

Setting the Stage for Success

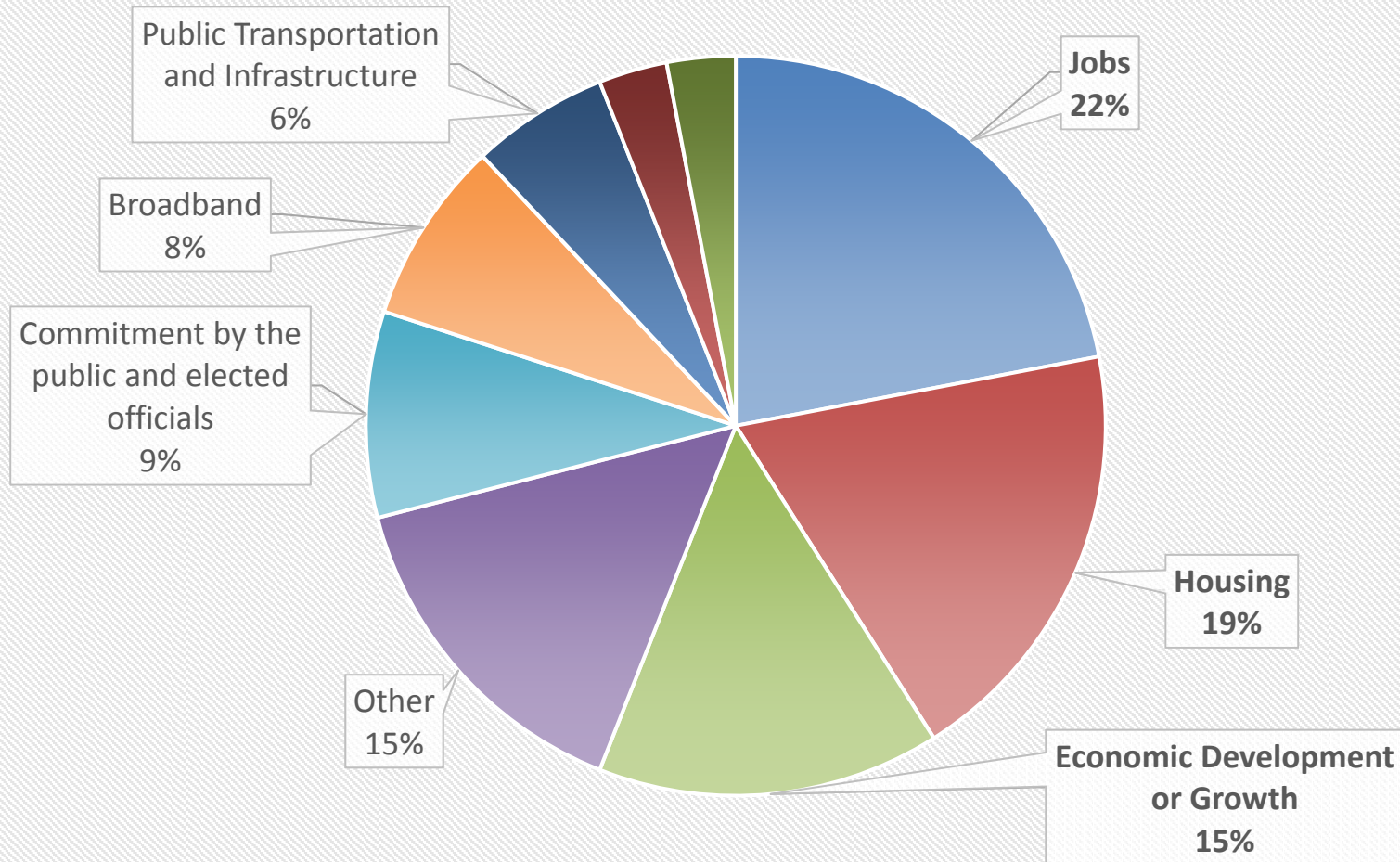
2016 NACo Rural Action Caucus Symposium

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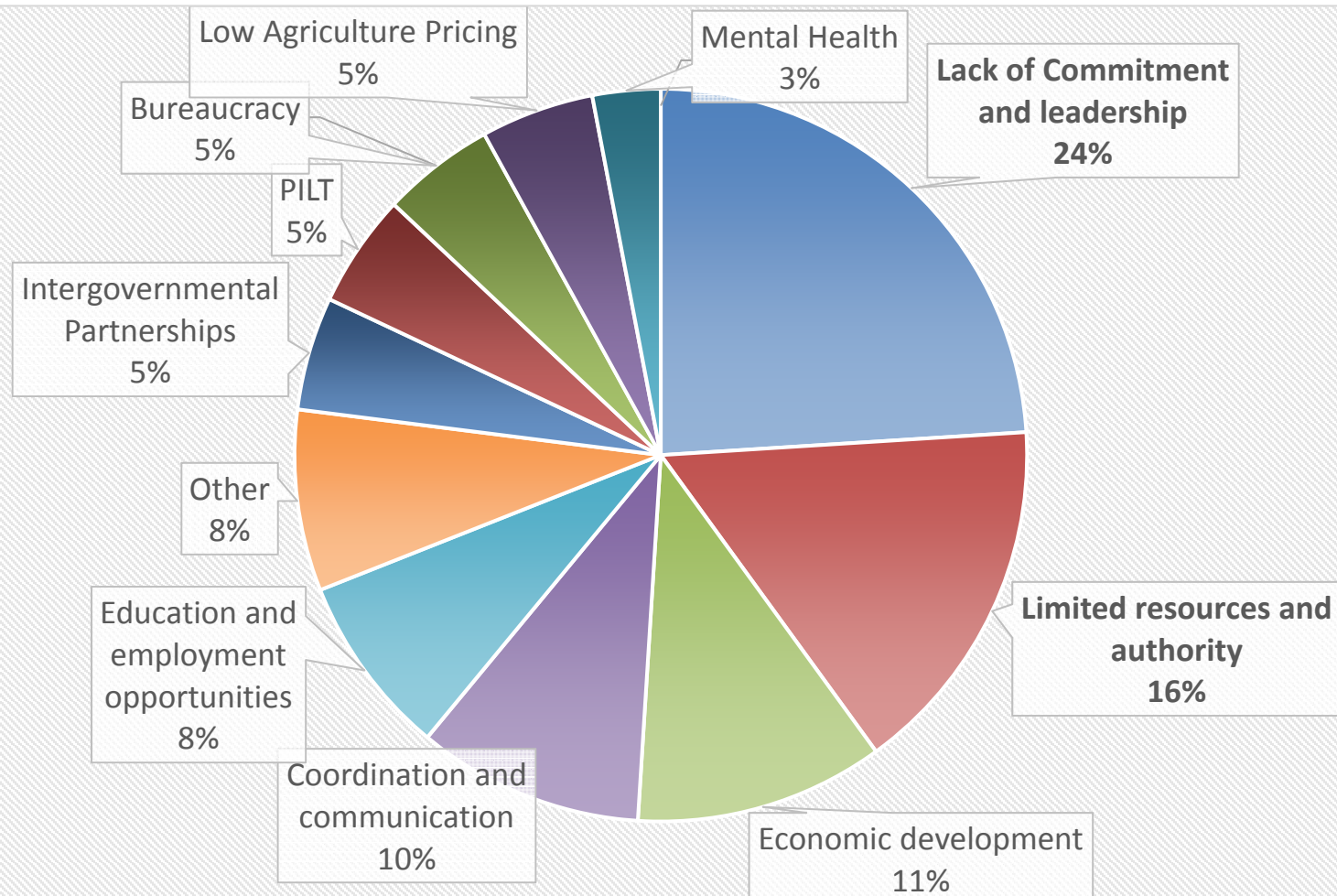
Survey Results

- Series of 5 questions asked of rural NACo members at early 2016 convening
- Touch on barriers and challenges to meaningful progress on poverty in rural counties

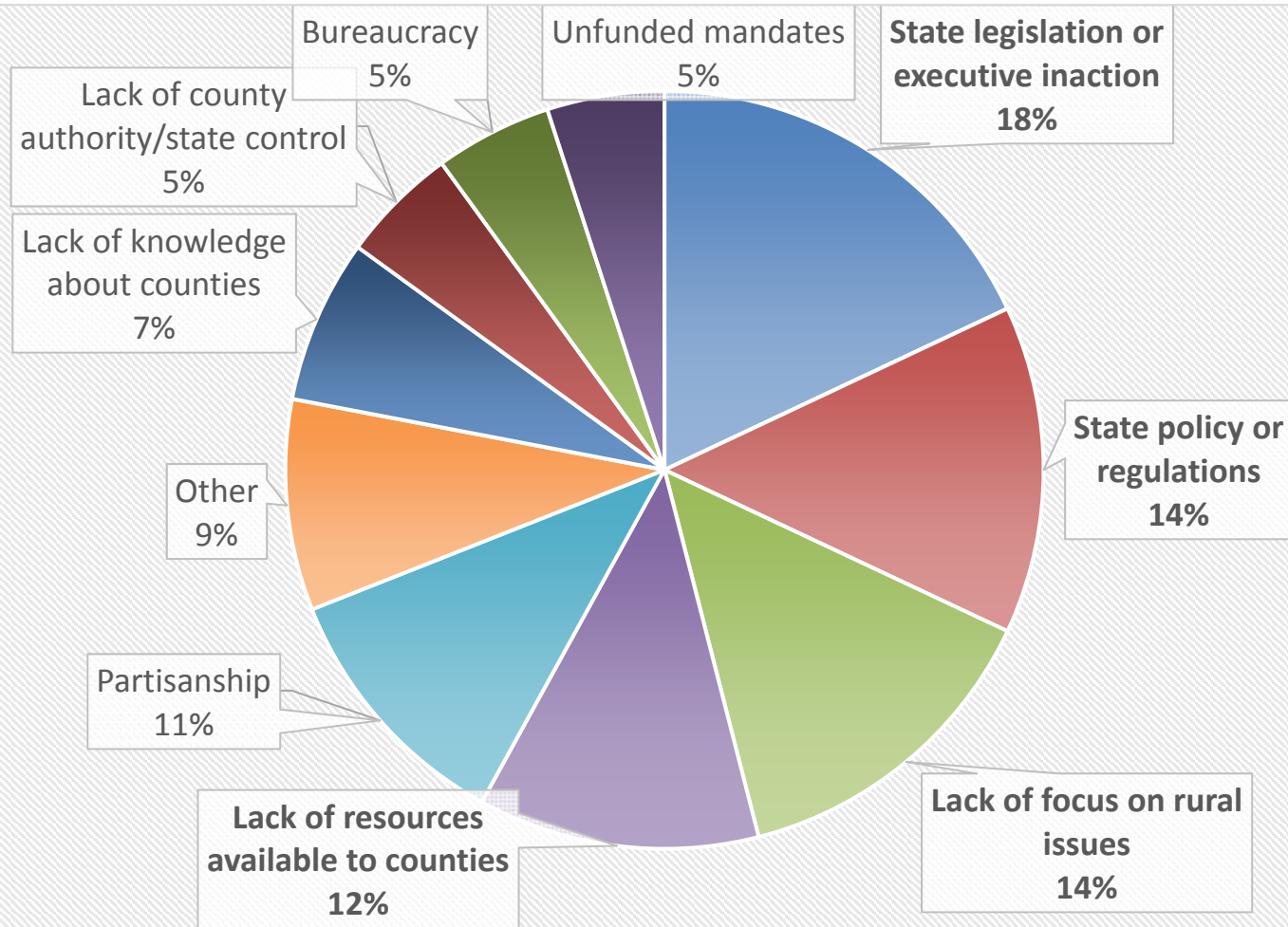
What is most needed to combat poverty in your home county?



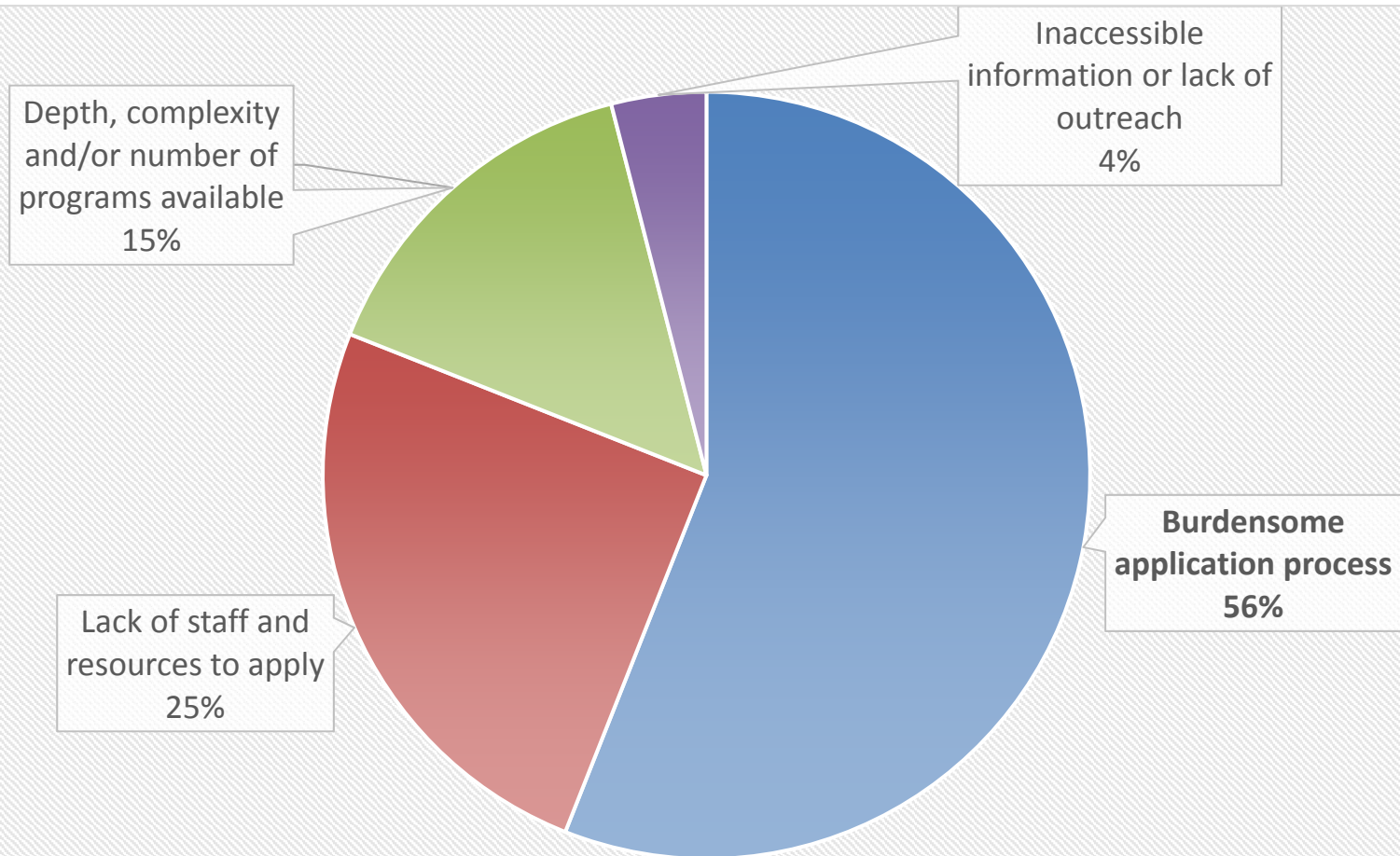
What is the greatest barrier to addressing poverty?



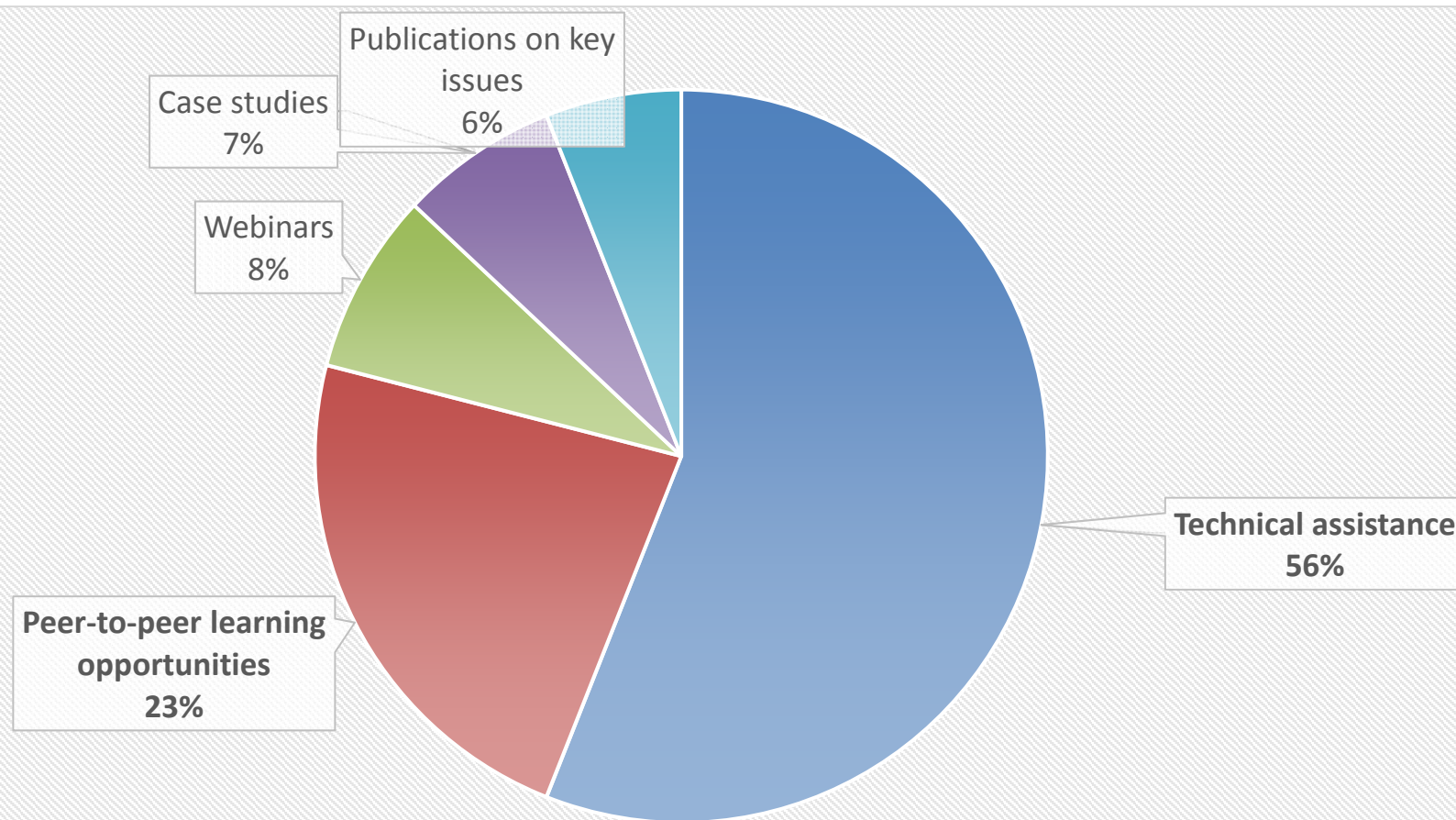
What are your State Barriers?



What are your Federal Barriers?



What is most helpful to addressing these issues?



Re-thinking the Way We Do Business

- Locally-led
- Focused on the long-run
- Data-driven
- Streamlined and cross-cutting



Aligning Efforts to Support Local Progress

- Corbin, KY: Population 7000+; poverty rate of ~33%; long suffered from high poverty, depopulation, and disinvestment.
- Enter Local Food, Local Places: coordinated TA to re-envision downtown around local foods.
- Federal agencies participated in local planning process and identified loan and grant programs for implementation of concrete projects.



IMPACT:

Turned downtown farmers market into business incubator; launched Buy Local campaign.

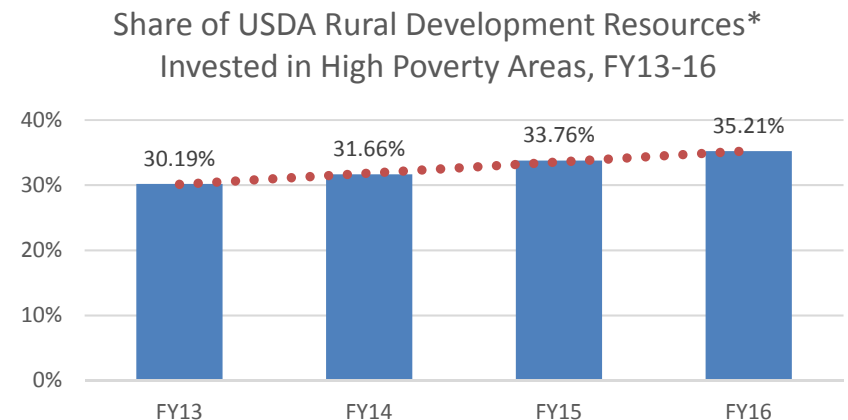
In two years, **Corbin's vacancy rate on Main Street has dropped from 40% to 5%**, as farmers market vendors moved to store fronts and brought foot traffic downtown

Targeting Highest Need

- 2012 USDA assessment: one of greatest correlates to USDA Rural Development investments is proximity to a USDA office
- Rural Development launched effort to more strategically invest resources in poverty areas via (1) New tools and resources to empower staff; (2) Discretionary levers to redirect existing funding; (3) Data-driven feedback and accountability

IMPACT:

Since launching this effort, **RD has directed ~\$2.5B in additional investments to high-poverty areas** than they likely would have absent intervention.



Building a Partnership That Lasts

- Sustainable Federal investments in staffing, capacity, and technical assistance
- Share what works—no greater validator
- Advocate for a more accessible, outcomes-oriented Federal government

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