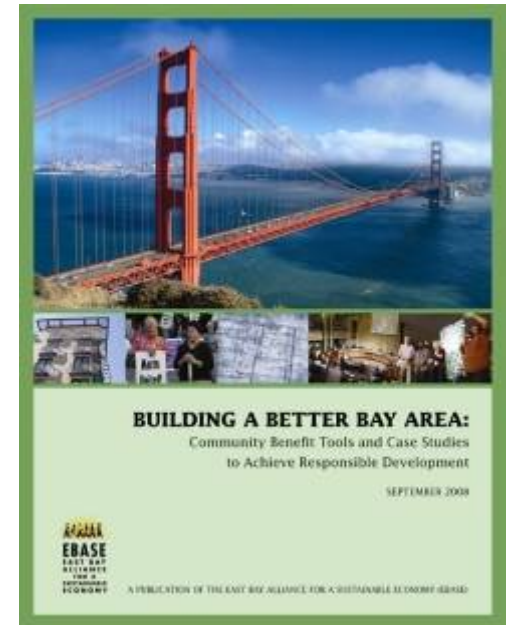


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Building a Better Bay Area: Community Benefits Tools to Achieve Responsible Development



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What are Community Benefits?

- **The result of responsible development:**
 - A framework that ensure new development benefits working people and communities in tangible ways.
 - Win-win developments that engage all community members and result in broadly shared prosperity.
- **Variety of outcomes:**
 - living wage jobs, affordable housing, more parks, neighborhood services, childcare facilities, local hire, environmental clean up

Why Community Benefits?

- Wide Range of Stakeholders Benefit
 - Broad coalition building
 - Connect smart growth & social/economic justice
 - Engages local communities
 - Flexibility of Tools
-
- Economic crisis: People working harder for less

Growth in Community Benefits

- **Responsible Majority in Bay Area:** over 70 jurisdictions with nearly 200 policies
- **National network:** Partnership for Working Families organizations working in over 25 cities



The Partnership for Working Families National Network Map



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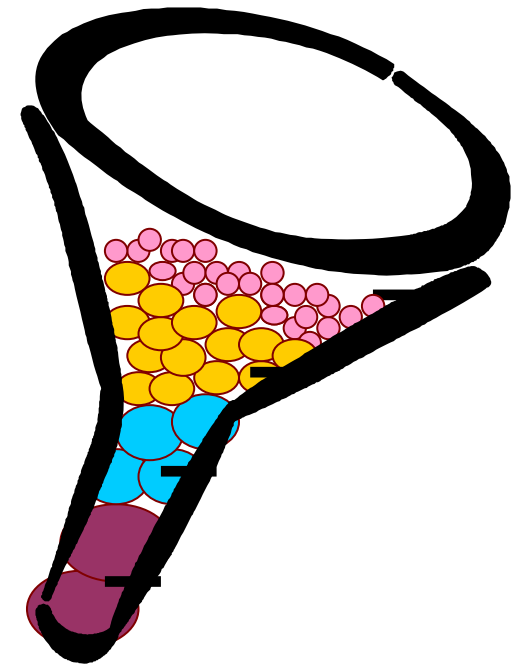
EBASE's role

- **Build coalitions** of residents, community and environmental organizations, and labor unions.
- **Support resident and worker organizing** and engagement in development decisions.
- **Develop and pass policies** that set standards.
- **Conduct research** to assess community needs and true costs and benefits of development decisions.



4 P's of Community Benefit Tools

- **Planning** for community benefits
- **Policies** that set community standards
- **Process** reform
- **Project-based** negotiated agreements



4 P's of Community Benefit Tools

- **Project-based negotiated agreements**
 - Community Benefits Agreements
 - Labor Agreements
- **Berkeley Bayer Agreement**
 - \$1.4 million startup costs for Biotech Training Program
 - \$850,000 for child care
 - \$300,000 improvements for Berkeley Aquatic Park



4 P's of Community Benefit Tools

- **Process reform**: “change the rules of the game”
 - Provide greater information about a project earlier, ie: **cost-benefit analysis**
 - Set criteria for a project before developers submit bids,
- **SMART Request for Proposals**
- Green building and environmental design
- 15% affordable housing
- Local hire and labor standards for construction
- Labor standards for permanent jobs



4 P's of Community Benefit Tools

- **Community Standards Policies**

- Local Hire, Living Wage jobs
- Inclusionary zoning
- Childcare Impact Fees
- Transportation Impact fees
- Urban Growth Boundaries



- **East Palo Alto Local Hire**
 - 30% local hire
 - Construction jobs
 - Permanent jobs

4 P's of Community Benefit Tools

- Planning for Community Benefits
 - General Plans: **Richmond General Plan**
 - Equitable development standards Land Use, Transportation, Economic Development and Health Elements
 - Specific Plans: **San Leandro BART Station Area Plan**
 - Encourages mix of housing types, affordability
 - Set up more community participation in projects



More Information

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EBASE: www.workingeastbay.org
- Partnership for Working Families (PWF):
www.communitybenefits.org