Sonoma County Housing Element Update Workshop

Planning Commission

November 17, 2022

Eric Gage, Permit Sonoma – Project Manager
Bradley Dunn, Permit Sonoma – Outreach Coordinator
Jane Riley, 4Leaf – Policy Consultant

permit
SONOMA

Meeting Objectives

1. Process and Schedule
2. Public Outreach
3. RHNA and Housing Sites
4. Housing Element Requirements
5. Housing Element Goals and Programs

Housing Element Update Timeline

HCD submittal deadline:
January 31, 2023

Outreach
Data Collection
Analysis
(Dec '21 – July '22)

Policy Development
Draft Preparation
(May '22 – Fall '22)

Draft Publication
Revision
Adoption
(Fall '22 – Winter '23)

We are here

Public Comment Period and Next Steps

☐ Draft Housing Element published on November 3rd

☐ Comment period through December 5nd

☐ Written comments via email:

  PermitSonoma-Housing@sonoma-county.org

☐ Revised Housing Element submittal to HCD

☐ Subsequent written comments sent to HCD at:

  HousingElements@Hcd.ca.gov

☐ Draft EIR publication in December, 45-day comment period

permit
SONOMA

**HOUSING
ELEMENT
PUBLIC
PARTICIPATION**

SONOMA
COUNTY
HOUSING
PRIORITIES
SURVEY

Housing Element Requirements

- The County will make a diligent effort to include all economic segments of the community in the development and update of the housing element.

- The housing element will describe who was invited to participate, which groups participated, general comments received, and how comments were incorporated into the housing element.

- The housing element will describe ongoing efforts to engage the public and stakeholders in the implementation of the housing element.

Housing Advisory Committee

What is the Housing Advisory Committee?

Permit Sonoma is beginning work on the Housing Element by centering equity and the experiences of those who know housing in our communities best: residents, renters, builders, and non-profits.

Advisory Committee members will advise staff, review draft concepts, serve as community ambassadors to help publicize public workshops, and participate in the planning effort. While the committee is not a decision-making body, members' experiences related to housing need, constraints to housing development, and feasibility of policies and programs will greatly benefit the effort.

Committee Membership:

| Role	Name	Affiliations
Renter	Fred Allebach	Sonoma Valley Housing Group
Developer or builder	Bruce Shimizu	LACO Associates,The Housing Company
Developer or builder (nonprofit)	Lauren Fuhry	MidPen Housing
Developer or builder (nonprofit)	Rebecca Vazquez Heitkamp	Burbank Housing
Member with lived experience of homelessness	Scott Braun	Homeless Action Sonoma
Non-profit organization (1)	Mary Eble	Northbay Housing
Non-profit organization (2)	Sarah Cardona	Greenbelt Alliance
Non-profit organization (3)	Margaret DeMatteo	Legal Aid of Sonoma County
Faith-based community	Diana Bell-Kerr	First Congregational United Church of Christ
Agricultural community	Guadalupe Flores Medina	Bevill Vineyard Management
Farm labor	Santino Garcia	California Human Development
Community Member Supervisorial District (1)	Joanne Brown	Fish of Sonoma Valley, SVCAC
Community Member Supervisorial District (2)	Dev Goetschius	Housing Land Trust of Sonoma County
Community Member Supervisorial District (3)	Evan Wiig	Community Alliance with Family Farmers
Community Member Supervisorial District (4)	John Cash	Geyserville Planning Committee; Geyserville Community Foundation
Community Member Supervisorial District (5)	Renee Whitlock Hemsouvanh	Sonoma County Child Care Planning Council
At Large	Rue Furch	Sierra Club, Housing Advocacy Group
At Large	Lisa Badenfort	North Bay Realators
At Large	Betzy Chavez	Community Development Commission, Los Cien
At Large	Crista Barnett Nelson	Senior Advocacy Services
Planning Agency (observational)	Belén Lopez-Grady	Planning Commission

For more information or questions, please contact Bradley Dunn
at bradley.dunn@sonoma-county.org or (707) 565-6196

Why a Housing Advisory Committee?

- Built relationships with advocates

- Allows for deeper feedback from key leaders

- Creates space for collaborative feedback from leaders

- Helps promote other public participation opportunities with their organizations
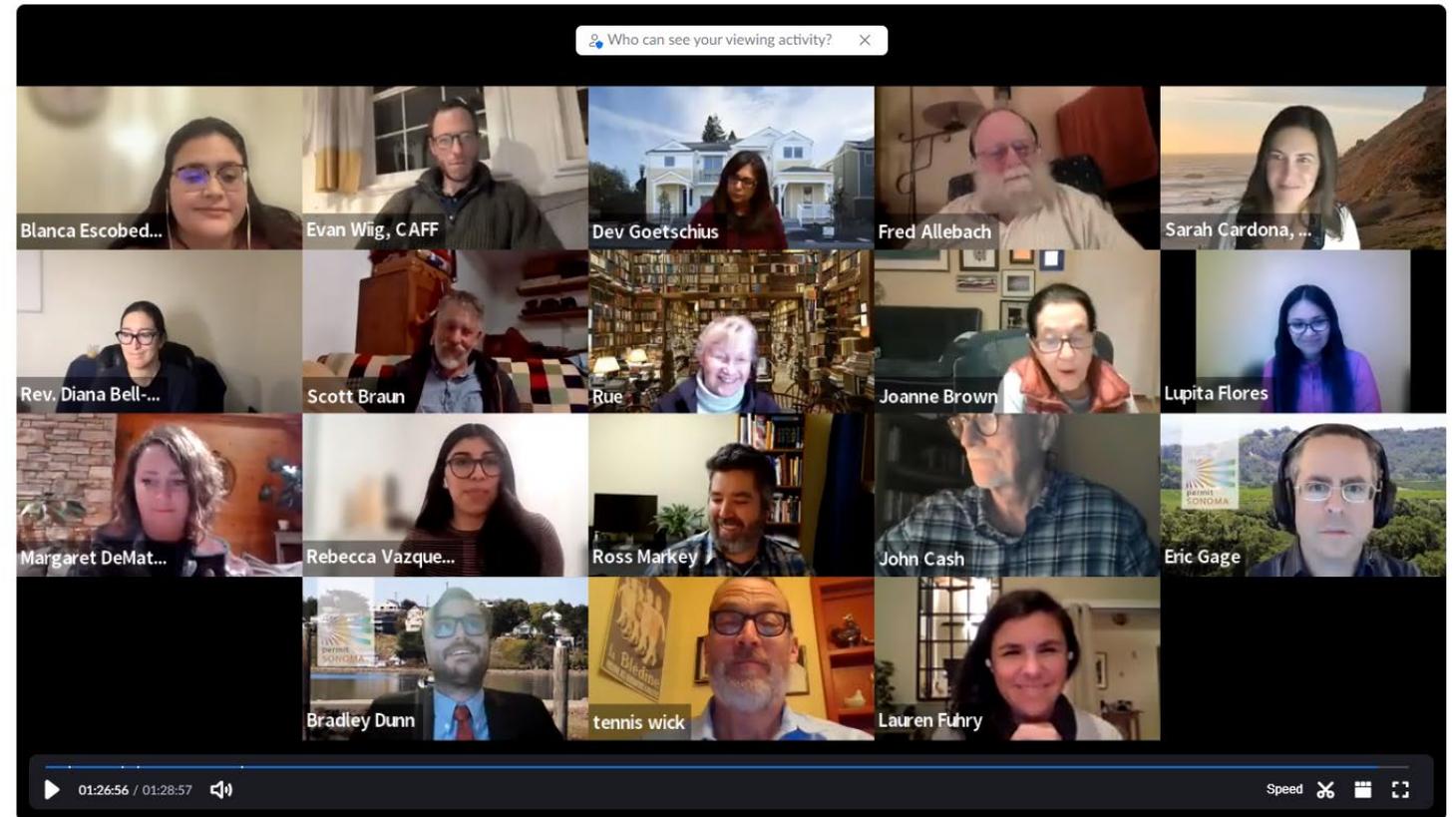
Focus Groups: Getting Deeper with Equity Communities

Participant and Recruitment

- Worked with Community Benefit Organizations (CBOs) to host focus groups

- Participants and groups were compensated for their time

- Groups of 6-10

- Groups conducted in English and Spanish

Unique Findings:

- Low-income seniors: Had to know the system to get on lists months ahead of time move within the affordable housing system.

- People with a lived experience of being homeless: Limits on income prevent graduation.

- Farmworkers: Habitability issues in their housing fear of retaliation and discrimination from landlords.

- People with development disabilities: Access to the mall and transit were a priorities.

- Disabled rights advocates: Visitability and access were key priorities.

- Day laborers: Were really excited about mobile home parks.

- Black residents: Lack of Black folks in Sonoma County would make them consider leaving county if they needed to find new housing.
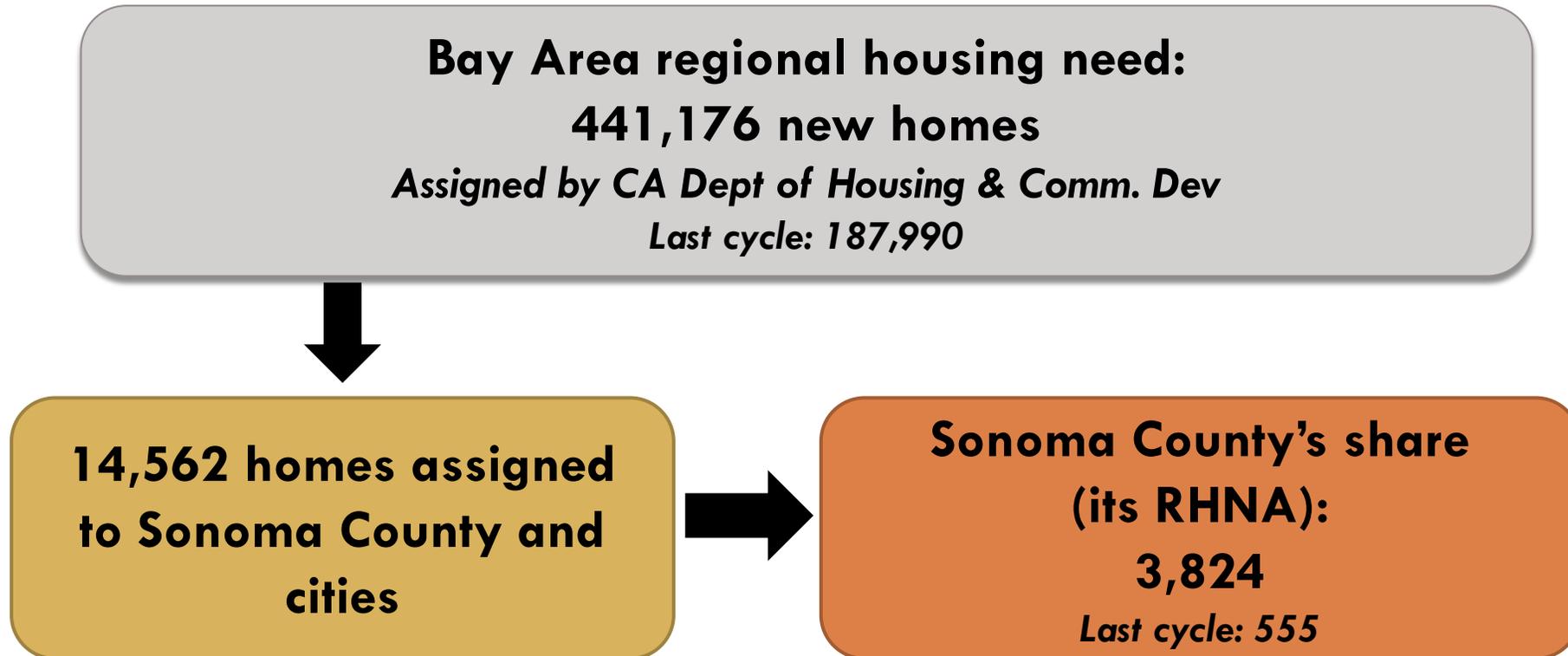
permit SONOMA

Survey Promotion Strategy: Facebook ads, Email, and CBOs

SONOMA COUNTY HOUSING PRIORITIES SURVEY

Survey Results:

- Three surveys asked the public about needs and opportunities, values, and housing policy

- Utilized partnerships with CBOs, digital advertising, and Permit Sonoma lists to expand reach

- 6,378 participants across three surveys, broadly reflecting the county's demographics

- Results hewed close to midpoint on tradeoffs between density and neighborhood character, unit size mix, and speed and public input.

- Concerns about housing development included:

  - Availability of water and sewer

  - Increased traffic

  - Vulnerability to fire

  - Building housing that's too expensive

What is the Regional Housing Need Allocation (RHNA)?

Bay Area regional housing need:
441,176 new homes
Assigned by CA Dept of Housing & Comm. Dev
Last cycle: 187,990

14,562 homes assigned to Sonoma County and cities

Sonoma County's share (its RHNA):
3,824
Last cycle: 555

6ᵗʰ Cycle RHNA

Lower-Income Units = 1,608

- Extremely Low = 518
- Very Low = 506
- Low = 584

Moderate-Income Units = 627

Above Moderate-Income Units = 1,589

TOTAL Units = 3,824

RHNA Strategy

|	Very Low Income	Low Income	Moderate Income	Above Moderate Income	Total
RHNA Allocation	**1,024**	**584**	**627**	**1,589**	**3,824**
Planned and Approved Units	91	277	29	782	1,179
Projected ADU Development	176	176	176	58	586
Remaining Need After Credits	**888**		**422**	**749**	**2,059**
Sites Zoned for Housing	110		49	197	356
Remaining Need	**802**		**373**	**552**	**1,703**
Rezone Sites	1133		466	699	2,297

Housing Element Update Requirements

- ☐ Demonstrate appropriate zoning to accommodate share of RHNA for lower-income households.

- ☐ Include zoning for a variety of housing types, including multifamily, supportive housing, homeless shelters, mobile homes, farmworker housing.

- ☐ AB 686 requires HCD to evaluate that sites zoned for low-income housing are located throughout the community. Housing sites cannot be concentrated in low resource areas.

- ☐ Analyze household characteristics, constraints on housing development, and local housing needs including seniors, farmworkers, people with disabilities and other groups.

- ☐ Housing Element law now requires the County to prepare an Assessment of Fair Housing (AFH), identify factors that contribute to local fair housing issues, and include programs to address these findings as they relate to housing.

Housing Element Required Components

Population, demographic and housing stock data
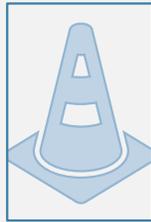
Constraints to housing development

Progress since last Housing Element

Sites Inventory

Quantified Objectives

Incorporation of input

Goals, Policies, and Programs

Proposed Housing Element Goals

Continued Goals
1. Sustain Existing Housing Programs and Housing Units
2. Promote Use of Urban Housing Sites
3. Increase Production of Affordable Housing Units
4. Maintain Funding for Affordable Housing
5. Promote and Expand Housing for Special Needs

Updated Goal
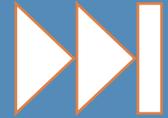6. Encourage Equitable and Sustainable Housing

End Presentation