

INTRODUCED: March 25, 2024

AN ORDINANCE No. 2024-092

To authorize the Chief Administrative Officer, for and on behalf of the City of Richmond, to accept funds in the amount of \$10,000.00 from The United States Conference of Mayors, and to amend the Fiscal Year 2023-2024 Special Fund Budget by creating a new special fund for the Office of Community Wealth Building called the Grant – RVA Doulas-in-Training Special Fund, and to appropriate the increase to the Fiscal Year 2023-2024 Special Fund Budget by increasing estimated revenues and the amount appropriated to the Office of Community Wealth Building’s Grant – RVA Doulas-in-Training Special Fund by \$10,000.00, for the purpose funding the implementation of the RVA Doulas-in-Training program.

Patrons – Mayor Stoney and Vice President Lambert

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: APR 8 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 \$10,000.00 from The United States Conference of Mayors for the purpose funding the implementation of the RVA Doulas-in-Training program.

§ 2. That Article I, Section 2 of Ordinance No. 2023-071, adopted May 8, 2023, which adopted a Special Fund Budget for the fiscal year commencing July 1, 2023, and ending June 30, 2024, and made appropriations pursuant thereto, be and is hereby amended by creating a new special fund for the Office of Community Wealth Building called the Grant – RVA Doulas-in-

AYES: 8 NOES: 0 ABSTAIN: _____

ADOPTED: APRIL 8 2024 REJECTED: _____ STRICKEN: _____

Training Special Fund for the purpose funding the implementation of the RVA Doulas-in-Training program.

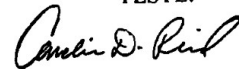
§ 3. That the funds received from The United States Conference of Mayors are hereby appropriated to the Special Fund Budget for the fiscal year commencing July 1, 2023, and ending June 30, 2024, by increasing estimated revenues by \$10,000.00, increasing the amount appropriated for expenditures by \$10,000.00, and allotting to the Office of Community Wealth Building’s Grant – RVA Doulas-in-Training Special Fund the sum of \$10,000.00, for the purpose funding the implementation of the RVA Doulas-in-Training program.

§ 4. This ordinance shall be in force and effect upon adoption.

APPROVED AS TO FORM:

CITY ATTORNEY’S OFFICE

A TRUE COPY:
TESTE:



City Clerk



City of Richmond

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

Master

File Number: Admin-2024-0090

File ID: Admin-2024-0090

Type: Request for Ordinance or Resolution

Status: Regular Agenda

Version: 1

Reference:

In Control: City Clerk Waiting Room

Department:

Cost:

File Created: 01/30/2024

Subject:

Final Action:

Title: To authorize the Chief Administrative Officer to accept \$10,000.00 from the DollarWise Grant Program to support the RVA Doulas-In-Training Program.

Internal Notes:

Code Sections:

Agenda Date: 03/25/2024

Indexes:

Agenda Number:

Patron(s):

Enactment Date:

Attachments: Admin-2024-0090 DollarWise Winners, Admin-2024-0090_WD - 03-25-Budget - DollarWise Ordinance AATF.pdf.pdf

Enactment Number:

Contact:

Introduction Date: 03/11/2024

Drafter:

Effective Date:

Related Files:

Approval History

Version	Seq #	Action Date	Approver	Action	Due Date
1	1	2/2/2024	Caprichia Spellman	Approve	2/1/2024
1	2	2/9/2024	Traci DeShazor	Approve	2/6/2024
1	3	2/12/2024	Meghan Brown	Approve	2/14/2024
1	4	2/15/2024	Sheila White	Approve	2/14/2024
1	5	2/15/2024	Lincoln Saunders	Delegated	
Notes: Delegated: Out Of Office					
1	6	2/16/2024	Sabrina Joy-Hogg	Approve	2/20/2024
1	7	3/19/2024	Mayor Stoney	Approve	2/20/2024

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-2024-0090

Title

To authorize the Chief Administrative Officer to accept \$10,000.00 from the DollarWise Grant Program to support the RVA Doulas-In-Training Program.

Body

O & R Request

DATE: January 25, 2024 **EDITION:** 2
TO: The Honorable Members of the City Council
THROUGH: The Honorable Levar M. Stoney, Mayor
THROUGH: Lincoln Saunders, Chief Administrative Officer
THROUGH: Sheila White, Director of Finance
THROUGH: Meghan Brown, Acting Director of Budget and Strategic Planning
THROUGH: Traci DeShazor, Deputy Chief Administrative Officer for Human Services
FROM: Caprichia Smith Spellman, Director, Office of Community Wealth Building
RE: Acceptance and appropriation of \$10,000 in grant funds for the city’s RVA Doulas-in-Training (RVA DT) project.

PURPOSE:

To authorize the Chief Administrative Officer to accept the DollarWise Grant for the RVA Doulas-in-Training Program in the amount of \$10,000 for the purpose of launching and expanding economic mobility efforts in under-resourced communities across the City of Richmond.

BACKGROUND:

After the 2020 pandemic, Black and Latina women remain most disproportionately unemployed in the City of Richmond (US Census Bureau, 2019). Although they account for 60-65% of OCWB’s caseload, many cannot visit career stations to receive services due to limited childcare, language barriers or various other reasons. This contributes to the program’s highest attrition rates. Women from single-parent households have reported a lack of childcare as the primary reason for not participating in or completing workforce activities at OCWB’s career centers, thus entrepreneurial efforts have become the most effective way to enhance their access to economic mobility. In our centers, more than 50% of

our participants are Black female sole providers who are disproportionately more likely [both Black (19.2%) and Latina women (8.7%)] to experience poverty than white females (5.7%) in the city (United States Census, 2020). Legislation passed in January 2022 made Virginia the latest state to expand coverage for community doula services for Medicaid beneficiaries. Now, community doulas can begin enrolling in the state’s Medicaid program and this entrepreneurial venture can help women who have been disproportionately impacted by poverty overcome barriers to economic mobility.

COMMUNITY ENGAGEMENT: N/A

STRATEGIC INITIATIVES AND OTHER GOVERNMENTAL: Equity Agenda

FISCAL IMPACT: Increase of \$10,000 in Special Fund revenue

DESIRED EFFECTIVE DATE: Upon Adoption

REQUESTED INTRODUCTION DATE: March 25, 2024

CITY COUNCIL PUBLIC HEARING DATE: April 8, 2024

REQUESTED AGENDA: Consent

RECOMMENDED COUNCIL COMMITTEE: N/A (re: Rule VI(B))

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

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CEO AND EXECUTIVE DIRECTOR
TOM COCHRAN



**THE UNITED STATES
CONFERENCE OF MAYORS**

The United States Conference of Mayors
1620 I Street NW
Washington, DC 20006

TO: The City of Richmond, VA

FROM: Daly Kleaveland, U.S. Conference of Mayors

RE: 2024 DollarWise Innovation Grant

Monday, January 8, 2024

We are pleased to inform you that the City of Richmond, VA has been awarded a 2024 \$10,000 DollarWise Innovation Grant for RVA Doulas-In-Training. We will announce the winners at the Friday Plenary session of USCM’s winter meeting on January 19th.

We appreciate the work your city is doing on economic mobility and look forward to working with you on this exciting project.

Best,

Daly Kleaveland



The Dollar Wise Grant 2024 APPLICATION RVA Doulas-in-Training Program

QUESTION 1

Provide a description of your city's existing or proposed project and how your program is unique or innovative to your city as it relates to economic mobility. Consider key components, target audience/demographics, number of residents your program serves, or will serve, etc. (800 words max)

Project Summary

The name of our program is called RVA Doulas-in-Training (RVA DT). The six-week program will recruit and train twenty-five City of Richmond residents to gain hands-on experience to begin a career as a birth doula supporting families. Each program participant will learn principles of entrepreneurship and pre-employment training and have the option to start their own small business or prepare to become gainfully employed by various birthing centers throughout the Greater Richmond Area. The program will be managed by the City of Richmond's Office of Community Wealth Building (OCWB) in the Human Services portfolio in the state of Virginia.

About the Office of Community Wealth Building

The Office of Community Wealth Building is a first of its kind in the nation department in local government dedicated to improving the quality of life for the city's most under-resourced residents. The department's units include adult and youth workforce development, wealth building and economic mobility, the Mayor's Guaranteed Basic Income Program, and our AmeriCorps volunteer corps. The RVA Doulas-in-Training will be managed by our Wealth Building and Career Services units.

Background

After the 2020 pandemic, Black and Latine women remain most disproportionately unemployed in the City of Richmond (US Census Bureau, 2019). Although they account for 60-65% of OCWB's caseload, many cannot visit career stations to receive services due to limited childcare, lack of time, and language barriers, leading to the program's highest attrition rates. Women from single-parent households have reported a lack of childcare as the primary reason for not participating or completing workforce activities at

OCWB's career centers. In our centers, more than 50% of our participants are Black female sole providers and live [both Black (19.2%) and Latine women (8.7%)] significantly lower in poverty than that of white females (5.7%) in the city (United States Census, 2020). Legislation passed in January 2022, has provided women from under-resourced communities a special opportunity to access economic mobility. Virginia became the latest state to expand coverage for community doula services for Medicaid beneficiaries. Now, community doulas can begin enrolling in the state's Medicaid program in the spring of 2022.

Doulas are trained professionals who provide continuous physical, emotional, and informational support to pregnant people before, during, and shortly after childbirth. Research shows that doulas can help improve the birth experience and reduce disparities in poor birth outcomes for both the mother and baby. Nationally, there has been a growing interest in expanding the maternal health workforce, with an investment in doulas. In September 2021, the U.S. Department of Health and Human Services announced an investment of more than \$3 million in supplemental funding to increase the availability of community-based doulas.

With the approval of its State Plan Amendment (SPA) in October 2021, Virginia became the fourth state in the country to roll out a doula Medicaid benefit following New Jersey, Minnesota, and Oregon. Each state has varied licensing requirements, reimbursement structures, and billing procedures.

Project Difference

RVA DT project uniquely addresses several historical barriers to self-sufficiency for our program participants, namely Black and Latine residents:

- The unemployment gap in Black and Latine households, among women especially in the City of Richmond
- The barrier of childcare to self-sufficiency in Black and Latine households, among women especially
- The poor maternal outcomes in Black and Latine communities

QUESTION 2 INNOVATION GRANT

In general terms, what activities will the \$10,000 grant be used for? (800 words max)
The grant will be used for the following to train program participants in a hybrid (in-person and virtual environment) on the following:

- Using evidenced-based strategies to educate individuals in providing emotional, physical, and informational support to pregnant individuals and their families.
- Exploring the role of a "support person" and how doulas enhance the perinatal experience.

- Through online and in-person training, the program will cover a range of topics, including the stages of labor, comfort measures, birth options, birth locations, types of care providers, relaxation methods, breastfeeding basics, postpartum care, and newborn care.
- In class, participants will review topics like childbirth, breastfeeding, Qand postpartum care, emphasizing cultural competence and community engagement.
- Participants will learn to offer non-medical assistance, fostering a supportive environment during childbirth.
- Exploring the principles of entrepreneurship and pre-employment training (job readiness.)

QUESTION 3 EVALUATION

How will you evaluate the effectiveness of the Innovation Grant in your economic mobility program?

RVA DT will evaluate the effectiveness of the Innovation Grant on our economic mobility program by the number of program participants who can complete the RVA DT program and earn the necessary credentialing and licensing required to practice as a doula contractor in Virginia.

The instructor will implement practice testing, study groups, and simulated activities to ensure exam readiness for program participants.

OCWB engagement specialists are poised to serve as career advisors who evaluate the stability of each program participant to predict barriers that might hinder participant success. We use a proprietary tool developed by a team member called the Stability Measures Matrix that measures progress along the journey of self-sufficiency, from crisis to thriving. The tool establishes a baseline for where the current RRI participants are on the Crisis to Thriving Continuum. It also determines if there are barriers in employment, income, housing, education, mental health, transportation, and childcare that can prevent participants from being self-sufficient. The Stability Measures tool is formatted as a matrix and assigned scores based on participants' responses during the assessment. The range of scores is 1-5 with intervals of .5 to indicate increments of progress.

Upon completion, program participants can support families as independent contractors and design a self-employment opportunity tailored uniquely to their own lives while supporting other members of the community.

Upon completion, the instructor will connect each participant with other doulas for mentorship and peer-to-peer support.

Engagement specialists also will follow up with participants up to six months after they graduate from RVA DT.

QUESTION 4

Please describe your mayor's role in supporting programs that promote economic mobility in your city and their role in your program. (300 words)

The Office of Community Wealth Building was established, initially by a City of Richmond Mayor in 2015 through an ordinance drafted by the Anti-Poverty Commission. Each year, the Mayor reports to the City Council and the community at large on the city's anti-poverty efforts. Current Mayor Levar Stoney also was very instrumental in launching the Richmond Resilience Initiative, which is the Mayor's Guaranteed Basic Income Pilot.

The Richmond Resilience Initiative is Mayor Levar Stoney's guaranteed income pilot, was established in 2020 to support residents in the city of Richmond, Virginia impacted by the 'Cliff Effect.' Through its partnership with Mayors for a Guaranteed Income and UpTogether, the City of Richmond's Office of Community Wealth Building which falls within the Human Services portfolio, is engaging individuals and families who do not make a living wage, nor do they qualify for federal benefits due to their household income. RRI, now in its third cohort, strives to help residents thrive and not merely survive by offering a supplement to their income for \$250-\$500 monthly for 24 consecutive months. Additionally, the Office of Community Wealth Building, in collaboration with the Richmond City Treasurer's Office of Financial Empowerment, is providing program participants with financial literacy education. The Richmond Resilience Initiative is supported through funding provided by Mayors for a Guaranteed Income (MGI), local community partners the Robins Foundation, the Richmond Memorial Health Foundation, and the American Rescue Plan Act (ARPA). RRI is a part of a national movement of Mayors committed to helping individuals living in poverty.

The program follows a data-driven, research-tested capacity model in other cities like Stockton, California. MGI believes that this level of support will prevent families from experiencing ongoing financial hardship.



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Seven Cities Receive DollarWise Innovation Grant Awards to Support Economic Mobility

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Fe, NM Awarded Grants from the United States Conference of Mayors' DollarWise Campaign

Washington, D.C.— The United States Conference of Mayors' (USCM) DollarWise Economic Mobility Campaign awarded its 2024 DollarWise Innovation Grants during USCM's 92nd Winter Meeting to mayors representing seven cities: Anaheim (CA) Mayor Ashleigh Aitken; Colorado Springs (CO) Mayor Yemi Mobolade; Findlay (OH) Mayor Christina Muryn; Montgomery (AL) Mayor Steven Reed; Richmond (VA) Mayor Levar Stoney; Rochester (NY) Mayor Malik Evans; and, Santa Fe (NM) Mayor Alan Webber.

Each city was awarded a \$10,000 grant to launch or expand economic mobility efforts in their communities.

For the last 20 years, DollarWise has awarded grants to more than 100 cities nationwide to help disadvantaged communities improve their economic health and success. The DollarWise Innovation Grant Program identifies and supports substantive and impactful economic mobility initiatives that can be scaled and implemented in additional cities nationwide.

"The DollarWise Campaign is a special program that assists mayors as they develop new initiatives and build out existing programs to create economic mobility in their communities," said **U.S. Conference of Mayors President Reno (NV) Mayor Hillary Schieve**. "American cities drive our economy, and they are all stronger when everyone in the community is empowered for success. A DollarWise Innovation Grant city is one that is taking care of its people and creating a more inclusive economy for the future."

The DollarWise Innovation Grants are made possible through the generous support from the Bank of America Charitable Foundation, DollarWise's founding sponsor.

White House with President Biden

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> U.S. Conference of Mayors and Comcast Announce Digital Equity Challenge

Archives

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The following descriptions highlight each program and how the DollarWise grants will be used:

2024 Innovation Grant Award Recipients

- **Anaheim, CA Mayor Ashleigh Aitken** will support the small business community of Little Arabia, the Cultural District that established a hub of Middle Eastern and North African cultures in Southern California. The grant will be used to support the Little Arabia Entrepreneurial Assistance Program (LEAP) which offers business educational courses in Arabic and English brick-and-mortar businesses.
- **Colorado Springs, CO Mayor Yemi Mobolade** will focus on navigation and resource support for justice-impacted homeless residents to mitigate future legal challenges and meet their immediate and most pressing needs.
- **Findlay, OH Mayor Christina Muryn** will use the DollarWise Innovation Grant to leverage the Ohio Revised Code that enables individuals with convictions to petition for a Certificate of Qualification for Employment (CQE). The program aims to educate employers on CQE benefits, assist eligible individuals with paperwork, and provide training and job readiness assistance for employment in high-demand occupations.
- **Montgomery, AL Mayor Steven Reed** will support a program that focuses on addressing transportation as a key barrier to economic advancement and job security. The program will utilize Montgomery's M-Transit system to provide affordable rides to support participants in accessing educational opportunities, job interviews, and work.
- **Richmond, VA Mayor Levar Stoney** will use the Innovation Grant to train Richmond residents as birth doulas to address unemployment, childcare barriers, and poor maternal outcomes for black and brown women. The program will provide hands-on training, entrepreneurship principles, and pre-employment skills. The initiative aims to uplift under-resourced communities affected by pandemic-related challenges.

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> March 2022



- **Rochester, NY Mayor Malik Evans** will use the Innovation Grant to introduce the “Health of Your Wealth” program, a pioneering initiative combining estate planning and home weatherization for Black and Brown homeowners in Rochester.
- **Santa Fe, NM Mayor Alan Webber** plans to implement an incentive program to address challenges faced by home-based child care (HBCC) providers, particularly women of color. The program offers incentives, coaching, and business development support.

DollarWise is the official economic mobility campaign of The United States Conference of Mayors and its Council on Metro Economies and the New American City. DollarWise is dedicated to helping residents, particularly those in underserved communities, thrive economically. The program fosters and supports innovative city-wide efforts to remove barriers to economic mobility, create opportunity through education and skills development, and build intergenerational wealth. Since 2004, hundreds of cities have participated in DollarWise Campaign initiatives and programs. For more information on the DollarWise Campaign visit www.usmayors.org/dollarwise.

By Sara Durr | January 19, 2024 | News, Press Room

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