



2022 UPDATE



# Housing Element



**San Francisco**  
**Planning**

**Community Equity  
Division**

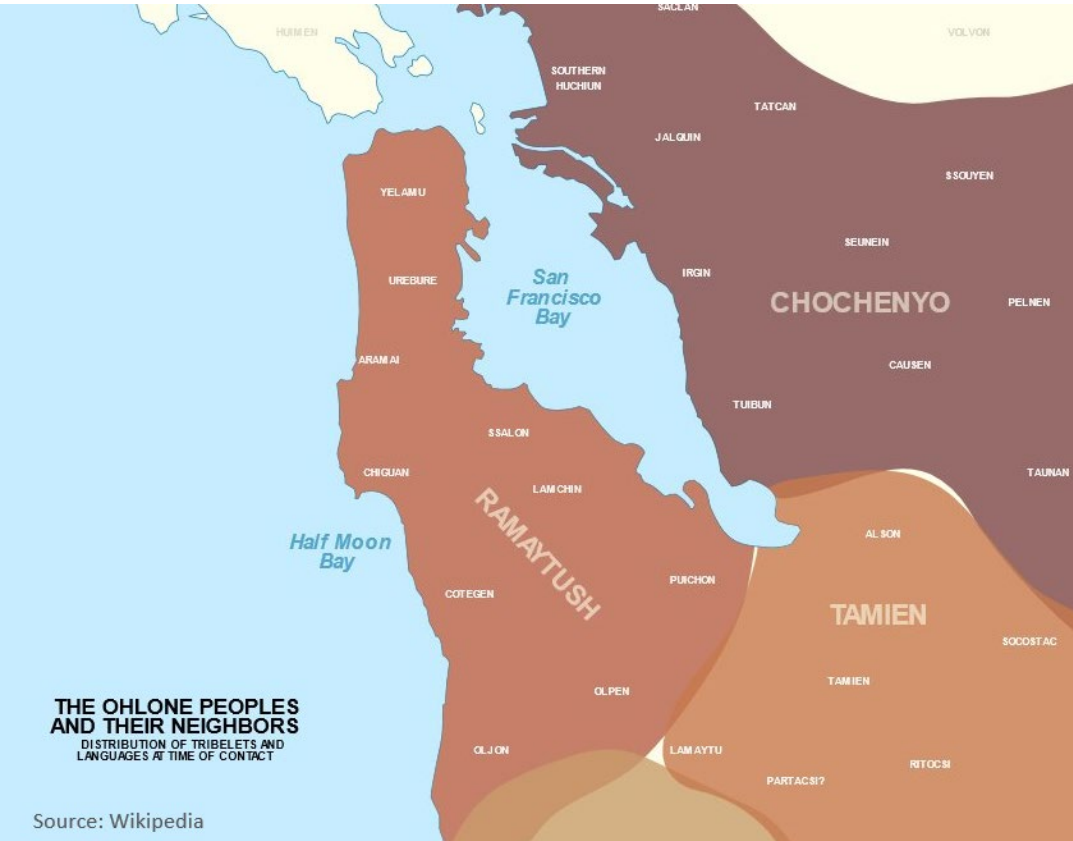
Miriam Chion  
Maia Small

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Lauren Hiller

Consultants:  
*Incommon*  
Street Level Advisors

October 20, 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. Key Policy Shifts:  
Cultural Heritage Policies
4. Questions and Discussion

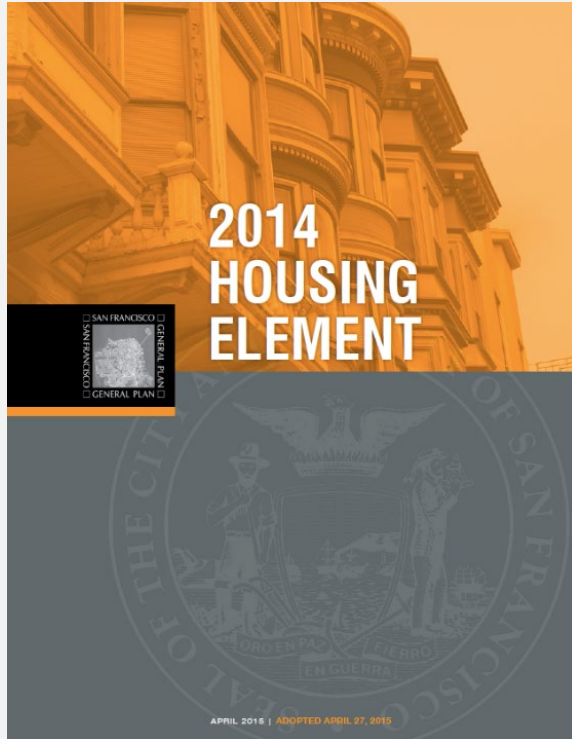


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# What is the Housing Element?



- The **City's housing plan** prepared by the Planning Department in coordination with multiple city agencies
- It is a **legislated document** adopted by the Board of Supervisors and signed into Ordinance
- An updated Housing Element is a required eligibility criteria for state **affordable housing funds**
- Update required by State **every eight years\***
- It is a **roadmap** for how and where the city's investments in housing will be directed.
- It does not change land use controls or zoning and does not allocate budget but would guide or direct those decisions

\* four years if not meeting required timeline



# Community Values Defining the 2022 Update



Racial and  
social equity



Eliminate  
community  
displacement



Affordable housing  
choices for everyone in  
all neighborhoods

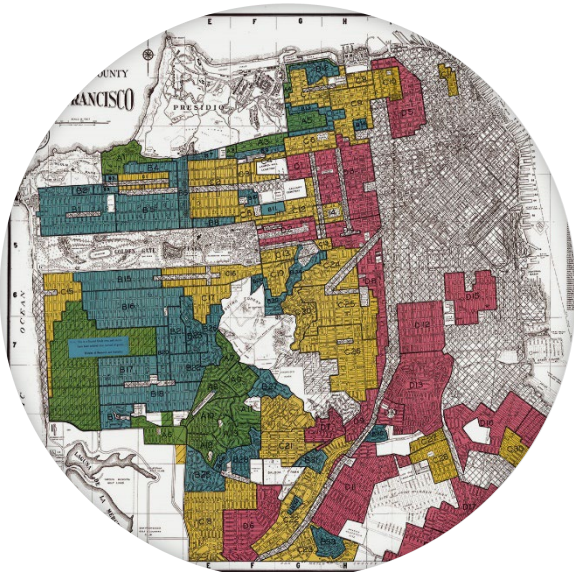


Thriving neighborhoods  
resilient to climate and  
health crises

# 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.

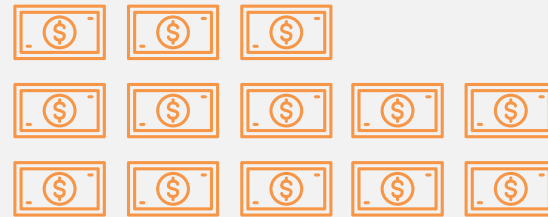
- Present** ○ Exclusionary Zoning
- 2000s** ○ Predatory Lending Practices
- 1945** ○ Urban Renewal/Removal
- 1942** ○ Japanese Incarceration
- 1930s** ○ Redlining, Racial Covenants
- 1880** ○ Laundry Ordinance
- 1870** ○ Cubic Air Ordinance
- 1492** ○ Beginning of genocide, exploitation, and dispossession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





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

**7 times**

More likely to be **unhoused** compared to their share of the population.

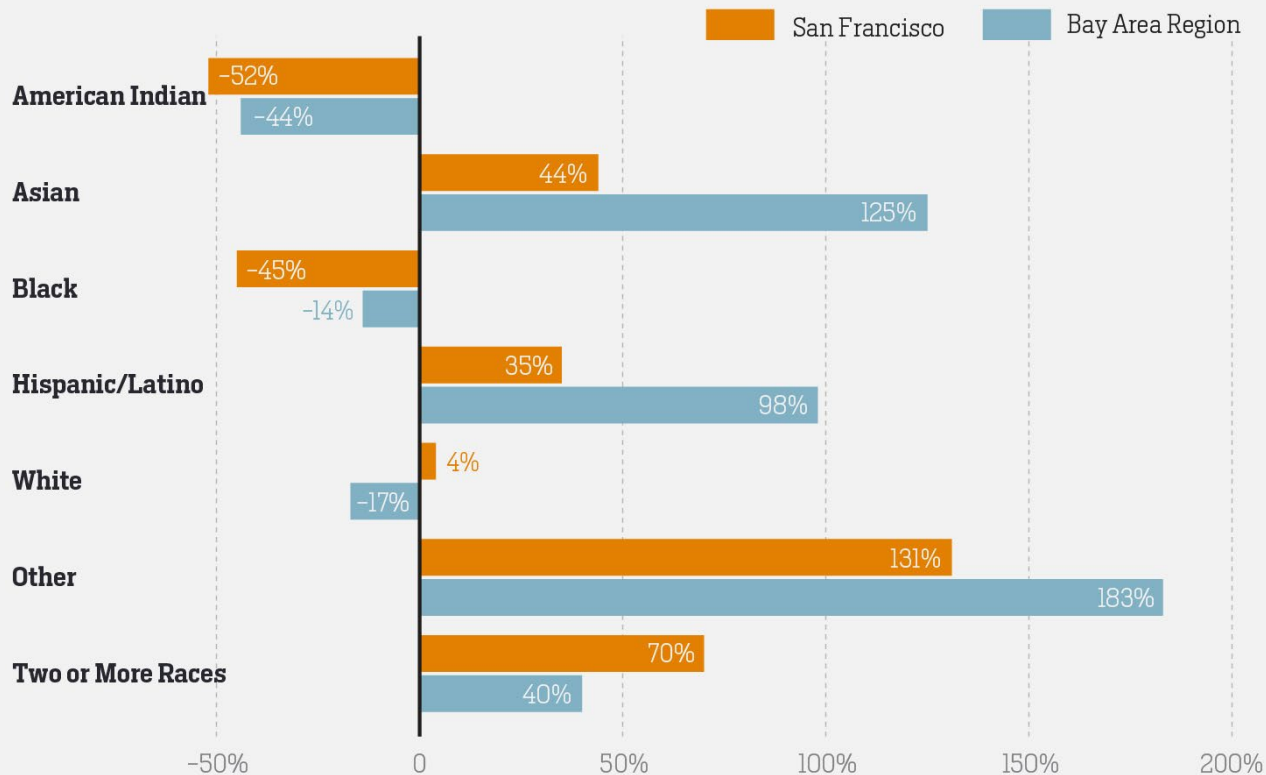
## AMERICAN INDIAN

**17 times**

More likely to be **unhoused** compared to their share of the population



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

# 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



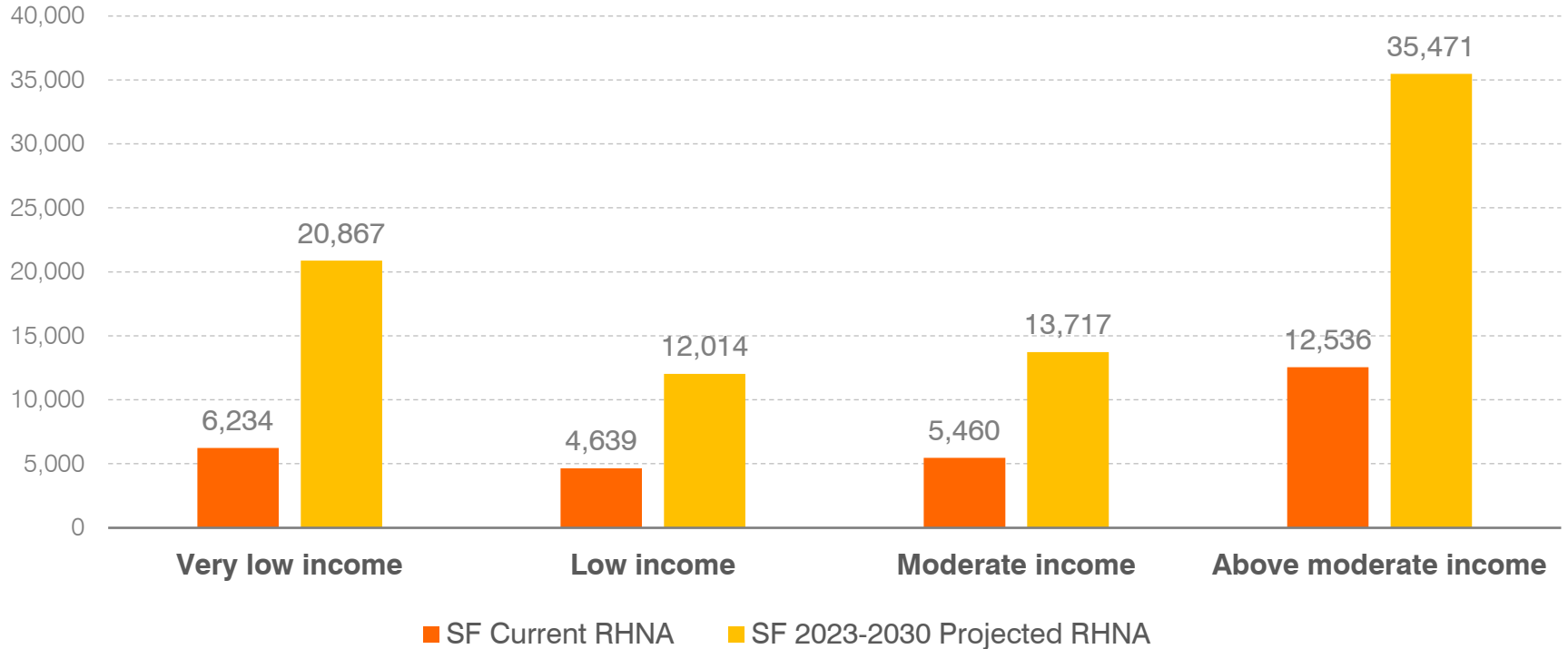
## Address Environmental Justice

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



# Current and Estimated Future RHNA Allocation

## SF Regional Housing Needs Allocation by Income Level





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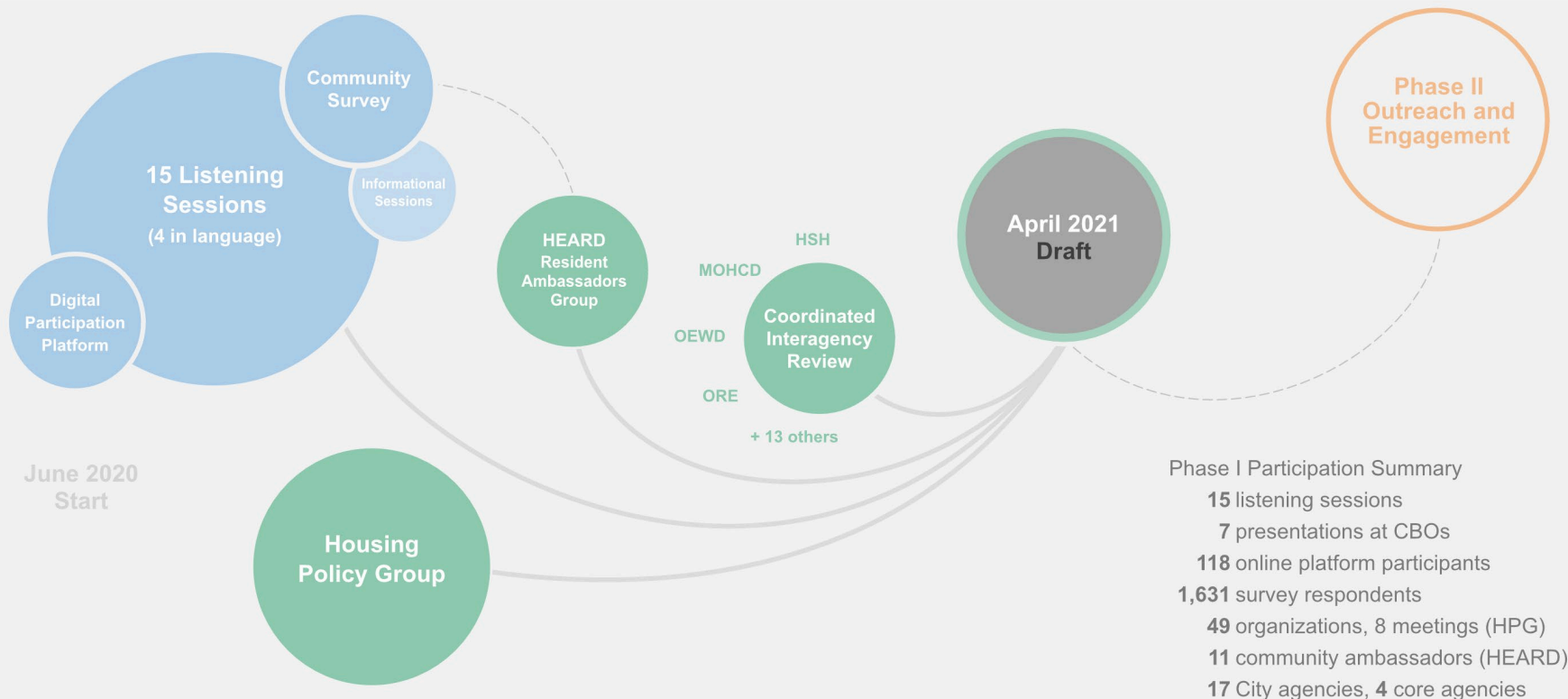
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# Planning Process and Major Milestones



# Phase I Outreach and Engagement: Process and Components



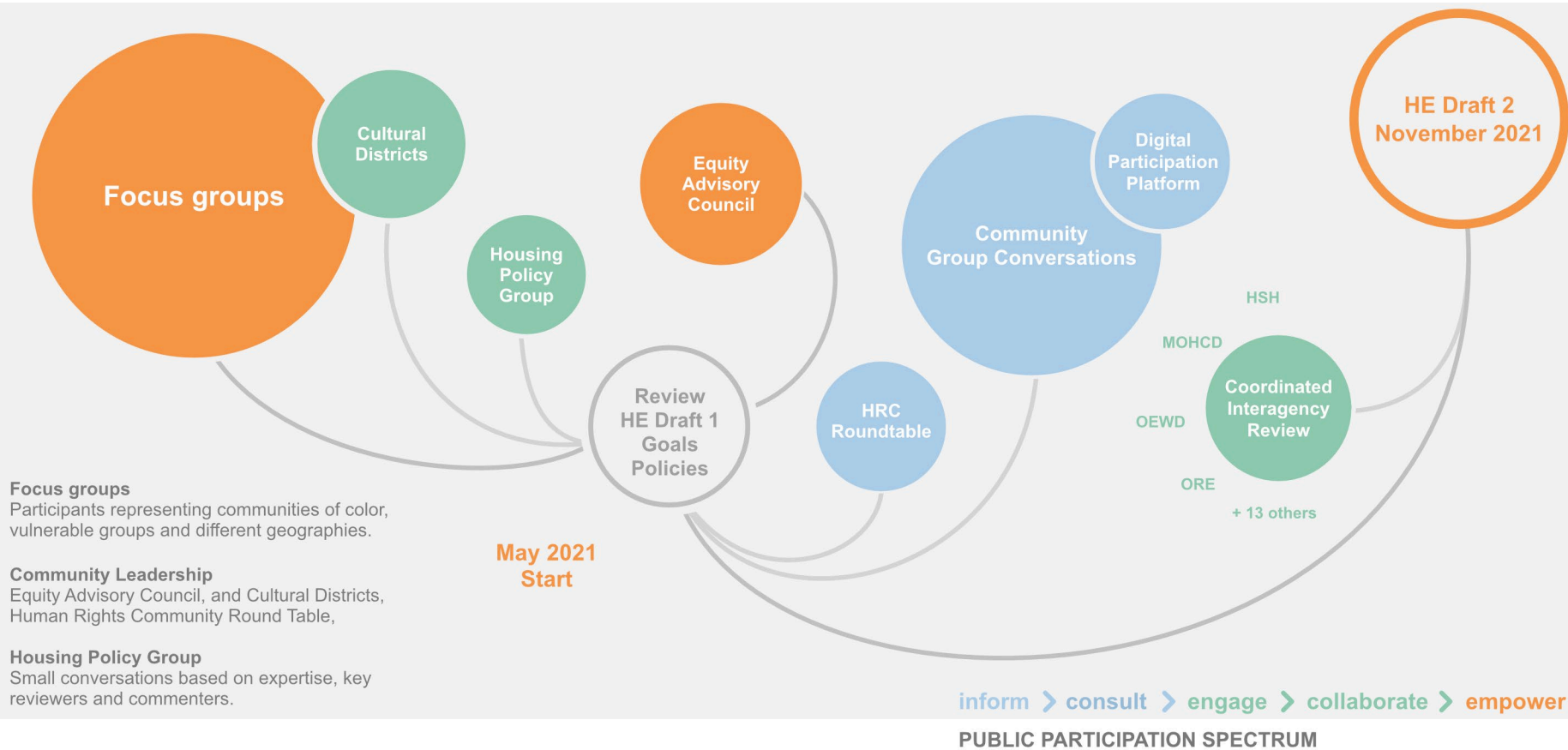
Phase I Participation Summary

- 15 listening sessions
- 7 presentations at CBOs
- 118 online platform participants
- 1,631 survey respondents
- 49 organizations, 8 meetings (HPG)
- 11 community ambassadors (HEARD)
- 17 City agencies, 4 core agencies

inform > consult > engage > collaborate > empower

PUBLIC PARTICIPATION SPECTRUM

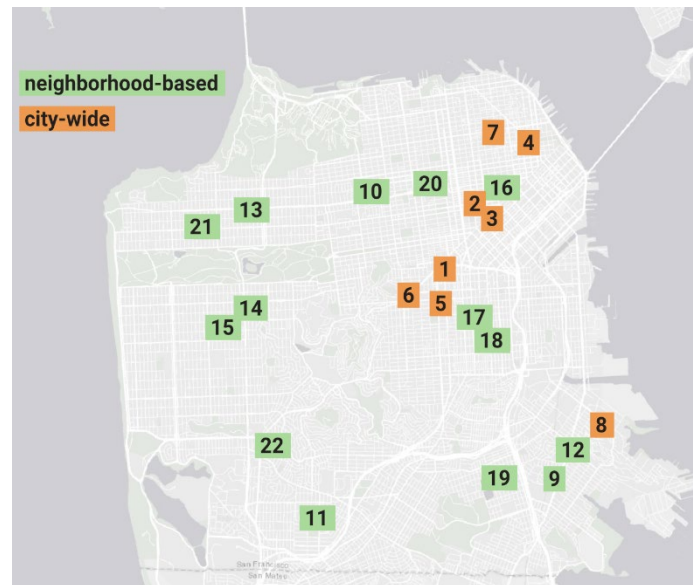
# Phase II Outreach and Engagement: **Process and components**





# 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 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%**

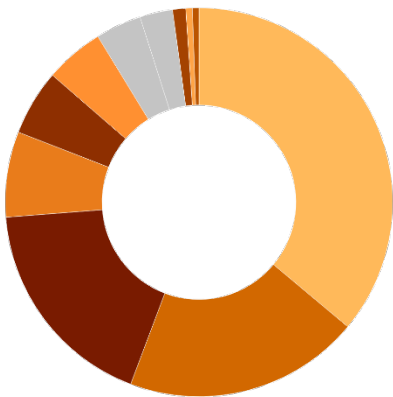
People with Disabilities



**28%**

Families with Children

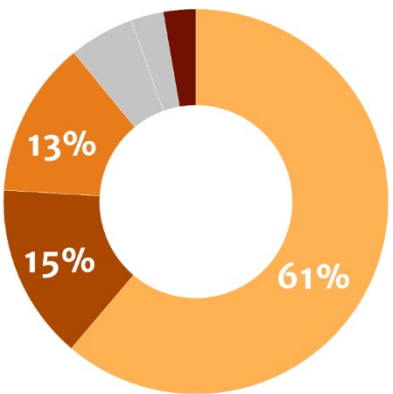
# Phase II Focus Group: Participant Demographics



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%)



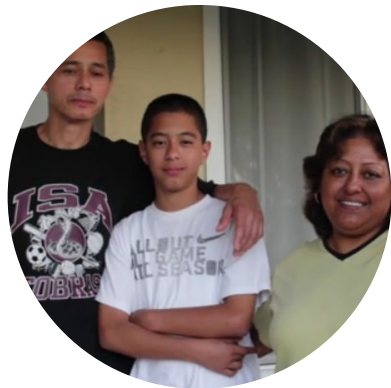
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# Policy Shifts: **Summary**



Recognize the **right to housing**



Expand and target programs to **stabilize low-income communities and communities of color**



Expand programs to **bring back displaced communities**

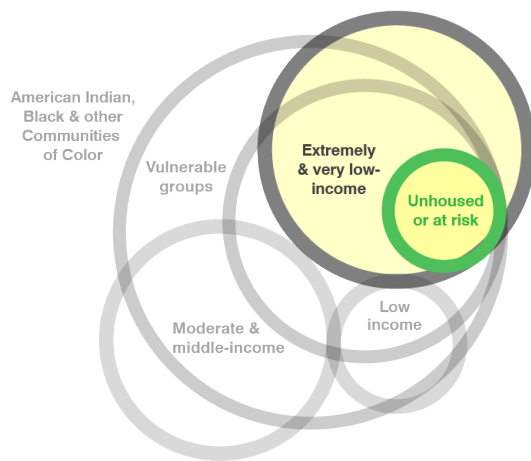


**Equitably distribute growth and increase affordable housing choices** in neighborhoods that support positive economic, educational, and health outcomes for families with low-incomes.

# Policy Shifts: Recognize the 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 neighborhoods with high concentration of low-income people of color for placement in supportive housing and shelter

## For Whom?



## Where?

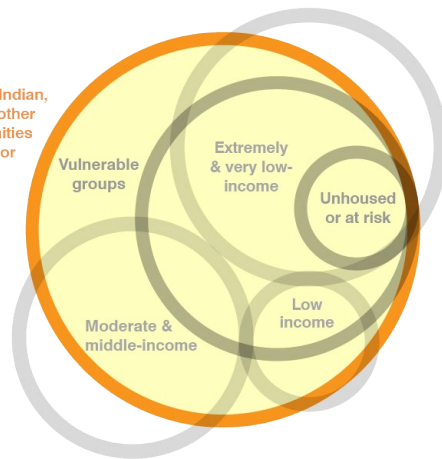


# Policy Shifts: **Bring Back Displaced Communities**

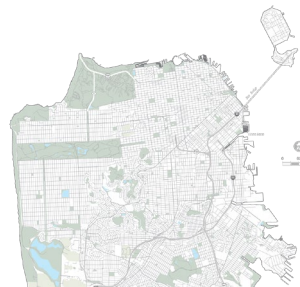
- Expand **cultural assets and anchors** (Cultural districts)
- Continue with **affordable homeownership** opportunities for displaced communities
- Identify opportunities to **dedicate land** to American Indian community

## For Whom?

American Indian,  
Black & other  
Communities  
of Color



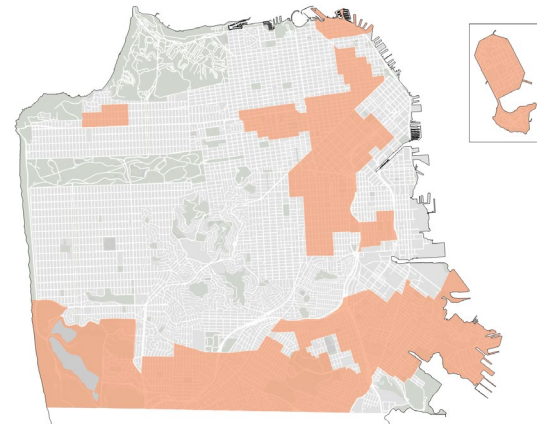
## Where?



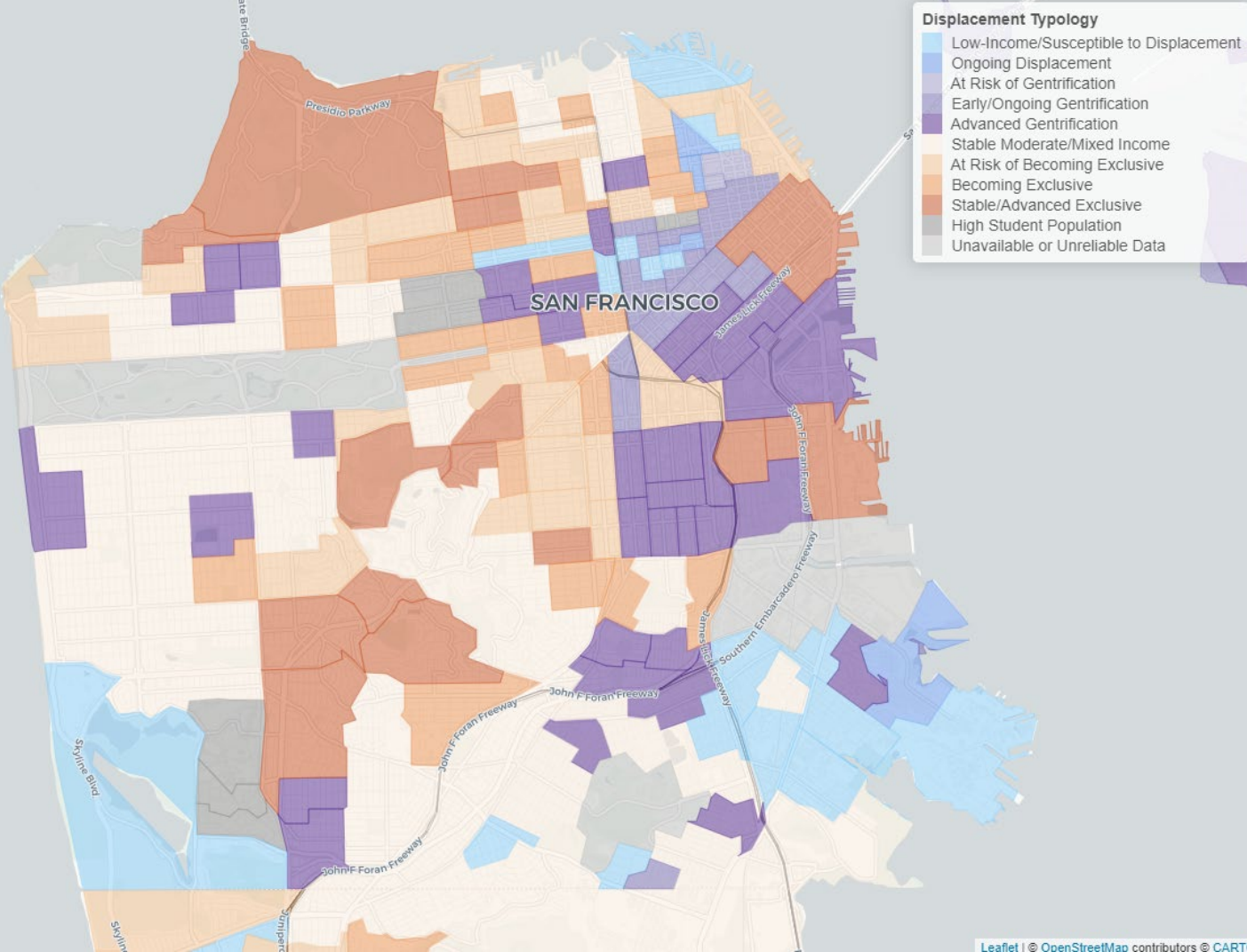
# Policy Shifts: Stabilize Vulnerable Populations

- Increase housing **affordable to extremely and low-income households**
- Increase **neighborhood preferences** for below market rate units
- Increase and target investments in **rental assistance, acquisition and rehabilitation, community amenities, open spaces, transit service, and infrastructure**
- **Limit zoning changes** to the needs of American Indian, Black, and other communities of color

## Where?



# Areas Undergoing Displacement and Gentrification



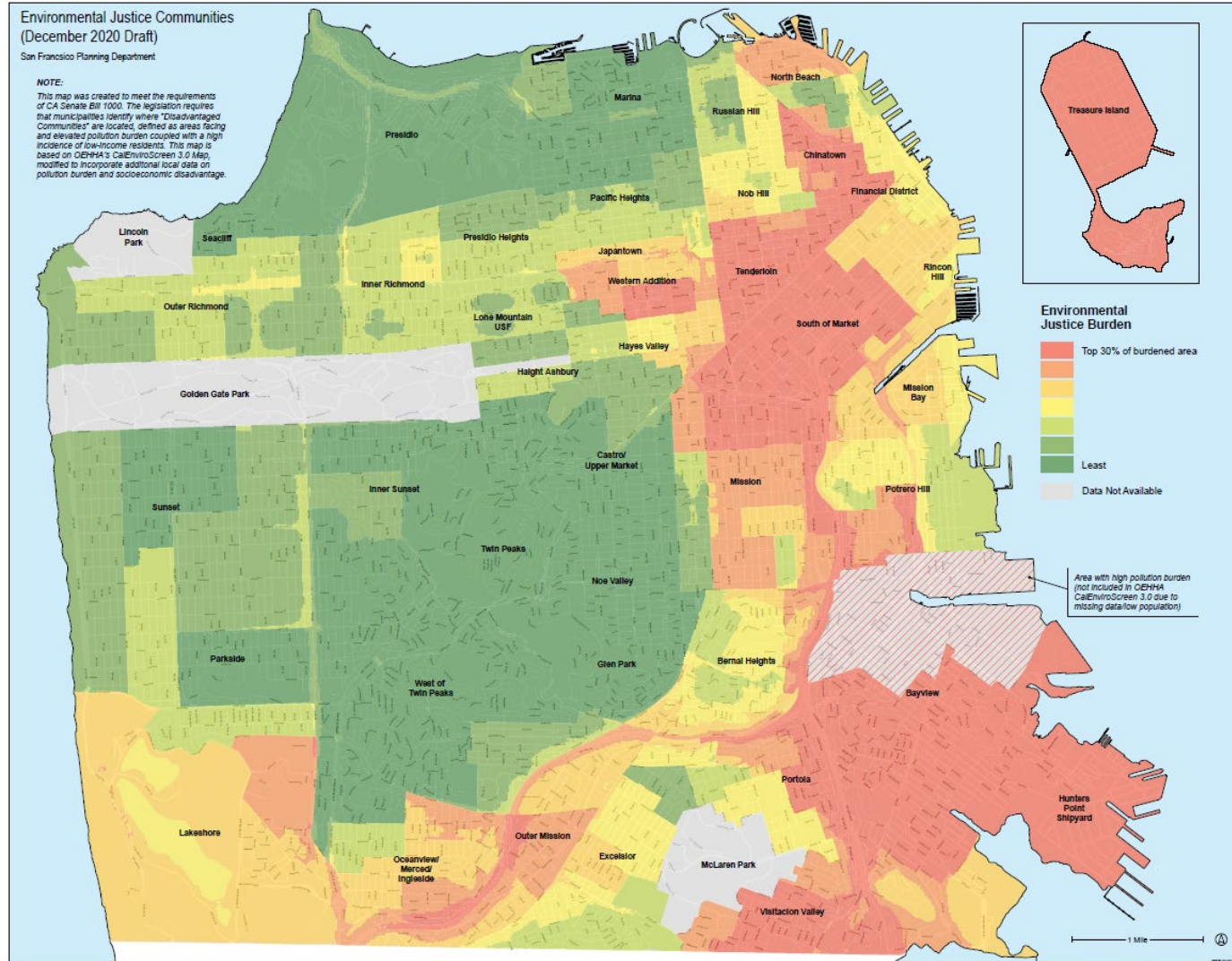


# Environmentally-Burdened Communities

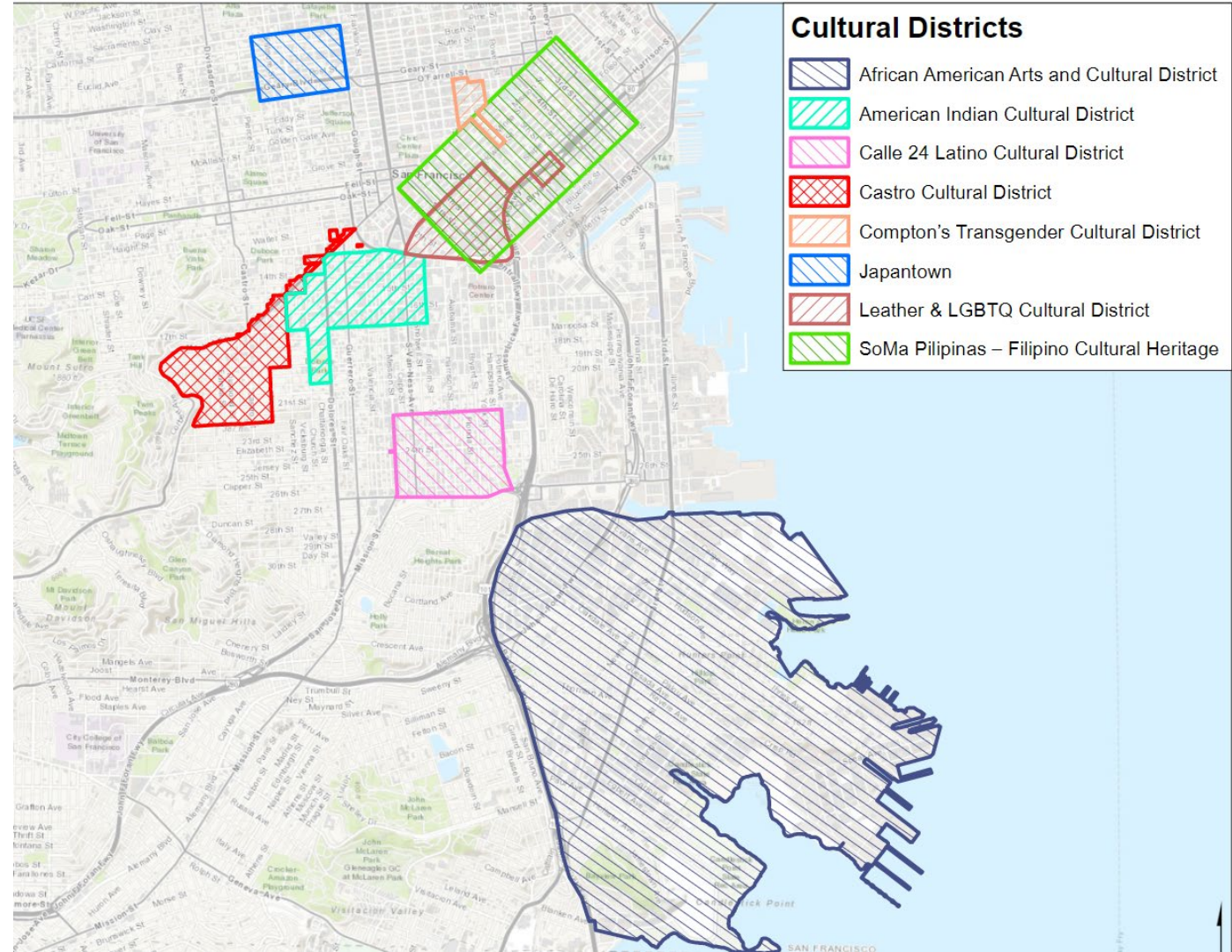
Environmental Justice Communities  
(December 2020 Draft)  
San Francisco Planning Department

**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.



# Cultural Districts



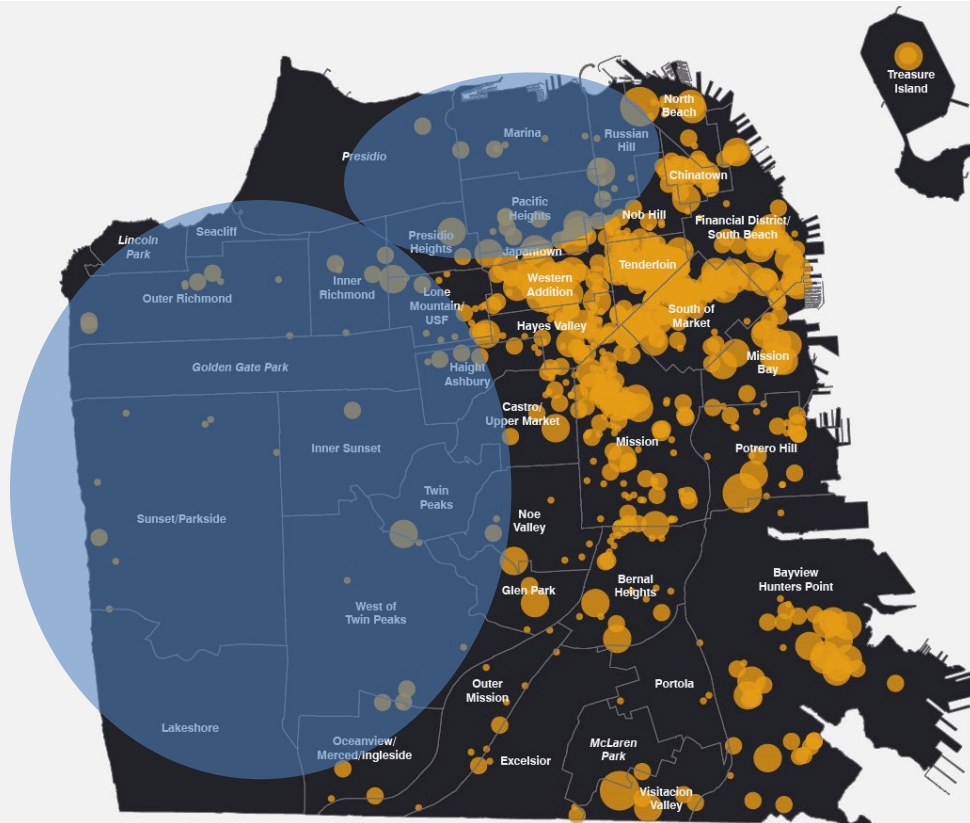
# Policy Shifts: Distribute Housing

Less than 12% of our affordable housing units are in areas identified to bring improved life outcomes to low-income households.

## Subsidized Affordable Housing

### Affordable Units

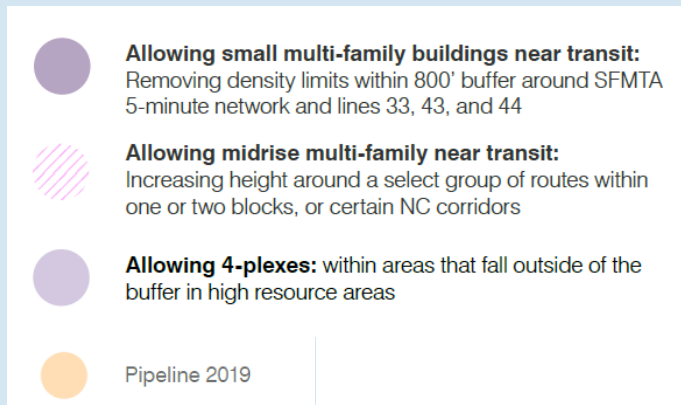
- 0 - 10
- 11 - 100
- 101 - 300
- 301 - 646



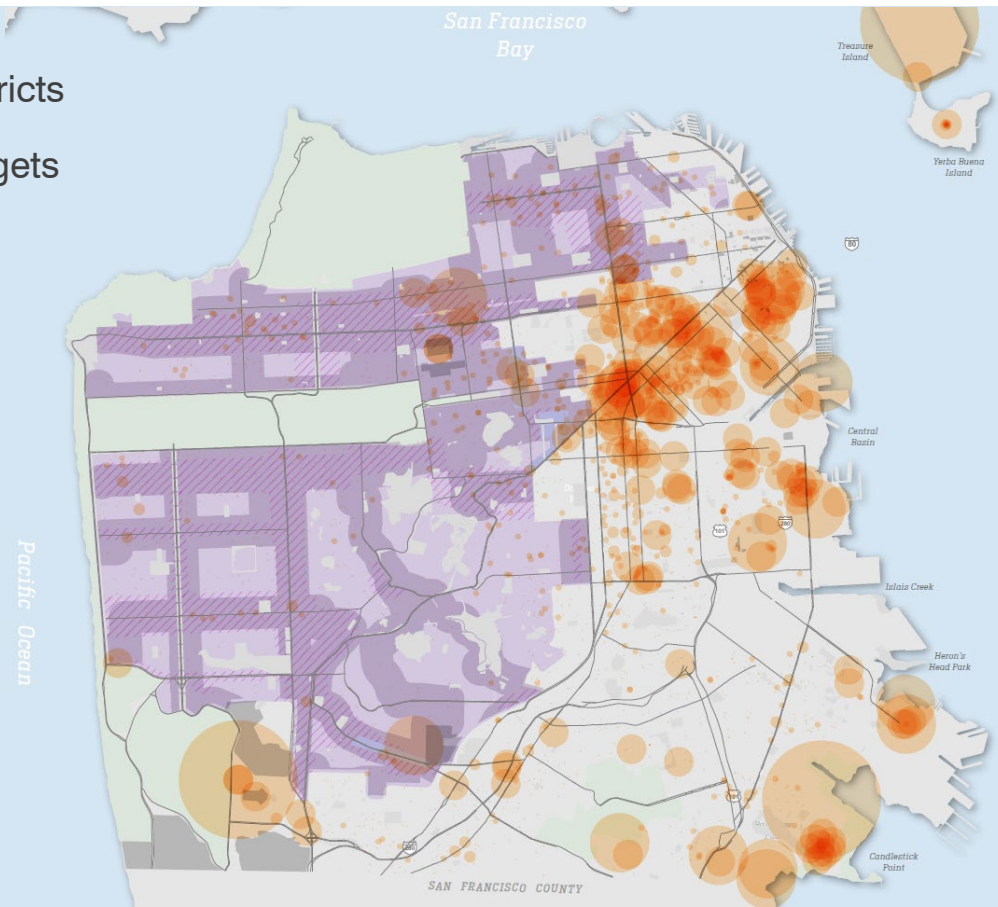


# Policy Shifts: **Distribute Housing**

- Increase development capacity along transit corridors or through low density residential districts
- Establish a goal of building 50% of regional targets in these areas in small and mid-rise buildings, including affordable housing



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



# Draft Cultural Heritage Policies: Recognize Past Harm

**Policy II.1:** Reframe the narrative of housing challenges to **acknowledge and understand the discrimination against Communities of Color** as a root cause for disparate outcomes.

## Related Actions

- Acknowledge and identify the historic discriminatory programs and policies, and their disparate impacts on American Indian, Black, and other People of Color ... building upon the Planning Commission's and the Historic Preservation Commission's resolutions ...

# Draft Cultural Heritage Policies: **Respect Cultural Heritage**

**GOAL III** Foster racially and socially inclusive neighborhoods through **distinct community strategies**.

**Policy III.1** **Eliminate community displacement** of American Indian, Black, and other People of Color in Priority Geographies.

**Policy II.5** Bring back People of Color displaced from the city by **strengthening racial and cultural anchors** and increasing housing opportunities in support of building wealth.

## **Related Actions**

- Develop and implement community-developed strategies in Cultural Districts
- Identify, preserve, and expand cultural and community assets and anchors ... through community-led processes such as ... Cultural History Housing and Economic Sustainability Strategies (CHHESS) or historic context statements.
- Pursue community ownership, co-housing, limited equity, stewardship, and land trust models, specifically within Priority Geographies and Cultural Districts

# Draft Cultural Heritage Policies: Empower Communities

**Policy II.2** Embrace the guidance of community leaders representing American Indian, Black, and other People of Color throughout the planning and implementation of housing solutions.

**Policy II.3** Amplify and prioritize voices of American Indian, Black, and other People of Color in the City's engagement processes.

## Related Actions

- Increase grant funding sources and staff allocation within MOHCD, OEWD, DPW, ARTS, and Planning to create a more robust, sustained, and effective Cultural Districts program and support their respective Cultural History Housing and Economic Sustainability Strategies (CHHESS).

# Draft Cultural Heritage Policies: Culturally Enrich Communities

**GOAL VI** Promote neighborhoods that are well-connected, healthy, and rich with community culture.

**Policy VI.6** Sustain the dynamic and unique cultural heritage of San Francisco's neighborhoods through the conservation of their historic architecture and cultural uses.

## Related Actions

- Encourage cultural expression in housing design
- Utilize and increase funding to Cultural District Program
- Promote designation, rehabilitation, design guidelines
- Promote preservation and heritage incentives
- Include public art, historical interpretation, and education opportunities





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# What's Next: **Community Input Shaping Draft 2**

**Some people 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]

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

“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]

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

“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]

**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]

# What's Next: **Community Input Shaping Draft 2**

**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**

## **Call for accountability to advance racial and social equity**

“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

# Questions for Consideration and Discussion

- Are there additional policies or actions that would support cultural heritage and historic preservation with respect to the way we manage existing housing stock and plan for new housing?
- Are there recommendations for prioritization of certain policies or actions related to cultural heritage and historic preservation?
- Do you see opportunities for other policies or actions that underscore the relationship between achieving equitable housing and supporting the history and culture of our communities?



# Housing Element

2022 UPDATE

*SHAPING THE FUTURE OF HOUSING  
IN SAN FRANCISCO*

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