

Housing Chapter Summary

	Ideas from working groups, public workshops or other outreach
	Ideas from consultant team or city staff

INTRODUCTION AND CONTEXT:

In recent years, housing costs have escalated sharply in the City of Salinas, increasing faster than incomes for the majority of residents. In 2014, the Salinas Metropolitan Statistical Area (MSA) ranked as the fifth least affordable region in the United States. There is a severe shortage of adequate affordable housing for extremely low, very low, low, moderate, and workforce income households. Extremely low, very low, and low-income households comprise nearly half of the City's population, underscoring how critical the need is for affordable housing.

ISSUES AND OPPORTUNITIES:

- Unsafe/poor housing conditions and overcrowding
- Lack of affordable housing units
- Rapidly escalating rents
- Landlords not respecting tenant rights / Retaliation and Eviction
- Lack of housing for farmworkers; competition with temporary farmworkers

GOALS:

- HN 1. INCREASE AFFORDABLE HOUSING OPTIONS FOR ALISAL RESIDENTS OF ALL INCOME LEVELS.
- HN 2. ENHANCE TENANT PROTECTIONS AND PROVIDE HOUSING RIGHTS EDUCATION FOR RENTERS IN THE ALISAL.
- HN 3. PROVIDE ACCESS TO SAFE AND SECURE HOUSING FOR ALL ALISAL RESIDENTS.
- HN 4. EXPAND SUPPORT TO HELP ALISAL RESIDENTS ACCESS AFFORDABLE HOUSING OPPORTUNITIES.

TIMEFRAME CATAGORIES

- Ongoing – already started

- Immediate – within a year
- Short – 1-3 years
- Middle – 4-6 years
- Long Term – more than 6 years
- Future – beyond 10 years or more

HOUSING IMPLEMENTATION MATRIX

GOAL HN 1: INCREASE AFFORDABLE HOUSING OPTIONS FOR ALISAL RESIDENTS OF ALL INCOME LEVELS.				
POLICY	IMPLEMENTATION ACTION	DEPARTMENT/ORG	PRIORITY	TIMEFRAME
HN 1.1 – Incentivize and support the production of new affordable housing units.	HN 1.1.a – Development Partnerships. Partner with non-profit and for-profit developers to develop new affordable housing projects within the Alisal.	Community Development Department (CDD) Private and Non-Profit Housing Developers		Ongoing
	HN 1.1.b – Maximize Affordability in City-Controlled Development. Solicit proposals for city-controlled properties to prioritize the projects that can produce the maximum amount of affordable housing. Prioritize collaborating with developers on building affordable housing on City controlled properties along Division Street and in the Alisal Marketplace	CDD Private and Non-Profit Housing Developers		Short - Medium
	HN 1.1.c – Affordable Housing Incentives. Develop a package of planning/zoning incentives for the development of affordable housing in the Alisal, including an enhanced or super-density bonus, no development impact fees, waived permitting fees, etc.	CDD		Short - Medium

	HN 1.1.d – New Funding. Facilitate the production of affordable housing and help developers close the feasibility gap, Develop and /or secure new funding sources, such as NIFTI, CTAC, Opportunity Zones, CRIA or other alternative mechanisms.	CDD Private and Non-Profit Housing Developers		Ongoing
HN 1.2 – Require market rate developers to contribute their fair share to affordable housing.	HN 1.2.a – Ensure Inclusionary Ordinance Implementation on large projects. Set high expectations for affordable housing provision on major opportunity sites in the Alisal and throughout the City. Ensure developers are meeting the requirements of the Inclusionary Housing Ordinance.	CDD		Short to Medium
HN 1.3 - Develop and formalize partnerships that support the long-term supply of affordable housing	HN 1.3.a – Stakeholder Engagement. Conduct stakeholder meetings directed to developers, financial institutions, lenders, property owners and real estate professionals to increase awareness of the opportunities for affordable housing in the Alisal.	CDD		Ongoing
	HN 1.3.b – Co-Build Programs. Promote partnerships with self-help programs that allow homeowners to co-build homes, including Habitat for Humanity and Mutual Self-Help Housing Programs.	CDD Non-Profit Housing Developers		Short
HN 1.4 – Encourage and facilitate the construction of Accessory Dwelling Units (ADUs).	HN 1.4.a – Minimize Fees. Substantially reduce or waive impact fees (e.g., traffic, school, sewer, storm, and park) for ADU development.	CDD		Immediate
	HN 1.4.b -ADU Loans. Develop a loan program to assist low income home owners that want to develop an ADU in their property.	CDD Financial Institutions		Short
	HN 1.4.c – ADU Streamlining. Streamline the permitting process and have pre-approved ADU designs.	CDD		Immediate

	HN 1.4.d – ADU Experts List. Generate a list of contactors, draftsman, architects, and engineers that know how to create ADUs	CDD		Immediate
	HN 1.4.e – ADU Educational Materials. Provide resources about the process, finances, regulations, ADU models, and other relevant information concerning accessory dwelling units to help property owners understand their options.	CDD		Immediate
HN 1.5 – Encourage a mix of diverse housing types	HN 1.5.a – Incentivize Missing Middle Housing. Work with financial institutions and other partners to remove financing barriers to building missing middle housing.	CDD Financial Institutions		Medium
	HN 1.5.b – Farmworker Housing Action Plan. Encourage the implementation of the recommendations of the Farmworker Housing Action Plan.	CDD Private and Non-Profit Housing Developers Monterey County Monterey Bay Economic Partnership (MBEP) Agricultural Employers Community-Based Organizations		Ongoing
	HN 1.5.c – Permanent Farmworker Housing. Encourage production of employee housing for permanent agricultural workers within the city limits.	CDD Private and Non-Profit Housing Developers Monterey County Monterey Bay Economic Partnership (MBEP) Agricultural Employers Community-Based Organizations		Short - Medium

	<p>HN 1.5.d – Temporary Farmworker Housing. Prioritize temporary farmworker housing outside the Alisal and Salinas city limits.</p>	<p>CDD Private and Non-Profit Housing Developers Monterey County Monterey Bay Economic Partnership (MBEP) Agricultural Employers Community-Based Organizations</p>		Immediate - Short
	<p>HN 1.5.e – Housing Tour. Develop a “housing tour” to allows residents first-hand experience visiting different types of housing, including townhomes, work/live units, low income housing units, large multifamily housing projects.</p>	<p>CDD Private and Non-Profit Housing Developers</p>		Immediate
<p>HN 1.6 – Preserve and expand the existing affordable housing stock by working cooperatively with owners of privately owned, publicly assisted affordable housing units.</p>	<p>HN 1.6.a – List of Affordable Units. Create a list of all affordable housing units in the Alisal at risk of becoming market rate and update it every two years. Proactively set meetings with owners to discuss options for the future of their affordable properties</p>	<p>CDD Private and Non-Profit Housing Developers</p>		Immediate
	<p>HN 1.6.b – Preserve At-Risk Housing as Affordable. Actively seek out opportunities for city/non-profit to purchase privately owned existing affordable units in the Alisal to become permanently affordable.</p>	<p>CDD Private and Non-Profit Housing Developers</p>		Ongoing
	<p>HN 1.6.c – Expand Affordable Housing Stock. Identify and communicate with potential partners (private affordable housing providers) to acquire existing non-affordable units in the Alisal and convert to affordable.</p>	<p>CDD Private and Non-Profit Housing Developers</p>		Medium

GOAL HN 2: ENHANCE TENANT PROTECTIONS AND PROVIDE HOUSING RIGHTS EDUCATION FOR RENTERS IN THE ALISAL .

POLICY	IMPLEMENTATION ACTION	DEPARTMENT/ORG	PRIORITY	TIMEFRAME
<p>HN 2.1 – Develop additional programs and policies to support tenant’s rights, and uphold fair housing/landlord laws</p>	<p>HN 2.1.a – Develop Tenant Protection Ordinances. Develop ordinances and programs to protect tenant rights in the following order:</p> <ol style="list-style-type: none"> 1. Just cause eviction 2. Relocation Assistance 3. Rental Registration and Inspection (3.2.b) 4. Rent Control 	<p>CDD City Attorney/Legal Private and Non-Profit Housing Developers Rental Property Owners Tenants Community-Based Organizations (Housing Task Force)</p>		<p>Medium</p>
	<p>HN 2.1.b – Just Cause Eviction. Develop and adopt a Just Cause eviction ordinance to protect tenants from arbitrary, discriminatory or retaliatory evictions, while providing landlords with the right to evict tenants with demonstrated just cause.</p>	<p>CDD City Attorney/Legal Private and Non-Profit Housing Developers Rental Property Owners Tenants Community-Based Organizations (Housing Task Force)</p>		<p>Short</p>
	<p>HN 2.1.c – Relocation Assistance. Establish a Relocation Assistance Program (and/or adopt an ordinance) to financially support renters who must vacate uninhabitable housing and/or those evicted.</p>	<p>CDD City Attorney/Legal Private and Non-Profit Housing Developers Rental Property Owners Tenants Community-Based Organizations (Housing Task Force)</p>		<p>Short</p>
	<p>HN 2.1.d – Rent Control Moratorium. Consider a two-year moratorium to freeze rents while a full rent control ordinance is studied.</p>	<p>CDD City Attorney/Legal Private and Non-Profit Housing Developers</p>		<p>Short - Medium</p>

		Rental Property Owners Tenants Community-Based Organizations (Housing Task Force)		
	HN 2.1.e – Rent Control Ordinance. Study and potentially implement a city-wide or Alisal-specific, rent control ordinance, to cap annual rent increases for eligible units. Ensure ordinance does not actually lead to a decrease in affordability.	CDD City Attorney/Legal Private and Non-Profit Housing Developers Rental Property Owners Tenants Community-Based Organizations (Housing Task Force)		Medium
HN 2.2 Provide education and connect tenants to legal services regarding housing rights	HN 2.2.a – Fair Housing Campaign. Kickstart a Fair Housing Education and Assistance campaign for Alisal residents. In particular, focus on information related to discrimination based upon immigration and familial status	CDD Private and Non-Profit Housing Developers Rental Property Owners Tenants Community-Based Organizations ECHO		Immediate - Short

GOAL HN 3 PROVIDE ACCESS TO SAFE AND SECURE HOUSING FOR ALL ALISAL RESIDENTS.

POLICY	IMPLEMENTATION ACTION	DEPARTMENT/ORG	PRIORITY	TIMEFRAME
HN 3.1 – Adopt ordinances and regulations to reduce overcrowding in the Alisal.	HN 3.1.a – Establish Occupancy Standards and Regulations for Boarding Houses. The City should establish occupancy standards for all residential units to prevent conversion to illegal, unregulated boarding houses. Provide a regulatory pathway for owners to come into compliance as legal boarding houses.	CDD City Attorney/Legal Agricultural Employers		Short

HN 3.2 – Improve the quality and condition of rental housing in the Alisal.	HN 3.2.a – Develop Rental Registration and Inspection Program. Develop a rental registration and annual inspection program for all rental properties that includes options to self-certify, protections against tenant retaliation, reasonable exemptions, and inspections to improve the quality of rental housing.	CDD City Attorney/Legal Private and Non-Profit Housing Developers Rental Property Owners Tenants Community-Based Organizations (Housing Task Force)		Short
	HN 3.2.b – Use Code Enforcement and Abatement. Eliminate blight by using code enforcement, nuisance abatement, and receivership to address significant problem properties.	CDD		Ongoing
HN 3.3 – Continue to promote rehabilitation of existing housing units.	HN 3.3.a – Expand Housing Rehabilitation Program. Secure additional funding (from the federal CDBG or other State sources) to expand rehabilitation programs through the Housing Services Program.	CDD California Housing and Community Development Department U.S. Housing and Urban Development Monterey Bay Economic Partnership		Short - Medium
	HN 3.3.b – Housing Rehabilitation Program Outreach. Conduct yearly promotional campaigns for the existing rehabilitation programs to ensure all Alisal property owners are aware of the opportunities.	CDD		Ongoing
	HN 3.3.c - Housing Condition Assessment. Collect data on the condition of housing stock in order to target specific areas for housing rehabilitation funds in the Alisal.	CDD Community-Based Organizations Residents		Immediate
	HN 3.3.d – Promote Energy Efficient and Well-Designed Units. Enhance public awareness of the benefits of healthy, well-designed, and energy efficient units.	CDD Non-Profit Organizations Community-Based Organizations		Short

	<p>HN 3.3.e – GRID Alternatives Program. Expand the GRID Alternatives Program, which installs solar panels for low-income families, into the Alisal, including opportunities for rehabilitation assistance to existing and new multifamily properties that incorporate energy efficiency and address indoor air quality.</p>	<p>CDD GRID Alternatives U.S. Housing and Urban Development</p>		<p>Immediate - Short</p>
	<p>HN 3.3.f – Housing Accessibility Assistance Grant (HAA). Remove architectural barriers which limit low-income property owners’ access or mobility in their home through the Housing Accessibility Assistance Grant (HAA).</p>	<p>CDD U.S. Housing and Urban Development</p>		<p>Immediate - Short</p>
	<p>HN 3.3.g – Lead Based Paint Grant (LBP). Remove lead base paint hazards in in the homes of low-income property owners through the Lead Based Paint Grant (LBP)..</p>	<p>CDD U.S. Housing and Urban Development</p>		<p>Immediate - Short</p>
<p>HN 3.4 – Collaborate with Residents to Improve Neighborhoods</p>	<p>HN 3.4.a – Neighborhood Beautification Program. Develop a Neighborhood Beautification Program with the Alisal residents to improve the neighborhoods in the planning area. Potential beautification projects could include painting homes in the neighborhood, planting more trees on the sidewalks, homes, and parks as we as generating a neighborhood garbage collection program where residents are given the opportunity to dispose of unwanted materials, electronics and other debris in their homes several times a year.</p>	<p>CDD Community Safety Residents</p>		<p>Immediate - Short</p>

GOAL HN 4: EXPAND SUPPORT TO HELP ALISAL RESIDENTS ACCESS AFFORDABLE HOUSING OPPORTUNITIES.

POLICY	IMPLEMENTATION ACTION	DEPARTMENT/ORG	PRIORITY	TIMEFRAME
HN 4.1 – Provide homeowner education	HN 4.1.a – Home Ownership Education. Provide support services to homebuyers throughout the entire process. This includes training and counseling services, credit improvement resources, and also default and delinquency counseling for homeowners in crisis.	CDD		Short
	HN 4.1.b – Notification of Inclusionary Housing Lotteries. Inform Alisal residents about inclusionary homeownership opportunities and with lottery application.	CDD		Ongoing
	HN 4.1.c – Assistance for Undocumented Individuals. Create bridge programs for undocumented individuals to have the opportunity to access rental and ownership assistance programs.	ECHO CCA CDD		Short - Medium
HN 4.2 – Connect Residents to Appropriate Housing Financial Resources	HN 4.2.a – Market Financial Assistance Programs. Distribute information about local, state, and federal programs that can help Alisal renters become owners.	CDD Community-Based Organizations		Short
	HN 4.2.b – Down Payment Assistance. Develop a down payment assistance program for first time homebuyers.	CDD Financial Institutions U.S. Housing and Urban Development		Short - Medium
HN 4.3 - Develop Programs and Partnerships to allow residents to stay in place	HN 4.3.a – Affordable Utilities. Collaborate with local utility providers to assist low- and moderate-income homeowners to maintain their homes, improve energy efficiency, and decrease overall housing cost.	CDD Public Works		Short - Medium

	HN 4.3.b – Age in Place Resources. Assist home-owning seniors with limited income and resources to strengthen their ability to age in place.	CDD Legal Service for Seniors Habitat for Humanity		Ongoing
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