Housing and Community Equity Program

Comprehensive Plans
- **Housing Element**
  - Racial and Social Equity
  - Environmental Justice Updates to the General Plan

Knowledge
- Gathering Knowledge COVID-19
- Housing Reports
- Job and Housing Forecast
- Socio-Economic Trends

Community Engagement
- HOMES
- Bayview
- Mission
- Tenderloin
- SoMa
- Japantown
- Engagement COVID-19
- Richmond
- Sunset
- District 7

Strategies
- Housing Recovery COVID-19
- Housing Affordability Strategies
- Community Stabilization Initiative
- Cultural Districts

Regional Strategies
- Plan Bay Area
- PDAs, PCAs, PPAs
- Planning grants

Collaborations
- Housing Delivery Director
- MOHCD
- OEWD
- ORE
- Arts Commission
- HRC
- DPH

State Legislation and Funding
- Legislation
- Governor’s housing fund
- RHNA

Housing Element Update 2022
### Housing Element in context

<table>
<thead>
<tr>
<th>Immediate</th>
<th>Near-Term</th>
<th>Long-Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emergency Response</td>
<td>Housing Recovery Strategy</td>
<td>Community Stabilization / Housing Affordability Strategies</td>
</tr>
<tr>
<td>(e.g. eviction moratorium Hotel shelters)</td>
<td>(e.g. Large scale rental assistance)</td>
<td>(e.g. Increasing black population, 150,000 units by 2050)</td>
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**HOMES – Community Outreach**

**Housing Element Update 2022**
Comprehensive plan and policy document
The Planning Department, in collaboration with other City agencies and consultants, is drafting a housing recovery strategy in response to the impacts of the Covid-19 pandemic.

The strategy identifies specific actions in four main categories:

1. **Avoid a longer-term eviction, debt, and foreclosure crisis and loss of distressed housing assets to speculation** (e.g. Rental assistance)

2. **Continue to increase shelter capacity and prevent influx of households entering homelessness** (e.g. Acquire hotels for permanent shelters)

3. **Ensure the city continues to build new housing** (e.g. focus on completing pipeline of affordable housing)

4. **Increase public investment to lock in affordability for the future** (e.g. ramp up small sites and site acquisition)
What is the Housing Element?

- Required by State Law
- Updated every eight years
- Responds to Regional Housing Needs Allocation

Includes:
1. Analysis of housing needs from different groups
2. Site inventory that would correspond to RHNA
3. Policies
4. Action Plan (implementation measures)
Major changes to Housing Element Law

**Significant Increase to RHNA**
For the first time, RHNA will include existing housing needs (due to cost burden, overcrowding, etc).

We expect the new RHNA numbers to be as high as three times more than what we are currently required (~ 75,000)

**Increased fines**
Fines of up to $10,000-$100,000 a month for failure to comply on time

**Site Inventory**
Restrictions on what sites can be identified to address the RHNA

**State Adopted Affirmatively Furthering the Fair Housing**
Housing Element 2022 Major Components

Incorporate changes to policies to reflect

- Racial and social equity
- Minimum displacement
- More housing for all, in all neighborhoods
- Neighborhoods resilient to climate and health crises

Develop an Environmental Impact Report

- In compliance with state and local law
- Comprehensively analyze environmental impacts of the element, including growth
# Planning and Outreach Process

<table>
<thead>
<tr>
<th>PHASES AND TIMELINE</th>
<th>INTENT</th>
<th>OUTREACH</th>
<th>OUTCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning from Past Efforts</td>
<td>Gather and summarize key ideas from past and ongoing efforts related to housing and community development</td>
<td>None</td>
<td>Draft key ideas to share with the public for feedback</td>
</tr>
<tr>
<td>Dec 2019-April 2020</td>
<td></td>
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<tr>
<td>Phase I.</td>
<td>The community will reflect on the draft key ideas to inform the first draft of policy updates.</td>
<td>Website, video promotion, phone, mail, social media, email blasts, traditional media, webinars, and digital participation platform</td>
<td>First draft of policy updates based on the key ideas vetted by the community</td>
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<tr>
<td>Vetting Key Ideas with the Community</td>
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<tr>
<td>May - Sep 2020</td>
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<td></td>
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<tr>
<td>Phase II.</td>
<td>The community will reflect on the draft policy updates</td>
<td>Two rounds of outreach including open houses, workshops and online participation</td>
<td>Second and third draft of policy updates</td>
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<tr>
<td>Refining Policies Together</td>
<td></td>
<td></td>
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<tr>
<td>Oct 2020 - Sep 2021</td>
<td></td>
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<tr>
<td>Phase III.</td>
<td>Seek approval of the Housing Element update based on the third draft from the elected officials and State Agency</td>
<td>Public hearings with the Planning Commission and the Board of Supervisors</td>
<td>Adopted update to the Housing Element in compliance with State Law</td>
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<td>Moving Towards Adoption</td>
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<tr>
<td>Oct 2021 – Dec 2022</td>
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Covid-19 Pandemic Context

The COVID-19 pandemic is intensifying the housing challenges we were already facing in San Francisco and magnifying the city’s longstanding inequalities. It is hitting communities of color and low-income communities the hardest. San Francisco quickly took bold and unprecedented actions to maintain housing stability for vulnerable populations and essential workers.

The Housing Element Update presents the opportunity to incorporate a long-term recovery based on these bold actions when shaping the future of housing for the City.
Outreach Participant Groups

Residents and Community Members

Resident Ambassador Group

Housing Policy Working Group

Interagency Steering Group

Government Officials
Overview of Policy Update Ideas Categories

1. Recognize the historic racial, ethnic, and social inequities in government programs and champion equitable housing choice to reverse their consequences.

2. Maintain housing security for vulnerable communities and protect them against displacement.

3. Preserve affordability and enhance the resiliency of existing housing.

4. Advance the social and economic diversity of San Francisco by increasing housing production including permanently affordable housing.

5. Promote sustainable, livable, and resilient neighborhoods when developing housing.
### Major Milestones

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<thead>
<tr>
<th>2020</th>
<th>2021</th>
<th>2022</th>
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<tbody>
<tr>
<td><strong>FALL</strong></td>
<td><strong>WINTER</strong></td>
<td><strong>SPRING</strong></td>
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<tr>
<td>First draft of policy updates based on public outreach</td>
<td>Second draft of policy updates</td>
<td>Complete last round of public outreach</td>
</tr>
<tr>
<td><strong>FALL &amp; WINTER</strong></td>
<td><strong>SUMMER</strong></td>
<td><strong>FALL</strong></td>
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<tr>
<td>Complete two rounds of public outreach</td>
<td>Final draft of policy updates</td>
<td>Publish Draft Environmental Impact Report (EIR)</td>
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<td><em>Issue Notice of Preparation for EIR</em></td>
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Housing Element Team

CITYWIDE PLANNING

- Kimia Haddadan
- Malena Leon-Farrera
- James Pappas
- Miriam Chion

ENVIRONMENTAL REVIEW

- Chris Kern
- Ryan Shum
- Elizabeth White
- Wade Wietgrefe

CONSULTANTS

- InterEthnica
  Multicultural Marketing & Design
  Outreach and PR
- Strategic Economics
  Analysis
- Urban Interactive Studio
  Digital Participation Platform
We discussed today:

- Mandated requirements for the Housing Element
- Values shared by our communities in recent efforts
- Schedule and planned milestones
- Community outreach strategies responding to the challenges of the current pandemic