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
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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 for 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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• East Bay Alliance for a Sustainable Economy  EBASE:  www.workingeastbay.org

• Partnership for Working Families (PWF):  www.communitybenefits.org