1.0 PUBLIC ENGAGEMENT AND INPUT SUMMARY

1.1 Overview

Public participation is an important part of the planning process. The State of California requires local governments make diligent efforts to involve all economic segments of the population in the development of the Housing Element. The Housing Element should be representative of the desires of local residents and address the concerns most important to the community both now and in the future. Therefore, outreach to the public is essential to gaining a broad spectrum of perspectives and to identifying local challenges, as well as a shared set of priorities, strategies and a vision for housing Chula Vistan's in the future.

The City of Chula Vista has adopted a philosophy of public engagement that relies heavily in "meeting the community where they are." Therefore, outreach is focused on the specific demographics of the community and their comfort level. For Chula Vista those efforts are aimed at a population that is 45 percent low income, who are primarily renters, and 61 percent Hispanic, many of who have limited English skills. Language used in outreach efforts are multilingual (English and Spanish), simple versus technical and respectful of cultural preferences that prefer communication built upon trust and relationships from one-on-one conversations and utilizing the "promotora" model of engagement.

During the 6th Cycle Housing Element update, the world experienced a historic public health crisis, known as Corona Virus or COVID-19. The rapid transmission rate of COVID-19 changed the very nature of how we work, live, and protect ourselves against the spread of this virus. As part of the response to COVID-19, public health orders were issued that included stay at home orders with the exception of "essential" workers and included other restrictions such as social distancing and the prohibition of gatherings outside of immediate household members. Such restrictions limit what's possible for jurisdictions, organizations, agencies and others wishing to maintain momentum on community engagement efforts and planning activities. Social distancing and restrictions on gatherings of people impacted public outreach activities on the calendar for April, May, June and beyond. Therefore, all efforts to engage community shifted to online activities.

As a result of the current environment, City staff relied heavily on an online survey and efforts to advertise the survey from social media to direct mailings to over 30,000 households of multifamily properties within the 91910 and 91911 zip codes with the highest percentage of low income households and to all mobilehome residents (3,400). The Housing Needs Survey was made available in both English and Spanish to identify types of affordable housing needed, priorities for special needs groups, priority housing programs to address affordable housing needs in the community, location of emergency housing, and any perceived constraints to housing.

Other methods to engage the community included presentations and discussions with the Planning Commission, Housing Advisory Commission and Commission on Aging prior to COVID-19 and post-COVID-19, virtual meetings with these Commissions, virtual public meetings with identified stakeholder groups and the community. Meetings and presentations focused on (1) informing the community of past and existing efforts to address previously identified housing needs, identified housing needs based on current demographics and anticipated resources and (2) hearing from the community their top priorities in terms of housing needs by income group or targeted population and to identify/refine possible housing policies/programs to address the specific needs and any geographical/locational considerations.

Through the online survey and meetings opportunities to provide feedback was made available to a wide range of persons and stakeholders. These approaches allowed the City to collect qualitative and quantitative responses, which were used to inform and prioritize policies. Outreach methods were varied to help capture the greatest number of participants, since the Housing Element is a citywide document.

Despite the City's efforts in advertising of its surveys and meetings, participation from its citizens and stakeholders was limited. With a "meeting the community where they are" model of engagement, in a post-COVID 19 environment, the engagement results took on an emotional and personal perspective. With over 45 percent of Chula Vistans low income, with the highest COVID-19 infection rates occurring in zip codes 91910 and 91911 of Chula Vista, and a higher unemployment rate than the region, the priority of Chula Vista residents and those that serve them are on essential daily living from maintaining a home given the financial impact of COVID-19, managing a home life with children at home distance learning, ensuring food and nutrition, and maintaining or gaining compensated employment all while trying to ensure their health and safety. To fill the gap of direct participation by residents, the City relied on discussions with its community stake holders and service providers who generally serve the City's lower income and underrepresented population groups for input.

Through its efforts, the City received more than 200 comments, had nearly 260 online participants, and engaged in-person prior to COVID-19. Most Chula Vistan's agree that housing affordability and homelessness are urgent concerns that need to be addressed and that a top strategy to solving these issues is improvements to City processes to increase the overall supply of housing. The results are summarized and displayed below and organized by the outreach methodology.

1.2 Online Survey

Staff developed an online survey with 16 questions; 15 multiple choice and 10 of them with a comment or other (specify) section. The multiple-choice questions were designed so respondents would have to prioritize the most urgent barriers, issues, and challenges related to various housing topics. The comment or other section were included so respondents could add anything that they thought was missing in the multiple-choice lists and to provide additional thoughts or ideas.

The online survey was available in English and Spanish and was open for four months, from May 4th, 2020 to September 4th, 2020. The survey was anonymous, but respondents were asked to provide the zip code associated with their permanent residence. Approximately 44.9 percent of respondents reside in the area code 91911; 38.5 percent of respondents reside in the area code 91910; 10.2 percent of respondents reside in area code 91913; 2.7 percent of respondents reside in area code 91914; 2.7 percent of respondents reside in area code 91902 and the remaining respondents with less than 1 percent participation reside in 91915. The following is a summary of responses to each question, including all comments the City received via the online survey.

APPENDIX G - PUBLIC ENGAGEMENT AND INPUT SUMMARY

Q1. Survey in English or Spanish?

Answer Choices	Responses	
Image 1 (English)	81.78%	211
Image 2 (Spanish)	18.22%	47

Q2. All survey responses are anonymous, and no effort will be made to identify respondents. Which of the following best describes you?

Answer Choices	Responses	
Chula Vista Resident	184	82.5%
Chula Vista Business Owner	8	3.6%
A representative of a service agency serving Chula Vista residents	16	7.2%
If you work or have a business in Chula Vista, do you represent a business/commercial, non-profit/social service provider, or other (please specify)?	15	6.7%

Q3. What is your age?

Answer Choices	Responses	
Under 18	1	0.4%
18-24	7	3.5%
25-34	50	24.8%
35-44	47	23.3%
45-54	43	21.3%
55-64	32	15.8%
65+	22	10.9%

Q4. Please provide your zip code.

Answer Choices	Responses	
91910	72	37.5%
91911	74	38.5%
91913	19	9.9%
91914	5	2.6%
91915	17	8.9%
91902 (Chula Vista residents)	5	2.6%

Q5. What is your current housing situation?

Answer Choices	Responses	
Own my home	87	43.1%
Rent	103	51%
Unsheltered/without a home	0	0%
Other (please specify)	12	5.9%

Q6. Please rate the importance of the following factors to you when choosing a home?

	Not a decision factor	Low	Medium	High	Total
Monthly housing cost	6 (3%)	11 (5.5%)	46 (22.9%)	138 (68.7%)	201
Close to employment or job	35 (17.4%)	30 (14.9%)	93 (46.3%)	43 (21.4%)	201
Neighborhood safety	7 (3.5%)	4 (1.9%)	48 (23.8%)	143 (70.8%)	201
Features of the house (size, age)	11 (5.4%)	26 (12.9%)	101 (50%)	64 (31.7%)	201
Close to parks, or other green space	23 (11.4%)	34 (16.9%)	94 (46.8%)	50 (24.9%)	201
Walkability of the neighborhood	13 (6.5%)	20 (10%)	85 (42.3%)	83 (41.3%)	201
Close to shops and services	16 (8%)	28 (13.9%)	90 (44.8%)	67 (33.3%)	201

Community and neighborhood feel	9 (5.3%)	8 (4.7%)	85 (50.3%)	98 (39.6%)	201
Close to bus/transit stop	56 (28.1%)	42 (21.1%)	62 (31.2%)	39 (19.6%)	201
Reputation of public schools	45 (22.4%)	18 (9%)	64 (31.8%)	74 (36.8%)	201
Accessibility (for seniors or persons with disabilities)	52 (26%)	38 (19%)	55 (27.5%)	55 (27.5%)	201

Q7. Please rate the importance of the following factors to you when choosing a home?

Answer Choices	Responses	
Yes	70	34.7%
No	118	58.4%
I don't know	14	6.9%

Q8. In your opinion, what do you think is the biggest reason housing is too expensive for people?

Answer Choices	Responses	
Not enough good paying jobs to afford costs of housing	37	18.3%
Not enough housing built for everyone	24	11.9%
Not enough housing at different price levels that people can afford	105	52%
I don't know	11	5.4%
Other	25	12.4%

Q9. What do you think are the most important housing problems in Chula Vista? (Please choose up to 3)?

Answer Choices	Responses	
Not enough housing being built for everyone	81	13%
Not enough affordable rental housing	148	23.7%
Cost of housing near good jobs, schools and services is too high	106	17%
Can't afford to buy a house	123	19.7%
Overcrowding (too many people living together)	53	8.5%
Repair or preserve existing affordable housing	32	5.1%
Unsheltered/Homeless	57	9.1%
I don't know	9	1.5%
Other	15	2.4%

Q10. What do you think is the best way to help people who are homeless?

Answer Choices	Responses	
Provide housing and the support services they need	59	29.2%
Increase the affordable housing	34	16.8%
Connect the homeless to assistance and services	51	25.2%
Increase addiction and mental health services	34	16.8%
Increase outreach from trained service workers	16	7.9%
I don't know	8	4%

Q11. Buying a home today is difficult for many. What do you think is the biggest barrier to buying a home?

Answer Choices	Responses	
Houses cost too much	121	57.3%
Available houses in my desired area	4	1.9%
Available houses in my price range	28	13.3%
Down payment	30	14.2%
Difficulty getting a loan	15	7.1%
I don't know	5	2.4%
Other (please specify)	8	3.8%

Q12. Many people have a hard time finding a good quality home. What do you think is the biggest barrier to finding good quality housing?

Answer Choices	Responses	
Only low quality housing is available in my price range	52	25.7%
Not enough housing to fit the size of my family	8	4%
Not enough housing in my price range where I want to live	89	44.1%
Not enough housing for persons with disabilities	3	1.5%
Not enough housing for seniors (62 years or older)	12	5.9%
Discrimination (e.g. based on race, family status, disability income, etc.	10	5%
I don't know	15	7.4%
Other	13	6.4%

Q13. Sometimes people have to move out of their home or neighborhood. What is the biggest reason why people may have to move?

Answer Choices	Responses	
Rent keeps increasing	142	70.3%
Lease is terminated	4	2%
Eviction	0	0%
Maintenance issues aren't being fixed	3	1.4%
Not enough housing in my price range where I want to live	34	16.8%
I don't know	10	5%
Other (please specify)	9	4.5%

Q14. Senior citizens are a growing population group. What is the best way to address the housing and living needs of senior citizens?

Answer Choices	Responses	
Fix and repair the home for the needs of an older person	21	10.4%
Help paying the housing cost	24	11.9%
Construction of more retirement communities	22	10.9%
More affordable housing designated for seniors	88	43.6%
Connect seniors to alternative living situations like shared living spaces	13	6.4%
Down-sizing or relocation assistance	13	6.4%
I don’t know	16	7.9%
Other	5	2.5%

Q15. As the economy and population grows and changes, more housing is needed. What housing types do we need more of in Chula Vista? (Please choose up to 3.)?

Answer Choices	Responses	
Single family homes	113	18.4%
Condos/Townhomes	86	14%
Apartments	65	10.6%
Mixed-use (housing mixed with commercial/office/retail)	39	6.4%
Senior housing	67	10.9%
Assisted living	29	4.7%
Mobilehomes	16	2.7%
Energy-efficient homes	60	9.8%
Low-cost/affordable housing (below the current market price)	138	22.5%

Q16. What do you think is the best strategy to build more housing for our growing population? (Please choose up to 3.)

Answer Choices	Responses	
Improve governmental approval processes for new housing	133	22.9%
Build more housing near transit (e.g. trolley stations and bus stops)	75	12.9%
Build more housing near jobs, schools or services	117	20.2%
Allow buildings with more housing units	61	10.5%
Encourage second units in the backyard or attached to a house	72	12.4%
Build more compact efficiency size units	71	12.2%
I don't know	28	4.8%
Other	23	4%

Q17. Thank you for your input! Would you like to be added to an interest list to stay informed?

Answer Choices	Responses	
Yes	94	46.5%
No	108	53.5%

Survey Question Comments

Q2. Comments
Real Estate and lending
Non-profit
Cost of quality housing is too high
Health Care
Housing Developer
SBCS
Social Services

Q5. Comments
Own mobile home, rent space
Living with relatives
Forced to live with family because how expensive housing is.
Live in a one bedroom, 8 of us living there due to lack of enough financial resources, I have medical challenges on dialysis, and hygiene issues due to lack of space, for self-care.

Q6. Comments
Affordable, safe, inclusive, community events to connect neighbors
Low gang violence
Family in the area
Single Family Residences! No apartment or condominium complexes.

Q8. Comments	
Q-8-1	Demand to live here
Q-8-2	There is plenty of apartments and vacancies but rents continue to increase every single year. There is no home for sale that is affordable to the first time buyer. In fact, in a quest for a lower price for a home, the demand for smaller homes drives up the cost per square foot higher than it is for medium size homes. The market is taking advantage of the poor.
Q-8-3	There is no regulation on how much renters can charge for housing
Q-8-4	Rent increases with no improvements, all options above
Q-8-5	When minimum wage goes up, so does the cost of living and rent
Q-8-6	All 3 above + Not enough good paying jobs "IN" Chula Vista. Good Paying job = enough to afford housing in a bedroom community.
Q-8-7	Rent is too high everywhere
Q-8-8	People make poor life decisions and mismanage their money
Q-8-9	Property taxes are extremely high.
	Price gouging, single family homes compared to multifamily homes
	Not enough good paying jobs and not enough price levels that people can afford
Q-8-12	Fine weather raises the price of the land.
Q-8-13	Not enough affordable housing and very difficult the process to rent

Q-8-14	Our family is renting a 3-bedroom townhouse. It's worth $510,000. We're now purchasing a new 2500 sq ft house in Augusta, GA: Yard. Coffered ceilings. crown molding. Neighborhood with trails, playgrounds, and a pool. The elementary school only has 571 kids and it outranks 91% of other GA schools. We're paying $294,000. I don't know why anyone would buy in CV. The homes look like cement blocks. Human trafficking that no one's talking about. Drugs. Gangs. The annual income isn't much different than incomes in the South. The only way most people make it work here is by living with multiple people. But San Diego is coastal. The weather (in some areas) is perfect. The demand is there, and people are obviously buying.
Q-8-15	Inflated home values for very old homes. Not enough new single-family residences being built.
Q-8-16	Overpriced housing compared to wages
Q-8-17	Homes built only to be brought and then used as Rentals

Q9. Comments
Student Housing Needs
Developers build in phases. To get the price they want. There will never be enough new homes (oversupply) to drive the price down
The greedy landlords or whomever is on top of them establishing how much rent should be charged. The bureaucracies around being able to lower rent. Who says or establishes what the minimum rent should be? And that there is no limit to it.
housing discrimination. Landlords to trust families with housing vouchers
CV lacking nice but affordable single story housing seniors.
Not enough affordable housing to Buy
Chula Vista keeps approving new neighborhoods, while increasing taxes (promising more police officers--FILLED POSITIONS--and schools) but you're not. You can't even provide someone to direct traffic at each school. Your government should be ashamed. Corrupt dirtbags.

Q 11. Comments
Is the monthly mortgage payment add property taxes and Mello Roos and HOA
The amount of housing available is far lower than the number of people that need it.
People think they are owed things rather than working hard, saving up and buying what they can afford

Q12. Comments
Not enough housing built for number of people in area
Too expensive
Good quality housing in good neighborhoods is only for those who can afford it.
Low wage jobs do not align with housing costs -rental or purchase
Too many people in California. Hard reality is some people need to move elsewhere. They aren't entitled to California
Builders use cheap materials to line their pockets, yet the small townhomes (like ours!) is priced at $510,000+. Quality and integrity is rare for developers and builders.... and the Chula Vista government.
Homes brought only to use as rentals and the people who want to buy to actually LIVE in that home lose out

Q13. Comments
Not enough housing built for number of people in area
Loss of income
A good paying job in a city with low cost of living
Low wage jobs do not align with housing costs -rental or purchase
Gentrification

Cost of living & taxes continue to rise disproportionately.
Crime

Q14. Comments
More housing built that suit the needs of seniors
Options above to fix and repair, and downsizing relocation assistance
Construction of NICE senior homes & mobile home park.
Low wage jobs do not align with housing costs -rental or purchase
More affordable housing and alternative living situations

Q16. Comments	
Q-16-1	Allow more developments
Q-16-2	Buy broken homes to build new multi unit/ multi level homes in their place.
Q-16-3	Put a rent limit; bring rent down; and raise wages... Minimum wage is not enough.
Q-16-4	We don't need more housing. The crime has been going up with all this increased housing and "mixed-use" living with public transportation being built. We need less people and more space as COVID19 has proven so people don't have a place to live will need to move elsewhere. Stop packing us on top of each other when there are other places to go!
Q-16-5	More single level homes/condos/mobile homes for seniors.
Q-16-6	Actually, your problem is developing more homes with no plan for police, schools, and teachers. Tackle that first, then move on to building more. But I want to know why our taxes are increased and you do NOTHING to make sure we're safe and have good schools with small classroom sizes. "But we created positions." Yeah, but did you fill them? Again, you should be ashamed of yourselves.
Q-16-7	Convert unused commercial property into residential zones. Order the school districts to adopt distance learning permanently so that school grounds can be converted to new neighborhoods and family recreation areas. Work to approve first time homebuyers at middle income brackets with down payment assistance.

Q16. Comments	
Q-16-8	Attract better jobs to Chula Vista. Will also help with traffic.
Q-16-9	STOP building more Office Buildings WE DON'T need them and then Use those areas for HOMES that we do need
Q-16-10	Small homes that can still fit a family of four or five with walk ability and green space. Think older Eastlake Greens areas smaller homes, green space, parks. Just because people are on fixed income doesn't mean they want bad neighborhood. Think older Tierrasanta neighborhood same concept smaller homes still nice walkable communities. I don't necessarily want to live in mixed use or totally dense neighborhood because I am low income. I want parks, trees, green space, nature access to trails. Why do you think so many people want tiny homes I don't but I rent in Eastlake Greens Championship golf area it's small homes but it's livable and we can walk places. I lived in Tierrasanta before this and same concept.
Q-16-11	For the love of god, stop building apartments. This is coming from someone who lives in apartments. There are way too many apartment complexes.

1.3 Public Meetings

To inform decisionmakers and the public about the 6th Cycle Housing Element and the opportunities to provide input, City staff gave informational presentations at various public meetings. Prior to and Post-COVID-19, City staff presented at public meetings of several City Commissions. With 23 Commissions, the City leverages its Commissions meetings and its members, who are considered active community members with broad circles of influence to provide information and bring forward community values and input they may hear and discuss with other community members. Invitations to the Housing Element Online Survey and public meetings were provided to all Commissions. City Staff provided presentations, responded to questions and accepted comments to the following Commissions:

- Joint meeting of the Planning Commission and Housing Advisory Commission on October 23, 2019 – At this publicly noticed meeting, City staff presented the 6th Cycle Update process. The meeting provided an opportunity for the Commission to review the RHNA

allocation, learn about the Housing Element process and requirements, review data, provide input related to housing issues, and receive public comment.

- Joint meeting of the Planning Commission and Housing Advisory Commission on June 24, 2020 - At this publicly noticed meeting, City staff provided an update of the current status of the 6th Cycle Housing Element Update process. The meeting provided an opportunity for the Commission to review data, receive public comment and provide direction to staff on housing issues and policies of the Housing Element.
- Housing Advisory Commission meeting of July 24, 2019 – At this publicly noticed meeting, City staff provided an overview of the RHNA and Housing Element process and current housing legislation. The meeting provided an opportunity for the Commission receive public comment and provide direction to staff on housing issues affecting the community.
- Housing Advisory Commission meeting of January 23, 2020 – At this publicly noticed meeting, staff provided an overview of the City's 5-Year Consolidated Plan, its Assessment of Impediments to Fair Housing, and current housing legislation. The meeting provided an opportunity for the Commission receive public comment and provide direction to staff on housing issues affecting the community.
- Housing Advisory Commission meeting of October 28, 2020 – At this publicly noticed

meeting City staff provided an update of the current status of the 6th Cycle Housing Element Update process. The meeting provided an opportunity for the Commission to review proposed policies and programs for the 6th cycle Housing Element update, receive public comment and provide direction to staff on housing issues and policies of the Housing Element.

- Commission on Aging - On February 12, 2020 a publicly noticed meeting was held to discuss the RHNA allocation, understand the Housing Element process and requirements, review data, receive public comment and provide direction to staff on housing issues and policies of the Housing Element.
- Growth Management Oversight Committee meeting of September 17, 2020 - This publicly noticed meeting provided an opportunity to the Committee to hear an update on current housing legislation, the Housing Element process, policies and status of the 6th Cycle Housing Element Update process and allowed the Commission to review data, receive public comment and provide direction to staff on housing and its impact on quality of life of the community.
- Development Oversight Committee was provided a presentation on RHNA and the kickoff the Housing Element 6th cycle and on January 28, 2021 was provided an overview of the Housing Element and proposed Housing Element policies and programs, particularly those that were being revised and new to the 6th cycle related to recent housing legislation.

The City hosted four online meetings with stakeholders and community organizations on August 20 and 24, 2020. Attendance for all events were low with three to five persons attending each event.

On August 20, 2020, City staff hosted two meetings for community stakeholders, one for market rate and affordable housing developers and other housing industry professionals and one for social service providers, advocates and educators. Over 40 developers and organizations were mailed invitations, a Public Notice was circulated for both meetings and the meetings were advertised on the City's website.

On August 24, 2020, City staff hosted online meetings with the public both in English and Spanish. Advertisement of these meetings were placed in the City's newsletter, on its website and posts

on the City's social media (Facebook, Twitter and Instagram). Invitations were forwarded to City Commission members for themselves and to forward to other interested community members.

1.4 Consultations

The City of Chula Vista communicates and collaborates on an ongoing basis with social service providers and advocacy groups. Through these partnerships, a number of discussions took place during the course of the Housing Element update process, related to current and ongoing housing concerns and needs of the Chula Vista community, particularly for lower income and underrepresented populations groups. These organizations included South Bay Community Services, the largest social service provider serving clients within the South Bay region, Alpha Project, the Regional Taskforce on the Homeless, Building Industry Association and Pacific Southwest Association of Realtors.

1.5 Website

During the development and review of the 2021-2029 Housing Element, the City created and maintained a section of the city's website dedicated to the housing plan update. This section provided easy access to information on the project, including the Housing Element Overview, meetings, Frequently Asked Questions, and copies of the document.

https://www.chulavistaca.gov/departments/development-services/housing-element-update

1.6 Other Outreach

In addition, to the 6th Cycle Housing Element Update, the City conducted additional outreach to the Chula Vista community, including the following actions:

- Consolidated Plan - The 5-Year Consolidated Plan is a planning document that identifies needs within low-to moderate- income (LMI) communities and outlines how the City will address those needs as required to participate in the Community Development Block

Grant Program and other Department of Housing and Urban Development funded programs. It guides investments and helps achieve HUD's mission of providing decent housing, suitable living environments, as well as expanded economic opportunities for LMI populations. During the development of the Consolidated Plan, public meetings with the Housing Advisory Commission (January 23. 2020) and City Council (March and June 2020) to identify the City's most pressing community needs. In addition, a community needs on-line survey was offered in English and Spanish which returned 260 responses. The City maintains a webpage for Community Development Block Grant Program with a copy of the Consolidated Plan and information about the program: https://www.chulavistaca.gov/departments/development-services/housing/federal-grants.

- Special Fair Housing Outreach – In addition to the Housing Element workshops, community workshops, targeted stakeholder interviews to service providers and local organizations, and a fair housing survey was conducted in Spanish and English as part of the development of the San Diego Regional Analysis of Impediments to Fair Housing (AI). Public notice and additional outreach for each community workshops held in Chula Vista and National City and surveys were circulated in the Winter 2019-20 through local service providers and made available on the City's Fair Housing webpage and at City Hall. In addition, Fair Housing educational brochures were developed and made available online and in City Hall. The City maintains a webpage on Fair Housing:

https://www.chulavistaca.gov/departments/development-services/housing/fair-housing

1.7 Public Review of 2020 Draft

A draft version of the Housing Element was released for public review on December 4,2020 along with the draft Negative Declaration. Staff requested that the public submit their comments on the draft Negative Declaration and the Housing Element no later than January 4, 2021. This Appendix contains a summary of all public comments and input regarding the Housing Element received by the City at scheduled public meetings, surveys, questionnaires, and during the public review period. As required by Government Code Section 65585(b)(2), all written comments regarding the Housing Element made by the public have previously been provided to each

member of the City Council. [Note: This section to be updated prior to adoption to include additional public meetings and outreach.]

1.8 Conclusion

The outreach conducted for the update to the Housing Element provided City staff with insightful information on the housing needs of Chula Vistan's. The individual perspectives of a wide-range of participants helped to provide the framework for which the policies in the Housing Element were built upon. Additionally, the release of the draft Housing Element provided a means for stakeholders to react to specific policies. Much of the feedback received was related to assistance for those most economically vulnerable, the homeless and extremely low and very low income households. Many within the community stressed that housing, particularly homeownership, is far from affordable and more must be done to increase housing production, particularly near transit and jobs and at varying price points, to meet the future needs of Chula Vista.

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2.0 SUMMARY OF COMMENTS AND THEMES

Housing Issues

- COVID-19 has exacerbated an already tough housing market.
- Affordable housing should be available throughout the City.
    - The Bayfront should provide inclusive housing for all income groups.
    - Do not waive the requirement in the western area (west of I-805) of the City.
- Housing is not affordable anywhere, particularly for homeownership.

Homelessness

- Domestic violence has increased as a result of stay at home orders and financial and emotional stress of COVID-19 leading to an increase in families fleeing the home.
- Once the State's eviction protections expire, we may see an increase in homelessness.
- During COVID-19, we are seeing more RVs and cars parked on the street with people residing in them.
- No where for the homeless to go under COVID-19.
- Encampments and resulting trash is growing with calls from the community increasing.
- A shelter is needed but more permanent solutions are also needed. The homeless need an exit out of the shelter strategy such as transitional housing and permanent supportive housing.
- Case management is needed to help the homeless maintain stable housing.
- There will always be some homeless that are service resistant.
- You need to address the underlying issues to be able to get into shelter and housing and to maintain it.
- A growing number of students at Southwestern College are homeless, living in their cars, or "couch surfing" or struggling to maintain decent and affordable housing. There is nothing affordable for them, particularly near Southwestern College.

Priority Populations

- Nearly all of the clients seen by South Bay Community Services and Family Resource Centers are extremely low and very low income households and are in need of housing.
- Homeless, medically vulnerable, seniors and vets

Housing Programs

- Rental Assistance and Eviction Protections
  - Rental assistance for extremely low and low income households, especially now due to the financial impacts of COVID-19.
  - People don't know their rights under the laws.
  - Some people are taking advantage and are just not paying their rents.
  - Everyone is struggling, renters and small property owners. We need to be cognizant of all perspectives and sometimes the unintended consequences.
- Permanent supportive housing, transitional housing, emergency shelters and acquisition and rehabilitation of existing housing or motels for the homeless.
- Revisit the City's Balanced Communities/Inclusionary Housing policy
  - Allow developers to meet their obligations off-site or through alternative means
  - Housing development projects should not be exempt from the City's Balanced Communities policy
- Needs of Seniors
  - Creative and alternative housing solutions for seniors
  - Help keep seniors in their homes.
- Housing Production
  - Both incentives and mandates for developers are needed to provide low to moderate income housing.
  - Middle income households are struggling as well and need appropriately priced housing
  - For future housing development projects, City staff could include in its report, the percentage of affordable housing units within the project and how the housing development meets the City's regional housing needs.
  - While density bonus and incentives help a bit, reductions in development impact fees would have more of an impact on the cost of development.
  - With the financial impact of COVID-19, potential may be available to look at struggling commercial properties for residential use.

- Homebuyer programs
  - All households, inclusive of low to moderate income households, should be able to obtain homeownership.

2.1 Public Comments on 2021 Draft Housing Element

From: Mitchell Thompson <mitchthompsonmitch@gmail.com>
Sent: Monday, June 15, 2020 3:57 PM
To: Leilani Hines <lhines@chulavistaca.gov>
Subject: Re: Chula Vista Needs your Housing Input - Necesitamos tu opinion

Leilani,

I am on the Southwestern College Foundation Board of Directors. We set up a Housing Subcommittee about a year ago. We (Southwestern College) did a student needs analysis that was completed a couple of months ago. A lot of it ended up focusing on student housing needs. We want to make sure that we make that information available to the City and are hopeful the City can incorporate student housing needs into its housing element needs analysis. I am not sure if you are aware, but the governing board in the next year wants to look at student housing needs and figure out what things we can do to meet that need. Because of the timing, we want to make sure we don't overlook providing input into the Housing Element as it only comes around every 10 years.

At some point, we should get together to discuss more thoroughly and you can guide us on the best way to provide input.

Mitch

On Mon, Jun 8, 2020 at 5:01 PM Leilani Hines <lhines@chulavistaca.gov> wrote:

Thank you for your inquiry Mitch. At this point, the COVID-19 issues have really affected what we have been able to do and how to move forward on citizen participation. We kicked off things with the attached email and survey. With the Commissions now getting underway with virtual meetings we will be doing a workshop with the Planning Commission and Housing Advisory Commission on Wednesday, June 24th. This will be our test run for then holding some meetings with the community and various stakeholders. However, any stakeholder and/or citizen can simply send us their comments and thoughts as well via email, mail or a one-one meeting with us.

Let us know if there is anything further we can do to facilitate conversations as well as the appropriate person at Southwestern College this type of matter should be forwarded to.

Leilani

From: Mitchell Thompson <mitchthompsonmitch@gmail.com>
Sent: Monday, June 8, 2020 2:01 PM
To: Leilani Hines <lhines@chulavistaca.gov>
Subject: Re: Chula Vista Needs your Housing Input - Necesitamos tu opinion

Leilani,

What's the timing on people/organizations providing input into the housing needs for the updated Housing element. The southwestern college foundation has been looking at housing needs for the campus the last couple of years. I am hopeful the Housing Element could have some identification of student housing related to southwestern college.

Mitch

On Tue, May 19, 2020 at 1:44 PM Leilani Hines <lhines@chulavistaca.gov> wrote:

Please feel free to share with your circles of influence

From: Sofia Salgado Robitaille <srobitaille@swccd.edu>
Sent: Wednesday, June 24, 2020 11:14 AM
To: Leilani Hines <lhines@chulavistaca.gov>
Subject: Housing input from Southwestern College

Hello Ms. Hines. Hoping this email finds you doing well.

Please see attached letter with input for the City of Chula Vista's Housing Element report. We understand there is a special meeting of the Housing Advisory and Planning Commissions tonight… we hope this letter will be submitted and considered.

Let me know if you have any questions. We appreciate your time and consideration.

Warm regards,
Sofia

Sofia Salgado Robitaille
Executive Director
Office of Development and Foundation

Southwestern Community College District
900 Otay Lakes Road, Room 12-103
Chula Vista, CA 91910
Cell: 619.743.1604

SWC SOUTHWESTERN COLLEGE

SOUTHWESTERN COMMUNITY COLLEGE DISTRICT GOVERNING BOARD

Nora E. Vargas
Governing Board President

Governing Board
Nora E. Vargas
Tim Nader
Roberto Alcantar
Leticia Cazares
Griselda A. Delgado

June 22, 2020

Leilani Hines
Housing & Neighborhood Services Manager
City of Chula Vista, Housing Division
276 Fourth Avenue
Chula Vista, CA 91910

Dear Ms. Hines,

Southwestern College has been evaluating student housing needs over the last several years. In 2019, the governing board commissioned the Community College Equity Assessment Lab (CCEAL) to conduct a student survey and better identify the scope of need. The results of that survey are attached for your reference. Please allow us to bring to your attention a few of the important findings in the report:

1. Four major insecurities focused on in the research were food, housing, transportation and employment. Overall 52.3% of the students we serve suffer from these insecurities with 54.2% suffering from two of the four.
2. Types of housing instability include sleeping in garage, car, closet, outdoors and on-campus. As well as between family or friends homes.
3. Of the students who chose Housing instability as an insecurity, 21.7 were not on track to achieve educational goals, 86.7 reported high stress and 70.3 stated it affected their performance.

The data is important, and we feel that a personal story will help enlighten the plight our students confront every day. This student uses our gym for showers, receives assistance from our Jag Kitchen/Pantry and lives in an RV.

> "When I started my journey as a freshman at Southwestern, my family and I unfortunately became homeless. I was in an accident where I needed to stay in the hospital for a week. With my luck that week so happened to be finals week. So I failed my first semester. I returned within a year after my recovery. I thought I didn't have a place to call home, but every day I would go to the Jag kitchen because everyone made me feel like I was family. The very first day I walked in the Jag kitchen, I felt like I was at home and loved. I have accomplished so many great opportunities in my education, all because the amazing staff at the Jag kitchen. My future goals are to obtain a bachelor's in accounting at San Diego State. One day I will like to give back to those who have been there for me. Thank you!"

While deeper evaluation is warranted, it is clear to us that students are experiencing a range of housing challenges and those challenges are barriers to student success. In addition to this study, the Southwestern College Foundation Board has established a Housing Subcommittee to support the governing board in further exploring potential solutions.

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The City of Chula Vista is beginning the process of updating its General Plan and the Housing Element of the General Plan. The 1999-2004 Housing Element identified "Special Needs Groups" and actually included a section devoted to "Students". At that time, it was indicated in the Housing Element that "'...when surveyed about their housing needs, none indicated a need for housing." The 2013-2020 has almost no mention of student housing needs and no programs or policies to promote student housing needs. In reviewing that latest plan, we note a number of areas that could have been enhanced to address student housing needs and suggest that the new Housing Element include the following:

Part 1 - Overview: Key Issues & Approach

1. Section 2.0, Community Factors. Please include a statement that the City has a large university which results in a large demand for housing related to the university, particularly in the area in close proximity to the university.
2. Section 2.2.2 Rental Housing. Include a statement that student housing creates an additional demand on rental housing and a need to create rental housing opportunities near the university.
3. Section 2.3 Who are the Residents. Add a Section 2.3.4 Special Needs – Students who are low-income who need housing to provide them with stability to complete their education.
4. Section 2.4.1 Housing Unit Type. Include a section on Student Housing
5. Section 3.1 Available Financial Resources. Include a section discussing available financial resources for student housing.

Part 2 - Overview: Policy & Implementation

6. Objective H5 - Encourage a Wide Range of Housing Choice.... Add a section related to Student Housing
7. Objective H6 – Promote the Development of a Variety of Housing choices to Meet Special Population Groups. Add a discussion about student homelessness. Section 6.2.2 Shared Housing. Add a discussion about shared housing opportunities for students.
8. Policies and Programs - H 7.1. Add a section 7.1.8 Student Housing

Part 3 - Overview: Quantified Objectives

9. Section 2.0 Include a quantifiable objective for student housing.

Appendix A. Community Profile. Include information about students in community profile.

In summary, based on preliminary information, we presently believe that housing is an acute need for many students at Southwestern College and that the previous statement does not reflect today's reality. Therefore, we believe the City's Housing Element should identify that specific need and analyze policies, programs and resources to address those needs. We stand ready to provide you with any information we might have that will help you in this endeavor. With approximately 28,000 students, Southwestern College is the only public institution of higher education in the southern part of San Diego County. Southwestern has, and will continue to have, a sizable impact on the City of Chula Vista, including impacts on the City's housing.

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In conclusion, we ask that the City please incorporate student housing needs into its upcoming Housing Needs Analysis with hopes that affordable housing financial resources may be secured to meet the challenges and insecurities our student body is facing.

Thank you for your consideration,

Nora Vargas President Southwestern College Governing Board	**Dr. Kindred Murillo** President/Superintendent Southwestern College	**Lisa Johnson** Board Chair Southwestern College Foundation

Reference resources:
https://www.huduser.gov/portal/periodicals/insight/insight_2.pdf
"Student Food and Housing Insecurities Survey Findings," CCEAL

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From: Jo Anne Springer <luvwhales1@gmail.com>
Sent: Friday, August 28, 2020 3:04 PM
To: Leilani Hines <lhines@chulavistaca.gov>
Subject: Re: Housing Element Presentation

Thank you, Ms. Hines, for your efforts on my behalf. I would like to ask if my comments (below, original email) were passed along to the Council members for consideration or not? Despite the best efforts of the IT team and Microsoft, the Cisco Web-ex is far from ideal, and at least some percentage of interested attendees are going to be hampered. I would really like to see the City be as constrained regarding new developments as are most businesses within it. I realize that pure *governing* cannot be placed in abeyance during this pandemic, but much of the decision making, especially regarding new developments, certainly can be. Yes, I realize that companies *outside of the City* will be hampered, but giving them preference over the disadvantages of local enterprises has the distinct appearance of misplaced priorities. I would greatly appreciate learning if my viewpoint has been shared or if I need to send separate emails to the council members.
Thank you again for all of your help and offers to directly answer questions.

Jo Anne Springer

On Thu, Aug 27, 2020 at 5:09 PM Leilani Hines <lhines@chulavistaca.gov> wrote:

Thank you Ms. Springer for attending our meeting but more importantly for your comments on the Housing Element and the technical problems. We learned a lot in both areas. I wanted to assure you that we did speak with our IT Director about issues we had and how we can improve. Unfortunately, we are limited to Cisco WebEx and Microsoft Teams for our virtual meetings. I do recognize that the technical difficulties experienced impacted the ability to effectively participate in the meeting. Please let me know if you or others would like to talk further. Additionally, please feel free to provide written comments as well. Your voice matters to us and we would like to hear more and be able to answer your questions. I am also attaching the link to the Housing Element Update website at https://www.chulavistaca.gov/departments/development-services/housing-element-update for more information.

Looking forward to speaking with you.

Leilani Hines | Housing Manager | Development Services Department
276 Fourth Avenue | Chula Vista, CA | 91910 | ☎: 619.691.5263 | 🖷: 619.585.5698 | ✉: lhines@ chulavistaca.gov

For more Housing information please visit us at: www.chulavistaca.gov/housing

Our mission is to equip and empower Chula Vista's diverse residents with information and the resources to build strong families and to strengthen the social and physical fabric of the community.

From: Jo Anne Springer <luvwhales1@gmail.com>
Sent: Monday, August 24, 2020 7:47:50 PM
To: Jose Dorado <JDorado@chulavistaca.gov>
Subject: Re: Presentation

Jose,

Thank you for sending me the presentation.

That said, the meeting itself was just awful. I don't know if Cisco webex is an inferior product or not, but I have attended many Zoom meetings of varying numbers of participants, and those meetings were easy to follow, both audio and video were clear and easy to establish as was the ability to mute, unmute, and ask questions. I have no idea what happened to the question I attempted to submit to this meeting, but it was never acknowledged as received, let alone addressed. Nor do I know if anyone else had a similar frustrating experience. As a means of allowing citizens input regarding City plans, this almost seems intentionally designed to prevent exactly that. So many businesses have had to close or severely curtail their activities due to the covid virus. If the City is unable to provide a real means of two-way communication with concerned citizens, then it, too, should be similarly constrained and table all decision making until it can *safely* resume good two-way communications with its citizens. I would appreciate your assistance in having that perspective known to city officials.

Jo Anne Springer

SAN DIEGO HOUSING FEDERATION

3939 Iowa Street, Ste. 1
San Diego, CA 92104
Phone: (619) 239-6693
Fax: (619) 239-5523
www.housingsandiego.org

January 4, 2021

Mr. Scott Donaghe
Principal Planner
City of Chula Vista
276 Fourth Avenue
Chula Vista, CA 91910
Submitted via email: sdonaghe@chulavistaca.gov

Re: Draft 6th Cycle Housing Element

Dear Mr. Donaghe:

On behalf of the San Diego Housing Federation, we are writing to provide comments and feedback on the draft 6th Cycle Housing Element for the City of Chula Vista.

The draft Housing Element contains several actionable items that will help Chula Vista make progress toward meeting its housing goals. In particular, the city's emphasis on by-right approval for affordable housing, enforcement of density minimums, and many efforts to address homelessness and the needs of unsheltered individuals are noteworthy. We applaud these components of the draft Housing Element and would like to make some additional recommendations to strengthen the plan's impact on achieving housing goals.

Implementing State Legislation
The San Diego Housing Federation was a proud co-sponsor of AB 1486, a bill that strengthened and clarified the state's Surplus Land Act. City implementation of this bill will advance Goal #2 to facilitate the construction and provision of quality housing to meet the city's diverse needs (HE-29). Identifying unused City-owned sites for housing can help to ensure the City is compliant with the State Surplus Land Act and helps support the development of affordable housing.

We are pleased to see Housing Program 3.6 included in this plan to update the City's Density Bonus Ordinance (HE-51). We recommend that the City move quickly to implement AB 1763, a bill we supported which provides a density bonus for developments that are 100 percent affordable, to serve as a tool for building affordable housing. The City should also work to implement AB 2345, a bill we supported that builds on the success of the City of San Diego's Affordable Homes Bonus Program (AHBP) by taking the program statewide. A report by Circulate San Diego, "Equity and Climate for Homes," found that 63 percent of AHBP projects were located in high and highest resource census tracts, demonstrating the program's role in affirmatively furthering fair housing.

Local funding for affordable housing

The draft Housing Element recognizes the need for funding to build housing that is affordable to low-income individuals and families and that federal and state funding is a critical piece to the resources puzzle. We recommend that the Housing Element specifically include a goal to prioritize funds made available through the Permanent Local Housing Allocation (PLHA), also known as the Building Homes and Jobs Act (SB 2, 2017), for the development of deed-restricted affordable housing. Maximizing the use of these funds to build housing for extremely low-, very low-, and moderate income households will help the City meet its RHNA obligations. Additionally, as local gap financing is critical, we encourage the City to consider dedicating former redevelopment funds, sometimes called "boomerang funds," as a local source of funding for affordable housing.

Affirmatively furthering fair housing and equity

As noted in the housing element demographics report (Appendix A-6), the City of Chula Vista is a diverse community that is predominately Hispanic. Especially in comparison to some other cities in the region, Chula Vista represents a good model for creating inclusive and racially diverse communities. However, the demographics report does not provide data on areas of concentrated poverty that would help Chula Vista identify where certain patterns of community segregation may exist. This information would be helpful for implementation of Housing Program 3.9 to track lower income housing units by District (HE-53) and advance affirmatively furthering fair housing goals.

We recommend that the City review the California Department of Housing and Community Development (HCD) 2020 Analysis of Impediments to Fair Housing Choice and include the recommendations and actions outlined in the report. We additionally recommend that the City work with HCD on AFFH recommendations as they relate specifically to Housing Elements and incorporate those recommendations in the plan.

Housing and Climate Change

Our September 2016 report, "Location Matters: Affordable Housing and VMT Reduction in San Diego County," found that lower-income households are more likely to live in transit-rich areas, own fewer cars, are likely to live in larger building and smaller units, all factors that make affordable housing near transit a key greenhouse gas reduction strategy. In addition, the City's Climate Action Plan calls for housing density near transit (Climate Action Plan Strategy Focus #7, page 8). However, the mentions of the Climate Action Plan in the Housing Element are in relation to energy efficiency measures and make no mention of dense, deed-restricted affordable housing as a greenhouse gas reduction tool. We urge the City to examine the role of affordable housing in helping the City to meet both its RHNA obligations and its Climate Action Plan goals.

We thank you for consideration of our feedback and comments. We appreciate the time and effort that Planning Department staff have dedicated to the draft Housing Element document

and look forward to supporting the City of Chula Vista in adopting a robust plan that will help to meet the City's housing goals.

Sincerely,

Laura Nunn

Laura Nunn
Chief of Policy & Education

San Diego's Voice for Affordable Housing