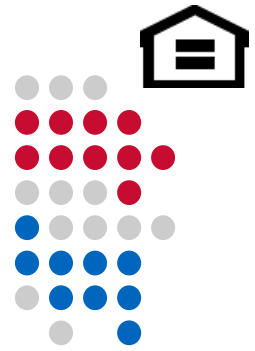




National Call to Action Alert



August 2008 Issue

Western Regional Housing Summit

The upcoming Western Regional Housing Summit will be a busy and informative forum providing a host of panel discussions for the over 450 attendees registered. The Department has done an excellent job of creating panels comprised of national and regional experts in the workforce housing arena. Each moderated panel will focus on a different topic and provide case studies and practical advice.

On page two, you will find an outline of the summit's agenda.

Keynote Speakers to include:

U.S Housing and Urban Development Secretary Steve Preston (video presentation)

Hawaii Governor Linda Lingle (video presentation)

HUD Assistant Secretary Susan Pepler

NCA Co-Director & HUD Louisville Field Director Krista Mills

NCA Co-Director & HUD Senior Counsel A. Bryant Applegate

We would like to extend a thank you to all the National Call to Action participants serving as panelists or planning to attend. For those of you unable to attend, we hope to see you at a future event.

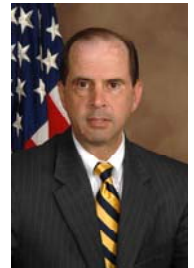
The summit will be held on August 25 & 26, 2008
at the Sheraton Universal Hotel in
Universal City, California

National Call to Action Symposium

The NCA Symposium will bring together national advocacy organizations, leading academics, and government entities that have submitted reports on their regulatory efforts to the NCA program. The participants will engage in a dialogue focused on the national impact of regulatory barriers on the production of affordable workforce housing in America and solutions thereto.

Secretary Preston will be hosting the symposium which will be held on September 24, 2008 at HUD headquarters in Washington DC.

August 2008



A. Bryant Applegate
Co-Director



Krista Mills
Co-Director

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Western Regional Housing Summit Agenda

Monday, August 25th

9:00 - **Welcome Greeting:** *Theresa Camiling, HUD LA Field Office Director*

9:05 - **Greetings from U.S. HUD Secretary Steve Preston** (Video)

9:15 - **National Call to Action Overview:** *A. Bryant Applegate (HUD) & Krista Mills (HUD)*

10:00 - Breakout Sessions

Foreclosures in our Communities: Framing the issues: Moderator: *Ray Brewer (HUD)*; Panelists: *Paul Leonard (Center for Responsible Lending), Joe Carreras (SCAG) & Glenn Hayes (Neighborhood Housing Services of Orange County)*

Encouraging Effective Partnerships for Development: Moderator: *Frank Riley (HUD)*; Panelists: *Laura Archuleta (Jamboree Housing); Preston Prince (Fresno Housing Authorities); Alfredo Izmajtovich (National CORE) & Mark Asturias (City of Irvine)*

Mixing it Up 1: Mixed Income and Mixed Use: Moderator: *Rose Cade (Enterprise Community Partners)*; Panelists: *Percival Vaz (AMCAL) & Chris Velasco (PLACE Ventura)*

11:20 - Breakout Sessions

Big Strategies for Small Cities: Moderator: *Rollie Smith (HUD)*; Panelists: *Ron Garcia (City of Brea); Bill Huang (LACDC); Lisa Beeman, (City of Bartlesville, OK) & Susan Elrich (Lompoc Housing & CDC)*

Yimbyism: Building Community Support: Moderator: *Krista Mills (HUD)*; Panelists: *Joan Ling (Community Corporation of Santa Monica); Sue Reynolds (Community Housing Works) & Karen Roper (County of Orange)*

Make It Work: Workforce/Employer Housing: Moderator: *Ken Lobene (HUD)*; Panelists: *Susan McDevitt (Mary Erickson Community Housing) & Susan Baldwin (San Diego Association of Governments)*

12:30 - **Welcome:** *Krista Mills (HUD)*

12:35 - **Keynote Video:** *Linda Lingle (State of Hawaii, Governor)*

1:00 - **Keynote Introduction:** *Krista Mills (HUD)*

1:05 - **Keynote Address:** *Susan Pepler (HUD, Assistant Secretary of Community Planning and Development)*

1:50 - Breakout Sessions

Mixing It Up 2: Meeting Multiple Public Policy Goals in One Project: Moderator: *Nancy Flores (HUD)*; Panelist: *Charles Loveman (Heritage Housing Partners); Jim Wong (Pasadena); Robin Conerly (West Hollywood Housing Corporation) & Jeff Skorneck (West Hollywood)*

Make it Green: Incentivizing Green Building Technology: Moderator: *Wayne Waite (HUD)*; Panelists: *Dana Bourland (Enterprise Community Partners); Krista Kline (Mayor's Office, Los Angeles) & Cristian Ahumada (Skid Row Housing Trust)*

Land Use & Regulatory Strategies & Streamlining Approvals: Moderator: *A. Bryant Applegate (HUD)*; Panelists: *Barbara Collins (City of Santa Monica); Mitchell Glasser (Orange County, FL) & Deidre Kesley (County of Merced)*

3:00 - Breakout Sessions

Perspective from the State, Federal and National Policy Makers in Addressing the Foreclosure Crisis: Moderator: *Ray Brewer (HUD)*; Panelists: *Melody Winter-Nava (Federal Reserve Bank); Roy Durnal (FDIC) & Heather Peters (State of California)*

Fear Factor: What's Different about Supportive Housing?: Moderator: *Pauline Louie (HUD)*; Panelists: *Jonathan Hunter (Corporation for Supportive Housing); Bill Daniels (Veterans Administration); Dennis Thys (City of Long Beach) & Dora Gallo (A Community of Friends)*

Impact Fees & Financing Infrastructure: Moderator: *A. Bryant Applegate (HUD)*; Panelists: *Liza Bowles (Newport Partners, LLC); Bill Bolton (CA HCD) & Julie Romey (Keyser Marston Associates)*

4:00 - **Partners Roundtable: How'd they do that?:** *Bill Vasquez (HUD)*

Tuesday, August 26th

9:00 - **Mayoral Forum on Big Picture Strategies Keynote Panel:** Introduction: *Richard Rainy (HUD)*; Moderator: *Theresa Camiling (HUD)*; Panelists: *Mayor Bogaard (Pasadena); Mayor Hall (Bakersfield); Mayor Pro-Tem Bloom (Santa Monica) & Vice Mayor Lerch (Long Beach)*

10:10 - Breakout Sessions

Healthy Homes & Communities: Integrating Green Strategies in Existing Housing: Moderator: *Karen Griego-West (HUD)*; Panelists: *Susie Chang (GRID Alternatives); Chris Lee (City of San Diego) & Judeth Luong (City of Long Beach)*

Legal Strategies to Promote Affordable Housing: Moderator: *Michael Schill (UCLA)*; Panelists: *Shashi Hanuman (Public Counsel); Jonathan Zasloff (UCLA Ziman Center) & Peter Dreier (Occidental College)*

11:20 - **Closing Plenary Panel**

What's Your Top 10 "Favorite" Federal Regulatory Barriers?: Panelists: *A. Bryant Applegate (HUD); Krista Mills (HUD) & Charley Maresca (U.S. Small Business Administration)*

City of Bakersfield, California

Since joining the National Call to Action, the city of Bakersfield, CA has undertaken a comprehensive effort to reduce regulatory barriers and provide more workforce housing. A few of its program successes are highlighted below.

Team Bakersfield: The result of the city's commitment to exceptional customer service which provides a single point of contact for any dealings with the city of Bakersfield. Whether the question is about architectural standards or zoning code, the same person in the Economic and Community Development Department handles all inquiries.

Mill Creek South: A Mixed-Use Project: The city's Redevelopment Agency and Economic and Community Development Department acquired and prepared ten acres of land for development. Grants and loans from HUD, EPA, State Housing Finance Agency, tax increment, and housing set aside funds were all utilized in this project resulting in 65,000 square feet of retail space and 177 units of affordable housing.

The Parkview Cottages: A Single-Family Housing Project: Using a \$1.2 million HELP loan the city acquired a portion of the old foundry site located at 21st and "R" streets to build 74 single-family housing units, two stories each which will have a two or three car garage and range from 1,280 to 1,820 square feet. Eighteen homes are currently under construction and 30 units are already occupied.

Baker Street & Old Town Kern: A Mixed-Use Project: The Redevelopment Agency assembled nearly two blocks of land for the Baker Street Village mixed-use project. Fifteen properties were acquired, including ten businesses, and two residential occupants were relocated and the buildings were demolished in preparation for this project. The commercial component of the project is expected to generate 106 jobs, with fifty-one percent going to low and moderate-income persons and future project residents.

The residential component of the project will offer affordable units to citizens at 60, 80, 100 and 120 percent of median income. Forty-six affordable senior rental units are also planned. All homes reserved as affordable will contain various covenants and restrictions to ensure the units continue to be affordable at each income level and will be monitored for affordability, occupancy, and maintenance standards to ensure the project's long-term success and compliance.

Southeast Neighborhood: A Revitalization Project: This comprehensive neighborhood program targets a blighted tract with debris, abandoned vehicles, and substandard structures supported by a Code Enforcement official dedicated to the neighborhood and armed with the necessary equipment and supplies to provide various code enforcement activities. Other programs for low and moderate-income residents include an exterior paint program, a front porch program, bulk waste pick-up days, and a Neighborhood Watch Program.

Support for Small Builders: The city of Bakersfield continues to provide land, personal coordination, and speedy permitting to affordable housing developers. The city has provided vacant lots in redevelopment areas to Habitat for Humanity and other non-profit developers for \$1 to assist in workforce housing development.

Overall, Bakersfield has promoted workforce housing by assembling land, encouraging mixed-income and mixed-use housing, preparing all the planning and infrastructure requirements, ensuring a speedy permitting process, and supporting and working closely with affordable housing developers

NCA Reports

To view submitted NCA participant reports visit

www.huduser.org/rbc/nca/reports.html



Open letter to all Western Regional Summit Attendees:

Take note of the final plenary session and start thinking about your top ten federal regulatory barriers!

You will not want to miss this session!!!



Robert L. Woodson, Jr. Award Profile: San Jose, California

Each edition of the *National Call to Action Alert* will feature a profile on one of the Robert L. Woodson Award recipients. The Woodson Award, established in 2005 by HUD's America's Affordable Communities Initiative, honors those communities that have expanded affordable housing opportunities by reducing regulatory barriers. In this case, San Jose, California demonstrates another example of how a community can overcome unique challenges to create affordable housing within their neighborhoods. We encourage those that have submitted reports or are preparing reports to apply for the Woodson Award.

San Jose, California

Located in one of the most expensive housing regions in the country, the City of San Jose has long recognized the need for providing affordable housing. By the mid-1990s the city needed 13,000 units of affordably housing to meet the demands of its lower-income citizens. In addition to complex state-mandated land use regulations, the city's numerous development fees and taxes acted to seriously inhibit the production of affordable housing. After struggling to balance the pressing need for more affordable housing with city's other goals and programs, the city took action in 1999 by making affordable housing a priority and setting ambitious goals for the production of affordable housing. Since that time, the city has added 7,500 affordable housing units, and is on track of meeting its goal of 10,000 units by December of 2006.

Specific Actions Taken:

- San Jose created Housing Opportunity Studies effort to identify and rezone urban, transit-orientated infill sites suitable for high-density housing, including affordable housing. At the time of receiving the award, 250 affordable housing units have been completed as part of this effort.
- Exempted affordable housing projects from park impact fees and various construction fees, resulting in a \$27 million in cost savings for such developments.
- Joined with Habit for Humanity and Youthbuild to produce 580 affordable units on formerly surplus city-owned land.

About the National Call to Action Alert

This newsletter is prepared for the U.S. Department of Housing and Urban Development. The newsletter is intended to provide assistance and support to members of HUD's National Call to Action, an initiative designed to enlist states, local communities, and affordable housing advocacy groups across the nation to commit to producing affordable housing through public participation in a national network for regulatory reform. To learn more about the National Call to Action campaign visit: <http://www.huduser.org/rbc/nca/index.html>

To receive the Alert newsletter send your contact information, including email, to nca@newportpartnersllc.com.



Apply Now

Recipients of the Robert L. Woodson, Jr., Award are selected from nominated states, counties, cities, towns, townships, and other municipalities that have significantly reduced regulatory barriers to the construction or rehabilitation of affordable housing for low- and moderate-income families.

In selecting award winners, the review team considers these five factors: Nature of the regulatory reform, Impact, Transferability, Partnership, and Innovative approaches.

To learn more about the Woodson Award or to download a nomination application at www.hud.gov/initiatives/woodson/award.cfm

