

The Enough Act Journey: Bridging Policy and Practice

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The process came together quickly; the first awards were made less than two years after Gov. Moore took office



Nov. 2022

Wes Moore elected Governor of Maryland



Jan. 2023

Governor Wes Moore inaugurated



April 2023

Joint Chairmen's Report calls for a study report on place-based cradle-to-career strategies



Oct. 2023

Study report delivered to the Gov's Office of Crime Prevention, Youth, and Victim Services



Jan. 2024

Gov. Moore introduces the ENOUGH Act



Apr. 2024

General Assembly passes the ENOUGH Act



May 2024

Gov. Moore signs ENOUGH Act into law



July 2024

First Notice of Funding Opportunity released



Dec. 2024

First ENOUGH Awards announced

"A good idea doesn't always translate to a bill passing. There were a lot of back-end technical nuts and bolts to work out."

—Government relations professional



At Harlem Children's Zone

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#PowerofPlace

Detailed insights from Maryland can apply in many other state contexts

Key lessons

Detailed insights

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| 1 Start with a political champion who believes deeply in the work and will prioritize it. | <ul style="list-style-type: none">• Identify a state leader who believes fully in the place-based cradle-to-career approach and will elevate the work, even ahead of other priorities |
| 2 Bring in the best learning from other parts of the country. | <ul style="list-style-type: none">• Make national models feel relatable by showcasing multiple models of place-based work• Leverage outputs from other legislative efforts, including specific bill language where relevant |
| 3 Invest real resources to drive the effort. | <ul style="list-style-type: none">• Stand up dedicated infrastructure to ensure legislative success; there is no short-cut to investing in the relevant expertise, including government relations, communications, and content-area expertise• Build a team with deep ties to the place they are working |
| 4 Ensure community partners are engaged from the start. | <ul style="list-style-type: none">• Give neighborhood residents – both community leaders and grassroots community members – voice in what a program should look like• Leverage early engagement to assess readiness of potential partners to participate. |
| 5 Build authentic coalitions within government. | <ul style="list-style-type: none">• Give more legislators an ownership stake in the program can strengthen the collective commitment to action• Create structures and processes to change the way state agencies work in service of communities |
| 6 Communicate the catalytic potential from public investment . | <ul style="list-style-type: none">• Leverage the promise of private investment to motivate legislators to make a public commitment• Bring philanthropy to the table early in the process to support the work needed to pass a bill and to build commitment for long-term investment |
| 7 Maintain focus on the north star, but remain open to compromise where needed. | <ul style="list-style-type: none">• Define core values to serve as a guide throughout the legislative process• Maintain an openness to negotiate on the details of the bill to build support |
| 8 Plan ahead to implementation. | <ul style="list-style-type: none">• Begin implementation planning and program design work well before bill passage• Borrow capacity from elsewhere in government and/or leverage external support to enable this early planning |
| 9 Sustain partnerships beyond bill passage. | <ul style="list-style-type: none">• Continue to engage capacity and expertise of outside experts as government navigates the complexities of implementation• Leverage external support to fill roles that cannot be played by government (e.g., TA during an open grant) |