

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

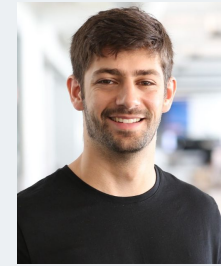


Elizabeth Harwood
Senior Administrative Assistant, Education Workforce Housing, CSBA

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

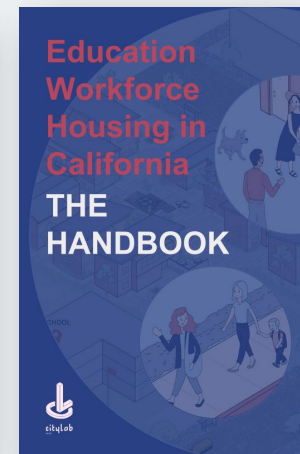
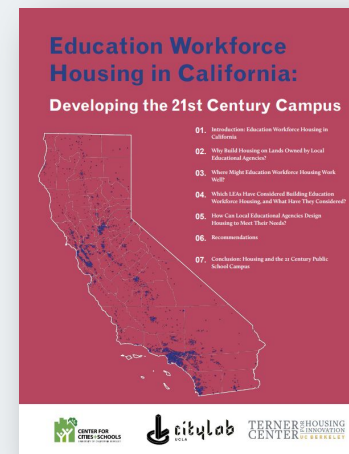


Sara Hinkley
California Program Manager, UC Berkeley's CC+S

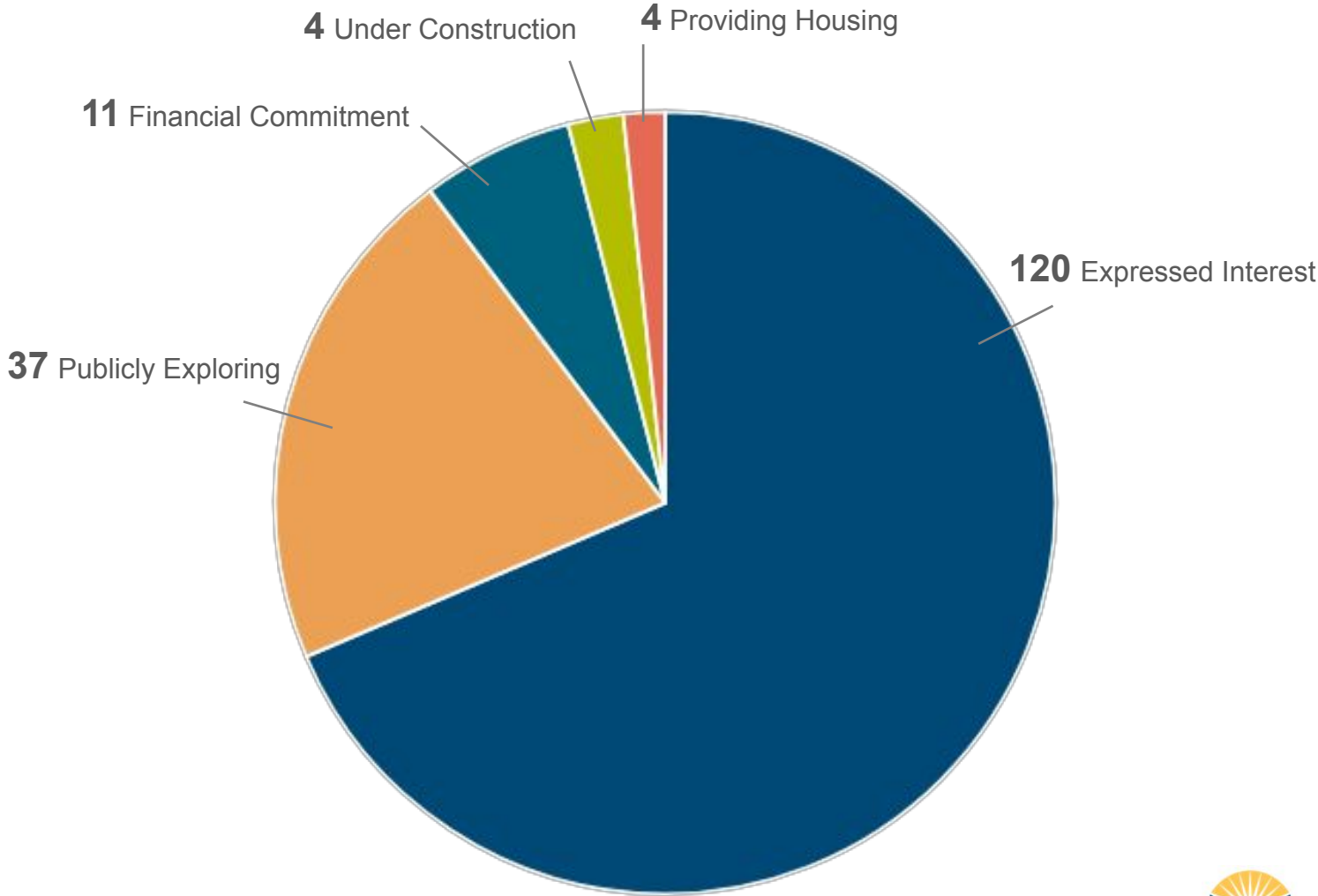


Project Background

- ▶ 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)
 - **120 districts expressed interest in exploring EWH opportunities**



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



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



**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

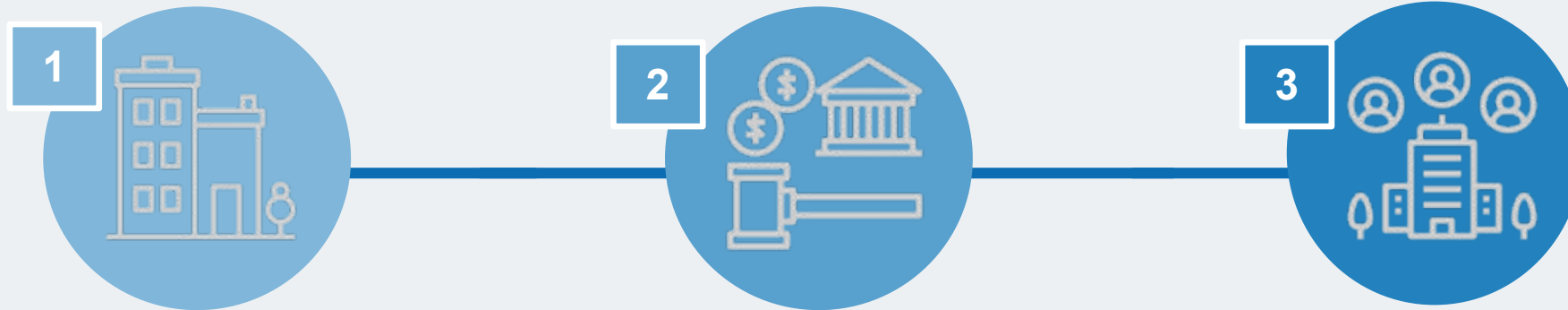


Curriculum & Schedule



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

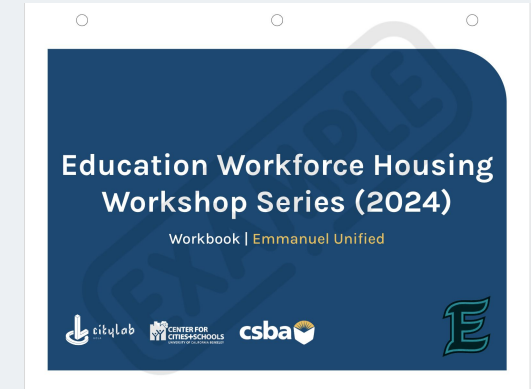
- ▶ During Sessions
 - Presentation
 - Site visits + Q/A
 - Targeted activities
 - Team debrief/work time
- ▶ Between Sessions
 - Team discussion and information processing
 - 1-on-1 technical assistance with subject matter experts
 - Updating workbook and support documentation to prepare for next session



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.

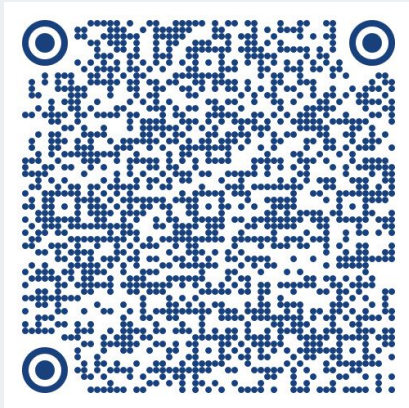


Next Steps



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



Thank you



California School Boards Association

3251 Beacon Boulevard, West Sacramento, CA 95691

www.csba.org | 800.266.3382