

CITY OF SANTA ROSA  
HOUSING AUTHORITY

TO: HOUSING AUTHORITY COMMISSIONERS  
FROM: MEGAN BASINGER, DIRECTOR  
HOUSING AND COMMUNITY SERVICES

SUBJECT: REVIEW OF 2022 HOUSING AUTHORITY PLANNING DAY  
THEMES AND OUTCOMES

AGENDA ACTION: DISCUSSION

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RECOMMENDATION

It is recommended by the Housing and Community Services Department that the Housing Authority, discuss the focus areas of the 2022 Planning Day and provide direction on potential strategies to be evaluated in 2023.

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EXECUTIVE SUMMARY

The Housing Authority held a “Planning Day” on September 28, 2022, to plan for the future, to identify strategies to support and invest in the development of affordable housing in Santa Rosa. This item is to review the focus areas that emerged and have a discussion on how to proceed with additional strategies.

BACKGROUND

The Authority held its first Planning Day in 2015, convened the second in 2018, and had its third and most recent in September 2022.

At the Planning Day, focus areas were discussed in detail and can be seen in the Analysis section, as well as the attachment to this staff report.

PRIOR HOUSING AUTHORITY REVIEW

On September 26, 2022, the Housing Authority held a Study Session to review the roles and responsibilities of the department of Housing and Community Services, the role of the Housing Authority and to discuss and identify the planning objectives of the Housing Authority.

## ANALYSIS

Below are the focus areas and specific comments/ideas from the Planning Day, as well as the City's Regional Housing Needs Allocation and need for permanent supportive housing.

1. Ideas on where the future emphasis should be in respect to adding to or improving the City's housing inventory;
  - a. Identify needs of community and align funding sources versus funding sources driving decisions.
  - b. Improve neighborhoods to help them thrive, while being proactive and preserving housing.
  - c. Study conditions in Santa Rosa and analyze need for additional housing. Goal is to incorporate a data driven approach to best use funds.
  - d. Diversify the types of housing for people that can maximize. What are new types of technology, affordability, and/or viable options?
  - e. Housing Affordability – Learn more about assisting those between 80-120% AMI.
  - f. More acquisition/rehabilitations of housing to add to housing stock.
2. Distribution of assisted housing throughout the community;
  - a. Assistance for people needing to get back on their feet.
  - b. Distribution of affordable housing around the community so there isn't an overconcentration.
  - c. Be strategic and identify funding to purchase land and then solicit proposals to build, rather than to only respond to proposals.
  - d. Understand existing properties and identify opportunities for future development.
3. Overview of housing types needed (families, seniors, homeless, veterans, people with disabilities, etc.); and
  - a. Doesn't have to be done individually, focus on mixed affordability projects.
    - i. New market rate downtown will test theory.
    - ii. Need smaller units to keep rent costs lower.
    - iii. More creativity about how to mix different populations
  - b. Encourage diversity in subpopulation housing and housing types.
    - i. Use data to help guide decisions about how best to use resources.
    - ii. Create financing opportunities for homeownership.

4. Solicitation process for funding resources.
  - a. Analyze where the focus should be for funding to preserve housing versus new construction – looking at 3-5 years.
  - b. Identify subsidies and grants to help narrow income disparity.
  - c. Re-engage banks to finance affordable housing, Community Reinvestment.
5. Regional Housing Needs Allocation (RHNA)
  - a. The City's RHNA between 2023 and 2031 is 4,685 units
    - i. 1,218 – Very low (<50% of AMI)
    - ii. 701 – Low Income (50-80% of AMI)
    - iii. 771 – Moderate Income (80-120% of AMI)
    - iv. 1,995 – Above Moderate (>120% of AMI)
6. Homelessness Solutions Strategic Plan
  - a. Identifies need to provide 1,409 units of permanent housing to address Santa Rosa's homeless population.

#### FISCAL IMPACT

Discussion of Planning Day focus areas does not have a fiscal impact on any Housing Authority funds.

#### ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guidelines Section 15378.

#### COUNCIL/BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

#### NOTIFICATION

Not applicable.

#### ATTACHMENTS

- Housing Authority Planning Day Summary of Retreat

#### CONTACT

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