



ABAG



MEMORANDUM

TO: Regional Prosperity Plan Steering Committee

DATE: January 11, 2013

FR: Doug Johnson, Principal Planner

W.I.: 1611

RE: Recommendation for Awards – Housing the Workforce Sub-Grants 2012-2013

Background

The Regional Prosperity Plan includes three interconnected work elements: the Economic Opportunity Strategy; the Housing the Workforce Initiative; and the Equity Initiative.

The Housing the Workforce Initiative will provide more than \$1 million in sub-grants for pilot projects and programs throughout the nine-county Bay Area. The goal of these pilot projects is to develop resources for affordable housing production and preservation near transit and in under-served communities. Funds may also be used to support low-income residents and small businesses that may be at risk of displacement due to new investments that raise property values. The sub-grants will also build capacity among communities and community-based organizations to engage in local and regional planning and decision-making processes.

MTC and ABAG, on behalf of the Regional Prosperity Plan Consortium, released a call for projects on Friday, November 16, 2012. Information on the Sub-Grants was distributed using the following outreach methods:

- Announcement on the One Bay Area website at, <http://www.onebayarea.org/regional-initiatives/Bay-Area-Prosperity-Plan.html>.
- Announcement on the Basecamp Web Portal for the Regional Prosperity Plan at, <https://bayarea.basecampHQ.com/projects/10428054-steering-committee/>.
- Email notification to community-based organizations on MTC's mailing lists (more than 300 organizations across the Bay Area).
- Announcement to the Steering Committee and each of the three working groups for the Prosperity Plan.

Only community / non-profit organizations and local governments (tax-exempt entities) located within the nine county San Francisco Bay Area were eligible to apply for a total of \$250,000 for 4-6 projects. MTC and ABAG hosted an applicant workshop on Monday, November 26, 2012, and applications were due by 4pm, Thursday, December 13, 2012.

Selection Panel

Consistent with the goals and expectations of the Regional Prosperity Plan, the Joint Projects Team (JPT) was charged with the task of reviewing the applications and recommending awards to the Steering Committee. The JPT is composed of MTC and ABAG staff as well as co-chairs

for each of the three working groups. Co-chairs who were unable to participate in the selection process due to a conflict of interest, nominated a proxy from their respective working groups. Selection panel members are listed below.

<i>Selection Panel Membership</i>	<i>Name and Organization</i>
MTC Staff	Doug Johnson, MTC
ABAG Staff	Sailaja Kurella, ABAG
Housing CBO Co-Chair	Carlos Romero
Housing NPO Co-Chair	Mike Daley, EAH Housing
Housing Public Co-Chair	Duane Bay, San Mateo County
Economic Prosperity CBO Co-Chair	Kate White, The San Francisco Foundation
Economic Prosperity NPO Co-Chair	Genevieve Herreria, Bay Area Council
Economic Prosperity Public Co-Chair	<i>Vacant</i>
Equity CBO Co-Chair	<i>Vacant</i>
Equity NPO Co-Chair	Belen Seara, Urban Habitat

Evaluation Process

A total of **nine (9) applications** were received for a **total of \$570,484** in funding requests, listed in Attachment A. All applications met the following screening criteria outlined in the funding guidelines:

- Applications must be complete, and submitted by the closing date and time listed in this Call for Projects;
- Applicants must be eligible as outlined in the “Eligible Applicants” section of the Call for Projects. Only community / non-profit organizations and local governments (tax-exempt entities) located within the nine-county San Francisco Bay Area are eligible to apply; and
- Applications must seek funding for an eligible activity as outlined in the “Eligible Activities” section of this Call for Projects.

The JPT evaluated all applications using the following criteria: Impact of Proposed Project (20 points); Level of Need (20 points); Potential for Scaling and Replicability (10 points); Commitment to Partnerships and Collaboration (10 points); Engagement of Key Constituents (10 points); Feasibility of Scope / Timeframe (10 points); Implementation (10 points); and Potential for Building Additional Capacity (10 points).

Scores from each JPT member were tallied to rank the applications. The JPT met on Thursday, December 20, 2012, to discuss the scores and formalize their recommendation to the Steering Committee.

Recommendations

The JPT recommends that the projects ranked one to four in the table below be forwarded to MTC for approval:

<i>Rank</i>	<i>Project and Lead Applicant</i>	<i>Amount Requested</i>	<i>Condition for Award</i>	<i>Award Amount</i>
1	<i>San Francisco Small Sites Acquisition and Stabilization Project, Chinatown Community Development Center, Inc.</i>	\$58,290	Yes	\$58,290
2	<i>Preserving Affordable Housing Near Transit, Reconnecting America</i>	\$67,194	Yes	\$67,194
3	<i>Development Without Displacement, Causa Justa::Just Cause</i>	\$80,000	Yes	\$74,516
4	<i>Implementing Land Value Recapture to Support the Production and Preservation of Affordable Housing Near Transit, East Bay Housing Organization</i>	\$50,000	Yes	\$50,000
TOTAL Amount				\$250,000
5	<i>San Mateo County Local Affordable Housing Funding Source Project, Housing Leadership Council of San Mateo County</i>	\$80,000	NA	NA
6	<i>Community Benefits Toolkit, East Bay Asian Local Development Corporation</i>	\$60,000	NA	NA
7	<i>Bay Area Consortium of Community Land Trusts Implementation, Northern California Land Trust</i>	\$50,000	NA	NA
8	<i>Affordable Modular Housing for the Bay Area, First Community Housing</i>	\$50,000	NA	NA
9	<i>Riviera Family Apartments, Resources for Community Development</i>	\$75,000	NA	NA

The JPT has also identified a number of modifications and enhancements to the proposed work plans for each successful applicant, as **conditions for award**, listed in Attachment B. This information will be shared with the potential grantees once the Steering Committee has made its recommendations to MTC. Potential grantees must respond adequately to these conditions of award to receive funding. If the potential grantee fails to meet the conditions for award, the award will be canceled and the funds will be added to the next round of call for projects in March 2013.

The selection panel has also reduced the award amount for Causa Justa::Just Cause to align with the proposed scope of work for the project, and the total amount available through the grant program for this round of funding.

Members of the selection panel will meet with applicants not funded in this round to provide detailed feedback and input on their applications. The selection panel highly recommends that all applicants who were not funded in this round strengthen their applications and reapply for the next round of funding, to be released in March 2013.

Bay Area Regional Prosperity Plan
Housing the Workforce Sub-Grants 2012-2013
Attachment A: List of Applications

<i>Project and Applicants</i>	<i>Amount Requested</i>	<i>Brief Description</i>
<p><i>San Francisco Small Sites Acquisition and Stabilization Project</i></p> <p>Chinatown Community Development Center, Inc.; Bernal Heights Neighborhood Center; People Organized to Demand Environmental and Economic Rights; San Francisco Community Land Trust</p>	<p>\$58,290</p>	<p>Develop a sustainable and scalable model for the acquisition and preservation of existing affordable housing units on small sites, and lay the groundwork for implementing that model to identify opportunity sites within four Priority Development Areas in San Francisco where disadvantaged communities are at greatest risk of displacement.</p>
<p><i>Preserving Affordable Housing Near Transit</i></p> <p>Reconnecting America; California Housing Partnership Corporation</p>	<p>\$67,194</p>	<p>Identify the location of concentrations of at-risk affordable properties near transit and work with local governments to implement policy solutions for preserving those properties. Conduct a regional spatial analysis, and focus on three jurisdictions, including the cities of San Jose and Fremont, as well as an additional jurisdiction that will be identified through the regional analysis, to provide more specific study and recommendations. Include a Preservation Toolkit with suggestions for how other jurisdictions can approach their own affordable housing preservation needs.</p>
<p><i>Development Without Displacement</i></p> <p>Causa Justa.; Just Cause; Alameda County Public Health Department</p>	<p>\$80,000</p>	<p>Publish a “Development Without Displacement” Report to provide a Comprehensive Anti-Displacement Framework for stakeholders involved in community planning processes associated with Transit-Oriented Development (TOD) in the Bay Area. Drawing from the team’s current work around AC Transit’s new Bus Rapid Transit (BRT) system along the International Boulevard corridor in Oakland, develop a tool that is applicable to numerous areas that expect and are planning for TOD. Created the report with input of residents living along the International Boulevard corridor, the San Francisco Mission District, West Oakland and other neighborhoods.</p>

<p><i>Implementing Land Value Recapture to Support the Production and Preservation of Affordable Housing Near Transit</i></p> <p>East Bay Housing Organization; City of Concord; City of El Cerrito; City of Walnut Creek; Profit Housing Association of Northern California; Council of Community Housing Organizations in San Francisco; Housing Leadership Council of San Mateo County</p>	<p>\$50,000</p>	<p>Provide guidance to elected officials, agency staff, and community members on an innovative method to fund affordable housing - Land Value Recapture (LVR) and Public Benefits Zoning. This method captures a portion of the increased land values created by public investment and re-zoning, and targets it for affordable housing development and preservation. This approach – a market-based tool – is particularly important in light of the potential for increasing land values in Priority Development Areas (PDAs). LVR is designed for jurisdictions to attract the development they want while meeting community needs.</p>
<p><i>San Mateo County Local Affordable Housing Funding Source Project</i></p> <p>Housing Leadership Council of San Mateo County; Housing Endowment And Regional Trust (HEART of San Mateo County)</p>	<p>\$80,000</p>	<p>Build awareness and support for establishing new dedicated local funding sources for affordable housing in San Mateo County. Update the 2007 Housing Needs Study on a countywide basis and lead a coordinated outreach and engagement process aimed at local jurisdictions to adopt new housing impact or commercial linkage fees to finance affordable housing.</p>
<p><i>Community Benefits Toolkit</i></p> <p>East Bay Asian Local Development Corporation; City of Oakland; Asian Health Services; Asian Pacific Environmental Network</p>	<p>\$60,000</p>	<p>With the dissolution of Redevelopment Agencies, communities need new tools to support urban development and the creation of community benefits, specifically pertaining to affordable housing. Based on the community involvement process around the Lake Merritt Station Area Plan, develop a Community Benefits Toolkit that other stakeholder consortia can use to establish funding priorities, leverage funding, and ensure inclusion of community benefits in formal planning processes.</p>
<p><i>Bay Area Consortium of Community Land Trusts Implementation</i></p> <p>Northern California Land Trust; Bay Area Consortium of Community Land Trusts; Northern California Land Trust; San Francisco Community Land Trust; Bay Area Community Land Trust; Housing Land Trust of Sonoma County</p>	<p>\$50,000</p>	<p>Establish the Bay Area Consortium of Community Land Trusts (CLTs) to support the expansion of this model and create permanently affordable ownership housing — which uses a 99 year, renewable land lease (deed restriction) containing permanent affordability and occupancy restrictions for low-income ownership housing. Build capacity amongst member CLTs by: consolidating and streamlining operations and systems; pooling resources to develop a joint policy platform and CLT campaign; and securing larger, regional and state funding for CLT development projects and assumption of at-risk deed restricted housing.</p>

<p><i>Affordable Modular Housing for the Bay Area</i></p> <p>First Community Housing; Neighborhood Housing Services Silicon Valley</p>	<p>\$50,000</p>	<p>Prepare an economic feasibility study for a stackable, modular, low-income, for-sale product of units in the City of San Jose.</p>
<p><i>Riviera Family Apartments</i></p> <p>Resources for Community Development; Local Initiatives Support Corporation</p>	<p>\$75,000</p>	<p>Riviera Family Apartments will be 56 units of affordable housing for low-income families in Downtown Walnut Creek. The development is ideally located in a major employment center and one block from the Walnut Creek BART Station. RCD will perform essential predevelopment studies that will establish feasibility and allow RCD to compete successfully for acquisition and development funding.</p>

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Housing the Workforce Sub-Grants 2012-2013
Attachment B: Conditions for Award

<i>Project and Lead Applicant</i>	<i>Conditions for Award</i>
<p><i>San Francisco Small Sites Acquisition and Stabilization Project, Chinatown Community Development Center, Inc.</i></p>	<ul style="list-style-type: none"> • Clarify how the proposed project will support the regional efforts by ABAG and MTC to understand and address displacement and gentrification issues. • Share findings with the working groups and the Steering Committee at each stage of the project, not just at the end. • Address the issue of soft-story seismic retrofitting for small sites, and how the use of public funds may lead to permanent deed restrictions for affordability. • Provide more clarity on deliverables.
<p><i>Preserving Affordable Housing Near Transit, Reconnecting America</i></p>	<ul style="list-style-type: none"> • Include more meaningful engagement of under-represented groups on the project. Relying solely on an advisory group for feedback may not be sufficient. • Consider expanding the membership of the advisory group to include more community groups and stakeholders. • Consider developing recommendations for housing elements for all three local jurisdictions. Consider developing a toolbox for implementation as a deliverable (focused on affordable housing near transit). • Provide more clarity on deliverables and budget allocation.
<p><i>Development Without Displacement, Causa Justa: Just Cause</i></p>	<ul style="list-style-type: none"> • Clarify how the proposed project will support the regional efforts by ABAG and MTC to understand and address displacement and gentrification issues. • Instead of documenting potential policies and tools, evaluate which policies have worked through a comparative analysis of conditions in the International Boulevard and Mission neighborhoods in the cities of Oakland and San Francisco, respectively. Both cities have adopted anti-displacement policies. • Establish working relationships and partnerships with local jurisdictions for this project to ensure implementation of recommendations. • Share findings and information about the project with the working groups and the Steering Committee. • Update the scope of work, budget and deliverables based on recommendations listed above.

<p><i>Implementing Land Value Recapture to Support the Production and Preservation of Affordable Housing Near Transit, East Bay Housing Organization</i></p>	<ul style="list-style-type: none">• Include more meaningful engagement of under-represented groups on the project.• Consider linking entitlement certainty and streamlining of the environmental review process.• Provide more clarity on scope of work, deliverables and budget allocation, especially for tasks three, four and five.
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