Interpretation

County of Santa Clara
Housing Element Update 2023 – 2031

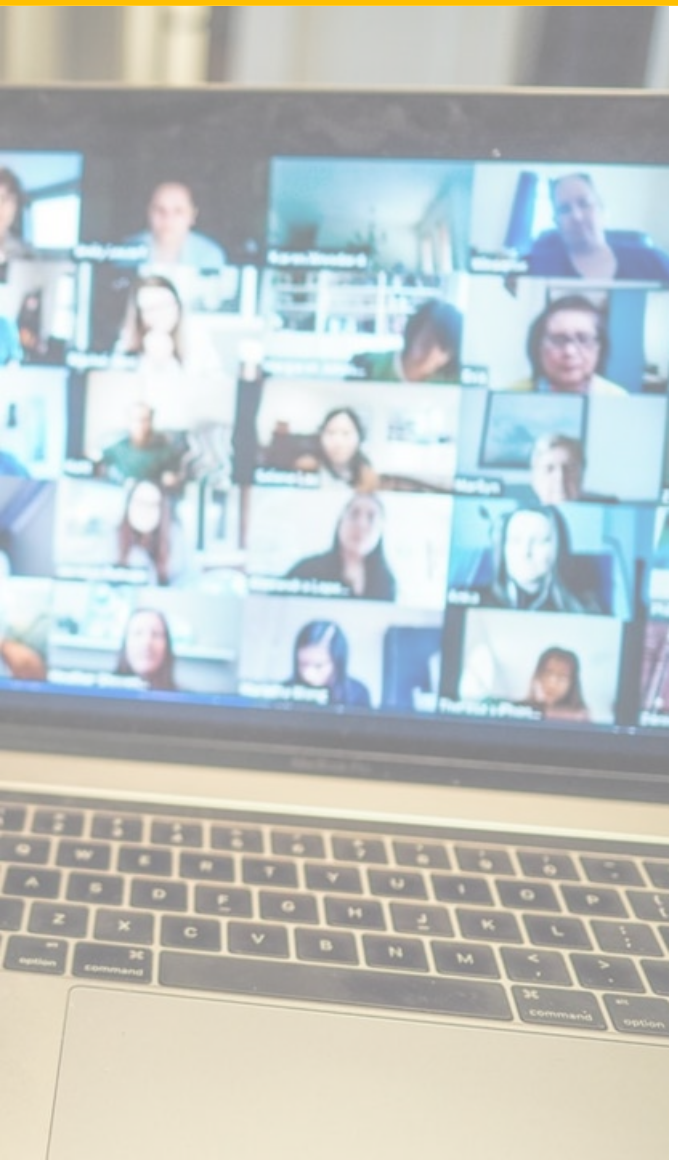
Community Workshop #1

Rural Focus

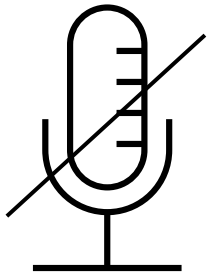
Presenters
Yosef Yip, Facilitator
Bharat Singh, County of Santa Clara, Principal Planner
Jacqueline R. Onciano, County of Santa Clara, Director, Dept. Planning & Development

July 19, 2022

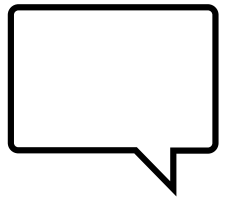
Welcome



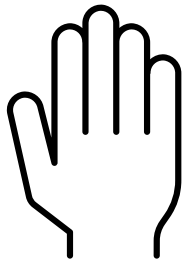
House Keeping



Mute your microphone when not speaking

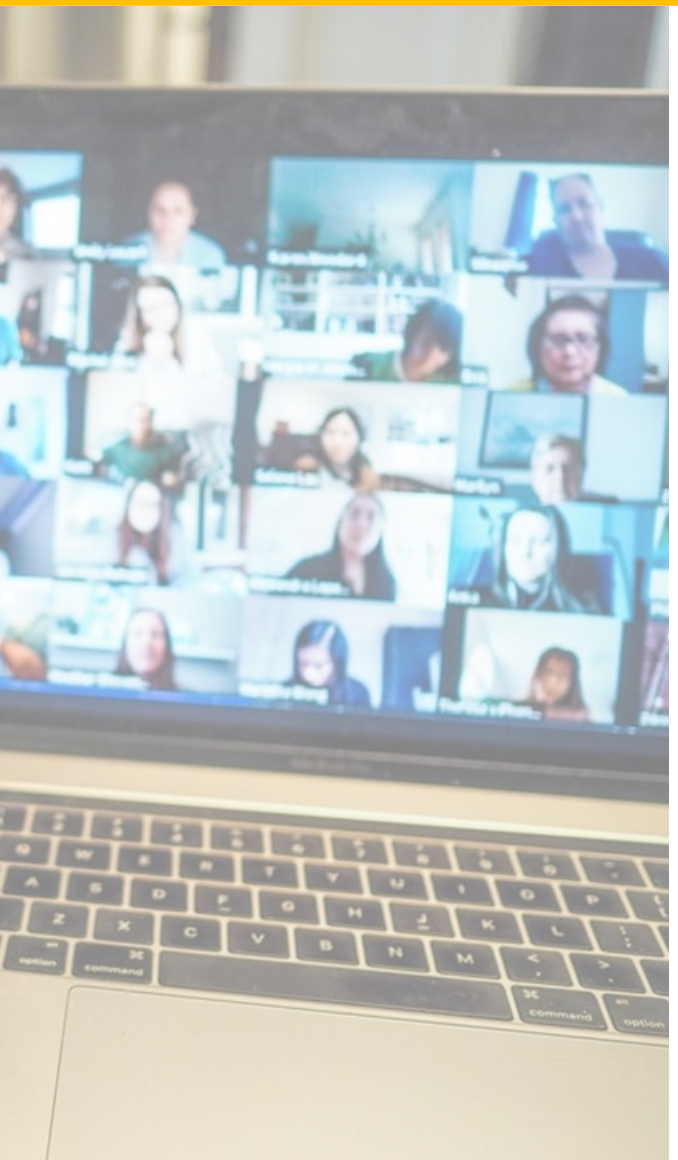


Use the Q&A feature to submit questions / comments



Opportunity for questions at the end of the presentation

Welcome



Purpose

- **Context:** Introduce the Housing Element Update to the community
- **Discussion:** Receive input on housing challenges and opportunities in Unincorporated Santa Clara
- Encourage participation in the engagement process

Agenda

- Introductions
- Basics of Housing Element
- Discussion
- Next Steps

Timeline

Community Workshops

Q2 2022

Phase 1

Information Gathering

Community Workshops

Q3 2022

Phase 2

Draft Policies

Public Hearing

Q4 2022

Phase 3

Draft Housing Element Release for 30-Day Public Comment

Icebreakers

Icebreaker – How to Participate

Poll Everywhere

Scan Me

Join by Web

1. Go to **PollEv.com**
2. Enter **INPUT**
3. Respond to activity

How did you hear about this meeting?

- Direct email invitation
- County Website
- County Newsletter
- Through work
- Through County staff
- Planning commission
- San Martin Neighborhood Association newsletter
- Nextdoor

Start the presentation to see live content. For screen share software, share the entire screen. Get help at **pollev.com/app**

Where do you live?

- Oakland
- San Jose
- Palo Alto
- Mount Hamilton
- San Martin
- Markleeville
- Campbell
- South County
- Sunnyvale
- Los Altos
- San Juan Bautista
- Santa Cruz
- Gilroy
- Morgan Hill

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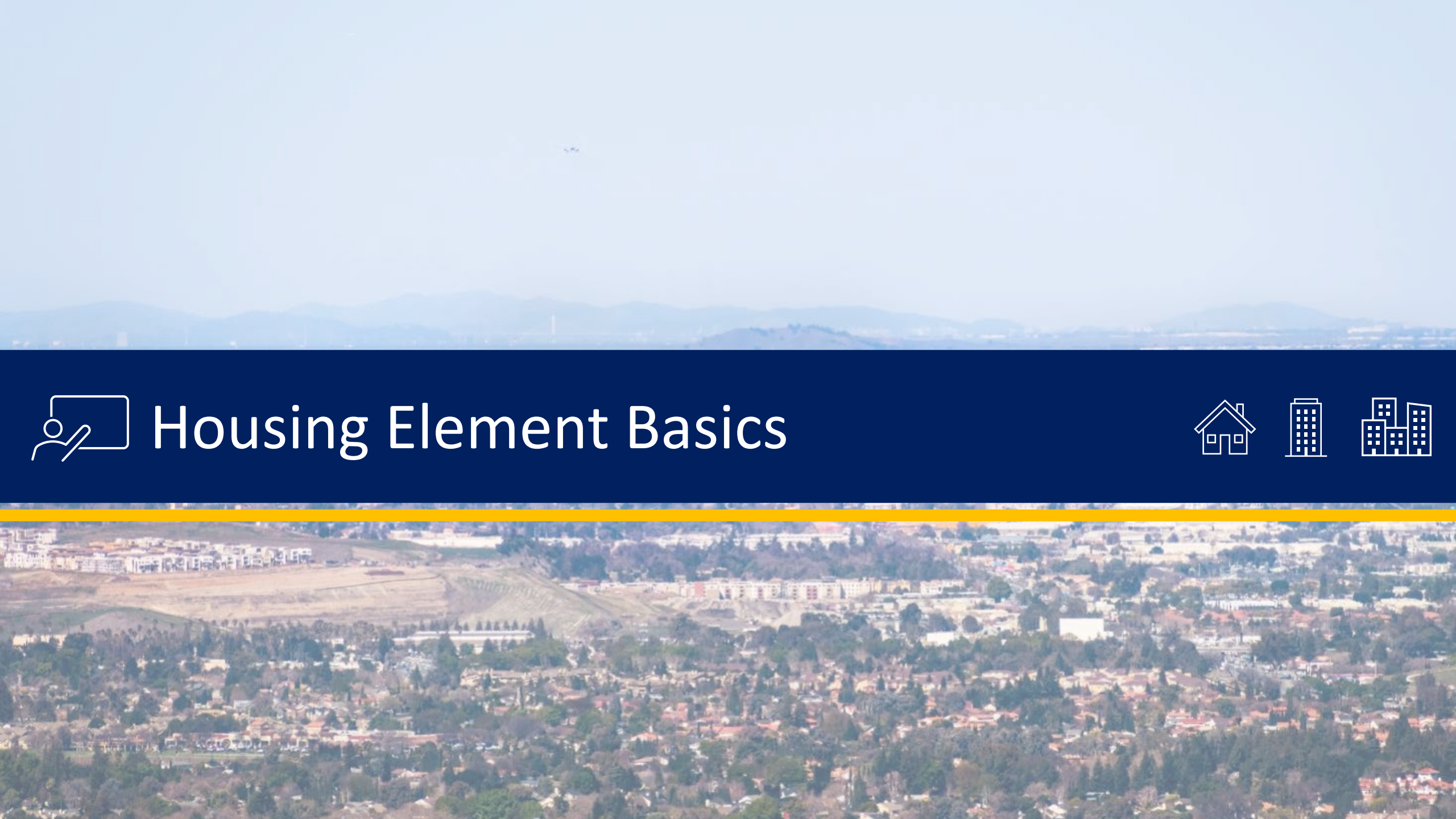
Housing Element Basics



What is a Housing Element?

- **Mandatory** chapter of the General Plan
- Addresses the **housing needs of the unincorporated areas** of the County
- Identifies the housing needs over an 8-year period for **various communities***:
  - Extremely Low Income: $50,550
  - Very Low Income: $84,250
  - Low Income: $131,750
  - Median Income: $168,500
  - Moderate Income: $202,200
- Includes analysis of the **resources** available to meet housing needs
- Establishes **Goals, Strategies** and **Policies** to meet the housing needs
- Updated on an **8-year cycle** as determined by the State Department of Housing and Community Development (HCD)

**Based on 4 persons per household*

What is a Housing Element?

Required Components

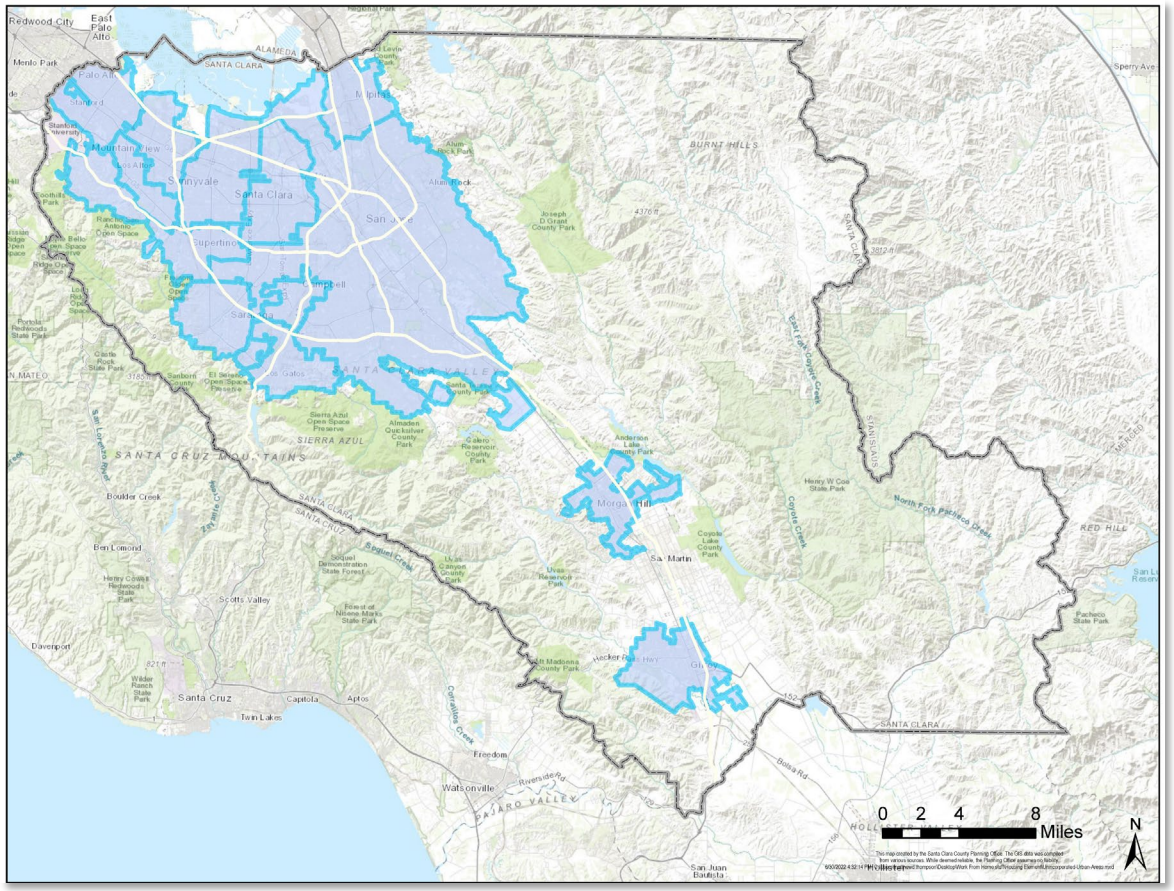
- ✓ Review of Previous Element/Existing Housing Needs
- ✓ **Housing Needs Assessment**
- ✓ **Inventory and Analysis of Adequate Sites**
- ✓ Analysis of Potential Governmental and Non-governmental Constraints
- ✓ Quantified Objectives
- ✓ **Housing Policies and Programs**

County Profile

Demographics, Housing Trends, Existing Planning Efforts

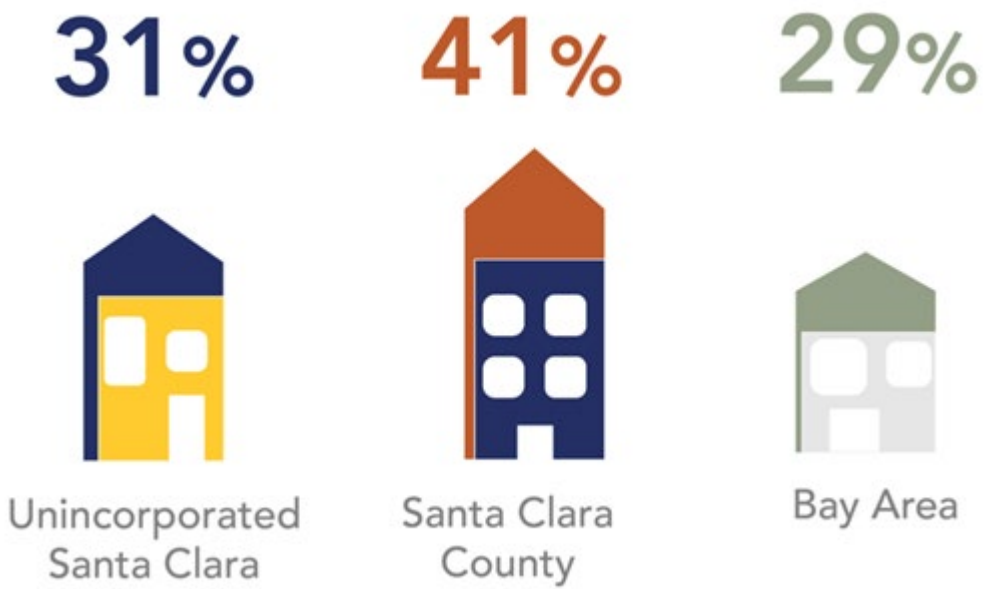
Urban Service Areas vs Rural Area Planning

- **USA** - provide services to new development (sewer, water, emergency response).
  - ***Can accommodate high intensity development***
- **Rural Areas -** do not have access to the same services (septic, well, County emergency response).
  - ***Cannot accommodate high intensity development***

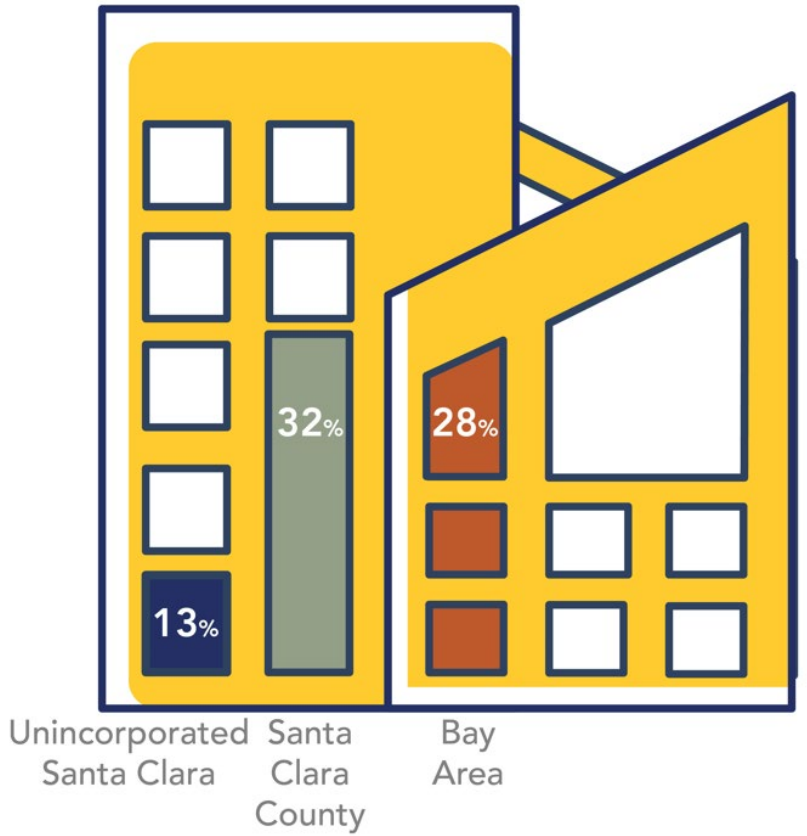


County Profile

Zillow Home Value Growth (2015 – 2020)

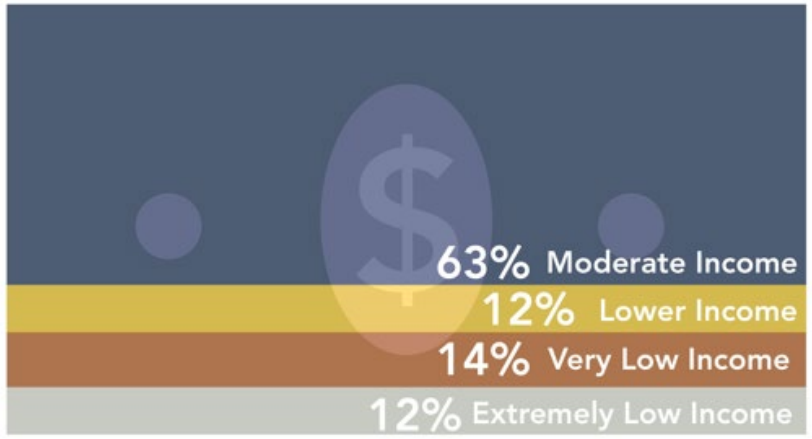


Median Growth in Rent Costs (2015 – 2019)

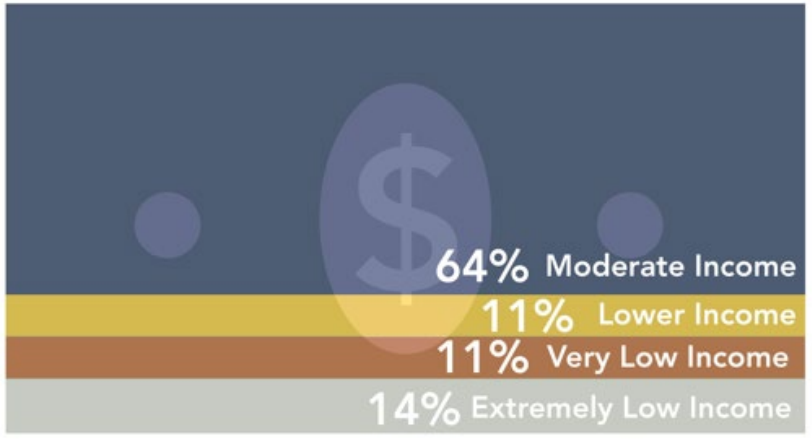


County Profile

Household Average Median Income



Unincorporated Santa Clara



Santa Clara County

Bay Area

Housing element 2015-2022

Nine Strategies in the 2015-2022 County Housing Element

1. Plan for a balanced countywide **housing supply**
2. Promote cooperation and collaboration on **residential development**
3. Provide **financial assistance** for extremely low-income housing
4. Remove unnecessary **barriers** to housing
5. Ensure support for **fair laws** and practices
6. Provide for **Special Needs** Housing
7. Reduce **homelessness** consistent with housing first principles
8. Maintain and expand the supply of **farm worker housing**
9. Conserve the **existing housing** stock

Housing element 2015-2022

Programs and Accomplishments

Measure A Housing programs

- Nov 2016 - $950 million affordable housing bond
- Provides affordable housing for vulnerable populations
- Creation and/or preservation of approximately 4,800 affordable housing units

Policies/Ordinance Updates

- Farmworker Housing streamline permitting process for small scale agricultural employee housing

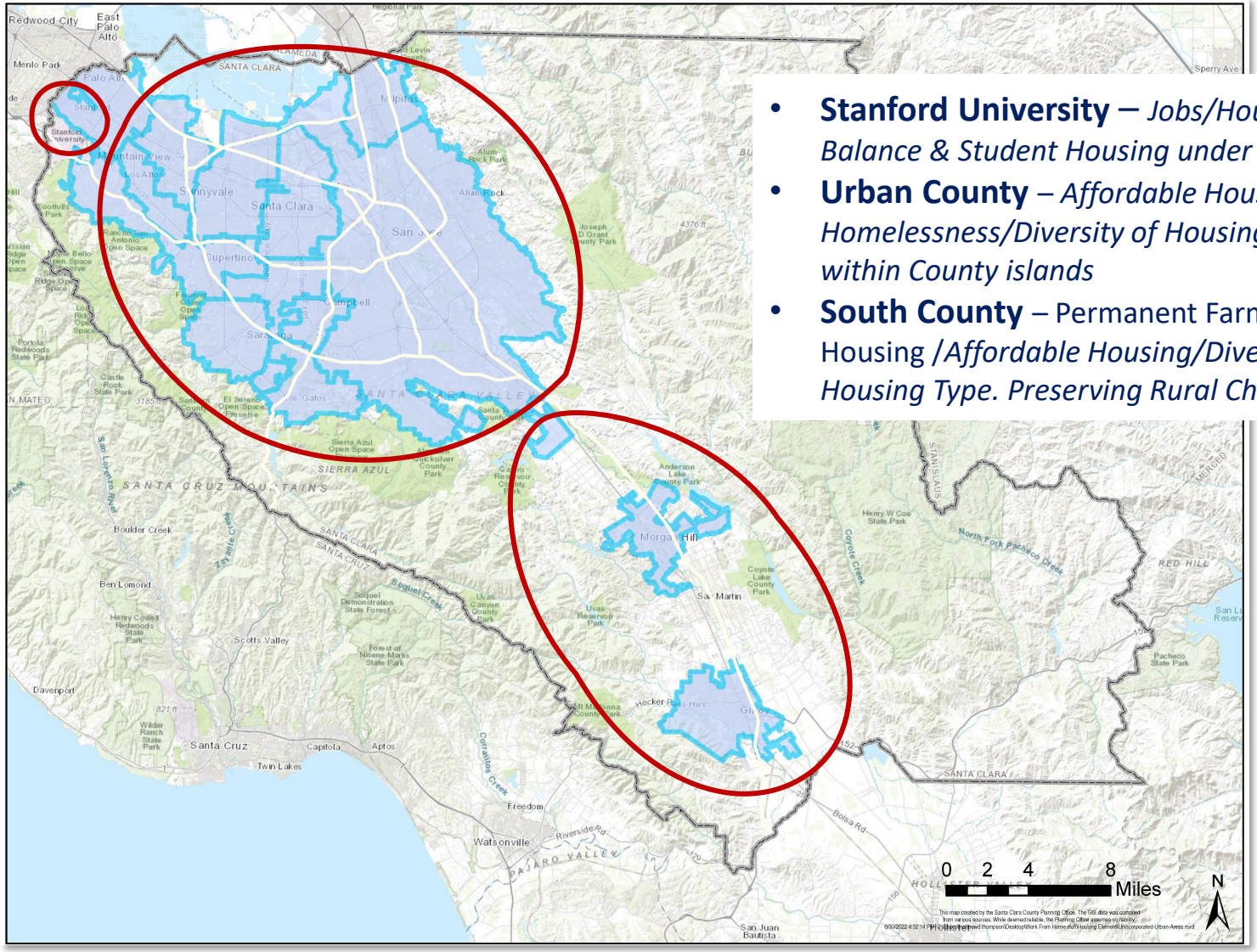
ADU Ordinance

- State Legislation to remove restrictive ADU requirements
- Allow for Junior ADUs
- Provision for movable tiny homes

Inclusionary Housing Ordinance

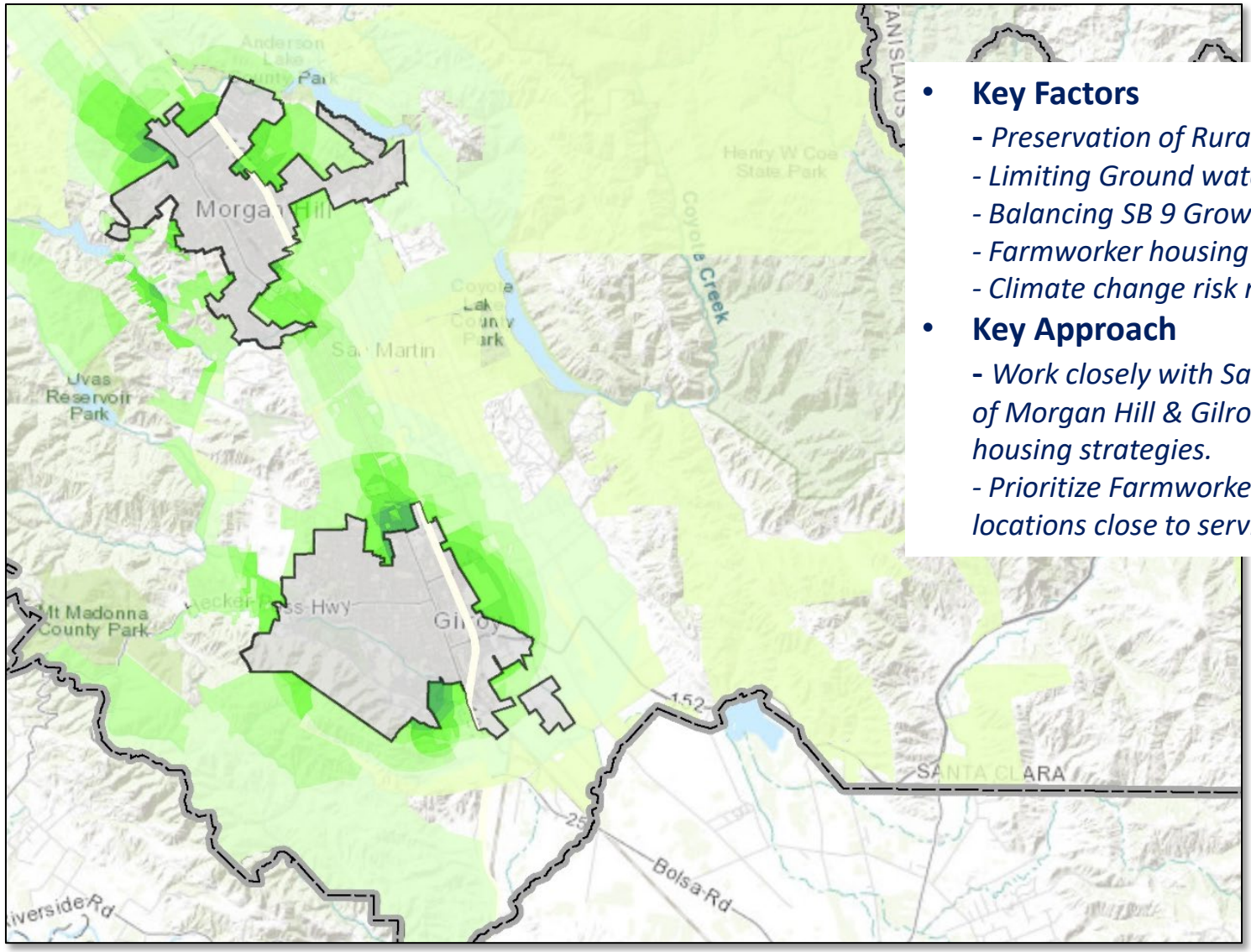
- 16% affordability requirement for development of 3 or more market-rate residential units
- Affordable units can be built on-site or off-site

Areas of focus



- **Stanford University** – *Jobs/Housing Balance & Student Housing under SCP*
- **Urban County** – *Affordable Housing/ Homelessness/Diversity of Housing Type within County islands*
- **South County** – Permanent Farmworker Housing */Affordable Housing/Diversity of Housing Type. Preserving Rural Character*

Areas of focus



- **Key Factors**
  - *Preservation of Rural Character*
  - *Limiting Ground water impacts*
  - *Balancing SB 9 Growth*
  - *Farmworker housing needs*
  - *Climate change risk mitigation*
- **Key Approach**
  - *Work closely with San Martin Residents, City of Morgan Hill & Gilroy to outline rural housing strategies.*
  - *Prioritize Farmworker housing in appropriate locations close to services and resources.*

Regional Housing Needs Allocation

- 6th Cycle (2022 –2030) Allocation by **ABAG: 3,125 units**
- 1,128 % increase from last cycle (134% for Bay Area)
- County Appeal unsuccessful
- Working on alternatives

	VERY LOW INCOME (<50% of Area Median Income)	**LOW INCOME** (50-80% of Area Median Income)	**MODERATE INCOME** (80-120% of Area Median Income)	**ABOVE MODERATE INCOME** (>120% of Area Median Income)	**TOTAL**
2015-2022	22	13	214	28	277
2023-2031	**828**	**477**	**508**	**1,312**	**3,125**

What We're Hearing – Public Survey

What are the most important housing related issues you would like to see addressed in the Housing Element?

**Respondents to date: Over 100*

1. Affordability of Housing
2. Access to Housing
3. Access to Services
4. Diversity in Choices
5. Fire Safety and Climate
6. Urban Sprawl

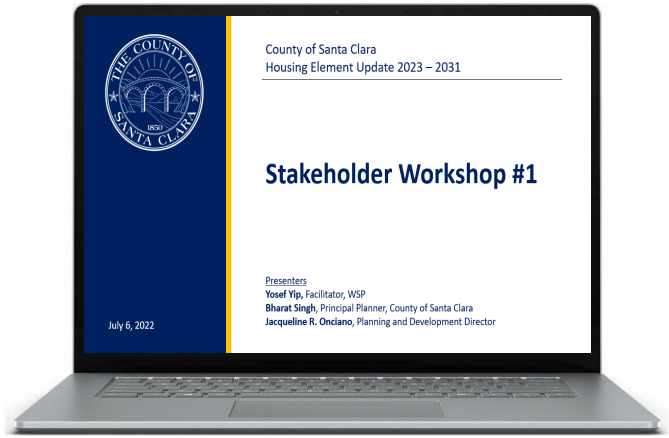
What We're Hearing - Stakeholders

Stakeholder Meeting #1

July 6th, 2022

29 Participants

Participating Organizations



- 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
- Silicon Valley Leadership Group
- Silicon Valley Open Space Authority
- South Bay YIMBY
- Stanford University

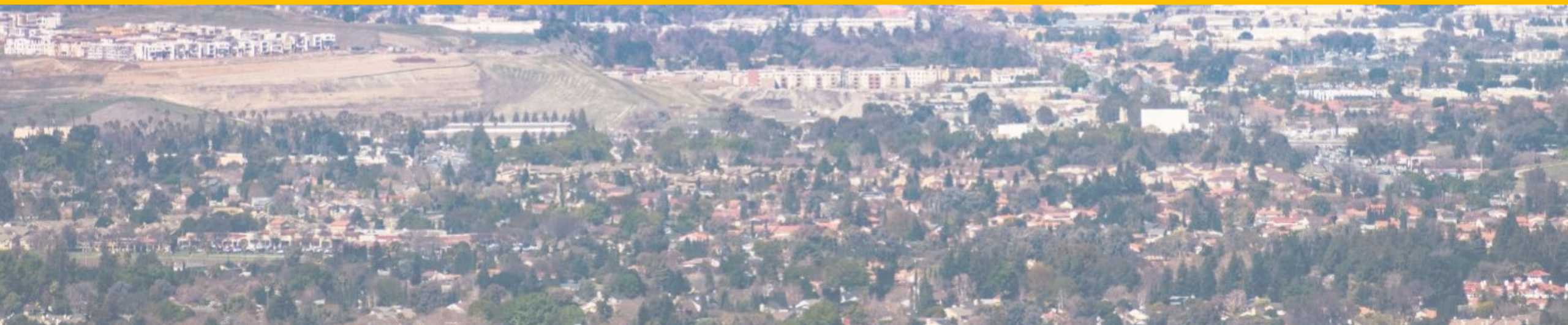
What is the top housing issue that should be addressed in the Housing Element?

What We're Hearing - Stakeholders

Housing Challenges & Opportunities

Theme	Challenges & Opportunities
Housing Affordability	• Rising rent and ownership costs • Streamline development permits
Housing Accessibility	• Lack of housing options in rural areas • Incentives for ADU development
Housing Supply	• High construction costs • Expedite the annexation of unincorporated urban areas
Environmental Impact	• Climate Change (wildfires and flooding) • Excessive nitrates due to septic density • Protect farmland
Farmworker Housing	• Services and utility needs • Housing funding opportunities
Services	• Lack of transportation options • Access to support services and open space

Discussion – 30 Mins



Housing element 2015-2022

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Discussion – How to Participate

Poll Everywhere

Scan Me

Join by Web

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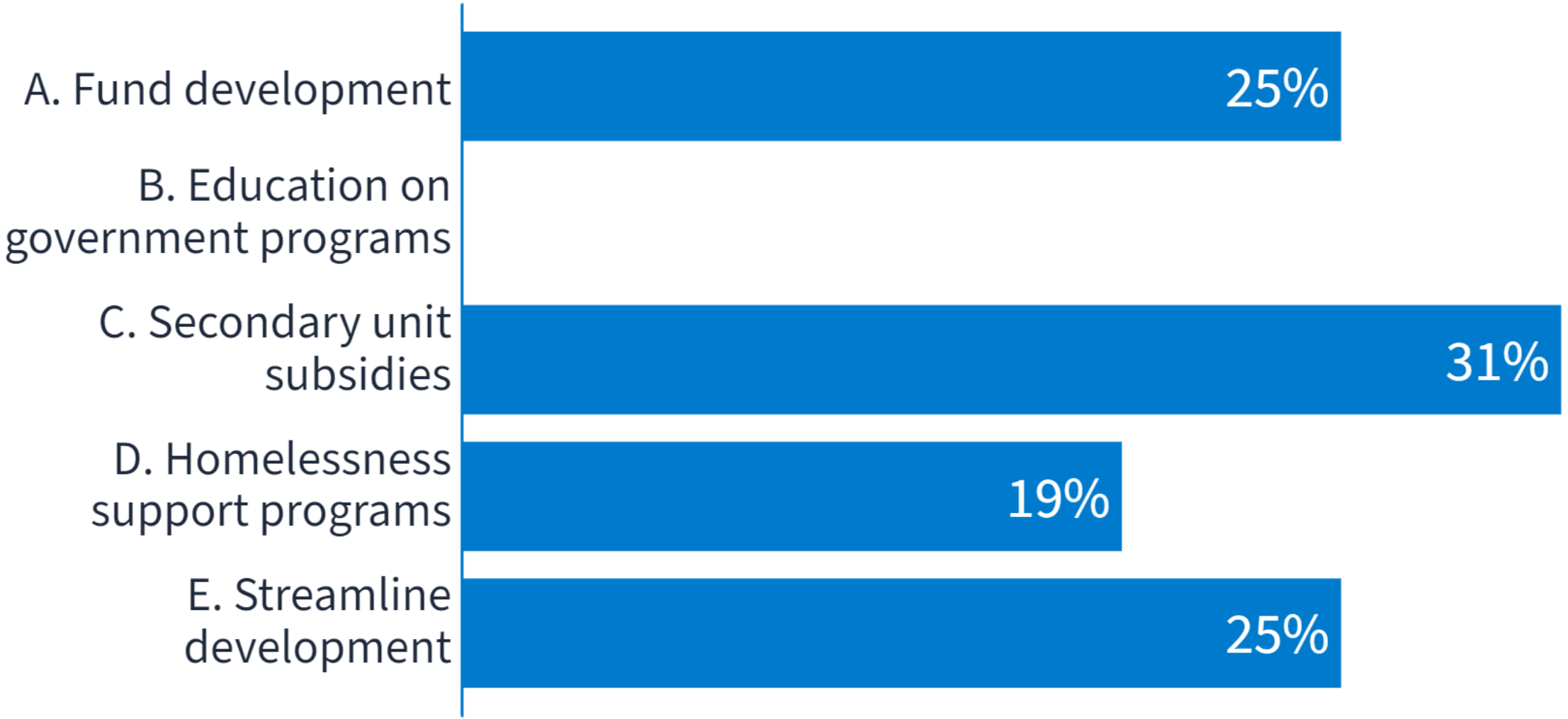
2. Enter **INPUT**
3. Respond to activity

Affordable Housing: Vote for the top opportunity.



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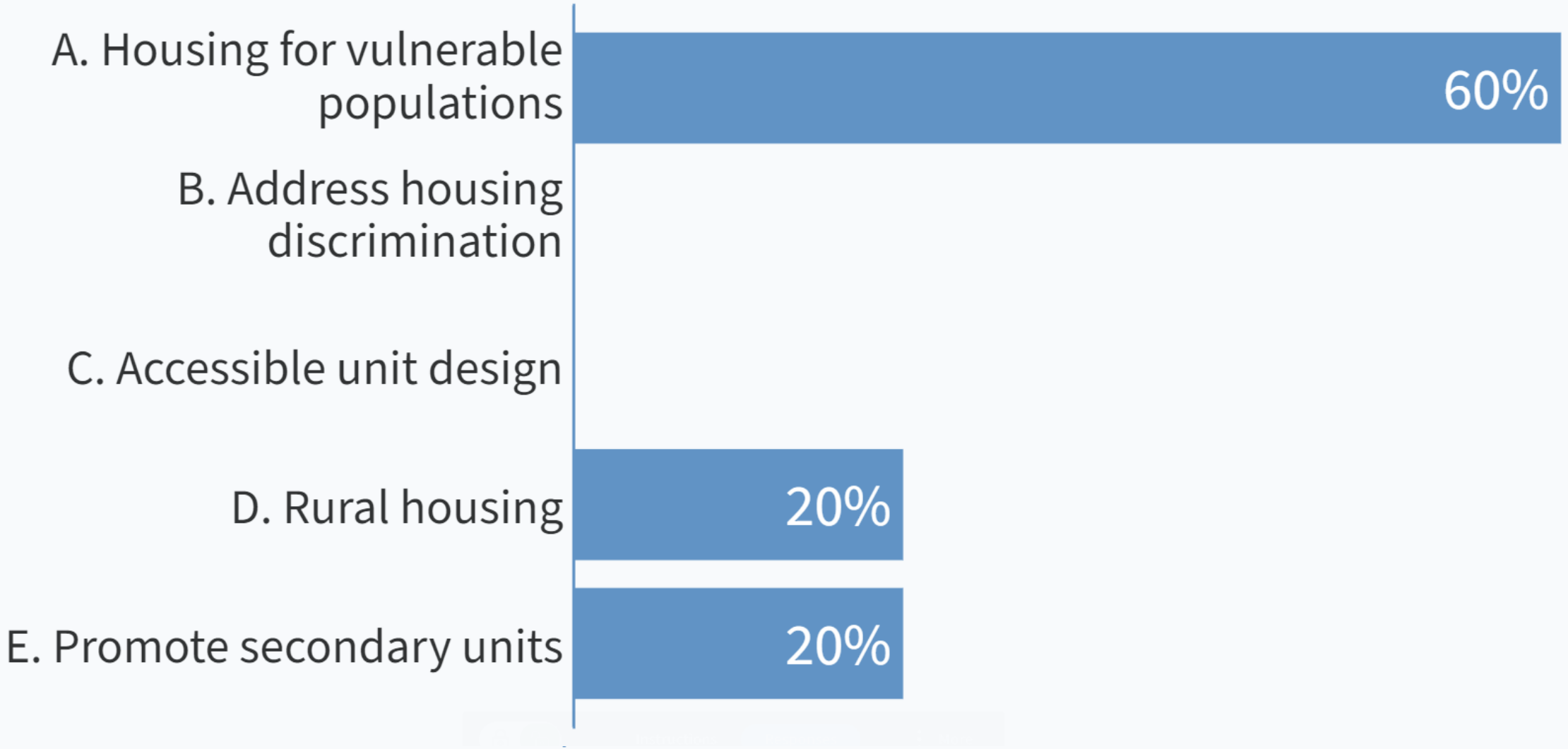
Housing Accessibility: Vote for the top opportunity.



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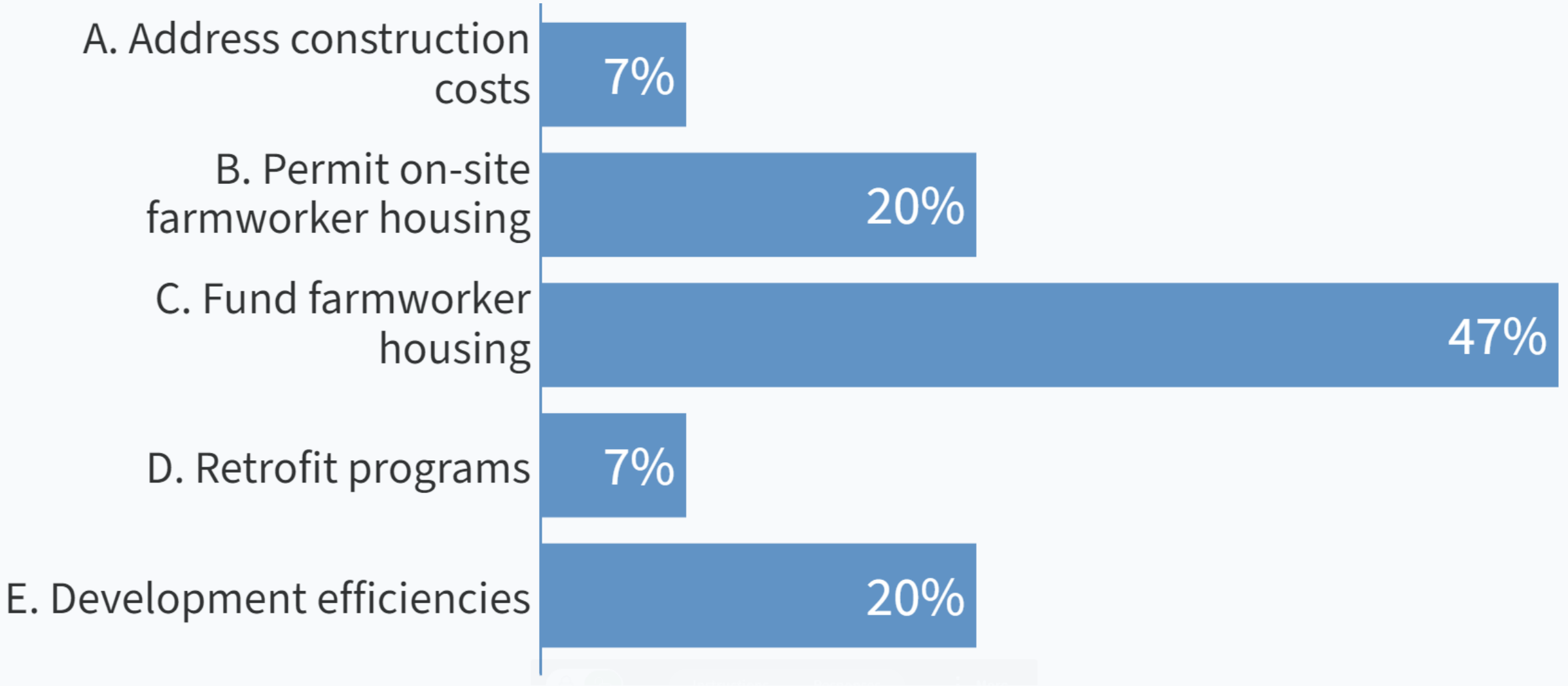
Housing Supply: Vote for the top opportunity.



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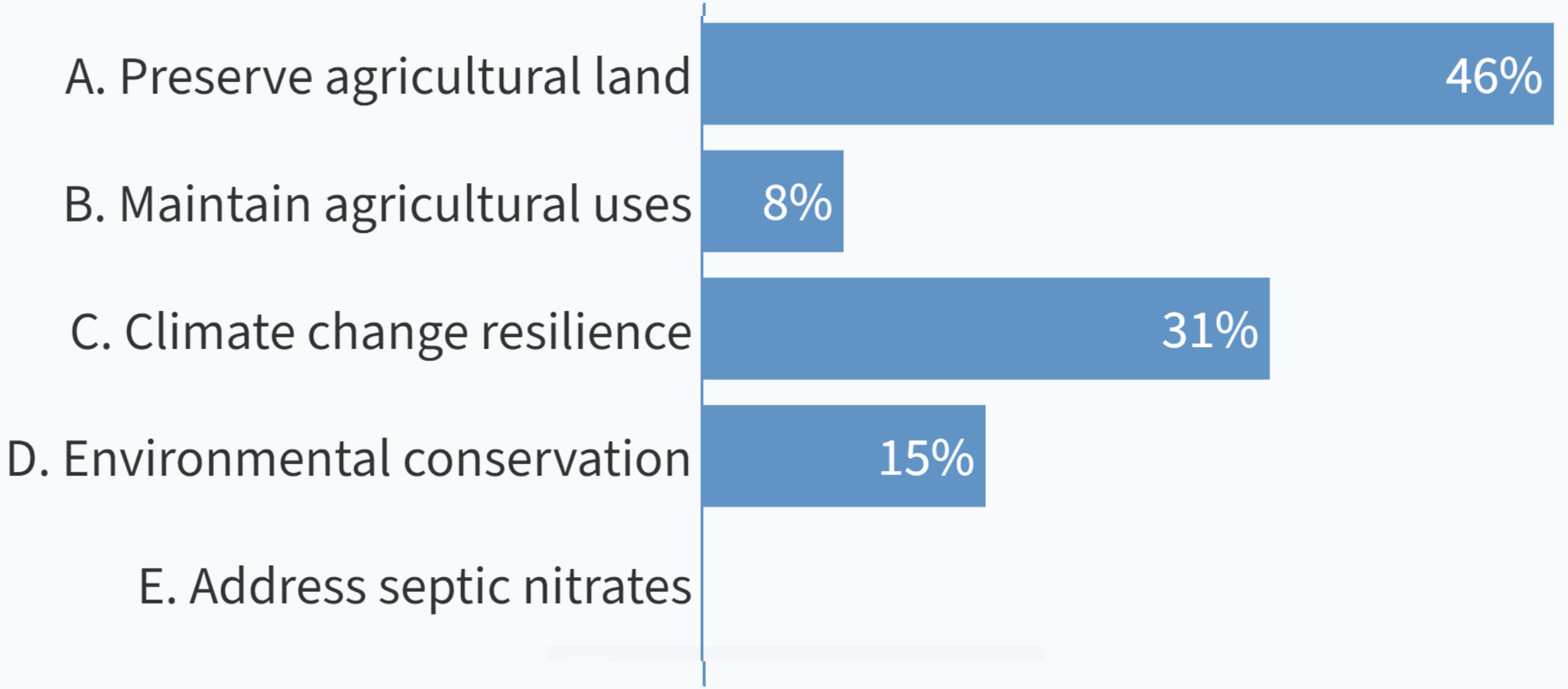
Environmental Impact: Vote for the top opportunity.



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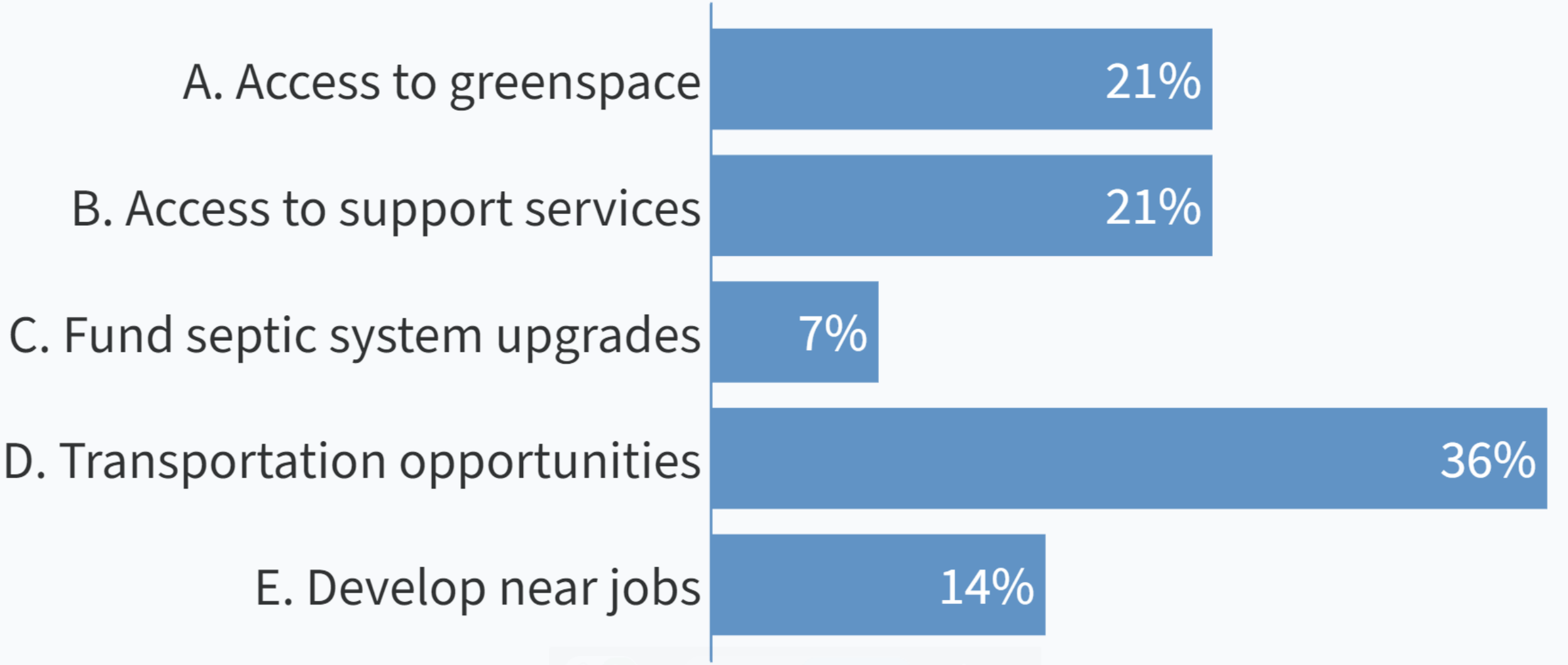
Services: Vote for the top opportunity.



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Discussion

What additional housing opportunities should we consider?

- Affordability
- Accessibility
- Supply
- Environment
- Services

Housing affordability is top priority

Determine impact of Measure A in South County/ Gilroy

Housing cost risen in City of Gilroy dramatically

Increase tenant protection

Preserve agriculture and open space

Provide basic shelter and safe parking

Farm worker housing: Affordability and proximity

Consider impact to rural services and infrastructure

Ensure adequate utilities and infrastructure: sewer, water and emergency

Midpeninsula Regional Open Space District – consider environmental impacts, specifically habitats and natural landscapes

What to do with farmer working housing that are vacant

Address sewer infrastructure

Farm worker housing needs, esp. close to work

Use “raise hand” feature

Next Steps

Your feedback will inform the draft policy development

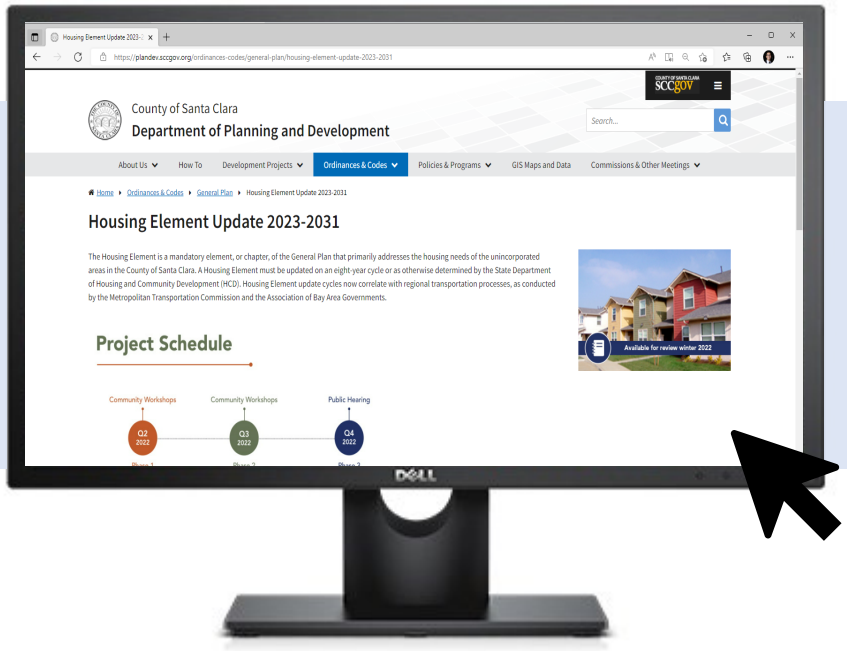
UPCOMING MEETINGS

Community Workshop #1 (Rural Focus) – (Today)
Community Workshop #2 (Urban Focus) – July 21
Stakeholder Meeting #2 - August 2
Community Workshop #3 – September 2022

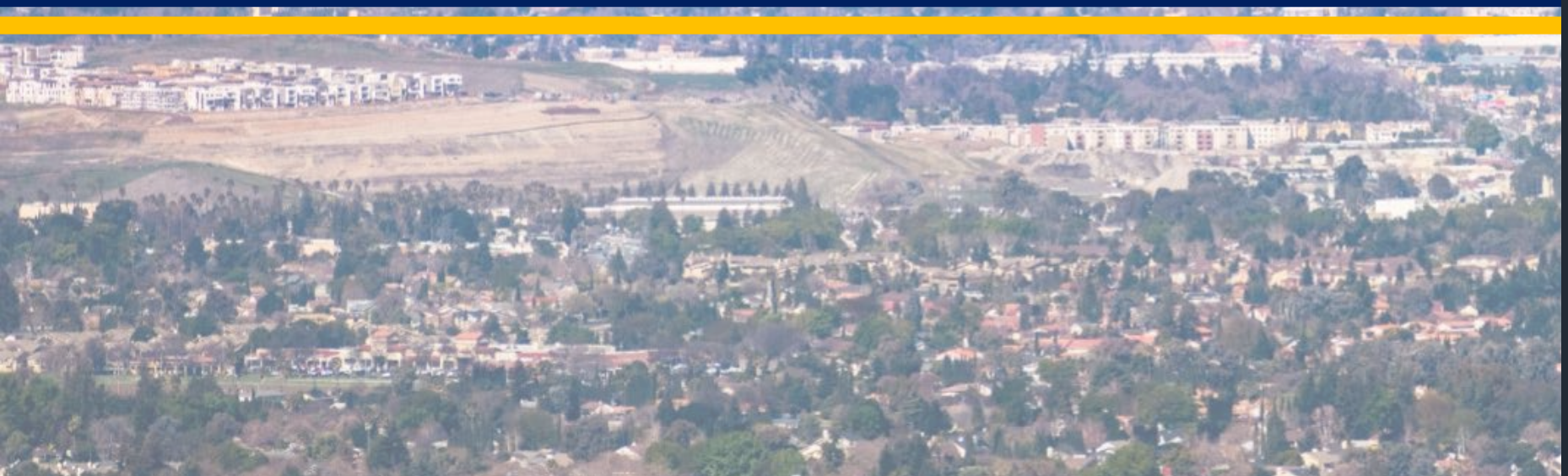
Stay Involved

SCAN ME

sccgov.org/housing-element



THANK YOU!



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Planning2@pln.sccgov.org

- Share additional feedback
- Complete the survey
- Share the survey with your network