

# **Equitable Development: Tools of the Trade; Stories from the Field**

## **Seattle City Council January 11, 2016**

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Coalitions, Campaigns and Community Benefits**

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# Inequity Crisis in Cities Across the Country

- **Exploding Property Values**
- **Displacement**



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## Getting it Right: Our Values

- **Real Community Engagement**
- **Development Without Displacement**
- **Transit Incentives**
- **Childcare Incentives**
- **Parkland**
- **Green Buildings**
- **Local Hire**
- **Good Jobs**



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## Tools the City Already Uses

- **Planning and Zoning**
- **Variances, Density Bonuses, Street Vacation**
- **Priority Hire Ordinance on Public Works**
- **Development Agreements**
- **MHA**



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# The Equitable Development Toolkit



- **Community Benefit Agreements (CBAs)**
- **Project Labor Agreements (PLAs);  
Community Workforce Agreements**
- **Other Project Specific Agreements**
- **Social/Economic Impact Analysis**
- **Development Zones**
- **Municipal Standards**



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## Community Benefit Agreements (CBA)

### **Hill District CBA- Pittsburgh**

- **\$1M each from developers and City for a full service grocery store in the Hill District**
- **Model first source hiring center**
- **Local residents get priority on jobs**
- **Minority business outreach and training**
- **6M funding for social services**
- **City and County support for a YMCA**
- **Penguins will not interfere in workers' right to form a union**
- **Community represented on Hill District Master Plan steering committee**



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## **Project Labor Agreement (PLA) and Community Workforce Agreement (CWA)**

### **Cleveland University Hospital Vision 2010**

- **\$1.2 B Expansion**
- **PLA with Building Trades Included**
- **Diversity Goals**
- **15% WBE**
- **20% MBE**
- **20% Local Hire for Construction**
- **80% Local Procurement and Services**



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## Economic Impact Reports

- **Several States Require EIR for Big Box Retail Developments**
- **City of Petaluma Requires Fiscal and Economic Impact Assessments for Retail, Hotel, Building & Landscape Materials Development**



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## Development Zones

### **Park East Redevelopment Compact (Milwaukee)**

- **Prevailing wage standard for construction**
- **Enhanced apprenticeship and training**
- **Local Contractors**
- **Local hiring**
- **Affordable housing**
- **Green construction principles**
- **Monitoring of permanent jobs**

INDUSTRY NEWS > SPORTS BUSINESS

### **Abele: 98% of Park East being developed or under option for sale**

Under the county's Park East Redevelopment Compact passed in 2004, projects in the Park East corridor have construction training and local hiring programs. Developer [Rick Barrett](#), who had such programs on his Moderne project in the Park East, said those programs are training workers to replace thousands of journeymen lost during the recession.

"We've got to get all of those jobs back," Barrett said. "We've got to increase capacity."



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# Municipal Standards

## Build Better LA

- **Approved by 65% of voters**
- **Triggered by Zoning Variances**
- **11% Very Low Income Units or 20% Low Income Units**
- **Licensed contractors**
- **30% Local Hire; 10% Transitional Workers**
- **Training and apprenticeship**
- **Prevailing Wage**



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# Employers and Developers Can Do More

- **DC Commuter Benefits Law**
- **Bridges@11<sup>th</sup> - Seattle Children's Hospital and UW**



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## Dearborn Street CBA, Seattle

- **200 units of low-income housing, including 50 family units**
- **\$1.8 million for small businesses and non-profits in Little Saigon**
- **Limitations on chain retail and business size**
- **\$200,000 for traffic mitigations**
- **Family-wage jobs for construction, grocery/drug, janitorial and security workers**
- **A commitment to hiring low-income residents from local training agencies**



# **Project Specific Agreement**

**Oakland Army Base Jobs Policies**

**Jennifer Lin, Deputy Director**

**East Bay Alliance for a Sustainable Economy**





**University of Southern California (USC)  
Campus Expansion**

**Joe Donlin, Associate Director & Director  
of Equitable Development  
SAJE, Los Angeles**



## Maximize Short-term and Long-term Impact

- **Slow down... get it right**
- **Real engagement with community**
- **Use the toolbox**
- **Maximize upzone provisions (in exchange for windfall profits)**
- **Ask beneficiaries (U of W, U-District Parking Associates, etc.) to do more**
- **High Impact: Housing, Transit, Childcare, Job Quality**
- **Create model for other neighborhoods**



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## Resources

**Sign up for weekly press clips on  
accountable development by e-mailing:**

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