

## Program

### 8:30-9:00 am :: Registration, Networking & Breakfast

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### 9:00-10:30 am :: Morning Plenary

**Introduction** - Andrea Osgood, HLC Board President

**Opening Remarks** - Supervisor Don Horsley, San Mateo County Board of Supervisors

**Morning Panel** - Kelsey Banes, Xiomara Cisneros, Fahad Qurashi

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### 10:30 am-noon :: Morning Workshops

#### **Room 10-193 - Mythbusting Affordable Housing Costs: Intentions and Consequences of Affordable Housing Policies**

California is in the midst of a housing crisis and the burden is falling disproportionately on those with fewer means. High land and labor costs makes new construction financially feasible only for high end homes. Subsidized affordable housing has always been part of the toolkit, but are increasingly subject to more financial, economic, and regulatory barriers. With public funding involved, affordable housing is often subject to ambitions and well intentioned goals set by public officials, which don't apply to market rate housing: high sustainability and energy goals, stricter wage & contract requirements, greater community scrutiny, utilities and site improvements, long term maintenance and operations challenge. This panel will highlight common challenges developers, architects, and community advocates deal every day at different levels of the housing development process, how these challenges affect cost, and outline strategies for greater affordability.

*Moderator: Elaine Uang (Van Meter Williams Pollack).*

*Panel: Bianca Neumann (Midpen Housing), Rick Williams (Van Meter Williams Pollack), Jordan Grimes (Peninsula for Everyone).*

#### **Room 10-194 - Safe Parking Policies in our Future: Overnight Parking Programs and Vehicle Dwellers**

In this panel, Pastor Paul Bains will speak about the safe parking program in East Palo Alto. They will cover the trajectory of how this program developed since inception, and what it will look like moving forward. Chris Rasmussen can speak to the changing demographics and stories of the homeless population and RV dwellers.

*Moderator: Diana Reddy (Faith in Action Bay Area).*

*Panel: Paul Bains (Project WeHOPE), Chris Rasmussen (Redwood City Police Homeless Coordinator), Ruth Ferguson (Assemblymember Marc Berman).*

#### **Room 10-195 - Educator Housing: Understanding Process, Planning, and Business Strategy**

Increasing, a school district's ability to recruit and retain staff is going to depend on being able to offer affordable housing options to staff. This workshop offers districts a road map to understanding staff's needs, identifying housing resources and options, assembling a team to analyze and pursue opportunities, financing options, and a basic understanding of what to expect during the predevelopment and development process. Whether you want to start exploring how to build staff housing or explore changes to your plans, this workshop will help you understand the process and how to make sound and informed decisions.

*Moderator: Armando Sanchez (HEART of SMC).*

*Panel: Dave Hopkins (Sares-Regis Group), Sarah Chaffin (SupportTeacherHousing.org)*

## College Heights Room - Beyond the Usual Suspects: Understanding Housing Preferences

The regular attendees at government hearings often do not match the diversity of San Mateo County. But what can cities do? To ground the discussion in empirical research, this session starts with a presentation by a nationally known researcher from AARP about the housing preferences of different generations. It continues with a discussion of the housing needs of people with disabilities. The final two speakers will discuss how to involve a more diverse set of stakeholders in housing discussions.

*Moderator: Joshua Abrams (21 Elements).*

*Panel: Jan Stokley (Housing Choices), Ofelia Bello (Youth United for Community Action), Sonja Trauss (YIMBY Action), Joanne Binette (AARP)*

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## 12:00-2:00 pm :: Lunch Session

**Keynote Speaker** - Tony Thurmond, California State Superintendent of Public Instruction

**HLA Award Recipient** - Sandy Council, Neighborhood Improvement and Housing Manager at the City of San Mateo

**Faith Perspective** - Marie Davis, former President of the San Mateo NAACP branch

**Afternoon Address**- Assemblymember Marc Berman, District 24

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## 2:00-3:30 pm :: Afternoon Workshops

### Room 10-193 - Small Units, Big Deal: Local Initiatives to Empower Homeowners in Second Unit Development

Building new or upgrading existing second units is a great opportunity for homeowners to create a stable source of rental income, house a loved one, and help the community by providing much needed housing. This panel will share updates on two local second unit efforts aiming to help moderate- and low-income homeowners to build new second units or bring their existing ones up to code. These include the San Mateo County Second Unit Amnesty Program and the East Palo Alto Garage Conversion Pilot Project. The panel will also showcase technical and financial tools for any homeowner interested in second units.

*Moderator: Belén Seara (San Mateo County Health System).*

*Panel: Cari Pang Chen (Rebuilding Together Peninsula), Derek Ouyang (City Systems), Pam Dorr (Soup.), Heather Peters (San Mateo County Department of Housing).*

## **Room 10-194 - Resilient Communities in an Unstable Climate -- Addressing Sea Level Rise and Worsening Storm Events in Planning Equitable Communities**

No other county in California is more vulnerable to sea level rise than San Mateo County, and the county is among the most proactive to assess and prepare for the risk. The same communities affected most by displacement are often on the frontlines of community flooding and are at risk of displacement from climate change, experiencing local flooding from larger storms and king tides. In addition, these communities struggle with obsolete flood control infrastructure which fails to address changing needs. Truly resilient community planning addresses all of these needs collectively and engages the communities most impacted. Hear how communities in San Mateo County are already working to adapt to these challenges. Learn how the County can plan for its residents who are most at risk from an affordability crisis and a changing climate, and the investments needed to protect those at risk.

*Moderator: Cheryl Brown (Save The Bay).*

*Panel: Ofelia Bello (Youth United for Community Action), Dave Pine (San Mateo County Supervisor), Richard Mullane (HASSELL)*

## **Room 10- 195 - Educator Housing: Effective Messaging and Community Engagement**

Every housing development, no matter how sensible and beneficial it is to a community, will inevitably receive pushback from the neighborhood where the housing is being built. This workshop will teach participants effective messaging and community engagement. It will provide an overview of what meaningful community engagement looks like including effective outreach to community partners, residents, and stakeholders; designing meetings and messages for community conversations and meetings; scheduling and timing of engagement process; and sustaining engagement and communication with the community throughout the housing decision making and development process.

*Panel: Josh Abrams (Baird + Driskell Community Planning), Jessica Mullin (Home for All SMC), Andrew Bielak (MidPen)*

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## **3:30-4:30 pm :: Happy Hour & Networking Reception**

### **Raffle Prize**