



Measure W Community Housing

Measure W – Working Group on Fund Expenditures for Community Housing

Working Group

Members and Affiliations

The Measure W - Working Group on Fund Expenditures for Community Housing (“Working Group”) is made up of up to nine (9) members who live and/or work in the West Marin Measure W tax area. Annually, the Working Group recommends priorities for expending Measure W Community Housing funds.

Arianne Dar – lives and works in Bolinas
Ashley Harriman – lives in Point Reyes Station
David Sherwood – lives in Marshall
Elizabeth Hollis – lives in Marshall and works in Point Reyes
Owen Clapp – lives and works in Woodacre
Scott Hochstrasser – lives in Tomales
Stacey Laumann – works in Point Reyes Station
Tamara Hicks – lives and works in Tomales
Yareli Cervantes – lives and works in Point Reyes Station

The Working Group consists of members that work or serve on boards of the following organizations:

Bolinas Community Land Trust
Community Land Trust Organization of West Marin
Marin Agricultural Land Trust
Marin County Free Library
San Geronimo Valley Affordable Housing Association
West Marin Community Services

Meetings and Outreach

The 2021-22 Working Group held four meetings to review past priorities, discuss current needs, and refine priority recommendations for the Board of Supervisors. Meetings were held:

November 30, 2021
January 18, 2022
February 1, 2022
March 15, 2022

In May 2022, following Board of Supervisor approval, a Press Release was issued, and outreach was conducted with over 80 community members and nonprofit partners working in West Marin to inform of the rolling application and detail the approved priorities. The webpage has been an accessible repository for the rolling application and priorities since 2019.



Identified Priorities for Calendar Year 2022

Overarching Guidelines

- 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.
- Each priority category should be allocated a percentage of Measure W Community Housing funds. 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

- **Housing needs study (Up to \$100k)** – A study of the Measure W Tax Area establishing a baseline understanding of housing market conditions, needs, and barriers.
- **Housing production (Up to 65%)** – Funding to support the acquisition, development, and preservation of housing for the West Marin population and workforce including:
 - Permanent Rental and Homeownership Housing
 - Creation and Preservation of permanently affordable housing of all types.
 - Support housing for single-family and multi-family projects that will serve the needs of the West Marin population and workforce, including families, seniors, all types of agricultural workers, people with disabilities, teachers and educational staff, essential workers, emergency workers, medical & dental providers, and tradespeople.
 - Improve existing vacant or underutilized buildings and convert to housing.
 - Support Aging in Place
 - Increase rentals within existing homes through JADU's & ADU's, share rentals, co-ownership



Transitional/Temporary Rental Housing

- Emergency and transitional housing
 - Recovery Residence (sober living, not a treatment facility)
 - Housing for people recovering from medical trauma
 - Rental housing for seasonal workers
 - Transitional housing for families
 - Transitional housing for survivors of domestic violence
- **Housing predevelopment (Up to 15%)** – Funding to support housing projects and determine feasibility, including:
 - 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 (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, including:
 - Rental assistance,
 - Security deposit assistance
 - Down payment assistance.
 - **Set aside for future larger projects (5%)** – Funding to be accrued for larger housing projects (5+ units) in the future.

Application Process

- Funding applications are accepted on a rolling basis through the [Measure W website](#).
- Community Development Agency staff (Staff) will track all applications received, whether funding is approved or not.
- Applications recommended for \$50,000 or less which are consistent with the priorities recommended by the Working Group and approved by the Board of Supervisors will go through the following process:
 - Staff process and evaluate applications.
 - County Administrator issues final approval, consistent with approval authority delegated pursuant to applicable regulations.
- Applications recommended for more than \$50,000 which are consistent with the priorities recommended by the Working Group and accepted by the Board of Supervisors will go through the following process:
 - Staff process and evaluate applications.
 - Board of Supervisors issues final approval.



- Applications recommended for funding at any level that are *not* consistent with the priorities recommended by the Working Group and accepted by the Board of Supervisors will go through the same process as \$50k+ applications (see above).
- When evaluating applications, staff will consider the priorities recommended by the Working Group and accepted by the Board of Supervisors, along with project viability, feasibility, and likelihood to provide community housing in the West Marin Transient Occupancy Tax Area, including, but not limited to, housing for families, seniors, all types of agricultural workers, people with disabilities, educational staff, essential workers, and tradespeople.
- It is the intent of the program that applications be reviewed and responded to in a timely manner in order to be responsive to sensitive development and acquisition timelines.



Measure W Community Housing Projects

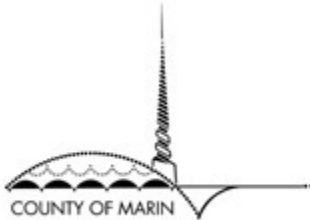
Organization	Project	Priority	Area(s) served	Funding
FY 2019-20				
Bolinas Community Land Trust	430 Aspen - ADU conversion to affordable housing	Housing Production	Bolinas	150,000
Bolinas Community Land Trust	Aging in Place Pilot	Housing Production	Bolinas	10,000
San Geronimo Valley Affordable Housing Association	Sage Lane - affordable senior housing	Housing Production	San Geronimo	21,810
Bolinas Community Land Trust	3755 Shoreline – acquisition for preservation	Housing Production	Stinson	50,000
West Marin Community Services	COVID-19 Rental Assistance	Rental & Security Deposit Assistance	Point Reyes Station, Inverness, Dillon Beach, Tomales, Marshall, Olema	37,000
San Geronimo Valley Community Center	COVID-19 Rental Assistance	Rental & Security Deposit Assistance	San Geronimo Valley, Lagunitas, Forest Knolls, Woodacre, Nicasio	32,000
Bolinas Community Land Trust	COVID-19 Rental Assistance	Rental & Security Deposit Assistance	Bolinas, Muir Beach, Stinson	31,000
FY 2020-21				
San Geronimo Valley Affordable Housing Association	625 San Geronimo Valley Pre-development for acquisition	Housing Production	San Geronimo	23,000

FY 2021-22				
Bolinas Community Land Trust	3755 Shoreline - Rehabilitation	Housing Production	Stinson	20,000
Community Land Trust Organization of West Marin	10 Cypress Road - Acquisition and rehabilitation	Housing Production	Point Reyes Station	200,000
Bolinas Community Land Trust	West Marin Housing Collaboration	Collaboration to support Housing Production	All of Measure W Tax area	27,500
Bolinas Community Land Trust	31 Wharf Road – New Constructions	Housing Production	Bolinas	625,000
Community Land Trust Organization of West Marin	Ocean Terrace - Rehabilitation	Housing Production	Stinson	29,000
FY 2022-23				
Community Land Trust Organization of West Marin	35 Third Street - Acquisition	Housing Production	Point Reyes Station	100,000
Bolinas Community Land Trust	125 Cedar - Rehabilitation	Housing Production	Bolinas	50,000
Habitat For Humanity Greater San Francisco	Aspen-Overlook Homeownership - Acquisition	Housing Production	Bolinas	400,000
West Marin Community Services	Rental Assistance	Rental Assistance	All of Measure W Tax area	50,000
Community Land Trust Organization of West Marin	60 Third Street	Housing Production	Point Reyes Station	Requested 150,000
TOTAL				1,856,310*

* Total does not include requests under consideration.

** All funding requests received have been funded or are under consideration.

From: County of Marin <camarin@public.govdelivery.com>
Sent: Tuesday, May 17, 2022 2:15 PM
To: Kron, Molly
Subject: Deciding How to Use West Marin Tax Funds



NEWS RELEASE

www.marincounty.org/news



Deciding How to Use West Marin Tax Funds

County accepting applications for use of Measure W revenue toward housing

San Rafael, CA – For over three years, a local tax on visitors has been in place for coastal and rural parts of western Marin County, with the goal of generating revenue to address the effects of tourism on those communities. The revenue is generated through [Measure W](#), an increased [transient occupancy tax](#) (TOT) for short-term rentals established in 2019. The County allocates Measure W revenue to community housing projects on an ongoing basis.

Recently, a working group comprised of people who live and/or work in West Marin helped the [Community Development Agency](#) (CDA) update the priorities for funding community housing with the increased tax revenue. The priorities [were adopted](#) by the Marin County Board of Supervisors on May 10.

Measure W increased West Marin's TOT rate from 10% to 14% for hotels, bed & breakfasts, and other short-term rentals and applied a 4% tax to commercial campground visitors. The geographical boundaries affected by the tax rate increase include all of coastal West Marin from Muir Beach to Dillon Beach and inland communities, including Nicasio and the San Geronimo Valley.

The tax measure generates roughly \$1.2 million each year, about half of which may be devoted to housing-related projects. CDA is the County of Marin department that oversees the Measure W Fund for Community Housing and works closely with the community working group to assess needs and consider priorities for allocating funds.

The funding allocations for projects serving West Marin will be based on the following updated priorities:

- **Housing needs study** – A study of the [Measure W Tax Area](#) establishing a baseline understanding of housing market conditions, needs, and barriers.
- **Housing production** – Funding to support the acquisition, development, and preservation of housing for the West Marin population and workforce, including permanent rental/ homeownership housing as well as transitional/temporary rental housing.
- **Housing predevelopment** – Funding to support housing projects and determine feasibility, including activities such as legal and land use evaluation, engineering, and site design.
- **Direct housing assistance** – Funding to help stabilize West Marin families and individuals at risk of losing current housing and in need of support to acquire new housing, including rental and down payment assistance.

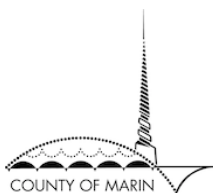
Each priority was assigned an approximate percentage of available funds to serve as a guideline, with about 5% of funds set aside for larger housing projects (five or more units) in the future. If no applications are received in any given area, those funds will roll over to the next year and be available for other community housing areas.

[Applications for Measure W funding](#) are accepted on a rolling basis. Nonprofits serving West Marin, including those not based in West Marin, are highly encouraged to apply at any time, as there is no application deadline. When evaluating applications, staff consider the identified priorities along with project feasibility, distribution of funds across the [Measure W Tax Area](#), and overall impact on local community housing.

For more information and to access the application materials, please visit the [Measure W Community Housing webpage](#). Questions may be emailed to CDA's [Housing & Federal Grants Division](#).

You have subscribed to News Releases & Advisories for Marin County. This information has recently been updated.

Visit the [Newsroom](#) to view all County news releases.



Not all events are sponsored by the County of Marin. County of Marin sponsored events are required to be accessible. If you are a person with a disability and require an accommodation to participate in a County program, service, or activity, requests may be made by calling (415) 473-4381 (Voice), Dial 711 for CA Relay, or by [email](#) at least five business days in advance of the event. We will do our best to fulfill requests received with less than five business days' notice. Copies of documents are available in alternative formats upon request.



SUBSCRIBER SERVICES:

[Manage Sign-up Preferences](#) | [Help](#)

This email was sent to mkron@marincounty.org using GovDelivery Communications Cloud on behalf of: County of Marin

