



EBALDC

Resident Leadership

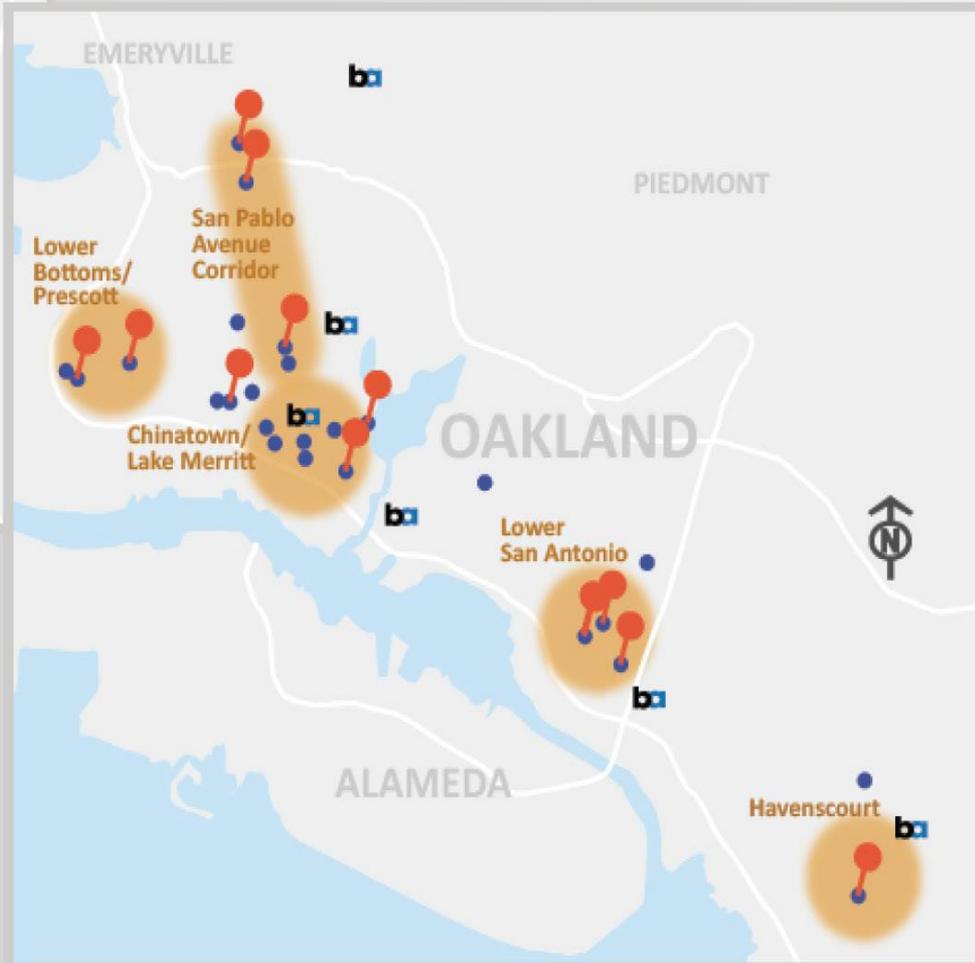
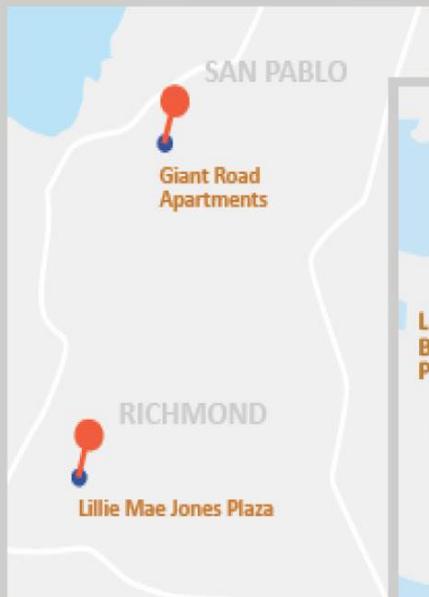


**EAST BAY ASIAN LOCAL
DEVELOPMENT CORPORATION**

BUILDING HEALTHY, VIBRANT AND SAFE NEIGHBORHOODS

Amber Lamason, MPA
alamason@ebaldc.org

September 30, 2016



- Properties
- On-site Resident and Supportive Services
- Target and Pilot Neighborhoods
- BART Station

2,046

homes, townhouses and apartments **developed and owned** by EBALDC

1,126

townhouses and apartments **managed** by EBALDC

304,072

square feet commercial space **developed** by EBALDC

182,000

square feet commercial space **managed** by EBALDC



EAST BAY ASIAN LOCAL DEVELOPMENT CORPORATION

BUILDING HEALTHY, VIBRANT AND SAFE NEIGHBORHOODS

WEST OAKLAND LIFE
EXPECTANCY

71



OAKLAND HILLS
LIFE EXPECTANCY

85

7X more likely to be born into poverty
1.5X more likely to be born prematurely
5X more likely to be hospitalized for diabetes
2X more likely to die from heart disease or cancer

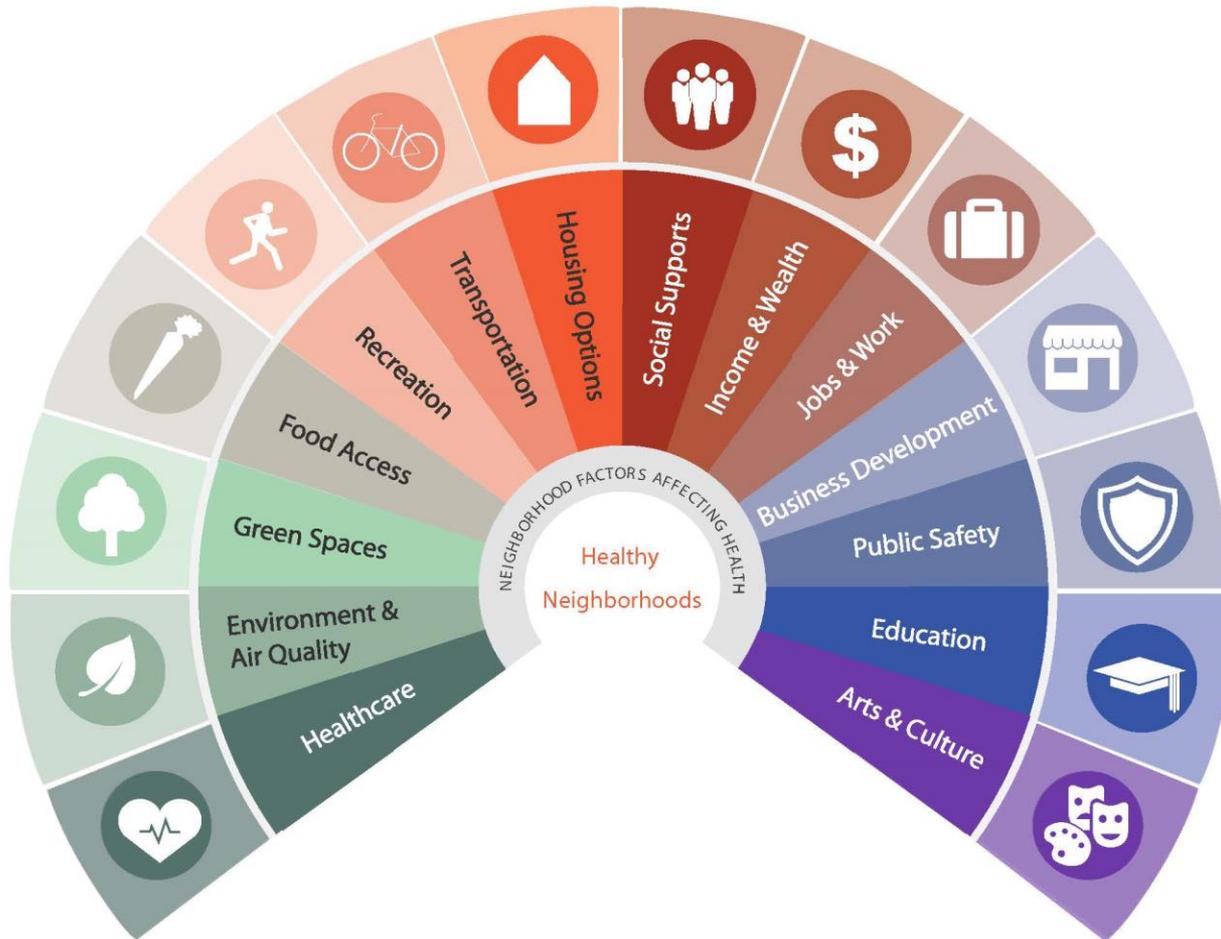


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BUILDING HEALTHY, VIBRANT AND SAFE NEIGHBORHOODS

Source: Alameda County Public Health Department

HEALTHY NEIGHBORHOODS AS THE APPROACH



What Impact Do We Want to Have?

Neighborhoods that provide:

- 1. Housing Options:** So that existing very low, low & moderate income residents can stay in their neighborhoods.
- 2. Income, Wealth & Ownership Opportunities:** so that residents can support their families and build wealth.
- 3. Resident and Community Engagement:** Opportunities for residents to have more leadership, control & voice in community decision making.
- 4. Neighborhood Infrastructure / Amenities / Partnerships**
= Healthier Neighborhoods and Residents



EBALDC Guiding Principles

Community Building and Engagement Work

- We support EBALDC residents and community members to build capacity, set goals, and achieve targets for policies and goals they identify and care about most.
- We will always endeavor to provide residents and community members a fair and balanced perspective of various policies, decisions, or advocacy efforts in the community.
- We recognize at times there might be conflict about EBALDC's position, or amongst the positions of the various constituents EBALDC represents. We will be strategic about our representation of community needs and transparent about the areas we are not able to support.



Community Organizing Models

EBALDC's Leadership Programs uses a Relational Approach

Relational

- This model is centered on the individuals affected by the issue.

Examples:

- A group of residents who are tired of high rents get together to write letters to management.
- Homeowners and businesses along one block work together to deal with the potholes along the street.
- Community members form an organization for safer transportation in their neighborhood.

Ideological

- This model is centered on an ideology or cause

Examples:

- EBHO & NPH work towards more affordable housing for a set of constituents.
- ACLU advocates with legislators on behalf of individuals on voting rights, incarceration, and surveillance.
- Interfaith Immigration Coalition as over 30 other organizations as members and advocates for immigration reform on their behalf.



Community Organizing Models



The Relational Process

- **Individuals:** build leadership, discuss the issue you want to tackle, and decide on values everyone can agree on.
- **Research:** learn about the issues, get training on areas such as public speaking, problem solving, & government processes.
- **Action:** develop tactics to target solutions
- **Reflect & evaluate:** continuously discuss whether the group's motivations and values evolve or change over time.



Resident Leadership Council



History

- The Resident Leadership Council was a project inspired by residents and launched in 2011 with \$2,000 seed funding from Neighborworks
- The Counsel consist of 1-2 leaders who met monthly from various EBALDC buildings to focus on addressing neighborhood and building needs.
- The group set priorities, focused on structure, and launched community projects.



Resident Leadership Council



EBALDC Goal:

Residents are agents of change in their neighborhood.

Council Mission:

To connect neighborhoods and resources, and to participate in community engagement, with a goal to create vibrant, healthy, and peaceful communities.



Resident Leadership Council

Logistics:

- Council held meetings monthly and rotated locations across all EBALDC Oakland sites.
- Dinner was served to attendees.
- Council facilitated and organized by Director
 - Berkeley ‘Bonnor Leader’ Intern supported leadership administrative needs such as researching trainings, taking notes, and setting agenda.
 - Resident Service Coordinators provided translation and support. Attended all monthly meetings



Resident Leadership Council



Successes:

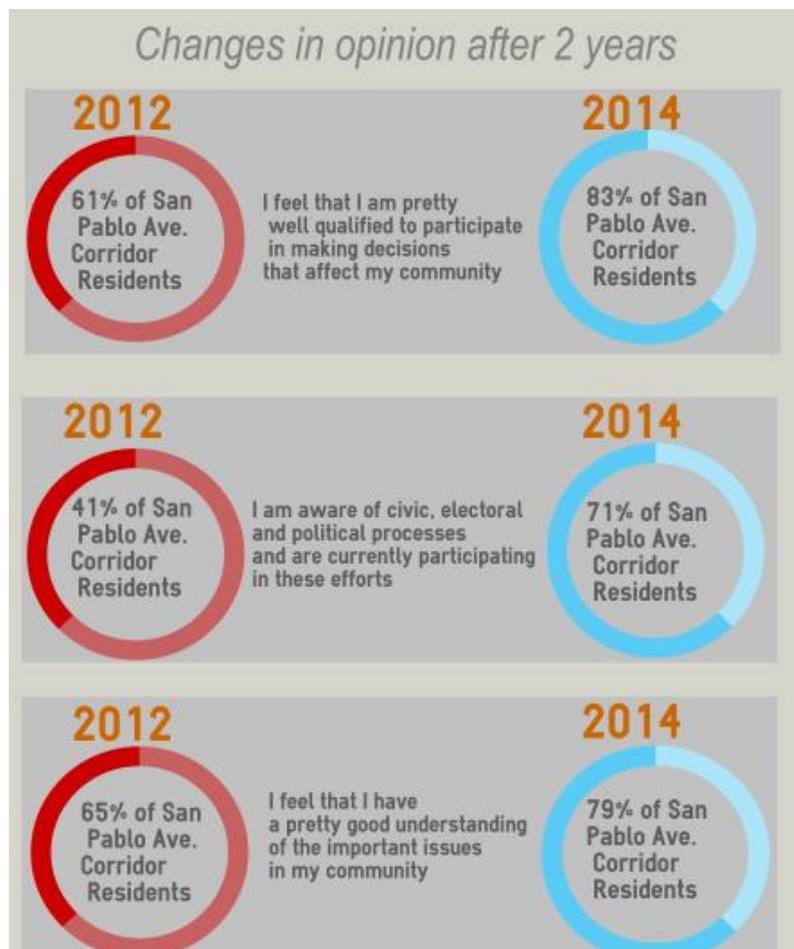
- The group organized a fundraiser and multiple senior fun days.
- The group established bylaws, its purpose and set EBALDC policy.
- Individuals become stronger leaders and led building and policy projects.

Challenges:

- The group was too large and struggled to settle on a community projects that were relevant to everyone.
- People felt there were lots of meetings and not action.
- The participants struggled to travel to various sites.



Neighborhood Targeted Approach



Age Friendly Leadership

In 2012, EBALDC launched a comprehensive leadership program with funding from Atlantic Philanthropies. We hired one dedicated staff to support senior leadership in West Oakland with a goal of impacting neighborhood stressors.

- Identifying Priorities
- Leadership Trainings
- Civic Advocacy
- Mini Grants for Projects



Resident Leadership Council



Leadership Council Now

- Resident Leadership Council meets quarterly for training, relationship building, and policy setting.
- Group is subdivided into regions, West Oakland, Chinatown, and East Oakland that meets bi-monthly.
- Bi-Monthly group takes on projects and collective actions.
- Group is given a timeline to complete projects as an opportunity to grow.
- Long term vision is they are sustainable



Resident Leadership Council



EBALDC Long Term Goal:

Residents are agents of change in their neighborhood.

Short Term Goals:

- Residents learn and practice project management skills and event planning skills.
- Residents learn and practice ethical leadership practices.
- Residents learn to fundraise for their own programs.



Resident Leadership Council

Logistics:

- Participants meet quarterly across Oakland. They meet twice a month in their neighborhood.
- Participants get a \$100 travel stipend or offered taxi rides.
- Participants get \$100 stipend if attended 80% or more of meetings.
- Dinner is served and translation is still provided.
- Quarterly Council facilitated and organized by Director
- Neighborhood meetings facilitated by Service Coordinators.



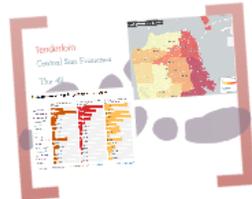
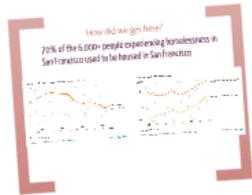
Lessons Learned



1. Leverage Small Wins
2. Address Barriers to Participation
3. Make Trainings Relevant
4. Partnerships are Key



Tenant Empowerment and Advocacy as a Model to Address Homelessness in San Francisco



THANK YOU!!!
www.chp-sf.org
adesai@chp-sf.org
<https://www.youtube.com/user/CommunityHousingPart>



- Lessons Learned in Best Practices**
- Stay off jobs
 - Advance campaign at a time
 - 1-on-1 relationships not too
 - Do something fun
 - Build community among other residents
 - Show your accomplishments
 - Create residents with services

Dislosures
Amit Desai

The following persons' financial relationships with commercial interests related to this presentation existed during the past 12 months:

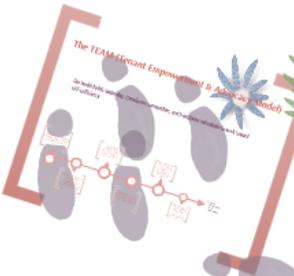
No relationships to disclose

Introduction to Community Housing Partnership
Helping homeless people secure housing and be self-sufficient

- Served over 1200 residents last fiscal year at 14 sites
- Community Organizing & Resident Engagement

We lead initiatives and campaigns that break down **SYSTEMIC BARRIERS** that fuel **CYCLES OF POVERTY** and lead to **RESIDENT EMPOWERMENT**.

community housing partnership



- Our Other Accomplishments**
- Fines & Fees Task Force: February 2016
 - Denti-Cab: 2015
 - Saving City College's TI Campus: 2015
 - Media Day: 5/7/2016

Five City College Campaign

Support University Re-Open
Equal in the
• Bank of America
• Bank of America

Ministry of Light

• Champion of City Hall
• Member of City Supervisor Office
• Paid one compensation to both
• 2015/2016 City Supervisor Office

Tenant Empowerment and Advocacy as a Model to Address Homelessness in San Francisco



Disclosures

Avni Desai

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community
housing
partnership 

Our work in San Francisco

Transforming communities

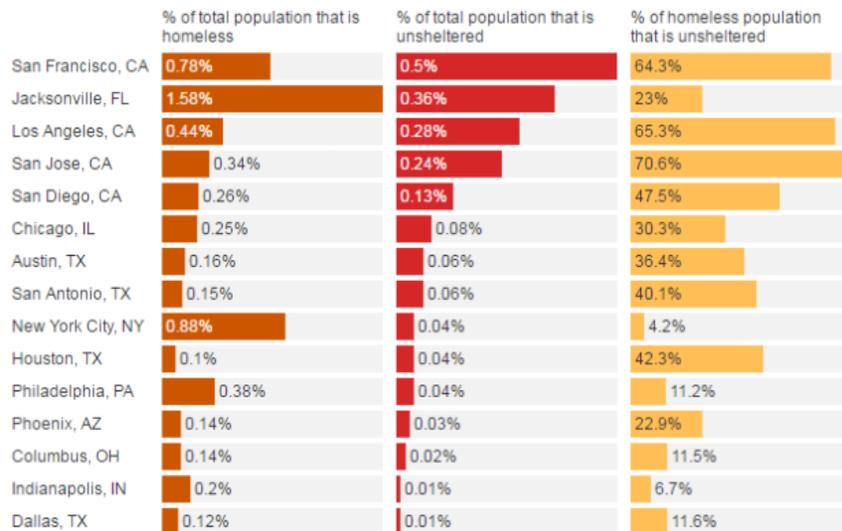


Tenderloin

Central San Francisco

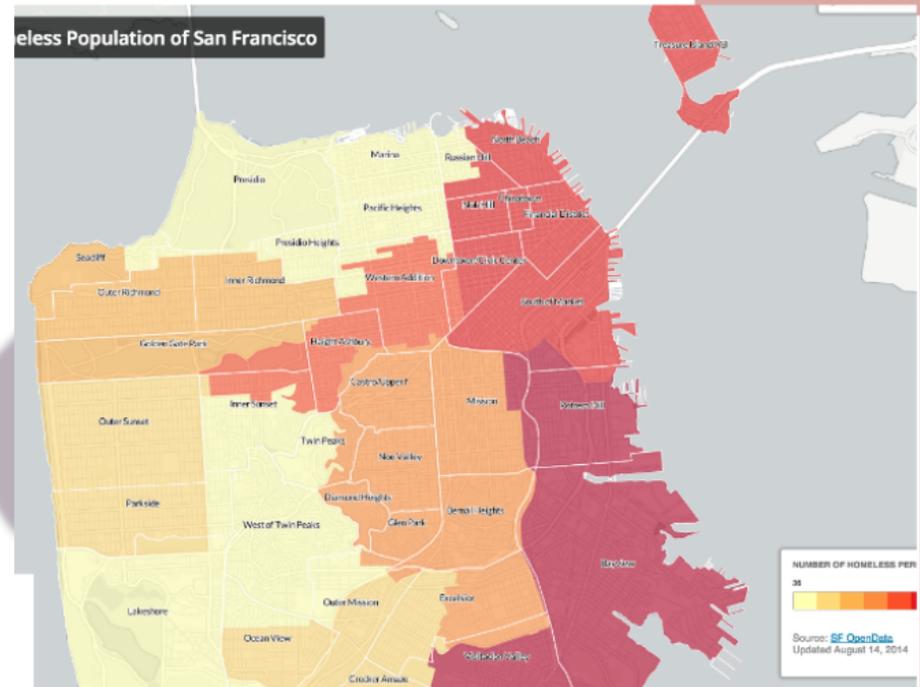
The 411

Homelessness in 15 largest US cities, 2015



Source: Department of Housing and Urban Development, Census Bureau [Get the data](#)

Created with [Datawrapper](#)



How did we get here?

70% of the 6,000+ people experiencing homelessness in San Francisco used to be housed in San Francisco

Maximum monthly welfare benefits for a family of three in the Bay Area

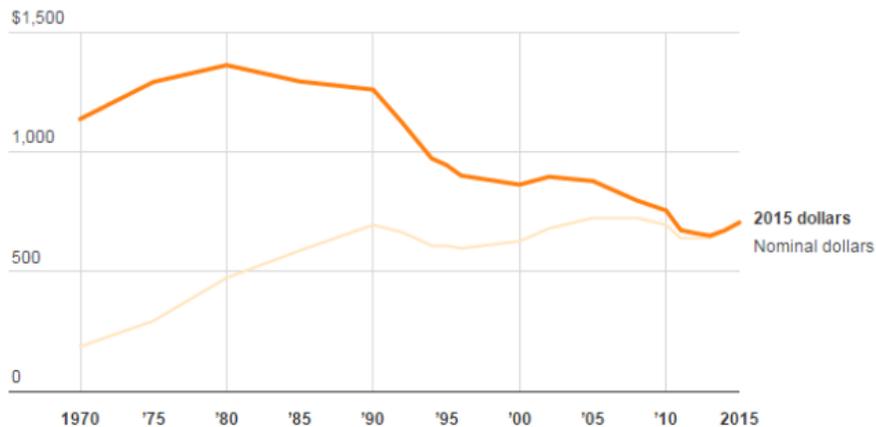


Chart by Mother Jones

Source: Center on Budget and Policy Priorities [Get the data](#)

Created with [Datawrapper](#)

Monthly rent vs. income in San Francisco

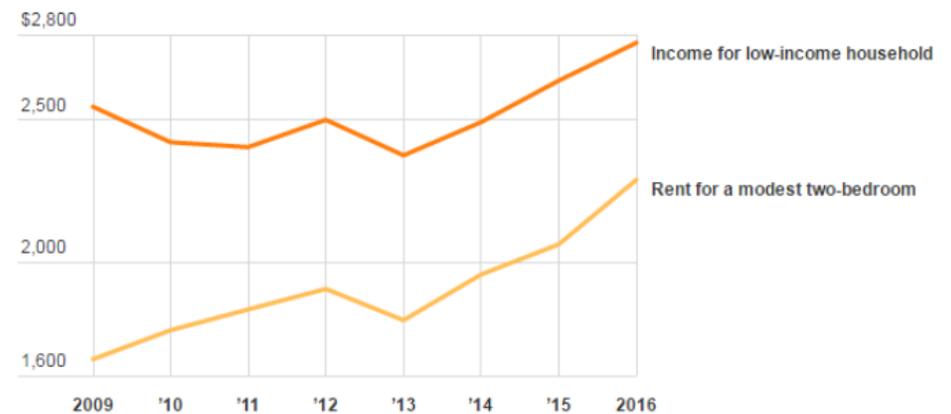


Chart by Mother Jones

Source: Department of Housing and Urban Development [Get the data](#)

Created with [Datawrapper](#)

What we See

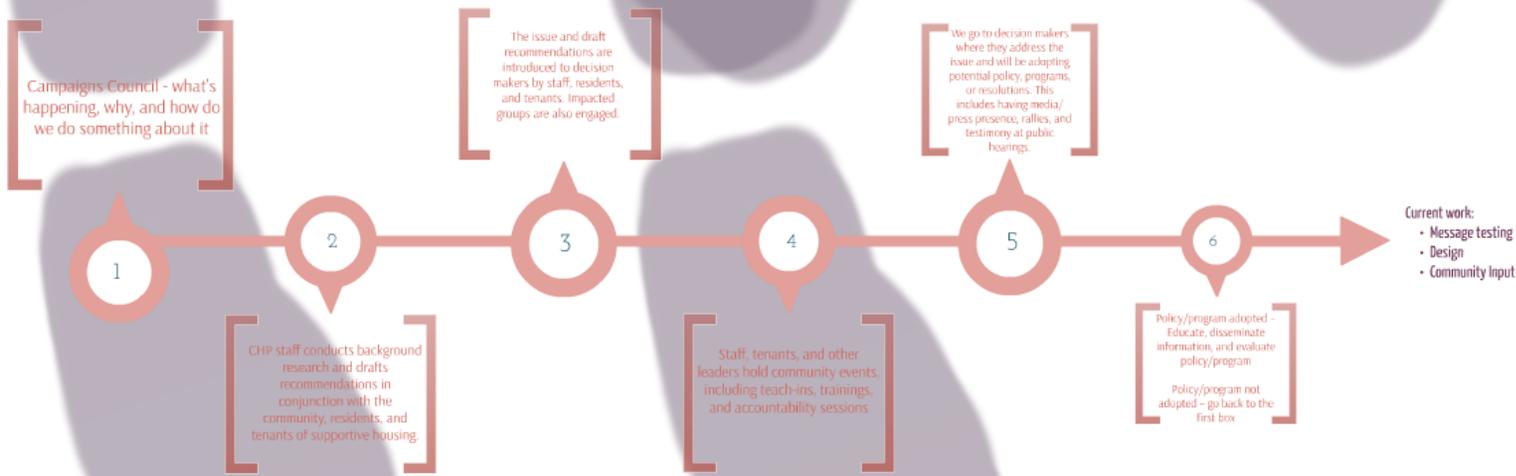


Our TEAM

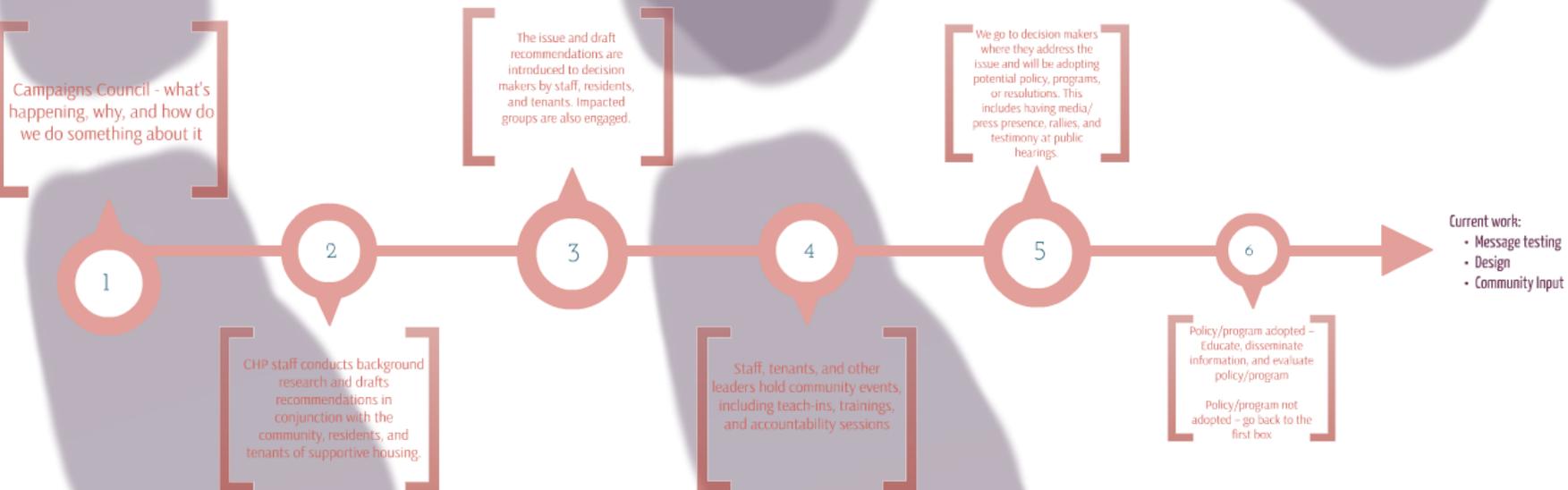


The TEAM (Tenant Empowerment & Advocacy Model)

Our model builds leadership, transforms communities, and transforms individuals to work toward self-sufficiency



Our model builds leadership, transforms communities, and transforms individuals to work toward self-sufficiency



Campaigns Council - what's happening, why, and how do we do something about it

1

2



2



CHP staff conducts background research and drafts recommendations in conjunction with the community, residents, and tenants of supportive housing.

The issue and draft recommendations are introduced to decision makers by staff, residents, and tenants. Impacted groups are also engaged.

3

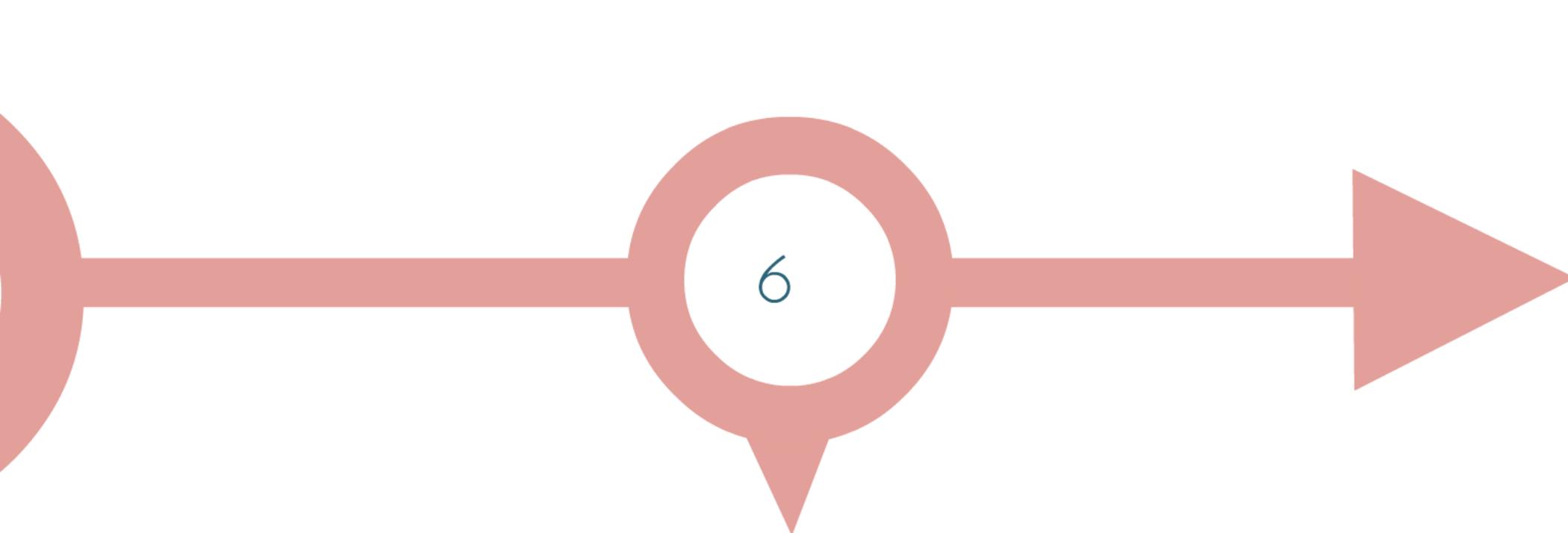
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Staff, tenants, and other leaders hold community events, including teach-ins, trainings, and accountability sessions

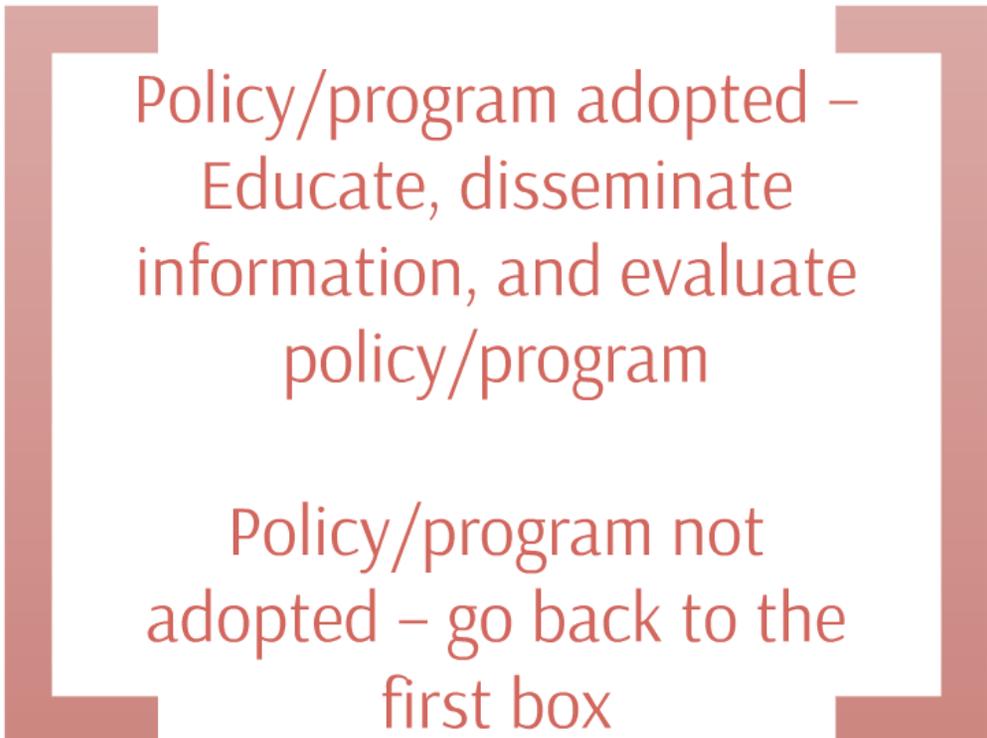
We go to decision makers where they address the issue and will be adopting potential policy, programs, or resolutions. This includes having media/press presence, rallies, and testimony at public hearings.

5

6



6



Policy/program adopted –
Educate, disseminate
information, and evaluate
policy/program

Policy/program not
adopted – go back to the
first box

Fair Chance Ordinance

With respect to the housing applications themselves, providers must not inquire about:

- Arrests that did not result in conviction
- Participation in a diversion or deferral judgment program
- Expunged, judicially dismissed, invalidated or otherwise inoperative convictions
- Juvenile record
- Convictions dating beyond seven (7) years
- Infractions

Creates an initial level playing field, in addition to fostering greater transparency, with respect to applicants' consideration and potential denial for vacancies across San Francisco's significantly impacted affordable housing stock, which presently stands at roughly 28,653 units.

- Joined existing coalition of advocates
- 50 CHP residents shared their stories about looking for work and being denied due to past arrest records
- Provided multiple speaker training opportunities and residents played an integral role in planning the overall campaign strategy and communications plan
- Our tenants collected about 1,800 postcards through peer-to-peer outreach, offered public testimony at BoD meetings, spoke to the press, built coalitions with other orgs via public speaking presentations, led four (4) rallies at City Hall and two (2) teach-ins
- We assembled a large base of support from affordable housing to trade unions all the way to the Chamber of Commerce

- Our role: we were able to expand the base of support and grassroots participation in the campaign to the point where the campaign was to achieve the unanimous victory that it did.
- Able to leverage existing relationships with City Hall in addition the grassroots stuff
- ORDINANCE ADOPTED IN 2014!
- Increasing economic security of our tenants, self-esteem and also provides the type of jobs that people were being shut out of, e.g. higher paid union jobs, which are the ones who would pay enough to provide housing mobility, thus freeing up units too



Free City College Campaign

Surveyed Community Members

Organized Action

- Rally at campuses
- Rally at City Hall

Advocated at City Hall

- Champion at City Hall
- Walked to all 11 Supervisors Offices
- Had over 100 people in the halls
- BOS 10-1 added it to November Ballot



Our Other Accomplishments

- Fines & Fees Task Force: February 2016
- Denti-Cal: 2013
- Saving City College's TL Campus: 2015
- Media Day: 6/29/16

Current Campaigns



Lessons Learned & Best Practices

- Simplify asks
- Ask one campaign at a time
- 1-on-1 relationships matter
- Do something fun
- Build community among other residents
- Showcase accomplishments
- Connect residents with services

THANK YOU!!!
www.chp-sf.org
adesai@chp-sf.org
<https://www.youtube.com/user/CommunityHousingPart>