



OFFICE OF
**COMMUNITY
WEALTH BUILDING**

IMPACT REPORT

FY22



SUMMARY

The following presentation is based on the Office of Community Wealth Building's (OCWB) Annual Impact Report for Fiscal Year 2022 (FY22).

***“Every Richmonder
has a right to thrive.”***

- Mayor Levar Stoney, City of Richmond

OVERVIEW

- About Us
- Poverty in Richmond
- Who Do We Serve?
- Programs, Initiatives, & Services
- Measuring Our Impact
- Fiscal Year 2022 in Review
- Recommendations



ABOUT US

OUR HISTORY

The first office of its kind, OCWB was established by Mayor Dwight C. Jones under the Anti-Poverty Commission in 2014. In December 2015, City Council enacted Former Mayor Jones's proposal to establish OCWB as a permanent department.

MISSION

Our mission is to facilitate equitable solutions that reduce the effects of poverty and enhance wealth development opportunities for the City of Richmond's most impacted communities.

VISION

A thriving community where all residents have equitable access to foster wealth and well-being.



OCWB Staff and the City Ambassadors at a partner luncheon in 2022

POVERTY IN RICHMOND

THE LANDSCAPE OF POVERTY REDUCTION

- The City of Richmond has made strides towards its initial objectives including reducing poverty by 40% and child poverty by 50%
- Of the nineteen cities in the Southeastern United States (excluding Florida and Texas) with populations between 180,000 and 300,000, Richmond's poverty rate fell the second fastest, (behind Durham, NC)

POVERTY AND DEMOGRAPHICS IN RICHMOND 2012 - 2022

- Poverty declined among each of the three largest racial/ethnic categories in the city: Black, Latino and White.
- The proportion of city residents in extreme poverty declined, nearly 30%.

Table 1
Poverty by Demographics in Richmond
Continuity and Change, 2012-2021

Cities	2008-2012	2012-2016	2017-2021	Change
United States	14.9%	15.1%	12.6%	-2.3% (-15.4%)
Richmond, VA	26.7%	25.4%	19.8%	-6.9% (-25.8%)
Chesterfield, VA	6.4%	7.4%	6.9%	+0.5% (+7.8%)
Henrico, VA	10.5%	10.6%	8.1%	-2.4% (-22.9%)
Virginia	11.1%	11.4%	9.9%	-1.2% (-10.8%)
<i>Southeastern cities (AL, AR, GA, LA, MS, NC, SC, TN, VA) with population between 180,000 & 300,000.</i>				
Birmingham, AL (198k)	28.9%	29.4%	25.5%	-3.4% (-11.8%)
Huntsville, AL (217k)	16.3%	17.5%	14.6%	-1.7% (-10.4%)
Mobile, AL (185k)	22.3%	23.1%	20.0%	-2.3% (-10.3%)
Montgomery, AL (199k)	21.6%	22.6%	21.2%	-0.4% (-1.9%)
Little Rock, AR (202k)	18.2%	18.5%	15.6%	-2.6% (-14.3%)
Columbus, GA (206k)	18.8%	20.9%	19.5%	+0.7% (+3.7%)
Baton Rouge, LA (222k)	24.7%	26.1%	24.4%	-0.3% (-1.2%)
Shreveport, LA (184k)	21.1%	24.7%	24.5%	+3.4% (+16.1%)
Durham, NC (286k)	19.4%	18.5%	13.5%	-5.9% (-30.4%)
Fayetteville, NC (209k)	17.0%	18.4%	19.1%	-2.1% (+12.3%)
Greensboro, NC (298k)	18.8%	19.9%	17.4%	-1.4% (-7.4%)
Winston-Salem, NC (250k)	22.0%	24.3%	19.0%	-3.0% (-13.6%)
Chattanooga, TN (182k)	23.5%	21.1%	17.6%	-5.9% (-25.1%)
Knoxville, TN (193k)	23.3%	26.5%	21.3%	-2.0% (-8.6%)
Chesapeake, VA (251k)	8.3%	9.5%	8.0%	-0.3% (-3.6%)
Newport News, VA (185k)	14.5%	16.1%	15.8%	+1.3% (+9.0%)
Norfolk, VA (235k)	18.2%	21.1%	17.4%	-0.8% (-4.4%)
Richmond, VA (227k)	26.7%	25.4%	19.8%	-6.9% (-25.8%)

POVERTY IN RICHMOND

The analysis and discussion of Poverty in Richmond 2022 was made possible by the contributions of Professor, Dr. Thad Williamson from his ongoing work on poverty reduction in the Capital Area Region at the University of Richmond.



POVERTY IN RICHMOND

POVERTY AND DEMOGRAPHICS IN RICHMOND 2012 – 2022, CONT'D

- Changes in the educational profile of Richmond residents also accompanied a reduction in the poverty rate: the percentage of residents without a high school diploma dropped by over one-third, the percentage of residents with a high school diploma only dropped by nearly 30%. At the same time, the proportion of city residents with a college degree increased by 10%.
- Over the last ten years, the unemployment rate dropped for Black residents by over one-third.
- The real per capita income for Black residents increased by 14%

POVERTY IN RICHMOND

LIMITATIONS OF DATA AND CONCERNS

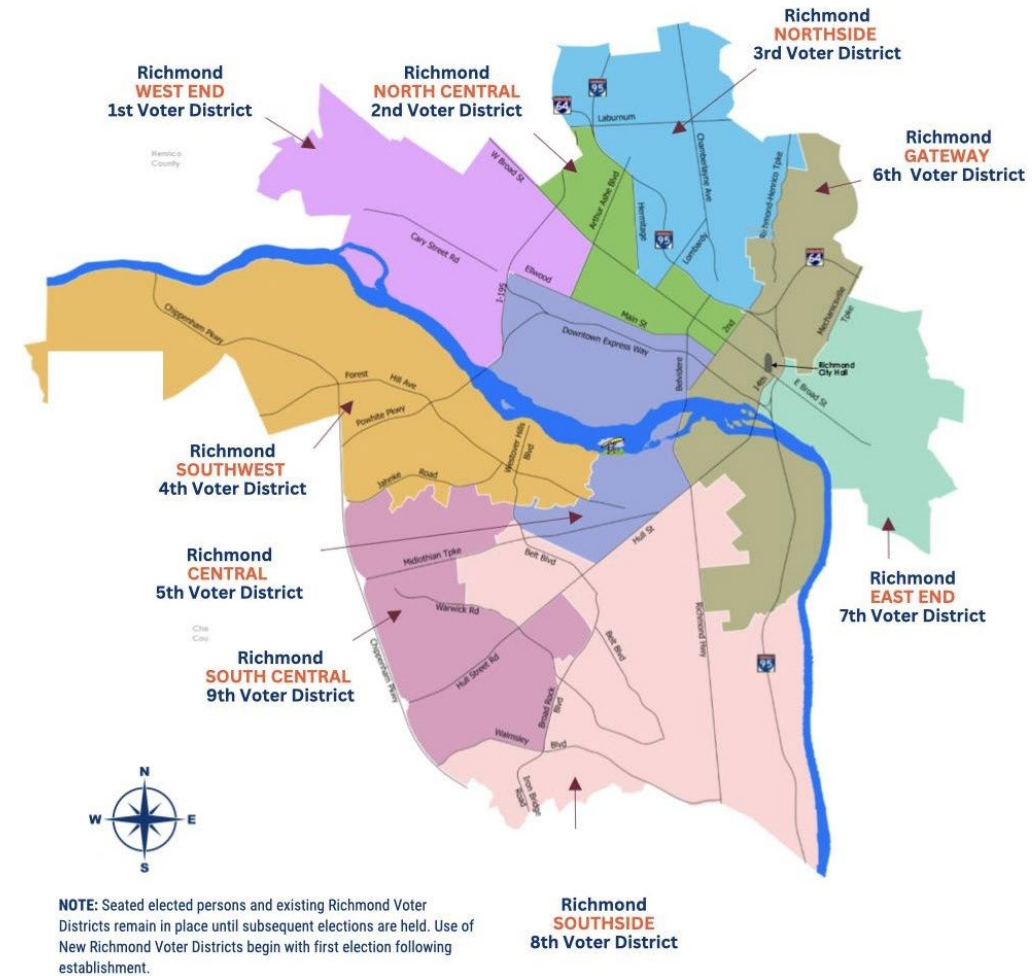
- OCWB needs more robust longitudinal tracking tools that prove its long-term impact on residents' lives and economic prospects to better understand the ongoing barriers residents face.
- A significant downturn in the national economy could reverse these positive trends.
- Many structural factors reproduce racial and economic disparities, such as inequities in education, transportation, and quality, affordable housing.
- If reduction in poverty from 25% to approximately 20% is sustained, future decreases may be more difficult to achieve without a significant influx of new resources and investments to address long-standing needs.

WHO DO WE SERVE?

The majority of program participants are from Voting Districts 1-9 in the City of Richmond.

- **Leading districts for program participants are from Districts 6 and 7:** 24% are from district 6 and 18.7% are from District 7.
- **OCWB Workforce Program:** 18 and older with dependents. Sixty-three (63) percent of our participants were women and 97% of our participants were Black and African Americans who are English-speaking.

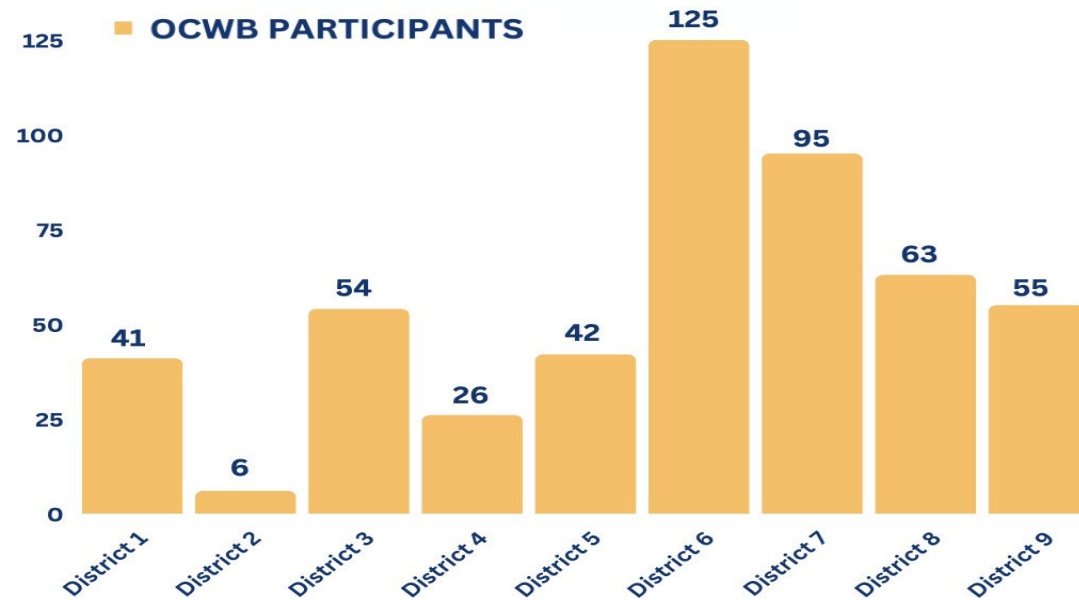
Figure 1 - 2022-2032 Richmond Voter Districts



WHO DO WE SERVE?

The following graph is based on data collected from **507 participants** in our program during FY22.

Figure 2 - OCWB Program Participants by Voting District Breakdown FY22



Two-Generation Programs

- Building Lives to Independence and Self-Sufficiency (BLISS) and the Mayor's Youth Academy (MYA): heads of households, youth ages 14-24, respectively
- The majority of BLISS participants resided in voting districts 5, 6 and 7. The majority of MYA participants came from Districts 6, 7 and 8

Drivers for Program Participation

- Adult programs: high school completion, better paying jobs, and opportunities for training
- Youth programs: professional and leadership development, internships

MEASURING OUR IMPACT

OCWB METRICS

At OCWB, we measure impact on programmatic and participant levels.

Programs

- In FY22, we used program metrics from the Sole Source and TANF grants. Some of those metrics include participants who:
 - (1) participated in job skills training
 - (2) entered employment
 - (3) experienced an increase in their hourly wage,
 - (4) received a credential, as well as, the number of employers engaged, the number of career pathways, among others.

MEASURING OUR IMPACT

Participants

- Mixed method

Quantitative: Stability Measures Matrix – assigns a score that serves as a baseline for where participants are on the crisis-to-thriving continuum.

Qualitative: stories of progress from participants

DATA COLLECTION

- Data is self-reported by participants and also collected by Engagement Specialists through face-to-face interviews, emails, documents and records
- Demographic data is collected at registration and is entered in our data management system, Empyra (MyOneFlow)

MEASURING OUR IMPACT

OVERALL HIGHLIGHTS

- **Remained open and accessible** while other agencies closed post-pandemic
- **Increased access to services:** established seven satellite locations with partner agencies throughout the city.
- **Expanded Mayors Guaranteed Income Initiative:** added a new cohort of 46 participants

OVERALL AREAS OF OPPORTUNITY

- **Reporting:** develop a holistic metric around poverty reduction and working with a university partner to strengthen the validity and reliability of our metrics.
- **Fiscal Agent:** we need a fiscal agent to leverage external funding for our programs, initiatives and services.
- **Funding:** we need new streams of funding to restore our capacity, for providing training to our participants.

FISCAL YEAR 2022 IN REVIEW

PROGRAMS, INITIATIVES & SERVICES

BLISS Overview

BLISS is a core program whose holistic approach is designed to help heads of households and their families live a higher quality of life.

- BLISS participants include 10 families and 33 individuals: nine (9) out of 10 households are single-parent households
- Eight (8) led by single moms and one (1) led by a single father
- Six (6) families reside in Voting District 6
- Three (3) families reside in Voting District 7
- One (1) family resides in Voting District 5
- Eleven (11) children are in secondary schools



Antwan Hall is pictured with his two older children. He has been a BLISS participant since 2019. He is a school bus operator for Richmond Public Schools. Antwann currently lives in Hillside Court, a Richmond Redevelopment Housing Authority (RRHA). Antwann and his family are scheduled to move into a house in Henrico County in the spring of 2023.

FISCAL YEAR 2022 IN REVIEW

PROGRAMS, INITIATIVES, & SERVICES

BLISS Highlights

- One (1) family moved out of a Richmond Redevelopment Housing community
- One (1) family was accepted into Richmond's Habitat for Humanity program to begin the home buying process with an anticipated move date of May 2023
- Two (2) high school students matriculated to college, J. Sargeant Reynolds and Old Dominion University, respectively

Areas of Opportunity

- The holistic approach BLISS uses to inspire families towards independence, and self-sufficiency will be adopted across OCWB's portfolio to serve more families in neighborhoods with elevated concentrations of poverty in the city.
- In FY23, BLISS plans to expand the capacity of its staff by adding one more Engagement Specialist to engage incoming families

FISCAL YEAR 2022 IN REVIEW

PROGRAMS, INITIATIVES & SERVICES

Workforce

The OCWB Workforce Program provides a supportive environment to prepare individuals for their next job or career. We collaborate with agencies, employers, organizations, and schools to provide job skills training and support.

- In FY22, the Career Stations served 612 participants
- Approximately, 95% of our participants in the workforce program identified as Black or African American
- 53% of our participants were women
- Over 97% of our workforce participants came from English-speaking households



In June 16, 2022, OCWB participant and returning citizen, Bishop Stephen Ramos graduated from Richmond Police Department's (RPD) Chaplain Program. and started his formal chaplain training the following month. He also completed CDL training and was hired as a truck driver that same year

FISCAL YEAR 2022 IN REVIEW

PROGRAMS, INITIATIVES & SERVICES

Workforce Highlights

- Expanded services
- Created new jobs
- Increased number of employers engaged
- Nearly 30% of program participants secured full-time employment
- More than 25% of program participants received a credential in FY22

Areas of Opportunity

- Strengthening service delivery model
- Funding



OCWB Workforce Metrics FY22

Total Number of Participants

Participating in Services	612
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Employment

Job Placements / Entering Employment	210
Employed Full Time	182
Employed Part-time	28

Earnings and Wages

Average Hourly Wage	\$14.56
Average Hourly Wage Increases	\$2.21
Obtained Wage Increases	4
Employed with Benefits	84
Employed Part-Time	28
Employed Full-Time	182

Education and Training

Participating in Job Skills Training	280
Participating in Occupational Training	271
Jobs in Career Pathway	122
Received Credentials	163

FISCAL YEAR 2022 IN REVIEW

PROGRAMS, INITIATIVES, & SERVICES

MYA

MYA provides 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. They aim to develop Richmond's future workforce into the next generation of determined, successful leaders.

- MYA participants are from Richmond Public Schools throughout the city, ages 14-18.
- 96% of participants identified as Black or African American; 4% identified as “Other.”
- Leading Voting Districts for MYA participants:
 - 19% or 34 of 181 participants [District 8]
 - 18% or 33 of 181 participants [District 3]
 - 17% or 31 of 181 participants [District 6]
 - 15.4% or 28 of 181 participants [District 9]
 - 12.7% or 23 of 181 participants [District 7]
 - 9.3% or 17 of 181 participants were from [District 1]
 - 6.6% or 12 of 181 participants were from [District 4]
 - No participants enrolled from [District 2]



Anthony Williams poses with mom (left) and grandmother (right) after receiving his diploma from Franklin Military Academy in June 2022.

FISCAL YEAR 2022 IN REVIEW

MYA Highlights

- Increased program recruitment and program diversity: race, gender, school representation
- Enhanced the Virtual Earn and Learn program
- Youth returned to in-person placement for the first time in 24 months
- Increased the number of youth who participated in Parks and Recreation programs post-COVID-19
- Incorporated a new program (RVA Cooks in partnership with the Richmond Police Department) this summer

Areas of Opportunity

- Improve overall transportation options for youth
- Recruit more partners and partner-based compensation and increase hourly rate increase in FY23
- Improve partnership with Richmond Public Schools
- Improve communication and professional development for parents and guardians
- Professional development for parents and guardians
- Staff and site training on supporting youth (youth with disabilities, and English language learners, etc.)

FISCAL YEAR 2022 IN REVIEW



PROGRAMS, INITIATIVES, & SERVICES

Richmond Resilience Initiative

Overview

The mission of the Mayors Guaranteed Income, or the Richmond Resilience Initiative (RRI) is to create and advance awareness about the launch of the national Mayors for a Guaranteed Income program.

RRI Highlights

Program Highlights can be found in the stories of the participants (see the Impact Report FY22). With cash assistance, one of our participants is able to help his wife while she is in nursing school. Another single mom of three is combating the rising cost of food as she completes a Masters program.

Areas of Opportunity

- Expanding staff by adding another Engagement Specialist
- Developing financial literacy seminars and workshops for participants to access
- Expand the program to include other cohorts in the city
- Grow and diversify funding to support future RRI cohorts

RECOMMENDATIONS

Revisiting OCWB's Scope

- We are not responsible for reducing poverty or “lifting residents” out of poverty. Instead, our work mitigates the symptoms of poverty by helping individuals overcome barriers to economic stability.

Deep Narrative Change

- In the regional conversation about poverty reduction, there needs to be a narrative change that explicitly names how systemic racism and economic inequity have impacted black communities in the City of Richmond. Every year, OCWB is asked, “how many residents did you get out of poverty?” Our hope is to revisit this inquiry and to inspire a narrative change that addresses different questions.

Strategic Plan Development

- Convening a new City of Richmond Poverty Reduction Taskforce to integrate and align solutions under a common agenda across government agencies organizations, businesses, etc., leading to a stronger collective impact.



Maggie L. Walker National Historic Site in downtown Richmond, Virginia. Maggie Walker was an activist and entrepreneur for who OCWB has its namesake. Her life inspires our work.

THANK YOU



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