

2019

North Richmond Quality of Life Plan





Healthy Richmond

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Summary

A plan development 'by' and 'for' residents!

The future of communities like North Richmond are normally the results of plans made by the government and Real Estate Developers. North Richmond resident leaders have taken a bold step to declare their aspirations for the future of the community they live in and care about deeply. Current and former residents have sought to participate in and influence the planning and development process for their neighborhood. The product of these efforts is a shared vision for the future of the North Richmond community. This Quality of Life Plan is a practical roadmap for the implementation of future development in the neighborhood.

The Quality of Life Plan process was initiated when community members learned that the Housing Authority of the County of Contra Costa sought to redevelop the historical affordable housing project, Las Deltas, which sits in the heart of the community. While this is an opportunity for improving the living conditions of the unincorporated neighborhood, residents are acutely aware of the threat of gentrification and displacement.

The North Richmond Resident Leadership Team was created to organize and voice the aspirations and concerns of the North Richmond community for the development of this plan.

Healthy Richmond and the Richmond Neighborhood Housing Services supported the Leadership Circle which is comprised of both a ten-member Resident Leadership Team and several organizations that have provided their expertise across multiple issue areas such as housing, community safety, youth/education and business opportunity.

This process has evoked a spirit of learning and action. The Resident Leadership Team has organized several research meetings to learn about a variety of issues. Regional experts joined multiple planning sessions to present on best practice models, such as cooperative business development, equity-based community development efforts here in Richmond, and models for community benefit agreements. The community is now ready to initiate several action projects over the next year and has set the stage for residents to lead the way toward the vision of their neighborhood over the next ten years and beyond.

"I love that I get to help voice the needs and concerns of residents [...] while also helping to construct a vision for the future of North Richmond."

- Karen García

Our Community

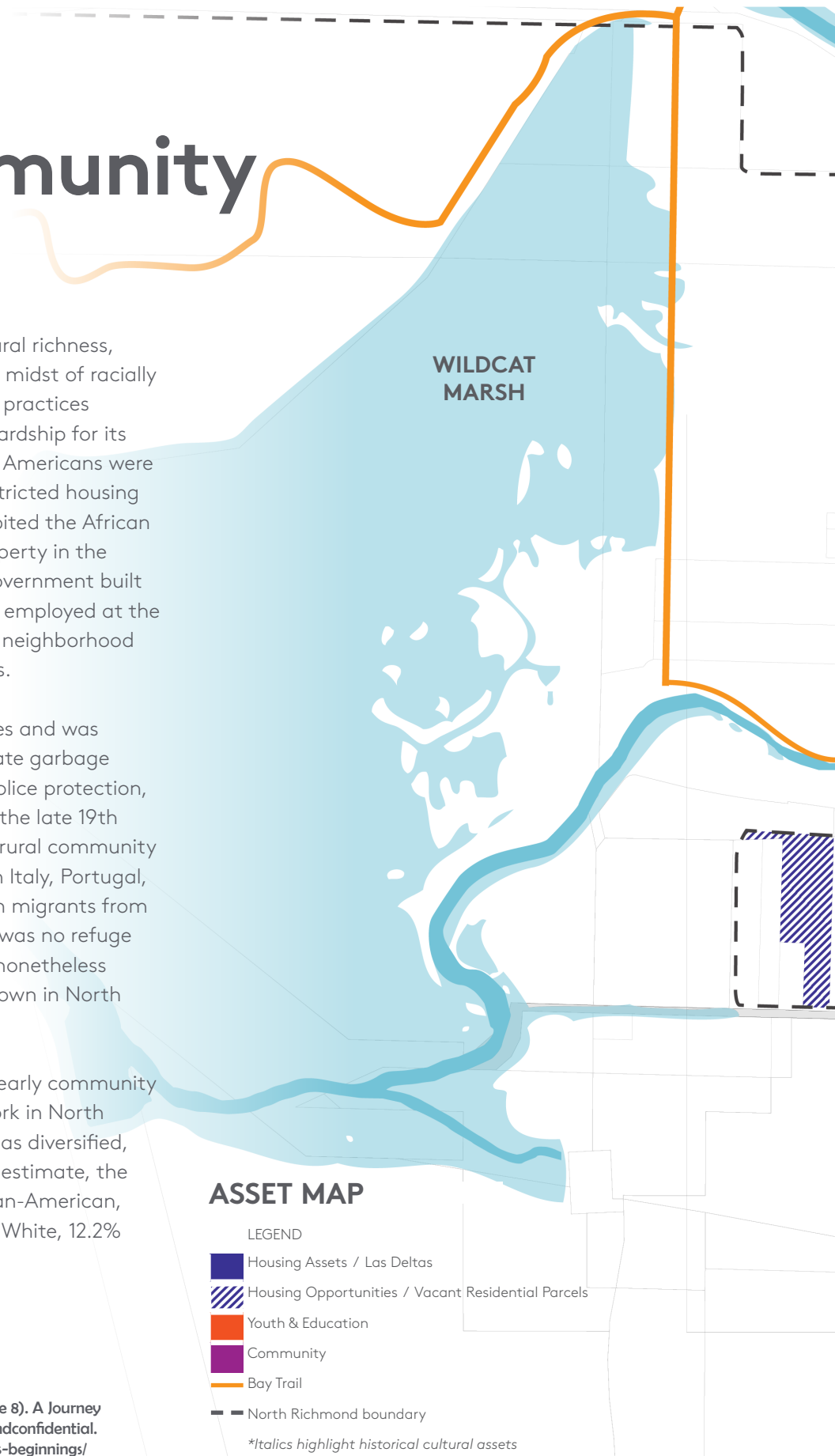
History

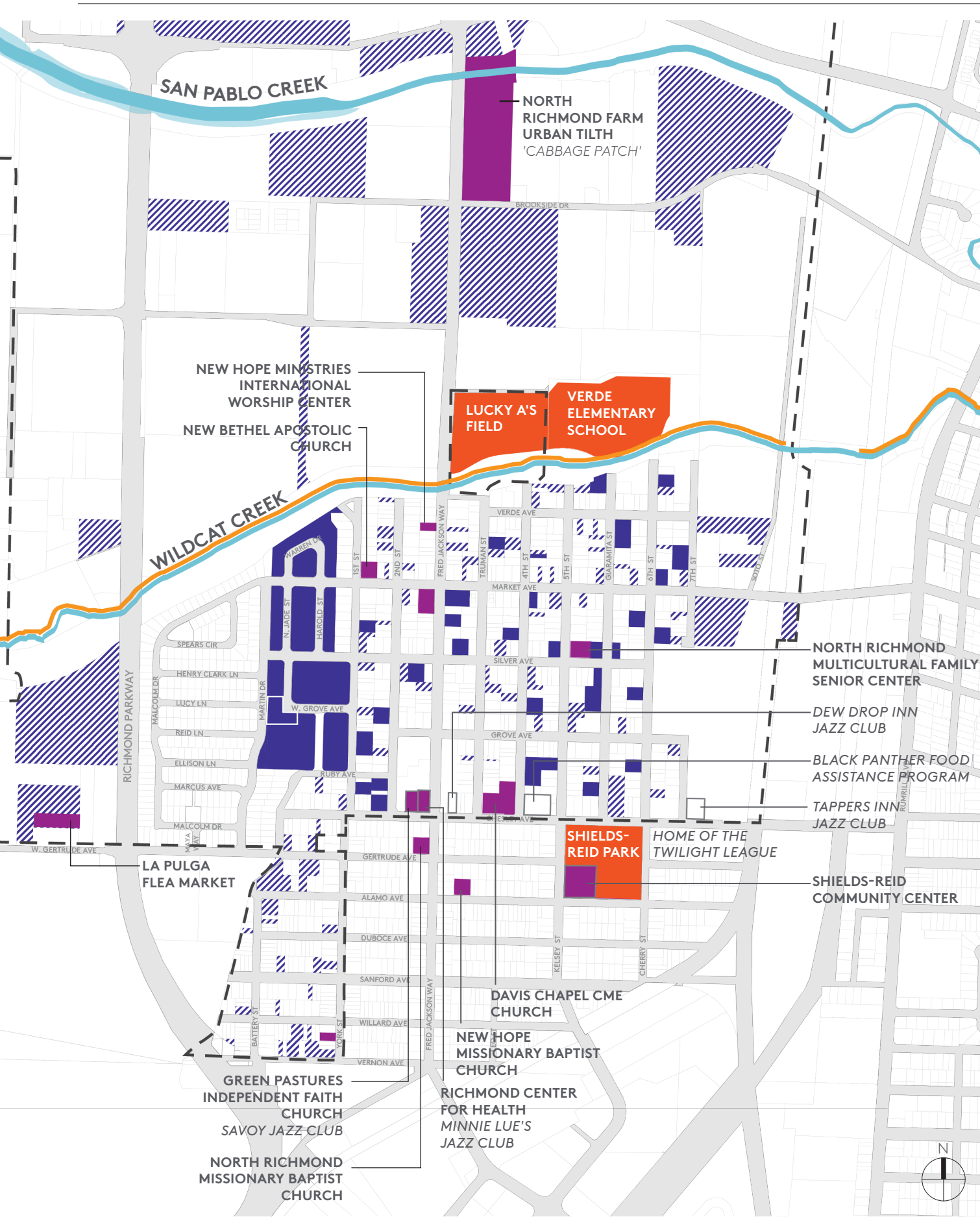
North Richmond has a history of cultural richness, community spirit, and resilience in the midst of racially discriminatory policies and real estate practices that created economic and housing hardship for its residents. Before World War II, African Americans were concentrated in North Richmond. Restricted housing covenants and racial exclusivity prohibited the African American population from buying property in the city of Richmond. While the federal government built housing in the 1940s for white workers employed at the Kaiser shipyards, the North Richmond neighborhood had narrow lots with makeshift homes.

The neighborhood received less services and was subject to frequent flooding, inadequate garbage collection and sewage disposal, less police protection, and unpaved streets – dating back to the late 19th century when North Richmond was a rural community primarily made up of immigrants from Italy, Portugal, Mexico, Japan, Laos. African American migrants from the South found that the West Coast was no refuge from institutional discrimination, but nonetheless created a vibrant community of their own in North Richmond.

Over the years, descendants of these early community builders have continued to live and work in North Richmond. Today, the neighborhood has diversified, and according to the 2016 US. Census estimate, the population includes 16.4% Black/African-American, 64.9% of Hispanic/Latino origin, 4.6% White, 12.2% Asian, and 1.9% two or more races.

¹ Brief history summarized from Rogers, R. (2011, June 8). A Journey Into North Richmond. Retrieved from <http://richmondconfidential.org/2011/06/08/part-2-north-richmonds-inauspicious-beginnings/>





A Legacy of Political Advocacy

North Richmond has long served as a hotbed of activism and community leadership. Throughout the decades, local residents have emerged and led movements to strengthen the neighborhood and serve their community.

Among the more famous episodes came in 1967, when the fatal shooting by a Contra Costa Sheriff Deputy of Denzil F. Dowell, an African American resident, triggered one of the first major organizing campaigns by the then-nascent Black Panther Party. As residents bolstered the Panther's efforts, it soon came to light that Dowell had endured unjustifiable harassment before his killing, and that Dowell allegedly had his hands raised in surrender when he was shot.

The great Charlie Reid, whose name today graces the community center on Chesley and Kelsey, influenced generations of North Richmond families through his emphasis on athletics and discipline. Reid was a revered community leader from the 1940s to the 1970s, a man who enriched literally thousands of youths' lives and even played Santa Claus for a community celebration every Christmas.

Fred Jackson, for whom North Richmond's largest road is named, also focused his activism on supporting

North Richmond's children, as well as serving as a fierce advocate for more resources in the community. Jackson was a key community figure in ensuring that a Federal taskforce which worked to improve education in North Richmond in the late 1990s and early 2000s, truly served the interests of local families. He launched a multi-cultural choir and advocated for greater understanding and connection between the families of all backgrounds in the neighborhood. His musical talent brought us together and helped to bring compassion and healing to the broader community.

In the 1960s and 1970s, when North Richmond was commonly known as "Dodge City" due to frequent gunfire, leaders like Edwin "Red" Stephenson and Annie King Meredith of Neighborhood House of North Richmond worked to provide safe and healthy environments for youth and services for the poor. Neighborhood House itself was a trailblazing institution in North Richmond, one that fostered generations of African American leadership and expanded to provide multicultural services to a community that diversified with an influx of Latino and Asian immigrants. Ms. King Meredith remains an indispensable leader in North Richmond today, serving on the North Richmond Municipal Advisory Council (NRMAC) and partnering with agencies in government and the nonprofit sector to advance her community.

600

Ohlone Tribes arrive in the area now known as North Richmond, drawn to the resources provided by the rich marsh and coastline at the out fall of Wildcat and San Pablo creeks.



1901

Construction on the then **Standard Oil Refinery** began in 1901 between the Potrero Hills and the marshlands.

1948

The nearby refinery switches from using an electric railway to transport supplies between the refinery and the bayside docks to gas and diesel trucks, further **exacerbating pollution** issues in North Richmond.

1950s

Planning and development of the **Las Deltas** affordable housing complex

1954

The American Friends Services Committee founds the **Neighborhood House** of North Richmond, which endures today as a multi-service, social advocacy agency.

1800 - 1900

North Richmond was a tiny enclave of light dwellings where largely **Italian, Mexican and Asian immigrants** worked in agriculture in the fertile areas between the two creeks



1939-1945

African Americans begin arriving in the Bay area from across the country during the **WWII labor surge** and were forced to settle in the low-lying and flood-prone topographic bowl through **de facto segregation**. By 1940 most of the area's African American population was concentrated in and around North Richmond. It was in close proximity to a garbage dump, it had few street lights, and its unpaved streets became muddy quagmires in the rain.



1956

North Richmond Neighborhood Council is formed, the first of its kind in the Bay area.

Another current member of the NRMAC with a long history of leadership in North Richmond is Dr. Henry Clark, Executive Director of the West County Toxics Coalition. Tall, intelligent and passionate, Clark has for decades sat on community boards, as well as on the committee that oversees spending of the mitigation fund, which County Supervisor Gioia established more than a decade ago by levying fees on the nearby waste-transfer station. Clark played a lead role in rallying the community for redress after General Chemical Corps' toxic spill in 1993. His efforts were integral in the settlement from that disaster, the funds from which were used to help establish the West County Health Center, giving North Richmond one of the county's finest community health facilities in the entire County.

Many, many more have contributed to the history of activism over the years. Filmmaker Doug Harris, with the help of a troupe of youth apprentices, has created an amazing series of North Richmond history documentaries, a project that was first begun in the 1990s. Corinne Sain, the late Johnny White, Marena Brown, County Supervisor Gioia, and former County Supervisor Tom Powers are just a few of the people who have both become who they are through North Richmond and helped North Richmond become what it is – a place where leadership, service, advocacy and courage are embedded in the historical and cultural resilience of this community.

Continued Advocacy

The North Richmond Resident Leadership Team (RLT) is a group of residents who represent a strong organized voice in North Richmond and became knowledgeable about development projects impacting the community. They hold a variety of leadership roles in the community, including: Shop Steward Union Leader, First 5 West County Regional Group volunteer, with Love your Block of the City of Richmond volunteer, community garden organizer "Petite Children's Garden", School Site Council member at Verde Elementary School, a graduate from the WCCUSD Parent University Program, a Senior Center volunteer, and Watershed project community engagement coordinator. For two members of the leadership team, it is the first time doing organizing work in North Richmond.

Most of the North Richmond RLT have lived in North Richmond for at least ten years and identify as people of color. They include Lynn Abram, Berta Álvarez, Leticia Chávez, Angela Dowell, Karen García, Johana Gurdian, Sara Gurdian, Kapris James, Jannat Muhammad and Camilo Navarro. The North Richmond RLT is supported administratively by Healthy Richmond and Richmond Neighborhood Housing Services.



1967

The fledgling **Black Panther Party** holds a street rally protesting the police shooting of North Richmond resident, Denzil F. Dowell. This event helps thrust the party into the national spotlight.

1997

The Watershed Project is established, promoting resiliency, community and ecological awareness throughout the Richmond area.

2005

Urban Tilth develops in the community with a focus on sustainable, healthy and just local food system.



2018

Resilient by Design begins working with the North Richmond neighbors.

1966

Many new **North Richmond Community Groups** are established in response to weeks of street riots sparked by racial and ethnic tensions at Richmond High school. These riots were "a significant factor in advancing black political, economic and social programs."

1986

The **West County Toxics Coalition** is founded as a 'multi-racial membership organization founded to empower low and moderate-income residents to exercise greater control over environmental problems'. The group leads demonstrations opposing the toxins emanating from the Chevron Refinery



2012

Chevron Refinery settles for \$5 million a lawsuit from the City of Richmond alleging the refinery's negligence in releasing toxins and hydrocarbons. The settlement did not include an admission of guilt.

2019

A coalition of community stakeholders, non-profits, and public agencies create a **Quality of Life Plan** outlining community-led strategies to achieve their vision for a safe, healthy, and prosperous future.

North Richmond Resident Leadership Team (RLT)

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The North Richmond Resident Leadership Team was created to organize and voice the aspirations and concerns of the North Richmond community for the development of this plan. Healthy Richmond and the Richmond Neighborhood Housing Services supported the Leadership Circle..



Berta Álvarez was a tenant in the Mission district of San Francisco. Her family decided to pursue homeownership, but they could not afford to do so in the city. Their search led them to North Richmond, where they now live in a house that they own. Berta's desire to learn about her new community led her to attend MAC meetings. She sought representation for the Hispanic community and soon learned the importance of working with the African American community to improve living conditions for all residents of North Richmond.



Lynne Abram was raised and grew up in North Richmond. She joined the North Richmond Resident Leadership Program because North Richmond and the community and the people in it are important to her. She feels the work of the committee is an important opportunity to improve the quality of life for residents of North Richmond.



Leticia Chávez has made North Richmond her home for 15 years. She became involved to ensure that North Richmond can become a place where all residents can thrive. Leticia wants to influence North Richmond to be a healthy and beautiful place where her family can continue to live and feel safe by having affordable housing. Leticia wants to inspire future generations to advocate for positive changes for their community.



Karen García moved into North Richmond in 2012 to benefit from affordable housing. Soon after her daughter started Kindergarten at Verde Elementary, she became involved in her community. Karen is a member of the NRMAC (North Richmond Municipal Advisory Council) and participated in LOVE YOUR BLOCK. Karen is a passionate voice for the needs of her community and to construct a vision for the future of the North Richmond community.



Angela Dowell's family is rooted in North Richmond; her grandmother has been a resident since the 1950s. Angela was born and raised in North Richmond, and she learned the importance of volunteerism at Verde Elementary School. Although she is no longer a resident, she thinks all people should have a voice, no matter where they live, their color or finances. She wants residents to thrive and flourish, and for the neighborhood to not become gentrified.



Sara Gurdian is a student at Contra Costa College and a passionate advocate for environmental justice. Through her involvement in community organizations, she has come to understand the influence and strategies used to create local and regional policies. She strongly believes in the community having input on issues of housing, transportation, land use, and environmental issues. She hopes to recreate or implement North Richmond's Specific Plan.



Johana Gurdian will graduate in May 2019 from the University of California Berkeley with a Bachelor of Arts in Political Science. Her passion for civic engagement, political discourse, and love for her community led her to join this team. In the early 2000s, her parents bought their first home in North Richmond, which they were later forced to sell due to economic circumstances. Despite this challenge, North Richmond has fostered her growth and she hopes to make it a better community for her family, for those to come, and for those who may come back.



Kapris James is a single mother who became a homeowner in North Richmond in 2018. She is aware of the historical and current challenges that communities of color and low-income people undergo in the Bay Area— her goal is to help current North Richmond residents become homeowners and preserve the culture of the community.



Jannat Muhammad works with community members to build shared visions of the future. She is no stranger to community development or environmental justice issues, having spent nearly 40 years as a professional and community service volunteer, including housing issues and indoor and outdoor air quality issues. Jannat believes that working collectively, identifying our assets and weaknesses, will solve the majority of our problems.



Camilo Navarro has lived in North Richmond since the 2000s. He joined the community because of the nearby job opportunities. Over the years, he noticed many companies began to close and soon the African American community decreased. The history North Richmond carries sparked Camilo's interest in community organizing. He believes that in order to create change, all community members must be united.

Leadership Circle Stakeholders



Eric Acosta-Verprauskus (Mr. A-V) has served the youth of Richmond over the past decade in the role of teacher, coach, Vice Principal, and Principal. He is proud to serve the community of North Richmond and is inspired by the collective action within the community and its rich heritage.



Michelle Milam serves as Crime Prevention Manager for the Richmond Police Department where she oversees many of the department's crime prevention and community policing efforts, community partnerships, volunteer programs, and fund development. Working closely with community and public partners to improve public safety, Michelle is a strong advocate for community empowerment, especially for young people. She has more than 20 years of experience in community advocacy, political organizing, and campaigning against violence such as she witnessed growing up in Richmond.



Robert Rogers lives in Richmond with his wife and two children and serves as District Coordinator for Contra Costa County District 1 Supervisor John Gioia. Robert oversees county projects and services in North Richmond, advises the Supervisor on public safety policies, and assists in developing external communications strategies. He is a former newspaper reporter at the East Bay Times, San Bernardino County Sun, Riverside Press-Enterprise, and the Ford Foundation. He holds B.A. degrees from California State University, Fullerton, a certificate from Georgetown University's TFAS program, and an M.A. in journalism from UC Berkeley, where he worked as a lecturer at the Graduate School of Journalism.



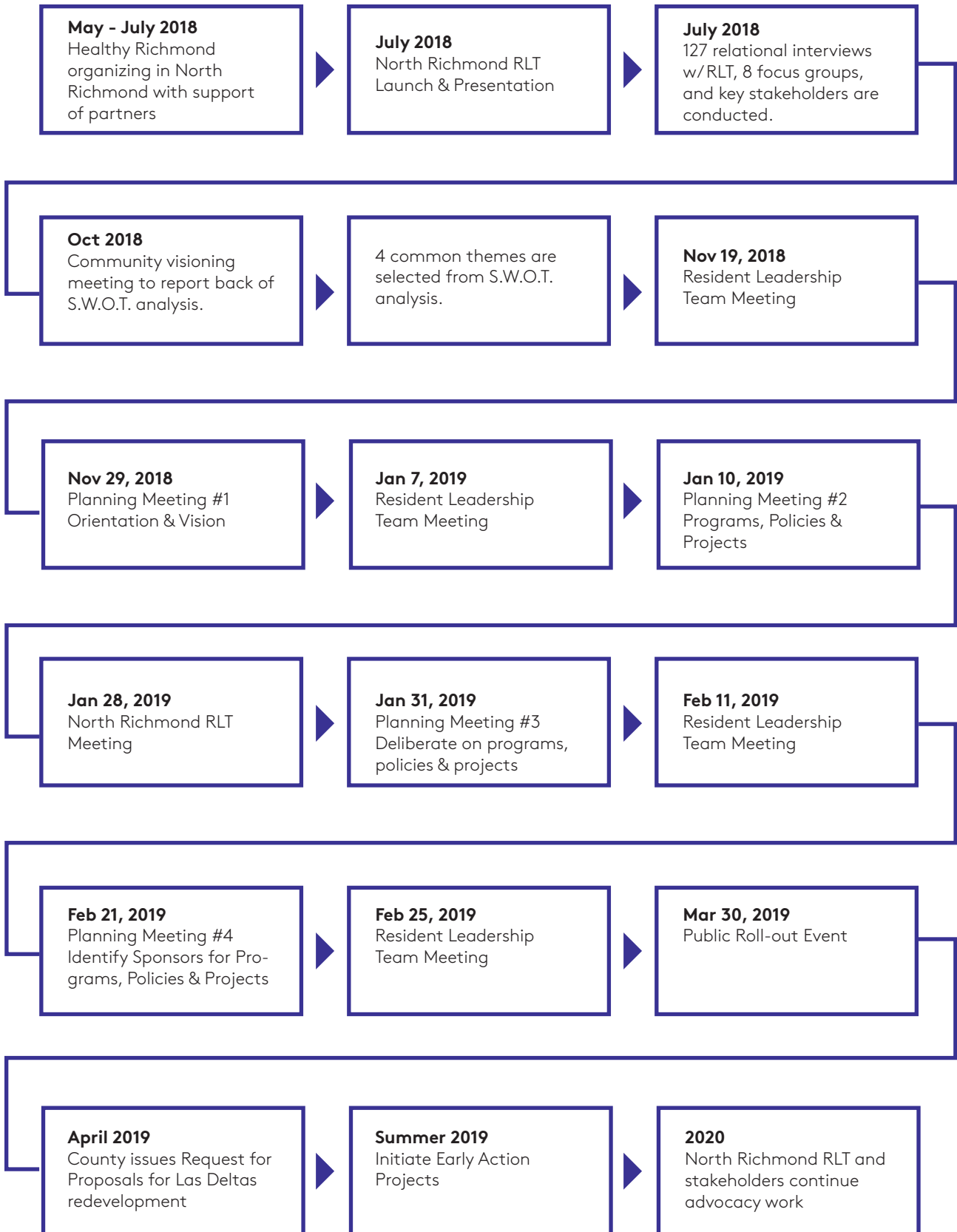
Amanda Elliott is a graduate of St. Mary's College Masters in Leadership Program. She has helped to improve the image of downtown Richmond by providing exciting activities and events that celebrate the rich history and diversity of the city. Amanda has been instrumental in organizing and implementing health & wellness activities and events. She has built strong relationships within the community and garnered support from area stakeholders including, business and property owners, community based organizations, local government and residents. Amanda serves on the City of Richmond Economic Development Commission.



Tony Ucciferri is the Special Assistant to the Executive Director for the Housing Authority of the County of Contra Costa where he is currently focused on the conversion of public housing to RAD and PBV-assisted housing. During his 30-year career in housing, he has served in numerous capacities including Director of HCV for the Housing Authorities of San Francisco and New Orleans and worked as an Analyst for the Housing Authority of the City of Alameda. He has specialized in the use of Project Based Voucher assistance, having worked with PHAs across the Bay Area, California and the U.S. to establish PBV programs. Through partnerships with non-profit housing developers, he's contracted over 3000 units of affordable and assisted housing in 99 projects and leveraged over \$1 billion in funding to ensure the availability of affordable housing for decades to come. He holds a B.A. from U.C. Berkeley in Political Science and, to date, is the only PHA recipient of the NPH Unsung Hero Award.



Joseph Villarreal is the Executive Director of the Housing Authority of the County of Contra Costa (HACCC). He oversees programs that provide affordable housing and supportive services to over 25,000 residents of Contra Costa County. Prior to coming to Contra Costa County, Joseph worked at the Benicia, Alameda County and Oakland Housing Authorities. He currently serves as a Board Member of the Contra Costa Council on Homelessness, the Kennedy King Memorial Scholarship Fund and is the current Board President of the Community Housing Development Corporation. He is a graduate of Carnegie Mellon University with a BS in Applied History.



Our Process

Summer 2018

The North Richmond Resident Leadership Team surveyed the community at large to inform a robust visioning process. They interviewed 108 individuals, asking each person to describe the strengths, weaknesses, opportunities and threats (SWOT) associated with North Richmond. Interviews were open-ended conversations with the purpose of listening actively to the concerns and feelings of many residents. To reach a broad swath of the North Richmond community, the resident leaders canvassed all corners of the neighborhood and attended multiple community events. In addition, Healthy Richmond conducted SWOT interviews of eight focus-groups composed of institutional stakeholders.

October 2018

The North Richmond RLT staged a community visioning event at Verde Elementary School attended by over 80 people from the community. The resident leaders presented an assessment of the community's needs based on data collected from the community surveys and focus-groups interviews. The data were organized and presented in eight thematic areas. The event concluded with group discussions among attendees and distribution of a written report describing the major themes that were most commonly shared across the interviews.

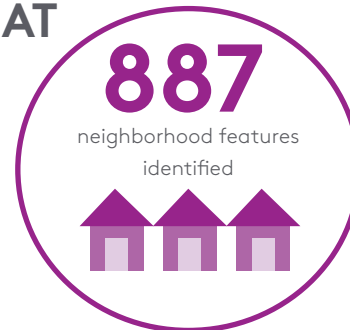
November 2018 - March 2019

Public planning sessions were held twice a month to move the community from a general vision to a Quality of Life Plan in four issue areas identified as priorities: housing, business, safety and youth. Institutional stakeholders were invited to join a "Leadership Circle" to work together with residents to identify sponsors, implementing partners, and resources to bring about the community vision.

WHO



WHAT



HOW





Our Vision

Our Vision

We envision a North Richmond where residents enjoy a high quality of life made possible by affordable housing, living-wage jobs, community services and public safety.

In our vision, we will have:

- mixed-use residential and commercial development meets the needs of all segments of the population, with priority given to affordable housing and repurposing of vacant lots;
- the economy offers diverse employment opportunities that promote social mobility, and small and large enterprises contribute to the self-sufficiency (including food security) of North Richmond;
- vital community programs related to homelessness, rehabilitation, education and training, youth and elderly services, are easy to access;
- public infrastructure, including green infrastructure, is upgraded and well-maintained, and the design of the built environment contributes to crime prevention;

Ultimately we envision a safe and prosperous environment that is home to healthy and engaged residents and creates positive opportunities and outcomes for young people.

Our Commitment

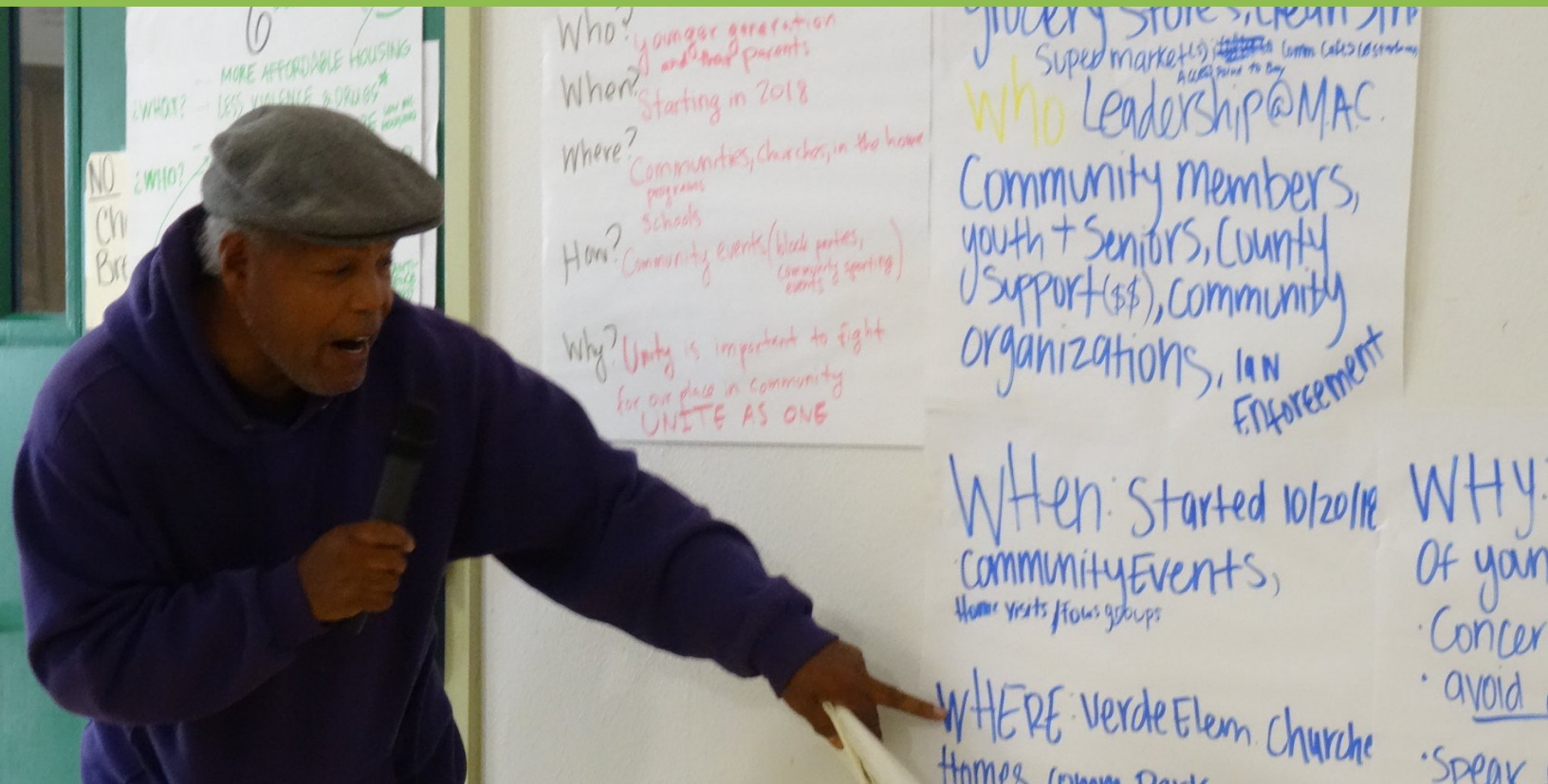
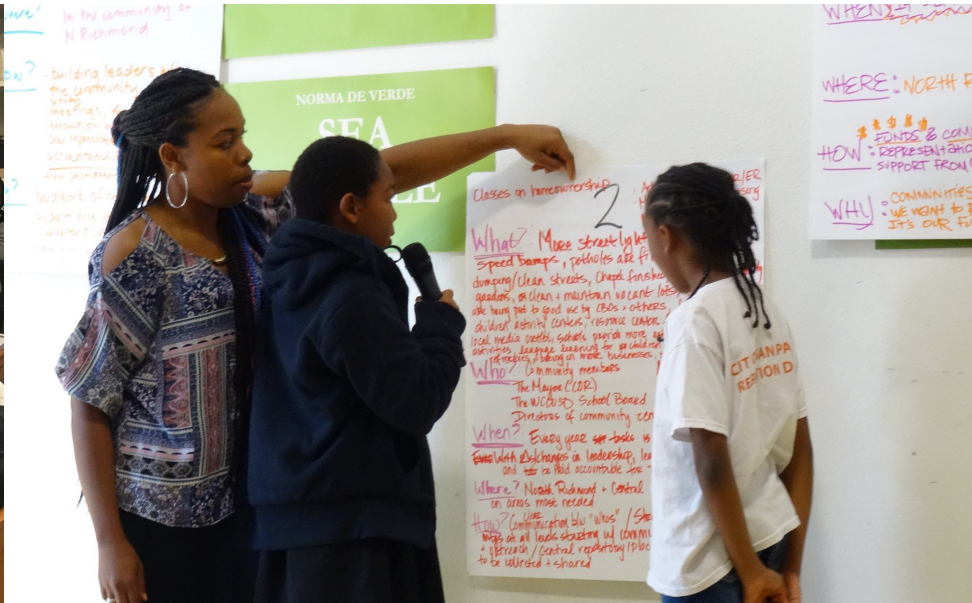
We commit to implement this vision in such a way that demonstrates how diverse people can live and work together in unity.

Positive change is achieved through collaboration among many stakeholders and empowerment of resident leaders from multi-racial and multi-generational backgrounds.

A coalition of residents meets regularly to update the community vision, make plans and set priorities, and form partnerships with local officials, developers and other stakeholders to implement the vision. In addition, there is ongoing consultation between the community and developers.

Diverse streams of funding are pursued at the federal, state and local level. Potential financing mechanisms include Community Benefits Agreements, Low-Income Housing Tax Credits, grants and local fundraising.

People who have power to bring about change are held accountable to their promises, and the relationship among residents, or between residents and other stakeholders, is coequal and mutually respectful.



Our Priorities

The changes that we seek for North Richmond must begin now.

The following priorities and strategies reflect the engagement process that began in summer 2018 and the work of the North Richmond RLT. These highlight projects, programs, or policies for implementation in North Richmond to realize the community vision. Each includes potential partners for implementation and partners for knowledge and skill-building to learn more about potential strategies.

The priorities that the community decided to work on focus on Housing, Community Safety, Youth & Education, and Business Opportunity, and several that integrate some or all of these categories. The next section lays out action plans to ensure that the momentum for each priority carries forward and begins to realize the aspirations of the North Richmond community.

In anticipation of immediate city and regional planning frameworks, the community aims to update and activate a North Richmond Specific Plan which will provide support to the Contra Costa County General Plan "Envision Contra Costa 2040."

"...the work we do is so important, especially now, considering the racial climate of the country, the threat of gentrification, and the economic challenges that we face here in the Bay Area."

-Kapis James

Housing

The neighborhood can change for the better, and should not be gentrified. Access to affordable housing and pathways to homeownership provide the economic and social stability for community members to thrive. New housing development should bring about a mixed-income community and promote social cohesion, as well as encourage crime prevention. People who have already been displaced from public housing projects in North Richmond should have the right to return to new housing development. The redevelopment of Las Deltas can be a proof of concept for many of these housing strategies.

PRIORITIES

H.1 New housing development should give preference to proposals that indicate at least 50% of new housing units built on site will be designated as "affordable."

Housing Authority of the County of Contra Costa (HACCC) can give preference to housing development proposals that indicate at least 50% of new housing units built on-site shall be designated as "affordable". Of these below market rate units, a desirable mix would be:

- 1/3 low income (50-80% of Area Median Income)
- 1/3 very low income (30-50% AMI)
- 1/3 extremely low income (below 30% AMI)

Housing developers should understand that inclusionary zoning requirements cannot be avoided through payment of an in-lieu fee. Finally, HACCC can stipulate that the exterior design and placement of below market rate units should not be so distinct as to suggest the economic segregation of the community.

H.2 New housing developers should be transparent about their selection process for the placement of residents in their units and those who formerly lived in units should be contacted to return if they desire.

Following the transfer of the Las Deltas property, if the Housing Authority of the County of Contra Costa remains in control of the land, they can ensure that the new developer(s) follow HUD guidelines regarding the

right of return for displaced residents. If HACCC does not retain control of the land or improvements, they can only make suggestions to the future developer to give former tenants a preference for newly constructed units. To ensure this happens, community-based organizations such as Richmond Neighborhood Housing Services can look at data of the neighborhood, who is eligible, find out what % of those actually want to come back and their income level, or what % of those are already here.

H.3 The community should be involved in the selection of new housing development proposals and seats must be designated for at least 5 residents to participate in the selection.

HACCC can invite at least five North Richmond residents to participate in the selection of housing developer(s) for the site. HACCC can also accept the "North Richmond Resident Leadership Recommendations for Las Deltas Development". Include eight evaluation/scoring criteria in support of community-driven equitable development principles. The consideration of the community's preferences in alignment with the RFP minimizes the odds that development will be held up through the California Environmental Quality Act (CEQA) review process or by other means.

H.4 The construction of new housing should stimulate community benefits through local hire and corporate social responsibility programs.

HACCC can give preference to housing development proposals that intend to employ North Richmond residents or provide apprenticeship and training programs that create pathways to employment. The project can follow City of Richmond guidelines that 25% of all new hires for the contract or project shall be local residents. Other community benefits may include funding for school and education programs. HACCC can incentivize community benefits through a scoring system for the RFP that awards points for developers' commitment to providing such community benefits, following the example of the San Francisco Public Utilities Commission.

H.5 Abandoned properties and unused sites should be leveraged to create permanently affordable housing or other housing solutions.

HACCC can work with Richmond Community Foundation, through its Richmond Housing Renovation Program, to issue social impact bonds to investors such as Mechanics Bank to acquire the blighted properties and resell them to local residents who then take part in first time homebuyer programs such as SparkPoint. Contra Costa County Department of Conservation and Development or HACCC might issue the social impact bonds. Other potential sources of funds are Community Development Block Grants (CDBGs) and HOME funds. Also, HACCC can work with Richmond Community-

owned Development Enterprise to take a few of the Las Deltas "scattered sites" off the speculative market and create permanently affordable housing through community land trusts. Mithun can offer blueprints for the construction of affordable "tiny homes" and other creative housing designs that could be applied to the scattered sites or other vacant lots.

Youth & Education

A persistent challenge facing youth in North Richmond is the scarcity of places where they can experience joy and happiness. Youth need supportive environments that are conducive to their learning and education and promote message of social cohesion and belonging. Indoor and outdoor gathering spaces should provide for the civic, educational, social and recreational needs of the community.

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PRIORITIES

Y.1 Youth in the community must have a voice in the pre-planning and planning stages for a future community and youth center.

Reach out to North Richmond youth to get their ideas because what adults want for them, may differ from what they envision for their youth center.

- Verde Elementary School (Principal Eric Acosta-Verprauskus) offered to create a student leadership group to be involved in renditions of community spaces. Staff should be hired with the input from youth.
- Just as the RYSE Center did, research and data-gathering led to obtaining the space. A listening campaign should be held to evaluate the community needs.

Y.2 Youth in the community should have a formal seat and voice in the public delivery of youth services in North Richmond including in the Department of Children and Youth and on the North Richmond Municipal Advisory Council.

The City of Richmond's newly established Department of Children and Youth has jurisdiction in North Richmond. At least one youth and adult resident should apply to serve on the oversight committee for the new department. The Richmond City Council appoints residents to serve on the oversight board.

Y.3 Youth programming should include practical workforce development and employment opportunities to create a pathway to careers for young people.

The youth center programming should position youth to have employment opportunities to see them thrive financially and to create a pathway to careers.

- Information about employment opportunities in partnership with Contra Costa College, natural resource management.
- Green careers- Support existing and expanding programs that focus on leadership/training opportunities for youth that provide paths to generating community benefits. Potential partners include: Urban Tilth, The Watershed Project, Urban Habitat Fellows.
- STEM programming, Google, a coding academy.

Y.4 Walls should not be built in any future development or in North Richmond because they are polarizing and a symbol of division.

There is a desire and commitment to not build walls or large gates in North Richmond due to its strong history of marginalization.

- Assure that there is a MAC - Municipal Advisory Council or county policy for North Richmond around prohibiting the building of large walls that divide a community.

Community Safety

A proper analysis of community safety must acknowledge the history of structural racism led to the conditions of poverty and violence in North Richmond. This includes a history of redlining that condemned people of color to substandard housing, or prevented them from purchasing houses altogether.

PRIORITIES

S.1 Traffic safety needs to be analyzed and addressed.

People are concerned about the heavy flow of traffic on the Richmond Parkway, which links the 80 freeway to the 580 freeway. High peak commuter traffic and trucks often use the neighborhood as a pass through to the freeways. The Resident Leadership Team requested that an assessment of traffic flow and safety be completed by the County.

Policies such as Vision Zero & Complete Streets should be designed, implemented & enforced for North Richmond. Contra Costa County Public Works Dept could implement Complete Streets best practices, such as traffic-calming design principles. Department of Conservation and Development could implement Vision Zero (already county policy) to minimize traffic death and injuries in North Richmond. These programs could be the building blocks for a North Richmond Specific Plan.

S.2 Transportation should be designed with the primary goal of ensuring safe, equitable access for pedestrians, bicyclists, transit riders, and drivers.

- Restrict the most polluting vehicles to certain routes to minimize respiratory and other health impacts on the community.
- Encourage active transportation. Include lockable bike parking in new projects.

Business Opportunity

The primary barriers to business opportunity in North Richmond include the perception that the area is unsafe for business, or that residents are poor and cannot sustain economic activity. Diverse strategies should be used to attract and retain small, medium and large businesses.

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Local enterprises can strategically fill significant needs/market gaps, such as a grocery store, community kitchen, laundromat, coffee shop, ATM/banking, or other neighborhood-serving business. The economy of North Richmond should offer diversified employment opportunities that promote upward social mobility, and programs that prepare residents to take advantage of these opportunities.

PRIORITIES

B.1 Cooperative development should be promoted to address significant market gaps and build community wealth.

Cooperation Richmond can provide support to any group of three or more residents who express interest in forming worker-owned and community-owned cooperatives. Because certain groups such as people experiencing re-entry may not enjoy access to traditional employment opportunities, residents should be encouraged to take advantage of cooperative business opportunities. Cooperative businesses that address significant market gaps - such as a grocery store, community kitchen, laundromat, coffee shop, bank/credit union - would be very likely to succeed in North Richmond. These businesses can also help ushering in a green sustainable economy.

B.2 Small business incubation should be promoted to address significant market gaps and help entrepreneurs transition to the formal economy.

North Richmond already has an entrepreneurial population, and some individuals may decide that a conventional small business model is more appropriate than the cooperative model. Contra Costa Small Business Development Center (CCSBDC) (Darlene Drapkin) can provide one-on-one counseling and workshops in English and Spanish to assist local entrepreneurs with obtaining the permits and licenses

they need to operate. As an affiliate of the Small Business Administration, CCSBDC can also help guarantee access to small business loans.

B.3 Large businesses operating in North Richmond, including those that may arrive later, should be actively engaged to provide an array of community benefits.

Contra Costa County Board of Supervisors maintains an inventory of large businesses operating in North Richmond (e.g. Overaa, Golden Bear Waste Transfer, Beck Electric, Republic Services). A resident-led initiative could start to engage with these businesses to secure community benefits that are potentially aligned with needs identified not only by the community but also by the businesses themselves. Community benefits agreements can be drafted in cases where a large business is considering moving operations into North Richmond. Also, refer to equitable development principles used at Point Molate by Richmond Community-owned Development Enterprise.

B.4 Workforce development programs should be promoted to prepare residents to take advantage of employment opportunities.

Catholic Charities of the East Bay, Reentry Success Center, and Rubicon Programs are nonprofit programs that help criminal justice system-impacted residents to remove barriers to employment. A permanent

brick-and-mortar presence in the community would help these nonprofit organizations to more effectively reach some North Richmond residents who may face psychological barriers to accessing services in Central Richmond. Other programs that can help residents acquire technical/digital skills: Stride Center has an Opportunity Partner Program for Businesses and could deliver workshops to bridge the digital divide. Richmond Community Foundation, through eQuip Richmond, has established partnerships that can enhance existing opportunities to build capacity, fill jobs with local hires, and improve conditions for local residents.

B.5 Financial literacy and asset-building programs should be promoted to help residents enhance their purchasing power.

The financial stability of residents has a real impact on the sustainability of local businesses. SparkPoint Contra Costa can offer trainings in financial literacy and asset-building to North Richmond residents and small business organizations. Richmond Neighborhood Housing Services and Mission Asset Fund can also supplement these services.

B.6 North Richmond business corridors, streets and gateways should be beautified in a way that celebrates community culture and local enterprise.

Place-based marketing should capitalize on the unique historical identity of North Richmond and instill civic

pride and sense of unity among residents. The Richmond Museum of History may assist with the installation of signage and detailing how historical buildings and place names reflect the diverse heritage of North Richmond. Beautifications plans for street corridors and gateways (e.g. "Welcome to North Richmond!") can be integrated into Contra Costa County Department of Public Works existing plans to renovate street corridors and potential source of funding. Richmond Main Street Initiative can help create and install banners along main street corridors and promote street festivals that celebrate community heritage and local enterprise. A historical society or boutique arts shop could also be opened in the community.

Integrated Strategies

Many of our strategies have co-benefits that fall under more than one priority area. These integrated strategies will bring about solutions that can leverage more funding, support and provide cohesive solutions to the challenges North Richmond currently faces.

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PRIORITIES

I.1 New housing development should incorporate CPTED principles to contribute to the prevention of crime.

HOUSING / SAFETY

Crime Prevention Through Environmental Design (CPTED) is a proactive crime prevention strategy utilized by law enforcement agencies, planners, architects, security professionals and everyday citizens. These principles operate on the belief that a proper design and effective use of the built environment can lead to a reduction in the fear and incidence of crime, and an improvement of the quality of life.

Richmond Police Department can provide input to HACCC concerning the application of CPTED principles to new housing development, based on their experience with Richmond Village. HACCC can specify CPTED principles (natural surveillance, natural access control, territoriality, maintenance, and target hardening) in the RFP for Las Deltas, and housing developers should be informed of the desirability of CPTED principles when responding to the RFP.

The North Richmond RLT discussed ways to open up passageways between existing and new residential development and make the border more permeable.

I.2 First-time homebuyer programs should be provided throughout North Richmond, in order to create a community invested in their homes, which can reduce crime.

HOUSING / SAFETY

Property ownership, or the lack thereof, is a major contributing factor to safety. To increase community safety, residents need to own their homes. Homeownership transforms the history of the neighborhood from institutional racism to opportunity. It will be important to prepare current residents for homeownership by providing options to go from leasing to ownership. A coalition of organizations such as Community Housing Development Corporation, Richmond Neighborhood Housing Services, and SparkPoint can provide these services.

SparkPoint Contra Costa and Richmond Neighborhood Housing Services (RNHS) can prepare low-income residents, including users of Section 8 vouchers, to take steps toward homeownership. RNHS offers homeownership seminars and financial literacy workshops that dispel myths about homeownership, and may look into rent-to-own programs. Resident leaders could help coordinate program outreach to the large proportion (63%) of the North Richmond community who are currently renters. Government programs such as the Low-Income Housing Tax Credits should be promoted.

I.3 Public spaces and parks should be provided throughout North Richmond, and should host events that promote health and create a sense of belonging and social cohesion.

YOUTH & EDUCATION / SAFETY

Existing open spaces such as Shields-Reid Park, Verde Elementary School, Lucky A's field should be enhanced to provide the fullest civic, educational, social and recreational benefits for the community; some spaces can be made more accessible and youth-friendly. Additional outdoor spaces for youth could serve as gathering spaces for arts and outdoor programs that promote unity.

- Secure a joint-use agreement between the City of Richmond and West Contra Costa Unified School District so that students can use the Lucky A's sports field without requiring a field trip slip. This could be supplemented by programming.
- Have an outdoor stage for performance/ community theater located at Urban Tilth Garden.
- Identify and discuss additional sites and program to enhance opportunities for youth to experience nature. Some opportunities include Wildcat Creek trails and parcels within the existing neighborhood fabric. Contra Costa Clean Water Program and East Bay Regional Parks District as potential partners.

- Draw connections between individual sites and the larger watershed whenever possible. The built environment enhances appreciation for the natural environment, including trails, creeks and watersheds connected to San Pablo Bay. Connect individual nodes through continuous active transportation network in order to be accessible by all. Identify potential linkages, such as Wildcat Creek Trail project, and gaps in continuity. Potential implementing partners include Contra Costa Clean Water Program, East Bay Regional Parks District, Trails for Richmond Action Committee, Association of Bay Area Governments, Metropolitan Transit Commission, Bay Conservation & Development Commission, and others.

Outdoor spaces should be inviting and host events that create a sense of belonging and social cohesion. Community spaces could promote wellness for youth and adults. Sporting events can create connections between all ages and ethnicities: baseball, soccer, basketball, and other city sports, that promote participation across generations, ethnicities and throughout the seasons.

The Lucky A's Field is underutilized. There was a recognition that youth often bring families together and is the first step toward unity. It has the potential to bring diverse sets of residents together that care about their neighborhood. Residents have a commitment to their children in common and creating opportunities for youth centered activities will increase the broader community unity. Potential partners are the City of Richmond Community Services Department.

Integrated Strategies

continued

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I.4 The neighborhood should be made more walkable and accessible by public transit, promoting health, traffic safety and providing youth easy access to transit for enriching opportunities outside North Richmond.

YOUTH & EDUCATION / SAFETY / BUSINESS

The neighborhood should be made more accessible by public transit and alternatives to single occupant vehicles. West Contra Costa Transportation Advisory Committee has a Transportation Demand Management Program that encourages “green commutes” including carpooling, vanpooling, telecommuting, biking, public transit and walking. BART and AC Transit could be engaged to improve public transit affordability and accessibility for residents, including discounted pricing, improved bus stop shelters, and a shuttle to improve first-mile/last-mile connections to existing routes.

Youth should have easy access to transit for enriching opportunities outside North Richmond. Ensure that North Richmond residents have access to reliable transportation and that there are additional discounts to residents of the area. There are noticeable concerns about transportation not coming on time and a lack of bus shelters with timers.

- BART, AC Transit, West Contra Costa Transportation Advisory Committee as potential implementing partner for added fare reduction and to assess placement of bus shelters.

Traffic safety needs to be analyzed and addressed. Residents are concerned about the heavy flow of traffic on the Richmond Parkway and peak commuter traffic and trucks that often use the neighborhood as a pass through to the freeways. It is requested that an assessment of traffic flow and safety be completed by the County. Policies such as Vision Zero & Complete Streets should be designed, implemented & enforced for North Richmond: Contra Costa County Public Works Dept could implement Complete Streets best practices, such as traffic-calming design principles. Department of Conservation and Development could implement Vision Zero (already county policy) to minimize traffic death and injuries in North Richmond. These programs could be the building blocks for a North Richmond Specific Plan.

I.5 A community/youth center should be established for the effective delivery of youth programs, and the community center could provide space for programs that the whole community can access.

YOUTH & EDUCATION / SAFETY / BUSINESS

A community center should be established for the effective delivery of youth programs. A large space could be designated on the site of the Las Deltas redevelopment for the construction of a multi-use facility for youth and families.

- RYSE Center and the East Bay Center for the Performing Arts could be invited to deliver their youth programming directly in North Richmond.
- It will be important to hire staff and the right people who can understand the historical trauma of the community.
- A permanent brick-and-mortar presence in the community would help these nonprofit organizations to more effectively reach some North Richmond youth who may face psychological barriers to accessing these services in Central or South Richmond.

New development projects should provide for indoor community spaces with programs that the whole community can access. There should be a community center that provides space for nonprofit programming targeting adults and young adults. Inclusive community spaces will promote community wellness and serve as the epicenter for community leadership. Having a space for residents who care about their neighborhood to gather and work on neighborhood projects or policy advocacy is a long-term need for this neighborhood. Other uses of the Community Center space may include art, music, movies and community plays.

The City of Richmond Community Services Department, the Department of Children and Youth, YES Nature to Neighborhoods, and Richmond Police Activities League are potential partners, as well as local nonprofits serving the North Richmond community. It was recommended that the community be surveyed on what type of services would appeal to young adults and families in the neighborhood (i.e., soccer programs like “More than a Game”, multicultural events and activities).

Integrated Strategies

continued

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(I.5 continued)

Small business incubation should be promoted to address significant market gaps and help entrepreneurs transition to the formal economy. North Richmond already has an entrepreneurial population, and some individuals may decide that a conventional small business model is more appropriate than the cooperative model. Contra Costa Small Business Development Center (CCSBDC) can provide one-on-one counseling and workshops in English and Spanish to assist local entrepreneurs with obtaining the permits and licenses they need to operate. As an affiliate of the Small Business Administration, CCSBDC can also help guarantee access to small business loans.

Financial literacy and asset-building programs should be promoted to help residents enhance their purchasing power. The financial stability of residents has a real impact on the sustainability of local businesses. SparkPoint Contra Costa can offer trainings in financial literacy and asset-building to North Richmond residents and small business organizations. Richmond Neighborhood Housing Services and Mission Asset Fund can also supplement these services.

I.6 Workforce development programs should be promoted to prepare adult and youth residents for employment opportunities.

YOUTH & EDUCATION / BUSINESS

Workforce development programs should be promoted to prepare residents to take advantage of employment opportunities. Catholic Charities and Rubicon are nonprofit programs that help criminal justice system-impacted residents to remove barriers to employment. A permanent brick-and-mortar presence in the community would help these nonprofit organizations to more effectively reach some North Richmond residents who may face psychological barriers to accessing services in Central Richmond.

Other programs that can help residents acquire technical/digital skills: Stride Center has an Opportunity Partner Program for Businesses and could deliver workshops to bridge the digital divide. Also, Richmond Community Foundation, through eQuip Richmond, have established partnerships, including with Chevron, that can enhance existing opportunities to build capacity, fill jobs with local hires, and improve conditions for local residents.

Youth programming should include practical workforce development and employment opportunities. The youth center programming should position youth to have employment opportunities to see them thrive financially and to create a pathway to careers.

- Information about employment opportunities in partnership with Contra Costa College, natural resource management.
- Green careers- Support existing and expanding programs that focus on leadership/training opportunities for youth that provide paths to generating community benefits. Potential partners include: Urban Tilth, The Watershed Project, Urban Habitat Fellows
- STEM programming, Google, a coding academy.

I.7 Seek green infrastructure solutions through ongoing Watershed Projects happening in North Richmond including environmental issues such as flooding and environmental pollution.

HOUSING / YOUTH & EDUCATION / SAFETY

New housing proposals should incorporate rigorous green building measures and community consultation on environmental issues to be incorporated into the development and design process.

- Establish minimum performance standard for green building certification (such as Gold or Platinum certification through Green Point Rated or LEED) HACCC/Developer team as implementing partner
- Incorporate watershed-scale strategies as standard process for new housing proposals, such as: protect and enhance the community urban tree canopy with a focus on air quality. Preserve existing significant trees and leverage their impact with planted buffers. HACCC/Developer team as implementing partner.
- Incorporate vegetated stormwater solutions with

an eye towards limiting current and future flood events. Options to consider could include bioswales, detention or retention ponds and cisterns for irrigation re-use to support the tree canopy and planted buffers. HACCC/Developer team as implementing partner

- Work with GreenTRIP staff and developers to launch the GreenTRIP Certification Program in North Richmond HACCC/Developer team as implementing partner.

I.8 A North Richmond Specific Plan is a vital planning tool to drive future development in North Richmond, and will integrate the Quality of Life Plan to honor the community's goals.

HOUSING / YOUTH EDUCATION / SAFETY / BUSINESS

A Specific Plan is a local government tool that supports County General Plans. The County is currently updating its General Plan to produce "Envision Contra Costa 2040." The North Richmond Specific Plan could draw from these existing resources:

- The County's 2011 North Richmond Specific Plan. It only includes the underdeveloped land north of Wildcat Creek, so a new plan would need to expand to the southern area that includes Las Deltas.
- A 2018 "Priority Resilience Plan" created by the Mithun Home Team as part of the Bay Area Resilient by Design Challenge. This plan addresses housing affordability, protections against gentrification, and adaptation to climate change for existing and returning residents.
- The 2019 Quality of Life Plan launched by the North Richmond community.



Our Action Plan

Our community is driven and we want to ensure that this Quality of Life Plan can be used as an effective tool to continue organizing and advocacy with regards to all development in North Richmond.

To achieve our vision, the community has set four strategy areas: Housing, Community Safety, Youth & Education and Business Opportunity.

North Richmond is poised for development given its location along the San Francisco Bay, its proximity to major highways, bridges and a new ferry station, the underdeveloped land that borders the neighborhood, and the redevelopment of Las Deltas housing project. North Richmond is a resilient community that has fostered a thriving business community and served as a hub for cultural activity in the East Bay despite the hardships of redlining. Over the years, the demographics have shifted, but the resilience of our residents has endured. The Quality of Life planning process provided residents and stakeholders the opportunity to detail how the community can be the driving force to respect and honor the history of this place as well as curb displacement and gentrification.

This plan outlines 9 early action projects that will begin after the presentation of this plan in March 2019 and 26 priorities and strategies that will follow in the next 5-10 years.

Residents Continue to Take the Lead on Policy Advocacy

Policy advocacy is a solution-based approach where residents advocate to create sustainable and enduring change by working together with government officials to influence policy at the decision-making level. Using this method, the community is able to analyze the root causes of an issue and develop solutions.

To be truly effective, policy advocacy must engage a wide range of community members. This involves learning about the inner workings and operations of government agencies in order to understand how an idea becomes policy. In this case, the North Richmond RLT created partnerships with key stakeholders in the community who have expertise in the areas they seek solutions.

The North Richmond RLT has organized to seek changes to official policy and to work on projects that improve the community. Each thematic area in this Quality of Life PI represents a key element of successful policy development. Ongoing implementation of the plan's contents will be the most critical element to the success of the North Richmond RLT's advocacy. Over the longterm, residents will use the Quality of Life Plan to advocate in the areas where they seek solutions.

Resident advocacy has a long history in North Richmond; it is not unique to this moment. However, the community is at a pivotal point.

There are regional opportunities to preserve affordable housing, contribute to the Contra Costa General Plan, and ensure that Opportunity Zones benefits North Richmond Residents. Most importantly, this is a chance to develop principles and policies that support community members and their desire for a current North Richmond Specific Plan (there is none currently in use). North Richmond residents and the North Richmond RLT will continue to take the lead in policy advocacy.

Early Action Projects

HOUSING

Objective: Ensure that new housing development gives preference to proposals that indicate at least 50% of new housing units built on site will be designated as "affordable"

Strategy: Continue advocacy to HACCC and other development institutions to include 30-50% of new housing is affordable with 1/3 assigned to LI, VLI & ELI as an RFP requirement (needs review from HR team)
Kick-off activity

Kick-off activity: Gather neighborhood data, for example, who is eligible for affordable housing? Which residents that have left want to come back?

HOUSING

Objective: Prepare as many current renters as possible in North Richmond for home ownership and ensure displaced residents have a clear understanding of their right to return.

Strategy: Design an education and outreach strategy to reach the 63% of residents currently renting in North Richmond and those that have been displaced.

Kick-off activity: The North Richmond RLT meets with key local and regional experts to create a framework for the outreach project to actively engage residents in wealth building and home ownership programs.

YOUTH & EDUCATION

Objective: Create unity in order to eliminate the polarizing neighborhood climate, and to give youth a place to socialize and be supported..

Strategy: Establish a community and youth center run by residents and the youth to serve young people

Kick-off activity: Create a survey for students at Verde Elementary and North Richmond High School Students in order to receive feedback on activities and resources that the youth would like to see in a youth/ community center.

SAFETY

Objective: Ensure that policies such as VisionZero and Complete Streets are designed, implemented, and enforced for North Richmond, including an updated and activated North Richmond specific plan. Street improvements should also leverage current county green infrastructure planning for sustainable streets and watershed greening projects that will enhance natural resources.

Strategy: Residents write a proposal about traffic improvements to present to the County, including identifying at least five traffic improvements. For example, stop signs, lights, crosswalks, no through traffic signs, slow down speeding, or LED lights.

Kick-off activity: Hold a Traffic Safety Community Forum at Shields-Reid Park. Continue researching and gain a better understanding of policies and funding related to traffic safety improvements.

BUSINESS

Objective: To engage large businesses and developers for the ongoing investment in North Richmond's community

Strategy: Develop and secure greater participation from North Richmond-based businesses through Community Benefits Agreements and relationship-management

Kick-off activity: A resident-led group will to develop a targeted outreach campaign. These are experienced leaders from the community who can make the business case for North Richmond.

BUSINESS

Objective: Improve the perception of North Richmond through re-branding and place-based marketing

Strategy: Beautification of North Richmond to develop a sense of pride and place

Kick-off activity: The community will identify gateways for the installation of public art projects (e.g. "Welcome to North Richmond"). The Richmond Museum of History, in partnership with North Richmond MAC, intends to host local history workshops at the Shields-Reid Community Center or North Richmond Senior Center, which will include a community brainstorming session to identify a list of important historical places.

"I believe that coming together as a community, we can get things done!"

- Berta Álvarez

ABBREVIATIONS

AC Transit: Alameda-Contra Costa Transit District
 ACCE: Alliance of Californians for Community Empowerment
 BART: Bay Area Rapid Transit
 CDE: Community-owned Development Enterprise
 CBO: Community Based Organization
 CCC: Contra Costa County (or County of Contra Costa)
 HACCC: Housing Authority of the County of Contra Costa
 MAC: Municipal Advisory Council
 RCF: Richmond Community Fund
 RNHS: Richmond Neighborhood Housing Services
 RYSE: RYSE Center in Richmond (Rising Youth for Social Equity)
 SFPUC: San Francisco Public Utilities Commission
 WCCTAC: West Contra Costa Transportation Advisory Committee

ACTION ITEMS

HOUSING

- H.1 New housing development should give preference to proposals that indicate at least 50% of new housing units built on site will be designated as "affordable"
- H.2 New housing developers should be transparent about their selection process for the placement of residents in their units and those who formerly lived in units should be contacted to return if they desire
- H.3 The community should be involved in the selection of new housing development proposal(s) and seats must be designated for at least 5 residents to participate in the selection process.
- H.4 The construction of new housing must stimulate community benefits through local hire and corporate social responsibility programs.
- H.5 Abandoned properties and unused sites should be leveraged to create permanently affordable housing or other housing solutions, including the possibility of land trusts and affordable tiny homes

YOUTH & EDUCATION

- Y.1 Youth in the community must have a voice in the pre-planning and planning stages for a future community and youth center.
- Y.2 Youth in the community should have a formal seat and voice in the public delivery of youth services in North Richmond including in the Department of Children and Youth and on the North Richmond Municipal Advisory Council
- Y.3 Youth programming should include practical workforce development and employment opportunities to create a pathway to careers for young people.
- Y.4 Walls should not be built in any future development or in North Richmond because they are polarizing and a symbol of division.

COMMUNITY SAFETY

- S.1 Traffic safety needs to be analyzed and addressed.
- S.2 Transportation should be designed with the primary goal of ensuring safe, equitable access for pedestrians, bicyclists, transit riders, and drivers.

BUSINESS OPPORTUNITY

- B.1 Cooperative development should be promoted to address significant market gaps and build community wealth.
- B.2 Small business incubation should be promoted to address significant market gaps and help entrepreneurs transition to the formal economy.
- B.3 Large businesses operating in North Richmond, including those that may arrive later, should be actively engaged to provide an array of community benefits.
- B.4 Workforce development programs should be promoted to prepare residents to take advantage of employment opportunities.
- B.5 Financial literacy and asset-building programs should be promoted to help residents enhance their purchasing power.
- B.6 North Richmond business corridors, streets and gateways should be beautified in a way that celebrates community culture and local enterprise.

INTEGRATED

- I.1 New housing development should incorporate CPTED principles to contribute to the prevention of crime..
- I.2 First-time homebuyer programs should be provided throughout North Richmond, in order to create a community invested in their homes, which can reduce crime.
- I.3 Public spaces and parks should be provided throughout North Richmond, and should host events that promote health and create a sense of belonging and social cohesion.
- I.4 The neighborhood should be made more walkable and accessible by public transit, promoting health, traffic safety and providing youth easy access to transit for enriching opportunities outside North Richmond.
- I.5 A community/youth center should be established for the effective delivery of youth programs, and the community center could provide space for programs that the whole community can access.
- I.6 Workforce development programs should be promoted to prepare adult and youth residents for employment opportunities.
- I.7 Seek green infrastructure solutions through ongoing Watershed Projects happening in North Richmond including environmental issues such as flooding and environmental pollution.
- I.8 A North Richmond Specific Plan is a vital planning tool to drive future development in North Richmond, and will integrate the Quality of Plan to honor community goals.

TIME FRAME

1 YR 5 YR 10 YR

LEADER

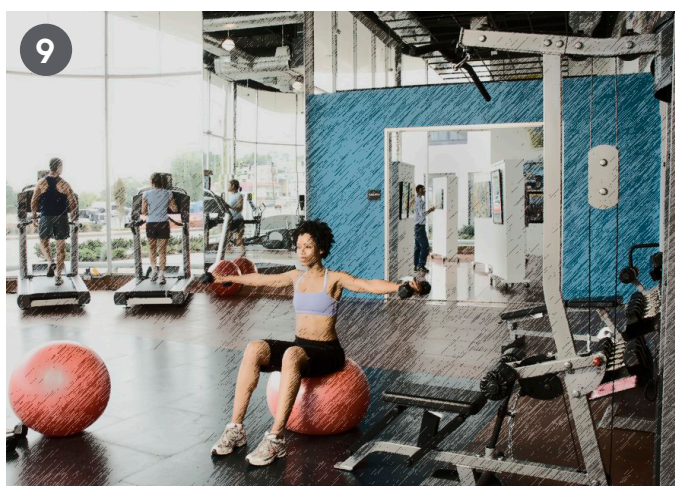
IMPLEMENTATION PARTNERS

•	•	•	North Richmond RLT, HACCC, CCC Dep't of Conservation and Development	Housing Developers
	•		North Richmond RLT, HACCC, CCC Dep't of Conservation and Development	Richmond Neighborhood Housing Services
•	•		North Richmond RLT, HACCC	Housing Developers, CCC Dep't of Conservation and Development
	•		North Richmond RLT, HACCC	Housing Developers, CCC Dep't of Conservation and Development
•	•		CCC District 1 Supervisor's Office, North Richmond RLT, HACCC	Mithun, Richmond Community Foundation
•			Verde Elementary School	North Richmond RLT, RYSE, East Bay Center for Performing Arts
•			North Richmond Network	RYSE Center, Verde Elementary School, North Richmond MAC
•	•	•	Workforce Development Board of Contra Costa County	Contra Costa Employment and Human Services, Contra Costa Youth Council
	•		Envision Contra Costa 2040 (Contra Costa General Plan updates)	North Richmond RLT, North Richmond MAC
•			North Richmond RLT, Urban Habitat	CCC Dep't of Conservation and Development
	•		North Richmond RLT, Urban Habitat	CCC Dep't of Conservation and Development, CCC Public Works, Contra Costa Public Health
	•		Cooperation Richmond	Cooperation Richmond
	•		Contra Costa Small Business Development Center	Contra Costa Small Business Development Center
•			North Richmond RLT, Urban Tilth	CCC Board of Supervisors, Richmond CDE, SFPUC; ex/new businesses in North Richmond
	•		North Richmond RLT	Catholic Charities, Rubicon, Stride Center, RCF
•	•		North Richmond RLT	SparkPoint Contra Costa, Richmond Neighborhood Housing Services, Mission Asset Fund
•			Richmond Main Street Initiative	Richmond Museum of History, CCC Public Works, Richmond Main Street Initiative
•			Richmond Police Department	HACCC
•			North Richmond RLT, Healthy Richmond	RNHS, Community Housing Development Corporation, SparkPoint
•	•	•	North Richmond RLT, Healthy Richmond	City of Richmond Community Services, Shields Reid Neighborhood Center, Local CBOs, North Richmond MAC
	•		CCC Dep't of Conservation and Development	AC Transit, WCCTAC, BART
	•		North Richmond RLT, Healthy Richmond	Refer to Y.1 and Urban Habitat, ACCE, Safe Return Project
•	•		North Richmond RLT, City of Richmond, Contra Costa County	Refer to Y.3 and B.4
•	•	•	Watershed Project, Mithun	Watershed Project, CCC Public Works (Watershed Program), City and County workforce development programs
	•		North Richmond RLT, CCC District 1 Supervisor's Office	CCC Dep't of Conservation and Development



OPPORTUNITIES

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- 1 A LOCAL GROCERY STORE (COOPERATIVE)
- 2 A YOUTH CENTER WITH LOCAL PROGRAMMING (I.E., MENTORSHIP) FOR YOUTH AND YOUNG ADULTS WITH OUTDOOR SPACE FOR RECREATION
- 3 GREEN SPACES INTERSPERSED BETWEEN HOUSING THAT IS AVAILABLE FOR COMMUNITY USE AND PROGRAMMING. TRANSFORMATION OF EMPTY LOTS INTO AN "URBAN FOREST"
- 4 SAFE GREEN STREETS: WALKABLE, CLEAN STREETS WITH SIGNALIZED INTERSECTIONS, A BIKE LANE, COLORFUL SIDEWALKS, TREES AND LIGHTING
- 5 A TRANSIT HUB: SHUTTLE SERVICE TO BART, THE FERRY, AND MAJOR HUBS FOR EMPLOYMENT
- 6 A COMMUNITY CENTER LOCATED NEAR NEW HOUSING DEVELOPMENT FEATURING AMENITIES THAT COULD INCLUDE A COMMUNITY POOL, CULTURAL PROGRAMMING SUCH AS MOVIE NIGHTS AND LIVE MUSIC, AND SPACE FOR CIVIC ASSEMBLY. THERE COULD ALSO BE A SMALL PARK AND PICNIC AREA.
- 7 AN ACTIVE AND WALKABLE BUSINESS DISTRICT THAT MIGHT INCLUDE A LAUNDROMAT, LIBRARY, MOVIE/PLAY HOUSE, BARBER SHOP, COFFEE SHOP, AND A COMMUNITY KITCHEN COOPERATIVE
- 8 A DAY CARE CENTER WITH PROGRAMMING FOCUSED ON ADVANCED CHILDREN'S LITERACY
- 9 A GYM FOR RESIDENTS OF ALL AGES

Acknowledgments

Thank you!

We wish to acknowledge the contributions that North Richmond residents and community stakeholders have made toward the North Richmond Quality of Life Plan. Many people participated in the North Richmond Quality of Life planning sessions and provided information that directly shaped the Quality of Life Plan, while others provided material and logistical support for a successful planning process and rollout event. Many individuals in turn represented organizations that provided research knowledge, partnerships or sponsorships to bring about a successful implementation of the North Richmond Quality of Life Plan.

In particular, we recognize the following:

Individuals

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Rodriguez, Vicky Rodriguez, Robert Rogers*, Ivana Rosas, Anna Scaiano, Bonnie Singleton, Najari Smith, Jamar Stamps, Mariel Steiner, John Steere, Shushan Tesfuzigta, Eleanor Thompson, Pierre Thompson, Maureen Toms, Tony Ucciferri*, Uche Uwahemu, Joseph Villarreal*, Tamisha Walker, LaShonda White, Gwen Woodson, Felipe Woody, Joe Zago, Tracy Zhu

Organizations

Bay Area Rapid Transit, California Endowment, California Highway Patrol, California's 11th Congressional District (Office of Representative Mark DeSaulnier), California's 15th State Assembly District (Office of Assemblymember Buffy Wicks), City of Richmond Community Services Department, City of Richmond Department of Children and Youth, Community Housing Development Corporation, Cooperation Richmond**, Contra Costa County Board of Supervisors District 1 (Office of Supervisor John Gioia), Contra Costa County Department of Conservation and Development**, Contra Costa County Department of Public Works**, Contra Costa Small Business Development Center, Contra Costa County Office of the Sheriff, East Bay Center for the Performing Arts, East Bay Asian Local Development

* Leadership Circle (includes North Richmond RLT)

Corporation, Eden Housing, Healthy Richmond, Housing Authority of the County of Contra Costa**, Imprenta Communications Group, Kodama Diseno Architects, Local Initiatives Support Corporation, Midpen Housing, Mithun, North Richmond Municipal Advisory Council, North Richmond Network, North Richmond Resident Leadership Team, Rich City Rides, Resources for Community Development, Richmond Community-owned Development Enterprise**, Richmond Community Foundation, Richmond Main Street Initiative, Richmond Museum of History, Richmond Neighborhood Housing Services, Richmond Police Department**, RYSE Center, Safe Return Project, Satellite Affordable Housing Associates, San Francisco Public Utilities Commission**, Social Progress Inc., SparkPoint Contra Costa, UC Berkeley Center for Cities + Schools, UC Berkeley Department of City and Regional Planning, Urban Habitat, Urban Tilth, Verde Elementary School, Watershed Project, West Contra Costa Unified School District

Community Engagement and Quality of Life process conceptualization and technical support provided by: James F. Capraro, Principal, CapraroConsulting.com

And you...

If you are a resident or community stakeholder who was not mentioned above, but who wishes to contribute to this collaborative effort, we invite you to partner with us!

Please excuse all mistakes of omission. The North Richmond SWOT report published in October 2018 lists additional individuals and organizations who were involved in the community visioning. If your organization has been cited here, you may already be seen as a potential implementer or sponsor to the Quality of Life Plan.

** Provided special presentations at the public planning sessions or research action meetings to inform the North Richmond Quality of Life Plan

About Our Supporting Partners

About Healthy Richmond



Healthy Richmond is dedicated to creating meaningful and lasting improvements in the health of children and youth in Richmond.

The Healthy Richmond Hub has been hosted by Bay Area Local Initiatives Support Corporation and is part of The California Endowment's Building Healthy Communities Initiative, a ten-year, comprehensive community initiative that is creating a revolution in the way Californians think about and support health in their communities.

When Healthy Richmond was launched in 2010, the community envisioned a Richmond that is economically viable and sustainable, physically designed to promote healthy eating and active living, culturally vibrant, and connected across generations. Social support and vital services flow through a seamless network of neighborhood institutions and agencies. Community members are engaged and see their priorities reflected in all aspects of the community – environment, governance, schools, cultural life, and business development.

The Healthy Richmond Hub is a collaborative that encompasses a diverse group of partners that bring to the table different skill sets, areas of expertise,

networks, and a shared commitment to improve the health and well-being of all of Richmond's residents. Healthy Richmond staff engage, convene, and coordinate community based organizations and resident leaders in the initiative to collectively work towards increased health equity and racial justice in the community.

The support for the Quality of Life planning process in North Richmond is embedded in the Hub's Economic Revitalization priority area. This priority area focuses on supporting resident leaders and organizations to provide input on the development and implementation of policies that result in comprehensive affordable housing strategies and thriving and sustainable commercial corridors. Healthy Richmond will continue to support the Resident Leadership Team and will continue to connect community based organizations, school district officials, and governmental representatives to support project implementation.

About Bay Area LISC



Bay Area LISC is dedicated to helping community residents transform disinvested Bay Area neighborhoods into healthy and sustainable communities of choice and opportunity - good places to work, do business, and raise children.

About Richmond Neighborhood Housing Services



RNHS was founded in 1981 by a dedicated group of low-income Richmond residents, RNHS has worked to reverse the adverse effects of systemic segregation, redlining, disinvestment and blight. Throughout its history, RNHS has served over 10,000 families across the East Bay.

Richmond Neighborhood Housing Services, Inc. (RNHS) mission is to promote investment in and revitalization of under-resourced communities in the East Bay. Through the combined efforts of local residents and businesses, financial institutions and government, RNHS works to overcome homelessness and the displacement of low-income residents, and provide the tools for low-income households and people of color to achieve financial equity. Our work is rooted in the belief that the affordable housing conversation does not stop at renting: we promote and support community members to explore the feasibility of homeownership. This work was highlighted as it supported and lead the efforts of the North Richmond Quality of Life Plan- providing local residents the opportunity to lead, and develop a community plan to benefit their community.

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