



Community Outreach and Findings Report

Submitted to the City of Richmond City Manager's Office

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Prepared by:



as part of the
Richmond Green-Blue New Deal Workforce Development Plan
<https://www.ci.richmond.ca.us/4138/Green-Blue-New-Deal-and-Just-Transition>

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Community Outreach and Findings Report

Introduction

The City of Richmond is ready to advance towards a safe, healthy, equitable, resilient, and sustainable future. The Richmond Green-Blue New Deal Plan (GBND) will establish strategic direction and programs that support community well-being, foster economic development, and reinforce environmental protection citywide. The City is actively supporting the process of developing a plan for a Richmond Green-Blue New Deal and Just Transition to 21st Century Jobs.¹ In developing this plan, the City of Richmond committed to designing and implementing an inclusive and dynamic engagement process to ensure the GBND is based on robust and genuine feedback from the community, civic and city leaders, labor leaders, and the private sector.

This Community Outreach and Findings Report has been prepared by MIG, Inc. for review by Apprancel, LLC and the City of Richmond City Manager's office. This report summarizes the community outreach activities and findings to help ensure a community-driven Richmond Green-Blue New Deal Plan (plan).

Overview

Outreach Goals and Objectives

The following goals and objectives were developed to guide community outreach and help ensure the Green-Blue New Deal plan will support the City of Richmond in achieving racially equitable community outcomes that foster a healthy and inclusive community for all.

- **Leverage local networks and existing community engagement efforts.** Build on the variety and depth of existing community involvement initiatives in Richmond to engage the public effectively and efficiently in the Green-Blue New Deal plan. Tap into existing community-based networks of local leaders and groups to connect with a wider range of community members.
- **Identify barriers to participation.** Cultivate an understanding of existing or potential barriers to the full participation of all community members, particularly communities of color and low-income populations, in developing the Green-Blue New Deal plan.
- **Create opportunities for inclusive and equitable participation.** Provide multiple and varied opportunities for a broad range of community members, businesses, and interest groups to share meaningful input.
- **Collaborate and inform decision-making.** Collect useful and relevant public input that reflects local expertise and values and informs decision-making related to the Green-Blue New Deal plan.
- **Build long-term capacity for civic engagement around workforce development.** Build social capital and support those engaged through the process to stay involved and share not only concerns and issues, but also solutions and strategies necessary to implement the Green-Blue New Deal plan.

Outreach Activities

A variety of outreach activities were conducted to ensure a broad range of community members and organizations had the opportunity to provide meaningful input.

¹ <https://www.ci.richmond.ca.us/4138/Green-Blue-New-Deal-and-Just-Transition>

- **Community Champions.** A dedicated group of Community Champions helped ensure the project is responsive to the interests and needs of the City and the community and refine the plan's goals and objectives.
- **Community-based organization partners.** Community-based organizations (CBOs) working in and serving the Richmond community partnered with the Richmond Green-Blue New Deal project by leveraging their existing networks in the Richmond community and facilitating outreach activities to collect input.
- **Stakeholder workshops.** Two workshops were facilitated to inform and engage Richmond businesses and industries and Contra Costa Building Trades unions to gather feedback, concerns, and priorities to inform the plan.
- **Online and paper survey.** A public survey was conducted to gather insights from the community about their vision and goals for the City and the plan. This survey was promoted by Community Champions, CBO partners, and the City of Richmond.

Major Themes and Feedback

Community Priorities

Across outreach activities, common themes and priorities emerged. Participants shared that the Green-Blue New Deal should:

- **Benefit Richmond residents who need the most support** including historically underserved and underinvested communities, Black, Indigenous, and People of Color (BIPOC) communities, the justice-involved community, and unhoused community.
- **Ensure sustainable, long-term benefits for Richmond residents** including health, employment, and housing stability benefits that have measurable outcomes and metrics to measure progress.
- **Leverage and rely on the local expertise** of community leaders and organizations when moving projects forward.
- **Include and clearly detail high-quality labor standards, equitable hiring policies, and hiring preferences** for local Richmond residents and justice-involved candidates.
- **Carefully consider and monitor how sustainable improvements can have unintended consequences** such as household expense increases for low-income households, producing unintended waste, and gentrification.
- **Clearly outline plan implementation and evaluation logistics** such as who will implement the plan, where funding for the plan could come from, who has decision-making power, how decisions will be data-driven and evidence-based, outcomes and metrics to measure impact on the environment, workers, and Richmond community members.

Although not reflected in the findings for individual outreach activities, during ongoing conversations the need for an environmental education curriculum or green-blue career readiness curriculum for young people was emphasized by stakeholders. This curriculum would ensure that Richmond's diverse student population develops a broad-based understanding of the green-blue economy and is well-positioned to benefit from future green-blue career opportunities.

Support for Green-Blue Projects

Across community outreach activities, there was support for a variety of potential green-blue projects. There is not a clear consensus on which specific projects should move forward but rather an emphasis

that the projects that do move forward should directly benefit the Richmond community by ensuring sustainable, long-term community benefits, building wealth and providing family-sustaining wages for workers, and supporting small, locally-owned businesses.

Key Partners to Engage in Plan Development and Implementation

The following stakeholders and organizations were engaged during the community outreach process and should continue to be involved as the plan is developed and implemented.

- **The Richmond community at large would like to be updated** through City communications and updates relayed through Community Champions and CBO partners on the plan progress. It will be important to continue to engage the community and incorporate feedback to build trust and maintain transparency throughout this project.
- **The Council of Business and Industry**, specifically Executive Director Katrinka Ruk, would like to remain engaged and updated as the plan is developed and collaborate where appropriate during implementation.
 - Sal Vaca is interested in remaining engaged to ensure the plan reflects equitable hiring policies and local hiring preferences for Richmond residents and justice-involved community members.
- **The Contra Costa Building and Construction Trades Council members** are very interested in partnering with the City on federal and state grant opportunities and advocacy opportunities related to green-blue projects. Unions that expressed the most interest in remaining engaged include:
 - Anthony Viscuso, Heat & Frost Insulators, Local 16
 - Dominic Lucero, Boilermakers 549
 - EJ Cire, Sheet Metal Workers Local 104
 - Felipe Hernandez Rios, UA LOCAL 355
 - Jason Lindsey, Ironworkers Local 378
 - Tim Frank, consultant with Contra Costa Building and Construction Trades Council
- **Specific Community Champions** engaged at a deeper level and have indicated interest in staying involved in development and implementation of the plan:
 - James McGarry, California Public Utilities Commission – energy and building electrification projects, policy projects
 - Juliana Gonzalez, The Watershed Project – nature restoration and preservation projects, transportation projects, brownfields projects, training and workforce development projects
 - Najari Smith and Jason Woody, Rich City Rides – transportation projects, policy projects, youth engagement
 - Wesley Alexander, CoBiz – training and workforce development projects
 - Katrinka Ruk, Council of Business and Industry – policy projects, energy projects, nature restoration and preservation projects
 - Dan Knapp and Mary Lou Deventer, Urban Ore – circular economy projects, training and workforce development projects
 - Bethany Kaufman, Rebuilding Together East Bay Network – building and construction projects, training and workforce development projects
 - Karen Collins, Food Bank of Contra Costa and Solano – food distribution projects

- o Arleide Santos, Urban Tilth – food projects, nature restoration and preservation projects, training and workforce development projects
- o Marisol Cantu, Richmond Progressive Alliance/Safe Return Project – circular economy projects, policy projects, training and workforce development projects

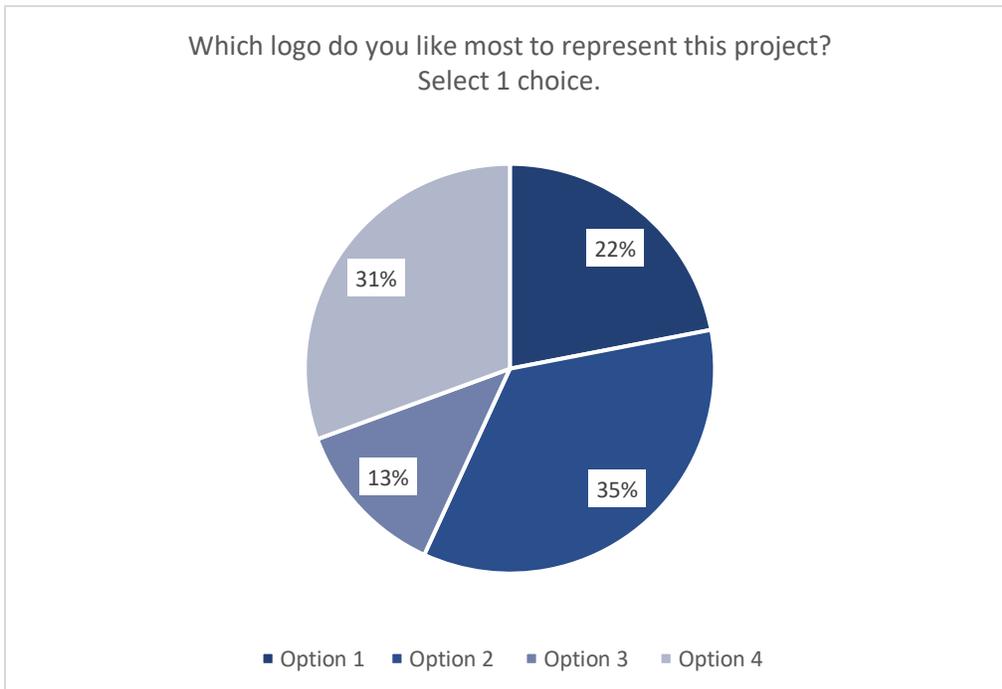
Project Logo

Survey respondents, Community Champions, and Safe Return Project workshop participants were asked to help select a logo for the Richmond Green Blue New Deal. Respondents indicated a preference for Option 2 (35%) and Option 4 (31%) below.

Option 2:



Option 4:



Community Champions

To help ensure the plan is responsive to the interests and needs of the City and to help guide and refine the plan's goals and strategies, a Community Champions team was convened early in the community engagement process. Community Champions include representatives from community-based organizations, workforce development and job training agencies, small businesses, and relevant industry areas.

Role and Responsibilities

The Community Champions who were selected met the criteria outlined below. Community Champions received an email invitation to participate.

- Champions are connected to or represent a specific subset of the Richmond community through a community-based organization or key group (small business, advocacy group, etc.)
- Champions have expertise in an area relevant to the types of projects that may result from the Green-Blue New Deal
- Champions are enthusiastic to collaborate on the Green-Blue New Deal
- Champions have a demonstrated interest and commitment to inclusive and equitable outcomes for the Richmond community

Community Champions and their respective organizations are listed in the table below in alphabetical order of the organization:

Organization	Name
1HundredYears	Lejon Reese
CoBiz Richmond	Wesley Alexander
Council of Business & Industry	Katrinka Ruk
Food Bank of Contra Costa & Solano	Karen Collins
GoToWork Fitness	Evan Francis
Marin Clean Energy (MCE)	JB (Jayme) Ackemann, Tyla Brown
Re-entry Success	Tiffany Anaya
Rebuilding Together East Bay Network	Bethany Kaufman
Renaissance Center	Nicole Levine
Rich City Rides	Najari Smith, Jason Woody
Richmond Community Foundation	Jim Becker
Cooperation Richmond	Princess Robinson, Briana Sidney
Richmond Main St Initiative	Andrea Portillo-Knowles
Richmond Neighborhood Coordinating Council	James McGarry
Richmond Progressive Alliance/Safe Return Project	Marisol Cantu
RichmondWORKS	Tamara Walker
Rising Sun Center for Opportunity	Juanita Douglas
Sims Metal	Jill Rodby
Urban Ore Inc	Dan Knapp, Mary Lou Van Deventer
Urban Tilth	Arleide Santos
Watershed Project	Juliana Gonzalez, Anne Bremirez

Community Champions were asked to participate in the following ways:

- Attend three (3) virtual meetings (2 hours in duration) with the Green-Blue New Deal (GBND) project team.
- Act in an advisory role to the GBND project team from October 2022 through June 2023. Help guide and refine the plan's goals and strategies to ensure the plan is responsive to the interests and needs of the community.
- Support outreach efforts for engagement opportunities to ensure the GBND is reaching the right people and represents a range of voices from across the community.

Compensation

Community Champions' time, expertise, and community involvement is incredibly valuable. To thank Champions for their time, they received a \$100 stipend for each meeting attended.

Meeting Objectives

MIG facilitated three Community Champion meetings. The objectives for these meetings included:

- Meeting #1 (November 1, 2022): Facilitate introductions and relationship building for Community Champions and strategically map what expertise and connections Champions bring to the team.
- Meeting #2 (January 11, 2023): Discuss possible projects to be implemented in Richmond based on Champions' experiences, networks, and ongoing work within the community. Special presentation from Allison Moe with NREL on the Richmond Communities LEAP project.
- Meeting #3 (April 13, 2023): Discuss high-level survey findings, a definition for green-blue jobs in Richmond, and staying involved as the project moves forward.

The project team recommends convening the Community Champions for an additional meeting in late summer or early fall 2023 to understand how the community findings are informing the RGBND Opportunities Report and Community Toolkit. Champions will be compensated for attending this fourth meeting.

Findings

In addition to facilitating CBO partnerships, promoting the community survey, and guiding the community outreach process, the Champions provided specific input in key discussions summarized below.

Strategic Mapping

Champions were asked to identify where their work aligns with elements of the Green-Blue New Deal so the project team could identify which Champions should be included in ongoing discussions and should be leveraged regarding specific projects. These elements included:

- Training and workforce development
- Demand for goods and services
- Policy
- Funding
- Energy
- Buildings
- Transportation
- Circular economy
- Food
- Nature

- Brownfields

This strategic mapping exercise was documented using the notetaking tool Mural and is available in **Appendix A**.

Potential Green-Blue Projects

Champions were asked to brainstorm in teams one or two possible projects for the Green-Blue New Deal and discuss the alignment needed in the following areas for a project to successfully move forward:

- Stakeholders – Who are the key players in the community?
- Policy – What additional ordinance or resolution is needed to implement this project?
- Funding – What funding is needed to implement this project? What funding might be available?
- 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 kickstart this project?

Champions were provided the opportunity to select their break-out room and come to a consensus on what potential project they would like to discuss. The three potential projects selected are listed below and the activity discussion for each is documented in **Appendix A**.

- Full electrification of blighted housing in Richmond
- Senate Bill 1383 surplus food donations
- Upcycling thrift store donations

These are not the only projects that the Champions expressed interest in discussing but are the projects that were collectively selected for this activity.

Defining Green-Blue Jobs in Richmond

Many definitions exist for green jobs but none are specific to the Richmond community's vision and needs. The Champions reviewed the following definitions which were extracted from other sources:

- Bureau of Labor Statistics (BLS) – “Green jobs are either: (A) Jobs in businesses that produce goods or provide services that benefit the environment or conserve natural resources, or (B) Jobs in which workers’ duties involve making their establishment’s production processes more environmentally friendly or use fewer natural resources.” (2010)
- Organization of Economic Cooperation and Development (OECD) – “Jobs are classified as green if at least 10% of tasks contribute to environmental objectives such as preserving the environment and reducing emissions.”
- ILO – “Decent jobs in any economic sector (e.g., agriculture, industry, services, administration) which contribute to preserving, restoring, and enhancing environmental quality.”
- United Nations (UN) – “Jobs in sectors that contribute substantially to preserving or restoring environmental quality and minimize waste creation and pollution.”

In reviewing these definitions, many Champions resonated most with the United Nations definition and provided additional feedback including:

- Language should be clear and specific to Richmond’s environmental goals. These goals should be ambitious, innovative, and bold with a focus on “deep green.”
- Words and phrases such as “substantially,” “decent jobs,” and “jobs in sectors” are too broad.
- Definition should be inclusive of various sectors not just focus on business and industry production activities traditionally associated with green jobs.
- The worker experience including pay and job satisfaction should be clearly articulated.
- It should be emphasized that green jobs will restore economic opportunities in Richmond and will create pathways for training and advancement to provide more equitable outcomes for residents.
- A multi-part definition could be considered to clearly define green-blue jobs and articulate what Richmond needs.

The original notes from this discussion were documented in the notetaking tool Mural and are included in **Appendix A**.

Project Logo

Champions were polled during Meeting #1 to indicate which project logo they felt best represented the Richmond Green-Blue New Deal. Fourteen (14) Champions voted in total and the most support was received for Option 2 (57%).

Option 1:



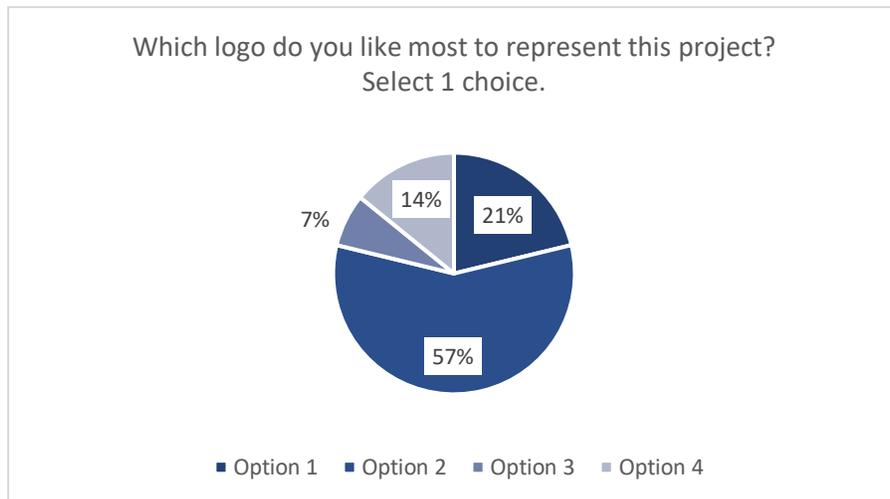
Option 2:



Option 3:



Option 4:



Community-Based Organization Partners

Partnership Overview

Community-based organizations (CBOs) working in and serving the Richmond community were invited to partner with the Richmond Green-Blue New Deal project by facilitating outreach activities and events between January and mid-March 2023. This approach was used to leverage the existing networks and trusted relationships that CBOs have with the Richmond community, and to reach populations that have been historically excluded from decision-making processes, including community members who are low-income; Black Indigenous or People of Color (BIPOC); or formerly incarcerated. Outreach activities included roadshow presentations, pop-up/tabling events, and social media/email communications to share more about the project, collect community input, and encourage participants to complete the community survey. To thank CBOs for their time and efforts, partners received a stipend of up to \$1,000.

The project team compiled a list of CBOs to invite and asked the City of Richmond and Community Champions for additional recommendations. In late November and early December of 2022, CBOs were invited via email to participate in the partnership and were provided with a project description and partnership agreement. The partnership agreement detailed expectations, outreach activity options, and stipend amounts and is available in **Appendix B**. CBOs were provided the option to schedule an informational meeting with the project team to learn more about the project and help determine whether the partnership opportunity would be a good fit for the CBO. The project team hosted six (6) informational meetings throughout December 2022.

CBO partners were provided with all outreach materials including a roadshow PowerPoint presentation, a project fact sheet, survey social media flyer, editable event flyer, and paper survey in a live folder accessible with a link and password. These materials were also provided in Spanish. An outreach and materials guide was developed to provide partners with guidelines and recommendations for how to use the materials and tips for facilitating outreach activities. Partners were invited to attend an optional CBO Partner Orientation where the project team shared an overview of the project and provided a walkthrough of the outreach materials. Ample time was provided for Q&A and a recording of the orientation was uploaded to the live folder for partners to access later as needed.

Once CBO partners provided their organization's signed W-9 and a signed partnership agreement indicating what outreach activities they planned to facilitate, a check for 50% of the stipend was processed. A second check for 50% of the remaining stipend was processed following completion of all outreach activities and after the CBO submitted a completed Reporting Guide available in **Appendix B**.

Partners

Seven (7) community-based organizations participated as CBO partners:

- YES Nature to Neighborhoods
- Collaborising
- The Watershed Project
- Rubicon Programs
- Rich City Rides
- Richmond Community Foundation
- CoBiz Richmond

Additionally, the Trust for Public Land and Diana Wear with the Richmond Economic Development Commission facilitated outreach but did not enter into a formal agreement to receive a stipend and therefore did not complete a reporting guide.

Reporting guides were received from six (6) CBO partners.

Findings

CBO partners shared that community members requested updates about the project and wanted to know when they can expect to be engaged again. Community members would also like to see the survey results and findings when they are available.

As captured in the reports received, CBO partners engaged an estimated 2,500 community members through outreach activities and online communications. Community members were engaged in English and Spanish. These outreach activities and online communications include:

- 1 roadshow presentation
- 5 pop-up/tabling events
- 1,143 email opens
- 1,141 social media post views, likes, comments, and reshares

CBO partners engaged other organizations, online communities, and contacts through online communications including Faith in Action East Bay, Black Village Network, Richmond LAND, Councilmember Melvin Willis, SOS Richmond, This is Richmond, Everybody's Richmond, and NextDoor.

Those who participated in the roadshow presentation were asked which green-blue job definitions resonated with them most. These definitions included:

1. Jobs that preserve and enhance the environment for the benefit of current and future generations
2. Jobs that provide meaningful work decarbonizing, retrofitting, upcycling and restoring healthy systems
3. Jobs that center workers and transform the economy from extractive to regenerative systems
4. Jobs centering workers and transforming the economy from extractive to healthy regenerative systems that build a just, equitable, resilient and sustainable future

Definition 4 of green-blue jobs resonated with most participants with the request that "extractive" be clearly defined or conveyed in more simple language.

Participants were also asked which green-blue case studies stood out to them as good opportunities for Richmond. The following case studies received the most votes and are combined with votes from the workshops Safe Return Project hosted:

Projects	Votes
Green accessory dwelling units/additions	17
All electric building retrofits	16
Solar manufacturing	13
Delivering surplus prepared food	13
Battery manufacturing	11
Upcycling thrift store donations	8
Vertical farming	4
Endangered species restoration	4
Redesigned public spaces	3
Upcycling dead or dying trees	3
Building deconstruction	3
Protected bike lanes	1
Wildlife rehabilitation	1
Refillable bottles	1
Restoring shoreline	1
Wind turbine manufacturing	1

Stakeholder Workshops

Purpose

Two stakeholder workshops were facilitated to engage with specific stakeholders whose input is vital in shaping the Green-Blue New Deal plan and who will be important partners in implementing the plan.

Business and Industry Stakeholders

The Council of Business & Industries and the Richmond Chamber of Commerce were engaged to facilitate a workshop for their members. The workshop included an overview of the project with Q&A and a facilitated activity regarding the elements of offshore wind.

Participants included:

- Katrinka Ruk, Council of Business & Industry
- Ryan Lau, AC Transit
- Scott Buckley, Ghirardelli Associates
- Wesley Alexander, CoBiz
- James Lee, Richmond Chamber of Commerce
- Sal Vaca, Friends of the Port
- Cordell Hindler, Park Plaza Neighborhood Council
- Hakim Johnson, Chevron Richmond Refinery

Participants shared priorities and considerations for the plan including:

- Trades training programs should be made available in high schools and community colleges to introduce students to high-road jobs such as automotive work for fuel cell vehicles.
- Training focused on project proposal and bidding is needed for local and disadvantaged contractors to help them be more competitive.
- The plan should include equitable hiring policies and indicate hiring preferences for local Richmond residents and justice-involved candidates.
- Youth perspectives should be highlighted in this plan and in workforce development planning in Richmond. Youth are the future of the workforce.

Union and Trades Stakeholders

The Contra Costa Building & Construction Trades Council was engaged to facilitate a workshop for their members. The workshop included an overview of the project with Q&A, a presentation from Allison Moe with the National Renewable Energy Laboratory (NREL) regarding the Communities LEAP Project, and a discussion about union priorities and concerns.

Participants included:

- EJ Cire, Sheet Metal Workers' Local 104
- Anthony Viscuso, Heat & Frost Insulators Local 16
- Dominic Lucero, Boilermakers Local 549
- Jason Lindsey, Ironworkers Local 378
- Rachel Shoemake, IBEW LU 302
- Felipe Hernandez Rios, UA Local 355

- Rik Drury, Sprinklerfitters Local 483
- Chuck Leonard, Plumbers and Steamfitters Local 342
- Tim Frank, consultant with Contra Costa Building Trades

Participants shared priorities and considerations for the plan including:

- There should be coordination and partnership between the City and unions to ensure Richmond is applying for available grant funding and submitting competitive applications. Participants expressed enthusiasm for supporting efforts to obtain grant funding.
- Training is key to ensuring cost savings and that green improvements are installed and commissioned properly. Union apprenticeship and training programs are the most comprehensive and up-to-date on technological advancements. It is important that these training opportunities are promoted to residents and workers and encouraged as career opportunities to students.
- Labor standards should be attached to funding, for example, regarding the Inflation Reduction Act which rewards contractors with tax credits for meeting labor standards. This helps ensure that regardless of whether the contractor works with unions, local hire and labor standards are being met and workers have received high-quality training.
- Training programs should engage and be inclusive of workers with diverse backgrounds including women, people of color, and formerly incarcerated residents. Participants emphasized that unions are well-positioned to support equity goals in the plan because unions provide training and high-road jobs to people from all walks of life, including people of color, people who are low-income, and people who were formerly incarcerated.
- It is important to consider how sustainable improvements such as electrification can have unintended cost consequences for low-income households. Rebates, tax incentives, and subsidies should be leveraged so a low-income household receiving electrification upgrades does not end up with a higher energy bill.

Participants were asked to complete an exit survey following the workshop. Participants indicated they are most interested in pursuing the following green-blue projects:

- Electrification/decarbonization
 - New and existing construction
 - Transportation
- Alternative energy technologies
 - Offshore wind
 - Solar
 - Hydrogen
 - Carbon capture
 - Geothermal

Survey

Overview

A public survey was developed to gather insights from the community about their vision and goals for the City of Richmond and the Green-Blue New Deal plan. The survey served as an educational tool and collected data from residents and community members to inform key recommendations in the plan and next outreach steps. The survey was not designed or conducted to yield statistically valid results.

Design

The survey included eight (8) questions related to the Green-Blue New Deal plan, 10 demographic questions, six (6) contact information questions for receiving more information, and one (1) question about the Green-Blue New Deal logo. All questions in the survey were optional. The eight (8) questions related to the plan included checkbox questions with a limit of how many options respondents could select and open-ended written response questions. The results for checkbox questions may exceed 100% because respondents were allowed to choose multiple options. The six (6) contact information questions will be submitted to Appraccel and the City of Richmond separately so these community members can stay engaged as development and implementation of the plan moves forward.

The survey was available in English and Spanish. A full version of the survey was available online using the survey platform Alchemer and a condensed version of the survey was available as a double-sided one-page paper survey. Both survey versions are available in **Appendix C**. Paper surveys helped ensure that community members who may not be connected to the City virtually were still provided with the opportunity to share their input. Paper surveys were also used by partners to survey community members during outreach activities including workshops and tabling events.

During survey question development, the survey underwent review and edits by City staff. In this process, the focus of some survey questions expanded beyond the scope of the Green Blue New Deal project. For this community findings report, we focus on the survey questions and responses that are directly relevant to the GBND. The responses to questions that were expanded emphasize respondents' concerns regarding meeting immediate basic needs such as food, housing, health care and mental health and a desire to expand the community safety net.

The survey was drafted to use plain language. During revisions, some language was changed to more closely align with wording in the City Resolution and Climate Action Plan. Some stakeholders provided feedback that the survey language was not accessible to all community members and recommended that it be written at or below an 8th grade reading level.

Promotion

The survey was promoted by several supporters of the plan, including Community Champions, CBO partners, and Groundwork Richmond, a local CBO and sub-consultant on the project. Groundwork Richmond committed to collecting 100 surveys at their events during the community outreach period. A link to the survey was also promoted in the City Manager's Weekly Report a few times.

Response Statistics

The survey was open from January 10, 2023 through March 20, 2023. Community Champions were invited to complete the survey and share their feedback on the user experience during December 2022, before the survey formally opened in January 2023. The goal stated in the Engagement Plan was to collect

at least 100 survey responses. In total, 431 responses were received to the survey. These responses can further be broken down into:

- Response Type
 - Complete: 405 (94%)
 - Partial: 26 (6%)
- Response Form
 - Online: 320 (74%)
 - Paper: 111 (26%)
- Response Language
 - English: 387 (89.8%)
 - Spanish: 44 (10.2%)

It is important to note that most Spanish surveys were received in paper form as they were gathered during outreach efforts along Richmond's 23rd Street commercial district.

Findings

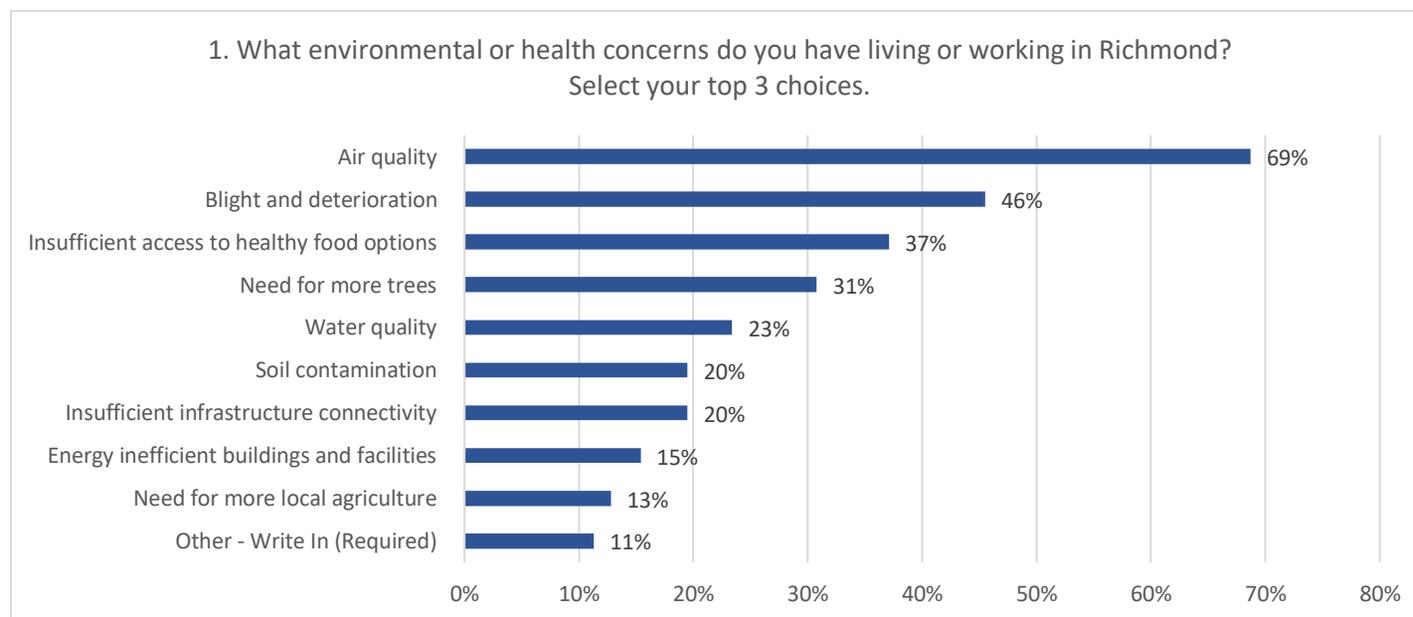
This section includes high-level findings from each survey question. The raw survey data is available in **Appendix D**. These findings reflect the perspectives, priorities, and concerns of those who completed the survey and should be considered as community insights rather than representative of all Richmond residents. As noted in the report, several questions were expanded beyond the focus of the Green-Blue New Deal and provide insight into the broader interests and concerns of Richmond residents.

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

Respondents identified air quality (69%) as their top environmental and health concern living and working in Richmond. This concern was followed by blight and deterioration (46%), insufficient access to healthy food options (37%), and need for more trees (31%).

A disaggregated analysis of responses by race shows broad overlap in responses. Respondents were grouped into two groups: 1) white alone, and 2) races other than white or multi-racial. Further disaggregation was not possible due to the small sample size. Both groups identified air quality as a top concern, with more than 60% of respondents in both groups selecting this option. Respondents who identified as white alone were more likely to identify blight and deterioration as a problem (53%) than were respondents of other races or who were multiracial (39%).

Total Responses: 415/431



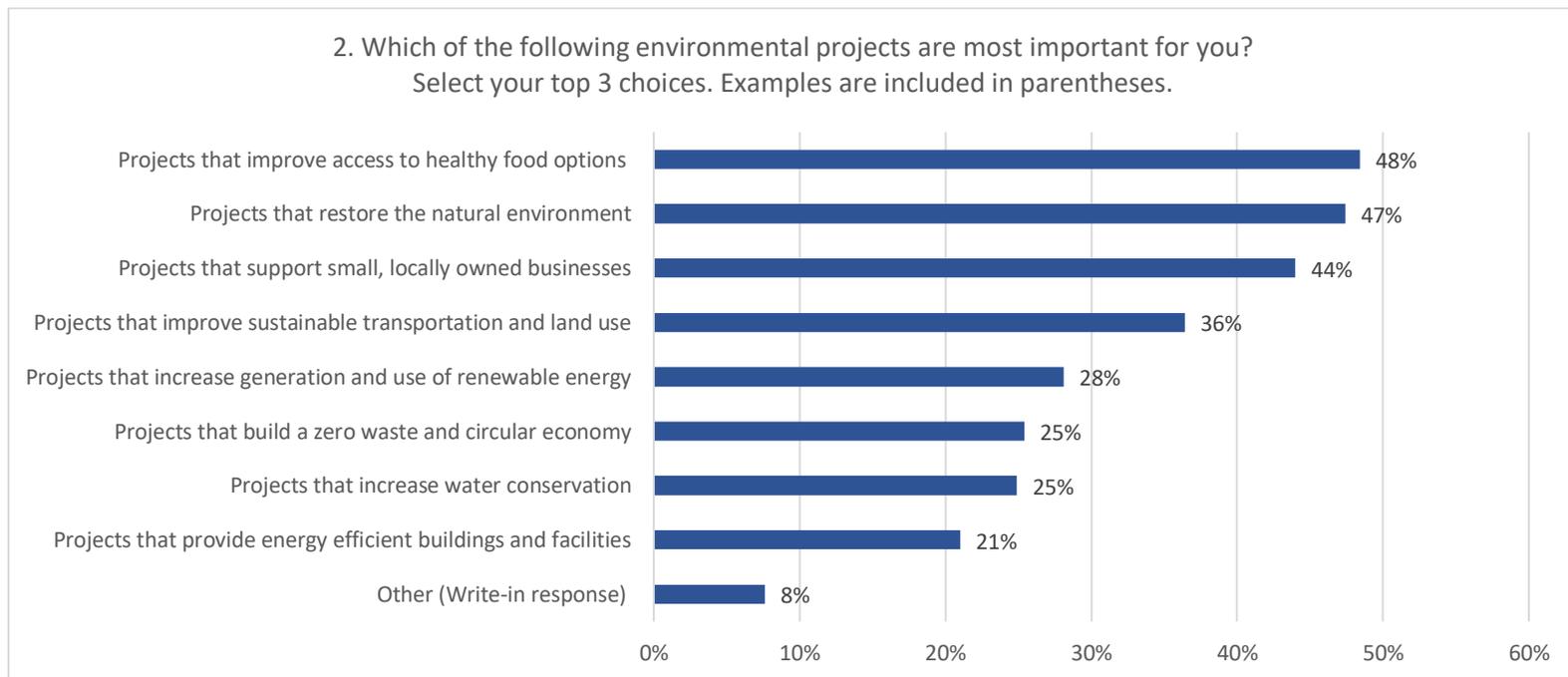
2. Which of the following environmental projects are most important for you? Select your top 3 choices.

Respondents indicated that projects that improve access to healthy food options (48%), projects that restore the natural environment (47%), and projects that support small, locally owned businesses (44%) are the types of environmental projects which are most important to them.

A disaggregated analysis of responses by race shows broad overlap in responses. Respondents were placed into two groups: 1) white alone, and 2) races other than white or multi-racial. Further disaggregation was not possible due to the small sample size. Responses reflected similar choices in both the white alone group and the races other than white and multiracial group (less than a 10% difference). The two responses with greater than a 10% difference were improving access to healthy food choices (37% white alone, 51% races other than white and multi-racial), and increasing access to and use of renewable energy (35% and 23% respectively).

In the survey, examples were included in parentheses with each of these statements to provide more context but have been removed for ease of depicting the data in the chart below.

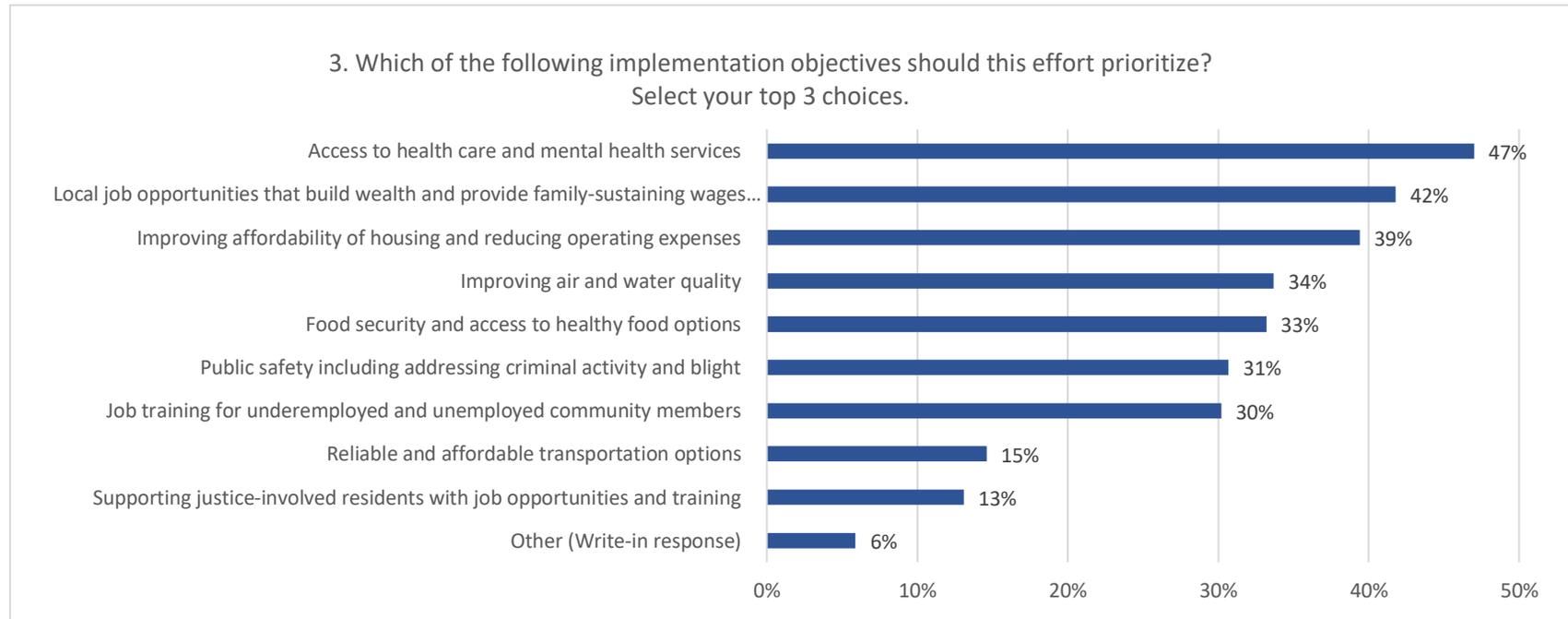
Total Responses: 409/431



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

Respondents indicated that this effort should prioritize access to health care and mental health services (47%), local job opportunities that build wealth and provide family-sustaining wages for workers (42%), and improve the affordability of housing and reduce operating expenses (39%). Access to health care and mental health services is an important area of concern for respondents, which, while not an area directly targeted by the Green-Blue New Deal, provides insight for local policy makers on constituents' needs.

Total Responses: 404/431

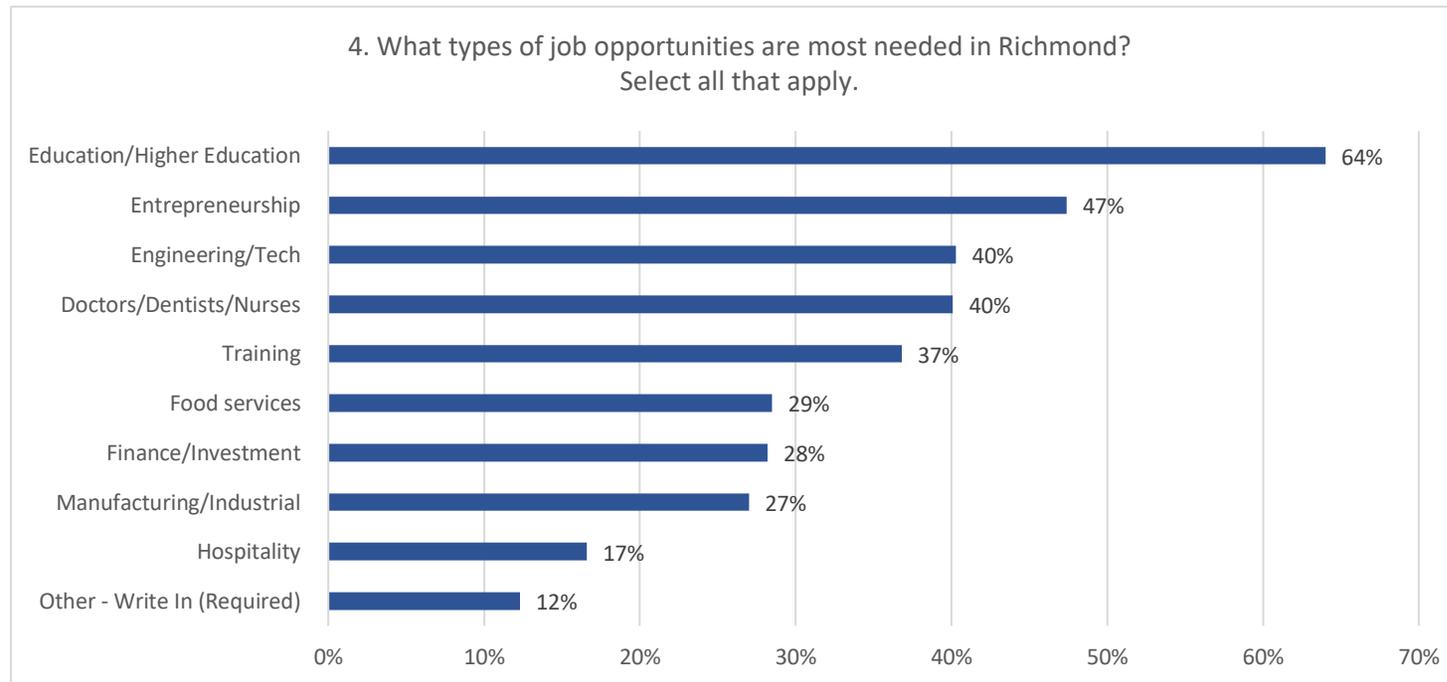


4. What types of job opportunities are most needed in Richmond? Select all that apply.

Respondents indicated that education and higher education job opportunities (64%) are most needed in Richmond. This was followed by job opportunities in entrepreneurship (47%), engineering/tech (40%), doctors/dentists/nurses (40%), and training (37%).

For respondents who included “Other” as a response, several indicated that trades and union jobs with paid training and apprenticeship are most needed in Richmond.

Total Responses: 397/431



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

Participants were most interested in learning more about:

- Renewable energy sources including solar energy and wind energy
- Restoring the natural environment and cleaning up contaminated land
- Training opportunities for youth, students, and those with less work experience

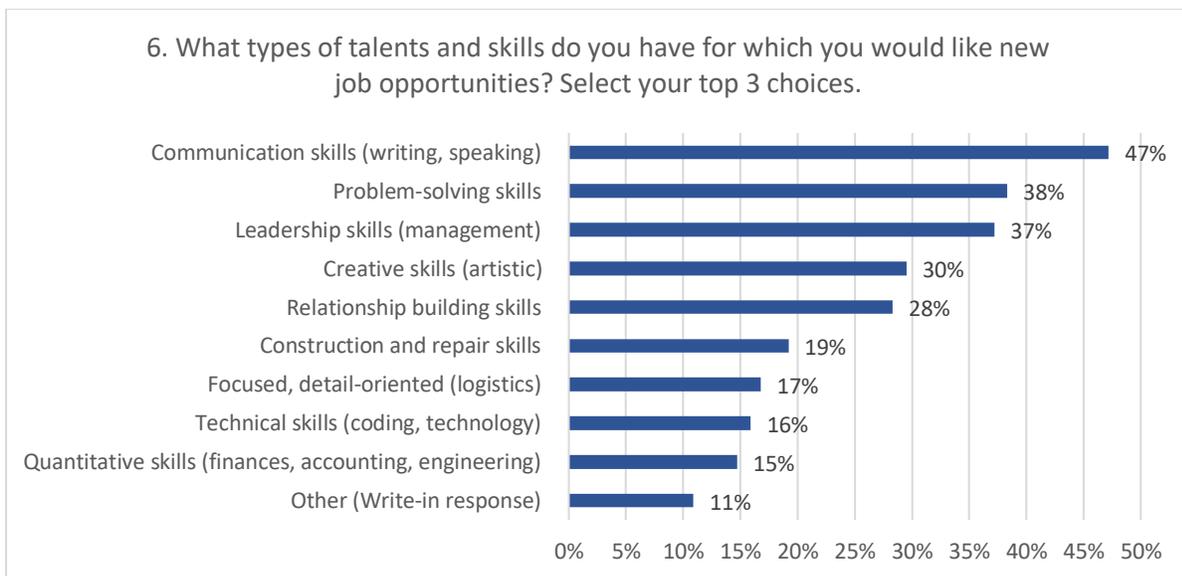
Total Responses: 86/431

*Question 5 was not included in the paper survey.

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

Respondents indicated that they are most interested in new job opportunities that require communication skills (47%). This was followed by problem-solving skills (38%), leadership/management skills (37%), creative/artistic skills (30%), and relationship building skills (28%). The top talents and skills indicate there is a strong interest in job opportunities requiring soft skills.

Total Responses: 339/431



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

Participants' visions for a Green-Blue Richmond in 2030 included:

- A healthy and clean community where residents feel safe and take pride in Richmond
- A local economy that has transitioned to environmentally sustainable industries and jobs
- More local jobs with higher wages for Richmond residents that have accessible training opportunities
- Support for existing and new small businesses and entrepreneurs
- More affordable housing and housing solutions for all, including unhoused residents
- Thoughtfully planned, reliable, and accessible public transportation
- Nature restoration and more green space and parks for community to gather
- Access to healthy, fresh food options and elimination of food deserts

Total Responses: 160/431

*Question 7 was not included in the paper survey.

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?

Participant questions and concerns about the Green-Blue New Deal development and implementation of the plan included:

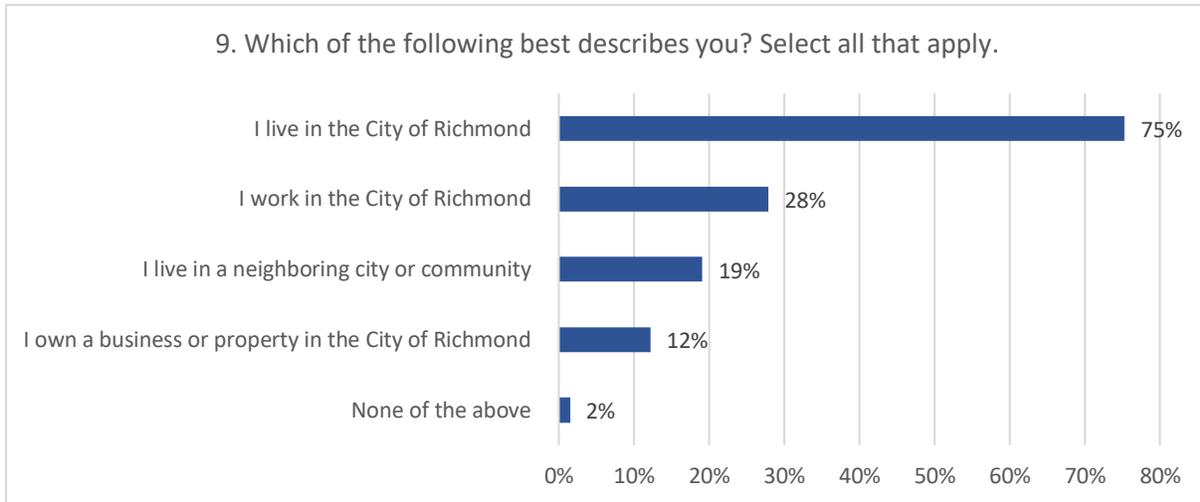
- How will the Green-Blue New Deal benefit Richmond residents that need the most support? These communities include historically underserved and underinvested communities, BIPOC communities, formerly incarcerated community, and unhoused community.
- Ensuring sustainable, long-term benefits for Richmond residents including health, employment, and housing stability.
- Implementation logistics
 - Who will implement the workforce development plan and what are their qualifications?
 - Where is funding for the plan coming from?
 - Who will make funding decisions related to the plan?
 - Are decisions data-driven and evidence-based?
 - How will updates and progress be communicated to the community?
 - What outcomes and metrics are being used to measure impact?
 - How do these outcomes and metrics prioritize the environment and local workers?
- The community would like to continue to be updated on progress during implementation and be able to provide input that will be incorporated on an ongoing basis. It is important to engage with community members through strategies and networks beyond standard City communications that allow for robust discussion and engagement.
- The plan should be inclusive of all Richmond residents and ensure all voices are heard.
- Understanding and acting to mitigate the potential for gentrification and displacement resulting from green-blue economic development.

Total Responses: 187/431

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

Most respondents live in Richmond (75%) and nearly a third work in Richmond (28%).

Total Responses: 409/431

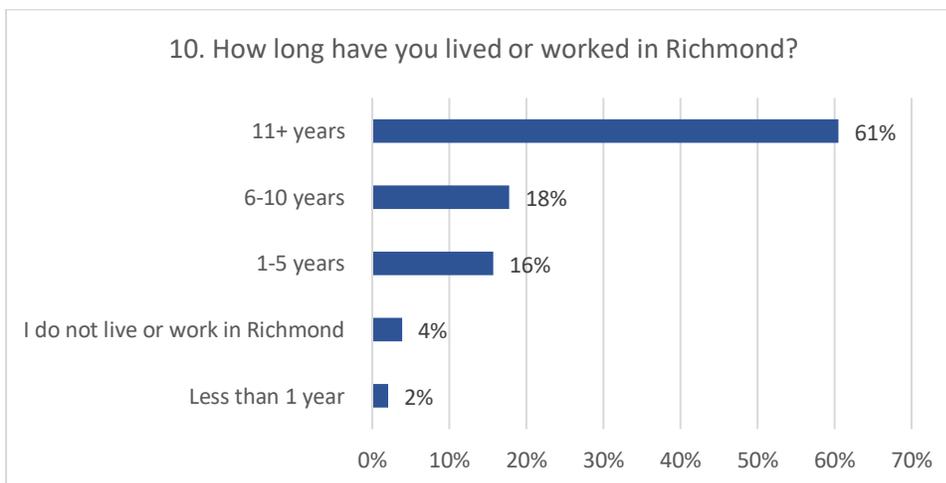


10. How long have you lived or worked in Richmond?

Most respondents have lived or worked in Richmond for 11 years or more (61%) trailed by 6-10 years (18%) and 1-5 years (16%), indicating that most respondents reached are long-term Richmond residents.

Total Responses: 281/431

*Question 10 was not included in the paper survey.



11. What neighborhood do you live in? What are the landmarks or streets that define your neighborhood?

The most common neighborhoods respondents live in included:

- North and East (22)
- East Richmond (19)
- Marina Bay (13)
- Hilltop (10)
- Point Richmond (10)
- Panhandle Annex (10)
- Richmond Annex (9)
- Brickyard Cove/Landing (8)
- Iron Triangle (8)
- El Sobrante (7)
- May Valley (6)

The other responses included specific landmarks or cross streets.

Total Responses: 230/431

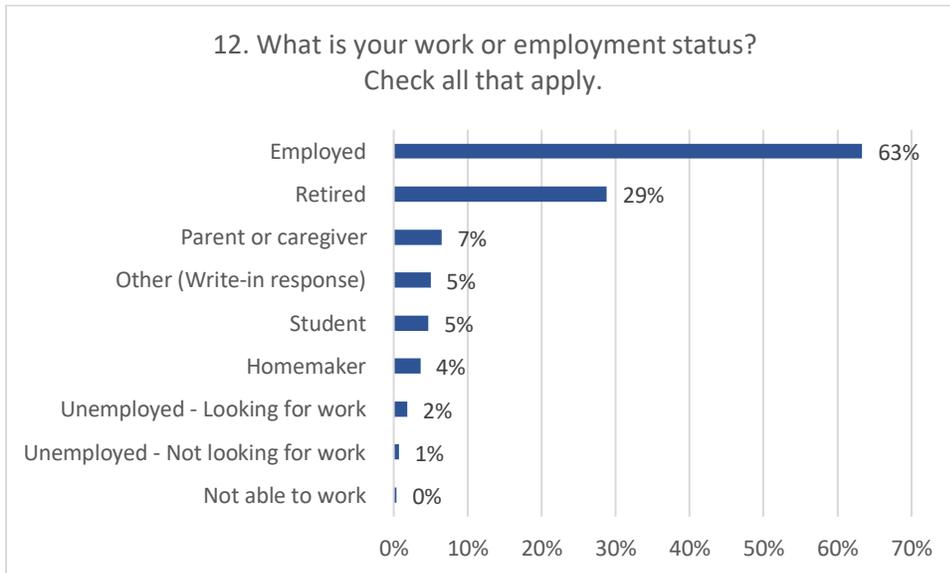
*Question 11 was not included in the paper survey.

12. What is your work or employment status? Check all that apply.

Respondents who selected "Other" indicated they were employed part-time or self-employed.

Total Responses: 278/431

*Question 12 was not included in the paper survey.

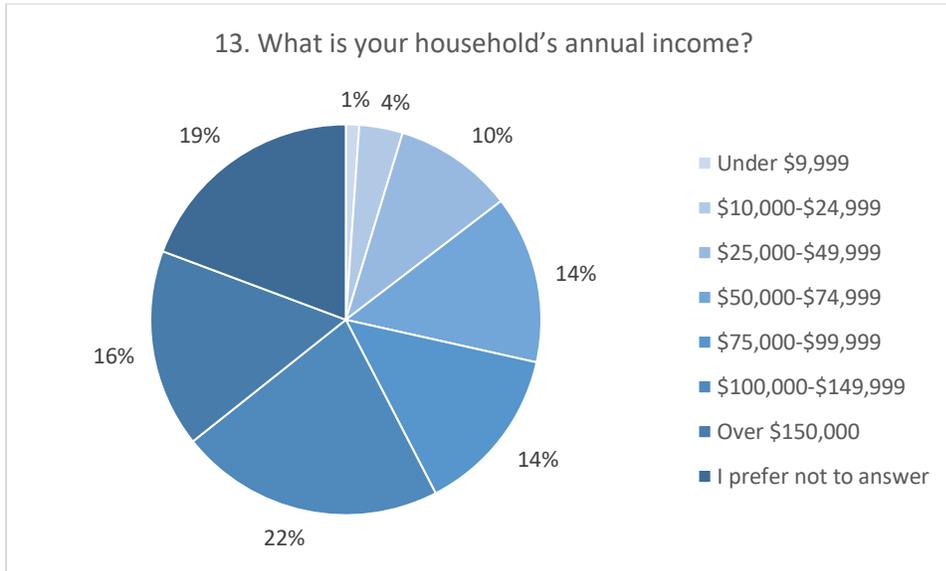


13. What is your household's annual income?

Respondents reported a variety of income levels with the top responses being \$100,000-\$149,000 (22%). A significant number of respondents preferred not to answer (19%).

Total Responses: 274/431

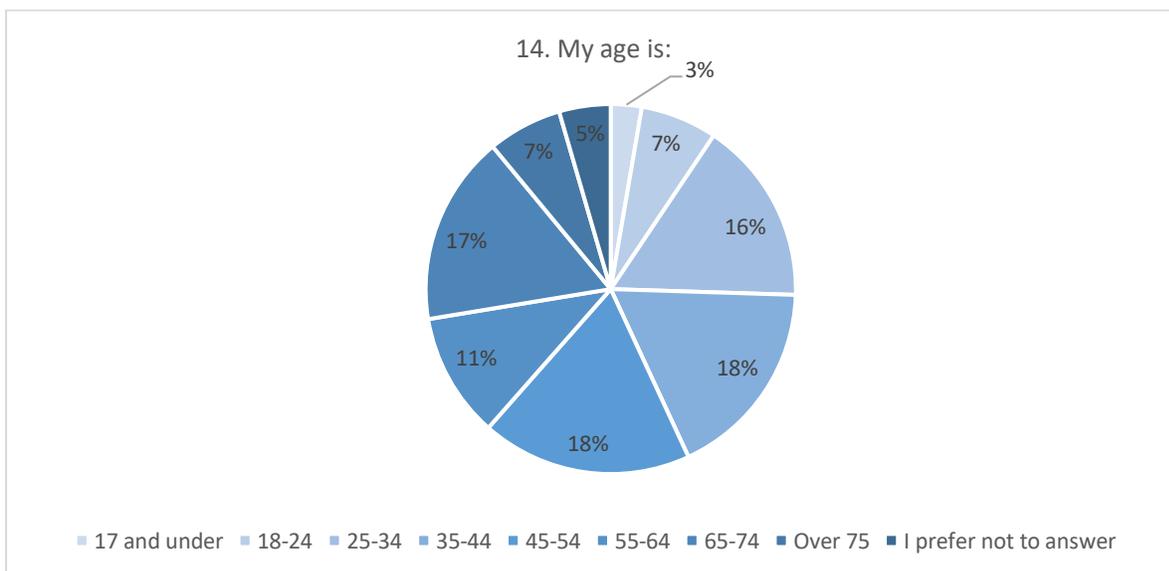
*Question 13 was not included in the paper survey.



14. My age is:

Respondents reported a variety of ages with a nearly even response rate between 25-34 (16%), 35-44 (18%), 45-54 (18%), and 65-74 (17%).

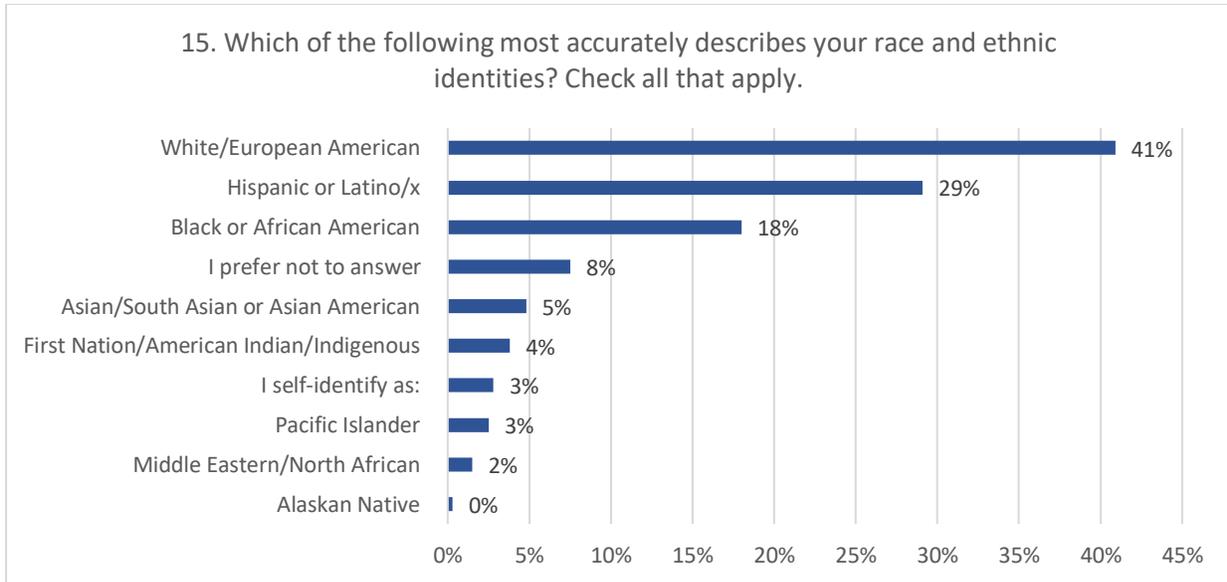
Total Responses: 403/431



15. Which of the following most accurately describes your race and ethnic identities? Check all that apply. Respondents reported a variety of race and ethnic identities. White and European respondents (41%) followed by Hispanic or Latino/x respondents (29%), and Black or African American respondents (18%). With the exception of the Hispanic or Latino/x respondents, respondent race and ethnic identities are within 10% of the racial demographics reported by the U.S. Census Bureau.²

The “I self-identify as” option was a written response option for respondents interested in identifying their race or ethnicity.

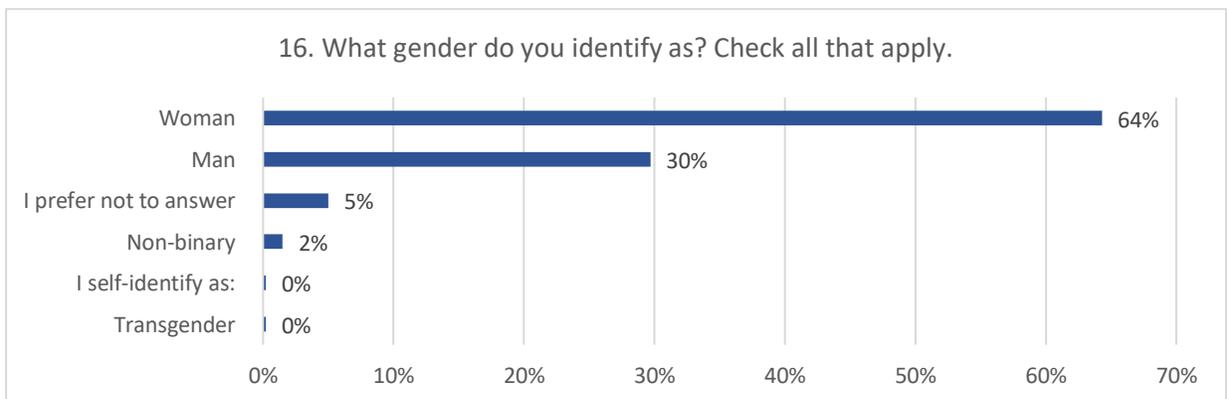
Total Responses: 399/431



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

Most respondents identified as women (64%).

Total Responses: 401/431

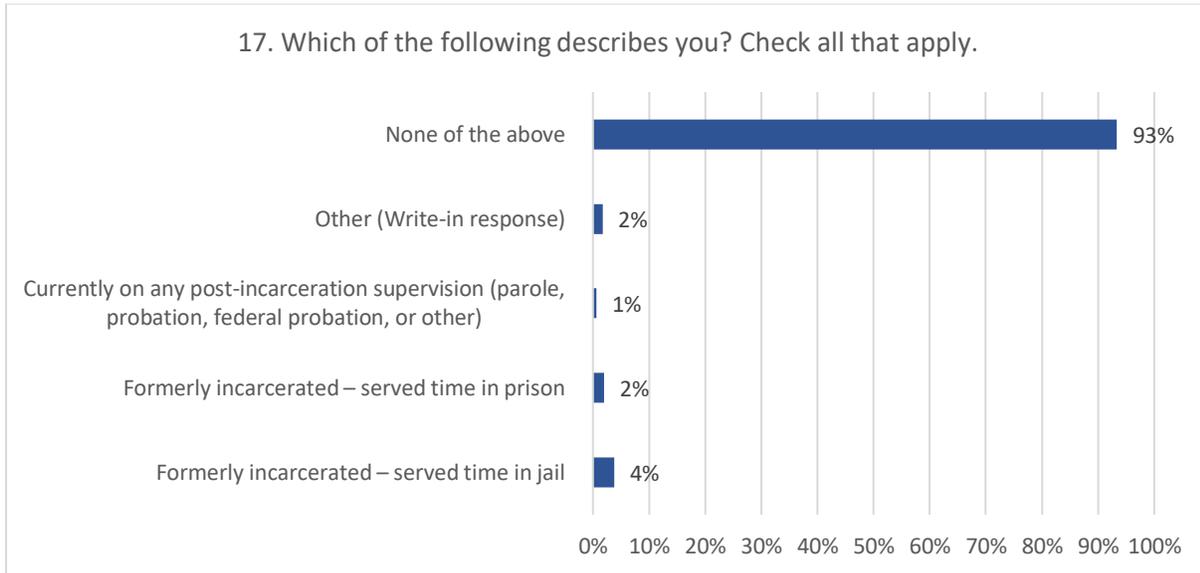


² www.census.gov/quickfacts/richmondcitycalifornia

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

Six percent of respondents indicated they were formerly incarcerated with 4% serving time in jail and 2% serving time in prison. Respondents who selected “Other” indicated they had family members (parents or children) who have been systems impacted or they had been arrested with charges dropped.

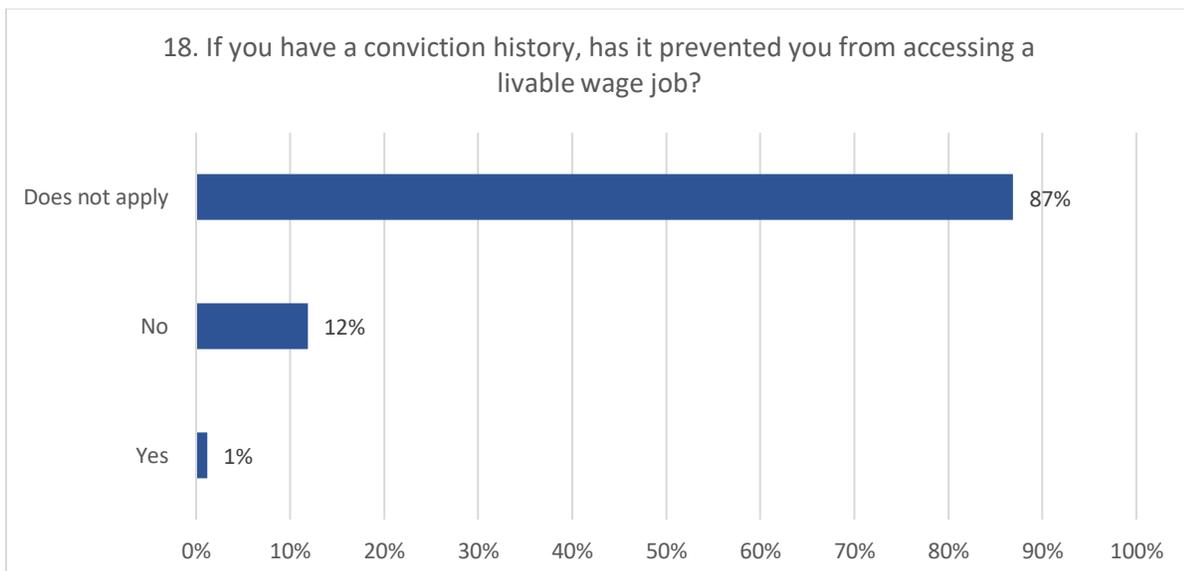
Total Responses: 345/431



18. If you have a conviction history, has it prevented you from accessing a livable wage job?

Thirteen percent of respondents indicated that this question applied to them and of that percentage 12% (29 respondents) indicated their conviction history has not prevented them from accessing a livable wage job and 1% (3 respondents) indicated it has prevented them from accessing a livable wage job.

Total Responses: 244/431



25. All aspects of the Richmond Green-Blue New Deal will represent the vision of the community. Which logo do you like most to represent this project? Select 1 choice.

The majority of respondents indicated support for logo option 2 (31%) and logo option 4 (32%). Together, option 2 and option 4 garnered 63% of votes.

Option 1:



Option 2:



Option 3:

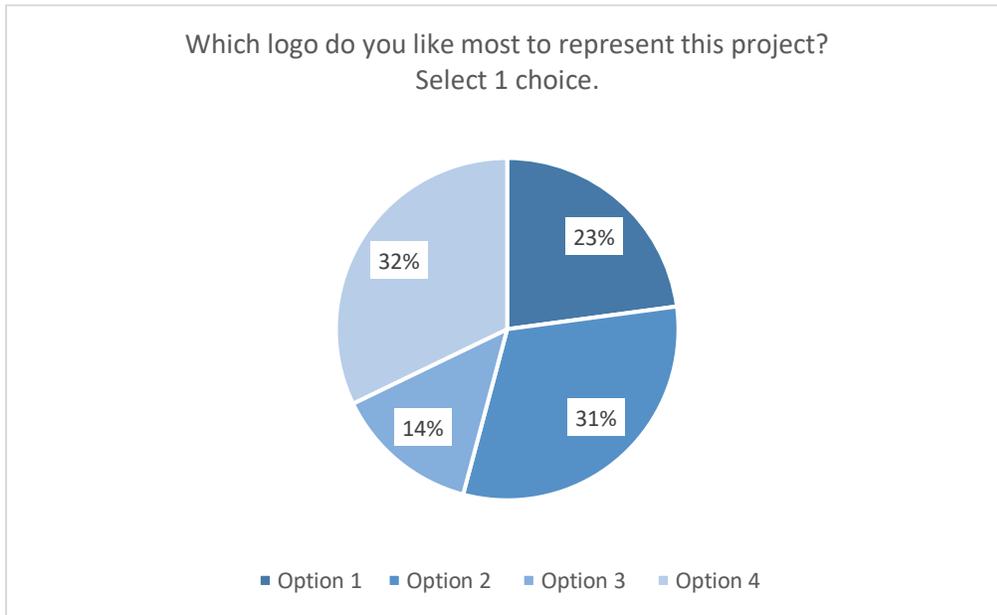


Option 4:



Total Responses: 227/431

*Question 25 was not included in the paper survey.



Appendix

- Appendix A- Community Champions Meeting Activities
- Appendix B- CBO Partner Materials and Documents
- Appendix C- Online and Paper Surveys
- Appendix D- Survey response data (Excel sheet)