

# Community Benefits Agreements (CBAs) on University, Housing and Stadium Developments



**UNIDAD**  
UNITED NEIGHBORS IN  
DEFENSE AGAINST  
DISPLACEMENT

Seattle City Council  
January 11, 2017

**SAJE**  
Strategic Actions for a Just Economy

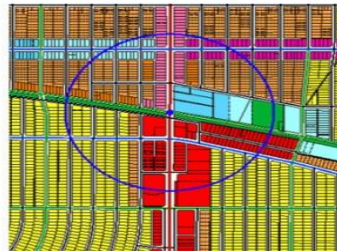
# Popular Education and Leadership Development



## Organizing and Coalition Building



TOD University







**UNIDAD: ORGANIZING FOR  
“BETTER NEIGHBORHOODS,  
SAME NEIGHBORS”**

[www.unidad-la.org](http://www.unidad-la.org)

# United Neighbors In Defense Against Displacement

## UNIDAD • UNITY





## HISTORY:

**1990s: Establishment of Displacement Free Zone near USC campus**

**2001: Staples Community Benefits Agreement**

**2005: Formed Community Land Trust – TRUST South LA**

**2007: Creation of People’s Planning School  
Formation of the Community Jobs Coalition**

**2009: Launch of Visions for Vermont/Visiones para Vermont**

**2011: Lorenzo Project Community Benefits Agreement**

**2012: USC development agreement**

**2014: Equitable zoning changes in 2 Community Plan updates**

**2015: Grand Metropolitan Community Benefits Agreement**



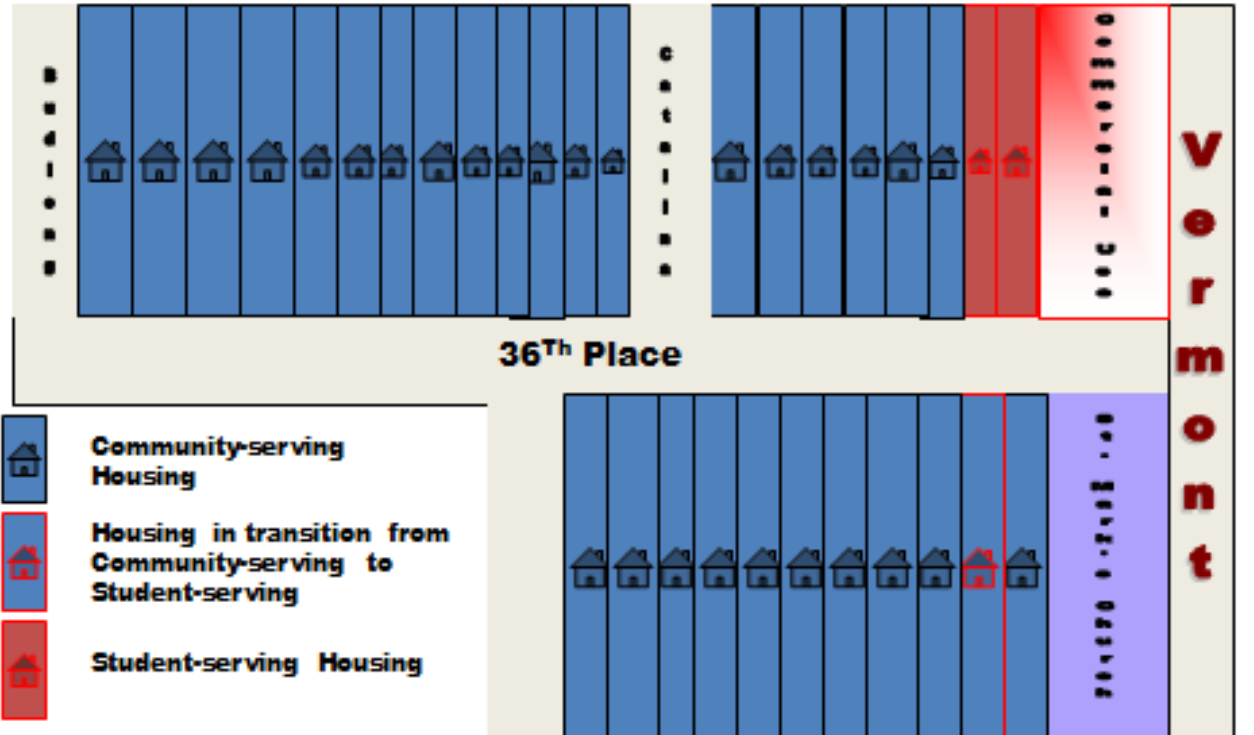
## OUR COMMUNITY PROCESS ON DEVELOPMENT ALONG THE BLUE LINE: GRAND METROPOLITAN, THE REEF AND BEYOND



# Housing in Our Community in 1999



As documented by UNODAD through interviews with long-term residents, September 2009



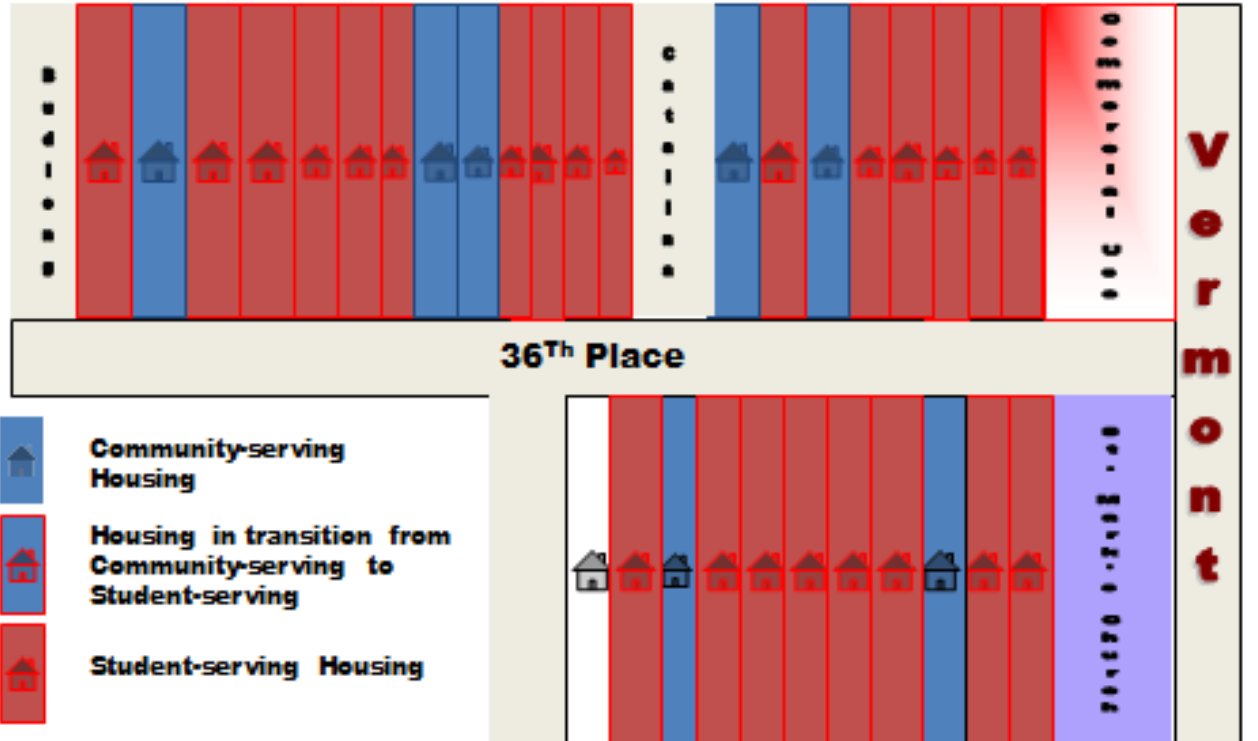
## Displacement on one Block, 1999-2009



# Housing in Our Community in 2009



As documented by UNIDAD through interviews with long-term residents, September 2009



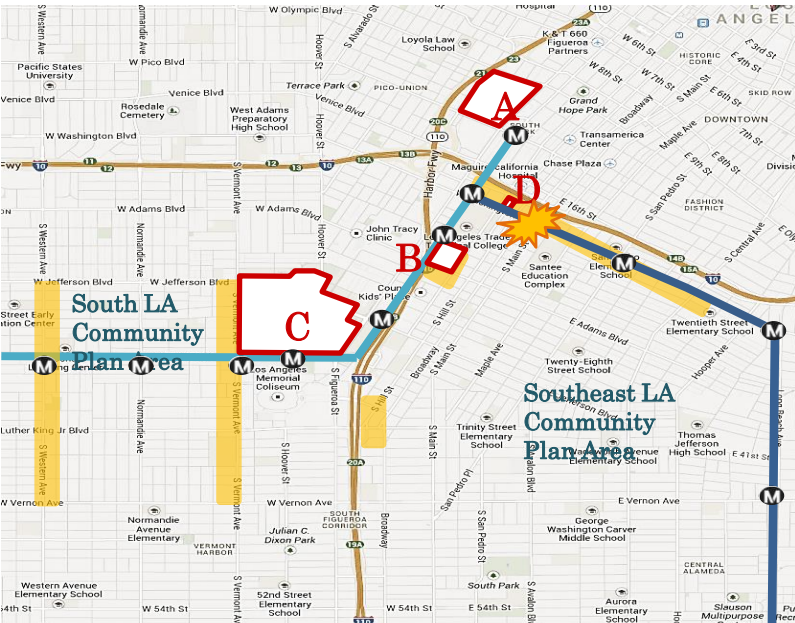
## Displacement on one Block, 1999-2009

# Trauma-Informed Development / Community Building








“Rather than continuing the legacy of racism and segregation through the replacement of current residents with those who hold more economic and political power, the developers and the City have an opportunity to engage in a cutting-edge trauma-informed approach to community development. Trauma Informed Community Building (TICB) is a new innovative **approach to development that recognizes the existing community as assets and uses these assets as the building blocks for the future.**”

*From: Assessing Health Impacts of the Proposed Reef Development Project in South Central Los Angeles, 2015*

# CBA HIGHLIGHTS



## LEGEND

-  Proposed Reef development
-  Metro Rail Station
-  Metro Expo Line
-  Metro Blue Line
-  Major Rezoning through Transit
-  Oriented Development (TOD)
-  Districts

## A. Staples (LA Live) CBA - 2001

- **Jobs:** 50% local hiring for permanent jobs. Established a First Source Referral System
- **Housing:** 200+ affordable housing units; seed funding for community land trust
- **Parks and green space funding**



## B. Palmer (Lorenzo) CBA - 2011

- **Jobs:** Local and 'disadvantaged' hiring for permanent and construction jobs
- **Housing:** 46 affordable units on site. Off-site affordable housing grant program.
- **Community Health Center** with 20 years free rent
- **Small Business** fund and discounted retail space
- TOD strategies fund



## C. USC Development Agreement - 2012

- **Jobs:** 30% Local and 10% 'disadvantaged' hiring for permanent and construction jobs. Training fund.
- **Housing:** \$15-20 million in affordable housing funds
- **Student Housing:** 4,000 net new on-campus student beds help ease displacement of families off-campus
- **Legal clinic** at USC law school for tenant rights
- **Local Small Business** support program
- **Economic Development Coordinating Council**



## D. Grand Met CBA - 2015

- **Housing:** 15% on site affordable housing (5% extremely low-income, 10% very low-income)
- **Jobs:** Local and 'disadvantaged' hiring for construction and future retail jobs
- **Local Small Business:** 5% commercial space for community-based businesses
- **Community Benefits Fund** to support local small business and social services for family and homeless



# 2001 – LA Live/Staples Center CBA

**Affordable housing: 270 units off-site**

- Community land trust seed funding

**Jobs: 50% Local hiring for permanent jobs; seed funding for a First Source Referral System; Project Labor Agreement for construction jobs**

**Parks and green space fund**

**Parking District for local tenants**



# 2011 – Lorenzo Housing CBA

**Community Health Clinic built; 20 years free rent**

**Affordable housing**

- 46 affordable units on site
- Offsite affordable housing grant fund

**Jobs: Targeted Hiring Permanent & Construction jobs**

**Small Business fund and discounted rent**

**TOD strategies fund**



# 2012 – Univ. of Southern California CBA

## Affordable Housing fund of \$15-20 MM

- 4,000 net new on-campus student beds (helping relieve the local housing market)

## Tenant Rights Legal clinic at USC law school

## Jobs: Local and ‘disadvantaged’ hiring for permanent and construction jobs

- Training fund for permanent jobs
- Economic Development Coordinating Council partnership

## Small Business support program

- Relocation funds for displaced businesses
- TA for 40 local businesses

## Parks and Green Space fund



# 2014 – Grand Met Housing CBA

**Housing:** 15% on site affordable housing (5% extremely low-income, 10% very low-income)

**Jobs:** Local and ‘disadvantaged’ hiring for construction and future retail jobs

**Local Small Business:**

5% commercial space for community-based business

- Fund for local entrepreneurs

**Homeless Services fund**



# CBA to City Policy: Proposition JJJ

## Passed on Nov 8, 2016

Requires

- affordable housing
- local/targeted hiring for construction jobs
- No net loss of affordable units

On projects requesting a zone change  
and/or general plan amendment



**VOTE YES**  
NOVEMBER 8



# CBA Lessons

- Provide community groups powers to enforce
- Can address tangible needs and assets in a community
- Implementation requires thoughtful design and funding in the CBA
- Benefits are made strong or weak by the details in the agreement



Art by Favianna Rodriguez

# CBA Lessons: Universities

- Universities (both private and public) benefit significantly from a variety of public subsidies
- They have a poor track record addressing their real estate impact on local communities
- Often receive a “pass” by City officials
- Universities have the potential to be excellent partners in community benefit arrangements, bringing unparalleled and unique assets

**Thank you!**

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