

Attachment 1

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Objective

Create a viable plan for increasing the production of affordable housing throughout Monterey County and understanding where the County's Inclusionary Housing Ordinance, the Monterey County Local Housing Trust Fund, and city programs to encourage or require construction of affordable housing fit into that plan.

The County is seeking a consultant to:

- ❖ Explain the existing housing development conditions in the unincorporated areas of the County with attention to:
 - Specific conditions that may vary by subregion.
 - Types of projects that have been proposed and developed.
 - Understanding why projects are:
 - Abandoned or are inactive for multiple years between approval and sale or rental of first unit; and,
 - What, if anything, the County can do to encourage faster development of these projects.
 - Developer/landowner return on investment expectations.
- ❖ An analysis that connects the larger macro and microeconomic factors of housing development and how local conditions impact project viability.
 - 2-4 case studies of similar counties and how they have addressed these macro and micro economic factors.
- ❖ Identifying County's with similar:
 - Geographic distribution of housing, jobs, and infrastructure.
 - An analysis of how comparable counties encourage and support for-profit and not-for profit developers to construct affordable housing.
- ❖ Policy and program recommendations to increase the development of housing at all affordability levels that are designed to be occupied or rented by current County residents. The County is especially interested in policy and program recommendations that:
 - Encourage private sector to build and manage more affordable housing.
 - Support a regional or countywide approach to housing construction, and especially affordable housing, which may include such things as:
 - Affordable Housing Oversight Board
 - Regional Housing Trust Fund
 - Regional Housing Needs Allocation (RHNA) "sharing"
 - Maximize state, federal, and private financing programs for supporting affordable housing within the County.
 - Support development of large numbers of units for lower-income households in California Tax Credit Allocation Committee (TCAC) "High Resource Areas" and help address the jobs/work imbalance.
 - E.g., land purchase/banking, community land trusts, housing trust funds, etc.
- ❖ Evaluation of finance models that could be used to increase locally controlled sources of capital to support development of affordable housing such as.
 - City of Los Angeles Measure ULA, "Mansion Tax"
 - San Jose Measure E

Consultant Evaluation Considerations

- ❖ Knowledge of Monterey County
 - 3,771 square miles
 - 750,000 acres in Williamson Act Contracts
 - 32,000 acres in Farmland Security Zone
 - 12 cities & 18 census designated places
 - \$903,791,000 agricultural industry
 - 267,873 acres in fruits, vegetable, and vineyard production
 - \$3.1 billion tourism industry, largely concentrated in coastal areas
 - 16 state parks, 1 national park, and 1 national monument
 - 99-mile Big Sur Coast
 - 3 military installations plus a Coast Guard Station
- ❖ Understanding of issues unique/semi-unique to Monterey County, e.g. not macroeconomic considerations
 - I have list of what I would be looking to be raised in proposal – peninsula water, real estate costs, transportation, types and locations of jobs and housing needs
 - Almost no surplus state property within County and few parcels that have appeared were unsuitable for residential development
 - Last surplus property list from HCD shows:
 - Del Rey Oaks - 4 parcels totaling 268 acres at an average of 67-acres
 - NMCUSD – 3 parcels totaling 34 acres at an average of 11 acres
 - Salinas – 24 parcels totaling 29 acres at an average of 1-acre
 - Soledad – 2 parcels totaling 2 acres
 - County is preparing Facilities Master Plan that may identify surplus property that could be available for residential development
- ❖ Experience in urban, suburban, rural housing policy
- ❖ Housing finance program outcomes, e.g. dollars attracted, units funded/built

Consultant Distribution

Economic Planning Systems – David Zehnder

California Housing Partnership – Danielle Mazzella

CalPoly SLO – Pratish Patel ppatel29@calpoly.edu

MIG – Genevieve Sharrow genevieves@migcom.com

Turner Center for Housing Innovation – Ben Metcalf Ben.Metcalf@Berkeley.edu

UCLA Zinman Center for Real Estate – Stuart Gabriel stuart.gabriel@anderson.ucla.edu

Rand Center for Housing & Homelessness – Jason.Ward@rand.org; Rebecca.Collins@rand.org