

Urban Land Institute Housing Conference
5/10/19
Participant's Notes

Note: Following are the notes I took during this conference. There was a lot of information and so I undoubtedly missed some things and was mistaken in others. I encourage other attendees to edit and add to provide as rich and accurate a report as possible—John Glaser

1. Michael McAfee, Policy Link: on creating diverse communities. Book Reference The Color of Law. The bay area has enormous challenges in creating diverse communities. We can rise to that challenge by embracing the plight of others. If we fail, our already toxic culture will continue to spread.

2. Panel on CASA (Committee To House The Bay Area) and Preserve, Produce, Protect:

- **Ben Metcalf, CA Dept of Housing:** 3.5 million units needed in next 5 years. CASA includes plans to put state land into use for housing **[JG note: Vets home and state hospital]** The governor has initiated enforcement action (lawsuit) vs Huntington Beach for only doing the bare minimum.
- **Alicia Aguirre, Redwood City Council** Huge disparity b/t Bay Area job growth and housing starts (**?3 to 1?**)
- **Scott Wiener, State Senator:** CA has ½ of entire national housing deficit. We rank 49/50 in homes/capita. We'll never subsidize our way out of middle class housing crisis. We need to create middle class housing. Shamefully, in SF 70% of our housing land is zoned for single families **[JG note: according to the Current Conditions Report, 98% of the housing in the Napa Sphere of Influence is either single family residential or rural residential.]**
- **Bill Witte, developer:** We need to look at acquisition as well as production—take apts. and units off speculative market. Speed up entitlement process. Took him 3 years to entitle a project that includes 20% affordable units.

3. New Construction Technologies Panel:

- Modular not only reduces time of construction but can reduce cost by 50%.
- Laminated timbers aid componentization and pre-fabrication.
- Experiments have been done at significant cost savings bringing factory methods to construction site, by pre-fabricating the “soft” components of structure (not the skin or foundation.)

4. Development Without Displacement Panel:

- Single family zoning and Public housing early on were tools for segregation. In the Bay Area.

- 80% of Opportunity Zones are at risk of gentrification (vs 2% nationally) **[JG note: we can't afford to let that happen to our two O.Z's]** Subsidized housing is 2X more effective at stemming displacement than market rate.
- Strong relationships between developers, agencies and investors and govt is critical to working effectively on housing.
- Ideas: partnering with private equity with massive infusions of \$ accompanied by massive community organizing.
- Our housing problem can be seen as supply vs demand. Education is needed to give folks the bump they need in income to be able to afford housing **[JG: won't help if we don't drastically increase the supply]**

5. **Tyrone Poole: keynoter.** Interesting young man. Severely injured taking the firefighter test in Portland. Lost everything, including his home during the long recuperation, and ultimately lived homelessly. Eventually developed an app to match renters with landlords. Quickly discovered the importance of place—a renter will always apply to live where they want to live, not where they may qualify. Stressed the need for empathy—co-signers.

6. Addressing Housing Inequalities:

- Lotus has a campaign to take the economic binds off landlords. They're piloting the program in Charlotte NC. I'm not clear what that looks like.
- The Kelsey organization has determined that less than 14% of adults with "intellectual abilities" own homes. They are advocating for mixed income solutions.
- A program called Home Match, connects people who need a place to live with homeowners who need company, help with rent, etc. It's currently operating in Contra Costa, Marin, and San Francisco counties.
- **A takeaway for me from this panel is that we should think about "amenitizing" inclusion as an attractive housing alternative.**

7. Shared Responsibility—Corporate and Impact Investing

- Kaiser is investing in housing insecurity as part of their health vision. They apparently offer some matching opportunities.
- **Perhaps the Napa Housing Coalition could support these efforts in Napa by working with a coalition of partners to solicit corporate/impact investing in Napa: Community Foundation, Kaiser, Queen, Vintners, etc.**
- LISC has created a fund to serve as a revolving line of credit to fund buyers who need to move quickly to fund properties that might otherwise become high-cost properties.
- **This whole panel talks about housing in the context of the health of the community. We have local funders who are really committed to this issue.**

8. Minneapolis And The Radical Plan To Create an Inclusive City: Lisa Bender, City Council President.

- They are proactively addressing zoning to address housing needs and promote inclusiveness.
- They are putting forward a bold vision for transportation
- They updated the zoning code to allow any single home to be replaced by 3 units

9. Leadership with Mayors:

- Libby Schaff—Oakland: Regionalization is not working well. Local control is the current rallying cry. She wants to change it to regional RESPONSE. We need to have BOTH tenant protection AND building momentum. CASA does both. There has been a 7 times increase in housing in Oakland. Even more expensive units are anti-displacement.
- Sam Liccardo: In San Jose construction cost is \$650k per unit. We need to use innovative building processes to bring down costs. The year that Apple added 12,000 jobs Cupertino approved 27 units of housing. In the Bay Area for every 11 new jobs we are adding 1 new unit of housing.
- Michael Tubbs, Stockton: Our median income is \$45,000. We also have the highest rate of hours spent commuting. Housing seems cheap to Bay area commuters.
- Darrell Steinberg: Sacramento is in a Renaissance right now and is in danger of gentrification. We're also seeing migration of people and jobs from the Bay Area. These issues were not Jerry Brown's issues. They are Newsom's.
- The May revise has doubled the amount of \$ going to cities vs counties. **(I don't know if that made it into the final budget)**. Advocating linkage: e.g. you only can get benefit of X if you create Y units of housing.