Virtual Hearing Zoom

HOUSEKEEPING ITEMS FOR PUBLIC HEARING

• 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.
  
  o **Raise hand = ** *9

  o **Mute = ** *6
Agenda

ACTION ITEMS FOR NOVEMBER 30, 2021 KICK-OFF MEETING

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
Welcome and Introductions

County of Marin Staff
• Tom Lai
• Leelee Thomas
• Molly Kron

Working Group Members
• Arianne Dar*
• Ashley Harriman
• David Sherwood
• Elizabeth Hollis*
• Owen Clapp

*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.
Measure W History

TRANSIT OCCUPANCY TAX FUNDS HOUSING + FIRE AND EMERGENCY SERVICES

MEASURE W TAX AREA
Housing 101

DEVELOP SHARED KNOWLEDGE AND UNDERSTANDING OF HOUSING

- **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
Housing 101

DEVELOP SHARED KNOWLEDGE AND UNDERSTANDING OF HOUSING
West Marin Demographics

SELECT BAY AREA COUNTIES

<table>
<thead>
<tr>
<th>County</th>
<th>White alone</th>
<th>Asian alone</th>
<th>Black or African American alone</th>
<th>Hispanic or Latino</th>
<th>Native Hawaiian and Other Pacific Islander alone</th>
<th>American Indian and Alaska Native alone</th>
<th>Two or more races</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sonoma County</td>
<td>63%</td>
<td>3%</td>
<td>1%</td>
<td>4%</td>
<td></td>
<td></td>
<td>27%</td>
</tr>
<tr>
<td>San Francisco County</td>
<td>41%</td>
<td>34%</td>
<td>5%</td>
<td>15%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marin County</td>
<td>71%</td>
<td>6%</td>
<td>2%</td>
<td>16%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alameda County</td>
<td>31%</td>
<td>30%</td>
<td>10%</td>
<td>22%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## West Marin Demographics

### WEST MARIN CENSUS-DESIGNATED PLACES

<table>
<thead>
<tr>
<th>Location</th>
<th>White alone</th>
<th>Black or African American alone</th>
<th>American Indian and Alaska Native alone</th>
<th>Asian alone</th>
<th>Native Hawaiian and Other Pacific Islander alone</th>
<th>Some other race alone</th>
<th>Two or more races</th>
<th>Hispanic or Latino</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woodacre</td>
<td>95%</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tomales</td>
<td>88%</td>
<td>12%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stinson Beach</td>
<td>96%</td>
<td>4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Geronimo</td>
<td>96%</td>
<td>4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Point Reyes Station</td>
<td>81%</td>
<td>19%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nicasio</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Muir Beach</td>
<td>88%</td>
<td>7%</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lagunitas-Forest Knolls</td>
<td>77%</td>
<td>19%</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inverness</td>
<td>94%</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bolinas</td>
<td>86%</td>
<td>9%</td>
<td>4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Community Development Agency  
Housing and Federal Grants Division  
3501 Civic Center Drive, Suite 308  
San Rafael, CA 94903  
415 473 6279  
www.marincounty.org/federalgrants
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.west marin@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 fund comes from an additional 4% change 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 for October 23, 2019.

The 2019-2020 Measure W Committee members are:

- Patrick Brown - vive en Sausalito Beach
- Ariana Dar - vive y trabaja en Bolinas
- Scott Hochstrasser - vive en Tomales
- Elizabeth Hults - vive en Marshall y trabaja en Point Reyes
- Kit Krause - vive y trabaja en San Geronimo
- Tom Lawrence - vive en Sausalito Beach y trabaja en Bolinas
- Roberto Ramos - vive en Point Reyes
- Malinda Stone - vive y trabaja en Bolinas
- Kim Thompson - vive en Inverness y trabaja en 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 que se usen los fondos de la Medida W para dar apoyo a viviendas económicas en West Marin?

¡Aquí hay algunas ideas – ¿qué piensa?

- Compró de propiedades para convertirlas en hogares económicos
- Poner opciones de vivienda o subsidios de alquiler para aquellos que tengan una emergencia, necesidad temporal de hogar
- Ayudar 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.west marin@gmail.com
Envié un texto o deje un mensaje de voz al (415) 578-5745
Preguntas? Lláme 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 impuesto adicional del 4% sobre alquileres de vacaciones de un día para otro. Un grupo diverso compuesto de 9 personas, representando todas las áreas del West Marin, ha sido establecido por el Contrafondo para priorizar el gasto en la compra de viviendas económicas de las ganancias. Queremos 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 Sausalito Beach
- Ariana Dar - vive y trabaja en Bolinas
- Scott Hochstrasser - vive en Tomales
- Elizabeth Hults - vive en Marshall y trabaja en Point Reyes
- Kit Krause - vive y trabaja en San Geronimo
- Tom Lawrence - vive en Sausalito Beach y trabaja en Bolinas
- Roberto Ramos - vive en Point Reyes
- Malinda Stone - vive y trabaja en Bolinas
- Kim Thompson - vive en Inverness y trabaja en Point Reyes

*aproximadamente a la fecha del 9/23/19
Review of Inaugural Working Group

GENERATED NEEDS PART 1

**Housing Production**

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

**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

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
Review of Inaugural Working Group

WORKING GROUP IDENTIFIED PRIORITIES

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

<table>
<thead>
<tr>
<th>Fiscal Year (July to June)</th>
<th>Community Housing Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-22 (as of 11/23/2021)</td>
<td>$406,410</td>
</tr>
<tr>
<td>2020-21</td>
<td>$556,792</td>
</tr>
<tr>
<td>2019-20</td>
<td>$567,149</td>
</tr>
<tr>
<td>2018-19</td>
<td>$183,604</td>
</tr>
</tbody>
</table>

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

Approximate Amount Available for Measure W Fund for Community Housing: **$1.1M**
# Measure W Income and Expenditures

## EXPENDITURES

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

BYLAWS

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

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
Process for Establishing Priorities

DISCUSSION

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?
Next Steps

- Meeting Days and Times
- Homework