



Housing You Matters

Presentation to
North San Diego Business
Chamber
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Lori Holt Pfeiler

Chair, *Housing You Matters*

President and CEO, Habitat for Humanity

Mary Lydon

Project Consultant, *Housing You Matters*



Housing You Matters is a Coalition of disparate groups from builders, to environmentalists, designers, business, large employers, transportation advocates and social service agencies working together to increase housing stock in San Diego County for all income levels



Current Participating Members of Coalition

AIA San Diego
Association of Builders & Contractors
Atlantis Group
Banner Bank
BIA San Diego
BIOCOM
BNIM
Building Industry Association San Diego
BWE
Camden Development
Chelsea Investment Co
Circulate San Diego
Civic San Diego
Climate Action Campaign
Community Housing Works
Endangered Habitats League
FI Financial
Greater San Diego Association of Realtors
Habitat for Humanity
HG Fenton
Hospital Assn of San Diego & Imp Co
LaCava Consulting
LeSar Development Consultants
Lydon Associates - HYM Consultant

National City Chamber of Commerce
No County San Diego Assn of Realtors
North County Business Chamber
North County Hispanic Chamber
Regional San Diego Chamber of Commerce
Regional San Diego Economic Dev Corp
Ron Brownell, Real Estate Broker
San Diego Architectural Foundation
San Diego County Apt Assn
San Diego Fire Fighters Assn
San Diego Foundation
San Diego Housing Commission
San Diego Housing Federation
San Diego Land Trust
San Diego League of Women Voters
Scripps Health
San Diego County Taxpayers Assn
SD Police Officers Assn
SoCal Housing Collaborative
Wakeland Housing
Walden Family Services

What We Do and Why

- ✓ We have a common focus of increasing housing supply while maintaining values of affordability, sustainability and social equity
- ✓ Together we advocate around agreed upon policies and actions that will improve the supply of housing
- ✓ We have a beautiful region with a great economy and access to incredible amenities. If we do not work to solve the housing crisis, so much of our quality of life will degenerate since a lack of housing eventually impacts us all

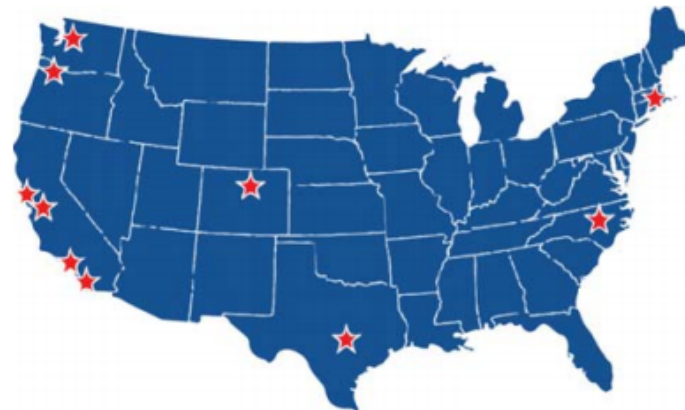
Economic Impacts of Failing to Address Housing Crisis are Real

- ✓ Employee retention and attraction of workers in 20's, 30's and 40's
- ✓ San Diego Regional Chamber of Commerce Foundation study found that San Diego ranks 9th out of 10 in overall affordability compared to competitor metros

AFFORDABILITY INDEX

HOW FAR INCOME GOES

Affordability is the ratio of cost of living versus income. The table below uses the per capita income in the competitor metros to calculate the income needed in San Diego to maintain current spending patterns. San Diego ranks 6th in per capita personal income and 9th in overall affordability.



COMPETITOR METRO CITY	PER CAPITA PERSONAL INCOME	HOW FAR INCOME GOES	
		% FARTHER THAN SAN DIEGO	RANK
RALEIGH, NC	\$46,636	45.0%	1
SAN JOSE, CA	\$73,887	38.6%	2
DENVER, CO	\$53,983	38.6%	3
AUSTIN, TX	\$47,026	37.8%	4
SEATTLE, WA	\$58,205	30.2%	5
BOSTON, MA	\$64,311	25.4%	6
SAN FRANCISCO, CA	\$72,364	15.4%	7
LOS ANGELES, CA	\$50,751	1.8%	8
SAN DIEGO, CA	\$51,459		9
PORTLAND, OR	\$45,794	-0.5%	10

2017 Policy Priorities

Many of Housing You Matters' policy priorities align with:

- ✓ City of San Diego's Smart Growth & Land Use 2017 Workplan
- ✓ Mayor Faulconer's Housing Package, announced in his State of the City Address
- ✓ San Diego Housing Commission's report Addressing the Housing Affordability Crisis in San Diego
- ✓ Circulate San Diego's Transit Oriented Development Report
- ✓ SANDAG Smart Growth Land Use Map

2017 Policy Priorities

- ✓ Converting Development Fees in Urban Areas from Per-Unit to per-Square Feet
- ✓ Parking Reform in Transit Areas
- ✓ Encourage compliance with the new State Law on ADUs and ensure that ADUs are easier to build with less expensive fees
- ✓ Advocate for Master EIRs to be included in General Plan and Community Plan Updates and around SANDAG's Smart Growth Sites

Measuring Success

Setting Housing Goals

- ✓ We are asking each city, and the County, to establish goals that will catalyze an increase in housing production by 3 to 5%, with a range of price points for sale and rental, until Housing Element goals are met
- ✓ Housing You Matters, in partnership with the Regional San Diego Chamber of Commerce, will measure the region's process annually, and share the results with the public



HOUSING SAN DIEGO'S FUTURE

1. The Business of City Building

CITYAGE

April 25 & 26, 2017

National series on the business of city-building arrives in San Diego to look at the future of the regional and national economy. Among the key session of the conference will be "the business of housing", which will look at the partnerships and investments that can build the housing stock suited to the region's future prosperity.

2. Context (People, Places, Engage) Vol. 4 - The Neighborhood 2027



June 6, 2017

Density, Affordability, Livability," this year's Context will focus on density and infill development.

3. Housing the Next 1 Million in San Diego Planning and Design Charrette



November 4-5, 2017 As a culminating event in the fall preceded by monthly workshops, 12 multi-disciplinary teams of architects, planners, engineers, community planning group representatives, developers, builders, students, faculty and other practitioners will come together to create visions of neighborhood growth. The teams will present innovative ideas and solutions for increasing San Diego's housing stock.

HOUSING
YOU MATTERS

Regional Housing Dialog Partnership:

Housing You Matters

San Diego Foundation

Center for Civic Engagement

California Apartment Association

San Diego Apartment Association





Economic Summit 2017 in San Diego

- ✓ **One million more skilled workers:** With wages stagnating and income inequality rising—and millions of Californians struggling to make ends meet in low-wage jobs—industries from health care to manufacturing are still struggling to find skilled workers. The Summit has set a goal of closing this looming “skills gap” by supporting the formation of regional civic organizations that can align the state’s expansive training and education programs with the needs of employers.
- ✓ **One million more homes:** With housing supply falling far below demand—driving up housing prices and rents beyond what millions of Californians can afford—the Summit will also lead a comprehensive effort aimed at reducing the costs and increasing the supply of all types of housing near transit and jobs.
- ✓ **One million more acre-feet of water each year:** With Californians using substantially more water each year than the state’s infrastructure can reliably supply, the Summit will support the expansion of watershed management solutions that can help regions conserve, capture, and re-use enough water to achieve a sustainable water balance.

Questions