Anchor Richmond
Community Opportunity and
The Berkeley Global Campus

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HOW COMMUNITY BENEFITS AGREEMENTS WORK

Community Benefits Agreement A

UNIVERSITY

Development Agreement (includes elements of the CBA)

COMMUNITY STAKEHOLDERS

Community Benefits Agreement B

DEVELOPER
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!
Over 250 community members participated at a community action in May at Miracle Temple Church.
POWER IN COMMUNITY!
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
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 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
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
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
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.
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