

# News to Build On

*Fall Issue*  
**2010**

THE NON-PROFIT HOUSING ASSOCIATION OF NORTHERN CALIFORNIA

## LINC Award Honors Dianne Spaulding



LINC Housing Corporation's 17th Annual Tribute to Affordable Housing Leaders honored Dianne Spaulding, NPH's Executive Director, at a special event held in Los Angeles on July 15, 2010. Each year, LINC's Tribute to Affordable Housing Leaders honors people in the housing industry that have done exceptional work to revitalize our communities and make better neighborhoods. Henry Cisneros, Executive Chairman of City View, and James Francis, Executive Vice President of Union Bank, were also honored this year at the event.

The event was held in the midst of eight diverse ecological zones at the new Ecosystems wing of the California Science Center in downtown Los Angeles and proceeds benefited LINC's development of sustainable and service-enriched affordable housing.

The history of this award goes back to 1994, when LINC's Board of Directors realized that there were many unsung heroes who had made significant contributions to creating and preserving affordable housing for families, seniors and others with limited incomes. In order to acknowledge these leaders and to raise public awareness of their efforts, LINC organized an awards dinner, selected three honorees, and invited the housing industry and public officials to share in recognizing the honorees' major contributions to the affordable housing field.

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## From the Desk of the Executive Director

### Dear Members and Friends,

We are well into organizing a robust slate of speakers and workshops for the upcoming NPH fall conference to be held on **Tuesday September 21, 2010**. We will feature some new voices and perspectives as well as hearing from our cast of "Greatest Hits," whose presentations continue to pack the conference meeting rooms.

#### NPH Fall Conference

Our theme this year is "**Grace Under Pressure: Formulating and Innovating New Housing Solutions.**" We can't sugar-coat the fact that the continued global economic distress continues to challenge the Bay Area's affordable housing sector. However, we certainly can continue to demonstrate that we are retaining our composure and compassion and working together to find our way through the pressure to new creative approaches. NPH's fall convening has historically proven to be an incubator of innovative ideas and new initiatives which regularly flow from our dynamic conference meetings.

This year's Plenary Panel continues the tradition of featuring dynamic leaders in an interactive format. Confirmed panelists are **Ophelia Basgal**, Housing and Urban Development Regional Director for Region IX, **Lynn Jacobs**, Director of the California Department of Housing and Community Development, **Nan Roman**, President and CEO of the National Alliance to End Homelessness and **David Erickson**, of the Federal Reserve Bank of San Francisco and author of the book, *The Housing Policy Revolution: Networks and Neighborhoods*.

#### Election Day: November 2

The other date in autumn circled in red on my calendar is the upcoming election. I have but one word for my friends and associates: **turnout**. My analysis of the June primary offers one stark conclusion: roughly less than 10% of the California population made their voice heard at the ballot box! Do the math: 39 million people in

our Golden State of which there are 16 million registered voters. In the California Primary held last June, there were just over 3 million voters. Those numbers enable a victory or a defeat with merely a clever advertisement or sound bite. There is no consensus that can come from so few participants. Nor do those kind of numbers give our elected officials a mandate for any one course of action.

NPH supports Proposition 22 in November, which would protect local funds, including redevelopment agency funds, from being taken for general State purposes. The Legislature's "raid" of over \$2 billion in redevelopment agency funds in the last State Budget punched a funding hole in the affordable housing programs in many Bay Area cities. Voting "Yes" on Proposition 22 is critical for the affordable housing sector, but the complexity of the issue could easily get lost on the general public if we are not a part of beating the drum for this important measure.

Look for an exhibit table at the Fall Conference to pick up Yes on 22 campaign materials. I firmly believe the public is with us on this one, given the fact that over 20 Bay Area cities approved local funding increases in June for schools, libraries and police services, with only a few local tax measures defeated this year. (For a complete report on the Bay Area local tax increases go to the NPH website, Legislative Issues working group section). Local funds may be the operative principle for the 21st century. For more information on Prop. 22, go to page 7.

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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John Stewart, Chairman, The John Stewart Company

## MEMBERS ARE TALKING: A RAY OF HOPE

"Last year, the debt and equity markets were non-functional. It was extremely difficult to find a tax credit investor for good tax credit projects at any price. Now, we are seeing prices and investor demand for projects getting back closer to where they were two or three years ago. The most successful projects are those with a combination of a strong sponsor and a location in a CRA area. There is terrific pricing for some developers in some areas, and there seems to be an investor for every deal.

Virtually all projects are going forward. Things are particularly improved in urban areas, especially in San Francisco and Los Angeles, though we are also seeing pockets of strong demand for credits in some Central Valley areas with strong sponsors. Also, on the lending side, finding loans was very difficult a year ago. Now, though finding permanent financing of any substantial size can still be a struggle, construction financing seems to be in good supply with strong pricing."

-Kevin Knudtsen, Community Economics  
NPH BOARD MEMBER

*TAKE NOTE: There will be several workshops focused on finance and investor issues at the NPH conference on September 21. Check out this year's workshops.*



### Save The Date:

## BEATING BACK BED BUGS

Everything you need to know to safely and effectively control bed bugs.

**FRIDAY, OCTOBER 22, 2010**

**8:30 A.M. - 12:00 P.M.**

**San Francisco State University  
Downtown Campus  
835 Market Street, Room 609  
San Francisco, CA**

#### PRESENTED BY:

Safe Pest Control Project  
Californians for Pesticide Reform  
Non-Profit Housing Association of Northern California  
San Francisco Apartment Association

Contact Ann Gressani at (415) 989-8160 x22 or  
[ann@nonprofnhousing.org](mailto:ann@nonprofnhousing.org) for more information.

## 31ST ANNUAL NPH FALL CONFERENCE:



### Fort Mason Center

Enter on Marina Blvd. & Buchanan St.

San Francisco, CA

**Tuesday, September 21, 2010**

8:00 a.m. to 6:00 p.m.

The following 17 workshops will be presented at this year's conference:

#### HOUSING DEVELOPMENT AND SUSTAINABLE DEVELOPMENT

- Investor Status Update: "We Want Your Deal/We Don't Want Your Deal"
- Neighborhood Stabilization: Are We There Yet?
- Lessons Learned from the Citizens Housing Experience
- New CEQA Guidelines for BAAQMD

#### HOUSING FINANCE

- Low Income Housing Tax Credits: Results and Ideas
- Entering the World of the Insured Loan Programs
- Case Studies in Multifamily Lending: Tracking the Latest in Underwriting and Structuring Options

#### HOUSING POLICY, ADVOCACY, & COMMUNITY ORGANIZING

- Inclusionary Housing Ordinances: What's Next?
- Protecting Redevelopment Agencies Housing Funds
- The Battle of Federal Housing Policy: The Latest from Washington, D.C.
- Energy Retrofit Funds: Getting a Piece of the Action for Low-Income Housing
- Community Acceptance: Case Studies
- State Housing Policy and Funding: Where Does It Stand?

#### PROPERTY & ASSET MANAGEMENT

- Reducing Fair Housing Complaints and Lawsuits - Recent Updates for 2010
- Preparedness and Leadership in Disaster Situations
- Collaboration and Coordination Between Property Management and Resident Services
- Current Issues in Asset Management

**See page 9 for registration info.**

## FEDERAL POLICY UPDATE

### *Federal Policy Update*

#### **Community Reinvestment Act (CRA) Hearings Underway**

The federal bank and thrift regulatory agencies are holding public hearings throughout the country on modernizing the regulations that implement the Community Reinvestment Act (CRA). The agencies (the Board of Governors of the Federal Reserve System, the Federal Deposit Insurance Corporation, the Comptroller of the Currency, and the Office of Thrift Supervision) will consider how to update the regulations to reflect changes in the financial services industry, changes in how banking services are delivered to consumers today, and current housing and community development needs.

The California Reinvestment Coalition is specifically calling for:

1. **Geographic Coverage:** CRA activity should include geographies where a bank does significant lending, investment and deposit that are outside branch locations. Banks should be held responsible for CRA activity in non-metropolitan and rural areas.
2. **CRA Performance:** Bank products should fit the needs of low-income people and people of color, not just the middle class. Bank activity should exist proportionally within low-income neighborhoods and neighborhoods of color as it does in other communities.
3. **Affiliate Activities:** All components of the financial corporation should be examined by the regulatory agencies for their CRA activity.
4. **Small Business Data:** Data should be collected separately on businesses earning less than \$500,000 in annual revenue. Data should also be collected separately on the annual percentage rate of loans and loans which are term and revolving.
5. **Community Development:** Banks should not get credit for loans to develop multifamily housing unless it is deed restricted to low and very low income tenants

The public can submit feedback through written public comment and in-person testimony at the hearings.

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

#### **HUD 202 Funds Safe, For Now**

The first step in the 2011 appropriations process is done. The House Appropriations Subcommittee on HUD programs approved \$825 million for the Section 202 program, the same as last year, notwithstanding the President's request to suspend the new construction program and the assisted living conversion program pending reforms. The House bill also funds the Section 811 program at the FY10 level of \$300 million.

While NPH and our housing allies are willing to support reforms to the 202 and 811 programs, we have always believed that reform is best accomplished without suspending the program for a year. Chairman Olver and the members of the Subcommittee agree with us and have directed HUD to take administrative action to improve the functioning of the program.

Despite the House's positive first step, the prospects for enacting an FY11 appropriations bill for HUD and many other agencies before the November elections are poor. Reports are that the Senate does not have a bill waiting. Instead, Congress will likely pass a Continuing Resolution to allow the government to operate into the next fiscal year, which begins October 1, and until such time as Congress chooses to return to the appropriations process.

*For the latest updates on this and other federal issues, all NPH members are welcome to attend the Legislative Issues Working Group, held on the first Thursday of every month, or to contact Gabriella Chiarenza, Policy Associate, at (415) 989-8160 x19 or [gabriella@nonprofithousing.org](mailto:gabriella@nonprofithousing.org).*

#### **Housing Advocates Welcome Ophelia Basgal As HUD's Western Regional Director**

In July, housing advocates gathered at a reception in Sacramento to welcome Ophelia Basgal as the new U.S. Department of Housing and Urban Development (HUD) Regional Director for HUD's Western Region. This region encompasses California, Arizona, Hawaii and Nevada.



## STATE POLICY UPDATE

### *State Policy Update*

#### State Legislator Follows the Money - Who Pays and Who Receives

Assemblywoman Noreen Evans of Santa Rosa initiated research to contribute to this year's State budget debate over how to close the \$19 billion deficit. She found that the counties that provide most of the state's revenue streams through income and sales taxes reliably elect Democrats, who traditionally support tax increases, while counties whose Republican representatives argue most vociferously for social services cuts draw, per capita, the most state aid.

For Assemblywoman Evans, it is a matter of reframing the budget debate to show what anti-tax rhetoric might really mean. Instead of asking how California spends its money, why not ask where it spends. "It tells an important story," she said, "and it really does start to change your outlook.

The breakdown also adds new color to the prevailing portrait of poverty for many Californians — it's not fundamentally an urban problem. Instead, rural residents would be most affected by the drastic cuts being considered to health and human services programs. The report shows the Bay Area's predominantly Democratic counties are, in many ways, a revenue lifeline for the rural Republican dominated counties.

According to the snapshot provided by Evans' office, which compares per capita income taxes and sales taxes with spending on programs like in-home care for seniors, parole services, welfare, MediCal and others — seven of the top 10 contributors of tax revenue to Sacramento are Bay Area counties — all of which lean heavily Democratic. Marin County is No. 1, measured per capita, and Santa Clara County is fourth.

In contrast, the counties receiving the most cash from the state are those in California's impoverished north, like Del Norte and Yuba counties, and especially in the agrarian Central Valley, including Tulare County — the top recipient of state help — but also Kern and Kings counties. Many have more registered Republicans, or only slightly more Democratic voters than Republicans.

In San Mateo County, for example, Medi-Cal spending in 2007-08 was \$257 per resident. In Lake County, the state spent \$703. But per capita income tax and sales tax revenue in Lake County was only \$879, while in San Mateo it was \$4,232. Another example is State-funded home care spending in Imperial County was \$68 per capita but only \$26 in Contra Costa County.

#### Housing Element Bill in Negotiation

Legislation that would restore a long-standing law that allows citizens to enforce localities' compliance with state Housing Element Law, AB 602 (Feuer), was approved by a key committee and is currently in negotiation. NPH and our allies took a support position on this measure in the fall of 2009 but the bill languished due to controversy. In its revived form, AB 602 has Senate President pro Tem Darrell Steinberg as the principal co-author of this measure. The bill is sponsored by Housing California and the California Rural Legal Assistance Foundation.

AB 602 overturns a portion of the Urban Habitat Program v. City of Pleasanton (2008) case, in which an appellate court ignored clear legislative intent and limited all challenges to a housing element's adequacy to the first 90 days after the element is adopted. With up to 200 jurisdictions adopting elements at one time and only a handful of legal aid attorneys to track them, this short timeframe virtually ensures that most deficiencies will go unchallenged.

AB 602 returns the law to its pre-Pleasanton state, which had allowed challenges to be brought any time during the planning period. Cities, housing advocates, and for-profit builders had agreed on that interpretation for the prior 25 years. Californians have used this accountability mechanism sparingly, filing suit fewer than 20 times. Its existence, however, spurred numerous jurisdictions to conduct better planning to provide housing opportunities for people at all income levels.

The bill is supported by the Sierra Club, California Association of Realtors, and Silicon Valley Leadership Group, among others. Opponents include the League of California Cities, the California Building Industry Association, and the Civil Justice Association of California.

Supporters are negotiating with the California Building Industry Association and the cities to find a mutually acceptable approach that allows Californians to continue holding localities responsible for doing their part to meet housing needs. NPH members are encouraged to contact their state legislators to support this measure.

*For more information, bill status, sample letters, or any state policy issues, please contact Ann Gressani at (415) 989-8160 x22 or [ann@nonprofithousing.org](mailto:ann@nonprofithousing.org).*

## STATE POLICY UPDATES

### *State Policy Updates*

#### November 2010 Ballot Measures

##### Prop. 22, Yes! On State Budget Reform

This measure would protect special funds raised by local governments, including redevelopment agency funds. The goal of the initiative is to “wall off” money in local government budgets from the state government. The initiative would prohibit the state from taking local government, transit and transportation funds.

Supporters include the League of Cities, the California Redevelopment Agency Association and NPH. The California Teachers and Firefighters organizations are opposed to the bill, out of concern that it will reduce funding sources available for State Budget purposes.

##### Prop. 23, The Suspension of AB 32

If approved, this initiative will suspend AB 32, a law enacted in 2006 that is sometimes referred to as the Global Warming Solutions Act. Sponsors of the initiative refer to their ballot measure as the “California Jobs Initiative.” The goal of Proposition 23 is to freeze the provisions of AB 32 until California’s unemployment rate drops to 5.5% or below for four consecutive quarters.

The current law, enacted by AB 32 requires that greenhouse emission levels in the state be cut to 1990 levels by 2020, in a gradual process of cutting that is slated to begin in 2012. Reducing greenhouse emission levels to 1990 levels will involve cutting them by about 15% from 2010 levels.

SB 375, enacted in 2008, built upon these emission reduction goals by requiring land use planning for “sustainable communities” and including affordable housing objectives as part of overall emission reduction strategies. Although SB 375 is not explicitly mentioned in Prop 23, these goals would necessarily be delayed as well if the AB 32 goals are suspended.

When AB 32 was signed, the unemployment rate in California was 4.8%. In June 2010, California’s unemployment rate was 12.2%, with about 2.25 million Californians unemployed, according to the U.S. Bureau of Labor Statistics.

Supporters include Valero Energy Corporation and Tesoro Corporation, who provided the campaign with initial funding to launch its petition drive to qualify for the November 2 ballot. The top donors to the campaign are oil, gas and coal companies. Californians for Clean Energy and Jobs, including the Green Tech Action Fund oppose Proposition 23.

##### Prop. 24, Repeal of Corporate Tax Breaks

The goal of this proposition is to stop several corporate tax breaks that are slated to go into effect in 2010 and 2012. Proposition 24 would prevent corporations that are eligible for the tax breaks from receiving about \$1.3 billion in tax breaks per year. The tax breaks targeted by the initiative were agreed to by California lawmakers as part of budget agreements in late 2008.

The California Teachers Association is the main sponsor of Proposition 24. David Sanchez, president of the union, says, “With our schools being slashed by \$17 billion over the past two years and 26,000 teachers potentially facing layoff, now is not the time for the state to be giving tax breaks to large corporations and oil companies...Teachers want big businesses to pay their fair share in these dire times of deep cuts everywhere.”

A group called “Stop the Jobs Tax” is opposed to the initiative. They say on their website, “At a time when two million Californians are out of work, the initiative taxes new job creation, hits California employers and small businesses with higher taxes and stifles job growth in our most promising industries. It would lead to fewer jobs and fewer tax revenues.”

##### Prop. 25, Majority Vote for Legislature to Pass the Budget

The goal of the proposition is to end the current requirement in the state that two-thirds of the members of the California State Legislature must vote in favor of the state’s budget in order for a budget to be enacted. It also requires state legislators to forfeit their pay in years where they have failed to pass a budget in a timely fashion. Supporters of the measure collected over one million signatures to place this measure on the ballot.

Supporters of Proposition 25 include AFSCME, California Faculty Association, California Federation of Teachers and the California Nurses Association. Opponents include the California Taxpayers Association.

*For the latest updates on this and other state issues, all NPH members are welcome to attend the Legislative Issues Working Group, held on the first Thursday of every month, or to contact Ann Gressani at 415-989-8160 x22 or [ann@nonproflthousing](mailto:ann@nonproflthousing).*

Please note: Except for Proposition 22, which immediately impacts affordable housing funds, NPH has no formal position on the ballot measures and is providing this information as a public service.

## NPH Members Meet to Form Conference Agenda



On July 13, 2010, over fifteen NPH members representing the diversity of NPH's membership base gathered for a lively afternoon at the NPH offices to develop the agenda of workshops to be offered at the Annual Fall Conference to be held on September 21, 2010. The meeting was chaired by this year's Conference Chair and NPH Board Member Susan Friedland, Executive Director of Affordable Housing Associates. Susan opened the meeting with praise for the great participation and expressed her appreciation.

NPH Executive Director Dianne Spaulding explained to the group, "It is your job, a fun job, but tedious, to achieve the goal of selecting seventeen workshops from over 50 submissions. All of the submissions are from NPH members and working groups. We need you to develop a well rounded program that will attract the maximum attendance by appealing to members' interests. Think in terms of broad appeal to all types of members including lenders, service providers, developers, advocates and consultants. The top tier submissions will be presented at the conference, but we will try and present as many of the remaining proposals as Brown Bag seminars in the year ahead. There is no formal voting, but all decisions are made by consensus."

Dianne pointed out that the conference returns to Fort Mason this year, "Because it's awesome!" added Susan. The ongoing hotel workers labor dispute renders San Francisco's major hotels unsuitable for the conference this year.

The group reviewed the proposals individually and often made suggestions. Narrowly focused topics featuring a single organization or city program tended to be referred to the Brown Bag program. At the end of the day, a robust program was approved which all felt would be diverse and fascinating. For more information on the NPH conference, see additional articles in this newsletter and get the latest updates on the NPH website.

# Yes on 22!

**Protect Affordable Housing!**

**Protect Local Services.**

**Stop State Raids!**

**THE PROBLEM:** STATE RAIDS AND BORROWING OF LOCAL GOVERNMENT AND TRANSPORTATION FUNDS HURT EFFORTS TO BUILD HOUSING FOR CALIFORNIANS.

California voters have overwhelmingly passed separate ballot measures to prevent the state from taking local government, transit and transportation funds. Despite this, last year the state passed a budget that borrowed or took approximately \$5 billion in city, county, transit, redevelopment and special district funds, and the state continues to threaten to borrow or take billions in transportation funds every year. The borrowing and raiding of local government and transportation funds jeopardize efforts to build affordable housing, revitalize and redevelop the inner city, and to build new communities:

- Raiding redevelopment funds significantly harms efforts to build affordable housing.
- Raiding or borrowing local government and transportation funds slows builders from being able to put units in the ground.
- Raiding or borrowing any local government funds immediately harms the economy and the housing sector, which is a significant job creator.

**PROP. 22 IS THE SOLUTION:** PROHIBIT THE STATE FROM RAIDING LOCAL GOVERNMENT, TRANSIT AND TRANSPORTATION FUNDS.

Prop. 22, the Local Taxpayer, Public Safety and Transportation Protection Act, on the November 2010 statewide ballot, would:

- Prohibit the state from taking, borrowing or redirecting local taxpayer funds dedicated to public works, public safety, and other vital local services that are needed to support new housing.
- Prohibit the state from redirecting or taking tax increment funds collected within a redevelopment project area.
- Protect vital, dedicated transportation and public transit funds from State raids.

[www.savelocalservices.com](http://www.savelocalservices.com)

## REGIONAL UPDATE

### *Regional Update*

#### **San Francisco Transfer Tax Fails Ballot Bid**

A controversial new transfer tax for housing was unable to win enough support to be on the November ballot. This measure would have substantially raised the transfer tax—the tax paid when a property is bought or sold—for any building over \$875,000. For example, the transfer tax on a home sold for \$1.1 million is currently \$8,250. With the proposed increase it would have been \$12,650.

That money would have gone into a permanent fund dedicated to affordable housing. Half would have been used for affordable housing projects and the other half would have gone to subsidize the affordable housing requirement on market-rate developers under San Francisco's inclusionary zoning policy.

NPH's San Francisco based members were divided on this issue. Some felt that affordable housing funds should not be used to subsidize the inclusionary obligations of market-rate developers, while others prioritized securing new additional funds. These discussions will no doubt continue and NPH is working to help find areas of agreement.

*For more information on this and other regional policy issues, contact Evelyn Stivers, Field Director, at (415) 989-8160 x35 or [evelyn@nonprofithousing.org](mailto:evelyn@nonprofithousing.org)*

#### **Transit Helps Public Health**

A report published by ScienceDaily on June 29, 2010 found that increasing the availability of public transit systems is one among a number of modifications to the built environment that offers opportunities for increasing physical activity and reducing the prevalence of obesity and its associated problems.

Researchers from the University of Pennsylvania, Drexel University, and the RAND Corporation found that construction of a light-rail system (LRT) resulted in increased physical activity (walking) and subsequent weight loss by people served by the LRT. These findings suggest that improving neighborhood environments and increasing the public's use of LRT systems could improve health outcomes and potentially impact millions of individuals.

Public policy implications of the study are significant. "The

built environment can constrain or facilitate physical activity. Understanding ways to encourage greater use of local environments for physical activity offers some hope for reducing the growth in the prevalence of obesity," commented lead investigator John M. MacDonald, PhD, University of Pennsylvania. "Land-use planning and travel choice have a clear impact on health outcomes. Public transit systems can generate positive health impacts by encouraging greater numbers of users to walk to station stops and maintain more physically active lives."

#### **NPH Welcomes New Policy Associate**

Gabriella Chiarenza joined the NPH policy team this summer. Her working will include policy analysis and research as well as managing the NPH working groups and training programs. Gabriella is assuming the duties of Megan Kirkeby who after almost four years with NPH will begin graduate studies at the University of California Los Angeles Public Policy program.

Gabriella began work with NPH in the spring doing critical research for NPH's Marin Community Housing Action Initiative. She has managed numerous projects as a research consultant specializing in workforce and community development programs around the Bay Area.

Before relocating to California, she worked at Abt Associates in Cambridge, Massachusetts as part of a consulting team to provide development planning and financing assistance for affordable housing projects, and contributed to assessments of a variety of national initiatives, including the Low Income Housing Tax Credit Program, the Voucher Homeownership Program, and the American Dream Down-payment Initiative.

She gained additional experience in the private sector, working with a local developer on a downtown corridor redevelopment project in Providence, RI. Gabriella found her passion for equitable and affordable housing through her extensive study of urban renewal and restrictive housing controls, and is deeply committed to comprehensive neighborhood planning and community building.

She holds a Master of City Planning degree from the University of California Berkeley, and a B.A. in Urban Studies from Brown University.



# NPH's 3<sup>RD</sup> ANNUAL FALL CONFERENCE



Formulating and Innovating New Housing Solutions

**Tuesday, September 21, 2010**

8:00 a.m. to 6:00 p.m.

**Fort Mason Center**

Enter on Marina Blvd. & Buchanan St.

San Francisco, CA

**Don't Miss  
the Early Bird  
Deadline!**

Register online, by mail  
or by fax, but get in your  
registration by Labor Day  
to secure the Early Bird  
Rate!

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.

*See page 3 for a full list of this year's workshop topics.*

### Payment Information

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

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

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Email \_\_\_\_\_

**\*Additional  
Passes:**

If your organization  
is sending more than  
one attendee, additional  
passes are available for  
only \$175.

Please fill in the number of attendees next to your rate and indicate your preferred payment method:

\_\_\_ Reserve my early bird spot on the guest list!

NPH Members      1   x \$225 = \_\_\_

Non-Members      1   x \$350 = \_\_\_

Additional Pass\*    \_\_\_ x \$175 = \_\_\_

**TOTAL**                                \$ \_\_\_

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

Rates  
go up  
after  
9/6/10!

\_\_\_ Check Enclosed

\_\_\_ Invoice Me

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[www.nonprohousing.org](http://www.nonprohousing.org)

(Mastercard or Visa only)

For community rates and volunteer opportunities, please call (415) 989-8160 ext. 10.

Please return this form to NPH by fax (415) 989-8166 or mail: 369 Pine Street, Suite 350, San Francisco, CA 94104.

Cancellation Policy: Full refund remitted only if cancellation is made 48 hours prior to scheduled event.

# UPCOMING BROWN BAG TRAININGS

## NUTS AND BOLTS OF NON-SMOKING HOUSING

**Wednesday, September 8 | Noon to 2:00 p.m.**  
NPH Conference Room  
369 Pine Street, Suite 310, San Francisco  
(Montgomery BART)

This panel will include speakers presenting different perspectives on the process of converting to and developing new non-smoking housing. **Ashley Mevi** of Breathe California will discuss the health benefits associated with this process, and **Karen McCay** of Pahl and McCay will present the legal aspects involved. **Judith Derenzo** of Bay Area Community Resources will share the details of implementing a non-smoking policy in multifamily housing. **Lauren Maddock** will share her recent hands-on experience attempting to create a non-smoking Mercy Housing San Francisco project.

### Reserve my spot on the guest list!

\_\_\_ NPH Members x \$35 = \_\_\_  
\_\_\_ Non-Members x \$60 = \_\_\_  
\_\_\_ Frequent Flyer x \$0 = prepaid  
**TOTAL** \$ \_\_\_\_\_

### Payment Method

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

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**For online registration and more information visit**  
**[www.nonprofithousing.org](http://www.nonprofithousing.org)**

## FAIR HOUSING: BEST PRACTICES FOR SCREENING APPLICANTS

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

This workshop will overview fair housing considerations that property managers and owners must take into account when screening applicants for admission to housing, with an emphasis on federally assisted and LIHTC properties. Topics will include the rights of people with disabilities, survivors of domestic violence, limited English proficient persons, and people with a criminal record to access housing.

Speakers: **Navneet Grewal**, Staff Attorney, National Housing Law Project; **Meliah Schultzman**, Staff Attorney, NHLP; **Catherine McKee**, Staff Attorney and Soros Justice Fellow, NHLP

### Reserve my spot on the guest list!

\_\_\_ NPH Members x \$35 = \_\_\_  
\_\_\_ Non-Members x \$60 = \_\_\_  
\_\_\_ Frequent Flyer x \$0 = prepaid  
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# HOUSING SPOTLIGHT

## Paulson Park

Mid-Peninsula Housing Coalition's development, Paulson Park, combines the creation of new housing with the preservation of old housing, all done in an environmentally sound fashion. The project includes 104 new apartments, 149 rehabilitated existing apartments, and extensive amenities including a community garden for residents. Paulson Park represents environmentally friendly infill development, replacing old parking lots with new housing.

### Environmentally Friendly

"We are excited to add to Mountain View's stock of affordable housing with beautiful new, environmentally friendly buildings," said Matthew O. Franklin, President of Mid-Peninsula Housing Coalition. "But housing preservation is also a key part of our ongoing green strategy. By investing in energy-efficient upgrades to older housing, we increase the durability of the buildings while reducing their carbon footprint."

Green features in the new buildings include photovoltaic panels to provide common-area electricity, Energy Star appliances, Green Label Plus carpets, water-efficient fixtures, and a design that exceeds California's stringent energy code requirements by 15%.

The exterior rehabilitation of the older buildings, originally constructed in 1973 and acquired by Mid-Peninsula Housing Coalition in 1998, includes upgraded insulation and attic vents to reduce electric and gas consumption; seismic upgrades; durable Hardi-Plank siding; energy-efficient exterior lighting; and new dual-pane windows and french doors at newly installed patios.

### Innovative Landscaping

Landscape design follows Bay-Friendly Landscape Guidelines including using drought-tolerant plants and a weather-controlled drip irrigation system. The project expects to receive rebates for removing large areas of lawn and replacing them with attractive Mediterranean-climate shrubs and flowers. Paulson Park also provides residents the opportunity to grow their own organic produce in fifteen large vegetable planters in the central community garden and in courtyards.

### Fabulous Amenities

The property amenities include a fitness room with treadmills and weights; an indoor-outdoor fireplace; a computer lab; game rooms with a pool table and a ping pong table; a dance floor; and several community rooms for parties and family gatherings.



### The Residents

The new apartments target residents age 55 and over with incomes from 30% to 50% of area median income (about \$25,000 to \$42,450 for a household of two), and rent for \$565 to \$864 for one-bedroom units, and \$864 to \$1,026 for two-bedroom units. The renovated apartments are for residents with incomes of up to 50% of the area median

income, or \$42,450 for a household of two, with most residents well below that level. Tenants in the rehabilitated units pay from \$167 to \$700 per month.

"Paulson Park is the most recent development resulting from a long-term partnership between the City of Mountain View and Mid-Peninsula Housing Coalition," said Mayor Margaret Abe-Koga. "Mid-Pen has built or rehabilitated 916 units in Mountain View since 1971, and has shown an ongoing commitment to our community."

Financing for the 31-million-dollar project was provided through the City of Mountain View Revitalization Authority, Community Development Block Grant funds, HOME funds, Wells Fargo Bank, and AEGON USA Realty Advisors. LPMD Architects designed both the new construction and the rehabilitation, and Douglas Ross Construction was the contractor.

"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](mailto:shannon@nonprofithousing.org).

**COMING SOON**

*Coming Soon*

**NPH PRESENTS:**

The 31st Annual Affordable Housing Conference

**September 21, 2010**

**Fort Mason Center, San Francisco**

**Details and registration form inside!  
(pages 3 & 9)**



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