



# Raise Up Richmond

## Engaging Communities in Transforming Anchor Institutions

Presented by Eli Moore

Nov 3rd, 2016

# Agenda

What is an anchor institution campaign?

What's at stake for marginalized communities?

What does it take to transform an anchor institution?

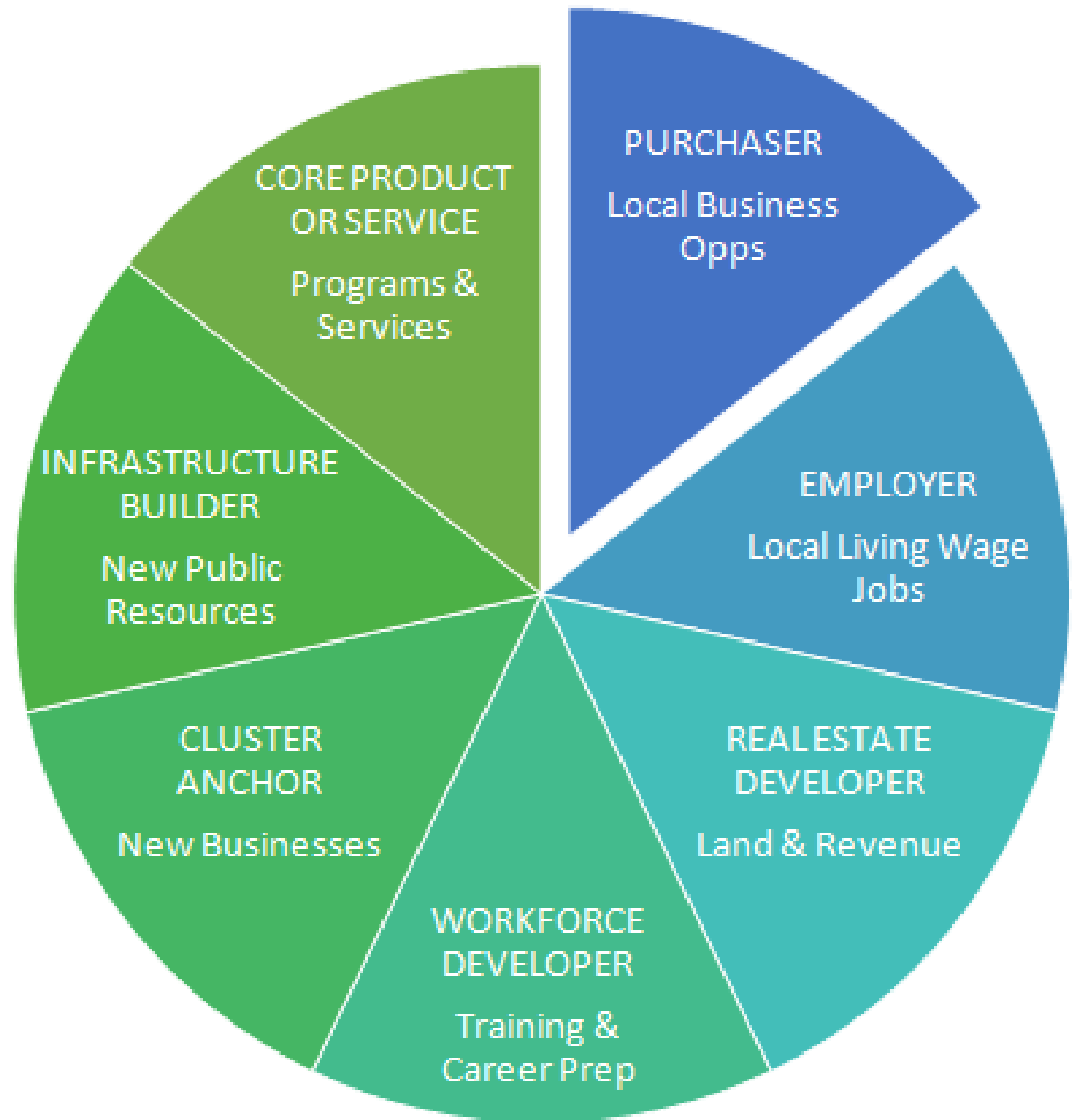
Keys to powerful community engagement

Discussion



Video of June Rally and March  
<https://vimeo.com/132479158>

# Key Capacities of an Anchor Institution



# 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



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## Activists urge UC Berkeley to protect low-income people from gentrification

By Tom Lochner, [tlochner@bayareanewsgroup.com](mailto:tlochner@bayareanewsgroup.com)

POSTED: 03/18/2016 06:55:51 AM PDT | UPDATED: 29 DAYS AGO

RICHMOND -- Activists rallied at Richmond City Hall on Thursday, vowing to spare this city from the gentrification that has swept low-income people out of San Francisco, Oakland, Berkeley and other Bay Area cities.

"We're not going anywhere," said emcee Melvin Willis of the Alliance of Californians for Community Empowerment (ACCE).

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Mar 18:

- UC Berkeley reaches labor agreement on contract workers

# 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?

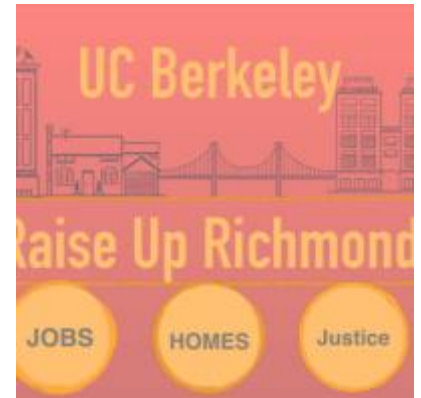
# Communications

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://haasinstitute.berkeley.edu/anchor toolkit>

## Transforming Anchor Institutions: A Toolkit for Community Organizers

There is a new hospital being built, a university expansion project, or a large public agency housed in your neighborhood, what is at stake for your community? What could these 'anchor institutions' have to do with solving extreme inequality and lack of opportunity? As a community organizer, how can you develop a strategy to transform an anchor institution?

From 2013 to 2016, community leaders organized for a community benefits agreement with the Berkeley Global Campus development in Richmond, CA. Their visions for change have translated into a massive mobilization of Richmond's community through dedicated organizing and strategy building. This toolkit includes video interviews, short guides, and presentation slides sharing some of the lessons learned about transforming the policies and practices of anchor institutions.

### Introductions and Context Video



[Click to view the video here.](#)

This toolkit arises from reflection on experiences from Richmond, California, where community member organized around the development of a major new university campus. This video introduces the people, place, and campaign.

### TOOLKIT TOPICS:

#### What's at stake for communities?

"Anchor institution" is not a common term, and often communities don't realize the profound effect these





Thank you!

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