Housing Element

2022 UPDATE

Consultants:
Incommon
Street Level Advisors

Community Equity Division
Miriam Chion
Maia Small
Kimia Haddadan
Shelley Caltagirone
Malena Leon-Farrera
Reanna Tong
Lauren Hiller

October 20, 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.
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
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
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.
### Median Income for Black Households is less than one fourth of White Households.

<table>
<thead>
<tr>
<th>Race</th>
<th>Median Income</th>
</tr>
</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**

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.

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.
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

- 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 2023-2030 Projected RHNA)
- Above moderate income: 12,536 (SF Current RHNA), 35,471 (SF 2023-2030 Projected RHNA)
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
Planning Process and Major Milestones

### 2020
- **MAY - JUN:** Vetting Key Ideas with the Community
- **JUL - SEPT:** Phase I outreach
- **OCT - DEC:** Draft 1 release

### 2021
- **APR - JUNE:** Refining Policies Together
- **JULY - SEPT:** Phase II outreach
- **OCT - DEC:** Draft 2 release

### 2022
- **JAN - MAR:** Draft 3 release
- **APR - JUNE:** Racial and Social Equity Impact Analysis
- **JULY - SEPT:** Environmental Impact Analysis (EIR)
- **OCT - DEC:** State Review for Compliance
- **JAN - MAR:** Approval public hearings and certification of final EIR

**Housing Element 2022 Updates**
Phase I Outreach and Engagement: Process and Components

**15 Listening Sessions**
- (4 in language)
  - Network Meetings: HSH, MOHCD, OEWD, ORE, +13 others

**HEARD Resident Ambassadors Group**

**Coordinated Interagency Review**

**April 2021 Draft**

**June 2020 Start**

**Digital Participation Platform**

**Community Survey**

**Inform > Consult > Engage > Collaborate > Empower**

**PUBLIC PARTICIPATION SPECTRUM**

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

Focus groups
Participants representing communities of color, vulnerable groups and different geographies.

Community Leadership
Equity Advisory Council, and Cultural Districts, Human Rights Community Round Table,

Housing Policy Group
Small conversations based on expertise, key reviewers and commenters.

**May 2021 Start**

**HE Draft 2 November 2021**
## Phase II Focus Groups: 22 Cohorts

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

<table>
<thead>
<tr>
<th>Focus Group Details</th>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus groups</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>Community partners</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>Participants</td>
<td>183</td>
<td></td>
</tr>
</tbody>
</table>

Participant gift cards: $100/person

<table>
<thead>
<tr>
<th>Partner Details</th>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convening partners</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Co-hosting partners</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Co-facilitating partners</td>
<td>16</td>
<td>Total of $70K for CBO compensation (between $1000 to $3,500 each)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Language Details</th>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cantonese</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Spanish</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>English</td>
<td>15</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event Details</th>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-person events</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Virtual conversations</td>
<td>16</td>
<td></td>
</tr>
</tbody>
</table>
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

**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%)
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
Policy Shifts: **Summary**

- **Recognize the right to housing**

- **Expand programs to bring back displaced communities**

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

- **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
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
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
Areas Undergoing Displacement and Gentrification
Environmentally-Burdened Communities
Cultural Districts

- African American Arts and Cultural District
- American Indian Cultural District
- Calle 24 Latino Cultural District
- Castro Cultural District
- Compton’s Transgender Cultural District
- Japantown
- Leather & LGBTQ Cultural District
- SoMa Pilipinas – Filipino Cultural Heritage
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).
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
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
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]

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]

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]

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