



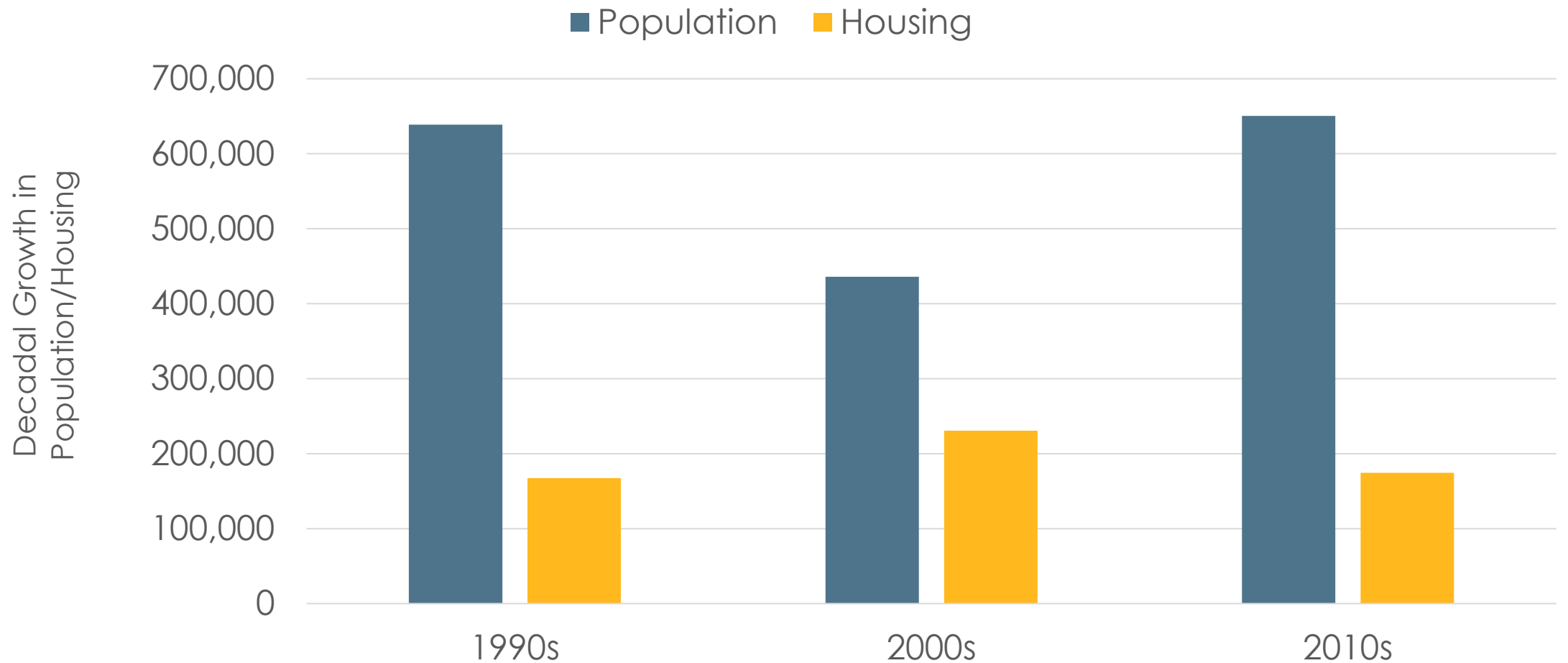
## **Understanding Affordable Housing and Opportunities for Impact**

ABAG/MTC Accessible Futures: Sharing. Listening. Learning. Convening

Carolina Reid, Turner Center for Housing Innovation

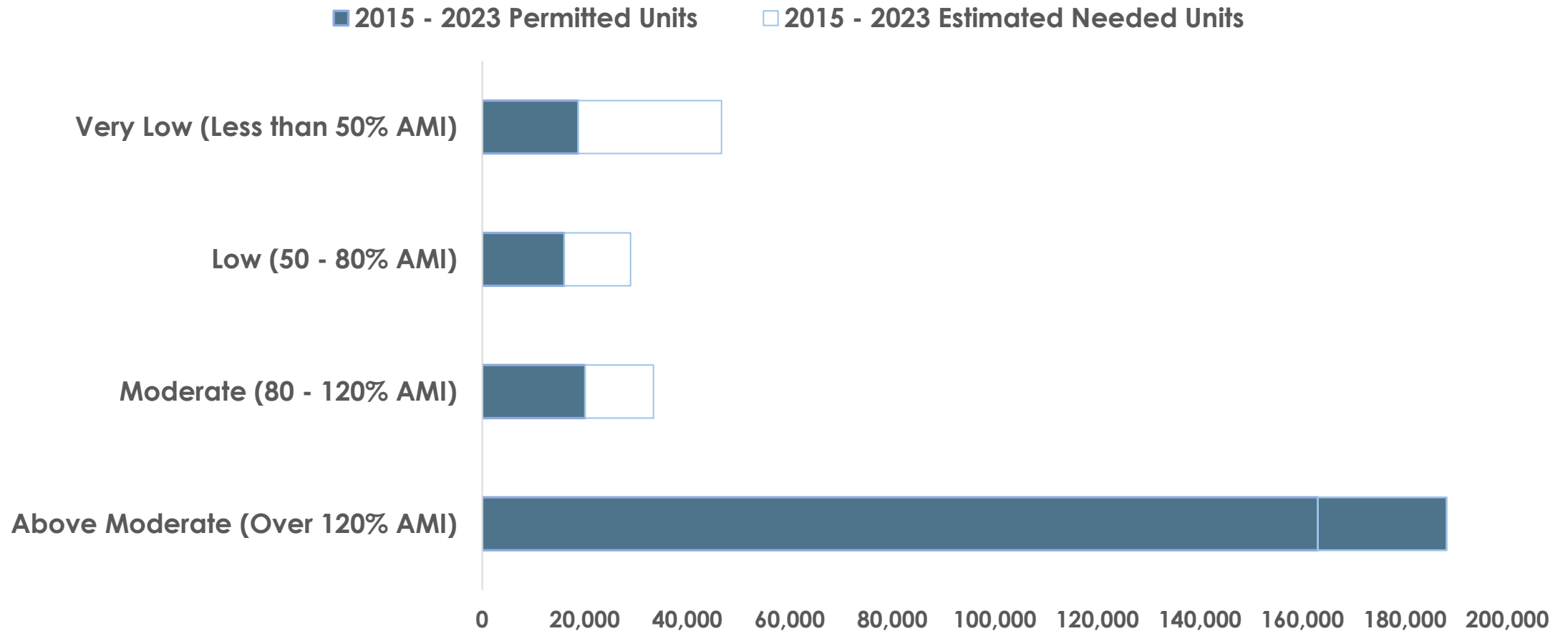
June 16, 2025

# Housing has not kept up with population growth in the region



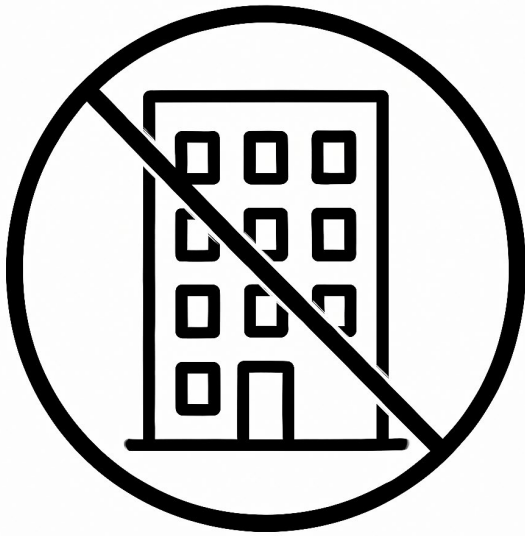
Source: MTC Vital Signs Database

# Low-income housing production has fallen well below the number of needed units

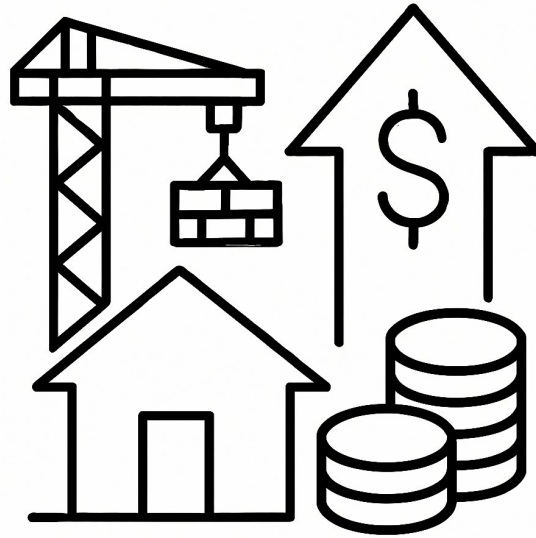


Source: Association of Bay Area Governments, 2015-2023 Regional Housing Needs Assessment

# There are a lot of different factors that make it difficult to build enough affordable housing



Cities and neighbors resist new affordable housing projects

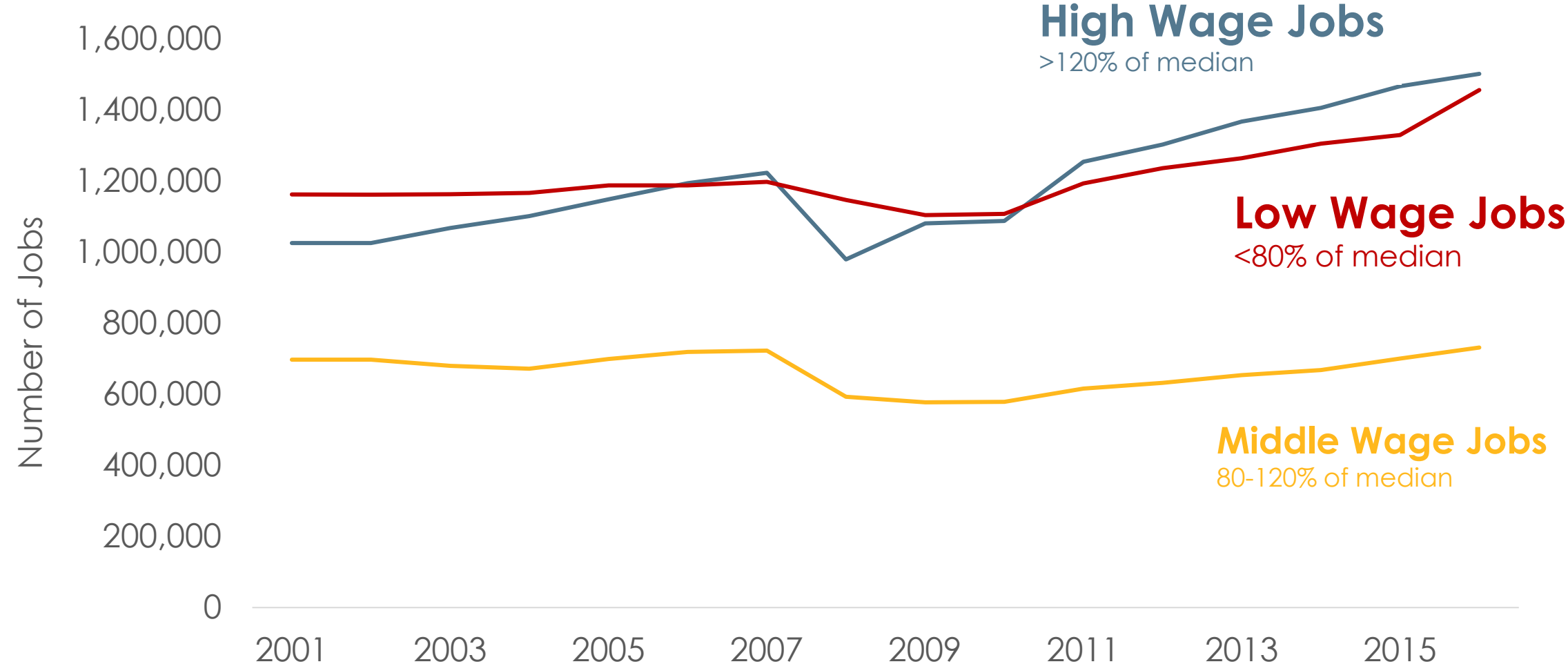


The costs to build have gone up



There's not enough government funding

# Widening income inequality exacerbates the affordability crisis



Source: MTC Vital Signs Database

The lack of a strong social safety net also increases housing insecurity

More than **470,000** renter households in the Bay Area are very low-income and would be eligible for housing assistance

An estimated **270,000** don't receive any kind of housing support

The lack of a strong social safety net also increases housing insecurity

Average monthly Social Security Disability Insurance Payment:

**\$1,525**

Average monthly rent:

**\$3,000**

The solution will require investments in production, preservation, and tenant protections

**Build more housing, including deeply affordable homes**

**Increase access to housing assistance**

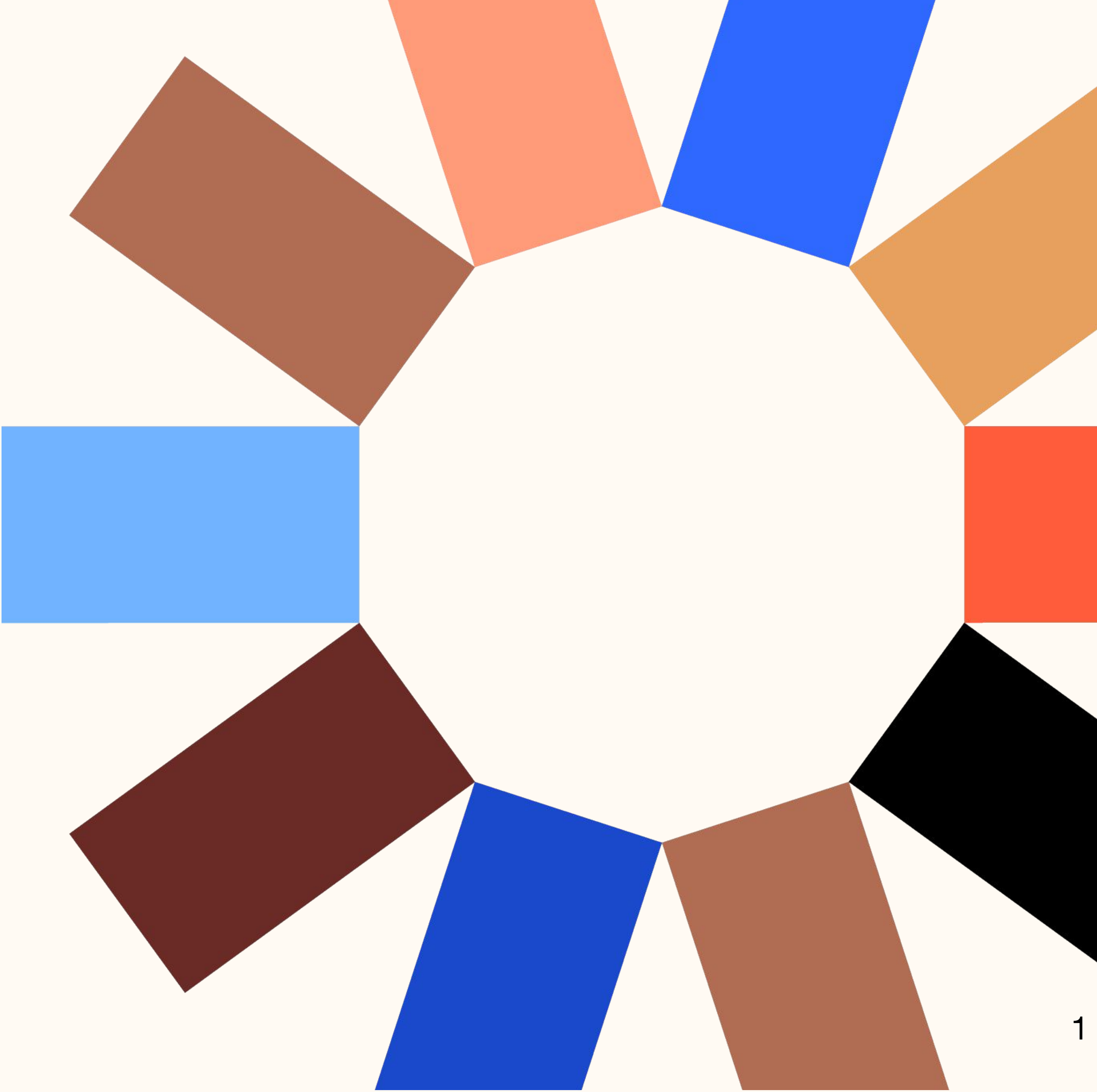
**Preserve the affordability of existing homes**

**Strengthen tenant protections**

**Promote racial, social and economic justice and equity**

**Thank you!**

# The Kelsey

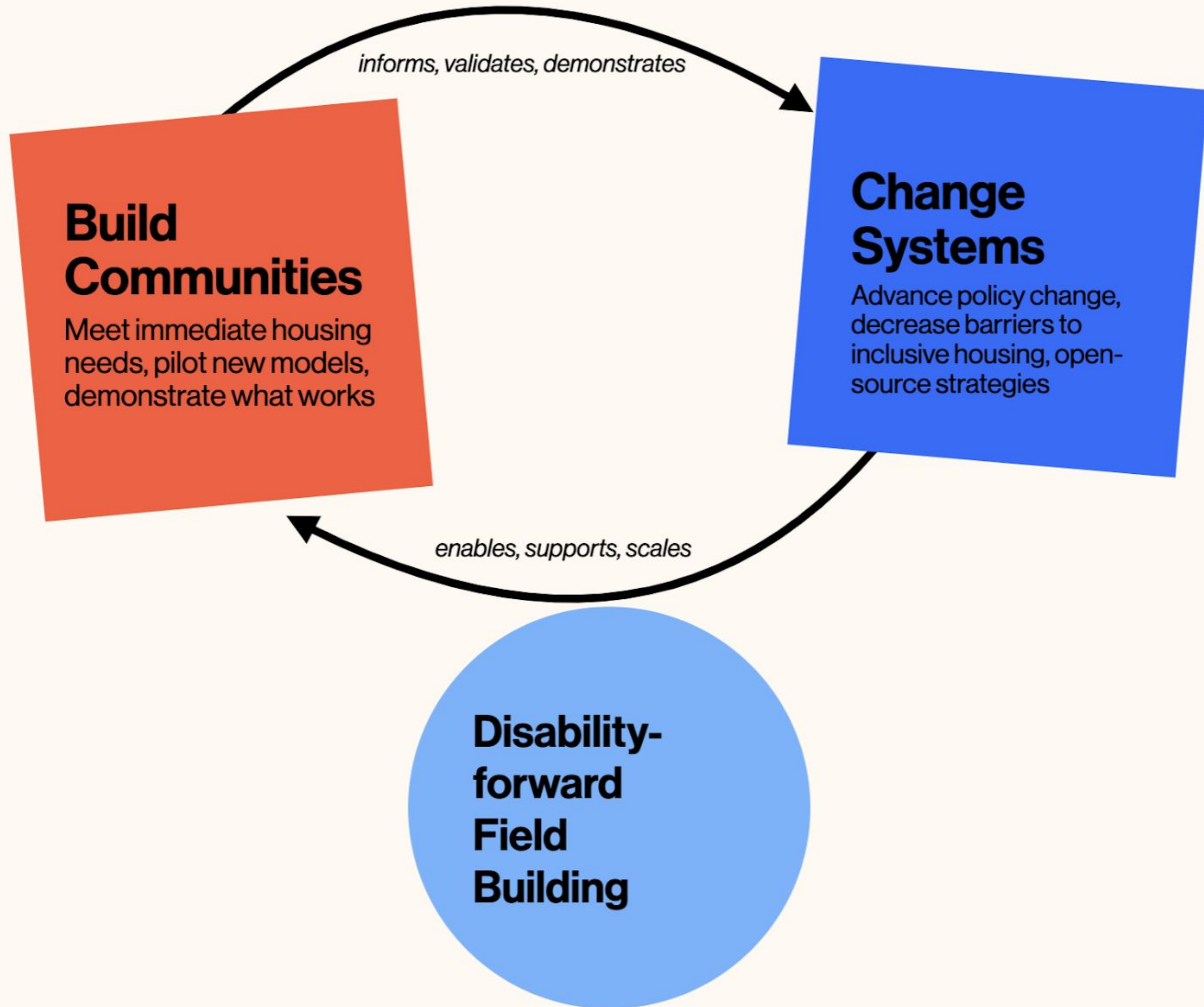


**Housing Policy: Understanding Affordable  
Housing and Opportunities for Impact  
June, 2025**

**Advancing  
disability-  
forward housing  
solutions that  
open doors to  
homes and  
opportunities for  
everyone**



# Dual Mission Organization



# The **communities we build** prove new, replicable models of inclusive, accessible housing and provide homes to people who need them most.

## The Kelsey Ayer Station, San Jose

115 homes with 30% of units priced at \$500/month, served by dedicated resident services staff. Opened in 2024, the project is currently home to around 150 people with and without disabilities.



## The Kelsey Civic Center, San Francisco

112 homes in the heart of San Francisco, this mixed income project leverages sustainable design to support lower climate impact and healthier housing. Tenants began moving in April 2025.



## The Kelsey Avondale, Birmingham, AL

Located in Birmingham's vibrant Avondale neighborhood, and under pre-development, this project uses a community-centered approach to build 56 homes for people earning between \$11k and \$75k a year.



# The Importance of Inclusive Design

## Lack of Accessible Housing

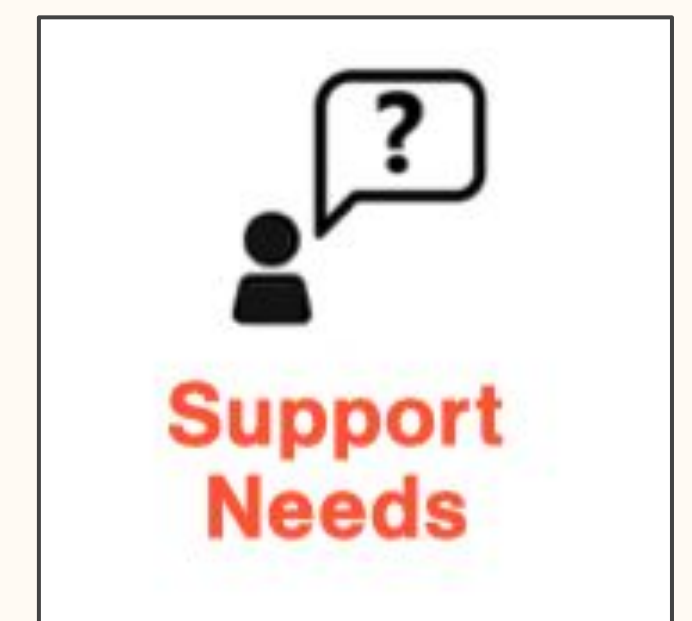
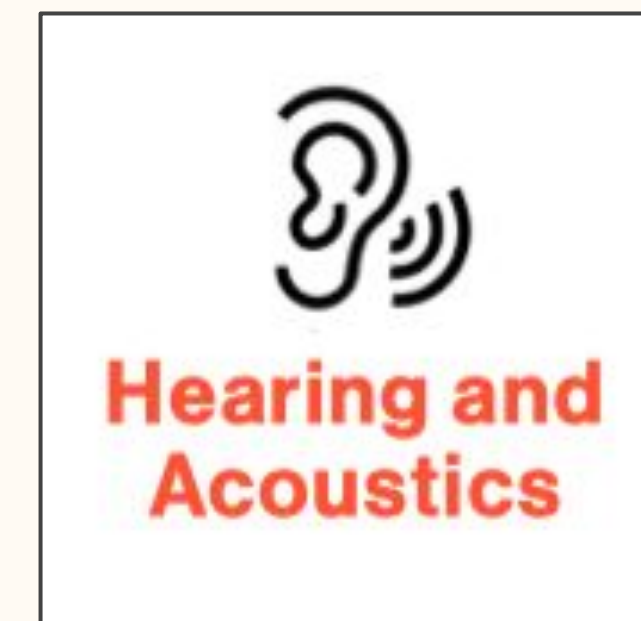
- Less than 6% of housing in the US is accessible to people with mobility or sensory disabilities
- Only about 1% of housing is fully wheelchair accessible
- Code requirements only consider mobility and some sensory disabilities

## Key Principals

- Recognizing diversity and uniqueness
- Striving for equity and flexibility in use
- Using inclusive processes and tools

## Inclusive Design Standards → Cross-Disability

- Focus on access needs rather than diagnosis
- Leads to better, more inclusive solutions
- Benefits people with and without disabilities



# The Inclusive Design Standards include 300+ Elements. Elements reflect design choices, building features, development strategies, or operational policies that support accessibility and inclusion.

**1.1 Disability Representation on the Project Team** Team

**Impact Areas**

- Mobility and Height
- Hearing and Acoustics
- Vision
- Health and Wellness
- Cognitive Access
- Support Needs

**Additional Benefits**

- Affordability
- Social Equity
- Environmental Sustainability
- Safety
- Beauty and Better Design

**Sources**

The Kelsey

**1** Point Value

Level 1 - People with disabilities are part of advisory groups / focus groups shaping the project with documented ability to shape and define the project. **ESSENTIAL ELEMENT** ✓


- Advisory or focus groups are people with lived experience assembled by the project team

**2** Point Value

Level 2 - People with disabilities are paid consultants on the project team.

**3** Point Value

Level 3 - People with disabilities are full-time members of the project team and/or developer/owner team.



**4.2 Vertical Circulation Dual Handrails**

**Impact Areas**

- Mobility and Height
- Hearing and Acoustics
- Vision
- Health and Wellness
- Cognitive Access
- Support Needs

**Additional Benefits**

- Affordability
- Social Equity
- Environmental Sustainability
- Safety
- Beauty and Better Design

**Sources**

Mikiten Architecture

**1** Point Value

Stairs and ramps have high and low handrails.

- One handrail at 36" and another at 30" above the nosing.
- Provides safety for children and shorter adults.
- For ramps, someone in a wheelchair can slow their descent or pull themselves up the ramp more easily with better leverage than pushing a wheelchair wheel.



**2.3 Building Approach and Entry Arrival Wayfinding**

**Impact Areas**

- Mobility and Height
- Hearing and Acoustics
- Vision
- Health and Wellness
- Cognitive Access
- Support Needs

**Additional Benefits**

- Affordability
- Social Equity
- Environmental Sustainability
- Safety
- Beauty and Better Design

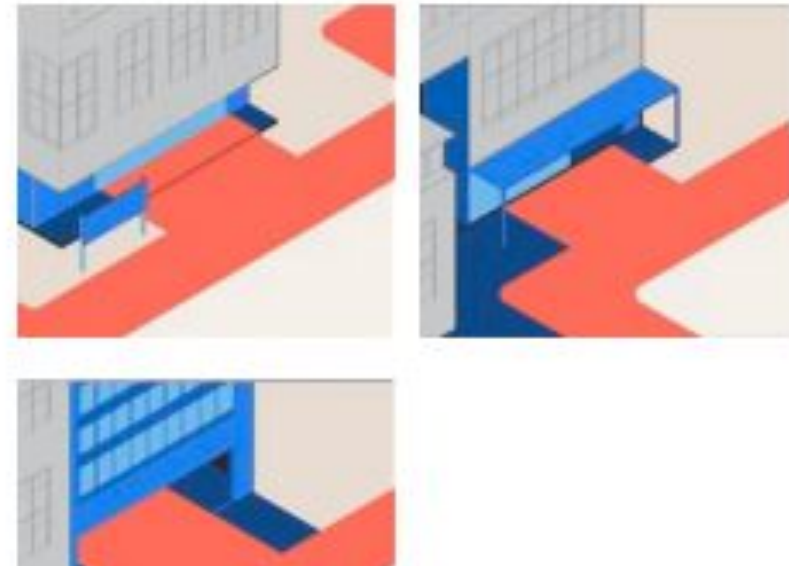
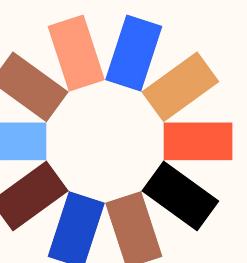
**Sources**

aUD

**1** Point Value

**Architectural Landmarks.** **ESSENTIAL ELEMENT** ✓

- Architectural features distinguish all primary entrances and exits (e.g., prominent signs, graphics, architectural features, landmarks, etc.).
- Landmark elements have unique lighting to assist in locating them.
- They are visible along the primary approach route of motor vehicles, pedestrians, and cyclists.

**The Kelsey  
Ayer Station  
Example of  
Accessibility +  
Good Design  
Our lobby space**



**The Kelsey  
Civic Center  
Example of  
Accessibility +  
Good Design  
Our kitchens**





# Meeting with a Decision Maker & Advocating for Your Issue!

Accessible Futures Conference

*Rev. Sophia DeWitt*

# Why is this important?



Build power! Make yourself known AND heard

Your perspective is valued and electeds must hear from you

Valuable relationship building and exchange of information



# Agenda

1

## Preparation

Research, Power Mapping  
& Role setting, Scheduling

2

## Meeting

Introduce everyone,  
Etiquette, Follow Agenda,  
Take Notes

3

## Follow-Up

Send materials, maintain  
communication

4

## Reflection

Debrief & Strategize



1

# Before the meeting



# Preparing for a meeting



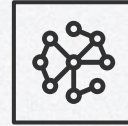
## Research

- define your "ask" - clear & specific action
- Identify proper target(s) of advocacy
- Craft key talking points & agenda



## Determining Roles

- Identify a facilitator, note-taker, divide talking points or sections amongst participants



## Scheduling

- Ideal to arrange about 2-4 weeks ahead, if possible
- Consider any key dates to work around
- Confirm logistics



## Written Materials

- Useful to create a document to reference in your meeting and leave with the elected/staffer

Meeting Request

Event Request

## MEETING REQUEST

To schedule a meeting, please submit the following scheduling request form.  
Due to the large volume of requests, please allow 5 business days before following up on the requests.

### CONTACT INFORMATION \*

NAME OF ORGANIZATION \*

FIRST NAME \*

MI ?


LAST NAME \*

**Rowena Brown, District Director: [Rowena.Brown@asm.ca.gov](mailto:Rowena.Brown@asm.ca.gov)**

- Budget, Grants
- Press and Communications
- Elected Officials
- Education – TK – 12 and Higher Education
- Faith Based Communities
- Labor and Employment
- African American Community
- Environmental Justice and Toxic Materials
- Public Safety

**Geographical Areas: Oakland District 3 and District 6**

**Rickiea Lacy, Scheduler: [Rickiea.Lacy@asm.ca.gov](mailto:Rickiea.Lacy@asm.ca.gov)**

- Resolutions and Certificates
- Employment and Disability Department
- Scheduling Requests 
- Office Administration

**Samuel Kevy, Field Representative: [Samuel.Kevy@asm.ca.gov](mailto:Samuel.Kevy@asm.ca.gov)**

- Port of Oakland
- AAPI Community
- Insurance
- Housing and Community Development 
- Constituent Services
- Utilities and Commerce
- Privacy and Consumer Protections
- Communications

# Contact Us

## Address

Oakland City Hall

**While City Hall is closed during COVID-19 Shelter in Place, it is best to contact our office via email.**

Please contact us at [District3@oaklandca.gov](mailto:District3@oaklandca.gov) for general requests.

*Briana Brown - Constituent Liaison  
- [brbrown@oaklandca.gov](mailto:brbrown@oaklandca.gov)*

*Rediat Bayeh - Policy -  
[rbayeh@oaklandca.gov](mailto:rbayeh@oaklandca.gov)*

*Tonya Love - Chief of Staff -  
[tlove@oaklandca.gov](mailto:tlove@oaklandca.gov). Please  
contact for scheduling and media  
inquiries.*

## Phone Numbers

Phone: (510) 238-7003

## Email Address

[District3@oaklandca.gov](mailto:District3@oaklandca.gov)

## Leadership



**District 3  
Team**

## Carroll Fife

Carroll Fife is the Councilmember for Oakland's District 3. After decades of public service as a community organizer, Carroll was called to run for office by the people with whom she organizes every day. One of the founding members of Moms for Housing, Carroll has fought both in the halls of power and in the streets to protect the human right to housing.

# Agenda for EBHO's 2024 Legislative Visits with Asm. Bonta

Friday, April 19th, 11:30 - 12PM

In Attendance: Lindsay Haddix, Sophia DeWitt, Megan Nguyen, Asm. Bonta, Rowena Brown, Sam Kevy, Haydee Dominguez

I. Introductions + Facilitation (Lindsay)

II. Main Points

- Regional Bond (+ACA 1, Bonta is a co-author) (Sophia)
  - Update on outreach and support, EBHO's role
  - ~ 50 groups have supported
  - Other groups she would recommend we talk to?
  - Oakland Specific Sessions
- Voter Registration work (Lindsay)
- AB 846 (Megan)
  - EBHO has not taken a formal position, but we recognize the ongoing negotiation and discussions between nonprofit developers and tenant advocates, and appreciate the Asm's leadership on this matter

III. Assemblymember's Priorities (Megan)

IV. Closing (1 min) (Lindsay)

- Share that we will follow up with resources (leave behind/EBHO resource guide) by email

**Next Steps & Action Items From Meeting:**

2

**During the meeting**



# The Building

- Case the place
- Ensure accessibility
- (or ensure virtual space is set up)
- Assign roles
- Rehearse

# The Room

- (*pre-assigned*) Roles
- The Story
- The Ask



## Agenda for EBHO's 2023 Introductory Meeting with Sup. Elisa Márquez

July 20th, 2023 - 2:30-3:30pm

In Attendance: Angelina, Jeff, Megan, Sophia

- I. Introductions
  
- II. Brief Overview of EBHO & our work - Jeff
  - Mission/vision
  - Brief history
  - 3 P's approach
  
- III. Campaigns and issues in District 2 + other things we want to share
  - Measure A1 → Regional Bond Campaign - **Angelina**
  - Unincorporated Tenant Protections - **Megan**
  - Housing Elements - **Megan**
  - Faith & Justice Breakfast - **Sophia**
  
- III. District 2 Priorities - Invite Supervisor Márquez and/or staff person to share the office's [housing] priorities & work
  - Housing Element
  - Tenant Protections

3

# Follow-Up



# Follow-up email

- Thank them for the meeting
- Send any written materials, or additional materials mentioned in the meeting
- Answer any questions
- Reaffirm your view and asks
- If any agreement was reached, restate that
- (Optional) Set up a regular communication schedule



4

# Reflection





# Questions?

Rev. Sophia DeWitt, Chief Program  
Officer, [sophia@ebho.org](mailto:sophia@ebho.org)

