

Draft Community Outreach Summary

ATTACHMENT 1

Overview

The Housing Element is a significant document that will shape the future of our community. Therefore, it is important that the Housing Element reflects the vision of our local community who make the City of Half Moon Bay a special place to live, work and visit. To accomplish this, Half Moon Bay developed a broad and diverse outreach plan designed to reach as many community members as possible. For some of the outreach, the City partnered with other San Mateo county jurisdictions via [21 Elements](#), in a joint countywide outreach effort. 21 Elements is a multi-year, multi-phase collaboration of all twenty-one San Mateo County jurisdictions, along with partner agencies, and stakeholder organizations. The project aims to support jurisdictions in developing, adopting, and implementing local housing policies and programs. It is a forum for sharing resources, successful strategies, and best practices. The City also conducted its own numerous outreach and engagement sessions focused on City and coastside residents, employees, and service providers. The approaches to education and engagement included:

- **Website and Social Media:** 21 Elements participated in and helped shape the “[Let’s Talk Housing](#)” outreach program to increase awareness and participation in the Housing Element Update process. This program included a website and used various social media platforms, interlinked with the City’s website and social media.
- **Community Meetings:** Many community members participated in a range of sessions including City Council and Planning Commission meetings, focus groups, and stakeholder interviews. The City also participated in several meetings and webinars in partnership with 21 Elements.
- **Outreach Activities:** 21 Elements established an Equity Advisory Group to ensure outreach was set up to meet people where they were at as much as possible. City staff supported this effort.
- **Our Stories:** To learn more about the housing experiences of people in the County, 21 Elements asked community members to share their stories to include as many voices as possible in the Housing Element. Experiences were shared from a diversity of residents, including small families, seniors on fixed incomes, educators, people with disabilities, and single parents.

It is more important than ever to include as many voices as possible in the Housing Element. Housing Elements at their best can provide an opportunity for everyone to add their voice to the conversation. However, many people are too often left out of the process. Renters, workers, young families, youth, people of color, immigrants, refugees, non-English speakers, and people with disabilities are often unable to participate in outreach activities when scheduled, don't know how to get involved, or don't trust the process. The City's goal, assisted by 21 Elements, was to change that. Specifically, it:

- Ensured foreign language translation and interpretation were included in meetings and materials.
- Formed an Equity Advisory Group consisting of 18 organizations across San Mateo County that provided feedback on outreach and materials, and shared information about the Housing Element Update and how to participate in the process with the communities they serve.
- Held meetings in partnership with community organizations.
- Developed an Affirmatively Furthering Fair Housing survey.

What We Accomplished

The City of Half Moon Bay developed a diverse outreach plan to hear from as many community members as possible. This section includes a detailed summary of both the regional engagement efforts supported by 21 Elements as well as City-specific engagement efforts. Further information from City meetings, interviews, and focus group sessions can be found in Appendix X.

1. Website and Social Media

As a starting point for accomplishing extensive outreach, the City developed a clear online presence with all the information needed to understand the update process and know how to participate.

- **City of Half Moon Bay 2023-2031 Housing Element Update Webpage**
A [2023-2031 Housing Element Update Webpage](https://www.half-moon-bay.ca.us/775/Housing-Element-Update-2023-2031) (<https://www.half-moon-bay.ca.us/775/Housing-Element-Update-2023-2031>) was developed as a part of the City website with the intent of being an online resource for the community. It offered educational FAQs, project updates, meeting details and documentation for review. The project website made it easy for people to participate by providing meeting details and the opportunity to sign up for email updates. Links to public meetings were provided and directed viewers to agendas, minutes and videos of the meetings (if recorded). The City also established a Housing Element email list and as of July 2022, 450 recipients had signed up to receive updates about the Housing Element.

Figure X-1: 2023-2031 Housing Element Update Webpage



- ### Let's Talk Housing Website

To reach a broader audience and supplement the City of Half Moon Bay 2023-2031 Housing Element Update Webpage, the City promoted 21 Elements [Let's Talk Housing website](#) in March 2021. The website was established to clearly explain what a housing element is, why it matters, and how to get involved. It was made available in Arabic, Chinese, English, Spanish and Tagalog, designed to be responsive on all types of devices and included accessibility features. The website had been viewed more than 17,000 times, with more than 20 percent occurring from mobile devices by February 2022. Let's Talk Housing [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#) accounts were also created and maintained to keep people informed about upcoming or past event.

- ### Informational Videos on the Housing Element Update

After completing a series of introductory meetings on the Housing Element Update (see below), 21 Elements developed shorter 4-minute snippets to ensure information was more accessible and less onerous than watching an hour-long meeting. Two videos were produced – [What is a Housing Element and How it Works](#) and [Countywide Trends and Why Housing Elements Matter](#) – in Arabic, Chinese, English, Spanish, and Tagalog. They were made available on the Let's Talk Housing YouTube channel and website and shared on social media.

- ### City of Half Moon Bay's Social Media

The City utilized multiple social media channels such as NextDoor, Twitter, Instagram and Facebook to promote specific Half Moon Bay public meetings and hearings related to the Housing Element Update.

2. Public Meetings and Hearings

The City of Half Moon Bay held and participated in a variety of in-person and virtual meetings to inform the public about the Housing Element and hear what matters to the community.

- **Introductory Meeting to the Housing Element Update**

The City of Half Moon Bay helped develop and facilitate a 90-minute virtual countywide meeting about the Housing Element update. The meeting was held on April 14, 2021 and provided community members with an introduction to the Housing Element update, why it matters, information on the Let's Talk Housing outreach effort, and countywide trends. City staff then facilitated a breakout room discussion with community members on housing needs, concerns, and opportunities, and answered any questions. A poll was given during the meeting, to identify who was joining us and more importantly who was missing from the conversation, including if they rent or own, who they live with, their age, and ethnicity. Time for questions was allotted throughout, and meeting surveys were provided to all participants after the meeting along with all discussed resources and links.

In total, six introductory meetings were held across the county between March and May 2021, and 1,024 registered for the series. Of those who registered, the majority identified as White (66%) or Asian (15%) and were 50 years or older; nearly half were 50 to 69 years old and almost a fifth were over 70. Almost half had lived over 21 years in their homes and three-fourths owned their homes. A meeting summary can be found in Appendix X.

- **All About RHNA Webinar**

City staff joined a webinar with 21 Elements in April 2021 to provide information and answer community questions about the RHNA process. 264 people registered and 80 questions were answered over three hours. The recording of this meeting and the FAQ can be found [here](#).

- **City Council Listening Sessions**

Each year the Half Moon Bay City Council hosts listening sessions to hear directly from the people who live and work in Half Moon Bay to encourage a broad range of community input regarding the City's critical priorities. The City Council uses this input as a foundation for annual priority setting and budgeting. For several years leading up to drafting the Cycle 6 Housing Element, affordable housing has emerged as and remained a top community and City priority. Community input received from recent Listening Sessions includes current information about housing needs and policy recommendations directly relevant to the Housing Element. The most recent two years of input, received over four separate sessions, conducted via Zoom with simultaneous Spanish translation, is summarized as follows:

- **City Council Listening Session #1**

On March 3, 2021, the City Council held their annual listening session series. About 18 community members attended and expressed the need for housing for all ages and stages of life that is affordable and available in the City. Rental assistance and housing support were encouraged to improve quality of life and to support the residents in the community. Direct outreach to the unhoused community was said to be a pressing need, and that those experiencing homelessness should receive

more information about the Coast House emergency shelter and how to qualify for a room.

- **City Council Listening Session #2**
On March 6, 2021, the City Council held a listening session with 10 community members in attendance. Community members shared their appreciation for the affordable housing already located in the community. To help meet the RHNA, attendees suggested and were in favor of accessory dwelling units (ADUs) to help provide more affordable housing options. Some mentioned that they would like to see the City provide opportunities to house refugees.
- **City Council Listening Session #3**
On March 9, 2021, the City Council held a listening session with 30 community members in attendance. Affordable housing and farmworker housing were highlighted as a focus for the Housing Element update. Local business owners also advocated the need for affordable housing for staff and essential workers. Attendees suggested that the City ask workers about their housing preferences with respect to location and type. Overcrowding was mentioned to be a growing concern, especially for kids who need good quality housing. Gratitude to the City was shared for pro-actively listening. Nonetheless, community members urged that the City not stop their efforts and continue to keep affordable and farmworker housing a priority. Some attendees wondered if it is feasible to plan for small rural housing and in-town housing, or if one had to be attended to at a single time.
- **City Council Listening Session #4**
On March 13, 2021, the City Council held their more recent listening session with 22 community members in attendance. Attendees stressed the importance of keeping affordable housing at the top of the priority list. In addition to affordable housing is the need for rental assistance to ensure residents do not become unhoused. Some participants encouraged the City to broaden their scope to consider already developed properties that may be underutilized, especially in the downtown area.
- **City Council and Planning Commission Joint Study Session – Housing Sites, Opportunities and Constraints**
On November 9, 2022, the City Council and Planning Commission hosted a Housing Work Session on the Housing Element. The meeting was conducted via Zoom with simultaneous Spanish translation throughout. The agenda included a presentation of several broad categories of affordable housing types previously identified by the community as most-needed (e.g. farmworker housing, mobile homes, multi-generational family-housing, and infill housing in the resource-rich Town Center area). Detailed information about specific sites intended for inclusion in the 6th Cycle Housing Element included those owned by the City, Cabrillo Unified School District (CUSD), churches, agricultural and other property owners. For each, the presentation covered opportunities, constraints, and potential City

actions to be taken to further support development with affordable housing. The session was well-attended with 83 individuals, including 25 who spoke during the public forum.

- **Stakeholder Listening Session Series**

City staff joined 21 Elements for a facilitated series of listening sessions held between September and November 2021 to hear from various stakeholders who operate countywide or across multiple jurisdictions. The four sessions convened more than 30 groups including fair housing organizations, housing advocates, builders/developers (affordable and market-rate), and service providers, to provide observations on housing needs and input for policy consideration.

Summaries for each session can be found [here](#). Key themes and stakeholder groups included:

- **Fair Housing:** Concern for the end of the eviction moratorium, the importance of transit-oriented affordable housing and anti-displacement policies, and the need for education around accessibility regulations and tenant protections. 8 stakeholder groups provided this feedback, including the following:
 - Center for Independence www.cidсанmateo.org
 - Community Legal Services of East Palo Alto (CLSEPA) www.clsepa.org
 - Housing Equality Law Project www.housingequality.org
 - Legal Aid for San Mateo County www.legalaidsmc.org
 - Project Sentinel www.housing.org
 - Housing Choices www.housingchoices.org
 - Public Interest Law Project www.pilpca.org
 - Root Policy Research www.rootpolicy.com
- **Housing Advocates:** Concern for rent increases and the need for ongoing outreach to underserved and diverse communities, workforce housing, deeply affordable and dense infill, and tenant protections for the most vulnerable. 6 stakeholder groups provided this feedback, including the following:
 - Housing Leadership Council www.hlcsmc.org
 - Faith in Action www.faithinactionba.org
 - Greenbelt Alliance www.greenbelt.org
 - San Mateo County Central Labor Council www.sanmateolaborcouncil.org
 - Peninsula for Everyone www.peninsulaforeveryone.org
 - San Mateo County Association of Realtors www.samcar.org
- **Builders and Developers:** Local funding, tax credit availability, and concern that appropriate sites limit affordable housing while sites, construction costs, and city processes limit market-rate housing. 12 stakeholder groups provided this feedback, including the following:

- Affirmed Housing (Affordable) www.affirmedhousing.com
 - BRIDGE Housing (Affordable) www.bridgehousing.com
 - The Core Companies (Affordable, Market Rate) www.thecorecompanies.com
 - Eden Housing (Affordable) www.edenhousing.org
 - Greystar (Market Rate) www.greystar.com
 - Habitat for Humanity (Affordable) www.habitatsf.org
 - HIP Housing (Affordable) www.hiphousing.org
 - Mercy Housing (Affordable) www.mercyhousing.org
 - MidPen Housing (Affordable) www.midpen-housing.org
 - Sand Hill Property Company (Affordable, Market Rate) www.shpco.com
 - Sares | Regis (Market Rate) www.srgnc.com
 - Summerhill Apartment Communities (Market Rate) www.shapartments.com
- **Service Providers:** More affordable housing and vouchers or subsidies for market-rate housing are needed, along with on-site services and housing near transit, and jurisdictions should work with providers and people experiencing issues before creating programs. 10 stakeholder groups provided this feedback, including the following:
- Abode Services www.adobeservices.org
 - Daly City Partnership www.dcpartnership.org
 - El Concilio www.el-concillio.com
 - HIP Housing www.hiphousing.org
 - LifeMoves www.lifemoves.org
 - Mental Health Association of San Mateo County www.mhasmc.org
 - National Alliance on Mental Illness www.namisanmateo.org
 - Ombudsman of San Mateo County www.ossmc.org
 - Samaritan House San Mateo www.samaritanhousesanmateo.org
 - Youth Leadership Institute www.yil.org

3. Other Outreach Activities

The City set out to collect as much feedback as possible from the community, from general concerns and ideas, to where new housing could go. It was also important to the City to consider community outreach best practices and partner with organizations working in the community, to ensure as many people as possible are reached in a thoughtful way.

- **City of Half Moon Bay Stakeholder and Service Providers Interviews**

In April 2022, City staff invited affordable housing providers and service agencies for interview sessions in order to gain a better understanding of housing needs, challenges, and desires of the specific populations they serve. Agencies were identified as those who are especially focused on supporting the San Mateo coastside, or those that have identified

themselves to City staff as seeking to increase their presence on the coast. Of stakeholders invited, ten agencies participated. Interviews were unstructured and candid to allow each agency to organically discuss issues and present recommendations. The input received was specific for the Housing Element policy development and site selection process.

- **Coastside Hope**

On April 12, 2022, City staff met with the Executive Director of Coastside Hope, an organization that provides support to clients and their families who live and work on the Coastside. The discussion highlighted the need for more affordable housing, but especially for farmworkers and greenhouse workers. The Executive Director stressed that affordable rental housing developments should be combined with other programs to help households save money to buy a home. Tenant education and protection was identified to be a key tool for reducing discrimination and inequitable practices.

A “community first” approach was suggested for the City to ensure that housing be built and secured for residents before interested parties move in. City funding of local service agencies helps support local residents stay in their homes. Coastside Hope acknowledged the City’s Community Services Financial Assistance (CSFA) grants and that they appreciated the program’s flexibility and the simple application process.

- **Senior Coastsiders**

On April 12, City staff met with the Executive Director of Senior Coastsiders to discuss what the organization may require support with, any housing issues their clients have been experiencing, and the current housing support programs. Like many other organizations, Senior Coastsiders supports accessory dwelling units to help increase the production of affordable units. The Director also advised that care should be taken with mobile home park expansions because despite the benefits association with increasing the inventory of this important type of more affordable housing, these units need to be well maintained.

- **Abundant Grace**

On April 14, 2022, City staff met with the Executive Director and their staff at City Hall. The organization serves the homeless and low-income communities of Half Moon Bay. They discussed coastside needs like addressing the lack of housing available for residents with housing vouchers. Farmworker needs are a major concern as their income cannot keep up with the increased cost of living.

- **Housing Choices**

On April 14, 2022, City staff met with the Executive Director and Senior Housing Advocate of Housing Choices, an organization that provides housing navigation services to people with developmental and other disabilities. In addition to

discussing their clients' needs and desire for housing, they shared specific policy recommendations for Half Moon Bay.

- **Housing Leadership Council (HLC)**

On April 14, 2022, City staff met with the Policy Manager at the Housing Leadership Council of San Mateo County. HLC is a membership organization that works with its partners to preserve and expand the range and supply of adequate, accessible, and affordable housing for residents and workers of San Mateo County. The Council ensures everyone who works, lives, or grows up in San Mateo County can obtain a suitable home. During their interview, the Policy Manager shared a few things that HLC would like to see for the future of housing in Half Moon Bay. This includes an analysis of the Cycle 5 Housing Element to determine why the City has not met its housing needs in the past as a means to help ensure that the upcoming housing element is holistic and will realistically result in housing production. HLC shared their best practices on their Housing Element Policy Platform.
- **MidPen Housing**

On April 14, 2022, City staff met with the Vice President of Business Development at MidPen Housing, one of the largest non-profit developers, owners and managers of high-quality affordable housing in Northern California. In advance of the interview, MidPen Housing provided its "Housing Element Best Practices: Lessons from Previous Cycles". The interview covered the recommendations, including discussion of their applicability to the City of Half Moon Bay.
- **Society of St. Vincent de Paul**

On April 14, 2022, City staff met with the Executive Director, Director of Engagement and the Lead Case Manager at the Society of St. Vincent de Paul, who provide person-to-person services of time, talent and resources to help neighbors in need. Their main goal is to help people get housed. They will continue to support and refer people to services and noted great appreciation for the City's past funding of their programs. They also noted that the City's CSFA process was straightforward.
- **Boys and Girls Club**

On April 19, 2022, the City met with the Coastside Executive Director of the local Boys and Girls Club. The main issue mentioned was centered around affordability and availability of housing for their staff and clients. Their younger staff cannot afford to move out of their family homes because due to the lack of affordable housing. This leads to overcrowding in the City which is a growing concern.

As a trusted partner in the Community, the Boys and Girls Club offered to help share outreach materials and information.

- **HIP Housing**

On April 19, 2022, City staff met with Director of Programs at HIP Housing, a local nonprofit organization that has provided housing and home sharing services in San Mateo County. In their interview, they shared more about their organization and a desire for more support with outreach in Half Moon Bay. They discussed the potential to increase ADU affordability. They intend to increase their presence on the Coast and have been considering strategies for how to make home sharing units count toward RHNA.
- **Habitat for Humanity**

On April 19, 2022, City staff met with the Chief Executive Officer at Habitat for Humanity, an organization that builds homes and sustains affordable homeownership opportunities for families. They shared that the City has a unique opportunity to think differently about the types of housing and partnerships that could be realized on the various housing sites. This includes consideration of ownership opportunities as part of an affordable housing development. Additionally, they shared many creative recommendations for the City to consider as potential opportunities.
- **Focus Groups**

The City hosted two focus groups in June 2022 to provide a small and intimate platform for some of the City’s most vulnerable communities, including seniors and Latinx residents. The intent of these focus groups was to gain a better understanding of their specific housing needs and obtain feedback on how the City can best support them in the years to come.

 - **Senior Coastsiders Focus Group**

On June 8, 2022, the City staff and a consultant to the City met with 8 community members connected to Senior Coastsiders. The purpose of this focus group was for participants to provide input about housing development and policy with a focus on senior needs. Participants shared that Half Moon Bay is a wonderful and friendly community. Their priorities for housing include shared housing, controlled rent increases, and support for older adults including financial assistance for home maintenance. Common areas of concern include homelessness, the vulnerability of certain household types such as female-headed households, and the need for housing for people with disabilities.
 - **Ayudando Latinos A Soñar (ALAS) Focus Group**

On June 16, 2022, City staff held an in person focus group in the backyard of ALAS’ main office. The purpose of this focus group was for participants to provide input about housing development and policy with a focus on community needs. The session was facilitated by City staff and conducted in Spanish. Those in attendance, represented low-income Latinx families and farmworkers. In total, 8 adults participated, as well as several grade and middle school aged children. Participants

shared that they enjoy Half Moon Bay as a safe, beautiful small town that is close to their families and friends. They identified priorities for housing, highlighting the needs of essential workers, including farmworkers. Common areas of concern included high rent, overcrowding, impacts on health and childhood development.

- **Creating an Affordable Future Webinar Series**

21 Elements offered a 4-part countywide webinar series in the fall of 2021 to help educate community members about local housing issues. The sessions were advertised and offered in Cantonese, Mandarin and Spanish, though participation in non-English channels was limited. All meetings and materials can be found [here](#). The following topics, and how each intersects with regional housing challenges and opportunities, were explored:

- **Why Affordability Matters:** Why housing affordability matters to public health, community fabric and to county residents, families, workers and employers.
- **Housing and Racial Equity:** Why and how our communities have become segregated by race, why it is a problem and how it has become embedded in our policies and systems.
- **Housing in a Climate of Change:** What is the connection between housing policy and climate change and a walk through the Housing & Climate Readiness Toolkit.
- **Putting it All Together for a Better Future:** How design and planning for much-needed new infill housing can be an opportunity to address existing challenges in our communities.

The series included speaker presentations, audience Q&A, breakout sessions for connection, and debrief discussions. Participants were eager to discuss and learn more about housing challenges in their community. They asked questions and commented in the chat and shared their thoughts in a post-event survey. Overall, comments were mostly positive and in favor of more housing, though some were focused on the need for new affordable housing. There was a lot of interest in seeing more housing built (especially housing that is affordable), concern about change or impact to schools, parking, and quality of life, and personal struggles with finding housing that is affordable and accessible shared. Some participants wanted more in-depth education and discussion of next steps, while others had more basic questions they wanted answered.

In total, 754 registered for the series. Of those who shared, the majority identified as White (55%) or Asian (24%) and ranged between 30 and 70 years old. Over half have lived in the county for over 21 years and nearly two-thirds owned their homes. For more information, see the Summary [here](#).

- **Equity Advisory Group**

In alignment with community outreach best practices, it was important to include the guidance of and foster partnerships with community organizations to help ensure everyone's voices were heard during the Housing Element update. In response, an Equity Advisory Group (EAG) was formed consisting of 15 organizations or leaders across the

county that are advancing equity and affordable housing. A stipend of \$1,500 was originally provided for meeting four to five times over 12 months to advise on Housing Element outreach and helping get the word out to the communities they work with.

After meeting twice in 2021, it was decided that the best use of the EAG moving forward would be to provide more focused support in 2022 based on jurisdiction need and organization expertise. To date, EAG members have facilitated and hosted community meetings in partnership with 21 Elements, collected community housing stories to put a face to housing needs, advised on messaging, and amplified events and activities to their communities. The EAG continue to work collaboratively with jurisdictions and deepen partnerships, as well as connect community members to the Housing Element Update process. All participating organizations are featured on the Let's Talk Housing [website](#) and include the following:

- Ayudando Latinos A Soñar (ALAS) www.alashmb.org
 - Community Legal Services www.clsepa.org
 - El Comité de Vecinos del Lado Oeste (El Comité) www.tenantstogether.org/resources/el-comité-de-vecinos-del-lado-oeste-east-palo-alto
 - EPACANDO www.epacando.org
 - Faith in Action www.faithinaction.org/federation/faith-in-action-bay-area/
 - Housing Choices www.housingchoices.org
 - Housing Leadership Council www.hlcsmc.org
 - Menlo Together www.menlotgether.org
 - Nuestra Casa www.nuestracasa.org
 - One San Mateo www.onesanmateo.org
 - Peninsula for Everyone www.peninsulaforeveryone.org
 - Puente de la Costa Sur www.mypuente.org
 - San Mateo County Health www.getthehealthysmc.org
 - Youth Leadership Institute www.yli.org/region/san-mateo
 - Youth United for Community Action www.youthunited.net
- **Affirmatively Furthering Fair Housing Survey**
A total of 63 residents from Half Moon Bay participated in the 21 Elements AFFH survey. Participants from Half Moon Bay shared a great need for assistance in taking care of themselves or their homes and were more likely to have trouble keeping up with expenses, such as property taxes. Access to public transit, improved street crossings, and the need for more sidewalks were shared concerns. Residents also expressed that they need help finding housing.

Key Takeaways

Key takeaways emerged throughout the outreach process. Countywide themes were identified through outreach efforts lead by 21 Elements. As noted above, their efforts took place in partnership with local cities, including Half Moon Bay and are applicable to the coastside. It is also notable that regional housing needs affect Half Moon Bay due to the City's close proximity to jobs rich areas and high population centers located within San Mateo County and the greater Bay Area. Additional City specific takeaways were gathered through outreach at local public meetings and through targeted outreach efforts with community groups and stakeholders in Half Moon Bay. Many concerns taking place on a regional level also have similarities to concerns gathered from local outreach.

Countywide Key Takeaways

- **Housing is personal:** People often have differing views on housing because it is a very personal issue tied to feelings of safety, belonging, and identity. Often the comments reflected people's current housing situation. Those with safe, stable housing that they can afford were more concerned with change. Those without were more interested in bolder policies and more housing generally. Many people shared meaningful stories of being priced out of their communities or of their children not being able to live in the community where they grew up. Click here for a [sample](#) story.
- **The price of housing is a major concern:** Many voiced concerns about the high cost to rent or buy a home today, either for themselves, friends, or family. It is an issue that touches a lot of lives.
- **More housing is needed:** Generally, people believe there is a need for more housing, particularly affordable housing. However, there are diverging views on how to accomplish this, where housing should go, and what it should look like.
- **Single-family neighborhoods are polarizing:** While some people voiced their interest in up-zoning single-family neighborhoods or eliminating them altogether, other homeowners want to protect them and in turn, the investment they have made.
- **Affordable housing is a top concern:** Many felt that more needed to be done to promote affordable housing. They also felt that developers should be eligible for incentives and opportunities that make them more competitive.
- **The process is too complicated:** There was significant concern that the development process was too slow and there was too much uncertainty.
- **Better information resources:** People wanted to know how to find affordable housing in their communities and navigate the process of applying for it.

- **Issues are connected:** Transportation, climate change, access to living wage jobs and education opportunities are all tied to housing and quality of life. These issues are not siloed in people’s lives and there is a desire to address them in interconnected ways.
- **Equity is on people’s minds:** People want to talk about housing inequities and, even more so, discuss how to solve them. There was interest in ways to create new opportunities for housing and asset building for all that also address past exclusions.
- **Regional input matters but there’s more to figure out:** It was valuable to build a broader sense of community and share resources at the countywide level. However, it was challenging to engage non-resident community members on jurisdiction-specific input.
- **Diversity in participation was a challenge:** Despite partnering with organizations to engage with the hardest-to-reach communities and providing multilingual outreach, achieving diversity in participation was challenging. In the wake of Covid-19, organizations already operating on limited resources were focused on supporting immediate needs, while the added stresses of life coupled with the digital divide added additional barriers for many.

Half Moon Bay Key Takeaways

- **Farmworkers cannot afford stable housing:** Many farmworker households in Half Moon Bay are in the acutely low- and extremely low-income categories. As a result, farmworkers and their families typically live in substandard conditions that can include shared beds and insufficient living areas. Farmworkers suffer from severe housing insecurity; and, without enough affordable housing for this vulnerable population, they are often forced to choose between enduring substandard conditions or moving out of the area.
- **Over-crowded housing:** The City heard from multiple community members and stakeholders that many families are forced to live in over-crowded housing due to high rents. Some are unable to gain approval through the rental application process. In some situations, multiple families share a home or apartment designed for only one family. Therefore, in many cases, parents and their children are crowded in a single room without privacy or adequate sleeping arrangements and have to navigate impacted facilities. They described having to establish “shifts” for use of kitchens and restrooms. Some families recounted deeply personal stories about how these living conditions lead to chronic disparities in health and wellness and have detrimental impacts on the development and education of their children.
- **Illegal subleases and price gauging:** Related to over-crowded housing, many households with limited resources are forced to enter into housing arrangements that are not governed by a lease agreement. Although free legal services are available, tenant rights are limited without clear documentation and proof of unfair practices. In some cases, existing tenants with a valid lease are subleasing rooms without a landlord’s consent at higher than market rate. This places some households at even higher risk of illegal housing practices

such as unlawful eviction practices, insufficient lease terms, and rent increases that lead to price gauging.

- **More affordable housing is needed in Half Moon Bay:** Through the outreach process there was a substantial amount of support for additional affordable housing to be built in Half Moon Bay. Lower income residents described the condition as an emergency, stating that affordable housing needs to be built as soon as possible.
- **Teachers and essential workers cannot afford to stay:** Many speakers stated that teachers and essential workers are finding it increasingly difficult to remain housed in Half Moon Bay and surrounding communities due to the high cost of housing. Wages for these essential workers have not kept up with the cost of living.
- **City housing funds and land contribution:** Multiple stakeholder and service agency organizations stated the need for a variety of funding sources to develop a range of affordable housing types, including ownership, rental, and co-housing.

How We Incorporated What We Heard into the Plan

The section in development. Community and Planning Commission input will be incorporated.