

# Mayor's Racial Equity Initiative Report

NOVEMBER 22, 2021



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## Purpose of Presentation

**Provide background on creation of Mayor's Racial Equity Initiative**

**Provide details on governance of private sector and philanthropic investments**

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**Provide information on programs and governance of City funds referenced in November announcement**

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## Details and Governance of City Funds

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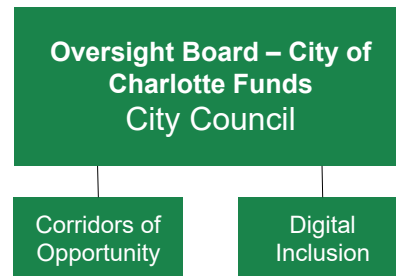
### Work Stream Financial Summary [as of November 1, 2021]

<u>Workstreams</u>	Private Sector & Foundations		Public Sector		<u>Total</u>
	Philanthropy	Equity & Debt	City	Other	
<b><i>Corridors of Opportunity</i></b>	\$10M	\$37M	\$62M	-	<b>\$109M</b>
<b><i>Digital Inclusion</i></b>	\$20M	-	\$10M	\$28M	<b>\$58M</b>
<b><i>JCSU</i></b>	\$80M	-	-	-	<b>\$80M</b>
<b><i>Employer Commitment</i></b>	\$3M	-	-	-	<b>\$3M</b>
<b>Total</b>	<b>\$113M</b>	<b>\$37M</b>	<b>\$72M</b>	<b>\$28M</b>	<b>\$250M</b>

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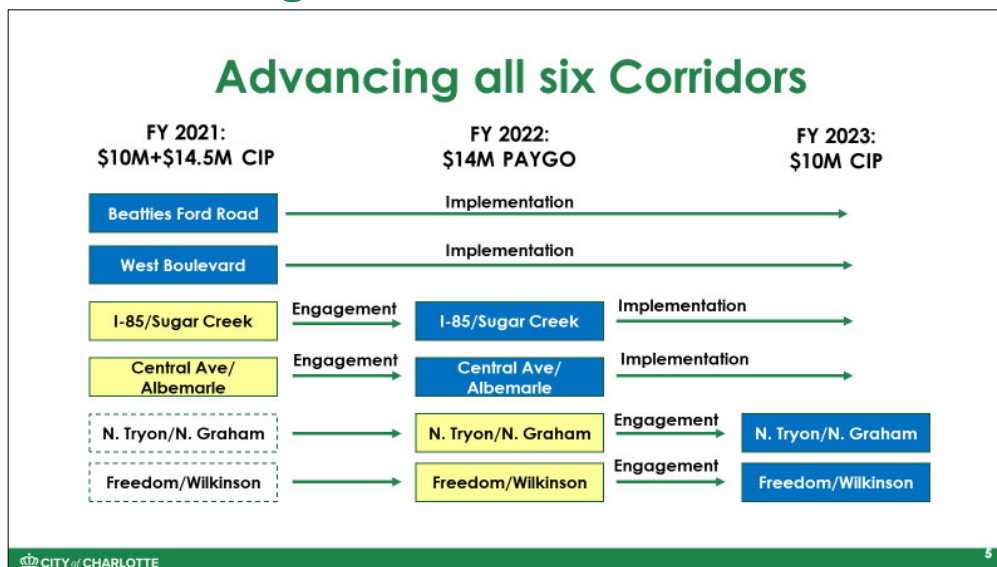
## Governance Principles of City Funds

- ✓ All City-funded investments in Corridors of Opportunity and Digital Inclusion will continue to be governed by Charlotte City Council
- ✓ No City funds for Digital Inclusion will be spent until City Council approves a plan



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## FY 2022 Budget Presentation: Corridors Plan



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# City of Charlotte: Corridors of Opportunity

Sources of City Funds		
Approved Funds	Planned Funds	Amount
FY 2021 CIP (2020 Bond)	-	\$14.5M
FY 2021 PAYGO	-	\$10M
FY 2021 General Fund for Violence Interruption and Safe Charlotte Grants	-	\$1.25M
FY 2021 CARES Act for Internet in Corridors	-	\$1.5M
FY 2022 PAYGO	-	\$14M
FY 2022 General Fund and CDBG for Safe Charlotte Grants	-	\$1M
-	2022 CIP Bond	\$10M
-	2024 CIP Bond	<u>\$10M</u>
		<b>\$62.25M</b>

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## FY 2022 Budget Message

- Spearheaded healthy corridor sweeps,
- Incorporated community in public art and placemaking efforts, and
- Provided financial support for West Side Land Trust.



The Proposed FY 2022 Budget includes \$14 million in new Pay-As-You-Go (PAYGO) funding to continue the progress. Of the \$14 million, \$7 million is planned to support housing and neighborhood stabilization in the Corridors and an additional \$7 million is planned to support economic development and jobs. Support for economic development efforts will include:

- Public-private partnerships,
- Business support and redevelopment, and
- Investments in jobs and implementing recommendations from the strategic employment plan.

Work on the strategic employment plan will continue in FY 2022. This work will complement other work done within the Corridors of Opportunity initiative that addresses barriers to employment. The program will also serve as a centralized point for our workforce development partners, private industry, educational institutions, and residents to join forces and network. Providing workforce development opportunities including skills training, will improve our ability to match resident skills with the growing industries in our region.

We will continue to focus on people-centric strategies. This includes opportunities for employment and addressing barriers, neighborhood stabilization and anti-displacement, and technology needs to address the digital divide. Aside from continuing programs that have already been successful, the \$7 million allocation for housing and neighborhood stabilization will include:

- A staying in place program, and
- A new approach focusing on pilot geographies to support neighborhood stabilization.

Much like the work in corridors, this pilot geographies program to support neighborhood stabilization will be about strategically leveraging and layering many of our existing housing programs, while adding and testing new concepts where appropriate.

Our momentum will continue in our Corridors as we advance all six Corridors of Opportunity in FY 2022. Prior to FY 2021, there was extensive engagement along Beatties Ford Road and West Boulevard and those areas were ready for investment. We are now moving towards I-85/Sugar Creek and Central Avenue/Albemarle Road, both of which will officially kick off the engagement process in 2021. We will continue strategic investments that lead to the community's desired impacts and grow the team to include the private sector, nonprofits, and philanthropic community partners.

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## Following the Plan

"Support for economic development efforts will include:

- Public-private partnerships,
- Business support and redevelopment, and
- Investments in jobs and implementing recommendations from the strategic employment plan."

"We will continue strategic investments that lead to the community's desired impacts and grow the team to include the private sector, nonprofits, and philanthropic community partners."

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# Previous CARES Act Investments in Digital Inclusion

Access Charlotte Program using CARES Act Funds

\$1.5M – Internet Access, Public-WiFi

\$1.0M –Devices, Tablets

\$750k – Digital Literacy

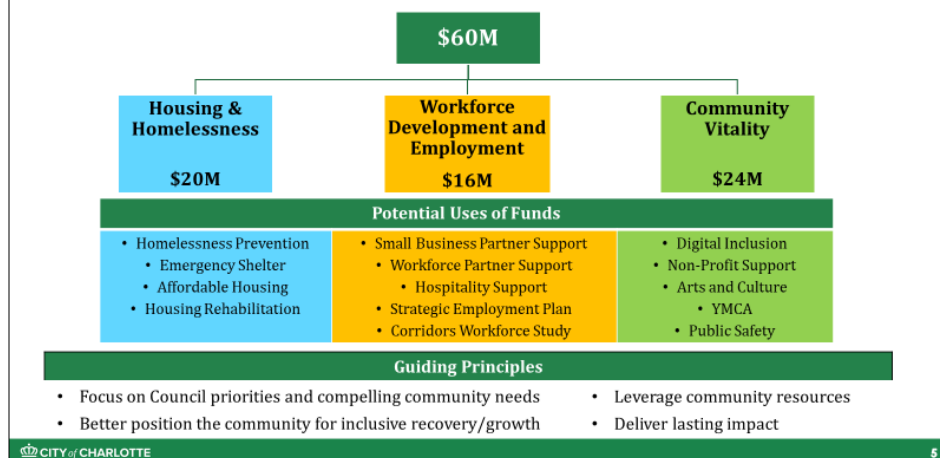
**\$3.25M**

## Achievements of Access Charlotte

- Almost 2,000 households and four public spaces received free internet service.
- Internet connectivity devices were provided for CMS students.
- Nine learning lab sites provided in community
- Digital Navigators program was created to help residents learn basic digital skills

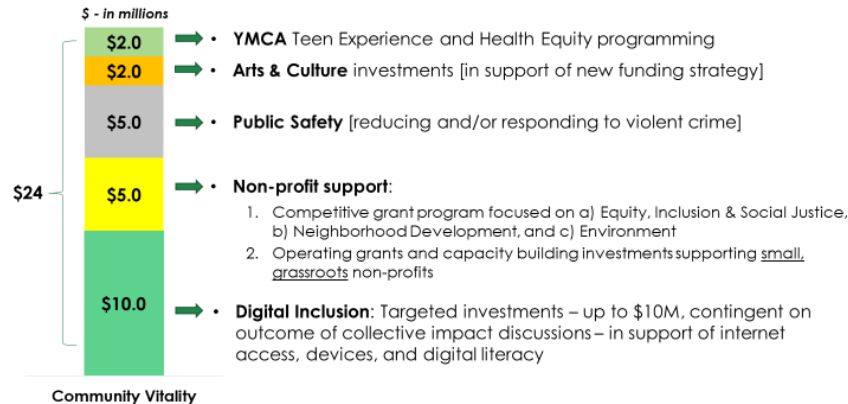
# Development of ARPA Investment: July 19 Presentation

## ARPA Phase-1: Community Investment Framework



## Development of ARPA Investment: July 19 Presentation

### ARPA Phase-1: Community Vitality



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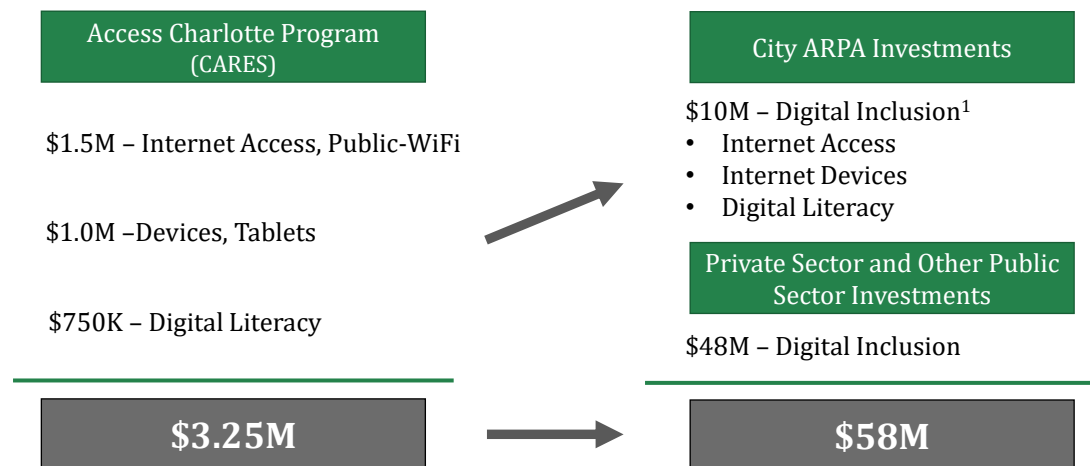
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## Building on CARES Act Investments in Digital Inclusion



<sup>1</sup> No City funds for Digital Inclusion will be spent until City Council approves a plan

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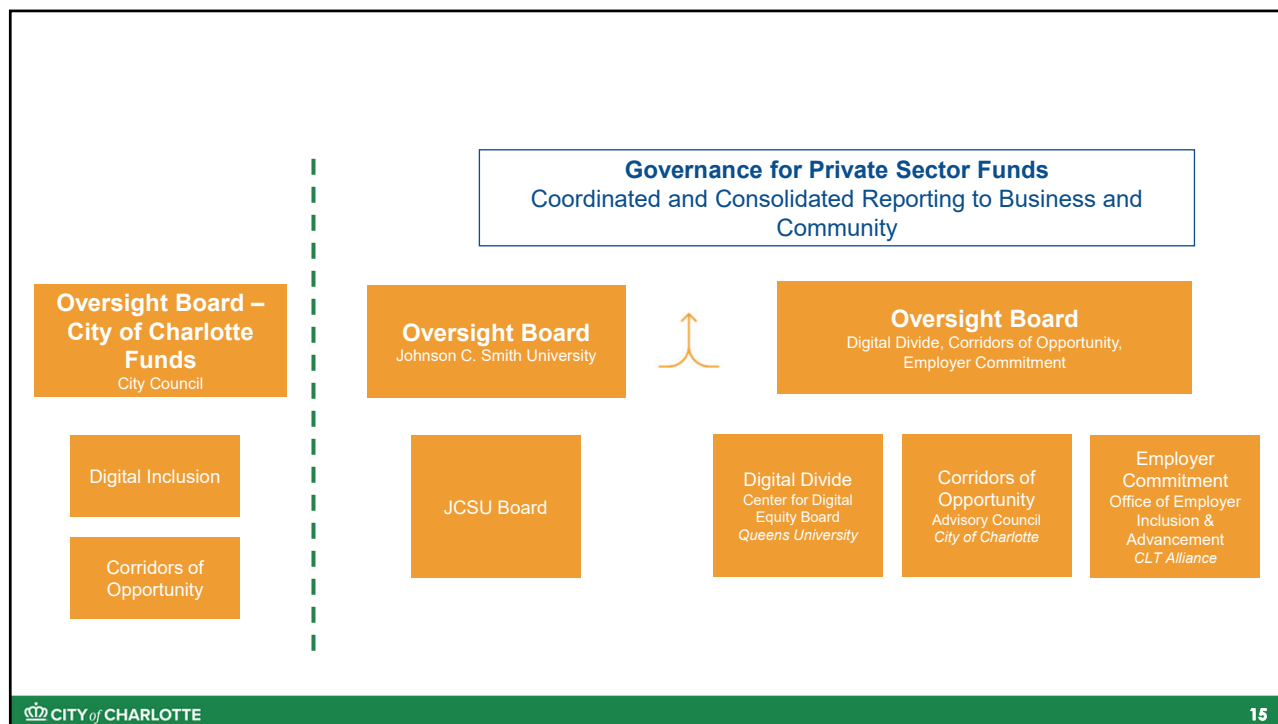
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The City will have representation on the Governance Board for private sector funds

## Private Sector Activation

- The Charlotte Executive Leadership Council established a “Corporate Response Team” in 2020 – co-chaired by Janet LaBar (CLT Regional Business Alliance) and Malcomb Coley (EY) – to develop a plan to build on the City’s ongoing efforts to advance racial equity
- In 2021, Foundation For The Carolinas spearheaded a fundraising campaign to secure pledges – from local companies and foundations – in support of the racial equity initiative



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### Elevating JCSU to a Top 10 HBCU

**Digital Divide: Did You Know?**

**Access:** 55,000 households in Mecklenburg County (14 percent) are not able to adopt the Internet at home

**Availability:** As many as 50,000 households lack a working computer at home

**Outreach:** Only 19% of North Carolinians have taken advantage of the Emergency Broadband Benefit

### Investing in Corridors of Opportunity

**Catalyzing Employer Commitment**

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# Questions?