



Making Housing (More) Affordable

*Market Forces
Rent Control
Housing Action Plan*

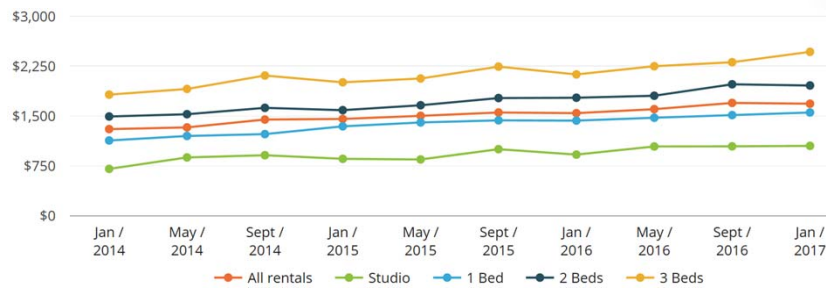
Mayors & Council Members Executive Forum
June 2017

Santa Rosa

- Population: 176,799
 - Anticipating an +8,000 increase by the end of 2017
- Regional Environment
 - 5th largest City in the Bay Area
 - 7% of the Bay Area's population
- Local Environment
 - Urban growth boundaries
 - Open space districts
 - Transit Oriented Development (TOD)

Rental Housing Market

- Average Rents in Santa Rosa (2014 – 2017)



Market Crunch

- 47% of residents are renters
- 9% of families below the poverty level
- Monthly rent and occupancy rates of market rate units of apartment buildings of fifty or more units in Santa Rosa have increased 9% in the 2015-2016 and more than 20% from mid-2013 to 2016

Market Crunch

- 1% vacancy rate for residential rental units
- Section 8 Housing Choice Voucher program
 - Wait list of over 4,500 households
 - Average wait time of over seven years

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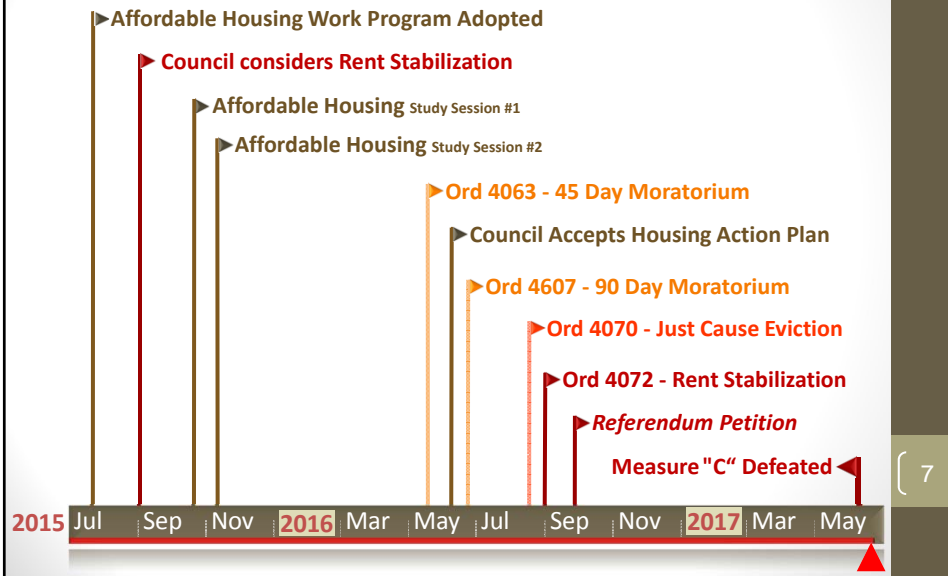
City's Response:

- **Housing for All (2015-2017)**
 - 1. Protection of inventory**
 - Just Cause Eviction Ordinance
 - Rent Stabilization Ordinance
 - 2. Increase available inventory**
 - Santa Rosa Housing Series
 - Multiple Council reports & public hearings
 - February – July 2016
 - Results in the **Housing Action Plan**

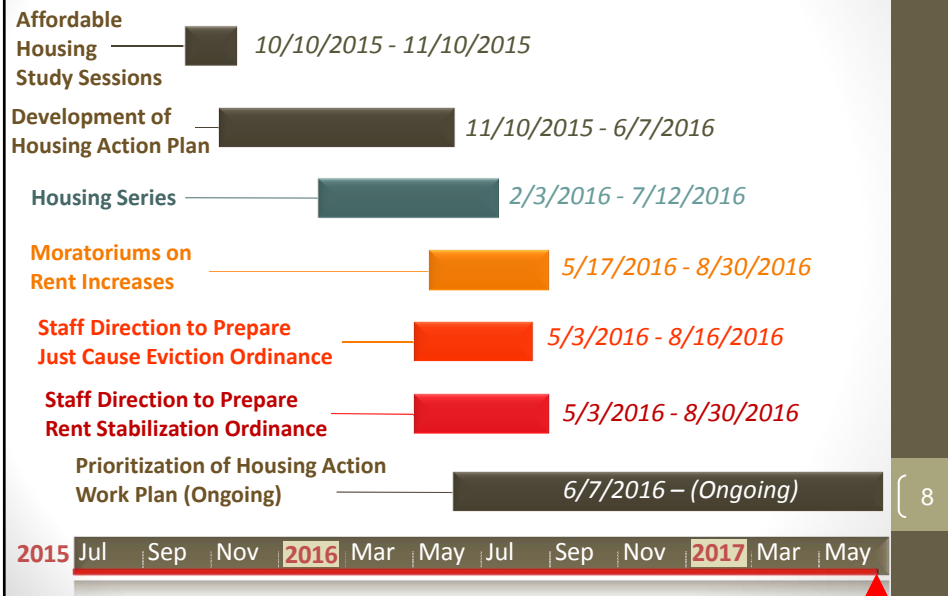


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Timeline of Events - Milestones



Timeline of Events - Processes



Housing Inventory Protections

- Review of other Bay Area programs (Jan 2016)
 - **Mediation** ↔ **Just Cause** ↔ **Rent Control**
- Moratoriums on Rent Increases
 - May 17, 2016 & July 7th 2016
- Just Cause Eviction Ordinance
 - Adopted August 16, 2016

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2016

Housing Inventory Protections

- Rent Stabilization
 - August 30, 2016 – Adopted City Ordinance 4072
 - “Rent Stabilization, Limitations on the Termination of Tenancies and the Payment of Relocation Assistance”
- Rent Stabilization – Referendum & “Measure C”
 - September 26, 2016 - Referendum petition filed
 - Repeal previous ordinances
 - June 6th 2017 – **Measure C defeated**
 - Yes Votes: 16,382 (48.8%)
 - No Votes: 17,163 (51.2%)

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2017

Housing For All *Mission*

“The City of Santa Rosa will facilitate the construction of ‘housing for all’; specifically, meeting the housing needs of the full spectrum of household income groups including those currently living in the City and those relocating to the City in the future.”

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2015-2017

Increasing Housing Inventory

- 2012 - Dissolution of the RDA
- October 2015 - Reorganized City structure
 - Community Development *became* Planning & Economic Development
 - Housing & Economic Development *became* Housing & Community Services

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Santa Rosa Housing Series

Example report and public hearing topics (Feb-Apr 2016):

- **#1: Funding Resources for Housing:**
 - What revenues can be redirected for housing projects
- **#2: Process Improvement Action Plan:**
 - Process improvements specific to the development review process
- **#3: Assessment of Santa Rosa by Brokers, Builders, Employers:**
 - Result of outreach seeking input that could spur development
- **#4: Affordable Housing Programs:**
 - Alternatives to expand affordable housing through existing market rate units

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2016

Housing Action Plan - Programs

- **Program 1** Increase inclusionary affordable housing
- **Program 2** – Achieve “affordability by design” in market-rate projects
- **Program 3** – Assemble and offer public land for housing development
- **Program 4** – Improve development readiness
- **Program 5** – Increase affordable housing investment and partnerships

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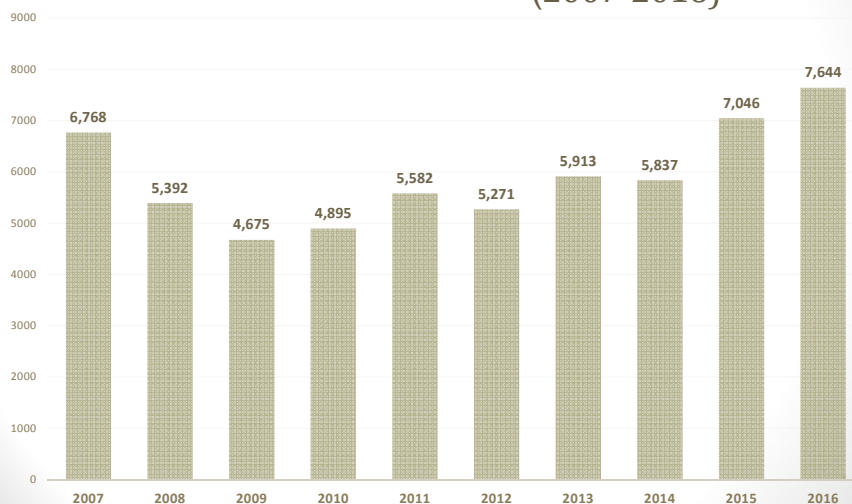
<https://ca-santarosa.civicplus.com/535/Housing-Action-Plan>

Housing Action Plan - Objectives

- Build **5,000** housing units within **Housing Element Cycle**
- Construct **2,500** affordable housing units, including
 - **30 percent** of the total (1,500 units) for **lower income** households, and
 - **20 percent** of the total (1,000 units) for **moderate income** households
- Preserve the **4,000 existing affordable housing units**
- Achieve **1,000** housing units ready for **Building Permit issuance** in 2016
- Facilitate revitalization of **previously entitled** housing unbuilt projects containing an estimated **2,000** housing units

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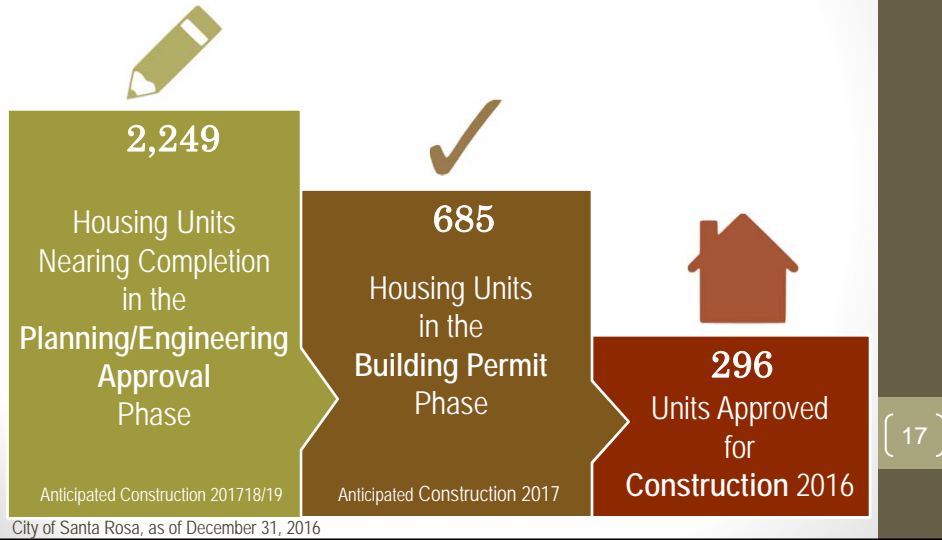
Total Permit Activity Planning, Engineering and Building (2007-2016)



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Santa Rosa Housing Action Plan

Housing Activity



Moving forward

- Council is considering two options
 - Rental Inspection
 - Affecting all rentals older than 5 years
 - Pro active – Inspection every 5 years
 - Fee based
 - Evaluation of staff resources vs. contract
 - Additional ongoing analysis
 - Pending RFI (responses due June 26th)
 - Tenant/Landlord education and mediation
 - Tenant legal services and eviction defense

Questions?

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