



# Welcome!

Burlingame

East Palo Alto

Hillsborough

Millbrae

San Mateo City

## While we wait...

**What word describes the housing in your community today?**

**Please put in the chat**



Let's Talk Housing SAN MATEO COUNTY

Let's Talk Housing SAN MATEO COUNTY



# Let's Talk Housing

SAN MATEO COUNTY

**Intro to the Housing Element Update**

Tuesday, March 30<sup>th</sup>, 6:00 - 7:30 pm

**with Burlingame, East Palo Alto,  
Hillsborough, Millbrae and San Mateo City**

**What word describes  
housing in your city  
or town now? Please  
tell us in the chat.**

# Zoom Logistics



## MUTE/VIDEO

Please keep yourself muted unless speaking.

We'd love to see your face so keep video on if possible.

Click ^ arrow to unmute or adjust settings.

## PARTICIPANTS

Click to see who else is in the meeting.

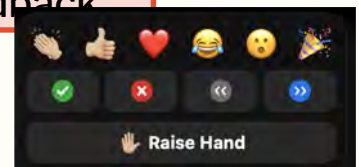
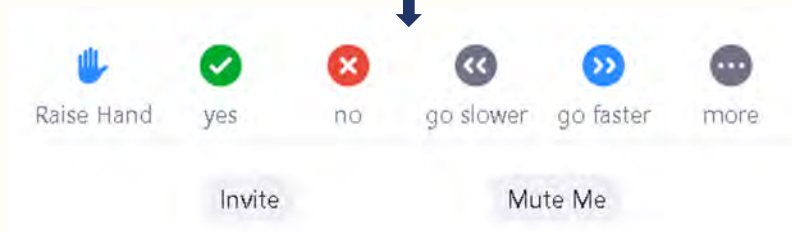
In some versions you can also give non-verbal feedback.

## CHAT

Send comments or questions to the full group or individual participants

## REACTIONS

Provide quick "thumbs up" and in some version you can also give non-verbal feedback





# Agenda

**6:00 pm Welcome!**

**6:05 pm Why We Are Here**

**6:15 pm Why It Matters**

**6:30 pm Talk with Your  
Community**

**7:25 pm What's Next**



**Let's Talk Housing** SAN MATEO COUNTY



# Why We Are Here

- About “Let’s Talk Housing”
- Introductions

Napa Sonoma ADU

**Why are you  
here? Please tell  
us in the chat.**

# Why We Are Here

## Let's Talk Housing

**is focused on hearing from you  
and listening to each other**

- Collaboration of all San Mateo County jurisdictions
- Housing Elements are a chance every 8 years to:
  - Hear from as many community members as possible
  - Change course as needed based emerging needs and challenges



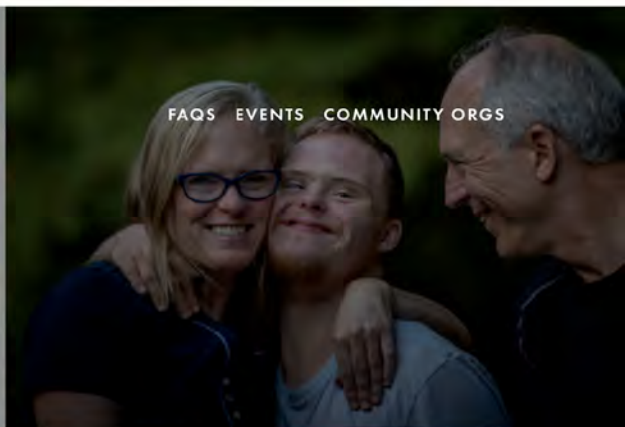
# Why We Are Here

## Let's Talk Housing includes:

- Website
- Email and text updates
- Series of Countywide meetings
  - Video and survey online in April
  - Meetings/events in other languages to follow
- Equity Advisory Group
  - Series of in-language meetings and working with organizations to hear from everyone in the community



**You have a once in a decade  
opportunity to shape the  
future of housing in your  
community**

[WHY THIS MATTERS →](#)[FAQS](#) [EVENTS](#) [COMMUNITY ORGS](#)

**This year, all jurisdictions in San Mateo County – cities, towns and the county – are updating their Housing Element, a plan for all the housing needed in every community.**

 English

# letstalkhousing.org

Let's Talk Housing SAN MATEO COUNTY

# Purpose of This Meeting

## **Learn more about:**

- What a Housing Element is
- Some housing trends

## **Hear more about:**

- Your big picture thoughts about this update and how you want to be involved
- What matters to you

# Purpose of This Meeting

## **This is an introductory meeting**

- Stay involved through Let's Talk Housing and activities hosted by your jurisdiction

## **To learn more about RHNA...**

- Join for a more in-depth discussion of the Regional Housing Needs Allocation (RHNA) process
- Thursday, April 22<sup>nd</sup> @ 6:00 pm
- Register at [www.letstalkhousing.org/events](http://www.letstalkhousing.org/events)

# Introductions

**Baird + Driskell**

**Home for All**

**Staff from the cities of:**

- **Burlingame**
- **East Palo Alto**
- **Hillsborough**
- **Millbrae**
- **San Mateo**

# Who's in the Room



# Why It Matters

- What's a Housing Element
- What's the Process
- Countywide Housing Trends

Napa Sonoma ADU

# What's a Housing Element?

## **A plan for the housing needed in a community**

- Cities and towns don't build housing but create the rules for where it should go and how much
- Includes housing policies and programs
- Required by state law and guided by target numbers
- Updated every 8 years



# What's a Housing Element?

- Analysis of **Housing Needs**
- Evaluation of **Constraints**
- Identification of **Sites** to meet needs
- **Housing Plan** with Goals, Policies, Programs and Quantified Objectives
- Special focus on **Fair Housing, Environmental Justice and Hearing from You**

# How It Works



## **Starts with the General Plan**

All cities, towns and counties have one  
Guides all the ways they are planned and managed

# How It Works



## Starts with the General Plan

All cities, towns and counties have one  
Guides all the ways they are planned and managed



## Housing Element (housing plan)

Part of every General Plan

Plan for homes needed in a community

# How It Works



## Starts with the General Plan

All cities, towns and counties have one  
Guides all the ways they are planned and managed



## Housing Element or housing plan

Part of every General Plan  
Plan for homes needed in a community



## **RHNA (pronounced ‘ree-nuh’)**

A target number for homes needed  
Assigned to region by state

# What's the Process?



## Hearing From You

Your thoughts, opinions and ideas



**Policies and Programs**



**Housing Element  
Draft and Final  
Approved by State**



**General Plan**



**Allows for Housing**



## Studies

Population and jobs

Homes we have across incomes and household conditions

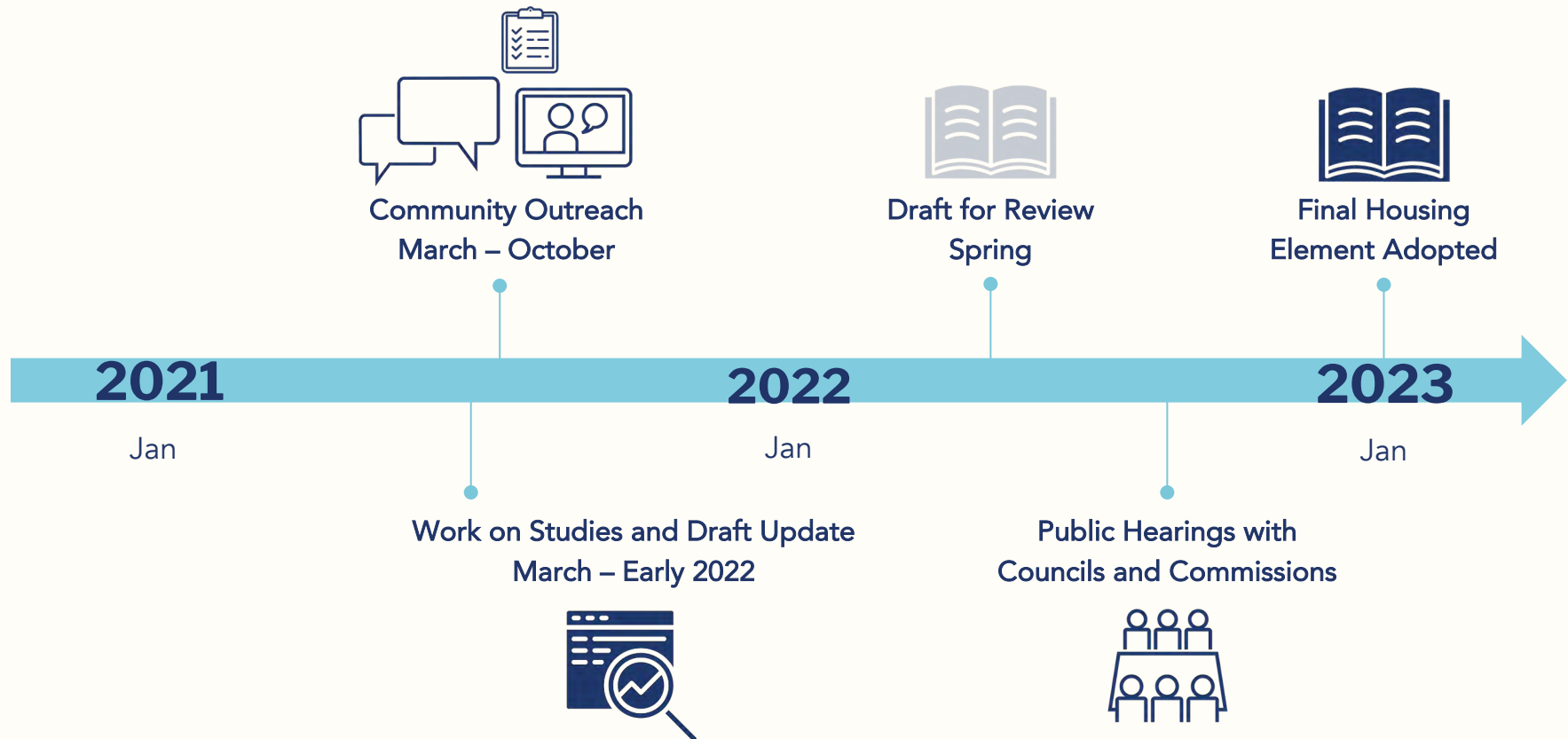
Needs for housing like seniors, large families, disabilities, homelessness

Rezoning sites

RHNA

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# What's the Process?



**Questions?  
Please put  
in the chat.**

# Countywide Trends

## Balancing Jobs to Housing

- Lots of new jobs and people
  - Some communities have lots of jobs, some have less
  - 100,000 jobs and 10,000 homes since 2010
  - People living longer, children growing up and moving out
- Need equal amount housing to keep things in balance
  - Market rate - easier
  - Low to moderate - more challenging
- **Shortage of housing = higher rents and prices**



# Countywide Trends

## It's Expensive to Live Here

- Some make a lot and others not enough for housing in *this* economy
- Many are spending > 30% of income on housing
- 6 'low wage' jobs to every 1 affordable home



**Low Wage Job  
= \$20 an hour**

**Affordable  
Home = \$1,500  
a month for  
rent**



# Countywide Trends

## It's Expensive to Live Here

- With a median income (100%) of \$121,800...

Occupation	Hourly Wage	Annual Income	Income Category	% Income on Housing (for a \$2,000 p/mo studio or 1 bedroom)
Grocery Store Clerk or Barista	\$15	\$29,000	<b>Extremely Low Income (less than 30%)</b>	81%
Hair Stylist	\$20	\$38,000	<b>Very Low Income (Less than 50%)</b>	62%
Medical Assistant or Preschool Teacher	\$27	\$52,000	<b>Very Low Income (Less than 50%)</b>	45%
School Administrator or Social Worker	\$45	\$86,000	<b>Low Income (Less than 80%)</b>	27%

# Countywide Trends

## What are the Impacts?

- Paying too much of income on housing
- Overcrowding and unsafe living conditions
- People moving further away and commuting for work
- Longer commutes to work = more traffic
- Some community members have no choice but to leave

# Countywide Trends

**More housing and more diverse housing options are needed to meet the needs of everyone**



**What word  
describes  
your vision  
for housing  
in 2030?  
Please put  
in the chat.**



# Talk with Your Community

**Join a breakout room to learn more with your Community**

- Burlingame
- East Palo Alto
- Hillsborough
- Millbrae
- San Mateo City

  
Napa Sonoma ADU



# Describe Housing Now



# Describe Housing in the Future

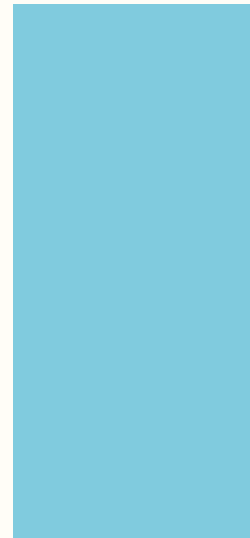


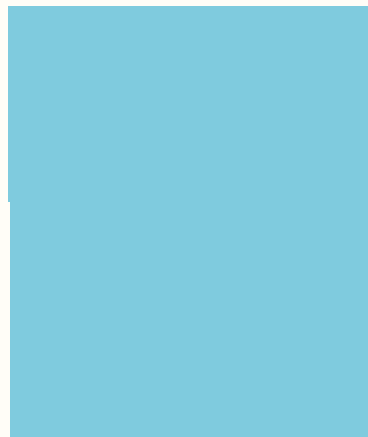


- To share additional thoughts or let us know how we did go to:  
<https://tinyurl.com/LTHMeeting1>
- Attend “All About RHNA” on April 22<sup>nd</sup>
- To learn more, register for events or sign-up, visit  
[www.letstalkhousing.org](http://www.letstalkhousing.org)

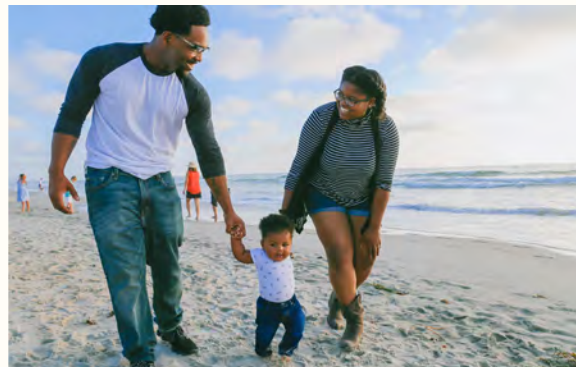


## Next Steps





# Thank You!



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# Introductions

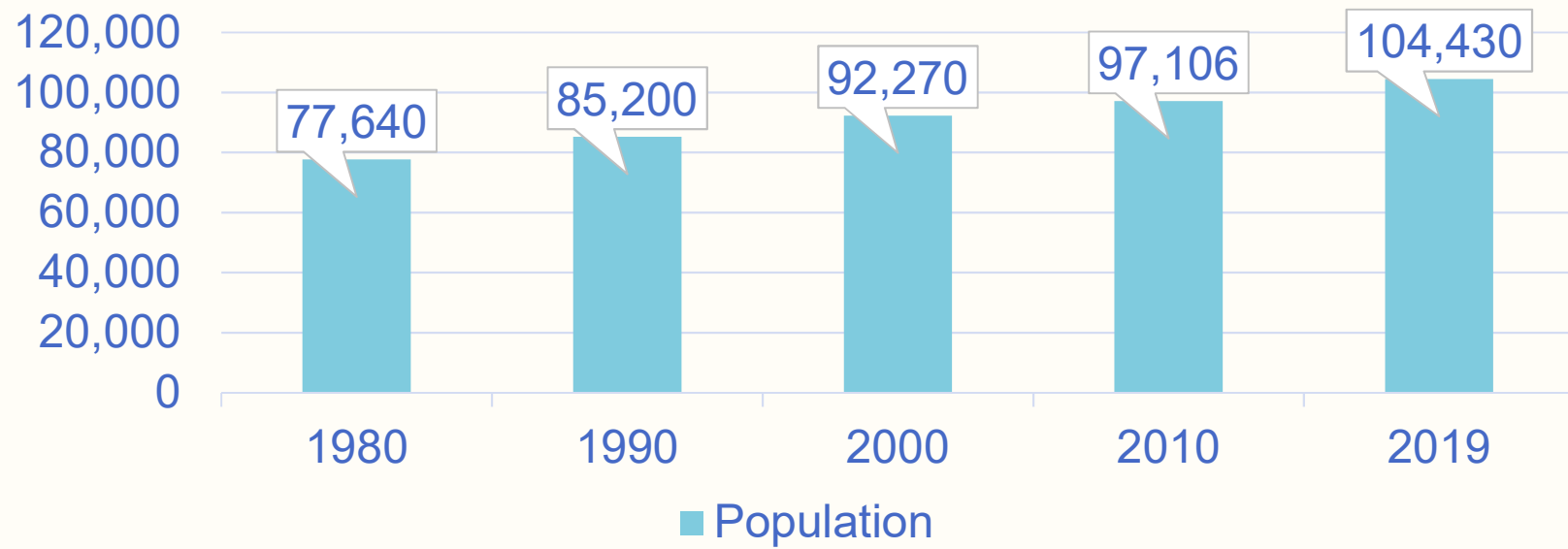
## City Team Introductions

- Sandra Council, Housing Manager
- Julia Klein, Acting Planning Manager

## Who is Joining Us?

- Chat your name and something you love about our community

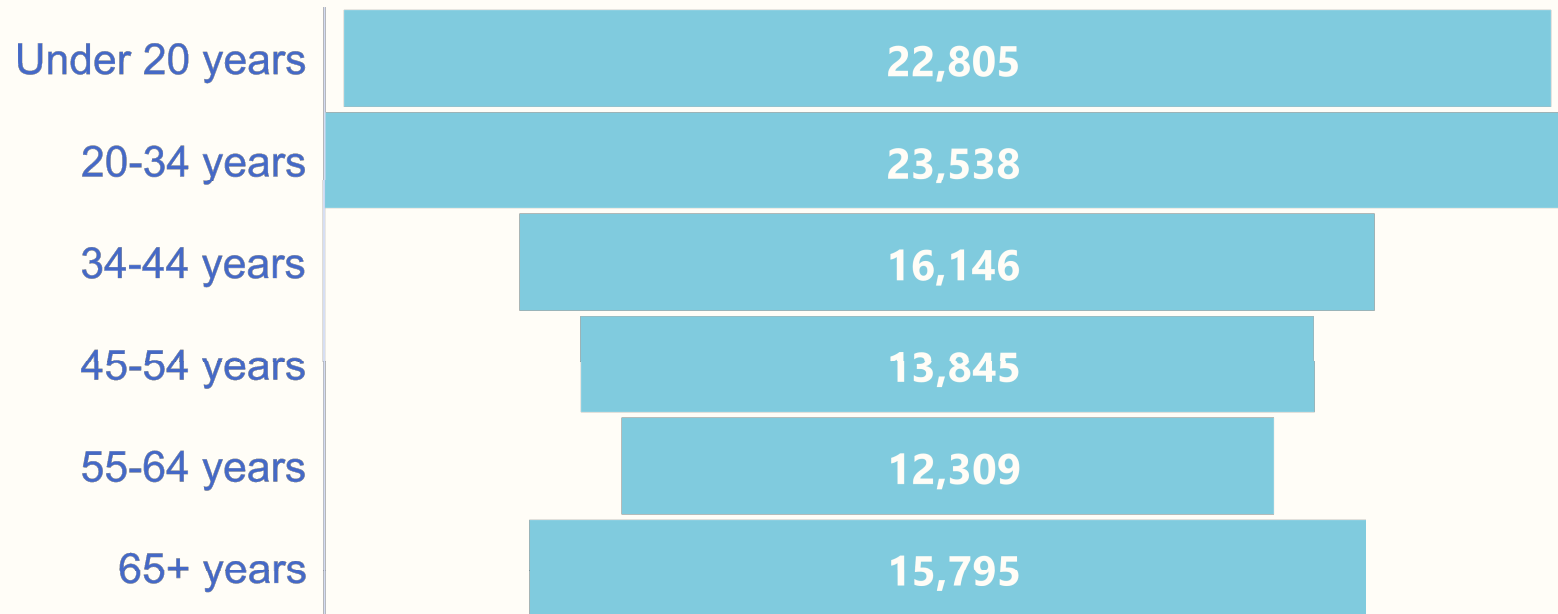
# City of San Mateo Population Growth



Sources: US Census Bureau, 2019 ACS Survey

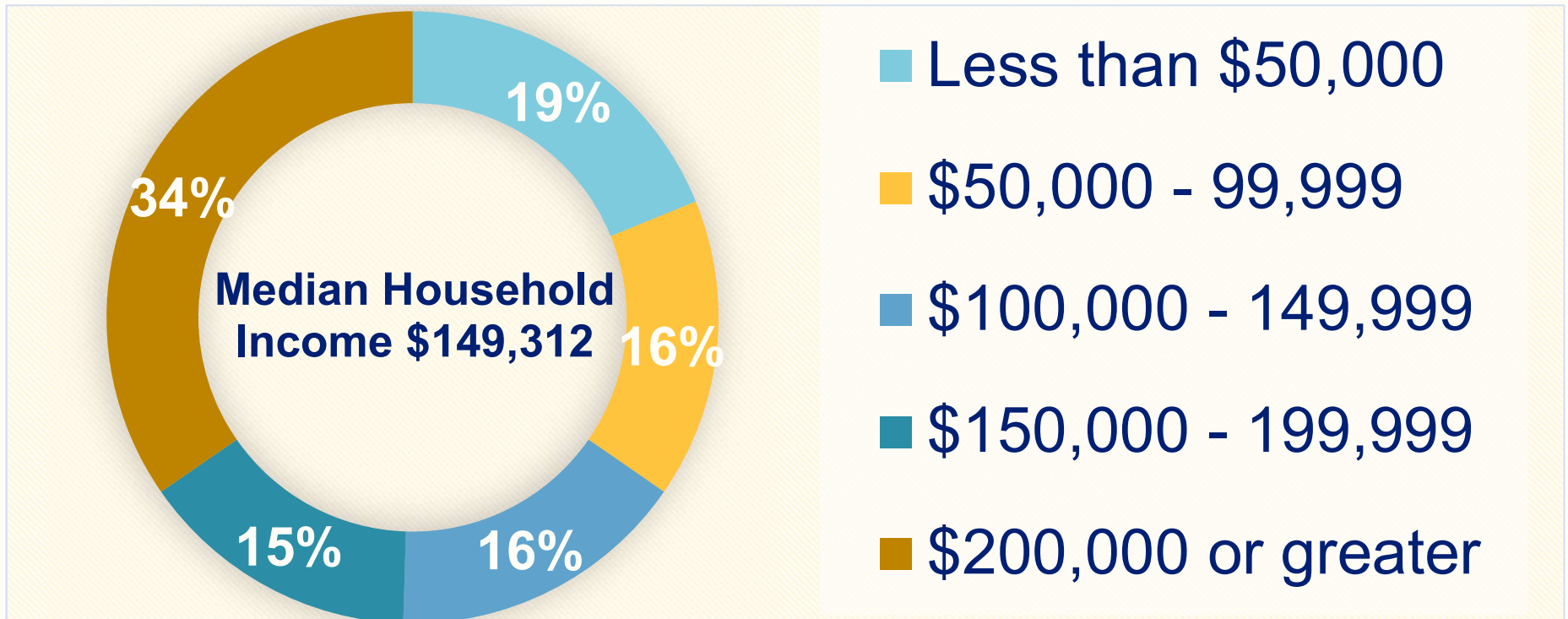
# Who Lives Here?

Median Age 37.2



*Sources: 2019 American Community Survey 5-year Estimates.*

# Incomes



Source: 2019 American Community Survey 5-Year Estimates



## Median Home Price

- \$1.47 million
- Down payment (20%): \$294,000
- Mortgage payment: ~\$5,600

(Source: [Trulia.com](https://www.trulia.com), March 26, 2021)

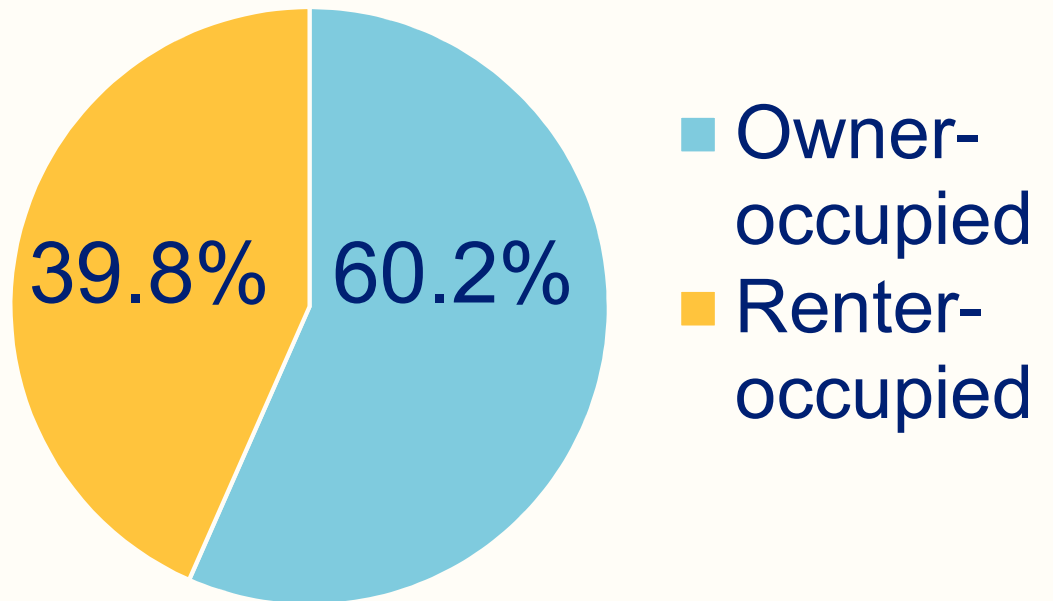
## Median Asking Rents

- 1 Bedroom: \$2,195
- 2 Bedroom: \$2,935
- 3 Bedroom: \$4,170

(Source: [Zumper.com](https://www.zumper.com), March 26, 2021)



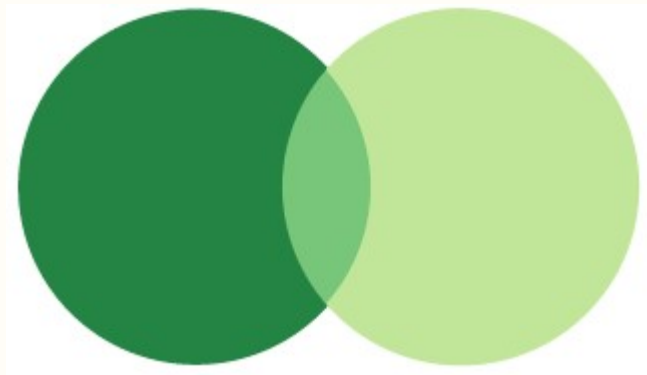
# Who Lives Here?



*Source: 2019 American Community Survey 5-Year Estimates*

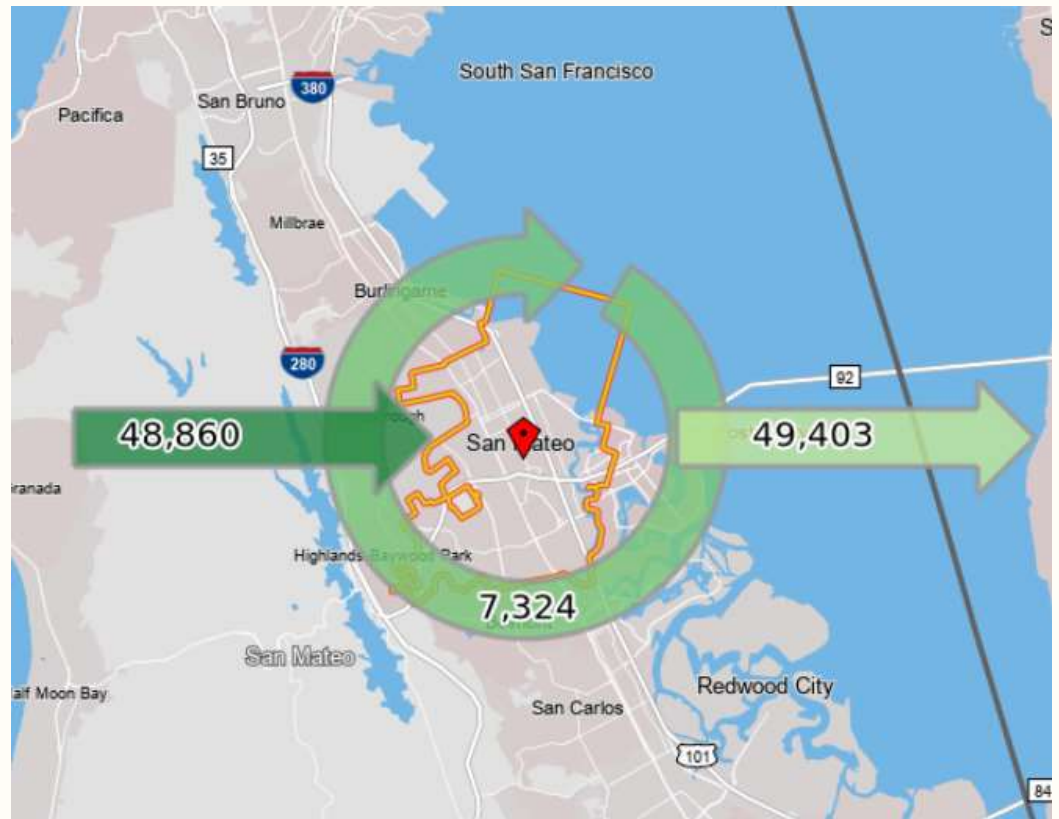


# City of San Mateo: Where People Live vs. Work



- 48,860 – work in San Mateo, live outside
- 49,403 – live in San Mateo, work outside
- 7,324 – live and work in San Mateo

(Inflow/Outflow Job Counts in 2018)



Source: [U.S. Census Bureau, OnTheMap Application](#) and LEHD Origin-Destination Employment Statistics

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# Our Housing Element

## Programs and Accomplishments

- Inclusionary Below Market Rate Housing Policy
- First Time Homebuyer Program
- Commercial Linkage Fee
- Accessory Dwelling Units
- Affordable Housing Projects
- Home Repair/Rehabilitation Programs

# Partnerships with Community Organizations



**CORA**



**LifeMoves**



**OMBUDSMAN**  
ADVOCATES FOR QUALITY OF LIFE IN RESIDENTIAL CARE

# Our Housing Element

## Our RHNA

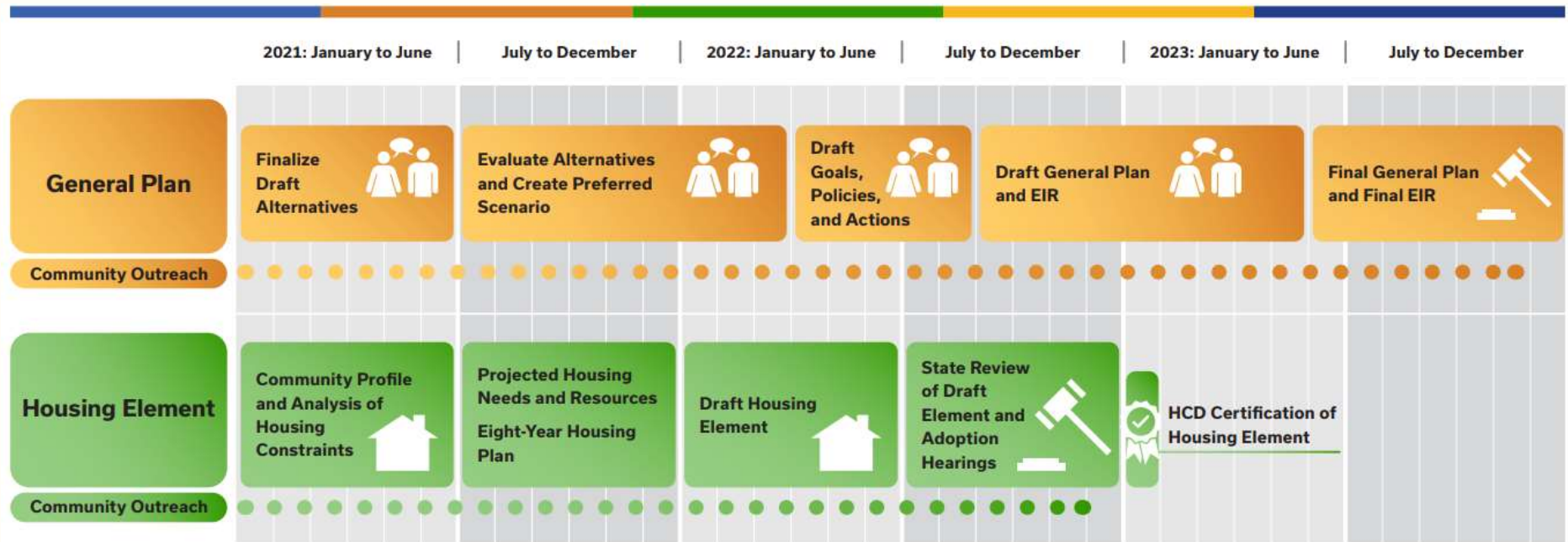
Income Level	RHNA 5 Allocation 2015-2023	RNHA Progress 2015-2020	RHNA 6 Allocation* 2023-2031
Very Low Income (50% AMI)	859	126	1,777
Low Income (60% AMI)	469	59	1,023
Moderate Income (80% AMI)	530	94	1,175
Above Moderate Income (120% AMI)	1,242	1,545	3,040
<b>TOTAL:</b>	3,100	1,824	7,015

# Our Housing Element

## Our Goals

- Address the housing needs of all community members
- Have a robust public engagement strategy
- Affirmatively further fair housing

# Our Process



Each **General Plan Meeting Series** will include some combination of community workshops and events, General Plan Subcommittee meetings, Planning Commission study sessions, and City Council direction.



**Housing Element Outreach** includes stakeholder meetings, community meetings, Planning Commission hearings, and City Council hearings.

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# Questions?



**Let's Hear  
From You**



**Let's Talk Housing** SAN MATEO COUNTY



# Agreements / Ground Rules

- No right or wrong answers
- Share the space: step-up, step-back
- Respect confidentiality (*share learnings; don't attribute without permission*)
- No interruptions or other disrespect
- Equal chance to speak
- *Anything you'd like to add?*

# What We've Heard

## **Common themes from the 2019 Community Conversations on housing:**

- Housing costs are deeply affecting quality of life
- Traffic and parking impacts of new development
- More affordable housing options at all income levels for people at all stages of life
- Concern for families/friends forced to move away
- Maintain the character of San Mateo

1. Have things changed? Are there other things we need to consider?
2. How can we make sure we hear from our entire community?
3. It's 2030, and we accomplished a lot! *What does success look like for San Mateo?*

# Sign up for more Updates

## Upcoming Events

### Imagining Scenarios for San Mateo's Future

- Thursday, April 15, 2021 - 6:00 pm to 8:30 pm
- Saturday, April 17, 2021 - 9:30 am to 12:00 pm

## Follow us

[www.cityofsanmateo.org/HousingElement2023](http://www.cityofsanmateo.org/HousingElement2023)