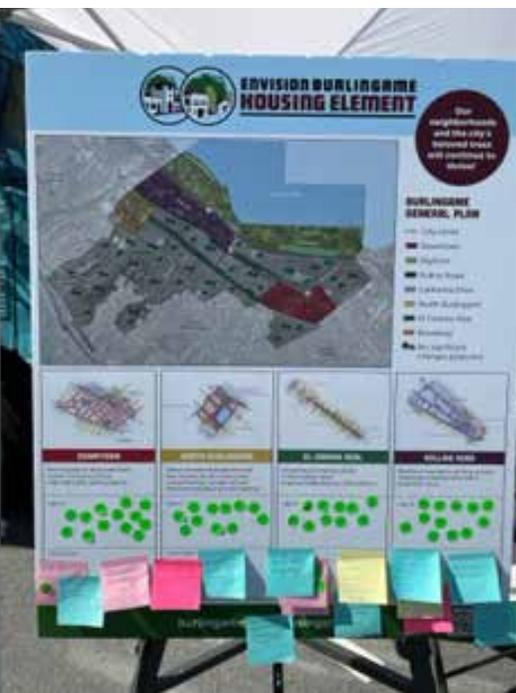




Appendix B Community Outreach



The Housing Element is the culmination of years of community outreach and civic engagement with the community with regards to housing. Long before the commencement of the RHNA 6 cycle, the community was proactive in addressing the need and responsibility for providing its share of housing for all income levels.

“Burlingame Talks Together About Housing”

Burlingame Realizing the importance of housing to the future of the city, and seeing a need for community engagement and conversations, the City (with the support of the County of San Mateo) initiated the “Burlingame Talks Together About Housing” initiative 2017. This was part of the County’s “Home for All” initiative, which was created to understand how community perspectives about housing affect decisions made by local governments.

The goal was to gather a broad cross section of people who live and work in Burlingame to talk about current challenges related to housing and to share ideas. For outreach, staff prepared a comprehensive list of community stakeholders (referred to as a “community landscape” including:

- Community based organizations
- Faith-based organizations
- Arts groups
- Environmental groups
- Businesses, both large and small
- Schools and educational groups
- Community health and wellness businesses and clubs

Realizing it was also necessary to “meet people where they are” staff also conducted a series of “intercept” interviews in a range of locations around town. This included the various business districts, train and bus stops, the library, popular lunch locations to reach members of the workforce, and English as a Second Language (ESL) classes.

The main events of the “Burlingame Talks Together About Housing” initiative was a pair of workshops in early 2018. To make it easy to participate in workshops, attendees were provided with breakfast, as well as childcare and translation. A mix of short presentations and small group discussions allowed people of all backgrounds be able to contribute their thoughts and perspectives. Nearly 100 people from a diverse range of backgrounds attended each of the two workshops. Summaries of the workshops are provided in this appendix.

The “Burlingame Talks Together About Housing” initiative occurred in the midst of the General Plan Update, and was a significant factor in the General Plan providing a range of new land uses districts to accommodate housing. The initiative also provided a robust contact list that has been used in the Housing Element Update itself.

There are a number of policies in the Housing Element that originated in the Burlingame Talks Together About Housing series. This includes:

- Policy H(A-1), which encourages the development of a variety of housing types that are affordable to very low and extremely low-income households. Community members were interested in there being a wide range of housing types available to accommodate a variety of households.
- Policy H(B-1), which promotes equal housing opportunities for all Burlingame residents and those working in Burlingame.
- Policy H(B-2), which promotes development of rental and ownership housing that is affordable to prospective residents.
- Policy H(B-4), which encourages affordable housing opportunities throughout the city.
- Policies H(D-1), H(D-2), and H(D-3), which calls for providing adequate, affordable housing for the City's seniors, single-parent families, and low-income single persons.

General Plan Update

Housing was a significant consideration in the City's General Plan Update. There was an understanding in the community that additional housing capacity would be needed to meet the future housing needs, and the direct result was significant land use changes which are fundamental to the Housing Element. Community members were asked which areas they were interested in seeing changes, which resulted in new visions for the North Rollins Road and North El Camino Real corridors.

The North Rollins Road in particular captured the community's imagination, resulting in a vision for a mixed-use district where existing commercial and industrial businesses would co-exist with new live/work lofts and housing. The City was quick to adopt interim zoning to implement the vision, and the result has been three new projects under construction for a combined total of 983 units as well as two new parks. A specific plan for the area was subsequently adopted to further implement the vision, and a number of properties in the area have been identified in the Sites Inventory.

The community was also interested in providing more housing opportunities in the northern portion of the El Camino Real corridor, close to the Millbrae intermodal transit station. The result is the North Burlingame Mixed-Use (NBMU) zoning district, where the allowed density was increased from 40 to 140 units per acre. Five new projects totaling more than 750 units have been approved in this area since the adoption of the General Plan. A properties in the Sites Inventory have been identified in this area.

And lastly, the General Plan reintroduced housing along the California Drive corridor, a transit-oriented location, as well as along Broadway's commercial zone.

“Let’s Talk Housing”

As the Housing Element Update was initiated in 2021, staff participated in a series of countywide workshops hosted by 21 Elements known as “Let’s Talk Housing.” These meetings built upon lessons learned in the Home for All initiative, with a focus on inclusive outreach and discussions. Staff invited all of the organizations from the Burlingame Talks Together community landscape as well as prior workshop participants. Summaries of the “Let’s Talk Housing” webinars are included in this appendix.

Much of the discussion with the community in these meetings focused on Affirmatively Furthering Fair Housing (AFFH). Programs that address issues discussed in the meetings include:

- Program H(B-1): Implement an outreach program for persons with disabilities.
- Program H(B-3): Pursue environmental justice for underrepresented community groups most impacted by pollution.
- Program H(B-5): Commit to reviewing and strengthening tenant protections with elected officials.
- Program H(C-2): Provide incentives for developers to include additional affordable units in new residential projects.
- Program H(D-1): Allows for alternative curbside designations for seniors that require alternative mobility options.
- Program H(D-2): Improve livability of housing units for the disabled population.

The Let’s Talk Housing meetings also provided the foundation for the City’s SB9 Small Multifamily Residential Projects regulations. A attendee at one of the meetings commented that the new single family homes being approved and built in Burlingame were comparable in size to small apartment buildings, and suggested that the City allow small apartment buildings of the same size. That became the guiding principle for the regulations that were adopted. Burlingame was one of the first jurisdictions in California to fully adopt zoning standards in compliance with Senate Bill 9 (SB-9); on a typical 6,000 square foot lot, the standards allow two units up to 1,510 square feet each, or four units up to 755 square feet each with a lot split. The development standards have been created to allow a range of unit sizes that can accommodate a variety of households. Program H(A-5) in the Housing Element will further expand the potential of SB 9 by expanding its applicability to the R-2 zoning district.

Housing Element Outreach

Following the countywide outreach, The City created a series of local outreach and engagement activities in early 2022. Once again drawing on the invitation list from the prior housing initiatives, the City hosted two virtual community workshops, two in-person pop-ups (one during the Downtown Burlingame Farmer’s Market, and one on Broadway during weekends), along with Planning Commission and City Council meetings open to the public. Outreach activities were publicly

advertised in the City's eNewsletter, Facebook and Nextdoor pages, the Simplicity app, and distributed to separate interest lists. Attendees comprised Burlingame residents, employers, local organizations and affordable housing providers. The workshops and activities allowed residents to learn more about the Housing Element process and comment on housing issues, and the webinar format of the workshops allowed attendees to ask questions and make comments during the meeting itself, including use of the chat function. Summaries of the local outreach is included in this appendix.

An outcome of the workshops was confirmation of the General Plan land use designations, and by extension the locations for housing development. In addition, there are a number of policies and programs that were discussed in this phase of the outreach. This includes:

- Policy H(A-1): Encourage the development of a variety of housing types that are affordable to very low and extremely low-income households.
- Policy H(A-3): Encourage development of "missing middle" housing types such as duplexes, rowhomes, and small multiunit buildings in all residential districts.
- Policy H(C-3): Encourage public agency partnerships to provide housing, reduce commute time and facilitate retention of community based groups like teachers, public employees, and hospital and service sector workers.
- Program H(C-2): Provide incentives for developers to include additional affordable units in new residential projects.
- Program H(C-6): Provide incentives for developers to build space for child care facilities or services as part of new residential, commercial and industrial developments.
- Policy H(D-1): Provide adequate, affordable housing for the City's senior population.
- Policy H(D-2): Encourage alterations to existing structures that improve access for physically disadvantaged, including the developmentally disabled population.
- Program H(D-3): Add affordable housing units for larger households.
- Program H(D-4): Provide affordable studio, one-bedroom, or micro-units units for single occupants.
- Policy H(E-3): Promote programs that protect the city's "naturally affordable" housing stock.

Planning Commission and City Council

Finally, Planning Commission and City Council meetings were held to review the Public Review Draft and receive comments from the public prior to initial submittal to the Department of Housing and Community Development (HCD). This provided opportunities for additional public input in a more formal format. With both the Planning Commission and City Council, overviews of the community engagement and how it influenced the Housing Element was provided. The Commission and Council each reaffirmed the land use map, the approach to identifying housing sites, and the policies and programs in the Housing Element.



BURLINGAME COMMUNITY ENGAGEMENT ABOUT HOUSING

Winter 2018
UPDATE



The City of Burlingame is partnering with Home for All to:

- Broaden the conversation about housing
- Develop shared understanding about what types of housing will help Burlingame thrive in the future

Home for All is a community collaborative addressing the housing challenge in San Mateo County by promoting the preservation and production of all types of housing through sharing information, promoting innovation and convening the community.

Vice Mayor Donna Colson and Councilmember Ann Keighran have been active members of the Home for All collaborative. Under their leadership, the City of Burlingame applied for and was awarded a grant to pilot new approaches to community engagement on the topic of housing. The grant provides technical assistance from Home for All and consultant Common Knowledge Plus, as well as funds to help conduct engagement that is more inclusive, informed and sustained than traditional civic participation activities.

Pilot Project Activities to date:

- In-Person Outreach: Mid-December through mid-February, pop-up discussions were conducted at multiple locations around town, such as the library, train station, farmer's market, and outside local stores.
- Online Survey: With help from local partners, an online survey reached a total of 301 respondents who live and work in Burlingame
- Community Conversation: An educational community dialogue brought together close to 100 people on the morning of Saturday, February 10.

Highlights of February 10 Community Meeting

Participants sat at 11 discussion tables, each with a mix of income levels and mix of impacts from housing challenges. Following a welcome from Vice-Mayor Donna Colson and William Lowell from Home for All, the format was a mix of short presentations by Planning Manager Kevin Gardiner followed by table discussions supported by trained facilitators. All five council members attended as listeners. In his closing remarks, Mayor Michael Brownrigg shared his appreciation of the community participation. An open house followed the main meeting, providing information about proposed housing projects and

nonprofit services related to housing. Participant input was captured by discussion notes from each of the 11 tables, 52 feedback forms and 38 participant worksheets.

Themes from Table Dialogue:

There is a strong connection and loyalty to the community of Burlingame; people want to be able to stay and have their families stay.

- Rising housing costs have created insecurity and instability, especially for renters.
 - This creates stresses on families, communities
 - When people can't afford to live in Burlingame, everyone is affected – including homeowners, employers and renters
- Many jobs in Burlingame do not pay enough for someone to be able to afford housing here. As a result, many workers must commute (adding to the whole region's traffic congestion).
- Residents are also paying attention to impacts from growth on schools and parking. They wonder: *"What is Burlingame's upside capacity?"*
- There is widespread shared interest in retaining "teachers, cops, hospital workers, retail workers" and other major community contributors as residents.
- People want a walkable, well-connected community with socio-economic diversity.



These are representative comments of what participants cited as key takeaways from the dialogue:

- *"Many citizens share the same concerns about the affordability challenges of living in this area."*
- *"That this challenge is not just happening in my marriage and family – every one of my neighbors is affected by this, even if they own their home."*
- *"Many residents are thinking about the topic and realizing we can't keep the status quo."*
- *"Burlingame is doing much more than I realized about housing."*
- *"That the city is listening to people and working on solutions."*

“ Thank you for bringing us all together to share our concerns and hopes for the future of Burlingame. ”
– Participant

Indicated Actions:

Participants indicated an enhanced awareness that no one solution was sufficient to address the challenges. As one community member shared: *"There are multiple options on the table, no one idea is*



the right choice, it will take time but will get sorted out one step at a time.” There was broad interest in a whole array of responses and solutions, such as:

- Multi-family, especially along Caltrain corridor and Rollins Road
- Mixed use, especially along El Camino Real and Broadway
- Live/work
- Employer support to housing
- Various kinds of tenant support, such as more predictable rent, and relocation assistance
- Easing up ADU regulations
- Ways to preserve existing stock
- Home sharing
- Build smaller units, tiny homes



“ **The conversation for solutions needs to continue. There is a decent amount of community consensus on the issue.** ”

Some participants also expressed interest in a housing commission and/or advisory group to keep communication with the community flowing.

Community feedback about the format of the February 10 meeting was quite positive. Participants asked for more chances to come together and for more information. The discussion between participants was called out as the most valuable element of the meeting. The information shared by the Planning Department was also appreciated as well as how council members attended as listeners. The location, breakfast and activities for children were also cited as positives in making this an accessible way to learn more about Burlingame and housing.

About two thirds of attendees indicated that they had limited prior experience with housing conversations in the past. Most said the level of information provided at this introductory meeting was “*just about right.*”

Next Steps

- A follow up meeting in late April or May will invite the community to help shape priorities for the City of Burlingame’s Housing Program
- Ongoing updates to the City’s web pages about housing overall and affordable housing based on the information requested by community members

Highlights from Online Survey

Conducted from January 24 through February 7, 2018, the purpose of the online survey was to understand what issues are top of mind and what information about housing people are interested in. Among the 301 responses, these were the leading areas of concern:

- High cost of purchasing a home
- Rising rent
- People I care about can no longer afford to live in the community

These additional concerns were representative of comments:

- Negative impacts of growth, crowded schools, “strain on infrastructure,” such as local parking and water supply
- Many are stressed or sad about being on the brink of being priced out.
- Many calls for housing that support occupations like teachers, safety officers, city employees, and retail clerks as well as adult children.
- Several noted traffic congestion. Some asked that planning for housing and transportation happen concurrently.
- Interest in housing for people with low and middle incomes, as well as housing for seniors on fixed incomes.
- There is a strong desire to maintain a diverse community with strong social connections.



Comparing Input from February 10 Meeting and Survey Results

The February 10 meeting participants articulated the same concerns raised in the online survey and most also demonstrated three key differences versus the survey respondents:

- Increased understanding of the extent of shared impacts (“I’m not alone”)
- Increased understanding about different dimensions of the situation (“it’s complicated”) and that multiple solutions will be needed
- Despite understanding that the problem is bigger and more widespread, most attendees expressed feeling more encouraged than discouraged and some even “inspired.” (This compares to more negative comments from survey respondents, including feelings such as “despair”). It appears that the February 10 community dialogue generated these sources of encouragement:
 - That many others in the community also care
 - That there are many solutions underway and under consideration
 - That the council was listening and attentive to the concerns of all kinds of community members





BURLINGAME COMMUNITY ENGAGEMENT ABOUT HOUSING

Housing is a high priority issue for people who live and work in Burlingame.

The Burlingame City Council and Community Development Department have been working on a combination of housing programs and policies. To ensure that there is alignment with community interests, the City applied for and was awarded a “pilot city” grant and technical assistance from Home for All San Mateo County to:

- Broaden the conversation about housing
- Develop shared understanding about what types of housing will help Burlingame thrive in the future



Pilot Project Activities:

- In-Person Outreach: Winter and Spring pop-up discussions and sidewalk interviews conducted at the library, farmers market and other locations around town
- Online Survey: With help from local partners, an online survey reached a total of 301 respondents who live and/or work in Burlingame
- Community Conversation #1: This educational community dialogue brought together close to 100 people at Lion’s Club Hall on February 10
- Stakeholder meetings with local business groups, schools and community organizations
- Community Conversation #2: The topics of this second dialogue on April 28 were based on the cumulative outreach efforts that helped define what the community wanted to see and discuss

Highlights of the April 28 Community Meeting:

The second Community Conversation about housing was held at Masonic Hall on the morning of Saturday, April 28. About 70 community members gathered at round discussion tables. Over half of the attendees had participated in the prior February 10 meeting about housing and several new community members joined in. City Council members and senior staff attended as listeners, enjoying the chance to hear from a wide range of people who live and/or work in Burlingame.

As in the February 10 community conversation, there was widespread awareness of a range of negative effects from housing insecurity. Rising housing costs are affecting local business owners, homeowners as well as renters. *“Housing Security and Stability’ is extremely important as it is the foundation of a good quality of life. Housing security is linked to economic stability as a community.”*

Participants heard information about the range of City housing efforts and community-based supports, such as HIP Housing’s home-sharing program. Two presentations and two table discussions helped people develop greater understanding about which housing solutions are long-term and mid-term versus those that provide more immediate support in the near-term. The meeting format of explanations about housing options combined with dialogue with fellow community members was seen as a valuable experience.

“ *If people get together and listen, we can find good solutions.* ”
– Participant

April 28 Discussion #1: Community Values and Housing Principles

The first of two table discussions at the April 28 community conversation focused on what values should guide Burlingame’s housing strategies and programs. Participants reviewed prior community input as well as the principles that have guided City planning to date. Five key themes emerged:

- Housing Stability and Security – Increasing people’s ability to stay in the community, fostering family and community connections
- Diversity – Supporting multiple aspects of diversity:
 - Socioeconomic/occupational/generational/of all kinds
 - Diversity of housing types
 - Diversity of affordable housing opportunities, especially for those serving the community
- Vitality of Community, Businesses and Services – Housing decisions that positively impact local businesses and services and also the charm of the community
- Responsible Growth – Approaches that understand impacts on current and future infrastructure (including transportation and schools)
- Inclusion – Housing decisions should include input from all levels, all sectors

There was a recurring theme of the need for “balance” when considering housing development and affordability. *“Participants have a diverse idea of what is important around the housing issues, yet come together generally about the importance of communication and the need for affordable housing.”*



April 28 Discussion #2: Community Input on Housing Solutions

On the solutions front, there appears to be broad acknowledgement about the need for multiple approaches. This is consistent with the February 10 community conversation about housing. At the April 28 meeting, City staff was able to provide a more extended orientation to specific options to increase housing in Burlingame. The meeting also featured information about community-based services that address a range of housing needs and ways to volunteer. The following approaches to increasing housing options, especially more affordable housing, had significant community interest:



General Plan Update/Zoning

- Clear interest in mixed-use developments, combining residential and business with adequate attention to parking.
 - *“New downtown buildings should be mixed use. Developers need to provide housing units – not just office or retail space.”*
- More affordable multi-family housing, near transit; many mentioned Rollins Road, California Drive
 - *“Multi-family housing with common use green space.”*



Second Units

- Widespread desire to ease regulations
- Would like to encourage use as an affordable housing option
- Looking for ways to address current units that are not up to code
- Need to pay attention to parking considerations

A Range of Supports for Renters

- Explore minimum lease terms, just cause eviction, relocation assistance
- Continued interest by some in rent control
- Improve renter-landlord communications/relations

Coordinated and Comprehensive Planning

- Work with transportation agencies, school districts
 - *“Most at my table want thoughtful housing growth that takes into account increased housing and transit needs.”*
 - *“There should be more cross discussion with regional and county measures.”*
- Partnerships and creative solutions
 - *“Allow developers to participate in solving the problem of affordability.”*



Continued Engagement and Communications

- People found the housing information provided by the City helpful; they also wanted to understand what housing is in the pipeline and how to stay involved
- There is an opportunity to improve understanding about the City’s role versus that of other levels of government (state and county) and other local agencies (e.g., re transportation)
- Many called out the value of bringing people together to learn side by side.
 - *“Let’s have community gatherings that introduce homeowners and renters to one another.”*



Via feedback forms, participants expressed their appreciation for the extent of effort from staff, the attention of council and the commitment of their fellow community members. *“Incredible, well organized, amazed at representation of local officials and organizations.”*

Given the high repeat rate of attendees and the mix of participants, this project has shown effectiveness in meeting its stated goal of broadening participation and expanding the constituency for information and future engagement opportunities. *“Burlingame is doing a great job to have open channels of communication.”*

Next Steps:

- July 2 City Council study item to review research on residential impact fees and options for providing on-site affordable units within new developments
- July 11 Planning Commission study session on Draft General Plan and Environmental Impact Report
- City Council review of amendments to second unit regulations late August/September
- City to update web information and make it easier to stay on top of housing news

For more information about housing in Burlingame: Visit www.burlingame.org/planning

Home for All is a community collaborative addressing the housing challenge in San Mateo County by promoting the preservation and production of all types of housing through sharing information, promoting innovation and convening the community.





ENVISION BURLINGAME HOUSING ELEMENT

SUMMARY OF PUBLIC ENGAGEMENT ACTIVITIES CONDUCTED MARCH-APRIL 2022

Introduction

In March-April 2022, the City of Burlingame conducted a focused outreach effort to collect input to inform the preparation of the City's Sixth Cycle Housing Element for 2023-2031. The City's outreach effort was assisted by staff from MIG, Inc. who supported the planning, development, and implementation of the outreach. This document summarizes the outreach activities and related findings conducted between March and April 2022.

The City benefited from having recently updated its General Plan, known as "Envision Burlingame." The planning process anticipated a substantial need for more housing for ownership and rental. It also responded to housing affordability by planning for opportunities to include multi-family housing at different income levels.

The Regional Housing Needs Allocations (RHNA) for most cities across the state were much higher than they were during the previous Housing Element Cycle. This was true for Burlingame, where the allocation (3,257 housing units) was almost 4 times the previous allocation (863 housing units). However, through Envision Burlingame, the City had the foresight to plan for substantial new housing, including housing of different types and levels of affordability.

Envision Burlingame accommodates the new RHNA with minimal need for re-zoning – and thus minimizes the needs for community conversations required around changes to Burlingame's cherished neighborhoods. Envision Burlingame put the city "*Ahead of the Game*", which was used as the theme for the outreach. Participants were asked to validate the decisions made in the 2019 planning process and/or share their new ideas and concerns for consideration by the City.

**BURLINGAME
IS AHEAD OF
THE GAME!**

While other California communities struggle to meet legislated targets, Envision Burlingame, our city's General Plan, has planned for the housing we need while maintaining Burlingame's character, trees and open spaces, and single family homes.

Join a virtual public workshop to learn about the City's plans and share your own ideas:
Wednesday March 23, 6-7:30 pm
Wednesday April 6, 6-7:30 pm

Register today at:
<https://us06web.zoom.us/j/86011136580>

Or visit us at a local pop-up event:
Sunday March 20, Fresh Market, 9-11 am
Saturday March 26, Broadway & Paloma, 11 am-1 pm

ENVISION BURLINGAME
HOUSING ELEMENT

High-Level Themes

Across online and in-person outreach activities, these themes emerged:

- People consider Burlingame a great place to live. They value the community, scale of neighborhoods, accessible local shopping, and transit options.
- Many residents are satisfied with the planning outcomes of Envision Burlingame and the decisions made related to future housing types, levels of affordability, and locations.
- There is support for locating housing near transit.
- There is support for providing different housing options that meet the needs of renters, families, seniors, and people with disabilities.
- There is support for affordable housing and making sure essential workers can live in the community.
- When surveyed, a majority of City of Burlingame staff who live outside the city shared that they would prefer to live in Burlingame if housing that was affordable to them was available.
- There is general recognition that there is a need for more housing, especially housing that is affordable to a range of incomes. While some issues emerged (see below), respondents acknowledge that people living near to where they work can help reduce traffic congestion.

Issues and Concerns

- Some residents expressed concerns about how much they believed the City has changed over the past 10-20 years, including housing affordability.
- There is a need to plan for adequate housing for special populations, including very low-income residents and people with disabilities.
- There were also concerns about commercial development and large businesses moving into the city.
- Concerns were expressed about increasing traffic, especially at key intersections and thoroughfares, as well as the need for parking (for current and future residents).
- While trees are a definitive feature of the community, there are some areas where residents fear for their safety or recognize that change is necessary, due to the potential for falling trees (especially eucalyptus, which are aging out).

Potential Sites and Policies and Programs

- There was general acceptance of the housing sites identified in the General Plan and the overall distribution of units.
- There were some questions related to ADUs and how they could be used to meet housing goals.
- There was support for potential programs to increase affordability through investments of City funds, with an emphasis on programs that would have the highest return on investment in terms of the number and type of affordable units preserved or created.

Approach

Public Engagement Plan (PEP)

MIG prepared a Public Engagement Plan (PEP) that described the general approach for public outreach. The PEP built upon the extensive community involvement conducted for Envision Burlingame, to identify how the City will achieve its Regional Housing Needs Allocation (RHNA) and develop housing programs that are responsive to the needs of the community.

Key activities in the PEP included stakeholder interviews, two pop-up events in the Downtown Burlingame Avenue and Broadway commercial areas, and two community workshops. Consistent with public health directives related to the Covid-19 pandemic that limited in-person, indoor gatherings, the workshops were conducted via Zoom videoconference. At the request of City Council, City staff were invited to respond to a brief survey regarding their housing preferences. Outreach activities were scheduled to be completed so that the results can be reported out at the Joint City Council/Planning Commission meeting scheduled for April 23, 2022.

OUTREACH ACTIVITIES & COMMUNITY INPUT



PEP activities were developed to:

- Educate and inform community members about the Housing Element and the State’s requirements and rationale regarding the Regional Housing Needs Assessment allocation.
- Provide opportunities for participation in different formats and locations so participants can participate based on their interests and time availability.
- Demonstrate transparency through open, consistent interactions with the community throughout the process, and communicate how public comments and input will be incorporated into recommendations and decisions.
- Document results to provide decision support and demonstrate transparency.

Outreach Methods

Several methods were used for public engagement to ensure that there were numerous ways for people to receive information and get involved. The City deployed the following outreach methods:

Project Identity

MIG created a project identity that was visually linked to Envision Burlingame to ensure that materials and presentations have a consistent identity. The



**ENVISION BURLINGAME
HOUSING ELEMENT**

identity helped to successfully communicate that the Housing Element was aligned with and part of the General Plan. MIG was also able to use maps and imagery from Envision Burlingame in the outreach materials and presentations.

Dedicated Webpage

The City hosted and maintained a dedicated webpage that provides information about the Housing Element. The page was also used to host and promote outreach activities and to share meeting materials and results from the documentation. Materials can be found at:

<https://www.burlingame.org/housingelement>

Social Media and Digital Communications

The City promoted the workshops and pop-ups using established social media channels and email lists. The staff survey was distributed by city email.

List of Stakeholders and Interested Parties

MIG assisted the City with developing an initial list of contacts. The City then compiled several lists of interested parties that served as the core of its email communications with the public. The email list proved to be the most effective way to reach people for the community workshops.

Stakeholder Interviews

MIG and the City identified a list of advocates and individuals to participate in interviews to provide insight into the Housing Element. Many of these individuals were active in the Envision Burlingame development process. Some represented key Affirmatively Furthering Fair Housing (AFFH) stakeholders including seniors and people with disabilities.

Survey of City Staff

At the request of City Council, staff were asked to complete a short survey regarding their housing preferences. The survey sought to learn about staff preferences related to living in Burlingame. Staff were also asked their opinion regarding including housing as part of a redevelopment of City Hall. The survey received 126 responses (the City has approximately 220 full-time employees).

Posting Flyers around Town

City Staff was able to visit small and large businesses and public facilities around town to post/share flyers with the general public as well as answer any questions the public may have. Businesses included those found in Downtown, Broadway, North Burlingame, El Camino Real and the Rollins Road area. Public Facilities included the Burlingame Police Station, Burlingame Fire House, Burlingame High School and Burlingame Train Station.

Pop-Up Events

MIG conducted two in-person “pop-up” events to increase interest and participation in the March and April workshops. MIG conducted outreach activities and distributed flyers publicizing the workshops and planning process. The MIG Team relied upon information from Envision Burlingame as the basis of the descriptions for the housing locations and to respond to questions.

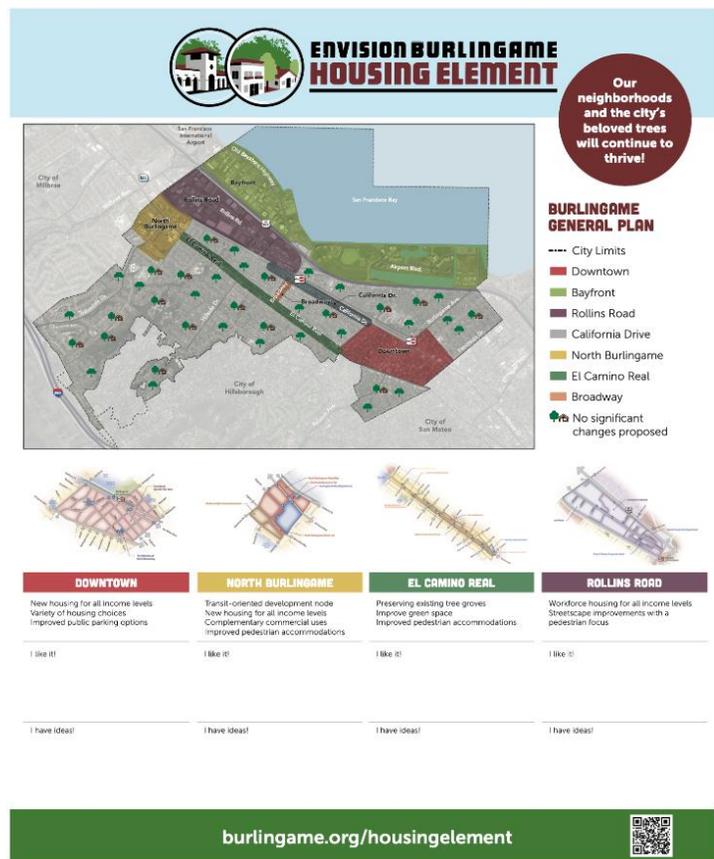
The first event was held at the Burlingame Fresh Market, the community’s weekly farmers market, on Sunday, March 20. The second was held on the corner of Broadway and Paloma Avenue in front of the Burlingame Farmers Market shop. Both locations were very busy with a lot of foot traffic.

The pop-up activities allowed the MIG team to “meet people where they are”, shopping, enjoying the community, or participating in kids’ or other activities. The outreach activity was designed to be brief so that it would only require a few minutes for a person to engage. Those with more time were welcome to stay and share more.

Community Workshops

MIG planned and facilitated two interactive online workshops. The first was held on March 23 and the second on April 6. Both workshops lasted about 90 minutes and included presentations, polling questions, use of chat for comments and questions, and public comment. The recordings of both workshops are posted on the City’s website.

Workshop #1 on March 23 provided a high-level overview of Housing Element requirements and the planning process. Participants were asked to share their comments and concerns and ideas related to specific housing sites.



Workshop #2 on April 6 provided a review of the housing element process and the potential sites that would be included in the Housing Element. The City shared some of the existing policies and identified seven new policy ideas for consideration. Participants were asked to share their opinion on the policies and then explain their response using the chat. The input provided the City a good understanding of community concerns along with some ideas for strengthening or bolstering these ideas.

City Council Meeting

Staff will present the outreach results and provide information related to the housing sites and policies to the City Council and Planning Commission on April 23, 2022.

Outreach Results

This section of the document provides more detail on the input received through the specific methods.

Findings from Stakeholder Interviews

MIG reached out to speak with representatives from the Housing Leadership Council, Peninsula for Everyone, Housing Choices, and Housing for All Burlingame. MIG also interviewed a landlord who expressed interest in providing housing for tenants who qualified for affordable housing.

Their feedback identified the following concerns:

- Lack of rental housing for residents making under \$100,000 per year
- Unregulated rent increases have been an issue for many
- Need for greater effort to be made to provide housing for adults with disabilities, including developmental disabilities

Findings from the Survey of City Staff

More than 50% of City staff responded to the housing survey conducted at the City Council's request. The City has approximately 220 full-time employees and there were 126 responses to the survey. The survey asked how many staff live outside of Burlingame and if those staff would prefer to live in Burlingame, if housing in their price range was available. Staff were also asked to gauge their interest in living in housing that might be included in a redevelopment of City Hall.

The City staff results indicated:

- 82% live outside of Burlingame
- 66% would like to live in Burlingame if housing they could afford was available (18% already live in Burlingame)
- 30% commute at least 30 minutes each way; 18% commute 45 minutes or more each way
- 64% would want to participate if the City provided rental housing for employees
- 61% would consider housing located on top of or adjacent to a new City Hall

Findings From the Pop-Ups

MIG estimates they invited between 200-300 people to learn about the Housing Element. While more than 60-70% declined, MIG was able to personally interact with an estimated 100 people at each location. Interactions include providing passersby a flyer, receiving their comments and ideas, and inviting them to validate the areas of the map where they agreed with the planned

approach for housing as shown in Envision Burlingame. MIG requested that participants complete a short demographic survey, however responses were extremely limited.

While participants were invited to place a dot or make comments on the areas of the map where housing would be directed, the results cannot be reported as survey findings. Rather, the opportunity to place a dot on the map and add comments using post-its served as an invitation for participants to receive information and share their opinions. The dots and post-its served to confirm that the participant's opinions had been heard.

At the first pop-up event, at the Fresh Market, the MIG Team heard many comments about trees and traffic; and fewer opinions expressed in opposition to the new housing being planned. The second pop-up, on Broadway, attracted a broader audience by virtue of its well-trafficked location. Numerous people identified themselves as visitors; and the crowd tended to include more families with children and people walking their dogs. MIG staff tabled for a two-hour period at each of the two locations.

Participants were oriented to a map from Envision Burlingame that illustrated the areas of the City where changes would be minimal. It then identified the main planning areas and called out four locations where most of the housing would be added. Participants were asked to place a dot in an "I like it" box to indicate they agreed with the housing proposed in specific locations. If they had concerns, their comments were written on a post-it. All comments were later transcribed and organized by location.

Comments by proposed housing location (from left to right on outreach board, shown):

Downtown (27 "I like it" dots)

- Some participants want to maximize affordable housing this area
- Concerns about parking
- Transit density makes sense

North Burlingame (22 "I like it" dots)

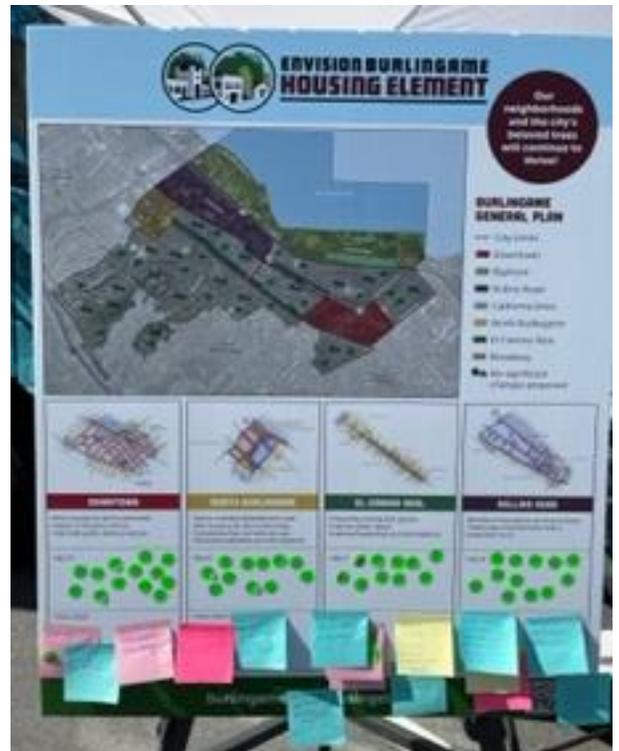
- First-floor commercial with housing above
- Concerns about traffic
- Density is a fact of life and makes a community walkable

El Camino Real (18 "I like it" dots)

- Concerns about hazardous trees
- Concerns about traffic and parking
- Want sidewalk improvements
- Concerns about left turns
- Need better bus lanes
- Doesn't believe anyone will walk on ECR

Rollins Road (26 "I like it" dots)

- Opinions were divided - some thought this was a great location with options for affordable housing



- Others thought it was not a good location and there are too many apartments there already
- Concerns about traffic
- Need better, more reliable transit options
- Concerns about housing near industrial

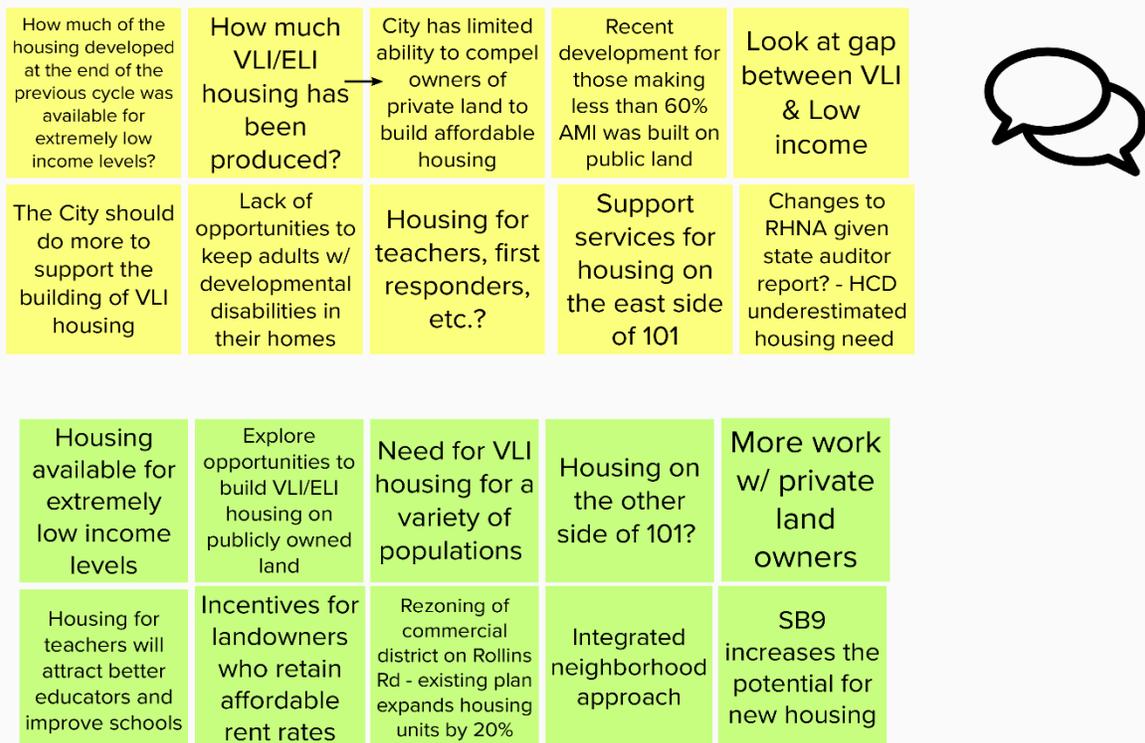
Findings from Community Workshops

Workshop #1 served to introduce participants to the Housing Element and provide an opportunity to share their issues and concerns. The workshop was conducted on Zoom. There were 28 people registered to attend the workshop and 10 people participated. While the number of participants was small, they represented people of different ages and ethnicities. Participants were generous with their comments and provided the City with an array of comments and ideas to consider.

The City provided a presentation that described the City’s current conditions and need for housing, and it also introduced the Housing Element. Participants were encouraged to ask questions throughout and share their issues and concerns. There were numerous concerns raised about meeting the needs of very low-income residents (VLI) and people with disabilities, including developmental disabilities.

Participants were also encouraged to share strategies for meeting the housing needs of those who live or work in Burlingame and also the needs of special populations. Comments received were recorded on a digital whiteboard that was shared with the participants.

Issues, Concerns & Ideas



How much of the housing developed at the end of the previous cycle was available for extremely low income levels?	How much VLI/ELI housing has been produced?	City has limited ability to compel owners of private land to build affordable housing	Recent development for those making less than 60% AMI was built on public land	Look at gap between VLI & Low income
The City should do more to support the building of VLI housing	Lack of opportunities to keep adults w/ developmental disabilities in their homes	Housing for teachers, first responders, etc.?	Support services for housing on the east side of 101	Changes to RHNA given state auditor report? - HCD underestimated housing need
Housing available for extremely low income levels	Explore opportunities to build VLI/ELI housing on publicly owned land	Need for VLI housing for a variety of populations	Housing on the other side of 101?	More work w/ private land owners
Housing for teachers will attract better educators and improve schools	Incentives for landowners who retain affordable rent rates	Rezoning of commercial district on Rollins Rd - existing plan expands housing units by 20%	Integrated neighborhood approach	SB9 increases the potential for new housing

Strategies and Program Ideas

-For those living in Burlingame? -For those working in Burlingame?	Incentive program for landowners who retain affordable rent rates	HE should be clear on how City will use public lands	Competitive process to develop public lands - scoring process	Continue ongoing work to preserve existing affordable housing	Funds to affordable housing developers to preserve existing affordable housing
-For Vulnerable Populations <ul style="list-style-type: none"> • Seniors • Low-income residents • Families with children • People with disabilities 	Opportunities for adults with developmental disabilities - remain in their homes/communities	Selecting developers who will meet housing needs of vulnerable populations	ADU program to match those w/ disabilities at VLI/ELI rent levels		

Workshop #2 attracted 25 participants and provided an opportunity to provide input on several new policy and program ideas. Participants were asked to respond to a poll question with one of three responses regarding the proposed policy. The choices were “I love it,” “I like it” and “I’m not too crazy about it”. The combined “I love it” and “I like it” responses were considered a positive response. Participants actively engaged and offered explanations of why they supported or opposed the program and policy ideas suggested by the City. Detailed comments from the meeting chat provided insight into participant opinion and ideas for ways to enhance the proposed program ideas. The polling results and comments follow this section.

Some key results:

- 79% of workshop respondents responded positively to policy ideas to increase affordable ownership ideas (i.e. townhouses and condominiums), including possibly removing or modifying the condominium conversion restriction which prohibits conversions of 20 or fewer units.
- 77% responded positively to a proposed program that would subsidize seismic retrofits with the provision that a percentage of the units be kept at below-market rents
- 84% responded positively to a proposed program that would subsidize energy efficient retrofits provided a percentage of the units were kept at below-market rents
- 86% responded positively to a proposed program that would allow private landlords to enter units in the City’s inventory (managed by HouseKeys), provided the rents are below-market
- 60% responded positively to a proposed program where the City would invest housing funds in the acquisition of existing “naturally affordable” units, even if the return on cost-per-unit investment is not as good as subsidizing new construction projects
- 84% responded positively to a program question about whether the City should encourage, or require, “missing middle” units to be included in new developments
- 57% responded positively to a program to offer subsidies for constructing ADUs, provided the owner agrees to rent the unit at a below-market rent for a specified period of time (10 years).

1. Should the City look into affordable homeownership opportunities (e.g. condos or townhouses)?

Remove or modify condo conversion limits?



BMR for sale units are convoluted with resales having to be BMR.

Worried about lowering the threshold that might impact rental housing stock in a negative way

BMR rentals are key

new development yes, conversion no

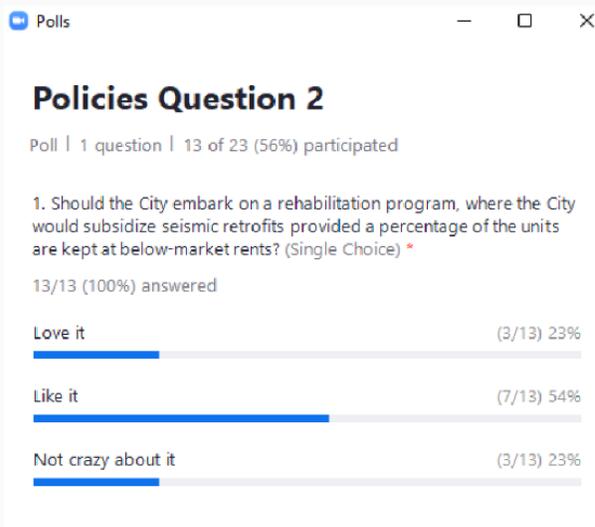
Condo conversion of apartments is great!

generally in favor of movements to allow increases in the size of housing stock.

Just a note that conversions don't count towards RHNA numbers

It would be great if we could offer opportunities for renters to build equity.

2. Should the City embark on a rehabilitation program, where the City would subsidize seismic retrofits provided a percentage of the units are kept at below-market rents?



The buildings that need to be retrofitted tend to be the older shorter buildings that could be demolished for denser taller buildings

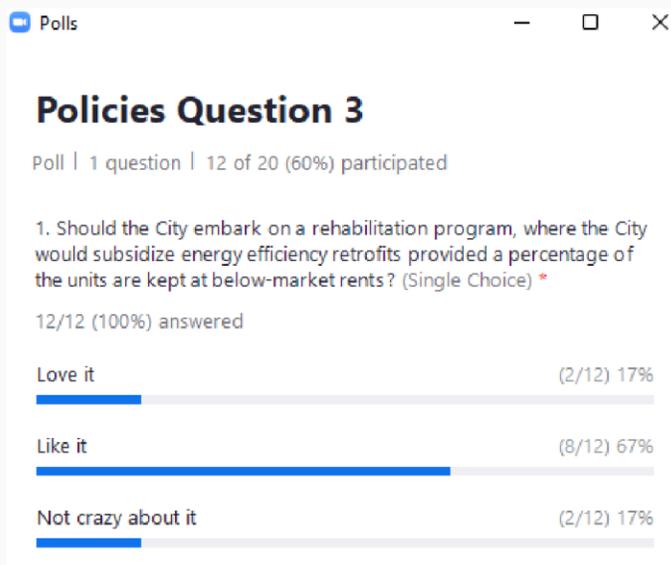
I want to make sure the numbers are well thought out.

Subsidies for seismic retrofit are a good idea regardless of below market rents.

\$1 subsidy in exchange for 100% BMR would be a poor idea for example

This type of building is much more affordable than the newly built

3. Should the City embark on a rehabilitation program, where the City would subsidize energy efficiency retrofits provided a percentage of the units are kept at below-market rents?



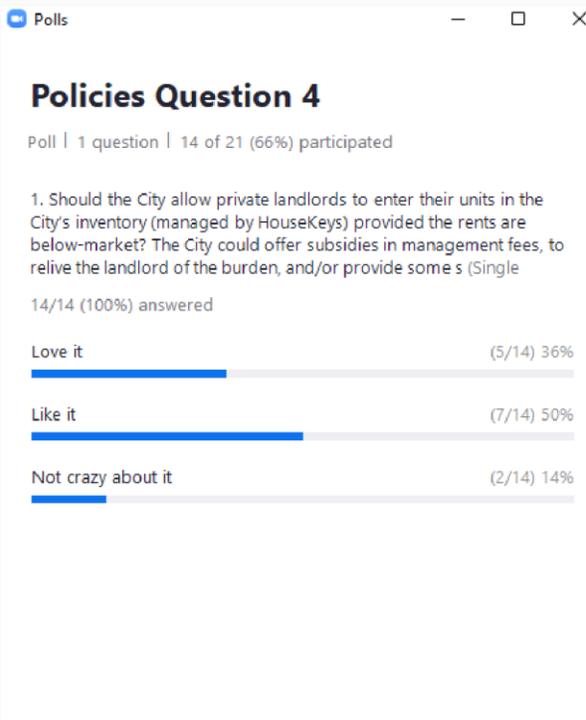
Rather than a program of subsidies for BMR rents, could the city just set up a loan or financing program for people in the city?

Subsidizing solar is good regardless of BMR requirements - older buildings are more affordable

I assume that would be more broadly applicable and apply to some less-old units as well

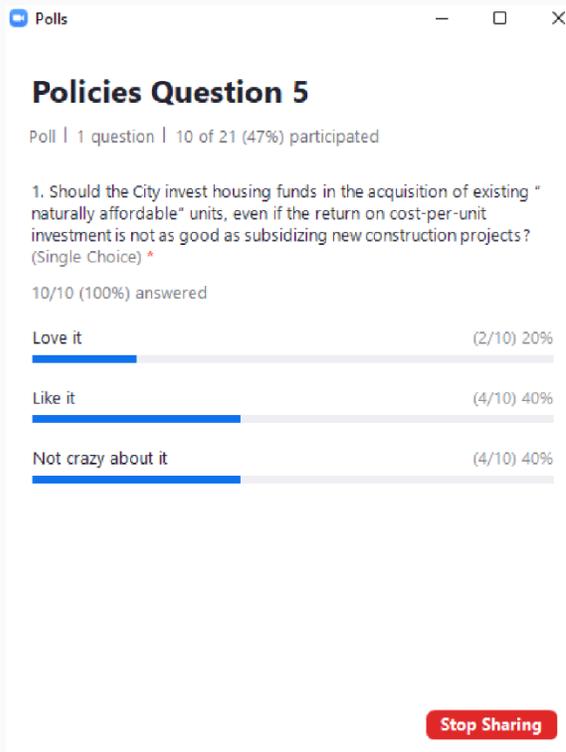
4. Should the City allow private landlords to enter their units in the City's inventory (managed by HouseKeys) provided the rents are below-market?

The City could offer subsidies in management fees, to relieve the landlord of the burden, and/or provide some subsidies of the units.



- Will you be charging a fee for owners to participate for the administrative?
- Anything that can be done to increase the number of BMR units and make it easier to rent them out is a good idea
- I'm for this idea just not sure the city should subsidize management fees
- I like the broad idea of providing incentives for behavior that will make the city more affordable.
- Is the BMR requirement even necessary? Seems like it could be something negotiated
- We should make developers want to create BMR/affordable units, not to make it hard to do
- Anything the City can do to partner with property owners to provide more transparency and ease of providing more affordable options is good
- sounds like a good idea but it will be more work for the city employees - may cost the city to administer

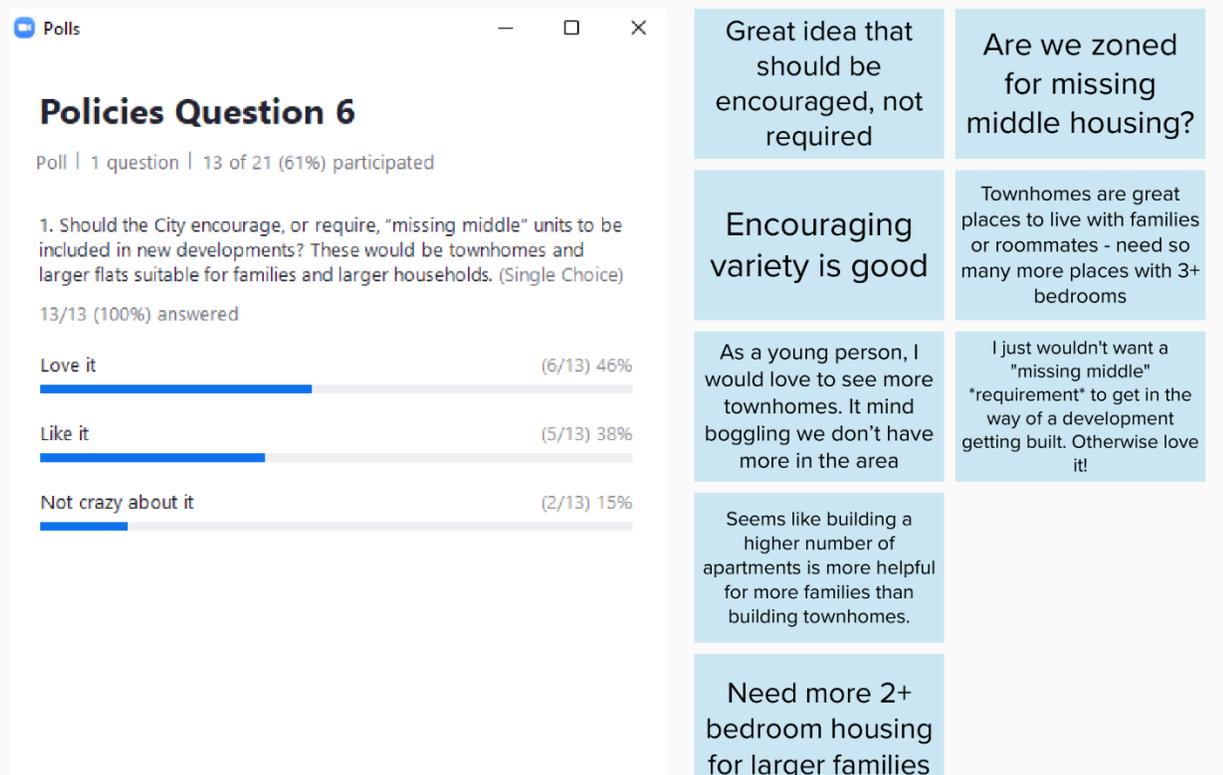
5. Should the City invest housing funds in the acquisition of existing “naturally affordable” units, even if the return on cost-per-unit investment is not as good as subsidizing new construction projects?



- Very expensive to buy an entire building with not as great bang for the buck
- I think the amount I like it would depend on the density & BMR % of the new projects
- If the city can pick-up the pieces in areas where developers aren't suited to do it, like this idea
- We need more housing. Shuffling around existing housing doesn't feel like it will be all that useful.
- need a multipronged approach that includes preserving existing housing stock
- There's a decent amount of data out there that you need to both build new housing and preserve existing housing
- Purchasing existing buildings is very expensive
- Providing rental assistance as a substitute for the more bureaucratic Section 8 program would be a much better use of funds

6. Should the City encourage, or require, “missing middle” units to be included in new developments?

These would be townhomes and larger flats suitable for families and larger households.



7. Should the City offer subsidies for constructing ADUs, provided the owner agrees to rent the unit at a below-market rent for a specified period of time? (Assume 10 years?)



- how much would a below market rent be for ADU?
- I like this policy, but would far prefer to see policies implemented the subsidize new housing including duplexes and townhomes before ADUs
- How enforceable is a BMR covenant. Could they be easily abused?
- Using city funds to subsidize single units doesn't seem cost effective.
- What happens when a home is sold? Does the covenant transfer to the new owner?
- Offering help with financing is nice, but locking someone into a BMR rental situation will require a lot of follow up
- Seems like a good idea, especially if paired with expedited permitting.
- might not be appealing for neighbors, especially if it catches on
- Since homeowner's reap the property value increase it seems like subsidizing them is a bad idea
- I like the idea, but agreed with other folks here that it may not be the best bang for the buck
- enforcement of the BMR would require too much oversight.

Additional Comments/ Questions

What is the ratio between apartments and condos?	is it preferred high or medium density for North Rollins?	Do we project ADU conversions being made - incorporated into RHNA?
Will we see the percentage of what income level is being served for affordable housing?	very low income units in each building vs moderate?	any plans for a 55+ community?
How will the infrastructure such as new schools be financed? →	how about townhome? would they be considered?	North Rollins area prefers townhomes? I know SFR would not be supported.
create a childcare impact fee, for new developments, to create a fund to help support childcare infrastructure →	requiring housing developers to specifically include "childcare" in their housing developments.	How did we do in meeting the RHNA 5 targets?
What areas have we rezoned or will we rezone for bungalows, cottages, four-plexes and duplexes?	I'm in Oak Grove Manor and think there's great opportunity there for duplexes & 4plexes.	Hopefully more ADUs as well to house more folks
Will the bayfront area be considered for housing in the future	What percentage of housing sites will be considered for the RHNA buffer?	North Rollins area - are townhomes considered medium density
What if developers only develop townhomes in the N Rollins area?		

Creating a More Affordable Future

Summary: Let's Talk Housing Zoom webinar and discussion series October – December 2021

Executive Summary

As part of outreach and engagement work for the 6th Cycle Housing Element Update, 21 Elements/Let's Talk Housing organized a countywide 4-part webinar series to help educate and inform San Mateo County residents and stakeholders on regional and local housing issues.

The 4-part series took place on Zoom in fall of 2021, focusing on the following topics and how they intersect with the Bay Area's housing challenges and opportunities:

- Why Affordability Matters
- Housing and Racial Equity
- Housing in a Climate of Change
- Putting it All Together for a Better Future

The series included speaker presentations, audience Q&A, breakout sessions for connection and debrief discussions. The sessions were advertised and offered in Spanish, Mandarin and Cantonese, though participation in non-English channels was limited. Detailed information about speakers and themes are below.

Session recordings and materials are posted on the Let's Talk Housing website (www.letstalkhousing.org) and on the Let's Talk Housing YouTube channel (<http://tinyurl.com/lthyoutube>).

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Session 1: Why Affordability Matters (October 13, 2021)

Speakers: Belén Seara, Mgmt Analyst, Health Policy & Planning, Get Healthy SMC
Nevada Merriman, Director of Policy, MidPen Housing
Josh Abrams, Principal, Baird + Driskell Community Planning
Shane Phillips, UCLA Lewis Center Housing Initiative

Registrants: 188

The first session focused on why housing affordability matters. Belén Seara, Nevada Merriman and Josh Abrams shared why housing affordability matters to public health, community fabric and to San Mateo County residents, families, workers and employers. Josh also walked through how an ordinary single-family home in San Mateo County that once was affordable to a moderate-income family is no longer within reach for most people in the region. Shane Phillips shared data on housing trends and affordability nationwide and locally and provided a brief overview of some of the policy levers that could have an impact on housing affordability in the county.

Approximately 187 people registered to attend the session. Based on responses to our webinar poll, around three-quarters of the respondents were between the ages of 30 and 70 (74%) and identified as White (55%) or Asian (21%). While nearly half (47%) live in San Mateo County and almost a third (30%) work there, over one-fifth (21%) describe their connection to the county as their interest in local housing issues. Around 57% have resided in the region for over 21 years and a majority (59%) of respondents own their homes.

Key Themes:

- Housing affordability is a public health issue: Where we live impacts our health
 - A lack of housing that is affordable means workers have to commute from farther away and cannot spend as much time with their families and in their community
 - A lack of housing that is affordable means employers have a hard time with hiring and retention of workers
 - A lack of housing that is affordable impacts the learning of children and students
- Housing trends in California
 - Housing prices in California have increased much faster than most of the US
 - Housing prices in California have increased much faster than median wages
 - Californians are paying a large share of their income on housing
 - Lots of people want to move to CA and the Bay Area, but few homes are being built
- The Three S's: Supply, Stability and Subsidy
 - Supply: Building enough homes to meet all needs
 - Stability: Protecting renters and other vulnerable households
 - Subsidy: Funding to fill the gaps left by #1 and #2
 - Strengths/weaknesses of each of the 3 S's: we need to work on all three
 - Policies to address each of the 3 S's

Creating a More Affordable Future

Session 2: Housing & Racial Equity (October 27, 2021)

Speakers: Dr. Jessica Trounstone, Professor, UC Merced
Debra Gore-Mann, President and CEO, Greenlining Institute

Registrants: 185

The second session focused on housing and racial equity. Why does where you live matter? Why are our neighborhoods segregated, even though our communities are diverse? What can we do to create more inclusive and equitable communities? Dr. Jessica Trounstone and Debra Gore-Mann walked us through why and how our communities have become segregated by race, why it is a problem and how it has become embedded in our policies and systems reaching far beyond housing policy alone. Making our housing policies more inclusive and allowing access to more households at all income levels is a key step to dismantling these inequitable systems.

The demographic composition for session 2 was very similar to that of session 1. Approximately, 184 people registered for the session. Of those who completed our poll during the webinar, a majority identified as White (57%), followed by Asians (17%) and Latinxs (15%). Over three-quarters (78%) were between the ages of 30 and 70. Nearly half (46%) live in San Mateo County, over a quarter (28%) work there, and over one-fifth (22%) express interest in housing issues in the county. A majority (54%) have lived there for over 21 years and a majority (54%) own their homes.

Key Themes:

- Definition of segregation: Separation of any group by race or class into different geographic communities. Segregation is usually measured at the whole city or the whole region
- History of segregation and land use:
 - At first, actions in the private market – violence, vigilante activity
 - Restrictive covenants (private agreements) were a powerful mechanism
 - Not struck down by the court until 1948
 - White homeowner neighborhoods felt threatened by black migration
 - Zoning – one of first uses of zoning was to limit where people of color could live
 - Federal government's New Deal programs to spur construction – “redlining” maps for the Federal Housing Administration – bureaucratized racial exclusion
 - Post WWII – from the beginning suburbs have been whiter and wealthier than central cities, though this has changed over time in many places
- Racial segregation changed over time in many places – from racial segregation between neighborhoods within cities, to more segregation between cities
 - Both still exist: Examples of east Menlo Park vs. west Menlo Park; East Palo Alto vs. Palo Alto
- Policies like large minimum lot sizes, restrictions on density, restrictions on multifamily housing, limits on growth, open space preservation, high fees for development, cumbersome review processes all work to codify earlier patterns of racial and economic segregation by preventing change in the housing stock and affecting the cost of housing in places where segregation persists.
- Definition of equity: access to power, the redistribution and provision of additional resources and elimination of barriers to opportunity
- Definition of racial equity: transforming behaviors, institutions and systems that disproportionately harm people of color

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- Where you live is connected to health, economic equity, environment and racial justice
 - Pandemic brought many of these conditions to light
 - Commonalities across redlining maps and covid maps and environmental climate impact maps
 - Cannot think of issues separately anymore: housing policy = health policy = climate policy
- Cannot have neutral policies and expect them to undo decades of racist policies
 - “No such thing as a single-issue struggle because we don’t live single-issue lives” – Audre Lorde
 - Accumulated wealth, in the US based on homeownership (intergenerational wealth, better credit, can take out a loan)
 - Consolidated power, accumulated profits, more poor people, no middle class anymore
 - Myth of rugged individualism (in fact there were policies in place that helped or prevented one from succeeding)
 - Role of policing
 - One indicator of your ability to exit poverty is how long your commute is
 - Highway barriers, transportation and urban planning dividing communities
- Tools & Solutions
 - Create common interests instead of personal interests
 - Think about what it means to share spaces of decision-making, share power, inclusive, cooperative, regenerative
 - Most powerful tool in local government toolbox is to increase the zoned density of *all* neighborhoods in a city, including more exclusive neighborhoods
 - Note the interconnectedness of racial dimensions of housing and other issues – when you address racist policies, you will see results across multiple systems

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Session 3: Housing in a Climate of Change (November 10, 2021)

Speakers: Jessica Mullin, Program Manager, Home For All San Mateo County
Hilary Papendick, Program Manager, Climate Ready San Mateo County
Amanda Brown-Stevens, Executive Director, Greenbelt Alliance

Registrants: 161

The third session focused on the connection between housing policy and climate change. How does more housing *reduce* our greenhouse gas emissions? How does where we build housing impact the climate? Jessica Mullin and Hilary Papendick presented the upcoming Housing & Climate Readiness Toolkit to help jurisdictions develop climate ready housing. Amanda Brown-Stevens walked participants through why (infill) housing policy is climate policy. When we allow housing in locations near existing amenities and transit, we provide lower-emission housing options than the alternatives in greenfield and more far-flung locations.

Although 160 people registered for the third session, only 37 completed our webinar poll. Among poll respondents, most identified as White (57%) or Asian (27%). While 71% of respondents were between the ages of 30 and 70, the remaining sample was nearly equally split between people aged 18 to 29 (14%) and over 70 (16%). As in other sessions, most respondents described their connection to San Mateo County as their place of residence (40%), their place of work (29%), and/or simply their interest in housing issues (30%). Approximately 70% own their homes and over three-fifths (61%) have lived there for over 21 years.

Key Themes:

- Anticipated climate impacts in San Mateo County are significant
- County Housing + Climate-Related Efforts include RHNA and Housing Elements as well as climate resilience planning, SMC Recovery Initiative, Local Hazard Mitigation Plan, Safety Elements
- Definition of Housing and Climate-Readiness: “the same improvements that make homes better able to withstand and recover from weather-related crises also makes them healthier and safer to live in when sheltering in place during a pandemic” (NRDC, 2020)
- Strategies to Promote Climate Ready Housing include:
 1. Require Resilience Considerations in General Plan Updates
 2. City-Level Sea Level Rise Policies
 3. Flood Proof Construction
 4. Stormwater Management and Resilience Policies
 5. Early CAL FIRE Review in General Plan Elements, Hazard Mitigation, and Subdivision Plans
 6. Wildfire Risk Reduction Measures for Plans, Codes, Ordinances, and Project Designs
 7. Urban Tree Canopy Policy
 8. Urban Design for Heat Resilience
 9. Passive Building Design
 10. Cool Roof, Wall, and Pavement Standards
- Climate SMART Development: Communities across the Bay Area reduce emissions and build resilience through climate SMART—Sustainable, Mixed, Affordable, Resilient, Transit-Oriented—development.
- Why does where we build matter?

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- Transportation: In the US - transportation is 30% GHG emissions, in California - transportation is 50% GHG emissions → Shifting to growth within cities could reduce equivalent of 400k cars
- Other benefits include cost savings on transportation and utilities, improvements to quality of life, more housing choices
- How can building new homes reduce emissions?
 - Where we build matters, even within our region: smaller homes (ADUs, duplexes, fourplexes, etc.) use less energy; zoning changes - no cost path to reduce emissions
 - Building sector GHG emissions: new standards have more sustainable construction and operations. A single-family suburban home produces 3x yearly emissions as an urban home
- What about water?
 - Water is a shared resource: A collective challenge needs a collective solution
 - Water use in California is 10% urban, 40% agricultural and 50% environmental (non-active use) on average
 - Reducing per capita water use in a growing region: The Bay Area can do this through water efficiency and more compact land use. Changes in landscaping could cut water use close to in half for average home
- Benefits of protecting open space: We urgently need more homes, but building homes outside of cities, on open spaces and farmland, can exacerbate climate-related risks
- Climate SMART Development: Local and regional planning, policy making, and development efforts must foster environmental sustainability, community resilience, social equity, and climate justice outcomes

Creating a More Affordable Future

Session 4: Putting it All Together for a Better Future (December 1, 2021)

Speakers: Benjamin Grant, consultant, former Urban Design Policy Director for SPUR
Karen Murray, Partner, Van Meter Williams Pollack

Registrants: 224

The fourth session focused on how design and planning for much-needed new infill housing can be an opportunity to address existing challenges in our communities and make them better for people. Where do we have space to create new housing choices? How do we promote design excellence in new buildings and new communities? Urban design consultant Benjamin Grant shared one vision that illustrates how the Bay Area can allow more housing while protecting our open spaces and addressing affordability, equity and sustainability. He walked participants through three existing placetypes that are relevant to San Mateo County, including artists' renderings of their possible futures. Karen Murray from Van Meter Williams Pollack shared real-life examples of how infill housing can be successfully integrated into existing communities in the county.

Of all four sessions, the largest number of people registered for the fourth, with over 223 people signing up to attend. Based on the webinar poll responses, most respondents identified as White (50%) or Asian (30%). Slightly under half of respondents were under the age of 50 (48%) while slightly over half were over 50 (52%). Regarding people's connection to San Mateo County, many respondents reported living there (42%), working there (28%), or having an interest in housing issues in the region (26%). A majority have lived in the county for over 21 years (52%) and around two-thirds (67%) own their homes.

Key Themes:

- It is possible for the Bay Area to grow without sprawling into precious open space or exacerbating gentrification
- New infill housing can be accommodated in the county, but different approaches are needed, no one size fits all
- Existing communities have both assets and challenges
- New housing creation could be an opportunity to make better spaces for people
- Cul-de-sac suburbs
 - Assets: detached homes with yards; quiet, spacious character; orientation to (some) family life
 - Challenges: limited connectivity and walkability; one housing type, exclusive; resource-inefficient, hard to service; resistant to change and growth; car-dependent
 - Possible solutions: accessory dwelling units (ADUs), cottage clusters
- Small lot and streetcar suburbs
 - Assets: walkable block and street pattern; mix of housing types; diverse communities; retail and larger lots along corridors; attractive to new residents and builders; good transit access
 - Challenges: scarce and subject to gentrification; small, individually owned lots; resistant to change and growth; somewhat car-dependent
 - Possible solutions: duplexes, bungalow courts, townhomes; small apartment buildings on main streets and downtowns
- Office parks
 - Assets: abundant, underutilized land; large lots under single ownership; flexible and standardized; open to change
 - Challenges: car-dependent; poorly served by transit; isolated and inward-facing;

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- single-use, with few amenities and services; large paved areas worsen heat and runoff
- Possible solutions: major redevelopment into mixed-use neighborhoods that include office, retail, housing
- Commercial corridors
 - Can link all of these types with nodes along the corridor
 - Provide larger sites
 - More opportunity for development