

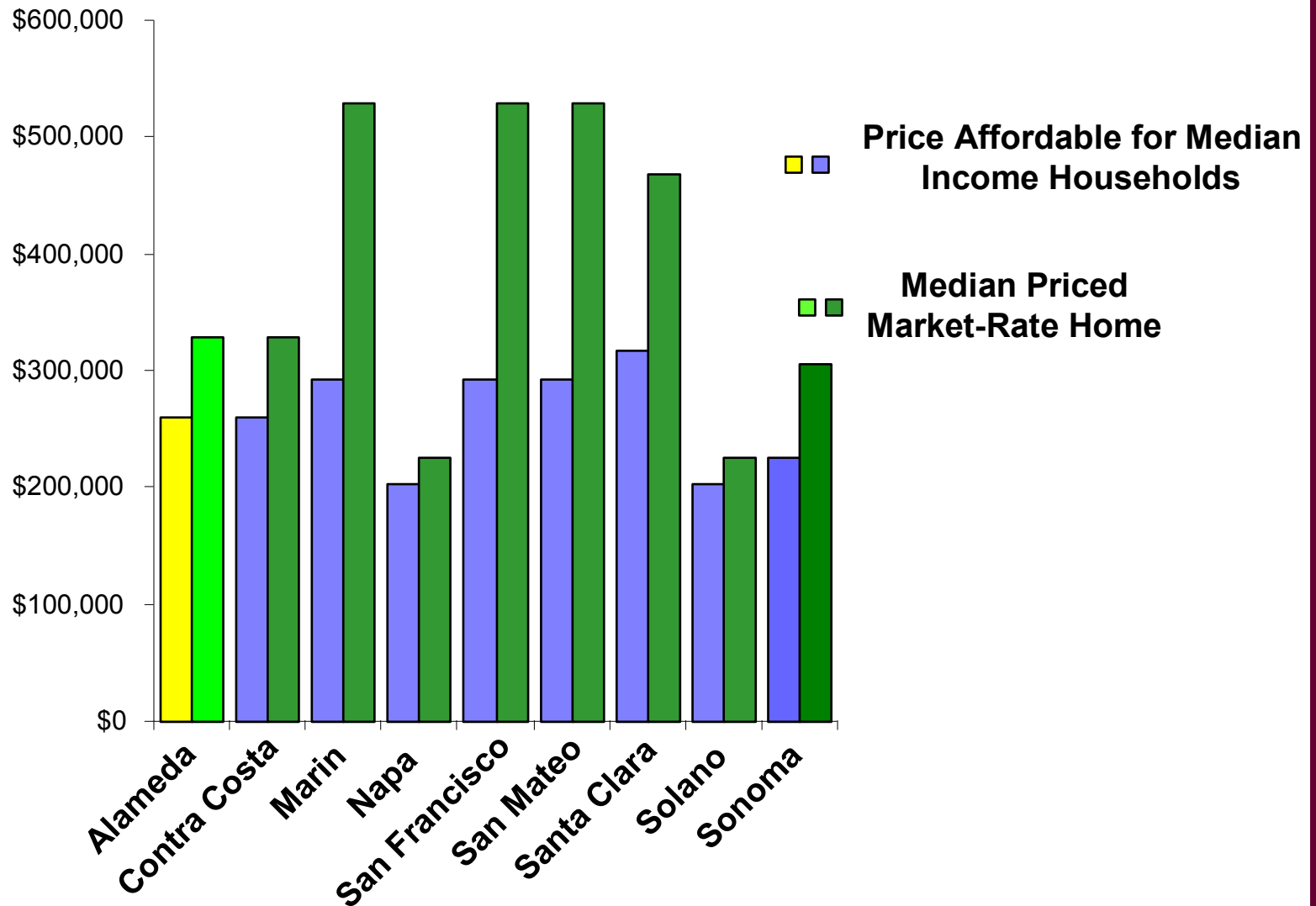
# San Francisco Bay Area

Regional Approach to Promote  
Smart Growth

with Housing as the Linchpin for  
Sustainable Development and Smart Growth  
in the Bay Area

# HOUSING AVAILABILITY AND AFFORDABILITY

## Affordability Gap for Median Income Households



# San Francisco Bay Area

Regional Approach to Promote  
Smart Growth

Two Organizations

Bay Area Council

Silicon Valley Leadership Group



- Founded in 1945 –today 275 of the largest employers in the region are members
- Business community sponsored, CEO-led
- Pro-active Public Policy Advocacy for:
  - Strong Economy /vital Business Climate
  - Quality of Life for everyone
- Recognized and respected as the regional voice of Business
- Influences:
  - Association of Bay Area Governments
  - Metropolitan Transportation Commission

**Bay Area Council Mission:**  
**Promote regional economic prosperity**  
**and quality of life -- achieving**  
**the 3Es of Smart Growth:**



**3 Es**

The Bay Area Council mobilizes business leadership on the key issues that affect the quality of life, business climate and quality of life in the region.

## Committees

- **Government Relations**
- The Bay Area Family of Funds
- Education
- Housing
- Research

## **State Legislation – 4 of the Top Ten Legislative Priorities for 2005**

- Tax-Increment financing for transit-oriented development
- Improve CEQA to facilitate in-fill housing
- Strengthen anti-NIMBY law
- Require local plans to identify sufficient land to meet housing production needs



# Bay Area Council - Action

Take Action   Committees   Events   News Room   Membership   Legislation   The Vault

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**BAY AREA COUNCIL**

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- [Elected Officials Search](#)
- [Save BART](#)

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## Take Action

The Bay Area is an extraordinary place that dares to dream big dreams - and make them come true...the place where imagination, intellect and innovation come together.

All of us that live in or care about this region hold certain shared values and concerns. We are a community and we want to protect what we have. We also want grow the opportunity we enjoy so that others may benefit from it.

The Bay Area Council gets this. We need your help.

Join a growing number of people from throughout the region who are launching coordinated efforts to ensure that the Bay Area's best days are ahead of us.

- [Action Center](#)



- PLEASE **SEND THE BELOW FAX TO THE GOVERNOR** TODAY BY FILLING OUT YOUR CONTACT INFORMATION AND CLICKING "SEND"

**NIMBYist (Not In My Backyard) opposition to otherwise preferred and approved new housing projects in the Bay Area and California has nearly paralyzed local elected leaders' ability to get new housing projects built.**

- **The result is the housing-shortage crisis.**
- **We desperately need more well-planned housing in the Bay Area.** Please urge the Governor to sign SB 575.
- **Take Action: Send a Letter**

– **Governor please sign SB 575**

We desperately need new well-planned housing in the Bay Area.

– **Thank California Senators for housing leadership**

– **Save BART Action Center.**

– **Make your voice heard at the Save BART Action Center**

## Action Center

Send a Letter



The Bay Area Council mobilizes business leadership on the key issues that affect the quality of life, business climate and quality of life in the region.

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- Education
- **Housing**
- Research

- The housing crisis negatively impacts both quality of life and the region's economic competitiveness.
- The Bay Area Council housing program is focused on making change to policies and regulations that **support the smart growth** of the region.

## Housing

### Recent Accomplishments

- “Jobs-housing balance” inserted into the 20-year forecast.
- The Association of Bay Area Governments and Metropolitan Transportation Commission adopted Council-supported “adequate housing supply” into their new policies

## The Bay Area Housing Profile

- The annual Bay Area Housing Profile provides a regular **annual report card** with various measures to determine how well the cities and counties in the Bay Area are meeting their housing responsibilities.

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- Research



## **Bay Area Smart Growth Fund I-2002**

A \$66 million real estate equity double-bottomline fund

With 90% of the fund invested and a new fund proposed

## **Bay Area Smart Growth Fund I-2002**

- 61 million invested in 12 deals
- jobs created, projected, preserved– one job for every \$29,750
- 809 for-sale homes built or renovated, 230 units affordable at 80% of area median income or lower
- 585,000 sq. ft. new /upgraded retail space  
577,000 sq. ft. new /upgraded office/light industrial
- 4 of the 5 construction projects utilized green construction measures

## **Bay Area Community Investment Network (BACIN)**

**Launched in 2003**

Linking Market-Rate Private Investment  
with

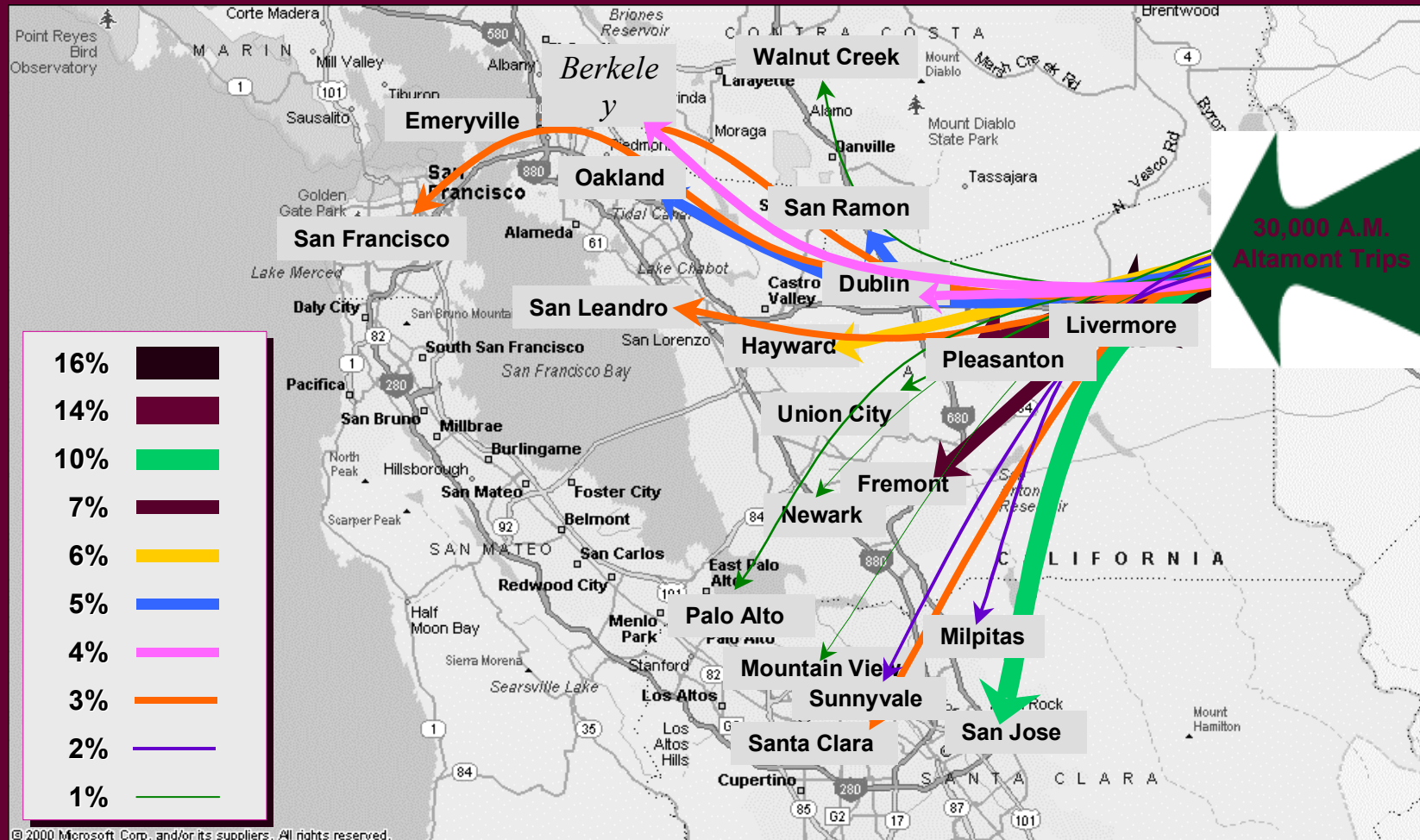
Market Opportunities in Disadvantaged  
Neighborhoods

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- Housing
- **Research**

# ALTAMONT PASS AUTO A.M. PEAK DESTINATIONS



Source: San Joaquin Partnership Altamont Pass Commuter Survey, Oct 2000





San Francisco  
**HOUSING**  
**ACTION**  
**COALITION**

## Promoting a Pro-Housing Culture in San Francisco





San Francisco  
**H O U S I N G**  
**A C T I O N**  
**C O A L I T I O N**

To advocate for the creation of well-designed, appropriately-located housing that meets the needs of present and future residents of San Francisco.

## **Mission**



# What We Do



- **Advocacy:** Advocate for changes to local land use policies to provide more housing opportunities for all San Franciscans.
- **Endorsements:** Endorse and advocate for new housing projects. Work with neighborhood groups and developers to ensure that endorsed projects will enhance the community.
- **Education and Outreach:** Work with neighborhood associations and interest groups to identify common ground about the best way to provide housing.
- Participate in the planning process to speak up for the creative inclusion of new housing in neighborhood plans.





# Members

A broad range of community groups, private and non-profit housing developers, environmental activists, business groups and representatives of the financial, design and land use sectors:

AF Evans Development  
Asian Law Caucus  
BRIDGE Housing Corporation  
Castro Area Planning + Action  
Chamber of Commerce  
Citizens Housing Corporation  
City CarShare  
Emerald Fund  
Fannie Mae  
Farella, Braun & Martel, LLP  
Greenbelt Alliance  
Habitat for Humanity  
Hayes Valley Neighborhood  
Association  
Jewish Community Relations Council

Kwan/Henmi Architecture & Planning  
League of Conservation Voters  
Lennar Communities  
Merchants of Upper Market and Castro  
Mission Housing Development Corporation  
Morrison & Foerster LLP  
Planning Association of the Richmond  
San Francisco Bicycle Coalition  
San Francisco Planning and Urban Research (SPUR)  
San Francisco State University  
San Francisco Tomorrow  
Senior Action Network  
Transportation for a Livable City  
Urban Ecology



# Accomplishments

**Better Neighborhoods Program.** Initiated \$2 million in funds for the City Planning Department’s “Better Neighborhoods” Program, a participatory neighborhood planning effort producing comprehensive specific plans for three opportunity areas of the city.

**Inclusionary Zoning.** Crafted and passed Inclusionary Zoning, which requires 12% (17% off-site) of affordably-priced units as part of market-rate developments.

**Endorsements.** Publicly endorsed and secured city approval of 14 housing developments, totaling over 1000 units of housing.



***“The Housing Action Coalition provides a much-needed forum for developers, housing advocates, and neighbors to sit down together to hammer out thoughtful, effective housing policies.”***

- Patricia Walkup, resident, Hayes Valley Neighborhood Association

***“The Housing Action Coalition is an important mediator. As Supervisors, we often hear from people who oppose a particular development. It's important to hear from informed supporters of good projects, who have a citywide perspective”***

- Matt Gonzalez, President, San Francisco Board of Supervisors



**EDUCATION**



**HOUSING**



**ENVIRONMENT**



**ENERGY**



**TRANSPORTATION**



**Silicon  
Valley  
Leadership  
Group**





- Founded in 1977 to create a **proactive** voice for Silicon Valley businesses.
- SVLG was founded on the premise that local employers should be **actively involved in working with government** to find:  
innovative solutions to transportation, housing, permit streamlining, education, and the environment.



- SVLG represents 190 of Silicon Valley's employers who provide nearly 250,000 local jobs.



SVLG addresses the following five issues:

- affordable housing,
- comprehensive transportation,
- reliable energy,
- quality education and
- a sustainable environment.



# Committees

- Economic Vitality
- Education
- Energy
- Environment
- Housing and Land Use
- Government Relations
- Transportation





# Housing Action Coalition

## Affordable Housing Week Whistle Stop Tours

Tour a variety of affordable housing in Santa Clara County and see the positive impacts of attractive affordable development!

Elements of urban design, density, setbacks, and much more can combine to create balanced communities and liveable neighborhoods.

Prepare to be impressed!



# HAC Committees

## **Outreach and Education:**

Coordinates a speaker's bureau

## **Housing Committee:**

Reviews specific housing proposals and recommends Coalition support

## **Legislative:**

Reviews legislation. Recommends endorsement when appropriate.



# Housing Trust Fund

- first-time homebuyer's assistance
- gap financing for affordable home construction
- homeless shelter programs



# Housing Trust Fund

In the first year

- 837 first-time homebuyers: leveraging an additional \$249 million in home sales.
- 11 loans to affordable home developers building 768 new rental homes: leveraged \$194 million in outside funds
- 13 loans to create 497 new units and leverage \$80.3 million.



# Housing Leadership Council of San Mateo County

- **Endorsement** of policies, programs, and development projects
- **Speakers Bureau**
- **Tours** of successful sites
- **Housing Information Database**
- **Housing Organizations: Who's Doing What?**
- **Development Pipeline** and List of Affordable Housing in San Mateo County
- **Housing Endowment And Regional Trust—**
- The **HEART** of San Mateo County

# HEART of San Mateo County

- **\$4 million** now available to support construction of new rental homes for low-income families and individuals





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Housing is the Linchpin  
for Sustainable  
Development and Smart  
Growth in the Bay Area

