

Measure W

Community Housing Working Group

KICK-OFF MEETING

Tuesday, February 7, 2023

Marin County Community Development Agency
Housing & Federal Grants Division



Agenda

ACTION ITEMS FOR FEBRUARY 7, 2023, KICK-OFF MEETING

1. Welcome and Introductions

- Welcome from CDA Acting Director Sarah Jones

2. Measure W Overview and Background

3. Previous Working Group Modifications

- Overarching Guidelines
- Funding Priority Categories and Allocations

4. Emerging Community Housing Needs

5. Working Group Considerations

6. Next Steps



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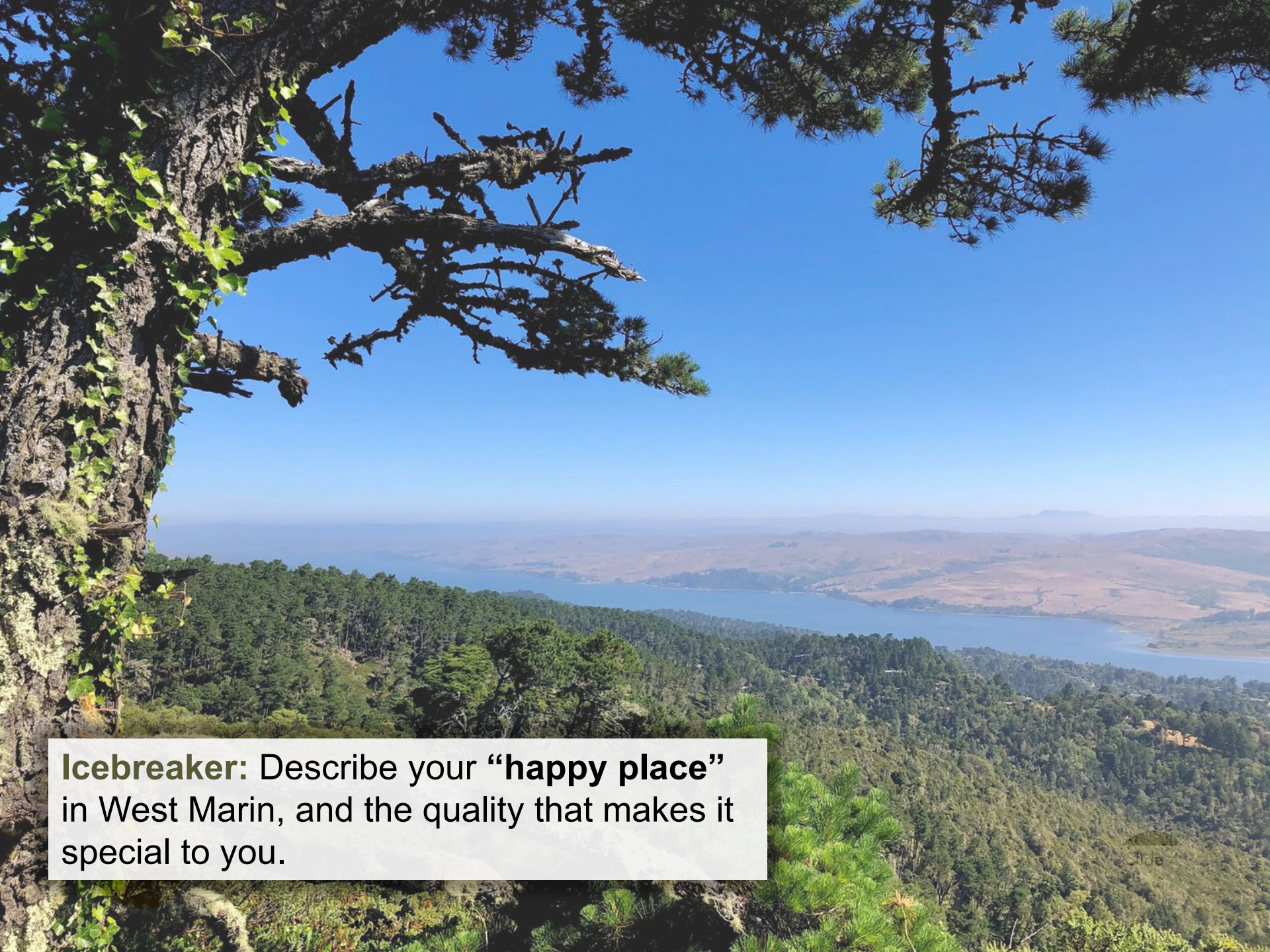
Welcome and Introductions

County of Marin Staff	
Aline Tanielian, Planner	Chelsea Hall, Housing/Environmental Planning Aide
Molly Kron, Senior Planner	Sarah Jones, CDA Acting Director
Working Group Members	
Arianne Dar* - Bolinas, 2024	Scott Hochstrasser*, Tomales, 2024
Ashley Harriman*, Point Reyes, 2023	Stacey Laumann*, Point Reyes, 2023
Cassandra Benjamin, Inverness, 2024	Tamara Hicks*, Tomales, 2023
Eva Thomas, San Geronimo Valley, 2024	Yareli Cervantes*, Point Reyes, 2023
Heidi Smith, Stinson Beach, 2024	

**previously served on the Working Group*



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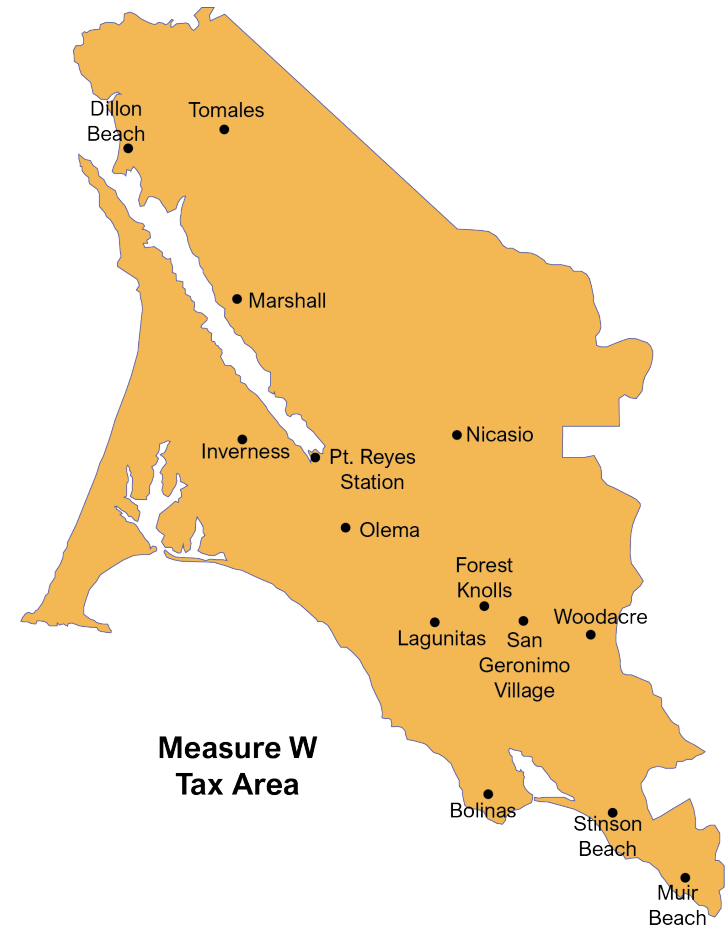


Icebreaker: Describe your “**happy place**” in West Marin, and the quality that makes it special to you.

Measure W Overview

BACKGROUND

- Approved by voters on November 6, 2018, with **73.56%** to establish additional transient occupancy tax of 4%.
- Estimated revenue at time of adoption was \$1.2 million/year.
 - 50% of funds: enhanced fire/emergency services
 - 50% of funds: long-term community housing
- **Community Working Group** – inform funding priorities for housing portion of funds
- **Oversight Committee** – review expenditures of revenue to ensure it is spent within boundaries of tax area, and for purposes approved



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Measure W Overview

BACKGROUND

- As of February 2, 2023, Measure W TOT has generated **\$2,893,311** for community housing.
- There is a current balance of approximately **\$910,000**.
- Some projects that have been funded to-date include:
 - West Marin Community Services – Rental Assistance
 - Bolinas Community Land Trust (BCLT) – 430 Aspen Road
 - Community Land Trust Association of West Marin (CLAM) – 35 Third Street
 - Two Valleys Community Land Trust (San Geronimo Valley Affordable Housing Association) – Sage Lane



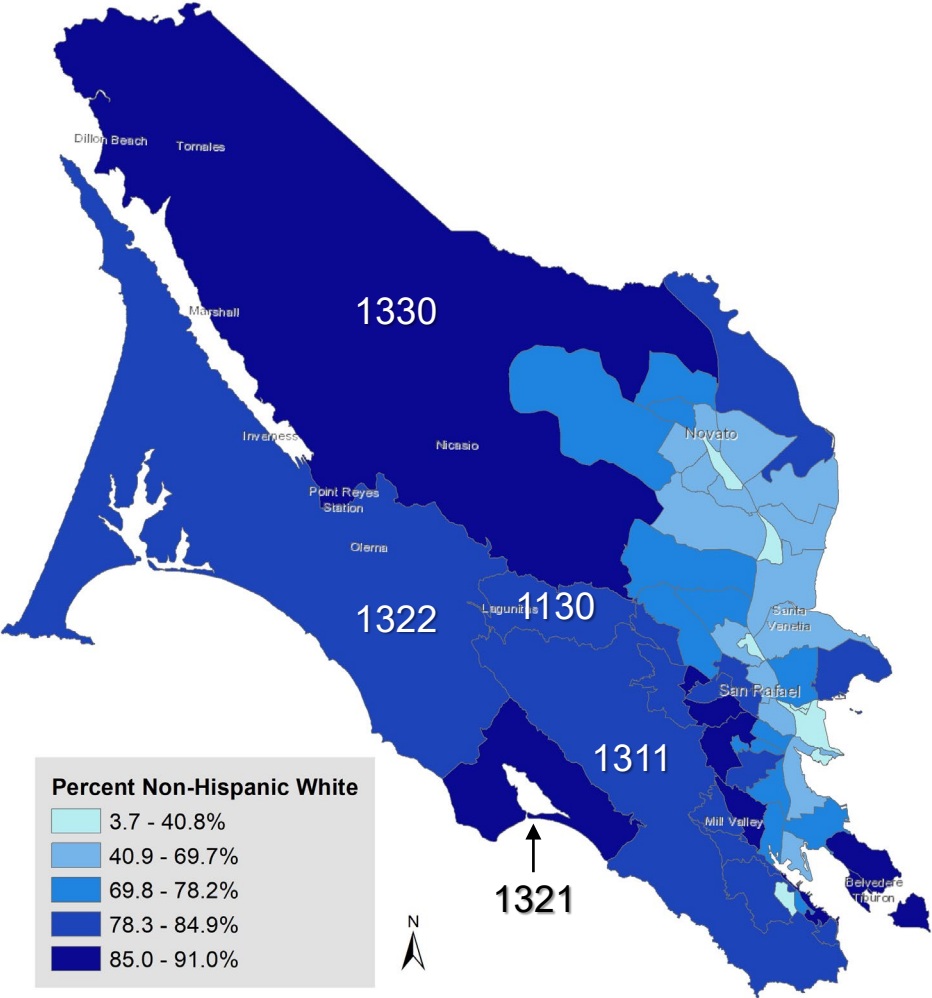
35 Third Street, Point Reyes - CLAM



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Demographics

RACE AND ETHNICITY

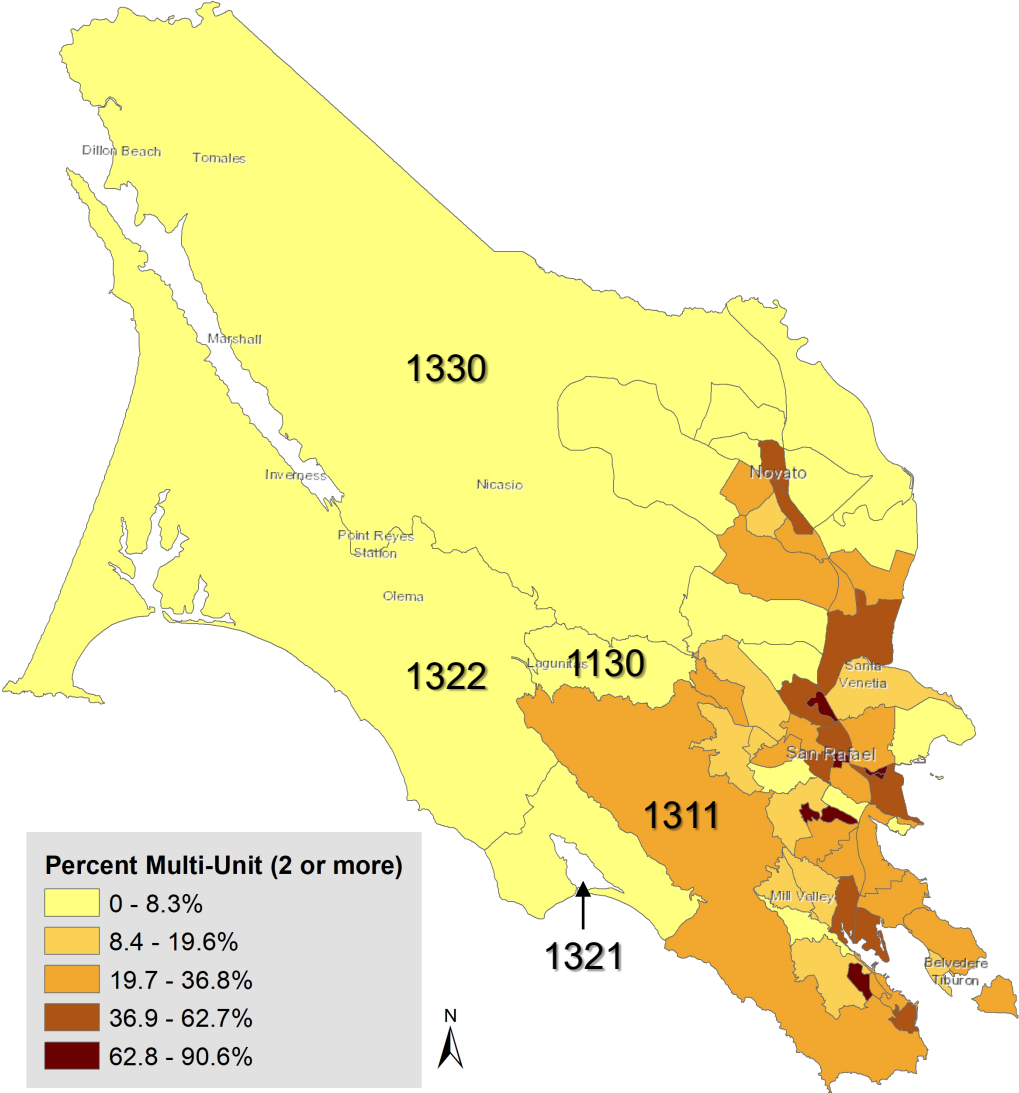


Percent Change 2011-2021

Census Tract	POC Pop	Overall Pop
1130	-40%	-20%
1311	16%	34%
1321	-6%	12%
1322	-48%	1%
1330	-67%	-7%
County	20%	5%

Demographics

HOUSING AND TENURE

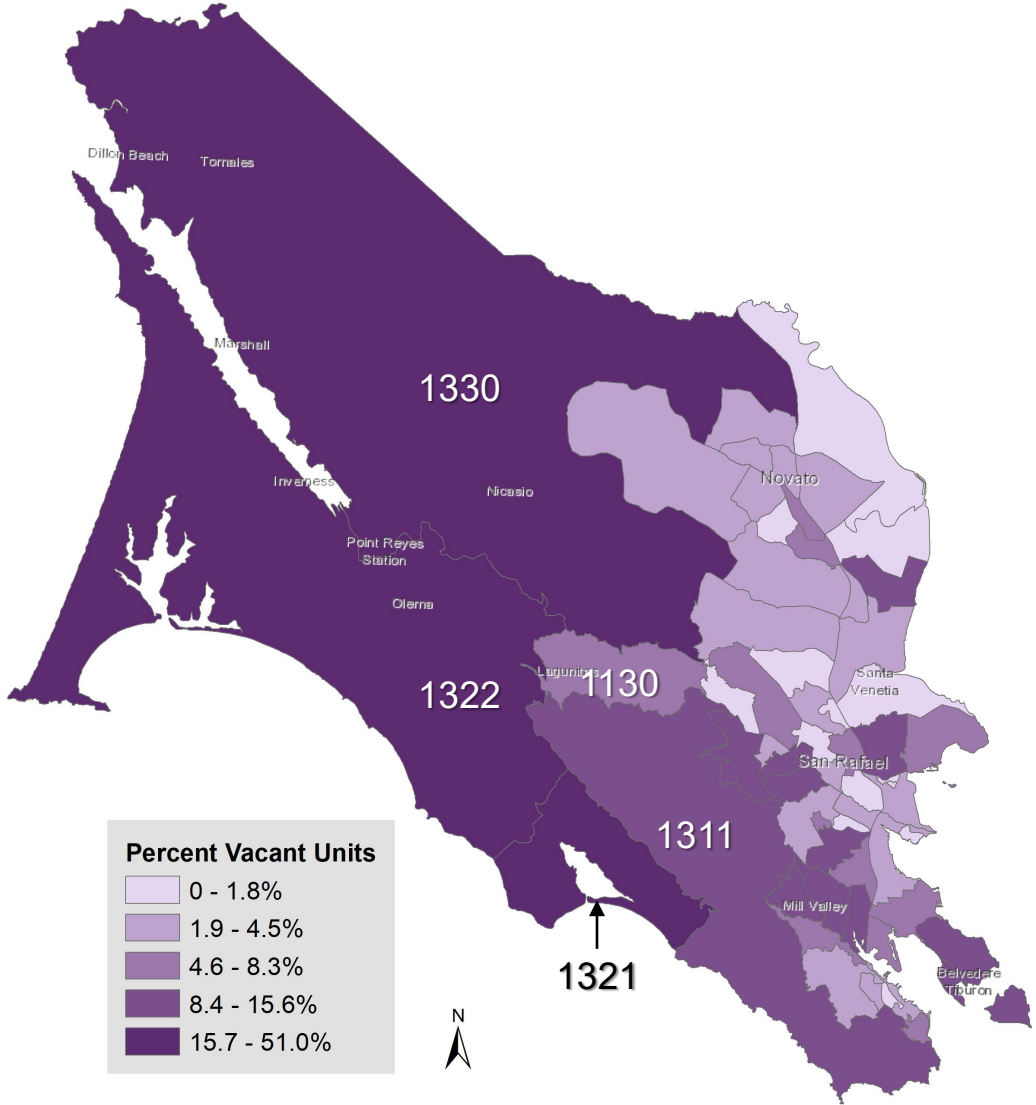


Tenure and Structures in 2021

Census Tract	% Renters	% Renters in Single-Unit Homes
1130	27%	20%
1311	37%	13%
1321	36%	32%
1322	24%	21%
1330	30%	25%
County	36%	15%

Demographics

VACANCY



Vacant Units in 2021

Census Tract	% Vacant	% Vacant due to Seasonal/Recreational Use
1130	8%	32%
1311	12%	74%
1321	51%	86%
1322	33%	80%
1330	34%	52%
County	7%	34%

Short-term Rentals (STRs)

MORATORIUM UPDATE

- Regulations first adopted in 2018 by Board of Supervisors
 - Requiring both Business License and Transient Occupancy Tax Certificate
 - Establishing “Good Neighbor” policies to alleviate impact on communities
- Particular concerns: **community workforce** and **public safety**
- In May 2022, Supervisors adopted 45-day moratorium on **new** STRs, extended to 2-year moratorium, ending **May 23, 2024**.
- Applies to Measure W Tax Area
- More than 500 STRs registered in West Marin
- Over 70% of STRs in the County are located in West Marin
- Represents about 10% of West Marin’s housing stock



Short-term Rentals (STRs)

FUTURE

- During moratorium period, BOS directed staff to develop strategies and solutions to shape **long-term** STR regulations.
 - Fall 2022, County hosted series of community workshops, and is continuing to collect feedback
- 2023-2031 Housing Element includes **Program 18: Short-Term Rentals**, which will explore options for limiting STRs in the County, and particularly West Marin.
 - Prohibiting short-term rentals (no less than 30 days allowed)
 - Limiting the number of days the unit can be used for short-term rentals
 - Prohibiting short-term rentals in all multi-unit dwellings
 - Allowing for short-term rentals if the property is the owner's primary residence
 - Benchmarking the number of short-term rentals allowed to no more than a specific percentage of the community's rental housing stock
- County will evaluate and adopt in 2024



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Flood Impact on Stinson Beach

- January 5, 2023 – high swell, storm runoff, high tides and high winds impacted **Stinson Beach** area, particularly the “Calles” area.
- Homes closest to the beach suffered structural damage and water intrusion
- From County Fire Chief, approximate damage assessment:
 - 22 Structures suffered structural damage from wave energy
 - 45 Structures suffered water damage from associated flooding
 - The majority of damage is to private residential property. Many impacted structures **operate as short-term rentals** and produce transient occupancy tax “TOT” revenue.
 - The current approximation of damage to Stinson Beach is **15-20 Million Dollars.**



Working Group Role

REVIEW

- Set/confirm Overarching Guidelines
- Set/confirm Funding Priority categories, sub-categories, and allocations



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Overarching Guidelines and Modifications

- Measure W Community Housing fund distribution should ~~be based on where~~ **prioritize** projects that 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 (**except for Housing Needs Study, which is a fixed dollar amount**). These percentages should be used as a general guide in order to retain flexibility.
- **Established funding priority percentages apply to all available Measure W Community Housing funds, including carryover balances, with the exception of the large project set aside which accrues over time.**
- **General alignment with the per-unit funding amounts utilized for the Affordable Housing Fund.**
- **When funding is limited, priority shall be placed on projects providing the greatest impact and greatest number of bedrooms.**



Funding Priorities Categories and Modifications

- **Housing needs study (Up to ~~10%~~ \$100k)** – A study of the Measure W Tax Area establishing a baseline understanding of housing market conditions, needs, and barriers.
- **Housing production (Up to ~~70%~~ 65%)** – Funding to support the acquisition, development, and preservation of housing for the West Marin population and workforce including:
 - Permanent Rental and Homeownership Housing
 - Transitional/Temporary Rental Housing
- **Housing predevelopment (Up to 15%)** – Funding to support housing projects and determine feasibility.
- **Direct housing assistance (Up to 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 (~~Up to~~ 5%)** – Funding to be accrued for larger housing projects (5+ units) in the future.



Funding Priority Sub-Categories and Modifications

HOUSING PRODUCTION

Permanent Rental and Homeownership Housing

- Creation and Preservation of permanently affordable housing of all types
- Acquisition funding for single-family and multi-family **properties** projects that will serve the needs of the West Marin population and workforce, including families, seniors, all types of agricultural workers, people with disabilities, educational staff, essential workers and tradespeople.
- ~~Acquisition funding for single-family properties for first responders and emergency service providers~~
- ~~Agricultural worker rental housing in the villages~~
- Creation and Preservation of permanently affordable housing of all types
- Fix existing vacant or underutilized buildings and convert to housing
- **Housing for next gen farmers and agricultural workers**
- Housing for families
- ~~Housing for laborers who commute~~
- ~~Housing for next gen farmers~~
- Housing for people with disabilities

- Housing for seniors
- **Aging in Place**
- Housing for teachers, fire & safety persons, medical & dental providers, and trades workers (plumbers/ electricians/septic/etc.), etc.
- Housing for West Marin workforce
- ~~Permanent affordable housing~~
- ~~Property acquisition in Measure W area~~
- Support to increase rentals within existing homes through JADU's & ADU's, Share rentals, Co-ownership

Transitional/temporary rental

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



Funding Priority Sub-Categories and Modifications

PREDEVELOPMENT & DIRECT HOUSING ASSISTANCE

Predevelopment

- Activities necessary to determine project feasibility, such as legal and land use evaluation, property acquisition and research activities, economic analysis, site studies.
- Professional services related to project design and development, such as architecture, engineering, site design, pre-construction or pre-rehab evaluations, and development consultants.

Direct Housing Assistance

- Rental assistance
- Security deposit assistance
- Down payment assistance



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Emerging Community Housing Needs

DISCUSSION

Questions for thought:

- Is your community seeing a **change**?
- Are there any housing need **gaps**? (i.e: young adults, people experiencing homelessness, people with disabilities, farmworkers and their families etc.)
- Where do you think West Marin's housing situation is **headed**?
- What is needed to promote more **equity** in your community?



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Working Group Considerations

Distribution of funds	Funding Priority allocation breakdown	Housing Production sub-categories
<p>Measure W Community Housing fund distribution should prioritize projects that are moving forward regardless of location, with a goal of equitable distribution across the Measure W Tax Area.</p>	<ul style="list-style-type: none"> ▪ Housing needs study – Up to \$100K ▪ Housing production – Up to 65% ▪ Housing predevelopment – Up to 15% ▪ Direct housing assistance – Up to 15% ▪ Set aside for future larger projects –5% 	<p>Detailed in Attachment 1.</p>
<p>Options:</p> <ol style="list-style-type: none"> 1. Equal distribution across communities 2. Distribution based on where funds are generated 3. Distribution based on communities with highest needs 	<p>Options:</p> <ol style="list-style-type: none"> 1. Setting Rental Assistance as a fixed dollar amount (\$100,000) instead of percentage. 2. Increasing set-aside from 5% to 10%. Current 5% represents approximately \$138,000. 3. Setting a priority for housing production, with predevelopment as a sub-category 	<p>The Group will be sent a working document to provide any suggestions and refinements.</p>



Next Steps

- Next meeting: Monday, February 27: 5-7 PM, Zoom
 - Make refinements and recommendations



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Thank You

