

# Education Workforce Housing

*An overview of our cohort workshop series*



# Today's Agenda

- ▶ Overview and Project Background
- ▶ Workshop Series Goals
- ▶ Curriculum and Schedule
- ▶ Participation and Commitment
- ▶ Criteria for Selection
- ▶ Next Steps



# Overview & Project Background



# Core Project Team

Project Lead



**Andrew Keller**  
*Senior Director of Operations  
& Strategic Initiatives,  
CSBA*



**Greg Francis**  
*Senior Project Manager, Education  
Workforce Housing, CSBA*

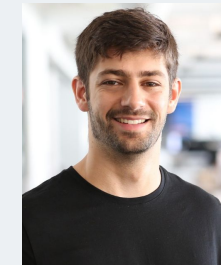


**Elizabeth Harwood**  
*Senior Administrative Assistant,  
Education Workforce Housing,  
CSBA*

Research & Content Team



**Dana Cuff**  
*Director, UCLA cityLAB*



**Emmanuel Proussaloglou**  
*Assistant Director, UCLA cityLAB*



**Jeff Vincent**  
*Director of Public Infrastructure Initiatives,  
UC Berkeley's CC+S*

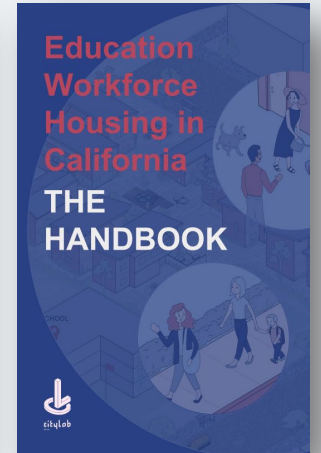
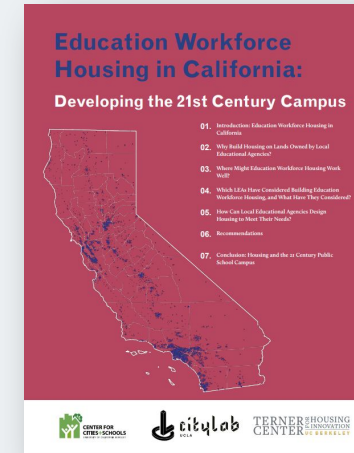


**Sara Hinkley**  
*California Program Manager,  
UC Berkeley's CC+S*



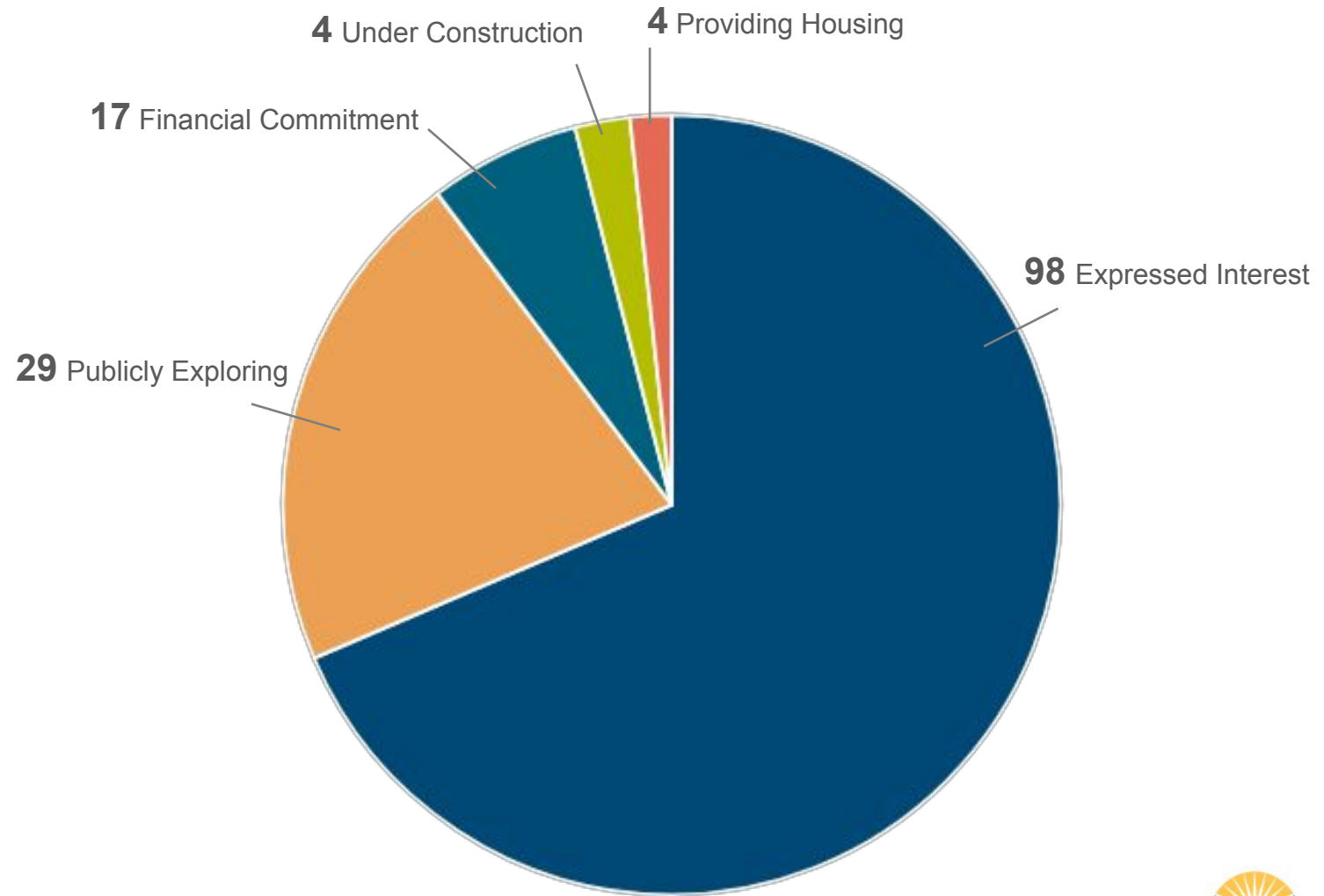
# Project Background

- ▶ Extension of EWH report and handbook (Phase 1)
- ▶ CZI grant
  - Phase 2: Pilot 101 cohort program (2022 – 2023)
  - Phase 3: 101 and 201 cohort program (2023 – 2024)
- ▶ Continue to build upon growing interest and successes
  - Jefferson Union HSD
  - Legislation – AB 2295 (Bloom)
  - **152 districts are exploring EWH opportunities**



**Interest in EWH  
is high and  
growing.**

**152 of the ~1,000 LEAs in the state  
are exploring EWH:**



**Our aim is to support  
LEAs in advancing EWH**



# Workshop Series Goals





# Workshop Series Goals

Our EWH Workshop series provides LEAs the **knowledge, connections, and tools needed** to advance EWH projects forward.

## Knowledge

- ▶ Deepen understanding of local needs and opportunities
- ▶ Empower and inform you as local housing advocates

## Connection

- ▶ Peer learning network
- ▶ Subject matter experts
- ▶ Housing development partners

## Tools

- ▶ Crafting and strengthening your narrative
- ▶ Development of a “case-making” document

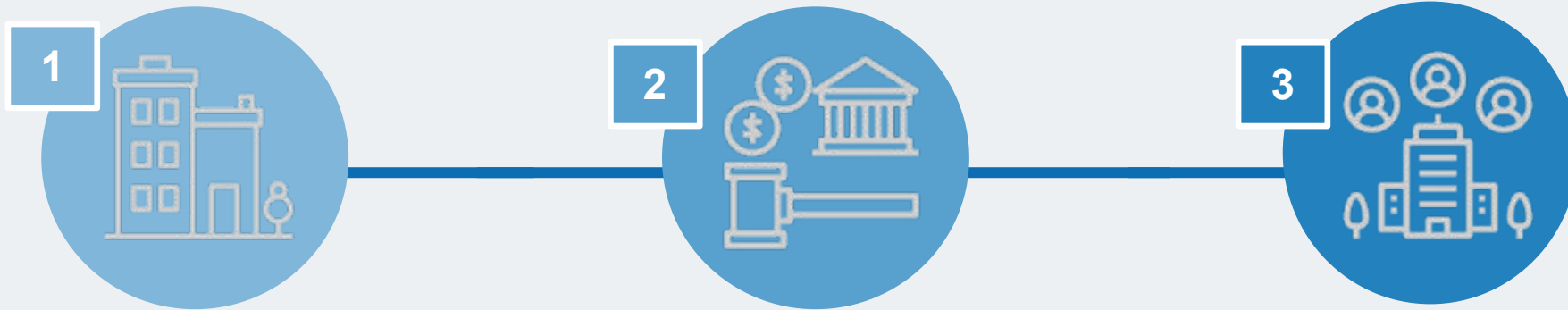


# Curriculum & Schedule



# Workshop Series Curriculum

Through 3 in-person workshops, we provide technical assistance on the topics below.



- ▶ Housing Design Matters
- ▶ Housing Regulations and Site Selection
- ▶ Site Tour and Q/A
- ▶ Building an Effective Narrative:
  - Staff Surveys
  - Stakeholder Engagement
  - Power-Mapping

- ▶ Community Engagement in Housing Development
- ▶ Site Tour and Q/A
- ▶ Board Testimony and Q/A with successful EWH district
- ▶ Housing Market Analysis and Setting Rental Rates
- ▶ Financing + Implications

- ▶ Site Analysis and Yield Studies
- ▶ Architect/Developer Team Concept Proposals
- ▶ Pitch Practice
- ▶ What To Do Next To Get To An RFP



# Workshop Series Schedule

- ▶ 3 In-Person Sessions
  - Session 1: Mid-January 2025 (*Los Angeles Area*)
  - Session 2: Late-February 2025 (*Bay Area*)
  - Session 3: April 2025, pending spring break schedules (*Location TBD*)
- ▶ Travel Commitment Per Session
  - Plan for 2-day commitment, with overnight stay
  - CSBA covers session materials, food/beverage, and parking
  - Participants cover own transportation and lodging



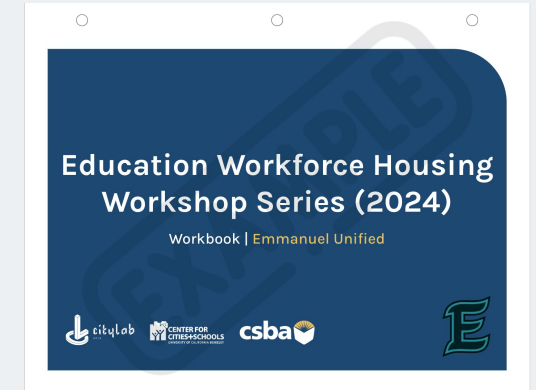
# Workshop Series Structure

- ▶ During Sessions
  - Presentation
  - Site visits + Q/A
  - Targeted activities
  - Team debrief/work time
- ▶ Between Sessions
  - Team discussion and information processing
  - 1-on-1 technical assistance with subject matter experts
  - Updating workbook and support documentation to prepare for next session



# Workshop Series Outcomes

- ▶ Case-making document: Workbook
  - District data profile
  - Targeted research generated from each session
  - Powermap and engagement strategy
  - Staff survey
  - Site analyses
  - EWH concept proposals
- ▶ LEA support network, housing development team network, process roadmap → **We want to help you advance your EWH efforts**



# Participation & Commitment



# Workshop Series Commitment

- ▶ Teams: Trustees, superintendent, facilities directors, board members etc.
- ▶ Minimum two members in attendance at each in-person session
  - Ideally one trustee or superintendent
- ▶ Workbook assignments and technical assistance meetings completed in timely manner between sessions





# Criteria for Selection



# Criteria for Selection

- ▶ Composition and depth of project team
- ▶ Extent of conversations about EWH that have already taken place
- ▶ Clear milestones of interest (resolutions, subcommittees, partnerships, etc.)
- ▶ Evidence of fit for EWH (ie. available sites x neighborhood unaffordability)
- ▶ Strength of narrative as to why you are pursuing an EWH project
- ▶ Completeness and clarity of application



# How to Strengthen Your Application

## Learn the basics

- ▶ Read the action-oriented handbook
- ▶ Review online resources from our previous work: Projects and Case Studies, Interactive Maps, and Research and Media

## Form a team

- ▶ Establish a team dedicated to exploring workforce housing. We recommend teams have at least one board member - **BONUS**: Pass a board resolution expressing commitment to explore workforce housing

## Explore early feasibility

- ▶ Initiate conversations with your employee bargaining groups, use our tool to identify potential properties for development, discuss palatable financing options, understand employee needs in your district, begin community outreach etc.

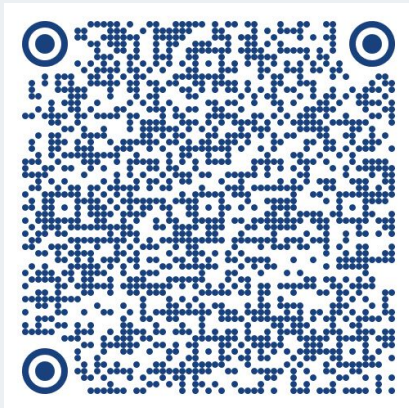


# Next Steps



# Next Steps

**CONFIRM YOUR INTEREST** in the cohort via this form:



<https://tinyurl.com/EWHseries>

**Selection timeline:**

- ▶ **Application submissions**  
*(Tuesday, Sept. 3 – Wednesday, Sept. 18)*
- ▶ Finalist interviews *(mid October)*
- ▶ Cohort announcement *(late October)*

Reach out with any questions to [edworkforcehousing@csba.org](mailto:edworkforcehousing@csba.org)



# Thank you



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