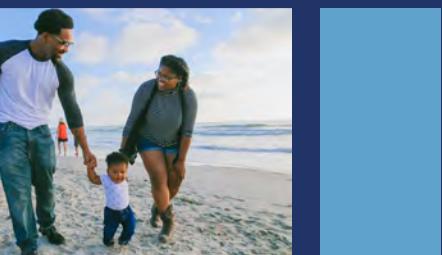


Let's Talk Housing SAN MATEO COUNTY

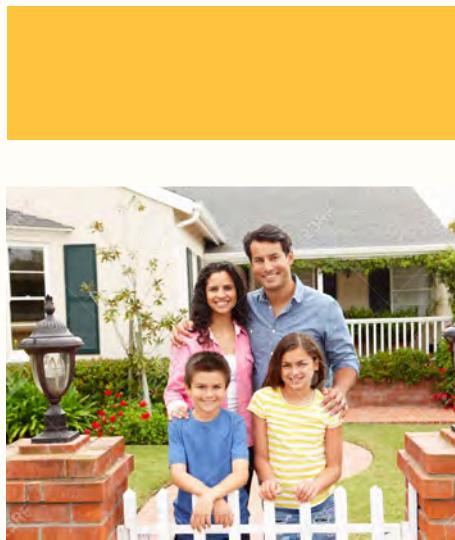


Let's Talk Housing CITY OF SAN MATEO

Intro to the Housing Element Update
Tuesday, May 4th, 6:00 - 7:30 pm



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



Why We Are Here

- Purpose of this Meeting
- About “Let’s Talk Housing”
- Introductions

Napa Sonoma ADD

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

- Many meetings will follow
- Stay involved through Let's Talk Housing and activities hosted by San Mateo

To learn more about RHNA...

- Video and FAQ from April 22nd All About RHNA meeting will be on www.letstalkhousing.org soon

Agreements / Ground Rules

- Use the chat to share thoughts or responses to questions, not debate
- Be respectful to one another with no interruptions
- No right or wrong answers
- Share the space: step-up, step-back
- Equal chance to speak

Why We Are Here

Let's Talk Housing

is focused on hearing from you

- Outreach effort of all San Mateo County jurisdictions
 - 21 Elements – housing staff working together since 2008
- 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 May/June
 - 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 →](#)

 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

Introductions

Baird + Driskell Community Planning

- Helped 21 Elements since 2008
- Brandi Campbell Wood, Josh Abrams, David Driskell and Paul Peninger

San Mateo Staff

Who's in the Room



Why It Matters

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

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)

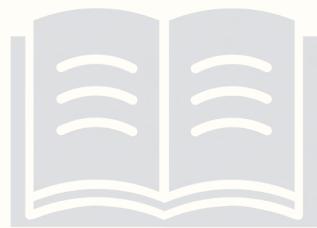
Part of every General Plan
Plan for homes needed in a community

How It Works



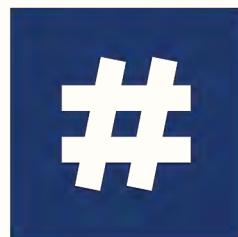
Starts with the General Plan

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



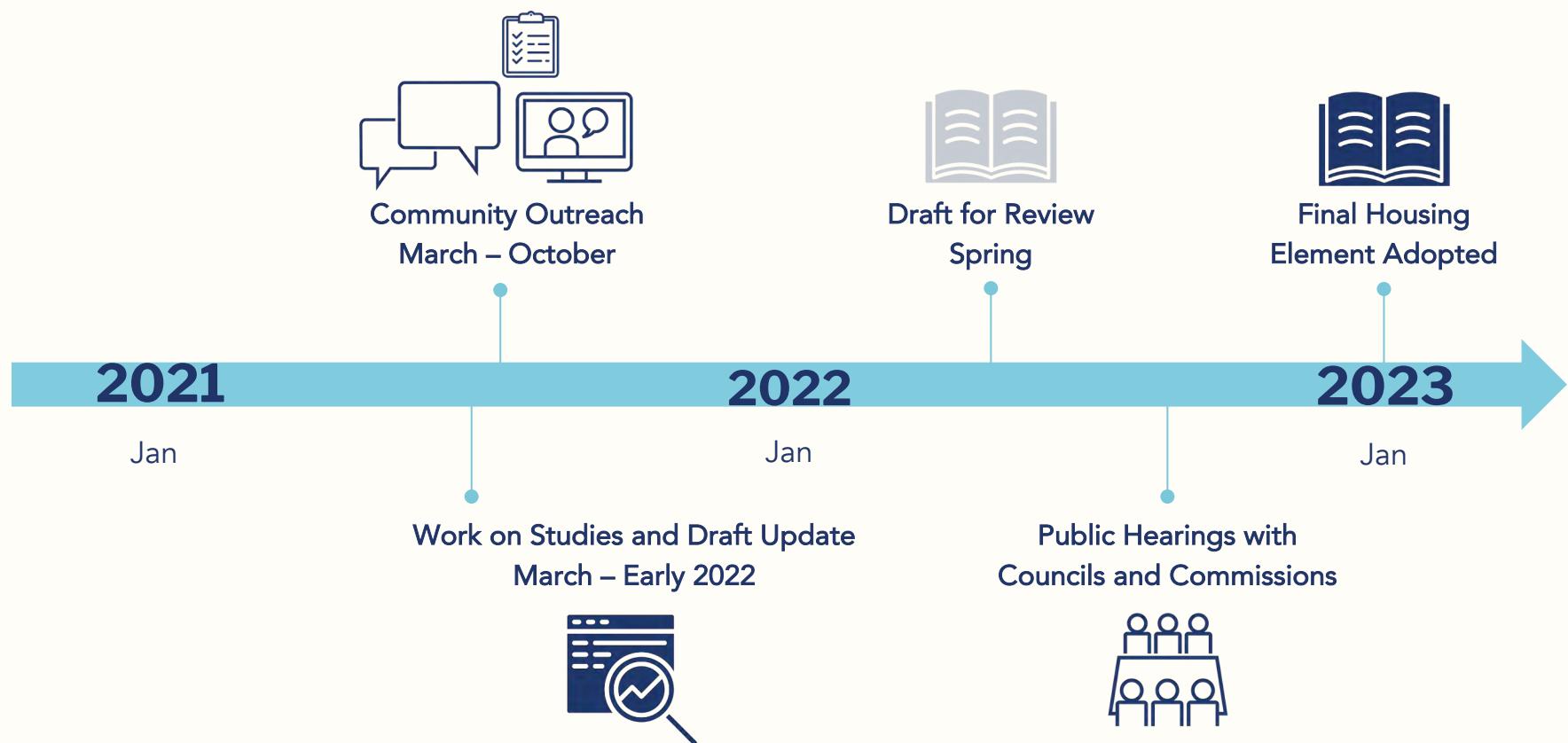
RHNA (pronounced 'ree-nuh')

A target number for homes needed
Assigned to region by state

What's the Process?



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	Extremely Low Income (less than 30%)	81%
Hair Stylist	\$20	\$38,000	Very Low Income (Less than 50%)	62%
Medical Assistant or Preschool Teacher	\$27	\$52,000	Very Low Income (Less than 50%)	45%
School Administrator or Social Worker	\$45	\$86,000	Low Income (Less than 80%)	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

**Planning for the housing needs of everyone –
at all phases of life**





San Mateo Overview

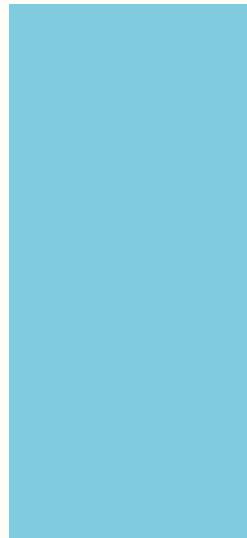
Mapa Scenario ADD

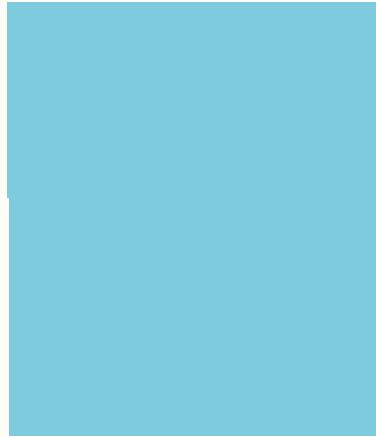
Let's Talk Housing SAN MATEO COUNTY

- **To share additional thoughts or let us know how we did go to:**
<https://tinyurl.com/LTHSanMateo>
- **Sign up for updates with the City of San Mateo:**
- **Learn more and look out for what is next:**
www.letstalkhousing.org



Next Steps





Thank 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?*

Introductions

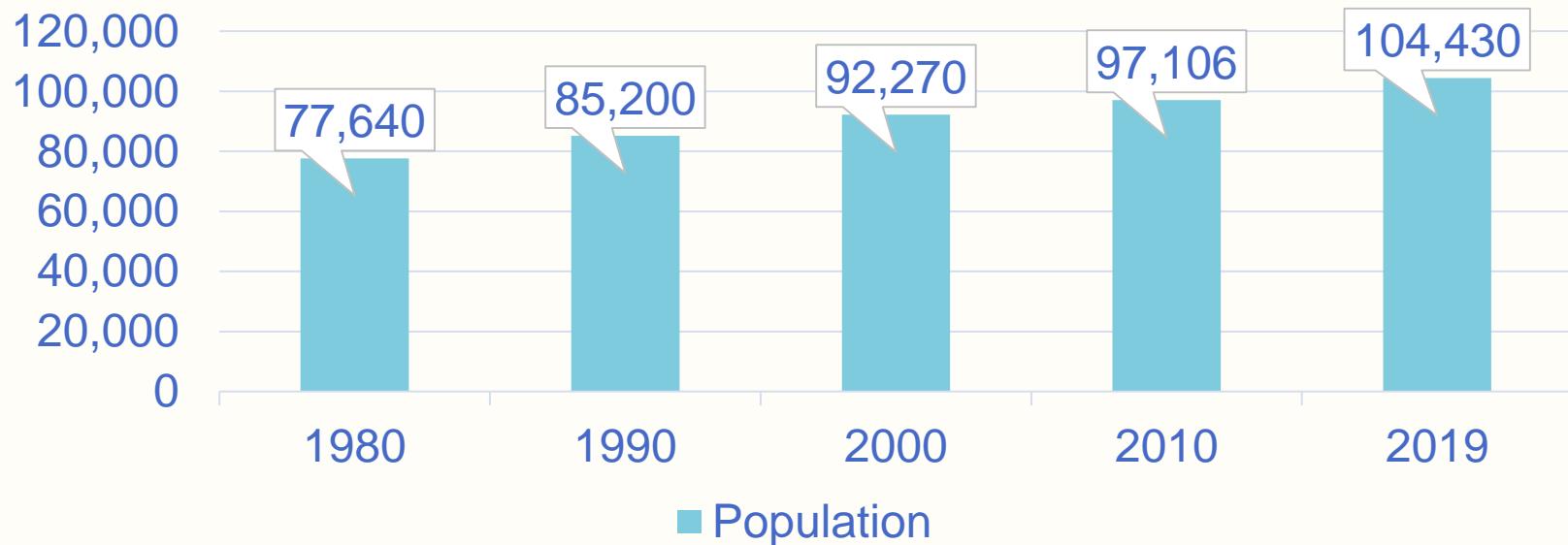
City Team Introductions

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

Who is Joining Us?

- Chat your name and something you love about our community

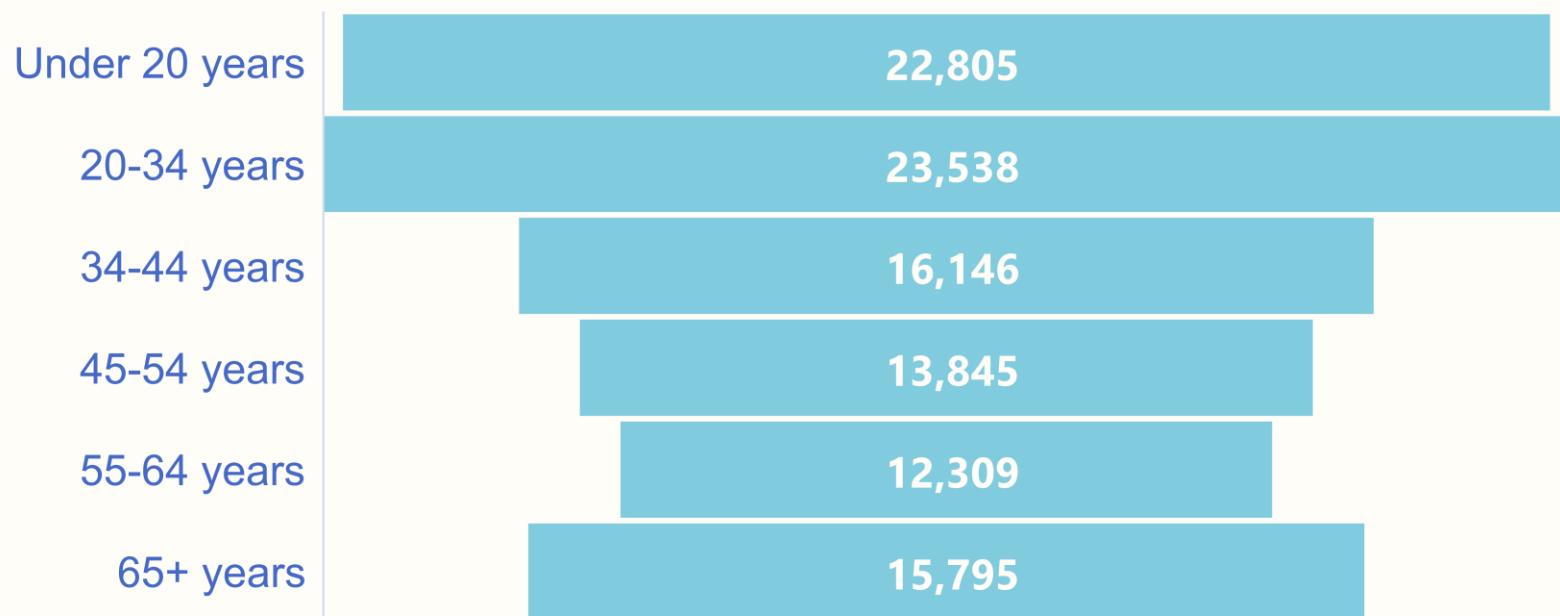
City of San Mateo Population Growth



Sources: US Census Bureau, 2019 ACS Survey

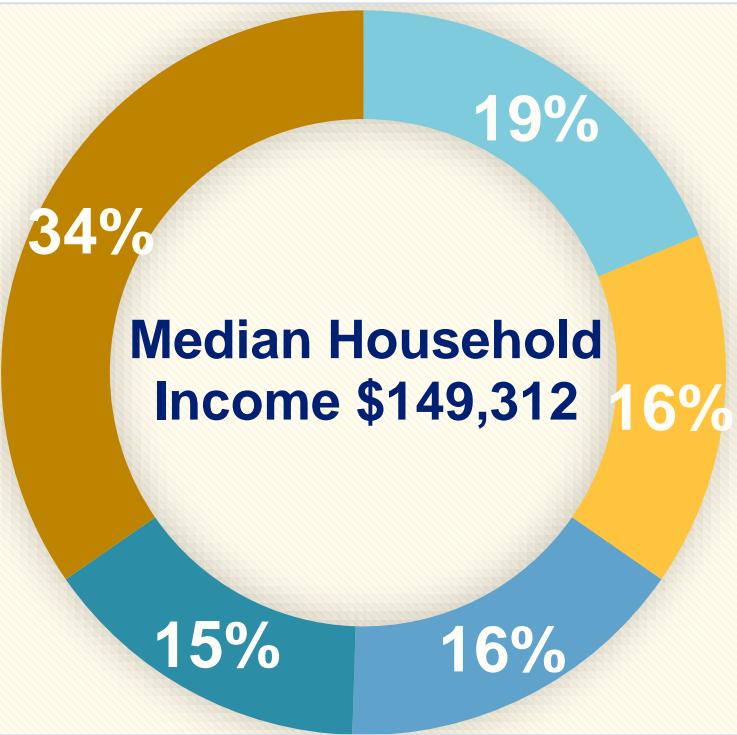
Who Lives Here?

Median Age 37.2



Sources: 2019 American Community Survey 5-year Estimates.

Income



- Less than \$50,000
- \$50,000 - 99,999
- \$100,000 - 149,999
- \$150,000 - 199,999
- \$200,000 or greater

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)

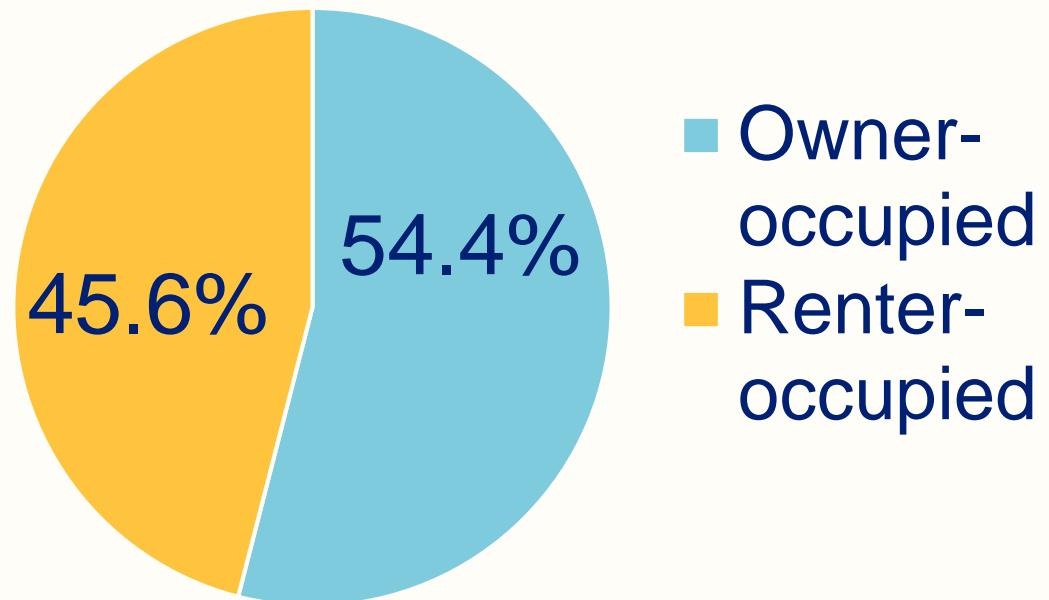
Median Asking Rents

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

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

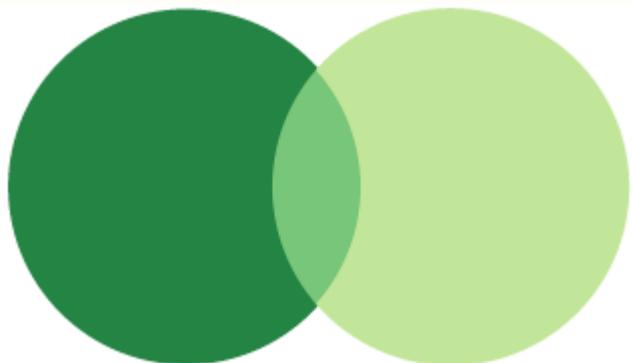


Who Lives Here?



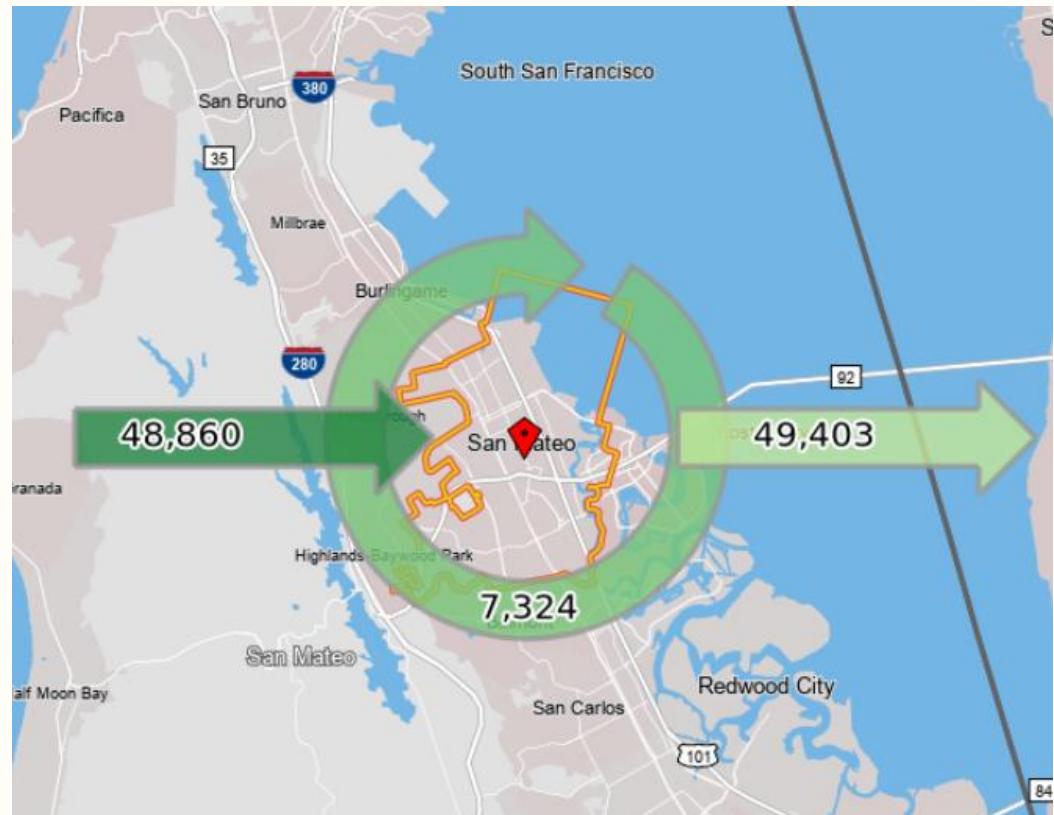
Source: 2019 American Community Survey 5-Year Estimates

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

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

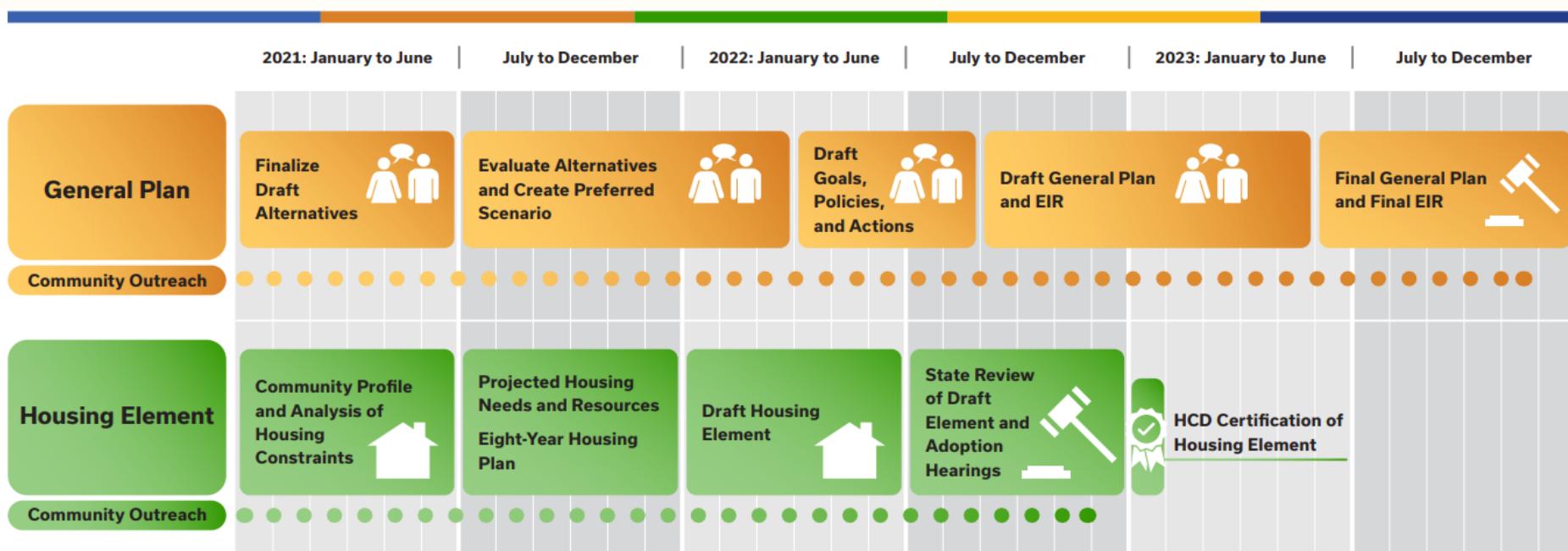
Income Level	RHNA 5 Allocation	RHNA Progress 2015-2020	RHNA 6 Allocation*
Very Low Income (50% AMI)	859	126	1,777
Low Income (60% AMI)	469	59	1,023
Moderate Income (80% AMI)	530	94	1,175
Above Moderate Income (120% AMI)	1,242	1,545	3,040
TOTAL:	3,100	1,824	7,015

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.

Questions?



Let's Hear From You

Maplewood, A.D.D.

Let's Talk Housing SAN MATEO COUNTY

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

- Tuesday, May 18, 2021 - 6:00 pm to 8:30 pm

Follow us

www.cityofsanmateo.org/HousingElement2023

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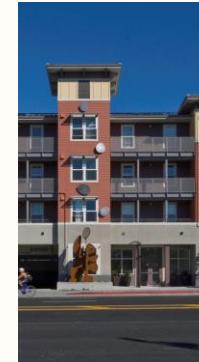
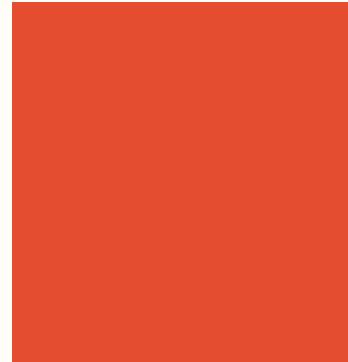


Next Steps





Thank You!



Let's Talk Housing SAN MATEO COUNTY