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Camille Tyler
Procurement Analyst II
Sacramento Regional Transit District
1400 29th Street
Sacramento, CA 95816



3590 Elm Avenue
Long Beach, CA 90807-3903
Telephone: 562.684.1100
Facsimile: 562.684.1137
www.linchousing.org

SERVING
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THROUGH
HOUSING

Re: Letter of Interest
Joint Development at Florin Light Rail Station

Dear Ms. Tyler,

On behalf of LINC Housing, thank you for this opportunity to submit this Letter of Interest to the Sacramento Regional Transit District ("SacRT") for the Joint Development opportunity at the Florin Light Rail Station.

Development Vision

In order to activate the area and maximize the positive impact that developing this site will have, LINC envisions developing a mixture of rental housing, market-rate and affordable to lower-income households, and community serving retail and commercial uses.

We are interested in developing all five parcels made available by SacRT, however are open to negotiations to develop a portion of the site, with a preference for parcels 1, 4, and 5 identified on the Site Layout provided and located on the southwest corner of the site.

This development would be phased, with the initial phase focusing on the southwest corner of the site. These parcels are zoned with a maximum density of 150 units per acre and a 4.0 FAR, which would allow the entire ground floor to be dedicated to community-serving commercial and to build up to 242 units of market-rate and affordable rental housing on the upper floors.

While planning and constructing the first phase of development, LINC will work with SacRT and the City of Sacramento Planning Department to subdivide the remaining two parcels, reserving five acres for SacRT's bus services and parking for existing transit riders. The remaining 15 acres would be developed in six phases. Each phase will be designed to achieve the allowed 60 units per acre and will include an estimated 150 residential rental units, for a total of 900 units. Development would begin with the southernmost portion of the site, with subsequent phases moving north.

The three southern phases to be developed on parcel 2 would include ground floor community service commercial space in order to activate the street front along Florin Avenue and to provide services to Light Rail passengers beginning or ending their journeys.

The final three phases on parcel 3 to the north would be designed in a more suburban manner to blend in with the single-family home neighborhoods in the surrounding area.

LINC will propose either a long-term ground lease, fee acquisition, or joint ownership for the site and is eager to discuss with SacRT which option is most preferred.

Community Involvement and Engagement

LINC understands that becoming part of the neighborhood's conversations in early stages of development is critical. Our team will start conversations with stakeholders early in the development process to ensure community participation and approval.

Prior to outreach implementation, LINC will prepare an outreach plan based on consultation with key stakeholders including SacRT, the City of Sacramento Planning Department, the Sacramento Housing and Redevelopment Agency, the Florin Road Partnership, the Sacramento Metro Chamber of Commerce, and the offices of the City Councilmember and County Supervisor to capture any specific requests on how outreach should be conducted. LINC will perform an in-depth research of all community groups in the area to identify key current stakeholders at the time of implementation and to get input on the most effective ways to reach out to the community in terms of getting the maximum exposure. Our community engagement strategy will focus on the following activities:

- **Visioning Workshops:** An initial series of community meetings prior to and during outreach can be held, in an open house format, to kick-off the development portion of the project, present the proposed development, timeline, and seek community feedback using mailers, personal invitations on a weekly and continuous basis, including meetings and materials in Spanish and/or other commonly spoken languages. At this time, the development team would discuss job opportunities, green building techniques and sustainability, smoke-free environment, Universal Design/ADA expectations, expected community and resident services and lease-up expectations. As part of these community meetings we would conduct mapping activities to identify assets, safety priorities, amenities desired and existing and potential active transportation routes, introduce stakeholders to the concept of transit-oriented development, conduct a site visit, and allow participants to provide feedback on architectural styles.
- **Stakeholder Focus Groups:** The continuation of one-on-one meetings or small "focus" groups addressing specific development related issues with affected stakeholders also may be advisable, especially for adjacent residential and industrial property owners and interested previous workshop participants. New stakeholders may be identified and added into the program as development plans progress.
- **Demographic Sensitivity:** The Woodbine neighborhood is a very diverse geographic area, with many languages spoken. Consequently, all materials will be disseminated in English, Spanish, and other commonly spoken languages and accessibility accommodations will be provided. Meetings will be designed to be interactive, with both large and small group activities and creatively designed exercises to convey opinions, priorities and thoughts. In our collective experience conducting community outreach we have found that providing food and childcare are also key resources that allow residents to attend meetings and more actively participate.
- **Confirmation Workshop:** A subsequent follow-up community workshop will be held to further vet any issues on the necessary entitlements including development code concessions. We may use this meeting to conduct a needs assessment to

further inform the programming/supportive services of the community building as well as gather community interest in types of neighborhood activities that might happen in proposed onsite community spaces as well as first/last mile proposals, potential activities that could be programed in the courtyard, feedback on bike usage, feedback on use of car sharing if one or several was to be located on property.

Community outreach will continue throughout the construction process to ensure continued community input and to maintain established relationships with the surrounding community. This outreach will include:

- **Public Noticing:** City-required noticing will be provided for all public meetings. We typically go above and beyond the noticing requirements from the City mailing personal invitations to a wider than required radius and work with local community organizations to spread the word and provide information on meetings on social media.
- **Groundbreaking Ceremony:** Once financing is awarded and approved for the project, a ground-breaking ceremony will be held with residents, County, the City, community stakeholders and community-based organizations, development team, etc.
- **Construction Hotline:** Drawing on proven strategies in past projects, LINC Housing and its General Contractor will address neighborhood construction concerns by providing a direct construction hotline and invitations for onsite informal morning meetings (from time to time setting-up an Easy-Up tarp, chairs, table, pastries/coffee). This informal approach (outreach table) allows residents to stop by in the morning to talk with staff about their concerns and comments.
- **Project Updates:** In order to keep the community updated on our progress during the construction and lease-up period, we will communicate with Neighborhood Watch Block Captains, and community non-profit organizations to publish updates on social media. We will advertise these communication methods at all of our stakeholder meetings. We also may hang easy-to-read door hanger notices around the neighborhood as time sensitive construction issues arise.
- **Press Releases:** As needed, we will prepare media releases and provide project materials for posting in local business windows to augment outreach and education efforts.
- **Grand Opening Ceremony:** Finally, we will work with SacRT, the Florin Road Partnership, and the City to coordinate a Grand Opening/Open House Celebration after construction has been completed.
- **Translation:** All outreach materials will be translated to Spanish and/or commonly spoken languages.

Promotion of Transit Use

The Sacramento Area Council of Governments Metropolitan Transit Plan identifies several factors that lead to increased public transit use:

- **Population and Job Density** – Higher density corridors support more frequent transit service
- **Mix of Use** – A mix of complimentary land uses support use of transit during off-peak periods

- **Income Demographics** – Higher concentrations of lower income households generate higher demand for transit service

By building higher density, mixed-use development with ground floor community serving commercial uses and a mix of market-rate housing and housing reserved for lower income households, this site will be able to generate a considerable increase in transit ridership.

Additionally, LINC makes it an integral part of operations to educate residents about public transit including how to ride, key destinations along their route, and how to access discounted transit passes for qualified households.

About LINC

LINC Housing is a mission-based, nonprofit developer of market-rate and affordable housing and community benefit assets. LINC has a 34-year history of development in California and has a long-term commitment of creating developments that are a catalyst for community improvement. In that time, LINC has assisted more than 65 cities and communities with their community development and housing needs. LINC currently has a pipeline of 1,480 residential units and has, over the last five years secured more \$360 million for development from various sources including: HCD Multifamily Housing Program (MHP) funds, Affordable Housing and Sustainable Communities (AHSC) funds, Veterans Housing and Homelessness Prevention (VHHP) funds, Infill Infrastructure Grant funds, low-income housing tax credits, tax-exempt bonds, state and local government funds, and private grants.

LINC has extensive experience developing transit-oriented developments and we are currently in construction with two key projects located along light rail in Los Angeles County.

The Spark at Midtown, located adjacent to the LA Metro Blue Line rail in Long Beach, will feature 95 units of rental housing affordable to low-income households and formerly homeless individuals. The ground floor will feature a new YMCA youth institute, workforce training and experience facility, and a health clinic operated by the Dignity Health St. Mary Medical Center.

Springhaven, located where the LA Metro Blue and Green Lines meet, will feature an additional 100 units of rental housing affordable to low-income households and formerly homeless individuals. A ground floor day care center will serve families of Springhaven and the surrounding community.

General Timeline

Upon selection as developer of the Florin Station site, LINC will work with SacRT to finalize a predevelopment agreement and to establish site control. LINC will begin the planning and entitlement approval process immediately for Phase 1, while concurrently assembling financing for the development. We estimate that it will be possible to break ground on Phase 1 within twelve to eighteen months and complete construction within 36 months.

At the same time, we will begin the process to subdivide the remaining sites required for the additional phases, estimated to be complete in 12 months. Entitlements and permits are

expected in another 12 months, allowing us to break ground within 24 months. Each additional phase will begin six to eight months later. On this schedule, LINC will be able to break ground on the final phase within four and a half years and complete construction within six years.

Should you have questions regarding this letter of interest, or for any other matter, please contact me at (562) 684-1120, or at mdelatorre@linchousing.org.

Sincerely,

A handwritten signature in blue ink, appearing to read "M. de la Torre". The signature is stylized with a large "M" and a long horizontal line extending to the right.

Michael de la Torre
Director of Acquisitions