

Toolbox Tuesday's

Preparing for your Housing Element Update



Housing Element
Updates and the
5th RHNA Cycle

Again? | *Didn't we just do this?*



“I’m having déjà vu...”

- SB 375 Requirements
- Consistency with SCS and RTP process
- Planning Period is October 13, 2013 to September 30, 2021
- Carrot - Discretionary Funding source Eligibility
- Stick – “Builder’s Remedy” and Action to Compel Rezoning
- Take a look at your funding source for current Housing Element Programs – Does RDA ring a bell?

Getting Started | *Answer these questions*



- Is this an “in-house” update?
- Do you have the resources and time available?
- Do you have staff who have experience in an update process?
- Do you need the help of a consultant?

In-House | *A Recipe for Success*



- Understand time commitment!
- Not just about updating a current document
 - Outreach/Workshops
 - Hearings and Study Sessions
 - Site Analysis
 - HCD Review Process
 - CEQA Analysis
- Do you have your data ready to use
 - Permit Data (counting credits)
 - Entitlement Data (in the pipeline)
 - Parcel-level data (tax assessor role)

Budgeting | *Evaluating Costs & Time for the Update*



Influences to Cost:

- Completion of rezoning from last Update?
- The political environment
- Availability of Housing Data
- Staff Availability
- Environmental Review – Neg Dec vs. EIR

Budgeting | *Evaluating Costs & Time for the Update*

Large Jurisdiction

- Orange County
- 350,000 population
- 1,342 staff hours
- \$125k Budget

Medium-Sized Jurisdiction

- Riverside County
- 76,000 population
- 967 staff hours
- \$97k Budget

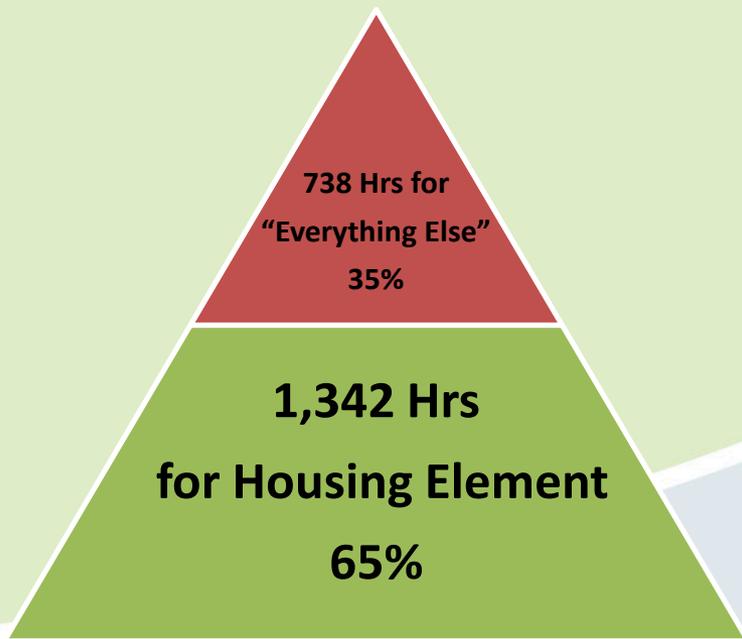
Small Jurisdiction

- Los Angeles County
- 36,000 Population
- 567 Staff Hours
- \$55k Budget

Getting a Sense of Cost and Time

- More cost-effective this round
- Review process may be less intensive if you don't have adequate sites issues
- Consultant Fees are more competitive today

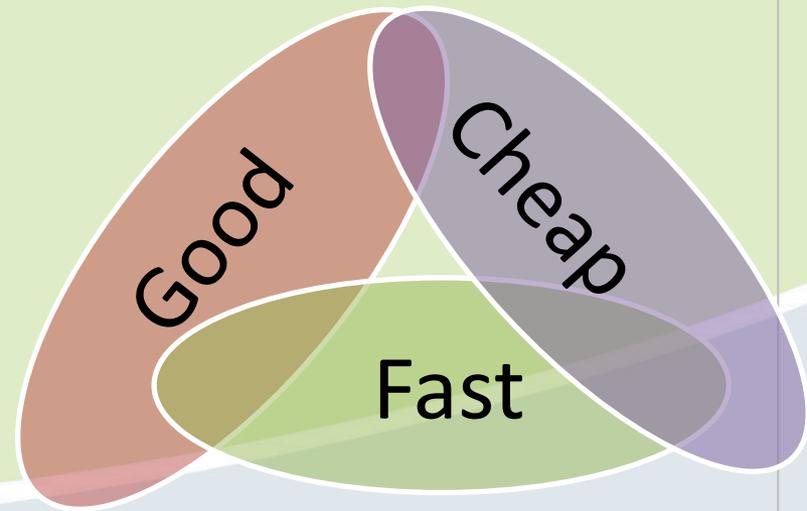
Budgeting | *Evaluating Costs & Time for the Update*



Full-Time Equivalent of 2080
Hours Per Calendar Year
Large Jurisdiction Example

- Housing Elements take time!
- Fiscal Environment may Reduce Available Funding
- Competitive environment means it is harder to find review consultant proposals
- Under Budgeted process is not good for anyone

Budgeting | *Getting the Most for Your Dollar*



The Most Important Euler Diagram You Will Ever Know

- Speed, Quality and Costs are all related
- Remember, you can never have it good, cheap and fast!
- Example: *“I can give you a cheap price and complete the effort quickly...but, it won't of high quality”*

Working with Consultants | *Ensuring Success*



- Do you need one?
- Ensure your RFP provides sufficient information for a quality response
 - Schedule
 - Meeting commitments
 - Need for technical analysis
 - Sites analysis
 - CEQA, etc.

Working with Consultants | *Ensuring Success*



- Avoid the “Change order” Trap
 - Detail deliverables
 - Assumptions of meetings and coordination with HCD
 - Staff Responsibilities and Consultant Assumptions
- Make Sure Your Consultant Works for You!
 - You focus on overall management
 - Avoid day-to-day work efforts
 - Ensure your consultant provides data needs up front

The RFP Process | *Ensuring Quality Responses*



- Remember, Uncertainty Will Result in Lower Quality Responses
 - State your expectations, not just what you want done
 - Disclosing your budget limitations will allow you to compare “apples to apples”
- Hire Who You Feel Comfortable With and Negotiate the Contract
- Costs Can Be Negotiated, Experience and Quality Cannot!

Schedule | *Time is of the Essence*



Example:

- HCD Review (90 days initial, 60 thereafter)
- CEQA (30-45 day review)
- Hearing process (2 months)
- Wait, that's 8 months already!!

Schedule | *Housing Element Process*



- Create a Master Schedule
 - Community meetings
 - PC/CC workshops
 - Public hearings
 - Work your schedule backward
 - Allow for “fudge factor”
- The Schedule should be revisited weekly!

Schedule | *Housing Element Process*

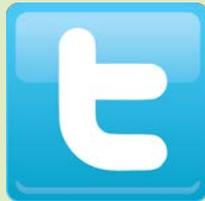


- Coordinate with HCD at the earliest possible point
 - Identify issues/concerns
 - Similar examples/solutions
 - Develop relationship
 - Help make HCD's job easier
- Don't forget about stakeholders too

Outreach | *Tailored to you Specific Needs*



SurveyMonkey.com
because knowledge is everything



- Outreach will be specific to your community – Do what is best for you
- Use of Social Media can reduce costs
 - City Website
 - Facebook and Twitter
 - Survey Tools

Outreach | *Key Success Factors*

30 Day Work Plan	TARGET COMPLETION DATE	TEAM LEAD	COMMENTS
MANAGEMENT & MEETINGS			
Distribute Meeting Doodle Poll	12/19/11	Harden	Online Tool to Assess Availability
Set "Kick-Off" Meeting Date	1/3/12	Harden	Conduct a "Doodle" Poll with Each City & OLDA for "Kick-Off" Meeting
Establish Central Online Project Teaming Site	1/10/12	Harden/Lieberman	Allow for Each City to Access Updates on Follow City Projects
Hold Joint "Kick-Off" Meeting	1/10/12	Harden + Task Leads	Identify Workshop Format; Collect Documents, etc.
Develop Project Calendar	1/11/12	Harden/Lieberman	Include Target Dates for Workshops, City Presentations; Understand City Schedules
Develop Draft Workshop Flyer for Each City's Approval	1/20/12	Lieberman/Cappiello	Color or Black/White - City Preference
Coordinate Distribution of Flyers with Each City	1/30/12	Lieberman	Assumes Each City will Lead Distribution
PROGRAMMING NEEDS/EXISTING CONDITIONS			
Site Tour/Investigation (Cerritos & Downey)	1/13/12	Barquist/McCormick	City Staff Invited to Participate
Site Tour/Investigation (South Gate & Santa Clarita)	1/13/12	Vasquez/Simons	City Staff Invited to Participate
Site Tour/Investigation (Cudahy)	1/13/12	Wilson/Martin	City Staff Invited to Participate
Review Baseline Documents/Policies (Cerritos & Downey)	1/20/12	Barquist/McCormick	Collect Supplemental Info at "Kick-Off" Meeting
Review Baseline Documents (South Gate & Santa Clarita)	1/20/12	Vasquez/Simons	Collect Supplemental Info at "Kick-Off" Meeting
Review Baseline Documents (Cudahy)	1/20/12	Wilson/Martin	Collect Supplemental Info at "Kick-Off" Meeting
Demographics/Ridership Profile (Cerritos & Downey)	1/20/12	Aubry/Lieberman	
Demographics/Ridership Profile (South Gate & Santa Clarita)	1/20/12	Aubry/Simons	
Demographics/Ridership Profile (Cudahy)	1/20/12	Aubry/Martin	
Draft Programming Needs Memorandum (Cerritos & Downey)	1/25/12	Barquist/McCormick	
Draft Programming Needs Memorandum (South Gate & Santa Clarita)	1/25/12	Vasquez/Simons	
Draft Programming Needs Memorandum (Cudahy)	1/25/12	Wilson/Martin	
CONCEPTUAL PLAN DEVELOPMENT			
CERRITOS			
Initial Station Site Evaluation/Property Assessment	1/25/11	Barquist/Aubry	
Initiate Concept Planning	2/1/12	Barquist/McCormick	Meet with City Staff
DOWNEY			
Special Meeting with County of LA & City Staff	1/31/11	Barquist/Aubry	Understand Hospital Opportunities
Complete Market Absorption Study	2/1/11	Barquist/Aubry	

- Outreach should result in information usable to your decision-makers (and public)
- Develop an Outreach Plan First, before scheduling meetings or making contacts
- Outreach should target many groups:
 - Service agencies
 - Residents
 - Developers/Builders

Outreach | *Key Success Factors*

• Use Your Community's Resources to Help You

- “Pro-Bono Boomers”
- Community Service Groups
- Media Outlets
- Professional Organizations

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Parting Thoughts | *Words of Wisdom*

By *Wisdom*
a house
is built, and
through
understanding
it is
through established;
knowledge
its rooms
are
filled
with rare
and
beautiful
treasures.
-The Book of Proverbs

- Use your Housing Element Update to Your Advantage
 - Annual Reporting
 - An annual budgeting tool
 - Housing is related to Land Use, Transportation, Livability, Economics, Etc. – prime the pump
 - Connect with your community