

# Effective Leadership in Housing and Development

*Thursday, June 3, 2021  
2:00 – 3:30 pm*



# Thank You for Joining!

## Webinar Host & Moderator

**Melissa Kuehne**

Senior Program Manager  
Institute for Local Government



# Webinar Overview

More than half of renters in California and a third of homeowners are cost burdened – or spend more than a third of their income on housing.

This webinar will provide an overview of California's housing crisis, the development process, barriers to more housing development and the basics of the regional housing needs assessment (RHNA) allocations and help local officials navigate their role in addressing the housing crisis.

# Today's Agenda

## Welcome & Logistics

## Opening Remarks

- Graham Knaus, Executive Director, California State Association of Counties
- Carolyn Coleman, Executive Director, League of California Cities

## Setting the Stage

## Presentations by:

- Ma'Ayn Johnson, Housing Program Manager, Southern California Association of Governments
- John Hidahl, Supervisor, El Dorado County
- Cindy Silva, Council Member, City of Walnut Creek

## Panel Discussion

## Q&A

## Upcoming Webinars & Wrap Up

# How to Ask a Question During the Webinar

- All webinar participants will be on MUTE during the entire call.
- Please TYPE any questions into the question box at any time during the webinar.
- The moderator will read your questions during the question period at the end of the webinar.



# Non-Profit, Non-Partisan & Here to Help

ILG is the non-profit training and education affiliate of...



**California Special  
Districts Association**  
*Districts Stronger Together*



*We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground.*

# ILG's Programs & Services

## Program Areas

Leadership & Governance

Civics Education & Workforce

Public Engagement

Sustainable Communities



## Services

Education & Training

Technical Assistance

Capacity Building

Convening

*Our mission is to help local government leaders navigate complexity, increase capacity & build trust in their communities*

# California State Association of Counties



Graham Knaus  
Executive Director



# League of California Cities



Carolyn Coleman  
Executive Director



# Today's Presenters

**Ma'Ayn Johnson**  
Housing Program Manager  
Southern California  
Association of Governments



**John Hidahl**  
Supervisor  
El Dorado County



**Cindy Silva**  
Council Member  
City of Walnut Creek



# Setting the Stage

Ongoing  
through  
June  
2023

## Statewide Housing Technical Assistance Program

Statewide and Regional TA

Planning Commissioner Handbook



Trainings

Elected Official Trainings

# What We're Hearing in the Field

## Barriers

- Developer Interest
- Infrastructure
- Funding
- Limited Staff Capacity
- Public Engagement Requirements
- Limited Site Availability
- Prevailing Wage

## Resource Needs

- ADU Ordinances/Toolkit
- Model Objective Design Standards
- Sample RFPs

## Technical Assistance Needs

- Regional Collaboration
- “On Demand” Help
- Public Engagement
- Building Relationships with Developers
- Help with Specific Plans & CEQA
- Innovative Financing

# Housing Planning Hub Site



California Department of  
Housing and Community Development



Interactive Map of Planning  
Grants & Local Programs



Public Engagement  
& Education



Housing Element  
Technical Assistance

Resources by topic:



Priority Policy Area #1  
Rezone to Permit By Right



Priority Policy Area #2  
Objective Design &  
Development Standards



Priority Policy Area #3  
Specific Plans or Form-based Codes Coupled  
with CEQA Streamlining



Priority Policy Area #4  
Accessory Dwelling Units or Other  
Innovative Building Strategies

<https://experience.arcgis.com/experience/b52bcd2cd9734f02b1c0502bbbe5028d/>

# *The Local and Regional Housing Crisis*

**Ma'Ayn Johnson**

Housing Program Manager

Southern California Association of Governments

**June 3, 2021**



**SCAG**™

INNOVATING FOR A BETTER TOMORROW

# The SCAG Region

Nation's  
Largest  
MPO

191  
Cities  
6  
Counties

18.9  
Million  
People

22.5  
Million  
People  
by 2045



# Regional Role in Housing: RHNA



- *Regional Housing Needs Assessment (RHNA)*
  - State housing law requirement to determine existing and projected housing needs
- 8-year planning period
- SCAG cycles:
  - 5<sup>th</sup> cycle: 2013-2021
  - 6<sup>th</sup> cycle: 2021-2029
- SCAG 6<sup>th</sup> cycle Housing Elements due October 2021



# Regional Role in Housing: RHNA



## Housing need for 2021-2029

SCAG regional housing need: **1,341,827**

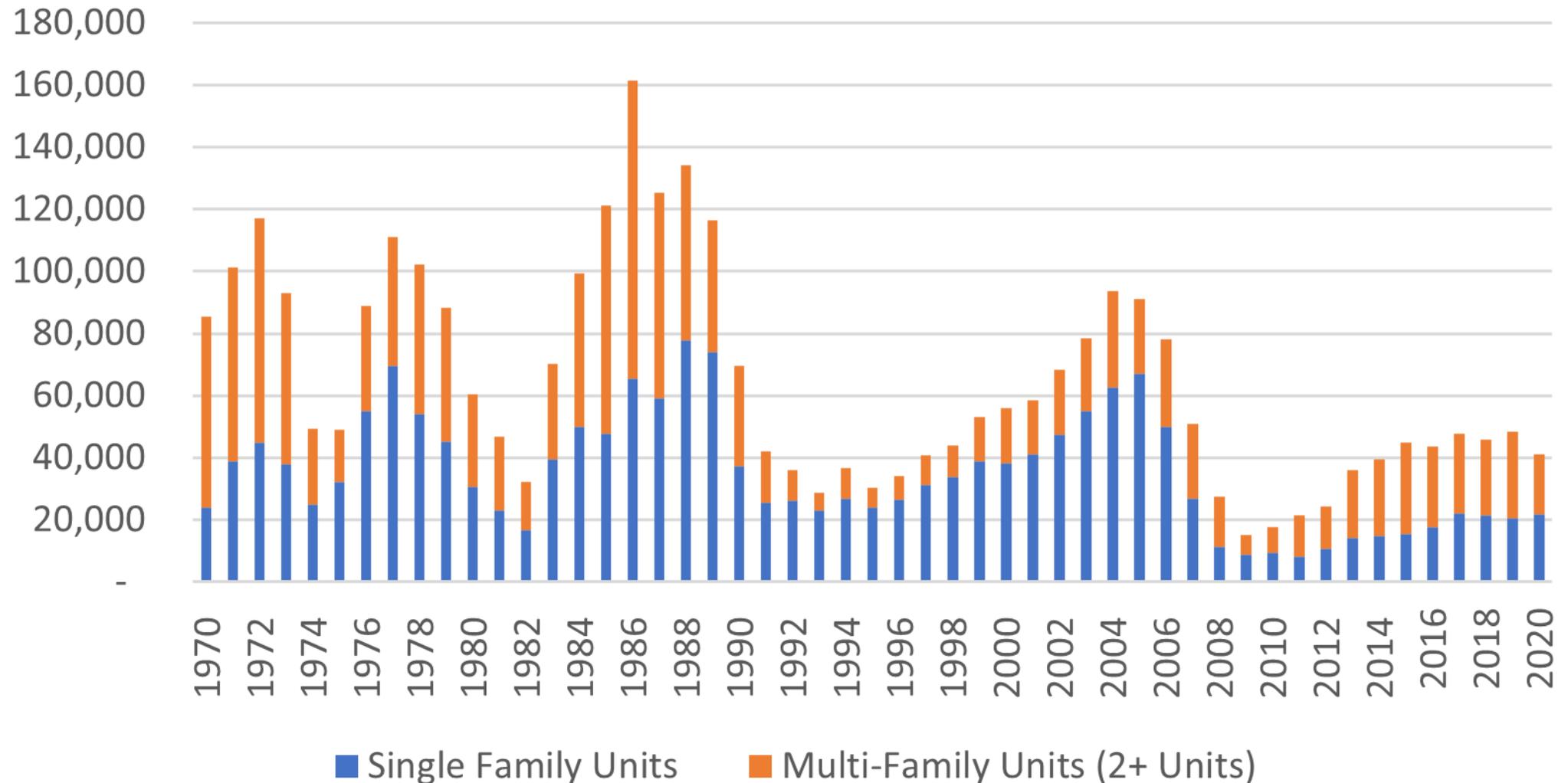


- RHNA is the **quantification** of housing need for the planning period
- Housing elements are prepared by the jurisdiction to accommodate the RHNA allocation through sites analysis, zoning, and other programs

# The Housing Crisis is Caused by a Lack of Housing Supply



## Building Permits, SCAG Region (1970 - 2020)



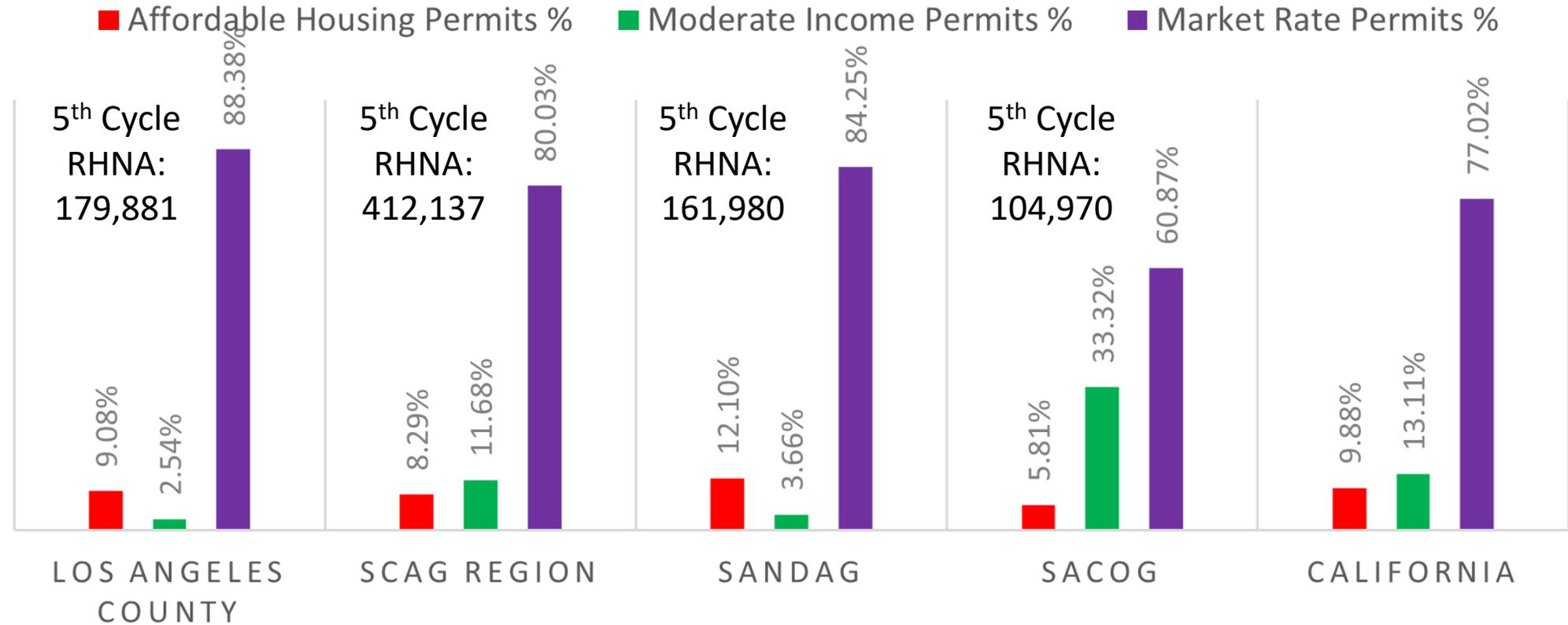
# Housing Supply Has Not Kept Up with Need



# Percentage of Residential Building Permits Issued 2013-2019



## PERCENTAGE OF RESIDENTIAL BUILDING PERMITS ISSUED 2013-2019



**Thank You!**

[www.scag.ca.gov/housing](http://www.scag.ca.gov/housing)

[housing@scag.ca.gov](mailto:housing@scag.ca.gov)



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[WWW.SCAG.CA.GOV](http://WWW.SCAG.CA.GOV)

El Dorado Hills on Hwy 50 is the Western Gateway to El Dorado County  
(South Lake Tahoe is the Eastern Gateway)



# El Dorado Hills

- 40 minutes to Downtown Sacramento
- 90 minutes to Lake Tahoe
- Great Schools
- Nationally recognized sports programs
- Community Activities



- 48.5 Square Miles
- Population of roughly 46,000
- Median Age: 44
- Median Household Income: \$137,000
- Median Property Value: \$630,000



# A lifestyle experience: Dining, retail and living



Town Center is El Dorado Hills downtown district, unique in the region, a destination not only for El Dorado Hills, but for its neighboring communities and the greater Sacramento Region.



# Town Center



- Restaurants
- Entertainment
- Shopping
- Retail
- Community

Coming Soon:  
**Town Center Apartments!**



# Folsom Lake



Access to Folsom Lake from El Dorado Hills which provides many recreation opportunities for residents

# El Dorado Hills Business Park



The park is fully improved, with all streets, curbs, gutters and utilities complete to each of the available parcels, which range in size from 2 to 87 acres. The entire Business Park is zoned Research & Development, which allows flexible combinations of office, tech and warehouse development.

# El Dorado Hills Business Park

- 800 Acre Research and Development Park
- Houses some of the County's Largest Employers
- Company's on the cutting edge of technology



The future of El Dorado Hills Business largely lies in the Business Park



# Serrano



- A wide selection of custom home sites and new pre-designed homes
- 1,000 acres of open space including ponds, creeks and 17 miles of walking trails
- Neighborhood parks



**Walnut Creek**  
**Effective Leadership in**  
**Housing and Development**

**City Council Member Cindy Silva**

Focused Priority:

“Improve the  
Availability

and Affordability  
of Housing”



# Meet Walnut Creek

Bay Area

**70,000+**

College  
Grads

**63%**

Working

**33%**

Household  
Size

**2.1** persons

Household  
Income

**\$86,000**

Aging Population

**29% >64 yrs**

**16% <18 yrs**

# East Bay Hub

Jobs Balance

**+50,000**

“imported” jobs

**15%** health

Retail-Restaurant Mecca

**800,000 SF**

outdoor mall

**Historic Downtown**

Cultural Arts

**250,000** visitors

**30%** outside County

Outdoors

**20%**  
preserved open  
space

# Transportation Crossroads

BART

**2 stations**  
SF-Oakland

Highway Junction

**225,000**  
cars/day

Regional Route

**75,000**  
cars/day

# Urban Suburb

Major Growth

**1600%**  
1950-1970

Housing Stock  
34,000 units

**2/3**  
attached

New Units  
Last 10 Years

**95%**  
attached

# General Plan 2025



## Vision for Housing

- ▶ Accommodate families of all ages, incomes with multiple housing options
  - ▶ Protect open space hills
  - ▶ Preserve neighborhood character
  - ▶ Reduce environmental impact
- FOCUS:** Multi-family near Downtown, BART, highways, trails

# Panel Discussion





# Upcoming Webinars



## TACKLING CALIFORNIA'S HOUSING CRISIS

A FREE WEBINAR SERIES FOR LOCAL GOV'T STAFF & ELECTED OFFICIALS

### ABOUT THE SERIES

California's housing crisis is growing. While local governments do not build housing units, local officials play an integral role in land use and housing decisions that set the stage for housing development.

This new series from ILG will help city and county leaders better navigate complex housing issues. Experts will tackle timely topics like land use and housing, legal regulations and parameters, and community engagement.

**REGISTRATION  
IS FREE!**

[WWW.CA-ILG.ORG](http://www.ca-ilg.org)

This series is hosted by the Institute for Local Government with funding from the California Department of Housing and Community Development

### Topics:

- Equity in Housing: Meeting and Exceeding California's Fair Housing Requirements
- Strategies to Engage Your Community on Housing Issues
- Climate-Resilient Land Use and Housing Policies
- Housing Strategies to Help Address Homelessness

[www.ca-ilg.org/HousingWebinars](http://www.ca-ilg.org/HousingWebinars)

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[www.ca-ilg.org/stayinformed](http://www.ca-ilg.org/stayinformed)

# Thank You!

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