

COMMUNITY DEVELOPMENT AGENCY  
**HOUSING AND FEDERAL GRANTS DIVISION**

Thomas K. Lai  
DIRECTOR

Marin County Civic Center  
3501 Civic Center Drive  
Suite 308  
San Rafael, CA 94903  
415 473 6269 T  
415 473 7880 F  
415 473 2255 TTY

Building and Safety  
Environmental Health Services  
Planning  
Environmental Review  
Housing  
Sustainability  
Code Enforcement  
GIS  
Federal Grants

[www.marincounty.org/cda](http://www.marincounty.org/cda)

March 1, 2022

Marin County Board of Supervisors and  
Planning Commission  
3501 Civic Center Drive  
San Rafael, CA 94903

**SUBJECT:** Housing Element Update

Dear Supervisors and Commissioners,

**RECOMMENDATION:**

1. Receive report on community outreach and feedback received related to candidate housing sites and site scenarios.
2. Review and provide feedback on staff recommendation for candidate housing sites and alternative scenarios that address the State-mandated Regional Housing Need Allocation for housing production for the 2022-2030 planning period.

**SUMMARY:**

The Community Development Agency is in the process of updating the Housing and Safety Elements, which are integral parts of the Countywide Plan (CWP). The Housing Element update will establish a strategy for meeting housing needs for the 2022-2030 planning period. The Safety Element is also being updated to incorporate policies focused on responding to potential adverse impacts associated with climate change, as well as specific new State law requirements related to flood and fire hazards. To meet deadlines established by the State, the Board of Supervisors should adopt the forthcoming Housing Element no later than December 31, 2022, and submit it to the State for review and certification.

This report and related presentation will focus on the Housing Element sites requirements. Specifically, we will discuss 1) State requirements for sites selected to be included in the housing element and site scenarios that build on the Guiding Principles that were considered at the December 7, 2021, Joint Session of Board Supervisors and Planning Commissioners; 2) a summary of public outreach and results of public engagement, including public preferences for sites and scenarios, and 3) staff recommendations on site list and next steps.

**BACKGROUND:**

Marin County has initiated a planning process consistent with State law to identify how to meet housing needs for households at all income levels. State housing legislation dictates that the CWP must include land use plans and regulations that provide opportunities for, and do not unduly constrain, housing development. Detailed information regarding housing needs and housing costs can be found in Attachment 1.

**Site Selection**

Changes in state housing legislation have altered the landscape for residential development. In the last five years, approximately 70 pieces of housing related legislation have been signed into law. Among other things, these laws streamline residential development, permit increased densities when affordable units are included, reduce discretionary review, and hold local governments accountable for producing a fair share of new housing development. Based on these changes, the County is facing a new paradigm and will need to approach residential development differently in order to have a certified housing element. A key component of the Housing Element Update is the identification of opportunity sites<sup>1</sup>, which are suitable for residential development, including vacant sites and sites having the potential for redevelopment that can be developed for housing within the planning period<sup>2</sup>. Environmental conditions (e.g., steep slopes, biological habitat, agricultural lands) and hazards (e.g., wildland fires, sea level rise, flooding) will likely constrain development opportunities and may require significant modifications to existing land use policies and development standards in order for the County to meet its RHNA requirements.

The housing element also has a new requirement to focus on addressing fair housing and patterns of segregation. Assembly Bill 686, now requires that the County identify sites throughout the community, in a manner that is consistent with its duty to affirmatively further fair housing (AFFH). In the context of AFFH, the site identification requirement involves not only an analysis of site capacity to accommodate the RHNA, but also whether the identified sites serve the purpose of replacing segregated living patterns with truly integrated and balanced living patterns. Site selection must also serve to provide access to high resource areas, such as high quality jobs, schools and public transportation, and to serve to transform racially and ethnically concentrated areas of poverty into areas of opportunity.

**State Law Considerations**

When evaluating the appropriateness of sites for residential development at all income levels, physical features must be considered, such as susceptibility to flooding, slope instability or erosion, and other environmental considerations, in addition to location, which includes proximity to transit, job centers, and public or community services. The site selection process must also address State regulatory standards that apply when considering how a site can be counted toward the RHNA.

- 1) **Lot Size:** To be considered appropriate to accommodate lower-income units, a site must be between 0.5 and 10 acres in size. Lots that are larger than 10 acres or smaller than 0.5 acres may be considered for lower-income units (but will require evidence that they are viable) and may also be considered for moderate and above-moderate income units.
- 2) **Default Density:** To be considered viable for the purpose of supporting housing affordable to lower-income households (low-, very-low-, and extremely-low-income households), the property must be zoned to support at

---

<sup>1</sup> Opportunity sites are included in the sites inventory list of the Housing Element, which meet the minimum standards established by the California Department of Housing and Community Development (HCD). These sites are evaluated for their development potential.

<sup>2</sup> Government Code Section 65583(a)(3) and Section 65583.2

least 20 dwelling units per acre<sup>3</sup>. However, this law will sunset during the housing element planning period and the County may want to consider higher densities to accommodate the increased RHNA.

- 3) **Trends:** Estimated development potential on vacant lands and for accessory dwelling units (ADUs) will be based on the density of actual residential developments and past production (construction) trends, as well as evidence of the affordability of ADUs.
- 4) **Recycling Prior Sites:** Vacant sites identified during two consecutive prior RHNA cycles and non-vacant sites identified during a prior cycle must be described as to why they are currently viable if they have not yet been developed. They must allow “by-right” approvals if they are identified as suitable for lower income housing in the new housing element. By-right approval means that if a project provides at least 20 percent affordable units and requires no subdivision, the project is exempt from review under the California Environmental Quality Act, and only design review based on objective standards may be required.
- 5) **Development on Non-vacant Sites:** If a non-vacant site, which is a site with any improvement (e.g. buildings or other permanent structures, paved parking lot, income producing improvements such as crops, high voltage power lines, oil-wells, etc.) is identified for redevelopment (from an existing use to a residential use), the County must provide a detailed analysis demonstrating the site’s suitability for and the likelihood of residential development. If more than half of the required lower income sites are proposed on non-vacant land, then the existing uses are presumed to impede residential development unless there is substantial evidence that a site is likely to develop for housing in the next eight years. Property owner interest in transitioning the site to a residential or mixed-use development is one example of such substantial evidence.
- 6) **No net loss:** The purpose of the No Net Loss Law<sup>4</sup> is to ensure that development opportunities remain available throughout the planning period to accommodate a jurisdiction’s Regional Housing Need Allocation (RHNA), especially for lower- and moderate- income households. Under this law, if the County approves a project with a different affordability level or residential density below that shown in the County’s Housing Element, the County must make written findings showing that the reduction is consistent with the Countywide plan, including the Housing Element, and that either the remaining sites identified in the Housing Element are adequate to accommodate the jurisdiction's share of the regional housing need by income level, or other sites in the County are zoned appropriately to accommodate that income level. If neither of these findings can be made, the County must identify and make available additional sites within 180 days, typically through rezoning.. If a site designated for lower or moderate income units develops at a lower density or with fewer lower or moderate income units than specified in the Housing Element, the County could be required to add additional sites, unless the sites list has additional sites for lower income units. Therefore, it is recommended that additional sites be included above the RHNA for very low and lot income categories

---

<sup>3</sup> SB 106 extended the sunset date on a 2014 law that recognizes Marin as a suburban county for the purposes of developing affordable housing and establishes the default density at 20 units per acre, the law will sunset in 2028 with lasting effects until 2032.

<sup>4</sup> Government Code Section 65863

to provide a “buffer”. The state recommends a buffer of between 15 and 30%.

### **Guiding Principles for Site Selection**

At the Joint Session of the Board of Supervisors and Planning Commission on December 7, 2021 your Board and Planning Commission provided feedback on the Guiding Principles and recommended an additional Principal, included in Attachment 2.

### **DISCUSSION:**

Staff worked with MIG, Inc., the consultant retained by the County to work on the Housing and Safety Element updates, to identify a list of candidate housing sites, factoring in state laws around site suitability and local knowledge. Over 150 sites were selected as adequate with development potential of over 6,332 units, yielding more than the RHNA allocation of 3,569 units. This was done to provide the public and decision makers with choice and flexibility in selecting sites that aligned with a range of goals, priorities and principles. Each of the four housing sites scenarios described below builds upon a specific Guiding Principle, as presented and considered at the December 7, 2021, joint session with the Board of Supervisors and Planning Commission. Each scenario includes housing site strategies related to surplus school, County, and State lands; religious institutions; vacant lands; and commercial and residential sites not currently used to their full potential. Although each scenario emphasizes the importance of a specific principle, e.g., Countywide Distribution, all aspects of the guiding principles are embedded in all four scenarios. The initial sites analysis described above yielded more sites than needed, therefore depending on the guiding principle favored in the scenario, some of the sites have fewer or no units. These scenarios were used in the Balancing Act tool discussed below as a way for the public to provide feedback on what was important to them as well as evaluate tradeoffs needed to meet the RHNA. These scenarios are included in Attachment 3.

#### **1. Ensure Countywide Distribution Scenario**

The Countywide Distribution Scenario distributes housing sites throughout the County. It responds to housing demand throughout the County, locates housing near services (e.g., City Center Corridor and villages in the Coastal and Inland Rural Corridors), and distributes housing throughout all five Supervisorial districts.

#### **2. Address Racial Equity and Historic Patterns of Segregation Scenario**

The Equity Scenario emphasizes racial equity and addresses historic patterns of segregation by promoting inclusive communities, furthering housing choice, and examining racial and economic disparities. It locates affordable housing in areas with access to resources such as good schools, transportation infrastructure, and healthy living conditions such as good air quality. It focuses housing development outside areas of current minority concentration, as defined by the federal U.S. Department of Housing and Urban Development (HUD).

#### **3. Encourage Infill and Redevelopment Opportunities Scenario**

The Infill scenario focuses housing on infill sites within already developed areas and limits new development on larger undeveloped areas. It locates housing within existing communities and close to services, jobs, transportation, and amenities. It considers the rezoning of infill sites to accommodate affordable housing, suggests housing on underutilized and marginal commercial properties and publicly owned sites at higher densities and facilitates production of accessory dwelling units (ADUs).

#### 4. Consider Environmental Hazards Scenario

The Environmental Hazards Scenario locates housing in areas with limited environmental hazards or in areas where impacts could be mitigated to address threats to life and property from these hazards. It identifies sites where technology, materials, and building methods could mitigate environmental hazards; prioritizes sites in areas having few impacts associated with climate change; and identifies sites with adequate routes for hazard evacuation.

#### **PUBLIC OUTREACH:**

Outreach for the Housing Element began in the fall through workshops and focus groups. Over 250 individuals attended these events to discuss housing needs, with a focus on members of the protected classes and low-income populations. Additionally, a resident survey of housing needs was disseminated online and in paper format, with over 800 responses received in English and Spanish. This outreach is summarized in Attachment 4.

Extensive public outreach is a guiding principle for site selection and is a critical component of Housing Element legislation. The outreach for sites began with a Countywide Workshop hosted on January 20, 2022, that summarized the four site scenarios and a presentation of all candidate sites. In February, staff and consultants presented a roadshow on sites to over 15 groups including Design Review Boards, Neighborhood Groups, and local organizations about the candidate sites and received public comment for the Board and Commission to consider. As outlined in Attachment 4, these meetings were conducted in communities throughout unincorporated Marin.

Online outreach and feedback opportunities were launched to the public in January, including Balancing Act and additional interactive maps where the public could see and provide feedback on all candidate sites:

- **Full Site List:** A full sites list (PDF and excel) and map of all candidate housing sites in Google maps was released for public comment and made available on the County's website.
- **Balancing Act:** Balancing Act is a tool that allows the public to select and tailor one or several preferred scenarios to create their own housing plan using key sites that reflect the scenarios. The tool provides a comprehensive look at the sites under consideration, and allows the public to balance priorities, tradeoffs and concerns by lowering units on sites and increasing units on others. County staff provided public online "office hours" to answer questions about how to use Balancing Act at four separate times throughout the month of February.
- **Atlas:** In February, a website that includes existing conditions and a map of all candidate sites was launched for the public. This site allows public

comment on all sites and includes map layers such as natural resources, physical and community infrastructure, community profile, and hazards.

- **Site Suggestion Map:** An interactive map that allows the public to comment on sites and suggest candidate sites was launched in January.

For those who are unable to access these resources, staff provided an email address and phone number to submit comments and questions and offered to meet in person if requested. The feedback received on sites will be included in the presentation on March 1, 2022.

**SITE SELECTION:**

Staff continue to hold meetings and gather community feedback from the public. At the meeting on March 1, staff will summarize the public feedback received and present alternatives for the Board and Commission's consideration that incorporate State law considerations, the guiding principles and feedback on the scenarios discussed above. Staff recommends your Board and Commission provide direction on which preferred alternative(s) to consider and provide direction on the site selection process. On March 15<sup>th</sup>, staff will return with a proposed site list based on your direction and community feedback.

**TIMELINE AND NEXT STEPS:**

The Housing Element for the 2022-2030 planning period is due to the State by January 2023. Staff will refine a list of potential sites and associated development potential based on the Board and Commission's comments on the site alternatives presented. Additional analyses will consider additional regulatory and policy constraints, environmental resources, including biological resources, infrastructure capacity, wildfire, circulation, and development feasibility.

More information related to the Housing and Safety Element updates will be presented at future Community Workshop and at meetings of the Board of Supervisors and the Planning Commission in Spring 2022.

Attachment 5 shows the schedule of activities necessary to meet this deadline and identifies the planned public outreach and required environmental review.

**EQUITY IMPACT:**

Under Assembly Bill 686, the Housing Element is required to include an assessment of fair housing to address barriers to fair housing choice and identify sites and programs that provide housing opportunity for lower income families and individuals near high quality schools, employment opportunities and public transportation. Assembly Bill 686 also requires local governments to identify meaningful goals to address the impacts of systemic issues such as residential segregation, housing cost burden, and unequal educational or employment opportunities to the extent these issues create and/or perpetuate discrimination against protected groups. These requirements will be incorporated into the Housing Element, including the site selection recommendation.

**FISCAL/STAFFING IMPACT**

No Impact on the general fund, funds to accomplish these tasks have been previously identified and are available in CDA's budgets.

**REVIEWED BY:**

- Department of Finance
- County Administrator's Office
- County Counsel
- Human Resources

- N/A
- N/A
- N/A
- N/A

**SIGNATURE:**

*Leelee Thomas*

Leelee Thomas  
Deputy Director Housing and Federal Grants



Thomas K. Lai  
Director

Attachments

- 1: Housing Needs and Housing Costs Data
- 2: Summary of Guiding Principles for Site Selection
- 3: Balancing Act Scenarios
- 4: Sites Community Outreach Summary
- 5: Schedule

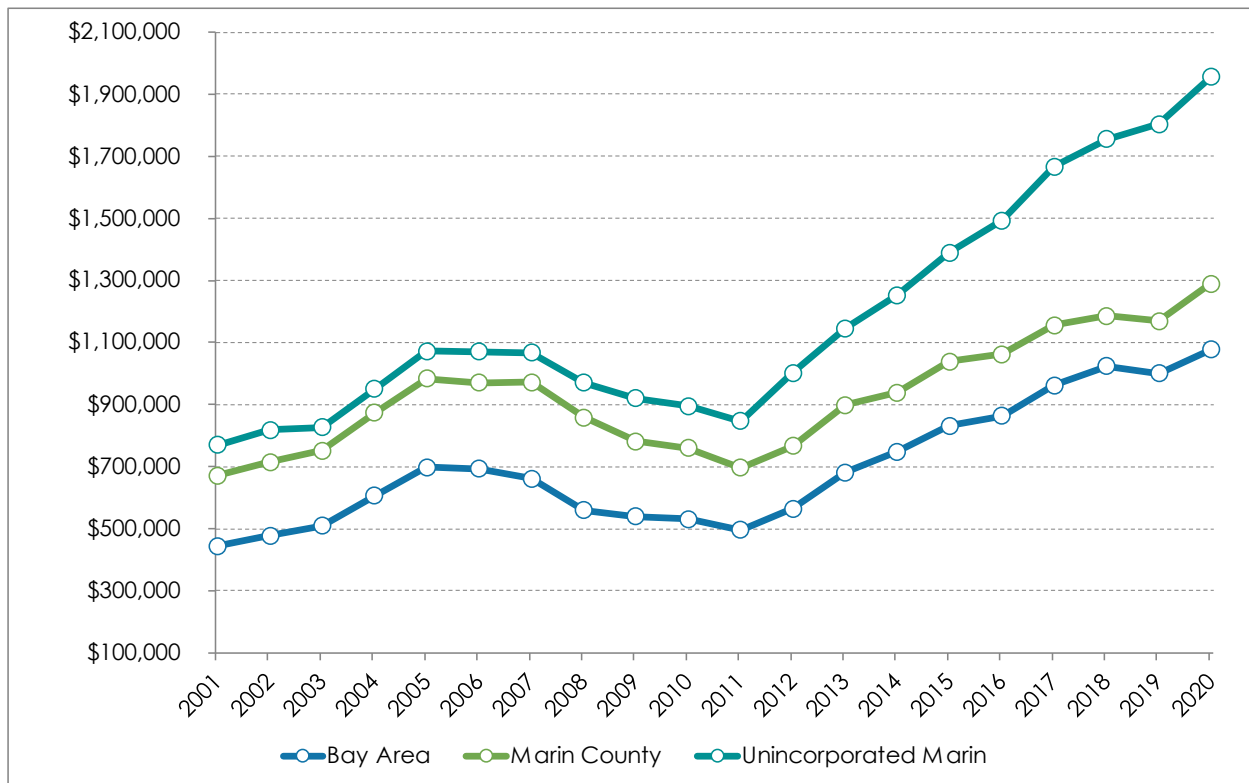


## Attachment 1: Housing Needs and Housing Costs Data

### → Sales Prices and Rents

In December 2020, the typical home value in unincorporated Marin County was estimated at \$1,955,760 per data from Zillow. The largest proportion of homes were valued between \$1 million to \$1.5 million. By comparison, the typical home value is \$1,288,800 in Marin County and \$1,077,230 the Bay Area, with the largest share of units valued \$750,000 to \$1 million (county) and \$500,000 to \$750,000 (region).<sup>1</sup>After securing a 20% down payment, a household would need to earn a monthly income of about \$6,620 to afford a home at the median value.

Figure 1: Home Values in Marin County and the Bay Area



Zillow data is also available by ZIP code, and recent trends are shown for the unincorporated communities in Table II- 25. In 2020, the range of home values was

<sup>1</sup> Housing Needs Data Report: Unincorporated Marin. AGAG/MTC Staff and Baird+Driskell Community Planning, April 2, 2021.



between \$916,518 to \$3,416,244, and all communities experienced significant increases in home values since 2013 (minimum of 29 percent increase in value).

**Table 1: Home Values, Unincorporated Communities**

Community Name	Zip Code	Home Value -Dec. 2013	Home Value - Dec. 2020	% Change in Value
Blackpoint-Greenpoint	94945	\$670,899	\$927,428	38.2%
Northern Costal West Marin	94929	\$757,012	\$1,049,628	38.7%
	94971	\$662,154	\$961,486	45.2%
Central Coastal West Marin	94956	\$827,089	\$1,290,055	56.0%
	94937	\$807,195	\$1,271,424	57.5%
The Valley	94946	\$1,322,537	\$1,706,118	29.0%
	94963	\$860,519	\$1,234,562	43.5%
	94973	\$677,232	\$971,882	43.5%
	94938	\$705,037	\$1,025,663	45.5%
	94933	\$645,740	\$916,518	41.9%
Southern Coastal West Marin	94970	\$1,744,475	\$3,416,244	95.8%
	94924	\$1,066,412	\$1,656,332	55.3%
	94965	\$1,036,162	\$1,418,479	36.9%
Marinwood/Lucas Valley	94946	\$1,322,537	\$1,706,118	29.0%
	94903	\$773,354	\$1,144,075	47.9%
Santa Venetia/Los Ranchitos	94903	\$773,354	\$1,144,075	47.9%
Kentfield/Greenbrae	94904	\$1,450,420	\$2,001,013	38.0%
Strawberry	94941	\$1,221,218	\$1,744,308	42.8%
Tam Valley	94941	\$1,221,218	\$1,744,308	42.8%
Marin City	94965	\$1,036,162	\$1,418,479	36.9%

Source: Zillow, Zillow Home Value Index (ZHVI).  
Notes: Zillow describes the ZHVI as a smoothed, seasonally adjusted measure of the typical home value and market changes across a given region and housing type. The ZHVI reflects the typical value for homes in the 35th to 65th percentile range. The ZHVI includes all owner-occupied housing units, including both single-family homes and condominiums. More information on the ZHVI is available from Zillow.

Based on the current data available, rents in the unincorporated communities are \$2,500 per month or higher. The areas with the highest rents are the communities of Strawberry and Tam Valley. Assuming an affordability rate of no more than 30 percent of household income, an annual income of \$100,000 to \$136,000 would be required to rent in these communities. These rates price out all very low and many low-income households.

**Table II- 1: Median Rent, Unincorporated Communities**

<b>Community</b>	<b>Zip Code</b>	<b>Median Rent</b>
Blackpoint-Greenpoint	94945	\$2,501
Southern Coastal West Marin	94965	\$3,182
Marinwood/Lucas Valley	94903	\$2,750
Santa Venetia/Los Ranchitos	94903	\$2,750
Kentfield/Greenbrae	94904	\$2,754
Strawberry	94941	\$3,409
Tam Valley	94941	\$3,409
Marin City	94965	\$3,182
Source: RentCafe, October 2021		

### → 2023-2031 Housing Element Survey Findings on Housing Needs

The 2023-2031 Housing Element survey was focused on identifying housing priorities, needs and barriers in the unincorporated county, and was publicized in English and Spanish. The survey period ran from October through December 20<sup>th</sup>, 2021. There were 728 responses completed in English and 90 responses in Spanish, for a total of 818 responses.

The County used both digital and paper platforms for this survey. The digital Survey Monkey platform was promoted extensively through County communication channels including post-card mail-outs, multiple email communications, and social media. The paper format of the survey was shared with County residents directly at community events, via multiple Community-Based Organizations (CBOs) and publicized through online workshops.

The CBOs who supported the outreach effort included:

- Community Action Marin
- Community Land Trust Association of West Marin
- Lifehouse
- Marin Community Foundation / West Marin Community Services
- Marin Environmental Housing Collaborative
- San Geronimo Valley Affordable Housing Association
- Vivalon (serves people that need paratransit)
- West Marin Senior Services

## ❖ Key Findings

**Housing Cost:** One third of respondents (37%) spend between 30% and 50% of their income on housing costs, while another 19% of respondents spend over 50% of their income. In total, 56% of respondents stated that they spend over 30% of their income on housing costs. From the Spanish respondents alone, almost 60% of those who responded to the survey spend more than 50% of their income on housing costs.

Responses	English	Spanish	Combined
Less than 30% of income	260 (40%)	11 (13%)	271 (37%)
Between 30-50% of income	254 (39%)	18 (22%)	272 (37%)
More than 50% of income	95 (14%)	48 (59%)	143 (19%)
Does not apply	48 (7%)	5 (6%)	53 (7%)
<b>Total</b>	<b>657 English respondents</b>	<b>82 Spanish respondents</b>	<b>739 combined respondents</b>

**Housing Priorities:** Participants were asked to identify their top three housing priorities (out of seven choices).

### Top housing choices for Unincorporated Marin County:

- 59% of respondents selected “Increase the amount of housing that is affordable to moderate, low, and very low- income residents”
- 47% of respondents selected “Increase homeownership opportunities for moderate, low- and very-low-income residents”
- 33% identified “Create programs to help existing homeowners stay in their homes”
- The remaining 4 choices were selected by 23% to 28% of the respondents

**Housing Needs:** Participants were asked to select all that apply from seven choices. The top three choices were:

### There is insufficient housing in my community for:

- Low-income households (59%)
- Families with children (35%)
- Older adults: seniors, elderly (34%)

***Housing Barriers:*** Participants were asked to identify the top barrier to affordable housing of out five choices.

**Top barrier to affordable housing:**

- 55% identified “Limited availability of affordable units”
- The remaining choices received between 5% and 18% of the responses.



## Attachment 2: Summary of Adopted Guiding Principles for Site Selection

---

At the Joint Session of the Board of Supervisors and Planning Commission on December 7, 2021, your Board and Planning Commission provided feedback on the Guiding Principles and recommended an additional Principal.

### ❖ **Ensure Countywide distribution**

Taking into account the constraints imposed by environmental conditions and the availability of infrastructure and services, housing sites should be distributed throughout the County.

- Respond to housing needs of each community in unincorporated Marin County.
- Provide housing opportunities at locations near services (e.g., City Center Corridor, and villages in the Coastal and Inland Rural Corridors).
- Ensure housing sites have infrastructure capable of supporting development.
- To achieve the number of potential units required, housing units will need to be approved in all Supervisorial districts.

### ❖ **Address racial equity and historic patterns of segregation**

Affordable housing sites should be focused in areas of opportunity and should affirmatively further fair housing by promoting inclusive communities, furthering housing choice, and addressing racial and economic disparities.

- Locate affordable housing in areas with access to resources such as good schools, transportation, and that are environmentally healthy (e.g.: good air quality)
- Focus affordable family housing developments outside areas of minority concentration<sup>1</sup>, as defined by the federal U.S. Department of Housing and Urban Development (HUD)<sup>2</sup>

### ❖ **Encourage Infill and redevelopment opportunities**

Taking into consideration the housing element site requirements, sites should focus on infill and limit development on greenfield areas.

- Identify sites within existing communities, close to services, jobs, transportation, and amenities
- Consider rezoning infill sites to accommodate affordable housing
- Accommodate housing on underutilized and marginal commercial properties and publicly-owned sites.

---

<sup>1</sup> Areas where non-White residents are disproportionately located, as defined by Fair Housing Site and Neighborhood Standards.

<sup>2</sup> In 2019, the County of Marin entered into a [Voluntary Compliance Agreement](#) (VCA) with HUD, which requires the County to prioritize family housing outside areas of minority concentration.

- Facilitate production of accessory dwelling units (ADUs).

#### ❖ **Consider environmental hazards**

Locate housing sites in areas that could be mitigated to address the threat to life and property from these hazards.

- Identify sites where technologies, materials, and building methods could mitigate environmental hazards.
- Coordinate with Safety Element to prioritize sites that are in areas of less significant impact as a result of climate change.
- Plan for sites that include adequate routes for hazard evacuation.

#### ❖ **Leverage surplus lands**

Consider making the most of development opportunities on sites owned by the County, religious institutions, schools, and the State when identifying housing sites.

- Evaluate County-owned property which could be considered for housing.
- Work with the State to identify and support opportunities for increased housing on State-owned land.
- Allow for housing development on parking areas and underutilized lands owned by religious and educational institutions (consistent with State law).

#### ❖ **Ensure robust public engagement around all sites**

Create several opportunities for engagement and education around all candidate housing sites.

- Provide a variety of opportunities to evaluate and comment on all site scenarios.
- Provide opportunities for the public to suggest housing sites that may not be on the candidate sites list.
- Coordinate a variety of meeting types for the public to comment on sites, including Countywide workshops and community meetings.
- Provide an email address and phone number to receive comments and accommodate those who may not be able to attend meetings or have difficulty accessing other outreach opportunities.



## **Attachment 3: Balancing Act Scenarios**

---

### **❖ Scenario #1: Ensure Countywide Distribution**

The Countywide Distribution Scenario distributes housing sites throughout the County. It responds to housing demand throughout the County, locates housing near services (e.g., City Center Corridor and villages in the Coastal and Inland Rural Corridors), and distributes housing throughout all five Supervisorial districts.

### **❖ Scenario #2: Address Racial Equity and Historic Patterns of Segregation**

The Equity Scenario emphasizes racial equity and addresses historic patterns of segregation by promoting inclusive communities, furthering housing choice, and examining racial and economic disparities. It locates affordable housing in areas with access to resources such as good schools, transportation infrastructure, and healthy living conditions such as good air quality. It focuses housing development outside areas of current minority concentration, as defined by the federal U.S. Department of Housing and Urban Development (HUD).

### **❖ Scenario #3: Encourage Infill and Redevelopment Opportunities**

The Infill scenario focuses housing on infill sites within already developed areas and limits new development on larger undeveloped areas. It locates housing within existing communities and close to services, jobs, transportation, and amenities. It considers the rezoning of infill sites to accommodate affordable housing, suggests housing on underutilized and marginal commercial properties and publicly owned sites at higher densities and facilitates production of accessory dwelling units (ADUs).

### **❖ Scenario #4: Consider Environmental Hazards**

The Environmental Hazards Scenario locates housing in areas with limited environmental hazards or in areas where impacts could be mitigated to address threats to life and property from these hazards. It identifies sites where technology, materials, and building methods could mitigate environmental hazards; prioritizes sites in areas having few impacts associated with climate change; and identifies sites with adequate routes for hazard evacuation. This scenario will be refined with additional analysis of environmental constraints and transportation capacity.



## Attachment 4: Sites Outreach Summary

---

### → Community Workshops

Community workshops and events were conducted from the end of January through mid-February to offer communities an overview of the site strategies that were presented to the Board of Supervisors and Planning Commission at the December 7, 2021, hearing, and an opportunity to share opinion and ask questions.

Information was shared in English and Spanish and promoted across several platforms including County of Marin social media channels (Twitter, Facebook), NextDoor, and through community-based organization networks across the County. Meetings were recorded in English and Spanish and added to the Marin Housing and Safety Elements YouTube channel and website.

#### ❖ Kickoff countywide sites workshop (January 20)

207 people registered for the event and 134 attended. The event was also livestreamed on YouTube where an additional 23 people viewed the meeting. Participants received an introduction to sites strategies and a demonstration of the Balancing Act tool. Attendees also participated in breakout rooms to offer opinions on the site strategies presented in the meeting.

#### ❖ Community-specific sites updates (January 27 – February 17)

Over 450 people registered for these events and 360 attended. Participants received an overview of the housing site strategies and scenarios, a demonstration of Balancing Act, and the opportunity to review and ask questions about sites in the specific community.

Date	Location
January 26	Kentfield - hosted through Kentfield Planning Advisory Board (KPAB)
February 2	Tamalpais Valley - hosted through Tamalpais Design Review Board (TDRB)
February 7	Strawberry - hosted through Strawberry Design Review Board (SDRB)
February 9	Unincorporated Ross Valley
February 10	Marinwood and Lucas Valley
February 15	Marin City – hosted through Marin City Community Conversations
February 15	Los Ranchitos and Santa Venetia
February 16	West Marin
February 17	Unincorporated Novato



### ❖ **Presentations (February – April)**

County staff also presented an overview of site strategies, the Balancing Act tool, and took questions at a meeting hosted by the Marin Conservation League. Additional presentations are planned in March with the Marin County Office of Education to discuss the intersection of schools and the Housing Element, and in April with the Marin County Commission on Aging.

### ➔ **Online Tools**

Various digital tools were released to collect feedback and comments about the candidate sites. Weekly office hours were offered in February to provide the public an opportunity to ask specific questions about any of the tools.

All communications encouraged those unable to access or utilize the online tools to get in contact with County staff for the possibility of an in-person meeting or other accommodation. Additionally, the public was presented with the alternative to email comments to Staff, or to leave a voicemail.

### ❖ **Balancing Act (January 20 – February 28)**

An interactive tool that allows users to adjust proposed housing units as desired. The goals of the tool include:

- Helping the public understand the tradeoffs needed to meet the RHNA. When units are decreased on one site, they must be increased on one or more sites to maintain the balance of units.
- Gathering feedback about the preferred scenario(s).
- Gathering consistent feedback data about the sites, in addition to comments about specific sites.

Four Balancing Act scenarios were created utilizing the guiding principles approved by the Board of Supervisors and Planning Commission joint workshop on December 7, 2021.

These scenarios include:

1. Ensuring countywide distribution
2. Addressing racial equity and historic patterns of segregation
3. Encouraging infill and redevelopment opportunities
4. Considering environmental hazards

While all six adopted guiding principles are included within each scenario, each scenario highlights a specific principle. The Balancing Act scenarios are populated with 17<sup>1</sup> key housing sites (larger sites, sites with a substantial number of units, sites that may require re-zoning). The full list of sites was made available on the County's Housing and Safety

---

<sup>1</sup> Balancing Act contains 17 key sites that are available for adjusting proposed units. In total, 38 sites are available on the tool for comments.

Elements webpage as a pdf document, excel document, and interactive map, where the public could provide comments on all of the candidate sites and propose additional sites.

County staff also offered four office hours throughout February at various times, including February 1<sup>st</sup> from 5-6 PM, February 10<sup>th</sup> from 7-8 PM, February 15<sup>th</sup> from 7-8 PM and February 22<sup>nd</sup> from 5-6 PM. Spanish speaking staff were available at this meeting.

#### ❖ **Housing sites suggestion and feedback map (January 10 – February 28)**

An interactive map that allows the public to offer suggestions about additional housing sites that have not yet been considered by the County. The map is also populated with the full list of candidate housing sites and serves as an alternative way for the public to offer comments about the candidate sites. The tool allows users to drop a pin on any address and add comments/photos to offer additional details about why they are suggesting the site. As of February 22<sup>nd</sup>, over 70 suggestions and comments have been collected through the map.

#### ❖ **Atlas (February 11 – February 28)**

The interactive Atlas intended to help community members identify the most appropriate sites for new housing when taking into consideration environmental conditions, together with fair housing and equity objectives. Five maps are included:

- Candidate housing sites
- Community profile, including data related to demographics, income, opportunity areas, job proximity, and overcrowding
- Physical and community infrastructure, including the location of public facilities, major infrastructure, schools, and transit
- Hazards, including information about flood hazards, sea level rise, faults, and wildfire severity zones
- Natural resources, including data about protected open space, streams, and wetlands

### ➔ **Communications**

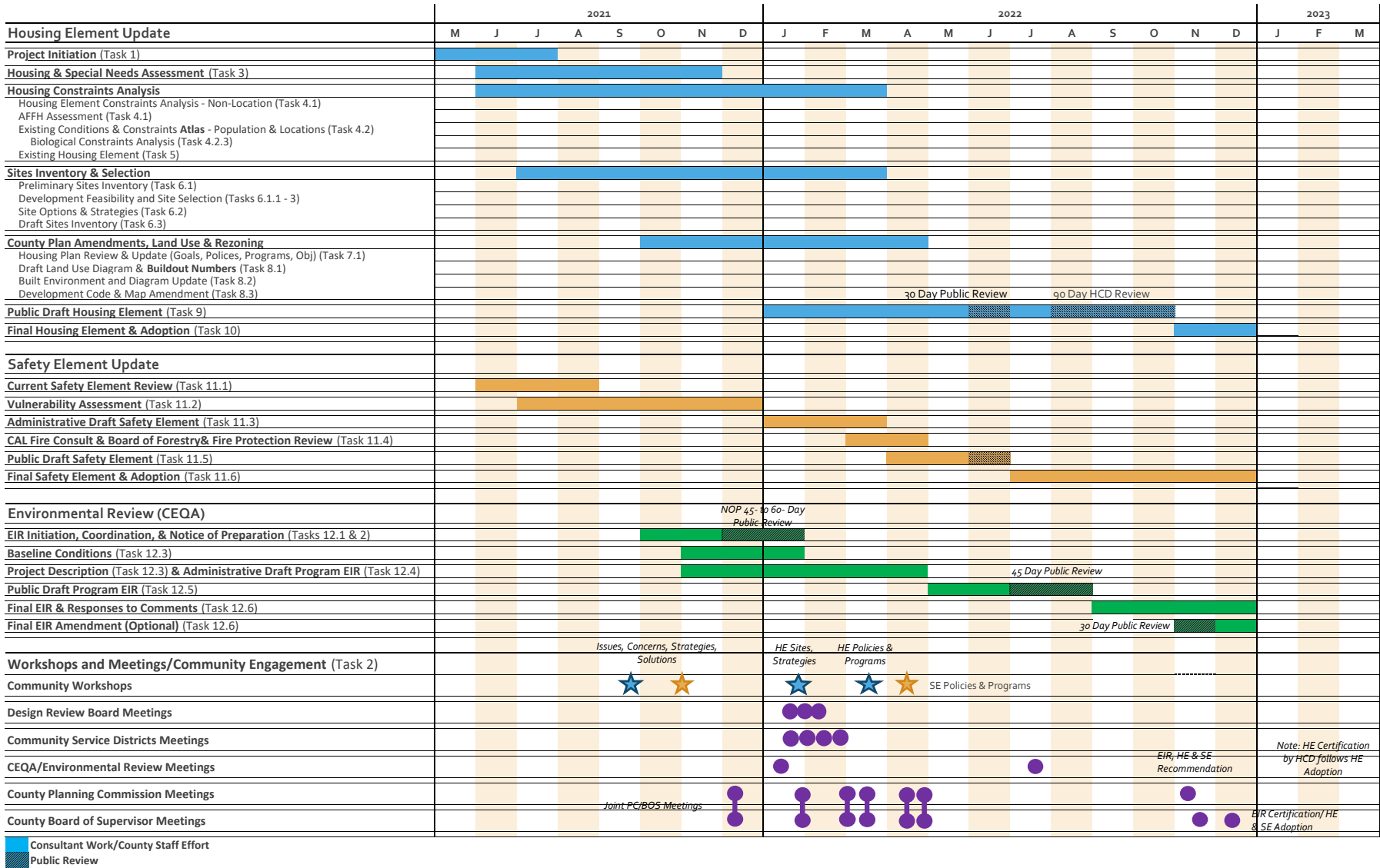
County staff have engaged in ongoing communication with the public by offering updates through GovDelivery bulletins to over 3,500 subscribers, updating registrants of the January 20<sup>th</sup> community workshop, communicating through Marin's community-based organization network, coordinating with Board Aides to share information about feedback opportunities through Supervisor newsletter, and coordinating with some cities and towns (Fairfax, San Anselmo) to distribute sites updates to their subscribers. Platforms such as Twitter, Facebook, NextDoor and YouTube have been utilized to disseminate information about the community meetings and online tools for input.

# Project Schedule

## Marin County 2023 - 2031 Housing and Safety Elements Update

Schedule Subject to Change - Work In Progress

As of 14 February 2022



[Blue Bar] Consultant Work/County Staff Effort  
 [Hatched Bar] Public Review