

# Central Coast Regional Housing Forum



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### INTEREST

On Thursday, May 7, 2015, more than fifty attendees representing 11 jurisdictions; including the Cities of Salinas, Soledad, Gonzales, Greenfield, King, Marina, Seaside, Monterey, Watsonville, and the Counties of Monterey and Santa Cruz participated in a Central Coast Regional Housing Forum. In addition, Mayors, Council members, housing developers, and other stakeholders came together to receive housing presentations from each jurisdiction and discuss potential solutions for addressing housing needs in the Central Coast Region of California.

The Forum evolved from an initial Salinas Valley housing focus to include

the Monterey Peninsula and the Central Coast Region. Board of Supervisors Chair Simón Salinas, Supervisor Jane Parker, and Congressman Sam Farr made remarks which emphasized the importance of finding housing solutions that work for housing developers, local stakeholders, and jurisdictions. Why the strong interest?

As Congressman Farr noted in a letter to his fellow elected officials, *...we are all facing a crisis in affordable rents and housing costs. The recovery that is helping to boost our region's economy is also driving up the housing market. Along with the welcomed*

*(see page 2 - Interest)*



Cities, Housing Developers and Stakeholders working together

# Central Coast Regional Housing Forum



## INTEREST

*economic growth, we are confronting the same affordable housing challenges that we faced 10 years ago. Where are the region's workforce and their families going to live? The Central Coast has dozens of housing programs including the County Housing Authorities, federally supported farm worker housing, municipal housing programs, and many non profits such as CHISPA, MidPen Housing, Interim Inc., Eden Housing, and the Carmel Foundation, just to name a few. So while we have a crisis, we have a lot of smart and dedicated people who can help us shape solutions."*

*"That is why I am excited that Monterey County under the leadership of Supervisors Salinas and Parker is hosting a regional forum on affordable housing."*

*"Housing development is strictly a local authority. The only way to solve this local crisis is knowing the law and the resources available to address the issue. "*



Congressmen Sam Farr  
California's 20th Congressional District

## HOUSING DEVELOPERS

are important partners in helping local jurisdictions meet their housing challenges. Non-profit developers are at the forefront of delivering housing projects and transforming blighted neighborhoods into desirable places to live. Private sector developers also play an important role



by participating in inclusionary housing programs which require a minimum of 20% of the units to be affordable to very low, low and moderate income households.

### Housing Developer Attendees:



Monterey County Housing Authority Development Corp.  
134 East Rossi Street,  
Salinas, CA 93901  
Tel: 831-796-4660



CHISPA  
295 Main St #100,  
Salinas, CA 93901  
Tel: 831-757-6251



Eden Housing  
22645 Grand Street, Hayward, CA 94541  
Tel: 510-582-1460



MidPen Housing  
303 Vintage Park Drive, Suite 250  
Foster City, CA 94404, Tel: 650.356.2900



The Core Companies  
470 S Market St  
San Jose, California, (408) 292-7841

## FOLLOW UP ACTIONS

The forum facilitator, Mitch Winick, President and Dean of Monterey College of Law, asked the participants what follow-up actions needed to be taken to insure the momentum of the meeting would not be lost. Suggestions included:

- 1) encouraging jurisdictional collaboration,
- 2) having AMBAG act as convener to bring jurisdictions together in finding land use

opportunities and solutions for constructing needed regional housing, and 3) assist in mapping vacant parcels including publicly owned lands for housing. AMBAG is willing to facilitate the conversation at the AMBAG Planning Directors Forum meetings and jurisdictions may request items to be added to the agenda for discussion regarding regional housing land use solutions.

## RENTAL AND WORKFORCE HOUSING



*Supervisor Salinas*

Supervisor Simón Salinas recently attended a Housing Authority meeting where he was informed that there is demand for over 2,400 rentals but that the marketplace is able to secure higher rents than allowed by the rental ceiling regulations.

Salinas also noted the need for Agricultural workforce housing and the Agricultural industry's interest in finding solutions for this much needed housing to support our local economy. Future efforts to address such challenges need to be pursued.

## LAND COSTS AND INFILL HOUSING



*Supervisor Parker*

Supervisor Jane Parker was pleased to see how this initiative has advanced from its initial meeting and sees affordable housing as one of the great challenges of living in this region. She expressed that it is time to innovate and collaborate to build housing that residents can afford. She also stated that we must continue to pursue economic development in a thoughtful, sustainable manner, including jobs that pay a living wage or more, and continued to express interest in the opportunities around infill development that could help solve the housing crisis.

## HOUSING FORUM ACCOMPLISHMENTS

The objectives accomplished at the forum included:

- 1) completing a municipal assessment of available opportunity housing sites by jurisdiction,
- 2) mapping of vacant high density parcels,
- 3) verbal commitment to continue working collaboratively to find and provide affordable housing solutions, and
- 4) AMBAG's willingness to become a partner in moving this effort forward.

Furthermore, a guidebook for "Housing our Own" was recommended by Congressman Sam Farr defining:

- 1) tools of law,
- 2) comprehensive inventory of opportunity housing sites,
- 3) list of financing tools, and
- 4) housing management procedures and definition of qualifications and guidelines.

The fundamental question the group was asked to consider is, "how to address land use policy to allow assemblage of sites for housing the local workforce?"

*"We were glad to attend the 2015 Regional Housing Forum and will serve as willing partners in the initiatives arising from the event."*

*We are exploring ways that HUD can facilitate regional solutions to the challenges in providing affordable housing, and are very interested in the resources that can be cultivated to assist with this effort."*

**Angelo Tom**  
Program Manager

Office of Community Planning and Development  
U.S. Department of Housing and Urban Development

# Thank you to all the partners & jurisdictions who presented



Alan Stumpf, Interim Director of Community and Economic Development  
 Brent Slama, Community and Economic Development Director  
 Thomas Truskowski, Deputy City Manager/Community Development Dir.  
 Susan Stanton, City Manager  
 Michael Powers, City Manager  
 Layne Long, City Manager  
 Rick Medina, Senior Planner  
 Chip Rerig, Chief of Planning  
 Jane Barr, Housing Program Manager  
 Kurt Overmeyer, Economic Development Manager  
 Julie Conway, Housing Project Manager  
 Gina Schmidt, GIS Coordinator

City of Salinas  
 City of Soledad  
 City of Gonzales  
 City of Greenfield  
 City of King  
 City of Marina  
 City of Seaside  
 City of Monterey  
 County of Monterey  
 City of Watsonville  
 County of Santa Cruz  
 AMBAG

For a limited time, the link to the 2015 Regional Housing forum powerpoint can be found at: [http://ambag.org/pdf/Regional\\_Housing\\_Forum2015-FinalSlides.pdf](http://ambag.org/pdf/Regional_Housing_Forum2015-FinalSlides.pdf)

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