

Building Community Partnerships

Revenue Allocation Districts (RAD) Financing Seminar

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Presentation Overview

- Why Community Buy-In is Important
- Establishing Goals and Objectives
- Identifying Stakeholders
- Consensus Building
- Community Involvement
- Constant Communication



Why Community Buy-In is Important

Redevelopment and economic development does not happen in a vacuum and the process can be highly political.

- **Diversion of tax dollars for private development can be controversial**
- **Raises policy questions regarding the proper role of government**
- **Issuance of “public” debt for “private” development can be unsettling**
- **Tax revenue “diverted” from other municipal services**
- **The RAD mechanism can be difficult to understand**
- **Redevelopment can trigger emotional responses**



Establishing Goals and Objectives

Successful redevelopment programs across the country almost always have one thing in common: Clear goals and objectives agreed upon by all stakeholders.

- Consider what the broader goals are in pursuing RADs
- Determine type(s) of projects that fit within the community
- Create processes for vetting RAD developer assistance
- Establish a framework for community input
- Determine how RAD implementation can best meet objectives



Identifying Community Stakeholders

There are numerous stakeholders to be considered when formulating a RAD plan. Engaging and understanding the sometimes disparate interests of these stakeholders is an important consideration in successful RAD implementation.

- Residents in the affected area and surrounding areas
- Business leaders and the Chamber of Commerce
- Development community
- Other public entities – schools, counties, neighboring cities
- Various public interest groups



Consensus Building

There is almost no way to have 100% agreement on every point in redevelopment. Building consensus among the primary stakeholders, where consideration is given to all varying interests, is important and will make the process much less contentious and implementation far smoother.

- Reach out to all stakeholders as early as possible in the process
- Host information meetings, design charrettes, moderated planning symposiums and presentations, and redevelopment workshops
- Determine primary, secondary and tertiary considerations for various stakeholders
- Be prepared to compromise
- Be creative in addressing conflicting objectives or interests



Community Involvement

The most successful redevelopment programs tend to have significant community involvement from the beginning of the process through implementation and completion.

- Individualized meetings with civic groups
- Create community advisory committees
- Create neighborhood review committees
- Promote meetings, groundbreakings and openings



Constant Communication

Keeping the community stakeholders informed regarding the progress of developments, of future opportunities and the successes past, leads to a better understanding of the usefulness of RADs as an economic development and redevelopment tool.

- Have a designated contact person for information relating to RADs
- Annual or Semi-Annual meetings to discuss the state of redevelopment in the community
- Monthly or quarterly newsletters updating the community on the progress of RAD activities
- Well designed web pages with status reports, statistics on the overall impact of redevelopment and future goals of the RAD

