

THE ECONOMIC REVITALIZATION INITIATIVE

GROWING OUR COMMUNITY



The Economic Revitalization Initiative is Chevron Richmond's \$10 million investment to create jobs, grow small businesses and expand job training opportunities in Richmond and West County. Over the next five years, this investment will result in several concrete outcomes and specific benefits for this community. Learn more at www.ChevronRichmond.com/RevitalizeRichmond.

OUTCOME: Support for existing businesses, amenities to attract new business

COMMUNITY BENEFITS:

- Stabilization and retention of existing businesses
- Businesses that train and hire locally
- Local ownership of local business activity and amenities
- Successful businesses that enhance neighborhood stability
- New businesses that employ the "hard to employ"

OUTCOME: Adult employment opportunities and job training

COMMUNITY BENEFITS:

- Transferrable skills development that increase employability and financial stability
- Reduction in the unemployment rate
- Reduction in reliance on social services
- Reduction in recidivism for employees with past criminal history
- Increase in the health of the workers and their families
- Increase in worker participation in local markets

OUTCOME: Employment internships and job placements for youth and young adults

COMMUNITY BENEFITS:

- Crime reduction
- Increase in positive mentors and role models for Richmond and North Richmond youth
- Reduction in recidivism
- Improved neighborhood climates
- Transferrable job skills

OUTCOME: Multi-Business and Service Network that supports new businesses, helps existing businesses expand and thrive, promotes job growth and job training.

BENEFITS FOR EMPLOYEES:

- Home improvement and purchase lending opportunities
- Profit sharing and savings opportunities
- Health benefits

COMMUNITY BENEFITS:

- Development of much needed local amenities
- Increase in property values where employees reside
- More homeownership in Richmond

- Increase in community pride leading to reduction in blight, increase in business activity, more attractive communities
- Increase in quality of life for residents and children
- Hope and aspiration climb for the entire family unit
- Family investment in issues affecting community and quality of life
- Improved academic performance, reduction in truancy, reduction in lost productivity caused by poor health
- Reduction in emergency room visits for local health-care facilities
- Improvement in employee frame of mind and sense of well-being
- Reduction in mental-health related crime

OUTCOME: Use of data, social media and smart phone apps to direct services to residents and to improve economic, education and health outcomes faster and more effectively.

COMMUNITY BENEFITS:

- Increasing employment by connecting unemployed residents to opportunities faster and more efficiently
- Effectively connecting families to STEM learning opportunities and seeing improved attendance and grades among their children
- Connecting residents to training and job placement services, increasing employment