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5. Housing Action Plan

Introduction

The Housing Action Plan is one of the six chapters that will make up Petaluma’s 6th Cycle Housing Element.

This draft of the Housing Action Plan is informed by comprehensive community input gathered from engagement activities for the General Plan Update and the Housing Element. The document articulates the community’s prioritization of housing goals, policies, and programs. This document is structured in four sections.

- **Section 5.1 Goals and Policies** states the aims and the high-level policies designed to achieve them
- **Section 5.2 Programs** describes the initiatives that enact the Goals and Policies and provides additional details on implementation. Programs may be applicable to more than one goal or policy. Future drafts of this document will include a matrix describing the relationship between policies and programs. Programs required by the State of California’s Housing and Community Development Department (HCD) are marked (REQUIRED).
- **Section 5.3 Affirmatively Furthering Fair Housing Action Matrix** identifies how different programs support fair housing enforcement

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- **Section 5.4 Summary of Quantified Objectives** provides an overview of the quantified objectives for the various housing programs outlined in the previous sections

This draft document is intentionally exhaustive, like a brainstorm, and is the product of community engagement throughout the planning process as well as research on cutting-edge programs across the state. Because of the wide-ranging scope and number of potential actions in this draft, it may not be possible for the City to act on all of the potential action items during the plan period.

The planning team requests that the GPAC review this document and provide feedback on which programs the City should prioritize and include in the final Housing Element. Following input from the GPAC, Planning Commission and City Council, staff will review recommendations and consider the feasibility of implementing prioritized programs, including by considering staffing and financing availability.

5.1 Goals and Policies

Goal 1: Housing Availability and Choices

Provide opportunities for residential development to accommodate projected residential growth and diverse housing needs of all existing and future Petalumans.

- Policy 1.1** Promote residential development within the Urban Growth Boundary, especially near transit and services and areas of high resource, as defined under Affirmatively Furthering Fair Housing legislation.
- Policy 1.2** Encourage infill housing development with a particular focus on facilitating development near transit and services.
- Policy 1.3** Allow flexibility within the City's standards and regulations to encourage a variety of housing types, including mixed-use and flexible-use buildings, and affordable housing development.
- Policy 1.4** Encourage the efficient use of residential and mixed-use land by facilitating development at the upper end of the density range.
- Policy 1.5** Encourage the development of ADUs and JADUs as affordable housing resources.
- Policy 1.6** Facilitate the transition of existing neighborhoods into walkable neighborhoods with integrated services, amenities, and housing choices.
- Policy 1.7** Monitor and minimize the impact of short-term rentals on the City's supply of housing available for long-term residential uses.

Goal 2: Development Constraints

Remove or mitigate constraints on housing development to expedite construction and lower development costs while avoiding environmentally sensitive areas.

- Policy 2.1** Review and adjust city residential and mixed-use development standards that are determined to be a constraint on the development of housing.
- Policy 2.2** Streamline the City's review and approval process for residential and mixed-use projects to ensure objective evaluation and greater certainty in outcome to facilitate affordable housing production.

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- Policy 2.3** Develop incentives such as streamlined review and objective design standards to encourage residential development that is affordable and environmentally appropriate,
- Policy 2.4** Periodically review and update the City's impact fees to ensure adequate fees are collected to provide services, infrastructure, and facilities for the projected population. Waive, reduce, or defer fees for affordable housing units.
- Policy 2.5** Update the City's residential impact fees based on unit size to incentivize smaller units
- Policy 2.6** Periodically review the City's development standards, regulations, and procedures to ensure that the City responds to the changing market conditions and development trends in a timely manner.

Goal 3: Affordable Housing

Promote the development, preservation, and improvement of housing affordable to lower and moderate income households, including extremely low income households.

- Policy 3.1** Expand revenue sources for affordable housing to provide housing affordable to extremely low to moderate-income households, and those with special needs.
- Policy 3.2** Partner with developers of market-rate housing and non-residential projects, as well as employers to address the housing needs in the community.
- Policy 3.3** Facilitate the entry of lower and moderate income households into the housing market.
- Policy 3.4** Streamline the review process for projects with 20 percent or more units affordable to lower income households.
- Policy 3.5** Evaluate City-owned parcels to identify appropriate potential locations for affordable housing development and rezone identified parcels to allow housing development.

Goal 4: Housing Preservation

Improve the quality and diversity of residential neighborhoods, preserve the City's existing affordable housing, and ensure the long-term affordability of new below-market-rate units.

- Policy 4.1** Preserve the affordability of the City's existing affordable housing stock.
- Policy 4.2** Ensure the long-term affordability of units developed or provided with City assistance.
- Policy 4.3** Promote the improvement and maintenance of existing residential units.
- Policy 4.4** Provide incentives for longer affordability terms.
- Policy 4.5** Develop financial and technical assistance for renovation and upgrades to affordable units.
- Policy 4.6** Develop programs and actions to address the risks and impacts of economic displacement.

Goal 5: Special Needs Housing

Promote housing opportunities for special needs groups.

Policy 5.1 Support efforts to prevent homelessness and to rapidly re-house the recently homeless.

Policy 5.2 Provide housing and support services for people experiencing homelessness.

Policy 5.3 Facilitate the development of transitional and supportive housing for those moving from homelessness to independent living.

Policy 5.4 Promote the construction and maintenance of housing for the elderly and provide housing choices to allow older residents to age in place.

Policy 5.5 Promote the development of housing that is designed to accommodate the needs of persons with disabilities, including supportive housing with on- or off-site services.

Policy 5.6 Promote the construction of adequately sized rental units for large households.

Policy 5.7 Facilitate the provision of housing for the workforce, including those in the agricultural and hospitality industries.

Goal 6: Fair Housing

Affirmatively further fair housing to promote equal access to housing opportunities for all existing and future residents.

Policy 6.1 Comply with federal, state, and local Fair Housing and anti-discrimination laws and affirmatively further fair housing for all, ensuring equal access to housing regardless of their special circumstances as protected by fair housing laws.

Policy 6.2 Promote housing mobility by expanding housing choices and increasing housing opportunities in high resource areas.

Policy 6.3 Protect tenants from discriminatory housing practices and displacement.

Policy 6.4 Promote the integration of affordable and special needs housing projects in existing neighborhoods.

Policy 6.5 Collaborate with and support efforts of organizations dedicated to eliminating housing discrimination.

Policy 6.6 Ensure City boards and commissions include members serving the targeted populations.

5.2 Housing Programs

Housing Availability and Choices

Program 1: Adequate Sites for RHNA and Monitoring of No Net Loss (REQUIRED)

The City of Petaluma has been allocated 1,910 units (499 very low income, 288 low income, 313 moderate income, and 810 above moderate income units). Based on projected ADUs and entitled projects, the City has met all its RHNA for above moderate income units, with a remaining RHNA of 572 units (258 very low

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income; 102 low income; and 212 moderate income units). Based on existing uses, zoning, and development standards, the City has identified an inventory of sites with potential for redevelopment over the eight-year planning period to fully accommodate the remaining RHNA. Specifically, vacant and underutilized sites identified with near-term development potential can accommodate 2,045 units (442 lower income units; 370 moderate income units; and 1,233 above moderate income units).

To ensure that the City complies with SB 166 (No Net Loss), the City will monitor the consumption of residential and mixed-use acreage to ensure an adequate inventory is available to meet the City's RHNA obligations. To ensure sufficient residential capacity is maintained to accommodate the RHNA, the City will develop and implement a formal ongoing (project-by-project) evaluation procedure pursuant to Government Code Section 65863. Should an approval of development result in a reduction of capacity below the residential capacity needed to accommodate the remaining need for lower income households, the City will identify and if necessary, rezone sufficient sites to accommodate the shortfall and ensure "no net loss" in capacity to accommodate the RHNA.

Specific Actions and Timeline	<ul style="list-style-type: none">• Maintain an inventory of the available sites for residential development and provide it to prospective residential developers.• By January 2024, implement a formal evaluation procedure pursuant to Government Code Section 65863 to monitor the development of vacant and nonvacant sites in the sites inventory and ensure that adequate sites are available to meet the remaining RHNA by income category.
Primary Responsible Departments	Community Development
Funding Sources	General Fund

Program 2: Replacement Housing (REQUIRED)

Development on nonvacant sites with existing residential units is subject to a replacement requirement, pursuant to AB 1397. Specifically, AB 1397 requires the replacement of units affordable to the same or lower income level as a condition of any development on a nonvacant site consistent with those requirements outlined in the State Density Bonus Law.

To further mitigate any impacts relating to displacement, the City will consider requiring the first right of refusal for the displaced tenants.

Specific Actions and Timeline	<ul style="list-style-type: none">• By December 2023, update the Zoning Code to address the replacement requirements. As part of this Code update, consider requiring the first right of refusal for the displaced tenants.
Primary Responsible Departments	Community Development
Funding Sources	General Fund

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Program 3: Accessory Dwelling Units (PROMOTING ADUs IS REQUIRED)

Accessory Dwelling Units (ADUs) represent an important resource to provide lower and moderate income housing in Petaluma. To facilitate ADU production, the City will:

- Dedicate a specific page of the City website to provide information and resources for ADU construction.
- Develop an ADU construction guide to clarify the process and requirements for permit applications. The guide will outline the required review by various departments, the fees required, and if a new address is required for the ADU.
- Create a one-stop application and review process to coordinate reviews by various departments.
- Provide dedicated ADU staff to respond to questions and offer office hours to answer questions, offer technical assistance, provide seminars or other education to the public, and provide other support to those increased in creating ADUs and JADUs.
- Consider reducing or waiving plan check fees if the applicant chooses one of the plans pre-approved by the City.
- Consider setting aside funding or offering other financial incentives (reduced fees) to encourage ADUs to be made available at affordable costs to lower income households. A loan or grant may be offered to property owners in exchange for a deed restricting ADUs as housing affordable for lower income households.
- Develop an amnesty program for illegally constructed ADUs to legalize these units as long as these units are code corrected to meet health and safety, and building standards. A checklist will be developed to assist homeowners in assessing their eligibility/feasibility and in estimating costs before applying for amnesty.
- Consider promoting ADU-related programs and/or ADU construction in neighborhoods with a higher need for affordable housing, or relatively high capacity for ADU development.

Specific Actions and Timeline	<ul style="list-style-type: none"> • Permit on average 18 ADUs or JADUs per year (144 ADUs or JADUs over eight years) • By December 2022, create a streamlined process application and review process, and update the City website to create a dedicated page for ADU resources. Update the ADU webpage semi-annually to ensure information addresses questions raised by applicants. • By December 2023, allocate staffing resources to expedite the ADU review and approval process. • In 2023, consider financial incentives to encourage affordable ADUs (fee waivers or direct subsidies). • In 2024, evaluate and develop an ADU amnesty program. • Provide an annual update on ADU permit progress to Planning Commission and City Council
Primary Responsible Departments	Community Development
Funding Sources	General Fund

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Program 4: Efficient Use of Multi-Family Land

The City permits single-family homes in all residential zones and the MU1 C mixed-use zone, potentially reducing the achievable density in multi-family zones. Establishing increased minimum densities for multi-family and mixed-use zones will ensure efficient use of the City's multi-family land, including requiring multifamily densities in multifamily zones.

Specific Actions and Timeline	<ul style="list-style-type: none"> • By December 2023, as part of the General Plan update: <ul style="list-style-type: none"> ○ Consider increasing minimum densities for multi-family and mixed-use zones. ○ Explore and, if appropriate, develop target density policies. • By June 2024 adopt the Zoning Text Amendment to modify residential product types allowed in higher density zones.
Primary Responsible Departments	Community Development
Funding Sources	General Fund

Program 5: Flexible Development Standards

The City will continue to support neighborhood vibrancy through flexible development standards. As part of the General Plan update process, the City will explore land use policy and development code changes to encourage the integration of mixed-use and residential development. These may include:

- Conversion of nonresidential uses into housing. Strategies may include the waiving of additional parking requirements or the ability to pay into a parking assessment district.
- Small lot development in Downtown Petaluma. Many Downtown parcels are small and consolidation for large-scale development may be challenging. To facilitate residential development Downtown, consider allowing up to six units on small lots with 6,000 square feet.
- The minimum retail requirement may be a constraint to developing mixed-use buildings given the evolving retail and office markets. Currently, certain streets within SmartCode areas do not have minimum retail requirements. Explore and possibly expand areas where a minimum nonresidential component may be reduced or eliminated.
- Due to the changing economy and impacts of COVID, regionally communities are experiencing changes to the commute patterns, level of home occupancy, and remote working. The City will evaluate the definition of live/work and work/live units and the provisions for such housing types to allow flexibility in various living and working arrangements. An emerging trend is to allow co-working spaces to fulfill the nonresidential component of mixed-use development.

Specific Actions and Timeline	<ul style="list-style-type: none"> • By December 2023, as part of the General Plan update, adjust to the mixed-use development requirements and address zoning code constraints, such as parking, to adaptive reuse of nonresidential spaces. • By December 2023, adopt live/work standards to encourage a greater range of options. • By December 2023, update onsite parking regulations to reduce barriers to existing parking standards and to support the City's climate goals.
Primary Responsible Departments	Community Development
Funding Sources	General Fund

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Program 6: Religious and Institutional Facility Housing Overlay

AB 1851 of 2020 allows a religious institution to develop an affordable housing project at a place of worship owned by the religious institution even if the development requires the religious institution to reduce the number of religious-use parking spaces available. This bill applies to religious facilities that are located in zones that allow residential uses.

The City will explore establishing a Religious and Institutional Facility Housing Overlay with the following potential provisions:

- Expand the provisions of AB 1851 to other institutional uses, such as schools and hospitals, as well as religious facilities located in zones that currently do not allow residential uses.
- Allow religious and institutional uses to construct up to four ADUs and/or JADUs on site.
- Allow safe parking on site as desired by the institution.
- Allow 100% affordable housing projects in the Civic Facility (CF) zone

Specific Actions and Timeline	<ul style="list-style-type: none">• By December 2023, as part of the General Plan update, establish a Religious and Institutional Facility Housing Overlay.
Primary Responsible Departments	Community Development
Funding Sources	General Fund

Development Constraints

Program 7: Zoning Code Amendments (REQUIRED)

The City will amend the Zoning Code to address the following to facilitate the development of a variety of housing types:

- **Parking:** The City currently requires one space per bedroom but no fewer than 1.5 spaces per multi-family unit. These parking standards may be considered a constraint to large units (with three or more bedrooms) and small units (such as efficiency units). The City may establish updated parking standards for various housing types. This process does not provide certainty in outcomes.
- **Density Bonus:** The City's Density Bonus must be updated to reflect recent changes to State law, such as AB 1763, which made several changes to density bonus requirements for 100 percent affordable projects, and AB 2345, that further incentivizes the production of affordable housing.
- **Residential Care Facilities:** The City permits residential care facilities for six or fewer persons in residential and mixed-use zones. However residential care facilities for seven or more persons are not permitted in any residential zones. Furthermore, residential care for the chronically ill and adult residential facilities are subject to additional restrictions. The City will evaluate this constraint and amend the Zoning Code to mitigate this constraint to facilitate the development of additional types of residential care facilities.
- **Transitional and Supportive Housing:** Pursuant to State law (SB 745 of 2014), transitional and supportive housing is a residential use and should be subject to those restrictions that apply to other residential dwellings of the same type in the same zone. The City currently conditionally

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permits transitional and supportive housing in MU1 A and MU1 B zones where residential mixed-use is permitted by right. The City will update the Zoning Code to reflect State law.

- Low Barrier Navigation Center (LBNC): AB 101 requires that LBNCs be permitted by right in areas zoned for mixed-use and nonresidential zones that permit multi-family housing. The City will update the Zoning Code to reflect State law.
- Reasonable Accommodation: The City will work to develop a formal Reasonable Accommodation procedure to provide flexibility in the implementation of the City's land use and zoning policies to address housing for persons with disabilities.
- Civic Facility: Consider amending the Zoning Code to permit residential uses in the Civic Facility zone.

Specific Actions and Timeline	<ul style="list-style-type: none">• By December 2023, address the Zoning Code revisions as outlined above.
Primary Responsible Departments	Community Development
Funding Sources	General Fund

Program 8: Development Fees

The City's development impact fees are established on a per-unit basis without consideration of unit size. This fee structure is not conducive to promoting the development of a range of unit sizes, particularly smaller units. The City will review and revise its fee structure to encourage a range of unit sizes.

Specific Actions and Timeline	<ul style="list-style-type: none">• By December 2024, conduct an impact fee analysis and revise the development fee structure to encourage a range of housing unit sizes.
Primary Responsible Departments	Community Development
Funding Sources	General Fund

Program 10: Water Master Plan

The city is implementing its current water master plan as it develops an updated water master plan. The City purchases most of its drinking water from Sonoma Water and is a party to the Restructured Agreement for Water Supply (Restructured Agreement) between Sonoma Water and its water contractors. As required by the Restructured Agreement, the city is an active participant in the Sonoma Marin Saving Water Partnership which provides regional solutions for water use efficiency. The city is participating with Sonoma Water in a Regional Water Supply Resiliency Study.

As an urban water supplier, the city prepares an updated Urban Water Management Plan (UWMP) every five years which assesses the reliability of water sources over a 20-year planning horizon. Part of the UWMP is the Water Shortage Contingency Plan (WSCP) which is enacted during water shortage events. As part of the city development impact fees, the city charges water and sewer capacity fees for new connections. By December 2022, the city will conduct a water and sewer capacity fee study and revise its capacity fees to reflect the current cost of growth for future customers.

The city has a robust water conservation strategy that offers many programs to help residential and commercial water customers conserve water including rebates, water use evaluations, leak detection, and

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free water-saving devices. The water conservation program contracts with the local non-profit organization Daily Acts to provide water conservation outreach and programming.

The city has the following efforts planned to increase local water supply resiliency and water use efficiency:

- Drought Ready Ordinance – a requirement to pre-plumb new buildings for graywater.
- WSCP Update – plan update to include restrictions for some new water customer connections that occur during a water shortage periods.
- Recycled Water Program Expansion – expand urban recycled water pipeline to irrigate additional parks, schools, and public landscape areas.
- Expand the water conservation rebate program
- Aquifer Storage and Recovery Plan – plan to study taking surplus drinking water from the Russian River system during wet winter years and storing it in the deep underground aquifer in the Petaluma groundwater basin. The stored water would then be available as an emergency backup supply.
- Expand local municipal groundwater wells – develop new wells and implement decentralized treatment for existing wells with impaired water quality.
- The City is a member of the Petaluma Valley Groundwater Sustainability Agency (GSA) which is a public agency formed in 2017 to sustainably manage groundwater in the Petaluma Valley groundwater basin.
- Advanced Metering Infrastructure (AMI) – replacement project for all existing 20,000 + water meters to AMI technology. AMI will increase water conservation and provide water customers with real-time leak detection alerts and water use information.

Specific Actions and Timeline	<ul style="list-style-type: none"> • Ongoing participation in the update and implementation of the water master plan. • On-going compliance with the Restructured Agreement and participation in the Sonoma Marin Saving Water Partnership. • On-going implementation and expansion of water conservation program. • On-going recycled water program expansion. • By December 2022, an estimated 5 new recycled water connections off Maria Drive to serve public parks and landscape areas • By December 2022, Drought Ready Ordinance to City Council for consideration and adoption. • By December 2022, begin Aquifer Storage and Recovery Plan. • By September 2022, update UWMP and WSCP. • By December 2022, begin updated water and sewer capacity fee study and implement revised capacity fees. • FY23-24, Installation of new municipal groundwater well. • Planning stages for well treatment at existing groundwater wells. • By December 2025, the Advanced Metering Infrastructure installation complete.
Primary Responsible Departments	Public Works and Utilities
Funding Sources	Water Enterprise
AFFH Themes	Not applicable

Affordable Housing

Program 11: Inclusionary Housing

The City implements its local Inclusionary Housing program that requires 15 percent of the units in new development (of five or more units) to be rented or sold at prices affordable to lower and moderate income households. To facilitate housing development, the City will evaluate the Inclusionary Housing program to:

- Assess the threshold for applying the inclusionary requirements, including the appropriate unit threshold for in-lieu options.
- Establish specific alternative options for fulfilling the inclusionary housing requirements, such as payment of an in-lieu fee, donation of land, acquisition/rehabilitation and deed restriction of existing housing, or preservation of affordable housing at risk of converting to market rate.

Specific Actions and Timeline	<ul style="list-style-type: none"> • Continue implementation of the Inclusionary Housing Program to create 1,000 affordable units (400 very low income; 400 low income; 200 moderate income). • In 2024, evaluate the Inclusionary Housing program to ensure the in-lieu options, threshold and fee structure for in-lieu options are appropriate to facilitate housing development given the current market conditions. • At least every four years, review the in-lieu fee calculations to ensure the fees reflect current market conditions.
Primary Responsible Departments	Community Development
Funding Sources	General Fund
AFFH Themes	<ul style="list-style-type: none"> • New Opportunities in High Resource Areas • Housing Mobility • Anti-Displacement and Tenant Protection

Program 12: Housing-Commercial Linkage Fee

The City implements the Housing-Commercial Linkage Fee program to facilitate affordable housing development. The program requires all construction or expansion of nonresidential development to pay a linkage fee for affordable housing. Nonresidential uses include commercial, retail, and industrial uses. The collected fee is used to provide affordable housing for households with incomes between 80 and 100% of the Area Median Income (AMI). However, this income range does not cover many workers in the farming or hospitality industries who are at a lower pay scale. To ensure the success of the Housing-Commercial Linkage fee in helping the City meet workforce housing needs in the community, the City should evaluate the appropriateness of the 80 to 100% AMI target and consider modifying the fee to allow for use in lower income categories. Additionally, the fee as currently adopted does not include the annual increase by CPI that many other City impact fees have, and should be modified to include an annual adjustment to continue to meet the market.

Specific Actions and Timeline	<ul style="list-style-type: none"> • At least every four years, review the linkage fee calculations to ensure the fees reflect current market conditions. • Modify fee resolution to include an automatic annual increase by CPI • In 2024, review the existing nexus study and consider revising the target AMI range for the program to 60 to 100% AMI.
Primary Responsible Departments	Community Development

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Funding Sources	General Fund
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Program 13: Local Housing Trust Fund

A major constraint to affordable housing development is the lack of funding. The City has established a Local Housing Trust Fund but has limited sources of revenue for the Trust Fund. Currently, available resources include fees generated from the Inclusionary Housing in-lieu fee, Housing-Commercial Linkage Fee, and Permanent Local Housing Allocation. In addition, the City is exploring participation in the Joint Powers Authority (JPA) with the City of Santa Rosa and the County of Sonoma. The JPA was created with the PG&E settlement funding from the 2017 and 2018 wildfires.

The City will explore other funding sources, including:

- General Fund
- Transient Occupational Tax
- Short-Term Rental registration fee
- Vacant Home Tax - Imposing a tax on homes that are unoccupied for an extended period
- Employer Fee – Requiring major employers to contribute to affordable housing

Specific Actions and Timeline	<ul style="list-style-type: none">• In 2024, explore additional funding sources for the Housing Trust Fund and pursue appropriate options by 2025.
Primary Responsible Departments	Community Development
Funding Sources	Housing Trust Fund

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Program 14: Incentives for Affordable Housing (REQUIRED)

The City will continue to facilitate the development of affordable housing, especially for lower income households (including extremely low income) and those with special housing needs (including persons with disabilities/developmental disabilities). Incentives may include:

- Expedited review of affordable housing projects
- Dedicated project manager to help navigate the City process
- Financial participation using the Local Housing Trust Fund
- Support and assistance in project developer's applications for other local, state, and federal funds
- Density bonus beyond State law
- Reduced impact fees for affordable housing units
- Streamlined review for 100% affordable housing projects

Specific Actions and Timeline	<ul style="list-style-type: none">• By December 2023, develop an incentive package for affordable housing development, such as the percentage of affordable units to qualify for expedited review and local density bonus.• Facilitate the development of 1,000 affordable units in eight years (400 very low income; 400 low income; and 200 moderate income).
Primary Responsible Departments	Community Development
Funding Sources	General Fund

Program 15: Workforce/Missing Middle Housing

Housing in Petaluma is generally not affordable to lower and moderate income households. Even middle income households have difficulty locating affordable and adequate housing options. More than three-quarters of the City's housing stock is comprised of single-family homes. The City will explore various strategies to promote workforce/missing middle housing. Potential strategies may include:

- Transition single-family neighborhoods into 15-minute walkable neighborhoods by integrating neighborhood-serving uses, and live/work spaces with residential uses. This approach also enhances housing options by introducing medium density housing into single-family neighborhoods, providing the middle income housing that is missing in the City's range of housing choices. To implement this goal, the City will explore several changes to the Zoning Code, including but not limited to:
 - Allowing neighborhood-serving nonresidential uses, including co-working spaces
 - Redefining home occupation and live/work arrangements
 - Implementing SB 9
 - Promoting small lot subdivisions and appropriately-scaled multifamily buildings
- Allowing small complexes, up to six units, on lots of at least 6,000 square feet citywide.
- Establishing a requirement for an average unit size per development to balance between density and unit sizes and encourage the development of smaller units.
- Pursuing the acquisition and deed restriction of apartments for middle income households.

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Specific Actions and Timeline	<ul style="list-style-type: none"> By December 2023, as part of the City's General Plan update, develop land use policies to facilitate the transitioning of single-family neighborhoods and to increase opportunities for medium density residential for middle income housing. In 2024, pursue opportunities with Joint Powers Authorities to acquire and deed restrict apartments as middle income housing.
Primary Responsible Departments	Community Development
Funding Sources	Housing Trust Fund
AFFH Themes	<ul style="list-style-type: none"> Housing Mobility New Opportunities in High Resource Areas

Program 16: Community Land Trust/Land Banking

Community land trusts are nonprofit, community-based organizations designed to ensure community stewardship of the land. Community land trusts can be used for many types of development (including commercial and retail), but are primarily used to ensure long-term housing affordability. To do so, the trust acquires land and maintains ownership of it permanently.

The CLT model is often used for the ownership of affordable housing because the cost of land is not factored into the price of the home. Prospective homeowners enter into a long-term renewable lease with the CLT instead of a traditional sale. When the homeowner sells, the seller earns only a portion of the increased property value. The remainder is kept by the trust, preserving the affordability for future low- to moderate-income families. For rental housing, the CLT guarantees the affordability of the properties in perpetuity.

The City may also pursue an alternative approach to CLT, by acquiring and retaining ownership of the land but leasing the land to developers for affordable housing for \$1 per year.

Specific Actions and Timeline	<ul style="list-style-type: none"> In 2024, hold outreach to nonprofit housing developers and other Community-Based Organizations (CBOs) to explore the feasibility of establishing a CLT. If feasible, identify funding sources to seed the CLT and in 2025, establish a CLT for affordable housing or develop an alternative land banking strategy.
Primary Responsible Departments	Community Development
Funding Sources	Housing Trust Fund

Housing Preservation

Program 17: Housing Rehabilitation (REQUIRED)

The City has been providing Community Development Block Grant (CDBG) funds to Rebuilding Together to provide major and minor rehabilitation services to lower income households. The City will continue to support nonprofit efforts for the improvement of housing conditions for lower income households, especially those with special needs. Eligible improvements include emergency health and safety housing repairs, energy conservation, and accessibility improvements.

The City will also explore using available resources to assist disadvantaged neighborhoods in moving toward all electrical utilities and appliances as per the City's Climate Action and Adaptation Plan.

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Specific Actions and Timeline	<ul style="list-style-type: none"> Continue to provide funding for housing rehabilitation services to assist an average of 30 households annually or 240 households over eight years. Beginning 2024, pursue funding for decarbonization of housing for low income households to assist 40 households over eight years.
Primary Responsible Departments	Community Development
Funding Sources	CDBG

Program 18: Preservation of At-Risk Housing (REQUIRED)

The City has an inventory of publicly assisted housing projects that offer affordable housing opportunities for lower income households. Most of these projects are deed-restricted for affordable housing use long term. However, eight projects (300 units) in the City utilize Section 8 rental assistance from HUD to further subsidize the affordability of these units. These subsidy contracts are usually renewed every five years. All except one of these projects are owned by nonprofit organizations. Therefore, the likelihood of these projects opting out of low income use is limited.

The City will work to preserve the long-term affordability of its affordable housing inventory, including these eight projects with project-based Section 8 contracts. A possible strategy for preserving the affordable housing inventory is to acquire and maintain the affordable projects through the Community Land Trust if one is established (Program 16).hSpecific Actions and Timeline	<ul style="list-style-type: none"> Annually monitor the status of the at-risk project with the goal of preserving the 300 at-risk units. Ensure tenants are properly noticed by the property owners should a Notice of Intent to opt-out of low income use is filed. Notices must be filed three years, one year, and six months in advance of conversion. If HUD Section 8 contracts are not renewed, work with property owners to pursue other funding to preserve affordability. Outreach to other nonprofit housing providers to acquire projects opting out of low income use. Pursue acquisition of the affordable units through the Community Land Trust if one is established.
Primary Responsible Departments	Community Development
Funding Sources	Housing Trust Fund

Program 19: Mobile Home Rent Stabilization

The City implemented rent stabilization for mobile home spaces in 1994 to ensure affordability for homeowners, most of whom are on fixed incomes. At the same time, rent stabilization is intended to allow mobile home park owners to maintain a fair and reasonable return. Rent stabilization applies to spaces that have a rental agreement term of 12 months or less. Annual rent increases are limited to the percentage change in the Consumer Price Index, but any increase is limited to a maximum of 6 percent.

The City promotes the long-term affordability of the mobile home units through the following actions:

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- The land use classification of the seven mobile home parks in Petaluma is Mobile Homes. This classification protects the mobile home parks from possible future development by limiting the housing types to only mobile homes. Any proposed change would require a General Plan amendment.
- Support the administration of the Mobile Home Rent Control Program that was implemented to provide rent stabilization for over 317 lower income mobile home park tenants, most of whom are elderly.

Specific Actions and Timeline	<ul style="list-style-type: none"> • Annually monitor mobile home park rents to ensure compliance with the Rent Stabilization Ordinance. • As requested, conduct mediation between tenants and mobile home park owners for rent increases. • Updating the Mobile Home Rent Stabilization Ordinance, Just Cause, and Ellis Act Ordinances.
Primary Responsible Departments	Community Development
Funding Sources	Mobile Home Rent Stabilization Fee

Program 20: Historic Preservation

The City has many homes older than 50 years that are eligible for historic preservation through the Mills Act. The City will explore adopting a Mill Act Program to preserve and enhance the quality of historic homes, while still increasing the housing supply. A potential adaptive reuse approach is to convert these older homes into smaller living quarters or other living arrangements.

Specific Actions and Timeline	<ul style="list-style-type: none"> • Exploration of the viability of adopting a Mills act program based on City priorities • Annually outreach to historic homes through the City newsletter regarding the tax benefits through Mills Act. • Technical assistance to assist interested property owners in converting large historic homes into smaller housing units such as creating JADUs within the existing square footage or converting them into co-housing arrangements.
Primary Responsible Departments	Community Development
Funding Sources	Housing Trust Fund

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Program 21: Condominium Conversion

The City allows the conversion of apartments into condominiums only when the rental vacancy rate is above three percent, or if one-for-one replacement of rental units of a similar type occurs, or if two-thirds of the adult tenants agree to the conversion. However, given the tight rental housing market in Petaluma, condominium conversion is not anticipated to be a significant trend in the foreseeable future. Should this become an issue, the City will also consider a Tenant Opportunity to Purchase Act (TOPA) to mitigate the displacement impacts.

Specific Actions and Timeline	<ul style="list-style-type: none">• Bi-Annually monitor the vacancy rate.• Pursue Tenant Opportunity to Purchase Act to allow a tenant the first right of refusal should condominium conversion become a significant trend in the future.
Primary Responsible Departments	Community Development
Funding Sources	General Fund

Special Needs Housing

Program 22: Project HomeKey

In March 2022, the City was awarded \$15,385,000 funding from the State of California, Housing and Community Development Department, for Project Homekey. The project scope includes the acquisition and rehabilitation of an existing 62-unit hotel. The project will provide sixty units of permanent supportive housing for members of the community who are chronically unhoused.

Specific Actions and Timeline	<ul style="list-style-type: none">• In 2023, identify additional potential locations that may be appropriate as Project HomeKey sites and conduct outreach to interested nonprofit developers to pursue funding from HCD. The goal is to potentially achieve additional Projects.
Primary Responsible Departments	Community Development
Funding Sources	HCD Project HomeKey Funds

Program 23: Support for Homeless Services and Facilities (REQUIRED)

As funding permits, the City continues to support the provision of housing and services for community members who are unhoused. In the past, the City has supported the following programs and facilities:

- Petaluma People Services Center (PPSC) Rental Assistance Program: This program assists Petaluma individuals and families seeking to retain affordable housing by making a one-time payment of rent or mortgage on their behalf. Clients also receive information, referrals, and counseling services to prevent future threats to their stability.
- Mary Isaak Center (MIC): MIC contains an 80-bed dormitory, a large dining area, a six-bed sick room, a large training/service kitchen, a living room, a conference/counseling room, a laundry room, offices, lockers, and men's and women's bathroom facilities with showers. All clients participate in multi-level case management and goal-setting program that helps clients with basic needs and

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access to social services, including life skills workshops, counseling services, referrals, showers, lockers, mail, laundry facilities, telephone, and message services.

- Committee on the Shelterless (COTS) Family Shelter: MIC has a 32-bed transitional housing program for families located on the 2nd floor of the Mary Isaak Center. The program is designed to be the final step on their way to stability in permanent, independent housing.
- People's Village: Twenty-five non-congregate tiny homes adjacent to the COTS Mary Isaak Center. The program includes intensive case management services and is focused on transitioning clients into long-term housing solutions.
- Committee on the Shelterless (COTS) Family Transitional Homes: The COTS program has a total of 12 homes, four of which are City-owned, while eight are market rate and leased by COTS and have County Housing Vouchers. This program provides housing for clients transitioning out of an emergency shelter.
- City-Owned Homes: The City owns a four-bedroom house on Rocca Drive, leased and operated by the America's Finest, formerly, Vietnam Veterans of America serving homeless veterans who are unsheltered and are enrolled in the Agency's Employment and Training Program.

Specific Actions and Timeline	Annually assist various local nonprofits that serve the homeless: <ul style="list-style-type: none"> ○ 100 households through PPSC Rental Assistance ○ 80 bed nights through Mary Isaak Center ○ People's Village 25 Non- congregate interim housing ○ 60 individuals through COTS Family Shelter ○ 80 individuals through COTS Family Transitional Homes ○ 12 individuals through City-owned Transitional Home
Primary Responsible Departments	Community Development
Funding Sources	Housing Trust Fund; CDBG

Program 24: Senior Housing Options (REQUIRED)

The City has an aging population and there are generally limited options for seniors to trade down their current homes for smaller units that may require less upkeep and repairs. The City will explore incentives to encourage the development of a range of senior housing options, such as senior apartments, condominiums/townhomes, assisted living, and co-housing. Development standards may need to be modified to accommodate alternative housing options such as co-housing and tiny homes. Other policies may include encouraging developers to include accessible homes that utilize universal design principles. In addition, the City will promote programs such as Home Match to assist seniors who would like to remain in their homes but rent out the excess rooms or develop ADUs.

Specific Actions and Timeline	<ul style="list-style-type: none"> • In 2024, develop incentives and modifications to development standards to facilitate a variety of housing options for seniors. • Continue to promote Home Match and similar programs that help match seniors with potential tenants and help navigate the rental leasing process.
Primary Responsible Departments	Community Development
Funding Sources	General Fund

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Program 25: Adequately Sized Rental Housing for Families (REQUIRED)

The rental housing market of Petaluma offers limited large rental units that would be considered adequate for large households or families with children. When such units are available, the rents are not affordable to lower and moderate income households. The City may consider policies to facilitate the development of large rental units. Potential considerations may include:

- Requiring projects above a certain size to include units with three or more bedrooms
- Allowing large units to qualify for more than one inclusionary unit
- Reducing parking requirements (currently one per bedroom) to facilitate larger rental units
- Allowing ADUs to exceed State size requirements

Specific Actions and Timeline	• In 2024, develop incentives and modifications to development standards to facilitate large rental units.
Primary Responsible Departments	Community Development
Funding Sources	General Fund

Program 26: Universal Design and Visitability (REQUIRED)

Universal design is the design of buildings or environments to make them accessible to all people, regardless of age, disability, or other factors. Universal design goes beyond ADA requirements but may add to the cost of construction. Typically, communities incentivize the use of universal design principles.

Currently, visitability is a requirement for HUD-funded single-family or owner-occupied housing. Visitability is housing designed in such a way that it can be lived in or visited by people who have trouble with steps or who use wheelchairs or walkers. The City may consider expanding visitability to multi-family housing.

Specific Actions and Timeline	• In 2024 study and by 2025, develop policies or incentives to encourage universal design and visitability requirements.
Primary Responsible Departments	Community Development
Funding Sources	General Fund

Program 27: Housing for Farmworkers and Hospitality Workers (REQUIRED)

Sonoma County is known for its wide range of agricultural activities. Agricultural activities and the hospitality industry associated with local wineries represent a significant segment of the regional economy. Although the City of Petaluma does not have a large farmworker population, farmworkers live outside of City limits and access public services within City limits. Also, about 22% of employees in Petaluma are employed in retail and service sectors that support the hospitality industry. Farmworkers and hospitality employees typically earn lower incomes and have limited affordable housing options in Petaluma. To participate in addressing this regional housing need, the City may explore policies that facilitate the provision of affordable housing for these workers. Potential considerations may include:

- Adjusting the Housing-Commercial Linkage Fee program requirement for affordable housing to households earning between 60 and 100% of AMI (see Program 12)
- Setting aside a specific percentage of affordable housing units for farmworkers and hospitality workers
- Partnering with other jurisdictions, farm operators, wineries, hotels, and other hospitality employers in the region to contribute to an affordable housing fund or Community Land Trust

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- Requiring hospitality employers to provide housing to temporary employees during peak seasons

Specific Actions and Timeline	<ul style="list-style-type: none"> • In 2025, reach out to other jurisdictions, farm operators, and hospitality employers to explore strategies for providing affordable housing options to farmworkers and hospitality employees. Develop strategies by December 2025.
Primary Responsible Departments	Community Development
Funding Sources	General Fund

Fair Housing

Program 28: Fair Housing Outreach and Enforcement (REQUIRED)

The City of Petaluma provides funding annually to Petaluma People Services Center (PPSC), which provides several services including mediation and resolution of tenant/landlord disputes, helping tenants complete state and federal complaint forms, investigating complaints of housing discrimination, and providing outreach services.

Specific Actions and Timeline	<ul style="list-style-type: none"> • Assist an average of 300 residents annually with tenant/landlord dispute resolution, and fair housing inquiries and investigations. • By December 2023, update the City website to provide a range of fair housing resources, including PPSC, State Department of Fair Employment and Housing (DFEH), and HUD Fair Housing and Equal Opportunity (FHEO) Office, along with State tenant protection provisions. • By December 2023, work with PPSC to expand methods of information dissemination, including print, website, and other social media outlets. Specifically, work with PPSC to develop materials on the State’s source of income protection and distribute them as part of the ADU permit application package.
Primary Responsible Departments	Community Development
Funding Sources	City Housing In-Lieu

Program 29: Tenant Protection Strategies (PROTECTIVE ACTIONS REQUIRED)

Throughout the region, tenants are facing rising rents and the risk of eviction due to the economic impact of COVID, as well as displacement impact from the economic pressure of new development. The City will explore a series of strategies that offer tenant protection. These may include:

- Rent stabilization: Currently, the State imposes rent caps on some residential rental properties (AB 1482) through 2030. However, AB 1482 exempts single-family homes and condominiums for rent, and multi-family housing units built within the previous 15 years. A strategy for rent stabilization is to make permanent the policy and possibly expand the policy to units not covered by AB 1482. However, compliance with the 1995 Multi-Family Housing Act (Costa Hawkins) is critical.
- Just Cause for Eviction: AB 1482 also establishes a specific set of reasons that a tenancy can be terminated. These include: 1) default in rent payment; 2) breach of lease term; 3) nuisance activity or waste; 4) criminal activity; 5) subletting without permission; 6) refusal to provide access; 7) failure to vacate; 8) refusal to sign lease; and 9) unlawful purpose. The City may consider adopting a local Just Cause for Eviction ordinance that offers greater protection in the scope of units covered.

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- **Tenant Commission:** Typically, most land use policies and planning decisions are made from the perspective of property owners. Tenants lack a voice in the planning process. A Tenant Commission or Advisory Committee may be an avenue where they can bring policy discussions that highlight tenant interests to the City.
- **Right to Purchase:** When tenants are being evicted due to condominium conversion or redevelopment, the Right to Purchase policy/program ensures the first right of refusal to displaced tenants to purchase the units.
- **Right to Return:** When tenants are being evicted due to rehabilitation/renovation of the property, the Right to Return offers the first right of refusal to displaced tenants to return to the improved property.

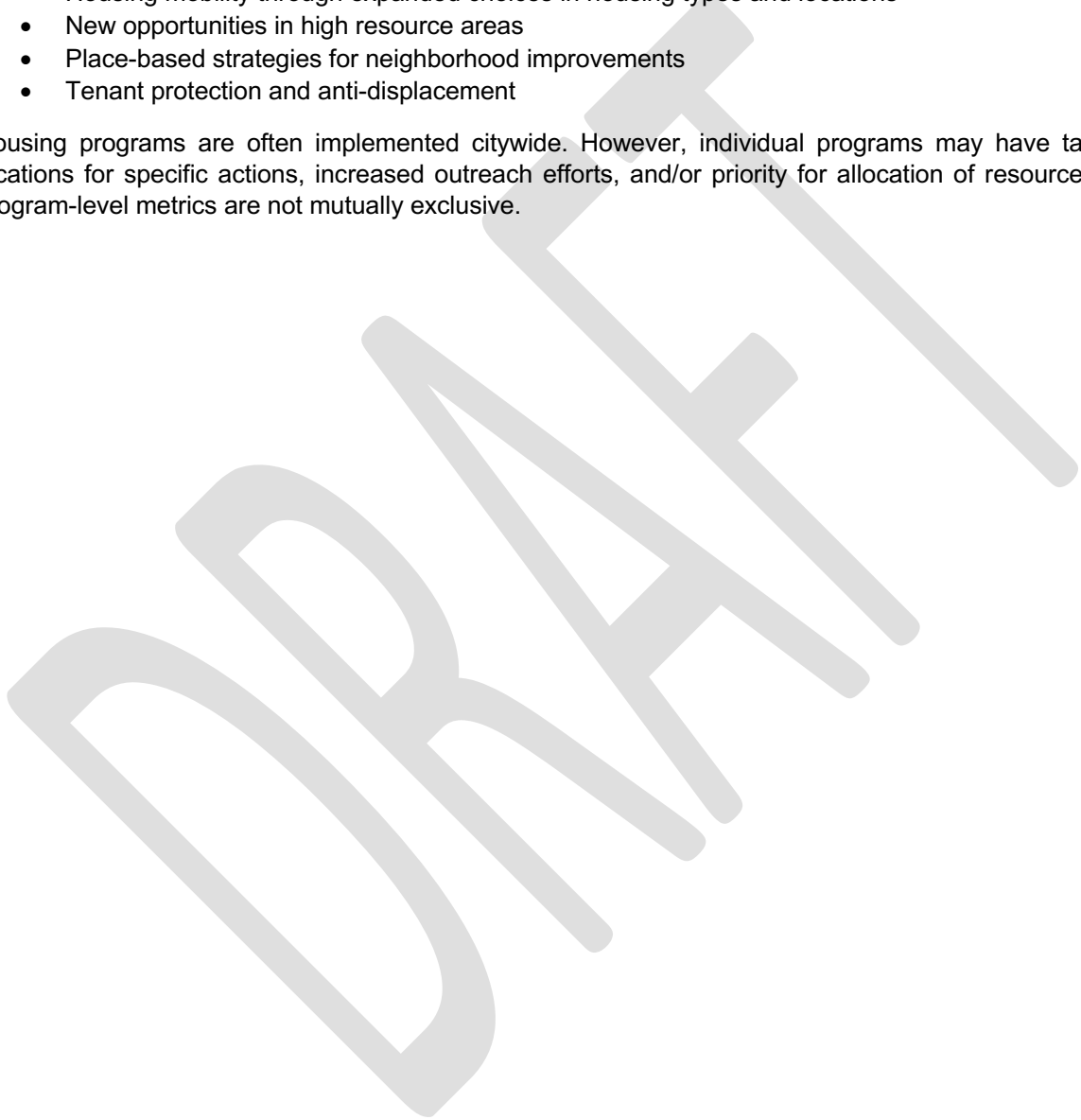
Specific Actions and Timeline	<ul style="list-style-type: none">• In 2023, begin community outreach to discuss various strategies of tenant protection.• In 2024, adopt appropriate tenant protection strategies.
Primary Responsible Departments	Community Development
Funding Sources	General Fund
AFFH	<ul style="list-style-type: none">• Tenant Protection and Anti-Displacement

5.3 Affirmatively Furthering Fair Housing

The following table summarizes the City's implementation actions to further fair housing. Individual housing programs may have different impacts on furthering housing choices in Petaluma. Fair housing actions are grouped into the five themes:

- Fair housing outreach and enforcement
- Housing mobility through expanded choices in housing types and locations
- New opportunities in high resource areas
- Place-based strategies for neighborhood improvements
- Tenant protection and anti-displacement

Housing programs are often implemented citywide. However, individual programs may have targeted locations for specific actions, increased outreach efforts, and/or priority for allocation of resources, and program-level metrics are not mutually exclusive.



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Table 1: Affirmatively Furthering Fair Housing Action Matrix

Program	Specific Commitment	Timeline	Geographic Targeting	Eight-Year Metrics
Housing Mobility				
Program 5: Flexible Development Standards	As part of the General Plan update, adjust to the mixed-use development requirements and address zoning code constraints, such as parking, to adaptive reuse of nonresidential spaces.	By December 2023	Downtown	Create 100 new units through adaptive reuse and conversion of non-residential use
Program 6: Religious and Institutional Facility Housing Overlay	As part of the General Plan update, establish a Religious and Institutional Facility Housing Overlay.	By December 2023	Citywide	Create 50 new housing units affordable to lower income households in Overlay
Program 7: Zoning Code Amendments	Revise the Zoning Code to facilitate a variety of housing types.	By December 2023	Citywide	Create 100 new housing units for special needs groups
Program 8: Development Fees	Conduct an impact fee analysis and revise the development fee structure to encourage a range of housing unit sizes.	By December 2024	Citywide	
Program 15: Workforce/Missing Middle Housing	Develop land use policies to facilitate the transitioning of single-family neighborhoods and to increase opportunities for medium density residential for middle income housing.	By December 2023	Single-family neighborhoods and lower density areas	Create 200 new units (duplex, triplex, fourplex, and small multi-family complex) in single-family and other lower density neighborhoods
Program 24: Senior Housing Options	Develop incentives and modifications to development standards to facilitate a variety of housing options for seniors	In 2024	Citywide	Create 50 new senior units
	Promote Home Match and similar programs that help match seniors with potential tenants and help navigate the	Ongoing	Citywide	Not applicable

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Program	Specific Commitment	Timeline	Geographic Targeting	Eight-Year Metrics
	rental leasing process			
Program 25: Adequately Sized Rental Housing for Families	Develop incentives and modifications to development standards to facilitate large rental units.	In 2024	Citywide, with an emphasis on Midtown/Downtown neighborhood (Tracts 1507.01, 1509.01)	Target 20% of new rental units to have three or more bedrooms
Program 26: Universal Design and Visitability	Study and develop policies or incentives to encourage universal design and visitability requirements.	By 2025	Citywide, with an emphasis on Midtown/Downtown neighborhood (Tracts 1507.01, 1509.01)	Increase accessible units beyond Building Code minimum requirements
Program 27: Housing for Farmworkers and Hospitality Workers	Outreach to other jurisdictions, farm operators, and hospitality employers to explore strategies for providing affordable housing options to farmworkers and hospitality employees and develop appropriate strategies	By 2025	Citywide	Create 20 units for farm workers and/or hospitality workers
New Opportunities in High Resource Areas				
Program 3: Accessory Dwelling Units	Develop and implement an outreach program to promote ADU/JADU in Planned Unit Development (PUD) areas that previously do not allow such units	In 2023	PUD areas	Create 16 ADUs/JADUs in PUD areas
Program 11: Inclusionary Housing	Continue to implement the Inclusionary Housing Program	Ongoing	Citywide	Create 1,000 new affordable units
Program 14: Incentives for Affordable Housing	Develop an incentive package for affordable housing development, such as the percentage of affordable units to qualify for expedited review and local density bonus	By December 2023	High resource areas	Target at least 40% of new affordable units in high resource areas
Place-Based Strategies for Neighborhood Improvements				
Program 3:	Promote opportunities to property owners,	Within six	Disadvantaged	Achieve code

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Program	Specific Commitment	Timeline	Geographic Targeting	Eight-Year Metrics
Accessory Dwelling Units	particularly those in the Disadvantaged Communities as outlined in the Environmental Justice Element.	months of adopting an amnesty program	Communities: 1506.01 1506.09	compliance or legalization of 40 units over eight years
Program 9: Objective Development Standards for off-Site Improvements	Establish objective development standards for off-site improvements, with emphasis on improvements in the Disadvantaged Communities as outlined in the Environmental Justice Element.	By December 2025	1509.01 1506.03, Block Group 1 1506.03, Block Group 2 1506.03, Block Group 5	Not applicable
Program 17: Housing Rehabilitation	Pursue funding for decarbonization of housing for low income households.	Beginning 2024	1506.07, Block Group 2 1508.00, Block Group 3 1512.01, Block Group 4 Adobe Neighborhood (Low Resource) 1506.01 1506.02 1506.11	Assist 40 lower income households in Disadvantaged Communities
Tenant Protection and Anti-Displacement				
Program 2: Replacement Housing	Update the Zoning Code to address the replacement requirements and to consider requiring the first right of refusal for displaced tenants.	By December 2023	Citywide	No net loss of existing affordable housing
Program 18: Preservation of At-Risk Housing	Take actions to preserve at-risk units.	Ongoing	Citywide	Preserve all 300 at-risk units
Program 19: Mobile Home Rent	Monitor mobile home park rents to ensure compliance with the Rent Stabilization	Annually	Citywide	Preserve affordable rents for 317 mobile home park

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Program	Specific Commitment	Timeline	Geographic Targeting	Eight-Year Metrics
Stabilization	Ordinance			tenants
Program 29	Conduct community outreach to discuss various strategies of tenant protection. And adopt appropriate tenant protection strategies.	In 2024	Citywide, with an emphasis on Tract 1508 (identified as a sensitive community at risk of displacement)	Not applicable
Fair Housing Outreach and Enforcement				
Program 28: Fair Housing Outreach and Enforcement	Continue to outreach to residents regarding fair housing rights.	Ongoing		Assist 400 residents, housing providers, and housing professionals

5.4 Summary of Quantified Objectives

The following table summarizes the City's quantified objectives for the various housing programs outlined above.

Table 2: Summary of Quantified Objectives (2023-2031)

	Extremely Low ¹	Very Low	Low	Moderate	Above Moderate	Total
RHNA	247	248	288	313	810	1,910
New Construction ²	100	300	400	200	2,500	3,500
Rehabilitation	20	120	140	--	--	280
Preservation ³	75	75	150	--	--	300
Notes:						
<ol style="list-style-type: none"> 1. State law requires projecting the needs of extremely low income households. One allowable methodology is to assume that 50% of the very low income housing needs are extremely low income. 2. New construction is generally estimated by doubling housing units from pipeline projects, assuming new development and adaptive reuse activities in the next eight years will at least match the projects already in the pipeline. 3. Preservation of 300 at-risk housing units 						