



Summary of Table Discussions

Community Conversation on Housing

Pacifica, CA

April 13, 2019

The following is a compilation of notes taken by table facilitator's at the City of Pacifica's *Pacifica Connects... Let's Talk Housing* community conversation, held in partnership with the County of San Mateo's *Home for All* program, on April 13, 2019. The notes captured community discussion points during two conversation periods on the topic of housing in Pacifica.

Discussion #1

Question 1: How does the issue of housing affect you and the people you know in Pacifica?

- Daughter- helping her with rent
- Wants to downsize on one level, but nothing affordable
- Crazy expensive, can't rent room while working full time, no future
- Family & friends- have moved away due to high rent
- New neighbors, some rentals not talking, don't know tenants
- Wants to buy a home after working over 19 years- but not possible- what are next steps to building
- Diverse people- losing people outside of the city. People suffering with cost
- My children can't afford to stay here. Parents follow.
- Can't afford to rent
- New people have more cars/less parking spaces. Pushback from community.
- 30 years ago, Pacifica was one of the most affordable places, with affordability.
- Kids and senior center- cost of living and their support system is leaving.
- Need help grew up here- want to stay but can't.
- See movement of people who have lived here.
- Children can't afford to live here, except with parents.
- Bought a home, but couldn't without help from grandparents.
- Losing neighborhood feel, because people have to move to where they can afford.
- People commuting farther also results in loss.
- Disconnected from community. Families can't eat dinner.
- Developed friends, co-workers, other relationships, but others move.
- Can't staff favorite gathering places.
- One house got sold three times.
- Wiped out, had to move

- Kids and friend's kids can't afford to stay here (+2)
- Overcrowded living conditions
- Displacement/rent doubled, leads to homelessness (+1)
- Can't move here – kids go to school here
- Fear of rent raise
- Moving, migration
- Open space; need multiunits on a lot
- Want parking and for North end to grow 1st for traffic
- Teachers leave
- Services leave
- Automated vehicles and ride share will change parking needs; rent doubled, leading to homelessness
- Crowded conditions moving means long commutes
- Lack of affordability (+1)
- Turnover of teachers
- Increase stress
- Negativity to small landlords
- Wages not keeping up
- Rental protection help
- The haves and have-nots are dividing society
- Lives in apartment building with retail; seniors or young folks are frightened of losing homes
- Families are increasing expenses
- Homeowners have costs – sewer, water, insurance, renters, homeowners, owners
- All sectors impacted by increases; 46% moving
- Prop 13 had critical issues; negligible increase
- Friend who can't live here now; should have purchased a while ago
- School district needs to be smart about it
- Values community
- Coastal town
- Look into what other coastal cities are doing
- Bureaucracy = BS
- What is driving impacts
- Jobs are creating some of the program
- Two coworkers moved out of state since rents increased four years ago
- He can't live on his own; will need to come home
- New/overflow: too many people
- Community over an hour to work; has to go elsewhere
- Long commute; commute is still bad from Pacifica to the city
- Displaced not be able to work where they live
- Employees need to have alternatives like working from home; that is different from a 9 to 5 work day; some can't and it impacts where they live and work
- Young people/teachers; there is a revolving door of teachers and librarians
- Diverse community
- Family – kids come home (+1)
- Verge of homelessness
- Senior housing
- Diversity on housing (+1)

- No place to rent
- Exodus of community
- Disrupt classes
- Convert home
- Parking and public transportation
- Low income housing has “4-wheels”
- We want to stay – renter who was previously living in SF and experienced people not caring about the neighborhood (tech)
- We can find middle ground, redevelopment
- Own home and retired – moved here because it was affordable – love our neighborhood
- Want children to be able to live here
- Extraordinary community feel, balance of open space and development
- Infrastructure does not support the aging population
- Affordable > available, we need all levels of housing available
- A participant who works in child care and lives in affordable housing cannot afford to buy a home
- General anxiety about housing
- California Apartment Association is a concern
- Adult children cannot afford to buy
- Children standard of living
- Sales price is not value
- I have a great job, but I can’t afford a house
- Grandma can’t move in
- Rents have doubled or more
- Household income has not kept up
- Lots of good people have left
- Life situations compounds problem
- “Pacifica never misses an opportunity to miss an opportunity”
- Fear more rent increases coming
- Loss of community
- Desire to live in community without fear
- Struggle to find hope
- Loss of diversity among professionals
- Loss of quality teachers due to salary decreases (shrinking enrollment)
- Greedy landlords
- Family is not close by
- Housing for seniors
- Huge population influx has caused traffic
- Lots of homeless people and people who are being displaced
- Losing friends and people being forced out by rising prices
- Credit crunch
- High teacher turnover
- It takes too long to build housing
- Challenging for realtors to make a living (Only 12% of Bay Area population can afford home)
- Housing is difficult for young people and seniors
- Parents relocating closer to children to help more
- Working with seniors

- Middle involve (above threshold so people don't qualify but still can't afford)
- Friends leaving Bay Area to more affordable places like Eureka
- Safety (people in RVs, side of the Safeway in tents)
- Not feeling heard
- Sanitation/health and safety
- Too much opposition to new housing – those in favor are not vocal enough because people are afraid of being shunned or mistreated for speaking their perspective
- Strong social justice group – rent control topic from past year - people that oppose housing in neighborhood are not empathetic enough on homeless issue
- RVs parking at churches
- Employer- retention- have to pay employees more so they can stay.
- As a former resident- moved out as with family and friends.
- Friends looking at shared housing/renting soon.
- Hard for family to stay- hard to save money to buy home/afford rent.
- Friends pushed out to Sacramento or Half Moon Bay
- Able to buy during recession- want to see diversity and grow in a way to maintain character.
- Last 20-30 years, housing has not been built.
- City needs to help developers build projects. Rethink restrictions/foes/requirement.
- Employers having a hard time recruiting local people- employees can afford to buy or rent
- Hard to find local people to hire
- Fees and permits making it hard to grow business.
- New development for housing and commercial has too many requirements.
- Second units could be an option for future housing for workforce and residents
- Skills building for communal living/shared housing
- Parking a concern
- Pacifica survives on small business- business stagnant because no affordable housing for workforce and small business owners.

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Question 2: As we think about Pacifica's future, what kind of community do you want to live in?
Why is that important to you?

- Suggests creating duplexes, planning is costly
- Wants people to be able to live here, not an exclusive community
- Want to live in community where people matter more than possessions, lots of good people in Pacifica
- Vision- continue to grow reasonably, build housing for people who need it
- Value low crime, picturesque nature
- 50 unit apartment building is "drop in bucket," focus on transportation.
- Here because of bus route change
- Likes being close to family
- Community is strong- no differences between people- diversity, unity, strength
- Need more businesses, would like to have larger employers to help with town costs, increase tax base
- Need more employment options in town
- Loves the community- beaches, mountains, volunteers, people, wants to continue to be welcoming community.
- Values open space, but look at undeveloped lots.
- Would rather have a lower home value than lose our diversity
- Need creative solutions, e.g. rent in house, build extra structures, eco-housing, benefit environment, sustainable solutions.
- Keep diversity and have people support the community, environmental impact.
- This is unsustainable, need to do something different!
- Progressive taxation, shift the burden. Lots of pushback on real solutions- e.g. major pushback!
- Local "thrive" community- where you have people able to walk to groceries.
- Having relationships
- Environment- open space
- Looking out for each other
- Trust in community services- safety.
- Able to have a family.
- Very safe to live here.
- Value- living in a diverse community (+1)
- Concerned over open space
- Traffic – new exits
- Need parking (+1)
- Traffic
- Don't need parking with automated cars; automated cars and Uber/Lyft cars aren't efficient
- Affordability (+1)
- Don't impact area
- Hard to add a unit (+1)
- Educating about tiny housing
- Need a safe place for RVs
- Aging out
- Pacificans, kids, service people forced out (+1)
- Turnover in teachers

- Keep character
- Feeling safe
- Loss of open space
- Don't add more single family houses – add multiple units on lots; tiny houses
- Keep the beauty
- Keep the diversity, regarding income and other factors
- Have more housing
- Address traffic
- Possible for Below Market Rate housing
- Remove stigma for lower income residents
- Housing for all income levels
- Include newcomers
- Ready for actions; it's overdue
- More creativity; look into tiny houses
- Desire to have Pacifica support low income people, EMTs, teachers, handicapped people (+1)
- If she would lose her job, she'd have to move
- The community needs to all work together (+1)
- How to provide housing to all – affordable housing
- Small housing – 300 square feet (+1); for people who can't pay top tier rents
- Including housing for everyone
- Business friendly (+1)
- There will be opposition to parking and traffic – need to have trade offs
- People oppose growth – projects don't get it
- Need to accept growth; SV low housing costs and high income employees
- Take away height limits
- Geography can't grow; acute traffic here
- Need thoughtful holistic approach
- Wants to keep it a community
- Not SF
- Bedroom community – we are not contributing to businesses here
- Need a living wage here; we take care of our own people here
- Supply and reward doesn't
- Diversity/vibrant: racial, economic, arts, age
- Less interesting
- Traffic
- Better transportation
- Define “low income” and “affordable”
- Change racial mix
- Affordable housing: communal living and affinity living
- Open the long lots (tiny house)
- ADUs
- Preserve open space
- New development may not be affordable
- Preserve community feeling with young families on bikes (charm and children)
- Beach and mountains preserved but add density so people can live here, mix of housing needed

- Add ADU type housing, for seniors and young people
- Avoid SF issue, empty units increasing in value
- Portland 30%
- A diverse community that is economically and culturally diverse
- A place with more space for things to do – parks, restaurants
- Desire for a caring community
- A place where housing is affordable for all throughout their life span
- Adequate equitable housing vs. environment
- Charm of open space
 - Be mindful of new building infringing on the essence of the community
- Supporting trades
- Providing options for teachers
- Need to support shopping local first
- Need to widen Highway 1 and develop Quarry to provide economic opportunities
- Quarry development requires vote which stifles growth and opportunity.
- Need to address traffic
- Walkable communities/ local shops.
- Pacifica mentality needs to change- we must embrace growth and change
- Have to address homeless issue- have to have restrictions on RV
- Quarry Park for RVs with tiered parking

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Discussion #2

Question 1: Which of these housing options seems promising based on our community's needs?

- ADUs- ease ways to get permits, expedite process, but concerns about parking and sewer lines to ADUs. Also school impacts.
- Concerns about land lords renting to too many occupants.
- Land in non-residential zones- consider mixed use for apartments.
- Traffic: more public transportation, school buses
- Like homesharing but concern about added cars
- OK with any type of new housing in Pacifica, with second units, small multifamily, townhomes, apartment buildings
- Concern: need to do more than affordable housing. Power groups coming in. Can't be a one time solution.
- ADUs- concern: how do I pay for it, need a permit (takes too long).
- ADU building- tax incentives, streamlining requirements.
- HIP
- Workforce housing
- Make it easy to add units
- Educating on housing in schools; young people are not thinking about this
- Safe parking program
- Church parking lots
- City work with RV park to use services for RV storage tanks
- Need rotating shelter PRC
- Multi-unit housing near transit on underutilized land, like the quarry
- Tiny houses; better permit process (+2)
- City expedite permits
- It's easy to remodel, not easy to build new homes
- RVs too big for spaces
- Parking spaces are underutilized; used for RVs. Need to distinguish these spaces
- City used to have mobile home park for seniors, disabled, and veterans in 2014; they moved everyone out and raised rents
- Shared housing, such as with HIP Housing
- Parking will be free up with automated vehicles in the future
- Homeowners are not against RVs
- Affordable housing in general without the fee; built the units
- Interested in all options
- We need to get going more on ADU's; loosen regulations and make it easier
- Address RV situation; help them off the streets. Develop a Pacifica resource.
- HIP housing works well
- See quarry developed (+3)
- Auxiliary units – adds density
- Transparency with parking (+3)
- Workforce housing
- Neighborhoods were NIBY for WFH
- Quarry – land credits. People project it was good (+3)
- Auto cars would people not to have cars; parking would be reduced (+3)

- Park and ride or ride share; carpool (+4)
- In favor of all buildings
- Density could be a problem
- How to house as they age; assisted living facility for people over 55
- We need a quicker way to get to BART
- Auxiliary unit will allow homeowner to benefit
- Not all current housing can do ADUs
- Six acres but only one home can be built because of topography
- Define “affordable”
- HIP Housing match with handyperson
- ADUs: take advantage of empty lots
- City owned land for RV parking
- Double the four senior centers; disabled
- Mixed affordable housing
- Economic diversity
- Concern about outside influence of real estate industry
- Quarry is a good idea – mixed use
- Second units – enable people to stay
- Employee housing (district) cost is a barrier, need partners
- Rent below market existing units take below market rate and continue
- Rent management – limit increases
- Identify what policies can a community implement
 - Rent control – upsides and downsides
- Need more information to advise effectively
- Transportation has to be considered
 - Makes people feel hopeless about being able to stay
- Live with children in community
- ADUs can help – Pacifica needs to think about this
- Specific places for additional affordable housing
- Assess public property for mixed use (specifically Ortega)
- Rent stabilization
- More building
- “adjunct” units not granny
- Encourage big developers
- Work force housing
- Mitigation
- Higher % of BMR – more than 15%
- Mixed use development (live/work)
- Working with businesses
- Would like to hear more about tiny houses
- Allowing for smaller units in apartment complexes
- Speeding up the planning process
- Developers should pay fee to increase planning staff or pass to an outsourced agency
- Need for follow through on building affordable housing
- Allow more density in some areas where it can be controlled (i.e. placing buildings near transit identifying these areas is important)
- Build a lot of smaller apartments in vacant areas/recycling of public lands

- Getting planning dept and school district to work together to get around the laws governing this
- Addressing living in RVs (Gov needs to address this. It is not helping them, it is criminalizing poverty)
- Local solutions to the RV problem (taking up space and waste disposal)
- Teacher housing
- Increasing housing units while preserving open space and habitats
- Infill seems promising (don't pave over habitat)
- Co-housing
- RV lots
- Rent stabilization
- Preserving existing housing
- Using funds to subsidize affordable units
- Use existing school-owned land
- Low income housing
- ADUs
 - Many already exist
 - ADUs are a good situation
 - Parking concerns
 - Make it even easier to get permits and financing
 - User friendly
- Advertise HIP Housing more
- Safe parking zone for RVs
 - Need a conclusive decision on RVs especially if 3-day parking limit is lifted
- Employee housing (Oddstad school lot)
- Teacher housing
 - Wonderful but expensive
 - Would people be upset if homes were only for school employees, what about other employees?
- Home sharing- great opportunity to provide an affordable option at all ages and income levels.
- Need options for young families/children.
- Second units/ junior ADUs- good idea if space for separate entrance- parking an issue.
- Need to relax fees/restrictions- fees and requirements make construction expensive and unaffordable
- Need to streamline and make permits more affordable and easier.
- Targeted subsidies for teacher/ small business workforce housing
- Handout grants for housing
- City needs to identify other revenue source rather than impose fees- need preserve and maintain housing
- City needs to be more supportive of small business and enhance growth.
- Fees and restrictions need to be relaxed or reexamined to help businesses stay afloat.
- People go over the hill shop- people need to be encouraged to spend money
- Promote tourism on coast- come to shop and eat
- Tourists need to feel safe and comfortable when on the coast.
- People stay in Pacifica and visit San Francisco because it's cheaper.

- Too much emphasis on trails but no marketing to promote trails to bring people to Pacifica
- Need to capture visitor's economic opportunity
- Need to focus more on economic development rather than sea level rise.
- Need to deal with Caltrans on Highway 1 to promote easier traffic egress and ingress/flow

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- Question 2: How else can our community work together to address our housing needs?
 - Use school district land
 - Empty homes- how to get them occupied, livable, incentives.
 - Duplexes- encourage this
 - City land- places for people living in vans, concern about security, concern about trash
 - Better transportation from more affordable areas (i. e. Valley).
 - Quarry- can city buy land? Develop as mixed use, homes and shops good potential.
 - Any votes on housing- make language simple
 - More community conversations
 - Attend council meetings to support housing, balance the anti-housing people who attend council meetings.
 - Talk to legislators
 - Get grants
 - Need to support renters. 30% of our community. Put some breaks on rent. Bring together homeowners with contractors and banks.
 - City and government- homeowner pays interest to the city, offers bond to cities to incentivize needed public transportation (maybe future self driving cars will help).
 - Ecofriendly high rises.
 - Leverage state funding.
 - Review Prop. 13., maybe tax incentives for granny pods.
 - Commend city for this meeting, need more of it. But need to do more outreach, need to talk to your neighbors, people are desperate to talk about this- they might come. People love this community.
 - Elections are coming up- get involved in city elections. Ask candidates “what are you bringing?”
 - Question- how is caring and healthy community defined?
 - E.g. Pacifica has a meals on wheels program; the city has a commitment!
 - Want to see change! Leverage state programs.
 - Funding- how to better leverage
 - But we have numerous needs, housing is one of them.
 - Housing preference over certain kinds of development.
 - How to influence priorities.
 - Offering tax breaks for building ADUs.
 - Change certain rules/laws requirements to encourage C2 car garage requirement.
 - Discussions with homeowners associations to work together in building approving, allowing ADUs or to other ideas
 - Create a housing development guide- ADU, etc., how to do.
 - Enhanced safety with increased attentions and accommodations for new ideas- parking etc.
 - Place to provide parking for people living in RVs, etc. include support services.
 - Include an affordable percentage in new multifamily buildings.
 - Increase # of HUD vouchers.
 - Want incentives
 - Dialogue with HUD vouchers renters and owners. To develop mutual solutions, refunding vouchers.
 - Emphasis on building new housing that includes affordable units rather than in lieu fees.
 - Infill lots- take inventory.

- Add residential parking
- Employee housing, school districts, live work spaces.
- Building on the Quarry.
- Use vacant lots; mix up the residential and business uses
- May not need as much commercial buildings
- Look at less restrictions
- Co/op housing is interesting
- Elevated ranchers and single family homes
- House rich and income poor – help maintain homes who can't afford
- Co-housing – become developers and owners; decrease profit motive; group of seniors to pool
- Local control
- Think about public transit with the issue
 - Park and ride, more frequency, regular buses will decrease traffic
- Engage those that think transportation concerns call for less housing
- “Transportation does not solve housing, but you can't solve housing without solving transportation”
- Understand both sides of the aisle
- Find ways to incentivize private sector to help in short term and long term solutions
- Continue the conversation via something like “fog fest” where more people are involved
- Learning from other communities
- Share status of Roberts Rd co-housing
- Protect those who are currently housing from getting displaced
- Getting grants
- Give priority to non-profit developers
- Need community members to feel heard
- Offer transit to events like this
- Improving transportation infrastructure
- Balanced solutions needed
- Mindful of environmental impact
- Connect housing to dumping
- Grateful for opportunity
- Need more support for small business owners.