



Community Development Impact Report 2016 - 2023



Resources for Community Development (RCD) is proud to present this report that details the impact of our Community Development (CD) Department over its seven-year history. In that time, the Community Development team has led many significant efforts and collaborations to enhance the quality of life in the Eden Area of unincorporated Alameda County.

The CD team worked to enhance the well-being and support the empowerment of community residents, in close partnership with local people and organizations. After the COVID pandemic hit, the relationships we had nurtured became vital to the recovery of the Eden community, and we redoubled our focus on meeting community members' basic needs and advocating for structural changes at the County level to support the development of the neighborhood.

The pages below document RCD's Community Development activities and impact since 2016. We are excited to share our results, and very pleased that our Community Development Department has lived up to RCD's vision of growing our capacity to support the development of neighborhoods where our housing is located. We greatly appreciate the partnership of the many community organizations, residents, funders, and elected officials that have supported our CD programs. Thank you so much for your collaboration in service of community, and we look forward to more impact and wins in the coming years!

RCD creates and preserves affordable housing for people with the fewest options, to build community and enrich lives.

In 2015, we embarked on a yearlong strategic planning effort that drove new initiatives and innovations across the organization.

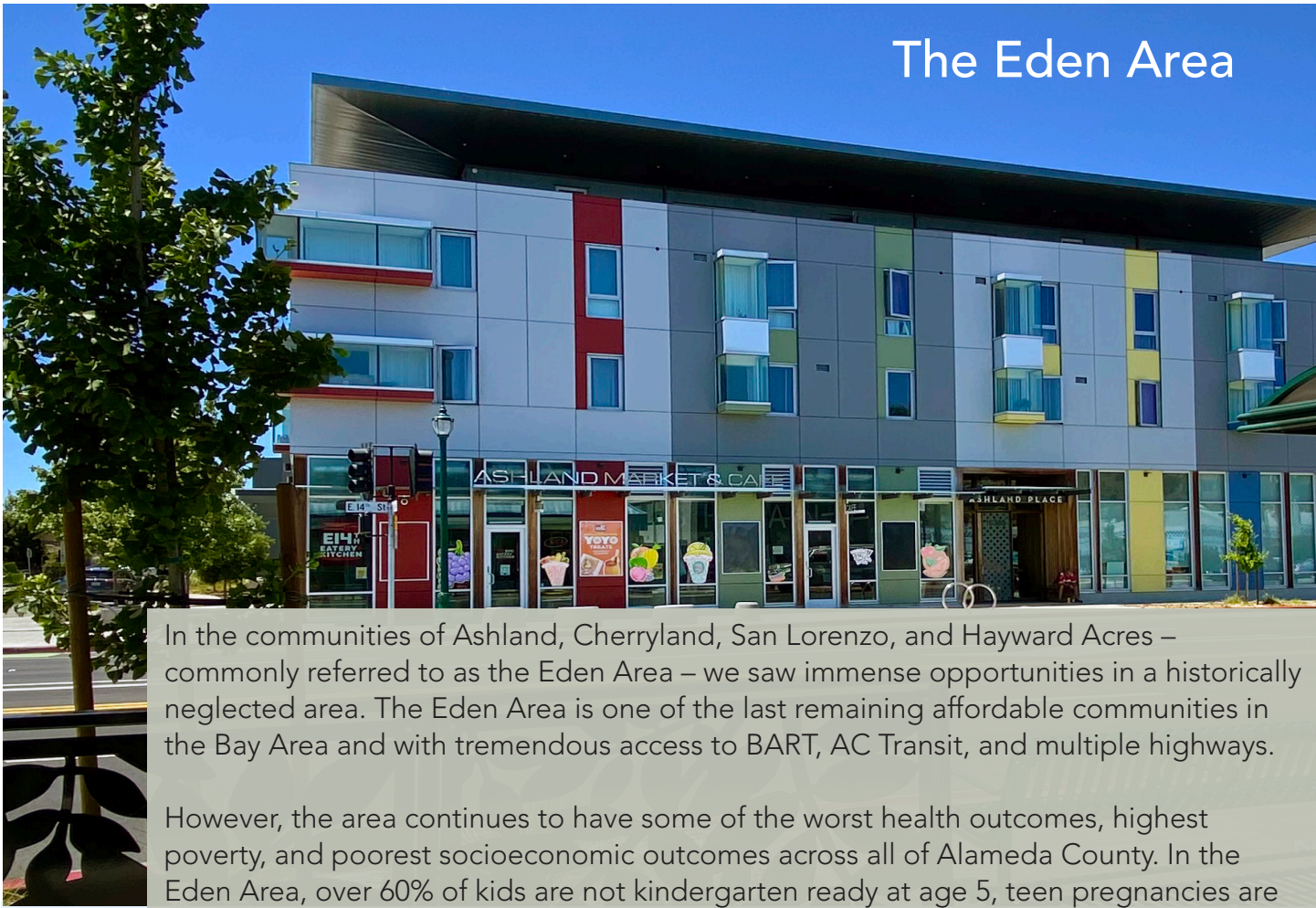
It included a vision for expanding RCD's impact beyond the housing we create and the supportive services we provide to residents.



We committed to expanding our community impact through an inclusive approach to engaging community residents and organizations, building upon local assets and opportunities, and pursuing a common agenda for neighborhood change.

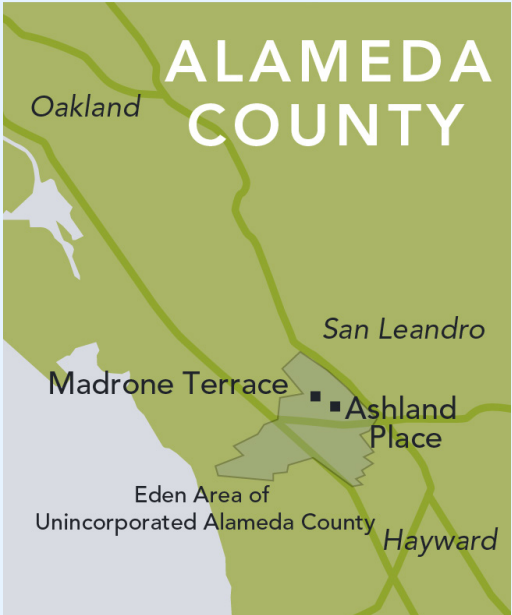
RCD's board of directors and staff determined that the urban unincorporated Alameda County area south of San Leandro and Oakland would be the geographic focus of our pilot. The work would build on our investments in Ashland Place, a newly constructed affordable housing community with commercial space dedicated to emerging food entrepreneurs.

The Eden Area



In the communities of Ashland, Cherryland, San Lorenzo, and Hayward Acres – commonly referred to as the Eden Area – we saw immense opportunities in a historically neglected area. The Eden Area is one of the last remaining affordable communities in the Bay Area and with tremendous access to BART, AC Transit, and multiple highways.

However, the area continues to have some of the worst health outcomes, highest poverty, and poorest socioeconomic outcomes across all of Alameda County. In the Eden Area, over 60% of kids are not kindergarten ready at age 5, teen pregnancies are the highest countywide², and almost a quarter of our residents do not have a high school diploma.³ In the Eden Area, over 75% of residents are people of color and over 50% of residents are Spanish speaking immigrants.⁴



The Eden Area has a history of neglect and disinvestment not found in neighboring cities. The impacts of being an unincorporated area has vast impacts on the lives of residents—seen and unseen. There is no code enforcement program that ensures residents live in habitable housing. More than 60% of the Eden Area is covered by impervious surfaces like roads, rooftops, and parking lots.⁵ These communities have less than .5% tree canopy coverage, leading to excessive trapped heat that is associated with poor health outcomes.⁶ These are just a few examples of the disinvestments and inequities facing the Eden Area.

Despite the daily challenges that residents faced, we saw resilience, hope, and an opportunity to strengthen community while preventing displacement. We considered all these factors when selecting the Eden Area for our pilot.

1. [Ashland Cherryland Community Health and Wellness Element](#), 2015
2. [Eden Area Community Profile](#), 2013
3. [Eden Area Community Profile](#), 2013
4 and 5. [Alameda County, Cooling our Communities](#), 2019

Our Approach

RCD's Community Development Team deployed a range of strategies to advance our **People, Power, and Place** approach in the Eden Area.

One of the critical roles and capacities that RCD provided in the community was serving as a convening organization working to build relationships amongst partner organizations, residents, funders, and decision makers in county government.

We expanded our impact by working with local partners that have an expertise in community mental health, immigrant rights, education, food security, economic development, and others.

People

- Co-led the Ashland Cherryland Healthy Communities Collaborative (ACHCC) with Supervisor Miley's Office to align the work of residents, nonprofits, county agencies, and others to achieve a healthy, just, and economically viable community.
- ACHCC meet monthly to advance policies and programs to meet basic needs, pandemic recovery efforts, infrastructure improvements, and economic development initiatives.
- Hosted health fairs, yoga classes, nutrition workshops, and youth engagement events to encourage walking and biking.
- Co-created the Ashland Cherryland Basic Needs and Food Security Committee following the onset of the pandemic to address residents' increased food insecurity and lack of basic resources such as diapers and wipes.

Power

- Hosted a leadership development academy and organized residents to fight for tenant rights, more parks, and better government through the creation of My Eden Voice (MEV).
- Helped with the development of the Eden Municipal Advisory Council which empowers the community with local representation at the County level.
- Supported the COVID Response & Advocacy for Eden Area residents.

Place

- Supported the development of RCD's second affordable housing community in the Eden Area, Madrone Terrace.
- Created a new and vital partnership with Hayward Area Recreation and Park District (HARD) which is resulting in a new park, affordable childcare, and recreation center at Madrone Terrace.
- Participated in several other place-based efforts, including local transit planning and streetscape improvement efforts, and park and open space planning.



Our Impact

Our community building efforts raised the profile of the Eden Area with philanthropy and county leaders. At key moments — public hearings and meetings with elected and agency officials — we educated the public and raised community needs.

This resulted in new policies, such as the creation of the Eden Area Municipal Advisory Council (Eden MAC) to address civic representation for the unincorporated communities, and new investments, such as the new parks, streetscapes, public art, and affordable housing around the community.

My Eden Voice

A significant part of our work in the Eden Area was creating My Eden Voice (MEV), a new grassroots organization dedicated to developing leaders and organizing community members to build local power.

MEV's mission is to build community power to win campaigns that advance racial, housing, economic, language, and environmental justice for the urban unincorporated Alameda County communities.

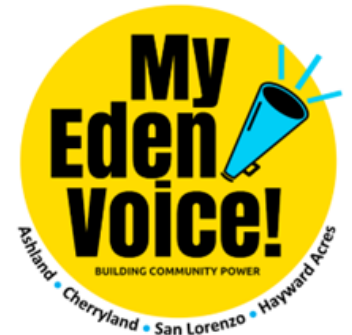
Over the last three years, 250+ Eden Area residents have participated in meetings and 30 community members graduated from MEV's leadership academy.

The Eden Renters United, a subgroup of MEV, launched a campaign to protect renters from illegal evictions, unfair rent hikes, and unhealthy living conditions in late 2019. RCD secured funding for Eden Renters



The My Eden Voice team celebrates at RCD's annual event

United to train and hire community captains who are leading this on-going campaign, including providing testimony at public hearings, conducting extensive community outreach and canvassing, and advocating directly to the Alameda County Board of Supervisors.



In fall 2020, RCD and MEV launched the Campaign for an Equitable Recovery in response to what residents felt was an inadequate response to the needs of Eden Area residents. We took our campaign demands to Alameda County Supervisors and secured \$5 million in rental assistance from the federal CARES Act, \$28 million from the American Rescue Plan Act (ARPA) funding for the unincorporated communities, and expanded funding for emergency food distributions and COVID-19 testing and vaccination programs in our communities.

In 2022, My Eden Voice became fully independent from RCD. The organization is now partnering with In-Advance, a local non-profit that supports the capacity

of grassroots organizations focused on racial justice, to become an independent nonprofit.

"We could not have been as successful as we have been without RCD and their pivotal role in developing My Eden Voice because My Eden Voice is bringing and developing community power. That is how you really bring change."

- Claudia Albano, Deputy Chief of Staff at Alameda County Board of Supervisors District 4

Madrone Terrace



RCD has a long track record of investing in and transforming the areas around our affordable housing communities. We leveraged our organization's internal expertise to support our Community Development department's focus on the Eden Area.

The single biggest issue that we heard from community residents was the need for more affordable housing. The threat of displacement is active for many residents in the community given landlords' ability to significantly raise rent and the lack of eviction protections. In addition to housing, our community discussions revealed a tremendous need for affordable childcare, parks, and open space for families.

To help address this issue, RCD partnered with the Hayward Area Recreation District (HARD) to purchase a blighted parcel along E. 14th Street in Ashland. In partnership with HARD, we began planning for another affordable housing community with space for a day care and a recreation center.

Our bold, shared vision required years of planning and collaboration and is now coming to fruition as Madrone Terrace, RCD's second affordable housing community in the area. A few blocks from Ashland Place,

Madrone Terrace is an innovative mixed-use development that will provide 79 new rental homes for low-income families with a day care and a recreation center operated by HARD on the ground floor. RCD and our partners began construction in 2023 and the development is slated to be completed by 2025.

Madrone Terrace was made possible through close collaboration and a continued partnership with HARD. Together, our organizations worked to secure funding for the recreation space at Madrone Terrace and engaged with the community to ensure local voices were heard and incorporated in the planning process. HARD is also creating a new 1.7-acre park next to the site which will complement and enhance the affordable housing and community space.

"RCD has stepped up and done a lot here in the unincorporated area with a lot of partnerships, ingenuity and thinking out of the box. I'm really happy with the work and relationship that the county has with RCD."
- Alameda County Supervisor Nate Miley

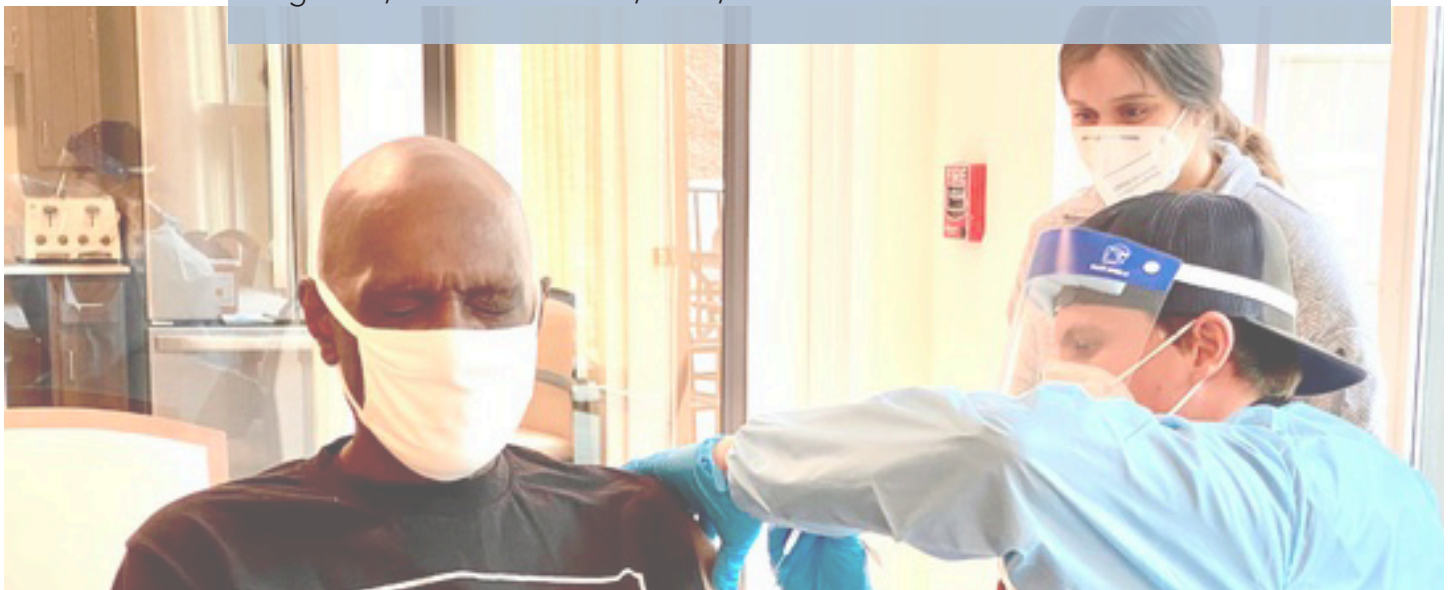


We celebrated the groundbreaking of Madrone Terrace in May 2023

Rapid Response to the COVID-19 Pandemic

When COVID hit in 2020, RCD and our nonprofit and government partners sprang into action, quickly creating the Ashland Cherryland Basic Needs and Food Security Committee. Together, this group of 30 organizations and agencies provided a wide range of new programs for the Eden Area community, including:

- Created a food pantry and distribution program with seven sites
- Advocated for a local COVID testing site
- Supported the rollout of Alameda County's vaccination program by advising on messaging and leading outreach for hard-to-engage residents.
- Informed the design of Alameda County's COVID-19 vaccination clinics to ensure they were accessible, with supportive, multilingual staff and open in the evenings and weekends,
- Secured \$2.2 million funding from Alameda County Resilience and Vaccination Coalition for outreach and education to raise interest and awareness to help people get vaccinated and assess resources including legal aid, eviction defense, food, and rent relief.



Provided groceries and meals to over 1,000 community members per month



\$2.2M in Alameda County Resilience and Vaccination Coalition funding



Supported nearly 17,000 vaccinations

Lessons Learned

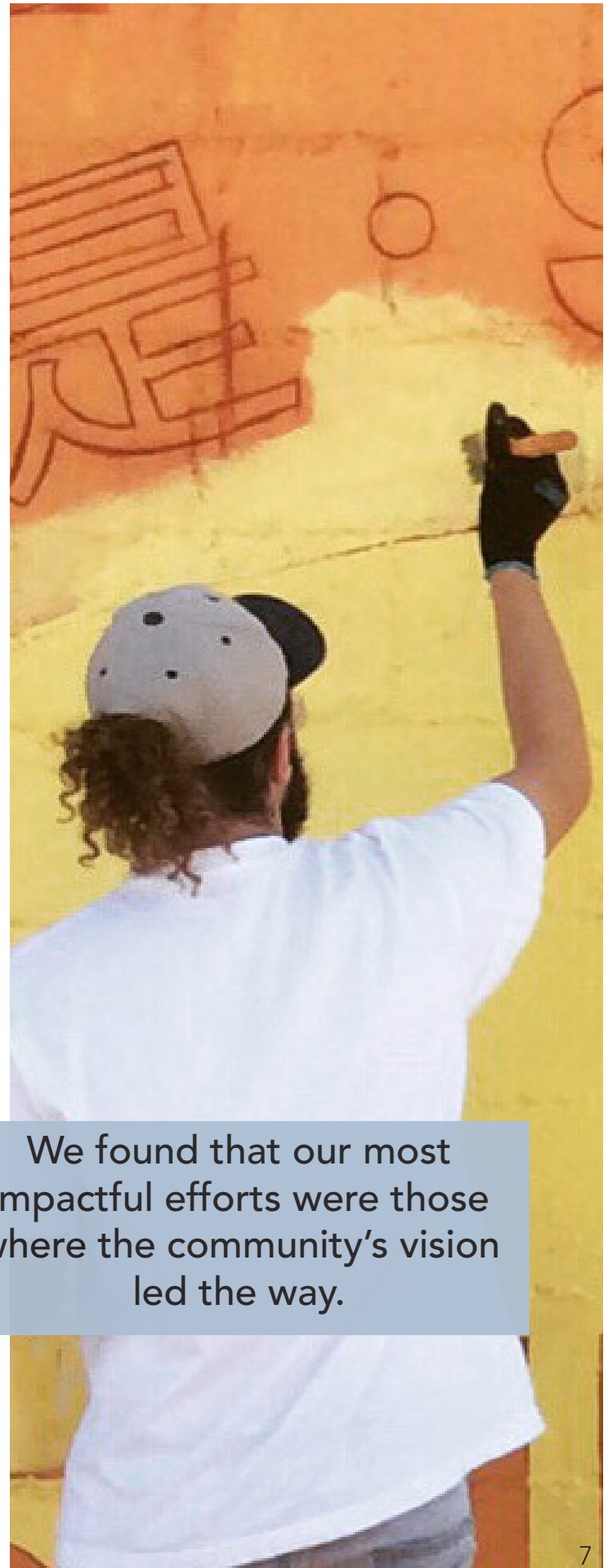
We have learned many important lessons as we grew our Community Development work—as we worked alongside residents, grappled with the ramifications of decades of poverty and inequities, and tried to keep each other safe from the health and economic pandemics damaging our communities.

A few highlights include:

Our initial focus was providing services to the community, but over time **we realized our impact would be significantly greater if we shifted our efforts to creating transformational changes by changing policies and organizing residents to build their power to drive change.**

Community development practitioners are constantly trying to balance the needs of the community with what our philanthropic and government are willing to fund. We found that our most impactful efforts were those where the community's vision led the way — such as advocating for renter protections or supporting food distributions — and that attracted local funders that were willing to be flexible and creative.

There are racial and economic power dynamics at play in every community. In the unincorporated communities, we supported My Eden Voice with prioritizing the voices of immigrants and people of color in the community and this resulted in a lot of challenging dynamics with the small base of existing community leaders that were mostly white homeowners. **We have learned to be intentional about our commitment to diversity, equity, and inclusion and to create spaces for shared learning, cross-cultural engagement, and inclusive communication skills.**



We found that our most impactful efforts were those where the community's vision led the way.

Looking Forward

Currently, RCD is the lead organization for the Ready2Recover Vaccination and Resilience Coalition, funded by the Alameda County Public Health Department. We will continue this work through 2024 with additional funding and expanded services.

We are collaborating with Eden United Church of Christ, La Familia, Umoja Health Partners/Village Connect, and the Regional Pacific Islander Taskforce to educate and engage with residents around COVID-19 vaccinations, anti-eviction education, rental assistance, and food and other basic needs assistance.

In partnership with Eden United Church of Christ, **RCD is leading the assessment and planning for a new empowerment hub in the Eden Area.** This hub will connect residents to services and programs that support leadership and workforce development, and economic security and well-being. We began research and planning phase in the fall of 2022 and launched the pilot in 2023.

This new empowerment hub is a continuation of our work to expand culturally relevant community services to families in the Eden Area. The pilot program will provide intensive case management to 35 residents, program, and service referrals to over 100 additional residents, and \$1,000 in direct aid as emergency support.



We are grateful to our funders:

- Alameda County
- East Bay Community Foundation
- Enterprise Community Partners
- First 5 Alameda County
- Kaiser Permanente Foundation
- San Francisco Foundation
- The State of California

RCD could not have done this work without the productive partnerships we had with the following organizations:



REACH ASHLAND YOUTH CENTER

The offices of Supervisor Nate Miley, Supervisor Wilma Chan, Supervisor Dave Brown and Supervisor Lena Tam

