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Agenda Date: 3/4/2021
Council Meeting

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CITY OF FRESNO
CITY CLERK'S OFFICE

FRESNO CITY COUNCIL



Information Packet

ITEM(S)

File ID 21-211 (3-A)

Workshop on Displacement Avoidance work related to the Transformative Climate Communities (TCC) grant

Contents of Supplement: PowerPoint presentation.

Item(s)

Supplemental Information:

Any agenda related public documents received and distributed to a majority of the City Council after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available for public inspection in the City Clerk's Office, 2600 Fresno Street, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2)). In addition, Supplemental Packets are available for public review at the City Council meeting in the City Council Chambers, 2600 Fresno Street. Supplemental Packets are also available on-line on the City Clerk's website.

Americans with Disabilities Act (ADA):

The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, sign language interpreters, assistive listening devices, or translators should be made one week prior to the meeting. Please call City Clerk's Office at 621-7650. Please keep the doorways, aisles and wheelchair seating areas open and accessible. If you need assistance with seating because of a disability, please see Security.

Transform Fresno

Displacement Avoidance Plan Work


Scope of Work/Deliverables

Conduct a meta-analysis of quantitative and qualitative data to determine displacement vulnerability in the Transform Fresno project area and develop regionally meaningful displacement avoidance strategies and policy tools that protect tenants and homeowners, increase housing affordability and support neighborhoods.

- A Social Climate Analysis
- Vulnerability Report
- Community Workshop Presentation
- City Council Workshop Presentation
- Policy proposal
- Final Report

Here to Stay:

A Policy-Based Blueprint for
Displacement Avoidance in Fresno



A product of a
community-
centered policy
design process.

Displacement:

Direct Displacement occurs when residents, businesses, and cultural institutions are unable to remain in-place as a result of rising costs of living.

Investment-induced displacement is anecdotally known to be correlated with projects like: Transit-Oriented Development, Bus Rapid Transit, highway expansions, light rail transit, and sometimes parks and open space development.

Indirect Displacement is typically a recomposition of residents within a community.

Cultural Displacement is especially harmful because changes in the social and racial character of a neighborhood results in a degree of **social death**.

Why: Regulatory Compliance

Transformative Climate Communities – CA Strategic Growth Council

To satisfy the requirements associated with the \$66.5 million received from the Transformative Climate Communities Program (TCC). Fresno will pursue three policies related to housing, as part of its displacement avoidance plan: the **production of affordable housing; the preservation of affordable housing; and tenant protections and support**. The City will also fund a study to examine whether a property-based investment district (PBID) in Chinatown would be financially feasible. To develop its displacement avoidance policies, the city will establish a Displacement Avoidance Taskforce to create a set of actionable policy proposals and will present them to the City Council for consideration.

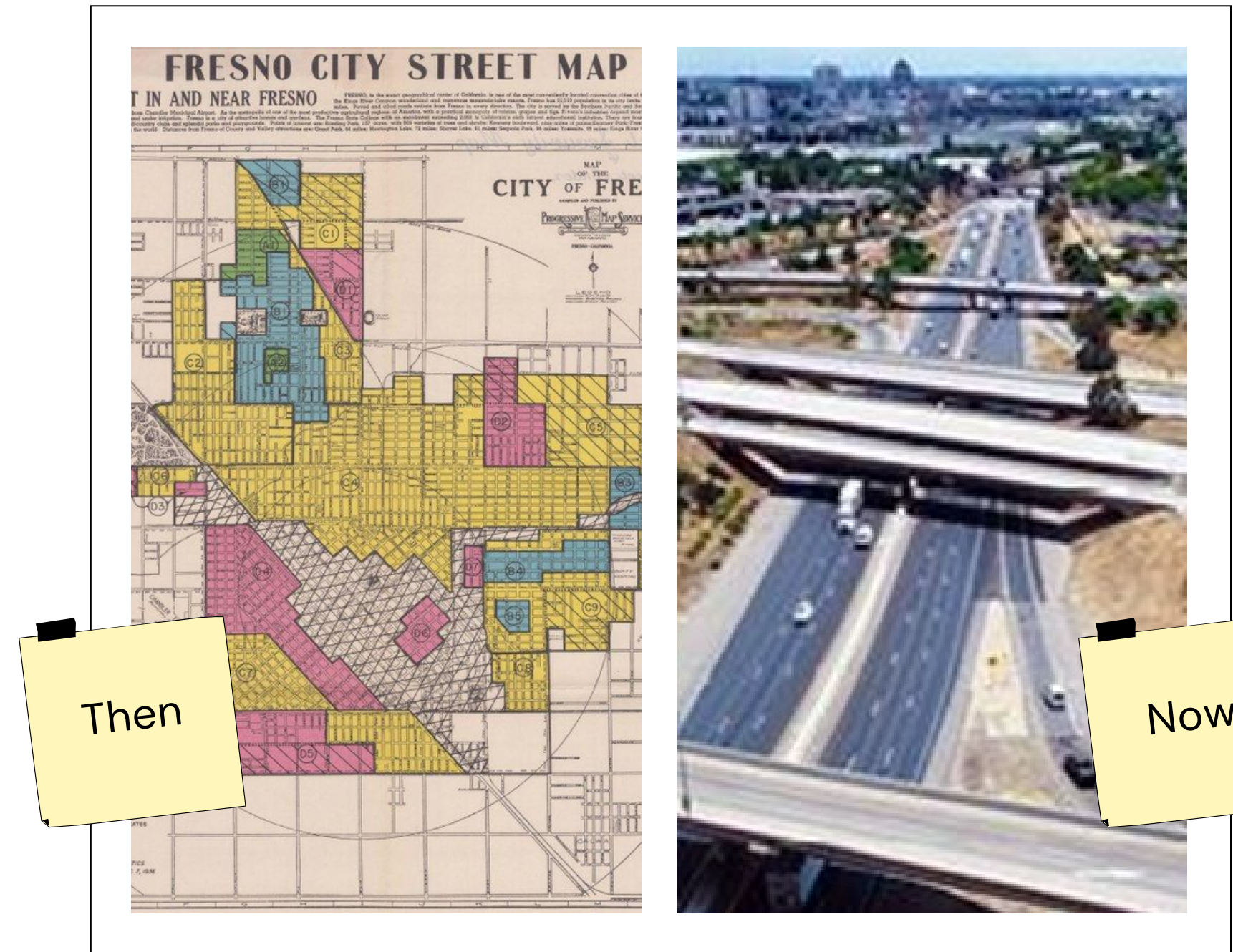
What: Full Adoption of DAP Policy Package

1. **Commit** to a phased approach to implementation that targets focus areas
2. Determine and **resource** an operational and fiscal strategy for success
3. **Participate** in an all-out public comment period

How we got here...

Thrivance Group led a Dignity Infused Community Engagement Process

We began with the desire to solve for displacement of Southwest Fresno residents and uncovered a deeper need for addressing a legacy of harm and ongoing risk factors.



Who we spoke with...

We leveraged a pivot and adapt strategy to meet the evolving demands and requirements for comprehensive civic engagement

- | | | | | | |
|----------|-----------------------------------|----------|---|----------|---------------------------------------|
| 1 | 20,000 mailers sent | 3 | 1250 phone calls | 5 | 50 interviews |
| 2 | 7500 flyers hand delivered | 4 | Over 200 combined face to face hours | 6 | 400 billable hours of research |

Background and Justification

1

End cycles of displacement

2

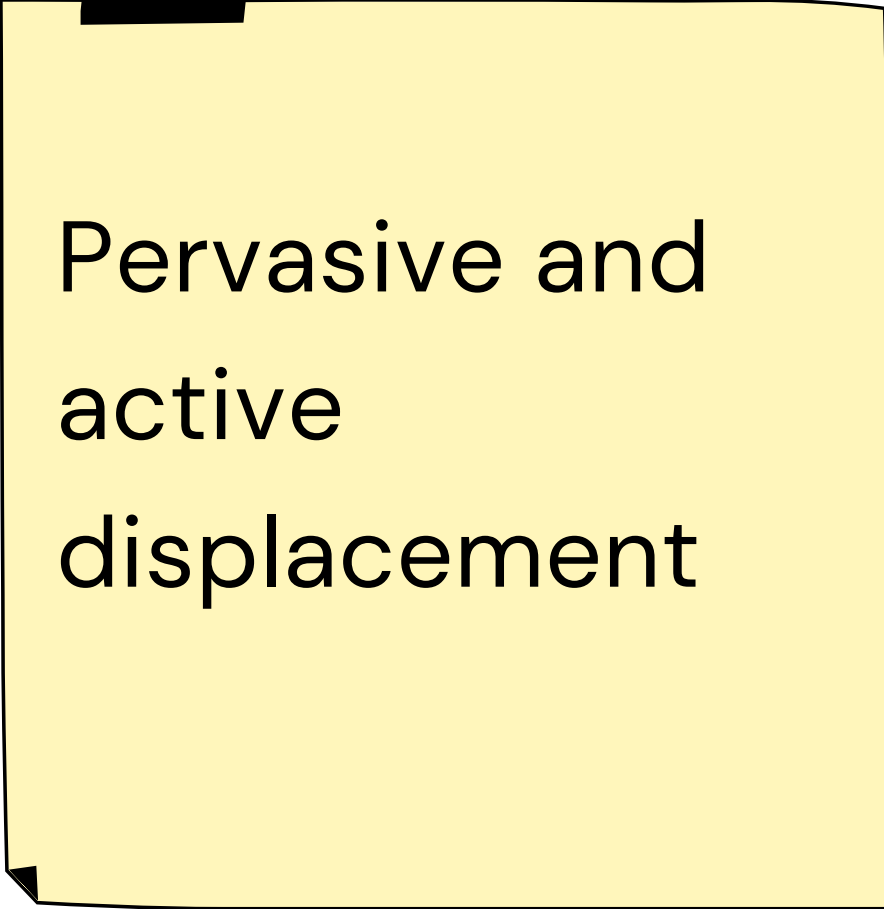
Address legacy of racial and cultural alienation

3


Sustainability through Strategic Archiving

- Legacy of hostile land use practices
- Deprioritization of quality of life
- Ghettoization through investment
- Operationalized dehumanization
- Erasure and missing legacy data
- Intracommunity deficit dynamics
- Failure to make an equity-centered business case

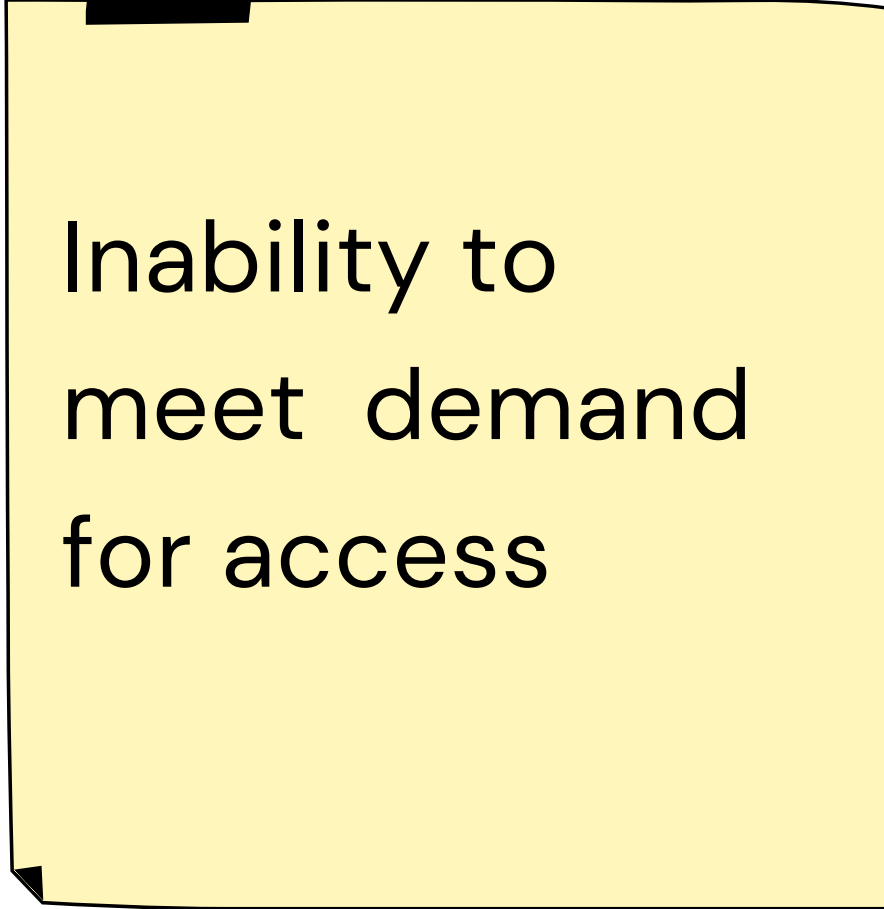
Snapshot of Current Conditions



Pervasive and
active
displacement

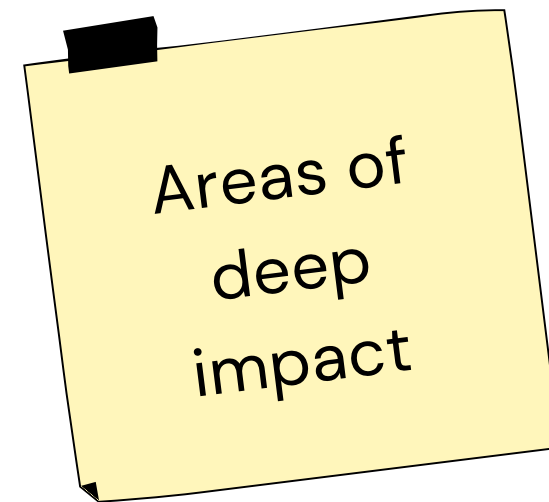


Friendly
environment
for speculation



Inability to
meet demand
for access

Risk Focus Areas





Areas of
deep
impact

CHALLENGE

"We're always being targeted for displacement"

"We have to leave Fresno to attain financial stability"

"Landlords are taking advantage of vulnerability"

"My family's legacy is being erased"

"Civic engagement and competitive bidding are not accessible"

FOCUS AREAS

Aging adults, People with disabilities

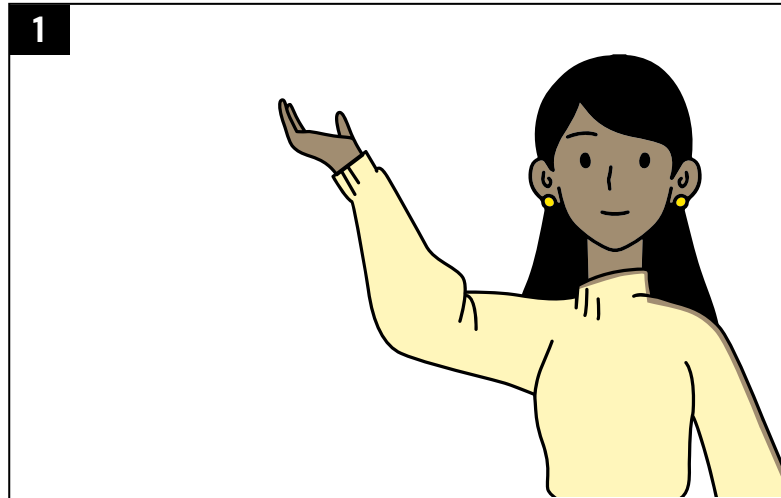
Young adults, People returning home

People with documentation challenges,
Veterans and farmworkers

3rd generation Black households,
Southeast Asian Residents

Community advocates, Entrepreneurs
(Black, Aging Adults, Small Businesses)

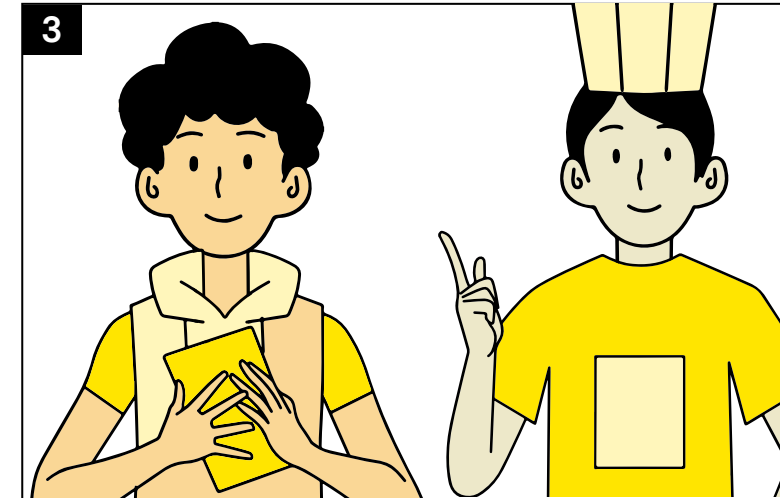
Intervention Bundles



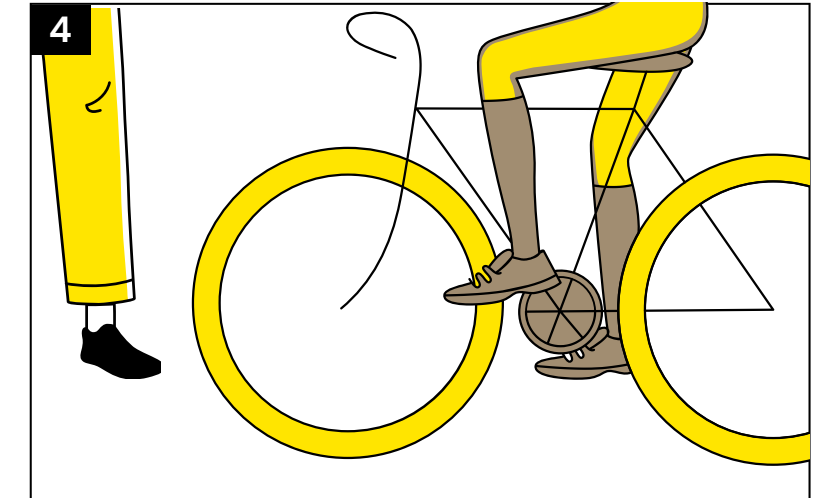
Community Ownership



**Accountability and
Transparency**



**Socially Responsible
Development Practices**



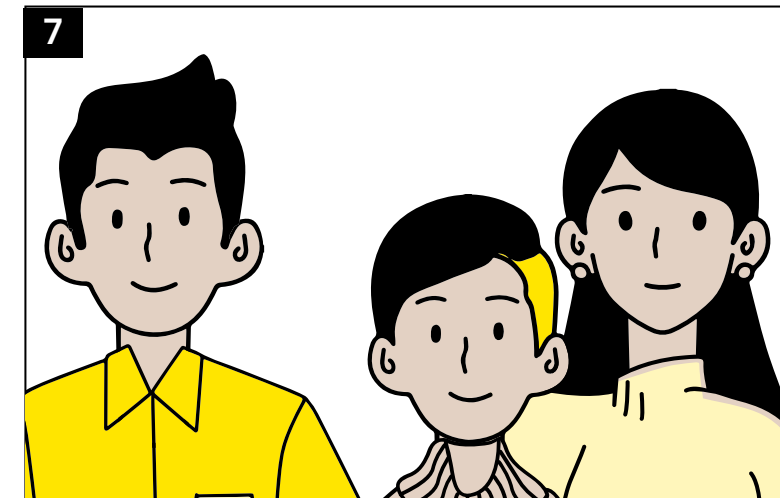
Connectivity



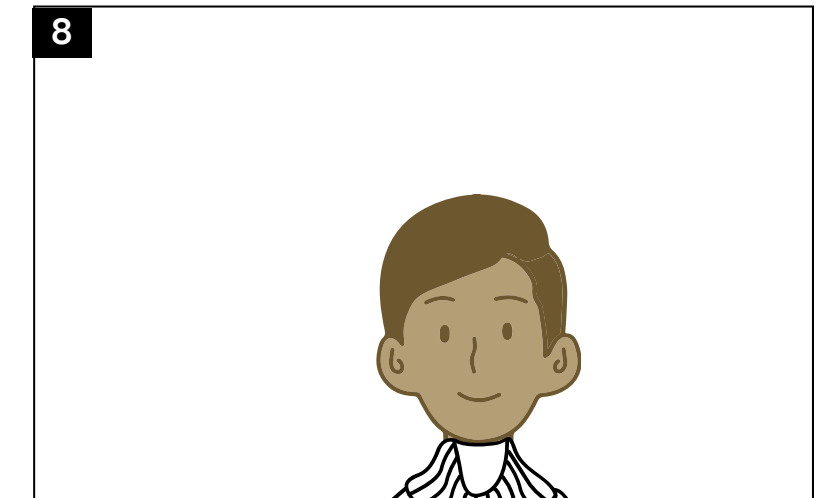
Alternatives to Eviction



**Legal Mechanisms and
Land Use Protections**



Direct Services



**Dignified Housing
w/Legacy
Considerations**

Accountability and Transparency

Centered on how the City interacts with
developers and regulates transparency for
potentially impacted residents.

Displacement
Impact Reports

Penalties for
failure to
honor
community
benefit
agreements

Expanded
notification
mandates

Voluntary
inclusion of
displacement
analysis in
CEQA

Access
to public
record of
land use
archives

Dedicated
Evaluation and
TA Dept.

Dignified Housing w/Legacy Considerations

Policies that seek to affirm the humanity of
many different types of people and the
environments they live in.

Conversion
restrictions

Incentivised
eviction
mediation

Right to
return

Anchor
institution
protections

Informed
livability
loophole

Design
guidance



Community Ownership

Focus on giving community members more control over land and development in their neighborhoods

CLTs

CBO Investments

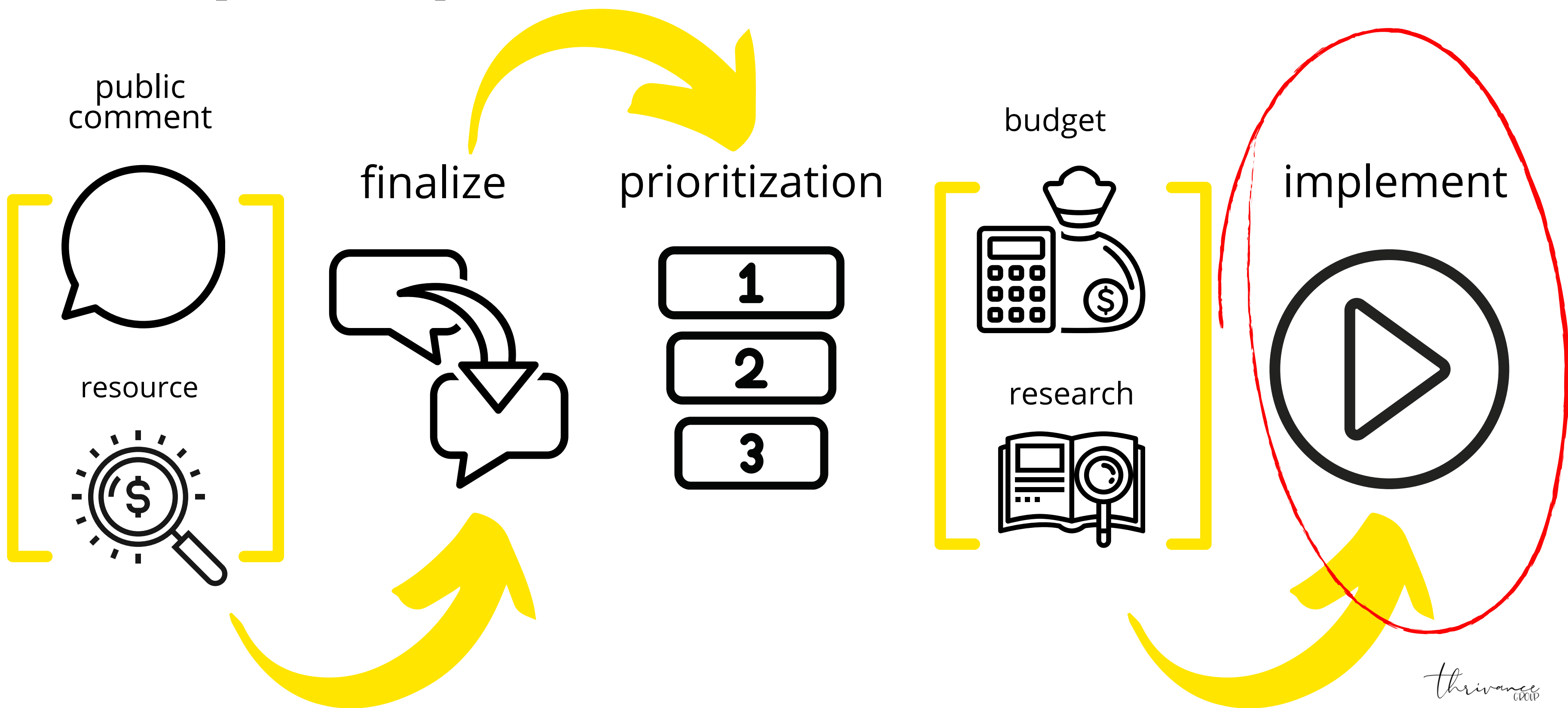
Community Owned Civic Engagement

Vacant Land Transfers

Local worker and living wage minimums

Chartered Empowerment

Policy Adoption Process



Thank you!
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