



# Special General Assembly

## Shaping the future of ABAG

What does the Bay Area need from its Council of Governments?

375 Beale Street, San Francisco, Bay Area Metro Center



# Creative PLACEMAKING

*Ann Markusen Markusen Economic Research Services*  
*Anne Gadwa Metris Arts Consulting*

EXECUTIVE SUMMARY



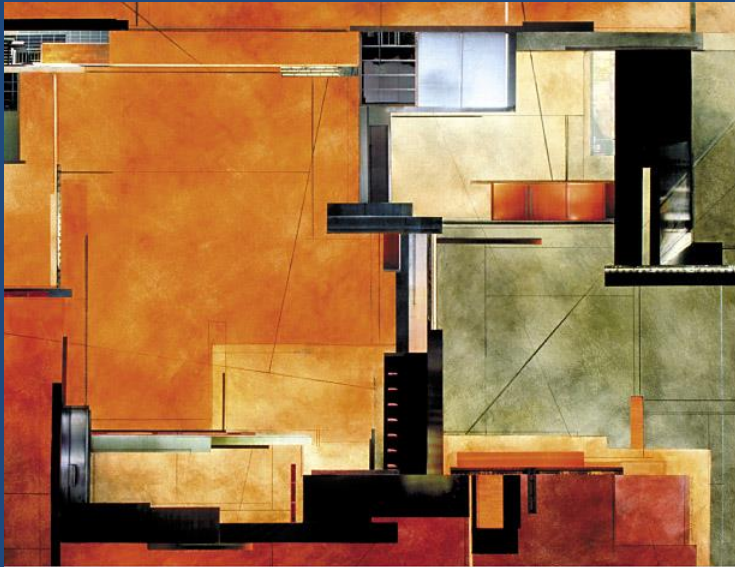
A White Paper for The Mayors' Institute on  
City Design, a leadership initiative of the  
National Endowment for the Arts in partnership  
with the United States Conference of Mayors  
and American Architectural Foundation

## Creative Placemaking: A Cooperative Agenda for the Bay Area

Ann Markusen  
Professor Emerita  
Director, Project on Regional and Industrial  
Economics  
Humphrey School of Public Affairs  
University of Minnesota

Principal, Markusen Economic Research  
[annmarkusen.com](http://annmarkusen.com)

Association of Bay Area Governments  
San Francisco, CA  
January 30, 2017



## The Artistic Dividend:

The Arts' Hidden Contributions to Regional Development

Ann Markusen and David King

How arts and culture contribute to local and regional economic development

A large grid of small, square portraits of diverse individuals, including men and women of various ethnicities and ages. The portraits are arranged in a grid pattern, with some cells containing black squares. The word "Crossover" is written across the middle of the grid in a large, bold, serif font. Below the word, there is a subtitle and a list of names.

**Crossover**

How Artists Build Careers across Commercial, Nonprofit and Community Work

Ann Markusen | Sam Gilmore | Amanda Johnson | Titus Levi | Andrea Martinez

For The William and Flora Hewlett Foundation | The James Irvine Foundation | Leveraging Investments in Creativity

THE WILLIAM AND FLORA HEWLETT FOUNDATION the James Irvine foundation LINC

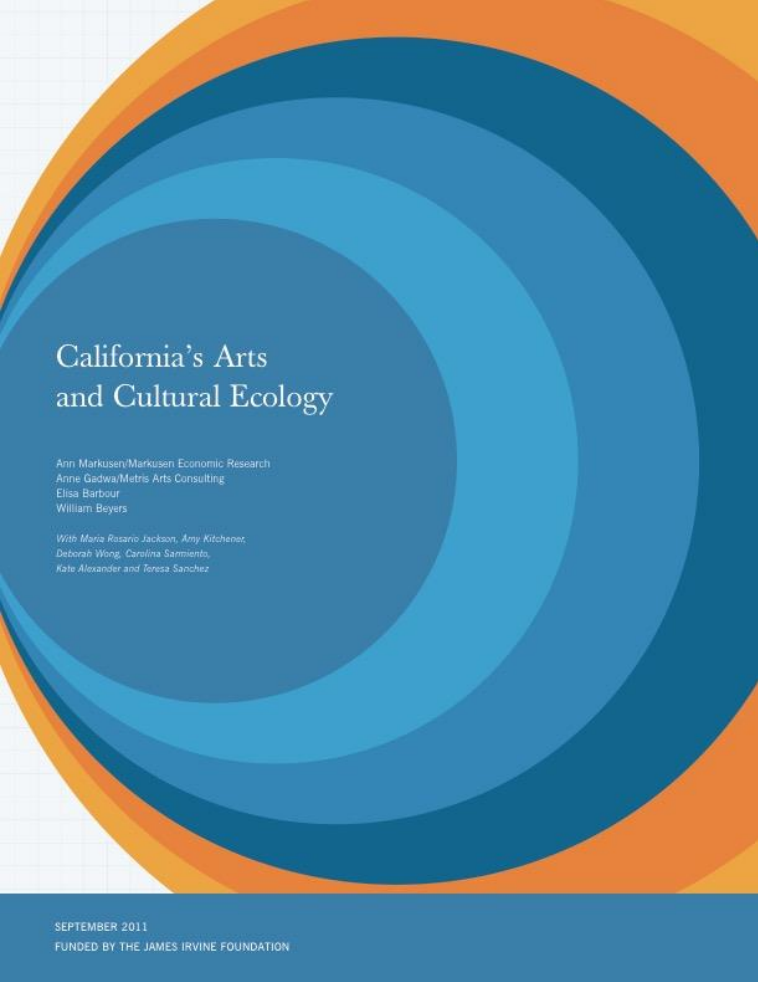
## Los Angeles, Bay Area Metro Artists, Employment by Sector, 2000

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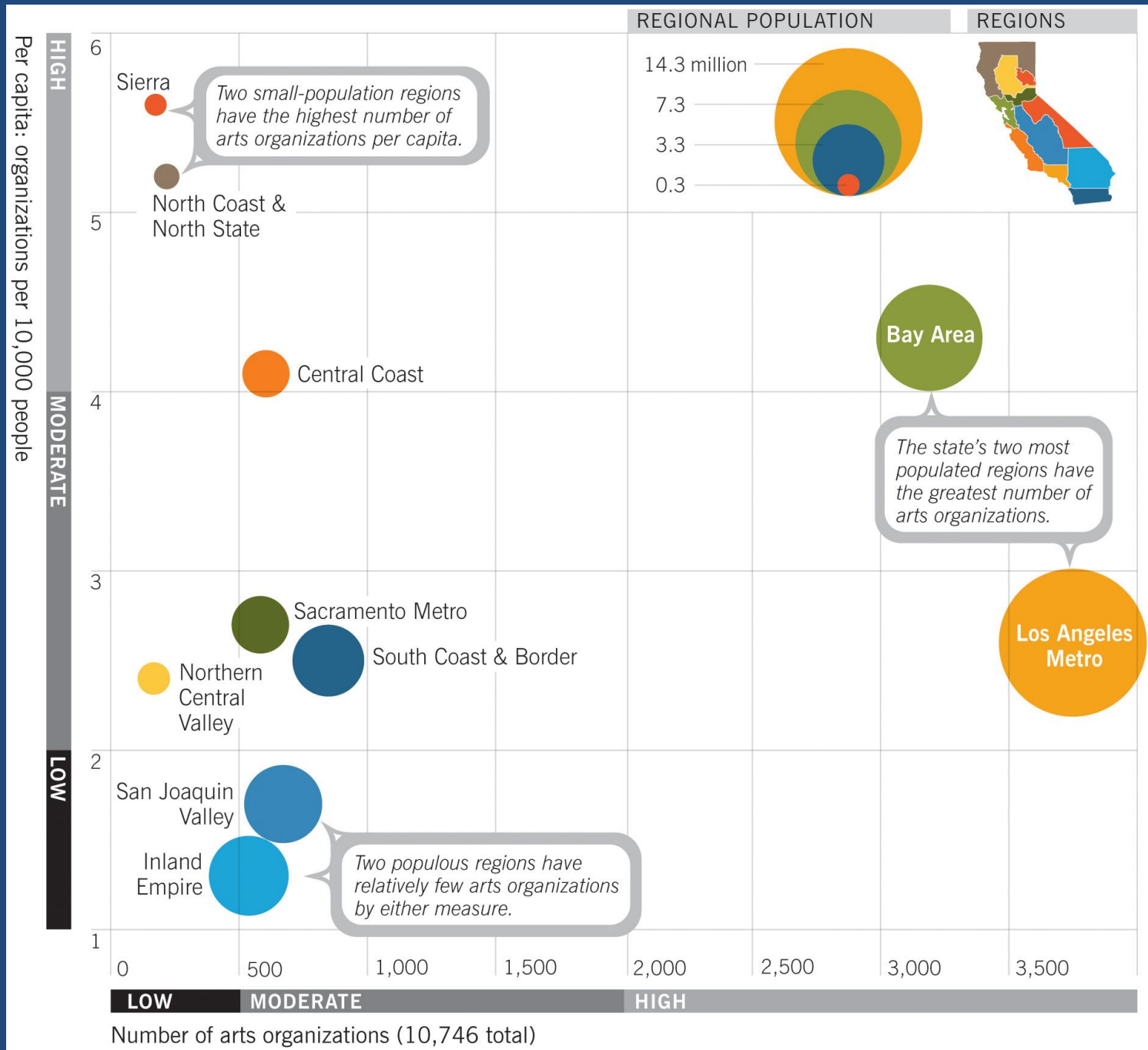
	Los Angeles	San Francisco Oakland	San Jose	Santa Rosa Vallejo
All Artists	76090	24688	4677	3556
Employed (%)				
Self-employed	40	44	36	64
Private employer	54	43	52	25
Nonprofit, public	6	13	12	11

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Source: Ann Markusen, Sam Gilmore, Amanda Johnson, Titus Levi, and Andrea Martinez. *Crossover: How Artists Build Careers across Commercial, Nonprofit and Community Work*. Minneapolis, MN: Project on Regional and Industrial Economics, University of Minnesota, 2006. [annmarkusen.com; http://www.hhh.umn.edu/centers/prie/projects.html](http://www.hhh.umn.edu/centers/prie/projects.html),



# Arts Organizations, totals and per capita, California Regions, 2008





Rocco Landesman,  
Photo © Chicago Tribune

Rocko Landesman  
Broadway  
Producer

Chair,  
National  
Endowment for  
the Arts

2009-2013

Joan Shigekawa  
Arts Program Director  
Rockefeller Foundation

NEA Vice-Chair, 2009-2013;  
Acting Chair, 2009-2014



# Creative placemaking defined as:

partners from public, private, nonprofit, and community sectors

strategically shape

the physical and social character of a neighborhood, town, reservation, city, or region

with arts and cultural activity at its core



# Creative Placemaking Ingredients

- Tailors strategy to distinctive features of place
- Mobilizes public will
- Garner support of local arts and cultural leaders
- Attracts private sector buy-in
- Builds partnerships across sectors, missions, and levels of government



Portland, Oregon

TriMet's Interstate MAX Public Art Program

problem/missions:

generate light rail patronage during early  
years

overcome mistrust fueled by past public works

Initiator: Tri-Met staff member

proposal: encourage use by designing light rail stations to celebrate neighborhoods' distinctive cultures find artists who will consult with each community about what they would like the station to convey

partners: TriMet (Interstate), US Department of Transportation, Portland artists, community groups





*Second Growth by Wayne Chabre*

Photo credit:  
John Hughel , Tri-Met,  
2004

## San Jose California

Distinctiveness mission: Teaming Artists with Engineers and Scientists for Innovation

### Creative Entrepreneur Project, 2008-9

Initiator: City Chief Strategist

Advisory Board: cross-agency Department heads and diverse community arts leaders

### Zero 1 Biennial: marrying arts with technology, 2006-2012

Initiator: Andy Cunningham, SV entrepreneur

Initial City of San Jose seed money

Private sector: sponsorship

Non-profits: offer (and showcase) their venues



Downtown San Jose, California



*High n' Low Rider* by Rubén Ortiz-Torres  
Photo © Everett Taasevigen



*Baby Love* by Shu Lea Cheang  
Photo © Everett Taasevigen, 2008











2012 Biennial

Expanded from three weeks to four months and used venues all over the Bay Area

Developed a space for marrying art and technology and a program to place artists in strategic planning groups of area high tech firms

## **Funding Sources for Creative Placemaking:**

**National Endowment for the Arts *Our Town*, 2011-present**

**ArtPlace Consortium, 2012-2022**

**SPARCC: Strong Prosperous and  
Resilient Communities Challenge, 2016-**

**State, City, Nonprofit, Private Sector (ongoing)**



**ART WORKS.**  
arts.gov

NEA Our Town Grants:

\$25,000 to \$200,000 for  
projects

“that contribute to the  
livability of communities  
and place the arts at their  
core”

2011-2014:

\$21 million in Our Town projects in all  
50 states and the District of Columbia



- \* 11 major national and regional foundations
- six of the nation's largest banks
- eight federal agencies , including the NEA, HUD, Health and Human Services, Transportation, and Agriculture

Through 2015: \$57 million in projects where artmaking improves community or place

Several foundations, e.g. Kresge, have made this a priority for their own funding



# Strong, Prosperous, and Resilient Communities Challenge

An initiative of Enterprise Community Partners, the Federal Reserve Bank of San Francisco, the Low Income Investment Fund, and the Natural Resources Defense Council

## We all do better when everyone thrives.

Through the **Strong, Prosperous, and Resilient Communities Challenge**, or SPARCC, community members, local practitioners, policymakers and investors are coming together in a powerful new way to provide a platform for all people to shape the places they live.

SPARCC is a three year, \$90 million initiative created to capture the opportunity of new investments in transit, infrastructure, climate resilience, and health so that people of all races and incomes benefit. Through locally driven approaches, SPARCC is challenging our cities and regions to create more just economic, health, and environmental outcomes.







# Place



# Making



# In the Bay Area

And what about  
...Placekeeping?

**Roberto Bedoya**

## **“Spatial Justice: Rasquachification, Race and the City”**

**champions the creative resilience found in communities of color—exemplified by the Chicano practice of Rasquachification—to suggest "placekeeping" as a strategy for advancing racial justice goals**

**Rasquache—“an aesthetic of intensity that confronts our invisibility, our treatment as *less than*”**

Bedoya, Roberto. 2014. “Spatial Justice: Rasquachification, Race and the City.” *Creativetime Reports*,  
<http://creativetimereports.org/2014/09/15/spatial-justice-rasquachification-race-and-the-city/>



# Roberto Bedoya: Placekeeping

not just preserving the facade of the building but also keeping the cultural memories associated with a locale alive

keeping the tenants who have raised their family in an apartment and helping low income homeowners avoid displacement

holding on to the stories told on the streets by the locals

## Policies:

- Nurturing existing local cultures

- Avoiding displacement of local cultural capacity and vulnerable residents

Roberto Bedoya, "Placemaking and the Politics of Belonging and Dis-belonging," *Grantmakers in the Arts Reader*, Vol. 21, No. 1, 2013.

Examples of arts and cultural spaces that anchor low income, immigrant and communities of color and engage in placekeeping

MACLA (San Jose)

El Centro Cultural (Santa Ana)

Ache Cultural Arts Center (New Orleans)

Intermedia Arts, Juxtaposition, and All My Relations Gallery  
(Minneapolis)

Jane Jacob's "distinctive neighborhoods with porous borders" (1950s!)

# Community and Regional Tools for Placekeeping

Rent control

Community benefits agreements

Community land trusts

Nonprofit ownership and management (e.g. ArtSpace and ArtScape)

Community organizing vis-à-vis local and regional governments

e.g. Austin TX efforts to house low income people displaced by light rail

Priority development and retention areas (e.g. New York City aid to small manufacturers)

Blumgart, J. "In Defense of Rent Control." *Pacific Standard*, April 1, 2015.

<http://www.bizjournals.com/sanfrancisco/news/2016/11/09/bay-area-rent-control-measure-roundup-opponents.html>

Ann Markusen and Roberto Bedoya, "Political Economy, Displacement, Race, and Placekeeping: A Reframing of the Gentrification Debate." Paper presented to the annual American Association of Geographers meetings, April 1, 2016.



4TH ANNUAL SUMMER BBQ  
BY 4TH STATE METALS.

COME BY BETWEEN 12 - 8 PM  
SATURDAY, JUNE 21ST 2008  
80 AINLSIE STREET  
BROOKLYN NY

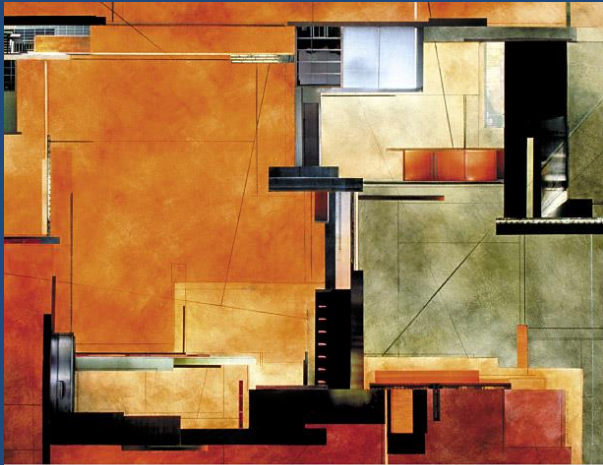
BEER, MASSIVE AMOUNTS OF  
FINE MEATS AND MUSHROOMS  
PROVIDED BY DARTAGNAN

GREASY MEN AND MOTORCYCLES



Leo Villareal's Bucky Ball, Madison Square, NYC 2014

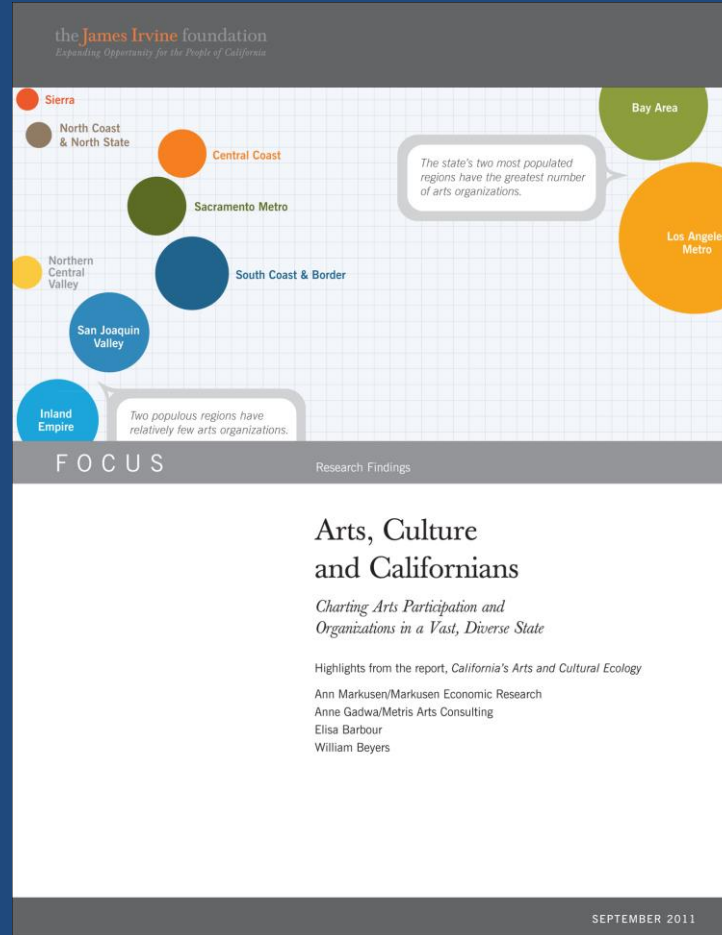




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# Turning Challenges into Opportunities

Essential Tips to Evolve  
Partnerships and  
Community Resilience

Ray Bonilla  
IT Resiliency Management  
Kaiser Permanente



January 30, 2017

# What we do

## Prevention

We are leaders in preventative medicine

## Excellent Care

We set the standard for excellent care

## Top Doctors

We have the best and brightest physicians

## Compassion

We nurture and heal the whole person – mind, body and spirit

## Innovation

Innovation is in our DNA



**10.8 M** members



**19 K** doctors



**38** hospitals



**78 M** refilled prescriptions



**240 K** employees



**162 M** doctor's office visits



**100 K** babies delivered



**138 K** inpatient surgeries

# What we believe

We believe that “prevention” is preferable to “cure.” Our work is driven by a conviction that good health is a basic human right and, as such, keeping people healthy is a best practice.



# Regional challenges



We have regional challenges affecting our:

- Community
- Environment
- Infrastructure
- Politics

The challenge in front of us:  
How do we collaborate across cities for healthy, sustainable, and equitable outcomes?

# How do we tackle these challenges?

## **PARTNERSHIPS!**

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As a united front, we are stronger  
when we stand together, and  
**TOGETHER** we can create a  
culture of resiliency across the  
Bay Area!



# What is Resiliency?

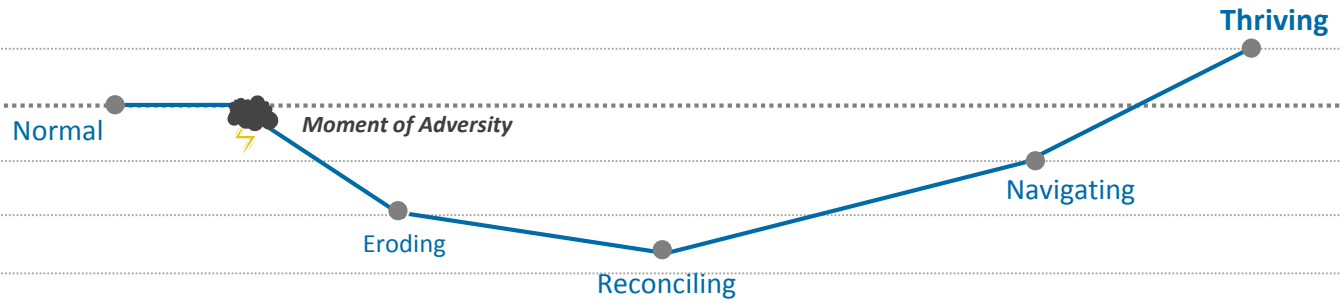


It's an ability to bounce back, to endure and continue on.

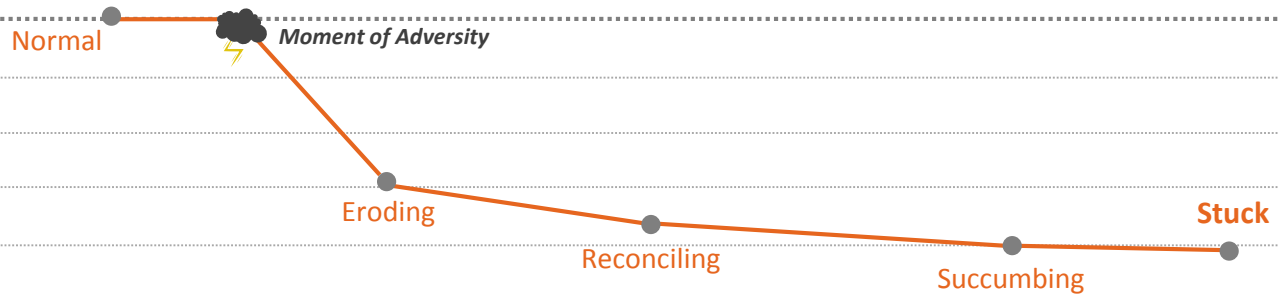
An ability to recover quickly from disruptive change, or misfortune without being overwhelmed.

# Dealing with adversity

## Adversity in *Resilient* Cultures



## Adversity in *Less Resilient* Cultures



# Resiliency is fostered through partnerships seeded in:



## Purpose

We cultivate a joint purpose by nurturing a shared vision



## Positive

We believe strongly that fear is not a motivator. Our work is tailored to make stakeholders feel good and empowered.



## Persistent

It is important to reinforce our purpose again and again to motivate stakeholders and expand our partnerships.



## Passionate

Being passionate is the most important ingredient in our recipe for success. Passion helps make emotional connections with stakeholders.



## CALIFORNIA



#1



**ECONOMY**  
in U.S.

#6



**GDP**  
in world

53



**COMPANIES**  
headquartered  
in CA

\$42.6

billion annually



**AGRICULTURE**  
industry



**LARGEST & BUSIEST**  
ports in U.S.  
(Long Beach &  
Los Angeles)

# San Francisco Bay Area is resource rich

## SAN FRANCISCO BAY AREA



### HIGH-TECH



Largest # of companies & workers in U.S.

### ENERGY



Leaders in sustainable & renewable energy

### INNOVATION



at the epicenter of innovation in America

### TOURISM



a top travel destination of the world



we can build our own satellites



# Partnerships are the cornerstone of healthy and resilient communities



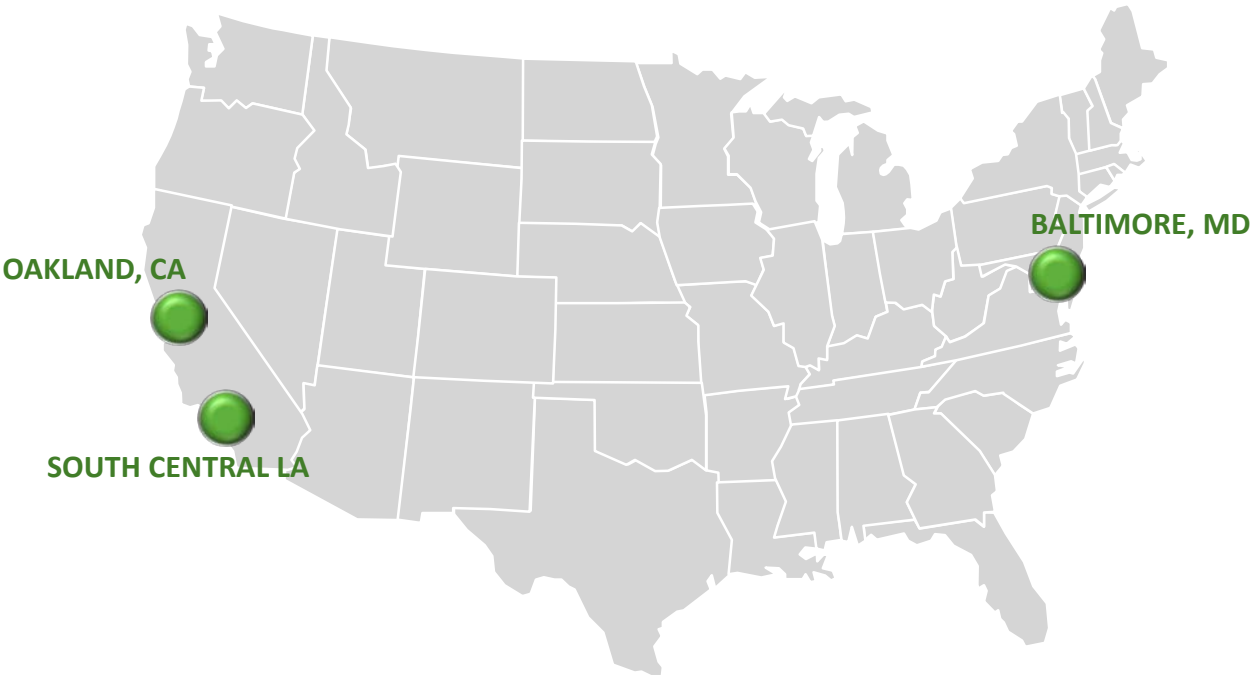
Our investments in community resilience are comprehensive and roots in deep partnerships with our employees and external partners.

# Powerful partnerships in action

We can't improve the health of entire communities without building partnerships and tackling the social issues that stand in the way of all of us achieving good health.



# Fostering total health is the mission of Kaiser Permanente



Kaiser Permanente has made a commitment to make 3 cities in the U.S., among the healthiest cities in the country.

It is important to be resilient as individuals and leaders, but even more so, to build resilient partnerships, cultures, and communities. We are stronger when we stand together – when we face challenges as a united front, we endure.



**“Alone we can do so little; together we can do so much” - Helen Keller**



Thank you!

# NPH



## Standing Together for Affordable Housing

ABAG General Assembly - January 30, 2017

**Amie Fishman, Executive Director  
Non-Profit Housing Association of Northern California (NPH)**





# About NPH

Since 1979, NPH has been the collective voice of those who support, build and finance affordable housing.

NPH activates our members to make the Bay Area and the state of California a place where everyone has an affordable and stable home. We are 750 affordable housing developers, advocates, community leaders and businesses, working to secure resources, promote good policy, educate the public and support affordable homes as the foundation for thriving individuals.



# Housing (Un)Affordability In the Bay Area

# Context

- **Nearly 1 in 5** Bay Area households live in poverty when housing is factored in
- **Half** of California's low-income renters spend over **2/3 of their paychecks** to put a roof over their heads
- Between 2007 and 2014 the Bay Area permitted **less than 1/3** of the affordable homes it needed
- In 2015 there were **28,560** homeless people in all 9 Bay Area counties

# NPH's Response

# Voters Overwhelmingly Support Affordable Housing

Polling data commissioned by NPH in 2016 indicated that:

- **Alameda County:** **85%** of voters supported providing affordable homes for low-income families
- **Santa Clara County:** **92%** of voters agreed that everyone should live in a safe, healthy, affordable home
- **San Mateo County:** Providing affordable homes for seniors and disabled **ranked above** traffic, schools, and public safety

# 2016 Campaigns

## Three Wins = \$2B for Affordable Housing

Alameda County Measure A1	\$580 million bond	73%
Santa Clara County Measure A	\$950 million bond	67.88%
San Mateo County Measure K	½ cent sales tax extension	70%

# 2017 Local Advocacy

Building on the momentum of our ballot measure wins, we are exploring possible campaigns in other counties

# 2017 State Advocacy

Advance a package of affordable housing legislation including:

- SB 2 (Atkins) “Building Homes and Jobs Act” – Establishes a permanent funding source for affordable housing.
- SB 3 (Beall) “Affordable Housing Bond Act of 2018” – Provides \$3 billion through a statewide housing bond.
- AB 71 (Chiu, Ting Mullin) “Bring California Home Act” – Provides an additional \$300 million worth of state LIHTC credits.



# 2017 State Advocacy cont'd

- AB 72 (Santiago, Chiu, Mullin) – Funds the Attorney General to enforce existing state housing laws.
- AB 73 (Chiu, Caballero, Ting, Mullin, Santiago) – Spurs production of high-density transit-oriented housing.
- AB 74 (Chiu, Santiago, Mullin) “Housing for a Healthy California” – Creates program to pay for the cost of housing chronically homeless individuals on Medi-Cal
- Other possible state legislation: banning source of income (Section 8) discrimination, Palmer fix, and more

# 2017 Federal Advocacy

Federal policy and funding advocacy on affordable housing and homeless programs, including:

- Low Income Housing Tax Credits (LIHTC)
- HUD programs (Section 8, HOME, CDBG, public housing, etc.)
- Federal Housing Finance Agency (FHFA) programs

# Regional Opportunities

# 2017 Regional Opportunities

## Advancing Regional Equity:

- Exploring new ways to create regional sources of affordable housing funding including a well-funded **Regional Housing Trust Fund** and supporting housing investment through MTC's **Infrastructure Bank**
- Advocating for housing as a **core** part the mission of a consolidated ABAG-MTC
- New partnerships with public agencies to increase affordable housing production region-wide

# NPH



## THANK YOU

Amie Fishman, Executive Director  
[amiefishman@nonprofithousing.org](mailto:amiefishman@nonprofithousing.org)  
[www.nonprofithousing.org](http://www.nonprofithousing.org)  
(415) 989-8160 x 13





# **Special General Assembly**

## **Shaping the future of ABAG**

What does the Bay Area need from its Council of Governments?

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