



# HOME FOR ALL

SAN MATEO COUNTY

C/CAG Board of Directors Meeting  
September 13, 2018

An aerial photograph of San Mateo County, California, showing a dense urban area with various buildings, roads, and green spaces. The foreground is dominated by dry, golden-brown grass on a hillside. In the background, there are rolling hills and a body of water under a blue sky with light clouds. A large orange rectangular box is overlaid on the lower half of the image, containing white text.

## Home for All

A community collaborative addressing the housing challenge in San Mateo County by promoting the preservation and production of all types of housing



An aerial photograph of a city and its surrounding landscape. The foreground shows a hillside with dry, golden-brown grass. In the middle ground, a city with various buildings and structures is visible. The background features a range of mountains under a blue sky with light clouds.

## Goals

- Close the 16:1 Jobs/Housing Gap
- Add 16,500 new housing units of varying levels of affordability between 2014 and 2022



## Home for All Approach

- Sharing information
- Promoting innovation
- Convening the community

# The Jobs/Housing Gap

## San Mateo County Between 2010 – 2016



**79,000**  
JOBS



**4,941**  
HOUSING UNITS



# Increased Housing Costs

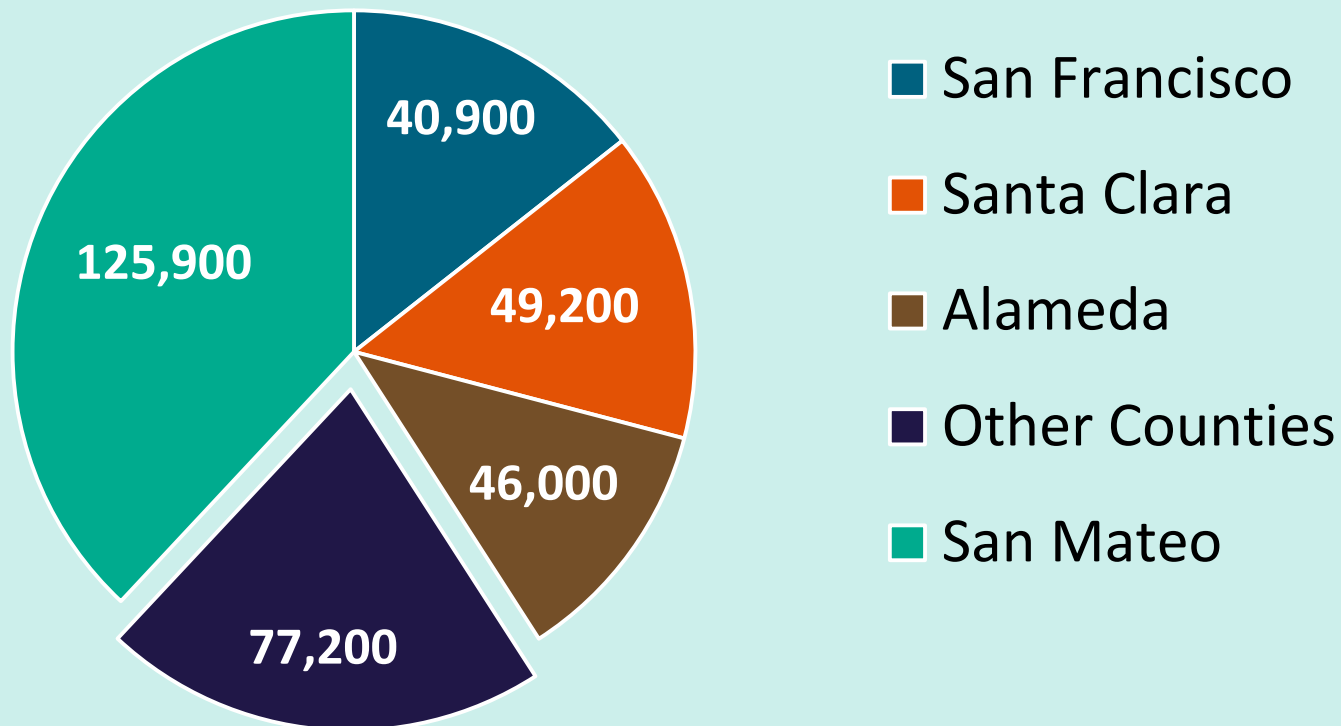
Since 2011,

- Median home price has doubled
- Rent for a 2 bedroom apartment has increased 55%



# Longer Commutes

**Of the 339,200 Jobs in San Mateo County,  
213,300 Workers Live Outside the County**





# Departures....

## 2017 Business Poll

40% may leave the  
Bay Area in the next  
few years





# 2018-19 Work Plan



# 2018-19 Work Plan



## EDUCATE

- Increase public awareness
- Presentations and workshops



## CONVENE

- Facilitate leadership convenings
- Experiment with new community engagement avenues
- Share best practices



## INNOVATE

- Promote housing friendly policy development
- Encourage Employee Housing models
- Identify underutilized sites
- Implement creative funding solutions and finance second units
- Publish information on housing and mobility





# Home for All Website

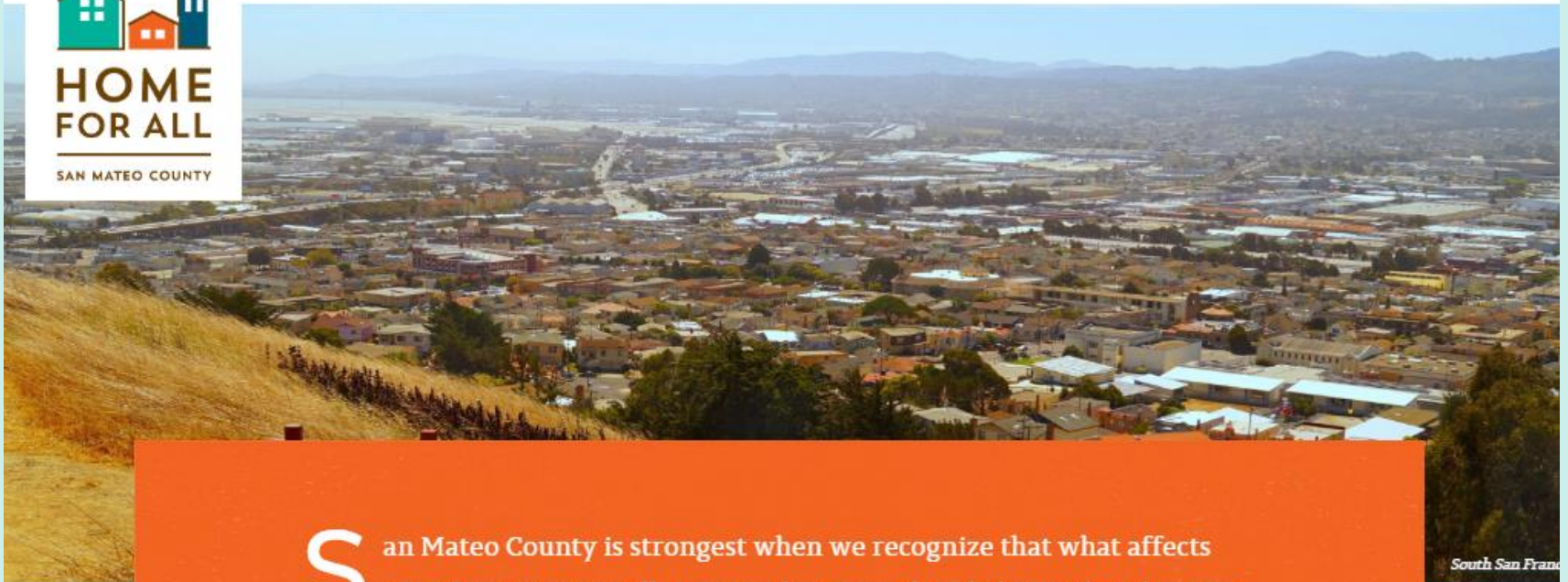
THE CHALLENGE

TOOLKIT

ACTION PLAN

CURRENT PROGRESS

GET INVOLVED



South San Francisco

San Mateo County is strongest when we recognize that what affects one of us affects us all. As a resident, you already know that there are many wonderful reasons to live and work here, opportunity and quality of life being two of them.

But lately, it's become harder to call San Mateo home—and that impacts us all.





# Home for All Toolkit



Second Units



Multifamily Housing



Development  
Incentives



Employer-Employee  
Housing



Housing  
Overlay Zones



Housing  
Trust Funds



Impact Fees



Inclusionary Zoning



Public Land for  
Affordable Housing



Reduced Parking  
Requirements



Shared Housing



Specific Plans



Transit Oriented  
Development



Housing  
Preservation



Residential  
Tenant Protections



# Education and Media

- Over 60 presentations
- 460 Twitter followers
- 2 websites
- Two books
  - **Second Unit Inspirations**
  - **How to build a second unit in San Mateo County**



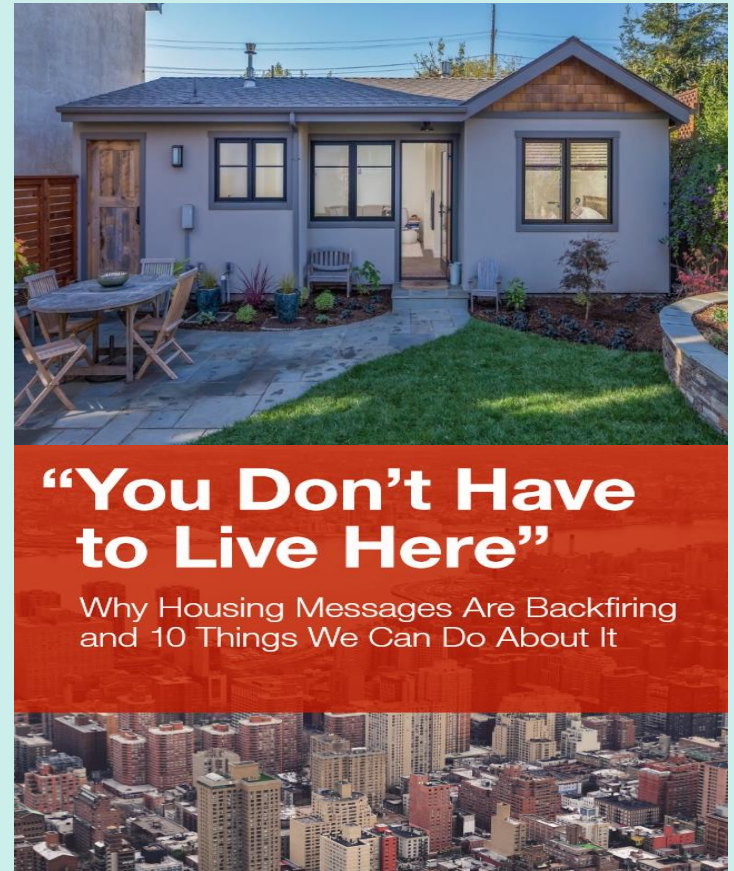
## SECOND UNIT inspiration

Granny flat, in-law suite, accessory dwelling unit (ADU), converted garage, backyard cottage, basement apartment - whatever you call it, get inspired to build one in San Mateo County!



# Convenings and Workshops

- 3 Convenings
  - Messaging
  - ADU's
  - Transportation Nexus
- 4 Follow-up workshops
- Over 550 attendees
- Interest in additional events







# City Pilot Projects

- Burlingame, Half Moon Bay, Portola Valley & Redwood City
- Six community conversations, 60-120 attendees each
- Positive participant, city staff and Council comments
- Project evaluation fall 2018

SAVE THE DATE  
**Saturday, April 28**  
**10 - 12 PM**  
MASONIC LODGE  
145 PARK ROAD, BURLINGAME  
Doors open at 9:30 AM for breakfast.



**TALKING TOGETHER  
ABOUT HOUSING**

Join this community conversation about the future of housing in Burlingame. What mix of housing will help our community thrive?

Please RSVP at  
[burlingamehousing.eventbrite.com](http://burlingamehousing.eventbrite.com)  
or call (650) 558-7216





# A

re you interested in building a second unit? Here's information on how to get it done.



Getting Started



Design



Permits



Construction



Move In



# Second Unit Calculator

## Results

**\$799**

### Monthly Income After Expenses

\$1,672 monthly rent and \$873 monthly costs



Hover over chart for monthly cost breakdown

**\$194K**

### Construction Costs

The cost to build your Second Unit is estimated at \$388 per square foot with a total cost of \$193,900.



Hover over chart for construction cost breakdown. Hard costs cover constructing the second unit, both labor and materials. Soft costs are things like architects. Fees are charged by the city.



### Years to earn back your cash investment

You will recover your initial cash investment of \$100,000 in 8 years (excluding outstanding loan balance and increased value of house).



### Year Return on Investment

Once you account for the amount remaining on your loan and the increase in property value, your Second Unit will pay for itself in 2 years.

**\$167K**

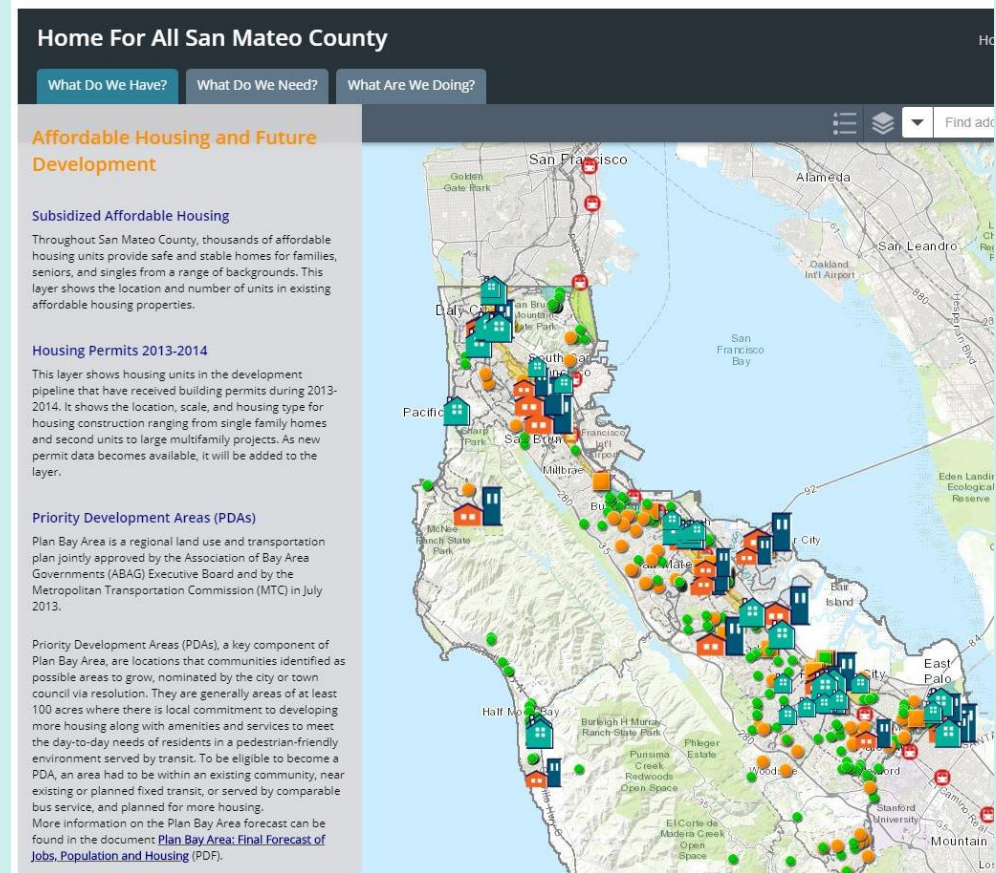
### Increase in Home Value

Your Second Unit will increase your home value by approximately \$167,200, assuming the value increases by 8-9 times the yearly rent.



## Under Development

- Housing – Mobility Toolkit
- Local Legislative Policy Tracker
- Trackers:
  - Commercial Development
  - Affordable Housing
- Home for All Champions Program
- RHNA Sharing Legislative Proposal





## Learn and Follow:

- [www.HomeforAllSMC.com](http://www.HomeforAllSMC.com)
- [www.SecondUnitCenterSMC.org](http://www.SecondUnitCenterSMC.org)
- @HomeforAllSMC

