

**Selected Socio-Economic Data  
Escambia County, Florida  
that Provides Clarity about**

**“Why We Need RESTORE funding  
for Social Infrastructure Projects?”**



**The Business Case for  
“Social Infrastructure”  
projects by RESTORE**



**"Our lives begin to end the day  
we become silent about things  
that matter."**

**-- Dr. Martin Luther King, Jr.**

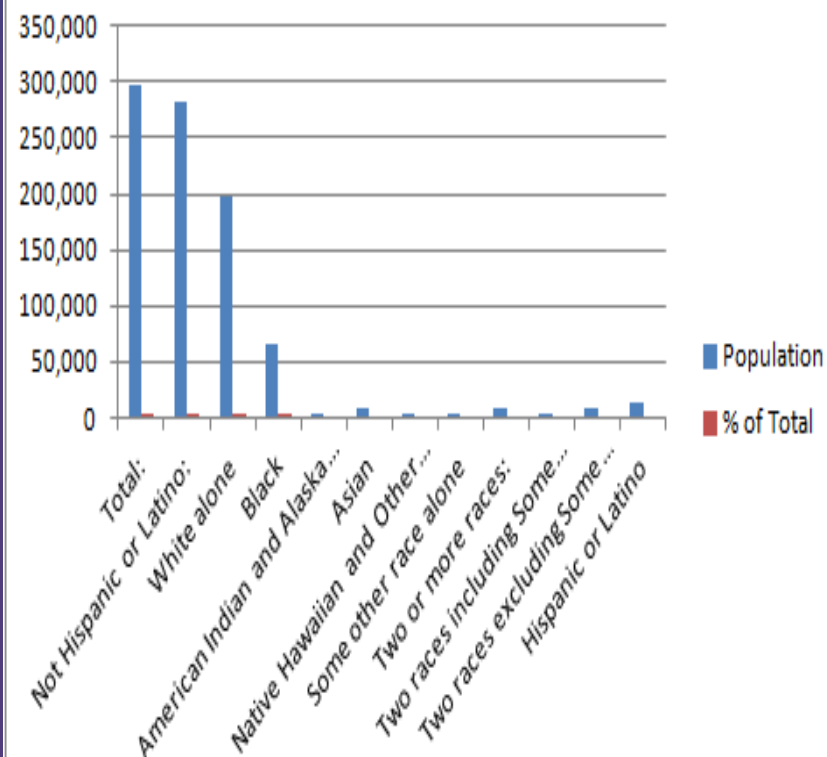
**THE MYTHS AND STEREOTYPES  
ABOUT POVERTY IN ESCAMBIA  
COUNTY – IN BLACK AND  
WHITE ... COMMUNITIES**

# Puzzle Piece # 1

## Population by Race

	Population	% of Total
<b>Total:</b>	<b>297,304</b>	<b>100.0%</b>
Not Hispanic or Latino:	283,500	95.4%
White alone	197,589	66.5%
Black or African American alone	66,642	22.4%
American Indian and Alaska Native alone	1,455	0.5%
Asian alone	8,231	2.8%
Native Hawaiian and Other Pacific Islander alone	539	0.2%
Some other race alone	347	0.1%
Two or more races:	8,697	2.9%
Two races including Some other race	199	0.1%
Two races excluding Some other race, and three or more races	8,498	2.9%
Hispanic or Latino	13,804	4.6%

## Chart of Population

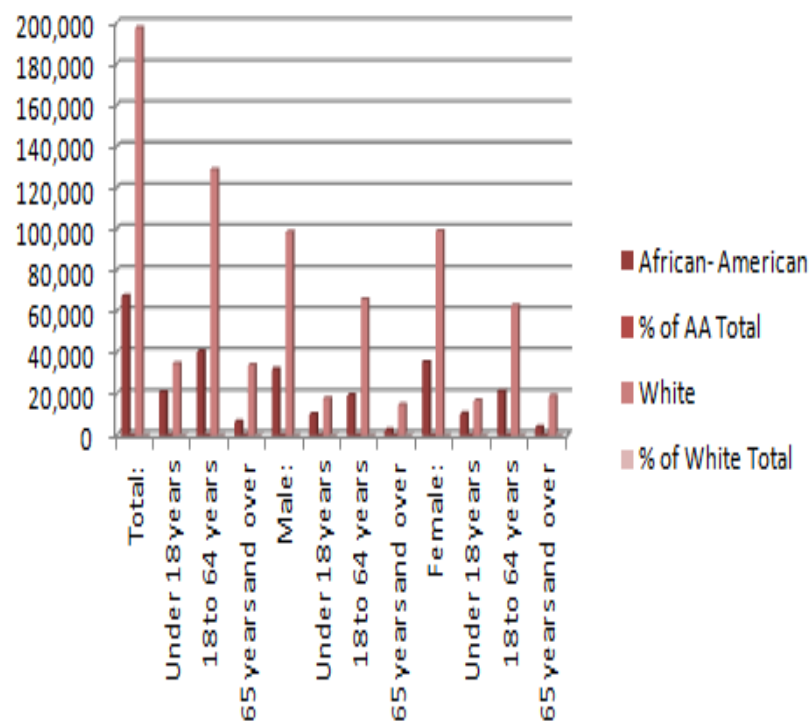


# Puzzle Piece # 2

## Black & White Totals

	African-American	% of AA Total	White	% of White Total
<b>Total:</b>	<b>67,638</b>	<b>100.00%</b>	<b>197,589</b>	<b>100.00%</b>
Under 18 years	20,659	30.50%	34,779	17.60%
18 to 64 years	40,583	60.00%	128,897	65.20%
65 years and over	6,396	9.50%	33,913	17.20%
<b>Male:</b>	<b>32,191</b>	<b>47.60%</b>	<b>98,654</b>	<b>49.90%</b>
Under 18 years	10,314	15.20%	17,904	9.10%
18 to 64 years	19,323	28.60%	65,953	33.40%
65 years and over	2,554	3.80%	14,797	7.50%
<b>Female:</b>	<b>35,447</b>	<b>52.40%</b>	<b>98,935</b>	<b>50.10%</b>
Under 18 years	10,345	15.30%	16,875	8.50%
18 to 64 years	21,260	31.40%	62,944	31.90%
65 years and over	3,842	5.70%	19,116	9.70%

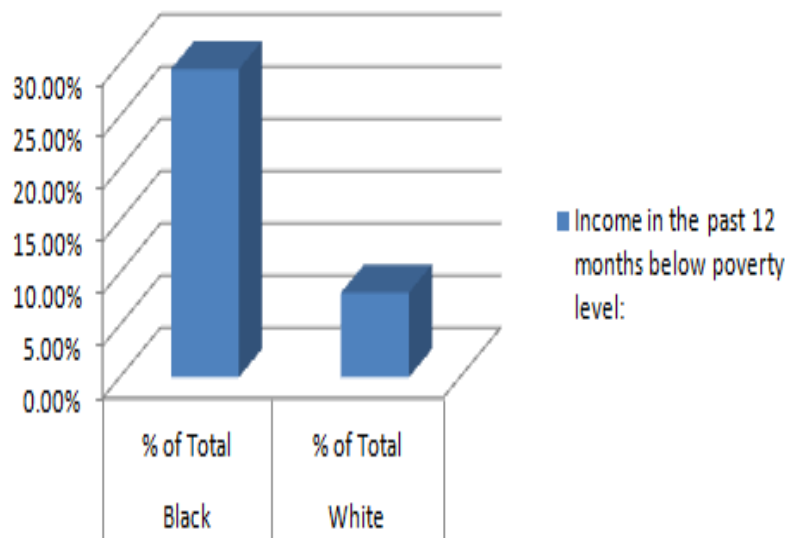
## Chart of Totals



# Puzzle Piece # 3 – Myths Vs. Reality

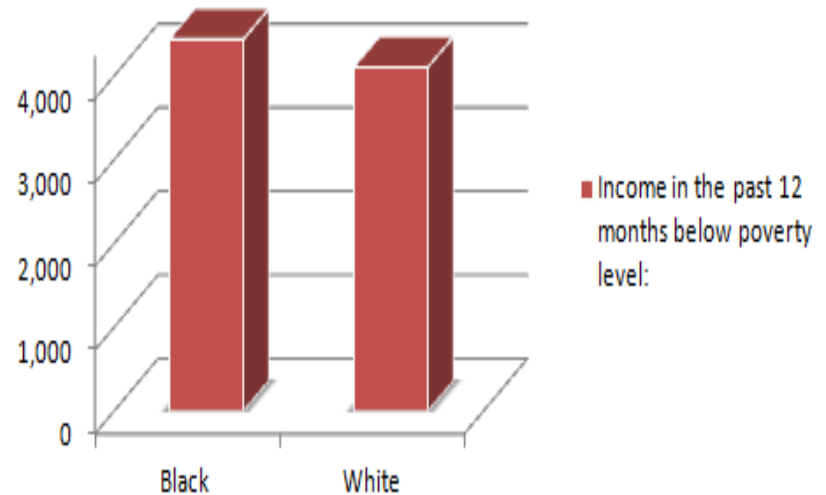
**Myth: 29.5 % of all Blacks Families vs. 8.10% of Whites in Poverty means there are far more Blacks in Poverty**

Income in the past 12 months below poverty level:



**Reality: There are 4,439 Black Families and 4,106 Whites Families in Poverty based upon those percentages**

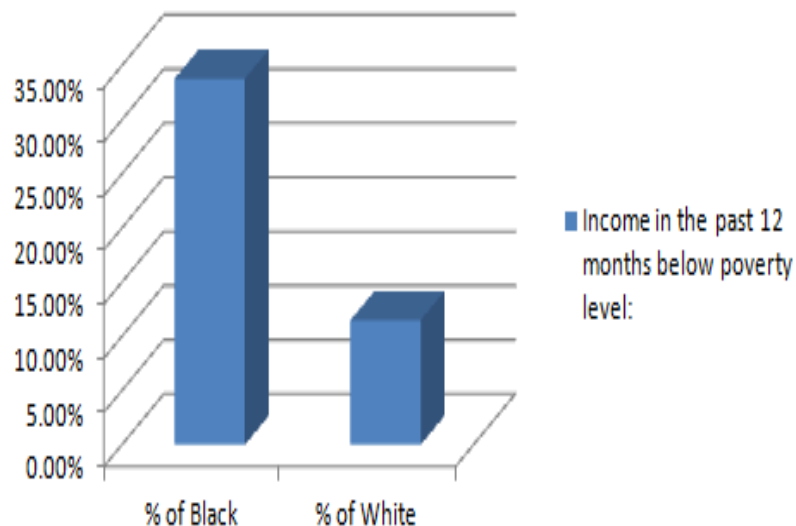
Income in the past 12 months below poverty level:



# Puzzle Piece # 4 – Myths Vs. Reality

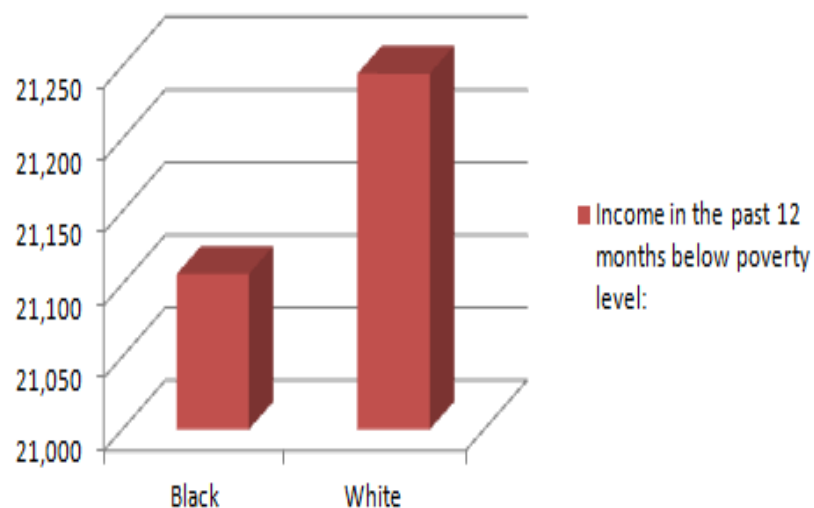
**Myth: 21.9 % of all Black People vs. 4.3% of Whites People in Poverty means there are far more Blacks People in Poverty**

**Income in the past 12 months below poverty level:**



**Reality: There are slightly more White People in Poverty than Black People in Poverty – 21,245 White people vs. 21,107 Black People in poverty**

**Income in the past 12 months below poverty level:**



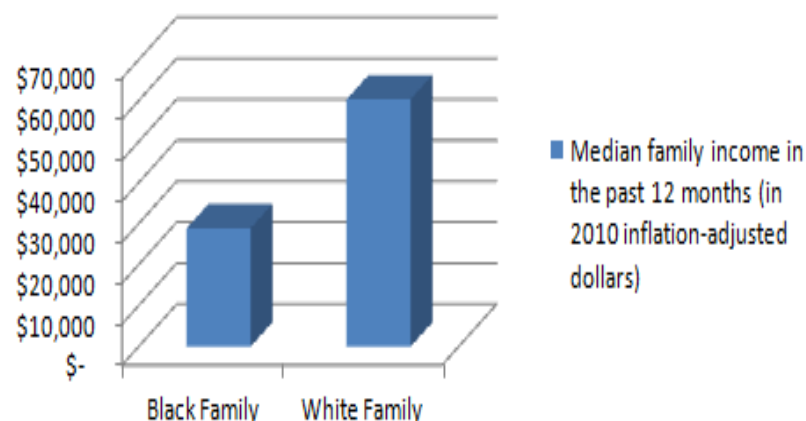
# Puzzle Piece # 5 – Myths Vs. Reality

**Myth: Every one is doing about the same and all families are having a hard time making ends meet**



**Reality: The Median Family Income for a Black family is \$28, 874 which doesn't pay many bills. This less than half of the Median Family Income for Whites at \$60, 350.**

**Median family income in the past 12 months (in 2010 inflation-adjusted dollars)**



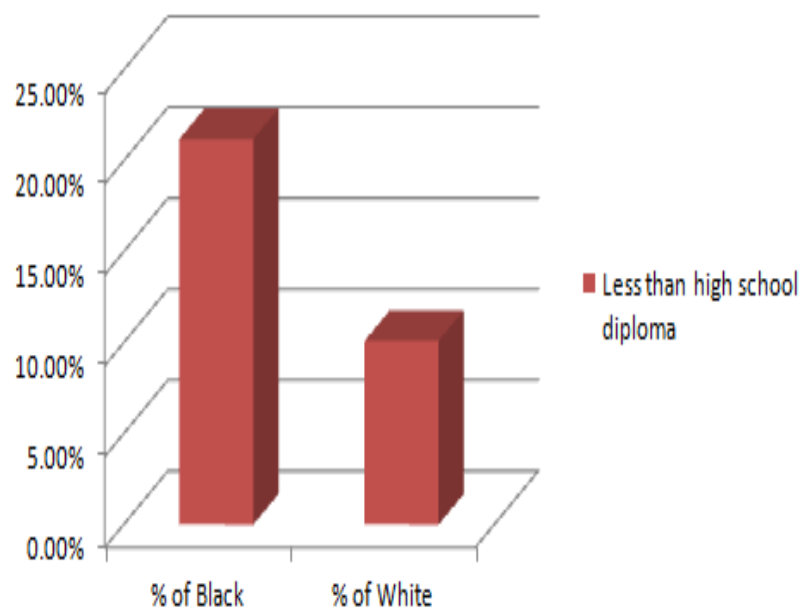


# Puzzle Piece # 6 – Myths Vs. Reality

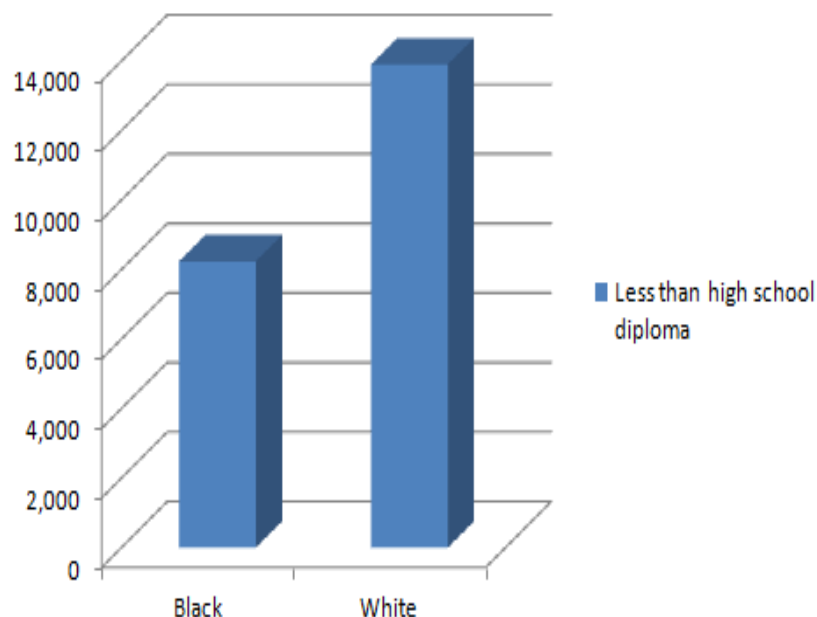
**Myth: 21.2 % of all Black Dropout vs. 10.1% of Whites Drop-out of school before getting a high school diploma, GED or alternative education means there are far more uneducated Blacks**

**Reality: There are far more Whites don't have a high school education than Blacks in Escambia County – 13,901 White vs. 8,235 Blacks**

Less than high school diploma



Less than high school diploma

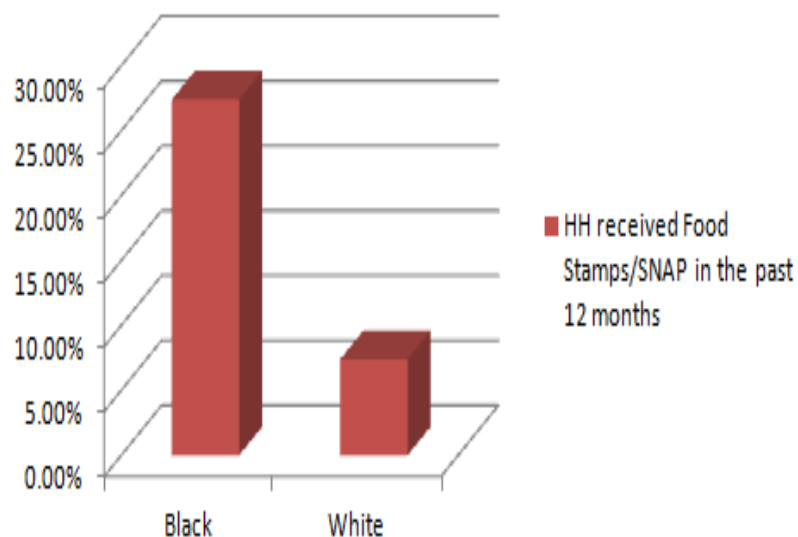




# Puzzle Piece # 7 – Myths Vs. Reality

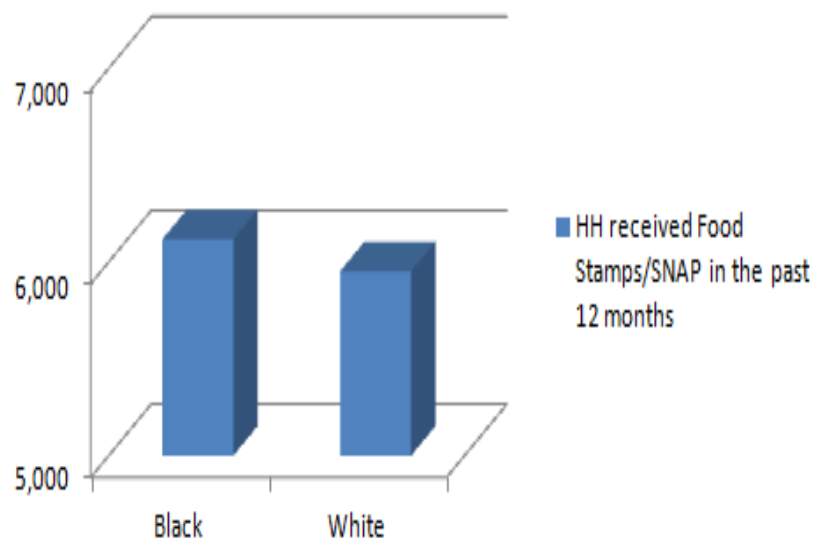
**Myth: 27.4 % of all Blacks Families vs. 7.4% of Whites in receive food stamps and welfare means there are far more Blacks on Welfare**

HH received Food Stamps/SNAP in the past 12 months



**Reality: There are almost equal amounts of Black and White Families receiving Food Stamps and Public assistance. 6,116 Black Families and 5,952 Whites Families in Poverty based upon those percentages**

HH received Food Stamps/SNAP in the past 12 months



# Puzzle Piece # 8 – Myths Vs. Reality

**Total Reported Property Index Crimes, Escambia County, Florida, by Offense and Year.**

Year	Population	Burglary	Larceny	Motor Vehicle Theft	Total Property Index Crime	Property Crime Rate per 100,000 Population
2008	313,480	2,993	8,525	835	12,353	3,940.6
2009	312,980	3,265	8,750	753	12,768	4,079.5
2010	311,184	3,189	9,313	609	13,111	4,213.3
2011	299,261	3,241	9,908	726	13,875	4,636.4
2012	299,511	3,899	9,920	680	14,499	4,840.9

**Total Reported Violent Index Crimes, Escambia County, Florida, by Offense and Year.**

Year	Population	Murder	Forcible Sex Offenses	Robbery	Aggravated Assault	Total Violent Index Crime	Violent Crime Rate per 100,000 Population
2008	313,480	22	272	692	1,741	2,727	869.9
2009	312,980	18	193	636	1,884	2,731	872.6
2010	311,184	29	364	573	1,391	2,357	757.4
2011	299,261	16	313	565	1,279	2,173	726.1
2012	299,511	22	317	502	1,601	2,442	815.3

SOURCE: Florida Department of Law Enforcement. Crime in Florida, Florida uniform crime report, 1995-2012 [Computer program]. Tallahassee, FL: FDLE. Florida Statistical Analysis Center.

**All People arrested and booked on Friday 5/17 and Sat. 5/18 until 10:00pm**  
**20 Blacks – 21 Whites (one white male mug shot not available )**  
**Retrieved @ 10:00 Saturday 5/18/2013 from Escambia County Sherriff**  
**Website Jail View**

**Source: <http://www2.escambiaso.com/SmartWebClient/jail.aspx>**



# **The “Upside of Florida”? -Other Critical Socio-Economic Data**

- **More than 22,000 Blacks and 57,000 Whites had no earnings (verifiable income) in 2012**
- **Unemployment of Working Age Population (Ages 16 to 64) (As a Percent of 16-64 Civilian Labor Force) was 22.4% of Blacks and 9.9% of Whites**
- **In 2012 Total Property Stolen = \$ 20,917,953 Total Recovered = \$ 5,626,423**
- **Escambia County was ranked #1 in crime in the State ... # 2 Miami-Dade**
- **Escambia, FL is ranked #7 with the Population in Poverty Percentage of 19.4%.**
- **Escambia, FL is ranked #4 with the Family in Poverty Percentage of 14.5%**

# **Lost R.O.I – The Cost of Poverty**

- 1) Community Resources – Citizens in poverty must rely on community resources to get by on a frequent basis.**
- 2) The Economy and Buying Power – Citizens in poverty only have money to spend on absolute essential goods and commodities to get by on a daily basis because they are only making minimum wage or less.**
- 3) Education – Children in poverty can have an impact from the entire school district all the way down to the classroom.**
- 4) Health Care – While the issue of the growing number of medically uninsured in the community has a much broader impact than just on those in poverty, healthcare for everyone is impacted by poverty in our community.**
- 5) Neighborhoods – The Escambia/Pensacola prides itself on having great neighborhoods, yet not every neighborhood is great because citizens living in poverty do not have the resources to be sure their homes are repaired and yards are maintained.**
- 6) Image – The image that is reflected when our community is described in the media as being “One of the Poorest Counties” or “Worst Crime” in the State of Florida impacts everyone. Especially, our desire to recruit companies into the area ... putting lipstick on a pig doesn’t work!**



# **Transformational Change Vehicles**

**SOCIAL INFRASTRUCTURE PROJECTS  
PROVIDES A PATH TO INCREASED R.O.I.**

**Crime**

**Poverty**

**Health**

**Education**

## **Main Steps in Designing and Implementing the Project Selection and Evaluation Phase of the RESTORE Act Advisory Committee**

1. Clarify objectives, desired outcomes and community needs through and “Planning Phase” of government, community, business, and other stakeholders for the RESTORE Project submission, selection & evaluation. The outcome of this phase should be a written “Comprehensive RESTORE Plan.”
2. Explore data availability regarding the needs of Escambia County
3. Design the process submission process based upon soliciting and accepting project proposals based upon the identified needs
4. Develop the evaluation forms and ranking criteria for projects submissions. The exact criteria for projects to be evaluated and selected should be based upon a ranking system that gives weight to projects that meet the need as defined through the “stakeholder” engagement process.
5. For each proposed project data will need to be collected:
  - (a) Select sample design of a consistent list of data required
  - (b) Develop data collection instrument or form
  - (c) Staff and train fieldwork personnel for verification of data
  - (d) Pilot test
  - (e) Data collection
  - (f) Data management and access

**During Project Selection, Evaluation and Prioritization Phase**

6. Collect data on an ongoing basis
7. Analyze the data and projects submitted and evaluate them against the Comprehensive Plan
8. Write up the findings and discuss them with policy makers and other stakeholders
9. Incorporate the findings in Project Evaluation and Prioritization Phase



## **Clarifying Evaluation Objectives**

- 1) Once it has been determined that what the “outcomes” the RESTORE Project’s are meant to achieve, only then development of the evaluation “criteria” is appropriate and justified, it is necessary to establish clear objectives and agree on the issues that will be the focus of the evaluation.**
- 2) Clear objectives are essential to identifying information needs, setting output and impact indicators, and constructing a solid evaluation strategy to provide answers to the questions posed.**
- 3) Statements of objectives that are too broad do not lend themselves to evaluation.**
- 4) A logical framework or results framework can provide the basis for identifying the goals of the project and the information needs for the evaluation.**
- 5) If either of these has been prepared during development of the “Comprehensive Plan”, it should serve as the starting point for defining objectives and issues for the evaluation. If not, it can be developed in preparation for the evaluation.**
- 6) Qualitative and participatory methods are recommended to be used to assess impact.**
- 7) No evaluation technique or set of techniques is perfect. The RESTORE Act Advisory Committee must make decisions about the tradeoffs for each method chosen during the planning of the evaluation.**

**George Hawthorne**  
Chief Executive Officer



[www.diversityprogramadvisors.com](http://www.diversityprogramadvisors.com)  
[george@diversityprogramadvisors.com](mailto:george@diversityprogramadvisors.com)  
Cell: 251-504-7313

