APPENDIX HE-C: PUBLIC ENGAGEMENT RESULTS

COMMUNITY PANEL AND STAKEHOLDERS GROUP SUMMARY

SUMMARY REPORT

Community Panel and Stakeholder Group

County of Santa Cruz | Sixth Cycle Housing Element

Prepared June 2023, by:

Table of Contents

Executive Summary

Project Overview

The County of Santa Cruz partnered with CivicMakers, a strategic consulting firm, to lead community engagement for their Sixth Cycle Housing Element Update The Housing Element is one of the seven California State-mandated "elements" or chapters of a local jurisdiction's General Plan. It identifies policies and programs to meet existing and projected housing needs for all segments of the community, including various household types, special needs populations, and all income levels of the jurisdiction. CivicMakers led the outreach, formation and facilitation of two community advisory groups that provided input to the Housing Element Update. The Stakeholder Group and the Community Panel were instrumental in providing local knowledge and lived experience to inform the update, while also helping to meet the State's robust engagement requirement for the 6th Cycle Housing Element.

CivicMakers ensured that the groups represented diverse demographics, lived experiences, and subject matter expertise. We also worked to make the facilitation of the meetings accessible, trauma informed, multi-lingual, and understandable at a 5th grade reading level. Each meeting included a concise overview of the topic at hand, time for questions, and the opportunity to deliberate and share input on topics relevant to the Housing Element. We worked to make sure that participants could understand the content in order to make actionable recommendations, and we explained how their input would be used. We also built and provided a safe, confidential, and respectful space for personal conversations about lived experiences, opinions, and suggestions to flourish. Finally, we ensured that participants of the Community Panel were compensated with stipends in acknowledgement of their time and efforts.

Overview of Engagement Findings

Through the facilitation of **nine meetings**, the participants of the Community Panel and Stakeholder Groups provided clear recommendations for the 6th Cycle Housing Element. The **housing needs and barriers**, as well as the **programs and policies** outlined below, were all shared directly by the participants, and prioritized through a dot voting exercise at the final in-person joint meeting of the two groups. The **what to build and where** section shares the specific ideas participants have for the types of housing and locations where they would recommend building, thanks to an in-person mapping exercise.

Top Housing Needs & Barriers

- Expensive housing that is not affordable for people working minimum wage jobs.
- Increasing housing for voucher-holders, and increasing the supply of housing vouchers.
- Provide housing that supports the needs of families, including larger units, accessible units appropriate for older people and multiple generations, and services like on-site child care.

- Tenants' rights and rental protections are important (e.g. preventing rent hikes, eviction protection, legal aid)

- Landlords need to be held accountable if they mislead tenants or engage in predatory practices.

- Policies to protect against discrimination of non-white residents, including immigrants who often don't qualify for affordable housing programs.

- Support for people impacted by substance abuse.

- The CZU fire was a hardship that the county is still recovering from.

- Planning and permit processing times and costs are too high.

- More ADA or universally designed accessible affordable housing.

Top Program and Policy Suggestions

Across both the stakeholder group and community panel, there was strong support for the following suggested programs and policies.

- **Increasing densities was seen as the top policy priority.**

- To increase densities, **raise the maximum height of new developments to 4 stories** and beyond.

- **Transit oriented development** that reduces the need for cars, reduces traffic, and reduces parking.

- **Streamline bureaucratic processes** associated with creating new housing projects. Instead of discretionary approval processes, move towards processes where developments are **automatically approved** if clearly set pre-conditions are met.

- New **affordable-only housing developments**, and **policy incentives for affordable housing** projects (e.g. streamlined permitting) to address the shortage of affordable housing

- **Proactive education** about housing options and opportunities, and easily accessible **information in multiple languages** (one-stop-shop for info and services).

- Developers should **utilize and redevelop existing commercial areas** that are struggling in order to build more housing.

- The County could **reduce the requirement for the amount of commercial space** in mixed-use developments, in order to allow space for more housing

- More support and financing options to build **Accessory Dwelling Units (ADUs)** as a way to create more alternative housing units.

- There was **surprising alignment between environmentalists and developers**: both want to see increased density and development near transit options.

See Program and Policy Priorities

What kind of housing to build, and where?

- Develop **high density and mixed use developments along transit corridors**. One notable location for this in Santa Cruz County is along the **old rail line.**

- Concentrate development within the **urban services line**.

- **Limit coastal development** because of tidal flows and climate change impacts.

- **Do not use wildland interface and rural areas** for new large housing projects.

- High density developments that include **adjacent parks** or playgrounds and have relaxed parking requirements are favored. Ideally **walkable to services, and near public transit.**

- Developing sites in the **north of the county** could help reach overall housing goals (e.g., Davenport).

- **Rezone for higher density** in some key areas (Live Oak, Par 3 site in Aptos, Soquel Drive)

- Focus **Residential Flex** Development (up to 4 stories) **along the Rail-Trail and Brommer in Live Oak**

- Focus **Residential Flex and High Density** Development **along 41st**

See Housing Type and Location Priorities for specific site suggestions.

Background

Project Scope: Housing Element Update

The 2015 Housing Element (effective 2015 to 2023, also known as the 5th Cycle Housing Element) is currently in effect and will be replaced by the 2023 Housing Element (effective 2023 to 2031, also known as the 6th Cycle Housing Element).

The Housing Element is one of the seven State-mandated "elements" or chapters of a local jurisdiction's General Plan. It identifies policies and programs to meet existing and projected housing needs for all segments of the community, including various household types, special needs populations, and all income levels of the jurisdiction.

For the 6th Cycle, the County of Santa Cruz has been allocated 4,634 housing units at specific affordability levels to accommodate the County's projected housing needs. This allocation is the County's Regional Housing Needs Assessment or RHNA ("reena"); the amount of new units they need to build. The Housing Element must identify "adequate sites" to accommodate this estimated growth. The County is also required to provide the programs, policies, and appropriate zoning to incentivize this growth.

It is important to note that, while the County may assist with the development of affordable housing through various programs and funding sources, it is not the direct role of the County to construct housing. Rather, the County is responsible for ensuring that adequate opportunities exist for housing development through zoning and by removing regulatory impediments to housing production. The table below shows the existing and newly prescribed RHNA allocation the County is responsible to plan for.

Income Level	5th Cycle RHNA (# housing units)	6th Cycle RHNA (# housing units)	Percent Increase
Very Low	317	1,492	471%
Low	207	976	471%
Moderate	240	586	244%
Above Moderate	550	1,580	287%
Total RHNA	1,314	4,634	353%

Project Scope: Community Engagement

The State of California Housing and Community Development (HCD) requires a robust outreach and engagement effort for the Sixth Cycle Housing Element Update, including efforts to ensure diversity, equity and inclusion. The Fair Housing Act (AFFH) requires that we go above and beyond avoiding discrimination by proactively overcoming patterns of segregation and working to foster inclusive communities. As part of this effort, CivicMakers led the outreach, formation and facilitation of two diverse and inclusive community advisory groups that provided input to the Housing Element Update. The Stakeholder Group and the Community Panel were instrumental in providing local knowledge and lived experience to inform the update, while also helping to meet the State's robust engagement requirement for the 6th Cycle Housing Element.
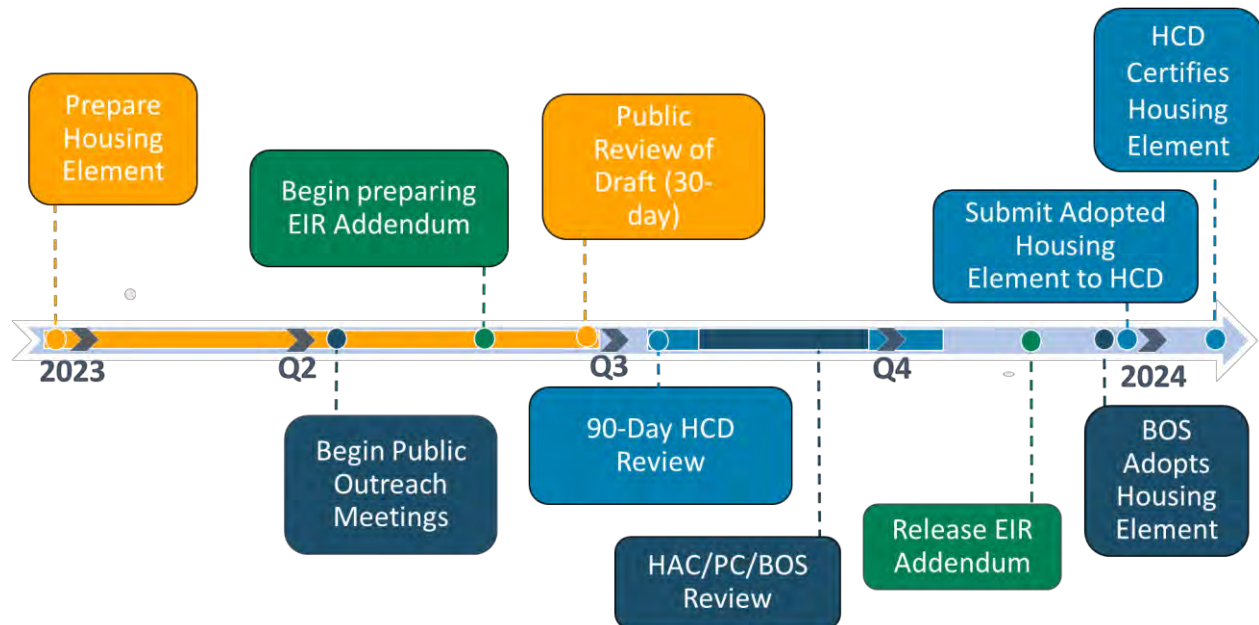
CivicMakers ensured that the groups represented diverse demographics, lived experiences, and subject matter expertise. We also worked to make the facilitation of the meetings accessible, trauma informed, multi-lingual, and understandable at a 5th grade reading level. Each meeting included a concise overview of the topic at hand, time for questions and answers, and the opportunity to deliberate and share input on topics relevant to the Housing Element. We worked to make sure that participants could understand the content in order to make informed and actionable recommendations, and we explained how their input would be used. We also built and provided a safe, confidential, and respectful space for personal conversations about lived experiences, opinions, and suggestions to flourish.

The County believes it is just to compensate historically underserved and under-represented community members for their participation in engagement activities. Not only does it build trust in the planning process and in local government generally, it acknowledges the trauma and effort that goes into telling one's story. For this reason, we compensated all members of the Community Panel, which is the group that was selected due to their lived experience, with a $25 gift card for each meeting attended.

CivicMakers, in partnership with the County and EMC Planning Group, also led a broad public engagement process. This included an online mapping tool, two community workshops (one in person and one virtual), and one in-person community open house.

Process Overview

Housing Element Update Timeline

Project Team Roles & Responsibilities

- **Santa Cruz County:** Project Management & Oversight of Housing Element Update and Community Engagement
- **EMC Planning Group:** Technical Expertise & Guidance; Housing Element Update
- **CivicMakers:** Community Engagement

Public Engagement Objectives

Process Note: We met the requirements of AB 686 and the County of Santa Cruz' Board of Supervisors' direction to use a "representative and deliberative" public engagement process for its 6th Cycle Housing Element Update.

The 'why' of all our public outreach, engagement, and communications efforts.

1. **Create Equitable & Inclusive Housing Policy**
   A critical aspect of this effort is to devise outreach methods and engagement tools that reduce barriers and provide community members access to provide valuable input. The core objective is to give everyone equal ability to contribute and have their voices and perspectives heard, such that the County gains an understanding of community concerns and desires related to housing challenges, which can then be incorporated into the programs and policies of the updated

Housing Element. Outreach methods should be consistent with and inspire to exceed Affirmatively Furthering Fair Housing (AFFH) guidance and requirements.

2. **Leverage Expertise**
Listen to the stories and gather thoughts and ideas from stakeholders with 1) lived experience of housing instability and/or unaffordability, and 2) housing development and tenants rights advocacy experts to inform the draft 6th Cycle Housing Element Update.

3. **Create Champions**
Through participatory planning with stakeholders (especially the Community Panel and Stakeholder Groups), build trusting relationships and partnerships that result in true, shared ownership of the 6th Cycle Housing Element Update, and launch the County into a successful implementation phase.

4. **Build Awareness & Excitement**
Leverage a digital engagement platform and partner relationships to bring the broader public into the policy and programmatic implications of the 6th Cycle Housing Element Update. Share and transfer our excitement for the future of housing in Santa Cruz County to the broader community, especially individuals not typically engaged (or with an active voice) in local or county policy making.

Engagement Process & Timeline

Phase	Task/Activity	Timeline
Discovery	Background Document Review	February 13 - March 3, 2023
	County Demographics Data Analysis	February 13 - March 3, 2023
	Stakeholder Assessment	February 20 - March 8, 2023
Outreach	Stakeholder Group and Community Panel Outreach	March 1 - March 31, 2023
	Stakeholder Group and Community Panel Formation	April 1 - April 7, 2023
Engagement	Stakeholder Group & Community Panel Meetings	April 11 - May 11, 2023

Discovery: Stakeholder Assessment

February 20 - March 8, 2023

County staff identified a broad set of candidates (50+) for the Stakeholder Group. The draft composition of the Stakeholder Group included those with an interest in housing development in the county, including but not be limited to local developers, affordable housing developers, community groups serving under-represented community members, environmental and transportation organizations, housing advocates, and others.

Outreach to Potential Panelists & Stakeholders

March 1 - March 31, 2023

Outreach Approach

We developed invitations and communications that met the unique needs of stakeholders and ensured that all participants had equitable access to joining the engagement. CivicMakers has experience facilitating design and engagement sessions for low-income communities of color, persons living with disabilities, and immigrants and non-English speakers, and brought a trauma-informed, equity-centered approach to these engagements.

Our outreach methods and materials were bilingual in English and Spanish, and surpassed the requirements of AB 686 to "proactively reach out to individuals and organizations that represent lower income households, people in protected classes, and households with special needs to develop open and mutual communication." The County team approved all invitation and communication copy prior to CivicMakers engaging stakeholders. Initial outreach methods included a mix of email, phone and partner introductions. We contracted with a graphic designer, and asked community partners to distribute the community panel opportunity widely.

Potential stakeholders and community panelists were invited to take a survey to help provide key information for the selection process.

Once CivicMakers made initial contact with prospective stakeholders, we continued to follow-up and be available to promote and answer questions about the Stakeholder Group and Community Panel. We strived to ensure all stakeholders felt welcomed into the process, understood the commitment before signing on, and had an opportunity to ask questions about their role, responsibilities and compensation. We provided initial and follow-up communications in Spanish when necessary. Once the two groups were formed, we strived to engage 15 to 20 active members of the Stakeholder Group, and 15 to 20 active members of the Community Panel.

Outreach Process

1. **Santa Cruz County staff helped identify initial groups who could help with outreach to targeted populations.**
   - Civic Makers emailed homeless advocates, SRO advocacy groups, tenants rights leaders, affordable housing advocates, and others to help identify potential Community Panel members.

2. **Together we designed a selection process and onboarding plan.**
   ○ Community Panel Participants were selected using the following criteria:

      ■ Only applicants who committed to 4 or 5 out 5 sessions were considered.

      ■ Only applicants who lived in the unincorporated areas were considered

      ■ The demographic goals helped create the final selection.

   ○ Stakeholder Group representatives were selected using the following criteria:

      ■ Minimizing representatives that duplicated interests or groups

      ■ Ensuring all representatives had an awareness of the unincorporated county because they either served the communities there, represented union groups there, worked there, or developed housing there.

3. **We worked to identify gaps.**
   ○ We revisited the original composition table, and made a plan to reach those we missed.

      ■ We had trouble finding representatives from district 4, so we conducted targeted outreach and successfully obtained participants from district 4.

      ■ We did not have anyone self identifying as transgender or non-binary residing in the unincorporated county. We conducted targeted outreach but did not meet this goal.

      ■ Despite targeted outreach we did not succeed in having tribal representation.

4. **We finalized selections and sent welcome emails.**
   ○ Emailed nominated Community Panel members informing them of their selection and next steps.

Outreach: Stakeholder Group & Community Panel Formation

Final Stakeholder Group

The final Stakeholder group represents a balance of interests and experience of professionals invested in housing in unincorporated Santa Cruz County.

Unions (1)

Harvey McKeon
Carpenters Local Union 505
Our members live and work in the unincorporated county; housing is an issue for them like other residents. Local 505 wants to be part of the solution to housing needs in the area, including ensuring a reliable supply of residential construction labor to meet RHNA goals.

Developers, general (1)

Jessie Bristow
Swenson Builders
Development Project Manager
Local developer and builder with over 35 years of experience working in the County of Santa Cruz

Realtors/Developers who state they focus on affordable housing (4)

Iman Novin
Novin Development Corp
President
Affordable Housing Developer. We have an affordable housing development in Soquel.

Jane Barr
Eden Housing
Director Real Estate Development
Eden is an affordable housing provider in Santa Cruz County.

Joanna Carman
MidPen Housing
MidPen Housing is a non-profit affordable housing developer

Megan Kilmer
Dream Catch Properties
Realtor
Passionate about housing. 10+ years of experience with property management. Six years of Mental Health Housing experience. Deeply invested in fostering success in housing for all. Building relationships and practicing Fair Housing.

Service Providers (4)

Claudia Oblea
Cradle to Career Santa Cruz County
Community Organizer
C2C works directly with families and one of the concerns that regularly comes up is difficulty finding affordable housing.

Christian Magana
Families In Transition
Housing Development Coordinator
Rapid rehousing provider/Navigation Services

Valeire Arno

Bill Wilson Center

Case Manager/Shared Housing Recruiter

Bill Wilson Center's role is to support and provide housing for unhoused 18-24yr old youth in the county, doing so through the Shared Housing Program (formerly known as Host Home Program) as well as rental assistance when more permanent housing can be secured. This is a Rapid Rehousing Program

Leslie Conner

Santa Cruz Community Health

CEO

Our organization serves over 2,000 unhoused individuals. Ensuring affordable housing stock is essential for their health and the health of our community.

Non Profit Housing Advocacy (1)

Elaine Johnson

Housing Santa Cruz County

Executive Director

- State - Housing Santa Cruz County educates, advocates and support our community is do what it takes to bring about affordable housing here in Santa Cruz County. We work closely with state and local leaders, developers, Community Board Organizations, our local schools and universities, many community partners and community.

Eviction Prevention (1)

Paz Padilla

Programs Impact Director

CAB

Eviction prevention services to all Santa Cruz County residents.

YIMBY (1)

Ryan Meckel

Santa Cruz YIMBY

Volunteer Lead

We envision a community where our neighbors of all ages, cultures, abilities, and incomes, can make Santa Cruz County their home. In response to the ever-increasing cost of living, we advocate for more affordable housing to meet the needs of our growing population. We support policies to streamline housing production, protect renters, build transit oriented development, and promote equitable development patterns.

Construction (1)

Sean Maxwell

Cornerstone Construction

Owner/Operator

General Contractor constructing remodels and ADU's operating in SC County.

Advocates for students and Educators (3)

Kristin Pfotenhauer
Live Oak School District
Board of Trustees - president
Recruitment and retaining classified and certificated employees is difficult with the cost of housing. We are currently exploring building educator housing.

Monica Mendenhall
Cabrillo College
Retention & Basic Needs Coordinator
My job is to help Cabrillo College students overcome barriers to finding housing.

Kyle Kelley
Santa Cruz City Schools
Trustee
Our schools serve students across the county, stretching all the way from Big Basin State Park to Cabrillo. Santa Cruz currently builds less housing than students graduate from high school each year. In addition to long term needs, our teachers and support staff need housing in order to work here.

Advocates for people with disabilities (1)

Rebecca Haifley
Commission on Disabilities
Commissioner
People with disabilities are marginalized when it comes to attaining appropriate affordable housing. ADA compliant units are rare. The needs and voice of the community of people with disabilities needs to be heard and considered when discussing housing for the county.

Faith based (1)

Andrew Neil Goldenkranz
COPA
Leader
COPA is a network of faith and non profit organizations dedicated to improving the supply and access to below market rate housing throughout the county. As an Aptos resident and leader at Temple Beth El, a COPA member, I am especially interested in mid-county possibilities

Land Trust (1)

Sarah Newkirk

Land Trust of Santa Cruz County

Executive Director

The Land Trust protects, cares for, and connects all people to the vibrant natural and working lands that are essential for our community and nature to thrive together for generations to come. Our philosophy is that nature and communities can thrive side-by-side, enhancing one another without competing for space.

County (1)

Sheryl Norteye

County of Santa Cruz

I work with the Housing for Health Division within the Human Services Department. The division is tasked with supporting our strategic framework (Housing for a Healthy Santa Cruz) by taking actionable steps to help reduce unsheltered and overall homelessness countywide. my work focuses on homelessness prevention and affordable housing efforts as well as serving as the collaborative applicant for our Continuum of Care programs. I believe being a part of this stakeholder group will lend a voice and opportunity to explore ways to ensure equitable allocation of our local housing needs.

Housing Authority (1)

Jenny Panetta

Housing Authority of the County of Santa Cruz

Executive Director

The Housing Authority provides housing and rental assistance to over 5,000 low income families countywide, including within the unincorporated county. There is an incredibly strong demand for the affordable housing and rental assistance we provide, with roughly 10,000 families on our waiting list. In addition to the housing and rental assistance we provide, we are involved on the supply side by utilizing project based vouchers to support the development of affordable housing projects countywide, with 18 projects including over 600 units in our PBV pipeline. We are also an emerging affordable housing developer, with one small affordable project breaking ground this month.

Neighborhood Association (1)

Carol Turley

Pajaro Dunes Association

General Manager

Pajaro Dunes is a unique beach community where we strive to find a balance that fits the needs of residents and short-term renters. I serve for the Design Review Committee in reviewing applications for new construction, major remodels and minor projects.

Final Community Panel

The following participants were selected to form the Community Panel: [1]

Mando M.	Julissa S.	Diana V.	~~Elizabeth U.~~	Iwalani F.
Sylvia P.	Anastasia T-G.	Carson D.	Rusty O.	Gary L.
Leflora C-W.	William N.	Anonymous	Sonia L.	~~River Y.~~
~~Christina W.~~	Noah W.	Claire R.	~~Maria~~	

The Community Panel reflected a cross-section of county residents and considers a number of important demographic factors (see more information about each factor in table below with even more thorough information in the Appendix of this document).

We designed an Intersectional Matrix[2] to help prioritize candidates with an intersectional lens, which acknowledges that individuals have many identities, not only one, and that membership to different groups can make people vulnerable to various forms of oppression, which can compound.

In some areas we did not meet our ideal ratios of intersectionality. For example, we were unable to secure sign ups from Transgender community members residing in the unincorporated areas who were available for the meetings, and we had fewer Asian and Black panel members than we had aimed to reach. We met our goals for Hispanic/Latino participants, but did not attain more than two monolingual Spanish speakers.

We had a total of three unhoused community panelists who RSVPed to at least four sessions, met all other requirements, and were selected. However, only one of them was able to attend the meetings, and missed the final session due to hospitalization.

Similarly, four people with disabilities met all requirements and RSVPed to at least four sessions, but only one of them actually attended.

Keeping in mind that homeless populations and people with disabilities deal with numerous barriers, and potentially life threatening obstacles, we reflect on this engagement project and see that we can constantly improve our diversity, equity and inclusion practices. In future engagements it would make sense to aim for more unhoused participants and people with disabilities than we expect to see complete the series. To be able to support people in participating or updating us on attendance challenges, in the

---

[1] Names crossed out indicate that they RSVPed and were selected but did not end up attending.

[2] See appendix for Community Panel Intersectionality Matrix

future we will ask for a second point of contact, to allow the person to provide us with the contact of their Social Worker or Case Manager, and sign a release of information to allow us to make any more reasonable accommodations needed.

We shared resources for people in crisis related to housing needs at the Community Panel meetings, as well as offering mindfulness practice short breaks after potentially traumatic conversations. We also ensured to meet access needs and offered the full stipend to the hospitalized panelist despite the one day missed due to health issues.

The following tables describe the demographic goals for the group of 20, the selected group of 19, and the final attending group of 14. "Committed Participation (19 candidates)" describes those who were selected, and had previously committed to attended 4-5 sessions. Those who actively participated are counted under Final Attendance. All 14 participants attended 4 to 5 meetings. The four that never attended or dropped out were at 0 sessions, with the exception of one person who attended one session.

	Community Panel Composition by Age[3]		
	Goal *(of 20 candidates)*	***Committed* Participation *(19 selected)***	***Final Attendance* *(14 participants)***
TOTAL	**20**	**19 Confirmed**	**14 Participated**
Ages 18 to 24	4	2	1
Ages 25 to 59	10	13	10
Ages 60+	6	4	3

	Community Panel Composition by District[4]		
	Goal *(of 20 candidates)*	***Committed* Participation *(19 selected)***	***Final Attendance* *(14 participants)***
Supervisorial District 1			

---

[3] Age: detailed data table
[4] Supervisorial Districts: detailed zip code data

TOTAL	5	10 Confirmed	7 Participated
Homeowners	2	3	2
Renters	2	2	1
Unhoused	1	1	0
Mobile Homes	-	4	4
Supervisorial District 2 & 4			
TOTAL	4	3 Confirmed	2 Participated
Homeowners	1	1	0
Renters	2	1	1
Unhoused	1	1	1
Supervisorial District 3			
TOTAL	5	2 Confirmed	2 Participated
Homeowners	2	0	0
Renters	3	1	1
Unhoused	-	1	1
Supervisorial District 5			
TOTAL	6	4 Confirmed	3 Participated
Homeowners	2	2	2
Renters	4	2	1
Unhoused	-	-	-

Community Panel Composition by Household Income[5]

---

[5] Household Income: detailed data table

	Goal (of 20 candidates)	Committed Participation (19 selected)	Final Attendance (14 participants)
TOTAL	20	19 Confirmed	14 Participated
Acutely Low	4	8	6
Extremely Low	3	4	3
Very Low	4	3	2
Low	3	0	0
Median	3	1	1
Moderate	3	1	1
Above Moderate	-	2	1

Community Panel Composition by Gender[6]			
	Goal (of 20 candidates)	Committed Participation (19 selected)	Final Attendance (14 participants)
TOTAL	13	19 Confirmed	14 Participated
Female	5	13	9
Transgender Female	1	0	0
Male	5	6	5
Transgender Male	1	0	0

---

[6] Gender: detailed data table

Non-Binary	1	0	0

Community Panel Composition by Language[7]		
	Goal _(of 20 candidates)_	_Committed Participation_ _(19 selected)_	_Final Attendance_ _(14 participants)_
TOTAL	_20 seats_	_19 Confirmed_	_14 Participated_
English	15	17	12
Spanish	5	2	2

Community Panel Composition by Race & Ethnicity[8]		
	Goal _(of 20)_	_Committed Participation_ _(19 candidates)_	_Final Attendance_ _(14 participants)_
TOTAL	_20_	_19 Confirmed (Unique)_	_14 Participated_
White	6	7*	6*
Hispanic or Latino	6	5*	4*
Asian or Pacific Islander	3	3	3
Black or African American	3	3	2
American Indian and Alaska Native	2	0	0

---

[7] Language: detailed data table
[8] Race & Ethnicity: detailed data table

Other: chooses not to identify	-	1	-
Other: Multiracial	-	1	-

*3 individuals identified as both White and Hispanic or Latino

	Community Panel Composition by Disability Status[9]		
	Goal (of 20 seats)	**_Committed_ Participation** (19 candidates)	**_Final Attendance_** (15 participants)
TOTAL	**20 seats**	**19 Confirmed**	**16 Participated**
Living <u>with</u> a disability	3+	4	1
Living <u>without</u> a disability	17	15	13

*1 person with a disability attended session 2 only, and is counted under "committed but not under "final". 2 people with disabilities never attended. Only 1 person ended up participating, and attended all meetings. In the final meeting she had a hybrid accommodation. The space was ADA compliant, but her disabilities still impeded her from physically attending. CivicMakers staff ensured she received the same information, got to talk with the other participants, and provided her input.

Stakeholder Group & Community Panel Meetings

April 11 - May 11, 2023

Meeting Approach

CivicMakers facilitated 11 engagements total for the Community Panel and Stakeholder Groups: four (4) meetings of the Community Panel; four (4) meetings of the Stakeholders Group; one (1) joint meeting of the Community Panel and Stakeholders Group. We made decisions about virtual versus in-person meetings in collaboration with the County team and stakeholders, taking into consideration changing public health and safety needs, as well as the preferences and needs of participants.

During all engagements, CivicMakers' facilitators led engagement discussions, supported by subject matter expertise from EMC Planning Group and the County (where necessary), coordinated and took notes of meeting discussions, compiled lists of meeting attendees, and shared meeting summaries and materials with County staff.

---

[9] Disability Status: detailed data table

Meeting Design & Accessibility

The bilingual Engagement Coordinator partnered with bilingual County Staff to ensure decks were in Spanish and English, and that there was live interpretation for all meetings. Our experienced facilitators brought cultural competency, humility and an awareness of the diversity of identities and privilege when engaging diverse constituencies with a range of viewpoints, housing needs and backgrounds.

Reasonable accommodations were offered and provided to participants during the course of the meetings. One participant requested PowerPoints be mailed, and we did so. A few participants kept cameras off at all times, due to limitations related to technology, homelessness, and lack of childcare. One participant was offered a hybrid accommodation at the one (the final) in person meeting, due to disabilities. One CivicMakers staff member held a laptop so that a participant could attend via zoom.

CivicMakers believes it is just to compensate historically underserved and under-represented community members for their participation in stakeholder engagement activities. Not only does it build trust in the planning process and in local government generally, it acknowledges the trauma and effort that goes into telling one's story. For this reason, we compensated all members of the Community Panel with a $25 gift card for each meeting attended. These were delivered in person at the final meeting, with the exception of one person who received it in the mail, and one person who received it digitally, to honor access needs.

Meeting Description & Timeline

The high-level meeting plans for the Community Panel and Stakeholder Group are outlined below. You can find the agendas used at meetings in the appendix.

Meeting Content	Stakeholder Group	Community Panel
Overview of Santa Cruz County General Plan and Housing Element Update requirements.	April 11, 2023 5:30 - 7pm **virtual**	April 13, 2023 5:30 - 7pm **virtual**
What housing is needed and primary barriers to finding and securing housing.	April 18, 2023 5:30 - 7pm **virtual**	April 20, 2023 **virtual**
What existing 5th Cycle Housing Element policies and programs should be amended, or new ones added.	April 25, 2023 5:30 - 7pm **in person**	April 27, 2023 5:30 - 7pm **in person**
Where to locate housing units, generate potential solutions to fair housing and/or equity concerns.	May 2, 2023 5:30 - 7pm **virtual**	May 4, 2023 5:30 - 7pm **virtual**
Consensus recommendations on prioritization of housing needs and goals for the updated Housing Element.	May 11, 2023 5:30 - 7pm **in person at Branciforte Middle School**	

The facilitators designed and held space for meaningful discussions, where participants were able to share stories about their personal experiences seeking, retaining or losing housing, as well as serving community members with their housing needs. The community guidelines that guided the behaviors in the space were created and upheld by the participants, and we referred to them at the beginning of each meeting, as a way to reinforce agreements such as confidentiality, respecting others who may disagree, and focusing on common goals. You can find the full community agreements in the appendix. All meetings started with accessibility check-ins, including navigating live interpretation. Then, both the staff and the participants checked in. Examples of check ins are:

- Sharing in one word, how they are doing that day
- Sharing their professional roles
- Sharing the area of the county they reside, or housing status.

Then, the County provided a presentation on the content of the Housing Element, followed by a Q and A. All questions were answered either in the moment, or during the week that followed the meeting, and were all collected in the Q and A docs you can find in the appendix. (Appendices: Stakeholder Group Q&A, Community Panel Q&A)

The presentation was followed by break out room discussions on specific prompts, and participants were able to have in depth conversations with smaller groups. All conversations were captured by County, EMC, or CivicMakers staff and fully documented into the appendix.

Prompts:

Meeting 1: What will make these Panel meetings "comfortable" and "meaningful"?

Meeting 2:

Stakeholder Group: What are the top needs and barriers of the communities you serve that should be prioritized in the Housing Element? Please share specific stories or examples to help us make the case and illustrate these needs and barriers in the document.

Community Panel: Please share an example of NEEDS and an example of BARRIERS related to housing someone you know has experienced. It can also be something you yourself have experienced, in the past or the present.

Meeting 3:

Stakeholder Group: Keeping in mind the needs and barriers faced by the people you serve, what kind of solutions (AKA programs and policies) do you think need to be in place? This could include revisions to the ones the County shared or brand new ideas. We encourage your creativity.

Community Panel: Keeping in mind the needs and barriers you and others face, what kind of solutions (AKA programs and policies) do you think need to be in place? This could include revisions to the ones the County shared or brand new ideas. We encourage your creativity!

Meeting 4: Where would you put more units? Where do you think we don't need units? What type of housing should it be? (urban high, urban medium, residential flex, mixed use) We encourage your creativity!

Meeting 5: (Based on specific top program/ policy proposals) If this program/policy were successfully realized, What would success look like? and how would that impact your life or work?

Topics for meeting 5, based on dot voting, were:

- **One stop info source on affordable housing + affordable-only developments**
- **Where to put housing / Map + development along rail line**
- **Use under-utilized commercial tracts**
- **Less Bureaucracy + Fast Track Affordable Housing Approvals**
- **Higher Density in New Developments**

Following the breakout groups, we circled back as a full group, and a member of each group, or the facilitator, shared a summary of what the smaller group had discussed, to the larger group.

Unique to meeting 4, participants learned to use a Housing mapping tool: Balancing Act. (https://santa_cruz_county_housing.abalancingact.com/InteractiveHousingPlan). This Interactive Mapping Tool lets you develop your own plan about where new housing should go, by selecting among a menu of development options and development sites proposed by the county. Input will help inform the County's decisions about areas where it may need to change the zoning, or increase residential densities, to meet the RHNA.

Unique to meeting 5, participants were invited to use 20 stickers to prioritize their ideas, and 5 stickers to indicate where and what type of housing they would like to see.

Finally, participants were always informed and reminded of how their input will be used, of other opportunities to engage.

Recommendations: Program and Policy Priorities

Methodology

The main activity in the final meeting with the Community Group and Stakeholder Panel on May 11, 2023 was designed to be a culmination and distillation of many of the conversations and activities from previous

meetings. It was meant to provide a clear and synthesized snapshot of the programs and policies that this curated group of people believe are the most important for the 6th Housing Element.

The programs and policies brought up by both groups were synthesized into a single list and presented for "dot voting" by the full group (in both English and Spanish). Participants were also given the opportunity to add new program ideas or build on these items with post-its.
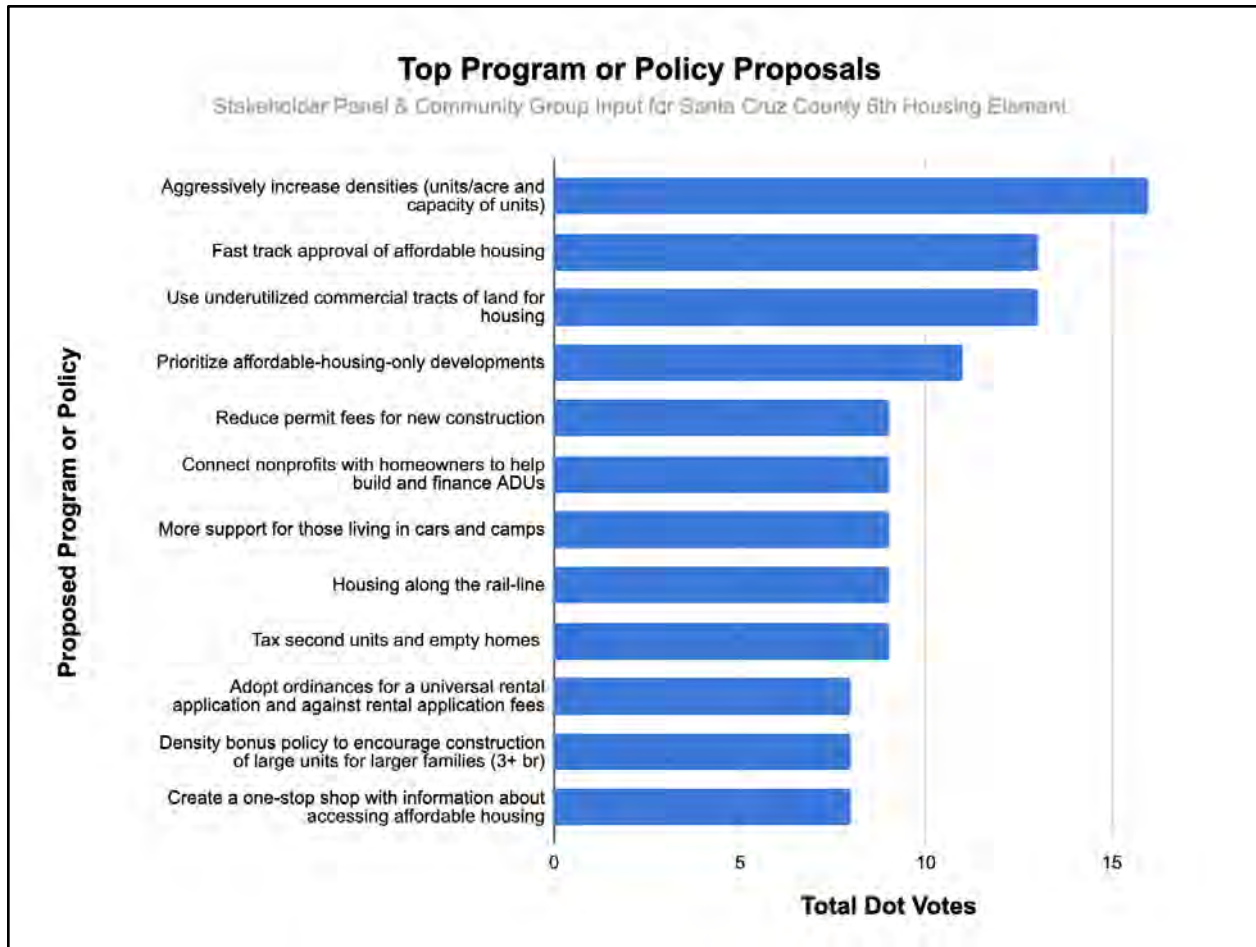
The program ideas that emerged as the highest priority from the dot voting exercise were then selected for further conversation in the break-out conversations. Full notes of these conversations is in the appendix: Meeting #5 - Notes from break out rooms.

The "dot votes" provide a proxy for the level of interest in these programs by the participants, and are a useful visual, but are not a meaningful metric beyond the bounds of

this activity.

Top Priority Programs & Policies

The following projects were designated as top priorities by the Stakeholder Panel and Community Group:

- The most popular policy suggestion is to **aggressively increase densities**, both in terms of units per acre and the capacity of units.
  - This also was expressed as a separate top priority policy for a "density bonus" to encourage the construction of **housing that will support larger families**.

- Reducing the administrative overhead and cost to add housing, especially 1) **fast tracking the approvals** of affordable housing; 2) **reducing permit fees** for new construction; and 3) connecting homeowners with **support for constructing ADUs**.

- Using underutilized land for new housing developments that might support higher densities and be located in proximity to transit. Specifically: **underutilized commercial tracks** and **new housing along the old rail line**.

- Creating policies and programs that **support affordable-housing-only developments** (rather than only allocating a percentage of a new development as affordable housing).

- **More support for those living in cars and camps.**

- Encourage full use of existing housing stock by **increasing taxes on vacant units and second homes**.

- Educating people about how to access housing, specifically creating an easy to use **one-stop-shop for information** and services/programs related to affordable housing.

Full Results of Dot Voting Exercise

The following table presents the full results from the dot voting.

- Green cells highlight some of the most popular proposals
- Asterisks (*) indicate that Santa Cruz County has some kind of existing program in this area.
- New policy/program proposals, or newly proposed wording for the policies presented, is represented in *blue text*. This is from the participants' Post-Its.
- Participants were instructed to vote only at the level of individual policies and programs, and not on categories and list headings. Votes that were cast for list headings were not counted in this summary. However, we've checked to confirm that their exclusion does not materially affect the final takeaways from the exercise.

Proposed Program or Policy	Total Dot Votes
Goal 1: Construct New Housing	
Less Bureaucracy/ Paperwork (Faster processes, Permitting, fees, & working with county)	

For developers & owners	
Fast track approval of affordable housing (example: SB35, which is expiring) *	**13**
Reduce permit fees for new construction	**9**
Waive impact fees (AB 602)	**4**
Charge per square foot, not per unit *	**2**
Fast-track inspections on affordable housing projects *	**4**
Innovative Ownership models: Land Trust, state programs	**1**
For renters	
Adopt an ordinance prohibiting landlords from requiring rental application fees, and require them to accept a universal application.	**8**
Getting Services & Utilities	
Liberalize septic requirements	**6**
Creating a county refuse disposal facility, and use fines for improper disposal*	**0**
Parking permit program to connect new developments with parking spaces available on other private land through contract	**2**
Help make septic systems more affordable, or implement sewer	
Labor Standards	
Hire local workers	**2**
Promote "mom and pop' construction	**2**
Policies to ensure contractors and developers commit to better labor standards & ensure living wage jobs (e.g., prequalify contractors that meet requirements, without slowing things down)	**5**
Higher Density in New Developments	
Aggressively increase densities (units/acre, and size/capacity of units)	**16**
Add option of 6 stories (not limit to 4) *+ taller buildings with access to parks/ community spaces*	**7**
Streamlined approval and financing for 4-8 plexes when building on a formerly single-family lot *	**5**
Relax development standards that don't impact safety or increase density (e.g. Floor Area Ratio requirements, setbacks, parking, double stair)	**5**
Simplify land division process (one parcel map); large properties should be subdivided to smaller parcels	**6**
Work to approve & build taller buildings (and work with the fire department to ensure ladder trucks are not a blocker)	**6**
Educate the community about the benefits of density and taller buildings	**3**
Places for shelters. Residential licensed programs.	**1**

Focus on immigrants and help give them opportunities	
Creative opportunities for housing	
Study the barriers to farmworker housing *	0
Put housing on county, state, or federal land *	7
Extend safe structure program timeframe (enable existing unpermitted structures to be used) *	1
Floating homes and floating home marinas	2
Use underutilized commercial tracts of land for housing (AB2011 allows for streamlined processing for underutilized tracts of commercial land) *	13
Support for Building Accessory Dwelling Units (ADUs)	
Continue the state incentives for ADUs (reduced fees, numbers, standards)	6
Tax incentives for ADU-builders similar to the tax incentives given to people installing solar	2
Relax # of ADU restrictions: Allow more than one ADU and Junior ADU per parcel (one per acre)	5
Better education about building ADUs *	0
Offer ready-made, pre-approved plans for ADUs *	4
More support for manufactured/ mail ordered/ pre-fab construction *	0
Move threshold for requiring building permits from 120 to 240 square feet	6
Remove requirements for sewage hook-ups, electrical and the concrete pad for tiny homes	2
Connect nonprofit (e.g., Habitat for Humanity) with homeowners where an ADU can be built but they can't afford to build one (ex: retired folks on fixed income) *	9
Goal 2: Maintain and Enhance the Quality of Existing Housing Stock	
Policies to Enable More Home Ownership & Reduced Consolidation	
Tax second units and empty homes *+ empty second homes if not rented and occupied*	9
Tax LLC landlords of 4+ units more heavily to keep housing market fairer for private buyers	3
45 days before an LLC can purchase	
Non-profit offered units before REO bank default sales or tax sales	
Goal 3: Facilitate the Development of Affordable and Equal Opportunity Housing	

More Affordable Housing	
Housing Element should prioritize exclusively affordable-housing-only developments	**11**
Increase funding to subsidize affordable housing (e.g. affordable housing trusts) *	7
Eliminate requirements from subsidized housing opportunities that require separate bedrooms per each child *	5
Raise money for affordable housing through transfer tax and housing bond	
Encourage use of CA Tax Credit and Low Income House Tax credit	
Section 8 homebuyer program participation (HUD?, county)	
Rent control and protections against displacement:	
Do not allow increases outside a small percentage determined each year	3
Free housing counseling for renters *	5
Tenants rights services should prioritize people with MediCal, seniors, differently abled people and immigrants	4
Tenants should never decide between their home not getting needed repairs, being evicted or rent being raised	4
Provide free attorney (ala Legal Aid) to help tenants enforce their tenant rights	
Fair Housing:	
Enforcement of Rental Properties and Landlord Fair Housing Discrimination *	6
Fair housing audits (ensure process is being followed and fees aren't extractive) *+ ensure there are signed rental agreements*	3
County should apply to become a Housing and Urban Development-certified agency to support fair housing	3
Dignified housing	
Ensure internet hook-ups are required for new housing	5
Standardize the minimum size for bedrooms, anything smaller should not be permitted to be announced as bedroom (what size?)*	4
Density bonus policy to encourage construction of large units for larger families (3+ br)	**8**
Enforce living standards	

Goal 4: Provide Housing Opportunities for Special Needs Populations

Accessibility and Inclusion:	
Higher requirements for accessibility (e.g. 20%) for all construction, including single family subdivisions	5
Use vouchers to meet inclusionary requirements *	1

Use universal design standards to expand accessibility	
Those currently unhoused should have access to:	
More vouchers	**0**
Preference letters for families	**0**
More support for those living in cars and camps	**9**
No criminalization for housing status	**6**
Create a street parking program that will not only pay for itself, but also provide revenue for a waste disposal, day-care/day room, bathroom and shower facility for community members living in their vehicles.	**4**
Non-residents/people in informal economies should have:	
No disqualifications due to their status for home buying, renting, or affordable housing *	**5**
No minimum income requirements to apply for housing in general *	**2**
Transitional housing for newly arrived immigrants	**2**
Study the barriers to farmworker housing*	
Goal 5: Promote Energy Conservation and Sustainable Design	
Reduce Reliance on Cars (Public Transport, Bikeability, Walkability)	
Require public transit to be connected to housing developments and improve public transit safety and connectivity	**4**
Work with AMBAG to get more high-quality transit stops in the county	**5**
Encourage reduced street widths, and ensure new street scapes are aligned with vision zero principles and the active transportation plan *	**3**
Protected bike parking *	**3**
Housing along the rail-line	**9**
Don't require parking to be associated to housing	**5**
Maintain connection to & protection of nature	
Require wild spaces, urban forests and/or community gardens at walking distance for all residents	**2**
Invest in holistic urban design that prioritizes making space for population growth while keeping humans connected to nature, community and transportation *	**3**
Lower environmental impact: require new housing be environmentally friendly, with solar panels, rainwater collection, gray water, trees planted for number of units built, electric chargers, parking for bikes*	**5**
Build Vibrant Viable Local Communities	
Develop preferences for people working locally to cut down on traffic *	**2**

Make urban design that is community centric: (commons, welcoming plazas, and walkable streets) *	7
Street trees, and facades that promote sociable atmospheres, parks and pedestrian only areas *	2
Ensure large developments are centering walkable, community based neighborhoods by requiring: Active ground floors with multiple, small fronts (i.e. ensure that one block isn't taken up with one large purpose and that we prioritize spaces that will be filled with local businesses/uses, not large chains) *	4
Dense housing should be based more on school locations than transportation corridors	0
Goal 6: Collaborate and Publicize Housing Resources	
Make affordable housing and first-time home ownership easier to find, apply, qualify:	
Create a one-stop shop with information about accessing affordable housing * *+ Information available in all languages, including dialects*	8
Better information available about new units	1
Have one universal application for tenants (reduces application & credit check fees & logistics)	6
More education about credit scores, first time homebuyers *	1
First time homebuyer downpayment programs (for teachers, nurses, immigrants) * *+ affordable payments based on income*	5
Programs that support people accessing the first last months' rent and deposit *	5

At the end of the meeting and series, participants shared final comments. One participant shared experiences and concerns around receiving racial discrimination during her search for housing. She suggested that there are percentages reserved for different racial and ethnic groups for housing. Another participant shared the need for free service of tenant attorneys.

Recommendations: Housing Type and Location Priorities

In meetings #4 and #5, Santa Cruz County Community Panel and Stakeholder Groups were invited to share ideas on where they would recommend new housing, as well as what kind of housing they would want to see.

Summary of Suggested Housing Types & Locations

- Develop **high density and mixed use developments along transit corridors**. One notable location for this in Santa Cruz County is along the **old rail line.**

- Concentrate development within the **urban services line**.

- **Limit coastal development** because of tidal flows and climate change impacts.

- **Do not use wildland interface and rural areas** for new large housing projects.

- High density developments that include **adjacent parks** or playgrounds and have relaxed parking requirements are favored. Ideally **walkable to services, and near public transit.**

- Developing sites in the **north of the county** could help reach overall housing goals (Davenport).

- **Rezone for higher density** in some key areas (Live Oak, Par 3 site in Aptos, Soquel Drive)

- Focus **Residential Flex** Development (up to 4 stories) **along the Rail-Trail and Brommer in Live Oak**

- Focus **Residential Flex and High Density** Development **along 41st**

Results from Each Meeting

Suggested Sites from Meeting #4

The Stakeholder Group suggested these specific plots to consider:

- Amesti Road area = potential new residential area
- PAR 3 site in Aptos (13 acres, near shopping, transit, Cabrillo, could be rezoned to residential, but keep open space)
- East Cliff Village, intersection of Soquel & Freedom (landowner is ready)
- Aptos - South of Soquel between trout gulch and Rio Del Mar
- Property off 7th near Arana Gulch
- Soquel Drive/Freedom
- Soquel & Thurber: Best use probably a senior community (next to hospital). Also the stone house next door is 1 acre he wants to develop.
- Portola from 41st to 17th (underutilized / vacant properties)
- Cabrillo to 41st on Soquel Ave (large vacant lots)
- Live Oak area is a good location for the type of development modeled by the new Mid-Pen project.
- Strawberry Fields site (30 acres, zoned ag)

The Community Panel suggested these specific plots to consider:

- Near Capitola mall 41st and 37th 38th st - site that would be good for 4-5 story development
- Davenport and Watsonville (northern county) - one or two high density development in each of the areas
- Along highway 1
- Soquel Drive (increase density)
- Along the rail corridor
- 41st /Portola
- Good Shepherd School
- East Cliff Village
- Mattison Lane by Sheriff's office
- Par 3
- Live Oak - rezone this whole area for higher density
- Pure Water Soquel property near 7th and Brommer - High density development
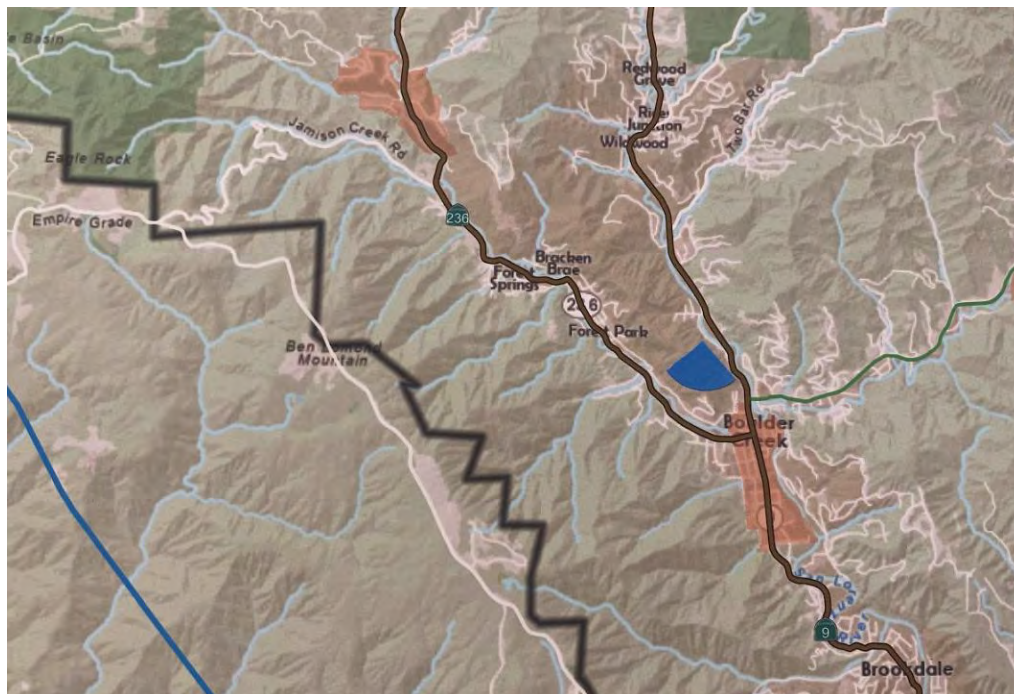
Suggested Sites from Meeting #5

In Meeting #5, both groups got a chance to do a mapping exercise together where they were able to specifically indicate where they'd like to put what kind of housing. Per the two groups' own requests, there were options that surpassed the six story maximum currently in place.
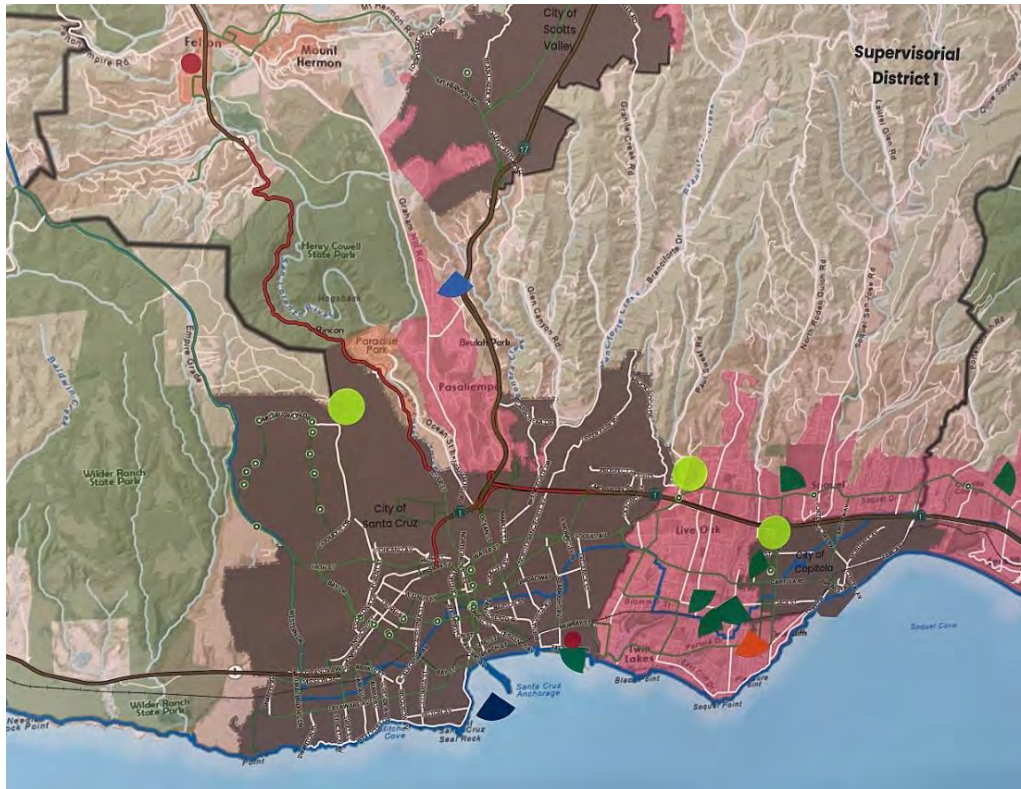

Participants provided input on where and what type of housing they would like to see.

This was the Key for the Housing Type and Location Priorities Engagement activity.
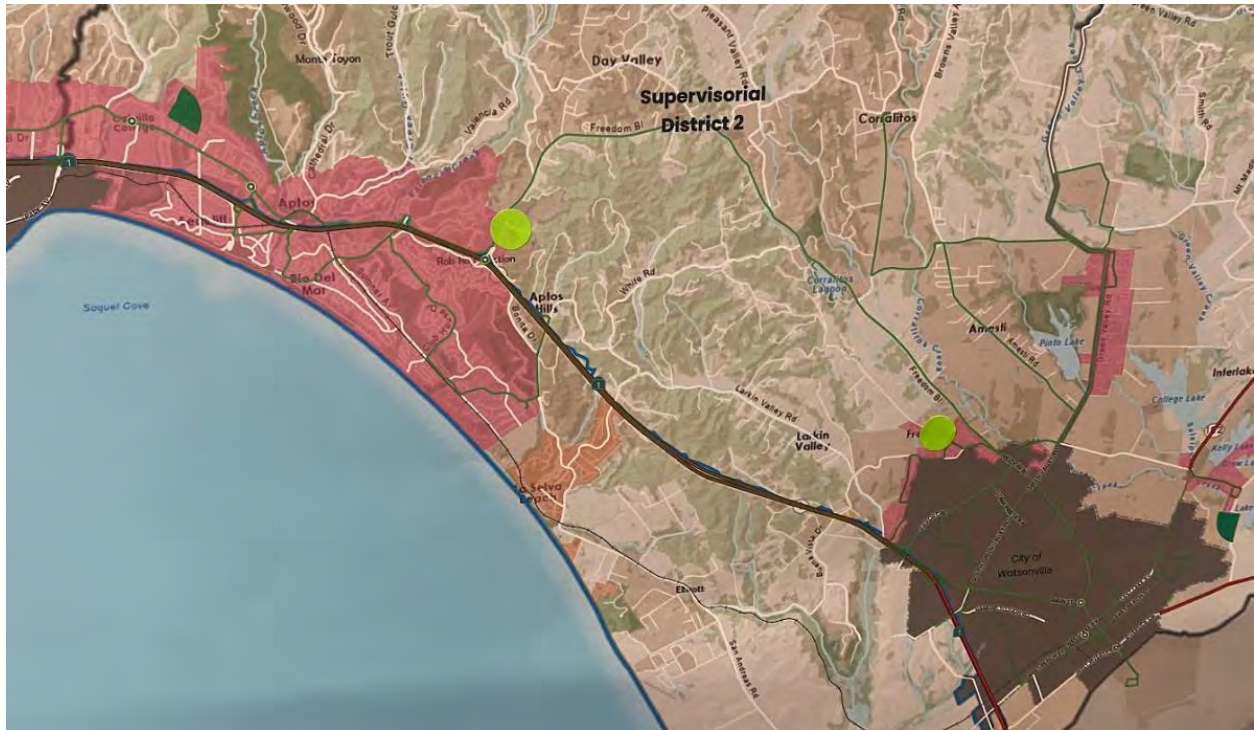

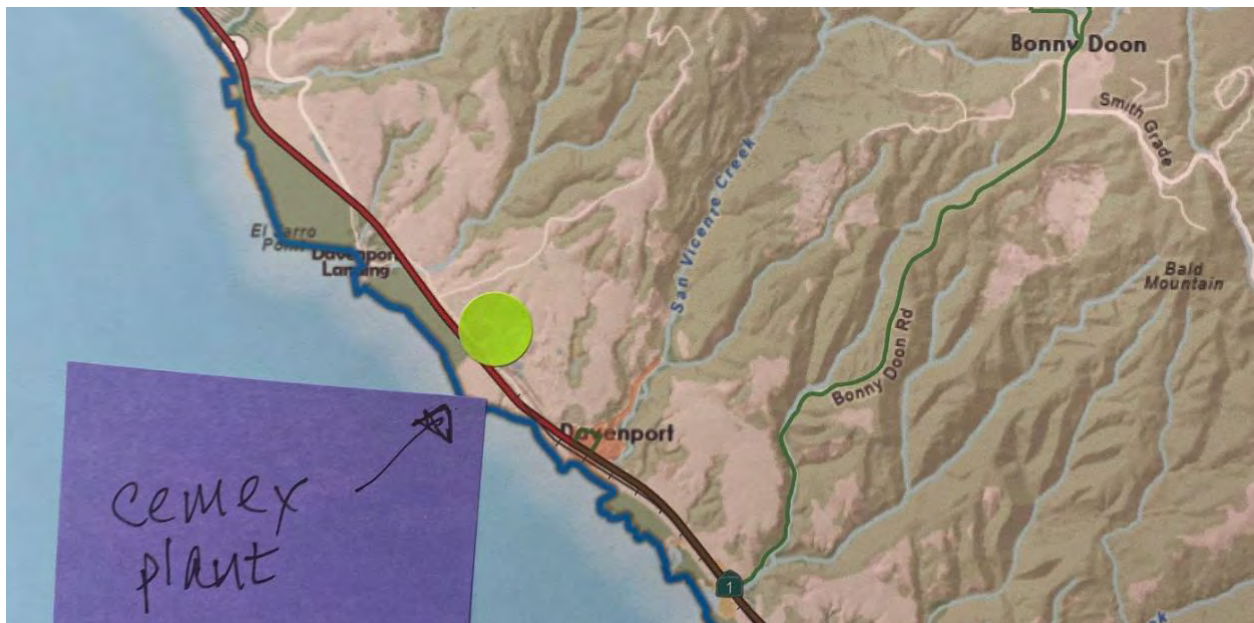- Boulder Creek – one residential flex over 4 stories

(note that strikeouts represent sites not in County jurisdiction)

- Felton – one Mixed-use up to 4 stories
- Upper Pasatiempo area (north of Beulah Park)– one residential flex over 4 stories
- ~~UCSC Campus (Pogonip Park?) - one Urban High up to 4 stories~~
- Soquel Drive @ Paul Sweet Rd (Dominican Hospital?) - one Urban High up to 4 stories
- Hwy 1 @ 41 St Ave. - one Urban High up to 4 stories
- Soquel Dr. @ 41 st Ave. - one Residential Flex up to 4 stories
- ~~Capitola Mall (41 st Ave.) - one Residential Flex up to 4 stories~~
- Chanticleer @ Brommer St. – one Residential Flex up to 4 stories
- Brommer St. @ 30th - one Residential Flex up to 4 stories
- Rail Trail at Rodeo Creek - one Residential Flex up to 4 stories
- Portola @ 41st - one Mixed-use over 4 stories
- Cabrillo College - one Residential Flex up to 4 stories
- ~~Santa Cruz Harbor Houseboats~~
- ~~Seabright - one Residential Flex up to 4 stories; one mixed-use up to 4 stories~~

- Rob Roy Junction (Freedom Blvd @ Hwy 1) - one Urban High up to 4 stories
- Freedom Blvd – one Urban High up to 4 stories

- North of Davenport near the CEMEX plant - one Urban High up to 4 stories

Appendices

Appendix 1: Community Agreements

During Meeting #1, both the Community Panel and the Stakeholder Group co-created community agreements in their break-out conversations. These community guidelines were referred to at the beginning of each future meeting to guide behaviors.

How to make the process <u>meaningful</u>?

¿Qué necesitamos para que este proyecto tenga <u>valor</u>?

Community Panel / Junta Comunitaria	Stakeholder Panel / Grupo de interés
Our voices are heard - Se escucha lo que expresamos *We know the how our input is used* - Sabemos cómo se utiliza nuestra contribución *Our suggestions are taken seriously* - Nuestras sugerencias se toman en serio *We see results down the road* - En el futuro, vemos los resultados de nuestra participación *Our opinions are respected* - Nuestras opiniones son respetadas *Policies are Human-centered* - Las políticas están centradas en las personas *Values are environmentally respectful* - Los valores son respetuosos con el medio ambiente	*Results in actionable, measurable outcomes to increase housing and housing affordability* - Da como resultado resultados procesables y medibles para aumentar la vivienda y la asequibilidad de la vivienda *Include the least advantaged/most vulnerable* - Incluir a los menos aventajados/más vulnerables *Public-facing work should be easily understood (at a 5th grade level) and translated into Spanish* - El trabajo de cara al público debe entenderse fácilmente (a nivel de 5.° grado) y traducirse al español. *Commit to supporting the county and each other in these efforts and other efforts to increase housing and housing affordability – and to hold each other accountable!* - Comprometerse a apoyar al condado y a los demás en estos esfuerzos y otros esfuerzos para aumentar la vivienda y la asequibilidad de la vivienda, ¡y para responsabilizarse mutuamente!

How to make the process <u>comfortable</u>? /
¿Cómo hacer que este proceso sea <u>cómodo</u>?

Community Panel / Junta Comunitaria	Stakeholder Panel / Grupo de interés
● *Non-judgmental, Confidential, Safe space – people can share relevant personal stories* ● Espacio seguro, confidencial y sin prejuicios: las personas pueden compartir historias personales relevantes ● *Empathy: We think about how we communicate with kindness* ● Empatía: pensamos en cómo nos comunicamos con amabilidad Yo declaraciones ● *"I" statements* ● Espacio inclusivo (LGBTQ, todas las razas, todas las culturas , regiones, (dis)capacidades– No Discursos de odio) ● *Inclusive space (LGBTQ, all races, cultures, regions , abilities... – No Hate Speech)* ● Somos Solidarios: aquí hacemos verdaderas conexiones humanas. ● *Supportive: we make true human connections here* ● Bilingüe: interpretación en vivo ● *Bilingual: Live interpretation* ● La opinión, las aspiraciones y las preocupaciones de todos son importantes ● *Everyone's opinion, aspirations and concerns matter* ● 1 micrófono 1 voz: levante la mano ● *1 mic 1 voice – raise hand* ● Fomentar la participación: Atreverse y dar espacio a los demás	● *Maintain a creative, constructive, and solutions-focused mindset* ● Mantener una mentalidad creativa, constructiva y centrada en las soluciones. ● *Remember that we all share a common goal of increasing housing and housing affordability. Assume the best intentions of others* ● Recuerde que todos compartimos el objetivo común de aumentar la vivienda y la asequibilidad de la vivienda. Asumir las mejores intenciones de los demás. ● *Make space for all voices and listen openly and with respect to all ideas, questions, and perspectives* ● Haga espacio para todas las voces y escuche abiertamente y con respeto todas las ideas, preguntas y perspectivas. ● *Won't shy away from difficult issues* ● No evitaremos enfrentarnos a los problemas difíciles ● *Practice respectful meeting etiquette* ● Seremos respetuosos

Encourage participation: Step up / Step Back - Escucha activa y respetuosa de mente abierta *Active, respectful listening* - Intentamos buscar encontrar un consenso (puede que no todos estemos de acuerdo y eso está bien) *Try to find consensus (we may not all agree and that's ok)* - Abiertos de mente: Todo el mundo tiene una historia *Open-minded: Everyone has a backstory* - Nombramos nuestras emociones:. Si no podemos regularnos, podemos irnos y volver luego. *Name our emotions – If we can't self regulate, we leave and come back when able.*	

Appendix 2: Stakeholder Group Q&A Document

In each stakeholder panel meeting, if there were questions that were not able to be answered during the meeting the Santa Cruz County staff replied to those open questions in writing and communicated the answers back to the stakeholder group via follow-up emails. Here are those questions and answers:

Questions from April 11, 2023:

- Are these state levels or county levels of income that these go by?
  - Income levels are set by the state and then adjusted (by the state) to reflect regional differences.
- What proportion of the 5th cycle goals have been met?
  - 79% overall. Above Moderate = 66%; Moderate = 122%; Low 92%; Very Low = 59%
- What proportion of current RHNA units met is not moderate or above moderate?
  - 656 = moderate and above moderate vs. 377 low and very low
- What significant policy changes occurred to help Santa Cruz County achieve an almost 80% of the RHNA goals?
  - The state legislature has passed a variety of new bills in recent years aimed at streamlining permitting and environmental review for housing projects, as well as providing different grants to support jurisdictions' updates to codes, policies, zoning, and infrastructure projects that facilitate housing development. The County has also adopted a variety of new codes and programs to encourage additional housing, including Accessory Dwelling Units (ADUs), farmworker and school employee housing, density bonuses, permanent room housing (similar to single room occupancy), and the Sustainability Update, which amended the County's General Plan and Zoning Code/Map to adopt new standards related to urban development.
- Do property owners have to agree to rezoning?
  - Ideally but not necessarily.
- Are farm lands protected?
  - Yes. Measure J protects farm lands, as does the zoning districts that are placed on farm lands and the county codes that require buffers and other development standards .
- 79% of RHNA numbers have been permitted. Do you have a sense of how many have been constructed?
  - The majority of housing units have been built, but an exact number is difficult to quantify without significant research. There are some projects that have building permits issued and are under construction or delayed.
- Has the County selected a consultant to develop your housing element opportunity site inventory? What methodology do you plan to use to demonstrate parcel level feasibility and likelihood of development?
  - Yes, the County has hired EMC Planning to assist with the housing element site inventory. The 2015 5th Cycle Housing Element reports over 1,800 sites available for some kind of development (residential and mixed-use - i.e., commercial plus

residential). Many of these sites were subsequently developed since 2015 and so will not be considered in the 6th Cycle Housing Element. Methodology to be employed to demonstrate feasibility related to current zoning and in some cases General Plan amendment/rezoning to accommodate new development such as Residential Flex, which could allow up to four stories. As to the likelihood of development, once the planning component is completed, "the market" and the developers will "decide" how much actual housing is built. However, it is important to point out that grant funding for affordable housing will be administered by the County whenever possible.

- I'm interested in knowing if the planned developments ex: library, mission st, park ave, etc. projects counted towards the housing unit numbers or only when built?
  - RHNA progress is based on building permits issued within the unincorporated county, including the Park Avenue project.
- Maybe you can clarify the income levels of very low, low …
  - The table below indicates income levels based on the number of persons in the household.

Number of Persons in Household:		1	2	3	4	5	6	7	8
Santa Cruz County Area Median Income: $119,300	Acutely Low	12550	14300	16100	17900	19350	20750	22200	23650
	Extremely Low	32700	37350	42000	46650	50400	54150	57850	61600
	Very Low Income	54450	62200	70000	77750	84000	90200	96450	102650
	Low Income	87350	99800	112300	124750	134750	144750	154700	164700
	Median Income	83500	95450	107350	**119300**	128850	138400	147950	157500
	Moderate Income	100200	114500	128850	143150	154600	166050	177500	188950

- Interested in how to support the building of more Mental/behavioral health residences and SUDs housing.
  - Many organizations support this type of housing, including:
    - Behavioral Health division of the County Health Services Agency
    - Housing for Health Continuum of Care (COC) partnership (Continuum of Care (CoC) Partnership (https://www.homelessactionpartnership.org/About/HousingforHealthPartnershipMembership.aspx)
    - Front St. Inc.
    - Encompass
    - Community Foundation of Santa Cruz County
    - New Life Community Services (focus on substance abuse treatment facilities & sober living facilities)
    - Abode Services
    - Novin Development

    Additional information can be found here: https://www.santacruzhealth.org/HSAHome/HSADivisions/BehavioralHealth/AdultMentalHealthServices/SpecializedTreatmentandSupportiveHousing.aspx

- With the deadline for certification being December 15th, does the timeline you shared assume that the county will be subject to the builders remedy for some period of time - specifically between adoption and certification. This is a great resource to view lots of data on housing element progress and related info https://www.hcd.ca.gov/planning-and-community-development/housing-open-data-tools/housing-element-implementation-and-apr-dashboard. If you want to see cycle progress go Housing Needs > Progress and select the jurisdiction or region you want to see.
  - There has been confusion for many jurisdictions on whether the "deadline" applied to the adoption of the Housing Element or certification of the Element by the state. It would take considerable effort for the County to get through all the draft reviews and certification by December 15, although every effort is being made to achieve the timeline or reduce the gap that the builders remedy may apply.
- Can you clarify the difference between the 5th and 6th cycles? What are the time periods associated w/ each?
  - 5th cycle = housing development between 2014-2023; 6th cycle = housing development between 2023-2031.
- Are the County's short-term rental rules sound? Should stronger rules be put in place for new construction restrictions? Is that a part of our work?
  - The County has a strong short-term rental ordinance that has been in place since 2011 and modified occasionally to improve the program. The Panel will be requested to make recommendations regarding all types of programs that improve access to housing.
- We started with a huge deficit and the RHNA did not take this in to account
  - The current RHNA was prescribed by the State of California and the Association of Monterey Bay Area Governments. The large increase in the 6th Cycle RHNA reflects the deficit in housing units that this statement refers to.

Additional Questions Asked via Email:

1. Do the 4,634 units include housing built by UCSC for their students and faculty?
   - No. Housing on property of public educational institutions do not count. Also, the majority of UCSC Campus and UCSC property is in the Santa Cruz city limits, not the County unincorporated area, so even if there was some type of employee housing project proposed by UCSC that might qualify, it could count toward the City's RHNA, not the County's, depending on exact location of the site. In order for units to count toward the County's RHNA, generally speaking they need to A) be located within the County unincorporated area, and B) meet the Census definition of a unit, as noted in the HCD Sites Inventory Guidebook
2. Is there, will there be, or can there be a designated number of ADA compliant units mandated for multiple unit buildings?
   - This is addressed by the CA building code (Chapter 11A), which requires a minimum percentage of accessible units, depending on the size and nature

of the multi-family structure proposed, and whether elevators are provided. For HUD-assisted properties, the percentage is higher than that required by the state code.

3. Will there be a universal design requirement for multiple unit buildings?
   - The CA building code does require some components of universal design / visitability features for certain types of housing projects. Developers often include other universal design features on an optional basis based on market demand, especially in senior and/or affordable housing.

From Meeting #3 (April 25, 2023)

Q: How many tiny homes (with wheels) are allowed per property? Does size of property matter? 1 acre vs 80 acres.

A: One tiny home per property (acreage not considered)

Link for more info: https://www.sccoplanning.com/PlanningHome/SustainabilityPlanning/TinyHomes.aspx

The key here is that 1 tiny home on wheels (THOW) can be installed to serve as either a single-family home or an ADU in any zone where SFDs and ADUs are allowed (e.g., residential and certain non-residential zones), but no more than 1 THOW can be installed on a parcel. SFDs and ADUs are not allowed in all zones, such as service commercial and industrial, for example.

Tiny homes on a foundation (THOF) is any home of 400 SF or less. Those are also allowed wherever standard homes are allowed, but there is no limit of 1 THOF per parcel. The number of THOF allowed per parcel depends on which zone it's in.

Q: Process question. What is the fate of all these lists from our conversations in this group? barriers, challenges, impacts? (Will there be a report, how important is it to redline this list, etc)

A: We are collecting input now from a variety of perspectives: stakeholders and community. If something is missing, please include it. This input, with detailed language, will be compiled into a joint report to identify gaps in our current policy. However, there are a lot of complex issues: some items the County can do something about, other things the County has no control over.

From Meeting #4 (May 2, 2023)

Q1: Does the county have an SB9 ordinance that requires owner occupancy for ADUs? If so, have you considered relaxing that requirement?

A: The County does not currently have an SB 9 ordinance, although this is on the work program for later this year.

The County's ADU ordinance does require owner occupancy in either the ADU or the primary unit. Staff will likely propose to delete this requirement later this year (with the SB 9 ordinance).

Q2: Does the county have any guidance so far on how to use AB2011 (e.g. prepared memos)

A: The County does not have our own guidance, however more information can be found here: AB 2011 (https://www.hklaw.com/en/insights/publications/2022/09/california-legislature-creates-pathways-for-residential-development)

Q3: How does the county feel about converting agricultural land to housing?

A: This is a complicated and sensitive topic, as part of the County's mission under the state and Measure J is to preserve agricultural lands for agricultural uses. However, the County's ordinances do allow farmworker housing as an agricultural use, as well as a single primary home and ADU.

Q4: Does an owner who converts or adds a 2nd floor for an apartment count as an ADU?

A: Yes, within an existing home, this would be considered a Junior ADU.

Appendix 3: Community Panel Q&A Document

In each community panel meeting, if there were questions that were not able to be answered during the meeting the Santa Cruz County staff replied to those open questions in writing and communicated the answers back to the community group via follow-up emails. Here are those questions and answers:

From Meeting 2 (April 20, 2023):

Q: Is the data shared on needs and barriers only for unincorporated areas or the whole county?

A: Although we are looking for experiences within the unincorporated county, needs and barriers are often very similar across the regional housing market. However, there are nuances and specific situations in each region. This is a reason that the Community Panel's participation and input are so important.

Q: More info wanted about companies that help to build low-cost housing.

A: Here's a list with a lot from the Bay Area, some of which also build in Santa Cruz county:
https://nonprofithousing.org/membership/current-members/

These developers all have affordable properties within Santa Cruz County, most of which were assisted by the County, or in a few cases local cities:
https://www.midpen-housing.org/
https://edenhousing.org/
https://www.firstcommunityhousing.org/
https://www.habitatmontereybay.com/
https://www.cchnc.org/
https://bridgehousing.com/
https://www.mercyhousing.org/california/
https://www.abodeservices.org/supportive-housing-development
https://buildingwithpurpose.org/

Here's a great list maintained by the Housing Authority of existing affordable properties in the county:
https://hacosantacruz.org/wp-content/uploads/2021/05/List-Rental-Units-Low-Income.pdf
https://hacosantacruz.org/find-rental-housing/

Q: Why is there so much "city" on unincorporated land?
The question of why there are such large urbanized areas or neighborhoods in the unincorporated area is a big topic to explore.   There are a few main reasons. Some of these reasons are specific to this county's development history, and some apply throughout California.

A: Much of the housing in the county was built between the 1920's to early 1970's, before there were any significant state or local laws and codes to limit or regulate building. A few key state and local laws took

effect in the 1970's, such as the California Environmental Quality Act (CEQA), the Coastal Act, and the County's Measure J growth limit, a voter initiative passed in 1978. Those regulations slowed the rate of housing construction in the area, and Measure J established urban limit lines that slowed the amount of suburban sprawl and farmland conversion in the County's remaining rural areas. They also limited housing development to some extent within the urban areas.

Historically there has been a strong resistance among many property owners in these unincorporated urbanized areas such as Live Oak and Pleasure Point, Aptos, Soquel, and perhaps among other regional stakeholders, to annexing their neighborhoods into any of the nearby cities (e.g., Santa Cruz, Capitola, or Watsonville), or incorporating them into a new city. Residents voted against the County redevelopment agency putting sidewalks into many of these neighborhoods, such as in Pleasure Point. The last two cities to incorporate in the County were Scotts Valley in 1966 and Capitola in 1949. There have been very few expansions of any city limits to annex nearby urbanized areas in recent decades. One recent proposed annexation into Watsonville, for which planning began in the early 2000's (the Atkinson Lane area) was canceled by the City Council after years of planning, due to local opposition. The annexation process is a public, democratic process, affected by property owners' votes on whether they wish to incorporate or be annexed, or not.

The way California law limits how much cities, counties and other public agencies can impose local taxes, it is also quite challenging financially for local cities to annex existing residential neighborhoods, because they would need to provide public services to those new residents, but the annexation does not add much to the cities' funding streams to be able to support those expanded services.

The County's updated General Plan includes several Environmental Justice policies that relate to this topic.

From Meeting 3 (April 27, 2023):

General Plan: The 2022 Update to the County's General Plan can be found here: Project Documents | Sustainability Update (arcgis.com) Note that this major update was adopted by the Board of Supervisors in December and is currently awaiting approval at the Coastal Commission. Until it is fully certified, the 1994 General Plan (as amended) is in effect (General Plan & Town Plans (sccoplanning.com)).

Tiny Homes on Wheels. Tiny homes are homes smaller than 400 square feet. A tiny home on a foundation would be allowed and permitted just like a larger home under the current Building Code. Last year, the County adopted a Tiny Homes on Wheels ordinance to allow them to function as permanent residences. Here is some more information on these: Tiny Homes (sccoplanning.com).

Vacation Rentals. There are two types of short-term rentals allowed in the County. Vacation rentals are rentals of a whole home. Hosted Rentals are when an owner living in a home rents out a room in the house. Both types are considered "short-term" when rented out for less than 30 days at a time, and the County Code regulates both. These require approved permits, signage on the property, contact

information for a local manager responsive within 60 minutes of a complaint, appropriate parking, payment of taxes, and other regulations may apply as well. Within the popular beach areas— Davenport/Swanton, Live Oak/Pleasure Point, Seascape/Aptos/La Selva Beach--there is a cap on the maximum number of vacation rentals allowed in those areas, and waiting lists are established when the maximum number is permitted. Permits can be renewed every 5 years and are not transferable when a property sells. For hosted rentals, the maximum number allowed countywide is 250. Recent efforts to reduce the allowed number of vacation rentals was denied by the Coastal Commission, but a new enforcement effort to shut down illegal rentals has been approved by the Board of Supervisors. The County's vacation rental webpage has the application information, a map of currently permitted rentals, and information on how to register a complaint: Vacation Rentals (sccoplanning.com).

SB 9: Senate Bill (SB) 9 allows a property owner to build 4 housing units on a property, with or without a simplified land division. More information on SB 9 is found here: Senate Bill 9 (sccoplanning.com).

Question: How do you enforce some of these things (e.g., if the house is red tagged and landlord is told to pay relocation fees), landlord's refusing to accept Section 8 vouchers.

Answer: Enforcement options for either of these scenarios will vary a bit depending on where the home is located, as the codes related to red-tagged units vary by jurisdiction, and the non-profits providing fair housing compliance and tenant/landlord services vary by region or city. For homes located within the unincorporated area, County Code chapter 8.45 requires landlords to pay relocation assistance in certain circumstances. The code allows tenants or their representatives to sue to enforce that code. If the landlord also has a pending development permit requiring compliance with conditions of approval related to tenant relocation assistance, they must provide evidence that they have paid their tenant the required assistance before they can pull their permit.

Various non-profit or public agencies are available to assist affected tenants with complaints related to refusal to accept Section 8, and/or failure to pay required relocation assistance: CRLA, the Conflict Resolution Center, Project Sentinel, Senior Legal Services and the Watsonville Law Center. Note the service area of each agency varies a bit.

https://calcivilrights.ca.gov/complaintprocess/#fileComplaintBody

https://www.crcsantacruz.org/housing-mediation.html

https://www.watsonvillelawcenter.org/

https://crla.org/get-help/housing

https://www.seniorlegal.org/

https://www.housing.org/foreclosure-prevention-mortgage-del

Question: Can we get a reminder on the dates these recommendations go before the board and when it might be adopted

Answer: The scheduled for final adoption is being revised right now. Likely it will be October. Those interested will be able to follow the hearing schedule on the "Get Involved" page on the Housing Element Update website: www.sccoplanning.com/2023HousingElement

Appendix 4: Demographics of Drafted Community Panel

Santa Cruz County and CivicMakers prioritized convening a Community Panel that fairly represents its residents, its diversity of community experiences, and includes voices of community members not frequently or historically engaged in local policymaking and land use decisions. The Community Panel aimed to reflect a representative cross-section of county residents, including those community members most affected by housing instability and/or unaffordability and with a focus on those living and/or working in its unincorporated areas.

Using current American Community Survey (ACS) and/or Bureau of Labor Statistics (BLS) data, as well as existing County resources, we analyzed County demographics. Along with our background document review and insights from the County team, this analysis helped inform the recommended composition of the Community Panel, and guide the final list of candidates to invite for participation. The County and CivicMakers made it a high priority to convene a Community Panel that fairly represents the County, its diversity of community experiences, and includes voices of community members not frequently or historically engaged in local policymaking and land use decisions.

The recommended composition of the Community Panel focused on engaging individuals living and/or working in the County's unincorporated areas, and considered demographic factors such as housing status, household income, race and ethnicity, language spoken at home, age, gender, educational attainment, disability status, veteran status, and employment type. It included those community members most affected by housing instability and/or unaffordability.

Below is a breakdown of the proposed Community Panel composition, by distinct geographies and priority demographics. The geographies are the 16 distinct zip codes within the County's five Supervisorial Districts. The priority demographics used were housing status, household income, race and ethnicity, and primary language. In addition to these demographics, we wanted to ensure there was representation across gender and sexual identities (e.g., non-binary, LGBTQ) and age groups/generations (e.g., Millennials, Baby Boomers). We also aimed to ensure that individuals with disabilities and veterans were also represented. The below demographics were ultimately interchangeable, depending on the community panel candidates identified. The ideal composition we aimed for was informed by our analysis of American Community Survey data, and feedback from Santa Cruz County staff

The intersectionality matrix shows the correlation or overlap between demographics of interest in designing a representative Community Panel stakeholder group. Essential or priority demographics are listed in red, while non-essential or nice-to-have demographics are listed in green. Where there is an intersection between demographics variables, we prioritized those that represent that intersection on the Community Panel.

	Zip Codes																
	95010	95033	95062	95065	95073	95003	95019	95076	94060	95017	95060	95064	95005	95006	95018	95066	TOTAL
District	1	1 & 5	1 & 3	1	1	2	2 & 4	2 & 4	3	3	3	3	5	5	5	5	
City/ Town	Capitola	Los Gatos	Santa Cruz	Santa Cruz	Soquel	Aptos	Free-dom	Watson-ville	Pesca-dero	Daven-port	Santa Cruz	Santa Cruz	Ben Lomond	Boulder Creek	Felton	Santa Cruz	
TOTAL	1	2	0	1	1	2	0	2	2	2	1	0	2	2	2	0	20

Geography	Community Panel Representatives								TOTAL
	Homeowner (Secure)	Homeowner (Insecure)	Renter (Market, Secure)	Renter (Market, Insecure)	Renter (Affordable)	Renter (SRO)	Renter (Formerly Unhoused)	Currently Unhoused	
Supervisor District 1	Moderate White English	Median Latino Spanish				Extremely Low Asian English	Extremely Low Native American English	Acutely Low White English	5
Supervisor District 2 & 4		Low Black English		Very Low Latino Spanish	Extremely Low Latino Spanish			Acutely Low Latino Spanish	4
Supervisor District 3	Moderate White English	Median Latino English	Low Latino Spanish	Very Low Black English	Acutely Low Black English				5
Supervisor District 5	Moderate Asian English	Median White English	Low White English	Very Low White English	Very Low Asian English	Acutely Low Native American English			6

civic makers

TOTAL	3	4	2	3	3	2	1	2	20

Community Panel Intersectionality Matrix

	Geography	Housing Status	Below Poverty	Race & Ethnicity	Spanish Speaking	Age	Gender	Education
Geography	Geography							
Housing Status		Housing Status						
Below Poverty			Below Poverty					
Race & Ethnicity				Race & Ethnicity				
Spanish Speaking			X		Spanish Speaking			
Age		18 to 34 + Renter			18 to 64	Age		
Gender							Gender	
Education			Less than HS	HS or less + Latino	Less than HS			Education

Disability						65+			Disability		
Veterans				White		65+	Male		X	Veterans	
Unemployed			X						X	X	Unemployed

The draft composition of the Community Panel aimed to reflect a cross-section of county residents and considered a number of important demographic factors (see more information about each factor below). The demographic factors are listed in order of priority, with some labeled as "essential" and others labeled as "nice-to-have."

Essential Demographic Factors

Geography

Zip Code	Supervisorial District	Predominately in USL	Partially falls into USL	RSL
94060	3	No	No	No
95003	2	No	Yes	No
95005	5	No	No	Yes
95006	5	No	No	Yes
95010	1	Yes		
95017	3	No	No	Yes
95018	5	No	No	Yes
95019	2 & 4	Yes		
95033	1 & 5	No	No	No
95060	3	Yes		
95062	3 & 1	Yes		
95064	3	Yes		
95065	1	No	Yes	No
95066	5	Yes		
95073	1	No	Yes	No
95076	4 & 2	No	Yes	Yes

Supervisorial Districts	Zip Codes				
1	95010	95033	95062	95065	95073
2	95003	95019	95076		
3	94060	95017	95060	95062	95064
4	95019	95076			
5	95005	95006	95018	95033	95066

Income Level classifications

We used the CA Housing and Community Development (HCD) categories, and the Housing Authority Santa Cruz AMI: Area Median: : $119,300.

Acutely low income: 0-15% of AMI

Extremely low income: 15-30% of AMI

Very low income: 30% to 50% of AMI

Lower income: 50% to 80% of AMI; the term may also be used to mean 0% to 80% of AMI

Moderate income: 80% to 120% of AMI

Number of Persons in Family	Acutely Low	Extremely Low Income	Very Low Income	Low Income	Median Income	Moderate Income
1	>	$ 32,700	$ 54,450	$ 87,350 $	$ 83,500	$ 100,200
2	>	$ 37,350	$ 62,200	$ 99,800 $	$ 95,450	$ 114,500
3	>	$ 42,000	$ 70,000	$ 112,300	$ 107,350	$ 128,850
4	>	$ 46,650	$ 77,750	$ 124,750	**$ 119,300**	$ 143,150
5	>	$ 50,400	$ 84,000	$ 134,750	$ 128,850	$ 154,600

Stakeholder Outreach

The following organizations were contracted (emailed at least twice) to support us with outreaching potential Community Panel members or Stakeholders.

- County of Santa Cruz (Staff, Commissioners, or other Officials)
    - Commission on Disabilities
    - Tribe - Amah Mutsun Tribal Band
- Env Justice / Low-Inc, Tribal, or Minority Community Representative or Org
    - Tribe - Amah Mutsun Tribal Band of Mission San Juan Bautista
    - Tribe - Costanoan Ohlone Rumsen-Mutsen Tribe
    - Tribe - Indian Canyon Mutsun Band of Costanoan
    - Tribe - Muwekma Ohlone Indian Tribe of the SF Bay Area
    - Tribe - Wuksache Indian Tribe/Eshom Valley Band
- Housing and/or Homeless-serving Advocacy Org
    - Affordable Housing Now (AHN)
    - CRLA
    - Housing Choices Coalition
    - Housing Santa Cruz County
    - Monterey Bay Economic Partnership (MBEP)
    - Santa Cruz Tenants Association
    - Santa Cruz Yimby
    - YIMBY Law
    - Communities Organized for Relational Power in Action (COPA)
- Non-Profit Social or Health Services Org
    - Abode Services, Inc.
    - Bill Wilson Center
    - Central Coast Center for Independent Living
    - Community Action Board of Santa Cruz Co.
    - Community Bridges
    - Encompass Community Services
    - Families in Transition
    - Front St. Inc
    - Human Care Alliance
    - Pajaro Valley Community Health Trust
    - Santa Cruz County Veterans Hall
    - Seniors Council - Area Agency On Aging
    - The Watsonville Law Center
    - United Way
    - Share Adventures

- ○ Dientes (Non-prof Dental Clinic)
- ○ Santa Cruz Community Health Center
- Other Local/Regional Government, Quasi-Govt or Regional Nonprofit Agency
  - ○ Continuum of Care (Housing for Health Partnership)
- Unincorporated Area Residents (Group or Individual)
  - ○ former HAC member
  - ○ Live Oak Neighborhood Group/ Live Oak History
  - ○ Live Oak Neighbors
  - ○ Santa Cruz Neighbors
  - ○ Save Pleasure Point
  - ○ Soquel Neighbors
  - ○ Soquel Neighbors
  - ○ Former Planning Commissioner
- Chamber of Commerce, other Biz Org
  - ○ Aptos Chamber of Commerce
  - ○ Capitola Soquel Chamber of Commerce
  - ○ El Pajaro Community Development Corporation
  - ○ Pajaro Valley Chamber of Commerce
  - ○ Pleasure Pt Business Association
  - ○ Santa Cruz County Business Council
  - ○ Santa Cruz County Chamber of Commerce
  - ○ SLV Chamber
  - ○ Boulder Creek Business Association
  - ○ Monterey Bay Economic Partnership (MBEP)
- Construction/Real Estate Biz or Org
  - ○ Appenrodt Commercial
  - ○ Bailey Properties
  - ○ Dave Smith Real Estate
  - ○ David Lyng Realtor
  - ○ Douglas Fossum Construction
  - ○ Dream Catcher Properties
  - ○ EC Realty Inc
  - ○ Granite Construction
  - ○ Ideal Homes
  - ○ Lomak Properties, Slatter Construction
  - ○ Main Street Realtor
  - ○ Monterey & SC Building Construction Trades Council
  - ○ Ow Family Properties
  - ○ SCC Assoc of Realtors
  - ○ Talmadge Construction
  - ○ Walt Eller Co
- County of Santa Cruz (Staff, Commissioners, or other Officials)

- ○ Ag Policy Advisory Commission (APAC)
- ○ Agricultural Commissioner
- Design Profs (A&E) and Planning Consultants
  - ○ AIA Monterey Bay Chapter
  - ○ Individual Practice Architects
  - ○ Boone Low Ratliff Architects
  - ○ Derek Van Alstine Residential
  - ○ DJW Architect
  - ○ Eadie Consultants
  - ○ EL Designs Co
  - ○ Fuse Architects
  - ○ Hamilton Land Planning
  - ○ HPS Architects
  - ○ Huyck Architects
  - ○ Jim Stroupe Architect
  - ○ Swift Consulting Services
  - ○ Thatcher Thompson Architects
- Economic Analyst
  - ○ Zonda
  - ○ Bay Area Economics
- Environmental Organization or Research Entity
  - ○ Santa Cruz Hub for Sustainable Living
  - ○ Sierra Club
- Faith-based Org
  - ○ Association of Faith Communities Santa Cruz
  - ○ Pleasure Point Community Church
  - ○ St. Patrick's Church Watsonville
  - ○ St. Stephen's Lutheran Church
  - ○ Twin Lakes Church
  - ○ Universal Church of Babba's Kitchen
  - ○ Salesian Society - Province of St. Andrew, San Francisco
- Housing Developer (Market-rate or Non-Profit)
  - ○ Apple Homes Development
  - ○ Individual practice developers
  - ○ Eden Housing
  - ○ Habitat for Humanity Monterey Bay
  - ○ Housing Authority of County of Santa Cruz
  - ○ MidPen Housing
  - ○ Novin Development
  - ○ First Community Housing
  - ○ The Core Companies
  - ○ For the Future Housing

- ○ ROEM
- ○ Swenson Builders
- ○ Workbench Co.
- Local Agricultural Landowner, Biz, or Ag Industry rep
  - ○ Ag Task Force
  - ○ Community Alliance for Family Farmers
  - ○ Santa Cruz County Farm Bureau
- Various Local Property Owners and Business Owners
- Other Local/Regional Government, Quasi-Govt or Regional Nonprofit Agency
  - ○ Central California Alliance for Health
  - ○ Community Foundation of Santa Cruz County
  - ○ County Human Services Dept. Deputy Dir., H4H
- Schools/Education Sector
  - ○ Cabrillo College
  - ○ UCSC Politics Dept.
  - ○ UCSC
  - ○ UCSC Graduate Student Association
  - ○ Santa Cruz City Schools
  - ○ PVUSD
  - ○ Mountain
  - ○ Live Oak
  - ○ SCCS
  - ○ SCCOE
  - ○ SLVUSD
  - ○ Pacific

Appendix 5: Outreach Emails

The following emails were drafted by CivicMakers approved by the County staff, and sent to the contacts on the list.

Draft #1 - For Both the Stakeholder Group & Community Panel

Subject: Request for a Housing Element Stakeholder Group Representative & Community Panel Member

Dear _____,

As you may know, every eight years, Santa Cruz County updates our Housing Element to assure the supply of adequate housing to meet community needs. It is essential that the diverse communities and advocates of Santa Cruz County be a part of the Housing Element.

CivicMakers is assisting the County of Santa Cruz in building a Stakeholder Group and a Community Panel to help guide this process.

The Stakeholder Group will include those with an interest in housing development in the county, such as local developers, affordable housing developers, community groups serving under-represented community members, environmental and transportation organizations, housing advocates, and others.

The Community Panel will reflect a representative cross-section of county residents, including those community members most affected by housing instability and/or unaffordability and with a focus on those living and/or working in its unincorporated areas. We need your help outreaching community advocates and leaders from underrepresented populations.

We are hoping your organization can identify both a staff or Board representative to attend the Stakeholder Group meetings and also introduce us to any clients/members/constituents who would be a good fit for participation on the Community Panel. For the Community Panel we are specifically looking for people living and/or working in the unincorporated areas of Santa Cruz County. Additionally, people of color, members of the transgender community, people with disabilities, and people experiencing homelessness or previously unhoused would greatly add perspective to the Panel.

Thank you in advance for your support in ensuring Santa Cruz County's communities help shape the future of housing in their region.

All the best,

Draft #2 - For the Stakeholder Group Only

Subject: Request for a Housing Element Stakeholder Group Representative

Dear _____,

As you may know, every eight years, Santa Cruz County updates our Housing Element to assure the supply of adequate housing to meet community needs. It is essential that the diverse communities and advocates of Santa Cruz County be a part of the Housing Element.

CivicMakers is assisting the County of Santa Cruz in building a Stakeholder Group to help guide this process.

The Stakeholder Group will include those with an interest in housing development in the county, such as local developers, affordable housing developers, community groups serving under-represented community members, environmental and transportation organizations, housing advocates, and others.

We are hoping your organization can identify a staff or Board representative to attend the Stakeholder Group meetings.

Thank you in advance for your support in ensuring Santa Cruz County's communities help shape the future of housing in their region.

All the best,

Draft #3 - For the Stakeholder Group Only

Subject: Request for a Housing Element Community Panel Member

Dear _____,

As you may know, every eight years, Santa Cruz County updates our Housing Element to assure the supply of adequate housing to meet community needs. It is essential that the diverse communities and advocates of Santa Cruz County be a part of the Housing Element.

CivicMakers is assisting the County of Santa Cruz in building a Community Panel to help guide this process.

The Community Panel will reflect a representative cross-section of county residents, including those community members most affected by housing instability and/or unaffordability and with a focus on those living and/or working in its unincorporated areas. We need your help outreaching community advocates and leaders from underrepresented populations.

We are hoping your organization can identify clients/members/constituents who would be a good fit for participation on the Community Panel.

People of color, members of the transgender community, people with disabilities, people experiencing homelessness or previously unhoused would greatly add perspective to the Community Panel.

Thank you in advance for your support in ensuring Santa Cruz County's communities help shape the future of housing in their region.

All the best,

Appendix 6: Meeting Agendas

All agendas shared to Stakeholders and Community Panel members included **Background Materials:** "Visit the 2023 Housing Element website to learn more about the process and find more ways to get involved. Review the County's existing 2015 Housing Element." The meetings followed the same agendas with minor differences in the prompts keeping in mind that the Community Panel had lived experience and the Stakeholder Group provided services. Community Panel decks and meetings were bilingual Spanish - English.

Meeting 1 - virtual

Stakeholder group April 9, 2023 / Community Panel April 11, 2023

Purpose

Learn about the County's Housing Element and how the Stakeholder Group will contribute to the latest iteration. Co-design Stakeholder Group/Community Panel agreements, norms and approaches to critical Housing Element discussion topics. Establish relationships for on-going collaboration and solution-building.

Agenda Items

- **Welcome & Introductions**
  - **Stakeholder Group:** *Share your name, your organization, and your role.*
  - **Community Panel:** *Share your name, where you live, and your favorite thing about Santa Cruz County.*
- **Overview of the Housing Element Update**
  - *Learn about the Housing Element, the role of the Stakeholder Group, and how your input will be incorporated.*
- **Community Agreements Exercise**
  - *What are our shared values?*
  - *What agreements do we want to make together to guide this work?*
- **Communication Plan**
  - *How do we want to stay organized and in communication together?*

Meeting 2 - virtual

Stakeholder group April 18, 2023 / Community Panel April 20, 2023

Purpose

Center the realities of residents in Santa Cruz County related to finding, securing and retaining housing in Santa Cruz County. Collaboratively brainstorm, and prioritize the primary housing needs and barriers in Santa Cruz County.

Agenda Items

- **Welcome & Introductions**
    - **Stakeholder Group:** *Share your name, your organization, and your role.*
    - **Community Panel:** *Share your name, where you live, and your favorite thing about Santa Cruz County.*
- **Community Agreements**
    - *Quick recap of our first meeting: Sharing our community agreements.*
    - *Does this reflect what you shared?*
- **Presentation by the County:** Housing Needs & Primary Barriers to Finding & Securing Housing in Santa Cruz County
- **Discussions in Break Out Rooms:**
    - **Stakeholder Group** *Prompt*
    - **Community Panel** *Prompt*
- **Wrap Up & Next Steps**
    Summary of our meeting discussions and key takeaways.

Meeting 3 - virtual

Stakeholder group April 25, 2023 / Community Panel April 27, 2023

Purpose

Share personal experiences and stories related to finding, securing and retaining housing in Santa Cruz County. Collaboratively brainstorm, and prioritize the policies and programs that can best address the County's primary housing needs and barriers (as identified by participants in the previous meeting).

Agenda Items

- **Welcome & Introductions**
    - *In the chat, share your name, and one word describing how you are doing today.*
- **Community Agreements**
    - *Quick recap of our first meeting: Sharing our community agreements.*
    - *Thumbs up if you agree to these*
- **Presentation by the County:** Existing 5th Cycle Housing Element Policies & Programs
    - *Learn about how the current Housing Element is addressing the needs and barriers identified during our last meeting.*
- **Discussions in Break Out Rooms:**
    - Proposed Amendments and/or New Policies & Programs
    - *Creative exercise requesting your input and ideas for Policies and Programs - You may continue to develop your ideas after the meeting and share back over the week.*
- **Wrap Up & Next Steps**
    Summary of our meeting discussions and key takeaways.

Meeting 4 - virtual

Stakeholder group April 18, 2023 / Community Panel April 20, 2023

Purpose

Collaboratively brainstorm the housing locations and types of housing that can best address the County's primary housing needs, barriers, and equity issues.

Agenda Items

- **Welcome & Introductions**
  - *In the chat, share your name, and one word describing how you are doing today.*
- **Community Agreements**
  - *Quick recap of our first meeting: Sharing our community agreements.*
  - *Thumbs up if you agree to these*
- **Presentation by the County:** Where & How Much Housing?
  - *Learn about how the current Housing Element is addressing the needs and barriers identified during our last meeting.*
- **Discussions in Break Out Rooms:**
  - Prompt: *Where would you put more units? Where do you think we don't need units? What type of housing should it be? (urban high, urban medium, residential flex, mixed use) We encourage your creativity! We'll be splitting into breakout groups for the activity.*
- **Wrap Up & Next Steps**
  Summary of our meeting discussions and key takeaways.

Meeting 5 - at Branciforte Middle School

May 11, 2023

Purpose

The final meeting of the Community Panel and of the Stakeholder Group creates the opportunity for the participants to have meaningful conversations that include personal and professional experiences and stories related to seeking, finding, securing and retaining housing in Santa Cruz County.

Members of both groups collaboratively brainstorm, and prioritize recommendations on policies and programs that address the County's primary housing needs, barriers, and equity issues. Aim towards consensus on which draft recommendations to share with the broader public.

In this structured meeting community panel members and stakeholders were not separated into two groups, but merged together into one whole group. There were opportunities to interact with poster boards for dot voting, with a map to explore what type of housing they would put where. Participants talked in break out rooms about the priorities that unite the group most.

Agenda Items

1. **Sign in: Attendance, gift card, receive catering**

2. **Welcome**
    a. **Staff Introductions:** Name, role
    b. **Go over agenda of the meeting**
3. **Participant Introductions:**
    a. Name, where do you live in the county OR organization you work for (voluntary: share your housing status i.e.: owner, renter, unhoused…)
4. **Community agreements:**
    a. Community agreements from both groups are printed on a board that we refer to.
    b. Request a thumbs up by each participant
5. **Activities Dot voting Policies and Programs board + Map activity with "type of housing stickers"**
6. **Break out room discussions on the most voted topics**
7. **Close (ensure all gift cards given, remind about future meetings, remind how input is used, thank them all)**

Activities

- **Programs and Policies: Dot voting**
  Intention: Participants prioritize programs and policies and work towards consensus by recognizing the areas with the most votes. Nuance is recognized by providing an adjacent activity that focuses on intersections/holistic ideas.
    - Description: A large paper poster hung on the wall with a summary of the programs and policies they have shared as ideas.
    - Participants get 20 dots.
    - Post it notes available for additional descriptions

- **What kind of housing and where?**
  Intention: Residents get to imagine and visualize the housing they would like to see in the unincorporated areas, and weigh in.
    - Description: A large poster with Santa Cruz Counties unincorporated areas.
    - On the table there are stickers that represent the different types of housing density, including more than 4 floors.
    - Participants are invited to stick a specific amount where they want.
    - Post it notes available for additional descriptions

- **Discussion**
  Intention: Participants build consensus and share nuances, as well as connecting and sharing stories. County gets a more in depth perspective from people with lived experience, and providers.
    - Description: Breakout rooms on the programs and policies that were most voted on.
    - Prompt: If this program/policy were successfully realized, what would success look like and how would that impact your life or work? *(Printed prompt on the tables)*

Appendix 7: Meeting Notes

For each meeting we facilitated, we have notes from the larger meeting as well as the break out room conversations.

Stakeholder Group Meeting 1 - April 11

Large Group Notes

1. **Welcome & Introductions**
   - Vision of a livable Santa Cruz County.
   - We support different organizations.
   - We work in 15 or 16 Counties Eden creates and sustains high quality affordable communities.
   - We provide housing and rental assistance.
   - We have 13 properties in Santa Cruz County…
   - To bring information to the Supervisors. Housing to have Universal Design and accessibility
   - Coalition of faith-based and non-profit
   - A parent advocacy group and resource connector. Works closely with parents to uplift.
   - We lose teachers regularly.
   - Here to try to build more housing.
   - Trying to build housing at the former Natural Bridges campus. We currently build less housing than kids who graduate from HS. Hopeful that we can get this done we
   - Advocates for more housing at all affordability levels in order to meet the needs.
   - Currently have about 426 housing units in the pipeline
   - Problem-solving for buying homes in Santa Cruz County
   - Seeing the full-scope of homelessness and housing and believe that housing is key to ending homelessness in the County…
   - Rapid rehousing program – about to leave the County because I have lost my lease
   - Opened a new clinic in Ben Lomond in 2022 and in partnership with Medpen: a health and housing campus. Access to affordable housing is more important than anything else.
   - 3-fold interest…welfare of members who work in the community. Believe that realizing RHNA should also give rise to good jobs. Pushed through AB 2011

   Notes

   Questions about the presentation (answered the Q&A):
   - Are these state levels or county levels of income that these go by?

- ○ Income levels are set by the state and then adjusted (by the state) to reflect regional differences.
- What proportion of the 5th cycle goals have been met?
  - ○ 79% overall. Above Moderate = 66%; Moderate = 122%; Low 92%; Very Low = 59%
- What proportion of current RHNA units met is not moderate or above moderate?
  - ○ 656 = moderate and above moderate vs. 377 low and very low
- What significant policy changes occurred to help Santa Cruz achieve an almost 80% of the RHNA goals.
  - ○ The state legislature has passed a variety of new bills in recent years aimed at streamlining permitting and environmental review for housing projects, as well as providing different grants to support jurisdictions' updates to codes, policies, zoning, and infrastructure projects that facilitate housing development. The County has also adopted a variety of new codes and programs to encourage additional housing, including Accessory Dwelling Units (ADUs), farmworker and school employee housing, density bonuses, permanent room housing (similar to single room occupancy), and the Sustainability Update, which amended the County's General Plan and Zoning Code/Map to adopt new standards related to urban development.
- Do property owners have to agree to rezoning?
  - ○ Ideally but not necessarily.
- Are farm lands protected?
  - ○ Yes. Measure J protects farm lands, as does the zoning districts that are placed on farm lands and the county codes that require buffers and other development standards .
- 79% of RHNA numbers have been permitted. Do you have a sense of how many have been constructed?
- Has the County selected a consultant to develop your housing element opportunity site inventory? What methodology do you plan to use to demonstrate parcel level feasibility and likelihood of development?
  - ○ Yes, the County has hired EMC Planning to assist with the housing element site inventory. The 2015 5th Cycle Housing Element reports over 1,800 sites available for some kind of development (residential and mixed-use - i.e., commercial plus residential). Many of these sites were subsequently developed since 2015 and so will not be considered in the 6th Cycle Housing Element. Methodology to be employed to demonstrate feasibility related to current zoning and in some cases General Plan amendment/rezoning to accommodate new development such as Residential Flex, which could allow up to four stories. As to the likelihood of development, once the planning component is completed,

"the market" and the developers will "decide" how much actual housing is built. However, it is important to point out that grant funding for affordable housing will be administered by the County whenever possible.

- I'm interested in knowing if the planned developments ex: library, mission St, Park Ave, etc. projects counted towards the housing unit numbers or only when built?
  - RHNA progress is based on building permits issued within the unincorporated county, including the Park Avenue project.
- Maybe you can clarify the income levels of very low, low …
  - The table below indicates income levels based on the number of persons in the household.

Number of Persons in Household:		1	2	3	4	5	6	7	8
Santa Cruz County Area Median Income: $119,300	Acutely Low	12550	14300	16100	17900	19350	20750	22200	23650
	Extremely Low	32700	37350	42000	46650	50400	54150	57850	61600
	Very Low Income	54450	62200	70000	77750	84000	90200	96450	102650
	Low Income	87350	99800	112300	124750	134750	144750	154700	164700
	Median Income	83500	95450	107350	**119300**	128850	138400	147950	157500
	Moderate Income	100200	114500	128850	143150	154600	166050	177500	188950

- Interested in how to support the building of more mental/behavioral health residences and SUDs housing.
  - Many organizations support this type of housing, including:
- With the deadline for certification being December 15th, does the timeline you shared assume that the county will be subject to the builders remedy for some period of time - specifically between adoption and certification. This is a great resource to view lots of data on housing element progress and related info https://www.hcd.ca.gov/planning-and-community-development/housing-open-data-tools/housing-element-implementation-and-apr-dashboard. If you want to see cycle progress go Housing Needs > Progress and select the jurisdiction or region you want to see.
  - There has been confusion for many jurisdictions on whether the "deadline" applied to the adoption of the Housing Element or certification of the Element by the state. It would take considerable effort for the County to get through all the draft reviews and certification by December 15, although every effort is being made to achieve the timeline or reduce the gap that the builders remedy may apply.
- Can you clarify the difference between the 5th and 6th cycles? What are the time periods associated w/ each?
  - 5th cycle = housing development between 2014-2023; 6th cycle = housing development between 2023-2031.

- Are the county's short-term rental rules sound? Should stronger rules be put in place for new construction restrictions? Is that a part of our work?
  - The County has a strong short-term rental ordinance that has been in place since 2011 and modified occasionally to improve the program. The Panel will be requested to make recommendations regarding all types of programs that improve access to housing.
- We started with a huge deficit and the RHNA did not take this in to account
  - The current RHNA was prescribed by the State of California and the Association of Monterey Bay Area Governments. The large increase in the 6th Cycle RHNA reflects the deficit that JBarr refers to.

4. Stakeholder Group Charter & Norms
   - Thumbs up for the Communications plan (majority)
5. Wrap Up & Next Steps

Break out room Notes

Shared Values Activity Summary:

The group shared that the following will make these meetings meaningful:

- Our work together will result in actionable, measurable outcomes to increase housing and housing affordability
- We will keep in mind the least advantaged / most vulnerable people in mind when making decisions.
- The work we produce that is public-facing should be easily understood at a fifth grade level and be translated into Spanish
- We will commit to supporting the county and each other in these efforts and other efforts to increase housing and housing affordability

The group shared that the following will make these meetings comfortable:

- We will maintain a creative, constructive, and solutions-focused mindset
- We will remember that we all share a common goal of increasing housing and housing affordability and assume the best intentions of others
- We will make space for all voices to be heard and listen openly and with respect to all ideas, questions, and perspectives
- We won't shy away from discussing difficult issues
- We will practice respectful meeting etiquette by raising our hands to speak

The group also shared the following meeting planning and communication preferences:

- Each meeting has a clear purpose and focused agenda
- Each topic is explained in sufficient detail so as to provide a common level of understanding
- Questions are answered either during the meeting or afterward by email if we run out of time, so as to get through our planned agenda
- A summary is provided after each meeting and we summarize input shared at the previous meeting at the beginning of each meeting
- Meetings will be designed and facilitated to ensure that we stay on topic and that everyone's voice is heard

Breakout Group #1

Meaningful	Comfortable
- Come out with a set of actionable items to increase housing production/have a compliant housing element. - Begin with a clear purpose and a focused agenda. - Lens to support the county to be able to meet those goals (positive narrative). - Questions responded to in email format.	- Approach conflicts in a way that is constructive/not destructive. - Have the agenda ahead of time so we can come prepared. - Balance answering questions with a productive meeting. - Allow people to send questions ahead of time. - Staff prepare an overview of the topic to create common sense of understanding. - Don't let one person go on and on and on. - Polls are good for collecting data from attendees (e.g., Menti) - Remember that we all have the same goal (housing for everybody)

Breakout Group #2

Meaningful	Comfortable
- Each person has their respective goals - Acknowledge that it is difficult to achieve goals - Unanimous in support of affordable housing.	- Zoom platform is ideal for crowd control and enhances environment for etiquette. - Stay focused on subject matter - Listening - Being able to discuss uncomfortable issues

Breakout Group #3

Meaningful	Comfortable
● To find solutions that are workable and doable. ● That we're keeping the least advantaged people in mind when we're making decisions. ● Want this to be of the least common denominator– so that a fifth-grader could understand this. We fail if we don't translate this to make it understandable to the public. ● Make sure that deliverables (and process documents) are in Spanish, as well. ● Tangible, doable with accountability for next steps. ● Being open to creative solutions.	● To be among people who are dedicated to working towards solution. ● Processes are designed so that everyone has a voice. ● Respect among the group with the myriad of perspectives and interests. Make sure that we're not speaking over each other or valuing a person's idea more than another.

Breakout Group #4

Meaningful	Comfortable
● Commitment to being on the side of problem solving as opposed to pointing out the faults; move forward in positive way (+1) ● Degree to which this process will realistically implemented; help hold the county accountable (+1) ● SMART goals (+1) ● Build stronger relationships to work together to make this happen because it will take take more than just the housing element 　　　Share contact information (everyone op-in) ● Continuity between meetings so that people understand what happened at the last meeting (email follow-up and meeting summaries)	● Raising hands to speak; more of a chance to speak ● Safe space to ask questions/inquire and be part of the conversation (+1) ● People can be themselves and have their authentic voices be heard ● Guideline that invites people who have not spoken yet are invited to step forward (+1) ● Assume best intentions ● Provide a space for people who aren't the facilitators to clarify a concept

Community Panel Meeting 1 - April 13

Large Group Notes

1. **Welcome & Introductions**

2. **Overview of the Housing Element Update**

   - Does the 2,500 number mean chronic homelessness?

   - What was the reason for the 3.5 x increase for the Housing Element?

   - Will new housing be required to have solar and rainwater collection?

   - Will specific projects and project locations be identified in the Housing Element or will it be primarily a guideline to increase housing locally? Will it look at where rezoning might occur?

4. **Stakeholder Group Charter & Norms**

   - We want to make sure HE and impact would be reflected directly into the housing element, sometimes these things will be new and might be creative. But we hope that these creative ideas will be contributing to the actual, have a direct impact and contribute to the actual housing element. Active respectful listening and having empathy for brainstorming, being open to new ideas, also naming our emotions, some people might be frustrated, or some people might be happy, or there might be anger. Have empathy for each other, understand each other's back story and make sure to not just be the speaker in the room and give space for other people to have contribution as well, and we also talked a lot of about inclusiveness with LGBTQ and so that there's no racism, no hate speech. You know that we are all communicating at a level of respect with each other.

   - We have to be engaged. ___ wants all this to be effective and have a result and have her voice heard. Under the category of comfortable to ask questions and to be heard also ___ pointed out to be comfortable I need a guidebook on the subject of our 6th cycle housing element.

   - To make it meaningful the first one is to get some results, build the housing, meet your number in the next 8 years, and get that 4,634 units built and meet the affordability requirements. So work towards getting those results, then the one is one is just not only about building units, which is important. But let me just go through this but this is about the programs. As well, and make sure that the policies are human centered and centered around the people, not only homeowners, but also the renter and homeless, and the housing insecure. Take into account environmental values when new construction is being built and I think rehabilitation of existing structures as well. So like remodels, and that any additional suggestions are taken seriously, and others in my group. Next section to make everyone comfortable with the meetings. Interpretation and if it's necessary just have a set format to make sure everything is interpreted in a consistent manner and in time with respect, that everyone's opinions, matters allow participants to feel comfortable to express aspiration and concerns and to have meaningful dialogue, and not to be lectured.

- Meaningful: listening to folks one at a time, so having everyone be able to heard is very important. Speaking and listening with respect respecting the opinions of others. Even if we don't agree, confidentiality is very important for my group. Thinking about how we are saying things to not injure others. So being very thoughtful folks in my group sharing that they have been in other kinds of groups such as this and that there are people in the group that may have experiences or situations where certain things are presented or shared that actually can bring a lot of pain to another member of the group. And so they said that it's very important to respect others. So being very thoughtful folks in my group are sharing that they have been in other kinds of groups such as this, and that there are always people in the group that may have experiences or situations where certain things are presented or shared that actually can bring a lot of pain to another member of the group. And so they said that it's very important to respect the pain of others. So really understand and honor that others may have been going through something very different than someone else's. Also Understanding that space we all have different sensitivities and levels of trauma and sensitivities around things being empathetic with the other people's stories. So then uncomfortable we kind of tried to move the things on the left to the right thinking about how we actually make that possible. What does it look like to actually listen to someone once at a time. So we kind of moved in the concrete expression of things on the left, raising hands, silencing microphones, using the chat so really trying to make sure that folks can share without being interrupted. If you want respect, speak, speak from yourself, using your heart and your own lived experience, not using the experiences of others or general ideas, but really speaking from ourselves. So this was kind of a nuanced version of eye statements right? "I statements". I have this experience and prefer this way or this is what I want for housing in Santa Cruz. I'm not, this is what has to happen. There was a way of explaining "I statements" as well. So _____ comes from Mexico, and she shared an old expression that her family always says which it was, says everyone talks about how it went for them at the fair. So maybe we all went to the fair, and someone could just say, This is how it went at the fair, but actually each of us went to the fair, and we had a completely different experience at the fair. Someone was nauseous. Someone had a great time and someone had a terrible time, so basically reminding us we all have our own experiences and our way that we experience things. So we need to make space for that . Also my group actually asked for another level of comfort inside of a group, which is if someone is expressing crisis or needing help offering help , offering kindness. So you know being human (see transcript)

5. Wrap Up & Next Steps

Break Out Room Notes

Breakout Group #1

Meaningful	Comfortable
- The Housing Element should reflect what we hear in these groups (+2) - Meaningful if we see results down the road (+2) - That what we contribute has direct impact (+2)	- Active, respectful listening - Be open-minded and respectful - Brainstorming to find consensus - Naming our emotions if people are anger - Understanding that everyone has a backstory - Don't bogart the conversation - Empathy (we may not all agree and that's ok) - try to understand where everyone is coming from - Ensure the inclusiveness with LGBTQ and all races (no racism, hateful speech) (+4)

Breakout Group #2

Meaningful	Comfortable
- WN - respect opinions - WN- to be engaged - LF - I want it to be effective - LF - I want my voice heard	- WN - be comfortable to ask questions - LF - to be comfortable I need a guide book on the subject of our 6th Cycle HE

Breakout Group #3

Meaningful	Comfortable
- Build housing for everyone and construct 4,634 units in eight years and meet the affordability requirements - how about the landlords scaling down rents per month..or we rent should remain standard in terms of the house size throughout the year. I personally do not understand the reasoning behind hiking rent prices seasonally. - Human-centered policies - Environmental values - Additional suggestions are taken seriously	- Don't interrupt - Respect everyone's time - No droning on and on - Interpretation if necessary, and if necessary have a set format - Factual instead of emotional - Everyone's opinion matters - Allow participants to express aspirations and concerns - Meaningful dialogue and not lectured at

Breakout Group #4

Meaningful	Comfortable
● Escuchar oír hablar una persona al mismo tiempo ● Hablar y escuchar con respeto ● Respetar las opiniones de los demás aunque no estemos de acuerdo ● La confiilaciondad ● Pensar como estamos diciendo las cosas para no lastimar a otros ● Respetar el dolor ajeno ● Entender que todos tenemos diferente sensibilidades ● Ser empáticos con las historias de los demás*	● Levantar la mano ● Silenciar el micrófono ● Usar el chat ● Se quieres respeto das respeto ● Hablar de tu persona usando tu corazón y tus experiencias vividas (no usando experiencias de otras personas) ● Cada uno habla de cómo le fue en la fiera ● Ofrecer apoyo o abrazo ● Crear conexión y compasión ● No vamos a juzgar a nadien ● Vamos a escuchar ● Se traduzca cada frase en lugar de resumen lo que se dice en ingles

Stakeholder Meeting 2 - April 18

Large Group Notes

Do these Community Agreements reflect what you shared? Please add any feedback:

Input on Community Agreements
- Meaningful
  - Add "accountable (keep the county accountable, and each other)
  - Change "Plan for least advantaged/most vulnerable" to "Include the least advantaged/most vulnerable
  - Be clear about what we mean by understandable - AKA at a 5th grade reading level
- Comfortable
  - No comments

Housing Needs & Barriers in Santa Cruz County (30 mins) Presentation +Q&A

- What is permanent room housing?
- And SRO (single-room occupancy) type ordinance and overlay created whereby existing defunct hotels/motels and congregate care facilities could be transformed into small housing units. Made legal and allowed for non-conforming uses to become legal to encourage better maintenance and safety. Innovative program. Rezoned existing motels to allow for housing units in 2018.

- Challenges where Measure J is applicable and coastal zone make it difficult for higher density. 400 unit project in East Cliff Village and 100 unit senior housing facility to refresh site with grocery and space for outdoor market. Planning staff and Supervisors supported yet Coastal Commission didn't like height and had small overlay authority. Required going back to redesign. Many time and resources were invested and had to be redesigned.
- Has urban services line been adjusted at all since being established in 1978?
  - Measure J established a few constraints for County. Voter initiative that can only be changed by voters. Staff work within Measure J. Does not necessarily make sense in current 2023.

- Has SCC had rent control to help with affordable housing? Rents are very high. Will there come a point where there are no more places to build? Use another tool like rent control? Trying to look at it from a larger scope. SROs are expensive if no voucher. $1750-1800. Difficult for youth to afford.
  - County does not have an overall rent control ordinance.
- AB 1482 statewide rent cap established including SFD 5% + CPI or 10%. Only way to go is up bc low density SFD are expensive. Apartments are needed. As a person with 3 kids worried about future housing for kids to stay in SCC. Climate change impact if families have to move to other states like Texas to afford housing.
- In SF one of the things that has happened since COVID vast amounts of commercial real estate not occupied and can be converted to housing. Anything similar in SCC? Stephanie - state passed legislation allowing residential uses on commercial properties. SCC allows mixed use where properties are developed with 50% of square footage dedicated to residential units. SCC considered increasing the number of units to allow for better financing opportunities for construction. Looking at 80%.
- AB 2011 allows for residential on commercial zoning
- Commercial component in downtown Santa Cruz with metro station very urban. Prior to COVID challenges filling commercial spaces. Brick and mortar getting smaller. COVID decimated commercial and office leasing and challenging to fill spaces. 50% rule has to change. 80% in the right direction; but still limited market for commercial space if required for mixed use. Commercial is an afterthought. Underwrite as if commercial space is vacant for five years. Needs to be dependent on tenants.
  - Adding to CCC and affects on land use. Right hand is the local government, left hand CCC. Needs to be sorted out and fixed.
- Mindful of specific housing for those in most need. VL, L, M income. Teachers brought up and important but demographic missing is those working with and for those trying to get people housed - people who work in nonprofits. Underpaid to help as service to the community but have to double and triple up. Moving soon because can't afford to live here without doubling and tripling up. Losing good people in the County.
- Just a contrasting view on the Coastal Commission, and offered with all due respect: they are the agency that everyone loves to hate, but the reality is that the Coastal Zone is so narrow that - among the range of constraints - it objectively can't be among the most significant.

Break Out Room Notes

Summary:

Needs:

- More housing for voucher holders
- High quality housing for formerly homeless
- More ADA or universally designed affordable housing
- Housing for teachers/faculty, non-profit employees, service/care providers
- Housing for complex patients–supportive housing, mental health, addiction
- Increase vouchers (federal/state); waiting lists are long
- Advocate at state government (+1)
- Affordable housing for immigrants, who currently don't qualify
- More housing across the board for all income levels
- More funding for the homeless (transitional housing etc..)
- CCC needs to be reigned in and be subjected to more objective standards and less discretionary review
- Consider building Farmworker housing on agricultural lands
- Remove density limits and allow developers to determine the unit count

Barriers:

- Landlord application fees are too high and competition too steep
- Housing biases / prejudice and lack of accountability for fair housing
- Voucher program lacks effectiveness and is inadequate to meet demand/need
- Lack of programs for 18-24 years old with housing insecurity
- Grant funding is dwindling and needs to be replenished
- Housing costs exceed most people's ability to pay
- Remote work allowed wealthier workers to come to this area
- Expensive to build housing and skilled labor priced out of the market
- Private production will outpace government-subsidized affordable units

Impacts

- Families have to work 2-3 jobs
- Incentives to double up or live in cramped environments
- Transit is lacking so people living further out pay more for transportation
- People are couch surfing, in motels, doubling up, in cars, or living out of the area
- Hard on children, stressful, unsafe, affects health
- Costs more to get senior/disability care because providers are coming from far away due to cost of housing in the county
- Nonprofits serving the unhoused and others have difficulty retaining employees due to cost of housing/living in the County

Breakout Group #1

Summary

- Senior /disability care - can't get services because those workers can't afford to live here
- Nonprofit service providers can't afford to live here
- Units not ADA compliant or universally designed
- Credit scores and documentation
- Housing biases / prejudice - Folks being afraid of those they don't know/understand and not giving them a chance (formerly homeless, justice-involved, immigrant, BiPOC, etc)
    - Comment from Megan in chat: Lack of Federal Fair Housing Accountability is so sad
- Lack of accountability for fair housing
- Changing the narrative
- Incentives to double up or live in cramped environments
- Formerly homeless getting into housing that is sub-par
- People get vouchers but can't get housing (no availability)

Notes
- I have a daughter who is disabled. Was living in a supportive care environment. But her caretakers were coming from so far away, so there was no reliable care for her. We brought her back home. The people County Commission on Disabilities don't have the ability to secure units, pay rent, and remodel for their own uses. Can't do this as a renter either unless you put it back in it's previous state when they move out. People are living with their families and their families or living in really compromised situations. Don't have enough ADA compliant units. Need more universal design. Also need supportive housing so that there can be group care as well. That is almost nonexistent.
- Community Action Board (director of housing and homeless division). Will talk on behalf of two type of clients we serve:
    - 1. Homeless population - a constant issue I hear with our case managers is A) our homeless population don't have financial stability and a lot of mental health emotions they go through. For many it is hard to live inside after living outside for a long time. We have to help them figure out how to sustain them in their home. Many of these rental units require a credit check and they don't have credit. That becomes a barrier itself.
    - 2. Farmworker families - no legal status when applying for a house or an apartment. Credit check is a barrier. Don't have a social security number, can't get a credit card or sustained credit. Even applying for an application for housing is an issue. We see multiple families coming together trying to rent from a landlord who might not be following the regulations.
- Housing for Health division with SC County - Don't do direct services, but oversee homelessness prevention efforts and affordable housing initiatives. Also staffed to our Continuum of Care. Feel like I have a million stories. I also serve as a co-chair Justice Commission for SC County. Helping justice-involved women with reentry. Because I am so involved in the work I see directly a lot of the things that happen. Will add to what Paz said. Looking at people providing services (staff - us!)

- Not being able to find staff to support the work because they can't afford to live here. Another major issue and stories we hear all the time: a lot of people have housing vouchers, but where they are being placed is not conducive (yes, I used to be homeless, but that doesn't mean I should be treated as nothing). They feel ill treated especially by landlords. Then there is an issue with landlords giving these folks a chance to be a renter. I am an example of someone who moved here even with an MBA, but didn't have any credit, so I couldn't own a car, rent the house we wanted, etc… I still don't own a home. That experience was very traumatizing for someone coming into the country. People going into domestic violence programs. Many say we are clean, we are getting better, but no one is willing to give us a chance. People end up in environments where they are not able to thrive.

● I'm flying someone in from Florida to help change the narrative . No matter who I am talking to, they have a story that is so far from the truth. I like to challenge people - "do you honestly believe what you're telling me?" This is a predominantly white community, so there are these narratives about who your neighbor is - if your skin is too brown, they will be like this. It is so far from the truth! It's all fear based… I was born and raised in the Bronx in a housing project and it was the best upbringing I could have - I got to have a wonderful community. People have convinced themselves that something can't happen here. People are getting vouchers and there is nowhere to use them! Proposal: Having dialogues with landlords or homeowners. We don't know how people became homeowners. Don't judge it!

● Have a unique background in housing. Housed four houseless individuals, taking them to get documents, all the way up to getting them housing as renters. Have seen people become. Also work with people moving into buying housing who have no technical skills. Worked with a retired couple who waited their whole life to buy a home and then one partner died. Had no credit

Break Out Room 2

● Housing for teachers and all types of employees, including non-profits, all incomes
● Transportation/transit is a major issue
● Families work 2-3 jobs
● People are couch surfing, in motels, doubling up, in cars, or living out of the area
● Hard on children, stressful, unsafe, affects health.
● Landlord application fees are too high and competition too steep
● Need housing for complex patients–supportive housing, mental health, addiction
● Remote work allowed wealthier workers to come to this area
● Waitlist for housing vouchers–need to increase vouchers (federal/state)
● Market forces–expensive to build housing and skilled labor priced out of the market.
● Private production will outpace government-subsidized affordable units.
● Need to advocate at state government (+1)
● Immigrants can't qualify for affordable housing

Break Out Room 3

- Teacher and Employee Housing for school district employees, across all income groups. We want to be able to pay more money and want people to stay.
- Para-educators go to UCSC and are serving our community and have housing needs
- Non-profit workers are having a hard time finding housing.
- Most lower income people are usually able to find housing, but public transportation is a major issue. Then they have to Uber, affecting their income.
- Without transit, we also have congestion.
- Families have to work 2-3 jobs.
- People are couch serving, in motels, doubling up (particularly in Live Oak), in their cars, splitting mobile homes.
- Kids don't have a place to study, sleep, and education suffers.
- Stressful
- Landlords are charging to apply for a month or two and high application fees.
- Complex patients–supportive housing needs, mental health, addiction.
- Having to build carts for people to cart their belongings.
- Safety, which affects health, can dress wounds or store medicine.
- The Coastal Commission wouldn't allow jurisdictions to adopt ordinances to minimize short term rentals.
- Employees have to live out of the area–living in places like Los Banos, Salinas
- What will the future be like without working class, like mechanics?
- People with those skills being priced out of the area – competition is insane.
- With COVID, remote work allowed wealthier workers to come into this area–exacerbated the issue.
- Barriers:
- Waitlist for housing vouchers–increase the amount of vouchers (federal/state)
- Market forces–expensive to build housing,
- Not enough stock
- Wealthier people providing down payments in cash
- NIMBYISM–how many apartments can we get with highrises?
- Private production of housing will outpace the production of government-subsidized affordable units.
- Look at it as "Yes, and…"
- Need to advocate at the assembly to get more public housing (+1)
- Immigrants can't qualify for affordable housing
- Barrier – don't consider only commercial properties, we need to build in high-resource areas.
- More housing across the board
- Schools are having difficulty keeping staff
- More funding for homeless
- CCC needs to be reigned in and be subjected to more objective standards and less discretionary review
- Housing costs exceed most people's ability to pay
- Grant funding is dwindling and needs to be replenished

Break Out Room 4

Summary:

- Voucher program lacks effectiveness and is inadequate to meet demand/need
- Lack of programs for 18-24 years old with housing insecurity
- Consider building Farmworker housing on agricultural lands
- Remove density limits and allow developers to determine the unit count
- Need is great and over 30,000 HHLDS income eligible for rental assistance. Only 5,500 vouchers available and a VERY LONG waiting list. Waitlist closed for years. Not a reflection of need.
- Folks lucky enough to have a voucher yet search and very often unable to find a market rate unit to use voucher. Currently 500 families with a family searching for a landlord that will accept a voucher.
- Landlords that will not accept vouchers is an issue.
- Scarcity of market rate rental units.
- Over 25,000 families are experiencing homelessness, overcrowding or paying astronomical rents. Shockingly high rent burdens. Over 80% are going to housing.
- A lot of disabled HHLD that can't find accessible units.
- Bill Wilson Center. Work with 18-24 year olds. Program shared housing/rental assistance. HUD pivoted due to COVID to allow for rental assistance. Stipend $850 and it is difficult to find a host home and room. Now raised up to $1500 with rent reasonableness report and documentation. Good for up to 6 months. Work with client and Valerie to find housing. 15 people were housed in 3 years. Housed a person yesterday, one in Bonny Doon last month.
- Barriers in County - going from street to home and trying to prevent homelessness. Child turning 18 and being turned out of the house. Child has a scholarship to college but in need of housing. No youth shelter available of any type of housing fall back for young adults that creates homelessness.
- Had a client who became unhoused because of a choice that parent made and lost a voucher due to incarceration. If not listed on a voucher, then can't it be transferred to child 18+?
- Farmworker housing a unique sector and increasing need due to flooding and climate change impacts. Some growers have workers driving back and forth to SJ. Dreadful for climate and peace of mind. Tiny homes in AG areas would be a benefit for owners, farmworkers.
- East Cliff Village challenge. Biggest challenge is the density issue. 80s and 90 20du/ac at $1M, but now land and construction are much more expensive. Sustainability Plan 40 DU/AC is better. Density limit is too much of a limitation. Remove density and let the market dictate what to build in the building envelope. Ie transitional housing on the main floor, small units second floor, larger units higher. Aptos Village is still building only 29 units across 5 acres. Entitled in 2015 and inefficient use of land. 1 space/unit for marketing for parking, and perception of who can park on the street. Parking spaces are expensive to build. Parking requirements in SCC are too high, old style.

- Swenson has 13 units at LIve Oak Crossing on 1 acre. Entitled under old code with limited residential. Ground floor unit ADA compliant with a voucher tenant. Leasing out prior to COVID. Challenges of housing and remote work. Red tape of a person who has a voucher - at times people wouldn't show due to transportation needs. If used, a voucher HUD needs to inspect the unit. Market rate tenants are much simpler to rent to. Too many hurdles if use of a voucher. Privilege vs non-privilege.
- Wants to look at changes to the voucher program to make it better for prospective tenants.
- Reverse way to look at affordable housing - 20% or 50% of the project. Bank will evaluate if the return isn't high enough to obtain a loan/service loan. Look at where the RHNA units should go on a specific site and build the number of market rate to subsidize units. 400 RHNA units, - allocate all, but need 1,800 market rate to accommodate.
- Designate voucher holders to units - can still get the same rate of return for units with a voucher holder..

Community Panel Meeting 2 - April 20

Large Group Notes

Input on Community Agreements
- Meaningful
- Comfortable
    - Add to inclusive spaces: regions, cultures and races, LGBTQ, and religions
    - Nice recap
    - Sounds good. Like the idea of if you can't be kind and respectful, pause and return when we feel regulated.

Chat questions:
- What are the income levels? Is there a link that shows Low Moderate etc.?
- Chart shown later in slide; last slide sort of answered my question
- Wow
- Is this data only for unincorporated area or whole county?
- Does this data show only new buildings and not remodels?
- Can we get all these slides later?
- Yes
- Could we include in barriers: political considerations A: yes
- Same concern. Only 5% of available housing nationwide is currently disabled-accessible.
- I did not know that there were companies that helped to build low-cost housing.
- Why is there so much "city" on unincorporated land?
- When folks talk about barriers to building, I worry they will reduce the ADA requirements. It is so difficult for disabled folks with access needs to find affordable housing. I just want to name my fear.
- I think we're on the same track.

Questions asked verbally:
- Can the Gen Plan & Hsg Elem be used to provide guidelines to direct Planning & Building depts about how they function, or is that just up to the Bldg Official etc.
  - It depends. GP does include implementation strategies, and programs that Planning & other dev review depts/agencies would have to implement over a 20-year timeframe (for GP as a whole). 8-year timeframe for Hsg Element. Some of those can include streamlining and efficiencies.
- Unincorporated area has a disproportionate amount of something?
  - Urbanized areas
- Graph data referred to unincorporated county?
  - Generally yes, except for income limits & affordable rents
- Re units required in RHNA cycle? Over what time period of time are those required?
  - 2015-2022: 8 years
- Property taxes in Hawaii are one fifth of what they are here.
- You said 92-93% of Low income units were built within the 5th cycle. But, if that was the case, shouldn't we be in a better position [with LI unit availability] than we are now? Was something wrong with those projections? Reality on the ground is that it is still extremely difficult for folks in the county to actually find housing here.
- RHNA numbers from the 5th cycle seem to be too low, failure of ambition, who sets those numbers? Can that number be adjusted upward? Can the state move up those numbers?

Breakout Groups Discussion

Breakout Group #1

Summary:

- Trailers are not appropriate housing to raise my children. Their room is so small they will not be able to develop healthily.+1
- Housing is described differently than it is in reality: a "two bedroom" with one of those bedrooms being more like a closet.
- Immigrants don't qualify for most affordable housing programs+2
- My family needs to rely on one income because child care and daycares are expensive. Having one income makes most housing out of reach.+1
- Minimum wage is too low to access housing opportunities
- Speaking a language that is not English gives less access to housing
- Negative stereotypes related to someone's race or ethnicity reduces their housing opportunities +1
- I have paid high prices to live in unhealthy conditions: Mold.
- There are no protections against hiking up the rent - my rent doubled and I ended up on the street and am still unhoused.
- In the case of my family, we need a bigger home that my kids can develop physically and mentally. We live in a trailer. My kids live in a tiny room with bunk beds. It makes me feel like i am not a

good mother. I need my kids in a better place and space. But this is what can afford and what we have access to. When there is only 1 income, there is a huge barrier. Being an immigrant is a barrier, we can't get access to a better space.

- We live in a trailer. I feel frustrated as a parent because my kids don;t have much room. It is supposed to be two bedrooms, but the rooms are so tiny, we have no space. It's like a closet.

- Barrier: having a single income in order to have 1 parent taking care of kids, Rents are too high. And this is a huge barrier. And they keep raising it. The minimum wage is extremely low and this is a huge barrier. When we try to apply, the requisites are impossible. The requisites are so hard to qualify for, even though we have low wages. If we are poor, why don't we qualify for low income housing? It makes us feel that immigrant families have less possibilities to get an affordable housing opportunity compared to non immigrant families. Language barriers, and negative stereotypes.

- Two thoughts came to mind, when I was renting, some of the homes we lived in had mold, and ppl pay high prices for unhealthy spaces. Friends of mine who are male and black, have expressed how difficult it is for them, because of discrimination, that it is very hard to rent a home.

Breakout Group #2

- I volunteer with the Welcoming network, help asylees find housing, jobs etc. folks from all over the world. They have a really hard time. Afghan men sleeping in the gas station where they work. Families with 5 children can't find housing. Putting them up in hotels for short periods of time. We have thought about getting dedicated units to house refugees for the first few months until they can get on their feet.

- I'm not sure how to narrow it down, but I know many people who have struggled to get short-term or long-term housing, such as folks who lost homes to the CZU fire, unable to rebuild their homes due to County rebuilding regs. That's one angle. Also know a lot of families who have suffered domestic violence, timed out of shelters, some finally able to get Section 8 housing. Also know many folks who struggle with substance abuse, struggle to get into subsidized housing b/c they can't meet certain eligibility requirements. Know someone who died after getting evicted from subsidized housing (might have been in a city). Folks who live outside. Other people I know who struggle to stay in their sober living environments or subsidized housing, get 3 day notices. That creates fear. Only people I know who can afford to live here are those who live over the hill and work in tech.

- As I was listening, I remembered a friend who gets rental assistance at an exorbitant level on Felix St. A very tiny 1-BR unit for over $2000/month.   I currently live at Housing Matters in a pallet shelter and I have watched 5 people in wheelchairs get kicked onto the street. Landlord charges a profane rent. Just in the past 6 months.

- It's tragic

- I don't know if it's really related to the topic at hand. I mean the subsidy. Almost all of the people I have seen get actually kicked out of here are physically disabled in some way.

- People at the lowest rung, it is very important to talk about all of the factors that led them there, e.g., domestic violence, mental health issues, substance abuse. Very important for us to connect the dots about how housing & shelters function.

- Overall, the main reason people don't have housing is there is not enough, most people have incomes much less than what is needed to afford housing here.
- ball & chain in this area is the high land costs in coastal areas is much higher than inland areas. That's why you end up with subsidized housing being needed.
- Face it, paradise is expensive.
- I agree we need to go high density because it's not good for the environment to build on farmland, rural areas, or to drive long ways to work. I would really like to see in regulations about housing to have higher environmental standards such as solar panels, collecting grey water and rainwater, planting a certain number of trees, EV charging, improving public transit.
- What about the rail trail?
- I think we should build a train on it and a narrower path. Shouldn't tear out the tracks.
- How about mobile ADUS, RVs? Safe parking in the city like at the old drive-in with sanitation and cooking? Maybe a Fire Dept. managed barrel cooker?

Breakout Group #3

Summary:
- Build more accessible units and retrofit older units. Very hard to find accessible units. Makes disabled residents feel unwanted and not seen.
- Empower tenants and provide more tenant resources. Laws are complicated and tenants are at the mercy of landlords.
- Do not allow homes to sit vacant. All units must be inhabited to ease the crisis.
- Reduce both planning and building permit processing times.

Longer notes:
- Wheelchair access to housing units. Very difficult to find housing accessible for wheelchairs.
- Daughter who works for minimum wage and it is very difficult to find housing. In Santa Cruz daughter rented an attic that was not fire safe and the building was red tagged. Relocation money was not paid because the landlord claimed they weren't renting the attic and wound up suing for relocation. Costs very high for attorneys, ect. Not accessible for tenants.
- Moved into a house in 1998. House next door is vacant and owned by UCSC prof. Lost opportunity for people to rent. Santa Clara county has an ordinance that someone has to live at home after 30 days. Home vacant for 30 years.
- General lack of affordability. Client shared a home with 27 people.
- Lived in Santa Cruz County (SCC) over 35-40 years. Came as contractor and landscaper now building contractor. Building and remodeling residential homes. Difficulties with planning and building permit process. Notorious for difficulty to deal with SCC permitting. Worked as a building inspector and CBO in other jurisdictions in various counties and has experience. Code enforcement in other jurisdictions too. In SCC it is difficult to get through the process and function of planning and building dept needs to improve.
- Has an MBA. Time is money. Jurisdictions take too long, understaffed, underpaid. Need to expedite. Developers want expedited planning and building department processes. Use outside

consulting to have faster permitting. Have multiple approved consultants to review and process permits.

- Currently works for 4LEAF as consultant.
- Monterey County was worse than SCC. Developers willing to pay extra for faster processing. Building environment changes so quickly and time is of the essence. Use fees to pay for permit expediting.
- Airbnb owner previously in SCC. Last got an email stating in violation but was unaware it was not in compliance and needing a permit. Better outreach and communication with property owners.
- Son uses a power wheelchair. Disability tax bc everything takes extra effort. Difficult when the owner says property is accessible but it is not and has stairs. It is very hard when children with disabilities are not accommodated.
- Multi-Family Development and commercial required for disability ADA units. Increase accessibility for smaller units. Expedite process, reduce fees. Build more accessible units.
- Landlord needs to reasonably accommodate the tenant. Tenants need to be empowered and laws need to be enforced. Enforcement is key. Can complaints be filed with the County in an easier manner? Fair Employment and Housing will investigate. Can the County have a point for Fair Housing complaints? Fund this issue. More County support for tenants.
- Tenants have to pay for accessibility upgrades. Build units with ramps instead of stairs. Easier to build new units accessible than retrofit.

Breakout Group #4

Summary:
- Landlords will kick tenants out in order to remodel and raise rents.
- The space people can afford to rent is often a small and sometimes overcrowded room in someone's house.
- Pets can be a barrier to renting.
- People/young people are moving out-of-state due to lack of affordable units.
- CZU Fire victims also needing housing.
- County regulations are a barrier.
- Transit is inadequate.
- Need multi-generational housing.
- Lived in SC for 27 years and has rented the whole time. Got kicked out of the last place I lived. The landlady told me she wanted to give the unit to her kids, but really she wanted to remodel and raise the rents. I was given 3 months to move out. Found a Measure J/O unit that I could qualify for. Then my credit was deemed not to be good enough, there's always a barrier. Way different in N. Carolina.
- Here 3 years, renting a small bedroom in a house for 2 years in PP; had to get rid of a lot of possessions
- Friend who has lived in Aptos is moving to Oregon, because the landlord wants to use the unit as his west-coast residence. Has a cat, another barrier.
- Goal would be a tiny apartment just to rent.

- Born and raised here, and I don't know anybody who has been able to stay unless they're privileged enough to have family property. Living in someone's bedroom with my husband. Can't have children.
- Mother in law and parents lost their house in the CZu fire, and are now living with us too.
- Long time business owner. Built a 2,400 sq foot house with ADU. seen cost of construction go up, $800 sq ft to $1500 sq ft. The County voted to increase septic requirements. The regulations and requirements are so high, it can be done. Over-regulation in the zoning. Sitting on 3 acres; went to the state to override the local government. The county is only allowing the bare minimum of ADUs. Lives in Aptos Hills.
- Appreciate everyone's story; what can we do to change this?
- We don't have a bus that goes to our house, even though there's a school.
- Builders have left.
- Need tiny home
- Need multi-generational housing.

Share back to full group
- **Group 1:** Everyone in the group who spoke today had a similar experience at some point in their lives. Frustration about high rents, families crammed into small trailers. Landlords are taking advantage of folks, moldy situations, living in hallways or garages, 40% rent hikes over 1 month. All of us have been in these situations at one point or another.
- **Group 2:** 5 folks in our group. 1 member could only type in chat b/c her mic wasn't working. Nonetheless we had good discussions via chat and verbally. Folks shared about hardships eg CZU fire, cost of housing, especially for families, substance abuse, domestic abuse, cost of property along coastline is barrier.
- **Group 3:** One member of their group is out of state right now, housing us much cheaper there. I have seen the cost of construction here go from $100/SF to 500-800 / SF. Result of this exorbitant cost, our local labor force has moved out of state. Outrageous costs have made it impossible to build housing affordable for regular folks. Recently the County updated septic ordinances that add costs to housing development.
- **Group 4:** Accessibility is a big need, more units need to be wheelchair accessible, sometimes landlords say units are accessible but then they have stairs. House next door has been vacant for 30 years. Why is that? Can something be done to avoid vacancies? Permitting needs to be faster, time is money. Things change so quickly. If the permit takes 1 year, financing might not work by the time you get it.
- Empower tenants. Very hard for them when faced with fair housing issues. County should provide more support for them.
- Thanks all, you all will receive a pdf of slides. We will see you next week.
- Anyone opposed to the virtual meeting next week?
- Was that data for the last RHNA cycle or the new one?
  - The last one.

- Request for 2023 YTD building data, SB 9 projects

Stakeholder Group Meeting #3 - April 25

Large Group Notes

- Remind me what RHNA is?
- RHNA = Regional Housing Needs Assessment
- How many tiny homes are allowed per property? Does size of property matter? 1 acre vs 80 acres.
- Since many of the programs and policies Matthew is reviewing are new(ish), do you have projections of how many units would be produced over the next planning cycle just from their implementation (i.e., no other changes)? I'm not advocating for this, just wondering what the projections would be.
- Some of the land use changes do have the potential number of housing units that could be associated with them. Staff is looking at land and how many units can be accommodated with existing zoning and will look at areas that the County may want to change to increase the number of units. Ie ADUs and how many, Farmworker units, etc.
- Any room for other tenant support issues? for example, incentivizing a reusable rental application process?
- You will have the opportunity to talk in depth about this in the breakout groups.
- FYI - State of Ca has a rental application cap of $59.67/applicant
- More ADA and universally designed affordable housing. Not OR. Both are needed.
- More housing for families. (4 participants echo this)
- Power imbalance between landlords and tenants and more protections for tenants.
- Process question. What is the fate of all these lists? Ie barriers, challenges. How much effort to put into refining, disagreeing, will there be a report?
- Not necessarily presenting back to refine or prioritize. Collecting input now from a variety of perspectives. Community panel as well with residents from the County. If something is missing, please include. Want it to be inclusive. Actual input with detailed language will be compiled into a joint report to identify gaps.Lots of complex issues. Some items the County can do, others the County has no control.
- Mindset and efficiency of public transportation needs to be considered. Seen more larger buildings with no parking. Public transit is not efficient in County.
- Lots of places have trouble retaining employees.
- I cringe when I see the title impacts and short list. List of impacts would be much much longer and people's quality of life. Feels like leftover barriers moved to an overflow list.
- nowhere near a complete list. Just shown to this group as a third category emerged. So I don't want to misrepresent. Not an inclusive list.
- How micro can we go when thinking about impacts? Have over 500 in my head. Help with diversity in the workplace and communities. Echoing Jenny's point of view. Relabel as negative impacts?
- Not only costs more for senior disability care, but it is impossible to obtain.

Break out Room Group Notes

Summary from Report-Back:

- No certified HUD agency to support fair housing
- Connect nonprofit (habitat for humanity) with homeowners where an ADU can be build but they can't afford to build one (ex: retired folks on fixed income)
- Parking permit program connecting with orgs that have a lot of housing to make this part easier to build
- County process for dividing properties could be simplified
- Percentage of inclusionary housing for residents with housing support vouchers (although some concerns about accountability for that)
- Provide education about this issue for the general public (especially NIMBYs, etc), the benefit of 4-story buildings and higher densities

Notes:

1. No HUD certified housing agency. County should apply to be certified. Without said certified agency all fair housing claims are relegated to a cumbersome process that usually derails the claim by those offended;
2. Parking – a residential project with insufficient parking could acquire needed parking spaces elsewhere on private property by seeking out these properties and arranging tenant parking by contract;
3. Tentative and Parcel maps required for minor land divisions should be consolidated so that there is only one combined map review and approval;
4. Inclusionary housing could be bumped up to something greater than 15%;
5. Creative funding – take a % (say 5%) of inclusionary housing (say 15%) and provide a voucher to that 5% so that …. [my notes on this difficult to comprehend subject are sparse. HOWEVER! I just contacted Jenny Panetta about this and she will get back to me with greater detail]. Alternatively, the summary of this subject last evening may fill in the gap.
   a. It could be useful to review inclusionary requirements for the cities of Santa Cruz and Watsonville, as I think both allow (or perhaps even promote or incentivize) the use of Housing Choice Vouchers to meet inclusionary requirements. What this accomplishes is increasing rental income for the owner (this could make the difference in a project penciling out), while the unit still goes to a low-income household paying an affordable rent, with the voucher holder paying the difference between the affordable rent and actual market rent.

Break Out Group 2:

Notes:

- Priority should be meeting RHNA. County should check in on progress mid-cycle to re-assess whether additional programs/rezoning is necessary.
- Solutions–Tiny homes on ag lands, make farmworker housing a primary permitted use on commercial ag land.

- AB 68 allows ministerial approval of housing in infill areas. (RM: AB 68 has been tabled for now).
- Administrative burden associated with funding/hours spent on paperwork, instead of supporting the actual units/support. People are too rich to be poor, and too poor to be rich. People who may qualify are extremely low income, but middle to low income may not get access to funding.
- Communications and sharing information. No one-stop shop to find information that you need.
- Efforts are designed to reduce the administrative burden, such as inspections. Hope for enabling conditions created through a state policy tool. Make it easier for the county to say yes to approval for housing projects. (+1)
- Streamlining is always good. City has updated the Local Coastal Program to ensure that density bonus law is incorporated.
- Create incentives for the private developers in order to have projects penciled. Is there a balance between commercial and residential; we might not know if the policy improvements we've made so far will pan out.
- Heard that the commercial requirements are problematic, and want to build residential if they can.
- City has seen AB 2097 projects reduce parking, and work with AMBAG to get more high-quality transit stops in the county.

Break Out Group 3:
- Density bonus for family-sized units. Everything is dwelling units per acre; also limit the height. Seems better to produce SROs and studios, more expensive to produce single family. As a family of 5, very hard to find an apartment to fit the family. Had to fit into a 2-brm. (+1)
- Waiving impact fees, Shouldn't charge on a per-unit basis (square footage basis);
    - Note: AB602: impact fees have to be done on a per square footage basis; if they do on site requirements as an objective standard, can get around charging on square footage basis. Need to be scaled or we will disincentivize missing middle housing
- Increase densities: don't look at units/per acre; County can be more aggressive here
- Fast tracking the approval of affordable housing (example: SB35, which will be ending); county should support
    - PG&E can hold up projects when can't get electricity for months
- Impact fees always an issue for building anything; even with ADUs
- Want to see contractors and developers commit to better labor standards; hire from local workforce and provide living wages (dual benefit); a policy goal for living wage jobs to come out of housing production (examples: redwood city and Menlo park have both committed to having policy discussion in future about introducing a labor policy to residential construction with some streamlining in it - AKA pre qualifying contractors)
    - Ex: AB2011 allows you to bypass CEQA if you pay prevailing wages
        - Note: Objective standards

- ○ Note: have to pay prevailing wages if using federal funding for affordable housing development
  - ○ Note: who does the prequalification? Could this also slow things down?
- Free housing counseling for renters, seniors and differently abled. If linked to MediCal, can receive housing services for free
- Auditing of the fair housing system - example: if they are taking 50 applications and charging $59 per application, it is not following the laws. Should go to the first qualified applicant.
- Not feeling safe sending my child on public transit. Fixing transit will reduce traffic and bring us closer to city centers
- Taxing vacant units or LLC landlords of over 4 units more heavily to keeping housing market more fair to private buyers'
- The Housing Authority of Santa Cruz does not utilize the section 8 homebuyer program; mortgages don't go up but rent will go up about 10% - encourage them to seek out the Section 8 loan program and encourage people to use them.
- Information and education about credit scores
- Streamline ADUs; streamline these, and have existing plans to choose from

Summary from Report-Back:
- Density bonuses for family sized units to have larger housing
- Waive or adjust impact fees to encourage missing middle housing and make sure we're not charging apartments on same amount of land as single family homes
- Hire locally and provide living wages
- Explore policies like AB20111 and help amp them up
- Offer free housing counseling linked to medical and ensure compliance with laws
- Improving public transit safety and connectivity
- Tax more heavily to promote a fair housing market

Break Out Group 4:

Summary from Report-Back:
- Vouchers - get a letter and be put on a list so they don't lose their housing if they are on the brink of being displaced
- Clearer and easier way to build ADUs (make it clearer for homeowners)
- Lack of a way to connect people with affordable units when they come online (make it clearer how to get info about new units) and develop preferences for people that work locally to cut down on transportation
- Maybe one universal application (to reduce number of time people pay application and credit check fees)
- First time homebuyer downpayment programs (for teachers, nurses, nonprofits)
- More family units that can accommodate larger families
- A lot of information was presented.

- Lengths of list doesn't tell the whole story. Very high stress for people trying to find housing and existing residents.
- Voucher Program improvements
- Talking about RHNA cycle and goals. Concerned about how many permitted additional units were complete. Asked for clarification whether units are inhabited.
- Increase vouchers, specifically write a preference letter for families experiencing homelessness. Preference for families already housed, previously done for Housing Authority, to get bumped up in line in waitlist to help with affordability. Many families that receive letters were not confident they could sustain housing. Preference letters with vouchers kept families housed. Help with affordability and keep housing lower cost. The Housing Authority did a good job working with landlords. No way of implementing rent control. Method to control rental prices in areas to the best of ability. Change minds of landlords because many have a negative view of programs with vouchers. May help change perspective and increase will to produce more voucher housing. Many unincorporated County areas have lots of land.
- Internet Required & Clear Easy way to build ADUs
- One or two points dealt with quality of housing and bringing properties up to a livable standard, including internet. Some housing projects for farmworks, Murphy's Crossing, Monte Vista, did not get constructed with internet. Should be a requirements. Especially for students. Needed like water.
- ADUS. Not a clear easy path from space on the lot, to make it pencil out so it can be rented at an affordable rate. Still needs to cover the cost.
- Connection of people with affordable units
- Current status disconnects when projects come together and how people get access. 1550 Capitola near 17th AVe. Mixed use project with health clinic, dental, and 57 units of affordable housing by school. County helped. Problem: no information provided to school district, health, dental clinic employees. Got information late and over 800 applicants. STrategic process to develop preferences to degree law allows for local residents. Help with transportation. Important to Capitola Mall or large sites.
- Lower rental application fees - remove rental barriers
- Applications for rental housing, cap on application fee. People apply to many places and need a credit report every time. Law allows, but does not require durable applications that can be used multiple times. Decrease entry costs to allow smoother transition.
- First time homebuyers programs critical for workforce housing i.e. teachers, nurses, etc. Downpayment barriers due to high cost of housing. Cities historically did a better job than Counties. Explore what the County can do.
- More family units
- Colleague works with LIve Oak School district. New application process opened yesterday for affordable units. Under impression their were tier systems of priorities. Live Oak, living in County, working in County. Tiered and/or priority list. People keep moving out of the area. San Lorenzo Valley schools keep getting smaller due to natural disasters. Once housing is gone ;people move away and don't come back. Populations are decreasing and school districts are getting smaller. NO information on where to go. Feel there is plenty of housing, but it's not

affordable. Families can't afford $5k for a 2 bedroom. Not feasible. 2-3 children in a 1 bedroom apartment are not the right size. Multiple families living in a 1 bedroom unit. Not prioritizing families, people with children and workers in our areas.

- People move in because of beautiful space, but affordability is an issue. Prioritize low income units. Why is the County building hotels, and other construction that is not housing.
- Why is rental ordinance not feasible?
- Ordinance failed at the City. Challenge for State level rent control. Most landlords in County mom and pop small landlords. Big cities that drive policy at state level have more corporate based landlords which makes it hard to have conversations.
- Mom and Pop landlords associate themselves as more successful than they are. Rent control controlling income is daunting to owners.
- Question about numbers: Above moderate housing 92% building. Very Low 52%. Where are these units? How to get information. Numbers speak for themselves. Above moderate already built. More tools to build affordable units. Things are getting more expensive, and we need to build more affordable units.
- More support for non-profits and Recognize private market can't solve problem
- History with higher above moderate is more and market cannot solve this problem by itself. Need public and non-profit involvement.
- County was under no obligation to meet RHNA goals, no real consequence. Stakes are now a little higher and tied to funding. Already heard people with good intentions, but heard from County Supervisors these are not meetable goals. Where is the political support?
- More tenant rights and tenant support. Habitability with vouchers, under guise of renovating and can't move back in bc now more expensive units. Displacement.

Community Panel Meeting #3 - April 27

Large group notes
- Furiously reading TOD policy.
- I was unable to find the latest version of the County General Plan on the County website, can we get a link to that?
  - Here is the link to the existing County General Plan: https://www.sccoplanning.com/PlanningHome/SustainabilityPlanning/GeneralPlanTownPlans.aspx
- TAX 2nd homes to the max, lol.
- It's too bad that the tiny home on wheels ordinances ended-up with so many requirements, they made the cost of installing one over 50K and also limited the number, which is unfortunate
- Maybe that's a good place for us to start, creating some incentives for the missing middle/SB9 development
- Sounds like it (SB9) falls short of allowing 4 plexs and 6 plexus, maybe we can take that even further
- Yes to the single room and tiny home!! But maybe more than one lolsob. +2
- Limit vacation and second/empty homes. +2

- Snaps to all this spell need groups support 🤜🤛.
- May I recommend the language shift to Those In Our Community Currently Unhoused?
- Could we get a (short) document on the vacation rentals regulations/policy and how tiny homes are regulated
- How could we create more and incentivize tiny homes and SB 9? I would like to see the county create something for that.
- Reading County Codes online is outside her scope and ability. Make democracy more accessible and have information in bullet points with prices and regulations, vacation home, tiny home, and SB9. Need more simplified information to make recommendations to Supervisors.
- Thank you! You have been a wealth of knowledge and very accessible in how you present— I value you!
- When you say Special Needs, do you mean people with disabilities?
- Esta bien.
- Empty Home Tax +1;
- It seems counter purpose if allowing affordable implementation of Tiny Homes would provide more housing but our local planners require exorbitant costs just to put a tiny home on a property.
- I agree with ___. Some families take their kids abroad for 1-2 years to get foreign language/cultural immersion but fully plan to return.
- Question: How do you enforce some of these things (e.g., if the house is red tagged and Landlord is told to pay relocation fees), Landlords refusing to accept Section 8 vouchers.
- Spoke about SB9 and how to better use it. How many lots split due to SB9? Follow up question. Four units can be built on all single-family properties that can be subdivided. Thought there would be a bonanza. Any split? Number of Tiny homes permitted?
- 1 application and several inquiries. Not a bonanza. Tiny homes on wheels ordinance in effect outside the coastal zone, and this week in effect in the coastal zone.
- Wondering about vacation rentals and what is policy on them?
- Vacation rentals have been limited in many ways since 2011. Limited in areas that attract a lot like Pleasure Point, Aptos, etc where there tends to be a lot of vacation rental traffic. Caps on the number of rentals in these areas with licensing and noticing requirements. The Board recognizes a lot of illegal renting going on and code compliance issuing citations and ramping up enforcement. Typically in County code enforcement is complaint based to keep it equitable and due to lack of staff. This program is more proactive.
- Explained SB9 allows two primary residences on one single-family property. Local agencies must allow two primary units, or in the case of a lot split up to two primary units on each resulting parcel.
- ⬜ to universal day care🤜🤛🤜🤛🤜🤛
- Can we get a reminder on the dates these recommendations go before the board and when it might be adopted
- I think it's also important to make our suggestions both ambitious— yet within the scope of reality
- In my experience, landlord's often don't provide leases in Spanish to tenants who are monolingual Spanish-speakers (which makes it difficult to follow the terms of the lease if it's in a language not

understood). Perhaps an ordinance that leases be provided in Spanish for monolingual Spanish-speaking tenants?

- Rather than "prohibit" vacant homes, (it was my suggestion) have an ordinance re how long a home may be vacant or how long a home can be vacant before being taxed for the vacancy +1

- Under needs I think it's important to spell out how new housing will be required to be environmentally appropriate in light of short water supply and climate change. For example, requiring solar panels not just solar ready, rainwater collecting and greywater systems for irrigation, electric car recharging and bike parking, a certain number of trees to be planted per unit.

- Mi pregunta es si pueden regular los aumentos de renta aparte de las mascotas muchos no quieren niños

- Universal Daycare as well as wages that allow for one parent to choose being at home with their kids as we had in the 1970s and before (And in many countries, working mothers get a year paid family leave - value family.) +1

- Young people are moving out of state due to lack of affordable units, but there is simply a lack of anything. Even $5k for apt can't be found. Not just about units being subsidized it's about any unit at all being available.

- Missing middle for the win!

- Two things to be on the list. Needs - need to promote small scale pop and mom housing. Lost 900 homes in fire, yet only 30 got permits to rebuild/repair. Without promoting them, they can't rebuild. If just doing huge apartment complexes and saying no to small scale will have continued problems.

- Barriers: septic system and geologic costs are killing development. That's why SB9 and tiny houses aren't exploding. County has crazy things that deliberately make it more expensive shooting ourselves in the foot.

- Impact: so expensive to live here the labor/construction force has been decimated because of high costs. Takes years to rebuild the workforce. +2

- I worked for the City of Oakland as inspection supervisor and code enforcement. Had rent control in Oakland and people not fixing up houses and not allowed to raise rent to pay for repairs. A lot of dilapidated houses because of this.

- Hayward had a rental inspection program. Annual $100 fee and code enforcement and health inspector go inspect units. State requires larger units be inspected. Beneficial in Hayward so all units inspected.

- CEQA state requirements and planners don't want jurisdiction to be sued, increased property tax rates. Can these be addressed? Has the County been sued? Can we be more liberal on County CEQA requirements?

- CEQA is the California Environmental Quality Act, which is State law. The State has been passing a lot of new legislation like SB9 to try to allow more development without having to go through CEQA. Wouldn't say County overly conservative with CEQA. If there is a lower level review, the County will do it. County can't modify state law.

- En consecuencias puedes agregar, que los niños crecen pensándolo que no son dignos de un mejor hogar y eso hace que caigan en estrés y depresión.

- County incentives for local home ownership!!
- Unhoused
- Sounds like Texas - practically no zoning rules on your land in many places. A closet vs a room - one student was paying rent for a space in a hallway!

Break Out Group 1:

Summary:
- Promote "mom and pop' construction companies/developers
- Cost of septic and geotechnical reports is unacceptable
- Cost of living forces people out of the area
- My 100k square foot property in the Aptos Hills should be subdivided to smaller parcels
- Boulder Creek septic systems that failed and polluted the SL river are expensive to replace
- "Traffic violence" (i.e., crashes with peds, cyclists and other motorized vehicles) is on the upswing
- A criteria used for determining appropriate location of dense housing should be based more on school locations than transportation corridors
- "Bus Metro" received $39 million for new housing
- Extend safe structure program timeframe
- 120 square feet is the current threshold for requiring building permits. Perhaps it should be bumped to 240 square feet. This approach could encourage building an auxiliary building for office space in a backyard thereby freeing up a bedroom in an existing home for habitable space for which it was intended.

Break Out Group 2:

Summary:
- Do surveys to collect information on barriers to development.
- Higher requirements for accessibility (e.g. 20%) for all construction, including single family subdivisions.
- Special financing to rehab houses as accessible, fast-track approval of permits, pre-designed improvements
- Remove zoning and/or standards, such as setbacks, height maximums, floor-area ratios, parking minimums
- Encourage missing middle housing (4-6 units)
- Adaptive re-use policy.
- Floating homes and floating home marinas.
- Continue the state incentives for ADUs (reduced fees, numbers, standards)
- Liberalize septic requirements
- Pre-approved plans for ADUs
- Allow more than one ADU and Junior ADU per parcel (one per acre)
- Study the barriers to farmworker housing
- Put housing on county, state, or federal land
- Allow trailers, mobile homes, manufactured homes, tiny homes

- Allow churches and other religious institutions to run programs
- Communal housing/rooming
- Does the County do any surveys to collect information on barriers to development.
- Higher requirements for accessibility, for all construction, including homes in single family subdivisions.
  Is it possible for the county to make the percentage more than the state, like 20%.
- Offer special financing to rehab houses as accessible, fast-track approval of permits, pre-designed improvements
- Remove all parking minimums
- Charge for street parking
- Require active ground floors
- Remove all the zoning in the urban areas, so it's all mixed use.
- Encourage missing middle housing (4-6 units); can we fast-track those permits, allow manufactured fourplexes & sixplexes (county is more restrictive).
- Allow more pre-manufactured units
- Special assessment districts around transportation and the rail line
- Remove minimum setbacks
- Allow single stair construction (don't require elevators above certain stories or second stairs)
  - would need to have accessible units on the ground floor.
- Remove height regulations and floor-area ratios to fit more on lots.
- Allow alleys, street trees and parks,
- Adaptive re-use policy.
- Encourage back alleys and parking on back alleys.
- Promote/allow developments where you don't own a vehicle.
- Floating homes and floating home marinas.
  - Good for sea level rise.
- Continue the state requirements for ADUs (reduced fees, number)
- Environmental Health is too restrictive on septic systems, liberalize requirements
- Pre-approved plans for ADUs
- Allow more than one ADU per parcel (one per acre)
- Study the barriers to farmworker housing
- Put housing on county, state, or federal land
- Allow trailers, mobile homes, manufactured homes, tiny homes
- Allow churches, etc. to run programs
- Communal housing/rooming
- Allow more than one ADU and junior ADU

Break Out Group 3:

Summary

- Increase density
- Funding to subsidize
- Reduce permit fees

- Tenant rights supports
- Enforcement of Rental Properties and Landlord Fair Housing Discrimination
- Build more affordable units
- Tax second units and empty homes
- Ease rebuilding after disasters
- More supports for those living in cars and camps vs enforcement
- Build on public land
- Establish and expand affordable housing trusts
- Remove barriers to homeownership
- Relax development standards that don't impact safety, increase density
- Simplify regulations
- Outreach/interpretation of regulations that is not full of jargon
- County backed insurance for those that are underinsured or can't get insurance
- Provide waivers for regulations to allow rebuilds after disasters

Notes:
- Have limited land and use to the best of ability. REzone for higher densities. A funding source to subsidize homes, national or foundations? Make it easier for people to build or add tiny houses on wheels. If the cost is $50K permit fees are too high. Some ordinances mentioned such as landlords paying assistance if house red tagged and accepting Vouchers need enforcement. KNow from experience, the homeowner/landlord can say no. Burden then shifts to the tenant and how to enforce it? No way of someone of modest or adequate means to enforce. Lawyers are $500 /hour and no legal aid society.
- The City of Santa Cruz funded an attorney and paralegal called tenant sanctuary to help tenants. County can fund something similar or County counsel to help.
- Important to have both enforcement and incentives created for landlords to follow procedures. Important for the County to look into and make a budget line item for the Board. Tenants rights union tends to help people and how can the County support that organization or another similarly modeled organization that can help with enforcement and incentives like relocation fees and such.
- Want To see the County support more project based housing - Jose Ave. apartments in Live Oak. Know that people from the shelters, Section 8 or project based wait list, see people move quicker on project based list than Section 8. Create and build more housing that is project based that is set aside for low income residents.
- Incentives to increase Section 8 housing options for availability and incentives for landlords to upgrade property to be S. 8 compliant.
- Housing taxes and policies to discourage second homes and empty homes. Policies to help ease rebuilding after disasters like grants. Redistribution of County funds for shelters and transitional housing. Shelters have term limits and are important to increase funding for longer term shelters and support based housing like SLEs, (sober living env.) domestic violence situation, veterans, disabilities. More supportive housing options for those living in cars, like safe parking areas,

provision of showers, etc. Supportive policies for transitional camps. A lot of enforcement of regulations that are targeting and making it hard for those in cars and outside to better situations.

- Optional wealth tax similar to donating to presidential campaigns to encourage those with more $$ to provide a county based fund for landlords like Section 8. Housing Safety night.
- Universal childcare grants take pressure off parents and universal community food distribution to help budgets and localize food production.
- What is going on in Lancaster in CA? Half an hour to get a new permit and each house is a net generator of energy.
- How about the county govt to encourage use of public land for affordable housing and build more affordable housing for the homeless.
- Also establish and expand affordable housing trusts. Santa cruz county can establish its own independent affordable housing trust funds,
- Policy makers can address the housing crisis by making additional capital investments In housing and taking related actions, for example removing barriers of home ownership and improving the low income housing tax credit program.
- Streamline permit process. Par 3 and news articles. Open space next to freeways and politics are frustrating. Part of the problem is suggesting policies - I have limited knowledge. Don't know what development standards are, don't have specifics of what current standards are. Relax standards, increase density, make it easier.
- Lancaster is an example because of the ease of permitting process that incentivized development. Explore what they are doing and take the best of those ideas and implement right away. Need solutions right away. Sense of urgency in getting tiny homes. Tiny homes passed several years ago, but policy didn't apply until today.
- Get a one or two page dossier on what the codes are and simplification. Takes a decade to learn. Pay a staff person to simplify documents for residents and the community at large. Valuable for topic and democracy at large. A way to make democracy stronger and translators needed to translate bureaucracy.
- Ex. non-conforming. What does this mean? Relax standards that don't impact safety.
- Fan of waivers and create a waiver. Septic tank issue after fire. Create a waiver exception that can be immediately applied. Geological surveys are expensive. Non-conforming issues when rebuilding after disaster. Cost-prohibitive. How to create a way to aim high with septic regulations but make it work for people. Apply on;ly to big new developments. Use a waiver for small families. Too much time and money.
- Public County insurance backed bond for those that can't get insurance.
- Think about geologic and safety, what is actually safe for homeowners vs paperwork. Not just an idea coming from powers that be.

Break Out Group 4:

Notes:

- Giving more opportunities to immigrants. Giving more opportunities to develop as people. Many times people don';t want to rent to us because they think they think we won't be able to pay rent. People are not trusting our capacity to pay our rent, and we need these opportunities.
- People that are new immigrants (I work with them in a welcoming network) and I have seen it is very difficult to house folks. I think we could specifically create transitional housing reserved for people new here until they get settled in.
- Making information readily available, especially fir first time home buyers is essential. In my experience, -measure J- we applied, we were told we qualified, and then we were told our credit is not good enough. Low income people tend to struggle on credit more education needed on how to build credit, and also more education on how to take the steps to buy a home.
- We need to keep in mind that we are facing a climate crisis and we have short supply of water. I'd like to see new housing be environmentally friendly, with solar panels, rainwater collection, gray water, trees planted for the number of units built, electric chargers, parking for bikes. Try to do what we can to help housing not have an environmental impact. Zoning and funding. I would like that to be a requirement for new housing. New housing has to be solar ready not to have solar installed, but that should in the regulation - to have it installed.
- Larger rooms for families. Parents with kids. So they have an opportunity to grow and grow healthy. My sister- rooms are tiny, and paying 2000, and the kid's room is 6 feet! Does not have space to grow in a healthy way. They are so cooped up in there. → solution: standardize a size room, for example 20 by 20 (policy).
- One way to address crowding is the size of rooms, as we mentioned, being regulated but we still would need to resolve the issue of ppl having to crowd into the rooms.
- Build more housing. Make it affordable.
- Immigrants need more opportunities. Stereotypes. We apply and they see us and give us less of a chance. As wi. Said, rooms are too small, like closets. Barely a twin bed fits. I agree with the idea of a standard minimum sized room. Sometimes when people need rent, (public) the county is requiring a room per child. Why can't kids share a room with boys and girls? The rents go up but wages don't. We need wages to go up. It is essential. I have heard from family and friends that when they want to buy the requirements make you not qualify, credit, or mixed status. You have to be a citizen or resident, and I think any family regardless of immigration status should be able to buy. When we get housing the rents hike - so we need rent control, to regulate year by year how much it can be raised per year. Because now it's at any time. My brother's heating broke and the landlord said do you want me to fix that or raise your rent?
- Another barrier is first last rent and deposit. A lot of money. Don't require that. Maybe don't require last months. Or if it is housing publicly supported that does not require any of that.
- I used to work in a facility- mental health etc. Being able to pay rent at all is hard. Partner up with churches in community first and last rent. The state could partner with foundations, churches etc to continue to provide this kind of support.
- Stop charging people for all the applications. Pay one and standardize it. Because we end up partying over and over, and they ask per person. It adds up and is alot of money for me and my family.
- I don't think one should pay any application fees.

- Make a cap on how high a deposit can be (8000$ real story- a place is still empty because no one is going to pay that)
- We need to address that silicon valley folks with very high incomes buying up the area.
- Within the Urban Services Line: Create a missing middle activation program which could include
    - Reaching-out to small developers with invitations to work in Santa Cruz County
    - Offering streamlined approval for 4-8 plexs when building on a formerly SFH lot, allow 4-8 plexs in all zones.
    - Offering ready made plans and designs and allowing manufactured/mail ordered/pre-fab construction.
    - Removing the most common building restrictions that create barriers including: double stair requirements, parking requirements, setback requirements and FAR requirements.
    - Providing specialized financing for this type of construction.
    - Use a special assessment district in an .5 mile radius from the rail line to encourage any empty/low use lots to build and upgrade.
    - Ensure large developments are centering walkable, community based neighborhoods by requiring:
    - Active ground floors with multiple, small fronts (i.e. ensure that one block isn't taken up with one large purpose and that we prioritize spaces that will be filled with local businesses/uses, not large chains), street trees, and facades that promote sociable atmospheres parks and pedestrian only areas protected bike parking back alleys for delivery and loading parking maximums
    - Create a street parking program (i.e. charge $$$) that will not only pay for itself, but also provide revenue for a waste disposal, day-care/day room, bathroom and shower facility for community members living in their vehicles.
    - Approve as much housing as possible along the rail-line, remove all parking requirements from this area, allow housing with car-ownership restrictions
    - Remove # of ADU restrictions and the requirements for sewage hook-ups, electrical and the concrete pad for tiny homes.
    - Encourage reduced street widths, and ensure new street scapes are aligned with vision zero principles and the active transportation plan.

- Outside of the Urban Services Line:
    - Allow off-the-grid construction (see above for creating a county refuge disposal facility), use fines for improper disposal.
    - Allow manufactured/mail ordered/pre-fab construction.
- You've really been doing a great job facilitating the Housing Element Community Meetings, thank you for your work.
    - There are a few things I think are very important as we strive to become a more dense infill rich community along transit lines, which I feel we need to do. I am going to describe my feelings about something that is a little esoteric to many people.
    - We live in a society that is largely disconnected from nature, where we see ourselves as 'using' nature for our benefit, but not interconnected with nature. Because of our

disconnect, we have largely lost the ability to hear the quiet voice of wisdom that nature has to offer to us. We jump on our mountain bikes to ride into nature, or hit the trail to get our miles in hiking or running, but for many, it is an activity that has bounded intention.

○ When we slow down and commune with nature, just breathing, watching, and listening, we learn a whole new language! And when we are struggling, we receive great healing from our communion with nature. A great percentage of us have lost this practice and the awareness, groundedness, and brilliance this communing brings. Our children are desperate for something they have no awareness of even exists. Children's brains develop far more neurons when they have this opportunity. Our most vulnerable communities of color and those facing economic hardship, in fact most of us today, are just trying to survive at a time when slave wages are pervasive in our community and country. With automobiles as our primary form of transportation that isolate us while traveling and the design of so many developments being constructed as 'isolated compounds' rather than connected communities, we have lost empathy and awareness and connectedness with each other and nature. It doesn't have to be this way.

● Why is this important to our housing discussion?
○ It is critical that, as we build MORE dense infill housing, we prioritize BOTH public transit AND housing developments and urban design that, by design, encourages connectedness within the community (commons, welcoming plazas, and walkable streets). AND we need to prioritize including wild urban spaces, urban forests and community gardens throughout which are easily accessible to the people who live in these communities. Our brilliance comes in great part from nature and wilderness and interacting with the natural cycles of seasons. Large developments with sterile playgrounds and highly manicured landscapes that say 'keep off' do not inspire brilliance or discovery, and while they may be easier to tend to, we imprison ourselves and our children in spaces that keep us stuck and do not inspire inquiry or adventure. For families whose lives are harried as parents rush to drop kids off in the morning, drive an hour or more to work, and then after a long day at work have to drive another hour or more to then have to pick up kids, shop, cook, clean, etc. parents may not have time to take their kids to a designated park. And today, our streets are no longer safe for our kids to walk and play in them as they once were. These things must change. To save our environment, our kids must be and feel that they are a part of nature. To have empathy for others, our kids need to feel they can easily connect with those they live around and see every day. When we learn to hear the quiet voice of nature speaking to us and feel empathy for nature, we have empathy for each other!

○ We CAN build urban communities that connect us to each other and nature, but it certainly is not the cheapest route. Jane Jacobs said that a vibrant street life, where kids are playing in the street and people are watching the street life even from the upper stories of a housing unit, then our streets are safer. Jane Jacobs also researched and noticed that communities that value the vibrancy of the current community as they plan
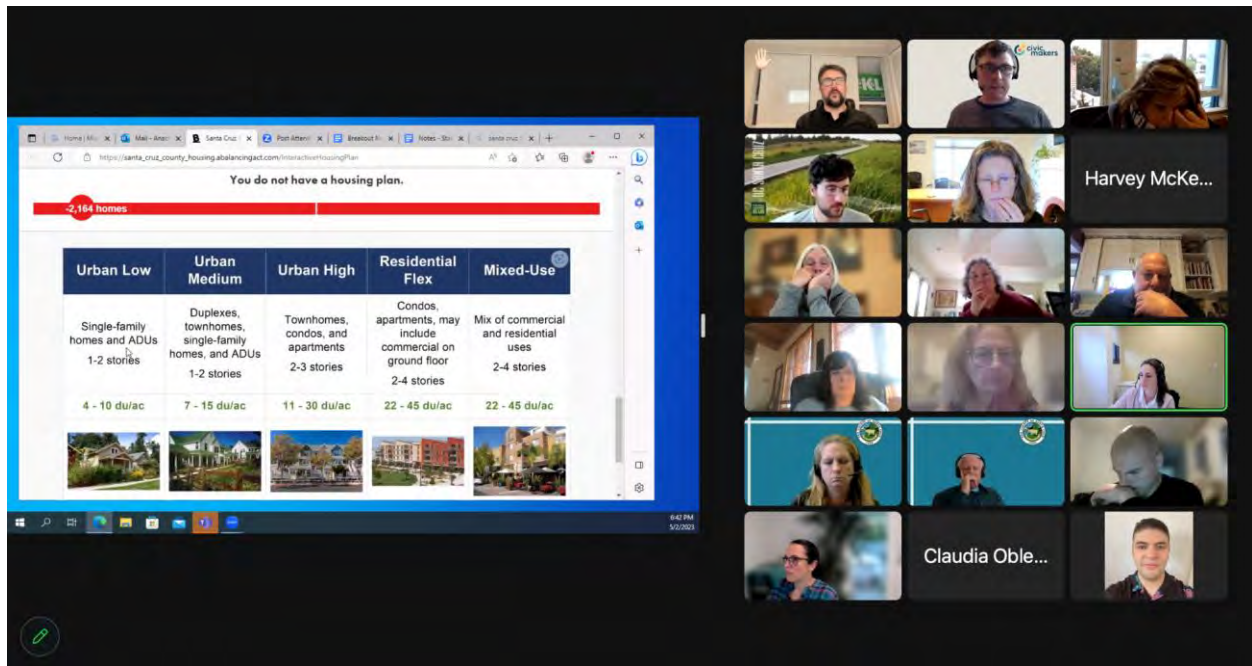
to grow, tend to become more vibrant and thrive. Those communities which avoid including and steamroll the sentiments of the public, tend to fail. Jane Jacobs was a brilliant activist who saved several vibrant neighborhoods from being torn down to make way for highway expansions that cut through neighborhoods. Jacobs opposed the large 'projects'. Idealized by a few powerful white influencers, they ended up being huge failures in America, many were torn down as communities spiraled festered without the natural vibrancy that developed over time in cities that had an organic street life where people interacted with the buildings. You can see a fantastic video bio of Jane Jacobs here.

○ We really need an overall urban design which prioritizes ways of making our streets safe and our communities more connected, as communities were once built in the United States, rather than piecemeal housing developments! There have grown false dichotomies of YIMBY and NIMBY, where one side points at the other vehemently accusing the other as being wrong, claiming one is building everything everywhere as much as possible or building nothing ever! I believe, if we open up to listening to one another and try to understand the other's perspectives, we might find a majority of us have more in common than we think. We can grow our community together in a way that is more positive. Despite my support for building dense urban infill along transit lines, and my past involvement in building dense infill, my comments about building connected communities are waved off by some as a problem they do not want to engage in discussion. In a fervor to build as much housing as fast as possible, some groups are happy to build concrete 8-story all-affordable apartments where childcare for the kids living in the building get to spend their days in concrete curated boxes with no sense of home, garden, or natural wilderness whatsoever. The poorest folks will use these facilities and be told they are lucky to have on-site childcare! This is a huge mistake. These highly built structured environments tend to reinforce anxiety. Our kids need to be able to engage daily in the discovery that can happen in gardens, wild parks, and welcoming backyards. Most children, and adults for that matter, are better able to unwind in natural settings. The built or structured environment can actually be subconsciously stressful and anxiety inducing. Our brains need the complexity of nature. Kids raised most exclusively in a manicured environment

○ To offer some context, I have a master's degree in physiology and I specialized in biochemical endocrinology. I studied German and opera in college and beyond. I've worked as a college professor and in the medical field for decades. I grew up on a family farm and spent a lot of time riding my horse on acres and acres of neighboring ranchlands that are now subdivisions. As much as I am a country mouse, I appreciate the importance of densifying our cities, stopping sprawl, as well as preserving our rural areas and farmlands. I believe that it was my growing up on a farm and having easy access to nature, even when I lived in the heart of San Francisco as a child, that attributed to my ability to hear and know things about what is going on with our climate, the health of our forests, our oceans and so much more, because I regularly communed with nature.

○ One other thing, an increasing number of developments have been built with surrounding perimeter walls and 'entry' doors that are inaccessible to outsiders. Without a way for

people to naturally interact, people take on a more 'institutional-protective' position and tend to turn away from rather than turn towards each other. There is less of a natural inclination to connect when everyone is locked up in their spaces and there isn't a commons where people are likely to congregate. Inaccessibility is a problem for deliveries and canvassers who are working to get out the vote in person.

○ Below is a link to a report on a housing development project I saw in the paper today that I think is just horrible! Not for its density, but for its institutionalized feel, stark walls, no real commons. It is close to Arana Gulch by foot, but the building itself looks like a big business district workhouse.

○ Is this development a done deal or can we provide feedback at the county/city level that might help change the poor design of the structure? We need to create beautiful connecting places.

○ https://www.santacruzsentinel.com/2023/05/04/santa-cruz-new-mixed-use-development-planned-for-soquel-avenue/

○ One of the reasons our planet is in such bad shape is because people are SO disconnected from nature and from each other. We are not going to shift away from our problems until we get more people to understand this.

Meeting 4 Stakeholder Group - May 2

Full Group Notes

- Wasn't present last week. Policy on taxing units to keep things affordable for buyers for 4+units. Confused about policy suggestions. How is this more affordable?
- Wasn't in the break out group. But I think it should include vacant single-family homes. Only allowing wealthy to have carve outs does not affirmatively further fair housing.
- clarifies taxes for vacant units.
- educating the community about the value of high density housing. Historically SCC did not have high density but the County needs to provide education about benefits of density.
- ensure these suggestions are not made by the Housing Authority and do not pertain to the Housing Authority.
- better education and outreach about ADUs.
- PG&E streamlining but the County generally doesn't have authority over PG&E. challenges with this idea.
- Has the County considered eliminating density counts? In 1990 1 acre=$1M today 1 acre=$5M but costs have increased a lot. Where is the incentive? Care more about units than height. Unit count pays for the cost of the project. Is this under consideration?
- Everything up for consideration. Reason for focus groups and input from groups. Next meeting engaging in prioritizing type exercise. See if that suggestion gets prioritized.
- Has County considered whether underutilized commercial tracts of land that can be used for housing? AB2011 allows for streamlined processing for underutilized tracts of commercial land.
- Taller buildings, 4 stories + FD needs a ladder truck and a lot of rural stations don't have this equipment.
- discussed with FD 3 & 4 stories and not unusual for FD to have a constraint on density from the Fire Chief due to equipment and associated training. Need State assistance.
- There is an alternative to ladder trucks, build a ladder on the building. Ladder trucks are becoming more common.
- If real constraint needs to be in HE because it will reduce ;the number of developable sites.
- What about tax incentives for ADU-builders similar to the tax incentives given to people installing solar?
- Does an owner who converts or adds a 2nd floor for an apartment count as an ADU? If not, that might be another idea.

Balancing Act
- Are all areas not within the 1-7 locations off the table? Is that because they are not close to services?
  - Aptos, Watsonville, Felton … larger areas (up from SC going towards Davenport)
  - Discussion of urban services line - increase infill development in urban services lines (road, transit, services)
    - Limitations on water and sewer
  - Balancing act: mountain areas, rural areas, etc…
- this is all for current zoning, is that right?
  - Yes - it's about exploring the concepts

- ○ We don't have 4 stories now - but we can play with that concept in there (get public used to this idea)... housing along rail/trail corridor
        - ○ Where are we willing to go and not go? (some is current, some is speculative)
    - Consider the concept of "superblocks" for high density areas (what they've done in Barcelona)?
        - ○ Add to list
    - Pro-housing designation - is there a way to go above and beyond what's in there?
        - ○ If you have ideas, put it in there as a comment
        - ○ Suggest different sites
        - ○ These all won't require rezoning (so don't be worried)
    - YES! - share this with other people

Breakout Group Notes

Break Out Group 1:

Summary from Report-Back:
- Do not concentrate housing, spread it out
- Ag land - should be considered if considered less productive
- Pockets of rural areas - not ideal for future dev't (cost, logistics)
- Amesty Road area = potential new residential area
- Developers have sometimes created low quality housing and that annoys neighbors.
- Build dense near services & wherever you can find land

Break Out Group 2:

Full Discussion Notes:
- Put the PAR 3 site in Aptos in play—near shopping, transit, Cabrillo
- Disappointed to hear that County is not considering moving the Urban Services Line. Understands desire to have open spaces and protected areas. All for density and higher stories. Thinks there's room to consider beyond USL.
- School districts looking to build, can't qualify for permanent low-income housing in the grant-funding. Is there a way to support school districts building moderate-income housing?
- Can we support housing religious institutions' properties?
- County health and Human Services have large parking lots that could be used.
- Look for underutilized sites near large parking lots.
- Commercial buildings that are empty; convert more commercial buildings, in commercial districts and downtown areas.
- Distressed properties and motel conversion.
- East Cliff Village is ripe for redevelopment.
- Intersection of Soquel Drive/Freedom Boulevard. Land owner up above CHP by high school interested in developing with non-profit partner.
- Aptos, south of Soquel between Trout Gulch and Rio Del Mar exit that are vacant.
- Property off of 7th near Arana Gulch interested in developing
- Good with 4 stories (+3)
- 4 stories – Trade-off with USL boundary–public debate.
- Support 5 stories with setbacks and open space.
- Provide playgrounds and larger units for families (+1).
- Near certain services like childcare.
- Mixed use has advantages–shared parking is smart planning and
- Make sure childcare can be in that 20% of commercial in mixed use.
- Agree with locating units along our transportation corridors

Summary from Report-Back:
- Opportunity sites:
  - Par 3 - 13 acres & Aptos,

- ○ East Cliff Village, intersection of Soquel & Freedom (landowner is ready)
- ○ Aptos - South of Soquel between trout gulch and rio del mar
- ○ Property off 7th near Arana Gulch
- ○ Soquel Drive/Freedom
- Do we go higher within urban services line or go lower and then build out more?
- Schools need support for building housing
- Supporting 4 and 5 stories
- Mixed use development has advantages
- Provide playgrounds
- Units for larger families
- Shared parking
- Childcare (as a commercial use in mixed-use developments)
- More units on transportation corridors - better transportation

Break Out Group 3:

Full Discussion Notes:

- ○ Soquel and Thurber -- the county should know about the opportunity to build but I wanted to mention that space. Highest and best use probably be a senior community as it is next to the hospital. Also the stone house next door is 1 acre he wants to develop.
- ○ I believe that there should be educational programs to help people source grant money like Homekey or SBA loans to finance residential improvements for Hotel/ motels and older mobile home parks.
- ○ For new builds focusing on mixed use to support economic growth as well.
- Don't plan for housing in wildland interface. Build up in urban areas instead. Still recovering from wildfires. (+1)
- Be wary of building where the sea water comes in (tidal flows). Limit coastal development
- There is a lot of commercial property vacant on main corridors - could have high density infill… more units could be added. (+1)
  - ○ Portola from 41st to 17th - underutilized / vacant properties
  - ○ Cabrillo to 41st on Soquel Ave - large vacant lots
- SC county could Lead on AB 2011 - allows you to bypass the CEQA process… build projects quicker if labor standards are met
  - ○ Lead if tracks of land are there
  - ○ In America there's more retail space per person than anywhere in the world - we need to transition to living spaces (instead of ghost towns)
- Land Trust - I thought I'd be fighting against people wanting to put housing in the woods.
- CEQA - The environmental community here is in favor of streamlining environmental approvals
  - ○ Best thing that could come out of this process is housing advocates and environmental advocates to create a livable SC county. Not bad for climate change. Use infill constructively.
  - ○ Those existing environmental laws are getting in the way
- Racially concentrated areas of affluence - areas with lots of segregation.

- - City is exploring using SB10 - zone up to 10 units per parcel (2-10 units)… county could do that as well
  - We should be building high density (especially in major corridors). Larger buildings.
    - More space to do future cycles
    - Also cheaper
  - Question: Does the county have an SB9 ordinance - owner occupancy for ADUs
    - - yes… so that could be a good program to consider (relax requirement of owner occupancy)
  - Question: Does the county have guidance on how to use AB2011 (e.g. memos)
  - Lots of things we've been talking about are mappable parameters - develop a draft map that shows where parameters overlap (high likelihood of devt - talk with landowners)
  - Farmworker housing: there's a significant need to figure that out (+1)
    - Hard to put housing on land that's zoned commercial ag
    - Would be good to get a meeting of the minds between : landowners, growers, farmworkers
    - Neighbors get in the way (NIMBY, racism)
    - Where in south county: several locations are possible

Summary from Report-Back:
- Avoid wildland urban interface & coast
- Look at corridors for development (high density)
- AB2011 -
- SB - affirmatively further fair housing
- Farmworker housing (large issue, explore more)
- County shouldn't underutilize major sites - Future housing elements

Break Out Group 4:

Full Discussion Notes:
- Ready for taller, mixed use buildings that require less parking. Consider the climate. People shouldn't be stuck on transportation corridors. Locate within the urban service line and along the rail/trail line. People shouldn' have to rely on cars and have access to opportunity. Mixed uses so that people can shop, buy food, community centers. Walkable and/or transit.
- Density is important but also having access to green spaces is a necessity especially for families. Dystopian if concrete all day is in view. Mid-Pen development has a clinic and housing next to school is a very ideal situation for development. Along a transportation line, clinics, schools, centralized location and built with community in mind. Great type of development.
- Mixed uses. Live Oak area a good location for type of development modeled on new Mid-Pen project. Interested in more information about this project and community feedback.
- Mixed use. Agree with Kyle to have a good balance. Residential needed. Mixed use is 80% res. And 20% retail. 100,000 sq. ft. building requires 20,000 retail. Too much retail and challenge for

residential. Focus now is residential. Anything over 4,000 sq. ft retail is tough and needs a flagship tenant. Not great for mom and pop.

- Own East Cliff Village off 17 and East Cliff/Portola and is 5 acres. Can do 200+ units, but would like to do 1,000 units. Willing to intensify.
- Par 3 site - vacant land on HWY 1 in Aptos near radio towers. Privately owned open space. 90% has to be open space. But if rezoned it would be nice. Next to the senior living facility. Doesn't have to be full developed, can leave green space and leave creative ways to encourage open space.
- Height cap is 4 stories, but another story has a higher trade off for more open space. Public plaza for every project.
- Strawberry Fields site zoned ag. How does the County feel about converting Ag lands? 30 acres. Willing to discuss rezoning?
- Soquel - transit oriented developed area and along rail corridor.
- Fan of more housing. Want to ensure people have access to resources. No food deserts. Create a 15 minute city. The taller you go, the more open space you can preserve. Single family everyone gets their own private space, but larger communal spaces.
- Economies of scale. 276 units on 1.1 acres in Santa Cruz. 1,000 units on 5 acres in a 4-5 story building. 7 units per acre is single-family development. Townhomes 20 units/acre. Efficiencies if allow more units per acre.
- Having many people in a condensed area is concerning about utilities. Can water handle that many people? Roadwork and replacement and environmental impacts. Can we handle that many people? Parking impacts. A lot of people come from over the hill and work from home. Can we handle that many vehicles in one area? Don't want to build more parking, plenty of parking already. Multiple vehicles per home and where are they parking? Can the County handle that many people in one development? Trash collection.
- 200 up to 1,000 units is a large leap. Turning old commercial buildings into units ie malls into housing. Using what is already there.
- From schools perspective and utilities. There is not enough housing for utilities. Opposite problem. Proposition 13 the new buildings bring in money that can fund infrastructure investments. Utility provider has to upgrade. Has full confidence in the City to do this, but is not sure of the County process. New development brings in funds to pay. Existing landlords don't bring in taxes to pay for utilities. Explore what was done in Emeryville. New buildings for people who already live here, ex. 5 people per 1 bedroom and now can move within the County. Point of exercise to figure out where we want it.
- AB2011 takes commercial and can now build residential. Requires prevailing wage. Have to pay set prices and increase cost by 30%. Interesting law. If a site designated by a HE, disqualifies for AB2011. More density vs. development.
- Utility capacity, need some sacrificial sites and talk with utility providers to ensure capacity. Trash building designed to take care of trash and water, etc. Ex. brewery uses a lot of water, gym, etc. The new construction has water efficient fixtures and can use less water than existing uses.

Summary from Report-Back:

- Need/ readiness for taller mixed use building
- Less parking
- Transportation areas/ rail/ trail (less car)
  - Promotes mixed use
- Access to greenspace
- New development (missed name) is good to emulate
- Mixed uses: more residential should be favored over mixed uses.
- Eastcliff village → let it go to 1,000 units
- Par 3 site (next to senior living) - could be rezoned to residential, but keep open space
- Build higher if there's open space
- Question: how does county feel about converting ag land to housing
- Concern: Utility
  - Can trash handle this... ensure utility provider is included in discussion and funded
- AB2011 - spur development around commercial corridors
- New dev't will bring in funding ... will redistribute people who already live here (relief to existing residents)

Meeting 4 Community Panel - May 5

Notes
- I think this is perfect! Thank you for being conscientious!
- Housing aid to new immigrants.
- Thank you for including all these great suggestions. +2
- There is no consensus on rent control. Also liberalize geological requirements. allow more adu's per parcel (+1).
- Under "#1 Increase funding to subsidize affordable housing" can we include (but not limit it to) bond measures and transfer tax? Did we include re-zoning for increased density? Could you provide us with examples of these types of developments around the county?
- Look at examples in presentation and on the Balancing Act for basic density levels and examples. Residential Flex is new zoning district so not many examples to date. The new Mid-Pen development on 15th and Capitola is like Urban High development. Another example in Watsonville by Mid-Pen as well.
- Nice to know these types of development are already in the County.
- SFH = single family home. Why are we not considering 6 stories? +1
- Recommend if this is what you want to recommend. Community has been reluctant to grow too high and too dense. Trying to break down reluctance and take an incremental approach for community acceptance. That's why 3-4 stories were suggested.
- Why was most of the County left out?
- Measure J protects ag lands. Areas are forested and disconnected from the urban service areas where it would be very expensive to extend services. Geological constraints.

- Will Always project a certain number in rural areas but will keep the level of development lower. Concept in GP to build housing in areas where there are urban services and transportation. More infill development focus.
- Another consideration is that it is considerably more expensive for our county to provide infrastructure to more rural areas which undermine resources to the entire county. +1
- I also think it's important to have housing along a transit corridor for people without cars. +3
- So could that be built in, the incremental approach, with the goal the bigger change? (In our suggestions…)
- Participants can suggest an incremental approach and it's okay to say comfortable with 5-6 stories and doesn't have to be incremental. Looking for what the tolerance is. County doesn't have endless amounts of urban land due to requirements to protect ag land. Make efficient use of urban land.
- It is a nice development - and we need more traffic calming now as in this area as traffic has become more heavy and aggressive. Density is important, and ensuring we calm traffic as we all grow in transit. +2
- Alternating styles and different ages of housing, a variety, gives more appeal overall. And I forgot to mention urban forests and urban wild places
- How will the tool be used? Is it a form of feedback? How can we add sites and push the envelope so it's not watered down. Ok that 6 stories need to be built is important.
- This tool is one of many ways to communicate thoughts on the Housing Element. Visual interactive opportunity as one of many forms to communicate with County staff and decision makers. Other opportunities include writing comments, attending meetings, and visiting the webpage including the interactive tool. Three community meetings; May 15, May 31 and June 28. Ultimately decision-makers make a decision. Keep in mind HCD dictates the number of units the County needs to plan to accommodate.
- This group and stakeholder group are going through a very focused process and at the end of meetings a report will be generated with comments and priorities identified. Intended to be a public document that is attached to the Housing Element. Suggestions the form policy changes will inform policies in HE including where and what kind of housing. What you are doing is above and beyond the general public. Website best way to keep tabs on what is happening. Lots of opportunities for input. Focus group input will stand alone.
- Will there be Spanish-language interpreters at the community meetings?
- Yes. Real time translation will be provided.
- Will you be sending out invitations with details for these events so we can put it on our calendars?
- Clarify who is in the stakeholder group.
- Stakeholders serve the community, school board leaders, people who set aside work time to participate in the process. Both groups are meeting in person next week.
- Great interactive map. Excellent. Number 2,164 is half the RHNA numbers. Where are the existing zoning homes going to be built? Can't get to full 5,000 on Balancing Act. Took builders over 15 years to get one project built. Can rezone up to 10 stories and doesn't mean it will get built. Prioritize the kind of housing that can be built in the next 6 months, 1 year, 2 years.

- Tool to get people to think about the other half of the units. Won't all be about rezoning. May be residential flex, or medium density. Trying to get feedback.

Break Out room Notes

Break Out Group 1:
- Near Capitola Mall 41st and 37th 38th st there's alot of space to build housing. Similar to what is being built Capitola road, 4 or 5 floors.+1
- It may be something to evaluate. A lot of pushback may come, but 6 stories is not that high. I think in Felton, and Scotts Valley, anywhere near there and making high density housing. I know there is measure J and agriculture zones. Also northern county, davenport area. Near Watsonville. One or two high density developments in each of the areas would get us closer to the goals. 100% low income income. High income will always find ways to make it happen. Low income needs full community support.
- It is too technically difficult to and too digital to try to apply for affordable housing and it needs to be more accessible for families and immigrants. I want 100% affordable housing with high density. We know a lot of people need housing. People prefer a small apartment than living in their a car. Our children need dignified housing. Focus on their homework, access internet for school, have a warm bath, eat at a table, etc. we need to build densely and affordably and make it easier to apply for us. Many people don't have dignified housing.
- I resonate with the idea of building high density housing for more people. 100% affordable.
- Small places where low income housing could be built. Habitat program. Problem: if you aren't a resident and i know a lot of families that want to apply. Prohibit empty homes and give us the chance to have housing - those of us who don't have citizenship or residency. +111

Break Out Group 2:

Summary:
- Well designed multi-family on transportation corridors
- Build a wide variety of housing all over County
- Broaden outreach to more diverse groups
- Build housing on public property
- Focus housing near schools
- County staff overwhelmed which stifles creative policy

Full Discussion Notes:
- Grew up in rural env. On a family farm. Accustomed to rural environments. Aware of the critical need for density to create 15 minute walkable communities. Locate between 5-15 minutes of bus and rail line. Rail is targeted as part of the state rail network and gives people more access to jobs in County.
- Well designed multi-family on transportation corridors
- Kind of units: Seen horrible SFH developments and seen beautiful multi-family and everything in between. Critical in creating development. To create communities that naturally encourage

people to interact. Concept of the "third place" that people don't have to feel stuck in units and feel connected. REgardless of stories, 3,4,6 there is good and bad design. Like the idea of multi-use bc naturally builds in opportunity for people to walk. Wh

- When knocking on doors for ballot measures experienced large structures that are difficult to access and disconnects people. How to connect people.
- Build a wide variety of housing all over County
- In the last week he has been to 4 different states with all kinds of housing policy. SCC is unique in the country and why such divisiveness on housing and transportation. Consensus of people who don't want anything built. Housing policy is so bad. If limited to transportation corridors will further limit housing. Once in a generational opportunity due to low interest rates (0-2%). Last five months interest rate increase. If can't build at 2% can't afford to build now or maintain. Better job at utilizing existing housing stock and instead of trying to build in a limited area. Focus on building more housing near schools. People in Scotts Valley have a different idea of housing that students at Cabrillo or in the ag industry. Can't limit types of housing. Reason why the State is starting to strip local power. SB9 state ruled out County defn. Or urban area and made it into a neutral defn. Of urban areas as defined by the census bureau. Some multi-family units are fantastic, particularly more ADUs and tiny houses.
- Broaden outreach to more diverse groups & build housing on public property
- For a successful housing unit allocation the government should conduct a thorough assessment and consultation from different people based on their race and economical classes. I think the relevant authorities really failed on this. More housing units should be built on the community designated land. I.E schools and parks
- Focus housing near schools
- Likes the idea of focusing around schools especially with lots of students. As population declines there may be retooling of where schools are. Want kids to be safe and close to schools. Schools, parks and anything kids need access too. County has moved away from safe streets so kids can bike to school.
- County staff overwhelmed which stifles creative policy
- Danger that staff are overwhelmed with so much work and hard to keep up. Literally copy policies from other areas that don't necessarily work. Ag area next to silicon valley. Keep an open mind where to place housing. All kinds of housing - apartments in transit areas; tiny houses and ADUs in residentially built out areas.

Break Out Group 3:

Summary:
- Put housing long highway 1, Soquel Drive, along the rail corridor, 41st /Portola, Good Shepherd School, East Cliff Village, Mattison Lane by Sheriff's office
- Support planned traffic improvements along Soquel Drive
- Don't want to encourage more cars (traffic); encourage people to use transit
- Need to improve our public transportation
- Ok to build higher, could go to 3 stories; also support for 4-6 stories with elevators

Full Discussion Notes:
- Put housing long highway 1 and Soquel Drive
- Along the rail corridor.
- 41st / Portola–there's so much business at that corner. Maybe there's potential area at that intersection, and along Portola
- Soquel area/Good Shepherd School that is empty
- East Cliff Village shopping center
- Mattison Lane in Live Oak (vacant land) by Sheriff's office
- Soquel Drive (even though there is traffic)
- Don't want to encourage more cars (traffic); encourage people to use transit
- Need to improve our public transportation
- Ok to build higher, could go to 3 stories.
- Lumberyard site along Portola.
- 3-4 stories, maybe 5-6 if you have elevators.
- Think of future transportation
- Glad to hear of Soquel Drive improvements
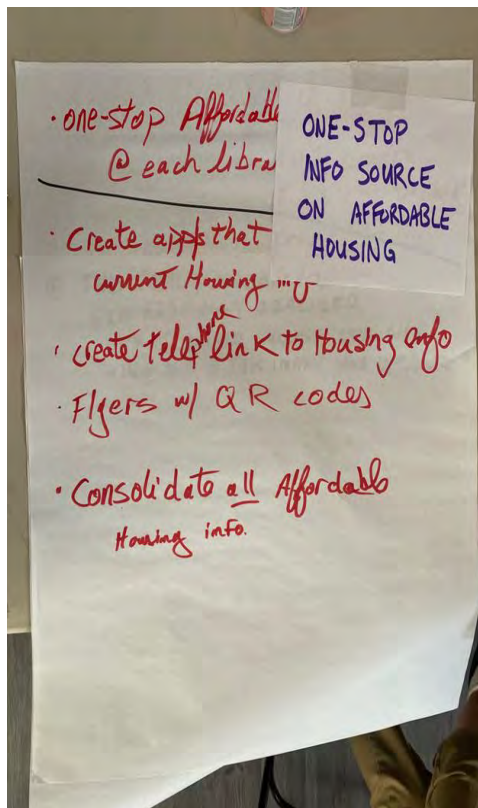
Break Out Group 4:

Full Discussion Notes:
- Develop Par 3
- Increase density on Soquel Drive and Avenue
- Tall buildings get push back from angry neighbors because of the loss of light
- All of Live Oak should be rezoned for higher density
- Pure Water Soquel property near 7th and Brommer should be considered for HD development
- If a mixed-use project is not successful in attracting commercial tenants can the unused commercial be used for residential without rezoning? If not, then the codes need to be amended to accommodate residential without rezoning
- Mixed-use needs smaller commercial spaces to attract small merchants
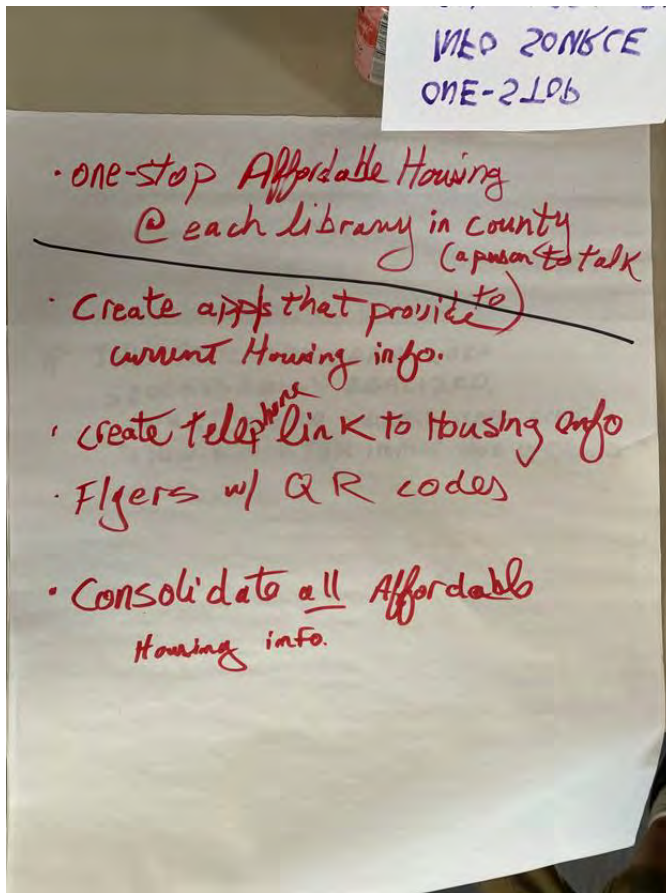- Remove or reduce parking standards where transportation routes exist

Meeting #5 Stakeholder Group and Community Panel - May 11

Break Out Group 1 : One stop info source on affordable housing / affordable-only developments

- One-stop Info Source on Affordable Housing
  - One-stop affordable housing information at each library with one person present to explain once per week;
  - Create an app that carries current housing information;
  - Create telephone link to housing information
  - Create flyers with QR codes
  - Consolidate all affordable housing information from all County cities
- Affordable Only Developments
  - Rent to own
  - Sweat equity projects
  - More small units – THOW/ADU/studio and one-bdrm apartments
  - 50% affordable
  - More 3+ bdr affordable units

Images of Flip Charts:

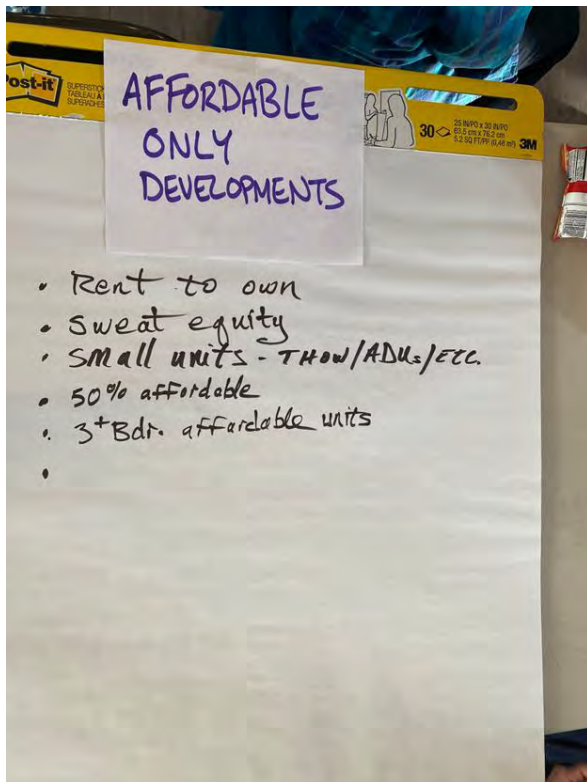**Break Out Group 2 : Where to put housing / Development along rail line**
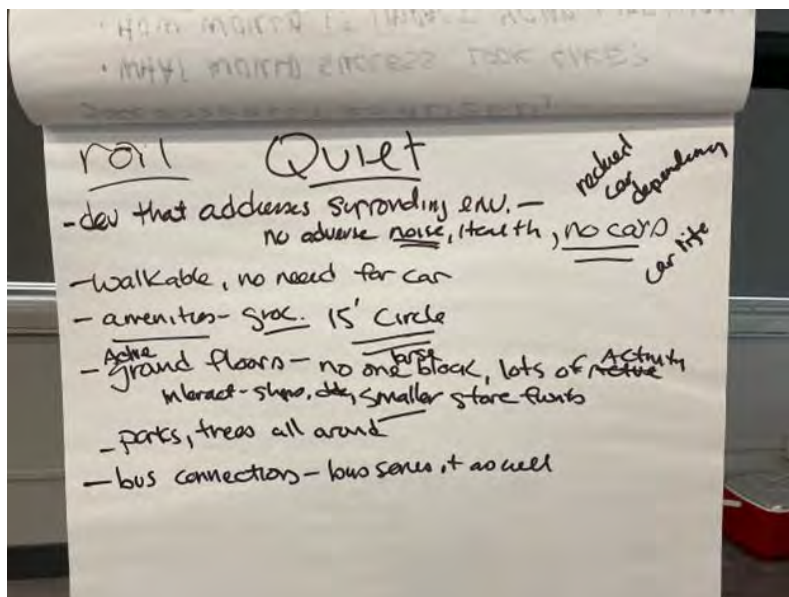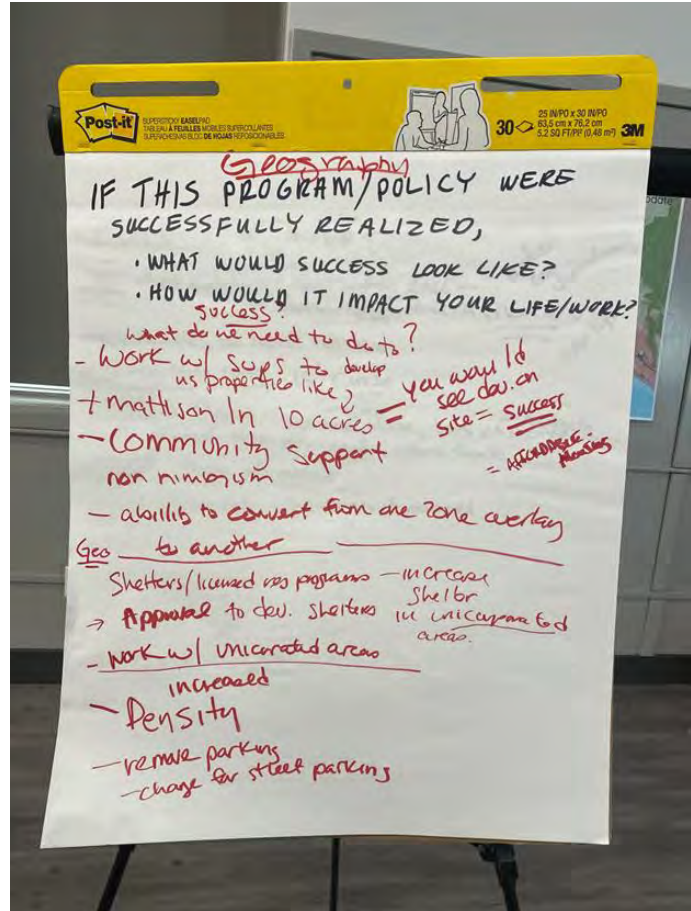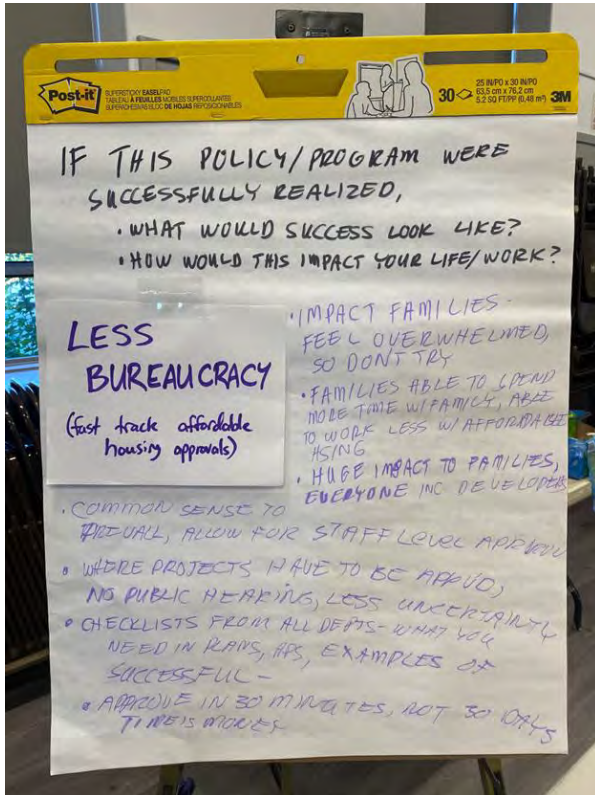
Where to put housing

- This included her desire to have the community be able to work with the Supervisors to identify properties in the County, like the Mattison Lane property (10 acre vacant parcel) for example, and to be provided with community support without nimbyism so they would see affordable housing development constructed on these identified properties. She wanted a cooperative process of property identification and Supervisor involvement and support and community support to achieve affordable housing development. That is success.
- Having the ability for zoning overlays to be converted from one to another to more easily support housing development.
- Increase shelters and licensed residential program locations in unincorporated areas in the south and the north part of the county, Santa Cruz and Watsonville areas. There are not enough of these facilities in the unincorporated areas of the County.
- Increased densities overall
- Removal of parking requirements to allow more housing
- Charge for street parking to discourage parking

Development along rail line

- What does housing location along rail mean? Is this train line or trail line? However, without fully knowing what the outcome of the voter decision was, in general, for housing development along rail to be successful the following were identified:
- Success would be development along the rail line that addresses the surrounding environment that does not result in noise, health impacts, or cars (reduced car dependency a car lite lifestyle ideally)
- Quiet overall - though they did not say their resounding and strong voiced QUIET! suggested quiet rail- this was the sense I got here only
- Development to include amenities such as groceries and shops within a "15 minute circle"
- Walkable development from rail to housing and shops without need for cars
- Active ground floor development with no one large commercial use occupying space
- Lots of activity in development with a variety of shops, doc offices, smaller store fronts, but essentially vibrant activity use areas in 15 minute circle
- Development includes parks and trees all around
- Bus connections available with bus service that fully supports access
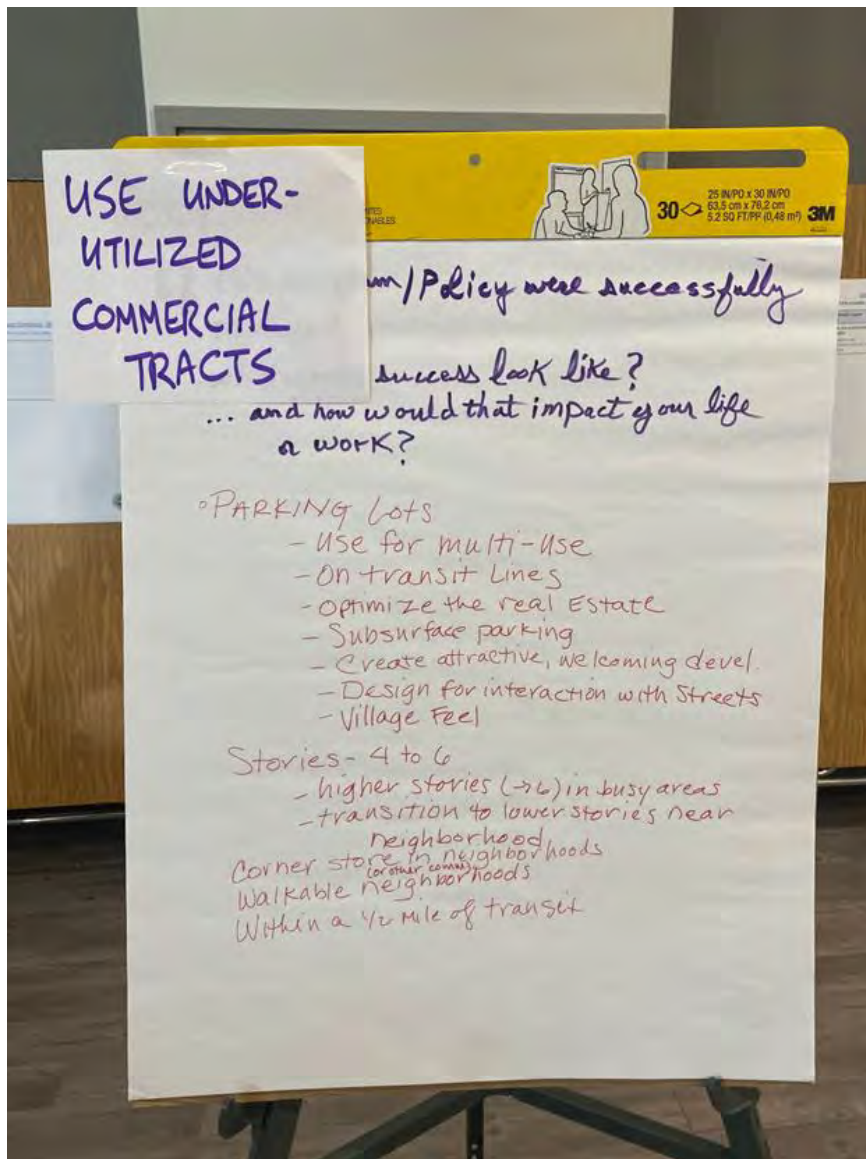
Images of Flip Chart

civic makers

Flip chart 1:

IF THIS POLICY/PROGRAM WERE
SUCCESSFULLY REALIZED,
- WHAT WOULD SUCCESS LOOK LIKE?
- HOW WOULD THIS IMPACT YOUR LIFE/WORK?

LESS
BUREAUCRACY
(fast track affordable housing approvals)

- IMPACT FAMILIES.
FEEL OVERWHELMED,
SO DON'T TRY
- FAMILIES ABLE TO SPEND
MORE TIME W/ FAMILY, ABLE
TO WORK LESS W/ AFFORDABLE
HSING
- HUGE IMPACT TO FAMILIES,
EVERYONE INC DEVELOPER

- COMMON SENSE TO INDIVIDUAL, ALLOW FOR STAFF LEVEL APPROVAL
- WHERE PROJECTS HAVE TO BE APPROVED,
NO PUBLIC HEARING, LESS UNCERTAINTY
- CHECKLISTS FROM ALL DEPTS- WHAT YOU
NEED IN PLANS, APPS, EXAMPLES OF
SUCCESSFUL -
- APPROVE IN 30 MINUTES, NOT 30 DAYS
TIME IS MONEY

Flip chart 2:

Geography
IF THIS PROGRAM/POLICY WERE
SUCCESSFULLY REALIZED,
- WHAT WOULD SUCCESS LOOK LIKE?
- HOW WOULD IT IMPACT YOUR LIFE/WORK?
success
what do we need to do?
- Work w/ sups to develop
us properties like?
+ matlison ln 10 acres = you would see dev on site = success
- Community Support = AFFORDABLE Housing
non nimbyism
- ability to convert from one zone overlay
Geo to another
Shelters/licensed res programs - increase
→ Approval to dev. shelters Shelter
in unicorporated areas.
- Work w/ unicorated areas
increased
- Density
- remove parking
- charge for street parking

Flip chart 3:

- HOW MIGHT IT IMPACT AGAIN ...
- WHAT MIGHT SUCCESS LOOK LIKE?

rail Quiet racked car dependency
- dev that addresses surronding env. -
no adverse noise, health, no cars car lite
- walkable, no need for car
- amenities - groc. 15' circle
- Active ground floors - no one block, lots of Activity
interact - shops, etc. smaller store fronts
- parks, trees all around
- bus connections - bus serves it as well

Break Out Group 3 : Use under-utilized commercial tracts

- Utilize parking lots along transit lines for mixed-use, allowing for sub-surface parking
- Create attractive developments and village-like communities
- Allow 4-6 stories (6 stories in busy areas and transition to fewer stories adjacent to neighborhoods)
- Encourage corner commercial in residential neighborhoods so people can walk to services
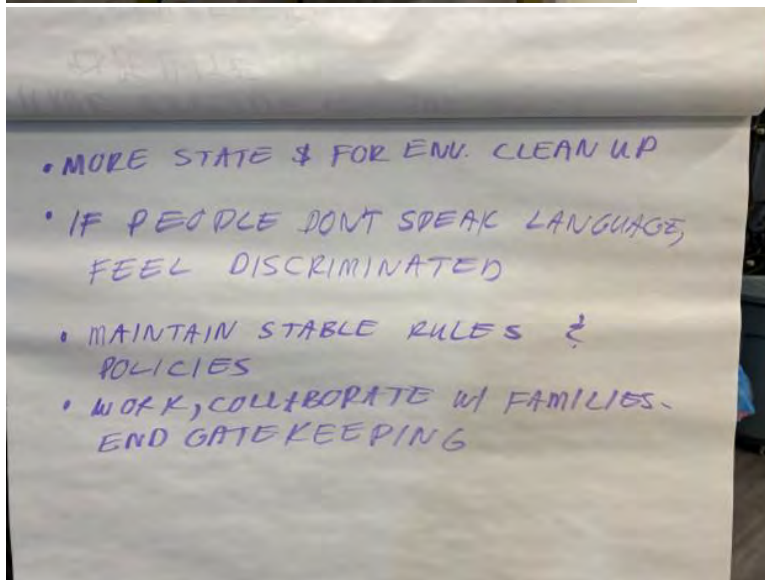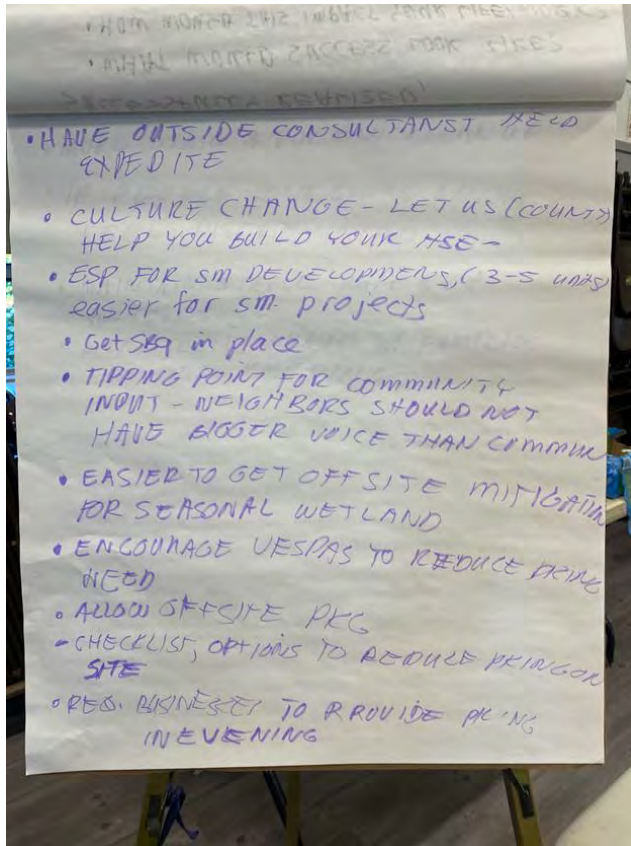
Image of Flip Chart

Break Out Group 4 : Less Bureaucracy + Fast Track Affordable Housing Approvals

- Overarching theme of the group was to change the culture of the permitting and application process, to work with applicants of all types and all project sizes (families, Spanish speakers, small projects/ developers with 3-5 units, and large projects by large developers)with a focus on collaboration, expediting the application process, helping people build housing.
- Making it easier to build housing, especially affordable housing, will have a huge impact on families, allowing parents to work less and spend more time with their families. Will also benefit everyone, including developers.
- Families feel discouraged and don't build housing because process is too difficult. Also, people whose primary language is not English can feel discriminated against.
- Whenever possible, allow-staff level approvals to reduce uncertainty in the outcome and expedite the application process. Consider appropriate threshold for public hearings - neighbors should not have a larger voice in project approval than the community.
- Provide a checklist with application submittal requirements for all approving departments, and provide examples of a successful application.
- Applications should be approved in 30 minutes not 30 days, and bring in outside consultants to assist if needed.
- Several comments regarding reducing onsite parking requirements - allow offsite parking, require businesses to provide parking for residents in evenings, encourage vespas, checklist of options to reduce parking requirements on site.
- A few specific suggestions- provide state funding for clean-up of contaminated sites, allow mitigations for seasonal wetlands to allow development on these sites, implement SB9
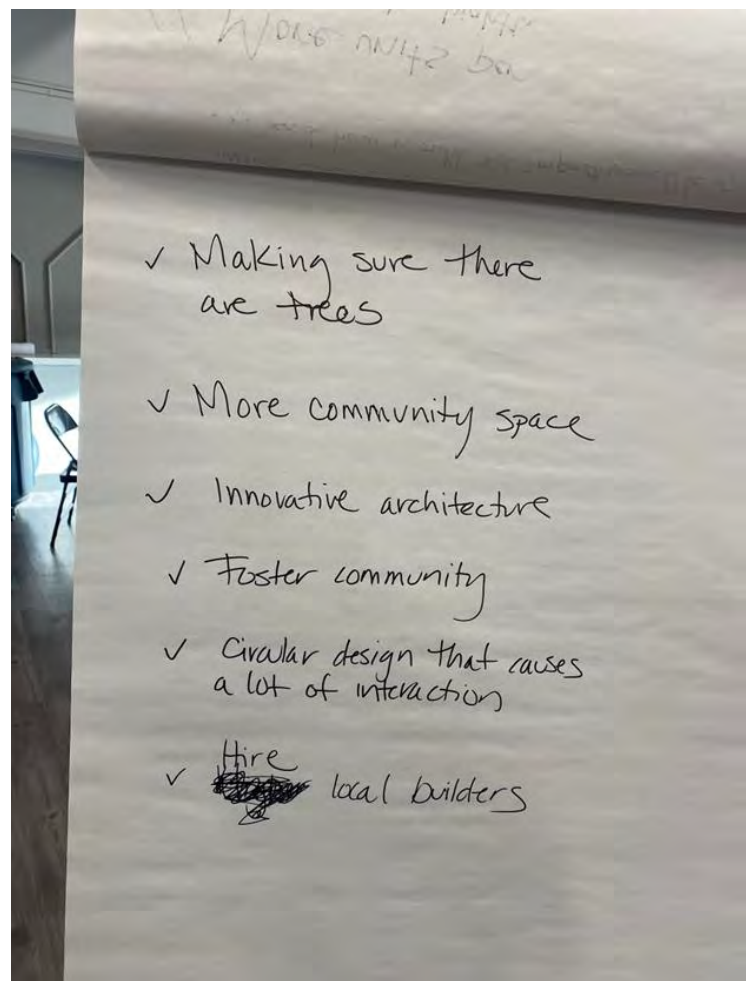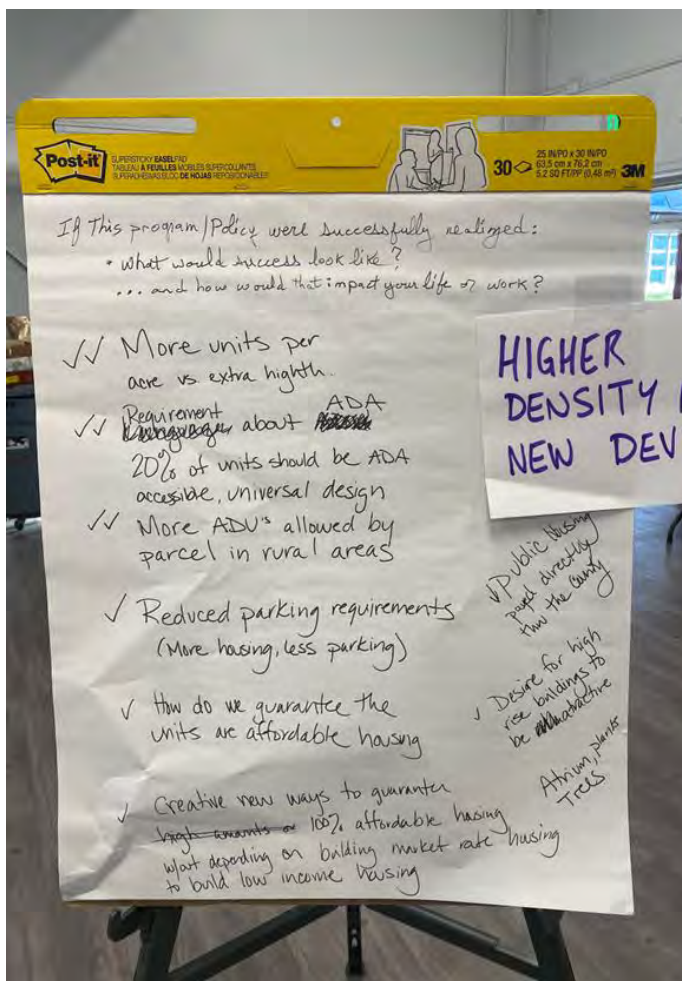
Image of Flip Chart

Break Out Group 5: Higher Density in New Developments
- Allow more units per acre vs. extra height
- Require 20% of units
- Allow more ADUs on parcels in rural areas
- Reduce parking requirements
- Creative new ways to guarantee affordable housing without depending on market rate units
- Public housing paid directly through the county
- Make high-rise buildings attractive (atrium, plants, trees, innovative architecture)
- Hire local builders

Images of Flip Chart

PUBLIC MEETING SUMMARY

SUMMARY REPORT

Public Meetings

Sixth Cycle Housing Element | County of Santa Cruz

Prepared July 2023, by:

Table of Contents

Executive Summary

Project Overview

The County of Santa Cruz partnered with CivicMakers, a strategic consulting firm, to lead community engagement for their Sixth Cycle Housing Element update. The Housing Element is one of the seven California State-mandated "elements" or chapters of a local jurisdiction's General Plan. It identifies policies and programs to meet existing and projected housing needs for all segments of the community, including various household types, special needs populations, and all income levels.

CivicMakers, in partnership with the County and EMC Planning Group, led a broad public engagement process that prioritized diversity, equity and inclusion per the State of California Housing and Community Development (HCD)'s requirements. This included two **community workshops** (one in person and one virtual), and one in-person **community open house**, as well as an Interactive Housing Plan that allowed participants to map their preferred locations and density for new housing. CivicMakers worked to make the meetings and meeting materials accessible, trauma-informed, multi-lingual, and understandable at a 5th grade reading level.

Overview of Engagement Findings

The following overview summarizes the most frequent comments from across all three engagements. Details from each engagement are included in the body of the report.

Programs and Policies

- Add **housing along the rail line**

- Increase **density**, specifically **allowing taller buildings (up to 6 stories)**

  - **Reduce parking requirements** and **increase floor area ratios.**

  - Create an **educational campaign** or other efforts to **increase support** for this policy by the general public.

- Enable affordable housing development through **affordable housing subsidies** and **fast-track approvals** for new affordable housing.

- Build new developments that are **community-centric and transit oriented**, specifically improving & increasing transit stops, ensuring walkability, building common space, and mandating connection to public transit.

- Make it easier to access information and engage with the housing process, including a **one-stop-shop website** and **one universal application for tenants**.

- Reduce under-utilized housing, such as by **taxing second units and empty homes**.

- Make it easier to build by r**elaxing development standards** that don't impact safety or increase density.

- Encourage policies & create/continue subsidies that **lower environmental impacts** (solar panels, rainwater capture, greywater, trees, bike parking, electric chargers, etc.)

- Institute **rent control** and other forms of **protections for renters** countywide.

- Change policies to prioritize **mixed income** housing.

Housing Types & Locations

- **High density housing, distributed across the County** and not overcrowding any particular area.
  - 34.7% of the potential housing locations identified included only one new building.

Themes and trends on Location:

- **Soquel** Drive or Soquel Avenue is the most desired location for development.

- **Green Valley Road** was the second most selected for development.

- There was a lot of support for housing along the **Rail Trail**

Themes and trends on Housing Type:

- The general public is clearly interested in **high density housing.**
  - The most popular housing types were **Mixed use over 4 stories, Mixed use up to 4 stories**, and **Urban High up to 4 stories.**

Fair Housing

Participants signaled the need to focus on the following communities to provide them with fair housing opportunities:

- **Farm workers**
- **Undocumented immigrants**
- **People with disabilities**
- **Low income seniors**
- **Transitional age youth**

Sustainability

- Make sure **affordable** housing offers a high **quality of life** and **doesn't exacerbate inequality or create environmental injustices.**
  - For example: Avoiding building affordable housing on **floodplains**. "This could perpetuate **inequity**."

- Concern about the source of **water** for new housing, given water shortages.

Background

Project Scope

The 2015 Housing Element (effective 2015 to 2023, also known as the 5th Cycle Housing Element) is currently in effect and will be replaced by the 2023 Housing Element (effective 2023 to 2031, also known as the 6th Cycle Housing Element). The Housing Element is one of the seven State-mandated "elements" or chapters of a local jurisdiction's General Plan. It identifies policies and programs to meet existing and projected housing needs for all segments of the community, including various household types, special needs populations, and all income levels of the jurisdiction. For the 6th Cycle, the County of Santa Cruz has been allocated **4,634 housing units** at specific affordability levels to accommodate the County's projected housing needs. This allocation is the County's **Regional Housing Needs Assessment** or **RHNA** (pronounced "reena"); the amount of new units they need to build. The Housing Element must identify "**adequate sites**" to accommodate this estimated growth. The County is also required to provide the **programs, policies, and appropriate zoning** to incentivize this growth. It is important to note that, while the County may assist with the development of affordable housing through various programs and funding sources, it is not the direct role of the County to construct housing. Rather, the County is responsible for ensuring that adequate opportunities exist for housing development through zoning and by removing regulatory impediments to housing production. The table below shows the existing and newly prescribed RHNA allocation the County is responsible to plan for.
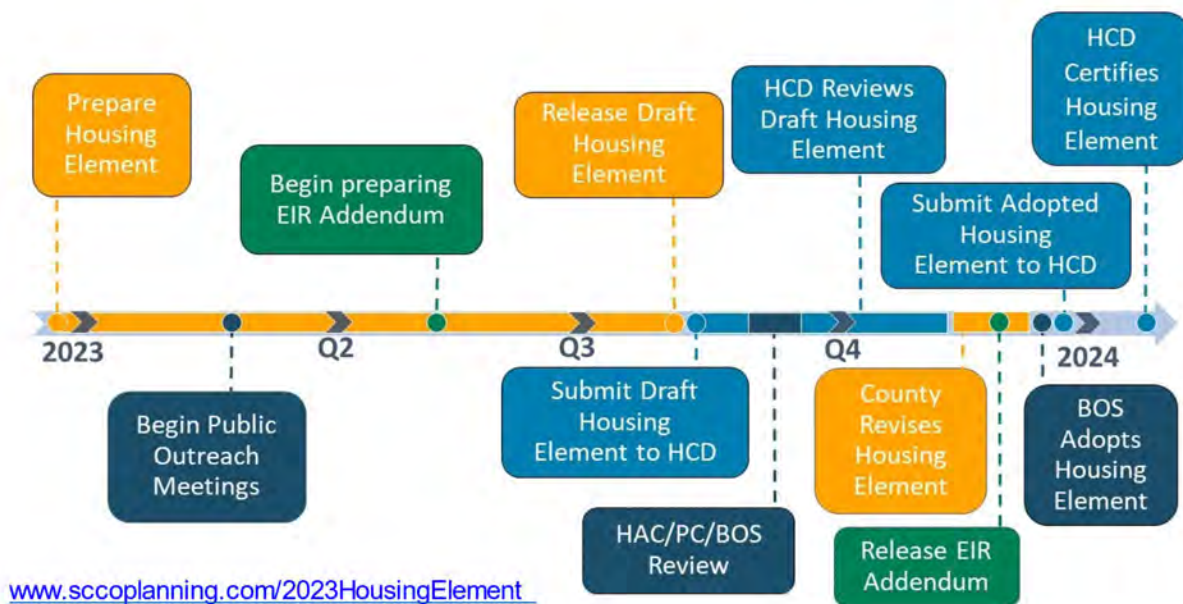
Income Level	5th Cycle RHNA (# housing units)	6th Cycle RHNA (# housing units)	Percent Increase
Very Low	317	1,492	471%
Low	207	976	471%
Moderate	240	586	244%
Above Moderate	550	1,580	287%
Total RHNA	**1,314**	**4,634**	**353%**

Community Engagement is at the center of the 6th Cycle Housing Element Update, meeting the State of California Housing and Community Development (HCD)'s requirements of a robust outreach and engagement effort, including prioritization of diversity, equity and inclusion. CivicMakers, in partnership with the County and EMC Planning Group, led a broad public engagement process. This included **two community workshops**, and one **community open house**, as well as an **online tool** (the "Interactive

Housing Plan") where community members could map out where they would place various types of new housing.

Process Overview

Housing Element Update Timeline

www.sccoplanning.com/2023HousingElement

Project Team Roles & Responsibilities

- **Santa Cruz County:** Project Management & Oversight of Housing Element Update and Community Engagement
- **EMC Planning Group:** Technical Expertise & Guidance; Housing Element Update
- **CivicMakers:** Community Engagement Lead

Public Engagement Objectives

Process Note: We are proud to report that we met the requirements of AB 686 and the County of Santa Cruz' Board of Supervisors' direction to use a "representative and deliberative" public engagement process for its 6th Cycle Housing Element Update.

We established the following objectives to guide our public outreach, engagement, and communications efforts:

1. **Create Equitable & Inclusive Housing Policy**
   Create outreach methods and engagement tools that reduce barriers and provide community members access to provide valuable input. Give everyone equal ability to contribute and have

their voices and perspectives heard, such that the County gains an understanding of community concerns and desires related to housing challenges, which can then be incorporated into the programs and policies of the updated Housing Element. All outreach methods should be consistent with and inspire to exceed the guidance and requirements of Affirmatively Furthering Fair Housing (AFFH).

2. **Leverage Expertise**
Listen to the stories and gather thoughts and ideas from stakeholders with 1) lived experience of housing instability and/or unaffordability, and 2) housing development and tenants rights advocacy experts to inform the draft 6th Cycle Housing Element Update.

3. **Create Champions**
Through participatory planning with stakeholders (especially the Community Panel and Stakeholder Groups), build trusting relationships and partnerships that result in true, shared ownership of the 6th Cycle Housing Element Update, and launch the County into a successful implementation phase.

4. **Build Awareness & Excitement**
Leverage a digital engagement platform, County communications platforms, and partner relationships to bring the broader public into the policy and programmatic implications of the 6th Cycle Housing Element Update. Share and transfer our excitement for the future of housing in Santa Cruz County to the broader community, especially individuals not typically engaged (or with an active voice) in local or county policy making.

Engagement Process & Timeline

Phase	Task/Activity	Timeline
Discovery	Background Document Review & Planning	February - March 2023
Outreach	Press release, a robust website, a newsletter, ongoing meetings with community-based partners, and social media.	March - June, 2023
Engagement	**Session 1** | Community Meeting - Aptos	May 15, 2023
	Session 2 | Community Meeting - Virtual	May 30, 2023
	Session 3 | Open House - Watsonville	June 28, 2023

Approach

The engagements followed a trauma-informed approach, with language accessibility and ADA accessibility. **Spanish interpreters** were present for presentations and breakout rooms, and all materials were **translated** into Spanish, the second most spoken language in Santa Cruz County after English. County staff had available **resources for people in crisis** related to housing needs. CivicMakers provided expertise in facilitating large groups with different opinions and ensuring all voices were heard. **Ground Rules** were established to set a standard for respect for **diversity** of identities, experiences and opinions, as well as creating a **safe, non-judgmental and confidential** space[1].

In order to make it easy for participants to share their thoughts, all events were well staffed by members of the County, EMC and CivicMakers. Staff **introduced** themselves early on in the meeting, and (when in person) **mingled** with participants. Santa Cruz County staff shared **how input would be used**, and that anything that was shared would be **anonymized** and **aggregated**.

As a best practice for community engagement, Santa Cruz County and CIvicMakers ensured that similar yet distinct opportunities to provide input were offered at different locations in the County and online. By providing **three parallel opportunities** to engage, participants with **different needs** and from different areas of the County were more easily able to attend. Participants also had the opportunity to visit the Interactive Housing Plan **online tool**, beyond these three engagements.

Event Structure

Engagements included the following elements:

- Staff introductions
- Community participant **introductions**
- **Ground rules** to set the tone in support of respectful dialogue
- **Overview** of the Housing Element in an accessible and digestible format[2]
- Overview of types of housing (i.e., sizes, densities, populations served)
- Overview of the programs and policies recommended by the Community Panel and Stakeholder Group for the larger community to weigh in on
    - Opportunities to prioritize which programs and policies matter most to them
    - Opportunities to add comments to expand on, provide nuance, or provide feedback on the Programs and Policies suggested
- Demonstration of the Interactive Housing Plan **online tool**

---

[1] Unfortunately, at the very end of Session 2 (Virtual Community Meeting) a Zoom attack occurred involving inappropriate comments and video footage. The facilitators quickly removed the attackers and those impacted were contacted with an apology and offer of support. CivicMakers and the County have debriefed the attack and established protocol to prevent future such occurrences.

[2] Eighteen people attended Session 1.

- **Maps** of unincorporated Santa Cruz County
  - Opportunities to map suggestions for specific types of housing in unincorporated areas of Santa Cruz County
- Opportunities to have **deeper discussions** on, or comment on:
  - **Housing Needs and Barriers**
  - **Fair Housing Practices** - removing barriers and ensuring equitable practices (i.e., reducing housing discrimination)
  - **Housing Development** - supply side (e.g., zoning, permits, financing, etc.)
  - **Housing Programs and Policies** - demand side (e.g. first time homebuyer loans, housing assistance, affordable housing programs, shelters)
  - **Sustainable Practices**
  - **Housing Types & Locations**

Findings

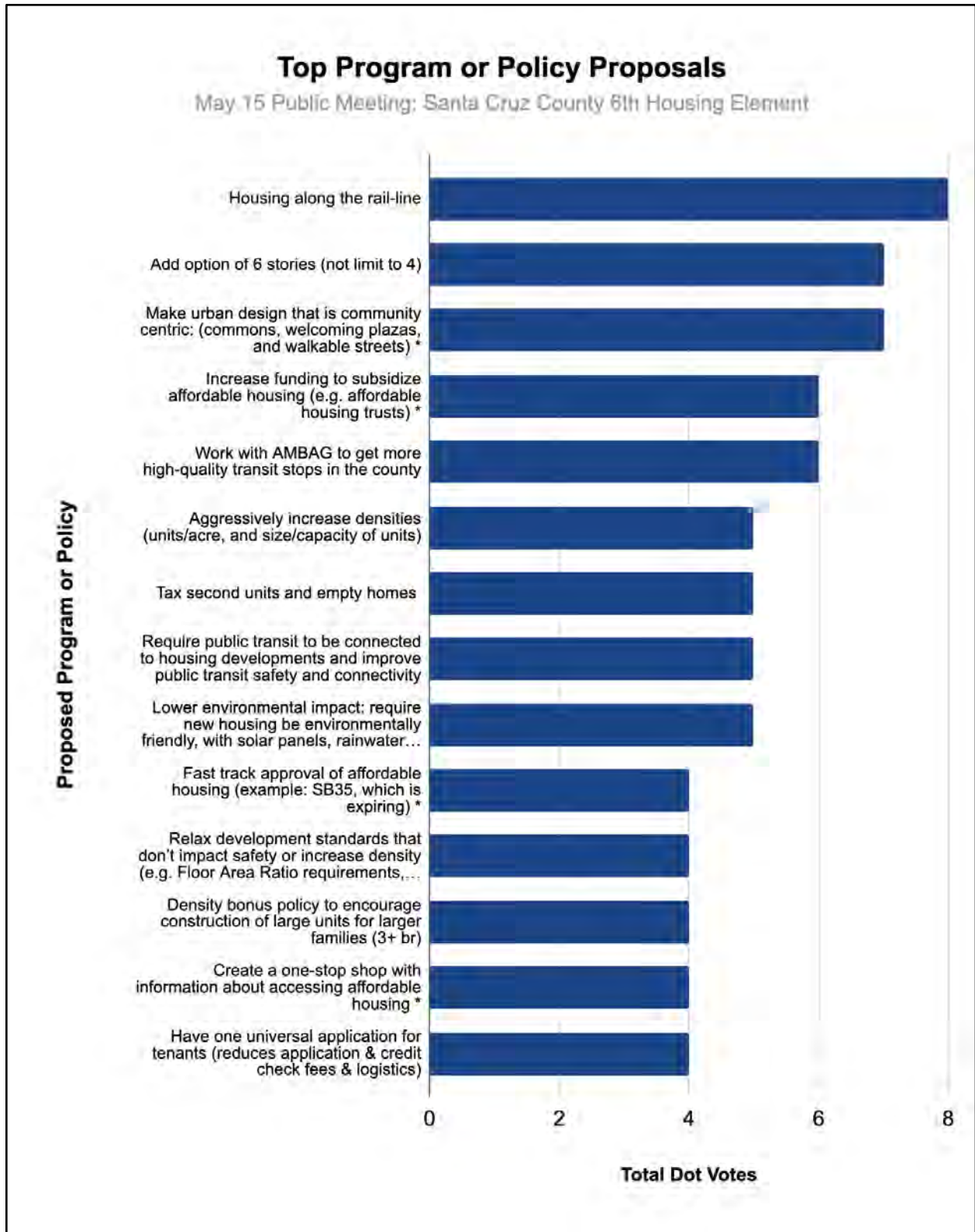## Session 1 | Aptos Community Meeting (5/15/23)

Overview

The Aptos Community Meeting provided an in person opportunity at Branciforte Middle school, to learn about the Housing Element, receive a demonstration on how to use Interactive Housing Plan online tool, and to provide input on Programs and Policies and Housing Types & Locations. Structured as a **community meeting** with two activities described below, participants asked questions and provided depth to their ideas. **Eighteen** people attended this meeting.

Programs and Policies

*Activity: The intention of the **Programs and Policies Dot Voting Activity**, was to work towards **consensus**. A large paper poster hung on the wall with programs and policies (which were created from a parallel engagement process with a **Stakeholder Group and Community Panel**). Participants of Session 1 were given **20 sticky dots** to select the programs and policies that **they considered most important**. Participants were able to share the nuances of their perspectives by writing on sticky notes, or talking with staff members who took notes.*

Themes and Trends
- **Top policy proposal: Add housing along the rail line.**

- Increase **density**, and specifically **allow taller buildings (up to 6 stories)**

- Enable affordable housing through **affordable housing subsidies** and **fast-track approvals** for new affordable housing.

- New developments that are **community-centric and transit oriented**, specifically improving & increasing transit stops, ensuring walkability, building common space, and mandating connection to public transit.

- Make it easier to access information and engage with the housing process, including a **one-stop-shop website** and **one universal application for tenants**.

- Policies that reduce under-utilized housing like **taxing second units and empty homes**.

- **Make it easier to build** by relaxing development standards that don't impact safety or increase density.

- Encourage policies & create/continue subsidies that **lower environmental impacts** (solar panels, rainwater capture, greywater, trees, bike parking, electric chargers, etc.)

Top Program or Policy Proposals

May 15 Public Meeting: Santa Cruz County 6th Housing Element

Proposed Program or Policy

- Housing along the rail-line
- Add option of 6 stories (not limit to 4)
- Make urban design that is community centric: (commons, welcoming plazas, and walkable streets) *
- Increase funding to subsidize affordable housing (e.g. affordable housing trusts) *
- Work with AMBAG to get more high-quality transit stops in the county
- Aggressively increase densities (units/acre, and size/capacity of units)
- Tax second units and empty homes
- Require public transit to be connected to housing developments and improve public transit safety and connectivity
- Lower environmental impact: require new housing be environmentally friendly, with solar panels, rainwater…
- Fast track approval of affordable housing (example: SB35, which is expiring) *
- Relax development standards that don't impact safety or increase density (e.g. Floor Area Ratio requirements,…
- Density bonus policy to encourage construction of large units for larger families (3+ br)
- Create a one-stop shop with information about accessing affordable housing *
- Have one universal application for tenants (reduces application & credit check fees & logistics)

Total Dot Votes

(Horizontal axis: 0, 2, 4, 6, 8)

Housing Types & Locations

Activity: *The intention of this activity was to provide residents the opportunity to **map** the **types of housing** they would like to see in the unincorporated areas. Several large posters showed Santa Cruz Counties' unincorporated areas. Stickers were available representing the different types of housing densities, **including buildings more than 4 floors[3]**. Post-it notes were available for **additional descriptions**, and **staff members were available to listen** and write down the details of participant comments.*

High level key Takeaways

- The general public is interested in **high density housing**
- People would prefer if housing was **not condensed into one area**, but distributed widely around the county.
- Participants show preference for locations within the **County's Urban Services Line.**
- **Soquel Dr.** is the most popular location for new housing.
- **Green Valley Road** is a desired location for new housing.

Themes and trends on location:

- Housing at **Soquel** Drive (13) or Soquel Avenue (1) added up to the highest request, totaling 14 stickers.
- **Green Valley Road** was the second most selected, with 5 stickers.
- There were 4 stickers along the **Rail Trail** (one of these is also a Soquel Drive sticker).

---

[3] This option was requested by the Community Panel and Stakeholder Group.

- Coming in fourth were several locations that received two stickers: **New Brighton State Beach**, **Par 3**, **Seacliff**, **Seacliff Shopping Center**, **7th and Brommer / County lands**, **Freedom Blvd.** (1 is also Soquel Dr.)
- **34.7%** of the housing locations selected had **only one new building for the area** defined.
  - The following locations received one sticker:
    - **Larkin Valley Rd., Buena Vista Drive at Bradford, Freedom Blvd. @ Klinsky Lane, Aptos Village, Deer Park Marketplace, Rio del Mar @ Bonita Dr., Trout Gulch Rd. Park Ave, Porter Gulch at Hwy 1, Cabrillo College Dr. @ Hwy 1, Felton, Paradise Park, Wilder Ranch area, Branciforte neighborhood, Brommer and 17th area,** a location between **Chanticleer Avenue and Mattison Lane, Cunnison Lane,** and **Live Oak.**

Themes and trends on Housing Type:
- The most popular housing types were **Mixed use over 4 stories[4] (15)**, **Mixed use up to 4 stories (12)**, and **Urban High up to 4 stories.**
- The least popular housing type indicated was **Residential Flex up to 4 stories (4)**
- The general public is clearly interested in **high density housing.**

Urban Low	Urban Medium	Urban High	Residential Flex	Mixed-Use
Single-family homes and ADUs 1-2 stories	Duplexes, townhomes, single-family homes, and ADUs 1-2 stories	Townhomes, condos, and apartments 2-3 stories	Condos, apartments, may include commercial on ground floor 2-4 stories	Mix of commercial and residential uses 2-4 stories
4 - 10 du/ac	7 - 15 du/ac	11 - 30 du/ac	22 - 45 du/ac	22 - 45 du/ac

Note: ADU is an accessory dwelling unit, also known as a second unit or granny flat. Du/ac is the number of dwelling units allowed per gross acre. Photos shown are an example ONLY and do not reflect a specific design or project proposal.

---

[4] The option for housing above 4 floors was requested by the Community Panel and Stakeholder Group.

Housing Type	Number of stickers representing this housing type on map of unincorporated Santa Cruz County
Mixed-use over 4 stories[5]	15
Mixed-use up to 4 stories	12
Residential flex over 4 stories	8
Residential Flex up to 4 stories	4
Urban High up to 4 stories	10
Urban Medium	4

[5] The original presentation by the County on housing types for the Stakeholder Group and Community Panel did not include any buildings above 4 stories. These groups requested Mixed Use over 4 stories as well as Residential Flex over 4 stories as options to include in their own activities and feedback activities with the larger community.

Session 2 | Virtual (5/30/23)

Overview

The virtual session was hosted online via Zoom Meeting on May 30, 2023 from 5:30 - 7:30 pm. After an educational presentation, participants joined project team members in smaller breakout groups organized by theme and were invited to share their feedback on specific prompts. 20 people attended this online meeting.

Activity: There were four breakout groups and each one focused on a different topic: 1) Fair Housing, 2) Housing Programs (Demand) 3) Housing Development (Supply) 4) Sustainable Practices. Breakout group participants were invited to share their responses to the following prompt verbally or by chat: "What do you think are the **most important issues** for the County to focus on in this topic area and why?"

High level key Takeaways

- **Farm worker housing** should be a priority.

- **Undocumented immigrants** need eligibility rules to change to access to services such as **rental assistance**.

- **People with disabilities** need accessible housing design, shifts from segregation to integration and for discrimination to be addressed.

- Support for **high density housing** and suggestions on how to accomplish it, including:

  ○ An **educational campaign** or **communications plan** to support **acceptance** by the general public.

  ○ **Reduction of parking requirements** and **increasing floor area ratios.**

Fair Housing

- **Discrimination against people with disabilities**, particularly those receiving SSI and SSDI, is a major issue in terms of accessing housing.

- **Incentive programs for landlords to rent to voucher recipients** have been successful in other areas (San Mateo, Sunnyvale).

- It is difficult to **locate sites** that are well-serviced (with transport, etc.) and appropriate in size.

- **Partnerships with schools** could be a potential source of sites for affordable housing development (helping teachers stay, helping parents stay). Example of [JUHSD at Serramonte Del Rey](.).

- **Segregation is an issue for people with disabilities**, and inclusive housing planning should be prioritized to ensure integration.

- **Homelessness** is a significant issue, even in relatively affluent areas.

- The need for **accessible housing design** and features is crucial for people with disabilities.

Housing Programs (Demand)

- **The county should expand its affordable housing development program.**

- Additional **sources of funding** should be explored, such as taxes and grants.

- **Legal assistance and tenant protections** are necessary, including just cause evictions. Counseling is important but not sufficient.

- **Assistance with rental deposits**/ security deposits (e.g. use HOME funds).

- There is a need for **assistance with filling out rental applications**.

- **Rental assistance** is a priority, but funding is unavailable to undocumented people.

- **Farm worker housing** should be a priority.

Housing Development (Supply)

- **Fears about the addition of large high density projects**, even if they are attractive (e.g. The Venetians). Fears include more shorter-term rentals, and more people coming who are transient and not invested in the community, as well as impacts on traffic, parking, and housing values.

- **High-density buildings** are perceived as an effective climate change strategy.

- Communication and education are seen as important tools to **help community acceptance of higher density developments.**

- In addition to increasing density and height, there is support for **reducing parking requirements and increasing floor area ratios**.

- There are low or no cost **loans available from the state**, which could help residents buy homes**.**

- There's an opportunity to **use commercial buildings** for more housing, but property owners must decide to do it (e.g. whether to use strip malls for housing, updating facades to make buildings more attractive). **Incentives** can encourage property owners to build more housing, because building costs are currently high.

- **Streamlining permits,** and reducing the number of projects that require administrative review & approval, could help get more projects built. (*"Permit streamlining is a term I see frequently and something I've rarely experienced."*)

- **Density bonus projects** can reduce the requirements for commercial uses on mixed-use commercial projects

Sustainable Practices

- **Higher density is the most important issue.** Requires:
  - reducing setbacks
  - Increasing building heights
  - relaxing parking requirements
  - increasing floor area ratios.

- County should **go further than AB2097,** which reduces parking within half-mile of high quality transit.

- County should **expand the ministerial process** as much as possible - i.e., deregulate as much as possible

- **People do not like higher density** (e.g., 45 units/ac.) because there is concern that it can lead to more traffic and not enough parking.

Session 3 | Watsonville Open House - (6/28/23)[6]

Overview

In an Open-House format, Engagement 3 provided the general public, particularly the Watsonville area communities, a chance to **offer feedback** and **add nuance** needed on the existing Housing Element draft. 44 people attended Session 3.

Activity: There was educational information available at four activity stations, in lieu of an in-person presentation. Bilingual staff was available at each station to respond to any questions. The existing draft of the Housing Element was shared, with information on how the input had been collected in parallel engagement sessions. The prompt at all four activity stations: *"Did we miss anything important? Are there any significant gaps?"*

High level key Takeaways

- Participants added emphasis on the need to support **low income seniors**
- There was an added focus on the need for **farmworker housing**
- There was concern expressed on ensuring **affordable** housing offers **quality of life and doesn't exacerbate inequality**
  - For example: Avoiding building affordable housing on floodplains. "This could perpetuate inequity."
- A request to change policies to prioritize **mixed income** housing.
  - "so that developers who do not understand the needs of the community do not impose their ideal housing on a **community who cannot afford** it"

---

[6] More details in Appendix 2.

- A Participant added the need for **transition age youth** units

- Concern about the source of **water** for new housing, given water shortages.
- Keeping in mind the strong preference for housing near public transportation, there was also a request for some of the housing to be built in more **rural areas** such as **Corralitos**.
- A few **potential housing sites** were identified that had not been selected in prior engagements: A big empty lot in the back of the county building on Freedom Blvd in Watsonville, a landlocked site near Pinto Lake, and Manfre Rd area in Airport Influence Areas.

Appendices

Appendix | Session 1

Programs and Policies prioritization activity

Proposed Program or Policy	Dot Votes
Goal 1: Construct New Housing	
Less Bureaucracy/ Paperwork (Faster processes, Permitting, fees, & working with county)	
For developers & owners	
Fast track approval of affordable housing (example: SB35, which is expiring) *	4
Reduce permit fees for new construction	1
Waive impact fees (AB 602)	0
Charge per square foot, not per unit *	0
Fast-track inspections on affordable housing projects *	1
For renters	
Adopt an ordinance prohibiting landlords from requiring rental application fees, and require them to accept a universal application.	3
Getting Services & Utilities	
Liberalize septic requirements	1
Creating a county refuse disposal facility, and use fines for improper disposal*	0
Parking permit program to connect new developments with parking spaces available on other private land through contract	0
Labor Standards	

Hire local workers	0
Promote "mom and pop' construction	1
Policies to ensure contractors and developers commit to better labor standards & ensure living wage jobs (e.g., prequalify contractors that meet requirements, without slowing things down)	1
Higher Density in New Developments	
Aggressively increase densities (units/acre, and size/capacity of units)	5
Add option of 6 stories (not limit to 4)	7
Streamlined approval and financing for 4-8 plexes when building on a formerly single-family lot *	1
Relax development standards that don't impact safety or increase density (e.g. Floor Area Ratio requirements, setbacks, parking, double stair)	4
Simplify land division process (one parcel map); large properties should be subdivided to smaller parcels	0
Work to approve & build taller buildings (and work with the fire department to ensure ladder trucks are not a blocker)	1
Educate the community about the benefits of density and taller buildings	2
Creative opportunities for housing	
Study the barriers to farmworker housing *	2
Put housing on county, state, or federal land *	1
Extend safe structure program timeframe (enable existing unpermitted structures to be used) *	0
Floating homes and floating home marinas	1
Use underutilized commercial tracts of land for housing (AB2011 allows for streamlined processing for underutilized tracts of commercial land) *	1
Support for Building Accessory Dwelling Units (ADUs)	
Continue the state incentives for ADUs (reduced fees, numbers, standards)	1
Tax incentives for ADU-builders similar to the tax incentives given to people installing solar	3

Relax # of ADU restrictions: Allow more than one ADU and Junior ADU per parcel (one per acre)	0
Better education about building ADUs *	1
Offer ready-made, pre-approved plans for ADUs *	0
More support for manufactured/ mail ordered/ pre-fab construction *	0
Move threshold for requiring building permits from 120 to 240 square feet	1
Remove requirements for sewage hook-ups, electrical and the concrete pad for tiny homes	0
Connect nonprofit (e.g., Habitat for Humanity) with homeowners where an ADU can be built but they can't afford to build one (ex: retired folks on fixed income) *	2
Goal 2: Maintain and Enhance the Quality of Existing Housing Stock	
Policies to Enable More Home Ownership & Reduced Consolidation	
Tax second units and empty homes	5
Tax LLC landlords of 4+ units more heavily to keep housing market fairer for private buyers	2
Goal 3: Facilitate the Development of Affordable and Equal Opportunity Housing	
More Affordable Housing	
Housing Element should prioritize exclusively affordable-housing-only developments	0
Increase funding to subsidize affordable housing (e.g. affordable housing trusts) *	6
Eliminate requirements from subsidized housing opportunities that require separate bedrooms per each child *	1
Rent control and protections against displacement:	
Do not allow increases outside a small percentage determined each year	2
Free housing counseling for renters *	1
Tenants rights services should prioritize people with MediCal, seniors, differently abled people and	0

immigrants	
Tenants should never decide between their home not getting needed repairs, being evicted or rent being raised	**2**
Fair Housing:	
Enforcement of Rental Properties and Landlord Fair Housing Discrimination *	0
Fair housing audits (ensure process is being followed and fees aren't extractive)	0
County should apply to become a Housing and Urban Development-certified agency to support fair housing	0
Dignified housing	
Ensure internet hook-ups are required for new housing	2
Standardize the minimum size for bedrooms, anything smaller should not be permitted to be announced as bedroom (what size?)*	1
Density bonus policy to encourage construction of large units for larger families (3+ br)	4
Goal 4: Provide Housing Opportunities for Special Needs Populations	
Accessibility and Inclusion:	
Higher requirements for accessibility (e.g. 20%) for all construction, including single family subdivisions	1
Use vouchers to meet inclusionary requirements *	1
Those currently unhoused should have access to:	
More vouchers	1
Preference letters for families	0
More support for those living in cars and camps	2
No criminalization for housing status	3
Create a street parking program that will not only pay for itself, but also provide revenue for a	1

waste disposal, day-care/day room, bathroom and shower facility for community members living in their vehicles.	
Non-residents/people in informal economies should have:	
No disqualifications due to their status for home buying, renting, or affordable housing *	**0**
No minimum income requirements to apply for housing in general *	**0**
Transitional housing for newly arrived immigrants	**2**
Study the barriers to farmworker housing*	
Goal 5: Promote Energy Conservation and Sustainable Design	
Reduce Reliance on Cars (Public Transport, Bikeability, Walkability)	
Require public transit to be connected to housing developments and improve public transit safety and connectivity	**5**
Work with AMBAG to get more high-quality transit stops in the county	**6**
Encourage reduced street widths, and ensure new streetscapes are aligned with vision zero principles and the active transportation plan *	**2**
Protected bike parking *	**2**
Housing along the rail-line	**8**
Don't require parking to be associated to housing	**3**
Maintain connection to & protection of nature	
Require wild spaces, urban forests and/or community gardens at walking distance for all residents	**3**
Invest in holistic urban design that prioritizes making space for population growth while keeping humans connected to nature, community and transportation *	**3**
Lower environmental impact: require new housing be environmentally friendly, with solar panels, rainwater collection, gray water, trees planted for number of units built, electric chargers, parking for bikes*	**5**
Build Vibrant Viable Local Communities	

Develop preferences for people working locally to cut down on traffic *	3
Make urban design that is community centric: (commons, welcoming plazas, and walkable streets) *	7
Street trees, and facades that promote sociable atmospheres, parks and pedestrian only areas *	2
Ensure large developments are centering walkable, community based neighborhoods by requiring: Active ground floors with multiple, small fronts (i.e. ensure that one block isn't taken up with one large purpose and that we prioritize spaces that will be filled with local businesses/uses, not large chains) *	2
Dense housing should be based more on school locations than transportation corridors	1
Goal 6: Collaborate and Publicize Housing Resources	
Make affordable housing and first-time home ownership easier to find, apply, qualify:	
Create a one-stop shop with information about accessing affordable housing *	4
Better information available about new units	1
Have one universal application for tenants (reduces application & credit check fees & logistics)	4
More education about credit scores, first time homebuyers *	0
First time homebuyer downpayment programs (for teachers, nurses, immigrants) *	1
Programs that support people accessing the first last months' rent and deposit *	3

Other Comments

Review Nexus + Proportionality for Infrastructure Costs - https://nhc.org/nexus-policy-guides/

- Balancing Act suggestion: specify what the transportation corridor is called. Por example, Ex. Capitola Rd, Freedom Blvd, etc.
- Suggestion for the Interactive Housing Plan: I would encourage the county to consider using literature that is already out there. There have already been lots of barriers analyzed. Farmworker study of 2018 for example.
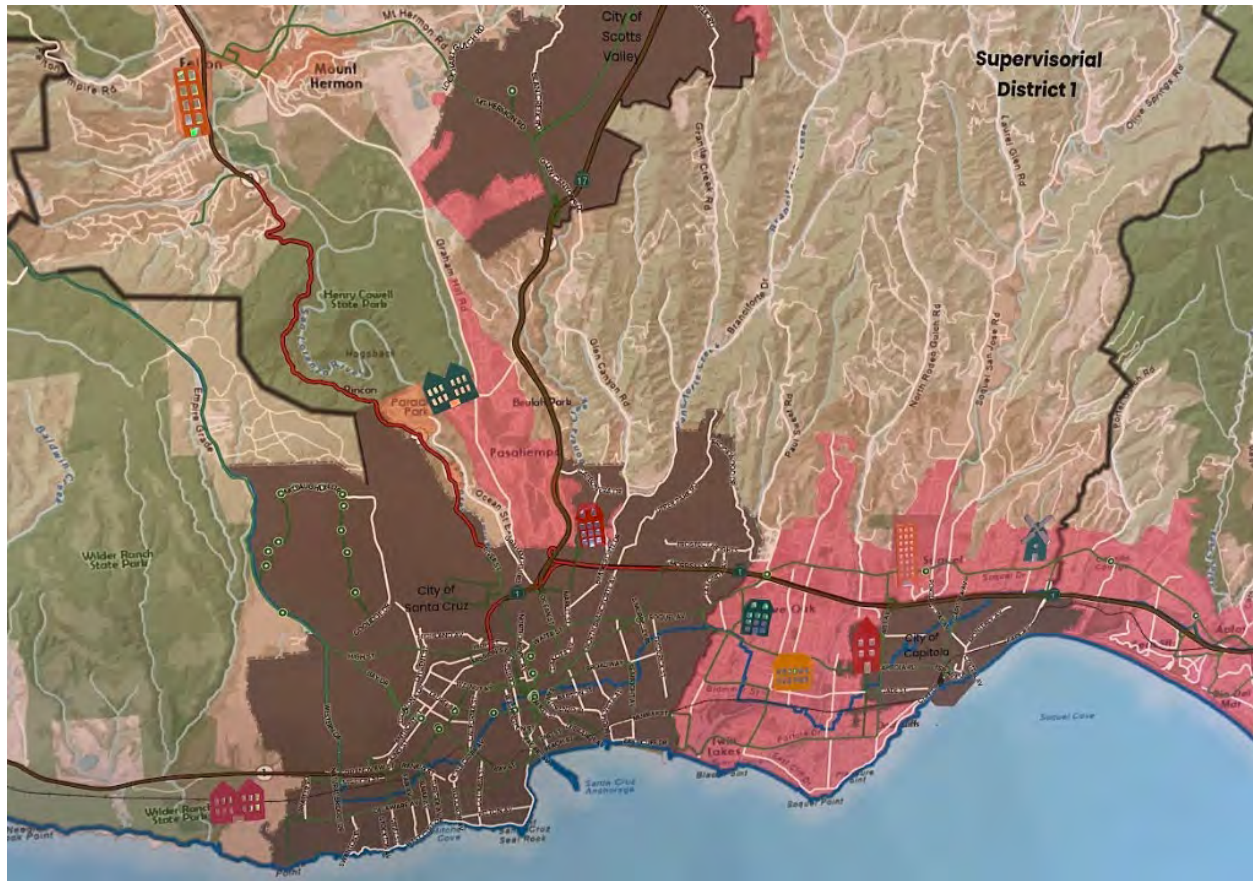- Floating homes and floating home marinas are not the best idea

Housing Types & Locations

Key for map activity

Urban Medium Medianamente Urbano 7-15 du/ac	Urban High Altamente Urbano 11-30 du/ac	Residential Flex (up to 4 stories) Flexible residencial (hasta 4 pisos) 22-45 du/ac
Mixed Use (up to 4 stories) Uso mixto (hasta 4 pisos) 22-45 du/ac	Residential Flex (over 4 stories) Flexible residencial (más de 6 pisos) >22-45 du/ac	Mixed Use (over 4 stories) Uso mixto (más de 4 pisos) >22-45 du/ac

All data: Suggested Housing Types & Locations

Below, are the maps used in the activity, **with the selected sites and building types specified:**

- Felton – one Mixed-use over 4 stories (note – this is the only sticker placed within Area 7)
- Paradise Park – one Mixed-use up to 4 stories
- Wilder Ranch area – one Mixed-use up to 4 stories
- Branciforte neighborhood – one Urban High
- Brommer and 17th area – one Urban Medium / two stories
- Live Oak – one Urban High up to 4 stories
- ~~Capitola – not relevant to County jurisdiction~~
- Soquel Drive - one Mixed-use over 4 stories
- Park Avenue at Soquel Drive (sticker on the north side of Soquel Drive, adjacent to the District 1 boundary). - one residential flex over 4 stories
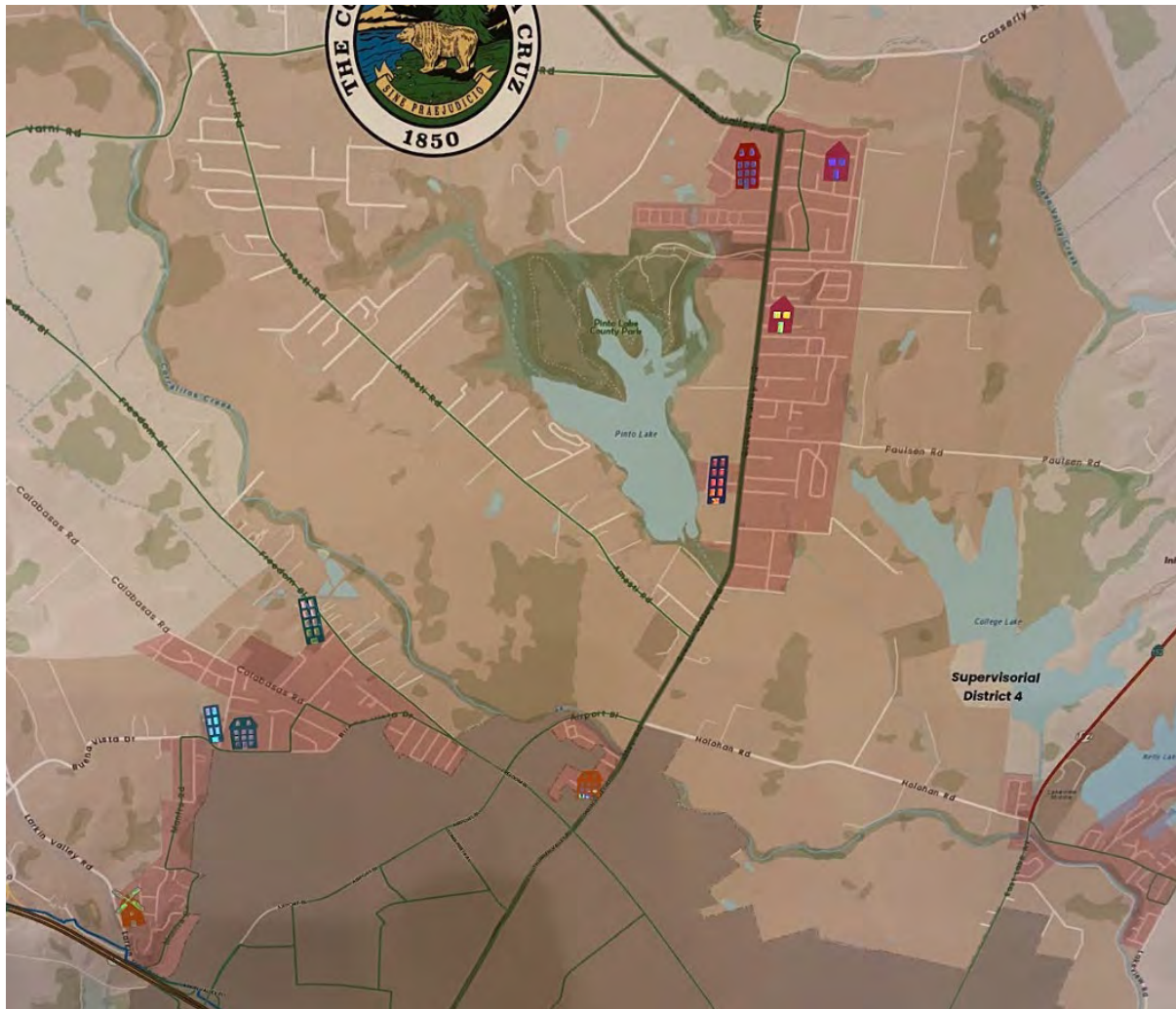
- Seacliff Shopping Center – one Residential Flex up to 4 stories
- Seacliff Shopping Center – one Residential Flex over 4 stories
- 7th and Brommer / County lands - one Mixed-use over 4 stories
- 17 th at Rail trail – one Residential Flex up to 4 stories
- 17 th at Capitola – one Residential Flex over 4 stories
- 41 st at Rail trail – one Residential Flex up to 4 stories
- 41 st at Rail trail – one Residential Flex over 4 stories
- Soquel Avenue @ Capitola Rd. Extension – one Residential Flex over 4 stories
- Soquel Drive @ Thurber – two Mixed-use over 4 stories
- Soquel Drive between Research Park Drive and 41st – four Mixed-use over 4 stories and one Urban High up to 4 stories
- Soquel Drive @ Porter St. – one Urban High 2 to 3 stories
- Between Chanticleer Avenue and Mattison Lane – one Mixed-use up to 4 stories
- Cunnison Lane – one Mixed-use over 4 stories

- Park Avenue - one Mixed-use / up to 4 stories
- Porter Gulch at Hwy 1 - one Mixed-use / up to 4 stories
- Fife Lane at Soquel Drive – one Mixed-use / up to 4 stories
- Cabrillo College Dr. @ Hwy 1 – one Urban Medium
- Soquel Dr. / Cabrillo College – one Mixed-use over 4 stories
- New Brighton State Beach – two Mixed-use over 4 stories
- Par 3 – one Residential Flex over 4 stories
- Par 3 – one Mixed-use over 4 stories
- Seacliff – one Residential Flex over 4 stories
- Seacliff – one Urban High 2-3 stories

- Aptos Village – one Mixed-use over 4 stories
- Soquel Drive @ Rail Trail - one Mixed-use up to 4 stories
- Deer Park Marketplace – one Mixed-use up to 4 stories
- Rio del Mar @ Bonita Dr. – one Mixed-use up to 4 stories
- Trout Gulch Rd. - one Residential Flex up to 4 stories
- Soquel Dr. (between Rio del Mar and Freedom Blvd. – one Mixed-use up to 4 stories
- Freedom Blvd. - one Mixed-use up to 4 stories

- Larkin Valley Rd. – one Residential Flex over 4 stories
- Buena Vista Drive at Bradford – two Urban High up to 4 stories
- Freedom Blvd. @ Klinsky Lane – one Mixed-use up to 4 stories
- Green Valley Road @ Stewart Ave. – one Urban High up to 4 stories
- Green Valley Road between Mello View Lane and Devon Lane - one Urban High up to 4 stories
- Green Valley Road @ Melody Lane - one Urban Medium
- Green Valley Road @ Mesa Verde - one Urban Medium and one Urban High up to 4 stories

Appendix | Session 2

Full notes

- Very aware of discrimination issues. Definitely see a source of income discrimination against people who have SSI or SSDI. Landlords refuse to rent to these folks. Incentive programs for landlords to rent to Section 8 voucher folks have been successful elsewhere. Most people with developmental disabilities are not able to work, which makes it extremely difficult for them to afford housing without a voucher.
- San Mateo County Inclusionary units
- lower parking standards for special housing developments
- Incentives program in SC County have financial incentives for landlords who do rent to voucher recipients
- Another successful program: prioritizing city or county owned sites for affordable housing development (San Mateo example near Caltrain station will include 200 units and a parking garage)
- The County had a longtime program of trying to encourage landlords to take section 8 people. One of the problems is the access to transportation and services. Because the county has to focus on those two items for locating sites, they should also be looking for ways to use Section 8 vouchers as a way to encourage development. Santa Cruz and Watsonville have 5% of the inclusionary housing. Provides housing for the disabled that no one else wants to offer.
- Difficulty of locating sites. Important to have sites in well serviced areas and an appropriate size for a good sized project. This is a challenge. However, one thing we have going for us is a site within the services boundary and serviced by transit. I'm glad there is a focus on AFFH.
- We have 115 square miles, serving close to 18k students, mostly in South County which is the most underserved district. We are losing enrollment because parents are leaving because there is no affordable housing. Wanted to come listen to see what the efforts are that will help keep families here.
- glad to see __ here because one of the potential sources of sites could be in partnership with schools for example on some school land. Having PVUSD as an active partner in trying to identify sites
- We have a lot of teachers who are also having a hard time staying.
- JUHSD in Daly City has a really great example of school district building housing not only for workforce but for the community at Serramonte Del Rey
- Don't segregate families. Affordable housing is a huge issue and the cost is segregation. For the farm working community, they end up living with people that they know because they share the cost of the rent. We have 5 families living in a single home. In our school district we have a high percentage of homelessness (like living on a couch or in a garage). Also sometimes 4 or 5 families living in a single unit.
- Segregation is an issue for people with disabilities as well. It's important to make sure the County is planning inclusive housing where people with and without disabilities are living

together rather than in segregated housing specifically for people with disabilities. This is true of other special needs groups such as PSH and Veterans as well

- County office of education has the school district do a count of how many homeless families there are (even Scotts Valley has 40 homeless families).
- Example of Seacliff - that community does a really good job of being involved, staying involved, and keeping the peace, and I grew up at a time when we volunteered to be bussed into neighborhoods. It is important to integrate communities and neighborhoods (especially people with disabilities) because it works out best for everyone. I am not seeing anything from __ and how he and his wife designed and built apartments for people with all sorts of handicaps. All buttons in braille, etc.. electrical plugs easy to find, handrails near the bed, etc..
- Farm worker housing should be a priority. One was in Spreckles, one in King City.
- Big opportunity in our school houses to provide housing for students and teachers. Useful to provide student housing at Cabrillo.
- Given the county's significant water and traffic, we should jack up our affordable housing units.
- Not just section 8, we get HOME funds for rental assistance, rapid assistance, administered through Housing Authority and others,, Families in Transition, Community Foundation, bridge to permanent Shouldn't be restricted to undocumented, but depends on source of fundings.
- Rental assistance is a priority. Funding unavailable to undocumented people. Use private/public agencies to leverage.
- looking for information on secure deposits. Work with Families in Transition, Housing Authority,
- Housing counseling–we should have more and more funding for legal representation. Counseling alone is not efficient–it's not.
- Community Bridges was trying to work on a legal representation, CRLA, Watsonville Law Center. CRLA is unable to serve undocumented workers.
- Security deposit assistance, application fees are a problem, County require a universal application ($35 or $50 @ single application with a single credit check. The state did vote on it. There is at least one jurisdiction.
- Is there assistance for just filling out the applications?
- HOME funds used for deposit, becomes a grant.
- Neighbor with property, but faced slope restrictions, Aptos (R-1-6). Seems unnecessary. Can engineer your way out.
- The California law without teeth:
    - https://www.siliconvalley.com/2022/09/15/governor-signs-reusable-tenant-screening-bill/
    - https://www.registerguard.com/story/news/2022/07/13/eugene-officials-approved-a-first-phase-of-renter-protections-landlords-cap-fees-rentals/65371990007/
    - https://www.npr.org/2023/01/12/1148817830/cities-and-states-are-trying-to-limit-high-application-fees-for-renters
- Would be good for the County to really focus on Extremely low income, look at the distribution.
- Emphasize legal assistance and tenant protections. Just cause evictions, keeping folks in their homes, not just section 8, but expanding to other folks as well. County should expand it's own affordable housing development program for affordable housing development.

- Is the County thinking about any taxes to be another source of money?
- Explore additional sources of funding should be a county program. Needed to be competitive in the TCAC application process, LITAC
- Can any of the properties that are currently stripmalls be used for housing in the corridor?
- Some of the properties are on the inventory. The property owner needs to decide they want to.
- There are some apartments above the
- Can builders be re-faced?
- it's up to the owners, we're trying to provide more incentives. It's an expensive time right now. Depends on market conditions.
- Are there low or no cost loans available from the state?
- There are some subsidy programs from the state. It's competitive.
- I'm on a board in an HOA. There's a lot of fear that the county will cram in high-density terrible density that will degrade our property values. What do I say to people who are fearful of taller buildings?
- There's a lot of community engagement material that I'd like to share. The Venetians on Capitola beach are 65 units/ acre. Many people enjoy that development. Capitola Village is one of the highest density developments in the county. In the old days people built smaller units.
- Higher buildings will mostly be on main corridors - will not be backing up to single family residential.
- Comment: The venetian is what people fear: rentals, small warren, not putting their stake down in the neighborhood. Transient packed in feeling.
- You're speaking to a real concern… it'll impact traffic, parking, and housing values. One thing to consider is that LACK of affordable housing will have a profound effect on quality of life… teachers can't afford to live here, etc… local businesses leave, etc.
- High density urban housing is an effective climate change strategy
- Not have to commute in. People can take rail, etc…
- People conflate attractiveness to height. In reality people would be okay with a well designed and beautiful 3-4 story building (rather than a 2 story building that is ugly and doesn't work)
- Think through density units. You can get double the density if it's senior living. In reality 45 units to an acre is still pretty low. Not high enough to incentivize a 400sqft senior living apartment.
- People hope the RF zone will incentivize smaller units, but it may not be enough.
- When housing is appropriate for a particular site, that's when it's attractive for developers to come in. Maximize diversity of design.
- +1 on density points. Studios and 4 bedrooms are a big difference
- Permit streamlining is a term I see frequently and something I've rarely experienced. Most projects take years to get through the approval process. Many regulations piling on top of one another. What do you have in mind for permit streamlining? One ray of light is the priority processing for a density bonus.
- We're looking to do this in the coming cycle. Specific projects like ADUs have a more streamlined process (not discretionary, ministerial). We'd love to hear from folks in this group, are there specific things you'd like us to tackle?
- Shorter process for parcel divisions.

- Permit streamlining built into housing element law that we'll look into.
- Figuring out the fine print of what's required.
- Pre-application process
- Really look at moving down categories of the approval process (fewer things go to board … admin review is hugely time consuming). Hire writers to create reports quickly?
- 30 day review letters - have fewer of those. Invariably county staff things in the second letter… it could go on indefinitely and it rarely happens that everything is in first review
- In this 8 year planning cycle… rail line… will densities be planned for future high density transit on that transit corridor line?
- General plan calls for increasing density on transport corridors, including that.
- There are some developable properties
- Lots of displacement on mobile home parks that we'd want to AVOID
- Might be feasible to rezone and redevelop other properties along the rail line. You'll see them on our re-zoning list. Need property owners cooperation.
- I hope we're using this process to plan for the future and expanding housing possibilities on the rail line is important
- Increasing density and height… reducing parking requirements and increasing floor/area ratios. Without those things you're not going to get what you're planning for.
- Being able to live without a car goes hand-in-hand with density
- CSC update - AMBAG determines high quality transit stops in the future.
- What are the mixed used commercial requirements and is that something you'd like to reduce?
- Scott's valley - 30% or ground floor has to be commercial.
- It was unworkable before (50% commercial) - that's not feasible. The sustainability update changes this to 80% of floor area as residential.
- If there's a density bonus project, they can get more flexibility on those standards. Now you can start at 80%
- Access to financing - is that via county or state? PLHA and different resources allocated to housing? Support with agencies/ utilities?
- These are just ideas. General ideas and constraints to address.
- Financing could come from the county, etc…
- Permit streamlining - we've learned a lot from CZU.
- How are you going to get property owners that are opposed to higher density developments on board? Education?
- one of the goals is to do communication to help community acceptance
- The younger generation is totally on board (Legalize Housing)... they've had to struggle to get affordable housing. There has not been housing production and supply. There's real concern now about not enough development. In the past it was only opposition to new development.

Appendix | Session 3

Attendance

A note on the attendance in the Watsonville engagement. There were 44 attendees at Engagement 3 in Watsonville of whom the majority were from Watsonville. There were also 34.1 % attendees from 7 other zip codes. It was clearly effective to ensure that the population of that area was included in the engagement process by having a local in person event.

Zip code	Attendees
95076	**29**
95003	4
95019	1
95073	1
94530	1
95062	1
95060	1

95065	1
Unknown	5
All	**44**

Fair Housing

- Reduce impact fees on affordable units. Ex: City of Sacramento & City of San Ramon

Policies and Programs

- Yes, more farmworker housing and all electric buildings!
- Find ways to <u>incentivize</u> developers to build condos, not just apartments in Watsonville. They get approved in Santa Cruz, why not here? We deserve the right to own property too even if it's not a home. Condos are a good high density alternative.
- Affordable housing shouldn't be put in areas such as floodplains. This could perpetuate inequity.
- Corralitos, San Andreas, La Selva Beach, Amesti Rd. - possible areas
  I like putting more housing in existing urban areas. Also can we get free bus rides on more routes to go through these areas more often so it's more appealing to bus + can we allow more ADU's in rural areas that have homes.
- Should consider housing targeted to seniors with low incomes
- Yes, let's get more things like independence square on Freedom. The senior homes in the Vista Montana area (Bay Village/Pajaro village) are big and only allow people over 55 to live there and low income families usually live together. Also lots of those homes have one senior or a couple living in one room or are 2 room homes, so if you build more senior homes please make them 1 bedroom if you are not building up.
- Change policies to prioritize mixed income housing so that developers who do not understand the needs of the community do not impose their ideal housing on a community who cannot afford it
- No in lieu fees

Sustainability and Design

- Allow multi family in SFD zone district
- No height limits, story limits
- Historical review board requirements are expensive + take too long
- Boarding houses where multiple people can share one house., congregate housing
- More junior ADU, show how easy to build more JADUs

- More transition age youth units are needed. More mixed zoning business on bottom, residential on top
- Where is the water coming from for this new housing?
- Although public transportation is important, target some of this housing in more rural areas (Corralitos)

Inventory Maps

- Include addresses for sites (not just APNs)
- Improve legibility of maps
- Check for limitations re: airport zones
- Include Deer Park 12 acre parcel next to the freeway Hwy 1 for housing element rezoning
- The county building on Freedom Blvd in Watsonville has a big empty lot in the back. Give some of that land to Watsonville so we can build condos.
- Landlocked opportunity site near Pinto Lake
- Parcels in Manfre Rd area in AIA zones