



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
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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



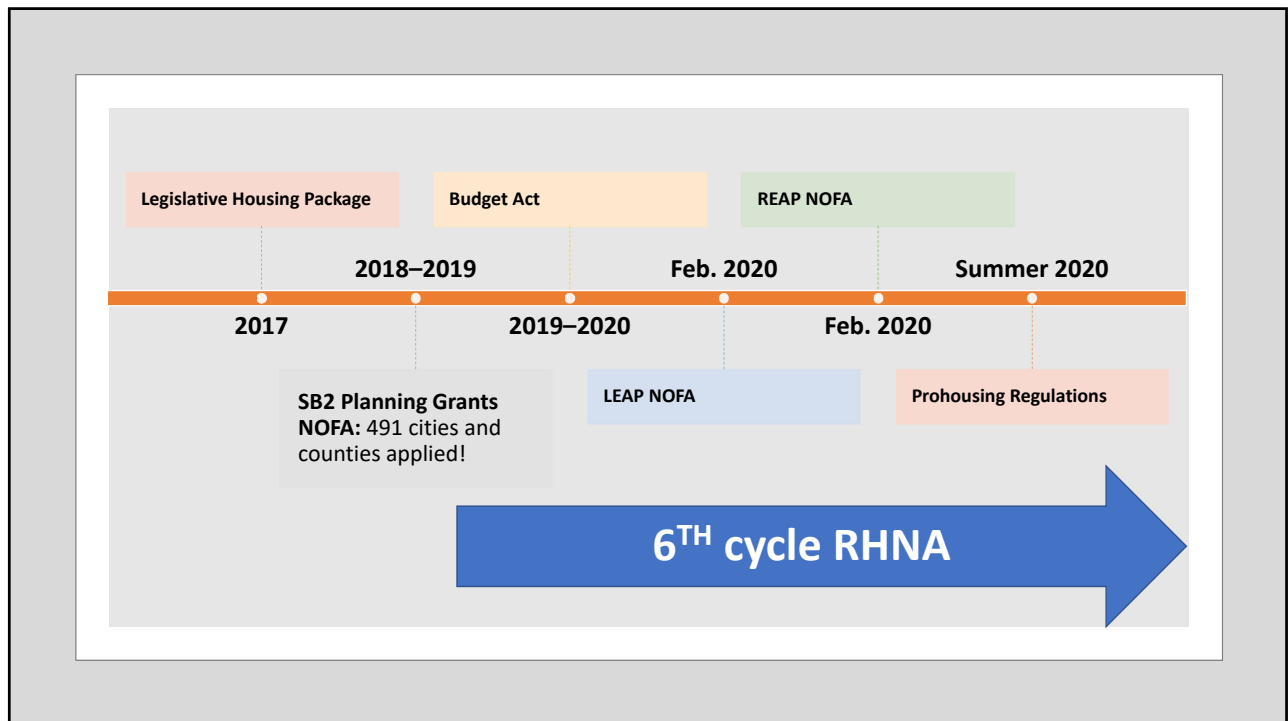
Curious about the new funding programs



You heard HCD might have some help



Looking to get creative with ADUs



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 Polices
- 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

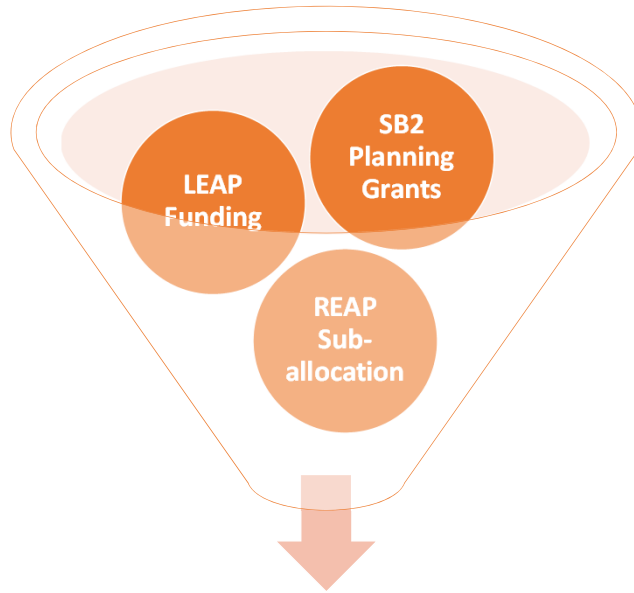
2

NOFA will be
released by March

3

Apply by January 31,
2021

Possible
layering of
funding –



What we have.....
Help is on the way!

- SB2 Technical Assistance
- SB2 Ongoing Technical Assistance
(Regionally-tailored)
- More TA!



Technical Assistance: What we have....

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

Toolkit Options	Ongoing Technical Assistance
<ul style="list-style-type: none"> • By-right housing ordinance for adoption in specific residential zones. • Objective development and design standards • Density bonus ordinance. • CEQA tiering tools. • ADU standards that expand upon on HCD's existing model ordinance, as appropriate. • Web based ADU zoning clearance facilitator (like a turbo tax for homeowners) • Affordable housing developer clearinghouse. • Model zoning incentive program. • Web-based fee calculator 	<ul style="list-style-type: none"> • On-line training for Priority Policy Areas • Priority Policy Area topic specific workshops • Peer learning • Fee nexus studies and reduction strategies • Annual progress reports • Coordination with other planning grant programs (e.g., Dept of Conservation, Caltrans) and priority policy areas • Others?
Regional Collaboration Opportunities and Housing Linkages	
<ul style="list-style-type: none"> • Regional Sites Inventory • Other regional housing element efforts 	<ul style="list-style-type: none"> • SCS Implementation/climate mitigation • Climate adaptation

For more information:

<p>Early Action Planning Grants:</p>	<ul style="list-style-type: none"> • Contact the team at: EarlyActionPlanning@hcd.ca.gov
<p>Prohousing Program:</p>	<ul style="list-style-type: none"> • Contact the team at: Prohousingpolicies@hcd.ca.gov
<p>Technical Assistance Program:</p>	<ul style="list-style-type: none"> • 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...



California Special Districts Association
Districts Stronger Together

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

www.ca-ilg.org



ILG's Role in SB2 Technical Assistance

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



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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.**

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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.

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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.

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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.

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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

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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.

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When it's time for a Public Meeting



Know Your Likely Participants

Plan, Prepare and Provide Digestible Information

Design an Appropriate Process

Establish Groundrules

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

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Public Engagement Resources

TIERS™ Framework for Practical Public Engagement at the Local Level



June 8-9th
City of
Monterey

www.ca-ilg.org/engagement

www.ca-ilg.org



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



www.ILGHousingToolkit.org

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