

CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA



Agenda Date:	June 21, 2021
Action Required:	Review request and make funding recommendation
Presenter:	Ryan Davidson, Sr. Budget & Management Analyst, Budget Office Kaki Dimock, Director, Human Services
Staff Contacts:	Ryan Davidson, Sr. Budget & Management Analyst, Budget Office Kaki Dimock, Director, Human Services
Title:	Out of Cycle Request for Funding: Conscious Capitalist Foundation: \$203,500

Background:

On April 21, 2021, Conscious Capitalist Foundation submitted a request to city council for out of cycle funding to support intensive mentoring and support to youth referred by Lugo-McGinness Academy. Conscious Capitalist Foundation uses an approach to mentoring using ‘credible messengers’: people who use their lived experience as an opportunity to build trusting authentic relationships with students engaged in the program. The credible messenger approach is associated with positive outcomes in engaging in services and programs; reductions in re-arrest and violations; increased compliance with court and school conditions; and improved collaboration between system stakeholders and the broader community. Using credible messengers, Conscious Capitalist Foundation engages a transformative mentoring curriculum and program model called Healthy, Wealthy, and Wise, which has been identified as a promising practice by the National Institute for Criminal Justice Reform.

Discussion:

Much of the Conscious Capitalist Foundation proposal describes an intent to drive a juvenile justice reform process in this community. While Conscious Capitalist Foundation is a critical partner in this process, it is already significantly underway.

Over a year ago, the 16th District Court Services Unit, together with its partners, including Charlottesville Police Department, Department of Human Services, Charlottesville Commonwealth Attorney’s Office, Judge Barredo, and the Virginia Department of Juvenile Justice, was awarded one of seven grants to participate in a juvenile probation transformation project with the Center for Juvenile Justice Reform at Georgetown University, funded and supported by the Annie E. Casey Foundation. The goals of this project are:

- Goal 1: Create a statement of purpose for probation and conduct system mapping to identify, create, and expand on and off ramps of the system
- Goal 2: Improve family engagement
- Goal 3: Create and implement Restorative Justice Programming at all exit points in the juvenile

system

Goal 4: Implement new and updated diversion policy within the Police Department

Goal 5: Reduce number of technical violations

Goal 6: Reduce number of Child in Need of Services/Supervision petitions and cases

This is a planned multi-year project with technical assistance and support provided by Annie E. Casey for at least two years. Implementation partners include the original team plus community-based organizations and schools, including Conscious Capitalist Foundation. They have launched two work groups to create increased opportunities for police-initiated system diversions and to increase meaningful family engagement. Focus groups with families and youth involved, or previously involved, in the juvenile justice system are in the planning phases.

Staff reached out to Conscious Capitalist Foundation to clarify their intentions for the proposal and services to be delivered. Conscious Capitalist Foundation clarified that the proposal is to provide transformative mentoring services to 40-50 youth referred by Lugo McGinness Academy.

Community Engagement:

No community engagement was specifically conducted as part of staff review of this out of cycle request.

Alignment with City Council's Vision and Strategic Plan:

This grant advances the City of Charlottesville's Strategic Plan goals for inclusivity, self-sufficiency, and community safety.

Budgetary Impact:

This request is for \$203,500, 100% of the cost of the proposed project. The only currently identified funding source for this request would be the City Council Strategic Initiatives Fund and the Council Equity Funds, which as of June 11, 2021 had a combined balance of \$327,507.13.

Recommendation:

This out of cycle request is being presented to City Council for review and potential funding recommendation at the request of Councilor Hill, consistent with City Council's policy. Staff has prepared a resolution that allocates \$50,000 from Council's Strategic Initiative Account should Council choose to fund this request. City Council could also amend the resolution if the decision is to fund at a greater or lesser amount. The total request of \$203,500 is in excess of current policy for out of cycle requests to be limited to \$50,000. The \$50,000 amount in the resolution was chosen to conform with the current Council policy that out of cycle requests be limited to \$50,000, and is not a staff recommendation for a funding amount, as that final recommendation is a Council decision.

Alternatives:

Council could choose to not fund this request at this time; choose to fund it at a different amount than the \$50,000 in the resolution; or identify a different source of funding than the Council Strategic Initiatives Fund.

Attachments:

- Resolution
- Conscious Capitalist Foundation proposal for funding submitted to City Council on April 21, 2021.

**RESOLUTION APPROPRIATING FUNDING FOR
Conscious Capitalist Foundation
\$50,000**

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Charlottesville, Virginia that the sum of \$50,000 is hereby paid from currently appropriated funds in the Council Strategic Initiatives account in the General Fund to the Conscious Capitalist Foundation in support of intensive youth mentoring and support program.

\$50,000

Fund: 105

Cost Center: 10110010000

Rehabilitating Juvenile Justice Initiative

Overview

The Rehabilitating Juvenile Justice Initiative (RJJI) will work to engineer a better justice system for Charlottesville youth while cultivating the skills and behavior shifts needed to navigate challenges during adolescents. This initiative will deploy a systemic approach to reengineering our City's juvenile justice infrastructure by working across organizational partners to push juvenile probation policy reform, providing cognitive behavioral therapeutic mentoring in schools and residential facilities, as well as running youth entrepreneurship training. The overall impact of this work will lower recidivism rates, reduce youth delinquency, and promote positive long-term change within the juvenile court system.

Background

In 2014, Charlottesville City Council was presented with one of the first deep studies on disproportionate minority contact in the juvenile justice system. As requested by council, the Charlottesville Task Force on Racial Disparities and Disproportionality set out to understand the root causes of racial disparities in our local juvenile justice system and provide recommendations for best practices in solving the challenge.¹ This report released seven years ago, described a terrain where Black youth fair far worse in our justice systems than their white peers and called for concerted action to remedy the systemic issue.

In response, City Council developed a Black Male Achievement (BMA) board that has done significant work to support Black youth academic outcomes ensuring they have the investment they need to prosper in the classroom while highlighting the excellence these young boys exhibit.² Over the years, BMA has garnered national attention leading to partnerships such as My Brother's Keeper which is an initiative to address persistent opportunity gaps faced by boys and young men of color and ensure that all young people can reach their full potential.³ A number of other city funded initiatives have worked to provide tutoring for children and other educational avenues. These strategies are necessary for our city's developing infrastructure to support African American youth. However, few interventions are geared towards our most vulnerable youth therefore stalling progress towards truly advancing a decrease of disproportionate minority contract in our juvenile justice center.

Today, our city is at an inflection point with an overall decline in juvenile cases appearing

¹ Charlottesville DMC Report. <https://www.justice4all.org/wp-content/uploads/2014/06/Disproportionate-Minority-Contact-in-the-Juvenile-Justice-System.pdf> . Accessed April 2, 2021

² City of Charlottesville <https://www.charlottesville.gov/1098/Black-Male-Achievement> . Accessed April 2, 2021

³ The White House Archives. <https://obamawhitehouse.archives.gov/my-brothers-keeper> . Accessed April 2, 2021

to be unstable (Figure 1). Recent policy changes passed along bipartisan lines during the Trump Administration have set new standards for juvenile intake and accounting. Even still, our City looks to be heading towards a decline in juvenile cases. However, a closer look at the data demonstrates that disproportionate minority contact continues to be a pressing challenge for our city with Black youth making up the greatest share of juvenile intake cases over the past three years (Figure 2). In the 2020 fiscal year, Black youth accounted for almost 80% of cases, demonstrating a pressing need for support in areas the City has yet to holistically tackle.

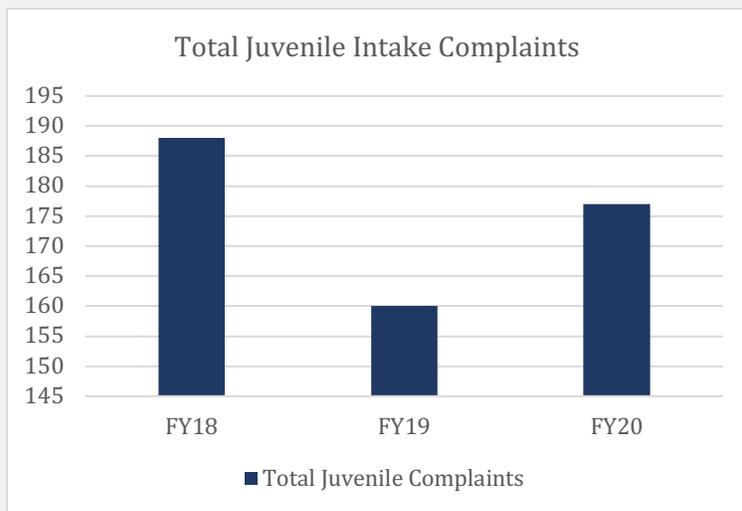


Figure 1. Total juvenile intake complaints in Charlottesville, VA⁴ over the last three years illustrate an unstable picture. These fluctuating figures could be impacted by federal policy such as the Juvenile Justice Reform Act of 2018 which amended the 1974 Juvenile Justice and Delinquency Prevention Act.⁵

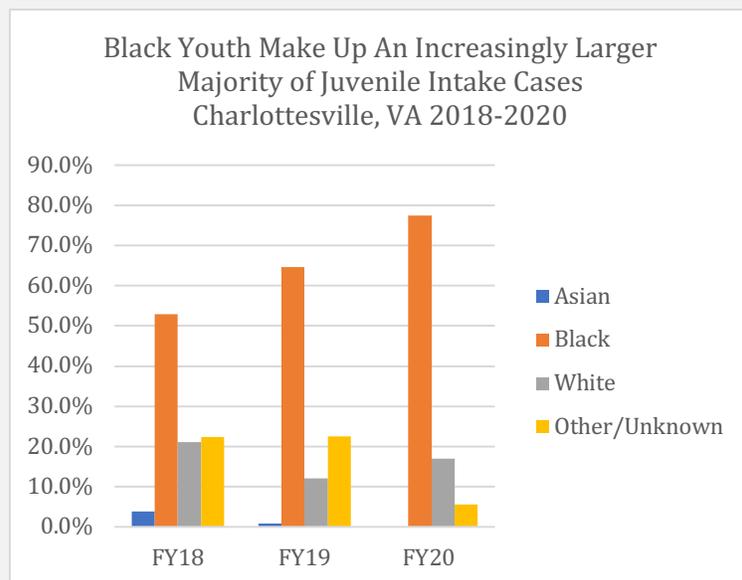


Figure 2. Juvenile Intake Cases by Race

⁴ Virginia Department of Juvenile Justice (data source: FY2020 Data Resources by Localities) <http://www.djj.virginia.gov/pages/about-djj/drg.htm>. Accessed March 31, 2021

⁵ Office of Juvenile Justice and Delinquency Prevention. <https://www.juvjustice.org/sites/default/files/resource-files/Summary%20of%20the%20Juvenile%20Justice%20Reform%20Act%20of%202018.pdf>

A Whole Justice Approach: Credible Messengers, Collaboration, and Policy Reform

Through Rehabilitating Juvenile Justice Initiative (RJJI), the city of Charlottesville will round out the services it provides for African American youth. This initiative will build upon the credible messenger approach to cultivate the skills and behavior shifts needed to navigate unique challenges during adolescents. The Credible Messenger movement emerged out of a core belief that communities have within them transformative resources to lift up justice-involved people in a comprehensive and positive way. It works from the inside out: justice involved/at-risk young people who have a higher risk of re-offending are matched with specially trained adults with relevant life experiences (often previously incarcerated, Returned Citizens) called Credible Messengers, who share their background.⁶

Credible Messengers *improve outcomes for young people in the justice system:*

- Increased engagement with programs and services
- Reduction in re-arrests, violations, and anti-social behavior
- Increased compliance with court mandates
- Improved relationships between system stakeholders and community members
- More community capacity to support system-involved youth

By partnering with Charlottesville City Schools as well as Lugo McGinnis, the RJJI will create sustainable pathways to support at risk youth throughout our school system. In addition to direct programming the initiative will work to enhance the city's current work by collaborating with existing programs to create additional growth opportunities for youth caught in the juvenile justice system. This might include entrepreneurship training, engagement with the arts, or access to internship opportunities, and job placement. Below, you will find an overview of the goals, activities, and expected outcomes for the Rehabilitating Juvenile Justice Initiative.

Goals

1. Increase access to community-based programs and services among high-risk and justice-involved youth enrolled in alternative schools and their families.
2. Improve academic achievement and dropout rates among system-connected and high-risk youth enrolled in CCS and alternative schools. Reduce disparities in school discipline and achievement in alternative schools where Conscious Capitalist Foundation is leading RJJI programming.
3. Reduce recidivism among youth leaving the Albemarle County JJC and reduce youth arrests and incarceration in Charlottesville and Albemarle County.
4. Pursue policy change in collaboration with Legal Aid Justice Center Just Children programming.

⁶ Credible Messenger Justice Center. <https://cmjcenter.org/approach/>. Accessed March 31, 2021

Activities and Outcomes: July 2021 – June 2022

- A. **Provide a coordinated service network** for high-risk and justice-involved youth and their families through partnerships with youth-serving organizations.
- Outcome 1:** 75 percent of youth participants demonstrate completion of Achievement Plan goals within three months of engagement.
- Outcome 2:** 75 percent of youth remain engaged in RJJI services for at least 12 months, measured by case summaries.
- Outcome 3:** Youth demonstrate active participation in program, measured by attendance and engagement in meetings with Credible Messenger and completion of partner services and programs.
- B. **Establish mechanisms for policy reform** including both formal and informal meetings with oversight by community stakeholders and community members on juvenile policy reform. This might include working with the City's Taskforce as well as Legal Aid Justice Center's Just Children program.
- Outcome 1:** By June 2022, host a series of community events engaging youth, family, organizations, and policy makers in discussions on adolescent disciplinary policy in schools and juvenile justice court system.
- Outcome 2:** Provide opportunities for over 500 community members and stakeholders to engage in visioning and redefining more supportive system for our youth priorities.
- C. **Plan for sustainability** by pursuing additional funding for long-term investment at the city, agency and community member levels.
- Outcome 1:** By January 2022, secure a funding match of at least \$50,000 to support this initiative.
- Outcome 2:** By June 2022, present a diversified multi-year funding plan to City Council.
- D. **Contribute subject matter expertise** to discussions on credible messenger program, and other planning and policy development to ensure that the City, the University of Virginia, community organizations and citizens are aware of the impact of policy on transforming the school to prison pipeline.
- Outcome 1:** By October 2021, the Initiative will conduct a mid-term evaluation and share reports of program progress.
- Outcome 2:** By June 2022, the Initiative, with input from youth, teachers, and other community members, will publish and present a Reimagining Juvenile Justice policy agenda to City Council.
- E. **Identify and apply for opportunities to highlight the City's Rehabilitating Juvenile Justice work** statewide and nationally.
- Outcome:** By June 2022, develop a plan for learning exchanges, such as presentations at national conferences that will extend Charlottesville's

Rehabilitating Juvenile Justice reach to statewide, regional and national partners.

Budget

PROJECT BUDGET	TOTAL BUDGET	Budget Justification (Narrative)
PERSONNEL/STAFFING EXPENSES (List title and % FTE on project)		
Executive Director (25%)	\$ 20,000	The Executive Director will provide supervision and guidance for the HWW program and will manage relationships with program referral and service partners. The base salary for the position is \$80,000. The Executive Director will dedicate 25 percent of their time to the project for a total program cost of \$20,000 per year.
HWW Coordinator (100%)	\$ 40,000.00	The HWW Coordinator will oversee operations of the HWW program, including scheduling, communications, and reporting, in partnership with the HWW Facilitator. The base salary for the position is \$40,000. The HWW Coordinator will work on the program full time for a total program cost of \$40,000 per year.
HWW Facilitator (100%)	\$ 40,000.00	The HWW Facilitator will lead weekly HWW CBT groups to up to 25 young people over each 14-week session. The HWW Facilitator will track attendance and progress in completing companion journals and will meet one-on-one with HWW clients, as needed. The base salary for the position is \$40,000. The HWW Facilitator will work on the program full time for a total program cost of \$40,000 per year.
Deputy Director (25%)	\$ 20,000.00	The Assistant Executive Director will connect young people to services, supports, and opportunities; guide young people in developing life plans outlining milestone goals; and support young people in meeting life plan goals. The base salary for this position is \$80,000. The Deputy Director will dedicate 25 percent of their time to the project for a total program cost of \$20,000 per year.
Subtotal, Personnel/Staffing Expenses	\$ 120,000.00	
Benefits (25% of Personnel)	\$ 30,000.00	CCF calculates benefits at 25 percent of total salaries. These funds cover the cost of employee benefits, including health, dental and vision plans, as well as mandatory employment costs such as FICA, Social Security, SDI, and unemployment taxes.
NON-PERSONNEL EXPENSES		
Rent	\$ 5,000.00	CCF budgeted \$5,000, approximately 10 percent of its total annual rent costs, for office space where weekly HWW CBT groups and one-on-one life coaching will take place.
Office Supplies	\$ 2,000.00	CCF budgeted \$2,000 per year for general office supplies, including pens, paper, paperclips, binders, notepads, and staplers. Program staff will use these supplies in leading HWW groups and one-on-one life coaching, and for general program operations and reporting.

Equipment Supplies	\$ 3,000.00	CCF budgeted \$3,000 per year for equipment needs for program staff, including computer hardware and software; office furniture (desks, desk chairs, organization units, and chairs for clients); and printers/copiers.
Communications (Telephone, Internet, etc.)	\$2,000	CCF budgeted \$2,000 a year for communications
Travel	\$ 5,000.00	CCF budgeted \$2,000 per year in transportation costs. CCF Life Coaches often travel throughout Charlottesville to meet with clients in the community, conduct home visits, and accompany clients to appointments, interviews, and meetings with partner organizations. CCF also provides transportation support to clients, as needed.
Subtotal	\$167,000	
INDIRECT/OVERHEAD EXPENSES (Direct Expenses = Personnel + Non-Personnel)	\$16,500	CCF budgeted \$16,500 in indirect costs. These funds will be used to cover the costs of accounting, human resources, insurance, and information technology to support program operations.
OTHER COSTS		
Subcontracts/Consultants	\$15,000	Evaluation & Reporting
Stipends	\$5,000	CCF budgeted \$5,000 in participant stipends for the HWW program. Young people enrolled in the program will be able to earn small stipends for meeting program milestones.
TOTAL EXPENSES (Personnel + Non-Personnel + Other Costs)	\$203,500	The total annual program cost is \$203,500.

Additional Funding Opportunities

[OJJDP FY 2021 Multistate Mentoring Programs Initiative](#)

Closing Date

April 9, 2021

This program supports the implementation and delivery of mentoring services to youth populations that are at risk for juvenile delinquency and juvenile justice system involvement.

[OJJDP FY 2021 National Mentoring Programs](#)

Closing Date

April 9, 2021

This solicitation provides funding for applicant organizations to enhance and expand mentoring services for children and youth.

[OJJDP FY 2021 Reducing Risk for Girls in the Juvenile Justice System](#)

Closing Date

April 9, 2021

The goal of this program is to reduce risk factors and promote protective factors for girls who come in contact with the juvenile justice system, and place them on a path toward success, stability, and long-term contribution to society.

[OJJDP FY 2021 Second Chance Act Addressing the Needs of Incarcerated Parents and Their Minor Children](#)

Closing Date

April 12, 2021

The goal of this program is to assist states and localities in developing or expanding services that meet the needs of incarcerated parents and their minor children to prevent violent crime, reduce recidivism, and provide support for minor children.

[OJJDP FY 2021 Mentoring for Youth Affected by the Opioid Crisis and Drug Addiction](#)

Closing Date

April 13, 2021

This program supports the implementation and delivery of mentoring services to youth who are currently abusing or addicted to drugs, youth at risk for abusing drugs, and youth with family members who are currently abusing or addicted to drugs.

Appendix



Blue Ridge Juvenile Detention

James W. Boland, Director

April 15, 2021

To whom it may concern,

As Executive Director of Blue Ridge Juvenile Detention (BRJD), a 40-bed facility serving the City of Charlottesville, and the Counties of Albemarle, Culpeper, Fluvanna and Greene, I am pleased to provide this letter of support for the Conscious Capitalist Foundation (CCF).

The partnership BRJD and CCF has established over these past two years has proven to be extremely beneficial to both our staff and the residents we serve. The services CCF provides perfectly supplements and enhances what our staff strive to deliver to our residents daily but from an active real-world perspective. Their mission to provide financial literacy, business skill development, and ongoing mentorship has opened numerous channels as it relates to the opportunities our residents have when planning for reentry to their communities. The Conscious Capitalist Foundation empowers youth and provides the additional tools to further assist our residents in getting a head start in becoming successful members of and contributors to their community. I have personally participated alongside the residents during one of the 8-week entrepreneurship groups and have openly expressed how beneficial it could have been for me to understand what they teach at such a young age, much of which I gained a better understanding of while participating in this group.

BRJD and its staff appreciate your consideration of our comments and hope this will assist in providing insight into the value CCF offers to our residents and the community as a whole. Please do not hesitate to contact me if you have questions or need additional information on the programs and services CCF provides to the residents at Blue Ridge Juvenile Detention.

Sincerely,

Jay Boland, Executive Director
Blue Ridge Juvenile Detention

Appendix, *continued*



Center for the Redress of Inequity through Community Engaged Scholarship
Initiative
College and Graduate School of Arts and Sciences

To Whom It May Concern:

I write this letter to express the enthusiastic support of UVA's Equity Center for the partnership between Lugo-McGinnis Academy (LMA) and Conscious Capitalist Group (CCG). Their goals and mission are aligned with the priorities of the Equity Center. Specifically, we see them as critical partners in reducing the inequitable access to education resources for underrepresented youth in Charlottesville. Collectively, we can build a pipeline that provides community-based mentorship, opportunities to explore career and college pathways, and effectively close the opportunity gap for the scholars that attend LMA. In a year that has been mercurial at best, a consistent rock for the community and youth has been Conscious Capitalist Group. We are excited to work with them to deepen their impact.

It is our express belief that this initiative which represents a partnership between University entities, community partners, city high-school students, advances the Equity Center mission of bringing rich resources to bear on the work of tangibly redressing racial and economic inequality in surrounding communities in several key ways:

- It represents authentic partnership and mutuality between the University, residents, and community partners
- It constitutes concrete action towards education inequities in our community
- It leverages the resources of the University strategically to local youth.

The Equity Center stands ready to provide its full support. Our staff consists of former educators of color who have local experience teaching and being administrators as well as terminal degrees in evidence-based practices in serving youth. As dictated by the community and CCG, we look forward to providing thought partnership and program design, robust program evaluation of the program in order to demonstrate success, and helping to coordinate mentors and tutors for students.

We thank you for your consideration of this request.

Sincerely,

A handwritten signature in blue ink that reads 'Ben Allen'.

Ben Allen
Executive Director, The Equity Center

The Equity Center
Old Albemarle Hotel | 617 West Main Street, Rm 400 | PO Box 400255 | Charlottesville, VA 22903
P 434.243.3636 | equitycenter@virginia.edu | virginiaequitycenter.org

Appendix, *continued*



August 14, 2020

To whom it may concern,

This letter is in support of the Conscious Capitalist Group and what the possibilities that can come from collaborating with Lugo-McGinness Academy. The mission of CCG uniquely aligns with the work we do at LMA, which is building connections and creating hope for what students can achieve post high school. Now more than ever, our young men need the support and knowledge they bring to enhance the work we do to build capacity in our young adults so they can thrive and give back to the Charlottesville community. This partnership is more than mentoring, although that is important. Beyond the mentorship is the depth of experience and knowledge the CCG brings regarding building authentic connections with our young men. While mentors are important for young adults, it is equally important to have individuals who bring knowledge and experience to the relationship.

In collaboration with CCG, students gain access to additional support in the areas of college and career readiness for all students, financial literacy, entrepreneurships built on connections formed in the community, and opportunities for paid mentorships. One of the most important elements of the work the Conscious Capitalist Group has to offer the students of Lugo-McGinness Academy is continuity, because the members of the group are members of the Charlottesville community; allowing them to build connections over time.

Appendix, *continued*

I hope you see the value of what CCG has to offer the Charlottesville community. Our students need connection and support to reach their fullest potential. I am excited at the opportunity to collaborate with the CCG so our students can see themselves having opportunities they might not have thought possible before' bringing to life the real world applications of entrepreneurship.

Sincerely,

A handwritten signature in black ink that reads "Jill Dahl". The signature is written in a cursive, flowing style.

Jill Dahl
Program Administrator
Lugo-McGinness Academy