Sonoma County Housing Element Update Workshop

Board of Supervisors

August 9, 2022

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Meeting Objectives

1. Process and Schedule
2. Public Outreach
3. Housing Element Requirements
4. RHNA and Housing Sites
5. Housing Element Goals
6. Housing Element Programs

Housing Element Update Timeline

Outreach
Data Collection
Analysis
(Dec '21 – July '22)

Policy Development
Draft Preparation
(May '22 – Fall '22)

We
are
here

Draft Publication
Revision
Adoption
(Fall '22 – Winter '23)

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HOUSING ELEMENT PUBLIC PARTICIPATION

SONOMA COUNTY HOUSING PRIORITIES SURVEY

Housing Element Requirements

- The County will make a diligent effort to include all economic segments of the community in the development and update of the housing element.

- The housing element will describe who was invited to participate, which groups participated, general comments received, and how comments were incorporated into the housing element.

- The housing element will describe ongoing efforts to engage the public and stakeholders in the implementation of the housing element.

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Housing Advisory Committee

What is the Housing Advisory Committee?

Permit Sonoma is beginning work on the Housing Element by centering equity and the experiences of those who know housing in our communities best: residents, renters, builders, and non-profits.

Advisory Committee members will advise staff, review draft concepts, serve as community ambassadors to help publicize public workshops, and participate in the planning effort. While the committee is not a decision-making body, members' experiences related to housing need, constraints to housing development, and feasibility of policies and programs will greatly benefit the effort.

Committee Membership:

| Role	Name	Affiliations
Renter	Fred Allebach	Sonoma Valley Housing Group
Developer or builder	Bruce Shimizu	LACO Associates,The Housing Company
Developer or builder (nonprofit)	Lauren Fuhry	MidPen Housing
Developer or builder (nonprofit)	Rebecca Vazquez Heitkamp	Burbank Housing
Member with lived experience of homelessness	Scott Braun	Homeless Action Sonoma
Non-profit organization (1)	Mary Eble	Northbay Housing
Non-profit organization (2)	Sarah Cardona	Greenbelt Alliance
Non-profit organization (3)	Margaret DeMatteo	Legal Aid of Sonoma County
Faith-based community	Diana Bell-Kerr	First Congregational United Church of Christ
Agricultural community	Guadalupe Flores Medina	Bevill Vineyard Management
Farm labor	Santino Garcia	California Human Development
Community Member Supervisorial District (1)	Joanne Brown	Fish of Sonoma Valley, SVCAC
Community Member Supervisorial District (2)	Dev Goetschius	Housing Land Trust of Sonoma County
Community Member Supervisorial District (3)	Evan Wiig	Community Alliance with Family Farmers
Community Member Supervisorial District (4)	John Cash	Geyserville Planning Committee; Geyserville Community Foundation
Community Member Supervisorial District (5)	Renee Whitlock Hemsouvanh	Sonoma County Child Care Planning Council
At Large	Rue Furch	Sierra Club, Housing Advocacy Group
At Large	Lisa Badenfort	North Bay Realtors
At Large	Betzy Chavez	Community Development Commission, Los Cien
At Large	Crista Barnett Nelson	Senior Advocacy Services
Planning Agency (observational)	Belén Lopez-Grady	Planning Commission

For more information or questions, please contact Bradley Dunn
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Why a Housing Advisory Committee?

- Built relationships with advocates

- Allows for deeper feedback from key leaders

- Creates space for collaborative feedback from leaders

- Helps promote other public participation opportunities with their organizations

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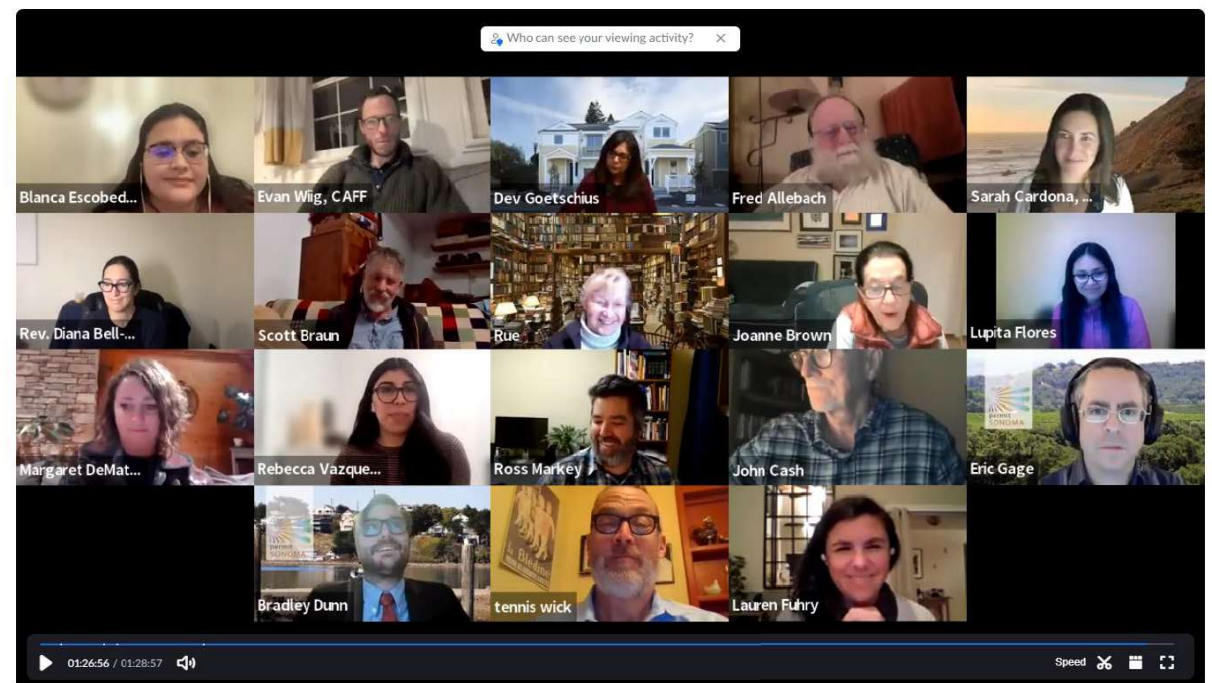
Focus Groups: Getting Deeper with Equity Communities

Participant and Recruitment

- Worked with Community Benefit Organizations (CBOs) to host focus groups

- Participants and groups were compensated for their time

- Groups of 6-10

- Groups conducted in English and Spanish

Unique Findings:

- Low income seniors: Had to know the system to get on lists months ahead of time move within the affordable housing system.

- People with a lived experience of being homeless: Limits on income prevent graduation.

- Farmworkers: Habitability issues in their housing fear of retaliation and discrimination from landlords.

- People with development disabilities: Access to the mall and transit were a priorities.

- Disabled rights advocates: Visitability and access were key priorities.

- Day laborers: Were really excited about mobile home parks.

- Black residents: Lack of Black folks in Sonoma County would make them consider leaving county if they needed to find new housing.

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Survey Promotion Strategy: Facebook ads, Email, and CBOs

SONOMA COUNTY HOUSING PRIORITIES SURVEY

Survey Results:

- Three surveys asked the public about needs and opportunities, values, and housing policy

- Utilized partnerships with CBOs, digital advertising, and Permit Sonoma lists to expand reach

- 6378 participants across three surveys, broadly reflecting the county's demographics

- Results hewed close to midpoint on tradeoffs between density and neighborhood character, unit size mix, and speed and public input.

- Concerns about housing development included:

  - Availability of water and sewer

  - Increased traffic

  - Vulnerability to fire

  - Building housing that's too expensive

Habitability and Retaliation

- Issue identified through focus groups and HAC consultation

- Low-income tenants are reluctant to report substandard conditions

- Fear of retaliation from landlords in the form of eviction

- Programs informing landlords and tenants about tenant rights

- Coordinating with other agencies, staff could evaluate the feasibility of a program for periodic inspection of deed-restricted low-income rentals

- Just Cause ordinance could remove exceptions in State law (Civil Code §1946.2) and provide additional tenant protection beyond state law

Using Housing Stock for Full Time Residents

- Issue identified throughout public engagement
- Second homes, vacation rentals remove rental housing from market
- Vacancy Tax could be applied on homes left vacant or used as vacation rentals
- Revenue could be directed to other affordable housing programs

Other policy concepts:

- Create incentives to keep housing available for long-term renters, such as energy retrofits
- Prohibit vacation rentals in urban service areas with capacity for higher density

What is RHNA?

**Bay Area regional housing need:
441,176 new homes**
*Assigned by CA Dept of Housing & Comm. Dev
Last cycle: 187,990*

14,562 homes assigned to Sonoma County and cities

**Sonoma County's share (its RHNA):
3,881**
Last cycle: 555
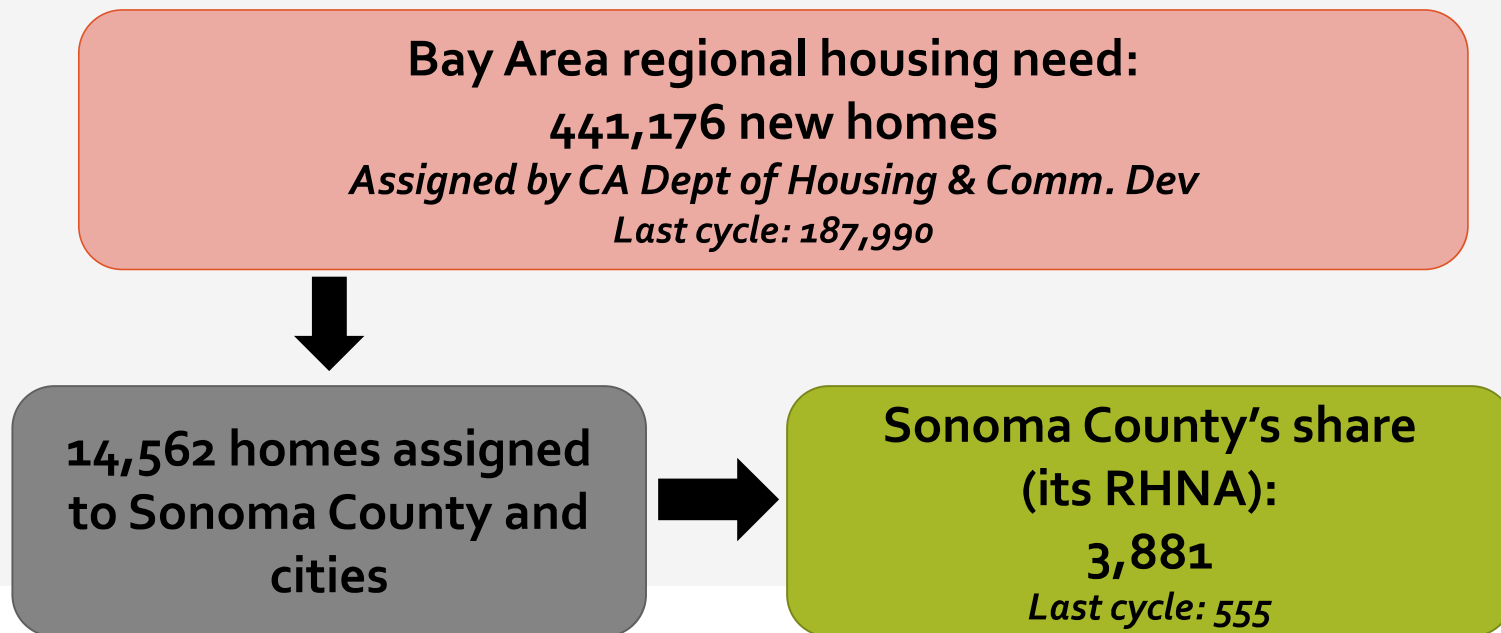
6th Cycle RHNA

Lower-Income Units = 1,632

- Extremely Low = 518
- Very Low = 518
- Low = 596

Moderate-Income Units = 627

Above Moderate-Income Units = 1,622

TOTAL Units = 3,881

RHNA Strategy

	Very Low Income	Low Income	Moderate Income	Above Moderate Income	Total
RHNA Allocation	**1,036**	**596**	**627**	**1,622**	**3881**
Planned and Approved Units	91	277	29	782	1179
Projected ADU Development	176	176	176	58	586
Remaining Need After Credits	**912**		**422**	**782**	**2116**
Sites Zoned for Housing	110	49	197		356
Remaining Need	**802**	373	585		**1760**
Rezone Sites	1133	466	699		2297

Housing Element Requirements

Population, demographic and housing stock data

Constraints to housing development

Progress since last Housing Element

Sites Inventory

Quantified Objectives

Incorporation of input

Draft Housing Strategy → **Goals, Policies, and Programs**

What Goes into the Draft Housing Strategy?

Statutory Requirements

HAC Feedback to date

Planning Commission Feedback

5th Cycle Housing Element Progress

Community Input

Fair Housing Assessment & Analysis

DRAFT HOUSING STRATEGY

Demographic Trends; Needs & Constraints
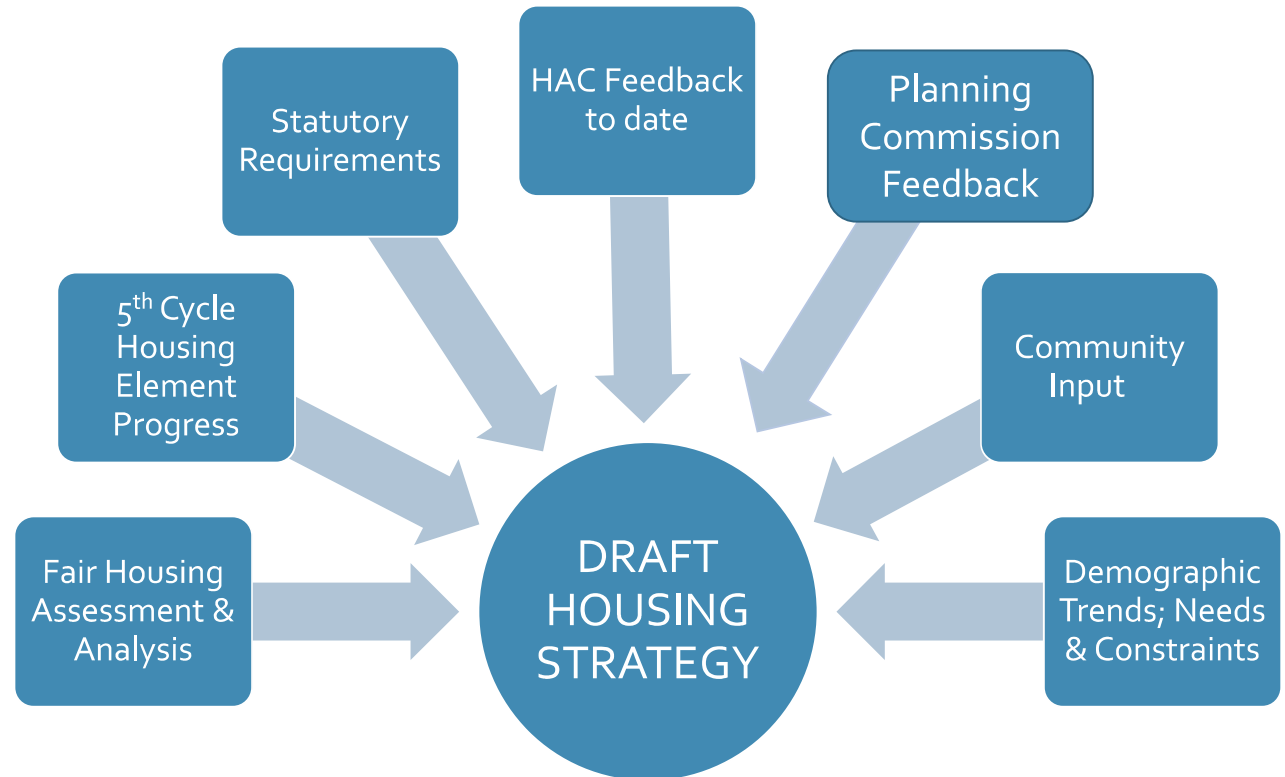
Proposed Housing Element Goals

Continued Goals
1. Sustain Existing Housing Programs and Housing Units
2. Promote Use of Urban Housing Sites
3. Increase Production of Affordable Housing Units
4. Maintain Funding for Affordable Housing
5. Promote and Expand Housing for Special Needs

Updated Goal
6. Encourage Equitable and Sustainable Housing

CONTINUED	NEW	PROGRAM	REASON FOR PROPOSED PROGRAM			
			Address laws, including Fair Housing	Address needs, constraints input	Address RHNA goals	Address previous program
X		1: Continuation of Housing Production and Programs	🏛	🤝		⏭
X		2: Retention of Affordable Units		🤝	📦✓	⏭
X		3: Protections for Mobile Home Parks	🏛	🤝	📦✓	
	X	4: Rezone to meet RHNA	🏛	🤝		
	X	5: Replacement Housing Program				

CONTINUED	NEW	PROGRAM	REASON FOR PROPOSED PROGRAM			
			Address laws, including Fair Housing	Address needs, constraints input	Address RHNA goals	Address previous program
	X	6: Development of Subregion for 7th Cycle RHNA	🏛	🤝	▦✓	⏭
X		7: Density Bonus and Housing Opportunity Programs			▦✓	⏭
X		8: Protect Residential Lands and Units		🤝		⏭
	X	9: Net Loss of Residential Capacity to Accommodate RHNA	🏛		▦✓	
	X	10: Administrative List of Additional Sites	🏛		▦✓	

CONTINUED	NEW	PROGRAM	REASON FOR PROPOSED PROGRAM			
			Address laws, including Fair Housing	Address needs, constraints input	Address RHNA goals	Address previous program
	X	11: Housing Sites and Development Opportunities		🤝	📦✓	
	X	12: Permitting Procedures and Priority Processing	🏛	🤝		⏭
X		13: Mitigation Opportunities for Housing Sites	🏛			⏭
X		14: Providers Responsibility to Prioritize Service	🏛			⏭
	X	15: Review and Update Zoning Code	🏛	🤝		

CONTINUED	NEW	PROGRAM	REASON FOR PROPOSED PROGRAM			
			Address laws, including Fair Housing	Address needs, constraints input	Address RHNA goals	Address previous program
X	X	16: AH Combining District		🤝	📦✓	⏭
	X	17: Fees and Transparency Requirements	🏛	🤝		⏭
	X	18: Land Trust Model		🤝		
X		19: Funding Sources for Affordable Housing		🤝	📦✓	⏭
	X	20: Prohousing Designation		🤝		

CONTINUED	NEW	PROGRAM	REASON FOR PROPOSED PROGRAM			
			Address laws, including Fair Housing	Address needs, constraints input	Address RHNA goals	Address previous program
	X	21: Essential Housing Bond Financing Program		🤝	📦	
	X	22: Housing for First-time Homebuyers		🤝		
	X	23: Accommodation of Alternative Housing Types, including Tiny Homes on Wheels		🤝		⏭
X		24: County Employee Housing Assistance		🤝		⏭
	X	25: Incentivize and Promote ADU and JADU Development	🏛	🤝	📦	

CONTINUED	NEW	PROGRAM	REASON FOR PROPOSED PROGRAM			
			Address laws, including Fair Housing	Address needs, constraints input	Address RHNA goals	Address previous program
	X	26: Aging in Place		🤝		
X		27: Interjurisdictional Housing Committee				⏭
X		28: Reasonable Accommodations and Code Enforcement	🏛			⏭
X		29: Fair Housing Program and Information	🏛			⏭
X		30: Conservation and Sustainability in Housing		🤝		⏭
	X	31: Address Contributing Factors to Fair Housing Issues	🏛	🤝		

Questions?