

**Near SE/SW**

# **Community Benefits Coordinating Council**

*Coordinating Benefits for a  
Caring Community*

## **2011 Annual Report**

**Presented at the  
Second Annual Meeting  
Thursday, December 15, 2011  
Arena Stage**

### Board Members

Chair: Ruth Hamilton

Vice-Chair: Ken LaCruise

Treasurer: Barbara Ehrlich

Secretary: Eve Brooks

Rick Bardach

Debra Frazier

Juanita Jones

Ron McBee

Vicky Leftwich

Paul Taylor

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Special thanks to Martin Mellett  
of LISC-DC.



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# Neighborhood Revitalization



## Near SE-SW Community Benefits Summit March 5, 2011 — Amidon-Bowen Elementary School

With the support of the Local Initiatives Support Corporation (LISC), CBCC was able to use the services of America Speaks, a locally and nationally recognized public meeting facilitator, to engage residents of near SE-SW in a democratic process of prioritizing neighborhood goals.

Approximately 130 persons participated in the day-long session. This was short of our goal of 200 and not as representative of the low-income residents as we had wished. Nevertheless, the energy level was high and positive. Below is a summary of the top two priorities in each category generated by electronic voting by each participant:

### Workforce/Jobs/Community Center—

- Use schools and other facilities for adult education;
- Ensure that Ward 6 is part of Waterfront PUD order

### Neighborhood Oriented Retail—

- Increase locally owned businesses;
- Make good temporary use of unoccupied waterfront retail space until development completed.

### Youth-Education and Services—

- Bolster pre-K in the community, raise Amidon-Bowen test scores and use Jefferson space of adult vocational/workforce development;
- Complete playground adjacent to library

### Housing diversity and affordability—

- Make sure residential developers commit to specific housing preferences for current residents
- Build stronger coalitions to represent all types of residents' interests to developers and policymakers

### Environmental Concerns—

- Develop community gardens using public land and church offered space and transitional dog parks;
- Avoid over-development

A video about the Summit was also a product of the day.



Southwest  
Playground Project

# Southwest Playground Project

To build a playground to serve diverse families in the community.

In November of 2010, our partner LISC was approached by Kaboom, a playground funding organization, to solicit applications for playground support. Knowing of long-standing efforts among new families in the Southwest community to advocate for a playground, CBCC agreed to apply for a Kaboom grant. CBCC turned to the informally organized "Friends of a Southwest Playground" to build on the work they had done in choosing a preferred site next to the SW Library.

Meetings were held with key players in the building of the playground at Hopkins property on Capitol Hill in which it was learned about issues between DPR and Kaboom. CBCC began looking for other playground organizations. In December of 2010, house parties raised the first \$1085 for the project in addition to \$300 contributed by CBCC board members McBee and Taylor.

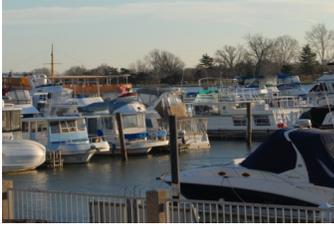
In January, Felicia Coutts, one of the active parents, was asked to serve as Project Manager. Two public meetings, announced through CBCC and SW Families listservs, were held at the SW Library in January. In February talks were held with Linda Beltran of Mandarin Oriental to talk about project. This led to the adoption of the Playground Project by the Mandarin. A Playground Art Project was also held for 5th graders at Amidon-Bowen. The winning classroom received a special party. In March, Playground Project committees were formed (Fundraising, Communications, Design and Build). Edwina Horn did a preliminary site analysis. On Earth Day in April twenty persons participated in a Library Park clean-up day.

Monthly meetings continued to be held. In April, Make Kids Smile, another playground sponsor organization, made a commitment of \$15,000 and support for the project. Community canvassing was carried out in June and on June 13 ANC6D voted unanimously to support the CBCC's SWPP application to serve as the "Park Partner" with DPR on a playground. When the Station 4 restaurant opened they designated a \$1200 donation to the Playground Fund. In August, SWPP received \$5000 from Safeway Foundation. These results were published in the Southwester with contact information for getting involved. Monthly meetings continued to be held. In September the Mandarin Fantastic March raised significant funds for the project. Almost \$9000 came directly to the CBCC Playground Fund. Additional monies will be released following the design approval.

Although it was hoped to find pro bono services for all the landscape design, those leads were not forthcoming. Jonathan Fitch of LAB (Landscape Architect Bureau) was secured to attend the Charette on December 10 and with Board approval he will be contracted to finish design work. Mr. Fitch is highly regarded by DPR for his work on playgrounds in the city.

The Charette, Part I, was held on Saturday, Dec. 10 at St. Augustine's Church. It was facilitated by Mary Jacksteit and included presentations by Brent Siscoe of DPR, Peter Ognibene of Make Kids Smile, and John Fitch of LAB. With broad support for the library site, DPR will be looking into the potential environmental issues raised. Fitch will use the feedback provided to propose designs for both a Toddler only and Mixed Age playground and present these at a follow-up public meeting. The DC Urban Forestry Administration received approval from the ANC6D to begin routine maintenance work on the park until the design work is approved. The process for completion of the playground project, including all the permitting, and precluding any major obstacles, will be 6-12 months. The actual installation of equipment is a one-day event.

We appreciate the support of Councilmember Wells, Library staff and many resident and tenant councils. A special thanks to resident Lawrence Impett for his commitment of \$25,000 to the project. CBCC is extremely grateful for the strong leadership of Felicia Coutts and all the volunteers.



## Waterfront Community Benefits

Among the outcomes of the Summit was the clear priority to make sure that Ward 6 was officially included in the Zoning Commission's report on the Phase I Waterfront PUD. This issue was continually raised in the Waterfront's Development Advisory Group meetings and was well received by the developers.

In addition, the Board voted to draft a position statement on specific aspects of the Waterfront PUD proposal, primarily asking for the naming of Ward 6 as beneficiary of the proposed community benefits package negotiated with the City. The only new request was for the developer to be willing to meet with city agencies, other developers and residents to help plan new community enrichment services and space in the neighborhood. Mr. Hoffman publicly agreed to that request.

CBCC published its stated positions in the Southwester. The Board met with residents of the Gangplank Slipholders Association to offer support for its positions, Office of Planning to advocate for its support and arranged a similar advocacy meeting with Troy Matthew of DMPED which included other ANC commissioners. CBCC participated with ANC and SWNA in an advocacy meeting with Councilmember Wells.

CBCC thanks the ANC for including its positions in the ANC's written testimony for the Zoning Commission. CBCC offered the verbal testimony of five persons at the Zoning hearing on the stage one PUD. In October, the ANC6D voted unanimously to recognize CBCC as an official partner in implementing community benefits with the Waterfront project.

To begin implementing the 35% local CBE contracting agreement, CBCC hosted a first Ward 6 CBE networking event at the Skyline Hotel on October 6. At least ten local CBEs participated and heard from Elinor Bacon of the Waterfront partners, Harold Pettigrew of the DSLBD (Dept. of Small and Local Business Development), and Councilmember Tommy Wells.

At the most recent Waterfront Development Advisory Group Meeting, CBCC advocated for one *Community Benefits Committee* of the DAG to continue fleshing out the agreements.



## Monitoring Enforcement of Other Agreements

Following an ANC6D presentation of DCHA regarding the former Capper-Carrollsborg Development in near SE, members of the Board attended the Capital Quarter Steering Committee meeting held October 25, 2011 to seek further information about the status of returning residents. Although Board member Debra Frazier is on the Steering Committee it was made clear that CBCC would need to request official membership on the Committee in order to participate in the meetings. Such a request has been made.

Subsequently, a representative of the Hope VI project was invited to attend the November board meeting. It was evident more advocacy needs to be done to ensure that Southwest public housing residents are contacted about opportunities to move into new housing as it comes on line. DCHA was unable to provide a written report. Advocacy for displaced residents and follow-through on the promised community center will be continued.

Collecting copies of all CBAs signed by ANC and developers is unfinished work.



## **Workforce Intermediary and Community Enrichment Services and Space**

In 2006, long before CBCC was incorporated, the original group held an Economic Roundtable. Out of that event at Southeastern University, Tommy Wells convened a Workforce Steering Committee chaired by UPO's Executive Director, Dana Jones. Community leaders and representatives of DCHA and DOES took part in the meetings and out of that synergy came the opening of the Southwest Family Enhancement Center behind Greenleaf Midrise at 203 N. St. SW. That Center, along with Career TEAM, and DOES' one-stop at the King-Greenleaf Recreation Center are the only local workforce training services provided. Now word has come that DOES is closing the One-Stop.

The need for workforce development and other community enrichment services was affirmed again at the 2007 Roundtables and continues to be a major need of the community. The community center promised in the near SE redevelopment has also been delayed.

In the summer of 2011 the CBCC board met with staff of the Enhancement Center to learn more about the work the Center does and see how it can be supported.

CBCC has followed the Waterfront developers commitment to a city-wide Workforce Intermediary structure and continues to advocate for a pilot project to be located in Southwest, when the legislation is passed. In its meeting with Troy Matthews of DMPED, CBCC asked to be included in the planning for the city-wide structure. That request has not been honored.

CBCC took a Community Enrichment Survey over the summer to begin discerning the kinds of services desired by residents. The Board met with Deputy Mayor for Health and Human Service, BB Otero, to ask for her help to direct agency attention to the dire need for services in Near SE-SW. Board members met with Jim Huske of the Graduate School to learn about their vision for more community based training and certificate programs.

At the recent SWNA meeting, Nov. 28, CBCC Chair Hamilton received Mayor Gray's public commitment to call a meeting with Deputy Mayors Victor Hoskins and BB Otero, developers and residents to discuss needs for additional community services and space to house them. CBCC will work with SWNA and ANC to follow up on this promise.

## **Organizational Development**



### **Fiscal Management**

CBCC began the year with Westminster Presbyterian Church serving as fiscal agent. By March, CBCC had opened its own account at TD Bank. A bookkeeper was hired. In May all funds were transferred to the CBCC account ending the fiscal agent arrangement with the Church. A CBCC Financial Accounting Manual was adopted and implemented under the direction of Treasurer Barbara Ehrlich. A November financial statement is attached and the financial records, including cash receipt and disbursement logs, are available for review by request.



## Communications Consultant Hired

Understanding the limitations of an all-volunteer board, CBCC committed a major part of the LISC grant to seek a part-time consultant to advance internal and external communications. Following a metro area search with over 5 applicants, the Board hired Melissa Rohan, of MTRohan Communications, for a 6-month contract.

Ms. Rohan established and maintained a CBCC website [seswcbcc.org](http://seswcbcc.org); began monthly and special e-newsletters; developed, distributed and analyzed the community enrichment survey; set up meetings with elected officials; made arrangements for board meetings; organized the October CBE event; and more. The Board is extremely grateful for the work Ms. Rohan did above and beyond the contract. Further funds are being sought to extend her work.



## Partnerships

Understanding the importance of good working relationships with elected neighborhood representatives, CBCC initiated outreach to individual ANC commissioners and then held a joint meeting to discuss ways to increase communication and effective partnership.

CBCC met with members of the SWNA board in December and will continue to work for and welcome effective and positive partnerships.



## Fundraising

To grow the organization and secure staff to help implement CBCC's important goals, a Fundraising Committee was established. Operational fund requests have been submitted to several local funders, including LISC, Cafritz and Meyer. A new board member with significant development experience has been recruited. A strategic planning meeting will be held the last week of December to better focus fundraising efforts.

## Nominations to the Board



SW resident Jennifer Barsky is the Foundations Coordinator at the IFC (International Finance Corporation, the World Bank Group). She brings skills in fundraising and strategic planning.



Near SE resident Bruce DarConte, oversees security operations at American Red Cross sites. He is President of the Capitol Quarter HOA Board of Directors and brings a Capitol Riverfront connection and commitment to maintaining a diverse community.



Roger Moffat has worked with Washington Gas Energy Efficiency programs since 1989. He has served as an ANC6D commissioner since 1997, frequently as Chair, and brings governmental experience and commitment to the development of CBCC.



SW resident Will Rich is behind the Blog *SW...The Little Quadrant that Could*. He is VP in a real estate research and consulting firm and brings both communication and real estate development experience to the board.