



Interpretation



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County of Santa Clara
Housing Element Update 2023 – 2031

Community Workshop #2

Urban Focus

Presenters

Yosef Yip, Facilitator

Bharat Singh, County of Santa Clara, Principal Planner

Leza Mikhail, County of Santa Clara, Deputy Director of Planning & Development

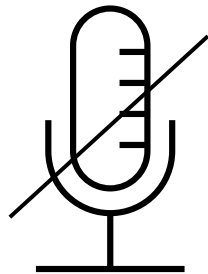
July 21, 2022



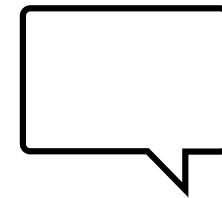
Welcome



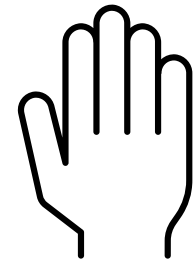
House Keeping



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





Icebreakers





Icebreaker – How to Participate

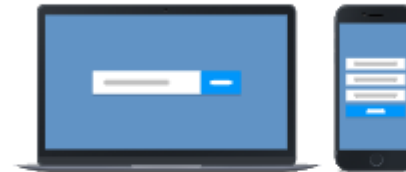


Poll Everywhere

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Join by Web



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

How did you hear about this meeting?

- Direct email
- Previous meetings
- Supervisor office
- From a colleague
- County website
- County newsletter

Where do you live?

- San Jose
- Morgan Hill
- Mountain View
- Rivermark, Santa Clara
- Sunnyvale
- South San Jose
- Santa Clara
- Palo Alto
- San martin
- Santa Cruz mountains
- Unincorporated East San Jose
- Burbank, San Jose



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**



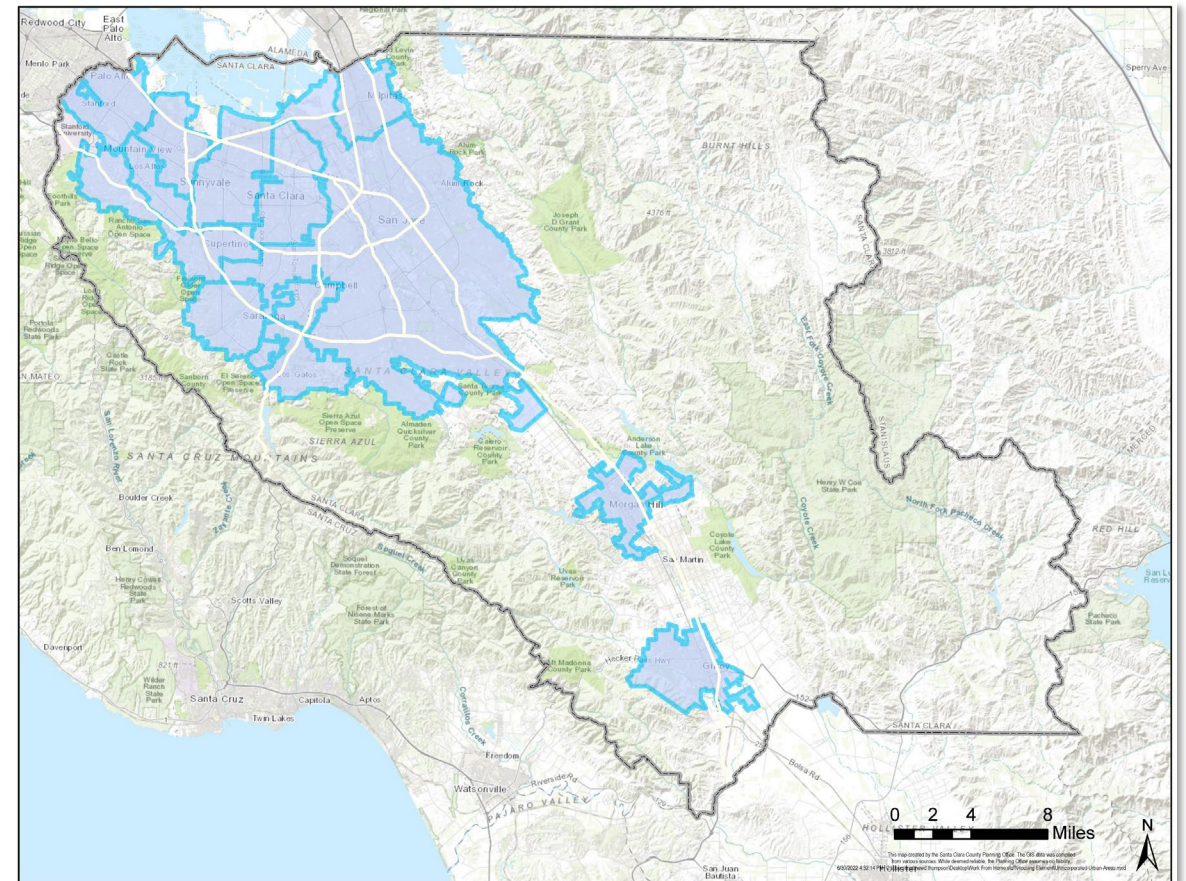
County Profile



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*

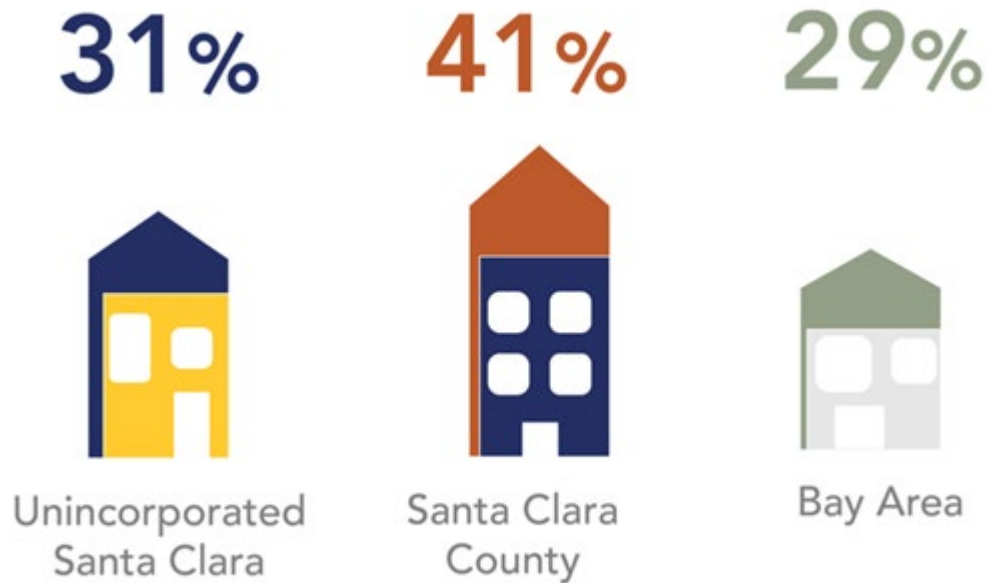




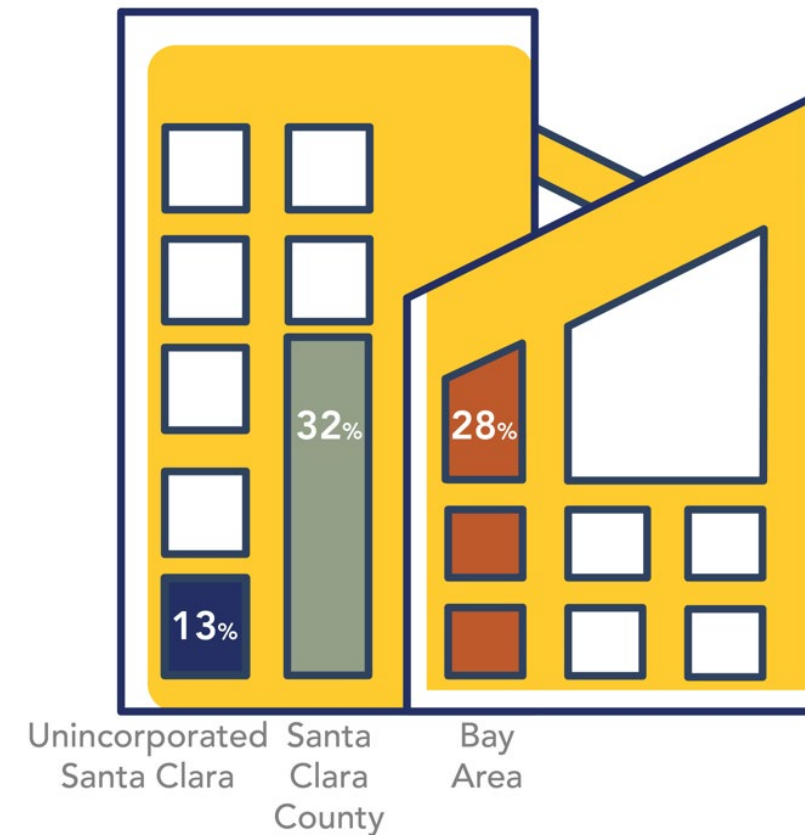
County Profile



Zillow Home Value Growth (2015 – 2020)



Median Growth in Rent Costs (2015 – 2019)

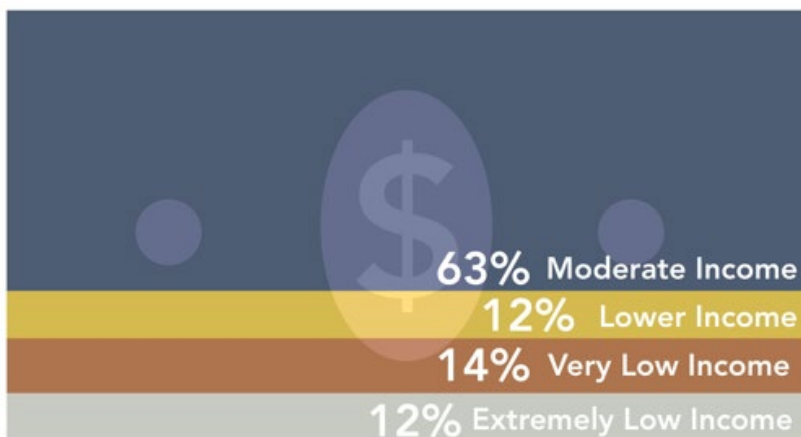




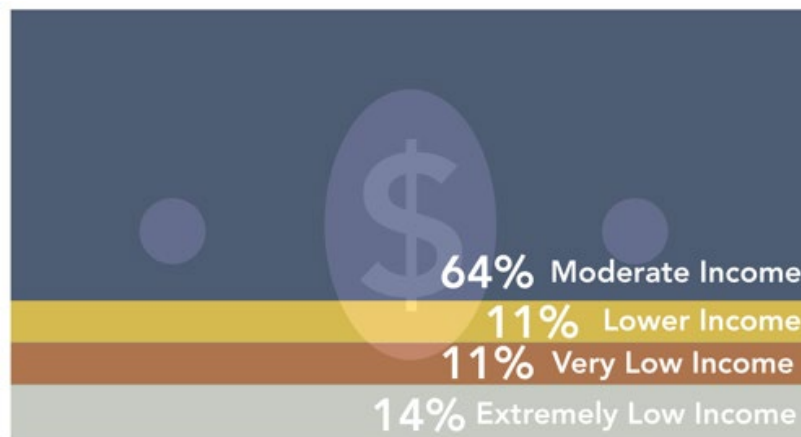
County Profile



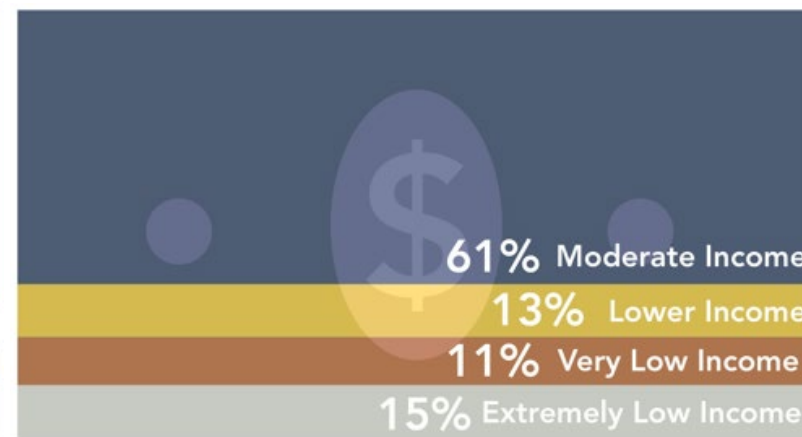
Household Average Median Income



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

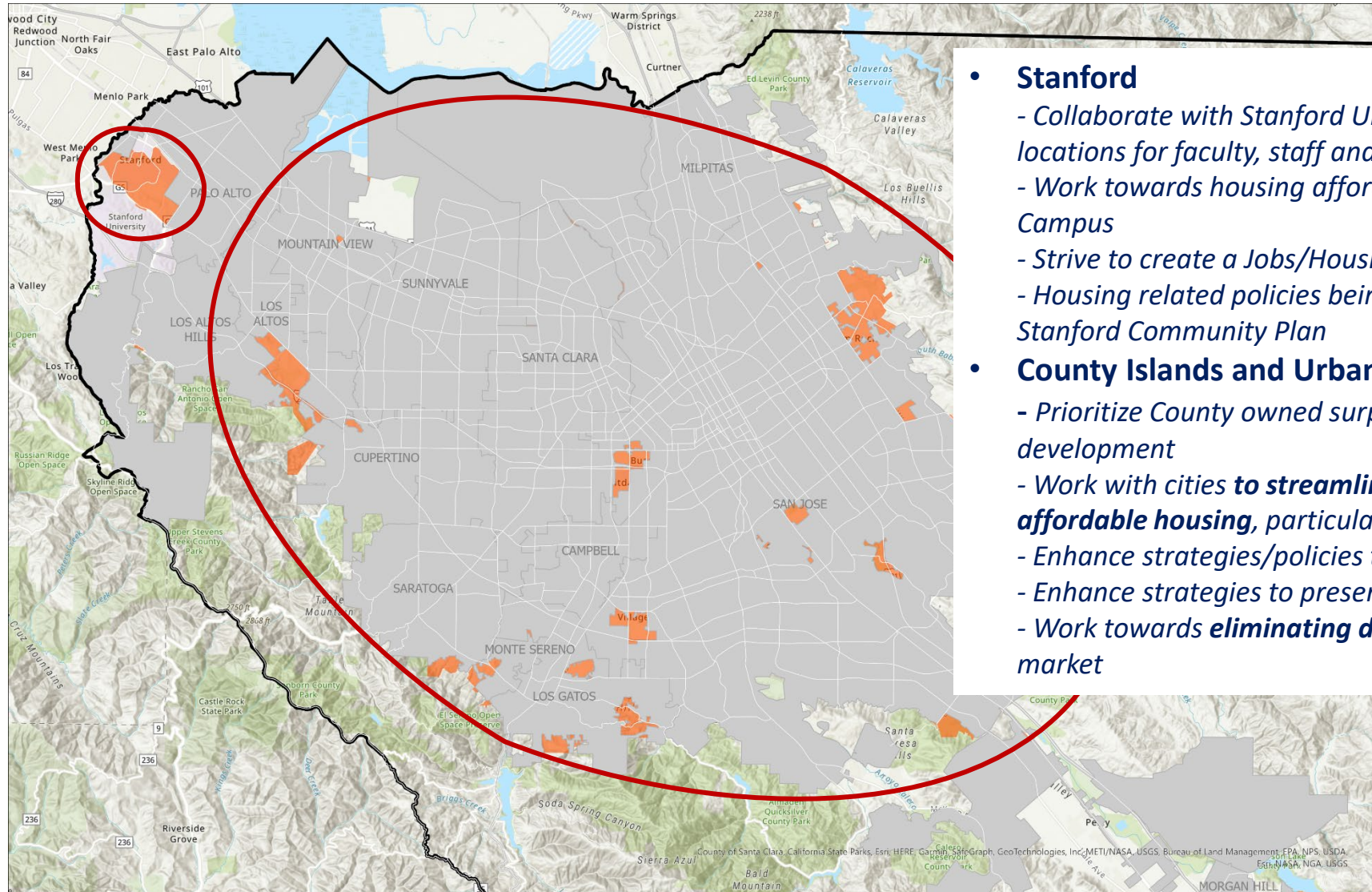
- State Legislation to remove restrictive ADU requirements
- Allow for Junior ADUs
- Provision for movable tiny homes

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 – Urban Areas



- **Stanford**
 - Collaborate with Stanford University to identify key locations for faculty, staff and student housing
 - Work towards housing affordability and choice on Campus
 - Strive to create a Jobs/Housing Balance
 - Housing related policies being drafted under the Stanford Community Plan
- **County Islands and Urban Service Areas**
 - Prioritize County owned surplus lands for housing development
 - Work with cities to **streamline building/financing of affordable housing**, particularly in County islands
 - Enhance strategies/policies to **tackle homelessness**
 - Enhance strategies to preserve **rental affordability**
 - Work towards **eliminating discrimination** in housing market



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	<ul style="list-style-type: none">• Rising rent and ownership costs• Streamline development permits
Housing Accessibility	<ul style="list-style-type: none">• Housing for vulnerable populations• Incentives for ADU development
Housing Supply	<ul style="list-style-type: none">• High construction costs• Prioritize infill development• Create a retrofit program to maintain supply
Environmental Impact	<ul style="list-style-type: none">• Climate Change (wildfires and flooding)• Promote water resource education
Farmworker Housing	<ul style="list-style-type: none">• Provide funding for farmworker housing development
Services	<ul style="list-style-type: none">• Lack of transportation options• Access to support services and open space



Discussion – 30 Mins





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Housing element 2015-2022



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Discussion – How to Participate

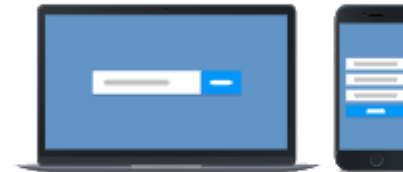


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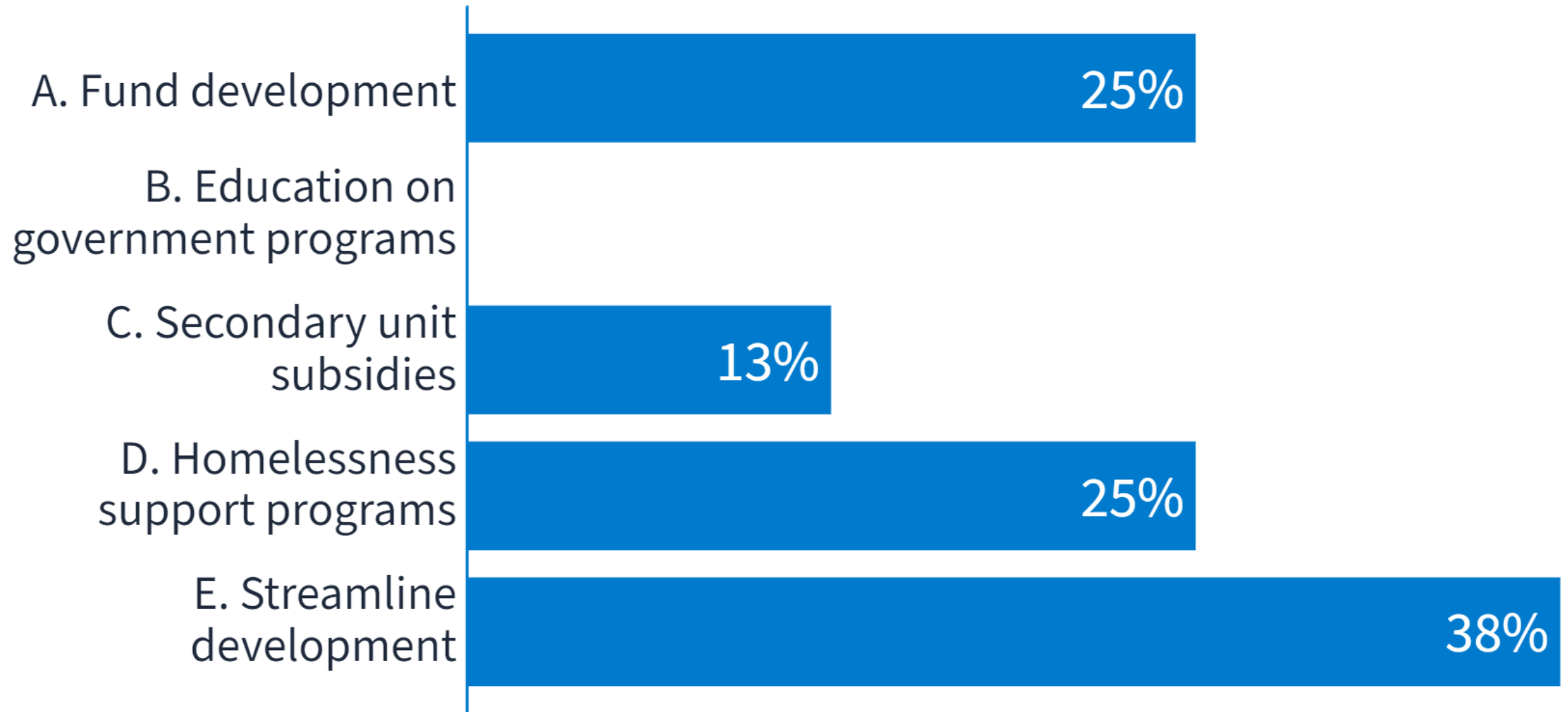


Join by Web

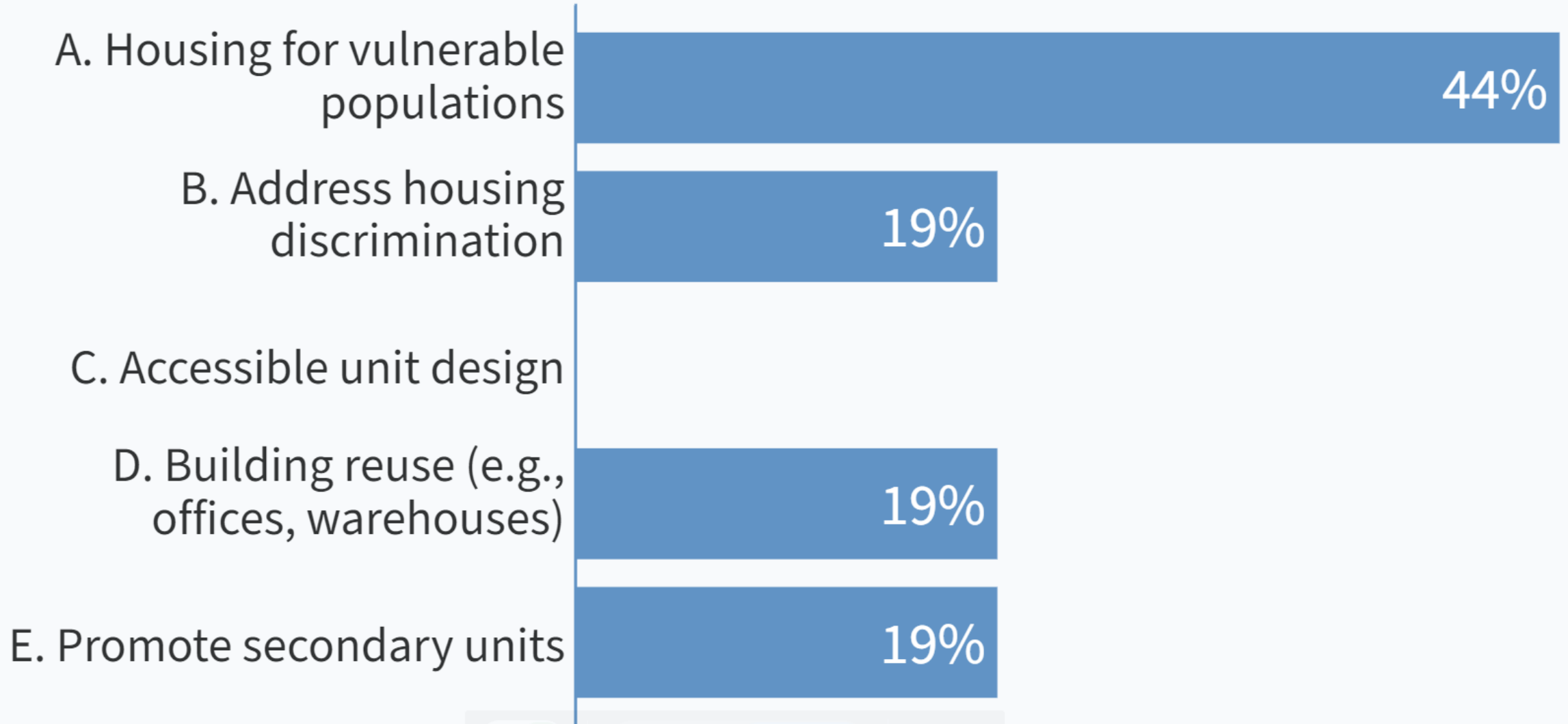


- 1 Go to **PollEv.com**
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Housing Affordability: Vote for the top priority.



Housing Accessibility: Vote for the top opportunity.



Housing Supply: Vote for the top opportunity.

A. Address construction costs

13%

B. Dense development

40%

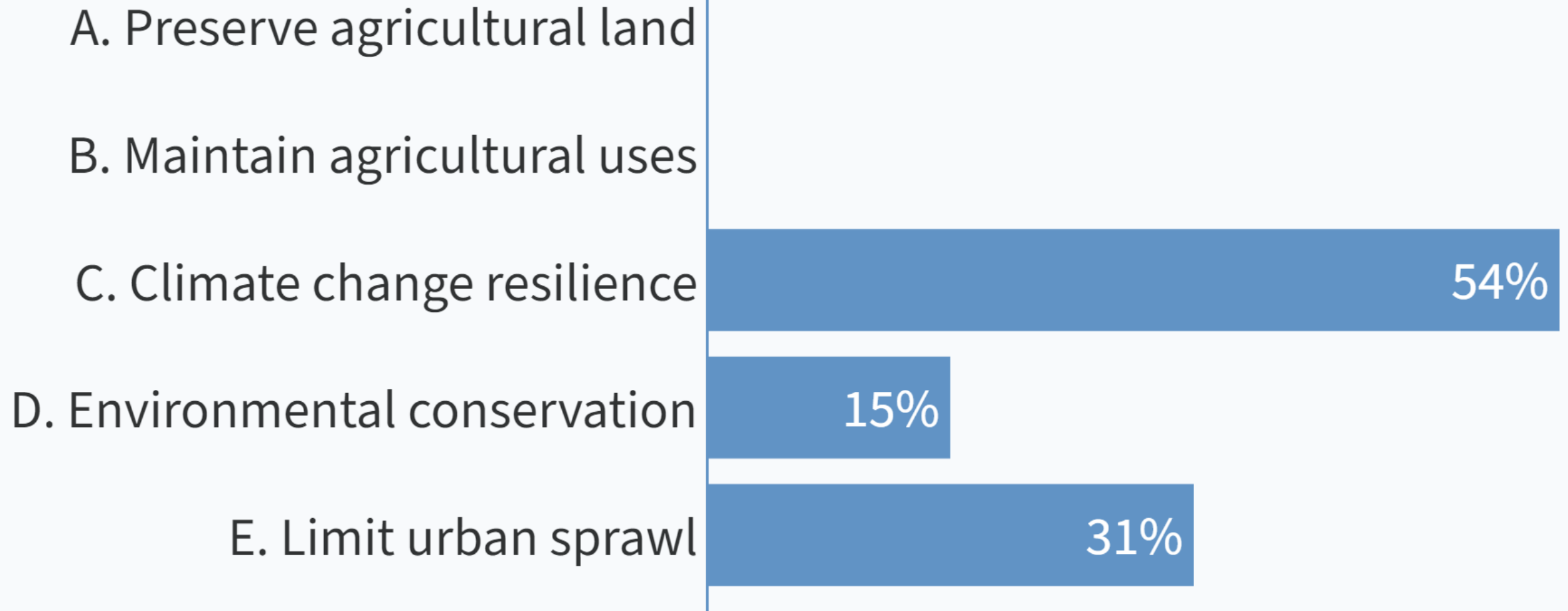
C. Address anti-development attitudes

47%

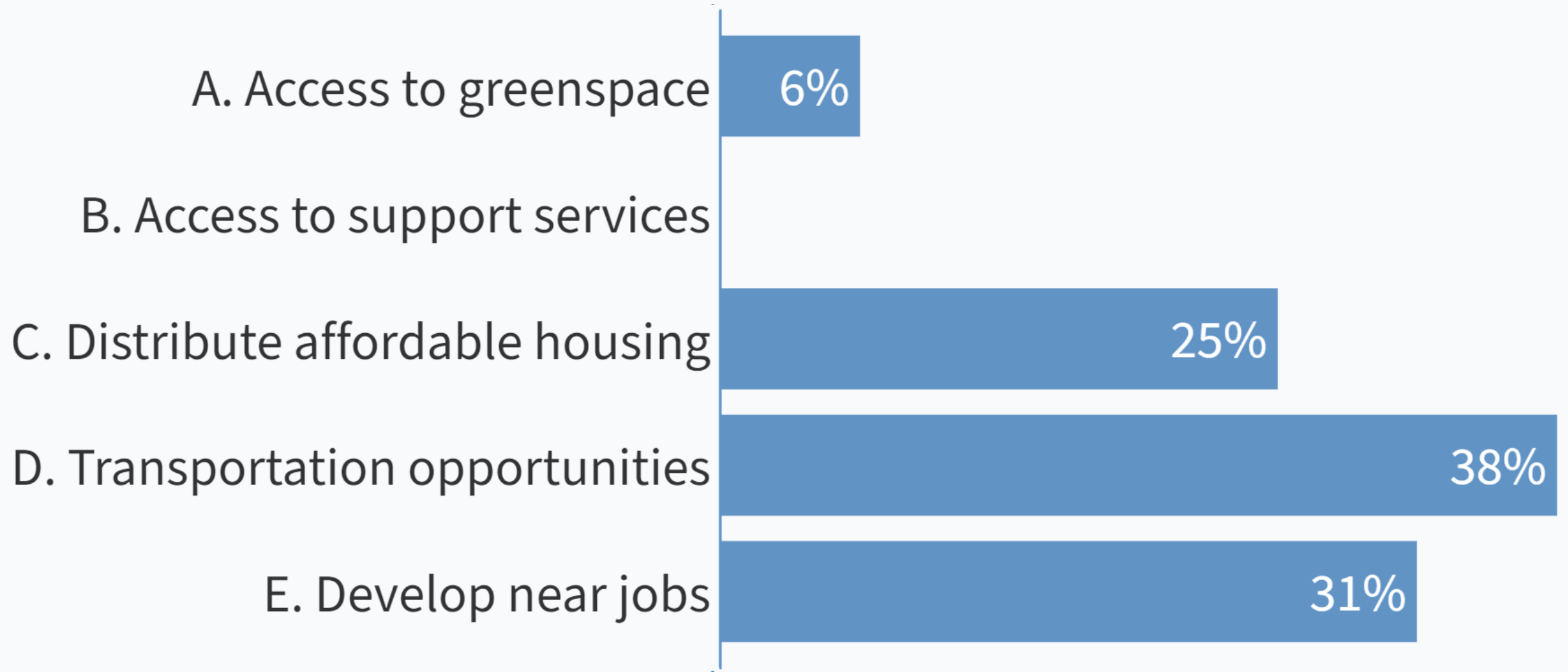
D. Retrofit programs

E. Development efficiencies

Environmental Impact: Vote for the top opportunity.



Services: Vote for the top opportunity.





Discussion



What additional housing opportunities should we consider?

Affordability

Accessibility

Supply

Environment

Services

Housing should be near transportation and should be accessible

LAFCO supports more housing within urban land area, including farm worker housing

Curb urban sprawl

Preserve natural lands

Ensure accessibility covers all, not only physical

Use vacant lands for affordable housing

Prioritize tenant protections to align with protections in the TPO

Examine racial and economic segregation – ensure housing is invested in these communities

Invest in better infrastructure in Unincorp. SCC (i.e. sidewalks)

Stay away from broad language in HEU. Be specific with outcomes

Rent control protection

Differentiate true urban pockets vs. other Unincorp. Areas. Focus on housing density in urban pockets

Maximize RHNA allocation on Stanford lands

Work with ABAG re: RHNA methodology

Clear list of options tied to TDM. Incentive based strategies

Streamline ADU process through planning and permitting

Mixed-use housing

Make ADU's accessible. Consider caregivers

Capitalize on Stanford land to address housing challenges and identify sites

Protection, preservation, and production

Capitalize on funding opportunities to address anti-displacement and PPP

Access to job centers

Use “raise hand” feature





Next Steps



Your feedback will inform the draft policy development



UPCOMING MEETINGS

Community Workshop #1 (Rural Focus) – July 19
Community Workshop #2 (Urban Focus) – July 20

Stakeholder Meeting #2 - August 2
Community Workshop #3 – September 2022

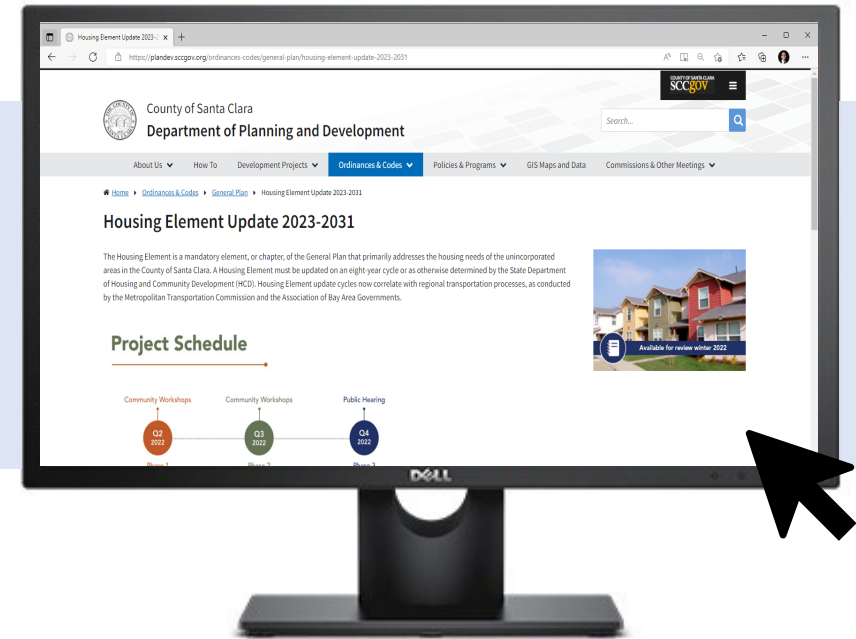


Stay Involved



SCAN ME

sccgov.org/housing-element



THANK YOU!



Contact us

Planning2@pln.sccgov.org

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

A screenshot of a web form titled "Sign up for Updates on the County of Santa Clara 2023 - 2031 Housing Element Update". The form is in English (United States) and contains text in English, Spanish, and Chinese. It asks users to provide their email address and select a language (English, Spanish, or Chinese). A "Submit" button is at the bottom. A white mouse cursor arrow points to the bottom right corner of the form.