

FEB 6,  
2020

# CBA Policy Summit St. Petersburg

AT THE CENTER FOR HEALTH EQUITY



# WELCOME TO THE CENTER FOR HEALTH EQUITY

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# TONIGHT'S AGENDA

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Welcome & Purpose  
**Co-Chair**  
**Atty Tamara**  
**Felton, 2020 Plan**



Timeline of Progress  
**Co-Chair**  
**Dr. Bruce Nissen,**  
**2020 /New Deal**



Strategy Possibilities  
**Co-Chair**  
**Chey Smith**  
**Raise the Bar**  
**St. Pete**



Affirmations of Coalition  
**Co-Chair**  
**Bro John Muhammad,**  
**New Deal**

# WELCOME & PURPOSE



Economically disadvantaged communities have reaped little benefit from the booming pace of development in downtown St. Pete and other areas of the City.



Goal to create a CBA Policy Council.



Goal to create a CBA Policy and/or Ordinance to be enacted by the City.

# WHAT IS A COMMUNITY BENEFITS AGREEMENT?

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Model was created in the late 1990's



An agreement negotiated between community groups and a real estate developer that provides for a wide range of community benefits in connection with the development of a Covered Project.



In exchange, the community groups agree to publicly support the project, or at least not oppose it.



Properly structured CBAs are legally binding and directly enforceable by the signatories

# WHAT IS A COMMUNITY BENEFITS POLICY/ ORDINANCE?

A law that requires developers to proactively engage with the community to identify community benefits and address potential negative impacts of certain development projects.

# WHY ENACT A COMMUNITY BENEFITS POLICY/ ORDINANCE?

A Community Benefits Policy or Ordinance would give negotiations between developers and the community legal standing and create a mutually beneficial framework for negotiations. Developers would know what to expect when they ask for large amounts of public money, land or other support.

# CBA POLICY COUNCIL

- Often, negotiating a CBA relies heavily upon the formation of a multi-issue, broad based community coalition including community, environmental, faith-based and labor organizations. We envision a broad-based coalition of community groups that will work together to draft, recommend and lobby for a CBA policy/ordinance for the City of St. Petersburg.

# TIMELINE OF PROGRESS

	MILESTONES
MAY 2015	CBA POLICY REQUESTED OF CITY LEADERS BY 2020
AUG 2017 – JUNE 2018	NEW DEAL FORGES CBA POLICY INITIATIVE
AUG 2019	2020/NEW DEAL PRESENTS DRAFT POLICY TO CITY
<b>Fall 2019</b>	<b>CITY AGREES TO CO-AUTHOR CBA POLICY WITH COMMUNITY &amp; PRESENTS DRAFT PROGRAM DESIGN</b>
FEB, JUNE, OCT 2019	CBA POLICY WORKGROUP MEETINGS ON VARIOUS ASPECTS OF THE CBA POLICY AND PROPOSED ORDINANCE
DEC 2019	SANKOFA PROJECT SET AS 1 <sup>ST</sup> FORMAL LARGE-SCALE CBA

# National Examples

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**NORTH  
MIAMI**  
(Ordinance)

**ATLANTA**  
(Ordinance)

**DETROIT**  
(Ordinance)

**CHICAGO**  
(Ordinance)

# PROPOSED CBA POLICY

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***First,*** a developer whose project meets criteria for CBA coverage (i.e., a covered developer) is required to produce a Community Impact Report, available to the public, that lists expected community benefits and detriments that will result from the project.

***Second,*** the developer will negotiate with the CBA Policy Council on what benefits, if any, will be provided to community efforts.

***Third,*** 20+ community organizations will sustain the CBA Policy Council that negotiates community benefits with developers.

The approach provides developers *flexibility*, while ensuring community interests are “at the table” with their projects. Though the policy requires developers to engage in the process, the benefits they offer (if any) are left up to the them, in negotiation with community reps.

# COMMUNITY & CITY APPROACHES

	COMMUNITY	CITY
<b>Covered Developers/ Projects</b>	Projects where (1) city leases land to developer, or (2) transfers to developer land worth \$250,000 or more; or (3) gives developer tax breaks, grants, etc. worth more than \$100,000, or (4) any government contributions equal the lesser of \$500,000 or 10% of project value.	\$3 million projects, \$5 million projects, \$10 million projects, with increasing requirements as the amount goes up
<b>Number of Eligible Projects past 3 years and next few years</b>	<b>26</b>	<b>9</b>
<b>Who developer negotiates with</b>	Community representatives from the CBA Benefits Council	City administrators (with Advisory by Council from community)

# Strategy Possibilities

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## Determine what do we want and where

- What are the priorities?
  - Goals in order of importance
  - Components of the CBA

## Will the CBA serve as a universal model?

- Customization
- Target impact areas

# Opposition and Options

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## Know Potential Opposition

- Associated Builders and Contractors (ABC)
- Chamber of Commerce

## Know our Options

- The City of St. Petersburg's Proposal
- CBA Policy
- TIF/ Zoning
- CRA/CAC
- Citywide Ordinance

# Operationalize

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- Communication
- Lobbying
- Advocacy
- Legal Guidance



# How an Ordinance Moves: The Council Approach

1. Identify a Councilmember Sponsor and get the Council Chair to introduce the topic as a new business item.
2. Once introduced, it will be referred to a committee to be discussed/created.
3. During the committee process, the community does not have any input, unless invited, although committee members are typically receptive to input and have advocated for our concerns in the past.
4. Once out of committee, the new language goes back to Council, which may refer it to another Committee, table it, or move to adopt.
5. The language must be approved through 2 Council meetings before going to the Mayor's office for implementation.

# Affirmations of Coalition

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## **Our goals are for...**

- 20+ representatives of community-based organizations to form a CBA Policy Council
- These 20 organizations and other partners to contribute their time, talent and treasure to a sustained multi-month campaign like the advocacy campaign in Nashville, Detroit and elsewhere

# QUESTIONS & RECOMMENDATIONS

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**For details:** CBA Policy Co-Chairs Atty Tamara Felton ([tamara@feltonhowardlaw.com](mailto:tamara@feltonhowardlaw.com) or 727-202-8626) or Dr. Bruce Nissen ([brucenissen@gmail.com](mailto:brucenissen@gmail.com) or 786-208-0017).