

# News to Build On

Spring Issue  
2011

THE NON-PROFIT HOUSING ASSOCIATION OF NORTHERN CALIFORNIA

## NPH Members Respond Boldly to Governor's Budget Redevelopment Threat

On January 10th, California Governor Jerry Brown revealed a State Budget Proposal packed with cuts to vital services and institutions, including redevelopment agencies, claiming that an aggressive approach with painful reductions all around was needed to reverse California's deep deficit.



Affordable housing advocates across the state were shocked and angered, however, to learn that of all of the important programs on the chopping block, only redevelopment would be fully eliminated, not merely cut back, under Governor Brown's proposal. With such a significant threat declared against our sector's largest source of state funding for affordable housing, NPH members and our fellow advocates around California immediately responded with our full capacity to try to save these critical funds and show the Governor and State Legislature just how safe, stable, and affordable housing is central to the well-being of California's low-income residents.

Over the next eight weeks, NPH has used every possible organizing method and inroad available to spread the word about affordable housing's positive impacts on communities and other service programs, and to prove and defend the need for redevelopment's Low and Moderate Income Housing Funds. Many NPH members traveled to Sacramento and to district offices around the Bay Area to meet with their legislators and provide information supporting the cause. Others crafted letter and telephone campaigns, inviting residents living in affordable developments to join the fight and speak to the life-saving aspects of their affordable homes. Residents and supporters handwrote letters and shared their personal stories with legislators and their staff, illuminating for decision-makers how important an affordable home has been to their health, self-sufficiency, employment, and family life. These

*(Continued on page 3).*

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## From the Desk of the Executive Director

### Dear Members and Friends,

500 affordable housing advocates, residents and supporters gathered to rally on the west steps of the California State Capitol on February 15 to show their opposition to Gov. Jerry Brown's proposal to eliminate redevelopment agencies across the state. The tax increment financing generated by redevelopment agencies has been the largest source of funds used for the creation of affordable housing in California. The rally featured inspiring speakers representing regional advocacy groups, non-profit housing developers and low-income residents. Rally participants chanted and hoisted signs, urging the governor and the legislature to save funding for affordable housing.

The rally turnout and support we received from NPH members and other partner advocacy groups were remarkable (Please see page 5 for a complete list of rally supporters and attendees). To the many groups and individuals who have contributed logistical and financial support to make the rally happen – thank you very much. The support we have received from you all is a testament to the ability of our community to mobilize and unite during times of crisis. Television, radio and print news media outlets covered the rally across the state – our message of preserving funding for redevelopment agencies and affordable housing was heard by thousands Californians.

This issue of News to Build On is centered around redevelopment agencies and its role on the importance of continued funding of affordable housing in California. Our front-page story features the Feb. 15 rally and some recent updates around the governor's proposal to eliminate redevelopment funding. To highlight the importance of redevelopment dollars in our local communities, the Housing Spotlight section features four developments in the Bay Area that have been built using redevelopment funds.

Also in this issue we initiate Barbara Gualco as NPH's new board president as well as Leslye Corsiglia and Matt Franklin as new board mem-

bers. In addition, you will read about the successful NPH-lead tour of the Peninsula and South Bay affordable housing properties that made a positive effect on the city of Pleasanton's community acceptance efforts. You will also learn about events scheduled around Affordable Housing Week as well as NPH Brown Bag topics and schedule for Spring 2011.

Best of all, this issue includes details of NPH's upcoming Spring awards event to be held on Wednesday, May 4 at the City Club in San Francisco. Nominations in every award category continue to be an inspiration – the affordable housing community has much to celebrate in the dedication and leadership of our members. Please see page 4 for the announcement of this year's awardees.

Our affordable housing movement has always had its remarkable moments. The sector has grown while also ebbing and flowing. We have just come off an unprecedented housing crisis with the collapse of the financial markets, mortgage foreclosure crisis and the "pausing" of funds at the state level. And now, we are faced with the daunting task to save affordable housing funds from the threat of the elimination of redevelopment agencies across the state. Our sector has survived and thrived because of the innovation, strength and resilience of our members and their willingness to engage in advocacy – this is real leadership.

Please join us to honor this year's 2011 Affordable Housing Leaders at our May 4th event! Thank you for your continued support.

Sincerely,



*Dianne J. Spaulding*

Dianne J. Spaulding  
Executive Director

### News to Build On

News to Build On is the monthly newsletter of the Non-Profit Housing Association of Northern California (NPH). It is published with generous support from the Wells Fargo Foundation. NPH's vision is a safe, decent affordable home for every Northern California resident.

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*(Continued from front page).*

personal stories had a strong impact on legislators around the Bay Area, and put the true human face on redevelopment, an issue that had previously been framed as merely bricks and mortar.

As the state budget review process has unfolded and legislators began to debate the redevelopment issue, NPH staff and members continue to meet in person with their representatives, and attend committee hearings in Sacramento to learn and respond to legislators' views and questions on the issue. Working behind the scenes in various strategy teams and through meetings and conference calls, we were able to quickly and effectively plan and adjust our campaign strategy, despite daily changes in opinion among legislators and dozens of alternatives and proposals to consider. We drew on the incredible talents of our members and reached out to their networks to build a coalition with other state and regional organizations, and to find a clear path in a chaotic legislative environment.

Our efforts reached a crescendo in an incredible February 15th rally on the steps of the Capitol Building in Sacramento with the campaign message, "It Starts with a Home: Save Affordable Housing!" On the day of a critical Joint Assembly and Senate Housing and Transportation Committee Hearing about redevelopment, NPH members successfully mobilized over 500 affordable housing residents and supporters to come to the Capitol to express their experiences and enthusiasm. Many traveled by bus from around the Bay Area, and some from as far as San Diego, to lend their voices to the cause. Rally participants raised signs in multiple languages, passed out campaign stickers, and drew the attention of many passers-by. The hour-long event featured compelling stories from residents, affordable housing developers, and advocates, as well as songs and chants that soared over the crowd and proved to be infectious to members of the press who had come to cover the event, and to those listening in. The rally was just as much a celebration of the communities built and nurtured in and around affordable developments, as it



was an action to defend a precious funding resource.

Following the rally, participants packed the hearing room to listen to legislators discuss the redevelopment proposal's effect on housing, and provide comments of their own during the public comment portion of the meeting. Legislators were visibly impressed with and remarked on the turnout of residents, advocates, and others who care about affordable housing in California. While the hearing was a difficult one, addressing the realities of the state budget situation and the unfortunate need for cuts, those who attended the rally and the hearing to show their support were seen and heard by their representatives, and an important message was conveyed to the Legislature.

As the anticipated Budget vote approaches, NPH members and staff have continued to track and respond to proposals, meet with legislators and committee staff, and draft ideas and strategies to save redevelopment's affordable housing dollars, whether or not the agencies themselves are eliminated. While the budget outcome is still unknown at time of press, we know for certain that we have succeeded in demonstrating the centrality of a stable and affordable home to the lives of our legislators' low-income constituents, and built bridges with them for the future, to develop new programs that increase and improve the desperately needed stock of affordable housing in California. We applaud and fervently thank all of our members, residents, and supporters for their extraordinary and tireless efforts behind this cause.

*For updates or to take action to save affordable housing funds, visit the Call to Action page on our website: [www.nonprofithousing.org](http://www.nonprofithousing.org)*

*For more information on redevelopment and other state policy updates, contact Policy Associate, Gabriella Chiarenza, at (415)989-8160 x19 or [gabriella@nonprofithousing.org](mailto:gabriella@nonprofithousing.org).*

# 15TH ANNUAL AFFORDABLE HOUSING AWARDS



## AWARD RECIPIENTS

CATHERINE A. BAUER LIFETIME ACHIEVEMENT

**Janet Falk**  
*Mercy Housing*

PARTNERS IN COMMUNITY DEVELOPMENT

**Cahill Contractors**

DISTINGUISHED PUBLIC AGENCY

**Metropolitan Transportation  
Commission**

UNsung HERO

**Polly Marshall**  
*Goldfarb & Lipman*

**Wednesday, May 4, 2011**

Reception: 5:00 p.m. - 8:00 p.m.  
(Program: 5:45 p.m. - 6:15 p.m.)

**The City Club of San Francisco**

155 Sansome Street, 10th Floor  
(at Pine Street, Montgomery BART)

\_\_\_ Reserve my spot on the guest list!  
\_\_\_ NPH Members x \$175 = \_\_\_  
\_\_\_ Non-Members x \$225 = \_\_\_

\_\_\_ Sorry, can't make it, but I would like to donate  
\$ \_\_\_\_\_ to support NPH.

\_\_\_ Please donate # \_\_\_ of my tickets above to low-  
income residents or NPH supporters.

\_\_\_ Count me in as a 15th Annual Awards Sponsor.  
\_\_\_ Visionary \$10,000  
\_\_\_ Community Voice \$5,000  
\_\_\_ Community Pillar \$2,500  
\_\_\_ Cornerstone \$1,500  
\_\_\_ Groundbreaker \$1,000  
\_\_\_ Friendly Neighbor \$500  
\_\_\_ Advocate \$250

## Payment Method

My payment = \$ \_\_\_\_\_

\_\_\_ Check enclosed payable to NPH  
\_\_\_ Invoice me  
\_\_\_ Pay by credit card online at [www.nonprofithousing.org](http://www.nonprofithousing.org)

Name(s) \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

**RSVP to NPH by April 25th, 2011**

Fax: (415) 989-8166

Mail: 369 Pine Street, Suite 350, San Francisco, CA 94104

**Online registration and more information available at  
[www.nonprofithousing.org](http://www.nonprofithousing.org)**

## REGIONAL POLICY UPDATES

### *Regional Policy Updates*

#### **Affordable Homes Tour Impresses Pleasanton Residents**

NPH joined East Bay Housing Organizations and Urban Habitat last September to work on a project that would help the city of Pleasanton with their



planning activities to increase its stock of affordable housing. Urban Habitat brought a successful lawsuit against Pleasanton in 2009, which banned the city's housing cap and required Pleasanton to meet its Regional Housing Needs Allocation quotas. In an effort to help the city reach this goal by introducing residents and city staff to examples of attractive, well-located, and service-rich housing, our team collaborated with Greenbelt Alliance, MidPen Housing, and a Pleasanton resident group, Citizens for a Caring Community, to plan and lead a tour of existing affordable housing sites in several Bay Area cities.

The bus tour, held on Saturday, January 29th, brought Pleasanton residents to four MidPen properties: Peninsula Station in San Mateo, City Center Plaza in Redwood City, Riverwood Place in Santa Clara, and Mission Gateway in Union City. Visits to each site included informative presentations from on-site property managers and resident services providers, and allowed our Pleasanton guests to stroll through each property's outdoor spaces and common amenities. We were also fortunate to have guest presenters from city leadership and staff in most locations, including a wonderful discussion with Mayor Mark Green of Union City. The Pleasanton residents who joined us remarked that the tour opened their eyes about affordable housing, and many noted that they could see similar developments fitting in nicely in Pleasanton. Residents told us that they would take their positive experiences on the tour back to their Housing Element Task Force and to their City Council, and encourage these decision-makers to support affordable housing in Pleasanton.

*Dahlin Group is sponsoring a forum on Pleasanton's Housing Element as part of Affordable Housing week (see page 7). For more information on tools for community acceptance, visit our website: [www.nonprofithousing.org](http://www.nonprofithousing.org)*

Thank you to the following supporters who helped make the February 15th Rally to Save Affordable Housing a success!

Affordable Housing Associates (AHA)  
Aging Services  
Ann Silverberg  
Barbara Gualco  
California Coalition for Rural Housing (CCRH)  
California Housing Consortium (CHC)  
Chinatown Community Development Center (CCDC)  
Chinatown SRO Collaborative  
Christian Church Homes  
Community Economics  
Community Housing Partnership (CHP)  
Community Tenants Association (CTA)  
Council of Community Housing Organizations (CCHO)  
Daniel Solomon Design Partners Inc.  
EAH Housing  
East Bay Housing Organizations (EBHO)  
Eden Housing  
Enterprise  
Equity Community Builders  
Amie Fishman  
Habitat for Humanity East Bay  
Habitat for Humanity Greater San Francisco  
Habitat for Humanity Orange County  
Housing CA  
Housing Leadership Council of San Mateo County  
Low Income Investment Fund (LIIF)  
Rev. Phil Lawson  
Mary Murtagh  
Mercy Housing  
MidPen Housing  
Patrice Sipos  
Resources for Community Development (RCD)  
Sacramento Housing Alliance  
San Diego Housing Federation  
Satellite Housing  
Tenderloin Filipino-American Community Association  
Tenderloin Neighborhood Development Corporation (TNDC)  
The John Stewart Company  
TransForm

*For more on the rally, see the cover story.*

## NEW REPORT: *MILES FROM HOME*

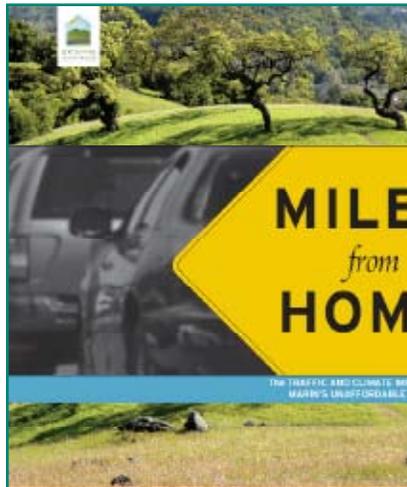
Nearly 60 percent of people who work in Marin commute in from outside the county, farther on average than any other workforce in the Bay Area because they cannot afford to live in Marin. *Miles From Home*, a report released by the Live Local Marin Campaign, a special initiative of NPH and Greenbelt Alliance, explores the impact that the lack of workforce housing in Marin has had on traffic and our environment. Cumulatively, Marin's driving workforce puts an extra 2.37 million pounds of carbon emissions into the air each day, threatening Marin's proud environmental heritage. Marin's lack of affordable housing is cited as a primary cause, with two-thirds of Marin workers earning less than the \$56,000 per year needed to afford to rent a one-bedroom apartment. The Live Local campaign is calling on cities and counties to zone for more homes affordable to people who already work in Marin, so that more can live closer to where they work and drive less.

"While traffic problems are nothing new," said Dianne Spaulding, Executive Director of NPH, "what we found is that, contrary to public belief, the traffic on 101 in Marin is not just due to people passing through, it is made up mostly of workers trying to get to their jobs in Marin. And, more importantly, more than half of these in-commuters earn less than \$40,000 per year. That's not enough to rent even a 1-bedroom apartment in Marin. Is it any wonder they need to commute long distances? We're talking about workers like paramedics, kindergarten teachers and childcare workers."

"Marin has a great legacy of environmentalism with more permanently protected parks, farms, and wetlands than any other Bay Area county," said Jeremy Madsen, Executive Director of Greenbelt Alliance. "But to create a truly sustainable county, Marin will need to provide affordable homes that allow workers to drive shorter distances. That's one of Marin's best ways to reduce its carbon footprint."

The report finds that commutes to Marin have increased and traffic worsened as home costs have risen, all while Marin's economy has shifted to lower-paying retail and service sector jobs, such as teachers, home health aides, childcare workers, and bank-tellers. However, this shift in the economy was not matched by the creation of homes priced for moderate-wage workers. In fact, 77 percent of houses constructed between

1999 and 2006 were priced for households earning \$80,000 or more per year. Only 11 percent of the county's workforce can afford that housing. Over the next five years, it is projected that 65 percent of jobs created in Marin will be in low-paying sectors, further widening the gap between supply and demand.



"We're trending in the wrong direction. We have to turn this train around and we have the tools to do it now," said report author, Robert Hickey, Marin Program Manager at NPH. "Marin has a long history of creating, beautiful, safe and affordable homes for its workforce." He cites Marin County's latest inventory of affordable homes that shows over 91 percent of the employed residents of those homes work in Marin County. Hickey continued, "As jurisdictions update their general plans, they have an opportunity to keep doing what works: to zone for a fuller range of housing choices near job centers so that people with

roots in Marin can live closer to where they work. When we do that, we reduce commute congestion and protect our environment at the same time. It's a double win for Marin."

"The *Miles from Home* report will go a long way toward raising awareness about the urgent need for housing affordable to Marin's workers," said League of Women Voters of Marin County President, Margy Eller. "It underscores what the League has long stood for: development has to be planned carefully to address and meet the need of all sectors of our community. We know the solutions to housing, employment and transportation issues will reduce regional vehicle miles traveled and greenhouse gas emissions. This report shows we can no longer afford to wait to achieve those goals."

*For a free copy of Miles from Home, visit the NPH website: <http://www.nonprofithousing.org/pages/publications-and-press-room/publications.html>*

*For more information about Miles from Home or the Live Local Marin campaign ([www.livelocalmarin.org](http://www.livelocalmarin.org)), contact Robert Hickey, Program Manager, Marin Community Housing Action Initiative, at (415)491-4731 or [robert@nonprofithousing.org](mailto:robert@nonprofithousing.org).*

# AFFORDABLE HOUSING WEEK - MAY 6-15, 2011

*Affordable Housing Week will take place May 6-15th this year across the Bay Area. For a complete list and the latest information, visit the NPH Community Calendar at [www.nonprofithousing.org](http://www.nonprofithousing.org).*

*A few highlights of this year's events include:*

## EAST BAY

East Bay Housing Organizations (EBHO) and its members are hosting more than 16 tours, groundbreakings, grand openings, panels, and resource fairs for advocates, decisionmakers, and the general public throughout the East Bay. All events will highlight EBHO's 2011 theme of *Investing Now for Our Future*, showing the long-term benefits of affordable housing, including improved quality of life, family health and stability, public safety, and jobs.

### **EBHO's 15th Annual Affordable Housing Week Kick-Off Celebration**

Friday, May 6 | 5:30 - 8:30 p.m.

Oakland Asian Cultural Center, 388 9th St., Oakland

RSVP: Earp Events, (510)839-3100 or [events@earpevents.com](mailto:events@earpevents.com)

### **Station Center Groundbreaking & Hard Hat Tour**

Tuesday, May 10 | 12:30 - 2:00 p.m.

34800 11th St., Union City

RSVP: Beth Fraker, (650)356-2913 or

[bfraker@midpen-housing.org](mailto:bfraker@midpen-housing.org)

### **Pleasanton Housing Element Update**

Tuesday, May 10 | 4:00 - 5:30 p.m.

5865 Owens Drive, Pleasanton

Contact: Elaine Moal at 925.251.7200 or

[EMoal@dahlingroup.com](mailto:EMoal@dahlingroup.com).

### **State of Housing in the East Bay 2011 Symposium:**

#### **The Links between Housing, Transportation & Jobs**

Wednesday, May 11 | 1:00 - 4:00 p.m.

The California Endowment, 1111 Broadway, 7th Fl., Oakland

RSVP: Gloria Bruce, (510)663-3830 or [gloria@ebho.org](mailto:gloria@ebho.org)

*For information about Affordable Housing Week events in the East Bay, please visit [www.EBHO.org](http://www.EBHO.org) or contact Gloria Bruce at [Gloria@EBHO.org](mailto:Gloria@EBHO.org) or (510)663-3830 x322.*

## NAPA COUNTY

### **Napa Valley Community Housing**

#### **Fourth Annual Golf Tournament**

Wednesday, May 18

For more details, visit: [www.nvch.org](http://www.nvch.org)

## SAN MATEO COUNTY

Housing Leadership Council of San Mateo County (HLC) is partnering once again with stakeholders across the county to highlight the continuing housing challenges faced by the people who live and work in San Mateo County and to spotlight the good work that organizations are doing to address our chronic housing shortage.



### **Annual HEART Executive Briefing & Luncheon**

Wednesday, May 11 | 11:30 a.m. - 1:30 p.m.

Crowne Plaza Hotel, Burlingame

RSVP: Paula Stinson, (650)872-4444 x4

### **HLC Legislative Breakfast**

Friday, May 13th | 7:30 a.m. - 9:00 a.m.

Best Western Grosvenor, South San Francisco

RSVP: Joshua Hugg, (650)872-4444 x2

### **Supportive Housing Information Event**

Friday, May 13th | 10:00 a.m. - 12:00 p.m.

Silicon Valley Community Foundation, San Mateo

More info: Joshua Hugg, (650)872-4444 x2

### **Foreclosure Prevention Resource Fair**

Saturday, May 14th | 9:00 a.m. - 1:00 p.m.

Location TDB

More info: Joshua Hugg, (650)872-4444 x2

*For information about Affordable Housing Week events in San Mateo County, please visit [www.hlcsmc.org/ahw-2011](http://www.hlcsmc.org/ahw-2011) contact Joshua Hugg at or (650) 872-4444 x2 [jshugg@hlcsmc.org](mailto:jshugg@hlcsmc.org).*

## SONOMA COUNTY

### **Sonoma County Housing Coalition**

#### **Leadership Breakfast**

Monday, May 9 | 7:30 a.m.

Flamingo Resort and Spa, Santa Rosa

RSVP: Dani Sheehan, (707)486-3387

# NPH WELCOMES NEW BOARD MEMBERS AND PRESIDENT

NPH would like to extend our sincere welcome to the newest additions to our Board of Directors and express our gratitude to Ann Silverberg (President) and Mary Hennessy (Treasurer) who ended their service this past year. For a full listing of NPH board members see page 2. For more information, visit our website:

<http://www.nonprofithousing.org/page/who-we-are/staff-and-board.html>

## Meet Barbara Gualco, NPH's Newest Board President

Barbara Gualco has served on the NPH Board of Directors since 2007. She joined Mercy Housing California (MHC) in 1992 as a Senior Project Manager. Since 2003 she has been the Director of Housing Development for the San Francisco Office of MHC. During her tenure with MHC, Barbara



has worked on a wide range of developments including new construction, renovations, adaptive re-use of historic properties and mixed-use developments serving elders, the homeless and families. Her work has included providing training for numerous entry-level project managers. She is also on the Board of Treasure Island Homeless Development Initiative.

*What are you looking forward to as the new board President?*

This is a critical time in affordable housing with the economic pressures in California causing great changes in the affordable housing financing world. I hope I am able to contribute to the work being done to analyze the issues and, with our affordable housing community statewide, strategize and craft responses in a proactive and, hopefully, successful way to the crisis we are facing.

*What role can NPH play during your tenure and into the future?*

NPH has a very important role to play in the affordable housing crisis as it is a clearinghouse for information and strategy. Developers and private and public financing institutions rely on NPH, and the other regional housing associations, to show leadership by keeping a pulse on the latest local, state and federal housing policy proposals and organize the community of developers to respond. The recent rally in Sacramento to save redevelopment funds really showcased NPH's ability to organize and turn out supporters. Without NPH, the community would not have that place to meet, discuss issues that affect all organizations, and work out collective and cohesive responses, solutions and strategies.

*What led you to get into the field of affordable housing?*

I went into the field of affordable housing somewhat by accident. I started out in land use planning and discovered it really wasn't for me, so I applied for an affordable housing internship and had the great fortune to work with Bill Rumpf and Jane Graf. I was hooked by the work, the people working in the field and the residents of our housing.

*What accomplishment are you most proud of?*

I am very proud of the significant portfolio of housing we have been able to develop and are currently developing that has deep income targeting and services such as the mixed finance HUD 202's and the numerous supportive housing developments which have developed in a variety of ways often in partnership with other organizations.

*What do you think is the biggest misperception about affordable housing?*

There is still the misperception that affordable housing developments have a negative impact on the quality of life for the surrounding neighborhood. We have made huge progress in educating folks about how our affordable housing is developed, owned and operated to demonstrate that our housing is a community benefit, but there is more work to do.

*Share with us a housing statistic or interesting fact to think about.*

Subsidies to homeowners in the US in the form of the mortgage interest deduction in 2011 are estimated to be \$99.8 billion, and approximately 1 in 7 people in the US are living in poverty.

*What will be the biggest challenge and/or opportunity for affordable housing this year?*

Funding is our biggest challenge. We currently have to protect affordable housing tax increment funds which are critical to our housing. We also have fierce competition for tax credits given the lack of a permanent State funding program. We have to continue to work towards a obtaining a permanent source of State funding.

## Leslye Corsiglia, San Jose Department of Housing

Leslye Corsiglia became the City of San Jose's Housing Director in 2002. Before that, she was the Department's Assistant Director from 1991 - April 2001. She has more than 20 years of leadership and experience in the affordable housing field, with 16 years experience managing the day-to-day operations of departments and divisions with annual budgets of up to \$200 million. Before joining the City of San Jose, Leslye was Assistant Chief for the State of California Department of Housing and Community Development, Division of Community Affairs, from 1985 - 1990, and held several other key positions in the division before that. In 2010, Leslye was awarded by the Santa Clara County Office of Women's Policy for Outstanding Collaboration and Services for Women and Children. Leslye has a BA in Political Science/Public Service from the University of California at Davis.



### *What led you to get into the field of affordable housing?*

I started my housing career as a lobbyist for the UC Davis City Student Lobby/City Student Housing Lobby where I lobbied Council members, worked on rent control and tenant landlord issues and taught dorm dwellers how to be good apartment tenants. That led me to an internship with the State Department of Housing and Community Development, which led me to where I am today.

### *What do you think is the biggest misperception about affordable housing?*

That the people who live in affordable housing are different from those who don't.

### *Share with us a housing statistic or interesting fact to think about.*

If a person makes minimum wage in Santa Clara County, they would have to work 99 hours a week to afford a studio apartment.

### *What will be the biggest challenge and/or opportunity for affordable housing this year?*

This one is easy! Saving our funding—starting with redevelopment, but not ending there. We need to protect our federal funds and ensure that funds at the State level continue to be available to support housing development. The great thing is that we have such a committed group of people who are working toward this end. I am hopeful that we will prevail, but lots of hard work awaits us.

## Matthew O. Franklin, MidPen Housing

Matthew O. "Matt" Franklin joined Mid-Peninsula Housing Coalition as President in July 2008. Matt came to Mid-Pen from an appointed post as Executive Director of San Francisco's Mayor's Office of Housing where he coordinated all City housing policy and oversaw the financing for 3,500 new affordable rental units and the compliance monitoring for 24,000 existing affordable units. Matt's previous roles include Director of California's Department of Housing and Community Development, Vice President of Emerging Markets for Wells Fargo Home Mortgage, and senior positions at the U.S. Department of Housing and Urban Development (HUD) under President Clinton. Matt currently serves as a Director on the Treasure Island Development Authority. Matt received his Masters of Public Policy from Harvard University, John F. Kennedy School of Government and his Bachelors of Arts in Political Science from Colgate University.



### *What led you to get into the field of affordable housing?*

I was introduced to affordable housing through Bill Apgar's (Harvard's longtime housing economist) introductory housing and urban development class at the Kennedy School of Government. Bill is very inspirational in terms of the foundational role affordable housing can play in changing people's lives. I took that class with Shaun Donovan, and we both went on to work for Bill as teaching assistants in our second year of graduate school and then again as part of his team running the housing division of HUD under Secretary Cuomo in the second Clinton-Gore term.

### *What do you think is the biggest misperception about affordable housing?*

That we have not learned the lessons of past failures of public housing.

### *Share with us a housing statistic or interesting fact to think about.*

The Urban Institute estimates that we could properly house all ELI households with worst case housing needs by increasing the HUD budget by 2.5 times. On the one hand [it's] a substantial increase, but on the other hand [it's] a funding amount roughly equivalent to the current HUD budget plus the cost of the mortgage interest deduction.

### *What will be the biggest challenge and/or opportunity for affordable housing this year?*

Saving the 20% LMI RDA funds and other existing funding sources!!!

# HOUSING SPOTLIGHT

Redevelopment funds play a critical role in building desperately need affordable homes. This special “Housing Spotlight” column features housing developments from around the Bay Area that were built with RDA funds.

## Valley Vista (Contra Costa)

Valley Vista Senior Housing, developed through a partnership of Satellite Housing and ABHOW, will provide 105-units of affordable senior housing to the City of San Ramon. \$5.5 million in



*(Artist rendering of completed development)*

funds from the City of San Ramon Redevelopment Agency were integral in the pre-development process, as these funds allowed for Satellite and ABHOW to acquire the site and meet the critical tax credit and HUD milestones to begin construction. Slated for completion in Summer 2011, Valley Vista features environmentally friendly design and construction materials, including low-VOC primer, low-flow kitchen and bathroom systems, and photovoltaic roof panels. All residents will enjoy beautiful community spaces, including computer rooms, craft rooms, and a “bistro” space.

## Turk and Eddy (San Francisco)

The Turk and Eddy Preservation Project maintains 80 apartment homes for San Francisco seniors in need of an affordable place to live. These buildings were in danger of being converted to market-price units, threatening the buildings’ long-term availability to low-income tenants, many of whom average less than \$1,000 a month in income. Redevelopment funds have played a significant role in developing and maintaining housing projects such as the Turk and Eddy Preservation Project. With an RDA funding investment of more than \$7 million, developers were able to ensure the rents would remain affordable and allowed for crucial safety upgrades to the buildings.



## Rohlffs Manor (Napa)

For over forty years, Rohlffs Manor has been a cornerstone of the Napa Valley community. Designed for low-income older adults, the property features 355 apartment homes on 15 beautifully landscaped acres in the heart of the Napa Valley. A few years ago this close-knit, vibrant community faced an uncertain future. If the property closed down or significantly raised its rents, many Rohlffs residents would have been forced to move out of Napa and away from their friends and family members. However, through the use of redevelopment funds, EAH Housing was able to purchase, renovate, and preserve Rohlffs Manor. While most affordable housing developments use redevelopment funding in the early stages of financing, at Rohlffs redevelopment dollars came in as the final piece of the funding puzzle, allowing EAH Housing to ensure that this community will be available for future generations of older adults.



## Pen Station (San Mateo)

Peninsula Station, “Pen Station,” which opened in September 2010, is the result of a visionary partnership between the City of San Mateo, the County of San Mateo and MidPen Housing. This development received \$5,300,000 in funding from RDA, which represents 14% of the total development costs, and 42% of the public funds received for the project. Conveniently located within a quarter mile of the Hillsdale Caltrain Station and across the street from Hillsdale Shopping Center, Pen Station provides transit-oriented housing to 68 low-income working families who otherwise would not be able to afford to live in the area. Pen Station received the 2011 Green Building Award from Sustainable San Mateo County which reflects the commitment to sustainability shared by all, with two play areas for children, podium landscaping and space for a community garden. The property features public art including a sculpture by Aaron P. van de Kerkhove and a mural by Mona Caron.



# UPCOMING BROWN BAG TRAININGS

## CONSEQUENCES OF HUD'S ARTIFICIAL AMI AND INCOME LIMITS

**April 14, 2011 | Noon to 2:00 p.m.**  
NPH Conference Room  
369 Pine Street, Suite 310, San Francisco  
(Montgomery BART)

Because HUD often adopts Area Median Incomes that differ from the actual Median Family Income for an area, and because HUD may also alter the associated limits for each income category, HUD's artificial income limits have consequences for affordability, eligibility, rent burdens, prices, and research. We will discuss these issues to identify benefits or costs for renters and for housing providers.

**Presented by:**

Karen Westmont, Researcher  
Mike McLoone, San Francisco Mayor's  
Office of Housing

**For more information or to register  
visit our website:  
[www.nonprofithousing.org](http://www.nonprofithousing.org)**

## FINANCING ENERGY AND WATER EFFICIENCY RETROFITS ON EXISTING HOUSING

**June 15, 2011 | Noon to 2:00 p.m.**  
NPH Conference Room  
369 Pine Street, Suite 310, San Francisco  
(Montgomery BART)

In an effort to identify a new approach to finance energy and water efficiency in older existing affordable multifamily buildings, LIIF and Enterprise have joined forces with the cities of San Francisco, Oakland and Berkeley to create a green retrofit loan fund that capitalizes on the energy savings achieved from retrofit installations. This initiative is weaving in weatherization funding and other available resources and seeks to create a new platform for: 1) identifying the optimal package of retrofit measures and projecting savings, 2) funding this work outside of recapitalization efforts, and 3) tracking/collecting data to prove out the concept and attract additional resources in the future.

**Presented by:**

Tara Siegel, Low Income Investment Fund

**Panelists:**

Maryann Leshin, Enterprise Community  
Partners  
Dan Adams, SF Mayor's Office of Housing  
Jerry Jai, City of Oakland  
Matt Schwartz, CHPC  
Heather Larson, StopWaste.org

**For more information or to register  
visit our website:  
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**COMING SOON**

*Coming Soon*

**15th Annual Affordable Housing Leadership Awards**

**May 4, 2011**

5:00 p.m. to 8:00 p.m.

**The City Club of San Francisco**

155 Sansome Street at Montgomery, San Francisco

See page 4 for details.



THE NON-PROFIT HOUSING ASSOCIATION OF NORTHERN CALIFORNIA

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