

News to Build On

Summer Issue
2012

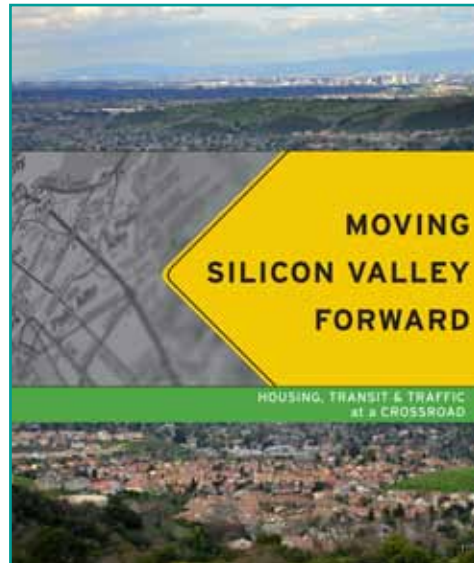
THE NON-PROFIT HOUSING ASSOCIATION OF NORTHERN CALIFORNIA

Moving Silicon Valley Forward: Housing, Transit & Traffic at a Crossroad

On June 12, NPH and Urban Habitat released the results of collaborative research on the outcome of the lack of affordable housing and transportation for workers in the communities of San Mateo and Santa Clara Counties.

Moving Silicon Valley Forward

concludes that the mismatch in the supply of affordable housing and the number of growing Silicon Valley jobs forces people to commute long distances, and thus contributes to already-congested roadways. Despite the economic slowdown, the typical Silicon Valley auto commuter still spent a total of 37 hours sitting in traffic in 2010.



The research has found that over 67 percent of Silicon Valley's projected job growth, and its largest workforce, is not in high-paying technology sectors but in jobs paying less than \$50,000 annually. This workforce includes retail clerks, restaurant workers, health care aides, and security guards, who are essential to the region's vitality. Yet, existing infrastructure for housing and transportation does not meet the needs of these workers. In one example, the report shows that over 45 percent of workers who commute to work in San Mateo County from outside the county (in-commuters) earn less than \$40,000.

The report cites that the lack of affordable housing and transit options adds to the budget burden of these commuting households and contributes to traffic congestion. The report points to systemic inequity in how transit systems are subsidized. Caltrain receives the highest subsidies but has the lowest ridership compared to bus systems, which are used predominantly by lower income workers and communities of color. The lack of funding reduces options for riders,

(Silicon Valley continued on page 9)

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From the Desk of the Executive Director

Dear Members and Friends,

Since the California Supreme Court decision on the elimination of redevelopment agencies was handed down six months ago, NPH staff have been working aggressively on advocacy and legislative efforts to secure funding for affordable housing and pass clean-up legislation that would make the dissolution process as housing-friendly as possible.

While it has been an incredibly eventful year, you all know the challenges we still face. It is important during these times that we honor our movement, its collaborative spirit and continue to advocate for pro-housing policies, even if the victories are small and incremental.

Along these lines, please note that NPH believes the affordable housing community made history by taking SB 1220 (the HOMEs Act), through three State Senate committees with all twenty-five Senate Democrats voting for the bill on the Senate Floor. Despite the political climate in Sacramento, this is the first time since 1985 that a permanent source bill has made it to a floor vote. In just a few short months, the housing community mobilized and changed perceptions and votes in the Capitol. We will continue to campaign for a permanent source of funds for affordable housing as our primary goal at all levels.

Finally, NPH's Policy Director, Michael Lane, testified before the Little Hoover Commission on the Governor's Reorganization Plan and we have strongly advocated against the proposal to downgrade the status of housing as a state level agency with a seat at the "cabinet" secretary level. The housing sector is such a critical part of our economy that it should be maintained as a high-profile department within state government - as it is in other far less populous and expensive states. Recently it has been announced that housing will

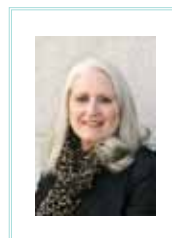
become part of the new Business, Consumer Services *and* Housing Agency.

Facing this new era of reduced resources is like looking toward a **New Frontier**. This is why we have selected the theme "New Frontier: Affordable Housing in the Wild Wild West!" for NPH's **33rd Annual Fall Conference at the Parc 55 Hotel on Monday, October 15, 2012.**

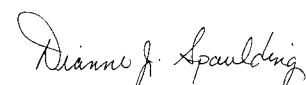
NPH's fall conference has historically proven to be an incubator of ground-breaking ideas and new initiatives. The conference theme will be carried through every aspect of conference planning and preparation, making sure that the speakers and workshops concentrate on practical skills, efficiency measures and advocacy strategies that will help our sector face this New Frontier of housing advocacy.

It is my hope that David Ogilvy's words "Don't bunt. Aim out of the ballpark." will help inspire the sector, as we get ready to provide new inroads for affordable housing at the NPH conference in October. I look forward to seeing you all there!

"Where there is an open mind, there will always be a new frontier."
-Charles F. Kettering, inventor of the electric starter



Sincerely,



Dianne Spaulding
Executive Director

News to Build On

News to Build On is the quarterly 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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Live Local Marin Awards

Over one-hundred community members came together to honor the work of five organizations and two individuals for their accomplishments and resilience in supporting and developing affordable housing in Marin.

Organization of the Year was awarded to **Stand Up for**

Neighborhoodly Novato (SUNN), a group that was formed as a civil voice in response to the aggressive and vocal opposition to affordable housing in the City of Novato. SUNN's approach has re-energized a base of local supporters for better housing choices for Novato's working families and seniors.



Outstanding Local Developer was awarded to **Community Land Trust Association of West Marin** for their leadership in West Marin in supporting the creation of affordable hous-

ing in Marin's rural communities. **Habitat for Humanity Greater San Francisco** was awarded with the *Dream Maker Award* for their work providing homeownership opportunities for four families in Marin. The *Good Neighbor Award* was awarded to **San Clemente Place** by EAH Housing as it has been a shining example of elegant and successful affordable rental homes.

Former mayor of San Rafael **Al Boro** was awarded the *Visionary Leadership Award* for spearheading the redevelopment of downtown San Rafael, which began in the late 1980s. Before many others, Mayor Boro understood the environmental and economic value of locating housing downtown so that residents can walk to local shops and use transit for longer trips.



The *Lifetime Achievement Award* went to the **League of Women Voters – Transportation, Land Use, and Housing Committee**. The League has provided steadfast support for affordable housing in Marin since the mid-1960's. Their research and leadership have contributed to the development of meaningful housing elements, updated zoning, and approval of proposed housing around the county.

Volunteer of the Year was awarded to **Tabitha Hurt**, a resident of the Fireside, an affordable property in Mill Valley.

As Tabitha said upon receiving the award, "The Fireside and Homeward Bound gave us hope, home and a future. I am grateful for my home and my experience has inspired me to continue the fight for more affordable housing in Marin."



NPH and Greenbelt Alliance, working with the support of the Marin Community Foundation, has been privileged to work with these advocates as well as countless others who tirelessly support the creation of more affordable homes.

If you would like more information about the work NPH is doing in Marin County, please visit the Live Local website: www.livelocalmarin.org or contact Melody Lopez, Program Manager at melody@nonprofithousing.org.



New Toolkit on Providing Internet Access in Affordable Housing Properties

NPH is excited to announce the release of our new toolkit, **Providing Internet Access to Affordable Housing Residents**. The purpose of this toolkit is to help non-technical staff of affordable housing organizations understand the landscape of broadband technology options, best practices, and available resources.

The digital divide is a real concern, and to address it, many affordable housing developers are providing access to the Internet at their buildings for the residents. Sometimes this means building computer rooms, other times it means providing a direct connection to the Internet in each unit. Most often, affordable housing site staff need to have a basic knowledge of the technology that comes with providing Internet access.

To inform the toolkit, NPH conducted a survey of housing developers to determine their biggest challenges in providing Internet service. The toolkit was built to ensure that the information provided is useful in addressing these challenges.

This resource is for all of you who are responsible for maintaining the computers, equipment, and networks serving the residents in your buildings. It is a guide to figuring out solutions for the day-to-day challenges that arise from providing broadband services to your residents. We hope you will find it helpful.



To access this easy-to-use toolkit, please visit:
<http://www.nonprophousing.org/bbtoolkit>

REGIONAL POLICY UPDATE

Regional Policy Update

The Regional Transportation Plan: Noteworthy Successes for Affordable Housing

The Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments have passed another milestone in implementing SB 375, landmark legislation that aims to decrease greenhouse gas emissions (GHG) through sound land-use planning and transportation. On May 17, MTC adopted the Recommended Investment Strategy for the Regional Transportation Plan. This Investment Strategy will be studied as part of the Sustainable Communities Strategy Environmental Impact Report scheduled to be completed and adopted by April of 2013.

Key goals for NPH in helping with SB 375 implementation were to increase funding and ensure that allocation formulas for transportation funding are tied to the provision of more affordable housing. We are pleased to report that these important goals have been achieved. MTC has increased funding to the Transit Oriented Affordable Housing Fund (TOAH) and created the One Bay Area Grant (OBAG) Program to incentivize affordable housing production throughout the region. We are pleased to report that in the current funding cycle, MTC will make an additional contribution of \$15 million to the TOAH Fund. Over the next four years, the program will provide \$320 million to counties to allocate to individual jurisdictions.

Housing Impact Fees

A number of communities in the Bay Area are considering fees on market-rate development to help pay for affordable housing. The cities of Mountain View and Napa and the county of Sonoma recently completed nexus studies that demonstrated the increased need for affordable housing due to the construction of market-rate housing in their jurisdictions. While the studies justified substantial fees, Mountain View has postponed the decision to set a fee on apartments until they revisit their jobs/housing linkage fee and the City of Napa decided not to adopt a housing impact fee at this time. Sonoma County passed the new fee. The housing impact fees do not change the inclusionary policies that ensure a portion of all new for-sale homes is available at below market rates.

(Regional Policy Update continued on page 9)

STATE POLICY UPDATE

State Policy Update

End of Session State Bill Outcomes

SB 1220, the HOMeS Act

After several months of advocacy and debate, SB 1220 (DeSaulnier), the HOMeS Act, unfortunately did not pass the California State Senate in May. The bill would have established a \$75 fee on real estate document recordings, to generate funding for California's affordable housing trust fund. SB 1220 required a two-thirds vote to pass, and fell short by two votes on the Senate Floor, preventing it from moving to the Assembly.

Even though SB 1220 did not pass, our successful advocacy around the bill was a significant achievement. All of the Senate Democrats, including the entire Bay Area delegation, voted in support of SB 1220.

State Budget and Redevelopment Aftermath

After the California State Supreme Court ruled on the bills that eliminated redevelopment agencies in December 2011, NPH's policy staff quickly responded. In January, NPH sponsored SB 654 (Steinberg) and in February, we were the first housing group to support AB 1585 (Perez) and testify in support of the bill in committee while also offering additional amendments. These clean-up bills would have allowed the unencumbered low-moderate income housing funds to be retained and used for future affordable housing projects. AB 1585 also contained language regarding housing assets, outstanding loan repayments, etc., beneficial to affordable housing. Unfortunately, as the State's fiscal situation continued to deteriorate, these bills stalled in the Legislature and it was clear we would need a back-up strategy of utilizing budget trailer bill language to pass housing-friendly provisions for the implementation of redevelopment agency dissolution. To that end, NPH drafted language that could be supported by affordable housing developers, cities, housing authorities and advocates. We worked with our legislators and legislative staff in preparation for this strategy.

On June 27, the Governor signed AB 1484, the redevelopment budget trailer bill. Unfortunately, the bill still allows the existing low-mod fund balances on account to be swept into the State's general fund and expanded the California Department of Finance's broad oversight authority. However, the bill also contains key provisions and language we sought.

Assembly Bills 1951, 2447 & 1699

Several important Assembly-side bills that fared well in their legislative house of origin have moved forward to the Senate. AB 1951 (Atkins) and AB 2447 (Skinner) propose to repurpose funds from underutilized Proposition 1C programs and move them into programs where they can be used more effectively. AB 1951 shifts \$30 million of Proposition 1C funds into the Multi-family Housing Program, and AB 2447 directs \$25 million from these funds into a new, state-level, Neighborhood Stabilization-style program. Both bills passed their first Senate committee, Transportation and Housing, and have been referred to Senate Appropriations. Additionally, AB 1699 (Torres), which would allow restructuring of loans for older Department of Housing and Community Development program funds, has also passed the Senate Transportation and Housing Committee and been subsequently referred to Senate Appropriations.

FEDERAL POLICY UPDATE

Federal Policy Update

House T-HUD Appropriations Bill Introduced for FY 2013

H.R. 5972, the House Transportation, Housing, and Urban Development (T-HUD) Appropriations Bill, was introduced in early June by the House T-HUD Appropriations Subcommittee. The bill contains proposals to fully fund or increase some HUD programs compared to FY 2012 enacted levels, while sharply cutting others. For instance, the bill slightly increases funding for HOME and CDBG, but also dramatically decreases funding for Section 8 Project-Based Rental Assistance. H.R. 5972 was heard for a vote in the full House of Representatives in late June, and must also subsequently pass the full Senate and the Budget Conference Committee. Several amendments to the bill are likely to be introduced as all of these votes proceed, which if accepted could change the proposed funding levels significantly. The bill must also be reconciled with the President's and the Senate Subcommittee's proposals for the HUD budget. We anticipate that the federal appropriations process will continue through to the end of the year, with no final approval votes for the HUD FY 2013 budget likely before the November election.

For more information on state and federal policy initiatives, contact Gabriella Chiarenza, Policy Associate, at (415) 989-8160 x19 or gabriella@nonprofithousing.org.

16th Annual **Affordable Housing Leadership Awards**

Wednesday, May 2nd 2012

Thank you to everyone who came out to
the City Club on May 2 to honor this year's
leaders in affordable housing!





THANK YOU TO OUR SPONSORS

A very special thank you to the following sponsors who helped make NPH's 16th Annual Affordable Housing Leadership Award a success!

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(Silicon Valley continued from front page)

which forces them into cars. Five cities alone—Palo Alto, Redwood City, Menlo Park, Santa Clara and Sunnyvale, which are rich in jobs but high in housing cost—account for nearly 98,000 in-commuters, 80 percent of which drive alone.

The report suggests specific solutions to these problems, such as building more affordable homes near job centers and transit, creating Bus Rapid Transit systems that use dedicated lanes to cut through traffic, and offering rider incentives like the Valley Transportation Authority Eco Passes.

Silicon Valley communities are currently looking at regional planning, putting together a sustainable development strategy. We applaud that effort and want to ensure that policy-makers and community leaders have pertinent information to base their decisions upon. If we are to move forward sustainably, Silicon Valley must accommodate for a broader spectrum of its workforce, and certainly its largest workforce.

For a free digital copy of the report, please visit: www.nonprofithousing.org and click on “Publications & Press Room.”

For more information about this issue, please contact Evelyn Stivers, Field Director, at (415) 989-8160 x35 or evelyn@nonprofithousing.org.

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(Regional Policy Update continued from page 4)

Menlo Park's Housing Element

The City of Menlo Park has agreed to adopt a housing element in a settlement agreement with Urban Habitat. The city last adopted a housing element in 1991 and was very public in their opposition to completing a housing plan. The litigation threatened to delay or derail the ability of Facebook to create 6,000 new jobs in the community. The public process for a new housing element kicked off on June 21. There are potential tax credit-competitive sites that may be made available and the city has at least \$6 million of funding that is earmarked for affordable housing.

If you are interested in getting involved in the Menlo Park housing element campaign, or would like more information about other regional policy matters, please contact Evelyn Stivers, Field Director, at (415) 989-8160 x35 or evelyn@nonprofithousing.org.

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www.nonprofithousing.org

News to Build On Seeking “Housing Spotlight” Nominations

This feature column in *News To Build On* highlights case studies of innovative affordable housing developments throughout the Bay Area.

NPH members who are interested in having a development featured in future issues are encouraged to send a detailed description of the nominated development's unique characteristics and print quality images to *Shannon Rice, Membership and Communications Associate*, at shannon@nonprofithousing.org.

Check out the latest Housing Spotlight on page 10!

HOUSING SPOTLIGHT

Cottonwood Place

Seniors living in Alameda County's Tri-City area now have a state of the art mixed-use facility that brings together healthcare and housing, two of their most critical needs, with the opening of Eden Housing's Cottonwood Place and On Lok Lifeways' Peralta Center - a partnership between the two organizations and the City of Fremont.



At the Grand Opening celebration in May, guests heard the inspiring story of Cottonwood Place resident Helen, who was selected from a lottery of nearly 1,000 applicants who applied to live at the new development. When her husband died many years ago, she wanted to move to the Fremont area where her daughter lived, but she could not find an affordable place to live, despite her many attempts. She regularly had to choose between food and her medications in order to get by.

"The City of Fremont remains committed to increasing the options for quality affordable housing for those who need it most," said Mayor Gus Morrison. "We are delighted to partner with Eden Housing and On Lok Lifeways on this state of the art mixed-use facility that is environmentally sustainable and has significant economic impact."

The new development includes Cottonwood Place, with 98 one and two-bedroom apartments for seniors, and a 9,035 square foot clinic and day center space for On Lok Lifeways, which provides all-inclusive care for eligible seniors who wish to remain living at home in the community with a complete program of health and long-term services and supports. The apartments and clinic are located at 3701 Peralta Boulevard in Fremont. Cottonwood Place provides apartments to low-income seniors with annual incomes that are at or below 40% - 50% of the Alameda County Area Median Income. Currently, that limit is \$25,320 - \$31,650 for a household of one. Residents pay 30% of their household income toward rent.

Residents, like Helen, have access to amenities such as an on-site community room, landscaped central courtyard, and raised gardening beds for resident use. The City of Fremont Human Services Department - Senior Support Services Division will provide service coordination to identify needs and connect

seniors with community-based services. Cottonwood Place is an environmentally-sensitive development. The development achieves a high GreenPoint rated score of 200, is constructed using sustainable building methods, and incorporates a number of features designed to ensure its long-term energy-efficiency and sustainability. The new, innovative senior community is made possible by financing from Proposition 1C, the U.S. Department of Housing

and Urban Development Section 202 Supportive Housing for the Elderly (HUD 202) program, and 4% Low-Income Housing Tax Credits. Eden Housing has partnered with HUD, the Redevelopment Agency of the City of Fremont, City of Fremont, County of Alameda, Federal Home Loan Bank of San Francisco, California Department of Housing and Community Development, StopWaste.Org, Union Bank, N.A., and Enterprise

Community Investment, Inc. for financial support on this \$37.8 million development.



"It's beautiful here, and I am happy to be near my daughter. After years of struggling, I can now afford to take my family out to dinner," Helen shared. "This is the nicest place I have ever lived."

Helen in her new apartment with Linda Mandolini, Executive Director of Eden Housing

"Housing Spotlight" is a column featuring case studies of innovative housing developments throughout the Bay Area. Members who are interested in having a development featured in future issues are encouraged to contact Shannon Rice at shannon@nonprofithousing.org.

33RD ANNUAL NPH FALL CONFERENCE

The New Frontier: Affordable Housing in the Wild Wild West

OCTOBER 15, 2012

SAN FRANCISCO

PARC 55 HOTEL, 55 CYRIL MAGNIN STREET

Be part of the only regional conference for the affordable housing community in Northern California. Join over 500 of your peers and colleagues for brand new workshops and listen to a special keynote presentation. Workshop topics range from the nuts and bolts of operations and development, to strategies that shape public policy and engage community support.

For conference details and updates, visit:
nph.convio.net/2012_conference

Workshop titles will be announced in August.

CONFERENCE DAY SCHEDULE

8:00 am	Registration Begins
8:00 - 9:00 am	Networking Breakfast
9:15 - 10:45 am	Workshop Session I
11:00 am - 12:00 pm	Keynote Plenary
12:00 pm - 1:00 pm	Networking Lunch
1:15 - 2:45 pm	Workshop Session II
2:45 - 3:00 pm	Afternoon Break
3:00 - 4:30 pm	Workshop Session III
4:30 - 5:30 pm	Networking Reception

CONFERENCE REGISTRATION

Includes all sessions, meals, refreshments and entry to the exhibit hall.

REGISTER:	by 9/28	after 9/28
NPH Members:	\$275	\$325
Non-Members:	\$400	\$450
Additional Passes*:	\$225	\$300

- *If your organization is sending more than one attendee, additional passes are available for only \$225.
- For community rates and volunteer opportunities, please contact 415.989.8160 x 10 or conference@nonprophousing.org

1 PAYMENT AMOUNT

1 1st conference pass x \$ _____ = _____

 # of additional staff x \$ _____ = _____

YOUR TOTAL = _____

2 PAYMENT METHOD

- ☐ Invoice me
- ☐ Check enclosed (payable to NPH)
- ☐ Credit Card - Pay online at nph.convio.net/2012_conference

RSVP CONTACT NAME: _____

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ADDRESS: _____

CITY, STATE, ZIP: _____

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(ATTACH ADDITIONAL SHEETS AS NEEDED)

Complete this form and return it to NPH by September 28 for early bird registration.

Mail: 369 Pine Street, Suite 350; San Francisco, CA 94104 | **Fax:** 415.989.8166 | **Email:** conference@nonprophousing.org

COMING SOON

Coming Soon

33rd Annual NPH Affordable Housing Conference

**The New Frontier:
Affordable Housing in the Wild Wild West**

October 15, 2012

Parc 55 Hotel

San Francisco

Details on page 11



THE NON-PROFIT HOUSING ASSOCIATION OF NORTHERN CALIFORNIA

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