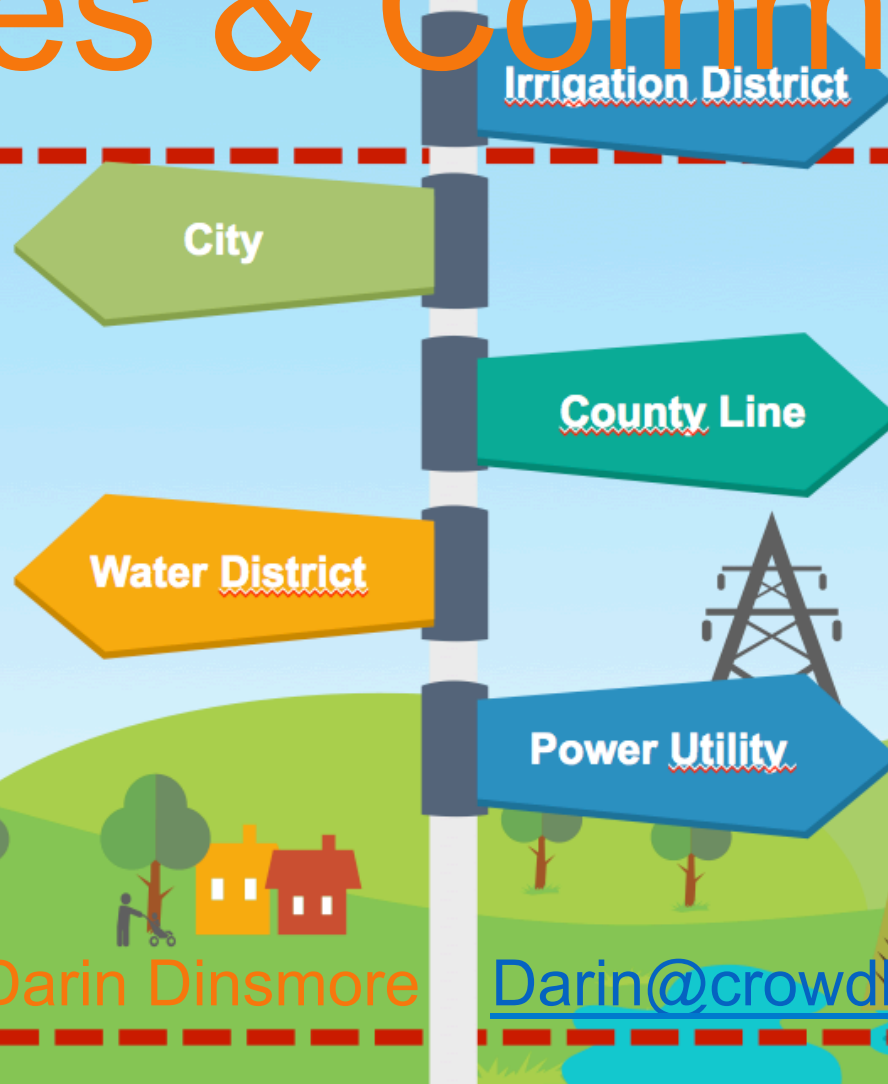


# New Tools to Revitalize CA Counties & Communities

California  
EIFD's



Darin Dinsmore

[Darin@crowdbrite.com](mailto:Darin@crowdbrite.com)

# Smart-Growth Money

## New Funding Strategies for Community Improvements



1 Enhanced Infrastructure Financing Districts

2 Affordable Housing and Sustainable Communities Program

3 Active Transportation Program

4 Tax Credits

5 Social Impact Bonds

6 Community-Benefit Agreements

7 Community Development Corporations

8 Community Dev. Finance Institutions

9 Community Land Trusts

10 Business Improvement Districts

11 Crowdfunding/Tactical Urbanism

ment  
sion

2015



# Solutions

*Communicate Plans • Build Community • Prioritize Investment • Inspire Action*



## Planning

Comprehensive Planning



## Infrastructure

Capital Improvements



## Major Projects

Complete Solutions

**[www.crowdbrite.net](http://www.crowdbrite.net)**  
Darin Dinsmore [Darin@crowdbrite.com](mailto:Darin@crowdbrite.com)

# Buildbrite Project Delivery System

Activate  
Plans



Implement  
Projects



Attract/Leverage  
Investment



Build the  
Future



Build Trust by Listening + Action then be Transparent

# Public Engagement MVE vs MAE

Focus on

User Experience

Smart Cities

Big Data

Better Informed Decisions





# Civic Innovation Improve your City

crowd  
Collaborate

Meaningful Civic Engagement  
Improve Team Collaboration  
Enhance Agency Coordination  
Streamlined Project Delivery

Cities, 40k People in Person 250k online



**Crowd Brite**

Storm: Cool Apartment  
Created By: Darin Desnoes  
Date Created: October 15th, 2010

Analyze the design of an apartment

Participated	Issues
Darin Desnoes	5
George Christ	0
Robert Frost	0

**General Comments**

Comments	Votes
Where am I supposed to store my bike and jacket?	2
Is this enough space to host a dinner party?	1
How am I supposed to work when people are watching TV?	0

**Things I Like**

Comments	Votes
Great Use of Space. I love the Drawers in the Stairs	2
I love the natural lighting	1
LoveWork space in where we need to head	1
Like the open space the loft space creates	0

**Areas of Improvement**

Comments	Votes
I need a real bedroom with a little privacy	1
I think the hallway needs to be expanded or opened up more	0
I think the kitchen needs to be expanded. Too cramped for me	0

**Comment Trends**

- Great Use of Space. I love the Drawers in the Stairs

I know, what an ingenious idea to save space

Comment by: darin desnoes - October 15th, 2010 at 10:00am EDT

- I need a real bedroom with a little privacy

Get over yourself, there's no room for a closed off bedroom

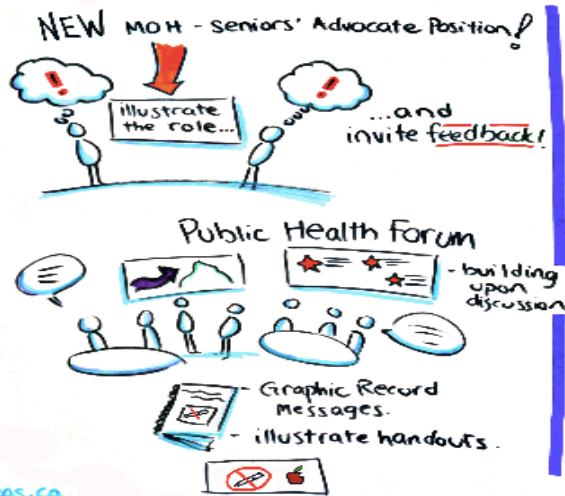
Comment by: George Christ - October 15th, 2010 at 10:00am EDT

## Traditional Planning

## High Impact Planning

Meetings, Workshops & Online Collaboration

### Inform

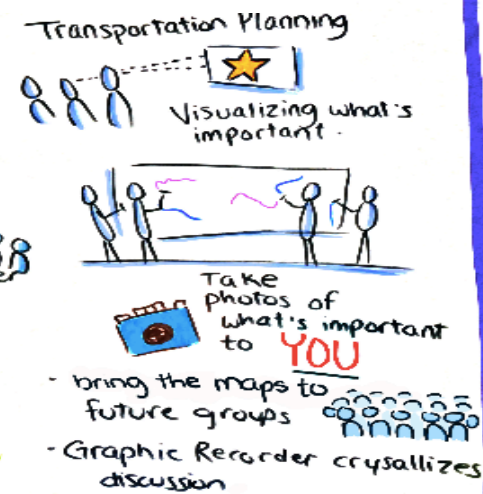


### Consult



### Involve

Moderated



### Collaborate Co Create Empower

Curated



Facilitated

# Civic Productivity

“high touch + high tech” method that helps build trusting relationships

- ✓ Reduce number of meetings
- ✓ Improve productivity
- ✓ Demonstrate action
- ✓ Celebrate success
- ✓ Bridging the digital divide





# Focus on Process + Relationships

San Francisco



Open + Transparent  
Inclusive  
Interactive  
Informed



"I've lived in this community for 30 years and we've never had anything like this happen here."

Food Planning & Surround Beautification Project [www.njud.org](http://www.njud.org)

## COMMUNITY-LED WORKSHOP

**Sat., Dec. 15, 2012**  
10 am—2:30 pm  
Francis Scott Key Elementary Auditorium  
(1530 43rd Ave. at Kirkham)

**Free lunch provided!**  
**Child friendly — Art activity tables!**  
**Hands-on, interactive workgroups!**

Supervisor Carmen Chu and City partner agencies will be in attendance.

How can we unite our neighborhood to become a more healthy, safe, beautiful, strong, and vibrant place to live?  
Join the conversation!

Meet your neighbors, celebrate the neighborhood, and organize to make our community even better.

This beautification project is a neighborhood effort by residents surrounding La Playa & Judah with support from:

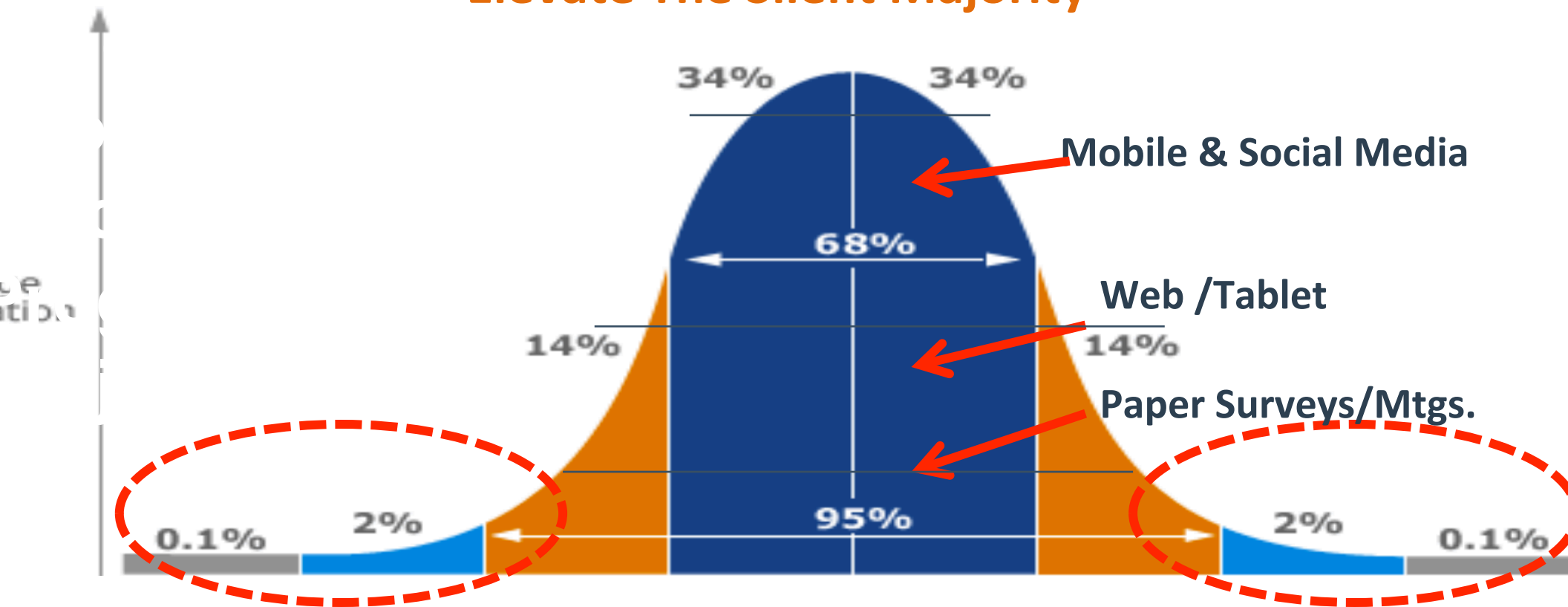
Office of Supervisor Carmen Chu

City of San Francisco

La Playa & Judah Neighborhood

# Public Engagement Most Effective

## Elevate The Silent Majority



The same people who attend Public Meetings

# Public Productivity

Focus on

Streamline process by 50%

Tightening up the feedback loops

Neighbors are not the public, but a stakeholder group

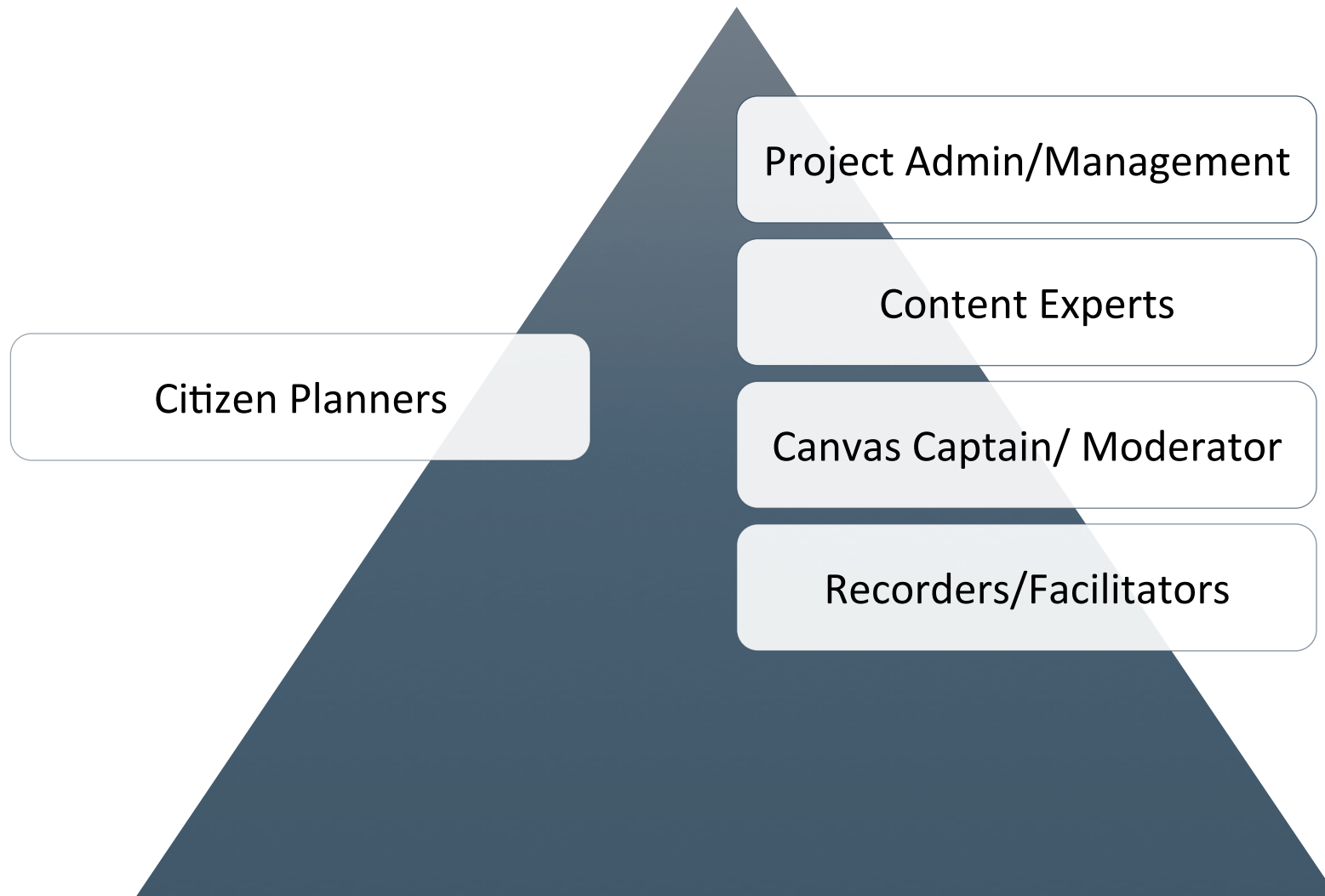
Reduce costs by 30%

Catalyst Projects to Demonstrate Action

P3 and Public \$\$ support



# Leadership Building Capacity for Change

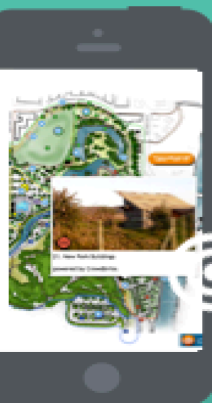


# Online Open House®

your Meetings  
Open Houses  
come to life!

icate your public open  
house **online**.

rove access while  
broadening your reach to  
part broad & inclusive  
engagement.



Simple & Flexible

- Explore options & alternatives
- Review information
- Contribute ideas & feedback
- Real-time results

Accessible  
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INTERACTIVE

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(276-9327)  
info@crowdbrite.com


# B -Engagement Toolkit

Devices across CB projects has increased from 38% to 50+% in 2014



Mobile first






Goals / Poll 1 Fast Facts  
CPR Crossing/Poll 2 + 3  
The Neighbourhood/Poll 4 Survey Comment  
Virtual Tour Newsletter

Explore the interactive images & hover over the icons for more info.  
Take the 4 polls & short survey.  
(7-10 minutes to complete)

Please scroll down to begin.



**Priorities**



about the Project



**Poll 1: Your Goals**

**CPR Crossing Study**

**Poll #1**  
What goals are most important to you? (Pick 3)

- ☐ Improve safety & access for pedestrians & cyclists when using the crossing.
- ☐ Provide better transportation routes/connections for people of all ages and abilities.
- ☐ Develop a long term solution that is adaptable to future growth & anticipated needs.
- ☐ Create a beautiful project to be proud of.
- ☐ Reflect the historical significance of the bridge.
- ☐ Works for people in the nearby communities & city-wide area.
- ☐ Reflects needs & input from the community in the project planning phase.

**The Arlington Street Bridge**  
Help us develop a sensible plan for crossing by taking the 4 polls & survey. We look forward to getting your input.

**My Vision**

Name (Optional): \_\_\_\_\_  
Email (Optional): \_\_\_\_\_  
Response Entered Online: \_\_\_\_\_  
Additional Comments: \_\_\_\_\_

**CPR Yards Crossing Study**  
[www.connectWINNIPEG.ca](http://www.connectWINNIPEG.ca)

uses a mobile first design strategy which constrains typical web/survey design features –  
more graphics, more multimedia



# Implementation Program

Las Vegas, Anaheim, Brea,

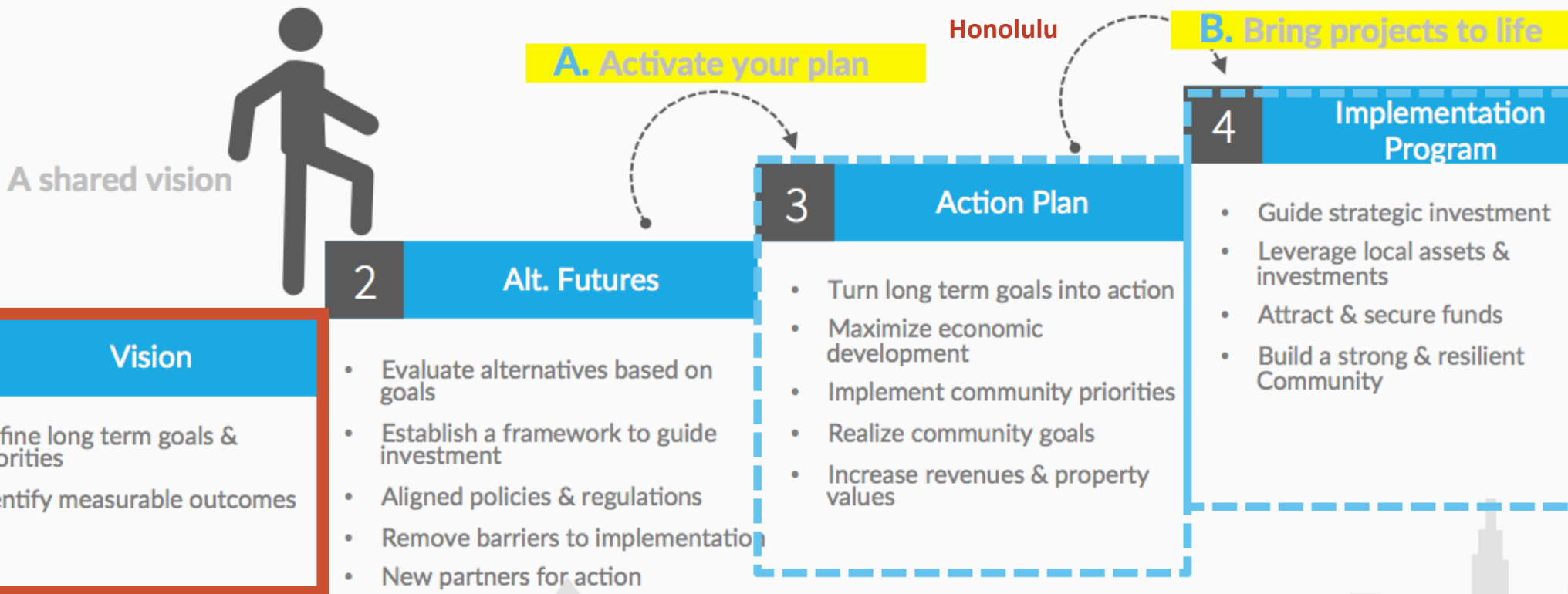
Investing in our future  
Move from vision to reality

Truckee

## Planning Program

South Lake Tahoe

## Implementation Program



**[UN]Shelve & Activate Your Plan**

Project Delivery System

[info@crowdsource.com](mailto:info@crowdsource.com)  
[www.crowdsource.com](http://www.crowdsource.com)

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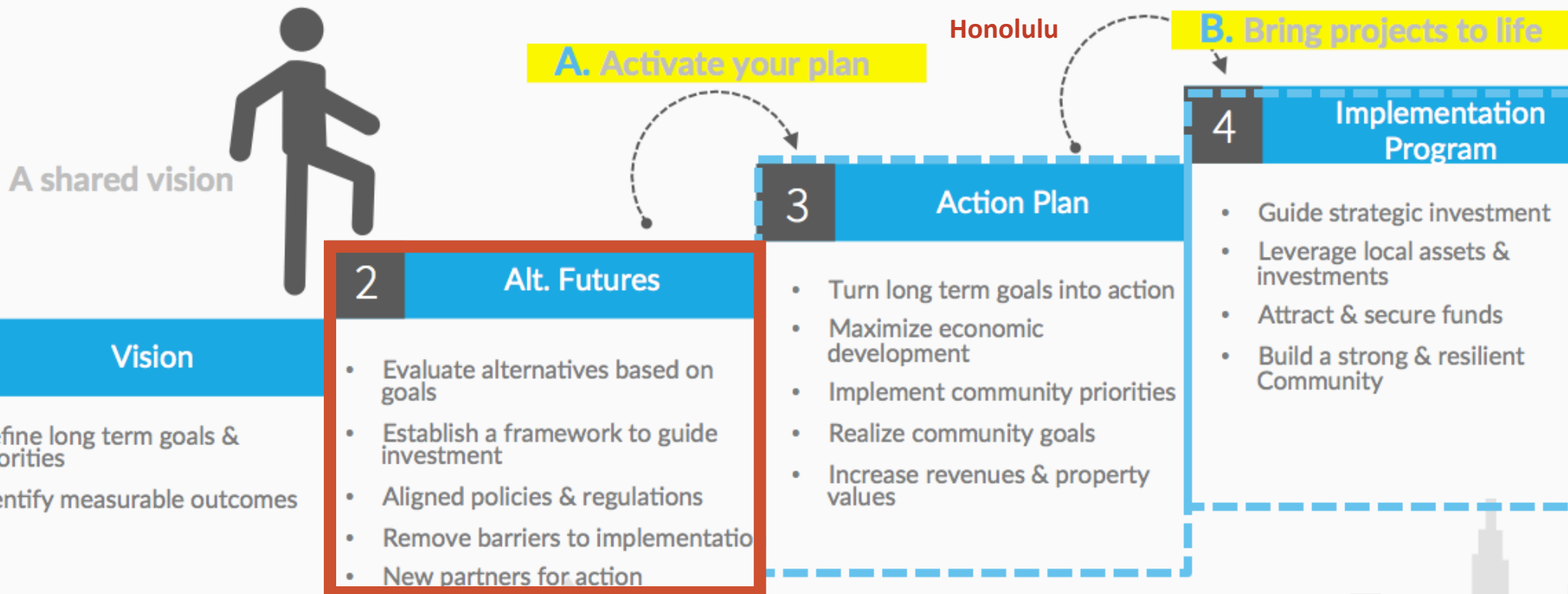
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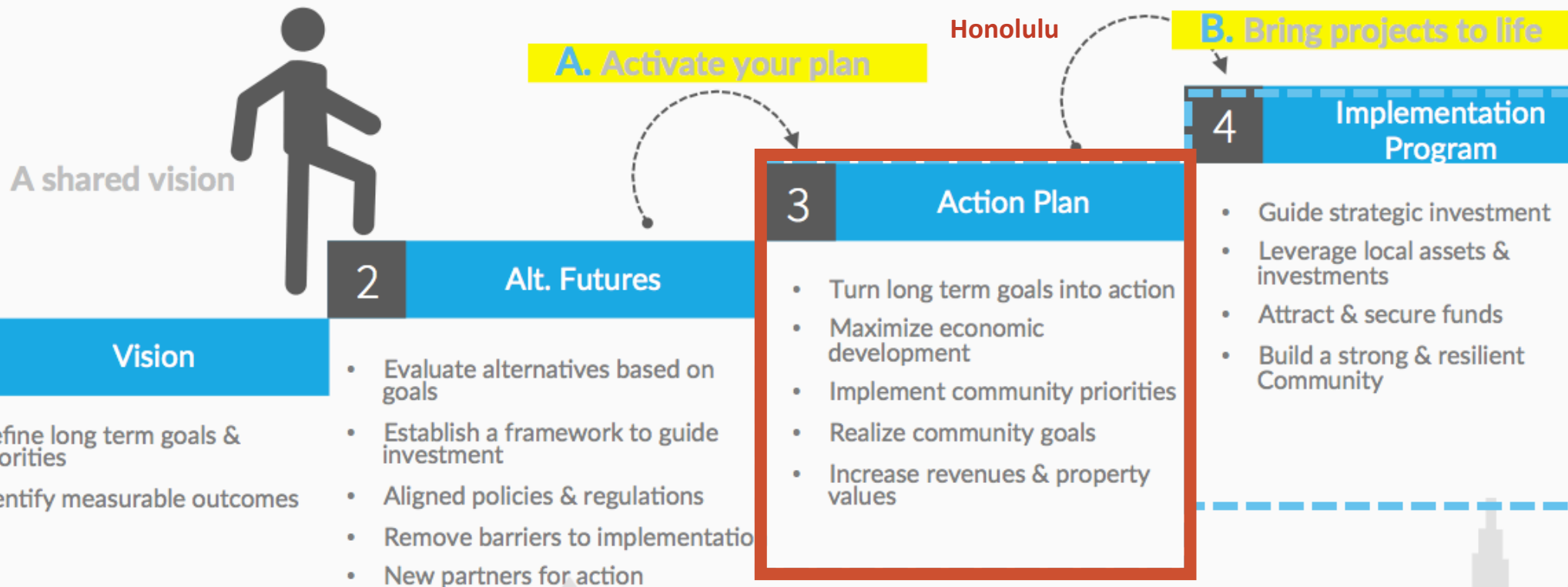
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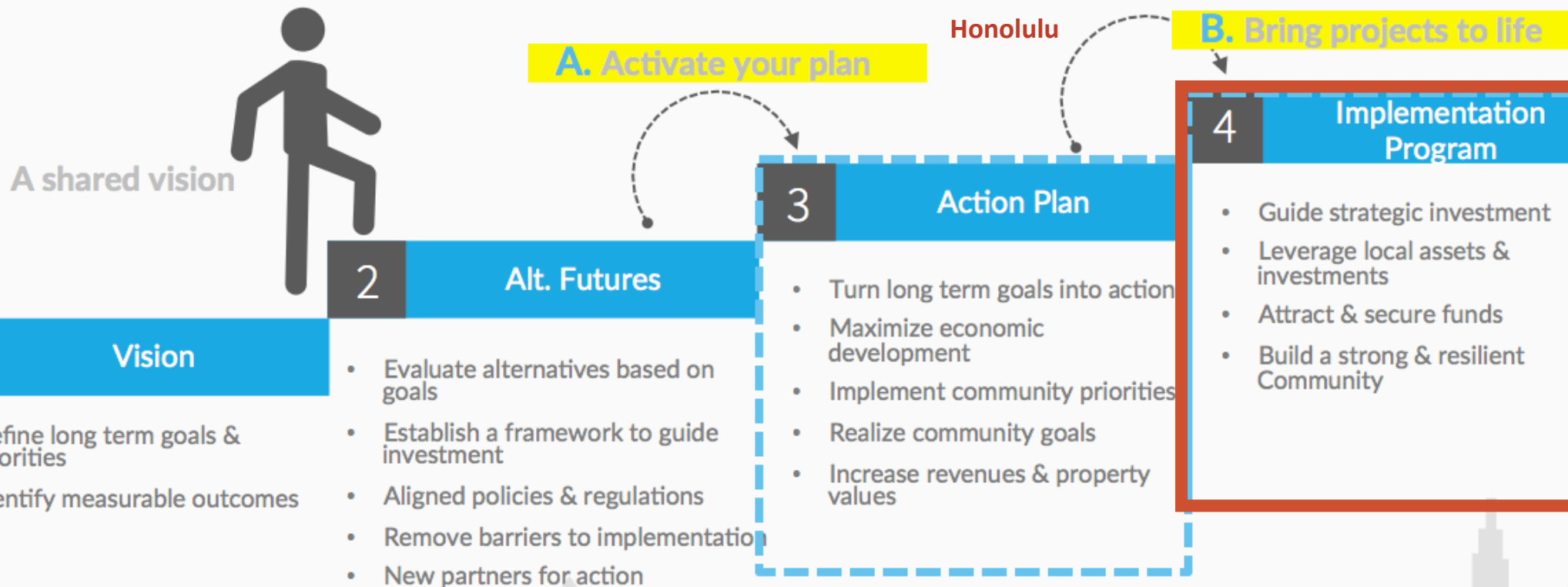
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# CB Report - Week of Dec 4

Look what's happening with YOUR images!

crowdbrite®  
Collaborate | Design | Create



848 hovers



239 hovers



196 hovers



195 hovers

## VISITS IN PAST 7 DAYS

 143

## VISITS IN PAST 30 DAY

 812

## MOBILE TRAFFIC

 38%

37.6% Mobile

62.4% Desktop



## Direct Traffic

69.4% Direct Traffic  
4.1% Google  
4.1% m.facebook.com  
4.1% facebook.com  
2.7% Bing  
2.7% tahoedailytribune.com/ne...  
2.0% tahoedailytribune.com/sou...  
1.4% tahoetransportation.org/u...  
1.4% thetahoejournal.com/com...  
8.2% OTHERS

[www.connectsouthshore.com](http://www.connectsouthshore.com)

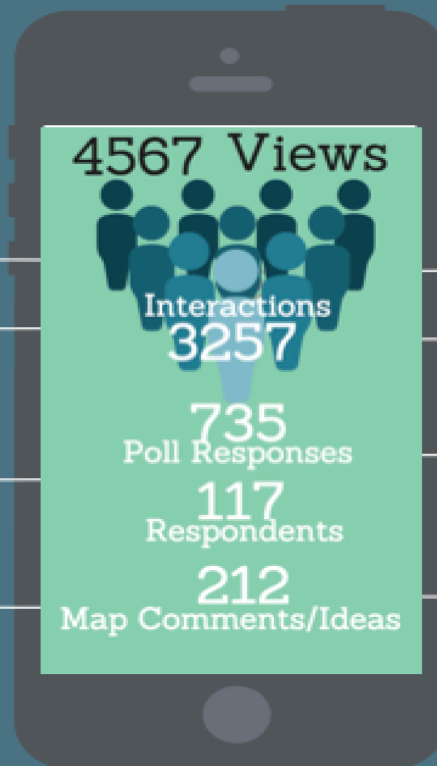
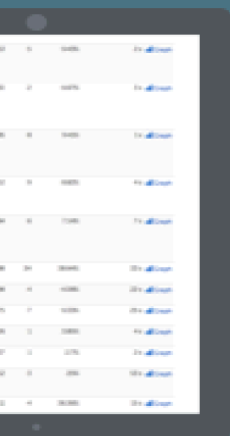
# POWERFUL Analytics



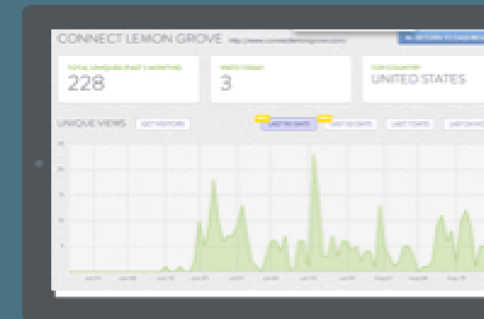
## Time Results



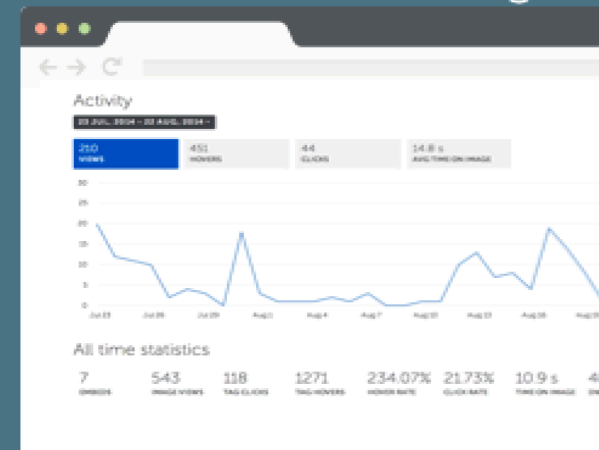
## Engaging Data



## Project Statistics



## Detailed Reports on each Media Tag



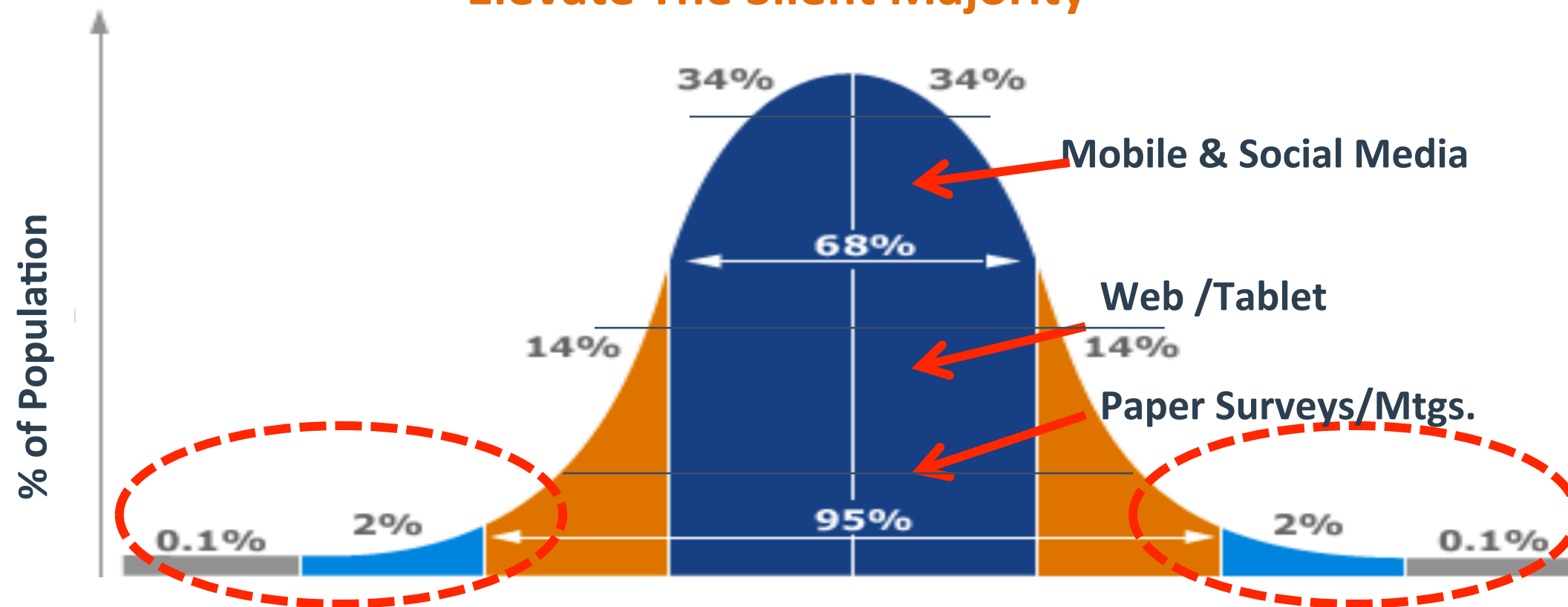
Crowdbrite® consistently delivers  
highly engaging online tools, workshops, open houses  
& meetings with high impact results.



# Public Engagement Most Effective



## Elevate The Silent Majority



The same people who attend Public Meetings



# OUR ALA MOANA PARK

Welcome Poll **Interactive Map** Updates Comment Web Photos



## Click to Zoom

- 📍 Mauka Area
- 📍 Mawaena Area
- 📍 Makai Area
- 📍 Aina Moana
- 📍 Kalia Area
- 📍 Kewalo Area

Search an address






## Leave a comment

Drag a marker to comment



## Activity Feed

-  Homeless issue should be addressed in any discussion re the enjoyment of the park. Also, I'm there every day to exercise, ...  
2 days ago
-  have benches and barbecues for everyone to enjoy  
2 days ago
-  I don't know where it would go but an concert venue would be amazing!  
2 days ago





# Implementation Program

Las Vegas, Anaheim, Brea,

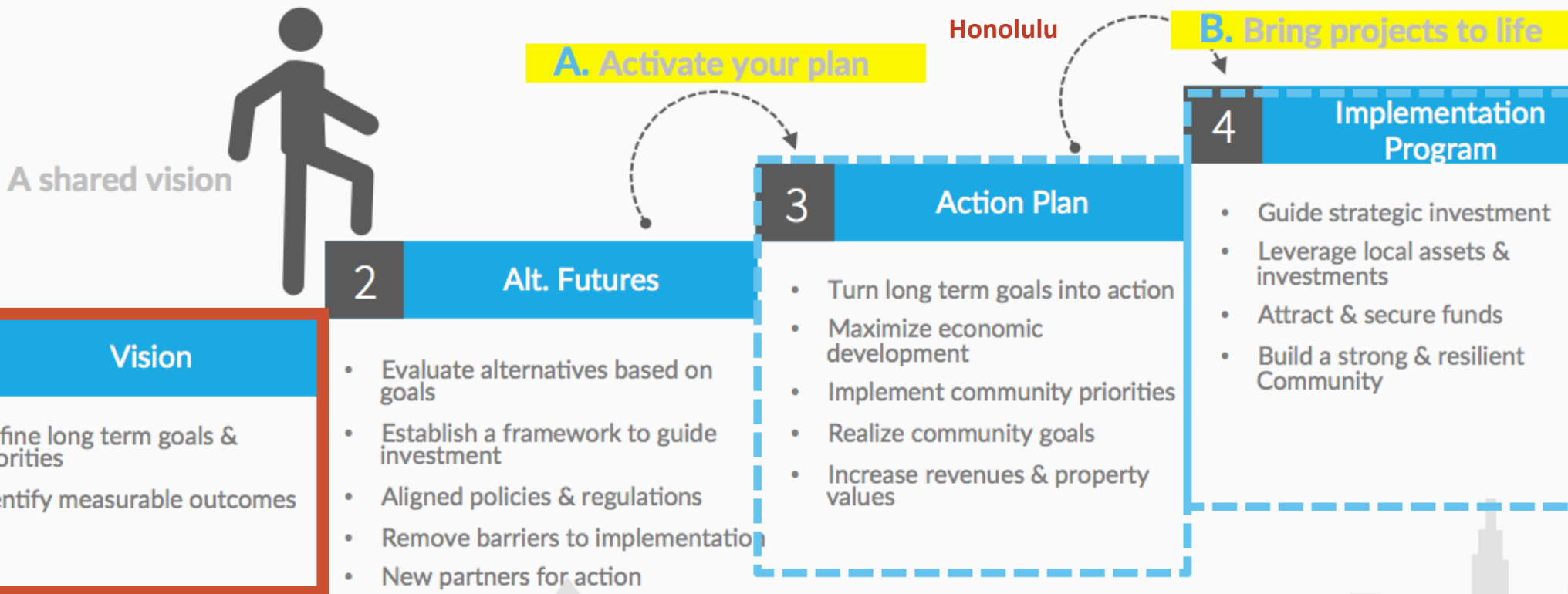
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Project Delivery System

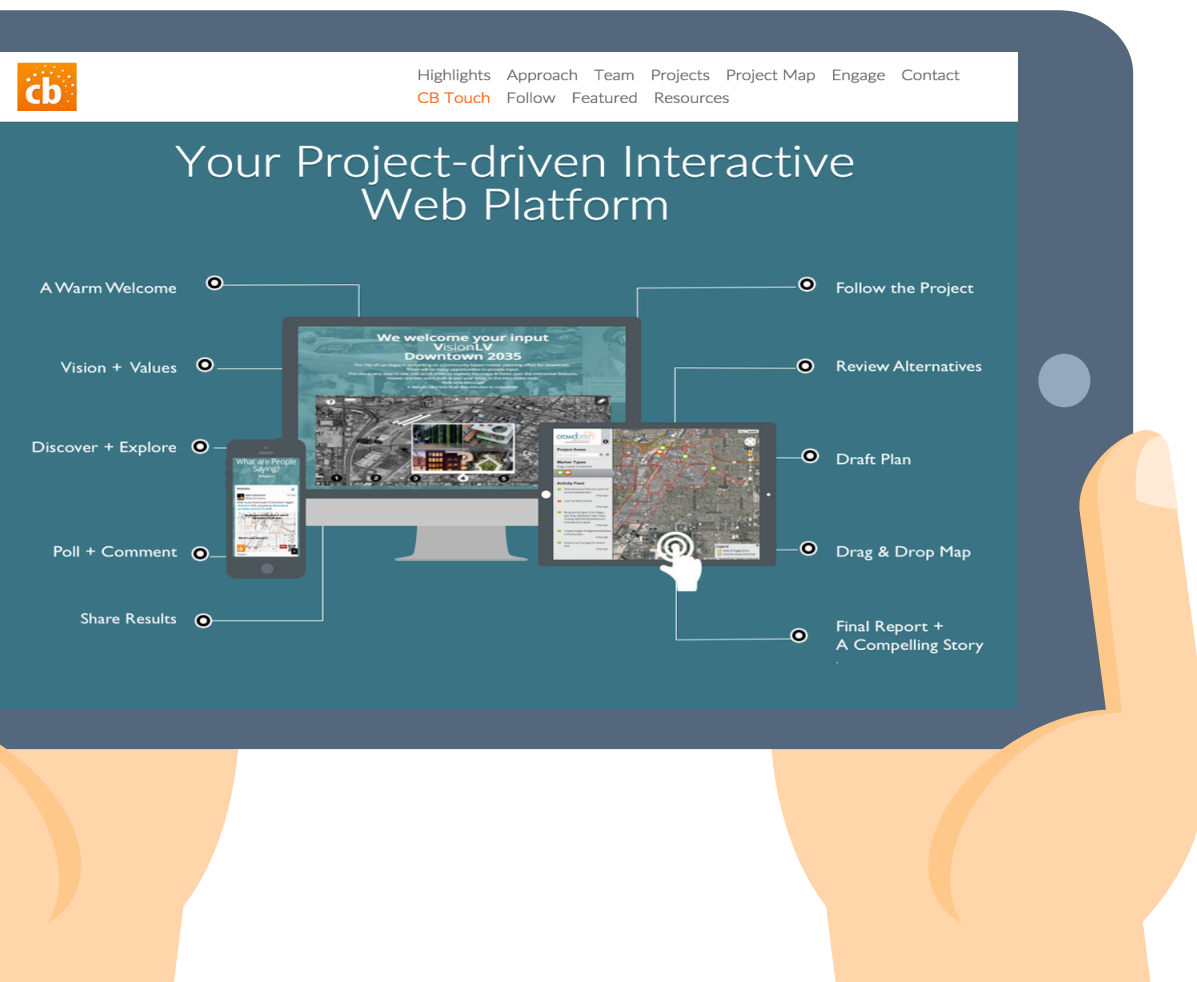
[info@crowdsource.com](mailto:info@crowdsource.com)  
[www.crowdsource.com](http://www.crowdsource.com)



# Planning - Infill & Revitalization

*This easy to use, hands-on tool will be a great resource to planning practitioners & decision makers working to promote development & smart growth within their communities."*

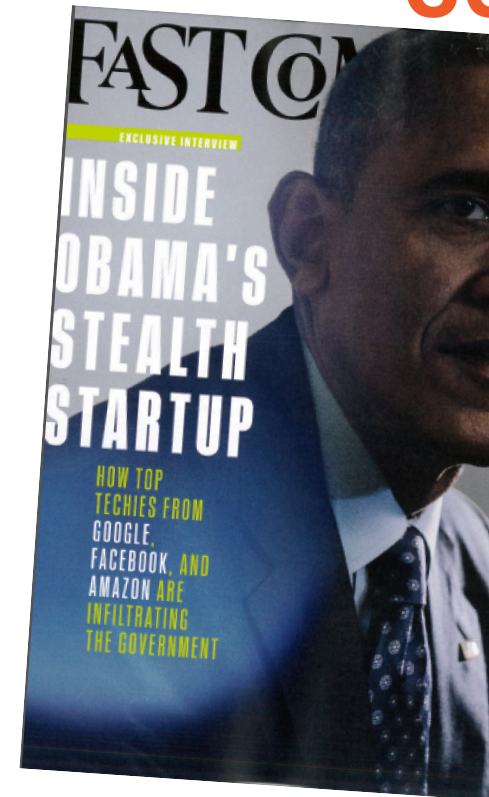
Robert Summerfield City of Las Vegas Department of Planning



## 15. Bet big on infrastructure

LAS VEGAS

One of greater Las Vegas's busiest streets, Flamingo Road, is getting a \$40.3 million overhaul that will include new bus stops, better crosswalks, and more traffic signals. Last year, the regional transportation commission began studying how to expand public transit on the Strip, and in March, officials vowed to put more than \$90 million toward improving pedestrian safety.



[www.visionlv.com](http://www.visionlv.com)

# Implementation Program

Las Vegas, Anaheim, Brea,

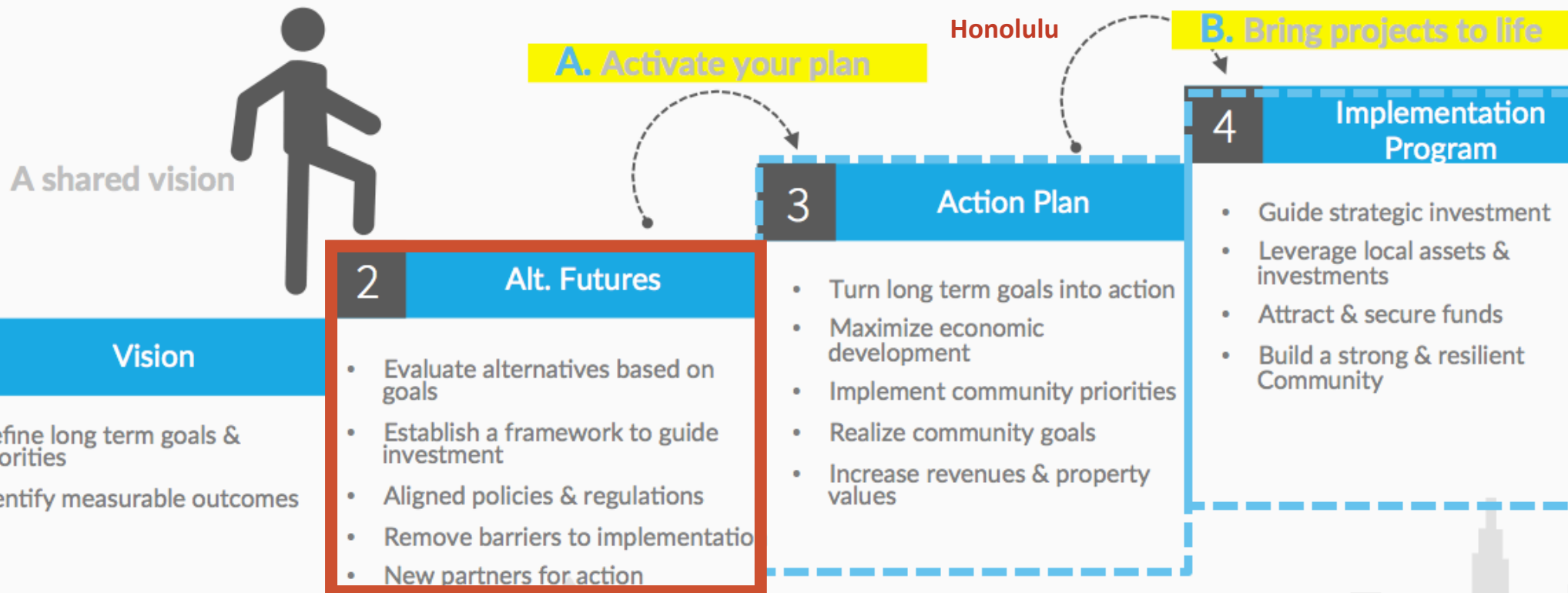
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South Lake Tahoe

## Implementation Program



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[www.crowdsource.com](http://www.crowdsource.com)



[www.connectpb.com](http://www.connectpb.com)

Connect Pacific Beach  
Funded by The San Diego Foundation



## Welcome

Want your input to shape  
city investments & improve  
planned trolley stations

## Community Infrastructure Projects

Provide mobility options  
placemaking investments  
complete & safe streets

## Discover + Explore

Interactive maps that highlight  
potential projects

## Vote + Comment

Vote on investment priorities

## Share Results

Use social media or email to share  
and invite your friends

## Follow the Project

Send a comment to the  
project manager or sign up to be  
on the project mailing list

## Explore Results

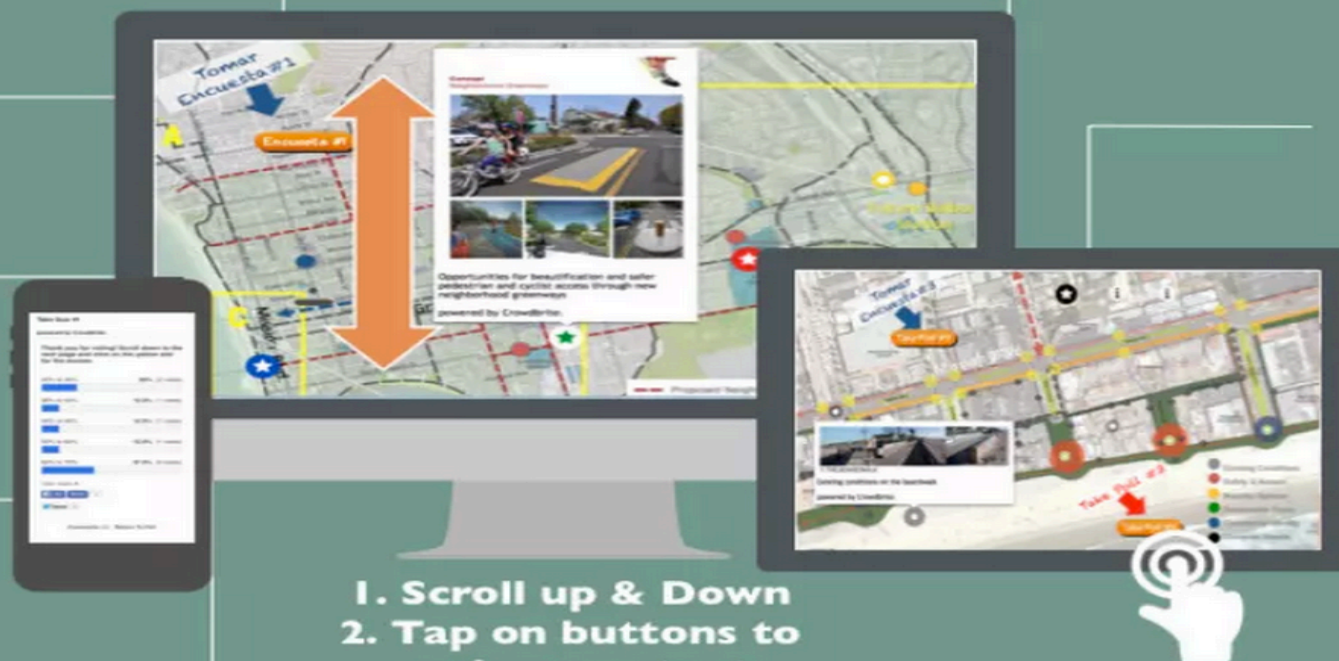
Review ideas generated  
from community workshops

## Project Details

Provide input on proposed  
Mission Blvd. & waterfront  
improvements

## Virtual Site Tour

Watch the virtual site tour  
of Garnet Ave. to understand  
current conditions



1. Scroll up & Down
2. Tap on buttons to explore content

Works on any device !

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**Crowdbrite®** Touch



Beautiful  
www.beautiful

# Community Investment



# Implementation Program

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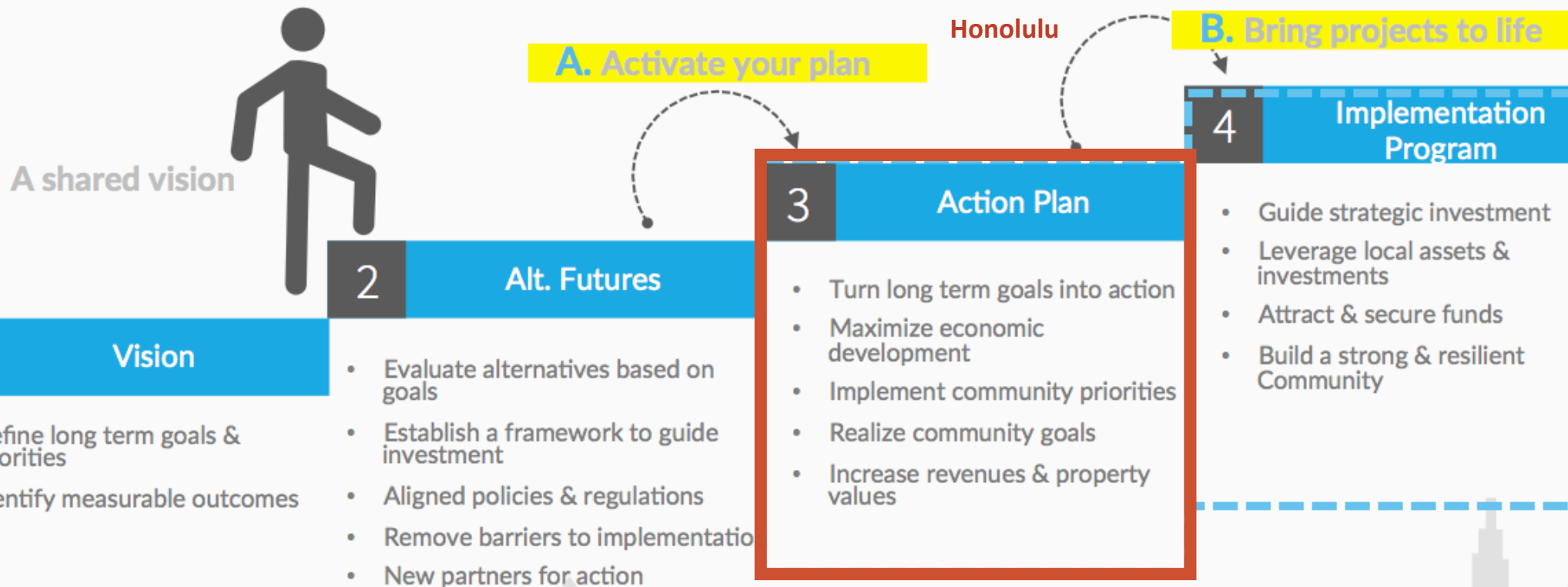
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South Lake Tahoe

## Implementation Program



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[www.crowd.com](http://www.crowd.com)

# Buildbrite

A powerful + flexible tool for sales  
kiosks, tablets, focus groups, special  
events  
+ invitation-only previews.

Welcome + Project  
Overview

Your Project  
Vision + Values

Discover  
the Neighborhood  
Community Amenities

Explore the Site Plan +  
Project Details

Collect Feedback +  
Preferences  
Save time & money with real time  
intelligence and insight into your market

Follow the Project  
Expand your reach & connect to social  
media

Share with other  
Investors + Friends  
Create viral content & attract more  
investment to your project

Review unit Features +  
Identify Options

Create compelling  
Interactive Content  
Including photos, videos, slideshows,  
virtual site tours & aerial videos.

Latest Technology  
Works on all devices and even Google  
Glass for interactive site tours



Innovative  
INTERACTIVE

# Implementation Program

Las Vegas, Anaheim, Brea,

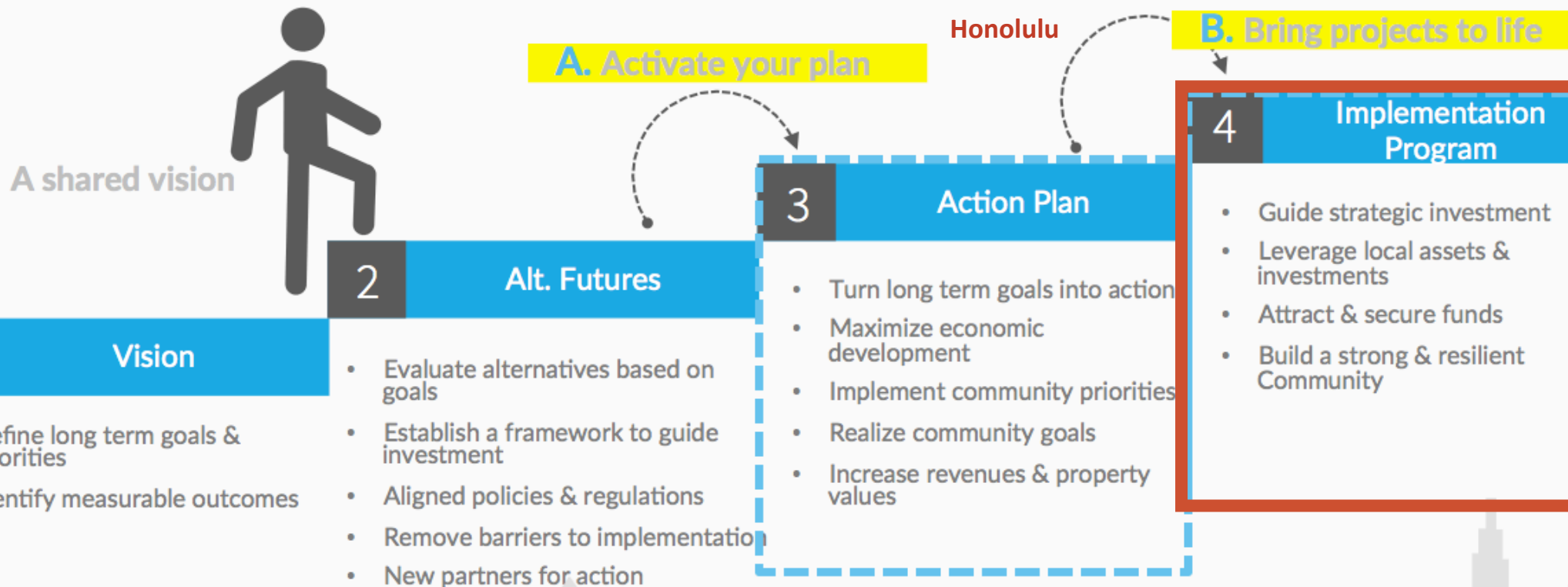
Investing in our future  
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South Lake Tahoe

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[www.crowdsource.com](http://www.crowdsource.com)

# Activate – Revitalization & Investment



[www.slt.unshelved.net](http://www.slt.unshelved.net)



# Implementation Program

Las Vegas, Anaheim, Brea,

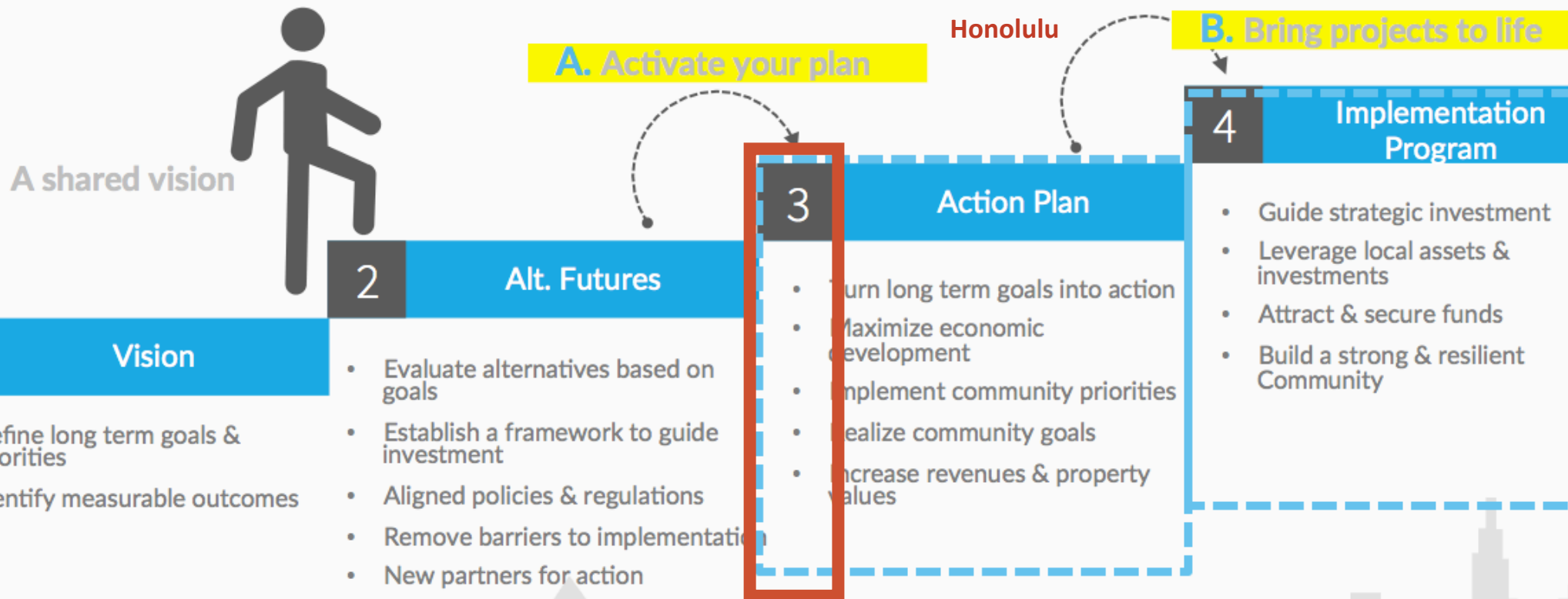
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Move from vision to reality

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## Planning Program

South Lake Tahoe

## Implementation Program



**[UN]Shelve & Activate Your Plan**

Project Delivery System

info@crow  
www.crow

# Legacy Action Plan

- Collaborating Leadership
- Environmental Integrity
- Education, Culture & Recreation
- Bold & Innovative

The South Lake Tahoe Legacy Action Plan consists of principles, plans, priorities, and major projects that will guide the City's collective action for environmental stewardship, improve economic diversity & contribute to a sustainable and vibrant community for this & future generations.

Explore interactive maps, discover projects & progress at [www.slt.unshelved.net](http://www.slt.unshelved.net)

## VISION TO REALITY

### CITY OF SOUTH LAKE TAHOE

21,498

Population

### EDUCATION LEGACY PROJECT



\$50M Community College Investment

### NEW PARTNERSHIPS



Continue to create a world class recreation destination



REVITALIZATION & RENAISSANCE



LOCAL ECONOMIC DEVELOPMENT

Diversify the economy strengthen the small business sector

### IMPROVE QUALITY OF LIFE

500 NEW JOBS

Invest in Rec & Infrastructure \$30M



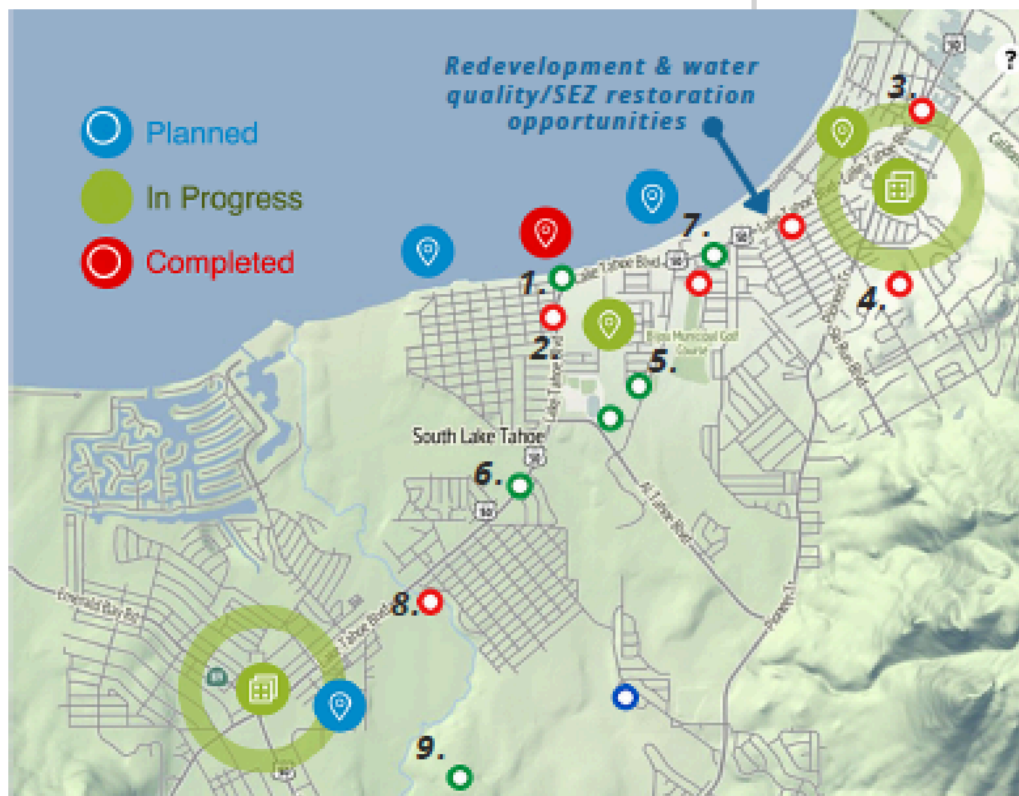
Implement Community Investment Program. Improve Built & Natural Environment



"These Principles will guide our collective action for environmental stewardship, improve economic diversity & contribute to a sustainable and vibrant community for this & future generations."

## Plans

Learn how the City is working towards revitalizing its economy & implementing a long range plan for a sustainable future.



The community is investing in a variety of projects to improve recreation opportunities, water quality, mobility, public health, & stimulate economic revitalization. Many projects have been completed in the last 5 years and top priority projects are identified on the map.

Read the recently adopted Tahoe Valley Area Plan; Parks, Trails and Recreation Master Plan & Tourist Core Area Plans and discover the many projects located in the City at <http://www.slt.unshelved.net/>



Tahoe Valley Area Plan/Special  
Planning/Recreation Planning Community Engagement  
March 2015



Tourist Core Area Plan  
Legacy Neighborhood Planning & Master Plan  
March 2015

# Projects

The pictures below are a few of the major projects located in South Lake Tahoe. The numbers in the corners of each image refer to a location on the map from the previous page.



1. Champion's Plaza: The completed plaza will recognize national and world level athletes from the Lake Tahoe region and celebrate their success.

2. Harrison Avenue Project: District streets were improved, new bike paths, lighting, improved parking, water quality treatment and community enhancements.

3. Completed Streetscape Improvements.

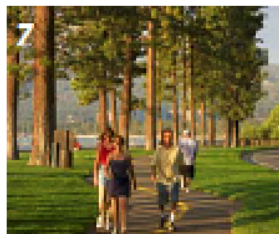
SOUTH LAKE TAHOE ACTION PLAN | 3



4. Completed: A Wide variety of trail improvements throughout the community.

5. Bijou Bike Park for BMX & Mountain biking: The new Bike Park has already been declared as one of the best in the USA.

6. Fixing 50 - Strategic Priority Project: Encompasses an overall strategy to improve the scenic corridor, improve main thoroughfare through the community (Highway 50).



7. El Dorado Beach to Ski Run Bike Trail: The El Dorado Beach to Ski Run Bike Trail project.

8. In Progress - Tahoe Valley Greenbelt.

9. Complete Airport Master Plan: Increase economic development & recreational opportunities by completing AMP to give direction for future use of the airport.

10. Sierra Blvd project - a complete street and water quality project.

<http://www.slt.unshelved.net>

# Priorities

Working together for a prosperous & sustainable future.



Hotel Districts



Tahoe Valley Community Plan

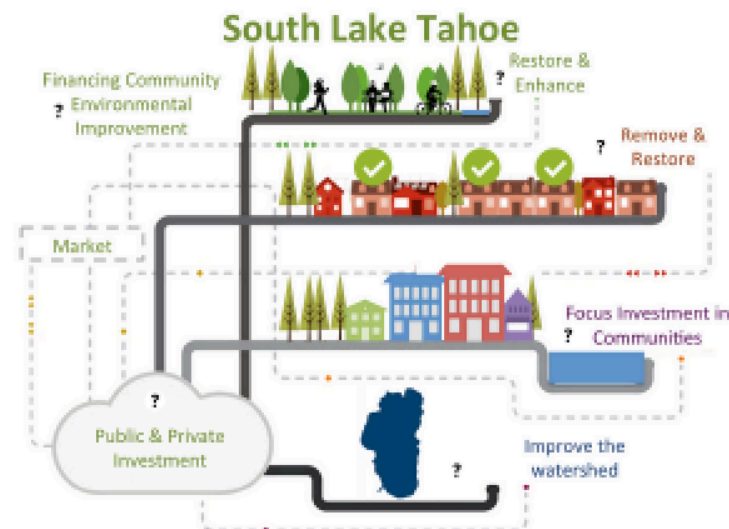


Parks & Trails Waterfront Recreation



Neighborhoods & Watersheds

A citywide Area Plan will provide economic opportunities and incentives toward achievement of the City's Strategic Priorities to Improve the Built & Natural Environment. Redevelopment Incentives for projects that benefit the environment, community, and economy, and Incentives for projects that will remove development from and restore environmentally-sensitive areas.



SCAN WITH PHONE

Go to <http://www.slt.unshelved.net> to explore more projects and informed.

powered by Crowdbrite

Crowdbrite provides tools for generation engagement, plan community building. [www.crowdbrite.net](http://www.crowdbrite.net) design by Darin Dinsmore

SOUTH LAKE TAHOE ACTION PLAN | 4

<http://www.slt.unshelved.net>



# Accelerate Community Revitalization

potential strategies & 195 potential actions

Infill  
SCORE



**Infill SCORE**  
Tools to help Revitalize our Communities.

- 1** Explore 30 proven infill strategies.
- 2** Take survey & find your score.
- 3** Share with civic leaders.

**334 SHARES**

**Get Started Now**

Powered by [www.Crowdbrite.net](http://www.Crowdbrite.net)



[www.InfillScore.com](http://www.InfillScore.com)

Strategic, Proactive, Do more with Less



# **Additional Challenges**

- Creating a bold vision and plan of action**
- Building public trust with improved program transparency, communication**
- Overcoming opposition with appropriate design & character**
- Gaining community acceptance through appropriate density and community**
- Reducing regulatory impediments to infill development**
- Designing infrastructure investments to serve infill development**
- Developing innovative funding & finance sources**
- Connecting investment opportunities to a global real estate marketplace**

**[www.InfillScore.com](http://www.InfillScore.com)**

# Invitation to try new SMART Infill Tool

**[UN]Shelve & Activate your Plans.**



## **Infill Ready?**

Use this free tool to learn about 30 strategies & complete the self assessment to calculate your **Infill Score**.



## **Take Action!**

Establish priorities, policies & actions.  
Build strong public support & new partnerships for change.



## **Rebuild & Revitalize.**

Leverage public investment while attracting private capital.

**"A great tool for reinvigorating cities and towns all across the U.S."**

Jeff Speck - City Planner, author of Walkable City



# Infill SCORE

Powered by Crowdbrite

## Priority Infill Development Areas

- Site Development Review
- Reduced Impact Fees
- Parking Requirements in Infill Locations
- Adopt Flexible Codes
- Provide Clear Rules for Renovating Historic Buildings
- Adopt an Adaptive Reuse Ordinance
- Offer Density Bonuses in Infill Locations
- Put Public Offices in Infill Locations

- Strategy 10: Seek State and Regional Partners
- Strategy 11: Identify Key Anchor Institutions
- Strategy 12: Explore Employer-Assisted Housing
- Strategy 13: Engage Philanthropic Organizations
- Strategy 14: Create a Public Sector-Developer Liaison
- Strategy 15: Create a Local Developer Capacity-Building Program

- Strategy 16: Strengthen Code Enforcement
- Strategy 17: Build Complete Streets
- Strategy 18: Create a Business Improvement District
- Strategy 19: Hold Public Events and Festivals in Infill Locations
- Strategy 20: Initiate a Neighborhood Identity Campaign

- Strategy 21: Enact a Property Tax Abatement Program for Infill Locations
- Strategy 22: Implement a Land Banking Program
- Strategy 23: Implement a Land Value Tax
- Strategy 24: Attract Private Equity
- Strategy 25: Encourage Community Development Corporations
- Strategy 26: Encourage Crowdfunding for Projects and Businesses in Priority Infill Development Areas

- Strategy 27: Create a Tax Increment Financing District
- Strategy 28: Establish a Capital Reserve Fund
- Strategy 29: Create Special Assessment Districts
- Strategy 30: Generate Revenue through Naming Rights and Advertising

Bonus: State/Regional  
infillscore@gmail.com - all strategies  
3/100 except where noted

10

5

3

3

3

3

3

5

Total: 100



## Priorities, Policy, & Place Making



## Building Public Support



Concept plan by Holliday Development



## You get points

comprehensive & strategic approach



## Performance/Metrics



## Infill & Infrastructure Finance

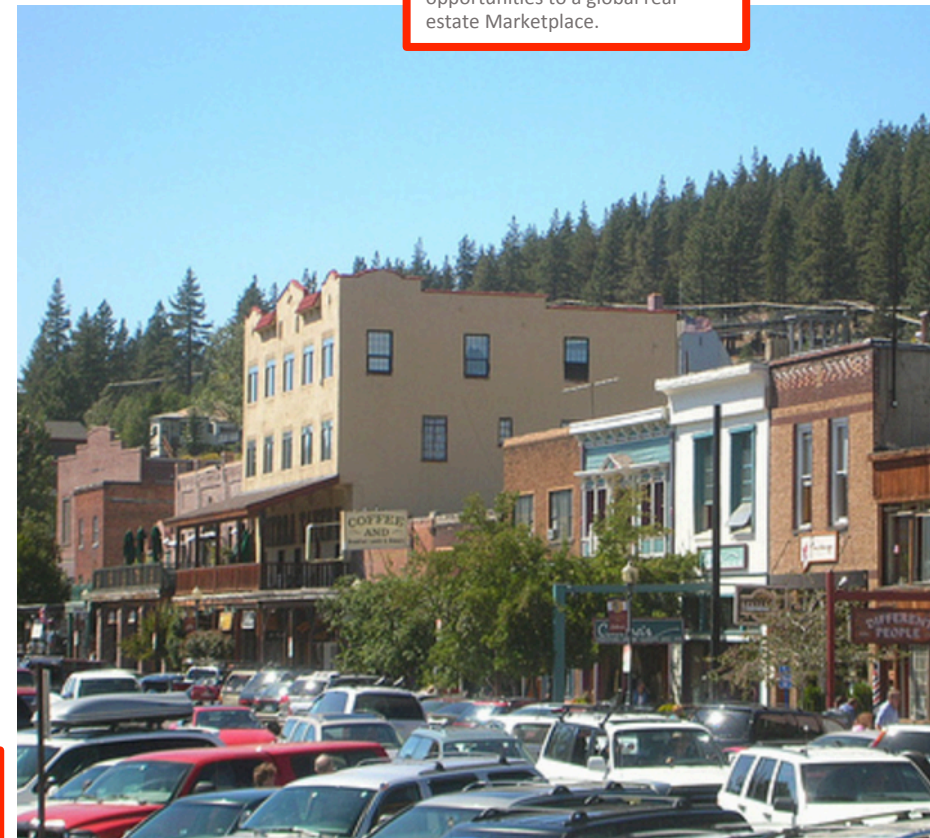





# Overcoming Barriers to Infill

## Top 3 Challenges.

Adequate Infrastructure to Serve Infill Development, Designing a Development Impact Fee System that Facilitates an Infill Strategy, Connecting investment opportunities to a global real estate Marketplace.



PRIORITIES	
Strategy 1: Identify Priority Infill Development Areas	
POLICIES	
Strategy 2: Expedite Development Review	
Strategy 3: Set Tiered Impact Fees	
Strategy 4: Ease Parking Requirements in Infill Locations	
Strategy 5: Adopt Flexible Codes	
Strategy 6: Provide Clear Rules for Renovating Historic Buildings	
Strategy 7: Adopt an Adaptive Reuse Ordinance	
Strategy 8: Offer Density Bonuses in Infill Locations	
Strategy 9: Put Public Offices in Infill Locations	
PARTNERSHIPS	
Strategy 10: Seek State and Regional Partners	
Strategy 11: Identify Key Anchor Institutions	
Strategy 12: Explore Employer-Assisted Housing	
Strategy 13: Engage Philanthropic Organizations	
Strategy 14: Create a Public Sector-Developer Liaison	
Strategy 15: Create a Local Developer Capacity-Building Program	
PERCEPTION	
Strategy 16: Strengthen Code Enforcement	
Strategy 17: Build Complete Streets	
Strategy 18: Create a Business Improvement District	
Strategy 19: Hold Public Events and Festivals in Infill Locations	
Strategy 20: Initiate a Neighborhood Identity Campaign	
FUNDING FOR INFILL	
Strategy 21: Enact a Property Tax Abatement Program for Infill Locations	
Strategy 22: Implement a Land Banking Program	
Strategy 23: Implement a Land Value Tax	
Strategy 24: Attract Private Equity	
Strategy 25: Encourage Community Development Corporations	
Strategy 26: Encourage Crowdfunding for Projects and Businesses in Priority Infill Development Areas	
FUNDING FOR INFRASTRUCTURE	
Strategy 27: Create a Tax Increment Financing District	
Strategy 28: Establish a Capital Reserve Fund	
Strategy 29: Create Special Assessment Districts	
Strategy 30: Generate Revenue through Naming Rights and Advertising	
Bonus: State/Regional	
 <b>Total: 25</b>	

In Development  
– On Roadmap

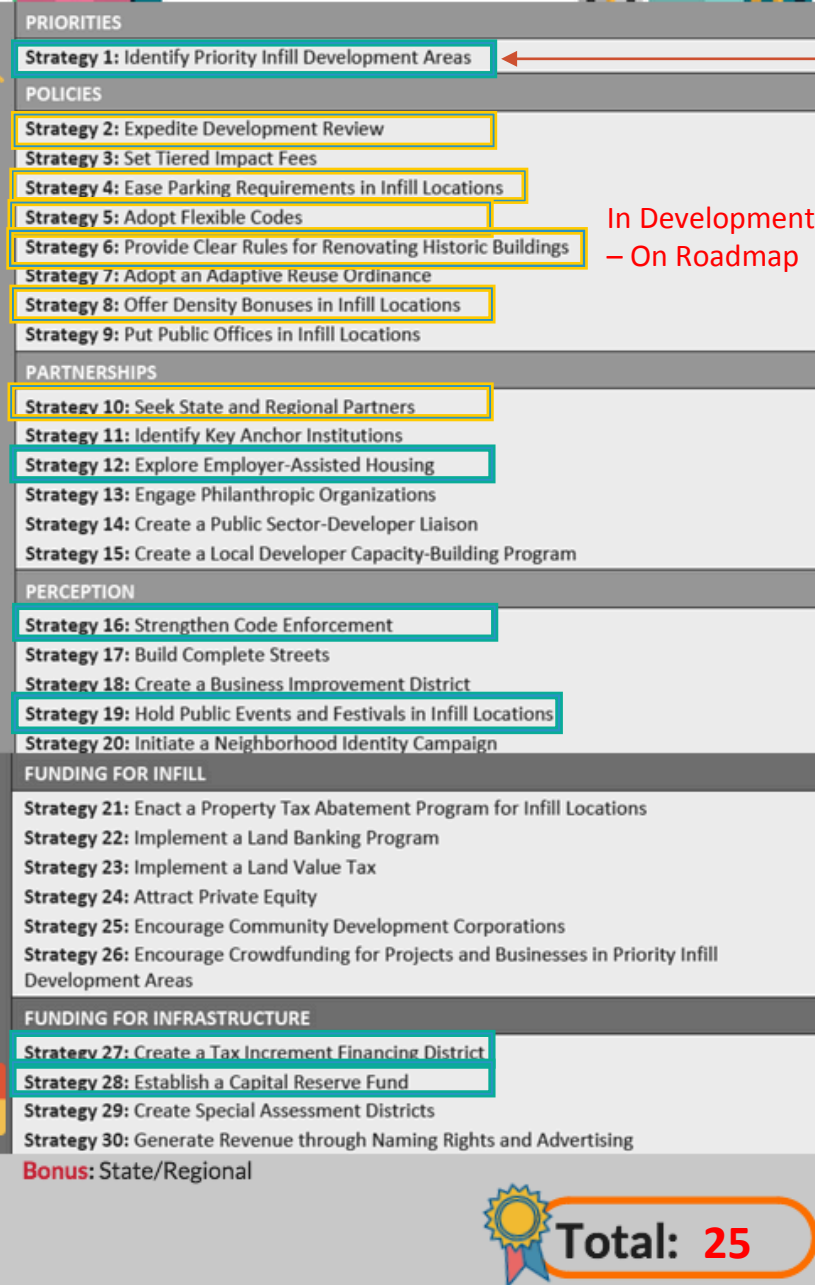
## Barriers to infill in Truckee-2000

Our incentives for infill are not yet strong enough to overcome the simplicity of developing readily available greenfield sites in Town that are not in infill locations. In 2000 the market for residential development in infill locations in the Sierra is untested and unproven.





## 2000 to 2015 Transformation



In Development  
– On Roadmap

### How are you building support for infill?

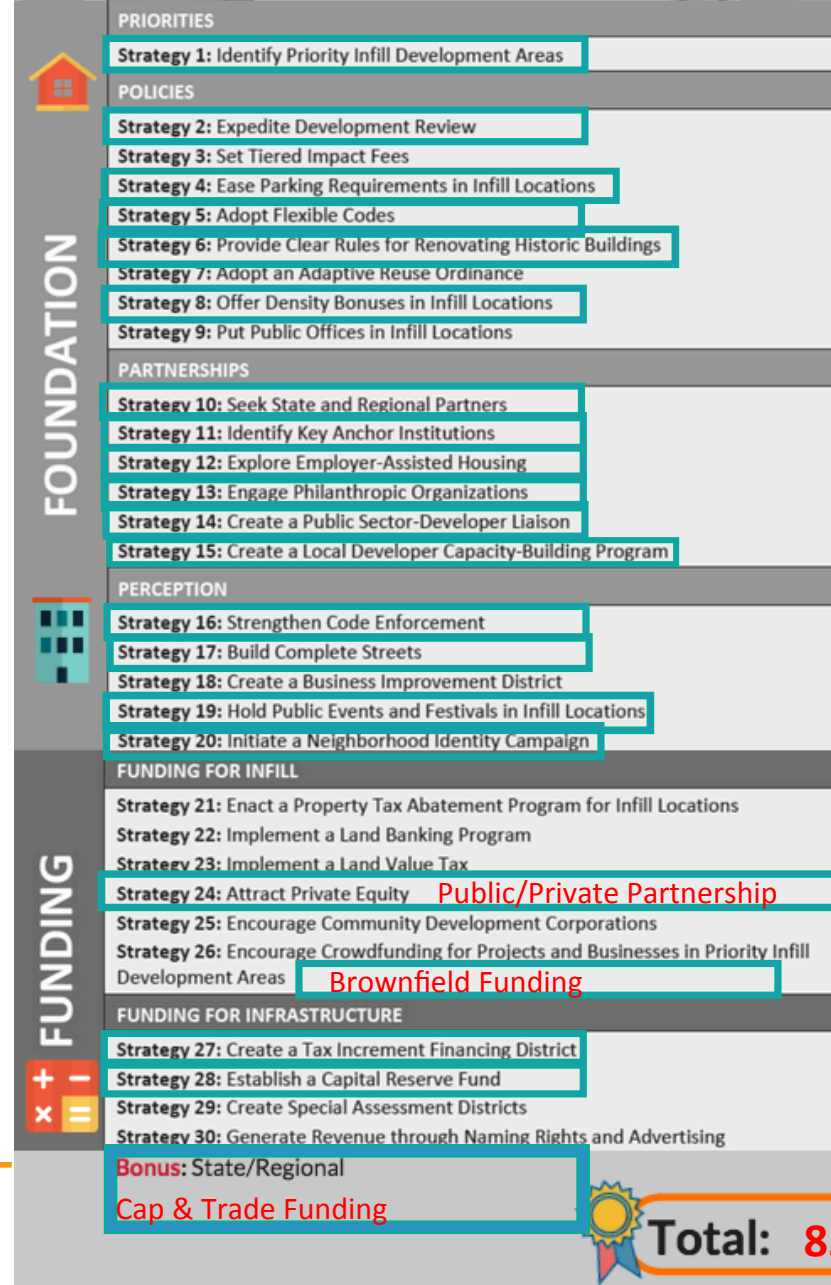
Through broad community engagement, Truckee developed and adopted the Downtown Specific Plan in 1997. In addition, the Town's general plan and development code identified other infill areas outside of downtown and specifically provided increased floor area.

### Infill strategies available in California.

Almost right after the incorporation of the Town of Truckee we began work on the General Plan and Downtown Specific Plan. We prepared an EIR for the downtown specific plan which provides for streamlined environmental review of residential (and certain other project types) under California law.

### Barriers to infill in Truckee-2000

Our incentives for infill are not yet strong enough to overcome the simplicity of developing readily available greenfield sites in Town that are not in infill locations. In 2000 the market for residential development in infill locations in the Sierra is untested and unproven.



FOUNDATION

FUNDING

# Making Action – 2000 – Infill Score 65 2015 - Infill Score 85



## Priorities, Policy, & Place Making

Project became council priority  
Downtown Historic District  
Master Plan Developed  
Building Types Studied  
Project Liaison/Coordinator  
Streetscape & Stream Restoration



**Infill**  
ROADMAP

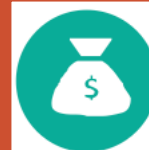


## Partnerships

- Developer Purchases
- Railyard Partnerships
- State & SGC

## Building Public Support

Community based Master Plan  
Downtown Design Center  
100% Vote



aerial sketch -  
TRY theater block

## Infill & Infrastructure Funding

- Capital Improvement Fund
- Relocate State Highway
- Brownfield & Restoration
- Cap & Trade
- EIFD Potential?

- \$250,000,000 in potential private investment

# Stats & Figures

We let the results speak for themselves.

50

Signed Up!

90

Communities completed step 1  
(10/20)

24 | 7

States & Countries with Users  
(10/19)





## 1. Communication

Involve existing residents in creating a shared vision & identify specific priority infill development areas.



## 1. Communication



## 2. Policy & Programs

## 3. Partnerships



## 4. Placemaking

## 5. Infill Finance



## 6. Infrastructure



## 2. Policy & Programs

Establish strong policies to incentivize infill & remove obstacles to revitalization.



## 3. Partnerships



Build capacity & collaborate on solutions, establish partnerships & leverage resources.



## 4. Placemaking

Improve the existing built environment & perception of place.



## 5. Infill Finance



Proactively identify funding opportunities & fund infill.



## 6. Infrastructure

Make strategic infrastructure investments to support projects & finance improvements.







## Create your Infill Roadmap

1



**Get your Infill  
Score**

2



**Explore Actions &  
Develop your Roadmap**

3



**Attract  
Investment**

# Infill ROADMAP

## 1. Communication

involve existing residents in creating a shared vision & identify specific priority infill development areas.



## 2. Policy & Programs

Establish strong policies to incentivize infill & remove obstacles to revitalization.



## 3. Partnerships

Build capacity & collaborate on solutions, establish partnerships & leverage resources.



Infill  
SCORE



## 4. Placemaking

Improve the existing built environment & perception of place.



## 5. Infill Finance



Proactively identify funding opportunities & fund infill.



## 6. Infrastructure

Make strategic infrastructure investments to support projects & finance improvements.



Graphics Source: Edmonton Evolving Infill

# Take Infill Score & Develop Action Plan

## SMART Infill

 [S] - Strategic

 [A] - Actionable

 [M] - Measurable

 [R] - Responsive

 [T] - Timely





# SMART Infill & Revitalization Roadmap

## TOP PRIORITIES

- Provide Affordable Housing Choices
- Implement TOD/ Complete Streets
- Create Walkable Communities
- Promote Downtown Revitalization
- Support Jobs/Econ. Dev

FOR DISCUSSION ONLY



## San Antonio, TX

## STRATEGIES

### TIERED IMPACT FEES

### ACTIONS

- Explore if we can establish tiered impact fees under state law
- Evaluate/develop impact fee program to cover costs associated with dev.
- Study the difference in fiscal, social, and other costs between infill & greenfield development,
- Build consensus among local elected officials to give priority to infill development
- Seek local developer political support for financial incentives for infill dev.

### ENGAGE KEY INSTITUTIONS

- Develop policy support locating major institutions in infill areas
- Create community development corporations (CDCs) that institutions could work with or fund
- Work with institutions to shape site development requirements that encourage walkability, activity along the street, or smaller setbacks

### EASE PARKING REQUIREMENTS

- Use innovative parking policies such as shared parking or parking cashout
- Include mobility options for bicyclists, pedestrians, and transit riders to reduce parking req at priority infill areas
- Ensure car sharing available in any priority infill areas
- Study if current parking req. are an impediment to infill, particularly in downtown areas
- Ensure transit is a convenient option for travel to, from, and within infill areas,

### IDENTIFY PRIORITY INFILL DEVELOPMENT AREAS

- Develop a place-based economic dev. strategy, Implement streamlined permitting
- Assemble large parcels for revitalization efforts
- Prioritize investments to improve walking, cycling & transit access,

### ADOPT FLEXIBLE CODES

- Audit zoning & subdivision codes to identify key elements that encourage or discourage mixed-use, compact development in infill locations
- Develop design guidelines & a master plan to serve as the basis for form-based or other flexible code provisions,

### CREATE A PARKING DISTRICT

- Establish a parking district
- Build support with residents & businesses for paid on-street parking
- Explore "managed" free parking with time limits, Develop shared parking or parking cashout policies,
- Explore new innovative finance program such as TIF to finance parking facilities
- Explore technology to improve parking management such as apps & sensors,

## 1. Communication

involve existing residents in creating a shared vision & identify specific priority infill development areas.

## 2. Policy & Programs

Establish strong policies to incentivize infill & remove obstacles to revitalization.

## 3. Partnerships

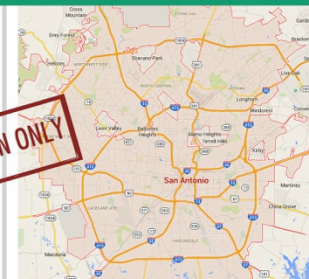
Build capacity & collaborate on solutions, establish partnerships & leverage resources.

# SMART Infill Implementation Roadmap

## TOP PRIORITIES

- Provide Affordable Housing Choices
- Implement TOD/ Complete Streets
- Create Walkable Communities
- Promote Downtown Revitalization
- Support Jobs/Econ. Dev

FOR DISCUSSION ONLY



## San Antonio, TX

## STRATEGIES

### IMPLEMENT A LAND VALUE TAX

### ACTIONS

- Explore if state law allows land value taxation
- Analyze if property taxes on improvements are discouraging investment
- Investigate the level of land-rich, income-poor resident

### BUILD COMPLETE STREETS

- Prioritize linking transportation priorities with development goals,
- Engage bicycling, walking advocates to support public transportation & community improvements
- Identify & prioritize wide streets in priority infill areas appropriate for transformation,

### ESTABLISH A CAPITAL RESERVE FUND

- Establish/continue to invest in a capital reserve fund for infrastructure improvements
- Establish/continue multi-year capital improvement program tied to long range planning goals
- Set aside revenue each year for future capital improvements that leverage new private investment,

### ENACT A PROPERTY TAX ABATEMENT PROGRAM

- Develop a place-based tax abatement program in priority development areas
- Ensure that elected officials/community members understand the benefits & value of tax abatement
- Research if property taxes are discouraging investment & levying land speculation on vacant property
- Investigate current property tax rates compared to neighboring communities & nearby abatement programs,

## 4. Placemaking

Improve the existing built environment & perception of place.

## 5. Infill Finance

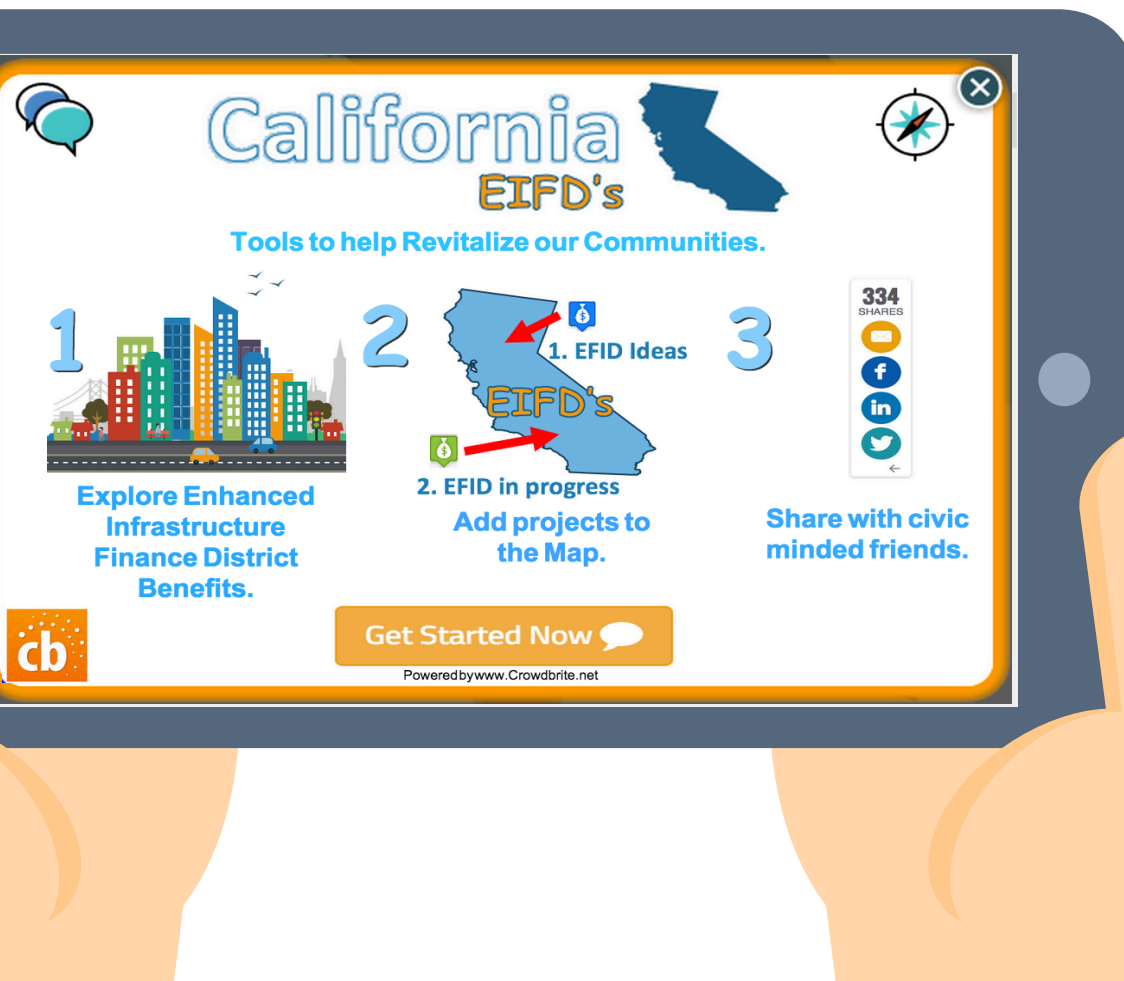
Proactively identify funding opportunities & fund infill.

## 6. Infrastructure

Make strategic infrastructure investments to support projects & finance improvements.



# Explore EIFD - Network - Share Resources



## Supporters of Bill 628



[www.ElFDistricts.com](http://www.ElFDistricts.com)



### Explore + Inspire

Learn about new tools to  
revitalize CA communities  
including Bill 628



### Network + Tools

Connect with leading experts  
EIFD project map & database  
Toolkits & resources



### Marketplace

Professional services  
Capital investors  
Impact investing & bonds

Take Poll #2



- Brownfield restoration,  
environmental mitigation

- Industrial structure construction  
or repair

## Help us Crowdfund the first EIFD Map!

We want to create a California wide Map resource of EIFD project ideas, and Projects in the research/development mode.

Please share this with your colleagues. Please include a brief project description, photo & contact details/links to online resources.

### 1. Review Projects on the Map



### 2. Drag Blue Icon for EIFD Ideas



# What is an EIFD?

Senate Bill 628 (Beall), which authorizes the creation of a new governmental entity called Enhanced Infrastructure Financing District (EIFD), was approved by Governor Jerry Brown in September 2014. An EIFD is defined;

“a governmental entity established by a city or county that carries out a plan within a defined area (boundaries of which do not need to be contiguous) to construct, improve & rehabilitate public- serving infrastructure. “



## US 50/SOUTH SHORE COMMUNITY REVITALIZATION PROJECT

We want your feedback to shape future plans.

Many community ideas have shaped the alternatives for revitalizing the community while improving circulation. Scroll down to review the options & detailed plan alternatives, touch the images to see more detailed information & answer the 6 polls. This survey will take 7-12 minutes to complete.

Take Poll #1 to indicate your top three goals for the project.



**Primary participants in EIFDs are cities/towns, counties and special districts**

**EIFDs do not automatically get all incremental property taxes - Each public agency/district must agree to the amount of tax increment they will contribute**

**EIFDs cannot take revenue from:**

**K-12 school districts**

**Community college districts**

**County offices of education**

**[www.ElFDistricts.com](http://www.ElFDistricts.com)**



aerial sketch -  
TRY theater block

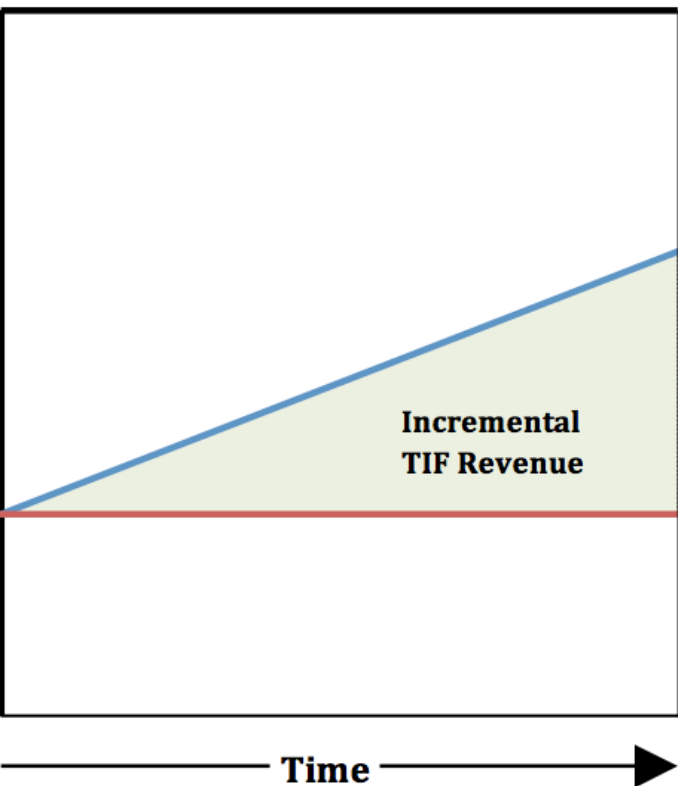
**Facilities need not be physically located within the boundaries of the district.**

**BUT any facilities financed outside the district must have a tangible connection to the work of the district.**

**Up to 10% of tax increment generated in the first 24 months of the EIFD may be used for planning and public education activities.**

**[www.ElFDistricts.com](http://www.ElFDistricts.com)**

# How do EIFD's it work?



— = Base Year Property Tax Dollars

— = Future Increase in Property Tax Dollars

**Redirect future incremental  
increases in property  
revenue, to be reinvested in  
planning**

**[www.ElFDistricts.com](http://www.ElFDistricts.com)**



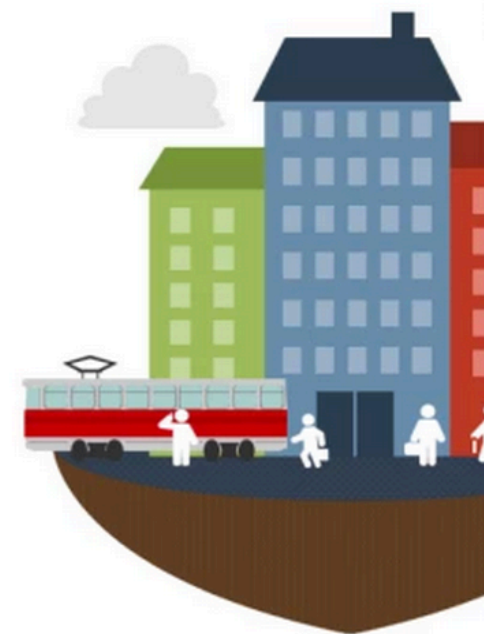
# Potential Areas of Investment



Parks + Open Space



Affordable Housing



Transit Priority Areas



Industrial Site Remediation



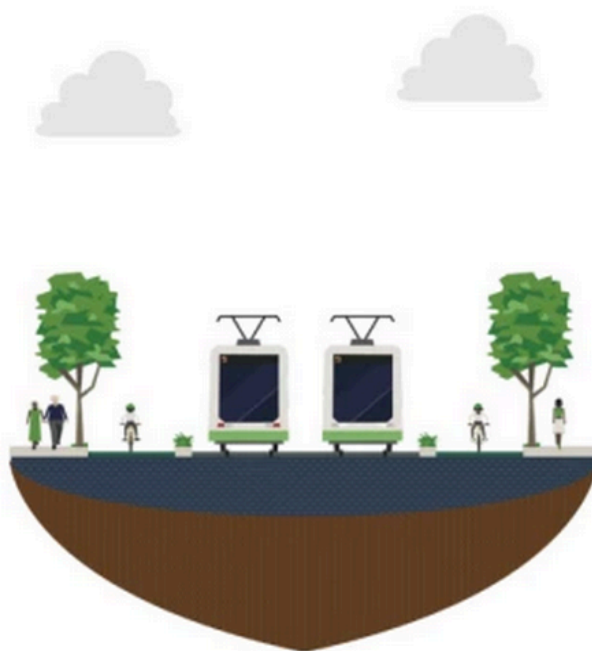
Military Base Remediation



Water/Wastewater Infrastructure



Maintenance & Repairs



Transit & Walkable Communities



Highways & Arterial

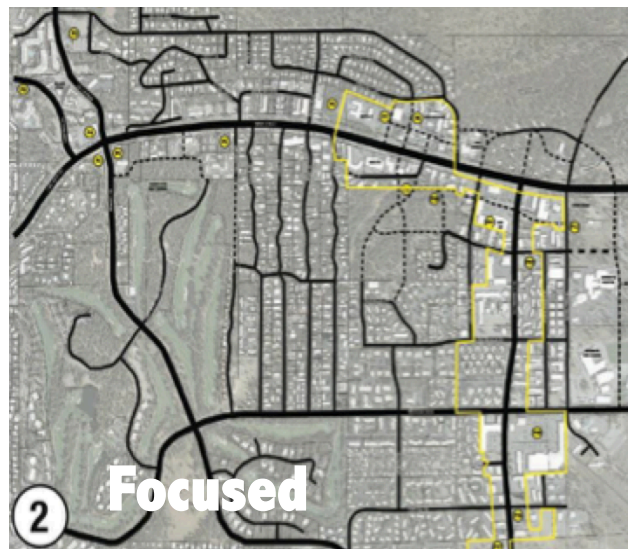




Town of Mammoth Lakes

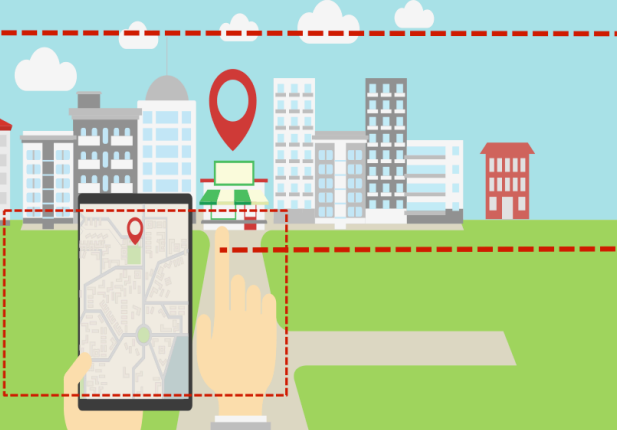
## Rapid Assessment

- Boundaries
- Taxing Authority Participation
- Engagement – Support & Vote
- Revenue Potential
- Governance



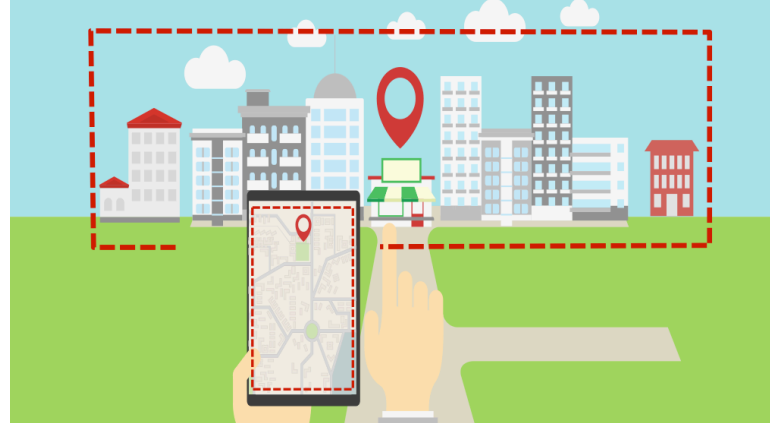
Multi-Jurisdiction

A. River

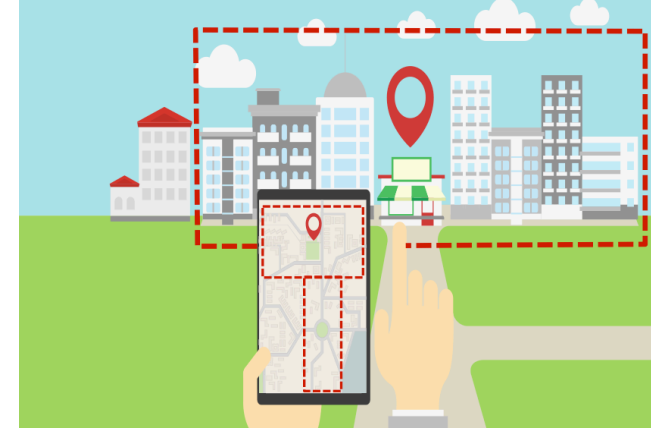


2. City-Wide

City Wide CIP

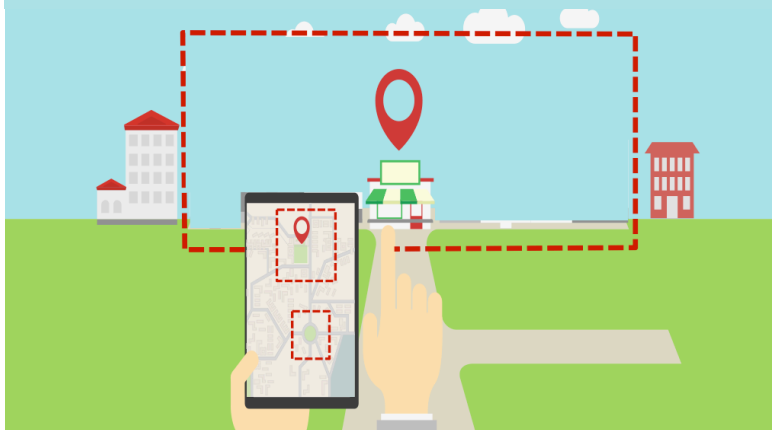


3. Redevelopment 2.0

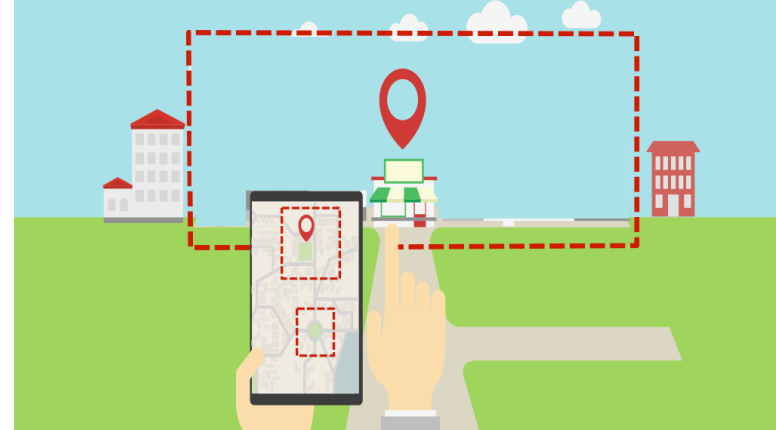


# Rapid Assessment of EFD opportunities Goals, Type, Opportunity Sites, % Rev. Share, Gap/Need

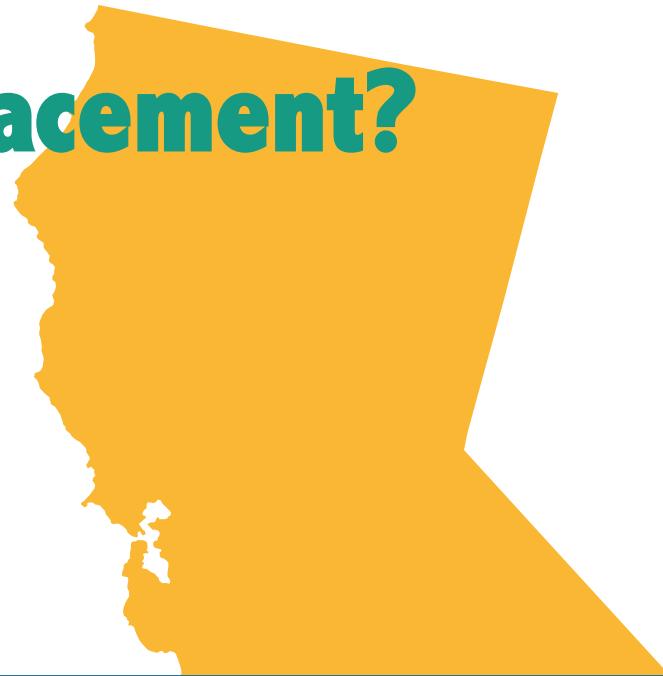
4. Focused Area



5. Targeted Opportunity Sites –  
non contiguous



# development Replacement?



## EIFD Opportunity

Greater than 20%

15% to 19.9%

9% to 14.9%

Less Than 9%

## Revenue Share – Number of Cities by Category

GO! 45

Lock in Increment

Start! 50

Assess/Study Alternatives

WARNING! 198

Reach out to Taxing Entities

STOP! 185

Negotiate Increment Sharing



## Process to Create an EIFD

The process to create the EIFD occurs through three primary steps:

**Step 1: Create an EIFD Authority**

**Step 2: Adopt a Resolution of Intent for an EIFD**

**Step 3: Develop an Infrastructure Financing Plan**

At this point, we will build the business case for creating an EIFD through comprehensive and thoughtful analysis.



**Darin Dinsmore**  
Crowdbrite  
+Buildbrite



**Fred Silva**  
CAFWD

# Infill SCORE



# California EIFD's



## NEW TOOLS TO REVITALIZE CALIFORNIA COMMUNITIES

[www.crowdbrite.net](http://www.crowdbrite.net)

[Darin@Crowdbrite.com](mailto:Darin@Crowdbrite.com)

**Thanks!**

**Darin Dinsmore**

**[Darin@Crowdbrite.com](mailto:Darin@Crowdbrite.com)**

**[www.crowdbrite.net](http://www.crowdbrite.net) - [www.eifdistricts.com](http://www.eifdistricts.com)**

