



City of Pleasanton 6th Cycle Housing Element Update Community Meeting #1

Thursday, June 24, 2021, 6:00 p.m.
Zoom Meeting

Introduction

On June 24, 2021, the City of Pleasanton hosted a virtual community meeting, the first in a series of community meetings for the 6th Cycle Housing Element Update. This meeting is part of a comprehensive public engagement strategy, intended to inform the community about the Housing Element Update and provide opportunities for residents and stakeholders to voice opinions throughout the process. The purpose of this meeting was to introduce the Housing Element Update to the community, provide an opportunity for early input, and learn about initial concerns and ideas related to housing in Pleasanton.

Outreach

Invitations to the community meeting were distributed via email to 133 subscribers to the City's Housing Element Update opt-in email notification list. A save the date email was sent approximately three weeks ahead of the meeting, and the following email was distributed more than a week prior to the meeting:

THE CITY OF
PLEASANTON

HOUSING ELEMENT UPDATE

COMMUNITY MEETING

www.pleasantonhousingelement.com

Housing Element Community Meeting held via Zoom
Thursday, June 24th, 6 p.m.

We want to hear from you!

While the COVID-19 pandemic still limits our ability to meet in person, you can make your voice heard at our upcoming online community meeting. Attend a virtual workshop where you can learn more, ask questions and offer comments on the Housing Element Update. We want your input on Pleasanton's housing challenges and opportunities. Please join us for our first Community Meeting to be held on Thursday, June 24th at 6 p.m. Click on this [Zoom Link](#) or use the following Zoom link to join: <https://cityofpleasanton.zoom.us/j/93556877213>

For additional information visit our Housing Element project website at PleasantonHousingElement.com or you may email Jennifer Hagen, Associate Planner at jhagen@cityofpleasantonca.gov or through the Housing Element email at HousingElement@cityofpleasantonca.gov

Additionally, the community meeting was promoted through the Housing Element Update website (www.pleasantonhousingelement.com), the City website (www.cityofpleasantonca.gov), advertised in local newspapers including article write-ups, advertised in the City weekly e-newsletter, and advertised on Facebook, Twitter, and Nextdoor through City accounts.

Format

This community meeting offered an alternative meeting format that was solely focused on the Housing Element Update and scheduled outside of formal City Council and Commission meetings. Due to COVID-19 conditions, the meeting was held virtually via Zoom with the option to participate over the phone. The meeting was recorded and posted to the Housing Element Update website so it could be viewed at any time. Also, the presentation included the City's project contact information and was posted on the Housing Element Update website prior to the meeting to facilitate additional comments or questions.

The meeting was opened by the Ellen Clark, Community Development Director, who welcomed attendees and introduced the City's team, including Jennifer Hagen, Housing Element Update Project Manager and Lisa Wise Consulting, Inc. (LWC) staff. The team presented on the following topics (attached as Exhibit A):

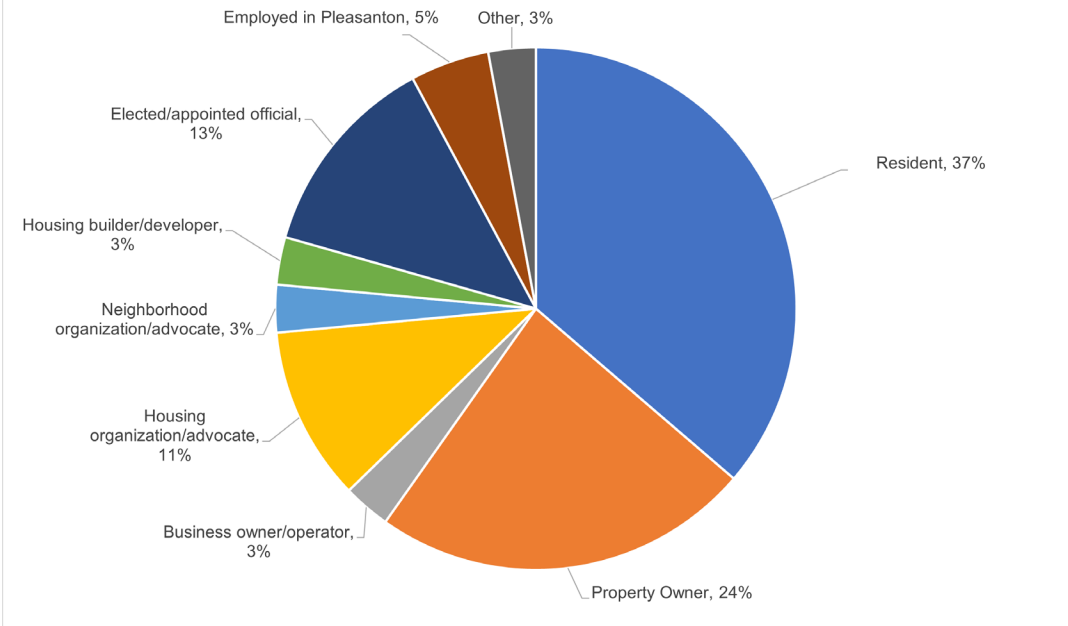
- Housing Element Basics
- Regional Housing Needs Allocation (RHNA)
- Housing Element Update Process
- Housing in Pleasanton

During the presentation, attendees were encouraged to participate in live polling and ask questions and provide comments through the Zoom chat function. After closing the presentation, no questions were submitted, and the attendees were assigned to one of three virtual breakout rooms for a facilitated discussion (see Breakout Rooms below).

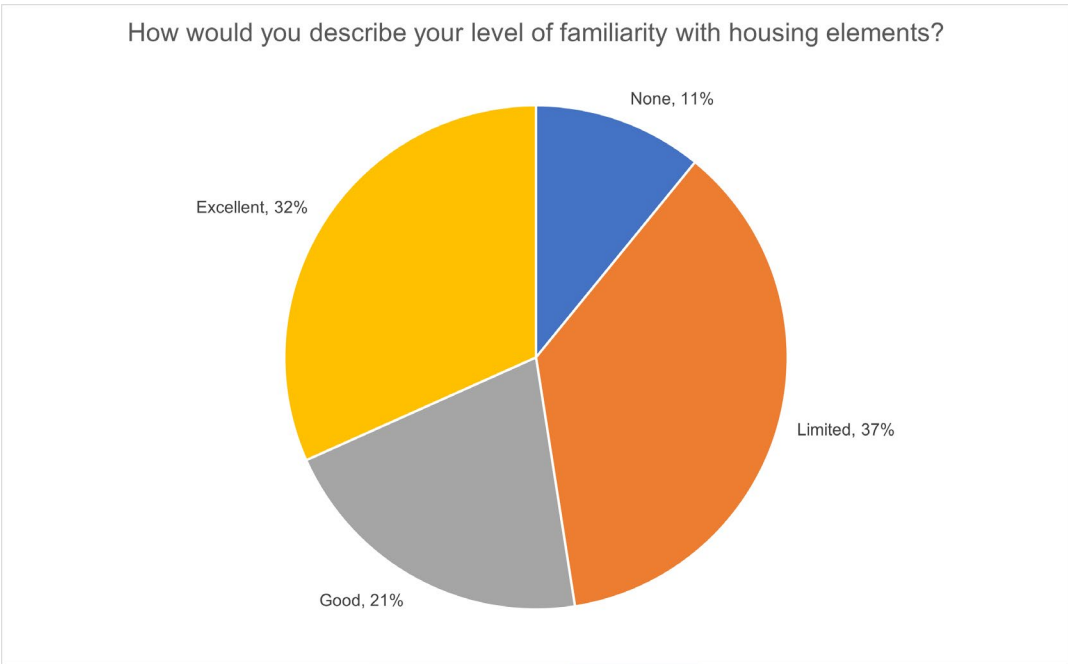
Attendees and Live Polling Results

In addition to City Councilmembers, Commissioners, and staff, the meeting was attended by approximately 22 members of the public. At the start of the meeting, attendees were asked to participate in a poll to identify their affiliation with Pleasanton and their familiarity with housing elements. Approximately 20 attendees participated in the poll. Attendees were primarily residents and property owners with a range of familiarity with housing elements. Multiple responses were allowed for affiliation. The poll results are shown on the following page.

What is your affiliation with Pleasanton (Select all that apply)



How would you describe your level of familiarity with housing elements?



Breakout Rooms

Three virtual breakout rooms were facilitated, which allowed approximately seven attendees in each room, along with City and LWC facilitators and notetakers. Miro, an online collaborative visualization software, was used to encourage discussion, pose the same questions across all breakout rooms, and conduct notetaking that was visible to breakout room participants. Three questions were asked to prompt conversation:

1. What are the main housing challenges in Pleasanton?
2. What groups are most impacted by housing challenges and what types of housing would be most appropriate to best serve them?
3. What kinds of tools and strategies would you like for Pleasanton to consider supporting and facilitate housing?

Each breakout room had one Miro board for each question. City and LWC notetakers posted comments via sticky notes to each Miro board. Certain pre-scripted sticky notes based on comments already received by the City were provided to facilitate discussion. A summary of these discussions is below (Miro boards are attached as Exhibit B).

Question 1: What are the main housing challenges in Pleasanton?

The following is a summary of input prompted by the first breakout room question:

- A. Lack of housing choices especially for a variety of income levels (e.g., a lack of variety in unit size, building size, housing types, supportive housing, and housing tenure).
- B. Limited housing choices is resulting in high housing costs and limited opportunities for upward mobility (e.g., rental costs are so high that it limits someone's ability to save enough money to buy a home in Pleasanton). People are moving to neighboring cities because housing is too expensive in Pleasanton.
- C. Not enough inventory for those making 120% Area Median Income (AMI).
- D. High homeowners association fees are a challenge.
- E. Below market deed restrictions used to be a solution but the cap on deed restricted resale prices is an issue.
- F. There is limited developable land to provide housing. Pleasanton is largely built out compared to neighboring communities, and the limited land that is available is not designated for housing.
- G. Lack of affordable housing within Pleasanton, especially in transit-oriented development (TOD) opportunity areas (e.g., BART) where parking requirements can be relaxed for development.
- H. The City's policy preference for commercial development over residential development has resulted in a shortage of affordable housing.
- I. Regulatory hurdles like lengthy permitting processes, high parking standards, and the uncertainty in the process of getting entitlements approved are challenges to affordable housing.
- J. There is general community opposition to high density development. Maintaining "community character" was cited multiple times as the reasoning for this opposition.
- K. Lack of a jobs-housing balance in Pleasanton. Directly related to this, participants also indicated traffic concerns especially related to the growth of Pleasanton.
- L. Teachers were noted as a specific disadvantaged group that needs special attention. City should have programs or incentives to encourage teachers to live in Pleasanton. Good schools were the reason for some participants moving to Pleasanton and the lack of housing for teachers is concerning.
- M. Climate change and California's current drought is an added challenge to addressing housing.

Question 2: What groups are most impacted by housing challenges and what types of housing would be most appropriate to best serve them?

The following is a summary of input prompted by the second breakout room question. For this two-part question, participants first noted who is most impacted by housing challenges in Pleasanton:

- A. Elderly, seniors who require assisted living
- B. People who have disabilities
- C. Large families
- D. Low-income families
- E. People experiencing homelessness
- F. Young people
- G. Empty nesters

The following were suggested types of housing most appropriate for the groups identified above:

- A. Affordable housing including "affordable by design" housing, affordable housing provided by non-profits
- B. Workforce housing
- C. Attached townhomes
- D. Smaller rental units for young professionals
- E. Multi-family housing needed for lower income
- F. Single-family homes with multi-generational living
- G. Senior housing
- H. Apartments with on-site support services
- I. ADA accessible/compliant housing

Question 3: What kinds of tools and strategies would you like Pleasanton to consider supporting and facilitating housing?

The following is a summary of input prompted by the third breakout room question:

- A. Relate the climate action plan and its relevant goals, policies, programs, and incentives to the Housing Element Update.
- B. Provide flexibility in zoning (e.g., allow residential projects in non-residential zones, allow modification of existing single-family, etc.).
- C. Provide means for elderly to age in place with modifications to their single-family home.
- D. Streamline the approval process.
- E. Consider reducing parking requirements.
- F. Support incentives from state legislation that would provide financial incentives for employees to live in Pleasanton.
- G. Increase and diversify the housing stock to address special housing needs. Promote building denser, taller buildings that are sensitive to "neighborhood character". This could include missing middle housing types like duplexes, triplexes, and fourplexes.
- H. Promote in-fill commercial development.
- I. Identify publicly owned land for affordable housing.

- J. Consider housing on Bernal Avenue (this would require voter approval).
- K. Partner with nonprofit developers.
- L. Promote housing near transit.
- M. Establish a first-time home buyers program.
- N. Need short and long-term education programs to help the community understand housing issues.
- O. Consider the possibility of increasing intensity in underperforming commercial areas.
- P. Explore what other cities that are similar to Pleasanton have done to address their housing issues.

Report Out and Closing

After the completion of breakout room discussions, all meeting participants reconvened. The facilitator from each breakout room summarized the key points from the breakout room discussion to the whole group. The City identified that all input will be used to inform the Housing Element Update analysis and outreach going forward.

In closing, the City encouraged participants to take an online survey for the Housing Element Update, which had recently been made available.

Exhibit A: Presentation



**Thank you for joining the meeting.
We will begin momentarily.**

You are automatically muted.

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Housing Element Update

Community Meeting #1 – Kickoff/Introduction

June 24, 2021



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Introductions

City of Pleasanton Staff

- Ellen Clark, Community Development Director
- Shweta Bonn, Senior Planner
- Jennifer Hagen, Associate Planner, Project Manager

Lisa Wise Consulting, Inc.

- Lisa Wise, President
- David Bergman, Director
- Jen Murillo, Senior Associate



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Purpose of this Community Meeting

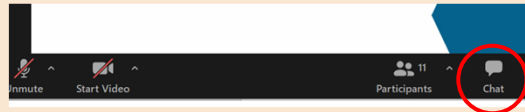
- Provide an overview of the housing element update
- Gather early input from the community
- Learn about initial community concerns and ideas



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Participate During the Meeting!

- Respond to live Zoom polling questions
- Ask questions or provide comments during the presentation using the Zoom chat feature
- Participate in the breakout group discussion



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Agenda

- **Welcome!** (6:00-6:05 p.m.)
- **Live Zoom Polling** (6:05-6:10 p.m.)
- **Presentation** (6:10-6:30 p.m.)
- **Q&A** (6:30-6:40 p.m.)
- *Transition to virtual breakout rooms (6:40-6:45 p.m.)*
- **Breakout Discussions** (6:45-7:15 p.m.)
- **Breakout Groups Report Out** (7:15-7:25 p.m.)
- **Wrap Up & Next Steps** (7:25-7:30 p.m.)



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Live Zoom Polling

1. What is your affiliation with Pleasanton?



2. How would you describe your level of familiarity with housing elements?



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Housing Element Basics



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Purpose of the Housing Element

State Housing Element Law

- Intended to require that jurisdictions can accommodate growth and identify sites for their “fair share” of affordable housing
- Recognizes housing as a critical need; the government and private sector must work together to address it
- Cities are not required to build or initiate housing projects, but ensure zoning capacity exists to build housing



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What is the Housing Element?



The Housing Element is a required section of the City's General Plan. It must:

- Assess the residents' housing needs and conditions of housing stock
- Establish a roadmap for accommodating projected housing unit demand over the next eight years
- Set citywide housing-related goals, objectives, policies, and programs
- Show how the City will meet demand for housing at all income levels

Other General Plan Elements



Land Use



Mobility



Conservation



Open Space



Safety



Noise



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Housing Element Components



Policy and Programs Review: Evaluation of policies and programs from the current housing element



Housing Needs Assessment: Review of the existing and projected housing needs; consider special needs populations



Adequate Sites Inventory: List of land suitably zoned to accommodate the City's share of regional housing need



Housing Resources Assessment: Resources that support the development, preservation, and rehabilitation of housing



Housing Constraints Assessment: Assessment of governmental and non-governmental constraints to housing development



Implementation Plan: Goals, policies, and programs for addressing the City's housing need



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New Housing Legislation

The State continues to pass new housing legislation

- More stringent requirements for identifying and maintaining a supply of adequate housing sites
- Expanded requirements for addressing fair housing and segregation issues
- Additional penalties for housing element non-compliance



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Regional Housing Needs Allocation (RHNA)



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Regional Housing Needs Allocation

- State determines the number of new housing units needed on a regional basis
- The Bay Area must plan for 441,176 new housing units
- Association of Bay Area Governments (ABAG) determines how the units are distributed among Bay Area cities and counties
- Each jurisdiction must show it can accommodate its total RHNA number and allocations by income level



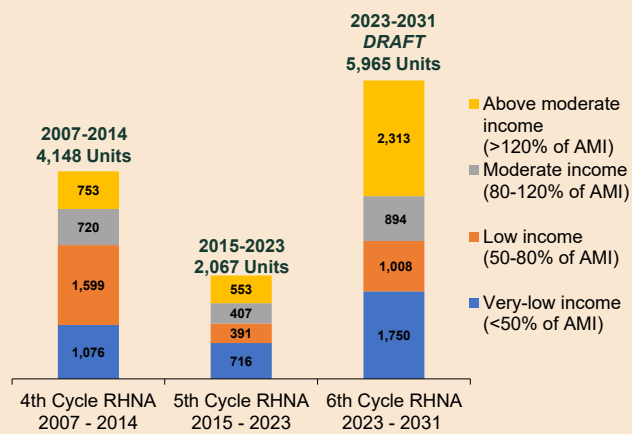
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RHNA – ABAG Process



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Pleasanton's Draft RHNA Comparison



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Pleasanton's RHNA Progress

Current Cycle (2015-2023) RHNA Progress

Income Level	RHNA Allocation	Total Units	Total Remaining
Very Low	716	230	486
Low	391	78	313
Moderate	407	45	362
Above-Moderate	553	1,310	0
Total	2,067	1,663	1,161



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Affordable Housing Income Levels



Extremely Low Income
0% to 30% AMI

Household income for a family of 4:

\$39,150



Very Low Income
31% to 50% AMI

\$65,250



Low Income
51% to 80% AMI

\$104,400

Moderate Income
81% to 120% AMI

\$143,050*

Income categories defined by the State based on percentages of the Area Median Income (AMI) in **Alameda County**

Housing is considered "affordable" if occupants pay no more than 30% of their income on housing costs

* Moderate income is calculated at 120% of AMI by the State (HCD). The other income thresholds are calculated by the U.S. Department of Housing and Urban Development (HUD).



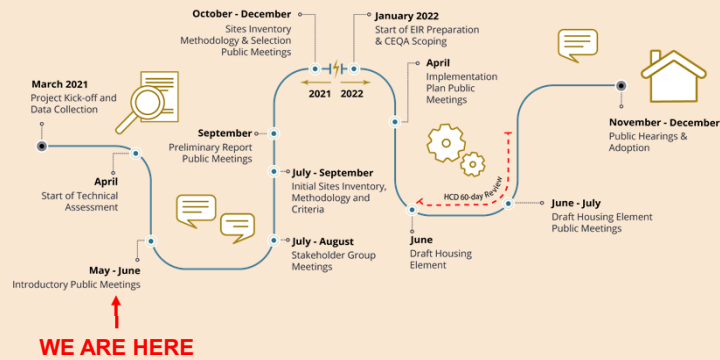
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Housing Element Update Process



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Housing Element Update Process



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Housing in Pleasanton



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Importance of Housing in Pleasanton

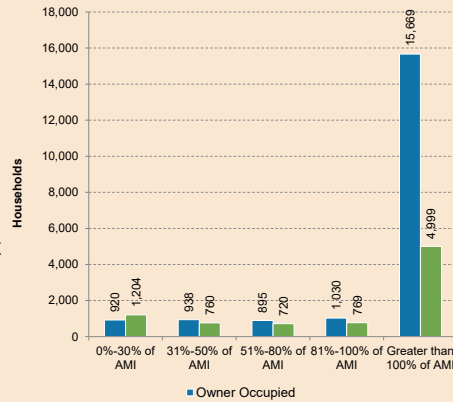
- Affordable homes can ***attract and retain employees***
- Shorter commutes ***reduce traffic congestion, air pollution, and expenditures on roads***
- A mix of housing options ensures opportunities for ***all to improve their economic situation and contribute to the community***
- Adequate and affordable housing can help address ***issues of displacement and homelessness***



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Household Income Level by Tenure

- High rate of home ownership (70%)
- Renters and owners at all income levels
- Only the lowest income category has more renters than owners



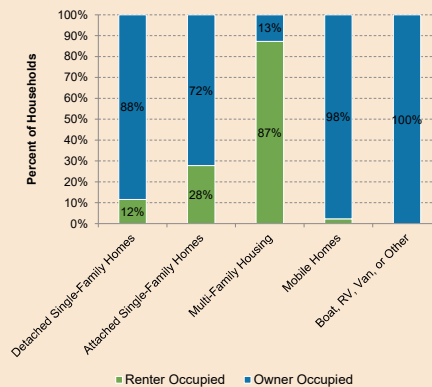
Note: *AMI – Area Median Income
Source: HUD, CHAS 2013-2017



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Housing Tenure by Housing Type

- Housing stock is primarily single family
- Most single-family homes are owned
- Most multi-family housing units are rented



Source: U.S. Census Bureau, ACS 2015-2019



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Home & Rent Values

It is **more expensive** to own or rent a home in Pleasanton than in the County or Bay Area

- **Typical home value - \$1,213,900**
 - County - \$951,380
 - Bay Area - \$1,077,230 in the Bay Area.
- **Median rent - \$2,290 per month**
 - County - \$1,690
 - Bay Area - \$1,850

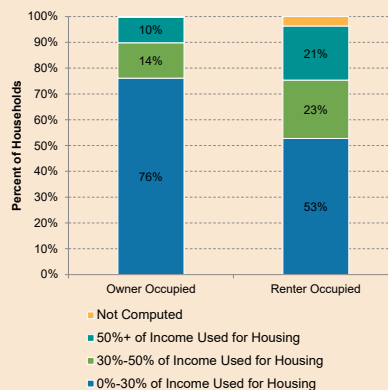
(Note – Zillow zip code rental data shows an observed market rate rent at around \$3,200 per month)



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Cost Burden by Tenure

- Renters are more cost burdened than homeowners
- Almost 1 in 4 renters spend 30-50% of income on housing
- 21% of renters are severely cost-burdened



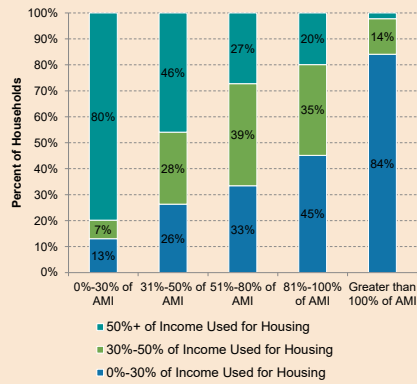
Source: U.S. Census Bureau, ACS 2015-2019



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Cost Burden by Income Level

- Lower income households are most cost burdened
- Almost 9 of 10 extremely low-income households are cost burdened
- Over half of moderate-income households are cost burdened



Note: *AMI - Area Median Income
Source: HUD, CHAS, 2013-2017



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Workforce Housing

Many households not eligible for subsidies still struggle to afford housing

Four-person household earning \$110,000 - \$225,000

- Affordable rents - starting at \$3,100
- Affordable home purchase price - starting at \$508,000

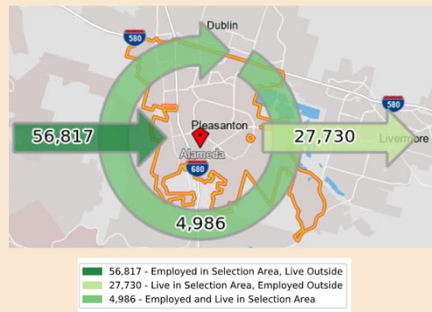
- Automotive mechanics (\$61,560/yr)
- Transit bus drivers (\$61,810/yr)
- Licensed vocational nurses (\$74,520/yr)
- Paralegals / legal assistants (\$75,820/yr)
- Teachers (\$86,200/yr)
- Accountants (\$101,090/yr)
- Physical therapists (\$103,350/yr)



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Jobs and Workers

- There are fewer employed residents than jobs in Pleasanton
- Pleasanton is a net importer of workers
- Only 8% of people employed in Pleasanton live in Pleasanton



Source: U.S. Census Bureau, ACS 2015-2019, LEHD 2018



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How can the Housing Element help?

The Housing Element must:

- Identify local housing needs and constraints
- Include programs to help provide housing for all (seniors, persons with disabilities, homeless, etc.)
- Include actions to expand housing production at all income levels
- Identify sites that can accommodate the RHNA (housing units at all income levels)



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Q & A



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Breakout Discussions



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Breakout Discussions

- Transition to virtual breakout rooms (6:40-6:45 p.m.)
- Breakout discussions (6:45-7:15 p.m.)
- Breakout groups report out (7:15-7:25 p.m.)



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Breakout Discussions

1. What are the housing challenges in Pleasanton?
2. What groups are most impacted by housing challenges and what types of housing would be most appropriate to best serve them?
3. What kinds of tools and strategies would you like for Pleasanton to consider to support and facilitate housing?



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Breakout Discussions – Report Out



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Breakout Discussions Report Out

1. What are the housing challenges in Pleasanton?
2. What groups are most impacted by housing challenges and what types of housing would be most appropriate to best serve them?
3. What kinds of tools and strategies would you like for Pleasanton to consider to support and facilitate housing?



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Wrap Up & Next Steps



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Wrap Up

Thank you for your input! We will use what we heard tonight to inform our analysis and outreach going forward.



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Next Steps

Take the On-line Survey!

Link Posted in the chat, or you can find it on our project website or directly at:

<https://bit.ly/HEUCommunitySurvey>



Behind the Scenes: Summer 2021

- Continue technical analysis (housing needs assessment, policy and program review, etc.)
- Initiate site selection criteria and inventory analysis

Upcoming Meetings

- Stakeholder Meetings - July/August
- Next round of public meetings – Late Summer/Fall: Housing Sites Analysis and Selection Criteria



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Stay Informed and Involved!

Pleasanton Housing Element Update Webpage:

www.pleasantonhousingelement.com

City Project Contact:

housingelement@cityofpleasantonca.gov

Jennifer Hagen

Associate Planner

(925) 931-5607

jhagen@cityofpleasantonca.gov



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Exhibit B: Breakout Room Miro Boards

Question 1

F1 Q1

What are the main housing challenges in Pleasanton?

The housing crisis in the Bay Area has been an evolving phenomenon over the past 30 years as high demand (and need) has continually exceeded supply (and affordability).

lack of housing choices, variety (e.g., rental v ownership, unit size, building size, co-ownership, micro units). More choices = more solutions

"in commute" has continued to grow, compared to less "out" commute

Teachers - City should have program or incentive to encourage teachers to live in Pleasanton. Hiring new teachers will be challenge if they do not have housing options in Pleasanton.

people won't be able to purchase a home if majority of income is spent on rent

limited land compared to other jurisdictions

some folks are renting out rooms of home to young professionals at a cost of ~\$1,000/month

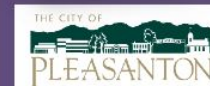
significant reduce required parking for project to reduce cost of housing construction

jobs-housing balance

provide flexibility in zoning to allow residential projects

past policy choices imply city is not welcoming to people (e.g., we don't take full advantage and allow people to construct; lengthy permitting process)

post-onement of affordable housing. Policy preference for commercial development over residential. We have not sought out employee housing and workforce housing



What are the main housing challenges in Pleasanton?

The housing crisis in the Bay Area has been an evolving phenomenon over the past 30 years as high demand (and need) has continually exceeded supply (and affordability).

Community opposition and higher density residential

Lack of Affordable Housing near transit Bart/bus

lack of land designated for housing/zoning

Traffic concerns - how much should the City grow

Drought

High density may not be a good fit - needs to maintain city character +

Lack of housing for teachers (such as duplexes)

Housing prices high and limited choices

Time it takes to get entitlements and uncertainty in the process

become more expensive over time - kids can't afford to live here



What are the main housing challenges in Pleasanton?

The housing crisis in the Bay Area has been an evolving phenomenon over the past 30 years as high demand (and need) has continually exceeded supply (and affordability).

Easy to find apartment in Pleasanton; more rentals available (COVID?)

become more expensive over time - kids can't afford to live here

Apartments are rental units, renters can't move up

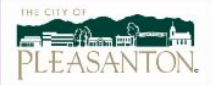
Town seems to be built-out; excellent bike system, trails; BART next to freeway/Mall

Ppl going to neighboring cities b/c too expensive in Pleasanton. Below market used to be a solution but cap on deed restricted resale prices is an issue. High HOAs are a challenge. Not enough inventory for those making 120% AMI

Lifestyle choice to rent, flex for moving based on son's college choice

In future may move less dense, lower tax location

Live in Pleasanton b/c schools +



Question 2

F1 Q2

What groups are most impacted by housing challenges and what types of housing would be most appropriate to best serve them?

Workers are traveling increasingly long distances to get to work, and many young families, long-time residents, and other members of the community find it difficult to afford housing where they want to live.

people that work in Pleasanton but do not live in Pleasanton

elderly people may move (and provide opportunity to young family) if there was another option to stay in Pleasanton

need "affordable by design" housing

non-profit housing

professionals such as engineers choose to live in Pleasanton due to high costs in Silicon Valley and must commute

little turnover of housing stock

housing that is smaller and lower cost for young professionals

homes are not designed to be accessible (e.g. ADA requirements)

young people cannot afford to live in Pleasanton

older residents prefer to stay in home - affects turnover so provide seniors other options



What groups are most impacted by housing challenges and what types of housing would be most appropriate to best serve them?

Workers are traveling increasingly long distances to get to work, and many young families, long-time residents, and other members of the community find it difficult to afford housing where they want to live.

Elderly +

Special Needs

Large families

Empty Nesters

Single-family homes w multi-generational living

Apartments w on-site support services

Affordable by design housing, economically feasible - low and higher density +

Need to keep the character of the community - not 4 to 5 stories +

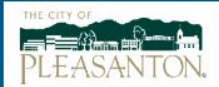
Workforce housing

Will be a challenge to find locations - need breathing room

"High density" doesn't always mean large buildings

Variety of housing for all because Pleasanton if diverse in needs

Senior housing needs to be designed for seniors - eg 1 story



What groups are most impacted by housing challenges and what types of housing would be most appropriate to best serve them?

Workers are traveling increasingly long distances to get to work, and many young families, long-time residents, and other members of the community find it difficult to afford housing where they want to live.



Question 3

F1 Q3

What kinds of tools and strategies would you like for Pleasanton to consider to support and facilitate housing?

All California cities and counties are required to have a Housing Element which establishes housing objectives, policies and programs in response to community housing conditions and needs.

carbon credits

flexible zoning (e.g., allow modification of existing single-family)

emphasize housing for young people (ages 18-25) more studios, smaller units ***
room for rent are in greater supply than demand

diversified housing stock

consider housing on Bernal (vote?)

tying the HE to the CAP (commuting long distances)

elderly people plan to live in single family homes long-term / would prefer to age in place with modifications

streamlining the approval process

many community members may not like taller, denser buildings

consider reducing parking requirements

diversify housing stock (e.g., micro units)

consider impacts to schools (e.g., overcrowding, particularly at elementary and middle schools)

support incentives from State legislation that would provide financial incentives for employees in live in the city

building denser, taller buildings



What kinds of tools and strategies would you like for Pleasanton to consider to support and facilitate housing?

All California cities and counties are required to have a Housing Element which establishes housing objectives, policies and programs in response to community housing conditions and needs.

Promote in-fill commercial development

Identify publicly owned land for Affordable Housing

Partner with nonprofit developers

Promote Housing near Transit

Establish a 1st Time Home buyers program

Need a State certified Housing Element

Need ST and LT education programs to help the community understand housing issues

Focus on teachers and firefighters



What kinds of tools and strategies would you like for Pleasanton to consider to support and facilitate housing?

All California cities and counties are required to have a Housing Element which establishes housing objectives, policies and programs in response to community housing conditions and needs.

Emphasize transit near housing - could help add housing for ppl to move into Pleasanton

Discuss possibility of increasing intensity in underperforming commercial areas

What have other cities like Pleasanton done to address these issues?

Desirable to live close to BART

See more construction in Dublin, Livermore, why? Fewer units being built in Pleasanton increases prices. What are these other cities doing

