

Appendix X: Local Community Outreach

Housing Policy and Housing Element Outreach

ATTACHMENT 2

List of Outreach Sessions and Attendance

City Council Listening Sessions:

- March 3, 2021 (Wednesday evening): 18 attendees
- March 6, 2021 (Saturday morning): 10 attendees
- March 9, 2022 (Wednesday evening): 30 attendees
- March 13, 2022 (Sunday afternoon): 22 attendees

City Council and Planning Commission Joint Study Session:

- November 9, 2021: 83 attendees, 25 speakers (housing sites, opportunities, constraints)

Focus Groups

- June 8, 2022 – Senior Coastsiders: 8 attendees
- June 16, 2022 – ALAS: 8 adult attendees as well as some school age children

Stakeholders and Service Agency Interviews: April 12, 2022 – April 19, 2022

- Coastside Hope (Service provider)
- Senior Coastsiders (Affordable senior housing and service provider)
- MidPen Housing (Affordable housing provider)
- Society of St. Vincent de Paul (Service provider)
- Abundant Grace (Service provider)
- Housing Leadership Council (Affordable housing advocate)
- Housing Choices (Affordable and inclusive housing advocate)
- HIP Housing (Affordable housing and service provider)
- Habitat for Humanity (Affordable housing provider)
- Boys and Girls Club (Service provider)

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 the Listening Session 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:

- March 3, 2021 (Wednesday evening): 18 attendees
 - Need rental assistance and support.
 - Need more outreach about emergency shelter (Coast House) directly to unhoused community; e.g. how to get in/qualify for a room, etc.
 - Need housing for all ages and stages that is affordable and available.

- March 6, 2021 (Saturday morning): 10 attendees
 - Appreciates the affordable housing already located in the City.
 - Would like to see opportunities to house refugees.
 - ADU's could certainly help out.

- March 9, 2022 (Wednesday evening): 30 attendees
 - Need affordable housing/ farmworker housing; thankful the City has been listening and continue to do so. (x2)
 - Farmworkers deserve dignified housing too.
 - Excited City Council is taking this seriously.
 - Please don't stop efforts; keep this as a top priority please.
 - Small rural housing vs. in-town housing - Can we work on both?
 - Need to ask workers about their housing preferences with respect to location and type.
 - Local business owners echo the need for affordable housing for staff.
 - Teachers are underpaid, making it hard to live on coastside, need better options.
 - Many families live in one room; it's hard for children to live this way.

- March 13, 2022 (Sunday afternoon): 22 attendees
 - Important to keep Affordable Housing at the top of the priority list. (x2)
 - Need affordable housing and rental assistance.
 - Would encourage city to broaden scope to consider already developed properties that may be underutilized, especially in downtown area.

City Council – Planning Commission Joint Study Session:

On November 9, 2022, the City Council and Planning Commission hosted a special joint study session on the Housing Element. The agenda included a presentation of several broad categories of affordable housing types previously identified by the community 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 Cycle 6 Housing Element included sites owned by the City, Cabrillo Unified School District (CUSD), churches, and 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 meeting was conducted via Zoom and Spanish language translation was provided throughout. The session was well-attended with 83 individuals, including 25 who spoke during the public forum. Speaker comments, while not verbatim, were carefully transcribed by City staff and follow:

1. Sean McPhetridge, CUSD Superintendent: Thanked staff for the meeting invitation and for the meeting with staff. Perfect timing relative to the District’s work identifying surplus properties. Hope to present housing plans to the District board in the next few months.
2. Jack Hebb: Lifetime coastside resident, stated that there has been a crisis of displacement and affordability. In Half Moon Bay High School, 33% of the District teachers had to leave Half Moon Bay because they could not afford to live here. Anyone who does not support affordable housing does not understand how housing affects their community. Wants 4-stories minimum, waive all parking requirements, need to think bigger.
3. Mike Ferreira: Looking at the RHNA number, sees 349 affordable units required and 149 market rate units. If look at 1% growth rate limit, it is about equal to what it would take to just build the affordable housing units. Wondering how come the RHNA number is greater than 1%. Very curious about Coast House and does not know what it is or where it is. Glad to see explanation of possibilities on Stone Pine.
4. Ana Gonzalez: Third generation from her family in Half Moon Bay, which is an honor, but it is hard to see that people that they have graduated cannot afford to live here. Lives in a one-bedroom apartment and it is hard. Really need affordable housing right now. Many households are packed very tight, they want to stay here because this is where they have family.
5. Raayan: Can’t afford to live in Half Moon Bay, and would love to if he could. Council has authority to set policies to make it affordable. But the restrictions make it very difficult to have housing in Half Moon Bay, especially the comments about teachers leaving and over-crowding. Think about this when setting policy. Need more housing. Taller buildings means more open space, so go high.
6. Greg Jamison: Good to see the information from the presentation. Hopes some good ideas come together. Hopes to share ideas back later.

7. Joann Rokosky: Has previously spoken about need for affordable housing. Speaking in support of all the affordable housing in Half Moon Bay. Fabulous to see the detailed presentation. Encourages a wide and open vision to see what the feasibility is and to address the housing needs for this community.
8. Dora: Have been constantly moving around from house to house. Lives in one room with a family of four. They don't have any privacy.
9. Alvaro Avila: Half Moon Bay resident for 6 years. The problem is housing. We all have families, and everything is expensive. Like previous caller, sad to hear that kids are complaining about privacy. But can't have it in Half Moon Bay because everything is so expensive. Really glad to keep moving forward and will support these people who are trying to help us. Hope this sort of thing goes through and that get the help, especially Latino people who need the most help. Here to support in any way that they can.
10. Ariana Vidrio: Getting more difficult to raise 3 kids. Hope that teachers can stay here. And hopefully this goes through and the Coastsides gets more affordable housing.
11. Alice Linsmeier: Great to see concrete proposals moving forward. Seems that the units skew to the side of moderate. And the very low and low are more heavily needed and should be the priority. The 20% below market rate (BMR) does not seem to be affordable to many people.
12. Belinda Hernandez-Arriaga: Representing the many families that have come through Ayudando Latinos A Soñar (ALAS) who have been struggling to find affordable housing. These are the workers that support the Half Moon Bay economy. It is inhumane to have them living the way they are. Families are packed into 1 bedroom that costs \$1,500/month. Also concerned about senior farmworkers who have given so much to put food on the tables. They should have an opportunity to have a warm home that they can be proud of.
13. Juana Ruano: Thanks everyone who is present, this year have had several meetings. Have been talking about housing, so very happy that City Council has been listening. Make \$5K/month and have \$8K in expenses. Where are they going to get the rest of the money? It is important to think about all of the youth and kids asking for privacy and they don't have it. We are one heart, one world.
14. Carmella Avila: Has been living here for 16 years. Happy to say that this is a good opportunity. It is sad that kids have no privacy. And when looking for a house – 4 kids and 2 adults – hear that it is too many people for 2 bedrooms. And the rent is too high. And God willing this will go through.
15. Guadalupe Cacho: Really happy for all this planning that is going in for the housing because we really need it. Have four living in one room and includes two teenagers. Difficult situation now because they are asking us to give up the room. They do not know where to go. Their hope is that this will all go through. Thanks Joaquin and ALAS.
16. Lizet Cortes: Wants to agree with everything that everyone has said. Hopefully this is a meeting that will lead to action. A local whose parents worked in the fields. As a college graduate, thought would be so much better off, but it is not the case. Very sad struggle. Was sad to see five families that were just evicted from a two-bedroom apartment. Half Moon Bay is always known as a tight knit community that helps each other. And now everyone is struggling.

17. Judy Taylor: It really helps members of the public when informing Council if public knows what City Council is thinking when they start to speak. Questioning 80 ADUs, because thinks there are 35 just this year. The elephants in the room are Measure D and water. And this community needs to deal with “great project, just the wrong location.” Unless can educate that these projects are in the community’s best interest, just spinning wheels.
18. Angeles Avila: Really happy that all of this is going through. Hopes that everything turns out OK and that build these apartments. Has lived in the same house and the owner always tells us that the rent is going to keep going up. Happy that will eventually build apartments for people who really need it and people can’t all crowd together. Also, the farmworkers need the housing to do what they do. We don’t all have the same job, but we all have the same need.
19. Omar Garcia Calderon: Has lived in Half Moon Bay for 12 years. Has an 11-year-old daughter. Hard because lives with wife’s parents. Can’t go live on their own. Hard to find a place. Would not want to leave here. Have friends who have left to go to Texas or Stockton. Happy to hear about the housing project. The Latinos have a huge need for housing.
20. Carolina Sandoval: I don’t have much time living in this town. I think it is a very nice town for a lot of people who do not have access to a car because everything is relatively close. But there is a huge problem where the rent is really high. I pay \$700 just for the portion where I have my bed. I share my bed with my daughter. It is a very complex situation for us Latinos. We make minimum wage, but we pay the same rent as the rest of the community. This is a positive vision that you have because we as Latinos are the ones who work really hard for this community. Thanks for time and the project.
21. Maria Avila: Thanks everyone. This is a great project and I hope it goes through. The unfortunate thing for us Latinos is that we have to share rooms. In the house we are in, all the rooms are rented out and there is a whole family with kids in each room.
22. Juan: Wants to congratulate everyone for this project as they are suffering with respect to housing. I have lived here 25 years. Very stressed as well. Pay \$3,500 and it is going up to \$4,000. I hope all this goes through. I am 100% supportive. It is truly sad to see families go through this because they have no place to live. See what have to do to one day get on the list to get a house.
23. Miguel Antonio: 30-year resident, and a carpenter with many companies. All these years have not had dignified housing. I am a dad of three kids. And so has lived in 2 rooms, having girl who is 15, a boy who is 13, and one is 19. All this time have never really had enough money for a house. The rents are \$4K - \$5K, and we only make \$4K. The salaries vary with construction jobs, but also out in the fields and we have suffered because we have not had any help from the City. In the last ten years have not had any help for affordable housing and that is part of the law. For the last ten years. I want this to become a reality and not just words that are spoken. I want for all the people who are talking to form a committee, I would be included, so that we could testify that you as a City Council were able to do it to help us all.
24. Francisca Vilalobos: I just want to know that where I live there are many people. We don’t have much. There are a lot of things here that can become a tripping hazard and

wants this to become a reality. We have a lot of problems here. I am hoping that our family can have housing so that we have a place to live.

25. Christy: Raised whole life in Half Moon Bay, went to Cunha Middle School and Half Moon Bay High School. Here supporting and give her view on this issue that we have with housing. Parents did work in the fields, and it is overwhelming to see that there is not enough housing for these farmworkers. A college student currently living with parents. Has three kids of her own. Wants to see her kids grow up here and hopes a plan comes through.

Focus Groups:

Senior Coastsiders Focus Group: June 8, 2022

A City staff member and a consultant to the City facilitated the meeting via Zoom. Eight attendees provided input about housing development and policy with a focus on senior needs.

Value about living in Half Moon Bay:

- Wonderful community, friendly town, and senior-friendly
- Love the coastside and the climate
- Everyone helps each other, people are so kind
- Financial support

Priorities for housing:

- Take care of the current residents and people who give back to the community (e.g. essential workers)
- The coast would benefit from more affordable housing, including:
 - Assisted living, memory care and retirement housing
 - Senior housing for people who are under 62 years old
 - Housing for people with disabilities and the homeless
- Shared housing: HIP Housing is a good resource for shared housing but not sure how many opportunities there are on the Coast. One option for seniors and people who need assistance is to share their homes in exchange for the provision of in-home care.
- Controlled rent increases
- Mixed use buildings with commercial spaces on the ground floor and housing above
- Good quality housing for people of all ages and income levels.
- Additional supports for older adults
 - Improved home and community-based services would help people stay safely in their homes instead of having to be moved to nursing facilities that are located over the hill.
 - Senior Coastsiders does a wonderful job assisting older adults with finding housing.
 - Amenities are needed in senior housing: picnic tables, outdoor seating, attractive gardens with native plants all make housing more welcoming; adequate storage, e.g. for bikes, etc. and EV chargers should be included.

- Properly working streetlights help seniors (and others!) feel safer out and about at night.
- The very poor public transportation options on the coast decrease the quality of life of those who can no longer drive either because of health reasons, or because they can no longer afford to maintain a vehicle.

Common areas of concern:

- Older adults:
 - Long waiting lists for senior housing.
 - Computer literacy: often the application process is complicated and housing forms are done online without consideration of computer literacy, blindness, accessibility
 - Transportation needs: can't use public buses; shuttle service needs to be staffed and funded; seniors are left waiting for the shuttle
- Female-headed households: Twice as likely to live in poverty; 60% of women don't have the opportunity to be a homeowner
- People with disabilities, including development disabilities
- Large households
- Homelessness:
 - State and federal decision-makers close mental health institutions and made them homeless
 - Lack of care for homeless: Some of the homeless don't qualify for housing support services (for example, if they are undocumented) so finding a way to assist these individuals would be helpful.
 - The purchase of the hotel (Coastside Inn, which is now Coast House) for transitional housing has reduced the number of homeless individuals living on the streets and greatly improved the quality of life of those who've made the move. Having showers and a place to do laundry has made people happier.
- Barriers to housing development:
 - Lots of Coastal land cannot be developed because of the Coastal ordinances.
 - NIMBYism continues to be an issue regarding new housing developments – for example, the opposition to the senior facility proposed for Moss Beach
 - Ensure areas on the Coast are zoned to increase housing density – but not via high rise buildings.
- Systemic crisis, especially in black and brown communities; other countries don't have the issues we have in the US; people coming to the US who can't acquire citizenship are left on paths to homelessness.
- Housing types needed to meet the needs of households:
 - Too many large houses that accommodate only one family on spaces that could have multiple units. We don't need so many mansions!
 - We have many situations on the Coast with more than one family living in single family homes/apartments.

ALAS Focus Group: June 16, 2022

This meeting was held in person in the backyard of ALAS's main office. It was facilitated by City staff and conducted in Spanish. Attendees represented low-income Latino families and farmworkers. In all, 8 adults participated, as well as several grade and middle school age children.

Value about living in Half Moon Bay:

- Overall, it is a very safe community.
- Enjoy the small town and being close to family and friends.
- Beautiful place to live, nice weather.

Priorities for housing:

- Need lower rents for essential workers.
- The City needs more affordable housing.
- With respect to the type of housing, we need family housing; many households are turned away from potential rental units if they have children.
- Need housing for essential workers, including farmworkers.
- Need more information about housing resources and legal assistance.

Common areas of concern:

- The current situation with housing should be considered an emergency.
- Subleases without a formal lease make it difficult for tenants.
- Uncontrolled rent increases, lack of improvements, and unresolved maintenance issues increase housing insecurity.
- Families are forced to live in overcrowded housing due to a lack of affordable options.
- Overcrowding has significant impact on mental health; it is especially challenging for children who need space to study and play.
- Finding housing is even more difficult for undocumented households.
- Need a living wage to afford housing.
- Some large homes have only one or two residents; while we have whole families living together in individual bedrooms.
- Due to overcrowding, children don't have a feeling "of a house;" e.g. what is a living room, a kitchen, or a patio.

Stakeholder and Service Agency Interviews: April 12, 2022 – April 19, 2022

City staff invited affordable housing providers and service agencies for interview sessions in April 2022. Agencies were identified as those who are especially focused on supporting the San Mateo coastside, or those that have identified themselves to staff as seeking to increase their presence on the coast. Ten agencies participated. Interviews were unstructured and with each agency encouraged to present issues and recommendations. Input was specific for Housing Element policy and site selection. Summaries of the input follow.

Coastside Hope – April 12, 2022

Judith Guerrero, Executive Director

Need more affordable housing generally, and especially for farmworkers and greenhouse workers.

- Affordable housing is great and there is never enough of it. Would need another 2 or 3 communities like Moonridge to solve the affordable housing problem. A lot of people are living in garages, closets, etc.
- Need more low-income housing. Affordable and low-income is a different market.
- Farmworkers tend to have the lowest incomes. They are victims of more harassment and suffering than other community members. Farmworkers are very proud of their work.
- Farmworkers are aging; head of household working here on the farm, but not other family members. Hemp and cannabis industry is changing this.
- Affordable housing communities for farmworkers solve a problem for a short time, but not for a long time.
- Coastside Hope's support for rent relief is tied to income. Their clients have the fewest options; e.g. choosing between working and taking a child to school.

Home Ownership/Other long-term Housing Goals: Affordable rental housing developments should be combined with other programs to help household save money to buy a home.

- When a household no longer qualifies to live in an affordable housing development, they are back at ground zero.
- First time home buyer programs would help and should be tailored to lower income, and even middle class, too.
- Wishes clients would have more awareness of future financial planning. This could be education about responsibilities that come with housing, and other financial responsibilities. Need to take all of these considerations in mind if develop a program.
- Some people are not going to retire in this community. Concerned about using housing for families who are going to stay here.
- Non-documented persons do not qualify for section 8 housing. What do you do if getting older? May move in with children. Single parents in this situation do not have many choices. They cannot access federal programs.

Tenant Education:

- Need more protection for people who are subleasing. Need more sources and ways to educate the community about their rights as tenants.
- There is discrimination and harassment by master leaser to the tenants. Master lease holders overcharge and do not respect the rights of the subtenants. They utilize tactics to push out sub-tenants. This happens discretely and is not legal. Due to fear of retaliation, they do not do anything.
- Homeowners lease every room in their homes to pay mortgage; and homeowners will only accept cash. This results in limited documents, paper trail, rights as a renter.

Local Preferences:

- Negative perception of senior housing, especially seniors who are not from our community. How do we know that our community will be served? If going to build on the coast, need to help our community first.
- Seniors are more at risk of becoming homeless than we realize.

Use of Services and Facilities:

- Need to understand the purpose of the Coast House shelter and to make sure it is not being used like short-term farm labor housing.
- Need farmworker housing that provides flexibility for some seasonal work. Need to charge something for it; e.g. low flat fee, or a percentage of income. This is meant to help keep the place running.

Funding for Local Service Providers:

- Need flexibility, need to just be able to write a check to keep folks in their homes; appreciates the trust that the City has in their process; e.g. through the City's Community Service Financial Assistance (CSFA) grant program.
- City requirements for grant monitoring are reasonable.
- Notes that the State's Housing is Key rental assistance program did not work for the coast because the sublease folks do not qualify. Thinks only about 20 households benefited. Master lease holders will not wait 3 months for rent.

Senior Coastsiders – April 12, 2022

Sandra Winter, Executive Director

Things we lack or need to support:

- There is not housing here for older adults. The homes are also not secure to coastal residents.
- More memory care housing is needed.
- The Senior Coastsiders location: five non-profits on the campus; shared partnership engaging multiple people leverages individual's generosity, non-profit capabilities, and a

framework for making these links to provide a foundation for developing housing. Better than City developing housing.

- Home Sharing: ADUs – supports this. HIP Housing supports it. Need to provide education about how homeowner can maintain independence, privacy, etc. in a home share relationship.
- Minor Home Repair Program: Seniors cannot maintain and upkeep their own homes, need to help people stay in their own homes. Keep them safe and housed. The City’s funding has supported this; CDBG grant administered by San Mateo County is primary funding source. City’s CSFA is easy process, easy with reporting, challenge is year end report, due in second week of June which means reporting two weeks before the end of the fiscal year and only a couple weeks after the home repair events. CDBG funding is more restricted. A lot of the work is in Canada Cove.
- Loves the mixed-use housing along Main Street and in Half Moon Bay in Downtown, the increased density makes the City more vibrant, more walkable.

Problems:

- For Seniors, waiting list only opened once. Almost impossible to get into housing. If lists do open, often the only housing available is over the hill.
- Have participants who live in vans and RVs; this is a real problem. Wonders about tiny home complex or RV park that is not for tourists.
- ADUs not really affordable. Building supply cost has increased so much. It is not one thing. Architecture was expensive.
- Concern that manufactured housing does not last; it is not equivalent to a home and only lasts a certain number of year.

Outcomes/Next Steps:

- Need to provide education and resources.
- Could facilitate a focus group. Senior Coastsiders would be different from Canada Cove, and different from “free-living” older adults.

MidPen Housing - April 14, 2022

Felix AuYeung, Vice President of Business Development

In advance of the interview, MidPen provided its “Housing Element Best Practices: Lessons from Pervious Cycles.” The interview covered the recommendations, including discussion of applicability to the City of Half Moon Bay.

Link: [MidPen’s Housing Element Best Practices guide is here – A Message from Matt Franklin – MidPen Housing \(midpen-housing.org\)](#)

1. Master-planned sites with opportunities to maximize housing density and share infrastructure; senior housing overlay

- Midpen: Whereas an individual parcel may be zoned 30 du/acre; could spread density limit across the plan area, and then concentrate density in different areas. May need to have a legal parcel that could have a higher density.
 - City staff notes: The City already allows this approach, such as in Planned Development areas.
2. Fee exemptions for affordable housing
 - Consider fee levels; providing waivers is beneficial to lower cost development and improves tie the breaker for tax credit projects. Need to hit 15-point amenity score to even compete; the challenge is the tie breaker which requires local resources.
 - Fee deferral could be just as good as waivers; e.g. if units don't stay affordable the City could collect the fee at the time of conversion.
 - Utilities connections as a program would be a real contribution.
 3. Reduced parking standards for affordable housing
 - Presenting the City's current DT Ratios: 1 space per studio or 1 br; 1.5 spaces per 2 br; AND ¼ space per unit for guest parking
 - Reductions: 20% mixed-use, shared-use reduction; guest parking waiver DT
 - Have been going below 1:1 over the hill even for family housing; but Moonridge is an example that needs more parking.
 - HMB may be an exception to what is being done elsewhere. Need to consider if some units will be seniors, have disabilities, etc. May be able to go below 1:1 for studios and 1 br units. Guest parking can add up; but the reduction for mixed-use.
 4. Exceptions to development standards for affordable housing
 - Allowing jurisdiction to have some flexibility to create exceptions without using up density bonus concessions. (e.g. overly conservative storage requirements, affordable housing developers would prefer to have a reduction granted as an exception or other means and not as a concession).
 - Height – 2-stories to 3 is a 50% increase; 3-stories to 4 is only a 25% increase. Three stories is very important.
 5. Affordable Housing Overlay zone
 - Densities –
 - 50 du/acre would be helpful to cover senior housing; e.g. exception or “senior overlay”
 - 40 du/acre works for families
 6. Use of surplus land and City-led rezoning
 - City staff notes:
 - City has a very limited number of properties suitable for housing development.
 - The school district is studying sites; relative to the City's Workforce Housing Overlay land use designation.

- May need to consider increasing build-out and adding moderate as a qualifying affordability level.
7. Identifying housing opportunity sites owned by mission-aligned organizations
 - Churches
 - Schools
 - Other public and quasi-public owners; e.g. CCWD, SAM, etc.
 8. Public sector led rezoning for affordable housing
 - Look for advantageous land swaps
 - Study public ownership
 9. Identifying public and privately-owned sites with existing housing stock for total redevelopment to increase density:
 - Half Moon Village is a good example
 - Smaller scale examples of this option, e.g. housing inventory site located behind the Library; could be considered as part of a scattered site for tax credit purposes.

Conclusions/final notes:

- Scattered site policies or statements: not really needed
- Asked about units for disabled – discussed past developments. Hard to do them now. County requires 5% if project uses Measure K funds; wants County to allow a developer to choose between 10% for homeless or 5% for disabled. After initial lease up, then after that it is just next available. Residents can request reasonable accommodations. Otherwise, all elevator buildings are fully accessible.

Society of St. Vincent de Paul – April 14, 2022

Jim Lonergan, Executive Director

Tony Serrano, Lead Case Manager

Ginny Marans, Director of Engagement

Housing:

- We have a housing crisis, goal is to help people get housed.
- The efforts have shifted in the last five years on the Coastsides; this is not going away it is getting worse, and we need to figure this out.
- Farmworkers are the most affected. Owners of farms provide housing in some cases and in others they do not.
- Eviction moratorium is ending this month and expect more families to need support.
- Trying to help anyone in need throughout the County; located in 35 parishes; for Half Moon Bay it is Our Lady of the Pillar (OLP) conference. The OLP parish is the largest conference in San Mateo County (e.g. it extends south to Pescadero). Conferences and

ministries serve at the pleasure of the parish. Have 2600 volunteers throughout San Mateo County.

- Looked into developing affordable housing, maybe at their San Mateo location; and working with Resources for Community Development (RCD) out of Berkeley.
- Focus is on folks who are precariously housed or homeless; work with Coastside Hope for the coast, as well as HIP Housing and LifeMoves.

Grants and Local Services:

- CSFA: City's grants – application and administration - has been going well.
- St. Vincent de Paul works with core agencies and refers first to Coastside Hope because they have all the resources and programs. St. V de Paul remains available as a safety net to the safety net; helping with rental assistance, food clothing, utilities.
- The \$200K grants from the City for rental assistance was split between Coastside Hope and St. Vincent de Paul. Coastside Hope had to allocate first, then St. Vincent de Paul. (As of the time of the interview, St. Vincent de Paul still had \$63K.)
- Started working with ALAS about a month ago to help families still in need of assistance.
- The scope of work with ALAS is broader; families to Coastside Hope do intake and referrals; ALAS goes to farms and visits families in their homes.
- Half Moon Bay is very different from other areas that they cover.
- The Half Moon Bay City Council is doing a good job to address the housing situation and providing funding resources that will help the families.

City questions:

- What land does St. V. de Paul own? Noted where they have land in San Mateo, SSF, and Menlo Park; but nothing on the coast.
- Did they consider responding to the RFQ for 555 Kelly? Did receive, but not it was not a fit.
- What about housing at church sites? Agreed that this is a good approach with positive precedents.
- Farmworker housing – what are they seeing? Haven't seen abuses; COVID increased awareness about farmworkers as providing essential services.

Abundant Grace - April 14, 2022

Eric DeBode, Executive Director

Lexi Hamilton, Program Manager

Coastside needs:

- Housing vouchers: nothing available in Half Moon Bay for voucher users. Landlords are not accepting them. Only working if there happens to be a known party.
- Outside the area, there are units, but outside of the area affects the individual/household, but they are not with their community

Coast House:

- Good relationship, Abundant Grace is actively referring clients to Coast House, 20 are on people waiting list.
- Given the choice of other locations, will select Pacifica instead of OTH.

Farmworkers' needs:

- Conducted a farmworker survey six years ago. Majority are doubled and tripled up; and have lived in the area for more than 10 years. It is a tight knit community. 300 responses.
- Master lease / sublease issues
- Income is not keeping up with cost of living
- Studios with ensuite bathroom, 1 bedroom would be great.
- How many families are experiencing homeless? Not many.

Housing Development Options:

- Pacific Ridge: Is there a way to work with the owner and city and a non-profit to rethink the project; what if the homes were 4K SF triplexes? Could use the land we already have to do more.
- Apartment buildings are predominately in Pilarcitos areas.
- Need supportive housing with wrap around services.
- What about a group home?
- Cited example of SF development with on site medical support, etc. as ideal for homeless support.

Housing Leadership Council (HLC) – April 14, 2022

Jeremy Levine, Policy Manger

HLC presented Housing Element best practices based on their policy platform: [HLC Housing Element Platform - Google Docs](#)

HLC wants to see:

- Entire Housing Element to fully consider how the City is not meeting the needs of the population, the constraints, need to do site inventory after the AFFH analysis, etc.
- Holistic Housing Element
- Policy: will look at HLC's and other service agencies input (e.g. Housing Choices)
- Need to describe the constraints of the Coastal Zone in the Housing Element.
- Primary goal: Get two or three really great sites in each Housing Element. E.g. 90% likelihood that the site could develop.

HLC's research on Half Moon Bay includes:

- Measure D

- Housing Element Annual Progress Reports: noted increase in ADUs

Next steps:

- Will continue to follow Half Moon Bay's progress
- Looks forward to further collaboration.

Housing Choices - April 14, 2022

Jan Stokley, Executive Director

Kalisha Webster, Senior Housing Advocate

Housing Choices provides on-site services. They are looking for a minimum of 8 units or up to 25% as part of BMR requirements and/or as part of an affordable housing development to serve this population.

- For individuals with developmental disabilities, the need is for services, not for access
- They provide for clients that can live mostly independently.
- Work with the Housing Authority.
- Not sure if they have clients in Half Moon Bay.

Housing Choices prepared specific policies recommendations for Half Moon Bay. The recommendations were reviewed during the interview.

- *Establish and monitor a quantitative goal.* Tracking the City's success in housing people with developmental disabilities is essential to determine whether policies and programs are having an effect in overcoming historic patterns of discrimination and exclusion of people with developmental disabilities from affordable housing. A goal of 20 new Extremely Low Income housing units for Half Moon Bay residents with developmental disabilities over the period of the 2023 to 2031 Housing Element would represent meaningful progress towards the unmet housing need of this special needs group. (These would be separate from those that are "ADA")

Sample Language: The City of Half Moon Bay shall monitor progress towards a quantitative goal of 20 new Extremely Low Income housing units that are subject to a preference for people with developmental disabilities needing the coordinated services provided by Golden Gate Regional Center to live inclusively in affordable housing.

- *Target City-Owned Land, Land Dedicated to Affordable Housing under the Inclusionary Ordinance and City Housing Funds to Meet City-Specific Priorities.* City-owned land, land otherwise dedicated to affordable housing, and city housing funds may well be essential to the development of affordable housing that is financially feasible in high-cost Half Moon Bay. In creating guidelines for the scoring of any competitive request for proposals for these scarce resources, the City should grant additional points to affordable housing projects that address the housing needs of Half Moon Bay's

residents who are most difficult to house under existing state and federal housing finance programs--for example, by prioritizing proposals with a higher number of extremely low income units or that make a percentage of units subject to a preference for identified categories of special needs people who would benefit from coordinated onsite services, including but not limited to people with developmental disabilities who benefit from services of the Golden Gate Regional Center.

Sample Language: In publishing requests for competitive proposals for any city-owned land, land dedicated to affordable housing or city housing funds, the City of Half Moon Bay shall grant additional points to proposals that address the city's most difficult to achieve housing priorities, by, for example, providing a greater number of extremely low income units or committing to make a percentage of the units subject to a preference for people with special needs who will benefit from coordinated onsite services, such as people with developmental disabilities who receive services from the Golden Gate Regional Center.

City staff notes regarding this suggestion:

- The City does not have a lot of land; and most of it is not developable for housing due to wetlands and other constraints.
 - Staff suggested that this policy approach should be broadened to include public and quasi-public lands including schools and churches.
- *Local Density Bonus Priorities.* Like many state and federal housing finance programs, the state density bonus program incentivizes the production of housing at the Low and Very Low Income level. But in counties like San Mateo County, with the highest Area Median Income in the state, these incentives have the effect of making much of the available affordable housing out of reach for Half Moon Bay residents who are Extremely Low Income and are thus unable to meet minimum income requirements or afford the rent assigned to the Very Low Income category. Half Moon Bay should add additional local incentives to the state density bonus law to make it more responsive to the impact of San Mateo County's high median income on the affordability of housing for Half Moon Bay residents who are Extremely Low Income, including, for example, people with disabilities who will benefit from coordinated onsite services provided by the Golden Gate Regional Center.

Sample Language: In addition to implementing the California density bonus statute, the City shall provide an additional local density bonus, incentives, or concessions for housing projects that include a percentage of the units for people at the Extremely-low income affordability level including, for example, people with disabilities who will benefit from coordinated onsite services provided by the Golden Gate Regional Center

City staff notes regarding this suggestion: The City's Workforce Housing Overlay could also address the intent of this suggestion. All Workforce Housing Overlay units must be affordable, with very-low and low-income affordability levels emphasized.

- *Reduce Parking Requirements for People with Developmental and Other Disabilities.* Because most adults with developmental disabilities do not drive or own a car, the City should revise its ordinances to limit parking required for affordable units for people with developmental disabilities to .5 space for each affordable studio or 1 bedroom unit and 1 space for an affordable 2 bedroom unit or larger. A similar reduction is recommended for affordable, physically accessible units.

Sample Language: In establishing parking requirements for multi-family rental housing, the City shall encourage the inclusion of people with developmental and other disabilities in affordable housing by recognizing their transit dependence and establishing lower parking ratios for units targeted to people with developmental and other disabilities than would otherwise be required for affordable housing.

- *Affirmative Marketing of Physically Accessible Units:* Developers are allowed to affirmatively market accessible units to disability-serving organizations in San Mateo County (i.e. Golden Gate Regional Center, Housing Choices Coalition for Person with Developmental Disabilities, Center for Independence of Individuals with Disabilities and others) but rarely take this step. Affirmative marketing is particularly needed by people with developmental disabilities who, because of cognitive, communication and social impairment, may rely on housing navigation services funded by the Golden Gate Regional Center to learn about and apply for affordable housing.

Sample Language: As a condition of the disposition of any city-owned land, land otherwise dedicated to affordable housing, the award of city financing, any density bonus concessions, or land use exceptions or waivers for any affordable housing project, the City shall require that the housing developer implement an affirmative marketing plan for physically accessible units which, among other measures, provides disability-serving organizations adequate prior notice of the availability of the accessible units and a process for supporting people with qualifying disabilities to apply.

- *Extremely Low-Income Accessory Dwelling Units.* As part of a larger plan to increase the supply of Accessory Dwelling Units (ADUs), the City should consider creating a forgivable loan program for homeowners who build ADUs and rent them for at least 15 years at Extremely Low Income rent levels to people with developmental disabilities.

Sample Language: Subject to funding availability, the City shall devise a program of financing for Accessory Dwelling Units subject to rent restrictions for at least 15 years at Extremely Low-Income rent levels to people with developmental disabilities who would benefit from coordinated housing support and other services provided by the Golden Gate Regional Center.

- *Affirmatively Further Fair Housing.* Not only is disability the highest-ranked source of Fair Housing complaints in San Mateo County, a growing body of San Mateo County

data indicates that Black, Indigenous and other People of Color (BIPOC) with disabilities experience higher rates of housing discrimination and severe rent burden than either BIPOC without disabilities or whites with disabilities. Half Moon Bay offers its residents exceptional community, educational and social opportunities but the severe shortage of Extremely Low Income units means that BIPOC--particularly those with disabilities--have been excluded from enjoying those community assets. Multiple barriers including high land and construction costs and limited funding make it difficult for developers to produce Extremely Low Income units that will overcome such disparities. Policies that lead to increased production of Extremely Low Income units, as well as city staff dedicated to implementing and overseeing those policies, will Affirmatively Further Fair Housing in Half Moon Bay and decrease displacement and homelessness for the most at-risk Half Moon Bay residents.

Sample Language: The City of Half Moon Bay's plans to Affirmatively Further Fair Housing for Black, Indigenous and other People of Color, particularly those with disabilities, shall include policies designed to increase the production of Extremely Low Income units, as well as adequate staff capacity to implement and monitor the impact of these policies.

HIP Housing - April 19, 2022

Laura Fanucchi, Associate Executive Director

Background regarding HIP Housing's home sharing program:

- Just met with Michelle Dragony with Coastside Buzz to increase marketing. Currently working on ads and marketing.
- Just have two matches in HMB; have more in unincorporated Coastside. The HMB matches are considered long-term.
- Homeowners on the coast are good at making things stable for their units and tenants.
- Have two clients now in HMB, younger clients looking for housing; they work on the coast and want to stay on the Coast.

Self-Sufficient Program:

- Supporting emancipated foster children; have four houses for clients. Rents are subsidized.
- Also families with reduced rents.
- Provide wrap-around services.

HIP Housing as a property owner and developer:

- Has 20 properties on Bay side, and over 400 units; new construction includes 3 group share homes.
- Niche is acquisition and rehab.
- Own some, others provide tenant selection, monitoring, etc.
- Have partnered with market rate developers.

What would like for the coastside:

- Would like more support with outreach specific to the coastside.

- The City could considering working with HIP or other housing providers to help with ADU affordability.
- Can do marketing and monitoring for other cities; annual income certifications.

Other efforts:

- HIP is working on strategies to make home sharing units count toward RHNA.
- HIP had planned to open a coastside office but then the pandemic started. Now everything is done virtually, but remain interested in increasing presence on the Coast.

Habitat for Humanity - April 19, 2022

Maureen Sedonaen, Chief Executive Officer

- Focus is how to make low income folks become home owners; help Moonridge residents become homeowners.
- Have a lot of multi-generational families in agriculture, service industry, etc. who, without subsidies, would not be able to stay here.
- HMB has a unique opportunity to take some of the potential sites and think a little bit differently about types of housing and partnerships.
 - Consider ownership opportunities as part of an affordable housing development; 50-80% area medium income.
 - Need to find opportunities with a for-profit or non-profit developer to carve out some units for ownership; e.g. make ownership units a portion of an affordable housing rental project. Need mixed rental-ownership for the community.
- Habitat can develop small projects; e.g. 20 units because of how Habitat funds (puts up cash up front):
 - 50% Mortgage
 - 30% City/County (e.g. land and/or other funding sources such as grants, etc.)
 - 20% Philanthropy (On the coastside there could be philanthropic partnerships that could help brown families and multi-generational families.)
- Public lands:
 - Public lands to be developed with housing should be only for affordable housing. Should not include market rate units.
 - A good example on a small scale is in Bolinas. Bolinas similarly is in the Coastal Zone and also has water and sewer issues. The approach is smart: they bought two lots and developed with pre-fabs, each with a single-family home and an ADU and Habitat will make them affordable at 40-50% AMI for ownership.
 - School sites: The current work on this project from the School Board indicates that there may be an emphasis on market rate housing. Need to figure out some other piece of that partnership for another developer, specifically a non-profit developer to provide affordable units.

- Ideas working elsewhere:
 - Redevelopment of strip malls: Seeing some conversions elsewhere.
 - Some cities are swapping land with churches. Faith communities are reducing and churches can work on smaller, new sites; while the city removes the church and can redevelop the larger church site with affordable housing.
 - Rethinking senior housing, need more affordable housing for seniors with wrap-around services, and churches have been developing such units and are providing the services.
- Potential City actions:
 - Impact Fees and BMR Ordinance: Consider relationship between the two and incentivize more affordable housing by reducing impact fees.
 - Support a housing trust
 - SB9 and/or ADU Opportunities: The law allows for ADUs to be ownership under certain circumstances. SB 9 lot splits help turn a small site with just a couple lots into a better site.

Boys and Girls Club - April 19, 2022

Jill Jacobson, Coastside Executive Director

Boys and Girls Club program and perspective: Grateful to have partnered with the City on various initiatives. Members (youth) and staff are affected by housing insecurity.

- Staff:
 - A lot of the program is delivered by relatively young people, e.g. local college/community college students living at home.
 - Not able to pay employees enough to live here and even if they have enough money, there isn't enough housing inventory for them.
- Members: Pandemic highlighted discrepancies in the local population:
 - When pandemic hit, all kids were sent home with a chrome book to facilitate remote learning. Many places in the community did not have internet access.
 - Children and families are living in untenable situations. Families are renting a room in a house. If the family has two kids, it is unreasonable to all be on Zoom in the same small room.
 - With subleases, if not named in the lease, cannot access rental support.

Current conditions:

- Families are making things work by sharing a home. Extended families living together – “extended on all fronts.”
- Transportation: People in the City core are more comfortably served (e.g. Downtown Half Moon Bay) than those outside of this area (e.g. Moonridge, El Granada, Montara) who are not as well served.

- Complication with traffic on Highway 92; during the pandemic there was such an increase in visitors to the beach and the coast is so dependent on Highway 92, that it is a major issue for locals who need to get to services.

Opportunities:

- Boys and Girls Club is a trusted partner and can help share information.
- Sees potential for housing on Hatch School property.
- Moonridge is not within the City limits, this keeps coming up. It is a different level of attention to be part of the City.
- Community Hub: As part of CSFA funding last year, there was a collaboration concept between multiple service providers to create spaces in portables at Cunha School. Each portable would have a purpose: classroom space, counselling, etc. Each organization could reserve time to use the facility to serve families. Because it is in a centralized location, people know where to go. Everything is offered through the hub. One stop oriented to the customer; “core agency adjacent.”