

# Richmond Green-Blue New Deal Workforce Development Plan

## Community Champions Meeting #2

April 13, 2023



Medema  
Consulting

Abbe & Associates

# Objectives

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**Review and discuss the community engagement findings.**

**Discuss a working definition for green jobs in Richmond.**

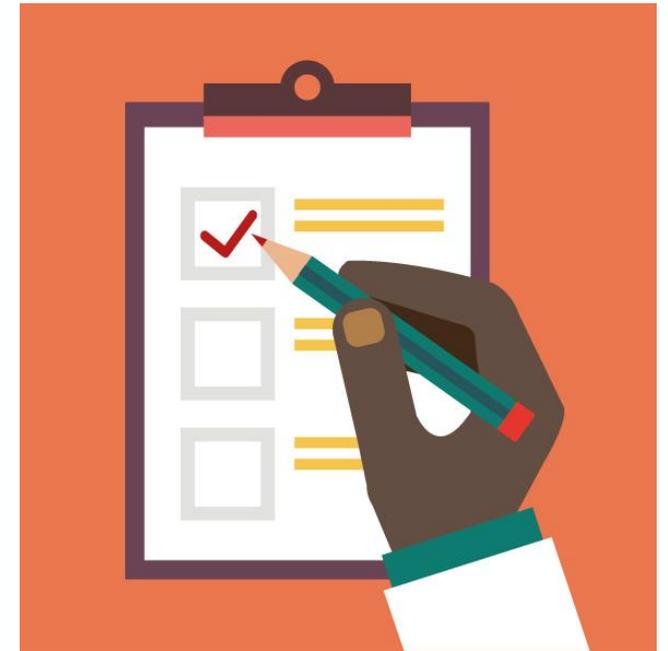
**Reflect on work completed so far and what the roadmap ahead looks like.**

**Continue to build relationships between Champions to catalyze potential projects in the near future.**

# Agenda

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- Meeting #2 Recap
- Community Engagement Findings
- Defining Green-Blue Jobs in Richmond
- Looking Ahead
- Next Steps



# Meeting #2 Recap

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- **Stakeholders** - Who are the key players in the community?
- **Policy** - What additional resolution is needed to implement this project?
- **Funding** - What funding is needed to implement this project? What funding might be available?
- **Workforce Training** - What types of green-blue jobs would be generated? What training would be needed?
- **Demand** - Is there demand already for this product or service?
- **Community** – What are the outcomes and benefits for the community?
- **Timeline** - What could be the timeframe for implementation / to kick start this project?

# Meeting #2 Recap

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- Full electrification of blighted housing in Richmond
- Food generator donations
- Upcycling thrift store donations

# Community Engagement Findings



# Community Engagement Numbers

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- 405 completed surveys, 26 partially completed surveys
- 8 CBO Partners
  - YES Nature to Neighborhoods
  - Collaborising
  - The Watershed Project
  - Rubicon Programs
  - Rich City Rides
  - CoBiz
  - Richmond Community Foundation
  - Trust for Public Land

1. What environmental or health concerns do you have living or working in Richmond? Select your top 3 choices.

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- 68.7% Air Quality
- 45.5% Blight and Deterioration
- 37.1% Insufficient Access to Healthy Food Options

# 1. What environmental or health concerns do you have living or working in Richmond? Select your top 3 choices.

Value		Percent	Count
Air quality		68.7%	285
Blight and deterioration		45.5%	189
Energy inefficient buildings and facilities		15.4%	64
Insufficient access to healthy food options		37.1%	154
Insufficient infrastructure connectivity		19.5%	81
Need for more trees		30.8%	128
Need for more local agriculture		12.8%	53
Soil contamination		19.5%	81
Water quality		23.4%	97
Other - Write In (Required)		11.3%	47

## 2. Which of the following environmental projects are most important for you? Select your top 3 choices.

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- **48.4%** Projects that improve access to healthy food options (local farming, grocery stores and restaurants with healthy food options, community gardens)
- **47.4%** Projects that restore the natural environment (shoreline restoration, wildlife rehabilitation, tree planting)
- **44%** Projects that support small, locally owned businesses (restaurants, stores, services)

## 2. Which of the following environmental projects are most important for you? Select your top 3 choices.

Value		Percent	Count
Projects that provide energy efficient buildings and facilities		21.0%	86
Projects that improve access to healthy food options		48.4%	198
Projects that increase generation and use of renewable energy		28.1%	115
Projects that restore the natural environment		47.4%	194
Projects that support small, locally owned businesses		44.0%	180
Projects that improve sustainable transportation and land use		36.4%	149
Projects that increase water conservation		24.9%	102
Projects that build a zero waste and circular economy		25.4%	104
Other (Write-in response)		7.6%	31

\*Examples were included in parentheses for each answer option

3. Which of the following implementation objectives should this effort prioritize? Select your top 3 choices.

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- **47.0%** Access to health care and mental health services
- **41.8%** Local job opportunities that build wealth and provide family-sustaining wages for workers
- **39.4%** Improving affordability of housing and reducing operating expenses

### 3. Which of the following implementation objectives should this effort prioritize? Select your top 3 choices.

Value		Percent	Count
Access to health care and mental health services		47.0%	190
Food security and access to healthy food options		33.2%	134
Improving affordability of housing and reducing operating expenses		39.4%	159
Improving air and water quality		33.7%	136
Job training for underemployed and unemployed community members		30.2%	122
Local job opportunities that build wealth and provide family-sustaining wages for workers		41.8%	169
Public safety including addressing criminal activity and blight		30.7%	124
Reliable and affordable transportation options		14.6%	59
Supporting justice-involved residents with job opportunities and training		13.1%	53
Other (Write-in response)		5.9%	24

## 4. What types of job opportunities are most needed in Richmond? Select all that apply.

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- 64.0% Education/Higher Education
- 47.4% Entrepreneurship
- 40.3% Engineering/Tech
- 40.1% Doctors/Dentists/Nurses

# 4. What types of job opportunities are most needed in Richmond? Select all that apply.

Value		Percent	Count
Doctors/Dentists/Nurses		40.1%	159
Education/Higher Education		64.0%	254
Engineering/Tech		40.3%	160
Entrepreneurship		47.4%	188
Finance/Investment		28.2%	112
Food services		28.5%	113
Hospitality		16.6%	66
Manufacturing/Industrial		27.0%	107
Training		36.8%	146
Other - Write In (Required)		12.3%	49

5. Are there any particular green jobs topics or projects you would like to learn more about?

- Renewable energy – wind and solar
- Building electrification
- Restoring the natural environment

6. What types of talents and skills do you have for which you would like new job opportunities? Select your top 3 choices.

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- 47.2% Communication skills (writing, speaking)
- 38.3% Problem-solving skills
- 37.2% Leadership skills (management)

# 6. What types of talents and skills do you have for which you would like new job opportunities? Select your top 3 choices.

Value		Percent	Count
Communication skills (writing, speaking)		47.2%	160
Construction and repair skills		19.2%	65
Creative skills (artistic)		29.5%	100
Focused, detail-oriented (logistics)		16.8%	57
Leadership skills (management)		37.2%	126
Problem-solving skills		38.3%	130
Quantitative skills (finances, accounting, engineering)		14.7%	50
Relationship building skills		28.3%	96
Technical skills (coding, technology)		15.9%	54
Other (Write-in response)		10.9%	37

## 7. What does a Green-Blue Richmond in 2030 look like to you? How do you envision a Green-Blue Richmond in 2030?

- Local jobs that pay a living wage
- Affordable housing
- Connected spaces and gathering places
- Support for small businesses
- Access to healthy food options
- Safe and clean city with reduced crime and blight
- Less reliance on fossil fuels and toxic industries

## 8. What questions or concerns should be considered 1) during the development of the Plan and 2) during the implementation of the Richmond Green-Blue New Deal Workforce Development Plan?

- Ensuring sustainable, long-term benefits for Richmond community members (health, employment, housing, stability)
- Engaging BIPOC, low-income, and hard to reach residents
- Keeping the community educated and informed throughout development and implementation
  - Funding sources
  - Metrics for implementation

## 9. Which of the following best describes you? Select all that apply.

- **75.3%** live in the City of Richmond
- **27.9%** work in the City of Richmond

Value		Percent	Count
I live in the City of Richmond		75.3%	308
I live in a neighboring city or community		19.1%	78
I work in the City of Richmond		27.9%	114
I own a business or property in the City of Richmond		12.2%	50
None of the above		1.5%	6

# 14. My age is:

Value		Percent	Count
17 and under		2.7%	11
18-24		6.7%	27
25-34		16.1%	65
35-44		17.6%	71
45-54		18.4%	74
55-64		10.9%	44
65-74		16.6%	67
Over 75		6.5%	26
I prefer not to answer		4.5%	18
<b>Totals</b>			<b>403</b>

# 15. Which of the following most accurately describes your race and ethnic identities? Check all that apply.

Value		Percent	Count
Alaskan Native		0.3%	1
First Nation/American Indian/Indigenous		3.8%	15
Asian/South Asian or Asian American		4.8%	19
Black or African American		18.0%	72
Hispanic or Latino/x		29.1%	116
Middle Eastern/North African		1.5%	6
Pacific Islander		2.5%	10
White/European American		40.9%	163
I self-identify as:		2.8%	11
I prefer not to answer		7.5%	30

# 16. What gender do you identify as? Check all that apply.

Value		Percent	Count
Woman		64.3%	258
Man		29.7%	119
Non-binary		1.5%	6
Transgender		0.2%	1
I self-identify as:		0.2%	1
I prefer not to answer		5.0%	20

# 17. Which of the following describes you? Check all that apply.

Value		Percent	Count
Formerly incarcerated – served time in jail		3.8%	13
Formerly incarcerated – served time in prison		2.0%	7
Currently on any post-incarceration supervision (parole, probation, federal probation, or other)		0.6%	2
Other (Write-in response)		1.7%	6
None of the above		93.3%	322

# Discussion

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- **What stands out to you? What do you find interesting?**
- **Which findings should be uplifted as the Workforce Development Plan and Community Toolkit is developed?**
- **For CBO partners and those who have engaged with community on the Green-Blue New Deal, what have you heard?**

# Defining Green-Blue Jobs in Richmond



# Activity – Defining Green-Blue Jobs

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- **Envisioning a thriving Richmond in 2030**
- **Identifying key elements of Richmond green-blue jobs**
  - Who or what is being centered?
  - How is equity being centered?
  - What is the worker experience?
  - What actions should be specified?
  - What change is needed?
  - What are your goals for the future?
  - How are current and future generations impacted?

# Looking Ahead

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- **Next steps for the Richmond Green-Blue New Deal**
  - Green-Blue Workforce Development Plan
  - Implementation Plan
  - Community Toolkit
- **Community Champions Meeting #4 in late summer to review deliverables**
- **How would you like to stay involved in this project?**

# Next Steps

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- **Champions Meeting #4 TBD**
- **Reminder: Please complete stipend form! Stipends for Meetings 1-3 will be processed by May 2023**