



SELECTED EXAMPLES OF LOCAL TARGETS FOR THE  
MAYORS' ACTION CHALLENGE FOR CHILDREN AND FAMILIES

**Opportunities to Learn and Grow**

*Small Cities (under 50,000)*

**Sahuarita, Ariz., Mayor Lynne Skelton:** Staff 20 meetings of the Sahuarita Teen Advisory Council per year.

**Meridian, Miss., Mayor John Robert Smith:** Complete a high school redesign program to create smaller learning communities for 800 students.

*Mid-Sized Cities (50,000 - 150,000)*

**Jackson, Tenn., Mayor Jerry Gist:** Place police officers in six secondary schools to ensure that students learn in a safe environment, and maintain the same level of funding for these officers for at least three years.

**Charleston, S.C., Mayor Joseph Riley:** Launch an Early Childhood Scholarship Program that provides scholarships to needy families to enroll their children in high quality child care and early education programs. Expand by 25 percent the number of community learning centers and out-of-school time programs serving elementary school age children.

**Sunnyvale, Calif., Mayor Anthony Spitaleri:** Sponsor parent education workshops for a minimum of 150 parents and guardians.

**Hampton, Va., Mayor Molly Joseph Ward:** Ensure that every child enters kindergarten ready to learn and is reading at grade level by the third grade.

**Greenville, S.C., Mayor Knox White:** Increase the percentage of parents satisfied with children and youth programs and services in the city. By August 2009, complete and implement an Authentic Youth Civic Engagement Initiative.

*Large Cities (over 150,000)*

**Louisville, Ky., Mayor Jerry Abramson:** Reduce the dropout rate in the Jefferson County Public Schools by 50 percent in 10 years. Move into the top tier among 15 competitive cities in high school graduation rates in 10 years.



**Miami, Fla., Mayor Carlos Alvarez:** Increase the number of eligible four-year-old children participating in the state-sponsored voluntary pre-K program by 1,500 per year.

**St. Petersburg, Fla., Mayor Rick Baker:** Award 1,000 Doorways College Scholarships to economically disadvantaged 6th graders by 2010.

**St. Paul, Minn., Mayor Christopher Coleman:** Expand access to quality early education and increase kindergarten readiness for 1,600 children by providing financial scholarships to low income families to choose and pay for quality early care and learning programs for their 3-5 year olds.

**Chicago, Ill., Mayor Richard Daley:** By 2012, create a dedicated and coordinated funding stream to make quality afterschool programs available to all youth who want them, prioritizing youth and communities most in need of support.

**Orlando, Fla., Mayor Buddy Dyer:** Create educational enrichment programs at community centers located in high poverty neighborhoods by 2010. "Move the needle" on educational performance among Parramore neighborhood children via investments in tutoring, college prep, mentoring, and early learning programs.

**Washington, D.C., Mayor Adrian Fenty:** Increase the percentage of students graduating from high school within four years by five percent by 2010. Expand access to and participation in high-quality pre-kindergarten programs by 2010. Conduct an audit of pre-K classroom capacity, and to expand the number of slots for pre-K by 15 percent in the year after the audit is complete.

**Norfolk, Va., Mayor Paul Fraim:** Improve the quality of child care by establishing a voluntary Norfolk early education quality rating and improvement system (QRIS) with at least 12 Norfolk participating provider organizations in place by September 2009.

**Tampa, Fla., Mayor Pam Iorio:** Increase the number of mentors and tutors who will serve at targeted schools within the city in the Mayor's Mentoring Program to 100 members by 2010.

**Lexington, Ky., Mayor Jim Newberry:** Provide direct access to high-quality, low-cost child care for an additional 100 children by 2010.

**Seattle, Wash., Mayor Greg Nickels:** Provide high-quality preschool experiences to 1,398 low-income four year olds during the 2008-09 school year so that at least 61 percent of the participating children will be assessed as school ready by the end of the school year. Increase the number of low-income four-year-olds served per year to 1,438



starting in the 2009-10 school year. Increase the percentage of the children served who will be school ready by the end of each year to 72 percent by the 2010-11 school year.

**Philadelphia, Pa., Mayor Michael Nutter:** Cut Philadelphia's 45 percent dropout rate in half in 5-7 years. Double the city's 18 percent college attainment rate in 5-10 years.

**Vancouver, Wash., Mayor Royce Pollard:** Establish the Out-of-School Time Coalition with the objective of developing a sustainable, comprehensive system of afterschool programs. Establish common standards for quality programs and creation of a Web site to refer parents to resources.

**Minneapolis, Minn., Mayor R.T. Rybak:** Encourage over 2,700 third graders attending Minneapolis public schools to participate in the Minneapolis I Know I Can College Awareness Day, where 200 volunteers will connect with third graders to share the significance of making college attendance an aspiration. Provide approximately 2,000 summer jobs for youth in 2009 through the STEP-UP Summer Jobs program.

**Laredo, Texas, Mayor Raul Salinas:** Establish a partnership between the library and the Health Department to promote early literacy through parent education classes and a Mayor's Baby Book Club and encourage approximately 1,000 new mothers to attend the early literacy classes.

**Aurora, Colo., Mayor Edward Tauer:** Keep youth actively engaged in school and decrease the dropout rate by increasing community and school-based afterschool program opportunities, and increasing community and school dropout prevention and recovery initiatives.

### **A Safe Neighborhood to Call Home**

*Small Cities (under 50,000)*

**Sahuarita, Ariz., Mayor Lynne Skelton:** Staff 20 active Neighborhood Watch Programs over the period of one year. Provide 100 Welcome Packets to new residents containing information on community resources over the period of one year.

**Meridian, Miss., Mayor John Robert Smith:** Reduce the student dropout rate by 50 percent and reach the national average on the national assessment test by encouraging more parent participation in the Parent Resource Center and afterschool tutoring programs for students.



*Mid Sized Cities (50,000 - 150,000)*

**Jackson, Tenn., Mayor Jerry Gist:** Increase and maintain an adequate number of gang and drug task forces officers. Conduct 10 neighborhood sweeps per year for at least three years in order to prosecute housing code violators and criminal behavior through our newly formed environmental court.

**Charleston, S.C. Mayor Joseph Riley:** Implement the mentor lunch buddy program in all 19 elementary schools in the City of Charleston by 2010. Increase the number of low-income, at-risk elementary school students participating in Camp Hope Summer Enrichment program. Implement the YESCarolina Biz Camps, a 3-week summer program of entrepreneurship training for 15 students at five schools in the summer of 2009.

**Hampton, Va., Mayor Molly Joseph Ward:** Provide afterschool programs every day in every school in Hampton.

*Large Cities (over 150,000)*

**Louisville, Ky., Mayor Jerry Abramson:** Reduce juvenile violent crime at least 10 percent by the end of 2010.

**Miami, Fla., Mayor Carlos Alvarez:** Increase the successful completion rate of participants in the Civil Citation Initiative – an alternative for juveniles who have committed a minor misdemeanor – from 83 percent to 90 percent.

**St. Petersburg, Fla., Mayor Rick Baker:** Recruit and train mentors for the 46 schools within the Mayor's Mentors & More Program with the goal of having mentors for 95 percent of our Doorways Scholarship recipients.

**St. Paul, Minn., Mayor Christopher Coleman:** Provide shelter and services to at least 1,500 domestic violence victims through the Bridges to Safety Center in its first year. Decrease the average daily population in Ramsey County's juvenile detention center by at least 35 percent.

**Chicago, Ill., Mayor Richard Daley:** Significantly reduce the recidivism rate through the utilization of the Juvenile Intervention and Support Center (JISC), a pre-court diversion program that provides services and supports to youthful offenders.

**Orlando, Fla., Mayor Buddy Dyer:** Reduce juvenile crime in high-crime neighborhoods by launching youth employment initiatives and teen programs at two



community centers in the Parramore neighborhood during 2009. Beginning in 2010, replicate the Parramore Kidz Zone's youth crime prevention strategies in at least two other high-crime neighborhoods.

**Washington, D.C., Mayor Adrian Fenty:** Ensure 95 percent average daily attendance in all elementary and middle schools and 80 percent in all high schools by 2010.

**Norfolk, Va., Mayor Paul Fraim:** Reduce recidivism rate of prisoners reentering Norfolk's communities by 10 percent by January 2010 by providing an array of services that reduce barriers to obtaining education, employment, and stable housing.

**Lexington, Ky., Mayor Jim Newberry:** Expand the number of Neighborhood Youth Councils in high-risk neighborhoods from three to five by 2010. Explore alternative programs to reduce risk factors and increase protective factors among youth.

**Seattle, Wash., Mayor Greg Nickels:** Reduce the number of juvenile violent crime referrals to the courts by 50 percent. Reduce the number of suspensions and expulsions due to violent incidents in five middle schools by 50 percent.

**Vancouver, Wash., Mayor Royce Pollard:** Implement a Neighbors on Watch (NOW) program through the Neighborhood Police Officer program in each of four districts by the end of 2009.

**Minneapolis, Minn., Mayor R.T. Rybak:** Assess the results of the Blueprint for Action to Prevent Youth Violence in Minneapolis. Strengthen community outreach and neighborhood relations through building more Minneapolis Police Department-community and neighborhood partnerships. Implement a Neighborhood Policing Plan for each of 83 city neighborhoods.

**Laredo, Texas, Mayor Raul Salinas:** Launch a youth academy that targets high school students or other age groups to receive "familiarization" training on law enforcement practices and procedures.

### **A Healthy Lifestyle and Environment**

#### *Small Cities (under 50,000)*

**Sahuarita, Ariz., Mayor Lynne Skelton:** Offer a Household Hazardous Waste Collection Day once per year for 100 participants. Offer a variety of classes, leagues, and recreational events for 5,000 adults and children per month.



**Meridian, Miss., Mayor John Robert Smith:** Create three to five small-scale neighborhood parks within walking distances of city residents by 2013 to encourage healthier lifestyles with an emphasis on decreasing the Mississippi obesity rate.

*Mid Sized Cities (50,000 - 150,000)*

**Jackson, Tenn., Mayor Jerry Gist:** Reduce childhood obesity by including obesity reduction in school curriculum, increasing healthy snack foods in school cafeterias and snack machines, and sponsoring community walks that involve thousands of citizens. Measure success by conducting and tracking body mass index screenings on 7,000 students by May 2009 and 9,000 by 2010.

**Charleston, S.C., Mayor Joseph Riley:** Advocate and work toward ensuring that every child has health insurance and access to quality health, dental care, wellness, and nutrition. Improve and expand access to health information such as drugs, violence, and family issues for youth. Promote and support funding for school-based mental health counselors, a critical need cited by youth in the 2007 Charleston Area Youth Master Plan focus groups.

**Sunnyvale, Calif., Mayor Anthony Spitaleri:** Enhance physical health and fitness of families in the community by providing a minimum of 44,500 hours of recreation and enrichment activities for youth and families. Integrate the new “Just Run” Web-based health and fitness program into the mobile recreation program that visits local parks and school sites.

**Greenville, S.C., Mayor Knox White:** Increase the percentage of roadways with a sidewalk or bicycle lane. Increase the percentage of residential units within one-quarter mile of a trail or greenway. Construct active parks within one-half mile of all residences. Increase the percentage of residents reporting they commute regularly in a means other than a car.

*Large Cities (over 150,000)*

**Louisville, Ky., Mayor Jerry Abramson:** Increase the number of Louisville Metro residents who engage in 30 minutes of moderate physical activity at least five days a week by 15 percent. Decrease the percentage of overweight or obese people by 10 percent. Increase from 22 percent to 38 percent the number of Louisville Metro residents who eat five or more servings of fruits and vegetables per day. Improve health equity by supporting physical activity programs in communities most adversely impacted by poor health.



**St. Petersburg, Fla., Mayor Rick Baker:** By 2010, the City of St Petersburg will have a playground within walking distance of 80 percent of the children living in St. Petersburg.

**Durham, N.C., Mayor William Bell:** Reduce proportion of adults who are obese by 15 percent, and proportion of children and youth who are obese by 10 percent by 2012. Reach 31,791 residents through Partnership for a Healthy Durham.

**Chicago, Ill., Mayor Richard Daley:** By 2016, significantly reduce the percentage of Chicago kindergartners who are overweight or at-risk for overweight.

**Orlando, Fla., Mayor Buddy Dyer:** Create a Parks and Recreation Master plan with strategies to enhance health and the environment. Build a new playground and two new parks. Launch a teen pregnancy prevention initiative in Parramore. Establish a new citywide youth soccer program and add lighting and shade to ballfields to expand athletics and protect citizens.

**Lexington, Ky., Mayor Jim Newberry:** By 2010, create a new health clinic as part of a unique partnership between the city and the University of Kentucky that will expand access to quality health care for disadvantaged families and children and increase the availability of medical appointments by 20 percent.

**Seattle, Wash., Mayor Greg Nickels:** Implement the Board of Health's regulations banning the use of added trans fat in all restaurants and requiring nutrition information to be displayed at all chain restaurants by the end of 2009.

**Vancouver, Wash., Mayor Royce Pollard:** Provide residents with neighborhood parks designed to serve people within a half mile radius with safe and reasonable access to recreation opportunities.

**Minneapolis, Minn., Mayor R.T. Rybak:** Improve access to fresh, locally-grown foods through the "Homegrown Minneapolis" Initiative. Bring public bicycle sharing to Minneapolis in 2009.

**Laredo, Texas, Mayor Raul Salinas:** Partner with the Health Department/Buena Vida Program to start a fitness program for city employees. Institutionalize school-based health services through the Bienestar Program that target a select group of students on obesity reduction, nutrition, and exercise. Develop policies that promote physical activity, healthy eating, local food garden development, and healthier cooking. Sustain physical activity for adults and children using renovated parks, walking trails and increasing green space as indicated in the city's green space ordinances. Challenge the retail food establishment to change their menus and advertising toward healthier choices as proposed by special school-based efforts.



**Aurora, Colo., Mayor Edward Tauer:** Increase the square footage and access to recreational space and for young people. Develop an Aurora Residents for Recreation Task Force. Increase transportation and land use policies that encourage biking and walking through the planning department.

### A Financially Fit Family in which to Thrive

#### *Small Cities (under 50,000)*

**Sahuarita, Ariz., Mayor Lynne Skelton:** Provide a Downpayment Assistance Housing Program of a maximum of \$20,000 to up to 10 families over the period of one year.

**Meridian, Miss., Mayor John Robert Smith:** Provide Homebuyer Educational Workshops for every family that participates in the city's Homebuyer Assistance Grant Program. The Homebuyer Assistance Grant program has 17 grants available to low-income city residents and each grant is \$10,000.

#### *Mid Sized Cities (50,000 - 150,000)*

**Jackson, Tenn., Mayor Jerry Gist:** Provide increased minor home repair for 40 housing units, homebuyer education for 500 persons, and affordable housing purchases for 30 homeowners by 2010.

**Charleston, S.C., Mayor Joseph Riley:** Ensure greater financial stability for families by promoting the Earned Income Tax Credit, connecting more families to the financial management programs of Family Services, Inc., and providing affordable housing to more eligible low-income residents.

**Sunnyvale, Calif., Mayor Anthony Spitaleri:** Work with Tax-Aid to assist at least 100 low-income Sunnyvale families through a partnership with Columbia Neighborhood Center. Continue the Recreation Fee Waiver Program, which will provide over 14,000 hours of participation in recreation, health and fitness, and arts programs and activities.

**Hampton, Va., Mayor Molly Joseph Ward:** Ensure that children graduate ready to be self-sufficient and successful through employment, enrollment in higher education or enlistment through the Compass Program.

**Greenville, S.C., Mayor Knox White:** Increase the number of filings for the Earned Income Tax Credit, the number of volunteer income tax preparation sites at city facilities,



the number of residents placed in jobs through the city's LADDER program, and the number of months residents stay employed in those particular jobs.

*Large Cities (over 150,000)*

**Louisville, Ky., Mayor Jerry Abramson:** Increase the number of participants who successfully complete the Operation Self-Help program.

**St. Petersburg, Fla., Mayor Rick Baker:** Provide Financially Fit classes for every family that participates in one of the city's loan programs.

**St. Paul, Minn., Mayor Christopher Coleman:** Increase the number of taxpayers who receive free tax preparation assistance by at least 10 percent in 2009.

**Chicago, Ill., Mayor Richard Daley:** By 2012, increase the percentage of low-income Chicago families who have checking accounts at mainstream financial institutions. By 2016, reduce the percentage of children in Chicago who are growing up in poverty. By 2016, increase the percentage of working families in Chicago who are able to meet basic budgeting needs in the areas of housing, child care, transportation, and food.

**Orlando, Fla., Mayor Buddy Dyer:** Create jobs by investing over \$1 billion in new downtown construction during 2009-2012 and implement a Blueprint to Create a Sustainable Economic Impact to ensure that residents of low-income city neighborhoods have priority access to the new jobs.

**Washington, D.C., Mayor Adrian Fenty:** Increase the resource base of 3,000 targeted families by 2010 by connecting them with public benefits, job training, and employment opportunities. Increase the number of employment and training opportunities available for disconnected youth by 2010.

**Norfolk, Va., Mayor Paul Fraim:** Increase participation in the Virginia Initiative for Employment not Welfare (VIEW) program in Norfolk aimed at providing education, employment training and retention, and stable housing. Work towards increasing the living wage standard.

**Tampa, Fla., Mayor Pam Iorio:** Continue to offer funding assistance for the rehabilitation of existing owner-occupied homes as well as down payment assistance to income-qualified homebuyers purchasing affordable homes in the city of Tampa.

**Lexington, Ky., Mayor Jim Newberry:** Provide free tax preparation services to at least 2,500 low-income households in Fayette County by 2010. Developing and implement



free or low cost financial literacy/educational programs for all residents of Fayette County. Enroll 2,700 in financial literacy classes.

**Seattle, Wash., Mayor Greg Nickels:** In 2009, help 10,000 low- and moderate-income people access public benefits (preschool/child care, energy/utility assistance, health insurance, basic food, etc.) through the city's PeoplePoint initiative, receiving the value of an estimated \$13,440,000 in benefits. By the end of 2010, open accounts for 10,000 previously "unbanked" people through Bank on Seattle-King County with the goal of having at least 80 percent of the accounts successfully maintained for at least one year.

**Vancouver, Wash., Mayor Royce Pollard:** Facilitate creation of an Asset Building Coalition which will work to provide financial opportunity and choice to low-income individuals and families. Projects will include individual development accounts that encourage savings and banking.

**Minneapolis, Minn., Mayor R.T. Rybak:** Provide free tax preparation assistance all year to seniors, people with disabilities, and low-income residents. Work in partnership with Hennepin County, policymakers, and community programs to assure effective job training and employment opportunities for Minneapolis residents in need. Implement the "One Minneapolis" vision to include equal access, equal opportunity, and equal input to close race and class gaps in housing and family economic stability. The "Minneapolis Advantage" program will provide \$10,000 grants to homebuyers for down payment and closing cost assistance for the purchase of foreclosed properties.

**Laredo, Texas, Mayor Raul Salinas:** Add one additional permanent VITA site. Increase program hours at the main site and add five ad hoc sites. Increase the number of income tax returns prepared for low-income families by 25 percent.

**Aurora, Colo., Mayor Edward Tauer:** Create a Neighborhood Employment Center which will offer a variety of services, job opening database, assessment, classes to help residents qualify for entry-level employment, referral to open jobs, development of a campus career road map, and a combined vocational English as a Second Language and certified nurse aide program.