



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
Board of Supervisors



Date: June 22, 2016
Board Meeting Date: June 28, 2016
Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Supervisor Don Horsley
Supervisor Warren Slocum

Subject: Report on the Closing the Jobs/Housing Gap Task Force

RECOMMENDATION:

Accept this report on the Closing the Jobs/Housing Gap Task Force, and adopt the resolution authorizing the County of San Mateo to continue to work with other jurisdictions in the County to address the housing crisis on a regional basis, including through ongoing support of the Home for All San Mateo County Initiative.

BACKGROUND:

One of the 29 affordable housing initiatives approved by the Board of Supervisors in March of 2015 was creation of a countywide Task Force on the housing crisis. The purpose of the Task Force was to bring community leaders together to share the challenges created by the current housing market, learn about possible solutions and work together to develop an action plan and list of supporting resources.

In July of 2015, then Board President, Supervisor Carole Groom, invited 55 community members to join co-chairs Supervisor Don Horsley and Supervisor Warren Slocum on the Closing the Jobs/Housing Gap Task Force. The invitees included representatives from all 20 cities and towns, large employers, business organizations, educators, non-profit and for-profit developers, community based organizations and community advocates and legal service providers.

The Task Force met 8 times, starting in September of 2015 and concluding June 23, 2016. Over the course of nine months, the Task Force heard presentations from Assembly Member Rich Gordon, former HUD Assistant Secretary and current UC Berkeley professor of Affordable Housing and Urban Policy Carol Galante and participated in 8 hours of study sessions exploring the range of housing options that

could help bridge the jobs and housing gap. The final meetings were working sessions where the Task Force developed an action plan identified desired resources to support the action plan activities and events. The Task Force agendas and materials along with videos of the two keynote speakers are available online at:

www.jobshousingtaskforce.com

DISCUSSION:

The Task Force members generated many ideas for closing the jobs/housing gap.

Those ideas were compiled by staff and organized around four key recommendations:

- Create a regional action plan
- Establish an on-line housing resource center
- Develop and conduct a housing gap education and public relations campaign
- Develop partnerships and engage the boarder community in both discussing housing options and developing solutions to the gap

To begin work on these recommendations, the Task Force created three subcommittees: Action Plan Development, Marketing and Branding and Toolkit and Website Development.

The Action Plan subcommittee presented their recommended four part plan to the full Task Force on June 23, 2016. The plan includes multiple actions organized around four themes:

- Building partnerships and community support,
- Supporting all types of housing development,
- Funding affordable housing and securing land
- Strengthening community infrastructure

Within each of these themes are two to four “big stride” initiatives plus additional action steps.

At their meeting on the 23rd, the Task Force approved the big strides initiatives. There were also suggested additional short term actions and some small additions and edits to the “big strides” language. A strides summary and detailed action plan that incorporates the final the Task Force comments will be presented at the Board meeting.

The Marketing and Branding and Toolkit and Website subcommittees have been working with CirclePoint, a public relations and marketing firm, to develop a brand, logo and “look and feel” for the on-line resource center and other marketing and support materials. The Task Force has approved expanding the jobs/housing gap work countywide under the brand “Home for All, San Mateo County”. A logo has been approved and draft web page designs, a brochure and a one page summary of Task

Force “strides” have been approved by the subcommittee and were presented to the full Task Force on June 23, 2016.

While the Task Force has completed their planning work, the implementation of the plan starts now. Over the next three months, detailed work plans for the action items will be developed. Action plan events and activities currently being planned include:

- Rollout of the Home for All San Mateo County on-line resource center on September 22, 2016.
- A countywide meeting with clergy in September to prepare for a housing weekend in October where congregations will learn about the housing situation and hear about solutions and ways congregations and individual members can become involved.
- The Office of Education is convening all school districts to discuss how they can address housing needs for their staff and faculty on October 14, 2016.
- The target date for the roll-out of the Second Unit Center and the associated marketing campaign is January 2017.

One of the Task Force “strides” toward closing the Jobs/Housing Gap is to have the county and all 20 cities and towns adopt resolution in support of the Home of All, San Mateo County initiative. The resolution outlines our housing problems, reviews the work of the Task Force and commits the County to continue to work with other jurisdiction to address the housing crisis on a regional basis including through ongoing support of the Home of All San Mateo County initiative. While the Board of Supervisors is the first to consider this resolution, we anticipate working with other cities and towns over the summer to bring this resolution to their councils for consideration.

The resolution has been approved as to form by County Counsel.

FISCAL IMPACT:

There is no specific fiscal impact associated with accepting this report or adopting the Home for All San Mateo County resolution. However, it should be noted that over the past four years, the County has contributed over \$60 million to affordable housing and homeless prevention and intervention services. In addition, \$500,000 was included in the FY 2016-17 budget for the implementation of the Task Force action plan and launch of the Home for All, San Mateo County initiative.