

## MEMORANDUM

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Date: 2/19/2015

To: Members of the Housing Advisory Commission

From: Policy Planning Staff

Re: 2015 Housing Element outreach strategy

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At the most recent HAC meeting, your Commission requested additional detail on the proposed outreach plan for the update to the County's housing element. This memo lays out the plan as conceived by staff in consultation with HAC member Bud Carney, and directed to the Board of Supervisors for comment on 2/24. Additionally, links to both the existing Housing Element and the Sustainable Santa Cruz County plan are included.

It will be critical to receive input from the public and from the many community groups, agencies involved with housing issues, and special needs stakeholders in our community at the beginning of the process, before a draft Housing Element is completed. The proposed schedule therefore includes three early public workshops, hosted by the County Housing Advisory Commission (HAC). One will occur as part of a scheduled HAC meeting, and two others will be evening meetings in north and south county locations. Translation service and bilingual outreach materials will be provided. Display ads will be published in the Sentinel and Pajaronian, and community groups, agencies, and special needs stakeholders will be enlisted to help publicize the meetings to their members, constituencies and beyond.

Following the initial public workshops with the HAC, staff will prepare a draft Housing Element. The draft will be brought to the HAC, Planning Commission, and Board of Supervisors for consideration before it is submitted to HCD for a mandated preliminary review. After HCD review comments are received and incorporated, the proposed final Housing Element will be brought to the HAC, Planning Commission and Board of Supervisors before it is submitted to HCD for certification by December 31, 2015. These Commission and Board meetings represent additional opportunities for public review and input. We will use the Planning Department website and mailing lists to notify interested parties of the schedule of public meetings.

### Proposed Schedule

A draft Housing Element must be submitted to HCD in September of 2015 in order to accommodate HCD's 60 day review and comment period on the draft, with the final Element to be submitted to HCD for certification no later than December 31, 2015. To meet these dates we expect to adhere closely to the following timeline:

January 2015: Kick off staff presentation to the Housing Advisory Commission (completed)

- March 2015: Three initial public workshops, hosted by the Housing Advisory Commission
- April – August 2015: Staff work period. Special outreach to stakeholders as needed.
- August, 2015: Draft of updated Housing Element considered by the Housing Advisory Commission, Planning Commission and Board of Supervisors. Begin CEQA review.
- September, 2015: Draft of updated Housing Element submitted to HCD for 60 day review.
- November, 2015: Receive and incorporate feedback from HCD, bring final draft to Housing Advisory Commission, and to Planning Commission at a public hearing, for recommendations
- December, 2015: Board public hearing(s) to consider the final updated Housing Element and to adopt the Housing Element and authorize submission to HCD for certification.

### **Web links**

The current Housing Element is available on the Planning Department website, as chapter 4 of the General Plan:

<http://www.sccoplanning.com/Portals/2/County/Planning/policy/1994GeneralPlan/chapter4.pdf>

The Final Sustainable Santa Cruz County Plan is available on the web at

<http://sustainablesantacruzcounty.org/documents/project-documents/>.

### **Conclusion**

Please direct any comments on the outreach strategy to planning staff, via email to Sarah Neuse:

[sarah.neuse@santacruzcounty.us](mailto:sarah.neuse@santacruzcounty.us)