



CDHS Committee Economic Mobility Strategy Update

June 26, 2021



Economic System Pathway Updates



ECONOMIC SYSTEMS

- Economic growth
-
- Job character, wages and benefits
-
- Entrepreneurship and small business



EDUCATION SYSTEMS

- Early childhood education
-
- Pre-K through high school education
-
- Higher education



PEOPLE-BASED PATHWAYS

- Wealth building and financial management
-
- Workforce health and well-being
-
- Workforce capacity for and access to employment
-
- Workforce housing stability



PLACE-BASED PATHWAYS

- Neighborhood health and safety
-
- Neighborhood access to employment
-
- Neighborhood social capital and cohesion

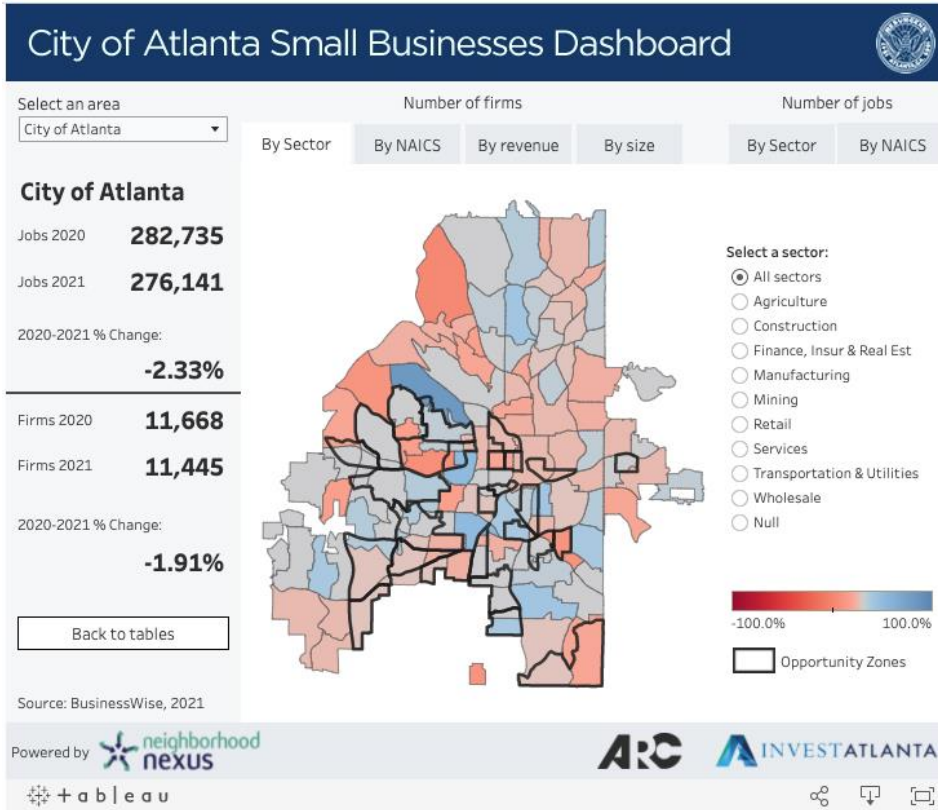
Economic Mobility Pathway

Online Small Business Resource Center: It will act as an online resource center to help entrepreneurs start a business, attain financing, and will provide an easy-to-use library of educational videos to help capacity building. Recent efforts include:

- Sent a survey to over 4,000 businesses to better understand their needs. IA will use this information to guide educational programming. Subject areas of most interest were marketing (eg. business branding) and finance (eg. raising capital).
- Identifying partners to provide technical assistance.
- Working with a local design firm to adapt the ATLInBusiness website.



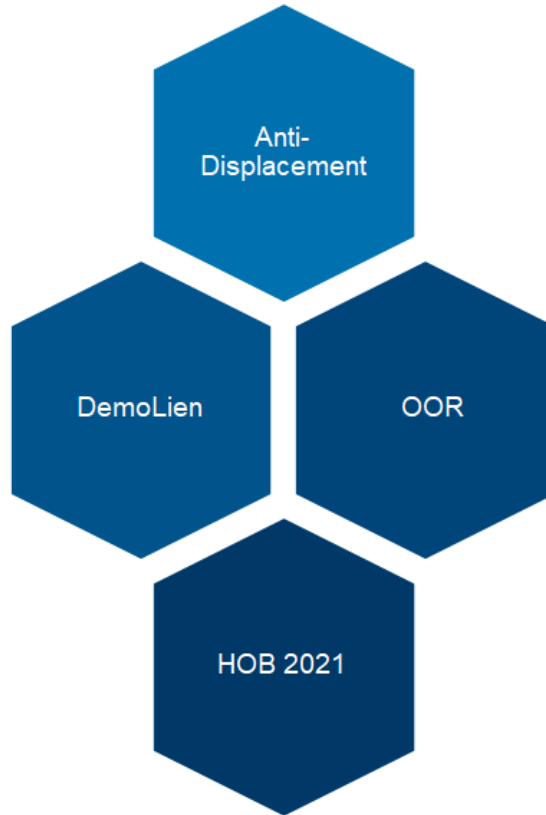
Economic System Pathway Updates



Small Business Dashboard: In order for Invest Atlanta to measure the impact of efforts to support small businesses, IA has developed this dashboard that will track several key indicators. These indicators will provide real time information on the success of the city's businesses.



Place-Based Pathway Updates



PLACE-BASED PATHWAYS

Neighborhood health and safety

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Neighborhood access to employment

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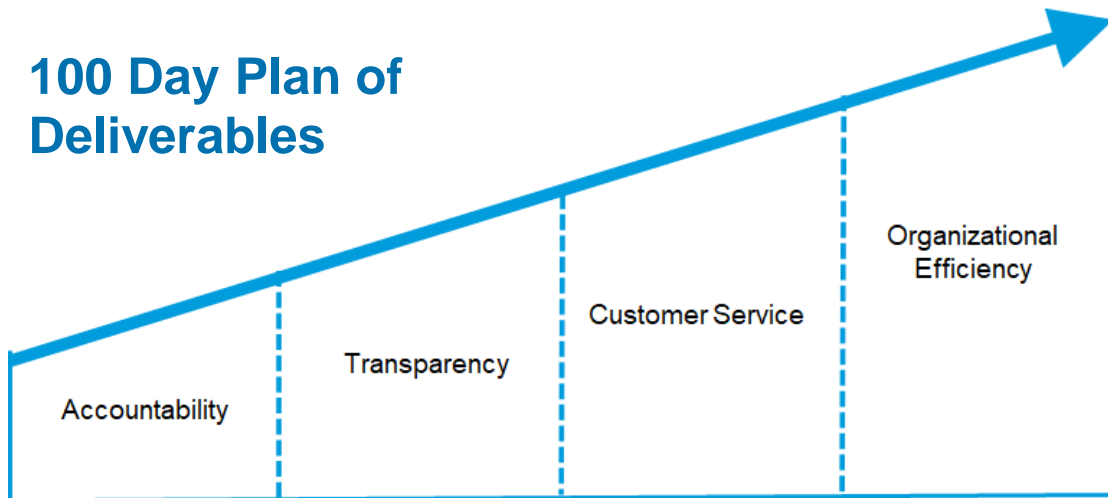
Neighborhood social capital and cohesion

People-Based Pathway Updates

The Integration of WorkSource Atlanta to Invest Atlanta is on track for

JULY 1, 2021

100 Day Plan of Deliverables



PEOPLE-BASED PATHWAYS

- Wealth building and financial management
- Workforce health and well-being
- Workforce capacity for and access to employment
- Workforce housing stability

Education Pathway Updates



-The City of Atlanta will open the first Teachers Village in the State.

-This project will include 229 affordable/workforce housing units marketed to teachers, educators, and other school employees in the City of Atlanta.



ATLANTA
PUBLIC
SCHOOLS



EDUCATION SYSTEMS

Early childhood education

—

Pre-K through high school education

—

Higher education



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20



Economic Mobility, Recovery
& Resiliency Plan

Key Metrics Updates

| Objective | Key Performance Indicators (3-Year Totals) |
|--------------------------------|--|
| Creation of Good Jobs | <ol style="list-style-type: none"> 1. Attract/support businesses that create/retain 6,000 direct, good (\$40k-\$80k + employer-sponsored health insurance) or promising jobs (entry-level jobs from which most workers can reach a good job within 10 years) |
| Access to Good Jobs | <ol style="list-style-type: none"> 1. Provide services to 700 through the one-stop resource center exclusive of WIOA eligibility 2. Train 450 unemployed residents with skills/credentials needed for good/promising jobs in high-demand industries 3. Place 150 unemployed/recently displaced workers into paid work experiences and/or employment and training opportunities 4. Support in-school and out-of-school youth through paid summer work experience and training in high-demand career fields <ul style="list-style-type: none"> - 75% of the youth are from disinvested neighborhoods |
| Small Businesses | <ol style="list-style-type: none"> 1. Support 900 SMBs to increase employment <ul style="list-style-type: none"> - 50% are businesses with 1-9 employees - 70% are minority- or women-owned businesses 2. Support 225 SMBs to become financially stable* 3. Create a fashion and art district in Southside to support 50 good/promising jobs <p>* Defined as showing signs of financial health (revenue is growing, profit margins are growing, expenses are staying flat, business has enough cash in the bank to meet an unexpected expense, business has both new and repeat customers)</p> |
| Neighborhood Investment | <ol style="list-style-type: none"> 1. Attract/enable the creation of at least one national CDFI investment and 15 healthy food options to/in disinvested neighborhoods |
| Affordable Housing | <ol style="list-style-type: none"> 1. Help 450 low-income households purchase homes 2. Incentivize 1,250 affordable residential units to be built near transit 3. Activate blighted, vacant and underutilized properties and rehabilitate commercial corridors (through private investment) 4. Support 2,475 households so they are no longer cost-burdened** <p>** Defined as paying more than 30% of income for housing (or rent)</p> |



Thank You