



2022 UPDATE



Housing Element



San Francisco
Planning

Kimia Haddadan
Shelley Caltagirone
Malena Leon-Farrera

July 6, 2021

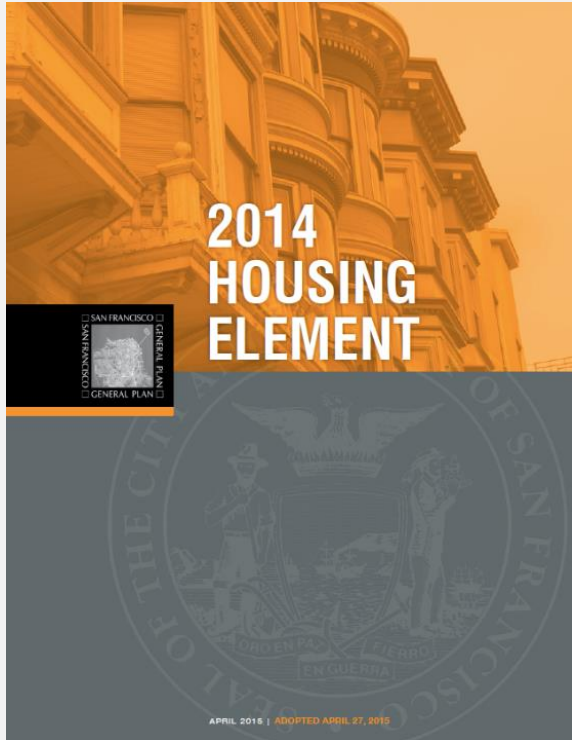
Land Acknowledgement



Source: Wikipedia

We acknowledge that we are on the **unceded ancestral homeland of the Ramaytush Ohlone** who are the original inhabitants of the San Francisco Peninsula.

What is the Housing Element?



* four years if not meeting required timeline



- The **City's housing plan** prepared by the Planning Department in coordination with multiple city agencies
- It is a **legislated document** adopted by the Board of Supervisors and signed into Ordinance
- An updated Housing Element is a required eligibility criteria for state **affordable housing funds**
- Update required by State **every eight years***
- It does not change land use controls or zoning and does not allocate budget but would guide or direct those decisions



San Francisco
Planning

TODAY'S PRESENTATION

1. San Francisco's housing challenge
2. Housing Element 2022 Update: vision and requirements
3. Key policy shifts under consideration
4. Outreach and engagement: overview



San Francisco
Planning

1. San Francisco's housing challenge
2. Housing Element 2022 Update: vision, process and requirements
3. Key policy shifts under consideration
4. Outreach and engagement: overview

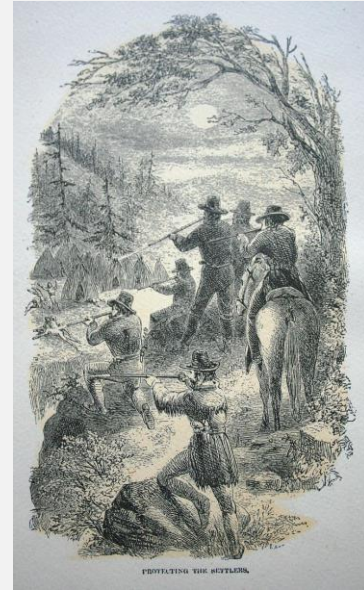


San Francisco's housing problem is a racial and social equity problem, with severe disparate outcomes for American-Indian, Black, and other communities of color.



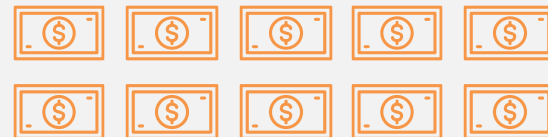
These disparate outcomes are rooted in a long history of institutional racism and discriminatory programs.

- Present** ○ Exclusionary Zoning
- 2000s** ○ Predatory Lending Practices
- 1945** ○ Urban Renewal
- 1942** ○ Japanese Internment
- 1930s** ○ Redlining, Racial Covenants
- 1880** ○ Laundry Ordinance
- 1870** ○ Cubic Air Ordinance
- 1492** ○ Beginning of genocide, exploitation, and dispossession of Indigenous people, including today's American Indians



Median Income for Black Households is less than one fourth of White Households.

SAN FRANCISCO	\$104,552
American Indian / Alaskan Native	\$61,250
Black or African American	\$30,442
Hispanic or Latinx (Any Race)	\$72,578
Native Hawaiian and Other Pacific Islander	\$76,333
Some Other Race	\$ 59,497
Two or More Races	\$114,399
White (Non-Hispanic)	\$132,154



Source: 2018 5 year American Community Survey



American Indian and Black individuals are unhoused disproportionately.

BLACK / AFRICAN AMERICAN

7 times

More likely to be **unhoused** compared to their share of the population.

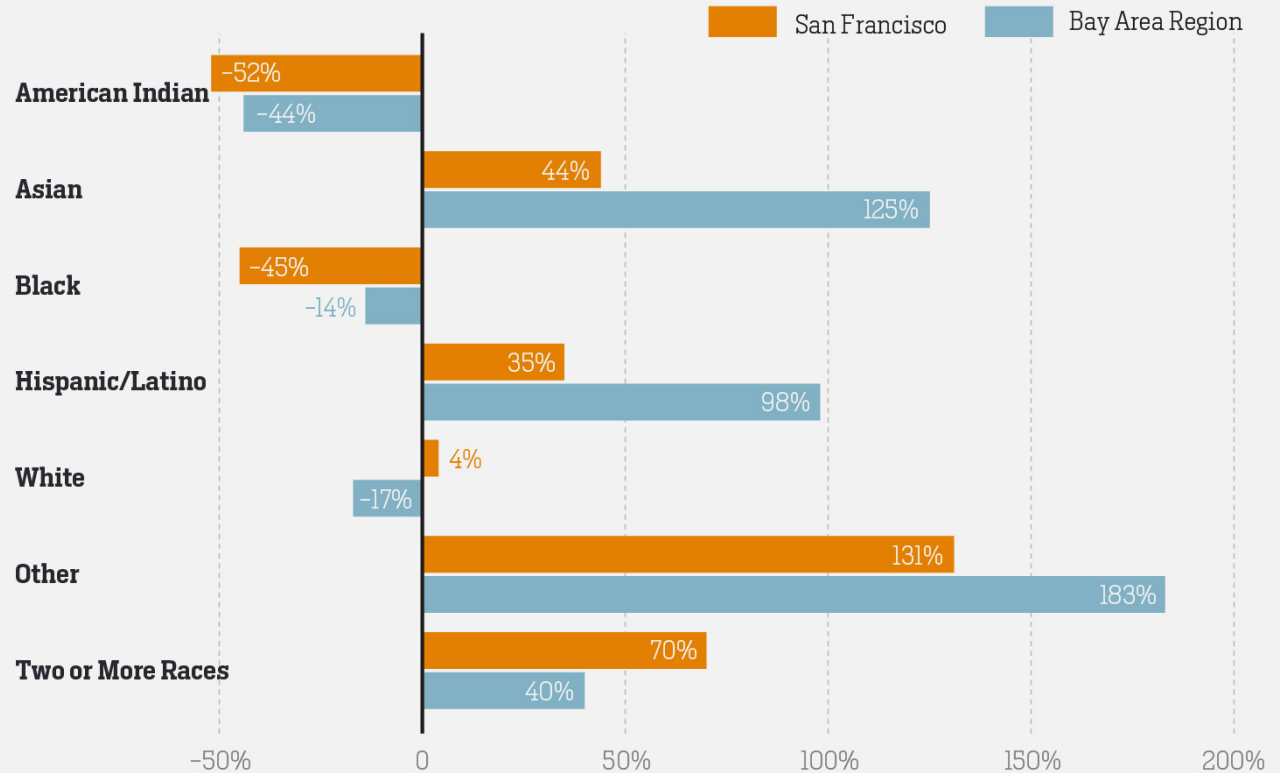
AMERICAN INDIAN

17 times

More likely to be **unhoused** compared to their share of the population



American Indian and Black population has dropped significantly.





Black, Latinx, and American Indian households are more likely to be rent burdened* than a white household.

*A household is rent burdened if they are spending more than 30% of their income in rent.



51%

BLACK /
AFRICAN AMERICAN



49%

LATINX



41%

AMERICAN INDIAN

VS



33%

WHITE

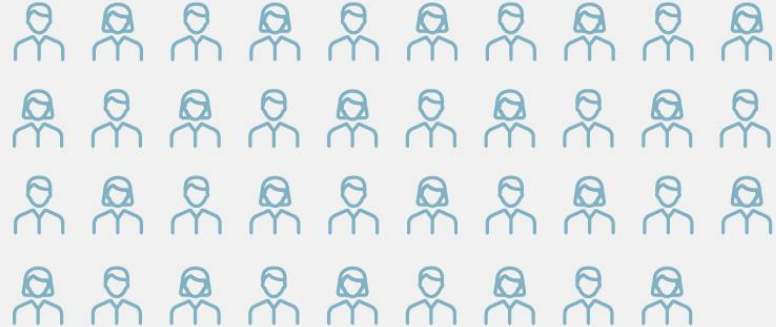
A wide-angle, low-angle shot of a busy city street in San Francisco. The street is filled with pedestrians walking in various directions. On the left, there is a large, ornate brick building with arched windows and doorways. In the background, several tall, modern skyscrapers rise into the sky, including the Transamerica Pyramid. The sky is overcast and grey. The overall scene depicts a dense urban environment.

San Francisco's housing problem is also an economic problem, one that our strong jobs economy did not attend to.



Housing production did not keep up with the increase in housing demand from new workers.

39% Jobs Change
2010 - 2019

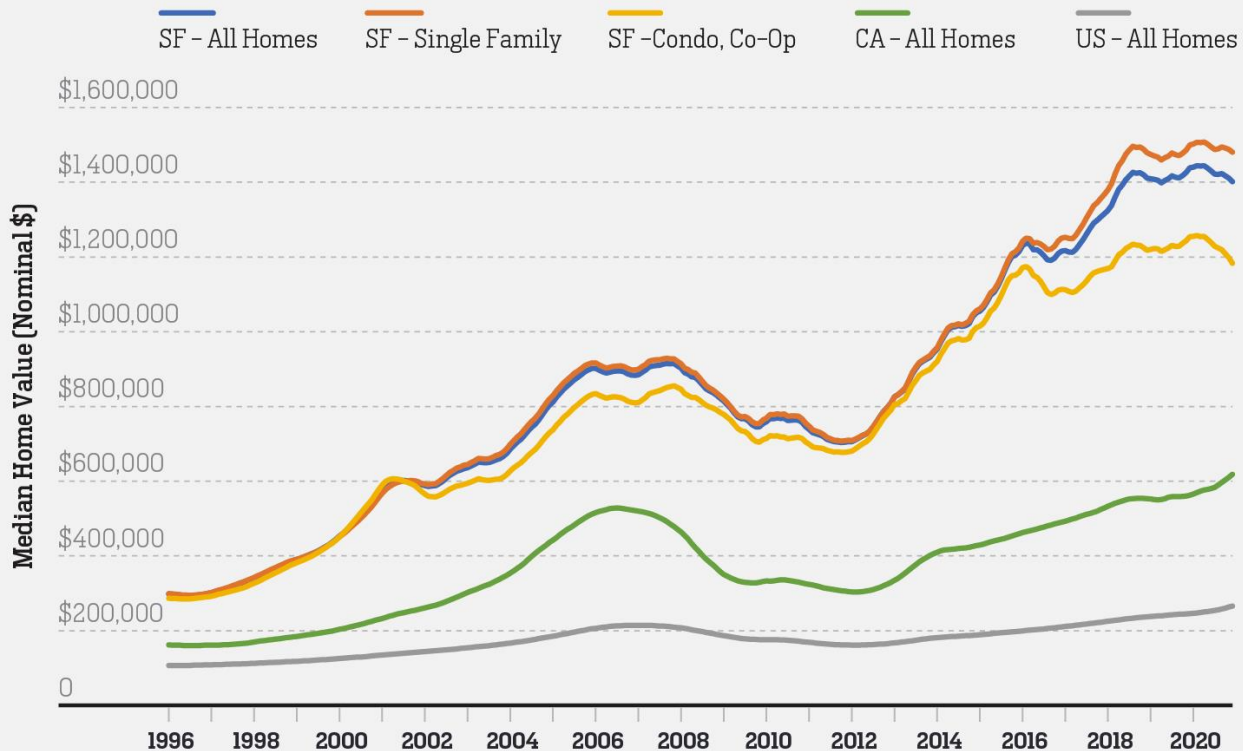


8% Housing Unit Change
2010 - 2019





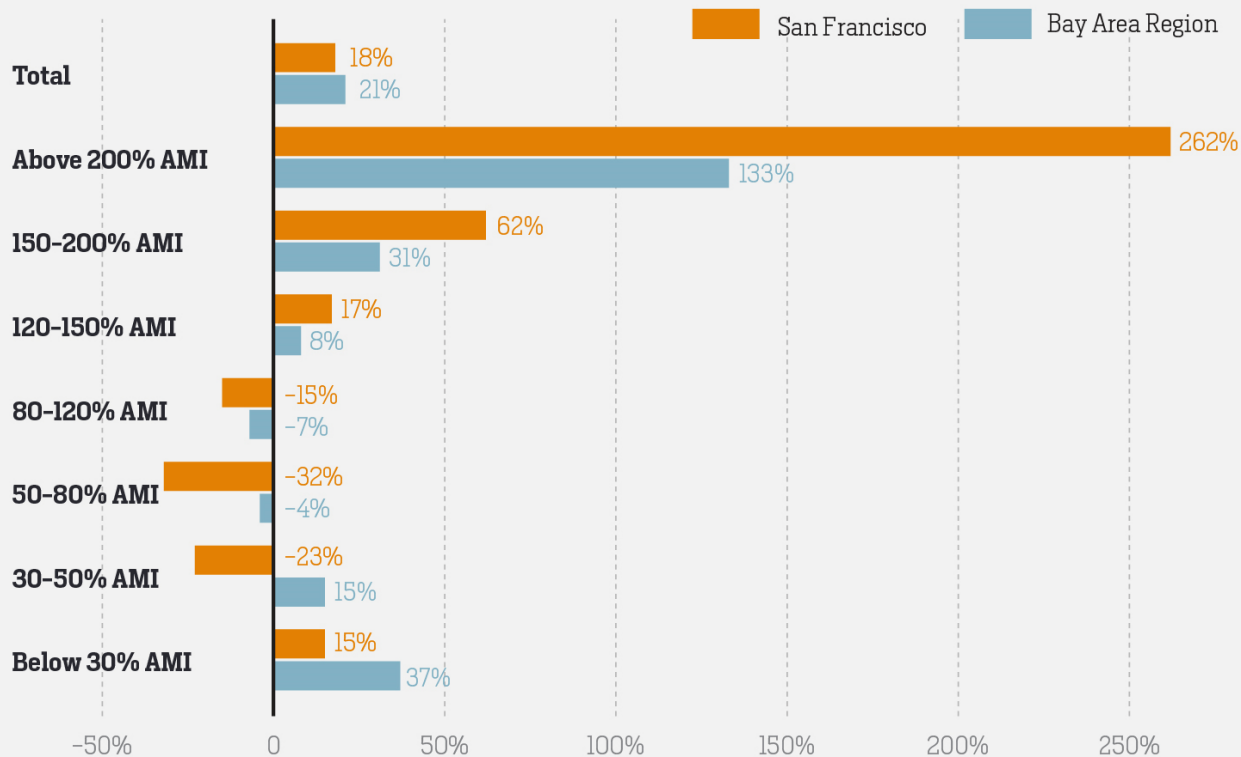
The price to own a home skyrocketed in San Francisco.



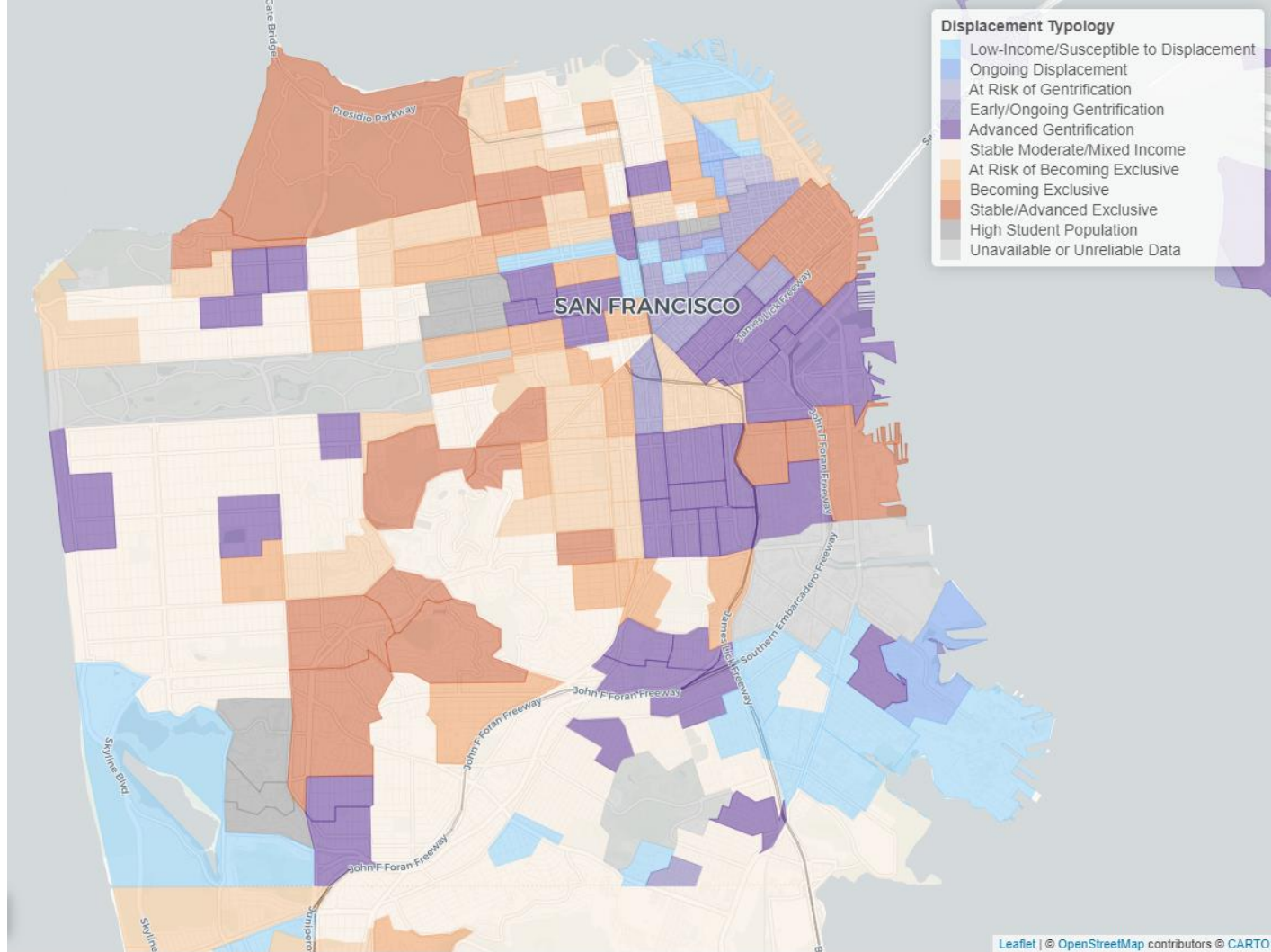
Zillow Home Value Index (AllHomes, Single Family, Condo, Co-Op, Smoothed, Seasonally Adjusted) - City, State, Metro & U.S. Levels



San Francisco's higher-income population exploded replacing low and moderate-income households.



These economic pressures have contributed to displacement, gentrification, and exclusion in SF.





San Francisco has been working to change policies and find new resources to address the symptoms of these problems.

- **Doubled the annual average of new housing units built** in the last five years compared to prior decades.
- **Four times more affordable housing investment** last year, than the average over the previous 15 years.
- **Expanded funding sources:** a housing bond, a gross receipts tax, and a real estate transfer tax to fund affordable housing and supportive housing for unhoused residents.
- **Strengthened eviction and tenant protections**

Dismantling housing inequities requires deeper, long-term investment, and structural changes that address the root causes:

We have accepted racial and economic inequities and segregation.

We have prioritized housing as a commodity rather than as a human right.

We have underbuilt housing compared with increasing demand.



San Francisco
Planning

1. San Francisco's housing challenge
2. Housing Element Update: vision, process, and requirements
3. Key policy shifts under consideration
4. Outreach and Engagement: overview



SF's first housing plan centered in racial and social equity.

Responding to the Planning Commission equity resolution.

Significant Increase in Housing Targets

2014-2022

25,000 units

Calculated based on:

- **Projected growth only**

2023-2031

82,000 units

Calculated based on:

- **Existing need**
 - Cost burden: Paying more than 30% of income for housing
 - Overcrowding
- **Projected growth**

Other State Mandates



Affirmatively Furthering the Fair Housing law

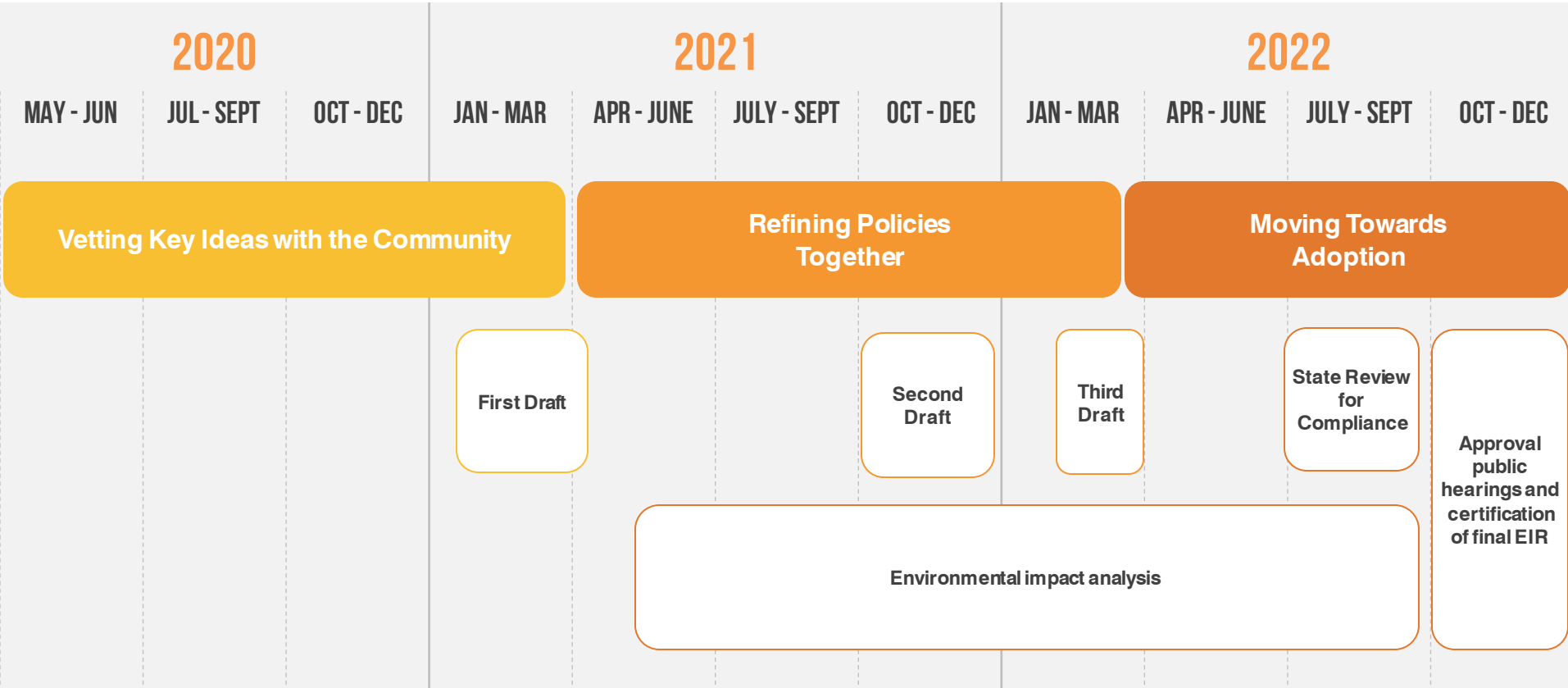
- Address exclusion and discrimination
- Create housing access in high-opportunity neighborhood
- Bring opportunity to segregated and underserved neighborhoods



Environmental Justice

- Incorporate Environmental Justice policies as required by State Bill 1000 (2016)
- Adopt policies in General Plan to address “unique or compounded health risks”

Planning Process and Major Milestones

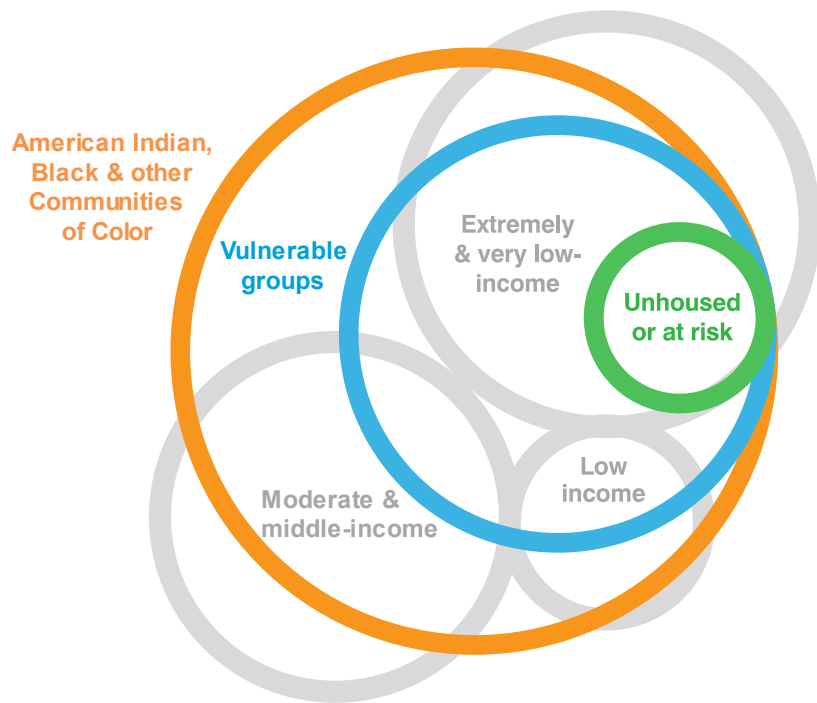




San Francisco
Planning

1. San Francisco's housing challenge
2. Housing Element Update: vision, process, and requirements
3. Key policy shifts under consideration
4. Outreach and Engagement: overview

Major Policy Shifts for Consideration: **For Who?**



American-Indian, Black, and other communities of color

Those displaced from the city

Facing housing instability including extremely, very, and low-income households

Unhoused or at risk of being unhoused

Extremely low and very low-income households

Vulnerable groups

Seniors and people with disabilities

LGBTQ+

Tenants of subsidized housing or single room occupancy hotels, or low-income tenants

Mentally ill, formerly incarcerated, victims of violence

Transitional age youth

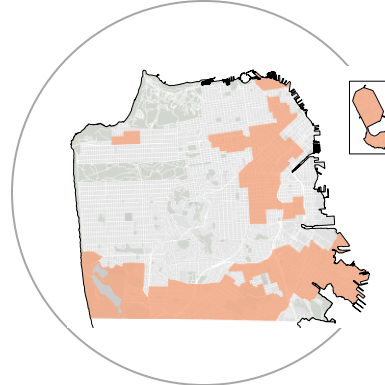
Moderate- and middle-income families and households

75% of whom are people of color

Major Policy Shifts for Consideration: **Summary**

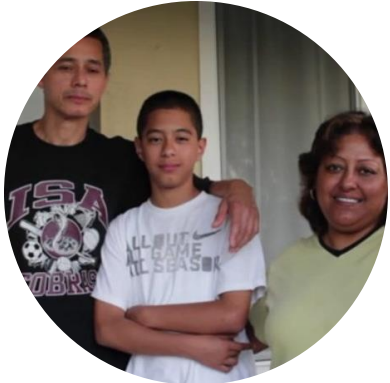


Recognizing **right to housing** for vulnerable groups

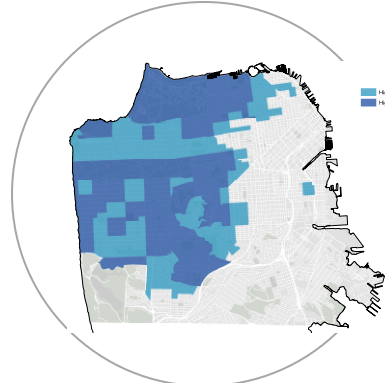


Priority Geographies

- Reallocating **resources** for acquisition and rehab, tenant protections, and homeownership
- Investing in **facilities and infrastructure** to increase opportunities for residents



Expand programs to **bring back displaced communities**



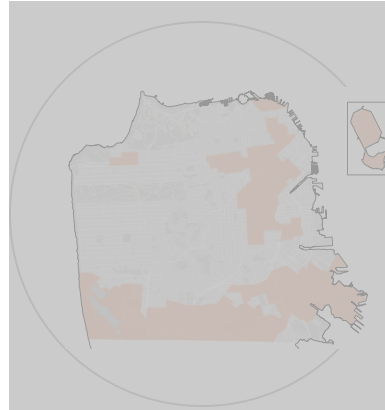
High Opportunity Areas

- Increase investment in **affordable housing**
- Increase housing choice for all income levels and focus on **small to mid-rise multi-family buildings**

Major Policy Shifts for Consideration: **Recognizing Right to Housing**

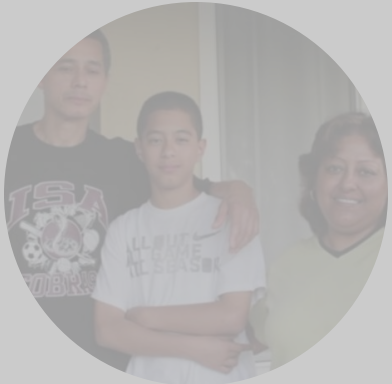


Recognizing **right to housing** for vulnerable groups

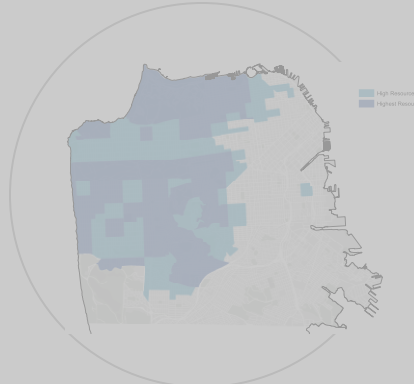


Priority Geographies

- Reallocating **resources** for acquisition and rehab, tenant protections, and homeownership
- Investing in **facilities and infrastructure** to increase opportunities for residents



Expand programs to **bring back displaced communities**



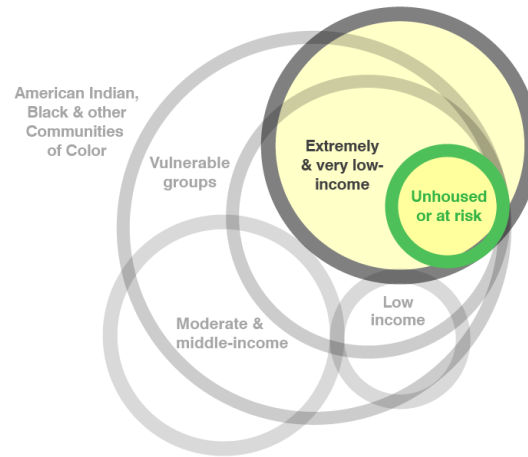
High Opportunity Areas

- Increase investment in **affordable housing**
- Increase housing choice for all income levels and focus on **small to mid-rise multi-family buildings**

Major Policy Shifts for Consideration: Recognizing Right to Housing

- Create **5,000 units of Supportive Housing** along with supportive services
- Elevate **rental assistance** as the main strategy towards stability
- Prioritize residents of Priority Geographies in supportive housing and shelter placement

For Whom?



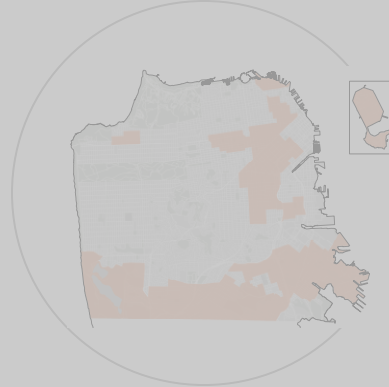
Where?



Major Policy Shifts for Consideration: **Bringing Back Displaced Communities**



Recognizing **right to housing** for vulnerable groups

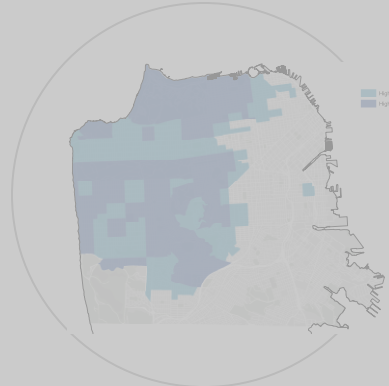


Priority Geographies

- Reallocating **resources** for acquisition and rehab, tenant protections, and homeownership
- Investing in **facilities and infrastructure** to increase opportunities for residents



Expand programs to **bring back displaced communities**



High Opportunity Areas

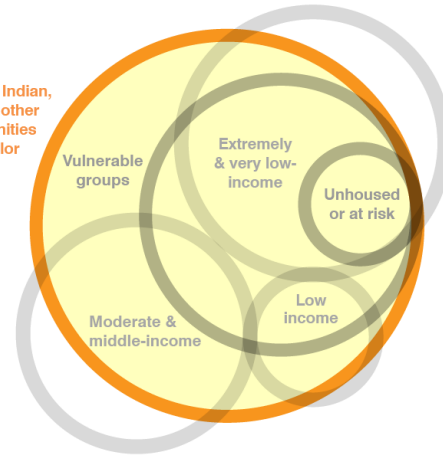
- Increase investment in **affordable housing**
- Increase housing choice for all income levels and focus on **small to mid-rise multi-family buildings**

Major Policy Shifts for Consideration: **Bringing Back Displaced Communities**

- Expand **cultural assets and anchors** (Cultural districts)
- Continue with **affordable homeownership** opportunities for displaced communities
- Identify opportunities to **dedicate land** to American Indian community

For Whom?

American Indian,
Black & other
Communities
of Color



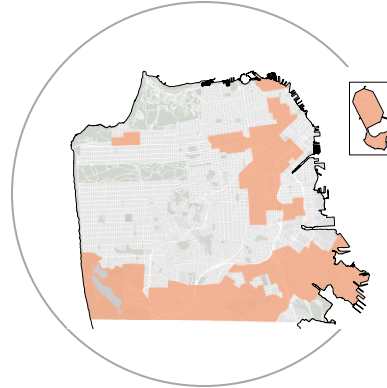
Where?



Major Policy Shifts for Consideration: **Priority Geographies**

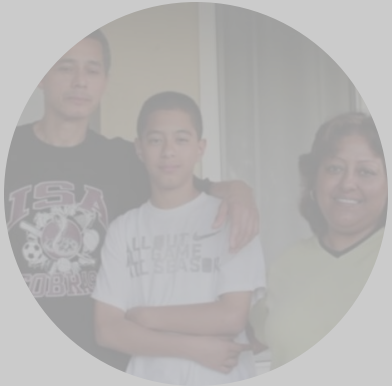


Recognizing **right to housing** for vulnerable groups

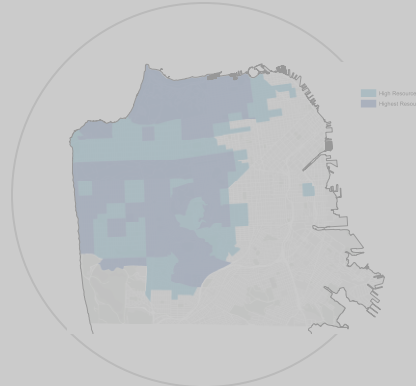


Priority Geographies

- Reallocating **resources** for acquisition and rehab, tenant protections, and homeownership
- Investing in **facilities and infrastructure** to increase opportunities for residents



Expand programs to **bring back displaced communities**



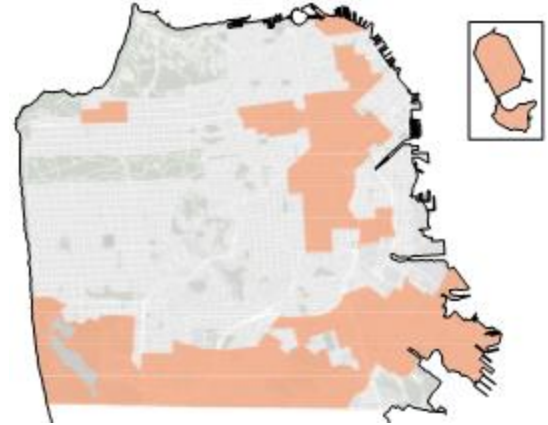
High Opportunity Areas

- Increase investment in **affordable housing**
- Increase housing choice for all income levels and focus on **small to mid-rise multi-family buildings**

Major Policy Shifts for Consideration: **Priority Geographies**

- Increase housing **affordable to extremely and low-income households**
- Increase **neighborhood preferences** for below market rate units
- Increase and target investments in **preservation of housing, rental assistance, community amenities, open spaces, transit service, and infrastructure**
- **Limit zoning changes** to the needs of American Indian, Black, and other communities of color

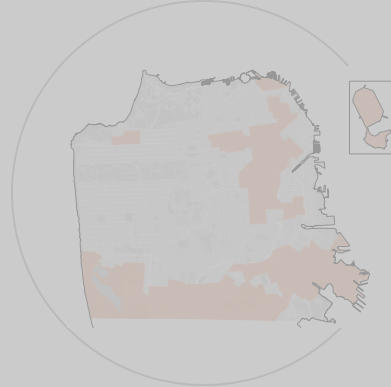
Where?



Major Policy Shifts for Consideration: **Distribute Housing Throughout the City**

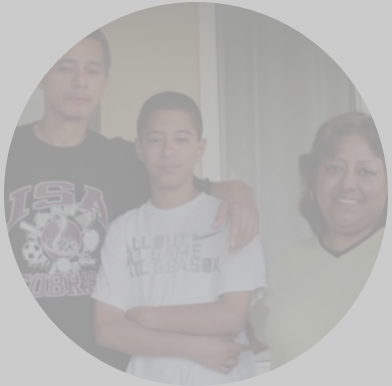


Recognizing **right to housing** for vulnerable groups

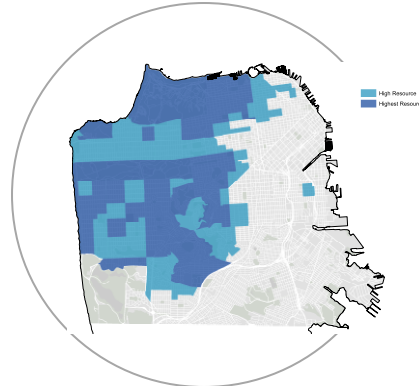


Priority Geographies

- Reallocating **resources** for acquisition and rehab, tenant protections, and homeownership
- Investing in **facilities and infrastructure** to increase opportunities for residents



Expand programs to **bring back displaced communities**



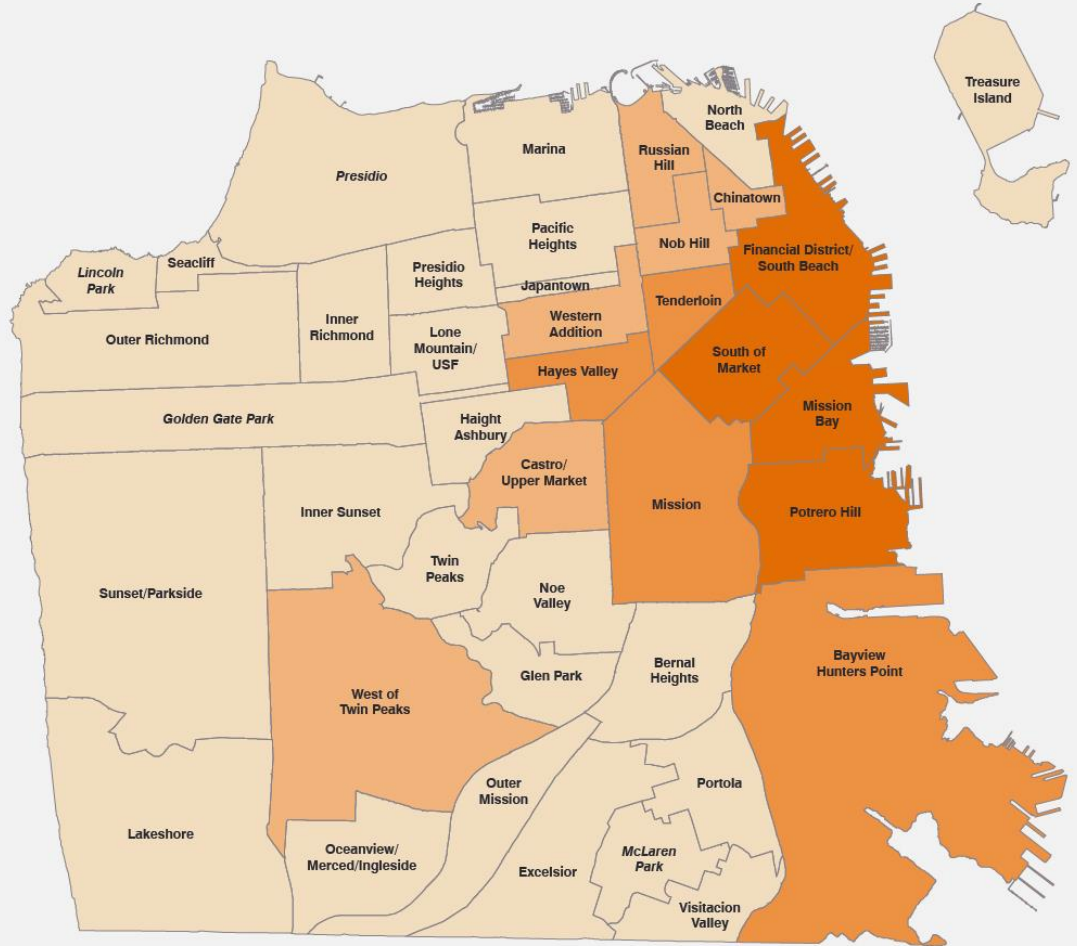
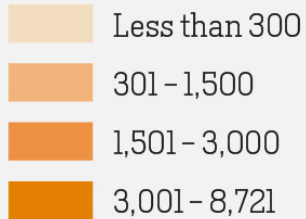
High Opportunity Areas

- Increase investment in **affordable housing**
- Increase housing choice for all income levels and focus on **small to mid-rise multi-family buildings**

Housing production has been heavily concentrated in Priority Geographies.

Housing Production by Neighborhood, 2005-2019

Total Units

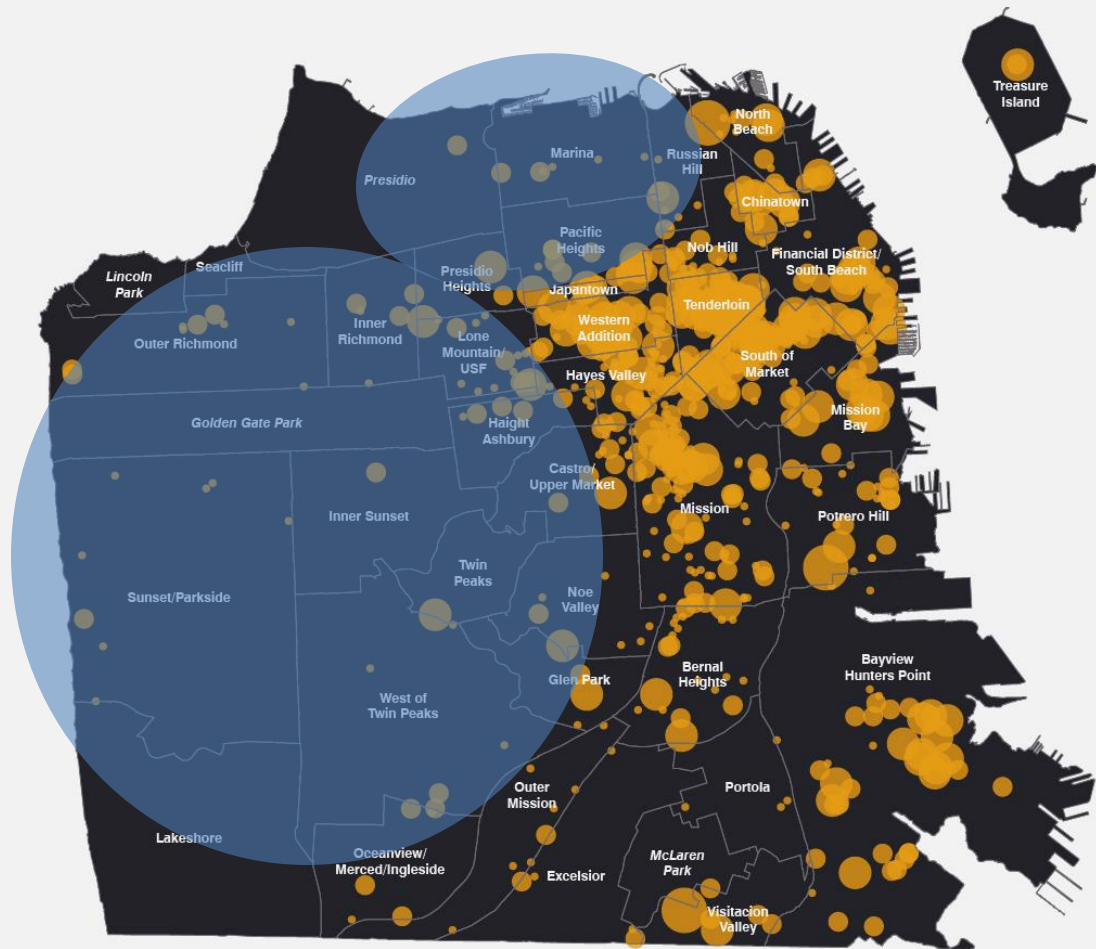


Less than 12% of our affordable housing units are in areas identified to bring improved life outcomes to low-income households.

Subsidized Affordable Housing

Affordable Units

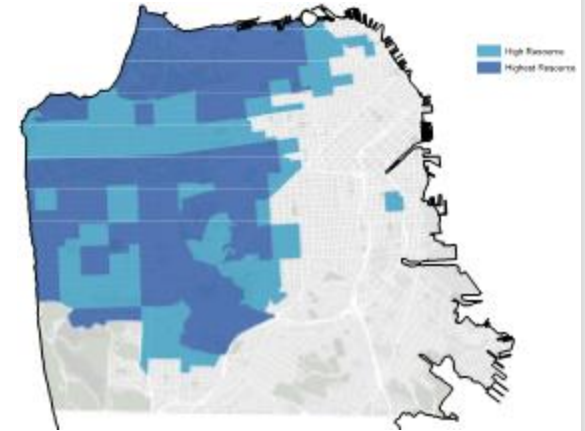
- 0 - 10
- 11 - 100
- 101 - 300
- 301 - 646



Major Policy Shifts for Consideration: **Distribute Housing Throughout the City**

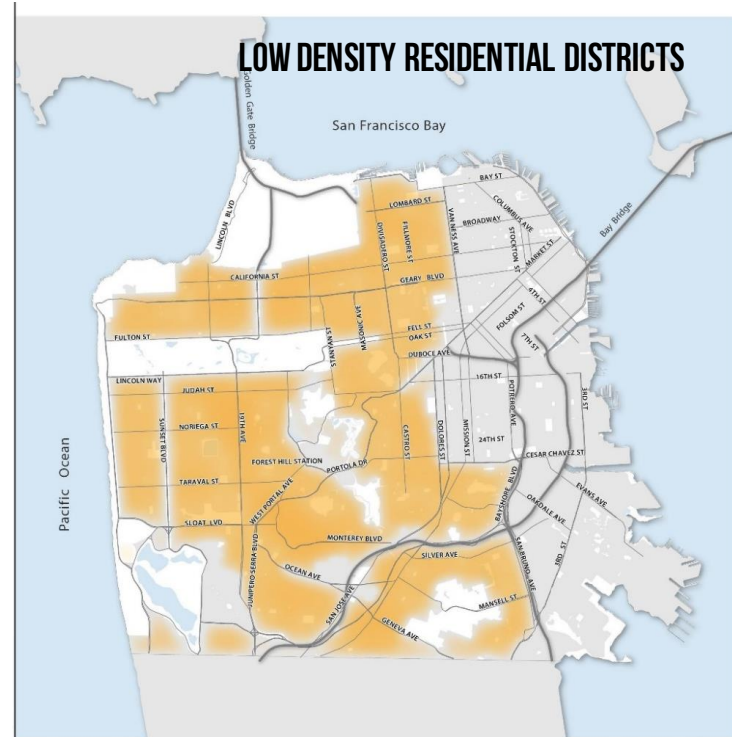
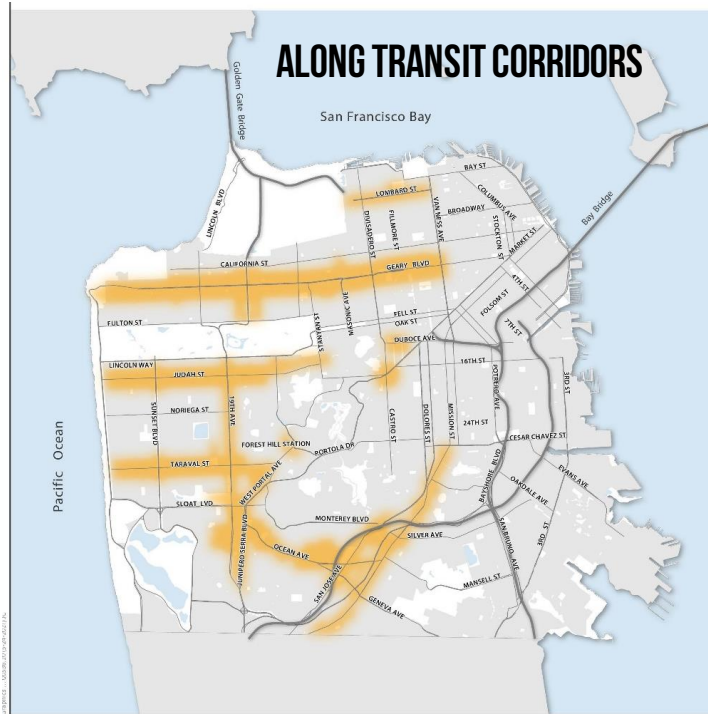
- To lower the constant burden of change and pressure on low-income communities of color due to concentrating new housing in their neighborhoods
- To provide housing options for low-income communities of color in neighborhoods with high quality amenities and wealth

Where?



Major Policy Shifts for Consideration: **Distribute Housing Throughout the City**

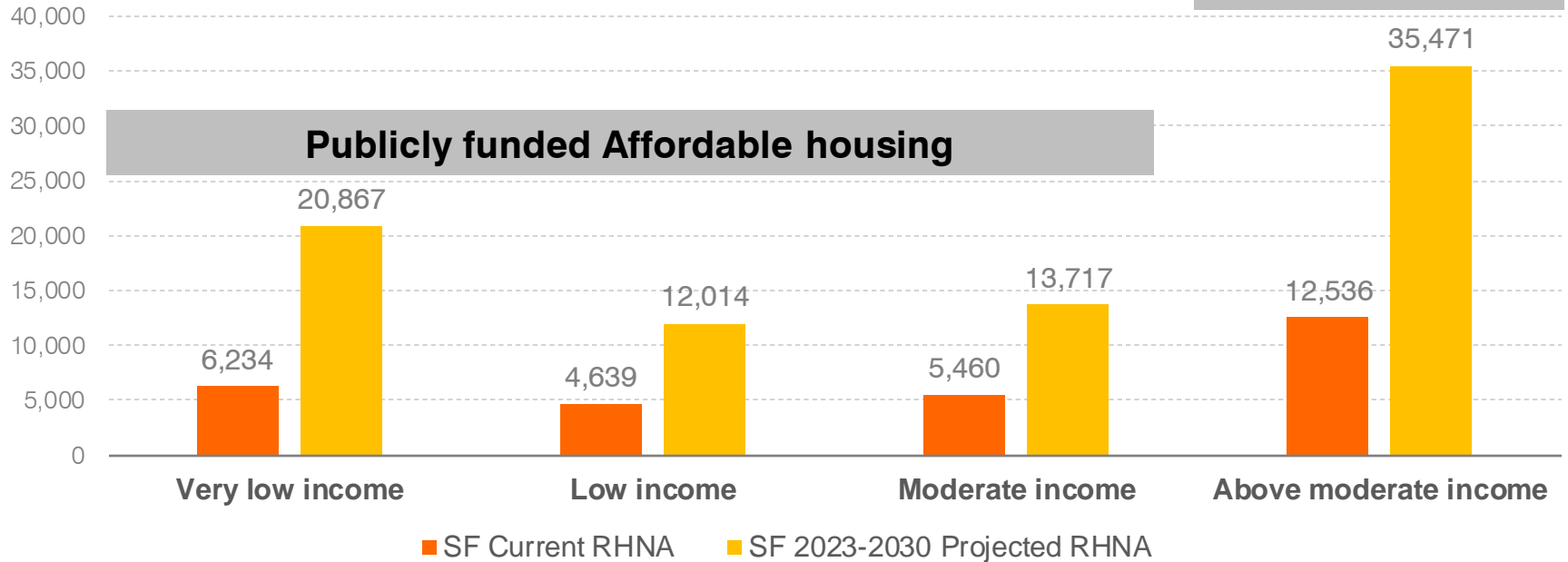
- Increase development capacity along transit corridors or through low density residential districts
- Establish a goal of building 50% of regional targets in these areas in small and mid-rise buildings
- Ensure privately built housing serve moderate- or middle-income households



Significant Increase in Housing Targets

25,000 units vs. 82,000 units

By Income Level

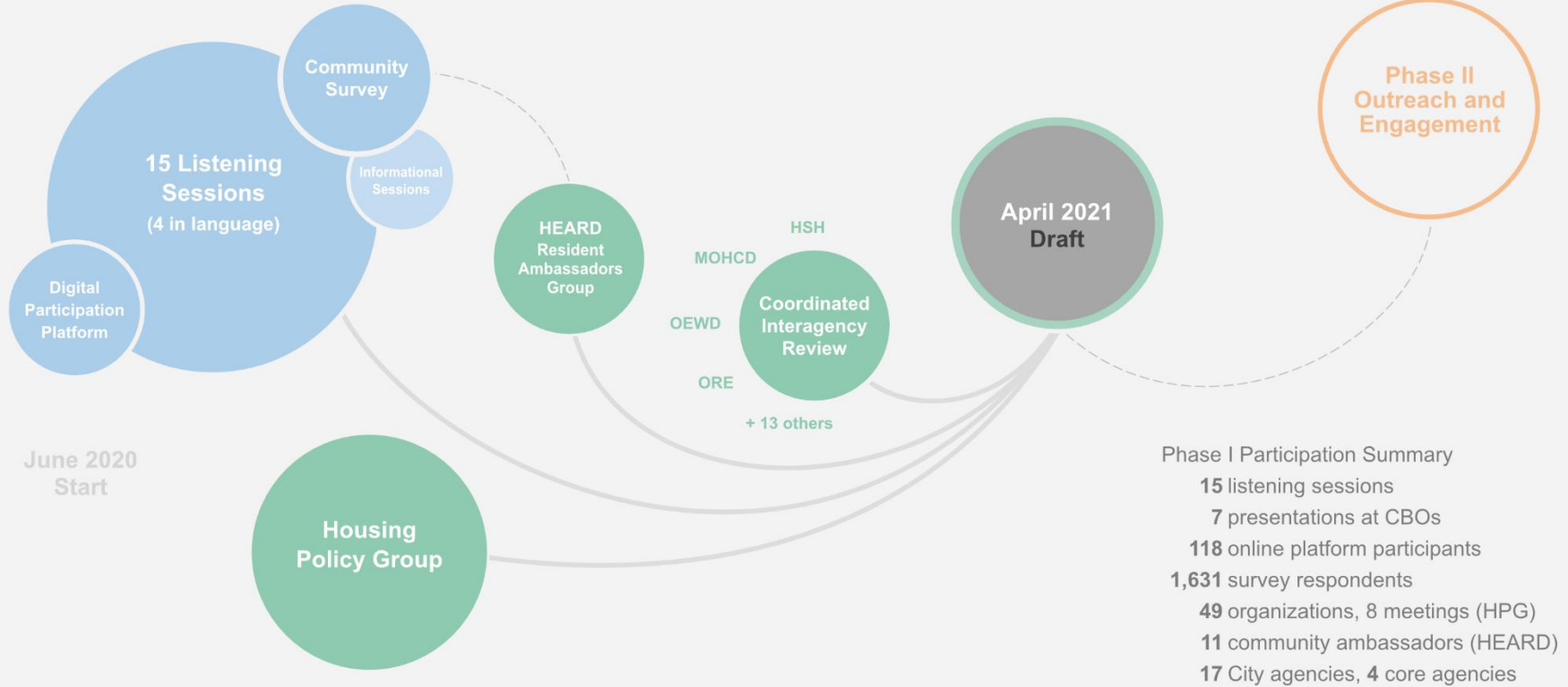




San Francisco
Planning

1. San Francisco's housing challenge
2. Housing Element Update: vision, process, and requirements
3. Key policy shifts under consideration
4. Outreach and Engagement: overview

Phase I Outreach and Engagement: Process and Components



Phase I Participation Summary

- 15 listening sessions
- 7 presentations at CBOs
- 118 online platform participants
- 1,631 survey respondents
- 49 organizations, 8 meetings (HPG)
- 11 community ambassadors (HEARD)
- 17 City agencies, 4 core agencies

inform > consult > engage > collaborate > empower

PUBLIC PARTICIPATION SPECTRUM

Phase I Outreach and Engagement: **Communities Engaged**

Townhalls, Listening Sessions, and in-person Survey:

- BMAGIC (D10)
- Fillmore / Western Addition (D5)
- La Voz Latina, Tenderloin in Spanish (D6)
- Richmond Senior Center in Chinese (D1)
- Japantown Listening Session (D5)
- Latino Food hub in-person survey (D9)
- Tenderloin survey with Code Tenderloin health ambassadors (D 6)
- Resident Ambassador Group (HEARD)
- Human Right Commission's Community Roundtable
- YIMBY group
- Districts 1
- District 4
- District 7
- Four listening sessions one in English, two in Spanish, one in Chinese

Presentations at CBOs:

- Richmond CBOs Monthly Meeting
- MOHCD Eviction Prevention & Tenant Empowerment Working Group Monthly Meeting
- Supervisor Walton's CBO Roundtable Monthly Meeting
- MAP2020 Monthly Meeting
- SOMA Philippines Cultural District Planning 101
- BMAGIC Convener Monthly Meeting
- Japanese Cultural District Land Use / Transportation Committee Meeting

Phase I Outreach and Engagement: Housing Policy Group

9
meetings
total

49
total orgs

Attended 4 or more meetings

- Asian Americans Advancing Justice - Asian Law Caucus
- California Consortium of Urban Indian Health
- Chinatown Community Development Center
- Community Housing Partnership
- Council of Community Housing Organizations
- Enterprise Community Partners
- Homeownership SF
- Mission Economic Development Agency
- San Francisco Apartment Association
- San Francisco Foundation
- San Francisco Housing Action Coalition
- San Francisco Housing Development Corporation
- Senior Disability Action
- SOMA Pilipinas
- Tenderloin Housing Clinic

- Tenderloin Neighborhood Development Corporation
- United to Save the Mission
- YIMBY Action

Attended 2-3 meetings

- American Indian Cultural District
- Bayview Hunters Point Community Advocates/Southeast Community Council
- Bridge Housing
- BUILD
- Communities United for Health and Justice
- Episcopal Community Services - San Francisco
- Eviction Defense Collaborative
- LISC Bay Area
- Livable City
- Mission SRO Collaborative / Dolores Street Community Services
- Project Level
- Richmond District Rising
- Starcity

- SF Tenants Union
- SOMCAN
- SPUR
- Trasatlantic Construction
- Rafiki Coalition for Health and Wellness
- YIMBY Law

Attended one meeting

- Don Bauer & Co
- Freedom Forward
- Friendship Association of American Indians
- Japantown Cultural District
- Japantown Taskforce
- L37 Partners
- Mission Housing Development Corporation
- Open Door Legal
- Sia Consulting
- SF Black Wallstreet
- Tenants Together
- Young Community Developers

Phase II Outreach and Engagement: **Community-led Strategy**

Focus groups: A partnership framework with CBOs



Convene

Nominate, invite, and coordinate
with focus group participants



Co-host

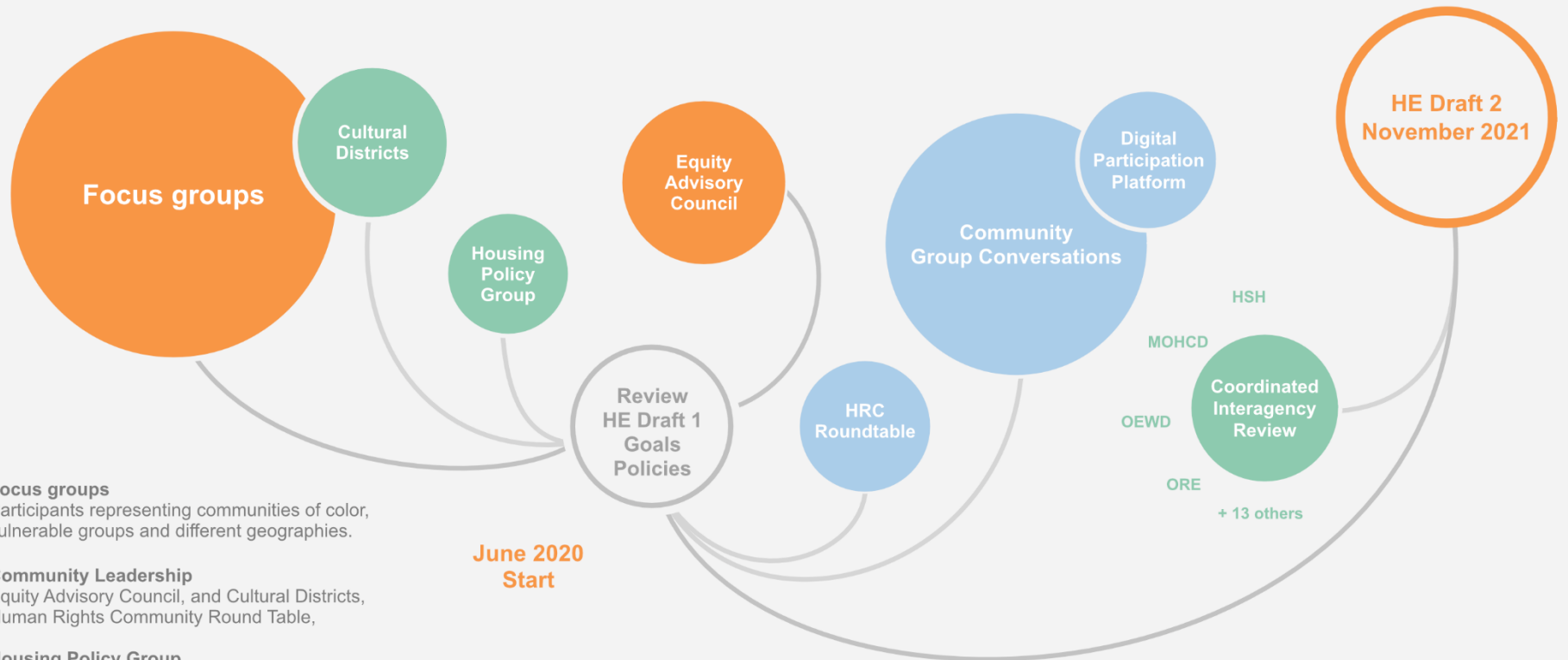
Convene
Co-design focus group
Co-host focus group
Provide translation and event
related support services



Co-facilitate

Convene
Co-host
Lead facilitator role
Collect post-event feedback

Phase II Outreach and Engagement: **Community-led Strategy**



Focus groups
Participants representing communities of color, vulnerable groups and different geographies.

Community Leadership
Equity Advisory Council, and Cultural Districts, Human Rights Community Round Table,

Housing Policy Group
Small conversations based on expertise, key reviewers and commenters.

inform > consult > engage > collaborate > empower

PUBLIC PARTICIPATION SPECTRUM



Housing Element

2022 UPDATE

*SHAPING THE FUTURE OF HOUSING
IN SAN FRANCISCO*

sfhousingelement.org