



AGENDA REPORT

Mayor's Office

DATE:	May 27, 2025
TO:	Members of the City Council
FROM:	Mayor Eduardo Martinez and Vice Mayor Cesar Zepeda
Subject:	Receive a Report from Richmond Promise
FINANCIAL IMPACT:	None
PREVIOUS COUNCIL ACTION:	None
STATEMENT OF THE ISSUE:	Receive a report from Richmond Promise, a community-wide college success initiative launched by the City of Richmond in 2016 that supports Richmond students in pursuing higher education by providing \$1,500 scholarships and fostering a culture of college attendance throughout the community.
RECOMMENDED ACTION:	RECEIVE a Report from Richmond Promise – Mayor Eduardo Martinez (510-620-6503) and Vice Mayor Cesar Zepeda (510-620-6861).

DISCUSSION:

Richmond Promise is a community-wide college success initiative launched in 2016 through a \$35 million investment from the City of Richmond's ECIA (Environmental and Community Investment Agreement) funding. Through a post-secondary scholarship, collaborative cross-sector partnerships, and supportive programming, Richmond Promise aims to ensure all students in Richmond excel to and through higher education, reach their career goals, and become leaders in the Richmond community. The initiative supports students from Richmond and North Richmond who graduate from eligible high

schools within the West Contra Costa Unified School District boundary. Since the City of Richmond launched the Richmond Promise, the Richmond City Manager has served on the Board of Directors.

Since its inception, Richmond Promise has awarded scholarships to more than 4,200 students, provided consistent college access programming, and established a comprehensive support system that includes mentoring, emergency resources, and career services. In addition to offering scholarships of \$1,500 per year for up to six years, the program has conducted an average of 130 school site visits or workshops annually. It has placed an increasing focus on student success and post-graduation employment outcomes.

As of 2025, the initiative faces a critical turning point following the end of its original ECIA funding. Richmond Promise is now seeking sustainable public and private funding sources to continue and expand its services, aiming to raise \$4–5 million annually and increase scholarship awards to \$2,000 per year. The program has garnered national recognition and serves as a model for local promise initiatives nationwide.

This presentation will provide an overview of Richmond Promise's impact, financial sustainability challenges, and future vision to continue supporting Richmond's students in accessing higher education and thriving in their careers and communities.

DOCUMENTS ATTACHED:

Attachment 1 – Richmond Promise Presentation Slide Deck