Raise Up Richmond
Engaging Communities in Transforming Anchor Institutions
Agenda

What is an anchor institution campaign?

What’s at stake for marginalized communities?

What does it take to transform an anchor institution?

Keys to powerful community engagement

Discussion

Video of June Rally and March
https://vimeo.com/132479158
Key Capacities of an Anchor Institution

- Purchaser
  - Local Business Opps
- Employer
  - Local Living Wage Jobs
- Real Estate Developer
  - Land & Revenue
- Workforce Developer
  - Training & Career Prep
- Cluster Anchor
  - New Businesses
- Infrastructure Builder
  - New Public Resources
- Core Product or Service
  - Programs & Services
What’s at stake for communities?

**Structural Change**
- Local, living wage jobs
- Educational pathways
- Wealth building & local business
- Housing affordability
- Development without displacement
- Reversing inequality

**Community Power**
- Public for the public
- New unlikely allies
- Comprehensive vision for social justice and community health
Our Campaign Story

- Launch of the Campaign
- Coalition Formation
- Community Organizing in Support of a CBA
- Confronting the UC Regents
- Creation of the Community Working Group
- City Council resolution
- Working Group Process
Richmond Agreements

Legally binding agreements with community able to enforce

25% local hire in construction and 50% local hire in operations

25% disadvantaged hire

25% local business in purchasing

Payment of an affordable housing ‘linkage fee’

Pre-K through community college educational partnerships

Prevailing wage construction jobs
What Does it Take to Transform an Anchor Institution?

Leadership development
Research & policy capacity
Mobilization
Coalition building
Communications
Negotiation

Community engagement is not one part of the strategy, it is the skeleton that all other parts fit onto
Principles for Technical Assistance and Research

Community-driven

Focus on popular education

Relevant and appropriate

High-quality and critical
Coalition Building

Which communities will be most impacted by the anchor institution?

What are their relationships to the anchor institution?

Which organizations and entities are already working on behalf of communities who will be impacted?

How do your interests align to create a coalition that can build leverage and power in your anchor institution campaign?
Communications

Trainings on strategic communications

Storytelling

Deciding on core values and frame - “Access and Inclusion”

Communications advisor on media outreach
Community in the lead

Power of the testimony to wins hearts and minds

Ground-truth the policy analysis/development for real impact

Grassroots leaders at the table will push when others won’t

Accountability, making ourselves obsolete
Toolkit

6 videos with interviews of organizers about lessons learned

Short how-to guides on key strategies

Online at http://haasinstutute.berkeley.edu/anchor/toolkit
Thank you!

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