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conservancy

TRAIL NETWORKS AND HOUSING STABILITY PART 2: AFFORDABLE HOUSING DEVELOPMENT

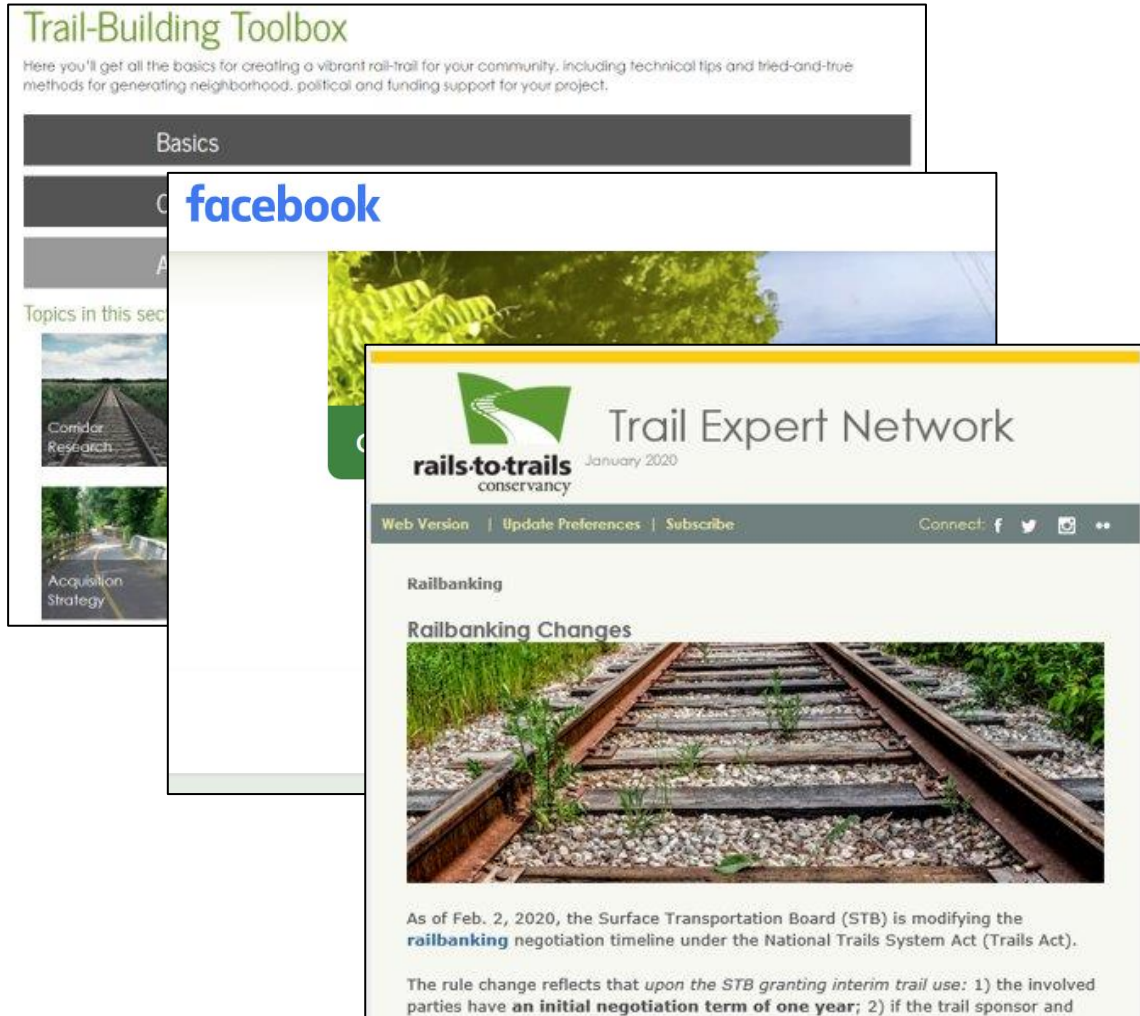
MAY 18, 2022 WEBINAR

58TH ST. GREENWAY | THOM CARROLL

Join the Trail Expert Network (TEN) today

- Exclusive newsletter
- Grant Announcements
- Trail-Building Toolbox
- Webinar library
- Peer-to-peer learning on TEN Facebook group

Join at rtc.li/TEN



Technical Support

- As people across the world continue to work and learn from home, platforms like Zoom are experiencing increased usage, which can result in technical difficulties.

Here's how to troubleshoot:

1. Log out and back into the webinar
2. Listen by phone: 1-301-715-8592 & Webinar ID: **891 1686 0000**
3. Browse Zoom Customer Support topics & contact Customer Support: <https://support.zoom.us>

Sign up for the Trail Expert Network: <https://rtc.li/TEN>



Ryan Chao

Ryan Chao, RTC's president, oversees the organization's national leadership in trail development, policy advocacy and movement building. Ryan came to RTC after serving as vice president of civic sites and community change at the Annie E. Casey Foundation and as executive director of the San Francisco Bay Area-based Satellite Housing, where he led the development of affordable housing communities throughout Northern California.





Maria N. Gonzalez

As President for HACE, Maria Nixa Gonzalez heads HACE's development team managing over \$200M of commercial and housing development projects that have contributed to the stabilization and revitalization of the Fairhill and St. Hugh Neighborhoods. Mrs. Gonzalez' most notable achievement is the creation of a supportive community for elders through the development of affordable rental housing and the construction of a Life Center that provides frail elders with social and health services so that they can remain living at home for as long as possible.

Mrs. Gonzalez serves on the Philadelphia Planning Commission, is Chair of Neighborhood Funding Stream, is Secretary of the Philadelphia Land Bank, serves in the Philadelphia Housing Trust Fund and is President of the Board of the Philadelphia Association of Community Development Corporations.



Samantha Meyer

Samantha Meyer (she/her) joined Eden Housing in 2020 after completing her master's degree in design and development, with a focus on affordable housing policy and development. She is currently managing a 72-unit new construction project for families in Castro Valley, a 75-unit modular permanent supportive housing project in Vallejo, and a 56-unit farmworker scattered-site rehabilitation in Gilroy.

Samantha's previous work includes policy analysis for the Los Angeles Mayor's Office of City Homelessness Initiatives, promoting accessory dwelling units (ADUs) for Bay Area jurisdictions, and advocating for low-income residents of San Francisco's SOMA neighborhood.



Nick Mitchell-Bennett

Nick Mitchell-Bennett is the Executive Director of cdcB and the Administrator of the RGV Multibank CDFI headquartered in Brownsville, Texas. He led the cdcB team in the development of over 3,000 affordable homes, raise over \$75 million in grant funds and deployed over \$100 million in private lending capital and equity.

Nick led the RGVMB to be the first CDFI to join the Federal Home Loan Bank of Dallas and launch the Community Loan Center, a small dollar alternative to payday lending product.

Nick has a BA from Tabor College, MS from Eastern University, a Housing Development Finance Professional certification and completed The Achieving Excellence program at Harvard JFK School. In 2015 Nick was recognized with the *Texas Houser of the Year Award*.



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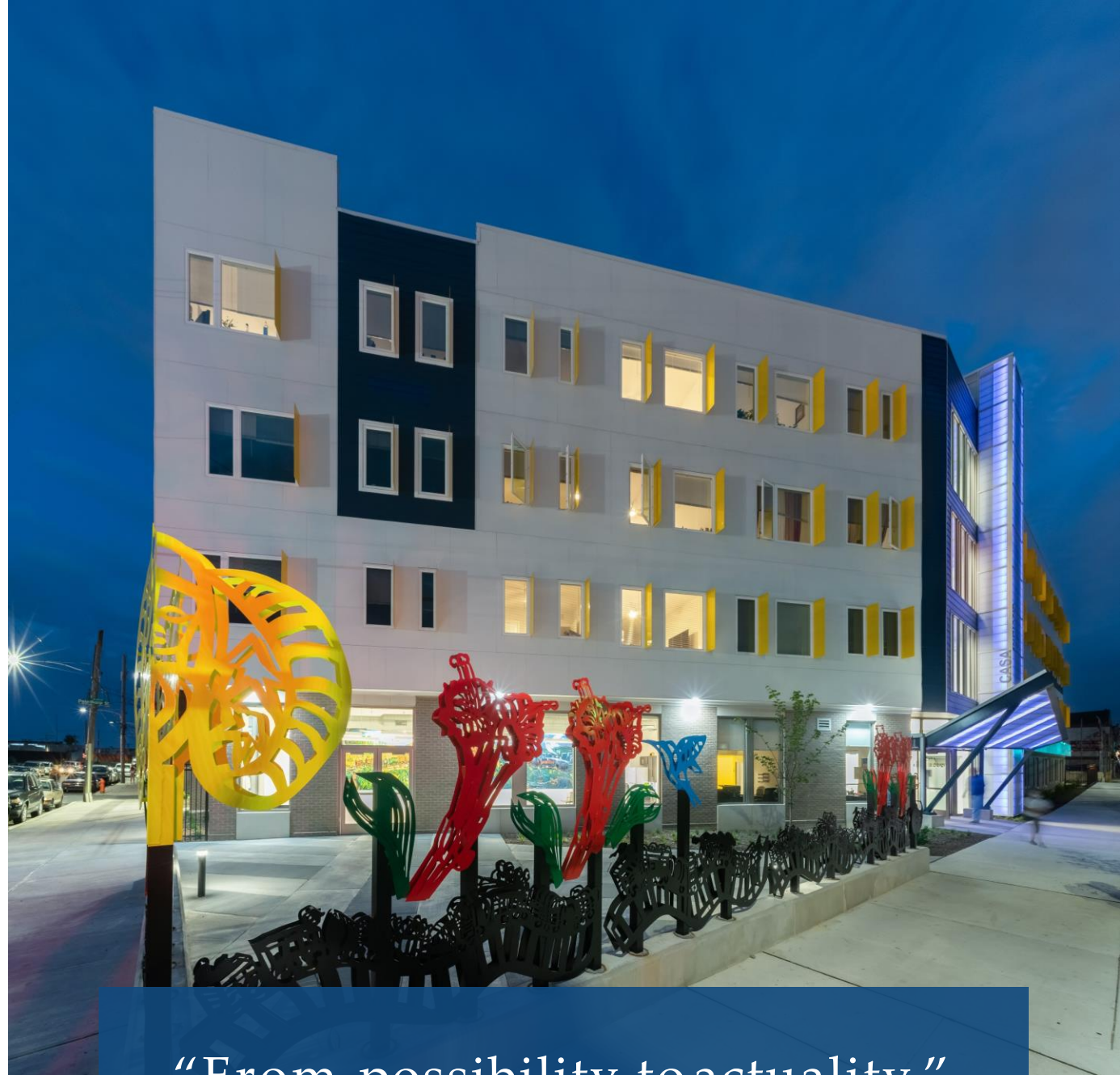
Trail Networks and Housing Stability

Part 2: Affordable Housing Development

About HACE

Serving Fairhill & St Hugh for 40 years.

- ▶ **Comprehensive Community Development**
HACE takes a holistic approach to its work, offering housing counseling, residential & commercial development, resident engagement, and economic development.
- ▶ **Resident-Led Neighborhood Planning**
With support from the Wells Fargo Regional Foundation, HACE led an inclusive neighborhood planning process resulting in “Good Lands 2025” – now in implementation.
- ▶ **Equitable Economic Revitalization**
Through its Main Street and Corridor Cleaning programs and Business Association management HACE supports local businesses in the area’s vibrant business districts.



“From possibility to actuality.”

Recent Work

▶ Gurney Street Trail

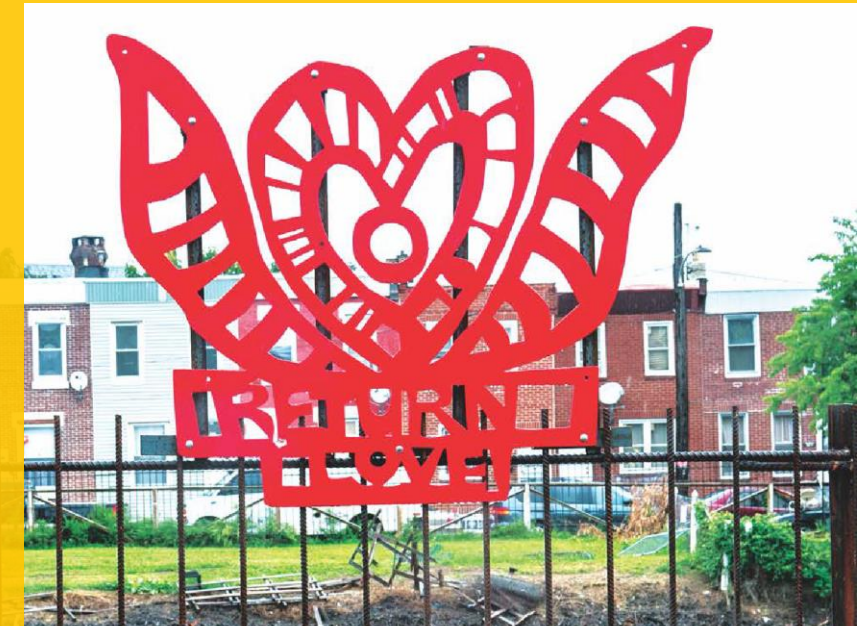
HACE built a trail along a once-blighted block of Gurney Street, adorned with artwork by local artist Marta Sanchez, based on community-created poetry facilitated by poet David Acosta.

▶ Casa Indiana Senior Housing

Completed in June 2020, this \$16M affordable housing project provides 50 units of housing for low-income seniors.

▶ FEMA Site - Hurricane Maria

HACE's office was a Disaster Assistance Services Center where FEMA provided relief services to over 500 displaced families after Hurricane Maria struck Puerto Rico.





Fairhill & St Hugh

▶ Location

Located in Philadelphia's North district, bordered by Kensington, Fishtown, and Hunting Park.

▶ Demographics

20,000 residents; 85% Latino (majority Puerto Rican); 60% speak Spanish at home; \$15,000 median income; 30% unemployed; 31% have a HS diploma; 56% renters.

▶ Business & Arts - Centro de Oro & Front St

Destination for Latino Arts & Culture; largest concentration of Latino-owned businesses in Philadelphia region. Taller Puertorriqueño located on N. 5th Street.





Current Narrative

Media portrayals of the area have highlighted public health & safety crises.

Philadelphia's "badlands" neighborhoods have gotten more than their fair share of negative attention in local and national press, largely related to the region's opioid epidemic and its very visible impacts in this area.



The Real Story...

Heart of Gold

The heartbeat of Latino arts and culture in the Philadelphia Region

Residents in Fairhill & St Hugh are dedicated to their home. They love its Latino arts & culture, local businesses, and proximity to family and friends. Residents are working hard, together, for a bright future.



Community Concerns & Priorities

- ▷ Crime
- ▷ Conrail Land
- ▷ Encampments



Crime Prevention Through Environmental Design

- Security/Control Access
- Activate Public Spaces
- Manage Landscaping
- Eyes on the Street
- Territorial Enforcement



Connections

- Gurney Street Trail
- American Street Greenway
- Willow Park
- El Centro De Oro Business Corridor
- Casa Indiana (Housing)
- Front and Allegheny Business Corridor
- Rafael Porrata-Doria Place(Housing)
- “Good Lands Trust”-Homeownership



1 | TRAIL PARK

N. American & Indiana Street

1.18 acres

Completion: 2022

Total investment: \$2,146,000

Status: Pre-development

THE PARK

PROGRAM:

- 1. CONCESSIONS/SERVICES
- 2. AMPHITHEATER
- 3. WALKING TRAIL
- 4. FOOD TRUCK PATH
- 5. GATHERING SPACE
- 6. COVERED PATIO AREA
- 7. SEATING AREAS
- 8. PLAYGROUND

EXAMPLE OF SEATING AREA



EXAMPLE OF GREEN SEPARATION WALL



EXAMPLE OF SHIPPING CONTAINER CONCESSIONS



EXAMPLE OF AMPHITHEATER AREA



EXAMPLE OF COVERED PATIO AREA



EXAMPLE OF FOOD TRUCK AREA



EXAMPLE OF PLAYGROUND AREA



Livability Academy

Resident Leadership Development program cross-promotes homeownership and meaningful civic engagement.

Residents are invited to participate in a 6-week course (every spring and fall) where they design and implement innovative solutions to quality-of-life issues, drawing on their own expertise in the neighborhood.

PROGRAM RESULTS:

▷ 7 Livability Academy Sessions Completed

Curriculum covers: CPTED and SafeGrowth, data collection, communication and storytelling, fundraising, and building community partnerships.

▷ 135 Resident Graduates

19 project groups

8 community projects completed

2,576 volunteers hours

5 graduates hired by HACE or other community organization



Building Livable Neighborhoods

"A livable community is one that is safe and secure. It offers choices in where to live and how to get around. And it equitably serves residents of all ages, ability levels, incomes, races, ethnicities, and other backgrounds."

— AARP Policy Book



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AFFORDABLE HOUSING AND TRAILS AT EDEN HOUSING

Trail Networks and Housing Stability Webinar
Samantha Meyer (she/her)
May 18, 2022

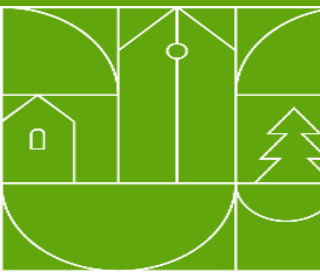




OUR MISSION

Eden Housing creates and sustains high-quality affordable housing communities that advance equity and opportunity for all.

165+ properties | 11,000+ homes | 25,000+ residents





WHERE EDEN WORKS





Rental housing affordable to households earning 20-60% of the area median income (AMI)

Rents set at max 30% of household income

Target populations:

Families

Seniors (62+)

Special needs or permanent
supportive housing (PSH)





WHO LIVES IN AFFORDABLE HOUSING?



Income: Up to **\$19,180** annually (20% AMI)
Rent: Up to **\$479** for a studio apartment
Example: Individual exiting homelessness



Income: Up to **\$47,950** annually (50% AMI)
Rent: Up to **\$1,284** for a 1-bedroom apartment
Example: Bus driver, grocery clerk



Income: Up to **\$82,200** annually (60% AMI)
Rent: Up to **\$1,849** for a 2-bedroom apartment
Example: Public school teacher, health aide





TRAILS AT EDEN PROJECTS!





Downtown River Petaluma, CA





Emerald Vista

Dublin, CA





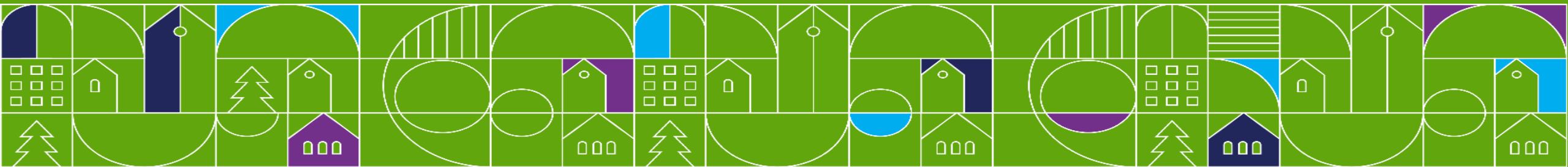
Miraflores

Richmond, CA





Ruby Street Apartments





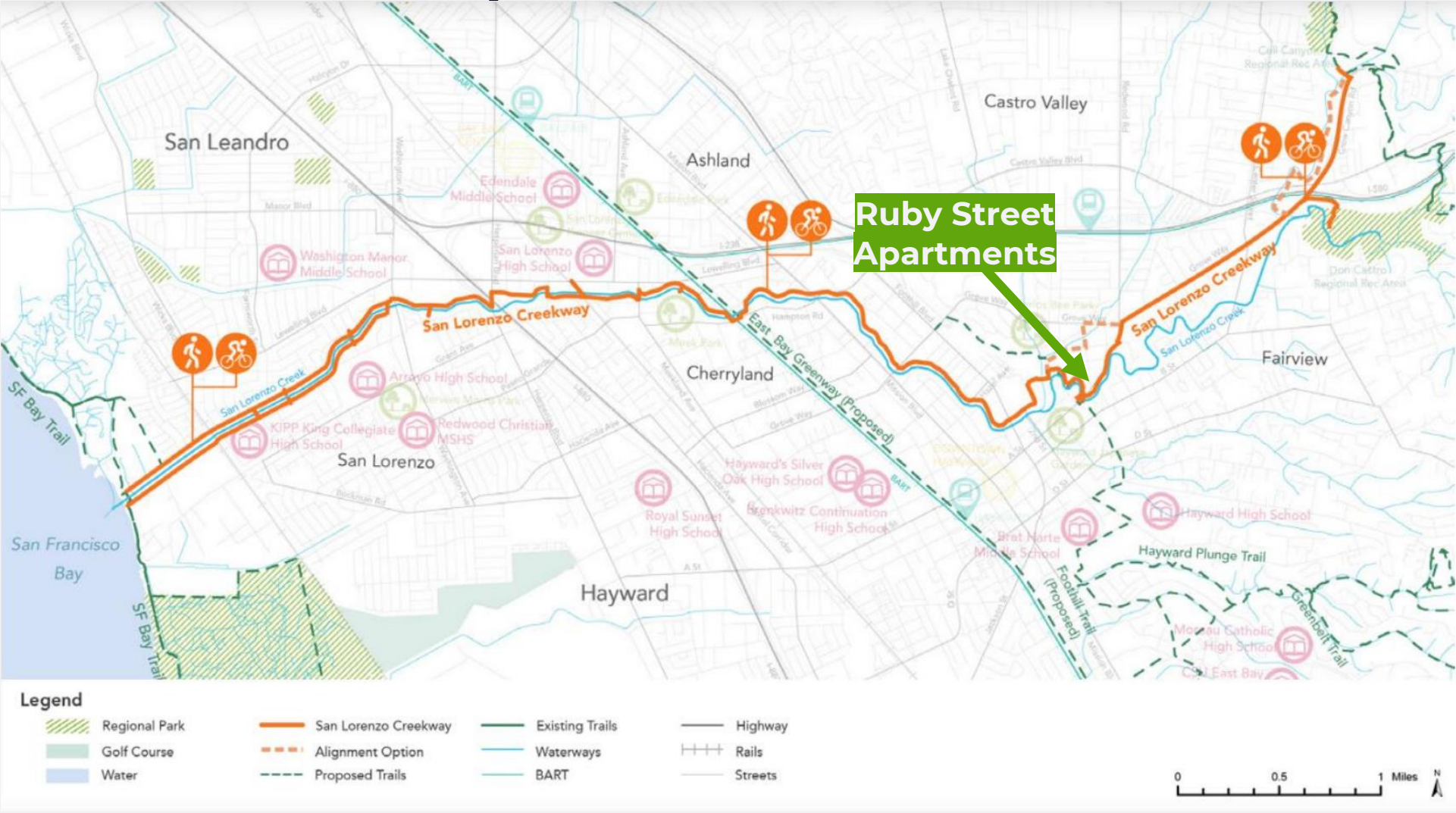
Ruby Street Apartments Castro Valley, CA

- 72 units of affordable housing
- Mix of studio, 1-, 2-, and 3-bedroom apartments
- Families, people exiting homelessness, veterans and people with physical and/or mental disabilities
- Surplus Lands Act acquisition





San Lorenzo Creekway











Existing Creekway Trailhead





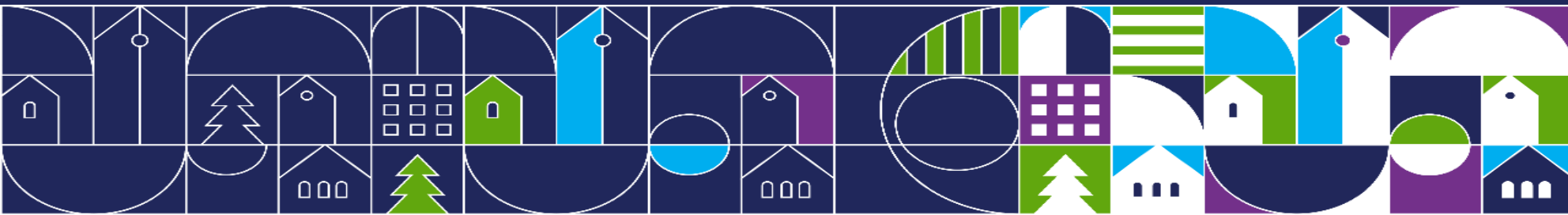
Future Creekway Trailhead





Thank you!

Samantha Meyer (she/her) | Project Developer | Eden Housing
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cdcb | come dream. come build.
Affordable Housing & Hike and
Bike Trails



Lines of Business

- Homeownership
- Real Estate Development
- Property Management
- Financial Security
- Rio Grande Valley Multibank
- people. policy. power. YouthBuild





cdcb trail engagement:

- Building Trails
- Donating bikes and sponsoring events
- Project Management for Cara Cara Trail Network
- Building Housing close to trails
- Encouraging other developers to build next to trails.
- Lobbying for trails in low-income neighborhoods.

Building Trails – cdcb
partnered with the
City of Brownsville to
act as General
Contractor on the
design and build of
The Belden Trail.



CARACARASM

TRAILS



cdcb believes that true community development is more than just the house. Community Development is the whole community building wealth. Cara Cara Trails is part of the creation of Community Wealth. Cara Cara is a 428-mile hike/bike/paddling trail under development in Cameron County.



The majority of “affordable housing” is not subsidized. It is call Naturally Occurring Affordable Housing (NOAH). Building trails where low-income families live is the best way to partner with affordable housing.





Encourage other developers
to build on the trail.

Trail Village

25 Paseo Plaza Blvd

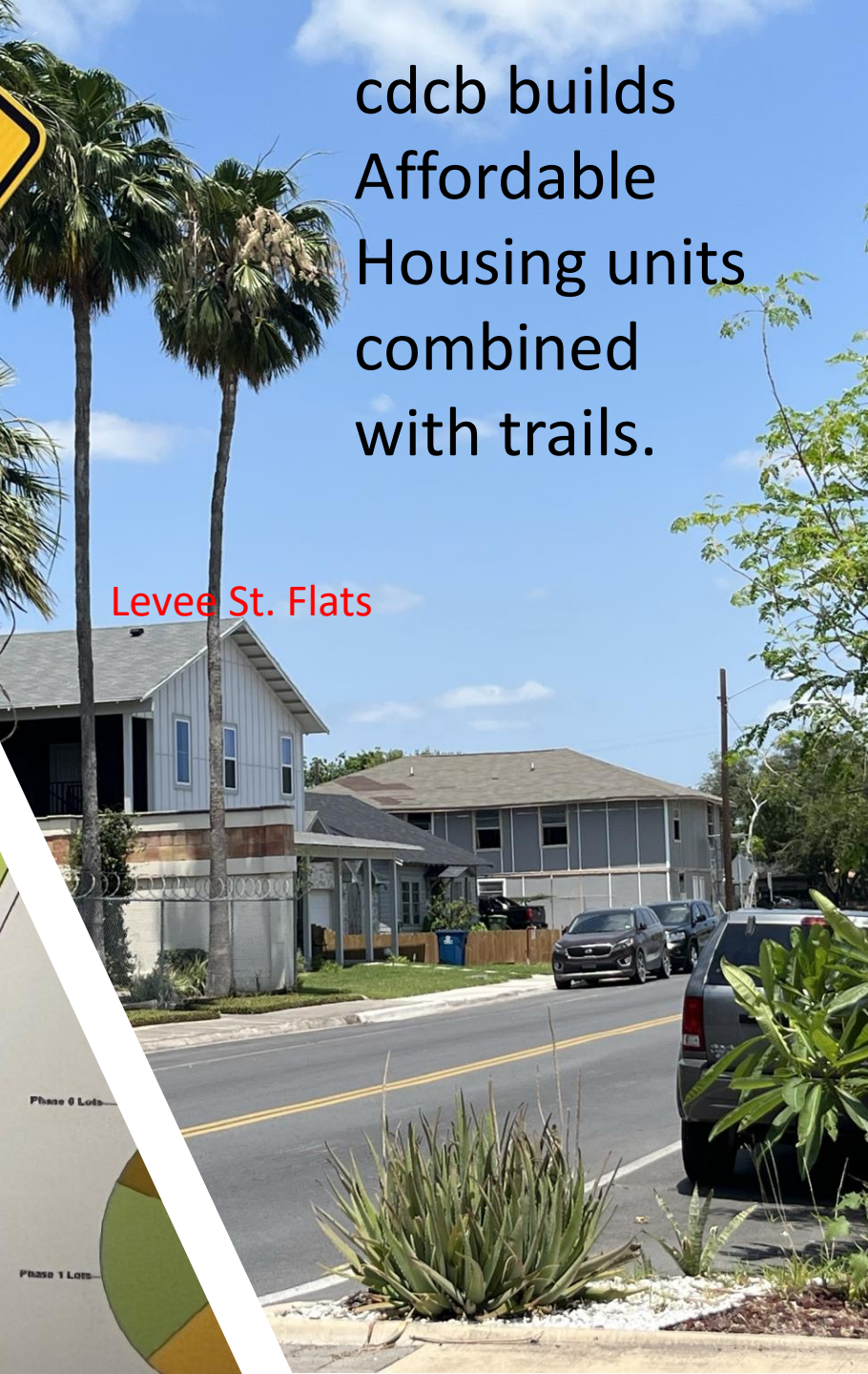
FIRE LANE

Palo Alto Groves



cdcb builds
Affordable
Housing units
combined
with trails.

Levee St. Flats





Community Development Its Not Just About The House



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Next Webinar in this series

➤ [Webinar 3: How advocates, funders and public agencies work to implement policies that maintain and create affordable housing near trails](#)

➤ **Date: June 8, 2022**

To learn more about RTC's work on Trail Networks and Housing Stability, visit

<https://www.railstotrails.org/housing>



Have examples of relevant trail networks you want to share with us? Email at torsha@railstotrails.org

Follow @railstotrails

Discussion and Questions



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Thank You!



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