



# Alameda County Housing Needs *Information & Input Session*

City of Alameda City Council

April 2, 2024

# County-wide Housing Needs Assessment

<https://housingneedsac.org>



# Alameda County Expenditure Plan – Community Input Process

- Engagement with the community from the beginning
- Community input informs program and investment plans
- **Building a Framework for Equitable Investment**



**Housing Needs in Alameda County**  
Building a Framework for Equitable Investment



INFORMATION & REPORTS   IDENTIFYING COMMUNITY PRIORITIES   TELL YOUR STORY   TAKE THE SURVEY   CALENDAR   NEWS   Q

[www.housingneedsac.org](http://www.housingneedsac.org)

Over 6,000 views  
Over 4,000 unique visitors  
Over 550 survey responses

**The Rising Cost of Housing in  
Alameda County**



## Key Findings

Over 20 years:

- County grew by 230,000 people
- Cities grew between 9-15%
- Growth of higher-income households (more than 120% AMI) and extremely low-income households
- Drop in households between 80-120% AMI (Loss of middle class)
- New housing construction has fallen short of needs
- Housing prices have exceeded increases in income
- Renter households at risk

# Community Engagement – 4 Months



Seeking community feedback on housing needs and solutions



County Supervisors held meetings in their districts to hear from constituents



City housing staff discussions



Community-based stakeholder meetings held with staff to hear from partners in the community



# Funding at Scale: A Regional Funding Measure in 2024



ASSOCIATION OF BAY AREA GOVERNMENTS  
METROPOLITAN TRANSPORTATION COMMISSION

Photo Credit: 1) Eden Housing; 2) MidPen Housing, Craig Sherod; 3) Amie Holbrook<sup>6</sup>





- \$10-20 billion to invest in affordable housing
  - Requires voter approval
  - Funds disbursed over 10+ years
  - Eligible uses set forth in statute and state constitution
- Financed through a tax on real property (primarily real estate)
  - Annual cost to taxpayers is \$10-20 (depending on bond size) per \$100,000 of assessed value for up to 30 years
  - The owner of a home **assessed** at \$1 million would pay about \$100 a year



# Production, Preservation, Protection & Flexible

## Production



## Preservation





# Production, Preservation, Protection & Flexible

## Protection



Alameda County Housing Secure is a collaborative of legal service providers partnering to prevent the displacement of our most vulnerable community members throughout Alameda County.

## Flexible



# Potential Bond Funding and Allocations

Potential to bring  
\$1.366 Billion for  
Alameda County for  
housing

Allocation is divided  
between Oakland and  
the rest of the County

	County	Oakland	TOTAL
Production (52%)	\$511 m	\$199 m	\$710 m
City/County Discretionary (28%)	\$275 m	\$107 m	\$382 m
Preservation (15%)	\$147 m	\$57 m	\$205 m
Protection (5%)	\$49 m	\$19 m	\$68 m
<b>Total</b>	<b>\$984.1 m</b>	<b>\$382.7 m</b>	<b>\$1.366 B</b>



Possible City  
Distribution  
Models for  
Production \$\$

City	Return to Source	RHNA Lower Income	Poverty Share
<b>Alameda</b>	<b>6.0%</b>	<b>8.0%</b>	<b>7.0%</b>
Albany	1.2%	1.8%	2.0%
Berkeley	8.9%	14.3%	21.0%
Dublin	7.1%	6.3%	3.0%
Emeryville	2.4%	2.6%	3.0%
Fremont	22.4%	21.3%	12.0%
Hayward	9.4%	6.3%	12.0%
Livermore	8.1%	7.7%	4.0%
Newark	4.4%	2.7%	2.0%
Piedmont	1.8%	1.0%	0%
Pleasanton	9.8%	10.2%	4.0%
San Leandro	5.9%	5.0%	11.0%
Union City	4.4%	5.0%	4.0%
Unincorp.	8.2%	7.3%	14.0%



# Community Involvement – Meeting Schedules

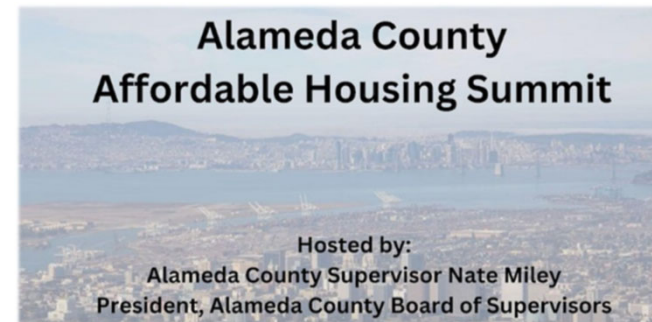
## 2023/24 COMMUNITY ENGAGEMENT MEETINGS



- October 16, 5:00pm, Hayward Library - **District 2**
- October 19, 6:00pm, San Leandro Library – **District 3**
- October 19, 6:00pm, Cherryland Community Center – **District 4**
- October 26, 5:00pm, Ed Roberts Campus, Berkeley – **District 5**
- November 9, 6:00pm, Pleasanton Public Library – **District 1**
- January 8, 6:00pm, Fremont Public Library – **District 1 & 2**
- March 20, 6:00pm, Alameda Free Library – **District 3**

*Meetings are informational/educational on identifying housing needs in Alameda County.*

## 2024 AFFORDABLE HOUSING SUMMITS



- January 18, 2024, 1:00pm  
Vote on community priorities
- April 18, 2024, 1:00pm  
Vote on framework for equitable investment
- September 19, 2024, 1:00pm
- October 17, 2024, 1:00pm

The Affordable Housing Summits will take place at the **Castro Valley Library, 3600 Norbridge Avenue**. The event brings together the community to learn about the upcoming regional housing bond measure sought by The Bay Area Housing Finance Authority (BAHFA)

# Themes

## Key takeaways HCD learned from the community

1. Address homelessness
2. Create and preserve affordable housing
3. Facilitate more low-cost market housing
4. Stabilize families in crisis
5. House seniors and other high needs populations
6. Promote equity and prevent displacement
7. Create wealth for disadvantaged households
8. Stimulate ADU production
9. Expand developer pool and create new opportunities
10. Investigate sustainable funding modes

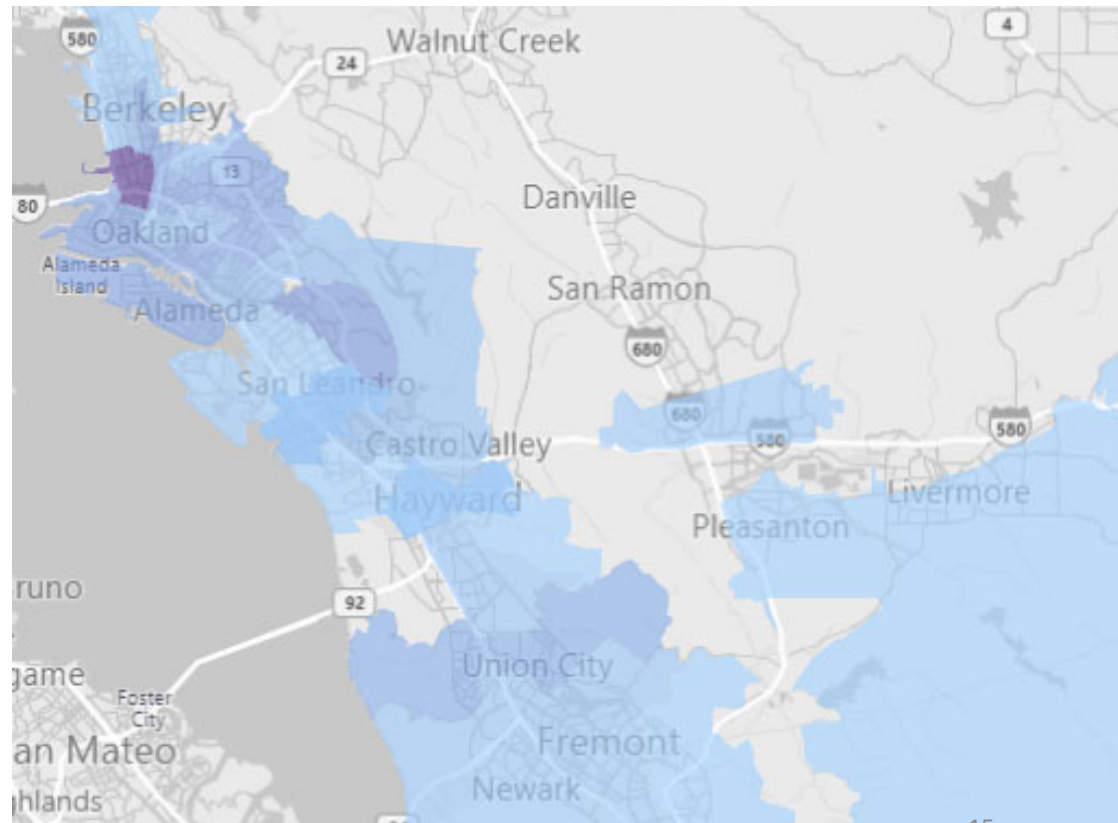
# Community Feedback

- Can we use excess County or other public land for housing like school district land, County Fair property or others?
- Seniors who may be on a fixed income should be protected with an exemption from paying for the bond.
- Are there alternatives to new construction?
- People who are not property owners voting to tax those that are seems unfair.
- We are concerned churches would be able to discriminate if housing was built on their property.
- We don't want developers and landlords to profit from public funding to build affordable housing.
- We should be asking entrepreneurs and philanthropists to consider funding affordable housing.
- Airbnb should be restricted so it doesn't make the housing crisis worse.
- Are there other sources of funding to help with the programs the Bond supports?
- Are there guidelines in the possible future housing bond as to where the housing will be located?
- How can this bond money support a reoccurring source of funding for affordable housing so that it can better address the housing crisis?



# Housing Needs Survey

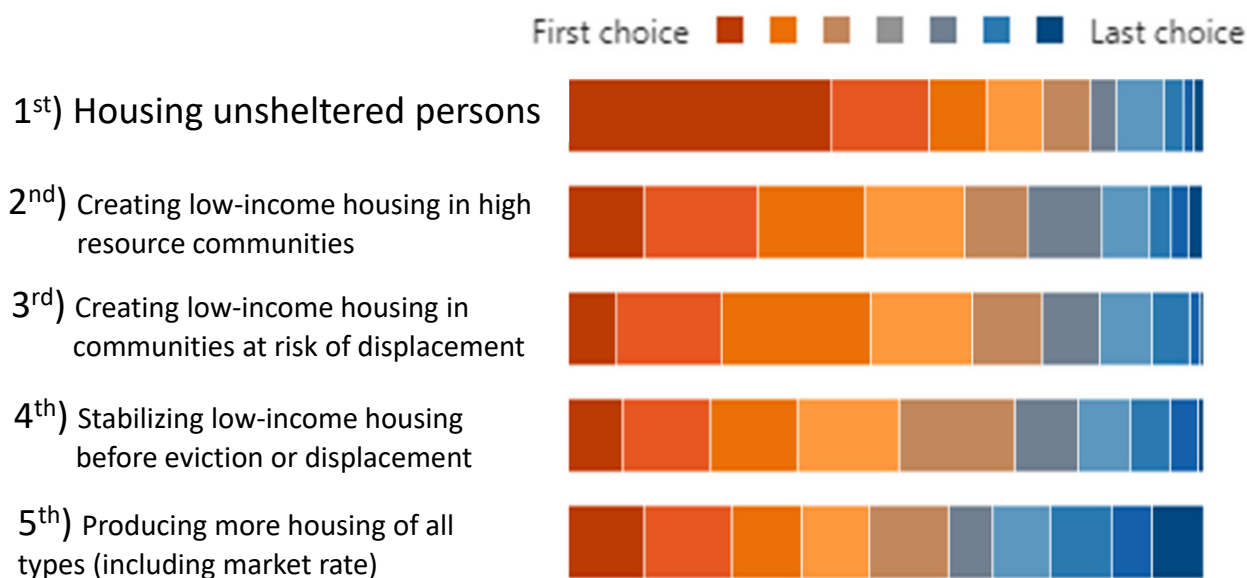
- Will remain open as a feedback platform
- Whole County is well-represented, with strong representation in Oakland, Berkeley, and Emeryville zip codes
- Respondents were asked to rank their priorities for housing investment and services
- Concern about the housing crisis is widespread, with many respondents experiencing negative impacts personally
- Responses include qualitative short answers which will inform program design



# Top 5 Priorities

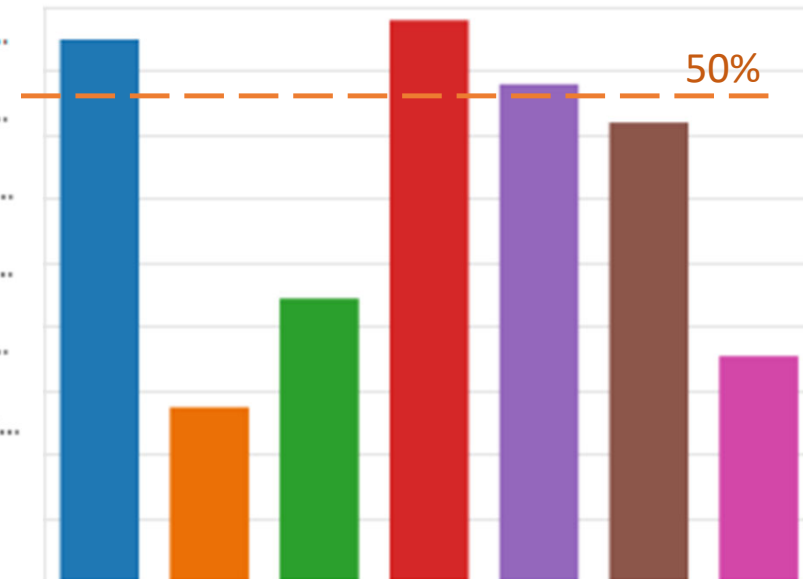
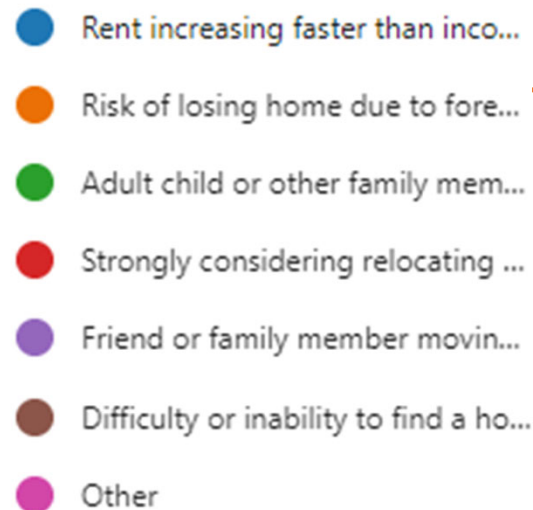
- Respondents prioritized housing unsheltered persons by a wide margin
- Similar prioritization rated for **creating low-income affordable housing** in both high and low-resource areas indicate enthusiasm for both approaches
- Homelessness prevention though stabilization was also a top priority

**Q: What goals should housing policymakers prioritize in your city, with the first being the most important (out of 10)**



# Respondent Housing Cost Impact

- Respondents were asked to select which impacts they had personally experienced
- Concern around housing costs and affordability were nearly universal (4/5)
- Impacts of rising rents are felt personally, with ½ of respondents experiencing specific adverse impact, and;
- ½ of respondents considering relocating outside Alameda County due to housing costs







# Questions?

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