



**RICHMOND**  
SHAPING THE NEW 100 YEARS

## **Richmond General Plan Update STAKEHOLDER FOCUS GROUP OVERVIEW**

### **Overview and Purpose**

In order for the General Plan team to better understand the critical issues facing Richmond, consultants MIG and Davis & Associates conducted focused discussion sessions on issues relevant to the General Plan Update, such as the environment, housing, and business.

Selected community leaders and representatives from nonprofit organizations, advocacy groups, public agencies, and the Richmond business community were invited to participate in the focus groups. The purpose of the focus groups was to obtain important background information and to have participants share their vision of Richmond. *For a complete list of invited organizations and agencies, see Appendix A.*

Fifty-three people participated in a series of eight focus groups conducted over a two-day period in April 2006. *For a list of participants, see Appendix B.*

Focus groups sessions were divided into the following topic areas:

- Transportation
- Public Safety
- Faith-based/Community-based and Youth
- Environment
- Economic Investment & Business
- Government & Education
- Affordable Housing and Development
- Real Estate and Housing

The input gathered at these sessions, along with information gathered through other workshops and meetings, will be incorporated into a compendium of initial public input at the conclusion of the Visioning Phase of the project. "Wallgraphic" notes from each meeting are available on the plan website.

### **Agenda Overview**

- I. Introduction of team and invited guests  
*Curshanda Cusseaux Woods, Davis & Associates*
- II. Meeting purpose  
*John Cook or Elizabeth FitzZaland, MIG*
- III. Background and purpose of GP  
*John Cook or Elizabeth FitzZaland*
- IV. Questions & Answers



### **GENERAL QUESTIONS FOR ALL GROUPS**

1. In 30 years, how would you like people to describe Richmond?
2. What do you see as the City's greatest assets regarding [their topic area]?
3. What are some of the City's current challenges, and what do you see as the major hurdles/challenges to achieving your vision of Richmond in the future?
4. Are there any broad issues that should be addressed during the update process and in the plan?
5. What people or resources do you think we ought to talk with/consult as we update the General Plan?



**RICHMOND**  
SHAPING THE NEW 100 YEARS

## **SPECIFIC FOCUS AREA QUESTIONS**

### **Transportation**

1. How do the transportation agencies currently work together?
2. What impacts do the other transportation links have on your system?

### **Public Safety**

1. Where are the areas that are underserved by each department?
2. What should we consider in the General Plan?

### **Faith/Community/Youth-Based**

1. Are there enough activities for youth?
2. What types of things would you like to see?
3. What are some of the issues you commonly hear discussed amongst your congregation/clients/youth?

### **Environment**

1. How do you think the City can accommodate growth and development (e.g., on Shoreline) while being sensitive to the environment?
2. How would you like the General Plan to address open space/environmental issues?

### **Business/Economic Investment**

1. What is important to you when determining where you will open a new store or branch? What do you take into consideration (e.g., demographics, income levels, city policies)?
2. How is Richmond perceived by potential businesses?



**RICHMOND**  
SHAPING THE NEW 100 YEARS

### **City Government**

1. How do the cities currently work together?
2. Were the surrounding cities consulted when writing your General Plan?
3. What should topic areas our General Plan consider that would impact your city?
4. In what areas does your city impact Richmond and vice versa?

### **Education**

1. How can the schools and universities involve youth and young adults in the General Plan process?
2. What types of things are needed around the schools (e.g., lighting, parking)?

### **Affordable Development**

1. What are some of the positive aspects to developing in Richmond/negative?
2. Is there sufficient affordable housing?
3. How do you see the mix between at-market and affordable development (e.g., separate neighborhoods, next to each other)?

### **Housing**

1. What are the current market trends for Richmond?
2. (*Real Estate*) What are the challenges to selling and buying in Richmond?
3. What are the hot selling areas, and why?
4. What attracts your clients to a specific area?
5. (*Developers*) What are the contentious projects or areas? Why, and how do you handle that?



**RICHMOND**  
SHAPING THE NEW 100 YEARS

**Richmond General Plan Update  
STAKEHOLDER FOCUS GROUP SUMMARY**

**APPENDIX A  
INVITED AGENCIES & ORGANIZATIONS**

ENVIRONMENT/OPEN SPACE/RECREATION

TRAC—Trails for Richmond Action Committee  
West County Toxics Coalition  
Chair of Park and Rec Commission  
EB Regional Parks  
Friends of Five Creeks  
Recreation and Parks Commission  
Parks and Recreation  
Community For a Better Environment  
Aquatic Outreach Institute (Watershed Project)  
Bay Keepers  
Friends of Baxter Creek  
Richmond Environmental Defense Fund  
Build it Green  
Friends of Garrity Creek  
SPAWNERS (Watershed Project)  
Creek Keepers  
Contra Costa Watershed Forum  
Greenbelt Alliance  
Laotian Organizing Project  
Sierra Club  
Richmond Environmental Assessment Panel  
Richmond Green Bicycle Contigent  
West CC Bicycle Advisory Committee  
Richmond Friends of Recreation

TRANSPORTATION/INFRASTRUCTURE

Port of Richmond  
City Public Works  
West Contra Costa Transportation Advisory Cmte  
AC Transit  
Bay Area Water Transportation Auth  
West County Transport Advis. Comm.  
WESTCAT  
BART  
CC County Health Servc. (Pedestrian Safety)  
East Bay Municipal Utility District  
Pacific Gas & Electric  
Richmond Sanitary Service  
SBC

Veolia Water North America Operating Services

HOUSING ADVOCACY ORGANIZATIONS

Richmond Community Redevelopment Agency  
CCC Community Development Dept.  
Richmond Main Street Initiative  
Rich. Progressive Alliance  
Point Molate Reuse Advisory Board  
Economic Development Commission  
Community Housing Development Corp  
Richmond Neighborhood Housing Services  
Richmond Neighborhood Housing Servc  
Oakland Community Housing, Inc  
R.F. & Associates  
Resources for Community Development  
Eden Housing  
Affordable Housing Assoc. (AHA)  
East Bay Habitat for Humanity  
Restoration Advisory Board  
Housing Authority

REAL ESTATE & DEVELOPMENT

Simeon Properties  
O'Brien Group Realty  
Signature Properties  
Cushman & Wakefield  
Whitney Dotson- Windemere  
CB Commercial  
ZipRealty  
Watch Holdings  
CCC Real Estate Group  
Richmond Development Company  
Greyrock Development  
Orton Development  
Colliers International  
Virtual Development Corporation  
Upstream Development  
AF Evans Development  
Toll Brothers  
Pulte Homes

BUSINESS & INDUSTRY

Chamber of Commerce  
Council of Industries  
Kaiser Permanente  
Chevron  
Berlex Biosciences Inc.  
Safeway Stores  
Macy's Department Store  
MSC Pinole Point Steel  
Bio Rad Laboratories  
Kensington Laboratories  
Quick Response Services  
Costco Wholesale  
Sears Roebuck

Wireless Fulfillment Servcs  
Grace Baking  
Onyx Pharmaceuticals  
Point Richmond Business Assoc  
Comcast  
Steelscape  
Mechanics Bank  
Bank of the West  
Metro 1 Credit Union  
Washington Mutual Home Loans  
Walgreens  
City Finance  
Walmart

PUBLIC SAFETY

Police Department  
Fire Department  
City/County EMT Providers  
Public Safety Commission  
Human Relations Commission  
East Bay Public Safety Corridor Partnership  
Point Richmond Safety Cmte  
Ca. Peace Officers Assn.  
Ofc. Of Emergency Servs.  
Neighborhood Services

INSTITUTIONAL INTERESTS

UC Berkeley  
Contra Costa College  
Kaiser Permanente School of Allied Health Sciences  
West Contra Costa Adult Education  
West Contra Costa Unified School District  
Richmond Public Library  
SF State University  
University of San Francisco  
Planning Director, El Cerrito  
Planning Director, Albany  
Planning Director, Berkeley  
Planning Dept, CoCo County  
Assoc of Bay Area Governments  
Planning Director, Pinole  
Planning Director, San Pablo  
CC Local Agency Formation Commission

COMMUNITY/YOUTH/FAITH-BASED ORGANIZATIONS

Opportunity West  
Lao Family Community Development  
Food Bank of CC & Solano  
Kiwanis Club of Richmond  
Neighborhood House of N.Richmond  
Rescue Mission  
Richmond Friends of the Arts  
National Institute of Art and Disabilities

Contra Costa Area Agency on Aging  
Richmond Residents for a Responsible General Plan  
Greater Richmond Interfaith Program  
Hilltop Community Church  
Independent Community Church  
Kingdom Hall of Jehovahs Witnesses  
Kingdom Land Baptist Church  
Grace Baptist  
Grace Lutheran Church  
Temple Baptist Church  
Unity Church of Richmond  
Holy Trinity Episcopal  
Holy Mission Christian Center  
North Richmond Basptist Church  
St. John  
Faith Works  
Easterhill UMC  
St. Marks Catholic Church  
School District Reps  
Project YES Elementary Enrichment  
Richmond Youth Academy  
Youth Services Commission  
Willie McGee Foundation  
Richmond Children's Foundation  
East Bay Youth Consortium  
Richmond Police Activities League  
WCC Salesian Boys & Girls Club  
YMCA  
DROC



**RICHMOND**  
SHAPING THE NEW 100 YEARS

**Richmond General Plan Update  
STAKEHOLDER FOCUS GROUP SUMMARY**

**APPENDIX B  
ATTENDEES**

The following people attended one of the Stakeholder Focus Group meetings on April 26th and 27th.

Adonna O'Sullivan, Kaiser Permanente  
Alan Wolken, Richmond Community Redevelopment Agency  
Alec Griffin, Richmond Police Dept  
Bruce Beyaert, TRAC (Bay Trail)  
Carol Teltschick-Fall, Richmond Residents for a Responsible General Plan  
Cheryl Maier, Opportunity West  
Colette Meunier, City of San Pablo  
Connie Galambos, Redefining Progress  
Dean O'Hair, Chevron  
Deidre Heitman, BART Planning  
Diane Harrison, C/R, City of Richmond  
Don Lau, YMCA  
Dr. Curtis Shaw, Grace Lutheran Church  
Dr. Henry Clark, West County Toxics Coalition  
Elizabeth O'Shea, Spawners  
Elizabeth Tucker, National Park Service  
Elmina Green, Human Relations Commission  
Everett Jenkins, City of Richmond  
Gloria Bruce, Urban Habitat/UC Berkeley  
Jennifer Carman, City of El Cerrito  
Jennifer Lin, EBASE  
Jim Bates, Council of Industries  
Joshua Genser, Genser & Watkins  
Judy Morgan, Richmond Chamber  
Katie Lamant, Eden Housing  
Ken Kirkey, Association of Bay Area Governments  
Kevin Hufferd, UC Berkeley  
Kimberly Davis, Safeway  
Laurie Laxa, Contra Costa College  
Laurie Rolfe, Habitat East Bay  
Leon Samploinsky, Urban Habitat  
Lila Hussain, Urban Habitat  
Lisa Hamburger, Richmond Community Redevelopment Agency  
Lisa Hammon, WCCTAC  
Manny Misque, Costco Wholesale  
Maria Alegria, FaithWorks  
Michelle Blackwell, East Bay Municipal Utilities District (EBMUD)  
Michelle Seville, Arts & Culture, City of Richmond

Mitch Oshinsky, City of El Cerrito  
Monique LeConge, City of Richmond, Library & Community Services  
Nancy Baer, Contra Costa County Health Services  
Nathan Landau, AC Transit  
Patrick Roche, Contra Costa County  
Rev. Sheila Cook, Unity Church  
Rhonda Harris, RNCC/R.F. Associates  
Rich Davidson, Richmond Engineering  
Robin Poindexter, Richmond Fire & Youth Academy  
Sandi Genser-Maack, Richmond Friends of the Arts  
Sharon West, Parks & Landscaping, City of Richmond  
Shirley Butt, Pt. Molate RAB  
Steve Duran, Richmond Community Redevelopment Agency  
Susan Cronk, Simeon  
Tim Jones, Richmond Housing Authority  
Whitney Dotson, North Richmond Shoreline Open Space Alliance