



General Plan Briefing

June 16, 2014

SAN LEANDRO CITY COUNCIL



City Council Goals

- **Advance projects and programs promoting sustainable economic development, including transforming San Leandro into a center for innovation**
- **Maintain and enhance San Leandro's infrastructure**
- **Support and implement programs, activities and strengthen communication that enhances the quality of life and wellness, celebrates the arts and diversity and promotes civic pride**

General Plan Update Overview

- **General Plan is required by State law**
- **Includes 7 mandatory “elements”**
 - ▣ Housing Element is part of Plan but a separate document
- **Existing Plan adopted in 2002, with 2015 horizon**
- **Plan Update will move horizon to 2035 to:**
 - ▣ Reflect current conditions and emerging issues
 - ▣ Reflect input from residents and businesses on the City’s future
 - ▣ Incorporate recent plans and programs
 - ▣ Include new forecasts
- **EIR is required**

Tasks Completed or Underway

- **PC and BZA Study Sessions**
- **Community Engagement Strategy**
- **Audit of Existing Planning Policies**
- **Baseline Data Collection**
- **Housing Element**
 - ▣ Evaluation of Prior Housing Element
 - ▣ Needs Assessment

Key Community Engagement Tools

□ **Town Hall Meetings**

- Housing meeting set for July 30
- Two town hall meetings being planned for September
- Two additional town halls planned for 2015

□ **Planning Commission Study Sessions**

- Two completed; next session planned for July 10
- Sessions to be held every other month through mid 2015

□ **Study Sessions with other City Commissions**

- BZA, Parks/Rec, Human Services, Seniors, Youth, Bike/Ped, RRB

□ **Stakeholder Roundtables**

- Housing meeting scheduled for July 1 (housing/homeless advocates, developers, service providers, etc.)
- Future roundtables planned for other topic areas

Key Community Engagement Tools

- **Direct outreach to residents and community groups**
 - ▣ HOAs, Labor, Business, Civic, Environ, Transportation, Recreation, etc.
- **Direct outreach to other agencies**
 - ▣ School Districts, EBMUD, EBRPD, etc.
- **Internal Communication (staff)**
- **Community Presence**
 - ▣ Cherry Festival, Farmers Market, other events
- **Multi-Lingual Outreach**
 - ▣ Spanish and Chinese translation on web and in print materials
 - ▣ Possible meetings in other languages
 - ▣ Outreach via faith community and service organizations

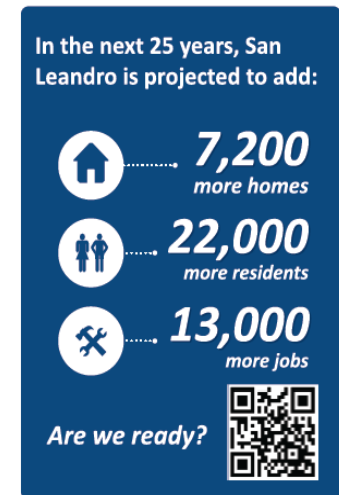
www.sanleandro2035.org

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The screenshot shows the top portion of the website. On the left is the logo for "SAN LEANDRO 2035", where "SAN LEANDRO" is in blue and "2035" is in yellow, with a butterfly icon integrated into the letter "A". To the right of the logo are language selection options: "español" and "中国的" (Chinese), followed by a "Select Language" dropdown menu. Below these is the text "Powered by Google Translate". A dark blue navigation bar contains the following menu items: "Home", "News", "General Plan Basics", "Documents", "Meetings", "Virtual City Hall", and "Contact". Below the navigation bar is a large banner area. The left side of the banner features a photograph of a residential street with palm trees and a person walking. Overlaid on this photo is a dark blue box with the text "Upcoming Meetings" in white, "Your Input Will Shape Our Future" in a smaller white font, and a white right-pointing arrow icon. The right side of the banner features a photograph of a group of people playing basketball on an outdoor court.

Getting the Word Out

- **E-mail “blasts”**
 - 170 addresses on initial mailing list
 - Request to organization leaders to email membership lists
 - Virtual City Hall “subscriber” list will expand over project life
- **Press releases**
- **Post cards and flyers**
- **Social media**
- **QR Codes**



Housing Element

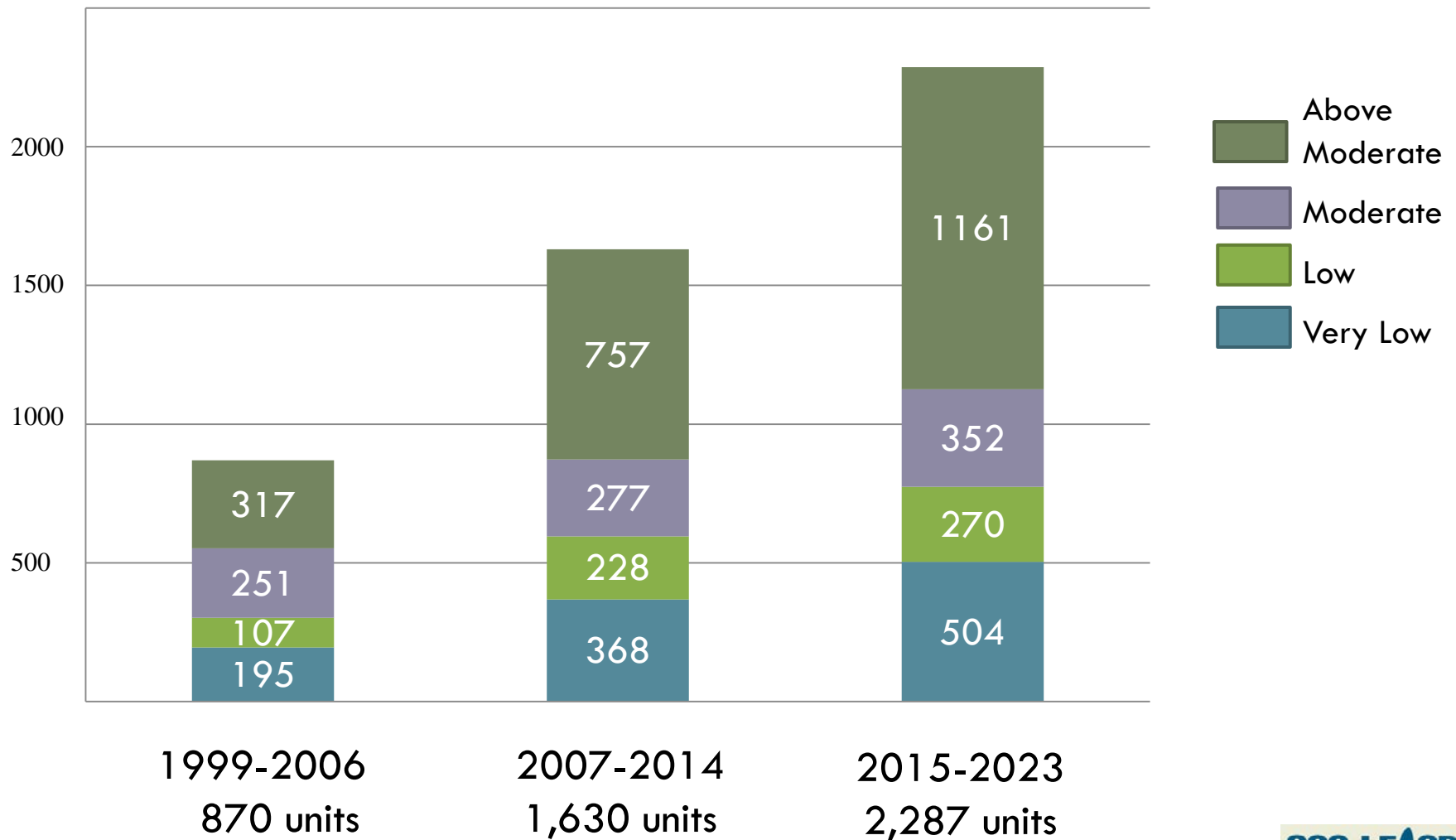
- ❑ **Required element of every local General Plan**
- ❑ **Expresses City policies for housing conservation, housing production, and affordable housing**
- ❑ **Contents established by State law—many prescriptive statutory requirements**
- ❑ **Covers an 8-year planning period**
- ❑ **Subject to certification by State HCD**
- ❑ **Failure to comply can lead to loss of eligibility for funds and legal vulnerability**

Housing Element Requirements

- **Evaluation of Last Housing Element**
- **Needs Assessment**
- **Constraints Analysis**
- **Adequate Sites Analysis**
- **Goals, Objectives, Policies, Actions**

Due date for submittal of a new Housing Element for 2015-2023 is January 31, 2015

Regional Housing Needs Allocation (RHNA) for San Leandro: Cycles 3, 4, and 5



Key Findings of Needs Assessment

- **San Leandro has added 6,400 residents since 2000, including 2,700 since 2010**
- **Average household size up from 2.57 (2000) to 2.83 (2014)**
- **27% of all San Leandro households are single persons**
- **8% drop in age 65+ (-1,000 people) from 2000 to 2010**
- **59% increase in persons 55-64 (22% for 45-54)**
- **48% speak language other than English, and of this number half have limited English proficiency**
- **Home ownership rate down from 60.6% to 57.5%**

Percent of Income Spent on Housing

	Renters	%	Owners	%
Total	12,285		17,000	
Spend more than 30% on housing	5,274	42.9%	7,045	41.4%
Spend more than 50% of income on housing	2,644	21.5%	2,895	17.0%

Source: CHAS data, 2006-2010

Median income in the City declined 10% between 1999 and 2009.

- 44% of all San Leandro households are lower income (<80% AMI)
- 37% of all lower income renters and 35% of all lower income owners spend more than half of their incomes on housing
- Home prices and rents are rising rapidly

Source: U.S. Census

Special Needs Populations

- **10.5 % of all residents over age 5 have a disability**
- **50% of all San Leandro seniors live alone**
- **2,602 (42%) of all San Leandro senior households earn less than \$30,000 a year**
- **One in four single mothers with kids under 18 in San Leandro is below the poverty level**
- **Roughly 18% of San Leandro households—over 5,400 households—have annual incomes under \$25,000/year**
- **4,264 homeless residents in Alameda County in 2013**
 - **101 listed San Leandro as last city of residence**

Growth Forecasts

	2010	2040	Growth	Percent Increase
Population	84,950	107,600	22,650	26.7%
Households	30,717	38,390	7,763	25.0%
Jobs	39,980	52,920	12,940	32.3%

Source:
ABAG Plan Bay Area, 2013

Policy Questions for New Element

- **How can the findings of the Needs Assessment be used to shape City housing policies and programs?**
- **What options can be considered given the loss of RDA funds?**
- **Are there constraints to housing development that can be addressed through City policies and programs?**
- **How can the City meet the needs of all segments of the community, especially low and very low income households?**
- **How can the City attract additional market-rate housing, such as higher density condos to its Priority Development Areas?**
- **How should the City amend the Inclusionary Zoning Ordinance to increase housing production?**

Future City Council Meeting Dates

- **September 2, 2014 – Authorize “working draft” for Housing Element for submittal to State HCD**
- **December 1, 2014 – Review State HCD feedback on “working draft” and additional public feedback**
- **January 19, 2015 – Review final Housing Element Update for submittal to State HCD prior to January 31 deadline**



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