



CALIFORNIA ASSOCIATION OF REALTORS®



Meet the Challenge: Forming a Local Housing Opportunity Committee

The contents of this tab will provide you with the tools for creating the vision, mission and activities of your Local Housing Opportunity Committee.

A. *"10 Steps to forming a Committee"*

A step-by-step guide to forming a Housing Opportunity Committee for your local association.

B. *REALTOR® Visioning Workshop*

Based on the program concept developed by the Northern California Housing Coalition, the first step in actively addressing the affordable housing crisis is determining what it is your setting out to accomplish. The REALTOR® Visioning Workshop is a brainstorming model that will help set the goals and guide the activities of your committee.

C. *"Housing Summit in A Box"*

A resource for raising awareness and education, this section provides you with the structure and process for holding your own local housing summit.



Housing Committee In A Box:

Ten Things REALTORS® Can Do To Promote Local Housing Opportunities

For REALTORS® to have an impact on housing opportunities in their community, the first order of business is to have a game plan. The best vehicle for orchestrating change is a Housing Committee. What follows are ten simple steps local Associations can follow to establish a Committee and begin the process of addressing the issue. Some or all of these steps may apply:

- 1. Determine the level of awareness of and interest in housing issues within your membership.** One of your first steps may be to educate your own members on the importance of promoting local housing opportunities. If there is a collective will to tackle the problem, move right into Step #2.
- 2. Establish a Housing Opportunities Committee at your Association.** Once the need to tackle the issue has been identified, set up a committee as a vehicle for willing members to become involved. The size and shape of the committee will reflect the unique characteristics of your Association.
- 3. Draft a mission statement.** Once you have surveyed the environment, a clear and concise mission will help define your objectives and goals. The statement should reflect the needs of the community as well as the REALTOR® vision for solving the problem.
- 4. Develop a Housing Plan.** Without a roadmap, you can't reach your destination. Set and define your goals. Have specific objectives that reflect the needs of the community. Outline your strategies and an action plan. How does the committee propose to meet its goals?
- 5. Assess the community's housing needs.** To develop a successful strategy, determine your community's housing needs. Start by consulting the city's housing element. In it, you will find an accurate description of the housing needs of the community and a roadmap for how the local government intends to address those needs. You can also find information with the U.S. Census and the locality's planning/housing department.
- 6. Identify potential coalition partners.** In the community, REALTORS® will find a number of likely coalition partners. Developers, labor unions, housing activists, and religious and charitable institutions all share the desire to see the community's residents adequately housed. Together, they can make a formidable coalition for positive change.
- 7. Inventory existing programs in your community.** What sorts of programs currently exist to address the issues in your community? These may be sponsored by government and/or non-profit agencies and they may address a range of issues from homebuyer counseling to purchase assistance programs. More importantly, are these programs adequately addressing the needs of the community or are other remedies called for?
- 8. Develop an education program for local officials and the public.** It is important to create interest and support for the policies sponsored by your Association by helping officials understand the local housing market issues. A number of options serve this purpose:





- Sponsor a housing forum or summit.
 - Develop a visual presentation of housing issues.
 - Sponsor a tour of local affordable housing developments.
- 9. Participate in citizen review committees.** The Planning Department and the housing advocates of your locality should have information about the local housing committees in your community, sometimes also called “task forces.” Contact the members and express your interest in actively participating. Short of sitting on one of these committees, attend all events and voice the REALTOR® point of view.
- 10. Tap into any and all available financial resources.** There are a number of financial resources available to support your effort. Establish a charitable foundation, sponsor fundraising events to support local housing opportunity efforts, partnership with other organizations, use your IMPAC funds and request money from C.A.R.’s HAF funds. Funds may be used for a variety of purposes. Your options are limited only by your objectives and goals.



Housing Opportunities Program Visioning Workshop Introduction

On September 10th, 2002, forty-five representatives from local associations in Northern California met to identify housing opportunity problems in their local area. Many different solutions were explored and suggested. The group was focused on what local associations can do to work towards balanced housing in their communities.

The information in this section is a reflection of all the hard work done by that group of REALTORS®. It is our hope that every local association will use this information to initiate a Housing Opportunities Committee at their association. Every community is unique. Some of the problems and solutions will apply to many communities. Some may not.

Please feel free to tailor this information to your particular association. We see this as a “living document,” something that changes and evolves according to the situation. Any programs that you have or experiences that you would like to share, are always welcome. We will incorporate information as we receive it and updated information will be sent to you periodically.

The Visioning Workshop group meets quarterly to set goals and discuss local association success stories and issues. The www.forhousing.com web site is becoming an active source of information for real estate professionals and consumers alike. By January, 2004, the site will also be available in Spanish. The Coalition also sponsored the 2003 Housing Summit. We have representatives on a number of Housing Committees at the state and national level. Many of our local associations have Housing Committees and have sponsored Housing Fairs, Housing Tours, and other projects for their members.



**Housing Opportunities Vision
Workshop for Local Associations**

Focus Group Worksheet

Each member of each focus group will receive a copy of this worksheet to assist the group in developing their plan and suggestions. Please use this as a guideline and feel free to expand on any areas with additional questions or comments.

Group: _____

1. Identify the issue/problem:

2. Solution Idea:

3. How could this be done? Describe the process.

4. Should this be done locally or
 regionally?

5. What other resources will be necessary?

6. What criteria can be used to assess the success of this solution?

7. Is this already being done? Yes—by (name of individual) _____
 No

8. Where can we get the information? _____

9. Do we need more research on this? _____

10. Is there a cost involved? If so, approximately how much?

Questions for Each Association to Answer

Take this form to your local association. When complete, please fax back to Nancy Rogers, 925-730-0244. All answers will be incorporated into the guide book for sharing with other associations.

Association _____

Telephone: (____) _____ E-mail _____

Contact person _____

11. How will this project be funded? _____

12. Timeline for starting and completion. _____

13. Who will oversee this project? _____

14. Are there resources available? _____

15. Will you include other local associations in the project? If so, which one(s)? _____



Housing Opportunities Program

Visioning Workshop Facilitator's Information Sheet

Thank you for agreeing to facilitate a group at the Housing Opportunities Visioning Workshop. We hope that the guidelines and tips will help.

Basic Steps for the Focus Groups

You will have 1½ hours for this process. You should have at least 3 issues/problems completed.

- Select one person to be the recorder and one who will present your information to the whole group in the afternoon.
- Each group has 2 prepared issues/problems to help get things going. Review the prepared issues/problems. Ask the group for other issues/problems. You can choose to use either the prepared issues/problems or your own.
- Prioritize the issues/problems by asking the group, "If we could only focus on one of these, which would be our first choice (second choice....)?"
- Plan to spend about 25 minutes on each issue/problem.
- Take the first problem and brainstorm possible solutions or actions.
- Prioritize the solutions.
- Ask if the solution is practical and achievable. If not, cross it off.
- For each solution, answer the questions on the worksheet.
- Repeat this process for each problem and the possible solutions.
- Try to have at least 3 solutions for each problem.
- Our timers will let you know when you should move on to another problem. The goal is to work through the process for a minimum of 3 problems.
- Plan to use your flip-chart papers during your presentation.
- After your presentation in the afternoon, turn in your flipchart sheets and worksheets to Nancy.
- All input will be compiled into a Guidebook for the local associations.
- If you have any questions, Toni and Nancy will be "floaters."

Tips

- Have each person introduce themselves and their association.
- Try to avoid one person from monopolizing by asking others for their ideas.
- Write down any questions that will need more research to answer.
- There are no right or wrong answers. Different solutions will work for different Associations.





Housing Opportunities Program Visioning Workshop

Focus Group Summary

Education: REALTOR® and the Community

Focus Group Facilitators:

Julie Ziemelis (Santa Clara County Association, Communications Director) and
Byron Bogaard (Central Valley Association, Communications Director)

Participants:

Ed Gookin (Central Valley Association)
Sherry Rebstock (Bay East Association)
Joanna Letizia (Alameda Association)
Colleen Porter (Oakland Association)
Karen Martin (Delta Association)
Louisa Reeser (West Contra Costa)

Identify the problem/issue:

What's in it for them? REALTORS® need to know why they should be aware of the problem.

Solution Ideas:

- Articles in the newsletters (member outreach)
- Create a committee, work group, or task force at the Association
- Education via a bullet point information sheet

How could this be done?

- Develop a localized multi-tiered approach combining member orientation education as well as educational classes.
- Develop a key contact at larger offices to get the information to the members.
- Take a bullet point information sheet to marketing meetings, BOD meetings for distribution.

Should this be done locally or regionally?

Locally.

What other resources will be necessary?

- Information is needed to develop the marketing pieces
(housing statistics, median income for the area, affordability index...)
- Get staff or Association leadership to develop articles and marketing materials.

What criteria can be used to assess the success of this solution?

- Hits on the website.



- Do a before and after survey of the membership to evaluate the perceptions and knowledge of the issue.
- Seeing the involvement of members on committees at the local and state level.

Is this already being done?

No.

Where can we get the information?

Some is available in the binders provided at the Bay East Association of REALTORS® Housing Affordability Summit.

Do we need more research on this?

Yes.

Is there a cost involved? If so, approximately how much?

- Time needed to develop marketing pieces.
- Cost of printing marketing pieces.
- Time for distribution.





Housing Opportunities Program Summary of Visioning Workshop

October 3, 2002

To: Attendees and local associations in Northern California

RE: Visioning Workshop Update

Hello Everyone:

Thanks to those of you who came to the first Visioning Workshop on September 10th. There were about 45 in attendance. The work that was done will be ready for distribution soon. We have sent drafts of the worksheets to each facilitator for corrections or additions. Once we get them back, we will compile the information and send out the booklets.

As a recap, we formed 3 sub-committees to work on specific topics. The Finance Sub-Committee (Dave Konesky, Jeannette Way, and Deborah Kravitz) will be preparing a recommendation for the Real Estate Finance Committee of CAR. Dave will be chairing this group. The Attitude/Education Sub-Committee (Vicky Campbell, Nancy Rogers, Terry Murphy, and Colleen Porter) will be working on gathering information for distribution to our members to put a positive "spin" on the topic. The Database Sub-committee (Tricia Thomas, Sherry (Blue Water Technology), Contra Costa, Santa Clara County, Central Valley, Alameda, Oakland, Santa Cruz, Lodi, and Delta) will develop a web site that will be a housing opportunities database and clearinghouse for information for northern California. As you can see, we don't have the names of representatives from each of these associations to the sub-committee. Please let us know who from your association will participate so that we can contact them regarding meetings/conference calls.

Sherry and Cesar from Blue Water have taken the basic information and are designing a prototype for the web site. There will be a telephone conference call for the sub-committee on Tuesday, November 5th to review the web site and make recommendations.

The next Visioning Workshop meeting is scheduled for Thursday, December 5th from 10-2

at 7901 Stoneridge Dr., Pleasanton, in the Classroom on the first floor (same room as the September 10th meeting). At that time we will have a presentation on the web site; update from NAR's Housing Opportunities Program; update from all sub-committees and planning for the 2003 Housing Summit.

The Housing Summit for 2003 has been tentatively scheduled for Wednesday, April 23rd.

Central Valley, Santa Clara County, Sacramento, and Bay East have all committed to be involved in the planning of the summit. If your association would like to participate, please let us know.

Thanks again for all of your support. Together we can make a difference.



Sample Mission Statements

Bay East Housing Opportunities Council

Mission Statement

To educate community members, real estate professionals, and families on housing opportunities.

In addition, to promote and develop programs which will facilitate a positive focus to the concept of housing opportunities for all communities. And to preserve private property rights in the development of policy.

CVAR'S Housing Opportunity Committee

Mission Statement

The Citrus Valley Association of REALTORS® is dedicated to promoting and supporting the business interests of our members by providing housing opportunities, information, services and support to ensure their continued success.

Santa Clara Association of REALTORS® SCCAOR Foundation

Mission Statement

The Santa Clara County REALTORS® Foundation's Mission is to bring organized real estate together with our communities by investing in our neighborhoods with compassion, foresight and action.

San Diego Association of REALTORS® EAHP

Mission Statement

The San Diego Association of REALTORS® is dedicated to promoting and protecting the business interests of our REALTORS® members by offering extensive benefits in the areas of professional development, products and services and support to ensure their continued success.





Housing Summits

Making people aware of the housing crisis is the key to doing something about it. The more people know about the problem, the more likely they are to help. Sponsoring a Housing Summit in your community is an excellent way to bring together the various local groups that are interested in getting involved. It's the perfect opportunity for local community members and members of your association to become more educated about the issue and to understand the various perspectives.

Although summits can take a great deal of planning and need financial support to be successful, assistance is available through a variety of sources, including your affiliate membership. Many private companies are glad to provide financial sponsorship as well. There are also funding opportunities through local IMPAC funds (for California Associations) and the California Association of REALTORS® Housing Affordability Fund.

Partnering with other concerned community groups (Chambers of Commerce, Business Councils, League of Cities, Non-profit Housing Advocates) can also help ease the planning and financial burden as well as expand the audience base.

In this section, you will find samples of the two Housing Summits sponsored. Each had a different format. Each had a different mission statement and purpose. Both were very successful and well attended (200-400 attendees). Contact your local association for more information on sponsoring a Housing Summit.



Housing Affordability Summit—2002

Schedule of Events

Wednesday, June 19, 2002

- 8:30–9:00 Registration, continental breakfast. Jewitt Room
- 9:00–9:15 Greeting and statement of the purpose of the summit
- 9:15–11:30 Bus tour of housing developments
- 11:45 Lunch is served. Jewitt Room
- 12:00–1:00 Presentations On the Power of One
One National Association, One State Association, One Local Association by:
Martin Edwards, President, National Association of REALTORS®
Jim Hamilton, Treasurer, California Association of REALTORS®
Donna Smith, President, Bay East Association of REALTORS®
- 1:00–1:15 Questions and comments
- 1:15–1:30 Adjourn to meeting room. Calvin Simmons Ballroom
- 1:30–1:45 **Leslie Appleton-Young**
Vice President and Chief Economist, California Association of REALTORS®
- 1:45–3:00 Panel Presentations by:
Martin Edwards
President, National Association of REALTORS® Memphis, TN
Bob Reid
Executive Director, National Housing Conference and Center for Housing Policy;
Washington DC
Clark Wallace
Director, CHFA; Director, Bridge Housing; Past Commissioner, California
Department of Real Estate; Past President, National Association of REALTORS®,
California Association of REALTORS®; Orinda, CA
Michael Pattinson
President, California Building Industry Association; Carlsbad, CA
Doug Shoemaker
Program and Policy Director, Non-Profit Housing Association; San Francisco, CA
Matthew Franklin
Sr. Vice President, Emerging Markets, Wells Fargo Home Mortgage, San
Francisco, CA
- 3:00–4:30 Open Forum Discussion
- 5:00–8:00 **Reception with NAR, CAR and Bay Area Association Leadership aboard the
Hornblower Yacht**





Northern California Housing Opportunities Coalition Housing Summit—2003 A Prescription for Change

Wednesday, May 7th, Pleasanton Hilton

At our Housing Summit, 2002, we brought a heightened awareness to the lack of affordable/attainable housing by humanizing the issue. This year, we are expanding our focus. We are joined in our efforts by the League of California Cities and Wells Fargo Home Mortgage Emerging Markets.

Mission: To promote housing opportunities and choices for all levels of affordability.

To assist in providing attainable housing for the work force in our communities through advocating for assistance programs, development of more multi-level housing, education of the positive outcome of providing a balance of housing choices in a community and improving communications between all stakeholders.

Purpose: To bring together all stakeholders, both private and public, who play a role in the development and placement of citizens into affordable, safe, well designed housing. Discussion will focus on the connection of each stakeholder and ways to work together for positive change. The Summit will:

1. Identify the areas of challenge that are common to all regions when addressing the issue of housing and how to collectively and effectively address those issues;
2. Acknowledge the efforts of public and private entities and how to expand their success throughout the state; and
3. Establish a call to action to create a positive epidemic of community awareness and support for the development of attainable housing.

Process: There will be a general assembly at the beginning of the summit to discuss what has been accomplished and what still needs to be done since last year's summit. An update on the issue will be provided from the national, state and regional perspective. We will then divide into smaller groups for panel presentations and facilitated discussions on specific topics relating to housing. The "Point/Counter Point" sessions will explore various solutions to the problem of developing more attainable housing and work towards consensus on a strategic plan to resolve the issue.

Those Affected: The final session will return the group to a general assembly.

Presentations from representatives of groups most affected by the lack of attainable housing—our children, community workforce, elderly and others will join us. A spokesperson for each of the small groups will have an opportunity to share their call to action and ideas for change.



**Northern California Housing Opportunities Coalition
In Conjunction with the League of California Cities
Housing Summit—2003
A Prescription for Change**

Wednesday, May 7th, Hilton Pleasanton

Detailed Schedule for the Day

All Morning Helpers: *Should plan to arrive by 7:45 a.m.*

Parking Helpers: *There should be one person in the front to direct cars to the back lot. Another along the side, and one by the back gate to show them how to enter the hotel from the back area (Total of 3 people).*

Registration Helpers: *Registration will be divided into 4 groups. There will be the A–F, G–N, O–Z, Speakers, Press and Not Registered. Each attendee will receive a packet, a notebook, a lanyard and their badge. For any problems, send them to the end of the table to the Not Registered section. Tell them to help themselves to coffee and bagels and that the general assembly will be held in the Main Ballroom, directly behind the registration desk. For the speakers, please check their names off the list as they register. We will try to have someone close by (Nancy, Toni, Tricia, Rebecca), to take them from there. If someone is not registered, go ahead and have them fill out the form. Make a badge for them and give them their packet and notebook. If someone says there are from the press, ask if they pre-registered. If they say yes and you don't have their badge, check at the regular registration. Ask if they need a press packet. Tell them that the staff contact for the press is Byron Boogard. Julie Z will be AV Coordinator.*

- 8:30 a.m. Registration and Continental Breakfast
- 9:30 a.m. Welcome and Introductions—Bill Aboumrad, 2003 President, Bay East Association of REALTORS®
- 9:40 a.m. Toby Bradley, CAR 2003 President—**Leading The Way...Home**
- 10:00 a.m. Brad Inman, CEO, Inman News and HomeGains, **How Can Technology Facilitate Housing Opportunities?**
- 10:20 a.m. Sherry Rebstock, Cesar DeSouza, Blue Water Solutions, **ForHousing.com Demonstration**
- 10:40 a.m. **The California Economic Update**
- 11:00 a.m. Cathy Whatley, NAR 2003 President—**The National Approach to Housing**
- 11:20 a.m. About the Rest of the Day **(At this point, anyone who is helping in a breakout room, facilitators, panelists should go get their boxed lunch and go to their assigned room. This will give them a chance to eat and settle in prior to the group arriving.)**
1. It's Not Just NIMBYs—Why Cities Aren't Building Housing and What Needs to Be Done About It **(Triple Crown Room)**
 2. Leading the Way Home...The REALTORS® Role in addressing the Issue from Education to





Getting the Workforce into Homes (**Bronze Room**)

3. The Power of the Media—Forming Public Opinion on Housing (**Masters Room**)
4. Beating the Odds—Who is Getting Assistance and The Changing Role of Local Government and Private Corporations (**Wimbledon Room**)
5. Transportation and Housing—A Match Made in Heaven or the War of the Roses?
(**Stadium Room**)
6. Show Us the Money—The Critical Role of Lenders—From Fannie Mae to Private Lenders—What is Working and What is Not (**Gold Room**)

Break Out Group Helpers: Facilitators: Bill Aboumrad, Donna Smith, Maxine Jennings, Gillian Murphy, Valena Williams, and Terry Murphy.

(Please see separate instruction sheet).

Recorders: Pamela Johnson, Deborah Kravitz, Mike Godfrey, Darlyne Houk, Victor Jin, Georgia Richardson.

Your job is to record on flip charts the main points/notes. If you have any questions about what to write down, ask the facilitator. You don't have to get too specific. Just the main points out of the group discussion. The group should attempt to identify the main roadblocks, successes and ideas of what can be done. After the group ends, take the sheets that you have written and roll them up, mark them for which group and turn them in to Nancy or Toni.

Monitors: Randi DeHollander, Feleciai Favroth, Hadi Monsef, Janet Houde, Cindy Stanley, Louisa Reesor.

Your job is to assist the facilitator and panelists with anything they might need. If necessary you can help with organizing those that wish to speak during the discussion time. If an errand needs to be run, that would be your job. Pick up any extra handouts or other materials that should be kept and take them to the back of the Main Ballroom to be boxed up.

Lap Tops: Maria Cortez, Sherry Rebstock, Cesar DeSouza, Judy Wegener, Allyson Nutt, Colleen Porter.

Your job will be at the end of the session. You will prepare a disk for use at the afternoon general assembly that will have the main points that the group will share with everyone. This should be in a PowerPoint program and the disk marked on the outside. When your group ends, take your disk to Julie who will be with the AV people at the back of the Main Ballroom.

- | | |
|------------|---|
| 11:30 a.m. | Break Out Groups/Working Lunch |
| 2:05 p.m. | Wrap Up in Groups/Call to Action |
| 2:30 p.m. | Reconvene General Assembly for Group Summaries and Discussion—Bill Aboumrad |
| 4:00 p.m. | Presentation of Awards—"What A Home Means To Me" Children's Essay Contest—Cathy Whatley |

Garden Reception Sponsored by Wells Fargo Home Mortgage immediately following

Corporate Sponsorship for this event is provided by Wells Fargo Home Mortgage



About the Panelists:

Show Us the Money: The Critical Role of Lenders From Fannie Mae to Private Lenders—What is Working and What Is Not

Sheila Burks joined Fannie Mae's Bay Area Partnership Office as the Senior Deputy Director in September of 2001. She had previously worked for 11 years as a Community Lender Team Leader for Citibank.

Darrell Walker joined Norwest Mortgage, Inc. in 1995 as a branch manager of Norwest Financial (now Wells Fargo). In 1999 Darrell relocated to San Francisco, CA where he held the position of Market Analyst & Assistant Vice President in Wholesale Marketing. In 2002 Darrell joined Wells Fargo Home Mortgage as the Regional Emerging Markets Manager, and is currently committed to making the dream of homeownership a reality for people in the Bay Area.

George Duarte is the President, Broker, and Owner of Wentworth Enterprises, parent company to Horizon Financial Associates. George has served in many capacities with the California Association of Mortgage Brokers (CAMB). He has been a member of their Board of Directors, Chairman of the State Legislative Committee and a Past President of the East Bay Chapter of the Association. George holds an MBA from Golden Gate University in San Francisco and a BA from Boston University.

Sam Thompson has been the Home Ownership Coordinator for the city of Hayward since 2001. Prior to working for the city, Sam had over twenty years of lending experience in the private sector. Sam offers excellent monthly meetings for real estate professionals to educate them on assistance programs. He has an extensive outreach program and stays involved in many community groups.

Steven Sachs is the Director of Community Planning and Development for Housing and Urban Development (HUD).

It's Not Just NIMBYs—Why Cities Aren't Building Housing and What Needs To Be Done

Chris McKenzie was appointed in 1999 as only the sixth Executive Director of the over 100 year old League of California Cities. He previously served as Executive Director and Lobbyist with the League of Kansas Municipalities and various positions in local and state government. He holds advanced degrees in both Urban Planning and Law from the University of Kansas.

Linda Mandolini has served Eden Housing in several capacities, first as a Project Developer, next as the Director of Development and most recently as Executive Director. Prior to her position at Eden Housing, Ms. Mandolini was the Transportation and Land Use Director at the Silicon Valley Manufacturing Group. She also served as the Director of Development for the Codman Square Neighborhood Development Corporation, Manager of the Real Estate Portfolio for the Massachusetts Community Development Finance Corporation and worked as a lender and developer of affordable housing in the Boston area.

Paul Lewis is a research fellow and director of the Governance and Public Finance Program at the Public Policy Institute of California (PPIC). PPIC, based in San Francisco, is a private operating foundation dedicated to improving public policy in California through independent, objective,





nonpartisan research. Lewis is the author or coauthor of a number of publications on local government and urban growth, including recent PPIC reports on "Cities Under Pressure: Local Growth Controls and Residential Development Policy," and "California's Housing Element Law: The Issue of Local Noncompliance." He holds a Ph.D. from Princeton University and formerly taught political science at the university level.

Linda Wheaton is the Assistant Deputy Director of the Housing Policy Division of the State Department of Housing and Community Development (HCD). The Division administers a host of planning functions and programs, including certification of general plan housing elements and the regional housing needs process, preparation of State plans and reporting for non-entitlement federal block grants, reporting on redevelopment housing funds, and the Jobs-Housing Balance, Downtown Rebound Planning grants, and the Inter-regional Partnership program. Linda has over 20 years of work and volunteer experience in the local government, nonprofit, and foundation sectors. Linda has worked as a local government planner, a director and assistant director of two non-profit development corporations, and has served on the boards of directors of nonprofit community development organizations. She is a member of the American Institute of Certified Planners and has a Master's degree in Urban and Regional Planning from the University of California, Berkeley.

Leading the Way Home...The REALTOR®'s Role in Addressing the Issue from Education to Getting the Workforce Into Homes

Jim Hamilton is the 2003 treasurer of the California Association of REALTORS® (C.A.R.). Jim Hamilton manages RE/MAX Execs in Redondo Beach and has been recognized as Manager of the Year for RE/MAX of California & Hawaii. He is a past president of the South Bay Association of REALTORS® and has served on numerous C.A.R. committees, including Legislative, Strategic Planning and Finance and Real Estate Finance as well as the E-Commerce Task Force. At NAR, Hamilton has served on several committees, including the Business Issues, Conventional Finance and Commercial Finance committees.

Mike Donohoe is the 2003 President of the Santa Clara County Association of REALTORS®. Mike is the Broker/Owner of Silver Creek Financial. He received his Bachelor of Science degree in Economics from Santa Clara University. He also completed MBA at Santa Clara University.

John Seymour is the Chief Executive Officer of the Southern California Housing Development Corporation. He also serves as the Chairman of the Housing Affordability Fund for the California Association of REALTORS®. Prior to his position as CEO, Mr. Seymour served two years as the Executive Director of the California Housing Finance Agency (CHFA). He has served in many positions in government including United States Senator, California State Senator, Mayor of Anaheim and was on the Anaheim Planning Commission and City Council. He graduated from UCLA and is a veteran of the U.S. Marine Corps.

Roccie Hill is the Executive Director of the Housing Trust of Santa Clara County. She previously held the position of Executive Director of the Environmental Coalition, Earth Share of California. Roccie serves as the elected Chair of the California Association of Nonprofits Policy Council, focusing on public policy and the way in which it affects the broader nonprofit sector. She is a graduate of UCLA with a BA in Philosophy and holds a Master of Arts degree in English from San Francisco State University.



The Power of the Media—Forming Public Opinion on Housing

Broderick Perkins is the Executive Editor of DeadlineNews.com, a real estate and consumer news and editorial content and consulting service for online and print publications. Prior to launching DeadlineNews.com, Perkins was the real estate writer for the San Jose Mercury News. His stories have appeared in numerous online news services. He has won numerous awards for his work on housing and coverage of the Loma Prieta Earthquake. Perkins studied Journalism at Robert Maynard's Institute of Journalism Education at the University of California, Berkeley and studied English Literature and Journalism at the University of Delaware.

Mark Giberson is the Media Relations Manager for the California Association of REALTORS®, one of the largest state trade organizations in the United States, with more than 115,000 members dedicated to the advancement of professionalism in real estate. At C.A.R., he is responsible for coordinating the association's public relations activities, contributing/editing content on C.A.R.'s Web site, publishing C.A.R.'s weekly e-newsletter and providing communications and media relations support for the organization and its five for-profit subsidiaries. Prior to C.A.R., Giberson was a business reporter for the Pasadena Star-News, San Gabriel Valley Tribune and Whittier Daily News, where he won several journalism awards, including the California Newspaper Publishers Association Award for business/financial reporting.

Larry Rosenthal serves as Executive Director of the Berkeley Program on Housing and Urban Policy, and Lecturer at the Goldman School of Public Policy, at UC Berkeley. He is coauthor, with David Kirp and John Dwyer, of *Our Town: Race, Housing and the Soul of Suburbia* (Rutgers University Press, 1995), an award-winning social, legal and policy narrative of the historic Mt. Laurel housing rights cases in New Jersey. Originally trained as an attorney, Rosenthal served as law clerk to the late Justice Marcus M. Kaufman at the Supreme Court of California and was a governor's appointee to California's Dispute Resolution Advisory Council. His current research focuses on land use, the construction industry, housing segregation and housing subsidy policies. Rosenthal holds doctoral and Masters degrees in public policy from UC Berkeley, a law degree from the University of Wisconsin-Madison and an A.B. from Oberlin College.

Drew Voros has served as business editor for ANG Newspapers, publisher of the Oakland Tribune, The Daily Review in Hayward, The Argus in Fremont and the Tri-Valley Herald in Pleasanton. Before coming to ANG, Drew served as editor for the Manteca Bulletin and before that he was editor of The Signal in Santa Clarita in north L.A. County. He also worked as a financial reporter for Daily Variety in 1980s, covering public entertainment companies.

Beating the Odds—Who Is Getting Assistance and the Changing Role of Local Government and Private Corporations

Rod Wood is the President of the City Managers Division for the League of California Cities. He has over 32 years of local government experience and has served with the cities of Novato, Indian Wells, and Escondido. He has held the positions of Human Resource Officer, City Planner, Assistant City Manager, Public Works Director, City Clerk, Treasurer, Public Safety Officer (combined Fire and Police chief) and City Manager. His most current involvement in affordable housing is the conversion of the former Hamilton Military Base in which 47% of the dwellings will be affordable housing including moderate, low, very low and homeless.





Eugene Leong is the Executive Director of the Association of Bay Area Governments (ABAG), which includes nine counties in the San Francisco Bay Area. He oversees its regional planning studies, and its information and service programs for local governments. ABAG's planning programs include land use, housing, economic development, growth management, environmental and natural resources planning. Since the early 80s, he has also been instrumental in establishing ABAG's major service programs. Prior to joining ABAG, Dr. Leong worked for several planning and engineering firms. He has been with ABAG for more than 27 years. He is a graduate of the University of Michigan and UCLA, where he received his doctorate in Environmental Studies and Engineering in 1974.

Bill Ward has served as a member of the Hayward City Council since 1984. He is the owner of Ward & Associates, Urban Planners and Environmental Consultants, and the owner of Howard Burton Realty Group LLC, a Hayward based firm specializing in urban infill projects and brownfield sites. He is a Commissioner of the Alameda County Housing Authority and the Bay Area Regional Airport Planning Committee. He also served as the Executive Director of a Local Economic Development Corporation and was the Project Manager for the San Francisco Mayor's Office of Community Development. He holds an MCP in City and Regional Planning from the University of California, Berkeley and a BA in Architecture from Howard University in Washington, D.C.

Carl Guardino is President and CEO of the Silicon Valley Manufacturing Group. Founded in 1978 by David Packard of Hewlett-Packard, the Manufacturing Group (SVMG) is a public policy trade association that represents 180 of Silicon Valley's most respected private sector employers. Prior to this position, Guardino spent five years at Hewlett-Packard, where he served as Vice President. Guardino was recently named as one of the "Ten Most Powerful" people in Silicon Valley by the San Jose Mercury News "power study," which is only conducted every ten years. Guardino also serves on numerous boards and commissions. He is the Chair of City Year San Jose Silicon Valley, the Measure A & B Citizens Watchdog Committee and the Housing Authority of Santa Clara County. In addition, he serves on the Boards for Technology Network, the San Jose Metropolitan YMCA, Bridge Housing, and the Housing Trust of Santa Clara County.

Transportation and Housing— A Match Made in Heaven or the War of the Roses?

Tom O'Malley has been the President of the Tri-Valley Business Council since 1997. Prior to joining the Business Council, Tom was employed at Triad Systems Corporation as Vice President, Administration. Tom serves on the BART I-580 Corridor Policy Advisory Committee and on the Board of the Livermore Chamber of Commerce. Tom was employed for over 20 years by Ford Aerospace Corporation in Philadelphia and San Francisco.

Janet Stone is the Livable Communities Program Director for Greenbelt Alliance. Prior to joining the staff of Greenbelt Alliance, she spent nine years working with Mid-Peninsula Housing Coalition, an affordable housing developer, including five years as project manager. As Livable Communities Director, her focus is on building coalitions and networks to support smart growth and affordable housing, particularly infill development throughout the Bay Area region. Stone has a bachelor's degree from the University of California Berkeley, a Masters of Public Health Education and a Certificate in Urban Planning from San Jose State University.



Therese McMillan is the Deputy Director of Policy for the Metropolitan Transit Commission. Prior to her current position as deputy director, she was a manager for seven years, most recently as MTC's Manager of Funding and Externals Affairs. Therese has a B.S. degree in Environmental Policy and Planning Analysis from the University of California, Davis (1981) and a joint M.C.P./M.S. in city planning/civil engineering science (1984) from U.C. Berkeley. She was the President of the San Francisco Bay Area Chapter of the Women's Transportation Seminar (WTS) in 1989 and 1990. She is currently a member of the Transportation Research Board's Committee on Metropolitan Policy, Planning and Processes. She has served on many statewide task forces and working groups addressing various transportation planning and funding issues. For FY 1998-99, Therese served as chair of the statewide Regional Transportation Planning Agencies group, a coalition of transportation agencies that advises the California Transportation Commission on issues related to state programming and transportation planning.

Mark DeSaulnier is a Supervisor for Contra Costa County. He currently serves as the Chairman. DeSaulnier is a member of the executive boards of the Association of Bay Area Governments' Bay Area Air Quality Management District, California Air Resources Board, Metropolitan Transportation Commission and is the chairman of the Regional Agency Coordinating Committee that has representatives from ABAG, MTC, and the BAAQMD.

Liz West is a Senior Legislative Consultant to Senator Tom Torlakson, Senate District 7. She has worked for the Legislature since 1997 when she was a Senior Consultant for the Assembly Committee on Housing and Community Development for two years. When, then Assembly member Torlakson convened a Select Committee on Jobs-Housing Balance for two years, West staffed the committee and a package of legislation that was developed from the work of the committee. Last year Senator Torlakson convened a Housing and Land Use Working Group that West staffed along with the passage of SB 423, a \$100 million trailer bill to the Burton Housing Bond. Funds will provide incentives to local governments that produce more affordable housing. Prior to her work in the Legislature, West worked in the non-profit sector, the California Department of Housing and Community Development and two other state agencies.

