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
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:

- Prosperous Economy
- Social Equity
- Quality Environment

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

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
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
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• 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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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
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
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ALTAMONT PASS AUTO A.M. PEAK DESTINATIONS

Promoting a Pro-Housing Culture in San Francisco
Mission

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