Outreach Summary and Outcomes

Stakeholder Interviews – April & May 2021

The project team hosted six stakeholder interviews to garner initial feedback on housing-related issues and constraints. Approximately 23 individuals from 18 organizations, including businesses, advocacy groups, community-centered groups/individuals, service providers, market-rate and affordable developers were represented at these interviews.

Stakeholder Group	# of Attendees	
Advocacy, Community-Centered, Service Providers	15	
Affordable Housing Developers	4	
Businesses	5	
Market-Rate Developers	5	

Farmer's Market Pop-up Event - August 19, 2021 and September 2, 2021

City staff attended two Thursday Farmer's Market to pass out event fliers, spoke with residents who had questions about the Housing Element Update process, presented the <u>Major Housing Initiatives video</u>, and collected input on housing issues and solutions. Approximately 20 people approached staff at each of the events.

"Let's Talk Housing Santa Clara County" Virtual Community Meeting - August 30, 2021

The Santa Clara County Collaborative hosted a series of community meetings on Zoom to involve residents and interested stakeholders across all 15 cities and the County of Santa Clara. The technical support team for the Collaborative, comprised of Baird + Driskell staff, facilitated this August meeting for the cities of Sunnyvale, Milpitas, Santa Clara, and Mountain View. Attendees listened to a general presentation about the Housing Element process and then participated in city-specific breakout rooms. Approximately 120 participants attended the event and about 30 participants joined the Mountain View breakout room. The event was presented in English, Spanish, and Vietnamese.

Virtual Community Workshop - September 23, 2021

A second community meeting was held on Zoom on the evening of September 23, 2021. This meeting was hosted by the project team specifically geared towards Mountain View's progress on the Housing Element Update. Attendees listened to a presentation about the Housing Element process and the city's housing needs then participated in

breakout rooms where staff facilitated a discussion around housing issues and solutions. A total of 38 people attended the meeting. The event was presented and recorded in English and Mandarin. Both recordings are posted on the Housing Element webpage.

Community Input Survey

The project team will continue to engage the community through other avenues and events and promote community input through an online survey that was posted on the Housing Element webpage after the Community Workshop. The survey will be available in Chinese, English, Russian, and Spanish and be open for input through the rest of 2021.



STAKEHOLDER INTERVIEW SUMMARY

As part of the community engagement process, the City's consultant team (led by BAE Urban Economics) hosted a series of informal virtual discussions with various stakeholder groups during the months of March, April, and May. These meetings were aimed at establishing key Mountain View housing priorities and opportunities.

The following questions were asked in each of the meetings and the main takeaways below provides a high-level summary of the responses and discussion.

Group: Non-Profit Housing | Date: April 2, 2021

Number of Attendees: 4

Questions Asked:

What types of policies and programs does the City of Mountain View currently have in place that are helping to facilitate residential development?

• The City has buy-in from the City Council and is willing to make financial commitment to meet those goals.

What are some of the challenges that you have experienced in undertaking residential development in Mountain View?

- There is a discrepancy between precise plans (FAR) and the General Plan (DU/ACRE).
- There are multiple and conflicting standards.
- There is poor coordination between City departments and little streamlining of application, approvals, and entitlement process.
- Decouple the housing financing from the planning process.
- Current lack of staff.
- The current land and construction costs.
- City vs. County purview (City has a goal, path to achieve goal unclear). There needs to be more coordination and alignment of priorities.
- Parking is an issue, most places are under parked.

Do you have any vacancies at any of your projects in Mountain View/do all properties have a waiting list? How long do households typically wait for a unit? How long is the waitlist?

- There is a high turnover, and vacancy rates are fairly low.
- The MOU on how to allocate Measure A funds in the City vs. County.



Group: Developers | Date: April 7, 2021

Number of Attendees: 5

Questions Asked:

What types of policies and programs does the City of Mountain View currently have in place that are helping to facilitate residential development?

• The form-based zoning, specific plan areas with clear design and guidelines.

What are some of the challenges that you have experienced in undertaking residential development in Mountain View?

- The following challenges for development:
 - Cost of land
 - Cost of construction
 - o City's parking requirements
 - Above grade parking that counts toward FAR, so incentive for underground parking, which is expensive.
 - Current no option for unbundling parking.
- The 25% BMR can be prohibitive
- Approvals process with City:
 - Improve timelines and electronic permitting process
 - Inconsistent approvals based on subjective view of architecture
 - High municipal fees
 - The City doesn't always appreciate the significant labor/cost of redesigning project.
- Challenges to upzoning:
 - Determining what DU/ acre is required to make project financially feasible
 - Public-opinion about neighborhood character vs. increasing density

Do you have any suggestions for how the City could help to facilitate residential development?

- Re-examine parking policies.
- Hire more staff.

Are there any types of residential development that you feel are needed in Mountain View, but are not getting built? If so, do you have any insight regarding why these projects are not getting built?

- There currently are no City provision for live work.
- Inadequate City policies
- The lack of political and public will to support density.



Group: Service Providers | Date: April 7, 2021

Number of Attendees: 2

Questions Asked:

What are the growth numbers MV is looking at?

- The proposed 11k new housing units and there need to be a negotiation process with RHNA.
- The City doesn't have enough sites to meet needs at all levels of affordability.

Are there any unmet housing needs among the populations that you serve? What specific housing needs are there among the populations that you serve?

- The goal to put kids first and provide students and kids with stable housing.
- There are families without jobs that pay enough to live in MV, and there is a need for childcare services.
- How can we calculate multi-family with 2-3 related families living together and are not considered doubled up because living with family.
- There needs to be more apartments to support multi-family.
- The fear/shame around applying for benefits, lack of knowledge around eligibility.
- If the desire is to continue having cultural diversity, there must be support for communities in need.
- Senior Community
- Jobs/housing imbalance

Do you have any suggestions regarding how the City can help to address any unmet housing needs among the populations that you serve?

• Santa Clara County has funds, the City should coordinate to finance affordable housing.



Group: Advocacy/Policy | Date: April 9, 2021

Number of Attendees: 6

Questions Asked:

What is the City of Mountain View doing right in terms of housing policy?

- Supporting housing/growth such as density and ADUs, along with reviewing R3 standards.
- Supporting Affordable housing:
 - o Enforcing 25% BMR, eliminating in-lieu fee
 - Preservation of affordable units (both deed-restricted and "naturally-occurring"/rent controlled units)
- Addressing needs of special populations:
 - More open to senior housing than neighboring municipalities (HomeKey project)

What opportunities do you see for the City of Mountain View to improve its housing policies?

- The City needs to address the missing middle workforce housing.
- Provide more three-bedroom apartments for families.
- Encourage universal design especially for an aging population.
- Encourage mixed-use design for walkable neighborhoods.
- Incorporate lessons learned from COVID such as mutual aid, community support in design.
- Support transitional housing and opportunities for supportive and permanent housing.
- Mitigate displacement and keep communities intact such as type for type replacement of housing units to prevent displacement (e.g. 55 townhomes replace 55 apartment units).
- More outreach to renters so aware of benefits to which entitled.

Strategies and programs that could be adopted as part of the Housing Element to protect tenants and keep people in their homes?

- Encourage preservation of existing deed-restricted to address displacement.
- Enforce policy and integrity of a project (i.e., project goals can get diluted during public process).
- Raise awareness and educate about up zoning and DU/acre, address psychology of fear around change.
- Renew SB330

General

• Encourage diverse communities with variety of housing types to support intergenerational living, and variety of workers (not just web engineers).



Group: Service Providers/Community – Centered Advocacy/Policy |

Date: May 11, 2021 Number of Attendees: 7

Questions Asked:

What is the City of Mountain View doing right in terms of housing policy?

- The City has shifted toward more progressive thinking about inclusionary housing, but still much more to be done especially to bring on-line affordable units and serve vulnerable populations (unhoused, disabled, living in cars).
- CSFRA (Rent stabilization) City staff have engaged in significant efforts, rental housing committee have enacted some eviction defense funding.

Are there any unmet housing needs in Mountain View? What specific housing needs (e.g., affordability, accessibility features, supportive services, large/small unit sizes, etc.)?

- There needs to be more subsidies and proactive measures to maintain housing that people are currently living in, many units have fallen into disrepair, and will go to the highest bidder to be redeveloped.
- City policies should protect residents rather than being driven by developers.
- Increasing precarity among lower-income folks because rents don't track with social benefits (SSI, SS etc)
- There are currently insufficient SROs and City programs.

What opportunities do you see for the City of Mountain View to improve its housing policies?

- Provide more community building, common space, and high-density housing.
- Address vacant homes (investment and speculation) and empty lots so the City can acquire these properties.
- Tenant education is needed about laws that are there to protect them.
- Increase affordable requirement to 20% and/or weight the requirement so it supports the lower ranges (below 120% AMI).
- Streamline the permitting process for ADU's.
- Addressing needs of folks living in semi-permanent housing and mobile home dwellers.



Group: Businesses | Date: May 24, 2021

Number of Attendees: 5

Questions Asked:

Is housing an issue that impacts the success of businesses in Mountain View, in terms or retention, recruitment, and competitiveness?

- Mountain View is the only city that has a rental housing board, and recently opening a new transitional housing community, this is great, but still have an affordability crisis, folks moving further afield because salary isn't commensurate with rents.
- We need workers of all income levels to fulfill roles in the community and becoming harder to recruit and retain, especially for roles that require in-person collaboration, and hospital and other essential service workers
- Higher rents mean higher cost of doing business, drives up all costs including real-estate; MTN View doesn't offer incentives to locate offices there (tax incentives etc to offset some of the costs)
- Potential employees are considering quality of life, public transportation, and schools.
- Additional input from businesses that responded to questions outside of stakeholder interviews:
 - Challenges are mostly in recruiting employees that would need to relocate to Mountain View
 - Existing employees worry that they will not ever be able to own a home
 - o Employees are spread across the Bay Area to afford larger homes for their families
 - There still is a sense that the Bay Area has prestige and status, so some people are attracted to the area and/or want to stay regardless
 - Silicon Valley continues to have a pool of labor that makes it attractive to tech companies
 - Access to CalTrain makes Mountain View attractive for commuting employees

What are your thoughts on the City's policies and programs related to housing to better support the business community?

- There needs to be more housing, higher density, especially in the downtown area.
- Provide rent stabilization for new units.
- Improve public transit infrastructure, bike lanes, and pedestrian trails.
- Better mix of changes to Prop 13 (shouldn't feel that we are pitting housing against schools), because there are residents that realize if we build more housing without ancillary support/infrastructure it impacts everyone.
- Additional input from businesses that responded to questions outside of stakeholder interviews:
 - Mountain View has done a good job of committing to housing while also having a lot of businesses.
 - At least on the commercial side, it takes a long time to get development applications through. Recommend more planning staff to help expedite residential development if the same is true on the residential side.

To what extent are local employers anticipating that the COVID-related shift toward working from home will continue long-term? How do you think this shift should impact housing policy in Mountain View?

- The pandemic has shifted people's priorities, values which will impact companies decisions to recognize a hybrid model, flexibility to attract talent.
- Additional input from businesses that responded to questions outside of stakeholder interviews:



- Employees will be returning to work 2-3 days/week, which could lead to less demand for housing in Mountain View, though living nearby will still be desirable.
- Starting in September there will be an expectation that employees will be in the office most of the time, but we are trying to be flexible on a case-by-case basis.
- Some people have already moved further away, and if managers approve these employees can come in less often. It's easier if you're higher up and can make that decision for yourself.
- Some people are excited to come back to the office.

Anything that we haven't addressed to support housing needs over the next 8 years? If you live there, or if you are speaking from the point of view of recruiting staff?

- Improve and expedite the process for building permits, especially relevant for business that are growing quickly.
- Provide adequate City staff and succession planning for City staff.
- Additional input from businesses that responded to questions outside of stakeholder interviews:
 - More housing and a variety of housing will help to support employees and create a more diverse community that would encourage employees to live near work





POP-UP AT FARMER'S MARKET

August 19 and September 2, 2021 - 5:00-8:00pm

As part of the community engagement process, City staff attended the Thursday Farmer's Market held at Lot 12, across from City Hall. These type of events provides an opportunity for members of the public to engage with staff at a local event. Staff presented the following on both days:

- Signs in Chinese, English, and Spanish with QR codes to the Housing Element website;
- Fact boards with data points about the housing context in Mountain View;
- A video about the Major Housing Initiatives in progress; and
- Calendar of events flier to take home and share.

The following questions were presented on a poster board where comments were collected on post-it notes directly on the board. The main takeaways below provides a high-level summary of the comments.

Question Asked:

Tell us what you think about Housing in Mountain View. How should housing policy be prioritized? What critical housing issues need attention? Who can we help? What can be done? Other thoughts?

- The City should eliminate minimum parking requirements in all of Mountain View. Bike parking should satisfy parking requirements.
- The City should eliminate setback requirements and promote walkability.
- The City should eliminate height restrictions.
- Increase allocation and site inventory so there is more opportunity for development.
- The City should prioritize renters.
- There should be more housing for middle-income owners. New housing should not displace local workers.
- Housing should consider parks, water, parking, and schools as part of development.
- Massive density increases should occur but need to happen in areas where they are compatible
 with existing use: apartment only areas, commercial areas. Build tall mixed
 residential/commercial buildings.
- Density should be compatible with adjacent development in scale and height to maintain quiet neighborhoods.
- Mountain View can play a very important role in the housing shortage.
- Promote non-development solutions like work from home, build more residential units at reasonable prices and less office, which leads to housing imbalance.
- R3 rezoning provides an opportunity for more walkable neighborhoods if mixed use and allow for retail and office close to residential.





HOUSING ELEMENT UPDATE WORKSHOP

September 23, 2021 - 6:30-8:00pm

The purpose of the Housing Element Update Workshop was to provide an overview of the intention, components, and process of a Housing Element Update and gather questions and comments from participants about housing concerns, goals, and characteristics. Feedback received will inform the content of future outreach events, and will guide in preparing the Housing Element Update.

The meeting was held via Zoom on Thursday, September 23, 2021 from 6:30-8:00pm and was facilitated by City staff and the consultant team. Live simultaneous Mandarin interpretation was available, and there were approximately 40 public participants. The format of the meeting is described in the agenda below:

- Welcome & Introductions & Live Poll: Demographic Questions
- Housing Element Update Presentation: Overview of the Project & Process
- Live Poll: Housing Questions
- Small Group Discussion Breakout rooms
- Small Group Report Out
- Closing and Next Steps

ATTENDANCE

Meeting participants: A total of 60 individuals registered; 38 attended

Presenters

- City Ellen Yau
- BAE

 Stephanie Hagar
- Plan to Place Dave Javid

Consultant Team

- BAE Stephanie Hagar
- ESA Evan Wasserman
- Plan to Place Dave Javid, Paul Kronser, Rachael Sharkland



WORKSHOP SUMMARY

Dave Javid and Ellen Yau opened the meeting by welcoming attendees, giving an agenda overview, and opening the demographic live poll (see results below). After the poll closed, Stephanie Hagar delivered a presentation offering an overview of the Housing Element Update project and process, which was recorded and will be posted on the website for public access. After the presentation, Dave gave an overview of the small group breakout logistics and opened the second live poll to garner feedback related to housing priorities.

Demographic Poll Results (Full results in appendix)

- Age:
 - o 36% of the attendees were between the ages of 26-45;
 - 29% were between 46-64;
- Race and Ethnicity:
 - o 50% White
 - o 32.1% Asian
- Do you currently rent or own the home you live in?
 - o 53.6% Own
 - o 39.3% Rent
- What type of housing do you live in?
 - 46.4% Home/ Duplex
 - 39.3% Apartment
- Which bracket best describes your household income
 - o 78.6% \$100,000 or more
 - o 17.9% \$60,000 to \$99,999
- Which of the following describes why you decided to attend tonight's workshop? (May select more than one)
 - 82.1% I live in Mountain View
 - 14.3% I want to know more about the Housing Element Update Process

Housing Poll Results (Full results in appendix)

- How satisfied are you with your current housing situation?
 - o 32% Satisfied
 - 25% Somewhat satisfied
- How satisfied are you with the affordability of housing in Mountain View?
 - 46.4% Dissatisfied
 - 25% Somewhat dissatisfied
- How satisfied are you with the variety of housing types that are available in Mountain View?



- o 35.7% Dissatisfied
- 21.4% Somewhat dissatisfied
- How do you feel about the amount of new housing that has been built in Mountain View during the past few years?
 - 46.4% Too little has been built
 - 21.4% Somewhat too much has been built
- How Well do you think Mountain View provides access to housing and opportunity for all segments of the population, regardless of race, ethnicity, age, disability, status etc?
 - 46.4% Neutral
 - 25% Not Well

The majority of the meeting was devoted to gathering input from meeting participants through facilitated small group discussions. Feedback was recorded in a virtual whiteboard in response to the discussion prompts below The summary below provides a high-level overview of themes that emerged from the break-out discussions.

SHARE YOUR THOUGHTS! COMPLETE A HOUSING ELEMENT COMMUNITY INPUT FORM HERE: https://bit.ly/mvhousing



分享您的想法! 请在这里填写一份"住房要素"社区意见表: https://bit.ly/mvhousing-chinese



2) What do you think Mountain View should do to address housing needs or goals? / 你认为山景城应该做什么来解决住房需求或目标?						
・Rezone non-residential areas to allow boung to be built on sites that could be redeveloped from non-residential to residential uses, e.s. shopping certific parking lost, retail or offices? 事態が分性を区、大柱可以从北柱を定量終于及り性を反射が止止途性級。例如物中心的停车场、零售成分公室 - Work with housing p - Strammline the City process to allow homes to be approved more quidy / 常化界程序/使用量更明明整定 - Increase requirements for new developments to include lose-income units / 理即對射性及時間必要,以这樣後及果完 - Promised for a numeral articles for less increase and infella prozesse households. 1 手持足 为正面接触 2 原理面積無性抽動 - Help homoswers w			Require more units to include accessibility fe. Work with housing providers to create more Work with housing providers to create more: Strengthen protections for renters and/or me. Help homeowners with home repairs and ma	g for affordable housing projects / 为可负租往房项目提供更多资金 on include accessibility Features / 東京更多明率完包括支持审设度 providers to create more housing for people who are homeless / 华尼两伯应奇作。为无家可归的人但追更多的住房, rowders to create more selent housing / 华尼斯拉西西伯克里多沙哈本日报 ns for resters and/or mobile home park residents / 加速对电影解和或等动房层层的保护 this home requise and maintenance / 程则加速且非行原理整构接触。		
DISCUSSION		CHAT		MANDARIN TRANSLA	TION	
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BREAK OUT DISCUSSION PROMPTS AND SUMMARY

The following questions were asked in each small break out room. Participants were encouraged to raise their virtual hands and offer verbal responses, or could respond via Chat. The Main Takeaways section below provides a high level summary of responses collected from each of the 3 breakout rooms. The numbers in parenthesis indicate the number of breakout rooms in which the referenced comment was expressed.

Discussion Prompts:

- 1. What do you think are the most critical housing issues in Mountain View?
- 2. What do you think Mountain View should do to address Housing needs or goals?
- 3. What characteristics do you want to see in housing over the next 10 years?
- 4. What suggestions do you have for Mountain View to solicit additional feedback on the Housing Element Update?

Main Takeaways:

- 1. What do you think are the most critical housing issues in Mountain View?
 - We need more affordable housing. (3)
 - There is a lack of senior housing. (1)
 - We need more types of housing at all income levels. (3)
 - The lack of housing at all levels is largely because it isn't legal according to planning and zoning code to build at needed densities. (1)
 - The densities needed to make building housing profitable for a developer aren't permitted. (1)
 - The City should thoughtfully locate new housing units and consider existing housing stock, co-location with jobs and transit. (3)
 - City should concentrate higher density housing in Precise Planned areas / planned communities. (1)
 - We have an imbalance between office space and housing (office space outcompetes housing). (2)
 - Minimum parking requirements, setbacks, and height requirements are too restrictive and prevent housing from being built. (1)
 - Concern expressed around buildings 3 stories and higher directly adjacent to single family homes. (2)
 - We should reduce the costs and time it takes to build in order to incentivize housing at all levels. (2)
- 2. What do you think Mountain View should do to address Housing needs or goals?
 - Support expressed for exploring rezoning as a strategy to allow for higher densities. (3)
 - The City should simultaneously plan for more infrastructure when planning for housing (i.e. wider roads, more parks, sidewalks, better connection to public transit, schools and other services). (2)
 - The City should fund down payment assistance programs. (1)
 - The City should make it easier to develop smaller, infill sites. (2)
 - The City should change regulations, especially parking requirements (lower or unbundle) to encourage housing construction. (2)
 - The Housing element should address the difficulty of production, because lack of supply is one of the main issues. (2)
 - Concern expressed about parking and traffic congestion. (2)

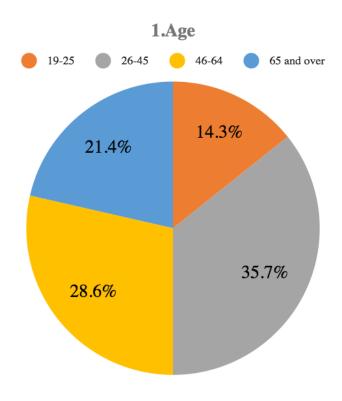


- The Housing Element should include non-traditional housing types (ie. stacked flats, co-ops, and ADUs). (2)
- Building new housing is an opportunity for more walkable/interconnected neighborhoods. (1)
- The City needs to do more precise plans, and less broad sweeping changes on rezoning / new construction due to the wide variety of housing types co-existing already. (1)
- 3. What characteristics do you want to see in housing over the next 10 years?
 - The City should focus on the mitigation/ elimination of homelessness. (2)
 - Tech companies are one of the main pressures increasing housing costs. (2)
 - Desire to see corporate/tech neighbors paying for infrastructure, housing, transit and other public services. (2)
 - Focus on continued support for more diverse demography in Mountain View; diversity is an asset. (2)
 - I would like to see environmentally responsible development (recycled water, solar etc.). (2)
- 4. What suggestions do you have for Mountain View to solicit additional feedback on the Housing Element Update?
 - City should solicit feedback from everyone who works in Mountain View, survey at offices/ employers. (2)
 - There should be more outreach to renters (eg. posting ads on Craigslist, mailers in utility bills). (2)
 - The City should reach out to leverage neighborhood associations. (1)
 - City should try to reach out to future/ potential residents. (1)
 - Please offer Spanish interpretation. (1)
 - Reach out to Mountain View Day worker center, grocery stores, mobile home alliance, CSA's, rent relief, next door and community forums, connect with different faith communities, and contact authors of https://escholarship.org/uc/item/6786z5j9 (1).

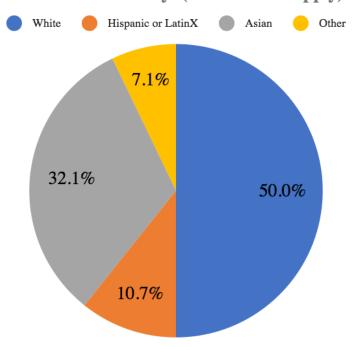


APPENDIX

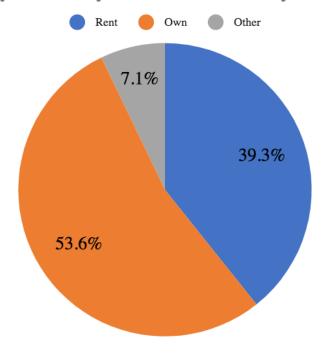
LIVE POLL: DEMOGRAPHIC RESULTS



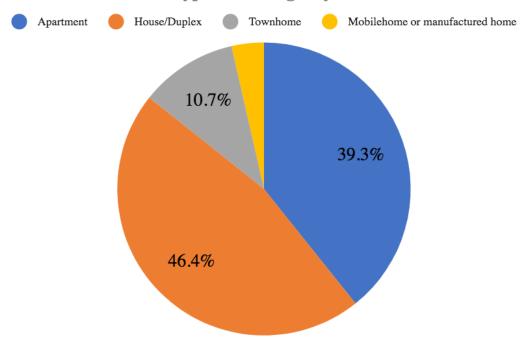
2.Race and Ethnicity: (select all that apply)



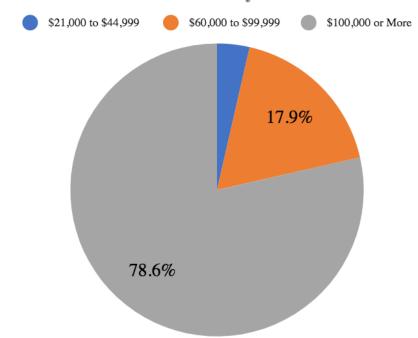
3.Do you currently own or rent the home you live in?



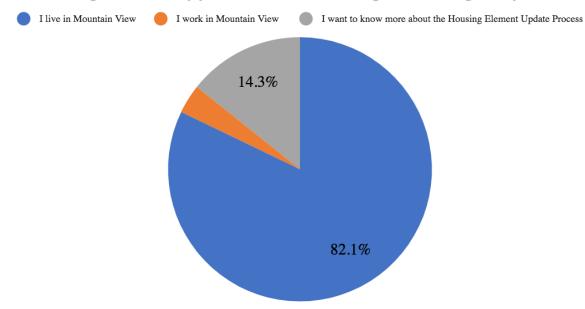
4. What type of housing do you live in?



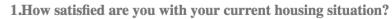
5. Which bracket best describes your household income?

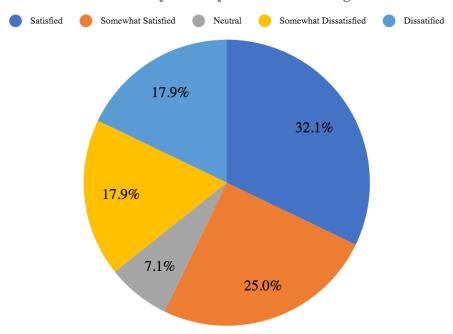


6. Which of the following describes why you decided to attend tonight's workshop? (may select more than one)

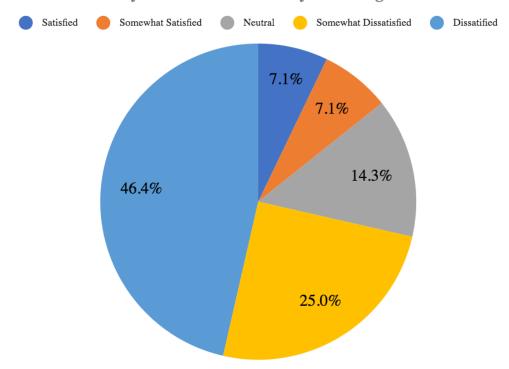


LIVE POLL: HOUSING RESULTS

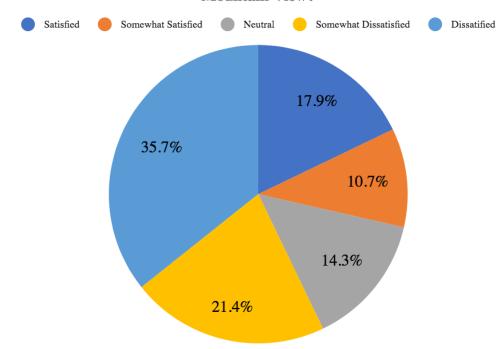




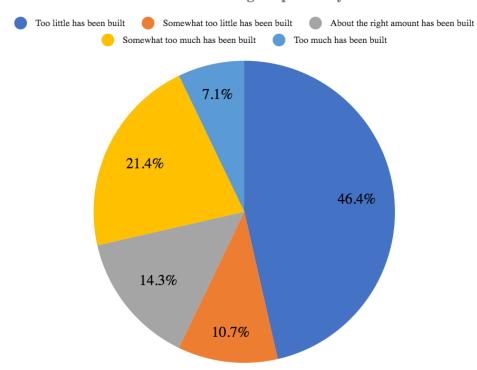
2. How satisfied are you with the affordability of housing in Mountain View?



3. How satisfied are you with the variety of housing types that are available in Mountain View?



4. How do you feel about the amount of new housing that has been built in Mountain View during the past few years?



5. How well do you think Mountain View provides access to housing and opportunity for all segments of the population, regardless of race, ethnicity, age, disability status, etc.?

