Housing Element 2022 Updates

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April 2021
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
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Median Income for Black Households is less than one fourth of White Households.

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

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%

2019 San Francisco Homeless Point-in-Time Count & Survey
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.
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.
San Francisco’s higher-income population exploded replacing low and moderate-income households.

<table>
<thead>
<tr>
<th>Income Level</th>
<th>San Francisco</th>
<th>Bay Area Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td>Above 200% AMI</td>
<td>133%</td>
<td></td>
</tr>
<tr>
<td>150-200% AMI</td>
<td>62%</td>
<td></td>
</tr>
<tr>
<td>120-150% AMI</td>
<td>17%</td>
<td>6%</td>
</tr>
<tr>
<td>80-120% AMI</td>
<td>-15%</td>
<td>-7%</td>
</tr>
<tr>
<td>50-80% AMI</td>
<td>-32%</td>
<td>-4%</td>
</tr>
<tr>
<td>30-50% AMI</td>
<td>-23%</td>
<td>15%</td>
</tr>
<tr>
<td>Below 30% AMI</td>
<td>15%</td>
<td>37%</td>
</tr>
</tbody>
</table>
1. Housing Needs: Highlights

2. Requirements and Process

3. Community Outreach and Engagement

4. Key Policy Shifts
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

- **Very low income**: 6,234 (SF Current RHNA), 20,867 (SF 2023-2030 Projected RHNA)
- **Low income**: 4,639 (SF Current RHNA), 12,014 (SF 2023-2030 Projected RHNA)
- **Moderate income**: 5,460 (SF Current RHNA), 13,717 (SF 2023-2030 Projected RHNA)
- **Above moderate income**: 12,536 (SF Current RHNA), 35,471 (SF 2023-2030 Projected RHNA)
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

2020
- MAY - JUN: Vetting Key Ideas with the Community
- JUL - SEPT: First Draft
- OCT - DEC: Refining Policies Together
- JAN - MAR: Environmental impact analysis
- APR - JUNE: Second Draft
- JULY - SEPT: Third Draft
- OCT - DEC: Moving Towards Adoption

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Approval of final EIR
- State Review for Compliance
- Public hearings and certification of final EIR
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

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Phase I Outreach and Engagement
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 (D6)
- 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.

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<thead>
<tr>
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<th>Survey</th>
<th>Online Platform</th>
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<tbody>
<tr>
<td>Total respondents</td>
<td>1631</td>
<td>118</td>
</tr>
<tr>
<td>American Indian, Black and other People of Color</td>
<td>73%</td>
<td>41%</td>
</tr>
<tr>
<td>Income lower than $75,000</td>
<td>61%</td>
<td>25%</td>
</tr>
<tr>
<td>Renter respondents</td>
<td>55%</td>
<td>37%</td>
</tr>
<tr>
<td>Unhoused respondents</td>
<td>13%</td>
<td>3%</td>
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Housing Element 2022 Updates
How Input Defined the Draft Goals, Policies and Actions

1. Phase 1 of Outreach and Engagement
2. Public Input Synthesis
3. Draft Goals, Policies and Actions
4. Coordinated Interagency Review
5. April 2020 Release
Phase II Outreach and Engagement

2020
- May - Jun
- Jul - Sept
- Oct - Dec
- Jan - Mar

Vetting Key Ideas with the Community

2021
- Apr - June
- July - Sept
- Oct - Dec
- Jan - Mar

Refining Policies Together

- First Draft
- Second Draft
- Third Draft

2022
- Apr - June
- July - Sept
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Moving Towards Adoption

- State Review for Compliance
- Approval public hearings and certification of final EIR

Environmental impact analysis

Housing Element 2022 Updates
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
TODAY’S PRESENTATION

1. Housing Needs: Highlights
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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
- Less than 300
- 301 - 1,500
- 1,501 - 3,000
- 3,001 - 8,721
Affordable housing investment has stayed away from High Opportunity Areas.

**Subsidized Affordable Housing**

**Affordable Units**
- 0 - 10
- 11 - 100
- 101 - 300
- 301 - 646
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<th>BRINGING BACK DISPLACED COMMUNITIES</th>
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<td>• Create 5,000 units of Supportive Housing along with supportive services</td>
<td>• Expand cultural assets and anchors (Cultural districts)</td>
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<td>• Elevate rental assistance as the main strategy towards stability</td>
<td>• Continue with affordable homeownership opportunities for displaced communities</td>
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<td>• Prioritize residents of Priority Geographies in housing and shelter placement</td>
<td>• Identify opportunities to dedicate land to American Indian community</td>
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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

**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
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

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, 19th Ave, Van Ness Ave).

- Enable small multi-family homes in low-density areas of high opportunity: remove density and improve feasibility.
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