RICHMOND RISING

COMMUNITY STAKEHOLDER COMMITTEE (CSC)

MEETING MINUTES/SUMMARY

May 1st, 2024

6:00 – 8:00P.M.

NEVIN COMMUNITY CENTER. 598 NEVIN AVE. RICHMOND, CA 94801

1. CALL TO ORDER AND ROLL CALL

At 6:07 P.M., Committee member Guerrero calls the meeting to order, greets attendees, and declares the availability of live Spanish interpretation, free childcare, and refreshments.

Roll Call:
- Present: Project lead for City of Richmond: Beatriz Guerrero Auna
- Present: Project lead for GRID Alternatives: Ambessa Cantave
- Present: Project lead for Groundwork: Sarah Calderon (alternate)
- Present: Project lead for Trust for Public Land: Annie Youngerman (alternate)
- Present: Project lead for UC Berkeley: Alice Bruno (alternate)
- Present: Project lead for Urban Tilth: Chito Floriano
- Present: Project lead for Rich City Rides: Mayeli Rico (alternate)

2. LAND ACKNOWLEDGEMENT

Committee members read the TCC Land Acknowledgment.

3. RICHMOND RISING AND COLLABORATIVE STAKEHOLDER STATEMENT

Committee member Guerrero Auna gave brief introduction on Richmond Rising initiative and Collaborative Stakeholder Committee.

4. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

No public comment received for items not on the agenda.

5. REVIEW AND APPROVE PREVIOUS MEETING MINUTES

Committee member Cantave makes a motion to approve meeting minutes from March 2024 and April 2024 Committee meetings. Committee member Bruno seconds motion. The Committee voted to approve the motion unanimously.

6. PROJECT STATUS REPORTS

Project Leads presented project status reports for each project and Transformative Plan of the Richmond Rising collaborative, including up-to-date financials and grant expenditures to date.

There were no questions or comments regarding the presentations from the Committee

or members of the public.

7. REPORT ON COMMUNITY QUESTIONS AND COMMENTS RECEIVED

Committee member Guerrero Auna reports on questions and comments that were received during the April 25th Santa Fe Neighborhood Council meeting:

- **Resilient Homes**: Attendees had clarifying questions regarding program details, including income levels and services provided. Attendees also provided feedback on the outreach flyer.

- **eBike Lending Library**: Attendees had clarifying questions regarding program details, including the kinds of bicycles that would be provided. Attendees also expressed a desire for electric cargo bikes.

- **Bosque del Barrio**: Attendees recommended use of specialized water containers that help water street trees.

  o *During the CSC meeting, Committee member Calderon expressed that Groundwork Richmond is using these containers.*

- **Neighborhood Complete Streets/Richmond Wellness Trail:** Attendees asked clarifying questions about the locations of these paths.

No other public comments were reported.

8. COMMITTEE BUSINESS ITEMS

8.1 and 8.2 Collaborative Stakeholder Committee Bylaws / Recruitment Plan / Nomination Form

The Committee reviewed the draft Collaborative Stakeholder Committee Bylaws, Community Member Recruitment Plan, and Community Member Nomination Form as one item.

Committee member Guerrero Auna reminded members that the Richmond Rising MOU with the Strategic Growth Council states that Committee members cannot join meetings remotely except in the case of a health or security emergency, and that the Bylaws reflect this requirement.

Committee member Calderon confirmed whether individuals who don't live in Santa Fe, Coronado, or Iron Triangle are eligible to serve. City of Richmond staff clarified that only individuals who live, work, or study in the Project Area are eligible to serve on the Committee; while the three neighborhoods make up the majority of the Project Area, there are areas that are included in the Project Area that are not in the three neighborhoods. The Project Area Address Lookup can be found here: https://experience.arcgis.com/experience/28d54775eb8b4eceae038f123d9897c0/. Committee member Floriano suggested that the nomination form be revised to include a link to the Project Area Address Lookup.

Committee member Youngerman suggested that the nomination form be revised to

clarify that Committee members will review and select community members for nomination.

Committee member Calderon requested that the applicant scorecard in the Recruitment Plan be revised to clarify what the score rankings for each item represented.

Committee member Guerrero Auna requested that religious institutions and health providers (e.g. Kaiser, Life Long) be added to the Recruitment Plan. Committee member Calderon requested that businesses be added to the Recruitment Plan. Committee member Floriano requested that Neighborhood Councils are added to the Recruitment Plan, as well as key businesses in the Project Area along MacDonald Avenue.

Committee member Guerrero Auna makes a motion to approve Bylaws, Recruitment Plan, and Nomination form with all requested revisions. Committee member Cantave seconds. The Committee voted to approve the motion unanimously. The Committee voted to approve the motion unanimously.

8.3   Public Kickoff Reflection

Committee member Floriano complimented the use of the Project Pass in engaging members of the public in each of the items. Committee member Floriano also expressed that there was a good level of community member attendance. Committee member Cantave expressed the event went well, and that good connections were made with the community and Mayor. Committee member Guerrero Auna expressed that the Strategic Growth Council promoted the Richmond Rising kickoff on LinkedIn.

Committee member Calderon expressed that the event went well and was very successful, with lots of engagement with community members. Committee member Calderon also expressed that promotional materials for future events hosted by Richmond Rising should include logos from all Richmond Rising organizations. Groundwork Richmond was not on Earth Day kickoff promotional materials, which caused Groundwork Richmond to have to make their own promotional materials to make up for it. Groundwork Richmond had to make several sacrifices to attend the Unity Park event and felt they should have been included as a key partner in outreach.

Committee member Guerrero Auna responded that it was understandable that Groundwork Richmond struggled with this and reaffirmed that this was not the intention. Committee member Guerrero Auna clarified that this was coordinated by Urban Tilth, who has facilitated this event for years, and whose process for inclusion in promotional materials required fiscal sponsorship, which Groundwork Richmond did not do. Inclusion in outreach materials will be communicated and avoided in future joint events.

Committee member Rico expressed that the Project Passes were very useful, but it was complicated for some members of the public to identify which booths were participating. Committee member Rico suggested a color-coded system for future events in order to help members of the public more easily identify which of the tents were participating. Committee member Guerrero Auna confirmed that this feedback will be incorporated in future events.

Committee member Calderon expressed that an outreach calendar would be helpful for coordinating future events. Committee member Guerrero Auna responded that a calendar event form will be sent to all Project Leads to input upcoming events.

Committee member Cantave asked how many people attended the kickoff event. Committee member Floriano responded that Urban Tilth is working on a final event report and will have that available soon.

Public Comment:

Ride Today Community Manager, Salma Berumen, expressed that she was not notified of an opportunity to speak during the kickoff event. Committee member Guerrero Auna

responded that several e-mails were sent, and an announcement was made during the April CSC meeting.

Customer Programs Manager Alejandro Castelan expressed that he felt the event was very good, was very family-oriented, and that members of the public were very interested in learning about the different organizations.

A member of the public also expressed that they attended the event and felt it was fantastic.

8.4   Review Project Area Map

Committee member Guerrero Auna presents the TCC Project Area Address Lookup, which can be found here: https://experience.arcgis.com/experience/28d54775eb8b4eceae038f123d9897c0/.

Committee members gave the following feedback:
-    The opening image should be the Richmond Rising logo.
-    The map font should be revised to be a simpler font.
-    Logos on the righthand side of the map should be removed or made smaller.

Members of the public gave the following feedback:

-    To help build a sense of pride while maintaining privacy, representation of program adoption could be useful, even if not specific – for example, shaded or block-level aggregations of program adoption.

8.5   Project-Level Discussion on Best Practices for Outreach

Project Leads discussed current methods of outreach for their programs, and how and whether to integrate outreach efforts to support one another.

Committee member Cantave stated that GRID collects digital materials for organizations and available resources and is always looking to share to their mailing lists, as many of their clients are interested in other programs, and that GRID would be interested in including more program details in their outreach scripts. Committee member Guerrero Auna stated that the City of Richmond is collecting flyers for each program to share during outreach events and is also maintaining a listserv of interested community members, and that these can be shared with Project Leads. Committee member Guerrero Auna also noted that some individuals who are interested in learning about Richmond Rising don't have access to e-mail addresses; Committee member Cantave mentioned the 'Mogli' app, which allows GRID to use text messages for outreach. Committee member Calderon also proposed using radio, newspaper, and

other media for additional outreach. A member of the public suggested a single integrated form or phone application for all project outreach; Committee member Guerrero Auna responded that the Committee would consider this, as well as a 'Project Area ID'. Committee member Floriano proposed development of a spreadsheet with all addresses in the Project Area, that could integrate all outreach that has been done for each project, including which programs have done outreach to which addresses, whether the resident responded, and what projects they were interested in. Committee member Guerrero Auna responded that the City of Richmond will share the existing spreadsheet with Project Leads and start to brainstorm other ways to improve the integration of outreach and data collection.

Committee members also discussed the trade-offs of including information regarding other organizations in project-specific outreach. Pros included a more efficient and expanded range of outreach because of the overlap of clients that may be interested in multiple Richmond Rising programs. Cons included the challenge of training outreach staff about specific details of each project, managing multiple intake processes, and fatiguing community members. The Committee also discussed the role of Youth Fellows, who will be focused on a broader level of engagement once hired.

Committee member Cantave found Earth Day very useful for outreach because all organizations were in one place at the one time and expressed that identifying more common event days would be a good idea. Committee member Guerrero Auna confirmed that the Richmond Rising website currently hosts a 'Community Calendar', and that all projects can add events to this calendar.

To help Committee members better learn more about each of the Richmond Rising projects, Committee member Guerrero Auna suggested Project Leads begin presenting additional information regarding their projects at upcoming Committee meetings.

Committee member Guerrero Auna also announced that hiring for the Youth Fellows Program Manager was underway, that the Veggie RX Climate Health Promoters training program is beginning soon, and that these Promoters would also be a good resource for program outreach.

8.6   Indicator Tracking Plan Reporting

Committee member Bruno informed the Committee that an updated draft of the Indicator Tracking Plan will be available by the end of May, and encouraged all Project Leads to review the draft when available to ensure that the project-level discussions are accurately reflected. Committee member Bruno also requested that Project Leads begin considering how social media engagement should be reported. Additionally, Committee member Bruno reminds Project Leads that UC Berkeley is available to support in developing or implementing a data collection methodology that works best for the respective project.

9. AGENDA REQUESTS FOR NEXT MEETING

No agenda requests were received for the next meeting.

10. GENERAL ANNOUNCEMENTS

Committee member Floriano announced the Cinco de Mayo event; representatives for MCE, Rich City Rides, and the City of Richmond all responded that they would be doing community engagement.

During this agenda item, the following questions were also received from attending members of the public:

- Will the TCC Project Area be expanded?
    - Committee member Guerrero Auna responded that the grant is only for the Project Area and is not currently anticipated to be expanded.
- Will Richmond Rising partners be participating in Juneteenth or Spring Equinox?
    - Committee member Guerrero Auna responded that invites for these invites have not yet been received, but that there was interest in attending both events.

11. ADJOURNMENT

The meeting was adjourned at 7:53 P.M.

Richmond Rising is supported by California Strategic Growth Council's Transformative Climate Communities Program strengthening the economy and improving public health and the environment – particularly in disadvantaged communities.