

South Bay Cities Council of Governments

May 9, 2022

TO: SBCCOG Steering Committee

FROM: Jacki Bacharach, Executive Director
Jonathan Pacheco Bell, Regional Planner

SUBJECT: Housing Education Program REAP Project

Adherence to Strategic Plan:

Goal A: Environment, Transportation, and Economic Development. Facilitate, implement, and/or educate members and others about environmental, transportation, and economic development programs that benefit the South Bay. Strategy 2 – Promote sustainable communities and serve as a resource to member cities.

BACKGROUND

SBCCOG received funding for four (4) projects through Regional Early Action Planning (REAP) grants from the California Department of Housing and Community Development (HCD) and administered through the Southern California Association of Governments (SCAG). One of the REAP projects funds the Housing Education Program. This project includes a series of educational workshops (Housing Education Forum) to inform South Bay city leaders about residential density and design that supports a range of housing options and helps decision makers and stakeholders understand ways to meet 6th Cycle Regional Housing Needs Assessment (RHNA) allocations. Attendees will be elected officials, planning commissioners, community development staff, and community advocates.

SBCCOG submitted this project on behalf of all our member agencies. SBCCOG will manage the educational forum, which will take place on Zoom, with session recordings uploaded to SBCCOG's website. The resulting housing resources will be instructive to the South Bay.

PROJECT COMPONENTS

To meet the project objectives, SBCCOG will implement the following activities:

- Convene and coordinate an Advisory Committee.
- Create a Housing Education Forum with a Bench of Experts.
- Develop a housing education webpage on SBCCOG's website.

Each of these activities will be funded using the Micro-purchase option provided in MOU No. M-017-21 between SBCCOG and SCAG, as follows:

- **Micro-purchase** – For services costing \$5,000 or less. No bids required.

Advisory Committee

SBCCOG staff will convene and coordinate an Advisory Committee comprised of approximately nine (9) South Bay city leaders. Committee members will be drawn from SBCCOG's cities.

Eligible participants will be city council members, planning commissioners, and community development staff, all serving in a volunteer capacity.

This activity is allocated a budget not to exceed \$5,000 to coordinate committee duties.

Housing Education Forum with Bench of Experts

SBCCOG staff will create a Housing Education Forum. The forum will gather attendees for a discussion of housing opportunities and constraints followed by a sharing of goals, priorities, and programs for successfully providing adequate housing and addressing Housing Element requirements and RHNA goals.

In consultation with the Advisory Committee, SBCCOG will assemble a bench of subject matter experts to develop and deliver the forum's ten (10) units of housing education for South Bay city leaders. The bench will be comprised of 10-14 recognized experts in topics addressed in the educational forum. Speakers will describe the housing "system and players/stakeholders" to attendees.

We anticipate assembling a diverse array of guest speakers, such as:

- Affordable housing developers
- Thought leaders in the housing field
- Current or former Community Development Directors and Planning Commissioners
- Experts in housing law, finance, urban design, transportation and land use, gentrification, CEQA
- Current or former HCD staff to explain RHNA
- Current or former CA Department of Finance staff to explain population forecasts influencing RHNA

An invited speaker will be paid an honorarium of approximately \$1,000 for serving as a subject matter expert on an educational unit topic. Speakers will be acquired in clusters – for example, four guest speakers in cluster #1, five speakers in cluster #2, and so forth – so as not to exceed the \$5,000 limit for Micro-purchases. For each cluster acquired through Micro-purchase, the cost will not exceed \$5,000. Including all clusters, the total cost for this activity will not exceed \$24,999. SCAG staff has approved this method of acquiring the speakers.

Housing Education Webpage

SBCCOG will develop a webpage within SBCCOG's existing website consistent with the design template of the site to showcase information on successful housing developments in the South Bay. This webpage resource complements the Housing Education Forum. The webpage will provide information on RHNA, state housing laws, and links to other housing related websites. There will be a description of typical housing types and design approaches for higher density housing. Information will focus on different strategies for addressing design, density, and affordability in the South Bay.

Costs for this activity will not exceed \$5,000.

RECOMMENDATION

That the SBCCOG Board approve this plan for the Housing Education Program REAP project activities to provide educational resources for SBCCOG cities to encourage informed discussions regarding residential density and design that support a range of sustainable and affordable housing options and help South Bay decision makers and stakeholders understand optimal ways to meet regional housing needs.

Additionally, that board members who are interested in being part of the Advisory Committee and/or recommending someone from their city (Planning Commissioner, Community Development Director) send the names to Jonathan Pacheco Bell at jonathan@southbaycities.org.