



Fact Sheet

Overview

eEquip Richmond is funded and managed by Chevron to improve the quality of life in Richmond and North Richmond. Chevron's investment is a resource tool to leverage the investments of other businesses, foundations, institutions and individuals. The goal is to establish partnerships that can enhance existing opportunities to build capacity, fill jobs with local hires, and improve conditions for local residents.

Economic Development

Poverty and marginalization are issues that continue to affect communities around the country. Local and national government policies and practices have, historically, neglected to address the underlying causes of these issues. Today, economic revitalization efforts must focus on impacting and reversing the underlying root causes of barriers to economic growth. No one-size strategy fits all.

Chevron will direct \$10 million to fund a long-term economic development plan that will target Richmond neighborhoods, such as North Richmond, the Iron Triangle and Atchison Village, which have traditionally been overlooked. The plan will include support for new and existing programs to increase job training, small business development and new business recruitment.

Collaborative Planning Process

In 2011, Chevron embarked on a vision to make a community investment with lasting impact, developed with the community's input. Chevron hired a local economic and community development expert, Emerald HPC International, along with cross-agency data management expert, AJW, Inc. and convened a Steering Committee of 27 community stakeholders, representing business, neighborhoods, public safety, education, faith leaders and non-profit organizations to help identify high priority needs in Richmond.

Goals and Objectives

Over the next three years, the initiative will utilize several "best practices" to resolve local economic development challenges, including:

- Increase and sustain community economic viability through services that improve economic self-sufficiency and help small businesses create and sustain jobs.
- Build the capacity of Richmond/North Richmond community organizations to deliver economic benefits to their communities.
- Build individual capacity and improve conditions for current residents.
- Upgrade the community's infrastructure and economic engines.



Economic Revitalization Initiative Steering Committee

The eEquip Richmond Economic Revitalization Initiative was developed with input and feedback from the following community stakeholders:

1. **Andrea Bailey**
Community Engagement Manager, Chevron
2. **Don Gilmore**
Executive Director, CHDC
3. **Andy Wong**
President, AJW, Inc.
4. **Keith Archuleta**
Trainer/Consultant, Emerald HPC
5. **Iris Archuleta**
Trainer/Consultant, Emerald HPC
6. **Dr. Henry Clark**
Community Activist, North Richmond MAC
7. **Oscar Dominguez**
Director, Small Business Development Center
8. **Sal Vaca**
Director, RichmondBUILD, City of Richmond
9. **Jane Fischberg**
President and Executive Director, Rubicon
10. **Judy Morgan**
Former Executive Director, Richmond Chamber of Commerce
11. **Nia Rashidchi**
Asst. Superintendent, WCCUSD
12. **Katrinka Ruk**
Executive Director, Council of Industries
13. **Bill Lindsey**
City Manager, City of Richmond
14. **Adam Kruggel**
Executive Director, CCISCO
15. **Alex Gomez**
Executive Director, Business Development Center
16. **Annie King-Meredith**
Project Manager, Health and Human Services
17. **Remy Goldsmith**
Former Community Affairs, Doctor's Medical Center
18. **Linda Jackson**
Retired Executive Director, WCCUSD
19. **Armando Viramontes**
Government & Community Relations, Lawrence Berkeley National Labs
20. **Luz Gomez**
Former Deputy Chief of Staff, Office of Supervisor John Gioia
21. **La Quita Cole**
North Richmond Resident & Faith Community Representative
22. **Karen Norwood**
Training & Facilities Manager, Kaiser Permanente
23. **Leah Casey**
Community Engagement Specialist, Chevron
24. **Amanda Elliott**
Executive Director, Richmond Main Street
25. **Gonzalo Rucobo**
Executive Director, Bay Area Peacekeepers
26. **Chris Magnus**
Former Chief of Police, City of Richmond
27. **Dr. Bruce Harter**
Former Superintendent, WCCUSD
28. **Donny Gordon**
County Probation Officer, Contra Costa County Sheriff
29. **Paul Cohen**
Former Executive Director, 4Richmond
30. **Colin Craig**
Trainer/Senior Partner, Different Tracks Global
31. **Ben Craig**
Trainer/Partner, Different Tracks Global
32. **Jim Hyde**
Trainer, Retired Antioch Police Chief