Sunnyvale Armory: Best Practices in Community Engagement

MidPen Housing

Presentation to the National Housing Conference by Nevada V. Merriman
April 23, 2014
MidPen’s KEY FACTS

• Founded in 1970
• Developed over 7,000 affordable homes
• Manage 87 properties serving over 14,250 residents
• Work in 10 Northern California counties
• Own assets well over $1 billion
• Received nearly 100 industry awards
Armory Site, Sunnyvale, California
STAKEHOLDERS

"DST IS A BLESSING. A LOT OF US WOULD BE SINKING RIGHT NOW, AS OPPOSED TO SWIMMING."
- LEIF, TEAM LEAD

S.N.A.I.L.
Sunnyvale Neighbors of Arbor including La Linda
Home | Upcoming Events | Newsletter Archive | Bylaws | Contacts

SNAIL - A Neighborhood Organization
in the heart of Sunnyvale, California
ADVOCATES

SILICON VALLEY LEADERSHIP GROUP

GREENBELT ALLIANCE

The Voice of Affordable Housing

EAST BAY HOUSING ORGANIZATIONS

BUILDING A MOVEMENT

HOUSING LEADERSHIP COUNCIL
of San Mateo County

California Housing Partnership Corporation

Grand Boulevard Initiative
The El Camino Real Corridor: From Mission Street in Daly City to the Alameda in San Jose
“HOW TO” GUIDES FOR ADVOCACY AND PUBLIC EDUCATION

http://nonprofithousing.org/resources/the-original-nph-toolkit/

• How To: Speak in Public
• How To: Talk to Decision makers
• How To: Host Public Meetings
• How To: Host Tours
• Working with the Media
STRUCTURED COMMUNITY MEETINGS
Open House

March 6, 2013

Charities Housing
MidPen Housing Corporation
Agenda

1. HISTORY
2. INTRODUCTION
3. COMMUNITY NEED
4. PROPOSED PROJECT
5. RESPONDING TO COMMUNITY FEEDBACK
6. NEXT STEPS
7. BREAKOUT SESSIONS & QUESTIONS
Developers

Charities Housing
1400 Parkmoor Avenue, Suite 190
San Jose, CA 95126

Kathy Robinson
Director of Housing Development
krobinson@charitieshousing.org

MidPen Housing
303 Vintage Park Drive, Suite 250
Foster City, CA 94404

Jan Lindenthal
VP of Real Estate Development
jlindenthal@midpen-housing.org

Architects

Studio E Architects
2258 First Avenue
San Diego, CA 92101

John Sheehan
Principal Architect
jsheehan@studioearchitects.com

David Baker + Partners
461 Second Street Loft c127
San Francisco, CA 94107

Daniel Simons
Principal Architect
danielsimons@dbarchitect.com
City of Sunnyvale

Hanson Hom, Director, Community Development
Ernie Defrenchi, Affordable Housing Manager, Community Development
Shaunn Mendrin, Senior Planner, Community Development
Jeff Plecque, Lieutenant, Public Safety
Scott Morton, Superintendent of Parks

County of Santa Clara
Bob Dolci, Homeless Concerns Coordinator

EHC LifeBuilders
Hilary Baroga, Director of Programs

Downtown Streets Team
Chris Richardson, Program Director

Sunnyvale School District
Dr. Benjamin H. Picard, Superintendent of Schools
In the Sunnyvale Community

Where: Homestead Park, 1601 Tenaka Place, Sunnyvale
Who: Iris Cummings-DelPrette
Occupation: Phlebotomist
Family: sole caretaker of her grandchildren who are both in college now

“We never had to choose between a nice roof over our heads and food.”

2,333 people on MidPen’s waitlist for properties in Sunnyvale
Property Management

• Rigorous screening of residents
• Strives to be good neighbors ensuring every community benefits surrounding neighborhood
• Keeps communities safe, beautiful, and well-maintained
• Enhances residents’ lives responding to individual needs with a commitment to customer service
• 24/7 on-site management
• Manages a diverse portfolio of communities for families, seniors, and residents with special needs
Resident Services

- Delivers onsite programs, education, and services
- Provides services that help residents measurably advance in all areas of their lives
- Maintains relationships with 300 service partners

Program Areas

- Coordinated Case Management
- Adult Education
- After-school and summer programs
- Community Building
- Volunteering
- Financial Literacy
- Arts & Crafts
- Computer Learning
- Health and Wellness
Responding to Community Feedback

• Neighborhood Compatibility

• Sunnyvale School District
DEVRIES PLACE, MILPITAS

*Received the 2009 ULI Award for Excellence
CABRINI GREEN
LESSONS LEARNED
Neighborhood Compatibility
Solar Study

Site shadows on 12/21 at 9am and 3pm
Sunnyvale School District

• Appropriate Services Available

• Capacity
Next Steps

March - April 2013 – Ongoing meetings with neighbors and community leaders

3/19/13 – City of Sunnyvale Planning Commission and City Council Joint Study Session

4/13/13 – Developer-sponsored bus tours of properties

4/22/13 – Planning Commission Hearing

4/30/13 – City Council Meeting

2013 forward – Remain in communication with the nearby Neighborhood Associations and other community members to give updates as program and design are developed

Spring 2014 – Break Ground
Thank you for your participation!

More information available at the following booths:

City of Sunnyvale:
Community Development
Public Safety
Parks

Property Management/Services:
Charities Housing
MidPen Housing

Design:
David Baker + Partners
Studio E Architects
City of Sunnyvale Planning

Cold Weather Shelter:
EHC LifeBuilders
County of Santa Clara

Other Homeless Services:
Downtown Streets Team
FUTURE SUPPORTERS?
MATERIALS
EMPOWER RESIDENTS

THE ARANDA FAMILY
A hardworking family finds hope and support in a time of economic uncertainty.

Carmen Aranda and her husband Oscar have worked tirelessly to support their five children, ages 3 to 14, trying to make ends meet while living in the Bay Area. For over a decade, Oscar has worked for Goodwill Industries, unloading, sorting, and distributing donations that come to the organization. While also raising their children, Carmen worked at a local hospital. The family rented an apartment in San Mateo, but they could no longer afford the rent when Carmen lost her job.

On the brink of homelessness, the family took temporary residence at Shelter Network’s First Step for Families. While grateful for short-term assistance, living in one room was extremely challenging for the family of seven.

Peninsula Station in San Mateo opened its doors in 2010, offering high-quality affordable rental housing for families near to public transportation, retail centers, parks and schools. Carmen and her family were welcomed to be a part of the community. Now living in a three-bedroom apartment, the family has settled into a permanent home where the children won’t have to change schools. As Carmen describes, the opportunity to live in affordable housing is "a miracle."
PENINSULA STATION, SAN MATEO
OTHER EVENTS
QUESTIONS?