

# A Deeper Look at Bay Area Opportunity Zones



Bay Area Regional Health Inequities Initiative

August 13, 2018

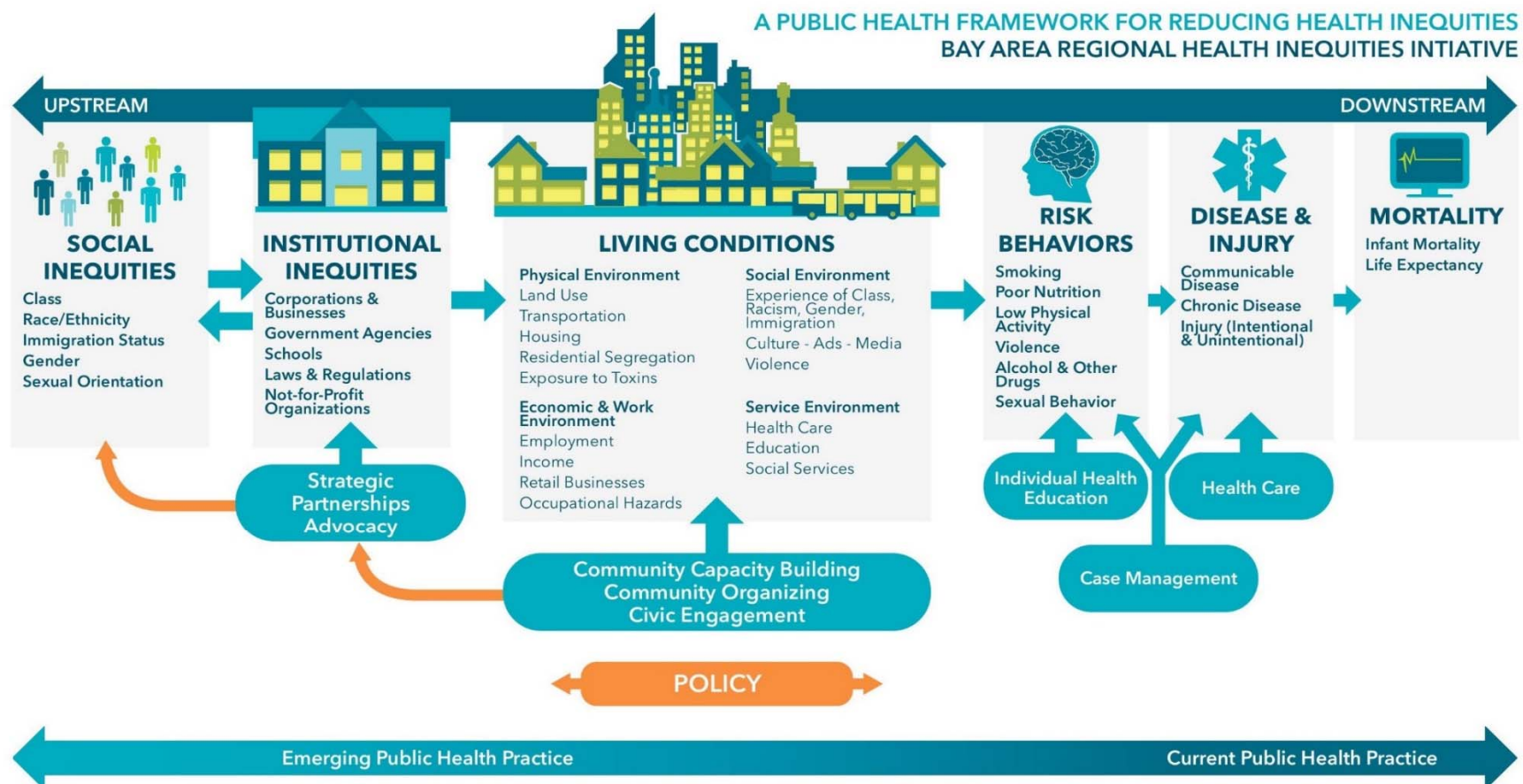


## MISSION STATEMENT

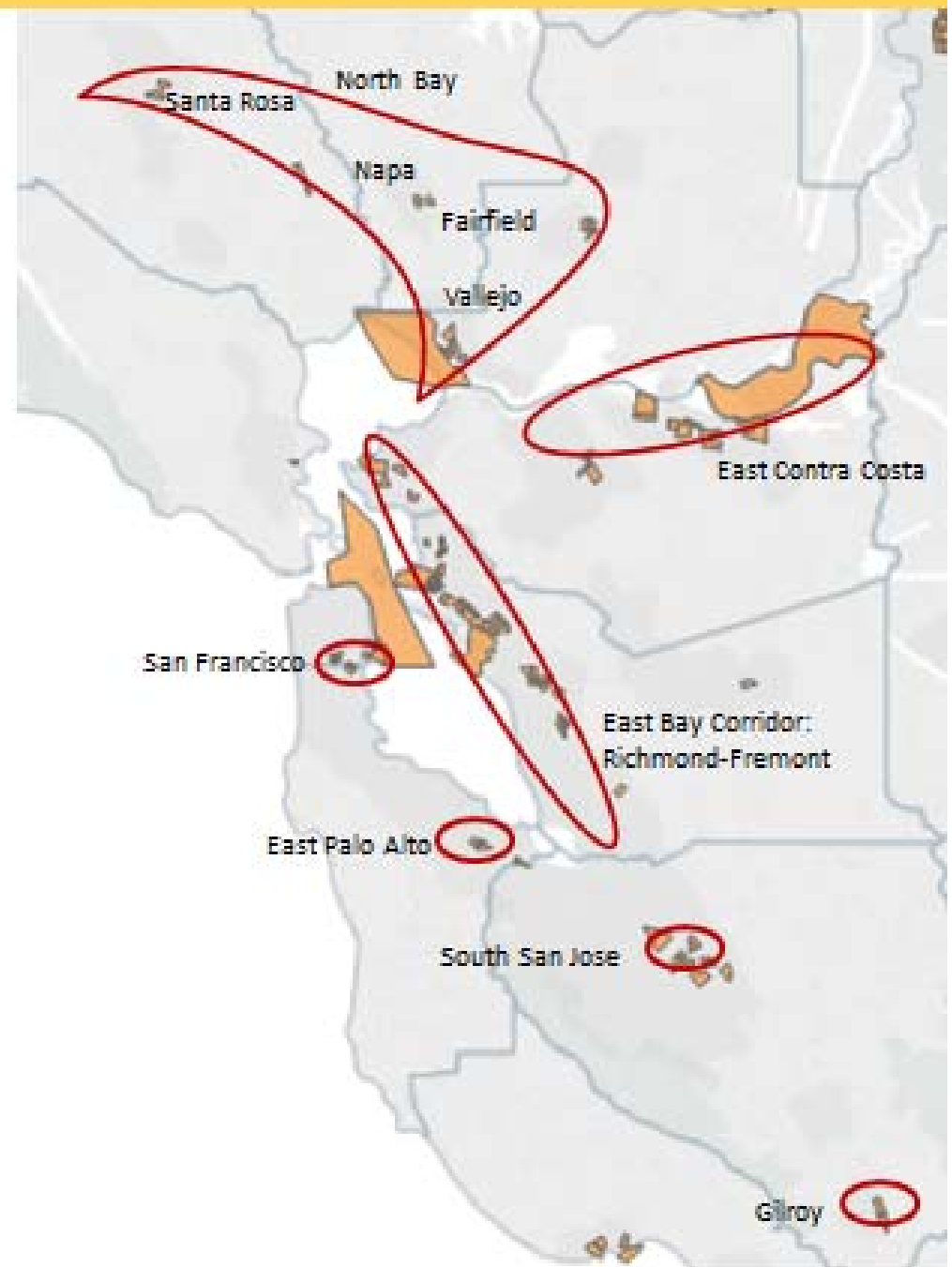
*To transform public health practice for the purpose of eliminating health inequities using a broad spectrum of approaches that create healthy communities.*



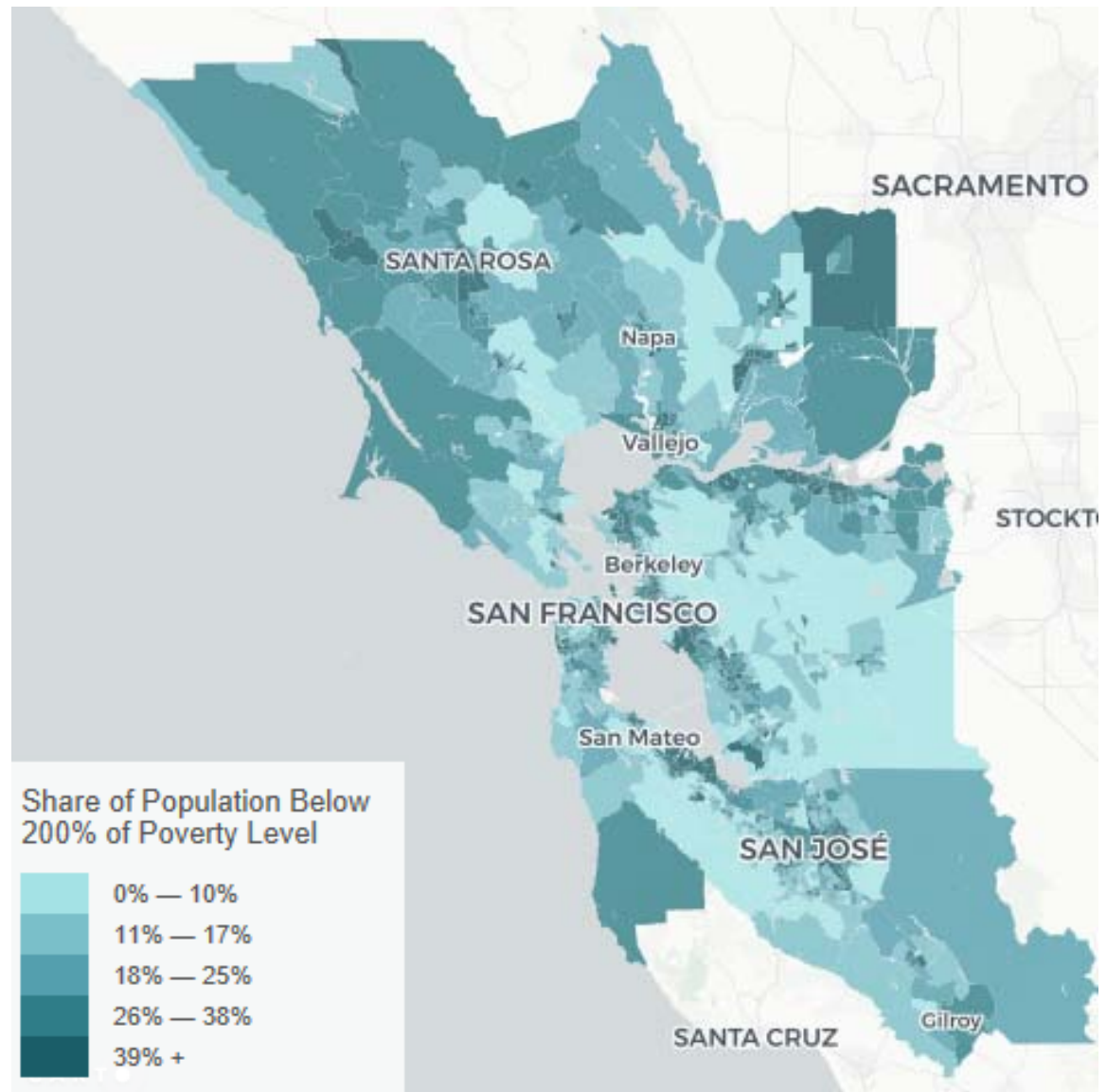
# The BARHII Framework



# Bay Area Opportunity Zones



# Suburbanization of Poverty



Source: Vital Signs. <http://www.vitalsigns.mtc.ca.gov/poverty>

# Displacement in the Bay Area

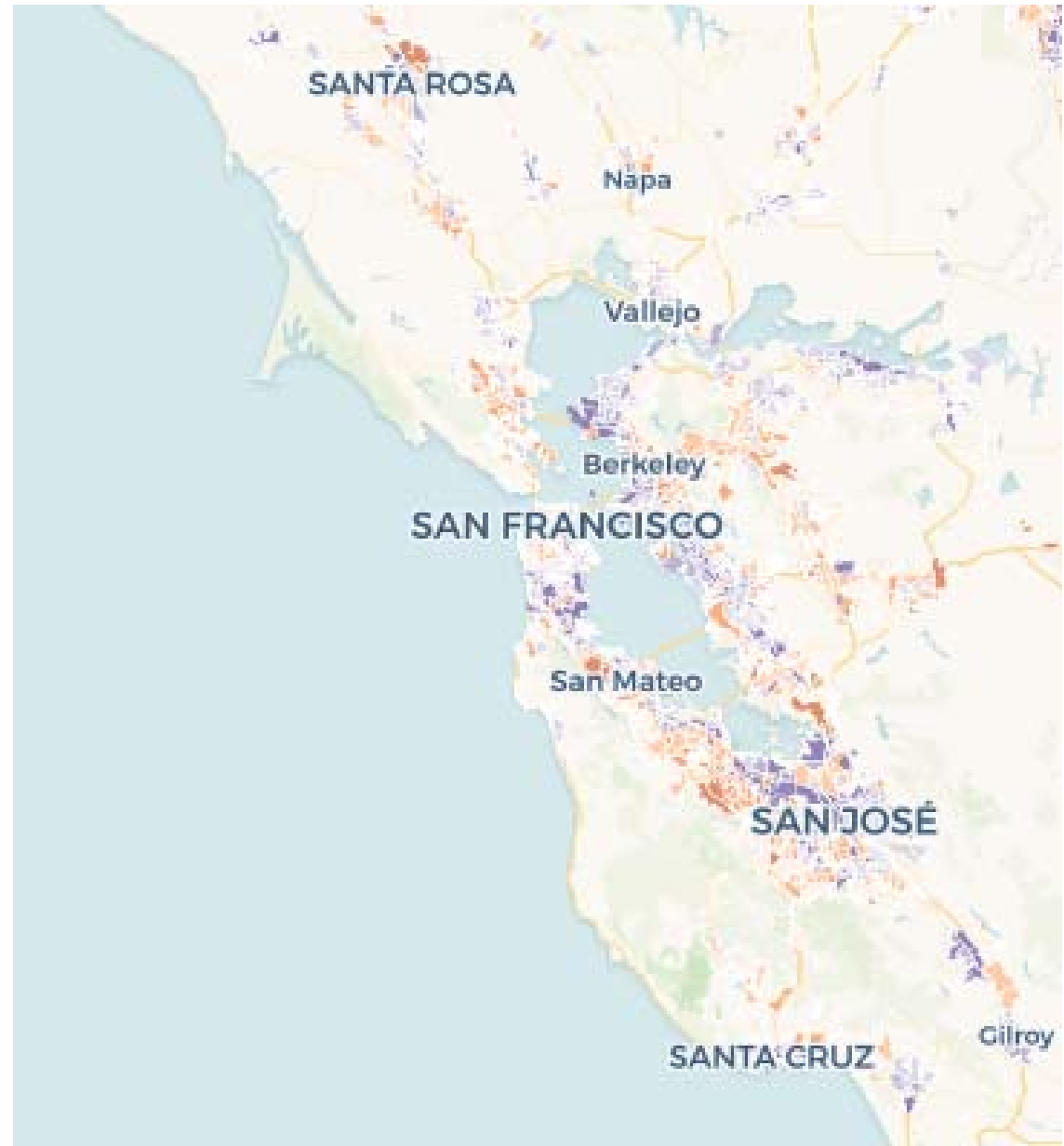
## Displacement Typologies

### Lower income (LI) tracts

- 1. Not losing LI households
- 2. At risk of gentrification and displacement
- 3. Ongoing Gentrification/Displacement

### Moderate to high income (MHI) tracts

- 1. Advanced gentrification
- 2. Not losing LI households
- 3. At risk of exclusion
- 4. Ongoing Exclusion/Displacement
- 5. Advanced exclusion



Source: Urban Displacement Project. <http://www.urbandisplacement.org/map/sf>



# Displacement Impacts on Families



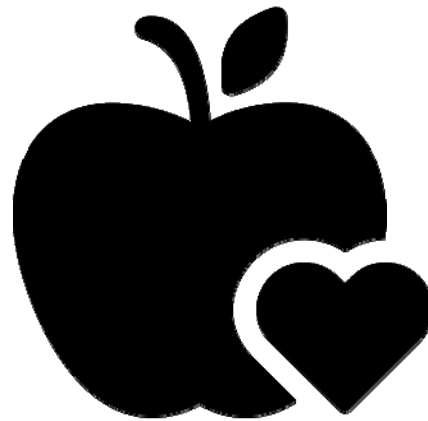
Image Credit: SF Chronicle. "Prescription for a healthy Bay Area? Homes for all" <https://www.sfchronicle.com/opinion/openforum/article/RX-for-healthy-Bay-Area-homes-for-all-13031388.php>

# Impacts Spending on Healthcare and Food

**Low-Income Households that can comfortably afford housing are able to spend:**



**More on Childcare**



**1/3<sup>rd</sup> More on Healthy Food**



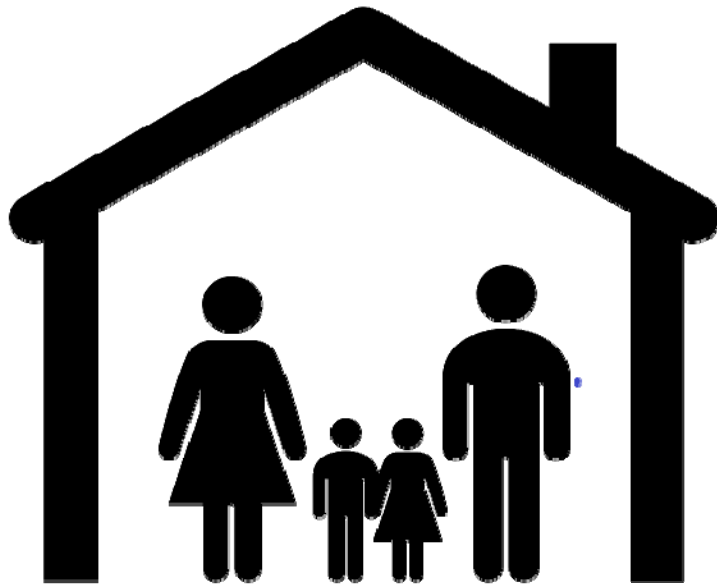
**5x as Much on Healthcare**

See BARHII Displacement Brief for more information

Image Credit: the Noun Project—Arthur Shlain, Adrien Coquet, UNiCORN, and Aneeque Ahmed

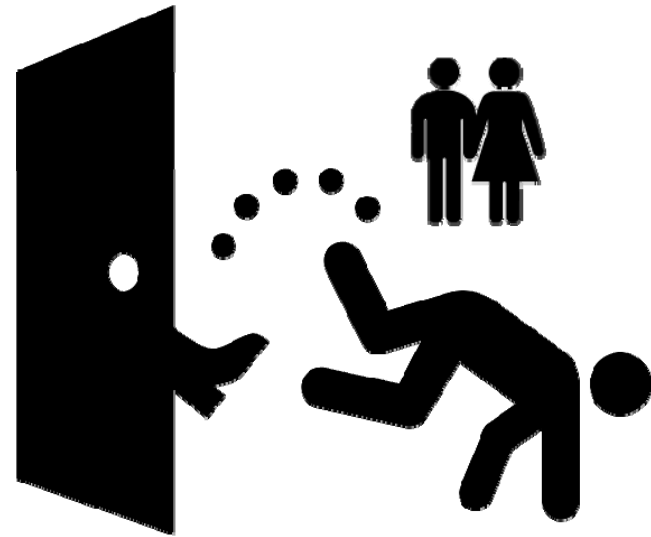


# Housing Affordability Impacts on Families

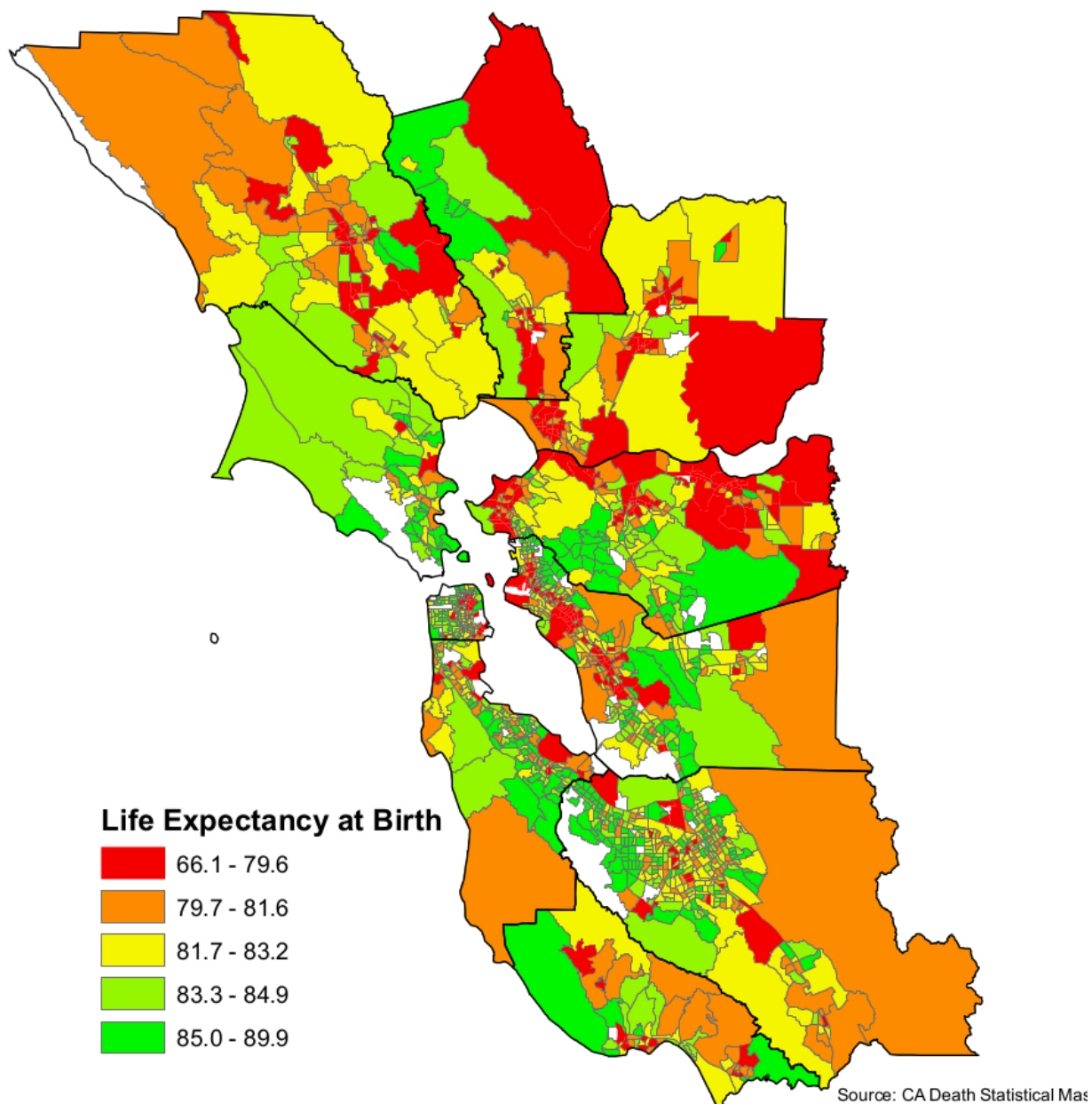


**2x more likely to be evicted**

**2x more likely to be in poor health**



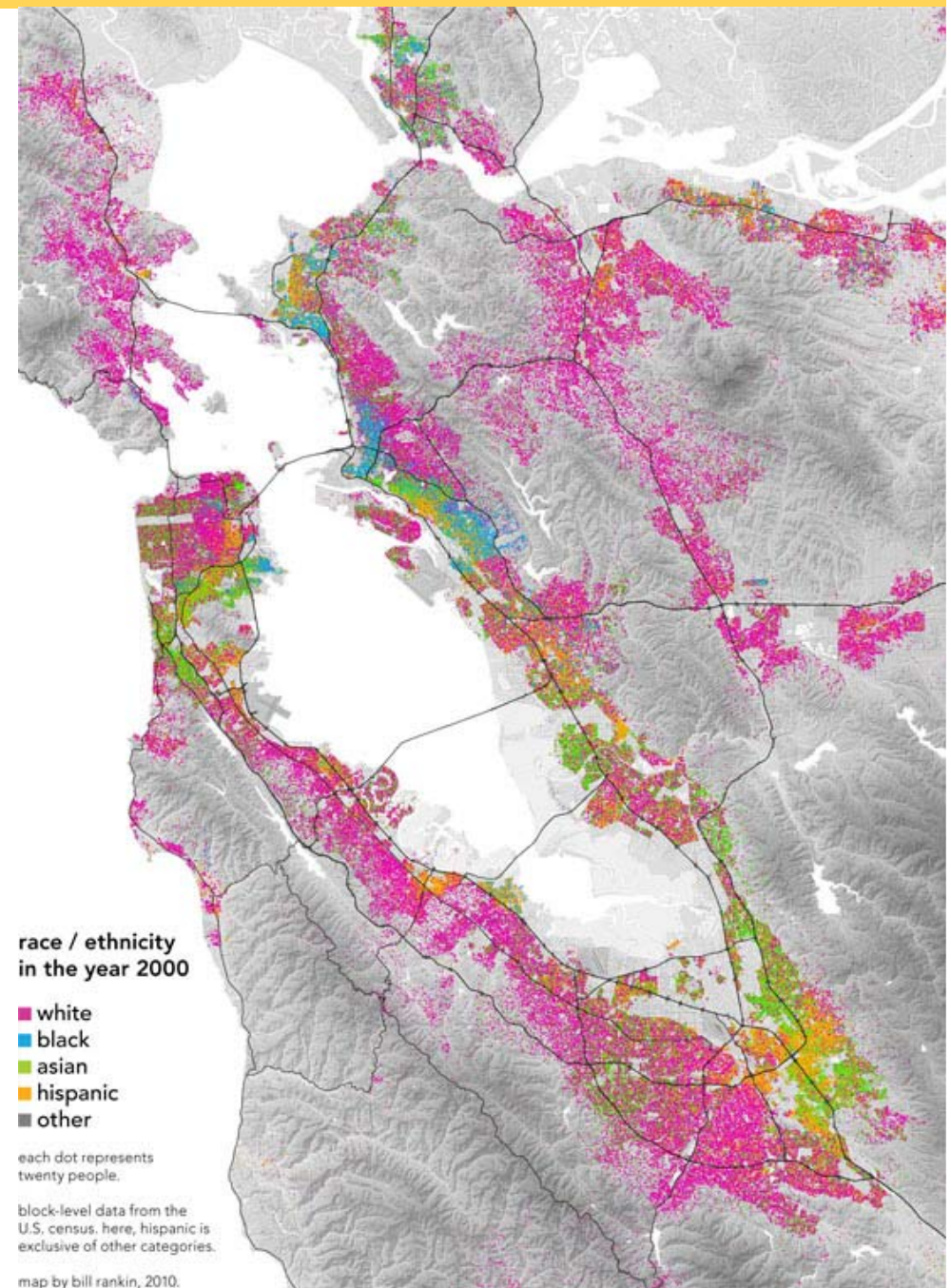
# Bay Area Life Expectancy by Census Tract



Source: CA Death Statistical Master Files, 2009-2011

# Re-segregation in the Bay Area

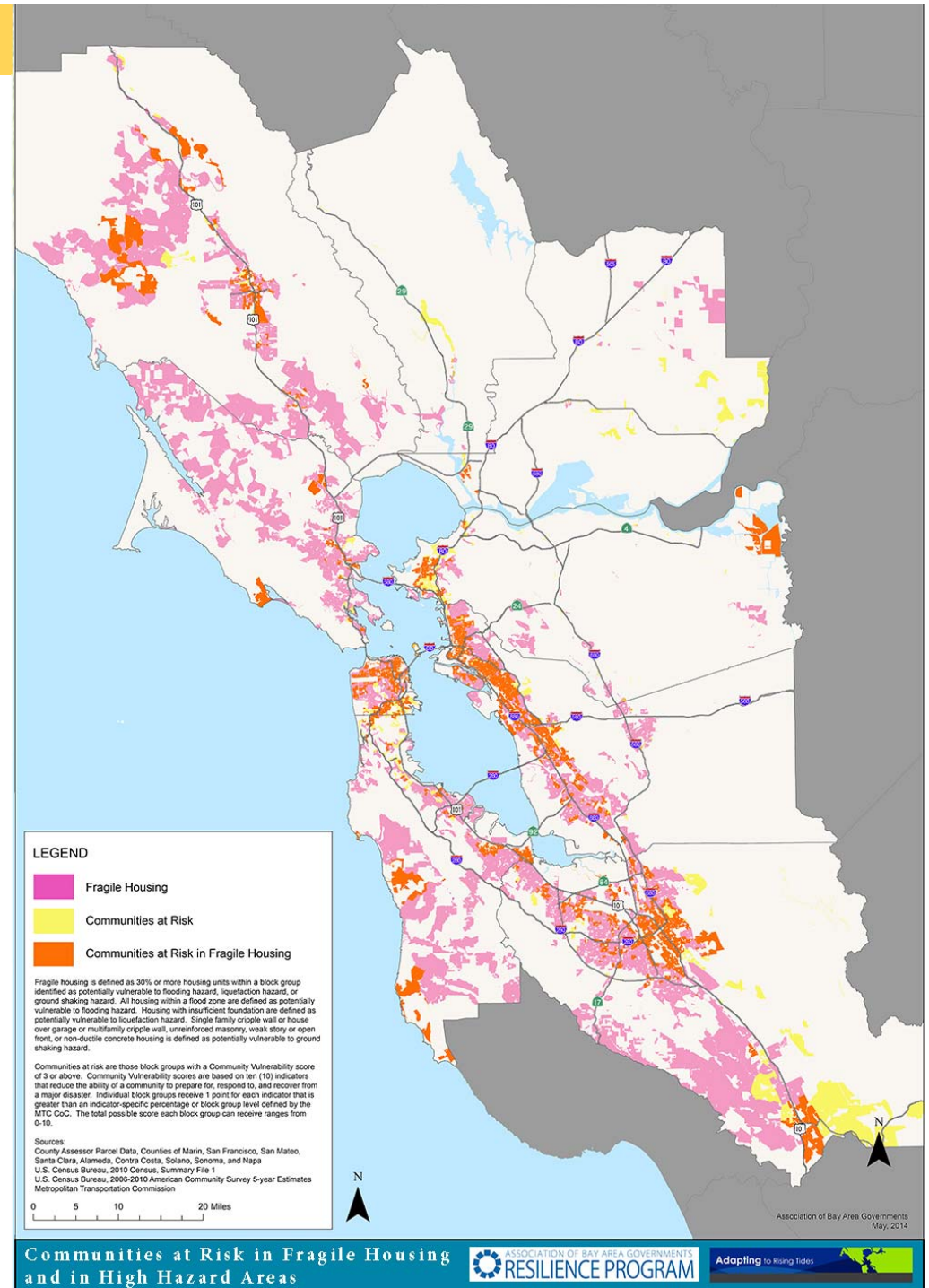
- Growth of African American communities at the edges of the region from all income levels
- Poverty in Latinx communities increased
- Renter populations grew



Source: Urban Displacement Project

# Developing Climate Resilient Communities

- Earthquakes
- Flooding
- Communities at Risk in Fragile Housing





## Slow Burn Crises

- Urgency, high stakes, uncertainty continue
- Leadership during a sustained crises
  - Emergency phase
  - Adaptive phase



*Seize the opportunity of moments like the current one*



# The Opportunity Now

1

Socially responsible  
investors

2

Partnership with  
organized  
communities

3

Three core problems  
facing our Counties

- Affordability
- Resilience
- Racial Equity

# Solutions That Prioritize Public Health First



## **Protection:**

**Goal:** Protect more than 450,000 low-income renter households

**How?** \$400 million/year and adoption of incentives and requirements.



## **Preservation:**

**Goal:** Take 25,550 homes occupied by and affordable to low-income renters off the speculative market, and preserve and improve 11,110 expiring deed-restricted units.

**How:** \$500 million/year for 10 years and adoption of incentives and requirements



## **Production:**

**Goal:** Meet the region's need for 13,000 new affordable homes/year

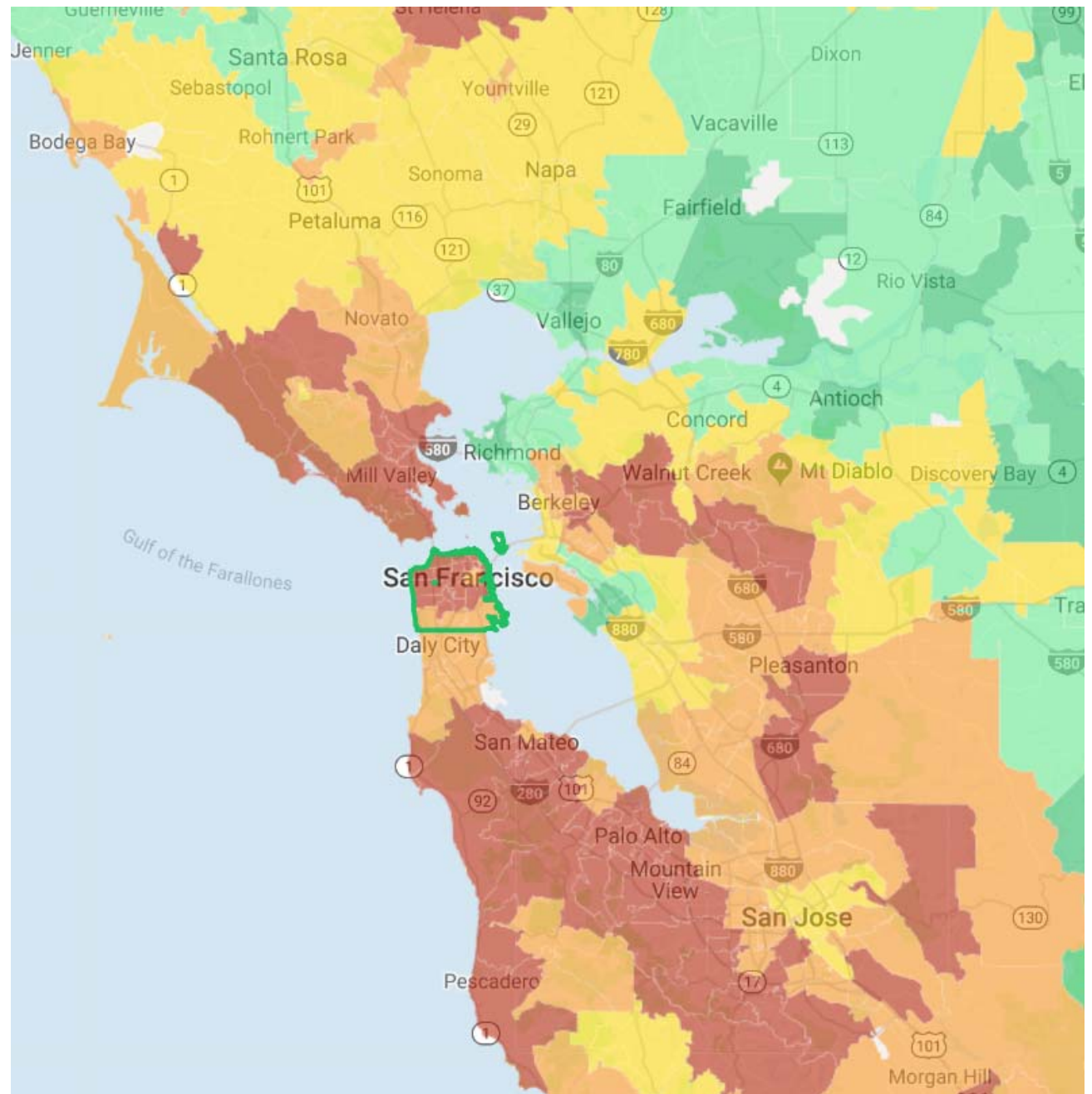
**How:** \$1.4 billion/year and adoption of incentives and requirements



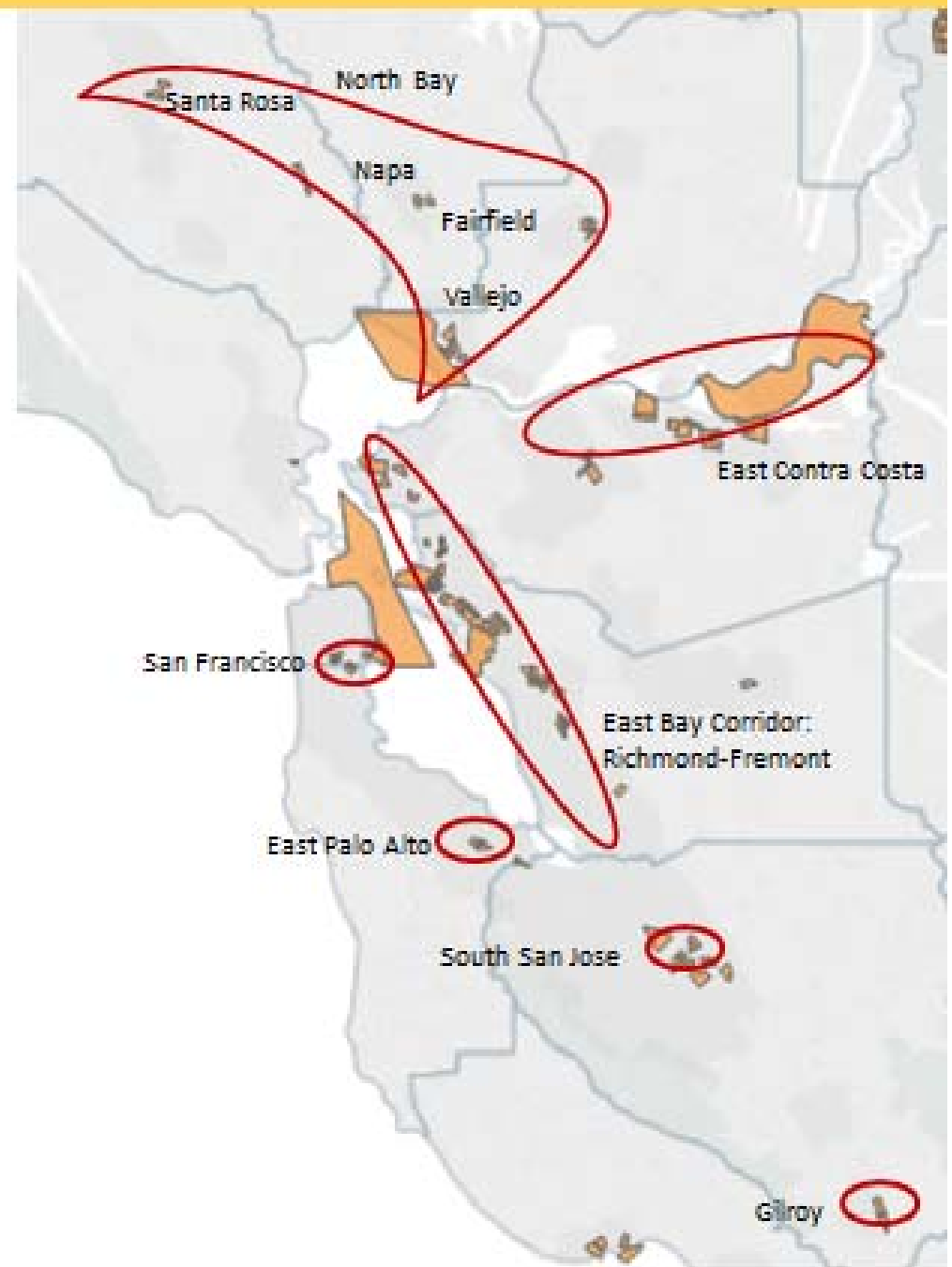
# Health Systems Investments in Population Health

- Hospital and health systems
  - Dignity Health
  - Sutter Health
  - Kaiser Hospitals and Clinics
  - John Muir
- Health Plans
  - Kaiser Foundation Health Plan, Inc.
  - Partnership Health Plan
    - County Organized Health Systems (COHS)
  - Anthem Blue Cross

# Housing Market Trends



# Bay Area Opportunity Zones





# Opportunity Zones to Grow Community Capacity in Health Equity-Priority Areas

- Deepen investments in the urban core
- Create new opportunities for “suburban” areas to build generational wealth
  - Target communities with the most need and opportunity to build generational wealth
    - Solano and East Contra Costa Counties
- Increase revenue for strong community partners
- Maintain diversity among the region



# BARHII IMPLEMENTATION ACTIONS ON HOUSING PRESERVATION

**Implementation actions:** Stable access to housing and community wealth building are the central focus of BARHII's work in Solano and East Contra Costa. In collaboration with our Public Health Members, BARHII could support capacity building, policy and technical support and identify funding strategies. Strategies to be considered:

1. **Community land trust:** Allows the acquisition of land to maintain security of tenure and provides affordable homes in perpetuity. This is a collective ownership and financial strategy that relates to the other three strategies below.
2. **Affordable retrofit:** Combines housing and resilience funds to invest housing improvements that will bring buildings up to code and add additional features to endure seismic and flooding events. A dollar of resilience investment equals four dollars of disaster recovery.
3. **Small Site Acquisition:** Community Development Organizations can purchase existing affordable homes to retain existing tenants at risk of displacement and retain the affordability of those units for future generations.
4. **Accessory Dwelling Units:** Large parcels might accommodate an affordable accessory dwelling unit in the existing garage or new structure without land cost and minimizing building cost. This unit could also add to the property owner income. Prototypes to consider: East Palo Alto, Santa Rosa, Richmond.
5. **Retention of Mobile Homes:** This is one of the most affordable housing types that are at high risk of being purchase for new development.

# Discussion Questions

How are Opportunity Zone strategies used for investments to scale up on what we know works?

How do we create new opportunities to address poverty and stability in the suburbs?

How do we consciously connect and in service of community coalitions and elected officials across the region who have demonstrated the most commitment to equity?



## Bay Area Regional Health Inequities Initiative



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