

Sample Internal Launch Language

Starting this month, we will be launching a new planning process to boost upward mobility from poverty and reduce racial inequities in [city/county]. This planning process will utilize data from the Urban Institute’s Boosting Upward Mobility from Poverty and Advancing Equity project to identify key racial and ethnic disparities and barriers to boosting mobility from poverty in our community. **We are launching this planning process because** [city/county] is falling behind on indicators that demonstrate how likely someone in our community is to advance out of poverty. We plan to use this opportunity to assess systems in our community against the Mobility Metrics and identify weaknesses or gaps. **This project will not duplicate** planning already being done by our government.

Rationale for the new planning process

Details about execution of the work

Working with nonprofit, business, philanthropic, anchor institution, and faith-based leaders in our community, we will publish a Mobility Action Plan next year that plots a new course forward for [city/county] and addresses the systems and policies that have created barriers to advancement in our community. **This effort will be coordinated alongside** the [city’s/county’s] comprehensive planning effort and build off of last year’s poverty action plan.

Who can be involved

**This effort will be run by** the Department of Human Services. DHS will be creating a **cross-departmental working group** to engage staff across all county departments. **Staff at all levels are invited to attend working group meetings**—your expertise and knowledge of departmental strategies will be necessary to identifying gaps in our current policies and programs.

**The [municipal leader] has set aside** \$300,000 for the execution of the mobility action planning process and development of the Mobility Action Plan. **These funds will be used for** staff training, new technology to support the gathering and analysis of local data, the development of cross-sector partnerships, and staff time on the project, as well as for pass-through funds that we can use to engage nonprofit partners and community members.