Appendix B:
Engagement Summaries

Housing Element Update: Stakeholder Workshop #1

Meeting Summary

Subject	County of Santa Clara Housing Element – Stakeholder Workshop #1
Date | Time	July 6, 2022 | 10:00am – 11:30am
Location	Zoom (Meeting Recording – here)

Workshop Purpose

The County of Santa Clara (County) invited stakeholders to a workshop to launch the **2023-2031 Housing Element Update**. The County assembled a list of organizations, service providers, advocacy groups and other stakeholders to discuss key housing issues occurring and emerging in the County. Feedback from this meeting will be used to identify a series of opportunities and challenges to be addressed when engaging the County's broader community. The meeting agenda can be found in **Appendix A**.

Attendance

Representatives from local organizations were invited to the first Stakeholder Workshop to solicit input in support of identifying housing challenges and opportunities. The following list demonstrates the organizations present at the workshop:

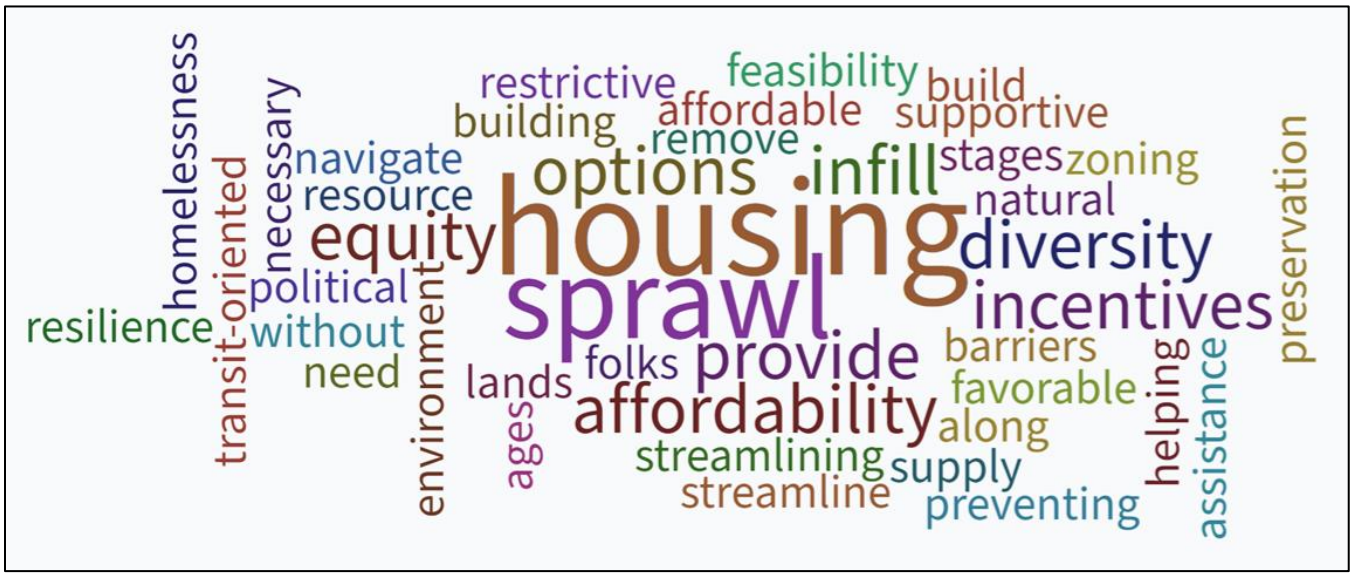
- Burbank Community Association
- County of Santa Clara Department of Aging and Adult Services
- County of Santa Clara Office of Supportive Housing
- County of Santa Clara Parks and Recreation Department
- County of Santa Clara Public Health Department
- Green Foothills
- Greenbelt Alliance
- Latinos United for a New America
- Midpeninsula Regional Open Space District
- Milligan Land Company
- Rebuilding Together Silicon Valley
- San Antonio Hills Homeowners Association
- San Martin Neighbourhood Association
- Silicon Valley at Home (SV@Home)
- Silicon Valley Leadership Group
- Silicon Valley Open Space Authority
- South Bay YIMBY
- Stanford University

Feedback Summary

The workshop focused on gathering input from attendees regarding housing opportunities and challenges in the County. This section includes the questions asked and a summary of the participant feedback. The participants were randomly partitioned into four breakout groups for a 45-minute in-depth discussion.

The participants' input were grouped by topics, demonstrating the key themes from the discussion. The meeting agenda can be found in **Appendix A**. Notes taken during the facilitation can be found in **Appendix B**.

1. **Icebreaker question: What is the top housing issue that should be addressed in the Housing Element?**



2. **Question: What are the greatest housing challenges facing the County?**

   Key theme: Housing Affordability

   - Rising ownership and rent costs are driven by a lack of supply
   - There is a rise in people who are house rich but cash poor due to high mortgage payments relative to income. Others are priced out and have to move out of their communities to find more affordable housing
   - Rules for access to Section 8 vouchers create challenges for families seeking housing relief from the state
   - Information on how to access affordable housing can be complex and difficult to find

   Key theme: Housing Accessibility

   - Lack of options in rural areas
   - Limited availability of housing for vulnerable populations (e.g., seniors)
   - Universal design is needed to make housing accessible for those of varying needs such as people with disabilities and seniors
   - Housing discrimination is an issue for people of color and other marginalized communities
   - People who have been incarcerated face difficulties in securing housing due to stigma

   Key theme: Housing Supply

   - Permit and process barriers including wait times, parking minimums, traffic policies and red tape create challenges for developers seeking to commence development projects
   - The Regional Housing Needs Allocation for this cycle is high, which may be a challenge for the County to achieve

- The high cost of construction is impacting the production of new housing
- Infill development is not being prioritized as it should be, difficulties exist in changing the character of neighbourhoods that are already built out and sometimes underutilized
- Local Agency Formation Commission has shown some aversion to annexation, which could free up land for new development
- New development tends to be out of the price range of low-income residents
- Anti-development and Not in My Backyard (NIMBY) sentiments can hinder the approval of new development
- Consider expediting the annexation of unincorporated urban service area pockets into cities
- The gradual aging of the County's housing stock poses an issue related to the expense of upkeep and maintenance. The County is reliant on property owners to invest in the responsible upkeep of private property
- Some older housing units may not meet the current safety standards identified in the building code (e.g., lead paint)
- The quality of affordable units needs to be maintained without associated increases in affordability
- Foreign investment in housing development may exacerbate housing supply issues

Key theme: Environmental Impact

- The protection of farmland should be prioritized
- Water resources are limited, particularly in Southern Santa Clara County
- Climate change poses a threat to all residents and the housing supply (e.g., flooding, fire in the east and west mountain ranges)
- Address nitrate issues due to septic density in areas like San Martin
- New development in proximity to active farms can limit agricultural productivity (e.g., managing pesticide plumes and dust)

Key theme: Farm Worker Housing

- Adequate servicing and utilities are needed in rural areas to support farm worker housing. Sourcing water and building independent septic systems can be prohibitive

Key theme: Services

- Certain areas cannot accommodate more housing due to insufficient services (e.g., water, septic)
- Access to support services (e.g., social services, healthcare, community services) and amenities (e.g., grocery stores, green space, recreation) is lacking in some areas
- A diversity in transportation options is missing from some communities (e.g., public transit, cycling routes, trails)
- New development out of range of high-quality jobs can be detrimental to quality of life
- Increased investment is needed for vulnerable communities (e.g., people with disabilities)
- Affordable housing is sometimes concentrated in underprivileged communities leading to issues of concentrated poverty
- The cost burden of upgrading a septic system can be prohibitive for the creating of new housing opportunities

3. Question: What are the greatest housing challenges facing the County?

Key theme: Housing Affordability

- Provide funding opportunities to subsidize ADU development, particularly for low-income residents
- Create policies that provide tenants with an opportunity to purchase their rental unit (Tenant Opportunity to Purchase Act)
- Create programming to address homelessness such as a Heading Home Campaign or a community plan to end homelessness
- Strengthen rent stabilization, just cause eviction and create a tenant right to counsel
- Remove barriers to and prioritize affordable housing unit development in areas with community amenities
- Create education campaigns and engage with the public more on the RHNA process
- Create preferential policies for displaced residents

Key theme: Housing Accessibility

- Streamlining the review and approval process for ADUs can increase housing availability
- Create incentive programs to convert existing uses into housing (e.g., office buildings, warehouses, historic buildings)
- Create incentives and education programs regarding SB9 to encourage individual homeowners to build ADUs
- Refer to the County's new Master Plan on Aging for solutions to housing for people of all ages and stages

Key theme: Housing Supply

- Create efficiency by streamlining permitting (e.g., remove parking minimums in proximity to higher order transit, reduce public hearings, limit discretionary language) and other regulatory processes for new development, particularly for affordable housing
- Consider consultation with housing developers to pinpoint challenges in the permitting process
- Coordinate with LAFCO to annex more unincorporated lands and introduce services to develop more housing
- Additional student housing on Stanford Campus can alleviate some housing pressure
- Explore opportunities for development in urban services areas such as Los Altos, Los Gatos and Morgan Hill
- Explore development opportunities in northeast San Jose
- Encourage infill development in urban areas and dense development along urban corridors and near transit hubs (e.g., Bascom Avenue in San Jose)
- Partner with and provide funding for community development organizations
- Incentivize dense development
- Prioritize 100% deed restricted development on public owned land

Key theme: Farmworker Housing

- Create policy that allows onsite development on agricultural land
- Create farmworker housing funding opportunities

Key theme: Aging Housing Stock

- Create a retrofit program that incentivizes landlords and property managers to invest in upgrades and property maintenance

Key theme: Environmental Impact

- Incorporate conservation goals into Housing Element policies
- Incorporate urban forestry and greening into affordable housing development policies
- Create education programs on water availability including information on where water coms from, how much water is available and how water availability impacts development
- Address the potential for urban sprawl that may threaten natural areas
- Collaborate with the Office of Sustainability on a climate action plan that considers the housing stock and development standards
- Maintain collaboration with community partners who provide relief from extreme weather (e.g., cooling centers)
- Develop a program to provide air filters to those affected by wildfire smoke and other air quality issues

Key theme: Services

- Create affordable transportation policies (trip-based policies)
- Ensure access to green space and parks in proximity to affordable housing
- Prioritize development in areas where multimodal transportation opportunities exist

4. Question: What are the top five priorities for the Housing Element Update?

Participants were asked to identify the top five priorities that should be considered for the Housing Element Update. Participants were encouraged to reflect on the input they provided for the previous two questions in identifying priorities. The table below demonstrates the priorities chosen by each breakout discussion group.

Breakout Group 1	Breakout Group 2
• Land availability • Stanford as an opportunity for new housing • Servicing Infrastructure (water and public sewer) • Affordability (re-use of existing structures, homelessness) • Strategies for aging in place	• Incentives • Streamline permitting process • Good development policies in urban centers • Access for affordable housing • Clustering development (density)
Breakout Group 3	**Breakout Group 4**
• Incentives • Homelessness • Affordability	• Streamlining permit process • Understand process barriers affecting development • Address threat of climate change

Breakout Group 1	Breakout Group 2
• Lessening barriers for communities to obtain housing • Regulatory streamlining to expedite affordable housing development	• Incentivizing infill development • Increasing access to affordable housing for residents of all races and incomes

Next Steps

Feedback collected from stakeholders during this workshop will be used to inform engagement with the community in upcoming public workshops. All inputs will help inform the project team's development of preliminary policies for inclusion in the draft Housing Element.

A second Stakeholder Workshop is tentatively scheduled for August 2, 2022, where results from the first round of meetings will be shared. Visit sccgov.org/housing-element for event updates.

Appendix A: Meeting Agenda

Time	Item	Lead
10:00	**Opening Remarks**	The County
10:02	**Welcome** • Project team introductions • Meeting purpose • Agenda review	WSP
10:05	**Attendee Introductions**	WSP
10:15	**Presentation** • What is a Housing Element? • County role in housing • County profile • Areas of focus • Housing Element Requirements • RHNA • Previous Housing Element Strategies • What We're Hearing	The County
10:35	**Discussion** • What are the greatest housing challenges facing the County? • What opportunities are available to the County to support housing needs? • What should the top five priorities be?	All
11:20	**Next Steps** • Report Back • How will feedback be used? • Project timeline • Thank you and closing remarks	WSP and The County

Appendix B: Discussion Activity

Housing Element Update: Community Workshop #1 – Rural Focus

Meeting Summary

Subject	County of Santa Clara Housing Element – Community Workshop #1 – Rural Focus
Date | Time	July 19, 2022 | 6:00pm – 7:00pm
Location	Zoom (Meeting Recording can be found on the project website)

Workshop Purpose

The County of Santa Clara (County) invited community members to a workshop to support the **2023-2031 Housing Element Update**. The meeting presented an opportunity to hear from residents of rural parts of the county on housing issues occurring and emerging in the County. Feedback from this meeting will be used to identify a series of opportunities and challenges to be addressed in the Housing Element Update.

A total of 32 members of the community attended the workshop.

Feedback Summary

The workshop focused on gathering input from attendees regarding housing opportunities and challenges in the County. Feedback opportunities included a series of poll questions asking for participants to choose their top opportunities for the Housing Element Update under the themes of housing affordability, housing accessibility, housing supply, environmental impact and services. The polling exercises were followed by an open discussion where participants could ask questions or provide additional feedback. The following section summarizes the feedback heard from participants.

Polling Exercises

Attendees were asked to participate in a series of polls to identify the top opportunities for the Housing Element Update. Each poll provided a series of five options to choose from selected from input received during the first Stakeholder Workshop hosted on July 6, 2022. The information below shows how the opportunities were prioritized under each key theme area where 1 is the top priority and 5 is the lowest priority. Pictures of the polling results can be found in **Appendix A**.

Housing Affordability

1. Secondary unit subsidies
2. Fund development & streamline development (tie)
3. Homelessness support programs
4. Education on government programs

Housing Supply

1. Housing for vulnerable populations
2. Rural housing & promote secondary units (tie)
3. Address housing discrimination & accessible unit design (tie)

Housing Supply

1. Fund farmworker housing
2. Permit on-site farmworker housing & development efficiencies (tie)
3. Address construction costs & retrofit programs (tie)

Environmental Impact

1. Preserve agricultural land
2. Climate change resilience
3. Environmental conservation
4. Maintain agricultural uses
5. Address septic nitrates

Services

1. Transportation opportunities
2. Access to greenspace & access to support services (tie)
3. Develop near jobs
4. Fund septic system upgrades

Discussion

Following the polling exercises, participants were given the opportunity to provide input to the team. Discussion was centered around the question, “What additional housing opportunities should we consider?” Input received during this discussion has been thematically organized below reflecting the key points raised by attendees. Picture of the discussion notes can be found in **Appendix B**.

Affordability

- Expand tenant protections currently available in urban areas like San Jose, Palo Alto and Mountainview to residents in unincorporated areas
- Provide education on what housing support benefits are available to residents in unincorporated areas

Supply

- Communities like Morgan Hill need farmworker housing
- Farmworker housing needs to be close to agricultural operations as possible
- Provide opportunities for financing to support the development of farmworker housing
- Consider a program where farmworker housing can be opened to other populations when not occupied for farming operations

Environment

- The preservation of agricultural land is critical when considering where to develop new affordable housing
- Development should be focused within and around existing urbanized areas to avoid consuming essential habitats that are important to natural lands

Services

- Provide opportunities for basic shelter and safe parking to provide people experiencing homelessness with privacy, security and dignity
- Ensure services (e.g., sanitary sewers and emergency services) in rural areas are adequate to support new housing development

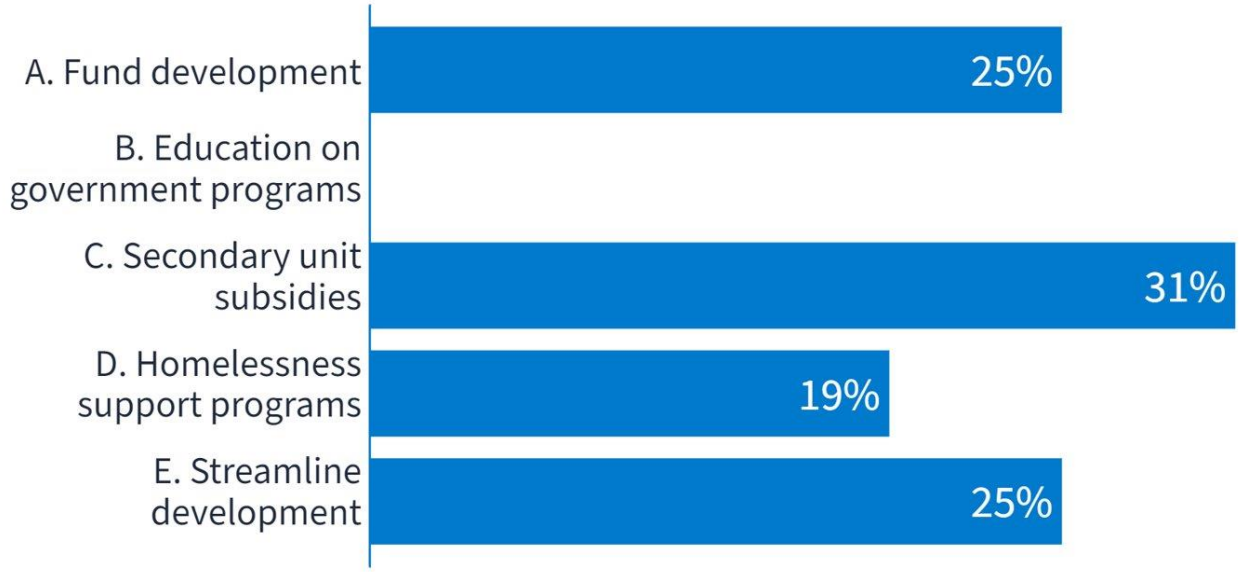
Next Steps

Feedback collected during this workshop will be used to inform the County's research of housing challenges and opportunities. A second community workshop will be hosted on July 21, 2022, focusing on urban housing. All inputs from both meetings will help inform the project team's development of preliminary policies for inclusion in the draft Housing Element.

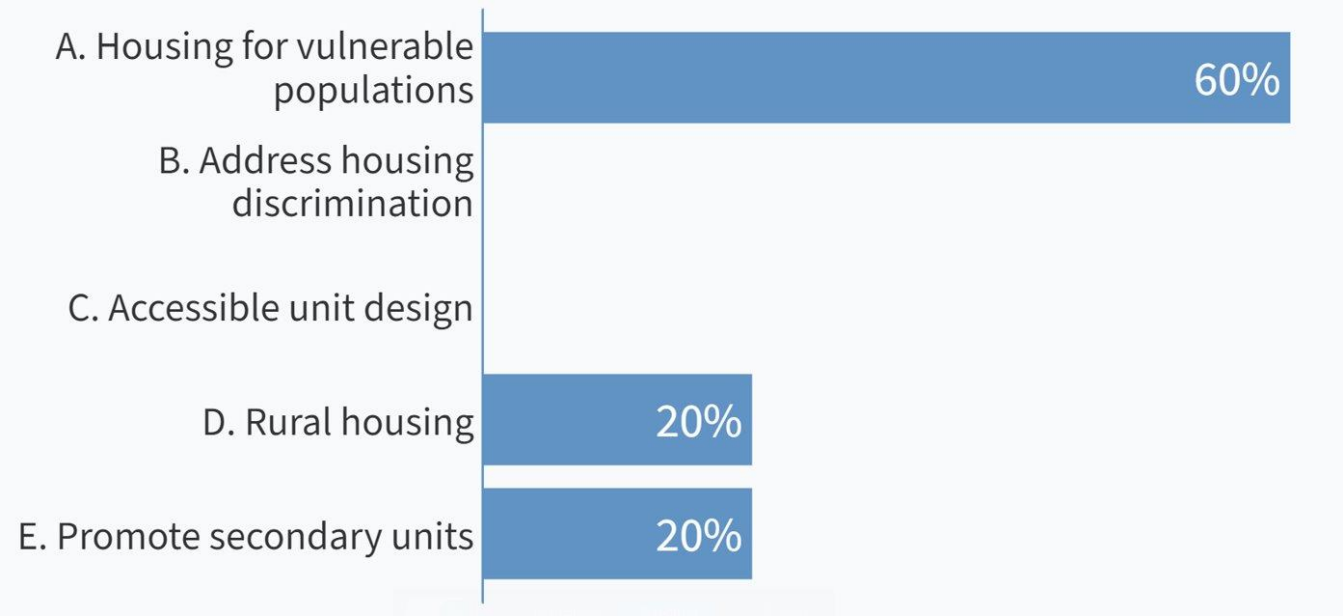
The next round of community workshops will be held in September 2022 where draft policies will be shared for awareness and input. Visit sccgov.org/housing-element for event updates.

Appendix A: Polling Exercises

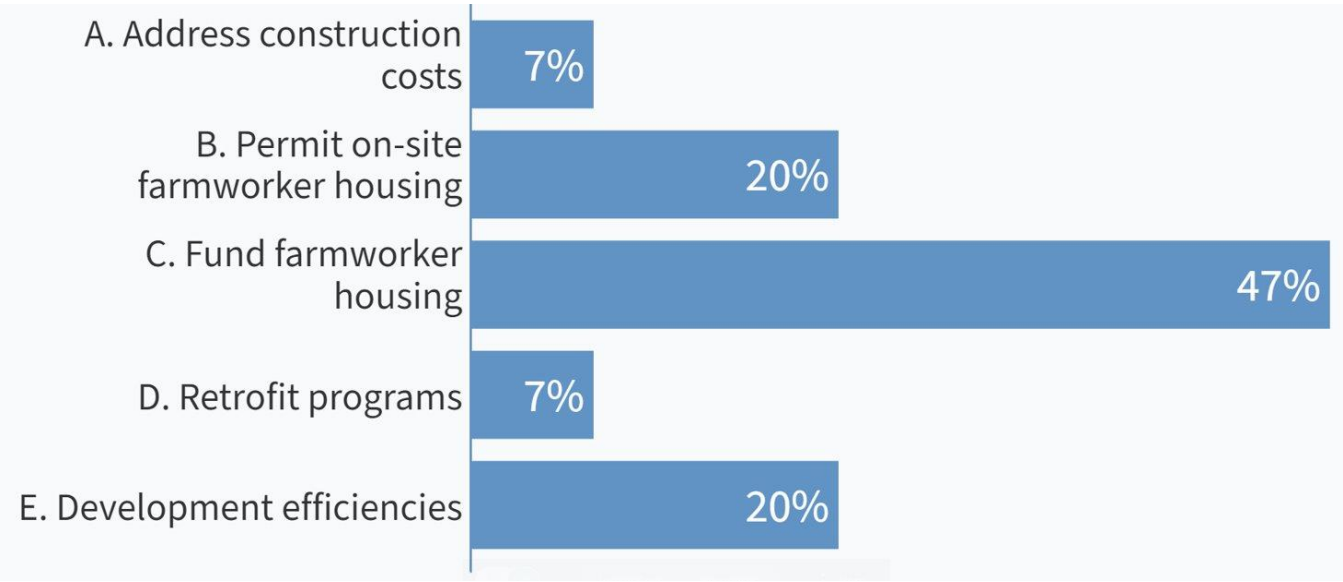
Affordable Housing: Vote for the top opportunity



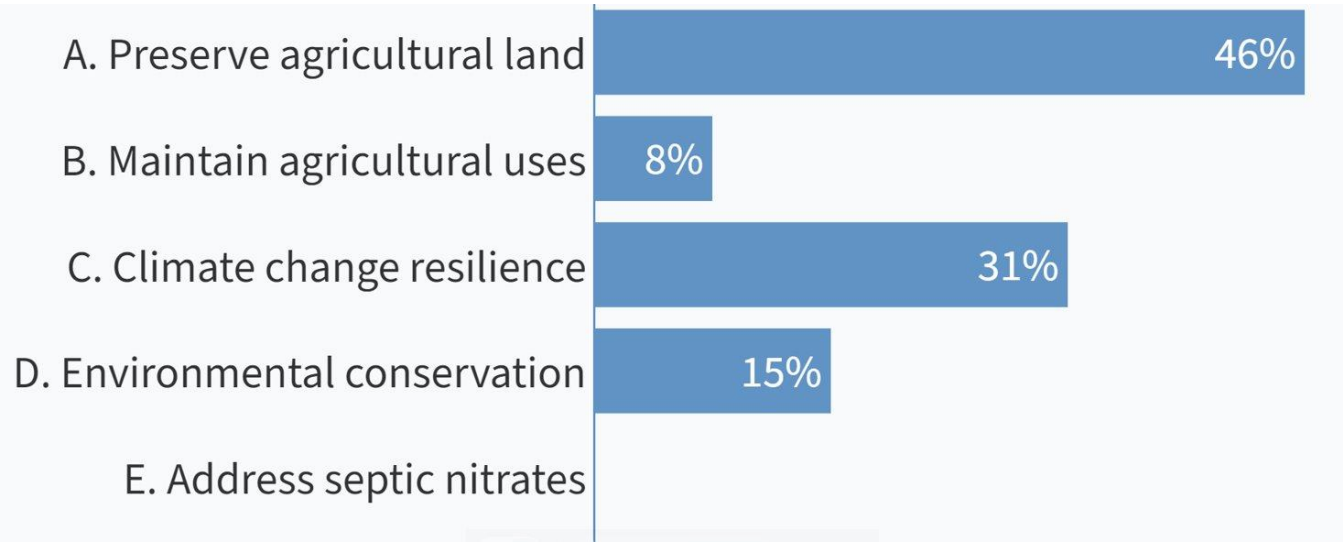
Affordable Accessibility: Vote for the top opportunity



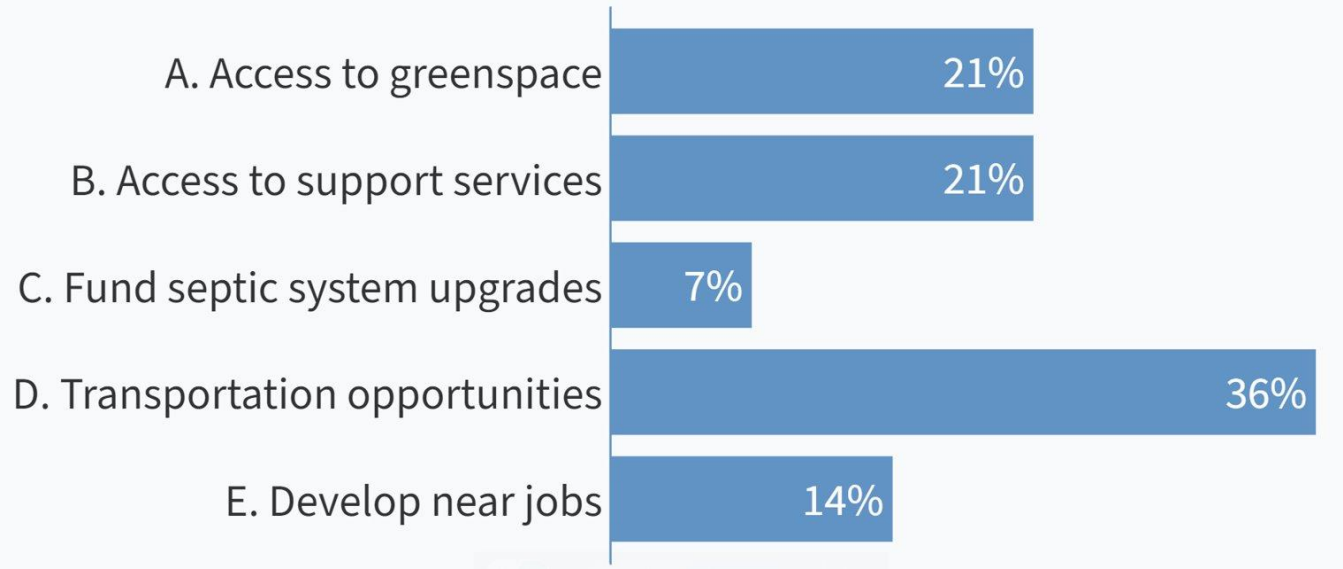
Affordable Supply: Vote for the top opportunity



Environmental Impact: Vote for the top opportunity



Services: Vote for the top opportunity



Appendix B: Discussion notes

Housing Element Update: Community Workshop #2 – Urban Focus

Meeting Summary

Subject	County of Santa Clara Housing Element – Community Workshop #2 – Urban Focus
Date | Time	July 21, 2022 | 6:00pm – 7:00pm
Location	Zoom (Meeting Recording can be found on the project website)

Workshop Purpose

The County of Santa Clara (County) invited community members to a workshop to support the **2023-2031 Housing Element Update**. The meeting presented an opportunity to hear from residents of urban parts of the county on housing issues occurring and emerging in the County. Feedback from this meeting will be used to identify a series of opportunities and challenges to be addressed in the Housing Element Update.

A total of 30 members of the community attended the workshop.

Feedback Summary

The workshop focused on gathering input from attendees regarding housing opportunities and challenges in urban areas of the County. Feedback opportunities included a series of poll questions asking for participants to choose their top opportunities for the Housing Element Update under the themes of housing affordability, housing accessibility, housing supply, environmental impact and services. The polling exercises were followed by an open discussion where participants could ask questions or provide additional feedback. The following section summarizes the feedback heard from participants.

Polling Exercises

Attendees were asked to participate in a series of polls to identify the top opportunities for the Housing Element Update. Each poll provided a series of five options to choose from selected from input received during the first Stakeholder Workshop hosted on July 6, 2022. The information below shows how the opportunities were prioritized under each key theme area where 1 is the top priority and 5 is the lowest priority. Pictures of the polling results can be found in **Appendix A**.

Housing Affordability

1. Streamline development
2. Fund development & homelessness support programs (tie)
3. Secondary unit subsidies
4. Education on government programs

Housing Supply

1. Housing for vulnerable populations
2. Address housing discrimination, building reuse (e.g., offices, warehouse), promote secondary units (tie)
3. Accessible unit design

Housing Supply

1. Address anti-development attitudes
2. Dense development
3. Address construction costs
4. Retrofit programs & development efficiencies (tie)

Environmental Impact

1. Climate change resilience
2. Limit urban sprawl
3. Environmental conservation
4. Preserve agricultural land & maintain agricultural uses (tie)

Services

1. Transportation opportunities
2. Develop near jobs
3. Distribute affordable housing
4. Access to greenspace
5. Access to support services

Discussion

Following the polling exercises, participants were given the opportunity to provide input to the team. Discussion was centered around the question, "What additional housing opportunities should we consider?" Input received during this discussion has been thematically organized below reflecting the key points raised by attendees. A picture of the discussion notes can be found in **Appendix B**.

Affordability

- Expand rent control to low-income tax credit and below market rate units to expand rent control
- Develop policies focused on anti-displacement initiatives

Accessibility

- Develop accessible units that adhere to universal design standards
- Require ADUs to meeting accessibility standards

Supply

- Prioritize the development of affordable and deeply affordable housing units on the County's surplus lands
- Develop housing policies that seek to rectify injustices related to economic segregation, racial segregation and historic redlining in various county communities (e.g., Burbank, Seven Trees)
- Apply Affirmatively Furthering Fair Housing policies to build housing across the county to combat patterns of segregation and to foster inclusive communities
- Apply an incentive-based strategy for developers rather than a restrictive policy to encourage affordable housing development

- Streamline the ADU process through planning and permitting. Pair streamlining initiatives with education to encourage uptake

Environment

- Prevent urban sprawl and the premature conversion of natural habitat by prioritizing development in urban areas
- Prioritize dense development in urban areas rather than expanding the footprint of development

Services

- Build within proximity of transportation options
- Develop in existing urban services areas (including farmworker housing)
- Prioritize services for people with physical and mental disabilities
- Invest in improvements in low-income neighbourhoods to improve infrastructure such as sidewalks
- Prioritize the development of mixed-use housing to ensure affordable housing residents are near amenities and resources
- Develop in proximity to established employment centers
- Leverage programs from government agencies like MTC that allow cities to receiving funding for transit oriented affordable housing developments (learn more here)

Other Feedback

- Develop policies with specific language describing how the County intends to reach an intended outcome

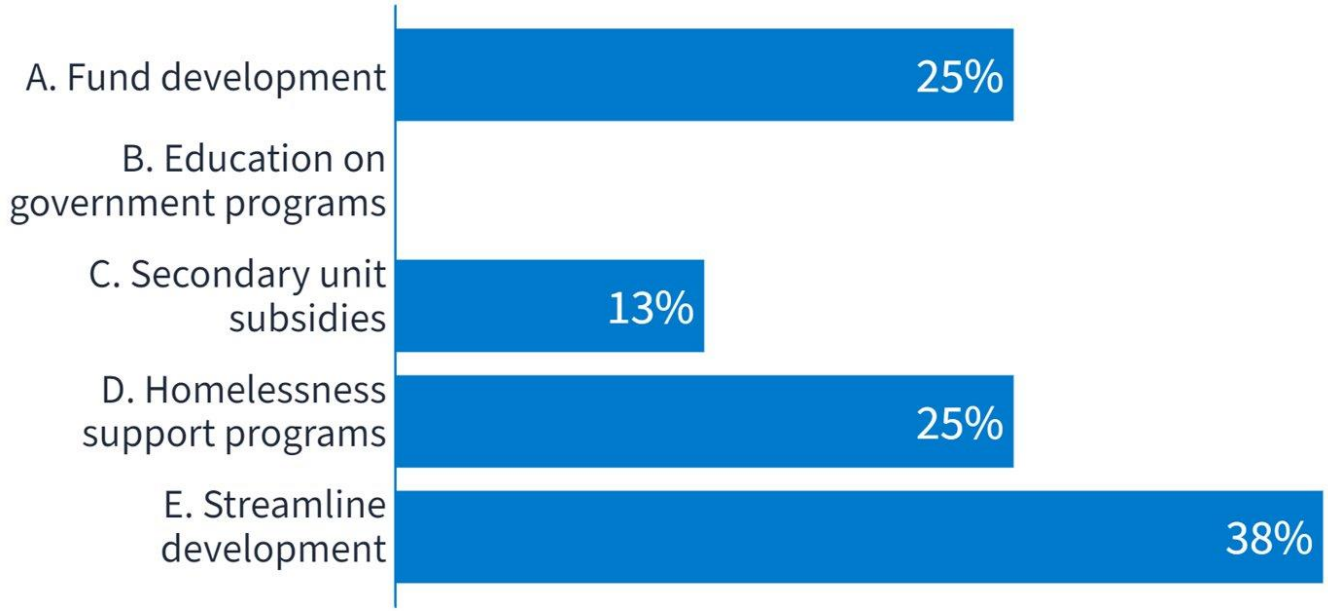
Next Steps

Feedback collected during this workshop will be used to inform the County's research of housing challenges and opportunities. All inputs from this workshop and the previous community workshop held on July 19th (focusing on rural areas) will help inform the project team's development of preliminary policies for inclusion in the draft Housing Element.

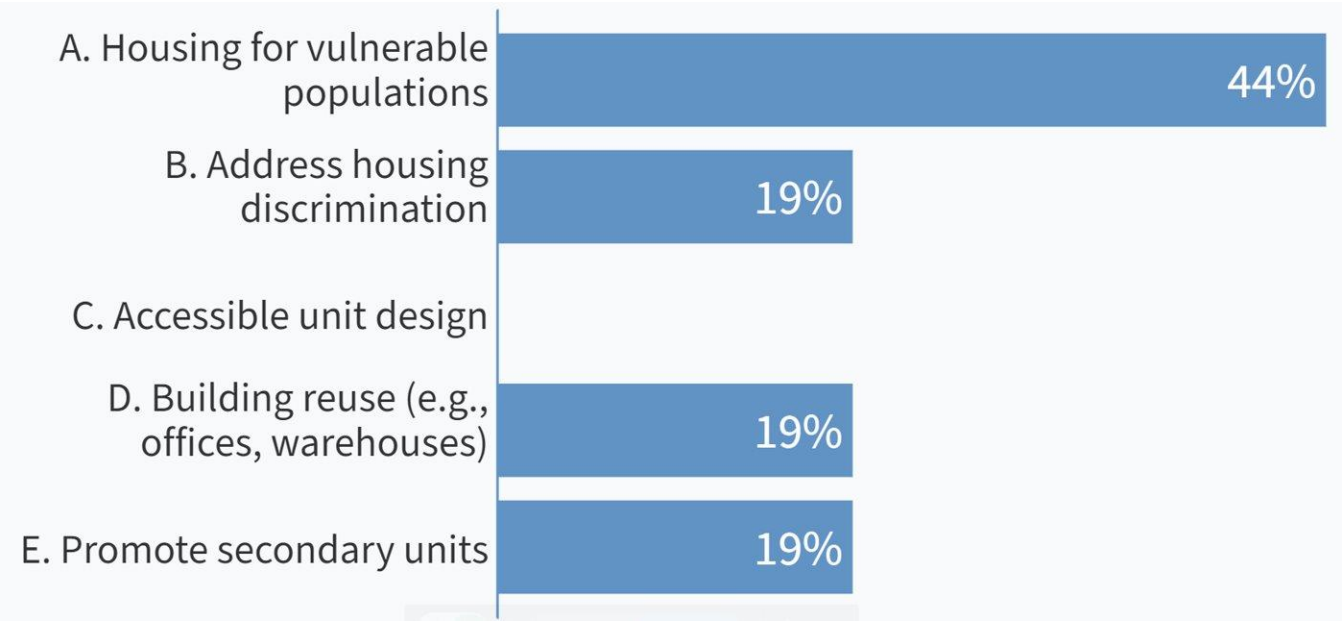
The next round of community workshops will be held in September 2022 where draft policies will be shared for awareness and input. Visit sccgov.org/housing-element for event updates.

Appendix A: Polling Exercises

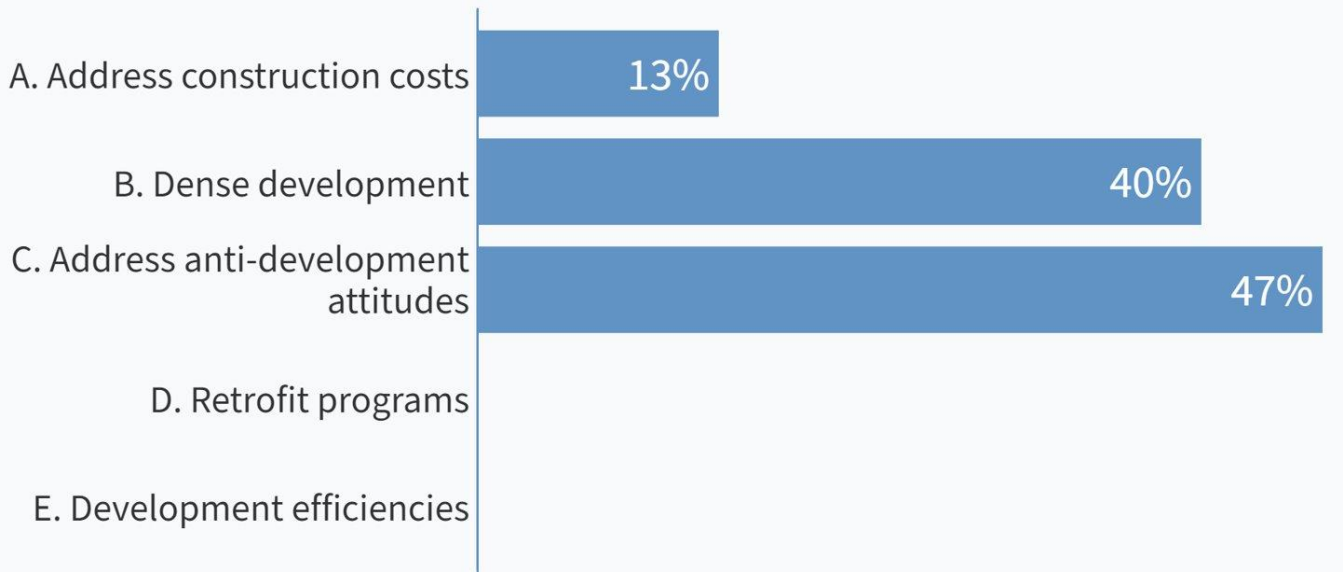
Affordable Housing: Vote for the top opportunity



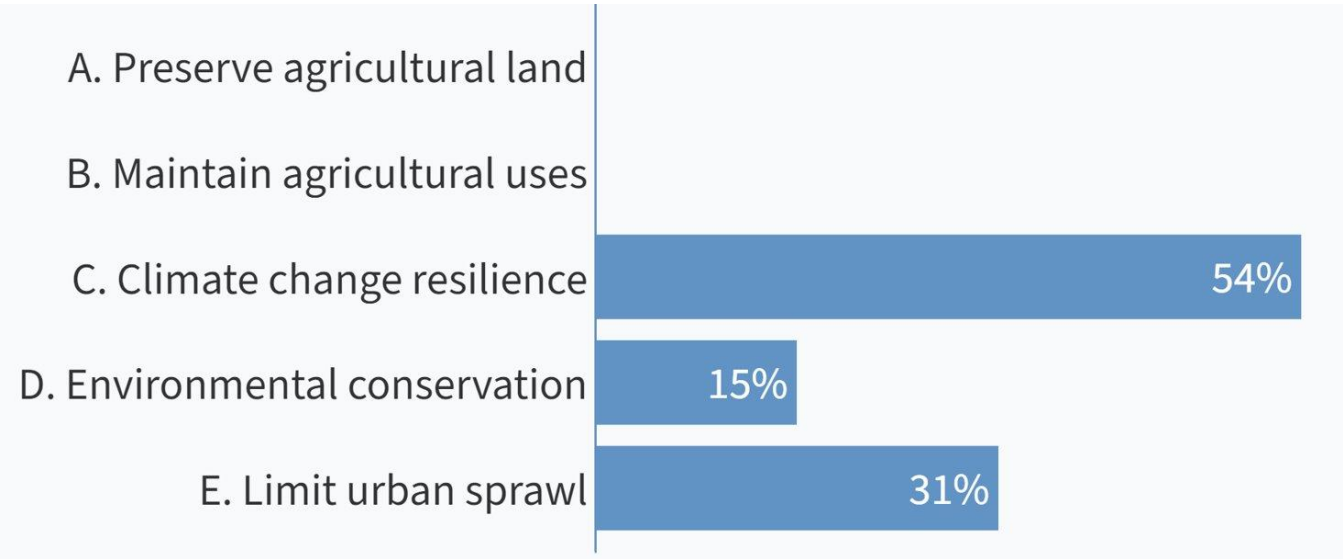
Affordable Accessibility: Vote for the top opportunity



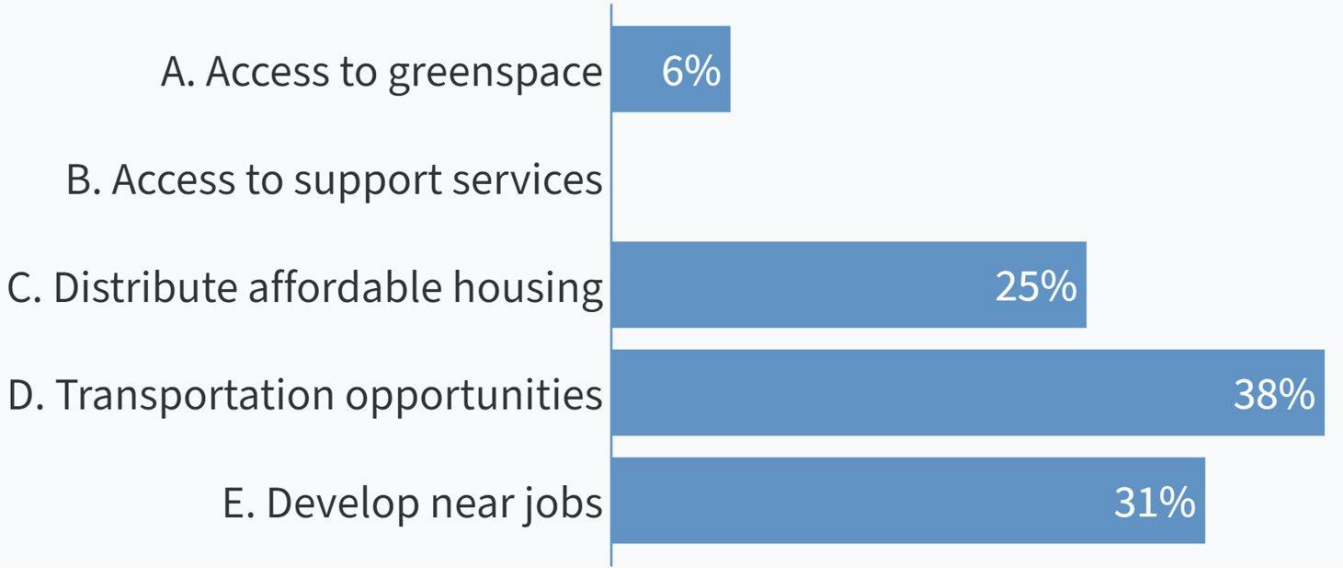
Affordable Supply: Vote for the top opportunity



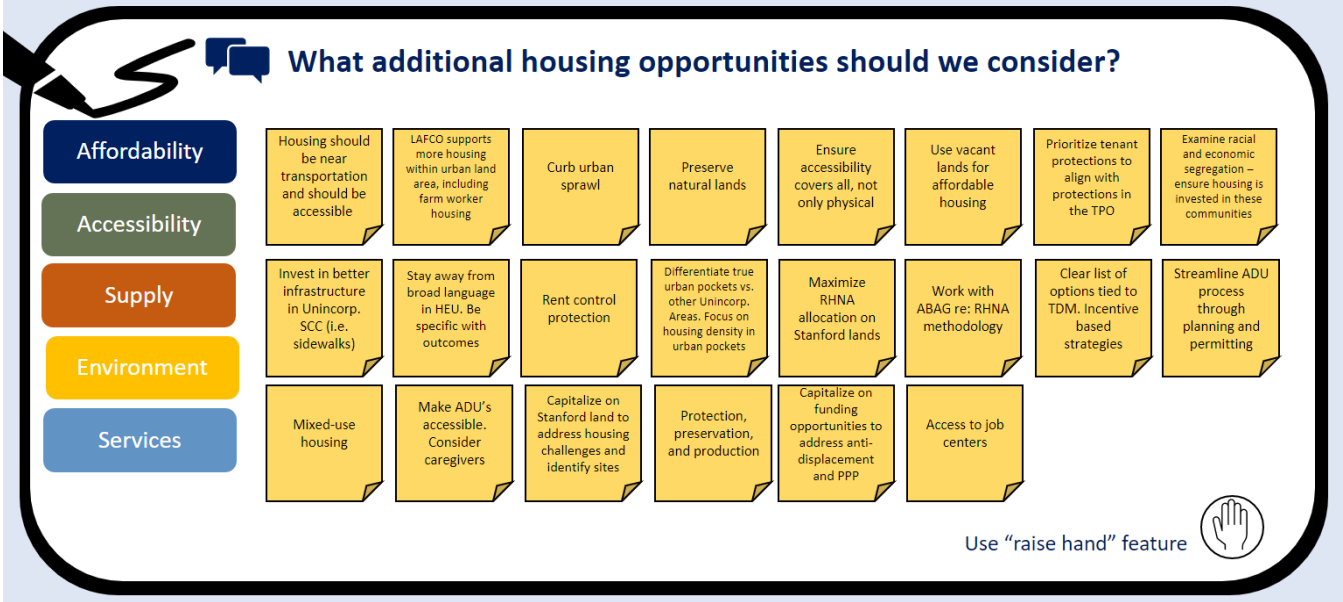
Environmental Impact: Vote for the top opportunity



Services: Vote for the top opportunity



Appendix B: Discussion notes



Housing Element Update: Stakeholder Workshop (Development Focus)

Meeting Summary

Subject	County of Santa Clara Housing Element – Stakeholder Workshop (Development Focus)
Date | Time	August 2, 2022 | 10:00am – 11:00am
Location	Zoom (Meeting Recording – visit the project website)

Workshop Purpose

The County of Santa Clara (County) invited select development-focused stakeholders and housing advocates to a second workshop in support of the **2023-2031 Housing Element Update**. The meeting asked participants to provide feedback specific to the challenges encountered when developing affordable housing in unincorporated areas of the County. Feedback from this meeting will be used to identify strategies and policies to streamline development to meet the County's Regional Housing Needs Assessment (RHNA) allotment for the 2023-2031 Housing Element cycle.

Attendance

Representatives from local development organizations and housing advocacy organizations invited to attend the workshop. The following list demonstrates the organizations that attended:

- Adobe Services
- City of Gilroy
- Housing Trust Silicon Valley
- Santa Clara County Office of Supportive Housing
- Eden Housing
- Santa Clara LAFCO
- Santa Clara County Housing Authority
- Housing Choices
- Silicon Valley at Home (SV@Home)
- Allied Housing
- Charities Housing
- Bay Area Building Industry Association
- Dividend Homes
- Santa Clara County Office of the County Counsel
- Greenbelt Alliance
- MH Engineering
- Habitat East Bay/Silicon Valley

Feedback Summary

Following the presentation, participants were led through a facilitated group discussion focused to identify challenges in the development process and opportunities for streamlining. Three questions were posed:

1. What constraints have you encountered in the development process? What would simplify or streamline this process?
2. What are other jurisdictions doing well?
3. What types of incentives should the County consider?

The following is a thematic summary of the feedback heard. Pictures of the live notetaking can be found in **Appendix A**.

Theme: General Plan

- ***Identified Challenge:***
  - The County General Plan's low-density zoning, limited density allowances and protection of agricultural land limits the ability to construct small urban developments in Unincorporated

Santa Clara. These factors make development unattractive or unfeasible for private and nonprofit developers.

- ***Proposed Solutions:***
    - Revise the General Plan to allow for development through conforming zoning and revising densities and make development more attractive
    - Examine the General Plan for areas that are suitable for higher density designation and conforming rezoning

Theme: LAFCO Process

- ***Identified Challenge:***
    - The LAFCO annexation process is lengthy and can be cost prohibitive due to the Environmental Impact Report process. Additionally, LAFCO has a different definition of vacant developable land than Counties, which leads to the assumption that all vacant land in a city must be developed prior to the annexation of additional lands. However, it may be the case that some vacant lands are not suitable for development.
- ***Proposed Solutions:***
    - Facilitate dialogue between county, municipalities and LAFCO to settle on an agreeable definition of vacant land to rationalize the need for more annexation of unincorporated county land
    - Engage in dialogue with LAFCO to streamline timelines for annexation to reduce costs
    - Communicate housing goals with LAFCO to reach RHNA allocation numbers through annexation as necessary

Theme: Streamlined Process

- ***Identified Challenge:***
    - Required coordination between the County and local municipalities can create confusion for developers about regulatory overlay, policy interpretation and approval authority.
- ***Proposed Solutions:***
    - Establish a process for early coordination meetings between the county and local jurisdictions to streamline communication and mutual understanding between involved parties. This includes policy interpretation, regulatory overlay, timeline, oversight and identifying who has final approval.

Theme: Incentives

- ***Identified Challenge:***
    - Development in Unincorporated in Santa Clara County can be undesirable due to reduced densities, high construction costs, distance from services and amenities and other reasons. Targeted incentives may help to attract development to achieve the County's RHNA allocation.
- ***Proposed Solutions:***
    - Reduce processing times and fees and exactions
    - Waving fees (e.g., exactions, impact fees) for infrastructure improvements (e.g., traffic impact mitigation) can help incentivize development
    - Reduce the number of development application reviews as multiple rounds of review increases costs and can be prohibitive

- Consider density bonuses and incentives for alternatives to fees and exactions, a menu of choices developers can take regarding future development
- Look at the sites that are available for development and consider incentives tailored to having those sites developed
- Survey developers for sites of interest for development to understand market interest

Theme: Services

- ***Identified Challenge:***
  - A lack of servicing infrastructure, transportation options, social services and community amenities limits the attractiveness and feasibility of development in certain areas of Unincorporated Santa Clara County. This is especially true when infrastructure improvements are required to be made by developers.
- ***Proposed Solutions:***
  - Coordinate with municipalities for infrastructure agreements for improvements such as sidewalks, sewer, water and stormwater management to facilitate housing
  - Make sites available for development that are approximate to services and transportation

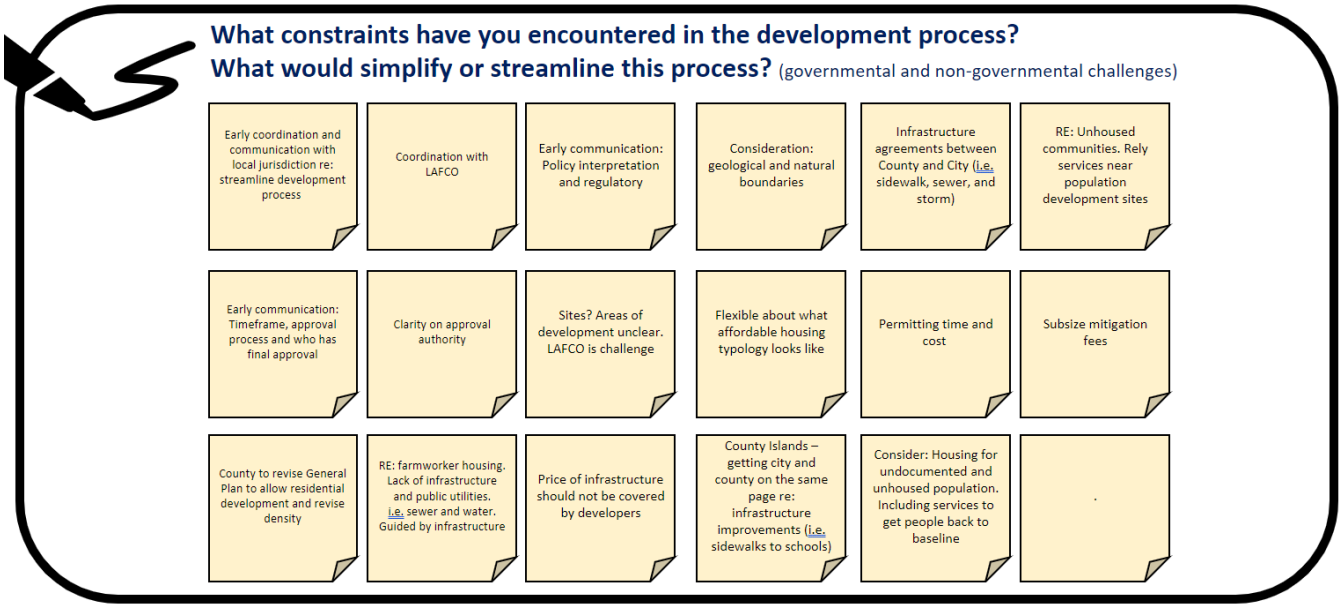
Theme: Additional Feedback

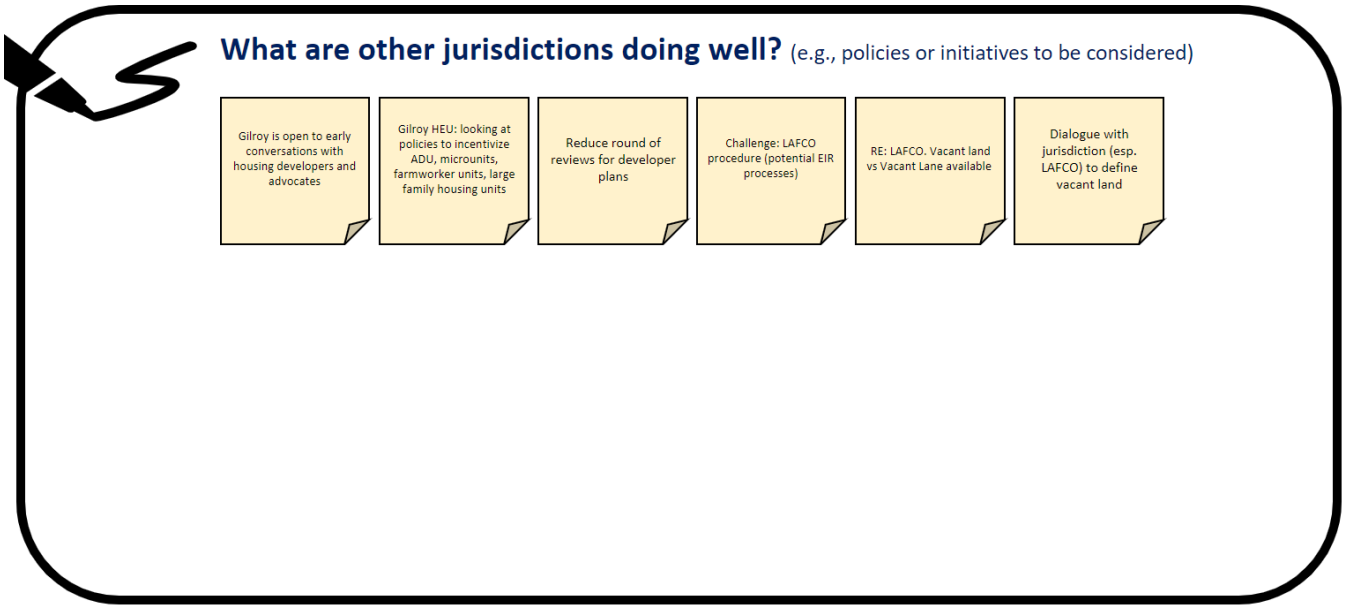
- Consider creative interpretations of what housing can look like, or what forms affordable housing can take (e.g., moderate density through townhomes that blend into existing community character)
- Consider partnerships with community developers
- Facilitate housing for the unhoused, formerly incarcerated and undocumented residents

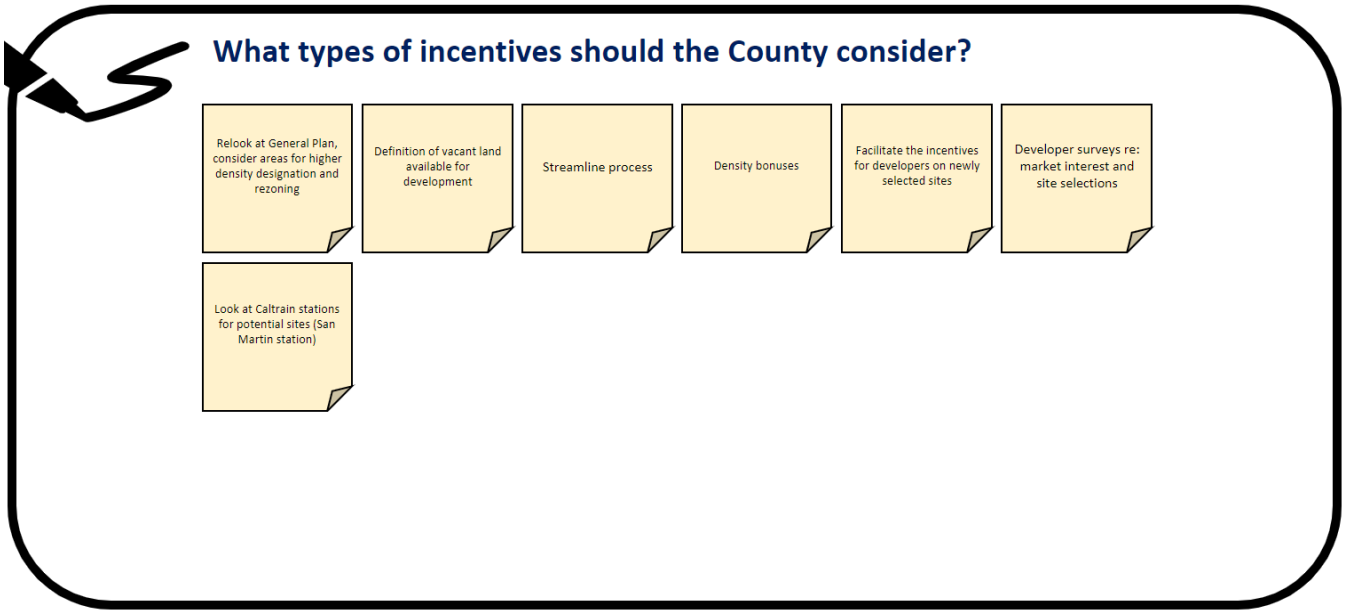
Next Steps

Feedback collected from stakeholders during this workshop will be used to inform policies and strategies to streamline the development process. A second Stakeholder Workshop is scheduled for August 17th, 2022. Visit sccgov.org/housing-element for event updates.

Appendix A: Discussion Activity






What types of incentives should the County consider?
Relook at General Plan, consider areas for higher density designation and rezoning
Definition of vacant land available for development
Streamline process
Density bonuses
Facilitate the incentives for developers on newly selected sites
Developer surveys re: market interest and site selections
Look at Caltrain stations for potential sites (San Martin station)

Housing Element Update: Stakeholder Workshop #2

Meeting Summary

Subject	County of Santa Clara Housing Element – Stakeholder Workshop #2
Date | Time	August 17, 2022 | 10:00am – 11:30am
Location	Virtual
Details	Visit the project website for the meeting recording and slide deck

Workshop Purpose

The County of Santa Clara (County) invited stakeholders to a second workshop in support of the 2023-2031 Housing Element Update. Building off the previous workshops, participants reviewed previous strategies, actions taken, and feedback heard to date; asking stakeholders for input on how the strategies could be updated to reflect current and forecasted housing challenges. The discussion focused on seeking input related to five key challenges, including housing production, housing affordability, access to housing, homelessness and climate change. Feedback from this meeting will be used to refine the strategies as the project team works to create policies for implementation over the 2023-2031 Housing Element cycle.

Attendance

Representatives from various stakeholder interest groups representing developers, advocates, county departments and other organizations were invited to attend the workshop. Over 30 participants attended the meeting representing the following organizations, groups or county departments:

- Burbank Community Association
- City of Morgan Hill
- County of Santa Clara Board of Supervisors
- County of Santa Clara Department of Aging and Adult Services
- County of Santa Clara Department of Public Health
- County of Santa Clara Office of Supportive Housing
- Eden Housing
- Gilroy Historical Society
- Green Foothills
- Greenbelt Alliance
- Housing Choices
- Law Foundation of Silicon Valley
- LUNA
- Mountain View YIMBY
- New York Life
- Ruggeri-Jensen-Azar
- San Martin Neighbourhood Association
- Silicon Valley at Home (SV@Home)
- Silicon Valley Coalition for the Unhoused
- Silicon Valley Independent Living Center
- Stanford University
- West Valley Community Services

Feedback Summary

The County of Santa Clara team provided a brief presentation to review the most pressing housing-related challenges facing the county and outlined the strategies developed for the previous Housing Element relative to each challenge. The review also included a summary of the actions taken by the county to address each of the five challenges and a summary of feedback heard from the stakeholders and the community through the Housing Element Engagement Process to date. The presentation was followed by breakout group discussions to seek input on updates needed to refine the strategies to meet current and forecasted conditions. The following is a thematic summary of the feedback heard tied to each of the discussion questions.

A picture of the live notetaking Mural exercise can be found in **Appendix A**.

1. **Question: How should existing Housing Element strategies be updated?**

   - **Key Theme: Current strategy update suggestions:**
     - Define what "balanced" means when planning for countywide housing supply, including a definition of affordability levels - currently most new housing is provided on Stanford lands
     - Examine the effectiveness of coordination between the County and cities in developing housing and what the challenges are to update the strategy
     - Update the "remove unnecessary barriers to housing" strategy to include and address the specific barriers to developing housing (e.g., public perception, financial barriers, development barriers)
     - Clarify what a "continued review" of land use policies means (e.g., what policies would be reviewed and what actions might be taken)

   - **Key Theme: Factors to be considered when updating current strategies:**
     - Build more extremely low-income housing
     - Expand rent control
     - Create equitable access to housing
     - Explicitly address racism not just discriminatory practices
     - Create a strategy for farmworker housing
     - Ensure services are increased to match the demand for housing units
     - Ensure increased housing does not impact community services and health
     - Protect the health and wellbeing of all residents (e.g., in light of impacts of sewage runoff from Morgan Hill to San Martin)

2. **Question: What do we need to consider when developing new strategies/policies related to…**

   - **Housing Production**
     - Preserve the existing stock of affordable units through rehab, maintaining protections and providing financing
     - Prioritize the reuse existing vacant buildings for affordable housing
     - Create more funding or subsidize accessory dwelling unit (ADU) production
     - Incentivize the production and rental of ADUs for low-income populations
     - Analyze threats to the existing housing stock and create safeguards tailored to address the threats

   - **Housing Affordability**
     - Create rent control policies
     - Prioritize affordable housing on Stanford lands

   - **Access to Housing**
     - Develop more socially and racially inclusive neighbourhoods that overcome past and present discrimination
     - Unit rehabilitation should consider the Americans with Disabilities Act
     - Expand County rental assistance to offset evictions
     - Create outreach to communities with high rates of rental assistance to prevent evictions and loss of housing
     - Create policies to prevent evictions and displacement (e.g., COVID housing programs)

- **Homelessness**
  - Secure state funding to create new housing for low-income populations
  - Create equal opportunity housing for all demographics
  - Create access to transitional housing

- **Climate Change**
  - Concentrate development in urban zones away from fire hazard and flood zones
  - Provide access to open space in proximity of new housing development
  - Consider environmental justice issues (e.g., natural resource disasters and inequitable impacts)
  - New housing development and existing housing stock needs to be adaptable to climate change
  - Limit the climate impacts caused by urban sprawl by prioritizing housing development in urban islands within unincorporated Santa Clara

Next Steps

Feedback collected during this meeting will inform refinements to the draft Housing Element Update strategies that will be presented for additional feedback during the third Stakeholder Workshop. The third stakeholder workshop is currently scheduled for August 29th, 2022. Visit sccgov.org/housing-element for event updates.

Appendix A: Discussion Activity

County of Santa Clara
Housing Element Update 2023-2031
Stakeholder Workshop #2
August 17, 2022

Group 1
Facilitator: Lara Tran

How should existing strategies be updated?

- Strategy to bring in more ELI (Extremely Low Income) housing
- Strategy for expanding rent control

What do we need to consider when developing new strategies/policies related to...

Housing Production	Housing Affordability	Access to Housing	Homelessness	Climate Change
Preserving and expand affordable units	Prioritizing affordable housing on Stanford lands	Develop more socially and racially inclusive neighborhoods that overcome past and present discrimination.		Housing growth should be concentrated in urban areas (not in fire hazard, flood zones).
Infill/reusing existing vacant buildings for affordable housing				Access to open space in relation to housing production
More funding or subsidizing funding for ADU production				

Group 2
Facilitator: Val Negrete

How should existing strategies be updated?

- Strategy to ensure ensure equitqable access to housing

What do we need to consider when developing new strategies/policies related to...

Housing Production	Housing Affordability	Access to Housing	Homelessness	Climate Change
Preservation of existing affordable housing stock (rehab, expiring protections, financing)	expand County rental assistance to offset evictions	If rehabing units, ensuring that ADA is still being applied	Ensure access is provided equally to all demographics	new housing should not be in high fire hazard severity zones
Safeguards on existing stock and threats	outreach to communities that there is rental assistance and agencies to assist (service providers) to help with housing lose		needs to be more access to transitional housing	RHNA allocation shall be applied as much as possible to the urban unicoporated areas of the County to reduce climate impacts and sprawl
Seems to be a lack of supply of sheer number of housing needs in community	Now that COVID protection expired - but evictions and displacement still happening - Consider rent control (SJ - 5%)			
	High eviction rates and rental amounts extremely high			

Group 3
Facilitator: Joanna Wilk

How should existing strategies be updated?

- explicity call out need to address racism (not just discremintory practices)
- define and be clear about what "balance" means. Housing across Countywide... affordability levels etc - housing mostly provided by Stanford
- Strategy #2 - how effective it has been... it doesnt feel like there has been much work between countys and cities
- **removing barriers - public perception barriers, financial etc. be specific what the barriers are - ask developers.. barriers to building housing**
- specific review of what "continued review" of land use policies.
- health and well being of all residents. (ex. sewage from MH impacting SM)
- Ensuring that increasing housing does not impact services/health impacts
- farmworker housing is needed.
- making sure services are provided for the increase in housing units.

What do we need to consider when developing new strategies/policies related to...

Housing Production	Housing Affordability	Access to Housing	Homelessness	Climate Change
be creative with ADUs having them be built for low income folks			funding from state to create new housing for low income. working with housing authority	needs to adapt to climate change (housing quality & stock)
				environmental justice issues (natural resource disasters)

Housing Element Update: Stakeholder Workshop #3

Meeting Summary

Subject	County of Santa Clara Housing Element – Stakeholder Workshop #3
Date | Time	August 29, 2022 | 10:00am – 11:30am
Location	Virtual
Details	Visit the project website for the meeting recording and slide deck

Workshop Purpose

The County of Santa Clara (County) invited stakeholders to a third workshop in support of the 2023-2031 Housing Element Update. The meeting presented new and updated Housing Element strategies based on input from the previous Stakeholder and Community Workshops. The purpose of the meeting was to seek feedback on refined and proposed policies to address each of the broader housing challenges. Feedback received during this workshop will help confirm and validate new/updated policies for the 2023-2031 Housing Element cycle.

Attendance

Representatives from various stakeholder interest groups representing developers, advocates, county departments and other organizations were invited to attend the workshop. A total of 32 participants attended the meeting representing the following organizations, groups or county departments:

- Boys & Girls Club of Silicon Valley
- CARAS
- City of Morgan Hill
- City of Santa Clara
- County of Santa Clara Agricultural Division
- County of Santa Clara Department of Aging and Adult Services
- County of Santa Clara Department of Planning
- County of Santa Clara Department of Public Health
- County of Santa Clara Office of County Counsel
- County of Santa Clara Office of Supportive housing
- County of Santa Clara Office of Sustainability
- Eden Housing
- Gilroy Dispatch
- Gilroy Historical Society
- Law Foundation of Silicon Valley
- MidPen Housing
- Ruggeri-Jensen-Azar
- San Antonio Hills Homeowners' Association
- Santa Clara LAFCO
- Santa Clara Valley Open Space Authority
- Silicon Valley at Home (SV@Home)
- South Bay YIMBY
- Stanford University

Feedback Summary

The County of Santa Clara provided a presentation systematically outlining strategies related to six housing challenges to be addressed by the Housing Element Update:

1. Housing Production
2. Housing Affordability
3. Access to Housing
4. Fairness in Housing (Affirmatively Furthering Fair Housing)
5. Homelessness
6. Climate Change

In addition to the identified strategies, the County team provided existing policies and proposed policy goals for participant consideration. In between each of the six challenge areas, participants were asked to provide feedback to determine priorities and what additional policies should be included in the Housing Element Update. Participants were asked the following questions:

- What should the focus be under these goals?
- What is missing that we should consider?

The following is a thematic summary of feedback received about the proposed policies tied to each challenge area. A picture of the live notetaking captured during discussion can be found in **Appendix A**. The full presentation and recording can be found on the project website.

1. Challenge: Housing Production

Strategies
• Plan for a balanced countywide housing supply. • Promote cooperation and collaboration on residential development.
Proposed Policy Goals
• Plan for housing development within USAs not planned for annexation during a RHNA cycle. • Ensure housing projects contain an equitable mix of housing type & household income levels. Plan new housing near transit & prioritize building active transportation infrastructure in existing neighborhoods.

Participant Feedback

- Consider how development will occur within Urban Service Areas given General Plan and Local Agency Formation Commission (LAFCO) policies
- Streamline the housing approval process in addition to streamlining policies
- Include more non-government organizations (e.g., affordable housing developers) in collaboration for residential development
- In addition to planning development in proximity of existing transportation services, coordinate with the Santa Clara Valley Transit Authority (VTA) to plan for transit network expansion in growing communities where development is approved and proposed
    - Attempting to build affordable housing that does not have existing access to transit can act as a barrier to project financing
- Collaborate with VTA to expand services to South County
- Ensure the financial feasibility of desired development
- Create specific policies and programs to ensure robust affordable housing development for low-income populations on Stanford lands, especially near transit. These policies/program can be in the form of land dedication, zoning overlays, rezoning, specific percentage of affordable housing dedications, and/or funding structures to make development viable

2. Challenge: Housing Affordability

Strategies
• Plan for a balanced countywide housing supply. • Provide financial assistance for extremely low-income housing.
Proposed Policy Goals
• Prioritize suitable county-owned surplus lands for affordable housing development. • Streamline of affordable housing permit process in areas with high amenities and resources.

Participant Feedback

- Prioritize tenant protections for tenants already in affordable units with policies such as a Tenant Protection Ordinance and Fair Chance at Housing Ordinance
- Supportive programs and services are needed in proximity to extremely low-income housing like case management services
- Prioritize extremely low-income housing to boost opportunities for extremely low-income populations
- Reduced regulation on affordable housing to incentivize development (i.e. higher height, higher floor area ratio)
- Avoid development in Morgan Hill and Gilroy areas outside Urban Service Areas (USAs) as it may set a dangerous precedent for overdevelopment

3. Access to Housing

Strategies
• Remove unnecessary barriers to housing. • Maintain and expand the supply of farm worker housing.
Proposed Policy Goals
• Streamline & prioritize housing development that includes low-income units. • Provide permanent farmworker housing by prioritizing and incentivizing it outside of USAs.

Participant Feedback

- Prioritize agricultural workers' housing through streamlined approvals
- Consider subsidy programs to encourage low-income ADU development
- Collaborate with Water Districts to create policies and ordinances to support farmworker housing due to the reliance on existing wells and septic systems
- Provide farmworker housing that accommodates both families and single occupants

4. Challenge: Fairness in Housing (AFFH)

Strategies
• Ensure support for fair laws and practices.
Proposed Policy Goals
• Support cities in improving opportunities within HUD identified Racially/Ethnically Concentrated Areas of Poverty (R/ECAPs). • Increase access to opportunity for residents of historically disinvested low-income communities.   ○ Example: Burbank and Alum Rock/East Foothills. • Promote racial/ethnic integration and reduce displacement by increasing the supply of affordable housing in high opportunity areas, areas with ongoing and risk of displacement.

Participant Feedback

- Offer fair housing and housing law workshops to areas with concentrated areas of poverty to provide education and awareness to residents for where to access resources
- Create a rent registry that serves as a database of rent costs in unincorporated Santa Clara County to determine which communities may be more at risk of displacement
- Create policies to support formally incarcerated persons and undocumented immigrants

5. Challenge: Homeless

Strategies
• Reduce homelessness consistent with housing first principles.
Proposed Policy Goals
• Promote racial equity in homeless services and permanent housing supportive services. • Diversity sensitivity training for service providers.

Participant Feedback

- Consider a case management approach as a key protective measure to address chronic homelessness
- Support housing for reentry clients (those returning to housing after experiencing homelessness, addiction treatment or incarceration)
- Integrate policies from the Community Plan to End Homelessness

6. Challenge: Climate Change

Strategies
• Plan for Climate Change impacts on Existing and Future Housing Stock.
Proposed Policy Goals
• Promote energy efficiency in new and existing residential buildings. • Limit development of new housing in high climate risk areas (wildfire, floods etc.). • Facilitate programs & assistance to upgrade existing housing stock against extreme weather events. • Educate property owners in high-risk areas in methods to reduce their risk of an event.

Participant Feedback

- Promote energy efficiency in new and existing residential buildings in order to reduce energy costs, provide quality and resiliency housing, improve building comfort, and reduce greenhouse gas emissions
- Incorporate air conditioning or other measures in new housing to help adapt to extreme heat
- Create local energy and green building standards for new residential construction, renovations, and existing buildings
- Address climate justice, prioritize low-income and Black, Indigenous and People of Color (BIPOC) communities for upgrades, risk reduction, adaptions etc.
- Provide community services/trainings and workshops to communities that focus on climate vulnerabilities and where to seek services and resources
- Consider streamline permitting for Electric Vehicles, solar and other green energy initiatives

Next Steps

Feedback collected during this meeting will inform refinements to the draft policies for the Housing Element Update.

Further engagement will occur at the third Community Workshop scheduled for September 7th, 2022.

Appendix A: Discussion Notetaking

Housing Production

Strategies

- Plan for a balanced countywide **housing supply**
- **Promote cooperation and collaboration** on residential development

Proposed Policy Goals

- **Plan for housing development within USAs** not planned for annexation during a RHNA cycle.
- Ensure housing projects contain **an equitable mix of housing type & household income levels**. *
- Plan new housing near transit & prioritize building active transportation infrastructure in existing neighborhoods.

**AFFH: Affirmatively Further Fair Housing goal (HUD)*

What should the focus be under these goals? What is missing that we should consider?

Consider how development will occur within USAs given General Plan and LAFCO policies	Streamline housing approval process	Include more non-gov org in collaboration
Collaborate with VTA re: active transportation (esp. future plans in unincorporated areas)	Ensure the financial feasibility of desired development	Create specific policies and programs to ensure robust affordable housing development for low-incomes on Stanford lands, esp near transit. These policies/program can be in the form of land dedication, zoning overlays, rezoning, specific % of affordable housing dedications, and/or funding structures to make development viable

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Housing Affordability

Strategies

- Plan for a balanced countywide **housing supply**
- Provide **financial assistance** for extremely low-income housing

Key Existing Policies

- **HG 6:** Local funds to target households under **30% of county AMI** & special needs populations.
- **HG 7: Prioritize ELI households** in housing assistance programs

Proposed Policy Goals

- Prioritize suitable county-owned surplus lands for affordable housing development.
- **Streamline** of affordable housing **permit process** in areas with high amenities and resources *

**AFFH: Affirmatively Further Fair Housing goal (HUD)*

What should the focus be under these goals? What is missing that we should consider?

Ag workers' housing streamlining and approvals	Prioritize tenant protection in collab with OSH	ELI: Add program services, like case management services/hub
Prioritize ELI housing	Reduced regulation on affordable housing (i.e. higher height, higher FAR)	.

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Access to Housing

Strategies

- Remove unnecessary **barriers to housing**
- Maintain and **expand the supply of farm worker housing**

Proposed Policy Goals

- Streamline regulations to encourage the development of **ADU & SB9 Units**.
- Review **Parking standards** for housing near transit
- Streamline & prioritize housing development that includes low-income units.
- **Provide permanent farmworker housing** by prioritizing and incentivizing it outside of USAs.

**AFFH: Affirmatively Further Fair Housing goal (HUD)*

What should the focus be under these goals? What is missing that we should consider?

Consider subsidy programs to encourage lower-income ADU developments	RE: Farm worker housing. Collab. with Water District policies/ ordinances	In addition to ADUs, consider streamline permitting for EVs, solar etc.
Provide farmworker housing that accommodates families and single occupants	.	.

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Fairness in Housing (AFFH)

Strategy

- Ensure support for **fair laws and practices**

Proposed Policy Goals

- **Support cities in improving opportunities** within **HUD** identified *Racially/Ethnically Concentrated Areas of Poverty* ***(R/ECAPs)*** ***
- Increase **access to opportunity** for residents of historically disinvested low-income communities.* – Example: *Burbank and Alum Rock/East Foothills.*
- Promote racial/ethnic integration and reduce displacement by increasing the supply of **affordable housing in high opportunity areas**, areas with ongoing and risk of displacement*

**AFFH: Affirmatively Further Fair Housing goal (HUD)*

What should the focus be under these goals? What is missing that we should consider?

Offer fair housing and housing law workshops that have concentrated areas of poverty. Bring awareness, education and where to seek resources	Rent registry	Policy to support formally incarcerated and undocumented immigrants
.	.	.

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Homelessness

Strategy

- Reduce **homelessness** consistent with housing first principles

Key Existing Policies

- **HG 16:** Prioritize provision of transitional & permanent supportive housing
- **HG 17:** Needs of the chronic homeless to be met with transitional & permanent supportive housing
- **HG 18 :** Fund organizations & programs on quick intervention to reduce chronic homelessness

Proposed Policy Goals

- **Promote racial equity** in homeless services and permanent housing supportive services. *
- Diversity sensitivity training for service providers.

AFFH: Affirmatively Further Fair Housing goal (HUD)

What should the focus be under these goals? What is missing that we should consider?

Consider Case Management approach. Support chronic homeless housing participants	Support housing for reentry clients	Integrate policies from the Community Plan to End Homelessness
.	.	.

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Climate Change

Strategy

- **Plan for Climate Change impacts** on Existing and Future Housing Stock

Proposed Policy Goals

- **Promote energy efficiency** in new and existing residential buildings
- **Limit development** of new housing in high climate risk areas (wildfire, floods etc.)
- Facilitate programs & assistance to **upgrade existing housing stock** against extreme weather events.
- Educate property owners in high-risk areas in methods to reduce their risk of an event.

What should the focus be under these goals? What is missing that we should consider?

Promote energy efficiency in new and existing residential buildings in order to reduce energy costs, provide quality and resiliency housing, improve building comfort, and reduce greenhouse gas emissions	Incorporate AC or other measures in new housing to help adapt to extreme heat	Create local energy and green building standards for new residential construction, renovations, and existing buildings
Address climate justice, prioritize low-income and BIPOC communities for upgrades, risk reduction, adaptions etc.	Provide community services/trainings and workshops to communities that focus on climate vulnerabilities and where to seek services and resources	.

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Housing Element Update: Community Workshop #3

Meeting Summary

Subject	County of Santa Clara Housing Element – Community Workshop #3
Date | Time	September 7, 2022 | 6:00pm – 7:30pm
Location	Zoom (Meeting recording can be found on the project website)

Workshop Purpose

The County of Santa Clara (County) invited community members to a workshop to support the **2023-2031 Housing Element Update**. The meeting presented an opportunity to gather input from the community on the site selection process and the development of draft strategies and policy goals. Feedback from this meeting will be used to prepare the draft Housing Element Update for a thirty-day comment period prior to submission to the California Department of Housing and community Development (HCD).

A total of 35 members of the community attended the workshop.

Feedback Summary

Part 1: Draft Policy Goals

The community workshop consisted of two presentation and two discussion segments. During the first portion of the meeting, County staff presented policy goals related to housing production, housing affordability, access to housing, fairness in housing (Affirmatively Furthering Fair Housing), homelessness and climate change. The presentation was followed by a discussion asking participants for feedback on the policy goals and any additions that should be considered.

The following is a summary of feedback received regarding the draft policy goals:

Housing Production

- Prioritize infill development in areas close to jobs and transit to reduce the overreliance on cars
- Avoid the unintended risk of stimulating development in unincorporated areas
- Distribute housing types throughout cities across the county
- Educate homeowners about the need for diverse housing types in their communities to reduce fears of affects to property values and not-in-my-backyard attitudes (NIMBY)

Housing Affordability

- Look at ways to provide more rent stabilization and shallow rent subsidies for older adults who are on fixed income
- Prioritize the development of housing for extremely low-income communities as they experience the highest housing cost burden and are at the highest risk of experiencing homelessness
- Build extremely low-income housing for seniors on fixed incomes facing pressures from rising costs and for people with disabilities and chronic illness
- Create policies to focus on the preservation of existing affordable housing

Fairness to Housing (AFFH)

- Create policies that go beyond AFFH standards to maximize inclusivity in housing

Climate Change

- Include a policy to locate affordable housing on or near public transit lines or near transit stations as a strategy to reduce community emissions
- Protect open natural space to protect food production and natural resources
- Prevention urban sprawl and preservation of farmland

General Feedback

- Add specificity to the policy goals as words like “review” and “consider” are too abstract
- Review the City of Alameda’s Housing Element as it was the first Association of Bay Area Governments Housing Element to be approved by HCD

Part 2: Initial Site Selection

For the second half of the presentation, County staff provided information on proposed site selection including site suitability criteria, considerations for urban and rural settings, and the location of initial sites in Stanford, San Jose, Gilroy and Morgan Hill. The following is a summary of feedback on initial site selection:

- Collaborate with Gilroy and Morgan Hill on density for affordable housing, including urban services
- Provide incentives to increase feasibility for developers to build extremely low-income housing in south county
- Include income brackets intended for housing development in the site selection - test feasibility with developers
- Adhere to long-standing General Plan policies to prioritize development in urban service areas to prevent sprawl and development outside of urban service areas
- Consider plan to annex the urban islands to address Regional Housing Needs Allocation numbers

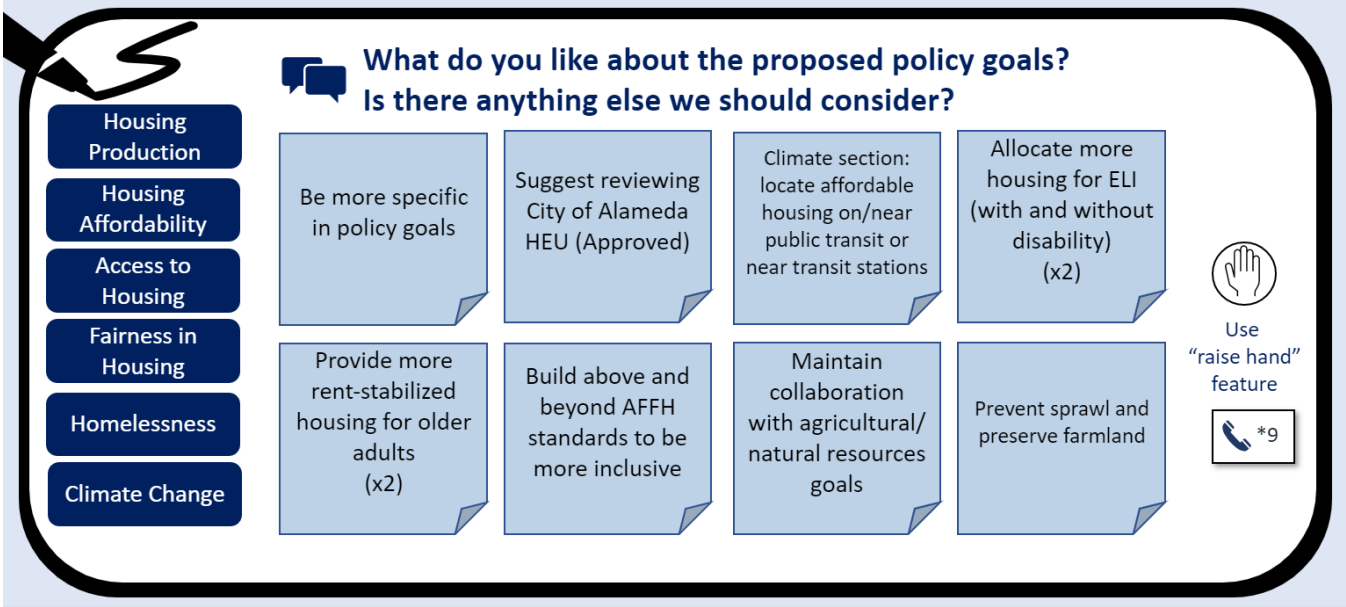
Screenshots of the notes taken live during the discussion exercise can be found in **Appendix A**.

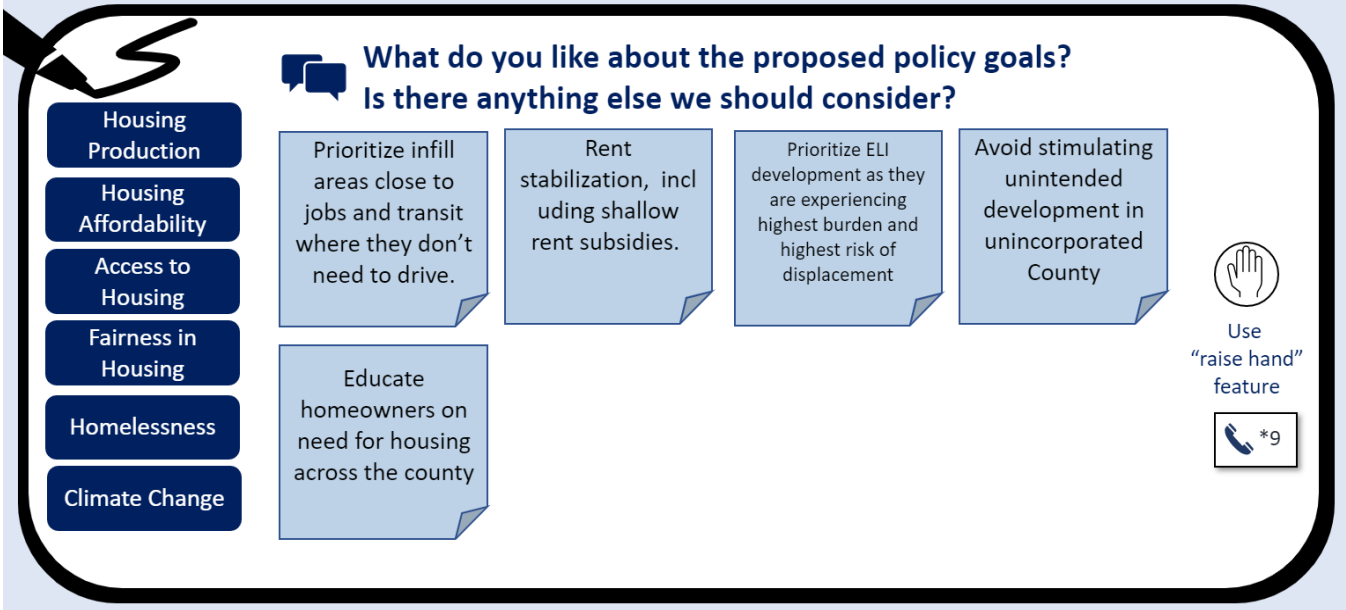
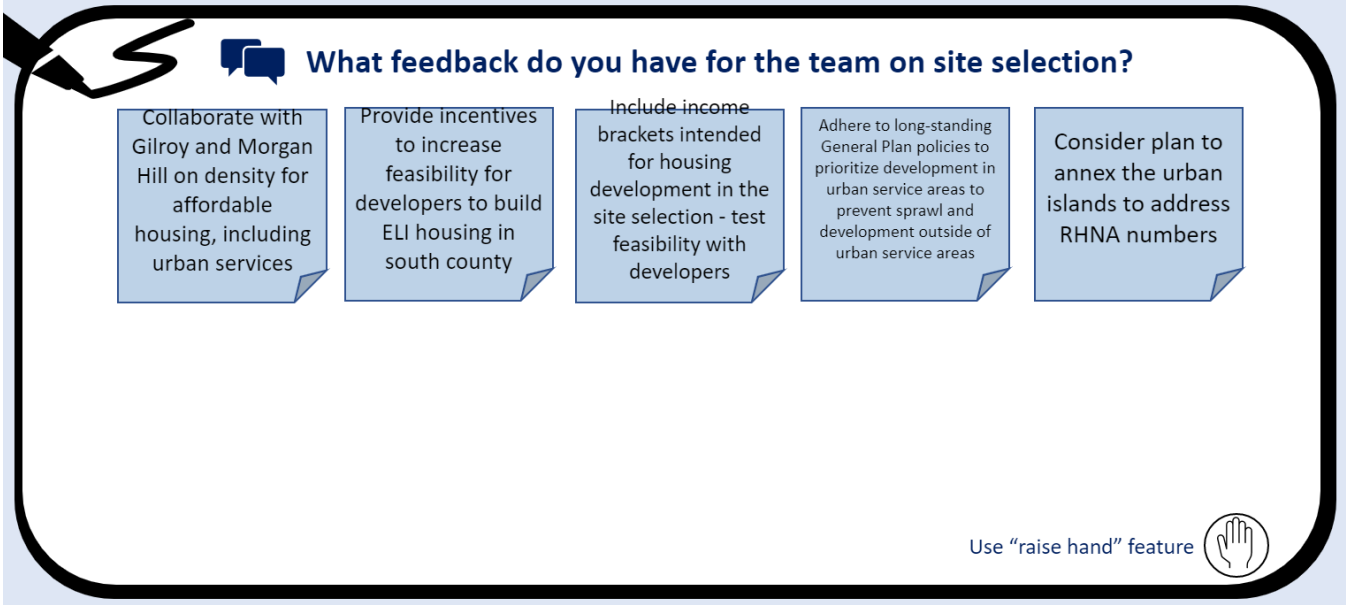
Next Steps

Feedback collected during this workshop will be used to inform the preparation of the Housing Element Update. The draft Housing Element Update will be released in the fourth quarter of 2022 for a 30-day public comment period prior to submission to HCD. Stay tuned to sccgov.org/housing-element for updates and subscribe for notice of the release of the draft HEU for event updates.

Appendix A: Live Discussion Notetaking

Draft Policy Goals





Initial Site Selection