

---

---

# Pacific Grove Housing Advisory Group Meeting #1

— June 23, 2020 | 2 - 4 pm —  
Virtual Meeting

---

---



# Welcome and Thank You!

## City Staff Project Team

- Anastazia Aziz <[aaziz@cityofpacificgrove.org](mailto:aaziz@cityofpacificgrove.org)>  
Community Development Department Director
- Terri Schaeffer <[tschaeffer@cityofpacificgrove.org](mailto:tschaeffer@cityofpacificgrove.org)>  
Senior Program Manager
- Alyson Hunter <[ahunter@cityofpacificgrove.org](mailto:ahunter@cityofpacificgrove.org)> - Senior Planner
- Alex Othon <[aothon@cityofpacificgrove.org](mailto:aothon@cityofpacificgrove.org)> - Assistant Planner

# Zoom Logistics

The image shows the Zoom meeting toolbar with several callout boxes providing instructions:

- Unmute:** Please leave your camera on and mute your microphone when not speaking.
- Stop Video:** Please leave your camera on and mute your microphone when not speaking.
- Participants:** Click to open the Participants box. This will allow you to give nonverbal feedback. Below this callout is a box containing nonverbal feedback icons: raise hand, yes, no, go slower, go faster, and more.
- Share Screen:** This will share your screen with everyone. DON'T CLICK THIS.
- Chat:** Click here to chat and share comments.
- Reactions:** Provide quick reaction of applause or thumbs up. Below this callout is a box containing reaction icons: clapping hands and thumbs up.

Additional toolbar elements include: Invite, Record, and Leave Meeting (in red text).

Phone: (669) 900-6833 Meeting ID: 510 761 6001

# Agenda

Time	Item
2:00 pm	Welcome and thanks, tech overview, housekeeping
2:05 pm	Agenda Overview and Introductions
2:20 pm	Project Overview and Advisory Group Role
2:30 pm	Housing in Pacific Grove
2:50 pm	Stakeholder Interviews Summary + Pair Share/Report Back
	<i>Quick Stretch / Bio Break</i>
3:05 pm	Small Group Discussions - Key Issues and Outcomes
3:25 pm	Small Group Report Back
3:35 pm	Engagement Strategy Overview and Feedback
3:50 pm	Project Name Brainstorm!
3:55 pm	Next Steps and Close

# Introductions

- ❑ Write your name and affiliation in the chat
- ❑ Go around the “room” and introduce yourself:
  - **Name, affiliation, icebreaker question:**
    - *What’s one thing you’ve grown to really appreciate or despise about your home during COVID?*

# Project Overview + Advisory Group Role

# Project Purpose

Develop a meaningful action plan that creates new housing options and helps secure Pacific Grove's social, physical and economic well-being now and into the future.

# Project Principles

1. Engage and Listen
2. Analyze and Learn
3. Partner and Problem-Solve
4. Plan and Act (Create New Housing!)
5. Reflect and Sustain





# City of Pacific Grove Housing Assessment and Action Plan

Revised June 8, 2020



Housing Advisory Group



Joint Council/Commission Study Sessions



Focus Groups



Online Community Engagement



Stakeholder Interviews



Ongoing Coordination Meetings



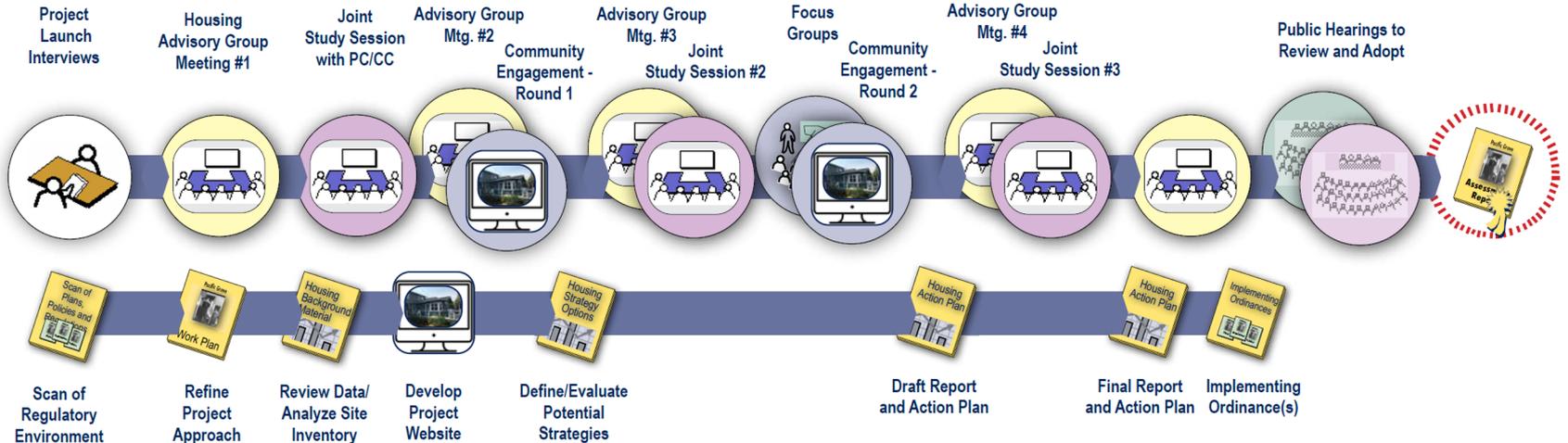
Public Hearings



Action Plan Complete/Start Next Phase + Housing Element Update

## PHASE I — Listening and Learning

## PHASE II — Setting, Refining and Implementing Priorities



Ongoing Coordination with City Staff

May 2020

July 2020

September 2020

November 2020

January 2021

March 2021

# PHASE I — Listening and Learning

Project  
Launch  
Interviews

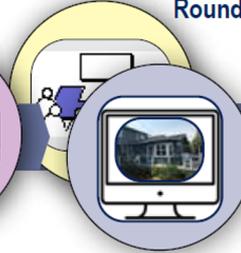
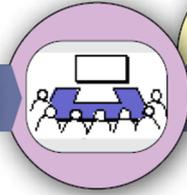
Housing  
Advisory Group  
Meeting #1

Joint  
Study Session  
with PC/CC

Advisory Group  
Mtg. #2

Community  
Engagement -  
Round 1

Advisory



Scan of  
Regulatory  
Environment

Refine  
Project  
Approach

Review Data/  
Analyze Site  
Inventory

Develop  
Project  
Website

Define/Evaluate  
Potential  
Strategies



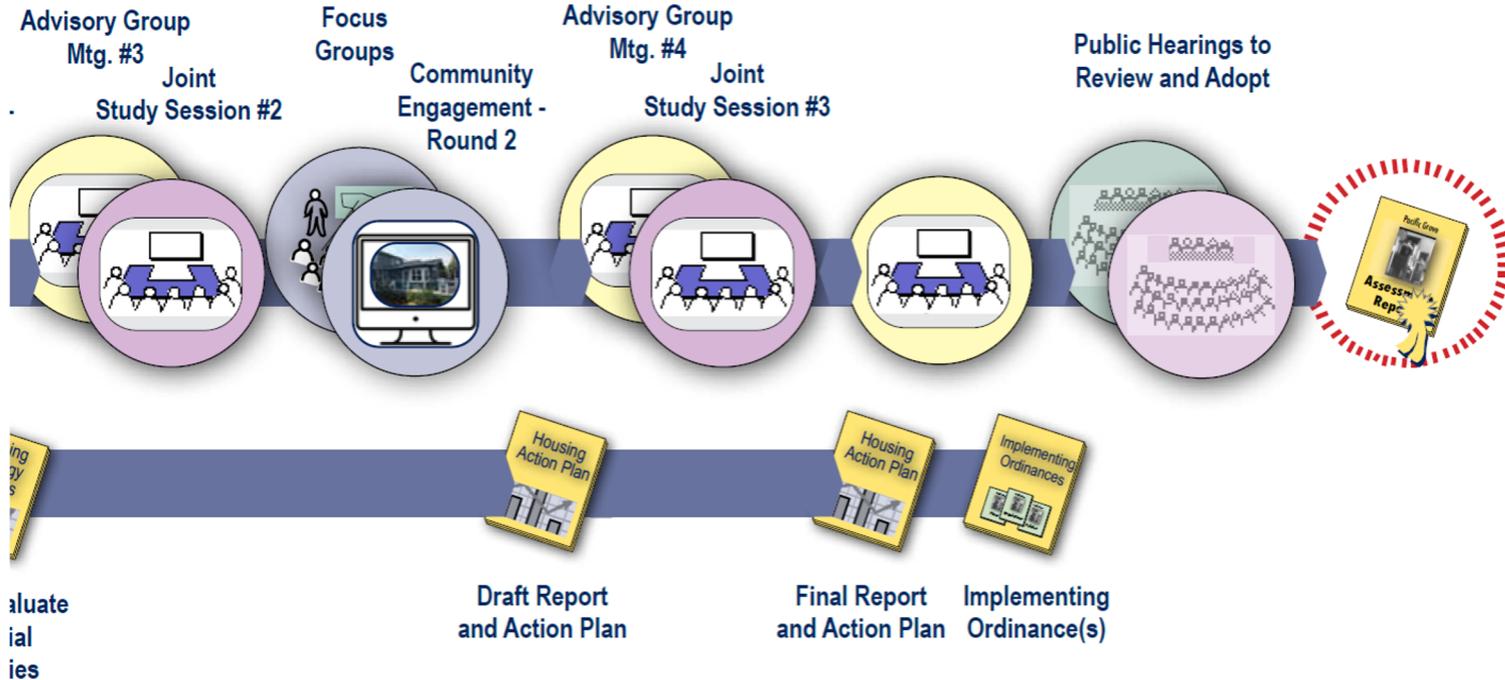
Ongoing Coordination with City Staff

May 2020

July 2020

September

## PHASE II — Setting, Refining and Implementing Priorities



September 2020

November 2020

January 2021

March 2021

# Advisory Group Roles

- ❑ Provide strategic input and feedback; assist with evaluation of alternatives; help shape recommendations
- ❑ Ensure an inclusive and meaningful process
- ❑ Engage in respectful debate about alternative strategies
- ❑ Serve as liaisons as appropriate and ambassadors to the larger community

Questions and  
Feedback?

# Housing in Pacific Grove

# Why Housing Matters

- ❑ The place where our lives happen
- ❑ Housing shapes who we become
- ❑ Essential to our economic vitality
- ❑ A big part of who we are as a community
- ❑ Significant investment and wealth-building

# Current Conditions - Demographics

- ❑ Median Household Income:
  - ❑ Owners: \$103,603 vs. Renters: \$70,920
- ❑ Household Size:
  - ❑ A quarter of owner-occupied units are people living alone and almost half are 2-person households
- ❑ Children under 18:
  - ❑ 18.5% of owner-hh and 26% of renter-hh
- ❑ 26.4% of the population is over 64

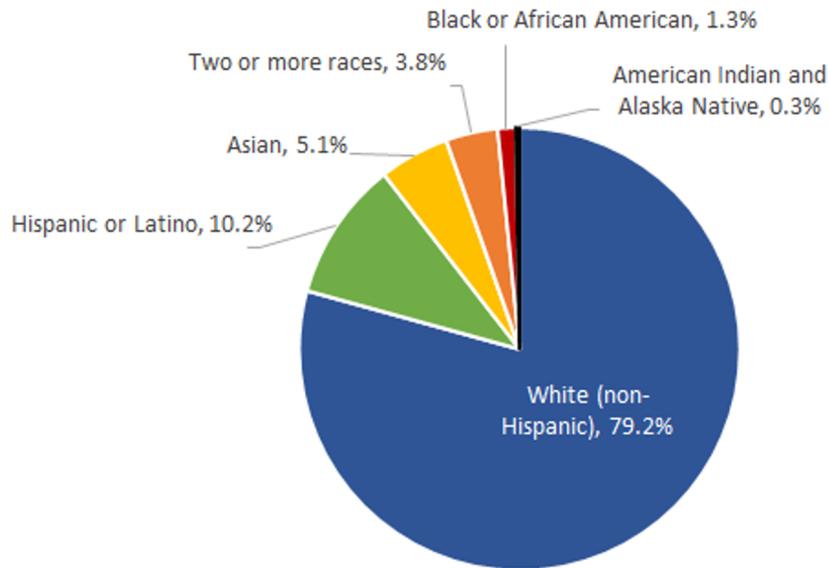
Household Size	Owner-Occupied Units	Renter-Occupied Units
1-person	26%	43%
2-person	49%	29%
3-person	12%	13%
4+-person	13%	15%

Source: 2018: ACS 5-Year Estimates Subject Tables.

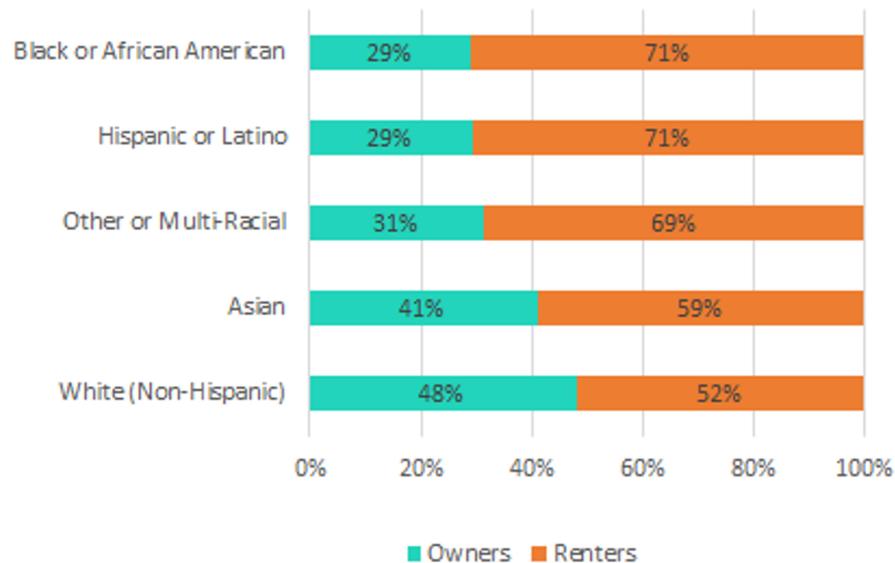
# Current Conditions - Race/Ethnicity + Tenure

47.50% of HH are owner-occupied and 52.5% are renter-occupied

Pacific Grove Race/Ethnicity



Pacific Grove Housing Tenure by Race/Ethnicity (US Census 2010)



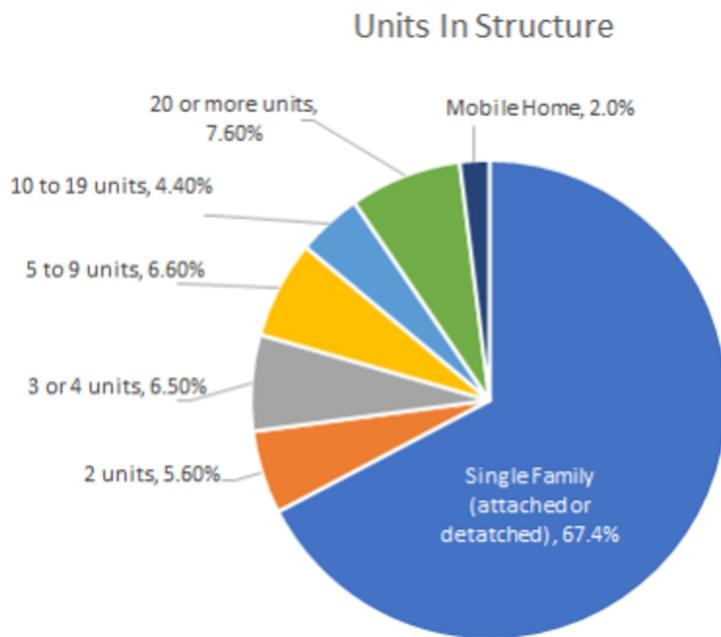
# Current Conditions - Residents

- Long term residents:
  - 53% of residents have lived in their home since 2009 or earlier (*compared to about 28% in Monterey County and CA*)
- Overcrowding:
  - 6.3% of households are overcrowded (compared to 8.2% in California and 13.7% in Monterey)
- Vehicle Availability:
  - 5.6% of households have no vehicle available and 43% have only one

<b>Percent of residents paying &gt;30% of HH Income on Housing</b>	
Owner units with a mortgage	42.0%
Owner units without a mortgage	10.8%
Renters	48.8%

# Current Conditions - Housing Stock

- 8,431 housing units in PG → 6% of the units in Monterey County
  - 6,835 (81%) are OCCUPIED housing units
    - *Are the rest vacation homes or short term rentals?*
- Older housing stock
  - 26% of units were built before 1939 and 56% were built before 1960
- Affordable housing units
  - 68 units (48 in Vista Pointe)
  - 72 households are subsidised by Section 8



# Current Conditions - Workforce

- ❑ 4,757 people work in PG
  - ❑ **AMBAG initial estimates at 7,400**
- ❑ Only 16% of workers live in PG
- ❑ 68.8% of workers earn less than \$3,333 per month
  - ❑ Median PG home value is \$952,690
  - ❑ Median PG rent price is \$3,195

Jobs by NAICS Industry Sector (2017)		
	Count	Share
Administration & Support, Waste Management and Remediation	1,122	24%
Accommodation and Food Services	965	20%
Health Care and Social Assistance	646	14%
Educational Services	528	11%
Retail Trade	407	9%
Construction	352	7%

PG Workers Commute from...		
	Count	Share
Pacific Grove	740	16%
Seaside	556	12%
Monterey	497	10%
Salinas	399	8%
Marina	293	6%
San Jose	211	4%
Watsonville	83	2%
Fresno	81	2%
Del Monte Forest CDP	79	2%
Los Angeles	43	1%
All Other Locations	1,775	37%
<b>TOTAL</b>	<b>4,757</b>	<b>100%</b>

# Initial Analysis

- ❑ What housing do we have and who does it serve?
  - *....Who is not being served?*
- ❑ What more could be built?
  - *...and what would the market deliver?*
- ❑ Looking ahead...
  - ADUs
  - Small lots
  - Nonconforming uses / R1 zones
  - Key opportunity sites
  - Second homes/ vacant homes
  - Rezoning opportunities / changes to development standards

# Project Launch Interviews - Key Themes

To orientate us to range of perspectives on key issues and opportunities.

## Key Strengths

- ❑ Mayoral and Council leadership
- ❑ Small town feeling, natural beauty and walkability
- ❑ Environmental ethos
- ❑ Past wins (home rehab loans, ADUs, Vista Pointe, etc.)
- ❑ Key opportunity sites and infill potential (small lots)
- ❑ Growing regional coalition

# Project Launch Interviews - Key Themes

## Challenges

- ❑ Many don't see housing issues as a priority (*why are we doing this?*)
- ❑ Discrimination and lack of inclusion
- ❑ NIMBYism
- ❑ Mismatch between housing stock and workforce housing needs
- ❑ Construction and permitting costs (and time)
- ❑ Limited funding for housing / strained city budget
- ❑ Lack of water and limited land

# Pair Share + Report Back

In summary of key issues  
from the interviews:

- What resonated?
- What surprised you?
- What was missing?

Stretch / Bio Break

# Small Group Discussions

1. What are the most important **issues** for us to address in this project?

2. What housing **outcomes** will change (and for whom) if this work is successful?

# Small Group Report-back

1. What are the most important **issues** for us to address in this project?

2. What housing **outcomes** will change (and for whom) if this work is successful?

# Engagement, Naming + Next Steps

# Engagement Strategy

- ✓ Project Launch Interviews
- ❑ Project webpage (on city's site)
- ❑ 5 Advisory Group Meetings
- ❑ 3 Joint Study Sessions (PC/CC)
- ❑ 2 Rounds of Virtual Community Engagement
- ❑ 3 Focus Groups
  - ❑ *Understand needs/perspectives and/or feedback on policy options*
  - ❑ *Possible Groups: Families, Seniors, Renters, PG Workers, Developers, Employers/Workers, etc.*

# How do we ensure we hear from all voices?

- ❑ Who are the connectors?
  - ❑ Key community leaders, Organizations / institutions, Employers, etc.
- ❑ How to spread the word?
  - ❑ Email, Social Media, Phone Calls, Flyers / Posters.
- ❑ Best format for input?
- ❑ How should we share back what we heard?

# Project Name Brainstorm

- ***Welcome Home: Pacific Grove Housing Action Plan***
- Housing Pacific Grove
- Pacific Grove Housing Action Plan
- Pacific Grove Affordable Housing Strategy
- Pacific Grove Housing Assessment and Action Plan
- Others??
- Housing: New Vision!
- Change
- Future
- Affordable Housing Realized
- Feel strongly we need the word affordable in the title (don't be constrained in the word plan)
- Like the word "action"
- New vision: affordable housing in PG. Taking Action Now!

# Next Steps and Close

- ❑ Send summary and doodle for next meeting
- ❑ City submitting LEAP grant application
- ❑ Schedule first CC /PC Joint Study Session
- ❑ Conduct initial housing assessment analysis
- ❑ Develop virtual engagement tools/events
- ❑ Create project webpage

# Contact Information

David Driskell

[driskell@bdplanning.com](mailto:driskell@bdplanning.com)

206.512.8612

Beth Altshuler Munoz

[BethAltMunoz@gmail.com](mailto:BethAltMunoz@gmail.com)

415.516.2715

**BAIRD + DRISKELL**

COMMUNITY PLANNING