



# Equality of Opportunity in America: Closing Coweta's Opportunity Gaps

Mark Wilson, President & CEO, Florida Chamber of Commerce

**FLORIDA**  
**CHAMBER**  
*Foundation*

# Mark Wilson Congressional Testimony- March 1, 2016



“In my view, **the battle of this generation is between economic equality and economic opportunity** – between those who believe that everyone is entitled to equal outcomes and those who believe everyone should have an equal opportunity at earned success.”

# The Florida 2030 Blueprint: Uniting Businesses For Good

17<sup>th</sup> to 10<sup>th</sup>

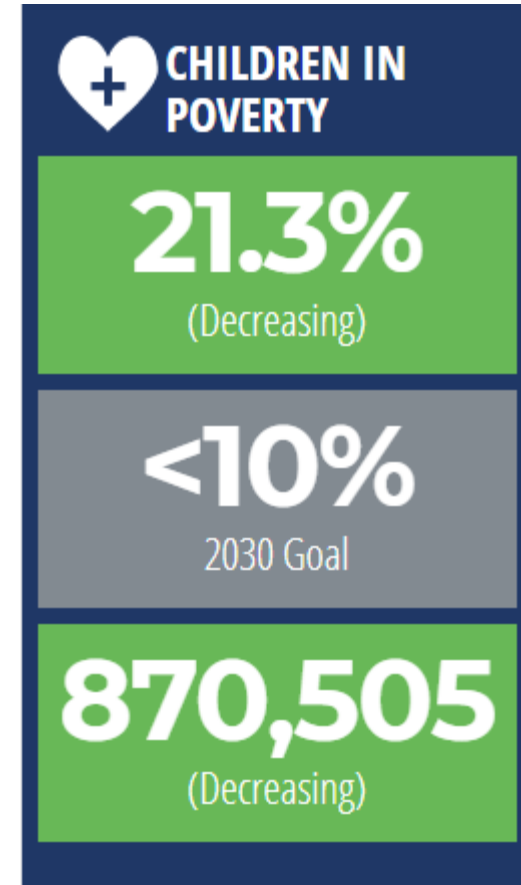


39 Goals



## Florida 2030 Blueprint Goal

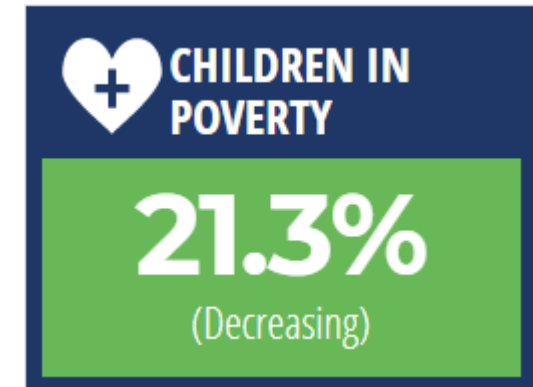
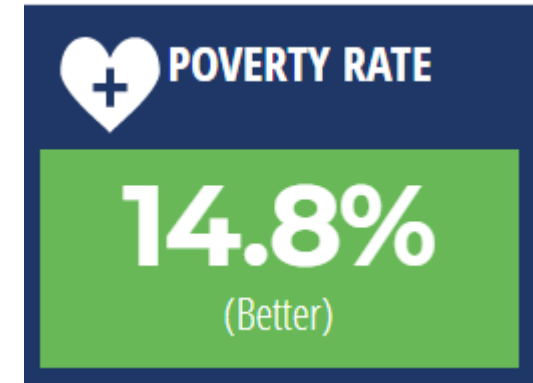
Cut Florida's  
childhood poverty in  
half, and ensure  
100% will have a  
pathway out.



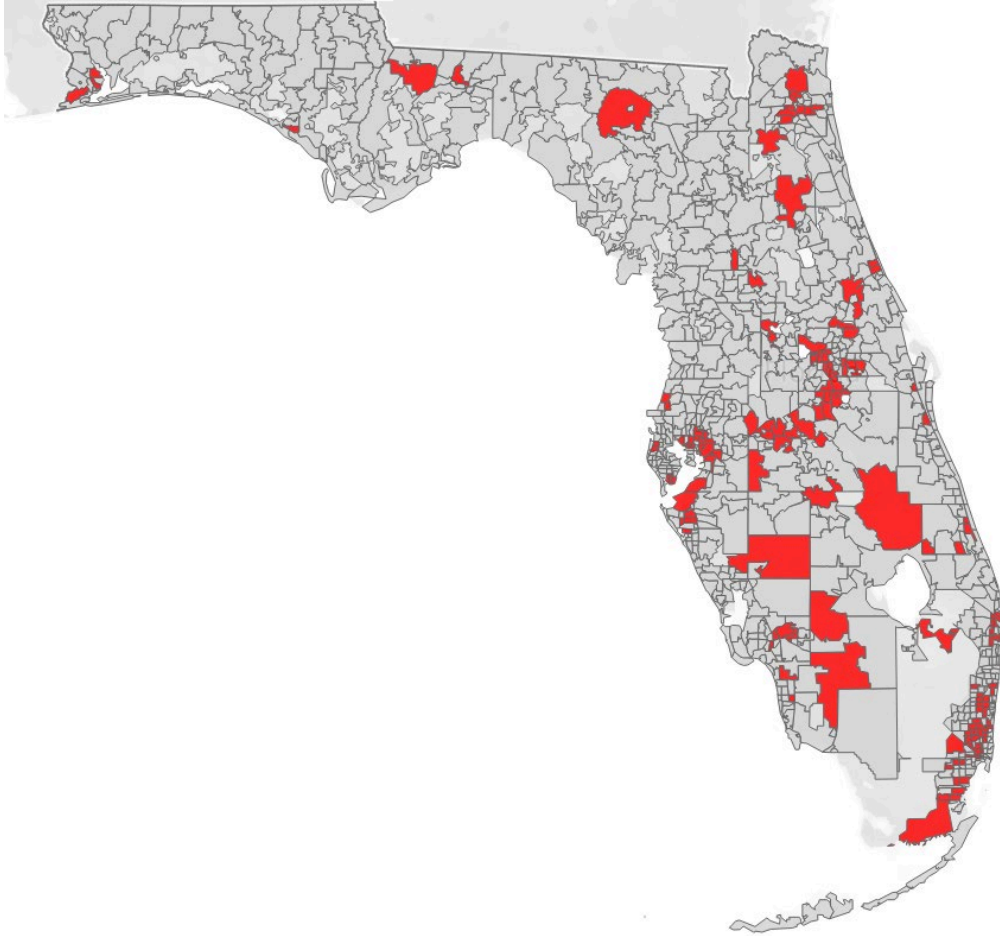


# Why the Florida Chamber Foundation is Leading the Effort

- Nearly 3,000,000 Floridians in poverty
- 870,505 kids in poverty
- 46% of Floridians can't afford basic needs (ALICE/United Way).



# Closing Florida's Equity Gaps: Zip Code Analysis of Childhood Poverty



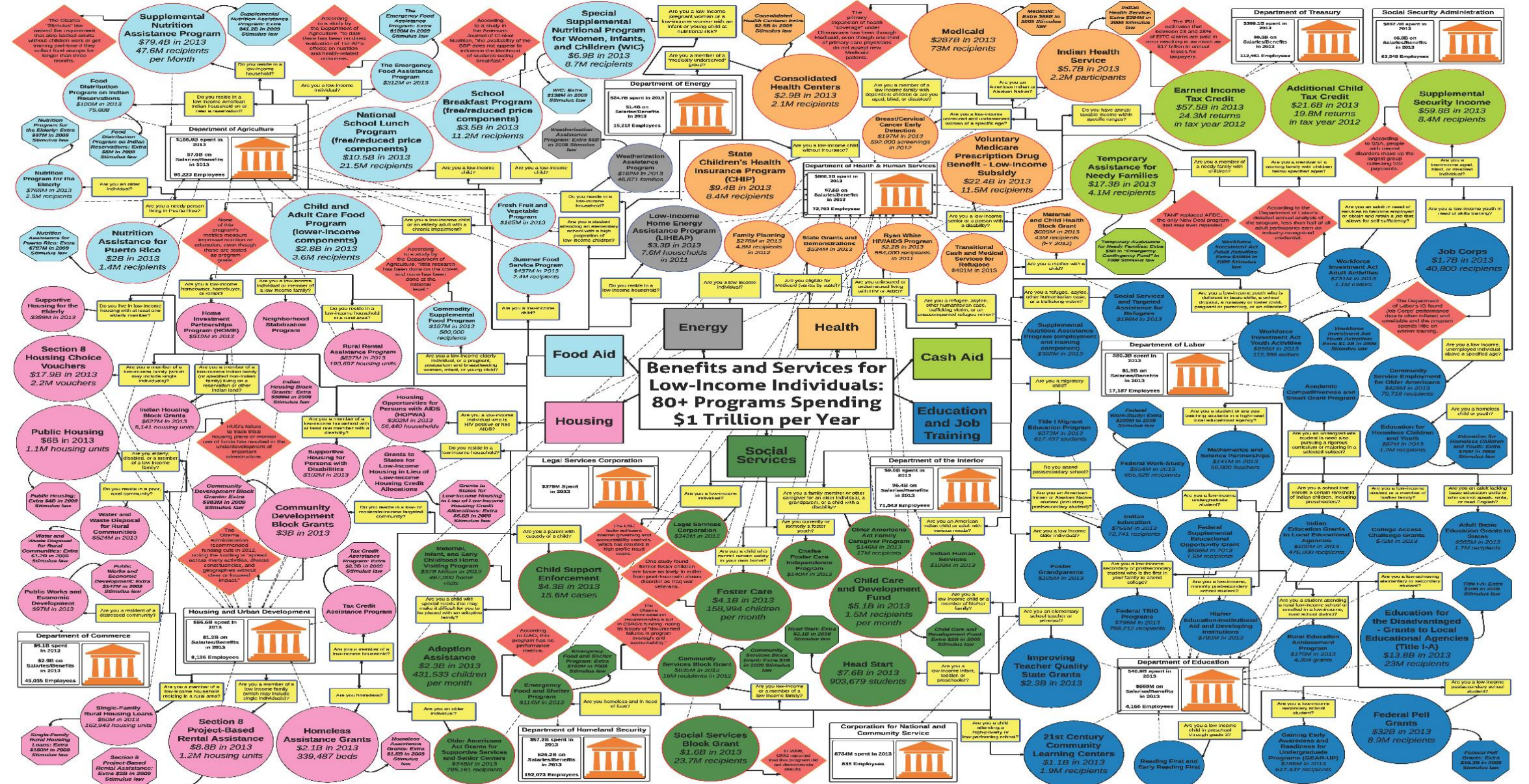
There are **870,505 kids**  
in Florida living in  
Poverty

*HALF (over 450,000) of children in  
poverty live in just 150 (15%) of  
Florida's 983 Zip Codes*

# Is A Single Parent\* In Florida Better Off Making \$9/hour or \$25/hour?

\*with two kids under 5 and living in poverty.





Source: House Ways and Means Committee staff, using Congressional Research Service reports and other data.

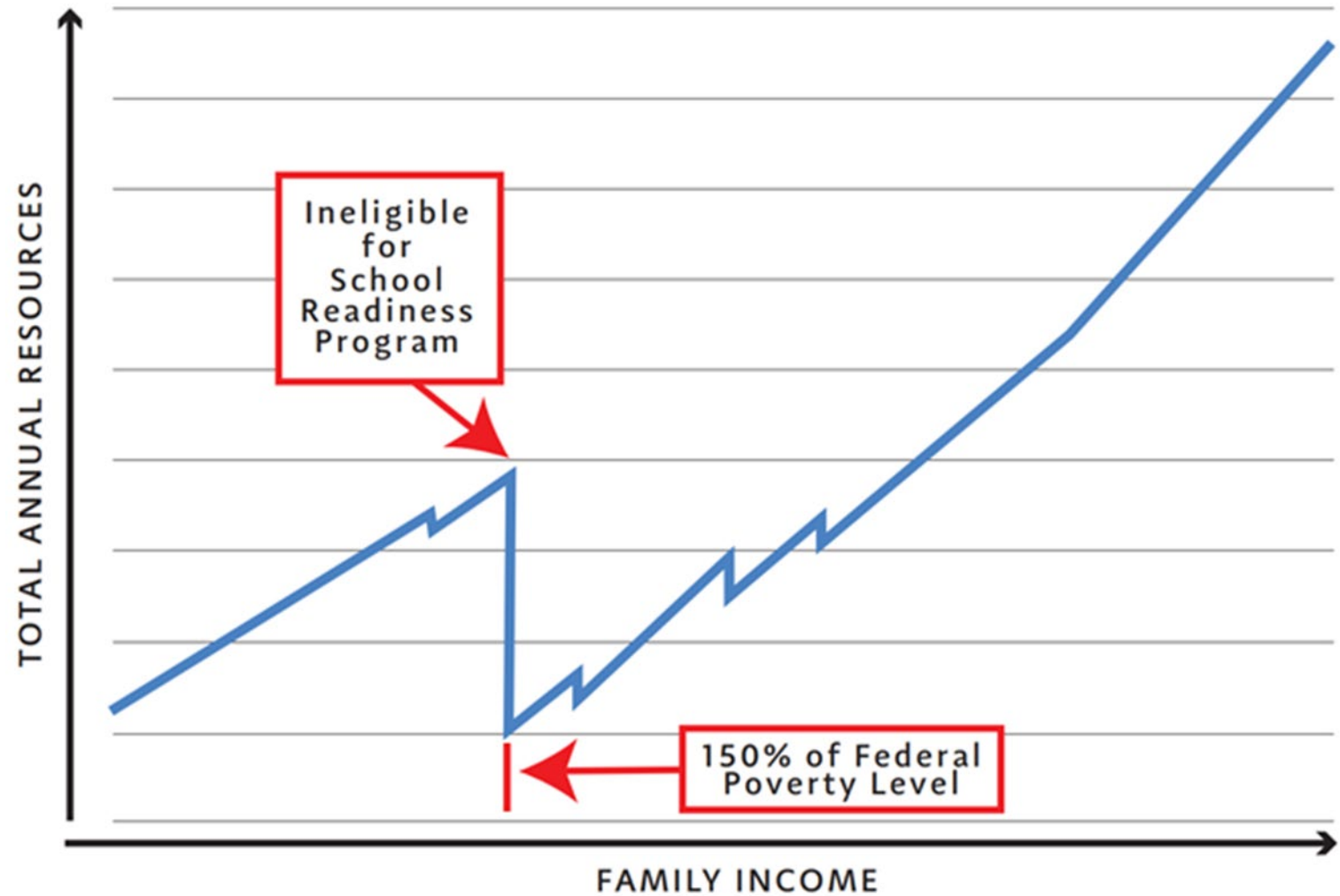
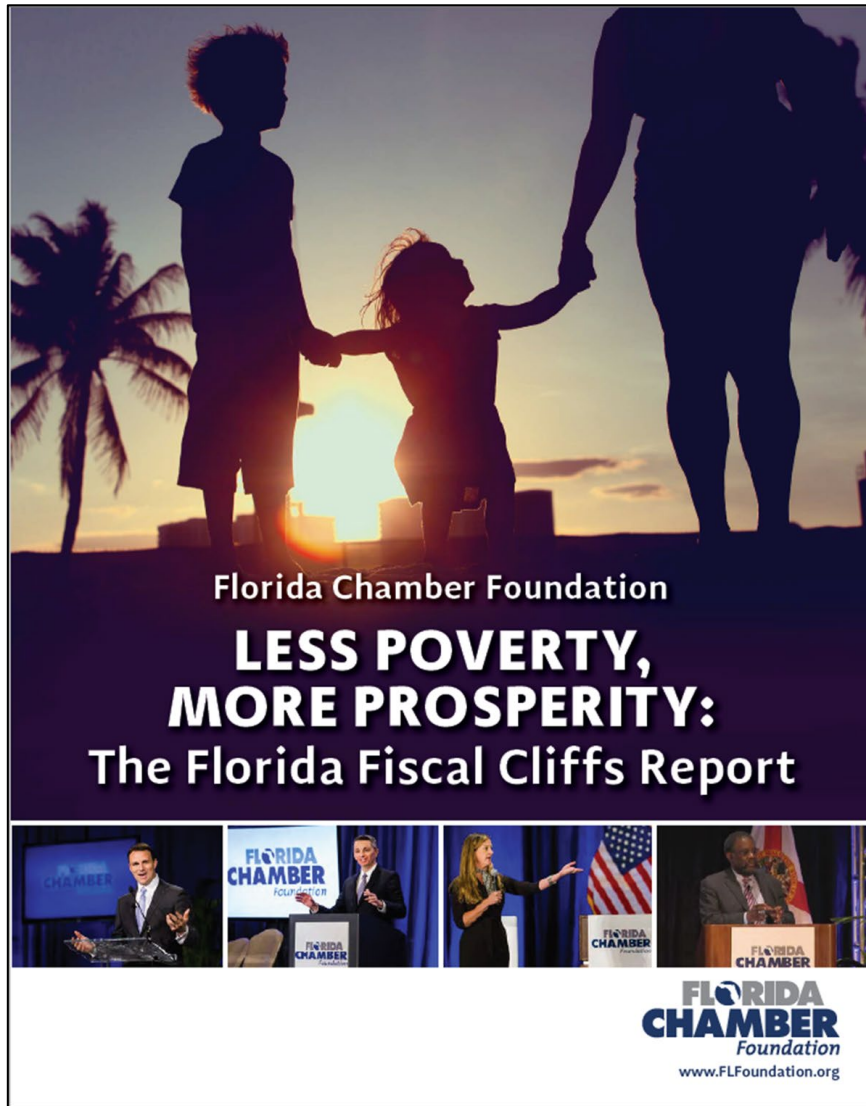


# 10 Root Causes of Poverty and Paths to Prosperity



- Job Opportunities
- Education / Training
- Housing
- Transportation
- Health
- Food Security
- Child & Family Care
- Safety
- Justice
- Agency-Community Voice

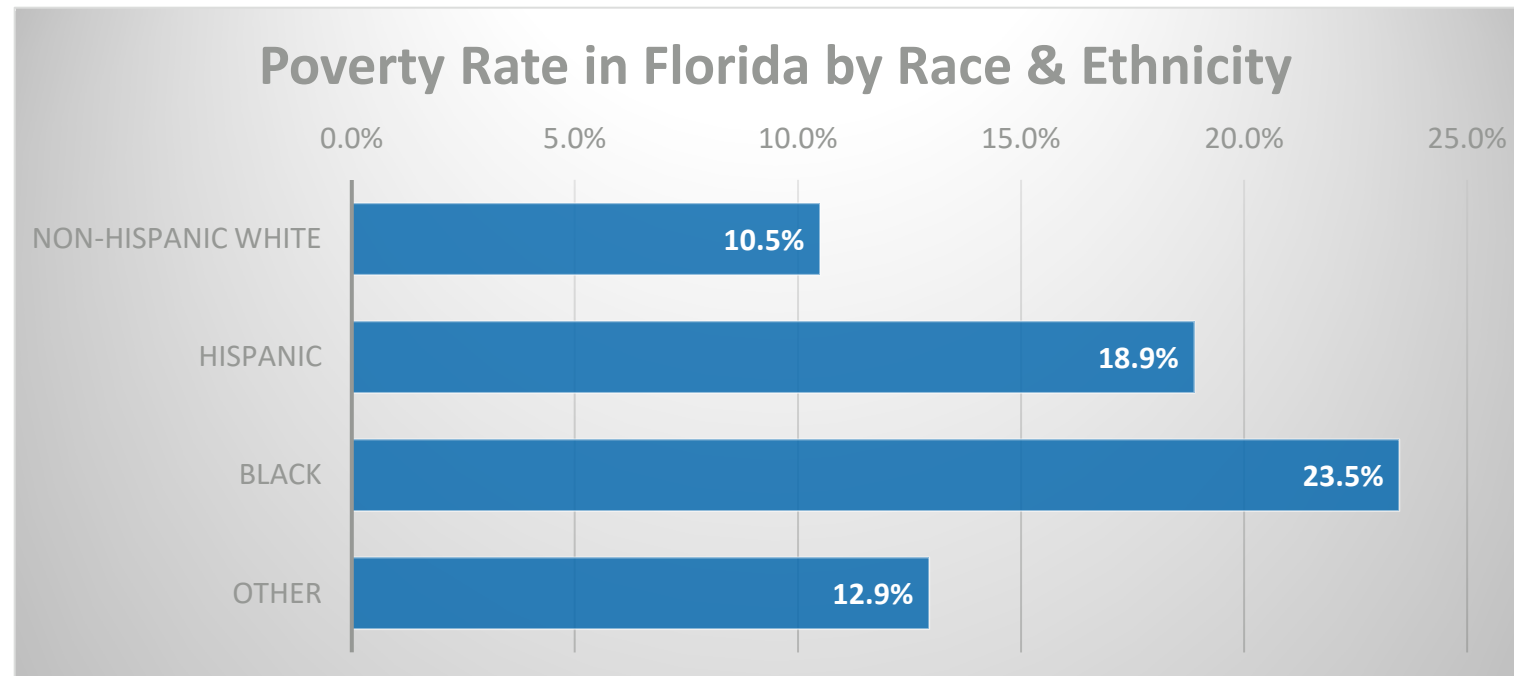
# The Florida Chamber Foundation Fiscal Cliffs Report (\$9/hr v.s. \$25/hr)



# Race/Ethnicity & Poverty Rates in Florida

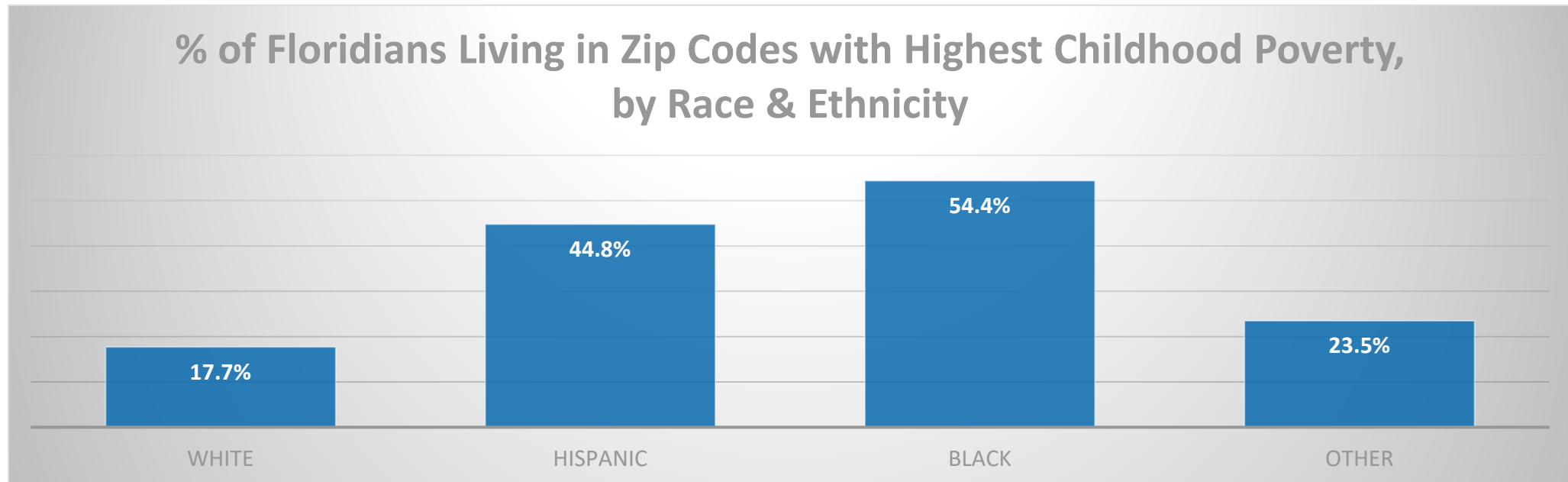
Florida's poverty rates differ greatly along racial/ethnic lines, with minority groups noticeably more likely to fall below the poverty level.

This is particularly true for Florida's Black and Hispanic citizens. Black Floridians are more than twice as likely to live below poverty level than White Floridians.



# Impact on Equality of Opportunity for Floridians

Even for those above the poverty level in these 150 zip codes, the impact of heightened levels of childhood poverty in these communities inhibits the opportunities afforded to the next generation of Floridians growing up there. The impact of this is most harshly felt by Black and Hispanic Floridians. A majority of Florida's 3.2 million Black residents live in these zip codes where childhood poverty is most prevalent, and a Black Floridian is three times more likely than a White Floridian to live in one of these 150 zip codes.

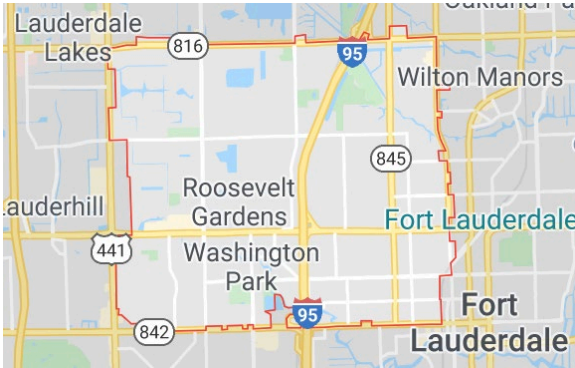




# Broward County: A Tale of Two Zip Codes

Far too often a child's well-being and opportunity are determined not only by what community one is born into, but what portion of that community they live in. Zip code 33311 in Broward County contains more children living below the poverty level than any other in Florida yet is directly adjacent to a zip code with some of the lowest poverty levels in the state.

Zip Code:  
33311

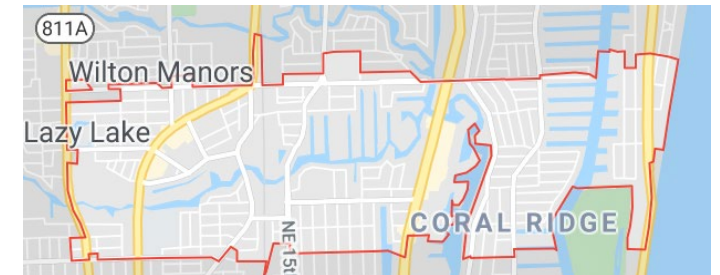


## Demographics

White: 9.1%  
Hispanic: 6.2%  
Black: 83.6%  
Other: 1.1%

Population: 72,225  
Under 18: 19,659  
Under 18 Below Poverty: 9,042  
Under 18 Poverty Rate: **46.0%**

Zip Code:  
33305



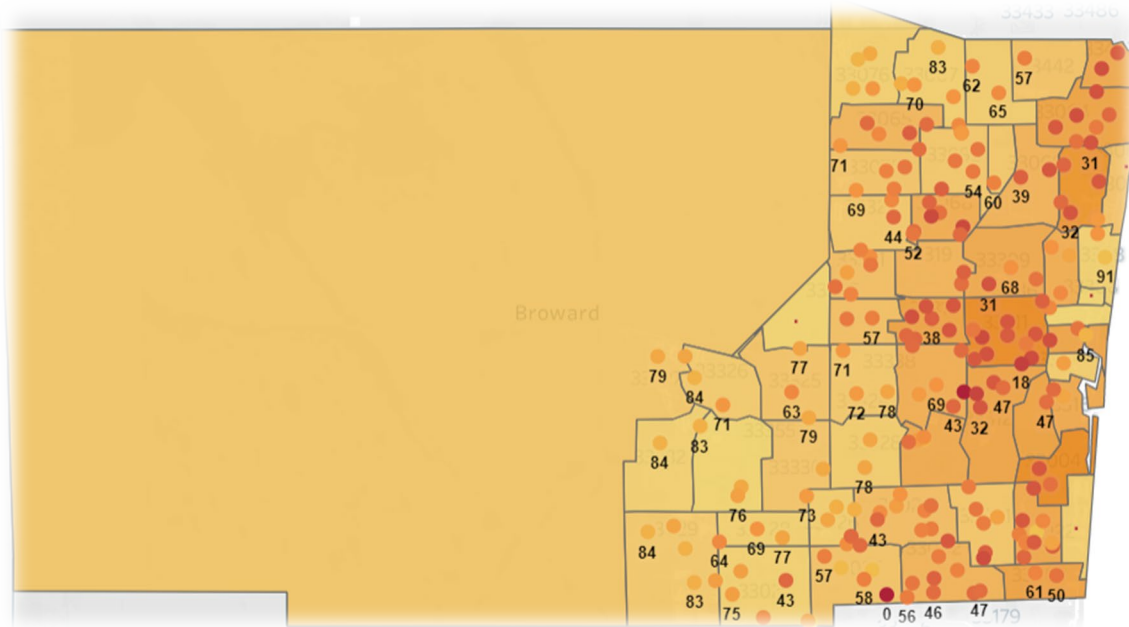
## Demographics

White: 78.2%  
Hispanic: 12.6%  
Black: 6.8%  
Other: 2.4%

Population: 12,292  
Under 18 Pop: 1,123  
Under 18 Below Poverty: 17  
Under 18 Poverty Rate: **1.5%**

# Innovative Tools to Produce Measurable Results To End Inequality of Opportunity

3<sup>rd</sup> Grade Reading Scores Map National Reveal September 10, 2020



Elementary School Reading Scores by  
Childhood Poverty Rate of Your County

School Name	Kids Not Reading At Grade Level	Third Grade Reading Score
ALPHA INTERNATIONAL ACADEMY	9	36
ANNABEL C. PERRY PK-8	46	46
ATLANTIC MONTESSORI CHARTER SCHOOL	12	45
ATLANTIC MONTESSORI CHARTER WEST CAMPUS	4	79
ATLANTIC WEST ELEMENTARY SCHL	71	39
AVANT GARDE ACADEMY K-8 BROWARD	62	63
BANYAN ELEMENTARY SCHOOL (BROWARD)	49	53
BAYVIEW ELEMENTARY SCHOOL (BROWARD)	15	85
BEACHSIDE MONTESSORI VILLAGE	6	92
BEN GAMLA CHARTER SCHOOL (BROWARD)	21	61
BEN GAMLA CHARTER SCHOOL NORTH CAMPUS	7	82
BENNETT ELEMENTARY SCHOOL	23	51
BETHUNE MARY M ELEMENTARY SCHOOL	48	32
BOULEVARD HEIGHTS ELEMENTARY	45	59
BRIDGEPREP ACADEMY OF HOLLYWOOD HILLS	20	56
BROADVIEW ELEMENTARY SCHOOL	65	45
BROWARD ESTATES ELEMENTARY SCHOOL	39	34
BROWARD MATH AND SCIENCE SCHOOLS	10	73
CASTLE HILL ELEMENTARY SCHOOL	60	33
CENTRAL CHARTER SCHOOL	94	39
CENTRAL PARK ELEMENTARY SCHOOL	42	71
CHALLENGER ELEMENTARY SCHOOL	60	60
CHAMPIONSHIP ACAD OF DISTINCTION WEST BROW..	25	26
CHAMPIONSHIP ACADEMY OF DISTINCTION AT DAVIE	21	69
CHAMPIONSHIP ACADEMY OF DISTINCTION HOLLYW..	35	57
CHAPEL TRAIL ELEMENTARY SCHOOL	26	78
CHARLES DREW ELEMENTARY SCHOOL	49	39
CHARTER SCHOOL OF EXCELLENCE	26	45
CHARTER SCHOOL OF EXCELLENCE AT DAVIE	12	74
COCONUT CREEK ELEMENTARY SCHL	32	60

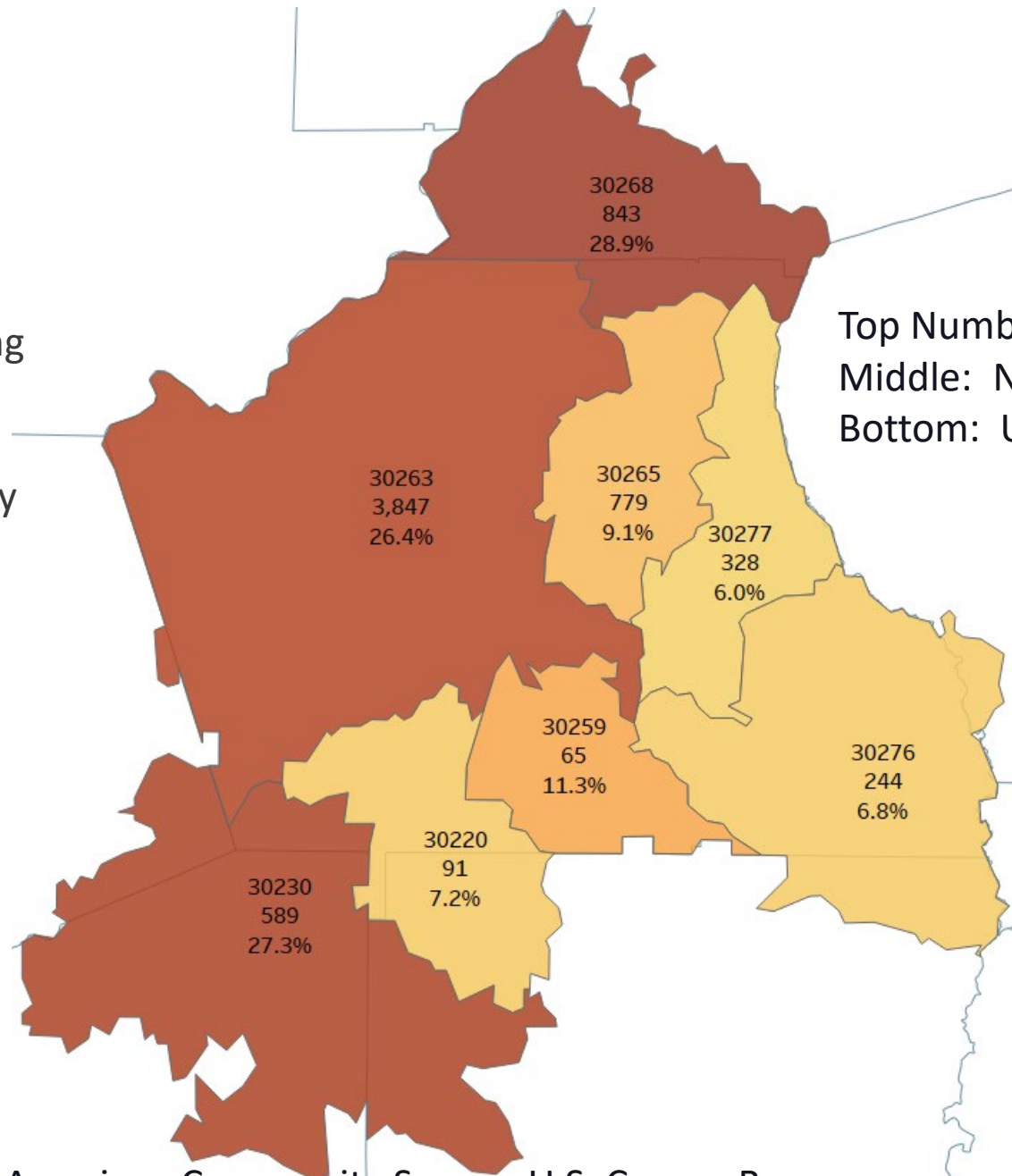
# Coweta County Under-18 Poverty

There are 564,594 kids in Georgia living  
in poverty – 22.9%

There are 5,579 kids in Coweta County  
living in poverty – 16.1%

Coweta has 24<sup>th</sup>-highest Number of  
kids in Poverty in Georgia  
(of 159 counties)

20<sup>th</sup> best for Under-18 Poverty rate



Top Number: Zip Code  
Middle: Number of Kids in Poverty  
Bottom: Under-18 Poverty rate

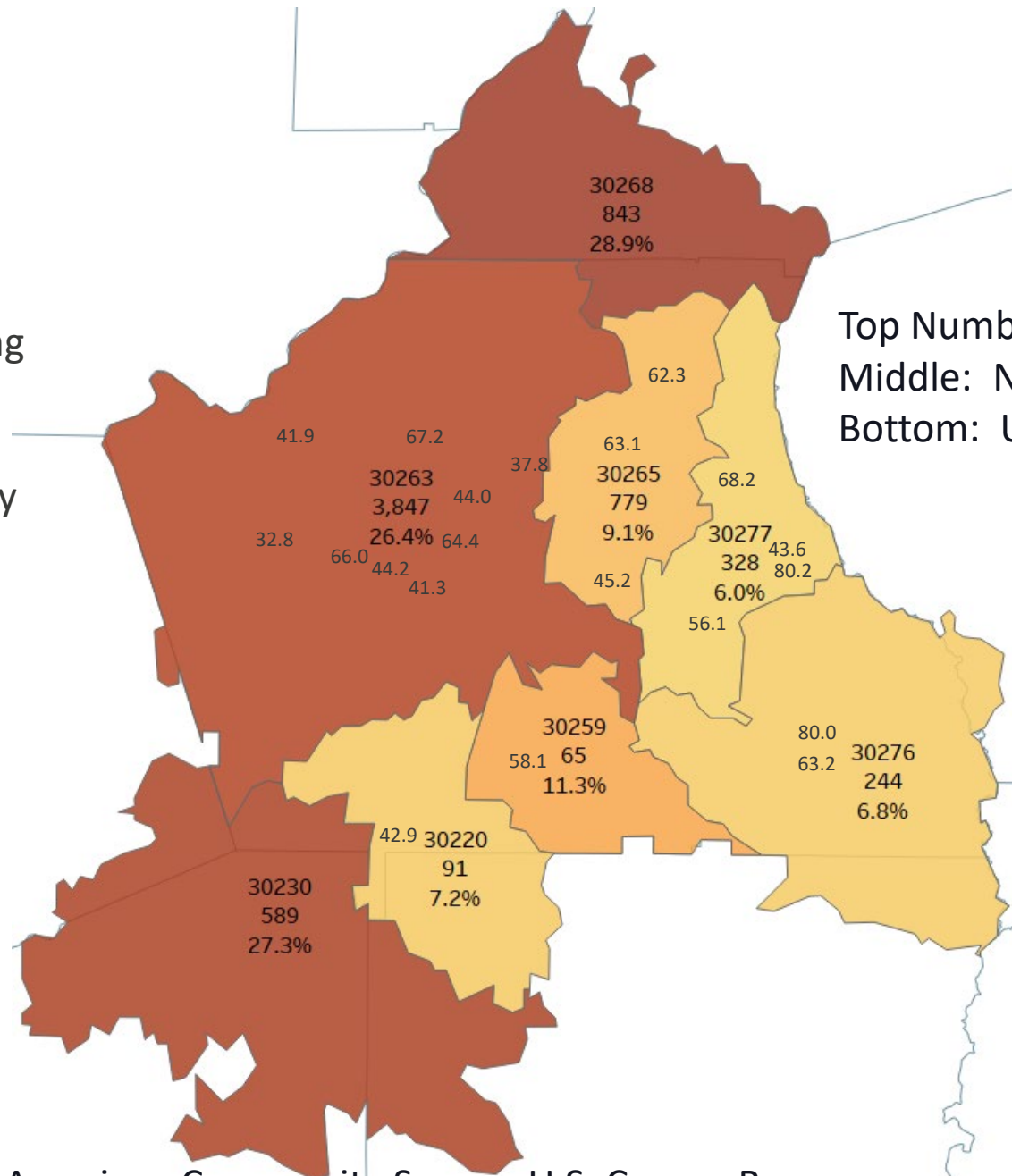
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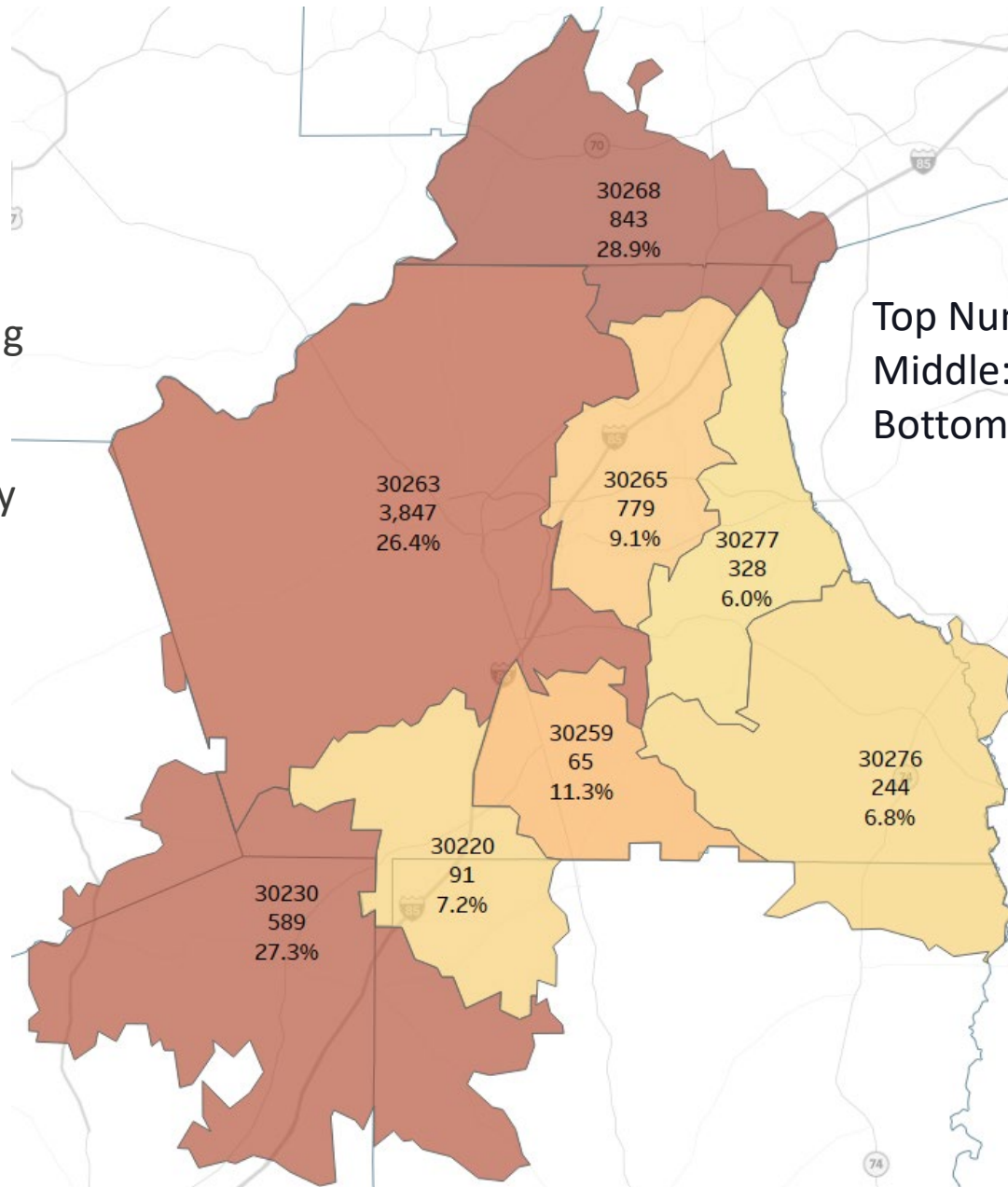
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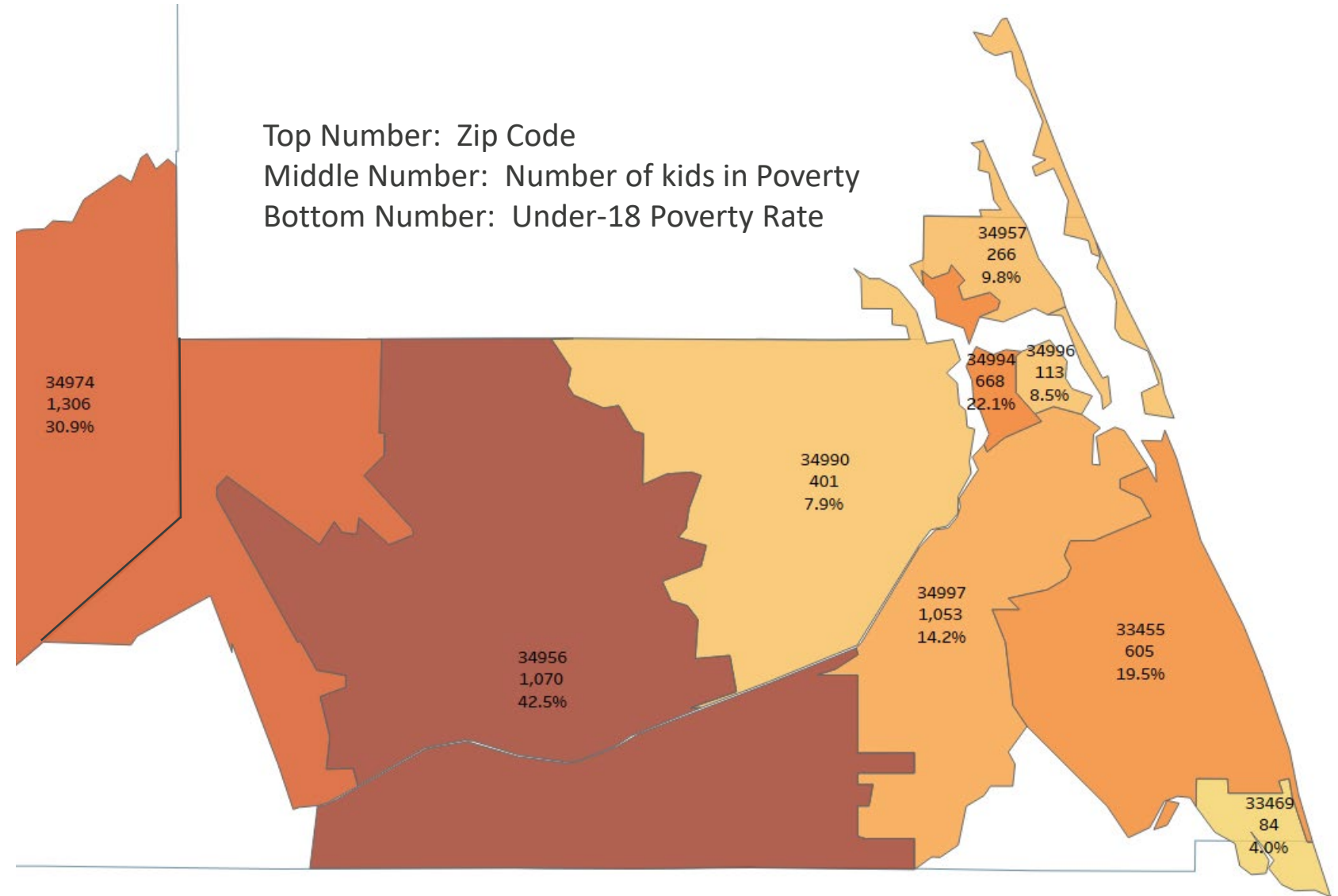
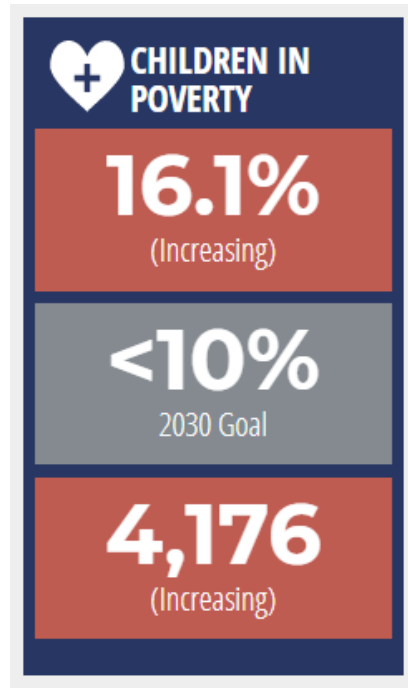
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<b>School</b>	<b>3rd Grade Reading Score</b>	<b>City</b>	<b>Zip</b>
Glanton	42.9	Grantville	30220
Moreland	58.1	Moreland	30259
Arbor Springs	62.3	Newnan	30265
Arnco-Sargent	41.9	Newnan	30263
Ruth Hill	44.2	Newnan	30263
Brooks	66.0	Newnan	30263
White Oak	55.5	Newnan	30265
Newnan Crossing	63.1	Newnan	30265
Jefferson Parkway	44.0	Newnan	30263
Welch	45.2	Newnan	30265
Atkinson	41.3	Newnan	30263
Northside	67.2	Newnan	30263
Elm Street	64.4	Newnan	30263
Western	32.8	Newnan	30263
Odyssey Charter	37.8	Newnan	30265
Eastside	63.2	Senoia	30276
Coweta Charter	80.0	Senoia	30276
Willis Road	56.1	Sharpsburg	30277
Canongate	80.2	Sharpsburg	30277
Poplar Road	43.6	Sharpsburg	30277
Thomas Crossroads	68.2	Sharpsburg	30277

# Martin County Under-18 Poverty

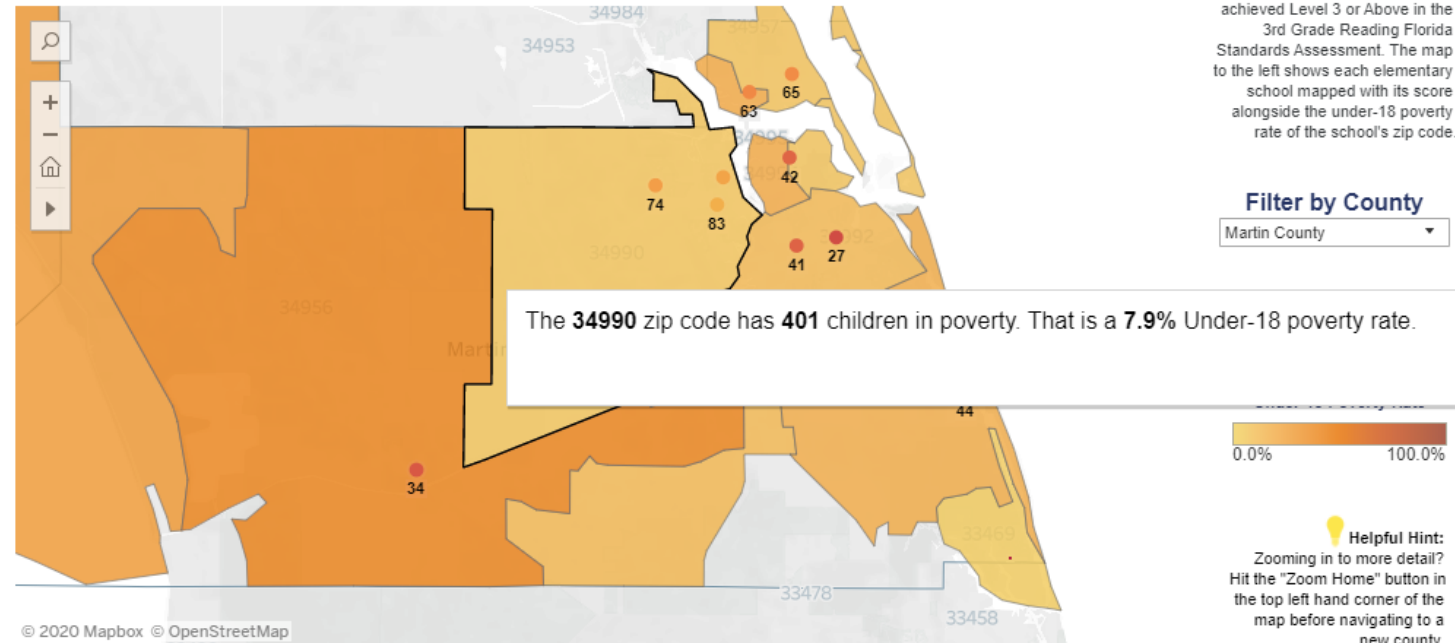


My comments –

Coweta Co much like Martin County. Near major metro area (WPB-Broward-Miami Dade MSA). Wide range of under-18 poverty. Zip codes side by side with really good and really bad poverty rates.

Here 7.9% poverty rate and high-scoring schools

Elementary School Reading Scores by Poverty Rate of Children



Third grade reading scores are available below for each of the elementary schools in the county. Scroll down to see all of the school listings.

Elementary School Reading Scores in Martin County

School Name	Kids Not Reading At Grade Level	Third Grade Reading Score
BESSEY CREEK ELEMENTARY SCHOOL	21	77
CITRUS GROVE ELEMENTARY	31	74
CRYSTAL LAKE ELEMENTARY SCHOOL (MARTIN)	37	69
FELIX A WILLIAMS ELEM SCHOOL	38	63
HOBE SOUND ELEMENTARY SCHOOL	62	44
J. D. PARKER SCHOOL OF TECHNOLOGY	70	42

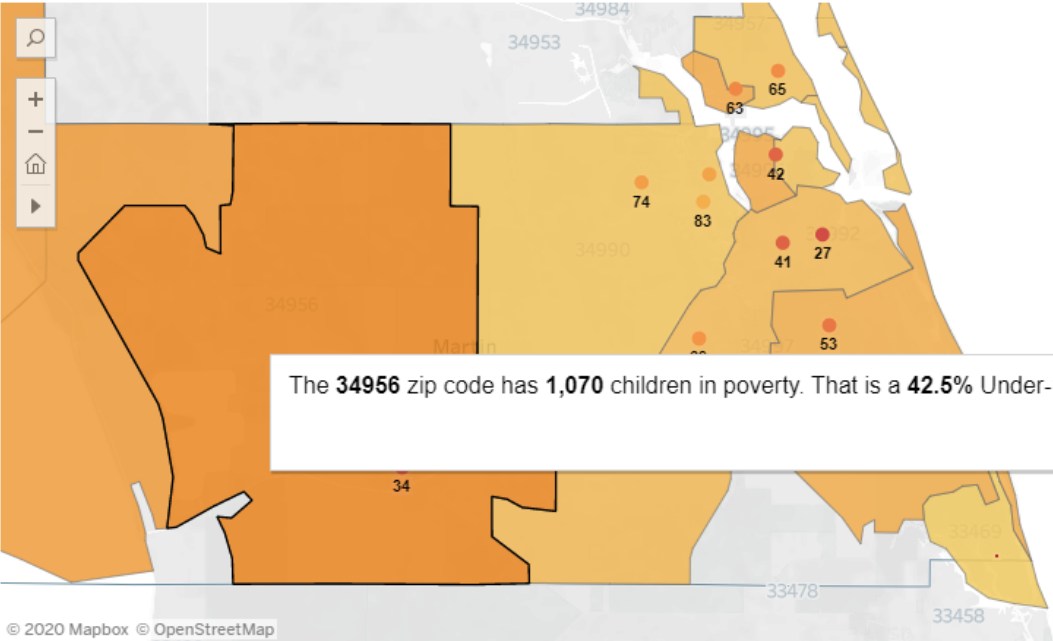


Right beside it is a zip code with 42.5% of their kids living in poverty.



Florida Chamber Foundation Prosperity Initiative

Elementary School Reading Scores by Poverty Rate of Children

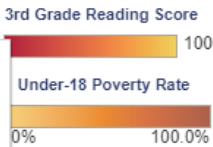


The Third Grade Reading Score is the percentage of students who achieved Level 3 or Above in the 3rd Grade Reading Florida Standards Assessment. The map to the left shows each elementary school mapped with its score alongside the under-18 poverty rate of the school's zip code.

Filter by County

Martin County

Map Legends:



**Helpful Hint:**  
Zooming in to more detail? Hit the "Zoom Home" button in the top left hand corner of the map before navigating to a new county.

© 2020 Mapbox © OpenStreetMap

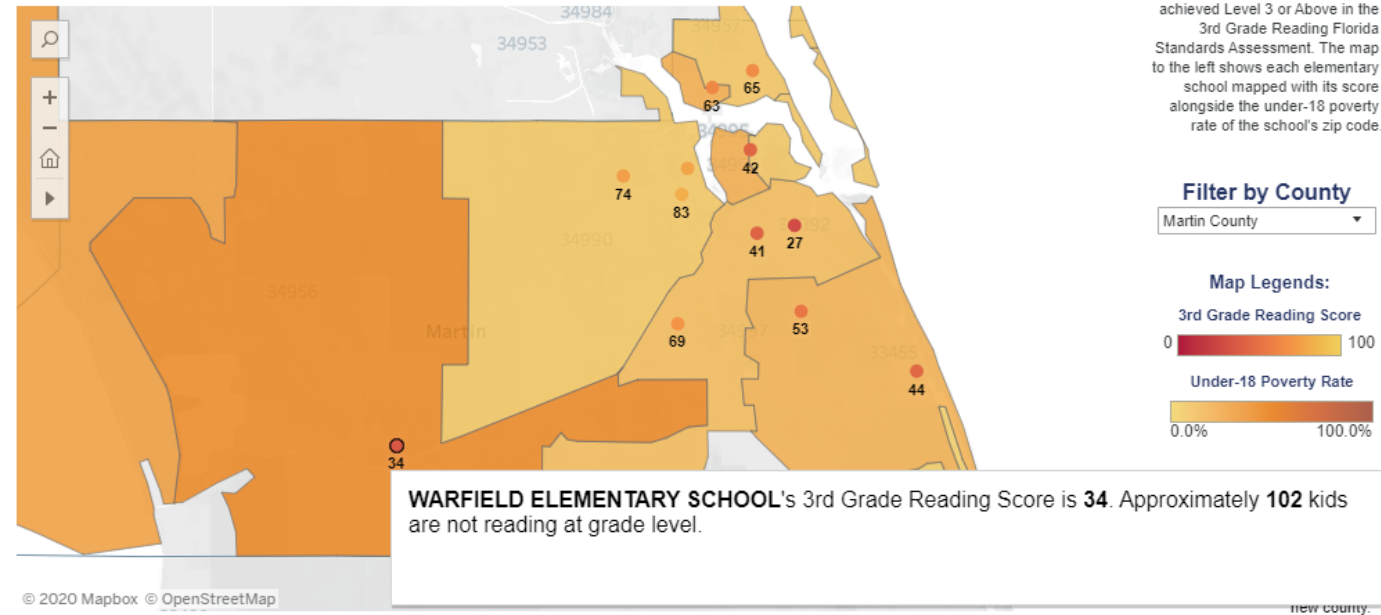
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In the zip code from before shows 34% of kids reading – and 102 kids not reading at grade level.

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Click on bar on top  
“Reading Scores by....”  
and get the list of all  
schools in the county



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HOBE SOUND ELEMENTARY SCHOOL	62	44
J. D. PARKER SCHOOL OF TECHNOLOGY	70	42
JENSEN BEACH ELEMENTARY SCHOOL	30	65
PALM CITY ELEMENTARY SCHOOL	17	83
PINEWOOD ELEMENTARY SCHOOL (MARTIN)	83	41
PORT SALERNO ELEMENTARY SCHOOL	104	27
SEA WIND ELEMENTARY SCHOOL	50	53
WARFIELD ELEMENTARY SCHOOL	102	34

County  
Martin County ▼



# One Zip Code at a Time

## Tallahassee Democrat.

'No access': Poor, isolated and forgotten, kids of 32304 see their health care compromised

## FLAPOL

Florida Chamber maps reveal childhood poverty rates across the state

## Tampa Bay Times

Persistent poverty; Prosperity continues to bypass Black communities in Tampa Bay

## SRQ

SARASOTA | BRADENTON  
[Community] Florida Chamber Foundation's Prosperity Initiative Publishes Zip Code Level Childhood Poverty Maps

## Tallahassee Democrat.

Going granular: Why deep dives into health data can help kids in poor zip codes like 32304

## Tallahassee Democrat.

Beyond 32304: In high-poverty Leon County zip codes, health and resources a 'luxury'

NorthEscambia.com  
Child Poverty: North Escambia Has One Of The Worst Zip Codes, And The Best, In Escambia County.

## Tallahassee Democrat.

At 32304's Riley Elementary, staff 'serve a greater need than just educating the mind'

## Florida Trend

FLORIDA'S BUSINESS AUTHORITY

Breaking the Cycle

Editor's Page – Mark Howard

## JACKSONVILLE BUSINESS JOURNAL

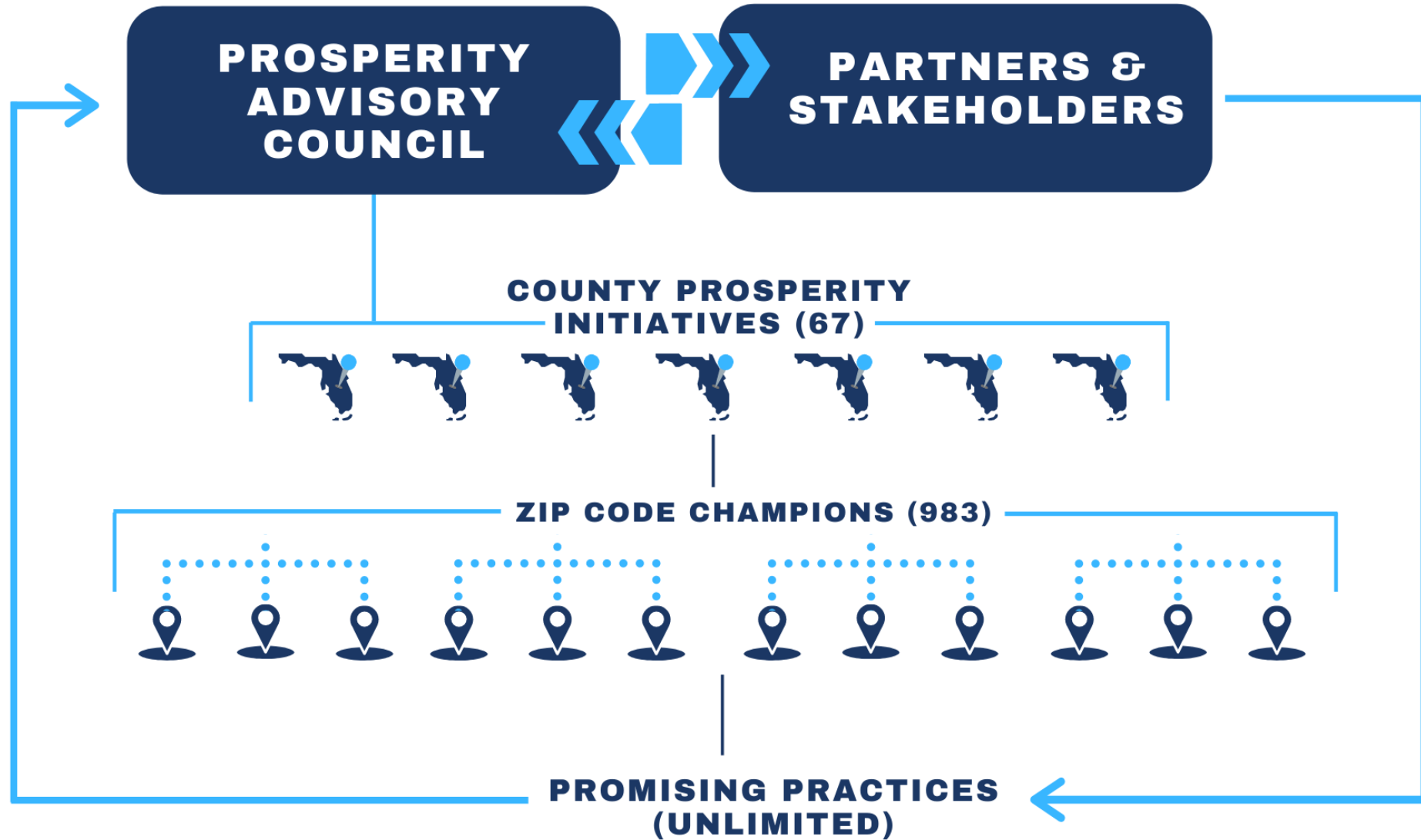
Prosperity initiative: Here's how many children live in poverty on the First Coast



# Keys To Success

- Always putting the long-term ahead of the short-term.
- Expect setbacks, naysayers and criticisms.
- Remember that awareness really matters!
- Private sector best practices are more efficient and effective than government solutions.

# How It Works and Where You Can Lead





# Addressing the 10 Root Causes: Leadership at the Zip Code Level

Root Cause	Zip Code Root Cause Leader
Job Opportunities	<a href="#">Tallahassee Community College</a>
Education	<a href="#">CareerSource Capital Region</a>
Affordable Housing	<a href="#">The Kearney Center</a>
Health Outcomes	<a href="#">Tallahassee Memorial Healthcare</a>
Food Security	<a href="#">Big Bend 2<sup>nd</sup> Harvest</a>
Safe Neighborhoods	<a href="#">Leon County Sheriff's Office</a>
Justice Reform	<a href="#">The Project on Accountable Justice</a>
Child and Family Care	<a href="#">The Learning Pavilion</a>
Agency & Community Voice	<a href="#">Capital Area Community Action Agency</a>

Zip Code: 32304 (Leon County)

Zip Code Quarterback: Dr. Jim Murdaugh (T.C.C.)

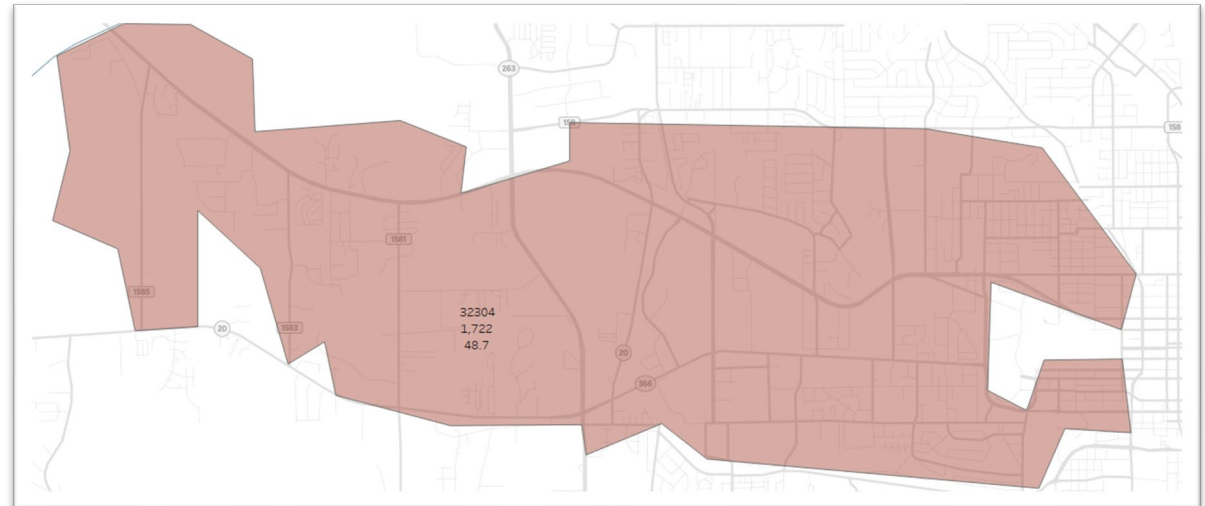
2018 Under-18 Poverty: 1,722

2017 Under-18 Poverty: 1,785

Year to Year Change: -63

Percent of Under-18 Poverty: 48.7%

Childhood Poverty Rank: 165<sup>th</sup> Out of 983 Zip Codes



# Promising Practices

"Our goal should not be temporary relief for the poor, but rather to attain enduring equity by eradicating the underlying pathology of poverty that has precluded 3 million Florida residents from achieving their God-given potential."

-H. Wayne Huizenga Jr., President, Huizenga Holdings, Inc.



Wayne Huizenga, Jr.  
tours Hope Place, a  
transitional housing  
environment for  
homeless students and  
their families in Volusia  
County

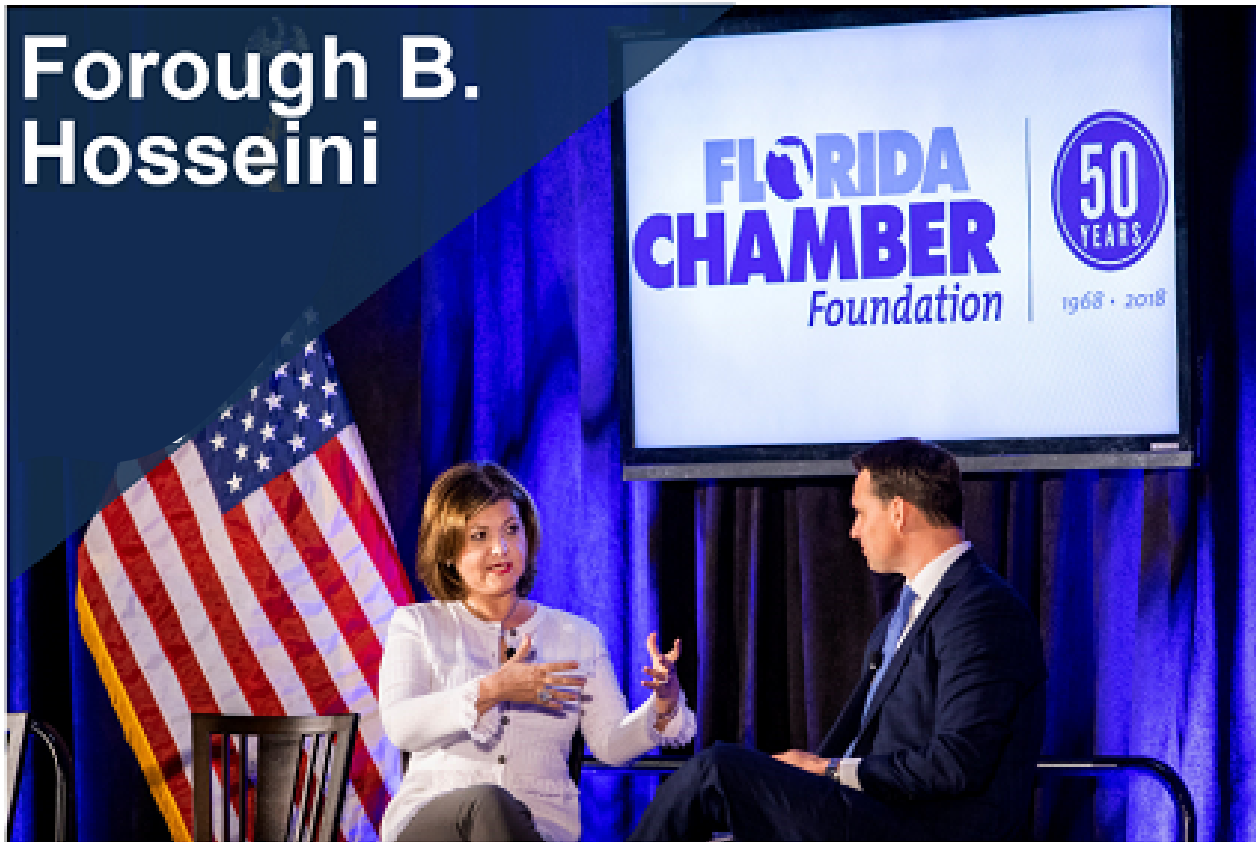


## Northend RISE & FP&L Back To School Event

- 675 Backpacks with School Supplies
- 68 Required Physicals
- 55 Dental Exams
- 12 Prescription Eyeglasses

# PROMISING PRACTICES

**Forough B.  
Hosseini**



“Some community issues are too massive for any single nonprofit to solve and yet too important for community leaders to ignore.

Family and youth homelessness is one such issue for communities around the country.”

A man in a dark suit, white shirt, and patterned tie stands in front of a blue background. To his right is a Florida state flag. Further right is a presentation screen displaying the text "Economic Prosp" and "and the Role".

**Download this presentation here:**

[www.FLChamber.com/CowetaCounty](http://www.FLChamber.com/CowetaCounty)