



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





CHARITIES HOUSING



MidPen
HOUSING

Armory Site, Sunnyvale, California



STAKEHOLDERS



[our model](#) ▾ [our impact](#) ▾ [our communities](#) ▾ [be involved](#) ▾ [about us](#) ▾ [DONATE](#)

“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

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SNAIL - A Neighborhood Organization

In the heart of Sunnyvale, California

ADVOCATES



“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

AFFORDABLE HOUSING ADVOCACY	
HOW TO:	HOST A TOUR OF CONTEMPORARY AFFORDABLE HOUSING
GOALS	KEY TECHNIQUES
<ul style="list-style-type: none">• Demonstrate the high quality architecture and design of existing affordable housing• Recruit and bolster supporters through direct experience dispelling negative perceptions• Reduce or eliminate opposition to a proposed development	<ul style="list-style-type: none">• Organize a group of co-sponsors to help plan the tour and establish goals to guide all decisions• Plan substantial time and effort to motivate your target audience to attend• Remain flexible during the tour to adjust for unforeseen circumstances

COLLABORATION



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
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MidPen Housing

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

Jan Lindenthal
VP of Real Estate Development
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Architects

Studio E Architects

2258 First Avenue
San Diego, CA 92101

John Sheehan
Principal Architect
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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



Morse Court, 825 Morse Avenue, Sunnyvale



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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





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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





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Responding to Community Feedback

- Neighborhood Compatibility
- Sunnyvale School District

DESIGN

DEVRIES PLACE,
MILPITAS

*Received the 2009
*ULI Award for
Excellence*



CABRINI GREEN



LESSONS LEARNED





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Neighborhood Compatibility





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Solar Study



① Site Shadows 12-21 9 am
1/8" = 1'-0"



② Site Shadows 12-21 3 pm
1/8" = 1'-0"

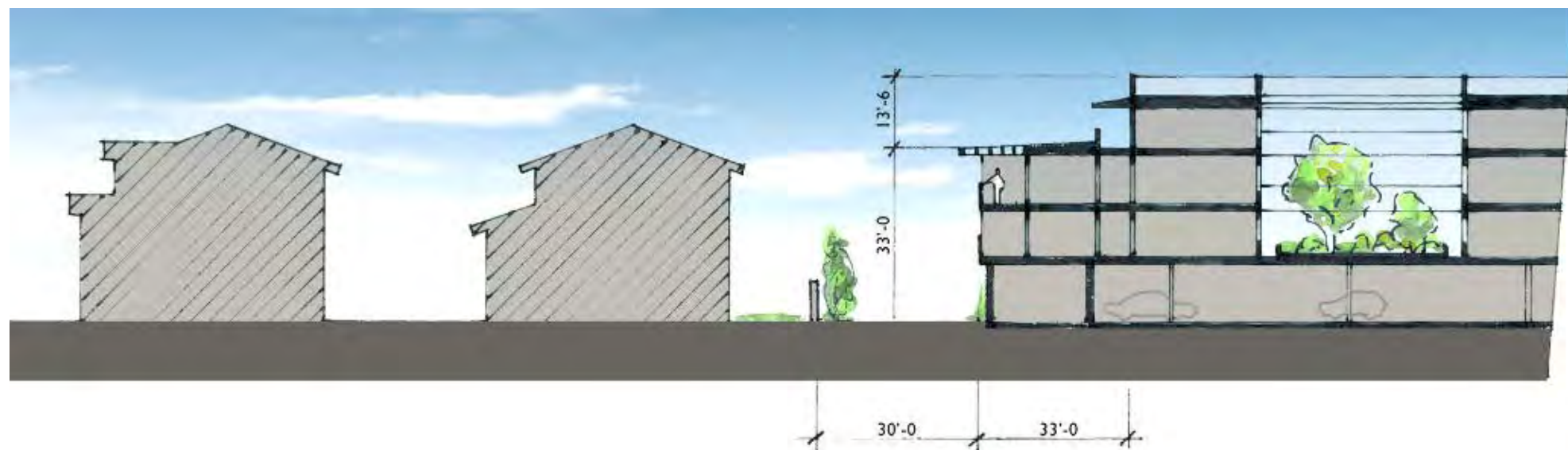
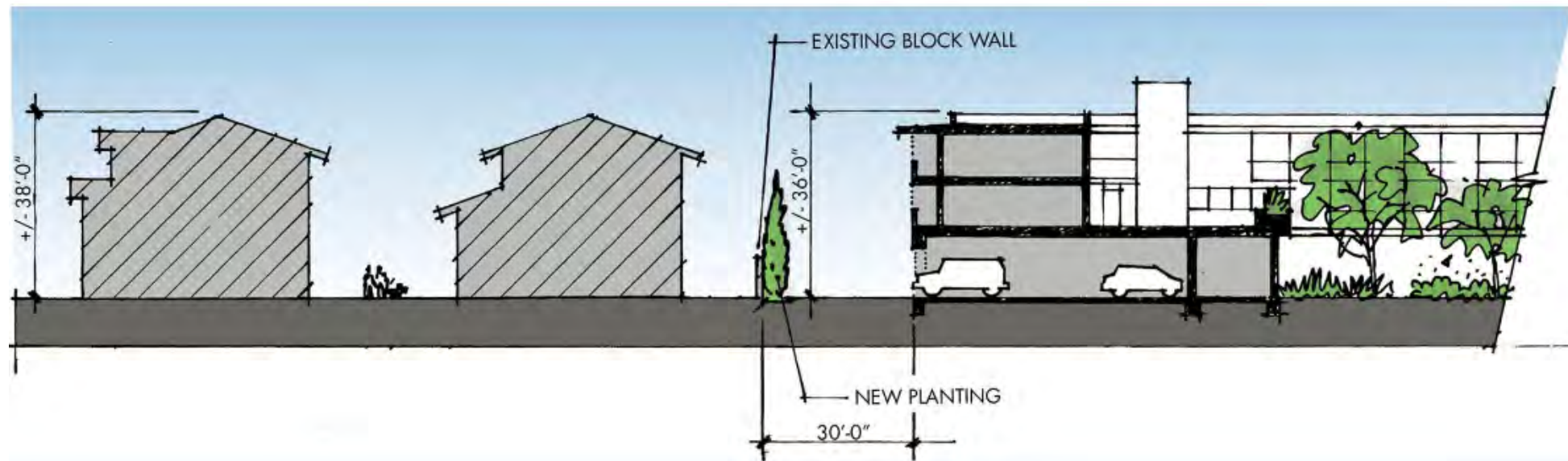
Site shadows on 12/21 at 9am and 3pm



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Sunnyvale School District

- Appropriate Services Available
- Capacity



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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



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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

BUS TOURS



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."

Developer: MidPen Housing
Resident: Carmen Aranda & Family
Community: Peninsula Station
Location: San Mateo, CA
Federal Funding: HOME



PENINSULA STATION, SAN MATEO



OTHER EVENTS



QUESTIONS?

