



ABAG



MEMORANDUM

TO: Regional Prosperity Plan Steering Committee

DATE: May 10, 2013

FR: Vikrant Sood, Program Manager

W.I.: 1611

RE: Recommendation for Awards – Housing the Workforce Round 2 Sub-Grants 2013-2014

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 three rounds of 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, as well as address displacement. The sub-grants will also help build capacity among communities and community-based organizations to engage in local and regional planning and decision-making processes.

In addition to addressing the affordable housing needs and addressing displacement risks in the region, the sub-grant program will encourage stronger partnerships between local jurisdictions and community organizations, develop of models and best practices that have broad applicability in a diverse range of communities across the Bay Area, and implement Plan Bay Area.

The first round of Housing Sub-Grants provided \$250,000 to four projects. For the second round of sub-grants, MTC and ABAG, on behalf of the Regional Prosperity Plan Consortium, released a call for projects on Wednesday, February 13, 2013. 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 \$500,000.

Of this total, \$100,000 was reserved for small grants between \$20,000 and \$25,000 each (small grants category). The remaining \$400,000 was available for four to seven projects of up to \$100,000 maximum (large grants category).

MTC and ABAG hosted two applicant workshops: one on Wednesday, February 27, and the other on Wednesday, March 6. Applications were due by 4pm, Wednesday, March 27, 2013.

Evaluation 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. Evaluation panel members are listed in the table below.

Once the proposed sub-grant projects have been implemented, the JPT will also evaluate the outcomes from these projects to assess the success of the sub-grant program.

<i>Evaluation Panel Membership</i>	<i>Name and Organization</i>
MTC Staff	Therese Trivedi, MTC
ABAG Staff	Sailaja Kurella, ABAG
Housing CBO Co-Chair	Carlos Romero, Urban Ecology
Housing NPO Co-Chair	Kate White, The San Francisco Foundation
Economic Prosperity CBO Co-Chair	Derecka Mehrens, Working Partnership USA*
Economic Prosperity NPO Co-Chair	Catherine Lyons, Bay Area Council*
Economic Prosperity Public Co-Chair	Laurel Prevetti, City of San Jose*

*Could not participate in the evaluation process.

Evaluation Process

Nine (9) applications were received for a **total of \$580,639** in funding requests (see Attachment A for a description of each project). Only one of the nine applications qualified for the small grants category (requesting up to \$25,000 in funding). 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 the “Application and Project Timeline” section of the Call for Projects;
- Applications must seek funding for an eligible activity as outlined in the “Eligible Activities” section of the Call for Projects; and
- Applicants must be eligible as outlined in the “Eligible Applicants” section of the 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 (15 points); Outreach and Engagement (15 points); Feasibility and Qualifications (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 Tuesday, April 2, 2013, to discuss the scores and formalize their recommendation to the Steering Committee.

Recommendations

The JPT recommends that the projects ranked one to seven in the Table I and projects listed in Table II be forwarded to MTC’s Administration Committee for approval (see Attachment A for a description of each project):

Table I: Large Grants Category (\$400,000)

<i>Rank</i>	<i>Project and Lead Applicant</i>	<i>Amount Requested</i>	<i>Condition for Award</i>	<i>Award Amount</i>
1	<i>Bay Area Online Parking Database, TransForm</i>	\$100,000	Yes	\$100,000
2	<i>Building Community Support for Affordable Housing Developments, Greenbelt Alliance</i>	\$55,750	No	\$55,750
3	<i>Leadership, Engagement, Advocacy and Development (LEAD) Marin, Marin Grassroots</i>	\$65,080	Yes	\$44,250
4	<i>Pre-Development Assessment for the 11th and Jackson Site in Oakland Chinatown, East Bay Asian Local Development Corporation (EBALDC)</i>	\$64,000	Yes	\$45,000
5	<i>User-Friendly Interface for the Regional Early Warning System for Gentrification, Reconnecting America</i>	\$64,709	Yes	\$50,000
6	<i>Sustainable Stewardship Program, Northern California Land Trust (NCLT)</i>	\$75,000	Yes	\$60,000
7	<i>Pre-Development Assessment for Riviera Family Apartments, Resources for Community Development (RCD)</i>	\$75,000	Yes	\$45,000
TOTAL Amount				\$400,000
8	<i>San Mateo County Campaign for Creation of Sustainable Affordable Housing Funding, Housing Leadership Council of San Mateo County (HLC)</i>	\$56,100	NA	NA

Table II: Small Grants Category (\$100,000)

<i>Rank</i>	<i>Project and Lead Applicant</i>	<i>Amount Requested</i>	<i>Condition for Award</i>	<i>Award Amount</i>
1	<i>East Palo Alto Fair Housing Project, Peninsula Interfaith Action (PIA)</i>	\$25,000	Yes	\$37,500
2	<i>Leadership, Engagement, Advocacy and Development (LEAD) Marin, Marin Grassroots</i>	-	Yes	\$12,500
TOTAL Amount				\$50,000
Amount Remaining				\$50,000

As noted above, the JPT recommends allocating \$50,000 of the \$100,000 available through the small grants category – \$25,000 to PIA for the East Palo Alto Fair Housing Project and \$12,500 each to PIA and Marin Grassroots to participate in the development of a Regional Early Warning System in partnership with MTC, ABAG, University of California Berkeley and Reconnecting America. The remaining \$50,000 will be reserved for sub-grants in the third round of call for projects anticipated to be released in fall 2013.

The JPT has also identified modifications to the proposed work plans for six applicants, as **conditions for award** (these are noted in Attachment A). The JPT has also reduced the award amount for Marin Grassroots, EBALDC, Reconnecting America, NCLT and RCD to align with their proposed scopes of work, and the total grant amount available for this round of funding.

ATTACHMENT A

<i>Project Name:</i>	Bay Area Online Parking Database, Nine-County Bay Area
<i>Lead Organization:</i>	Transform, Oakland, CA
<i>Partner Organization(s):</i>	Cities of Oakland and San Jose, East Bay Housing Organizations (EBHO) and Resources for Community Development (RCD)
<i>Project Type:</i>	Implementation Tool
<i>Brief Description:</i>	<p>Collect data, create a Bay Area Online Parking Database and pilot it in several communities. This project, when completed, will facilitate the development of affordable homes at each stage of planning and development process. Affordable homes, especially those with transportation demand management (TDM) strategies, should be credited with transportation benefits and reduced parking requirements. This would make more developments financially feasible and increase the number of homes in a given building envelope. Currently, most cities don't give credit to affordable homes, neighbors oppose proposed developments and traffic models underestimate their benefits.</p> <p>If successful, key findings from this project will be made available to all local jurisdictions and community organizations in the Bay Area.</p>
<i>Amount Requested:</i>	\$100,000
<i>Recommended for Funding:</i>	Yes
<i>Award Amount:</i>	\$100,000
<i>Condition(s) of Approval:</i>	1. Ensure that parking utilization is considered in developing the tool.

Project Name: Building Community Support for Affordable Housing Developments, Silicon Valley

Lead Organization: Greenbelt Alliance, San Francisco, CA

Partner Organization(s): Cities of San Jose, Sunnyvale, Mountain View and Santa Clara; Silicon Valley Leadership Group (SVLG); East Bay Housing Organizations (EBHO); Housing leadership Council of San Mateo County; Mountain View Coalition for Sustainable Planning; Stand Up for Neighborly Novato; and Livable Berkeley

Project Type: Implementation Tool

Brief Description: Design and launch an endorsement program to evaluate affordable housing projects. Help gain community acceptance, establish thresholds for a level of contribution to affordable housing that market rate developments will be expected to provide in order to receive endorsement, and include outreach to and education of local residents to create local voices to say “yes” to affordable homes in their communities.

If successful, key findings from this project will be made available to all local jurisdictions and community organizations in the Bay Area.

Amount Requested: \$55,750

Recommended for Funding: **Yes**

Award Amount: **\$55,750**

Condition(s) of Approval: None.

Project Name: Leadership, Engagement, Advocacy and Development (LEAD) Marin, County of Marin

Lead Organization: Marin Grassroots, San Rafael, CA

Partner Organization(s): City of Marin, Marin City Dr. Martin Luther King Jr. Coalition, and Canal Welcome Center

Project Type: Community Response Sub-Grants for Displacement

Brief Description: Implement a two-pronged approach to community capacity building and engagement by combining grassroots leadership training with the development of a Regional Early Warning System for Gentrification for Marin County. Leadership, Engagement, Advocacy and Development will be an action-learning community training program that will prepare participants to be effective neighborhood stabilization advocates and members of local public Boards and Commissions. By involving community members from two local Communities of Concern in this program – Canal and Marin City – the project will address gentrification and minimize its impacts on low- and very low-income households.

If successful, key findings from this project will be made available to all local jurisdictions and community organizations in the Bay Area.

Amount Requested: \$65,080

Recommended for Funding: **Yes**

Award Amount: **\$56,750**

Condition(s) of Approval:

1. Delete the development of a Regional Early Warning System from the scope of work and budget. Complete the remaining scope of work with a total budget of \$44,250.
2. Consider participating in the Regional Early Warning System project, led by the University of California Berkeley. Consider adding \$12,500 to this grant to support this additional effort.

Project Name: Pre-Development Assessment for the 11th and Jackson Site in Oakland Chinatown, City of Oakland

Lead Organization: East Bay Asian Local Development Corporation (EBALDC), Oakland, CA

Partner Organization(s): City of Oakland Housing Authority

Project Type: Pre-Development Seed Funding

Brief Description: Incorporate community benefit principles and reduce the construction costs for the site on 11th and Jackson in Oakland Chinatown through improved design and programming. Create an alternative financing plan (including possible mixed-income structure) to deal with the loss of Redevelopment. Communicate the results of targeted investment along public transit corridors, and lessons learned about how mixed-use buildings with affordable housing can have positive externalities to the surrounding neighborhoods.

If successful, key findings from this project will be made available to all local jurisdictions and community organizations in the Bay Area.

Amount Requested: \$64,000

Recommended for Funding: **Yes**

Award Amount: **\$45,000**

Condition(s) of Approval: 1. Modify the scope of work, as needed, to complete the project with a total budget of \$45,000.

Project Name: User-Friendly Interface for the Regional Early Warning System for Gentrification, Nine-County Bay Area

Lead Organization: Reconnecting America, Oakland, CA

Partner Organization(s): Local jurisdictions and community organizations, still to be identified

Project Type: Regional Early Warning System for Gentrification

Brief Description: Create a user-friendly interface for the off-model predictive tool for displacement that will be developed by the University of California at Berkeley (UCB) team, headed by Professor Karen Chapple, through the California Air Resources Board (ARB) study. The off-model tool will identify which communities in the region are at risk of displacement. RA will create the interface using community input and will apply it in partnership with three communities to collect feedback for future dissemination. The interface will be developed in close coordination with the ARB study, the Housing Working Group (HWG) and other related work or processes.

If successful, key findings from this project will be made available to all local jurisdictions and community organizations in the Bay Area.

Amount Requested: \$64,709

Recommended for Funding: **Yes**

Award Amount: **\$50,000**

Condition(s) of Approval:

1. Engage local jurisdictions in addition to community-based organizations in developing the interface.
2. Modify the scope of work, as needed, to complete the project with a total budget of \$50,000.

Project Name: Sustainable Stewardship Program, Counties of San Francisco, Alameda and Sonoma

Lead Organization: Northern California Land Trust (NCLT), Berkeley, CA

Partner Organization(s): Bay Area Consortium of Community Land Trusts (CLTs)

Project Type: Acquisition and Rehabilitation Demonstration, Deed Restricted Affordable Housing Policy and Pre-Development Seed Funding

Brief Description: Promote shared stewardship and build technical assistance capacity among member CLT's on the land trust model. Provide ground lease / deed restriction oversight; resale management; and lender / funder / jurisdictional outreach and resident education. Use these newly developed resources (case studies, project analysis and feasibility tools, and California-specific project documents) to catalyze and support the development of three replicable pilot projects using the land trust model. Provide regional technical support to leverage local CLT's track record of creating small-scale urban infill, limited equity, ownership projects through partnerships in target communities that are within areas classified as Priority Development Areas, transit-served, and Communities of Concern.

If successful, key findings from this project will be made available to all local jurisdictions and community organizations in the Bay Area.

Amount Requested: \$75,000

Recommended for Funding: **Yes**

Award Amount: **\$60,000**

Condition(s) of Approval: 1. Modify the scope of work, as needed, to complete the project with a total budget of \$60,000.

Project Name: Pre-Development Assessment for Riviera Family Apartments, City of Walnut Creek

Lead Organization: Resources for Community Development (RCD), Berkeley, CA

Partner Organization(s): Local Initiatives Support Corporation (LISC)

Project Type: Pre-Development Seed Funding

Brief Description: Serve as a seminal case study of how: (a) high quality, dense and urban affordable housing can be introduced as a key component of a healthy and stable community in a suburban city with existing infrastructure and proximity to employment; (b) financing of affordable housing at the local level can adapt to a post-redevelopment California; and (c) economic integration and jobs-housing balance can be reintroduced in a location that has already gentrified and priced out the workforce. Riviera Family Apartments will provide 55 units of affordable housing for low-income families in Downtown Walnut Creek.

If successful, key findings from this project will be made available to all local jurisdictions and community organizations in the Bay Area.

Amount Requested: \$75,000

Recommended for Funding: **Yes**

Award Amount: **\$45,000**

Condition(s) of Approval: 1. Modify the scope of work, as needed, to complete the project with a total budget of \$45,000.

Project Name: East Palo Alto Fair Housing Project, City of East Palo Alto

Lead Organization: Peninsula Interfaith Action (PIA), East Palo Alto, CA

Partner Organization(s): City of East Palo Alto, Youth United for Community Action and Urban Habitat

Project Type: Community Response Sub-Grants for Displacement

Brief Description: Work with coalition partners to galvanize East Palo Alto residents in an Area Plan process in the city’s “westside” (west of Highway 101) neighborhood to mitigate displacement of up to 6,400 low-income residents and people of color, increase affordable housing options in the Peninsula, and set a model of housing preservation strategies for the San Mateo County.

If successful, key findings from this project will be made available to all local jurisdictions and community organizations in the Bay Area.

Amount Requested: \$25,000

Recommended for Funding: **Yes**

Award Amount: **\$37,500**

Condition(s) of Approval: 1. Consider participating in the Regional Early Warning System project, led by the University of California Berkeley. Consider adding \$12,500 to this grant to support this additional effort.

Project Name: San Mateo County Campaign for Creation of Sustainable Affordable Housing Funding, County of San Mateo

Lead Organization: Housing Leadership Council of San Mateo County (HLC), South San Francisco, CA

Partner Organization(s): County of San Mateo and Cities of South San Francisco, Daly City, Redwood City and San Mateo

Project Type: Funding Gap Analysis and Strategies, Deed Restricted Affordable Housing Policy and Implementation Tool

Brief Description: Establish a new local source of funding for housing subsidy in San Mateo County to support four entitlement cities and the County to adopt and implement plans, policies, and ordinances that support and sustain affordable housing preservation and production. Provide technical assistance and support to local jurisdictions and coordinate community engagement around key opportunities to create sustainable funding in each jurisdiction.

Amount Requested: \$56,100

Recommended for Funding: No

Award Amount: N/A

Condition(s) of Approval: N/A