



ABAG



MEMORANDUM

TO: Regional Prosperity Plan Steering Committee

DATE: November 1, 2013

FR: Vikrant Sood, Program Manager

W.I.: 1611

RE: Recommendation for Awards – Housing the Workforce Sub-Grant Program

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 \$1.2 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 address neighborhood stabilization in communities at risk of displacement. Through two previous rounds of sub-grants the Housing Initiative has supported twelve (12) projects with \$700,000 in funding.

The Housing Initiative has also allocated approximately \$250,000 of the total grant amount to develop and maintain a regional early warning system (REWS). Informed by current research and extensive data analysis this tool will help identify and track local communities that are likely to experience gentrification that would put low-income residents and small businesses at risk of displacement. It will be.

The REWS project will be a joint effort of the Metropolitan Transportation Commission (MTC), Association of Bay Area Governments (ABAG), working groups of the Prosperity Plan project (Housing Working Group (HWG) and Equity Collaborative), and University of California Berkeley (UCB).

As part of the REWS, the Housing Initiative will fund six community-based organizations (CBOs) to participate in the development of the tool, and hire a coordinator to manage communications among project partners and the CBOs. UCB will coordinate the development of the REWS with a larger effort, the “Developing a New Methodology for Analyzing Potential Displacement” project, funded by the California Air Resources Board.

The Housing Initiative has already funded two CBOs through round two of the Housing sub-grant program to participate in the process: Marin Grassroots (Marin County) and Peninsula Interfaith Action (PIA East Palo Alto).

On Tuesday, September 3, 2013, MTC and ABAG, on behalf of the Regional Prosperity Plan Consortium, released a call for proposals to recruit the coordinator and two additional CBOs to engage under-represented communities and stakeholders in the process from the Downtown San

Jose and the MacArthur BART Station area. The Initiative has budgeted \$60,000 to fund the coordinator position for up to 18 months, and \$20,000 each to fund the CBOs.

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 and non-profit organizations (tax-exempt entities) located within the nine county San Francisco Bay Area were eligible to apply for these sub-grants. MTC and ABAG hosted an applicant workshop on Tuesday, September 17, 2013. Applications were due by 4pm, Monday, September 30, 2013.

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. Selection panel members are listed in the table below.

<i>Selection Panel Membership</i>	<i>Name and Organization</i>
Staff	Therese Trivedi, MTC, Johnny Jaramillo, ABAG, and Miriam Zuk, UCB
Housing the Workforce Co-Chairs	Kara Douglas, Contra Costa County, and James Pappas, California Housing Partnership Corporation
Economic Prosperity Co-Chairs	Margot Prado, City of Oakland
Equity Collaborative Co-Chairs	Jane Martin, POWER, and Peter Cohen*, Council of Community Housing Organizations

*Proxy for Gen Fujioka, Chinatown Community Development Center

Selection Process

Two applications were received for the coordinator position, and three applications for the CBO role (see Tables 1 and 2 for a list of applicants).

The JPT evaluated the coordinator applications using the following criteria: level of experience and expertise in engaging community organizing, and in engaging disadvantaged communities in

local or regional projects or processes (30 points); level of knowledge and understanding of affordable housing, gentrification, displacement and equity issues at the local level (20 points); level of experience and expertise in research and technical analysis, and fieldwork (20 points); level of experience and expertise with developing communication and outreach materials for a diverse audience including CBOs and local jurisdictions (15 points); and written and communications skills based on proposal and interview, if held (15 points).

The JPT evaluated the CBO applications using the following criteria that were weighted equally: level of experience and expertise in engaging disadvantaged communities in local or regional projects or processes; level of knowledge and understanding of affordable housing, gentrification, displacement and equity issues at the local level; level of active engagement in the neighborhood that is selected for the case study; and level of organizational and staff capacity to manage and implement the work, and track record of successfully completing multi-stakeholder processes.

Scores from each JPT member were tallied to rank the applications. The JPT met on Monday, October 7, 2013, to discuss the scores and formalize their recommendation to the Steering Committee.

Recommendations

The JPT recommends awarding \$60,000 to Carlos Romero, Urban Ecology, for the coordinator position, and \$20,000 each to Causa Justa::Just Cause and Working Partnerships USA to participate in the development of the REWS in partnership with MTC, ABAG and University of California Berkeley. Carlos Romero is currently a co-chair of the Housing Working Group and chair of the Steering Committee.

Table I: Regional Early Warning System CBO Sub-Grants

<i>Rank</i>	<i>Applicant</i>	<i>Neighborhood</i>	<i>Award</i>
1	Causa Justa::Just Cause, Oakland, CA	MacArthur BART Station Area	\$20,000
2	Working Partnerships USA, San Jose, CA	Downtown San Jose	\$20,000
TOTAL Amount			\$40,000
3	San Jose Downtown Association, San Jose, CA	Downtown San Jose	NA

Table II: Regional Early Warning System Coordinator Sub-Grant

<i>Rank</i>	<i>Applicant</i>	<i>Award Amount</i>
1	Carlos Romero, Urban Ecology	\$60,000
TOTAL Amount		\$60,000
2	Elizabeth W. Morris, Planning for Sustainable Communities	NA