



ASSOCIATION
OF BAY AREA
GOVERNMENTS

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Memorandum

TO: ABAG Housing Committees

DATE: November 13, 2020

FR: Executive Director

RE: Summary of Outreach for Regional Housing Technical Assistance Program Design

Overview

Staff has conducted extensive outreach to local planning and housing staff, elected officials, regional organizations, and other stakeholders to inform program design for the Regional Housing Technical Assistance Program. This outreach, detailed below, included presentations at two ABAG General Assemblies, over 35 presentations at regional meetings of local planning and housing staff including the Bay Area Planning Directors Association, four webinars, a presentation to the League of Cities, and feedback from ABAG's Regional Planning Committee, Housing Committee and Executive Board.

Planning challenges vary across the region, but common themes include that new state housing laws are hard to keep up with, RHNA increases pose unprecedented planning challenges, COVID & fires are stretching local staff and budgets very thin, and some local RFPs get no bids given high competition for consultants.

Staff designed the Regional Housing Technical Assistance Program in direct response to input from local staff and other stakeholders. Staff further vetted the proposed program by soliciting feedback from local jurisdictions on preliminary design concepts as well as more refined program details as they were developed.

Feedback on the proposed program design has been very positive. For example, over 80% of local staff surveyed by ABAG and HCD indicated that they were "Interested" or "Very Interested" in Planning Collaboratives of jurisdictions in their county and Cohorts of jurisdictions facing similar planning challenges (for example, large urban cities or small agricultural towns). When asked "What are your jurisdiction's primary needs for housing element support?" at the October 29th webinar attended by over 130 local staffers, the top answer with approximately 50% support was "technical assistance" (the second place response was "more funding" with just over 20% support).

Staff will maintain a regular feedback loop with local jurisdictions throughout the development of future regional technical assistance tools and resources to ensure that regional products are tailored to meet local needs.

List of Completed Outreach Activities:

1. Feb 6, 2020 League of Cities City Manager Conference
Presentation and discussion
2. Feb 7, 2020 ABAG General Assembly
Presentation and workshop on program design
3. Feb 28, 2020 Bay Area Planning Directors Association Steering Committee
Presentation and discussion
4. March 12, 2020 Solano City County Coordinating Council
Presentation and discussion
5. March 17, 2020 Marin County – Local Planning Directors Meeting
Presentation and discussion
6. March 24, 2020 Sonoma County – Local Planning Directors Ad Hoc Housing Meeting
Presentation and discussion
7. March 27, 2020 Rob Eastwood, Santa Clara County Planning Manager
Discussion
8. April 3, 2020 Alameda County - Local Planning Directors Meeting
Presentation and discussion
9. April 3, 2020 Santa Clara County Association of Planning Officials
Presentation and discussion
10. April 6, 2020 San Mateo County – Local Planning and Community Development Directors Meeting
Presentation and discussion
11. April 10, 2020 Contra Costa County – Local Planning Directors Meeting
Presentation and discussion
12. April 16, 2020 Solano Transportation Authority – Local Planning Directors Meeting
Presentation and discussion
13. April 17, 2020 Napa County – Local Planning Directors Meeting
Presentation and discussion
14. April 20, 2020 Santa Clara County Planning Collaborative
Presentation and discussion
15. April 21, 2020 Charlie Knox, Placeworks, State Housing Consultant
Discussion
16. April 24, 2020 Paul Campos, Building Industry Association, RPC Housing Subcommittee Member
Discussion
17. April 24, 2020 Paul Penninger, AECOM, RPC Housing Subcommittee Member
Discussion
18. April 28, 2020 Rich Hillis, San Francisco Planning Director
Presentation and discussion
19. April 28, 2020 Barton Briererly, Planning Director, Vacaville (SolHIP)
Discussion

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20. April 29, 2020 Tai Williams, Danville Assistant Towne Manager, Tri Valley Coalition
Discussion
21. April 30, 2020 Afshan Hamid, Vallejo Planning Manager, Tri Valley Coalition/Sol HIP
Discussion
22. May 6th, 2020 ABAG Regional Planning Committee
Presentation and discussion
23. May 10, 2020 Elizabeth Wampler, Great Communities Collaborative
Discussion
24. May 11, 2020 All City Managers, County Administrators, Community Development Directors, and Planning Directors
Letter and survey on local priorities and program design
25. May 19, 2020 Will Domini, Bay Area Regional Health Inequities Initiative
Discussion
26. May 19, 2020 Jeff Levine, East Bay Housing Organizations
Discussion
27. May 21, 2020 ABAG Executive Board
Presentation and discussion
28. June 2020 ABAG General Assembly & local planning staff
Webinar on program design
29. July 29, 2020 Local jurisdiction staff (120+ attendees)
Joint webinar with HCD on program design
30. Sep 1, 2020 Santa Clara County - Local Planning Directors Meeting
Presentation and discussion
31. Sep 10, 2020 San Francisco
Discussion
32. Sep 14, 2020 Marin County (unincorporated)
Discussion
33. Sep 15, 2020 Cities Association of Santa Clara County
Presentation and discussion
34. Sep 16, 2020 Contra Costa Transportation Authority
Discussion
35. Sep 16, 2020 City of Richmond
Discussion
36. Sep 17, 2020 Solano County - Local Planning Directors Meeting
Presentation and discussion
37. Sep 17, 2020 Sonoma County - Local Planning Directors Meeting
Presentation and discussion
38. Sep 20, 2020 Marin County - Local Planning Directors Meeting
Presentation and discussion
39. Sep 22, 2020 City of Newark
Conversation about collaboratives

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40. Sep 23, 2020 City of Pleasanton, City of Albany
Presentation and discussion
41. Sep 25, 2020 Bay Area Planning Directors Association Steering Committee
Presentation and discussion
42. Sep 25, 2020 City of Concord and City of Antioch
Presentation and discussion
43. Sep 29, 2020 City Managers, County Administrators, Community Development Directors, and Planning Directors
Letter and survey reminder
44. Oct 1, 2020 Contra Costa County (unincorporated)
Discussion
45. Oct 6, 2020 San Mateo County Dept of Housing (unincorporated)
Discussion
46. Oct 6, 2020 Solano County Transportation Agency – Local Planning Directors Meeting
Presentation and discussion
47. Oct 8, 2020 Alameda County - Local Planning Directors Meeting
Presentation and discussion
48. Oct 9, 2020 Contra Costa County - Local Planning Directors Meeting
Presentation and discussion
49. Oct 9, 2020 City of Napa
Presentation and discussion
50. Oct 15, 2020 ABAG Housing Committee
Presentation and discussion
51. Oct 16, 2020 City of Berkeley
Discussion
52. Oct 19, 2020 San Mateo County - Local Planning Directors and housing staff
Presentation and discussion
53. Oct 22, 2020 35+ Planning and Housing Consultants
Webinar introducing site selection tool
54. Oct 23, 2020 County of Napa (unincorporated)
Presentation and discussion
55. Oct 23, 2020 City of Novato
Overview and discussion
56. Oct 28, 2020 Cities of Pleasanton, Newark and Albany
Discussion
57. Oct 29, 2020 Jurisdiction planning staff (200+ Attendees)
Joint Webinar with HCD on new data tools