COMMUNITY CONVERSATIONS
HOUSING IN SAN MATEO
WELCOME!
¡BIENVENIDO!

San Mateo High School
April 27, 2019
Our Goals Today

Provide an inclusive and informed dialogue about housing

Connect community members with each other and develop a shared sense of possibility for the future

Identify priorities that can guide City’s upcoming housing programs and policies
Table Introductions

At your table, quickly answer:

• What is your name and how long have you lived and/or worked in San Mateo?
About Home for All

A community collaborative addressing housing challenges in San Mateo County

• Educating
• Innovating
• Convening
Who’s in the Room?
Agenda

Presentation #1
• Who Lives and Works Here?
• Overview of Housing Types

Discussion #1

Presentation #2
• What Role Does the City Play?
• Programs and Partners

Discussion #2

Next Steps
<table>
<thead>
<tr>
<th>Conversation Guidelines</th>
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<tbody>
<tr>
<td>• Speak from your own experience</td>
<td>• Habla a partir de tu propia experiencia</td>
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<tr>
<td>• Listen to understand each other</td>
<td>• Escucha para que nos entendamos unos a otros</td>
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<tr>
<td>• Respect differences; be curious</td>
<td>• Respeta las diferencias; ten curiosidad</td>
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<td>• Let everyone participate</td>
<td>• Deja que todos participen</td>
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<td>• Your questions are valuable</td>
<td>• Tus preguntas son valiosas</td>
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Icebreaker
Partner up with someone you don’t know. Take 90 seconds each to answer:
• What brought you to this event and how did you hear about it?
• What do you hope to hear, learn, share?
San Mateo's Regional Context
The Jobs/Housing Gap

San Mateo County Between 2010 – 2017

83,000 JOBS

7,100 HOUSING UNITS
Of the 339,200 Jobs in San Mateo County, 213,300 Workers Live Outside the County (2014)

Source: Home for All, Census
City of San Mateo: Where People Live vs. Work

47,407 – work in San Mateo, live outside
42,824 – live in San Mateo, work outside
6,675 – live and work in San Mateo

(2015)

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics
City of San Mateo Population Growth

Sources: California Dept. of Finance; Economic & Planning Systems, Inc.

Population

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
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<tbody>
<tr>
<td>1980</td>
<td>77,640</td>
</tr>
<tr>
<td>1990</td>
<td>85,200</td>
</tr>
<tr>
<td>2000</td>
<td>92,270</td>
</tr>
<tr>
<td>2010</td>
<td>97,106</td>
</tr>
<tr>
<td>2018</td>
<td>104,490</td>
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Who Lives Here?

Median Age 38.9

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Population</th>
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</thead>
<tbody>
<tr>
<td>Under 10 years</td>
<td>13,085</td>
</tr>
<tr>
<td>10-20 years</td>
<td>10,120</td>
</tr>
<tr>
<td>20-29 years</td>
<td>13,085</td>
</tr>
<tr>
<td>30-39 years</td>
<td>16,663</td>
</tr>
<tr>
<td>40-49 years</td>
<td>15,334</td>
</tr>
<tr>
<td>50-59 years</td>
<td>13,187</td>
</tr>
<tr>
<td>60-69 years</td>
<td>9,814</td>
</tr>
<tr>
<td>70+ years</td>
<td>10,938</td>
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</tbody>
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Sources: 2012-2016 American Community Survey 5-year Estimates; California Dept. of Finance; Economic & Planning Systems, Inc.
Household Incomes

Median Household Income $95,667

- Less than $25,000: 13%
- $25,000 to $49,999: 19%
- $50,000 to $74,999: 18%
- $75,000 to $99,999: 15%
- $100,000 to $149,999: 10%
- $150,000 to $199,999: 14%
- $200,000 or more: 11%

Source: 2012-2016 American Community Survey 5-Year Estimates
San Mateo: Housing Types

1 Unit: 54%
2-4 Units: 8%
5 or More Units: 38%

Source: 2012-2016 American Community Survey 5-Year Estimates
Who Lives Here?

46% Owner-occupied
54% Renter-occupied

Source: 2012-2016 American Community Survey 5-Year Estimates
Current Sale Prices

Median home price: $1,160,000

• Down payment (20%): $232,000
• Monthly payment: $5,591

Source: Trulia.com on April 23, 2019
Current Asking Rents

- 1 Bedroom: $2,350–$3,811
- 2 Bedroom: $2,795–$4,650
- 3 Bedroom: $5,019–$5,672

Source: Trulia.com on April 23, 2019
Current Asking Rents

- $3511
  - Apr 24
  - Spacious 2 Bed 1 Bath! Coming May 21st!
  - 2br - 961ft² - (san mateo)

- $2306
  - Apr 24
  - Spacious, convenient 1x1 apt coming available MAY in SAN MATEO!
  - 1br - 605ft² - (san mateo)

- $3000
  - Apr 24
  - 735 N Claremont - Updated Duplex Home!
  - 2br - (san mateo)

- $3800
  - Apr 24
  - Welcome New Family 3bed 2bath Downstairs Duplex
  - 3br - 1500ft² - (san mateo)

- $4395
  - Apr 24
  - Great views from private balcony, assigned garage parking, lrg closets
  - 2br - 1150ft² - (san mateo)

- $3631
  - Apr 24
  - 12th Floor 1 Bedroom! Pre-Lease!
  - 1br - 740ft² - (san mateo)
Who Works Here?

Top Business Clusters by No. of Employees

- Information Technologies: 29%
- Professional, Scientific, and Technical Services: 16%
- Healthcare and Social Services: 18%
- Retail Trade: 22%
- Finance and Insurance: 15%

Source: Claritas Business Facts
Who Works Here?

• Total Employers: 6,333
• Total Employees: 70,758

Source: Claritas Business Facts
Community Outreach Highlights

• Pop-Up discussions around town: City events, outside local businesses, train station, Library and Rec Centers

• Schools, businesses, community groups helped spread the word

• Over 100 conversations with community members
What We’ve Been Hearing...

People are proud of San Mateo’s:

• “Community”
• “Diversity, culture, great parks and weather”
• “Food, job opportunities, people and transit”
• “Location”
• “Family focus”
• “Walkability”
Many People Are Affected by the Cost of Housing

• “I don’t want to leave, it’s the last thing I want to do”

• “My family has been here since my great grandmother moved here. I feel forced out of my home town”

• “Businesses are closing because they can’t pay rent or pay employees enough to live here”
Many People Want to Keep the Community Character They Value...

• “It takes twice as long to get anywhere”

• “San Mateo is a big small city”

• “Community feeling is lost due to commuting and work demands”
Some Are Skeptical that San Mateo Can Grow

• “There is no more room for more people”

• “How do we balance all of this? It’s so challenging to find solutions”
Table Discussion #1

• How does the issue of housing affect you and the people you know in San Mateo?

• As we think about San Mateo’s future, what kind of community do you want to live in? Why is that important to you?
  • What hopes do you have?
  • What concerns are coming up to you?
What Role Does the City Play?

• Plan future land uses
• Implement programs to encourage housing
• Help fund affordable housing
• Partner with community organizations
Strive San Mateo
General Plan Update

Visit StriveSanMateo.org for more information

Land Use

Safety

Conservation & Open Space

Urban Design

Noise Element

Circulation

Housing
Strive San Mateo: General Plan
Vision & Values

“San Mateo is a vibrant, livable, diverse, and healthy community that respects the quality of its neighborhoods, fosters a flourishing economy, is committed to equity, and is a leader in environmental sustainability.”

Diversity  Balance  Inclusivity  Prosperity  Resiliency
City of San Mateo
Guiding Principles

• Provide a diversity of housing types to meet the needs of all community members

• Maintain neighborhood character and quality

• Ensure all new housing is developed sustainably
Transit-Oriented Development

Rail Corridor Plan:
• Locating housing and jobs near transit

Next Up:
• General Plan workshop June 2019
Developers’ Role in Affordable Housing

Inclusionary Housing Requirements (1992)

- 10% of units in market-rate projects
- 400 rental and for-sale homes built
- 50 under construction

Next Up:
- Evaluate % changes in June 2019
Collecting Funds for Affordable Housing

Commercial Linkage Fee (2016)

- Commercial projects pay fees to help fund housing
- $2M collected

Next Up:

- Determine how to spend affordable housing funds (2019-20)
Develop Public-Owned Property

• College of San Mateo
• Delaware Place
• Bay Meadows
• Downtown Redevelopment Sites (housing and parking)

Next Up:
• Finalize plans for downtown sites (Spring 2020)
Accessory Dwelling Units (ADUs)

- Small units added to single family homes
- Attached or detached to existing home
- Adopted new requirements in 2016

Next up:
- Streamline requirements 2019
Support for Renters

• 2016 Housing Task Force
• Tenant Relocation Assistance for Substandard Housing

Next Up:
• Ordinance May 20, 2019
Shared Housing

- HIP Housing matches people who have space in their home with people needing an affordable place to live.
Partnerships with Community Organizations

Providing money for local programs
- Home Sharing
- Emergency Housing Assistance
- Landlord Tenant Counseling/Housing Discrimination Help
- Tenant Legal Assistance
- Domestic Violence Legal Assistance and Emergency Housing
Housing Resource Guide

- Affordable Rentals
- Emergency Housing Assistance
- Help Buying a Home
- Landlord-Tenant Services

What other resources should we include?
Table Discussion #2

• Which of these housing options seem promising based on our community’s needs?
• Are any concerns coming up for you?
• What other housing ideas do you have that can help our community thrive?
Next Steps

Save the date: **May 18, 2019 @ Hillsdale High School**

Join our email list to receive the report from today's conversation.

Pass the report along to others.

Share what you've learned with your neighbors!
Thank You!!

Please visit our website:
www.cityofsanmateo.org
Or
www.cityofsanmateo.org/chathousing

Questions? Contact the Housing Division
housing@cityofsanmateo.org
(650) 522-7220