

Technical Report Appendix E: Community Engagement

OVERVIEW

The Housing Element is a significant document that will shape the future of our community. Therefore, the Housing Element must reflect the vision of our local community who make the City of Half Moon Bay a special place to live, work and visit. To accomplish this, Half Moon Bay developed a broad and diverse outreach plan designed to reach as many community members as possible. For some of the outreach, the City partnered with other San Mateo county jurisdictions via 21 Elements, in a joint countywide outreach effort. 21 Elements is a multi-year, multi-phase collaboration of all twenty-one San Mateo County jurisdictions, along with partner agencies and stakeholder organizations. The project aims to support jurisdictions in developing, adopting, and implementing local housing policies and programs. It is a forum for sharing resources, successful strategies, and best practices. The City also conducted its own numerous outreach and engagement sessions focused on City and Coastside residents, employees, and service providers. The approaches to education and engagement included:

Website and Social Media: 21 Elements participated in and helped shape the “Let’s Talk Housing” outreach program to increase awareness and participation in the Housing Element Update process. This program included a website and used various social media platforms, interlinked with the City’s website and social media.

Community Meetings: Many community members participated in a range of sessions including City Council and Planning Commission meetings, focus groups, and stakeholder interviews. The City also participated in several meetings and webinars in partnership with 21 Elements.

Outreach Activities: 21 Elements established an Equity Advisory Group to ensure outreach was set up to meet people where they were at, as much as possible. City staff supported this effort.

Our Stories: To learn more about the housing experiences of people in the County, 21 Elements asked community members to share their stories to include as many voices as possible in the Housing Element. Experiences were shared by a diversity of residents, including small families, seniors on fixed incomes, educators, people with disabilities, and single parents.

It is more important than ever to include as many voices as possible in the Housing Element. Housing Elements at their best can provide an opportunity for everyone to add their voice to the conversation. However, many people are too often left out of the process. Renters, workers, young families, youth, people of color, immigrants, refugees, non-English speakers, and people with disabilities are often unable to participate in outreach activities when scheduled, don’t know how to get involved, or don’t trust the process. The City’s goal, assisted by 21 Elements, was to change that. Specifically, the City:

- Ensured foreign language translation and interpretation were included in meetings and materials.
- Formed an Equity Advisory Group consisting of 18 organizations across San Mateo County that provided feedback on outreach and materials, and shared information about the Housing Element Update and how to participate in the process with the communities they serve.
- Held meetings in partnership with community organizations.
- Developed an Affirmatively Furthering Fair Housing survey.

As a whole, the approach brought forward a diversity of voices and perspectives. While the City Council routinely hears from diverse voices about housing and service needs during Council public forums and other sessions; the Planning Commission typically does not. Thus, this process provides a critical touchpoint for the City’s primary land use policy review body. To that end, a draft of this summary was presented to the Planning Commission in July 2022 and the City started to offer Spanish translation and interpretation at every Planning Commission meeting. The hope is to help the community feel more comfortable in that setting and that the Commission will be especially sensitive to community needs having participated in and reviewed the community outreach for the Cycle 6 Housing Element.

MULTI-FACETED COMMUNITY ENGAGEMENT

The City developed a diverse outreach plan to hear from as many community members as possible. This section includes a detailed summary of both the regional engagement efforts supported by 21 Elements as well as City-specific engagement efforts. Further information from City meetings, interviews, and focus group sessions can be found in the Housing Element References.

Website and Social Media

As a starting point for accomplishing extensive outreach, the City developed a clear online presence with all the information needed to understand the update process and know how to participate.

City of Half Moon Bay 2023-2031 Housing Element Update Webpage

A [2023-2031 Housing Element Update Webpage](https://www.half-moon-bay.ca.us/775/Housing-Element-Update-2023-2031) (<https://www.half-moon-bay.ca.us/775/Housing-Element-Update-2023-2031>) was developed as a part of the City website with the intent of being an online resource for the community. It offered educational FAQs, project updates, meeting details, and documentation for review. The project website made it easy for people to participate by providing meeting details and the opportunity to sign up for email updates. Links to public meetings were provided and directed viewers to agendas, minutes, and videos of the meetings (if recorded). The City also established a Housing Element email list and as of July 2022, 450 recipients had signed up to receive updates about the Housing Element.



Figure E-1: 2023-2031 Housing Element Update Webpage

Let's Talk Housing Website

To reach a broader audience and supplement the City of Half Moon Bay 2023-2031 Housing Element Update Webpage, the City promoted 21 Elements [Let's Talk Housing website](#) in March 2021. The website was established to clearly explain what a housing element is, why it matters, and how to get involved. It was made available in Arabic, Chinese, English, Spanish, and Tagalog, designed to be responsive on all types of devices, and included accessibility features. The website had been viewed more than 17,000 times, with more than 20 percent occurring from mobile devices by February 2022. Let's Talk Housing [Facebook](#), [Instagram](#), [Twitter](#), and [YouTube](#) accounts were also created and maintained to keep people informed about upcoming or past events.

Informational Videos on the Housing Element Update

After completing a series of introductory meetings on the Housing Element Update (see below), 21 Elements developed shorter 4-minute snippets to ensure information was more accessible and less onerous than watching an hour-long meeting. Two videos were produced – [What is a Housing Element and How it Works](#) and [Countywide Trends and Why Housing Elements Matter](#) – in Arabic, Chinese, English, Spanish, and Tagalog. The videos were made available on the Let's Talk Housing YouTube channel and website and shared on social media.

City of Half Moon Bay's Social Media

The City utilized multiple social media channels such as NextDoor, Twitter, Instagram, and Facebook to promote specific Half Moon Bay public meetings and hearings related to the Housing Element Update.

Public Meetings and Hearings

The City of Half Moon Bay held and participated in a variety of in-person and virtual meetings to inform the public about the Housing Element and hear what matters to the community.

Introductory Meeting to the Housing Element Update

The City of Half Moon Bay helped develop and facilitate a 90-minute virtual countywide meeting about the Housing Element update. The meeting was held on April 14, 2021, and provided community members with an introduction to the Housing Element update, why it matters, information on the Let’s Talk Housing outreach effort, and countywide trends. City staff then facilitated a breakout room discussion with community members on housing needs, concerns, and opportunities, and answered any questions. A poll was given during the meeting, to identify who was joining us and more importantly who was missing from the conversation, including if they rent or own, who they live with, their age, and ethnicity. Time for questions was allotted throughout, and meeting surveys were provided to all participants after the meeting along with all discussed resources and links.

The April 14th meeting included Half Moon Bay along with Atherton, Daly City, Pacifica, Woodside, and Unincorporated San Mateo County. Forty-six people registered for the meeting, including nine participants connected to Half Moon Bay. Of these, seven reported that they live in HMB, while two said they were present because they were interested in housing issues in our community. Of the nine people, two-thirds own their home while the remaining third rent. Two-thirds have lived in HMB for over 21 years. Demographically, four of the participants were over 70, three of them between 50 and 69, and two between 30 and 49. Eight out of nine identified as White.

At the start of the meeting, participants were asked to share a word in the chat describing housing now, and the housing they envisioned in their communities ten years from now. The resulting “word clouds” are shown below.

Now



In 2030



The majority of the meeting was spent in jurisdiction-specific breakout sessions, which started with a presentation from the city team. That presentation included an overview of important groundwork that would support and inform the housing element update, including the update to the city's land use plan map, currently under review by the Coastal Commission. This includes land use changes in the Town Center, creation of a Workforce Housing Overlay, and upzoning. Many questions focused

on constraints that make it difficult and expensive to build new housing and ADUs, and on how the City can help ensure affordable units for lower-income families. Community members expressed appreciation for the outreach and opportunity to learn and give input, and shared ideas about how to ensure broad participation in the update effort.

All About RHNA Webinar

City staff joined a webinar with 21 Elements in April 2021 to provide information and answer community questions about the RHNA process. 264 people registered and 80 questions were answered over three hours. The recording of this meeting and the FAQ can be found [here](#).

City Council Listening Sessions

Each year the Half Moon Bay City Council hosts listening sessions to hear directly from the people who live and work in Half Moon Bay to encourage a broad range of the community's input regarding the City's critical priorities. The City Council uses this input as a foundation for annual priority setting and budgeting. For several years leading up to drafting the Cycle 6 Housing Element, affordable housing has emerged as and remained a top community and City priority. Community input received from the Listening Session includes current information about housing needs and policy recommendations directly relevant to the Housing Element. The most recent two years of input, received over four separate sessions, conducted via Zoom with simultaneous Spanish translation, is summarized as follows:

City Council Listening Session #1

On March 3, 2021, the City Council held its annual listening session series. In this annual series, however, the community was informed about the City's need to update the Housing Element. About 18 community members attended and expressed the need for housing for all ages and stages of life that is affordable and available in the city. Rental assistance and housing support were encouraged to improve quality of life and to support the residents in the community. Direct outreach to the unhoused community was said to be a pressing need, and that those experiencing homelessness should receive more information about the Coast House emergency shelter, how to get in, and how to qualify for a room.

City Council Listening Session #2

On March 6, 2021, the City Council held its second listening session with 10 community members in attendance. Community members shared their appreciation to the City for the affordable housing already located in the community. To help meet the RHNA, attendees suggested and were in favor of accessory dwelling units (ADUs) to help provide more affordable housing options. Some mentioned that they would like to see the City provide opportunities to house refugees.

City Council Listening Session #3

On March 9, 2021, the City Council held its third listening session with 30 community members in attendance. Affordable housing and farmworker housing were highlighted as a focus for the housing element update. Local business owners also advocated for the need for affordable housing for staff and essential workers. Attendees suggested that the City ask workers about their housing

preferences concerning location and type. Overcrowding was mentioned to be a growing concern, especially for kids who need good quality housing. Gratitude to the City was shared for pro-actively listening. Nonetheless, community members urged that the City not stop its efforts and continue to keep affordable housing and farmworker housing a priority. Some attendees wondered if it is feasible to plan for small rural housing and in-town housing, or if one had to be attended to at a single time.

City Council Listening Session #4

On March 13, 2021, the City Council held its last listening session with 22 community members in attendance. Attendees stressed the importance of keeping affordable housing at the top of the priority list. In addition to affordable housing is the need for rental assistance to ensure residents do not become unhoused. Some participants encouraged the City to broaden its scope to consider already developed properties that may be underutilized, especially in the downtown area.

City Council and Planning Commission Work Session – Sites, Opportunities, and Constraints

On November 9, 2021, the City Council and Planning Commission hosted a special joint work session on the Housing Element. The meeting was conducted via Zoom with simultaneous Spanish translation throughout. The agenda included a presentation of several broad categories of affordable housing types previously identified by the community as most-needed (e.g., farmworker housing, mobile homes, multi-generational family housing, and infill housing in the resource-rich Town Center area). Detailed information about specific sites intended for inclusion in the 6th Cycle Housing Element included sites owned by the City, Cabrillo Unified School District (CUSD), churches, agricultural, and other property owners. For each, the presentation covered opportunities, constraints, and potential City actions to be taken to further support development with affordable housing. The session was well-attended with 83 individuals, including 25 who spoke during the public forum.

Stakeholder Listening Session Series

City staff joined 21 Elements for a facilitated series of listening sessions held between September and November 2021 to hear from various stakeholders who operate countywide or across multiple jurisdictions. The four sessions convened more than 30 groups including fair housing organizations, housing advocates, builders/developers (affordable and market-rate), and service providers, to provide observations on housing needs and input for policy consideration. Summaries for each session can be found [here](#). Key themes and stakeholder groups included:

Fair Housing: Concern for the end of the eviction moratorium, the importance of transit-oriented affordable housing and anti-displacement policies, and the need for education around accessibility regulations and tenant protections. 8 stakeholder groups provided this feedback, including the following:

- Center for Independence www.cidsanmateo.org
- Community Legal Services of East Palo Alto (CLSEPA) www.clsepa.org
- Housing Equality Law Project www.housingequality.org

- Legal Aid for San Mateo County www.legalaidsmc.org
- Project Sentinel www.housing.org
- Housing Choices www.housingchoices.org
- Public Interest Law Project www.pilpca.org
- Root Policy Research www.rootpolicy.com

Housing Advocates: Concern for rent increases and the need for ongoing outreach to underserved and diverse communities, workforce housing, deeply affordable and dense infill, and tenant protections for the most vulnerable. 6 stakeholder groups provided this feedback, including the following:

- Housing Leadership Council www.hlcsmc.org
- Faith in Action www.faithinactionba.org
- Greenbelt Alliance www.greenbelt.org
- San Mateo County Central Labor Council www.sanmateolaborcouncil.org
- Peninsula for Everyone www.peninsulaforeveryone.org
- San Mateo County Association of Realtors www.samcar.org

Builders and Developers: Local funding, tax credit availability, and concern that appropriate sites limit affordable housing while sites, construction costs, and city processes limit market-rate housing. 12 stakeholder groups provided this feedback, including the following:

- Affirmed Housing (Affordable) www.affirmedhousing.com
- BRIDGE Housing (Affordable) www.bridgehousing.com
- The Core Companies (Affordable, Market Rate) www.thecorecompanies.com
- Eden Housing (Affordable) www.edenhousing.org
- Greystar (Market Rate) www.greystar.com
- Habitat for Humanity (Affordable) www.habitatsf.org
- HIP Housing (Affordable) www.hiphousing.org
- Mercy Housing (Affordable) www.mercyhousing.org
- MidPen Housing (Affordable) www.midpen-housing.org
- Sand Hill Property Company (Affordable, Market Rate) www.shpco.com
- Sares | Regis (Market Rate) www.srgnc.com
- Summerhill Apartment Communities (Market Rate) www.shapartments.com

Service Providers: More affordable housing and vouchers or subsidies for market-rate housing are needed, along with on-site services and housing near transit, and jurisdictions should work with providers and people experiencing issues before creating programs. 10 stakeholder groups provided this feedback, including the following:

- Abode Services www.adobeservices.org
- Daly City Partnership www.dcpartnership.org
- El Concilio www.el-concillio.com

- HIP Housing www.hiphousing.org
- LifeMoves www.lifemoves.org
- Mental Health Association of San Mateo County www.mhasmc.org
- National Alliance on Mental Illness www.namisanmateo.org
- Ombudsman of San Mateo County www.ossmc.org
- Samaritan House San Mateo www.samaritanhousesanmateo.org
- Youth Leadership Institute www.yil.org

Other Outreach Activities

The City set out to collect as much feedback as possible from the community, from general concerns and ideas as to where new housing could go. It was also important to the City to consider community outreach best practices and partner with organizations working in the community, to ensure as many people as possible are reached and done so thoughtfully.

City of Half Moon Bay Stakeholder and Service Providers Interviews

In April 2022, City staff invited affordable housing providers and service agencies for interview sessions to gain a better understanding of the housing needs, challenges, and desires of the specific populations they serve. Agencies were identified as those who are especially focused on supporting the San Mateo coastside, or those that have identified themselves to staff as seeking to increase their presence on the coast. Of the stakeholders invited, ten agencies participated. Interviews were unstructured and casual to allow each agency to organically discuss issues and present recommendations. The input received was specific to the Housing Element policy development and site selection process.

Coastside Hope

On April 12, 2022, City staff met with the Executive Director of Coastside Hope, an organization that provides support to clients and their families who live and work on the Coastside and are seeking permanent residency. The discussion highlighted the need for more affordable housing, but especially for farmworkers and greenhouse workers. The Executive Director stressed that affordable rental housing developments should be combined with other programs to help households save money to buy a home. Tenant education and protection were mentioned as a key tool for reducing discrimination and inequitable practices.

A “community first” approach was suggested for the City to ensure that housing is built and secured for residents before interested parties move in. Funding service agencies in the City help support residents stay in their homes but they need to be more flexible as master leaseholders may not wait long for their payment.

Senior Coastsiders

On April 12, City staff met with the Executive Director of Senior Coastsiders to discuss what the organization may require support with, any housing issues their clients have been experiencing, and

the current housing support programs. Like many other organizations, Senior Coastsiders supports accessory dwelling units to help increase the production of affordable units.

[Abundant Grace](#)

On April 14, 2022, City staff met with the Executive Director and their staff at City Hall. Abundant Grace is an organization that serves the homeless and low-income communities of Half Moon Bay. They discussed coastside needs such as addressing the lack of housing available for residents with housing vouchers. Farmworkers' needs are a major concern because their income cannot keep up with the increased cost of living.

[Housing Choices](#)

On April 14, 2022, City staff met with the Executive Director and Senior Housing Advocate of Housing Choices, an organization that provides housing navigation services to people with developmental and other disabilities. In addition to discussing their clients' needs and desires for housing, they shared specific policy recommendations for Half Moon Bay, presented at the end of this report.

[Housing Leadership Council \(HLC\)](#)

On April 14, 2022, City staff met with the Policy Manager at the Housing Leadership Council of San Mateo County. HLC is a membership organization that works with its partners to preserve and expand the range and supply of adequate, accessible, and affordable housing for residents and workers of San Mateo County. The Council ensures everyone who works, lives, or grows up in San Mateo County can obtain a suitable home. During the interview, they shared a few things they would like to see for the future of housing in Half Moon Bay. This includes an analysis of the Cycle 5 Housing Element to determine why the City has not met its housing needs as a means to help ensure that the upcoming housing element is holistic and realistic for housing production. HLC shared best practices on their Housing Element Policy Platform, included in the Detailed Input section at the end of this technical report.

[MidPen Housing](#)

On April 14, 2022, City staff met with the Vice President of Business Development at MidPen Housing, one of the largest, most trusted nonprofit developers, owners, and managers of high-quality affordable housing in Northern California. In advance of the interview, MidPen Housing provided its "Housing Element Best Practices: Lessons from Previous Cycles". The interview covered their recommendations, including a discussion of their applicability to the City of Half Moon Bay included in the Detailed Input section at the end of this technical report.

[Society of St. Vincent de Paul](#)

On April 14, 2022, City staff met with the Executive Director, Director of Engagement and the Lead Case Manager at the Society of St. Vincent de Paul, who provides person-to-person services of time, talent, and resources to help neighbors in need. Their main goal is to help people get housed. As more families need support, they will continue to support and refer people to services that can directly impact them in the City since they are primarily based in San Mateo.

Boys and Girls Club

On April 19, 2022, the City met with the Coastside Executive Director of the local Boys and Girls Club. The main issue mentioned was centered around affordability and availability of housing for their staff and clients. Their younger staff cannot afford to move out of their family homes because there are no available and affordable homes for them. This leads to overcrowding in the City which is a growing concern.

As a trusted partner in the Community, the Boys and Girls Club offered to help share outreach materials and information.

HIP Housing

On April 19, 2022, City staff met with the Director of Programs at HIP Housing, a local nonprofit organization that has provided housing and Home Sharing Services in San Mateo County. In the interview, they shared more about their organization and a desire for more support with outreach in Half Moon Bay and potentially working with HIP to increase ADU affordability. As they increase their presence on the Coast, they are working on strategies to make home sharing units count toward RHNA.

Habitat for Humanity

On April 19, 2022, City staff met with the Chief Executive Officer at Habitat for Humanity, an organization that builds homes and sustains affordable homeownership opportunities for families. They shared that the City has a unique opportunity to take some of the potential sites and think differently about types of housing and partnerships. This includes the consideration of ownership opportunities as part of an affordable housing development. Additionally, they shared many creative recommendations for the City to consider as potential opportunities.

Focus Groups

The City hosted two focus groups in June 2022 to provide a small and intimate platform for some of the City's most vulnerable communities, including seniors and Latino residents. The City's intent for these focus groups was to gain a better understanding of their specific housing needs and obtain feedback on how the City can best support them in the years to come.

Senior Coastsiders Focus Group

On June 8, 2022, the project team met with 8 community members connected to Senior Coastsiders. The purpose of this focus group was for participants to provide input about housing development and policy with a focus on senior needs. Participants shared that Half Moon Bay is a wonderful and friendly community. Priorities for housing include shared housing, controlled rent increases, and support for older adults including financial assistance for home maintenance. Common areas of concern include homelessness, the vulnerability of certain household types such as female-headed households, and the need for housing for people with disabilities.

Ayudando Latinos A Soñar (ALAS) Focus Group

On June 16, 2022, City staff held an in-person focus group in the backyard of ALAS' main office. The purpose of this focus group was for participants to provide input about housing development and policy with a focus on the needs of their community. It was facilitated by City staff and conducted in Spanish. Those in attendance represented low-income Latino families and farmworkers. In total, 8 adults participated, as well as several grade and middle school-aged children. Participants shared that they enjoy Half Moon Bay as a safe, beautiful small town that is close to their families and friends. They identified priorities for housing, highlighting the needs of essential workers, including farmworkers. Common areas of concern included high rent, overcrowding, and impacts on health and childhood development.

Creating an Affordable Future Webinar Series

The City of Half Moon Bay and 21 Elements offered a 4-part countywide webinar series in the fall of 2021 to help educate community members about local housing issues. The sessions were advertised and offered in Cantonese, Mandarin, and Spanish, though participation in non-English channels was limited. All meetings and materials can be found [here](#). The following topics, and how each intersects with regional housing challenges and opportunities, were explored:

Why Affordability Matters: Why housing affordability matters to public health, community fabric, and county residents, families, workers, and employers.

Housing and Racial Equity: Why and how our communities have become segregated by race, why it is a problem, and how it has become embedded in our policies and systems.

Housing in a Climate of Change: What is the connection between housing policy and climate change and a walk through the Housing & Climate Readiness Toolkit.

Putting it All Together for a Better Future: How design and planning for much-needed new infill housing can be an opportunity to address existing challenges in our communities.

The series included speaker presentations, audience Q&A, breakout sessions for connection, and debrief discussions. Participants were eager to discuss and learn more about housing challenges in their community. They asked questions and commented in the chat and shared their thoughts in a post-event survey. Overall, comments were mostly positive and in favor of more housing, though some were focused on the need for new affordable housing. There was a lot of interest in seeing more housing built (affordable housing), concern about change or impact on schools, parking, and quality of life, and personal struggles with finding housing that is affordable and accessible shared. Some participants wanted more in-depth education and discussion of the next steps, while others had more basic questions they wanted answered.

In total, 754 registered for the series. Of those who shared, the majority identified as White (55%) or Asian (24%) and ranged between 30 and 70 years old. Over half have lived in the county for over 21 years and nearly two-thirds owned their homes. For more information, see the summary [here](#).

Equity Advisory Group

In alignment with community outreach best practices, it was important to include the guidance of and foster partnerships with community organizations to help ensure everyone’s voices were heard during the Housing Element update. In response, an Equity Advisory Group (EAG) was formed consisting of 15 organizations or leaders across the county that are advancing equity and affordable housing. A stipend of \$1,500 was originally provided for meeting four to five times over 12 months to advise on Housing Element outreach and help get the word out to the communities they work with.

After meeting twice in 2021, it was decided that the best use of the EAG moving forward would be to provide more focused support in 2022 based on jurisdiction needs and organization expertise. To date, EAG members have facilitated and hosted community meetings in partnership with 21 Elements, collected community housing stories to put a face to housing needs, advised on messaging, and amplified events and activities in their communities. The EAG continues to work collaboratively with jurisdictions and deepen partnerships, as well as connect community members to the Housing Element Update process. All participating organizations are featured on the Let’s Talk Housing [website](#) and include the following:

- Ayudando Latinos A Soñar (ALAS) www.alashmb.org
- Community Legal Services www.clsepa.org
- El Comité de Vecinos del Lado Oeste (El Comité) www.tenantstogether.org/resources/el-comité-de-vecinos-del-lado-oeste-east-palo-alto
- EPACANDO www.epacando.org
- Faith in Action www.faithinaction.org/federation/faith-in-action-bay-area/
- Housing Choices www.housingchoices.org
- Housing Leadership Council www.hlcsmc.org
- Menlo Together www.menlotgether.org
- Nuestra Casa www.nuestracasa.org
- One San Mateo www.onesanmateo.org
- Peninsula for Everyone www.peninsulaforeveryone.org
- Puente de la Costa Sur www.mypuente.org
- San Mateo County Health www.getthehealthysmc.org
- Youth Leadership Institute www.yli.org/region/san-mateo
- Youth United for Community Action www.youthunited.net

Affirmatively Furthering Fair Housing Survey

A total of 63 residents from Half Moon Bay participated in the 21 Elements AFFH survey. Participants from Half Moon Bay shared a great need for assistance in taking care of themselves or their homes and were more likely to have trouble keeping up with expenses, such as property taxes. Access to public transit, improved street crossings, and the need for more sidewalks were shared concerns. Residents also expressed that they need help finding housing. The full survey summary can be found [here](#), and is also discussed in the AFFH chapter of the housing element.

KEY TAKEAWAYS

Key takeaways emerged throughout the outreach process. The first part focuses on the regional outreach efforts led by 21 Elements that took place in partnership with local cities, including Half Moon Bay. The status of regional housing has potential effects on the Half Moon Bay community due to the City's proximity to jobs-rich areas and high population centers located within San Mateo County and the greater Bay Area. The second part consists of key takeaways that City staff gathered through specific outreach at public meetings and through targeted outreach efforts with community groups and stakeholders in Half Moon Bay. The City acknowledges that many concerns taking place on a regional level have similarities to concerns gathered from local outreach.

Countywide Key Takeaways Summary

Housing is personal: People often have differing views on housing because it is a very personal issue tied to feelings of safety, belonging, and identity. Often the comments reflected people's current housing situation. Those with safe, stable housing that they can afford were more concerned with change. Those without were more interested in bolder policies and more housing generally. Many people shared meaningful stories of being priced out of their communities or of their children not being able to live in the community where they grew up. Click here for a [sample](#) story.

The price of housing is a major concern: Many voiced concerns about the high cost to rent or buy a home today, either for themselves, friends, or family. It is an issue that touches a lot of lives.

More housing is needed: Generally, people believe there is a need for more housing, particularly affordable housing. However, there are diverging views on how to accomplish this, where housing should go, and what it should look like.

Single-family neighborhoods are polarizing: While some people voiced their interest in up-zoning single-family neighborhoods or eliminating them altogether, other homeowners want to protect them and in turn, the investment they have made.

Affordable housing is a top concern: Many felt that more needed to be done to promote affordable housing. They also felt that developers should be eligible for incentives and opportunities that make them more competitive.

The process is too complicated: There was significant concern that the development process is too slow and there is too much uncertainty.

Better information resources: People wanted to know how to find affordable housing in their communities and navigate the process of applying for it.

Issues are connected: Transportation, climate change, access to living wage jobs, and education opportunities are all tied to housing and quality of life. These issues are not siloed in people’s lives and there is a desire to address them in interconnected ways.

Equity is on people’s minds: People want to talk about housing inequities and, even more so, discuss how to solve them. There was interest in ways to create new opportunities for housing and asset building for all that also address past exclusions.

Regional input matters but there’s more to figure out: It was valuable to build a broader sense of community and share resources at the countywide level. However, it was challenging to engage non-resident community members on jurisdiction-specific input.

Diversity in participation was a challenge: Despite partnering with organizations to engage with the hardest-to-reach communities and providing multilingual outreach, achieving diversity in participation was challenging. In the wake of Covid-19, organizations already operating on limited resources were focused on supporting immediate needs, while the added stresses of life coupled with the digital divide added additional barriers for many.

Half Moon Bay Key Takeaways Summary

Farmworkers cannot afford stable housing: Many farmworker households in Half Moon Bay earn below the Federal poverty line with incomes in the acutely low- and extremely low-income categories. As a result, farmworkers often live in substandard living conditions that can include shared beds and living areas. Farmworkers, many with families, are seeking more permanent housing; however, without enough affordable housing, this population is often forced to move amid unstable living arrangements and discriminatory housing practices.

Over-crowded housing: The City heard from multiple community members and stakeholders that many families are forced to live in overcrowded housing due to the cost of rent and inability to gain approval to move forward in the rental application process. In some situations, multiple families share a home or apartment designed for only one family to live in. Therefore, in many cases, children and parents share a single room without privacy and adequate sleeping arrangements. Some families shared how these types of living situations have a direct effect on their mental health as well as child development and education.

Illegal subleases and price gauging: Related to over-crowded housing, many households with limited resources are forced to enter into housing arrangements that are not governed by a lease agreement. Although free legal services are available, tenant rights are limited without clear documentation and proof of unfair practices. In some cases, existing tenants with a valid lease are subleasing rooms without landlord consent, at higher than market rate for a single room. This places some households at even higher risk of illegal housing practices such as multiple unlawful eviction practices, insufficient lease terms, and rent increases that lead to price gauging.

More affordable housing is needed in Half Moon Bay: Through the outreach process, there was a substantial amount of support for additional affordable housing to be built in Half Moon Bay. Many respondents stated affordable housing needs to be built as soon as possible and that the City of Half Moon Bay should approve policies that allow more affordable housing to be built immediately.

Teachers and essential workers cannot afford to stay: Many speakers stated teachers and essential workers are finding it increasingly difficult to remain housed in Half Moon Bay and surrounding communities due to the high cost of housing. The need for this population to pay affordable rent was commonly shared as a result of wages that have not been keeping up with the cost of living and inflation.

City housing funds and land contribution: Multiple stakeholder and service agency organizations stated the need for a variety of funding sources to develop affordable housing and provide programs that support the community. Affordable housing developers stated feasibility increases with zoning for medium- and high-density residential in addition to City provided land and/or other funding sources.

HOW THE COMMUNITY SHAPED THE HOUSING PLAN

The Half Moon Bay community and local service agencies shaped the Housing Plan. Numerous policies were updated or added to the Cycle 6 Housing Element to make it more actionable and sensitive to very special needs that have been identified since the Cycle 5 Element was in place.

There are 6 Housing Plan Goals under which policies and programs are present to achieve the goal. The goals acknowledge the need for more affordable housing, preservation of existing housing, the need for diverse housing, the need for housing resources and tenant protections, the community's commitment to sustainability, and the importance of effective Housing Plan implementation. The goals are as follows:

Goal 1 - Housing Production:

Facilitate development of high-quality and diverse types of housing for all income levels and household types.

Goal 2 – Housing Preservation:

Preserve and improve Half Moon Bay's existing neighborhoods and housing supply.

Goal 3 – Housing Choices:

Expand housing choices for large and multi-generational households, the elderly, persons with developmental or other disabilities, farmworkers, female-headed households, unhoused individuals, and persons with special housing needs.

Goal 4 – Protections and Resources:

Promote housing opportunities and establish resources for all persons regardless of race, sex, age, marital status, ancestry, national origin, color, or sexual orientation.

Goal 5 – Housing Sustainability:

Support sustainability measures in new and existing residential development.

Goal 6 – Housing Plan Implementation:

Implement the Cycle 6 Housing Plan using annual reports, monitoring, periodic ordinance updates, and other means to maintain plan effectiveness throughout the planning period.

The following table provides a “crosswalk” between Housing Element programs with the Key Takeaways from what the City learned from the Half Moon Bay-specific community engagement.

Table E-1: Key Takeaway and Housing Programs

Key Takeways	Highlights of Responsive Housing Plan Programs
More Affordable Housing: <ul style="list-style-type: none">• Farmworkers• Other Essential Workers• Special Needs Populations	Program 3-4: Housing for Essential Workers emphasizes use of the Workforce Housing Overlay to enable affordable housing development for farmworkers and other essential workers. Program 3-1: Senior and Disable Housing prioritizes affordable housing developments for seniors, persons with development and other disabilities, and other special needs populations.
Improve the Development Process	Program 4-9: Reduce Affordable Housing Development Costs targets reductions in development impact fees for affordable housing.
Provide Better Information	Program 4-3: Multilingual Housing Information Access specifies a suite of approaches for providing access to information for tenants and households seeking housing.
Support Renters and Improve Conditions: <ul style="list-style-type: none">• Tenant Rights• Crowding	Program 4-5: Tenant Relocation Assistance Ordinance will require landlords with serious building code violations resulting in unsafe living conditions to provide at least three months of rent to tenants who need to relocate. Programs 3-3: Home Share and Cooperative Housing and 3-5: Large and Multi-Generation Households outline diverse and flexible housing types and living arrangements for large families and households to reduce crowding.

Key Takeways	Highlights of Responsive Housing Plan Programs
<p>Funding:</p> <ul style="list-style-type: none"> • More is needed • Spend it well 	<p>Program 4-6: Increased Funding for Affordable Housing identifies potential funding sources for the City’s Affordable Housing Fund as well as partnerships with other resources.</p> <p>Program 4-7: Affordable Housing Fund Management and Use is based on the City’s Affordable Housing Fund Allocation Guidelines which prioritize funding for new and deeply affordable units as well as for preserving existing affordable units.</p>
<p>Use Public Land for Housing</p>	<p>Program 4-8: Use Public and Quasi-Public Owned Lands for Affordable Housing emphasizes use of the Workforce Housing Overlay on sites owned by the City, School District, and religious institutions for affordable housing development.</p>

PUBLIC INPUT AND REVISIONS TO THE FIRST PUBLIC DRAFT HOUSING ELEMENT

The First Public Draft Housing Element was made available for a 30-day public comment period running from April 17 - May 16, 2023. The Element was provided on the City’s website as a combined and searchable PDF file, as well as by individual section. Hard copies of the Element were available at the Half Moon Bay Library and City Hall. Announcements about the Housing Element’s availability and comment period were broadly circulated as follows:

- City eNewsletters Notifications: 8,884 email addresses
- City social media (Twitter, Facebook, and Instagram): 14,015 following
- Housing Element website
- Announcements at public meetings

To further ensure that interested parties had an opportunity to learn about the Housing Element and provide comments, the City held a Work Session on May 9, 2023. The session started at 6:00 PM with a one-hour reception for community members to discuss the Housing Element with each other and City staff. Display boards presented the Housing Element’s Goals, Housing Opportunity Sites, and RHNA. The Work Session was held jointly by the City Council and Planning Commission and commenced at 7:00 PM. The session was offered in a hybrid format and also televised. The public comment period was open for in-person and Zoom attendees. The City also set up a Housing Element email to facilitate the submittal of written comments.

Summary of Input on the First Public Draft Housing Element

Written Comments: Twenty-one written comments were submitted on the First Public Draft Housing Element. Table E-2 provides an index and summary of the main themes of each written comment. The full text of each written communication is provided at the end of this Technical Report.

Public Comments from May 9, 2023, Work Session: Fourteen speakers addressed the City Council and Planning Commission at the Work Session held on May 9, 2023. Table E-3 provides an index and summary of the main themes of each speaker’s comments. Detailed meeting summary notes are provided at the end of this Technical Report. The summary includes additional summary notes of each speaker’s comments as well as a summary of the City Council and Planning Commission’s discussion and direction. Two Planning Commissioners also submitted written comments and questions in advance of the work session, and these are also provided at the end of the summary. Broadly, public comments could be sorted into three categories. The categories are color coded to help illustrate the primary areas of interest in Tables E-2 and E-3 as follows:

Diverse Affordable Housing: for older adults and families; consider mobile homes
Stone Pine Road Housing Opportunity Site
Infrastructure/Parking

Table E-2: Written Comment Index/Summary

#	Commenter	Comment Topic(s)
1	Michelle Lutke	Seniors are at risk for displacement; had to leave HMB due to a lack of moderate-income housing.
2	Sylvia Teng	Need to address coastside traffic/infrastructure needs (e.g., more traffic signals) before adding more housing.
3	Steve Hyman	Concerned about traffic and location of farmworker housing for 555 Kelly Avenue and 880 Stone Pine Road; the farmworker housing should be on the farms, not Downtown.
4	Dave Powell	Senior housing options for low- and moderate-income households need to be better addressed.
5	Peter Kroosz	Concerned about 880 Stone Pine Road housing site access and traffic.
6	Linda Goldstein	Supports housing justice; the City should develop safe and equitable housing.
7	Marcy Barton	Questions about the Pilarcitos trail extension and relationship to the 880 Stone Pine Road housing site.
8	Bill Heavlin	Lower-income units not produced during Cycle 5; need more for Cycle 6 and suggested development incentive program.
9	Kathryn Murdock	Stone Pine Road housing site is suitable for mixed occupancy; concerned about concentrating affordable housing on this site.
10	Joanne Rokosky	Need more than 480 units per RHNA; teacher housing is vital; assistance for sublease/renters and price gouging is needed.
11	KC Branscomb	Shared a variety of policy and program observations related to farmworker housing on Rural Coastal designated properties: ADUs, WHO, trailer residences, and high pre-development costs.

#	Commenter	Comment Topic(s)
12	Kirsten Loegering	Concerned about traffic and impacts of Stone Pine Road housing site on the Cypress Cove neighborhood.
13	Caeli Collins	Asked questions about encouraging farmworker housing; development standards to promote building such housing including ADUs; and efforts to protect agricultural land use in general.
14	Sandy Miranda	Concerned about Stone Pine Road housing site; supports HWY 92 access.
15	Rob Robinett	Opposes Stone Pine Road housing site; supports HWY 92 access.
16	Carole Black	Concerned about opportunity sites, most notably 880 Stone Pine Road for traffic and the need to add WHO; interested in mixed-income opportunities.
17	Alexandru Chitea	“Vote” against the Stone Pine Road housing site.
18	Mark Gammon	Concerned about the 880 Stone Pine Road housing site.
19	Keet Nerhan	Concerned about Housing Element’s effectiveness in addressing constraints to meeting RHNA.
20	Sha T	Concerned about Stone Pine Road traffic; provided a list of benefits for site access via HWY 92 instead of Stone Pine Road.
21	Jeremy Levine, Housing Leadership Council	Concerned that mixed-use and multi-family zoning densities are too low and that Measure D capacity will constrain the development of housing generally.

Note: The full text of each written communication is provided at the end of this Technical Report.

Table E-3: May 9, 2023, Work Session Public Comment Index/Summary

#	Commenter	Comment Topic(s)
1	Joy Moore, Harmony Salon	Concerned about the Stone Pine Road housing site, traffic on Stone Pine Road, and the intersection at Main Street.
2	Rabbi Moshe Heyn	Supports the Housing Element process. There is a problem that we need to solve.
3	Rocio Avila	Need more affordable housing, housing needed to support children.
4	Carolina Carbajal	Need more affordable housing and a "just salary," young people are leaving the area, and kids need a good place to live to be leaders.
5	Crystal Avila	Housing is a necessity; young people cannot do schoolwork in crowded units/rooms.
6	Pastor Sue Holland	Need more affordable housing; support service workers and children.
7	Jan Hanson	Mobile home communities need to be considered.

#	Commenter	Comment Topic(s)
8	Alice Linsmeier	Need housing to support children, grades improve if well housed.
9	Maria Garcia	Need more affordable housing; apartments needed to reduce overcrowding.
10	Emily Glines	There is a great need for more affordable housing, including for seniors who want to downsize.
11	Sean McPhetridge, CUSD Sup.	Working on new housing development on school property for teachers and staff.
12	Mike Ferreira	Be careful about reducing parking standards for development types where residents really need it. We don't have transit.
13	Joanne Rokowsky	Supports tone of Housing Element and notes the need for more affordable housing, more than RHNA.
14	Crystal (no last name provided)	Concerned about Stone Pine Road housing site including traffic and home value impacts on Cypress Cove.

Note: Detailed meeting summary notes are provided at the end of this Technical Report and include additional summaries of each speaker's comments.

How Community Input Was Addressed

The first public draft Housing Element has been updated to incorporate community input. Key themes and responses are summarized below.

Housing for Older Adults: The need for more affordable housing and smaller housing units that would allow older adults to downsize and stay in the community came up several times in community comments.

- Housing Element Revisions: Program 1-7 Diverse Housing Types was revised to emphasize the need for small units and/or units for older adults in new residential development. Program 3-1 Senior and Disabled Housing was updated to acknowledge that housing suited to older adults of all income levels is needed.

Family Housing: The community wants the Housing Element to more directly address overcrowding for families that double and triple up in small housing units. This input was further informed through statements made about the impacts of such conditions on children.

- Housing Element Revisions: Program 3-5 Large and Multi-Generational Households was updated to clarify BMR and Density Bonus incentives and added fee waiver incentives for affordable units developed on infill single-family lots.

Manufactured Homes: Manufactured housing and mobile home parks were identified as opportunities to provide larger and more affordable units within safe and cohesive neighborhood environments. The Housing Element includes two mobile home park site expansions - Pipeline Project AH (Hilltop Mobile Home Park, 250 San Mateo Road) and Housing Opportunity Site 5 (Canada Cove, 101 Canada Cove Avenue) - as well as a potential new manufactured housing neighborhood on Site #1 (880 Stone Pine Road).

- Housing Element Revisions: As further described below, new Program 1-8 Diverse and Healthy Neighborhoods was added to establish provisions to maintain and enhance neighborhood diversity. Inclusion of manufactured housing is one means of doing so and is acknowledged in Program 1-8.

Stone Pine Road Housing Opportunity Site: Housing Opportunity Site #1, 880 Stone Pine Road, was the subject of many of the comments received. The City is currently working on preliminary plans for the property. Two community meetings for the 880 Stone Pine Road site overlapped with the Housing Element 30-day public review period (April 17 and May 8, 2023). The City intends to ensure that neighborhood and other community concerns are addressed as the approach to site development is further refined. Because this is an area of active discussion occurring concurrently with the Housing Element public comment period, it has been helpful to the City to hear about both concerns and hopes for development of this property.

- Housing Element Revisions: The narrative for Site #1 presented in Technical Report Appendix C – Housing Resources was updated to acknowledge input about project design, potential impacts such as traffic, and ongoing oversight and maintenance of future development.

In addition to the above changes, the following topics, although not leading to revisions to the Housing Element, are important to address to provide more information and clarity to those who made public comments.

Teacher Housing: The significant need for teacher and staff housing was mentioned by several individuals. It is notable that Housing Opportunity Site #2 (498 Kelly Avenue, the “District Office Site”), is for 60 units of such housing. The Cabrillo Unified School District (CUSD) is moving forward with a preliminary application for Housing Opportunity Site #2.

Agricultural Land Use and Farmworker Housing: Commenters asked about the City’s support for farmworker housing as well as for agricultural land uses. The City provides deep policy support for the retention of agricultural land use, which is a Coastal Act priority use. The Local Coastal Land Use Plan (LCLUP) includes policies throughout Chapter 2 (Development) and Chapter 4 (Agriculture) that support long-term retention of agricultural land uses, including farmworker housing on properties in agricultural and horticultural use, as well as on other sites. Every unit matters, and thus the strategy to facilitate development of farmworker housing in small and larger formats - both on-farm and off-the-farm – was deliberately set up in the LCLUP in anticipation of the Cycle 6 Housing Element.

Residential Densities and Measure D: The City’s R-3 and mixed-use districts have maximum residential densities of nearly 30 units/acre. A written comment suggested that these densities need to be increased to 50 units/acre. The City notes that while the buildout analysis in the LCLUP assumed 30 units/acre for these areas, it also assumed that additional units would come with affordable and mixed-income housing projects via density bonus allowances. This is already proving to be the case, such as with the City’s 555 Kelly Avenue site (pipeline project #AJ). As modeled in the LCLUP, water and sewer system capacity were found to be substantially adequate through 2040,

with the exception of water supply during multi-year drought conditions as identified in the Coastside County Water District’s 2020 Urban Water Management plan. Increasing the City’s maximum densities to 50 units/acre for the R-3 and mixed-use districts could result in the depletion of water and sewer system capacities before 2040. An unintended consequence would be to foreclose development of future affordable housing projects if nearer-term market rate development consumes infrastructure capacity. The comment also noted that Measure D is a constraint. The City’s analysis of Measure D in Technical Report Appendix B – Constraints presented the challenges imposed by Measure D and ways to manage them through implementation. In summary, while there is adequate capacity in Measure D for the Cycle 6 RHNA, the need for phasing and other perceived risks may be off-putting to developers. Fortunately, density bonus units are exempt from Measure D. This exemption encourages developers of market rate housing to provide affordable units to achieve higher densities and enjoy the benefit of not having to secure Measure D allocations for large portions of projects. The density of such projects could meet or exceed densities of 50 units/acre as suggested by the commenter, but in a manner that fits within the City’s infrastructure capacity.

City Council Direction

At the joint work session, the Planning Commission and City Council considered public comments and discussed numerous programs and opportunities. The City Council directed City staff to revise the Housing Element to be submitted for HCD’s review for several topics. Like the community, the Council requested more support for older adults and mobile home parks, and these topics are addressed above. Additional topics brought forward by the Council follow:

Community Character: Emphasize community character and the intent to protect community diversity.

- Housing Element Revisions: The first page of the Introduction and Executive Summary was revised to highlight community character as a priority and explain that community character is more than “small town” charm; small towns take care of each other.

Town Center Incentives: Incentivize development Downtown and pursue development of the Housing Opportunity Sites in the Town Center, including but not limited to 555 Kelly Avenue, 880 Stone Pine, and others.

- Housing Element Revisions: To further encourage housing development in the Town Center, Program 6-4 Removal of Constraints was expanded to acknowledge the City’s support for CEQA exemptions for qualifying projects. Flexible standards for infill development in Town Center are already acknowledged in Program 1-2 Missing Middle Housing Development Standards.

Neighborhood Diversity: Heritage Downtown and other parts of the Town Center area illustrate neighborhood diversity, with mixed-uses, a range of housing types, and a diverse population. New development in Town Center should contribute to that diversity through mixed-income projects and creative housing types including co-housing. For large development sites, that would create new neighborhoods, care must be taken to encourage such diversity when the neighborhood structure

is not yet in place. This is most applicable to the Podesta PD (Pipeline Project AI). This diversity promotes community vibrance, resilience, and access to resources from an AFFH perspective.

- Housing Element Revisions: Although the concept of housing diversity was acknowledged in numerous programs, including Programs 1-3 Below Market Rate (BMR) Housing Ordinance, 1-7 Diverse Housing Types, and 3-3 Home Sharing and Cooperative Housing; a new program was added to better address the City Council’s direction. Program 1-8 Diverse and Healthy Neighborhoods calls for housing development that increases the diversity of existing neighborhoods and establishes diversity when new neighborhoods are created.

Home Sharing and Co-Housing: Co-housing is an area that is evolving and provisions to allow creative approaches should be included in the Housing Element.

- Housing Element Revisions: Program 1-7 Diverse Housing Types was updated to include live-work formats that may lend themselves to co-housing. Program 3-3 Home Sharing and Cooperative Housing acknowledges multiple types of housing units as well as home sharing and co-housing arrangements. The program was updated to acknowledge ownership and funding approaches.

Parking: Parking flexibility is most appropriate Downtown. Adequate parking for older adults and disabled persons needs to be supported, especially with such limited transit on the Coastsides.

- Housing Element Revisions: Program 1-2 Missing Middle Housing Development Standards looks to parking reductions to incentivize housing development. Because Half Moon Bay and the Coastsides have limited transit options, parking is important for many lower-income families, and parking that is proximate to housing and services is very important for older adults and disabled individuals. Program 1-2 was revised to provide context for parking reductions.

ADUs and Measure D: ADUs are highly desired and the City’s efforts to increase their production have been successful. ADU affordability remains a concern, as does the capacity of Measure D, which has been significantly impacted by the increase in ADU production.

- Housing Element Revisions: To facilitate ADU development and affordability, Program 1-5 Accessory Dwelling Units (ADUs) was revised to include new incentives for affordable ADU development. To address Measure D capacity, Program 6-4 Removal of Constraints was updated and now calls out this topic and offers approaches to addressing this situation.

Funding: Secure as much funding for affordable housing as possible, such as from San Mateo County’s Measure K.

- Housing Element Revisions: Program 4-6 Increased Funding for Affordable Housing was revised and Measure K funding is now referenced.

Terms: Add clarity about the terms just housing, living environments, and references to the homeless population.

- Housing Element Revisions: Definitions of the following terms are now provided in the Glossary of Terms and List of Acronyms and/or clarified in text as noted below:

- **Just Housing:** This term has been used by the community to describe housing that is affordable, safe, and healthy.
- **Homeless, unhoused, or unsheltered:** These terms had been inadvertently used interchangeably in a few places in the First Public Draft Housing Element; however, they have specific meanings. The term “unhoused” was eliminated from the narrative. Definitions for homeless, sheltered homeless, and unsheltered homeless were added to the Glossary. The Housing Element was updated as necessary to ensure the correct use of this terminology.
- **Living Environment:** For Program 1-7 Diverse Housing Types, “environments” was replaced with “spaces” to clarify a co-housing concept characterized by both private quarters and common spaces, such as shared kitchens.

Vacant Houses: Although an important concern, the City Council advised that the matter of vacant houses can be predominately addressed outside the Housing Element. The context comes from the 2020 U.S. Census which reported that there are 264 vacant homes in Half Moon Bay. It is understood that this is due to numerous factors, primarily because Half Moon Bay is a highly desirable tourist destination. Second homes, which are unused most of the year, are categorized as vacant. This is also the case for homes that are rented out as short-term vacation rentals (STRs). In both cases, housing stock inventory is diminished with such uses. With the recent certification of the City’s Short-Term Vacation Rental Ordinance by the Coastal Commission including a primary residency requirement, this threat of conversion to STRs should be substantially abated. However, the City Council continues to be interested in other approaches to taxing or otherwise working with owners of vacant homes to encourage them to sell or rent these properties.

- **Housing Element Revisions:** Program 4-6 Increased Funding for Affordable Housing was updated to acknowledge that a tax measure could be an affordable housing funding source.

Other Revisions:

- **Technical Report Appendix A – Housing Needs:** This report was updated to confirm compliance with California Government Code §65590 which requires replacement of residential dwelling units occupied by low- or moderate-income persons or families in the event of demolition.
- **Editorial Cleanup:** The entire document was reviewed and edited to improve readability and correct typographical errors.

HALF MOON BAY COMMUNITY ENGAGEMENT DETAILED SUMMARIES

Housing Policy and Housing Element Outreach

This section of the Community Engagement Technical Report presents detailed notes taken by City of Half Moon Bay staff for engagement sessions conducted by the City. The sessions are listed below and the detailed notes begin on the next page.

City Council Listening Sessions

- March 3, 2021 (Wednesday evening): 18 attendees
- March 6, 2021 (Saturday morning): 10 attendees
- March 9, 2022 (Wednesday evening): 30 attendees
- March 13, 2022 (Sunday afternoon): 22 attendees

City Council and Planning Commission Joint Study Session

- November 9, 2021: 83 attendees, 25 speakers (housing sites, opportunities, constraints)

Focus Groups

- June 8, 2022 – Senior Coastsiders: 8 attendees
- June 16, 2022 – ALAS: 8 adult attendees as well as some school-age children

Stakeholders and Service Agency Interviews: April 12, 2022 – April 19, 2022

- Coastside Hope (Service provider)
- Senior Coastsiders (Affordable senior housing and service provider)
- MidPen Housing (Affordable housing provider)
- Society of St. Vincent de Paul (Service provider)
- Abundant Grace (Service provider)
- Housing Leadership Council (Affordable housing advocate)
- Housing Choices (Affordable and inclusive housing advocate)
- HIP Housing (Affordable housing and service provider)
- Habitat for Humanity (Affordable housing provider)
- Boys and Girls Club (Service provider)

City Council Listening Sessions:

Each year the Half Moon Bay City Council hosts listening sessions to hear directly from the people who live and work in Half Moon Bay to encourage a broad range of community input regarding the City's critical priorities. The City Council uses this input as a foundation for annual priority setting and budgeting. For several years leading up to drafting the Cycle 6 Housing Element, affordable housing has emerged as and remained a top community and City priority. Community input received from the Listening Session includes current information about housing needs and policy recommendations directly relevant to the Housing Element. The most recent two years of input, received over four separate sessions, conducted via Zoom with simultaneous Spanish translation, is summarized as follows:

- March 3, 2021 (Wednesday evening): 18 attendees
 - Need rental assistance and support.
 - Need more outreach about the emergency shelter (Coast House) directly to unsheltered homeless; e.g., how to get in/qualify for a room, etc.
 - Need housing for all ages and stages that is affordable and available.
- March 6, 2021 (Saturday morning): 10 attendees

- Appreciates the affordable housing already located in the City.
 - Would like to see opportunities to house refugees.
 - ADUs could certainly help out.
- March 9, 2022 (Wednesday evening): 30 attendees
 - Need affordable housing/ farmworker housing; thankful the City has been listening and continue to do so. (x2)
 - Farmworkers deserve dignified housing too.
 - Excited City Council is taking this seriously.
 - Please don't stop efforts; keep this a top priority, please.
 - Small rural housing vs. in-town housing - Can we work on both?
 - Need to ask workers about their housing preferences for location and type.
 - Local business owners echo the need for affordable housing for staff.
 - Teachers are underpaid, making it hard to live on the Coastside, they need better options.
 - Many families live in one room; it's hard for children to live this way.
 - March 13, 2022 (Sunday afternoon): 22 attendees
 - Important to keep Affordable Housing at the top of the priority list. (x2)
 - Need affordable housing and rental assistance.
 - Would encourage the city to broaden the scope and consider already developed properties that may be underutilized, especially in the downtown area.

City Council – Planning Commission Joint Study Session:

On November 9, 2022, the City Council and Planning Commission hosted a special joint study session on the Housing Element. The agenda included a presentation of several broad categories of affordable housing types previously identified by the community as most-needed (e.g., farmworker housing, mobile homes, multi-generational family housing, and infill housing in the resource-rich Town Center area). Detailed information about specific sites intended for inclusion in the Cycle 6 Housing Element included sites owned by the City, Cabrillo Unified School District (CUSD), churches, and agricultural and other property owners. For each, the presentation covered opportunities, constraints, and potential City actions to be taken to further support development with affordable housing.

The meeting was conducted via Zoom and Spanish language translation was provided throughout. The session was well-attended with 83 individuals, including 25 who spoke during the public forum. Speaker comments, while not verbatim, were carefully transcribed by City staff as follows:

1. Sean McPhetridge, CUSD Superintendent: Thanked staff for the meeting invitation and for the meeting with staff. Perfect timing relative to the District's work identifying surplus properties. Hope to present housing plans to the District board in the next few months.
2. Jack Hebb: Lifetime coastside resident, stated that there has been a crisis of displacement and affordability. In Half Moon Bay High School, 33% of the District teachers had to leave Half Moon Bay because they could not afford to live here. Anyone who does not support

- affordable housing does not understand how housing affects their community. Wants 4-stories minimum, waive all parking requirements, need to think bigger.
3. Mike Ferreira: Looking at the RHNA number, sees 349 affordable units required and 149 market rate units. If look at the 1% growth rate limit, it is about equal to what it would take to just build the affordable housing units. Wondering how come the RHNA number is greater than 1%. Very curious about Coast House and does not know what it is or where it is. Glad to see an explanation of possibilities on Stone Pine.
 4. Ana Gonzalez: Third generation from her family in Half Moon Bay, which is an honor, but it is hard to see that people that they graduated with cannot afford to live here. Lives in a one-bedroom apartment and it is hard. Really need affordable housing right now. Many households are packed very tight, they want to stay here because this is where they have family.
 5. Raayan: Can't afford to live in Half Moon Bay, and would love to if he could. Council has the authority to set policies to make it affordable. But the restrictions make it very difficult to have housing in Half Moon Bay, especially the comments about teachers leaving and overcrowding. Think about this when setting policy. Need more housing. Taller buildings means more open space, so go high.
 6. Greg Jamison: Good to see the information from the presentation. Hopes some good ideas come together. Hopes to share ideas back later.
 7. Joann Rokosky: Has previously spoken about the need for affordable housing. Speaking in support of all the affordable housing in Half Moon Bay. Fabulous to see the detailed presentation. Encourages a wide and open vision to see what the feasibility is and to address the housing needs of this community.
 8. Dora: Have been constantly moving around from house to house. Lives in one room with a family of four. They don't have any privacy.
 9. Alvaro Avila: Half Moon Bay resident for 6 years. The problem is housing. We all have families, and everything is expensive. Like the previous caller, sad to hear that kids are complaining about privacy. But can't have it in Half Moon Bay because everything is so expensive. Really glad to keep moving forward and will support these people who are trying to help us. Hope this sort of thing goes through and that get the help, especially Latino people who need the most help. Here to support in any way that they can.
 10. Ariana Vidrio: Getting more difficult to raise 3 kids. Hope that teachers can stay here. And hopefully, this goes through and the Coastside gets more affordable housing.
 11. Alice Linsmeier: Great to see concrete proposals moving forward. Seems that the units skew to the side of moderate. And the very low and low are more heavily needed and should be the priority. The 20% below market rate (BMR) does not seem to be affordable to many people.
 12. Belinda Hernandez-Arriaga: Representing the many families that have come through Ayudando Latinos A Soñar (ALAS) who have been struggling to find affordable housing. These are the workers that support the Half Moon Bay economy. It is inhumane to have them living the way they are. Families are packed into 1 bedroom which costs \$1,500/month. Also concerned about senior farmworkers who have given so much to put food on the tables. They should have an opportunity to have a warm home that they can be proud of.

13. Juana Ruano: Thanks to everyone who is present, this year have had several meetings. Have been talking about housing, so very happy that City Council has been listening. Make \$5K/month and have \$8K in expenses. Where are they going to get the rest of the money? It is important to think about all of the youth and kids asking for privacy and they don't have it. We are one heart, one world.
14. Carmella Avila: Has been living here for 16 years. Happy to say that this is a good opportunity. It is sad that kids have no privacy. And when looking for a house – 4 kids and 2 adults – hear that it is too many people for 2 bedrooms. And the rent is too high. And God willing this will go through.
15. Guadalupe Cacho: Really happy about all this planning that is going in for the housing because we really need it. Have four living in one room including two teenagers. Difficult situation now because they are asking us to give up the room. They do not know where to go. They hope that this will all go through. Thanks to Joaquin and ALAS.
16. Lizet Cortes: Wants to agree with everything that everyone has said. Hopefully, this is a meeting that will lead to action. A local whose parents worked in the fields. As a college graduate, thought would be so much better off, but it is not the case. Very sad struggle. Was sad to see five families that were just evicted from a two-bedroom apartment. Half Moon Bay is always known as a tight-knit community that helps each other. And now everyone is struggling.
17. Judy Taylor: It really helps members of the public when informing Council if the public knows what City Council is thinking when they start to speak. Questioning 80 ADUs, because thinks there are 35 just this year. The elephants in the room are Measure D and water. And this community needs to deal with a “great project, just the wrong location.” Unless can educate that these projects are in the community's best interest, just spinning wheels.
18. Angeles Avila: Really happy that all of this is going through. Hopes that everything turns out OK and that build these apartments. Has lived in the same house and the owner always tells us that the rent is going to keep going up. Happy that will eventually build apartments for people who really need it and people can't all crowd together. Also, the farmworkers need the housing to do what they do. We don't all have the same job, but we all have the same need.
19. Omar Garcia Calderon: Has lived in Half Moon Bay for 12 years. Has an 11-year-old daughter. Hard because lives with his wife's parents. Can't go live on their own. Hard to find a place. Would not want to leave here. Have friends who have left to go to Texas or Stockton. Happy to hear about the housing project. The Latinos have a huge need for housing.
20. Carolina Sandoval: I don't have much time living in this town. I think it is a very nice town for a lot of people who do not have access to a car because everything is relatively close. But there is a huge problem where the rent is really high. I pay \$700 just for the portion where I have my bed. I share my bed with my daughter. It is a very complex situation for us Latinos. We make minimum wage, but we pay the same rent as the rest of the community. This is a positive vision that you have because we as Latinos are the ones who work really hard for this community. Thanks for the time and the project.

21. Maria Avila: Thanks everyone. This is a great project and I hope it goes through. The unfortunate thing for us Latinos is that we have to share rooms. In the house we are in, all the rooms are rented out and there is a whole family with kids in each room.
22. Juan: Wants to congratulate everyone for this project as they are suffering concerning housing. I have lived here for 25 years. Very stressed as well. Pay \$3,500 and it is going up to \$4,000. I hope all this goes through. I am 100% supportive. It is truly sad to see families go through this because they have no place to live. See what have to do to one day get on the list to get a house.
23. Miguel Antonio: 30-year resident, and a carpenter with many companies. All these years have not had dignified housing. I am a dad of three kids. And so has lived in 2 rooms, having a girl who is 15, a boy who is 13, and one who is 19. All this time have never really had enough money for a house. The rents are \$4K - \$5K, and we only make \$4K. The salaries vary with construction jobs, but also out in the fields and we have suffered because we have not had any help from the City. In the last ten years have not had any help for affordable housing and that is part of the law. For the last ten years. I want this to become a reality and not just words that are spoken. I want for all the people who are talking to form a committee, I would be included so that we could testify that you as a City Council were able to do it to help us all.
24. Francisca Vilalobos: I just want to know that where I live there are many people. We don't have much. There are a lot of things here that can become a tripping hazard and wants this to become a reality. We have a lot of problems here. I am hoping that our family can have housing so that we have a place to live.
25. Christy: Raised their whole life in Half Moon Bay, and went to Cunha Middle School and Half Moon Bay High School. Here supporting and give her view on this issue that we have with housing. Parents did work in the fields, and it is overwhelming to see that there is not enough housing for these farmworkers. A college student currently living with parents. Has three kids of her own. Wants to see her kids grow up here and hopes a plan comes through.

Focus Groups:

Senior Coastsiders Focus Group: June 8, 2022

A City staff member and a consultant to the City facilitated the meeting via Zoom. Eight attendees provided input about housing development and policy with a focus on senior needs.

Value about living in Half Moon Bay:

- Wonderful community, friendly town, and senior-friendly
- Love the Coastside and the climate
- Everyone helps each other, people are so kind
- Financial support

Priorities for housing:

- Take care of the current residents and people who give back to the community (e.g. essential workers)
- The coast would benefit from more affordable housing, including:

- Assisted living, memory care, and retirement housing
- Senior housing for people who are under 62 years old
- Housing for people with disabilities and the homeless
- Shared housing: HIP Housing is a good resource for shared housing but not sure how many opportunities there are on the Coast. One option for seniors and people who need assistance is to share their homes in exchange for the provision of in-home care.
- Controlled rent increases
- Mixed-use buildings with commercial spaces on the ground floor and housing above
- Good quality housing for people of all ages and income levels.
- Additional support for older adults
 - Improved home and community-based services would help people stay safely in their homes instead of having to be moved to nursing facilities that are located over the hill.
 - Senior Coastsiders does a wonderful job assisting older adults with finding housing.
 - Amenities are needed in senior housing: picnic tables, outdoor seating, and attractive gardens with native plants all make housing more welcoming; adequate storage, e.g., for bikes, etc. and EV chargers should be included.
 - Properly working streetlights help seniors (and others!) feel safer out and about at night.
 - The very poor public transportation options on the coast decrease the quality of life of those who can no longer drive either because of health reasons, or because they can no longer afford to maintain a vehicle.

Common areas of concern:

- Older adults:
 - Long waiting lists for senior housing.
 - Computer literacy: often the application process is complicated and housing forms are done online without consideration of computer literacy, blindness, accessibility
 - Transportation needs: can't use public buses; shuttle service needs to be staffed and funded; seniors are left waiting for the shuttle
- Female-headed households: Twice as likely to live in poverty; 60% of women don't have the opportunity to be a homeowner
- People with disabilities, including developmental disabilities
- Large households
- Homelessness:
 - State and federal decision-makers closed mental health institutions and made them homeless
 - Lack of care for the homeless: Some of the homeless don't qualify for housing support services (for example, if they are undocumented) so finding a way to assist these individuals would be helpful.
 - The purchase of the hotel (Coastside Inn, which is now Coast House) for transitional housing has reduced the number of homeless individuals living on the streets and

greatly improved the quality of life of those who've made the move. Having showers and a place to do laundry has made people happier.

- Barriers to housing development:
 - Lots of Coastal lands cannot be developed because of the Coastal ordinances.
 - NIMBYism continues to be an issue regarding new housing developments – for example, the opposition to the senior facility proposed for Moss Beach
 - Ensure areas on the Coast are zoned to increase housing density – but not via high-rise buildings.
- Systemic crisis, especially in black and brown communities; other countries don't have the issues we have in the US; people coming to the US who can't acquire citizenship are left on paths to homelessness.
- Housing types needed to meet the needs of households:
 - Too many large houses that accommodate only one family in spaces that could have multiple units. We don't need so many mansions!
 - We have many situations on the Coast with more than one family living in single-family homes/apartments.

ALAS Focus Group: June 16, 2022

This meeting was held in person in the backyard of ALAS's main office. It was facilitated by City staff and conducted in Spanish. Attendees represented low-income Latino families and farmworkers. In all, 8 adults participated, as well as several grade and middle school-age children.

Value about living in Half Moon Bay:

- Overall, it is a very safe community.
- Enjoy the small town and being close to family and friends.
- Beautiful place to live, nice weather.

Priorities for housing:

- Need lower rents for essential workers.
- The City needs more affordable housing.
- With respect to the type of housing, we need family housing; many households are turned away from potential rental units if they have children.
- Need housing for essential workers, including farmworkers.
- Need more information about housing resources and legal assistance.

Common areas of concern:

- The current situation with housing should be considered an emergency.
- Subleases without a formal lease make it difficult for tenants.
- Uncontrolled rent increases, lack of improvements, and unresolved maintenance issues increase housing insecurity.
- Families are forced to live in overcrowded housing due to a lack of affordable options.
- Overcrowding has a significant impact on mental health; it is especially challenging for children who need space to study and play.

- Finding housing is even more difficult for undocumented households.
- Need a living wage to afford housing.
- Some large homes have only one or two residents; while we have whole families living together in individual bedrooms.
- Due to overcrowding, children don't have a feeling "of a house;" e.g., what is a living room, a kitchen, or a patio?

Stakeholder and Service Agency Interviews: April 12, 2022 – April 19, 2022

City staff invited affordable housing providers and service agencies for interview sessions in April 2022. Agencies were identified as those who are especially focused on supporting the San Mateo coastside, or those that have identified themselves to staff as seeking to increase their presence on the coast. Ten agencies participated. Interviews were unstructured and each agency was encouraged to present issues and recommendations. Input was specific to Housing Element policy and site selection. Summaries of the input follow.

Coastside Hope – April 12, 2022

Judith Guerrero, Executive Director

Need more affordable housing generally, and especially for farmworkers and greenhouse workers.

- Affordable housing is great and there is never enough of it. Would need another 2 or 3 communities like Moonridge to solve the affordable housing problem. A lot of people are living in garages, closets, etc.
- Need more low-income housing. Affordable and low-income is a different market.
- Farmworkers tend to have the lowest incomes. They are victims of more harassment and suffering than other community members. Farmworkers are very proud of their work.
- Farmworkers are aging; the head of household working here on the farm, but not other family members. The hemp and cannabis industry is changing this.
- Affordable housing communities for farmworkers solve a problem for a short time, but not for a long time.
- Coastside Hope's support for rent relief is tied to income. Their clients have the fewest options; e.g. choosing between working and taking a child to school.

Home Ownership/Other Long-term Housing Goals: Affordable rental housing developments should be combined with other programs to help households save money to buy a home.

- When a household no longer qualifies to live in an affordable housing development, they are back at ground zero.
- First-time home buyer programs would help and should be tailored to lower income, and even middle class, too.
- Wishes clients would have more awareness of future financial planning. This could be education about responsibilities that come with housing, and other financial responsibilities. Need to take all of these considerations in mind when developing a program.
- Some people are not going to retire in this community. Concerned about using housing for families who are going to stay here.

- Non-documented persons do not qualify for Section 8 housing. What do you do if getting older? May move in with children. Single parents in this situation do not have many choices. They cannot access federal programs.

Tenant Education:

- Need more protection for people who are subleasing. Need more sources and ways to educate the community about their rights as tenants.
- There is discrimination and harassment by the master leaser to the tenants. Master leaseholders overcharge and do not respect the rights of the subtenants. They utilize tactics to push out sub-tenants. This happens discretely and is not legal. Due to fear of retaliation, they do not do anything.
- Homeowners lease every room in their homes to pay mortgage, and homeowners will only accept cash. This results in limited documents, paper trail, and rights as a renter.

Local Preferences:

- Negative perception of senior housing, especially seniors who are not from our community. How do we know that our community will be served? If going to build on the coast, need to help our community first.
- Seniors are more at risk of becoming homeless than we realize.

Use of Services and Facilities:

- Need to understand the purpose of the Coast House shelter and to make sure it is not being used like short-term farm labor housing.
- Need farmworker housing that provides flexibility for some seasonal work. Need to charge something for it; e.g. low flat fee, or a percentage of income. This is meant to help keep the place running.

Funding for Local Service Providers:

- Need flexibility, need to just be able to write a check to keep folks in their homes; appreciates the trust that the City has in their process; e.g. through the City's Community Service Financial Assistance (CSFA) grant program.
- City requirements for grant monitoring are reasonable.
- Notes that the State's Housing is Key rental assistance program did not work for the coast because the sublease folks do not qualify. Thinks only about 20 households benefited. Master leaseholders will not wait 3 months for rent.

Senior Coastsiders – April 12, 2022

Sandra Winter, Executive Director

Things we lack or need to support:

- There is no housing here for older adults. The homes are also not secure for coastal residents.
- More memory care housing is needed.

- The Senior Coastsiders location: five non-profits on the campus; shared partnership engaging multiple people leverage individual’s generosity, non-profit capabilities, and a framework for making these links to provide a foundation for developing housing. Better than City developing housing.
- Home Sharing: ADUs support this. HIP Housing supports it. Need to provide education about how the homeowner can maintain independence, privacy, etc. in a home share relationship.
- Minor Home Repair Program: Seniors cannot maintain and upkeep their own homes, and need to help people stay in their own homes. Keep them safe and housed. The City’s funding has supported this; the CDBG grant administered by San Mateo County is the primary funding source. City’s CSFA is an easy process, easy with reporting, challenge is the year-end report, due in the second week of June which means reporting two weeks before the end of the fiscal year and only a couple weeks after the home repair events. CDBG funding is more restricted. A lot of the work is in Canada Cove.
- Loves the mixed-use housing along Main Street and in Half Moon Bay Downtown, the increased density makes the City more vibrant, and more walkable.

Problems:

- For Seniors, the waiting list only opened once. Almost impossible to get into housing. If lists do open, often the only housing available is over the hill.
- Have participants who live in vans and RVs; this is a real problem. Wonders about tiny home complex or RV park that is not for tourists.
- ADUs are not really affordable. Building supply cost has increased so much. It is not one thing. The architecture was expensive.
- Concern that manufactured housing does not last; it is not equivalent to a home and only lasts a certain number of years.

Outcomes/Next Steps:

- Need to provide education and resources.
- Could facilitate a focus group. Senior Coastsiders would be different from Canada Cove, and different from “free-living” older adults.

MidPen Housing - April 14, 2022

Felix AuYeung, Vice President of Business Development

In advance of the interview, MidPen provided its “Housing Element Best Practices: Lessons from Pervious Cycles.” The interview covered the recommendations, including discussion of applicability to the City of Half Moon Bay.

Link: [MidPen’s Housing Element Best Practices guide is here – A Message from Matt Franklin – MidPen Housing \(midpen-housing.org\)](https://www.midpen-housing.org/)

1. Master-planned sites with opportunities to maximize housing density and share infrastructure; senior housing overlay

- Midpen: Whereas an individual parcel may be zoned 30 du/acre; could spread the density limit across the plan area, and then concentrate density in different areas. May need to have a legal parcel that could have a higher density.
 - City staff notes: The City already allows this approach, such as in Planned Development areas.
2. Fee exemptions for affordable housing
 - Consider fee levels; providing waivers is beneficial to lower cost development and improves tie the breaker for tax credit projects. Need to hit a 15-point amenity score to even compete; the challenge is the tiebreaker which requires local resources.
 - Fee deferral could be just as good as waivers; e.g. if units don't stay affordable the City could collect the fee at the time of conversion.
 - Utility connections as a program would be a real contribution.
 3. Reduced parking standards for affordable housing
 - Presenting the City's current DT Ratios: 1 space per studio or 1 br; 1.5 spaces per 2 br; AND ¼ space per unit for guest parking
 - Reductions: 20% mixed-use, shared-use reduction; guest parking waiver DT
 - Have been going below 1:1 over the hill even for family housing; but Moonridge is an example that needs more parking.
 - HMB may be an exception to what is being done elsewhere. Need to consider if some units will be seniors, have disabilities, etc. May be able to go below 1:1 for studios and 1 br units. Guest parking can add up; but the reduction for mixed-use.
 4. Exceptions to development standards for affordable housing
 - Allowing jurisdiction to have some flexibility to create exceptions without using up density bonus concessions. (e.g. overly conservative storage requirements, affordable housing developers would prefer to have a reduction granted as an exception or other means and not as a concession).
 - Height – 2-stories to 3 is a 50% increase; 3-stories to 4 is only a 25% increase. Three stories is very important.
 5. Affordable Housing Overlay zone
 - Densities –
 - 50 du/acre would be helpful to cover senior housing; e.g. exception or “senior overlay”
 - 40 du/acre works for families
 6. Use of surplus land and City-led rezoning
 - City staff notes:
 - City has a very limited number of properties suitable for housing development.
 - The school district is studying sites; relative to the City's Workforce Housing Overlay land use designation.

- May need to consider increasing build-out and adding moderate as a qualifying affordability level.
7. Identifying housing opportunity sites owned by mission-aligned organizations
 - Churches
 - Schools
 - Other public and quasi-public owners; e.g. CCWD, SAM, etc.
 8. Public sector led rezoning for affordable housing
 - Look for advantageous land swaps
 - Study public ownership
 9. Identifying public and privately-owned sites with existing housing stock for total redevelopment to increase density:
 - Half Moon Village is a good example
 - Smaller scale examples of this option, e.g. housing inventory site located behind the Library; could be considered as part of a scattered site for tax credit purposes.

Conclusions/final notes:

- Scattered site policies or statements: not really needed
- Asked about units for disabled – discussed past developments. Hard to do them now. County requires 5% if the project uses Measure K funds; wants the County to allow a developer to choose between 10% for homeless or 5% for disabled. After the initial lease-up, then after that, it is just the next available. Residents can request reasonable accommodations. Otherwise, all elevator buildings are fully accessible.

Society of St. Vincent de Paul – April 14, 2022

Jim Lonergan, Executive Director

Tony Serrano, Lead Case Manager

Ginny Marans, Director of Engagement

Housing:

- We have a housing crisis; the goal is to help people get housed.
- The efforts have shifted in the last five years on the Coastsides; this is not going away it is getting worse, and we need to figure this out.
- Farmworkers are the most affected. Owners of farms provide housing in some cases and in others they do not.
- Eviction moratorium is ending this month and expect more families to need support.
- Trying to help anyone in need throughout the County; located in 35 parishes; for Half Moon Bay it is the Our Lady of the Pillar (OLP) parish. The OLP parish is the largest conference in San Mateo County (e.g. it extends south to Pescadero). Conferences and ministries serve at the pleasure of the parish. Have 2600 volunteers throughout San Mateo County.

- Looked into developing affordable housing, maybe at their San Mateo location; and working with Resources for Community Development (RCD) out of Berkeley.
- Focus is on folks who are precariously housed or homeless; work with Coastside Hope for the Coast, as well as HIP Housing and LifeMoves.

Grants and Local Services:

- CSFA: City's grants – application and administration - have been going well.
- St. Vincent de Paul works with core agencies and refers first to Coastside Hope because they have all the resources and programs. St. Vincent de Paul remains available as a safety net to the safety net; helping with rental assistance, food clothing, and utilities.
- The \$200K grants from the City for rental assistance were split between Coastside Hope and St. Vincent de Paul. Coastside Hope had to allocate first, then St. Vincent de Paul. (As of the time of the interview, St. Vincent de Paul still had \$63K.)
- Started working with ALAS about a month ago to help families still in need of assistance.
- The scope of work with ALAS is broader; families to Coastside Hope do intake and referrals; ALAS goes to farms and visits families in their homes.
- Half Moon Bay is very different from other areas that they cover.
- The Half Moon Bay City Council is doing a good job to address the housing situation and providing funding resources that will help the families.

City questions:

- What land does St. Vincent de Paul own? Noted where they have land in San Mateo, SSF, and Menlo Park; but nothing on the coast.
- Did they consider responding to the RFQ for 555 Kelly? Did receive it, but noted it was not a fit.
- What about housing at church sites? Agreed that this is a good approach with positive precedents.
- Farmworker housing – what are they seeing? Haven't seen abuses; COVID increased awareness about farmworkers as providing essential services.

Abundant Grace - April 14, 2022

Eric DeBode, Executive Director

Lexi Hamilton, Program Manager

Coastside needs:

- Housing vouchers: nothing is available in Half Moon Bay for voucher users. Landlords are not accepting them. Only working if there happens to be a known party.
- Outside the area, there are units, but outside of the area affects the individual/household, but they are not with their community.

Coast House:

- Good relationship, Abundant Grace is actively referring clients to Coast House, 20 people are on the waiting list.
- Given the choice of other locations, will select Pacifica instead of OTH.

Farmworkers' needs:

- Conducted a farmworker survey six years ago. The majority are doubled and tripled up and have lived in the area for more than 10 years. It is a tight-knit community. 300 responses.
- Master lease/sublease issues
- Income is not keeping up with the cost of living.
- Studios with ensuite bathroom, 1 bedroom would be great.
- How many families are experiencing homeless? Not many.

Housing Development Options:

- Pacific Ridge: Is there a way to work with the owner and city and a non-profit to rethink the project; what if the homes were 4K SF triplexes? Could use the land we already have to do more.
- Apartment buildings are predominately in Pilarcitos areas.
- Need supportive housing with wrap-around services.
- What about a group home?
- Cited example of SF development with on site medical support, etc. as ideal for homeless support.

Housing Leadership Council (HLC) – April 14, 2022

Jeremy Levine, Policy Manager

HLC presented Housing Element best practices based on their policy platform: [HLC Housing Element Platform - Google Docs](#)

HLC wants to see:

- Entire Housing Element to fully consider how the City is not meeting the needs of the population, the constraints, the need to do site inventory after the AFFH analysis, etc.
- Holistic Housing Element
- Policy: will look at HLC's and other service agencies' input (e.g., Housing Choices)
- Need to describe the constraints of the Coastal Zone in the Housing Element.
- Primary goal: Get two or three really great sites in each Housing Element. E.g. 90% likelihood that the site could develop.

HLC's research on Half Moon Bay includes:

- Measure D
- Housing Element Annual Progress Reports: noted increase in ADUs

Next steps:

- Will continue to follow Half Moon Bay’s progress.
- Looks forward to further collaboration.

Housing Choices - April 14, 2022

Jan Stokley, Executive Director

Kalisha Webster, Senior Housing Advocate

Housing Choices provides on-site services. They are looking for a minimum of 8 units or up to 25% as part of BMR requirements and/or as part of an affordable housing development to serve this population.

- For individuals with developmental disabilities, the need is for services, not for access
- They provide for clients that can live mostly independently.
- Work with the Housing Authority.
- Not sure if they have clients in Half Moon Bay.

Housing Choices prepared specific policy recommendations for Half Moon Bay. The recommendations were reviewed during the interview.

- *Establish and monitor a quantitative goal.* Tracking the City’s success in housing people with developmental disabilities is essential to determine whether policies and programs are having an effect in overcoming historic patterns of discrimination and exclusion of people with developmental disabilities from affordable housing. A goal of 20 new Extremely Low Income housing units for Half Moon Bay residents with developmental disabilities over the period of the 2023 to 2031 Housing Element would represent meaningful progress towards the unmet housing need of this special needs group. (These would be separate from those that are “ADA”)

Sample Language: The City of Half Moon Bay shall monitor progress towards a quantitative goal of 20 new Extremely Low Income housing units that are subject to a preference for people with developmental disabilities needing the coordinated services provided by Golden Gate Regional Center to live inclusively in affordable housing.

- *Target City-Owned Land, Land Dedicated to Affordable Housing under the Inclusionary Ordinance and City Housing Funds to Meet City-Specific Priorities.* City-owned land, land otherwise dedicated to affordable housing, and city housing funds may well be essential to the development of affordable housing that is financially feasible in high-cost Half Moon Bay. In creating guidelines for the scoring of any competitive request for proposals for these scarce resources, the City should grant additional points to affordable housing projects that address the housing needs of Half Moon Bay’s residents who are most difficult to house under existing state and federal housing finance programs--for example, by prioritizing proposals with a higher number of extremely low income units or that make a percentage of

units subject to a preference for identified categories of special needs people who would benefit from coordinated onsite services, including but not limited to people with developmental disabilities who benefit from services of the Golden Gate Regional Center.

Sample Language: In publishing requests for competitive proposals for any city-owned land, land dedicated to affordable housing or city housing funds, the City of Half Moon Bay shall grant additional points to proposals that address the city's most difficult to achieve housing priorities, by, for example, providing a greater number of extremely low income units or committing to make a percentage of the units subject to a preference for people with special needs who will benefit from coordinated onsite services, such as people with developmental disabilities who receive services from the Golden Gate Regional Center.

City staff notes regarding this suggestion:

- The City does not have a lot of land, and most of it is not developable for housing due to wetlands and other constraints.
 - Staff suggested that this policy approach should be broadened to include public and quasi-public lands including schools and churches.
- *Local Density Bonus Priorities.* Like many state and federal housing finance programs, the state density bonus program incentivizes the production of housing at the Low and Very Low Income level. But in counties like San Mateo County, with the highest Area Median Income in the state, these incentives have the effect of making much of the available affordable housing out of reach for Half Moon Bay residents who are Extremely Low Income and are thus unable to meet minimum income requirements or afford the rent assigned to the Very Low Income category. Half Moon Bay should add additional local incentives to the state density bonus law to make it more responsive to the impact of San Mateo County's high median income on the affordability of housing for Half Moon Bay residents who are Extremely Low Income, including, for example, people with disabilities who will benefit from coordinated onsite services provided by the Golden Gate Regional Center.

Sample Language: In addition to implementing the California density bonus statute, the City shall provide an additional local density bonus, incentives, or concessions for housing projects that include a percentage of the units for people at the Extremely-low income affordability level including, for example, people with disabilities who will benefit from coordinated onsite services provided by the Golden Gate Regional Center

City staff notes regarding this suggestion: The City's Workforce Housing Overlay could also address the intent of this suggestion. All Workforce Housing Overlay units must be affordable, with very-low and low-income affordability levels emphasized.

- *Reduce Parking Requirements for People with Developmental and Other Disabilities.* Because most adults with developmental disabilities do not drive or own a car, the City should revise its ordinances to limit parking required for affordable units for people

with developmental disabilities to .5 space for each affordable studio or 1 bedroom unit and 1 space for an affordable 2 bedroom unit or larger. A similar reduction is recommended for affordable, physically accessible units.

Sample Language: In establishing parking requirements for multi-family rental housing, the City shall encourage the inclusion of people with *developmental and* other disabilities in affordable housing by recognizing their transit dependence and establishing lower parking ratios for units targeted to people with developmental and other disabilities than would otherwise be required for affordable housing.

- *Affirmative Marketing of Physically Accessible Units:* Developers are allowed to affirmatively market accessible units to disability-serving organizations in San Mateo County (i.e. Golden Gate Regional Center, Housing Choices Coalition for Person with Developmental Disabilities, Center for Independence of Individuals with Disabilities and others) but rarely take this step. Affirmative marketing is particularly needed by people with developmental disabilities who, because of cognitive, communication and social impairment, may rely on housing navigation services funded by the Golden Gate Regional Center to learn about and apply for affordable housing.

Sample Language: As a condition of the disposition of any city-owned land, land otherwise dedicated to affordable housing, the award of city financing, any density bonus concessions, or land use exceptions or waivers for any affordable housing project, the City shall require that the housing developer implement an affirmative marketing plan for physically accessible units which, among other measures, provides disability-serving organizations adequate prior notice of the availability of the accessible units and a process for supporting people with qualifying disabilities to apply.

- *Extremely Low-Income Accessory Dwelling Units.* As part of a larger plan to increase the supply of Accessory Dwelling Units (ADUs), the City should consider creating a forgivable loan program for homeowners who build ADUs and rent them for at least 15 years at Extremely Low Income rent levels to people with developmental disabilities.

Sample Language: Subject to funding availability, the City shall devise a program of financing for Accessory Dwelling Units subject to rent restrictions for at least 15 years at Extremely Low-Income rent levels to people with developmental disabilities who would benefit from coordinated housing support and other services provided by the Golden Gate Regional Center.

- *Affirmatively Further Fair Housing.* Not only is disability the highest-ranked source of Fair Housing complaints in San Mateo County, a growing body of San Mateo County data indicates that Black, Indigenous and other People of Color (BIPOC) with disabilities experience higher rates of housing discrimination and severe rent burden than either BIPOC without disabilities or whites with disabilities. Half Moon Bay offers its residents exceptional

community, educational and social opportunities but the severe shortage of Extremely Low Income units means that BIPOC--particularly those with disabilities--have been excluded from enjoying those community assets. Multiple barriers including high land and construction costs and limited funding make it difficult for developers to produce Extremely Low Income units that will overcome such disparities. Policies that lead to increased production of Extremely Low Income units, as well as city staff dedicated to implementing and overseeing those policies, will Affirmatively Further Fair Housing in Half Moon Bay and decrease displacement and homelessness for the most at-risk Half Moon Bay residents.

Sample Language: The City of Half Moon Bay's plans to Affirmatively Further Fair Housing for Black, Indigenous and other People of Color, particularly those with disabilities, shall include policies designed to increase the production of Extremely Low Income units, as well as adequate staff capacity to implement and monitor the impact of these policies.

HIP Housing - April 19, 2022

Laura Fanucchi, Associate Executive Director

Background regarding HIP Housing's home sharing program:

- Just met with Michelle Dragony with Coastside Buzz to increase marketing. Currently working on ads and marketing.
- Just have two matches in HMB; have more in unincorporated Coastside. The HMB matches are considered long-term.
- Homeowners on the coast are good at making things stable for their units and tenants.
- Have two clients now in HMB, younger clients looking for housing; they work on the coast and want to stay on the Coast.

Self-Sufficient Program:

- Supporting emancipated foster children; have four houses for clients. Rents are subsidized.
- Also families with reduced rents.
- Provide wrap-around services.

HIP Housing as a property owner and developer:

- Has 20 properties on Bayside, and over 400 units; new construction includes 3 group share homes.
- Niche is acquisition and rehab.
- Own some, others provide tenant selection, monitoring, etc.
- Have partnered with market rate developers.

What would like for the Coastside:

- Would like more support with outreach specific to the Coastside.
- The City could consider working with HIP or other housing providers to help with ADU affordability.
- Can do marketing and monitoring for other cities; annual income certifications.

Other efforts:

- HIP is working on strategies to make home sharing units count toward RHNA.

- HIP had planned to open a coastside office but then the pandemic started. Now everything is done virtually, but remain interested in increasing our presence on the Coast.

Habitat for Humanity - April 19, 2022

Maureen Sedonaen, Chief Executive Officer

- Focus is how to make low-income folks become homeowners; help Moonridge residents become homeowners.
- Have a lot of multi-generational families in agriculture, service industry, etc. who, without subsidies, would not be able to stay here.
- HMB has a unique opportunity to take some of the potential sites and think a little bit differently about types of housing and partnerships.
 - Consider ownership opportunities as part of an affordable housing development; 50-80% area medium income.
 - Need to find opportunities with a for-profit or non-profit developer to carve out some units for ownership; e.g. make ownership units a portion of an affordable housing rental project. Need mixed rental-ownership for the community.
- Habitat can develop small projects; e.g. 20 units because of how Habitat funds (puts up cash up front):
 - 50% Mortgage
 - 30% City/County (e.g. land and/or other funding sources such as grants, etc.)
 - 20% Philanthropy (On the Coastside there could be philanthropic partnerships that could help brown families and multi-generational families.)
- Public lands:
 - Public lands to be developed with housing should be only for affordable housing. Should not include market rate units.
 - A good example on a small scale is in Bolinas. Bolinas similarly is in the Coastal Zone and also has water and sewer issues. The approach is smart: they bought two lots and developed with pre-fabs, each with a single-family home and an ADU and Habitat will make them affordable at 40-50% AMI for ownership.
 - School sites: The current work on this project from the School Board indicates that there may be an emphasis on market rate housing. Need to figure out some other piece of that partnership for another developer, specifically a non-profit developer to provide affordable units.
- Ideas working elsewhere:
 - Redevelopment of strip malls: Seeing some conversions elsewhere.

- Some cities are swapping land with churches. Faith communities are reducing and churches can work on smaller, new sites; while the city removes the church and can redevelop the larger church site with affordable housing.
- Rethinking senior housing, need more affordable housing for seniors with wrap-around services, and churches have been developing such units and are providing the services.
- Potential City actions:
 - Impact Fees and BMR Ordinance: Consider the relationship between the two and incentivize more affordable housing by reducing impact fees.
 - Support a housing trust
 - SB9 and/or ADU Opportunities: The law allows for ADUs to be owned under certain circumstances. SB 9 lot splits help turn a small site with just a couple of lots into a better site.

Boys and Girls Club - April 19, 2022

Jill Jacobson, Coastside Executive Director

Boys and Girls Club program and perspective: Grateful to have partnered with the City on various initiatives. Members (youth) and staff are affected by housing insecurity.

- Staff:
 - A lot of the program is delivered by relatively young people, e.g. local college/community college students living at home.
 - Not able to pay employees enough to live here and even if they have enough money, there isn't enough housing inventory for them.
- Members: The pandemic highlighted discrepancies in the local population:
 - When the pandemic hit, all kids were sent home with a Chrome book to facilitate remote learning. Many places in the community did not have internet access.
 - Children and families are living in untenable situations. Families are renting a room in a house. If the family has two kids, it is unreasonable to all be on Zoom in the same small room.
 - With subleases, if not named in the lease, cannot access rental support.

Current conditions:

- Families are making things work by sharing a home. Extended families living together – “extended on all fronts.”
- Transportation: People in the City core are more comfortably served (e.g. Downtown Half Moon Bay) than those outside of this area (e.g. Moonridge, El Granada, Montara) who are not as well served.
- Complication with traffic on Highway 92; during the pandemic, there was such an increase in visitors to the beach and the coast is so dependent on Highway 92, that it is a major issue for locals who need to get to services.

Opportunities:

- Boys and Girls Club is a trusted partner and can help share information.
- Sees potential for housing on Hatch School property.
- Moonridge is not within the City limits, this keeps coming up. It is a different level of attention to be part of the City.
- Community Hub: As part of CSFA funding last year, there was a collaboration concept between multiple service providers to create spaces in portables at Cunha School. Each portable would have a purpose: classroom space, counseling, etc. Each organization could reserve time to use the facility to serve families. Because it is in a centralized location, people know where to go. Everything is offered through the hub. One stop oriented to the customer; “core agency adjacent.”

Written Comments on the First Public Draft Housing Element – April 17 – May 16, 2023

Comments were submitted by the following individuals/organizations during the 30-day circulation period and are provided below.

1. Michelle Lutke
2. Sylvia Teng
3. Steve Hyman
4. Dave Powell
5. Peter Kroosz
6. Linda Goldstein
7. Marcy Barton
8. Bill Heavlin
9. Kathryn Murdock
10. Joanne Rokosky
11. KC Branscomb
12. Kirsten Loegering
13. Caeli Collins
14. Sandy Miranda
15. Rob Robinett
16. Carole Black
17. Alexandru Chitea
18. Mark Gammon
19. Keet Nerhan
20. Sha T
21. Jeremy Levine, Housing Leadership Council

First Public Draft Housing Element Work Session - May 9, 2023 Meeting Summary Notes

Meeting Attendance:

Community Members: Approximately 35 in-person attendees, and 10 attendees on Zoom
City Council: Mayor Penrose, Vice Mayor Jimenez, and Councilmembers Ruddock, Brownstone, and Rarback (all present)
Planning Commission: Chair Hernandez, Vice Chair Gossett, and Commissioners Gorn, Ruddock, and Joanes

Presentation: Mike Noce, Housing Coordinator, and Jill Ekas Community Development Director

Public Comment – 14 total speakers

1. Joy Moore, Harmony Salon – Expressed concerns about Stone Pine Road housing development. Is Stone Pine going to be the only way in and out of the project; are we considering another entrance?
2. Rabbi Moshe Heyn – Supports the Housing Element process. There is a problem that we need to solve.
3. Rocio Avila – Resident of Half Moon Bay (HMB), member of Committee for Fair Housing/low-income housing. Has been 11 months waiting to address the Planning Commission which reviews how things are built, a certain amount of years that the City needs to provide affordable housing, nothing for 12 years. Houses have been built that are unaffordable to most. Hotels and other buildings but not enough low-income housing. Impossible to purchase a home, and rental housing is high as well. Consider construction of low-income housing. Support our kids. Families have to share homes. Listen to us. It is time to construct just housing for the community. Immigrants deserve the right to house their families. Better future for our kids. Just housing for all.
4. Carolina Carbajal – Came to talk about what it is like to survive as a minimum-wage worker. Start with an 8-hour work day, but most have to work longer than that. It costs \$1,400 to rent a room (and noted that there are numerous additional costs such as utilities, insurance, etc.). There are over \$3,000/month in expenses but only make \$2,600 per month. They are in the red. Have to share a room. Many young people are moving out of California because it is unaffordable. People have said their houses will drop in value if affordable housing is built nearby. A home is the best investment. If we had a just salary, we could afford a home. Asking for 1,000 more units of housing. We are asked why don't we just leave; the answer is that many people have helped build this town. Wants our kids to be leaders. Need to give kids a good place to live.
5. Crystal Avila – 11 years old, identified that there are a variety of necessities and that one necessity is affordable. housing for people with people of low incomes. She is sleeping in a space that is shared and cannot focus on schoolwork. Rent is too high, and parents cannot afford it and it is sad. She goes to the march every month Downtown to walk with others asking for affordable housing. We are here and we are not leaving.

6. Pastor Sue Holland – Resident of HMB, and member of Faith in Action. All are called to care for one another, we need balanced housing for all. For kids to focus on schoolwork and play. People spend over 30% of their income on housing. Need to support our service workers. Will we work to solve our housing problems? 185 units for low and very low, but we need more. Want to encourage housing for all income levels.
7. Jan Hanson – Owner in Canada Cove with a 3br/2ba manufactured home. It is all she could afford, and it costs only 20% of the homes across the street. Similarities to what is being considered. There is a strong sense of community and pride within Canada Cove. It is tenant favorable and would love to see families. While there has been a 50-60% increase in value, they are taxed at a lower rate than typical single-family homes.
8. Alice Linsmeier – Inspired by other speakers. Has looked at housing conditions in HMB and other communities. Has researched that when kids move to better conditions, their grades went up three grade levels.
9. Maria Garcia - Asking to have apartments built for the people in need, we can't all be living together (overcrowding). Rents are too high, asking for many years for better housing. Affects our kids, need to do our homework. Support our community with this work.
10. Emily Glines – Senior resident of HMB, there is a great need for low-income housing, and also a need for seniors in HMB. Many seniors may need to and are interested in moving to smaller homes. The availability of small homes would encourage seniors to downsize and sell large homes which would open up a home.
11. Sean McPhetridge – Cabrillo Unified School District (CUSD) Superintendent, thanked City staff who have been working on a project with CUSD on school property along with CUSD's consultant Brookwood. Cited the Jefferson school district housing example. Note that this is for teacher housing, as well as for other employees, including food service workers, custodians, bus drivers, and so on.
12. Mike Ferreira – Knows how Council has encouraged affordable housing. Private sites are hard to develop. Somewhat agrees with the sites analysis. Reducing parking is a concern, only one in 4 times am I able to find parking at the Senior Center. Moon Ridge is an example where there is not enough parking. With little transit, reduced parking is not a panacea.
13. Joanne Rokowsky – Supports the Housing Element and the tone of the document. The commitment to housing is applauded. There is an immediate need for 1,000 units – 410 units for low and very low. How do we meet the immediate need? Additional housing must be built. Kudos to Crystal, the 11-year-old, for speaking. Need safe affordable housing for all kids.
14. Crystal (no last name provided) – Cypress Cove resident, commenting on how the Stone Pine project is pitting Cypress Cove residents against the community. Finds comments about home values being affected very offensive, City has been turning a blind eye. Don't like previous statements. Concerns about traffic and property value impacts on Cypress Cove.

Clarifying Questions – City Council and Planning Commission

Q. Residential density bonus, would it help to meet RHNA?

A. Yes, discussed how density bonus units can increase the yield of a site and that density bonus units are also exempt from Measure D.

Q. During 2023 Measure D had a lot of ADUs, will that continue?

A. Yes, the trend for growth in ADU development continues and as established, Measure D allocations continue to be required for ADUs.

Q: Why would HCD reduce buildout of a site?

A. Staff explained that HCD's review will scrutinize each site and that buildout or affordability levels may be adjusted. The history of permitting in a jurisdiction could be one reason for such adjustments. Taking Pacific Ridge as an example – the LCP originally allowed over 200 units, but following a lengthy entitlement process, fewer than 70 units will be built there. HCD may also question affordability levels, especially on privately owned sites. For these reasons, a generous buffer is included for the sake of meeting RHNA. Staff also noted that having a buffer does not require that more units be built than RHNA and/or than Measure D has capacity for.

In addition to the above clarifying questions asked during the Work Session, Vice Chair Gossett and Commissioner Joanes also submitted written comments and questions in advance of the Work Session. These, along with brief staff responses, are provided at the end of these meeting summary notes.

Deliberation and Discussion – City Council and Planning Commission

Planning Commission Vice Chair Margaret Gossett – Had a policy question about rent control relative to the Workforce Housing Overlay (WHO) and noted that staff already responded that units in the WHO must be affordable. Spoke about Supervisor Mueller's efforts for funding and hopes that we can earmark additional Measure K from the County to support these efforts. Overall, the Housing Element had a good overview of plans.

Planning Commissioner David Gorn – Heartened that could meet RHNA without using some of the PD areas that are outside of Town Center. The need for housing is clear, but regarding the resistance of the City, there is no resistance. This Housing Element is a great start to meeting these goals. How do we guarantee benefits to people who live and work here?

Planning Commissioner Hazel Joannes – Noted that she had submitted questions and comments in advance of the meeting if Council is interested in discussing those topics. Otherwise, noted that reducing parking requirements is a concern. For seniors living in HMB, close parking needs to be included. Discussion of parking would be good to highlight. Concept of "Just Housing," what is the definition?

Planning Commissioner Steve Ruddock – Housing Element is articulate and consistent with the Local Coastal Land Use Plan. Thinking about Downtown and how to be more flexible than ever to

enable housing, remove constraints for this area so that it is painless and quick to build. Incentivize housing in that area and certain types of housing. Deed restricted ADU incentives and others should be explored. Parking in certain areas is fairly good in HMB's downtown, supportive of flexible parking downtown. A plan to meet RHNA is a great start, it is OK to have a vision beyond the RHNA number.

Planning Commission Chair Rick Hernandez – The draft Housing Element is a far step beyond the Cycle 5 Housing Element. This is a great place to live and it is a diverse community. The Housing Element should identify up front that the City wants to protect the community's diversity. Everyone complains about traffic and the Housing Element should be tied to circulation plans for bikes and pedestrians. The City needs to take ownership of its housing needs, or else the State could step in and take a more heavy-handed approach. Need framing about low-income housing, six figures is low-income in HMB. Many are much lower. Also, the HMB community is getting older and older. Also have 200 – 400 overcrowded households, and a lot of people are crammed in their houses. Need to strike the right balance and think about how to make it fit in. People don't want to lose what is special about their neighborhood. Need to do something about ADUs consuming Measure D allocations. The Local Coastal Land Use Plan's focus on making the community more livable, with development close to the town center. Need to consider these boundaries.

Councilmember Harvey Rarback – Work on rent control could make a big difference. Council is looking at this for priorities, the impact would be immediate. Listening to the community's need for affordable housing, the City Council is very concerned. It is hard to build. Agrees with downtown locations, not concerned about lack of single-family, more affordable housing is needed. Our Lady of the Pillar has a great site, located next to services. It should be developed. Need the will of partitioners to assist in that development.

Vice Mayor Joaquin Jimenez – Noted his appreciation for staff and care for the community, there is great detail in the Housing Element about how we reach our goal, 1,000 units to be reached. Students perform better with good housing. Access for students to have resources. Several sites and locations for housing, sustainable for smart development. Rent according to income needs to be prioritized. Highlighted a family of four making less than \$40K per year; how can they afford to live here? Rent is too expensive. Parking is important, is it possible to build a structure? Not sure, but it is something we could look into. For business owners in the community, 90% of their employees are Latino and low-income. Restaurant staff need to live here. How much income is generated in San Mateo County by these workers? San Mateo County lost \$50 million in farming in 3 years. Consider how housing affects life for all, businesses, and hospitality. Coastal Commission has stated that they have never opposed a low-income development quoted. There are many sites downtown. "Just Housing" is affordable housing based on income.

Councilmember Debbie Ruddock – Thanked staff for the amount of work that has gone into this document. Housing is a right. The Local Coastal Land Use Plan and the Housing Element set the table. Now need to find a way to implement it, which is expensive and will require multiple players. With respect to Planning Commission ideas, agrees about Measure K funding, but noted

the challenge to have shovel-ready projects. For rent control, how much will this help if it keeps rent as is, but not rolled back? For parking, need to be careful, focus flexibility Downtown to allow for new opportunities, new arrangements, and consideration of what a business district is, and think bigger. Take ownership of our policy-making and zoning as the State continues to take on more and more control. ADUs and Measure D, we need to look at this. It makes it difficult for affordable housing to compete for allocations, developers want certainty and phasing is tough. Addressing ADUs can be done quickly, and we should take a look at more flexibility with them. Mixed-income developments throughout HMB should also be supported, inclusionary housing is a good model. One area that needs to be more robust is home sharing and cooperative housing models. Need more than what HIP Housing provides, shared housing is a model to be explored through incentives, Co-housing needs to be called out (e.g., dorms, SROs, group housing, eco-communities). Need zoning treatments to better support co-housing. This deserves more attention. Call out home sharing and co-housing similar to residential care housing. Can we go beyond the typical model? Single-family conversions should be explored.

Councilmember Robert Brownstone – Through the City’s outreach efforts, we hear that residents value HMB’s “small town” character, which means different things to different people. Good character is who you are when no one else is looking. How do we help each other? Small towns are known for having each other’s backs. The January shooting highlighted the kind of conditions on some of the farms and throughout town. We need to move forward and connect the dots on housing needs. Seniors with big houses want to downsize: are there more people who want to downsize; how do we connect people together? Ray Mueller commented that the State could come in to build; the State is ramping up enforcement. We have some time but let’s not waste it. For Downtown parking, we have a very touristy Downtown, what about meters on Main Street? It would keep things moving. Housing solutions – 555 Kelly and Stone Pine – are moving forward. Mercy and other non-profits building 100% affordable projects. Inclusionary concerns not providing enough affordability.

Mayor Deborah Penrose – Regarding the idea of working on ADUs and removing restrictions from Measure D, would deed restrictions be an option? Likes the idea of mixed-income communities, how do we incentivize? Parking, we have a problem with large trucks blocking spaces and the street and we need more disabled parking downtown. This could be addressed in our streetscape project. No one wants an RV Park at 880 Stone Pine. We are building low-income housing that is beautiful. Be proud of it.

The Mayor asked the Planning Commission to provide additional feedback. Following that, the City Councilmembers also provided their final comments, which are combined and summarized here by topic:

Terms:

- Homeless, unhoused, or unsheltered: Need to stick with one definition that is most appropriate for the document.
- Just Housing: Needs to be defined if it is to be included in the Housing Element

ADUs:

- Can Section 8 apply to ADUs?
- Program 1-5 could be more creative regarding incentives for affordable ADUs.
- Concerned that 112 ADUs will consume Measure D capacity.

SB9: Regarding splitting lots in residential areas, what is City Council's approach?

Shared Housing: Look at Program 1-7. Need to define "living environments," provide examples. Dorm-style living, could it be explored? Fractional ownership as tenancy-in-common (TIC) could be considered. Fractional ownership by time was posed; however, it was noted that this is not the intent of Council's direction about shared housing and co-housing.

Mobile Homes: Mobile home park communities are very important and should be emphasized.

Rent Stabilization: It is addressed for Mobile Home Parks, but should it be expanded to additional housing types?

Parking: Referred staff to look into parking management models and that Seaside, Florida is a good example of design and programming

Housing Needs Assessment: Page A-28 indicates that people working here feel it is too expensive, this highlights the need for housing.

Vacant Homes: 9% of the City's housing stock is vacant (264 homes per the 2020 US Census). A tax policy to encourage rental should be considered. Can we find these owners and contact them for engagement? What about a reduction in property taxes if they rent their home, or a vacant home tax? A lot of out-of-town owners?

Staff responded to the discussion topics, summarized as follows:

- Rent Stabilization: City Council has already identified a study of rent stabilization as a fiscal year 2023-24 priority.
- Vacant Homes: Staff noted that had previously considered an empty house tax, but that Council had moved away from it. Such a tax is already acknowledged in the Local Coastal Land Use Plan and could be noted in the Housing Element if Council would like to do so. That said, it need not be part of Housing Element policy if Council wants to take it back up. Staff also noted that with the recent conditional certification of the short-term vacation rental ordinance with the Coastal Commission that the motivation for purchasing second homes in HMB will be reduced.
- Incentives for ADUs: Staff suggested other options such as financial support to build an ADU for a household that will then live in the ADU and rent the primary residence as affordable.

City Council Direction: Direct staff to prepare revisions to the draft Housing Element and submit it to the California Department of Housing and Community Development (HCD) for its 90-day review per City Council direction on the topics as discussed.

Motion/Second

Brownstone/Rarback

5-0 (motion passes)

City staff summary of City Council consensus on the discussion topics:

- **Community Character:** Emphasize community character and intent to protect community diversity. Community character is more than “small town” charm; small towns take care of each other and that is our character.
- **Town Center Incentives:** Incentivize development Downtown and pursue development of the Housing Opportunity Sites in the Town Center, including but not limited to 555 Kelly Avenue, 880 Stone Pine, and the Our Lady of the Pillar site.
- **Neighborhood Diversity:** Consider mixed-income and other creative approaches to maintaining or creating diversity.
- **Co-Housing:** Expand provisions for shared housing and co-housing.
- **Parking:** Focus on parking flexibility in Downtown, while also supporting the parking needs of older adults and disabled persons.
- **ADUs and Measure D:** Expand provisions for ADU incentives; consider ways to address Measure D relative to ADUs.
- **Funding:** Secure as much funding as possible, such as Measure K.
- **Terms:** Add clarity about terms as noted.
- **Vacant Houses:** Consider ways to address them.
- **Older Adults:** Support downsizing for seniors.
- **Mobile Home Parks:** Further highlight mobile home park communities.

Planning Commission Written Comments and Questions with Brief Staff Responses:

Two Planning Commissioners submitted comments and questions before the Work Session. They are provided below along with brief responses from City staff.

Vice Chair Gossett:

Housing element - Questions:

Housing Plan

- **Page H1:** What is the 17 year implementation plan?
Response: This is referring to a seven-year implementation period for the Cycle 6 Housing Element (staff assumes “17” is a typo), but will correct that to eight years.
- **Have satellite locations for CSM been identified?**
Response: Not as of the time of the Work Session.
- **Page H5:** a reference was made to site 11 in the town center, where rezoning might occur but I’m not sure where site 11 is located and I can’t find the corresponding map.
Response: This should be 940 Main Street. It will be rezoned from R-2 to R-3 per the LCLUP update.
- **Why not add rent control?**

Response: Rent stabilization is included for mobile homes. This is a good Work Session discussion topic.

- Page H-7: how will the residential density bonus ordinance in program 1–4 comply with measure D?

Response: Measure D already provides exemptions for bonus units. Any updates to the density bonus ordinance will continue to allow that consistently with Measure D.

Appendix B - Constraints:

- Page B1: How did the coastal act and the cities LCP constrain cycle five housing element?
Response: The prior LCP did not set up sites very well for development. This includes Town Center properties, agriculture sites, and the Podesta PD as just a few examples.
- Page B 11: Can a rent control provision be added to WHO? Otherwise, how does one control rent price gauging? Or would rent control policies discourage lower income housing development?

Response: Rent control is not needed for WHO. Affordable Housing Agreements and WHO requirements for affordability already accomplish that stabilization without rent control regulations. Rent control could discourage lower income housing development. It is not as likely, but it might discourage moderate or market income housing development.

- Page B16: Does LCLUP policy 3–14 allow for new water connections that could bypass private connections for LUP priority uses such as Coastal act priority uses and affordable housing?

Response: Water connections are available from the Water District for coastal act priority uses and affordable housing. This is not a “bypass” from obtaining private connections per se. This has to do with how the connections were set up through coastal development permitting and how the Water District held and/or pre-sold different types of connections.

- B26-27: Agricultural and greenhouse land use seems to have a very low ratio of housing / acre - does WHO improve number of units per acre?

Response: The low buildout is due to Coastal Commission scrutiny of the WHO on agricultural priority use lands; furthermore, it was scaled to allow enough housing units suited to the type of agriculture being conducted (e.g. higher density for horticulture/greenhouse operations which have more employees than field agriculture).

- B34: For housing, female head of household, will there be income restrictions placed on childcare to ensure that low income households have first priority?

Response: Childcare provided in low-income residential development would be for low-income households.

- 880 Stone Pine: Did the recent flooding of Pilarcitos Creek during the New Year Eve storm in 2022 flood the area being proposed for housing?

Response: No, it did not. It was inspected by numerous City staff members.

- Page B 37: in which it states “density bonus units associated with the provision of low and moderate income housing is required by state law is exempt from the residential growth limitation ordinance.” Has that provision ever been used to date and could it be used

moving forward? Why wouldn't 555 Kelly and 880 Stone Pine be eligible for this exemption?

Response: It has not been used recently.

Comments:

- Footnotes are not readily available in the Intro chapter. Page 7 of Intro chapter has a footnote 3 at the end of Neighborhood paragraph but I can't find the actual footnote.
Response: Staff appreciates the editorial catch.

- Page H3. Like that the city is going to be proactive with zoning amendments to the LCP, including LCLUP and zoning and subdivision ordinances following the certification of the housing element rather than waiting on the coastal commission to certify amendments which could slow down the process.

Response: These do not need to be completed before the Housing Element is complete. Staff is already working on them and they are part of implementing both the Housing Element and LCLUP.

- Random thought: There's a second hotel along the coast (Miramar Inn) in similar condition as the Coastside house that could offer 52 or 54 rooms if modified with small kitchens. The example of Coastside House providing transitional housing quickly once converted is remarkable success story.

Response: Staff is aware of this potential opportunity but does not know if funding will be available as it was for Coast House.

Commissioner Joanes:

General Comments

1. The Housing Element presents a comprehensive Housing Plan to address identified housing needs for the years 2023-2031. The document cover does not represent imagery reflecting the content of the document. Imagery or graphics depicting the diverse array of housing options that the City of Half Moon Bay envisions through the stated goals of its proposed Housing Plan would better communicate to readers what to expect in the document.

Response: Staff considers this a matter of preference and context.

2. Since this document is the first public review draft, I anticipate that City Staff will proofread the final document carefully and correct typos, grammatical mistakes, and other writing issues before publication for submission to HCD. Check that all superscripts in the text are footnoted. Change "courtsiders" to "Coastsiders", and "Cit" to "City".

Response: Yes, and staff appreciate any catch that is brought to our attention.

3. The document uses the terms "unhoused" and "homeless" and "unsheltered", do these terms mean the same?

Response: These are used interchangeably, but they can be conformed to one.

Introduction & Summary

4. The first paragraph of the “purpose” section on page 1 of the Introduction and Executive Summary is general, broad, and obscure. The meaning of “just housing” has numerous connotations that can be negative, positive or neutral. The statements in this paragraph appear to be a string of thoughts that do not communicate a clear expectation of what the reader will learn in the document. Could the purpose of the Housing Element simply state that it is to satisfy the statutory requirements of Article 10.6 of the Government Codes through the establishment of specific policies and implementation of programs that will lead the City in achieving measurable outcomes by embracing the Coastal Act, addressing the housing needs requested by the City’s citizenry and responding to the broader regional affordable housing needs?

Response: “Just Housing” is a term used by our community and will be defined from that context. Suggested language for the “Purpose” section will be incorporated.

5. Goal 6 was introduced in Cycle 6 Housing Plan. The discussion at the bottom of Page 4 of the Introduction and Executive Summary gives the impression that Goal 6 is not important because it cannot be measured in quantifiable terms. Is there another way of stating that Goal 6 is crucial to monitor the progress towards Goals 1-5?

Response: Staff agrees it is important and highlighted the goal at the Work Session and revised the text.

Housing Plan

6. Policy 1-C: Single-room Occupancy (SRO)- What City-specific data supports the need for SRO type of housing?

Response: The City received this information through interviewing service agencies.

7. Policy 1-E: Will incentives be afforded for lots located in R-1 districts?

Response: This is policy level, the programs are for density bonuses which typically apply to multi-family housing.

8. Program 1-1:

a. What address is site 11 in the Town Center? (Note: Page H-16 Identifies site 11 as 940 Church Street, but Appendix C identifies site 11 as 940 Main Street)

b. WHO is unmapped – will the final version of the Housing element include the WHO map?

Responses:

a. 940 Main Street: This will be corrected. There is a pipeline project on Church with a similar address and it is a typo.

b. WHO: The WHO is unmapped per the LCLUP, but applied through detailed policies. It does not need to be mapped in zoning provided that the zoning aligns with LCLUP and has adequate detail.

9. Program 1-2: Middle Housing Development Standards

a. Will parking restrictions be applied solely to C-G, C-R, R-3, and R-2 zoning districts?

- b. Will reduced parking for substandard lots be applied to the R-1 Zoning District?
Responses:
a. The focus is on small multi-family development in mixed-use and multi-family zones.
b. Yes, the intent is to aid development of substandard lots, most being in the R-1 zones.
10. Program 1-5: Accessory Dwelling Units (ADUs)
a. Could this program relative to the Section 8 condition be expanded to include existing ADUs?
b. There are many owners who own their primary residences elsewhere - has the City considered a program to establish incentives for absentee homeowners to enter into Section 8 housing agreements for their houses that are vacant?
Responses:
a. Section 8 and ADUs can be considered.
b. Staff recommends this as a Work Session discussion topic.
11. Program 1-6: Small Lot Development
a. Will reduced parking for substandard lots be applied to the R-1 Zoning District if the properties are offered at BMR?
Response: The focus is to have small residential development on small lots; we don't believe BMR would apply as per State law or City ordinance.
12. Program 1-7: Diverse Housing Types
a. What City-specific data supports the need for SRO's, tiny houses with movable foundations, and living environments with shared kitchens and common spaces
i. Are living environments with shared Kitchens and common spaces similar to communal living spaces such as cohousing communities, dormitory-style housing, facilities typical of nursing facilities, and fraternity/sorority houses?
Response: The City has heard from HIP Housing and many community members through the LCLUP and Housing Element update that they want these housing options to support aging in place.
13. Program 1-8: SB 9 Lot Splits
a. Would standard lots in R-1 Zoning District be eligible under SB 9?
b. Provided that lot splits could be made consistent with the Certified LCP, could a standard lot that currently has a house built on it be split to build a second BMR house? Or to create a multigenerational housing compound?
Response: It is premature to get to this level of detail which will come later with implementation. The Housing Element needs an SB 9 program; however, the program must be developed in a manner consistent with the LCP.
14. Program 2-2: Preservation of Affordable Housing
a. Are there examples that demonstrate how negotiating protections such as "first right of refusal"?

Response: Staff is familiar with the inclusion of such terms in affordable housing agreements. They are fairly standard.

15. Program 2-3: Replacement of Unit Requirements

- a. Government Code 65195 (c) (3) appears to be linked to density bonus and or demolition of properties.

Explain and provide examples that demonstrate the meaning of this program.

Response: The program intends to not lose housing stock to new development.

16. Program 2-4: Mobile Home Park Affordability Protections.

- a. Is this program to protect against the conversion of land use designation to other uses and to implement rent stabilization (controlling the rent for the lease of space within the mobile home?)

Response: This is not a conversion program, the City already has such code; this is rent stabilization. The County already has rent stabilization for mobile home parks.

17. Program 3-4: Housing for Essential Workers

- a. Does the City have a definition for what types of employees constitute essential workers?
- b. Explain the third bullet under this program. Would “including by tenure” mean that a tenant who has seniority (long-standing lease) be given the opportunity to purchase their unit?

Responses:

- a. Staff appreciate and understand the comment/question. The terms “essential workers” and “workforce housing” have similar nuances that are not tightly defined. Our community uses this language a lot; thus language in the Housing Element attempts to bolster it with examples.
- b. Tenure means ownership or renter. The Housing Element considers housing for both owners and renters.

18. Program 3-5: Large Multi-Generational Households

- a. Second bullet- would this program be used in R-1-Zoning Districts?

Response: For the R-1 zoning districts, this would be most applicable for single-family homes with the addition of an ADU and a JADU.

19. Program 3-6: Childcare

- a. What about childcare will the City encourage? Child care facility within a development site? Housing for childcare staff?
- b. Could a similar program be available for “eldercare” at 555 Kelly?

Responses:

- a. The intent is to include childcare in an affordable housing development; this is common for larger projects focused on family housing.

- b. The proposal for 555 Kelly Avenue includes a resource center, and thus there is a link to services for the older adult population.
20. Program 4-7: Affordable Housing Fund Management and Use
- a. What is the meaning of “deep” affordability level
 - b. What is the anticipated date during Cycle 6 will this objective be achieved?
- Responses:
- a. Deep – Typically means affordable to very low-, extremely low-, and even acutely low-income households.
 - b. Date: This is part of the whole Housing Element cycle
21. Program 4-8: Use of Public And Quasi- Public-Owned Land for Affordable Housing
- a. Which category of the workforce will be eligible for 880 Stone Pine?
 - b. What is the anticipated date during Cycle 6 will this objective be achieved?
- Responses:
- a. 880 Stone Pine Road: That is not predetermined by the housing element. It will be dependent on City Council, funding sources, and other drivers.
 - b. Date: The City has started working on this and will be better equipped to provide timing soon in that it is early planning for this site.
22. Program 6-6: Work with Non-Profits and Regional Partners
- a. Has the City encountered entities that are not supportive of the City’s Housing Plan goals? If there are such entities, should the City try to build a collaboration with those entities to reach a consensus on the Housing Plan goals?
 - b. What is the anticipated date during Cycle 6 will this objective be achieved?
- Responses:
- a. City staff interviewed numerous agencies who provided input and tried to incorporate much of it. Local agencies may provide feedback on the first draft about how well this was done. Summary notes from the meetings with agencies are provided in Tech Report Appendix E.
 - b. This is an implementation program, and therefore it needs to be managed throughout the cycle.
23. Program 6-7: Increase Capacity of Housing Program Management
- a. This objective, as worded, could appear to be a request by City staff to increase the City’s workforce and consultant budget. While the success of the Housing Plan will need to be actively administered by either staff and/or consultants the title of this program obscures the importance of needing additional staffing resources especially as it relates to actively enforcing fair housing, investigating complaints, and conducting outreach efforts. If additional City resources will be necessary, consider renaming the program to emphasize the need for resources to specifically state: “Increase City Staff and Consultant resources to implement the Housing Plan Goals and Objectives.”
- Response: There are many ways to increase program capacity. Staffing is only one.

- Has the City considered fractional ownership as a housing strategy?

Response: Not specifically, but that could be added to the co-housing or another program for joint ownership and occupancy (not for timeshare).

- Would the City allow small infill lots to be split?

Response: Not per the draft Housing Element as it sits which does not affect the LCP minimum lot sizes for subdivision. It is possible that SB 9 implementation could allow for this.

- Are SRO's similar to hotel-style units that accommodate long-term stays?

Response: Yes.

- Could SB 9 be applicable to zoning districts other than residential districts?

Response: State law covers single-family zoning; however, if the City wanted to implement it more broadly, it could.

- Which of the stated programs be conducive to By-Right (could staff provide examples of properties that would fall under the By-Right)

Response: By right is really about use permit requirements. By right does not override coastal development permit requirements. An example is Program 3-7 for shelters.