“In times of crisis, seemingly impossible ideas suddenly become possible.”

- Naomi Klein

It is within our power to overcome our history and build a more affordable, more resilient, and more just city.

Racial and social equity

Eliminate community displacement

Affordable housing choices for everyone in all neighborhoods

Thriving neighborhoods resilient to climate and health crises
Plan Components

Who is being served?
- Needs: Housing Need Assessment
- Equity: Assessment of Fair Housing

How is this working now?
- Process: Analysis of Governmental and Non-Governmental Constraints
- Existing Rules: 2014 Element Evaluation

Where & What types of housing?
- Existing Sites: Sites Inventory
- Future Sites: Rezoning Program

Community Outreach

Environmental Impact Report

Goals, Objectives, Policies & Programs
Community Engagement Overview

- 24 focus groups
- 65+ community conversations & listening sessions
- 11 in-language events in Cantonese and Spanish
- 21 community partners
- 226 online platform respondents
- 11 Community ambassadors (HEARD)
- 17 City agencies and subject matter experts
- 1,631 survey respondents
- 12 policy group discussions
- 16 public hearings
**Phase I Survey Participant Demographics**

**What is your race and ethnicity?**
- 18% White
- 18% African American
- 21% East Asian
- 18% Latinx / Hispanic
- 5% Southeast Asian
- 3% Native Hawaiian / Pacific Islander
- 2% Middle Eastern / N. African
- 8% Didn’t specify
- 4% American Indian
- 1% Two or More

**What is your current housing situation?**
- 55% Rent
- 19% Own
- 12% Didn’t specify
- 6% Unhoused Resident
- 2% Shelter
- 3% Couch Surfing
- 2% Other

**What is your household income range?**
- $50,001 to $75,000: 19%
- $25,001 to $50,000: 12%
- $100,001 to $125,000: 5%
- $75,001 to $100,000: 9%
- $125,001 to $150,000: 3%
- $150,001 to $200,000: 4%
- More than $200,000: 14%
- Didn’t specify: 31%
Phase II Focus Group Participant Demographics

- 51% Income: Less than $50K
- 19% Income: $50K - $70K
- 14% People with Disabilities
- 28% Families with Children
Phase II Focus Group Participant Demographics

**Ethnicity/Race**
- East Asian (e.g. Chinese, Japanese, Korean, Taiwanese) (36%)
- Hispanic, Latino, or Latinx (20%)
- Black, African-American, or African descendant (18%)
- South East Asian (e.g. Filipino, Vietnamese, Cambodian, Thai, Burmese, Indonesian, Laotian) (7%)
- American Indian (5%)
- White, European, or Caucasian (4.9%)
- Prefer not to answer (3.8%)
- Other not listed (2.7%)
- Native Hawaiian or other Pacific Islander (1.1%)
- Middle Eastern or Northern African (0.5%)
- South Asian (e.g. Indian, Pakistani, Nepali, Bangladeshi) (0.5%)

**Housing status**
- Renter (61%)
- Home-owner (15%)
- Living with family or not paying rent (13%)
- Prefer not to answer (5%)
- Other not listed (2.7%)
- Un-housed or in an unstable housing situation (2.7%)
Community Directed Planning

**QUALITY & ACCESS**

1. Increase access to abundant housing resources and restructure how resources are prioritized
2. Ensure dignified housing
3. Increase wealth building opportunities

**DISTRIBUTION & CHOICE**

4. Promote equitable distribution of housing, and increase housing in neighborhoods with high quality amenities
5. Build the kind of housing that vulnerable communities want and is affordable to them in their neighborhoods

**ACCOUNTABILITY**

6. Create accountability and share decision-making
7. Study the equity impacts of market-rate housing
Implementing Program Areas

Goals, Policies → Actions into Implementation

- Affordable Housing and Housing Assistance
- Redressing and Preventing Discrimination
- Expanding Housing Choices
- Stabilizing Tenants and Housing
- Centering Equity Communities and Cultural Heritage
- Reducing Constraints on Housing Development, Maintenance, & Improvement
- Preventing and Eliminating Homelessness
- Serving Special Needs Groups
- Healthy, Connected, and Resilient Housing and Neighborhoods

Affirmatively Furthering Fair Housing
Increase Affordability & Stabilize Residents

Affordable Housing Resources and Equitable Access

Stabilizing Tenants and Rental Housing

Preventing and Eliminating Homelessness

Overcrowding, Housing Rent Burden, and Homelessness by Race

Source: ACS 2019 1-year Estimates; 2019 San Francisco Point-In-Time Homeless Count and Survey Report, Department of Homeless and Supportive Housing.
Increase Affordability & Stabilize Residents

1.1.1 Convene City leadership, staff, policymakers, affordable housing advocates, and industry experts to collaborate on creating a funding and implementation plan to achieve our RHNA target of 46,000 units affordable at low- and moderate-incomes. Complete this effort by January 31, 2024.

1.2.1 Build between 25% and 50% of the City’s new permanently affordable housing within Well-resourced Neighborhoods over the next two RHNA cycles, implementing the zoning strategies of Policy 20.

1.5.4 Reduce severe cost burdens and increase stability for extremely low and very low-income renters through on-going rental assistance for seniors, people with disabilities, transgender people, and families with children, particularly those living in SROs.

1.7.8 Evaluate increasing neighborhood preference allocation for Below Market Rate units in Priority Equity Geographies to better serve American Indian, Black, and other communities of color.

2.1.4 Increase funding to expand the services of community-based organizations and providers for financial counseling, tenant protection, and eviction prevention services.

3.4.4 Increase operating subsidy funding for services and rent in City-funded affordable housing projects so that the share of housing units for formerly unhoused people can increase to 30% or greater of all project units.
Redress and Prevent Harm and Center Equity

Redressing and Preventing Discrimination

Centering Equity Communities and Cultural Heritage

Serving Special Needs Groups

Percentage change of population by race and ethnicity from 1990 to 2015.

Source: 1990 Decennial Census (IPUMS-USA); ACS 2015 5-year Estimates (IPUMS-USA).
Redress and Prevent Harm and Center Equity

4.2.1 Develop and implement community engagement strategies that center racial and social equity and cultural competency

4.2.4 Implement the housing strategies recommended by the African American Reparations Advisory Committee and the Transgender Advisory Committee

4.3.1 Expand and target job training and financial readiness education programs to residents of Priority Equity Geographies, prioritizing youth from American Indian, Black and other communities of color

5.4.1 Prioritize American Indian residents for housing opportunities

5.4.2 Establish pilot and permanent programs that offer homeownership opportunities targeted to Black households
Expand Housing Choice & Improve Neighborhoods

Expanding Housing Choices

Reducing Constraints on Housing Development, Maintenance & Improvement

Healthy, Connected & Resilient Housing and Neighborhoods
Expand Housing Choice & Improve Neighborhoods

7.1.1 Create a rezoning program with by-right pathways to meet RHNA targets across income levels and AFFH laws ... to accommodate approximately 34,000 new units primarily in Well-resourced Neighborhoods, in proximity to transit and commercial corridors.

8.4.2 Establish local ministerial approval for housing applications in Well-resourced Neighborhoods outside of areas vulnerable to displacement that net two or more housing units, do not demolish existing rent-controlled units, and meet tenant protection, relocation, and replacement standards

8.6.3 Make shelters, transitional housing, or crisis interventions (such as Safe Sleeping Sites) principally permitted in all zoning districts

9.3.2 Prioritize investments in Priority Equity Geographies that overlap with Environmental Justice Communities related to improving transit service, parks, streetscape, and neighborhood amenities

9.4.6 Create and implement a long-range community facilities plan
## Recent and Next Steps

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<tr>
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<th>Event Description</th>
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<tbody>
<tr>
<td>Oct 6</td>
<td>HCD 2\textsuperscript{nd} Submittal Publication</td>
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<td>Oct 17</td>
<td>HCD 2\textsuperscript{nd} Submittal</td>
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<td>Oct 20</td>
<td>CPC Director’s report schedule update</td>
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<td>Nov 3</td>
<td>CPC Informational on 2nd HCD Submittal, HCD preliminary comments</td>
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<td>Nov 15</td>
<td>Board Committee informational hearing on Housing Element policies</td>
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<td>Nov 17</td>
<td><strong>CPC Hearing to initiate</strong> Housing Element adoption and certify EIR</td>
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<td><strong>HCD Checklist</strong> for 2\textsuperscript{nd} Submittal</td>
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<td>Dec 15</td>
<td><strong>CPC Hearing to adopt</strong> Housing Element</td>
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<td>Jan 10</td>
<td><strong>BOS Hearings begin to adopt</strong> Housing Element</td>
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<td>Jan 31</td>
<td><strong>Housing Element adopted, signed, completed</strong></td>
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Commission’s Decisions

Initiate Adoption of the Housing Element 2022 Update and Amendment of the General Plan

• Approve a resolution to initiate the proposed Ordinance to adopt the housing element and amend the Air Quality, Commerce & Industry, Environmental Protection, and Urban Design Elements of the General Plan

• Announce the Commission’s intention to consider adoption on or after December 15, 2022

• The draft element may be refined prior to December 15 based on input from the Commission, Board of Supervisors and the public
Commission’s Decisions

Certify the Housing Element 2022 Update Environmental Impact Report (EIR)

• Approve a motion adopting findings under the California Environmental Quality Act related to the certification of the EIR

• If the draft element is refined prior to December 15 based on input from the Commission, Board of Supervisors and the public, then the department will analyze those changes for conformance with the EIR and issue a memo

• Resolutions adopting the Mitigation Measures and Reporting Program and Statements of Overriding Considerations will be included with the forthcoming adoption resolution