Community Revitalization Initiative

FREQUENTLY ASKED QUESTIONS

What is the Community Revitalization Initiative?
The Community Revitalization Initiative is a long-term plan designed to help stimulate the Richmond economy, create jobs, encourage small business development, expand job training opportunities and increase access to high-quality education programs for local students. The plan relies on the use of innovative and targeted strategies to prepare residents for the workforce and encourage small business growth. It also invests in science, technology, engineering and math (STEM) programs in local schools, preparing local students to compete globally for well-paid jobs in emerging industries.

How much will Chevron Richmond* spend over the next five years?
Chevron Richmond has committed to investing $15.5 million over a five-year period. Of the total, $10 million will be spent on implementing the economic development component of this plan. Another $5.5 million will be invested in STEM labs, teacher professional development and programming at schools.

Why is Chevron Richmond making this investment?
Chevron Richmond is committed to helping Richmond thrive. We believe in not only investing in the safety and quality of our facilities but also in the future of this community by driving economic growth, creating jobs, supporting small, local business, training the workforce and educating students.

This initiative is an extension of Chevron Richmond’s longstanding record of community support. Since 2009, we have spent $288 million with local businesses and given more than $15 million to support organizations and nonprofits dedicated to supporting opportunities for youth, education and economic development.

Why is this initiative so different from past programs Chevron has sponsored in Richmond?
The idea for this long-term strategy came about more than two years ago, when leadership from Chevron Richmond sought to make a long-term investment in Richmond’s future. At the time, Chevron Richmond leadership outlined a vision for a thoughtful, in-depth plan that would promote shared, sustainable economic growth and build the capacity of local organizations serving the community. In order to do so, they enlisted the help of economic development experts to develop a collaborative process that built upon nearly two years of input from a diverse cross-section of stakeholders. The group then worked collaboratively to define innovative strategies that could maximize existing resources to create jobs, increase job training programs and support local business for the indefinite future.

*Chevron Richmond is shorthand for Chevron U.S.A. Inc.’s Richmond Refinery and its other divisions located in Richmond.
Who was part of the planning process?
Chevron Richmond enlisted the expertise of economic and community development experts Emerald HPC International, LLC, to oversee the in-depth, multi-year planning process. Along with cross-agency data management experts AJW Inc., the firms worked closely with community stakeholders to develop an initiative designed to address the priority needs facing this community. You can find a complete list of stakeholders on the Community Revitalization's fact sheet.

What are some of the strategies involved in this project?
While not all strategies have been fully developed, several ideas include:
• Developing partnerships with local lending institutions to provide loans for small businesses and homeowners.
• Creating incentives for small businesses to both hire locally and improve and provide health benefits for all employees.
• Working with existing businesses to grow capacity and attract prospective new business around emerging industries.
• Fostering greater collaboration among businesses, nonprofits and community colleges to increase job training and adult education programs for Richmond workers.

How unusual is this type of investment?
This program is the first and most significant economic development program Chevron Richmond has initiated in Contra Costa County. This program is the result of a thorough, multi-year, data-gathering process and has drawn inspiration from successful community revitalization initiatives across the nation, including the Harlem Children's Zone in Harlem, New York and the Evergreen Cooperatives of Cleveland, Ohio.

Where will the majority of this work be concentrated?
All communities in Richmond will benefit from this initiative, but the initial work will focus on areas of high need, including North Richmond, Iron Triangle and Parchester Village.

What's the next step?
Following this announcement, Chevron Richmond will select an Advisory Board that will work with a consulting team to oversee the execution of this plan over the next five years. The selection of this board will take place within the next several months.

Where can I learn more information?
Learn more or find out the latest by visiting www.chevronrichmond.com/revitalizerichmond.