



2022 UPDATE



Housing Element



San Francisco
Planning

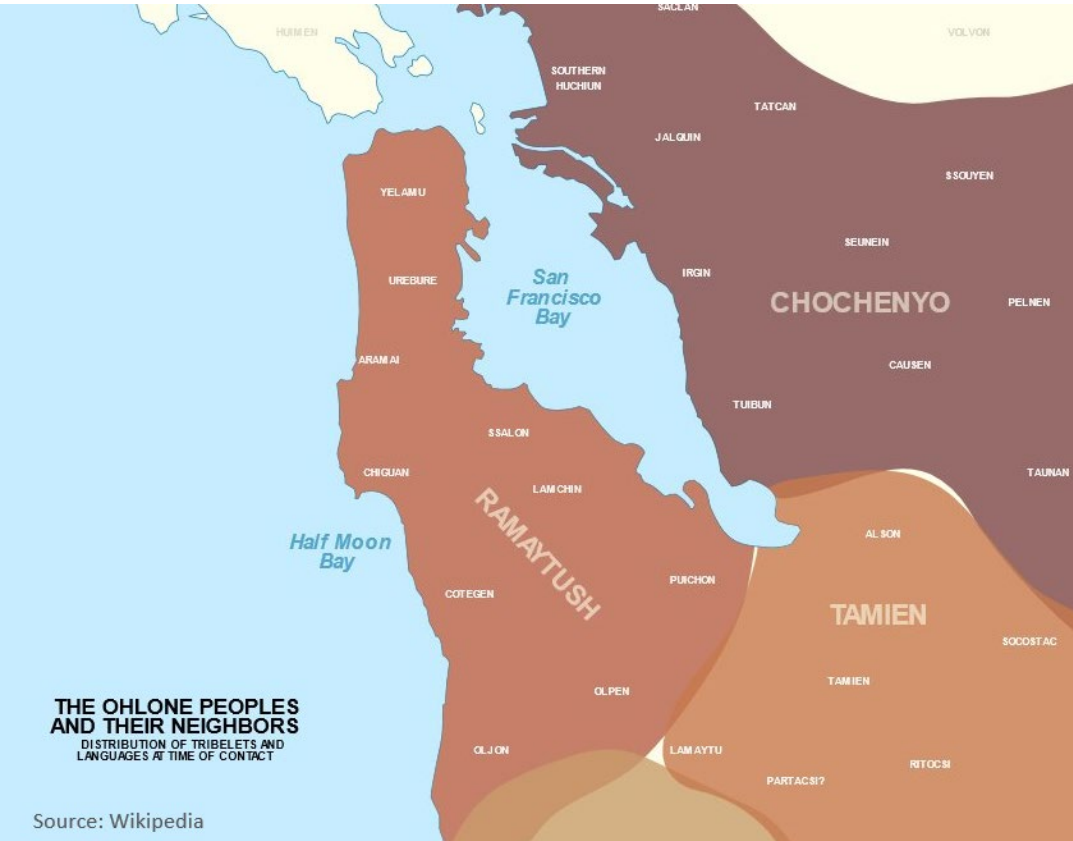
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Consultants:
Incommon
Street Level Advisors

October 14, 2021

Land Acknowledgement



We acknowledge that we
are on the **unceded**
ancestral homeland of
the Ramaytush Ohlone
who are the original
inhabitants of the San
Francisco Peninsula.



San Francisco
Planning

TODAY'S PRESENTATION

1. Housing Element 2022 Update:
Vision and Requirements
2. Outreach and Engagement Overview:
Process and Analysis Steps
3. Next Steps:
Racial Equity Impact Analysis, and EIR
4. Input Highlights:
Challenges and Opportunities for Policy Shifts



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Community Values Defining the Next Update



Racial and
social equity



Eliminate
community
displacement



Affordable housing
choices for everyone in
all neighborhoods

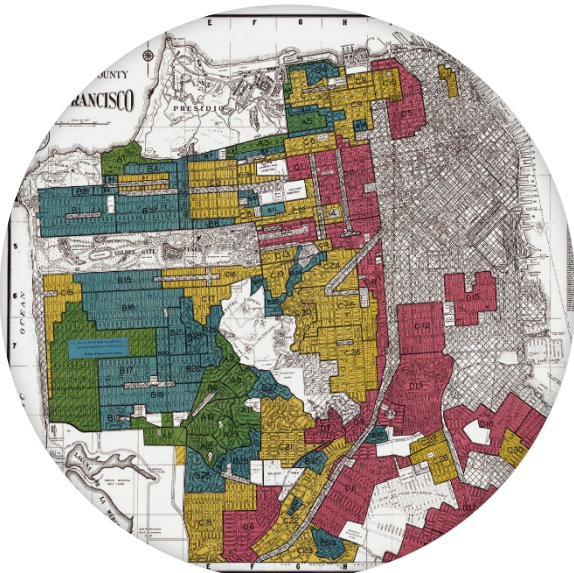


Thriving neighborhoods
resilient to climate and
health crises

Why a major update?



San Francisco's housing problem is a racial and social equity problem, with severe disparate outcomes for American-Indian, Black, and other communities of color.



These disparate outcomes are rooted in a long history of institutional racism and discriminatory programs.

- Present** ○ Exclusionary Zoning
- 2000s** ○ Predatory Lending Practices
- 1945** ○ Urban Renewal
- 1942** ○ Japanese Internment
- 1930s** ○ Redlining, Racial Covenants
- 1880** ○ Laundry Ordinance
- 1870** ○ Cubic Air Ordinance
- 1492** ○ Beginning of genocide, exploitation, and dispossession of Indigenous people, including today's American Indians





SF's first housing plan centered in racial and social equity.

Responding to the Planning Commission equity resolution.

Why a major update?



Plan for Housing Targets RHNA

- Where?
- What type?
- For whom?

2014-2022 25,000 units

2023-2031 82,000 units



Affirmatively Furthering the Fair Housing law

- Address exclusion and discrimination
- Create housing access in high-opportunity neighborhoods
- Bring opportunity to segregated and underserved neighborhoods



Address Environmental Justice

- Incorporate Environmental Justice policies as required by State Bill 1000 (2016)
- Adopt policies in General Plan to address “unique or compounded health risks”



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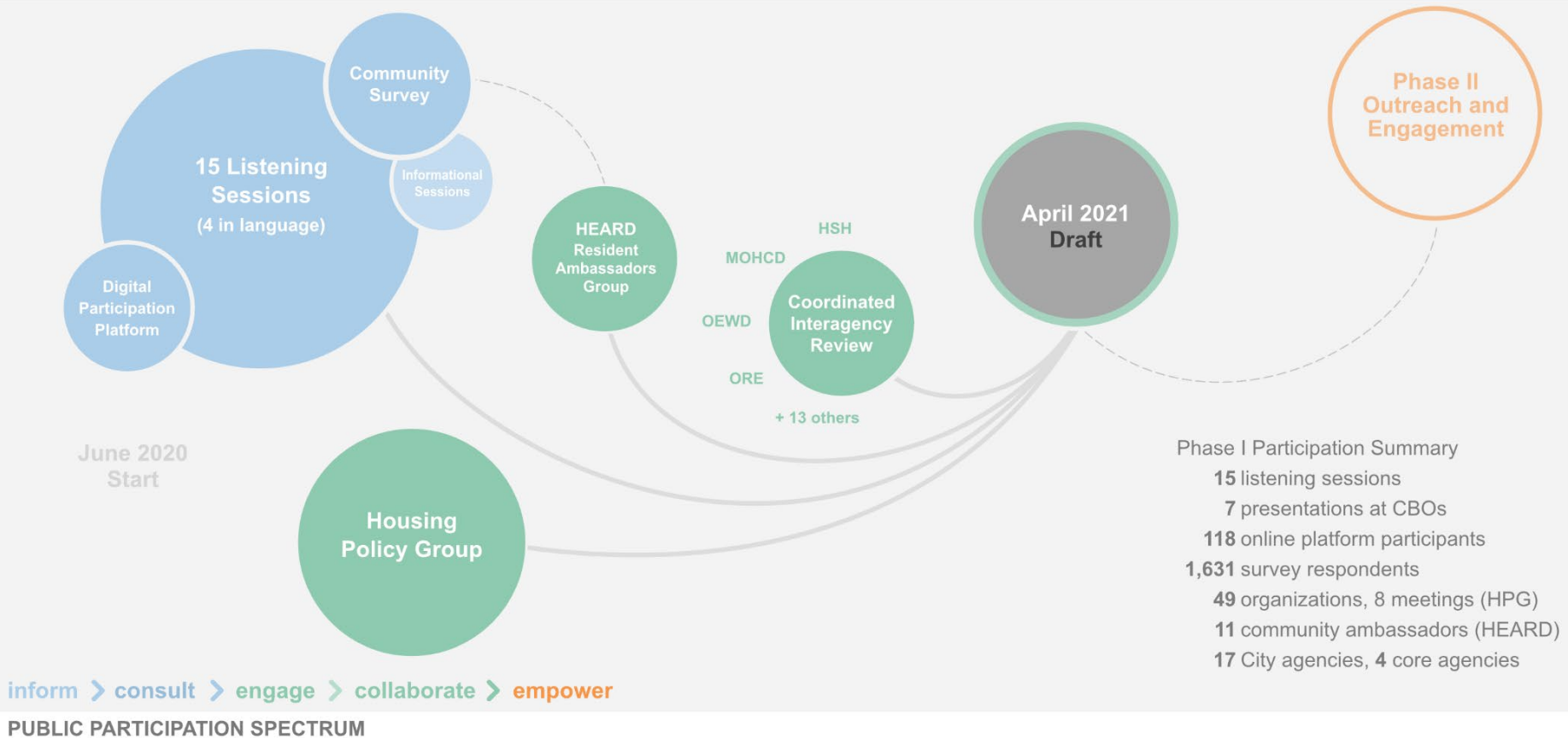
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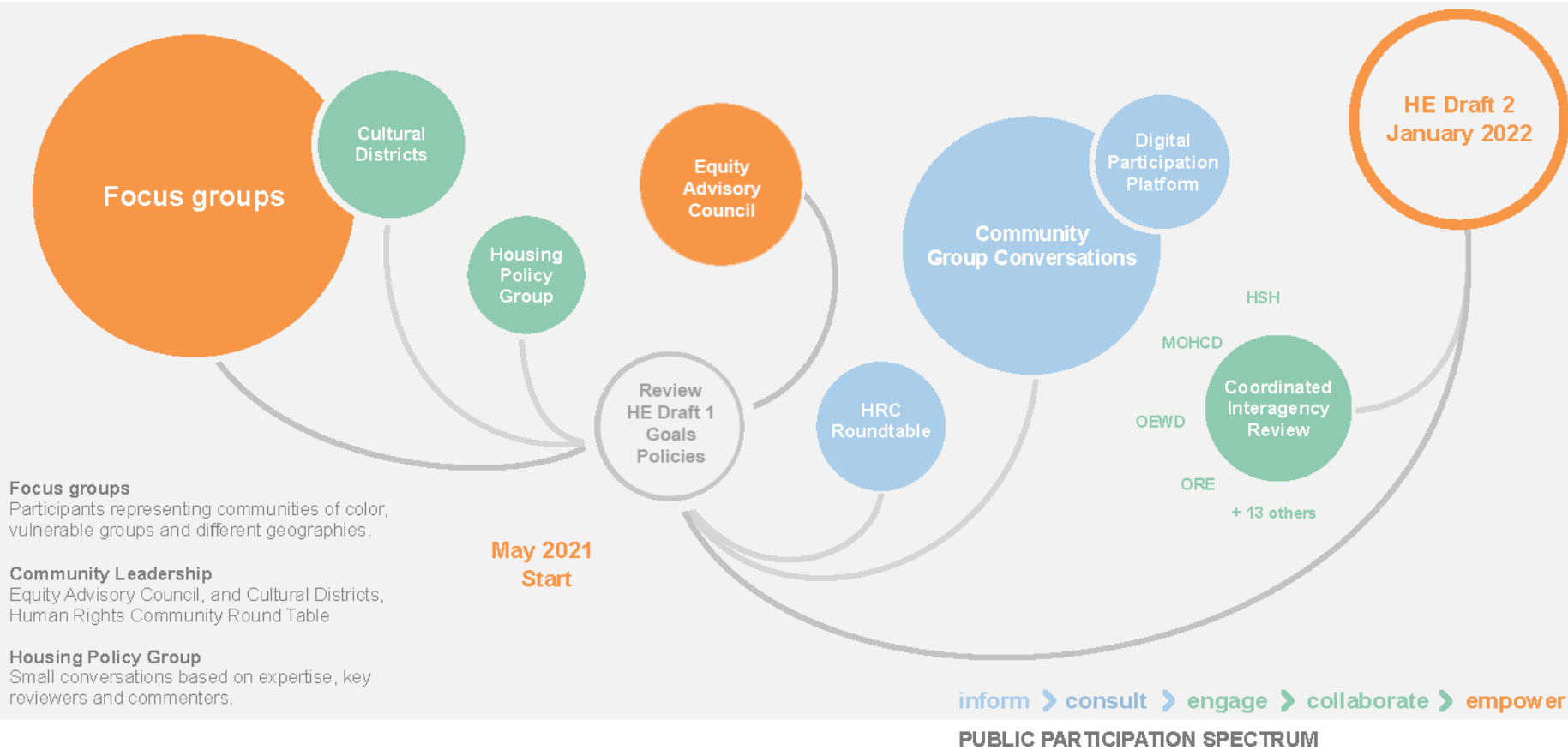
Planning Process and Major Milestones



Phase I Outreach and Engagement: Process and Components

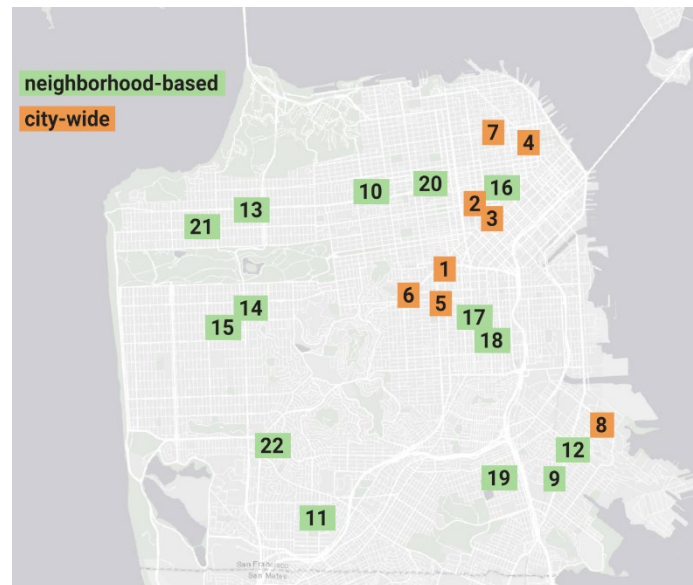


Phase II Outreach and Engagement: Process and Components

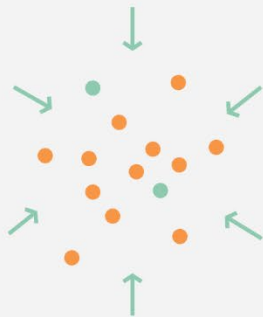


Phase II Focus Groups: 22 Cohorts

FG	Neighborhood	Target Community	Community Partner
1	Citywide	LGBTQ+ youth/unhoused	UCSF Alliance Health Project
2 & 3	Citywide	People with disabilities & seniors	Senior Disability Action
4	Citywide	Filipino community	International Hotel Manilatown Center
5	Citywide	American Indian community	American Indian Cultural District
6	Citywide	LGBTQ+	Castro LGBTQ+ Cultural District
7	Citywide	Transitional youth	SF Rising
8	Bayview	Black Transitional youth	BMagic & 3rd St YCC
9	Bayview	Black community	African American Arts and Cultural District
10	Fillmore/ WA	Black community	Booker T Washington Community Center
11	OMI	Black community	I.T. Bookman Community Center
12 & 13	Bayview & Richmond	Cantonese-speaking Moderate to very low-income	CYC Bayview & Richmond
14 & 15	Sunset	Cantonese-speaking Moderate to very low-income	Wah Mei School & AWRC
16	Tenderloin	Cantonese-speaking	Tenderloin People's Congress
17 & 18	Mission	Spanish speaking, Latino (a,e,x) seniors, families & youth	Mission Food Hub
19	Excelsior	Spanish speaking, Latino (a,e,x) families	Family Connections Centers
20	Japantown	Japanese-American	Japantown Cultural District
21	Richmond	Moderate to very low-income	Richmond Neighborhood Center
22	Ingleside/west of twin peaks	Moderate to very low-income	ASIAN, Inc



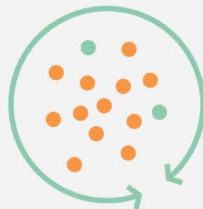
Phase II Focus Groups: Partnership Framework with CBOs



Convene

8-10 hours

Nominate, invite, and coordinate
with focus group participants



Co-host

18-20 hours

Convene
Co-design focus group
Co-host focus group
Provide translation and event
related support services



Co-facilitate

30-35 hours

Convene
Co-host
Lead facilitator role
Collect post-event feedback

Phase II Focus Group: Details

22 focus groups

21 community partners

183 participants
Participant gift cards: \$100/person

2 convening partners

2 co-hosting partners

16 co-facilitating partners
Total of \$70K for CBO compensation
(between \$1000 to \$3,500 each)

4 conversations in Cantonese

3 in Spanish

15 in English

6 in-person events

16 virtual conversations



Focus group participants
demographics



51%

Income: Less than \$50K



19%

Income: \$50K - \$70K



14%

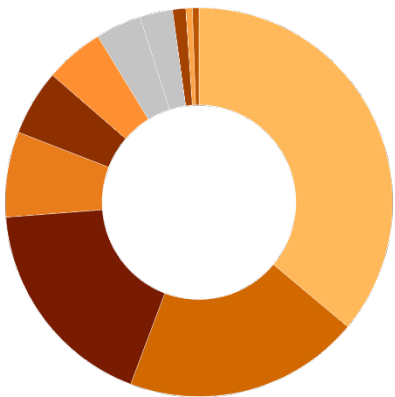
People with Disabilities



28%

Families with Children

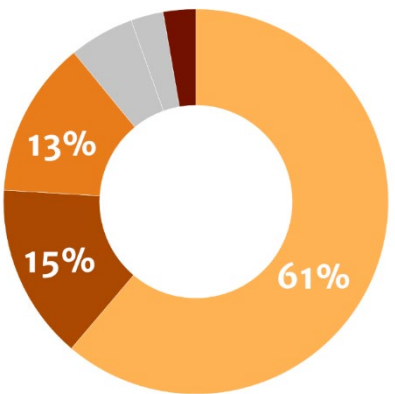
Phase II Focus Group: Participant Demographics



Created with Datawrapper

Ethnicity/Race

- East Asian (e.g. Chinese, Japanese, Korean, Taiwanese) (36%)
- Hispanic, Latino, or Latinx (20%)
- Black, African-American, or African descendant (18%)
- South East Asian (e.g. Filipino, Vietnamese, Cambodian, Thai, Burmese, Indonesian, Laotian) (7%)
- American Indian (5%)
- White, European, or Caucasian (4.9%)
- Prefer not to answer (3.8%)
- Other not listed (2.7%)
- Native Hawaiian or other Pacific Islander (1.1%)
- Middle Eastern or Northern African (0.5%)
- South Asian (e.g. Indian, Pakistani, Nepali, Bangladeshi) (0.5%)



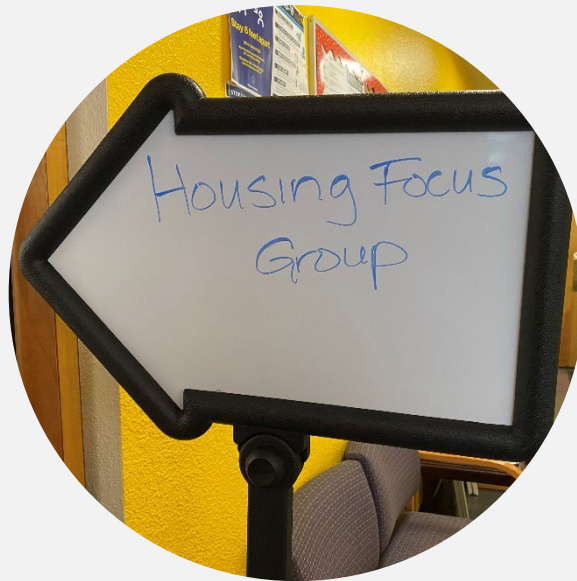
Housing status

- Renter (61%)
- Home-owner (15%)
- Living with family or not paying rent (13%)
- Prefer not to answer (5%)
- Other not listed (2.7%)
- Un-housed or in an unstable housing situation (2.7%)

Focus Group Pilot: Purpose and Process

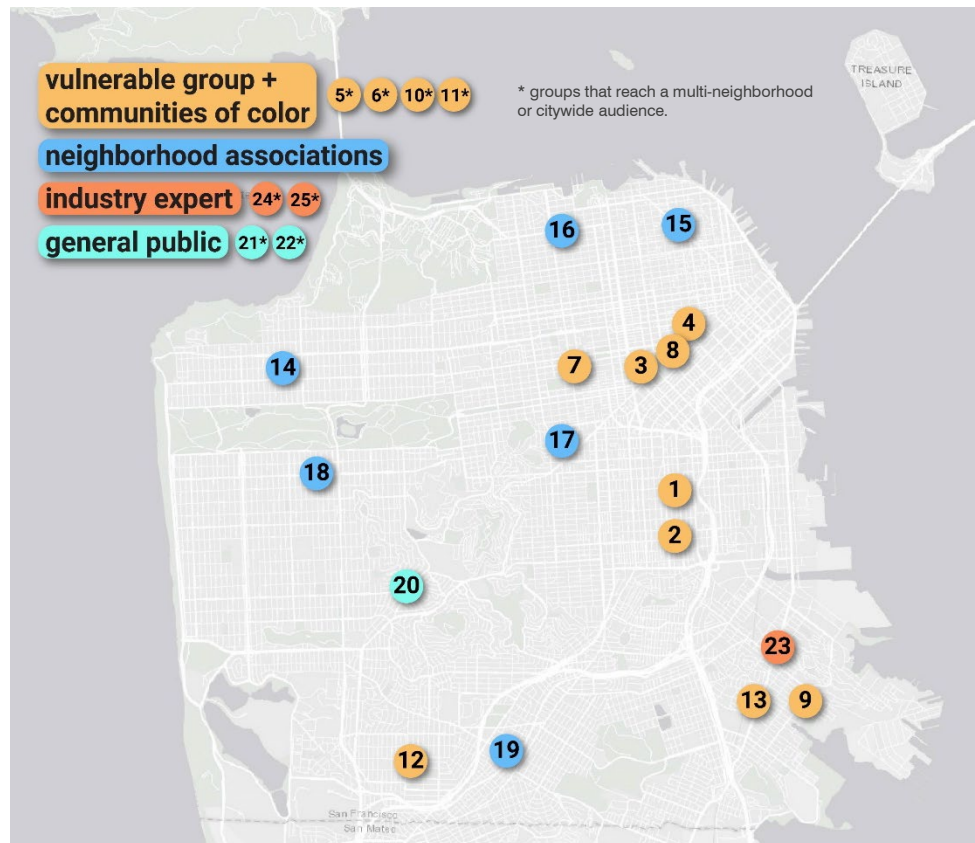


Elevate the voices of very low to moderate income households particularly communities of color, and vulnerable groups



Phase II Outreach and Engagement: Community Conversations

	Community/Neighborhood Group	Community
1 & 2	Latino Task Force	Vulnerable groups and communities of color
3	SF Youth Commission	
4	Larkin Street Youth Services	
5	Senior & Disability Action	
6	MegaBlack	
7	Mo'MAGIC	
8	Tenderloin People's Congress	
9	BMAGIC	
10 & 11	HRC Roundtable	
12	OMI Community Collaborative	
13	Bayview-Hunter's Point	Neighborhood associations
14	Planning Association for the Richmond	
15	North Beach Neighbors	
16	Golden Gate Valley Neighborhood Assn.	
17	Duboce Triangle Neighborhood Assn.	
18	Mid-Sunset Neighborhood Assn.	
19	Cayuga Neighborhood Improvement Assn.	General public
20	Coalition for San Francisco Neighborhoods	
21	SF League of Conservation Voters	
22	SF YIMBY	
23	Open Door Legal	Industry experts
24	SPUR	
25	Building Trade Public Policy Committee	



Phase II Outreach and Engagement: Housing Policy Group Discussions

1. Repairing past harms
2. Building housing in High Opportunity Areas
3. Strengthening and Stabilizing Priority Geographies
4. Middle Income Housing
5. Small and Medium Sized Buildings
6. Increasing Accountability for the Housing Element (x2)



Housing Policy Group Participation: Details

7

meetings
total

27

total orgs

Attended multiple meetings

- Habitat for Humanity*
- Council of Community Housing Organizations
- Bayview Hunters Point Community Advocates/Southeast Community Council
- California Consortium of Urban Indian Health
- Homeownership SF
- Japantown Cultural District
- Japantown Taskforce
- Livable City
- San Francisco Apartment Association
- San Francisco Electrical Construction Industry*
- San Francisco Housing Action Coalition
- Senior Disability Action
- SPUR
- Wah Mei School*
- YIMBY Action
- YIMBY Law

Attended 1 meeting

- African American Reparations Advisory Committee*
- African American Arts and Cultural District*
- American Indian Cultural District
- Good Jobs First*
- HRC/Dream Keeper Initiative*
- Midpen Housing*
- Open Door Legal
- Richmond Neighborhood Center*
- San Francisco Foundation
- San Francisco Housing Development Corporation
- The John Stewart Company*

* Participated for the first time in Phase 2

Written Comments and Letters Received

- Race & Equity in all Planning Coalition
- Golden Gate Valley Neighborhood Association
- SF Land Use Coalition
- SF League of Conservation Voters
- SPUR
- Miraloma Park Improvement Club
- Digital Participation Platform

Incorporating Input into Draft 2: Steps

Code



Annotate and organize input received by variables such as:

- Positionality
- Topic
- Reflection

Analyze



Process and summarize input based on:

- Topic
- Priorities for various groups

Modify



Modify draft Housing Element guided by:

- principles of racial equity and state requirements
- City agencies and community experts

Report



Report back to participants and the public how input shapes Draft 2 goals, policies, and actions

Incorporating Input into Draft 2: Coding Overview

	A	B	C	D	E	F	G	H	I	J	K
	Event ID	Audience/Positionality	Prompt (Optional)	Comment summary	Primary subject identity	Secondary subject identity	Topic	Sub-topic	Suggests new idea? (1=Yes, 2=No)	Associated Draft 1 Policy or Action	Type or Reason (0=Inform/Clarify, 1=Reinforce/Amplify, 2=Critique)
1											
58		56 Youth/TAY	the Housing Element are most likely to prevent further displacement?	increasing financial supports and increasing deeply affordable housing opportunities are most likely to prevent further displacement.							
59		56 Youth/TAY	What would 'right to return' mean for your community?	People are able to live in the neighborhoods that they grew up in, raise their kids, and generations to come in these neighborhoods also.			Community stability and tenant protections	Other community stability considerations	1	Action I.9J, I.12G, Policy II.5, III.2, Action III.5A, Policy I.6, Action I.7D, I.9J, I.9J	0
60		56 Youth/TAY	engagement process would be needed to ensure your community is empowered to guide, monitor and implement policies and actions related to housing?	The City should host community meetings that are open to the public, have resource fairs in public schools, and choose leadership that is reflective of the community they serve.			Equity-Centered Processes and Community Engagement	Other community engagement considerations	1	Policy II.2, II.3	1
61		56 Youth/TAY	What type of new housing would you like to see built in your community?	Rehabilitation housing, TAY housing	Transitional-aged youth and students	Mentally-ill, formerly incarcerated, victims of abuse	Diversity of housing types	Other housing types	2	Policy I.3C	0
62		56 Youth/TAY	Who should this new housing be for?	All TAY youth - young mothers, lgbtq+ tay, foster youth and youth involved in the juvenile justice system.	Transitional-aged youth and students	LGBTQ+	Diversity of housing types	Other housing types	1	Policy I.3C	0
63		56 Youth/TAY		creating housing in areas with more resources is beneficial	High-Opportunity Neighborhoods		Housing Production		2	Action IV.2B, VI.2B	1
64		56 Youth/TAY	Where should we build new housing?	Treasure Island, the mission, Bayview district & downtown tenderloin area	Priority Neighborhoods		Housing Production		2	Action II.5A, Policy III.1, III.3,	0
65		56 Youth/TAY	what type of amenities and public infrastructure investments should be prioritized to better prepare these neighborhoods to receive more housing?	transportation and community centers			Equitably resourced, vibrant, and walkable neighborhoods	Transit improvements	2	Policy IV.5, VI.2, VI.3, Action III.1C, IV.4B,	1
66		56 Youth/TAY	How should the City invest public funding to support housing for moderate- and middle-income families and individuals?	housing grants and vouchers, rent protection and forgiveness programs	Low-income households	Tenants of subsidized housing or SROs	Community stability and tenant protections	Housing vouchers & rent subsidies	2	Action I.1H, I.10A	1
67		56 Youth/TAY	What would be the best way to approach community engagement for new housing in your community? What has or hasn't worked in the past?				Equity-Centered Processes and Community Engagement	Other community engagement considerations	1	Policy II.2, II.4, II.5, III.2	0



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Racial and Social Equity Impact Analysis: Questions

1. What racial and social disparities are found in the environmental and socioeconomic conditions experienced by American Indian, Black, and other people of color and other marginalized groups?
2. How could implementation of the Housing Element 2022 Update improve, stabilize, or worsen the racial and social disparities experienced by these communities?
3. In areas where the analysis anticipates that the Housing Element will worsen inequities, what policies and actions should be modified to address those?

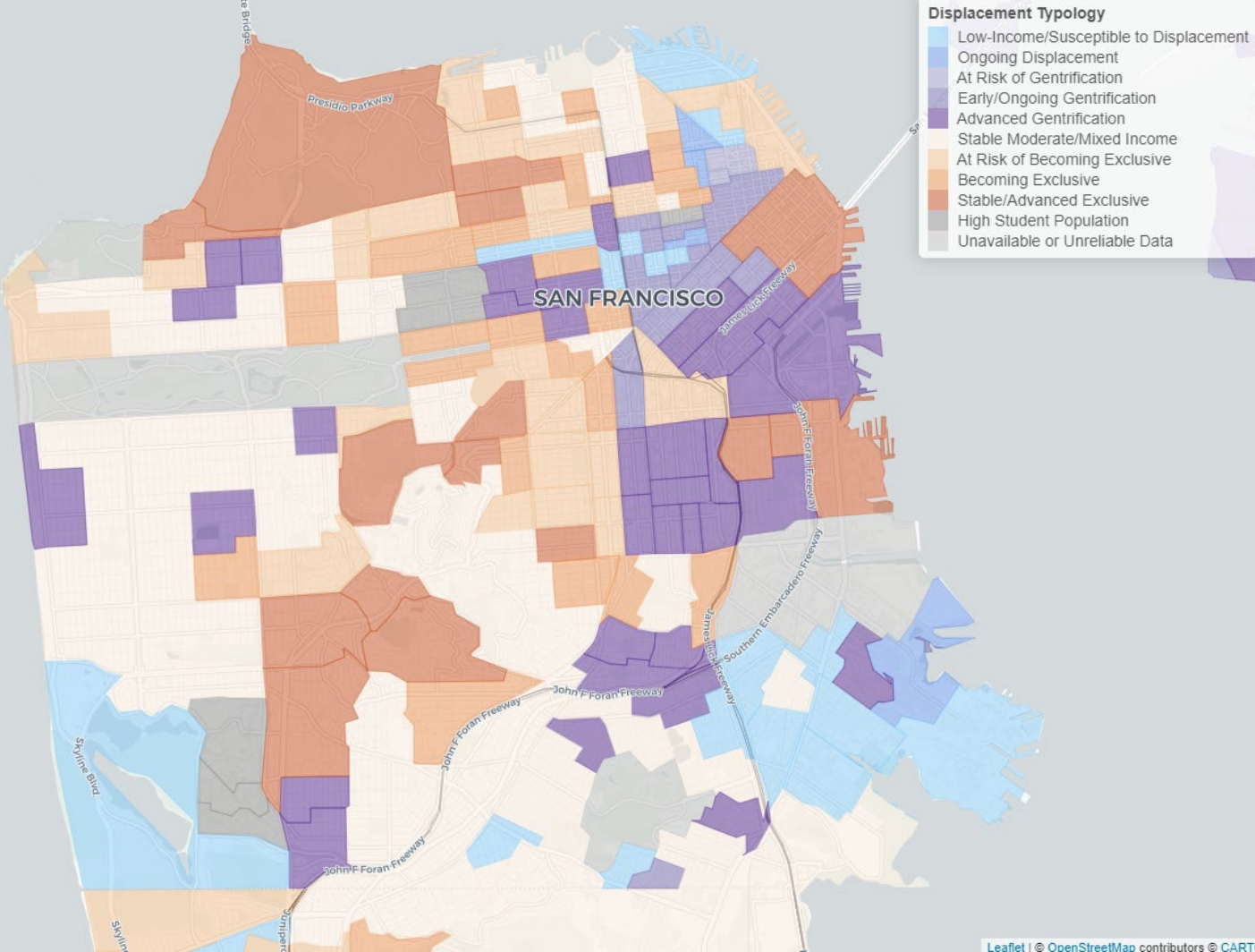
Racial and Social Equity Impact Analysis: Scope

- How would different geographies and cultural/racial groups be affected by the Housing Element 2022 policies and actions?

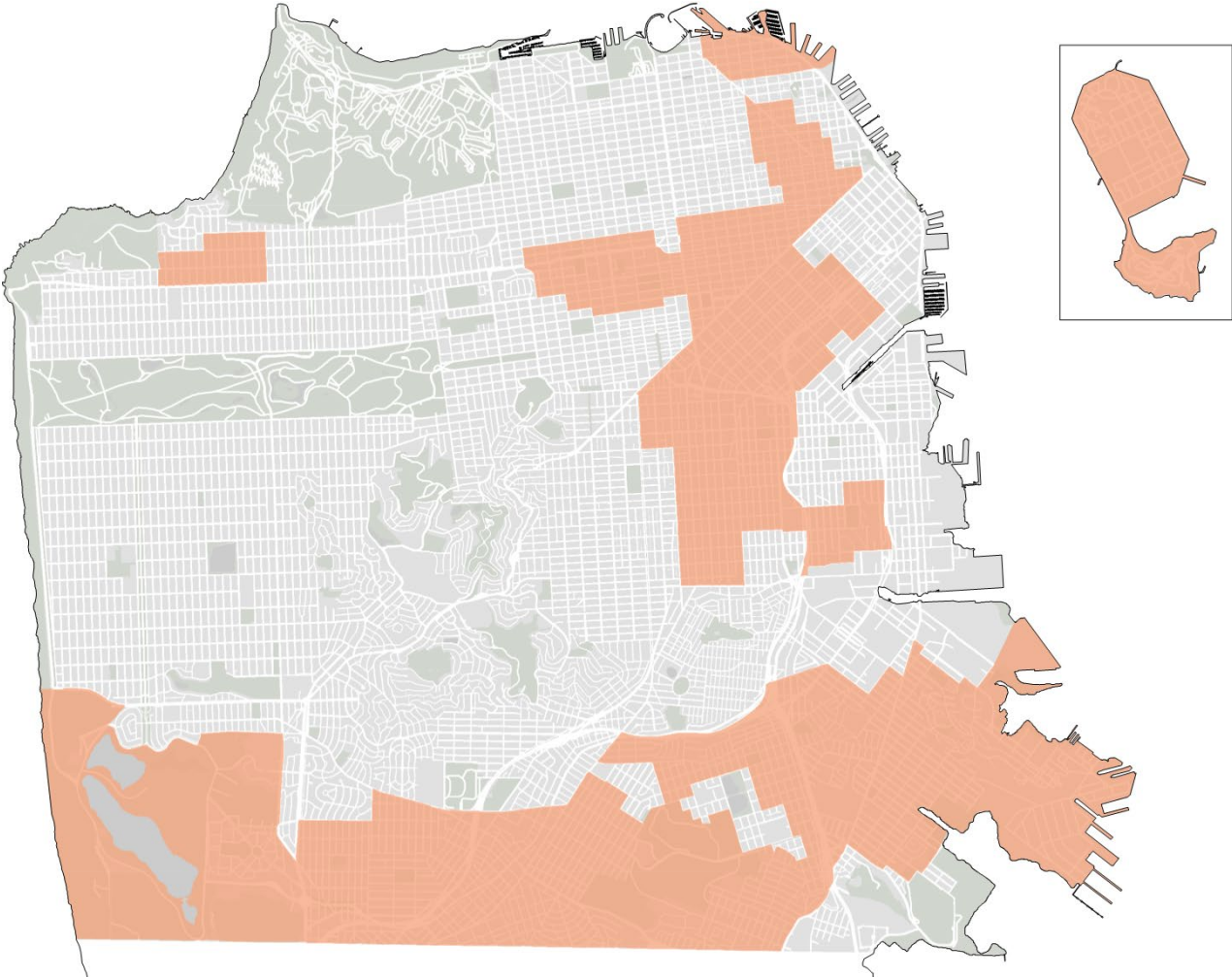
Topics could include: access to stable housing, cultural resources, quality of life issues such as access to transportation and recreation, or health and resilience issues such as (air quality, noise, hazardous materials, sea level rise)

- What scale of anti-displacement and/or affordable housing investments could help prevent displacement within various geographies of the city?
- What specific strategies could help direct private investments to serve middle- or moderate-income households?
- What are the metrics for addressing racial and social equity that would guide accountability?

Areas Undergoing Displacement and Gentrification



Priority Geographies

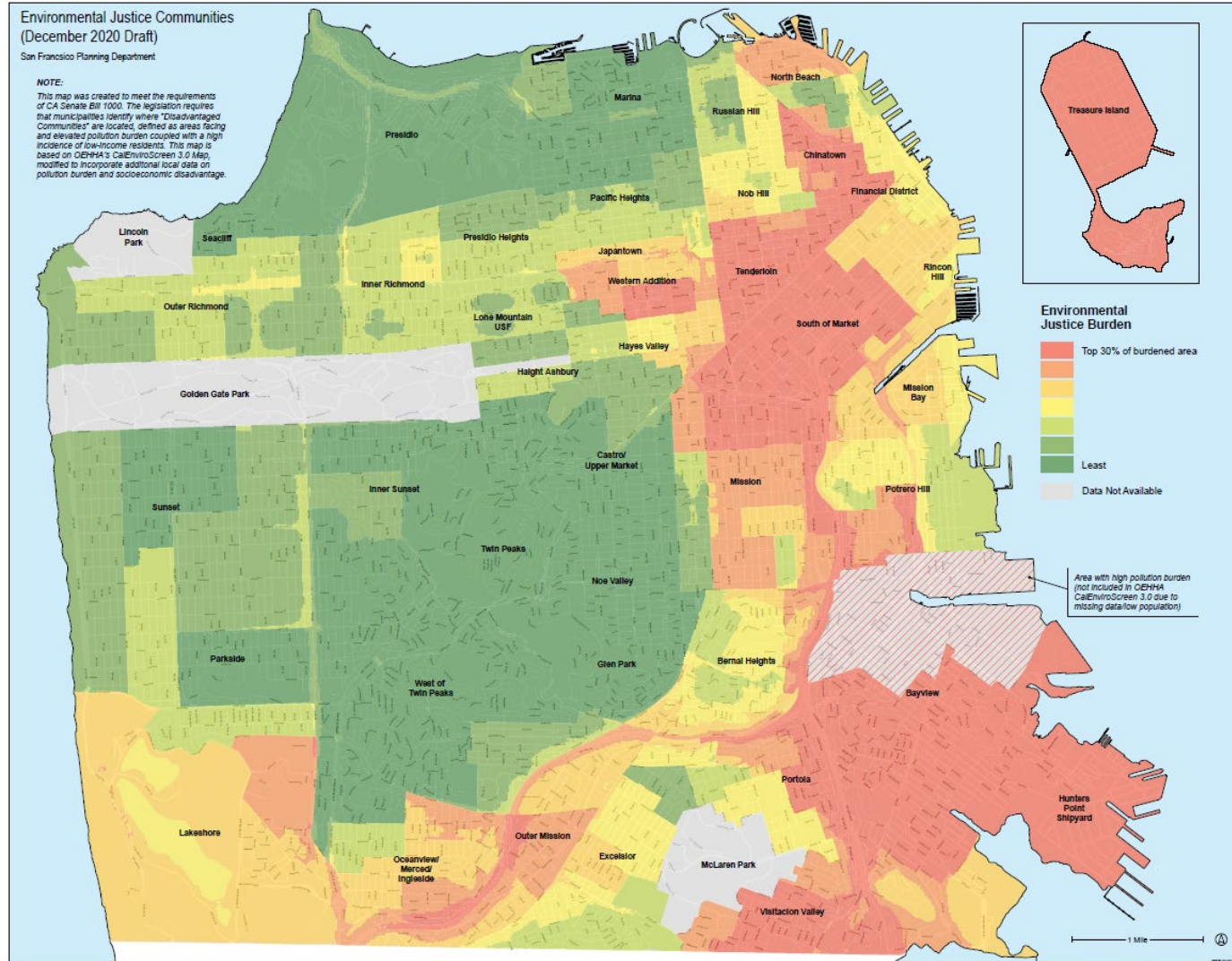


Environmentally-Burdened Communities

Environmental Justice Communities
(December 2020 Draft)
San Francisco Planning Department

NOTE:

This map was created to meet the requirements of CA Senate Bill 1000. The legislation requires that municipalities identify where "Disadvantaged Communities" are located, defined as areas facing and elevated pollution burden coupled with a high incidence of low-income residents. This map is based on ODEPH's CalEnviroScreen 3.0 Map, modified to incorporate additional local data on pollution burden and socioeconomic disadvantage.



Racial and Social Equity Impact Analysis:

Community Review Process

- Separate interviews with community experts
- Small working group of community advocates and City agencies
- Public review process on drafts published

Environmental Impact Report: Scope

- Evaluating the physical environmental impacts of foreseeable outcomes of the draft policies and actions in 2050 against the foreseeable outcomes of existing policies in 2050.
- EIR also studies Plan Bay Area, an eastside focused alternative and a preservation alternative



Allowing small multi-family buildings near transit:
Removing density limits within 800' buffer around SFMTA 5-minute network and lines 33, 43, and 44

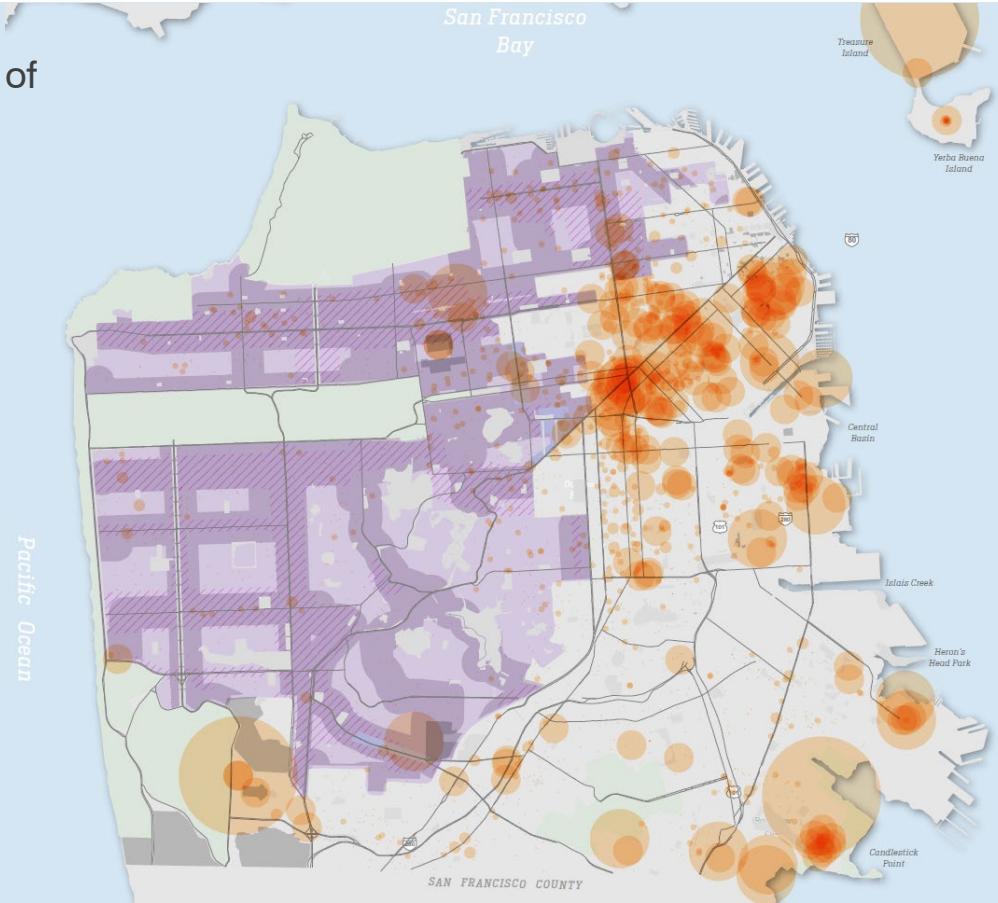


Allowing midrise multi-family near transit:
Increasing height around a select group of routes within one or two blocks, or certain NC corridors



Allowing 4-plexes: within areas that fall outside of the buffer in high resource areas

Corridors considered for height increase: 17th and Market/Castro, 19th Avenue, California, Church, Divisadero, Geary, Judah, Junipero Serra, Lombard, Noriega, Ocean, Park Presidio, Sloat, Sunset, Taraval, Union, Van Ness





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Policy Shifts: **Input Highlights**

HOMEOWNERSHIP AS REPARATIONS

**Priorities for
American-Indian and
Black households**

**Priorities for other
communities directly
displaced by government
action (for example:
Japanese and Filipinos)**

**Supporting ownership
models that allow
building greater wealth
(land trusts and shared
equity)**



Photo credit: RWK/AP

“A lot of our [American-Indian] families are here in San Francisco through the Relocation Program. Part of that deal was that government would help with housing—that was part of the plan, supposedly—and I don’t think many families got help with housing. I know my family didn’t.”

[American-Indian FG]



Photo credit: David Johnson

“Black people built many of San Francisco’s thriving neighborhoods, with businesses, food, and services that met many of the Black community’s needs and wants. Redevelopment and urban renewal took a lot of this away. The people who helped these neighborhoods grow (and their kids) should be prioritized above folks who are newer or just arriving in the housing lottery.”

[OMI FG]



Photo credit: The Chronicle

“The effect of [Japanese] Internment on the community played a role in the community being vulnerable to redevelopment...”

“The reality of Redevelopment and the aftermath means there’s a challenge for the dispersed community throughout San Francisco and other places to stay connected with Japantown.”

“The effect of displacement on Japanese American families in the long-term caused the erosion of authentic, vibrant, alive culture.”

[Japantown Listening Session]

RIGHT TO HOUSING

City Commitment

“City services across the board have to recognize right to housing (not just the Housing Element).”

“How does the right to housing get funded?”
[Sunset FG]

Dignified housing without overcrowding and substandard conditions

“There are families that we have to make do with living in a single room, living with two or three children. To pay for the apartment we need three or four families and the living conditions aren't good... there is the violence that exists between all the families sharing the apartment.”

[Spanish-speaking Excelsior FG]

Access to housing in all neighborhoods

“The right to choose where, and not be told where depending on your income.”
[Japanese-American FG]

WEALTH BUILDING

Teaching financial literacy and wealth building to youth.

“Courses to manage your money, build your credit, navigate through the systems. [This] **should be taught in schools** not only through organizations.”
[BMAGIC FG]

Access to well-paid jobs

“You give us low-income jobs, no jobs, got us on drugs.”
[Bayview FG]

“[I want the] city to give people who lost their jobs the opportunity to keep their homes through job options instead of assistance.”
[Spanish-speaking Excelsior FG]

EXPAND ACCESS TO AFFORDABLE HOUSING

Latinos with seasonal jobs, without required credit history

Increase deeply affordable housing for American Indian, Black, Latinos(as,es), and other communities of color

Target financial readiness, and education to improve eligibility

“I see it as somebody opens the door again for the black community to come back.”

“It means to prioritize BIPOC communities for opportunities for housing.”

[Fillmore FG]

Priorities for those who have been on waiting lists for long and/or those who have resided in the city for a long time

HOUSING STABILITY

LGBTQ+ community needs proximity for their community to thrive and permanently affordable housing that is free from discrimination, to feel safe and build community building esp. for newly arrived queer refugees

Seniors need alternative housing beyond traditional homeownership or renting, with operating subsidies, near transit, and on-site or proximity to services

Transitional Aged Youth need permanently affordable housing in healthy neighborhoods away from drugs

Education and outreach through CBOs – resource community hubs

“Support for community centers helping people find housing. Support for people managing the cases – overworked and burnt out.”

[Manilatown FG]

WHERE AND WHAT TYPE OF HOUSING?

Some communities of color want to stay in their neighborhood where their community lives.

“The Cultural District would be my ultimate dream, a building with a gym and free parking, community room, right next to the Cultural Center.”

[American-Indian FG]

“The apartments need to be in places where the community is...
If you make the housing in those places where the American [reference to Caucasian and/or wealthier families] lives, we won’t feel welcome. We feel rejected.”

[Spanish-speaking Mission FG]

WHERE AND WHAT TYPE OF HOUSING?

At the same time many expressed a desire to live in the *nicer* or *safer* neighborhoods...

“Not only in high crime areas but also in nicer neighborhoods– maybe also reducing crime in the neighborhoods some people want to stay or live.”

[American-Indian FG]

“We also shouldn’t be focused on where it is – wherever there is open space, we should build housing. The Sunset is fine, the Richmond is fine. You don’t have to shove poor people altogether in a neighborhood.”

[Chinese-speaking Tenderloin FG]

“Why build more in downtown when there’s plenty of resources in the west? Why didn’t they do that first? Why did we end up with this pattern of growth?”

[OMI FG]

WHERE AND WHAT TYPE OF HOUSING?

Embracing more housing, where it hasn't been built near high-quality resources.

For middle-income, seniors, larger households, and in mixed-income multi-unit buildings.

“I think that there's enough transit service available in the Richmond with buses like the 5 (Fulton) and 1 (California). What we really need is more housing. Many of the new developments are one to two stories.”

[Chinese-speaking Richmond FG]

“The Eastside cannot absorb all of this housing construction. There needs to be some relaxation on the West side to build more multifamily units.”

[People with disabilities FG]

“There is a dire need on the west side (including Sunset, Richmond) [for] senior housing.”

[Ingleside/West of Twin Peaks FG]

“Many people who are considered middle income have left because they can't afford to live here. My children have left even though I wanted them to stay.”

“The middle income is left to survive on our own.”

[Richmond FG]

ACCOUNTABILITY

Call for accountability to advance racial and social equity

“We lose engagement once people feel like they are not heard.”

[Accountability Housing Policy Group meeting]

“Set yourself accountable for what you’re saying and moving it forward.”

[American-Indian FG]

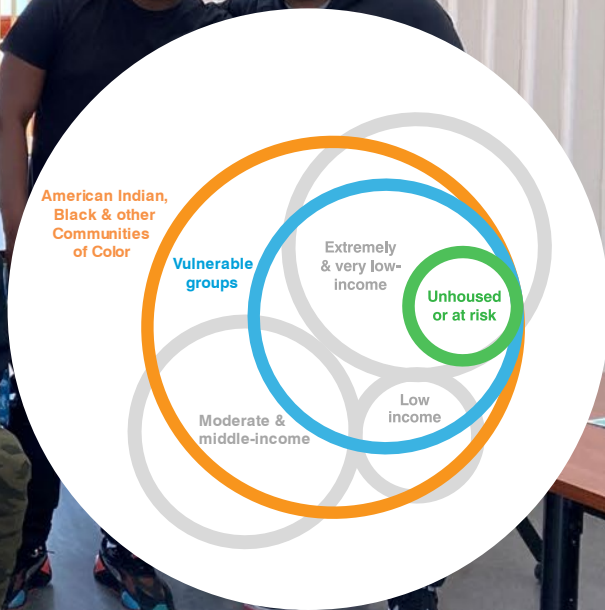
“Talk is cheap, we need actions, quick. In a few years, there won’t be any of us left.”

[OMI FG]

Accountability means sharing of power.

- Identifying the right forums at community/neighborhood levels
- Frequent reporting of progress
- Priority actions/metrics specific to different communities

Housing Plan: Path Forward





Housing Element

2022 UPDATE

*SHAPING THE FUTURE OF HOUSING
IN SAN FRANCISCO*

sfhousingelement.org