



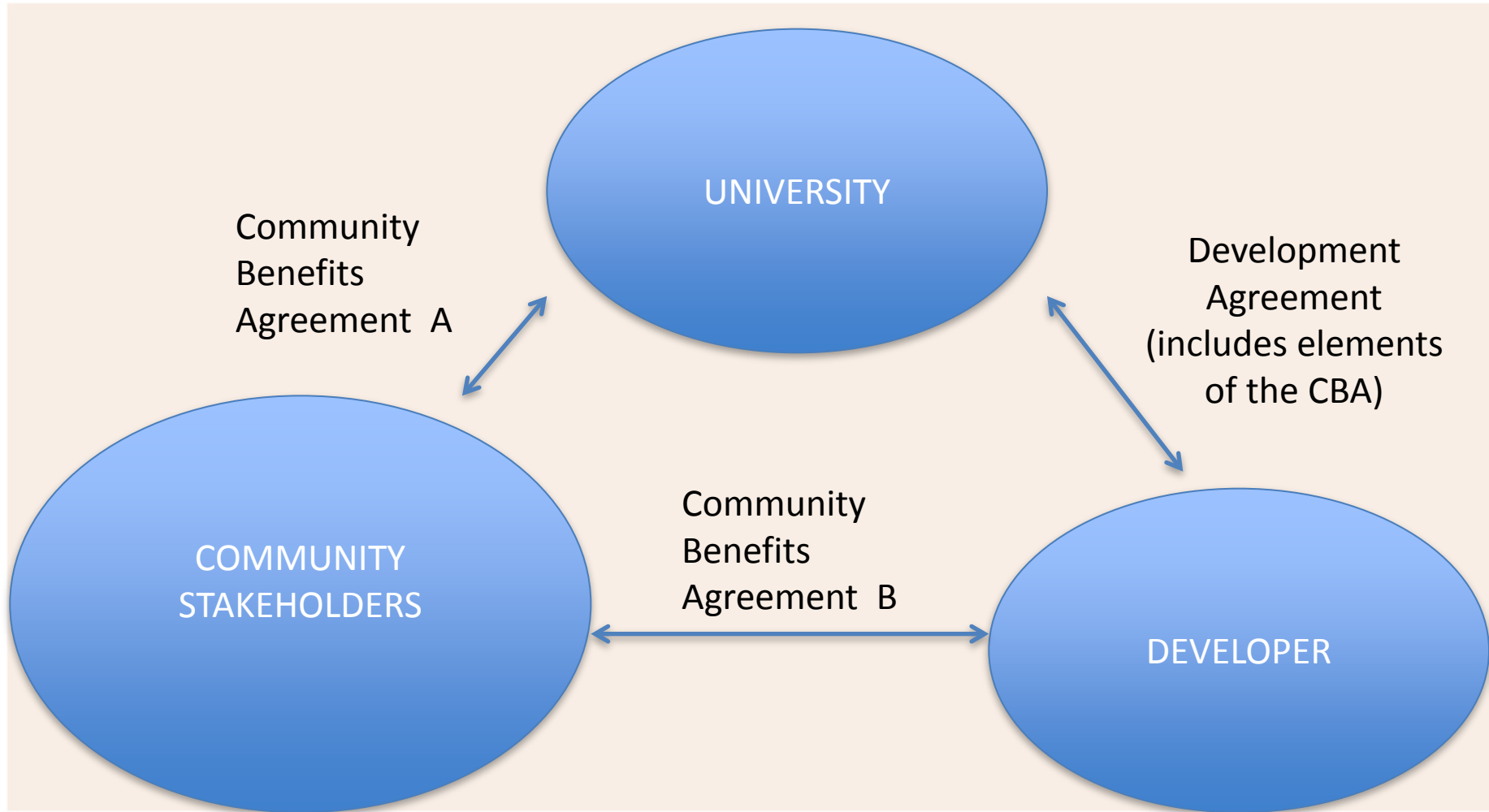
haas institute
FOR A FAIR AND INCLUSIVE SOCIETY

Anchor Richmond Community Opportunity and The Berkeley Global Campus

PRESENTERS:
Cristina Hernandez
Eli Moore
Melvin Willis

DATE:
December 18, 2014

HOW COMMUNITY BENEFITS AGREEMENTS WORK



RESEARCH QUESTIONS

- What are the existing challenges that the new campus could help alleviate or exacerbate?
- What existing strengths and opportunities could the campus support and build upon?
- What can we anticipate will be the impact of the new campus on vulnerable communities and residents?
- What examples of past projects, and existing university policies, can help us understand what is possible?
- What best practices and policies are known to achieve the type of impact the community would like to see?

RESEARCH PROCESS

- Engaging community to collaborate in defining questions and analyzing findings
- Mapping and analyzing existing social, economic, and other local and regional data
- Case studies on anchor institutions
- Policy analysis of existing policies and practices
- Best practices research
- Technical assistance from various experts (Julian Gross, Career Ladders, Just Cause, Joe Recchie, and Haas Staff)



The numbers:

- Over **300** community members involved
- **45** leadership weekly meetings
- **15** research meetings with local, county and state officials and UCB staff
- **8** in depth expert-led skill-building workshops
- Creation of a coalition table including **7** organizations
- Intense canvassing in Santa Fe, Coronado, Iron Triangle knocking on **250** doors!

A large group of diverse people, including men, women, and children of various ages and ethnicities, are seated in a church sanctuary. They are holding papers, likely hymnals or informational materials, and appear to be participating in a community action event. The scene is captured from a low angle, looking down the length of the sanctuary. The lighting is warm and slightly dim, with a red tint overlaid on the entire image. The text is overlaid in the center in a white, sans-serif font.

Over 250 community members participated at a community action in May at Miracle Temple Church

POWER IN COMMUNITY!



YOUTH & EDUCATION ISSUES

Education in Richmond:

- **Students not on track to take advantage of STEM opportunities:** 16.1% of African American students and 28.6% of Latino students from Richmond High School met proficiency rates in math
- **Schools lacking critical resources:** Kennedy High School has no lab science equipment
- Only 2 full-time teachers taught Health Science and Medical Technology in 2011-12 for Richmond's 8,500 high school students
- **Curriculum and classes not creating opportunity for all:** For example, only 11 AP courses were offered, equating to enough for 11% of high school graduates to take an AP class

YOUTH & EDUCATION RECOMMENDATIONS

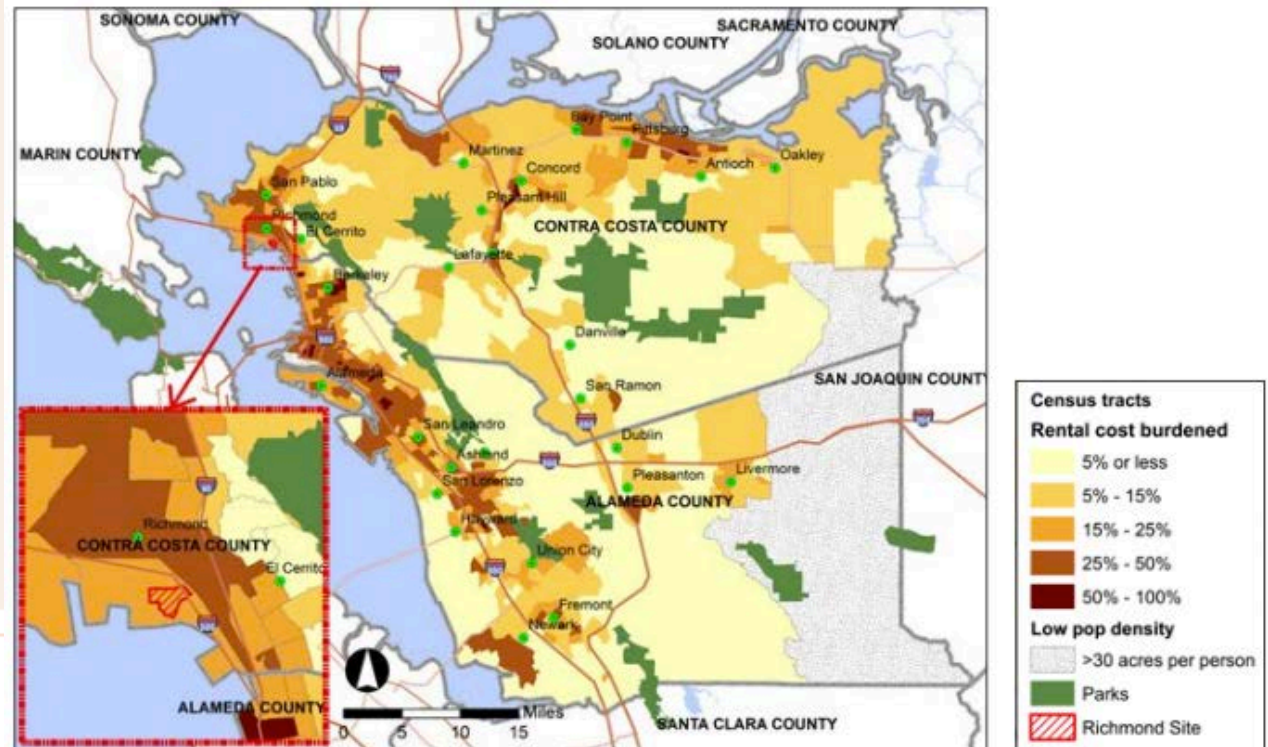
Strategies and Policy for Educational Opportunities:

- Invest annually in Career Awareness and Exploration, providing K-14 curriculum support and faculty training, field trip support, and mentoring interactions for high school academy students
- Invest annually to support Richmond teachers with training, curricula planning, and equipment
- Invest annually to provide internships and experiential learning opportunities for 100 high school and community college students to help build career pathways in relevant fields
- Build and maintain an educational lab at the new campus for use by students and job training participants

HOUSING ISSUES

- Increased housing demand brought by new campus will contribute to increases in rent and housing costs
- In Richmond, more than **40 foreclosures happening every month** and more than half of homeowners have “underwater” mortgages
- More than **9,000 Richmond residents** (48% of all renters) are low-income renters already over-burdened by housing costs.

These populations are vulnerable to displacement if housing costs increase



HOUSING RECOMMENDATIONS

Housing Strategy and Policy Solutions:

- Support affordable home ownership by investing in a Affordable Housing Trust fund that will subsidize the development of affordable housing units and fund rent-to-own and down payment assistance programs
- Invest annually to support vulnerable low income renters through outreach and tenant legal assistance and emergency rental assistance
- Advocate for city to establish local protections for low income tenants, such as rent stabilization and just cause

COMMUNITY WORKFORCE

Unemployment in Richmond is an ongoing challenge:

- 12% unemployment, which is about **6,400 adults** without paid work; 78% of formerly incarcerated unemployed
- **One of three parents** don't earn basic minimum income
- In higher paying professions of science, engineering, and computer occupations, Latino and African American populations combined are less than **10% of workers though they represent 27% of the total workforce**

COMMUNITY WORKFORCE RECOMMENDATIONS

Workforce and Employment Strategies:

- Invest in workforce development programs that support historically excluded workers
- Adopt a hiring policy with the goal of at least 50% of project work hours worked by local residents, and 25% of hours worked by disadvantaged workers.
- Sign a Project Labor Agreement with the Contra Costa Building Trades Council and community-based organizations that ensures union representation of workers and formalizes local hire procedures
- Institute a living wage policy and extend union bargaining agreements to the new campus

LOCAL BUSINESS ISSUES

- Wealth allows families to get through hard times and pass economic opportunity to the next generation
- Wealth of an average American household fell by $\frac{1}{3}$ between 2005-10 and median household net worth of white families was \$110,729, while **net worth of Latino and African American households was \$7,424 and \$4,995**, respectively
- Important component of anchor institution strategy is to generate business opportunities through its purchasing of goods and services
 - LBNL spends about \$76 million a year on procurement, and of this amount, only 26% went to small business and 10% to East Bay firms
- UC Berkeley spent \$842 million on purchasing goods and services in 2012, only \$17,000 went to Richmond businesses
- Long history in US and other countries of government procurement being leveraged to meet a social need

LOCAL BUSINESS RECOMMENDATIONS

Business and Community Wealth Strategies

- Sponsor an ‘anchor opportunity study’ analyzing campus purchasing opportunities for new, small minority-owned and worker-owned businesses
- Dedicate UC Berkeley and LBNL staff to meet regularly with a community business working group to identify new opportunities for collaboration
- Create a fund for launching and building capacity of small, minority, and worker-owned businesses offering goods or services to the campus
- Structure contracts and the contract bidding process to encourage inclusion of small, minority-owned, and worker-owned businesses