



21 Elements

RHNA 6 Meeting
05/10/2021

Agenda

1. Welcome + Agenda Overview
2. Announcements
3. Work Plan 3-Month Look Ahead and Updates
4. Let's Talk Housing Debrief and Outreach
5. Countywide Needs Narrative

Announcements

- Consultant Bench Announcement
- Priorities for REAP Budget Work
- AFFH Guidance from HCD

Work Plan 3-Month Look Ahead and Updates

	Outreach	Support and Other Products	Existing Housing Element Review	Housing Needs	Constraints Analysis	Sites Inventory
May	<ul style="list-style-type: none"> ■ LTH Countywide summaries ■ Complete phase 2 website ■ LTH city pages launched ■ In-language pages launched 		<ul style="list-style-type: none"> ■ Pre-summary based on interviews to assist final Housing Element and work plan 	<ul style="list-style-type: none"> ■ Draft countywide narrative ■ Start to develop local narratives and draft housing needs based on interviews and supplements to local data 		<ul style="list-style-type: none"> ■ Preliminary analysis results ■ One-on-one review of results and draft recommendations
June	<ul style="list-style-type: none"> ■ Targeted outreach planning with Equity Advisory Group (EAG) ■ Schedule in-language meetings in Spanish, Tagalog and Chinese 			<ul style="list-style-type: none"> ■ Complete countywide narrative ■ Continue to develop local narratives and draft housing needs based on interviews and supplements to local data 	<ul style="list-style-type: none"> ■ Develop constraints template and instructions 	<ul style="list-style-type: none"> ■ Continue one-on-one review of results and draft recommendations ■ Share Middle Housing Study progress (<i>tentative</i>)
July	<ul style="list-style-type: none"> ■ EAG meeting ■ In-language targeted outreach 				<ul style="list-style-type: none"> ■ Develop countywide nongov constraints data and narrative ■ Collect gov constraints and other data from jxs 	
August	<ul style="list-style-type: none"> ■ Continue in-language targeted outreach 				<ul style="list-style-type: none"> ■ Develop local narratives and draft constraints sections 	<ul style="list-style-type: none"> ■ Assist with draft site inventory and write-up

- **Base Everyone!**
- **Getting Started (Initial Sites Analysis)** Everyone *except* Belmont, San Carlos and San Mateo City
- **Foundations (Element Evals; Housing Needs; Constraints)** Everyone *except* Burlingame, Redwood City, San Carlos, San Mateo County, Woodside
- **Full Package (All the Above + More)** Everyone *except* Belmont, Burlingame, Colma, Redwood City, San Carlos, San Mateo City, San Mateo County, Woodside

ABAG Webinars!

May 11 Incorporating Environmental Justice
+ Safety in Your Housing Element

May 18 Housing Sites Inventory – *Deep Dive*

May 25 *Engage How To!*
Intro to Remote Meeting Tools

“Getting Started” Update

- Sites Scenarios Analysis
 - The model is running! (+ bespoke analyses)
 - Preparing ADU guidance memo
 - Meeting to give results overview **May 24**
 - *One-on-ones for detailed review will follow*
- Site Inventories
 - Will be sending guidance on updating current ‘baseline’ inventories
 - *Will review in one-on-ones*

“Getting Started” Update

- Missing Middle Analysis
 - Have started data collection re: rents and prices in San Mateo County
 - Preparing best practices memo
 - *Send photos of missing middle housing types in your jurisdiction!*
 - Regional Working Group being scoped – watch for announcement in coming weeks

“Foundations” Update

- Evaluation of Current Housing Elements
 - Drafts arriving via email!
 - Overall narrative + summary table
 - Review/refine and send back
 - Will create shared folder to store housing element components as they are developed
- *Next Up: Housing Needs Summaries*

Let's Talk Housing

Countywide Community Meetings

- Great job everyone!
- 8 Meetings
 - 1,024 total registration
- 1 All About RHNA Webinar
 - 246 registered, 168 attended
- ~800 reached on Facebook
- Overall positive feedback even with tech learning curve and some new faces

Let's Talk Housing

Countywide Meetings Next Steps

- One-page meeting summaries
 - For each jurisdiction
 - Demographic comparisons
 - All comments/question in appendix
- Countywide Meeting FAQ
- All About RHNA FAQ
- Short video on HEU and why it matters
- All LTH materials on 21 Elements website

LTH Lessons Learned

Discussion

- What worked?
- What was a challenge?
- Any outreach takeaways or tips to share?

Equity Advisory Group

April 21st Kickoff Meeting

- Mapped stakeholders, brainstormed activities, and identified who to work with on in-language meetings

Ayudando Latinos a Soñar (ALAS)	Housing Leadership Council	<i>Pilipino Bayanihan Resource Center</i>
Community Legal Services in East Palo Alto	Menlo Together	Puente de la Costa Sur
El Comité de Vecinos del Lado Oeste (El Comité)	Nuestra Casa	San Mateo County Health
EPACANDO	One San Mateo	St. James AME Zion Church
Faith in Action	PCRC	Youth Leadership Institute
Housing Choices	Peninsula for Everyone	Youth United for Community Action

Equity Advisory Group

Goals We Outlined

- Get the word out
- Assess and help finalize materials
- Assistance with in-language introductory meetings
- Jx staff can attend for specific meetings

Equity Advisory Group

Work Plan

- Review messaging and give feedback
- Develop ambassador video and post
- Assist with in-language intro videos
- Share survey if/when developed
 - Electronically and paper versions
- Ask for people's housing stories
 - Provide gift cards

Equity Advisory Group

Thoughts or Questions?

LTH City Webpages

- Going Live May 14!
- Office Hours
 - Thursday, May 13, 2 pm
 - [Link to Google Meet dial-in -](#)
- Reach out to Brandi (or any of us) if you need support
- Sign Jennie's maternity leave card!

LTH City Webpages

Potential Mapping Exercises

- Where should new housing go?
- Areas close to transit, jobs, shopping where new housing makes sense
- Corridors that could be improved by adding new housing
- Commercial areas that could be redeveloped/integrated with new housing
- *Avoid asking people to identify areas that shouldn't change*

LTH City Webpages

Other Ideas

- Showing examples of recent developments
- Asking about policies & programs
- Gauging tolerance for bold change

Outreach examples coming soon...

Outreach Next Steps

Defined Next Steps

- Continue with EAG in-language meetings
- Short video on HEU and why it matters
 - English, Spanish, Chinese
 - Can be shared widely
- Website
 - City pages
 - Mapping and outreach activities

Outreach Next Steps

Possible Next Steps

- Technical Assistance as requested
- Survey
 - Countywide set of questions
 - Equity focused outreach to hear from people we don't usually hear from
 - Informed by AFFH guidance on collecting local data and knowledge
- Are we missing anything?
- What are your thoughts?

Countywide Needs Narrative

Accessible + Meaningful

- Why it matters
- Data tables to meet state requirements
- Deciphering the data
 - What does it tell us?
 - What does it mean for our housing policies, programs and practices?
 - How best to present it?

Housing Needs Design

- Typical
- SCAG
- San Diego
- 21 Elements

The City That Must Not Be Named

Units Eligible for Conversion

State housing element law requires cities and of publicly subsidized rental housing occup are assisted under an agreement that requires of time. Thereafter, the property owner may local records uncovered no assisted rental h households that are eligible to convert to mar

LOS ALTOS HOUSING STOCK

Housing Composition

The composition of the city's housing stock The number of single-family, detached homs percent of Los Altos' housing units were si had decreased to 86 percent, and it continu largest change in the housing stock is the inc which increased from 5 percent in 1990 to remained almost constant between 1990 and number of persons per household has not ch countywide average.

Table B-28

Housing Units for the City of Los Altos

Year	Total	Housing Units		
		Single Detached	Attached	Multifamily
1990	10,323	9,244	338	218
2000	10,727	9,185	364	259
2008	10,820	9,219	383	275
2010	11,204	9,372	558	219
2013	11,274	9,360	558	227

Source: California Department of Finance, 1990-2013

Housing Occupancy and Tenure

Of the 11,204 dwelling units reported by percent) were occupied and 459 units (4 percent) were for sale or rent, 20 percent wer were rented or sold but vacant or classifi "Raising the Roof, California Housing Dev the desirable vacancy rate in a community vacancy rate drops below 5 percent, the det prospective buyers and renters may experien

Table B-29

Age of Housing Units

Year Built
Built 2005 or later
Built 2000 to 2004
Built 1990 to 1999
Built 1980 to 1989
Built 1970 to 1979
Built 1960 to 1969
Built 1950 to 1959
Built 1940 to 1949
Built 1939 or earlier
Total

Source: 2007-2011 ACS Data

Housing Conditions

Although nearly 60 percent of the city's hous overwhelming majority of homes are in good to e maintain their homes, and the City has an active c problems before they become irreversible.

In addition, the City participates in the Urban C passes along a portion of its CDBG funding to c receive CDBG funds directly from the federal gov any CDBG-eligible project and is not obligated rehabilitation loan program. Although it is not requ efficient to contract with County and Californi Development (HCD) staff to operate the rehabilitati

Rehabilitation

Less than 1 percent of the structures in the city a based on visual surveys by the Building Official ar is primarily made up of single-family houses buil housing stock remains in very good condition due housing stock is also in very good condition. The few single-family houses in lesser condition due to The Sherwood Gateway Specific Plan area plans f the goals of the Specific Plan. Because Los Altos i household income, the few problem areas in the City staff primarily responds to complaints regar quickly through communications with homeowners

Rental Costs

The cost of rental housing has increased dramatically in Santa Clara County over the past 20 years. The 1990 Census reported 57 percent of rental units in Los Altos cost over \$1,000 per month, and rents have steadily increased since then. The 1990 Census reported the county's rents as considerably lower than the city's. Only 19 percent of the county's rental units were \$1,000 or more.

In 2014, monthly rents in Los Altos ranged between approximately \$2,600 and \$6,500 (see Table B-29). There were no studio apartments, or apartments with four or more bedrooms, for rent in Los Altos at that time. A limited number of one-, two-, and three-bedroom apartments were available. Lack of available rental units raises their market value.

Table B-29

Rental Rates in Los Altos (2014)

Unit Size	Range
1-bedroom	\$2,595-\$3,495
2-bedroom	\$3,400
3-bedroom	\$5,500
4-bedroom+	\$5,075-\$6,500

Source: zillow.com; Rent.com

Fair market rents (FMR) are established by HUD and are used by housing agencies to establish the Voucher Payment Standards used in the Section 8 Housing Choice Voucher Program. The fair market rents are also used as the maximum allowable gross rents, including utility allowances, for certain special programs, like the Project-Based Voucher Program. Unit condition and location are a consideration in determining rent reasonableness. Fair market rents for the Santa Clara County area effective October 1, 2013, are provided in Table B-30.

Table B-30

Fair Market Rents for Existing Housing in Santa Clara County (2013)

0 BR	1 BR	2 BR	3 BR	4 BR	5 BR	6 BR	7 BR	8 BR	Single-Room Occupancy (SRO)	Mobile Home Space Rent
\$1,105	\$1,293	\$1,649	\$2,325	\$2,636	\$3,031	\$3,427	\$3,822	\$4,218	\$829	\$660

Source: Housing Authority of the County of Santa Clara 2013



**MISSION
IMPOSSIBLE?**

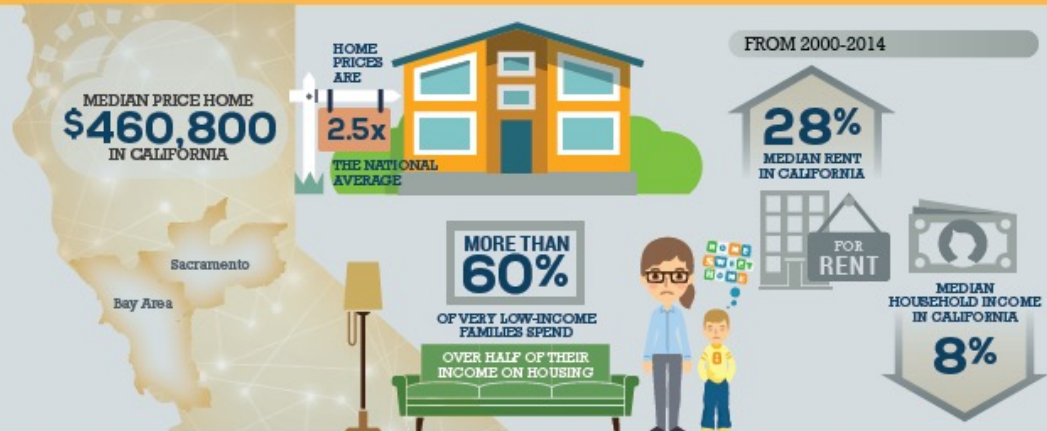
MEETING
CALIFORNIA'S
HOUSING
CHALLENGE

October/2016



WE HAVE A CRISIS STATEWIDE

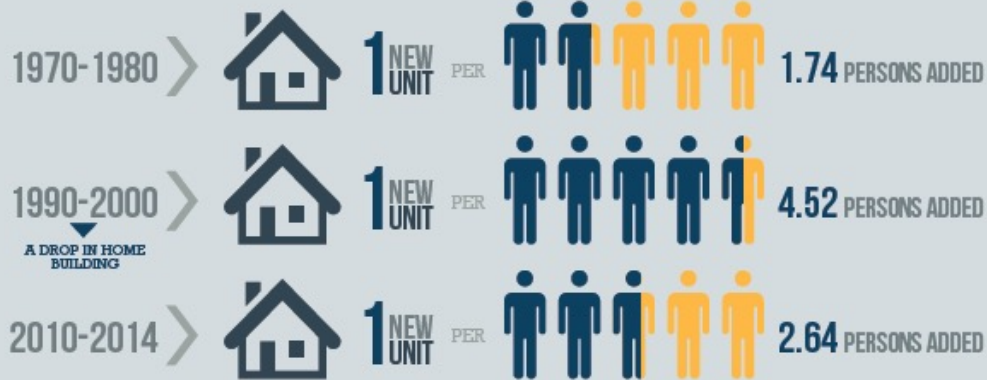
The housing crisis in California is due to a combination of both a housing shortage and a lack of affordability, and the problem is not limited to housing for low-income families.



AFFORDABILITY IS A LOCAL AND REGIONAL PROBLEM



HOUSING SUPPLY HAS NOT KEPT UP WITH POPULATION GROWTH



IT'S COMPOUNDED BY A DEMOGRAPHIC SHIFT



WHAT'S HOLDING UP NEW HOUSING CONSTRUCTION?



01 LACK OF FUNDING OR FISCAL INCENTIVES

Many jurisdictions do not have permanent funding to build housing. Subsidized housing may not produce enough revenue and other forms of land use may be preferred.



02 REGULATORY BARRIERS

There are a number of regulatory requirements, such as CEQA, that can delay or kill residential projects. They can also add to the cost of a project.



03 LOCAL ZONING REQUIREMENTS

Local zoning requirements, such as parking, can restrict the number of units or render them unaffordable for many.



04 NOT IN MY BACK YARD (NIMBYISM)

Misinformation and fear can lead to community opposition to residential projects.

THE COST OF NOT HOUSING

The higher the housing costs, the lower the amount a family can use toward other costs. This can impact future savings, particularly for families that are close to poverty. High housing costs also mean less money that could be spent on local businesses, personal health or recreation.



DISPLACEMENT



OVERCROWDING



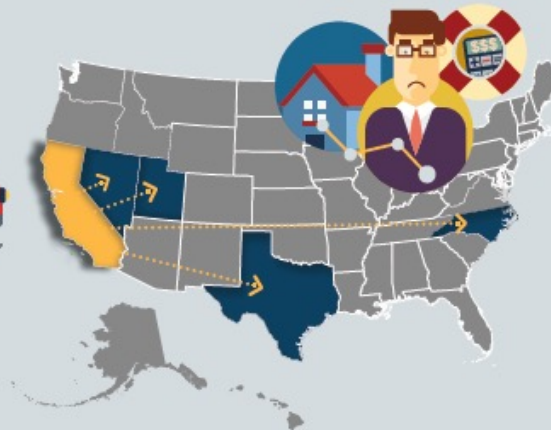
OUTMIGRATION AND LOSS OF YOUNG TALENT

Due to stagnant wages or difficulties finding a secure entry-level or mid-level job, and rising costs in rent, millennials represent over half of the outmigration from the most expensive metro areas despite representing only a quarter of the population.



ECONOMIC IMPACTS

High housing costs also impact wider economic growth and are an increasing factor in decision-making for employers. A number of major employers are leaving the state or reducing operations, citing the lack of housing for their employees as one of the top reasons for leaving.



THE COST OF NOT HOUSING: REAL-LIFE STORIES

Name: Marisela Manzo

Resident of: San Bernardino County

Background: Ms. Manzo lives in the city of Fontana, and balances working a full-time job in nearby Rancho Cucamonga with being a student and a single mother to a young daughter. She is also a veteran of the United States Army, where she served for 8 years.

How is the housing crisis impacting her? "I've been trying to search for housing for about 2 years. I've struggled finding anything that's affordable in a decent neighborhood with a nice school system, somewhere I can bring up my daughter. I currently live with roommates, and with that there are a lot of privacy issues. I have to coordinate anything from a birthday party or to having guests over. I have to worry if my daughter is being too loud, or if I'm up too late and making too much noise because I'm doing homework. It makes it a struggle living with roommates and not having my own place."



Thoughts?

Things to borrow

Things to avoid

CITY OF SAN DIEGO GENERAL PLAN
HOUSING ELEMENT
2021-2029





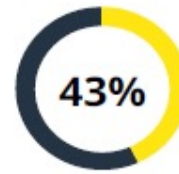
DEMOGRAPHICS

Demographic characteristics and trends influence housing demand and therefore housing needs. Current and forecast data from the American Community Survey, SANDAG, County, and San Diego Regional EDC show San Diego's population is different today than it was in 2013 (when the Housing Element was last updated) and will continue to grow and change dramatically in the next 15 years. Here are the top trends predicted to change San Diego in the next 15 years¹²:

- The population will grow by 26 percent (from 1,321,315 to 1,665,609) between 2012-2035.
- Seniors (people age 65 and older) will nearly double, while the proportion of working age (18 to 64 years old) residents will slightly drop.
- Hispanic residents will increase significantly, and Asian, Pacific Islander, American Indian, and Multiracial residents will also increase.
- The City will experience a significant increase in employees, as nearly 154,000 jobs are anticipated to be added between 2012-2035.

People

San Diego's population will **grow by 26%** between 2012-2035.



of the region's population is in the City.

Many residents in the City are struggling to keep up with San Diego's rising cost of living. For example:

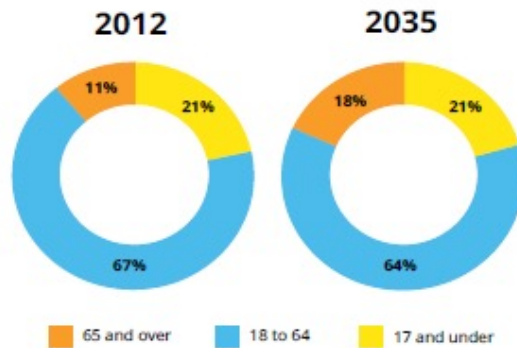
- The 2019 AMI in San Diego was \$86,300, but many of the City's core industries pay average annual wages that are between 30 percent and 80 percent of AMI.¹³
- More than 50 percent of households earn below AMI.¹⁴
- Average monthly rents rose by 42 percent between 2012-2019.¹⁵

These challenges and the increasing costs of housing have negative impacts not just on the City's residents and households, but on the community, by destabilizing the economy and contributing to the factors that lead to homelessness.

The following pages visualize demographic and socioeconomic data and indicate the broader topics and challenges this document seeks to address through various housing objectives and policies. Unless cited, all data in this section is from the American Community Survey, SANDAG, or the San Diego Regional Task Force on the Homeless.

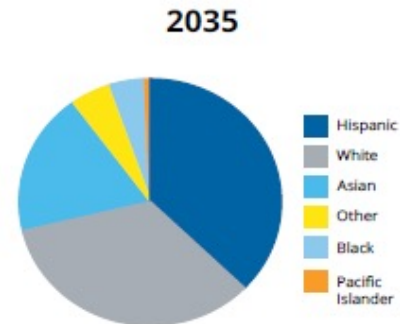
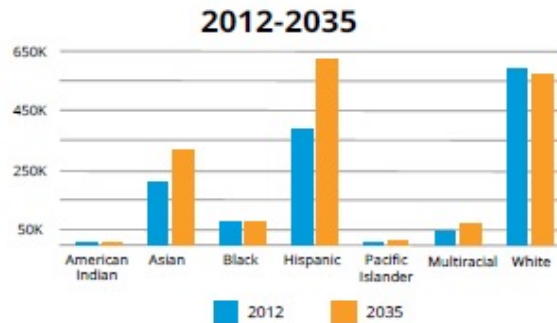
The data described and illustrated throughout this document is the most current data available at the time (dates and time periods vary) of compilation and is intended to provide estimates for comparative purposes. For the more detailed dataset used to inform this Housing Element, please see Appendix B – Demographics.





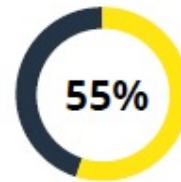
SENIORS IN SAN DIEGO WILL NEARLY **DOUBLE** BY 2035, WHILE THE **WORKING POPULATION** WILL SLIGHTLY **DECLINE**.

DIVERSITY WILL **INCREASE** BETWEEN 2012-2035.



Jobs

The City is expected to **add 153,700 jobs** between 2012-2035.



of the region's jobs are in the City.

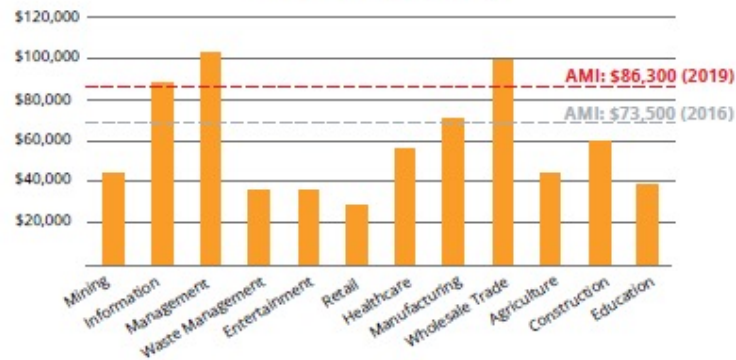
Despite steady job growth between 2012-2019 and an overall forecast for nearly 154,000 jobs by 2035, many industries in the City pay below AMI.¹⁶ In a household where two adults are employed in, for example, retail and education jobs and make average salaries for their occupations, their combined pay would fall below AMI. Seven of the industries displayed in the chart below pay less than 60 percent of AMI. Low wages impact a household's ability to pay for housing, transportation, food, clothing, and healthcare. Adding jobs necessitates adding housing, but housing must be available and affordable to workers across all levels of income.

There will be 896,400 jobs in the City by 2035.

Area median income (AMI) was \$86,300 in 2019.

Many industries pay wages below AMI.

Average Annual Income by Sector in San Diego (2016)



Thoughts?

Things to borrow

Things to avoid



Key Housing Trends in San Mateo County



A report by 21 Elements
2014

Key Findings

1. The **Millennial Generation's** preferences will increasingly define the housing market in the coming decade. ----- Page 2
2. As baby boomers age there will be a **Silver Tsunami**. Ensuring safe, desirable options for aging seniors will require advance planning. ----- Page 4
3. San Mateo County has a **Severe Workforce Housing Shortage** caused by years of rapid economic growth and slow housing growth. This trend is made worse by the increasing number of lower-income jobs. ----- Page 6
4. San Mateo County, like California as a whole, has an **Increasingly Diverse Population** and the housing stock will need to meet the needs of these residents. ----- Page 8

Key Finding 1: Millennial Generation

The Millennial (ages 20-34) generation's preferences will increasingly define the housing market in the coming decade.

The Millennial generation is a growing force in the housing and job market and their preferences will shape our communities in the

according to studies by the Urban Land Institute and others. They want to live close to work, schools for their children, and public

The Millennial Generation refers to individuals between the ages of 20 and 34 years old.

future. Millennials have consistently expressed a preference for dense, mixed-use, walk-able and bike-able communities,

transportation. These amenities, in addition to safety and schools, are the top priorities for the Millennial generation.



138,000

Young adults in San Mateo County in 2015.

158,000

Young adults in San Mateo County in 2035.

14%

Increase in the young adult population from 2015-2035. In contrast, the population of those aged 35-59 will decrease.

Due to this generation's age and the recent recession, Millennials have been less likely to live on their own or own a home, but this is now changing (Harvard). As the economy improves, there will likely be a pent-up demand for housing among Millennials. Many studies have shown that Millennials

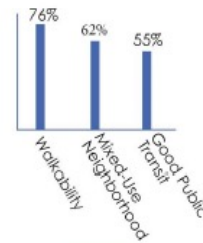
rent apartments and buy homes at a rate less than previous generations. Instead, Millennials have moved in with their parents or choose to live with roommates. Many have speculated that Millennials may be a "generation of renters," as there is less stigma to renting for this generation (Washington Post). However, trends are complex and approximately

69 percent of Millennials expect their next move to be to a house they own (ULI).

Millennials are also value-conscious. They have less money than their older counterparts, in part because they have not had time to build up savings. They also must contend with higher rates of debt and a slow job market.



Housing Preferences



Urban amenities are very popular with Millennials (ULI)

Policy Options to Consider

- **Build complete communities, walkable and close to transit.**
- **Provide diversity in housing** for a variety of income-levels and family-sizes. Many Millennials delay marriage and are looking for one bedroom or even micro apartments.
- **Support first time home buyers.** Millennials will need support as they purchase their first home. Ensure that there are adequate first-time homebuyer education programs.

Thoughts?

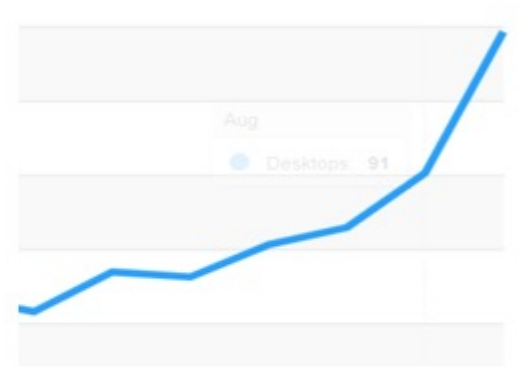
Things to borrow

Things to avoid

Potential Design

Key Themes

- **Homeless is increasing and more people are affected.** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- **People are worried that their children can not return to their community** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Thoughts?

Things to borrow

Things to avoid

What's Our Story?

- Countywide + Jurisdiction-specific
- Themes drawing on
 - What we know (or think we know)
 - What we have heard
 - What data points to
- Data weeds in the appendi
- High level impressions / initial thoughts (it's a brainstorm)
- Housing-specific + things that affect housing