HCD Shares Strategies for Housing Planning

League of California Cities - City Managers Conference
February 6, 2020
Session: 9:00am – 10:15am

Welcome/Agenda

Jason Rhine – Moderator
Assistant Legislative Director
League of California Cities

Sohab Mehmood
Housing Policy Analyst
HCD
Housing Policy Division

Karalee Browne
Director
Institute for Local Government (ILG)

Daniel Saver
Assistant Director
Housing and Local Planning
MTA/ABAG
Did you come to this session because...?

- You are worried about RHNA
- The next cycle of housing elements
- Curious about the new funding programs
- You heard HCD might have some help
- Looking to get creative with ADUs

6TH cycle RHNA
What we know....

- Cities and Counties 6th cycle RHNA may be increasing significantly.
- Housing Element Compliance becomes more important
- Housing laws are changing: ADUs package, Density Bonus, Surplus Land Act, Housing Element Law, etc.
- Prohousing Designations

Today: 2019-2020 Budget Act

- **Funding**
  Example: Early Action Planning grants program

- **Incentives**
  Example: Prohousing Designations

- **Accountability**
  Example: Housing element compliance
Incentives:

Prohousing Program

- HCD will develop a process to gain a prohousing designation or “label”

- **Incentives:** Prohousing jurisdictions will be rewarded extra points for programs such as Infill Infrastructure Grant Program (IIG), Affordable Housing and Sustainable Communities Program (AHSC), Transformative Climate Communities Program (TCC) and Other funding programs

- **Categories:** favorable zoning, decreased permitting timeframes, reducing development costs, and providing financial subsidies.

Examples of Prohousing Policies:

- Allowing residential and mixed-uses by-right
- Zoning more sites for residential or increasing densities
- Allowing for parking reductions
- Limiting number of public hearings to 3 or less
- Adopting ADU ordinances that reduce barriers to develop ADUs
- Creating objective design and development standards
- Establishing a local housing trust fund
Funding: What we have...

Local Early Action Planning Grants – (LEAP)

$119 NOFA

Over-the-counter application process

ALL Local Governments are eligible: Non-Competitive!

Purpose: funding to help local governments prepare and adopt planning documents and implement process improvements

Why? To accelerate housing production and implement 6th cycle RHNA.

Examples of Eligible Activities

- Rezoning
- Environmental clearances
- Infrastructure planning
- ADU ordinances
- Housing Elements
- Establishing Prohousing Policies
- Many more....
LEAP – Next Steps

NOFA has been released
Application period is now open

Think and Brainstorm:
Ideas that accelerate housing production and help you address your 6th cycle RHNA

Submit Questions here:
EarlyActionPlanning@HCD
Visit our websites:
HCD.CA.GOV

Apply by:
July 1, 2020

Funding: What we have...
Regional Early Action Planning Grants (REAP)

Who? Regional Council of Governments and Regional Entities

How much? $118,750,000 available

Application process: Over-the-counter, non-competitive

Eligible Activities:
• Technical assistance
• Administration
• Sub-allocation to local govts. and other sub-regional entities
• Improved RHNA methodology
REAP – Next Steps

1. Available as of October 2019 – 25% of the REAP allocation for COGs and Regional Entities

2. NOFA will be released by March

3. Apply by January 31, 2021

Possible layering of funding –

Accelerating Housing Production
What we have.....
Help is on the way!

• SB2 Technical Assistance

• SB2 Ongoing Technical Assistance (Regionally-tailored)

• More TA!

Regionally-based Technical Assistance:
• Regionally customized toolkits
• Model ordinances
• Housing workshops
• Consulting benches
• Housing Elements
• Public Engagement
• Regionally Technical Assistance Plans (RTAPs)

Statewide Assistance:
• Statewide toolkits on objective design standards, ADUs, public engagement, and housing policy
• Clearinghouse for best practices
• Mapping tools on CEQA and grant funding
• Direct assistance on LEAP and REAP
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<th>Toolkit Options</th>
<th>Ongoing Technical Assistance</th>
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<td>• By-right housing ordinance for adoption in specific residential zones.</td>
<td>• On-line training for Priority Policy Areas</td>
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<td>• Objective development and design standards</td>
<td>• Priority Policy Area topic specific workshops</td>
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<td>• Density bonus ordinance.</td>
<td>• Peer learning</td>
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<td>• CEQA tiering tools.</td>
<td>• Fee nexus studies and reduction strategies</td>
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<td>• ADU standards that expand upon on HCD’s existing model ordinance, as appropriate.</td>
<td>• Annual progress reports</td>
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<td>• Web based ADU zoning clearance facilitator (like a turbo tax for homeowners)</td>
<td>• Coordination with other planning grant programs (e.g., Dept of Conservation, Caltrans) and priority policy areas</td>
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<td>• Affordable housing developer clearinghouse.</td>
<td>• Others?</td>
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<td>• Model zoning incentive program.</td>
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<td>• Web-based fee calculator</td>
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<th>Regional Collaboration Opportunities and Housing Linkages</th>
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<td>• Regional Sites Inventory</td>
<td>• SCS Implementation/climate mitigation</td>
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<td>• Other regional housing element efforts</td>
<td>• Climate adaptation</td>
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<td>• Intra-regional opportunities</td>
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For more information:

- **Early Action Planning Grants:**
  - Contact the team at: EarlyActionPlanning@hcd.ca.gov

- **Prohousing Program:**
  - Contact the team at: Prohousingpolicies@hcd.ca.gov

- **Technical Assistance Program:**
  - Contact the team at: sb2planninggrant@hcd.ca.gov
  - Or contact Sohab Mehmood directly
Housing for All: Framing a New Conversation About Housing in Your Community
Moderator: Karalee Browne
Institute for Local Government

ILG is Connected to Local Governments

ILG is the non-profit training and education affiliate of…
What does ILG do?
Promotes good government at the local level

Program Areas
- Leadership & Governance
- Sustainable Communities
- Public Engagement
- Youth & Civics Education

Services
- Education & Training
- Technical Assistance
- Capacity Building
- Convening

Practical, impartial and easy-to-use resources

ILG’s Role in SB2 Technical Assistance

- Increase awareness about SB2 planning grant availability
- Connect cities with technical assistance
- Document best practices and housing success stories
- Provide a housing-focused community engagement training
- Update the ILG Housing Toolbox
What Have We Learned?

- Most every city in the state is grappling with issues related to a lack of housing and homelessness.

- Local governments generally support measures to streamline the housing approval process and increase funds for affordable housing.

- Local governments contend that housing solutions should recognize the market realities that dictate housing construction.

- Local governments say that housing solutions need to respect the values of community engagement.

What We Heard

- Housing is Hard!!

- The city is always blamed!

- Many outside groups come into our cities and fight against housing developments.

- When we solve one problem, another arises.
Common Pitfalls

- Expecting too much time from community members.
- Expecting too much empathy.
- Expecting too much understanding about planning, process, roles and timelines.
- Expecting everyone is starting from the same baseline.

Start from the Beginning

- Connect with your community around their values and vision.
- Start with a Community Survey.
- Emphasize inclusion to engage various stakeholder groups (who is in your community)
- Use data to develop a shared starting point.
Start Small: Engage Early and Often

- Establish the city as "a listener".
- Hold small-scale listening sessions to gain a better understanding.
- Conduct personalized outreach to listen and share information: Local events, CBO meetings, Libraries

Make the Conversations Fun for Everyone

- Enlist youth or CBO partners to educate your community.
- Include games and give-a-ways to make the topic more fun and less serious.
- Use various channels of communication.
When it's time for a Public Meeting

Know Your Likely Participants
Plan, Prepare and Provide Digestable Information
Design an Appropriate Process
Establish Groundrules

Listen carefully. Those who do not feel heard, often speak the loudest.

Public Engagement Resources

TIERS™ Framework for Practical Public Engagement at the Local Level

June 8-9th
City of Monterey

www.ca-ilg.org/engagement
ILG Housing Toolkit

Content:
- Legal Procedures and Public Hearings
- Understanding the Role of Public Engagement
- How to Engage your Community – TIERS Framework
- Policy Considerations for Housing in California Communities
- Case Studies
- Funding Opportunities

Contributions and Peer Reviews by:
- League of California Cities
- California State Association of Counties
- HCD and OPR
- Self Help Enterprises
- PlaceWorks
- Best Best & Krieger

Just Released!
www.ILGHousingToolkit.org