

SOUTH OF MARKET STABILIZATION FUND

BACKGROUND & STRATEGIC PLAN

The SoMa Community Stabilization Fund

In August 2005 the Rincon Hill Area Plan was approved, effectively rezoning the area (generally bounded by Folsom Street to the north, the Embarcadero to the east, Bryant Street and the north side of the Bay Bridge to the south, and Essex Street to the west) for residential development. The San Francisco Board of Supervisors approved an amendment to the Planning Code (Ordinance 217-05), establishing the SoMa Community Stabilization Fund (the Fund). This legislation imposes a SoMa community stabilization impact fee on residential development in the Rincon Hill Area Plan to provide community stabilization benefits in SOMA including affordable housing, economic development and community cohesion. In addition, approximately \$6 million of the Rincon Hill Community Improvements Fund (\$11 per square foot), will be transferred to the Fund.

In concert with Ordinance 217-05, monies deposited in the Fund shall be used to address the impacts of destabilization on residents and businesses in SoMa including assistance for: affordable housing and community asset building, small business rental assistance, development of new affordable homes for rental units for low income households, rental subsidies for low income households, down payment assistance for home ownership for low income households, eviction prevention, employment development and capacity building for SoMa residents, job growth and job placement, small business assistance, leadership development, community cohesion, civic participation, and community based programs and economic development.

Mayor's Office of Housing and the Community Advisory Committee

The Board of Supervisors approved Resolution 162-06, requiring the Mayor's Office of Community Development (MOCD), now the Mayor's Office of Housing (MOH) to administer the Fund. The Ordinance also stipulates that there should be a SoMa Community Stabilization Fund Community Advisory Committee (the Committee), composed of seven members of the SoMa community, to advise MOH and the Board of Supervisors on the administration and expenditure of the Fund.

Mission and Vision

The mission of the SOMA Community Stabilization Fund Community Advisory Committee is to stabilize the community and promote equity through funding recommendations and priorities that mitigate the impact of development.

Our vision is that populations most vulnerable to displacement in SOMA (individuals, families, businesses that serve and employ them, nonprofit organizations, community arts, and educational

institutions) are able to live, work and prosper in a neighborhood that is safe and culturally and economically diverse.

- All South of Market Neighborhood residents have access to information and can be involved in the decisions that affect their lives in the South of Market Community and beyond.
- All its residents, low-wage workers and small community- serving businesses can contribute to and benefit from the South of Market Community.
- Mutual respect and support is practiced by all in the South of Market Communities

Conditions and Causes

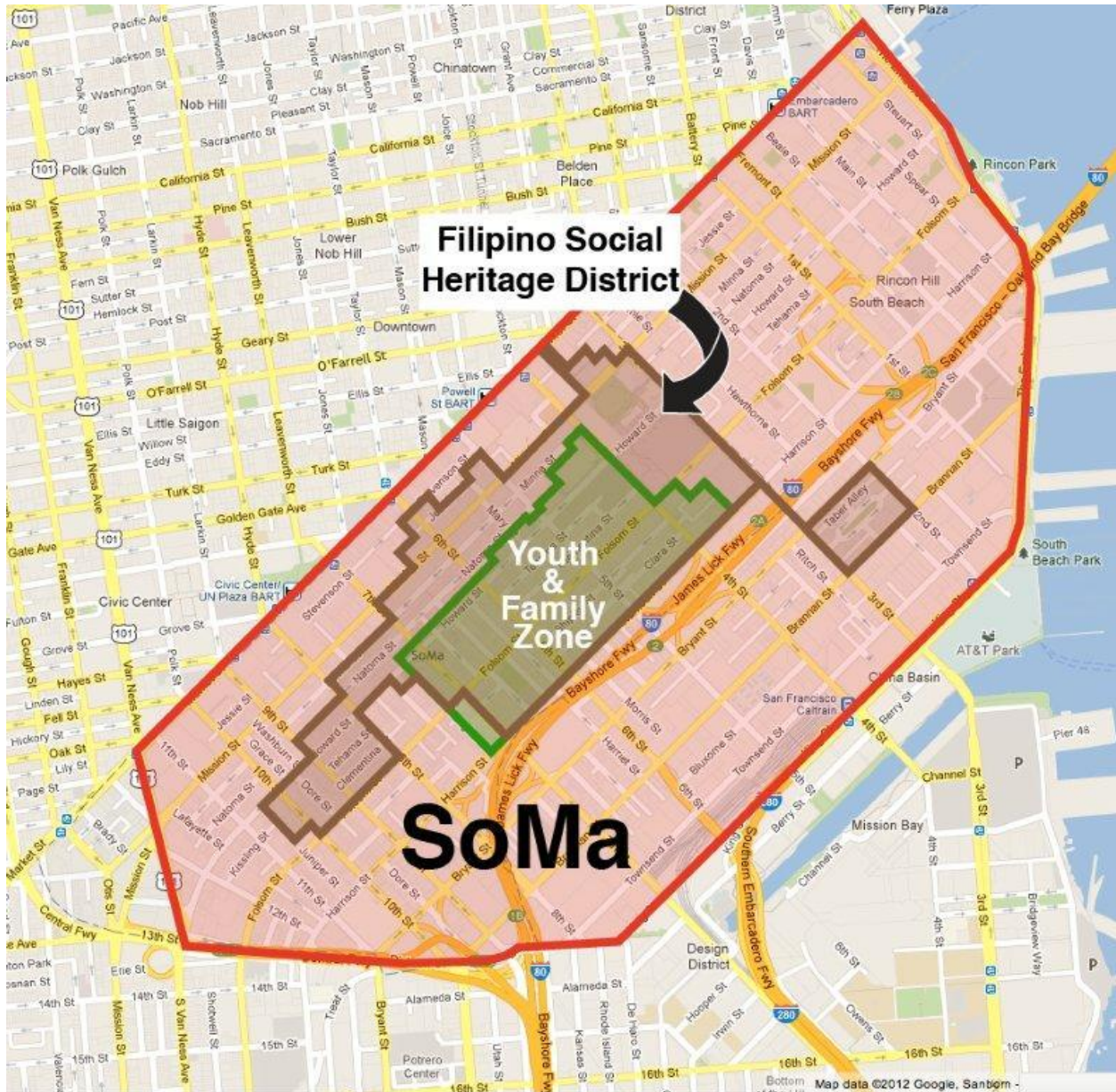
- The impact and aftermath of skyrocketing housing costs in the South of Market Community, exposed longstanding inequities and continues to destabilize vulnerable families and workers. Over the last decade the SOMA community has had and is expected to continue to have highest rate of real estate development in the City of San Francisco during the current decade.
- The South of Market Stabilization Fund is an important tool designed to focus on and support economic stability and choice for vulnerable community members.
- At core, the fund's long-term investments will address systemic inequity by helping vulnerable people have voice and input into policy decision-making and practice. These community voices will impact legislative and administrative policy with a particular focus on housing and income generation.
- The South of Market Community is a gateway in San Francisco for newcomers to the City of San Francisco as well as the United States. It is steeped in a strong cultural history and thriving culture expression. Significant community strength and connectedness can grow from culture.

Strategies

- Grant making to organizations with a track record of success and/or a credible intent to promote equity, cultivate stability and support resident-led housing choice as well as strengthen the pathways to income growth
- Positioning the Fund and its Community Advisory Committee as an influential leader among local entities that provide resources and shapes public policy (local funders, business leaders, community college system, etc.)
- Promote infrastructure/forum and coordination among nonprofit organizational leaders.

Priority Population and Geography

The Fund prioritizes small community serving businesses and low wage residents, particularly youth, families, seniors, and immigrants. While projects serving the entire SoMa area are eligible, the Fund prioritizes projects serving the overlapping impacted areas that include the Children, Seniors and Families Zone as well as the Pilipino Social/Cultural Heritage District.



Investment Objectives

The Fund's investments are directed toward the following four areas:

- Housing – Increase access to perpetually affordable housing opportunities for existing residents of SoMa by investing in:
 - resident engagement and leadership development
 - services to provide information and preparation to successfully compete for affordable units
 - Invest in acquisition, rehabilitation and/or development of land and property (Leveraging of funds required)
- Jobs and Income – Support economic and workforce development for low income residents and community serving businesses by investing in:
 - employer cultivation
 - job preparation
 - income support through micro business
 - asset development
 - mentoring, leadership development and financial literacy programs for youth and families
- Community Cohesion and Neighborhood Communication – Strengthen community networks and infrastructure to build neighborhood unity, self-determination and equity in SoMa; Preserve the social heritage of the neighborhood by investing in:
 - local nonprofit community infrastructure development
 - neighborhood culture and arts that preserve existing neighborhood social heritage of the neighborhood
 - fostering resident connections across culture and income
- Physical Infrastructure - Improve the infrastructure and physical environment of the neighborhood by invest in:
 - Rehabilitation, acquisition and/or development of community facilities
 - Improvement of public spaces and outdoor facilities to promote cohesion among diverse groups in the neighborhood

Performance Measures

- Jobs and community economic development strategy and CAC monitoring system in place;
- # of housing units leveraged (developed as well as accessed by priority community members);
- # of small business expansions and stabilizations;
- # of public policy engagements that produce positive results consistent with the plan;
- Community-led grantee infrastructure to promote collective policy work; and
- \$ the Fund is able to grant directly and/or influence other grantors to contribute.

Indicators of Success

- South of Market **priority stakeholders**, vulnerable residents, low-wage workers and small businesses are able to **access information to improve their long-term financial condition**.
- Organizations that seek community stabilization and economic well-being for community members will **have connected, (organization to organization) and developed an infrastructure** with the information sharing and resident leadership that is **recognized as a driver of positive change** by local government and key decision-makers.
- Current residents are prepared to **take advantage of housing opportunities** within the South of Market Community, if desired.
- **Policy impacts** of constituents seeking community stabilization and economic well-being consider development policy as well as local family and community policy.
- **Regional and local funders** will support organizations promoting community stabilization as the indicators described above.