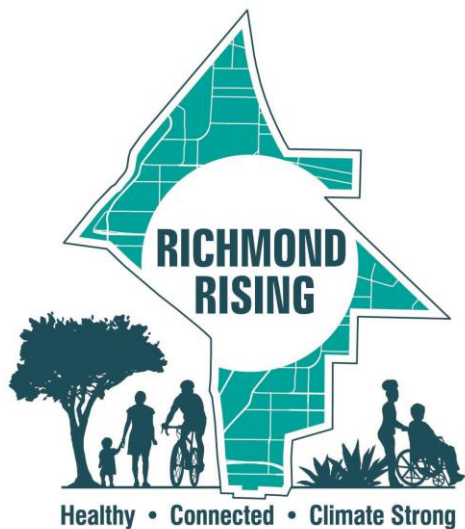


# Richmond Rising Place-Based Workforce Development: Findings Report

December 2024



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## Introduction

As part of the Richmond Rising Initiative funded by the Transformative Climate Communities grant, the City of Richmond is developing a Place-Based Workforce Development Strategy and Implementation Plan focused on the Iron Triangle, Santa Fe, and Coronado neighborhoods. This work builds on the progress made during the grant's initial year and takes into account the most up-to-date and current available data.

The City of Richmond engaged the Glen Price Group (GPG) to support the development of the Place-Based Workforce Development Strategy and Implementation Plan. This report includes information about the project area, including demographics, workforce data, and industry findings. It also includes findings on workforce challenges and opportunities in the project area and recommendations to inform the Place-Based Workforce Development Strategy and Implementation Plan. The information in this report was gathered through the following methods:

- **A review of existing Richmond Rising materials** was conducted to better understand the overall project and the work to date as it relates to workforce development.
- **Participation in Richmond Rising Stakeholder Committee meetings** helped identify key individuals to interview.
- **Informational interviews** with local organizations were carried out to better understand the context of the project area and the available job and training opportunities.
- **Desk research** was performed to gather information about the project area, including community demographics, local employers and jobs, and workforce development and training opportunities.
- **A planning session** with Richmond Rising stakeholders took place to iterate on the initial draft recommendations and help prioritize the workforce strategies for 2025.

## Transformative Climate Communities Grant

The Transformative Climate Communities (TCC) grant is a California state initiative that funds community-led development and infrastructure projects in disadvantaged communities to achieve environmental, health, and economic benefits. Managed by the California Strategic Growth Council (SGC), the program empowers communities to choose strategies aligned with their local vision, focusing on measurable outcomes and data-driven milestones. Richmond is one of 37 communities that have received a TCC grant since its inception in 2018. The TCC grant is a California Climate Investments program funded through the State General Fund and cap-and-trade dollars.<sup>1</sup>

## Richmond Rising

Richmond Rising is the initiative supported by the City of Richmond's TCC grant. A diverse coalition of seven partner organizations, numerous community members, and various supporting entities have united with a shared goal: to enhance Richmond's public, environmental, and

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<sup>1</sup> California Strategic Growth Council. [Transformative Climate Communities](#).

economic well-being. These partners bring decades of experience working within the City of Richmond and the specific project area. Their long-standing commitment is evident through their consistent collaboration with residents and implementation of both large and small-scale initiatives aimed at boosting climate resilience and improving the overall quality of life in the community.<sup>2</sup> For the list of partners and their projects, see [Appendix C](#).

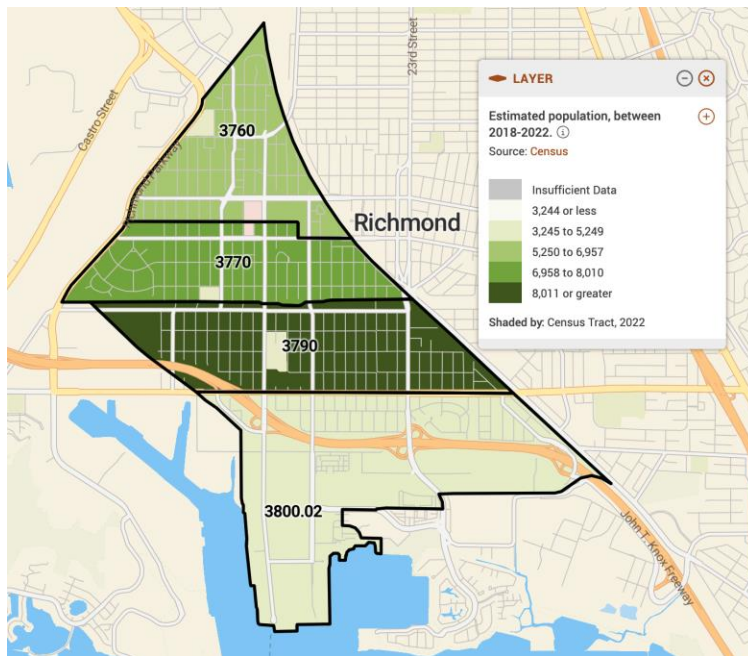
## Project Area Snapshot

The project area is a diverse community with unique challenges and opportunities. This section provides an overview of key demographic and socioeconomic factors that shape the lives of its residents. For this report, Census Tracts 3760, 3770, 3790, and 3800.02 are used to calculate estimates; however, Richmond Rising only includes a portion of Census Tract 3800.02. This census tract was included because it connects the other three neighborhoods to the ferry station.

## Population

The project area has a population of 26,391, which accounts for about 23% of Richmond's total population of 114,104 and 2% of Contra Costa County's total population of 1,162,648.<sup>3</sup>

**Figure 1: Estimated Population Between 2018-2022<sup>4</sup>**



It is estimated that approximately 63,000 residents of Contra Costa County are undocumented,

<sup>2</sup> Richmond Rising. [About web page](#).

<sup>3</sup> U.S. Census Bureau. (2022). ACS Demographic and Housing Estimates. American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP05.

<sup>4</sup> Link to interactive map: <https://plcy.mp/2p2RY2Hd>

although data at the project or city level is unavailable.<sup>5</sup> It is important to note that undocumented residents are not represented in some of the data sources used in this report because this information is only sometimes collected due to privacy concerns.

### Population Map by Census Tract

Figure 1 is a map of the project area, shaded to reflect population density by census tract. The map illustrates that the northern parts of the project area (Census Tracts 3760, 3770, and 3790) have a higher population than the area closest to the Bay (Census Tract 3800.02).

### Race & Ethnicity

The project area has a diverse population, with 65% of residents identifying as Hispanic or Latino, followed by 19% identifying as Black or African American. In comparison to the City of Richmond and Contra Costa County, the project area has smaller populations of White and Asian residents but a larger Hispanic population. Additionally, compared to Contra Costa County, the project area has a higher percentage of Black or African American residents.<sup>6</sup>

Race & Ethnicity	Project Area Estimate	Project Area %	City of Richmond %	Contra Costa County %
White alone	1,358	5%	17%	41%
Black or African American alone	4,981	19%	18%	8%
American Indian and Alaska Native alone	21	0%	0%	0%
Asian alone	1,559	6%	14%	18%
Hispanic or Latino	17,029	65%	44%	26%
Native Hawaiian and other Pacific Islander alone	137	1%	0%	0.5%
Some other race	167	1%	1%	1%
Two or more races	1,139	4%	5%	5.4%
<b>TOTAL</b>	<b>26,391</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## Health

### Insurance Coverage

An estimated 87% of residents in the project area have health insurance, which is lower than the

<sup>5</sup> Profile of the Unauthorized Population: Contra Costa County, CA (2019); Migration Policy Institute.

<sup>6</sup> U.S. Census Bureau. (2022). Hispanic or Latino Origin by Race. *American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B03002.*

91% insured in the City of Richmond and the 95% insured in Contra Costa County.<sup>7</sup>

### Insurance Coverage by Race / Ethnicity

The percentages of those insured vary by race and ethnicity in the project area. For instance, 97% of Black or African American residents are insured compared to only 47% of American Indian or Alaska Native residents.<sup>8</sup>

Insurance Coverage by Race	Project Area Estimate	Project Area %	City of Richmond %	Contra Costa County %
White alone	2,003	86%	89%	95%
Black or African American alone	4,794	97%	94%	95%
American Indian and Alaska Native alone	165	47%	76%	90%
Asian alone	1,445	92%	93 %	96%
Native Hawaiian and other Pacific Islander alone	160	78%	83 %	94 %
Some other race	1,110	86%	83%	85 %
Two or more races	3,112	77%	89 %	96%

Insurance Coverage by Ethnicity	Project Area Estimate	Project Area %	City of Richmond %	Contra Costa County %
Hispanic or Latino (of any race)	13,951	82%	84%	89%

### Access to Healthcare

The project area has been designated as medically underserved by the Health Resources and Services Administration (HRSA), an agency of the Department of Health and Human Services (HHS). This designation is based on factors such as a shortage of primary care providers, high infant mortality rates, high poverty levels, and a significant elderly population.<sup>9</sup>

### Health Conditions

Pollution levels in the project area are some of the highest in the state (see Figure 2 below). According to the Richmond Environment and Asthma Community Health (REACH) Study, asthma

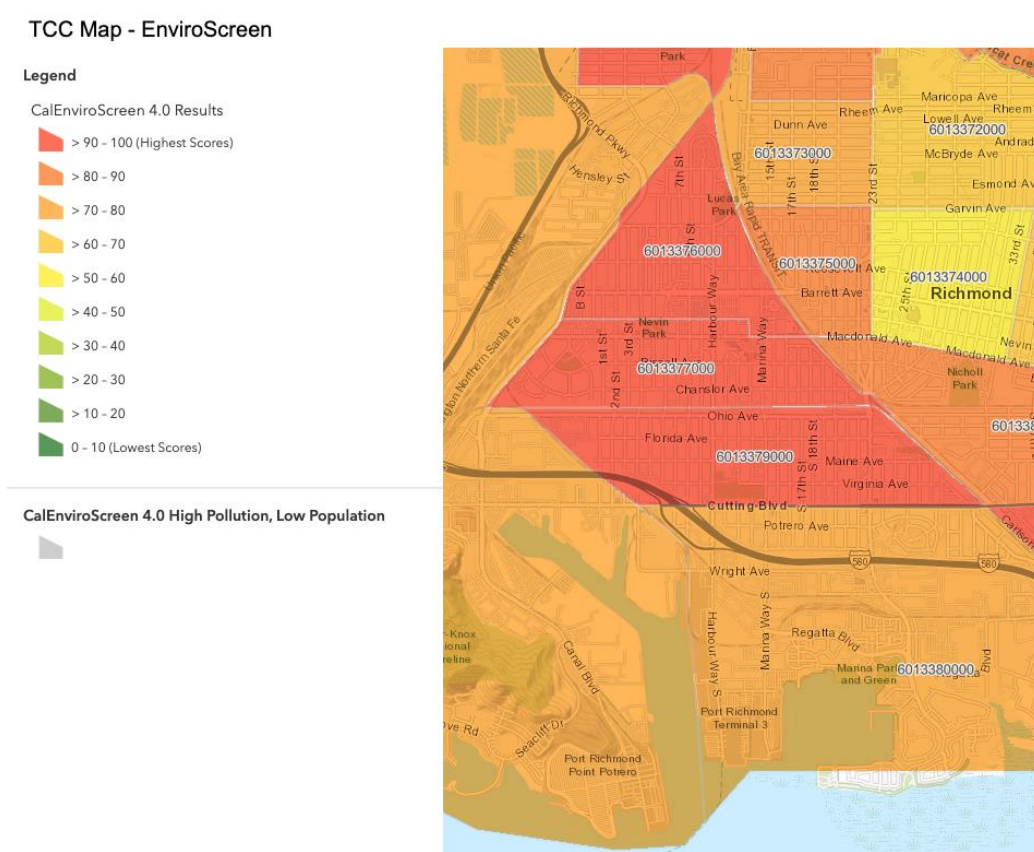
<sup>7</sup> U.S. Census Bureau. (2022). Selected Characteristics of Health Insurance Coverage in the United States. American Community Survey, ACS 5-Year Estimates Subject Tables, Table S2701. All estimates from table S2701 are based on civilian noninstitutionalized population.

<sup>8</sup> Ibid.

<sup>9</sup> Health Resources and Services Administration. [Medically Underserved Area \(MUA\) Find tool.](#)

rates in the City of Richmond are 25%, which is double California’s rate of 13%.<sup>10</sup>

**Figure 2: CalEnviroScreen 4.0 Results for Project Area<sup>11</sup>**



## Disabilities

It is estimated that 11% of residents in the project area have a disability. This rate is comparable to 10% in the City of Richmond and 11% in Contra Costa County.<sup>12</sup>

However, rates vary widely among different groups. Black or African American residents have the highest percentage of identified disabilities at 26%. Native Hawaiian and other Pacific Islander residents follow closely with 21%. In contrast, the percentage of residents with identified disabilities is lowest among those who identify as “some other race,” at 6%, and American Indian and Alaska Native residents, at just 1%.<sup>13</sup>

<sup>10</sup> UCSF. Collaborative Learning for Equity and Respiratory Health Lab. [Richmond Environment and Asthma Community Health \(REACH\) Study](#).

<sup>11</sup> CalEnviroScreen 4.0.

<sup>12</sup> U.S. Census Bureau. (2022). Selected Characteristics of Health Insurance Coverage in the United States. American Community Survey, ACS 5-Year Estimates Subject Tables, Table S2701. All estimates from table S2701 are based on civilian noninstitutionalized population.

<sup>13</sup> U.S. Census Bureau. (2022) Disability Characteristics. American Community Survey, ACS 5-Year



Disabilities by Race	Project Area Estimate	Project Area %	City of Richmond %	Contra Costa County %
White alone	310	13%	11%	13%
Black or African American alone	1,308	26%	20%	16%
American Indian and Alaska Native alone	2	1%	4%	14%
Asian alone	132	8%	8%	8%
Native Hawaiian and Other Pacific Islander alone	43	21%	10 %	13%
Some other race	734	6%	6%	9%
Two or more races	456	11%	8%	10%

Disabilities by Ethnicity	Project Area Estimate	Project Area %	City of Richmond %	Contra Costa County %
Hispanic or Latino (of any race)	1,127	7%	7%	9%

## Education

The project area is part of the West Contra Costa Unified School District (WCCUSD) and contains ten public schools, including charter schools. There are six elementary schools, Peres, Lincoln, Nystrom, Benito Juarez Charter, Coronado, and Richmond College Prep; one middle school, Richmond Charter; and three high schools, Leadership, Greenwood Academy, and Richmond College Prep, as shown in Figure 3.<sup>14</sup> While not directly in the project area, [Contra Costa Community College](#) is in the neighboring City of San Pablo, just a 10-minute drive or 20 minutes by public transportation.

The overall graduation rate for WCCUSD is 83.8%. However, there are disparities among different racial groups. Among these groups, graduation rates are 95.5% for Filipino students, 93.3% for Asian students, 88.5% for White students, 86% for students of two or more races, 82.1% for

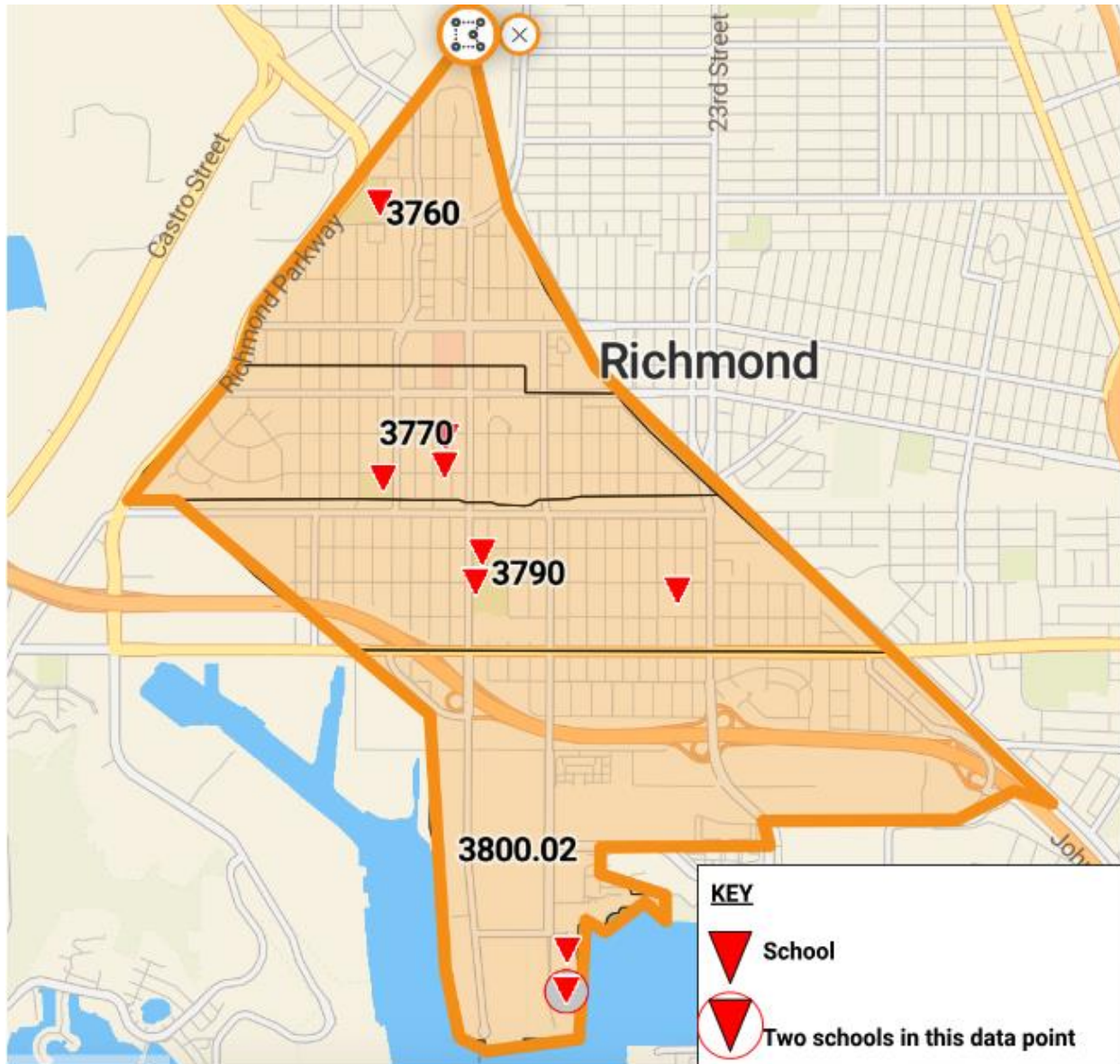
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Estimates Subject Tables, Table S1810. All estimates from table S1810 are based on civilian noninstitutionalized population.

<sup>14</sup> Public Schools: Enrollment and Demographics (NCES) School Year 2022-23. PolicyMap. Based on data from the National Center for Education Statistics. Accessed 26 September 2024. <https://plocy.mp/2dJLmXwZ>

African American students, and 80.3% for Hispanic students.<sup>15</sup>

**Figure 3: Map of Public Schools in Project Area<sup>16</sup>**



### Educational Attainment

The population in the project area has lower educational attainment levels than the City of Richmond and Contra Costa County, as shown in the table below. Educational attainment varies

<sup>15</sup> CA School Dashboard 2023  
<https://www.caschooldashboard.org/reports/07617960000000/2023/academic-engagement#graduation-rate>

<sup>16</sup> Link to interactive map: <https://plcy.mp/2dJLmXwZ>

significantly across different census tracts. Some areas had significantly higher rates of high school completion; 88% of residents in tract 3800.02 achieved this level, compared to only 57% in tract 3760.<sup>17</sup> In Census Tract 3760, 26% of the population has not completed more than a 9th-grade education.<sup>18</sup> This lower level of educational attainment is correlated with higher unemployment rates and lower earnings.<sup>19</sup>

<b>Educational Attainment</b>	<b>Project Area Estimate<sup>20</sup></b>	<b>Project Area %<sup>21</sup></b>	<b>City of Richmond %<sup>22</sup></b>	<b>Contra Costa County %</b>
Less than a ninth grade education	3,620	21%	12%	5%
Some high school but no diploma	1,945	11%	8.5%	5%
High school diploma, no college	4,044	24%	20%	18%
GED or alternative credential	611	4%	3%	2%
Some college or associate's degree	4,068	24%	27%	28%
At least a Bachelor's degree	2,644	16%	32%	45%

## Digital Access

Access to technology in the project area is a concern, as 523 households do not have access to a computer. This digital divide is most pronounced in Census Tract 3770, which may limit residents' access to online resources, education, and job opportunities.<sup>23</sup>

## Childcare

Although specific data for the project area is unavailable, there is a significant need for subsidized childcare in Contra Costa County. Among the 11,795 infants and toddlers whose families are eligible for state and federal assistance and require care, only 1,227, or 10%, are enrolled in a

<sup>17</sup> Estimated percent of people with at least a high school diploma, between 2018-2022. PolicyMap. Based on data from Census: US Bureau of the Census, American Community Survey. Accessed 26 September 2024. <https://plcy.mp/2CXhgKFd>

<sup>18</sup> Estimated percent of population with less than a 9th grade education, between 2018-2022. PolicyMap. Based on data from Census: US Bureau of the Census, American Community Survey. Accessed 26 September 2024. <https://plcy.mp/2zrpyqWJ>

<sup>19</sup> Source: U.S. Bureau of Labor Statistics, [Current Population Survey](#).

<sup>20</sup> Estimated number of people with some high school, but no diploma, between 2018-2022. PolicyMap. Based on data from Census: US Bureau of the Census, American Community Survey. Accessed 26 September 2024. <https://plcy.mp/28083L4y>

<sup>21</sup> Ibid. <https://plcy.mp/2K6LvscB>

<sup>22</sup> Ibid. <https://plcy.mp/2YmFjMgf>

<sup>23</sup> Estimated number of households without any type of computer, between 2018-2022. PolicyMap. Based on data from Census: US Bureau of the Census, Decennial. Accessed 26 September 2024. <https://plcy.mp/2qnhVSyl>

program. Out of the 14,711 preschool-aged children whose families are eligible for state and federal assistance and require care, only 5,890, or 40%, are enrolled in a program.<sup>24</sup>

A Google Maps search indicated that there are six childcare businesses in the project area.<sup>25</sup> However, information on how many children and families are served was unavailable.

## Transportation

The City of Richmond benefits from a mixed transportation system, including Bay Area Rapid Transit (BART) and bus lines (see Figure 4 below). However, 70% of working residents in the project area drive to work. This is slightly lower than in the City of Richmond at 75% and Contra Costa County at 72%.<sup>26</sup> The availability of public transit options is crucial for connecting residents to jobs, services, and opportunities throughout the wider Bay Area.

There are 7,603 occupied housing units in the project area. Of these units, 14% do not have a vehicle available.<sup>27</sup> The highest percentage of units without an available vehicle is 25% in Census Tract 3770, while the lowest is 5% in Census Tract 3800.02.

### **Figure 4: BART and Bus Lines in Project Area**

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<sup>24</sup> Unmet Need: Infants and Toddlers, CELNAR (2022), American Institutes for Research and (preschool); Unmet Need: Preschool, CELNAR (2020), American Institutes for Research (downloaded from tables in [Contra Costa 2022 Child Care Needs Assessment](#)).

<sup>25</sup> Childcare businesses are marked in yellow in [this map](#).

<sup>26</sup> U.S. Census Bureau. (2022) Means of Transportation to Work. *American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B08301*.

<sup>27</sup> U.S. Census Bureau. (2022). Physical Housing Characteristics for Occupied Housing Units. *American Community Survey, ACS 5-Year Estimates Subject Tables, Table S2504*.



## Commuting

Travel time to work varies slightly by census tract. The shortest average commute time is in Census Tract 3790, with a mean travel time of 26.2 minutes. In contrast, Census Tract 3800.02 has the longest average commute time at 42.7 minutes. Overall, the average travel time for the City of Richmond is 34.6 minutes, while Contra Costa County has an average of 36.8 minutes.<sup>28</sup>

## Workforce Demographics

### Demographic Overview

Sixty-three percent of the project area population is between the ages of 18 and 64, which represents the working-age group.<sup>29</sup> This percentage is comparable to Contra Costa County, where 61% of the population is of working age.<sup>30</sup> However, 27% of the population is under 18, higher than Contra Costa County's 22%. Additionally, the percentage of the population aged 65 and older was lower in the project area at 10%, compared to 17% in Contra Costa County.

<sup>28</sup> U.S. Census Bureau. (2022). Commuting Characteristics by Sex. American Community Survey, ACS 5-Year Estimates Subject Tables, Table S0801.

<sup>29</sup> [Community Profile Report](#) By Custom Region: Richmond Rising - Census Block Area. Downloaded from Policy Map Aug 13, 2024.

<sup>30</sup> <https://censusreporter.org/profiles/05000US06013-contra-costa-county-ca/>

Age	Project Area Estimate	Project Area%	Contra Costa County %
Under 18	7,132	27%	22%
18-64	16,618	63%	61%
65 and over	2,641	10%	17%

### Languages Spoken at Home

The linguistic diversity in the City of Richmond differs considerably from that of Contra Costa County:<sup>31</sup>

Languages	City of Richmond %	Contra Costa County %
English Only	46%	62%
Spanish	37%	19%
Other Indo-European Languages	5%	7%
Asian and Pacific Islander Languages	10%	11%
Other Languages	3%	2%

### Limited English Speaking Households

The Census defines a Limited English Speaking (LES) Household as one in which all members 14 years and over have at least some difficulty with English. The percentage of households with limited English proficiency is higher in the project area at 15% compared to the City of Richmond at 10% and Contra Costa County at 6%.<sup>32</sup>

Limited English Proficient Households	Project Area Estimate	Project Area %	City of Richmond %	Contra Costa County %
	1,150	15%	10%	6%

### Foreign-Born Population

The chart below shows the number of residents in the project area who were born outside of the United States. The project area has a slightly higher number of foreign-born residents than the City of Richmond and significantly higher than Contra Costa County.<sup>33</sup>

Foreign Born	Project Area Estimate	Project Area %	City of Richmond %	Contra Costa County %
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<sup>31</sup> U.S. Census Bureau. (2022). Language Spoken at Home. American Community Survey, ACS 1-Year Estimates Subject Tables, Table S1601.

<sup>32</sup> U.S. Census Bureau. (2022). Limited English Speaking Households. American Community Survey, ACS 5-Year Estimates Subject Tables, Table S1602.

<sup>33</sup> U.S. Census Bureau. (2022) Selected Social Characteristics in the United States. American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP02.

<b>Population</b>	10,230	39%	34%	25%
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### Unauthorized Immigrants

Approximately 17% of foreign-born residents in California are estimated to be unauthorized immigrants, which is lower than the 23% in the United States.

While unauthorized immigrants represent 4.5% of California’s population, they represent 7.2% of the labor force. The Pew Research Center reasons this is because “the unauthorized immigrant population includes relatively few children or elderly adults, groups that tend not to be in the labor force.” In California, the industry with the most unauthorized immigrant workers is construction, and the industry with the highest percentage of workers who are unauthorized immigrants is agriculture.<sup>34</sup>

## Income & Wages

### Income Levels By Census Tracts

The median income level of the project area is \$59,096, less than half of the median income of Contra Costa County at \$110,455.<sup>35</sup> It is also \$20,382 less than the median income level of the City of Richmond, which is \$79,478. The median income level also varied across different census tracts in the area. The median income levels by census tract are as follows:

- Census Tract 3760: \$59,595
- Census Tract 3770: \$48,109
- Census Tract 3790: \$55,284
- Census Tract 3800.02: \$73,397

### Cost of Living

All of the median income levels in the project area fall below the annual living wage in Contra Costa County. The annual living wage is calculated based on different household compositions.<sup>36</sup> The project area has a higher percentage of households with children under 18, at 39%, compared to the City of Richmond, which has 30%, and Contra Costa County, which has 32%.<sup>37</sup> The annual living wage for Contra Costa County by household composition is as follows:

- For one adult with no children:
  - Required annual income before taxes: \$60,621
  - Required hourly wage: \$29.14

<sup>34</sup> Pew Research. (2024). [What the data says about immigrants in the U.S.](#)

<sup>35</sup> U.S. Census Bureau. (2021). Median Household Income In The Past 12 Months (In 2021 Inflation-Adjusted Dollars). American Community Survey, ACS 5-Year Estimates Selected Population Detailed Tables, Table B19013.

<sup>36</sup> MIT. (2024). [Living Wage Calculation for Contra Costa County, California.](#)

<sup>37</sup> U.S. Census Bureau. (2022). Households and Families. *American Community Survey, ACS 5-Year Estimates Subject Tables, Table S1101.*

- For one adult with one child:
  - Required annual income before taxes: \$111,860
  - Required hourly wage: \$53.78
- For two adults (one working) with two children:
  - Required annual income before taxes: \$110,825
  - Required hourly wage: \$53.28

### Poverty Rates

The percentage of the population below the poverty level in the project area, at 22.2%, is higher than the City of Richmond, at 14.3%, and over twice as high as Contra Costa County, at 8.3%. Below is a breakdown of the poverty rates by race / ethnicity in the project area.<sup>38</sup>

Poverty Rates by Race	Project Area Estimate	Project Area %	City of Richmond %	Contra Costa County %
White alone	352	15%	6.4%	5.3%
Black or African American alone	1,128	23%	17.2%	17.5%
American Indian and Alaska Native alone	4	1%	N/A	N/A
Asian alone	201	13%	5.1%	5.9%
Native Hawaiian and Other Pacific Islander alone	4	2%	N/A	N/A
Some other race alone	3,573	28%	14.5%	15.3%
Two or more races	539	13%	9.3%	7.8%
<b>TOTAL population below the poverty level</b>	<b>5,797</b>	<b>22%</b>	<b>14%</b>	<b>8%</b>

Poverty Rates by Ethnicity	Project Area Estimate	Project Area %	City of Richmond %	Contra Costa County %
Hispanic or Latino origin (of any race)	3,912	23%	12.3%	10.8%

### Employment Data

The City of Richmond has an unemployment rate of 5.6%<sup>39</sup>, which is only marginally higher than Contra Costa County's and California's unemployment rate of 5.2%.<sup>40</sup>

<sup>38</sup> U.S. Census Bureau. (2022) "Poverty Status in the Past 12 Months." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S1701.

<sup>39</sup> U.S. Bureau of Labor Statistics. Local Area Unemployment Statistics. [BLS Data Viewer](#).

<sup>40</sup> U.S. Bureau of Labor Statistics. [Contra Costa County Unemployment Rate](#); [California Unemployment Rate](#)



## Metropolitan Area Comparison

The San Francisco-Oakland-Hayward Metropolitan Statistical Area, which includes Richmond, shows an unemployment rate of 4.2%. This represents a 0.5% increase from the previous year's rate of 3.7% in June 2023, indicating a slight uptick in unemployment over the past year.<sup>41</sup>

## Local Employment

An estimated 12,232 people aged 16 or older are in the labor force in the project area. This represents 61.4% of the total 16 and older population and is slightly lower than the City of Richmond, at 66.6%, and Contra Costa County, at 65.1%.<sup>42</sup> The labor force includes all people aged 16 and older who are classified as either employed or unemployed, in other words, those who are either working or actively looking for work.<sup>43</sup>

As shown in the chart below, employment rates in the project area are lower, and the unemployment rates are higher compared to the City of Richmond and Contra Costa County:<sup>44</sup>

	Project Area Estimate	Project Area %	City of Richmond %	Contra Costa County %
<b>Labor Force</b>	12,215	61.4%	66.6%	65.1%
<b>Employed</b>	11,105	55.8%	61.9%	61.2%
<b>Unemployed</b>	1,110	9.1%	6.9%	5.8%

## Number Of Working Families

The table below displays the number and percent of working families, defined as those who had one or more workers in the past 12 months, in the project area compared to the City of Richmond and Contra Costa County.<sup>45</sup> The percentage of working families is relatively consistent among all three areas.

Families with one or more workers in the past 12	Project Area Estimate	Project Area %	City of Richmond %	Contra Costa County %

<sup>41</sup> U.S. Bureau of Labor Statistics. Local Area Unemployment Statistics. [Over-the-Year Change in Unemployment Rates for Metropolitan Areas](#).

<sup>42</sup> Estimated number of people age 16 years or older who were in the labor force, between 2018-2022. PolicyMap. Based on data from Census: US Bureau of the Census, American Community Survey. Accessed 21 October 2024. <http://www.policymap.com>

<sup>43</sup> U.S. Bureau of Labor Statistics. Labor Force Statistics from the Current Population Survey. Concepts and Definitions (CPS), [Labor force, employment, and unemployment concepts](#).

<sup>44</sup> U.S. Census Bureau. (2022). Selected Employment Characteristics. American Community Survey, ACS 5-Year Estimates Subject Tables, Table DP03.

<sup>45</sup> U.S. Census Bureau. (2022). Employment Characteristics of Families. American Community Survey, ACS 5-Year Estimates Subject Tables, Table S2302.

<b>months</b>	4,951	87.5%	89.1%	88.2%
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## Industry Overview

### Employment Sectors

#### Major Industries And Employers

The top three industry sectors for employment in Contra Costa County and Alameda County are expected to remain the same between 2020 and 2030. These sectors are: Private Educational Services, Health Care, and Social Assistance; Professional and Business Services; and Trade, Transportation, and Utilities.<sup>46</sup>

According to the *2023 Biennial Modification to the PY 21-24 Regional Plan*, “the local workforce development boards in the East Bay region have selected manufacturing, healthcare, transportation, and warehousing as the region’s target sectors, recognizing that other sectors, such as construction and information communications and technology, are also significant in the region.”<sup>47</sup>

At least two of Contra Costa County’s major employers, BART and La Raza Market, are located in the City of Richmond.<sup>48</sup>

The following are the top ten employers in the City of Richmond and the number of people employed by each employer.<sup>49</sup> Employers with an asterisk are either fully or partially located within the project area.<sup>50</sup>

Top Employer	Number of People Employed
Chevron Refinery	3,195
West Contra Costa Unified School District (WCCUSD)*	1,640
Kaiser Foundation Hospitals*	1,442
United Parcel Service*	1,332
Social Security Administration	1,259
Amazon.com Services	1,121
The Permanente Medical Group*	1,051
U.S. Postal Service*	1,047
City of Richmond	876

<sup>46</sup> Ibid.

<sup>47</sup> East Bay Works. [2021-2024 Regional Plan 2-Year Modification \(March 2023\)](#).

<sup>48</sup> California Employment Development Department. [Major Employers in Contra Costa County](#).

<sup>49</sup> City of Richmond. [2024 City Fact Sheet](#)

<sup>50</sup> e.g. there are some WCCUSD schools in the project area.

Contra Costa County	844
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### Industry Employment Breakdown in Project Area

Below are the estimates of the percent of project area residents employed in the following industries:<sup>51</sup>

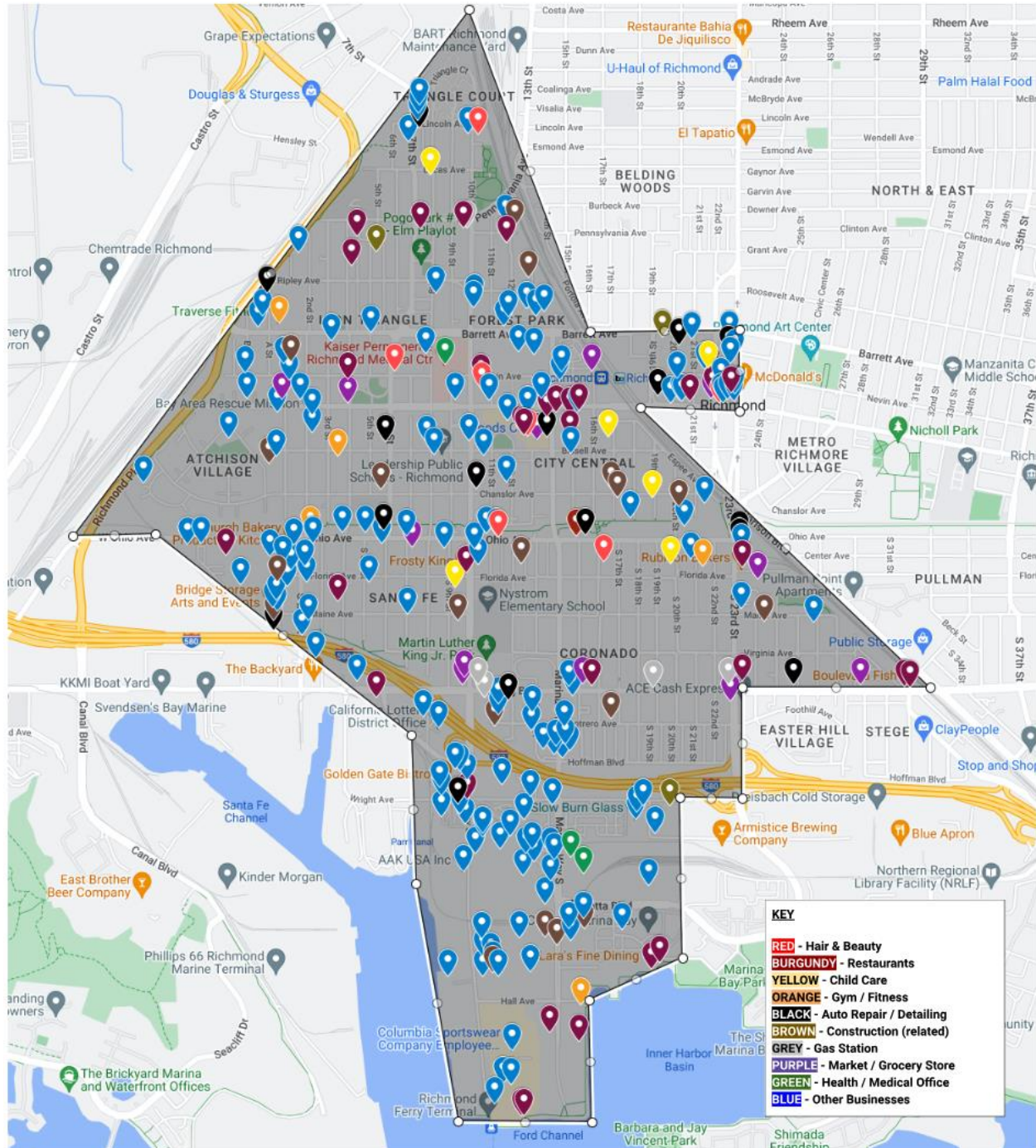
Industry	Percent of Project Area Residents Employed
Healthcare and social assistance	12.11%
Retail trade	10.27%
Professional, scientific, and technical services	9.44%
Manufacturing	8.91%
Educational service	8.62%
Accommodation and food services	7.17%
Construction	6.69%
Transportation, warehousing, and utilities	5.89%

<sup>51</sup> [Community Profile Report](#) By Custom Region: Richmond Rising - Census Block Area. Downloaded from Policy Map Aug 13, 2024.

## Businesses In Project Area

Figure 5 below illustrates the businesses located within the project area.<sup>52</sup>

**Figure 5: Business Locations in Project Area**



<sup>52</sup> See [here](#) for an interactive version of this map.

## Job Distribution, Trends & Projections

According to the latest data from June 2024, there are 667,000 job openings in the state, showing a decrease from 902,000 in June 2023. This change in job openings could indicate various economic factors at play. While a decrease in job openings might seem concerning at first glance, considering this data alongside unemployment rates gives a more comprehensive picture of the job market. A healthy economy has low unemployment and a balance of job openings, allowing for job mobility while ensuring most jobseekers can find work. Despite this overall shift in openings, the local job market in the City of Richmond and the surrounding East Bay area has shown some distinct trends that deserve further examination, as outlined below.<sup>53</sup>

### Job Distribution in Project Area

There are a total of 8,306 jobs in the project area. Over half of these positions, specifically 4,267, are concentrated in Census Tract 3800.2 near the Bay.<sup>54</sup>

### Job Projections for Contra Costa County

The projected job growth for Contra Costa County from 2023 to 2028 is estimated at 271,150 jobs, representing a 5% increase.<sup>55</sup>

The California Community College Chancellor's Office (CCCCO) recognizes the top three average annual job openings by industry sector as retail, hospitality, and tourism, with 12,430 openings; business and entrepreneurship, with 12,320 openings; and health, with 9,110 openings.<sup>56</sup>

### Recent Job Trends for Oakland-Hayward-Berkeley (Alameda and Contra Costa Counties)

Between June 2023 and June 2024, the total number of jobs in the East Bay counties of Alameda and Contra Costa County increased by 12,200 or 1%.

Key highlights include:<sup>57</sup>

- Between December 2022 and June 2024, private education and health services added 11,800 jobs, with health care and social assistance contributing 11,400.
- The government sector expanded by 3,400 jobs, primarily in local government.
- Leisure and hospitality added 2,000 jobs, while food services and drinking establishments added 1,500 jobs, accounting for 75% of this increase.

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<sup>53</sup> Number of jobs in all industries in 2021. PolicyMap. Based on data from LEHD: Data downloaded from LEHD Origin-Destination Employment Statistics (LODES), Longitudinal-Employer Household Dynamics Program, Version 8.1. Accessed 26 September 2024. <https://plcy.mp/2kypqDI7>

<sup>54</sup> Ibid.

<sup>55</sup> Center of Excellence. Bay Region Demand and Supply Dashboard. Accessed November 21, 2024.

<sup>56</sup> Ibid.

<sup>57</sup> CA Employment Development Department. [2024 Labor Market Information memo for Oakland-Hayward-Berkeley Metropolitan Area](#).

- Arts, entertainment, and recreation added 300 jobs, and accommodation added 200 jobs.

On the downside, the manufacturing sector lost 2,700 jobs. Within manufacturing, durable goods accounted for the majority of this decline, with a loss of 2,200 jobs. Additionally, the trade, transportation, and utilities sectors cut 2,100 jobs. Specifically, transportation, warehousing, and utilities saw a reduction of 900 jobs, wholesale trade lost 800 jobs, and retail trade experienced a decrease of 400 jobs.<sup>58</sup>

### Example Job Listings In The City Of Richmond

GPG conducted a job search on Indeed. Despite using filters, the search results included some positions that likely require degrees or experience but were not categorized correctly. Additionally, some listings provided hourly rates while others included annual salaries, making it difficult to compare them effectively. This inconsistency presents a potential barrier for individuals seeking jobs with limited education or experience. Furthermore, most of the positions listed do not meet the required hourly rate for a livable wage, which is estimated to be between \$29 and \$53.28+, depending on the household type and size.<sup>59</sup>

\* = *Likely miscategorized in terms of degree or experience*

A point-in-time job search on Indeed on August 19, 2024, filtered for Richmond, California only, full-time, **all experience levels**, and **no degree** yielded the following results:<sup>60</sup>

- Entry level
  - Inclusion Advocate at VistAbility (\$20.50 per hour)
  - Employment Advocate at VistAbility (\$20.50 per hour)
  - Utility Worker at Nova Scotia Health Authority<sup>61</sup> (\$19.26 - \$20.02 per hour)
  - Temporary Operations Associate at Gopuff (\$20.65 per hour)
  - Armed Onsite / Mobile Patrol Security Officer at Proactive Protection Agency (\$28 per hour)
- Experience required
  - Account Manager at The Chef's Warehouse (\$28.85 - \$38.46 per hour)
  - Delivery Driver at Cardinal Health (\$21 per hour)
  - Pump Services Manager at DXP Enterprises (\$96.15 - \$120.19 per hour)\*

A second Indeed search, filtered for Richmond, California only, full-time, **entry-level**, and **high school diploma only** yielded the following results:

- AT&T Client Support at California Marketing Solutions (\$20.67 - \$27.16 per hour)
- Behavior Technician at ABA SHINE (\$26 - \$31 per hour)

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<sup>58</sup> Ibid.

<sup>59</sup> See [Cost of Living section](#) in this report.

<sup>60</sup> We calculated hourly rates from annual rates based on 52, 40 hour work weeks (2,080 hours) to help with comparison.

<sup>61</sup> This is Richmond County in Nova Scotia, Canada

- Lead Medical Driver at MedSpeed (\$21 - \$21.85 per hour)
- Lead DSP for Adult Day Program at VistAbility (\$19.50 per hour)
- Customer Service Representative at Temco Logistics (\$17 - \$19 per hour)
- Retail Beverage Merchandiser at Reyes Beverage Group (\$23 per hour)
- Registered Behavior Technician at The Stepping Stones Group (\$30 - \$35 per hour)
- Medical Driver at MedSpeed (\$20 - \$20.75 per hour)
- Early Childhood Director at La Petite Academy (\$33.17 - \$34.61 per hour)\*
- Inventory Manager Assistant at The Floor Store (\$20-\$22 per hour)
- Director of Staff Development, Shields Nursing Centers, Inc. (\$38 - 40 per hour)\*
- Armed Onsite/Mobile Patrol Security Officer at Proactive Protection Agency (\$28 per hour)
- Shop Technician at Enerpac Tool Group Corp. (\$25.65 - \$32.06 per hour)
- Forklift Operator at FreshRealm (\$18.75 per hour)
- Customer Service Technician at Agiliti (\$21.91 - \$33.73 per hour)
- Operations Clerk- Clerical Experience at Republic Services (\$16.28 - \$25.58 per hour)
- Forklift Operator at DHL (\$23.25 per hour)
- Emerging Store Manager at WALGREENS (\$20.67 - \$33.10 per hour)

A third Indeed search filtered for Richmond, California only, full-time, **mid-level**, and **high school diploma only** yielded only four results:

- Neighborhood Change Agent at City of Richmond (\$33.06 - \$40.18 per hour)
- Sales Professional at DXP Enterprises (from \$57.69 per hour)
- General Manager at Taco Bell (wage information not provided)
- Store Manager at Starbucks (\$34.13 - \$47.79 per hour)

A fourth Indeed search filtered for Richmond, California only, full-time, **senior-level**, and high school diploma only, yielded **zero results**. This may indicate the challenge of securing a senior-level position with a livable wage while holding only a high school diploma.

### Key Industries and Skills Needed for the Green Economy

On July 6, 2021, the Richmond City Council adopted Resolution 88-21 to support the development of a Richmond Green-Blue New Deal and Just Transition to 21st Century jobs.<sup>62</sup> The goal of the project is to catalyze at least 1,000 new green-blue jobs for City of Richmond residents to continue to build a just, equitable, and sustainable future.<sup>63</sup>

The *Richmond Green-Blue New Deal Workforce Development Plan: Community Profile and Economic Development Insights* report identified five key industries in the local economy with specific skills that will be useful in the future green economy, as shown in Figure 7..<sup>64</sup>

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<sup>62</sup> City of Richmond. [Green-Blue New Deal Opportunities](#).

<sup>63</sup> Ibid.

<sup>64</sup> HR&A. "Richmond Green-Blue New Deal Workforce Development Plan: Community Profile & Economic Development Insights." January 2023. [DRAFT- Not yet published]

**Figure 7: Richmond’s Key Industries Critical to the Green Economy**

Industry	Key Stats (2010-2021)	Implications for Green Jobs
<b>Utilities</b> (2-digit NAICS)	2021 Jobs: 1,178 Growth: 117% LQ: 8.72 Comp: 100%	Richmond’s current strength in the oil and natural gas industries will become a liability as fossil fuels are phased out. Richmond workers’ skills can be redirected and supplemented to support clean energy development and operation.
<b>Water Transportation</b> (3-digit NAICS)	2021 Jobs: 374 Growth: 45% LO: 24.39 Comp: 112%	Water transportation tends to have a relatively low carbon footprint, so climate action may entail growth in this sector. The electrification of freight and passenger vessels and drayage trucks, and the development of infrastructure to support electric vessels, are still emerging fields.
<b>Commercial/Industrial Machinery Manufacturing &amp; Repair</b> (4-digit NAICS)	2021 Jobs: 674 Growth: 27% LQ: 6.90 Comp: 73%	Extending the life of existing equipment through maintenance, repair, and refurbishment is critical for minimizing waste. Decarbonization will also entail the creation of new commercial and industrial machinery.
<b>Building Construction &amp; Services</b> (3-digit NAICS)	2021 Jobs: 1,843 Growth: 45% LQ: 3.34 Comp: 37%	Electrification and energy efficiency retrofits are labor-intensive investments that will require skilled workers throughout the region to construct and service. This is a major employment industry in Richmond that can be leveraged.
<b>Research &amp; Development</b> (4-digit NAICS)	2021 Jobs: 1, 155 Growth: -24% LO: 5.58 Comp: -231%	Greening the economy requires innovation; although Richmond currently has a relatively high concentration of R&D jobs, its growth in this area has lagged behind the national average.

Source: HR&A’s analysis of Lightcast data

The figure above identifies key industries in the City of Richmond that are critical to the green economy. In addition, skills needed for the 24 proposed Green-Blue New Deal projects involve **electrical work, construction, manufacturing, research, and water transportation**.<sup>65</sup>

## **New Training & Jobs Provided In The Project Area Through Richmond Rising**

One planned outcome of the Richmond Rising Initiative is to create up to 100 direct and indirect jobs. TCC grant funds will specifically support employment training for over 550 residents and job placement for over 60 residents in the project area during the five-year grant period and possibly beyond.

<sup>65</sup> Final Richmond Green-Blue New Deal Opportunities Report (we have a copy but it is not yet released to the public. Will link to public document when available)



The table below shows the programs offered through the TCC grant partners.

Lead Organization	Project Name	Project Description	Training Target	Job Placement Target
Urban Tilth	Basin of Relations (Water Stewardship and Conservation Training)	This project aims to create local green job opportunities through a paid training program for young people, focusing on efficient landscape watering systems. Outcomes planned include recruiting Training Program participants, conducting three 15-week Training Programs for recruited participants, and supporting ten program graduates in receiving professional certification in greywater installation or water-efficient landscape design.	24 young adults	N/A
Urban Tilth	Orchard for All! (Gleaners Program)	This project trains youth ages 16 - 24 to care for the trees and harvest and redistribute hundreds of pounds of fruit to families in need through Urban Tilth's free farm stands and free Community Supported Agriculture (CSA) programs. One planned outcome is to hire training program graduates as funding allows.	40 youth	4 - 8 youth
Urban Tilth	Veggie RX	This project plans to conduct two annual 16-hour Health Conductor training programs for project area residents to learn about climate-friendly diets and community health equity, enabling them to act as Climate Health Promoters.	60 people per year (total of 300 after 5 years)	N/A
Rich City Rides	Youth Fellows Program	Youth aged 16 - 24 will be recruited each year and receive mentorship and training from Richmond Rising to help lead engagement for the projects to ensure the implementation of Richmond Rising reflects community needs. Training will also include resume writing, mock interviews, and other job preparation skills. The fellows will also have two voting seats in the Collaborative Stakeholder Committee (CSC).	15 youth per year for four years (Total of 60)	N/A
GroundWork Richmond	Bosque del Barrio	This project includes workforce development and community greening. Their workforce development program, targeting transitional-age youth (18 - 25), offers paid training in tree care, certification, and resume assistance. The 4 - 6 month program pays \$18 - 20 per hour during training, with opportunities for temporary positions and potential advancement to permanent crew leads.	Unknown	N/A

## Workforce Development & Economic Opportunities Program

The dual Expanded Richmond Workforce Development Program and Richmond Solar Workforce Program will work collectively, guided by a Place-Based Workforce Strategy to reduce barriers to workforce entrance and train project area residents for high-quality jobs in the City of Richmond. Funding will support the recruitment, development, and implementation of immersive training experiences.

### City of Richmond

The Richmond Workforce Development Program is conducting the following activities:

- **Job orientations** are provided to ten residents per year.
- Basic Skills Development is offered through **YouthBUILD** for youth ages 16 - 24 at John Muir High School. Depending on the credits needed, enrollees may be part of YouthBUILD for up to 18 months at a campus in the project area. At least five residents are trained per year for four years.
- **RichmondBUILD** partners with LEAP, WCCUSD Adult School, and Martinez Adult School for GED assistance and remedial training. As union trade careers require at least an 8th-grade math aptitude for entry, RichmondBUILD ensures enrollees can meet this threshold before proceeding to Occupational Skills Training in this 12-week program, currently offered as day classes. A tailored cohort is under development for Richmond Rising and will be provided in the project area. At least ten residents are trained per year for four years.
- **Occupational Skills Training** is provided by the Building Trades Council MC3 curriculum to teach construction skills, tool and construction safety, and the practical application of these concepts. This is a two-week mental toughness, on-site, hands-on construction training. In addition, participants can choose an additional trade through a WIOA training program, including healthcare, information technology, advanced manufacturing, transportation and logistics, and green jobs. The program length varies based on the chosen profession, and various educational institutions specializing in those professions offer courses. Ten residents are trained per year for four years.
- **Job Placement Assistance Services**, including job search and readiness workshops, resume preparation, assistance with entry into the local trades, and referral to local employers, offer high-growth, high-wage employment opportunities. One to two hours of workshops and individualized services with Navigator or a case manager in the project area are scheduled at times convenient to the resident. Ten residents are provided services per year for four years.

#### **Totals:**

Total training goal = 100 residents

Total job placement goal = 40 residents

### GRID Alternatives (IBT 200 Solar)

The Richmond Solar Workforce Program is conducting the following activities:

- Two hundred hours of paid training on solar panel installation basics is provided.
- Two employer showcases and / or job fairs are provided annually in the project area for five years, with a minimum of 20 job placements at a 50% placement rate.

- A minimum 50% placement rate for trainees is expected within one year of program completion.

**Totals:**

Total training goal = 40 residents

Total job placement goal = 20 residents

## Other Related Opportunities in the Project Area

Some workforce development programs and organizations in the project area are not funded by the TCC grant, but increasing connections with these entities could be mutually beneficial. The Richmond Rising partners and the Richmond Rising Collaborative Stakeholder Committee identified organizations for GPG to interview to help better understand the workforce development landscape in the project area. Below are the organizations GPG was able to connect with.

### [Pogo Park](#)

Pogo Park, established in 2007, is a community-driven initiative in the Iron Triangle neighborhood of Richmond, California. Located at 720 Elm Avenue, the park has been developed and managed by local residents. Their organization has utilized grant funding and contracts to employ community members, currently maintaining a staff of 14 full-time employees with design, painting, welding, woodwork, and construction skills.

The project's approach involves training and hiring local residents to participate in all aspects of park development and maintenance. This strategy has resulted in job creation and increased community engagement. Pogo Park has collaborated with Scientific Arts Studio in its development efforts.

The park serves as a recreational space and has become a focal point for community development. It exemplifies a model of urban improvement that prioritizes local involvement and sustainable practices.

### [Urban Tilth](#)

In addition to the Urban Tilth programs funded by the TCC grant, presented in the table above, Urban Tilth offers Richmond residents various other workforce development opportunities, as described below.

#### **Summer Apprenticeship Program**

Urban Tilth's Summer Youth Apprentice Program offers a 6-week experience for 40 West County youth aged 15-19. Participants engage in 100 hours of hands-on learning across community gardens, creek restoration sites, and farms, exploring environmental justice, food justice, and food sovereignty. The program features workshops, field trips, guest speakers, and a camping trip, with project areas including North Richmond Farm, Fruit Tree Orchard For All, Greenway

Community Gardens, Watershed Restoration Crew, and Ujjima "Collective Work and Responsibility" at Crescent Park Apartment Community Garden. Upon completion, apprentices receive a \$1,000 stipend. Eligibility requires providing transportation to Richmond-based sites and working safely in various neighborhoods.

### **Rudy Lozito Fellowship Program**

The Rudy Lozito Fellowship Program, honoring a former Urban Tilth Farm Manager, offers six-month urban farming training for four West Contra County adults in 2024. Participants learn sustainable practices at North Richmond Farm, including organic crop production, minimal till farming, and animal husbandry. The program combines workshops, field trips, and hands-on experience, requiring 20 hours per week from April to October. Fellows earn \$20 per hour and gain valuable skills in community-focused, sustainable urban agriculture. This opportunity is ideal for those passionate about transforming their community through farming despite the physical demands of the work.

### **[RYSE Youth Center](#)**

RYSE is a youth-led organization just outside of the project area that provides support services and a safe space for the young people of Richmond. The organization offers internships and workforce development opportunities to young people who live in the project area. Examples of opportunities are as follows:

- **RYSing Professionals** is a cohort-model internship that assists young people ages 15 - 21 in career growth and development. The youth in the cohort explore 16 career pathways and begin to build their own career paths.
- **Hire Up** is a weekly job club that helps youth apply for jobs and prepare for interviews. It also prepares participants for employment and assists them with job readiness through activities and field trips.

### **[Sparkpoint](#)**

By partnering with other local organizations, Sparkpoint offers a comprehensive approach to improving residents' financial well-being and career prospects. They provide personalized financial coaching to help residents manage their finances effectively and achieve their goals. Credit coaches conduct credit assessments, assisting residents in understanding and improving their credit scores. Sparkpoint also offers expert career coaching services, including assistance with resume writing, cover letter crafting, and mock interviews to boost residents' career prospects.

### **[Renaissance Center](#)**

Renaissance is a comprehensive support system for entrepreneurs that offers a wide range of services to foster business growth and success regardless of background or circumstances. Renaissance provides professional training through hands-on business classes and workshops, expert one-on-one consulting tailored to individual business needs, access to capital with financial management education and funding assistance, and a support network, including

regular networking events and business incubation spaces. Key program areas encompass intensive business training courses, financial growth opportunities, advanced skill development workshops, digital mastery training, and legal support, available in English and Spanish at low or no cost.

## Challenges & Opportunities To Workforce Development In Project Area

This section presents a list of barriers and challenges related to workforce development, along with opportunities identified in the project area by interviewees. All organizations interviewed (as detailed in [Appendix A](#)) either work directly with residents in the project area or are developing programs to be implemented in the target area.

### Barriers & Challenges

#### Legal and Administrative Issues

- Males 18 and older must be registered with the selective service to comply with federal law and be eligible for workforce development services.
- Child support payment obligations can complicate obtaining a driver's license and may result in wage garnishment and restricted access to essential benefits. Navigating the complex legal system and financial responsibilities associated with child support can also deter individuals from pursuing workforce development opportunities.
- Requirements for obtaining a driver's license and maintaining a clean driving record can greatly affect residents' job search efforts and access to workforce development opportunities. These limitations may restrict their employment options and hinder their ability to pursue careers that require reliable transportation.
- The restrictions on supporting undocumented residents present challenges for many city programs that aim to address the needs of vulnerable populations in their communities. For example, legal compliance is required due to federal funding restrictions, which prohibit using these funds to serve undocumented individuals.

#### Economic Challenges

- The project area needs more local employers who meet the threshold of offering high-growth and high-wage employment opportunities.
- Residents risk losing public assistance or housing with increased income, making it difficult to navigate the "benefits cliff" and transition to financial independence while seeking better job opportunities.
- The lack of funding for stipends and staff to run workforce programs is negatively impacting program quality and participant retention.
- Small businesses are competing with large retailers for employees, and large retailers often offer higher wages and more consistent hours.
- Residents must weigh the benefits of participating in a workforce training program that offers little to no pay, which may or may not lead to a better-paying job, against the

stability of their current, consistent income.

### **Personal and Family Challenges**

- Childcare availability and affordability pose significant challenges for residents with children, as they must weigh the benefits of working against the scarcity and high cost of childcare options.
- Transportation issues are prevalent for those who do not have access to a car, public transportation, or the knowledge needed to navigate various transportation systems, which in turn limits their job and workforce development opportunities.
- Homelessness remains a critical concern for some residents, not only because they lack stable housing but also because they may not have a permanent address or the necessary documents to enroll in workforce development programs or apply for jobs.
- Residents face challenges at home, such as supporting family members with mental health issues, which makes it difficult for them to balance caregiving responsibilities with their own personal development.

### **Cultural and Social Challenges**

- Many residents are reluctant to leave familiar neighborhoods for services due to real and perceived violence and safety concerns.
- There are ongoing territory and neighborhood tensions, making it challenging to navigate social dynamics and potential conflicts.
- Mindset issues contribute to residents feeling a lack of agency and hopelessness regarding their situations.
- Immigrant populations with degrees from their home countries face difficulty finding suitable jobs, largely due to challenges with credential recognition and skills transfer.

### **Educational and Skill Barriers**

- A lack of basic education, such as in math and writing, creates skill gaps that hinder participation in workforce development opportunities.
- Language barriers, particularly for many Spanish-only speaking residents, pose significant challenges since workforce development opportunities are often provided only in English.
- Residents encounter technology challenges and a digital divide, including not having access to a computer and lacking knowledge of how to navigate the web.
- There is a lack of 'power' skills, such as teamwork and time management, which are essential basic workplace skills. This leads to difficulties in succeeding in jobs or workforce development opportunities.

### **Systemic Issues**

- There is a gap between training and securing employment, as not enough job training programs lead directly to specific jobs, resulting in more newly trained residents than available jobs.

- Employers often require bachelor's degrees for positions that could be filled by alternatively trained individuals without degrees, which leaves many well-trained residents underemployed.
- More bilingual staff is needed to assist residents in navigating the various systems that may lead to employment.
- The lack of suitable workspaces for remote work or small business owners presents a challenge.
- Insufficient training for management positions in workforce development programs results in a shortage of qualified people for these roles.

### **Program-Specific Challenges**

- Getting people to come to offices for services is difficult, resulting from many of the previously mentioned challenges.
- Challenges also arise in keeping participants on track with programs due to many of the reasons listed above.
- Communication around recruitment is often ineffective, as communication styles vary even between 16-year-olds and 24-year-olds.
- Low participation in programs is frequently attributed to insufficient or nonexistent stipends.

### **What's Working Well (Opportunities)**

#### **Compensating Trainees**

- Paying residents for internships or work that is related to training.
- Providing stipends for attending trainings.
- Offering incentives for achieving key benchmarks in trainings.

#### **Place-Based Services**

- Providing workforce development services within local neighborhoods.
- Hiring, training, and empowering residents to work in local jobs.
- Program recruitment through word of mouth.
- Developing outreach strategies to reduce barriers to access; go where the people are.

#### **Partnerships**

- Establishing partnerships between organizations, unions, public entities (e.g., local schools, government agencies, and the City of Richmond), and for-profit companies and professionals to help connect residents to opportunities.
- Offering local grants to support local programs for residents.

#### **Relationship and Rapport Building**

- Conducting one-on-one check-ins and relationship-building with residents to understand their workforce development needs.
- Providing residents with multiple ways of connecting with coaches and services, such as

In-person, Zoom, phone, etc.

- Participating in community events to help with the visibility of workforce development organizations, services, and recruitment efforts.
- Listening to youth and responding to their needs and wants when developing workforce development programming.

### **Specific Programs and Approaches**

- Offering an entrepreneurship program because many young people want to learn how to start their own business.
- Providing hands-on learning opportunities and a mix of classroom learning and hands-on learning.
- Offering individualized training and support and self-paced trainings.

## **Emerging Recommendations**

The following recommendations emerged from a synthesis of the data gathering, research, interviews, and a half-day planning session.

### **1. Pathways Model**

Implement a structured approach for career progression that considers young people (16 years and older).

- Create direct pathways from training to employers and job placement.
  - Consider starting with Richmond Rising projects and Green-Blue New Deal jobs projects.
  - Explore partnerships and funding for additional training and workforce development projects related to healthcare, social assistance, leisure, and hospitality that could be integrated with Richmond Rising.
  - Engage with employers to understand their job openings, application processes, and attributes of a successful applicant and employee.
- Provide career exploration pathways and opportunities for young people, including high school programs.
- Provide step-by-step guidance for skill development by identifying the hard and soft skills needed for jobs in the area.
- Offer mentorship programs to support career growth by engaging program alumni / recent graduates.

### **2. Central Hub**

Establish a centralized resource center in the project area where residents can stop by for workforce development opportunities and develop an online presence where residents can access similar information and resources.

- Create a one-stop platform (physical and online) for residents to access basic



employment skills, the Internet and computers, and information on projects, job training, and career opportunities in the project area.

- Implement co-branding strategies with community-trusted entities, such as the City of Richmond, and host 'open house' events or attend local events to become more visible to the community.
- Improve website navigation and information accessibility on both the Richmond Rising and City of Richmond websites. Ensure that both have the same information or link to the same webpage with relevant information.
- Enhance collaboration among existing workforce development initiatives.
- Introduce job coaches to provide personalized support:
  - Assist with goal-setting and career planning.
  - Identify skill gaps and coordinate training.
  - Offer support for overcoming barriers (e.g., computer literacy).

### 3. Strengthen Partnerships

Foster connections between workforce development programs and local employers and / or unions:

- Develop partnerships to help bridge the gap between training programs and employment needs by directly contacting area employers.
- Educate local employers about available training programs and their outcomes.
  - Encourage employers to waive certain degree or certification requirements for those who complete training programs.
- Seek to understand local employer green-blue job needs better and align training programs with needs.

Foster connections between workforce development programs and social services to address barriers to participation and / or future employment.

- Share information on available resources in the project area or online to address barriers.
- Connect job coaches with social service case managers or coordinators.
- Establish a clear referral system to quickly connect individuals with resources to address barriers.

### 4. Support Small Businesses and Business Development

Enhance the local business ecosystem:

- Revitalize Chamber of Commerce membership, focusing on small businesses.
- Encourage local businesses to support workforce development in their communities.
- Develop programs to assist businesses in hiring and retaining local talent, including formerly incarcerated individuals.
- Offer trainings on how to start a business and business advertising.

- Develop a process for supporting undocumented residents with starting their own businesses.

## Appendices

### Appendix A: Stakeholder Engagement

#### Interviews

GPG and the City of Richmond deeply appreciate the following individuals for sharing their time to be interviewed. Their responses and insights were crucial to the development of this report.

- Alexandra Shade; GRID Alternatives
- Tamara Walker; City of Richmond
- Nathan Bickart; Urban Tilth
- Toody Maher; Pogo Park
- Madelyn Ramirez; Sparkpoint
- Aaron Burke; Renaissance Center
- Tatiana Hermeston; Renaissance Center
- Gabriela Zacarias; Rich City Rides
- Stefani Renee; RYSE Youth Center
- Lorena Castillo; Groundwork Richmond

#### Planning Session Participants

GPG and the City of Richmond deeply appreciate the following individuals for attending the planning session on Wednesday, November 13, 2024. Their questions, feedback, and prioritization have helped strengthen this report and its draft recommendations.

- Alexandra Shade, GRID Alternatives
- Ambesa Cantave, GRID Alternatives
- Bailey Ward, Urban Tilth
- Bruno Lara, Urban Tilth
- Chinue Fields, Urban Tilth
- Gabriela Zacarias, Rich City Rides
- Irma Gayosso, Life Long Medical
- Marcos "Chito" Floriano, Urban Tilth
- Mayeli Rico, Rich City Rides
- Nanci Andrade, Life Long Medical
- Samantha Carr, City of Richmond
- Tamara Walker, City of Richmond
- Terence Wu, Trust for Public Lands

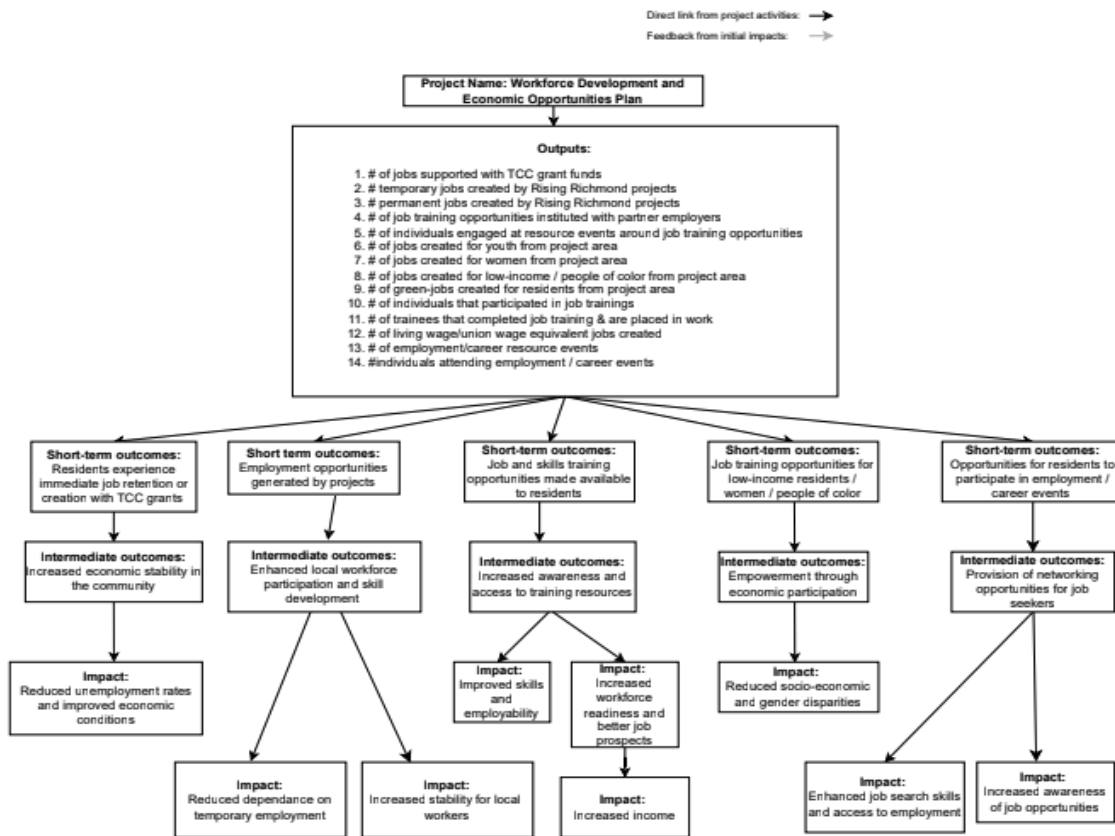
## Appendix B: Workforce Development and Economic Opportunities Plan

### Project Level Indicators

Reported annually by the City of Richmond.

- # of jobs supported with TCC grant funds
- # of temporary jobs created by RR projects
- # of permanent jobs created by RR projects
- # of job training opportunities instituted with partner employers
- # of individuals engaged at resource events around job training opportunities
- # of jobs created for youth from the project area
- # of jobs created for women from the project area
- # of jobs created for low-income/people of color from the project area
- # of green jobs created for residents from the project area
- # of individuals that participate in job trainings
- # of trainees that completed job training & are placed in work
- # of living wage/union wage equivalent jobs created
- # of employment/career resource events
- # individuals attending employment/career events

## Logic Model



## Appendix C: Richmond Rising Partners & Projects

Below are the Richmond Rising partners and a brief summary of their role in the TCC grant.

**City of Richmond** - The lead on the Neighborhood Complete Street, Community Engagement Plan, Displacement Avoidance Plan, and Workforce Development & Economic Opportunities Plan.

- The **Neighborhood Complete Streets** project will develop new bike lanes, bus stop enhancements, streetscape improvements, street crossing enhancements, and traffic calming measures.
- The **Community Engagement Plan** focuses on developing a Youth Fellows Program, which will lead engagement for TCC projects and have representation in the Collaborative Stakeholder Committee. Additionally, the plan includes launching the Richmond Rising website and social media accounts to provide project-specific engagement and regular community updates, ensuring TCC implementation reflects community needs and maintains transparency.
- The **Displacement Avoidance Plan** is an initiative to protect residents and businesses from displacement due to TCC grant improvements. It includes policies like a Renter Access Ordinance and business support programs.
- The **Workforce Development & Economic Opportunities Plan** aims to enhance job readiness and create employment opportunities in Richmond, with a focus on green-blue

collar jobs. This initiative supports the Richmond-BUILD project and other partners, providing training for local residents in clean energy careers such as solar PV installation and home energy weatherization.

**Center for Global Healthy Cities** (CGHC) - The grant evaluator that collaborated with the City of Richmond to facilitate a series of workshops involving all project stakeholders in shaping indicators and data collection methodologies. The primary goal was to create participatory data-gathering processes while simultaneously fulfilling the objectives of the RR initiative.

**GRID Alternatives** - The lead on the **Resilient Homes for Healthy Communities** project, providing solar installation and energy efficiency coordination. GRID Alternatives also supports employment and community engagement training.

**Groundwork Richmond** - The lead on the **Bosque del Barrio** project, aiming to plant 1,000 trees in the project area by 2027, and increase CO2 capture, improve air quality, and provide shade. This initiative implements Richmond's Urban Greening Master Plan and includes community engagement through the decade-old Adopt-a-Tree program, which features tree-planting events and volunteer training.

**Urban Tilth** - The lead on the Basins of Relations, ADA Accessible Garden, Orchard for ALL!, and Veggie RX projects.

- The **Basins of Relations** project will provide watershed training and community service programming. It also aims to create local green job opportunities through a training program for young people focusing on efficient landscape watering systems.
- The **ADA Accessible Garden** will be designed specifically for local seniors and those with mobility challenges or other disabilities to actively participate in edible and pollinator gardens along the Richmond Greenway and access healthy foods.
- **Orchard for ALL!** will establish a distributed fruit tree orchard throughout the project area.
- **Veggie Rx** is a collaborative 'food as medicine' project involving Urban Tilth, LifeLong Medical Center, and Contra Costa Health Plan (CCHP). It consists of two main initiatives:
  - Veggie Rx: Clinicians prescribe weekly fruits and vegetables to patients with diabetes or obesity. For at least 12 months, patients receive locally grown produce from Urban Tilth and participate in the HEAT Clinic, which focuses on healthy cooking and eating.
  - Train the Trainer: A six-week program for Community Health Workers to learn about climate-friendly diets and community health equity, enabling them to act as Climate Health Promoters.

**Trust for Public Land** - The lead on the **Richmond Wellness Trail** project, which will provide cycle tracks and pedestrian routes from the BART station to the ferry terminal.

**Rich City** - The lead on the **E-bike Lending Library** project, which makes e-bikes available to residents, will provide classes and support for maintaining and using an e-bike.