



# Displacement Avoidance Plan (DAP)

*Coachella Prospera*

City of Coachella Planning Commission  
Study Session  
December 17, 2025

# The DAP Team

**Project  
Lead:**



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*planning associate*



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**Policy Technical Support:**



**Education, Outreach,  
and Engagement:**



# Agenda

1. Project Overview
2. Displacement Overview
3. Displacement Trends
4. DAP Community Involvement
5. Discussion: Planning Commission Insights
6. Next Steps

# ***Project Overview***

# Transformative Climate Communities (TCC) Program

TCC is an innovative, new investment in community-scale climate action, with potentially broad implications.

- **Launched in 2017** by the California State Legislature
- Funds the **implementation of neighborhood-level transformative plans** that include multiple, coordinated projects **to reduce greenhouse gas emissions**



# Transformative Climate Communities (TCC) Program



- Provides an array of **local economic, environmental, and health benefits** to disadvantaged communities, while minimizing the risk of displacement
  - Affordable Housing
  - Shared Mobility
  - Green Infrastructure
  - Energy Efficiency
- Empowers **communities disproportionately impacted by pollution** to lead their own neighborhood transformation

# Transformative Climate Communities (TCC) Program

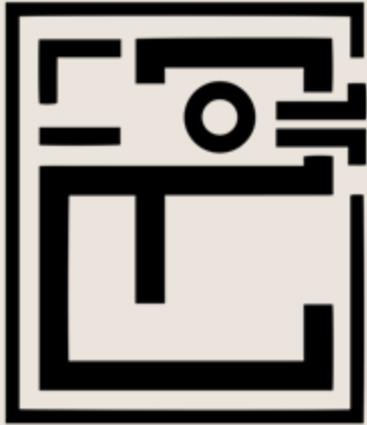
**California Climate Investments:** initiative using billions of Cap-and-Trade dollars to reduce emissions, encourage economic development, and protect public health

- Reduce emissions
- Encourage economic development
- Protect public health

Investments are directed toward low-income communities to ensure that the residents most vulnerable to climate change and pollution benefit first and foremost



# Project Overview



**COACHELLA  
PROSPERA**

**Project-wide Vision:** To create a more equitable and climate-resilient community through neighborhood planning that supports climate change adaptation, the healthy development of children, the ability of older adults to age in place, and an overall sense of connectedness that benefits all residents.

The vision means having access to public resources like recreational and wellness facilities, zero-emission public transportation, affordable housing, an urban forest, solar programs that help make homes more energy efficient, parks and open spaces, infrastructure like sidewalks and bicycle trails that promote activity and mobility, and economic opportunities that increase wealth and prosperity.



# The Displacement Avoidance Plan (DAP)

To help **residents and small businesses** stay in place, the DAP combines:

- Education
- Advocacy
- Community Engagement

The DAP will **identify displacement risks** in the project area and **recommend new and improved policies or programs** to protect business owners and residents, allowing them to enjoy the benefits of the Coachella Prospera projects.



*Transform Fresno, 2021 Draft  
Here to Stay Report*



*Watts Rising Collaborative,  
Investment Without  
Displacement Policy*



# The DAP Pre-Work

## Step 1: Initial Engagement

- **Focus groups included community members, small businesses and stakeholders**

## Step 2: Policy Workshop

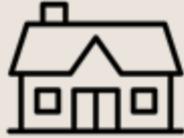
- **KDI and City Staff discussed and compiled anti-displacement policy recommendations**

## Step 3: City Council Review

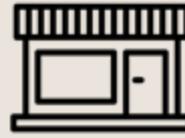
- **Policy recommendations presented to Coachella City Council for approval**

# The DAP Outcomes

***A total of 6 anti-displacement policies will be adopted as a result of the DAP.***



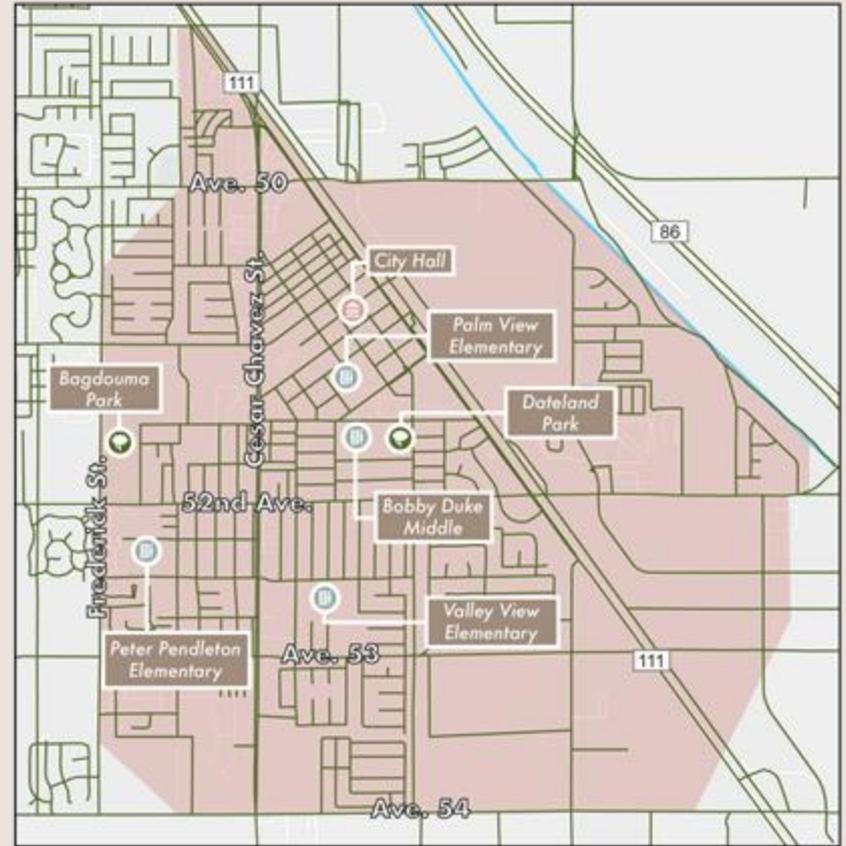
**3 residential policies**



**3 small business policies**

# DAP Requirements

- Implement anti-displacement policies, programs and efforts
- Address displacement vulnerabilities
- Focus within the defined Project Area
- Robust community engagement



# ***Displacement Overview***

# Displacement 101

Displacement happens **when people move against their will**. Reasons could be:

- Eviction, foreclosure, demolition, extreme rent increases, negligent landlords

Displacement **disconnects people from their existing communities** – affecting **physical, mental, and emotional health**

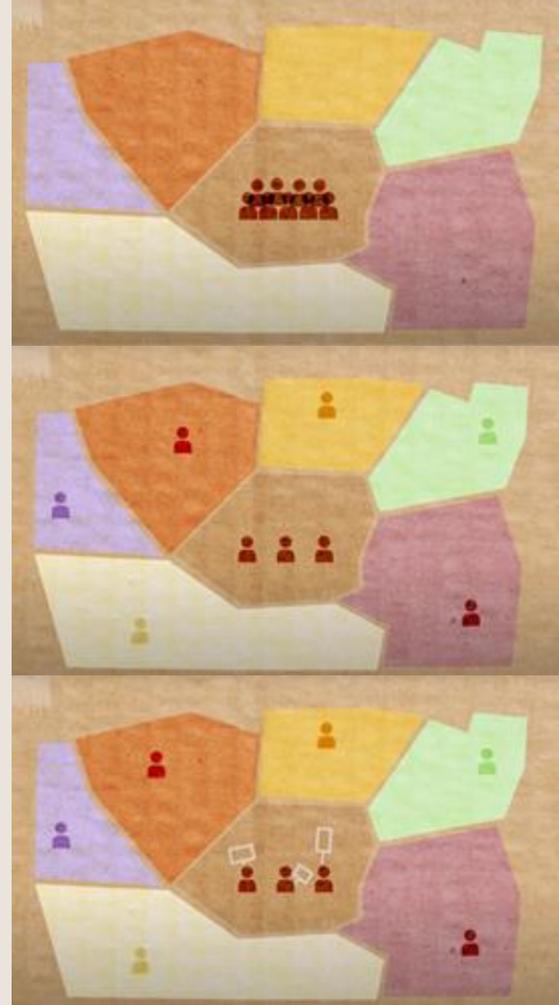
- Family, friends, jobs, schools service providers

# Displacement 101

Displacement **affects life chances**, displaced households often move to lower-income neighborhoods

- Health, educational outcomes, earnings potential

Displacement **weakens the political power of communities**



# Displacement 101

## Investment-Induced Displacement:

- Triggered by economic and speculative impacts of transformative infrastructure development (e.g., sustainability and resiliency features, mobility enhancements, parks and open space improvements, etc.)

*Transform Fresno, 2021 Draft Here to Stay Report*



# Anti-Displacement Strategies

## Strategies (policies, programs, financing tools) for slowing displacement:

### ○ **Renter Protections**

- Rental Assistance, Tenant Counseling, Just Cause for Evictions Ordinances, Rent Stabilization

### ○ **Housing Production**

- Subsidized Housing, Permit Streamlining

### ○ **Stock Preservation and Upgrades**

- Community Land Trusts, Condo Conversion Restrictions

### ○ **Asset Building**

- Financial Coaching, Seed Deposits Lease to Purchase

# ***Displacement Trends***

# RIVERSIDE COUNTY 2025 Affordable Housing Needs Report



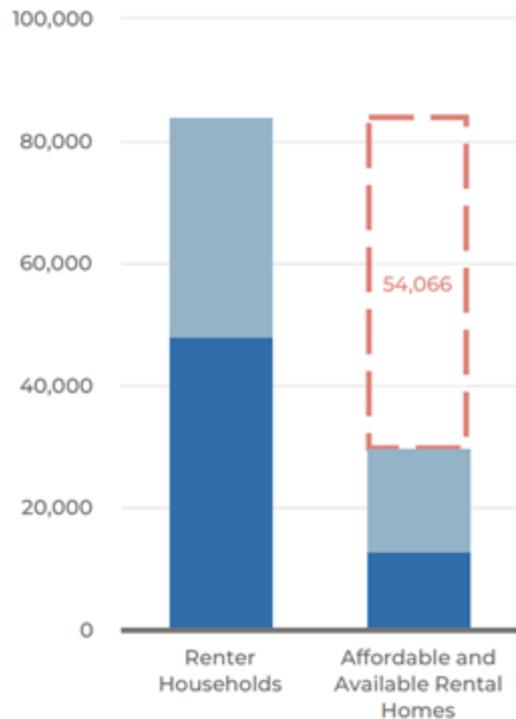
## KEY FINDINGS

- **54,066 low-income renter households** in Riverside County do not have access to an affordable home.
- State and federal funding for housing production and preservation in Riverside County is \$190 million, a **50% decrease** from the year prior.
- **78% of extremely low-income (ELI) households** in Riverside County are paying more than half of their income on housing costs compared to 5% of moderate-income households.
- In 2024 in Riverside County, there were only **2,745 beds** available in the interim housing supply for persons experiencing homelessness.
- Renters in Riverside County need to earn \$38.33 per hour - **2.3 times** the state minimum wage - to afford the average monthly asking rent of \$1,993.

## AFFORDABLE RENTAL HOMES

**54,066 low-income renter households** in Riverside County do not have access to an affordable home (2023).

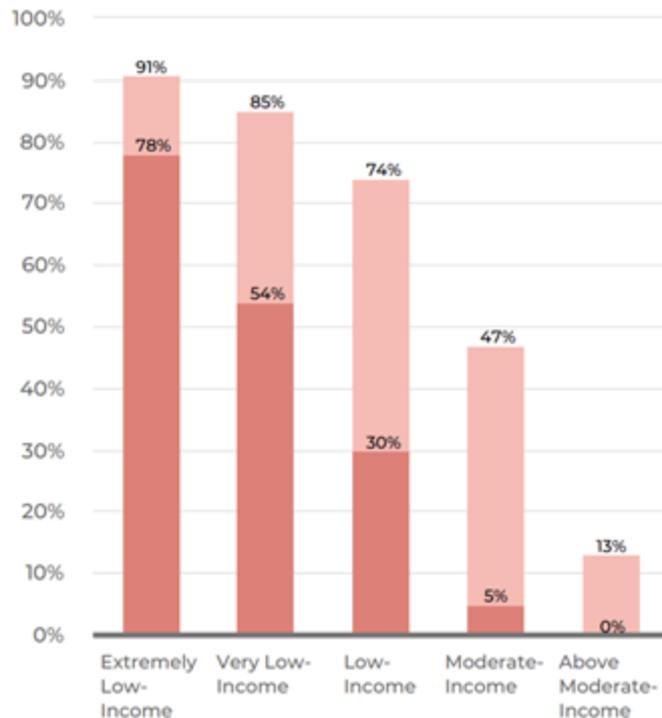
  Shortfall    
  Very Low-Income    
  Extremely Low-Income



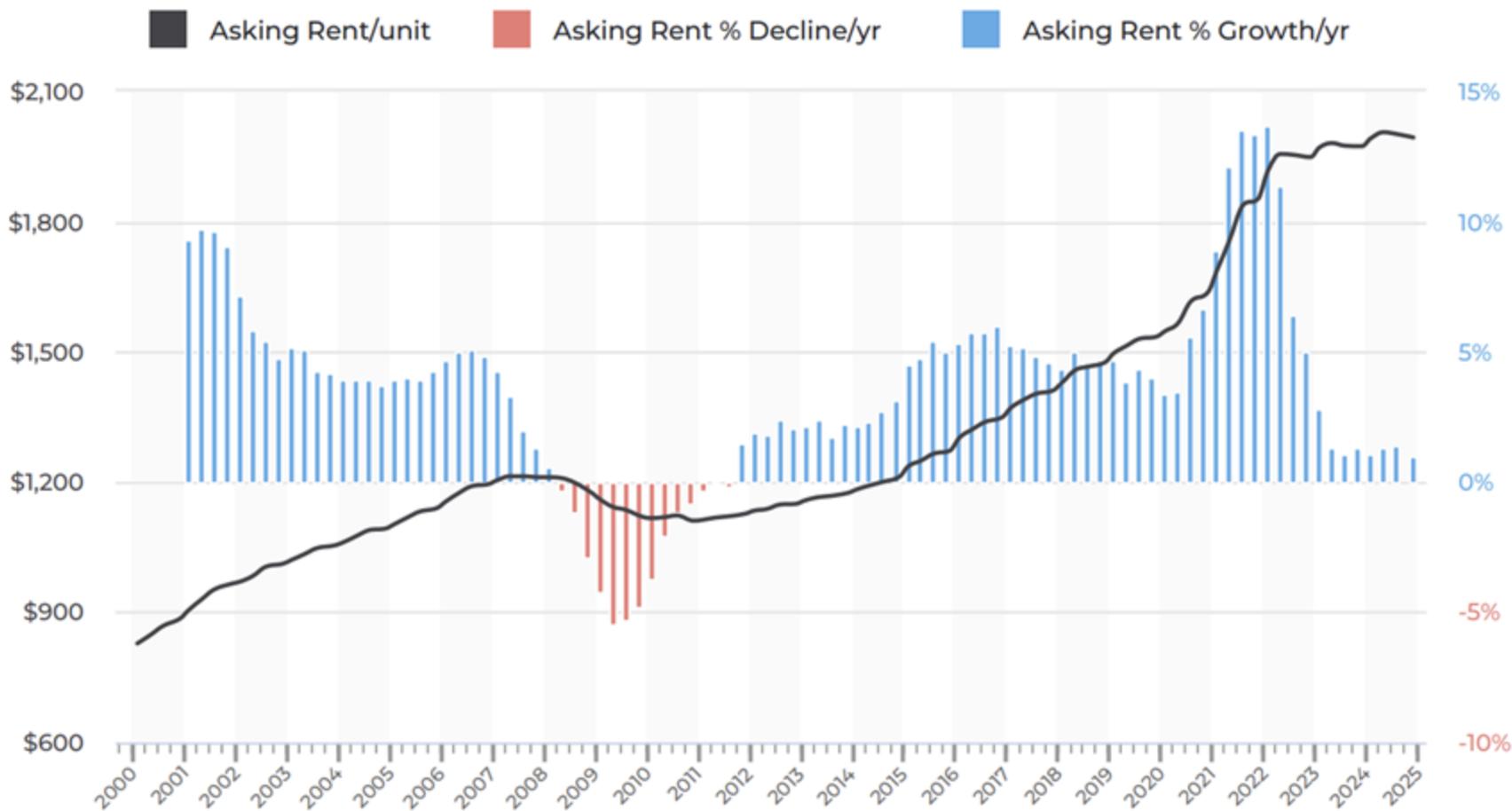
## COST BURDENED HOUSEHOLDS

**78% of ELI households** in Riverside County are paying more than half of their income on housing costs compared to 5% of moderate-income households (2023).

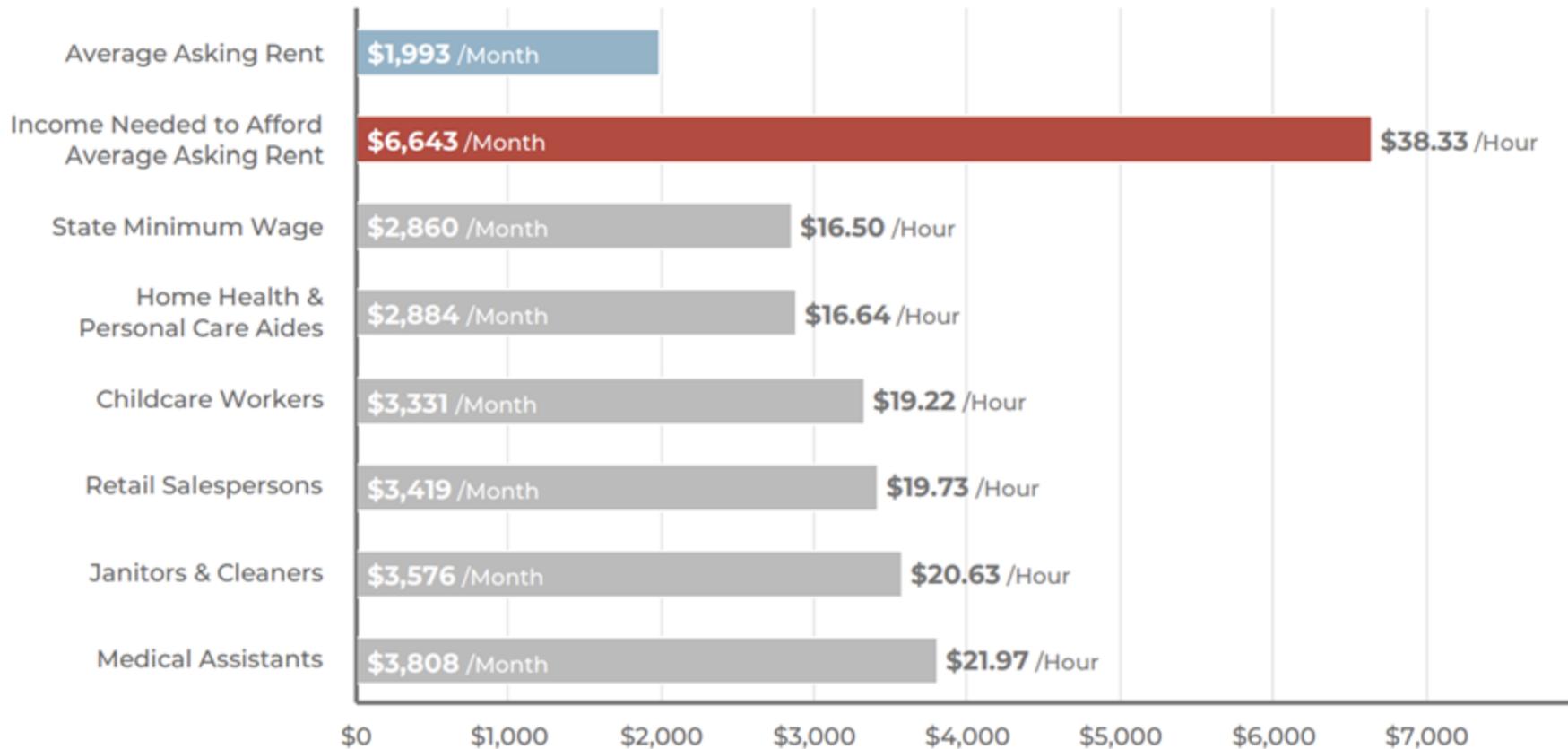
Cost Burdened\*    
  Severely Cost Burdened\*

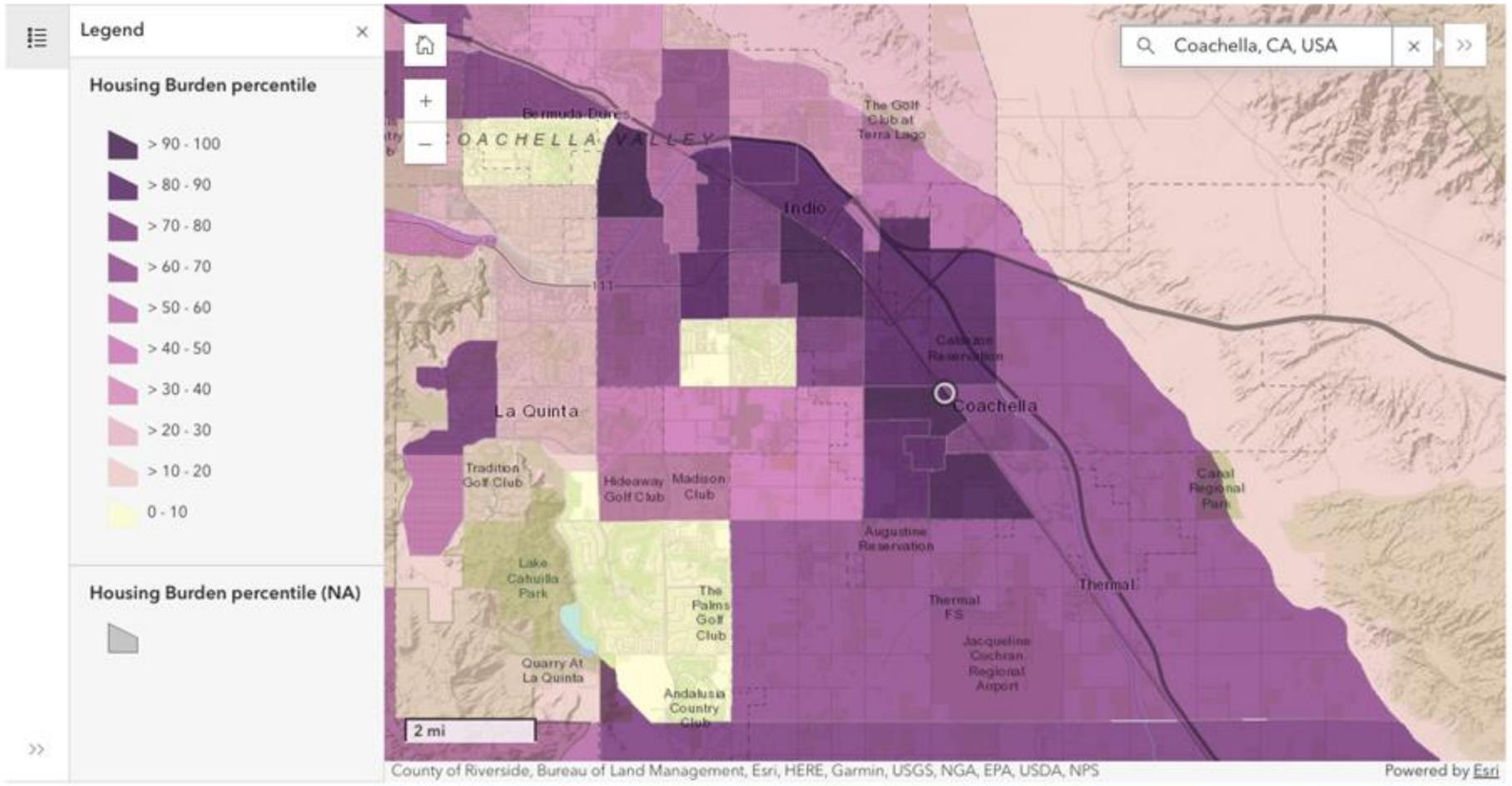


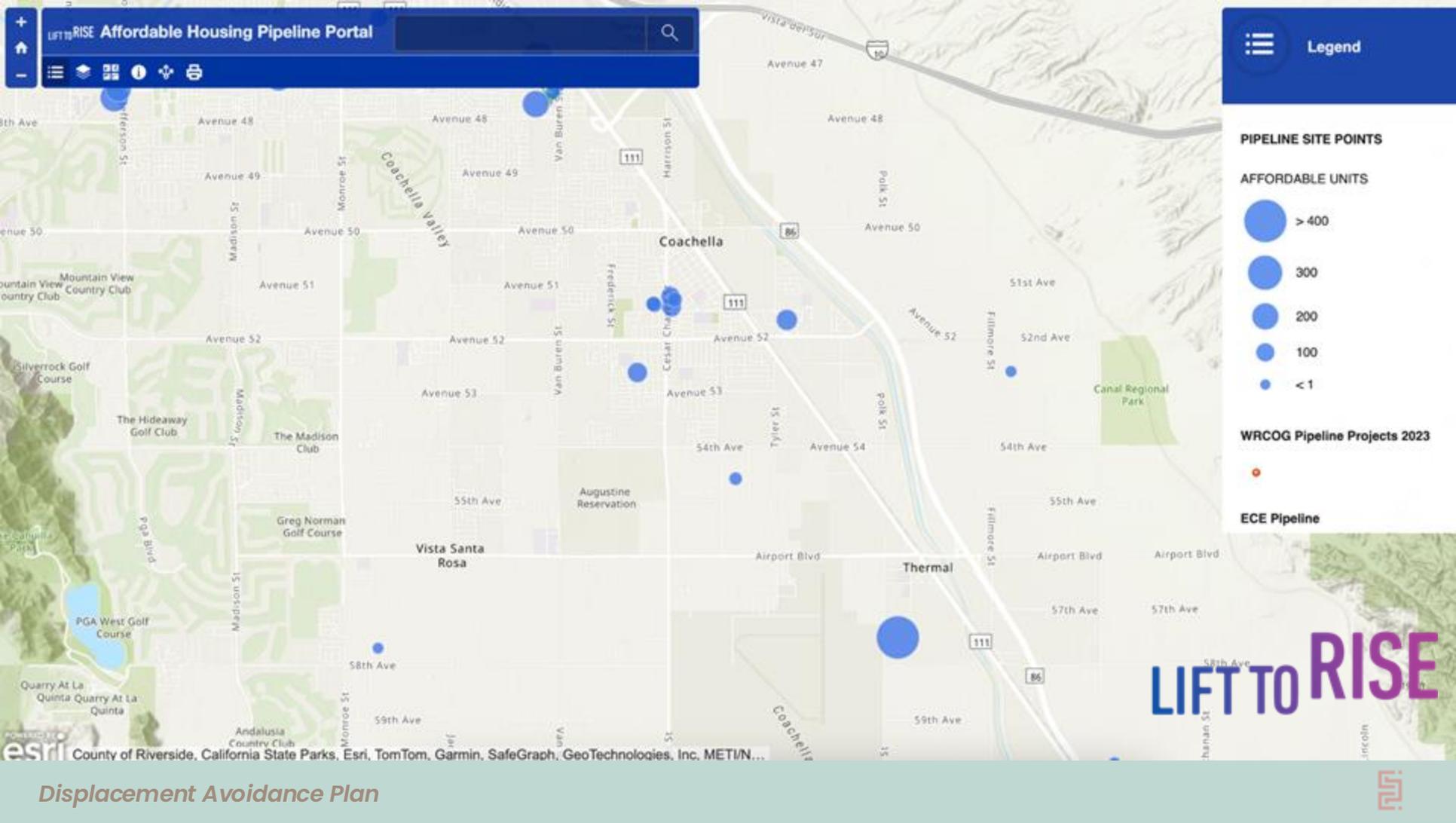
Asking rents in Riverside County have **increased by 29.8% (\$458)** between Q4 2019 and Q4 2024.



Renters need to earn **2.3 times** the minimum wage to afford the average asking rent in Riverside County.







PIPELINE SITE POINTS

AFFORDABLE UNITS

- > 400
- 300
- 200
- 100
- < 1

WRCOG Pipeline Projects 2023



ECE Pipeline

LIFT TO RISE



# Coachella's Small Business Landscape

Engagement conducted in 2023 revealed **challenges and concerns** in the eyes of small business owners:

- Expensive new code and compliance requirements
- Delayed resolution for business set up, remodeling processes
- Difficult competition with larger companies
- Security (especially for businesses operating late at night)
- Impact of the unhoused population

# Coachella's Small Business Landscape

Engagement conducted in 2023 also revealed **areas for improvement and opportunities for support** from the City:

- Accessible and responsive city officials
- Enhanced security measures for all businesses
- Accelerated processes for business extensions, business plans
- Investment in security infrastructure and attention to areas of commerce
- Responsibility of property owners for upkeep, beautification
- Insurance coverage for small business owners

# Coachella's Small Business Landscape

Small business owners identified potential **policies and programs** that could provide support.

- Financial assistance programs or grants for affordable code compliance.
- Orientation programs to educate new owners on setup process.
- Collaboration with law enforcement for equal security measures.
- Resource allocation to address the unhoused population issue.
- Regular meetings or forums for small business owners to interact with city representatives.

# Coachella's Small Business Landscape

Small business owners identified potential **policies and programs** that could provide support. (cont'd)

- Grant programs for solar panels, improvements, and cleaning services.
- Streamlined approval processes for aesthetic enhancements.
- Programmatic events to increase small business exposure.
- Representation and consideration of owners' opinions in decision-making
- Creation of a small business alliance and subgroups for effective communication.



# ***DAP Community Involvement***

# Small Business Alliance (SBA)



1. Provide a forum
2. Discuss, prioritize, and advocate
3. Develop lines of communication
4. Develop capacity
5. Strengthen relationships
6. Elevate policy, programs, and funding

# Small Business Survey



**Small Business Survey | *Encuesta de Pequeños Negocios***

Help inform policies and programs in the [Displacement Avoidance Plan \(DAP\)](#) by sharing your experiences as a small-business owner or small-business employee in the Coachella Prospera project area.

Responses to this survey are anonymous. Questions that identify your business are optional.

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*Ayude a informar las políticas y los programas del [Plan para Evitar Desplazamientos](#) compartiendo sus experiencias como propietario o empleado de una pequeña empresa en el área del proyecto Coachella Prospera.*

*Las respuestas a esta encuesta son anónimas. Las preguntas que identifican su negocio son opcionales.*

- Challenges
  - Physical
  - Operational
  - Financial
- Property Information
  - Location/Relocation
  - Duration
  - Rent vs. Own
- Policy and Program Preferences
- Business Information

# Vecinos de Coachella Prospera

- Use **ambassadors' insights and lived experiences** to shape **Coachella's Displacement Avoidance Plan**
- Collect **real-time data on evictions, rent increases, housing conditions, and tenant experiences** to inform city strategies
- Train ambassadors with the **knowledge and skills to support pro-housing advocacy, fair housing practices, and anti-displacement programs**



# Vecinos de Coachella Prospera

## Program Themes

1. Displacement Education and the Coachella Housing Landscape
1. Community Engagement 101, City Decision-Making and Vecinos Influence
1. DAP Precedents and Coachella DAP Development

- Monthly meetings
  - Relationship Building
  - Priority Topics
  - Guest Speakers
  - Data and Storytelling Methods
  - Engagement and Outreach Planning
- Compensation

# ***Planning Commission Insights***

**What signs of displacement (of residents or small businesses) are you seeing in Coachella?**

**Have residents or business owners brought specific issues to your attention?**

**What do you think are the anti-displacement priorities of residents and business owners?**

# Next Steps

- Presentation to Planning Commission
  - City Council Study Session
- Early 2026 Meetings for Vecinos de Coachella Prospera and SBA
- Policy Precedent Research (*KE Impact*)
- Community Education, Outreach and Engagement (*FHCRC*)

