



April 28, 2016

Welcome

Supervisor Slocum

Task Force Goals

- Build political will to generate support for housing projects
- Identify community outreach and education strategies to facilitate housing conversations
- Discuss flexible pooled funding for affordable housing
- Commit to implementing action plan developed by Task Force

PROCESS MAP



SEPT - OCT 2015

- Convene Task Force
- Identify the issues
- Frame the focus areas



DEC 2015 - FEB 2016

- Prioritize the focus areas
- Conduct study sessions
- Learn about the challenges and best practices of each focus area



MARCH - MAY 2016

- Convene working sessions to evaluate options
- Conduct and review public input
- Draft menu of options



MAY 2016

- Draft communication and coalition building strategy for each focus area



JUNE 2016

- Finalize menu of options
- Adopt communication and coalition building strategy
- Commit to individual action



March 24th Meeting Task Force Feedback

- Agree that all low-density policies should be included in the toolkit
- Suggestions and questions about Task Force products
- Suggestions for building community support for additional housing through education and engagement

*“The Task Force, representing people and organizations with varied opinions and constituencies, is an opportunity to turn the housing crisis into a defining moment by generating **workable solutions** that can **translate into action**”*

Supervisor Warren Slocum

The Website

A **countywide information hub** for the general public with **data and stories** about the impacts of the jobs/housing gap, **housing solutions** with pictures and links to technical details, an **accomplishments tracker**, housing events **calendar**, access to **education and outreach tools** and **community engagement strategies**

Website Next Steps

- “Why we need more housing” branding and messaging
 - Marketing consultants – Circle Point – have begun work
 - Volunteers needed to review initial concepts
 - Webinar on May 17th from 8:00 am to 9:00 am, Sign up cards on tables
 - Task Force review of vetted concepts at the May meeting
- Website Development
 - RFP for website development issued April 29th
 - Task Force volunteers needed to review web site design and content
 - Early June meeting date(s) to be determined
 - Website concept and initial work presented at June meeting

The Action Plan

A compilation of **community outreach and education events, activities and strategies** to be held and/or implemented between **June and December 2016** to increase community awareness and promote actions that will **help close the jobs/housing gap**.

The Action Plan: Next Steps

- Funding Affordable Housing Action Steps
 - April Task Force Table Discussions: Review past recommendations, select preferred activities
- Community Education and Engagement Action Steps
 - May Task Force Table Discussions: Review past recommendations, select preferred activities, determine who should implement, needed tools and when activity should occur
- Funding and Outreach Action Plan
 - Presented for final review at June Task Force Meeting

Task Force Action Plan

- *Do you support the development of an action plan to continue to carry this effort forward after June?*

Panel – Funding Options for Housing Development

Josh Abrams, 21 Elements

Ken Cole, Director, San Mateo County Department of Housing

Michael Lane, Non-Profit Housing Association of Northern California

Armando Sanchez, HEART of San Mateo County

Mark Simon, SamTrans and Caltrain

Moderator: Bill Lowell, Former Director, Department of Housing

Innovation Fund Awards

Measure A funding:

- Forsyth Street/Enterprise - \$125,000
 - Create new leveraged fund, financing entity, or dedicated capital source.
- Housing Leadership Council - \$32,880
 - How transportation improvements impact LIHTC and Cap and Trade applications.
- MidPen Housing/Hello Housing - \$200,000
 - Single-family acquisition and rehab to preserve and expand rental and ownership opportunities.
- Samaritan House/MidPen Housing/Mental Health Assn. - \$75,500
 - Design and construction approaches for transitional and supportive housing.
- The Center of Community Innovation at UC Berkeley - \$66,620
 - GIS analysis of underutilized single-family residential parcels for accessory dwelling units.

Awarded from other funding source:

- Rebuilding Together Peninsula - \$200,000
 - Remediation of code compliance and safety issues in mobile home parks.



Striving to be...

— Innovative

— Collaborative

— Resourceful

— Proficient

— Productive

Impact Fees and the Grand Nexus Study - Update



April 2016



Recent Action



- **Redwood City**
Commercial and residential fees adopted
- **San Mateo City**
Held hearing. Staff preparing commercial ordinance. (Residential uses inclusionary)
- **San Mateo County**
Initial hearing. Supervisor sub-committee preparing recommendations
- **Belmont**
Staff finalizing ordinance, inclusionary, commercial and rental impact fees. Negotiating/collecting fees.
- **Colma**
Negotiating/collecting residential fees
- **East Palo Alto**
Staff finalizing commercial ordinance. Has residential fees.



Santa Clara and Alameda Counties



- 12 cities participating
- Draft reports in June, final in July

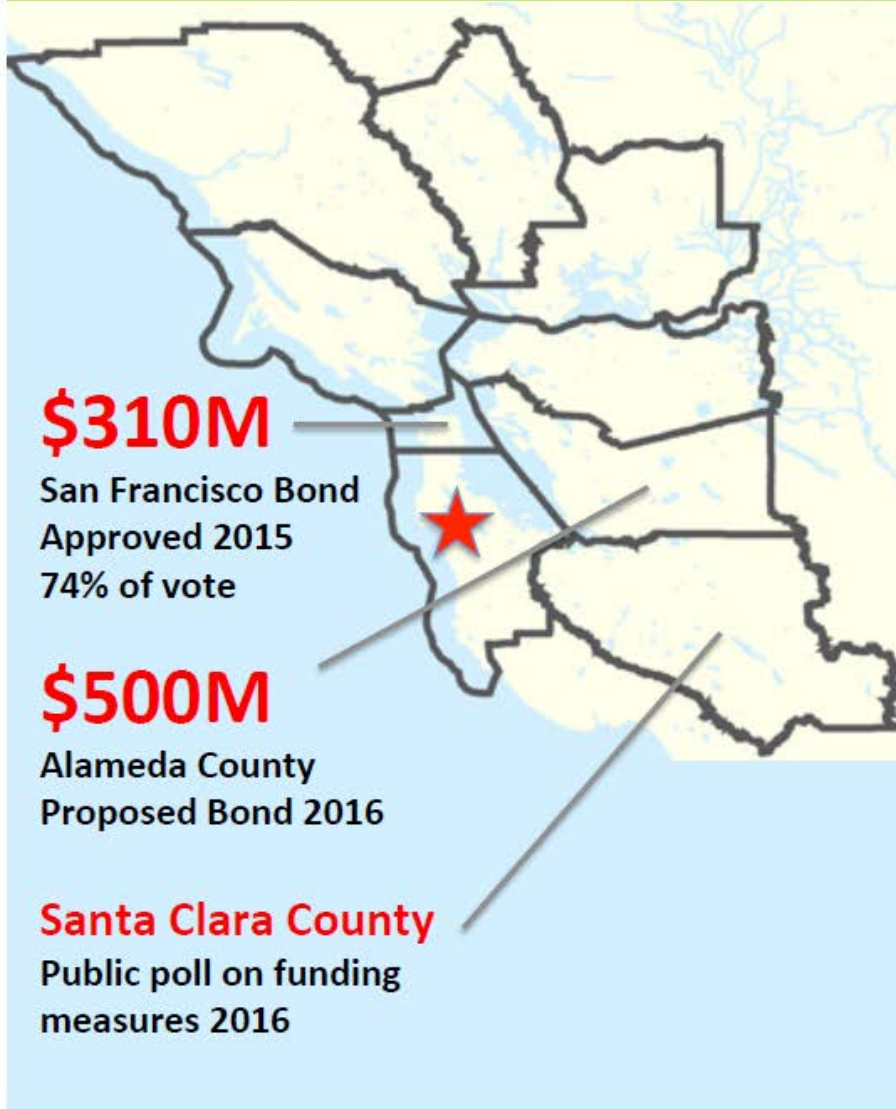
Transit Funding

Mark Simon



NON-PROFIT HOUSING ASSOCIATION
OF NORTHERN CALIFORNIA

Investing in a Housing Future



A Home for Everyone in San Mateo County

*People are counting on us to get this right
and local resources are key!*

We encourage San Mateo County to explore
placing a bond or sales tax measure on the
ballot for affordable housing

Michael Lane

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@NPHANC #SMCJobsHousingGap



San Mateo County Preservation Policy

- **Current programs**
 - Preserve existing deed restricted housing
 - Preserve existing housing and add deed restriction
 - Few landlords interested
- **Can we acquire and preserve at-risk “naturally occurring” affordable housing?**
 - Need speed: Before it flips or rents increase
 - Financing challenge
 - Two test cases underway
- **New DOH program**
 - Assess ways to limit County contribution
 - Bring to Board of Supervisors in next two months

Working Session: Funding Housing Development

- Are there other funding approaches that should be added to the list that has been presented?
- What actions should be taken in each of these approaches starting in June?

Working Session: Funding Housing Development

Table Discussion Report Out

Next Steps

Pat Brown

Next Meeting

Supervisor Horsley

Next Meeting:

May 26, 2016

7:30 – 9:30 AM

San Mateo County Department of Housing
264 Harbor Blvd, Building A, Belmont