



2022 UPDATE



# Housing Element



**San Francisco**  
**Planning**

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April 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.

# TODAY'S PRESENTATION

1. Housing Needs and Challenge
2. Requirements and Process
3. Community Outreach and Engagement
4. Key Policy Shifts



**San Francisco**  
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# TODAY'S PRESENTATION

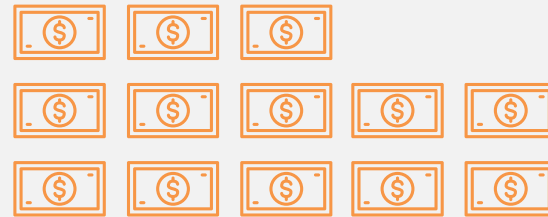
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Median Income for Black Households is less than one fourth of White Households.

SAN FRANCISCO	\$104,552
American Indian / Alaskan Native	\$61,250
<b>Black or African American</b>	<b>\$30,442</b>
Hispanic or Latinx (Any Race)	\$72,578
Native Hawaiian and Other Pacific Islander	\$76,333
Some Other Race	\$ 59,497
Two or More Races	\$114,399
<b>White (Non-Hispanic)</b>	<b>\$132,154</b>



Source: 2018 5 year American Community Survey



American Indian and Black individuals are unhoused disproportionately.

## BLACK / AFRICAN AMERICAN



Unhoused  
**37%**



Total of  
Population  
**5%**

## AMERICAN INDIAN



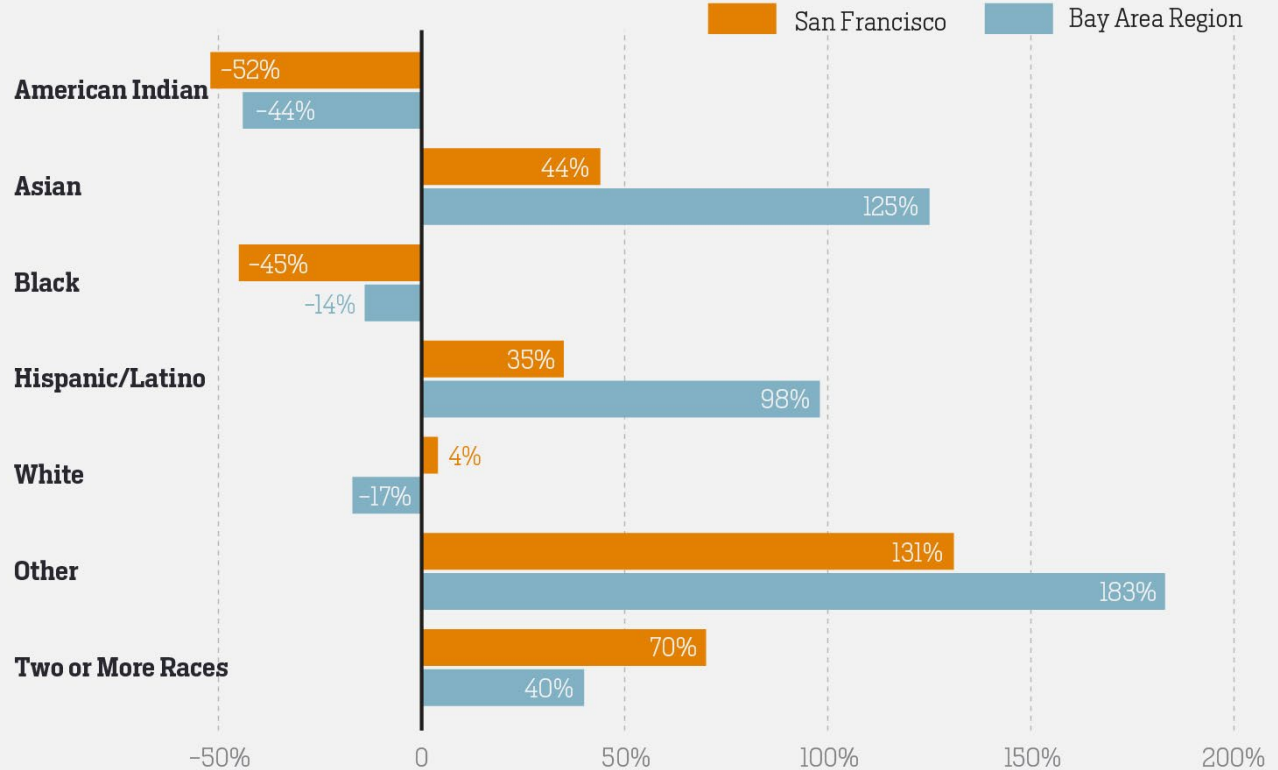
Unhoused  
**5%**



Total of  
Population  
**1%**



American Indian and Black population has dropped significantly.







Black, Latinx, and American Indian households are more likely to be rent burdened\* than a white household.

\*A household is rent burdened if they are spending more than 30% of their income in rent.



51%

BLACK /  
AFRICAN AMERICAN



49%

LATINX



41%

AMERICAN INDIAN

vs



33%

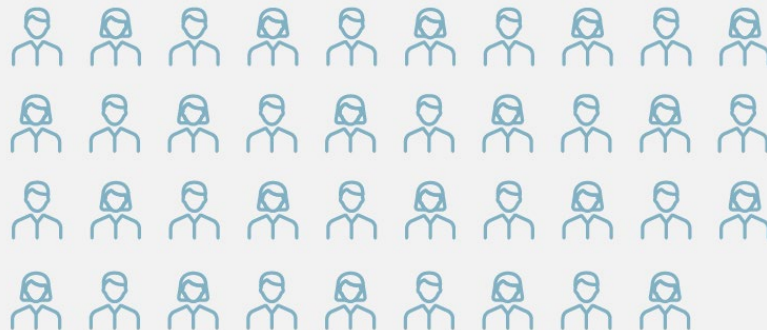
WHITE





Housing production did not keep up with the increase in demand.

**39%** Jobs Change  
2010 - 2019

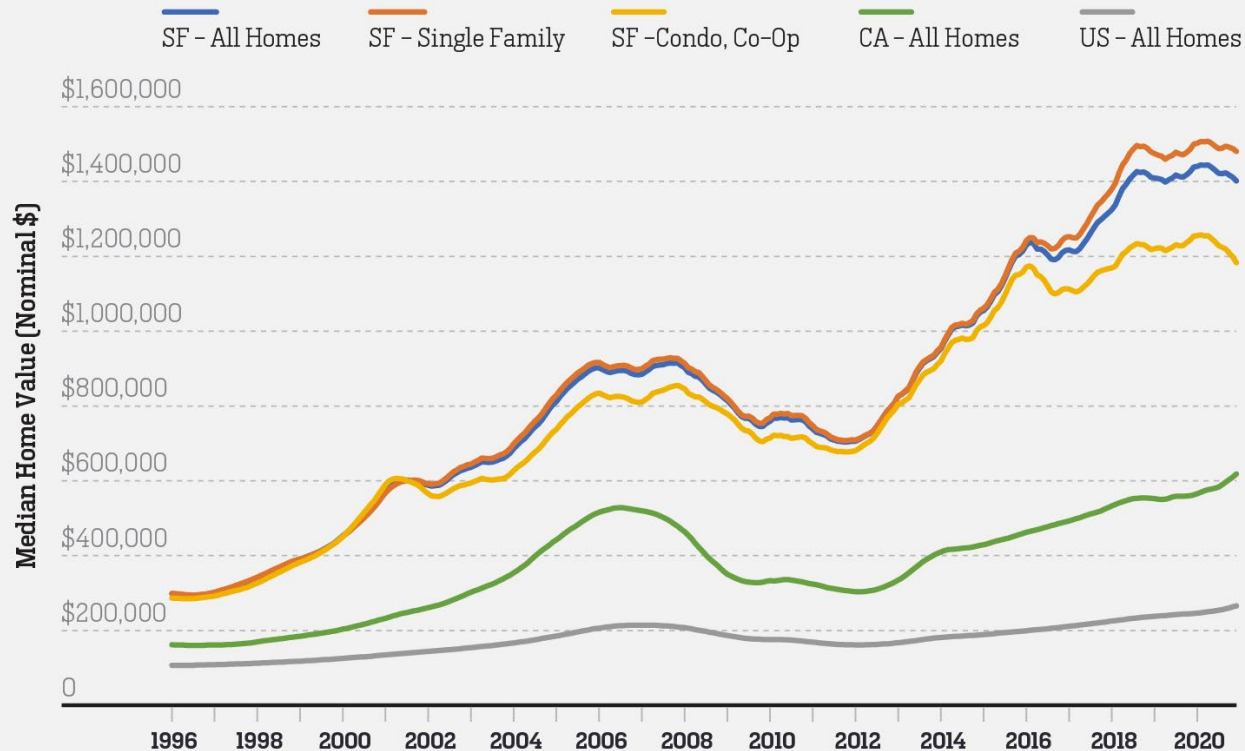


**8%** Housing Unit Change  
2010 - 2019





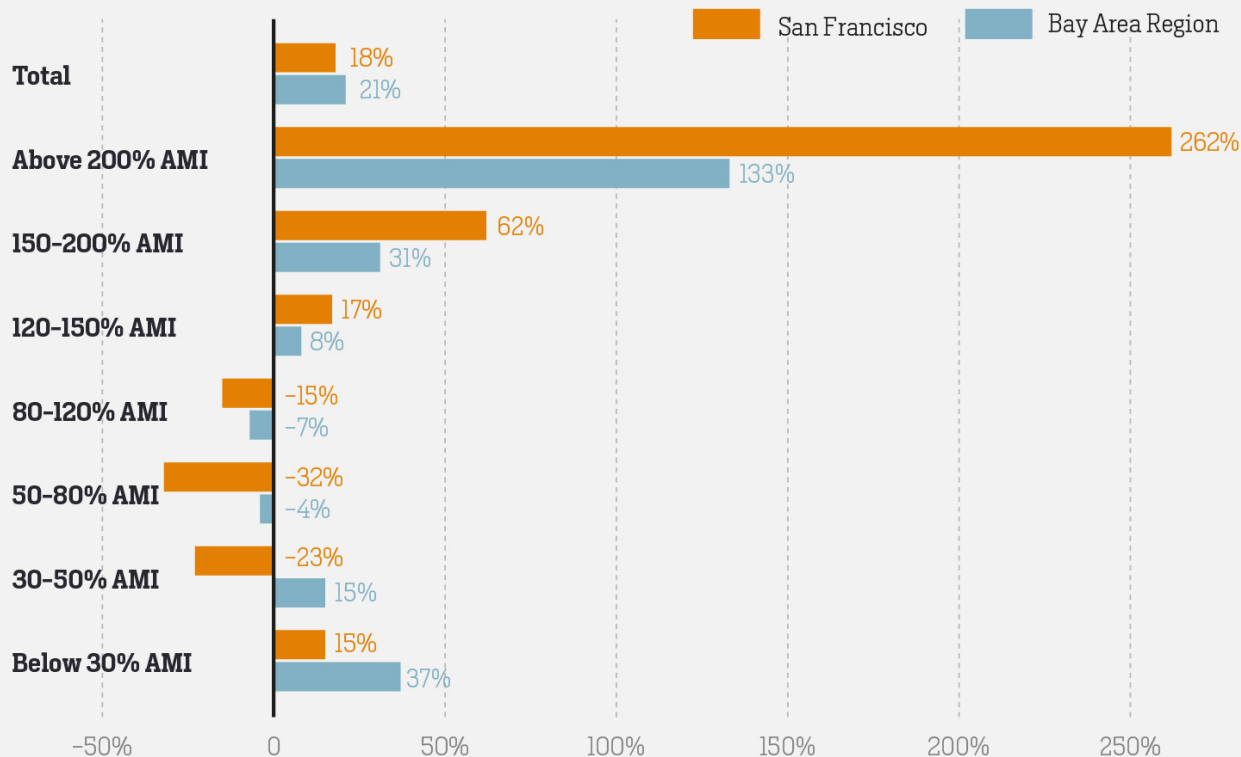
The price to own a home skyrocketed in San Francisco.



*Zillow Home Value Index (All Homes, Single Family, Condo, Co-Op, Smoothed, Seasonally Adjusted) - City, State, Metro & U.S. Levels*



San Francisco's  
higher-income  
population exploded  
replacing low and  
moderate-income  
households.

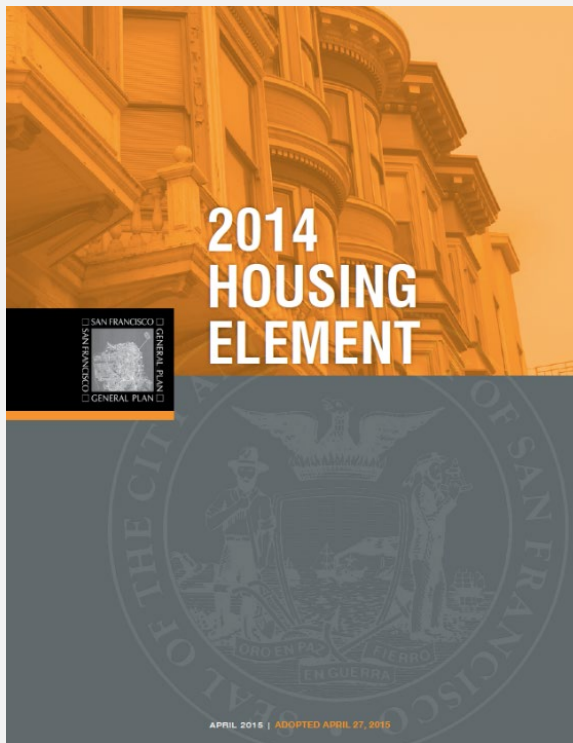




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# How is the Housing Element Used?



## Meet State mandates to:

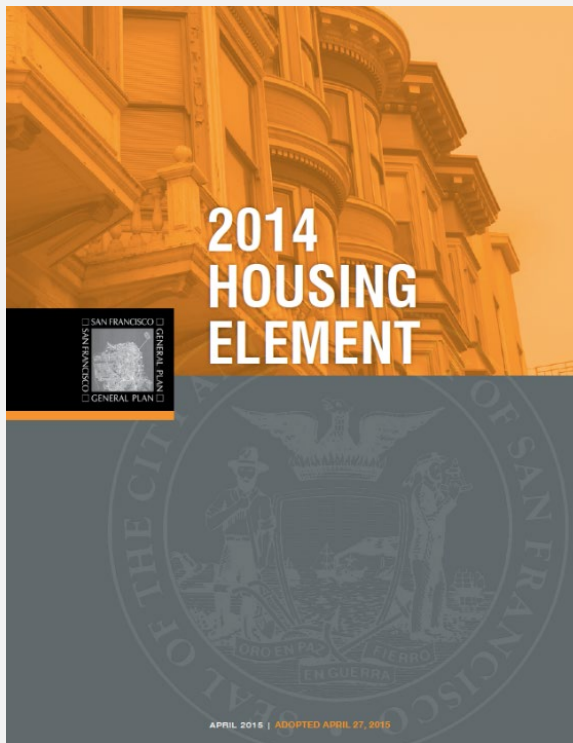
- Maintain the City's eligibility for state **affordable housing funds**
- plan for **certain number of units** estimated by State and regional agencies



## Create a roadmap for the future of housing that:

- represents **the values** our communities hold for the future of the City
- defines **priorities** for housing solutions
- guides **decisions** and **resource allocation**

# How's the Next Update Different?



San Francisco's **first housing plan centered in racial and social equity.**



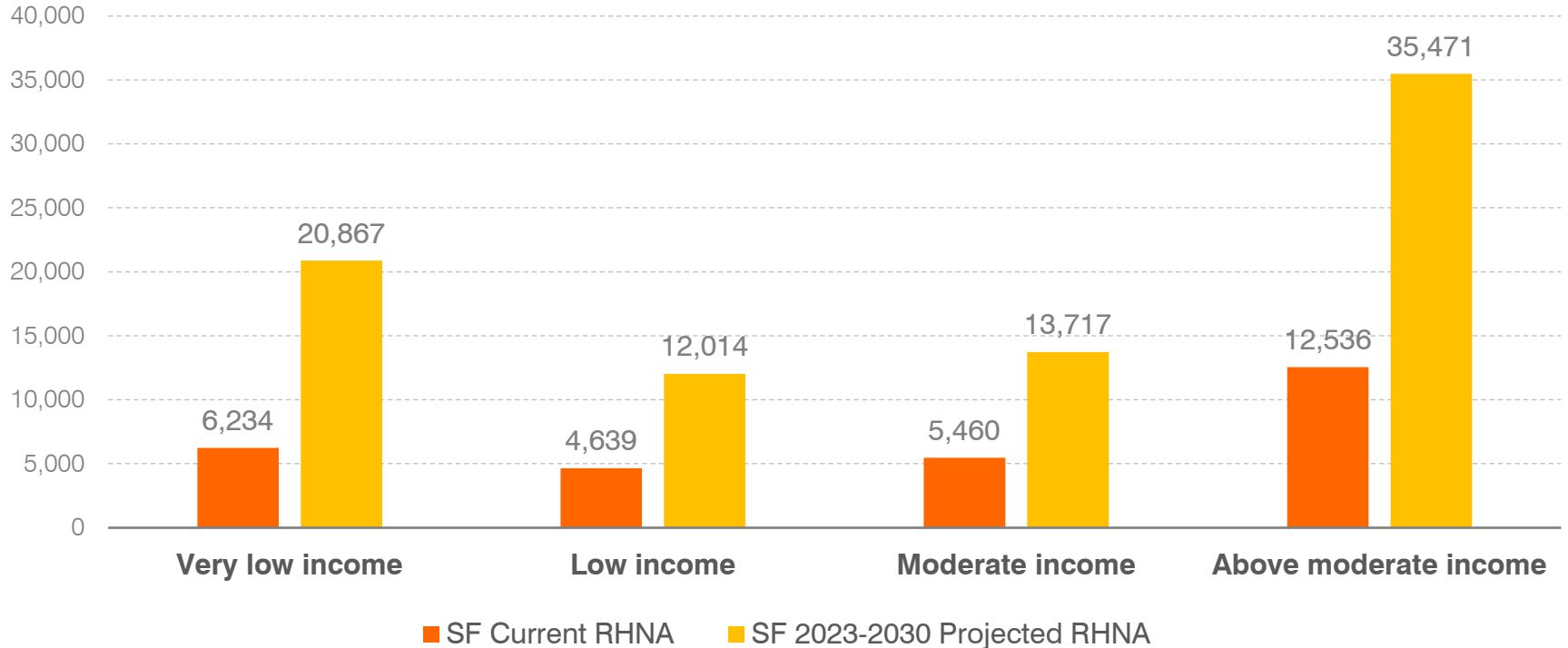
**Major increase\*** in the housing **targets** allocated to SF by the regional and State agencies

(82,000 units vs. 25,000 units )

\* Increase is due to a new formula that factors in existing housing need measured by cost burden, over crowding, etc.

# Current and Estimated Future RHNA Allocation

SF Regional Housing Needs Allocation by Income Level





# Other State Mandates



## Affirmatively Furthering the Fair Housing law

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



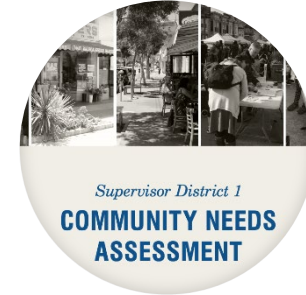
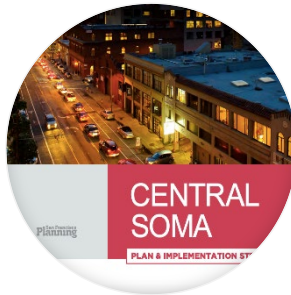
## Environmental Justice

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

# Where Did We Start From?

## PUBLIC PROCESS STARTED IN JUNE 2020:

Including a summary what communities had shared in recent past initiatives.



# 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

# Planning Process and Major Milestones



# Environmental Impact Review

- Notice of Preparation is expected in June to seek input on scoping of the EIR
- Will analyze the impacts of growth under the housing element update, including increased housing in areas with higher opportunity along transit corridors, and within low-density neighborhoods
- Environmental Impact Report will support future legislation and zoning changes



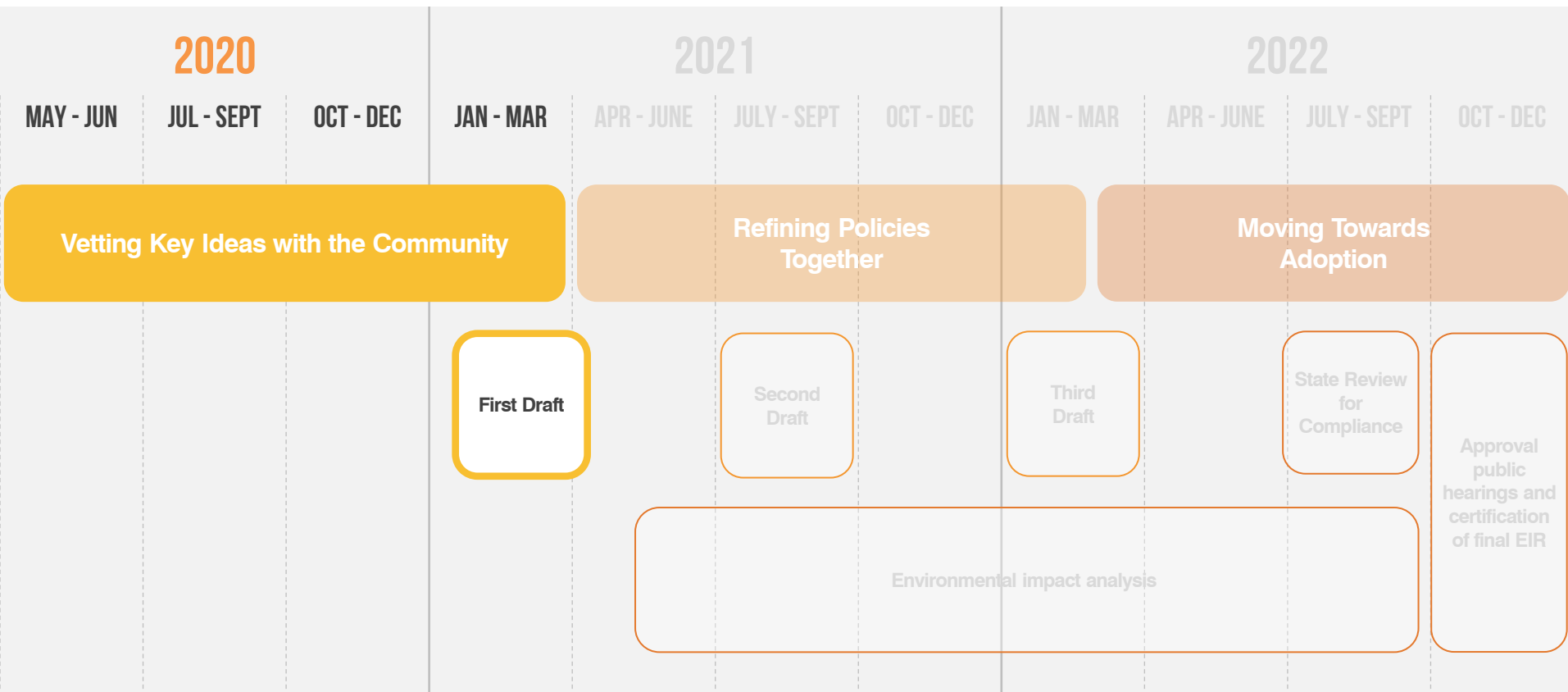
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# Phase I Outreach and Engagement





## Phase I Outreach and Engagement

[illegible]

The screenshot displays a Miro collaborative workspace titled "Chinese Listening Session". The workspace is filled with various sticky notes in Chinese, organized into a flowchart-like structure. The main title at the top is "傾聽活動" (Listening Activity). Below it, there are several sticky notes discussing housing issues, including "可負擔性" (Affordability), "政府應該放寬條例" (Government should relax regulations), "收入限制" (Income restrictions), "政府可提供幫助" (Government can provide help), "政府對於屋主有過多限制" (Government has too many restrictions on landlords), "低收入家庭" (Low-income families), "散戶房住戶的小孩成長" (Children of tenants grow up), "很大挑戰" (Big challenge), "廁所, 廚房" (Bathroom, Kitchen), "晚上外出被袭击" (Attacked when going out at night), "居住者可負擔房屋" (Affordable housing for residents), "居民覺得不安全" (Residents feel unsafe), "條例傾向保護租客" (Regulations tend to protect tenants), "即使錯在租客" (Even if the tenant is wrong), "屋主, 租客如果都失业" (Landlord and tenant both unemployed), "為何只有租客得到保障" (Why only tenants get protection), "不用交房租, 但是, 屋主依然要繳貸款" (Don't pay rent, but landlord still has to pay mortgage), "可負擔房屋, 起建于一些不安全的地区, 如融入, 華人有点担心" (Affordable housing, built in some unsafe areas, like integration, Chinese are a bit worried), "要建多些住屋, 派給華人的比率太低" (Build more housing, the ratio for Chinese is too low), "政府可以考慮, 像美國政府給予華裔家庭房屋" (Government can consider, like the US government giving housing to Chinese families), "提高保護屋主的利益" (Increase protection of landlord's interests), "政府應該提供兩方面的補助, 租客, 房主都要補助" (Government should provide two aspects of subsidies, tenants and landlords both need subsidies), "政府應該放寬條例, 放寬ADU的大綱" (Government should relax regulations, relax the outline of ADU), "因為城市有密度, 現在城市在放寬建屋, 可建5-6 層高" (Because of city density, now the city is relaxing building, can build 5-6 stories high), "收入限制應該得到調整, 以至每個收入階級的人士都能申請" (Income restrictions should be adjusted so that people from every income level can apply), "政府可提供幫助, 令房屋合法化, 降低單章利得稅的收入限制, 令他們更容易申請低收入房屋" (Government can provide help to legalize housing, reduce the income limit of the single chapter tax, making it easier for them to apply for low-income housing), "屋主也有困難, 要建多些住屋, 派給華人的比率太低" (Landlords also have difficulties, build more housing, the ratio for Chinese is too low), "低收入家庭, 為何有限定社區" (Low-income families, why are there limited communities), "低收入指標太高, 對於低收入收入的人士, 並沒有機會上樓" (Low income threshold is too high, for low-income people, there is no chance to move up), "提供住房幫助給單章媽媽" (Provide housing help to single mothers), "散戶房住戶的小孩成長, 很大挑戰, 很" (Children of tenants grow up, big challenge, very), "廁所, 廚房" (Bathroom, Kitchen), "屋主, 租客如果都失业, 為何只有租客得到保障, 不用交房租, 但是, 屋主依然要繳貸款" (Landlord and tenant both unemployed, why only tenants get protection, don't pay rent, but landlord still has to pay mortgage), "可負擔房屋, 起建于一些不安全的地区, 如融入, 華人有点担心" (Affordable housing, built in some unsafe areas, like integration, Chinese are a bit worried), "要建多些住屋, 派給華人的比率太低" (Build more housing, the ratio for Chinese is too low), "政府可以考慮, 像美國政府給予華裔家庭房屋" (Government can consider, like the US government giving housing to Chinese families), "提高保護屋主的利益" (Increase protection of landlord's interests), "政府應該提供兩方面的補助, 租客, 房主都要補助" (Government should provide two aspects of subsidies, tenants and landlords both need subsidies), "政府應該放寬條例, 放寬ADU的大綱" (Government should relax regulations, relax the outline of ADU), "因為城市有密度, 現在城市在放寬建屋, 可建5-6 層高" (Because of city density, now the city is relaxing building, can build 5-6 stories high), "收入限制應該得到調整, 以至每個收入階級的人士都能申請" (Income restrictions should be adjusted so that people from every income level can apply), "政府可提供幫助, 令房屋合法化, 降低單章利得稅的收入限制, 令他們更容易申請低收入房屋" (Government can provide help to legalize housing, reduce the income limit of the single chapter tax, making it easier for them to apply for low-income housing), "屋主也有困難, 要建多些住屋, 派給華人的比率太低" (Landlords also have difficulties, build more housing, the ratio for Chinese is too low), "低收入家庭, 為何有限定社區" (Low-income families, why are there limited communities), "低收入指標太高, 對於低收入收入的人士, 並沒有機會上樓" (Low income threshold is too high, for low-income people, there is no chance to move up), "提供住房幫助給單章媽媽" (Provide housing help to single mothers), "散戶房住戶的小孩成長, 很大挑戰, 很" (Children of tenants grow up, big challenge, very), "廁所, 廚房" (Bathroom, Kitchen).

# Phase I Outreach and Engagement: **Groups Engaged**

## Residents and Community Members



- 15 listening sessions
- 7 presentations at CBOs
- 1,631 survey respondents
- 118 online platform participants
- Total of 2,200 comments

## Resident Ambassador Group (HEARD)



- 11 members mostly representing communities of color
- Conducted surveys and shared input

## Housing Policy Group



- 49 organizations
- 9 meetings over two rounds of discussions
- One-on-one follow-ups

# Phase I Outreach and Engagement: **Communities Engaged**

## **Townhalls, Listening Sessions, and in-person Survey:**

- BMAGIC (D10)
- Fillmore / Western Addition (D5)
- La Voz Latina, Tenderloin in Spanish (D6)
- Richmond Senior Center in Chinese (D1)
- Japantown Listening Session (D5)
- Latino Food hub in-person survey (D9)
- Tenderloin survey with Code Tenderloin health ambassadors (D 6)
- Resident Ambassador Group (HEARD)
- Human Right Commission's Community Roundtable
- YIMBY group
- Districts 1
- District 4
- District 7
- Four listening sessions one in English, two in Spanish, one in Chinese

## **Presentations at CBOs:**

- Richmond CBOs Monthly Meeting
- MOHCD Eviction Prevention & Tenant Empowerment Working Group Monthly Meeting
- Supervisor Walton's CBO Roundtable Monthly Meeting
- MAP2020 Monthly Meeting
- SOMA Philippines Cultural District Planning 101
- BMAGIC Convener Monthly Meeting
- Japanese Cultural District Land Use / Transportation Committee Meeting

## Survey was more successful in reaching our target communities.



### Survey



### Online Platform

	Survey	Online Platform
Total respondents	1631	118
American Indian, Black and other People of Color	73%	41%
Income lower than \$75,000	61%	25%
Renter respondents	55%	37%
Unhoused respondents	13%	3%

# How Input Defined the Draft Goals, Policies and Actions



# Phase II Outreach and Engagement



# Phase II Outreach and Engagement: **Tools**



## **FOCUS GROUPS**

- Representing communities of color, vulnerable groups and different geographies
- Addressing specific topics (e.g. Homelessness and supportive services)

## **ONLINE PARTICIPATION**

## **PUBLIC SESSIONS**



## **HOUSING POLICY GROUP**

- Small conversations based on expertise
- Key reviewers/commenters



## **EQUITY ADVISORY COUNCIL**



# Levels of CBO participation for focus groups



LEVEL

**Participate**

ESTIMATED EFFORT

**3 hours**



LEVEL

**Convene**

ESTIMATED EFFORT

**8 - 10 hours**



LEVEL

**Co-host**

ESTIMATED EFFORT

**18 - 20 hours**



LEVEL

**Co-facilitate**

ESTIMATED EFFORT

**30 - 35 hours**

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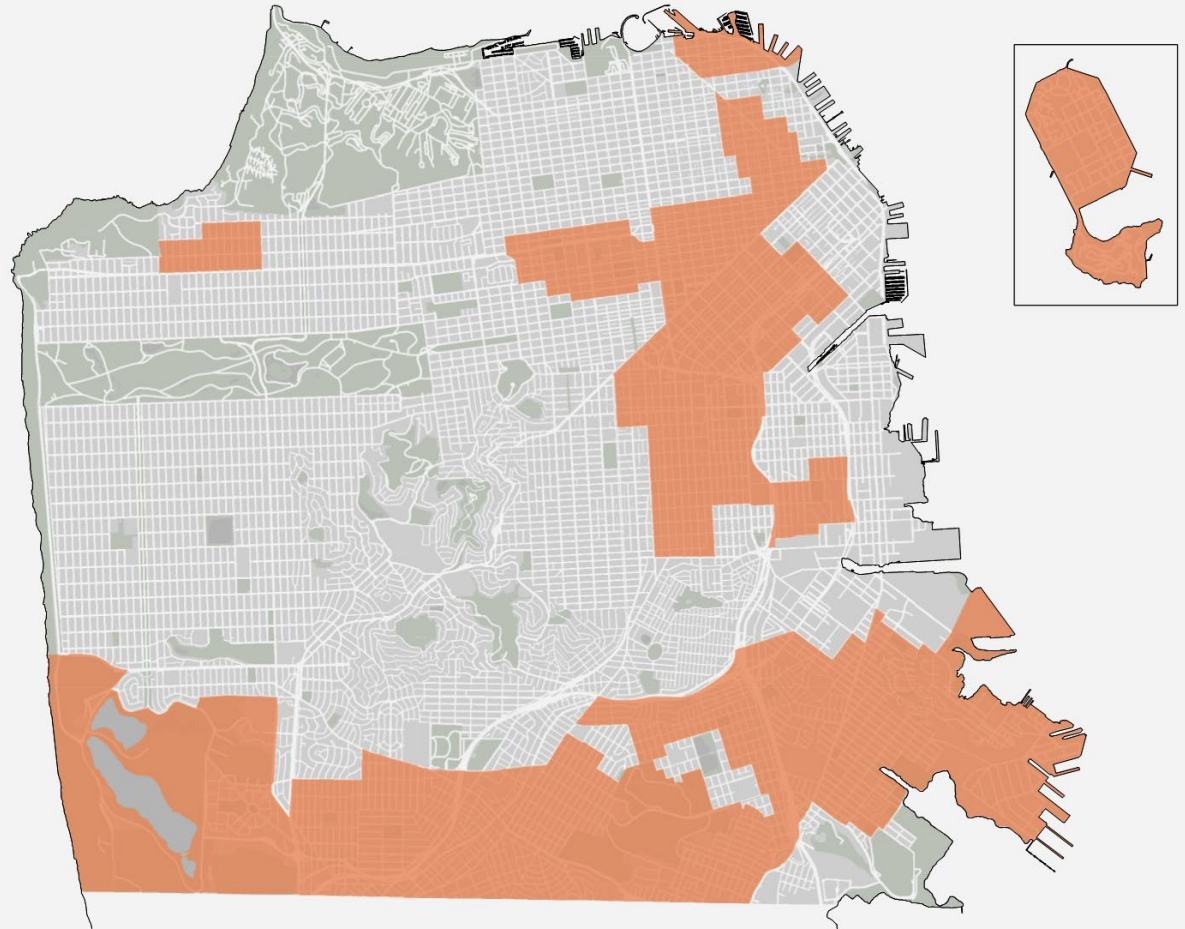
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# Major Policy Shifts for Consideration: **Highlights**

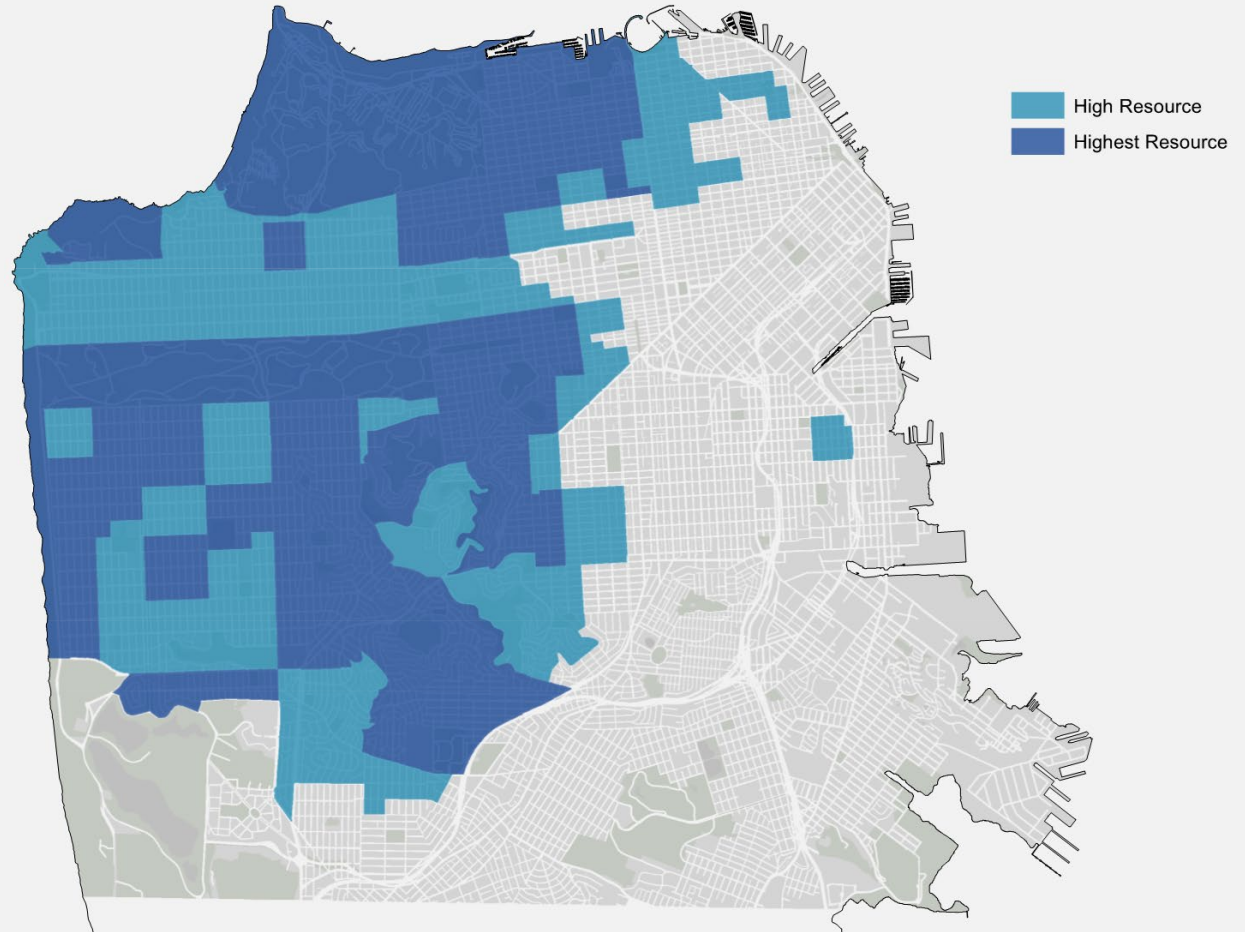


- Recognizing **right to housing** for vulnerable groups
- Expand programs to **bring back displaced communities**
- Reallocating **resources to Priority Geographies** for acquisition and rehab, tenant protections, and homeownership to advance racial equity
- Investing in **facilities and infrastructure in Priority Geographies** to increase opportunities for residents
- Increase investment in **affordable housing to High-Opportunity Areas**
- Increase housing choice in High-Opportunity Areas for all income levels and focus on **small to mid-rise multi-family buildings**

# Priority Geographies



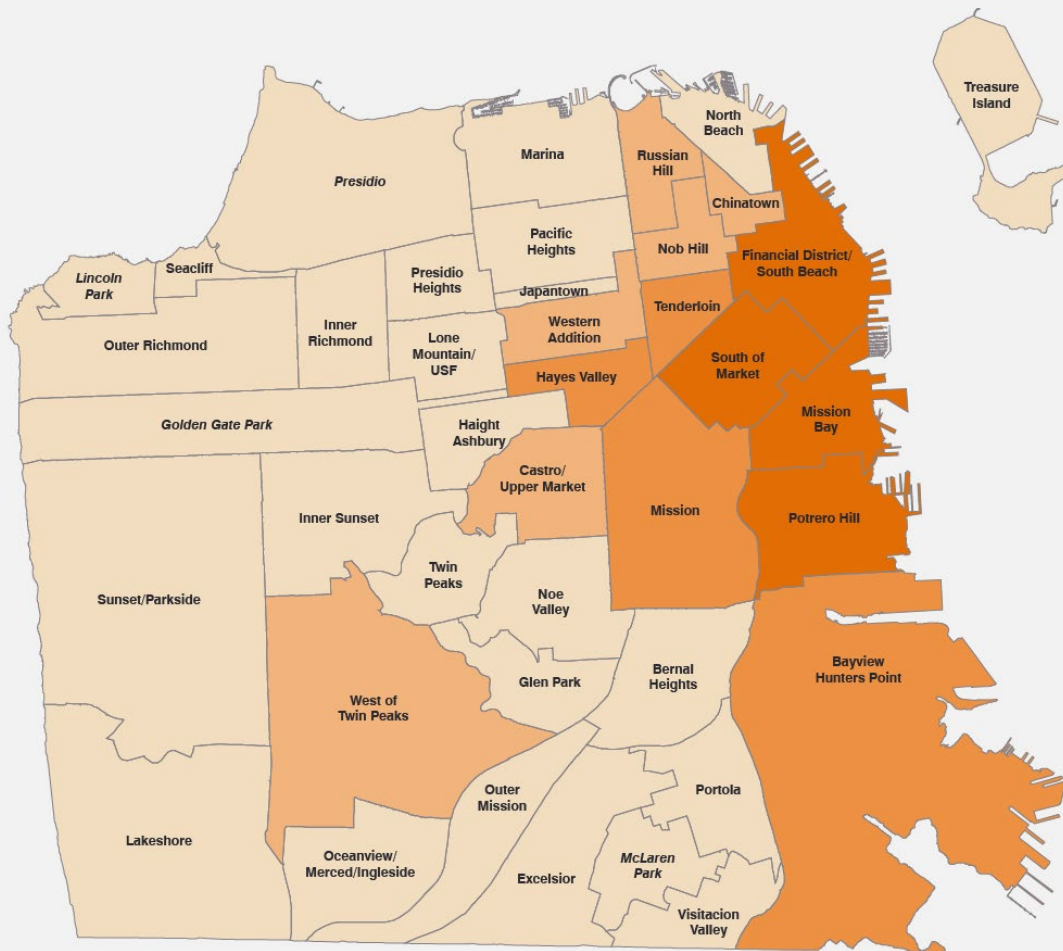
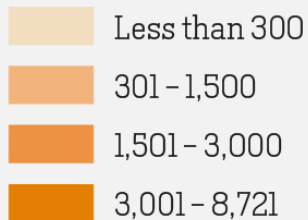
# High-Opportunity Areas



# Housing production has been heavily concentrated in Priority Geographies.

## Housing Production by Neighborhood, 2005-2019

### Total Units



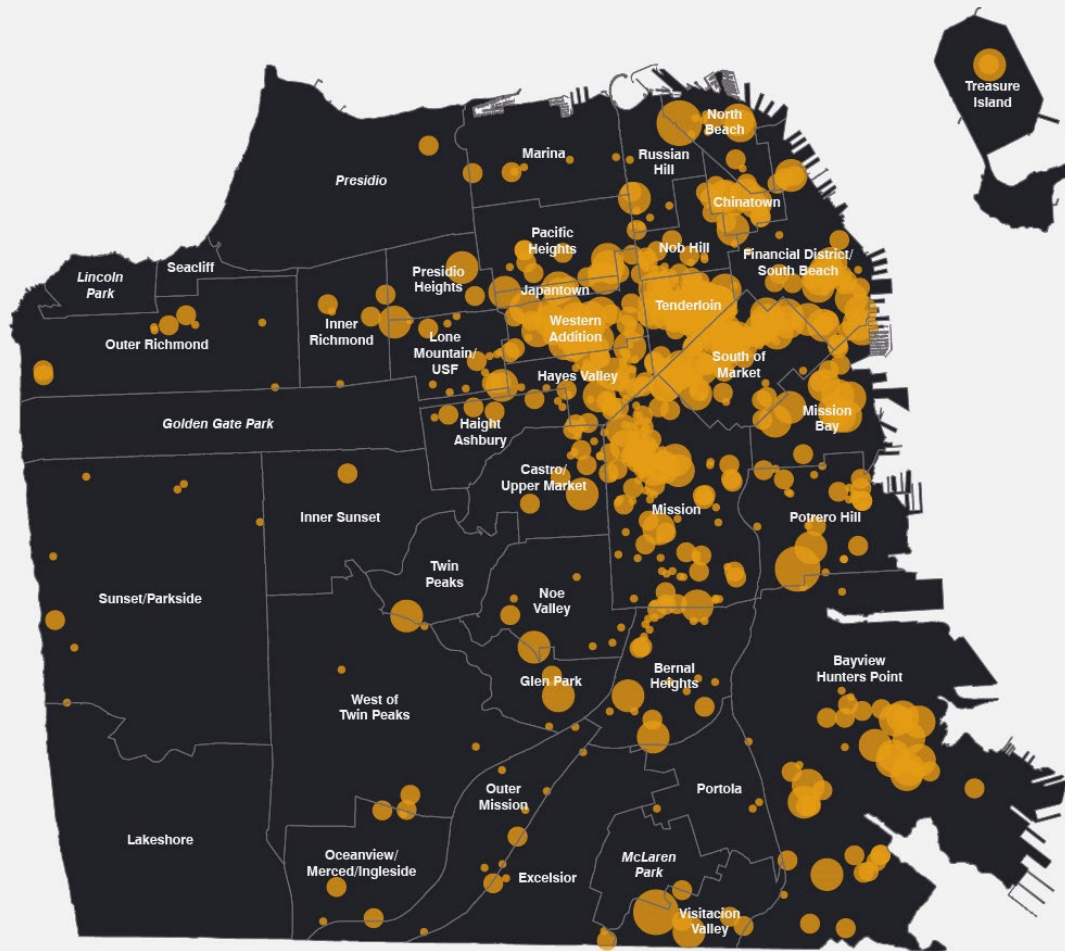


Affordable housing investment has stayed away from High Opportunity Areas.

### Subsidized Affordable Housing

#### Affordable Units

- 0 - 10
- 11 - 100
- 101 - 300
- 301 - 646



# Major Policy Shifts for Consideration: **Actions**

## RECOGNIZING RIGHT TO HOUSING

- Create 5,000 units of Supportive Housing along with supportive services
- Elevate rental assistance as the main strategy towards stability
- Prioritize residents of Priority Geographies in housing and shelter placement

## BRINGING BACK DISPLACED COMMUNITIES

- Expand cultural assets and anchors (Cultural districts)
- Continue with affordable homeownership opportunities for displaced communities
- Identify opportunities to dedicate land to American Indian community



# Major Policy Shifts for Consideration: **Actions**

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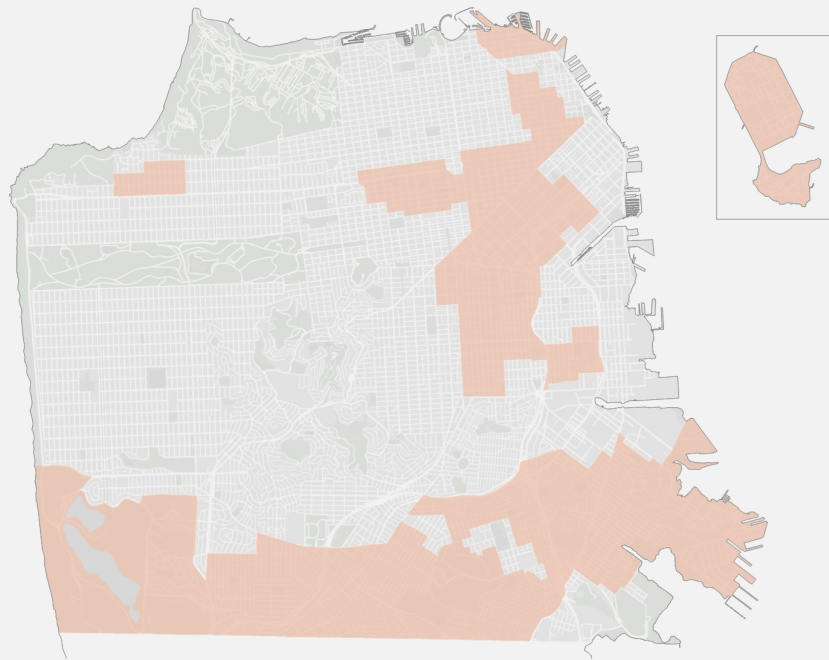
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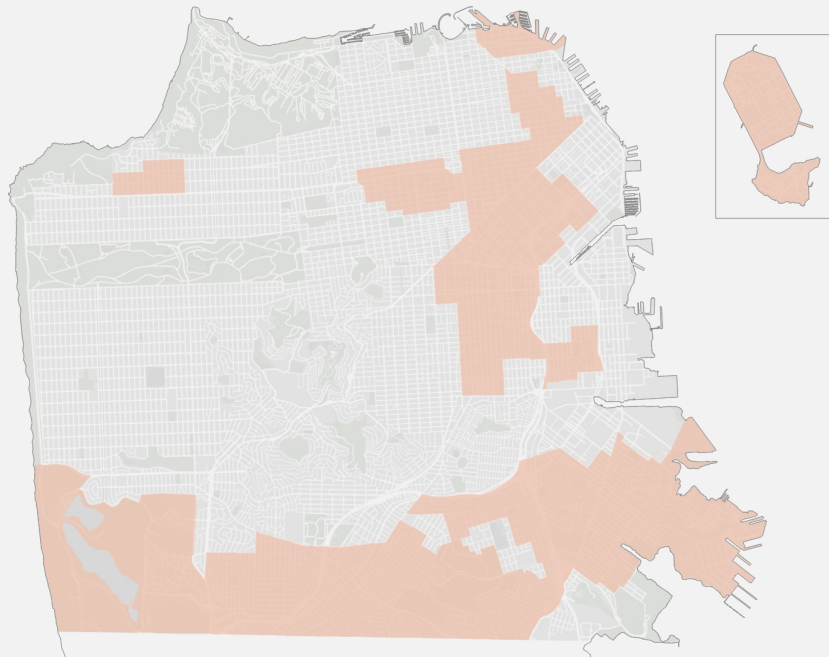
# Major Policy Shifts for Consideration: **Actions**

## PRIORITY GEOGRAPHIES: HOUSING ACCESS

- Increase housing affordable to extremely and low-income households in these areas
- Explore increasing neighborhood preference allocation for below market rate units in these areas
- Limit zoning changes in these areas to the needs of American Indian, Black, and other communities of color



# Major Policy Shifts for Consideration: **Actions**



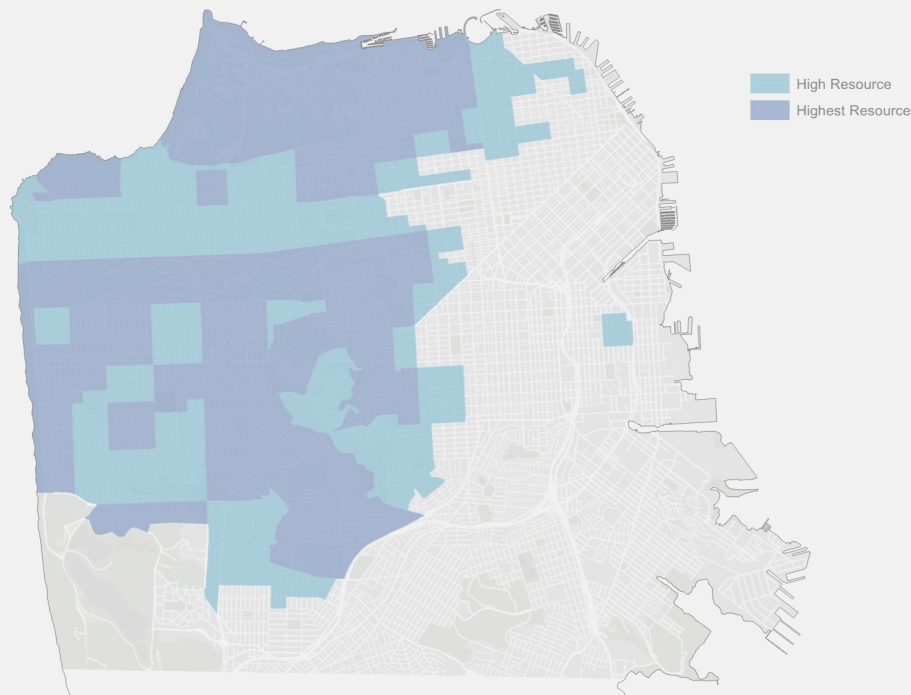
## PRIORITY GEOGRAPHIES: INFRASTRUCTURE

- Prioritize these areas for improvements to transit service, parks, and other infrastructure
- Create equity metrics to guide investment
- Fund CBOs, serving communities of color, to expand anti-displacement efforts within these areas.

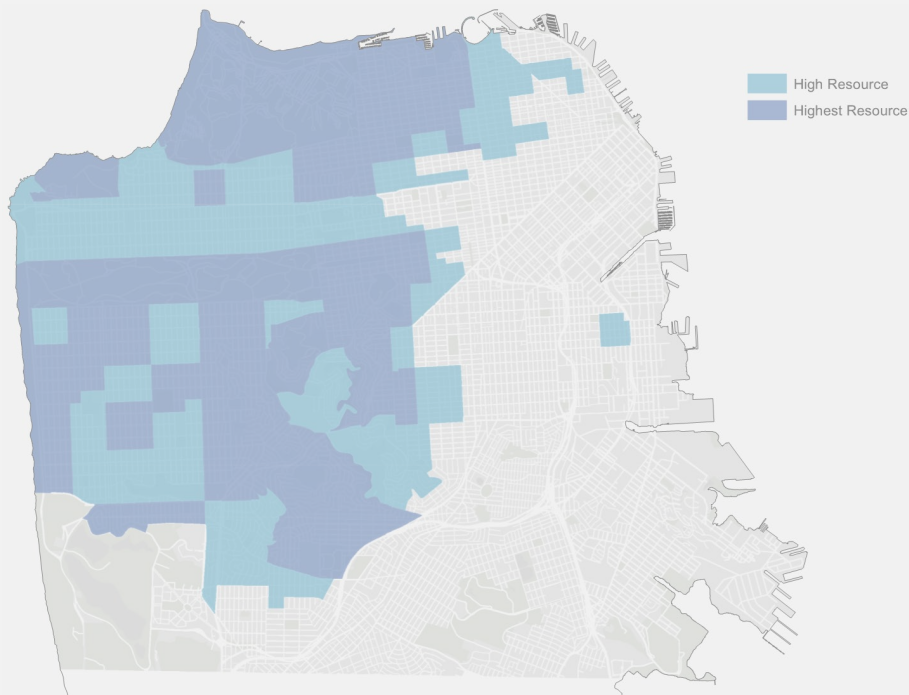
# Major Policy Shifts for Consideration: **Actions**

## HIGH-OPPORTUNITY AREAS: AFFORDABLE HOUSING

- Establish a goal of building 50% of regional housing targets in these areas
- Create a funded land banking program for affordable housing in these areas
- Create and expand programs that offer financial literacy and housing readiness targeting low-income people of color to find housing in these areas



# Major Policy Shifts for Consideration: Actions



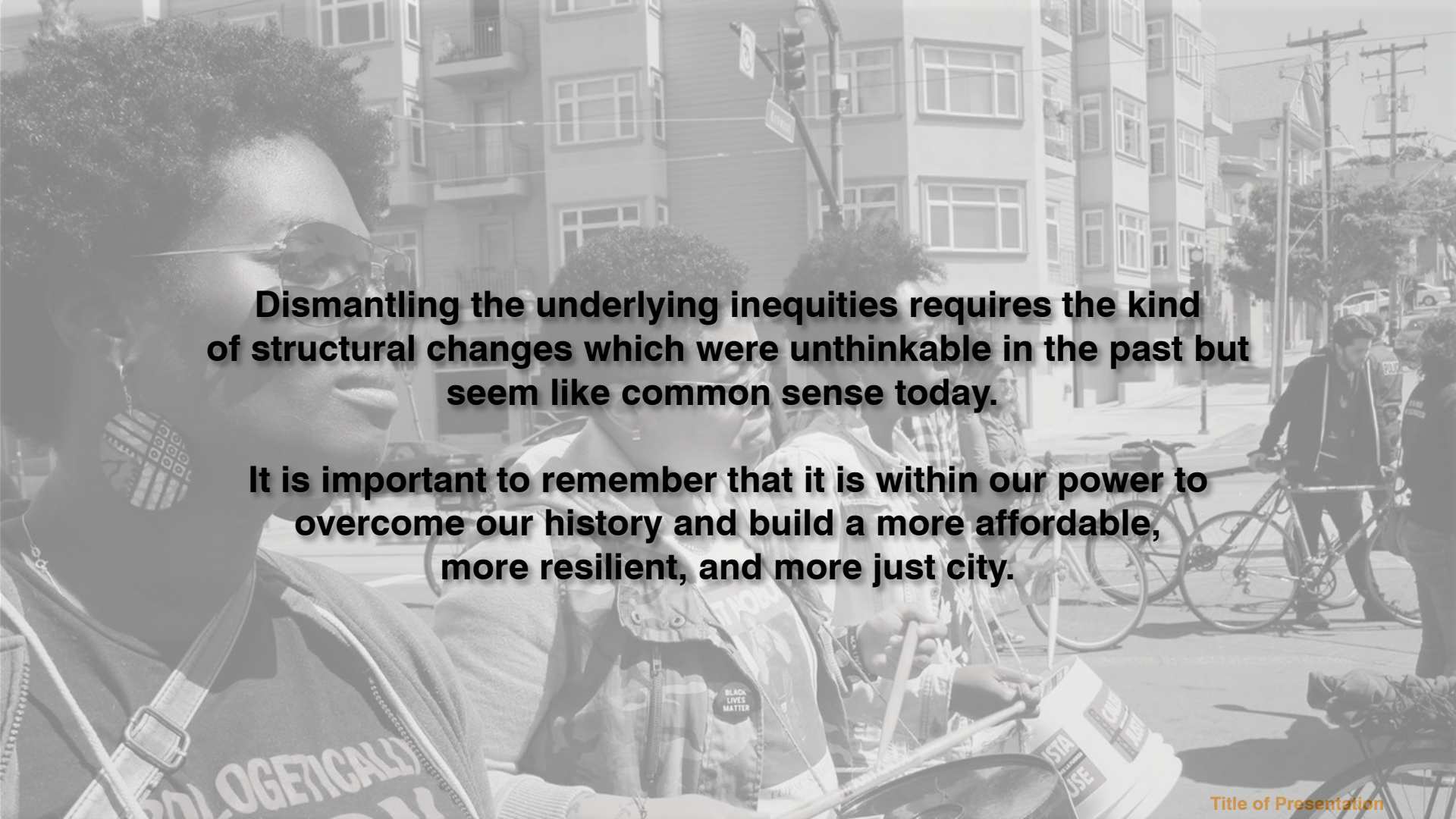
## HIGH-OPPORTUNITY AREAS: SMALL/MID-RISE MULTIFAMILY

- Increase development capacity (height and density) for mid-rise buildings along transit corridors in these areas (Geary blvd. Lombard St., West Portal Ave, N Judah, 19<sup>th</sup> Ave, Van Ness Ave.
- Enable small multi-family homes in low-density areas of high opportunity: remove density and improve feasibility



# Housing Element 2022 Update: **Draft Goals**

- 
- I. Recognize right to housing as a foundation for health, and social and economic stability.**
  - II. Repair the harms of historic racial, ethnic, social discrimination for American Indian, Black, and other People of Color.**
  - III. Foster racially and socially inclusive neighborhoods through distinct community strategies.**
  - IV. Increase housing production to improve affordability for the city's current and future residents.**
  - V. Increase housing choices for the city's diverse cultural lifestyles, abilities, family structures, and income.**
  - VI. Promote neighborhoods that are well-connected, healthy, and rich with community culture.**



**Dismantling the underlying inequities requires the kind of structural changes which were unthinkable in the past but seem like common sense today.**

**It is important to remember that it is within our power to overcome our history and build a more affordable, more resilient, and more just city.**



# Housing Element

2022 UPDATE

*SHAPING THE FUTURE OF HOUSING  
IN SAN FRANCISCO*

***[sfhousingelement.org](https://sfhousingelement.org)***