Woodfin Transition Team

Social Justice Committee Report: Project Proposals and Best Practices

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TEAM PROJECT: The Human Rights Commission

Social Justice Committee Theme: Sanctuary City Ordinance

Background: Our immigrant neighbors are currently facing prejudice, hatred, and the possibility of deportation, all while calling Birmingham. The city of Birmingham must position itself as a lighthouse in contrast to the hostile political environment for immigrants and other marginalized communities. We must not forget our civil rights history and continue to fight for the human rights of all the members of our community.

Project Description:

- The city must work closely with local advocates to revise the current city ordinance, if necessary.
- The city must encourage current city council members to meet with constituents and be open minded on their immigration stance.
- Birmingham must pass the Sanctuary City Ordinance.

<u>Timeline:</u> Due to recent national policy changes and recent dehumanization of immigrants by the President, we ask the Mayor's office to take swift action in being on the right side of history. We must live up to our reputation as a city that values human and civil rights.

Links with other Transition Teams: Neighborhood and Public Safety

Links with City Departments: Mayor's Office of Citizen's Assistance

Links with Woodfin Plan: https://www.randallwoodfin.com/inclusivebham

TEAM PROJECT: Criminal Justice Reform

<u>Social Justice Committee Theme:</u> Confront epidemic of violence and reduce incarceration

Project Description:

- This project requires collaboration of the city with local organizations to provide mandatory Cultural Competency and Implicit Bias training for the Birmingham Police Department.
- Creation and appointment of constituents to a Civilian Police Review Board.
- Introduce a citywide policy that promotes pre-arrest diversion programs for at risk youths and young adults.
- Explore alternative methods for constituents to pay court fees and fines.

<u>Links with other Social Justice Subcommittees:</u> Art Education and Cultural Exposure, Poverty Reduction

<u>Links with other Transition Teams:</u> Neighborhood and Public Safety, Education and Workforce

<u>Links with City Departments:</u> Birmingham Police Department

Links with Woodfin Plan: https://www.randallwoodfin.com/safety

TEAM PROJECT: Youth Engagement

Social Justice Committee Theme: Pathways to Success for Birmingham Youth

<u>Background:</u> The city of Birmingham must create pathways to success that will provide youth with life skills to help them reach their highest potential beyond the K-12 city school system.

Project Description:

- The city must partner with local grassroots organizations to support anti-bullying campaigns in Birmingham City Schools.
- Collaborate with local businesses to create seasonal enrichment programs and co-op opportunities for high school students.
- Partner with the Department of Public Health and Birmingham City Schools to provide youth with medically accurate health education.
- Collaborate with Birmingham City Schools and professional organizations to develop a "Youth Needs Assessment."

<u>Links with other Social Justice Subcommittees:</u> Art Education and Cultural Exposure, Poverty Reduction, Health Disparities

Links with other Transition Teams: Education and Workforce

Links with City Departments: Department of Public Health, Birmingham City Schools

Links with Woodfin Plan:

https://www.randallwoodfin.com/safety https://www.randallwoodfin.com/investinbham https://www.randallwoodfin.com/oppagenda

TEAM PROJECT: Intersectionality

<u>Social Justice Committee Theme:</u> Repairing and rebuilding communities ties

Background: The administration must work to repair the weaken community ties between the local government and minority groups throughout the city. In the past, minority groups in Birmingham have been taken advantage of. The administration must openly support minority causes and initiates through the city to regain these group's trust and strengthen our sense of community.

Project Description:

- The city must openly affirm all religious and seasonal holidays. (e.g., Passover, Kwanzaa, Ramadan, etc.)
- Openly acknowledge and support national holidays dedicated to various social justice. causes (e.g., Pride Month, Voters Rights, etc.)
- Partner with the Birmingham Civil Rights Institute to host monthly events paying homage to various social justice movements in the city.
- Develop a department dedicated to human rights issues in the city. (See Office of Racial Equity and Social Justice Proposal)
- Hire a LGBTQ liaison for the city of Birmingham.
- Host regular town hall meetings in each district with representation from the administration.

Links with other Social Justice Subcommittees: Art Education and Cultural Exposure

Links with other Transition Teams: Transparency and Efficient Government

<u>Links with Woodfin Plan:</u> https://www.randallwoodfin.com/inclusivebham

TEAM PROJECT: My Story, Incorporated

Social Justice Committee Theme: Veteran Homelessness

<u>Background:</u> My Story Incorporated is a nonprofit, Christian based agency that is designed to assist with the rehabilitation of homeless and disadvantaged veterans. Instead of providing temporary solutions that offer comfort to the homeless, My Story, Incorporated will assist them with reentry to society to become viable citizens. Though the program is currently in the stages of infancy, the mission is clear. The focus will be on education, skills development, employment, finances & investing, and community service. My Story Incorporated is founded by Erica M. Fields.

Project Description:

- Build rapport through interaction with the homeless veterans (outreach, food, clothing, etc in the park).
- Transport from the park to a My Story Center.
- Proposed Site of a My Story Center: A school that has been closed or abandoned in an area where homelessness is prevalent (i.e. Banks High School)
 - o Classrooms will be used as dorm rooms.
 - o Auditorium used as a training center.
 - o Gymnasium used as a hub for partners (to do career fairs, medical fairs, data collection, etc) and a health and wellness center.
 - o Principal's office and teachers' lounge used as administrative offices.
 - o Cafeteria used as a sponsor site for a community food bank.
 - Library will remain with a cyber café (computers and books to come from sponsors).
- Provide substance abuse counseling and mental health counseling. Drug Testing will be administered weekly for the first 3 months and an acceptable schedule will be completed thereafter.
- Provide access to VA benefits counselors.
- Determine what skills and/or educational programs are supported by the VA. Once mental stability and recovery are proven (based on results of psychiatric evaluation), we begin the educational and skills based program.
- Skills test will be administered at a community college to those who have certain skills (plumbing, welding, etc).
- Once these tests are complete, we will start the job search while simultaneously sending them for skills certification in their area of choice. This way, when they land a job, they will have military experience and civilian skills certification.
- Scholastic Aptitude tests will be administered to determine what education level they are proficient.
 - Tests will be administered at the My Story Center by volunteers who are retired teaching professionals or at a nearby community college.
 - o Once the test results are returned and career paths are chosen, the VA will be

contacted concerning the program participant's GI Bill eligibility. From here, we will get them enrolled in the school of their choice in the area of their choice.

- Once the skills certification and/or educational component are complete, My Story will have an onsite job recruiter who will assist with resume writing, interview training, job searching, and job placement.
- Once the job is secured, My Story will transfer the veterans to the nearest bus stop. From there, they will take the bus to their area of employ. They will then bicycle or walk the rest of the way. Those employed in rural areas will be transported in a My Story van.
- Financial training will be the next component.
- The program participants (referred to as "storytellers) will not be charged anything for My Story's services. However, they must agree to this financial model
 - o 10% to charity, church, or good deed
 - o 10% to themselves (but never cash-must be debit card usage only as this will be monitored)
 - o 80% to be invested. The storytellers will sit with financial advisors who will teach them about investing and fiscal responsibility.
 - o There will be several components to this training − (1) What are finances (2) How do you pay bills? (3) What is a credit score and how does it impact me? (4) What is involved in the purchase of a home? (5) Investing and Wealth Building
- Program Culminating Activity
 - My Story Graduation- Participants will share their journey to family, friends, city officials, teachers, and volunteers.
 - o Full program with formal dinner.
 - Outreach Storytellers will go back to where they were find to retrieve someone else to go through the program.
 - Those who move out when the program ends will continue to be monitored on a monthly basis – and only allowed to return if they have not fully grasped the skills to survive.

<u>Costs:</u> The objective is to gain a grant (from the government) to make all the repairs and renovations to the school to bring it up to code. Preference will be given to contractors based in the area that we are serving. Research has been done and the grant has been found.

- Currently seeking assistance from a grant writer.
- Fundraising (3 major events to be held):
 - o Gala in May
 - o Community Outreach in July
 - o Storytellers Program in November for community awareness.
- Estimated financial and human capital requirements –budget planning and estimation in Progress.

Metrics:

- The aim is to start with 10 homeless veterans per wave
- 3-6 months rehabilitation.
- Over 1,000 Homeless people concentrated in the downtown Birmingham area. 40% are

projected to be veterans. Will not know the true number until data is collected.

<u>Timeline:</u> Proposed timeline of action tied to metrics. Need the mayor's assistance with securing an abandoned school to be transformed to My Story Center.

TEAM PROJECT: Office of Racial Equity and Social Justice

<u>Social Justice Committee Theme</u>: Ongoing accountability and city support for Social Justice

Background: Institutional practices and policies play a vital role in the ability of individuals to achieve their highest possible potential in life. Throughout history, the systemic oppression of groups of individuals based on race, gender, sexual orientation, physical ability, age, and other features have resulted in prominent and pervasive inequities in our society. In Birmingham, various types of oppression are well documented, and the results continue to be felt today through increasing gaps in the health, education, and economic vitality outcomes of Birmingham's neighborhoods and residents.

Most recently, following the "Great Recession" of late 2000s/ early 2010s and the Jefferson county bankruptcy in 2011, Birmingham experienced dramatic growth and economic recovery in the city center. New amenities focused on health and tourism, like the addition of Railroad Park, Regions Field, expansion of the Red Rock Ridge & Valley Trail System, and a ZYP bike share program, increased the visibility and vitality of Birmingham, but many city residents have not experienced the benefits of these investments in our daily lives. Local data shows that man segments of Birmingham's population low-income households and women of color, continue to see lower educational attainment, poor health outcomes, and limited financial opportunities.

Over the last decade, many cities in the United States have initiated work to achieve racial equity and social justice throughout the structures of local government. Government offices directly focused on addressing inequities experienced by residents are forming. These offices provide on-going training, accountability, planning and support as city governments make a long-term commitment to achieving racial equity. Cities that do not directly address issues related to race and equity may inadvertently perpetuate the poor education, health, and financial outcomes experienced by city residents.

Project Description:

- Connect the city of Birmingham with national resources and technical assistance as it works to normalize, organize, and operationalize racial equity efforts within the city. (For example: Projects like the Young Women's Initiative of Greater Birmingham proposal and U-Turn program proposal mention later.)
- Establish a Public Advocate/ Social Justice Advisor position within the Mayor's office to show the people within the community that their city sees them as more than just numbers and show residents that there is someone speaking on their behalf. This position must be held by a person willing to be a civil servant to aid the people within the community, as opposed to draining from it.
- Establish an executive team that consists of:
 - Lawyers with expertise in Public Interest Law to further interests shared by the public and communities within it. They will address issues of fair/affordable housing, landlord/tenant laws, payday lending, socially responsible policy practices, environmental justice, brownfield remediation, etc.

- Crisis intervention and civil litigation services on behalf of the city and communities within the city.
- Outreach services for the community, such as attending community meetings to meet with citizens, and facilitating a flow of information to citizens from city hall to keep them informed on city services or changes.
- Networking with social service agencies, communities, businesses, and religious organizations to promote cooperation, creative initiatives, and involvement with the city.
- Development of community outreach projects to support a higher quality of life for all residents of Birmingham.
- Work with the Mayor's office through a consistent process to achieve equity in city operations, policies, and budgets.
- Work with the community by adapting the Government Alliance on Race and Equity Framework to:
 - Create a shared racial equity framework
 - o Build organizational capacities for racial equity
 - o Implement racial equity tools
- Collect and use data and metrics to be used by the city to create plans to achieve racial equity by sharing information, tracking progress, and achieving results.
- Evaluate where we are and progress in each neighborhood using 10 domains in SHAPE BHM's report card to help citizens understand the process. The 10 domains include: Economic Health, Educational Opportunities, Employment Opportunities, Environmental Hazards, Health Systems and Public Safety, Housing, Natural Areas, Neighborhood Access, Social Cohesion, and Transportation
- The Office of Racial Equality and Social Justice would be the engine to drive at least two thirds of the proposals and long-term projects presented in this document by providing a new institution that will proactively seek restorative justice.

<u>Links with other Social Justice Subcommittees:</u> Art Education and Cultural Exposure, Poverty Reduction, Health Disparities, Environmental Justice and Sustainability

<u>Links with other Transition Teams:</u> Neighborhood and Public Safety, Education and Workforce, Entrepreneurship and Economic Development, Transparency and Efficient Government

Links with City Departments: Mayor's Office of Citizen's Assistance

TEAM PROJECT: Decriminalization of Marijuana

Social Justice Committee Theme: Decriminalization of pot enactment

Background: Currently, the possession of marijuana for personal use within Birmingham city limits is a misdemeanor crime. Those in violation are subject to arrest and, if convicted face up to \$6,000 in fines and a year imprisonment. These offenses can be enforced in either Birmingham Municipal Court or in the Jefferson County District Court (Birmingham Division).

Project Description:

- This ordinance seeks to reform the local justice system by reducing the possession of one (1) ounce of marijuana or less to a violation-punishable by a fine of no more than \$100 and no possibility of jail time.
- This ordinance will reduce municipal jail populations.
- The ordinance will free up time and financial resources of Birmingham Police Department, allowing them to address issues of violence. For example, those presented in the Criminal Justice Reform Proposal above.
- Reduce the number of antagonistic interactions between law enforcement and the community which will in turn foster better relations and great cooperation between the two.

Links with other Social Justice Subcommittees: Health Disparities, Poverty Reduction

<u>Links with other Transition Teams:</u> Neighborhood and Public Safety, Transparency and Efficient Government

Links with City Departments: Birmingham Police Department

Best Practices:

• Other Cities to decriminalize: Chicago, Houston, Philadelphia, Atlanta, Detroit, New Orleans, Tampa

Links with Woodfin Plan: https://www.randallwoodfin.com/safety

Poverty Reduction Subcommittee

TEAM PROJECT: Birmingham Wi-Fi Initiative

Social Justice Committee Theme: *Equal access to internet in all 99 neighborhoods*

Background: Birmingham City School students from several communities lack access to the internet once they leave their respective school's campus. This hinders the creation of a learning environment that fosters and develops necessary skills for Birmingham's youth to become productive citizens in today's digital world. Often, students that attend Birmingham City Schools comes from families and areas suffering from a lack of economic development and opportunities. When families are struggling to provide the necessities, internet connection is often considered a luxury. Birmingham City Schools are currently tasked with preparing students to compete for opportunities with other students from around the state and the nation that are privileged with virtually 24/7 internet access. This project would ensure that students have the necessary internet access they need to learn and develop to help close the gap existing between socioeconomic statuses, without adding to the financial burden of parents and guardians.

While we should first focus on Birmingham City School students, expanded internet access can also benefit the rest of the citizens. For example, internet access serves as a source of low cost education and information. Internet can be used for empowerment to learn on one's own. Most job applications are currently accessed through a company's website. Expanded internet access would create more economic development and opportunities for job discovery. Wi-Fi access is also an invaluable resource to our non-English speaking community members, as it provides a low-cost option for immediate interpretation, education, and information despite the lack of multi-lingual signs and documents in our city.

Project Description:

- Ensure that educators can implement best practices when it comes to utilizing the power of the internet once students leave campus.
- Deliver AT&T, or fiber supported internet to selected locations in need.
- Provide technical training to students via the engineering academy.
- Provide a sustainable model of technological rollout (i.e., there will be students now ready to do similar projects).

<u>Timeline:</u> As soon as exact locations of each router are determined, and property access from owners is permitted, the only remaining restraint on implementation pertains to acquisition of funding needing and installation schedule of appropriate internet provider to execute.

Metrics:

- Costs include approximate 0.57 miles of coverage around Zone 1: Hayes High School. This number is based on routers being 1,000 feet apart.
- Proposed Cross Streets for Routers:
 - (Residential): 896 7th St. W, 533 10th Ct. W, 681 9th Ave. W, 920 5th PL. W, 855 6th St. W, 834 5th St. W, 951 4th St. W, 1025 4th St., 922 3rd St. W, 125 9th Ct., 200

10th Ct., 103 10th Ave. W, 3 9th Ct. Way, 1065 2nd St. W, 193 9th Ct., 2 10th Ct. N, 815 Center St., 535 2nd St. N, 801 3rd St. N, 504 Greymount Ave.

- o (JCCEO): 810 Jasper Rd.
- o 9th Alley West
- o Ed Birmingham

Cost:

- AT&T Access Point: \$12.50 per point per month
- Number of Routers: 32 Units
- Total Cost of Routers per Month: \$400.00
- Annual Cost: \$4,800.00
- Additionally: Wi-Fi Signal Repeaters (approx. \$70) could be used to extend signal in weaker areas.

Other Recommendations:

- To determine need, the community should be addressed as a whole to gauge the percentages of Birmingham City School students that currently do not have access to internet at home.
- The addendum to this project involves replacing the AT&T network with a student installed mesh-network through a Digital Stewardship Program, like that of the Red Hook Initiative. Mesh networks allow community ownership of access points creating intranet vs. internet, and increases reliability.
- If this system is installed, how many students will use it for its intended purpose?
- Risks: Internet equipment becoming obsolete. Determine if equipment purchased for the internet provider to connect with Wi-Fi hotspots will stay current or require constant updates.
- Risk: Students using access to casually surf the web instead of working on school work. Could be mitigated by access to only specific sites approved by the school system.

Links with other Social Justice Subcommittees: Human and Civil Rights

<u>Links with other Transition Teams:</u> Neighborhood and Public Safety, Education and Workforce, Transparency and Efficient Government, Entrepreneurship and Economic Development

Links with City Departments: Birmingham City Schools

Links with Woodfin Plan:

https://www.randallwoodfin.com/infrastructure https://www.randallwoodfin.com/oppagenda https://www.randallwoodfin.com/revitalizingneighborhoods

Best Practices:

-Topical Area: Mesh network installation -Organization: Red Hood Initiative model -City, State/Country: Red Hook, New York

Poverty Reduction Subcommittee

TEAM PROJECT: Participatory Budgeting

<u>Social Justice Committee Theme:</u> Civic engagement in public spending and budgeting

Background: The city of Birmingham, under previous administrations, has not effectively engaged the public in its spending and in fact has been challenged on issues revolving around transparency and accountability. Moreover, due to allegations of corruption and a general unresponsiveness or unwillingness to adopt policy that serves the public interests, voter apathy is at an all-time high.

Participatory budgeting (PB) is a different way to manage public money, and to engage people in government. It is a democratic process in which community members directly decide how to spend part of a public budget. It enables taxpayers to work with government to make budget decisions that affect their lives.

Why people are attracted to Participatory Budgeting:

- Deeper Democracy: Ordinary people have a real say, and get to make political decisions. As a result, PB engages many people who are otherwise cynical about government. Politicians build closer relationships with their constituents, and community members develop a great trust in government.
- Transparency & Accountability: Budgets are policy without rhetoric-what a government actually does. When community members decide through a public process, there are fewer opportunities for corruption, waste, or backlash.
- Public Education: Participants become active and engaged citizens. Community members, staff, and officials learn democracy by doing it and gain a deeper understanding of complex political issues and community needs.
- More Informed Decisions: Budget decisions are better when they draw on residents' local knowledge and oversight. Once they are invested in the process, people make sure that money is spent wisely.
- Fairer Spending: Everyone gets equal access to decision making, which levels the playing field. When people spend months discussion project ideas, they end up prioritizing projects that address the community's greatest needs.
- Community Building: Through regular meetings and assemblies, people get to know their neighbors and feel more connected to their city. Local organizations spend less time lobbying and more time deciding policies. Budget assemblies connect community groups and help them recruit members.

Project Description:

• Start with "discretionary funds"-money that is not set aside for fixed or essential expenses and that is instead allocated at the discretion of officials or staff. While this is typically small in the overall budget, it is a big part of the funds that are available and up for debate each year. Sources of discretionary funds might include capital budget (for physical and infrastructure or operating budget (for programs and services) of your city, county, or state.

- City councilors or other officials set aside their individual discretionary funds, as in Chicago or New York. These officials may have control over special allocations like Community Development Block Grants or Tax Increment Financing (TIF) money. Alternatively, housing authorities, schools, universities, community centers, and other public institutions could open their budgets.
- Funds might come from non-governmental sources like foundations, community organizations, or grassroots fundraising, if these types of funds are oriented towards public or community projects. Some PB processes mix funds from different sources to build up a bigger budget pot.

<u>Timeline:</u> The PB process could be initiated for the 2019 Budget Cycle. Preparation and marketing could begin within 3-6 months.

<u>Cost:</u> PB does not require a new pot of money, just a change in how existing budget funds are decided. Some resources are necessary to carry out the PB process, but this investment saves money down the road, as participants discover new ways to make limited budget dollars go farther.

Other Recommendations:

- Almost no pot of money is too small to start. PB has worked with a few thousand dollars and with many millions of dollars. Most processes involve 1-15% of the overall budget.
- PB usually starts with a pilot project with a small budget. If the process is successful, it can build political will to increase the pot of money.
- How much money you need depends on what it is being used for. If students are
 allocating the money to school activities, a couple thousand dollars will go a long way. If
 residents are deciding on significant physical improvements for public parks, streets, and
 buildings, you'll probably want at least a million dollars. These capital projects typically
 require more money than programs and services, since they are built to last multiple
 years.

Links with other Social Justice Subcommittees: Human and Civil Rights

<u>Links with other Transition Teams:</u> Neighborhood and Public Safety, Transparency and Efficient Government, Entrepreneurship and Economic Development

Links with Woodfin Plan:

https://www.randallwoodfin.com/infrastructure https://www.randallwoodfin.com/transparency

Best Practices:

-Organization: The Participatory Budget Project (http://www.participatorybudgeting.org/pbps-story/mission/

-City, State/Country: New York, New York

-Website: http://council.nyc.gov/pb
-Contact Person: Richard A. Rice

Poverty Reduction Subcommittee

TEAM PROJECT: Poverty Reduction through Education and Employment

<u>Social Justice Committee Theme:</u> Holistically address issues of poverty, unemployment, and family strengthening through the dynamic U-Turn program

Background: Out of the many issues and challenges that the city of Birmingham faces, the complex issue of poverty has severely affected the livability of the city. Birmingham has 212,000 residents, with an estimated 30% of which live in poverty. Research data shows that in areas of high poverty and high unemployment can lead to higher crime rates in affected urban areas. Birmingham is the largest urban area in Alabama. In the past, Birmingham has consistently ranked as one of the most dangerous city in America. Last year Birmingham was ranked as the 3rd most dangerous city in America, and in 2015 the city was ranked 5th most dangerous city in the country. Research has shows us that lower unemployment and lower crime rates increase the livability of cities and cities with these lower rates are more likely to achieve broad economic success.

Impact family counseling has strong roots in Birmingham with over 25 years of serving the community. Impact's U-Turn program has served over 300 Birminghamians over the past two years, assisting them with finding employment and building stronger families. Successful graduates of the course have been able to find and maintain employment, graduate from education and vocational programs, find more stable housing, regain custody of their children, and resolve longstanding legal issues. By partnering with the program that addresses the root causes of poverty, the city can help to address this issue that plagues our city.

Sources:

- 29.4% Poverty, Source: 2012-2016 American Community Survey 5-year Estimates
- http://www.forbes.com/pictures/mli45jggj/1-detroit/#1b1bbec269d9
- http://www.bjs.gov/index.cfm?ty=pbdetail&iid=5137

Project Description:

• **Program Design:** Utilize Impact Family Counseling's "U-Turn" 12-week program is designed to empower individual with skills for all of life, including: parenting, relationship education, economic stability, and career readiness. The class meets Monday thru Friday from 8:30am-4:00pm for four weeks, and requires each participant clock in and out, as they would in the workforce. Students unable to attend the weekday course may attend Saturday sessions, offered two Saturdays per month 9:00am-3:00pm. Participants spend the majority of their time in the classroom environment composed of instructor lectures, group exercises, guest speakers, and break-out groups. Additionally, case managers work one-on-one with each individual for twelve weeks to help develop goals and plans for the future. The course requires each person to contribute to the group dynamic, have a willingness to learn, and dedication to working towards personal goals.

- **Benefits of the U-Turn Program:** Students work close with their case manager to eliminate barriers that have prevented them from meeting their goals and keeping jobs in the past. For example:
 - Healthy Relationships and Parenting Skills: 4-weeks of classes based on the 24/7
 Dads and Together We Can Curricula
 - <u>Education</u>: Impact partners with MPower Ministries to provide GED training and literacy tutoring to students without a high school diploma. Impact provides the deposits for textbooks. Graduates of this program may also become eligible for tuition and book assistance for post-secondary education, especially for short-certificate or vocational training programs.
 - <u>Employment:</u> Case managers help students to identify career goals, using tools like O*Net that aid in developing plans to achieve those goals. Case managers work with local employers to find employment opportunities. Students attend job fairs during their program, and apply for jobs on their own.
 - o <u>Financial Literacy:</u> Impact partners with Operation Hope to teach students about savings, budgeting, and using credit wisely.
 - o <u>Resume and Mock Interview Assistance:</u> One-on-one assistance prepare a resume and practice professionalism in interviews. Students also learn to answer difficult questions about their backgrounds and work history.
 - Computer Skills Training: 4-weeks of classes to learn and practice basic computer skills. Students and graduates of the program are also given access to Impact's computer lab.
 - o <u>Transportation Assistance</u>: Students with regular attendance in the program and employed can receive monthly bus passes.
 - <u>Clothing for Interviews:</u> When students begin the program they are given interview attire and encouraged to dress professionally everyday of the program. In addition, Impact will provide work attire to students that have obtained employment (i.e., slip-resistant or steel-toes shoes, scrubs, etc.)
 - <u>Documentation:</u> Impact works to provide students with identification required for employment by funding birth certificates and state IDs. Students with outstanding warrants/tickets may be eligible for Birmingham's Project Renew, and Impact will cover the costs of the student's assessment fees.
 - o <u>Community Resource Referrals:</u> Case managers refer students to community agencies that assist with housing, childcare, medical and mental health care.
 - <u>Counseling:</u> Students meet one-on-one with PhD level therapists at no cost during the program. Therapists students in identifying thinking and behavior patterns responsible for destructive past behavior. Students can also be referred for psychiatric assessments or substance abuse treatment as needed.
 - Anger Management: Student are offered Impact's Anger Control Training
 Courses at no cost during the program. These courses are specifically designed to
 meet requirements of DHR and court system referrals.
 - o <u>Offender Alumni Association (OAA):</u> Impact partners with OAA, a 501(c)3 that assists families affected by incarcerations. Students with histories of incarceration are encouraged to be involved with OAA and utilize the support it provides.
 - o <u>Support to New Parents:</u> Students that are pregnant or new parents are referred to the Cribs for Kids Program. The program provides pack&plays, diaper bags, and

supplies. Participants learn best practices to prevent SID and Shaken Baby Syndrome. (This initiative aligns with the Health Disparities subcommittee proposal of maternal and child health)

<u>Timeline:</u> This program is currently in operation by Impact Family Counseling, a well-known community stakeholder who has served Birmingham since 1991. The additional "revamp" timeline is one month

Metrics: Program data is readily available for review via Impact Family Counseling.

Program	%	%	%	%	%	% Below Poverty
_	Male	Female	Black	White	Hispanic	Level
Impact Agency Wide	35%	65%	64%	33%	2%	30%
U-Turn Program	55%	45%	70%	28%	1%	66%
Birmingham City	49%	51%	62%	35%	2%	29%

In 2017, of the 180 students who successfully graduated from the U-Turn program, 131 gained employment and 29 enrolled in an educational program. Participants also increased the amount they paid in child support by \$75,000.

<u>Cost:</u> No initial startup cost is required because the program is already in operation. This program also works with a network of community partnerships to provide services to the students. The only need that requires support from the city would be more funding to hire and train additional staff, and incidental costs associated with new employees. Overall, \$400,000 is required to maintain the program for one year.

Other Recommendations:

- Impact's "U-Turn" program also has a re-entry component with many of the same intensive interventions and support services for those being released back into the community from incarceration.
- Impact provides substantial financial and resource support to the Offenders Alumni Association whose mission is to "empower former offenders and their family members to actively engage in reducing crime and restoring communities."

Related Currently Available Resources within the City: Alabama Workforce Training Center, Birmingham Career Center, Offender Alumni Assocation

<u>Links with other Social Justice Subcommittees:</u> Human and Civil Rights, Health Disparities (mental health, substance abuse, maternal and child health)

<u>Links with other Transition Teams</u>: Neighborhood and Public Safety, Education and Workforce, Entrepreneurship and Economic Development

<u>Links with City Departments:</u> Municipal Court, Family Court, Community Development, Economic Development

<u>Links with Woodfin Plan:</u> https://www.randallwoodfin.com/safety https://www.randallwoodfin.com/safety

Links with the Comprehensive Plan: https://www.birminghamal.gov/wp-content/uploads/2017/08/CH8_CommunityRenewal.pdf
https://www.birminghamal.gov/wp-content/uploads/2017/08/CH10_BuildingBlocksofEconomy.pdf

<u>Links with the 2007 Disparities Study:</u> U-Turn student demographics closely mirror Birmingham City demographics, with 70% black (vs. 64% for Birmingham City) and 45% female (vs. 51% for Birmingham City. During the financial literacy segment of the program, students learn about entrepreneurship and opportunities for minority-run businesses.

Best Practices:

- Impact Family Counseling
 - o 1000 24th Street South Birmingham, AL 35205
 - o http://impactal.org/programs-services.html
 - o Bethany Black (Program Coordinator): beth@impactal.org/ 205-578-8784
- (24/7 Dads for parenting): http://www.changecompanies.net/products/series/?id=9
- (Together We Can for health relationships): http://msue.anr.msu.edu/resources/together_we_can_curriculm

Poverty Reduction Subcommittee

TEAM PROJECT: Young Women's Initiative of Greater Birmingham

Social Justice Committee Theme: *Youth development to alleviate poverty*

<u>Background:</u> Young women of color ages 15-24 in Jefferson County are twice as likely as her white male counterpart, to live in poverty. One in three young women of color will experience poverty as she enters adulthood. The Young Women's Initiative of Greater Birmingham (YWI) is part of a collaborative of eight women's foundations working together to invest and galvanize resources to amplify the collective power of young women, particularly low-income women and women of color- to achieve gender and racial equity.

YWI seeks to shifts the narrative about young women in Birmingham to improve their outcomes related to education, economic security, health and safety. Through this work, young women will lead.

Project Description:

- YWI has already developed a Stakeholder Committee of professional who work closely with young women, representing: YWCA of Central Alabama, Girl's Inc. of Central Alabama, Carver High School, Jefferson County Family Court, UAB Adolescent Medicine, Children's Aid Society of Alabama, and others.
- Guided by the Stakeholder Committee, 14 girls and young women were selected to serve in the inaugural Young Women's Advisory Council (YWAC). Along with a youth development professional, the YWAC will develop their own goals and recommendations to strengthen their leadership to impact change.
- Using the national model, this council will:
 - o Highlight challenges and solutions facing young women of color.
 - o Inspire other young women to take action in their communities.
 - Connect the YWI stakeholder committee, business community, and the Mayor's office of Birmingham.
 - o Advocate for specific policy change and program opportunities.
 - Analyze data provided by UAB researchers.
 - Recommend funding for innovative solutions that impact their lives and communities.

<u>Timeline:</u> The YWI will launch January 22, 2018. The first YWAC will meet bi-monthly for eight months and begin making policy and advocacy recommendations within 4-5 months.

<u>Cost:</u> The Women's Fund seeks to invest \$100,000 in YWI in 2018 for research. YWAC coordinator, stipends for the 14 members of YWAC, and initial investments as determined by the young women. An additional \$100,000 is requested from the city of Birmingham to enlarge and propel this project securely in 2019.

Links with other Social Justice Subcommittees: Human and Civil Rights

<u>Links with other Transition Teams:</u> Education and Workforce, Entrepreneurship and Economic Development, Transparency & Efficient Government, Poverty Reduction (U-Turn Program)

Links with Woodfin Plan:

https://www.randallwoodfin.com/minoritybusinesses

https://www.randallwoodfin.com/oppagenda

https://www.randallwoodfin.com/safety

Best Practices:

A national model for YWI originated in New York City, with the City Council as the government partner.

- **-Organization:** Girls for Gender Equity/ National Collaboration of Young Women's Initiatives (Minnesota Women's Foundation)
- -City, State/Country: New York City/ Minnesota
- **-Website:** www.ggenyc.org/ http://wfmn.org/ywi-mn
- **-Contact Person:** Joanne N. Smith (Founder and Executive Director)/ Lee Roper-Batker (President and CEO)

Poverty Reduction Subcommittee

TEAM PROJECT: Dynamite Hill-Smithfield Community Land Trust (DH-SCLT) Development Project

<u>Social Justice Committee Theme:</u> Regenerative community building practices of affordable housing, greenspace, community education, and innovative economic opportunity

<u>Background:</u> Organized in June 2015, and incorporated in 2016, The Dynamite Hill-Smithfield Community Land Trust (DH-SCLT) is a new community-led organization devoted to improving the quality of life for residents of the Historic Smithfield Community and other Birmingham city residents. The DH-SCLT approach is to enrich the culturally rich, yet most neglected communities in Birmingham through asset based community development grounded in the Declaration of Human Rights of 1948.

The DH-SCLT vision is to radically change the environment, exposure and experience of the 1/3 of the population that experience poverty in Birmingham, particularly women and children of color, who disproportionately live in chronic poverty. DH-SCLT educates citizens on regenerative community building practices, transforms neglected and underserved neighborhoods by introducing innovative technologies and knowledge, and in, turn offers new economic opportunities to Birmingham's most distressed communities by creating new ways of living cooperatively with our natural environment, our families, and fellow citizens. The three main focus areas of community building include:

- Permanent affordable eco-housing and community green spaces
- Urban farming cooperatives and innovative economic opportunity
- Emancipatory community education

The community land trust model is a sustainable economic strategy for asset-based community development, that can umbrella a myriad of services centered on improving the quality of life for low income individuals and families through economic opportunity and stability.

Since 2015, with grassroots fundraising and tremendous community interest and support, the DH-SCLT organizing committee has conducted dozens of community education workshops, presentations, and classes. Its dedicated organizers have contributed to numerous forums, panels, community meetings and committees. DH-SCLT also adopted over two acres of tax delinquent property to develop community pollinator garden spaces, with the grassroots initiative "Love Grows in Smithfield." This initiative is financially supported by The Sierra Club, The Robert Wood Johnson Foundation, Friends of Dynamite Hill, and numerous private individuals. In the last two years, over 40 volunteers served over 200 hours while attending organizing meetings, fundraising, and physically clearing and clean adopted lots. Community involvement contributes greatly to the positive spirit of renewed community interest in the redevelopment of Birmingham, as residents seek creative ways to resolve the chronic challenges facing the working poor as the city transforms.

Project Description: (2-year strategic plan)

- City must first endorse the vision of the DH-SCLT by supporting the next stage of its development with resources to implement the development project.
- Ground the work of the community land trust in a "Center of Operations" with a network of community partners and investors.

- Purchase the eight adopted lots, plus ten additional lots from the Birmingham Land Bank Authority, and place them in the community land trust. This will take the land off the market and put it in the community's control.
- Maintain and develop the acquired lots for community greenspace, urban farming and future permanently affordable eco-housing;
- Secure an office space, equipment, supplies, and materials to operate more effectively.
- Fund basic salaries for the Project Director and Project Manager. Allowing for more effective and consistent to planning, fundraising, and implementation of the project.
- Education and professional training for the Project Director and organizing team, allowing for more efficiently practice of the community land trust (CLT) model.
- Complete research and design of The Calendula Initiative. Secure partnership funding and investment to launch this program as a second DH-SCLT regenerative community building project within a 5-year strategic plan.
- Continue community education workshops and social engagement activities to increase community investment and support.
- Achieve Community Housing Development Organization (CHDO) status within the city of Birmingham, making the nonprofit DH-SCLT eligible for HOME funds through the Department of Housing and Urban Development (HUD).
- Video documentation of the development project will be taken and published every three months.
- Offer a popular educational course every three months.
- Hold a community education workshop (CEW) every three months.
- Other outcomes may include: Increased outdoor activity for elderly and children; increased mental/emotional/ physical health by transforming neglected neighborhoods.

<u>Timeline:</u> The two-year DH-SCLT Development Project can begin as soon as **April 1, 2018**. 1-2 years of development; 3-5 years of implementation

• 1st Year

- April-June 2018 (3 months): Secure office space, finish website, complete and maintain Love Grows in Smithfield Pollinator Project; present project at NUSA in May 2018; develop an organized strategic plan; research/design The Calendula Initiative; seek funding
- July-Sept 2018 (6 months): training on urban farming (August), training on regenerative building (September); expand and maintain pollinator community greenspaces; host community social function; research/ for design The Calendula Initiative; seek funding
- October-December 2018 (9 months): host two community social engagement functions; attend CLT conference (October); cultivate land for fall planting; seek funding
- January-March 2019 (12 months): cultivate land for spring planting; research/design The Calendula Initiative; seek funding

• 2nd Year

April-June 2019 (15 months): maintain community greenspace; develop new lots for affordable eco-housing/urban farming; consult regenerative community

- building practitioners and experts; continuing education and training of Project Team; host community social function; research/design The Calendula Initiative; seek funding
- o <u>July-Oct 2019 (18 months):</u> maintain community greenspace; develop new lots for affordable eco-housing/urban farming; host community social function; research/design/plan to implement The Calendula Initiative; seek funding
- November-December 2019 (21 months): maintain community greenspace; develop new lots for affordable eco-housing/ urban farming; host community social function; research/design/plan to implement The Calendula Initiative; seek funding
- January-March 2020 (24 months): maintain community greenspace; develop new lots for affordable eco-housing/urban farming; finish documentary film of the project; host community social function; implement The Calendula Initiative (with funding); seek funding

Metrics: Metrics for this project are demonstrated through the progress in the over 250 Community Land Trusts across the United States. Several studies exist on the success of the CLT model. Its success resides in the wealth built through equity of homeownership by CLT families, and collaborative partnership by community members and partner agencies who work together to run the model. CLT housing is protected by a trust to housing stock out of the speculative market, to protect the growing wealth of that community sustainably within the CLT model.

Example studies:

- Community Land Trusts: Why Now Is the Time to Integrate This Housing Activists' Tool into Local Government Affordable Housing Policies (Stephen R. Miller)
- OWNING A COMMUNITY LAND TRUST HOME: A SURVEY REPORT ON HOMEOWNER SATISFACTION (A report prepared for the Institute for Community Economics George Levinger, PhD)
- Stable Home Ownership in a Turbulent Economy: Delinquencies and Foreclosures Remain Low in Community Land Trusts (Emily Thaden 2011 Lincoln Institute of Land Policy)
- The Asset Building Potential of Shared Equity Home Ownership (Rick Jacobus, NCB Capital Impact John Emmeus Davis, Burlington Associates in Community Development)

Measure Outcomes by:

- Exposure and experiences:
 - Measured by activities undertaken, community conditions, participant/community surveys about experiences
- Attitudes, Feelings and Understanding:
 - Measured by CEWs engagement, listening sessions, informative social events, and change in community behavior
 - o Gather data through surveys, interviews, response cards
- Community Economic Wellness Status:
 - Measured by change in environment and experiences

Measurements of Changed Goals:

- **Social:** more social cohesion, civic engagement, stewardship, and community empowerment; promoting a greater sense of community wellness through community education
- **Physical:** Cleaner, safe and healthier living conditions; natural environment improved by pollinator gardens; community green spaces; transforming tax delinquent/neglected properties into quality regenerative permanent affordable homes for people of modest means
- **Economic:** permanently affordable housing; wealth building opportunities for low income people; self-sufficiency and cooperation; community leveraging; increased education and training; employment; development of cooperative community businesses; blossoming local economy; support of new cottage and artisan industries
- Cultural: Preservation of cultural history; cultivation of sacred awareness; creation of regenerative models for home and lifestyle; honor prevailing community norms/customs/processes

Cost:

- Proposed 2-year Budget Overall: \$288,000
- General Administration: \$72,000
- Office space lease/building purchase: \$30,000/ 2yrs
- Utilities: \$9,000
- Office equipment, supplies, materials: \$7,200
- Travel/Food/Fuel: \$14,000
- Printing: \$1,800
- Website: \$1,100
- Internet: \$2,400
- Phone: \$1,800
- Postage: \$1,100
- Misc.: \$3,600
- Salaries: \$72,000
 - o Project Director: \$25,000/yr. for 2 yrs. → \$50,000
 - o Project Assistant: \$11,000/yr. for 2 yrs. → \$22,000
- Land Management: \$99,000
 - o Land Purchases: \$63,000
 - o Taxes: ??? seek tax abatements for 5+ years
- Land Maintenance: \$18,000
- Land Development: \$18,000
- Project Team Education & Training: \$18,000
- Project Consultant Fees: \$18,000
- Community Education Workshops (9): \$4,500
- Social Engagement Activities (9): \$4,500

Future Costs: TBD

- Research & Design of The Calendula Initiative:
 - o Feasibility Study:
 - o Design Consultant Fees:

• Implementation of the Calendula Initiative

Other recommendations:

- Although different in many ways, CLTs and Habitat for Humanity have formed successful partnerships, and increased labor equity by providing education and training that is central to the project.
- Birmingham is a lush, green city that can serve as a beacon of transformation for communities struggling to regenerate from extraction industries and transform into centers of innovation technology. Developing communities locally with a combination of the best regenerative community building practices and innovative education and technology, will increase economic opportunity, quality of life, and equity for all of Birmingham's citizens.

Best Practices References:

Dudley Street Neighborhood Initiative Contact Juan Leyton, Executive Director jleyton@dsni.org 550 Dudley Street, Roxbury, MA 02119 Phone: (617)-442-9670

Albany Community Land Trust http://www.albanyclt.com/index.html Susan Cotner, Executive Director 255 Orange Street Albany, NY 12210 Phone: (518)-426-1296

Athens Land Trust http://www.athenslandtrust.org/ Heather Benham, Executive Director 685 North Pope Street, Athens, Georgia 30601 Phone: (706) 613-0122

Links with Woodfin Plan:

https://www.randallwoodfin.com/revitalizingneighborhoods https://www.randallwoodfin.com/oppagenda

Health Disparities Subcommittee

TEAM PROJECT: Mental Health Priority

Social Justice Committee Theme: *Mental health as an underlying source of social challenges*

Background: Mental Health was identified as one of the top 5 priorities needing additional attention in our community. Mental Health issues are often an underlying source of many of the social challenges in a community, particularly for marginalized groups within the community. There are inadequate number of available mental health resources in our city. Although there are new efforts underway to address the area of health disparities, there is much work to be done. The new administration's objective is to determine how leadership might lend support to actions with both short and long-term impacts improving the community.

<u>Project Description:</u> Three initiatives have been identified for additional assessment and as potential for inclusion in the proposal to Mayor Woodfin including:

- Mental Health Access and Availability in Schools Collaborative work is already underway through the Jefferson County Health Action Partnership to focus on mental health in our schools. The overall goal is to increase availability of, and access to mental health services by partnering with local schools and community based providers. School-based programs focus on providing training on evidence-based approaches to schools and providers, utilize enhanced screening techniques to identify students in need of mental health services, and potentially expand mental health services in coordination with school districts. This work has already received widespread support, and is exploring the opportunity of expanding the pilot to a limited/manageable number of Birmingham City Schools.
- **Primary Care Mental Health Assessment and Intervention** Recent best practices for Mental Health Services includes using our limited resources on prevention and screening through an integrated Primary Care model. Screening tools are used by primary care physicians for early interventions through tools such as telemedicine. A more thorough assessment is recommended to explore this model in cooperation with ADPH using a designated city site that might be identified as at elevated risk.
- Opioid Epidemic Prevention/Support of Resource Recovery Center Our state and nation has recognized a state of emergency for substance abuse. The need for prevention and intervention is well-documented nationally and locally. There is a strong correlation between substance abuse and mental health issues. To support the work already in progress in the city, the committee suggest that the Woodfin administration appoint an individual (senior administrator) to participate in the existing Task Force and lend support to the work. One project underway is the Resource Recovery Center scheduled to open in the Cooper Green facility early March 2018. ADPH and the Crisis Center are partnering to provide assessments, information, appropriate referrals, and Peer Navigators who will target community outreach. It's possible to focus one of three Peer Navigators in specific zip codes that are at the highest risk within the city. The city's support and financial contribution to

these established efforts already should provide both positive short-term results, and exhibit a collaborative community spirit to address identified critical needs.

In addition to the initiatives above, the development of a full-time position by the city to oversee Social Justice and Health Disparities work. Leadership is essential to the successful execution of this work by providing ongoing attention given to the objectives outlined in the proposal. This will set the Woodfin administration apart and assure:

- Intentional execution of the plan with timelines and metrics.
- City infrastructure is appropriately coordinated with provider organizations/resources in a true collaborative manner, to best improve the lives and well-being of the citizens of Birmingham.

<u>Links with other Social Justice Subcommittees</u>: *Human and Civil Rights, Poverty Reduction (connection with U-Turn program)*

<u>Links with other Transition Teams:</u> Education and Workforce, Neighborhood and Public Safety, Entrepreneurship and Economic Development

Health Disparities Subcommittee

TEAM PROJECT: Maternal and Child Health Initiative

Social Justice Committee Theme: *Focusing on mother and child wellness*

Background: Family planning between pregnancies and teen contraceptives help to decrease prematurely born infants, reduce poverty, and increase academic achievements. Community education can help to increase optimal child development opportunities in Birmingham's children. Using an overarching goal/vision using a "life course approach" can help to eliminate disparities. This initiative is focused on increasing the collaboration with current community organizations, and assessing needs that are not being met in the greater Birmingham area. Maternal and child health is best addressed with a multidisciplinary approach to the issues that also consider the influences of poverty and poor education.

Project Description:

- Conduct a thorough needs assessment around the most critical issues in maternal and child health in Birmingham (ex. Infant mortality, education, family health, women's health). Identify what information can we gathered from the Jefferson County Department of Health (JCHD) and other organization/institution.
- Provide effective family planning (for example: long-acting reversible contraception-LARC) for all women in the city to decrease social challenges such as premature births and poverty by collaborating with the city of Birmingham, Alabama Perinatal Quality Collaborative (APQC), and state policy makers such as Medicaid and American College of Obstetrician and Gynecologists (AL ACOG). Other potential collaborative partnerships include: county health clinics, WIC, hospital nurseries, housing authority/section 8, pediatric offices, high schools.
 - The goal is to provide grants for mothers immediately postpartum to receive LARC.
- Encourage new social norms through relatable community child development education campaigns focused in areas of high infant mortality and poor maternal care rates. Teaching lessons such as:
 - o The importance of reading to infants from day one, and encouraging books as socially acceptable gifts at baby showers to emphasize this norm.
 - The harmful effects of pre-and post-natal smoking by parents on their children, such as prematurity, low birth weight, asthmas, and chronic illness.
 - o Information on currently available community resources.
 - o The connection between paternal involvement and child well-being.
- Promote targeted data collection to inform specific programs of necessary resources. Also
 gather data from collaborative partnership programs. Data can be used to identify major
 contributors to infant mortality and maternal morbidity and lend a greater understanding
 of where to allocate resources. Without data, it is difficult to determine which initiatives
 will be most effective.
- Work with APQC, Alabama Department of Public Health (ADPH), and JCDH to access data.

- Work with ADPH, JCHD, and academics to organize and analyze data; consider partnering with organizations such as City Match.
- Collaborate with community stakeholders to promote awareness and promote ownership. "Nothing for us without us."

<u>Timeline:</u> Estimated one year timeline for implementation.

Metrics: Success of the campaign initiatives could be measured by:

- Tracks/estimates of citizens reached by media campaigns.
- Pre-and post tests for any community education activities.
- Monitoring for increased enrollment in community programs focused on maternal and child health.
- Surveying participants to inquire if they've been positively impacted by the city's campaign for maternal and child health.
- The number one cause of infant mortality in the city identified.
- Published review of findings.

<u>Costs:</u> The costs associated with this project include the salary of a Mayoral office position to oversee these proposals, potential funding for contraceptives, and an estimated \$75,000 for a media campaign to help with public education on maternal and child health initiatives and general knowledge.

Other Recommendations:

- Start with data to identify the who, where, and why of health disparities in order to choose the most effective place to start.
- Starting February 2018, JCDH is working with county health department clinics to offer LARC.
- UAB is currently offering immediate post-natal LARC through a grant and partnering with AL ACOG to make these resources available in other hospitals.
- Work to get AL Medicaid to change their immediate postpartum LARC reimbursement program to help low-income women, and continue to advocate for policy change with other stakeholders.
- Emphasize the connection between women's health and perinatal health issues by educating the whole population, not just those at risk. Engage the community in addressing health disparities.

<u>Links with other Social Justice Subcommittees</u>: *Human and Civil Rights, Poverty Reduction (specifically with the U-Turn Program's support to new parents)*

<u>Links with other Transition Teams:</u> Education and Workforce, Entrepreneurship and Economic Development, Neighborhood and Public Safety

Links with City Departments: Health Department

Health Disparities Subcommittee

TEAM PROJECT: Sexual Health for Adolescents

Social Justice Committee Theme: Research based sexual health initiatives

Background: Alabama has a rate of 30.1 births per 1,000 young women ages 15-19. Globally, young people are at elevated risk of STIs, HIV and unintended pregnancy (Haberland, 2015; Fuller, White, Chu, Dean, Clemmons, Chaparro, & King, 2016). Notable gender and racial disparities exist, in the United States. For example, 2013 chlamydia rates were more than four times higher among 15–19 year-old females, than of males the same age, and the rate among black females was five times the rate among white females in that age-group (Haberland, 2015). Worldwide, in 2013, among adolescents aged 15–19, two-thirds of new HIV infections were among females.

Abstinence as a primarily method of sex education programs, restrict students' access to information on sexuality and contraception. It often excludes basic information on sexual health related to puberty, reproduction, and contain little or no information about pregnancy and disease prevention (Schalet, Santelli, Russell, Halpern, Miller, Pickering, & Hoenig, 2014). In short, such programs teach abstinence from all sexual activity as the only appropriate option. Comprehensive sex education, in contrast, recognize that many young people are or will become sexually active and therefore emphasize the need to teach about sexually transmitted diseases (STIs) and disease prevention, including condom and contraceptive use (Schalet, Santelli, Russell, Halpern, Miller, Pickering, & Hoenig, 2014).

Project Description:

- Develop a campaign with the support of the city that seeks to reduce sexual health disparities by providing comprehensive sexual health education, resources and referrals (e.g. Primary Care Physicians, Gynecologists, Education, and STI/HIV testing facilities for the city of Birmingham) #bhamsexed.
- Provide Birmingham City Schools with a means of comprehensive sexual health by utilizing Community Based Organizations (CBO) and other stakeholders to address current concerns on sexual health and sexual justice issues.
- The education provided will meet and or exceed all requirements of the Board of Education.
- Work with CBO's and other stakeholders who currently have comprehensive sex education curricula and are willing to assist with sharing the curricula.

Timeline: 3-6 months

Metrics:

Table 3. Abstinence Education Programs Versus Comprehensive Sex and STD/HIV Education Programs: Number of Studies Reporting Program Effects on Different Sexual Behaviors

	Abstinence	Comprehensive
Outcomes .	programs	programs
measured	(N = 9)	(N = 48)
Initiation of sex	(n = 9)	(n = 32)
Hastened initiation	0	0
No significant results	7	17
Delayed initiation	2	15
Frequency of sex	(n = 6)	(n = 21)
Increased frequency	0	0
No significant results	4	15
Reduced frequency	2	6
Number of partners	(n = 5)	(n = 24)
Increased number	0	1
No significant results	4	12
Reduced number	1	11
Condom use	(n = 5)	(n = 32)
Reduced use	0	0
No significant results	5	17
Increased use	0	15
Contraceptive use	(n = 4)	(n = 9)
Reduced use	0	1
No significant results	4	4
Increased use	0	4
Sexual risk taking	(n = 3)	(n = 24)
Increased risk	0	0
No significant results	3	9
Reduced risk	0	15

(Schalet, Santelli, Russell, Halpern, Miller, Pickering, & Hoenig, 2014)

<u>Cost:</u> Necessities needed to improve sexual health in Birmingham that can be embraced by several cultures are identified under line items of cost and non-cost Cost:

• Flyers, posters and billboards (\$3,000 - \$5,000)

Non-Cost:

- Social Media coverage providing resources to locations that provide Primary Care Physicians, Gynecologists, Education, and STI/HIV testing facilities for the city of Birmingham #bhamsexed
- Use of CBO's and other stakeholders to provide education that will meet and or exceed all requirements of the Board of Education

Other Recommendations

- This type of program should also include information concerning intimate partner violence and how to combat it.
- Create an inclusive curriculum that includes comprehensive education for LGBTQ adolescents.

Sources:

Fuller, T. R., White, C. P., Chu, J., Dean, D., Clemmons, N., Chaparro, C., ... & King, P. (2016). Social Determinants and Teen Pregnancy Prevention: Exploring the Role of Nontraditional Partnerships. *Health promotion practice*, 1524839916680797. Retrieved on January 16, 2018 from http://www.summasource.com/sites/default/files/Teen_Pregnancy_in_Alabama.pdf

Haberland, N. A. (2015). The case for addressing gender and power in sexuality and HIV education: A comprehensive review of evaluation studies. *International Perspectives on Sexual and Reproductive Health*, *41*(1), 31-42. Retrieved on January 16, 2018 from https://web-a-ebscohost-com.ezp.waldenulibrary.org/ehost/pdfviewer/pdfviewer?vid=1&sid=b85a0e5c-8979-4f92-952c-9af7ff4ae6d0%40sessionmgr4010

Schalet, A. T., Santelli, J. S., Russell, S. T., Halpern, C. T., Miller, S. A., Pickering, S. S., ... & Hoenig, J. M. (2014). Invited commentary: broadening the evidence for adolescent sexual and reproductive health and education in the United States. Retrieved on January 16, 2018 from https://search-proquest-com.ezp.waldenulibrary.org/docview/1561613194?accountid=14872

Links with other Social Justice Subcommittees: Human and Civil Rights, Poverty Reduction

<u>Links with other Transition Teams:</u> Education and Workforce, Neighborhood and Public Safety

Links with City Departments: Health Department, Birmingham City Schools

Health Disparities Subcommittee

TEAM PROJECT: Food Security

Social Justice Committee Theme: Food Security

Background: Food insecurity occurs when "access to adequate food is limited by a lack of money and other resources." Jefferson County and the City of Birmingham report higher rates of food insecurity than national averages particularly for children under 18 years old and adults 40 – 49 years old.

A recent USDA study among working age adults found that lower food security status was associated with a higher probability of the following chronic diseases: hypertension, coronary heart disease (CHD), hepatitis, stroke, cancer, asthma, diabetes, arthritis, chronic obstructive pulmonary disease (COPD), and kidney disease. Food security status was more strongly predictive of chronic illness than income in most cases.

Child food insecurity can have severe effects on children's cognitive and physical development. It also exposes them to the risk of diet-related diseases such as diabetes.

Food Insecurity: General Population

- An estimated 127,630 individuals in Jefferson County (or 19.4% of the population) are food insecure. This rate exceeds the national food insecurity rate of 13.4%.
- Federal nutrition assistance programs, like the Supplemental Nutrition Assistance Program (SNAP, formerly known as food stamps), serve as the first line of defense against food insecurity. However, these programs use income to determine eligibility and not everyone who is food insecure is income-eligible to receive assistance.
- An estimated 40,842 of Jefferson County's food insecure residents do not qualify for any federal nutrition aid such as SNAP.

Estimated Rates of Food Insecurity Status In Birmingham By Age

	Food Insecure (Marginal, Low, Very Low)			
Age 40 and older	20.9%			
Age 40-49	36% *The national rate is 20.4%			
Age 50-59	14.5%			
Age 60+	13%			

Child Food Insecurity Rates

- An estimated 30,070 children in Jefferson County (or 22.3% of the population) live in food insecure households. This rate exceeds the national child food insecurity rate of 17.9%.
- 9,622 (or 32%) of Jefferson County's food insecure children do not qualify for any federal nutrition aid such as free or reduced price school meals.

References:

Coleman-Jensen, A., Rabbitt, M. P., Gregory, C. A., & Singh, A. (2017). *Household food security in the United States in 2016*. Retrieved from Washington, DC: https://www.ers.usda.gov/webdocs/publications/84973/err-237.pdf?v=42979

https://www.ers.usda.gov/publications/pub-details/?pubid=84466

Feeding America Map the Meal Gap 2017 study produced for the Community Food Bank of Central Alabama.

http://www.feedingamerica.org/research/map-the-meal-gap/2015/2015-mapthemealgap-one-pager.pdf

https://www.aarp.org/content/dam/aarp/aarp_foundation/2015-PDFs/AF-Food-Insecurity-2015Update-Final-Report.pdf

Other Recommendations: ***The Dynamite-Hill Smithfield Community Land Trust (project of the Poverty Reduction subcommittee mentioned on pg.21-25) and the Citywide Sustainable Food Plan (project of the Environmental Justice and Sustainability subcommittee mentioned on pg.47-48) are also viable and transformative solutions to food security that should be paired with these efforts.

Project I Description: Family Market (Mobile School Pantry)

Background: The Family Market at Hayes K-8 is a pilot project to test a new school food pantry model. This model delivers healthy food choices to families referred to the program by school staff. The market is open each month at a convenient time when parents are picking up or dropping off their children at school. Because the Family Market operates according to a "just in time delivery" method, it has the potential to emphasize healthier foods like fresh produce after the initial pilot phase. In rural Alabama school districts, this model has served twice as many meals to double the number of children for less than the cost of a traditional backpack program. School staff also view the program as a way to build stronger, positive relationships with parents.

Partners include: Hayes K-8, Community Food Bank of Central Alabama, Jones Valley Teaching Farm, and the Woodlawn Foundation.

<u>Project Description:</u> This project could be integrated with two additional healthy food access projects that require a part-time driver: a mobile grocery store and a perishable food recovery program that annually saves 6 million pounds of wholesome food from going to waste in local landfills.

<u>Timeline:</u> The pilot will serve 50 families with children per month April 2018 – December 2018.

<u>Metrics:</u> # children served; # adults served; # of meals provided. Surveys of participants will illuminate food access issues, nutrition knowledge, food preferences (fresh produce, etc.).

<u>Cost:</u> The Community Food Bank is funding the pilot project with generous support from the Morgan Stanley Foundation and Feeding America.

- 6-month pilot at Hayes K-8: no cost, funded by Food Bank sponsors
- Continuation at Hayes K-8 & expansion to other schools with City participation-\$102.41 per household served per year.
- Plus, investment in a PT driver (\$29,652 annually including benefits) dedicated to 3 healthy food access initiatives: family markets (mobile school pantries), mobile grocery store routes and a perishable food recovery program that annually saves 6 million pounds of wholesome food from going to waste in local landfills.

Future costs to continue the program at Hayes K-8, expand to additional schools, and integrate fresh produce into the model include:

- \$102.41 per household served per year.
- The resources for a PT driver (\$29,652 annually including benefits) dedicated to 3 healthy food access initiatives: Family Markets (mobile school pantries), mobile grocery store routes, and a perishable food recovery program that annually saves 6 million pounds of wholesome food from going to waste in local landfills.
- The Community Food Bank would provide in-kind support of a refrigerated vehicle.

Best Practice References:

• Community Food Bank of Central Alabama Family Market Final Report in St. Clair and Blount Counties available upon request kstrickland@feedingal.org

• http://www.feedingamerica.org/hunger-blog/school-pantries-helping.html?referrer=https://www.google.com/

<u>Connections with other Subcommittees</u>: *Poverty Reduction Sub-Committee* Rationale:

- Food insecure households routinely make the choice between paying for food and other basic needs including: rent/mortgage, utilities, transportation, medicine and/or educational expenses.
- Food insecure medical patients incur \$1,800 more medical expenses annually that food secure patients.

Project II Description: The Corner Market (a mobile grocery store)

Background: In 2017, the Community Food Bank of Central Alabama launched The Corner Market, a mobile grocery store, that accepts SNAP (formerly known as food stamps) and travels to neighborhoods without access to a full-service grocery store. The Corner Market is a 24-foot trailer redesigned to be a one-aisle grocery store and features fresh produce, lean proteins, grains, milk, eggs, and other healthy foods for sale at affordable, wholesale prices. The mobile grocery store also acts as a platform for wrap-around services, such as nutrition education, cooking demonstrations, and health screenings for residents. The aim is to improve community health by making healthy food choices both accessible and affordable.

This summer the Corner Market plans to expand its inventory to include locally grown fruits and vegetables and pilot a "Double-Up Bucks" program, which incentivizes customers to use SNAP benefits to purchase fresh produce. When a family or senior uses their SNAP benefits at the Corner Market to purchase healthy food items, they will receive a matching amount (up to \$20) in produce vouchers. Families and seniors will be able to use these vouchers to purchase fruits and vegetables at the Corner Market during times of the month when their SNAP benefits traditionally have run out. The aim is to ensure healthy food choices are both accessible and affordable at any time during the month.

<u>Project Description:</u> The Corner Market travels to West Jefferson and Pratt City twice per month. The Corner Market is expanding in Tarrant, Riverside and Lincoln in March 2018. With support, it could expand to a second Birmingham neighborhood TBD in September 2018. This project could be integrated with two additional healthy food access projects that require a part-time driver: Family Markets (mobile school pantries) and a perishable food recovery program that annually saves 6 million pounds of wholesome food from going to waste in local landfills.

<u>Timeline:</u> With support, the Corner Market can expand to an additional Birmingham neighborhood TBD in September 2018.

Metrics: # served; sales per food category i.e. fresh produce.

<u>Cost:</u> The pilot phase at Pratt City, West Jefferson, Sipsey, Tarrant, Riverside, and Lincoln thru September 2018- no cost thru the pilot phase, funded by Food Bank sponsors including ADECA.

- Expansion to an additional Birmingham neighborhood with City participation requires the resources for an additional_PT driver (\$29,652 annually including benefits) dedicated to 3 healthy food access initiatives: family markets (mobile school pantries), mobile grocery store routes and a perishable food recovery program that annually saves 6 million pounds of wholesome food from going to waste in local landfills.
- The Community Food Bank will commit 1-ton truck, 24-foot air-conditioned trailer, (\$60,000), food inventory (\$24,000) and the Corner Market Coordinator (\$32,448 annually).

<u>Connections with other Subcommittees:</u> Poverty Reduction Sub-Committee, Environmental Justice & Sustainability Sub-Committees.

Project III Description: FOOD LINK: Mothers/Infants and Patient Access to Healthy Foods

Background: Alabama's infant mortality rate is among the highest in the nation. The death rate for African-American infants is more than two times higher than the rate for white infants. Nutrition is a key building block for long-term health. Unfortunately, healthy food choices are often unaffordable for low-income Birmingham residents. For example, the price of 1 pound of broccoli is \$1.36 while a cheeseburger offers almost triple the calories for \$1.29. When low-income households are on a limited budget, they often select foods that offer more calories for less money. In a recent study, 87% of Alabama residents seeking charitable food assistance from food pantries said they intentionally purchased unhealthy, inexpensive foods in order to stretch their food budgets.

<u>Project Description:</u> Food Link is designed to address this issue among three populations: (1) first-time mothers on Medicaid, (2) uninsured patients with diabetes, and (3) uninsured/underinsured patients with heart failure. The Community Food Bank will introduce a two-question food insecurity screening tool that has been proven valid in medical settings to the UAB's School of Nursing staff operating the new Nurse-Family Partnership Program (NFP), the PATH Clinic, and the Heart Failure Clinic. These clinics and NFP have agreed to incorporate the screening tool into their standard patient intakes.

When a mother or patient screens positive for food insecurity, the staff will be able to provide the patient with the following supports to ensure they have access to nutrient-dense foods necessary to manage their health condition:

- A food box designed to meet their nutritional needs. The clinics and NFP will have access to either a heart-healthy or high-protein food box to distribute to patients. The menus will be designed to meet the needs of new mothers or aid the diets of people with diabetes or heart failure.
- Fresh produce. Both the PATH Clinic and Heart Failure Clinic have agreed to become "designated produce sites" making them eligible to receive a refrigerator on loan from the Community Food Bank's Equipment Library. After installing a refrigerator, the clinics will be able to store and distribute produce sourced from the Community Food Bank.
- **Referrals to food pantries.** Clinic staff will be able to refer patients to food pantries affiliated with the Community Food Bank that are closer to the patient's home.
- Referrals to the Community Food Bank's Benefit Enrollment Center. The Food Bank's Benefit Enrollment Center staff will determine if UAB patients are eligible for SNAP (food stamps) and other benefits such as farmers market vouchers or Medicare savings plans. If they are eligible, Food Bank staff will assist them with each step of the application process. Securing these benefits will help patients remain food secure long-term.

Clinicians will offer these supports to patients on a monthly basis or until the patients are successfully matched with food resources in their own community.

<u>Partners Include:</u> Community Food Bank of Central Alabama, UAB School of Nursing, and UAB Blazer Kitchen

<u>Timeline:</u> The pilot project will begin serving first-time mothers and patients April 2018 – March 2019.

Metrics:

- 1. Establish and validate a quantitative means to monitor the rate of food insecurity among low-income patients by tracking the number and percent of patients per clinic who screen positive for food insecurity.
- 2. Provide food resources to 100 food-insecure mothers and patients per month.
- 3. Match 33% of food-insecure patients with food resources in their own communities.
- 4. Identify and validate ways to correlate patients' food security status with UAB Hospital encounters (both emergency department and inpatient hospitalizations) and health outcomes.

<u>Cost:</u> The Community Food Bank is funding the pilot project with generous support from the UAB's Benevolence Fund Community Impact Award and Publix Super Market Charities.

- 12-month pilot no cost, funded by UAB Benevolence Fund Future costs to continue the program:
 - \$13,200 annually to serve 50 first-time mothers/infants and 50 uninsured patients per month.

<u>Connections with other Subcommittees:</u> Poverty Reduction Sub-Committee, Environmental Justice and Sustainability Sub-Committee

Project IV Description: Kid Meals Campaign

Background: When schools close for summer, thousands of children lose access to free school meals and are at risk of hunger. To fill this gap, the Community Food Bank of Central Alabama, YMCA of Central Alabama, United Way of Central Alabama, Bold Goals Coalition, A.G. Gaston Boys & Girls Club, Samford University and the Farm Food Collaborative and a host of other partners sponsor delivery of free lunches and snacks to 685 children five days a week for up to 10 weeks over the summer break. Last summer, we provided 22,401 free meals and 21,684 snacks to children in Birmingham.

The Community Food Bank and meal sites work together on a menu that includes snacks of locally grown fruits and vegetables including fresh blackberries, plum tomatoes, watermelon and more. The project supports local family farmers and strives to provide healthy food choices for children at risk of food insecurity. The program offers free lunches to children but is unable to serve parents.

<u>Project Description:</u> To address this gap, we propose piloting an expansion of this program called Kids Harvest in order to provide fresh produce twice per month for an estimated 300 families with children enrolled in the program at two YMCA sites in June and July.

Timeline: June 2018 – August 2018

Cost Kids Meal Campaign with Kids Harvest Pilot:

- \$1,200 for produce purchases and supplies for 300 families with children served twice in June and July
- \$2,583 for expansion coordination
- No cost for summer meals United Way, Food Bank and a federal reimbursement program are funding the pilot.

Connections with other Subcommittees: Poverty Reduction Sub-Committee

Project V Description: Perishable Food Recovery Program

<u>Background:</u> The Community Food Bank has recruited over 100 local grocery stores to donate food that is close to code yet still wholesome. Publix, Walmart, Sam's Club, Aldi, Whole Foods, Winn Dixie, Target, Trader Joe's and others already participate. The Food Bank trains grocery store staff on how to donate certain items:

- fresh produce
- meats by freezing them the day before they expire
- canned goods with minor dents that do not compromise the can's integrity
- dry goods with their inner packaging intact
- breads
- prepared foods
- dairy

The Community Food Bank's refrigerated trucks pick up these donations 5 days a week. In 2017, we prevented 6,168,912 pounds of food from going to waste in local landfills and instead provided groceries to seniors and families in need. We saved the equivalent of 5.1 million meals from going to waste. We also like to highlight that 1.6 million pounds of the food we saved last year was fresh fruits and vegetables. We rely upon 2,200 trained volunteers per year to help inspect and sort these critical donations. There is the opportunity to expand the program with the addition of a driver.

<u>Project Description:</u> This project could be integrated with two additional healthy food access projects that require a part-time driver: Family Markets (school food pantries) and a mobile grocery store called the Corner Market.

Timeline: February 2018 - ongoing

Costs for expansion:

- The resources for a PT driver (\$29,652 annually including benefits) dedicated to 3 healthy food access initiatives: family markets (mobile school pantries), mobile grocery store routes and the perishable food recovery program.
- The Community Food Bank covers the expense of refrigerated vehicles, insurance, and fuel.

<u>Connections with other Subcommittees:</u> Poverty Reduction Sub-Committee, Environmental Justice & Sustainability Sub-Committees.

Health Disparities Subcommittee

TEAM PROJECT: Nurse-Family Partnership of Central Alabama

Background: The March of Dimes gave Alabama and Jefferson County a failing grade related to rates of prematurity in 2017. The rates of prematurity, as well as infant mortality in Jefferson County are higher than the national average and there is a significant health disparity for black women and their babies. Black women were 49% more likely to deliver prematurely in 2013-2015, and infant mortality was three times more likely in black babies as compared to white babies during the same time. Dr. David Olds of the University of Colorado, developed this model 40 years ago to address infant mortality, low birth rates, and pre-term births. He has collected impressive data supporting the validity and success of this model.

2013 Statistics				
Zip Code	LBW as % of births in that zip	Pre-Term Births as a % of births in that zip	Infant Mortality Rate Per 1,000 Births	% of population below the poverty rate
35203	14.3%	0.0%	35.6	52.31%
35218	20.8%	16.7%	19.6	48.77%
35064	20.0%	20.0%	17.5	16.78%
35211	23.5%	26.5%	16.3	41.01%
35208	10.5%	0.0%	16.0	26.61%
35207	4.8%	9.5%	15.9	50.74%
35217	17.2%	20.7%	15.7	26.07%
35206	13.0%	13.0%	15.3	27.31%
35020	7.1%	7.1%	15.2	36.32%
35212	15.4%	7.7%	15.0	47.60%

Project Description: Referrals are received from the Jefferson County Department of Health Maternity Clinics, private physician's offices, schools, and other medical offices and clinics. To qualify for the program, the enrollee must be a first-time Mom who meets income requirements for Medicaid. Clients will be enrolled in early pregnancy, no later than 28 weeks gestation. Specially trained BSN prepared nurses will make home visits with the Mom on a regular schedule until the child turns two years old. The nurses will be making physical assessments of the Mom, teaching parenting skills, addressing any needs (transportation, housing, safety) identified and connecting them with community resources. Visits are flexible and scheduled according to the client need and desire for services. The program is provided at no cost to the client and is completely voluntary.

Timeline: Funding for the project is in place for three years.

<u>Metrics:</u> Outcomes to measure success include number of families served, premature birth rates, infant mortality, breastfeeding rates, immunization rates, rates of emergency room visits for injury, rates of employment, and educational attainment among mothers. Currently, NFP of Central Alabama is funded to serve 100 families at a time with each Nurse Home Visitor carrying a caseload of 25 clients.

Funding: The Nurse-Family Partnership of Central Alabama received funding for three years by generous gifts from the Jefferson County Department of Health, the Mike and Gillian Goodrich Foundation, the Daniel Foundation, Blue Cross and Blue Shield of Alabama Caring Foundation, and the Community Foundation of Greater Birmingham.

Health Disparities Subcommittee

TEAM PROJECT: Program for Addictive Behavior Research Partnership

<u>Social Justice Committee Theme:</u> *Mental Health and Substance Use*

Background: The UAB Program for Addictive Behavior Research is a research lab at the University of Alabama at Birmingham with a mission of developing effective and innovative treatments for addiction. Dr. Peter Hendricks (Director) is a clinical psychologist whose research centers on the development of novel and potentially more effective treatments for substance dependence, with specific areas of focus on tobacco, cocaine, and polysubstance dependence in vulnerable populations. Dr. Sara Lappan is a couple and family therapist whose research focuses on therapeutic alliance as well as family health outcomes. They are currently conducting a randomized clinical trial that tests the efficacy of a novel treatment for cocaine addiction. Other studies currently underway explore: cigarette smoking in undergraduates, the addictive properties of e-cigarettes, food security in low-income women, and the treatment of co-morbid chronic pain and opioid use disorder in the primary care setting.

Project Description: Psilocybin-facilitated treatment for cocaine addiction: Approximately 8% of Alabama residents report monthly illicit drug use, with cocaine being the second most commonly used substance after cannabis. Moreover, cocaine is the second most commonly cited drug among primary drug treatment admissions in Alabama, with approximately 3,000 admissions every year (see http://www.whitehouse.gov/sites/default/files/docs/state_profile_-_alabama.pdf). The primary purpose of this study is to evaluate the feasibility and estimate the efficacy of psilocybin-facilitated treatment for cocaine use. We also will monitor the impact of psilocybin-facilitated treatment on the use of other drugs and mediators of treatment (e.g., withdrawal symptoms, motivation to quit/remain abstinence, abstinence self-efficacy personality, beliefs/cognitions, and emotions).

<u>Timeline</u>: Ongoing and aiming for data collection to be complete by July of 2019.

<u>Metrics</u>: Cocaine use, withdrawal symptoms, motivation to quit/remain abstinent, abstinence self-efficacy, personality, beliefs/cognitions, emotions.

<u>Cost:</u> The program and projects are currently funded by the UAB School of Public Health, National Institute on Drug Abuse, and the Heffter Research Institute.

<u>Other recommendations</u>: The UAB Program for Addictive Behavior Research recommends a partnership between the organization, the Mayor's team, and the community. Ideally, community partners will refer potential participants to the program, and in turn, we will refer participants to appropriate community partners and resources.

TEAM PROJECT: 100% Renewable Energy and Citywide Residential Weatherization

<u>Social Justice Committee Theme:</u> Goal of 100% renewable energy (city scale: for municipal entities), beginning with city-wide energy efficiency goals and benchmarks

Background: Cities and metropolitan hubs like Birmingham must lead the way in confronting the threat of climate change. The cheapest kilowatt is that which is never used. Accordingly, ensuring all municipal buildings are energy efficient is a crucial first step to the city's commitment to begin transitioning to 100% renewable energy by 2027 and achieving a full transition by 2035. The American Council for an Energy Efficient Economy (ACEEE) ranks Birmingham last (51 out of 51) for large U.S. cities policies targeted at saving energy. By adopting a few, key policies and initiatives, the city could greatly improve this ranking, and help its residents save hundreds of dollars on their utility bills.

<u>Project Description:</u> Working within an expansion of the City of Birmingham's Comprehensive Plan, the city can reach both short-term and long-term goals of saving energy to achieve 100% clean energy by 2035.

- Short-term, low level initiatives (6 months or less):
 - Mayor Woodfin should cement his commitment to begin the process of transitioning to 100% renewable energy by 2027 by first signing both the Mayor's for 100% Clean Energy Letter of Support and Alabama Cities for Sustainable Energy Pledge. (Becoming the first and only Alabama Mayor to do so for both)
 - Create Office of Sustainability with multiple staff members committed to these efforts. SEE ALSO THE "OFFICE OF SUSTAINABILITY BEST PRACTICES" DOCUMENT
 - Create a Property Accessed Clean Energy (PACE) program (applicable only to commercial buildings) for Birmingham.
- Intermediate initiatives (6 months to 2 years):
 - Work with the Birmingham City Council to establish a citywide Benchmarking Ordinance.
 - The Department of Economic Development should establish a micro-lending program for very low to moderate income homeowners. This program could be implemented in house, or by establishing a Community Development Financial Institution (CDFI). The micro loans should be specifically available for helping residents weatherize their homes, replace old appliances with new energy star appliances, and/or fix problems pertaining to their home's electric and water systems. The loans should be available at zero-low interest rates, with payment plans of up to 10 years.
- Long-term initiatives (2+ years):
 - Working from Brownfields Database, target at least five brownfields to be utilized for utility-scale solar installations.

Timeline: The initiatives above can begin immediately to 2+ years in the future.

Metrics:

- Energy Efficiency/Energy Savings:
 - Reduced energy consumption by the city
 - At least 10 businesses complete upgrades through the PACE system in the firstyear Birmingham creates a PACE program
 - o Start "white/green roofs" program by installing a white or green roof on City Hall.
 - o Enlist corporate sponsors for the program within the first year.
 - o Target 25 buildings for green or white roofs within the second year.
 - o Community Awareness Campaign on energy efficiency and existing programs in all 99 of Birmingham's neighborhoods within the first year.
 - 50 Alabama customers to receive weatherization and energy efficient upgrades through pilot program
- 100% Renewables:
 - o Solar arrays installed on at least 5 brownfields within three years.
 - City-sponsored community solar array on existing brownfields (particularly those in North Birmingham) within three years.
 - o 100% of electricity in the City of Birmingham will be clean energy by 2035.

Other Recommendations:

- This project will benefit job and industry growth, and economic growth. Residential weatherization will decrease utility costs and increase energy efficiency.
- Possible funding: The Environmental Justice Collaborative Problem-Solving Cooperative Agreement Program, EPA EE Grants Program

<u>Links with other Transition Teams:</u> Education and Workforce, Neighborhood and Public Safety, Entrepreneurship and Economic Development, Transparency and Efficient Government

Links with the Comprehensive Plan:

- Sustainability Assessment and Plan: Ch.6, p.6.3, p.6.11
- Solar Arrays on Brownfields: Ch.6, p.6.14-6.15
- City-owned Property and Residential Energy Efficiency: Ch.6, p.6.5 (p.6.10 mentions the City undergoing an assessment of energy use, if this happened, can build from here on implementing efficiency measures)
- Supporting Renewable Energy: Ch.6, p.6.23

Links with Woodfin Plan: https://www.randallwoodfin.com/revitalizingneighborhoods

TEAM PROJECT: Citywide Sustainable Food System

Social Justice Committee Theme: Community owned agriculture

Background: According to a recent Gallup study, "State of Opportunity in America," 55% of Birmingham residents were unable to afford food at times during 2017. According to the study, this is 11% higher than the national average. Access to healthy foods is directly linked to health and well-being, and is essential to all Birmingham citizens reaching their full potential. Due to poverty, lower-income neighborhoods in Birmingham often lack both geographic and economic access to healthy foods. Sustainable food systems work to mitigate food waste, while giving communities sovereignty and involvement over their food sources. Sustainable food systems create opportunities for business and workforce development, education, economic opportunities, city beautification, and help all Birmingham residents meet their basic needs.

Project Description:

Short-term Initiatives (6 months):

- Create a partnership between the Department of Economic Development and local non-profits to establish a Cooperative Agribusiness Development Center. This pilot program should include a public-private partnership to fund the development of an aquaponics greenhouse. This program will include teaching residents how to manage an aquaponics greenhouse, manage a cooperative agribusiness, write their own business plan, and how to apply for grants and loans.
- The Cooperative Agribusiness Development Center will also be tasked with developing a triple bottom line marketing brand for agribusinesses in the seven counties of Greater Birmingham called Magic City Grown. All produce sold from the aquaponics greenhouse shall be sold as a pilot project for this brand.

Intermediate Initiatives (6 months to 2 years):

- Hire a consultant to assess a business plan for three cooperative grocery stores in food deserts throughout the city of Birmingham.
- Work with the Birmingham Land Bank Authority to establish a program allow agribusinesses, cooperative grocery stores, and community land trusts to purchase tax delinquent properties for \$50.00, the same cost as the current adopt-a-lot program.
- Create a commitment to mitigate food waste (a 50% reduction by 2030) by creating a partnership between the City, gleaning and food recovery organizations (i.e. Magic City Harvest), food bank/food rescue organizations (i.e. shelters, the Central Alabama Food Bank), and companies to encourage food source reduction.
- Expand access to healthy foods and work towards developing community food access by partnering with groups like the Community Food Bank of Central Alabama's Corner Market program and the Woodlawn Cooperative Grocery Store, and working with all 99 neighborhoods to assist in replicating similar community gardens and cooperative grocery stores (see suggestions on Page 6.16 of the Comprehensive Plan as well)
- Work with the Economic Development Department to reform business loan programs and microloan programs. The reform should include zero interest loans to new agribusinesses and grocery stores.

• Work with schools and local organizations to create an encourage educational programs on health food options for all ages.

Other Recommendations:

- Possible funding: The Environmental Justice Collaborative Problem-Solving Cooperative Agreement Program, EPA EE Grants Program
- Related Programs: Magic City Agriculture Project 2015 Strategic Plan, Magic City Harvest, Community Food Bank of Central Alabama, Community Renewal Section of Birmingham's 2014 Comprehensive Plan

<u>Links with other Social Justice Committees:</u> Health Disparities, Poverty Reduction

<u>Links with other Transition Teams:</u> Education and Workforce, Entrepreneurship and Economic Development, Neighborhood and Public Safety

<u>Links with other City Departments</u>: Public Works Department, Economic Development Department, Community Development Department

Links with the Comprehensive Plan:

- Food security: chapter 6, page 6.7
- Encourage urban farming to reduce food deserts: chapter 6, page 6.16

Links with Woodfin Plan:

<u>https://www.randallwoodfin.com/revitalizingneighborhoods</u> (overgrown lots as sites for community gardens?)

https://www.randallwoodfin.com/oppagenda

TEAM PROJECT: Sustainably Built Environment

Social Justice Committee Theme: Sustainable city systems and structures

<u>Background</u>: While necessary for the healthy functioning of cities, the built environment is a major contributor to climate change, resource depletion, waste, over-consumption, diminished human health, and environmental degradation. The best route to approaching a sustainable future for Birmingham is to make the built environment sustainable. A sustainable built environment corresponds to green and gray infrastructure and encompasses the following categories: urban connectivity, site, materials, indoor environment, energy, water, cultural and economic value, and management and operation. Changes in the built environment - offering a wider array of housing choices and community types, multi-modal travel options, or new green building strategies - can have lasting effects on a community's environment, quality of life and fiscal health.

Project Description:

Short-term Initiatives (6 months):

- Development of a citizen task force to create a scorecard for the current public transportation system.
- Enact Sustainable Building and Site policy resolution.
- Adopt and commit to sustainable design and construction.
- Review progress on 20th Street bus and pedestrian study. How can it benefit all 99 neighborhoods? (locally/minority owned businesses, etc.) Is it equitable?
- Review progress on and support needed for Complete Streets Implementation

Other Recommendations:

- Possible funding: The Environmental Justice Collaborative Problem-Solving Cooperative Agreement Program, EPA EE Grants Program
- Related Programs: Community-level framework plans, Red Rock Ridge and Valley System Master Plans, BRPC Regional Transportation Plan, B-Active Plan, 20th Street Bus and Pedestrian Study, Complete Streets

<u>Links with other Social Justice Committees:</u> Health Disparities, Poverty Reduction, Environmental Justice and Sustainability (links with using recycled pulverized glass as mulch to reduce costs and resource depletion)

<u>Links with other Transition Teams:</u> Entrepreneurship and Economic Development, Transparency and Efficient Government, Neighborhood and Public Safety

<u>Links with other City Departments</u>: Department of Transportation, Economic Development Department, Community Development Department

Links with the Comprehensive Plan:

• Red Rock Ridge and Valley Trail System: chapter 4, page 4.24

• Reducing transportation emissions by supporting transit: chapter 6, page 6.22

<u>Links with Woodfin Plan:https://www.randallwoodfin.com/revitalizingneighborhoods</u> https://www.randallwoodfin.com/infrastructure

TEAM PROJECT: Consistent Maintenance and Enhancement of All City Parks and Recreation Centers, and Storm Water Mitigation

<u>Social Justice Committee Theme:</u> Recreational and environmental equity

Background: Research has shown that access to parks and recreation centers is associated with the health, happiness, and vitality of individuals and communities. Additionally, parks help mitigate and filter storm water runoff, which is a primary source of groundwater contamination and flooding in Birmingham. All 99 neighborhoods must be able to access, enjoy, and benefit from local parks and recreation centers. Consistent maintenance will save money, beautify the city, and create opportunities for economic and workforce development. Additionally, decision makers must work with the storm water department in order ensure that there's is adequate infrastructure in place to reduce, reuse, and recycle runoff.

Project Description:

Short term initiatives (within 6 months)

- Create City-sponsored (working with Neighborhood Association Presidents and City Councilors), consistent annual/bi-annual cleanup and "green-up" days (e.g., waterway and litter cleanups, planting native vegetation at parks)
- Host listening sessions in as many of the 99 neighborhoods as possible to ask residents what parks benefit them the most
- Consult with existing departments about infrastructure and implement a project prioritization process.

Intermediate initiatives (6 months-2 years)

- Develop internship opportunities that are publicly advertised on the City and Parks & Recreation Board's website
- Work with Alabama House and Senate members to file a bill to create a Birmingham Parks & Recreation Fund and allow all monies generated by the Birmingham Parks & Recreation Board to stay within the Parks & Recreation Fund and not be diverted to the general fund.

Other Recommendations:

- Possible funding: The Environmental Justice Collaborative Problem-Solving Cooperative Agreement Program
- Related Programs: Alabama Rivers Alliance, Cahaba River Society, Cahaba Riverkeeper, Black Warrior Riverkeeper, Alabama Water Plan, Village Creek Human & Environmental Justice Society Clean-Up programs

<u>Links with other Social Justice Committees:</u> Health Disparities, Poverty Reduction, Environmental Justice and Sustainability (recycled pulverized glass could be used by the parks are a more sustainable, low cost resource in maintenance)

<u>Links with other Transition Teams:</u> *Entrepreneurship and Economic Development, Neighborhood and Public Safety*

<u>Links with other City Departments</u>: Public Works Department, Economic Development Department, Community Development Department

Links with the Comprehensive Plan:

- Natural Resources and Environmental Constraints-chapter 4
- Maintain updated citywide flood-mitigation and stormwater plans-chapter 4, page 4.26

TEAM PROJECT: Addressing Brownfields and mitigating pollution

Social Justice Committee Theme: Addressing brownfields and mitigation pollution

Background: The City of Birmingham Comprehensive Plan found that segments of the Cahaba River, Valley Creek, Village Creek, Shades Creek and Camp Branch Creek exceed Total Maximum Daily Load allowances for various pollutants. The Plan also states that Birmingham is not entirely in control of its air quality (i.e. air pollution is an issue in Birmingham). Related to the ongoing pollution affecting Birmingham's air and waterways, historic pollution has created numerous brownfields throughout Birmingham. Pollution impedes economic development, endangers public health and adversely affects the environment (land, air and water). Similarly, the abundance of brownfields, which are blighted and contaminated create entire swaths of land that are unproductive and adversely affect the health and economic stability of the communities in which they sit. By addressing ongoing air and water pollution issues and working to remediate and redevelop brownfields, the City of Birmingham will be improving health, the environment, communities and the economy.

Project Description:

Short term initiatives (0-6 months)

- In Chapter 6, page 6.6 of the Comprehensive Plan it states that there is no database that identifies all brownfields in the City of Birmingham. This database should be created and maintained on a monthly basis.
- Develop a Water Protection Policy for all four (the Cahaba River, Lake Purdy, Inland Lake and the Black Warrior River) of the Birmingham Water Works Board's sources of drinking water.
- Create a policy to promote the use of tap water and discourage the waste associated with bottled water, all city-owned buildings and properties should install water bottle filling stations.
- Discontinue citywide herbicide application program. This would cut costs and reduce
 pollution. In the alternative, the City could make herbicide spraying an "opt in" program
 for property owners who would like to receive herbicide spraying (this would also cut
 costs and pollution by greatly decreasing the amount of herbicide used and number of
 properties sprayed).
- Discontinue citywide pesticide application program.
- Oppose the Cahaba Beach Road expansion.

Intermediate (6 months to 2 years)

- Install a litter trap for Village Creek.
- Begin monitoring surface waters for heavy metals.
- The City of Birmingham should cooperate with the Jefferson County Department of Health to develop a Comprehensive Plan for the prevention, abatement and control of air pollution, focusing on all mobile and non-mobile sources, focusing first on the reduction of criteria air pollutants.

• Commission a Community Scale Air Toxics Ambient Air Monitoring Project and Study, focusing on the 187 recognized hazardous air pollutants (HAPs), paying special attention to the 30 HAPs known as "urban air toxics;"

Other Recommendations:

- Possible funding: The Environmental Justice Collaborative Problem-Solving Cooperative Agreement Program
- Related Programs: Alabama Rivers Alliance, Cahaba River Society, Cahaba Riverkeeper, Black Warrior Riverkeeper, Gasp, Village Creek Human & Environmental Justice Society, the Jefferson County Department of Health

Links with other Social Justice Committees: Health Disparities, Poverty Reduction

<u>Links with other Transition Teams:</u> Entrepreneurship and Economic Development, Transparency and Efficient Government, Neighborhood and Public Safety

<u>Links with other City Departments</u>: Public Works Department, Economic Development Department, Community Development Department, Stormwater Department

Links with the Comprehensive Plan

- Maintaining a brownfields database: chapter 6, pages 6.6, 6.14-6.15
- Convert brownfields to usable open space: chapter 4, page 4.24
- Improving air quality: chapter 6, pages 6.5 and 6.22
- Promote water conservation: chapter 6, page 6.21

TEAM PROJECT: Waste Mitigation

Social Justice Committee Theme: mitigating solid waste and encouraging recycling

Background: Recycling reduces landfills and hazardous waste materials which disproportionately affect people who live in environmentally exploited areas stricken by poverty where land is cheaper. The city of Birmingham and past Public Works Departments have not recognized the benefits of recycling or encouraged it. Recycling benefits include:

- Extending the life of landfills by decreasing the amount of waste entering it. The city will pay ~\$7.5 million dollars for a new landfill cell in the next year. Landfills are expensive, but recycling saves money.
- Recycling electronics, plastics, and hazardous wastes prevents contamination to our air, soil and water. This ultimately protects people who live near landfills and suffer the health issues caused by these materials.
- Recyclable materials are valuable. Throwing these materials into landfills is literally throwing money away. For example, the city can use pulverized glass for city projects, landscaping, etc as a low-cost alternative to mulch.
- Recycling creates civic pride and educates people on the impacts of their actions.
- Jobs are created by recycling practices. The recycling industry is larger than the automotive industry. For each landfill related job, there are ten recycling related jobs.

Birmingham lacks community initiatives and neighborhood education about recycling, and the city website offers little information or resources for those interested in recycling. Instead, the city has relied on the Alabama Environmental Council (AEC), a non-profit organization, to address this issue. AEC tried to provoke the city to recycle by starting a community recycling center 30 years ago, and helped to create the city curbside pick-up program. The AEC's RecycAL center in Avondale is a drop-off location that accepts recyclables from those not covered in the curbside pick-up program, such as residents living in apartments/lofts. The RecycAL center only has five employees and only receives 1/5th of the city's recycling budget. However, this center recycles almost as much material as the entire city's curbside pick-up program that has ~27 trucks and ~81 employees. Curbside pick-up is restricted to residents in single family homes and must be requested by individuals to register their residence and receive a recycling bin from the city. However, the city has run out of bin and made no effort to provide more. Currently, there are over 300 people on the waiting list for bins, and many more that have given up while waiting, resulting in low participation in the curbside program. The total amount of materials picked up by all of Birmingham Recycling and Recovery's 27 trucks on Wednesdays could all fit into one truck. The Comprehensive Plan vision calls for "Birmingham" to be a leader in sustainable development in Alabama" and we are falling short of this.

Project Description:

Short term initiatives (0-6 months):

• Revive the Solid Waste Authority of Birmingham Board of Directors

- Create short-term recycling goals, and commit to a citywide long-term recycling rate of 25% by 2020 to match the State of Alabama's recycling goal. Birmingham currently recycles only 1% of its waste.
- Develop a marketing campaign to educate residents about the 25% goal and publically commit to this initiative with posters, truck-wraps on city trash trucks, etc. The AEC can contribute input to ensure the success of this campaign.
- Use this campaign to recognize Global Recycling Day (3/18) and/or America Recycles Day (11/15), and plan annual events dedicated to raising community awareness on recycling around these days.
- Evaluate the Public Works Dept. to determine money spent on trash & recycling services, and where improvements can be made to increase efficiency and financial savings.
 - Determine best practices for trash/recycling bins, reducing financial resources and staff used to handle trash. Use these savings to fund recycling programs.
- Establish a formal partnership agreement with the AEC by:
 - Funding operation of the RecycAL center so it can continue to provide recycling services, education, and awareness for the community.
- Create and support an Office of Sustainability with a "Director of Sustainability."
 - Recycling efforts currently go through the non-profit, Keep Birmingham Beautiful. It lacks city support and the power to make change happen.
- Establish a team focused on "Reduce, Reuse, Recycle" education.
 - o Team could be comprised of volunteers organized by the proposed Office of Sustainability to educate about recycling at neighborhoods meetings and events.
 - City should send annual flyers to all residents to stress the importance of recycling and how to do so in their neighborhood.
- Update the city website with relevant information on why, how, and where to recycle, including where to recycle items the city does not accept. (Look to Atlanta's website for best practices: https://www.atlantaga.gov/government/departments/public-works/recycling-program)

Intermediate (6 months to 2 years):

- Review the Public Works Study when completed (in the Birmingham Comprehensive Sustainability Plan) and the Jefferson County Solid Waste Plan to determine what works and doesn't work.
- Develop a new integrated sustainable solid waste management system and action plan to be implemented by the proposed Office of Sustainability. This plan would include:
 - o Curbside recycling:
 - Expanded to include apartments/lofts, businesses, churches. (Until this is available, the city should support the AEC RecycAL center to help them provide drop-off recycling services.
 - Offer glass recycling once a month. There is no glass recycling in Birmingham except for the AEC, which is currently not accepting glass.
 - Provide more, and larger (96 gallon) bins to residents that wish to recycle.
 - o Residential pharmaceutical, electronic, and hazardous waste recycling:
 - Ex. Offer waste days to collect harmful pollutant materials like paint.
 - Obtain funding and grants for recycling and sustainability projects.

- Place dual (plastic & aluminum) recycling bins by trash can throughout the city to encourage recycling as a daily habit of residents.
- o Encourage businesses to recycle by offering incentives.
- Develop long-term community education on sustainability and recycling.
- Develop strategic plan to achieve the 25% recycling goals and keep metrics of the city's progress.
- Work with the City Council to create a recycling ordinance requiring property owners to ensure that tenants and employees have access to convenient recycling.
- Create composting plans for the city.

<u>Costs:</u> The costs of operating the AEC for 1 year is \$150,000. Costs TBD for a successful citywide campaign including marketing materials/handouts. Compensation for Director of Sustainability Position TBD by the city of Birmingham internally. *These costs can easily be offset by streamlining costs that are being wasted by inefficient recycling truck routes.

** Refer to AEC for all the uses available for pulverized glass in the City of Birmingham

<u>Best Practices:</u> Alabama Environmental Council City, 4330 1st Ave South Birmingham, AL 35222Contact: Felicia Buck, Executive Director: Felicia@AEConline.org/205.213.6501 www.AEConline.org

Other Recommendations:

- Tuscaloosa has a recycling participation rate of 30-35%, makes money from their recycled materials, and uses glass mulch within their city works department.
- Public Works Department leads and decision-makers could greatly benefit from partnering with Tuscaloosa's recycling center to learn their methods.
- Possible funding: The Environmental Justice Collaborative Problem-Solving Cooperative Agreement Program

<u>Links with other Social Justice Committees:</u> Health Disparities, Poverty Reduction, Environmental Justice and Sustainability (link with sustainably built environment)

<u>Links with other Transition Teams:</u> Neighborhood and Public Safety, Education and Workforce Development

<u>Links with other City Departments</u>: Public Works Department, Economic Development Department

Links with the Comprehensive Plan

• Promote participation in recycling: chapter 6, page 6.14

TEAM PROJECT: City of Birmingham Office of Sustainability

<u>Mission:</u> The mission of the City of Birmingham Office of Sustainability should be based on the concept of the Triple Bottom Line (TBL), which recognizes that many program and investment decisions can have a range of economic, environmental, and health and other social cobenefits. According to this approach, success is measured through a combination of social, environmental and financial performance indicators rather than through a single lens. Successful sustainability initiatives, deliver environmental, social and financial benefits to communities.

<u>Sustainability Assessment:</u> The Office of Sustainability should expand upon the findings in Chapter 6, pg. 6.3 of the Comprehensive Plan and conduct a citywide sustainability assessment, consulting reliable, objective experts in the field as necessary.

<u>Sustainability Plan:</u> The Office of Sustainability, working with stakeholder groups, experts in the field, and public at large, should create a Sustainability Plan, as mentioned in Chapter 6, pg.6.11 of the Comprehensive Plan. Actions to take as part of this Plan should include:

- As mentioned in Chapter 4, page 4.23 of the Comprehensive Plan, a Phase I assessment should be performed on brownfields and their future use should be determined. To that end, as part of the Sustainability Plan developed by the Office of Sustainability, the use of phytoremediation should be prioritized at all sites and sites too contaminated for redevelopment should be utilized as "urban wilds" to serve as part of the green infrastructure).
- Conduct an audit of the current status of the Phase I and Phase II environmental site assessments under the 2016 EPA Brownfields Grant to the City of Birmingham.
- Assess how Red Rock Ridge & Valley System Master Plan fits into the community-based Framework Plans that coincide with Birmingham's Comprehensive Plan. Are the proposed trails distributed equitably across all 99 neighborhoods?
- Assess how the community framework plan fits into the Regional Transportation Plan. This could be done via the B-Active Plan.
- Enhance and create greenways and wildlife corridors.
- Develop a comprehensive plan on how storm water runoff can be sustainably addressed.

Leverage partnerships and collaborations with existing groups and efforts:

- Support "Magic City Grown" brand
- Support Woodlawn Cooperative Grocery Store
- Support businesses with sustainability plans when employees have democratic control and are financially self-sustaining such as those in cooperatives.
- Working with the University of Alabama at Birmingham, the City of Birmingham should commission a study of "emerging contaminants" in drinking water;
- Building off of the Comprehensive Plan created in cooperation with JCDH, the City of Birmingham should address the prevention, abatement and control of HAP pollution. Part of this Plan should be cooperating with the Jefferson County Department of Health to adopt the most protective cancer risk level of 1 in 10,000

• Update the city's website to direct apartment dwellers & lofts to Alabama Environmental Council's website until a citywide ordinance is adopted.

Personnel and working with City Departments:

- Create a director of recycling position who would have the responsibility of executing all recycling-related initiatives.
- Assure adequate park maintenance, develop a Parks & Recreation maintenance manual
- Meet with Stormwater Department at least once per month.

Art Education and Cultural Exposure Subcommittee

TEAM PROJECT: SOAP: "Support our Artists Please"

<u>Social Justice Committee Theme:</u> Leveraging Birmingham's Creative Assets, Infrastructure for Arts and Entertainment Industries, Monetizing Birmingham's Talent, Art as Big Business

Background: Creative industries in Alabama are grossly undervalued in regards of their power to stimulate our economy. As of 2014, roughly \$558 million in revenue is generated annually in Birmingham's creative fields spanning from interior design to film. Our city also has community arts and culture events, such as Barts & Brews, Art Breaks, and the International Street Fair. However, these industries are ineffectively exposed to parents and youth as legitimate career options, causing a limited approach to education, public engagement in available events, talent development and retention, business development, and workforce placement. This creates creative disparities in our community. For example, according to the 2009 study by Benedict & Egan Economic Consultants, commission by the NAACP, the ad industry is explicitly 38% more segregated than the entire US labor market, and at the current rate would take 71 years for African-American participation in creative sector to reach its just number. Birmingham must take part in addressing this disparity.

To monetize this dormant, yet lucrative asset, we must know who, how, where, and what resources currently exist to build a creative infrastructure so our Magic City can join Atlanta, Nashville, and New Orleans to become an industry leader in cultural arts. This transformation will increase tourism and entrepreneurial workforce development. The keys to creative industry are threefold: Exposure, Education & Experience. Through cultural exploration, Birmingham's youth and citizens at large are exposed to profitable avenues of monetizing natural talents. Education and skills training allows creatives to refine entrepreneurial acumen and turn talents into sustainable income. Gaining Experience through apprenticeships, co-op work programs, and start-up cooperative business models, establishes a firm foundation for a prosperous creative class. Arts and culture are the missing pieces of an inclusive unified comprehensive economic framework.

Project Description:

Overview: This proposal has four components that flow into a continuous civic engagement process that leverage existing resources to empower an entire generation of creative entrepreneurs, while also stimulating the economy through art and culture. The following components will be managed by a committee of community leaders selected from active organizations and leaders in artistic endeavors. This committee will report to a city employee liaison. The municipality will serve as a convener and vocal advocate for existing initiatives to flourish.

First Component: Leveraging Birmingham's Creative Assets

- Conduct an inclusive creative survey to compile a resource matrix that will serve as a unified virtual hub of initiatives and events. This survey will build upon Create Birmingham's 2014 Census.
 - o Increase public involvement in the survey using the local slogan and acronym SOAP "Support Our Artists Please."
 - Engage the art of communication through grassroots community organizing that fuels and sustains the efforts. Info can be gathered by volunteers and managed by city staff.
 - The survey process of self-identified citizen input could last up to one year and slowing increase information. Quarterly or monthly reviews and reports to track progress are recommended for transparency and efficiency.
- Use the creative survey to develop a comprehensive asset map or of existing artisans, occupations, physical infrastructure, initiatives, and organizations in Birmingham.
 - o This map will lead to Birmingham's creative industry database, a virtual hub of resources, including an active event calendar.
 - This data will be used to standardize operations and procedures for economic development within the creative class.
- Strategic organizing of community resources requires little to no cost. Once municipality reclaims ownership of our creative class the local economy and culture will shift tremendously.

Second Component: Infrastructure for Arts & Entertainment Industry

- After the creative survey is complete, we must develop a Community Partners programs of local anchor institutions, cultural leaders, and artisans.
- These partnerships will expand art education and creative industry employment, and enhance local hospitality, tourism, and entertainment industries. These developments will aid in the young professional retention of local college graduates.
- This cooperative business model gives artisans the opportunity to address blight. For example:
 - Repurposing abandoned buildings, supplement public education through skills training and development with "school to start-up pipelines.
- Partner with the Alabama State Council on the Arts to model the Atlanta Office of Cultural Affairs to develop an Arts & Entertainment Commission where local culture and creativity are a driving force for sustainable urban renewal through creative disciplines, from the grassroots upwards.
- Creative survey resources are organized to identify surplus and deficits in creative industries, occupations, technology, and human capital.

Third Component: Monetizing Birmingham's Creative Class

- After the creative survey has identified low hanging fruit and further needs, and an Arts & Entertainment Commission is in place to help grow resources- establish cultural arts "Opportunity Centers" are to begin monetizing existing talents and resources
- Opportunity Centers will empower Birmingham's creative class with the ability to safely convene in their neighborhoods for learning, training, and creative expression by refurbishing community centers.

- Use centers for extracurricular education, performances, rehearsal studios, maker's market, a café selling local goods, festival grounds and resource development center.
- Charge an affordable fee for the amenities, roughly 7 streams of income per building.
- Opportunity Centers will begin to address blight of surrounding areas, help to revitalize the community, and expose children and adults to creative disciplines through educational programs taught by community partners.

Fourth Component: Art as Big Business

- After Opportunity Centers are erected, finally we'll develop Urban Creative Incubators that cultivate and nurture a culture of collaboration between creative professionals.
- Urban Creative Incubators will provide access to the technological resources that many citizens do not have access to.
 - Our goal is long-term sustainability of the creative arts by providing innovation tools to the surrounding community to grow talents, employ or equip young professionals with the tools to freelance or start their own businesses.
- Use state of the art technology and modern decor to enhance student motivation, matched with creative professionals offering after school and summer programs centered in creative industry development.
- Create a workforce development model geared towards investing into Birmingham's hospitality, tourism, and entertainment sectors, ultimately enriching our cultural heritage.
- Creates opportunities for Birmingham students that attended Opportunity Center classes to intern or have summer schools where they practice their skills in the Urban Creative Incubators

Timeline:

- 1month-1 year: Gather creative surveys and build a creative industry database
- 3 months after starting survey: Develop a community partners program and Arts & Entertainment Commission. Use data to identify future projections.
- Artisans are currently repurposing several buildings for endeavors with high risk youths.
 1 to 2 years after survey, immediately following the establishment of an Arts & Entertainment Commission, the city can begin to aggressively facilitate the process of creating Opportunity Centers.
- Urban Creative Incubators will be developed directly after the Opportunity Centers.
- Full operation by 2019

Costs:

- Initial price of website design, survey services, and website to creative industry database.
- Opportunity Centers and Urban Creative Incubators: Depends on condition of building
 and staffing cost for center directors, existing community partner programs are
 transplanted at no charge. Centers are city-owned property managed daily by interns,
 volunteers, and public works. Insurance for each center may vary according to available
 amenities. Insurance for each center may vary according to available amenities.

Metrics:

 Create Birmingham's Economic Report: 22,700+ creative jobs can be produced with earnings exceeding \$558 million.
 (https://createbirmingham.org/wpcontent/uploads/2015/08/CreativeBham_FINALX.pdf)

<u>Other Recomendations:</u> Possible issues: outside transplants attempting to restructure the local narrative, a lack of understanding that African-American participation is highly inequitable; our current census underrepresented main disciplines in the creative class.

Possible Available Funding: Varies depending on the scope of work and public services, but funding could be seeded through National Endowment for Arts & Humanities and economic development grant dollars, grown organically out of City of Birmingham offices of Economic and Community Development. Also, Art Place America (https://www.artplaceamerica.org/about/introduction)

Resources Currently Available: Create Birmingham, Alabama State Council on the Arts, Alabama Humanities Foundation, Alabama School of Fine Arts, Birmingham Multicultural Organization, Arlington House, Birmingham Museum of Art, Birmingham community centers, dozens of grassroots nonprofit organizations, Career Academies, Lawson & Jefferson State Community Colleges, local community development non-profits, religious institutions.

<u>Links with City Departments:</u> Birmingham Public Library, Division of Youth Services, Parks & Recreation, Department of Economic Development, Office of Community Development, Mayor's Office of Citizen's Assistance

<u>Links with Other Transition Teams:</u> Entrepreneurship and Economic Development, Education and Workforce Development, Education and Workforce Development, Entrepreneurship and Economic Development, Neighborhoods Revitalization & Public Safety

<u>Links with the Woodfin Plan:</u> https://www.randallwoodfin.com/investinbham, https://www.randallwoodfin.com/investinbham, https://www.randallwoodfin.com/minoritybusinesses, https://www.randallwoodfin.com/revitalizingneighborhoods

Links with the Comprehensive Plan:

- Ch.9 Growing Economic Base Industries
- Ch.10 Reinforcing the Building Blocks of Economy
- Ch.13 Supporting Public Facilities, Services, & Infrastructure
- Ch.14 Future Land Use, Regulation, & Urban Design

Best Practices:

- Stoking Innovation in the Magic City: Birmingham's Creative Industries-A Report to The Cultural Alliance of Greater Birmingham (2014): https://createbirmingham.org/wpcontent/uploads/2015/08/CreativeBham FINALX.pdf
- United Nations Educational, Scientific & Cultural Organizations (UNESCO) Creative: https://en.unesco.org/creative-cities/
- Alabama State Council on the Arts: http://www.arts.state.al.us/
- Atlanta Office of Cultural Affairs: http://www.ocaatlanta.com/
- Paducah, Kentucky, UNESCO Creative City: https://www.paducah.travel/about-paducah/unesco-creative-city/
- United Nations Sustainable Development Goals: http://www.undp.org/content/undp/en/home/sustainable-development-goals.html
- Imagine Hive, Avondale: http://myimagehive.com/
- Hearing Project, Toronto/Chicago: https://theremixproject.com/
- Barts & Brews: http://www.bham.lib.al.us/programs/BardsBrews.aspx
- Birmingham's International Street Fair: http://www.birminghammulticultural.org/internationalstreetfair/
- Bendick and Egan: Research Perspectives on Race and Employment in the Advertising Industry:http://www.bendickegan.com/pdf/2009/Bendick%20Egan%20Advertising%20I ndustry%20Report%20Jan %2009.pdf
- Alabama Workforce Development: http://www.madeinalabama.com/workforce-and-training/
- Venture for America: https://ventureforamerica.org/
- Social Innovation Fund: https://www.nationalservice.gov/programs/social-innovation-fund