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
Welcome and Introductions

<table>
<thead>
<tr>
<th>County of Marin Staff</th>
<th>Working Group Members</th>
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<tbody>
<tr>
<td>Aline Tanielian, Planner</td>
<td>Arianne Dar* - Bolinas, 2024</td>
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<td>Molly Kron, Senior Planner</td>
<td>Ashley Harriman*, Point Reyes, 2023</td>
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<td>Chelsea Hall, Housing/Environmental Planning Aide</td>
<td>Scott Hochstrasser*, Tomales, 2024</td>
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<td>Sarah Jones, CDA Acting Director</td>
<td>Stacey Laumann*, Point Reyes, 2023</td>
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<td>Cassandra Benjamin, Inverness, 2024</td>
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<td>Eva Thomas, San Geronimo Valley, 2024</td>
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<td>Heidi Smith, Stinson Beach, 2024</td>
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<td></td>
<td>*previously served on the Working Group</td>
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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
• 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
Demographics

RACE AND ETHNICITY

Percent Change 2011-2021

<table>
<thead>
<tr>
<th>Census Tract</th>
<th>POC Pop</th>
<th>Overall Pop</th>
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<tbody>
<tr>
<td>1130</td>
<td>-40%</td>
<td>-20%</td>
</tr>
<tr>
<td>1311</td>
<td>16%</td>
<td>34%</td>
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<tr>
<td>1321</td>
<td>-6%</td>
<td>12%</td>
</tr>
<tr>
<td>1322</td>
<td>-48%</td>
<td>1%</td>
</tr>
<tr>
<td>1330</td>
<td>-67%</td>
<td>-7%</td>
</tr>
<tr>
<td>County</td>
<td>20%</td>
<td>5%</td>
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Percent Non-Hispanic White
- 3.7 - 40.8%
- 40.9 - 69.7%
- 69.8 - 78.2%
- 78.3 - 84.9%
- 85.0 - 91.0%
Demographics
HOUSING AND TENURE

Tenure and Structures in 2021

<table>
<thead>
<tr>
<th>Census Tract</th>
<th>% Renters</th>
<th>% Renters in Single-Unit Homes</th>
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<tbody>
<tr>
<td>1130</td>
<td>27%</td>
<td>20%</td>
</tr>
<tr>
<td>1311</td>
<td>37%</td>
<td>13%</td>
</tr>
<tr>
<td>1321</td>
<td>36%</td>
<td>32%</td>
</tr>
<tr>
<td>1322</td>
<td>24%</td>
<td>21%</td>
</tr>
<tr>
<td>1330</td>
<td>30%</td>
<td>25%</td>
</tr>
<tr>
<td>County</td>
<td>36%</td>
<td>15%</td>
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Percent Multi-Unit (2 or more)
- 0 - 8.3%
- 8.4 - 19.6%
- 19.7 - 36.8%
- 36.9 - 62.7%
- 62.8 - 90.6%
Demographics

Vacancy

Vacant Units in 2021

<table>
<thead>
<tr>
<th>Census Tract</th>
<th>% Vacant</th>
<th>% Vacant due to Seasonal/Recreational Use</th>
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<tbody>
<tr>
<td>1130</td>
<td>8%</td>
<td>32%</td>
</tr>
<tr>
<td>1311</td>
<td>12%</td>
<td>74%</td>
</tr>
<tr>
<td>1321</td>
<td>51%</td>
<td>86%</td>
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<tr>
<td>1322</td>
<td>33%</td>
<td>80%</td>
</tr>
<tr>
<td>1330</td>
<td>34%</td>
<td>52%</td>
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<tr>
<td>County</td>
<td>7%</td>
<td>34%</td>
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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.
  o 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.
  o Prohibiting short-term rentals (no less than 30 days allowed)
  o Limiting the number of days the unit can be used for short-term rentals
  o Prohibiting short-term rentals in all multi-unit dwellings
  o Allowing for short-term rentals if the property is the owner’s primary residence
  o 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
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:
  o 22 Structures suffered structural damage from wave energy
  o 45 Structures suffered water damage from associated flooding
  o The majority of damage is to private residential property. Many impacted structures operate as short-term rentals and produce transient occupancy tax “TOT” revenue.
  o 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
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 40% $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 multifamily 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
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?
## Working Group Considerations

<table>
<thead>
<tr>
<th>Distribution of funds</th>
<th>Funding Priority allocation breakdown</th>
<th>Housing Production sub-categories</th>
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| 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. | ▪ 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% | Detailed in Attachment 1. |

### Options:
1. Equal distribution across communities
2. Distribution based on where funds are generated
3. Distribution based on communities with highest needs

### Options:
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

The Group will be sent a working document to provide any suggestions and refinements.
Next Steps

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