



ABAG



MEMORANDUM

TO: Regional Prosperity Plan Steering Committee

DATE: January 3, 2014

FR: Vikrant Sood, Program Manager

W.I.: 1611

RE: Recommendation for Awards – Housing the Workforce Round 3 Sub-Grants 2014-2015

Background

The Housing the Workforce Initiative of the Regional Prosperity Plan will provide a total of \$1.2 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 support capacity-building in communities to engage in local and regional planning and decision-making processes.

The first two rounds of Housing Sub-Grants awarded a total of \$700,000 to twelve (12) projects. For the third round of sub-grants, MTC and ABAG, on behalf of the Regional Prosperity Plan Consortium, released a call for projects on Monday, September 30, 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 \$230,000 in funding.

MTC and ABAG hosted two applicant workshops: one on Wednesday, October 9, and the other on Wednesday, October 16, 2013. Applications were due by 4pm, Friday, November 22, 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 from their respective working groups. Selection 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>Selection Panel Membership</i>	<i>Name and Organization</i>
ABAG and MTC Staff	Therese Trivedi, MTC, and Johnny Jaramillo, ABAG
Housing the Workforce Co-Chairs	Carlos Romero, Urban Ecology, James Pappas, California Housing Partnership Corporation, Kara Douglas, Contra Costa County
Economic Prosperity Co-Chairs	Margot Prado, City of Oakland
Equity Collaborative Co-Chairs	Jane Martin, POWER, and Gen Fujioka, Chinatown Community Development Center

Evaluation Process

Six (6) eligible applications were received for a **total of \$301,825** in funding requests (see Attachment A for a description of each project). 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 be submitted in the format and within the page limits outlined in the “Submitting Applications” section of the Cal 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 six applications using the following criteria: Impact of Proposed Project (20 points); Level of Need (20 points); Potential for Scaling and Replicability (15 points); Commitment to Partnerships and Collaboration (15 points); Outreach and Engagement (15 points); and Feasibility and Qualifications (15 points).

Scores from each JPT member were tallied to rank the applications. The JPT met on Monday, December 9, 2013, to discuss the scores and formalize their recommendation to the Steering Committee.

Recommendations

The JPT recommends that the first three projects listed in the table below be forwarded to MTC's Administration Committee for approval:

#	<i>Project and Lead Applicant</i>	<i>Amount Requested</i>	<i>Condition for Award</i>	<i>Award Amount</i>
1	Healthy Havenscourt Neighborhood, East Bay Asian Local Development Corporation	\$45,000	Yes	\$45,000
2	Laying the Groundwork for Inclusive Growth in San Mateo County through the Creation of New Funding Sources and Adoption of Updated Housing Elements, Housing Leadership Council of San Mateo County	\$49,975	Yes	\$75,000
3	Housing Our Workforce: Funding Affordable Housing through State, Regional, and Local Sources, Non-Profit Housing Association of Northern California	\$69,000	Yes	\$80,000
TOTAL Amount				\$200,000
4	Bay Area Consortium of Community Land Trusts – Integrated Sub-Regional Planning Policy for Permanent Affordability and Phase 2 of Sustainable Stewardship Program, Northern California Land Trust	\$25,000	NA	NA
5	The Mission Engagement Survey – Community Leadership, Organizing and Evaluation, Mission Economic Development Agency	\$75,000	NA	NA
6	Revenue for Workforce Housing Project, Marin Grassroots	\$37,850	NA	NA

Of the \$230,000 available through this round of call for project, the JPT recommends allocating \$200,000 to the projects listed in the table above. The remaining \$30,000 will be reserved to support knowledge-sharing activities and drafting recommendations for this work area, as determined by the Housing Working Group at a later date. The JPT has also recommended modifications to the work plans and budgets for two projects and identified conditions of award for all three projects (see Attachment A).

ATTACHMENT A

Project Name: Healthy Havenscourt Neighborhood, City of Oakland

Lead Organization: East Bay Asian Local Development Corp

Partner Organization(s): Lawyers' Committee for Civil Rights San Francisco, East Bay Housing Organizations

Category of Eligible Activity: Implementation Tools

Brief Description: Address a community response to neighborhood stabilization efforts near a new Bus Rapid Transit (BRT) line along International Boulevard in Oakland's Havenscourt neighborhood. Project will organize and engage residents, businesses and schools around issues of affordable housing, economic security and the risk of displacement. Neighborhood stakeholders will help to develop a Havenscourt Neighborhood Plan that will outline the priority social factors and contain goals with achievable outcomes for the BRT project.

Amount Requested: \$45,000

Recommended for Funding: **Yes**

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

Condition(s) of Approval: Extend outreach and engagement to the surrounding neighborhood along International Boulevard

Project Name: Laying the Groundwork for Inclusive Growth in San Mateo County through the Creation of New Funding Sources and Adoption of Updated Housing Elements, San Mateo County

Lead Organization: Housing Leadership Council of San Mateo County

Partner Organization(s): N/A

Category of Eligible Activity: Local Revenue Sources for Affordable Housing, Implementation Tools

Brief Description: Lead a campaign to encourage San Mateo County cities to adopt Housing Element Updates by 2015. Develop and build consensus for a “boilerplate policy platform” that includes best practices, model policy language, and new revenue sources that can be incorporated into local Housing Elements to support and incentivize affordability.

Amount Requested: \$49,975

Recommended for Funding: **Yes**

Award Amount: **\$75,000**

Condition(s) of Approval: Add a task to support the adoption of a county-wide nexus study by local jurisdictions in San Mateo and Santa Clara Counties:

- a. Develop resources to address obstacles to adoption of fees across jurisdictions;
- b. Conduct outreach and education to community members and local officials in San Mateo County jurisdictions around the necessity of implementing new local funding sources to support the creation and preservation of affordable housing;
- c. Develop information and resources for cities that would rather contribute their fees to a countywide organization; and
- d. Conduct outreach to Santa Clara County jurisdictions to provide them the opportunity to conduct a multi-city nexus study of their own.

Project Name: Housing Our Workforce: Funding Affordable Housing through State, Regional, and Local Sources, San Mateo and Santa Clara Counties

Lead Organization: Non-Profit Housing Association of Northern California

Partner Organization(s): N/A

Category of Eligible Activity: Local Revenue Sources for Affordable Housing

Brief Description: Ensure that adequate affordable housing is built for the region by using creative financing solutions to generate funds for affordable housing and promoting more effective and equitable housing elements. Provide technical assistance, analysis, and advocacy support to ensure that housing elements are well positioned to create the needed affordable homes. Project will seek to address the ambitious housing goals in Plan Bay Area and restore affordable housing funding to levels that will ensure the success of the Plan.

Amount Requested: \$69,000

Recommended for Funding: **Yes**

Award Amount: **\$80,000**

Condition(s) of Approval: Use findings from the Affordable Housing Funding Gap Analysis completed by ABAG instead of recreating the work. Hire a staff person to support the work in the South Bay instead of hiring a consultant.

Project Name: Bay Area Consortium of Community Land Trusts – Integrated Sub-Regional Planning Policy for Permanent Affordability and Phase 2 of Sustainable Stewardship Program

Lead Organization: Northern California Land Trust (NCLT)

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

Category of Eligible Activity: Integrated Sub-Regional Planning for Jobs and Housing, Acquisition and Rehabilitation Demonstration Programs, Deed Restricted Affordable Housing Policy, Pre-Development Seed Funding

Brief Description: The Project combines policy and practice to scale up permanently affordable ownership and rental housing in the land trust model. NCLT will use the research, data and analysis from work funded in the last round of sub-grants to inform collaborations with local and sub-regional planning staff in San Francisco, Alameda and Sonoma counties, and explore ways to include permanent affordability using the land trust model in the coming wave of policy reforms (Housing Element updates, Inclusionary Zoning, Condominium and Co-Operative Housing conversion policies, and Tax assessment policy). This will capitalize on existing partnerships between jurisdictions and Community land Trusts for on-going stewardship of affordable units. NCLT will also implement the next phase of the Sustainable Stewardship Program by creating model land trust document templates and real-time testing of the Project Feasibility Assessment Tool to easily replicate and scale up development of permanently affordable land trust ownership housing projects in small transit-oriented development sites. This template will facilitate policy work, above, by making relevant, concrete land trust based solutions available to policy-makers for implementation.

Amount Requested: \$25,000

Recommended for Funding: No

Award Amount: N/A

Condition(s) of Approval: N/A

Project Name: The Mission Engagement Survey – Community Leadership, Organizing and Evaluation, City and County of San Francisco

Lead Organization: Mission Economic Development Agency

Partner Organization(s): Causa Justa::Just Cause, PODER, Dolores Street Community Services

Category of Eligible Activity: Community Response and Capacity-Building

Brief Description: Use a real-time engagement survey process led by trained community leaders through the Citywide Leadership Academy that will identify the needs and experiences of community members dealing with housing pressures in the Mission. The collection of surveys and recruitment of residents will fuel ongoing policy change efforts underway in the Mission to address the gentrification currently occurring.

Amount Requested: \$75,000

Recommended for Funding: No

Award Amount: N/A

Condition(s) of Approval: N/A

Project Name: Revenue for Workforce Housing Project, County of Marin

Lead Organization: Marin Grassroots

Partner Organization(s): Legal Aid of Marin

Category of Eligible Activity: Local Revenue Sources for Affordable Housing, Deed Restricted Affordable Housing Policy

Brief Description: Increase local revenue for affordable housing production and preservation by promoting the adoption of a Housing Impact Fee and a plan to further commercial and multifamily impact fees as part of the Housing Element update process for the city of Novato. Coordinate community and stakeholders' participation in public decision-making events related to the Novato Housing Element Update.

Amount Requested: \$37,850

Recommended for Funding: No

Award Amount: N/A

Condition(s) of Approval: N/A