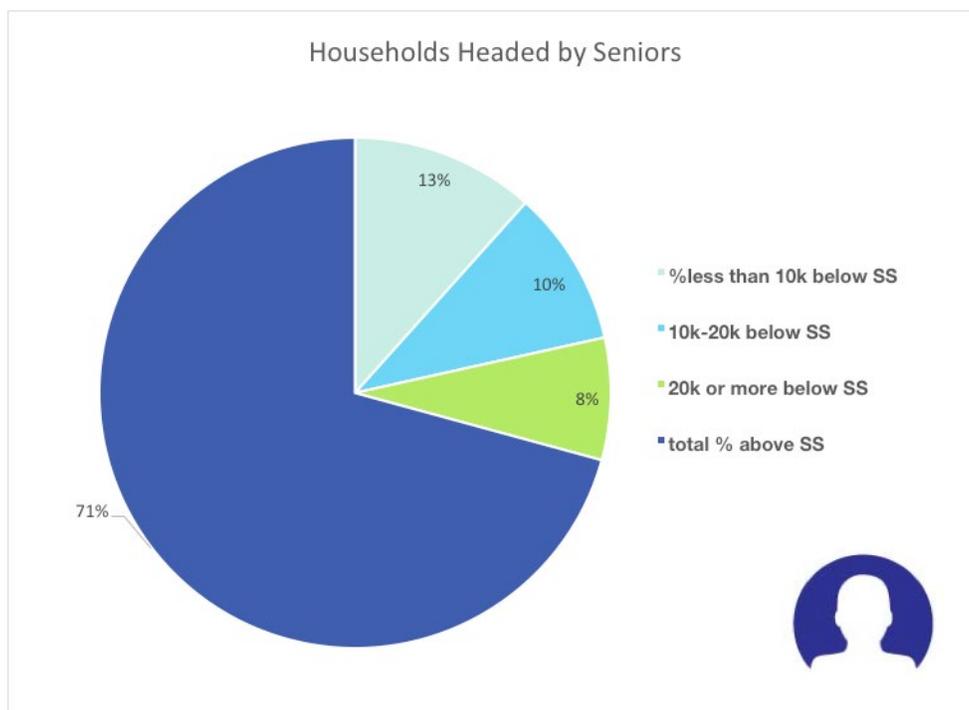
Households headed by seniors show a different dynamic than the other critical populations. We know that seniors have different costs associated with their living expenses; in particular, higher costs of healthcare and fixed incomes create unique issues for seniors. This is why the Insight Center, and this report, use the Standard's counterpart, the Elder Economic Security Index (EESI) to measure the economic security of seniors.¹⁹ Using the EESI to measure the economic security of older adults over the age of 65, we find that almost half (47%) of California Seniors struggle to make ends meet.

For all other critical populations, the majority of households on the brink are concentrated in the range of \$20,000 or more below the Standard. By contrast, 71% of Senior-headed households meet the Standard's basic threshold for economic security, which is on par with all Bay Area households. That said, over one quarter (29%) of these households are living below the Standard.

Another key difference for households headed by seniors has to do with their "distance" from economic security. Senior households struggling to make ends meet are significantly more evenly distributed among these three categories: 13% are within \$10,000 of economic security, 10% are between \$10,000 and \$20,000 below the Standard and only 8% fall into the category furthest from economic security, \$20,000 or more below the Standard.²⁰

It is significant to note that this data examines the economic security of *households headed by seniors and does not include the economic security of seniors residing in households where they are not the head of household.*²¹ The data suggest several possibilities: first that the risk of economic insecurity for senior headed households increases with age. Fixed incomes in retirement and increasing costs of healthcare may push elders who were once able to meet their households' basic needs into more precarious economic situations forcing them to either make difficult decisions about their household budgets, requiring them to move to less expensive locations or move in with relatives. Second, senior households seem to reflect a similar range of income as the Bay Area in general. However, the data presented here do not allow us to identify the ways in which baby boomers and wealthier white seniors may skew the numbers.

Map E1 shows concentrations of households headed by seniors throughout the Bay Area.



¹⁹ For this report, however, we used only the Standard across in order to standardize our discussion of economic security across the Bay Area and for the five critical populations. To learn more about the EESI see <http://www.insightccd.org/communities/besa/cal-eesi.html>.

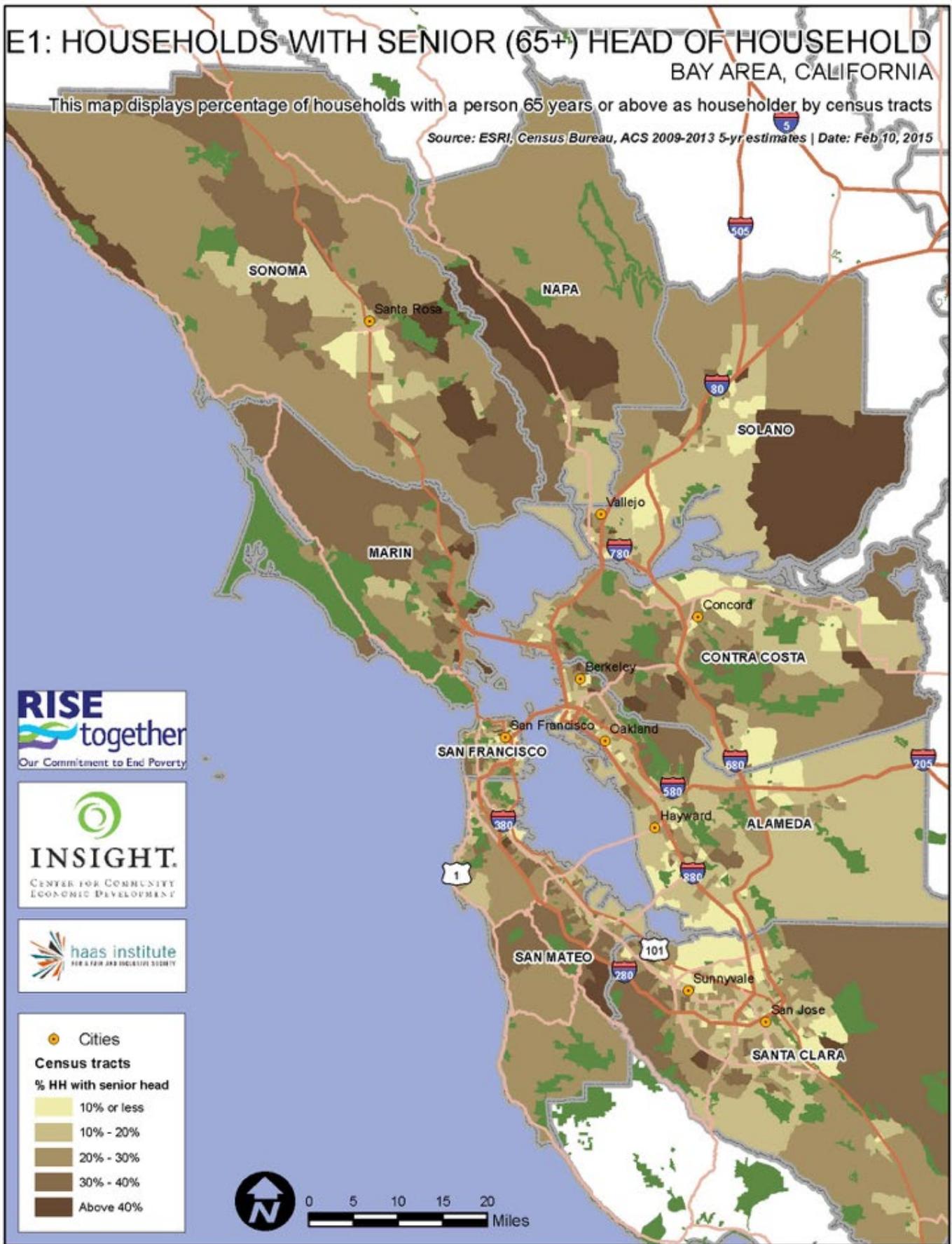
²⁰ The pie chart above represents more than 100% of the senior population due to rounding up of percentages.

²¹ This holds true for all critical populations whose economic security is examined in this report.

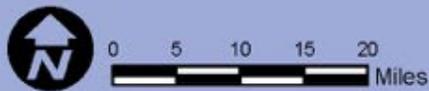
E1: HOUSEHOLDS WITH SENIOR (65+) HEAD OF HOUSEHOLD BAY AREA, CALIFORNIA

This map displays percentage of households with a person 65 years or above as householder by census tracts

Source: ESRI, Census Bureau, ACS 2009-2013 5-yr estimates | Date: Feb 10, 2015



● Cities
Census tracts
% HH with senior head
 10% or less
 10% - 20%
 20% - 30%
 30% - 40%
 Above 40%



MAPS

The maps created for this study provide compelling visual representations of poverty and inequality, within and across our region, allowing us to readily identify and investigate relevant spatial patterns and relationships. By bringing together data on the location of the critical populations and the Self-Sufficiency Standard with Opportunity Maps, we create new opportunities for understanding the complex dynamics involved in expanding economic security in the Bay Area (See maps S1 and O1).

A representative selection of the over 110 maps that are now available with this report were presented to Rise Together stakeholders in all 9 Bay Area counties in a series of community forums designed to engage stakeholders and develop qualitative analysis from their perspectives. These maps have been and will continue to be used as a tool to develop and strengthen the coalition-building efforts of the Rise Together Initiative.

The maps are provocative, and may raise as many questions as they answer. They are not definitive. For example, during the Contra Costa Workgroup session, maps were used to elicit community members' and advocates' understanding regarding what they considered the most critical needs in their neighborhoods. The majority of stakeholders who attended these presentations and engaged in conversations about the maps, and how they portray opportunity, all expressed a sense of feeling affirmed with respect to what they already knew about their communities. In at least one of the county presentations, however, there was surprise and concern expressed by some community members whose understanding of their communities did not coincide with the representations presented in the maps. It made for lively and stimulating conversations, which we expect will ultimately advance both our Rise Together regional work and the work of local coalitions and partners.

Again, note that these maps are not definitive; they rely on the quality of data available for mapping, and they represent only a snapshot of relationships and patterns that are constantly changing. Nevertheless, they add an important dimension to our economic security work.

OPPORTUNITY MAPS

Opportunity mapping is a research tool used to understand the spatial dynamics of potential for economic security, mobility and prosperity. "Opportunity" is measured by a combination of indicators related to housing, health, education and employment (see Appendix C for a full list of indicators). Using a visual display of data that is overlaid upon the region's geography, opportunity maps use location-specific information and mapping to better explain both the specific challenges and assets communities are dealing with in their neighborhoods. These structures and individuals' access to them have a significant impact on people's quality of life and life chances.

Mapping "opportunity" (as measured with this methodology) achieves two important goals: first, mapping shows the *location* of opportunity, where structures converge to create high opportunity spaces. Second, they show the distribution of critical populations in higher and lower opportunity locations, which helps to identify what actions and policies are required to increase residents' chances for accessing economic security and mobility in those places where the indicators show low rates of opportunity.

Because this is a regional project, we mapped opportunity at the census tract level and overlaid the location of the critical populations. This report includes regional opportunity maps showing the distribution of the critical populations (see Appendix B). In order to provide more detail, county maps can be found on-line at www.risetogetherbayarea.org/maps.

Residents of the Bay Area region may generally understand that we have a remarkably uneven spatial distribution of opportunity; even so, most are taken aback when presented with the precise and compelling evidence of inequality represented by our opportunity maps. Clear disparities are readily visible among and between the region's counties, cities, and neighborhoods. For example, some cities in the region, such as Berkeley, Fremont, San Francisco and San Mateo, have "high" opportunity in a majority of their census tracts (See Appendix B). By contrast, places such as Hayward, Oakland, Richmond and Vallejo have greater concentrations of "low"

opportunity census tracts. Even within census tracts, there are areas spanning a wide spectrum of opportunity—from areas with very high rates of opportunity to those with very low opportunity rates.

The Opportunity Maps allow us to approximate better answers to the questions we posed in our research. While (as suspected) lower opportunity areas correlate significantly with higher proportions of critical populations living below the Self Sufficiency Standard, we also found that the relationship between the spatial distribution of opportunity and access to that opportunity is not straightforward.²²

Opportunity maps point toward our primary challenge: to facilitate connections to opportunities for residents in areas of “low” opportunity, and in particular for our critical populations. In other words, we must find ways to increase the “web of opportunity” in order to improve the life chances of all those living in spatial proximity to opportunity as well as to increase opportunity in places where it is currently lacking.

²² For example, there is not a direct relationship between living in a census tract with high opportunity and the ability for individuals to access that opportunity. Even in high opportunity areas, not everyone can access opportunity equally due to societal structures related to class, race and gender.

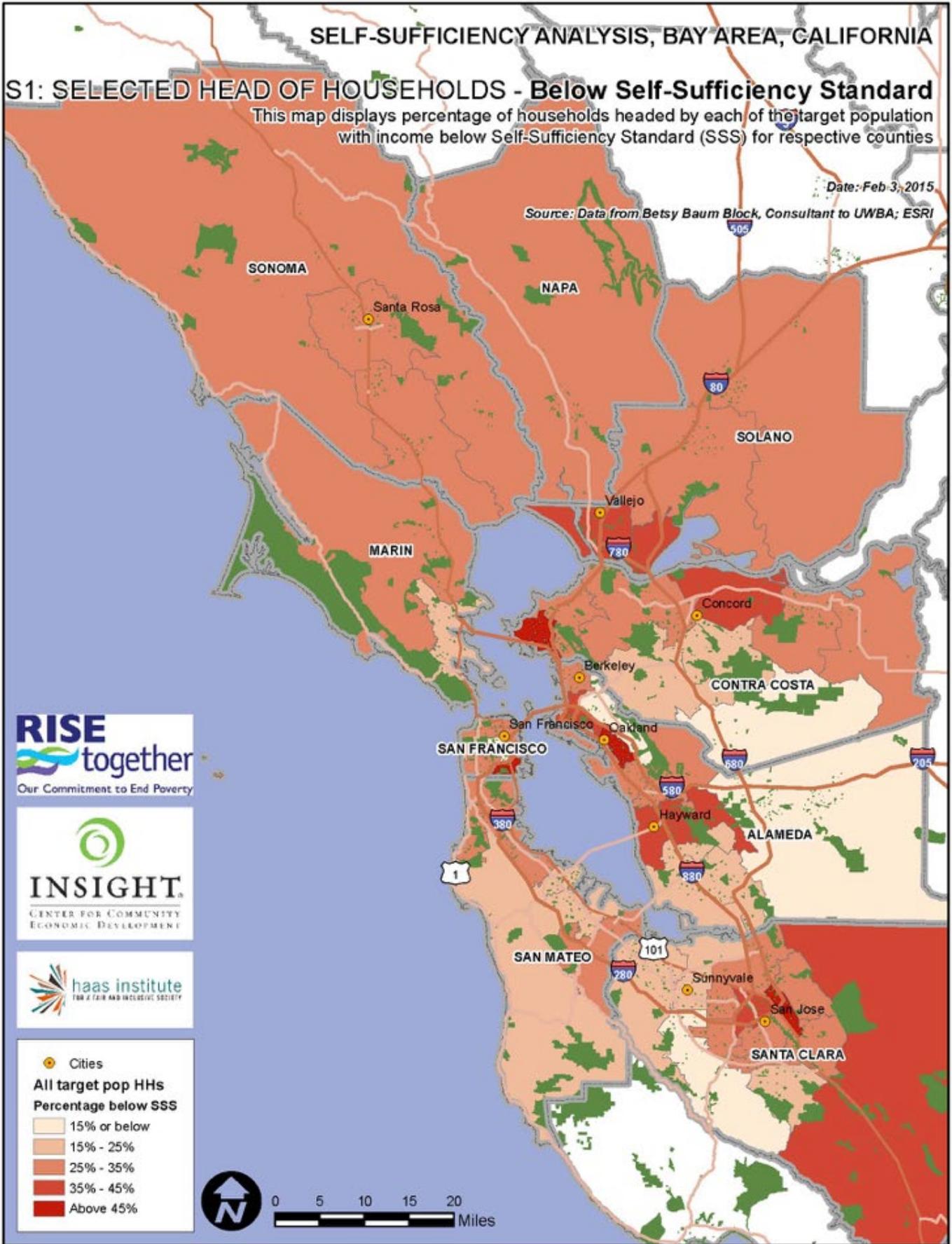
SELF-SUFFICIENCY ANALYSIS, BAY AREA, CALIFORNIA

S1: SELECTED HEAD OF HOUSEHOLDS - Below Self-Sufficiency Standard

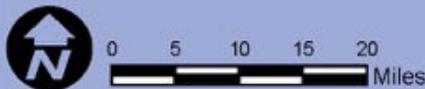
This map displays percentage of households headed by each of the target population with income below Self-Sufficiency Standard (SSS) for respective counties

Date: Feb 3, 2015

Source: Data from Betsy Baum Block, Consultant to UWBA; ESRI



- Cities
- All target pop HHs
- Percentage below SSS
- 15% or below
- 15% - 25%
- 25% - 35%
- 35% - 45%
- Above 45%

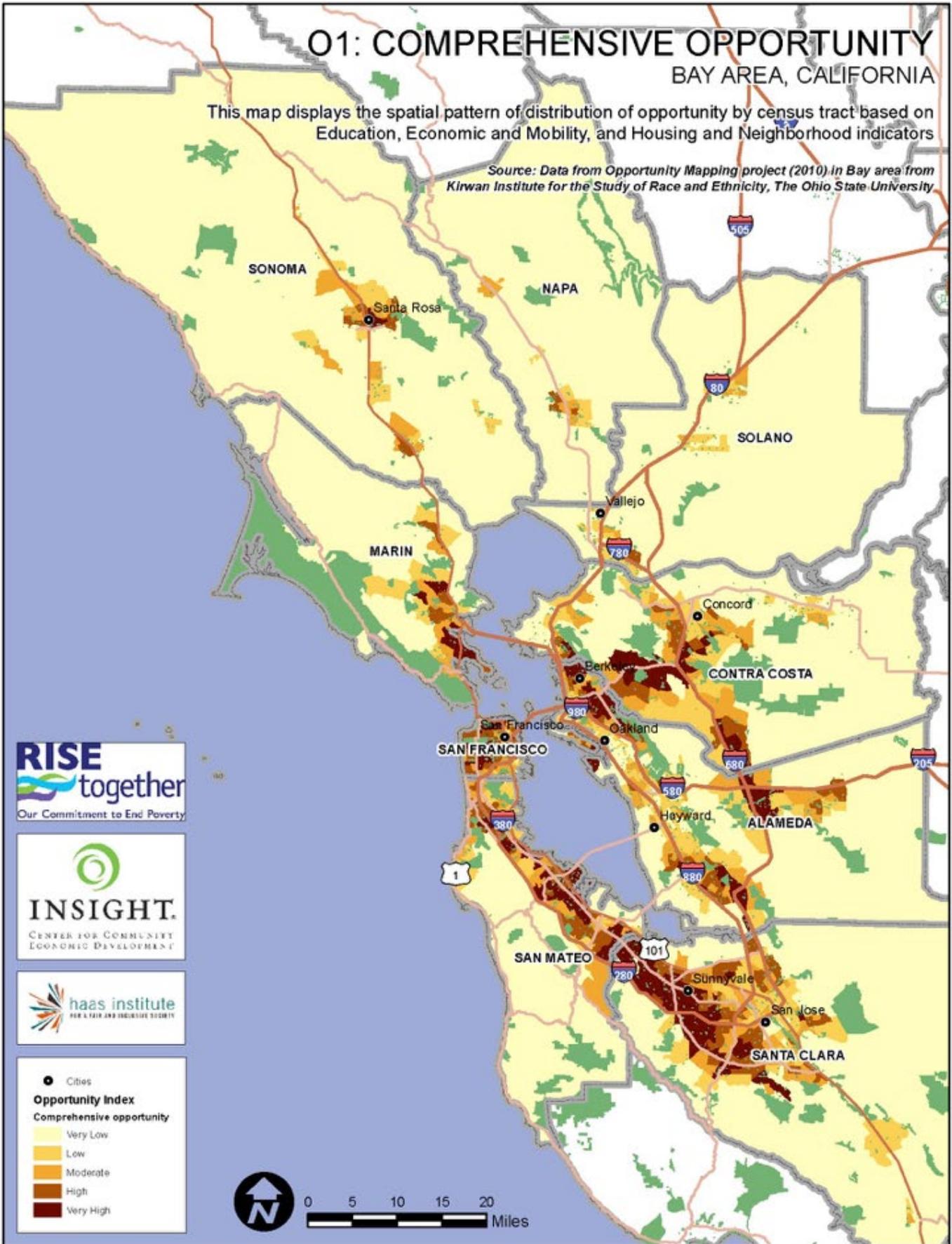


O1: COMPREHENSIVE OPPORTUNITY

BAY AREA, CALIFORNIA

This map displays the spatial pattern of distribution of opportunity by census tract based on Education, Economic and Mobility, and Housing and Neighborhood indicators

Source: Data from Opportunity Mapping project (2010) in Bay area from Kirwan Institute for the Study of Race and Ethnicity, The Ohio State University

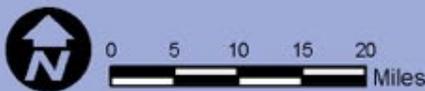


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- Cities
- Opportunity Index**
- Comprehensive opportunity**
- Very Low
- Low
- Moderate
- High
- Very High



COMMUNITY ENGAGEMENT

We gathered qualitative data through meetings with participants in convenings co-hosted by Rise Together and local affiliates/key organizations in each of the 9 Bay Area Counties, and through a professionally-facilitated, half-day workgroup session in Contra Costa. The use of the county convenings and the workgroup are consistent with a mixed methods approach that combines and synthesizes quantitative data with qualitative insights. Most of the research presented in this report is quantitative (opportunity maps and policy microsimulations) and is designed to assess the scope of challenges facing the five critical populations as well as the impact of potential policy and programmatic interventions. The qualitative data complements our findings by providing nuance to the complexity of factors involved in expanding economic security. It also helps address the limitations of any single policy lever or set of interventions.

COUNTY CONVENINGS

Over a span of two months, Rise Together co-hosted a series of convenings in each of the 9 Bay Area counties. The goals were: 1) to engage local stakeholders and community members; 2) to solicit feedback on the preliminary findings of the economic microsimulations and opportunity mapping; and 3) to discuss strategies to improve social and economic mobility for the Rise Together critical populations at the county and regional levels. Rise Together collaborated with local partners and coalitions to identify a diverse set of participants representing non-profit, government, philanthropy and business sectors.

Rise Together developed a “placemat” as a tool to guide small group discussions and systematically capture information across each of the counties. The “placemat” included four key questions/prompts in relation to each of Rise Together’s three key drivers; Basic Needs, Education and Jobs.

The four questions were as follows:

1. Were there any findings that you were particularly surprised by? What additional questions did the data raise?
2. What are the top 3 local strategies addressing Basic Needs, Education, Jobs?
3. What is unique about this issue in our county?
4. What could we do regionally that will most benefit our county?

Results were compiled into a matrix with an eye toward recurring themes. A final matrix (Appendix D) was created capturing key themes, sentiments, programs or strategies that were repeated more than once and more often in excess of three times, across multiple counties.

Regional Takeaways

The Bay Area is a diverse region with rural, urban and suburban counties. Each county deals with unique challenges and manifestations of economic instability. A theme that was articulated in each of the convenings was the high cost of living throughout the region—particularly as it relates to housing. Another theme that individuals across the region highlighted was “hidden poverty”—despite the popular representation of the Bay Area as an affluent area, the individuals most impacted by economic insecurity and the issues and challenges they face are often overlooked, or simply ignored. A final prevalent theme was mobility—Bay Area residents move within and through multiple counties to access affordable housing, jobs and services—leading to a need for greater regional coordination among providers, services and supports.

The following table includes a synopsis of themes, recommendations and strategies that were mentioned in multiple counties associated with each key driver.

Basic Needs

- Increase housing subsidies and access to affordable housing and scale innovative housing strategies.
- Support families with access to affordable and reliable child care.
- Capitalize on and replicate greater coordination of services displayed through community/ wrap-around schools and family resources centers.

Education

- Replicate Cradle to Career models to increase collaboration and coordination between schools and local/regional industry.
- Consolidate and integrate educational services available to individuals throughout their life from preschool to vocational training and continuing education and ensure affordability and accessibility.
- Expand for specialized education strategies and programs to support under-represented communities (ESL, veterans, re-entry/“safe return” populations).

Jobs/Economy

- Acknowledge the number of people commuting between counties for work and capture the regional nature of the workforce.
- Develop specialized training programs to prepare workers for growing industries and are targeted to individuals that are hard-to-employ or those facing barriers to employment.
- Encourage greater inter- and intra- county coordination and collaboration from minimum wage campaigns to working with the WIBS.

CONTRA COSTA WORKGROUP

As referenced above, in addition to holding convenings in each of the 9 Bay Area counties that attracted over 275 participants whose input is summarized in this report, we conducted a professionally facilitated workgroup in Richmond, CA in order to better understand intergenerational narratives, neighborhood variability across the metro region and non-spatial barriers to economic opportunity in Richmond/Contra Costa County. This workgroup also allowed us to elicit valuable qualitative feedback on our analysis of the economic conditions of the regions and the target populations and possible best practices.

The goals of the workgroup were:

1. Present data (microsimulations, maps and more) to key stakeholders, community members and Rise Together partners.
2. Supplement quantitative analysis and economic microsimulations with qualitative insights generated by stakeholders, target population community members and Rise Together partners on data and findings.
3. Present and elicit feedback on best practices for service provision or policy interventions.

Workgroup Responses

Participants were sorted into 4 small discussion groups to discuss the materials. As expected, there was broad consensus around key responses. The first set of workgroup questions was designed both to elicit key information but also to provide an internal context and foundation for the remainder of the discussion.

1. What do you see as the most critical need for people in your neighborhood/community? (e.g., jobs, transportation, housing, healthcare?)

The most common response focused on both jobs and access to jobs, including skills acquisition and job and vocational training. In one workgroup, a participant said, “You need to teach people to be independent, and stand on their own two feet.” Employment issues, quality jobs/wages and skills mismatch were the most salient themes in these workgroups.

Beyond that, housing, criminal justice and transportation were major areas of concern. Two of the four discussion groups emphasized criminal justice issues as a pressing concern for their neighborhoods—calling out police brutality and the inequities in the system, and the way in which people struggling to make ends meet are treated differently within these systems. Two of the four discussion groups also emphasized the need for better or improved transportation systems, especially with respect to getting to classes or training opportunities as well as the costs of commuting out of Richmond. Two of the groups also emphasized the need for affordable housing.

2. What anti-poverty services/programs do you think are working? (rank top 5)

The responses to this question were, in some cases, idiosyncratic to the participants and the locale. Programs that had several representatives present, for example, were mentioned by multiple groups. In general, though, job training, pre-apprenticeship programs and local hiring policies were consistently cited as the most successful programs and policies. Notably, standard income supplement programs, such as CalFresh and Social Security benefits, were not cited.

3. What anti-poverty services/programs do you think are not working, and why? (Choose no more than 5).

Two consistent concerns heard across discussion groups were that existing programs and service delivery models lacked targeted outreach or sufficient outreach and that they were not tailored to the existing job market. Several groups noted that existing programs may be excellent, but that residents could not take advantage of them because they lacked knowledge of them. Relatedly, there was concern that many of the training programs were not teaching the skills that are needed in the current workforce. Or, if they were teaching the technical knowledge, they were not providing the “soft skills” required to obtain the job in the application and interview process. Participants noted that it was not just the array of existing programs that mattered, but their relevance and their outreach model.

The second set of workgroup questions focused on eliciting feedback based upon a presentation on the concept of economic security and the policy simulation results.

1. What surprised you about the impact of each policy or the degree of economic insecurity in your community?

Three groups emphasized the value of seeing the actual data visually and numerically, not just their own perceptions of the situation. In general, however, the workgroups expressed surprise regarding how many households live both below the Standard and the FPL, and how limited the impact of some of the key policies would be. As one participant said, “What surprised me is what it would take to bring everyone up.” They saw the number of households living below the Standard and FPL as a daunting challenge.

Some participants expressed skepticism about the Self-Sufficiency Standard as a goal or target. As one group member noted, both as a note of skepticism as well as to contextualize the simulation results, “You can’t apply anti-poverty policy and expect middle class results.”

2. Based on the simulation results, which policies/services seem most worth pursuing?

Groups recognized the value of the minimum wage, but acknowledged that a \$15 minimum wage may be insufficient, and that while it affected more households, its impact was not necessarily deep. Most groups came to realize that no single policy or intervention would be sufficient to the goals of moving critical populations above the Standard threshold for economic security. The key conclusion seemed to be that we need a combination of interventions to make the biggest impact.

3. Which policies should be simulated in the future (rank top 5)?

The most consistently identified policy was a child care subsidy or support for future economic microsimulations (see next section) to quantify the potential benefit of child care or other economic supports. Some groups felt that free or deeply subsidized child care might have the greatest impact on the target populations and in their community.

Another policy that was recommended by multiple groups was the effect of local hiring mandates or targeted hires in their community. Groups also felt that they would like to see local analysis, not just county-wide or Bay Area wide impacts.

Another consistent suggestion was to simulate the effects of vocational programs, trades and skilled labor, not just a transitional jobs program.

ECONOMIC MICROSIMULATIONS

SIMULATED ECONOMIC INTERVENTIONS

We created a series of hypothetical scenarios used to test policy and practice (“economic microsimulations”). This section on economic microsimulations is modeled after a series of studies conducted by the Urban Institute which have consistently found that great advances in economic security can be made when a set of policy changes are implemented together. They draw these conclusions from their studies on policy microsimulation in places such as Wisconsin and New York City.²³

The simulations conducted by the Insight Center for this report, in conjunction with the maps, the analysis of the critical populations’ proximity to the Self-Sufficiency Standard, the qualitative data gathered from the 9 county convenings and the Richmond workgroup and the literature review, were used to identify and develop the menu of proposed “headline strategies” presented in the following section.

These services and policies directly address an aspect of each of the Key Drivers of Economic Success outlined in the Roadmap. They maximize their impact by addressing the needs of a combination of individuals whether they are employed, unemployed or underemployed.

- Housing is both a critical Basic Need (as identified in the Roadmap) and a significant driver of the cost of living in the Bay Area. We simulated how reducing the housing cost burden²⁴ for renters would impact the economic security of households in the Bay Area.
- Within the Roadmap’s key driver Education we modeled an increase in educational attainment. We modeled what the impact on household income would be if 80% of 25 to 34 year olds without a high school diploma completed high school or the equivalent, one-third of this group went on to obtain an Associate’s degree and one-third obtained a Bachelor’s degree.
- In the area of Jobs/Economy we modeled two policy solutions—a \$15 minimum wage and a transitional jobs program—in order to affect households with people receiving minimum wage and households with people who are currently unemployed and underemployed. A \$15 minimum wage represents an increase of only \$2.75 above the current minimum wage in Oakland and by 2018, San Francisco will raise its minimum wage to \$15. Similarly, by ordinance, the City of Richmond’s minimum wage will be \$12.30 by 2017.

The interventions were also chosen with shorter-term impact in mind. In other words, they were chosen based on what could have the broadest impact within 3 to 6 years.

When choosing which interventions to explore, we also took into account political will and existing momentum currently moving particular issues. We asked, how likely is this intervention to be implemented? Finally, the methods we used are complex (see Appendix F) because we attempted, as far as possible, to create realistic outcomes that might approximate as closely as possible, how economic security might shift for Bay Area households impacted by these interventions were they implemented (e.g., we did not assume that every Bay Area resident lacking a high school diploma would achieve a Bachelor’s degree).

The findings summarized below are the results of simulating the impact across the 9 Bay Area counties if the following interventions were made (both separately and as a package):

²³ This section on economic microsimulations is modeled after a series of studies conducted by the Urban Institute which have consistently found that great advances in economic security can be made when a set of policy changes are implemented together. They draw these conclusions from their studies on policy implementation in places such as Wisconsin and New York City. While our research is modeled after those studies, there are a few key differences: we did not use Urban’s TRIM3 software to conduct our analysis. Due to our simplified methodology, the microsimulations presented here are not as sophisticated. However, this research remains unique and compelling because we use the Self-Sufficiency Standard in our analysis to introduce a significantly more ambitious benchmark for setting a basic level of economic security, a benchmark well above others, including the Supplemental Poverty Measure (SPM). See e.g. Giannarelli, L, Lippold, K. & Martinez-Schiferl, M. (2012, June). “Reducing Poverty in Wisconsin: Analysis of the Community Advocates Public Policy Institute Policy Package.” Washington, D.C.: Urban Institute. <http://www.urban.org/UploadedPDF/412604-Reducing-Poverty-in-Wisconsin.pdf> and Giannarelli, L. Wheaton, L, & Morton, J. (2015). “How Much Could Policy Changes Reduce Poverty in New York City?” Washington, D.C.: Urban Institute. <http://www.urban.org/UploadedPDF/2000136-How-Much-Could-Policy-Changes-Reduce-Poverty-in-New-York-City.pdf>

²⁴ Housing Cost-burdened households are households paying more than 30% of their income for housing (US Department of Housing and Urban Development).

- Set a \$15 minimum wage for the region
- Reduce renters' housing cost burden
- Increase educational attainment
- Implement a transitional jobs program
- An intervention package that simulates the joint impact of all four interventions listed above.

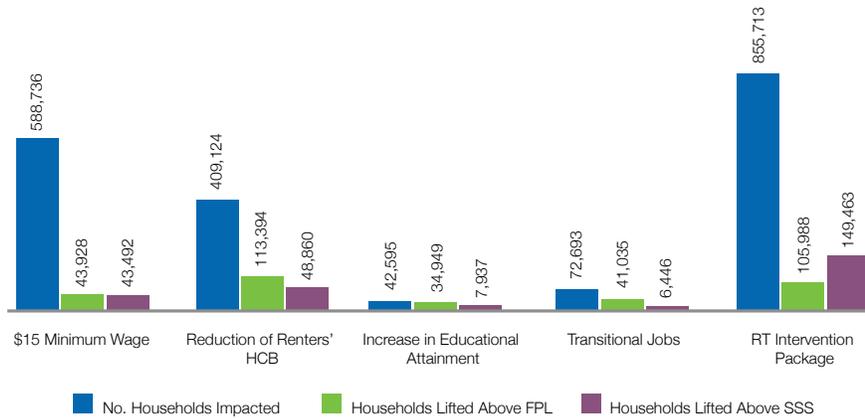
Overall, we found that implementing a set of 4 interventions has the potential to help about 150,000 households in achieving economic security.

Results of Simulated Economic Interventions

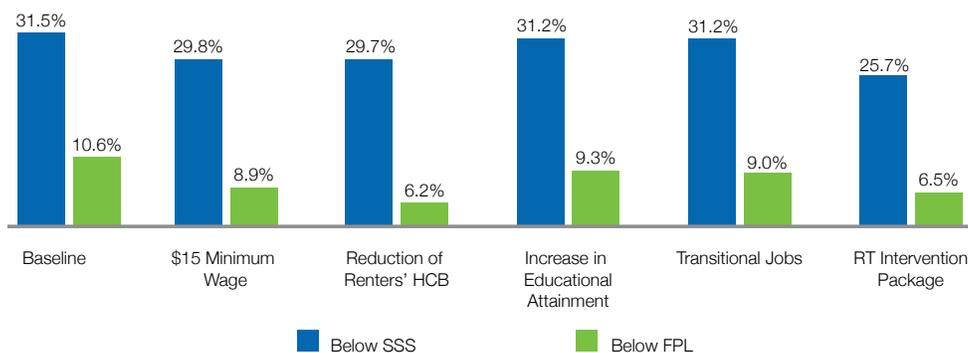
The increased graduation rate and the transitional jobs program both decreased the number of households living below the Self Sufficiency Standard, but only slightly—from 32% to 31.8%. The \$15 minimum wage and the reduction of renters' housing cost burden brought 1.7% and 1.8% respectively, above the Standard. Reducing renters' housing cost burden also had the most significant impact on the population below the FPL, reducing the percentage of those households from 10.6% to 6.2%.

The impact on households by simulations varied across interventions. Among the individual interventions, the \$15 minimum wage and the reduction of renters' housing cost burden impacted the largest number of households at 588,736 and 409,124 households, respectively. Reducing renters' housing cost burden also moved the largest number of households above the Standard threshold: 46,860 households attained economic security. These incremental changes resulted from implementing each policy separately; **the Rise Together Intervention Package made the most significant impact by increasing the percent of households above the Standard by almost 6%, and helping almost 150,000 Bay Area households reach a level of economic security at or above the Self-Sufficiency Standard.** Altogether, over 800,000 households were positively impacted to some degree by the RT Intervention Package.

Impact on Households by Simulation



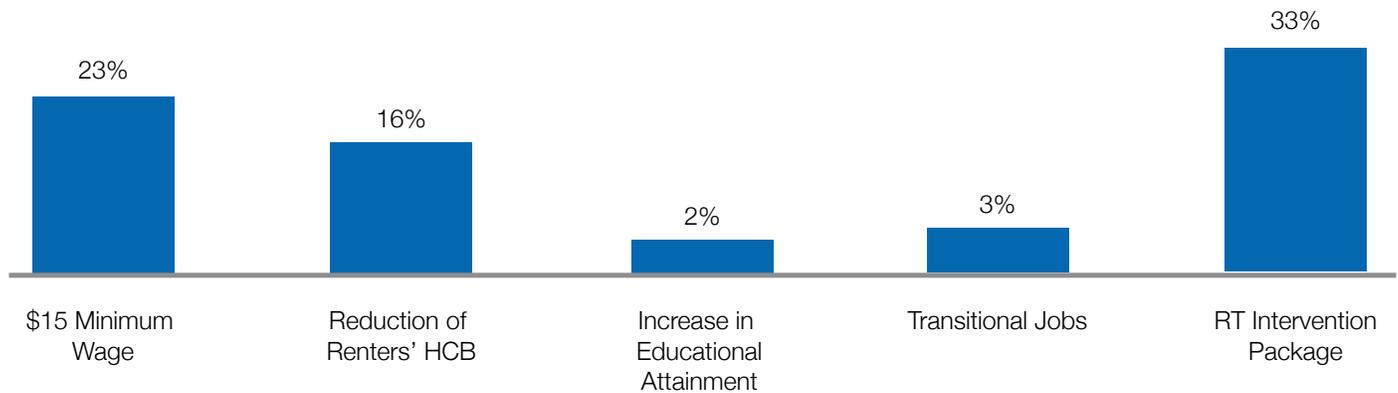
Percentage of Households Above and Below the SSS and FPL



The charts above enumerate the households in the Bay Area that would potentially be impacted by the interventions we modeled. It is important to remember that households fall along a continuum of economic security, that individual households have individual needs, and those needs are not static, but change over time.

The percentage of Bay Area Households dropped from 10.6% below the Federal Poverty Thresholds to 6.5% of households. Similarly, the percentage of households below the Self-Sufficiency Standard dropped from 31.5% to 25.7%.

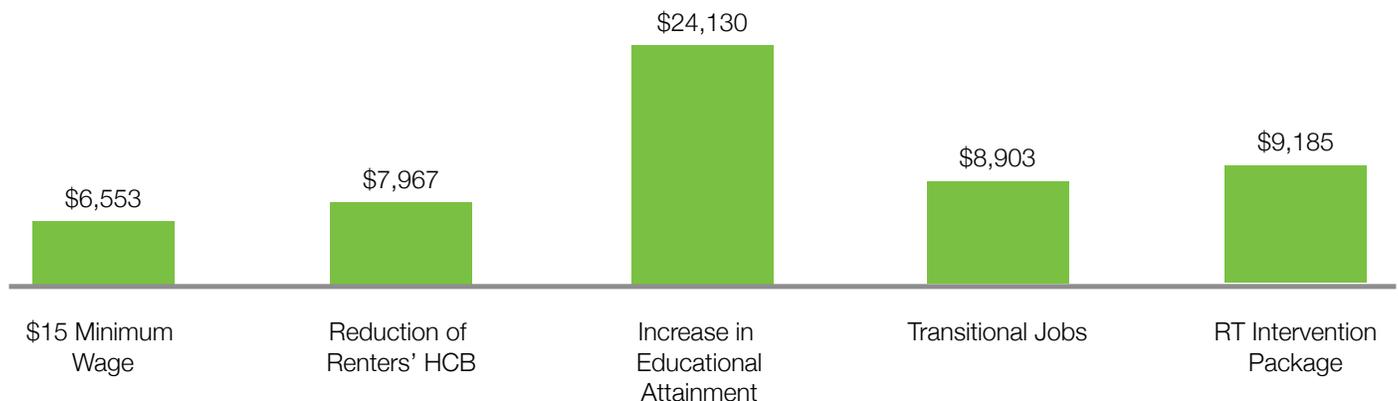
Percentage of Households Impacted by Simulation



The chart above shows the percentage of households impacted by each simulation. **The RT Intervention Package impacted almost a third of all Bay Area households—33%.** The individual interventions that impacted the largest percentage of households were the \$15 minimum wage simulation which impacted about 1 out of every 5 households or 23% of Bay Area households and the reduction of renters' housing cost burden which impacted 16% of Bay Area households. The percentage of households impacted by the increase in educational attainment and the transitional jobs program were 2% and 3%, respectively.

The chart below shows the average impact of each policy simulation as measured by an increase in household income. For all of the simulations, including the RT Intervention Package, the average increase in income ranges

Average Increase in Income by Simulation



from \$6,553 to \$9,185 annually.

What is truly striking, though not surprising, about this chart is the average increase in income for households with increased educational attainment. The average size of the effect was large in comparison to the other policy solutions. Those households saw an average increase of \$24,130 annually. However, the increase in educational attainment had a very limited scope in terms of the number of households it affected—only 42,595.

Finally, while the RT Intervention Package impact on income may seem modest, collectively these increases represent an infusion of almost \$8 billion into the Bay Area's regional economy.

INTERVENTION IMPACTS ON CRITICAL POPULATIONS

The Rise Together Intervention Package increased the economic security for every critical population except seniors at a higher rate than for the total population: an increase of 7-9% for the critical populations as compared to a 5.8% increase in economic security for total households in the Bay Area. Reducing renters' housing cost burden was the single policy solution with the largest impact for critical populations, in particular for single female-headed household and households headed by men of color. Notably, for seniors, reducing their rental housing cost burden was more impactful than the RT Intervention Package. None of the simulations brought more than 1% of households headed by seniors above the Standard except for reducing the housing cost burden, which increased economic security of for seniors by 2.5%.

Among the critical populations, the numbers of households impacted by the each of the policy interventions followed the same pattern as for the total Bay Area households with the exception, again, of senior households which experienced a greater impact from the rental subsidy than from the minimum wage. Furthermore, although almost half a million senior households were impacted by the RT Intervention Package, very few households (less than 5,000) were brought above the Standard threshold for economic security. In contrast, reducing senior renters' housing cost burden brought over 13,000 households (out of almost 200,000 senior-headed households living below the Standard) over the Standard threshold.

The average income increases resulting from individual simulations for the critical populations, except senior households, mirror the average income increases for total Bay Area households. However, the RT Intervention Package positively impacts the average income of critical population households by \$1,000-\$2,000 more than it does for total households. Senior households are, again, the exception. Senior households realize a smaller average increase in income for every simulation except transitional jobs. The transitional job intervention likely shows a larger impact due to the fact that many seniors are retired and therefore not working. However, some seniors may also want to work (or work more) and may experience age discrimination in the workplace. Nevertheless, older adults should have the option to retire with dignity and continue to make ends meet irrespective of their desire to work.

HEADLINE STRATEGIES

This section brings together a set of options for aligning Rise Together partner support around headline strategies for increasing economic security in the Bay Area. These options emerged from the extensive research (mapping, economic microsimulations, qualitative data from community involvement and literature review) undertaken as part of this project. In addition, the interventions explored below were carefully measured against multiple criteria, which are set forth later in this section. Some challenges addressed by the potential headline strategies below may be more effectively pursued via programmatic changes, such as scaling existing successful programs, while others may best be pursued in the realm of policy and (at least initially) require advocacy as opposed to replication.

The table below shows a basic description of the interventions explored via the various approaches used for this project. The discussion includes excerpts from the literature review prepared for Rise Together Bay Area by ASR (See Appendix G for full text of literature review).

Microsimulations

- Affordable rental housing stock
- Increased educational attainment
- \$15 regional minimum wage; transitional jobs program

Literature Review

- Shared housing; rapid re-housing
- Cradle to Career/Promise Neighborhood Programs; Linked Learning
- Child care subsidies; State EITC; Social entrepreneurship

Qualitative Data

- Housing Subsidies
- Cradle to Career; Career pathways; Adult education (and ESL)
- Affordable child care; Regional Occupational Programs; Training and ongoing education; Re-entry/Safe return programs

BASIC NEEDS - HOUSING

The interplay between basic needs and economic security is strong. In the United States, nearly a quarter of adults are making less than \$27,000 each year and are in jobs that provide them with no healthcare benefits or paid time off.²⁵ Rise Together estimates that approximately 657,000 households in the Bay Area struggle to meet basic needs.²⁶

Perhaps the most well-documented challenge to economic security in the Bay Area is the cost of housing. This single issue also has some of the most extensive implications for Bay Area residents, affecting economic security directly. For example, from 2008 to 2012, the average cost of rent increased in San Francisco by 32%. As of 2014, 32% of families in California spent over half of their income on housing;^{27, 28} *and 40% of Bay Area residents pay more than 30% of their income for housing.*²⁹

The indirect costs of this burden with respect to transportation, environmental impact, health implications, loss of community as residents are priced out of their neighborhoods and time costs permeate the very culture of the Bay Area. While access to basic needs supports differs from county to county, it is clear that housing is a prevalent issue in the Bay Area and must be addressed for families living on the brink to move toward increased economic security. Moreover, when Bay Area residents move from a higher-priced county to a lower-priced county, they can lose not only their family/community support system but also end up in an area with even less infrastructure to support their needs.³⁰

25 United Way's income strategies and approaches. (2010). United Way Worldwide.

26 United Way of the Bay Area (2014). "Struggling to Make Ends Meet" report.

27 United Way of the Bay Area (2014). "Struggling to make ends meet on minimum wage: Self-Sufficiency brief." http://uwba.org/files/galleries/Minimum_Wage_Brief.pdf

28 Viveiros, J., & Sturtevant, L. (2014). "The housing affordability challenges of America's working households," Center for Housing Policy.

29 Harvard Joint Center for Housing Studies <http://Harvard-cga.maps.arcgis.com/apps/StrytellingTextLegend/index.html?appid=18d215dd-b20946a4a16ae43586bf0b52>

30 Kneebone, E. & A. Berube. (2013). "Confronting Suburban Poverty in America." Washington D.C.: The Brookings Institute Press.

Reducing renters' housing cost burden in the Bay Area to no more than 30% of their income would affect over 400,000 households in the Bay Area. It would help bring over 100,000 households above the Federal Poverty Thresholds and almost 50,000 households above the Standard.

The simulation reducing renters' housing cost burden was modeled after the possibility of a policy intervention such as a rental subsidy. However, research shows that the rental market adjusts upward in cost when rental subsidies are introduced. Furthermore, because other remedial policies are curtailed by lack of housing supply and spatial and environmental constraints on building, as is any large scope expansion of the Section 8 Housing Choice Voucher Program, we sought programmatic alternatives—shared housing and re-housing—to addressing renters' housing cost burden in the Bay Area.

Two potential interventions rose to the forefront of our research on addressing the need to reduce renters' housing cost burden: “shared housing” and “rapid re-housing.” These are outlined below.

Shared Housing

Shared housing is a promising and effective strategy to create affordable housing opportunities by decreasing the amount of income that families and individuals need to spend on housing. Shared housing services intentionally match people who have space in their homes (a key demographic being “house-rich, cash-poor” seniors who want to age in place) with people who need a home (individuals and families either working or with stable means to pay reasonable rents). Rent may be paid in cash, in exchange for chores, or both.

California currently has eight successful home-sharing programs supported by the National Shared Housing Resource Center, including two in the Bay Area (San Mateo County's HIP Housing and Episcopal Senior Communities' *Match-up Home Sharing* program).³¹ Other Bay Area counties practice some form of home-sharing.

Shared housing is not an emergency housing solution, nor is it a global solution to the housing problem. Nevertheless, shared housing is a workable and timely antidote to the current expanding dynamic of seniors with space needing support to age in place, and families and individuals who would otherwise be priced out of the local housing market. Furthermore, it helps to build intergenerational community and is more environmentally sustainable than building more low density housing.

Background: There are many policies and programs in place to aid families struggling to make ends meet with housing, such as HUD's Section 8 housing vouchers as well as affordable housing communities across the nation. Unfortunately, funding for these programs is so inadequate that they do not come close to meeting the need. The wait time for Section 8 vouchers can stretch to years, which does not allow for any immediate support for individuals or families living on the brink.³² In addition to the long waitlists, many landlords have strict income requirements for tenants. For example, many landlords require that the renter have an income that surpasses at least 2 times the rent, a requirement that very few people who qualify for Section 8 can meet.³³ This is especially true for seniors who struggle to make ends meet; in California, more than half of seniors have incomes below 200 percent of the U.S. Census's Supplemental Poverty Measure—a higher threshold of economic security than the Federal Poverty Guidelines.³⁴

The concept of shared housing goes back decades. In 1991, the Russell Sage Foundation looked at shared housing among female heads of households. The study showed that the total income from public benefits minus the cost of housing and food was higher for mothers in shared housing. Mothers in private housing, despite higher welfare benefits, had less money left over each month for other expenses than the mothers in shared housing.³⁵ Shared housing has been effective for seniors as well, leading to an increase in their disposable income. The shared housing program instituted by the Affordable Living for the Aging in Los Angeles found that senior, home-sharers in L.A. reported spending approximately \$500 per month on rent compared to the local fair market rent

31 National Shared Housing Resource Center. (2015). Shared housing program directory <http://nationalsharedhousing.org/program-directory/>

32 HIP Housing. (2015). Resources and FAQ <http://hiphousing.org/resources-faq/>

33 Beltramo, J. (2003). “Affordable housing for people with extremely low incomes in the Sacramento area.” Sacramento Self Help Housing.

34 Levinson, Z., Damico, A., Cubanski, J., & Neuman, T. (2013). “A state-by-state snapshot of poverty among seniors: Findings from analysis of the supplemental poverty measure.” The Henry J. Kaiser Family Foundation.

35 Edin, K. (1991). “Surviving the welfare system: How AFDC recipients make ends meet in Chicago.” *Social Problems*, 38, 462-474.

price of \$800 a month.³⁶

According to the National Shared Housing Resource Center, various match-up or shared housing programs across the country each match, on average, 71 families and individuals a year to home-sharing opportunities. They also report that nationally, 35% of shared housing matches involve some sort of service delivery in exchange for reduced rent, further increasing the disposable income for the person renting.³⁷ *HIP Housing* has a significantly higher than average placement rate housing about 250 individuals and families annually. It also had an ongoing complement of over 700 people home-sharing in 2011, and had an 11% increase in people served from 2009 to 2011. To date, *HIP Housing's* Home-Sharing Program has served 55,000 people in San Mateo County since 1979.³⁸

This strategy has been successful in many different counties and communities. Note that a potential limitation to address in regards to shared housing is the implicit tax imposed on shared housing by many federal assistance programs. For example, Supplemental Security Income (SSI), Supplemental Nutritional Assistance Program (SNAP), and Section 8 benefits are all decreased for someone in a shared housing situation. Many programs also reduce the benefits for eligible individuals living with non-eligible individuals.³⁹ In addition, Shared housing programs must be designed to avoid overcrowding which can put children at risk of poor health and food insecurity.⁴⁰

Re-Housing

Rapid re-housing is another basic needs strategy that has been successful in many communities. This service provides immediate, short-term assistance to get individuals and families back into permanent housing by solving the immediate crisis of homelessness and then connecting them with resources and services to address their other needs.⁴¹ The cost of moving a single adult into permanent housing via a rapid re-housing program was over \$13,000 less than the cost of a single adult moving into permanent housing via a transitional housing program. Rapid re-housing programs also had lower rates of families or individuals returning to homelessness.⁴²

Background: The fundamental element of rapid re-housing programs, which is different than that of transitional housing programs, is the “Housing First” concept. Rapid re-housing programs place a priority on getting individuals or families housed first, and then on addressing other factors that may have contributed to their homelessness such as behavioral health, income, employment and child-care needs. The philosophy behind this approach is that these issues can be most effectively addressed after a person or family is in stable housing.⁴³ Studies have shown that the longer amount of time spent unhoused, the greater number of negative effects on adults and children.

In 2014, Alameda County released an evaluation of their rapid re-housing program which was implemented from 2009 to 2012 using federal stimulus funds. The majority of people served—75%—were single adults and female heads of household. The mean annual income for adult participants was \$14,000—well below the HUD income limits. The rapid re-housing program was very successful with 88% of clients still residing in permanent housing at the time of exit. While more long-term data could be useful in order to better identify what makes rapid re-housing a successful bridge to permanent housing, it appears to be effective in providing immediate and short-term stabilization. Short term stabilization enables individuals or families to focus energy on addressing other needs such as unemployment or mental health which can benefit them in the long run and make it easier to maintain stable housing.⁴⁴ Similar results were found in the Philadelphia Rapid Re-Housing Study where the odds of a household returning to homelessness were 42% lower for families who were in rapid re-housing.⁴⁵

36 National Shared Housing Resource Center and Affordable Living for the Aging. (2011). *Strategies for scaling shared housing: Best practices, challenges & recommendations*.

37 *Ibid.*

38 *HIP Housing*. (2012). *“HIP Housing 2011-2012 40th anniversary annual report.”*

39 He, Y., O’Flaherty, B., & Rosenheck, R. (2008). “Is shared housing a way to reduce homelessness? The effect of household arrangements on formerly homeless people.” *Columbia University: Department of Economics*.

40 *Children’s Healthwatch*. (2011). “Overcrowding and frequent moves undermine children’s health”.

41 U.S. Department of Housing and Urban Development. (2014). *Rapid Re-Housing Brief*.

42 Myers-Lipton, S. (2015). “Ending Extreme Inequality: An Economic Bill of Rights to Eliminate Poverty.” *Paradigm Publishers: Boulder, CO*. 62-64.

43 National Alliance to End Homelessness. (2014). “Rapid Re-Housing: A history and core components.”

44 *EveryOneHome*. (2014). “Homelessness prevention and Rapid Re-Housing program: Lessons from Alameda County implementation.”

45 Taylor, J. (2014). “Housing assistance for households experiencing homelessness.” *Cloudburst Consulting Group*.

While rapid re-housing is a very promising strategy, it is not without challenges. Cost and funding are the most significant challenges to rapid re-housing programs. While HUD and other federal agencies provide funding for rapid re-housing programs across the country, it is still expensive. It is also a challenge for rapid re-housing programs to build strong, working relationships with landlords in the communities they serve. Landlords who are unwilling to accept rapid re-housing clients and financial assistance such as Section 8 vouchers make it difficult for programs such as these to be successful. Many communities have been able to work through this challenge by highlighting the program strategies that address landlords' concerns, such as having the program available to mediate any conflict, requiring rapid re-housing renters to attend "smart" renters' classes, and having case managers conduct regular home visits with clients.⁴⁶

EDUCATION

Education and economic security are deeply entwined. Poor education and lack of educational opportunity have the capability to keep individuals on the lowest rung of the income ladder, while strong educational support and high educational attainment can boost individuals farther up this ladder.

Education is strongly correlated with health, employment and earnings. **In 2012, the median annual income for young adults aged 25-34 years with bachelor's degrees was 57% higher than their peers who completed high school and 105% higher than their peers who did not complete high school.**⁴⁷ Children of families without college degrees are at risk for being paid in the bottom fifth of income as adults, but can reduce this risk substantially by earning a college degree.⁴⁸

Unfortunately, there are multiple obstacles to college enrollment and graduation for students of families struggling to make ends meet which result in lower rates of college graduation compared with children from higher income families.⁴⁹ Among the obstacles to college enrollment and higher educational attainment are high school graduation, the completion of college prerequisite coursework (e.g., A-G course requirements for the University of California) and the lack of solid training and relevant coursework to potential career pathways.

In some ways an intervention addressing educational attainment is at once the most promising and the most problematic. The education microsimulation as it was modeled randomly selected 80% of all adults 25-34 in the labor force with less than a high school diploma for an increase in educational attainment. One third were assigned a high school diploma, one third were assigned an Associate's degree, and one third were assigned a Bachelor's degree. These randomly selected individuals were also randomly assigned an employment status (employed or unemployed) based on the employment rate of individuals of their same gender, race, ethnicity and simulated educational attainment. Finally, the randomly selected individuals were assigned a simulated wage and salary income based on the average wage and salary income of individuals of their same gender, race, ethnicity, simulated educational attainment and simulated employment status. The simulation thus takes into account gender, race and ethnic disparities in employment and wages.

This simulation approximates local and state goals with respect to increasing high school rates. Increasingly, however, it is clear that the graduation rates are not the only important target for addressing educational achievement in the Bay Area, and more broadly. Rather, without addressing inequality within and among schools and school districts, we will not make significant progress toward an educated, work-ready population. This is one of the most pressing and significant challenges facing our region and state.

While it is incredibly important to keep in mind that education is no longer the great equalizer it was once believed to be,⁵⁰ the potential impact of increased educational attainment remains salient. Although the impact of the microsimulation was *narrow*—impacting only 42,595 households in the Bay Area—it was also deep, registering an

46 National Alliance to End Homelessness. (2014). Rapid Re-Housing landlord benefit checklist.

47 Institute of Education Sciences. (n.d.). National Center for Education Statistics: Fast Facts. <http://nces.ed.gov/fastfacts/display.asp?id=77>

48 Haskins, R. (2012, June). "Combating Poverty: Understanding New Challenges for Families." Brookings Institute. <http://www.brookings.edu/research/testimony/2012/06/05-poverty-families-haskins>

49 Ibid.

50 Hamilton, D. et al. (2015). "Umbrellas Don't Make It Rain: Why Studying and Working Hard isn't Enough for Black Americans." Insight Center for Community Economic Development.

average increase in income of \$24,130. **This represents a potential infusion of over a billion dollars into the local economy.**

Below we examine two important programmatic approaches to educational achievement and attainment: “Cradle to college to career” programs, and “contextualized learning.”

Cradle to Career Models

Education centered or education focused comprehensive Cradle to Career neighborhood-based models such as the *StriveTogether*⁵¹ and federally funded *Promise Neighborhoods*⁵² Initiatives have multiple benchmarks along the pre-K to career path, including some associated with high school graduation, college readiness and college graduation. *StriveTogether* communities use a collective impact approach to develop and sustain local cradle to career partnerships for the purpose of creating education ecosystems that support children and youth from early childhood to successful entry into the workforce. *StriveTogether* is based on four principles: engage the community, eliminate locally defined disparities, develop a culture of continuous improvement and leverage existing assets. Two Bay Area counties (Marin and Sonoma) have adopted the “Cradle to Career” framework and are pursuing locally-prioritized strategies within this model.

Background: Nationwide, the high school graduation rate has declined about four to five percent since its peak of 80% in the late 1960s, and graduation rates have been lower for Black and Latino students (about 65%) compared with white students (over 80%).⁵³ The pattern of relatively lower high school graduation rates among Black and Latino students compared with white and Asian students is mirrored in the San Francisco Bay area.⁵⁴ Moreover, in 2009, only 24% of Bay area high school graduates had completed the A-G course requirements (demonstrating college readiness) with “C” or better grades, and A-G course completion was lowest for Black, Latino, and Native American male students.⁵⁵

Improving high school graduation rates likely requires implementation of multiple policy strategies, often across school districts, which target the predominant causes identified within a school district or school. Such strategies may address any number of educational barriers for students along the pre-K to 12th grade education continuum such as student or family socioemotional development, behavioral health issues, learning disabilities, exposure to violence and foster care or juvenile/criminal justice systems involvement. Cradle to Career initiatives do just that, with communities analyzing and prioritizing local needs and interventions to measure within this framework. The Fresno StriveTogether evaluation demonstrated higher high school and college graduation rates since initiation of the effort.

High school graduation may not equate with college readiness in terms of meeting admission requirements or having the skills to succeed with college level coursework. Currently, students can fulfill state and district requirements for high school graduation in California yet may lack the necessary coursework for admission to the University of California (coursework known as A-G requirements).⁵⁶ To address this issue, districts have considered making successful completion of A-G coursework part of the requirements for high school graduation. San Jose Unified School District (SJUSD) was among the first districts locally to implement this change in policy. Districts such as San Francisco, Oakland and San Jose allow students to graduate if their grades in the A-G courses are D or higher, rather than a C grade as required for admission by the University of California. As yet, data do not indicate that implementation of A-G policies has resulted in increased dropout rates, particularly when schools provided early and sufficient academic supports. Moreover, incorporation of Career Technical Education into A-G courses may ensure that some level of technical education is maintained.

51 The StriveTogether theory of action (2015). StriveTogether. <http://strivetogether.org/approach>

52 Promise Neighborhoods Institute (2015). <http://www.promiseneighborhoodsinstitute.org/>

53 Heckman, J.J. and P. A. La Fontaine (2007, December). “The American High School Graduation Rate: Trends and Levels,” National Bureau of Economic Research Working Paper No. 13670. And, Heckman, J.J. and P. A. La Fontaine (2008). “The Declining American High School Graduation Rate: Evidence, Sources, and Consequences,” NBER Reporter, Research Summary. No.1.

54 California Postsecondary Education Commission. (2015). Public high school graduation rates. <http://www.cpec.ca.gov/StudentData/HSGradReport.asp?Area=RegionE>

55 California Postsecondary Education Commission. (2015). Public high school A-G completion rates. <http://www.cpec.ca.gov/StudentData/AtoGReport.ASP>

56 Freedman, J., Friedmann, M., Poter, C., & Schuessler, A. (2012). “Raising the bar: Understanding and assessing A-G college readiness requirements as high school graduation standards.” Silicon Valley Education Foundation.

The *Promise Neighborhoods* community approach surrounds children living in struggling communities with high-quality, coordinated health, social, community and educational support from cradle to college to career with effective schools at the center of the model. Like *StriveTogether*, Promise Neighborhoods are driven by community collaboration, capacity building, data-based decision making and continuous learning. Place-based models such as *StriveTogether* and Promise Neighborhoods can work well in neighborhoods where bringing multiple resources to a central location such as a school can significantly increase family access to services. In neighborhoods with lower rates of local school enrollment, such a strategy may be more challenging. Communities implementing *StriveTogether* and Promise Neighborhoods have demonstrated improvements on multiple targeted community indicators. Comprehensive strategies such as these can have sustained positive impacts over time but also can require several years of development and implementation before results are seen across the education-to-career continuum.

Contextualized Education

Intergenerational economic mobility varies at the local level and correlates with school quality, suggesting that solutions for increasing economic and social mobility lie with place-based strategies that include well-integrated career pathways linking education, training and employment.⁵⁷ *When education is coupled with job training tailored to the individual and local labor market as well as a quality job search, employment rates and earnings more than double.*⁵⁸

Contextualized education is a strategy occurring in both high school and higher educational settings that combine academia with relevant career skills and employment pathways. Connecting education and work for youth and young adults, especially opportunity youth,⁵⁹ can help participants develop skills necessary for future employment, avoid negative behavior and gain motivation when they see the relevance of education to their future careers.⁶⁰

Linked Learning is one evidence-based contextualized educational approach that is being implemented across dozens of school districts in California, including districts in San Jose, Berkeley and Oakland. *Linked Learning* integrates academic and technical classroom content along with workplace experience to improve student engagement, academic achievement, high school graduation rates and successful transitions to a range of postsecondary options, especially among struggling and opportunity youth. *Linked Learning* students select a career pathway of their choice. Career pathways are comprised of four core elements to promote student success: rigorous college preparatory academics (typically meeting A-G course requirements), career-based learning in classrooms, work-based learning in workplaces and integrated student supports such as counseling and subject tutoring.

An evaluation of a 9 district pilot of *Linked Learning* in California, including Oakland, found that program participants were more likely to stay in their school district, earn more credits, and be on track to complete their recommended A-G course requirements for 10th grade than other students.⁶¹ The evaluation also found that 7% more *Linked Learning* students were enrolled in college compared to their peers. Youth of color and English Language Learners enrolled in the program had higher credit accumulation and test score outcomes than their non-enrolled counterparts. While *Linked Learning* has been successful in the Bay Area, program implementation requires strong partnerships between educators and employers to create meaningful yet feasible work-based learning opportunities for pathways. These programs also require intense technical assistance and support. There is a statewide California alliance of program partners, technical assistance providers and funders in place to address these challenges.⁶²

57 Hendren, C.R., N., Kline, P., & Saez, E. (2014). "Where is the land of opportunity? The geography of intergenerational mobility in the United States." *The Quarterly Journal of Economics*, 129, 1553-1623.

58 Bernstein, J. (2007). "Is education the cure for poverty? *The American Prospect*. <http://prospect.org/article/education-cure-poverty>

59 Opportunity youth are young people between the ages of 16 and 24 who are neither enrolled in school nor participating in the labor market.

60 United Way of the Bay Area. (2014). "Reconnecting Opportunity Youth to careers through work-based learning."

61 Guha, R., Caspany, K., Stites, K., et al. (2014). "Taking stock of the California linked learning district initiative: Fifth-year evaluation report executive summary." SRI International.

62 <http://linkedlearning.org/about/linked-learning-in-california/>

JOBS/ECONOMY

The 2014 Self-Sufficiency Brief from United Way of the Bay Area showed that, in San Francisco, **a family with two adults and two children (preschool and school-age) would need to be working the equivalent of four full-time, minimum wage jobs to meet the Self-Sufficiency Standard.**⁶³ For many families and individuals struggling to make ends meet, finding even one full-time minimum wage job is nearly impossible because of the numerous barriers to entering the workforce (such as lack of work experience, conviction of a crime, lack of a high school diploma, poor literacy and numeracy, a disability and unstable housing) as well as institutional barriers such as lack of transportation, part-time schedules and unpredictable variance in schedules from week to week. Moreover, struggling populations, such as men and boys of color, some individuals who have immigrated to the United States and female heads of household, are at a particular disadvantage when it comes to finding a job to help support themselves and their families because of the increased employment barriers they face.

Minimum Wage

It is well documented that the real value of the minimum wage has been declining steadily since reaching its peak in 1968. Indeed, if the federal minimum wage had kept up with inflation and increases in productivity over the last 50 years, it would be \$25.50 per hour today.⁶⁴

In the Bay Area minimum wage ranges from the state minimum wage of \$9.00 per hour to \$12.25 in the City of Oakland. Santa Clara County also boasts the most comprehensive living wage ordinance for employees of county contractors—\$19.06 per hour plus benefits.

San Francisco's minimum wage will increase to \$15 per hour in 2018 yet in order for a single adult to meet their basic needs in San Francisco, they currently require a full time job paying at least \$15.66 per hour. If Senate Bill 3 is signed into law, California's state minimum wage will rise to \$13 per hour in mid-2017.

Municipalities throughout the Bay Area currently have a level of momentum with respect to increasing the minimum wage that the region should not ignore. A regional minimum wage of \$15 per hour could:

- impact 588,736 households
- infuse the regional economy with over \$3.8 billion dollars

Current local momentum and wins in the Bay Area—via both referendum such as those in Oakland and San Francisco, as well as by ordinance, such as in the City of Richmond—with respect to minimum wage increases should be capitalized upon and scaled to a regional movement.

Recent research by the Political Economy Research Institute at the University of Massachusetts, Amherst shows that the fast food-industry could successfully implement a \$15 minimum wage without shedding jobs. This is significant because the fast food industry employs almost half of all minimum wage employees.

California State Earned Income Tax Credit (EITC)

Twenty-five states and Washington D.C. currently offer state-level EITCs, which supplement the federal EITC. Payouts and eligibility requirements vary from state to state. California has not yet adopted a state EITC. Assembly Bill 43, introduced by Assembly member Mark Stone in December 2014, proposes to create a state refundable Earned income Tax Credit (EITC).

Background: More than a quarter of families in the United States do not have enough savings to live for more than 3 months at or above the federal poverty level if they were to experience a financial crisis (e.g., losing their income, medical emergency, etc.).⁶⁵ According to the Center on Budget and Policy Priorities, the federal EITC “is the single most effective tool” in the nation for reducing poverty among working families with children; state EITCs have been expanding this tool.⁶⁶ Moreover, the federal EITC is a benefit that can increase savings for many

63 United Way of the Bay Area. (2014). “Struggling to make ends meet on minimum wage: Self-Sufficiency brief.”

64 Pollin, R. and J. Wicks-Lim. (2015). “A \$15 U.S. Minimum Wage: How the Fast-Food Industry Could Adjust Without Shedding Jobs.” Political Economy Research Institute. <http://www.peri.umass.edu/236/hash/6e68011c89cf49f210e4183f49b8f735/publication/643/>

65 Golonka, S., & Hoffman, L. (2008). “State strategies to reduce child and family poverty.” NGA Center for Best Practices.

66 Williams, E., & Mai, C. (2014). “State earned income tax credits and minimum wages work best together.” Center on Budget and Policy Priorities.

families and individuals living on the brink because it is refundable, meaning that when the tax credit is higher than the actual amount of taxes owed, the difference is then given as a tax refund.⁶⁷ Seventy-one percent of eligible individuals and families in California receive the federal EITC, a higher participation rate than that for CalWORKs and CalFresh.

About 3 million Californians currently receive a federal EITC. The federal EITC is one of the biggest social safety net programs for Californians⁶⁸ which suggests that a state EITC could be very effective in increasing disposable income for Californians, especially young families with children, working families and individuals and female heads of households.

In 2012, the Urban Institute pointed out that states like California, Colorado and New York can look toward one another with regard to policies for families struggling to make ends meet, as all three are county-administered states.⁶⁹ Currently, New York has a successful state EITC and Colorado has reintroduced the state EITC (it was suspended) which is expected to become payable this year.⁷⁰ New York State's (NYS) EITC is effective because it is refundable and provides an incentive to work as families who work gain the greatest benefit from the EITC. In 2009, the NYS EITC was received by over 880,000 families and individuals which totaled approximately \$95 million in EITC tax credits across the state.⁷¹ Research has also shown that EITC income support is linked to positive impacts on children in families living on the brink including better school performance and attendance, as well as better health outcomes.⁷²

While a large body of research supports both the federal EITC and the creation of state EITCs, the policy does face some challenges. First, federal or state EITC can be claimed only by individuals or families with valid social security numbers, eligible children or by individuals without children if they are within the ages of 25 and 65 years. Thus, there are significant numbers of struggling populations (e.g., undocumented individuals, individuals who have recently immigrated or are in the immigration process and do not yet have a social security number, individuals under the age of 25) who do not benefit from an EITC. In addition, the benefit for individuals without dependents is set so low as to be of negligible benefit, especially in states with higher costs of living, such as California.

Child Care

Expanding the Child Care and Development Fund (CCDF) child care subsidy program to serve families at the income limit of 150% of Federal Poverty Guidelines would double the number of families qualifying to receive this subsidy to 358,000.⁷³

Expanding the Child Tax Credit (CTC) is another way to help increase family income available for child care. If the CTC was made completely refundable and expanded to include a full credit for all families making below \$16,330, then 4.4 million new individuals would start to receive a refund and 8 million families would receive, on average, about \$1,497 more for their CTC per family.⁷⁴

Background: For two critical populations facing the most economic insecurity in the Bay Area—female-headed households and households with young children—child care costs can be an insurmountable barrier to work. For example, child care costs represent the second largest budget item among families with young children as calculated in the Self-Sufficiency Standard. On average, the Standard imputes monthly child care cost in the 9 Bay Area counties at \$1,074 per month.

Adults residing in households with acute responsibilities such as single female-headed households and

67 Sykes, R. (2012). "Making work pay in New York: The Earned Income Tax Credit." Empire Center for New York State Policy.

68 Danielson, C. (2014). "The Earned Income Tax Credit in California." Public Policy Institute of California.

69 Kantor, S. (2012). "Six states experiment with new tactics and tools to streamline low-income families' access to work support benefits." Urban Institute.

70 Taxes for Working Families. (2015). "Earned Income Tax Credit." <http://www.taxcreditsforworkingfamilies.org/state/colorado/>

71 Sykes, R. (2012). "Making work pay in New York: The Earned Income Tax Credit." Empire Center for New York State Policy." Empire Center for New York State Policy.

72 Sherman, A., Trisi, D., & Parrott, S. (2013). "Various supports for low-income families reduce poverty and have long-term positive effects on families and children." Center on Budget and Policy Priorities.

73 Children's Defense Fund. (2015). "Ending child poverty now."

74 Children's Defense Fund. (2015). "Ending child poverty now."

households with young children often have difficulty maintaining a job. Having two parents work outside the home can also be challenging because of inadequate access to affordable, quality child care. Nationwide, 40% of single working mothers with children spend at least half of their income on child care expenses.⁷⁵

Lack of adequate child care also has a significant economic impact beyond the family. In 2013, Child Care Aware of America pointed out that **U.S. businesses lose \$3 billion each year because of employee absenteeism due to issues with child care.**

Current government policies and subsidies in place to help fund affordable child care do not come close to meeting the needs of eligible families. While the cost for expanding these programs is significant (expansion and reform to the CCDF subsidy would cost over \$5 billion and changes to the CTC could cost over \$12 billion) there are also significant benefits to the economy, including increased tax revenue paid by working parents, increased buying power of families and reduced cost to businesses from employees with child care issues.

Social Enterprise

Today, there are an increasing number of programs designed to help individuals find, obtain and retain jobs. These programs are extremely important because they provide access to work for people who otherwise might be unable to obtain a job due to structural and systemic barriers. Social enterprises not only provide access to work, they also provide training to ensure that people develop useful skills and personal supports to employees so that they are able to successfully work and maintain other priorities such as a family. Moreover, well-designed social enterprises targeted to the “safe return” of parolees and probationers (many of whom are directed to critical populations such as men and opportunity youth of color and female-headed households) to productive capacity in their communities are proving effective in the Bay Area. These programs are also expanding thanks to state (AB109) funding and local control.

Social enterprises may also be supported by venture philanthropy organizations that provide funding, expertise on social enterprise and networks to help social enterprises achieve their mission of hiring and assisting individuals facing barriers to work, while at the same time maintaining a successful business and turning a profit.⁷⁶ Research on social enterprises all over the world suggests that social enterprises contribute to national growth and income and can “foster social cohesion, enhance the level of trust within society and the economy, and contribute to the accumulation of social capital.”⁷⁷

Background: Our research, and in particular the microsimulations, seeks to include impact to households that incorporate unemployed and underemployed individuals by simulating the impact of a transitional jobs program. This intervention showed modest impact. It had neither the broad impact of the minimum wage simulation; transitional jobs impacted only 72,693 households. Nor did it have the deep impact of the increased educational attainment simulation; transitional jobs increased the average household income of households impacted by \$8,903. This nevertheless represents an increase of \$647,185,779 into the local economy.

Social enterprises such as those supported by the Roberts Enterprise Development Fund (REDF) have already been established across California and the Bay Area. Mathematica examined the impact and effectiveness of 7 California social enterprises set-up through REDF. This report found that 80% of individuals employed by a social enterprise received work supports and over 90% received job readiness and skills training through their Social Enterprise. Approximately two-thirds of employees received supports that helped with life-stability (e.g., food security, financial education, public benefits aid, support to avoid relapsing into unhealthy behaviors such as drug use or criminal activity), and a similar percentage of employees continued to receive supports even after they left the social enterprise.⁷⁸

Working for a social enterprise was linked to housing stability—there was a 38% increase in the number of employees who had stable housing after one year of beginning their social enterprise job. Employee satisfaction

75 Golonka, S., & Hoffman, L. (2008). “State strategies to reduce child and family poverty. NGA Center for Best Practices.”

76 REDF. (2015). “Who we are.” <http://redf.org/who-we-are/>

77 Borzaga, C., Galera, G., & Nogales, R. (2008). “Social Enterprise: A new model for poverty reduction and employment generation.” United Nations Development Programme and EMES European Research Network Project. Pp. 1-215.

78 Mathematica and REDF. (2015). “Economic self-sufficiency and life stability one year after starting a social enterprise job.”

was also high, with 96% feeling as though they were satisfied that their job positively contributed to society. Approximately two-thirds were satisfied with the challenge of the job, salary and level of responsibility and three-fourths reported satisfaction with the support received, hours of work and job security. Also, the majority of employees who chose to leave their social enterprise, left for another job or training opportunity or because they were working at a different social enterprise. Finally, the report suggests that monthly wage and salary income for social enterprise employees increased significantly, from an average of \$216 to \$777.⁷⁹

While social enterprises have been successful in the Bay Area and globally in areas like Australia and the U.K., no strategy is without challenges. The first challenge is that a social enterprise is a business; both the social and business agendas must be equal priorities. Maintaining both the social goals, such as helping people with barriers to work access and maintain a job and financial goals, such as making a profit, for a social enterprise can be difficult to achieve, especially without adequate support. Numerous studies have also shown that unrealistic financial expectations can be a problem for social enterprises. It often takes time for them to break even, much less turn a profit. This is not only a financial difficulty, but it can also overwhelm a business and lead to a change or diversion from the social mandate of the enterprise.⁸⁰

OTHER SIGNIFICANT AREAS OF CONCERN

The issues and potential strategies outlined in this section of the report are not, and are not meant to be, all-inclusive. Rise Together's evaluation was targeted to strategies that:

- could show a measurable reduction in poverty in 3-6 years;
- aligned with the needs of Roadmap "critical" or "vulnerable" populations; and
- are already being practiced to some extent in the Bay Area.

That said, our research, including qualitative data, highlighted a number of significant needs that are beyond the scope of this report, but are acknowledged here as important, and which could be the focus of future research.

Healthcare continues to be a significant issue raised by community members and advocates alike. Although we made great gains through the Affordable Care Act (ACA), we know that everyone is not yet covered and that coverage does not guarantee access to a doctor or other healthcare practitioners. Also, undocumented immigrants are not covered by the ACA and represent an important critical population whose healthcare and other needs must be addressed in order to ensure the economic security of the Bay Area.

Transportation and Transit-Oriented Development emerged as a significant concern that spans the key drivers of economic success. Accessible transportation is a key element in housing, education, employment and workforce development.

Finally, programs and policy that more intensively address the **economic security of formerly incarcerated people** are also a critical component for ensuring shared prosperity for the Bay Area region.

PRIORITIZING HEADLINE STRATEGIES

The Rise Together Steering Council had the difficult but necessary task, given resource and capacity constraints, of prioritizing among the strategies outlined above. This task was made more complex due to the documented interplay between and among strategies and the differing potential benefits of various strategies between and within critical populations. All these factors underscore the need for a comprehensive approach that takes into account the multi-dimensional nature of the work to increase economic security. Steering Council members were guided in their selection process by the following criteria:

Achievability:

- This strategy can show a measurable result in a timeframe of 3-6 years ("foundational" strategy)
- This strategy already exists or has momentum in the Bay Area
- There are resources or the realistic potential of resources to expand this strategy

⁷⁹ Ibid.

⁸⁰ The Benevolent Society. (2013). "The benefits and challenges of running a social enterprise."

Efficacy:

- This strategy can move the needle on poverty (some, and even more in combination with other strategies)

Early Wins:

- This strategy can show a measurable result in a timeframe of 12-24 months (“thrust” strategy)

Rise Together Value/Regionality:

- This strategy is a good fit with collective action
- There are local champions/coalitions actively working on this strategy
- This strategy addresses a regional, not just local, need

X-Factor:

- This strategy is innovative and/or will energize/motivate stakeholders
- More than one of our research components referenced this strategy

After a robust discussion and careful consideration, the Steering Council reached consensus on a set of principles and strategies for Rise Together’s highest level of support. These are outlined below.

- Raise the **minimum wage** to at least \$15 across the region and advocate for related supports such as minimum hours and set schedules.
- Enact a refundable **State Earned Income Tax Credit**.
- Fund universal, quality, affordable **child care and preschool**, both as a work support for the current workforce and a developmental/education support for the success of our economy’s future workforce.
- Promote and expand **social enterprises** such as subsidized employment, especially focused on the **safe return/re-entry** of those formerly incarcerated to lead productive lives in their communities.
- Champion education strategies that lead to high school graduation and completion of college or post-secondary training in high-wage jobs, such as **linked learning** that supports career pathways and emphasizes not just access but support to sustain educational and vocational endeavors to completion.
- Focus on expanding the overall availability of **affordable housing stock**. In addition, promote **shared housing** and **rapid re-housing** as strategies that increase disposable income and stability for individuals and families, maintain the ability of seniors to age in place and ensure that Bay Area communities remain diverse, vibrant and cohesive.

Headline Strategies will be utilized to champion efforts already planned or in place across the Bay Area, in ways that take advantage of Rise Together’s unique space as a regional hub and resource for growing prosperity. Next steps are addressed in the following section of this report.

CONCLUSION & NEXT STEPS

Rise Together partners imagine a future wherein at least half of the Bay Area families currently struggling to make ends meet have accessed and capitalized on opportunities to move toward economic security by achieving a sustainable living at or above the Self-Sufficiency Standard. In this future, the conversation about “poverty” has changed to one of “growing shared prosperity” for *everyone* in the Bay Area region. There is less “othering,” labeling and stereotyping of people who work to provide for those they love. We have “changed the rules” by enacting new policies and improving systems to better align with our core American values of fairness and equity. We compensate people’s real contribution to the economy with fair wages and benefits, and have reduced the numbers of residents disenfranchised by inequity and disparity. In pursuit of this future, we intend to use this report to move our anti-poverty/pro-prosperity agenda forward in specific, measurable ways.

The findings in this study, which build on existing research and analysis, serve to document and articulate in new and compelling ways the depth and breadth of Bay Area poverty, the diversity and sharp inequity among struggling populations throughout the region, the clear need for a collective approach to meaningfully address such a complex problem and the urgency of a call to action. Through a targeted review of the literature, economic microsimulation, mapping and qualitative data gathering, this project brought together a wealth of resources to narrow down the number of potential strategies around which Rise Together Bay Area’s partners can focus and align.

The report contains criteria for prioritizing from among of a menu of proposed programmatic and policy directions. From this menu, the Steering Council selected a set of “Headline Strategies” with the potential to significantly increase the numbers of Bay Area residents living at or above the Self-Sufficiency Standard. The Headline Strategies align with existing evidence-informed and effective services and policies scattered across the Bay Area which, if expanded, could meaningfully expand the economic mobility of Bay Area individuals and families currently struggling to make ends meet. Moreover, the menu from which the Headline Strategies were prioritized is supported by criteria that helped Rise Together’s Steering Council understand and incorporate the interplay among and between them in moving forward our anti-poverty/pro-prosperity agenda.

In 2015-16, Rise Together will launch regional work groups for each of its Roadmap “key driver” areas, and expand its work to strengthen local efforts and promote and scale impactful components of Headline Strategies across the region. In addition, committees to strengthen Rise Together’s commitment to policy, shared measure and social movement will be established.

While we recognize this report is the beginning of a larger and longer process of distilling and refining Headline Strategies, this research represents a tremendous amount of data and community resources we have only begun to mine in the effort to bring 328,500⁸¹ Bay Area households into economic security. More will be revealed as we “unpack” this wealth of data to learn more specifically about supports that best supports struggling populations, especially taking into consideration their proximity to economic security.

Further research is needed to document the additional strategies and policies that fit with the initial package to be incorporated into Rise Together’s ongoing Action Plan to build local and regional community capacity to act collectively to reduce poverty and implement shared measures of progress for accountability and learning.

⁸¹ This number represents half the households living below the Self-Sufficiency Standard in the 9 Bay Area counties, according to the 2014 United Way of the Bay Area “Struggling to Make Ends Meet” report. Rise Together’s Roadmap to Cut Bay Area Poverty (to cut poverty “in half”) goal was set at 220,000 households in 7 counties in 2012. While the updated raw number is appreciably higher, the number and proportion of households living below the Standard in the Bay Area has held steady, with the increase here largely due to the addition of Santa Clara and Sonoma Counties to the Rise Together initiative.

APPENDIX A: CRITICAL POPULATION DESCRIPTIONS

Single Female-Headed Households

Single female-headed households are based on census households types (HHT in IPUMS) defined as “Female householder, no husband present.”

Households with Young Children

Family Households with Young Children are defined as households where the age of the youngest child in the household is less than 6 (or 5 and under). Only family households were considered for this indicator.

Immigrant-Headed Households

Immigrant-headed households are households in which the head of household is foreign born. This indicator uses the Census Nativity field which can be either U.S. born or foreign born. For the maps, data on head of household who is foreign-born was unavailable. Thus, percentage of all adults (18 years and above) who are foreign-born was calculated and mapped for this indicator.

Households Headed by Men of Color

The definition and the technical definition for population counting boys and men of color are different. We counted every household headed by a man that is not white (using a single race/ethnicity field so that white/Latino is considered a person of color). The number of households of color below the Standard are predominantly Latino/a and Asian/Pacific Islander. The maps include all households, family or non-family, which were non-whites.

Senior-Headed Households

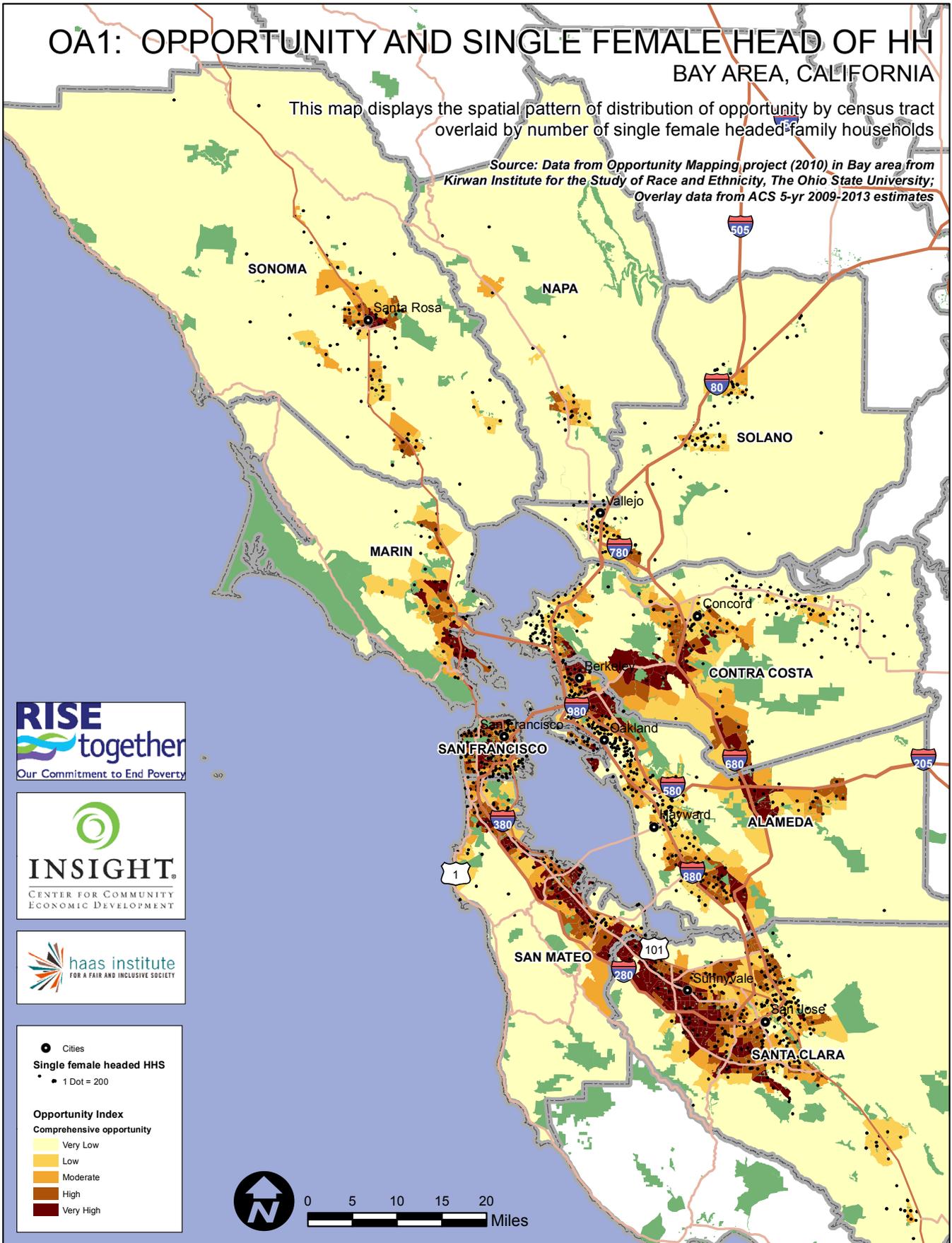
This indicator includes households in which the head of household is 65 or older. Note that if a senior lives with family members they may or may not be the head of household.

APPENDIX B: MAPS

OA1: OPPORTUNITY AND SINGLE FEMALE HEAD OF HH BAY AREA, CALIFORNIA

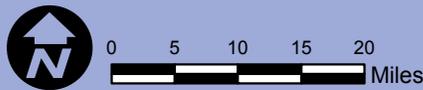
This map displays the spatial pattern of distribution of opportunity by census tract overlaid by number of single female headed family households

Source: Data from Opportunity Mapping project (2010) in Bay area from Kirwan Institute for the Study of Race and Ethnicity, The Ohio State University; Overlay data from ACS 5-yr 2009-2013 estimates



- Cities
- Single female headed HHS**
- 1 Dot = 200

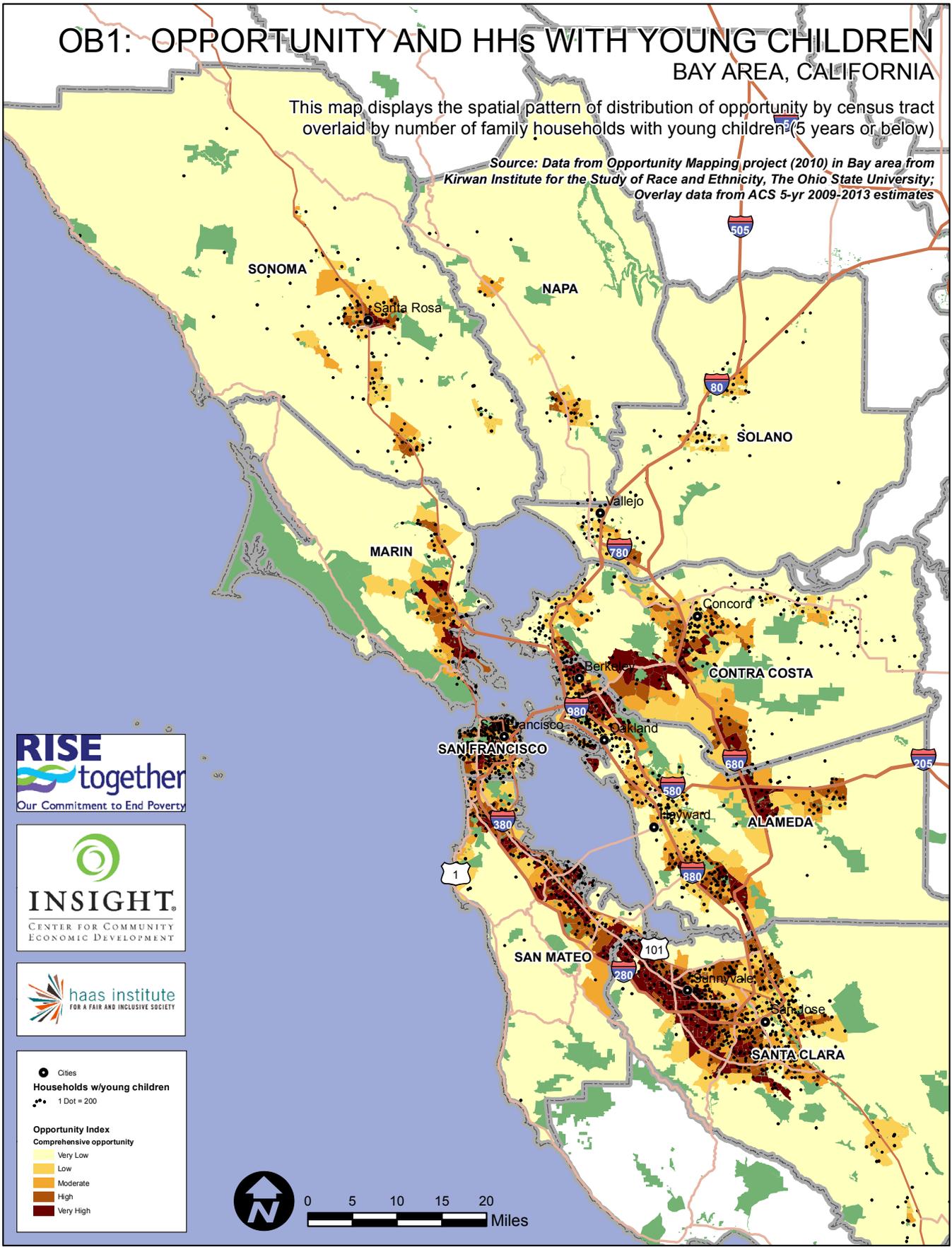
- Opportunity Index**
- Comprehensive opportunity**
- Very Low
- Low
- Moderate
- High
- Very High



OB1: OPPORTUNITY AND HHS WITH YOUNG CHILDREN BAY AREA, CALIFORNIA

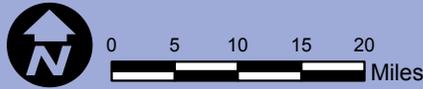
This map displays the spatial pattern of distribution of opportunity by census tract overlaid by number of family households with young children (5 years or below)

Source: Data from Opportunity Mapping project (2010) in Bay area from Kirwan Institute for the Study of Race and Ethnicity, The Ohio State University; Overlay data from ACS 5-yr 2009-2013 estimates



Cities
 Households w/young children
 1 Dot = 200

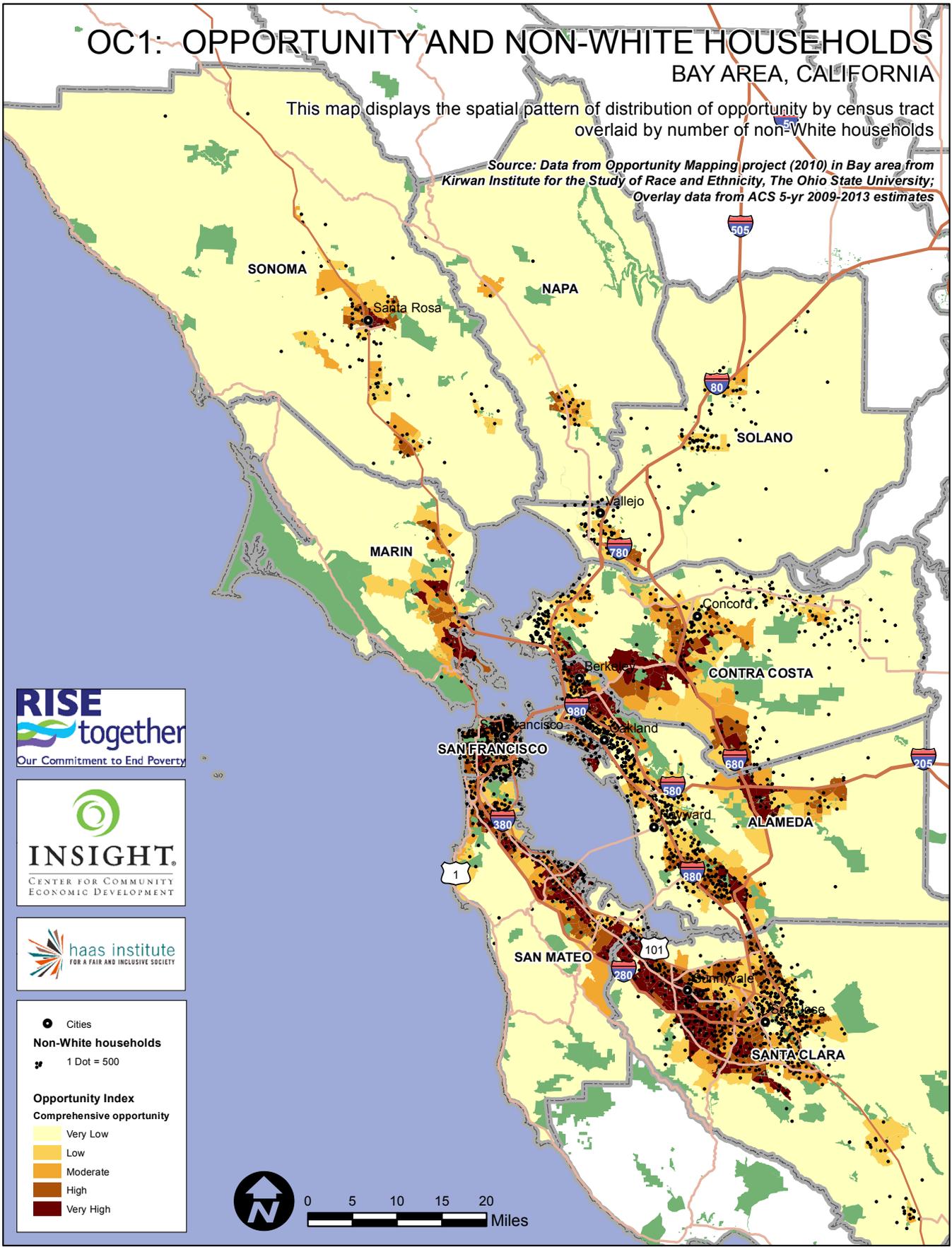
Opportunity Index
 Comprehensive opportunity
 Very Low
 Low
 Moderate
 High
 Very High



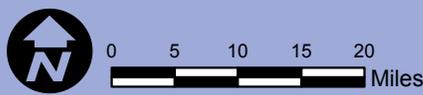
OC1: OPPORTUNITY AND NON-WHITE HOUSEHOLDS BAY AREA, CALIFORNIA

This map displays the spatial pattern of distribution of opportunity by census tract overlaid by number of non-White households

Source: Data from Opportunity Mapping project (2010) in Bay area from Kirwan Institute for the Study of Race and Ethnicity, The Ohio State University; Overlay data from ACS 5-yr 2009-2013 estimates



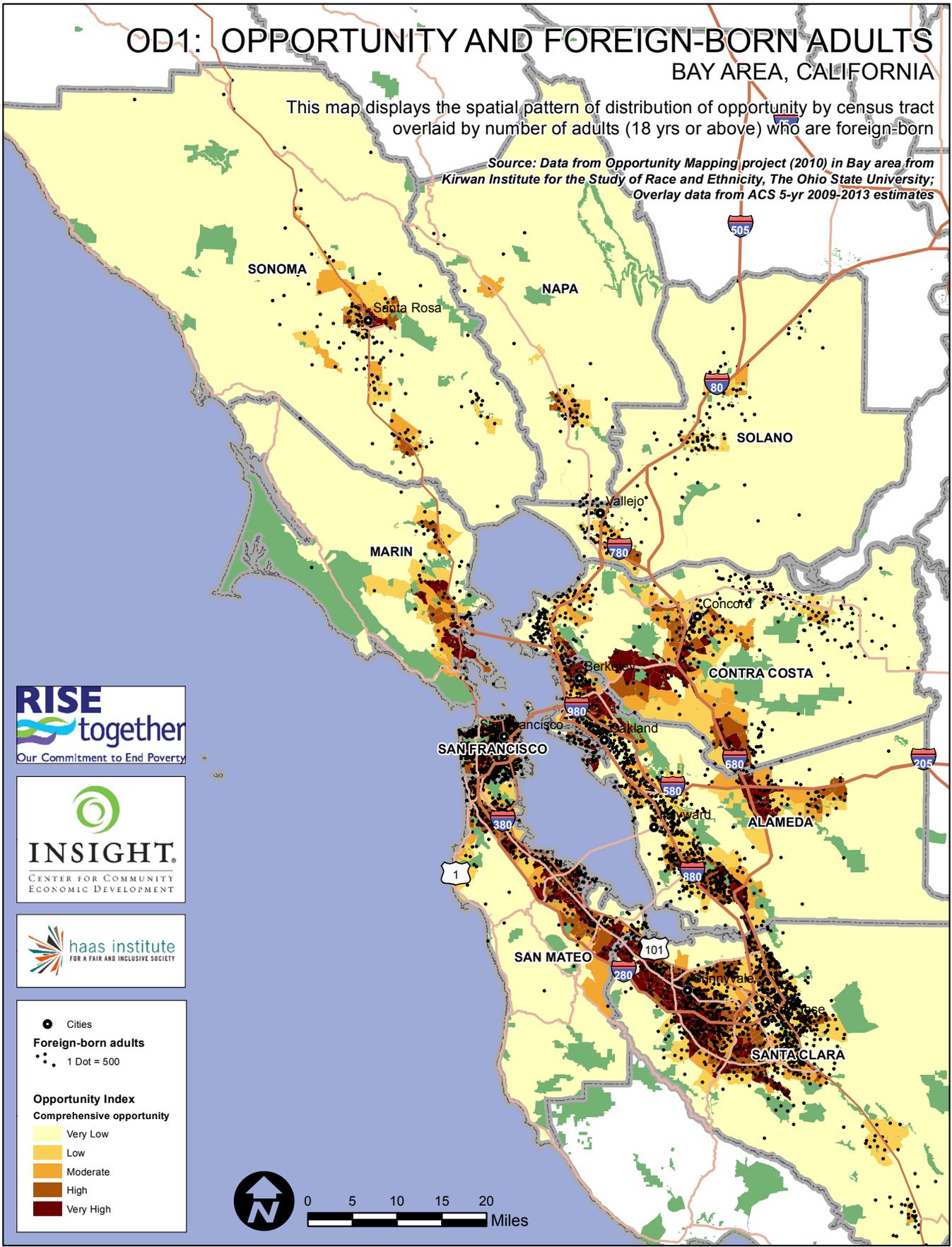
- Cities
- Non-White households**
- 1 Dot = 500
- Opportunity Index**
- Comprehensive opportunity**
- Very Low
- Low
- Moderate
- High
- Very High



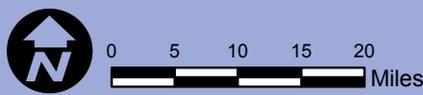
OD1: OPPORTUNITY AND FOREIGN-BORN ADULTS BAY AREA, CALIFORNIA

This map displays the spatial pattern of distribution of opportunity by census tract overlaid by number of adults (18 yrs or above) who are foreign-born

Source: Data from Opportunity Mapping project (2010) in Bay area from Kirwan Institute for the Study of Race and Ethnicity, The Ohio State University; Overlay data from ACS 5-yr 2009-2013 estimates



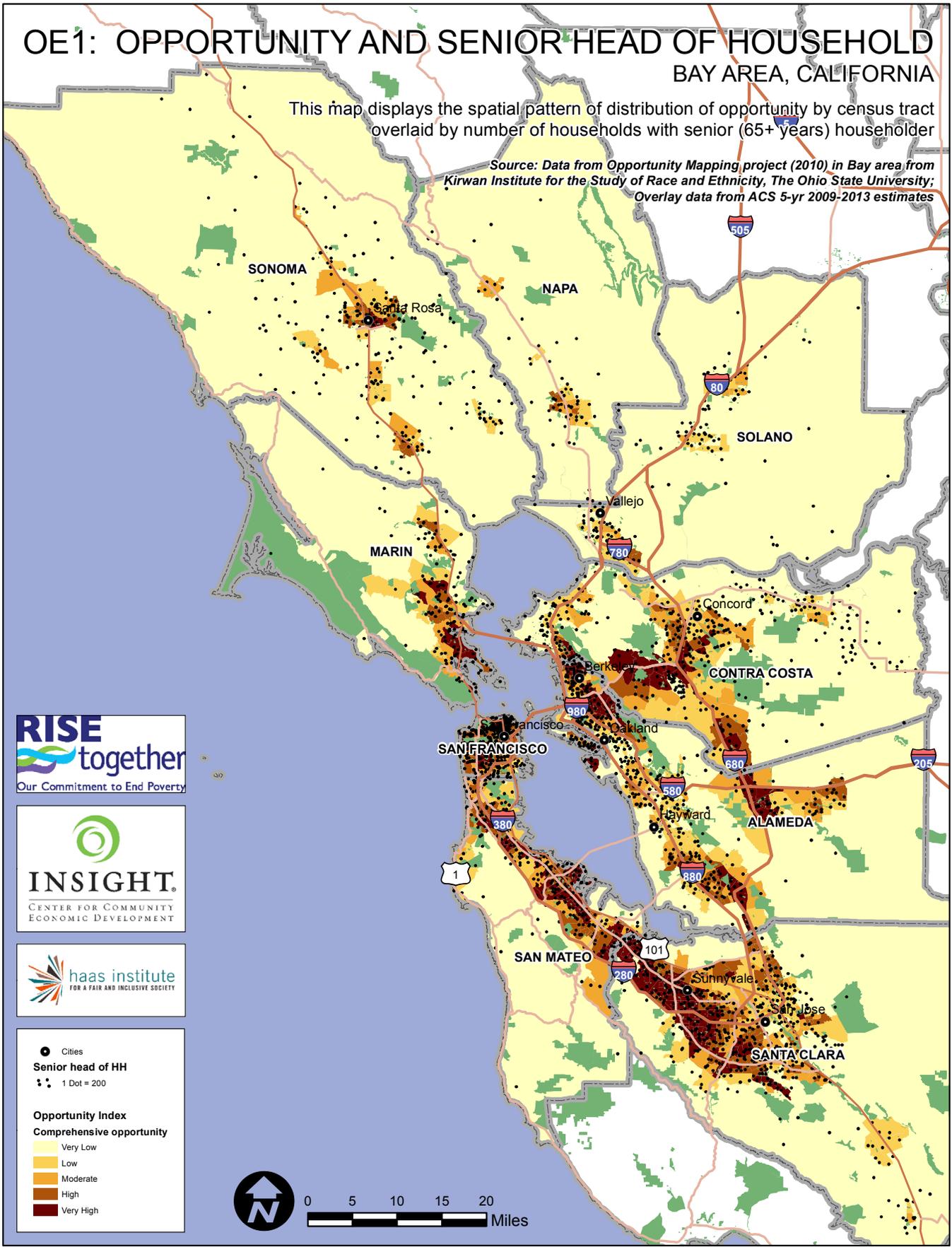
- Cities
- Foreign-born adults**
- 1 Dot = 500
- Opportunity Index**
- Comprehensive opportunity**
- Very Low
- Low
- Moderate
- High
- Very High



OE1: OPPORTUNITY AND SENIOR HEAD OF HOUSEHOLD BAY AREA, CALIFORNIA

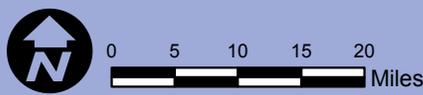
This map displays the spatial pattern of distribution of opportunity by census tract overlaid by number of households with senior (65+ years) householder

Source: Data from Opportunity Mapping project (2010) in Bay area from Kirwan Institute for the Study of Race and Ethnicity, The Ohio State University; Overlay data from ACS 5-yr 2009-2013 estimates



● Cities
Senior head of HH
 1 Dot = 200

Opportunity Index
Comprehensive opportunity
 Very Low
 Low
 Moderate
 High
 Very High



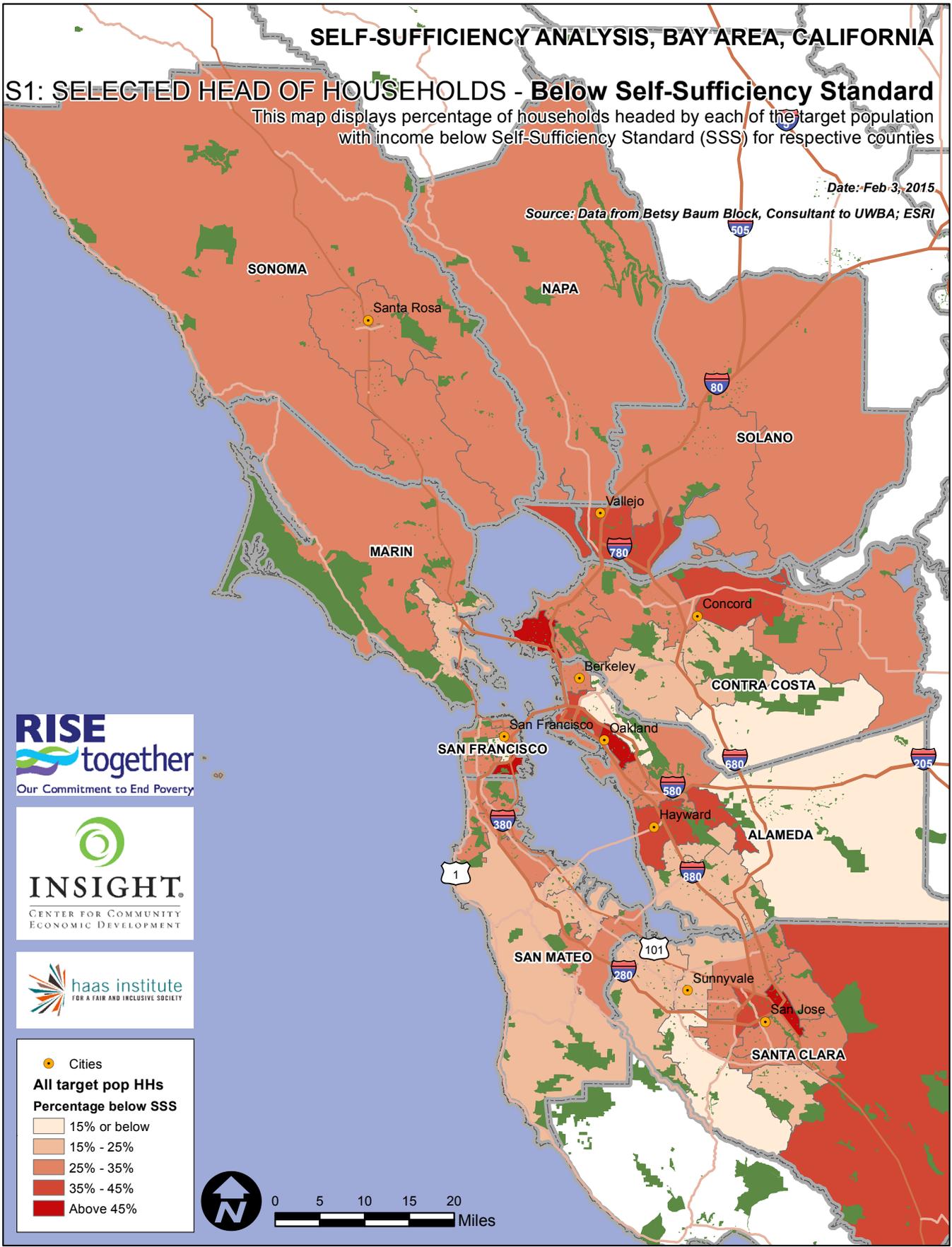
SELF-SUFFICIENCY ANALYSIS, BAY AREA, CALIFORNIA

S1: SELECTED HEAD OF HOUSEHOLDS - Below Self-Sufficiency Standard

This map displays percentage of households headed by each of the target population with income below Self-Sufficiency Standard (SSS) for respective counties

Date: Feb 3, 2015

Source: Data from Betsy Baum Block, Consultant to UWBA; ESRI

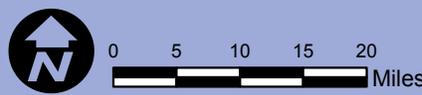


● Cities

All target pop HHs

Percentage below SSS

- 15% or below
- 15% - 25%
- 25% - 35%
- 35% - 45%
- Above 45%



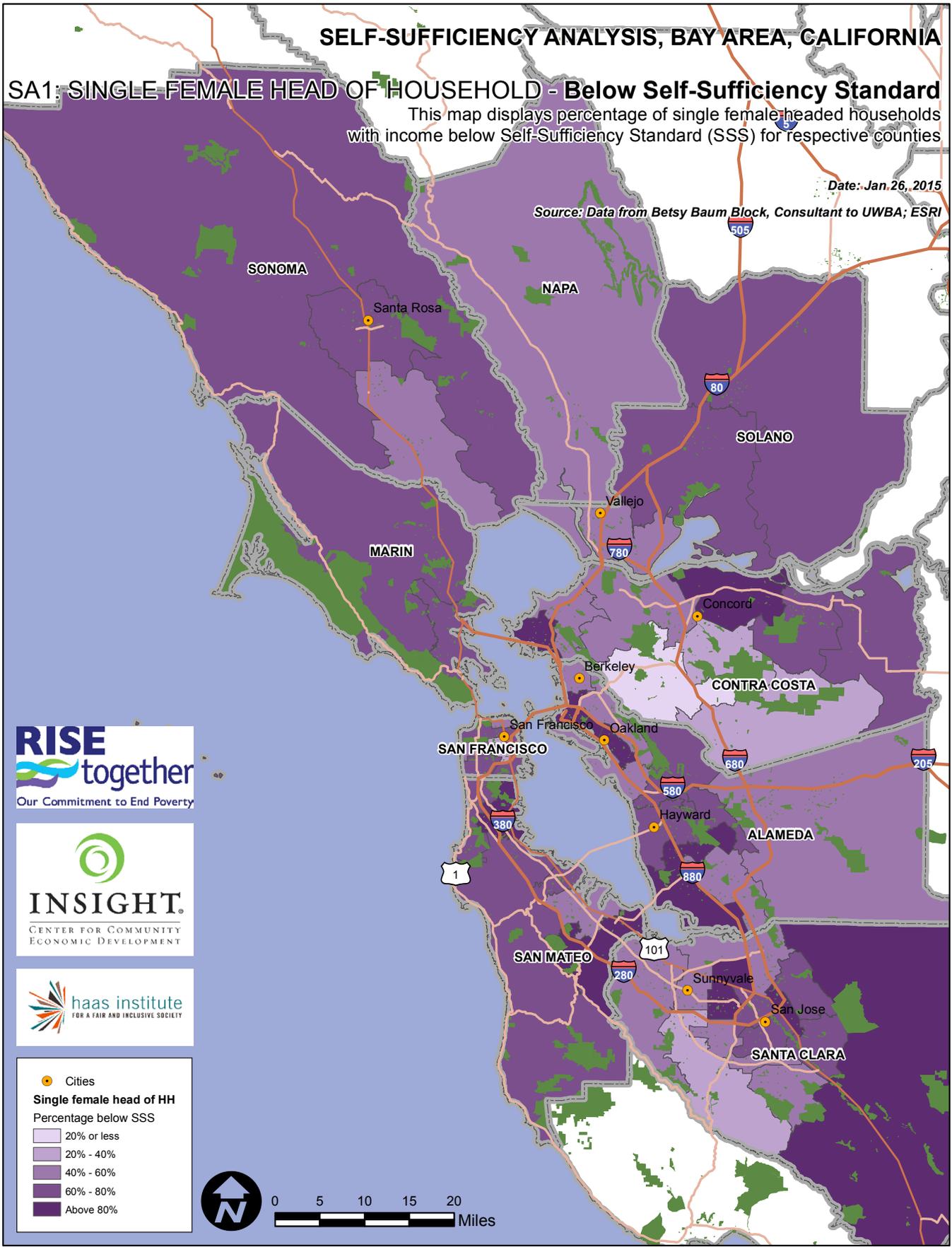
SELF-SUFFICIENCY ANALYSIS, BAY AREA, CALIFORNIA

SA1: SINGLE FEMALE HEAD OF HOUSEHOLD - Below Self-Sufficiency Standard

This map displays percentage of single female-headed households with income below Self-Sufficiency Standard (SSS) for respective counties

Date: Jan. 26, 2015

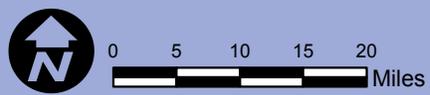
Source: Data from Betsy Baum Block, Consultant to UWBA; ESRI



● Cities

Single female head of HH
Percentage below SSS

- 20% or less
- 20% - 40%
- 40% - 60%
- 60% - 80%
- Above 80%



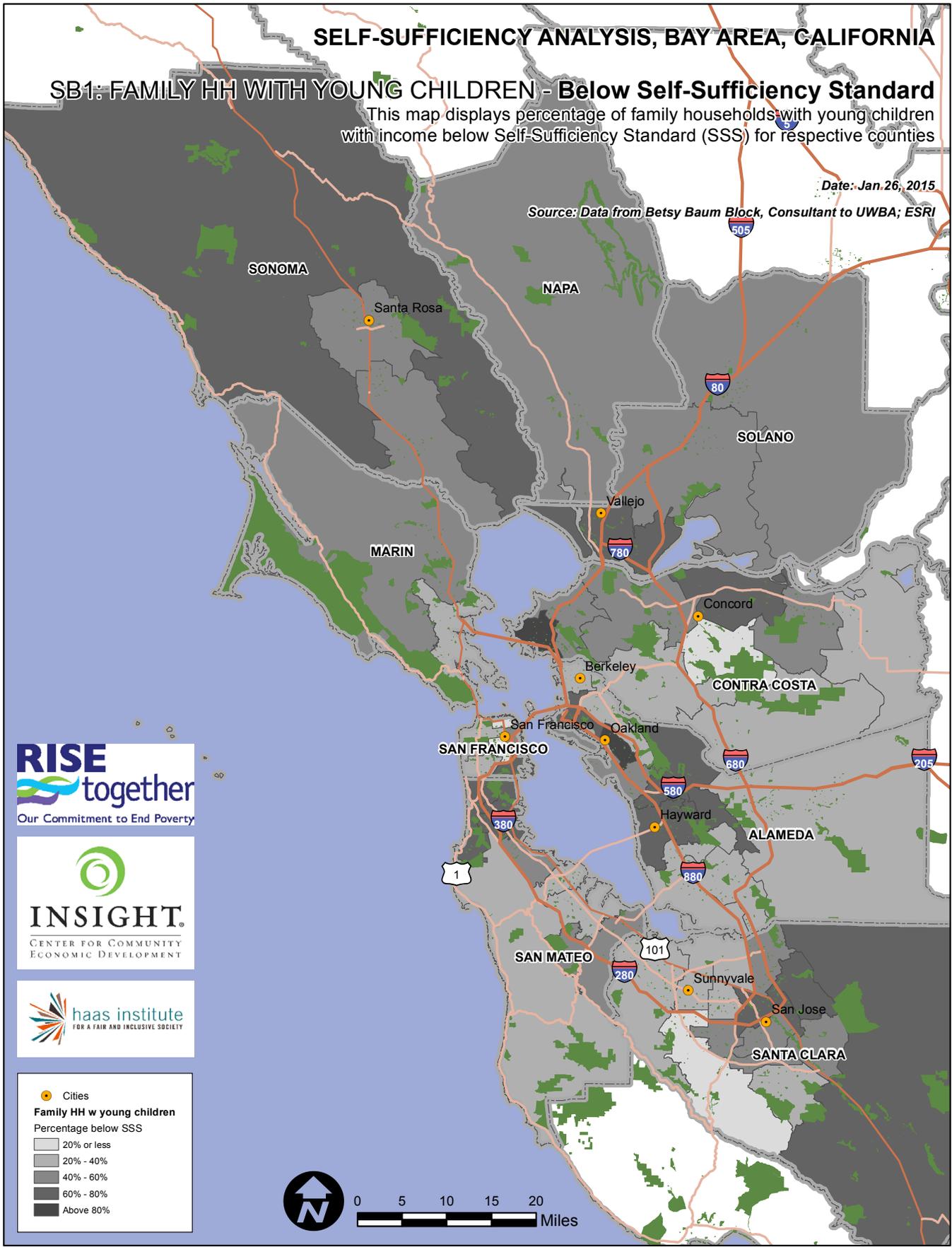
SELF-SUFFICIENCY ANALYSIS, BAY AREA, CALIFORNIA

SB1: FAMILY HH WITH YOUNG CHILDREN - Below Self-Sufficiency Standard

This map displays percentage of family households with young children with income below Self-Sufficiency Standard (SSS) for respective counties

Date: Jan. 26, 2015

Source: Data from Betsy Baum Block, Consultant to UWBA; ESRI



● Cities
Family HH w young children
 Percentage below SSS
 20% or less
 20% - 40%
 40% - 60%
 60% - 80%
 Above 80%



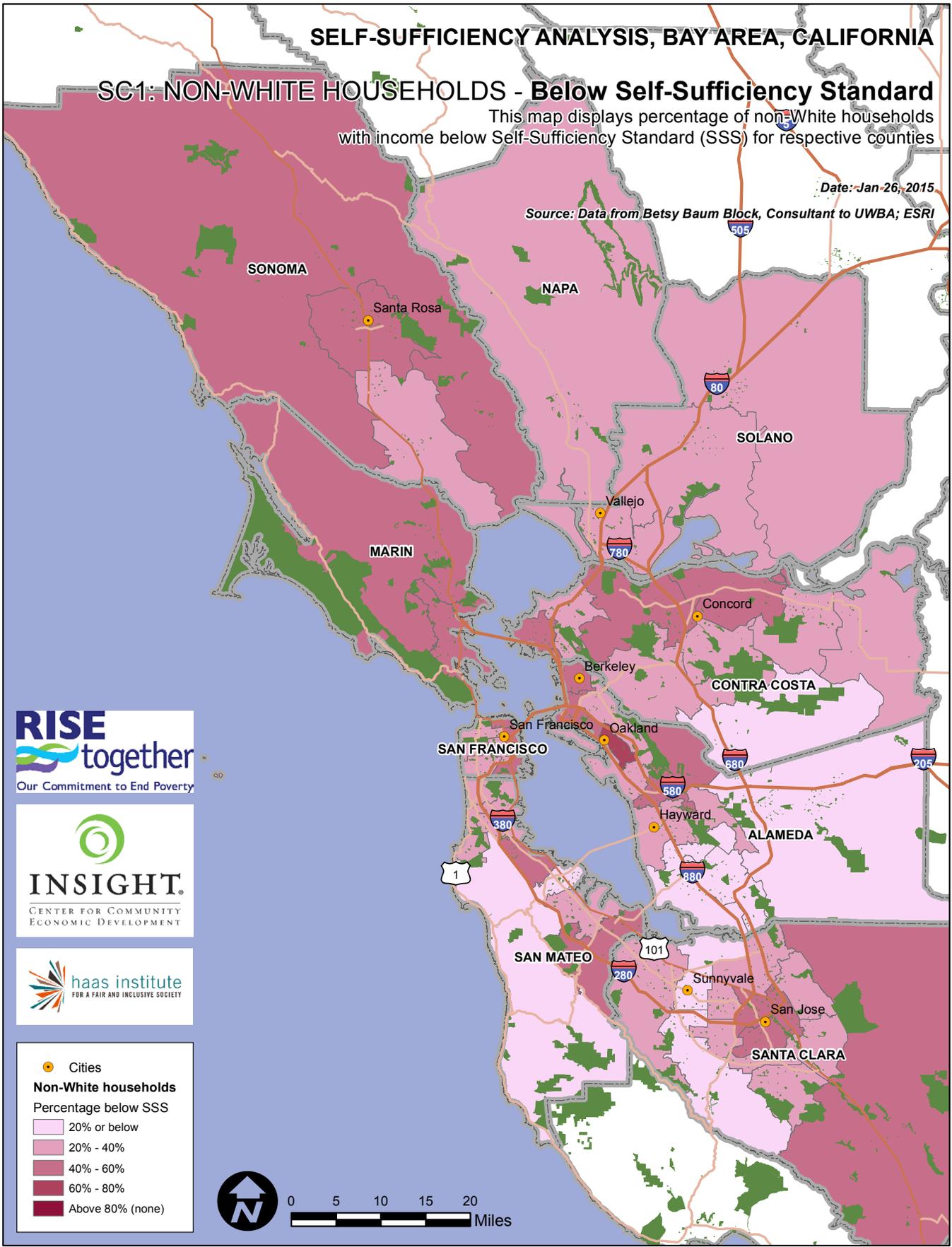
SELF-SUFFICIENCY ANALYSIS, BAY AREA, CALIFORNIA

SC1: NON-WHITE HOUSEHOLDS - Below Self-Sufficiency Standard

This map displays percentage of non-White households with income below Self-Sufficiency Standard (SSS) for respective counties

Date: Jan-26, 2015

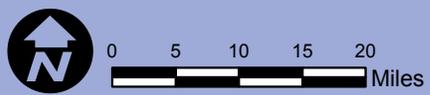
Source: Data from Betsy Baum Block, Consultant to UWBA; ESRI



● Cities

Non-White households
Percentage below SSS

- 20% or below
- 20% - 40%
- 40% - 60%
- 60% - 80%
- Above 80% (none)



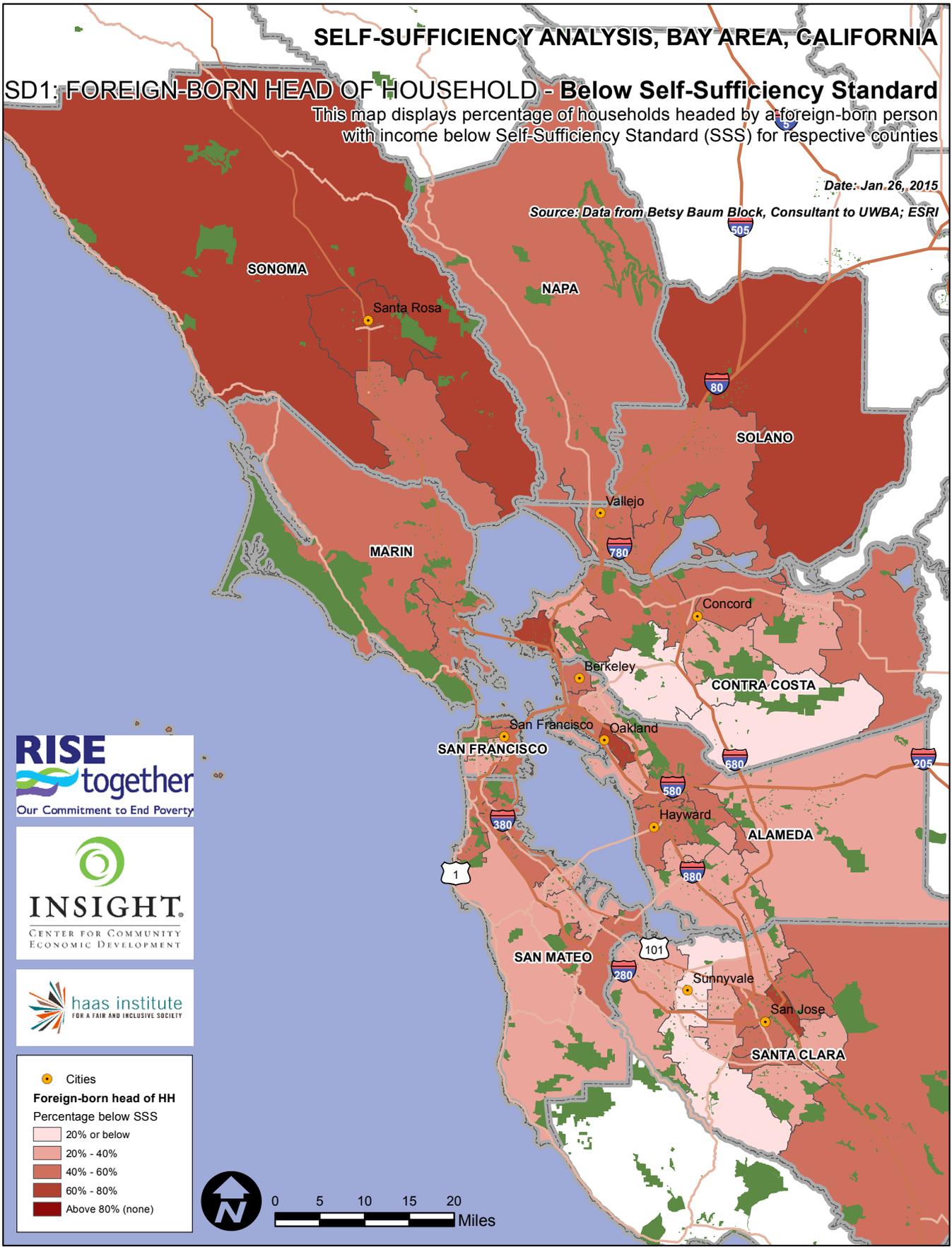
SELF-SUFFICIENCY ANALYSIS, BAY AREA, CALIFORNIA

SD1: FOREIGN-BORN HEAD OF HOUSEHOLD - Below Self-Sufficiency Standard

This map displays percentage of households headed by a foreign-born person with income below Self-Sufficiency Standard (SSS) for respective counties

Date: Jan. 26, 2015

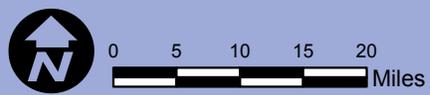
Source: Data from Betsy Baum Block, Consultant to UWBA; ESRI



- Cities

Foreign-born head of HH
Percentage below SSS

- 20% or below
- 20% - 40%
- 40% - 60%
- 60% - 80%
- Above 80% (none)



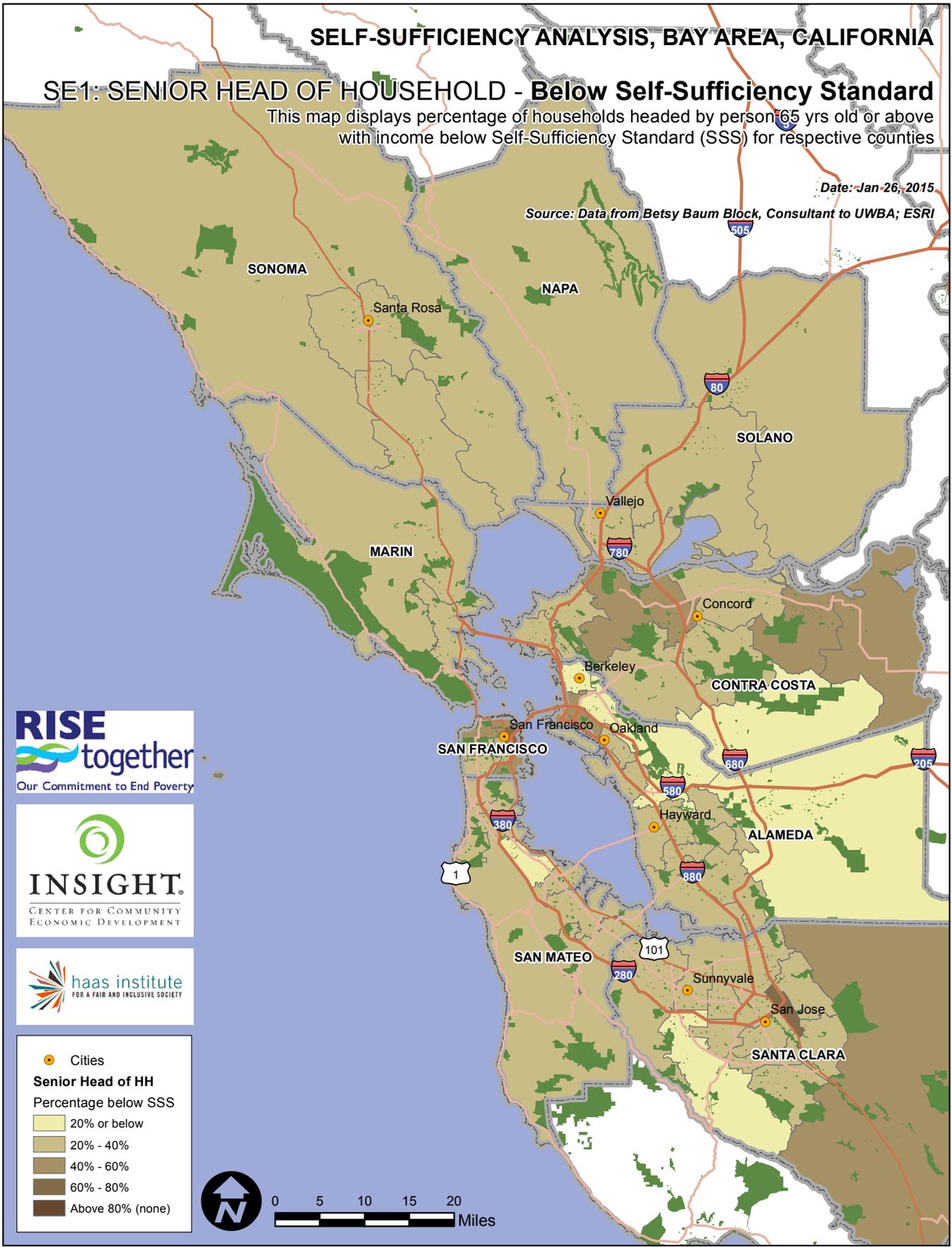
SELF-SUFFICIENCY ANALYSIS, BAY AREA, CALIFORNIA

SE1: SENIOR HEAD OF HOUSEHOLD - Below Self-Sufficiency Standard

This map displays percentage of households headed by person 65 yrs old or above with income below Self-Sufficiency Standard (SSS) for respective counties

Date: Jan-26, 2015

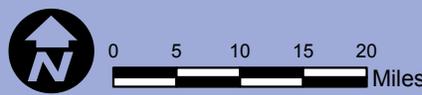
Source: Data from Betsy Baum Block, Consultant to UWBA; ESRI



- Cities

Senior Head of HH
Percentage below SSS

- 20% or below
- 20% - 40%
- 40% - 60%
- 60% - 80%
- Above 80% (none)



APPENDIX C: NOTES - OPPORTUNITY MAPS

Premise of opportunity mapping: We live in a web of opportunity, and our location determines our life outcomes. Good schools, sustainable employment, healthy and stable neighborhoods, all these structures contribute to a comprehensive quality of living. Barriers to these opportunity structures can limit access, and thus compromise on a quality of life that all human beings deserve.

Methodology: Opportunity mapping is a tool to quantify cumulative effects of neighborhood conditions that pose barriers to structures of opportunity. The domains under which these structural barriers are analyzed are generally, housing, education, economy, transportation and public safety. Multiple indicators have been identified under each of these domains as proxy for opportunity. Some of these indicators include homeownership rates, adult education attainment, unemployment rates, access to transit and neighborhood crime rates. For the various opportunity mapping projects done so far, the number of indicators range from 15 to more than 30. Data for each of these indicators is standardized to create unit-less data for indicators with different units e.g. Income in dollars and mean commute time in minutes. The standardization, or z-score, involves calculating deviation of each data point from the data's mean and standard deviation. This simply means calculating how far above or below each census tract is from the average value for the study area. For poverty rate, a census tract being above the mean value would mean that the tract is performing worse and vice versa. Standardized values of each census tract for each indicator under one domain are averaged to get the opportunity score for that domain. Averaging across domains provides comprehensive opportunity index. This index value is distributed into five categories categorized as very low, low, moderate, high and very high opportunity. Though this index is relative to the range of values within the study area, Haas Institute is in the process of developing methodology to create an absolute measure.

List of projects: Austin-TX, Massachusetts, Connecticut, King County-WA, Baltimore-MD, Bay Area-CA

Analyzing self-sufficiency index:

- Analyze number of households below SSS
- Create dot density maps showing spatial distribution of impacted households w.r.t opportunity
- Aggregate percentage of households under each category

List of indicators (18) used in Bay Area Opportunity Mapping project:

- Residential Vacancy Rate
- Neighborhood Poverty Rate
- Home Value
- Crime Rate
- Proximity to toxic waste sites (Number of Toxic Sites)
- Proximity to toxic waste sites (Amount of Release)
- Proximity to Parks & Open spaces
- Gross Rent
- Proximity to Employment
- % of Population on Public Assistance
- Unemployment Rate
- Mean Commute Time
- Transit Access
- Reading Proficiency Scores 09-10
- Math Proficiency Scores 09-10
- Student/Teacher Ratio
- Student Poverty or Economic Disadvantage 09-10
- Adult Educational Attainment

APPENDIX D: COUNTY CONVENING PLACEMAT RESULTS

County	Basic Needs	Education	Jobs/Economy
<p>Alameda county is dominated in its perception by its major urban center, Oakland. Alameda is a major hub for recent immigrants, but many traditionally low-cost places to live are becoming increasingly gentrified. The county is well known as a leader in the Urban Agriculture movement.</p>	<ul style="list-style-type: none"> • Coordinated services through schools • Shared Housing • More efforts to assist undocumented / new immigrants 	<ul style="list-style-type: none"> • Women's empowerment • Community colleges to assist veterans/re-entry • Regional licensing for job professionals 	<p>Need for -</p> <ul style="list-style-type: none"> • Local anchor intuitions to become job pipelines • Transportation improvements to jobs -Regional job coordination/network
<p>Contra Costa is home to large established industry associated with the Chevron and Valero refineries. CCC is geographically (urban, suburban and rural) and economically (very low income to very affluent) diverse. Many took advantage of affordable housing cost in East county, resulting in (long) commutes to other parts of the Bay Area.</p>	<ul style="list-style-type: none"> • Innovative housing options to address homelessness • Improve Cal-Fresh uptake by coordinating efforts to enroll eligibles • Dedicated effort to enroll eligible people into health care through covered California 	<ul style="list-style-type: none"> • Support for quality early learning opportunities for all children • Support educational opportunities to fill the skills gap 	<ul style="list-style-type: none"> • Continue/expand existing efforts to address minimum wage in the policy sphere at the county level • Most new jobs in Contra Costa are low- wage jobs; attract other sources of employment
<p>Marin has a significant amount of its workforce travelling into the county due to the cost of living. Convening participants noted issues such as homogeneity of population (lack of diversity), "hidden poverty" and a rapidly-growing aging population.</p>	<ul style="list-style-type: none"> • Maintain and expand existing efforts in child advocacy/health and education • Expand affordable childcare and housing 	<ul style="list-style-type: none"> • Energy around college preparatory programs as well as programs like cradle to career. • K-12 and college readiness 	<ul style="list-style-type: none"> • Distinct interest in workforce development strategies that collaborate better with WIB and explore things like social enterprise. • AB86 (Re-entry) and WIB collaboration
<p>Napa is a rural county with a high number of immigrants and low-wage workers in the hospitality and agriculture industries. Napa participants think the county is perceived to be without poverty. A high number in the workforce commute into the county.</p>	<ul style="list-style-type: none"> • Maintain/expand current momentum around health and healthcare, especially in the realms of alternative medical care and children's health insurance. • Strong desire to expand family resource centers across the county. • Development of housing subsidies and more affordable housing 	<ul style="list-style-type: none"> • Close education achievement gaps through early learning initiatives and improved ESL supports (especially considering ESL adults) • Expand regional occupational training programs like EMT Firefighting through public high schools as well as vocational education 	<ul style="list-style-type: none"> • Expand apprenticeship programs for non- college bound youth • Address the number of low wage jobs through the hospitality/tourism industries
<p>Santa Clara has a significant number of immigrants and a high cost of living. Participants cited concerns about accessing populations in need due to immigration status, and lack of accessibility of the SSS for large numbers in Santa Clara.</p>	<ul style="list-style-type: none"> • Need for innovation in housing and expansion of affordable housing • Importance of asset building 	<ul style="list-style-type: none"> • Important to grow context learning initiatives and pathways to employment. • Adult education classes and free after school programs 	<ul style="list-style-type: none"> • On the job training and expansion of job training programs
<p>San Francisco County struggles with the high cost of living and high variability in job types, many high-paying and many low-paying with few in between.</p>	<ul style="list-style-type: none"> • Strong need around movement around housing: tenants' rights, homeless prevention, reclaiming public lands. • Need for affordable and available childcare 	<ul style="list-style-type: none"> • Improve public schools and decrease public school segregation • Affordable degree advancement 	<ul style="list-style-type: none"> • Develop coops and worker rights campaigns • Replicate minimum wage policy campaigns

County

San Mateo struggles with high housing costs, poor access to adequate public transportation and difficulties with bringing awareness to the levels of poverty in their county. Participants cited concern about lack of a major metropolitan area, which diffuses many issues.

Basic Needs

- Desire to strengthen the safety net and target services more effectively
- Need to consolidate services and drive them through coordinated service centers

Education

- Collaboration with universities, corporations, and communities of need (Redwood City, East Palo Alto)
- Significant drive behind the "Big Lift" to increase school readiness, attendance etc.

Jobs/Economy

- Financial literacy and access to safe financial projects, along with increased supports for small business owners.
- Job training both for underserved youth and 2nd careers for those over 55

Solano is a mix of developed and rural tracts of land, therefore sees pockets of access to opportunity and large areas that have very little accessibility. Solano participants saw a gap between high- and low-wage jobs, with few options in between.

- Comprehensive transportation both within the region and to Sacramento for more access to jobs and resources.
- Aligned services with a single data entry point. Mapping those resources / making those maps available
- Policies that increase wages and raise thresholds for benefits

- Education about Community schools, expansion of wraparound service models based out of schools; add career/college
- Adult education programs
- Accommodate more diversity through ESL as well as creating more pathways to further education for low incomes

- Anticipate job niches: Green Energy, Specialists, and Local Food
- Regional jobs network
- Increase internships, mentorships and second chance employment

Sonoma is a mainly rural county on the fringes of the Bay Area. Participants noted that because of their location and density, there is a struggle between having the knowledge about what needs to change and having the capacity (and will).

- Need for innovative affordable housing models
- Desire to expand asset building education (economic wellness)

- Strong investment in Cradle to Career and similar type programs
- Consolidation and integration of services from affordable preschool to career pathways

- Microenterprise and economic development, entrepreneurial programs
- Vocational education

The Bay Area includes counties that are rural, urban, and suburban with the connecting thread of an incredibly high cost of living - particularly as it relates to housing. Despite a perception of extreme affluence there is "hidden poverty" is overlooked or ignored. Overall, there is a need for greater coordination of access to and capacity of providers, services, and supports for those living below self-sufficiency.

- Need to increase housing subsidies and access to affordable housing; Identified innovative strategies like Shared Housing
- Affordable childcare is a critical need
- There is the opportunity for greater coordination of services within the context of community/wrap around schools and family resources centers

- Cradle to Career identified as an effective strategy to increase collaboration/ coordination between schools and industry
- Consolidate and integrate services from affordable preschool to career pathways
- Need for affordable and accessible Adult Education.
- Need for specialized education strategies and programs to support under-represented communities

- Regional nature of the workforce with a number of people commuting between counties for work
- Training should be specialized for growing industries and targeted for the hard-to-employ or those facing barriers to employment
- Need for greater inter- and intra- county coordination and collaboration from increasing wages to working with the WIBS

APPENDIX E: CONTRA COSTA WORKGROUP METHODOLOGY

FOCUS GROUP REPORT

Submitted by the Haas Institute for a Fair and Inclusive Society

Background and Goals

In our proposal to the United Way of the Bay Area, we proposed to conduct two professionally facilitated work groups to “understand intergenerational narratives, neighborhood variability across the metro region, and non-spatial barriers to economic opportunity in Richmond/Contra Costa County and Alameda County,” as well as to elicit qualitative feedback on our analysis of the economic conditions of the regions and the target populations and possible best practices. We wish to evaluate current service models for shortcomings and successes, as well as to present possible new best practices or service options for feedback.

The use of workgroups is consistent with a mixed methods approach that combines and synthesizes quantitative data with qualitative insights. Most of our modeling is quantitative, from the opportunity maps to the policy microsimulations, and is designed to assess the scope of the needs confronting target populations as well as the impact of potential policy interventions. But given the complexity of the needs of these populations as well as the limitations of any single policy lever or set of interventions, experience counsels the use of qualitative data to supplement our empirical findings. Workgroup responses can be compiled and correlated to either support the validity of empirical findings or raise new questions for inquiry.

In short, the **goals** of the focus groups/workgroups were:

1. Present our data (modeling, maps, and more) to key stakeholders, community members, and Rise Together partners.
2. Supplement our Quantitative analysis and economic modeling with qualitative insights generated by stakeholders, target population community members, and Rise Together partners on data and findings.
3. Present and elicit feedback on best practices for service provision or policy interventions.

Given the regional variability and variation in economic conditions, resources, and target population needs, we felt that more than one workgroup would be useful in order to assess both ‘best practices.’ Interventions in one part of the Bay Area may be either impractical or unnecessary in other part of the Bay Area. For example, housing and transportation needs are highly variable depending on urban, suburban or rural conditions. In addition, needs such as child care vary among the target populations.

Outreach Strategy

In order to maximize the value of the responses within workgroups, we sought to invite a representative cross-range of participants from the relevant geography, target populations, stakeholder groups, and advocates. We developed a list of potential participants as well as advertise the event for community members, seeking an RSVP. We also planned to provide remuneration, such as a gift card, for participation for community residents.

The Haas Institute carried out outreach for the Richmond Rise Together workshop, drawing on its existing relationships in the community. Over the course about three weeks, the institute reached out through email, phone and direct meetings to distribute information on the workshop and gather input. The following steps were taken institute staff conducting outreach:

1. Created a letter of invitation for individuals, a letter of invitation for organizations, a flyer for the general public, and an online RSVP website.
2. Sent an email invitation and flyer to 84 key individuals in the city drawn from the Haas Institute’s contacts database, as well as 22 contacts provided by Rise Together. The institute used a contacts database of key individuals and organizations in Richmond and filtered this list to select contacts that have an interest in policy, poverty, social equity, or any of the subpopulations prioritized in the Rise Together Roadmap. This generated a list of 84 individuals, including many that are part of organizations and networks.
3. Sent an email to ten key community-based organizations requesting that they distribute the flyer and

invitation to their members, staff, and constituents.

4. Met with seven organizations, as well as the County Supervisor, to discuss the purpose of the workshop, its alignment with their interests and capacity, and their willingness to help with outreach and bring their members.
5. Sent a reminder email to all contacts.
6. Inquired with two key community organizers who work with mono-lingual Spanish speaking residents about whether there was a need for Spanish interpretation services. Interpretation was not needed.
7. Provided gift cards to all participants who were not participating as part of their employment, to increase participation of low-income and unemployed residents.

Some challenges were observed in conducting the outreach. The primary challenge was that none of the community-based organizations knew of Rise Together, and hadn't met with representatives from the initiative. There was a sense communicated by community leaders that they had not been part of planning the initiative, and they were not sure it was aligned with their strategic priorities. Because there were only a few weeks before the workshop, and the research had already been defined and conducted, there was not an opportunity to get input from these groups on the scope of the research or workshop. This lack of a sense of shared ownership and alignment made it hard for community groups to prioritize the workshop and bring their constituents.

Depending on space limitations, we sought to invite anywhere from 30-60 people to each of the convenings. The idea would be to then subdivide the participants into small groups. Some groups would be intentionally homogenous, such as all advocates, community members, or target populations. Some groups would be intentionally heterogeneous. The responses offered by various individuals in homogenous versus heterogeneous groupings differ as individuals provide different kinds of feedback based upon workgroup dynamics. Heterogeneous groups must offer collective feedback that seeks to balance various perspectives, whereas homogenous groups often reflect less balanced perspectives or at least, more focused perspectives.

The outcome of the outreach was that 25 participants attended the workshop, which was the minimum the institute had planned for. This group included 18 individuals who were there purely as residents, 3 elected officials, and 4 agency/non-profit staff. The group was about half African American, a quarter Latino, and the rest white, Asian American or multi-racial. About half the participants were women, half men, and one participant brought her daughter. No teens attended, but several participants were in their 20s, a couple were retired, and the rest were middle aged.

The workshop was held at Solar Richmond, a well-known job training and green community development organization in Richmond (See <http://www.solarrichmond.org/about>). Through an existing relationship with the Director of Solar Richmond, institute reached out to ask if the group would be open to hosting the workshop. The Director, Cheryl Vaughn, was eager to support the work and saw a clear connection between the purpose of Rise Together and the mission of Solar Richmond. The location was well-suited in that it is in the heart of central Richmond, is widely known in the community, and has ample space for workshop and break-out groups.

The Community Convening Overview

Because not everyone who RSVP'd will show up, the registration process at the beginning of the day was flexible enough to modify or change workgroup designations as people arrive and sign-in. Because of late and unexpected arrivals, Workgroup assignments were even modified or worked through during the first set of presentations. We ended up with around 25 community participants at the Contra Coast Workgroup. The participants were registered as either community members, policy folks (such as city council members, etc.) or members of advocacy groups in the non-profit sector. The first workgroup assignments were essentially random, but the second group has specifically designed to create some more homogenous groups.

After registration, we had a brief welcome. The welcome included representatives from the Rise Together coalition as well as from Insight and Haas Institute and John Gioia of Richmond. After a brief welcome and an explanation of the purpose of the convening, we had a brief presentation that would contextualize the questions for the participants.

The first presentation presented opportunity maps, target population maps, and some preliminary findings.

Specifically, the first presentation will include show the 5 maps that illustrate where the vulnerable ‘target’ populations reside within the Bay Area, and then the 5 maps that ‘zoom’ in for the county in which the presentation is occurring. We asked audience members where these populations are located, and then have the presenter show the maps to see if they correlate with or ‘correct’ the answers given. We then introduced the opportunity maps, briefly and clearly explained the meaning of those maps, and showed the population overlays with any critical observations (we may want to show some tables here). Then, the presenter articulated the questions (on a slide) that the workgroups will be answering in the first workgroup.

The facilitator then asked the participants to break up into their pre-assigned workgroups, which were indicated on notecards with each participant’s name. Each workgroup would designate a note taker and spokesperson to report out. Because of the number of participants, we ended up having four different workgroups, with workgroup assignments changing between sessions. Each workgroup then worked through the articulated questions. Those questions were:

1. What do you see as the most critical need for people in your neighborhood/community? (e.g., jobs, transportation, housing, healthcare?)
2. What anti-poverty services/programs do you think are working? (rank top 5)
3. What anti-poverty services/programs do you think are not working, and why? (Choose no more than 5).

Facilitators would be on hand to walk around to help spur conversation, keep conversation on track, and provide prompts for groups struggling to answer the questions (see Moderator Tip Sheet, appended). At the end of the first workgroup period, each workgroup would post their answers on large butcher paper on the walls in the room, and after a short break, each workgroup would report out their answers.

Following the first workgroup and a short break, a second presentation would be given from Insight on self-sufficiency data, microsimulations and possible best practices. Specifically, Insight presented the concept of Self-Sufficiency how it differs from the ‘federal poverty line’, the Self-Sufficiency Maps/Tables (and explain the concept, and), and then policy simulation and findings.

After the second presentation, the workgroups were reconvened to work through a pre-defined set of questions about the second presentation, as following:

1. What surprised you about the simulation results or the degree of economic insecurity in your community?
2. Based on the simulation results, which policies/services seem most worth pursuing?
3. Which policies should be simulated in the future (rank top 5)?

After a break and a report out from the second set of workgroups, the convening would be adjourned. The Haas Institute and the Insight Center would then compile all of the workgroup response into a set of notes, and then synthesize the notes into a report.

In short, we followed this itinerary:

- 9:00-9:30:** Registration
- 9:30-9:45:** Welcome (Facilitator, Rise Together, Insight & Haas)
- 9:45-10:05:** HIFIS Presentation
- 10:05-10:10:** Break (5 minute rest break)
- 10:10-10:50:** Workgroups
- 10:50-10:55:** Break (hang posters, reconvene)
- 10:55-11:20:** Insight & HIFIS Presentation
- 11:20-12:00:** Workgroup Breakout
- 12:00-12:05:** Break (rest break, hang posters)
- 12:05-12:35:** Workgroup Report Out
- 12:35-1:00:** Closing Remarks & Evaluation

The workgroup closed around 1:10, as the report out took slightly longer than expected.

Workgroup Responses

Participants were sorted into 4 small working groups to discuss the materials. As expected, there is broad consensus around key responses. The first set of workgroup questions was designed both to elicit key information but also to provide an internal context and foundation for the remainder of the discussion.

1. What do you see as the most critical need for people in your neighborhood/community? (e.g., jobs, transportation, housing, healthcare?)

The most common response focused on both jobs and access to jobs, including skills acquisitions and job and vocational training. In one workgroup, a participant said, “You need to teach people to be independent, and stand on their own two feet.” Employment issues and quality jobs/wages, and skills mismatch were the most salient themes in these workgroups.

Beyond that, *housing, criminal justice, and transportation* were major areas of concern. Two of the four discussion groups emphasized criminal justice issues as a pressing concern for their neighborhoods – calling out police brutality and the inequities in the system, and the way in which people struggling to make ends meet are treated differently within these systems. Two of the four discussion groups also emphasized the need for better or improved transportation systems, especially with respect to getting to classes or training opportunities as well as the costs of commuting out of Richmond. Two of the groups also emphasized the need for affordable housing.

2. What anti-poverty services/programs do you think are working? (Rank top 5)

The responses to this question were, in some cases, idiosyncratic to the participants and the locale. Programs that had several representatives present. For example, were mentioned by multiple groups. In general, though, job training, pre-apprenticeship programs, and local hiring policies were consistently cited as the most successful programs and policies. Notably, standard income supplement programs, such as food stamps and social security, were not cited.

3. What anti-poverty services/programs do you think are not working, and why? (Choose no more than 5).

Two consistent concerns heard across discussion groups were that existing programs and service delivery models lack targeted outreach or sufficient outreach and that they are not tailored to the existing job market. Several groups noted that existing programs may be excellent, but that folks cannot take advantage of them because they lack knowledge of them. Relatedly, there was concern that many of the training programs are not teaching the skills that are needed in the current workforce. Or, if they are teaching the technical knowledge, they are not providing the soft skills required to obtain the job in the application and interview process. It is not just the array of existing programs that matter, but their relevance and their outreach model.

The second set of workgroup questions focused on eliciting feedback based upon a presentation on the concept of economic security and the policy simulation results.

4. What surprised you about the impact of each policy or the degree of economic insecurity in your community?

Three groups emphasized the value of seeing the actual data visually and numerically, not just their own perceptions of the situation. In general, however, the workgroups expressed surprise regarding how many households live both below the Standard and the FPL, and how limited the impact of some of the key policies would be. As one participant said, “What surprised me is what it would take to bring everyone up.” The number of households living below the Standard and FPL is a daunting challenge.

Some participants expressed skepticism about the Self-Sufficiency Standard as a goal or target. As one group member noted both as a note of skepticism as well as to contextualize the simulation results, “You can’t apply anti-poverty policy and expect middle class results.”

5. Based on the simulation results, which policies/services seem most worth pursuing?

Groups recognized the value of the minimum wage, but acknowledged that a \$15 minimum wage may be insufficient, and that while it affected more households, its impact was not necessarily deep. Most groups came

to realize that no single policy or intervention would be sufficient to the goals of moving critical populations above the Standard threshold for economic security. The key conclusion seemed to be that we needed a combination of interventions to make the biggest impact.

6. Which policies should be simulated in the future (rank top 5)?

The most consistently identified policy was a child care subsidy or support for future simulation. Some groups felt that free or deeply subsidized child care might have the greatest impact on the target populations and in their community.

Another policy that was recommended by multiple groups is the effect of local hiring mandates or targeted hires in their community. Groups also felt that they would like to see local analysis, not just county-wide or Bay Area wide impacts.

Another consistent suggestion was to simulate the effects of vocational programs, trades, and skilled labor, not just a transitional jobs program.

APPENDIX F: ECONOMIC MICROSIMULATION METHODOLOGY

The policy simulations in this paper estimate the number of households in the Bay Area who would be pulled above the Self-Sufficiency Standard and Federal Poverty Line under several different policy change scenarios. Using I-PUMS American Community Survey five-year data for 2008-2012, each simulation estimates what every individual surveyed household's income would have been had the policy been in effect during 2012.⁸² Several simulations first simulate a change in individual level income and then calculate the respective change in the individual's household income. Census data is used to weight each household according to how many households it represents in the actual population.

These simulations use very basic models that are unable to take into account the many complex factors that determine individual and household income. The results provide insight as to the likely impact that each policy may have relative to the other policies simulated. However, a more rigorous analysis would be necessary to accurately estimate the exact number of households impacted in each the simulations.

The following describes the methodology used and assumptions made for each of the simulations.

MINIMUM WAGE SIMULATION

The minimum wage simulation estimates what every individual surveyed household's income would have been in 2012 if the minimum wage had been \$15 an hour instead of the actual minimum wage of \$8 an hour. The simulated minimum wage is modeled to affect all people who earned between \$8 and \$17.25 an hour. In the simulation, people whose actual wage was within 15% of the simulated minimum wage (\$12.75 to \$17.25 an hour) are assigned a simulated wage that is above the simulated minimum wage. It is assumed that as employers increase their employees' wages to comply with a new minimum wage, they will increase some peoples' wages to a level above the new minimum wage in order to somewhat maintain the previous distribution of wages at their business. The table above shows the hourly wages assigned in the simulation based on each individual's actual hourly wage.

Assumptions

- While some studies have found that an increase in the minimum wage does not lead to job loss or can even increase employment, the effects of the minimum wage on unemployment are still hotly debated by economists. In order to arrive at a conservative estimate, this analysis assumes that demand for near-minimum wage workers has an elasticity of -0.06.⁸³ This means that each worker who receives a wage increase as a result of the simulated minimum wage increase will have a probability of losing their job equal to 0.06 times the estimated increase in their wage. Those workers who lose jobs in the simulation will have their simulated wage and salary income reduced to zero.
- Individuals who currently earn less than the state minimum wage are assumed to be either tipped workers or paid off the books and would not be affected by the minimum wage increase.
- Self-employed individuals are not considered eligible for the minimum wage increase.

Rent Subsidy Simulation

RENT SUBSIDY SIMULATION

The rental subsidy simulation models the impact of providing a subsidy to households whose household income is below the Self Sufficiency Standard for their household type and whose monthly rent is greater than 30% of their annual household income divided by 12. The amount of the subsidy is equal to the different between the household's annual rent and 30% of annual household income.

⁸² Ruggles, S. J., et. al. (2010). "Integrated Public Use Microdata Series: Version 5.0." [Machine-readable database]. Minneapolis, MN: Minnesota Population Center [producer and distributor].

⁸³ Based on Giannarelli, L., J. Morton, and L. Wheaton. (2007). "Estimating the Anti-Poverty Effects of Changes in Taxes and Benefits with the TRIM3 Micro-simulation Model." Urban Institute Technical Report. http://www.urban.org/UploadedPDF/411450_Estimating_Effects.pdf

Actual Hourly Wage	Simulated Hourly Wage
< = 12.75	15.00
12.75< and <=13.13	15.29
13.13< and <=13.50	15.53
13.50< and <=13.88	15.75
13.88< and <=14.25	15.96
14.25< and <=14.63	16.16
14.63< and <=15.00	16.35
15.00< and <=15.38	16.53
15.38< and <=15.75	16.70
15.75< and <=16.13	16.85
16.13< and <=16.50	17.00
16.50< and <=16.88	17.13
16.88< and <=17.25	17.25

Assumptions

- The behavior of renters and landlords will not change as a result of the subsidy. In the real world, renters may choose to move to a more expensive apartment once they have access to the subsidy and landlords may charge more to households that receive the subsidy. Areas in which a significant number of residents receive the subsidy could see rental prices increase overall.
- Monthly income is equal to annual income divided by 12. In reality, income may vary over the course of the year.
- There is no cap on the amount of subsidy a household can receive.

GRADUATION RATE SIMULATIONS

The graduation rate simulation models the impact of increasing the number of adults 25-34 in the labor force who graduate from high school. In the simulation, 80% of all adults 25-34 in the labor force with less than a high school degree are randomly selected for an increase in educational attainment. One third of these were assigned a high school degree, one third were assigned an Associate’s degree, and one third a Bachelor’s degree. These randomly selected individuals are also randomly assigned an employment status (employed or unemployed) based on the employment rate of individuals of their same gender, race, ethnicity, and simulated educational attainment. Finally, the

randomly selected individuals are assigned a simulated wage and salary income based on the average wage and salary income of individuals of their same gender, race, ethnicity, simulated educational attainment, and simulated employment status.

For example, say an Asian American female with no high school degree is randomly selected for an increase in educational attainment and is assigned an Associate’s degree and an “employed” employment status. In the simulation, her assigned wage and salary income will be equal to the actual average wage and salary income for employed Asian American females with an Associate’s degree.

Assumptions

- Simulated high school graduates would be able to find jobs that are equivalent to the jobs that actual high school graduates have. In other words, the simulation assumes that the labor market has room to absorb more workers with high school degrees and that wages for jobs that high school graduates typically occupy will remain the same. In the real world, additional high school graduates may increase competition for some jobs. This could cause wages for some types of jobs to decrease or could increase the number of high school graduates in jobs that were previously held predominantly by non-high school graduates.
- Simulated high school graduates’ employment rate would be equivalent to the employment rate for actual high school graduates of their same gender, race, ethnicity, and age category.
- Simulated high school graduates’ earnings would be equivalent to the average earnings for actual high school graduates of their same gender, race, ethnicity, age category, and employment status.

TRANSITIONAL JOBS SIMULATION

The transitional jobs simulation is based on a similar simulation used in “Reducing Poverty in Wisconsin,” a report prepared by the Urban Institute.⁸⁴ Individuals are considered eligible for the transitional jobs program if they are between 18 and 64 years old, do not receive SSI or Social Security, and work less than 32 hours a week.

84 Giannarelli, L, Lippold, K. & Martinez-Schiferl, M. (2012, June). “Reducing Poverty in Wisconsin: Analysis of the Community Advocates Public Policy Institute Policy Package.” Washington, D.C.: Urban Institute. <http://www.urban.org/UploadedPDF/412604-Reducing-Poverty-in-Wisconsin.pdf>.

The transitional job lasts 30 weeks and participants may choose to work between 8 and 40 hours. However, participants can only work a total of 40 hours per week between the transitional job and any other employment they have. If a participant is not able to find a job after leaving the transitional job, they will be eligible to reenter the program after four weeks. The simulated transitional jobs will pay the prevailing minimum wage during the year of simulation (2012), which was \$8 an hour.

This simulation assumes that the probability that an eligible individual will participate in the transitional jobs program will vary. Students, individuals with retirement income, and individuals with ambulatory disability are assumed to be less likely to participate. In addition, individuals who work more hours in a regular, non-transitional job are assumed to be less likely to participate. The following take-up schedule from the “Reducing Poverty in Wisconsin” report is used to model which eligible individuals would decide to participate in the transitional jobs program.

Transitional Jobs Program Simulated Take-up Rate

Percent of Poverty Threshold	Number of Average Hours Worked Per Week in Regular (Non-transitional) Jobs			
	0	1 to 16	17-24	25-32
Up to 100%	75%	50%	40%	25%
101% to 150%	65%	45%	30%	15%
151% to 200%	55%	35%	20%	5%
201% to 250%	30%	20%	5%	0%
251% to 300%	10%	1%	0%	0%
Above 300%	2%	0%	0%	0%

Students

Up to 100%	37.5%	25%	20%	12.5%
101% to 150%	32.5%	22.5%	15%	7.5%
151% to 200%	27.5%	17.5%	10%	2.5%
201% to 250%	15%	10%	2.5%	0%
251% to 300%	5%	0.5%	0%	0%
Above 300%	1%	0%	0%	0%

Individuals with Retirement Income

Up to 100%	18.75%	12.5%	10%	6.25%
101% to 150%	16.25%	11.25%	7.5%	3.75%
151% to 200%	13.75%	8.75%	5%	1.25%
201% to 250%	7.5%	5%	1.25%	0%
251% to 300%	2.5%	0.25%	0%	0%
Above 300%	0.5%	0%	0%	0%

Individuals with Ambulatory Disability

Up to 100%	56.25%	37.5%	30%	18.75%
101% to 150%	48.75%	33.75%	22.5%	11.25%
151% to 200%	41.25%	26.25%	15%	3.75%
201% to 250%	22.5%	15%	3.75%	0%
251% to 300%	7.5%	0.75%	0%	0%
Above 300%	1.5%	0%	0%	0%

Assumptions

- All individuals who want a transitional job are able to find one.
- Transitional job participants will choose to work a total of 36 hours each week, including hours in a transitional job and any non-subsidized employment they may have.
- Transitional job participants will not find additional unsubsidized employment during the year and will work a total of 48 weeks in a transitional job.

RISE TOGETHER INTERVENTION PACKAGE SIMULATION

The final simulation combines all of the policies from the previous simulations. The graduation rate simulation is run first, followed by the minimum wage simulation, the transitional jobs simulation, and finally the rental subsidy simulation. Eligibility for each simulation is determined by the household income of the previous simulation.

Rise Together Literature Review

Policy and Program Strategies to Grow Bay Area Prosperity



A REPORT PREPARED BY APPLIED SURVEY RESEARCH (ASR) FOR RISE TOGETHER BAY AREA



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APPENDIX G: LITERATURE REVIEW

ABOUT RISE TOGETHER BAY AREA

Rise Together Bay Area is a 10-year initiative to measurably cut poverty and grow prosperity in the 9-County San Francisco Bay Area region of California. Over 180 Rise Together partners across government, philanthropy, business and nonprofit sectors are working collectively to implement the Roadmap to Cut Bay Area Poverty, which frames support for the economic and social mobility of vulnerable populations (including single mothers, young families, men and boys of color, immigrants and seniors) in their progress toward self-sufficiency through the key drivers of basic needs, education, jobs/economic and policy supports and strategies.



ABOUT THE RESEARCHER

Applied Survey Research (ASR) is a non-profit, social research firm dedicated to helping people build better communities by collecting meaningful data, facilitating information-based planning and developing custom strategies. The firm was founded on the principle that community improvement, initiative sustainability and program success are closely tied to assessment of needs, evaluation of community goals and development of appropriate responses.



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EXECUTIVE SUMMARY

Introduction

Poverty is a widespread issue across the Bay Area. It is no secret that the home of so many billion dollar companies is also home to large numbers of homeless and low-income families and individuals. The “American Dream” of equal opportunity is not being met, leaving many unable to break out of poverty and take a step up on the income ladder. Having basic needs met, proper education, and access to jobs with living wages can help those on the low end of the income ladder make their way upward and out of poverty. Indeed, this approach is fundamental to the *Rise Together* theory of change. To support further development of the *Rise Together* economic mobility change approaches, the ASR team of researchers has summarized the existing literature on effective, evidence-informed, poverty-reducing, people-and-place based strategies that help raise income or result in more disposable income for families.

Strategies Targeting Basic Needs, Education, and Jobs

There are a variety of poverty reduction strategies across the United States; the following review touches on only a few of numerous potential programs and policies targeting basic needs, education and employment that could be effective for reducing poverty in the Bay Area. While it is impossible to delve deeply into every possible strategy, the strategies chosen were outlined because of their strong potential to generate measurable economic progress among vulnerable low-income populations within 3-6 years. Poverty and lack of mobility are problems that endure, and it is through organizations working collectively together and tackling these problems strategically that we will see change.

Basic Needs: Having access to basic needs such as savings, healthcare, and food are extremely important for keeping families and individuals out of poverty. One of the biggest basic needs that is lacking in the Bay Area is housing. The cost of living in all nine of the Bay Area counties is high and access to housing, let alone affordable housing, is difficult. Shared Housing and Rapid Re-Housing are two strategies in the United States that have been shown to be very effective in helping homeless and low-income populations. Shared housing programs have been extremely successful in lowering the amount of income that participants must spend on housing and living arrangements. Similarly, Rapid Re-Housing programs work in that they house people immediately, therefore allowing them to address other concerns such as finding employment or getting mental health treatment. While Rapid Re-Housing participants do not receive long-term financial support, the short-term housing subsidies and rent supports aid families in financial crisis for the time being. Recidivism of families becoming homeless after participating in a Rapid Re-Housing program was found to be lower than in emergency or transitional housing programs.

Education: Education is also of great concern when it comes to poverty. Poor education and lack of educational opportunity have the capability to keep individuals on the lowest rung of the income ladder, while strong educational support and high educational attainment can boost individuals to move farther up this ladder. Education models such as Cradle to Career models and contextualized education can be very successful in helping low income youth and young adults break out of poverty. *Strive Together’s ‘Cradle to Career’* model uses a collective impact approach to develop and sustain local partnerships for the purpose of creating education



ecosystems that support children and youth from early childhood through their success in the workforce. In Fresno, a Cradle to Career framework, demonstrated higher high school and college graduation rates compared to traditional education programs. On another front, contextualized education programs such as *Linked Learning* have similar results. *Linked Learning* integrates academic and technical classroom content along with workplace experience to improve student engagement, academic achievement, high school graduation rates, and successful transitions to a range of postsecondary options, especially among low-income and disadvantaged youth.

Jobs/Economy: Access to and retaining employment is another prevalent issue amongst people living in poverty. Not only do they face greater barriers to accessing jobs, but often, even if they have a job, it is not enough to sustain themselves or their family. Female heads of households and individuals entering the workforce with a criminal record have the most difficult time accessing jobs. Programs like Social Enterprise and access to affordable, quality child care are two strategies that help relieve barriers for individuals trying to obtain a job. Social enterprises not only provide access to work, but they also provide training to ensure that these workers are developing useful skills to help them grow vocationally and personal supports to employees so that they are able to successfully work and maintain other priorities such as a family. Similarly, access to affordable, quality child-care allows parents work without fear for their child's safety, nurturing, and development. Finally, State EITC Tax Credits have also been shown to be successful in boosting disposable income for low-income families as well as incentivizing individuals to work. Working, low-income individuals with a family receive the largest pay-back from both the State and Federal EITC. If California implemented a State EITC Tax Credit, many low-income workers and families would benefit.

INTRODUCTION

Poverty and Mobility

Poverty is a complex and lasting social problem and while many organizations across the country have made impactful reduction efforts, it is a problem that endures, especially in the Bay Area. According to United Way of the Bay Area, 1 in 5 Bay Area residents live in poverty and as of 2012, 29% of residents in the Bay Area were living below the Self-Sufficiency Standard.ⁱ

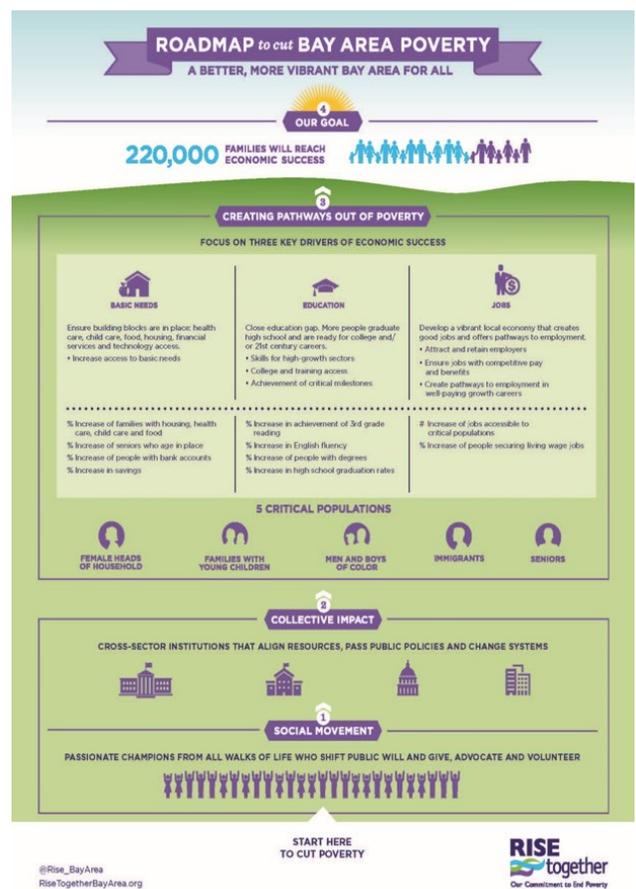
One factor that fuels poverty in the United States is the lack of economic mobility. According to Richard Reeves, an expert from the Brookings Institute on social mobility, inequality, and family change, America's lack of economic mobility is rooted in its failure to live up to the "American Dream" standard of equal opportunity for all. If this standard was indeed reached in the United States, then any child, rich or poor, would have equal opportunity to reach the highest level on the income and assets ladder.

Unfortunately, Reeves and many others point out, this is not the case. For example, the income ladder in the United States can be split into quintiles and mobility from one quintile to the next is unlikely. A black-American born in the bottom quintile has a 50% chance of remaining in that quintile and only a 3% chance of moving to the top quintile. Similarly, children born into poverty have a 34% chance of remaining in the lowest quintile on the income ladder, and this percentage increases as more barriers (such as mother's marital status, access to education, and child's race) come into play. Similar studies show that the wealth gap is even more pronounced and is as difficult, if not more, to reduce. The "American Dream" of equal opportunity is not being met, and right now **where you are born, versus what you are capable of, strongly and unfairly influences where you will end up in life.**ⁱⁱ

Purpose and Approach

Having basic needs met, proper education, and access to jobs with living wages can help those on the low end of the income ladder make their way upward and out of poverty. Indeed, this approach is fundamental to the *Rise Together* theory of change. To support further development of the *Rise Together* economic mobility change approaches, the ASR team of researchers has summarized the existing literature on effective, evidence-informed, poverty-reducing, people-and-place based strategies that help raise income or result in more disposable income for families. Note that this literature review was designed to inform *Rise Together* partners of promising practices to reduce poverty that align with their theory of change and a 3-6 year timeline, as well as to identify critical information for decisions related to strategy adoption, modification, and implementation in the Bay Area, given individual community characteristics, needs, and assets. As such, the literature review was tailored for the goals of *Rise Together* and was not intended to be a comprehensive review of the overall literature on poverty.

The literature reviewed included academic and policy reports available through program and policy websites, academic databases, and Google Scholar as well as those referenced in these reports. The review was organized around *Rise Together's* 3 key drivers of success: basic needs, education, and jobs/economy. Within each focus area, the review begins more broadly with policy strategies (both federally and on a smaller scale such as school district policies) and then addresses program strategies. We paid particular attention to the 5 primary groups identified by *Rise Together*: female heads of households, families with young



children, men and boys of color, immigrants, and seniors. Note that while each of the Bay Area counties has its own characteristics and community demographics, the strategies that are described herein have the capability to be implemented and successful in some or all nine counties. Indeed, some of the described strategies already have been implemented to some degree in one or more of the Bay Area counties.

STRATEGIES TARGETING BASIC NEEDS

What are the root causes of poverty that stem from basic needs?

The interplay between basic needs and poverty is strong. In the United States, nearly 25% of adults are making less than \$27,000 each year and are in jobs that provide them with zero healthcare benefits or paid time off.ⁱⁱⁱ In 2012, *Rise Together* estimated that 440,000 households in the Bay Area were struggling to meet basic needs,^{iv} and housing is one of the biggest of those needs. For example, from 2008 to 2012, the average cost of rent increased in San Francisco by 32% and as of 2014, 32% of families in California spent over half of their income on housing.^{v,vi} While access to basic needs supports differs from county to county, it is clear that housing is a prevalent issue in the Bay Area that must to be addressed for low-income families to move toward self-sufficiency.

Strategy One-Program: Shared Housing

There are many policies and programs in place to aid low-income families with housing, such as HUD's Section 8 housing vouchers as well as affordable housing communities across the nation. Unfortunately, funding for these programs is so inadequate that they do not come close to meeting the need. The waiting list for Section 8 vouchers stretch to two years, which does not allow for any immediate help to low-income persons or families.^{vii} In addition to the long waitlists, many landlords have strict income requirements for tenants. For example, many landlords require that the renter have an income that surpasses at least 2 times the rent, a requirement that very few people who qualify as low-income can meet.^{viii} This is especially true of low-income seniors; in California, 56% of seniors had incomes below 200 percent of poverty using the U.S. Census Supplemental Poverty Measurement.^{ix}

Shared housing is a promising and effective strategy to create affordable housing opportunities by decreasing the amount of income that families and individuals need to spend on housing. The concept of shared housing goes back decades. In 1991, the Russell Sage Foundation looked at the welfare system and shared housing amongst female heads of households. This study showed that the total income from welfare minus the cost of housing and food was higher for mothers in shared housing. Mothers in private housing, despite higher welfare benefits, had less money left over each month for other expenses than the mothers in shared housing.^x Shared housing has been effective for seniors as well, leading to an increase in their disposable income. The shared housing program instituted by the Affordable Living for the Aging in Los Angeles found that senior, home-sharers in L.A. reported spending approximately \$500 per month on rent compared to the local fair market rent price of \$800 a month.^{xi}

According to the National Shared Housing Resource Center, various match-up or shared housing programs across the country each match, on average, 71 families and individuals a year to home-sharing opportunities. They also report that nationally, 35% of shared housing matches involve some sort of service delivery in exchange for reduced rent, further increasing the disposable income for the person renting.^{xii} California currently has eight successful home-sharing programs supported by the center, including two in the Bay Area (San Mateo County's HIP Housing and Episcopal Senior Communities' Match-up Home Sharing program).^{xiii} HIP Housing houses about 250 individuals and families annually, had an ongoing complement of over 700 people home-sharing in 2011, and had an 11% increase in people served from 2009 to 2011. To date, HIP Housing's Home-Sharing Program has served 55,000 people in San Mateo County since 1979.^{xiv}

Other Bay Area counties practice some form of home-sharing. While this strategy has been successful in many different counties and communities, note that there a potential limitation to address in regards to shared housing is the implicit tax imposed on shared housing by many federal assistance programs. For example, SSI, SNAP, and Section 8 benefits are all decreased for someone in a shared housing situation. Many programs also reduce the benefits for eligible individuals living with non-eligible individuals.^{xv} Also note that shared housing programs could fail to meet federal standards for "overcrowding." True overcrowding, such as families doubled up in one home without sufficient space (which is measured in square feet per person), are more likely to put children at risk of poor health and food insecurity.^{xvi} Shared housing programs can and should be designed to avoid this issue.^{xvii}

Shared housing is not an emergency housing solution, nor is it a global solution to the housing problem. That being said, shared housing is a workable and timely antidote to the current expanding dynamic of seniors with

space needing support to age in place, and families and individuals who would otherwise be priced out of their local housing market.

Strategy Two-Program: Rapid Re-Housing

Rapid re-housing is another basic needs strategy that has been successful in many communities. The fundamental element of rapid re-housing programs, which is different than that of transitional housing programs, is the “Housing First” concept. Rapid re-housing programs place a priority on getting individuals or families housed first, then addressing other factors that may have contributed to their homelessness such as behavioral health, income, employment, and child-care needs. The philosophy behind this is that these issues can be most effectively addressed after a person or family is in stable housing.^{xviii} Studies have shown that the longer amount of time spent homeless, the greater number of negative effects on adults and children. Rapid re-housing provides immediate, short-term assistance to get individuals and families back into permanent housing by solving the immediate crisis of homelessness and then connecting them with resources and services to address their other needs.^{xix}

In 2014, Alameda County released their evaluation of their rapid re-housing program that was implemented from 2009 to 2012 using federal stimulus funds. Their largest population served was single adults followed by female heads of household, the two combined comprising more than 75% of the sample. The mean annual income for adult participants was \$14,000 which was well below the HUD income limits. The outcomes of the rapid re-housing program were very successful with 88% of clients still residing in permanent housing at the time of exit. While more long-term data could be useful in being able to better identify what makes rapid re-housing a successful bridge to permanent housing, it appears to be effective in providing immediate and short-term stabilization. Short term stabilization enables individuals or families to focus energy on addressing other needs such as unemployment or mental health which can benefit them in the long run and make it easier for them to maintain stable housing.^{xx} Similar results were found in the Philadelphia Rapid Re-Housing Study where the odds of a household returning to homelessness were 42% lower for families who were in the rapid re-housing group.^{xxi}

While rapid re-housing is a very promising strategy, it is not without challenges. Cost and funding are the biggest challenges for rapid re-housing programs. While HUD and other federal agencies provide funding for rapid re-housing programs across the country, it is still expensive. That being said, the cost of moving a single adult into permanent housing via a rapid re-housing program was \$13,301 less than a single adult being moved into permanent housing via a transitional housing program. The rapid re-housing programs also had lower rates of families or individuals returning to homelessness.^{xxii} Another challenge is for rapid re-housing programs to be able to build strong, working relationships with landlords in the community. Landlords who are unwilling to accept rapid re-housing clients and financial assistance such as Section 8 vouchers make it difficult for the programs to be successful. Many communities have been able to work through this challenge by highlighting the program strategies that address landlords’ concerns, such as having the program as a third party to mediate any conflict, requiring rapid re-housing renters to attend “smart” renters’ classes, and having case managers conduct regular home visits with clients.^{xxiii}

STRATEGIES TARGETING EDUCATION

What are the root causes of poverty that stem from education?

Education and poverty are deeply entwined. Poor education and lack of educational opportunity have the capability to keep individuals on the lowest rung of the income ladder, while strong educational support and high educational attainment can boost individuals farther up this ladder. Education is strongly correlated with health, employment, and earnings. In 2012, the median annual income for young adults' ages 25-34 years with bachelor's degrees was 57% higher than their peers who completed high school and 105% higher than their peers who did not complete high school.^{xxiv} Children of families without college degrees are at risk for earning in the bottom fifth of income as adults but can reduce this risk substantially by earning a college degree.^{xxv} Unfortunately, there are multiple hurdles to college enrollment and graduation for students of families with lower incomes which result in lower rates of college graduation compared with children from higher income families.^{xxvi} Among the hurdles to college enrollment and higher educational attainment are high school graduation, the completion of college prerequisite coursework (e.g., A-G course requirements for the University of California), and the lack of solid training and relevancy of coursework to potential career pathways.

Strategy One: Initiative: Cradle to Career Models and College/Career Readiness

Education centered or education focused comprehensive Cradle to Career neighborhood-based models such as the *StriveTogether*^{xxvii} and federally funded *Promise Neighborhoods*^{xxviii} Initiatives have multiple benchmarks along the pre-K to career path, including some associated with high school graduation, college readiness, and college graduation. *StriveTogether* communities use a collective impact approach to develop and sustain local cradle to career partnerships for the purpose of creating education ecosystems that support children and youth from early childhood to successful entry into the workforce. *StriveTogether* is based on four principles: engage the community, eliminate locally defined disparities, develop a culture of continuous improvement, and leverage existing assets. The Fresno *StriveTogether* evaluation demonstrated higher high school and college graduation rates since initiation of the effort.

Nationwide, the high school graduation rate has declined about four to five percent since its peak of 80% in the late 1960s, and graduation rates have been lower for black and Latino students (about 65%) compared with white students (over 80%).^{xxix} The pattern of relatively lower high school graduation rates among black and Latino students compared with white and Asian students is mirrored in the San Francisco Bay area.^{xxx} Moreover, in 2009, only 24% of Bay area high school graduates had completed the A-G course requirements (demonstrating college readiness) with "C" or better grades, and A-G course completion was lowest for black, Latino, and Native American male students.^{xxxi}

Improving high school graduation rates likely requires implementation of multiple policy strategies, often across school districts, which target the predominant causes identified within a school district or school. Such strategies may address any number of educational barriers for students along the pre-K to 12th grade education continuum such as student or family socio-emotional development, behavioral health issues, learning disabilities, exposure to violence, and foster care or juvenile/criminal justice systems involvement. The National Dropout Prevention Center/Network^{xxxii} identified several dozen exemplary programs that can be instituted within/across school districts to effectively reduce risk factors associated with school dropout. Program selection would be based on the assessed needs of the school site and its students. Program examples include: Advancement through Individual Determination (AVID); Career Academy; Guiding Good Choices; Project Graduation Really Achieves Dreams (Project GRAD); and Schools, Opportunities and Recognition (SOAR). Another aspect of dropout prevention is boosting attendance. Even in kindergarten, chronic absence is associated with lack of school success. For 9th grade students, each week of absence per semester lowers the likelihood of graduating by 25%.^{xxxiii} Studies suggest that successful attendance-boosting approaches require consistent policies and commitment across school districts that are inclusive of all grades K-12, and are continuously evaluated^{xxxiv} using resources such as Attendance Works.^{xxxv}

High school graduation may not equate with college readiness in terms of meeting admission requirements or having the skills to succeed with college level coursework. Currently, students can fulfill state and district

requirements for high school graduation in California yet may lack the necessary coursework for admission to the University of California (coursework known as A-G).^{xxxvi} To address this gap, districts have considered making successful completion of A-G coursework part of the requirements for high school graduation. San Jose Unified School District (SJUSD) was among the first districts locally to implement this change in policy. Implementation of such policies is controversial. Proponents argue that the policy change has increased access to A-G courses and college eligibility among affected students and likely has improved the learning experience for students opting out of college. Opponents argue that A-G graduation policies may (1) limit scarce resources in favor of A-G programming and away from vocational training in high school, (2) result in dropping out among students who find the A-G course requirement too difficult, and (3) reduce the rigor of A-G courses in order to accommodate students of varying backgrounds.^{xxxvii}

To reduce the A-G graduation policy's potential for increasing dropouts and decreasing graduation rates, districts such as San Francisco, Oakland and San Jose allow students to graduate if their grades in the A-G courses are D or higher, rather than a C grade as required for admission by the University of California. As yet, data do not indicate that implementation of A-G policies has resulted in increased dropout rates, particularly when schools provided early and sufficient academic supports, or that academic rigor has suffered as a consequence of inclusion. Moreover, incorporation of Career Technical Education into A-G courses may ensure that some level of technical education is maintained. Analysts of the A-G graduation policy note that implementation requires substantial resources for key components such as identification of at-risk students in middle school (e.g., students in special education and English learners), implementation of adequate student supports, provision of professional development, and monitoring of relevant data.

The *Promise Neighborhoods* community approach surrounds children living in distressed communities with high-quality, coordinated health, social, community, and educational support from cradle to college to career with effective schools at the center of the model. Like *StriveTogether*, *Promise Neighborhoods* are driven by community collaboration, capacity building, data-based decision making, and continuous learning. Place based models such as *StriveTogether* and *Promise Neighborhoods* can work well in neighborhoods where bringing multiple resources to a central location such as a school can significantly increase family access to services. In neighborhoods with lower rates of local school enrollment, such a strategy may be more challenging. Communities implementing *StriveTogether* and *Promise Neighborhoods* have demonstrated improvements on multiple targeted community indicators. Comprehensive strategies such as these can have sustained positive impacts over time but also can require several years of development and implementation before results are seen across the education-to-career continuum.

Strategy Two: Program: Contextualized Education

Intergenerational economic mobility varies at the local level and correlates with school quality, suggesting that solutions lie with place based strategies that include well integrated career pathways linking education, training, and employment.^{xxxviii} **When education is coupled with job training tailored to the individual and local labor market as well as a quality job search, employment rates and earnings more than double.**^{xxxix} Contextualized education is a strategy occurring in both high school and secondary educational settings that combine academia with relevant career skills and employment pathways. Connecting education and work for youth and young adults, especially opportunity youth, can help participants develop skills necessary for future employment, avoid negative behavior, and gain motivation when they see the relevance of education to their future careers.^{xl}

Linked Learning is one evidence-based contextualized educational approach that is being implemented across dozens of districts in California, including districts in San Jose, Berkeley, and Oakland. *Linked Learning* integrates academic and technical classroom content along with workplace experience to improve student engagement, academic achievement, high school graduation rates, and successful transitions to a range of postsecondary options, especially among low-income and disadvantaged youth. *Linked Learning* students select a career pathway of their choice. Career pathways are comprised of four core elements to promote student success: rigorous college preparatory academics (typically meeting A-G course requirements), career-based learning in classrooms, work-based learning in workplaces, and integrated student supports such as counseling and subject tutoring. An evaluation of a nine district pilot of *Linked Learning* in California, including Oakland, found that program participants were more likely to stay in their school district, earn more credits, and be on track to

complete their recommended A-G course requirements for 10th grade than other students.^{xii} The evaluation also found that 7% more *Linked Learning* students were enrolled in college compared to their peers and minority youth and English Language Learners enrolled in the program had higher credit accumulation and test score outcomes than their non-enrolled counterparts. While *Linked Learning* has been shown to be successful in the Bay Area, program implementation requires strong partnerships between educators and employers to create meaningful yet feasible work-based learning opportunities for pathways. These programs also require intense technical assistance and support. There is a statewide California alliance of program partners, technical assistance providers, and funders.^{xiii}

STRATEGIES TARGETING WORKFORCE AND JOBS/ECONOMY

What are the root causes of poverty that stem from the workforce?

The 2014 Self-Sufficiency Brief from United Way of the Bay Area showed that, in San Francisco, a family with two adults and two children (preschool and school-age) would need to be working the equivalent of four full-time, minimum wage jobs to meet the Self-Sufficiency Standard.^{xliii} For many low-income families and individuals, finding one full-time, minimum wage job is nearly impossible because of the numerous barriers to entering the workforce (such as lack of work experience, conviction of a crime, lack of a high school diploma, poor literacy and numeracy, a disability, and unstable housing) as well as institutional barriers such as lack of transportation, part-time schedules and unpredictable variance in schedules from week to week. Men and boys of color, individuals who have immigrated to the United States, and female heads of household are at a particular disadvantage when it comes to finding a job to help support themselves and their families because of the increased employment barriers they face.

Strategy One-Policy: Establishing a California State Earned Income Tax Credit (EITC)

More than 25% of families in the United States do not have enough savings to live for more than three months at or above the federal poverty level if they were to experience some sort of financial crisis (losing their income, medical emergency, etc.).^{xliv} According to the Center on Budget and Policy Priorities, the federal EITC “is the single most effective tool” in the nation for reducing poverty among working families with children; state EITCs have been expanding this tool.^{xlv} Moreover, the federal EITC is a benefit that can increase savings for many low-income families and individuals because it is refundable, meaning that when the tax credit is higher than the actual amount of taxes owed, the difference is then given as a tax refund.^{xlvi} Seventy-one percent of eligible individuals and families in California receive the federal EITC, a higher participation rate than that for CalWORKs and CalFresh. In addition, 26 states currently offer state-level EITCs, which supplement the federal EITC. Payouts and eligibility requirements vary from state to state. California is one of the states that still has not adopted a state EITC. The federal EITC is one of the biggest social safety net programs for Californians^{xlvii} which suggests that a state EITC could be very effective in increasing disposable income for Californians, especially young families with children, working families and individuals, and female heads of households.

In a 2012 publication on poverty reduction tactics from the Urban Institute, it was pointed out that states like California, Colorado, and New York can look toward one another with regard to policies for low-income families, as all three are county-administered states.^{xlviii} Currently, New York has a successful state EITC and Colorado has reintroduced the state EITC (it was suspended) which is expected to become payable this year.^{xlix} New York State’s (NYS) EITC is effective because it is refundable and provides an incentive to work as low-income families who work gain the greatest benefit from the EITC. In 2009, the NYS EITC was received by over 880,000 families and individuals which totaled around \$95 million in EITC tax credits across the state. Research has also shown that EITC income support is linked to positive impacts on low-income children including better school performance and attendance, as well as better health outcomes.^{li}

While a large body of research supports both the federal EITC and the creation of state EITCs, the policy does face some challenges. First, all tax credits are delivered as a lump sum at the end of the year so they do not provide any monthly income support. However, in 2005 the Brookings Institute found that the majority of households who were receiving EITC benefits were using that money the same way they would use a wage increase (a monthly income raise).^{lii} Second, federal or state EITC can be claimed only by individuals or families with valid social security numbers, eligible children, or by individuals without children if they are within the ages of 25 and 65 years. This makes it difficult for undocumented individuals, individuals who have recently immigrated or are in the immigration process and do not yet have a social security number, individuals under the age of 25, and individuals without an eligible child to reap any benefits from an EITC. In addition, the benefit for individuals without a job or dependents is set so low as to be of little benefit, especially in states such as California, with their higher costs of living.

Strategy Two-Policy: Access to Affordable, Reliable, and Quality Child Care through Public Policy

Female heads of households and families with young children have difficulties maintaining a job or being able to have two parents working because of inadequate access to affordable, quality child care. Nationwide, 40% of

single working mothers with children spend at least half of their income on child care expenses.^{liii} Child Care Aware of America pointed out in their 2013 report, *Parents and the High Cost of Child Care* that **U.S. businesses lose \$3 billion each year because of employee absenteeism due to issues with child care.** In a sample of parents living in Santa Barbara, cost was ranked as the top child care challenge. From 2012 to 2013, the cost of child care across the country increased close to eight times the rate of any increase in family income, making child care one of the highest budget items for families, and making it unaffordable for low-income families who would need to spend anywhere from 25% (Mississippi) to 86% (New York) of their income for center-based infant care.^{liv}

Access, eligibility, affordability, and adequate funding are the four biggest barriers preventing low-income families from having child care. In 2012, California was ranked 6th in the country for least affordable center-based infant care, with the average annual cost of such care at \$12,068.^{lv} While there are some government policies and subsidies in place to help fund affordable child care, they do not come close to meeting the needs of eligible families. In California during the 2009 fiscal year, fewer than 1 in 5 eligible children benefited from any child care subsidies because of funding restrictions. Parents need to be able to access affordable and reliable child care to succeed in the workforce. Eligibility is also an important issue. If the Child Care and Development Fund (CCDF) child care subsidy program were to be expanded to provide assistance to all families at the income limit of 150% of poverty, then the number of families that would qualify to receive this subsidy would double and 358,000 individuals would have the ability to gain employment.^{lvi} Expanding the Child Tax Credit (CTC) is another way to help increase family income available for child care. In 2013, the CTC protected around 3.1 million people from poverty and reduced severe poverty for 13.7 million people. However, families who earn less than \$3,000 are ineligible and families that earn between \$3,000 and \$16,330 only receive a partial credit.^{lvii} If the CTC was made completely refundable and expanded to include a full credit for all families making below \$16,330, then 4.4 million new individuals would start to receive a refund and 8 million families would receive, on average, about \$1,497 more for their CTC per family.^{lviii}

The current issue with the CCDF child care subsidy program and the CTC is that they do not reach all low-income families in need because of funding limitations and eligibility requirements. That being said, the cost for expanding these programs is significant. Expansion and reform to the CCDF subsidy would cost around \$5.3 billion and changes to the CTC could cost around \$12.4 billion if these programs were changed so that all eligible low-income families would benefit.^{lix} It is important to keep in mind however, that while there is a significant cost to reforming and expanding public policies and programs aimed at providing affordable child care for families, there is also the benefit of helping low-income families and helping the economy by bringing more people into the workforce and reducing the cost businesses have each year from employees with child-care issues. In 2005, the RAND Corporation out of Santa Monica estimated that for every dollar invested for universal preschool programs in California (such as San Francisco's Preschool for All), there would be a return of \$2.62; this is an annual rate of return of approximately 10% over a 60-year timespan. A detailed cost benefit analysis looking at universal preschool in California showed that even using the most conservative assumption of gain per dollar invested, the benefit-cost ratio was 1.95:1, indicating that a universal preschool program would have a significant benefit to the state economy.^{lx}

Strategy Three-Program: Social Enterprise as an Example of Transitional Employment

Today, there are an increasing number of programs designed to help low-income individuals find, obtain, and retain jobs. These programs are extremely important because they provide access to work for people who otherwise may be unable to find a job due to barriers previously mentioned. Social enterprises not only provide access to work, but they also provide training to ensure that these workers are developing useful skills to help them grow vocationally and personal supports to employees so that they are able to successfully work and maintain other priorities such as a family. Social enterprises are supported by venture philanthropy organizations that provide funding, expertise on social enterprise, and networks to help social enterprises achieve their mission of hiring and assisting individuals with barriers to work, while at the same time maintaining a successful business and turning a profit.^{lxi} Research on social enterprises all over the world suggest that social enterprises contribute to national growth and income and can “foster social cohesion, enhance the level of trust within society and the economy, and contribute to the accumulation of social capital.”^{lxii}

Social enterprises, supported by the *Roberts Enterprise Development Fund (REDF)*, have already been established

across California and the Bay Area. Mathematica's study published in 2015, *Economic Self-Sufficiency and Life Stability One Year After Starting a Social Enterprise Job* looked at the impact and effectiveness of seven California social enterprises set-up through *REDF*. This report found that 80% of individuals employed by a social enterprise received work supports and over 90% received job readiness and skills training through their Social Enterprise. Approximately two-thirds of employees received supports that helped with life-stability (food security, financial education, public benefits aid, support to avoid relapsing into unhealthy behaviors such as drug use or criminal activity), and a similar percentage of employees continued to receive supports even after they left the social enterprise.^{lxiii}

Working for a social enterprise was linked to housing stability- there was a 38% increase in the number of employees who had stable housing after one year of beginning their social enterprise job. Employee satisfaction was also high, with 96% feeling as though they were satisfied that their job positively contributed to society. Around two-thirds were satisfied with the challenge of the job, salary, and level of responsibility and three-fourths reported satisfaction with the support received, hours of work, and job security. Also, the majority of employees who chose to leave their social enterprise, left for another job or training opportunity or because they were working at a different social enterprise. Finally, the report suggests that monthly wage and salary income for social enterprise employees increased significantly, from an average of \$216 to \$777.^{lxiv}

While social enterprises have been successful in the Bay Area and globally in areas like Australia and the U.K., no strategy is without challenges. The first challenge is that a social enterprise is a business; both the social and business agendas must be equal priorities. Maintaining both the social goals, such as helping people with barriers to work access and maintain a job, and financial goals, such as making a profit, for a social enterprise can be difficult to achieve, especially without adequate support. Numerous studies have also shown that unrealistic financial expectations can be a problem for social enterprises. It often takes time for them to break even, much less turn a profit. This is not only a financial difficulty, but it can also overwhelm a business and lead to a change or diversion from the social mandate of the enterprise,^{lxv} also known as "mission drift."^{lxvi} Finally, there is a continuum of organizational structures for a social enterprise all with somewhat differing definitions of what a social enterprise is and how one should be run. This can cause confusion amongst funders, researchers, business owners, and employees if not clearly explained and differentiated.^{lxvii}

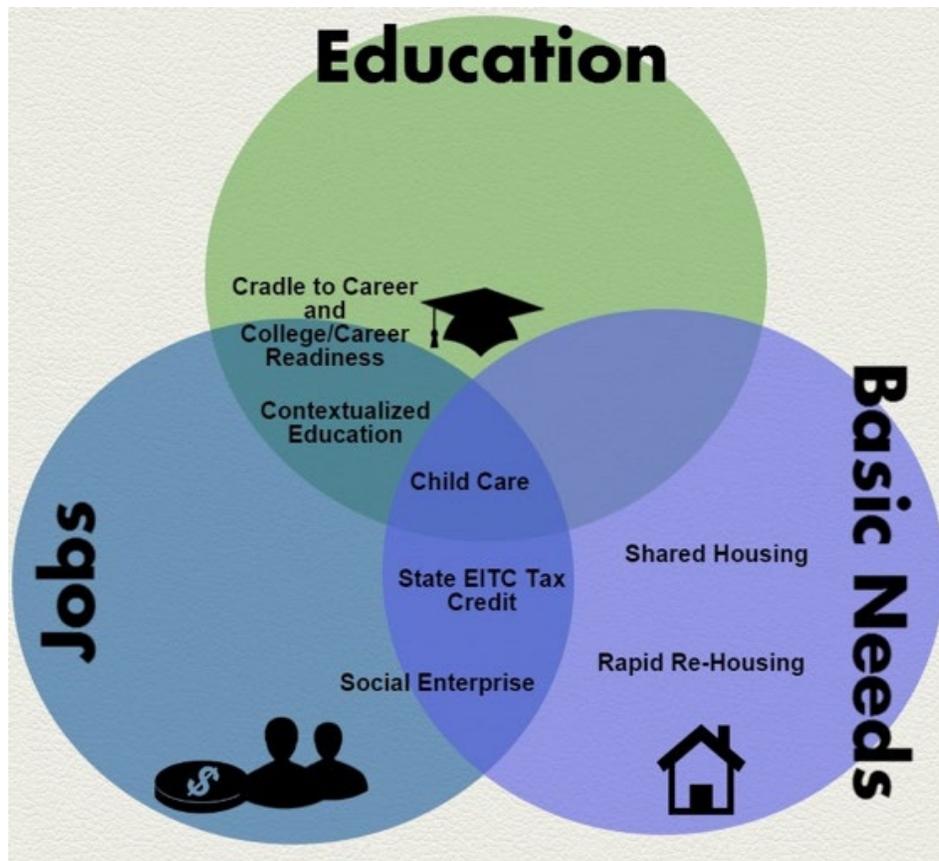
CONCLUSION

Next Steps and Future Questions

The American Dream does not exist for all in the Bay Area, but poverty can be reduced and families' incomes increased through *Rise Together's* collaboration, commitment, coordination, asset development, capacity building, use of evidence-informed strategies, and monitoring of measurable results.

This review touches on only a few of numerous potential programs, strategies and policies across the United States targeting basic needs, employment, and education that could be effective for reducing poverty in the Bay Area. Other programs and policies looked at included transitional housing, affordable green communities, financial education and financial literacy for low-income families, and reentry and transitional job programs. *Rise Together* and their partners across the Bay Area now can look at all the information gathered from county convenings, economic microsimulations, opportunity mapping, and the literature review to choose which strategies they would like to focus on and what outcomes they hope to see achieved through implementation of these strategies.

In order to do this, ASR recommends that *Rise Together* and their partners look to programs already successful in the Bay Area and other California communities, such as HIP Housing and *Linked Learning*, and focus on how *Rise Together* can support implementation of programs that best match their communities and residents in need. Key informant interviews with lead individuals at successful programs and poverty reducing policy institutes and organizations, such as the Urban Institute, could be helpful in developing *Rise Together's* headline strategy agenda. ASR recommends that once key strategies are selected and specified, the *Rise Together* collaborative work to develop goals and objectives for the initiative as well as a corresponding plan to monitor and evaluate progress using agreed upon indicators, measures, and analytic strategies. The collaborative may wish to partner with an evaluation agency to support these efforts and advance evaluation capacity across partner agencies.



While the strategies have been organized by key area, many of the strategies overlap key areas and can be successful at addressing a variety of needs

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