



OCWB UPDATES NOVEMBER 2022



JOURNEY WITH US.



OFFICE OF
**COMMUNITY
WEALTH BUILDING**

Report Highlights



- **Executive Summary**
- **Poverty Profile in the City of Richmond**
- **OCWB Poverty Reduction Strategies**
- **Moving Forward**



Executive Summary



Executive Summary



Minimize the impact of poverty on those who have been the most challenged by its effects.

- Lessons Learned:
 - Programs don't perpetuate progress; people do!
 - Poverty reduction is a journey, not a destination!



Participant Success Stories that Inspire Us



Participant Success: Stories that Inspire Us



“Many stories about poverty tend to blame people, not systems, by portraying low-income people as inherently flawed or as individuals who somehow just need to work harder. But in America, poverty is close to inevitable for low-wage workers and their children—earnings have not kept pace with the cost of living and many people living in poverty face systemic inequities and residential segregation which exacerbate the problem. Hard work alone is often not enough to “lift someone out of poverty.”¹

We know that helping people out of poverty requires the support of adequately funded programs, equitable policies, the alignment and collaboration of government, institutions and most importantly- the community. Yet, in spite of this reality, we have learned to celebrate the success of individuals, overcoming barriers to economic independence. The following stories are those of participants who have gone through our workforce program. Our programs continue to center the people we serve. Their narratives are a part of how we continue to communicate IMPACT.

¹ Feldmann, K. E. & D. (2022, January 26). *Language matters: Words to avoid when talking about poverty in America*. Ad Council Org. Retrieved December 2, 2022, from <https://www.adcouncil.org/all-articles/language-matters-words-to-avoid-when-talking-about-poverty-in-america>

Participant Success: Stories that Inspire Us



When employers DON'T HIRE returning citizens, our country loses access to 1.7-1.9 MILLION WORKERS [and] \$78 - \$87 billion in Gross Domestic Product (GDP). ¹



Roy Hurd

After serving a 36-month sentence, former professional basketball player, Roy Hurd, faced significant barriers in obtaining employment. However, with a close-knit network, the strong support of a local Richmond congregation and OCWB's workforce program, he was able to turn things around. As a result, Roy successfully earned his Commercial Driver's License. Today, he drives for a national food distributor, earning \$1,800 - \$2,000 weekly. Setting his sights on entrepreneurship, Roy plans to own a tractor-trailer one day.

¹ The price we pay: Economic costs of barriers to employment for former prisoners and people convicted of felonies. Center for Economic and Policy Research. (2021, April 22). Retrieved July 20, 2022, from <https://cepr.net/report/the-price-we-pay-economic-costs-of-barriers-to-employment-for-former-prisoners-and-people-convicted-of-felonies/>

Participant Success: Stories that Inspire Us



According to the United States Department of Labor, Black and [Hispanic & Latina] women experienced the steepest job losses during the pandemic... the ongoing crisis in this sector continues to have a disproportionate impact on [them]. ¹



Sheena Wilson

Sheena suddenly found herself unemployed when the pandemic emerged. As a mother of two, she needed help with planning her next career opportunity. Sheena enrolled in OCWB'S workforce program and completed certifications in medical administration, pharmaceuticals and personal care. Her strategy was to obtain multiple credentials to remain competitive in the job market. Today, she works as a Router Technician for Henrico County Public Schools and is a budding entrepreneur. Sheena is very excited about growing her Mary Kay business in the upcoming months.

¹ Black women's economic recovery continues to lag. United States Department of Labor. (n.d.). Retrieved September 20, 2022, from <https://blog.dol.gov/2022/02/09/black-womens-economic-recovery-continues-to-lag>



Participant Success: Stories that Inspire Us



Doctors and electricians have a lot in common when it comes to training. A master electrician will have spent at least 8 years learning his or her trade—which is the same amount of time a doctor will spend in medical school. ¹



Israel Velazquez

Israel Velazquez III is an aspiring Master Electrician who developed an interest in the electrical industry in high school. He enrolled in his school's two-year technical program where he won numerous awards while competing in electrical competitions in the state of Virginia. His OCWB Engagement Specialist encouraged him to sit for the Electrical Apprenticeship entrance exam, which he successfully passed the following year. Today, Israel is on track to becoming a Master Electrician.

¹ Electricians - interesting facts about becoming an electrician. Explore The Trades. (2020, June 10). Retrieved September 15, 2022, from <https://exploretthetrades.org/electricians-interesting-facts-about-becoming-an-electrician/>





Poverty Profile in the City of Richmond, Virginia



OFFICE OF
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WEALTH BUILDING**

OCWB Presentation to City Council December 2022

Poverty Rates: United States, Virginia, and the City of Richmond

Data for the poverty profile for the City of Richmond has been sourced from the United States Census 2020.¹



= **11.9%**



= **10.2%**

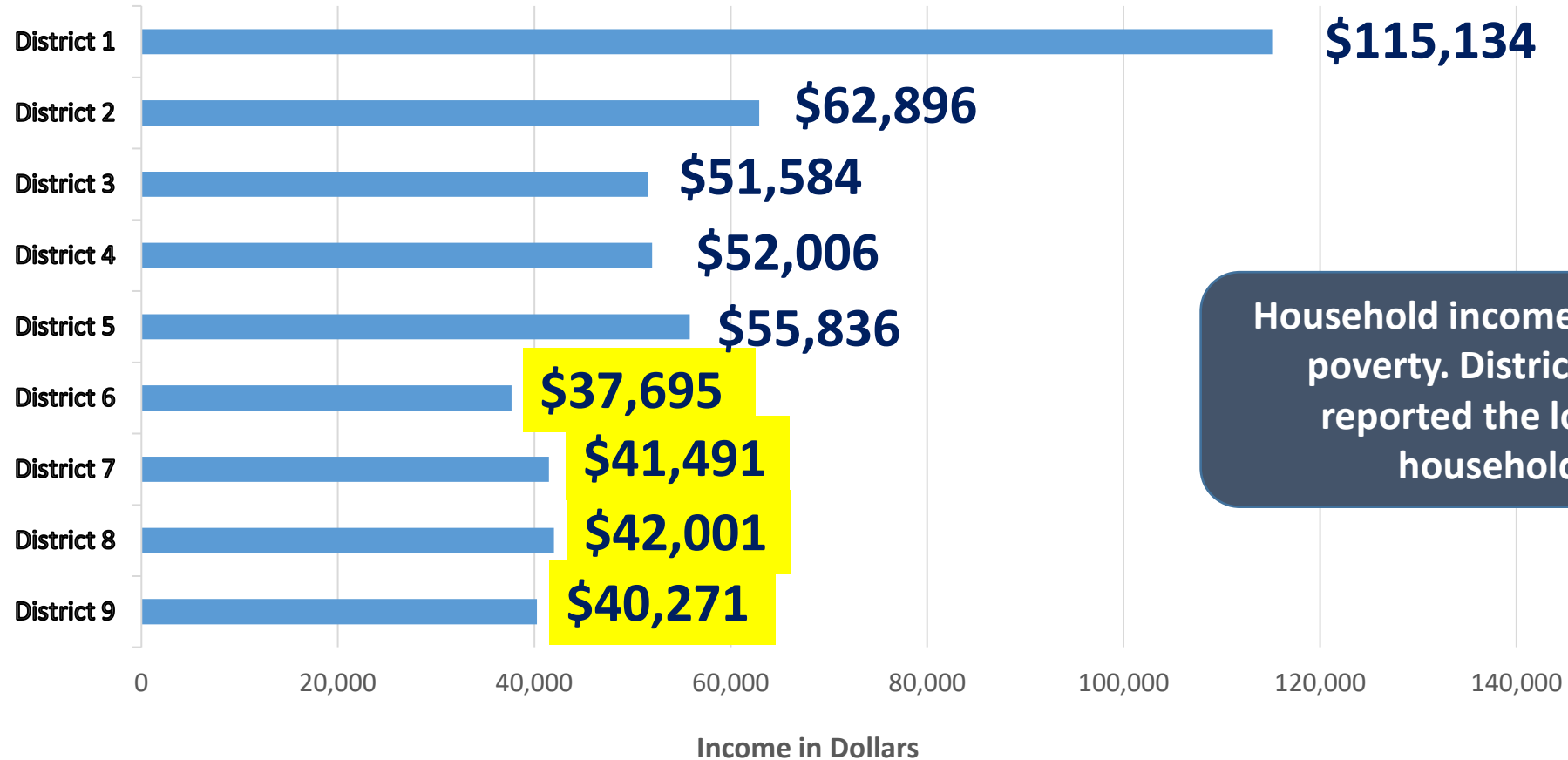


= **20.9%**

The City of Richmond's poverty rate is double the national and state average.

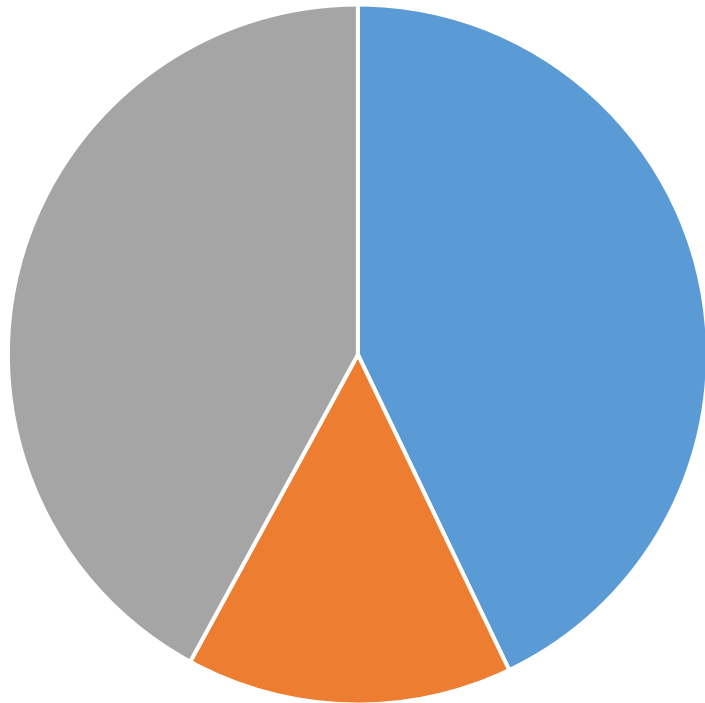
¹ U.S. Census Bureau Quickfacts: Richmond City, Virginia. (n.d.). Retrieved December 5, 2022, from <https://www.census.gov/quickfacts/richmondcityvirginia>

Median Household Income by Voter District¹



Household income is an indicator of poverty. Districts 6, 7, 8 and 9 reported the lowest median household income.

Race Breakdown – City of Richmond¹



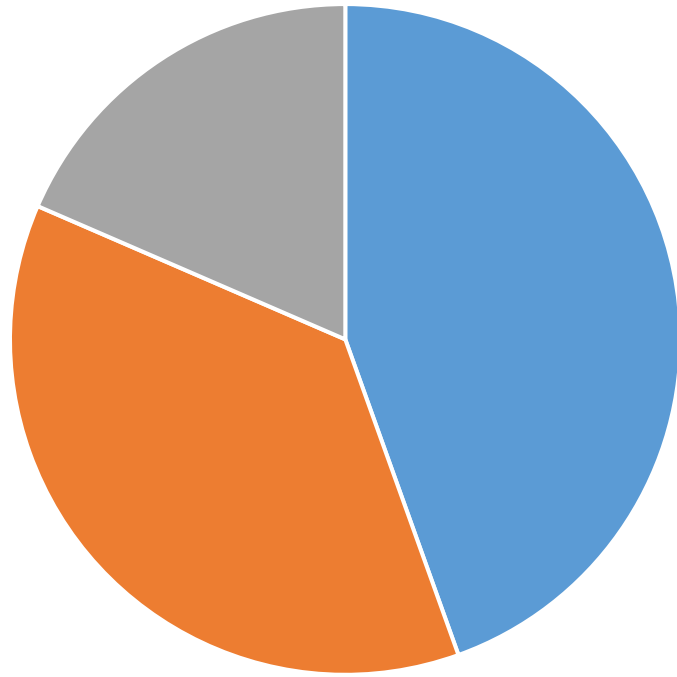
Black	46.1%
Hispanic or Latino	7.1%
White	45.1%

Black and White City of Richmond residents are nearly congruent in population size.

■ Black ■ Hispanic or Latino ■ White

¹ U.S. Census Bureau Quick facts: Richmond City, Virginia. (n.d.). Retrieved December 5, 2022, from <https://www.census.gov/quickfacts/richmondcityvirginia>

Poverty by Race – City of Richmond¹



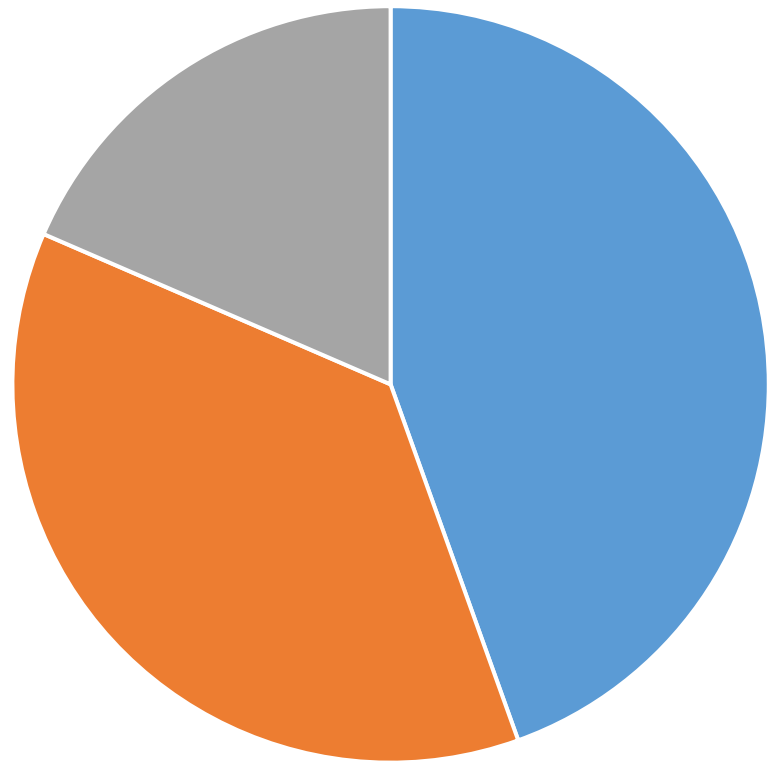
Black	19.5%
Hispanic or Latino	16.2%
White	8.1%

Black and Hispanic or Latino Richmond residents disproportionately live in poverty.

■ Black ■ Hispanic or Latino ■ White

¹ U.S. Census Bureau Quick facts: Richmond City, Virginia. (n.d.). Retrieved December 5, 2022, from <https://www.census.gov/quickfacts/richmondcityvirginia>

Poverty by Race – City of Richmond¹



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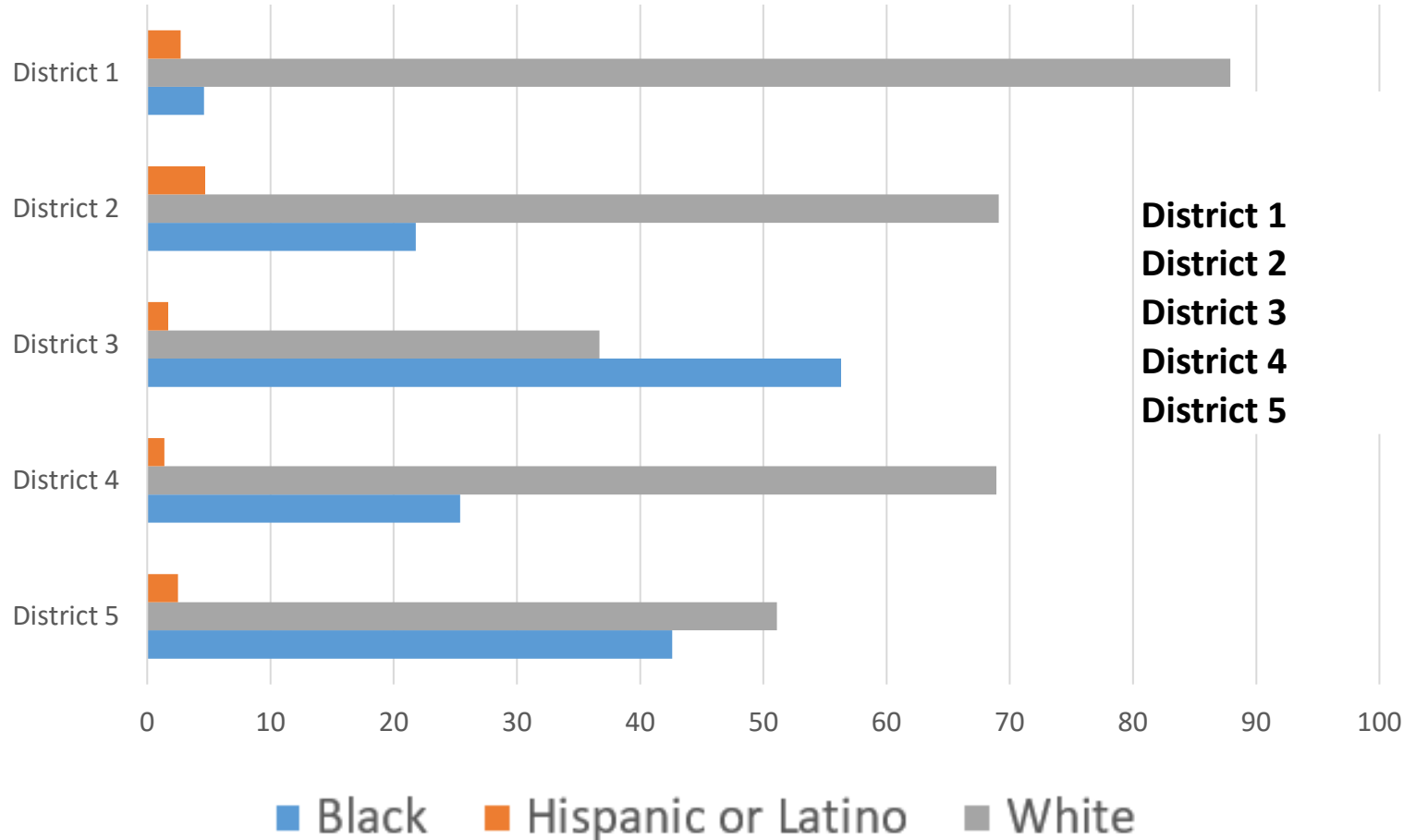
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¹ U.S. Census Bureau Quick facts: Richmond City, Virginia. (n.d.). Retrieved December 5, 2022, from <https://www.census.gov/quickfacts/richmondcityvirginia>

Percentage of Race by Voter Districts 1-5¹



DISTRICTS 1-5



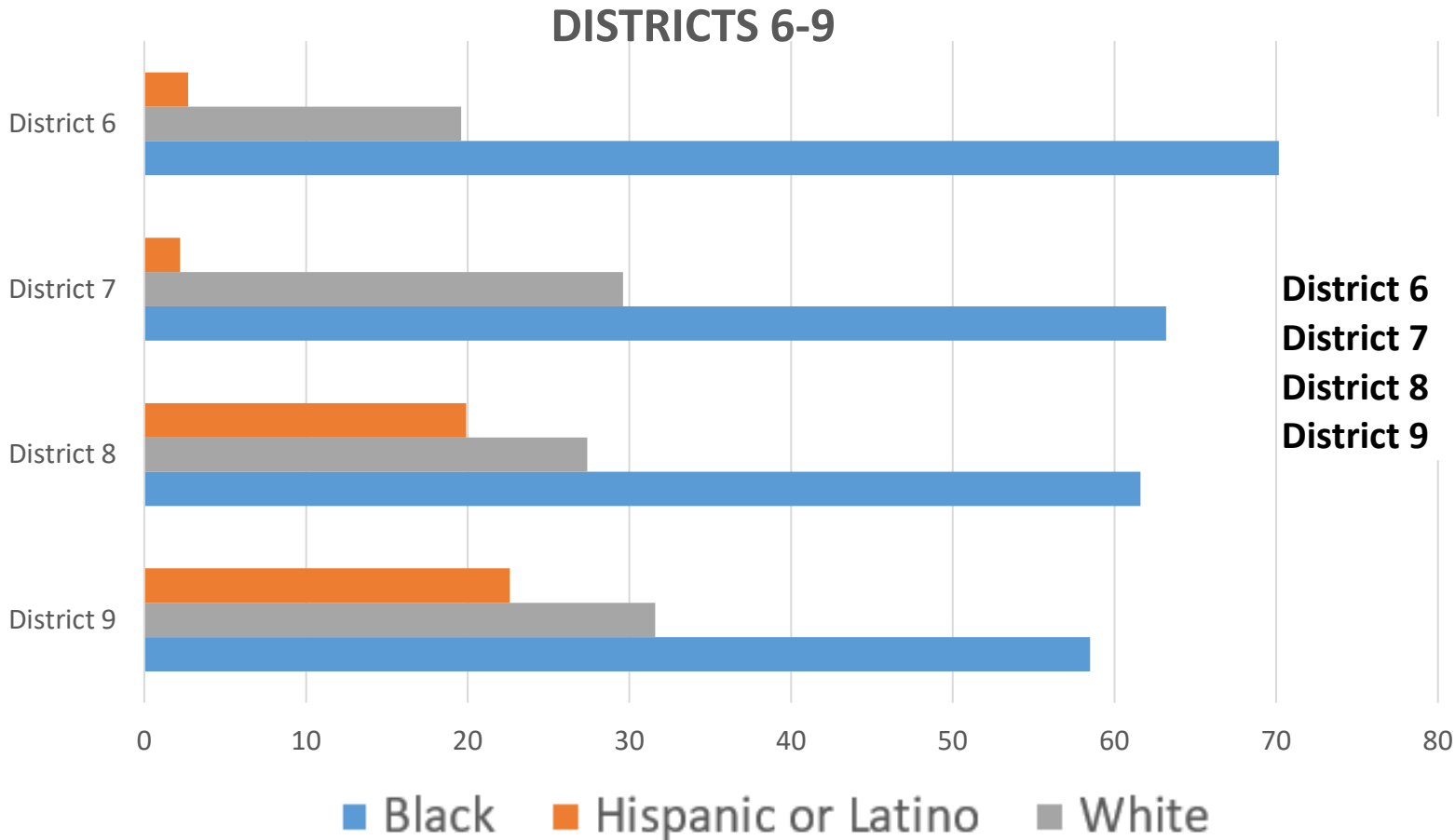
District 1
District 2
District 3
District 4
District 5

	Black	Hispanic or Latino	White
District 1	4.6	2.7	87.9
District 2	21.8	4.7	69.1
District 3	56.3	1.7	36.7
District 4	25.4	1.4	68.9
District 5	42.6	2.5	51.1

Districts 1-5 have a higher concentration of White residents and lower concentrations of Black and Hispanic or Latino residents.

¹ U.S. Census Bureau Quick facts: Richmond City, Virginia. (n.d.). Retrieved December 5, 2022, from <https://www.census.gov/quickfacts/richmondcityvirginia>

Percentage of Race by Voter Districts 6-9¹



District 6
District 7
District 8
District 9

	Black	Hispanic or Latino	White
District 6	72.8	2.7	19.6
District 7	63.2	2.2	29.6
District 8	61.6	19.9	27.4
District 9	58.5	22.6	31.6

Districts 6-9 have higher concentrations of Black and Hispanic or Latino residents and a lower concentration of White residents.

¹ U.S. Census Bureau Quick facts: Richmond City, Virginia. (n.d.). Retrieved December 5, 2022, from <https://www.census.gov/quickfacts/richmondcityvirginia>



Poverty Reduction Strategies



OCWB Poverty Reduction Strategies



- **Cultivating Stronger Partnerships**

- **Internal Partnerships in the City of Richmond Include:**

- ❖ Departments or Offices: Community and Housing Development, Financial Empowerment, Economic Development, Parks, Recreation & Community Facilities, Strategic Communications and Civic Engagement, Public Utilities, Public Works, Social Services, Richmond Public Library, Commonwealth's Attorney, Richmond City Sherriff and Richmond Police

- **External Partnerships in the Community Include:**

- ❖ Armstrong Renaissance, Richmond Public Schools, Community College Workforce Alliance, Richmond Redevelopment Housing Authority, ReWork, United Way, Commonwealth Catholic Charities, Richmond Behavioral Health Authority, Virginia Department of Health, Dream Academy, Liberation Church, Capital Area Partnership Uplifting People (CAPUP), RVA Financial, Federal Reserve Bank of Richmond, YWCA, Help Me Help You Foundation, Robins Foundation, Lenore Coaching, Founder's Mark, and UpTogether

OCWB Poverty Reduction Strategies



- **Strengthening Service Delivery**
 - Workforce A.I. (Advocacy & Impact)
 - ❖ Barrier Mitigation/Stabilization
 - ❖ Community-Centered Programming
 - ❖ Increasing Access to Services

OCWB Poverty Reduction Strategies



Barrier Mitigation (Stability Measures):

- Childcare
- Education (Child and Adult)
- Employment
- Health & Wellness (Food Insecurity, Gun Violence, Mental Health, etc.)
- Housing
- Income
- Transportation

There are 18 barriers to economic mobility. Based on the greatest needs identified by the cohorts of participants and community members, OCWB will help individuals in these seven areas.

OCWB Poverty Reduction Strategies



- **Community-Centered Programming**

- **Richmond Resilience Initiative**

Mayors for a Guaranteed Income Richmond Resilience Initiative (RRI) is our city's guaranteed income pilot program. It is facilitated OCWB and made possible by strategic and financial support of key partners like Robins Foundation and UpTogether.

Over the course of 24 months, participants receive \$500 per month to spend on whatever they decide is necessary. There are no restrictions on the spending, as is the case with most traditional social safety net programs. RRI emphasizes the dignity of the participating individuals, above all else. Year-to-date, we have enrolled the second cohort of 42 individuals for a total of 60 participants. We are exploring the possibility of extending the initiative to additional cohorts that may include re-entry, single fathers and older youth, ages 18-24.



OCWB Poverty Reduction Strategies



- **Community-Centered Programming**

- **Building Lives to Independence and Self-Sufficiency**

Building Lives to Independence and Self-Sufficiency is a core program whose holistic approach is designed to help individuals and their families live a higher quality of life.

We believe the best path to independence is to help the entire family. We work with the heads of household to impact the lives of all who reside in the home. Our primary goal is to empower each person to accomplish their individual goals, both short- and long-term.



OCWB Poverty Reduction Strategies



- **Community-Centered Programming**

- **Mayor's Youth Academy**

It is the mission of the Mayor's Youth Academy is to provide development opportunities to youth throughout the City of Richmond which include: job readiness training, leadership development, exposure to entrepreneurship, mentoring, and post-secondary career exploration.



Our goal is to develop Richmond's future workforce into determined, successful citizens who will one day become our city's leaders.

OCWB Poverty Reduction Strategies



- **Increasing Access to Services**
 - Career Stations-on-the-Go
 - Mobile Service Unit



We are excited to announce that OCWB and CCWA received an award for Outstanding Achievement through a Collaboration of Partners at the Virginia Hire Education Conference on November 11, 2022.

OCWB Poverty Reduction Strategies



- **Expanding Wealth-Building Strategies**
 - Entrepreneurship
 - Financial Literacy
 - Homeownership
 - Long-Term Planning

OCWB Poverty Reduction Strategies



- **Data Management**

- **Empyra My OneFlow**

- ❖ Documenting Stabilization Successes
- ❖ Tracking Progression on Crisis-to-Thriving Ladder
- ❖ Improving Report Generation Efforts

OCWB Poverty Reduction Strategies



Our reporting will reflect the following information:

- Participants' usage in social support programs such as SNAP and TANF
- University of Pennsylvania's research of RRI's impact on our participants as a way to evaluate poverty reduction. The evaluation compares individuals in this cohort who have recently had their social supports discontinued to those of our other participants who still receive benefits.
- Quarterly earnings reports for program participants through an enhanced partnership with the Department of Labor

Participant Success: Stories that Inspire Us



U.S. homeowners have an average net wealth that is 400% higher than that of renters with similar demographics and earnings, and home equity represents the largest proportion of wealth (34.5%) for U.S. households. ¹



Sandra Laws

Sandra Laws comes from a very small family. With little support, Sandra has been focused and determined to provide a better environment for her children. Through BLISS, Sandra has been able to work on her job readiness skills, securing a training opportunity which resulted in a full-time position with the City of Richmond. She moved out of public housing into an apartment and will now become a first-time homebuyer through Richmond Habitat for Humanity.

¹ Research series: Outcomes associated with homeownership. Habitat for Humanity. (n.d.). Retrieved September 17, 2022, from <https://www.habitat.org/our-work/impact/research-series-outcomes-associated-with-homeownership>

Participant Success: Stories that Inspire Us



60% percent of CEO's say a strong upskilling program positively impacts their company culture. ¹



Karen Imes

Karen Imes started with OCWB many years ago as a participant. She was a dislocated worker who previously employed in the finance and mortgage industries. Since then, she participated in our work experience program, serving as a data technician and administrative assistant, where she had a chance to hone her technical skills to remain competitive in the job market. As a City Ambassador, Karen was active in our community outreach initiatives. In January 2022, Karen onboarded in a full-time role as an Engagement Specialist for the Mayors for a Guaranteed Income Richmond Resilience Initiative.

¹ PricewaterhouseCoopers. (n.d.). *Talent trends 2020*. PwC. Retrieved December 5, 2022, from <https://www.pwc.com/gx/en/ceo-agenda/ceosurvey/2020/trends/talent.html>



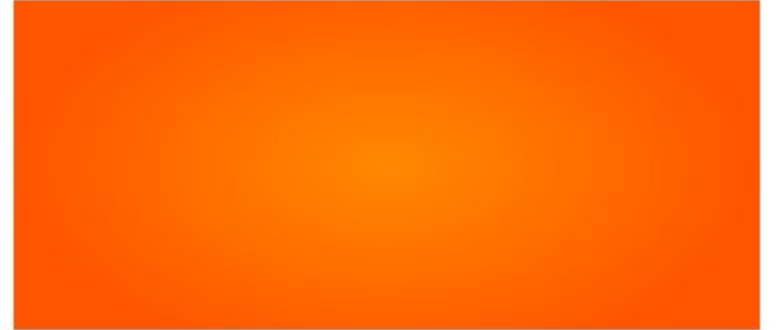
Moving Forward



- Shift the narratives of our City of Richmond residents living in poverty. The stories we tell and the language we use to tell those stories shape how we see or don't see the communities we serve
- Reexamine how we frame the discussion on poverty in the City of Richmond: reducing poverty vs. reducing the effects of poverty for our communities
- Include Councilmembers in OCWB's community outreach strategy



THANK YOU



JOURNEY WITH US.

