

2020 Initiative Goals

Prosper Waco Mission: *To build an environment in which all members of our Waco community are able to measurably improve their education, health, and financial security.*

EDUCATION

OVERARCHING: The Greater Waco community will build an environment that promotes lifelong educational attainment for all residents beginning at birth. The successful outcome of our work will be a 15 percent increase in the number of area residents who complete a post-secondary degree or certificate that prepares them for a successful career and productive citizenship **by 2020***.

GOAL 1: Kindergarten Readiness

- Increase the percentage of Kindergarten-ready students by 50 percent over the current baseline.

GOAL 2: Post-Secondary Success

- Double the percentage of economically-disadvantaged students who complete a workforce certificate or college degree.

HEALTH

OVERARCHING: McLennan County will reach the top quartile (60th or better) of Texas counties in Quality of Life, currently 187th, and Health Behaviors, currently 116th, in Robert Wood Johnson Foundation County Health Rankings **by 2020**.

GOAL 1: Access to Care

- Increase percentage of people covered by health insurance by 1 percent per year.
- Decrease percentage of people utilizing the ER as a source of primary care by 10 percent.

GOAL 2: Obesity

- Decrease the percentage of Waco-area adults and children considered overweight or obese by 5 percent.

GOAL 3: Women's Health

- Reduce disparities of poor birth outcomes+ by 50 percent.
- Increase percentage of women receiving annual preventative care by 10 percent.
- Reduce rate of teen pregnancy across all racial groups by 10 percent.

GOAL 4: Mental Health

- Decrease use of ER for mental health treatment by 25 percent.
- Improve "poor mental health days" component of RWJF rankings to Texas average.

FINANCIAL SECURITY

OVERARCHING: At least 55 percent of Waco residents will live with income above 200 percent of the federal poverty level[^] **by 2020**.

GOAL 1: Employment

- Increase employment of Waco residents ages 16-24 by 900 individuals.

GOAL 2: Income

- Increase median income of full-time workers by 10 percent.
- Increase median household income for all Waco residents by 10 percent.
- Decrease the number of Waco-area residents with incomes below 50 percent of the federal poverty level by 10 percent.

GOAL 3: Wealth

- Reduce the percentage of Waco-area households living below the liquid asset poverty rate to the Texas average (~50 percent).
- More than 50 percent of Waco households will have a net worth above \$15,000.

*: Measured by assessment adopted by local ISDs

+: Pre-term deliveries and low birth weight

^: \$48,500 for a family of 4