



# 2019

# Annual Performance Report

Making An Impact On Our Community

## **Office of Community Wealth Building**

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## **Acknowledgements**

The 2019 Annual Performance Report was produced on behalf of Mayor Levar M. Stoney by the City of Richmond's Office of Community Wealth Building.

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## Preface from Mayor Levar Stoney

The City of Richmond is committed to ensuring that all residents have an opportunity for economic mobility. In order to build one Richmond, my administration is committed to transforming systems in four areas: public education, housing, transportation, and economic empowerment. We must change these systems to work for, not against, people in order to lift them out of poverty. Every Richmonder deserves to have the opportunity to not only survive, but thrive. The goal of the Office of Community Wealth Building is to provide residents with opportunities to move up the economic ladder to gain economic empowerment. That is why despite a high poverty rate of 21.9%, we work every day to ensure every resident can make a living wage and support their families.

Ordinance 2015-240 requires the Mayor of Richmond to file an annual report to City Council and make a presentation at a Council meeting, providing an update on the City's progress in the implementation of the comprehensive poverty reduction strategy. The report must include evaluative metrics that are as consistent as possible from year to year and must provide an account of the significant activities of the Office of Community Wealth Building.

I am pleased to submit this report to the City Council and the Maggie L. Walker Citizens Advisory Board. This document provides an update on the strategy and action plan, which is being led by the Office of Community Wealth Building.

Respectfully Submitted:

A handwritten signature in black ink, appearing to read 'L.M.S.', is written over a solid horizontal line. The signature is stylized and cursive.

Levar M. Stoney, Mayor

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## EXECUTIVE SUMMARY

The Office of Community Wealth Building (OCWB) is creating a broader vision for the economic mobility of Richmond's residents. As the OCWB approaches its fifth year of existence, this report will outline the significant impacts of our services and partnerships in fiscal year 2019. OCWB's return on investment for the City of Richmond and the Commonwealth of Virginia during this period demonstrates the benefits of intentional community engagement and strategies that address poverty and provide opportunities for economic empowerment. Just as important, this report identifies new opportunities for collective impact that will lead the OCWB into the third decade of the new millennium.

This year, our office engaged in a strategic plan, **OCWB Vision 2020**, which outlines five essential goals: *Systems Transformation, Quality of Service Delivery, Community Centric, Two-Generation Approach, and Wealth Building*. These goals are in alignment with the City of Richmond's strategic plan and encourage broader strategies that address poverty.

As a result of the early stages of *OCWB Vision 2020*, we exceeded service expectations for 2019. Participants of OCWB's workforce programs earned over *\$14.656 million in wages and health benefits* this past year. *Six hundred (600) participants* gained, retained, or advanced employment, a 38% increase from 2018. *Three hundred twenty-seven (327) businesses* employed residents served by OCWB. These impacts yield a return on investment for the City of Richmond and the Commonwealth of Virginia through the new earnings of OCWB participants.

The new wages and benefits of OCWB participants in 2019 magnified the **return on investments** for Richmond and Virginia. For every *\$1* invested in OCWB by the City of Richmond, *\$7.45* went back out into the community through the earnings of newly employed participants. For the Commonwealth of Virginia, the investment yielded *\$7.39* for each *\$1*. These return on investments highlight the best practices of OCWB's "*Crisis to Thriving Model*," *Building Lives to Self Sufficiency (BLISS)* focus areas, and *Living Wage Model*. We will use these practices in innovative ways for economic mobility and collective impact in the future.

In 2020, the OCWB will lead collective impact efforts with internal and external partners. OCWB is developing a *BLISS Certification* for partners that will lead to broader community adoption of our *Crisis to Thriving Model*.

As we approach 2021, the tenth anniversary of the 2011 *Anti-Poverty Commission*, OCWB's renewed focus on collective impact, will keep the legacy of the *Commission* alive and "*thriving*."



# OFFICE OF COMMUNITY WEALTH BUILDING 2019 IMPACT DATA SNAPSHOT

## FUNDING & INVESTMENT RATIOS

The amount of funding granted to the OCWB to expand workforce services provided to City Residents

**\$3.95 million**

**\$1.968 MILLION**  
City of Richmond  
+  
**\$1.982 MILLION**  
Commonwealth of Virginia

FOR EVERY \$1 INVESTED by the **City of Richmond**, the OCWB can push that investment to **\$7.45** <sup>(1)</sup>



LOCAL INVESTMENT RATIO (CITY OF RVA)

FOR EVERY \$1 INVESTED by the **State TANF**, the OCWB can push that investment to **\$7.39** <sup>(2)</sup>



STATE INVESTMENT RATIO (STATE TANF)

## WORKFORCE DEVELOPMENT SERVICES

### OUTCOMES



**17,861**

PEOPLE SERVED



**4,818**

ATTENDED TRAINING PROGRAMS & WORKSHOPS



**873**

RECEIVED INTENSIVE JOB PLACEMENT SERVICES



**600**

PLACED IN EMPLOYMENT & RETENTION SERVICES

### IMPACTS

**\$14,656,000**

IN SALARIES AND BENEFITS BY PARTICIPANTS

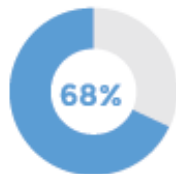
TOTAL SALARIES EARNED: **\$11,187,136** + TOTAL BENEFITS EARNED: **\$3,468,663** <sup>(3)(4)</sup>

**\$12.71**

AVERAGE WAGE EARNED BY PARTICIPANTS' PLACED IN EMPLOYMENT



RETENTION RATE



JOB PLACEMENT RATE



FULL-TIME EMPLOYMENT



EMPLOYED WITH HEALTH BENEFITS





# OFFICE OF COMMUNITY WEALTH BUILDING 2019 IMPACT DATA SNAPSHOT (CONT'D)

## BUSINESS SERVICES



**327** Employers received talent placement and development services



**38** Richmond businesses signed on as "living wage certified"



**238** Employer events for job placement

## MAYOR'S YOUTH ACADEMY

**191\***  
YOUTH  
served

\*UNDUPLICATED COUNT

**110**

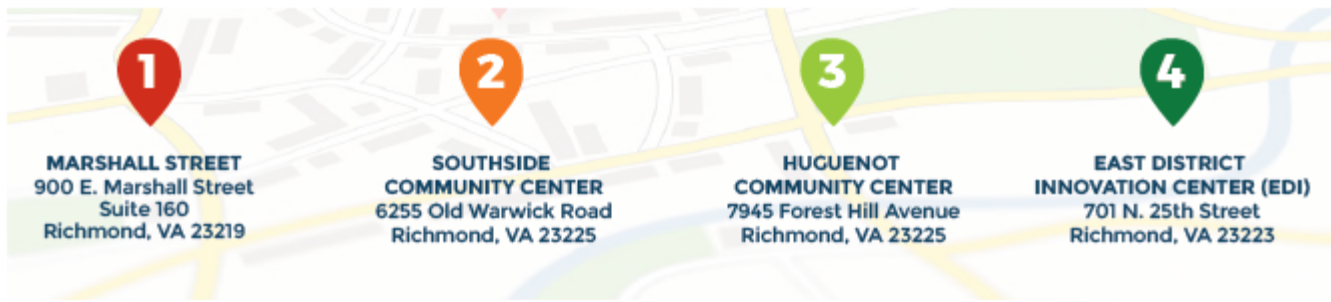
youth participated in  
**THE MYA SUMMER WORK EXPERIENCE**  
(A six-week internship with pre-employment training)

**95**

youth participated in  
**THE FUTURE LEADERS AND  
COUNSELOR IN TRAINING PROGRAMS**



## OCWB CAREER STATIONS



**Office of Community Wealth Building**  
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<sup>1</sup>Total participant wages and benefits divided by City of Richmond investment (\$14,656,310 / \$1,968,115)  
<sup>2</sup>Total participant wages and benefits divided by State TANF investment (\$14,656,310 / \$1,982,866)  
<sup>3</sup><https://www.mercer.us/content/dam/mercer/attachments/north-america/us/us-2019-mercer-national-survey-executive-summary.pdf>

## OCWB Vision and Model

OCWB recognizes that economic mobility out of poverty requires a complicated approach to the barriers residents face. Poverty is more than a function of inadequate income but includes intersections of determinants such as employment stability, affordable housing, education, transportation, access to childcare, and other *BLISS* focus areas. OCWB addresses the intersections between determinants through the five visionary goals of *OCWB Vision 2020, Crisis to Thriving Model*, and *OCWB Ladders* to guide the strategies of our office, partners, and participants.

### **BLISS**

*BLISS* programming devotes targeted resources to address common barriers to employment and sustainability. The program assesses and tracks participating households across eighteen domains/focus areas, including housing, employment, income, food, child care, education, quality of life, and several others. The program has a holistic approach, focusing on the entire family, referred to as a *Two-Generation Approach*. The goal of *BLISS* is to help families achieve long-term economic self-sufficiency and economic mobility.

### **OCWB Vision 2020**

*OCWB Vision 2020* outlines the goals of the Office in alignment with Richmond's citywide goals. These departmental goals provide an overall blueprint for all activities and include:

- Transform systems that impact poverty through collective impact, systems coordination, and policy.
- Provide quality service delivery to Richmond residents.
- Improve connection to the community, including in planning and increasing knowledge of resources.
- Improve *Two-Generation Approach* provided to families.
- Increase opportunities for wealth building provided to people who live or have lived in poverty.

### **Crisis to Thriving Model**

*Crisis to Thriving Model* tracks domains/focus areas found in *BLISS* in the form of a continuum that defines and measures a household's economic position ranging from "In Crisis" to "Thriving." The *Model* incorporates the

*OCWB Ladders*, which provides a visual guide for a household's progression and economic mobility. Overall, the *Model* creates a shared vision and definitions of economic progress between OCWB and community partners.

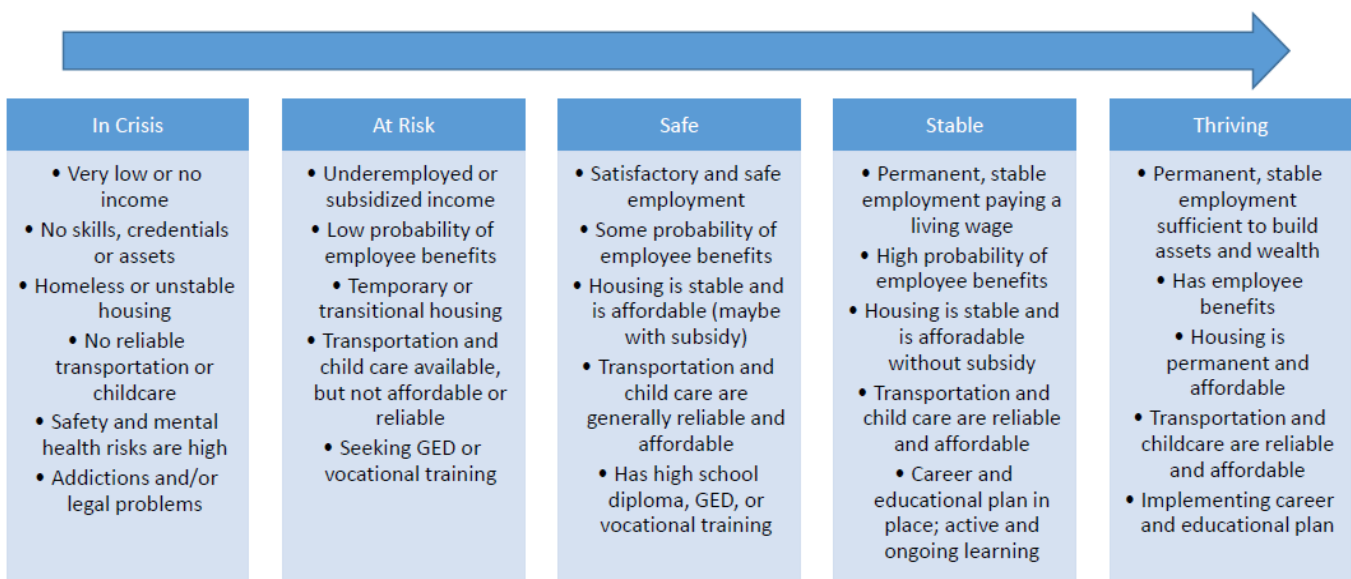


Cotina Brake decided to beat the odds and invest in the future of her children and herself. As the mother of three kids, Cotina had no high school diploma, a low wage job, and received public assistance. Cotina and her children were in a financial crisis. She discovered OCWB's *BLISS* program and a plan for her education, employment, and self-sufficiency. While enrolled in *BLISS*, Cotina obtained her high school diploma and a better paying position within the Health Department. Cotina's new wages allowed her to focus on her next goal of homeownership. After attending homeownership classes, she purchased a 3-level townhome for her family. Striving to continue on the path of success, Cotina attended John Tyler Community College for Medical Coding and is currently studying for her exam. Cotina wants her children to succeed, as well. Through connections with *BLISS*, two of her children gained employment with Capital One via Catapult Staffing. Cotina's entire family shares the experience of moving from "crisis to thriving." She felt so indebted for her success with *BLISS* that Cotina now gives back to her community as an Ambassador with OCWB and empowers others to thrive.

# OCWB Vision 2020



## CRISIS TO THRIVING MODEL

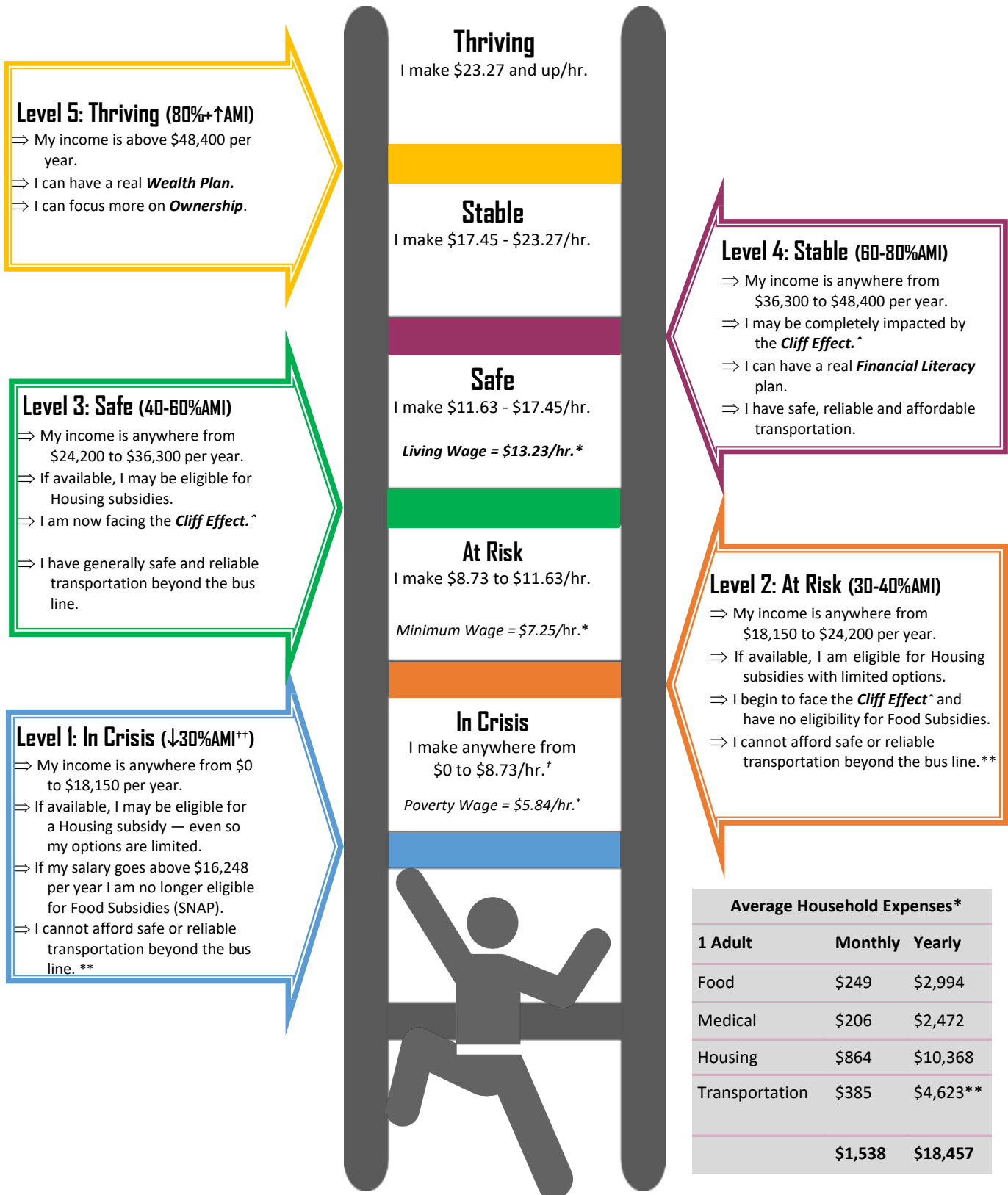




# OCWB Ladder: The Climb for an Individual

January 2020

\*MIT living wage calculator <http://livingwage.mit.edu/counties/51760>. † Office of Community Wealth Building. †† Area Median Income (AMI) <https://www.vhda.com/BusinessPartners/PropertyOwnersManagers/Income-Rent-Limits/PagesHUDMedianIncome.aspx>\*\* Or bus pass \$720/year .www.RideGRTC.com



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# OCWB Ladder: The Climb for an Individual with a Child

\* MIT living wage calculator <http://livingwage.mit.edu/counties/51760>. † Office of Community Wealth Building. \*\* Area Median Income (AMI) <https://www.vhda.com/BusinessPartners/PropertyOwnersManagers/Income-Rent-Limits/Pages/HUDMedianIncome.aspx> \*\* Or bus pass \$1,140/year [www.RideGRTC.com](http://www.RideGRTC.com)



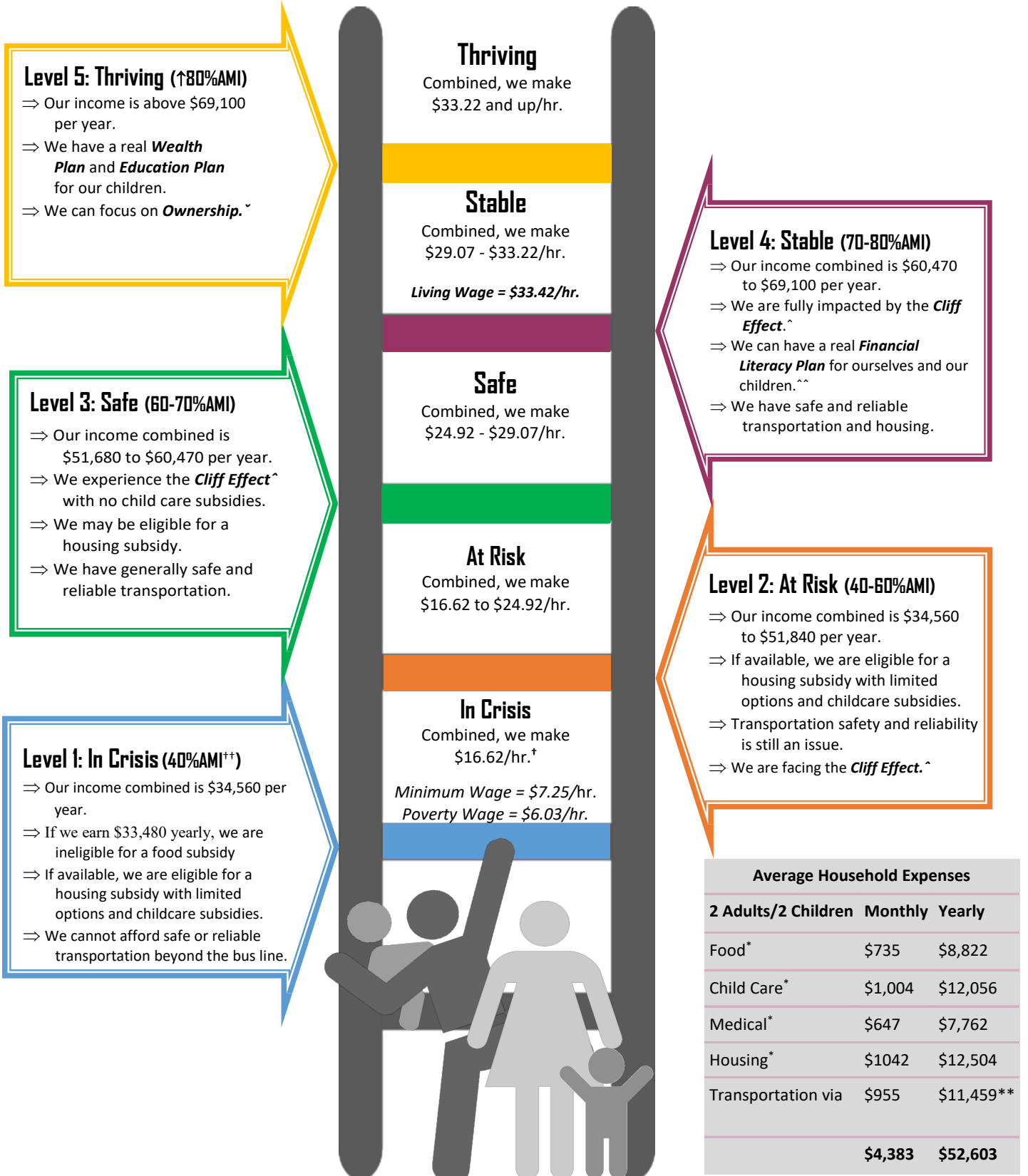
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# OCWB Ladder: The Climb for Two Adults and Two Children (both working)

January 2020

\* MIT living wage calculator <http://livingwage.mit.edu/counties/51760>. † Office of Community Wealth Building. †† Area Median Income (AMI) <https://www.vhda.com/BusinessPartners/PropertyOwnersManagers/Income-Rent-Limits/Pages/HUDMedianIncome.aspx> \*\* Or bus pass \$1,440/year [www.RideGRTC.com](http://www.RideGRTC.com)



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The charts below provide wages and average household expenses for a variety of household configurations.\*

Hourly Wages	1 Adult 2 Children	1 Adult 3 Children
Living Wage	\$30.75	\$37.86
Poverty Wage	\$9.99	\$12.07
Minimum Wage	\$7.25	\$7.25

Average Household Expenses	1 Adult 2 Children	1 Adult 3 Children
Food	\$6,644	\$8,812
Child Care	\$12,056	\$15,685
Medical	\$7,679	\$7,762
Housing	\$12,504	\$16,632
Transportation	\$9,905	\$11,459

**\*Cliff Effect**  
The cliff effect occurs when an individual or family begins to earn above the limits set by the state and becomes ineligible for subsidies related to food, housing, child care, and other benefits.

**\*\*Financial Literacy Plan**  
Ability of an individual or family with sufficient income to manage finances efficiently, including personal budgeting that leads to wealth development.

**\*Wealth Plan**  
Ability of an individual or family to implement financial planning that includes investments, insurance, and other forms of legacy income generation. This includes an *Education Plan* to fund and support educational opportunities for children. *Ownership* of real estate or businesses are examples of investments as well.

Hourly Wages	2 Adults (1 Working)	2 Adults (1 Working) 1 Child	2 Adults (1 Working) 2 Children	2 Adults (1 Working) 3 Children
Living Wage	\$23.96	\$23.33	\$26.52	\$29.69
Poverty Wage	\$9.99	\$9.00	\$12.07	\$14.14
Minimum Wage	\$7.25	\$7.25	\$7.25	\$7.25

Average Household Expenses	2 Adults (1 Working)	2 Adults (1 Working) 1 Child	2 Adults (1 Working) 2 Children	2 Adults (1 Working) 3 Children
Food	\$5,489	\$6,832	\$8,822	\$10,741
Child Care	\$0	\$0	\$0	\$0
Medical	\$5,586	\$7,679	\$7,762	\$7,481
Housing	\$10,884	\$12,504	\$12,504	\$16,632
Transportation	\$8,424	\$9,902	\$11,459	\$11,329

Hourly Wages	2 Adults (both working)	2 Adults (both working) 1 Child	2 Adults (both working) 2 Children	2 Adults (both working) 3 Children
Living Wage (Combined)	\$9.99 (\$19.98)	\$14.39 (\$28.78)	\$16.71 (\$33.42)	\$19.33 (\$38.66)
Poverty Wage	\$3.96	\$5.00	\$6.03	\$7.07
Minimum Wage	\$7.25	\$7.25	\$7.25	\$7.25

Average Household Expenses	2 Adults (both working)	2 Adults (both working) 1 Child	2 Adults (both working) 2 Children	2 Adults (both working) 3 Children
Food	\$5,489	\$6,832	\$8,822	\$10,741
Child Care	\$0	\$8,427	\$12,056	\$15,685
Medical	\$5,586	\$7,679	\$7,762	\$7,481
Housing	\$10,884	\$12,504	\$12,504	\$16,632
Transportation	\$8,424	\$9,905	\$11,459	\$11,329

\*MIT Living Wage Calculator for Richmond, VA (<http://livingwage.mit.edu/counties/51760>)

## OCWB Vision Areas and Accomplishments

This year, the OCWB initiated steps toward the implementation of *OCWB Vision 2020*. As previously demonstrated in the **Return on Investment and Impact Statements** section, the *Office* and its partners have accomplished broader goals with more significant community impacts. The following section outlines additional accomplishments in line with the *Vision*.

### Systems Transformation

#### ***Stakeholder Convening and Focus Areas***

In 2019, the OCWB reengaged stakeholders and partner agencies to address systems change and the possible collective impact models related to economic mobility. This re-engagement of partners is a reintroduction to the concepts of the *2011 Anti-Poverty Commission*, *2017 Focus Area Groups*, and vision and updates of the OCWB. Through group and individual stakeholder meetings, **over 40 organizations** have agreed to participate in the 2020 Sector Summit, which is the kickoff meeting to a six-month process to identify intersections and opportunities for integrated and interdependent services.

#### ***Equitable Voices for Housing Affordability***

*The Partnership for Housing Affordability (PHA)* led the development and creation of the *Regional Housing Framework* for the Richmond region. *The Framework* process included community meetings and surveys for input. However, initially survey results revealed that only **4.67%** of respondents made **less than \$25,000** per year. **Over 51%** of respondents made **over \$75,000 per year**, with the majority of those respondents making **over \$100,000** per year. The survey and *Framework* were missing the voices of low-income communities impacted by affordable housing.



The OCWB and PHA developed an equity model, *Project 25k and Equitable Voices for Housing Affordability*, to increase the amount of feedback from households making less than \$25,000. The strategy included making the survey part of the intake processes of OCWB's career stations shortening the length of surveys, and adjusting language to ensure the ability of residents to provide accurate feedback. As a result of our efforts, they accomplished the following results.

\$25,000 and below income group **increased** from **4.67%** of total respondents to **48%**.

\$75,000 income group **decreased** from **51%** of total respondents to **24%**.

Black respondents **increased** from **22%** of total respondents to **62%**.

The total number of respondents with household incomes below **\$25,000** increased from **14 to 323**.

The total number of survey respondents increased from **320 to 700**.

These results have a system-wide impact, as the voices of low-income households have the opportunity to influence the *Framework* for the entire Richmond region.

#### ***BLISS and Ladder Adoption***

As part of the convening of over 40 partner agencies mentioned above, *BLISS* and *OCWB Ladder* adoption by more internal and external partners of the City of Richmond is becoming a reality. For example, Richmond's Human Services portfolio is in the process of exploring integration models, and *BLISS* is an essential component. Just as important, the adoption of *BLISS* and *OCWB Ladders* with external partners will support collective impact development and enhance the quality of services provided to residents.





## THE OFFICE OF COMMUNITY WEALTH BUILDING

# QUALITY OF SERVICE : A REVIEW OF 2019

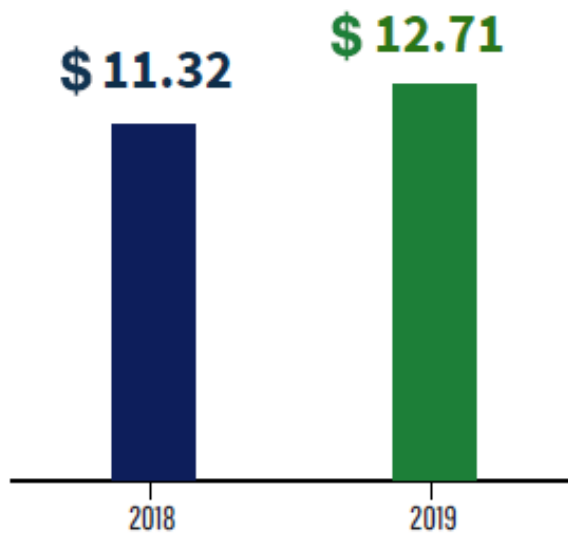
2019 was an incredible year of growth for the Office of Community Building. Here is how we have helped our community in measurable ways.

### WORKFORCE DEVELOPMENT PROGRAMS

Our career stations prepare participants to pursue, obtain and maintain sustainable employment with training support.

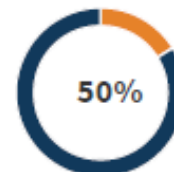


## INCREASE IN THE AVERAGE WAGE

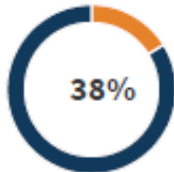


\$12.71 was the average wage obtained by people who participated in OCWB workforce activities — a 12.3% increase from \$11.32 in 2018.

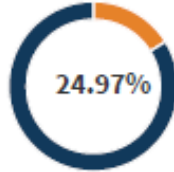
## WE SERVED MORE PEOPLE IN 2019



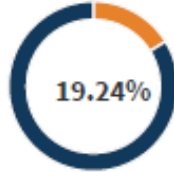
4,818 people attended OCWB and outside training programs and workshops — a 50% increase from 2018.



600 people attended specific job readiness activities in career stations allowing them to retain or advance their employment — a 38% increase from 2018.



We served 17,861 people at our Career Stations — a 24.97% increase from 2018.



873 people received intensive job placement services — a 19.24% increase from 2018.

### BUSINESS SERVICES

With intentional community outreach, OCWB's newly established Business Services Team led the charge in expanding our employer network and creating significant employment opportunities for our participants.



238 employer and recruitment events were hosted in OCWB career stations and partner locations, a 376% leap from 2018.



327 employers hired participants from OCWB programs, a 44.34% increase from 2018.



## Community Centric

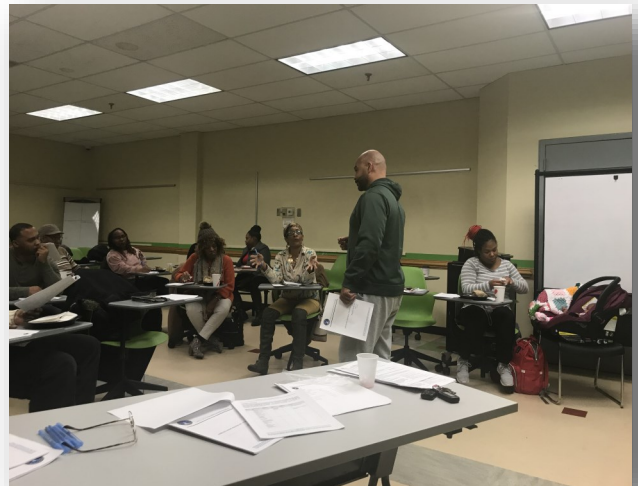
OCWB continues to integrate the perspectives and leadership of community members and participants in our service delivery system. Our *Maggie L. Walker Citizens Advisory Board*, *Community Wealth Building Ambassador Program*, and partnerships such as *Re:work Richmond*, keep the community at the center of our activities.

### ***Maggie L. Walker Citizens Advisory Board (CAB)***

The CAB is an independent citizen body that reviews and provides recommendations for the strategies and policies of OCWB. The CAB meets 9-10 times per year and is an official body recognized by Richmond's City Council under ordinance 2014-234-215. The CAB provided essential feedback regarding the Office's new OCWB Vision 2020 and strategies responsible for record-breaking numbers this past year. The CAB engaged the community concerning the progress of the City's poverty reduction and community wealth building initiatives.

### ***Community Wealth Building Ambassador Program (Ambassador Program)***

The Ambassador Program continues to connect OCWB directly to the neighborhoods served by its programs. Ambassadors are a group of selected individuals that participated in our workforce programs. They agree to serve as representatives to their respective communities. The Ambassadors provide feedback on issues of poverty reduction, strategies, and assist with connecting the community to workforce and business services. Ambassadors are partially responsible for the outcomes achieved in workforce development and business engagement cited in the *Quality of Service* section.



### ***Re:work Richmond***

*Re:work* Richmond is a new employment initiative in the East End that provides a network of resources to help create pathways for heads of households to find the right living-wage career. *Re:work* is housed in *St. Peter's Episcopal Church* and uses OCWB's *Crisis to Thriving Model*. *Re:work* provides shared data on the *Model* in addition to its services. This partnership not only provides a valuable service in a high gentrifying area but also serves as a community based collective impact model for OCWB. We will replicate this model with other partners.

## Two-Generation Approach

The *Mayor's Youth Academy*, *BLISS*, and other youth agency partnerships continue to be integral parts of OCWB's *Two-Generation Approach*. Family structure is one of the strongest determinants of economic mobility. Two-generation methods take this fact into account in our service models.

### **Mayor's Youth Academy (MYA)**

MYA is one of our direct service programs to youth ages 14-18-year-old. MYA incorporates a workforce and talent development focus for youth through its Future Leaders Program, Counselors in Training program, and Summer Work Experience. In 2019, MYA and participants accomplished the following goals.

- **One hundred and ninety-one (191)** youth enrolled in MYA this past year.
- **One hundred and ten (110)** participated in the Summer Work Experience, including four weeks of pre-employment training, six-week internships, and other forms of work experience.
- **Ninety-five (95)** youth participated in the *Future Leaders Program* and *Counselors in Training* program to gain hands-on experience with leadership and managerial skills.



### **BLISS**

BLISS continues to partner with heads of households and the entire family to gain financial stability and wealth creation. This intensive case management model develops economic and social growth plans for the whole family and each person individually. Adults include non-custodial parents as well as primary caregivers. Just as important, BLISS develops individual plans with children of the participating families as part of OCWB's *Two-Generation Approach*.

For example, out of 33 individuals receiving intensive case management services through *BLISS*, **100%** of working-age adults were employed. The average wage is **\$15.60** per hour, which is **22.7% higher** than the average salary for OCWB workforce participants. Thus, children also receive the benefit of higher wages through more intensive case management services.



## Wealth Building

Wealth development is an essential goal of OCWB. Outside of workforce development services, the OCWB focuses on wealth building through partnerships in the *Living Wage Certification Program*, *Economic Development's Office of Minority Business Development*, and *RVA Financial*.

### ***The Living Wage Certification Program***

The Living Wage Certification Program (LWCP) is in its' second year funded partially by the Annie Casey Foundation through June 30, 2020. Our local LWCP is a partnership between the *Virginia Interfaith Center for Public Policy (VICPP)* and *OCWB*. This past year the LWCP hosted a *Living Wage Forum*, which included partners *Bon Secours*, *Networking Technologies & Support*, and *JustEconomics*. *JustEconomics* is a non-profit headquartered in Asheville, North Carolina, which has one of the largest LWCPs in the country. The *Forum* included a workshop for several Virginia coalitions interested in starting a living wage program in their communities. It serves as an example of systems transformation and wealth-building through partnerships.



Currently, the Living Wage Certification Program has **38** participating businesses and non-profits that pay a living wage in the Richmond area. There are three additional LWCPs across the state of Virginia located in Charlottesville, Harrisonburg, and Alexandria.

At the writing of this report, there are several bills before *Virginia's General Assembly* that proposes to raise the state minimum wage between \$9.00 and \$15.00 per hour, effective July 1, 2020. OCWB and VICPP will observe these bills, as they may have a direct impact on participants and living wage campaigns.

### ***Economic Development's Office of Minority Business Development***

Through our work on economic inclusion with the *Annie E. Casey Foundation*, the OCWB and the *Office of Minority Business Development (OMBD)* are collaborating on a grant to establish the City of Richmond's economic baseline numbers for procurement dollars spent with businesses owned by people of color. This study will include the number of tax dollars that are collected by the city from companies owned by people of color. An establishment of these baselines allows OCWB and OMBD to create policies that lead to more wealth development in underrepresented business communities.

### ***RVA Financial***

RVA Financial is a recognized credit union that provides ongoing financial literacy training and wealth development strategies to OCWB's workforce participants. RVA Financial meets with workforce cohorts and Individuals to develop budget plans as they seek and gain employment. This partnership combines OCWB's income generation model and RVA Financial's income management models to assist in overall asset building.



## Forward in 2020

The OCWB will focus more attention on system transformation and impact strategies that create substantial returns on investment for the City of Richmond and residents. The development of collective impact models across internal and external partners will create opportunities for sustainable growth and a higher quality of service. The following initiatives outline some of the new systemic focus.

### ***Sector Summit: Intersections, Integration, and Interdependence***

The OCWB will convene partner agencies over the next six months to develop system transformation and collective impact alignment beginning in February 2020. The sector summits are designed to identify points of intersections, integration of services, and create interdependent service delivery across focus areas identified in BLISS. The overall goal is to increase OCWB's and partners' capacity to effectively serve residents facing poverty and create more significant opportunities for wealth building.

### ***BLISS Certification and Crisis to Thriving***

As part of the convening of internal and external partners, a primary goal of OCWB will be to develop a BLISS Certification for partner agencies. Certification will allow BLISS to become more of a collective impact model beyond its existence as a program. The Certification will coincide with the partner adoption of our Crisis to Thriving Model and OCWB Ladder. Most important, it will allow OCWB and partners to measure some of the same outcomes, share services, and increase the capacity of wealth-building strategies.

### ***10 Year Anniversary of the Anti-Poverty Commission***

March 2021 marks the tenth anniversary of Richmond's Anti-Poverty Commission. The OCWB will begin the process of producing a publication of recommendations for economic mobility. The proposals will be part of a communitywide effort and celebrate the Commission's anniversary with an enhanced direction.

### ***Greater Impacts and Return on Investments***

As the OCWB continues to rethink strategies and ways to measure success, a primary focus will be on programming that yields more significant impacts and returns on investment. Plans include the development of new career pathways, social venture development, and financial empowerment. Just as important, OCWB will look at new ways to account for the success of our strategies by measuring the multiplying effects of participants' incomes and savings.

## Appendix: Statistical Snapshot

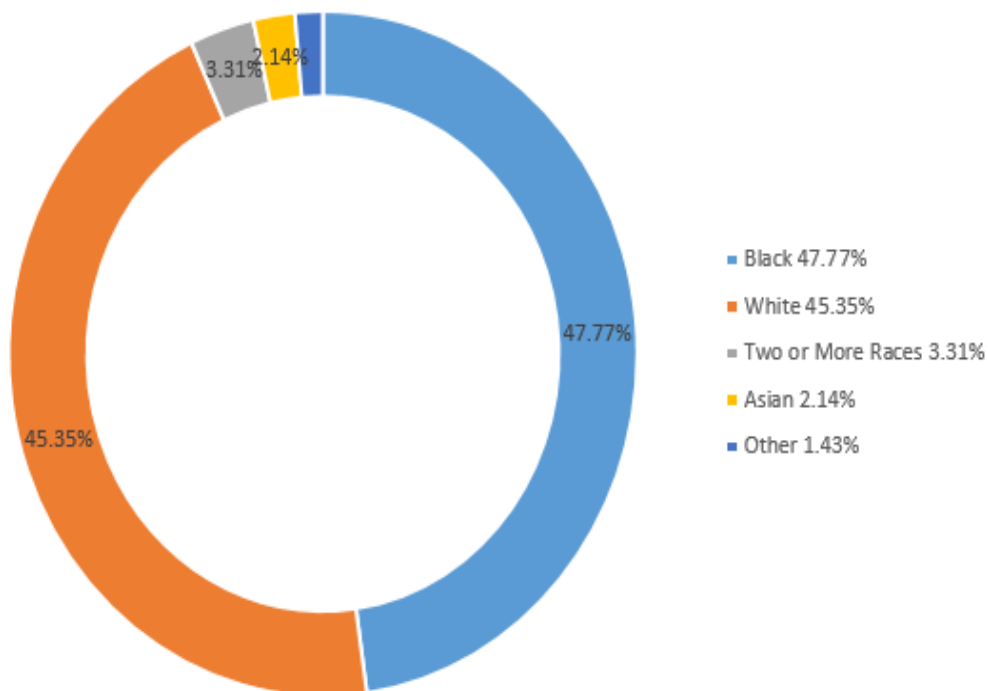
In Richmond, the issues of poverty, equity, and economic mobility are apparent across racial lines. Though there are representations of all social groups in poverty, Black and Latinx (Hispanic) households face the most substantial inequities for rates of poverty, household income, educational attainment, and their intersections with employment. This appendix provides a statistical snapshot of Richmond's inequities and provides evidence for the targeted approaches in the OCWB 2020 Vision.

## Population and Poverty Inequality

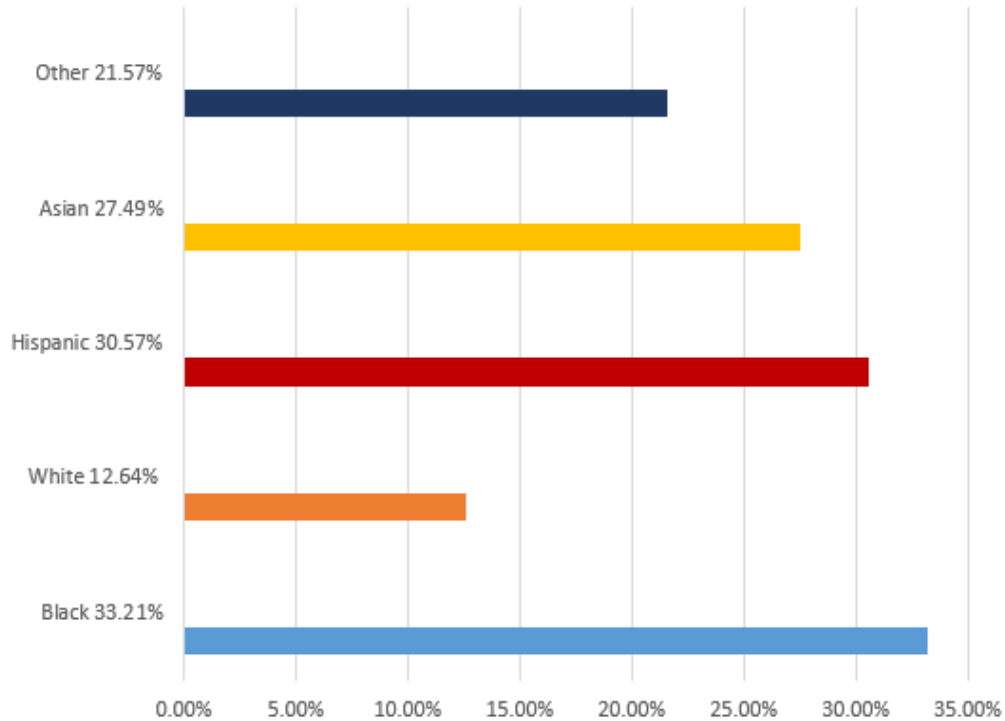
Richmond's population (Hispanic and Non-Hispanic) is estimated to be 228,783. Blacks represent the highest percentage of residents at 47.77%. Whites represent 45.35% of the population with Asians and others making up 6.88%. The majority status for Blacks does not equate to parity when it comes to living in poverty.

Approximately, 22% of Richmond's population lives at or below the poverty line. A five year trend demonstrates that 40.1% of children under the age of 18 live in poverty. Blacks experience the highest rates of poverty at 33.2%. Whites experience poverty at 12.6%. Though they represent much smaller portions of the population in Richmond, Hispanics and Asians experience poverty at 30.6% and 27.5%, respectively. Race and ethnicity are primary factors that drive poverty in our city. The intersections of race and ethnicity are apparent in other areas that impact poverty.

**Figure 1:** Population Percentage by Race (Hispanic and Non-Hispanic)<sup>1</sup>  
Estimated Population in Richmond, Virginia for 2019



**Figure 2: Poverty Rates<sup>ii</sup>**  
Poverty Rates by Race/Ethnicity in Richmond, Virginia in 2018



### **Wage Inequality**

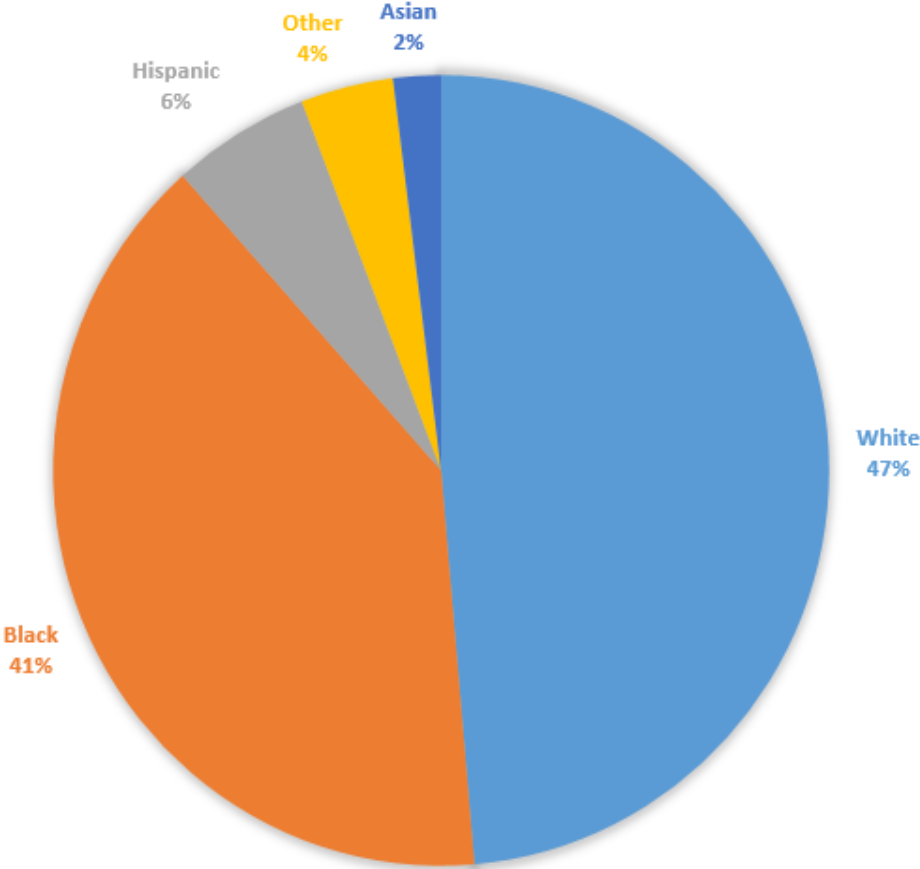
Wage inequality influences how groups experience poverty or wealth. In Richmond, the most left behind are Blacks, who have the highest: 1) unemployment rate; 2) concentration of household incomes in the lowest bracket (less than \$10,000); and 3) percentage of individuals considered "in crisis" and "at-risk" based on the "OCWB ladder: The Climb for an Individual," as well as the lowest percentage of households in the wealthiest income bracket (greater than \$200,000). The second most left behind group in Richmond are Hispanics. Hispanics have a high unemployment rate and large concentration of household incomes below the \$25,000 bracket. The following paragraphs describe the findings that led to these conclusions.



**Composition of Labor Force**

Whites in Richmond comprise the highest percentage of the labor force (47.0 percent) followed by Blacks (41 percent). Asians make up 2 percent and all others make up 4 percent. Hispanics, constitute 6 percent of the labor force.

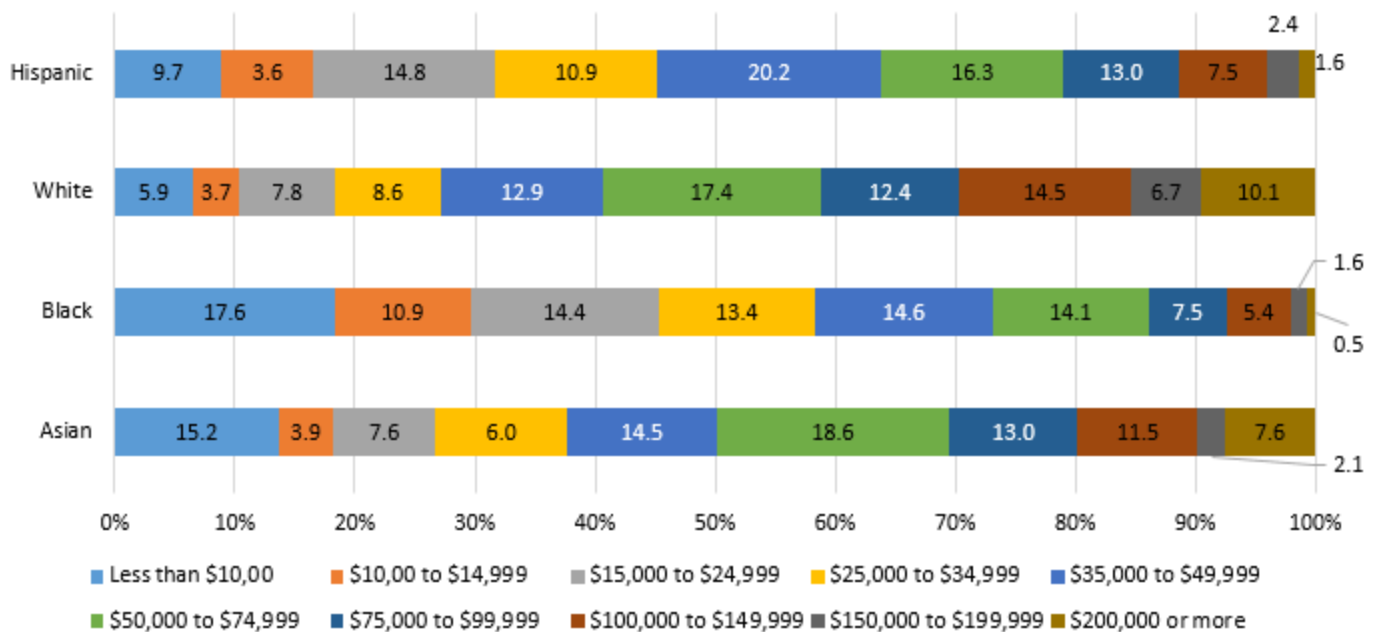
**Figure 3:** Composition of Labor Force<sup>iii</sup>  
Labor Force Participation by Race/Ethnicity in Richmond, Virginia in 2018



## Household Income

Blacks have the highest percentage of household incomes in the brackets of less than \$10,000 (17.6 percent) and \$10,000 to \$14,999 (10.9 percent). Blacks have the lowest percentage of individuals in the \$100,000 to \$149,999 bracket (5.4 percent), the \$150,000 to \$199,999 bracket (1.6 percent), and \$200,000 or more bracket (0.5 percent). Hispanics have the highest percentage for \$35,000 to \$49,000 (20.2 percent). Asians have the highest percentage for \$50,000 to \$74,999 (18.6 percent). Whites have the highest percentage of income for all brackets above \$100,000 (14.5 percent, 6.7 percent, and 10.1 percent). Whites have the highest representation in \$200,000 or more bracket at 10.1 percent. Whites (30.6 percent), Asians (33.1 percent), and Hispanics (36.5 percent) have the highest concentration within the lower middle class range.<sup>iv</sup> For the upper class,<sup>v</sup> Whites (31.3 percent) and Asians (21.2 percent) have the highest concentration.

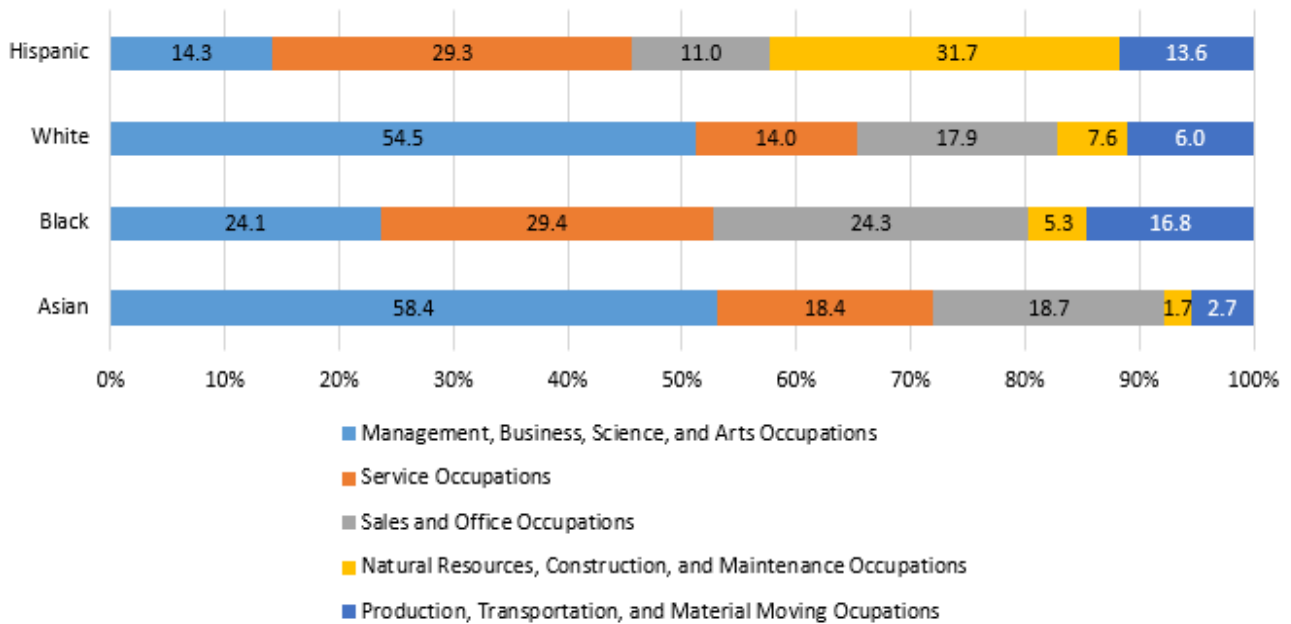
**Figure 4: Household Income<sup>vi</sup>**  
Household Income Bracket by Race/Ethnicity in Richmond, Virginia in 2018



### Occupational Participation

Over 58 percent of employed Asians and 54.5 percent of Whites work in management, professional, and related occupations, which is the highest paying occupational category (Bureau of Labor Statistics, 2018). 24.1 percent of Blacks and 14.3 percent of Hispanics work in this professional category. 29.4 percent of employed Blacks and 29.3 percent of employed Hispanics work in service occupations – which is the lowest paying occupational category (Bureau of Labor Statistics, 2018). 18.4 percent of employed Asians and 14 percent of employed Whites work in service occupations in Richmond.

**Figure 5: Occupational Participation<sup>vii</sup>**  
Occupational Participation by Race/Ethnicity in Richmond, Virginia in 2018



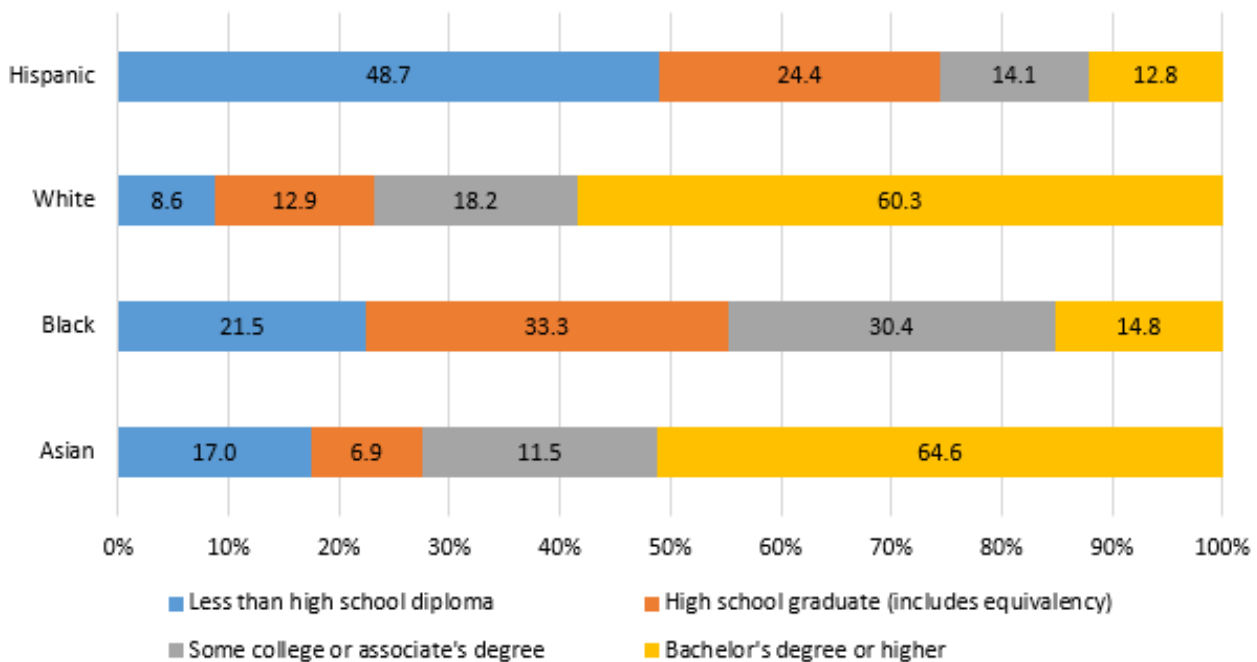
## Educational Attainment by Race/Ethnicity in Richmond, Virginia Age 25 and Above

The correlation between education and income is apparent. Education and income are two primary factors that drive economic mobility. The education of parents and family structure are also critical indicators that support the OCWB's Two-Generation Approach.<sup>viii</sup>

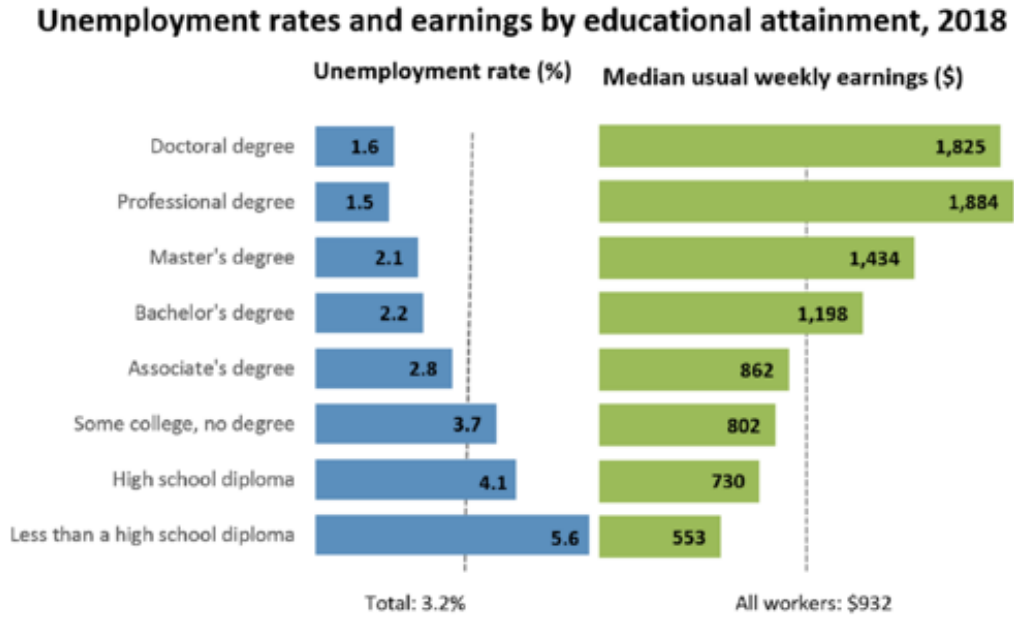
The Educational Attainment chart (**Figure 6**) below demonstrates the disparities of educational opportunities along race/ethnic lines. For example, whites and Asians in Richmond attain bachelor's degrees at rates above 60 percent, while Black and Hispanics are below 15 percent. Hispanics have the highest amount of individuals failing to graduate with a high school diploma at 48.7 percent. Blacks follow with 21.5 percent. **Figure 7** demonstrates the economic impact of educational attainment on income. Disparities in education have financial implications.

**Figure 6: Educational Attainment<sup>ix</sup>**

Educational Attainment by Race/Ethnicity in Richmond, Virginia of Ages 25 and Above in 2018



**Figure 7:** Intersections of Educational Attainment, Earnings, and Unemployment<sup>x</sup>

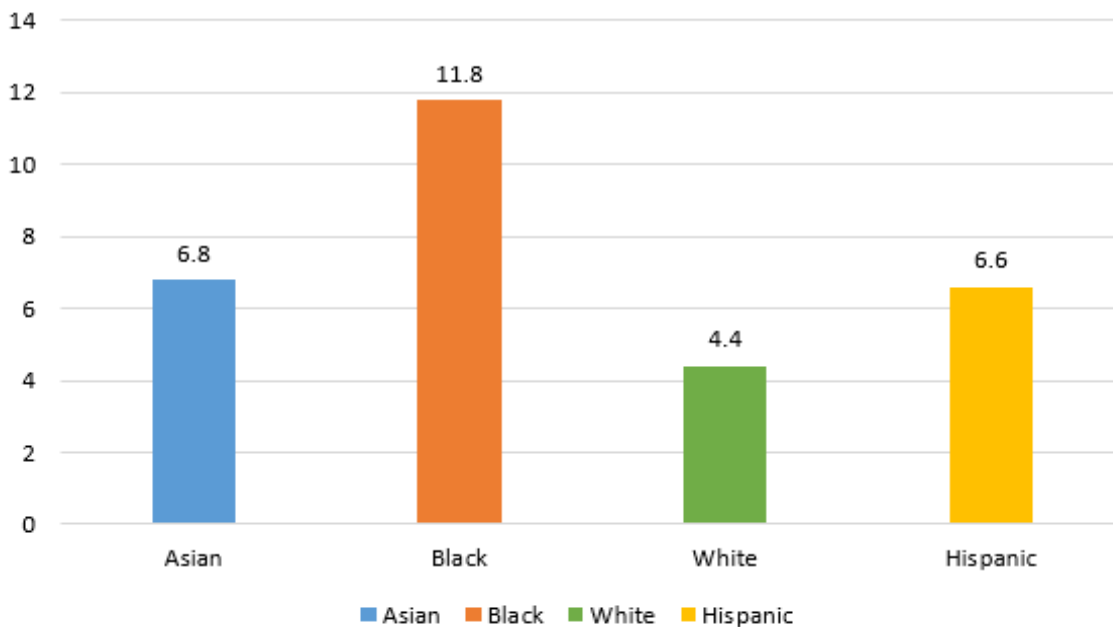


Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.  
 Source: U.S. Bureau of Labor Statistics, Current Population Survey.

## Unemployment

The current unemployment rate in Richmond is 2.6 percent. The unemployment rate over the 2014-2018 American Community Survey Population Estimate period is 8.3 percent. This unemployment rate in the City of Richmond varies greatly across race and ethnicity. As seen below, jobless rates are higher for Blacks (11.8 percent), Hispanics (6.6 percent) and Asians (6.8 percent), compared to Whites (4.4 percent).

**Figure 8: Unemployment<sup>xi</sup>**  
Unemployment by Race/Ethnicity in Richmond, Virginia in 2018



The focus of **OCWB Vision 2020** on **Systems Transformation** and **Two-Generation Approach** attempts to impact talent development through employment and education. The aforementioned data supports the need and strategies outlined in this report. Just as important, the outcomes and impacts demonstrated by our **return on investment** ratio provides a clear economic benefit for the residents of Richmond.

<sup>i</sup> United States Census Bureau (February 2020). Table V2019 Retrieved from <https://www.census.gov/quickfacts/richmondcityvirginia>

<sup>ii</sup> United States Census Bureau (February 2020). Table S1701 - Selected social characteristics in the United States: 2014-2018 American Community Survey. Retrieved from <https://data.census.gov/cedsci/table?q=Richmond%20city,%20Virginia%20Income%20and%20Poverty&g=0500000US51760&tid=ACSST5Y2018.S1701&t=Income%20and%20Poverty&layer=county>

<sup>iii</sup> United States Census Bureau (February 2020). Table S2301 - Selected social characteristics in the United States: 2014-2018 American Community Survey selected population tables. United States Census Bureau. Retrieved from <https://data.census.gov/cedsci/table?q=Richmond%20city,%20Virginia%20Civilian%20Labor%20Force&g=0500000US51760&tid=ACSST5Y2018.S2301>

<sup>iv</sup> \$35,000 - \$74,999

<sup>v</sup> \$100,000 and above

<sup>vi</sup> United States Census Bureau (February 2020) Table B19001 series - Selected social characteristics in United States: 2014-2018 American Community Survey. Retrieved from

<https://data.census.gov/cedsci/table?tid=ACSDT5Y2018.B19001B&vintage=2018&text=B19001B&hidePreview=true&layer=county&g=0500000US51760>

<https://data.census.gov/cedsci/table?q=B19001A%3A%20HOUSEHOLD%20INCOME%20IN%20THE%20PAST%2012%20MONTHS%20%28IN%202018%20INFLATION->

<ADJUSTED%20DOLLARS%29%20%28WHITE%20ALONE%20HOUSEHOLDER%29&g=0500000US51760&tid=ACSDT5Y2018.B19001A&vintage=2018&hidePreview=true&layer=county>

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<https://data.census.gov/cedsci/table?q=B19001D&g=0500000US51760&tid=ACSDT5Y2018.B19001D&hidePreview=true&vintage=2018>

<sup>vii</sup> United States Census Bureau (February 2020). Table C24010 series - Selected social characteristics in the United States: 2014-2018 American Community Survey selected population tables. Retrieved from

<https://data.census.gov/cedsci/table?q=C24010B&g=0500000US51760&tid=ACSDT5Y2018.C24010B&hidePreview=true>

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<https://data.census.gov/cedsci/table?q=C24010D&g=0500000US51760&tid=ACSDT5Y2018.C24010D&hidePreview=true>

<sup>viii</sup> Raj Chetty, Nathaniel Hendren, Patrick Kline, Emmanuel Saez. "Where is the land of Opportunity? The Geography of Intergenerational Mobility in the United States." *The Quarterly Journal of Economics*, Volume 129, Issue 4, November 2014, Pages 1553–1623, <https://doi.org/10.1093/qje/qju022>

<sup>ix</sup> United States Census Bureau (February 2020). Table C15002 series – Selected social characteristics in the United States: 2014-2018 American Community Survey selected population tables. Retrieved from

<https://data.census.gov/cedsci/table?q=C15002B&g=0500000US51760&tid=ACSDT5Y2018.C15002B&hidePreview=true>

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<https://data.census.gov/cedsci/table?q=C15002I&g=0500000US51760&tid=ACSDT5Y2018.C15002I&hidePreview=true>

<https://data.census.gov/cedsci/table?q=C15002D&g=0500000US51760&tid=ACSDT5Y2018.C15002D&hidePreview=true&vintage=2018>

<sup>x</sup> United States Bureau of Labor Statistics (September 2019). Retrieved from <https://www.bls.gov/emp/chart-unemployment-earnings-education.htm>

<sup>xi</sup> United States Census Bureau (February 2020) Table DP03 – Selected social characteristics in the United States: 2014-2018 American Community Survey. Retrieved from

<https://data.census.gov/cedsci/table?q=Richmond%20city,%20Virginia%20Civilian%20Unemployment&g=0500000US51760&tid=ACSDP5Y2018.DP03>