Supporting Housing in Your Community Through Policy, Finance, and Communications

Lisa Motoyama, Mayor Pro Tem
City of El Cerrito
El Cerrito is a charter city in Contra Costa County and is part of the inner San Francisco Bay Area, with an estimated population of 25,845 according to the 2021 ACS. Our community is small, with 3.9 square miles, and 10,258 households, but very diverse: 51% white, 5% African American, 29% Asian, 12% Latinx, and over 10% two or more races.
EL CERRITO – HOUSING PROFILE

- **71%** of housing stock is single family homes
  - **28%** multifamily homes (2+ units)
- Since 2010, home values increased **183%**
- Median Sale Price March 2022 was **$1,170,000** (Redfin)
BACKGROUND: AGE OF HOUSING UNITS
## EL CERRITO – RHNA GOALS

<table>
<thead>
<tr>
<th>Income Category</th>
<th>2015-2023 RHNA (Housing Units)</th>
<th>2023-2031 RHNA (Housing Units)</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Low Income (&lt;50% of Median Income)</td>
<td>100</td>
<td>334</td>
<td>234%</td>
</tr>
<tr>
<td>Low Income (51-80% of Median Income)</td>
<td>63</td>
<td>192</td>
<td>205%</td>
</tr>
<tr>
<td>Moderate Income (81-120% of Median Income)</td>
<td>69</td>
<td>241</td>
<td>249%</td>
</tr>
<tr>
<td>Above Moderate Income (&gt;120% of Median Income)</td>
<td>166</td>
<td>624</td>
<td>276%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>398</td>
<td>1,391</td>
<td>249%</td>
</tr>
</tbody>
</table>

Total “lower income” = 526 units
38% of RHNA
## EL CERRITO – MEETING RHNA GOALS

<table>
<thead>
<tr>
<th>Region/Program/Plan Description</th>
<th>Lower¹</th>
<th>Moderate</th>
<th>Above Moderate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional Housing Needs Allocation</td>
<td>526</td>
<td>241</td>
<td>624</td>
<td>1,391</td>
</tr>
<tr>
<td>Approved and Planned Projects</td>
<td>355</td>
<td>479</td>
<td>737</td>
<td>1,571</td>
</tr>
<tr>
<td>Vacant and Underutilized Sites within San Pablo Avenue Specific Plan</td>
<td>494</td>
<td>195</td>
<td>341</td>
<td>1,030</td>
</tr>
<tr>
<td>Citywide Vacant and Underutilized Sites</td>
<td>0</td>
<td>0</td>
<td>136</td>
<td>136</td>
</tr>
<tr>
<td>Accessory Dwelling Unit (ADU) Projection</td>
<td>58</td>
<td>28</td>
<td>9</td>
<td>95</td>
</tr>
<tr>
<td><strong>Total Capacity</strong></td>
<td><strong>906</strong></td>
<td><strong>702</strong></td>
<td><strong>1,223</strong></td>
<td><strong>2,831</strong></td>
</tr>
<tr>
<td><strong>Surplus(+)</strong></td>
<td><strong>+380</strong></td>
<td><strong>+461</strong></td>
<td><strong>+599</strong></td>
<td><strong>+1,440</strong></td>
</tr>
</tbody>
</table>

¹ Lower-income includes extremely low-, very low-, and low-income.
2007 Richmond/El Cerrito San Pablo Avenue Specific Plan
- Framework/Vision, Community Engagement

2006/2011 Economic Development Studies
- Key Opportunity: Pursue high quality, dense residential as key strategy to also bolster commercial activity
- Analysis & Key Findings: Increase height, Reduce parking, Allow ground floor residential

2013 City Strategic Plan
- Long-term financial sustainability: Maximize opportunities for existing and expanding business
- Deepen Sense of Place: Develop a vision for underdeveloped properties that encourage investment and/or new development

2013 Climate Action Plan
- Key community strategy: Reduce Per Capita Vehicle Miles Traveled (VMT) through more compact, higher density infill near transportation

2014 San Pablo Avenue Specific Plan & Complete Streets Plan
- Form Based Code (Urban Design, Public Realm, Pedestrian Nodes, Development Certainty)
- Complete Streets (Vehicle, Transit, Pedestrian, Bicycle, reStreets)
- EIR
Objectives

**Economic Development:** New Commercial Spaces, Increased Foot-Traffic & Customer Base; Increase Property Value/Revenue

**Climate Action Goals:** Reduce per capita Vehicle Miles Traveled (VMT) and GHG Emissions through Infill Development Near Transit

**Housing:** Meet City's Regional Housing Needs Allocation (RHNA) for all income levels

**Sense of Place:** Attract pedestrian activity to key activity "nodes", reinforce assets (e.g. Ohlone Greenway), project design/public realm

**Complete Streets:** Elevate transit, pedestrian and bicycle infrastructure; reStreets
Development Progress

- To date, 1,464 units and 116,610 commercial s.f. have been approved and/or built

- 108 Additional units and 6,143 commercial s.f. are in current permit pipeline
Results: To Date Since 2014

- Entitled: 19 projects; ~1,300 units
- Below Market Rate: ~204 units
- Built/Under Construction: 10 projects; 635 units
- New Commercial Space: 6-10 new commercial spaces plus 124-room hotel (Hampton Inn)
- New Public Open Space: 3/4 acre
- Open Space in Lieu Fees/Tier IV $5.5M
- Frontage Improvements: New Sidewalks, Green Infrastructure, Street Trees
- Public Art/Lieu Fees Onsite or 1% (up to $250,000) to Arts & Culture Commission
- Fees/Public Benefit: WCUSD, Site Sanitary, Subregional Transportation Mitigation Programs, City Transportation Impact Fee (TIF)
Active Projects:  www.el-cerrito.org/majorprojects
EL CERRITO PLAZA BART STATION
Aerial View of Project Site - Looking Northwest
El Cerrito Plaza TOD City-BART Goals & Objectives: Highlights

**Complete Communities**
- Enhance Ohlone Greenway; connectivity, sustainability
- Connect BART stations; neighborhood, services
- Explore including library
- City to manage street parking in neighborhood with BART’s support

**Sustainable Community Strategies**
- Deliver community-serving facilities
- Address regional housing need
- Incorporate sustainable design

**Value Creation & Capture**
- Deliver long-term revenue to support BART and the City.
- Leverage innovative funding and financing options

**Transportation Choice**
- Increase % of people who walk, bike, and take the bus to get to BART
- Reduce reliance on cars for new residents
- Expand pedestrian and bicycle network
- Embrace rapid evolution of mobility trends/technology

**Ridership**
- Increase BART Ridership
- Attract BART patrons
- From San Pablo Avenue Specific Plan area through sustainable ways of travel to the station

**Affordability**
- At least 20% affordable homes for low and very low-income households
- Support BART’s 35% systemwide housing affordability goal
- Support local economy with project labor agreements

**Project Highlights**
- 750 to 800 Housing Units
- 53% Market Rate
- 32% Below Market Rate
- 15% Workforce

**Open Space**
- 1.8 Acres of Publicly Accessible Open Space
- 28,000 square foot Public Plaza
- Enhanced Ohlone Greenway

**Access**
- Additional Bike Parking
- City-led Parking Management Program
- Class 4 Protected Bike Lanes

**Library**
- Potential ~20,000 square foot Modern Library

**Building Design**
- Sustainable Design
- Modular / Pre-Fabricated Construction
- Energy, Waste, and Material Management

Stay Involved: Study Session Coming in September
www.el-cerrito.org/TOD for information on upcoming meetings

For full list of Goals and Objectives:
2022 League of California Cities:

Supporting Housing in Your Community
Through Policy, Finance, and Communications

September 7, 2022
Our North Star

A future where all Coachella Valley families are healthy, stable, and thriving. We have developed a collective impact model that includes investing in housing and economic mobility for all residents, while responding to immediate needs during a health and economic crisis, and beyond.

With input from more than 50 collaborative partners and countless community members, Lift to Rise is radically increasing housing stability and advancing economic opportunity for all Coachella Valley residents.
"Workers"

- Wages are half of what they need to be to afford the Fair Market Rate for a two-bedroom apartment
- Widespread housing cost burden
- People of color face higher rates of rent burden, eviction, and are more likely to experience homelessness
- A wonderful place full of hard-working people worth investing in
Our Goals:

Create 10,000 affordable homes by 2028
Build paths to economic mobility opportunities
Reduce rent burdened households by 30%

And how we get there:

Readiness
Advancing a pipeline of investable projects that resulting in 5,000 units of affordable housing by 2024.

Regional Equity
Driving a regional investment vehicle to catalyze the development of affordable housing across the region.

Reducing Rent Burden
Building pathways to economic mobility and security for residents experiencing poverty.
How We’re Getting There

1. Advance a community-valued **pipeline** of investable projects that will result in **5,000 units** of affordable housing by 2024

2. Work with city, county, and state governments to implement **affordable housing-friendly policies** to facilitate the planning, approval, and construction of affordable housing units in the shared pipeline

3. Drive a regional **investment vehicle** to invest in and catalyze the development of affordable housing across the region

4. Build pathways to **economic mobility and security** for residents experiencing poverty
Community Driven Regional Model

- Multilayered investment makes projects feasible.
- Credit Enhancement at the base is critical to make this approach work; by investing at the base of the fund, other investment becomes possible.
- The capital stack allows various types of investors to participate, thereby reducing rates and creating various product types to solve for financing gaps.
Thank you.