

# Welcome!

Brisbane

Foster City

Portola Valley

Redwood City

San Carlos

## 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

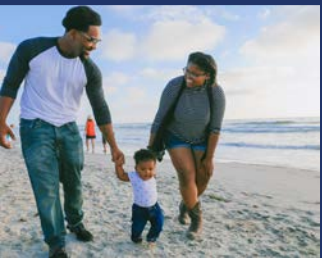


# Let's Talk Housing

SAN MATEO COUNTY

**Intro to the Housing Element Update**

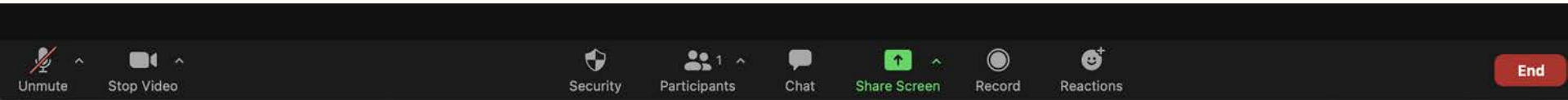
Tuesday, April 13<sup>th</sup>, 6:00 - 7:30 pm



**with Brisbane, Foster City, Portola Valley,  
Redwood City and San Carlos**

**What word describes  
housing in your  
community? Please  
tell us in the chat.**

# Zoom Logistics



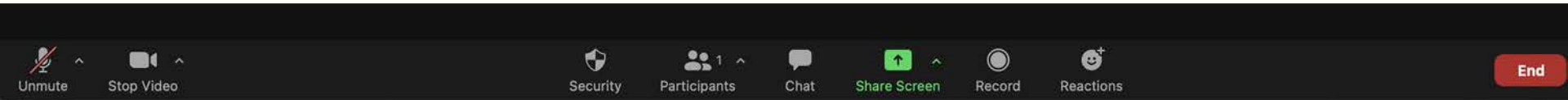
## MUTE/VIDEO

Please keep yourself muted unless speaking.

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

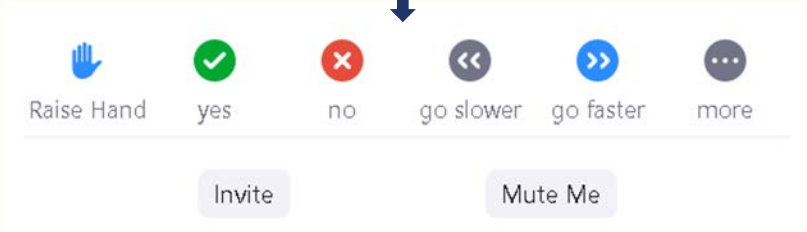
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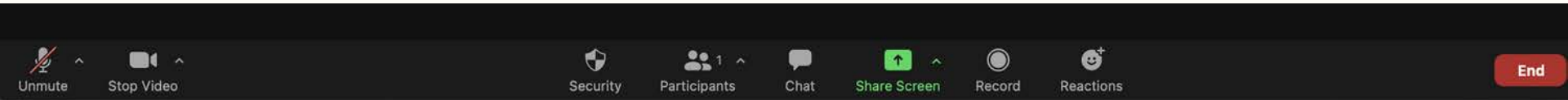


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**PARTICIPANTS**  
Click to see who else is in the meeting.  
  
In some versions you can also give non-verbal feedback.



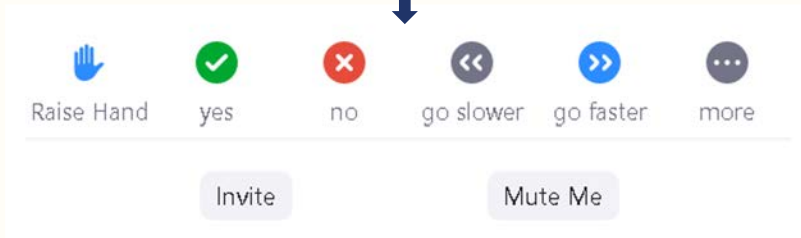
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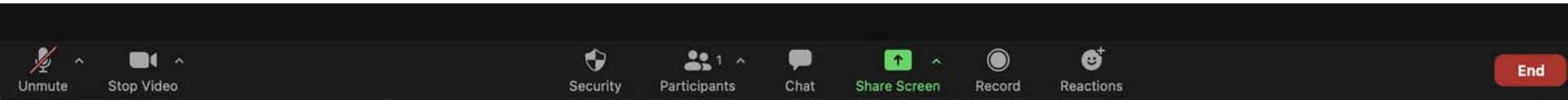
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**CHAT**  
Put in your questions during the Q&A and during the discussion with your community.



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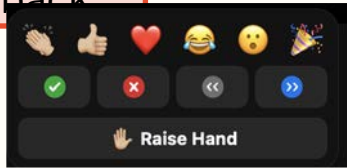
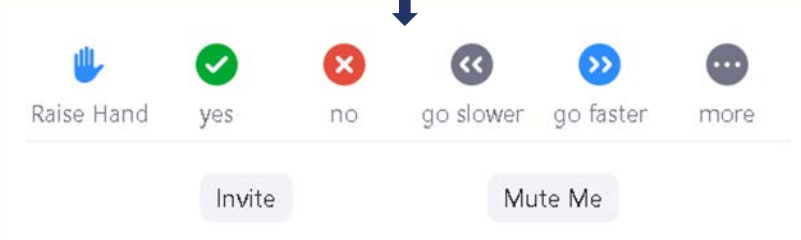


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**CHAT**  
Put in your questions during the Q&A and during the discussion with your community.

**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**







# Why We Are Here

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

# 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...**

- 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)

# Agreements / Ground Rules

- Use the chat to share thoughts or responses to questions, not debate
- Be respectful to one another and 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**

# Why We Are Here

## Let's Talk Housing

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

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## Let's Talk Housing

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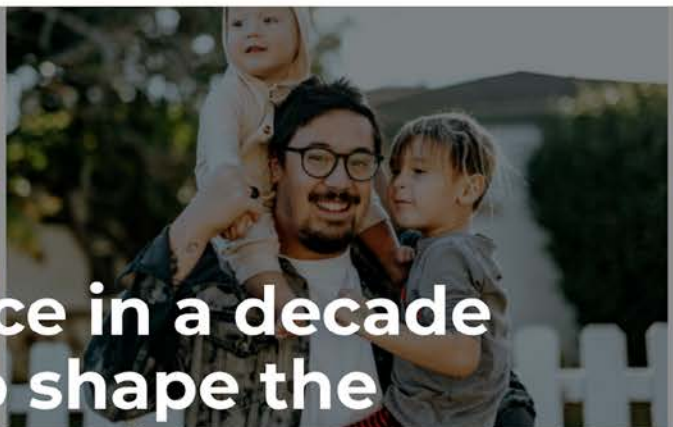
- Collaboration of all San Mateo County jurisdictions
  - 21 Elements - housing staff working together since 2008
- Housing Elements are a chance every 8 years to:
  - Hear from as many community members as possible
  - Change course as needed based emerging needs and challenges

# Why We Are Here

## Let's Talk Housing includes:

- Website
- Email and text updates
- Series of Countywide meetings
  - Video and survey online in 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

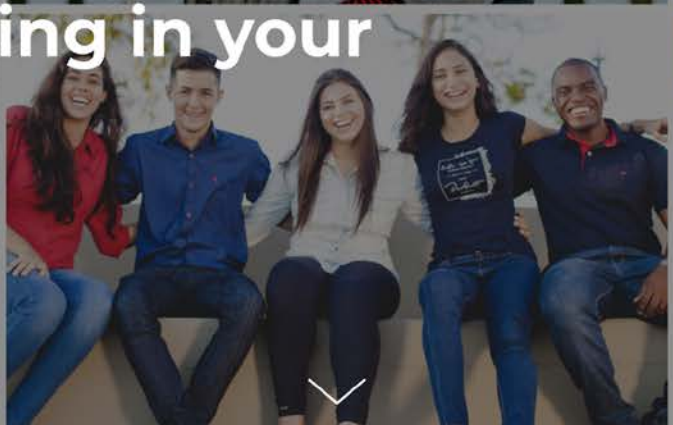





[FAQS](#) [EVENTS](#) [COMMUNITY ORGS](#)

# 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**

**Home for All**

**Staff from the cities of:**

- **Brisbane**
- **Foster City**
- **Portola Valley**
- **Redwood City**
- **San Carlos**

# 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



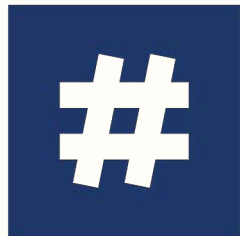
## Starts with the General Plan

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?



## Hearing From You

Your thoughts, opinions and ideas



## Policies and Programs



## Studies

Population and jobs

Homes we have across incomes and household conditions

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

Rezoning sites

RHNA

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

# What's the Process?



## Hearing From You

Your thoughts, opinions and ideas



## Policies and Programs



## Housing Element Draft and Final Approved by State



## Studies

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RHNA

# What's the Process?



## Hearing From You

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## General Plan



## Studies

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RHNA

# 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

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Rezoning sites

RHNA

# What's the Process?



Community Outreach  
March – October



Draft for Review  
Spring



Final Housing  
Element Adopted

**2021**

Jan

**2022**

Jan

**2023**

Jan

Work on Studies and Draft Update  
March – Early 2022



Public Hearings with  
Councils and Commissions



**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

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



**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**

- Brisbane
- Foster City
- Portola Valley
- Redwood City
- San Carlos

Napa Sonoma ADU



# Talk with Your Community

**We are currently in breakout rooms  
until 7:25 with:**

- Brisbane
- Foster City
- Portola Valley
- Redwood City
- San Carlos

**Join yourself or let us know which  
one in the chat and we will help.**

# Describe Housing Now

inequitable

stimulating

unaffordable

expensive

diverse

segregated

controlled



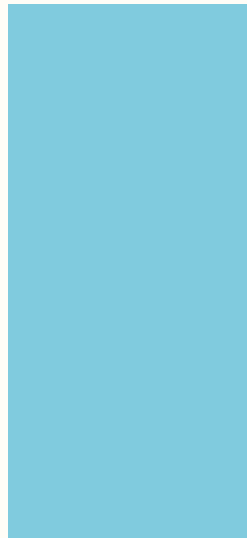
# Describe Housing in the Future



- To share additional thoughts or let us know how we did go to:  
<https://tinyurl.com/LTHMeeting3>
- Text **housing** to **650-677-1598** for text message updates
- Attend “All About RHNA” on April 22<sup>nd</sup>
- To learn more or register for events visit:  
[www.letstalkhousing.org](http://www.letstalkhousing.org)



## Next Steps





# Thank You!



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