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

Rail~volution
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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

Station Area Plan Status
- Plan underway or beginning in 2008

Existing Transit
- BART, Caltrain, and other rail systems
- Light rail and bus rapid transit

Planned Expansion
- BART/City College
- Transit-oriented development

Note: With over 300 existing rapid transit stations and over 100 currently planned, the Bay Area has tremendous potential to focus new growth in walkable communities near transit.
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

PHASE 1
Westlake Development
Market Rate Housing
Approx. 200 units

PHASE 2
Westlake Development
Market Rate Housing
Approx. 350-400 units

Enhanced street and open space

PHASE 1
Bridge Affordable Housing
Approx. 100 units

PHASE 1
BART parking structure
approx. 325 stalls

FUTURE PHASE
BART parking structure
approx. 250 stalls
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 Common 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)
Lessons Learned

• Change the Timing of the Community Action Forum
• Stay Closer to the Community
• Look for Allies Earlier (Labor)
Thank you!

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