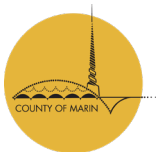


# Measure W Community Housing Working Group

KICK-OFF MEETING

Thursday, November 30, 2021

Photo Credit: Jeff Wong



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# Virtual Hearing Zoom

## HOUSEKEEPING ITEMS FOR PUBLIC HEARING

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- The meeting is being **recorded**.
- Attendees are on mute. We request that **presenters stay on mute** when not speaking.
- Technical issues joining audio or viewing the presentation? **Please try leaving the event and rejoining**.
- Use **Zoom Chat** tool to communicate with meeting co-hosts for **technical assistance**.
- We will use **Zoom's Raise Hand for comment/questions** for portions of the hearing. We will attempt to answer Zoom Chat questions verbally. We will unmute participants in order of Raised Hands to allow them to ask questions.
- For Users joining **audio by phone**, you can raise your hand or mute your phone with the phone keypad.
  - **Raise hand = \*9**
  - **Mute = \*6**



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# Agenda

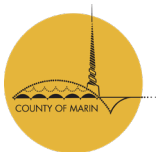
ACTION ITEMS FOR NOVEMBER 30, 2021 KICK-OFF MEETING

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1. Welcome and Introductions
2. Measure W History
3. Housing 101
4. Review of Inaugural Working Group
5. Measure W Income and Expenditures

## 10-Minute Break

1. Bylaws and Terms of Service
2. Process for Establishing Priorities
3. Next Steps



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# Welcome and Introductions

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## County of Marin Staff

- Tom Lai
- Leelee Thomas
- Molly Kron

## Working Group Members

- Arianne Dar\*
- Ashley Harriman
- David Sherwood
- Elizabeth Hollis\*
- Owen Clapp
- Scott Hochstrasser\*
- Stacey Laumann
- Tamara Hicks
- Yareli Cervantes

*\*previously served on the Working Group*

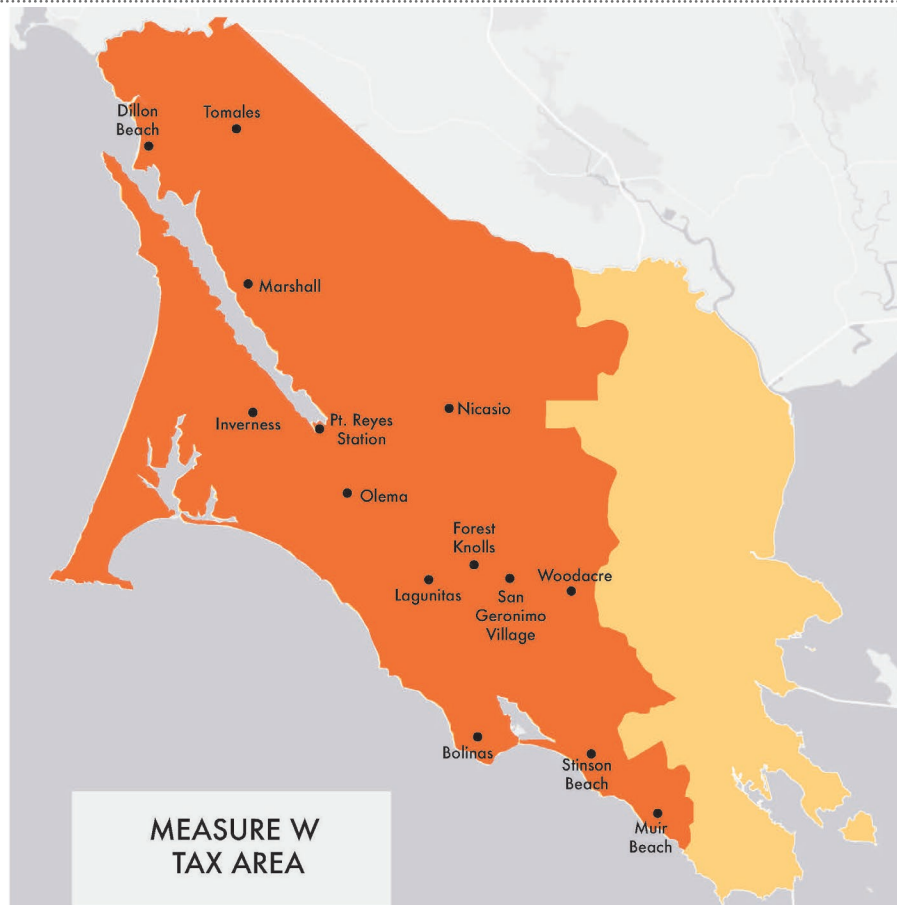
**Icebreaker:** Share a formative/memorable experience in West Marin that convinced you to move/work here or keeps you living/working here.



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# Measure W History

TRANSIT OCCUPANCY TAX FUNDS HOUSING + FIRE AND EMERGENCY SERVICES



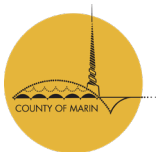
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# Housing 101

DEVELOP SHARED KNOWLEDGE AND UNDERSTANDING OF HOUSING

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- *Affordable housing*: 30% of income for rent + utilizes
- *Area Median Income*: used by HUD to define low income
- *Community housing*: Long term housing for West Marin workforce, families, disabled individuals + seniors
- *Countywide Plan*: Marin's General Plan or the blueprint for development
- *HCD*: State Department of Housing and Community Development
- *HUD*: Federal Department of Housing and Urban Development
- *Local Coastal Plan*: Land use, development, natural resource protection, coastal access, and public recreation policies
- *Zoning*: local law that spells out the immediate, allowable uses for each piece of property within the community



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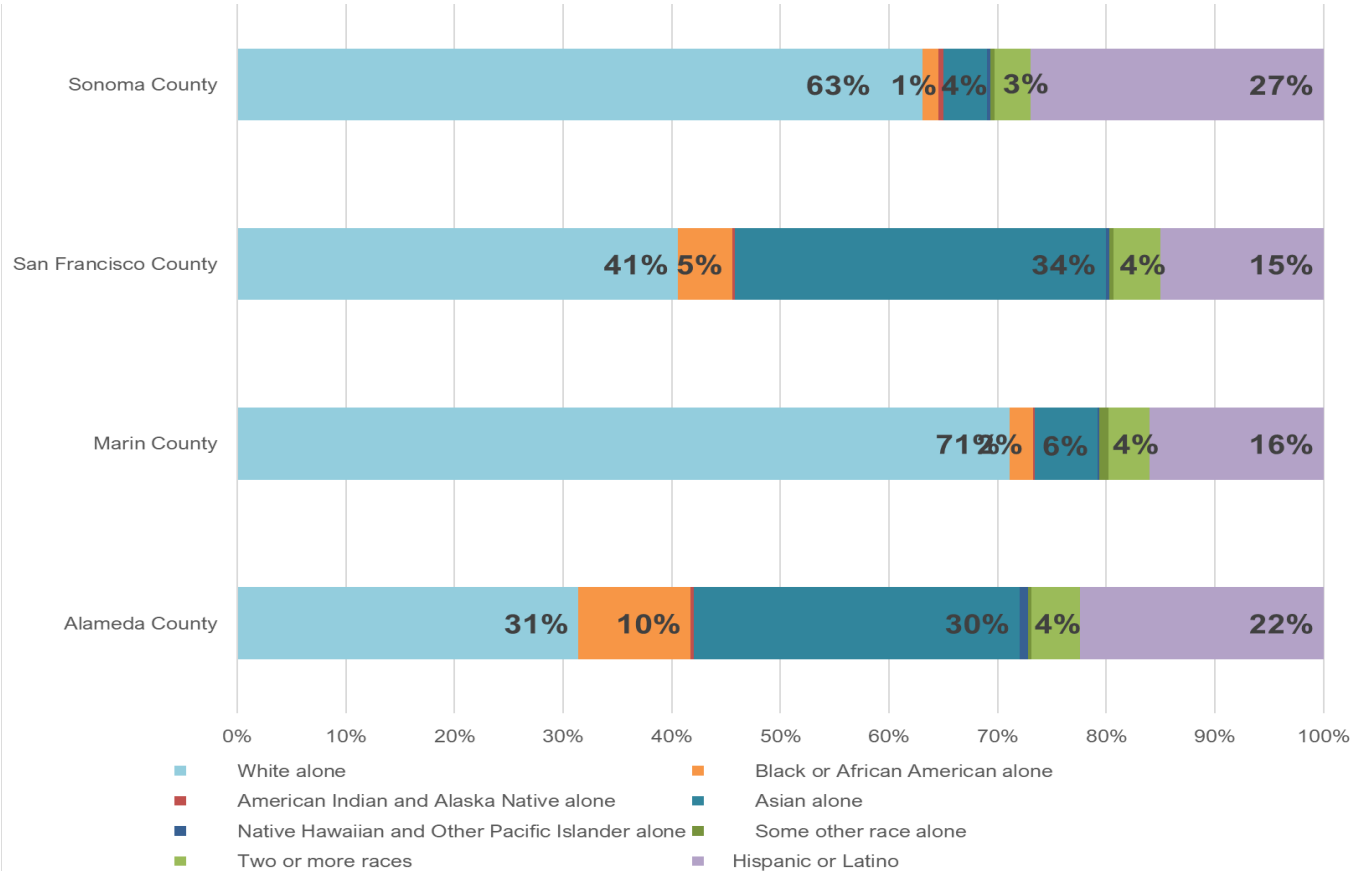
# Housing 101

DEVELOP SHARED KNOWLEDGE AND UNDERSTANDING OF HOUSING



# West Marin Demographics

## SELECT BAY AREA COUNTIES

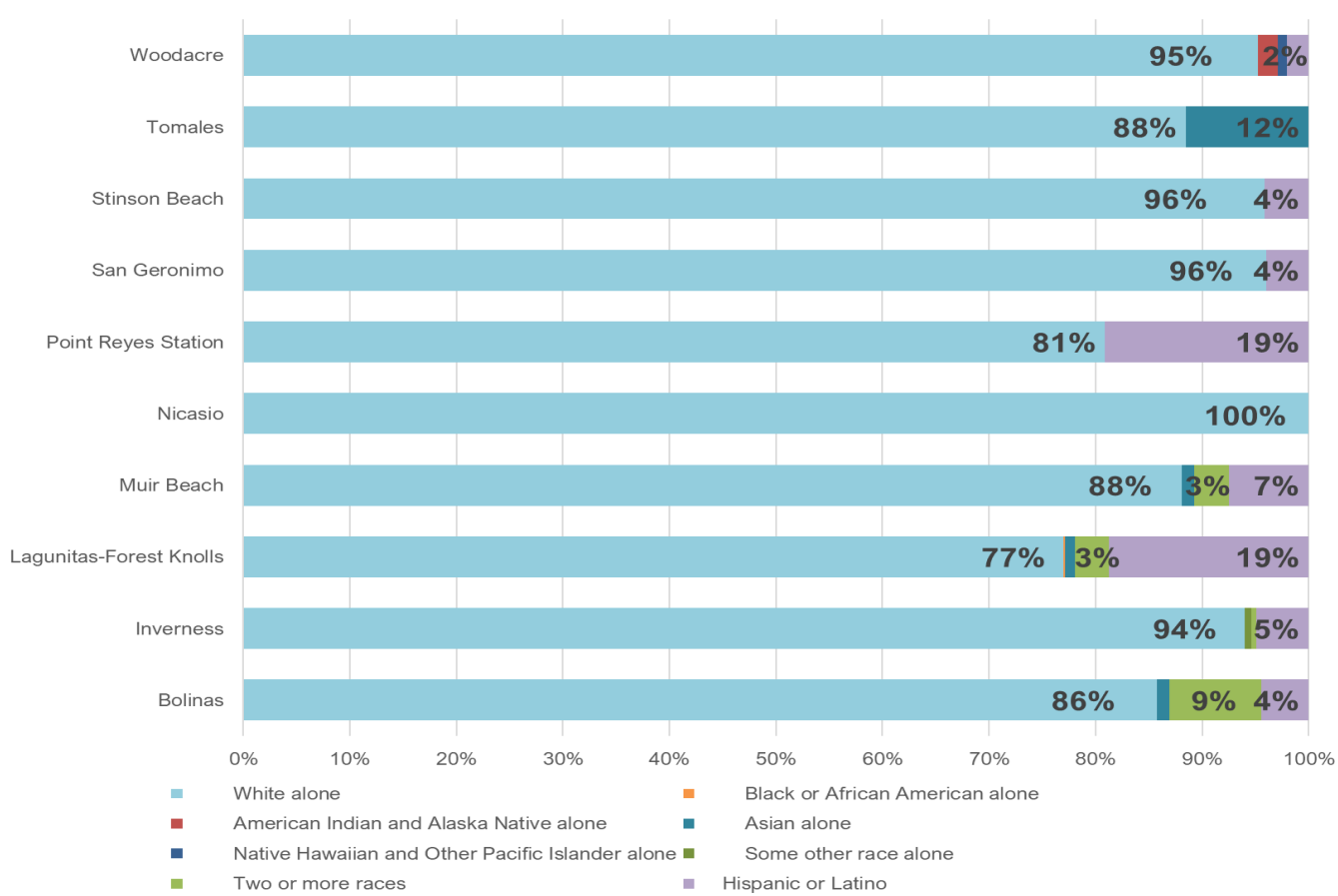


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# West Marin Demographics

## WEST MARIN CENSUS-DESIGNATED PLACES



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# Review of Inaugural Working Group

## OUTREACH

### Measure W Funds are Ready to be Spent!

\$370,000 available for community housing\*



How would you like to see Measure W funds be used to support affordable housing in West Marin?

Here are some ideas - what do you think?

Purchase of properties to turn into **affordable homes**

Provide housing options or rental assistance for those who have an **emergency, temporary need** for a home

Support efforts to create **affordable rentals** on local properties

Housing for **farm workers and their families**

#### How to share your ideas?

Email by October 23 to: [measurew.westmarin@gmail.com](mailto:measurew.westmarin@gmail.com)  
Text or leave a voicemail at (415) 578-5745  
Questions? Call (415) 663-1005

#### What's Measure W?

In November of 2018, the citizens of West Marin voted to pass Measure W, which establishes a fund for affordable housing and emergency services. The money for the funds comes from an additional 4% charge on overnight vacation rentals. A diverse group comprised of 9 people, representing all areas of West Marin, has been established by the County to prioritize spending on the affordable housing portion of the proceeds. We would like your input by October 23, 2019.

#### The 2019-2020 Measure W Committee members are:

Patrick Brown - lives in Stinson Beach  
Arienne Dar - lives and works in Bolinas  
Scott Hochstrasser - lives in Tomales  
Elizabeth Hollis - lives in Marshall and works in Point Reyes  
Kit Krauss - lives and works in San Geronimo  
Ben Lowrance - lives in Stinson Beach and works in Bolinas  
Socorro Romo - works in Point Reyes  
Melinda Stone - lives and works in Bolinas  
Kim Thompson - lives in Inverness and works in Point Reyes

\*approximately to date as of 9/23/19

### ¡Los Fondos de la Medida W Están Listos para ser Gastados!

\$370,000 disponibles para viviendas comunitarias\*



¿Qué le parecería ver que se usen los fondos de la Medida W para dar apoyo a viviendas económicas en West Marin?

Aquí hay algunas ideas - ¿qué piensa?

Compra de propiedades para convertirlas en **hogares económicos**

Proveer opciones de vivienda o subsidios de alquiler para aquellos que tengan una **emergencia, necesidad temporal** de hogar

Apoyo a los esfuerzos de crear viviendas de **alquiler económicas** en propiedades locales

Viviendas para **trabajadores de granjas y sus familias**

#### ¿Cómo compartir sus ideas?

Envíe un correo electrónico antes del 23 de octubre a: [measurew.westmarin@gmail.com](mailto:measurew.westmarin@gmail.com)  
Envíe un texto o deje un mensaje de voz al (415) 578-5745  
¿Preguntas? Llame al (415) 663-1005

#### ¿Qué es la Medida W?

En noviembre de 2018, los ciudadanos de West Marin votaron por aprobar la Medida W, la cual establece un fondo para viviendas económicas y servicios de emergencia. El dinero para el fondo proviene de un cargo adicional del 4% sobre alquileres de vacaciones de un día para otro. Un diverso grupo compuesto de 9 personas, representando todas las áreas de West Marin ha sido establecido por el Condado para priorizar el gasto en la porción de viviendas económicas de las ganancias. Quisiéramos saber la opinión de usted antes del 23 de octubre de 2019.

#### Los miembros del Comité de la Medida W de 2019-2020 son:

Patrick Brown - vive en Stinson Beach  
Arienne Dar - vive y trabaja en Bolinas  
Scott Hochstrasser - vive en Tomales  
Elizabeth Hollis - vive en Marshall y trabaja en Point Reyes  
Kit Krauss - vive y trabaja en San Geronimo  
Ben Lowrance - vive en Stinson Beach y trabaja en Bolinas  
Socorro Romo - trabaja en Point Reyes  
Melinda Stone - vive y trabaja en Bolinas  
Kim Thompson - vive en Inverness y trabaja en Point Reyes

\*aproximadamente a la fecha del 9/23/19



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# Review of Inaugural Working Group

## GENERATED NEEDS PART 1

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### Housing Production

#### Permanent rental

- Permanent affordable housing
- Housing for laborers who commute
- Housing for next gen farmers
- Housing for teachers and fire safety persons
- Agricultural worker rental housing in the villages
- Fix existing vacant or underutilized buildings and convert to housing
- Housing for agricultural workers
- Creation and Preservation of permanently affordable housing of all types
- Housing for families
- Housing for West Marin public safety employees, teachers
- Housing for people with disabilities
- Housing for seniors
- Housing for West Marin workforce
- Support to increase rentals within existing homes
- Property acquisition in Measure W area
- Acquisition funding for multi-family properties
- Acquisition funding for single-family properties for first responders and emergency service providers

#### Homeownership

*See examples above*

#### Transitional/temporary rental

- Transitional housing for families
- Transitional housing for survivors of domestic violence
- Rental housing for seasonal workers
- Housing for people recovering from medical trauma
- Halfway house
- Emergency and transitional housing



# Review of Inaugural Working Group

## GENERATED NEEDS PART 2

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### **Direct Housing Assistance**

**Down payment assistance**

**Rental assistance**

**Security deposit assistance**

### **Identifying Needs and Addressing Barriers**

**Housing Needs Study for West Marin**

**Funding for lobbying targeted at County and local jurisdictions for septic, water and zoning**

**Funds for conventional housing development expenses (septic evaluation, appraisal, legal costs, etc)**

### **Geographic Distribution**

**Equal distribution across communities**

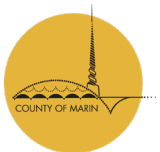
**Distribution based on where funds are generated**

**Distribution based on where projects are moving forward regardless of location**

**Distribution based on communities with highest need**

### **Set Aside Funds**

**Set aside funds for larger future projects**



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# Review of Inaugural Working Group

## WORKING GROUP IDENTIFIED PRIORITIES

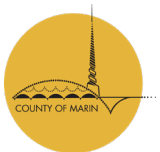
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### Funding Priorities

- Housing needs study (10%) – A study of the Measure W Tax Area establishing a baseline understanding of housing market conditions and needs.
- Housing production (70%) – Funding to support the development of housing for West Marin public safety employees, teachers and other members of the West Marin workforce, housing for families, housing for persons with disabilities, and housing for seniors. Funding is available across the full spectrum of housing development and allowable for:
  - Permanent rental
  - Homeownership
  - Transitional/temporary rental
- Rental assistance and security deposit assistance (15%) – Funding to help stabilize West Marin families and individuals at risk of losing current housing and in need of support to acquire new housing.
- Set aside for future larger projects (5%) – Funding to be accrued for larger housing projects in the future.

### Additional Recommendations

- Measure W Community Housing fund distribution should be based on where projects are moving forward regardless of location, with a goal of equitable distribution across the Measure W Tax Area.
- Each priority category should be allocated a percentage of Measure W Community Housing funds. These percentages should be used as a guide in order to retain flexibility.



# Measure W Income and Expenditures

## INCOME

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### Fiscal Year (July to June)

### Community Housing Revenue

**2021-22 (as of 11/23/2021)**

**\$406,410**

**2020-21**

**\$556,792**

**2019-20**

**\$567,149**

**2018-19**

**\$183,604**

Revenue Generated for Measure W Fund for Community Housing: **\$1,713,955**

Approximate Amount Available for Measure W Fund for Community Housing: **\$1.1M**



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# Measure W Income and Expenditures

## EXPENDITURES

Organization	Project	Description	Area(s) served	Funding
Bolinas Community Land Trust	3755 Shoreline	Purchase 5 Units of Housing to Preserve as Affordable	Stinson	50,000
Bolinas Community Land Trust	430 Aspen	Remodel of ADU to Convert to Affordable Housing	Bolinas	150,000
Bolinas Community Land Trust	Aging in Place	Pilot for Subsidy for Seniors to Remain in Their Homes	Bolinas	10,000
Bolinas Community Land Trust	COVID-19 Rental Assistance	Emergency Rental Assistance	Bolinas, Muir Beach, Stinson	31,000
Bolinas Community Land Trust	3755 Shoreline	Unit Rehabilitation	Stinson	20,000
Bolinas Community Land Trust	Housing Collaborative	Formal Collaboration Among West Marin Housing Organizations	Measures W Tax Area	27,500
Community Land Trust Association of West Marin	10 Cypress Road	Acquisition and Rehabilitation of Market Rate Home using Retained Life Estate	Point Reyes	200,000
San Geronimo Valley Affordable Housing Association	Sage Lane	Heat Pump Water Heaters and Heat Pump HVAC	San Geronimo	21,810
San Geronimo Valley Affordable Housing Association	625 San Geronimo Valley Rd.	Two-Bird Café Acquisition Predevelopment	San Geronimo	23,000
San Geronimo Valley Community Center	COVID-19 Rental Assistance	Emergency Rental Assistance	San Geronimo Valley, Lagunitas, Forest Knolls, Woodacre, Nicasio	32,000
West Marin Community Services	COVID-19 Rental Assistance	Emergency Rental Assistance	Point Reyes Station, Inverness, Dillon Beach, Tomales, Marshall, Olema	37,000
			<b>TOTAL</b>	<b>\$602,310</b>



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# Break!



Photo Credit: Jeff Wong



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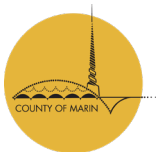
# Bylaws and Terms of Service

## BYLAWS

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### **Roles and Responsibilities of the Working Group**

- Provide community input and feedback on priorities for Measure W Community Housing funds
- Membership includes people who Live and/or Work in the Measure W area
- Need to attend meetings - no proxy's allowed
- Generally, 2-year terms with opportunity for reappointment
- Duties include
  - (a) Provide advice and feedback on community housing needs
  - (b) Advise staff on plans and solutions to overcome barriers to providing affordable homes in West Marin
  - (c) Review and provide input on priorities, reflecting community input and feedback
  - (d) Attend all scheduled Working Group meetings
- Responsible for communicating with the community



# Bylaws and Terms of Service

## TERMS OF SERVICES

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### Term Years

- Arianne Dar - 1
- Ashley Harriman - 2
- David Sherwood - 1
- Elizabeth Hollis - 1
- Owen Clapp - 2
- Scott Hochstrasser - 1
- Stacey Laumann - 2
- Tamara Hicks - 2
- Yareli Cervantes - 2



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# Process for Establishing Priorities

## DISCUSSION

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### **Big Picture Data and Information**

- Housing Element Work
- Demographic and Trend Data

### **Hyper Local Data and Information Gathering**

- How would the Working Group like to proceed?



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# Next Steps

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- Meeting Days and Times
- Homework

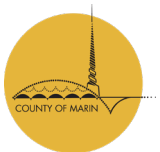


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# Thank You



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