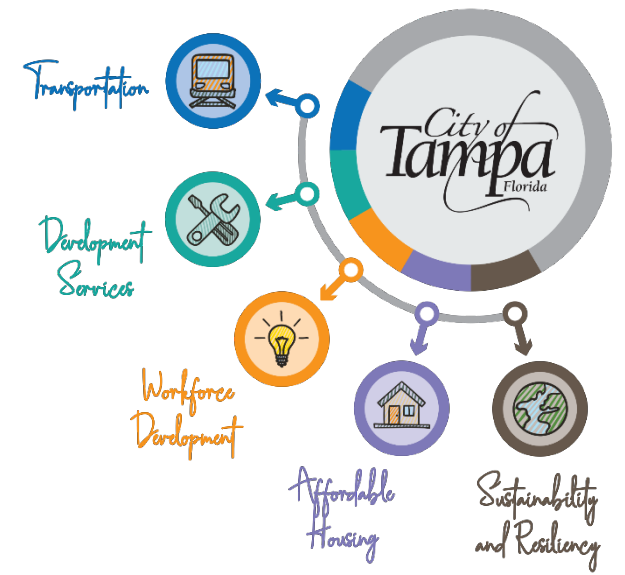




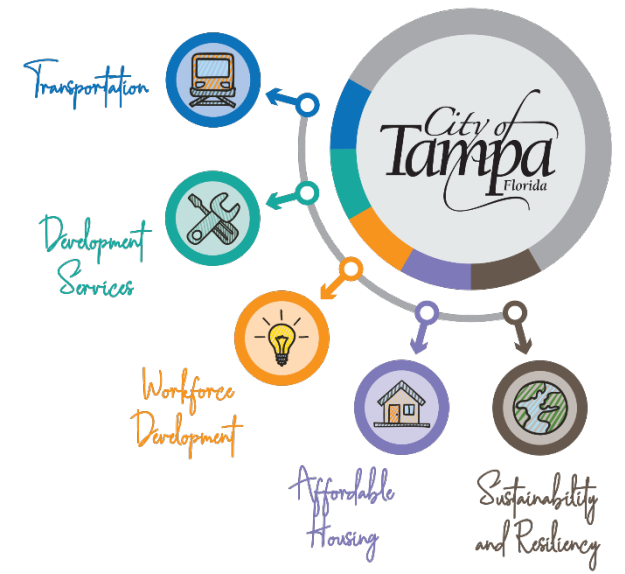
# WELCOME

City of Tampa Economic Advisory Committee  
Virtual Meeting #4  
September 30, 2020

# Agenda – Meeting #4 (September 30)

|                                                                                                                                                                                                                    |            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>Welcome &amp; Committee Purpose</b><br>-Welcome education stakeholders/participants                                                                                                                             | 5 minutes  |
| <b>Review Prior Meeting Outcomes</b>                                                                                                                                                                               | 15 minutes |
| <b>Presentation of Data for Selected Metrics</b><br>- Current stats and measures for our area<br>- Practices used in other areas to positively impact the measures<br>- Certification and vocational training data | 15 minutes |
| <b>Breakout Group Planning and Direction</b><br>Identify tactical and strategic initiatives to improve metrics                                                                                                     | 40 minutes |
| <b>Breakout Group Summary Presentations</b>                                                                                                                                                                        | 20 minutes |
| <b>Advisory Team Discussion</b>                                                                                                                                                                                    | 15 minutes |
| <b>Public Comment</b>                                                                                                                                                                                              | 10 minutes |
| <b>Next Steps</b>                                                                                                                                                                                                  | 5 minutes  |
| <b>Adjourn</b>                                                                                                                                                                                                     |            |

# Committee Purpose



## A. Identify 'best practice' social and economic metrics

Meetings 1 & 2 (August – Sept)

## B. Recommend key metrics relevant to City of Tampa needs

Meetings 3- 4 (September)

## C. Recommend tactical and strategic initiatives to improve selected metrics

Meetings 4 - 6 (September – October)

# Meeting 3 Suggested Categories and Metrics

## 1. Inclusive Economic Growth

- a. GRP per capita
- b. GRP Growth Rate
- c. Job growth rate
- d. Home Ownership

## 2. Reducing Poverty

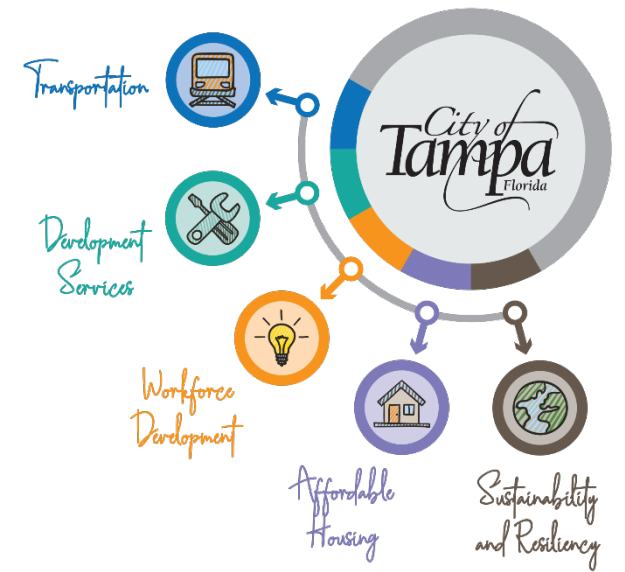
- a. Poverty rate
- b. Median household income
- c. Income Inequality
- d. Transportation to Work
- e. Digital Access

## 3. Gender and Racial Equity

- a. Labor Force Participation Gap
- b. Poverty rate gap
- c. Unemployment rate gap
- d. Educational attainment gap

## 4. Education Opportunity

- a. 3<sup>rd</sup> Grade ELA FSA
- b. 3<sup>rd</sup>/8<sup>th</sup> Grade Math FSA
- c. HS Graduation Rate
- d. Educational Attainment (Bachelor's degree and above)
- e. Educational Attainment (Grad/Prof Degree and above)



\* See one-pager hand-out for detailed description of each metric

# Groups 1-4 Focus Categories and Metrics

## 1. Inclusive Economic Growth

- a. GRP per capita
- b. Unemployment Rate

## 2. Reducing Poverty

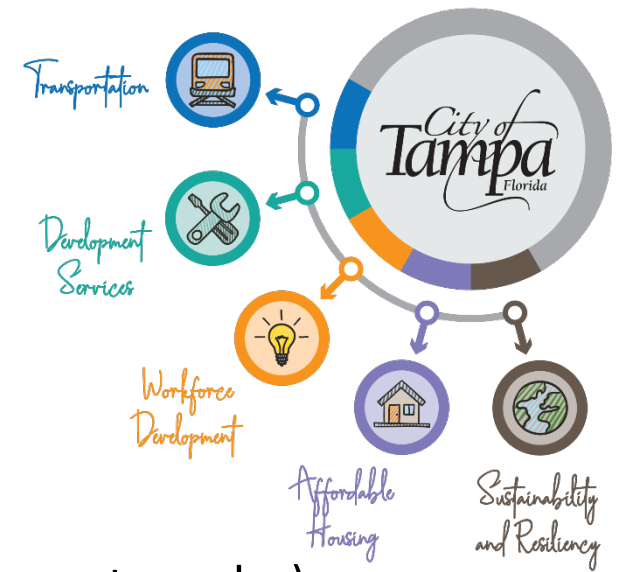
- a. Poverty rate
- b. Transportation to Work
- c. Digital Access

## 3. Gender and Racial Equity

- a. Poverty rate gap
- b. Labor Force Participation Gap (race, not gender)

## 4. Education Opportunity

- a. 3<sup>rd</sup>/8<sup>th</sup> Grade Math Florida Standards Assessment (FSA)
- b. High School Graduation Rate
- c. Educational Attainment (Bachelor's degree and above)
- d. Early Childhood, post-secondary including vocational and entrepreneurial; Certification Attainment



\* See one-pager hand-out for detailed description of each metric

# Focus Categories and Metrics Defined



## 1. Inclusive Economic Growth

**A. GRP per capita:** Gross regional product (GRP) is a monetary measure of the market value of all final goods and services produced in a region or subdivision of a country in a period (quarterly or yearly) of time. A metropolitan area's GRP (gross metropolitan product, GMP), is one of several measures of the size of its economy.

**B. Unemployment Rate:** The unemployment rate is the percent of the labor force that is jobless. It is a lagging indicator, meaning that it generally rises or falls in the wake of changing economic conditions, rather than anticipating them.

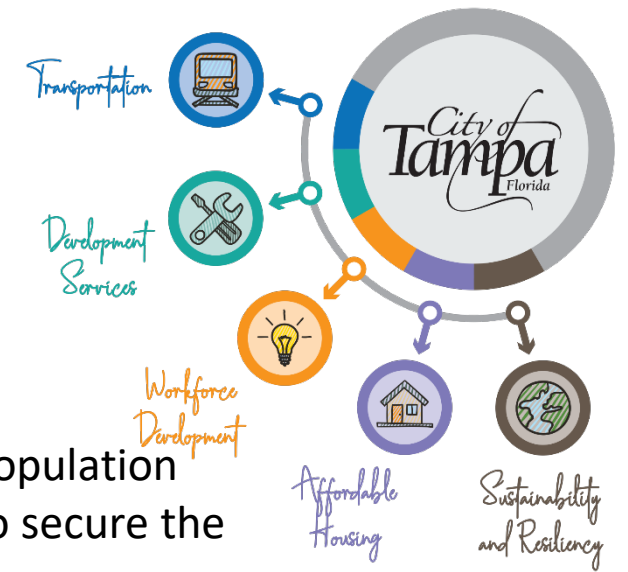
## 2. Reducing Poverty

**A. Poverty rate:** The poverty rate is the ratio of the number of people (in a given age group) whose income falls below the poverty line.

**B. Transportation to Work:** Transportation to work refers to a worker's travel from home to work.

**C. Digital Access:** The share of households with a computer and a dedicated physical broadband internet subscription.

# Focus Categories and Metrics Defined



## 3. Gender and Racial Equity

**A. Poverty rate gap:** The poverty gap is a ratio showing the average shortfall of the total population and different races, sexes from the poverty line—the minimum level of income required to secure the basic necessities for survival. it reflects the intensity of poverty in a region.

**B. Labor Force Participation Gap (race, not gender):** The gap in the percent of the population by sex and race that is 16 years old or older that is either working or actively looking for work.

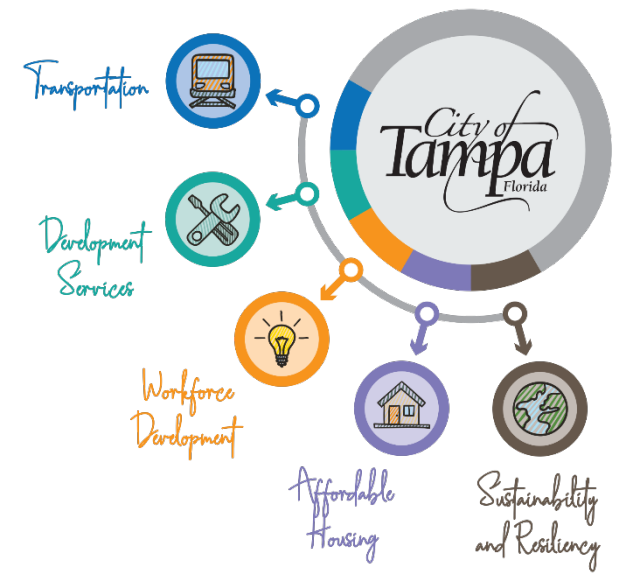
## 4. Education Opportunity

**A. 3<sup>rd</sup>/8<sup>th</sup> Grade Math Florida Standards Assessment (FSA):** 3rd and 8th Grade Math, Florida Standard Assessment, which is a marker of academic progress.

**B. High School Graduation Rate:** Share of students who graduate from High school who graduated within in the 4 years of initial enrollment in 9th grade.

**C. Educational Attainment (Bachelor's degree and above):** Educational attainment refers to the highest level of education that an individual has completed. In this case, Bachelors and above.

**D. Early Childhood, post-secondary including vocational and entrepreneurial; Certification Attainment:**



# Presentation of Current Local Data for Focus Measures and Evidence of Successful Impacts



# ECONOMIC GROWTH

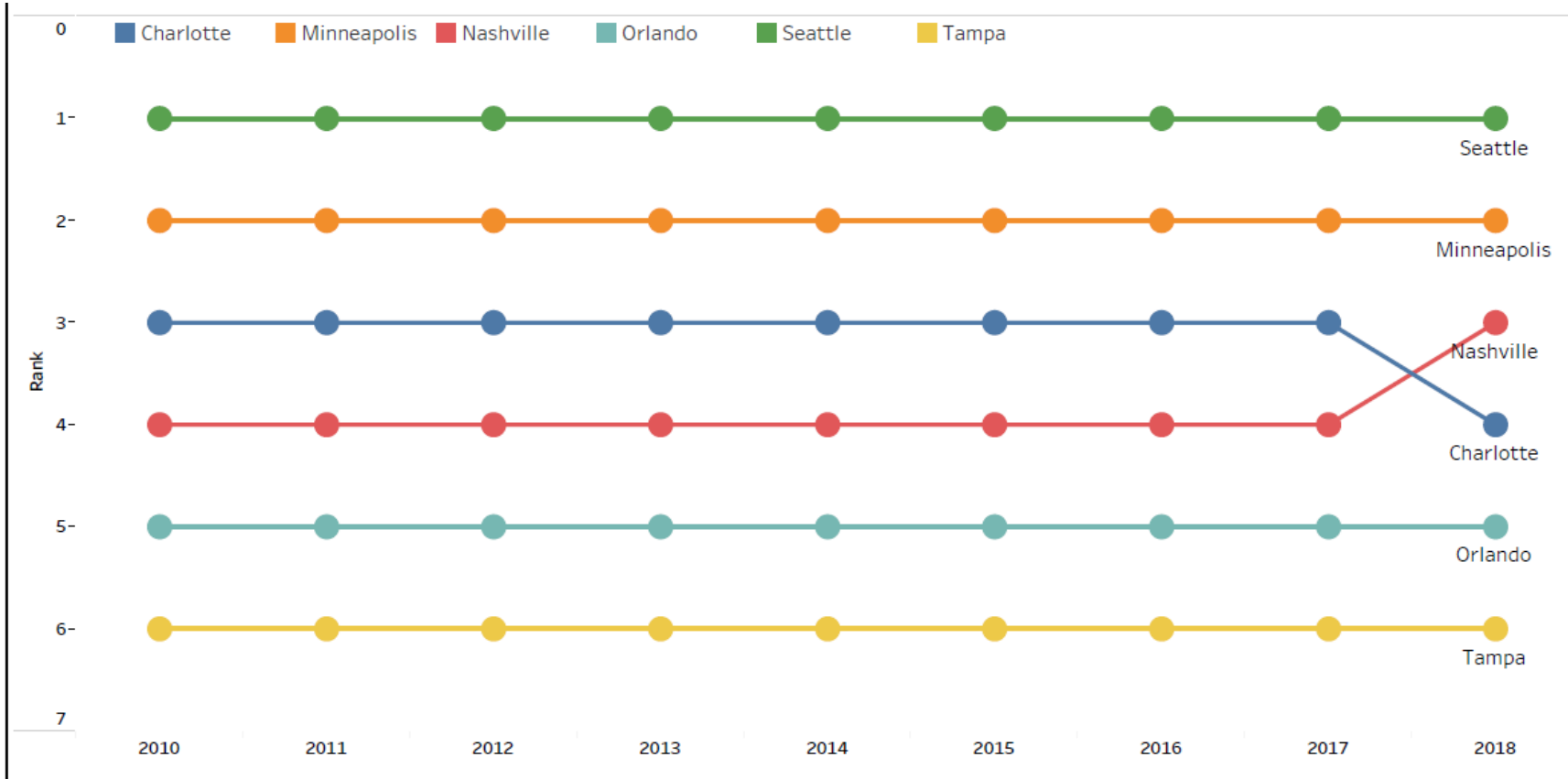
# GRP PER CAPITA

**About :** This measures divides the Gross Regional Product, the value of all goods and services produced in the region, by the population of the region..

**Source** Bureau of Economic Anlysis, Regional Data, Per Capita Real Gross Domestic Producty



# GRP PER CAPITA: COMPETITIVE TREND



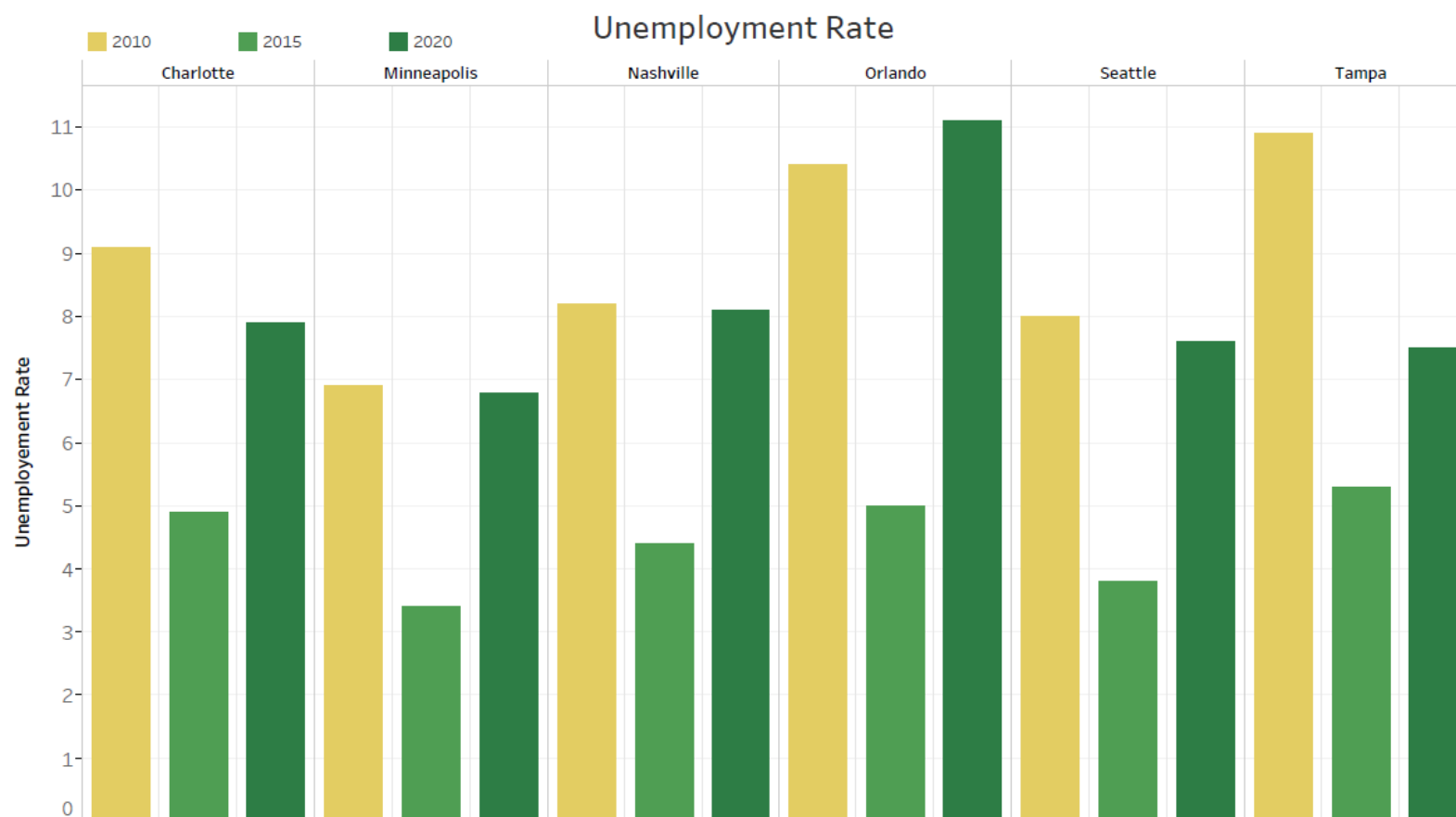
## INSIGHTS

- Though Tampa's GRP per capita increased slightly over the years, Tampa has remained at rock bottom position in terms of competitive position.
- Seattle has stood at the first position over the years.

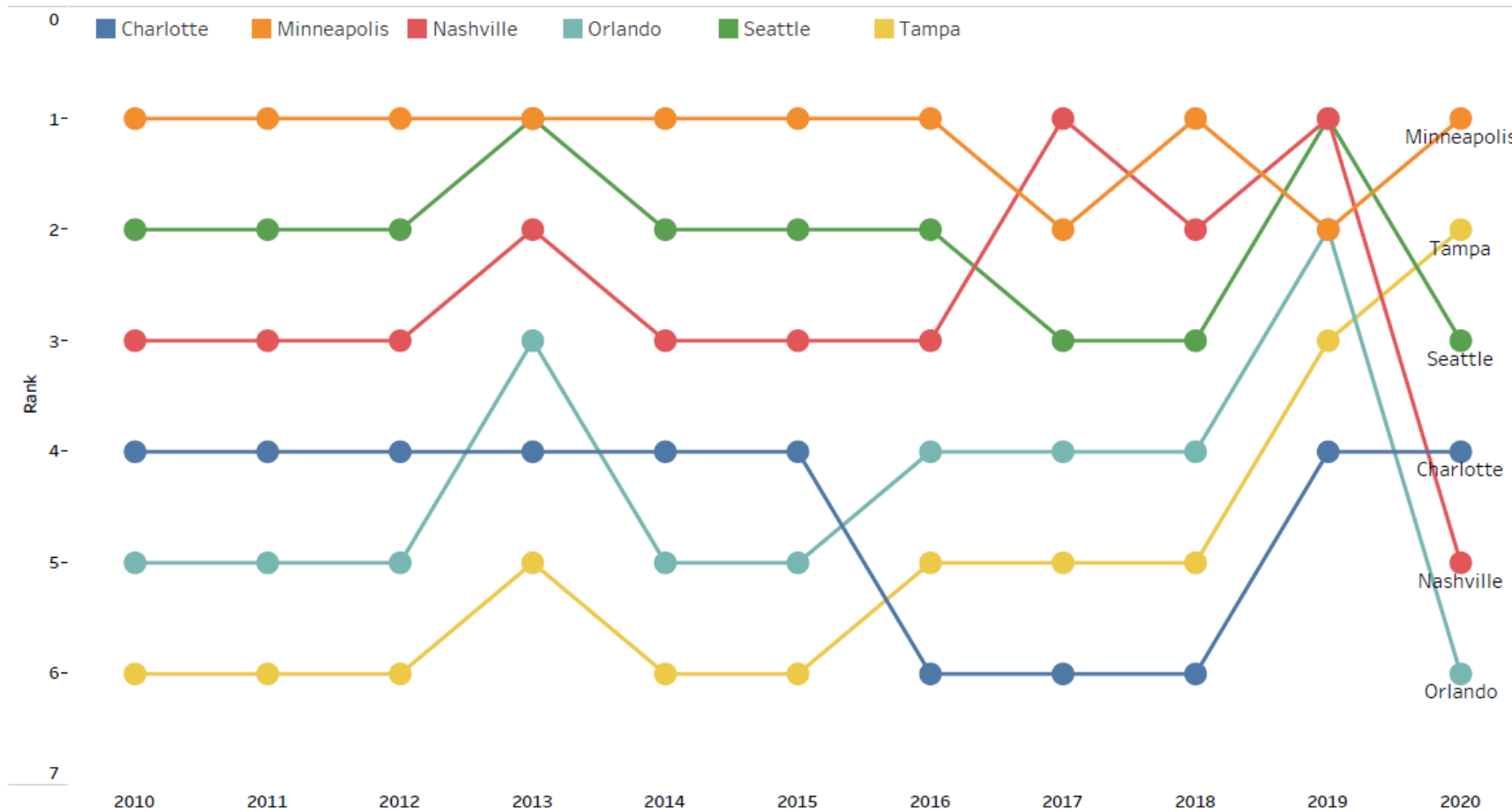
# UNEMPLOYMENT RATE

**About :** Measures the share of the labor force that is jobless. Generally, an individual is considered unemployed if he or she is willing and able to work but unable to find a job.

**Source** Census Bureau, American Community Survey, Table S2301



# UNEMPLOYMENT RATE: COMPETITIVE TREND



## INSIGHTS

- Tampa's competitive position improved over the last five years from sixth position in 2015 to second position in 2020.
- Orlando's competitive position dropped from second in 2019 to sixth in 2020 indicating the severe impact of COVID-19 and Orlando's economy especially the hospitality industry.

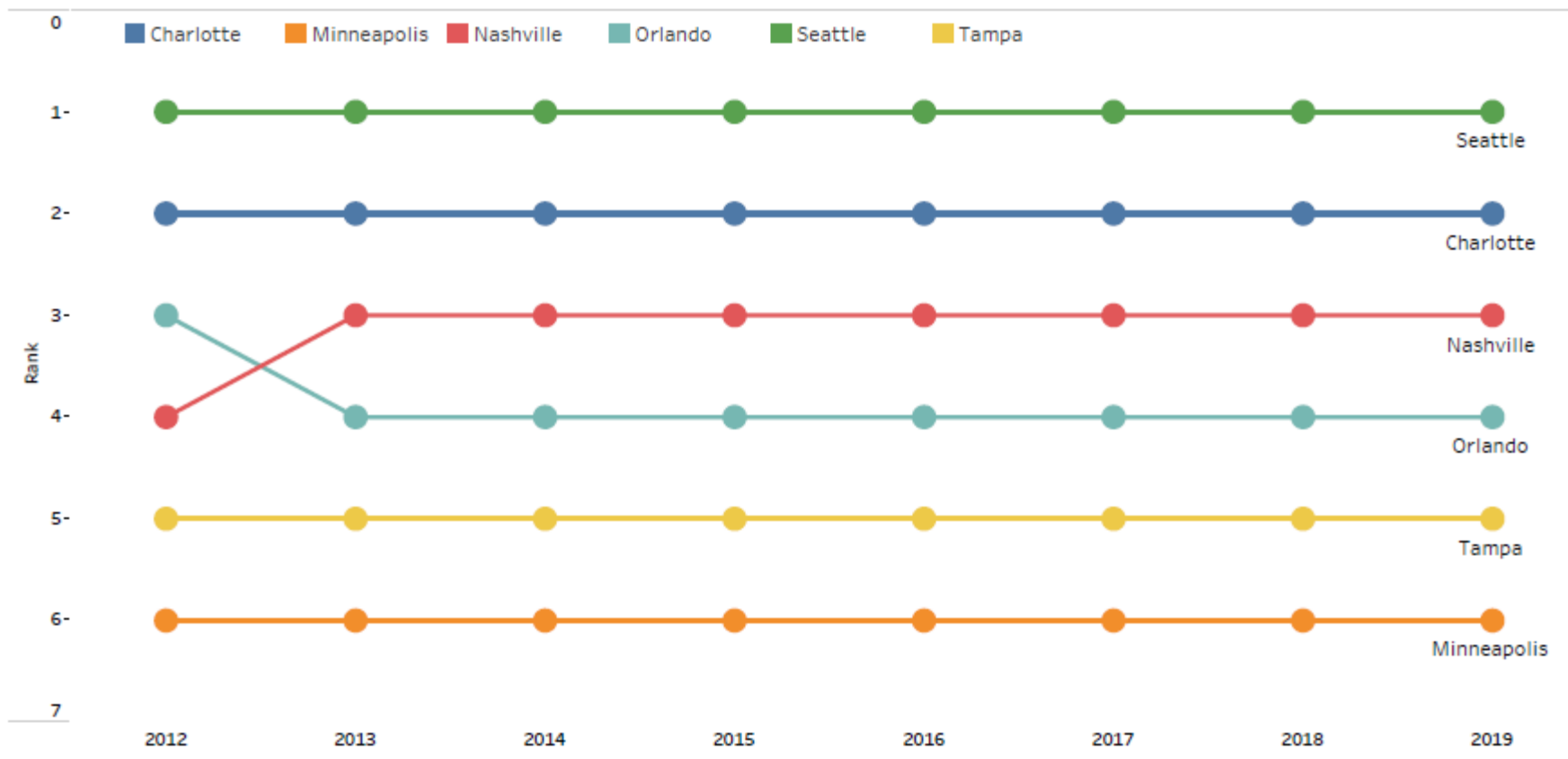
# POVERTY

# POVERTY RATE

**About :** Measures the percentage of population that is living below the federal poverty level as defined by the U.S. Census Bureau (Income thresholds vary by family size).  
**Source** U.S. Census Bureau, American Community Survey, Table B17020



# POVERTY RATE: COMPETITIVE TREND



## INSIGHTS

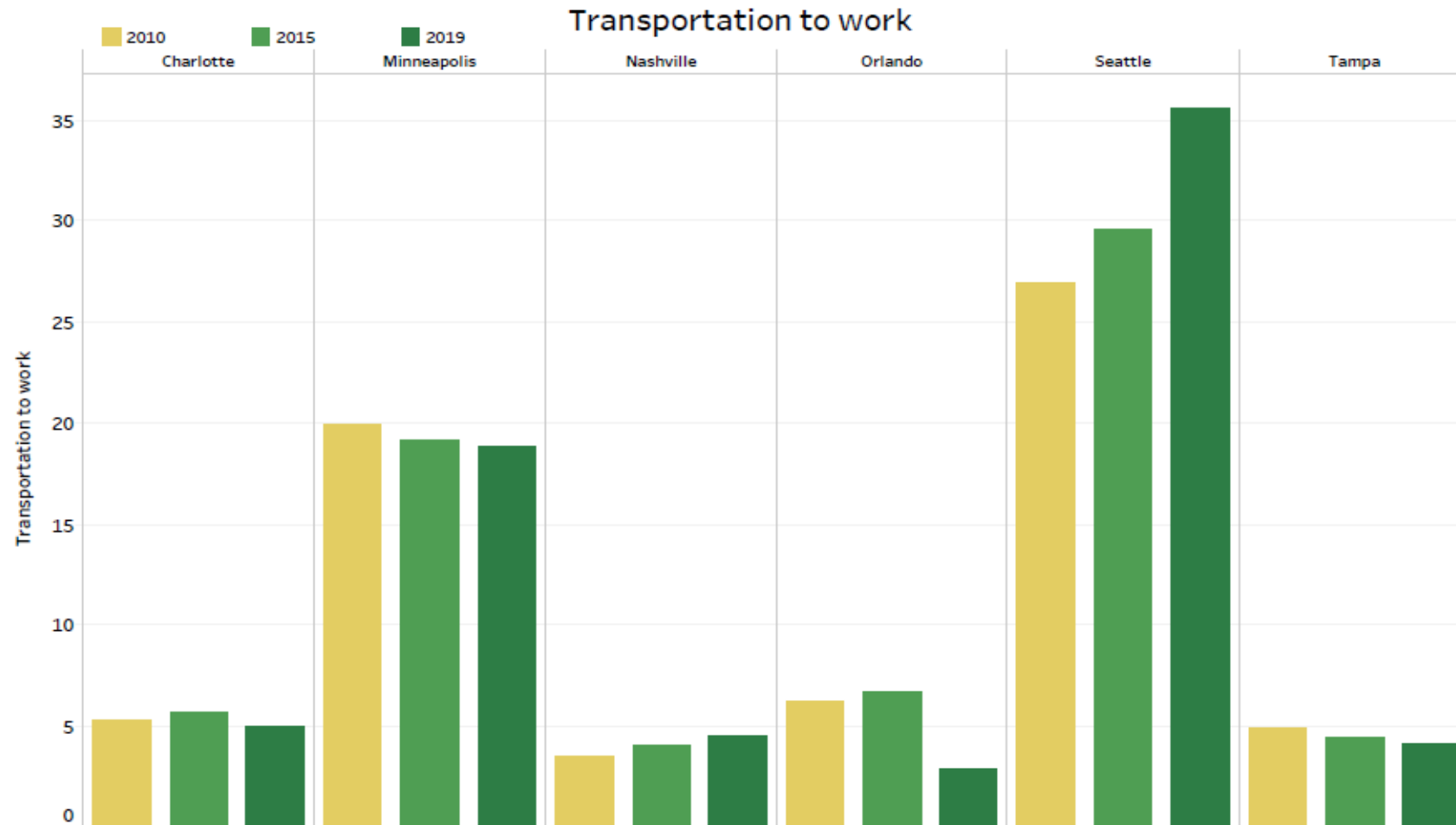
- Tampa has consistently remained at fifth position in terms of poverty rate among the peer cities.
- Seattle has been the best performing city while Minneapolis has been the worst performing city over the years.



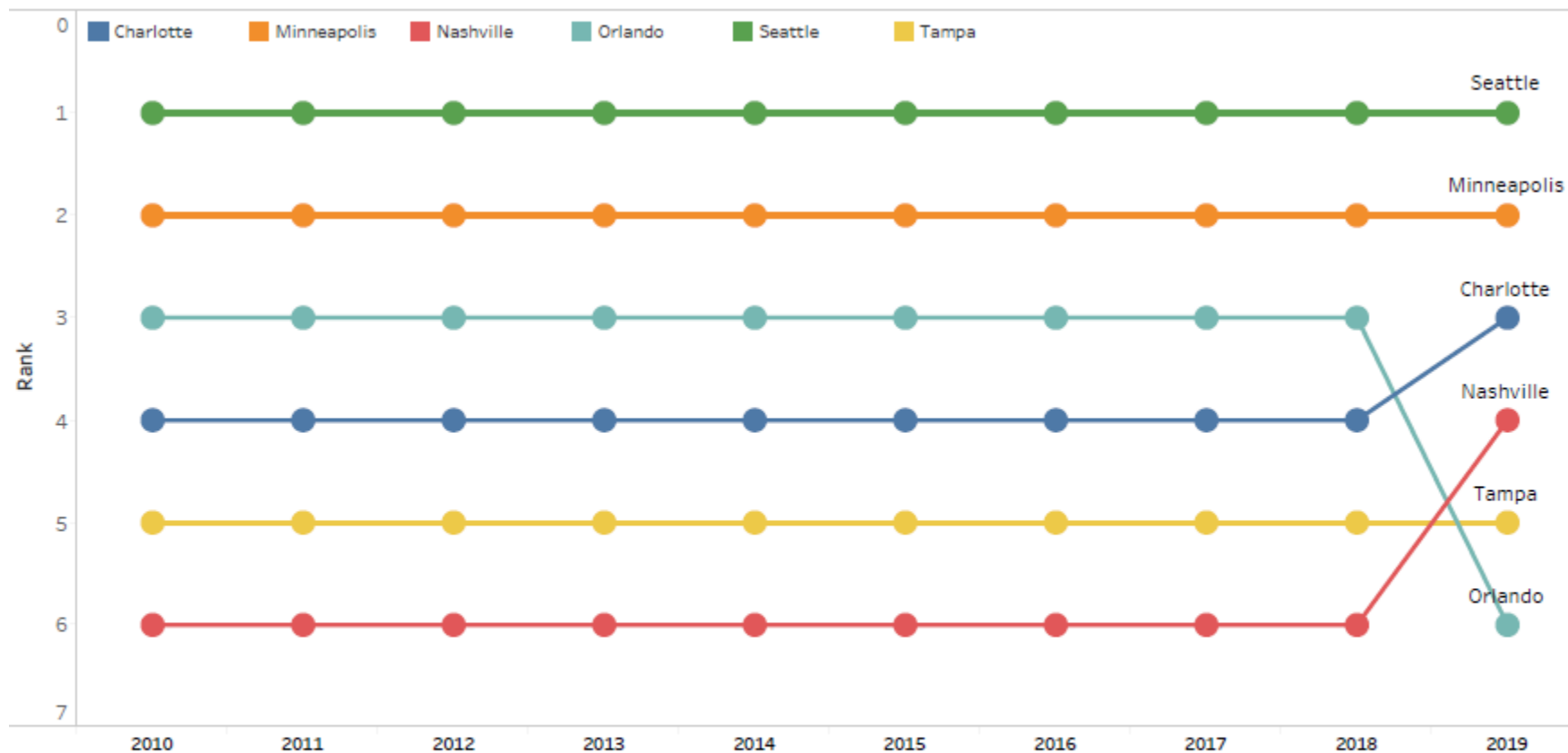
# TRANSPORTATION TO WORK

**About :** Measures the share of workers 16 years old and older that relies on public transit or walking to commute to work

**Source** Census Bureau, American Community Survey, Table B08105



# TRANSPORTATION TO WORK: COMPETITIVE TREND

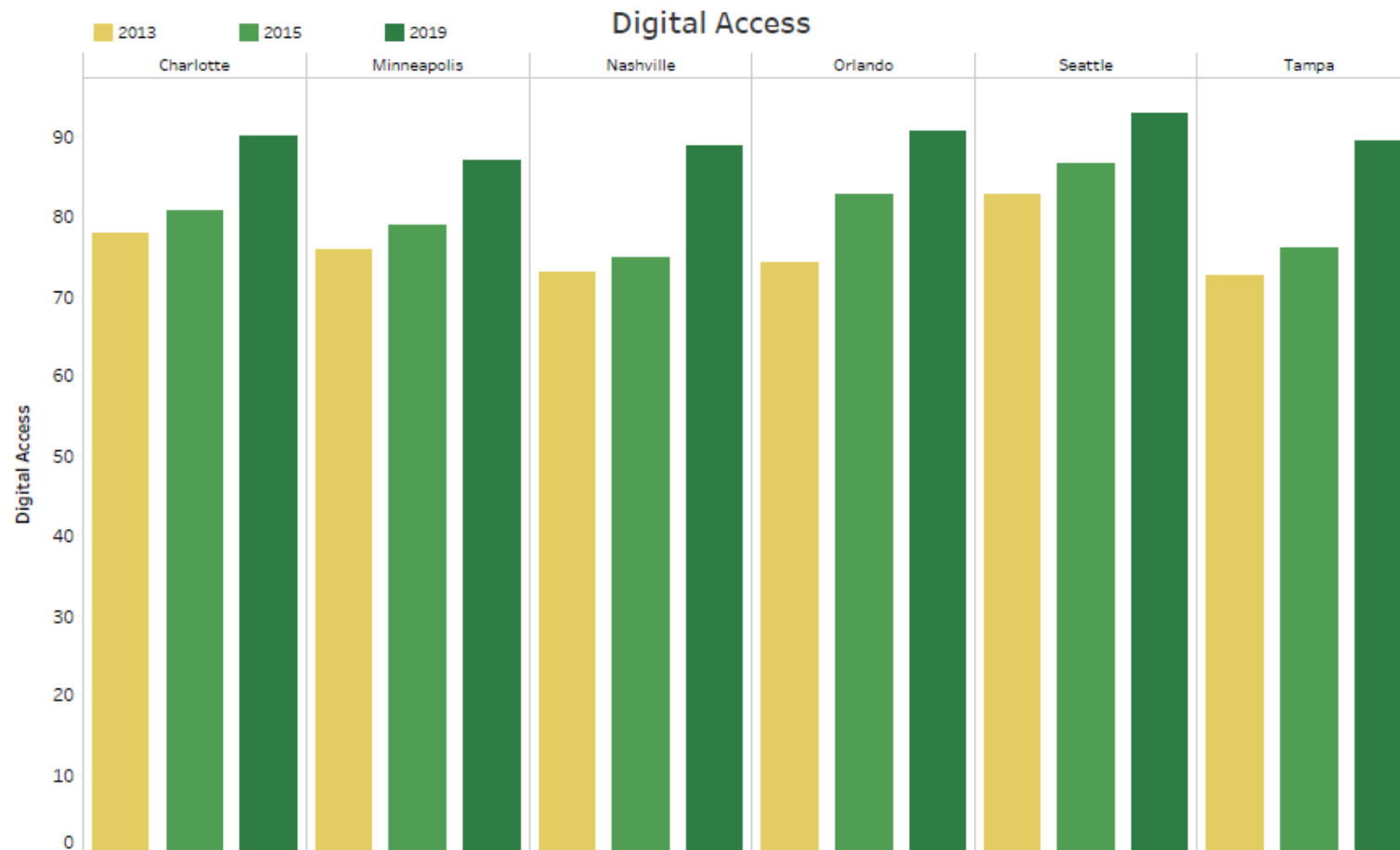


## INSIGHTS

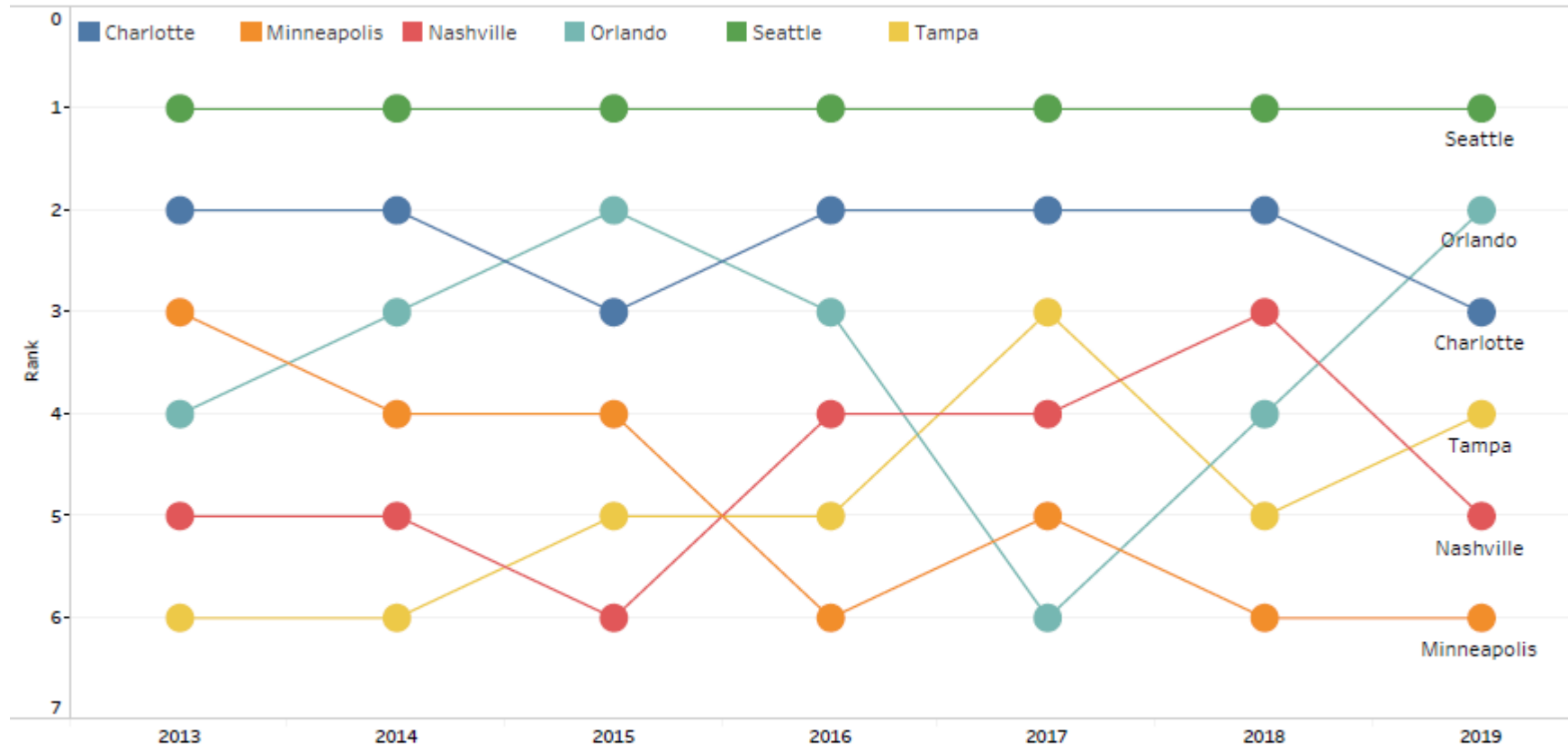
- In Tampa city, share of workers that relies on public transit or walking to commute to work has slightly decreased, whereas in Seattle, the share has registered significant growth.
- In terms of competitive position, Tampa has consistently remained at fifth position, while Seattle has consistently maintained first position.

**About :** This measures the share of households with a computer and a dedicated physical broadband internet subscription using a service such as cable, fiber optic, or DSL.

**Source** Census Bureau, American Community Survey, Table B28009



# DIGITAL ACCESS: COMPETITIVE TREND



## INSIGHTS

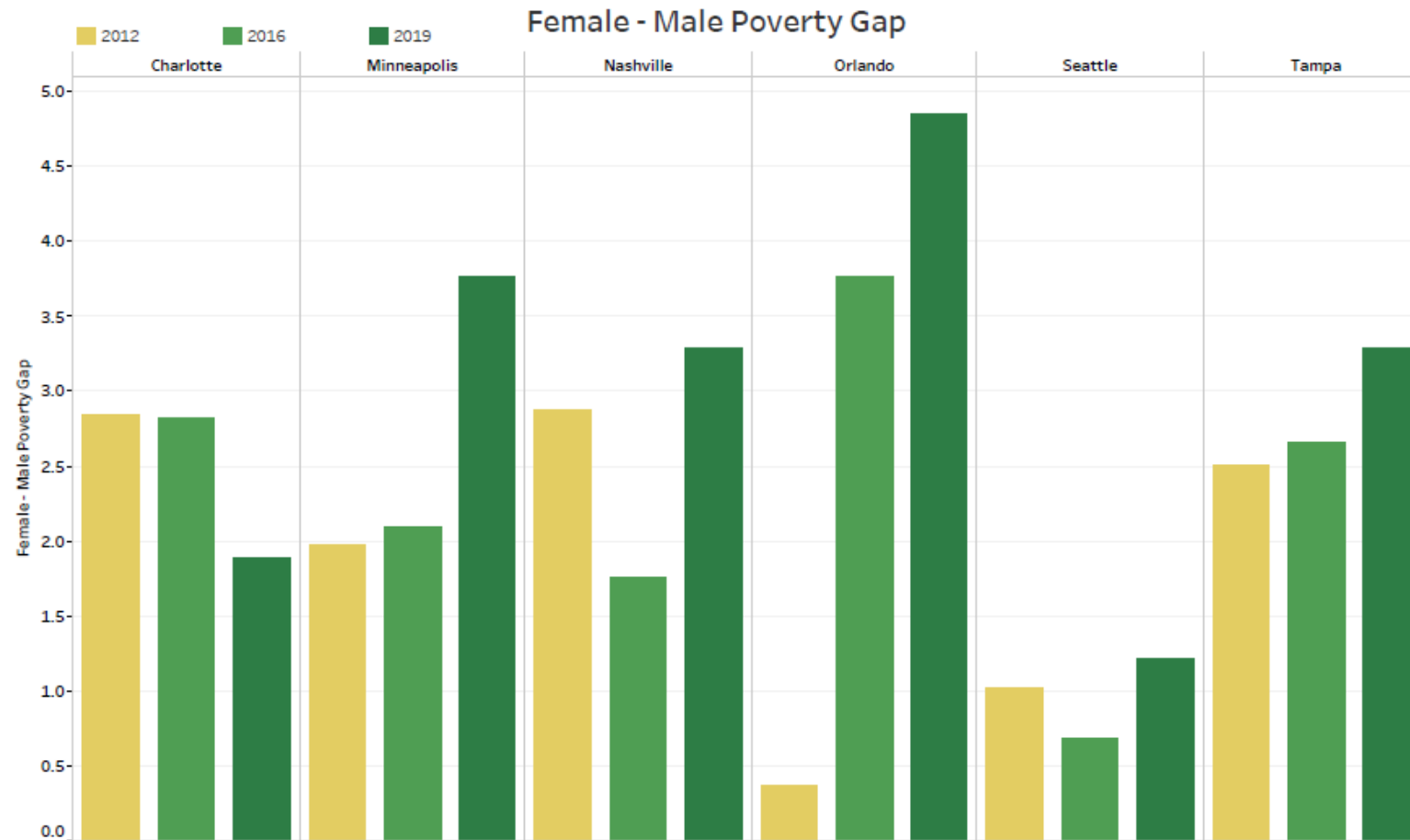
- All the cities including Tampa Bay have registered growth in terms of digital access.
- In terms of competitive position, Tampa started at rock bottom position in 2013 and is at fourth position in 2019.
- Seattle has consistently maintained first position over the years.
- Orlando's competitive position declined from second in 2015 to sixth in 2017. However it has improved its competitive position to second in ..

# GENDER AND RACIAL EQUITY

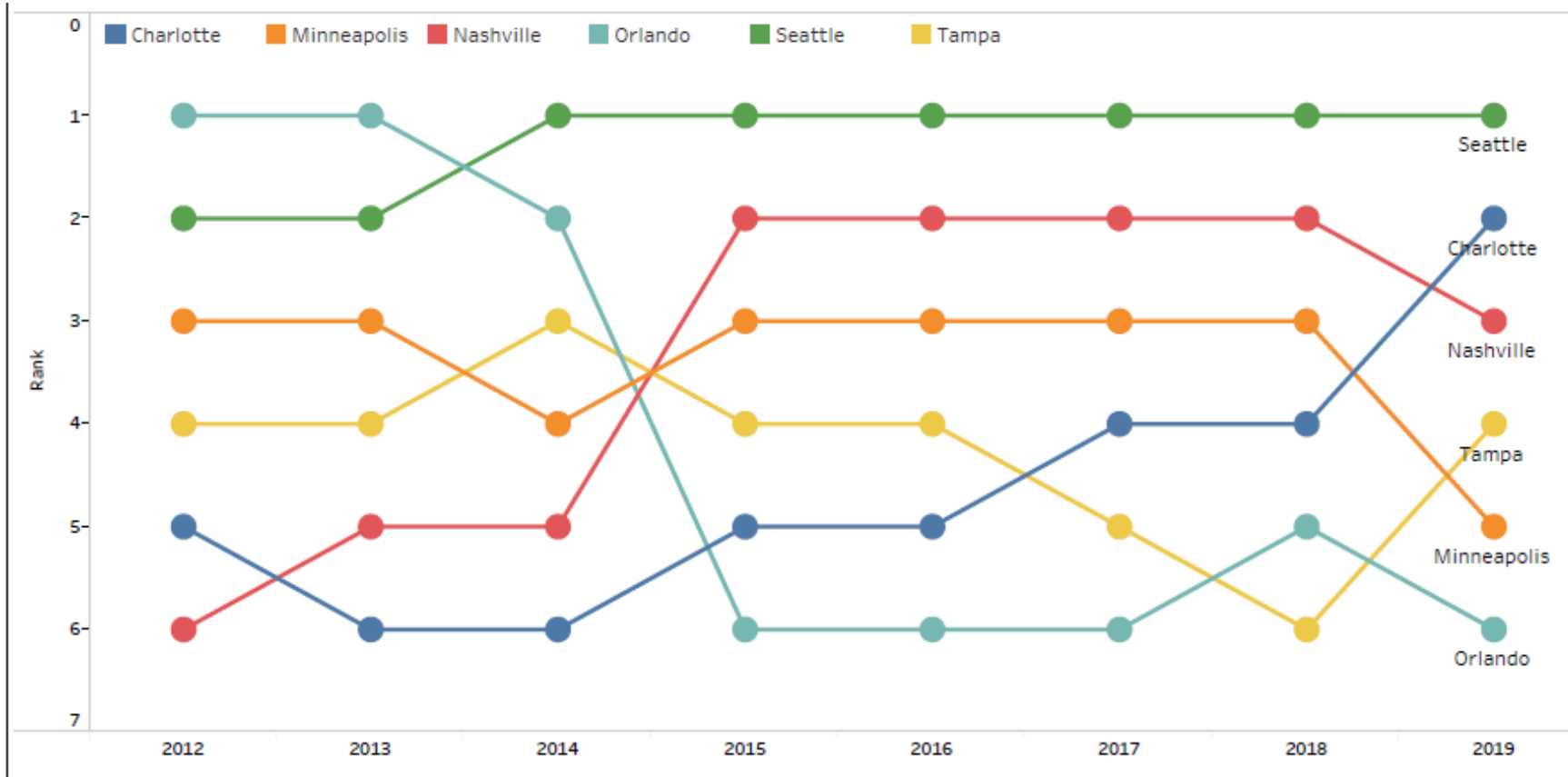
# FEMALE-MALE POVERTY GAP

**About :** Measures the female-male gap in share of workers working full-time with income below the poverty line. Calculated by subtracting average poverty rate for males from average poverty rate for females in the city.

**Source** U.S. Census Bureau, American Community Survey, Table B17020



## FEMALE-MALE POVERTY GAP: COMPETITIVE TREND



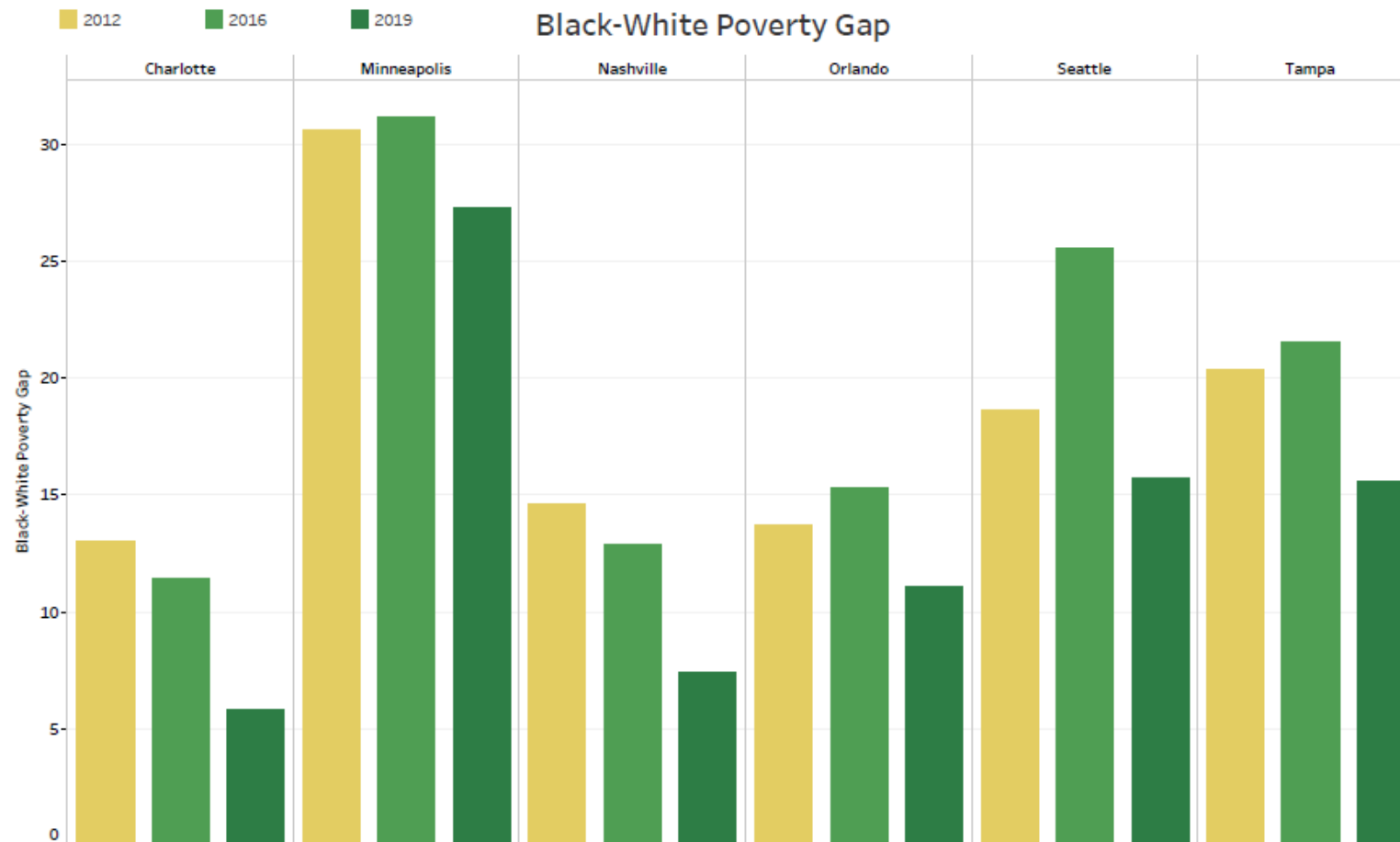
### INSIGHTS

- The female-male gap in Tampa has been increasing over the years.
- In terms of competitive position, Tampa has been experiencing a decline over the years, except in 2019, during which the competitive position improved.
- Charlotte has experienced a decline in female-male poverty gap, which is reflected in the continuous rise in ranking.

# BLACK-WHITE POVERTY GAP

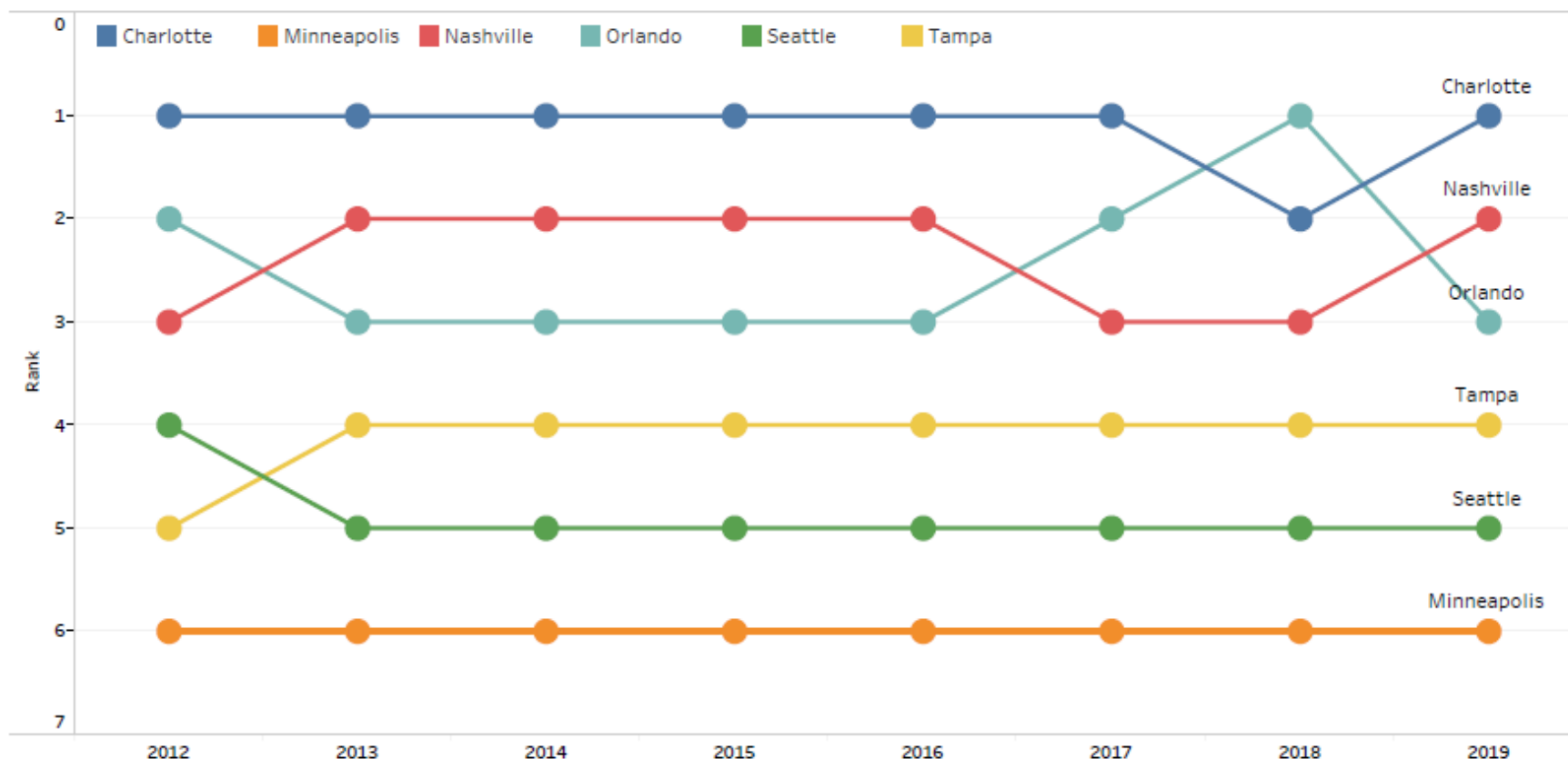
**About :** Measures the Black-White gap in share of workers working full-time with income below the poverty line. Calculated by subtracting the average poverty rate of African-Americans from average poverty rate of White-Americans in the city

**Source** U.S. Census Bureau, American Community Survey, Table B17020





# BLACK-WHITE POVERTY GAP: COMPETITIVE TREND



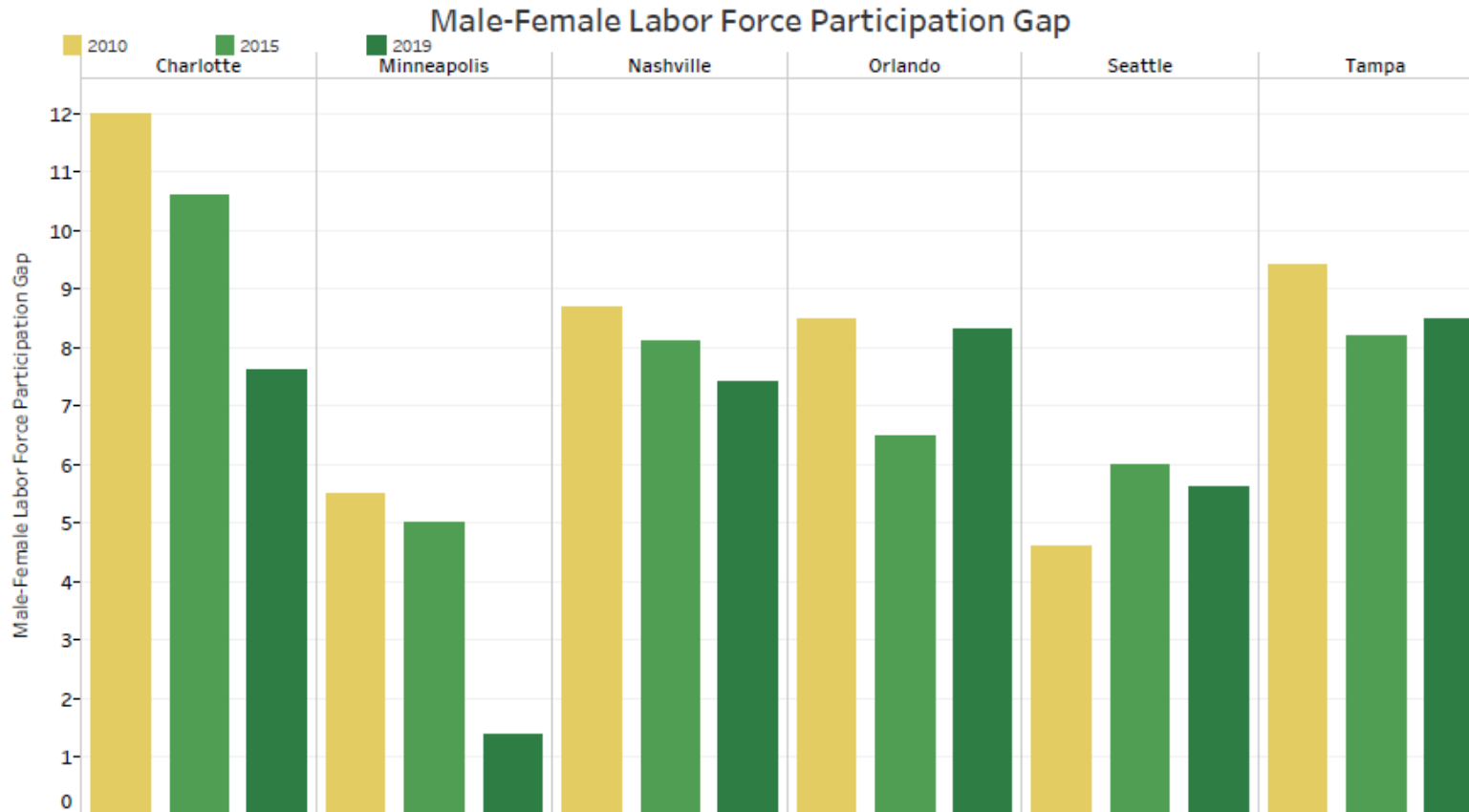
## INSIGHTS

- All the cities, including Tampa experienced a decline in black-white poverty gap over the years.
- Tampa has consistently remained at fourth position for most of the years.
- Charlotte has been the best performing city, while Minneapolis has been the worst performing city.

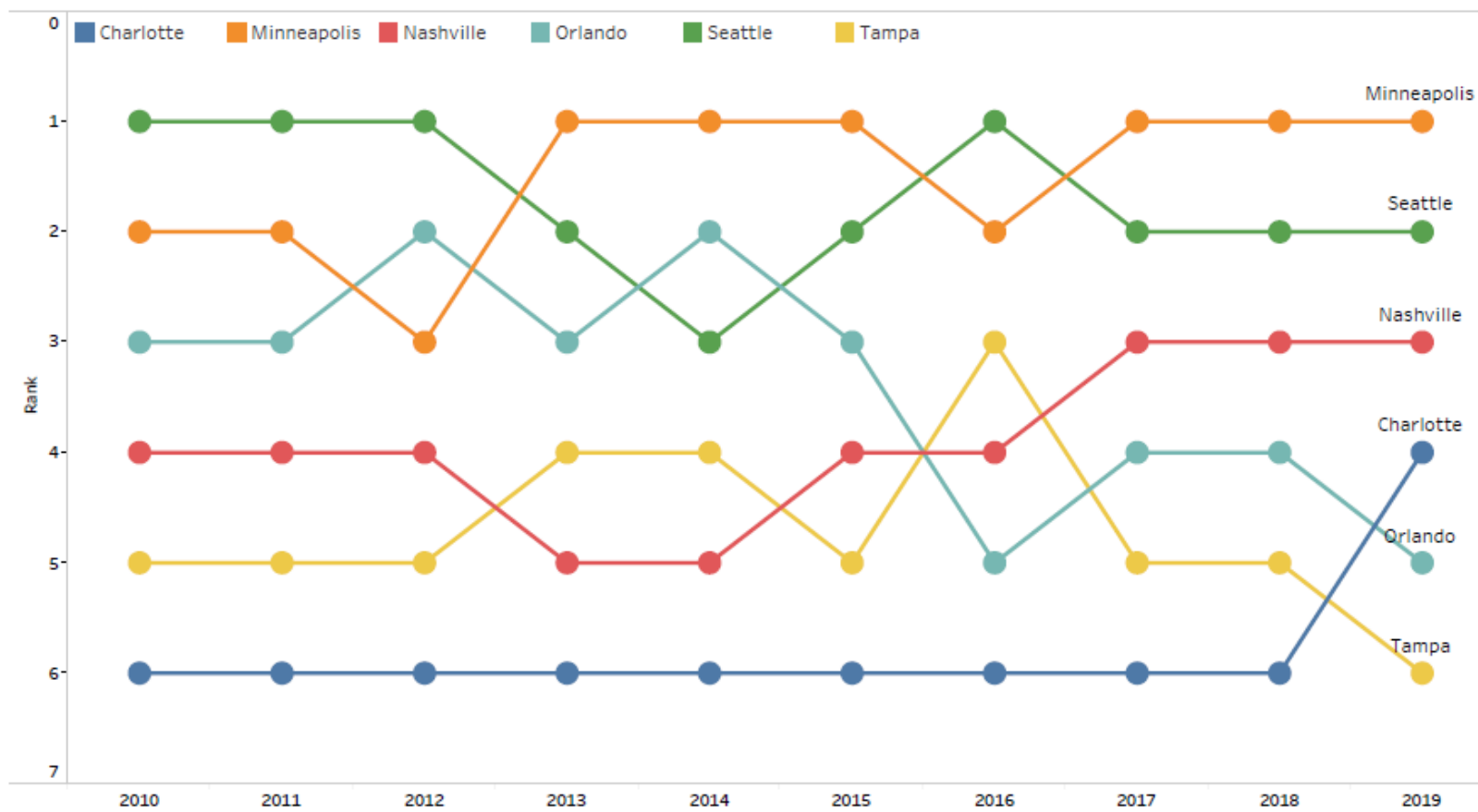
# MALE-FEMALE LABOR FORCE PARTICIPATION GAP

**About :** Measures the male-female gap in percent of the population 20 - 64 years old that is either working or actively looking for work. Calculated by subtracting the labor force participation of females from that of males in the city.

**Source** U.S. Census Bureau, American Community Survey, Table S2301



# MALE-FEMALE LABOR FORCE PARTICIPATION GAP: COMPETITIVE TREND

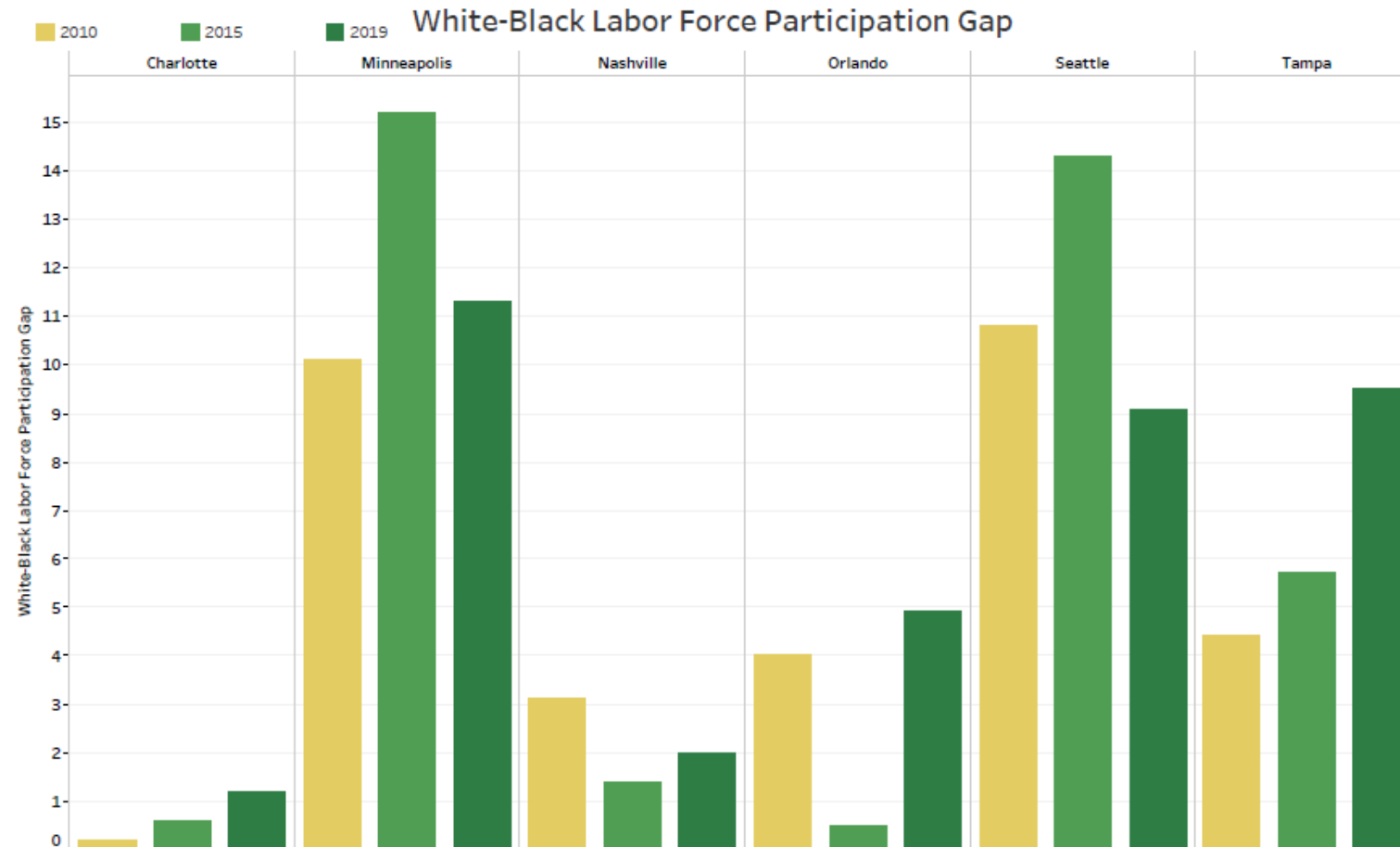


## INSIGHTS

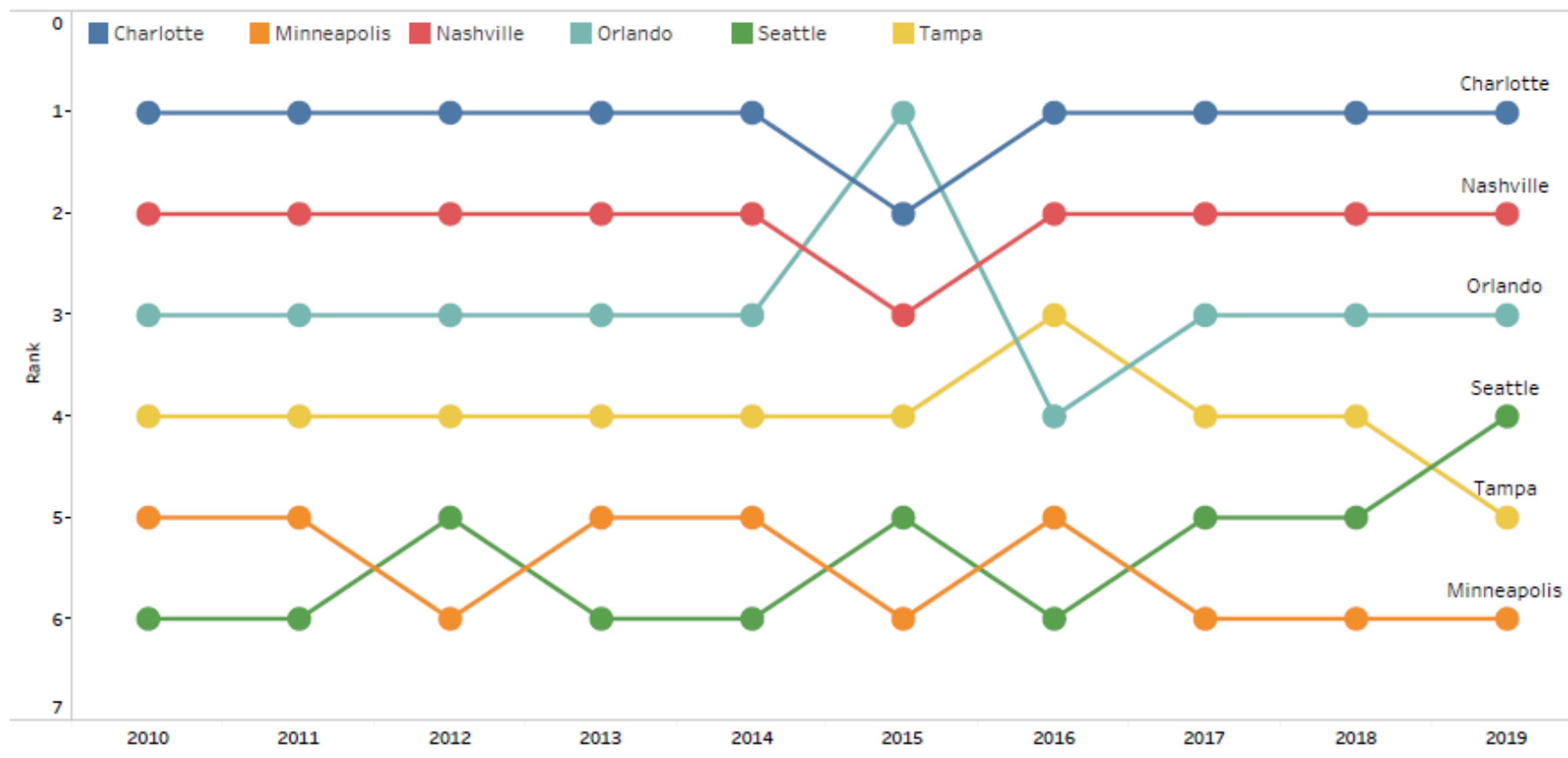
- Except Seattle all the cities including Tampa, have registered a decline in male-female labor force participation gap.
- Tampa's competitive position declined from third to sixth over the last four years.
- Minneapolis has maintained the first position for most of the years.

# WHITE-BLACK LABOR FORCE PARTICIPATION GAP

**About :** Measures the white-black gap in percent of the population 16 years old or older that is either working or actively looking for work. Calculated by subtracting the labor force participation of African-Americans from that of White-Americans in the city.  
**Source** U.S. Census Bureau, American Community Survey, Table S2301



# WHITE-BLACK LABOR FORCE PARTICIPATION GAP: COMPETITIVE TREND



## INSIGHTS

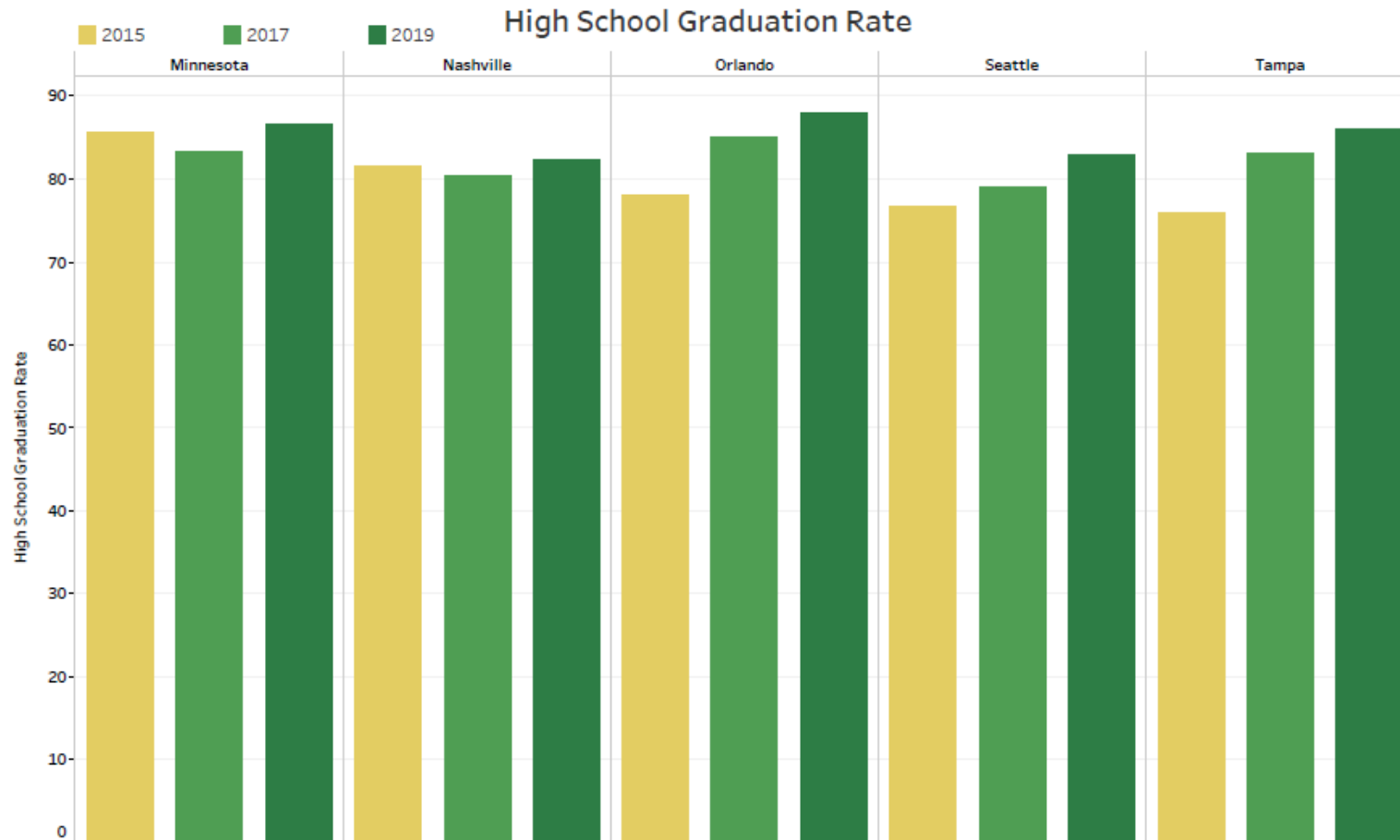
- Tampa has experienced significant increase in White-Black labor force participation gap over the years, which is reflected in the declining Tampa's competitive position.
- Charlotte maintained first position for most of the years.
- Seattle's competitive position has improved over the last four years.

# EDUCATIONAL ATTAINMENT

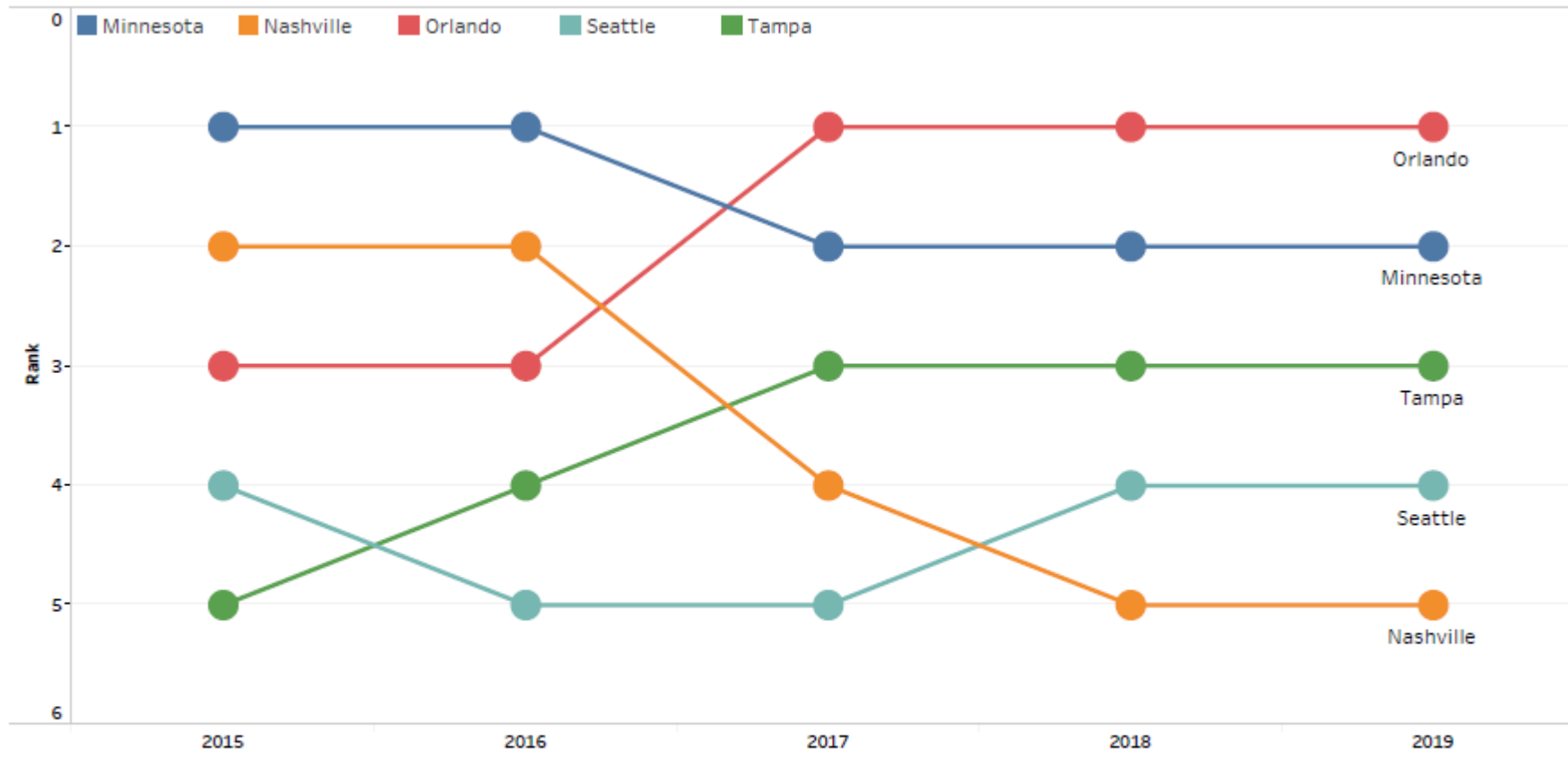
# HIGH SCHOOL GRADUATION RATE

**About :** Percentage of high school graduates in the school districts of the city.

**Source:** Official websites of Departments of Education



# HIGH SCHOOL GRADUATION RATE: COMPETITIVE TREND



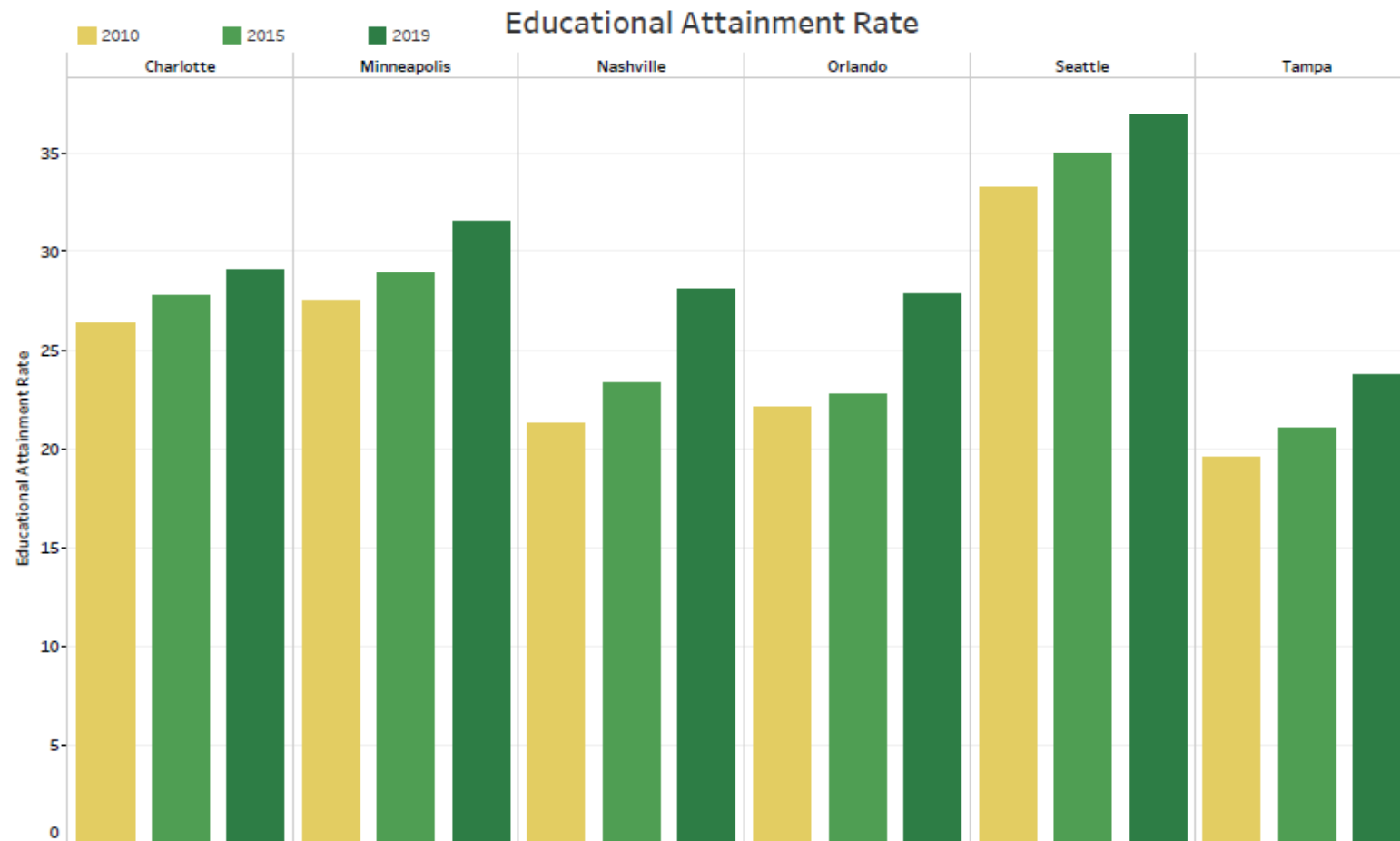
## INSIGHTS

- Tampa's high school graduation rate has steadily increased over the years
- Tampa's competitive position has increased from bottom most position in 2015 to third position in 2017 and has maintained the same position.
- Orlando is the best performing city and Nashville is the worst performing city.

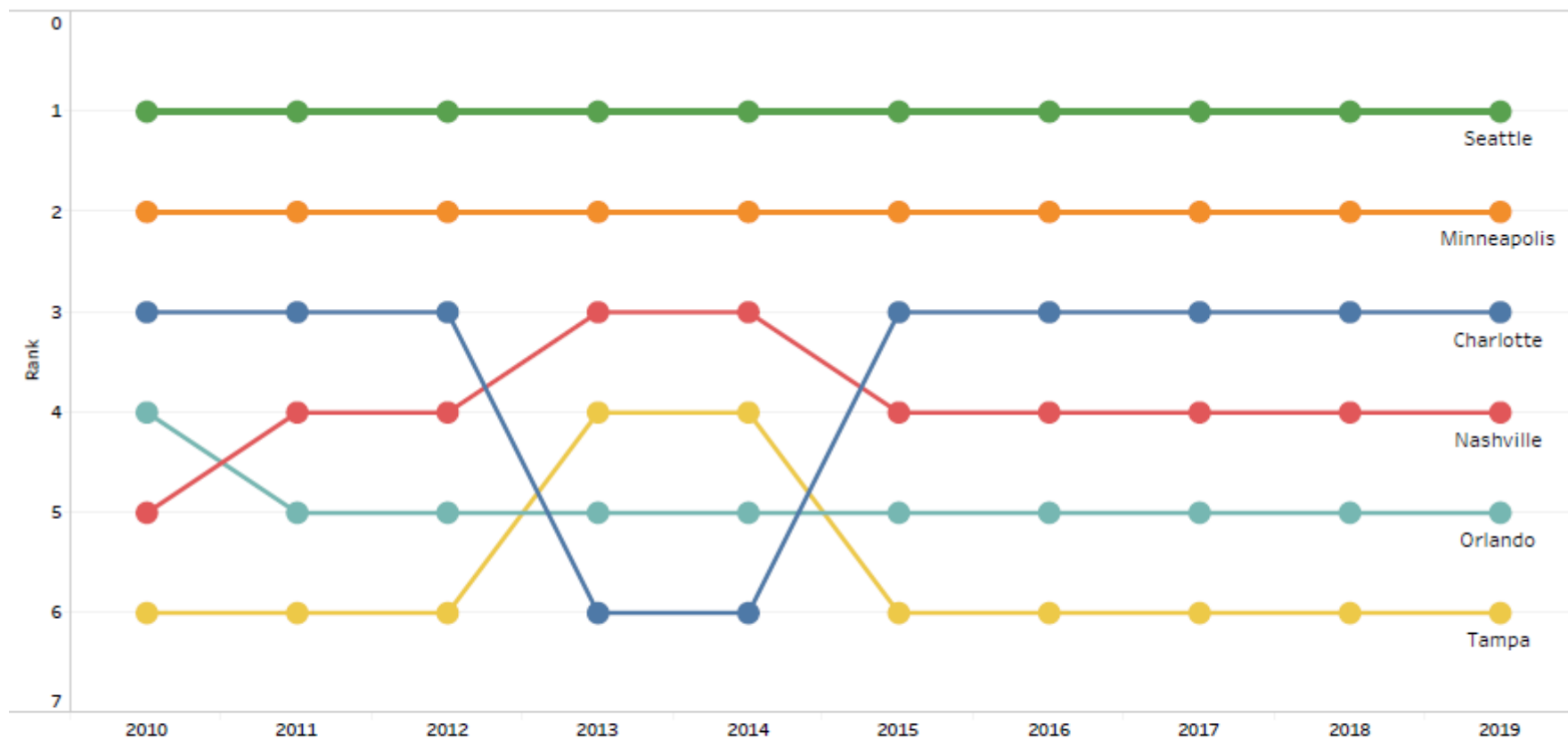


# EDUCATIONAL ATTAINMENT RATE: BACHELOR'S DEGREE OR HIGHER

**About :** Measures the percentage of population, 25 years or older, who have attained a Bachelor's degree or higher.  
**Source :** Census Bureau, American Community Survey, Table S1501

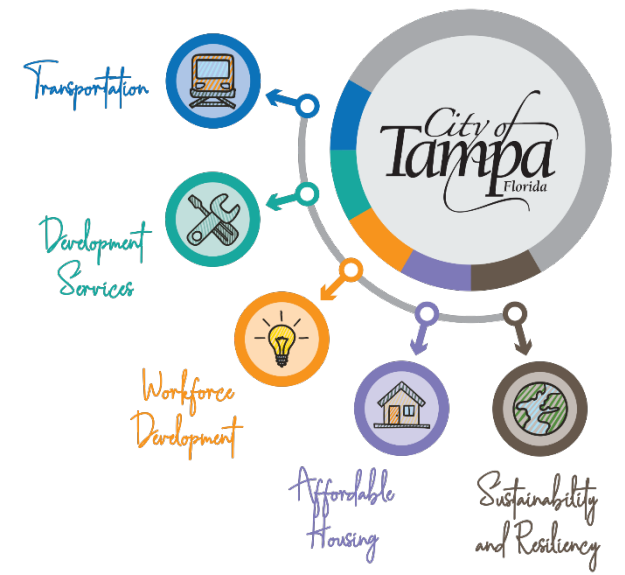


# EDUCATIONAL ATTAINMENT RATE- BACHELOR'S DEGREE OR HIGHER: COMPETITIVE TREND



## INSIGHTS

- Though Tampa's educational attainment rate has slightly increased over the years, Tampa has remained at the bottom most position in the last five years.
- Seattle has consistently maintained the first position.



## Practices Used in Other Areas to Positively Impact the Measures

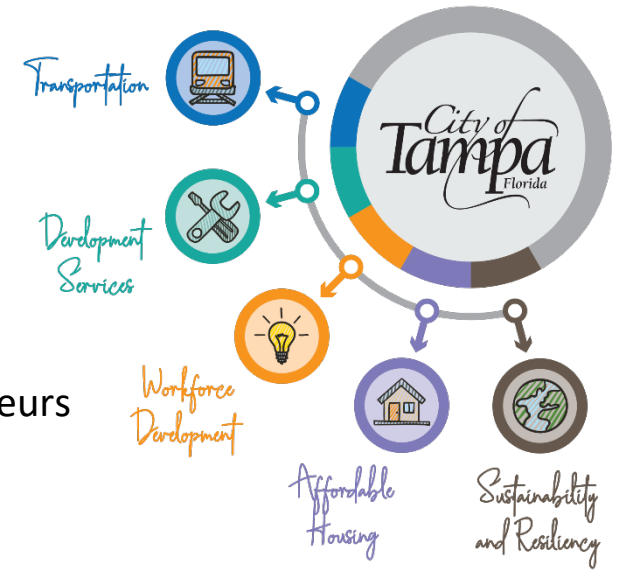
# Category 1: Unemployment Rate

- New York City as a part of state initiative is helping the long-term unemployed become entrepreneurs through a business training course called the Self-Employment Assistance Program.
- New York City in partnership with IBM run Pathways in Technology Early College High School, or P-TECH program which is a six-year career and technical program that combines high school with two years of college to make students ready for entry-level technology jobs after graduating.

## References:

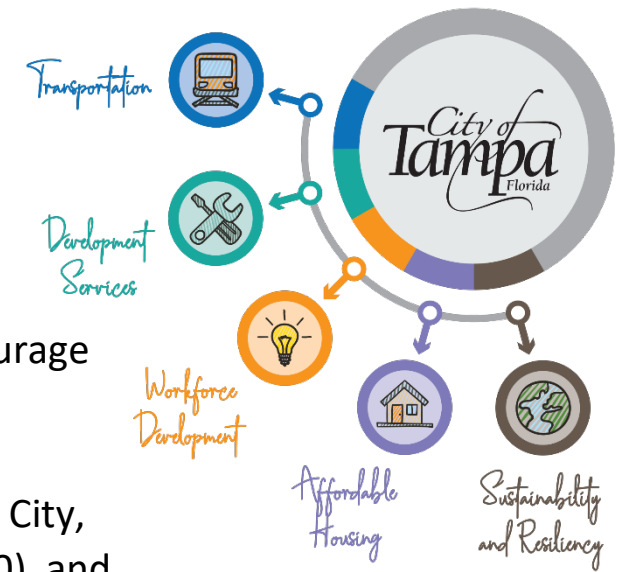
[https://apolitical.co/en/solution\\_article/new-york-trains-long-term-unemployed-entrepreneurs](https://apolitical.co/en/solution_article/new-york-trains-long-term-unemployed-entrepreneurs)

<https://www.city-journal.org/html/vocational-ed-reborn-15253.html>



# Category 2: Poverty Rate

- Atlanta, designated Economic Opportunity Zone inside URA (Urban Redevelopment Area) to encourage development, redevelopment and reinvestment in areas with high rates of poverty
- Large, midsize, and small cities, such as Philadelphia, Pennsylvania (population 1.6 million), Kansas City, Missouri (pop. 490,000), Providence, Rhode Island (pop. 180,000), Oswego, New York (pop. 17,000), and many others have opened anti-poverty offices which help in gross root level coordination of various governmental programs and also in outreach and policy advocacy.



## References:

<https://www.atlantaga.gov/home/showdocument?id=40525>

<https://www.governing.com/blogs/view/gov-nyc-center-economic-opportunity-cities-launch-antipoverty-centers.html>

[http://www.richmondgov.com/content/CommissionAntiPoverty/documents/Antipovertycommissionfinal1\\_17\\_2013c--printready.pdf](http://www.richmondgov.com/content/CommissionAntiPoverty/documents/Antipovertycommissionfinal1_17_2013c--printready.pdf)

# Category 2: Transportation to Work

- Businesses in Seattle provide transit Incentives to employees for using public transit instead of personal cars to commute which leads to more riders, which in turn leads to more frequent services feasible.
- City of Seattle supports a programs under which businesses with 20 or more employees are required to offer their employees the opportunity to make a monthly pre-tax payroll deduction for transit or vanpool expenses.
- City of Seattle coordinates with State Department of Transportation, employers and the business community to support Commute Seattle which works with 270 large employers to promote and support investment in smart commuting solutions
- Research under the State of Region initiative has consistently shown that public transit availability (measured by revenue miles) is a key driver of regional income (GRP) per capita.

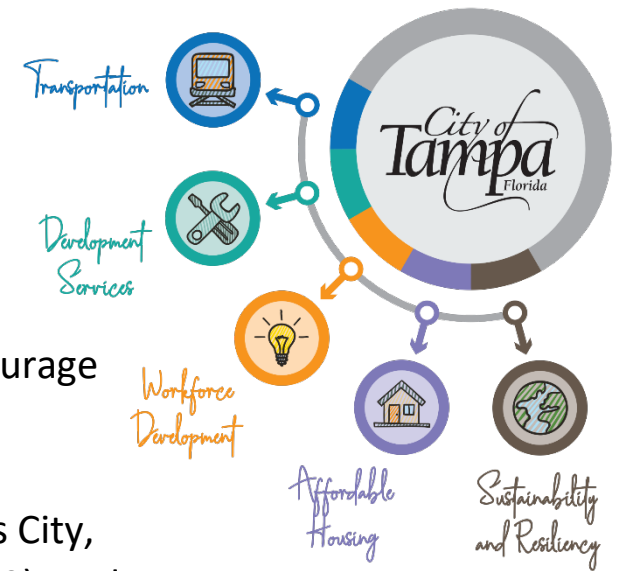
## Reference:

<http://seattlebusinessmag.com/seattle-using-public-transit-more-ever>



# Category 2: Digital Access

- Atlanta, designated Economic Opportunity Zone inside URA (Urban Redevelopment Area) to encourage development, redevelopment and reinvestment in areas with high rates of poverty
- Large, midsize, and small cities, such as Philadelphia, Pennsylvania (population 1.6 million), Kansas City, Missouri (pop. 490,000), Providence, Rhode Island (pop. 180,000), Oswego, New York (pop. 17,000), and many others have opened anti-poverty offices which help in gross root level coordination of various governmental programs and also in outreach and policy advocacy.



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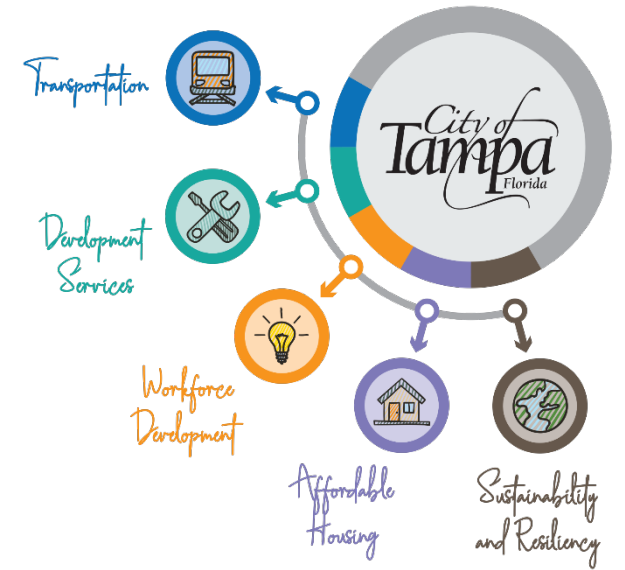
[http://www.richmondgov.com/content/CommissionAntiPoverty/documents/Antipovertycommissionfinal1\\_17\\_2013c--printready.pdf](http://www.richmondgov.com/content/CommissionAntiPoverty/documents/Antipovertycommissionfinal1_17_2013c--printready.pdf)

# Category 3: Poverty Rate Gap

- City of Rochester, NY coordinates with employers and industry sectors where minorities are both underpaid and work towards increasing wages to help meet the goal of increasing self-sufficiency and reducing poverty gaps.

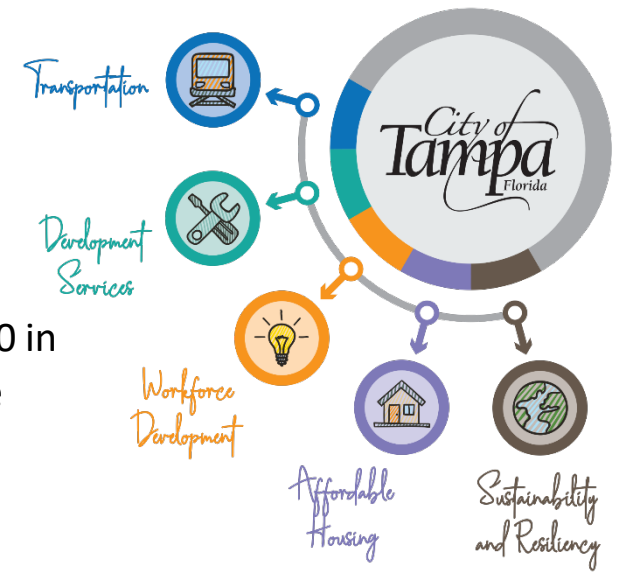
## Reference:

<file:///C:/Users/shivendu/Downloads/FINAL%20Wage%20Disparities%20in%20Monroe%20County%20Report%208-4.pdf>





# Category 4: 3rd/8th Grade Math and English FSA



- City of San Jose supports 'Teacher Homebuyer Program' which provides teachers with up to \$40,000 in no-interest loans to help them purchase their first home, making sure quality teachers stay with the community.
- Smart Start San José Program built early education centers that are operated by school districts, community organizations, Head Start and private preschools.
- San Jose city has added after-school programs to extend the school day which helps at risk students to do better in the classroom and also stay away from crime, drugs and alcohol.
- San Jose city supports 220 homework centers which provide clean, safe and supportive environments where students can conveniently study, receive tutoring and use computers.

## Reference:

[https://archive.nytimes.com/www.nytimes.com/ref/college/collegespecial3/coll\\_opinion\\_gonz.html?8bl](https://archive.nytimes.com/www.nytimes.com/ref/college/collegespecial3/coll_opinion_gonz.html?8bl)

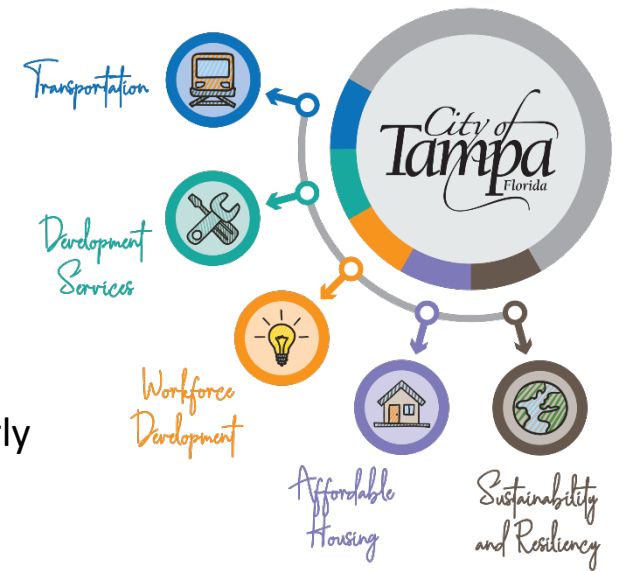
# Category 4: HS Graduation Rate

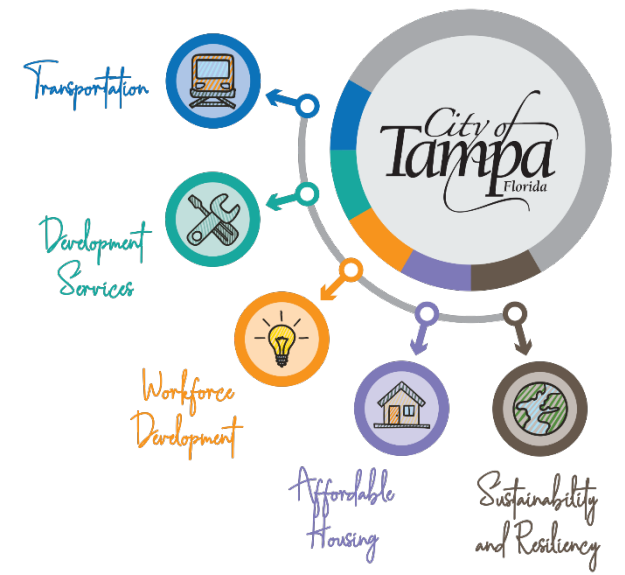
- Cities in Indiana such as Lafayette coordinate with school district to implement Early Warning Information and Intervention Systems which tracks progress of high school students and gives early warnings to counselors, teachers, and administrators when a student deviates from the timely graduation path which leads to timely intervention.
- Chicago city has worked with the University of Chicago and school district to reduce 9<sup>th</sup> grade failure rate and high school dropout rates by establishing summer programs and using data to track student attendance.

## References:

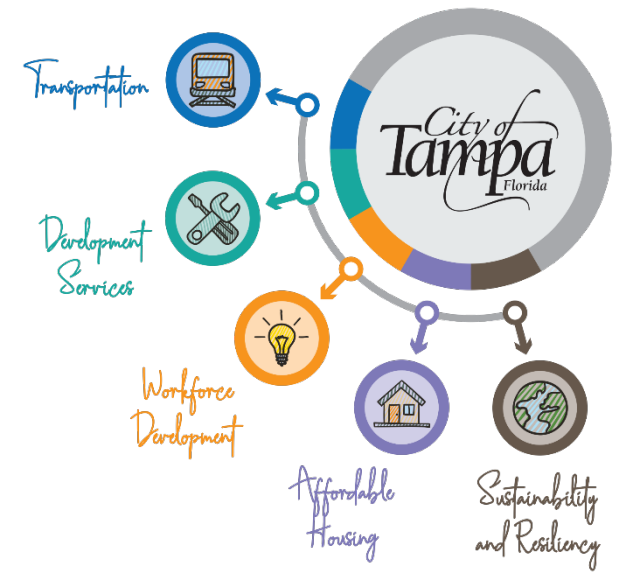
[https://www.rmff.org/wp-content/uploads/2017/11/18812\\_Civic\\_IN\\_Grad\\_Gap\\_FINAL.pdf](https://www.rmff.org/wp-content/uploads/2017/11/18812_Civic_IN_Grad_Gap_FINAL.pdf)

<https://www.edweek.org/ew/articles/2017/03/24/six-ways-to-improve-high-school-graduation.html>





# Certification and Vocational Training Data



# Breakout Groups:

## Confirm Focus Measures and Discuss Tactical Approaches

**Trouble Shooting Contact Person: Ebone Clifton or Eric Hayden via chat box**

**Breakout groups 40-minute session**

**End Time:**

# Meeting 4

## Breakout Group Participants

### 1. Inclusive Economic Growth

Harry Cohen- Facilitator

- a. Ron Christaldi
- b. Sheila Solomon Rudd
- c. Bob Rohrlack
- d. Juawana Colbert
- e. Sonya Little
- f. Cory Person
- g. Craig Richard

### 2. Reducing Poverty

Marley Wilkes - Facilitator

- a. Michelle Patty
- b. Lakshmi Shenoy
- c. Francisco Sanchez
- d. Brandon Wagner
- e. Andy Joe Scaglione

### 3. Gender and Racial Equity

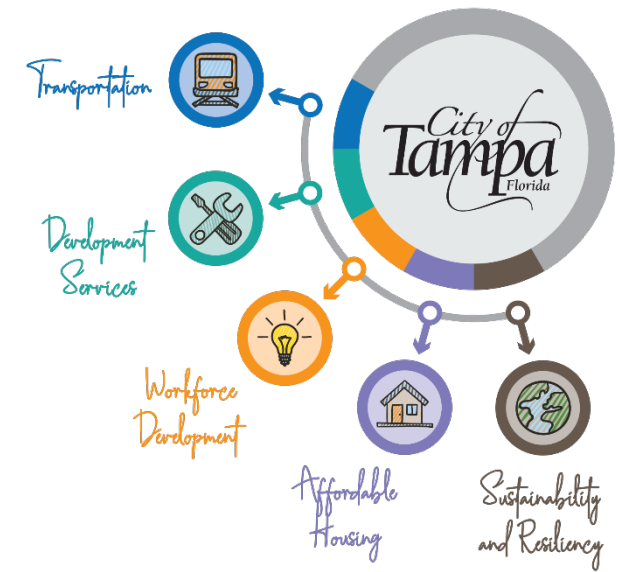
Carole Post- Facilitator

- a. Randy Randolph
- b. Yvette Lewis
- c. Mercedes Young
- d. John Flanagan
- e. Terrie Daniel
- f. Henry Gonzalez

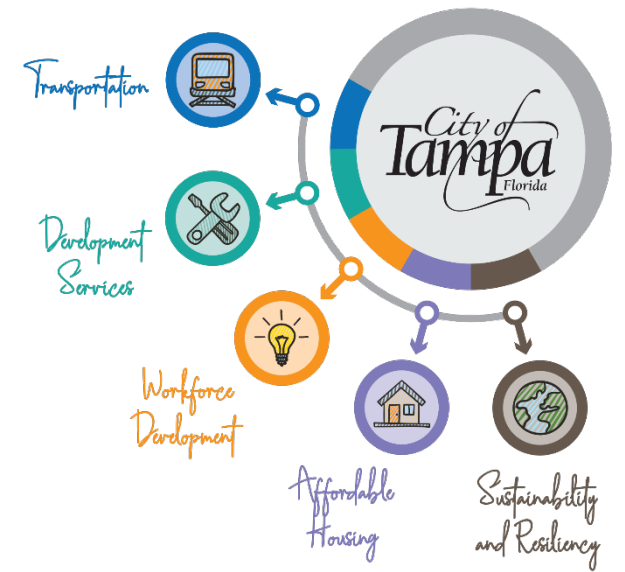
### 4. Education Opportunity

Michael Bloom - Facilitator

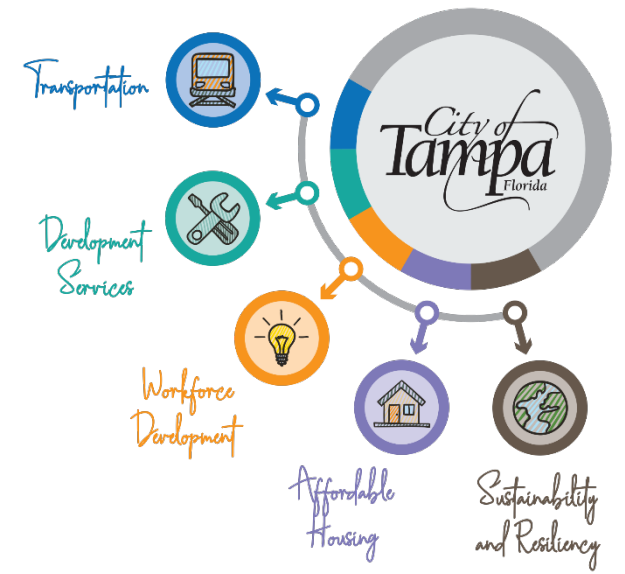
- a. Missy Martin
- b. Sandra Guggino
- c. Ernest Coney, Jr.
- d. Andrew Wright
- e. Jeremy Bunkley



# Guide for Breakout Groups



1. Facilitator welcome and re-state the objective.
2. Time Check - State the start and end time to manage discussion.
3. Nominate a 'recorder/presenter' to report back to the full group.
4. Stay focused on the output. If the discussion strays, capture the relevant input, but return to the focus/objective.
5. Call out time at 15 min and 10 min. Break-out rooms cut off at the designated time. No grace period. ☹️

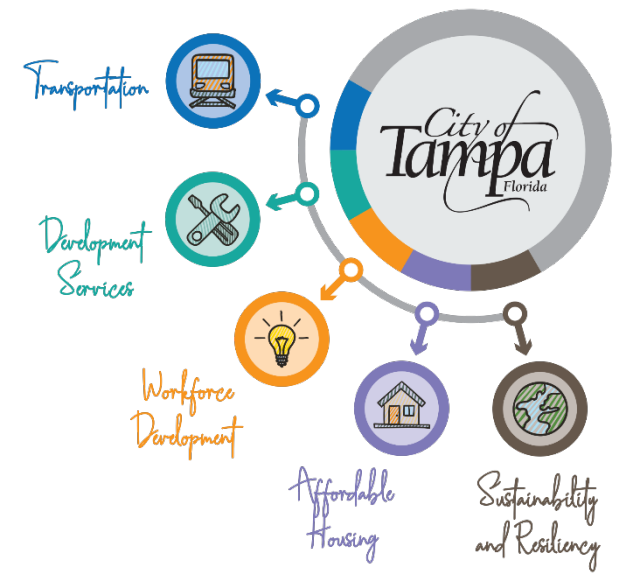


# Breakout Groups: Confirm Focus Measures and Discuss Tactical Approaches

**Trouble Shooting Contact Person: Ebone Clifton or Eric Hayden via chat box**

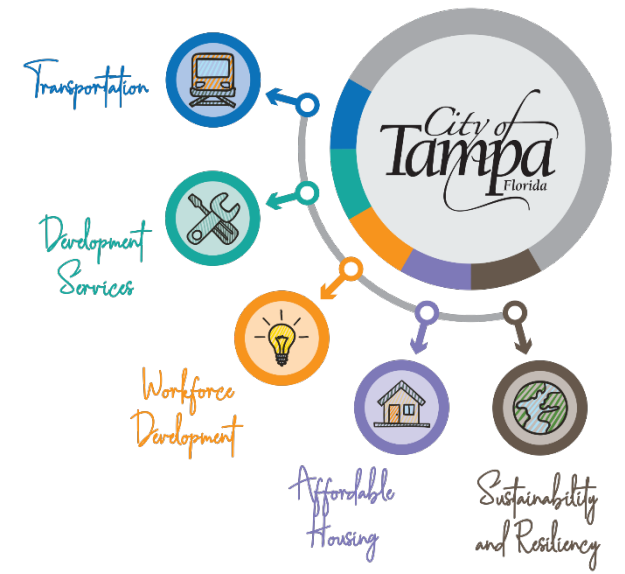
**Breakout groups 30-minute session**

**End Time:**



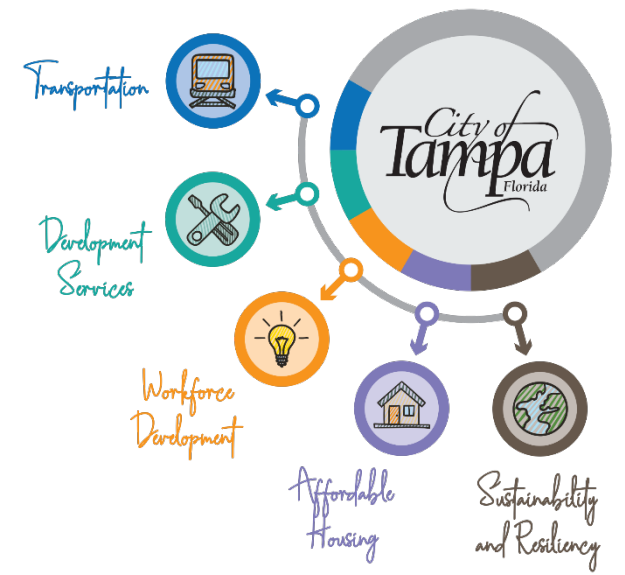
# Breakout Group Presentations and Full Committee Discussion





# Public Comment

Economic Advisory Committee



# Next Steps/Wrap-up

Economic Advisory Committee

Next Meeting Wednesday October 14, 2020  
8:00am-10:00am