



STAFF REPORT
2/10/2021

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Grants Manager

SUBJECT: Adopt Resolution No. 2021-09 Authorizing the City Manager to Pledge Support on Behalf of the City of Coachella for the Lift to Rise We Will Lift: Regional Housing and Economic Opportunity Initiative

STAFF RECOMMENDATION:

Staff recommends that the City Council consider adopting Resolution No. 2021-09 authorizing the City Manager to pledge support on behalf of the City of Coachella for the Lift to Rise We Will Lift: Regional Housing and Economic Opportunity initiative. Lift to Rise is seeking a pledge from all 10 local jurisdictions and dozens of other partners in order to help attract and leverage regional investment in affordable housing and economic opportunity.

BACKGROUND:

Lift to Rise is a local nonprofit organization focused on making collective impact for all Coachella Valley families in the areas of housing and economic opportunity as they consider those pillars as fundamental in helping people live healthy, stable and thriving lives. The work undertaken by Lift to Rise consists in bringing together community and institutional leaders to collaboratively solve the underlying causes of poverty and inequality in the region.

DISCUSSION/ANALYSIS:

Through the Lift to Rise “We Will Lift: Regional Pledge for Housing and Economic Opportunity” initiative, Lift to Rise is seeking commitments from cities throughout the Coachella Valley to further advance its work with building 2,000 units of affordable housing in the next two (2) years, advance a community-valued pipeline of affordable housing, help implement affordable housing policies, secure financial investment in affordable housing, and build pathways to economic mobility in the region for residents experiencing poverty.

Additionally, Lift to Rise obtained a letter of endorsement from the City of Coachella on November 12, 2020 requesting that the Governor consider making a \$25 million-dollar investment in “loss reserve” or risk capital from the State to fund the Lift to Rise Coachella Valley Housing Catalyst Fund. This Fund intends to indirectly fund Early Care and Education, Farmworker Housing and Safe Drinking Water through the development of affordable housing.

By taking the pledge, the City of Coachella will communicate its support for this shared, concrete, and forward-thinking plan. The Pledge requests that a representative from the City is assigned to work with the Housing Collaborative Action Network (CAN) to align policies, practices, and resources in a way that advances this plan, recognizing the following opportunities for alignment:

- Utilizing the expertise of Lift to Rise to provide technical assistance to support the implementation of the CAN's priorities;
- Contributing detailed and up-to-date, publicly-available information on affordable housing projects and development opportunities to the shared pipeline of projects;
- Complying fully with all state and federal housing rules/requirements;
- Providing opportunities and/or incentives for (and not unduly constrain) affordable housing development in the community;
- Advancing pro-affordable-housing policies in all Coachella Valley communities, including those that prioritize favorable zoning and land use, decrease production timeframes, and reduce construction and development costs;
- Collaborate with other jurisdictions and agencies to align policy and remove barriers to affordable housing;
- Coordinate and align funding opportunities with the Housing Regional Fund to advance unit production;
- Express support of the Coachella Valley Housing Catalyst Fund and investments proposals (i.e. letter of support).

ALTERNATIVES:

1. Adopt Resolution No. 2021-09 Authorizing the City Manager to Pledge Support on Behalf of the City of Coachella for the Lift to Rise We Will Lift: Regional Housing and Economic Opportunity Initiative
2. Not Adopt Resolution No. 2021-09 Authorizing the City Manager to Pledge Support on Behalf of the City of Coachella for the Lift to Rise We Will Lift: Regional Housing and Economic Opportunity Initiative

FISCAL IMPACT:

By pledging its support, the City of Coachella is committing to coordinating funding opportunities with the Lift to Rise Regional Housing Catalyst Fund. Lift to Rise is also requesting that a representative from the City of Coachella is assigned to work with their Housing CAN. Their Housing CAN meetings last approximately 1.5 hours and take place once a month. Currently, the Development Services Director attends these meetings.

ATTACHMENTS:

1. Resolution No. 2021-09
2. Endorsement Letter to Governor
3. Pledge
4. Housing Catalyst Fund