



2022 UPDATE



# Housing Element



San Francisco  
**Planning**

Kimia Haddadan  
Shelley Caltagirone  
Malena Leon-Farrera

March 2021



San Francisco Planning is committed to creating a **safe and inclusive** environment free from disruption. Hateful speech or actions will not be tolerated. Respectful community participation is critical to a successful project.



## Recording

Audio, video, and chat will be monitored and recorded.

This presentation will be transmitted live on our Youtube page.



## Audio and Video

We respect all participants in this convening today and want to create a safe space for all.

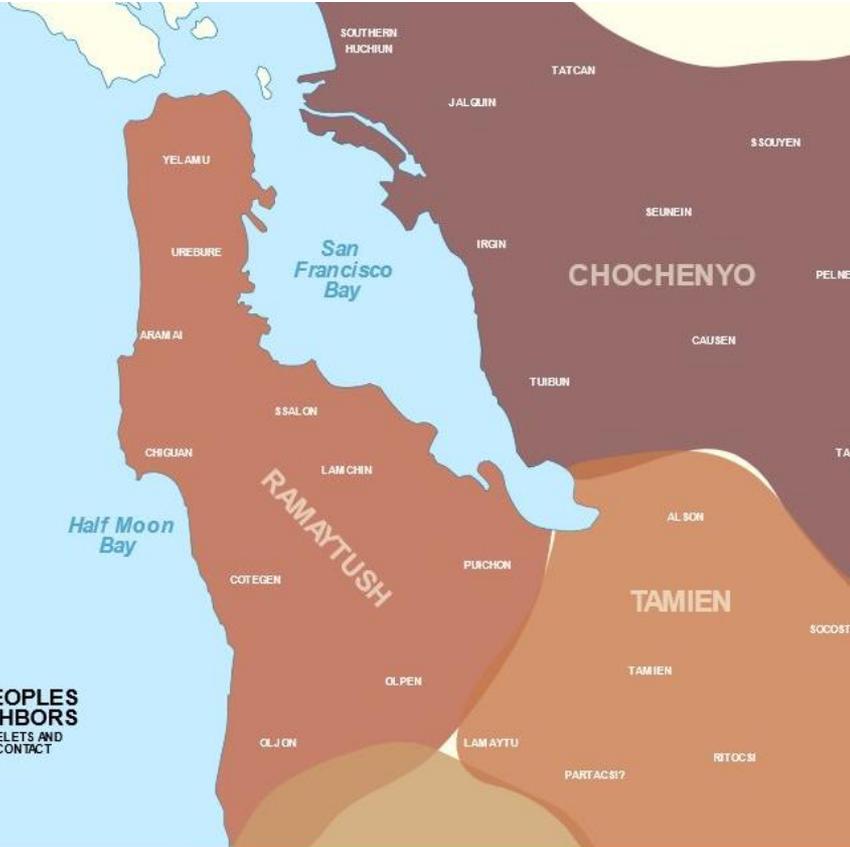
By default, all participants will be muted, and video is disabled. Video will be on for speakers only.



## Chat

To participate in the chat, please select the Chat button at the bottom of your screen.

# Land Acknowledgement



Source: Wikipedia

Photo: Flickr user Pablo Fernandez (CC BY-NC-ND 2.0)

We acknowledge that we are on the **unceded ancestral homeland of the Ramaytush Ohlone** who are the original inhabitants of the San Francisco Peninsula.

# AGENDA

1. General Plan Overview
2. Housing Element Overview
3. Project Timeline
4. Phase 1 Outreach and Engagement
5. Lessons Learned
6. Next Steps



**San Francisco**  
**Planning**

# General Plan: Foundation

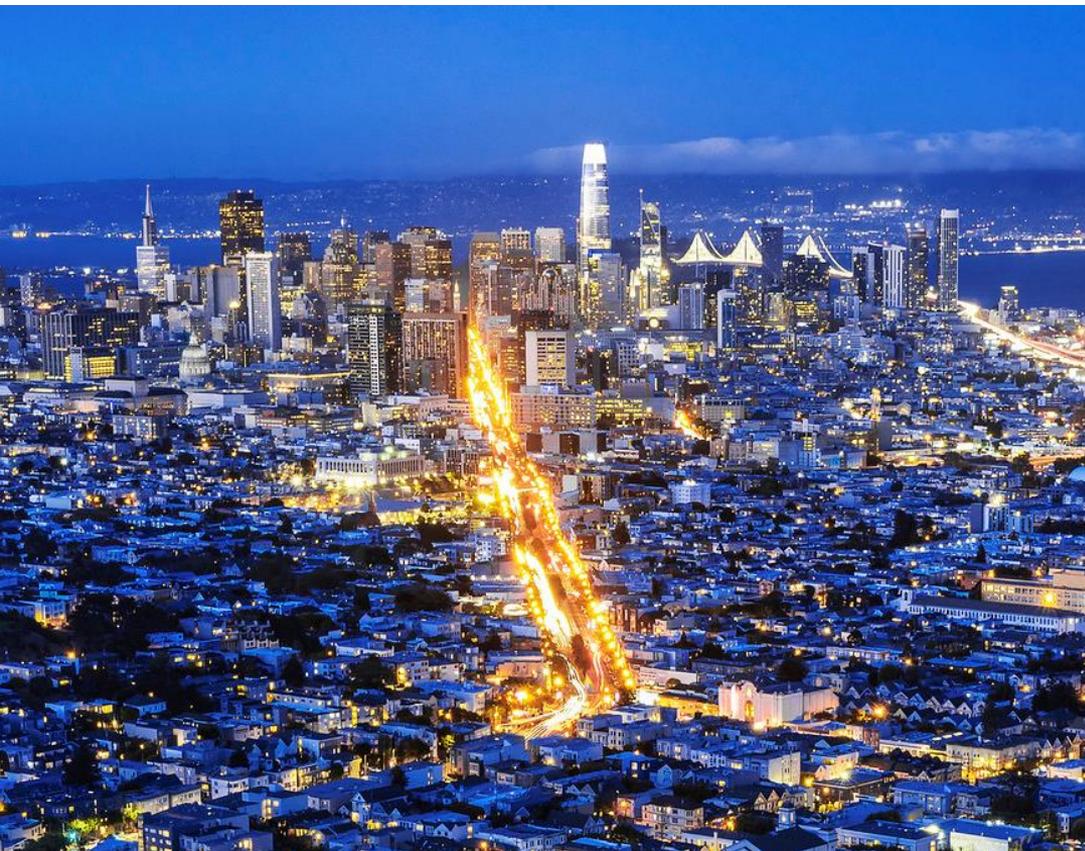


Photo: Flickr user Pablo Fernandez (CC BY-NC-ND 2.0)

## FOUNDATION

- Embodiment of San Francisco's **Vision for the Future**
- The General Plan provides a comprehensive vision, objectives, and policies that influence how we live, work, play, move about, and the quality and character of the city.
- Through public process and adoption, the General Plan reflects **community values** and **priorities**.
- Both **private development** and **public action** must conform to this vision.

# General Plan Components

 State mandated



# General Plan Components: Last Update

 State mandated

**HOUSING**

2014



**COMMERCE AND INDUSTRY**

1987



**RECREATION AND OPEN SPACE**

2014



**TRANSPORTATION**

1995



**LAND USE (INDEX)**



**URBAN DESIGN**

1972/1988



**ENVIRONMENTAL PROTECTION**

1988



**COMMUNITY FACILITIES**

1988



**SAFETY & RESILIENCE**

2012



**AREA PLANS**



**ARTS**

1991



**AIR QUALITY**

1997



**NEW: HERITAGE CONSERVATION**



**NEW: ENVIRONMENTAL JUSTICE**



# General Plan Components

 State mandated

**HOUSING**



**COMMERCE AND INDUSTRY**



**RECREATION AND OPEN SPACE**



**TRANSPORTATION**



**LAND USE (INDEX)**



**URBAN DESIGN**



**ENVIRONMENTAL PROTECTION**



**COMMUNITY FACILITIES**



**SAFETY & RESILIENCE**



**AREA PLANS**



**ARTS**



**AIR QUALITY**



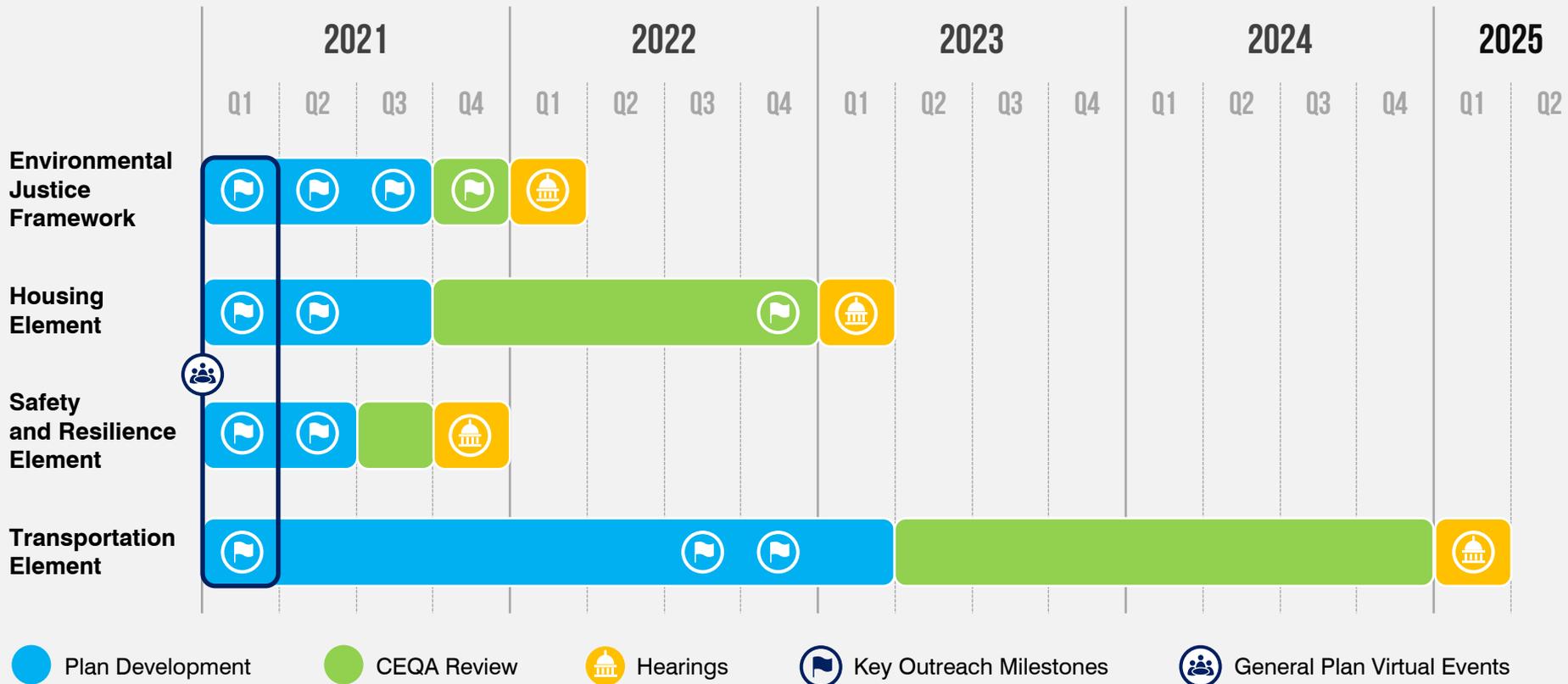
**NEW: HERITAGE CONSERVATION**



**NEW: ENVIRONMENTAL JUSTICE**



# General Plan Updates - Combined Schedule



# Racial and Social Equity

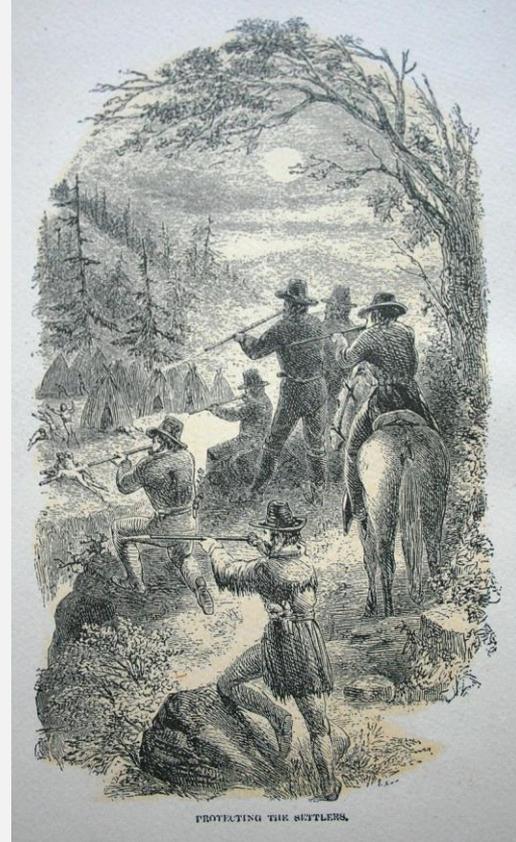


## PLANNING COMMISSION RESOLUTION

...BE IT FURTHER RESOLVED, that the Planning Commission directs the Department to amend the General Plan to incorporate policies that explicitly prioritize racial and social equity for American Indian communities, Black communities, and communities of color; that subsequent amendments to the General Plan utilize a racial and social equity lens; and...

# History of Institutional Racism

- Present ● Exclusionary Zoning
- 2000s ● Predatory Lending Practices
- 1945 ● Urban Renewal
- 1942 ● Japanese Internment
- 1930s ● Redlining, Racial Covenants
- 1880 ● Laundry Ordinance
- 1870 ● Cubic Air Ordinance
- 1492 ● Beginning of genocide, exploitation, and dispossession of Indigenous people, including today's American Indians



# Racial Disparities

<b>San Francisco</b>	<b>\$</b>	<b>104,552</b>
American Indian / Alaskan Native	\$	61,250
Asian	\$	88,016
Black or African American	\$	30,442
Hispanic or Latinx (Any Race)	\$	72,578
Native Hawaiian and Other Pacific Islander	\$	76,333
Some Other Race	\$	59,497
Two or More Races	\$	114,399
White (Non-Hispanic)	\$	132,154

*Source: 2018 5-year American Community Survey*

# Racial Disparities

Outmigration and Displacement

Black / African American

1970

2018

**13%**

vs

**5.2%**

Rent-burdened (spending more than 30% of their income in rent)

**51%**

Black / African American

vs

**33%**

White

**49%**

Latinx

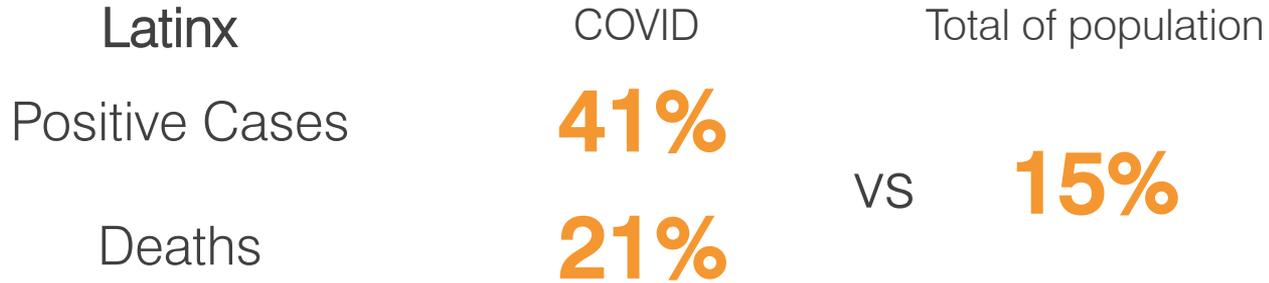
# Racial Disparities

Overrepresentation in homelessness, incarceration, and COVID-19 positive cases and deaths

	Experiencing Homelessness		Total of population
Black / African American	<b>37%</b>	VS	<b>5%</b>
American Indian	<b>5%</b>	VS	<b>1%</b>

# Racial Disparities

Overrepresentation in homelessness, incarceration, and COVID-19 positive cases and deaths



# Benefits

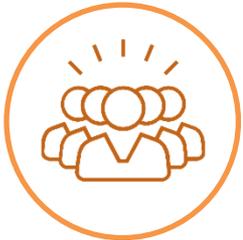


**Strategic alignment** across agencies and topics

- coordinated long-term capital planning
- cost sharing and efficiencies



**Support city and agency policy goals** (equity, transit-first, etc.)



**Public and decision-maker buy-in** through inclusive process



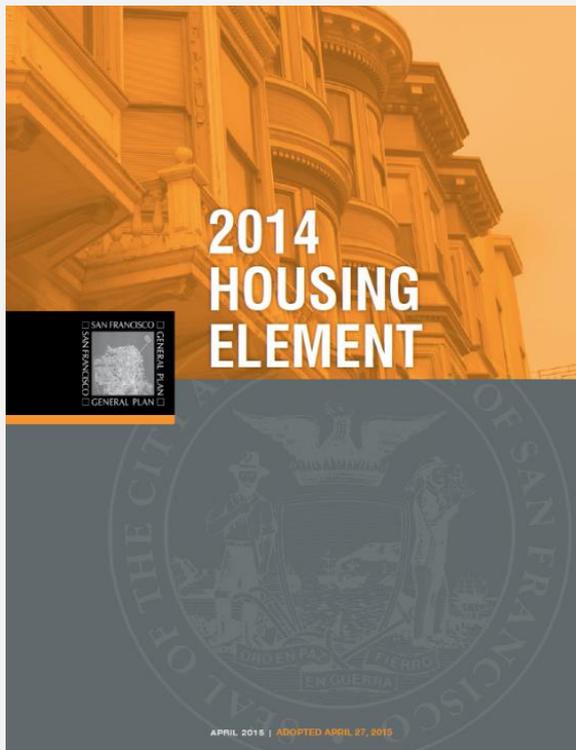
**Tied to implementation actions**

- streamlined approvals
- coordinated data modernization



**Tied to local, state, and federal funding eligibility**

# How is the Housing Element Used?



## Meet State mandates to:

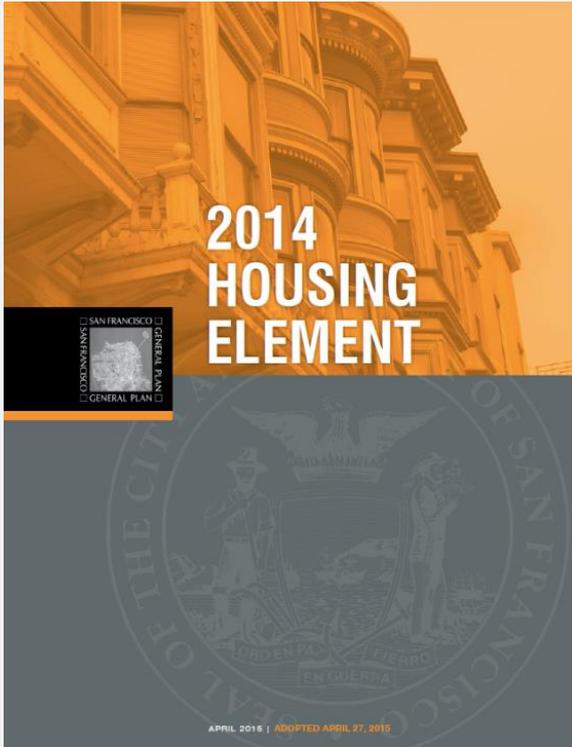
- Maintain the City's eligibility for state **affordable housing funds**
- plan for **certain number of units** estimated by State and regional agencies
- **Affirmatively further fair housing**



## Create a roadmap for the future of housing that:

- represents **the values** our communities hold for the future of the City
- defines **priorities** for housing solutions
- guides **decisions** and **resource allocation**

# How's the Next Update Different?



San Francisco's **first housing plan centered in racial and social equity.**



**Major increase\*** in the housing targets allocated to SF by the regional and State agencies (more than tripled)

\* Increase is due to a new formula that factors in existing housing need measured by cost burden, over crowding, etc.

# Other State Mandates



## **Affirmatively Furthering the Fair Housing law**

- Address exclusion and discrimination
- Create housing access in high-opportunity neighborhood
- Bring opportunity to segregated and underserved neighborhoods



## **Environmental Justice**

Incorporate Environmental Justice policies as required by State Bill 1000 (2016)

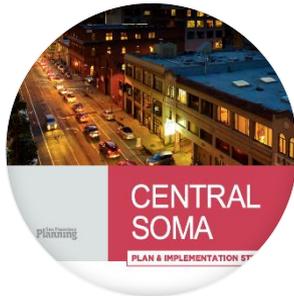
- Adopt policies in General Plan to address “unique or compounded health risks”

# Planning Process and Major Milestones



# Where Did We Start From?

Summarized what we heard from our communities in recent initiatives:



# Community Values Defining the Next Update



Racial and social equity



Eliminate community displacement



Housing choice for all, in all neighborhoods



Neighborhoods resilient to climate and health crises



THE  
HOUSING  
ELEMENT

Planning

# Public Outreach and Engagement: Phase 1



## Learn why your participation is important for the Housing Element 2022 Update:



**Housing Element 2022 UPDATE**

**Housing Element 2022 UPDATE**

**Help shape the future of housing in San Francisco!**

**幫助塑造三藩市的住房未來!**

The San Francisco Planning Department is launching the Housing Element 2022 Update, a series of policies that will help shape the future of housing in San Francisco.

三藩市規劃部正在啟動住房要素 2022 年更新項目，該項目是幫助塑造三藩市住房未來藍圖的一系列政策。

We're asking for your participation to help create policies that address the needs of San Francisco's diverse communities. We want to ensure these policies reflect the values of our communities.

我們期待您的參與，幫助我們涵蓋能夠滿足所有三藩市多元化社區需求的政策。我們希望確保這些政策反映我們社區的價值觀。

- RACIAL AND SOCIAL EQUITY** 種族與社會公平性
- MORE HOUSING FOR ALL AND IN ALL NEIGHBORHOODS** 為所有鄰居所有人提供更多住房
- RENTAL DISPLACEMENT** 租金增長導致與我無負擔的鄰居
- NEIGHBORHOODS RESILIENT TO HEALTH AND CLIMATE CHANGES** 鄰近與氣候變化的鄰居

The COVID-19 pandemic is highlighting and intensifying our housing and affordability challenges, as well as longstanding inequities. Participate in our long-term recovery centered in racial and social justice. **Voices for Change | August 16**

新冠病毒疫情已顯性強化了本市的住房與可負擔性挑戰，以及長期以來的種族與社會公平性挑戰。參與我們的以種族與社會公平性為中心的長期復甦。 **Voices for Change | August 16**

Due to Shelter in Place Order, in-person on hold but you can still participate by webinars, social media, and our digital survey.

由於 Shelter in Place Order，目前無法參加線下活動，但您仍可以通過網絡研討會、社交媒體和我們的數字調查參與。

We look forward to hearing from you!

我們期待聽到您的意見!

**CONTACT US AT: sfhousing**  
English: (415) 644-6891 中文 / Español

**FOX 2**

# Public Outreach and Engagement: Phase 1

## Residents and Community Members



## Resident Ambassador Group (HEARD)



### Written feedback

- Online participation platform (380 comments)
- Short survey distributed via Resident Ambassadors, CBOs, in-person hubs (1,631 surveys)

### Townhalls and Listening Sessions:

- Districts 1
- District 4
- BMAGIC (Bayview Hunters Point)
- YIMBY group
- District 7
- Resident Ambassador Group (HEARD)
- HRC's Community Roundtable
- Four listening sessions one in English, two in Spanish, one in Chinese
- Richmond Senior Center in Chinese
- Fillmore / Western Addition
- La Voz Latina in Spanish (Tenderloin)
- Japantown Listening Session

### Presentations at CBOs:

- Richmond CBOs Monthly Meeting
- MOHCD Eviction Prevention & Tenant Empowerment Working Group Monthly Meeting
- Supervisor Walton's CBO Roundtable Monthly Meeting
- MAP2020 Monthly Meeting
- SOMA Pilipinas Cultural District Planning 101
- BMAGIC Convener Monthly Meeting
- Japanese Cultural District Land Use / Transportation Committee Meeting

# Public Outreach and Engagement: **Other Tools**

## Housing Policy Group



- Comprised of 40 organizations
- Two rounds of discussions ( 9 meetings)
- One-on-one follow-ups

## Interagency Steering Group



- Core interagency group monthly meetings
- Broad interagency review group (17 agencies) reviewing draft policies and actions

# Public Outreach and Engagement: Listening Sessions

This screenshot shows a Miro listening session board titled "Chinese Listening Session". The board is organized into two main columns: "可聽性" (Accessibility) on the left and "挑戰" (Challenges) on the right. The "可聽性" column contains notes such as "政府應該提供兩方面的幫助" (Government should provide two types of assistance) and "政府可提供幫助, 令房屋合法化" (Government can provide assistance to legalize housing). The "挑戰" column contains notes such as "屋主, 租客如果都失業, 為何只有租客得到保障" (Landlord and tenant both unemployed, why only tenant gets protection) and "對散房住戶的小孩成長很大挑戰" (Big challenge for children of scattered housing residents). The board also includes a "傾聽活動" (Listening Activity) section at the top.



This screenshot shows a Miro listening session board titled "D5 Listening Session". The board is organized into three main sections: "challenges:", "possibilities:", and "Tell us your housing challenges and ideas...". The "challenges:" section includes notes such as "how is SF Planning going to keep the African American residents in SF? Affordability of the City's housing units is a challenge - many can't afford it" and "build housing with deeper levels of affordability". The "possibilities:" section includes notes such as "make a policy that requires a # of community engagements/informing community members regarding rebuils and developments" and "Board members should have education on housing laws, rules, rights, regulation, etc.". The "Tell us your housing challenges and ideas..." section includes notes such as "if there's service animals in a building, there's washers that are top-loading so residents can clean their clothes (avoid sleeping in clothes with pet dandruff)" and "ENFORCE a dedicated laundry room/space TOP LOADING". The board also includes a "Share" button and a "Miro" logo.



# Public Outreach and Engagement: Topics Covered



## General Community Input

- Challenges and needs that have not been served well
- Existing programs that do serve the community
- Opportunities for improvement, expansion or creation of new housing programs



## Topic Specific

- Racial and social equity
- Affordable housing production and access
- Tenant protections and community stabilization
- Neighborhood improvements
- Housing production: small multifamily, middle-income housing, role of market rate



## Potential Development Patterns

- East side – existing patterns
- Transit corridors – midrise multifamily buildings
- High-opportunity areas – small multifamily buildings

# Public Outreach and Engagement: **Survey and Online Participation**

<b>Respondent Race and Ethnicity</b>	<b>Survey</b>	<b>Digital Participation Platform</b>
East Asian	21%	18%
Black / African-American	18%	4%
Latinx / Hispanic	18%	8%
White	18%	55%
Didn't specify	8%	3%
Southeast Asian	5%	3%
American Indian	4%	4%
Native Hawaiian / P. Islander	3%	1%
Middle Eastern / N. African	2%	3%
South Asian	2%	1%
Two or More	1%	

**Survey**

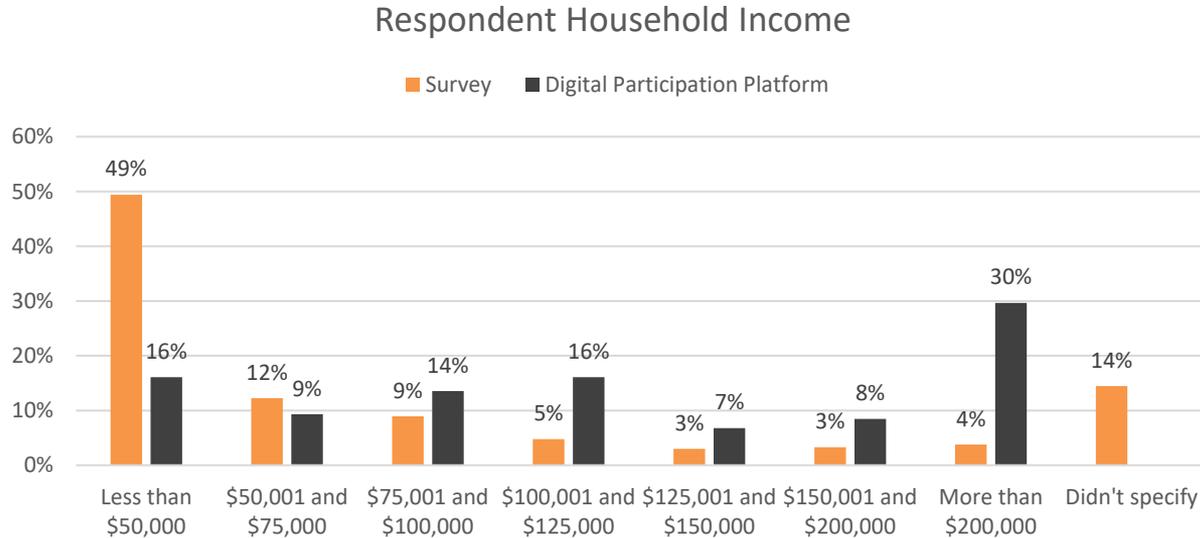
1631 respondents

vs

**Digital Participation Platform**

118 respondents

# Public Outreach and Engagement: Survey and Online Participation



**Survey**

1631 respondents

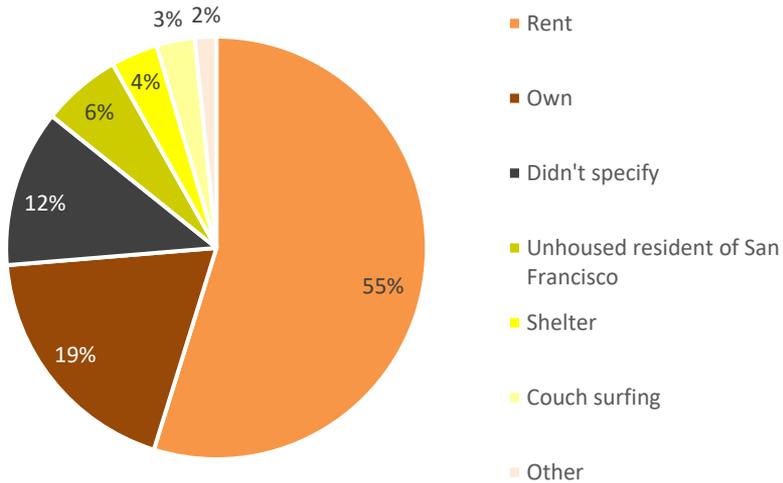
vs

**Digital Participation Platform**

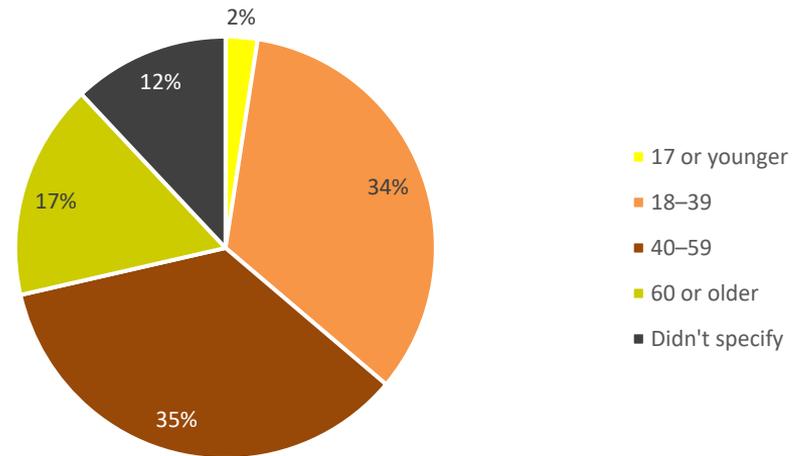
118 respondents

# Public Outreach and Engagement: Survey

## Survey Respondent Housing Situation

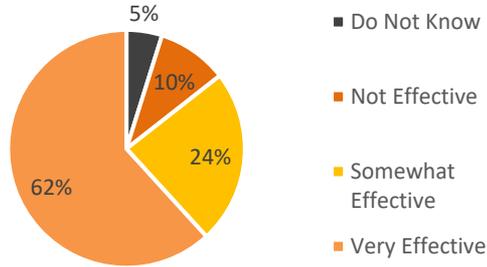


## Survey Respondent Age

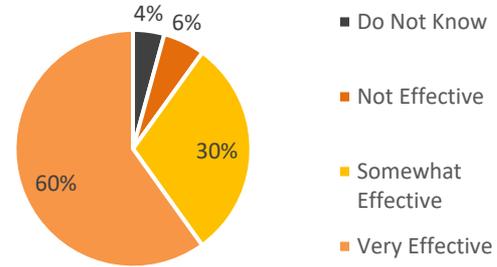


# Public Outreach and Engagement: Survey

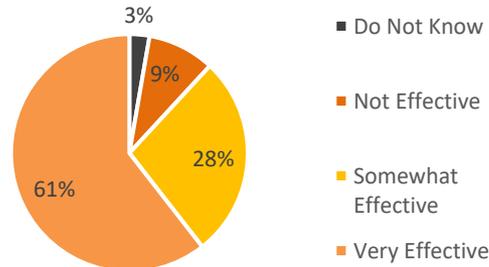
Build affordable housing equitably throughout the city (not just east/southeast)



Encourage a variety of housing types in all neighborhoods for seniors, children, people with disabilities, etc.



Prioritize low-income neighborhoods for public amenities improvements



# Public Outreach and Engagement: Comments We've Heard



## Affordable Housing Accessibility and Availability

- Programs for American Indian, Black and other Communities of Color to redress discrimination
- More and at deeply affordable levels
- Housing affordable to moderate- and middle-income households
- Accessibility and eligibility improvements



## Homeless Housing and Supportive Services

- Priority for American Indian and Black unhoused residents, as well as youth, families and seniors
- Funding and improvement for homeless housing and supportive services
- Some concern over its location, spending on unhoused residents, zero-sum for other residents



## Housing Production

- Affordable housing should be available everywhere
- More housing choices for seniors and families with children in less dense areas
- In high-opportunity areas, some concern over change in neighborhood aesthetic, density, where and how

# How Does Your Input Define Policy?

1. Phase 1 of outreach and engagement
2. Public input synthesis
3. Draft goals, policies and actions that incorporate public input prioritizing advancing racial and social equity and balancing the different and sometimes contradicting community needs
4. Coordinated interagency review
5. Present draft goals, policies and actions to the public for Phase II

# Lessons Learned



Photo: Flickr user Pablo Fernandez (CC BY-NC-ND 2.0)

- Partnerships with community-based organizations representing American Indian, Black and other Communities of Color, as well as low-income communities were essential
- Addressing the digital divide: presence on the ground was still the best choice
- In-language events were crucial
- Need to improve content accessibility and increase funding for participation
- Need to address competing priorities, tradeoffs and contradictions

# Upcoming Next Steps



**RELEASE OF DRAFT  
GOALS, POLICIES AND ACTIONS**



**PHASE II OF OUTREACH  
AND ENGAGEMENT**



**ENVIRONMENTAL REVIEW  
PUBLIC PROCESS**

# Upcoming Outreach and Engagement: **Phase II**



## **FOCUS GROUPS**

- Representing communities of color, vulnerable groups and different geographies
- Addressing specific topics (e.g. Homelessness and supportive services)

## **ONLINE PARTICIPATION**

## **PUBLIC HEARINGS**



## **HOUSING POLICY GROUP**

- Small conversations based on expertise
- Key reviewers/commenters



## **EQUITY ADVISORY COUNCIL**

# Subscribe for Updates

***[sfhousingelement.org](https://sfhousingelement.org)***

## Contact Us:

- Kimia Haddadan – [kimia.haddadan@sfgov.org](mailto:kimia.haddadan@sfgov.org)
- Shelley Caltagirone – [shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)
- Malena Leon-Farrera – [malena.leon-farrera@sfgov.org](mailto:malena.leon-farrera@sfgov.org)
- Using our contact form: <https://sfhousingelement.org/contact-us>

# General Plan Virtual Events



March 15-19 & March 22-26, 2021

<https://sfplanning.org/general-plan>

**Two weeks of workshops on:**  
 Housing Element  
 Environmental Justice Framework  
 Safety Element  
 Transportation Element  
 General Plan 101  
 Racial and Social Equity Plan  
 And more!

	MONDAY MARCH 15	TUESDAY MARCH 16	WEDNESDAY MARCH 17	THURSDAY MARCH 18	FRIDAY MARCH 19
9:00 AM					
10:00 AM					Community Engagement
11:00 AM					
NOON	What Planning Does		Planning for Healthy Communities		
1:00 PM					
2:00 PM		Workshop: Community Safety	Racial & Social Equity Action Plan	Workshop: Transportation Element	
3:00 PM	General Plan 101				
4:00 PM					
5:00 PM					
6:00 PM			Workshop: Environmental Justice Framework	Info Session: Housing Element	
7:00 PM					

	MONDAY MARCH 22	TUESDAY MARCH 23	WEDNESDAY MARCH 24	THURSDAY MARCH 25	FRIDAY MARCH 26
9:00 AM					
10:00 AM	General Plan 101				Drop In Office Hours
11:00 AM					
NOON					
1:00 PM			Recovery Strategies Workshop		
2:00 PM		Info Session: Housing Element		Workshop: Environmental Justice	
3:00 PM					
4:00 PM					
5:00 PM					
6:00 PM	Recovery Strategies Workshop	Workshop: Transportation	Racial & Social Equity Action Plan	Workshop: Community Safety	
7:00 PM					



# Housing Element

2022 UPDATE

*SHAPING THE FUTURE OF HOUSING  
IN SAN FRANCISCO*

*[sfhousingelement.org](https://sfhousingelement.org)*