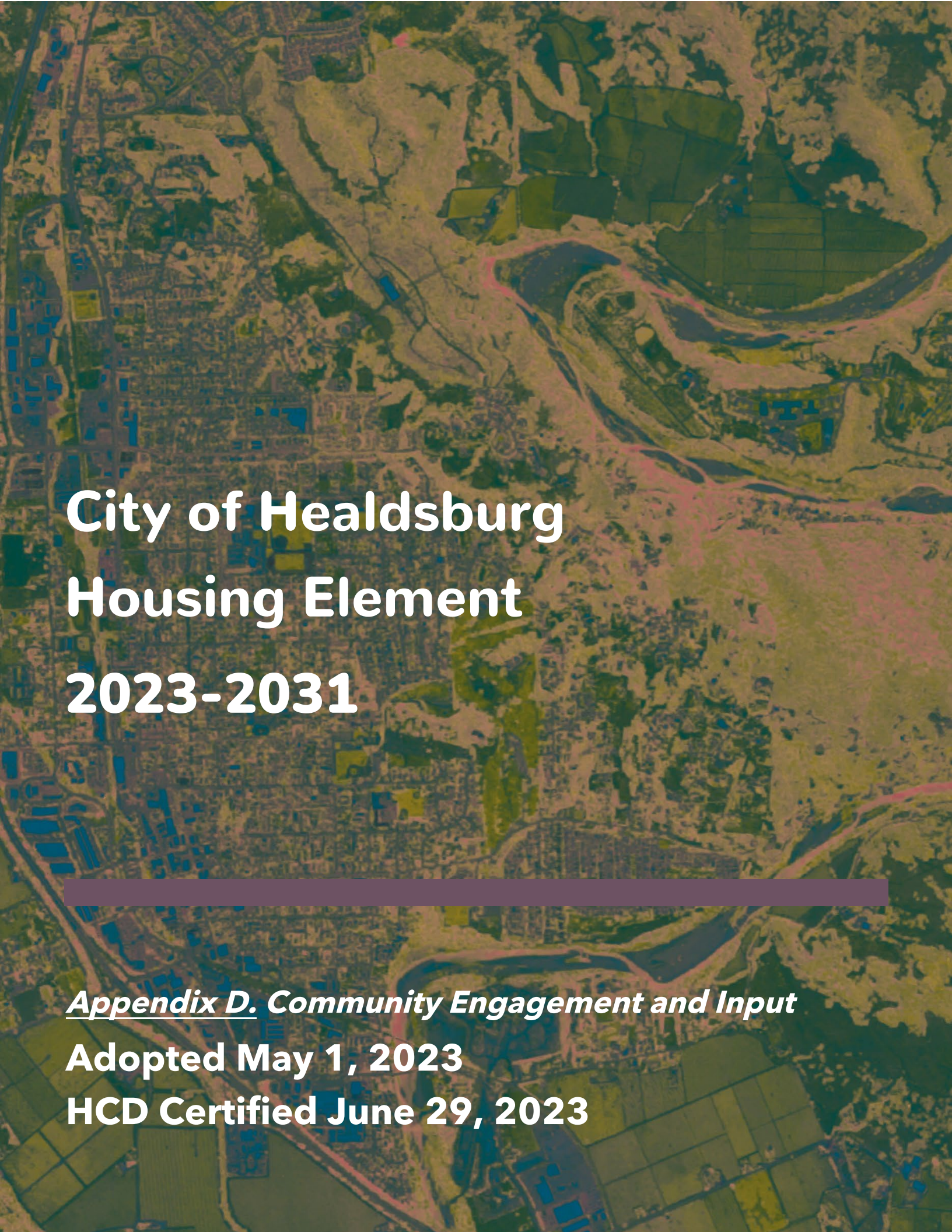

City of Healdsburg Housing Element 2023-2031

***Appendix D.* Community Engagement and Input**

Adopted May 1, 2023

HCD Certified June 29, 2023

Appendix D: Community Engagement and Input

The City of Healdsburg values community input and has maintained a focus on offering various opportunities for residents and community stakeholders to provide input on housing and development needs during the preparation of this Housing Element.

Government Code 65583(c)(7) requires that "the local government shall make a diligent effort to achieve public participation of all economic segments of the community in the development of the housing element, and the program shall describe this effort." This appendix documents how public engagement was sought and gathered during the update process, and how the input received from residents and stakeholders was incorporated into the preparation and content of the Housing Element.

Community engagement has informed the Housing Element Update from day one. This Appendix provides an executive summary of outreach conducted prior to the launch of the Public Review Draft and will be supplemented to incorporate community input on the draft following the 30-day public review period and prior to submittal to the California Department of Housing & Community Development (HCD). Appendix E contains the results of the Housing Needs & Opportunities Survey.[1] Continued updates on the Housing Element Update process and opportunities to comment are found at bit.ly/HealdsburgHousing.

Timeline of Community Engagement & Outreach

- **January 2022**:
    - City Council kick-off (1/3/22), presented by the consultant team and the subregional Napa Sonoma Collaborative
    - Community survey launched, receiving 500 individual responses
    - HEWG Workshop #1 (1/19/22) with project overview
    - HEWG Workshop #2 (1/31/22) on public outreach and housing site analysis
- **February 2022**:
    - 750 homes canvassed with a door-to-door bilingual flyer promoting the community survey, prioritizing neighborhoods with higher proportions of renters in areas designated Low Resource on TCAC/HCD Opportunity Maps
    - Bilingual mailer sent to all City utility customers to promote community survey.
    - HEWG Workshop #3 (2/28/22) on public outreach, housing site analysis, and programs/policies
- **March 2022**:
    - HEWG Workshop #4 (3/14/22) on housing site analysis and programs/policies

[1] NOTE: Page numbers in Appendix E are truncated due to the omission of personal contact information in the Public Review Draft.

- **April 2022**:
    - HEWG Workshop #5 (4/11/22) on housing site analysis, public outreach, programs/policies, and scope of future work during the Housing Element implementation phase
    - Housing development stakeholder engagement with survey tailored to inform analysis of governmental and non-governmental constraints
    - Planning Commission Workshop (4/26/22) on Draft Housing Strategy
- **June 2022**:
    - City Council Workshop (6/6/22) on Draft Housing Strategy
- **July 2022**:
    - HEWG Workshop #6 (7/11/22) on revised Draft Housing Strategy, quantified objectives, and scope of future work during Housing Element implementation phase
- **August 2022**:
    - HEWG Workshop #7 (8/8/22) on fair housing contributing factors and quantified objectives
- **September 2022**:
    - Launch of Public Review Draft Housing Element (9/30/22), distributed to residents and community stakeholders for 30-day public comment period
- **October 2022**:
    - Planning Commission Workshop (10/11/22) on Public Review Draft Housing Element
    - Housing Element Presented to the Chamber of Commerce at the Good Morning Healdsburg! Public meeting.
    - Spanish translation of Draft Housing Element for public review
- **November 2022**:
    - Incorporation of public comment from 30-day public review into draft for submittal to California Housing & Community Development (HCD)
- **February/March 2023 [*planned*]:**
    - Planning Commission & City Council adoption hearing

Housing Element Work Group (HEWG)

During the preparation and implementation of the 5th Housing Element Cycle, the City of Healdsburg convened a Community Housing Committee to guide the development of a Housing Action Plan (HAP), which served as the basis for existing policies and programs going into the 6th Cycle Housing Element. The Housing Element Work Group (HEWG, pronounced "huge"), a diverse group of community stakeholders convened to guide priorities throughout the preparation process, also steered community engagement. The motivation and success of the group organically led to the group building a roadmap for follow-up work in the 6th Housing Element implementation era (2023-2031), as the City's growing housing efforts formalized into a Housing Department.

Community Housing Needs & Opportunities Survey

The bilingual (English/Spanish) Housing Needs & Opportunities Survey was promoted with a flyer sent as a utility bill insert to every household in the City of Healdsburg, supplemented by doorhangers in neighborhoods with higher proportions of renters and Latino residents. The response is on par and slightly above prior surveys of community interest in Healdsburg at around 500 respondents, with 87% of responses in English and 13% in Spanish. A majority of respondents provided contact information, utilized for distribution of the Public Review Draft.

The biggest housing needs facing Healdsburg today (as identified by a supermajority of respondents) are housing choices in the lower price range (75%), housing for people who work here (73%), lower-cost rental housing (67%), and homes that are affordable to first-time homebuyers (66%).

Healdsburg's housing needs in the coming 10 years were identified as housing priced so younger Healdsburg residents can afford to live here (79%), and that businesses will need housing affordable to their workers (67%).

72% of respondents expressed support for missing middle housing such townhomes and low-rise multiplexes, and 55% supported accessory dwelling units. These predominated other options including senior housing, cohousing, and mid-rise housing downtown.

Members of the public have provided public comment at community workshops held with the Housing Element Work Group (HEWG), Planning Commission, and City Council. Perspectives offered have ranged from affordable housing residents to housing advocates.

Stakeholder Engagement

Outreach to housing developers, construction industry representatives and real estate professionals helped to inform the Housing Element, and particularly the analysis of constraints to housing development within the Technical Background Report (Section 4). A survey to identify constraints and solicit programmatic responses was circulated to relevant members of the Healdsburg community and an extensive list of affordable and market-rate housing developers practicing in the Greater San Francisco Bay Area. The complete results of the stakeholder survey are listed in Appendix E, and the primary constraints to development identified were as follows:

- **Growth management ordinance (GMO)**
- **Cost of construction (labor)**
- **Community opposition**
- **Cost of construction (materials)**
- **Fees and exactions**
- **Land costs**

The City's Housing Director proactively represented the City throughout the Housing Element process, with an open-door policy to engage members of the community. This resulted in meetings between the Housing Director, the consultant team, and community representatives including non-profit organizations, City departments, and County agencies; discussions on the Housing Element that arose organically around community events; and a speaking engagement with the Healdsburg Chamber of Commerce. At every opportunity or public meeting on housing, the City's Housing Director directed the public to the City's Housing Element or invited community members to attend the HEWG meetings.

Fair Housing Contributing Factors

In addition to informing the development landscape, stakeholders were consulted to inform the City's development of affirmatively furthering fair housing (AFFH). The Housing Element Working Group led input on a list of potential contributing factors to fair housing, narrowing it down to the 4-6 factors recommended by HCD. Discussion with the HEWG affirmed the quartet of key issues centered around supply in Healdsburg's expensive housing market, as

contrasted with contributing factors perhaps more traditionally construed as fair housing issues such as housing discrimination, disinvestment, or distress. The complete contributing factors analysis is featured in the Technical Background Report of this Housing Element (Section 4).

Public review of the initial Housing Element draft yielded further recommendations from fair housing service providers and advocates.

Public Review Draft Housing Element Update

Pursuant to State law, the Housing Element was circulated for 30-day public review from September 30 to October 30, 2022, with 10 working days of reflection in the revised draft prior to HCD submittal (October 31 – November 14, 2022).

Over 500 community members previously involved in the Housing Element process were contacted, and a survey issued to provide an alternative method of commenting on the plan.

The Planning Commission hosted a community workshop on October 11, 2022, which yielded extensive comment from the Commission and members of the public. Further written comments were received in the remainder of the public review period, summarized in the table below:

Commentor Name/Title	Organization (if applicable)	Date Received	Submittal Method	Comment Theme	Resolution
Commissioner	Planning Commission	10/11/2022	Public Study Session	Utility Capacity Constraints	Considered. Text edits in Sites section and Constraints section.
Commissioner	Planning Commission	10/11/2022	Public Study Session	Special Needs and AFFH Sections	Considered. Table and text edits in AFFH Chapter and edits to Program 8.
Commissioner	Planning Commission	10/11/2022	Public Study Session	ADUs	Considered. Methodology for estimating number of ADUs is an HCD-certified approach. Edits to reference 2022 permits to-date and revise timing of program.
Commissioner	Planning Commission	10/11/2022	Public Study Session	Constraints	Considered. Text edits to Constraints section and changes to Code Amendments (Program 4).
Commissioner	Planning Commission	10/11/2022	Public Study Session	Constraints	Considered. The HEWG will be addressing these considerations as part of the group's ongoing work. Edits to Program 1.
Commissioner	Planning Commission	10/11/2022	Public Study Session	Constraints	Considered. Text edits in Constraints section.
Commissioner	Planning Commission	10/11/2022	Public Study Session	Design Review	Considered. Text edits to Programs and reference to Objective Design Standards. (Program 4).
Commissioner	Planning Commission	10/11/2022	Public Study Session	Environmental Resources	Considered. Text edits in Sites section and Constraints section.
Public Comment	Member of Public	10/11/2022	Public Study Session	Planning priorities	Considered. No changes made to text to allow for Council to prioritize based on emerging opportunities and funding.

Public Comment	Member of Public	10/11/2022	Public Study Session	ADUs	Considered. Text edits in Program 5.
Renee Schomp, Director	Napa Sonoma ADU Center	10/21/2022	Email	ADUs	Considered. Text edits in Program 5.
Kaitlyn Garfield, Housing Administrator	Housing Land Trust of Sonoma County	10/27/2022	Email	Partnerships; Preservation of units; Inclusionary housing	Considered. See Program 1 (partnerships), Program 2 (preservation), and Program 5 (inclusionary).
Collin Thoma, Systems Change Advocate	Disability Services and Legal Center (DSLC)	10/28/2022	Email	People with disabilities	Considered. Text edits with respect to Universal Design (see Program 8).
Margaret DeMatteo, Legal Aid of Sonoma County, et al	Sonoma County Housing Element Working Group	11/1/2022	Email	Public outreach	Considered. The City will comply with all statutorily-required timelines.
Jen Klose, Executive Director	Generation Housing	11/1/2022	Email	Second homes; Rental registry; Prohousing designation; Timeframes for achieving objectives; Workforce housing; Document organization	Considered. Program to pursue Prohousing Designation added (see Program 1). Table of contents expanded, with links to appropriate sections.
Tallia Hart, CEO	Healdsburg Chamber of Commerce	11/7/2022	Email	Displacement; Growth management ordinance (GMO); Development impact fees; Homeless services; Countywide homeless survey; Parking standards for emergency shelters	Considered. Text edits in Constraints section and edits to Program 1.

Incorporation of Community Engagement in the Housing Element

The Housing Element was developed on an iterative basis over 18 months from project initiation in January 2022, with each portion of feedback referenced to incorporate major themes into the document. Due to the City's substantial Regional Housing Needs Assessment (RHNA) surplus accomplished by pipeline projects at all income levels, a robust extended public conversation was able to focus on the Housing Programs. Updates on the community engagement efforts of the Housing Element were incorporated into each workshop with the HEWG, Planning Commission, and City Council in order to obtain feedback on additional pathways and opportunities for comprehensive public input.

A strong majority of survey respondents were particularly supportive of affordable housing for low-income residents, the local workforce, young families, and first-time homebuyers. These responses were reflected in myriad Housing Programs with commitment to expanding the production of rental and ownership affordable housing, and an ambitious Quantified Objectives extending beyond the figures and parameters of the RHNA.

Evolution & Future of the Housing Department

The City of Healdsburg has committed to proactive advancement of its goals throughout the 6th Housing Element Cycle and has enabled powerful capacity changes to ensure that the City can accomplish and exceed benchmarks.

Over the course of Housing Element preparation, the Healdsburg community has returned to one word: aspirational. Community engagement is a required component of this plan, yet the City of Healdsburg refuses to simply check boxes – when it comes to housing, it aspires to do more than required, to go above and beyond for its current and future residents, and to ensure that the community's voices are heard and meaningfully incorporated.

In under a year, the City has doubled its housing staff capacity. The City's Housing Administrator was promoted to Housing Director, and an Administrative Analyst II was hired to expand capacity and respond to community priorities (including, but not limited to, bilingual community engagement and affordable housing monitoring). Concurrent to the Housing Element process, the City converted its first homeless shelter, continued to lead among small jurisdictions in the region in the development of affordable housing, and received authorization from City Council to pursue the State's Prohousing Designation.

The HEWG has expressed interest in continuing to inform the City's processes beyond the development of the Housing Element into the next eight years of implementation. Between expanded capacity and the continued dedication of local leaders, Healdsburg is well-equipped to continue down an aspirational path toward greater housing opportunity.