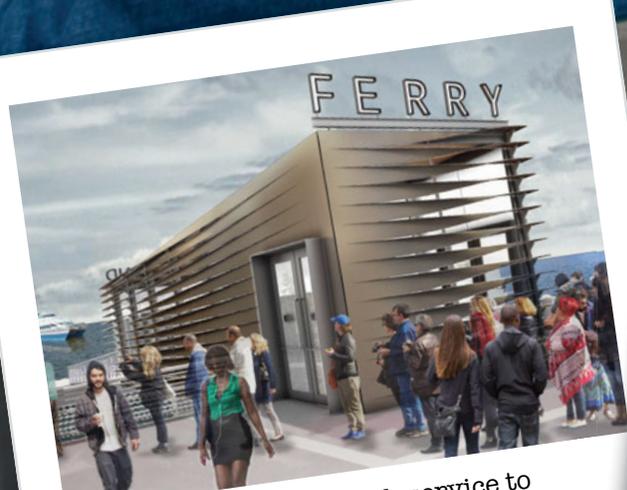


# Richmond

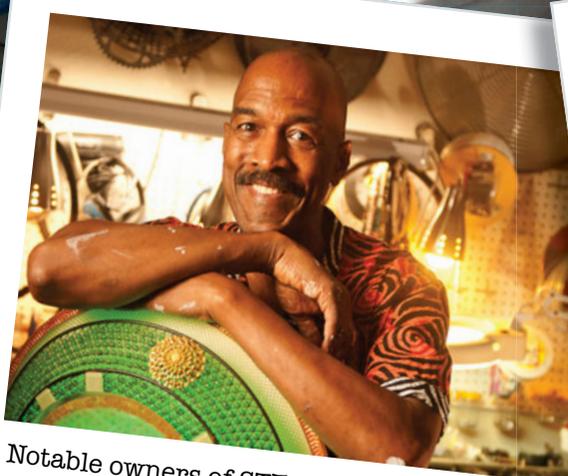
LIVE ■ WORK ■ INNOVATE ■ PROSPER



Rob Lightner and Chris Coomber, founders of the East Brother Beer Company, named their brewery after Richmond's iconic East Brother Light Station, built in 1874 and now a popular bed & breakfast inn.



A new ferry terminal with service to San Francisco will soon be a vital part of Richmond's transit mix.



Notable owners of STEVENart clocks, designed and built by Steve Hurst, include Magic Johnson and Oprah Winfrey.



Richmond is a preferred location for on-demand, delivery-based businesses like Blue Apron, Amazon, Hello Fresh and UPS.

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— Menbere Akilu | *Salute E Vita Ristorante* | Richmond

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## FROM RICHMOND'S CITY MANAGER

# The Richmond advantage



**Bill Lindsay,**  
Richmond  
City Manager

## The 'can-do' spirit is alive and thriving

**O**n Saturday, August 13, an estimated 2,265 Rosie the Riveter look-a-likes filled the historic Craneway Pavilion and the Rosie the Riveter/World War II Home Front National Historical Park to break a world record for the most people dressed as Rosie the Riveter at one location. The Rosies are, of course, a symbol for the women who entered the workforce during WWII to assist with the home front effort. Since then, the iconic image of Rosie, in her denim shirt and polka-dot bandanna, proclaiming "We Can Do It," has become a symbol of empowerment – and is now a symbol for the City of Richmond.

Richmond's unprecedented growth during WWII sparked the innovative character we still know today. Tens of thousands of people from across the country poured into Richmond to build ships in one of the nation's largest home front industrial efforts. A broad cross-section of society came together with the resolve and spirit that prove anything is possible.

There is, perhaps, no better metaphor for

contemporary Richmond – the strength of its character, the source of its energy, the essence of its creativity and the promise of a rewarding future – than this recent convening of over 2,000 "Rosies." This "can do" spirit is alive and thriving today, guiding a new era of diverse economic growth, and setting the stage for dynamic change.

The city's goal is to embrace this "can do" spirit and assist businesses to reach their full potential. Small business startups and some of the nation's largest companies alike have found a "home front" in Richmond and it is no surprise. A strategic, central location, diverse options for commercial, warehousing and manufacturing spaces, and sensible real estate values make Richmond one of the best bets in the Bay Area.

Richmond's value as a place to live also holds the promise of a bright future. The city continues to evolve into an inviting residential community that includes shoreline homes with adjacent trails and views over San Francisco Bay that are unsurpassed in the region. Along Richmond's 32 miles of shoreline are nearly 2,000 existing places to call home, with an additional 1,300 residential units and ferry service to San Francisco primed for development.

The seeds that are now being planted in the

city's downtown area provide perhaps the most promising vision of a stunning new era of development for Richmond. The city is embarking on a downtown renaissance that will focus on building pedestrian-friendly neighborhoods with mixed commercial establishments and a variety of housing types clustered around the Richmond Multi-Modal station, the only transportation hub in the Bay Area with access to BART, Amtrak and bus service. What has, in urban planning terms, been labeled "smart growth" is becoming synonymous with the future growth of downtown Richmond.

Richmond's diverse citizenry will undoubtedly continue to provide the energy to propel the community into its new century. New and growing businesses have been overwhelmed by the welcoming, caring and nurturing quality of the city's residents, business leaders, community leaders and city employees. In the Richmond community, residents, visitors, and businesses find history that is a source of pride, diversity that is a source of strength and a future that is limitless.

We invite you to discover why more businesses are calling Richmond home, and to join the movement to one of the Bay Area's finest and fastest growing markets.

Welcome to Richmond!



**Richmond City Council:** Left to right, Vice Mayor Eduardo Martinez, Gayle McLaughlin, Jael Myrick, Mayor Thomas K. Butt, Jovanka Beckles, Nathaniel Bates and Vinay Pimplé.

## Community policing makes a difference



Chief Brown promotes "community first" policing.

**T**he City of Richmond has become a national model for community policing methods, and it is paying off in significantly lower crime rates.

Police Chief Allwyn Brown is a 32-year veteran of the force who was appointed to lead the department in March. During his tenure, he's had "a front row seat to transformational change in the city" – change he attributes to a multifaceted, robust community-policing mindset.

"Public safety is everyone's responsibility," says Brown, "not just a job for police. The best policing can only happen when you have positive relationships with the communities you're there to serve."

Brown gives credit to modern technologies, such as license plate readers, body cameras, shot spotter and more sophisticated tracking data,

**"It's all about neighbors looking after one another,"**

**Allwyn Brown,**  
Police Chief, City of Richmond

which he says "allow us to work smarter," but emphasizes that it's a "community first" policing approach that's really making the difference.

"It's all about neighbors looking after one another," says Brown.

Richmond police officers are also trained to work with business owners and city planners on preventing crime through environmental design. They can recommend safety features such as lighting, controlled access to private spaces and landscaping that doesn't obstruct line of sight, that help prevent crime.

## THE ON-DEMAND ECONOMY

# Changing how we buy things

**R**ichmond is fast becoming the preferred location for on-demand, delivery-based businesses. Data-driven technology platforms are fundamentally changing the way consumers shop for everything from TVs to family meals. These systems are dependent on large, regional fulfillment centers and excellent transportation networks. Companies at the forefront of today's on-demand economy are attracted to Richmond's access to Interstate 80 and 580 and Highway 101, rail lines and a diversified port. This strategic location is complimented by modern, large-footprint warehouses complete with loading docks and parking.

In June, Amazon signed a lease for a 224,154-square-foot warehouse in Richmond's Pinole Point Business Park. The lease is just the latest step in the company's strategy to set up warehouses closer to urban centers as it offers new services, including same-day delivery.

San Francisco-based cookware retailer Williams-Sonoma also leased a 252,375-square-foot building at Pinole Point Business Park in 2015. Upscale furniture retailer Restoration Hardware moved from its former Marina Bay location to a 200,000-square-foot warehouse, also in Pinole Point Business Park.

### HOME-DELIVERED MEALS

## HelloFresh always knows 'what's for dinner'

**H**elloFresh bills itself as the answer to the age-old question: "What's for dinner tonight?"

HelloFresh subscribers receive home-delivered boxed meals, complete with locally sourced ingredients and recipes. HelloFresh, founded in 2011 in Germany, delivers meals to nine countries on three continents.

"The aim is to provide each and every household in the markets we serve with the opportunity to enjoy wholesome, home-cooked meals with no planning, no shopping and no hassle required," says Adrian Frenzel, HelloFresh co-CEO of U.S. business.

Flexible subscriptions let consumers choose the number of meals – including options for vegetarians and child-friendly family meals – they'd like delivered each week. Deliveries can be paused, changed or restarted with five days notice.

HelloFresh leased its 109,594-square-foot freezer storage warehouse in Richmond just over a year ago for its West Coast fulfillment center. With help from the City of Richmond, the company was able to close the deal and begin operations within 90 days.

A crew of 250-plus employees works at the center, assembling insulated meal boxes for delivery throughout California and the Western states.

"One of the things that attracted us to Richmond is the access it gives us to the greater Bay Area labor pool," says Frenzel. "Given the large labor pool, we'll be able to continue to grow here."

In addition to the region's large labor pool, the Bay Area's culture of innovation makes it attractive to talent from around the country, he notes.

"We're on the forefront of a changing industry and we get inspiration from what's going on in the Bay Area," says Frenzel. "We're bringing in people from around the country to share what we're learning."



HelloFresh delivers ingredients selected for a week's menu.

**"The aim is to provide... the opportunity to enjoy wholesome, home-cooked meals with no planning, no shopping and no hassle required."**

**Adrian Frenzel,**

Co-CEO of U.S. business, HelloFresh

## STOCKING THE MARKETS

## Whole Foods Market serves up healthy fare



Whole Foods' distribution center in Richmond.

**W**hole Foods Market was founded in Austin, Texas, when a quartet of local business owners decided the natural foods industry was ready for a supermarket format.

John Mackey and Renee Lawson Hardy, owners of Safer Way Natural Foods, and Craig Weller and Mark Skiles, owners of Clarksville Natural Grocery, opened the first Whole Foods Market in 1980 with a staff of 19. They immediately knew the store was a success, but it may still have come as a surprise how quickly the business would grow. As of 2015, Whole Foods Market had 455 stores in the U.S., Canada and the U.K. employing some 87,000 team members.

From its 117,200-square-foot Richmond distribution center, Whole Foods delivers to 45

stores, from Fresno to Sacramento and Reno.

Whole Foods made the move to the Richmond site from San Francisco for the easy access to interstate freeways and cost of the space.

"We pay less for the size of the building than we would elsewhere in the Bay Area," says Luis Donoso, manager of the Richmond center.

Another benefit to being in Richmond is the easy access for employees from around the Bay Area.

"It can be very tough to find qualified applicants with a successful work history in warehousing," says Donoso. "But the team members that live locally are great."

"And, from a quality of work/life perspective, the location at Pinole Point Business Park is beautiful."

## MEALS IN A BOX

## Blue Apron's winning recipe

**B**lue Apron's blend of technology and the growing popularity of home cooking with fresh, seasonal products have produced a winning recipe. The company ships more than 8 million "meals in a box" per month across the United States. Blue Apron's Richmond fulfillment center, which employs some 1,200 workers, serves the Western continental U.S., including California, Oregon, Washington, Idaho, Nevada, Utah, Arizona, Colorado, Wyoming and New Mexico.

Founders Matt Salzberg, Ilia Papas and Matt Wadiak tested the first Blue Apron recipes in their New York City apartment kitchens, hand-packing the meals and delivering them to family and friends. But their vision was much grander: to give home cooks everywhere all the ingredients needed to prepare weekly meals for two or four people.

Members select their favorite foods, indicate any special dietary needs and receive door-step deliveries of pre-measured, seasonal ingredients, packed in specially designed boxes to keep food fresh, complete with step-by-step recipe cards.

"As we sought to expand Blue Apron's reach across the United States, we were thrilled to find

**"The majority of the products that arrive at our Richmond facility are sourced from regional suppliers."**

*Nisha Devarajan,*

*Public Relations Director, Blue Apron*

a warehouse in Richmond that suited our fulfillment and receiving needs," says Nisha Devarajan, Blue Apron's public relations director.

"Because we deal with fresh food – and have such rapid inventory turnover – we built a one-of-a-kind sourcing and fulfillment capacity that allows us to rapidly adapt our supply chain to new, seasonal menus. The majority of the products that arrive at our Richmond facility are sourced from regional suppliers."

Co-founder and Executive Chef Wadiak started his professional cooking career in Northern California, and many of Blue Apron's recipes are highly influenced by the region.

Blue Apron delivers the ingredients and the recipes for home-cooked meals.



BLUEAPRON



## NEXT-GENERATION TECH

## UPS ups the ante for on-time deliveries

**U**PS has taken advantage of Richmond's rail service for more than 25 years. Served by BNSF Railway, the Richmond facility features an onsite intermodal ramp and relies on rail to handle some 30 percent of the 200,000-300,000 parcels transported daily throughout California and points east to Chicago. During the peak season, outbound rail volume exceeds 100 containers.

"Richmond serves as a great location for UPS's distribution center because of the nearby ports with direct railway access, which increases speed and network operating efficiencies," says Sal Mignano, UPS operations manager. "Richmond is also in good proximity to the San Francisco and Oakland airports."

Two years ago, the Richmond distribution center underwent a multimillion-dollar expansion and modernization project to better serve customers. Next-generation sorting and scanning equipment was installed to increase the efficiency of package processing. UPS employs 1,000 people in Richmond.

"Packages coming into Richmond get delivered all over the United States," says Mignano. "The modernization project helped improve technological efficiencies and decreased the number of times a package has to be physically handled, thereby improving package care."

# A unique approach to rehab provides new family homes

**“It’s the first time in the country social impact bonds have been used to address blight and rehabilitate housing.”**

**James Becker,**  
CEO, Richmond Community Foundation

**T**hey’re known as “zombie properties,” abandoned premises so dilapidated and distressed that the cost of rehabilitation is prohibitive.

There are an estimated 250 boarded-up, abandoned houses in Richmond. Their owners have died or were forced to walk away due to foreclosure, leaving the houses to deteriorate. Abandoned properties are magnets for illegal dumping and squatters. Despite the city spending some \$7,000 a year per house on weed abatement, trash removal and policing, these houses are sources of blight in otherwise well-maintained neighborhoods.

But now there’s a plan and funding in place to bring these houses back to life.



In a program jointly designed by the Richmond Community Foundation and the City of Richmond, the city issued \$3 million in social impact bonds to fix up uninhabited, rundown residential properties and bring them up to code. The foundation can draw on the funds to acquire, repair and re-sell the houses. Contractors are encouraged to source local labor

through the RichmondWORKS construction-jobs training program.

“It’s the first time in the country social impact bonds have been used to address blight and rehabilitate housing,” says James Becker, CEO of the Richmond Community Foundation. “We need to give credit to John Knox, attorney at Orrick, Herrington &

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Before and after photos of a home rehabbed by Richmond Community Foundation.

ing. Mechanics Bank purchased the entire bond series and Union Bank serves as the bond trustee. As rehabbed houses are sold, any profits are used to repay investors and continue the work of revitalizing more houses.

Families participating in Spark-Point Contra Costa, a local financial services program, are first in line to purchase the homes through a first-time homebuyer program.

The biggest challenge to the program has been acquiring the properties when the owners are unknown, says Becker. Even if we can identify the owners, there may be unpaid taxes or other issues. Meanwhile, there are houses on the verge of falling down and families who need places to live.

Richmond Mayor Tom Butt is confident the program “will accomplish the important task of improving neighborhoods and providing safer and more affordable housing for Richmond residents – and the city as a whole will benefit.”

Sutcliffe, LLP, for being the brains behind structuring the bond, the city ordinance and subsequent agreements,” Becker adds.

Investors purchase social impact bonds to fund programs designed to address social issues, in this case hous-

“Richmond’s support of the Promise program recognizes that prioritizing education is key to economic development.”

Jessie Stewart, Executive Director, Richmond Promise



Recent Richmond high school graduates now attending UC Berkeley.

# The Richmond Promise Scholarships for Richmond grads

This year, 384 Richmond students from the Class of 2016 graduated high school with a scholarship to attend college – and they won't be the last.

Funded by a 10-year, \$35 million contribution from Chevron's \$90 million Environmental and Community Investment Agreement, the Richmond Promise offers every Richmond and North Richmond resident graduating from high school up to \$1,500 annually for up to four years, for a total of \$6,000, to attend a community college or four-year university. Scholarships can also be used for technical education programs.

All schools – public, charter and private – located within the West Contra Costa Unified School District are eligible for the program.

**More than a scholarship**

The Richmond Promise is designed to create a strong college-going culture in the community. The program strives to create an expectation among students, families and communities that students will be workforce-ready by enrolling in college, and to prime the school system to prepare students for college from the time they first start school.

“The promise is to create college success,” says Jessie Stewart, Richmond Promise executive director. “We want to create not only a college-going but a college-graduating culture in Richmond.”

To that end, Stewart is working with community partners, like Contra Costa College, to create pathways for students to find the continued support they'll need to complete their studies. The college already offers financial aid, targeted counseling, and advising and Stewart wants to make sure Richmond Promise scholars are plugged into those services.

The promise behind the Promise is to give every young person from Richmond the resources and tools necessary to secure a high-quality education that will translate into well-paying jobs.

“By investing in this program, we are proud to increase the access to and the quality of education and career training for students in Richmond – programs that will make a positive difference in their lives and the lives of their families,” says Jeff Hartwig, manager of Chevron's refinery modernization project.

The program is certain to make positive change in the city,” says Stewart, “Richmond has some of the best and most progressive minds and policies in the state as they relate to education and community development.”

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## BUSINESS &amp; THE ARTS

# A lively arts scene

**W**ith a tradition dating back to the 1940s, Richmond is earning a new image as a Bay Area hub for the arts – from paintings, sculpture and landmark murals to the performing arts. Richmond recently teamed up with Berkeley, Emeryville and Oakland to create the East Bay Culture Corridor (EBCC).

## Richmond Art Center turns 80!

At the center of it all are the Richmond Arts Center and East Bay Center for the Performing Arts, two nationally recognized models of a vibrant public-private partnership to support the arts.

The Richmond Art Center, the largest visual arts center in the East Bay, reached a new milestone this year.

A community-wide celebration of the Art Center's 80th anniversary was held in September, followed by a gala dinner in early October. A special exhibition, "Making Our Mark & Marking New Paths," featuring artists who have exhibited and enriched the Arts Center's programs, runs through November 12.

"The Art Center is a place like no other – a magnet for community engagement; a welcoming environment that inspires people of all ages to become lifelong learners through creativity, exploration and discovery," says Richard Ambrose, Richmond Art Center executive director.

The Richmond Art Center was inspired by the vision of local artist Hazel Salmi. Convinced that an artist lives within each of us, Salmi traversed the streets of Richmond back in 1936 with a suitcase packed with art supplies, eager to teach art to anyone interested.

"Thousands – both youth and adults – have since been inspired to explore the creative value of making a mark on the cultural life of the Richmond community," says Ambrose.

The East Bay Center for the Performing Arts, located downtown in a renovated Beaux Arts building, is a cultural hub recognized for training youth and young adults in the performing arts.

Music on the Main, hosted by the Richmond Main Street



Young people and adults explore their artistic potential at the Richmond Arts Center.

Initiative, celebrates the revitalization of Richmond's historic downtown, while Point Richmond Music hosts a series of summer concerts. The Craneway Pavilion is Richmond's newest entertainment venue, hosting concerts and events throughout the year.

The National Institute of Art and Disabilities (NIAD), an art studio and exhibition space for people with disabilities, has been a highlight of the Richmond arts scene for nearly 30 years.

Publicly funded murals enliven neighborhoods across the city, including landmark pieces by renowned Richmond artist John Wehrle and works by Richard Muro Salazar, some of which can be viewed along the Richmond Greenway.

In a twist on the traditional painted mural, Richmond artist Daud Abdullah is transforming trashcans with mosaic art. One of his most iconic bins features a mosaic proclaiming, "Richmond we can do it!"



John Wehrle's murals enliven many of Richmond's public places, including the famed Richmond Plunge. (see p. 15.)

# Creativity turns to business

Capitalizing on Richmond's richly diverse cultural scene

## STEVENart Clocks

In 1990, Steve Hurst saw an ad in *Popular Mechanics* for clock parts. He ordered two clock movements, designed a timepiece – and launched a new career.

Hurst now lives and works in Point Richmond, making his art clocks from recycled and found objects. Today's clocks also incorporate computer-programmed LED lighting. Notable customers include Magic Johnson and Oprah Winfrey.

"The cool thing is that it is possible for artists to make it in Richmond if they work hard at it," says Hurst. "Point Richmond, in particular, is bursting at the seams with an active art community. It's the coolest, most beautiful place I've ever lived."

## Jered's Pottery

Jered's Pottery designs and hand makes fine dinnerware out of California clay for world-renowned chefs and designers.

"We're passionate about bringing the artist back into the manufacturing process," says Jered Nelson, "and proud to be a part of the movement that's bringing manufacturing back to the U.S."

Recently, Jered's Pottery designed and crafted an exclusive line for Restoration Hardware. He's created dinnerware for Michael Mina, Michael Chiarello, Jesse Mallgren, Daniel Patterson and Stanlee Gatti.

Beautiful design, Nelson believes, inevitably comes from fine craftsmanship. How people interact with ordinary objects – a lip to a cup, a hand on a bowl – inspires the subtle details in his work.

Nelson grew up in South Dakota, where he spent much of his childhood close to the natural world, and where he developed his artist's eye for detail.

Following a stint in the Navy, working in stables and stockyards and riding rodeo, Nelson returned to the Black Hills where he threw pots in an old dairy barn. He moved his studio to the Bay Area in 2004, and, while getting established, worked with Heath Ceramics prototyping pieces for Chez Panisse, Dwell and House Industries, among others. In 2010, he returned to full-time pottery work and moved his studio to Richmond.

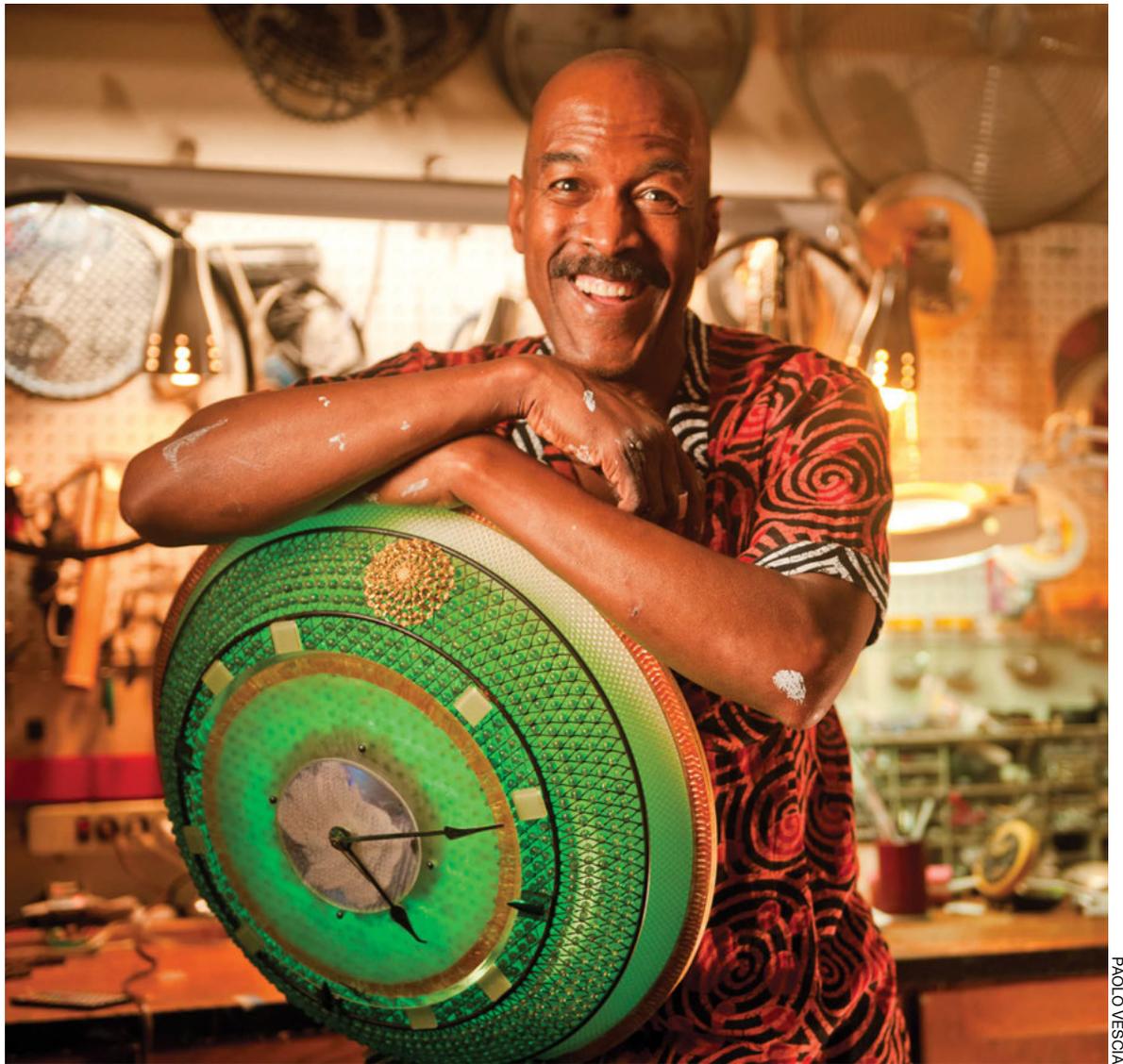
"Richmond made the move easy," says Nelson. "There's a developing community of artists here who want to create a real destination for clients that will encourage them to visit."

## ClayPeople

At ClayPeople, artists and crafts people who work in clay – from potters to sculptors and tile makers – find an extensive inventory of products, wheels, kilns and friendly experts. Northern California's leader in ceramic supply anchors Richmond's 'Clayborhood,' a community of businesses that work with clay located near the intersection of S. 32nd St. off Carlson Blvd.

## The Cohn-Stone Studios

Founded in 1980 by artists Michael Cohn and Molly Stone, the Cohn-Stone Studios are one of the nation's foremost producers of award-winning hand-blown glass designs, decorative glass pieces and one-



PAOLO VESCIA



Above: Steve Hurst's art clocks are produced in his Point Richmond studio and sold to collectors internationally.

Left: Jered's dinnerware is sought-after by restaurateurs and houseware designers.

of-a-kind works of art. The studios are set in a garden where rare horticultural displays are complimented by ever-changing sculptural glass exhibitions.

## Union Street Glass

Union Street Glass was also established in 1980 by Guy Corrie, designer, glassblower and master craftsperson, with the help of his wife and business partner Leanne. The contemporary art glass studio has grown from a tiny 600-square-foot space into a 10,000-square-foot workshop/showroom, where a team of 10 skilled artists creates home accessories, lamps and light fixtures.

## Golden Gate Western Wear

Cowboys? In Richmond? Well, at least there's a good chance they've been outfitted there.

Golden Gate Western Wear has been selling head-to-toe Western wear at its San Pablo Avenue shop since 1947. Distinguished by its life-size sidewalk horse statue, the store is an emporium of everything from hand-made Luchesse boots to steel spurs, Old West vests, star button bib shirts and contemporary work clothes.

But the shop is most well known for its custom made-in-Richmond Knudsen cowboy hats. Hatmaker Bill Knudsen, who purchased Golden Gate Western Wear in 2000, was voted "Best Living Western Hatmaker" four years in a row by the readers of *True West* magazine.

And even if you don't know any modern day cowboys, you've probably seen Knudsen's hats on the big screen. Knudsen has made hats for the likes of John Wayne, Clint Eastwood, the casts of the *Tombstone* and *Hell on Wheels* movies.

# Transportation links are a plus for business

Centrally located and well-connected

**B**usinesses looking to startup or relocate are attracted to Richmond's central location, proximity to employment centers and an excellent transportation network that includes regional public transit for commuters, access to major highways, rail, the Port of Richmond and a newly approved ferry terminal.

### Richmond Multi-modal Station

The Richmond Multi-modal Station is a bright, open, welcoming, bike-friendly space for BART passengers, and the connection point to AC Transit and Amtrak.

Up to 16 Amtrak Capitol Corridor and San Joaquin trains per weekday make stops at the Richmond Multi-modal Station and passengers can connect to the greater Bay Area through BART.

### Port of Richmond

The Port of Richmond is northern California's most diversified cargo handler. Richmond ranks number one in liquid bulk and automobile tonnage among ports on San Francisco Bay.

### Movement of goods via rail

An efficient, safe and reliable system for goods movement via trucks and railroads is an important part of Richmond's circulation network. The BNSF, Union Pacific and Richmond Pacific railways all serve Richmond.

### Freeway Access

Richmond is ideally located for access to Interstates 80 and 580 and Highway 101, and is the eastern on ramp to the Richmond-San Rafael Bay Bridge.



The planned Richmond ferry terminal.

MARCY WONG DOWN LOGAN ARCHITECTS

## Ferry service coming to Richmond

**T**he eagerly awaited launch of a ferry line to/from San Francisco is closer to reality with the approval of a \$4 million federal grant to support the \$80 million cost of building two new berths at the San Francisco Ferry Building. The expansion will allow for planned service to/from Richmond and Treasure Island and should take passengers from Richmond to San Francisco in less than 30 minutes.

"Between our population growth in Richmond's Downtown and Marina Bay neighborhoods, and the intense congestion on I-80, it's clear that ferry service will be a vital part of our transit mix," says Richmond Mayor Tom Butt. "As soon as WETA can procure two boats and build the terminal facilities, we are off and boating!"

WETA, the Water Emergency Transportation Authority, has in fact approved the purchase of two catamaran-style 450-passenger ferry vessels and construction of a Richmond ferry terminal on the Ford Peninsula.

Ferry service will be fully operational in 2018.



## *This is Richmond!*

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- Nostalgia and Discovery | Fun for All Ages
- Historic Preservation | Museums
- Recreation | Cycling | Walking Tours
- Convention and Event Venues | Amenities
- Hotels | Motels | Boutique Properties
- Convenient Transportation in the Heart of the Bay Area

### Richmond Convention and Visitors Bureau

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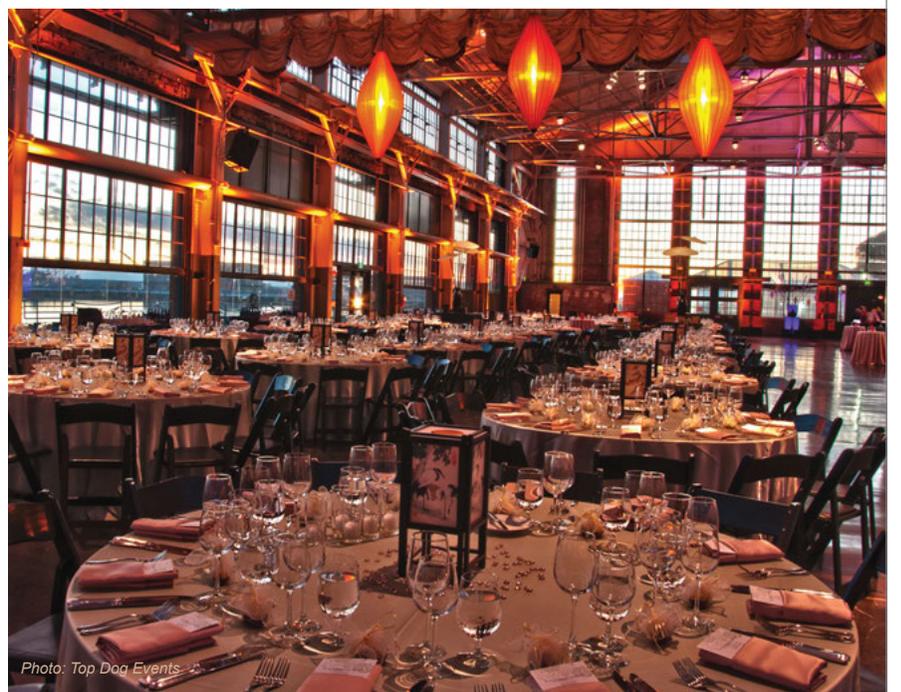


Photo: Top Dog Events



## RICHMOND DEVELOPMENT

# Opportunities for growth

**R**ichmond has the largest supply of under-utilized and affordably-priced land ripe for development in the East Bay. Other cities have basically run out of developable land, while the demand is tremendous. Richmond is well positioned to capitalize on the Bay Area's growing economy and demand for modern warehouse space, updated manufacturing facilities and new office space.

With just over 5 million square feet of warehouse space, the Richmond warehouse submarket accounts for 7 percent of the total East Bay market. New, state-of-the-art warehouses are competitive with current tenant demands. Newer warehouses feature 26-foot plus ceiling heights, ESFR sprinklers and ample docks with staging to fit modern trucks.

The Richmond manufacturing market sits at just over 5 million square feet. Richmond offers a variety of spaces that accommodate manufacturers of all sizes, and new injections of capital will ensure this stock can keep up with evolving technology. Implementation of the 200-acre South Shoreline development plan should boost interest in Richmond office and flex spaces. The plan includes policies and guidelines for new housing, increased transportation options like the new ferry terminal, and more opportunities for retail, entertainment and recreation – amenities desirable to both the millennial generation and longtime Bay Area residents.

*(Excerpted from the Q2 2016 Richmond Review, Jeff Leenhouts, senior vice president, Cushman & Wakefield.)*

## Co-working, flex spaces boost startups

**“Competitive pricing is part of the package, but the bigger draw is that Artisan Cove is a true live-work space.”**

**David Spatz,**

*Owner/developer, Artisan Cove*

**R**ichmond startups are enjoying the benefits of the trend toward non-traditional, flex space that gives entrepreneurs the option of taking only the space they need – often no more than a cubicle – with the option to upgrade as the business grows.

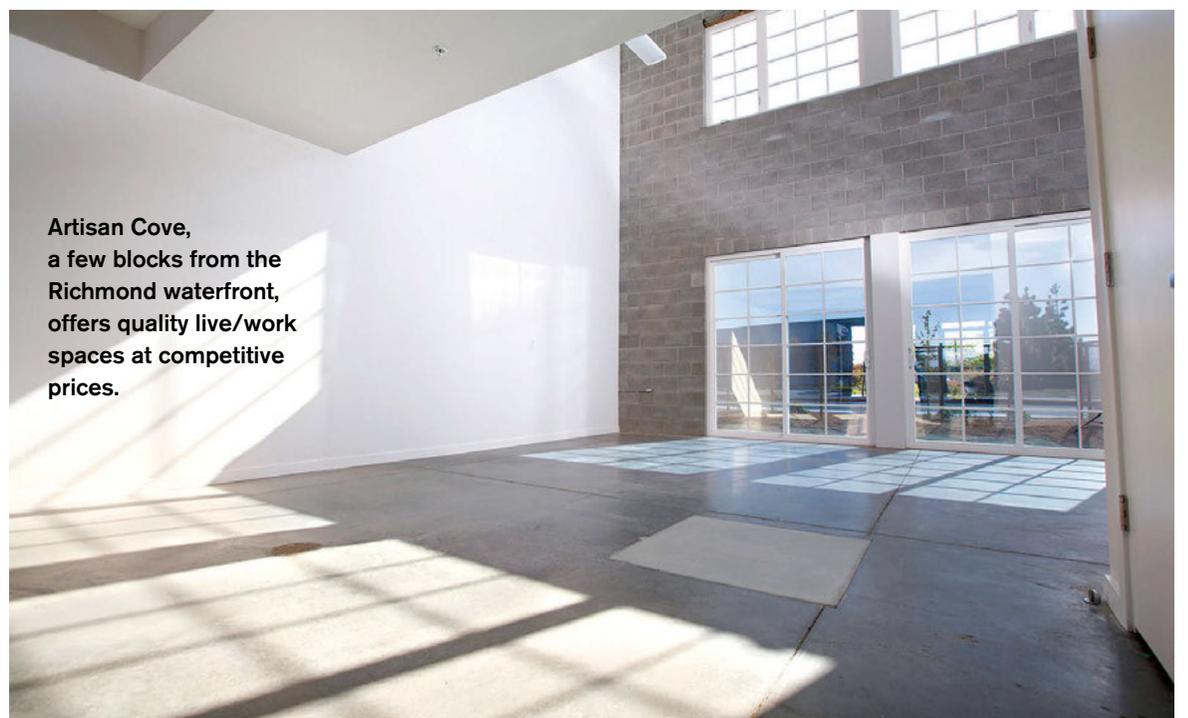
### Artisan Cove

Located just blocks from the Richmond waterfront, Artisan Cove is a new community designed for the entrepreneur, artisan or artist who requires a high-quality live/work environment.

“Competitive pricing is part of the package, but the bigger draw is that Artisan Cove is a true live-work space,” says owner and developer David Spatz.

Tenants include app developers, a wedding photographer, engineers, artists and attorneys from San Francisco, Oakland, Marin County and out of state.

“There’s a sense of community among tenants,” says Spatz. “We’re always willing to share business advice and help in making local contacts with our residents.”



Artisan Cove, a few blocks from the Richmond waterfront, offers quality live/work spaces at competitive prices.

### Mariner Square co-working

Mariner Square in Point Richmond offers entrepreneurs and independent contractors a variety of spaces to work, from private offices to simply a place to plop down with their laptop and cell phone.

“There seems to be a noticeable move in the market away from large business tenants and toward solo/small operations and startups,” says co-owner Daniel Butt. “For some, this is their first office after moving their business out of their home office.”

### Executive Centre

The Executive Centre at Point Richmond is an all-inclusive executive suite center located on the waterfront at Brickyard Cove Marina.

### CoBiz Richmond

CoBiz Richmond, a partnership between the Richmond Main Street Initiative and Renaissance Entrepreneurship Center, has been selected for a \$1 million, three-year grant from Chevron’s eEquip

Richmond initiative. Funds will be used to launch a business incubator at the Metro Walk Transit Village, close to BART, AC Transit and Amtrak.

“One of the benefits of a co-working incubator is the opportunity to network with peers and share ideas, challenges and resources,” says Amanda Elliott, executive director of Richmond Main Street. “We expect CoBiz Richmond to inject a new vitality into the city’s downtown commercial corridor.”

The funding is part of a \$10 million, five-year investment Chevron is making in Richmond.

“Chevron is committed to helping Richmond thrive,” says Andrea Bailey, Chevron community manager. “We play a vital role in driving economic growth through initiatives like eEquip and investing in projects like CoBiz that go beyond traditional revitalization strategies.”

“We are delighted to provide local entrepreneurs with the tools, resources and support needed to start and grow their own businesses,” adds Sharon Miller, CEO of the Renaissance Entrepreneurship Center.

# RICHMOND DEVELOPMENT

## New development in Richmond

High-quality new office and residential and sparkling renovated industrial spaces – Richmond has the space to accommodate the demands of a growing economy.



### 9. PINOLE POINT BUSINESS PARK

Master planned, 80-acre development  
Tenants include Whole Foods, Amazon, Bio-Rad Labs, Williams Sonoma and Restoration Hardware.  
Prime access to major freeways and proximity to entire Bay Area  
32,000 sq.ft. warehouse, distribution, and manufacturing space.



### 6. LATITUDE LUXURY HOMES

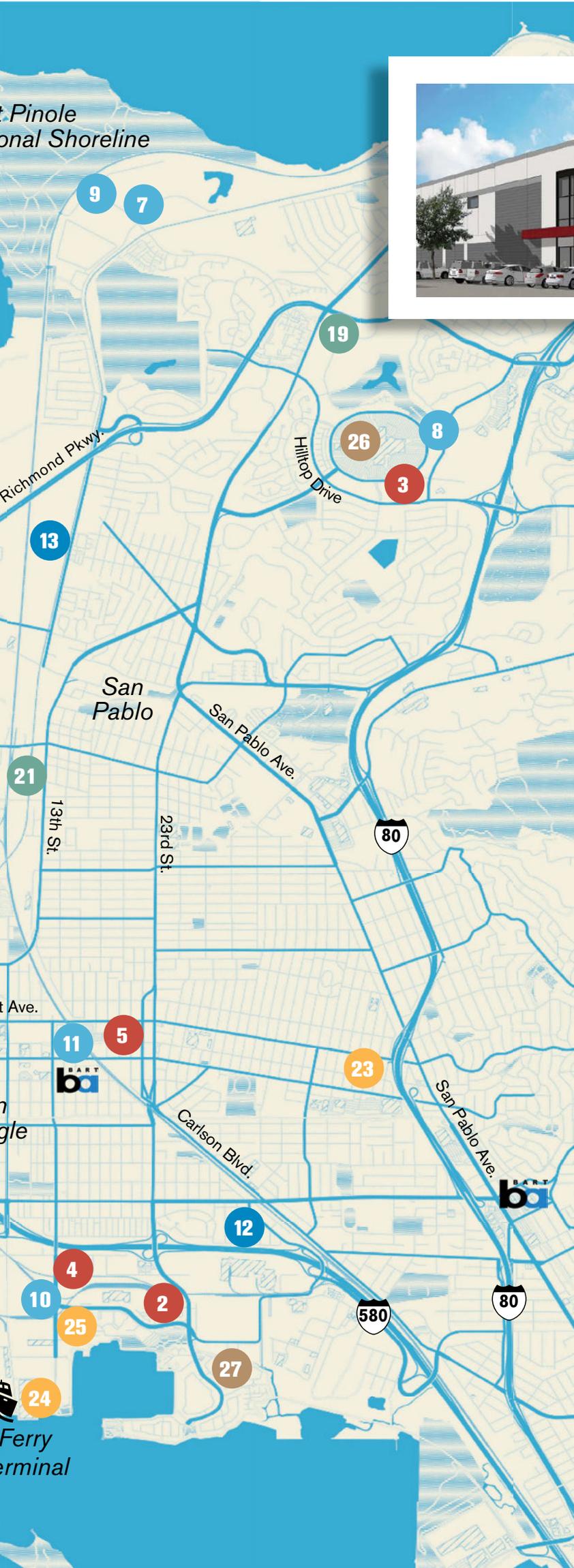
A 334-unit residential waterfront community approved in 2016.



### 25. ARTISAN COVE

Live/work space for entrepreneurs, artisans and artists  
New construction offering two-story units between 1,000-1,200 sq.ft.





**16. GOODRICK INDUSTRIAL CENTER**

Two buildings on 10.2 acres.

Prime access to major freeways and proximity to entire Bay Area.

171,630 sq.ft. warehouse, distribution and manufacturing space.



**RESIDENTIAL**

1.	Shea Homes Bottoms Residential Project	60 condominium units
2.	Anchorage at Marina Bay	98 market-rate townhomes
3.	Hilltop Apartments	180 market-rate units
4.	Baywalk - Live/Work	193 market-rate live/work spaces
5.	Nevin Avenue Transit Development	289 unit affordable rental project next to Richmond's BART, Capitol Corridor train station
6.	Latitude Luxury Homes	A 334-unit for-sale waterfront residential project

**MIXED USE**

7.	2100 Atlas Road, Suite E	Warehouse/Manufacturing – 32,832 sq. ft.; 3,000 sq. ft. of office space – lease
8.	JOINN Innovation Park	Retail, commercial, light industrial – 19.57+ acres
9.	Pinole Point Business Park	Master-planned, 80-acre development – 515,000 sq. ft. of warehouse/manufacturing space
10.	880 Harbour Way South	R&D/Office/Warehouse – 57,800 sq. ft.
11.	Downtown Main Street/Mixed-Use BART Garage Development	Retail – 9,000 sq. ft.

**MANUFACTURING/INDUSTRIAL**

12.	665 S. 31st Street	6,000 sq.ft.
13.	3000 Giant Road	290,000 sq. ft. on 14 acres – sale
14.	12 Ripley Avenue	8,455 sq. ft. – sale
15.	432 S. 1st Street	6,960 SF – lease
16.	Goodrick Industrial Center	Two buildings on 10.2 acres
17.	401 Parr	19,351 sq. ft. building; 1.364 acres
18.	Ghiloti Industrial Park	3.5 to 22 acres – lease

**WAREHOUSE**

19.	128 Lakeside Drive	1872-sq.-ft. warehouse space – lease
20.	211 West Cutting Blvd	103,000-sq.-ft. warehouse; 2,400 sq. ft. office
21.	1015 Chesley Avenue	113,000-sq.-ft. – for sale
22.	1081 Essex Avenue	22,450-sq.-ft. – lease

**OFFICE/FLEX SPACE**

23.	4101 Macdonald Ave.	7760 sq.-ft. office space – lease
24.	Ford Point Building	41,089 sq.-ft. – lease
25.	Artisan Cove	Live/work space; two-story units from 1,000-1,200 sq.ft.

**HIGH-GROWTH AREAS**

26.	Hilltop	The Hilltop mall and surrounding area is currently undergoing a transition to a high growth area featuring dining and shopping, housing, office, retail, and transportation on over 70 acres.
27.	Richmond Bay Specific Plan	Planned growth area; 5.6 M sq.ft. R&D/business/service; 720,000 sq.ft. retail; 4,070 residential units; 145 acres open space; 13,000 jobs.

## RICHMOND: DESTINATION

## Epicurean delights

**T**he Bay Area is a foodie haven, with award-winning restaurants featuring global cuisine, specialty markets and creative chefs. A growing number of these specialty food producers are drawn to Richmond's affordable space and excellent transportation network for easy shipping to customers near and far. Long a favorite for bakeries and healthy food brands like Nutiva and Savvy Savories, Richmond's food-related industry is branching out with new wineries and craft breweries.



**Winemakers Kevin and Barbara Brown have opened a tasting room to sample wines by the bay.**

#### Wine tasting in the East Bay

Located in an historic World War II building just across from the Red Oak Victory Ship, the Riggers Loft Wine Company is a unique wine tasting experience where the marriage of music and wine come together.

With a 270-degree view of San Francisco Bay, Riggers Loft is both a winery and tasting room for award-winning R&B Cellars, Carica Wines, Irish Monkey Cellars and the Far West Cider Company. All the wine and cider is made on site, from the crush to bottling. The wineries offer different varietals and price points for different styles, tastes and personalities.

Wines can be paired with a tasty cheese plate or guests can choose from Paul's Street Eats, Rigger Loft's resident food truck purveyor. On Fridays, guests sip and dine to the tunes of mellow jazz performed by local talent. Regular live music on Saturdays is more eclectic and Thursday nights are for fans of trivia.

Anchor tenant R&B Cellars, whose owners Kevin Brown and his wife Barbara own and operate Riggers Loft, now has twelve different wines distributed throughout the U.S. and exported to several countries around the world.

"Riggers Loft is a great way to showcase our wines, as well as this wonderful historic building," says Barbara Brown. "It is quickly becoming a favorite hangout in the East Bay."

#### Crafting artisan brews

Named for the lighthouse just north of the Richmond-San Rafael Bay Bridge, the East Brother Beer Company is staking out Richmond's place on the trending craft brews scene.

Founders Rob Lightner and Chris Coomber are on a

mission to create familiar, unassuming classic styles – red IPA, red lager, oatmeal stout and a pilsner – "with a modern sensibility."

"Everyone loves beer!" says Lightner. "Richmond's industrial heritage makes it the perfect site for a brewery with our brand, 'Beer is labor.'"

East Brother Beer Company's brewery and soon-to-open taproom are located at 1001 Canal Blvd., nestled into a hillside near Miller-Knox Park and the Bay Trail. East Brother sells to local bars, restaurants and pubs. The brewing equipment, which will be on view from the taproom, is set up to produce 600-plus gallons per batch.

"We're not seeking the limelight, we just want to make great beer and build a feeling of community," says Lightner. "There's an incredible amount of pride and excitement in Richmond and we want to be part of it."

Established in 2014 by Marc Benoit and Chad Casper, Benoit-Casper Brewing Company is Richmond's first craft brewery and is driving innovation in the craft-beers industry by boldly experimenting with ingredients, process, technique and equipment.

"Our goal," says Benoit, "is not to produce a lot of beer, it's to produce beers of spectacular quality and to serve them fresh and local."

Benoit-Casper, located on 12th St. and Pennsylvania Ave., is open on Sundays for growler fills and plans on opening a taproom in the brewery by the end of the year. One of its most popular beers, Iron Triangle Double IPA, is named for the neighborhood.

## Restaurants & Cafes

Richmond has something on the menu for every taste, from upscale fine dining to some of the best barbeque in the East Bay and fare from around the world – Asia to Mexico, Italy to the U.K. The following is just a sampling.



**Menbere Aklilu of Salute e Vita, famous for its Italian cuisine and the views from its dining room.**

**SALUTE E VITA RISTORANTE:** Listed among 2016's top 100 most scenic restaurants by Open Table, Salute is housed in a 100-year-old Cape Cod-style Victorian overlooking the waterfront. Salute offers guests a choice of the elegant dining room, indoor veranda with stunning views or outdoor patio overlooking Marina Bay. Owner Menbere Aklilu, who was born in Ethiopia and grew up in Italy, brings an international flair to Salute e Vita. Whether diners are in the mood for pasta or a magnificent entrée salad, fresh seafood or steak, they'll find it on the menu.

**KALEIDOSCOPE COFFEE:** The cafe in Point Richmond is the creation of storyteller Cassie Cushing whose establishment is a coffee shop/ice cream parlor during the day and performance venue/comfy hangout at night featuring weekly open mic nights for both storytellers and musicians.

**HUONG TRA:** Familiar Vietnamese fare is the draw at this bustling strip-mall mainstay with a mellow atmosphere. Huong Tra features eight varieties of pho. Friendly waiters warn diners who select from "traditional Vietnamese" territory – epicures say, "Accept the dare."

**CJ'S BARBECUE & FISH:** A favorite downtown spot for all the traditional barbecue favorites – hot link sandwiches, ribs, fried chicken, fish and chips, greens, corn bread, and an array of desserts, from sweet potato pie to banana pudding and peach cobbler.

**SA WAD DEE:** This Thai eatery on San Pablo features cuisine prepared with the freshest ingredients, including grilled meats, fragrant salads, and rich curries.

**GRAN MILAN:** Tucked away on Jacuzzi St., this Italian restaurant, high-end artisan bakery and coffeehouse all rolled into one, serves fresh baked pastries, brioche, paninis and pizza.

**THE HACIENDA GRILL AND PORTUMEX:** Off Macdonald Ave., the two are popular for their authentic, award-winning Mexican food.

**THE HOTEL MAC:** The beautifully restored Restaurant and Bar in Point Richmond has long been a favorite watering hole for business and civic leaders, visitors and locals alike, who are attracted by the comfortably elegant decor, traditional American fare, excellent wine cellar and fully stocked bar.

**MISSISSIPPI CATFISH:** On San Pablo Avenue; another popular soul food restaurants that attracts patrons from all over the Bay Area.



**THE UP AND UNDER PUB AND GRILL:** The Point Richmond pub offers up a rugby-themed menu and an extensive beer and wine list.

**ASSEMBLE:** Adjacent to the Crane-way Pavilion, Assemble features award-winning New American cuisine and waterfront views.

**Sa Wad Dee restaurant on San Pablo Avenue features fresh Thai cuisine.**

## Bakeries

Richmond's bakeries turn out delectable goodies that delight a cadre of loyal fans.

**GALAXY DESSERTS:** The bakery produces innovative, gourmet desserts and pastries of exceptional quality, and has garnered an impressive array of awards and accolades for excellence – and good taste. Being twice named among "Oprah's Favorite Things" resulted in rapid growth, which prompted a move in 2004 from San Rafael to a new, state-of-the-art Richmond location.

**Galaxy Desserts is known for its quality products.**



**RUBICON BAKERY:** Rubicon makes handcrafted desserts from quality, all-natural ingredients and helps rebuild lives by employing, training and supporting people in need of a second chance.

**GRACE BAKING COMPANY:** Makes award-winning, innovative, all-natural artisan breads. In 1999, co-founders Cindy and Glenn Mitchell and Fred Doar tripled their production space by choosing Richmond for their kitchens and corporate headquarters.

**CASSANDRA'S DREAM CAKES & MORE:** A West County icon. Cassandra Simmons has been baking wedding and edible image cakes for 28 years. The bakery also serves up seafood gumbo and sweet potato pie.

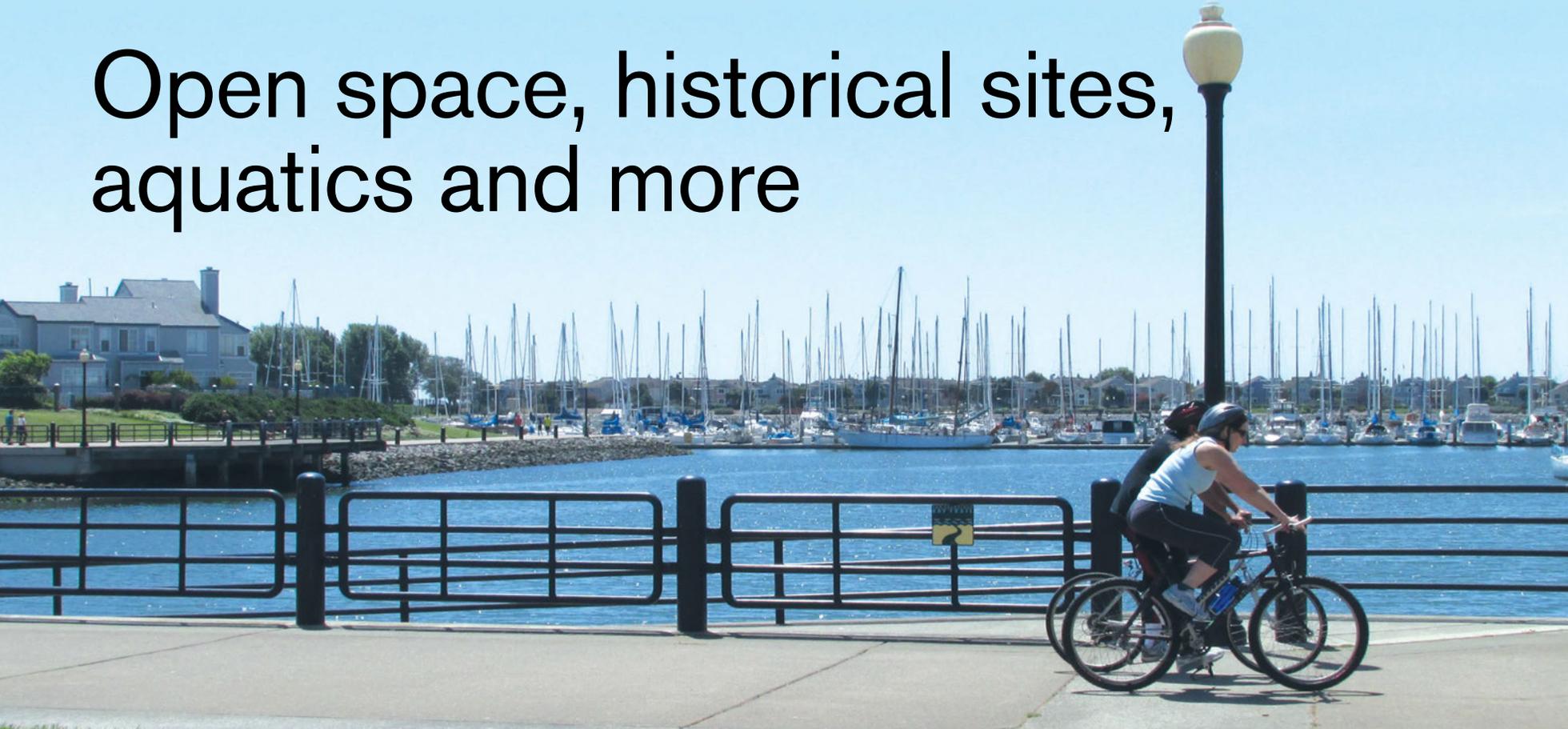


**ZOE'S COOKIES AND OTHER DELIGHTS:** Zoe's products are found at places like Berkeley Bowl, but most of the bakery's goods are shipped directly to clients like UC Berkeley, small delis and cafés in Richmond, art spaces in San Francisco and corporate cafeterias in Silicon Valley.

**Grace Baking makes an award-winning loaf.**

## RICHMOND: DESTINATION

# Open space, historical sites, aquatics and more



**W**ith its unparalleled location on the shores of San Francisco Bay, Richmond offers access to a diversity of open spaces, abundant wildlife, hiking and biking trails, fishing, sailing and opportunities to learn about the city's rich history.

## Home Front history & museums

Understanding Richmond's treasured home front history begins with a "must" visit to the **Rosie the Riveter /WWII Home Front National Historic Park** and the visitor education center. The **SS Red Oak Victory**, berthed at the Port of Richmond, offers opportunity to tour an historic WWII cargo ship built at the Richmond shipyards.

The **Golden State Model Railroad Museum**, the largest of its kind in California, has 10,000 square feet of operating model trains. Downtown, the **Richmond Museum of History** features the first Model A to roll off the assembly line of Ford's Richmond plant, now site of the Craneway Pavilion.

## Miles of shoreline, parks & beaches

Richmond has completed more than 31 miles of the planned 500-mile **Bay Trail**, more than any

other city in the Bay Area. Highlights include the **Point Isabel Regional Shoreline Dog Park**, rated the number one dog park in North America; the 260-acre **Miller/Knox Regional Shoreline** and the 2,147-acre **Point Pinole Regional Park**.

The **Richmond Greenway**, like New York's High Line, is transforming a stretch of former rail corridor into an urban oasis, complete with walking and biking trails, colorful murals, mosaic-covered benches and hand-welded bike racks.

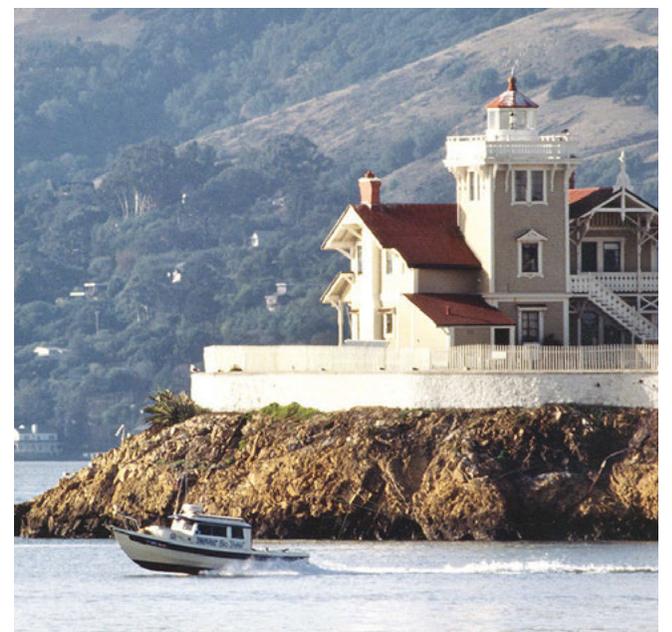
**East Brother Light Station** is a beautifully restored Victorian Light Station Bed and Breakfast Inn perched atop an island in the middle of the bay.

## Aquatics

The historic **Richmond Municipal Natatorium** ("The Plunge") is the largest indoor swimming pool in the East Bay. The newly renovated **Richmond Swim Center**, adjacent to Kennedy High School, features a retractable roof.

## Marinas & yacht clubs

With more than 32 miles of waterfront, Richmond has some of the safest harbors on the bay, offering boaters a wide range of options for berthing and put-ins.



Biking the Richmond Marina Bay Trail (top); East Brother Light Station B&B (center); The Plunge natatorium, with a mural by John Wehrle (bottom).



# “Rosie Rally” reclaims title for Richmond

**D**ressed in the iconic blue coveralls and polka-dotted bandannas of the women who helped build the Liberty Ships during World War II, 2,265 women, children – and some men – gathered in August for a huge Rosie the Riveter rally at the Craneway Pavilion.

They were there to reclaim Richmond’s title for the biggest assembly of Rosies.

The Rosie Rally was hosted by the National Park Service with the Rosie the Riveter Trust, City of Richmond and Richmond Museum Association.

Rosie the Riveter was featured on WWII-era recruitment posters proclaiming “We Can Do It.” A symbol of women working industrial jobs to support the home front effort, she’s come to represent women’s empowerment and the struggle for equality.

During the war, Richmond built more ships – 747 – than any other shipyard in the country, turning out as many as three ships in a single day. Richmond ships were completed in two-thirds the time and at a quarter of the cost of ships built



An enthusiastic crowd gathers at Craneway Pavilion for August’s Rosie Rally.

elsewhere. The Craneway Pavilion, a former Ford assembly plant, was converted during the war to build tanks and other armored vehicles.

By August of 1944, women made up more than 27 percent of all laborers at the Richmond shipyards. They worked as welders, burners, shipfitters and machinists.

The shipyards are now the site of the

Rosie the Riveter World War II Home Front National Historic Park, which hosts more than 6,000 visitors per month. A Rosie the Riveter Memorial, designed by artist Susan Schwartzenberg and landscape architect Cheryl Barton, commemorates the contributions of women to the war effort. The 441-foot long memorial evokes both the scale of ships built in Richmond and the scope

of the shipyard workers’ labor. A “Keel Walk” leads visitors to a lookout at the water’s edge and includes a timeline of facts related to the Home Front period.

## Ranger Betty

Today, Ranger Betty Reid Soskin, who at 95 is the oldest national park ranger in the U.S., lives and works in Richmond.

During the war years, Soskin worked as a file clerk for the Boilermakers Union A-36. Following the war, Soskin became a small business owner and increasingly involved in civic affairs; she later served as a field representative for California State Assemblywomen Dion Aroner and Loni Hancock.

President Barack Obama recognized Soskin’s great contributions in 2015 when she was invited as the President’s special guest to light the White House Christmas tree.



Betty Soskin

A BETTER WAY TO TAKE CARE OF BUSINESS

## Programs for health could mean profits for your company.

Employees are your most important asset, and investing in their well-being can pay dividends in productivity. At Kaiser Permanente, we have a variety of tools available to help you implement health programs to benefit individual employees and your entire firm. Visit us online to find toolkits and resources for transforming the health of your workforce.



## RICHMOND INNOVATION

# Innovation meets the 'maker economy'

One of the last bastions of affordable light-industrial space in the Bay Area, Richmond is experiencing rapid growth in its maker economy, a national trend bringing back small-scale manufacturing and the satisfaction that comes with physically crafting new objects.

## MANUFACTURING

### Paragon Machine Works: High-end bike parts

Founded in 1983 by Mark Norstad in the basement of his parent's house with one manually operated lathe and mill, Paragon Machine Works has since grown into a thriving machine shop, employing 11 people and occupying a 7,200-square-foot building in South Richmond.

Paragon Machine Works manufactures and stocks the largest variety of titanium bicycle frame building components in the world.

"We pride ourselves on providing personalized service and superior products to meet the demands of bicycle builders," says Norstad.

Norstad developed a passion for machine work in a high school machine shop class, which he followed up with an AA degree in machine metals technology. As an avid rider, it was only natural that his first production job was making dropouts, a type of fork end, for Trailmaster Bikes.

Over the years, he's refined his skills by taking on complex design challenges and expanding his business to include machinery parts for heavy off-road vehicles, submersible pumps, alternative energy equipment and even wine-making apparatus.

Norstad moved his business to Richmond in 2007 to take advantage of its location and lower rents.

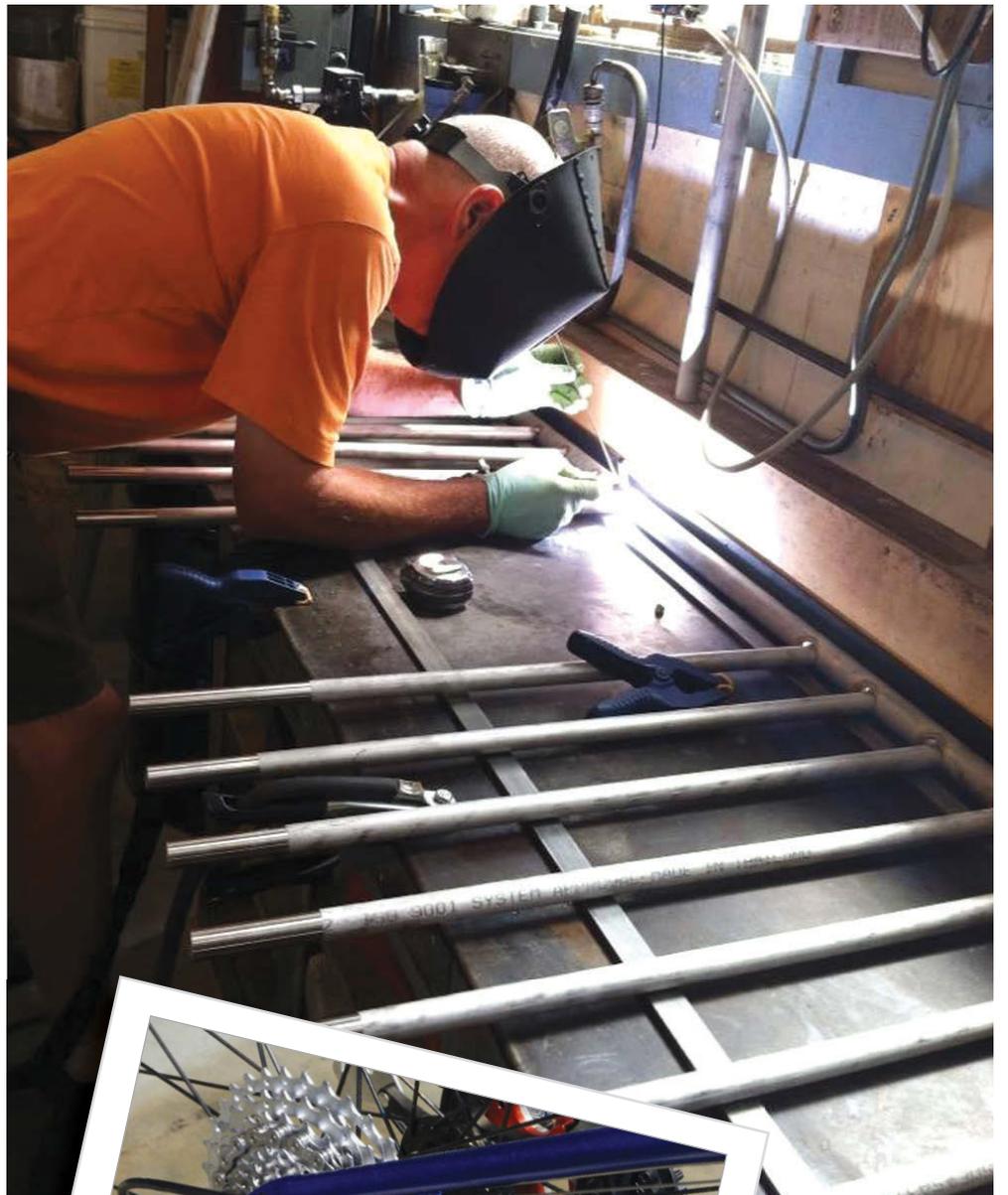
"There are economic advantages to being in Richmond. I was able to double the shop space for what I'd been paying previously," says Norstad. "Plus, we're able to draw employees from all over the East Bay."

Paragon typically sells to bicycle makers who are building custom one-of-a-kind bicycle frames for customers who want to get the right fit and appreciate the aesthetics of a hand-built bicycle.

"Buying a high-end bicycle can be compared to shopping for clothes," says Norstad. "Most people are satisfied with buying off the rack, whether it's a new suit or a bicycle, but when they want something really special, custom delivers a product that's truly unique to them."

At one time, cost was a factor, but with high-end bicycles now going for up to \$12,000, paying \$8,000-\$10,000 for a hand-built, custom bike is more competitive.

"There are all kinds of bicycles," says Norstad, "and the range of riders that go with them."



Paragon Machine Works manufactures and stocks the largest variety of titanium bicycle frame building components in the world.

ROBY EARNSHAW PHOTOGRAPHY

**"There are economic advantages to being in Richmond."**

**Mark Norstad,**

*Owner, Paragon Machine Works*

## RENEWABLE ENERGY

## SMASHsolar makes solar a snap to install

**S**MASHsolar is breaking down barriers to solar adoption with the world's first snap together solar modules, known in the industry as "solar LEGOS."

By integrating standard frameless photovoltaic (PV) modules with patent-pending snap mounting, SMASHsolar installers can complete a job in half the time and dramatically reduce the cost of going solar.

"It's clear the solar industry's rapid growth is reaching an inflection point where we have to leave behind outdated ideas and embrace the potential for full adoption of solar," says Troy Tyler, SMASHsolar co-founder and CEO. "SMASHmount is a disruptive force that's transforming residential installations."

SMASH has invested thousands of hours in design and development at their Richmond lab and assembly facility.

"It was not easy finding a location that offers the space and ecosystem to innovate and successfully launch a hardware startup," explains Tyler. "I am very proud of the world-class team we have assembled in the heart of Richmond. It's a special place with a strong community of solar companies all dedicated to growing the solar industry."

**"Richmond offers the space and ecosystem to innovate and successfully launch a hardware startup."**

**Troy Tyler,**  
Co-founder and CEO,  
SMASHsolar

George Gutierrez, CEO of Solar Alliance in Texas, says SMASH "gives installers the competitive edge they need to win customers and cut costs." As a participant in SMASH's Innovator Program, Gutierrez and other qualified installers benefit from advanced access to integrated modules, training and sales support.

"Our goal is to design products that make solar power like any other household appliance – affordable, beautiful to live with and easy to install," says Neil Goldberg, SMASHsolar's co-founder and chief designer.

SMASHsolar's innovations have earned it \$1.5 million from the U.S. Department of Energy's SunShot Initiative.



SMASHsolar panels can be installed in half the time of other systems.

## Rich City Rides: A new kind of bike shop

As donated bicycles are refurbished, they become vehicles for change

**R**ich City Rides' (RCR) professional mechanics and skilled volunteers refurbish donated bicycles. The bikes are rented out or offered for sale, with proceeds going to support bike safety programs for low-income youth, bicycle-repair training programs and community rides.

"Unlike other earn-a-bike programs, participants don't receive a bike by building their own bike; instead they work with a mentor to learn how to use tools and repair bikes for each other and work together in teams to organize the bike shop collectively, with staff guidance," says Najari Smith, founder of the Rich City Rides nonprofit.

"We see the bicycle as a vehicle for change. When people ride bicycles, they become healthier as does our community. When you donate a bike you help make our whole community healthier."



RICH CITY RIDES

To date, RCR has hosted more than 224 social rides for some 2,500 kids and adults who have "traveled many thousands of miles, burning just as many calories and galvanizing the community," says Smith. The Richmond Greenway is a favorite destination.

RCR's youth apprenticeship program has attracted the attention of Paragon Machine Works, a Richmond-based maker of custom titanium and stainless steel bicycle frame components.

"We chose to support Rich City Rides because when we looked at what they do and what they're about, they just seemed like a good fit," says Paragon's Donna Norstad. "We liked that they're getting the kids involved with healthy activities, engaging them with the bicycle community, and mentoring them."

**"When you donate a bike you help make our whole community healthier."**

**Najari Smith,**  
Founder, Rich City Rides

## RICHMOND INNOVATION

## ELECTRICAL MATERIALS DISTRIBUTOR

## Laner Electric Supply tends its Richmond roots

**S**andra Escalante is one of a kind, literally. Her company, Laner Electric Supply, is the only LGBT certified electrical distributor in the U.S.

"I'm getting calls from places like Massachusetts wanting me to bid on projects," says Escalante, "but for right now I'm focused on building our business in Richmond."

Escalante's commitment to Richmond includes hiring from RichmondWORKS, the city's job training program.

"There's a lot of development happening here, and as a resident and Richmond business owner, I have a vested interest in seeing our city succeed."

Laner Electric Supply, a distributor of electrical construction materials, lighting products and tools, has been serving the needs of contractors and residential customers in the Bay Area for more than 32 years.

Two years ago, founder Jim Laner teamed up with Escalante, who had decades of experience in the electrical construction industry as the former owner of CBF Electric in San Francisco, to reposition the business to take advantage of

**"I have a vested interest in seeing our city succeed."**

**Sandra Escalante,**  
*Owner, Laner Electric Supply*

a construction boom and the renewable energy market.

Last year, she purchased a majority share of the business. Revenue has since doubled to \$8 million since 2013.

"As a small company, we're in a very competitive situation against big suppliers," says Escalante, "but what we have that the big box stores don't have is a lot of knowledge behind the counter. We have employees who have been here for 30 years."

In an industry dominated by men, Escalante's engaging personality, integrity and willingness to learn have earned her respect in the industry.

"As a woman, a Filipina and a lesbian, I've had to break a lot of glass ceilings," she laughs.



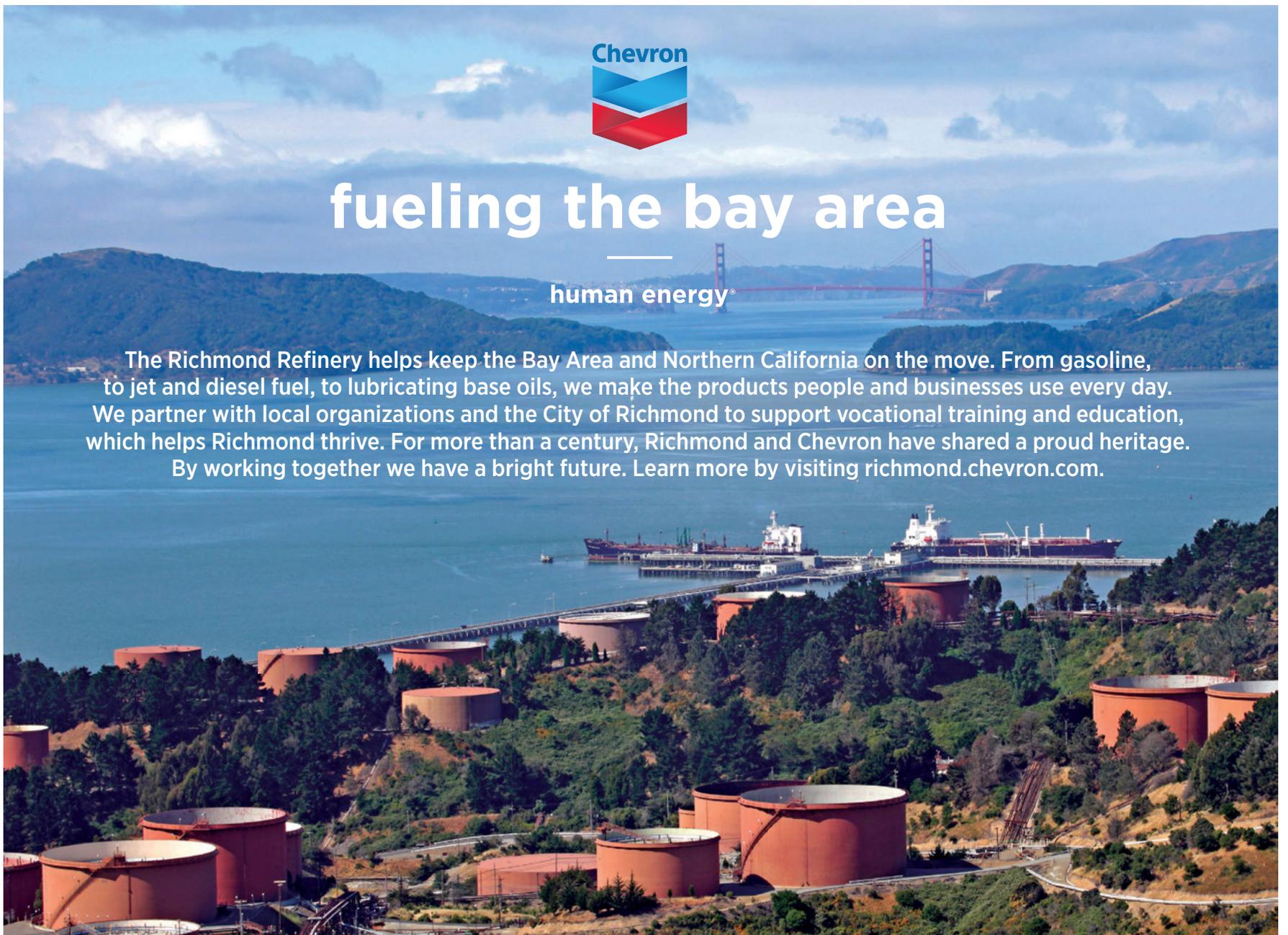
Sandra Escalante's company is the only LGBT certified electric supply distributor in the U.S.



## fueling the bay area

human energy

The Richmond Refinery helps keep the Bay Area and Northern California on the move. From gasoline, to jet and diesel fuel, to lubricating base oils, we make the products people and businesses use every day. We partner with local organizations and the City of Richmond to support vocational training and education, which helps Richmond thrive. For more than a century, Richmond and Chevron have shared a proud heritage. By working together we have a bright future. Learn more by visiting [richmond.chevron.com](http://richmond.chevron.com).



RECYCLING

# Full Cycle bioplastics puts organic waste to new use

**R**ichmond's Full Cycle Bioplastics has come up with a patent-pending process for converting organic waste, such as food scraps or even cardboard, into a cost-competitive, compostable bioplastic, polyhydroxyalkanoate (PHA).

"Full Cycle is the first and only technology that simultaneously solves two unintended consequences of the consumption economy, namely organic and plastic waste pollution – and does so with a technology and business model that's financially viable and scalable in the long term," says CEO Andrew Falcon.

The idea is to enable food producers and plastic manufacturers to close their material loops by turning waste into packaging or supply-chain products. For example, a bagged-salad retailer could convert their own organic waste into PHA and then use the PHA biopolymer to make bags for their leafy greens. The bonus is that the PHA material can be continuously upcycled and is itself highly compostable and degradable.

PHA plastic was first developed in the 1980s, but has not been widely produced due to high costs. PHA made from corn sugars or seed oil can cost up to four times more than



Compostable bioplastic made from organic waste can be cost-competitive with conventional plastics.

FULL CYCLE BIOPLASTICS

petro-based plastics. But biopolymer products are in high demand. The market for biopolymers is expected to grow at 41 percent annually, from \$2.8 billion to \$90 billion. By producing PHA from organic waste, Full Cycle Bioplastic can make a cost-competitive product that will be more attractive to packagers and manufacturers.

Currently, Full Cycle, established in 2012, is producing PHA on a lab scale only, but it is building a scale-up facility that by early 2017 is expected to produce 25-50 pounds of PHA daily for use in a wide range of product and packaging applications – from compostable bags to rigid food packaging.

**We offer services at Affordable Rates and at a Professional Standard.**

Yolanda's Construction Administration and Traffic Control, Inc. (YCAT-C) is an African-American woman-owned business that offers a range of construction project administrative and traffic control services including construction equipment rental and traffic control supplies to support public and private sector clients on infrastructure and development projects.



[www.ycat-c.com](http://www.ycat-c.com)

415.647.2682 510.307.5263

280 Newhall Street, San Francisco, CA 94124

51 Washington Ave, Office 6 Pt., Richmond, CA 94801

## PINOLE POINT Pinole Point, Richmond 6000 Giant Road

Colliers International is pleased to announce the sale of 3 newly constructed, state-of-the-art, Class "A" warehouse/distribution buildings. Prologis Pinole Point, a ±515,000 SF master-planned business park is now fully leased to Amazon, Sangamo BioSciences and Williams-Sonoma.

SELLER:



BUYER:





Accelerating success.

TODD SEVERSON, SIOR  
GREIG LAGOMARSINO, SIOR



DARLA LONGO  
REBECCA PERLMUTTER FINKEL

## RICHMOND INNOVATION

### CHEVRON'S RICHMOND TECHNOLOGY CENTER

# A leading producer of energy innovation

**W**hile everyone in the Bay Area is familiar with Chevron's Richmond refinery, few are aware of the Richmond Technology Center (RTC), where some of the world's most significant energy innovations are being developed. RTC files some 125 patents annually, about 50 percent of Chevron's total patents worldwide.

RTC is where the fuel was developed that Charles Lindbergh used in the first solo transatlantic flight. It's also where the first diesel engine oil that could be run in any diesel engine was developed.

"RTC's product is intellectual property," says Georgianna Scheuerman, process research manager. "Our discoveries are used by Chevron business units worldwide to produce products such as crude oil, gasoline, diesel, jet fuel and lubricating oils that are sold to our customers."

More than 170 PhD scientists work at the 1.2 million-square-foot technology center, home to top-tier laboratories and research facilities in 36 buildings spread over 31 acres. RTC workers from around the world are developing newer, cleaner and more effi-



RTC workers are developing cleaner and more efficient fuels and lubricants.

**"RTC's product is intellectual property."**

*Georgianna Scheuerman,  
Process research manager,  
Richmond Technology Center*

Glide Technology offers enhanced wear protection, reduced engine friction and improved fuel economy.

Other recent inventions of particular note include a new technology for producing high-octane alkylate blend stock for premium gasoline – the first successful liquid alkylation process to be introduced in 75 years, and a new generation of catalyst that allows for more

economic production of premium quality lubricating oil that will be used at Chevron's Richmond and Pascagoula refineries, and licensed for broader use.

In 2007, Chevron employees Susann Nordrum, since retired from the RTC, and Arthur Lee were part of the Intergovernmental Panel on Climate Change that shared the Nobel Peace Prize for work related to combatting climate change.

## Building Richmond Since 1907



Nevin Ave. Apartments 1907

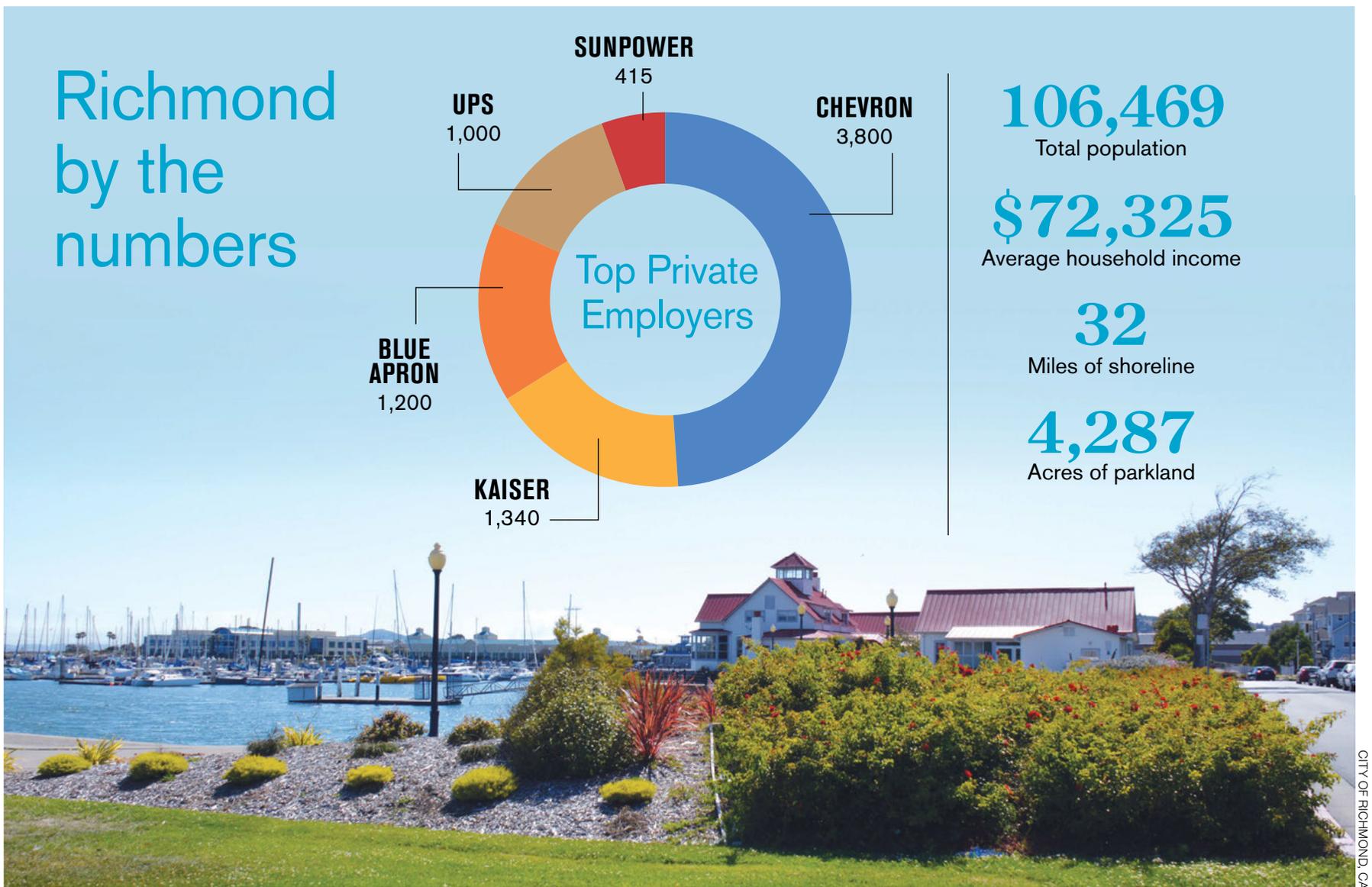


Richmond City Hall 2010



Richmond BART Parking Structure 2014





# Richmond works for business

**R**ichmond has a ready workforce, acres of space, great transportation, a growing economy – and proactive economic development initiatives to provide businesses low-cost loans for working capital, tax incentives, relocation assistance and favorable contracting opportunities. The City of Richmond helps business owners relocate existing operations, works with entrepreneurs and facilitates business-to-business transactions. Visit [www.ci.richmond.ca.us/business](http://www.ci.richmond.ca.us/business) to find more information.

**REVOLVING LOAN FUND (RLF):**  
Offers four loan options, from \$5,000-\$100,000, for working capital, machinery/equipment, fixed assets leasehold improvements and façade improvements. Details and applications are available at [www.ci.richmond.ca.us/business](http://www.ci.richmond.ca.us/business).

**MANUFACTURING EQUIPMENT SALES TAX EXEMPTION:**  
Businesses engaged in manufacturing or biotechnology research may exclude the first \$200 million in equipment purchases from the state share of sales tax (4.19 percent).

**TARGET EMPLOYMENT AREA (TEA) BENEFITS:**  
Benefits enable Richmond businesses to save thousands – even millions – of dollars through a variety of tax credits and cost reductions.

**NEW EMPLOYMENT CREDIT (NEC):**  
A California income tax credit available for each taxable year beginning on or after January 1, 2014, and before January 1, 2021. Credits are for a qualified taxpayer that hires a qualified full-time employee for work performed in a designated census tract or economic development area, which includes Richmond. Employers must receive a tentative credit reservation for that qualified full-time employee.

The NEC also gives businesses hiring credits for up to five years if they hire long-term unemployed workers, veterans with 12 months

separation from service, people receiving federal earned-income tax credit, ex-offenders and recipients of CalWORKS or general assistance.

For more information, or to apply, visit [www.ftb.ca.gov](http://www.ftb.ca.gov) and search for NEC.

**FORMER ENTERPRISE ZONE PROGRAM PARTICIPANTS:**  
Participants may continue using Enterprise Zone carryover credits for 10 years and continue to earn hiring credits for employees hired prior to January 1, 2014.

**ON-THE-JOB TRAINING (OJT):**  
Provides reimbursements to employers to help compensate for the costs associated with skills training and loss of production for newly hired employees. RichmondWORKS provides employers and employees ongoing guidance and support.

**BIDSONLINE:**  
Richmond uses BidsOnline to post requests for quotes, invitations to bid and requests for proposals. Registered vendors are automatically notified of Bid Alerts, changes and addenda, and may search for the latest opportunities available, request and download documents and bid electronically (if applicable) on all open requests. And it's free! For current bid opportunities, visit [www.ci.richmond.ca.us/bids](http://www.ci.richmond.ca.us/bids) or contact the city's purchasing division at 510-620-6699 or [purchasing@ci.richmond.ca.us](mailto:purchasing@ci.richmond.ca.us).

**BUSINESS & ECONOMIC DEVELOPMENT**

For more information on these programs and other business services, contact:  
**Janet L. Johnson**  
Economic Development Administrator  
450 Civic Center Plaza  
3rd Fl.  
510-307-8131  
[janet\\_johnson@ci.richmond.ca.us](mailto:janet_johnson@ci.richmond.ca.us)



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901 MARINA WAY SOUTH RICHMOND, CA 94804  
510.999.6675 | ARTISANCOVELIVEWORK.COM