Winning at the Ballot
// Affordable Housing Bond Campaign

Goodwill Community Enrichment Center, Community Room
2:30 pm - 4:30 pm
15 BILL PACKAGE

- AB 571 (Garcia) – Farmworker Housing
- SB 2 (Atkins) – Permanent Source
- SB 3 (Beall) - $4B Bond
- AB 1397 (Low) – Identifying Sites for Housing
- SB 166 (Skinner) – Maintaining Sites for Housing
- AB 1505 (Bloom) – Inclusionary Zoning
- AB 73 (Chiu) – Streamlining v. 1
- SB 540 (Roth) – Streamlining v. 2
- SB 35 (Wiener) – Streamlining v. 3
- AB 72 (Santiago) – Enforcement of Housing Laws
- AB 678/SB 167 – Housing Accountability Act enforcement (anti-NIMBY)
- AB 1515 (Daly) – Housing Accountability Act standards
- AB 879 (Grayson) – Housing Production Reporting
- AB 1521 (Bloom) – Housing Preservation
KEY THEMES

- Funding affordable housing development
- Holding local governments accountable for planning for and approving housing at all income levels
- Addressing inadequate and exclusionary zoning practices
- Removing barriers to housing development and accelerating project approvals
- Enforcing housing laws
- Preserving existing affordable housing stock
What gets streamlined? The proposed project and site must meet the following:

- Multifamily development
- In an urbanized area, where at least 75% of the perimeter is developed with “urbanized” uses
- On a parcel zoned for residential, or for residential mixed use where 2/3 of the use is for residential
- Project is consistent with objective zoning and design review standards in effect at the time it is proposed
- Not located within certain environmentally sensitive locations including coastal zone, earthquake fault zone, protected habitat, etc.
SB 35 – STREAMLINING

When is streamlining required:

- For a locality that has failed to issue building permits for 100% of its **above-moderate income** RHNA share in the preceding 4 years, streamlining applies to any project within that locality that includes at least **10% of units for lower-income households**
- For a locality that has failed to issue building permits for 100% of its **low- or very low-income** RHNA share in the preceding 4 years, streamlining applies to any project that includes at least **50% of units for lower-income households**
- HCD responsible for making determination on where streamlining is turned on and for which category
- On/off determinations generally good for 4 years, with some caveats
SB 35 – STREAMLINING

What does streamlining mean for your project?

• Must be approved ministerially
• No CEQA
Wage requirements:

- **Prevailing wage:** Any project using streamlining must be a “public work” or pay prevailing wage, including affordable housing developments.

- **Skilled and trained workforce:** Certain predominantly market-rate projects must utilize a skilled and trained workforce, i.e., a union workforce. 100% affordable developments are exempt from this requirement.
First Year: Funds collected in the first year are divided as follows:

- 50% to local governments for updating local plans
- 50% to HCD to address homelessness through a variety of permissible activities, including rapid rehousing, rental assistance, navigation centers, and the construction, rehabilitation, and preservation of permanent and transitional rental housing
SB 2 – PERM SOURCE

Subsequent Years: After the first year, funds are divided as follows (pt. 1/2):

70% to localities, of which:

• 90% is distributed using the CDBG entitlement formula

• The non-entitlement portion is allocated using a competitive process with preference for counties of less than 200K, non-entitlement cities (typically those of 50K or less), and those that target the money to certain uses intended to address homelessness

• 10% is distributed to all non-entitlement cities and counties (about $125K-150K each)
Subsequent Years: After the first year, funds are divided as follows (pt. 2/2)

• 30% to the following uses:
  • 5% for “state incentive programs, including loans and grants administered by the department.” If those funds go unutilized, then the funds go to MHP
  • 10% for farmworker housing
  • 15% (half of this pot) to CalHFA for mixed-income multifamily serving the low- and moderate-income levels

• And: at least 20% of the overall amount must be expended for "affordable owner-occupied workforce housing"
SB 3 – HOUSING BOND

- Multifamily Housing Program (MHP)—$1.5 billion (past bonds have split MHP funds equally between the general MHP program and the MHP-SH program, which funds supportive housing)
- Transit-Oriented Development Program—$150 million
- Infill Incentive Grant Program—$300 million
- Joe Serna, Jr. Farmworker Housing Grant Fund—$300 million
- Local Housing Trust Fund Matching Grant Program—$300 million
- CalHome Program—$300 million
- Self-Help Housing Fund—$150 million.
- CalVet Home Loan Program—$1.0 billion
AB 1397 – HOUSING ELEMENT

Tightens up housing element site identification requirements as follows:

• Currently served by water and sewer or capable of being served during the planning period
• Must show that really small or really big sites are feasible for development
• Limits the use of non-vacant sites
• Sites that have been included in prior housing elements but that haven’t developed subject to new rules
• Requires reasonable projections of the number of affordable units that can be developed on a site
• Additional by-right development opportunities
AB 166 – NO NET LOSS

• If a site identified in the housing element to accommodate housing for lower-income households is developed with other uses, must either make a finding that enough sites remain to meet the RHNA at each income category or identify a new site.

• If a new site must be identified, locality has six months to do so.

• Cannot deny proposed project on the basis that approving it would trigger this law.
AB 1397 + SB 166

How will these bills help?

• More real, developable sites zoned residential = more places where SB 35 streamlining and HAA protections against project denial apply
• More multifamily zoning
• Supply of multifamily sites maintained throughout the planning period as long as there is unmet need for units
AB 1505 – INCLUSIONARY

- Overturns the *Palmer* decision and restore the ability of local governments to apply inclusionary requirements to rental housing
- Requires rental policies to include flexible means of compliance
- New policies requiring more than 15% lower-income units subject to possible state review of feasibility study if the jurisdiction is consistently underproducing housing
**AB 72 - ENFORCEMENT**

- Gives HCD authority to review any action by a locality that it believes is inconsistent with an approved housing element and revoke approval.

- Gives HCD direction to notify the Attorney General for possible enforcement of violations of:
  - Housing Element Law
  - Housing Accountability Act (a.k.a “Anti-NIMBY Law”)
  - No Net Loss Zoning Law
  - Density Bonus Law
  - Gov’t Code Section 65008, prohibiting discrimination in land use planning.
AB 678 & SB 166

- Tightens review of local government actions denying a housing project
- Preponderance vs. substantial evidence
- Requires local government to provide project applicant with written determination of any inconsistencies with applicable plans and policies within 30 or 60 days depending on project size
- If city or county fails to comply with a court order to approve a project, authorizes fines at a minimum of $10,000 per housing unit in the project and authorizes the court to vacate the decision of the locality and approve the project
WHAT’S AHEAD IN 2018?

• RHNA reform
• Additional efforts to remove development barriers
• Greater focus on tenant protections and addressing displacement
• Increasing density through mandates, incentives
• RDA 3.0?
• More funding?
MORE INFO

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Housing Advocates
Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties need to deliver about between 915,000 and 1,830,000 votes

<table>
<thead>
<tr>
<th>County</th>
<th>Registered voters</th>
<th>20%</th>
<th>50% of 20%</th>
<th>40% turnout</th>
<th>50% of 40%</th>
<th>AH Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>5.3</td>
<td>1,060,000</td>
<td>530,000</td>
<td>2,120,000</td>
<td>1,060,000</td>
<td>79,000</td>
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<tr>
<td>Orange</td>
<td>1.5</td>
<td>300,000</td>
<td>150,000</td>
<td>600,000</td>
<td>300,000</td>
<td>21,000</td>
</tr>
<tr>
<td>Riverside</td>
<td>1</td>
<td>200,000</td>
<td>100,000</td>
<td>400,000</td>
<td>200,000</td>
<td>17,000</td>
</tr>
<tr>
<td>San Bernardino</td>
<td>0.9</td>
<td>180,000</td>
<td>90,000</td>
<td>360,000</td>
<td>180,000</td>
<td>11,000</td>
</tr>
<tr>
<td>Ventura</td>
<td>0.45</td>
<td>90,000</td>
<td>45,000</td>
<td>180,000</td>
<td>90,000</td>
<td>7,100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,830,000</strong></td>
<td><strong>915,000</strong></td>
<td><strong>3,660,000</strong></td>
<td><strong>1,830,000</strong></td>
<td><strong>135,100</strong></td>
<td></td>
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</table>
Regional Presence:

- 135,000 units of affordable housing
- Between 7% and 15% of the votes needed to pass
Collective Impact

• Financial contributions to the campaign
• Industry support
## Veterans and Affordable Housing Bond of 2018

**SB 3 (Jim Beall) provides:**

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multifamily Housing Program</td>
<td>$ 1.5 billion</td>
</tr>
<tr>
<td>Cal-Vet Farm and Home Loan Program</td>
<td>1.0 billion</td>
</tr>
<tr>
<td>Infill Infrastructure Grant Financing</td>
<td>300 million</td>
</tr>
<tr>
<td>Joe Serna Jr. Farmworker Pgm</td>
<td>300 million</td>
</tr>
<tr>
<td>Local Housing Trust Match Grant Pgm</td>
<td>300 million</td>
</tr>
<tr>
<td>CalHome</td>
<td>300 million</td>
</tr>
<tr>
<td>CalHFA Home Purchase Assistance</td>
<td>150 million</td>
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<tr>
<td>Transit-Oriented Development Pgm</td>
<td>150 million</td>
</tr>
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Electoral Landscape / Past Results

NOVEMBER 2018 CALIFORNIA BALLOT

- Veterans and Affordable Housing Bond is first to be placed on ballot
- “Make It Fair” Commercial Property Tax Reform ($11.5 Billion) may qualify; also rent stabilization, 2nd water bond (June: SB 5 water bond)
- Governor & Constitutional Officers; 1 U.S. Senator; 53 U.S. Representatives; 20 State Senators; 80 State Assemblymembers; Local Offices & Measures

PRIOR RESULTS

<table>
<thead>
<tr>
<th></th>
<th>State of California</th>
<th>Los Angeles County</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA Prop 1C Statewide Bond (2006)</td>
<td>57.8%</td>
<td>61.2%</td>
</tr>
<tr>
<td>CA Prop 46 Statewide Bond (2002)</td>
<td>57.6%</td>
<td>63.3%</td>
</tr>
<tr>
<td>LA County Measure HHH, $1.2B bond (2016)</td>
<td>n/a</td>
<td>77.1%</td>
</tr>
<tr>
<td>LA County Measure H, 0.25% sales tax for services (2017)</td>
<td>n/a</td>
<td>69.3%</td>
</tr>
</tbody>
</table>
November turnout favors revenue measures

Registered Voter Turnout in California Elections, 2010-2016

Support for County Housing Bonds

Sources:
Alameda: EMC, June 2016
Santa Clara: EMC, April 2016
Trends in electorate favor housing

Rate of Growth in CA Vote By Mail by Party/Eth/Age - 2012 to 2016

Source: Political Data Blog [politicaldata.com/category/news/] 12/1/16
## Anticipated Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>February</td>
<td>New polling and campaign committee in development</td>
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<tr>
<td>March - June</td>
<td><strong>RESIDENT VOTER REGISTRATION:</strong> Recommended timeframe for affordable housing properties using data from new database</td>
</tr>
<tr>
<td>April – August</td>
<td><strong>AMBASSADORS:</strong> Critical time to collect persuasive endorser list including elected officials, respected opinion leaders from all walks of life</td>
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<td>July</td>
<td>Assignment of numbers (e.g., Prop 46 or Prop 1C)</td>
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<tr>
<td>September 3</td>
<td>Kickoff of “official” campaign activities (phoning, outreach, ads)</td>
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<tr>
<td>October 8</td>
<td>Vote-by-mail ballots arrive and 70% of voters begin voting (Source: UC Davis CA Civic Engagement Project)</td>
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<tr>
<td>November 6</td>
<td><strong>Election Day</strong></td>
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<tr>
<td>December</td>
<td>Certification of results</td>
</tr>
<tr>
<td>February 2019</td>
<td>Counties complete voter file showing voter participation; reports back to developers in approx. 30days</td>
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Campaign Strategy + Voter Engagement

• Campaigns have changed a lot since 2006!
• **Vote-by-mail** may be as much as 70% of California voters, and this voting begins 30 days before “Election Day”
• **Infrequent voters**, including Millennials, Latinos, Unmarried/Non-College Women, are strong housing supporters and need extra reasons / support to vote
• **Resident voter registration** in the spring followed by education and mobilization in the fall supports bond passage and builds a base of support for local & state advocacy
• **Ambassador** outreach builds persuasive local endorser lists and helps voters find trusted messengers
SCANPH & The Database
SCANPH & The Database

- 300 member organizations
- 80,000 units in LA County
- Additional 55,000 in Ventura, Riverside, Orange, and San Bernardino
- Approximately 250,000 registered and unregistered voters
- Capacity to deliver 7%-15% of region’s votes in 2018
SCANPH + PDI + Salsa

- Targeted outreach
- Efficient voter registration and outreach
- Utilizing membership to deliver votes
- Empowering residents to advance affordable housing
Why RUN?

- Statewide resident base of power
- Experts on CA’s housing crisis: trained advocates ready to use this power
- Expanding RUN’s reach into Ventura County, Orange County, Riverside, Inland Empire and Long Beach/San Pedro
- Working with affordable-home residents and community leaders, resident staff, developers, and advocates to harness people power as a political force, influencing policy at every level
- **Our Vision:** A CA where citizens of low- and moderate-income communities are actively engaged as a powerful political force
- **Our goal:** A place to call home in a healthy community for everyone in CA
Why RUN?

- The key to success in 2018 will be voter engagement and registration.
- Ensuring maximum benefit from the voter database by training regional organization staff to use the database for email and social media communications, and training resident services teams to increase voter registration rates.
- Supporting and expanding the capacity of regional partners to reach new allies and stakeholders through Ambassador presentations: putting RUN leaders at the front and center at every opportunity.
Looking to get involved?

- Contact me at mmenjivar@scanph.org, 213-480-1249 ext. 246