

San Leandro, CA:
Building Local Leadership to
Achieve Mixed-income TOD

Rail~volution
October 2008

Outline

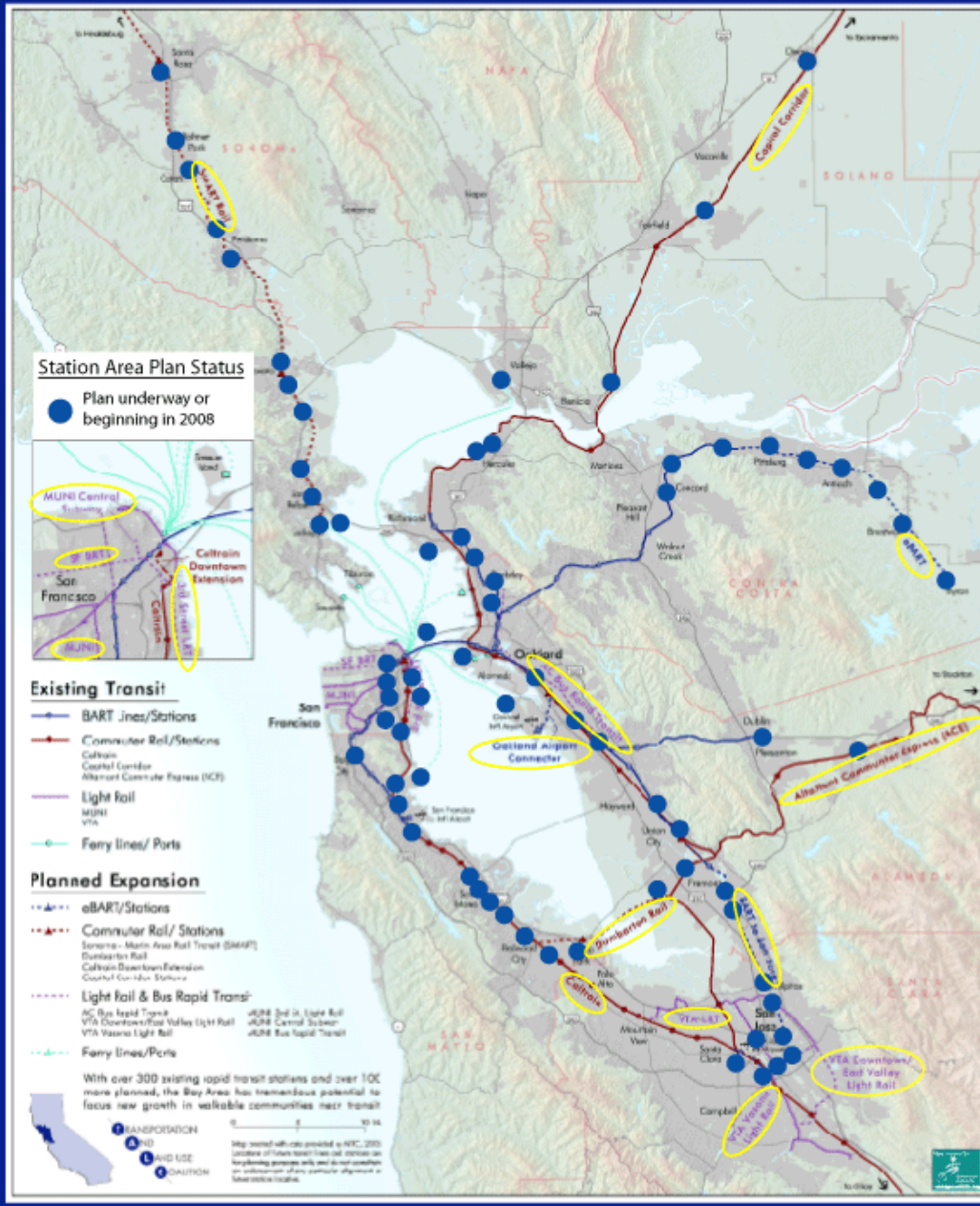
- Context
- What We've Won
- Building Local Leaders
- Creating our Coalition
- Strategies and Tools
- Lessons Learned & Challenges
- Q & A

The Context

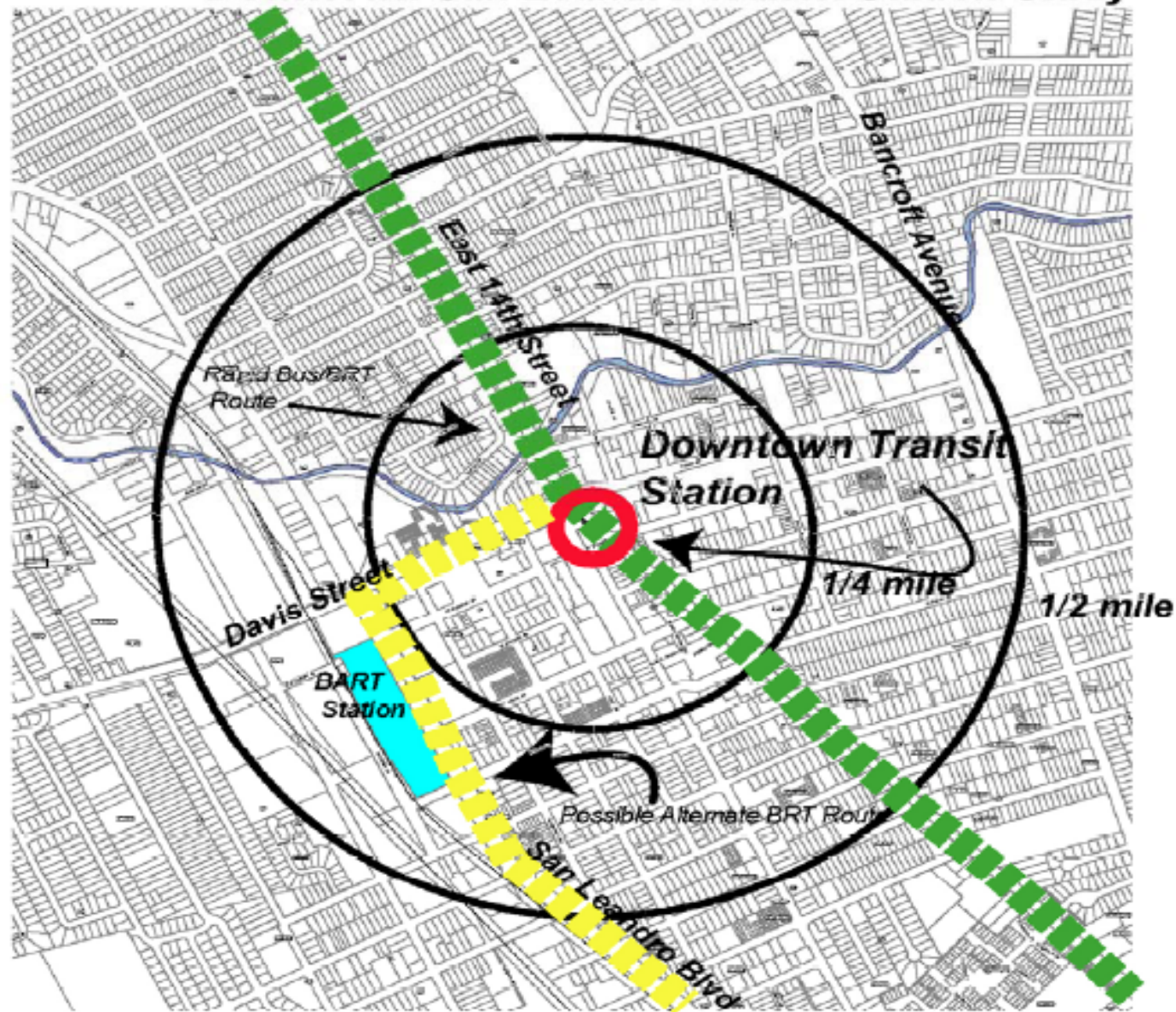
- Great Communities Collaborative
- Regional Transportation Funding for Station-Area Planning
- San Leandro, CA
 - Inner-ring Suburb
 - Ethnically Diverse
 - 90,000 people
 - Median Income \$60,000 (2006)

Transit Oriented Development Opportunities

Current and Upcoming Land Use Planning Near Transit



Downtown San Leandro Transit Station Study



What We've Won

In the Station Area Plan:

- Strong Affordable Housing Language
- 3,400 housing units (from 590 units)
- Reduced Parking Ratios, Bike/Ped, Green building, TDM

In the 1st Development (not yet approved)

- 4 Public Meetings in the ENA Period
- 100 units of affordable rental family housing
- Childcare center and Space for Youth

Master Plan for The Crossings



Building Local Leaders

COR's Organizing Model

- What is COR
- COR's Model for Organizing and Building Leaders:
 - 1 to 1s
 - Local Organizing Committees
 - Taking on Leadership
 - Research Actions
 - Proposing Solutions

Building Our Coalition

1. Power Analysis - Who has power? Who shares our values?
2. Labor – Powerful and Vommon interests
3. No Organized Environmental Groups
4. Formed a Coalition: COR, Alameda County Building Trades & Urban Habitat
5. We Stick Together and Communicate Often

Strategies and Tools (1)

- 1 to 1s with City Council, City Staff & Developers
- Showing up! Attend all of the Public Meetings
- Citizens Advisory Committee
- Building Community Support through Organizing

The Coalition At City Hall



COR's Community Action Forum



Strategies and Tools (2)

- Bring Expertise and Resources
- Ask for Outside Assistance
- Media – Influence the Public Dialogue
- TOD and Affordable Housing Tours
- Provide Strategic Support (Prop 1C)

TOD Tour



Lessons Learned

- Change the Timing of the Community Action Forum
- Stay Closer to the Community
- Look for Allies Earlier (Labor)

Thank you!

Dan Martinez

Congregations Organizing for Renewal

www.corcommunity.org

Lindsay Imai

Urban Habitat

www.urbanhabitat.org