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Subject: Bay Area Prosperity Plan

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## **Executive Summary**

The Bay Area Regional Prosperity Plan (Prosperity Plan) is a three-year regional initiative made possible by a \$5 million grant from the U.S. Department of Housing and Urban Development (HUD) to the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC). The grant is funded through HUD's Sustainable Communities Partnership Program which aims to create stronger, more sustainable communities by integrating housing and jobs planning, fostering local innovation and building a clean energy economy.

Staff will provide an overview of the Prosperity Plan and an update on the status of the three interconnected areas of the work plan: the Economic Opportunity Strategy, the Housing the Workforce Initiative, and the Equity Initiative.

## **Recommended Action**

n/a

## **Next Steps**

Feedback from the RPC will be provided to the Prosperity Plan consortium members, including the Steering Committee, Joints Projects Team, the Housing Working Group, the Economic Prosperity Working Group, and the Equity Collaborative to help inform current and future work.

## **Attachments**

1. Bay Area Prosperity Plan Fact Sheet
2. HUD Sub-Grant Project List
3. HUD Housing Grants – Topics Funded List
4. HUD Equity Grants – Topics Funded List
5. Fair Housing and Equity Assessment (FHEA) Project Summary
6. Regional Economic Strategy Fact Sheet

san francisco bay area

# Regional Prosperity Plan



November 2012

For more information about the Prosperity Plan, visit the project website at: [onebayarea.org/regional-initiatives/Bay-Area-Prosperity-Plan.html](http://onebayarea.org/regional-initiatives/Bay-Area-Prosperity-Plan.html)

Or contact Vikrant Sood, Program Manager, MTC, at [vsood@mtc.ca.gov](mailto:vsood@mtc.ca.gov).

## overview

The Bay Area Regional Prosperity Plan (Prosperity Plan) is a three-year regional initiative made possible by a \$5 million grant from the U.S. Department of Housing and Urban Development (HUD) to the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC). The grant is funded through HUD's Sustainable Communities Partnership Program which aims to create stronger, more sustainable communities by integrating housing and jobs planning, fostering local innovation, and building a clean energy economy.

## our partners

The Prosperity Plan will be developed and implemented through an open and collaborative process. So far, the following organizations have signed on to participate in this regional effort: all nine counties in the Bay Area; more than 18 local jurisdictions including the cities of San Francisco, Oakland, and San Jose; more than 18 local and regional community-based and non-profit organizations; and philanthropic organizations such as The San Francisco Foundation and the Silicon Valley Community Foundation. More partners are expected to join over the course of the project.



Association of  
Bay Area Governments



METROPOLITAN  
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# the work plan

The Prosperity Plan will build on local and regional planning efforts such as the FOCUS program<sup>1</sup> and Plan Bay Area<sup>2</sup> and includes three key, interconnected areas of work:

**The Economic Opportunity Strategy** will create a regional approach for expanding economic opportunities for low- and moderate-income workers in the region and provide more than \$1 million in sub-grants for pilot projects.

**Housing the Workforce Initiative** will provide tools and resources for housing production and preservation in transit-served areas, support neighborhood stabilization in communities at risk of displacement, and provide more than \$1 million in sub-grants for pilot projects.

**Equity Initiative** will, in coordination with the other working groups, integrate equity principles in the development and implementation of the Prosperity Plan, and provide more than \$750,000 in sub-grants for pilot projects.

<sup>1</sup> The FOCUS program is a regional development and conservation strategy that promotes a more compact land use pattern for the Bay Area. For more information, see: [www.bayareavision.org/initiatives/PDFs/FOCUS\\_Brochure\\_12-08.pdf](http://www.bayareavision.org/initiatives/PDFs/FOCUS_Brochure_12-08.pdf)

<sup>2</sup> Plan Bay Area presents a coordinated land use, housing and transportation plan for the Bay Area. For more information, see: [www.onebayarea.org/plan\\_bay\\_area/](http://www.onebayarea.org/plan_bay_area/)

## get involved!

MTC and ABAG have formed the following committees and working groups to engage local and regional stakeholders:

**Economic Prosperity Working Group (EPWG)** – is composed of non-profit and community-based organizations, labor and business groups, and economic development and workforce training agencies. The EPWG will provide oversight on the economic prosperity work plan, help direct technical research and analysis, conduct additional outreach, and develop guidelines for pilot projects.

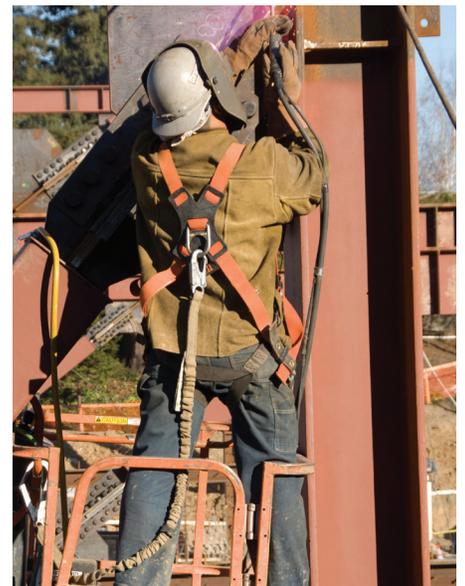
**Housing Working Group (HWG)** – is composed of non-profit and community-based organizations, housing authority staff, and tenant rights groups. The HWG will

provide oversight on the housing the workforce work plan, advise staff and consultants on technical research and analysis, conduct additional outreach, and develop guidelines for pilot projects.

**Equity Collaborative (EC)** – is composed of non-profit and community-based organizations that represent under-represented and disadvantaged communities in the region. The EC will coordinate outreach, engagement and capacity-building activities that complement the work of the other two working groups.

**Steering Committee** – is composed of MTC and ABAG members, community-based organizations, philanthropic organizations, and co-chairs of the three working groups. The Committee will provide

oversight on the project, develop recommendations on sub-grants and pilot projects, oversee an extensive community engagement process, and explore future funding opportunities. The Committee will operate on a consensus-based model for decision-making.



San Francisco Bay Area Regional Prosperity Plan  
**Equity Initiative and Housing the Workforce Sub-Grant Program**

Dated: May 10, 2013

**Project List**

Projects that are either funded through round one of the funding solicitation or recommended for funding through round two are listed below.

#	Project and Lead Applicant	Amount
<b>Equity Sub-Grants Round 1 (Recommended)</b>		
1	<i>Revive Oakland: Making Good Jobs Real, Oakland CA</i> East Bay Alliance for a Sustainable Economy (EBASE)	\$75,000
2	<i>Promoting Equity from the Bottom Up, County of San Mateo, CA</i> Youth United for Community Action (YUCA)	\$30,000
3	<i>Citywide Leadership Academy, City and County of San Francisco, CA</i> Tenderloin Neighborhood Development Corporation (TNDC)	\$75,000
4	<i>Rules of the Road: How to Engage Public Agencies in Land Use, Transportation and Air Quality Decisions to Promote Equity and Public Health, Counties of Contra Costa, Alameda and Santa Clara, Public Health Institute (PHI)</i>	\$50,000
5	<i>One-Day Regional Equity Conference, Bay Area</i> Local Initiatives Support Corporation (LISC)	\$25,000
6	<i>Community Capacity Building, City and County of San Francisco, CA</i> Council of Community Housing Organizations (CCHO)	\$20,000
<b>TOTAL</b>		<b>\$275,000</b>
<b>Housing Sub-Grants Round 1</b>		
1	<i>San Francisco Small Sites Acquisition and Stabilization Project, City and County of San Francisco, CA, Chinatown Community Development Center, Inc.</i>	\$58,290
2	<i>Preserving Affordable Housing Near Transit, Cities of San Jose and Fremont, CA</i> Reconnecting America	\$67,194
3	<i>Development Without Displacement, Cities of Oakland and San Francisco, CA</i> Causa Justa::Just Cause	\$74,516
4	<i>Implementing Land Value Recapture to Support the Production and Preservation of Affordable Housing Near Transit, Cities of Concord, El Cerrito, Walnut Creek and Fremont, East Bay Housing Organization</i>	\$50,000
<b>TOTAL</b>		<b>\$250,000</b>
<b>Housing Sub-Grants Round 2 (Recommended)</b>		
1	<i>Bay Area Online Parking Database, Bay Area, TransForm,</i>	\$100,000
2	<i>Building Community Support for Affordable Housing Developments, Bay Area</i> Greenbelt Alliance	\$55,750
3	<i>Leadership, Engagement, Advocacy and Development (LEAD), County of Marin</i> Marin Grassroots	\$56,750

4	<i>Pre-Development Assessment for the 11<sup>th</sup> and Jackson Site in Oakland Chinatown, Oakland CA</i> East Bay Asian Local Development Corporation (EBALDC)	\$45,000
5	<i>User-Friendly Interface for the Regional Early Warning System for Gentrification, Bay Area, Reconnecting America</i>	\$50,000
6	<i>Sustainable Stewardship Program, Counties of San Francisco, Alameda and Sonoma, Northern California Land Trust (NCLT)</i>	\$60,000
7	<i>Pre-Development Assessment for Riviera Family Apartments, Walnut Creek, CA</i> Resources for Community Development (RCD)	\$45,000
8	<i>East Palo Alto Fair Housing Project, East Palo Alto, CA</i> Peninsula Interfaith Action (PIA)	\$37,500
<b>TOTAL</b>		<b>\$450,000</b>

**Eligible Activities**

Activities that are eligible for funding through the Housing Sub-Grant Program are listed below.

<i>Eligible Activity</i>	<i># Approved or Recommended for Funding</i>
1. <i>Funding Gap and Strategies Analysis</i> – Create a regional plan to close the funding gap for affordable housing development and preservation with a funding toolkit of both regional and local mechanisms. Quantify funding needs for affordable housing production, as envisioned in Plan Bay Area.	1
2. <i>Regional Early Warning System for Gentrification</i> – Develop and implement a regional system to identify and track local communities that are likely to experience gentrification, putting low-income residents and local businesses at risk of displacement.	2
3. <i>Community Response Sub-Grants for Displacement</i> – Organize and engage local residents and small businesses at risk of displacement to develop neighborhood and housing stabilization policies and programs. Partner with local jurisdictions to adopt policy recommendations and implement proposed programs.	1
4. <i>Real-Time Development Tracking Dashboard</i> – Develop a tool that can be used at the local level to identify and track local communities that are likely to experience gentrification, putting low-income residents at risk of displacement.	-
5. <i>Acquisition and Rehabilitation Demonstration Projects</i> – Stabilize existing housing units in two to four pilot communities and/or areas of concern. Work with the local jurisdiction to align and focus local policies and incentives to support these projects.	2
6. <i>Deed Restricted Affordable Housing Policy</i> – Develop and implement policies in communities with deed restricted housing that are at risk of converting to market rate housing in two to four pilot communities and/or areas of concern.	3
7. <i>Implementation Tools</i> – Develop tools that address barriers to affordable housing development as well as prevent displacement in Transit-Oriented Development areas. Examples of implementation tools include: a. <i>GreenTRIPS Tool</i> – Create a credible tool to estimate the right level of parking demand and trip generation in TOD areas. b. <i>Housing Elements</i> – Update housing elements in two to four cities to ensure consistency with FOCUS and Plan Bay Area, and support for affordable housing development and preservation.	5
8. <i>Pre-Development Seed Funding</i> – Provide pre-development funding to projects that support affordable housing production and/or preservation, neighborhood stabilization, and/or mitigating risks of displacement.	3

**Eligible Activities**

Activities that are eligible for funding through the Equity Sub-Grant Program are listed below.

<i>Eligible Activity</i>	<i># Recommended for Funding</i>
<p>1. <i>Regional Equity Conference</i> – Plan a one-day regional conference to: showcase funded projects and activities that can serve as best practices and models for other communities; foster a peer network of equity organizations engaged in the Prosperity Plan; and provide a forum for public agencies to engage with grassroots and community-based organizations.</p>	1
<p>2. <i>Augmentation Sub-Grants</i> – Support projects and activities funded through the Prosperity Plan with enhanced engagement and/or capacity-building activities to advance equity principles.</p>	1
<p>3. <i>Community Response Sub-Grants</i></p> <ul style="list-style-type: none"> <li>a. Implement a community planning process that engages under-represented communities in assessing needs and developing recommendations for key equity issues.</li> <li>b. Organize and educate community members and grassroots organizations around a local, sub-regional, or regional project or process that will impact under-represented communities.</li> </ul>	1
<p>4. <i>Capacity-Building Sub-Grants</i></p> <ul style="list-style-type: none"> <li>a. Provide technical assistance, training, and resources to grassroots and community-based organizations to build their capacity to engage under-represented communities in local, sub-regional, and regional processes and promote equity principles.</li> <li>b. Develop and implement leadership development curriculum for community members from under-represented populations to engage in local, sub-regional, and regional processes and promote equity principles.</li> <li>c. Develop and disseminate tools and methods that can be deployed by grassroots and community-based organizations to engage under-represented communities in local, sub-regional, and regional planning and decision-making processes.</li> </ul>	3
<p>5. <i>Knowledge-Sharing Sub-Grants</i></p> <ul style="list-style-type: none"> <li>a. Document and disseminate best practices and models for engagement strategies, needs assessment, and policy solutions that promote equity principles and have been successfully implemented in other communities.</li> <li>b. Plan for and implement sub-regional or topic-specific conferences and events to: showcase funded projects and activities that can serve as best practices and models for other communities; foster a peer network of equity organizations; and provide a forum for public agencies to engage with grassroots and community-based organizations.</li> </ul>	1

## **Bay Area Regional Prosperity Plan - Fair Housing and Equity Assessment (FHEA)**

March 2013 – March 2014

\$75,000

The FHEA is a required deliverable for all HUD regional Sustainable Communities Partnership Program grantees. It supports HUD's mission that all of its funds be used to "affirmatively further Fair Housing," meaning to promote integration and identify contributing factors to segregation and racial/ethnic concentrations of poverty. The Regional Prosperity Plan Joint Projects Team (JPT) is overseeing the FHEA project. ABAG is staffing the project and will conduct technical analysis and develop materials for review by the grant consortium members.

At the regional scale, the FHEA helps HUD, regional agencies, and local jurisdictions to name and describe systemic Fair Housing issues—such as those related to exclusive zoning and other land use policies—that may be contributing to segregation. Importantly, this data is intended to provide a basis for understanding for regional equity issues and priorities, meaning it must be discussed and deliberated by the grant consortium members (Regional Prosperity Plan stakeholders) with a goal of prioritizing social equity issues along with potential strategies and solutions. The FHEA's findings should then be discussed at the regional decision-making level to advance solutions. Along with the data, the results of these discussions are documented in a section of the FHEA called “the Bridge” between analysis to engagement and decision-making.

The FHEA will compile a broad range of regional data analysis on segregation, race, poverty, access to opportunity, housing discrimination and physical infrastructure investments. More specifically, it includes:

- An overview of historical racial segregation and integration patterns in the Bay Area
- A segregation index of jurisdictions and a “predicted racial composition” analysis based on income characteristics
- Identification of Racially/Ethnically Concentrated Areas of Poverty, their housing conditions and infrastructure needs
- An analysis of High Opportunity Communities and their housing availability
- An overview of the region's Fair Housing infrastructure and its challenges (Housing Authorities and Housing Choice Voucher use)
- An analysis of future Physical Infrastructure investments and how they might impact areas of concentrated poverty

Following an intense scoping process, consortium members were most interested in two big picture issues related to regional housing: the relationship between low wage workers' residences and their commute patterns to job centers, and gentrification and displacement. In order to represent the wide variety of place types in the Bay Area, ABAG will be partnering with a summer studio at UC Berkeley to create case studies of fair housing issues in different jurisdictions, including urban, suburban, and rural, representing a range of real estate markets. ABAG is also working with several other partners to maximize the depth of the FHEA, including the Federal Reserve Bank of San Francisco, MTC, BAAQMD, local jurisdictions, housing authorities, and community-based organizations. Regional agencies have already analyzed many of the required issues in the FHEA, so ABAG's efforts will be focused on compiling these diverse studies into one document and drawing conclusions and potential strategies from the findings.

# **BUILDING AN ECONOMY THAT WORKS FOR ALL**

## **An Economic Prosperity Strategy for the Bay Area**

### **OVERVIEW**

The Bay Area Regional Prosperity Plan is a three-year regional initiative made possible by a \$5 million grant from the U.S. Department of Housing and Urban Development (HUD) to the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC). The grant is funded through HUD's Sustainable Communities Partnership Program, which aims to create stronger, more sustainable communities by integrating housing and jobs planning, fostering local innovation, and building a clean energy economy.<sup>1</sup>

### **PROSPERITY STRATEGY**

As part of this initiative, MTC and ABAG, in partnership with a variety of organizations and local governments, will develop a Regional Economic Prosperity Strategy (Strategy) to expand economic opportunities for low- and moderate-income workers in the region. This strategy will build on work already underway.

### **NEED**

Recent studies have shown that despite a growing economy and rising incomes, the Bay Area continues to provide fewer middle-skill and middle-wage job opportunities, thereby negatively impacting middle- and low-skilled workers in the region.

### **PURPOSE**

The purpose of this project is to identify strategies that better link low- and moderate-skilled workers to quality jobs in the region. This will help strengthen the overall economy and competitiveness of Bay Area businesses.

### **APPROACH**

Through a competitive selection process, MTC and ABAG awarded a grant to a team of five Bay Area organizations<sup>2</sup> to complete the Economic Prosperity Strategy. The project team will implement a bottom-up and action-driven process that combines both qualitative and quantitative analysis. Three rounds of workshops will be held in seven

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<sup>1</sup> <http://onebayarea.org/regional-initiatives/Bay-Area-Prosperity-Plan.html>

<sup>2</sup> The organizations managing this collaborative project are the following: SPUR (formerly known as San Francisco Planning and Urban Research), Working Partnerships USA (WPUSA), San Mateo County Union Community Alliance (SMCUCA), Bay Area Council Economic Institute (BACEI), and the Center for Continuing Study of the California Economy (CCSCE).

## **BUILDING AN ECONOMY THAT WORKS FOR ALL An Economic Prosperity Strategy for the Bay Area**

Bay Area sub-regions<sup>3</sup> with a variety of stakeholders, including those representing government, advocacy, community and non-profit organizations, workforce development, labor, business and transportation, to: 1) identify barriers, 2) build consensus around solutions and 3) recommend a strategic plan for building prosperity around the region.

The final Strategy will include a framework and action plan to inform local and regional economic development activities, workforce training and job placement programs, and small business development initiatives.

To jumpstart implementation of the Strategy, more than \$1 million in sub-grants for pilot projects to help implement the strategies identified through this process. These funds will be available on a competitive basis with proposals due in late 2013.

**To learn more about the project, please contact Vikrant Sood - [vsood@mtc.ca.gov](mailto:vsood@mtc.ca.gov), Sailaja Kurella – [sailajak@abag.ca.gov](mailto:sailajak@abag.ca.gov) or Therese Trivedi – [ttrivedi@mtc.ca.gov](mailto:ttrivedi@mtc.ca.gov), or visit <http://onebayarea.org/regional-initiatives/Bay-Area-Prosperity-Plan.html>.**

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<sup>3</sup> Workshops will be held in the following sub-regions: Inner East Bay, Tri-Valley, Central and East Contra Costa County, North Bay, San Francisco, Santa Clara County, and San Mateo County.