



**Richmond Equitable
Development Initiative**

Collaborative Partners:

Urban Habitat

Contra Costa Faith Works!

UC Berkeley, Center for
Community Innovation

East Bay Alliance for a
Sustainable Economy

Asian Pacific Environmental
Network

ACORN

Communities for a Better
Environment

Ma'at Youth Academy

MEMORANDUM

To: City of Richmond Planning Department and MIG

From: Richmond Equitable Development Initiative (REDI)

Re: REDI's Policy Recommendations for the Richmond General Plan

Date: May 22, 2007

Enclosed you will find a description of REDI's activities to date around Richmond's General Plan update, and policy briefs that include REDI's policy recommendations for Richmond's updated General Plan.

If you have questions about this document or REDI in general, please contact Sheryl Lane, Richmond Campaign Coordinator, via email at sheryl@urbanhabitat.org or 510-839-9608.

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**Richmond Equitable
Development Initiative**

Richmond General Plan Policy Recommendations

Presented by the
Richmond Equitable Development Initiative
May 22, 2007

REDI is a collaboration of the following organizations:

Urban Habitat • Contra Costa Faith Works!

East Bay Alliance for a Sustainable Economy • UC Berkeley, Center for Community Innovation

Asian Pacific Environmental Network • ACORN • Communities for a Better Environment • Ma'at Youth Academy

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RICHMOND EQUITABLE DEVELOPMENT INITIATIVE GENERAL PLAN POLICY RECOMMENDATIONS

INTRODUCTION

This document contains policy recommendations developed in 2007 by the Richmond Equitable Development Initiative (REDI) for the City of Richmond as it undertakes a revision of its General Plan.

REDI is a collaboration of organizations consisting of Contra Costa Faith Works!, Urban Habitat, the East Bay Alliance for a Sustainable Economy, and UC Berkeley's Center for Community Innovation. All of these organizations actively work throughout the Bay Area on issues that impact low-income and people of color communities.

The Richmond Equitable Development Initiative was launched in 2003 and since that time it has actively worked in the Richmond community to carry out its vision that every Richmond resident has access to affordable housing, safe and reliable public transit that connects to living-wage jobs, quality education, a clean environment, health care and other essential services. REDI envisions a city committed to development that puts existing residents' needs first, where urban revitalization provides opportunities for local businesses to thrive, where residents have access to quality jobs, and where local policies are promoted as part of a regional plan for achieving an equitable and sustainable Bay Area. To help translate this vision into reality, REDI supports research, advocacy, organizing, and policy efforts to promote equitable development in Richmond.

REDI'S GENERAL PLAN CAMPAIGN

REDI is currently engaged in a campaign to ensure that the goals and policies in the City of Richmond's updated General Plan support equitable development. REDI is partnering with the following community organizations that have strong membership bases in Richmond: Asian Pacific Environmental Network (APEN), Association of Community Organizations for Reform Now (ACORN), Communities for a Better Environment (CBE) and Ma'at Youth Academy. These organizations represent hundreds of Richmond's diverse residents. These residents range in age from 13 – 80, and include African-Americans, Asians, Latinos, and whites, speakers of Spanish, Lao and Mien, students of Richmond and other West Contra Costa Unified School District schools, workers, both inside and outside of Richmond, and retirees. For many of these residents, land use and planning, and even advocacy issues are brand new, while for others, these issues and their consequences are too familiar.

BUILDING COMMUNITY PARTICIPATION AND ENGAGEMENT

To increase effective public participation in the General Plan update process, REDI conducted a Leadership Institute for members of our community-based partner organizations. The Leadership Institute supports REDI's long-term goal of building the capacity of community groups so that they can play a leadership role in the city's planning and development processes for years to come. Participants from APEN, ACORN, CBE, and Ma'at Youth Academy attended seven workshops where they examined a range of issues related to land use, zoning, health, transportation, housing, and economic development. Later workshops focused on formulating and refining specific General Plan policy recommendations that offer solutions to the community's priority concerns. It was through these workshops that community members were able to explore and fully understand how General Plan policies can influence the types of jobs in their communities, the types of housing where they live, and how they travel in and outside of the city.

The Leadership Institute was also structured to help community members prepare for the City's General Plan community meetings and workshops. REDI's level of participation and input reflects the diversity of its community partner membership. For example, APEN provided the Laotian translation during these community meetings, so that the Lao community could participate. Additionally, Ma'at Youth Academy brought the only youth participants to the Land Use Alternatives community workshops. It is our hope that REDI's outreach and capacity-building efforts will enhance the input that the City receives during its outreach efforts.

POLICY RECOMMENDATION PROCESS

The policy recommendation format that is presented in this document is meant to mirror that of a standard General Plan. Included for each element is a brief background section, equitable development goals and principles, and policy recommendations. In the near future, REDI will submit a corresponding document that also shows implementation steps for each of its policy recommendations as well as highlights those policies that were the top priorities of our community members. REDI's policies were developed with technical assistance from Public Advocates, the East Bay Alliance for a Sustainable Economy (EBASE), Urban Habitat, Partnership for Working Families, and Human Impact Partners. All policies were carefully reviewed by our community members, edited by the technical assistance partners, and prioritized by our community members. Some of these policies resonate with the broader Richmond community, as they have already been presented in some form within the City's Vision Framework, Issues and Opportunities papers, and other documents.

While the City of Richmond is in the process of creating and providing updates for twelve General Plan elements, REDI concentrated on the following elements – land use, transportation, housing, economic development, and health

(see next section for REDI's approach to the health element). These five elements were chosen because they address the issues that the REDI partners regularly engage in during the course of their research, policy and advocacy efforts. However, we understand the importance of other elements, such as public safety and education, to the broader Richmond community and we hope that the updated General Plan provides for linkages and consistency between each of its elements.

HEALTH POLICY ELEMENT

REDI has worked in collaboration with MIG to ensure that the new health policy element reflects equitable development principles. We are happy to see that the current health element framework includes objectives and indicators that address key barriers to equitable development. In particular, the health element framework addresses health disparities through examining access to public transit and safe, active transportation options, access to quality affordable housing, and access to economic opportunities. REDI supports this framework and our recommendations for the land use, economic development, housing, and transportation elements reflect this support. By incorporating the policy recommendations outlined in the following document into the General Plan, we believe there will be a significant and positive impact on the health of Richmond residents.

POLICY RECOMMENDATION FRAMEWORK

The following framework of equitable development principles provides the basis for REDI's policy recommendations:

- I. A commitment to reducing poverty and social inequities;
- II. Revitalization of core neighborhoods;
- III. Adequately providing basic needs and services for all people regardless of socioeconomic status;
- IV. Understanding the interdependence of land use, economic development, transportation, housing, and health;
- V. Development that results in a healthy local environment and strong quality of life for all; and
- VI. Engagement of those most directly impacted – such as low-income people, people of color, immigrants, churches, and unions at every development stage

As the City of Richmond, its residents, local businesses, labor, and other vital stakeholders work together to update the General Plan, we hope that REDI's policy recommendations are used to chart a course for the next 50 years of development.

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Land Use Element

Ownership, jobs and integrated neighborhood planning

Background

Land Use is the connective tissue that binds together the general plan. It is usually the first section of the plan, and the Land Use map generated by the plan is legally binding – it must conform to the zoning code of the city, which regulates what can be built where, and for what purpose.

The goals of the land use section are often general goals which connect with other more specific elements in the plan, like housing, economic development and open space. A good land use element will emphasize those connections, and should articulate much of the overall vision of the plan.

Existing approach to the Land Use Element and Current Land Use Conditions

Richmond residents offered a powerful vision of Richmond's future in The City of Richmond's General Plan Vision Framework "draft general plan goals, issues, opportunities, and potential policy directions section,"--a vision that REDI believes is fundamentally in line with our core principles and goals for equitable land use.

Some key highlights of the draft vision framework which the REDI collaborative supports include:

- An emphasis on increased density in transit corridors, such as San Pablo Ave corridor, Macdonald Avenue corridor, Ohio Avenue, Cutting Blvd., Carlson Ave., Harbor Way (LU-5, LU-A, LU-B)*. *Provided that this plan also adopts the recommendations in REDI's Housing, Transportation, and Economic Development Elements, an increase in density can be a major force for social equity.*
- Support for infill development (LU-24). Similar to density, infill can be a force for equity, provided that strong economic, housing and transportation policies are in place.
- Critical attention to neighborhoods as key centers of community life (LU-C).
- Support for transit and transit oriented development (LU-R, LU-S).
- Acknowledgement of the importance of equitable distribution of impacts (LU-L, LU-27), and the need for clean and efficient industrial uses (LU-G). *Although industrial land represents 19% of Richmond's total land, and 25% of Richmond's land not devoted to open space, there is no coherent policy with regards to Richmond's industrial future.*

* Note: The "LU" coding throughout this document refers to coding used in the City of Richmond's General Plan Vision Framework Draft 2.1, February 7, 2007

- Further attention must also be paid to the equitable distribution of benefits, especially on land undergoing significant use change.
- Recognition of the importance of a balanced mix of jobs and housing (LU-H).

The updated vision included in the current Vision Framework differs from the view of land use adopted in the City's current General Plan, adopted in 1994. For example, the Land Use section of the current General Plan, LU-A, states that the city shall, "Improve the aesthetic and economic value of individual sites, the adjacent properties, the neighborhoods and the entire City." By making economic value the first goal of the land use plan, the City sent a clear message about its land use priorities. The next two goals spoke to creating "pleasant transitions" and "pleasant contrasts," flowery language that masks the reality on the ground in Richmond. None of the goals specifically mentioned improving equity, confronting environmental injustice, or reducing poverty through land use actions. In order to ensure equitable development, the new Land Use element should articulate a new vision based on sound principles and goals – a vision that prioritizes people, and that does not shy away from the challenges facing our city and our communities.

Land Use Equitable Development Principles & Goals

Equitable Land Use strives for:

- A healthier local environment, especially in communities currently impacted by heavy industry.
- An increase in living wage jobs for Richmond residents and/or an increase in entrepreneurial opportunities for Richmond residents on currently zoned industrial and commercial land.
- An increase in community ownership of land through a land trust or local community-based organizations, especially on land undergoing significant changes in land use
- Equitable distribution of opportunity throughout Richmond's neighborhoods, including access to quality transportation, education, food, open space, housing and jobs, and the ability to fully participate in the democratic process and public domain.
- Infill development in already developed areas.
- Mixed-use density along major transit corridors.
- Recognition of and compensation for Richmond's major role in the regional economy through its provision of industrial and transportation infrastructure.

REDI's Land Use Element Policy Recommendations

The following policies and implementation plans are designed to give life to the core principles and goals outlined above, and to provide needed clarity and specificity to our shared goal of a stronger, healthier and more equitable Richmond. These policies are consistent with the Vision Framework, and the specific sections of the framework that are relevant to the policies and implementation plan in question are highlighted below.

- A. Establish a **community land trust to ensure long-term affordability** of Richmond's housing, commercial, and industrial stock and to maximize benefits (i.e. control and ownership) accrued to local residents through Richmond's revitalization.
- B. **Prioritize industrial development and retention equally with other forms of development**, such as housing, retail, and commercial office development.
- C. Assure **neighborhood-based planning that engages local residents** in comprehensive planning that integrates land use, school planning, housing and other neighborhood services and improves health.
- D. **Increase density in transit corridors** such as San Pablo Ave., Macdonald Ave., Ohio Ave., Cutting Blvd., Carlson Ave. and Harbour Way, *provided that this plan also adopts the recommendations in REDI's housing, transportation, and economic development elements.*
- E. **Develop and implement land use criteria**, especially in industrial areas, that minimize the health and nuisance impacts on residential neighborhoods, schools, recreation and open space, job centers and other adjacent uses.
- F. **Improve access to basic needs and services**, such as transportation, food, and open space for all neighborhoods.

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Housing Element

Safe, integrated, affordable housing options by maximizing city resources

Background

Each city in California is required to adopt a Housing Element as part of its General Plan and revise the Element every five years. (Cal. Gov. Code §§ 65581, 65588). This Element must set forth a detailed plan to facilitate the development of the City's fair share of the Regional Housing Needs Allocation ("RHNA") at each income level—very-low, low-, moderate-, and above-moderate income. (Cal. Gov. Code § 65583).

The Housing Element must identify and analyze existing and projected housing needs for all economic segments of the community, and incorporate scheduled programs for the preservation, improvement, and development of housing, including a program that will identify and make available adequate sites for housing. (Cal. Gov. Code § 65583(a),(c)). In doing so, it must analyze constraints to meeting its housing requirements and include a plan for removing such constraints. (Cal. Gov. Code § 65583(a),(c)).

Richmond's current Housing Element, which was adopted in 2005, does not comply with several Housing Element Law requirements. For example, it does not contain the required land inventory. (See Cal. Gov. Code § 65583(a)). The Housing Element also fails to clearly document the City's progress toward meeting its share of the Regional Housing Needs Allocation (RHNA) at each income level—potentially overstating the number of very-low, low- and moderate-income units that have been built. Moreover, as the City has acknowledged, the housing needs of the City's own low- and very-low income communities are greater than the needs represented in its allocated share of the region's need. (See 2003-2008 Consolidated Plan at 60).

Existing approach to the Housing Element and Current Housing Conditions

Richmond's current Housing Element includes many equitable development goals. For instance, it commits the City to "[c]reate decent, safe, and affordable housing in a wide range of types and densities and make it available to all existing and future Richmond residents, regardless of age, income level, or household size." (Housing Element at 9 (Goal A)). Similarly, the Housing Element policies and programs reflect a general commitment to accommodate the City's share of the regional housing needs at each income level as well as meet the housing needs of Richmond residents.

The City of Richmond's General Plan Vision Framework "draft general plan goals, issues, opportunities, and potential policy directions section," also includes many goals shared by the REDI collaborative. The draft statement reflects a vision of an "[a]dequate supply of ... safe, affordable, healthy, and quality housing ... available to people including very-low income residents, seniors, and people

with disabilities” (HS-B)[†] and “new development [that] benefits the surrounding community.” (HS-18). It also recognizes the need for “[p]reservation and enhancement of existing housing” (HS-D) and “strong connections among transit, community amenities, and neighborhood centers.” (HS-F).

However, more than stated goals are needed to ensure that equitable development is a practice in Richmond and not just a theory. For instance, the current Housing Element includes a policy of “[g]iv[ing] priority in the use of city programs and resources to conserving and upgrading the City’s existing housing stock rather than constructing new units, except for the construction of affordable units.” (Housing Element, at 27). In practice, however, City funds are regularly used to accommodate and promote the construction of high-end housing in the City.

The policies and implementation steps necessary to carry out the stated goals depend in large part on the city’s willingness to amend existing policies, propose new models to meet existing housing needs, and/or amend the city’s redevelopment practices and policies that impact the city’s affordable housing production. The City of Richmond’s General Plan Vision Framework has identified the need for some policy changes, such as “[s]trengthening inclusionary policies” and “[e]nsuring appropriate in-lieu fees” (HS-2), and new policies, such as creating a “housing trust” (HS-4) and “building high-density housing” (HS-13). However, more detailed implementation plans are needed to ensure that new policies will meet the housing needs of Richmond’s residents.

Richmond still faces significant need regarding the provision of safe and affordable housing.

- In conjunction with Richmond’s high poverty and unemployment levels, nearly half of Richmond’s households (16,681 or 48%) have incomes in the extremely-low, very-low, and low-income ranges. (Housing Element at HE-14 [calculations based on 2002 HUD projection data]).
- City residents are split almost evenly between renters and homeowners (47% renters, 53% homeowners). (Housing Element at HE-12).
- As a result of rising housing costs, in 2000, 19% of renter households were overburdened by housing costs (paying more than 30% of their income on housing), and 15.6% of homeowners were overburdened. (Housing Element at HE-20).
- Of the new homeownership units built in the 1990s, only 15% of the units were affordable to first time homebuyers who earned 100% of Richmond’s median income at the time. (Consolidated Plan at 60). Worse yet, sale prices doubled between 1997 and 2002. (Consolidated Plan at 52).

[†] Note: The “HS” coding throughout this document refers to coding used in the City of Richmond’s *General Plan Vision Framework* Draft 2.1, February 7, 2007

- Over 15% of households in Richmond were overcrowded in 2000 (more than one person per room) due to the lack of affordable housing in the City. (Housing Element at HE-16).
- Low-income affordable housing units in Richmond are facing a loss: Not all Housing Authority units being demolished will be replaced with public housing units and the City has estimated that 1,141 federally subsidized rental units are at risk of conversion to market rents. (Consolidated Plan at 55, 57).
- Richmond's housing stock is old and potentially unsafe: 77% of Richmond's housing stock is over 30 years old, and often contains unhealthy and unsafe housing conditions, including a high risk of lead-paint poisoning. (Consolidated Plan at 46, 51).

Housing Equitable Principles & Goals

- Low-, very-low, and extremely-low income families have access to decent, affordable housing in mixed-income neighborhoods.
- A safe and healthy housing stock, free from environmental hazards and in compliance with the housing code.
- Development of housing affordable to lower-income families near amenities, health and social services, transportation, and quality job opportunities.
- A jobs/housing balance in the City that will meet the housing and employment needs of lower-income families and individuals.
- Any city incentives provided to real estate developers, such as density bonuses, redevelopment funds, or tax breaks, result in community benefits for local residents.
- The particular housing needs of special needs groups, including large families, single-parent households, persons with disabilities and homeless individuals and families, will be met.

REDI's Housing Element Policy Recommendations

- A. Amend the city's Inclusionary Housing Ordinance to **ensure the production of affordable housing for low- and very-low income households** in mixed-income projects and/or neighborhoods.
- B. **Establish a community land trust** to ensure long-term affordability of Richmond's housing, commercial, and industrial land stock, and to maximize the benefits provided to local residents through Richmond's revitalization.
- C. Ensure that **Redevelopment Agency activities are transparent, in compliance with state law, and benefit low-income communities.**
- D. Ensure that **infrastructure improvements benefit low-income communities.**
- E. Develop a model for **rehabilitation of substandard rental housing** without displacing existing residents or raising their rent.
- F. Ensure that **environmental cleanup assistance will be effective and safe** and will benefit low-income communities.
- G. Assess the **impact of housing development on health.**

Transportation Element

Improving service and access in the urban core

Background

The Transportation and Circulation Element outlines the main issues related to transit, connectivity, and movement of both people as well as goods. It provides direction to the regional transit authorities, including the Contra Costa Transportation Authority, the West Contra Costa Transportation Advisory Committee, the Metropolitan Transportation Commission, and AC Transit.

Existing Approach to the Transportation Element and Current Transportation Conditions

Traditional Transportation and Circulation elements focus on relieving automobile congestion through roads and highways rather than developing a progressive strategy to relieve congestion through transit.

The City of Richmond's General Plan Vision Framework "draft general plan goals, issues, opportunities and potential policy directions section," acknowledges the need for "improved connectivity" (TR-C[‡]), transit-oriented development (TR-J), and "alternative modes of transportation...especially for low income and minority groups; and for seniors" (TR-1) and "along major arterials" (TR-15).

However, the potential for a ferry and other forms of "regional water transit service" coming to Richmond are particularly problematic from a transit operation standpoint. The cost of running ferries is extremely expensive and takes away precious transit operating dollars from other services that better serve the needs of low-income residents of Richmond. In the past, ferry service to Richmond failed to attract the adequate level of ridership to justify the cost. New transit investments should focus on high-ridership corridors and more cost-effective strategies.

The Fehr and Peers analysis focused primarily on pedestrian, bike and road/street improvements, without a significant discussion on designing roads for optimal transit usage. We highly recommend that Fehr and Peers incorporate findings and priority projects identified in the Richmond Community Based Transportation Plan into their overall analysis of priorities for the City of Richmond.

[‡] Note: The "TR" coding throughout this document refers to coding used in the City of Richmond's *General Plan Vision Framework* Draft 2.1, February 7, 2007

Residents in the poorest neighborhoods of Richmond—there are 37,928 residents living in the Iron Triangle, Parchester, North Richmond, San Pablo, Coronado, and Old Town neighborhoods--face extreme transportation challenges:

- Overall, the population in these neighborhoods is “young,” with 32% of the population under the age of 18, and just 7% at or above the age of 65.
- There is less of a reliance on driving and more on public transportation in Richmond’s low-income neighborhoods compared to the Bay Area, where 87% of the population commutes by car, truck or van and 10% use public transportation.
- Sixty-eight percent (68%) of the area’s workers have a commute that exceeds 30 minutes, and 25% have a commute that exceeds one hour.
- Eighteen percent (18%) of households in Richmond have no access to an automobile - the highest rates are in the Iron Triangle (26%) and North Richmond/Santa Fe (24%) neighborhoods. In contrast, only 6.5% of households in the county lack access to a vehicle. Thirty percent (30%) of seniors 65 years and older in Richmond’s low-income neighborhoods lack access to a vehicle. (2004 Community Based Transportation Plan for Richmond).

Transportation Equitable Principles & Goals

- Commit to maintaining and improving public transportation services throughout the city.
- Transit remains affordable to the most vulnerable populations of the community.
- Ensure that new transportation investments in amenities and services benefit low-income transit-dependent communities in Richmond.
- Reduce automobile usage and vehicle miles traveled in Richmond.
- Promote alternative transportation modes through providing safe, attractive, and convenient routes for bicyclists and pedestrians.
- Improve residential streets with calmed and slowed traffic.
- Create a model bicycle- and pedestrian-friendly city where bicycling and walking are safe, attractive, easy, and convenient forms of transportation and recreation for people of all ages and abilities.
- Pursue regional, statewide, and national programs and policies that promote transportation alternatives to single occupancy vehicles.
- Encourage seamless transfers and connectivity of residents to jobs, housing, services, and other transit-oriented development.

REDI's Transportation Element Policy Recommendations

The following policies and implementation plans are designed to give life to the core principles and goals outlined above, and to provide needed clarity and specificity to our shared goal of a stronger, healthier and more equitable Richmond. These policies are consistent with the Vision Framework, and the specific sections of the framework that are relevant to the policies and implementation plan in question are highlighted below.

- A. Assess and mitigate the transportation impacts of new construction by **establishing a Transportation Services Fee**.
- B. **Invest in transportation amenities, infrastructure, and networks** that benefits low-income communities.
- C. Provide **equitable, safe and affordable transit access and services** for low-income communities in the urban core.
- D. Improve **coordination between regional transportation and planning agencies**.
- E. Promote **alternative modes of transportation** in new housing development and employment areas.
- F. Increase **density and new development within one half mile of transit stations or one quarter mile of major bus routes**.
- G. **Limit low-density development** (e.g. one or two story office buildings). Low density residential and auto related uses (e.g. surface parking lots, automobile sales lots, stand alone big box retail etc) should also be avoided, particularly **within 2000 ft. of an existing or planned rapid transit or light rail station**.
- H. Provide a **municipal point of contact for citizens and businesses** to receive, provide and promote information on transportation services and policy.
- I. **Establish goods movement** (truck, rail, and ship) routes and schedules **that will minimize health, safety, and noise impacts** on the community, and promote adoption of cleaner technology and fuels.

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Economic Development Element

Long-term strategic planning that addresses poverty by providing a range of jobs and local entrepreneurship

Background

Economic Development is generally understood as the use of public resources to increase economic activity or the attracting, retaining, and expanding of businesses and jobs in a geographic area. With cities facing dwindling resources and shrinking budgets, local governments often prioritize tax and revenue generation over poverty alleviation or local hire when considering their plans for economic development.

The economic development element is a non-mandatory element of the General Plan, and largely overlaps with the land use element, although there are a few overlaps with the housing and transportation elements as well. Many cities in California use the economic development or economic prosperity element to address not only business attraction and retention, but also job quality, workforce development, local hire, as well as an analysis of the city's economic conditions and markets.

Existing Approach to the Economic Development Element and Current Economic Development Conditions

The City of Richmond's General Plan Vision Framework "draft general plan goals, issues, opportunities, and potential policy directions section," references "quality jobs and employment" in ED-A[§], and policy directions regarding Richmond's diverse workforce, job training, green businesses, local hire, and development benefiting surrounding communities. These are commendable steps toward equitable economic development. However, the issue of poverty alleviation is absent, along with the issue of living wage jobs, and a definition of "quality jobs" in terms of wages, benefits, and opportunities for advancement.

Richmond faces deep challenges when it comes to helping residents overcome employment obstacles through strategic economic development. Consider the statistics:

- Among Richmond residents who are currently employed, only 21% actually work in Richmond—a much smaller percentage than in some East Bay cities. This suggests that residents are not benefiting from good jobs close to home.
- The generally lower-paid Service sector led employment growth between 1980 and 2005 by providing two-thirds of the new jobs in Richmond (62%). For the East Bay as a whole, lower wage service sector jobs contributed only 49% of all new employment during this period.

[§] Note: The "ED" coding throughout this document refers to coding used in the City of Richmond's *General Plan Vision Framework* Draft 2.1, February 7, 2007

- Between 2001 and 2004, the Manufacturing, Wholesale, and Transportation (MWT) sector in Richmond lost about 1 in every 5 jobs (a 20% decrease, or over 2,000 jobs) while Health, Educational, and Recreation Services grew by 17%, or over 900 jobs.
- The average wage of jobs gained in Richmond (\$16.61) is lower than that of the jobs lost (\$17.81).
- Like much of the region, over 4 in 10 jobs in Richmond (44%) do not pay enough for a family of four to make ends meet (Basic Family Wage of \$16.88).
- Almost 1 in 5 Richmond residents (18%) work in lower-wage service occupations, versus 1 in 7 residents in the East Bay (13%). Likewise, fewer Richmond residents (33%) work in higher paid professional occupations than residents in the East Bay (42%).
- Poverty rates in Richmond (27%) are significantly higher than in the East Bay (20%), and unemployment rates are also persistently higher (7.7%, versus 5.2% throughout the East Bay).

Economic Development Equitable Principles & Goals

- Conduct strategic planning that establishes long-term priorities and criteria for economic development to guide future development and growth.
- Promote economic development that alleviates poverty and develops a strong workforce.
- Create and use new capital and investment opportunities for existing low income residents to overcome economic and employment challenges.
- Prioritize high job quality standards, including job training, sustainable wages, childcare, healthy working conditions, and other employment support, in new economic development projects.
- Integrate land use policy with economic development and workforce development policies and programs.
- Collaborate with unions, nonprofit training programs, and major employers to strengthen job quality and job training pipelines.
- Promote and nurture local community entrepreneurship opportunities.

REDI's Economic Development Element Policy Recommendations

The following policies and implementation plans are designed to give life to the core principles and goals outlined above, and to provide needed clarity and specificity to our shared goal of a stronger, healthier and more equitable Richmond. These policies are consistent with the Vision Framework, and the specific sections of the framework that are relevant to the policies and implementation plan in question are highlighted below.

- A. Establish **regular impact assessment, reporting, and evaluation** of quality job outcomes for all development projects. Leverage penalties for non-reporting and non-compliance.
- B. **Expand local first-hire requirements and job training opportunities** for low income residents.
- C. Require **discretionary conditional use permitting** for new large-scale developments (either 25 or more living units or 25 or more employees) or development projects that require changes in zoning or land-use.
- D. Prioritize, retain, and create jobs with **living, prevailing, or sustainable wages**, and good benefits and healthy working conditions for unskilled and semi-skilled workers and low-income residents.
- E. Prioritize **industrial development and retention** equally with other forms of development, such as housing, retail, and commercial office development. Create a long-term strategic plan for Richmond's industrial land, and create clear criteria for the conversion of industrial land to other uses.
- F. Enact **impact fees** to raise standards and expectations for community benefit and ensure that private developments pay their own way. Establish **city and public service employment levels** that keep pace with new development.
- G. Promote **small and locally owned and/or disadvantaged businesses** in neighborhood revitalization efforts.