

2022 RMAPI IMPACT REPORT



MAKING PROGRESS IN ROCHESTER

Since its founding in 2015, RMAPI has made significant strides in addressing poverty across the Rochester community and we saw that momentum continue in new and encouraging ways over the last year.

RMAPI at its heart is a collective effort, a table where people and organizations come together to work collaboratively to bring systemic changes that will uplift all members of our community.

In the last year, we worked with partners to create a shared understanding of poverty in Rochester and Monroe County, supporting efforts that shined a light on the intentional policies and practices that created poverty. RMAPI's working groups set goals and objectives to address poverty at its root, encouraging wage enhancement by local employers and advocating for policies that decriminalize poverty. We continued to confirm and leverage community support with the expansion of our community cohorts.

We are encouraged by the response we have seen from our community. More than 110 employers have made a commitment to wage enhancement through our Level Up Champions initiative, building on the successful movement that RMAPI sparked in 2021 to encourage employers to move at least 10,000 positions to \$15/hour or above. We surpassed our goal in 2021 and continued to add thousands more positions moving to or above \$15/hour in the last year.

RMAPI's policy efforts have continued to expand, with a focus on raising wages to at least \$15/hour as an important first step toward more livable wages, promoting equitable and inclusive decisions with regard to how COVID relief funding was spent, investing in families to create economic security across generations and decriminalizing poverty by changing the criminal legal system and focusing on reinvestment in communities.



MAKING PROGRESS IN ROCHESTER

Still, we recognize that creating systemic change takes time and continual effort, and we still face significant challenges. Many of the additional supports offered to families during the COVID-19 pandemic have ended, increasing the pressure on members of the community who were already vulnerable and struggling. A recent report from the New York State Comptroller's Office found that poverty remains high in cities across the state, though there were some positive signs as well. The report noted that in Rochester, "the poverty rate for individuals had been more than 30 percent since 2010 before going down in 2019." It also found that "family poverty rates have improved over this time period in Albany, New York City and Rochester." In 2021, the poverty rate for individuals in Rochester was 27.8% while the rate for families was 21.8%.

But we also know that the poverty rate alone is not sufficient to measure the economic well-being of our community and the success of our efforts. RMAPI aims to go beyond improvements to the poverty rate, instead striving to break the cycle of poverty by shifting power to enable **upward mobility** for individuals and families.

Our commitment to the Rochester community remains steadfast. We will work collectively to come up with new and innovative solutions that advance upward mobility. RMAPI's coalition members continue to make changes within their own organizations to better meet the needs of the community and align to our common goals. We are confident that we will continue to see the effects of systemic change across our community and a brighter future for all Rochester residents.



CREATING SYSTEMIC CHANGE

RMAPI's work brings together stakeholders from across our community, with partners from the non-profit and private business sectors, state and local government representatives and community members all working together toward the goal of **shifting power to enable upward mobility for individuals and families.**

In 2022, RMAPI worked with 67 different organizations and hundreds of individual members. We participated in a number of coalitions meant to address the root causes of poverty and promote upward mobility. Members of the RMAPI collective took part in advocacy efforts both locally and in Albany to push for legislation that expands opportunities for upward mobility. And we continued to share opportunities for our community to better learn and understand the history of poverty in Rochester.

Our efforts will continue to expand in 2023 as we seek to actively grow our coalition and empower our community to make real and meaningful change.

Community Partnerships

RMAPI took part in the following coalitions in 2022



CREATING SYSTEMIC CHANGE



Policy Achievements



In January 2022, RMAPI released a list of policy priorities for actions aimed at addressing the root causes of poverty. The RMAPI 2022 Policy Agenda focused on raising wages, promoting equitable and inclusive decisions, investing in families and decriminalizing poverty. Through ongoing advocacy, RMAPI was able to help advance a number of important policy changes.



Establishment of \$15/hour starting wage at both the City of Rochester and Monroe County



Increase in tax credits for working families in New York State budget



State increases to reimbursement rates to promote wage enhancement



\$22.1 Million

Funding distributed from Monroe County through the American Rescue Plan Act that directly responded to community-informed recommendations from RMAPI focused on housing, child care, mental health, transportation and reimagining re-entry.

BUILDING COMMUNITY

RMAPI is a community-driven initiative where those who have lived and living experiences of poverty have voice and choice to equitably and actively participate in RMAPI collective-decision making so that everyone in our community has the opportunity for upward mobility.

The goal of the RMAPI collective is not just to engage local leaders and agencies but also **context experts**, community members with the lived and living experience of poverty. They are the people who experientially know about the issues RMAPI is working to solve.

We aim not just to inform and consult with community members, but also to empower them to make a meaningful difference. Community context experts are considered equals and treated as such by stakeholders at all final decision-making policy levels.

Our community engagement efforts expanded greatly in 2022, with the continued growth of our Community Advisory Council and community cohorts, as well as the expansion of efforts to reach and engage with community members through social media. Community cohort members have also led some exciting and important projects, from a Maternal Wellness Expo to work on a state task force aimed at reducing child poverty.



Community Spotlight

Candace Cabral, a member of RMAPI's Single Female Head of Household Cohort, was selected to serve on New York State's Child Poverty Advisory Council. The council has members from across the state with a goal to cut child poverty in half over the next decade.

"Just being able to show up as a context expert, someone with lived experience, to share my story and share my experience in navigating different support services, has been great. I love the work RMAPI does and I'm excited to be a member of this group."

BUILDING COMMUNITY

27

Individuals engaged in RMAPI's community cohorts, which inform our work and empower our community

53,195

Total impressions of RMAPI's community engagement and policy advocacy efforts across all social media platforms

3

Number of RMAPI cohorts, including the Community Advisory Council, Single Female Head of Household Cohort and Frontline Worker Cohort

22

iPads secured and given to community context experts to fully participate at RMAPI's tables



Community Spotlight

Danielle Jones, a member of RMAPI's Single Female Head of Household Cohort, organized a Maternal Wellness Expo in June to highlight organizations and resources designed to help mothers. Jones is a licensed mental health counselor and owner of Danielle Laurice Enterprises LLC and has been an active member of the RMAPI collective since its inception.

"We wanted to create a space where we are centering motherhood, where moms can learn about community resources and different businesses that have supports and services that can help them to take care of themselves in all areas of wellness."

RAISING WAGES

In 2021, RMAPI set a bold goal for our community--to create a new movement that will bring 10,000 Rochester employees to \$15/hour or greater.

Employers responded in a big way, with dozens moving to \$15/hour and beyond for the first time. By the end of the year, more than 12,000 Rochester employees had moved to \$15/hour or above, and RMAPI created the **Level Up Champions** initiative to acknowledge employers that had taken this step.

The number of Level Up Champions continued to grow throughout 2022 as organizations of all sizes joined the movement and took the first step toward wage equity. Level Up Champions recognize the dignity of all work and the important role that wage enhancement plays in promoting upward mobility for all Rochester residents.

115

Total number of Level Up Champions, a growth of more than 300% since the inaugural group was announced in September 2021.

48

Number of organizations that moved to \$15/hour for the first time since RMAPI's challenge in 2021.

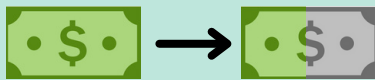
12,000+

Total number of jobs moved to \$15/hour or above by Level Up Champions since 2021.

100,000+

Total number of people collective employed by Level Up Champions in the Greater Rochester Community.

A commitment to wage enhancement benefits the **ENTIRE** Rochester community.

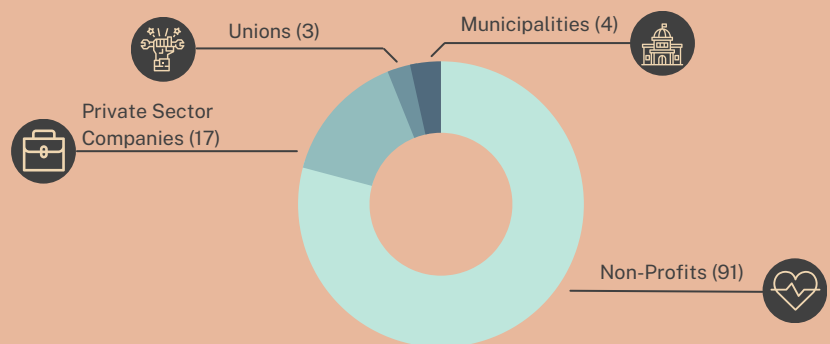


For every extra \$1 going into the pockets of high-wage workers, \$0.39 is added back into the economy.



For every extra \$1 going into the pockets of low-wage workers, **\$1.21** is added back into the economy.

Who are Rochester's Level Up Champions?



Good Job!

Level Up Champions

1199 SEIU

540W Main, Inc.

Action for a Better Community

Al Sigi Community of Agencies

Barilla Inc

Big Brothers Big Sisters of Greater Rochester

Bivona Child Advocacy Center

Builders Exchange of Rochester

Burgess & Miraglia, P.C., Attorneys at Law

Catholic Charities Family and Community Services

Causewave Community Partners

Center for Dispute Settlement

Center for Youth

CGR

Champion Academy Extreme Mentoring and

Empowerment Initiative

Charter Communications/Spectrum

Child Care Council

Children's Institute

City of Rochester

City Newspaper

Coffee Connection

Colgate Rochester Crozer Divinity School (CRCDS)

Common Ground Health

Connected Communities

Consumer Credit Counseling Services of Rochester

Coordinated Care Services, Inc.

Council of Agency Executives

Delphi Drug & Alcohol Council, Inc.

DePaul

ESL Federal Credit Union

East High Educational Partnership Organization

East House

Empowering People's Independence

ENALAS

Episcopal SeniorLife Communities

Excellus BlueCross BlueShield

Expressive Beginnings Child Care

FedEx Ground

Fee Brothers

Finger Lakes Community Health

Finger Lakes Performing Provider System

Five Star Bank

Flower City Habitat for Humanity

Foodlink

Foundry

Friendly Senior Living

Gleason Corp.

Goodwill of the Finger Lakes

Gorbel Inc.

Greater Rochester Chamber of Commerce

Greater Rochester Health Foundation

HCR Home Care

Heritage Christian Services

Highland Hospital

Hillside Family of Agencies

His Branches Inc.

Home Leasing

Huther-Doyle

Ibero-American Action League

International Union of Painters and Allied Trades District Council 4

Jewish Family Services

Jewish Senior Life

Lake Avenue Memorial Baptist Church

LiDestri

Lifespan

Lifetime Assistance Inc.

Mary Cariola

Max and Marian Farash Foundation

McAlpin Industries

Mental Health Association of Rochester/Monroe County

Monroe Community College

Monroe Community Hospital

Monroe County

National Susan B. Anthony Museum & House

Nazareth College

Northeastern Seminary

PEKO Precision Products Inc.

People, Inc

Planned Parenthood of Central and Western New York

Pre-Trial Services Corporation

Roberts Wesleyan College

ROC the Future

Rochester & Genesee Valley Area Labor Federation

Rochester Accessible Adventures

Rochester Area Community Foundation

Rochester Brainerd

Rochester City School District

Rochester Institute of Technology

Rochester Regional Health

RochesterWorks!

RTS

School of the Holy Childhood

Skull Diamond and Heart Capital, LLC

St. Ann's Community

St. John Fisher College

St. Joseph's Neighborhood Center

Starbridge

The Aquinas Institute of Rochester

The Children's Agenda

The Healing Connection

The Little

The Strong

Trillium Health

United Way of Greater Rochester and the Finger Lakes

Universal Care Services LLC

University of Rochester

Urban League of Rochester

US Ceiling Corp

Velociti, LLC

Villa of Hope

Volunteers of America

Willow Domestic Violence Center

Women's Foundation of Genesee Valley

WXXI

YWCA of Rochester & Monroe County

RMAPI Steering Committee Member Organizations

1199 SEIU United Healthcare Workers East

Member: Tracey Harrison

7th Judicial District, New York State

Member: The Hon. Fatimat O. Reid

Action for a Better Community, Inc

Member: Jerome Underwood

Center for Governmental Research

Member: Erika Rosenberg

City of Rochester

Members: Malik D. Evans, Dr. Shirley Green
Liliana Ruiz

Common Ground Health

Member: Wade Norwood

Community Representative

Member: Dr. Cynthia Cole

Connected Communities

Member: LaShunda Leslie-Smith

East High Educational Partnership Organization

Member: Dr. Shaun Nelms

Empire State Development

Member: Vinnie Esposito

ESL Federal Credit Union

Member: Maureen Wolfe

ESL Foundation

Member: Ajamu Kitwana

Finger Lakes Performing Provider System

Member: Carol Tegas

Goodwill of the Finger Lakes

Member: Jennifer Lake

Greater Rochester Chamber of Commerce

Member: Robert J. Duffy

Greater Rochester Health Foundation

Member: Matt Kuhlenbeck

Harry Bronson, Assembly District 138

Ibero American Action League

Member: Angelica Perez-Delgado

Joseph Morelle, Congressman, NY 25th District

Max and Marian Farash Charitable Foundation

Member: Jennie Schaff

Monroe Community College

Member: Calvin Gantt

Monroe County

Members: Adam Bello, Corinda Crossdale

Retired Representative

Member: Daan Braveman

ROC the Future Alliance

Member: Brian Lewis

Rochester Area College Presidents

Member: Dr. Angela D. Sims

Rochester Area Community Foundation

Member: Simeon Banister

Rochester Educational Opportunity Center (REOC)

Member: Roosevelt Mareus

Rochester Housing Authority

Member: Shawn Burr

Rochester Regional Health System

Member: Katie Sienk

RochesterWorks, Inc.

Member: Dave Seeley

Regional Transit Service (RTS)

Member: Miguel Velazquez

The Children's Agenda

Member: Larry Marx

TogetherNow

Member: Laura Gustin

United Way of Greater Rochester and the Finger Lakes

Member: Jaime Saunders

University of Rochester

Member: Peter G. Robinson

Urban League of Rochester

Member: Dr. Seanelle Hawkins

US Ceiling Corp

Member: Melissa James-Geska

YWCA of Rochester and Monroe County

Member: Dr. Myra Henry