



**Housing Authority Planning Day**  
**Summary of Retreat**  
*September 26, 2022*

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**Attendees:** Diane Test (Chair), Jeff Owen (Vice Chair), Stephen Burke, Wayne Downey, Yvonne Rawhouser, Tom LaPenna, Scott McWhorter, Megan Basinger (Executive Director), and Serena Lienau (Facilitator)

**Purpose:** To provide the Housing Authority with opportunity to plan for the future and identify strategies to support and invest in the development of affordable housing in Santa Rosa.

**Objectives:**

- Housing Authority Commissioners provide input on the objectives
- Provide a space for open communication and idea sharing
- Identify ways to improve the delivery and preservation of affordable housing

**Strategic Planning Focus Areas:**

1. Ideas on where the future emphasis should be in respect to adding to or improving the City's housing inventory
2. Distribution of assisted housing throughout the community
3. Overview of housing types needed (families, seniors, homeless, veterans, people with disabilities, etc.)
4. Solicitation process for funding resources
5. What would you as Commissioners need to be successful? What would staff need to be successful?

**Next Steps:**

- Review nomination committee at October meeting – follow up with City Attorney's Office
  - Gather identified professionals and identify what the most creative and far-fetched ideas are and see what's most doable, and then create an action plan.
  - Conduct a more in-depth analysis – focus on specific questions that Housing Authority would like to have answered
  - Staff will summarize the information from the planning session and share at a future meeting and identify how to proceed
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## **Summary of Focus Areas:**

### ***Ideas on where the future emphasis should be in respect to adding to or improving the City's housing inventory***

- Identify needs of community and align funding sources versus funding sources driving decisions.
- Improve neighborhoods to help them thrive, while being proactive and preserving housing.
- Study conditions in Santa Rosa and analyze need for additional housing. Goal is to incorporate a data driven approach to best use funds.
- Diversify the types of housing for people that can maximize. What are new types of technology, affordability, and/or viable options?
- Housing Affordability – Learn more about assisting those between 80-120% AMI.
- More acquisition/rehabilitations of housing to add to housing stock.

### ***Distribution of assisted housing throughout the community***

- Assistance for people needing to get back on their feet.
- Distribution of housing around the community so there isn't an overconcentration.
- Be strategic and identify funding to purchase land and then solicit proposals to build, rather than to only respond to proposals.
- Understand existing properties and identify opportunities for future development.

### ***Overview of housing types needed (families, seniors, homeless, veterans, people with disabilities, etc.)***

- Yes to all!
  - It doesn't have to be done individually, focus on mixed affordability projects
  - New market rate downtown will test theory
  - Need smaller units to keep rent costs lower
  - More creativity about how to mix different populations
- Encourage diversity in subpopulation housing and housing types.
- Use data to help guide decisions about how best to use resources.
- Create financing opportunities for homeownership.

### ***Solicitation process for funding resources***

- Analyze where the focus should be for funding to preserve housing versus new construction – looking at 3-5 years.

- Identify subsidies and grants to help narrow income disparity.
- Re-engage banks to finance affordable housing, Community Reinvestment.

***What would you as Commissioners need to be successful? What would staff need to be successful?***

- Executive Director – understand Housing Authority’s goals and what success would look like to help provide focus for staff to work towards those goals.
- Summarize what we’ve discussed, review and process the results, and identify a plan moving forward.
- Identify a scope of work to identify and then implement Housing Authority goals, then share with key entities like City Council, Planning Commission, and any other boards and commissions.
- Would like to start meeting in person and less on Zoom – meet in Council Chambers.
- Within the parameters of what Housing Authority is allowed to do – is there any room for flexibility? E.g. types of housing being built, where are we going to get the best bang for our buck?