

INTRODUCED: November 12, 2024

AN ORDINANCE No. 2024-305

To authorize the Chief Administration Officer, for and on behalf of the City of Richmond, to accept funds in the amount of \$150,000.00 from the United States Conference of Mayors, and to amend the Fiscal Year 2024-2025 Special Fund Budget by creating a new special fund for the Office of Community Wealth Building called the “S.O.L.V.E. Academy Program Special Fund,” and to appropriate the increase to the Fiscal Year 2024-2025 Special Fund Budget by increasing estimated revenues and the amount appropriated to the Office of Community Wealth Building’s “S.O.L.V.E. Academy Program Special Fund” by \$150,000.00, for the purpose of funding a Strategic Opportunities Leading to Valuable Experiences Academy program.

Patron – Mayor Stoney

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: DEC 9 2024 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That the Chief Administrative Officer, for and on behalf of the City of Richmond, is authorized to accept funds in the amount of \$150,000.00 from the United States Conference of Mayors for the purpose of funding a Strategic Opportunities Leading to Valuable Experiences Academy program.

§ 2. That Article I, Section 2 of Ordinance No. 2024-099, adopted May 13, 2024, which adopted a Special Fund Budget for the fiscal year commencing July 1, 2024, and ending

AYES: 8 NOES: 0 ABSTAIN: _____

ADOPTED: DEC 9 2024 REJECTED: _____ STRICKEN: _____



City of Richmond

900 East Broad Street
2nd Floor of City Hall
Richmond, VA 23219
www.rva.gov

Master

File Number: Admin-2024-1366

File ID: Admin-2024-1366

Type: Request for Ordinance or Resolution

Status: Regular Agenda

Version: 1

Reference:

In Control: City Clerk Waiting Room

Department:

Cost:

File Created: 10/28/2024

Subject:

Final Action:

Title: Acceptance and appropriation of \$150,000 in grant funds for the city's S.O.L.V.E (Strategic Opportunities Leading to Valuable Experiences) Academy program.

Internal Notes:

Code Sections:

Agenda Date: 11/12/2024

Indexes:

Agenda Number:

Patron(s):

Enactment Date:

Attachments: Admin-2024-1366 USCM Award Announcement, Admin-2024-1366 OCWB Summary, Admin-2024-1366 WD Ord. - S.O.L.V.E Comcast Grant Accept \$150K - AATF signed

Enactment Number:

Contact:

Introduction Date:

Drafter: re-mayoroff-myr@rva.gov

Effective Date:

Related Files:

Approval History

Version	Seq #	Action Date	Approver	Action	Due Date
1	1	11/8/2024	Quandra Holmes - FYI	Notified - FYI	
1	2	11/8/2024	Caprichia Spellman - FYI	Notified - FYI	
1	3	11/8/2024	Traci DeShazor	Approve	11/12/2024
1	4	11/8/2024	Meghan Brown	Approve	11/12/2024
1	5	11/12/2024	Sheila White	Approve	11/12/2024
1	6	11/12/2024	Cynthia Osborne - FYI	Notified - FYI	
1	7	11/12/2024	Sabrina Joy-Hogg	Approve	11/14/2024
1	8	11/12/2024	Caitlin Sedano - FYI	Notified - FYI	
1	9	11/12/2024	Jeff Gray	Approve	11/14/2024
1	10	11/12/2024	Caitlin Sedano - FYI	Notified - FYI	
1	11	11/12/2024	Lincoln Saunders	Approve	11/14/2024
1	12	11/12/2024	Cordell Hayes - FYI	Notified - FYI	
1	13	11/12/2024	Mayor Stoney	Approve	11/14/2024

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File Admin-2024-1366

Title

Acceptance and appropriation of \$150,000 in grant funds for the city’s S.O.L.V.E (Strategic Opportunities Leading to Valuable Experiences) Academy program.

Body

O&R REQUEST

DATE: November 7, 2024

EDITION: 3

TO: The Honorable Members of City Council

THROUGH: The Honorable Levar M. Stoney, Mayor

THROUGH: J.E. Lincoln Saunders, Chief Administrative Officer

THROUGH: Sabrina Joy-Hogg, Senior DCAO for Finance and Administration

THROUGH: Sheila White, Director of Finance

THROUGH: Meghan Brown, Director of Budget and Strategic Planning

THROUGH: Traci DeShazor, DCAO for Human Services

FROM: Caprichia Smith Spellman, Director, Office of Community Wealth Building

RE: Acceptance and appropriation of \$150,000 in grant funds for the city’s S.O.L.V.E (Strategic Opportunities Leading to Valuable Experiences) Academy program.

PURPOSE: To authorize the Chief Administration Officer, for and on behalf of the City of Richmond, to accept funds in the amount of \$150,000.00 from the United States Conference of Mayors, and to amend the Fiscal Year 2024-2025 Special Fund Budget by creating a new special fund for the Office of Community Wealth Building called the “S.O.L.V.E. Academy Program Special Fund,” and to appropriate the increase to the Fiscal Year 2024-2025 Special Fund Budget by increasing estimated revenues and the amount appropriated to the Office of Community Wealth Building’s “S.O.L.V.E. Academy Program Special Fund” by \$150,000.00, for the purpose of launching and

expanding the 2021 Equity Agenda - emphasis on Workforce Development programs and 2022 Strategic Plan for Equitable ED (roadmap for economic prosperity -includes economic justice).

BACKGROUND: The City of Richmond, nestled along the heart of the James River, has long been a hub of cultural diversity and economic activity. However, despite its many strengths, a considerable portion of its population, especially minorities, continues to grapple with higher levels of unemployment, perpetuating cycles of poverty and economic disparity. It has been estimated that by 2030, our country's talent crisis could result in \$8.5 trillion in unrealized annual revenues nationally.

While there is no shortage of well-intended workforce initiatives and programs, they often do not reach the individuals with the greatest need. Too often many low-skilled adults find themselves caught in the 'low-skills trap', which are low-level positions with limited opportunities for advancement, development, or on-the-job learning. According to the Program for the International Assessment of Adult Competencies (PIAAC), only 20% of adults with low skills participate in job-related adult learning. Participation of adults with medium and high skills is much higher (37% and 58% respectively).

COMMUNITY ENGAGEMENT: After introduction, the proposed ordinance will be referred to a future Finance and Economic Development Standing Committee meeting for discussion, where the public is encouraged to attend to provide comments. Subsequent to the committee's recommendation to City Council, Council will hold a public hearing regarding the proposed ordinance.

STRATEGIC INITIATIVES AND OTHER GOVERNMENTAL: Equity Agenda

FISCAL IMPACT: Increase of \$150,000 in Special Fund revenue.

DESIRED EFFECTIVE DATE: Upon Adoption

REQUESTED INTRODUCTION DATE: November 12, 2024

CITY COUNCIL PUBLIC HEARING DATE: December 9, 2024

REQUESTED AGENDA: Consent

RECOMMENDED COUNCIL COMMITTEE: Finance and Economic Development Standing Committee

AFFECTED AGENCIES: Human Services, Office of Community Wealth Building, Finance, Budget and Strategic Planning

RELATIONSHIP TO EXISTING ORD. OR RES.: N/A

ATTACHMENTS: Award Letter

STAFF: Caprichia Smith Spellman, Office of Community Wealth Building, 804-646-3108



THE UNITED STATES
CONFERENCE OF MAYORS

FOR IMMEDIATE RELEASE

June 21, 2024

Contact:

Sara Durr, sdurr@usmayors.org

Joelle Terry, Joelle_terry@comcast.com

Comcast, U.S. Conference of Mayors Announce Ten Cities Receiving Grants in Digital Equity Challenge

The Challenge awards a total of \$1.5 million to support local workforce programs and close the digital skills gap

Kansas City, MO — Today, Comcast Corporation and the U.S. Conference of Mayors (USCM) announced the winners of the **Talent for Tomorrow: Digital Equity Challenge** grant awards program at USCM's 92nd Annual Meeting in Kansas City. Each city has demonstrated leadership and a commitment to expand digital training programs to help close the skills gap.

In the small cities category, Kinston, NC; Michigan City, IN; White Plains, NY; and York, PA, will each receive \$75,000 grants. In the medium-sized cities category, Cleveland, OH; Little Rock, AR; and Richmond, VA, will receive \$150,000 grants for their submitted projects. The cities of Charlotte, NC; Los Angeles, CA; and Portland, OR, in the large cities category, will receive \$250,000 grants.

"Mayors are investing in economic development that lifts people up instead of leaving them behind," said **U.S. Conference of Mayors CEO and Executive Director Tom Cochran**. "The Talent for Tomorrow Challenge grants will allow the ten cities to grow these programs and build on their success. By providing digital access and skills training, we will be able to build a stronger, more diverse, more equitable and inclusive workforce across the country. The Conference is grateful to have a committed partner in Comcast, as we work to create economic opportunity and communities where Americans can thrive."

"America's mayors know well that closing the digital divide is intrinsically connected to the economic competitiveness of our cities and towns," said **Dalila Wilson-Scott, Executive Vice President and Chief Diversity Officer of Comcast Corporation & President of the Comcast NBCUniversal Foundation**. "*The Talent for Tomorrow: Digital Equity Challenge* will help ensure that more people, especially those most often left out of the digital economy, can take advantage of the opportunities that come with acquiring digital skills. Comcast is proud to deepen our partnership with the U.S. Conference of Mayors through this new initiative that will build on our shared commitment to digital equity by expanding workforce and job training programs for ten winning cities."

The **Talent for Tomorrow: Digital Equity Challenge** is a joint initiative of the USCM and Comcast's [Project UP](#), and it supports the launch and expansion of local workforce programs designed to grow college and career readiness, close the digital skills gap, advance economic mobility, and lay the foundation for generational wealth in under-resourced communities. An independent panel of judges selected by USCM reviewed applications and selected winners. To learn more about the program, see [here](#).

The following descriptions highlight each program and how the Talent for Tomorrow grants will be used:

2024 Digital Equity Grant Award Recipients

SMALL CITY WINNERS

1. **Kinston, NC—Digital Equity Corps:** Administered by Kinston Teens, Inc. and the City of Kinston, the Digital Equity Corps program focuses on 16 to 24-year-olds from East Kinston, the most economically distressed census tract in the state of North Carolina. It also serves those from vulnerable populations such as older adults, individuals with disabilities, and those with limited digital literacy. The cornerstone of the Digital Equity Corps is the creation of a structured curriculum focused on digital literacy and skills development.
2. **Michigan City, IN—Michigan City Digital Revitalization Initiative:** The Michigan City Area Schools (MCAS) Digital Revitalization Initiative is a transformative project aimed at reinvigorating Michigan City through coordinated planning and innovative community technology solutions. A central piece of the initiative is an inclusive Digital Placemaking platform. Created by MCAS and local partners, the platform integrates wireless communication technology with community strategies, enabling seamless connectivity for students, residents, and businesses.
3. **White Plains, NY—Project Digital Jumpstart:** Project Digital Jumpstart broadens Winchester College’s Project Jumpstart programming, which aids disadvantaged high school students in their transition to college and careers through college-level courses, technology-focused coursework, and hands-on learning experiences to equip students with skills necessary for success in the digital workforce. Project Digital Jumpstart removes identified barriers to participation in the existing JumpStart program, especially for youth from historically disadvantaged communities.
4. **York, PA—Digital Equity for Justice-Impacted Residents:** The City of York’s Digital Equity for Justice-Impacted Residents plan expands on successful pre-existing digital literacy programming to focus on enhancing digital skills among justice-involved residents, and features collaboration between workforce, corrections, reentry providers, and human service organizations. The Digital Equity for Justice-Impacted Residents plan utilizes a three-tiered/step approach, with each tier focused on enhancing the digital skills and employability of justice-involved participants. Participants engage in all three tiers to explore career interests and gain necessary digital skills to succeed.

MEDIUM-SIZED CITY WINNERS

1. **Cleveland, OH—REC-N-TEC:** The REC-N-TEC initiative aims to uplift residents by equipping them with vital workplace-related digital skills, leveraging the computer labs and their dedicated broadband networks to amplify current programming (e.g., esports, entrepreneurship for teens, STEAM/STEM), while also providing on-site Augmented Reality (AR), Mixed Reality (MR), and Virtual Reality (VR) technologies to enhance and expand the learning and skills training opportunities for residents, thereby fostering economic growth and enhancing livelihoods.
2. **Little Rock, AR—Digital Skills Growth Program: Technology Advancement for Digital Academic and Healthcare Careers (TADAH):** This program provides underserved middle school students with core digital career activities, including health technology, healthcare, small business entrepreneurship in the digital sector, and enrichment activities from two specialized tracks: digital health tools and robotics. As their final projects, the digital health track students design a

digital health app, software, or device tailored to address the needs of their school or community, and students in the robotics track build a robot optimized for competition.

3. **Richmond, VA—Strategic Opportunities Leading to Valuable Experiences (SOLVE):** The SOLVE program is designed to address the talent shortages in the fields of healthcare, construction, manufacturing, and information technology by preparing low-income, under-employed, and unemployed individuals to assume essential roles in the region's biggest sectors. The major component of this program is the emphasis on exposure to new career fields and bridging the skill gap through career assessment, virtual reality (VR), site visits, and training provider expos, particularly for low-income, under-employed, and unemployed individuals.

LARGE CITY WINNERS

1. **Charlotte, NC—UNTechCLT:** The UNTechCLT is a free summer camp series that engages youth in under-resourced communities particularly between the ages of 12 and 17 around technology, career choices, and solving real world problems in their community. Participants learn hands-on digital skills and gain exposure to various career pathways, develop critical thinking and problem-solving abilities through design thinking methods, and practice safe and responsible technology use.
2. **Los Angeles, CA—CareerConnect:** The CareerConnect program aspires to foster a stronger, more diverse, equitable, and inclusive workforce by addressing the unique digital needs of the recently housed population. CareerConnect will offer a series of dynamic digital literacy 1-2 hour workshops at various interim housing sites. The program creates a collaborative learning environment through small group workshops, ensuring participants receive tailored guidance from the workshop Facilitator. The CareerConnect program introduces innovative skills training and employment preparation, focusing on equipping individuals with digital literacy skills and job-seeking techniques essential for success in today's digitally driven job market.
3. **Portland, OR—Digital Equity Service Corps:** The Digital Equity Service Corps (DESC) builds on ten years of learning from NTEN's Digital Inclusion Fellowship, which equips fellows with the tools to help build sustainable digital literacy programs in rural and urban communities across the United States. Through the DESC, five fellows are selected and trained in program design and management, accessibility, adult education learning methods, impact evaluation, coalition building, leadership skills, workforce development strategies, and more.

###

About the United States Conference of Mayors – [The U.S. Conference of Mayors](#) is the official nonpartisan organization of cities with populations of 30,000 or more. There are more than 1,400 such cities in the country today, and each city is represented in the Conference by its chief elected official, the mayor. Follow our work on [X](#), [Facebook](#), [Instagram](#), [LinkedIn](#), [Threads](#), and [Medium](#).

About Comcast Corporation – Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company. From the connectivity and platforms we provide, to the content and experiences we create, our businesses reach hundreds of millions of customers, viewers, and guests worldwide. We deliver world-class broadband, wireless, and video through Xfinity, Comcast Business, and Sky; produce, distribute, and stream leading entertainment, sports, and news through brands including NBC, Telemundo, Universal, Peacock, and Sky; and bring incredible theme parks and attractions to life through Universal Destinations & Experiences. Visit www.comcastcorporation.com for more information.



Antoine A. Banks | Government & Regulatory Affairs | **Comcast - Beltway Region** | 5401 Staples Mill Road, Richmond, Virginia 23228 | **Mobile:** 410.562.9872

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City of Richmond
Office of Community Wealth Building (OCWB)

Summary

Director: Caprichia Smith Spellman

Contact Information: 804.646.6464 p and 804.646.3231 f

Address:

900 E. Broad Street, Suite 1502
Richmond, VA 23219
804.646.3108 p
804.646.3231 f
Email: AskCommunityWealthBuilding

Mission Statement:

A thriving community where all citizens have equitable access to opportunities that build wealth and well-being throughout their lives.

History:

OCWB was established by then Mayor Dwight Jones in 2014. In 2015, City Council adopted the program as a city department funded in large part through the City's Budget.

Current/Major Projects/ Programs and Services

The Ambassador Program	Mayor's Youth Academy
BLISS	Richmond Living Wage Certification Prog.
Career Stations	Social Enterprise
Eviction Diversion	

Funding Sources (other than the City Budget)

Collaborative Partnerships

Befriend	J &G Workforce
Bridging the Gap	Local Initiatives Support Corporation
Caritas Furniture Bank	Office of Minority Business Enterprises

ChildSavers	Peter Paul Development Center
Community College Workforce Alliance	Richmond Adult Technical Center
Commonwealth Catholic Charities	Richmond Public Schools
Dream Academy	Work Richmond
Fresh Start Healthcare LLC	The Giving Wall
HumanKind	United Way of Greater RVA & Petersburg
Help Me Help You	Urban HOP
Int'l Brotherhood of Electrical Workers (IBEW)	Virginia Department of Health
LBI Transportation	

Boards and Commissions

Maggie L. Walker Initiative Citizens Advisory Board created by City Council ordinance §2014-234-215

Other Information

Services/Outreach

Career Exploration
Job Readiness
Career Counseling
Work-Based Learning
Adult Education
Vocational Training
Support Services
Community Referrals

Registrants may apply online by submitting a registration form through the portal on the department's website.