

WORK PLAN
of the
HOUSING & HUMAN
CONCERNS COMMITTEE
2007-2008

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Mission Statement: “The Housing & Human Concerns Committee advocates and monitors the basic needs and housing for the entire community, with a special focus on disadvantaged residents, by providing leadership and solutions through partnerships with community stakeholders and decision makers.”¹



I. Advocate for housing for low income and special needs populations and assist the City Council and Redevelopment Agency Board to promote the development of affordable housing for all income groups.

- Develop recommendations to create affordable housing participation in housing opportunities on a citywide basis – develop recommendations regarding the location of affordable housing related to developments outside of downtown. Identify potential off-site locations of neighborhoods we would want to target for “in-lieu” affordable housing. (****²)
- Advocate for housing in the Downtown Plan – including the review and advocacy of affordable housing setasides in the downtown. Address zoning and land use in the Housing Element within the context of the General Plan Update.
- Organize a joint study session/discussion with Planning Commission and Council regarding housing affordability in downtown (including which parts of downtown).
- Advocate for housing (affordable housing and housing in general) with all new developments – ie Redwood Salts Industrial Complex, Peninsula Parks, Renaissance/Tuscan Towers, downtown development in general, Redwood Shores (area H). (****)
- Develop recommendations for housing policies to strengthen our policies and improve Redwood City’s housing report card. (*****)
- Explore policies related to moderate-income housing (“workforce” housing; typically 80%-120% of median income).

¹ Mission Statement was approved by Housing & Human Concerns Committee June 24, 2003; Revised for clarity 9/16/03.

² Astericks indicate preliminary prioritization of items from HHCC Retreat, 1/20/07.

- Advocate for renters paying excessive rents and living in substandard housing.
- Make recommend to Council regarding from Code Enforcement fines for non-compliance as a way to enforce housing standards.
- Introduce investor owners to rehabilitation loans.
- Convene as necessary potential partners on this: Tri-City Landlords Association, La Raza Centro Legal, Legal Aid, and others as appropriate.
- Publish information related to median rents; explore possible use of existing information from County Office of Housing, introducing consumer credit counseling opportunities

Responsible Work Group: This objective is the primary responsibility of the Housing Subcommittee.

II. Contribute to the City’s efforts to create affordable housing by participating actively in the development of program and policy for the Housing Element of the General Plan.

- Participate in the development of appropriate target goals for affordable housing for RWC and advocate for the inclusion of the target in the General Plan.
- Include recommendations re: impediments, targets for income groups including any special needs populations. Utilize resources such as the Analysis of Impediments to Fair Housing Report.
- Recommend a Displacement Plan within the context of the Downtown Housing Strategy to provide for current residents who will be displaced during the revitalization of the downtown.
- Research local practices and recommend as to whether or not the current set-aside requirement is sufficient or if any increased set aside is preferred for the Redevelopment Plan Project Area (above the current 15% requirement).
 - Recommend the distribution by income group (For example, _ % of the units up to 120% of median, _ % of the units at or below 80% of median, and _ % of the units at or below 50% of median).
 - Recommend % of units where preference would be given to households with special needs or who are disabled.
 - Include information related to fixed income seniors and fixed income singles.
- Research and develop recommendations on inclusionary zoning (research to be broad and inclusive: SAMCAR, developers, HLC, Daly City Inclusionary Ordinance, etc.) (***)
- Establish criteria for evaluating subsidy requests for developments (*top priority due to time restraints.*) (*)

- Research ways other cities have encouraged developers (private and non-profit) to build low and very low-income units.
- Provide ongoing information regarding Housing stock reports, Housing demographics, and Trends in housing

Responsible Work Group: This objective is the primary responsibility of the Housing SubCommittee.

III. COMMUNITY OUTREACH - Strengthen the effectiveness of the HHCC as a voice for the disadvantaged in the Redwood City community by increasing the visibility of the HHCC and its mission.

- Identify activities and accomplishments to publicize and identify periodic venues through which to publicize information and communication from the HHCC.
 - Include “invite” to Redwood City citizens to come to HHCC with issues of concern relevant to the HHCC mission.
 - Continue to update Housing website
 - HHCC Road show Power Point Presentation and Engage public; promote community participation; broaden agencies to outreach
 - Coordinate with Habitat for Humanity and City on ground breaking ceremony for Lincoln Town Houses
 - Coordinate with Villa Montgomery regarding the opening ceremony for Villa Montgomery
 - RCTV – Pursue developing a video for an educational campaign on affordable housing.
 - “Does HHCC funding make a difference” Educational Campaign. Work with Funding SubCommittee to compile data
 - General RWC website – Publicize services available on Website.
 - Public Comment Section of Council, board, commission, and committee meetings. Invite agencies to come one-by-one to present at Council meetings during Oral Communications.
 - Publicize HHCC activities-Work with City communications manager to do press releases on what we do
 - Including releases to local newsletters
 - Local Newspapers-Daily News, Independent, SM County Times
 - School Principal’s newsletters-regarding Human Services issues.
- Assign one member and one alternate to attend the meetings of each identified board/commission/committee – or consider rotating. Done
 - Agendize rotating Neighborhood Association Reports allowing each neighborhood to present concerns and information to the HHCC agendized on a regular basis.
 - Interdepartmental education on HHCC related issues – esp. affordable housing (i.e. possibly various City department presentations/dialogue at HHCC meetings on matters of interest to and related to the Committee’s charge) - Ongoing

Responsible Work Group: **Responsible Work Group:** This objective is the primary responsibility of the Community Outreach SubCommittee

IV. Assist City staff to meet Consolidated Plan requirements by participating in the annual monitoring of organizations that are funded under CDBG, HOME and HSFA. This goal also empowers the Committee to make more informed decisions regarding the effectiveness of programs and services that apply through the funding allocation process.

- Work with staff on preparing for FY 07-08 funding cycle:
 - 1) reviewing information from site visits, annual reports, and other pertinent information. (by February 07)
 - 2) determining upcoming funding criteria recommendations for full HHCC discussion. (by November 06 HHCC Meeting)
 - 3) updating rating tool as appropriate. (by February 07 HHCC Meeting)
- Implement annual monitoring plan that feeds into the HHCC's funding cycles/selection of agencies/programs to be funded.
- Consider whether we can make recommendations for the general public regarding "good agencies to donate to."

Responsible Work Group: This objective is the primary responsibility of the Funding SubCommittee.

V. Advocate and promote economic development opportunities for low income and local residents through policy recommendations.

- Identify strategies and linkages that can be funded under CDBG to create direct jobs for low income residents. The Committee needs to be actively involved in this issue.
- Work with economic development staff/planning staff regarding employment opportunities for Redwood City residents being included in development agreements.
- Attend February 12 goal-setting session to promote economic development projects/jobs for Redwood City residents.

Responsible Work Group: This objective is the primary responsibility of the Human Services SubCommittee

VI. Contribute to the City's vision for creating community by updating the Human Services Element of the General Plan and the Consolidated Plan and supporting other related efforts within the City.

- Update the Human Services Element:
 - Synthesize information already gathered through focus groups, agency consultations, literature review – identify needs/trends; pursue additional information as needed.
 - Present initial framework to General Plan Sub-Committee
 - Develop recommendations for policies.

- Solicit and incorporate community input into Human Services Element Draft
 - Finalize Human Services Element Draft for Council review and approval.
- Support development of community service component of the Redwood City Shuttle program by participating regularly in the Shuttle Task Force.
 - Encourage all HHCC members to participate in CERT training; look at how to support vulnerable populations in our community. (**)
 - Continue to monitor HOPE Plan efforts; identify HHCC role/activities as needed. (*)
 - Support for Human Services Quarterly Group – encourage possible change in meeting time/day or some way to provide report back/updates from meetings

Responsible Work Group: This objective is the primary responsibility of the Human Services SubCommittee

[NOTE: HHCC identified the need to verify timeframes for items coming up for the City and prioritize workplan items accordingly.]

The tasks identified in this Work Plan will be carried out under the leadership of 4 SubCommittees:

➤ **Housing SubCommittee Membership**

Denise Brosseau
Rob Dickinson
Cherlene Wright

➤ **Funding SubCommittee Membership**

Charlie Greer
Jeri Richardson

➤ **Human Services SubCommittee Membership**

John Dempsey
Bonnie Miller
Cherlene Wright

➤ **Outreach SubCommittee Membership**

Kevin Bondonno
Marc Manuel

Legislative Advocacy – Outreach Role: Establish liaison type function possibly similar to liaison(s) to stakeholder groups to follow legislation impacting housing and human concerns issues; forward recommendation to Council’s Legislative Committee when appropriate, to support or defend proposed legislation, especially as it applies to funding and land use.

Last Updated: 4-25-07/km