


2018 Farmworker Housing Study and Action Plan for Salinas and Pajaro Valleys

2018 Estudio y Plan de Acción de la Vivienda para los
Trabajadores Agrícolas en los Valles de Salinas y Pajaro





*A safe and secure food supply
requires healthy trained workers
living in decent and affordable
housing*

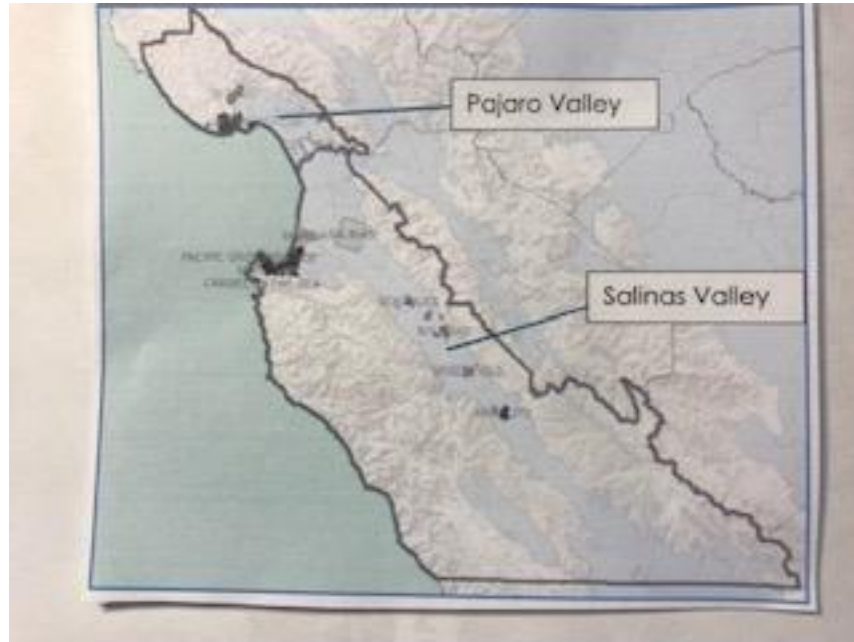
CELEBRATING VENTURA COUNTY LEADERSHIP IN FARMWORKER HOUSING

- 2002 - Farmworker Housing Study of County RMA
- 2004 - Founding of House Farm Workers! (HFW!)
- 2014 – Ten Year Summit Meeting – HFW!
- 2017 – Ventura County approves template building plans for farmworker housing
- 2017 – Ventura County Housing Trust Fund sponsors “Housing our Agricultural Workforce” event
- 2019 - Farmworker Resource Program opens in three locations

TODAY...

- Origins of the Pajaro Valley/Salinas Valley Study and Action Plan
- Collaboration and Funding
- Process: Selecting the Consultants, Survey Mechanics, Subcommittees
- Overview/highlights of Study Results and Research
- Regional Forum of April 18, 2018 to discuss results and draft Action Plan
- Action Plan Final and Implementation, 2018-2020

Where is Salinas Valley and Pajaro Valley?



Within Monterey County and Santa Cruz County in the “Monterey Bay Region” 90 miles south of San Francisco

Pajaro River is southern boundary of Santa Cruz County/northern Monterey County; agriculture on both sides of the river

Salinas Valley has most of Monterey County’s agriculture (wine grapes in Carmel Valley)

An aerial photograph of a vast agricultural field, likely a vineyard or orchard, with rows of green crops stretching towards the horizon. A dirt path or road runs through the center of the field, leading the eye towards the background. In the distance, there are rolling hills and some farm buildings, including a large barn. The sky is overcast.

ORIGINS OF STUDY

Why a study?

“We know where they live, why spend money on this?”

- County Supervisor who grew up in farmworker family

“I need data to convince lenders to finance projects”

- Affordable Housing Developer

City of Salinas Housing Element (HE) Update Process – August 2015:

In Planning Commission Public Hearing on Draft HE, Request from the Building Healthy Communities-Salinas Housing Working Group:

that the Housing Element 2015-2023 include an action to “conduct a special study that requires a scientific community survey and/or a survey of agricultural employers in the county to further define housing needs of farm labor workforce, financing constraints and opportunities, and best practices.”

City of Salinas as Lead/Coordinator

- Salinas Mayor and City Manager said that farmworker housing needs and supply don't stop and start at City boundaries, should be regional, seek partners
- Salinas Valley mayors (King City, Soledad, Greenfield and Gonzales) had worked since 2014 to understand Napa's assessment on ag land to fund farmworker housing, thinking of creating something similar in Salinas Valley

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COLLABORATION AND FUNDING PARTNERS

City of Salinas as Lead/Coordinator

- Study announced at AMBAG Regional Meeting of Planning Directors; Santa Cruz County jumped in immediately, so the study area quickly evolved to “Salinas Valley and Pajaro Valley” (same areas as farmworker health and housing study in 2001 by Community Action Board)
- Salinas became the coordinator because one entity needed for contracting and financial tasks, legally obligated to get the study done after included as an action in the certified Housing Element
- State HCD very interested in progress

Funding Partners

\$300,000

- Six cities: King City, Gonzales, Greenfield, Salinas, Soledad, Watsonville
- Two counties: Monterey, Santa Cruz
- AMBAG (COG) - \$20,000 from transportation planning funds if survey included questions about farmworker transportation
- County Association of Realtors – can get grants from state and national levels
- United Way of Monterey County
- Three affordable housing developers and housing authorities

Oversight Committee – 25 members

- The funding partners
- Both County Farm Bureaus
- Farmworker advocates (Center for Community Advocacy, Building Healthy Communities-Salinas)
- Agriculture industry interests – CA Strawberry Commission, Grower-Shipper Association of the Central Coast, packers
- County staff: homeless services, community action, health department (Health In All Policies coordinator)

An aerial photograph of a vast agricultural field, likely a vineyard or orchard, with rows of green crops stretching towards the horizon. A dirt path or road runs through the center of the field, leading the eye towards a small farm or village in the distance. The sky is overcast, and the overall tone is muted and green.

PROCESS

Finding the Consultants

- Prepared Request for Proposals (RFP) by researching previous surveys and studies around the state including HFW! Ten-year Summit presentations
- RFP Drafts reviewed by RFP/Proposal Subcommittee, approved by Oversight Committee
- Mix of skills and knowledge: Although we requested teams who could do every task in the RFP, we also encouraged people/organizations to bid on the tasks that matched their expertise with the idea that we might create new team from the proposals received
- Eager to get beyond CA expertise and solutions, recruited at CASA Oregon biannual conference on farmworker housing (WA, ID, OR)

Select Consultants

- RFP/Proposal Subcommittee reviewed proposals and made selection for interviews
- Oversight Committee members all invited to interviews, group consensus on selection
- City of Salinas - overall project management and financial coordination; contract approved by City Council
- Timeline – some tasks sequential, some simultaneous, seasonal timing of crop tasks (planting, harvesting) and farmworker availability
- Refined consultants' proposed budget e.g. City of Salinas took on printing and Regional Forum tasks


Team

California Institute for Rural Studies

- Gail Wadsworth - overall coordination
- Dr. Don Villarejo – analysis of crops and ag labor
- Dr. Rick Mines – coordination of survey and analyzing results
- Ildi Cummins-Carlisle – survey field coordinator

California Coalition for Rural Housing

- Rob Wiener and Edward Samson– best practices, financing, site selection criteria, alternative types, potential policies, draft action plan

An aerial photograph of a vast agricultural field, likely a vineyard, with rows of green crops stretching towards the horizon. A dirt path or track runs down the center of the field. In the background, there are mountains and some buildings, including a large barn-like structure. The sky is overcast.

THE SURVEY

Farmworker Surveys – would people be willing to talk to us? YES

- June 2017 – Trump announces ICE crackdown!
- Bilingual PSAs – radio, tv, Facebook – by Assemblywoman Anna Caballero
- Yellow paper bilingual cards given out – confirming survey answers confidential, NO QUESTIONS about citizenship or legal residency, Rick Mines' phone number
- Personality of surveyors
- Desire to share housing experience, especially if bad

Who to interview and how?

- Letter sent to every ag business (1500), signed by Mayor of Salinas, introducing the team and requesting cooperation with meeting employees during worktime; follow up phone call
- Using Don Villarejo's analysis of ag crops and labor, created targets for interviews by: crop, male/female, age group, geographic location in the study area
- Called employers to arrange for meetings at beginning of shifts, asked for volunteers, and then made appointments for interviews outside of work times

The Survey Questions

- Subcommittee of Oversight Committee worked on 7 drafts of survey!
- CIRS website has survey examples besides SV/PV
- Pre-testing and re-testing essential
- Checking Spanish translations according to regions of origin and age of people to be surveyed
- Indigenous languages – worked with leaders of indigenous organizations for oral translations of survey in Zapotec, Mixteco
- Included open ended questions


Salinas/Pajaro Agricultural Worker Housing Survey



Survey Team

The Surveyors

- Mix of male/female, ages 22-65, homemaker to college professor
- Mostly bilingual
- Paid \$50 per completed survey, no mileage or separate payment for travel time
- Three surveyors volunteered to be videotaped about their impressions, because under Human Subjects Research regulations cannot record or photograph the people who were interviewed
- Trained 25 people, 20 started, core group of 10 did majority
- Used paper copies, not digital – no WiFi in field

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SURVEY RESULTS AND STUDY RESEARCH

Regional Forum April 19, 2018

- Morning: presented the survey data and research on best practices
- Afternoon: broke into facilitated groups to discuss the Draft Action Plan's four key topics and potential priorities among the proposed actions, then came back to full group to share discussion

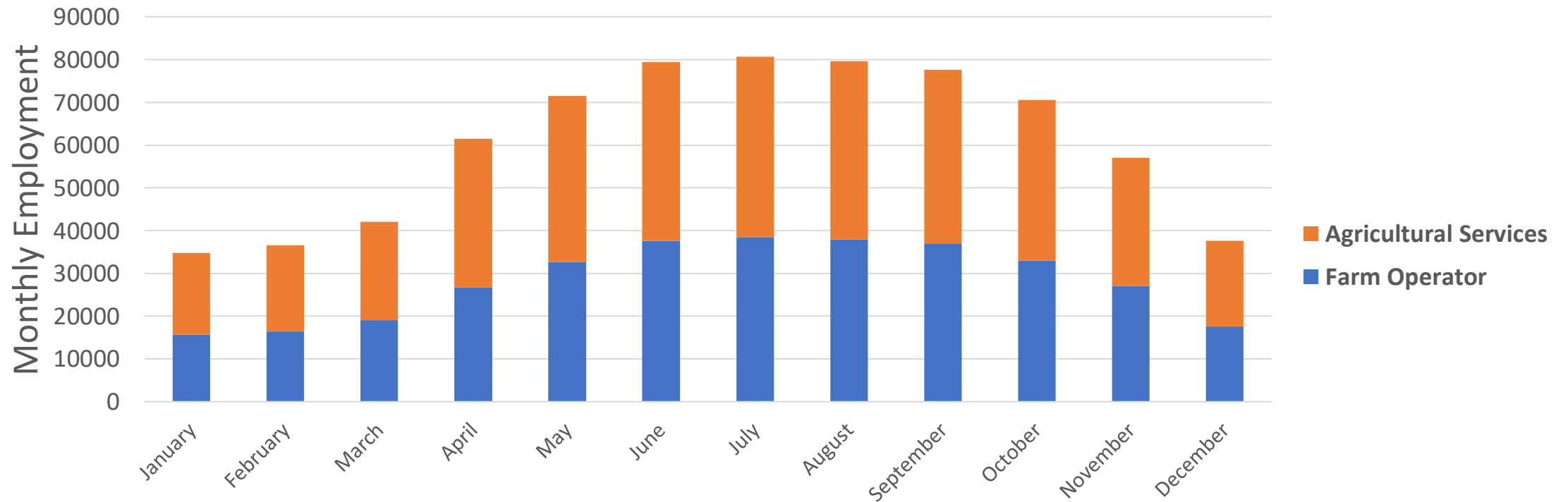


Analysis of Salinas Valley – Pajaro Valley Agriculture Crops (\$5 billion) and Labor

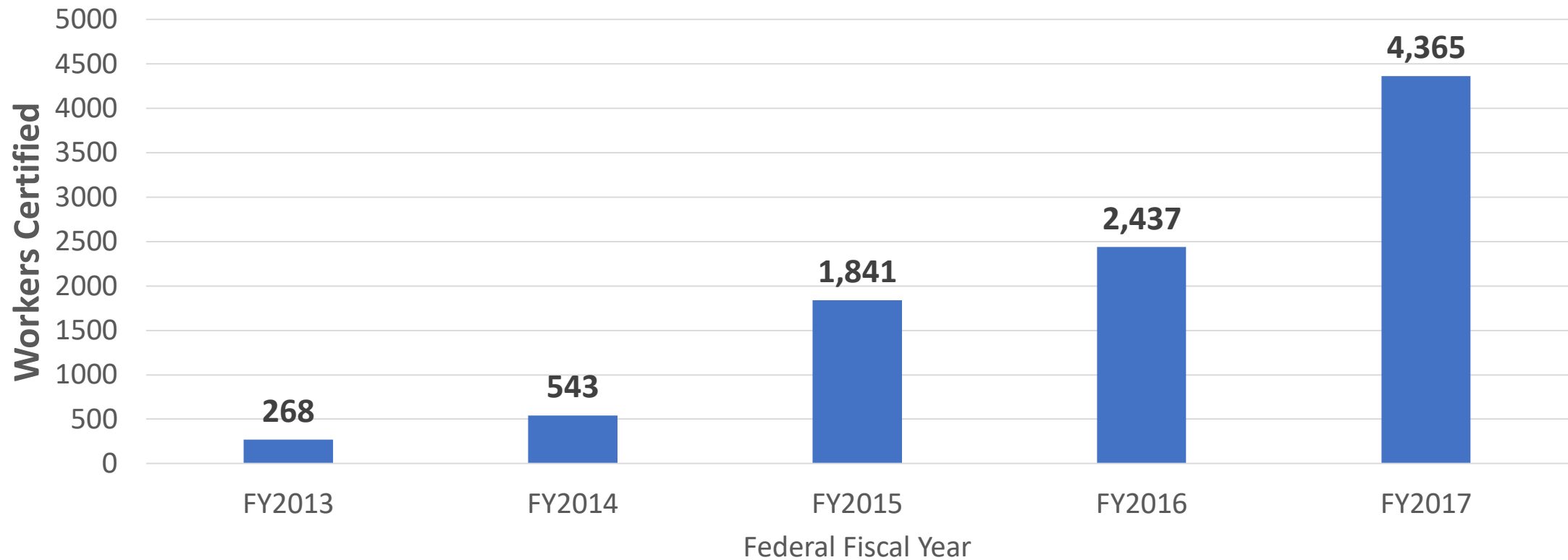
Dr. Don Villarejo, Consultant to CIRS, Research:

- To estimate the total number of farmworkers is difficult! Different sources especially US Census add up the numbers differently
- Crops have changed over the past 15 years – more fruit, less floriculture – affects labor patterns- which people needed/when
- Use of H-2A workers/labor contractors from 368 to 4,365 in 5 years
- Crops and labor trends impact ag workforce housing needs

Monthly Employment, Agricultural Workers, by Type of Employer, Monterey & Santa Cruz Counties 3-year average (2014-16)



Temporary Non-immigrant Foreign Agricultural Workers Certified (H-2A), Monterey and Santa Cruz Counties Federal Fiscal Years FY2013-FY2017



Summary: Agricultural Employment: Monterey and Santa Cruz Counties

- Peak employment, July (3-year average, 2014-2016): **80,714**
- Annual average of monthly employment, full-time-equivalent (3-year average, 2014-2016): **60,837**
- Increase of full-time-equivalent employment, 3-year averages, 2005-2007 to 2014-2016: **+11,802 (+24 percent)**
- *Estimated* number of unique individual agricultural workers during calendar year 2016: **91,433**

**Salinas/Pajaro Valleys
Agricultural Worker Housing Survey
(SPAOWHS)**

**Insights into the makeup and
conditions of local farmworkers**

**Rick Mines, April 19, 2018
rkmines43@gmail.com**

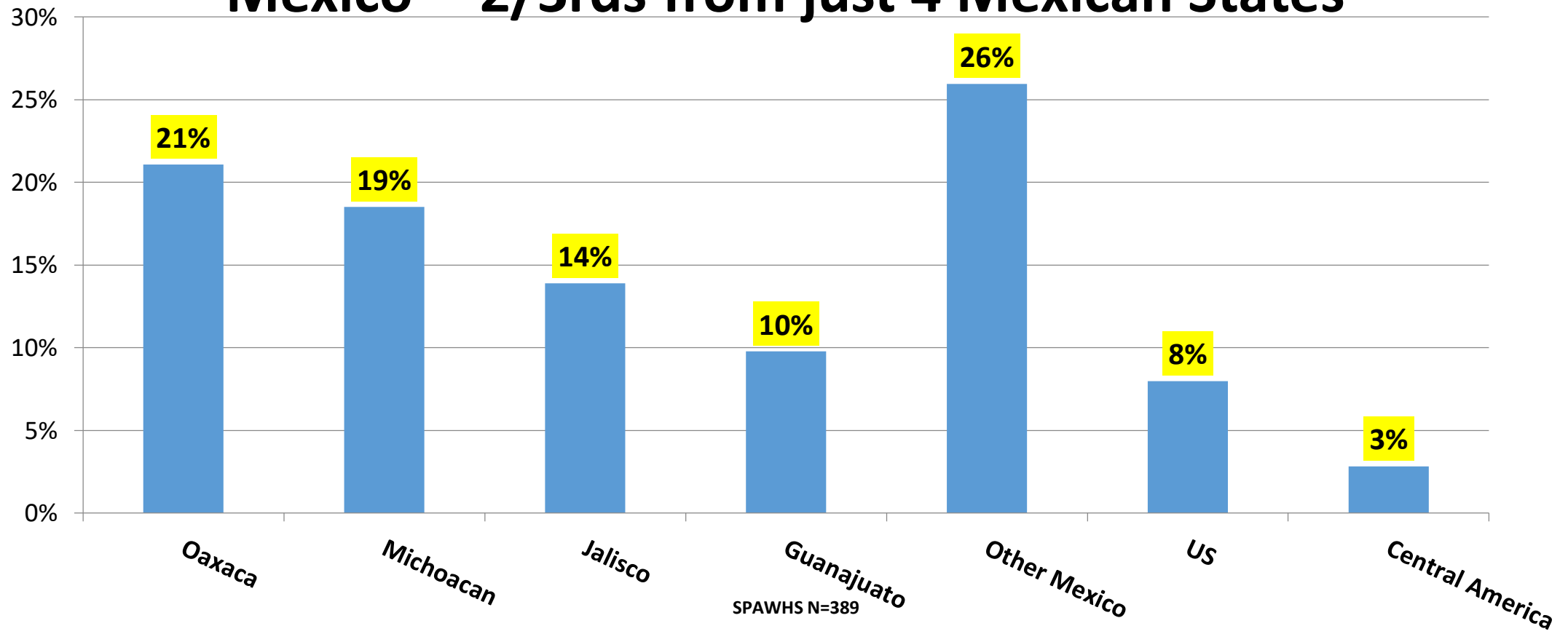
Target sampling in the SPAWHS

- **No strictly random sample** based on a previously created universe list possible.
- Instead, we created a systematic target sampling scheme.
- First, we collected data on the distribution of farmworkers from official sources.
- Then, we instructed our interviewers to choose the interviewees to satisfy the quotas or targets implied by the official data.
- In this way, we assured that the selection though not random was representative. My slides show this population.

SURVEY TARGETS

<u>Categories</u>	<u>Specific Goals of Percentages for Subcategories</u>				
Gender	Men	Women			
Where they live	Salinas	Watsonville	Prunedale, Aromas	Castroville	South Monterey County
Type of Company	Labor Contractor	Grower			
Crop	Berry	Veg	Grape or tree fruit	Salad/Greens	Nursery
Size of Employer	Big	Small			
Age	36+	35-			
Organic, Indigenous, H2A	minimum amount of each				

Who are 90,000 farmworkers? 90% born & raised in Mexico -- 2/3rds from just 4 Mexican States



Salinas/Pajaro Valley Farmworkers: A Very Stable Immigrant Population

- **Farmworkers average age at arrival is about 20**
- **Median in the US for 15 years; so average age about 35**
- **3/4s are married**
- **Most have US born children living in household—93% US born**
- **Only ¼ leave the two-county area to work elsewhere each year**

Survey Data Highlights

Full study is online at <https://www.cityofsalinas.org/our-city-services/community-development/regional-farmworker-housing-study>

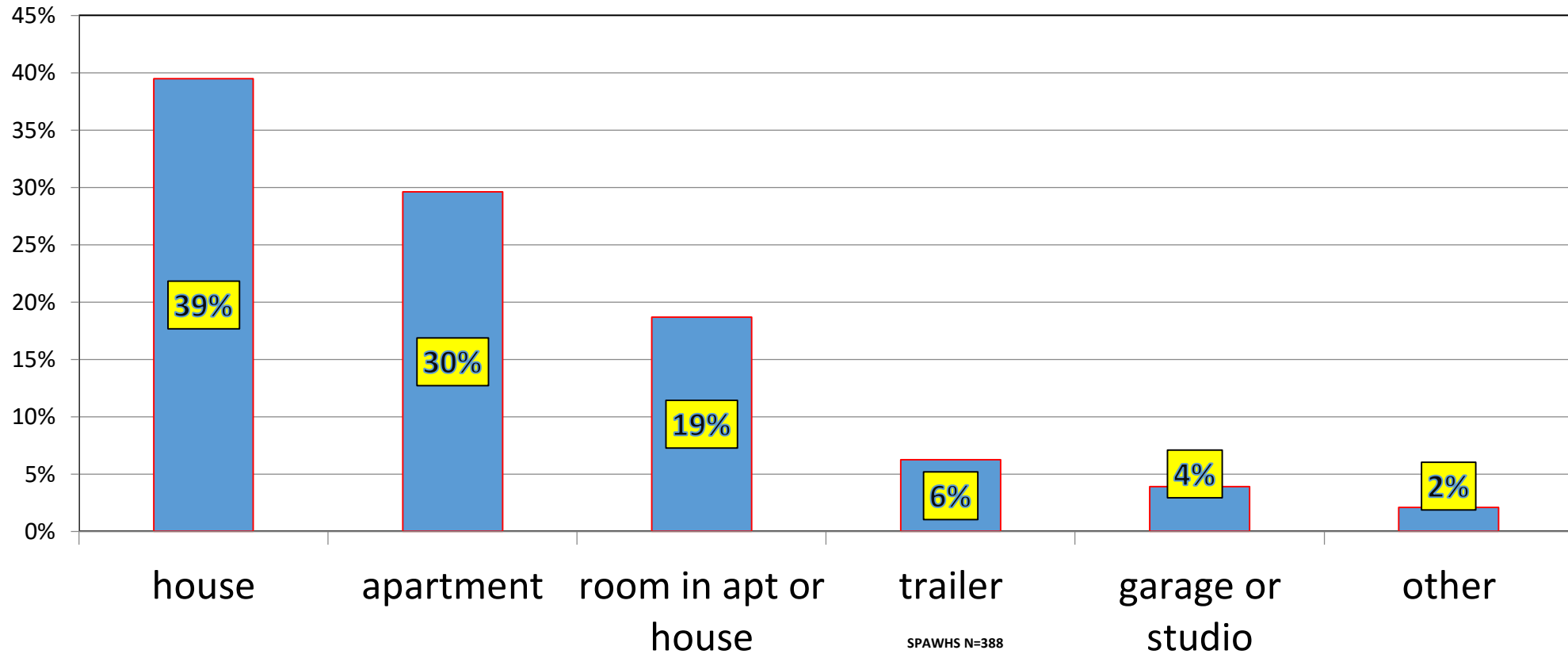
- Stability of labor force - asked how many years worked for current employer: 24% one year, 25% two to three, 50% four or more years
- Obvious overcrowding – measured several ways
- 16% of total are sleeping outside the bedroom, mostly in living room and garage

Farmworkers jammed into a small number of dwellings

- **About ½ of interviewees, both men and women, live with a spouse who is also a farmworker.**
- **The adult children and others living in the household are often farmworkers.**
- **Others living in the dwelling or “joint tenants” also are mostly farmworkers.**
- **Many of “joint tenants” are also families with children.**
- **For this reason, we think that the 90,000 farmworkers live in far fewer dwellings or addresses.**
- **90,000 live in maybe as few as 20,000 to 30,000 dwellings?**

Most live in a house or apartment but many just rent a room. Trailers, garages or attached studios common. Only 1 in 10 own their dwelling

#25 Distribution by Type of Dwelling



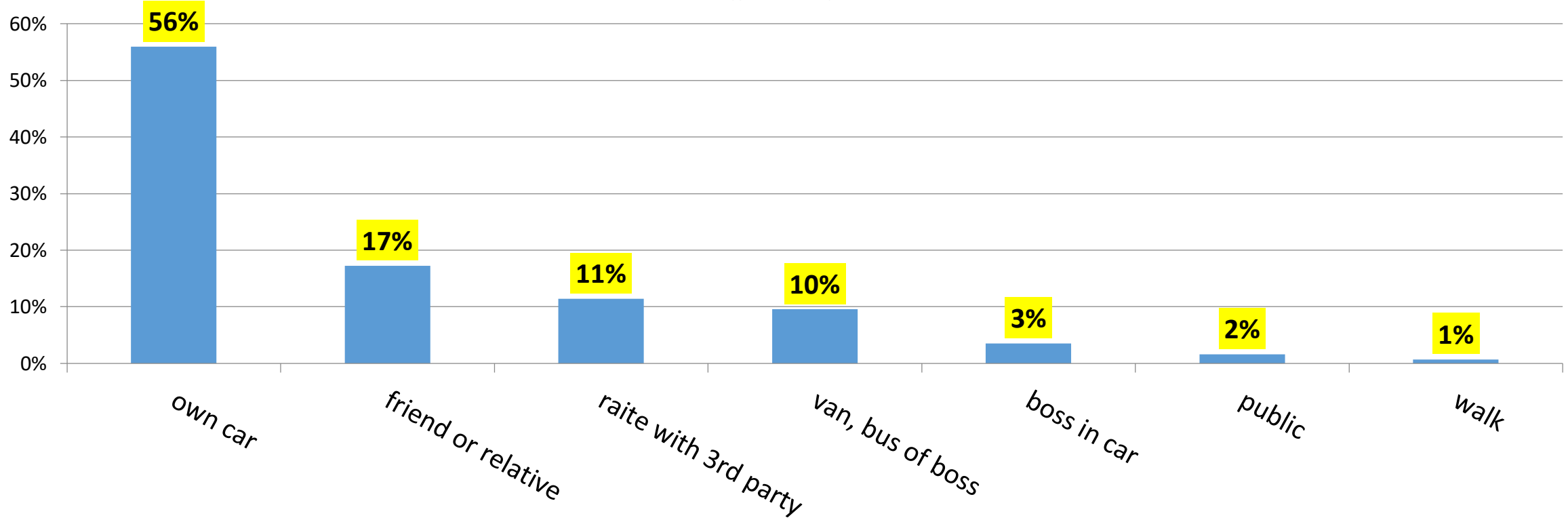
Survey Data Highlights

- Income – median of individual or family income \$25,000
- Wages per hour don't vary much by gender or age; grapes lower, berries and salad processing plant higher
- Hard to calculate rents for whole units due to sharing (person who was interviewed told us the rent for their portion)
- Detailed questions about specific problems with housing such as broken appliances, leaks, pests, mold and landlord's response

Most farmworkers get to work in own car or friend/relative

Half have driver's license; Half of these since 2015

Distribution of types of transportation to work



SPAWHS N=387, distribution of 429 responses
(some had more than one)

23 H-2A workers - not representatively chosen

- Median age 32
- Half from southern “indigenous” states of Oaxaca and Guerrero; much higher than population in general
- 19 of 23 married—solo but not single
- 9 years median years of school; 2 years higher than other immigrants
- 16 of 23 worked in berries
- Median wage \$12.57 a bit lower than others in survey
- 16 of 23 lived in motels, 17 of 23 lived in Salinas

Qualitative Data: Perceptions and Views

- Farmworker survey's last two questions were open ended
- Gail Wadsworth interviews about challenges, improving housing, and housing solutions :
 - 21 stakeholders
 - 66 employers (20 Farm Labor Contractors, 44 growers, 2 both FLC and grower)
- Report summarizes views and perceptions, many contradictory

We asked workers if they have any problems in the place where they have lived most of the time in the last 3 months.

About half of workers had affirmative responses to this question.

Existing Projects and Housing Developers

The Study lists existing farmworker housing resources and describes the local organizations with significant expertise and experience in affordable housing development and management.

- Non-Profit
- For-Profit
- Housing Authorities

Calculating Farmworker Housing Needed

- **91,433** – estimated number of workers employed in agriculture in the region.
- **47,937** additional units needed to alleviate critical overcrowding.

Based on income levels and housing costs, farmworkers need subsidized housing

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Best Practices Research



Farmworker Housing Best Practices in California

Robert Wiener, *PhD*
Executive Director,
California Coalition for Rural
Housing
Continuing Lecturer, Community
and Regional Development
University of California, Davis

Regional Forum
Farmworker Housing Study
and Action Plan for the Salinas and Pajaro Valleys

Salinas, California
April 19, 2018



Best-Practice Case Studies: 6 Housing Prototypes

Mixed-Occupation Hybrid



Azahar Apartments, Ventura
59 units, Opened 2012
Cabrillo Economic Development Corporation

Mixed-Generation Hybrid



Desert Gardens Apartments, Indio
88 units, Opened 1998
Coachella Valley Housing Coalition

Net Zero Energy



Mutual Housing at Spring Lake, Woodland
62 units, Opened 2015
Mutual Housing California

Modular, Post-Redevelopment



George Ortiz Plaza I, Santa Rosa
30 units, Opened 2017
California Human Development Corporation

Grower-Owned



Aliso Village East, Santa Paula
272 beds, Opened 2015
Limoneira Company

Non-State Migrant Housing



River Ranch Farmworker Center
60 beds, Opened 2003
Napa County Housing Authority



Azahar Apartments, Ventura
60 units, 30 Farmworker units, Opened 2012
Cabrillo Economic Development Corporation

Key Lessons Learned

- Including farmworker units in new affordable rental housing qualifies projects for State farmworker housing funding
- Including non-farmworker units in new affordable rental housing may disqualify projects for USDA loans, grants, subsidies
- Allowing some units to house non-farmworkers can ensure full occupancy and stable rental income
- Hybridity enables farmworker households no longer working in agriculture to remain in unit or move to another unit
- Social advantages of not isolating farmworkers, integrating into diverse community, overcoming NIMBYism



Aliso Village East, Santa Paula
272 beds, Opened 2015
Limoneira Company

Key Lessons Learned

- Not all agricultural employers have finances or space to provide worker housing
- Limoneira has been dedicated to housing provision since start-up – aspect of their business model
- Challenges occurred during planning and costs increased but offset by having sustainable workforce
- Unlike nonprofit and public agency housing, no on-site programs for farmworker children and just starting to improve kids' amenities

Alternative Ownership Models

- Support the development of **new or conversion of existing housing into cooperatives** as an affordable alternative to renting and traditional ownership.
- Support resident-controlled **mutual housing and mutual housing associations** to empower tenants



Building, Reedley Subdivision

Community Land Trust (CLT)

CLT is community-based nonprofit that owns land in perpetuity for low-income use

Santa Cruz and Monterey Counties have long history of environmental and agricultural land trusts

Combine CLT with Limited-Equity Cooperative, Mutual Housing, or other ownership or rental model

Housing affordable because land costs taken out of purchase price – 99-year lease

Could be created on land dedicated by growers

CLT retains option to purchase owned unit and sell or rent to another low-income family



Other housing prototypes for Seasonal, Migrant Workers

☐ Tiny Houses

☐ Mobile Housing

☐ Tents





Farmworker Housing Financing Strategies for the Monterey Bay Region

Regional Forum
Farmworker Housing Study
and Action Plan for the Salinas and Pajaro Valleys

Salinas, California
April 19, 2018

Robert Wiener, PhD
Executive Director,
California Coalition for Rural Housing
Continuing Lecturer, Community and Regional Development
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Federal

USDA Section 514/516 Farm Labor Housing
USDA Section 521 Rural Rental Assistance
USDA Section 502 Direct Loan/Section 523 Mutual
Self-Help Housing Technical Assistance
HUD Community Development Block Grant
HUD HOME Investment Partnerships
Federal Home Loan Bank Board Affordable
Housing Program

State

HCD Joe Serna, Jr., Farm Worker Housing Grant
HCD California Self-Help Housing Program
HCD CalHome
HCD Multifamily Housing Program
TCAC Federal and State Low-Income Housing Tax
Credits
HCD Farm Worker Housing Tax Credit Assistance
SGC Affordable Housing and Sustainable
Communities Program

USDA = U.S. Department of Agriculture

HUD = U.S. Department of Housing and Urban Development

HCD = California Department of Housing and Community Development

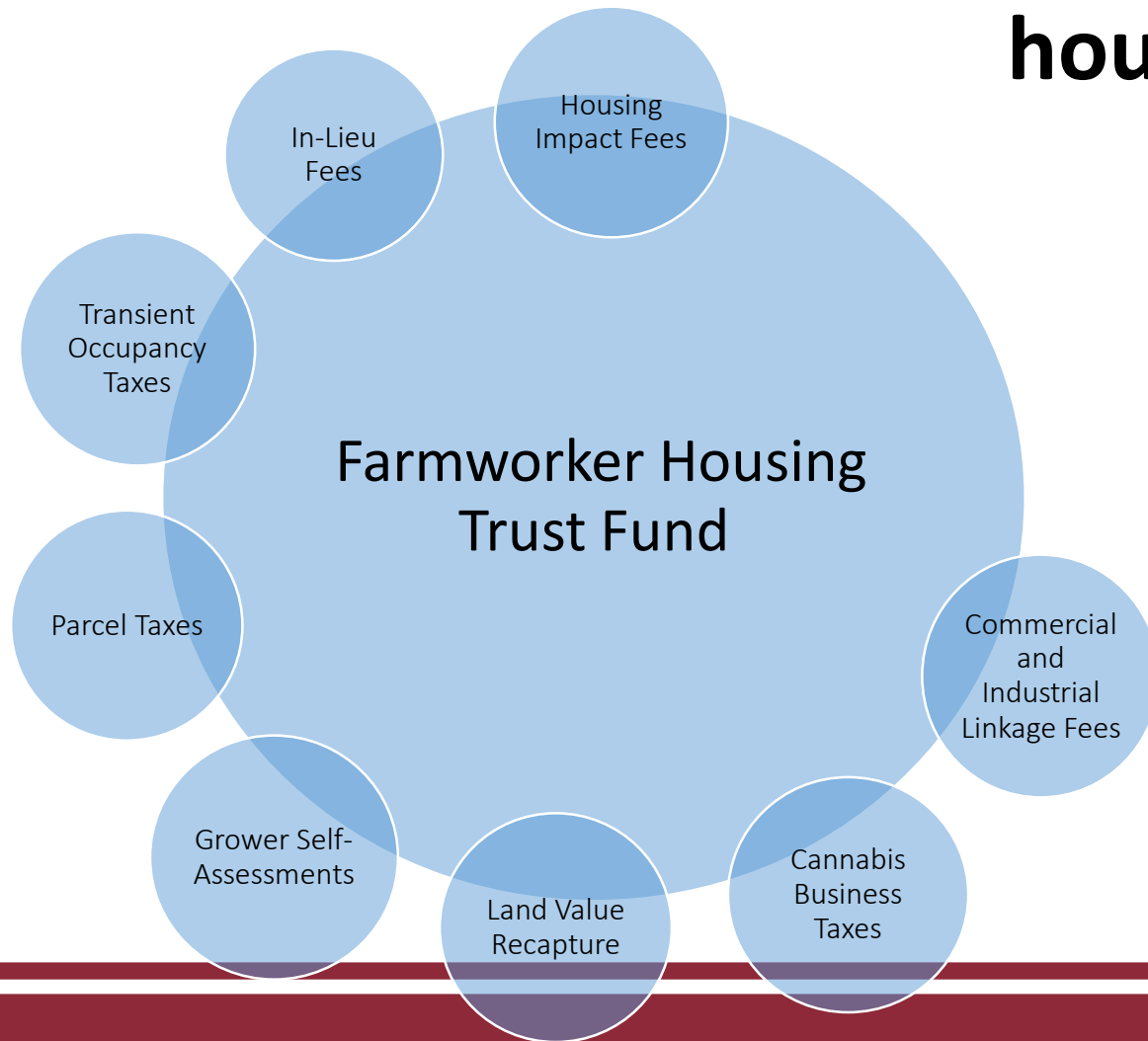
TCAC = California Tax Credit Allocation Committee

SGC = California Strategic Growth Council

SB 3 Program Allocations

<u>Program</u>	<u>Amount</u>	<u>Agency</u>
Veterans Housing and Homelessness Prevention Program	\$1.0 billion	HCD
Multi-Family Housing Program	\$1.5 billion	HCD
Transit-Oriented Development Implementation Program	\$150 million	HCD
Infill Incentive Grant Program	\$300 million	HCD
Home Purchase Assistance Program	\$150 million	CalHFA
Joe Serna, Jr., Farm Worker Housing Grant Program	\$300 million	HCD
Local Housing Trust Fund Matching Grant Program	\$300 million	HCD
CalHome Program	\$300 million	HCD
Total	\$4.0 billion	

Creating a regional or local FARMWORKER housing trust fund



Match with HCD Local Housing Trust Fund Matching Grant Program



An aerial photograph of a large agricultural field, likely a vineyard or orchard, with rows of green crops stretching towards the horizon. A dirt path or road runs down the center of the field. In the background, there are rolling hills and some farm buildings under a clear sky.

ACTION PLAN AND IMPLEMENTATION, 2018-2020

Draft Action Plan Overview

- Housing can help stabilize agriculture workforce
- 47,937 units of farmworker housing to reduce overcrowding
- New funding coming, but additional resources required to keep pace with demand



Regional action plan is needed to quickly produce units

Goal: Build 5,300 permanent, affordable housing units over the next 5 years

Draft Action Plan Content

- Based upon recommendations in Study
- Review by Oversight Committee and Subcommittee to provide local context
- 4 Areas of Focus:
 - Housing Types
 - Suitable Sites
 - Financing
 - Regulatory Reform



Action Plan Implementation

- 57 actions within the four sections of the Action Plan
- Each action lists who might be involved in implementation
- Over life of the study and afterwards, changes in Oversight Committee (e.g. retirements) affects outcomes
- Multijurisdictional responsibilities for implementation, so achievements partly “idiosyncratic” depending on local leadership
- Private Sector initiatives in response to urgent needs, e.g. housing for H-2A labor

Action Plan Implementation, 2018-2020, Farmworker Housing Units

- Affordable year-round family housing: 95 units in 2 projects in Greenfield, Castroville
- Employer-sponsored housing for Seasonal employees: 175 units in two projects accommodating 1400 workers and a dorm facility with 338 beds
- Three projects are committed/process underway: expansion of existing labor camp with 112 beds in 7 buildings in Monterey County; 200 affordable year-round family units in Greenfield; and King City year-round affordable project

Housing Types

Objective: Promote alternative farmworker housing tenure & prototypes that have worked in the Monterey Bay Region, California, and nation

Prioritize permanent, year-round housing for farmworker families

- **Intergenerational housing** that create opportunities for mutual help (i.e. childcare)
- **Wrap around services** to strengthen families



Action Plan Implementation, 2018-2020

Permanent year-round housing

- 95 affordable year-round family units: 41 in Terracina Oaks in Greenfield, and 54 in Castroville Farm Labor Center
- Two projects committed/permitting process underway: 200 affordable year round family units by EAH Housing in Greenfield and project in King City

Alternative Housing Types

- Facilitate development of **Accessory Dwelling Units**
- Facilitate **private sector development** of farmworker housing – Tanimura & Antle in Spreckles



Action Plan Implementation, 2018-2020

Accessory Dwelling Units

- United Way of Monterey County providing staff Liaison for Accessory Dwelling Unit (ADU) Advisory Workgroup leading the ADU Initiative to reduce policy barriers and advocate for supportive ADU policies
- City of Salinas: approved ordinance to NOT collect development impact fees for ADUs for five years (starting March 2019)

Action Plan Implementation, 2018-2020

Employer-Sponsored Housing

- King City: worked closely with growers and labor contractors to facilitate seasonal farmworker housing in warehouse conversion
- Monterey County: approval of Casa Boronda (Nunes Co. Inc) seasonal farmworker housing project of 75 units similar to Spreckels Crossing and approval of expansion of El Rancho Toro existing labor camp

Housing Types & New Building Technologies

- Support **energy efficiency** to reduce operation costs and sustain farmworker housing projects overtime
- Educate jurisdictions and help streamline approval of new **building technologies** (modular housing)



Temporary/Emergency Housing Types

- Pilot **innovative emergency housing** types for **seasonal, migrant farmworkers**
- Collaborate with other jurisdictions to **develop a model ordinance for temporary use** of motels/hotels or other structures for seasonal workers



Action Plan Implementation, 2018-2020

Housing for Seasonal Workers

- Monterey County Board of Supervisors appointed Ad Hoc Committee on Employer-Sponsored Farmworker Housing: met with County staff about roles of four federal/state/local agencies in inspecting and managing employer-sponsored housing
- City of Salinas: amended “Temporary Use of Land” in Zoning Code for permits of temporary employee housing in existing hotel/motel properties
- City of Salinas: proposed, then tabled, temporary moratorium on additional H-2A housing
- City of Soledad: two-year limited moratorium on H-2A worker housing

Suitable Sites

Objective: Collaborate among jurisdictions to identify appropriate locations for farmworker housing

- **Map appropriate sites** for farmworker housing with local jurisdictions and **streamline the approval processes**
- Encourage local jurisdictions to evaluate General Plan and zoning and consider **re-zoning properties** based upon funding criteria
- Establish **agreements** between counties and cities that **allow** for contiguous, unincorporated **county land to connect to city infrastructure** for farmworker housing



Action Plan Implementation, 2018-2020

Identifying Sites

- City of Watsonville and Santa Cruz County: in dialogue about potential contiguous properties, identified two sites
- King City worked with agricultural businesses and property owners to identify sites and rezone if needed
- Monterey County Mapping Suitable Sites Subcommittee of Study Oversight Committee meeting with staff of City of Salinas, Monterey County, and Monterey Bay Economic Partnership housing program to create GIS online mapping tool to identify suitable sites

Suitable Sites – Agricultural Areas

- Establish ***Affordable Housing Overlay Zones*** within Monterey County to bundle incentives for construction of farmworker housing
- **Relax restrictions on residential use of agriculturally-zoned land** in unincorporated county
- Encourage **on-farm employee housing**
- **Incentivize growers** with marginal land near urban uses **to dedicate, discount, or lease land** for farmworker housing, including no-cost release from Williamson Act contracts
- Allow property owners with sites appropriate for farmworker housing to **assemble or subdivide land** to accommodate larger, more economically feasible projects
- Encourage existing **land trusts** or the creation of new land trusts that **build and preserve affordable farmworker housing**

Action Plan Implementation, 2018-2020

Sites in Agricultural Areas

- Santa Cruz County Board of Supervisors approved Code and Local Coastal Plan (LCP) Amendments to support agricultural employee housing, approved by CA Coastal Commission on February 12, 2020
- AB 1783 Farmworker Housing Act of 2019 signed by Governor on October 1, 2019 streamlines farmworker housing project development by affordable housing developers on agriculturally zoned land

Suitable Sites - Transportation

- Support implementation of AMBAG's regional study of Transportation Alternatives for Rural Areas, such as expanded vanpools or express transit service
- Coordinate with regional transit agencies to provide better access between housing sites and agricultural workplaces



Financing

Objective 1: Proactively pursue and leverage governmental and non-governmental funds to increase the inventory of farmworker housing


Objective 2: Capitalize on existing regional and local housing trust funds and create new local funding sources for the construction, rehabilitation, acquisition, and operation of farmworker housing



Financing – New State Funding

- Effectively **leverage new State funding resources** - the Building Homes and Jobs Act (SB2) and possible funding of the Veterans and Affordable Housing Bond Act of 2018 (SB3)
- Advocate for **expedited processing of SB 2 funding** and **reasonable program guidelines** from the California Department of Housing and Community Development
- Outreach to local residents and **advocate for the passage of the Veterans and Affordable Housing Bond** in November 2018






AFFORDABLE HOUSING NOW

WHO WE ARE

We are a broad coalition of affordable housing advocates, business leaders, labor, veterans and environmental groups working to bring affordable housing to California communities by passing the \$4 billion **Veterans and Affordable Housing Bond Act (SB 3)** that will go before voters in November 2018.




WHAT THE BOND DOES FOR CALIFORNIA VETERANS, STRUGGLING FAMILIES AND PEOPLE WITH DISABILITIES

- Dedicates funding to help military veterans have a safe place to call home.
- Provides stable housing for struggling families, people experiencing homelessness and individuals with disabilities.
- Builds affordable homes for hardworking people like grocery clerks, nurse aides and teaching assistants. This helps people live in the communities where they work and serve, while still having money for basics like groceries, gas and child care.
- Tackles top priorities for Californians – building homes, creating jobs and boosting the economy. It's expected to create 137,000 jobs and pump \$23.4 billion into California's economy.

WHY CALIFORNIANS NEED THIS AFFORDABLE HOUSING BOND NOW

- The housing crisis is crushing the 1 in 3 Californians who can't afford their rents.
- Many people are spending more than 30% of their incomes and some as much as 50% of their incomes on housing.
- The growing gap between what Californians earn and the cost of rent has grown so wide that families are separated by exruciating commutes because they can't afford to live in the cities where they work.
- We don't have to look far to see the human devastation of the housing crisis. Homelessness and its harsh toll is taking hold in more Californians' lives. California has the largest population of unsheltered veterans in the nation. Many live in their cars or double and even triple as they try to maintain their jobs and lives.



SUPPORT THE BOND

Join family, friends, neighbors and colleagues that we all can do something to pass **SB 3 on the Veterans and Affordable Housing Bond Act this November.**

For more information on how you and your organization can help, please contact info@affordablehousingnow.org or call 1-800-452-6262. We will be holding public meetings throughout the state to discuss the bond and how you can get involved.

Coalition of Housing California, California Housing Consortium, State Building and Community Development, California and Silicon Valley Leadership Group. Committee ID# 1401697

Action Plan Implementation, 2018-2020

New State Funding

- November 2018 – both State bonds for Affordable Housing passed! Allocations for Farmworker Housing!!!
- HCD slow to release draft guidelines
- SB2 Planning Grants awarded in 2019
- State slow to make funds available – Joe Serna Jr. Farmworker Housing Program announced applications can be submitted in spring and summer 2020

Financing – New Local Funding

- Include a **local housing bond** measure on the **Santa Cruz County** ballot in November 2018 and effectively campaign for its passage
- **Initiate a local housing bond in Monterey County** for the November 2020 election
- Create **alternative funding mechanisms** for **agricultural businesses** to pool resources to build/operate farmworker housing
- Explore establishment of **commercial/industrial linkage fee**
- Explore **parcel taxes** (tax land rather than new development)
- Explore **allocating a portion of Cannabis Business taxes**



AFFORDABLE HOUSING
SANTA CRUZ COUNTY
The Housing Solutions Initiative
AffordableHousingSCC.org

\$250 million bond measure proposed for passage by voters:

Affordable Rental Housing
Fund land acquisition & development costs

Home Ownership
Facilitate first-time home ownership & help homeowners keep their homes

Action Plan Implementation, 2018-2020

New Local Funding

- November 2018: Countywide bond for affordable housing in Santa Cruz failed by small percentage
- Enthusiasm for Monterey County bond for affordable housing dampened by Santa Cruz experience, although Monterey Peninsula School District considering November 2020 bond for teacher housing built on District's surplus properties
- Cities and counties still exploring cannabis tax regulations and the potential uses of such tax revenues

Financing – Leverage Existing Resources

- Update and **strengthen local *Inclusionary Housing Programs***
- **Maximize local funding** resources to be in the best possible competitive position **to leverage conventional non-local grants, investor equity, and low-cost financing**
- Pro-actively **market parcels** that would be **competitive under existing** State-administered housing programs
- **Commit federal pass-through funds**, such as Community Development Block Grant and Home Investment Partnership grants
- Explore an **increase to *Transient Occupancy Taxes*** to support affordable housing for service workers and farmworkers

Financing – USDA Programs

- Aggressively **apply for** Federal and State **housing finance programs** that are **restricted or benefit farmworkers**
Section 514/516 Farm Labor Housing Programs, Section 521 Rural Rental Assistance, Joe Serna, Jr., Farmworker Housing Grant, and Farmworker Housing Tax Credit
- Advocate for the **continuation and expansion** of **Section 514/516** Farm Labor Housing and **Section 523** Rural Rental Assistance Programs
- Educate affordable housing providers on **combining Section 523 and Section 514/516**
- Reform Section 514/516 housing loans and grants to allow projects that include both farmworker and non-farmworker units
- Reintroduce the **Mutual Self-Help Housing** method of **sweat equity** and **owner-building of single-family homes** using Section 502 Direct Loan and Section 523 Technical Assistance Grants with Joe Serna, Jr., Farmworker Housing Grant Program funds



Action Plan Implementation, 2018-2020

USDA Programs

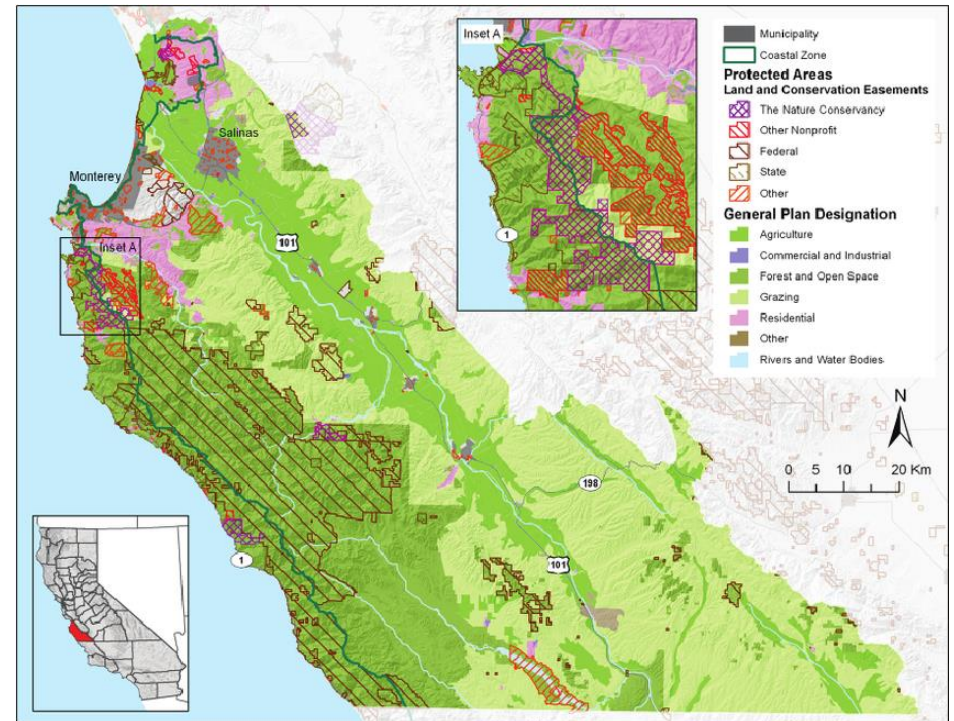
- USDA Rural Housing Development program funded one project in Greenfield
- Continued funding commitments to USDA Farmworker Housing in federal Farm Bill and federal budgets

Regulatory Reforms

Objective: Change regulations to remove barriers, streamline processing, and reduce costs for the development of farmworker housing

Zoning

- **Update restrictive and outdated zoning** that limit residential densities, height, setbacks, and Floor-Area-Ratios (FARs) and identify and **eliminate unnecessary discretionary reviews**
- Identify and **eliminate barriers for the development of employer-sponsored housing** for compatible housing types
- **Remove impediments** to farmworker housing within areas subject to the **California Coastal Commission**



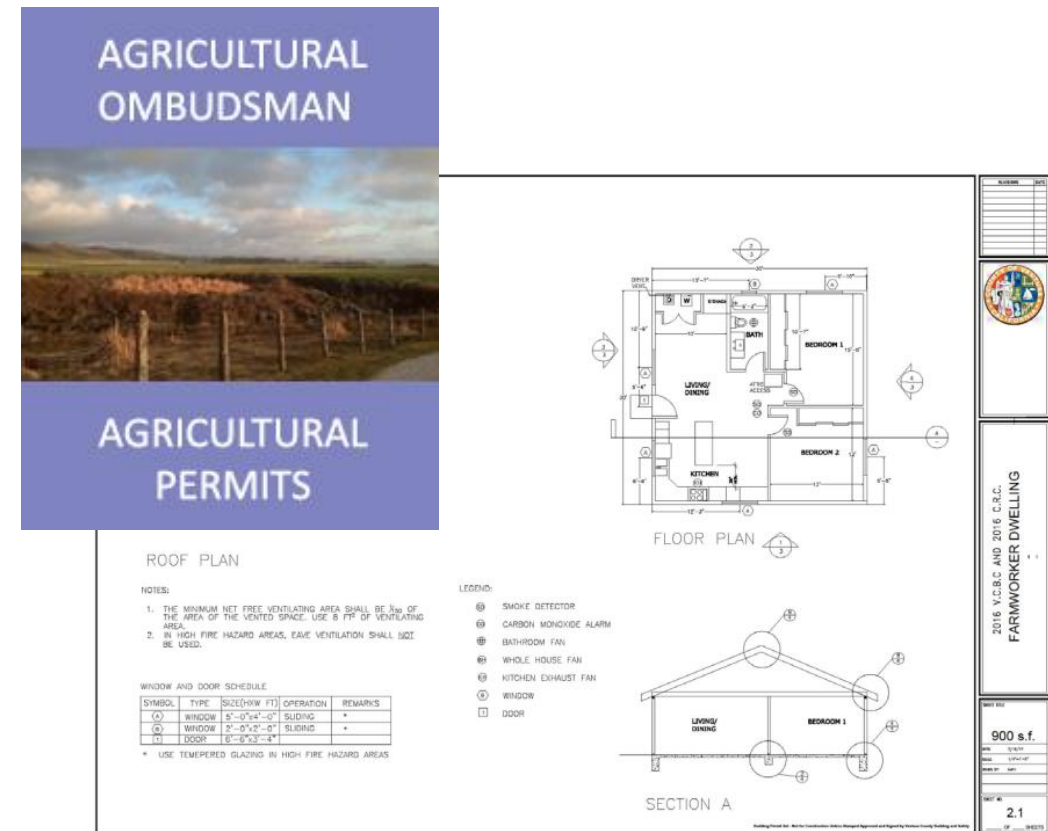
Action Plan Implementation, 2018-2020

Regulatory Reform – Remove Barriers

- Santa Cruz County Board of Supervisors approved Code and Local Coastal Plan (LCP) Amendments to support agricultural employee housing, approved by CA Coastal Commission on February 12, 2020
- King City: amended Zoning Code and General Plan to stimulate farmworker housing

Regulatory Reforms - Processing

- Apply for **SB 2** funding to **update zoning and revise other regulations to streamline production** of farmworker housing
- Allow for **priority processing of by-right, year-round, permanent farmworker housing** projects
- Fund and **designate** a point-person or **ombudsperson** responsible for **shepherding** farmworker housing project applications **through the local government approval process**
- Design and **develop pre-approved plans** and adopt modified development-by-right for farmworker housing



Action Plan Implementation, 2018-2020

Processing

- AB 1783 Farmworker Housing Act of 2019 signed by Governor on October 1, 2019 streamlines farmworker housing project development by affordable housing developers on agriculturally zoned land
- All 8 jurisdictions awarded SB2 Planning funds to streamline housing approvals

Regulatory Reforms - Fees

- Encourage local jurisdictions to adopt ordinances that **waive** development **impact fees for affordable farmworker housing**
- Support local jurisdictions in **establishing development fee deferral programs** for affordable and workforce housing
- Incentivize smaller, less expensive units by **charging developer impact fees based on unit square footage rather than per unit**



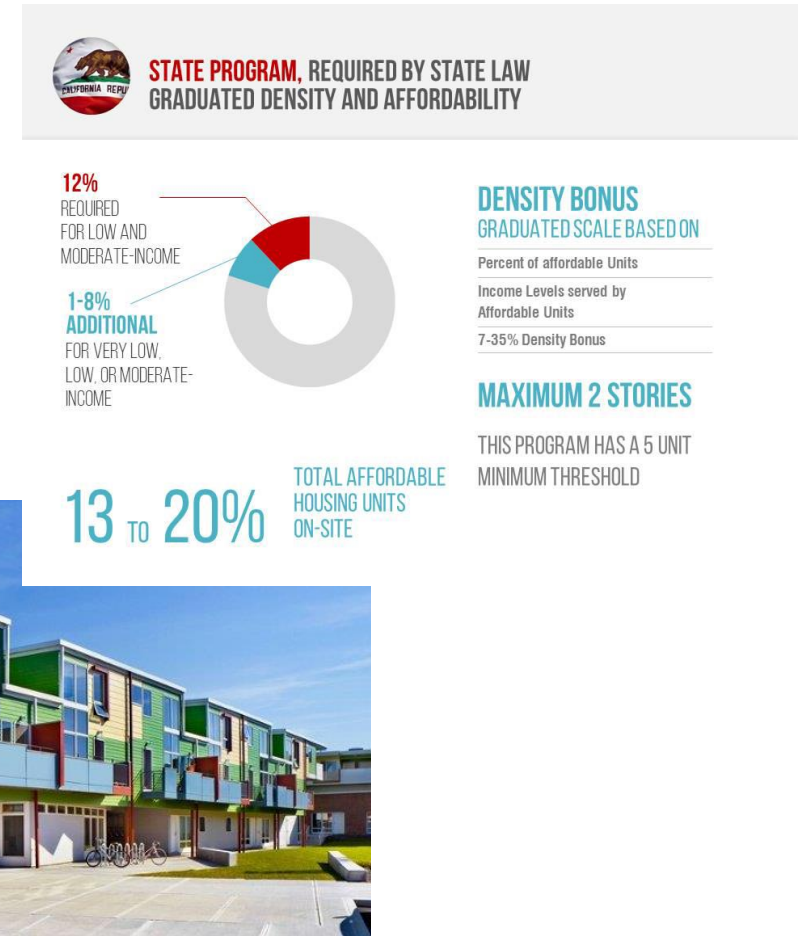
Action Plan Implementation, 2018-2020

Fees

- City of Salinas: approved ordinance to NOT collect development impact fees for Accessory Dwelling Units for five years (starting March 2019)

Regulatory Reforms - Incentives

- Encourage local jurisdictions to **allow** for greater **flexibility in the provision of parking** for affordable farmworker housing, where appropriate.
- Provide greater **flexibility in ratio of residential and commercial space in mixed-use districts** or zones
- Educate local jurisdictions about state-density bonus and encourage **development of an enhanced or super-density bonus** where appropriate



Regulatory Reforms - Education

- Conduct **outreach and education workshops** for the potential applicants to better understand the regulations governing farmworker housing
- Encourage local jurisdictions to proactively **collaborate with affordable housing developers to remove site-specific barriers**
- **Expand training** of city/county staff and elected officials about land use laws and regulations and **foster a can-do collaborative mindset**



Action Plan Implementation, 2018-2020

Education

Ongoing communication among local affordable housing developers and jurisdictions about specific sites and barriers to development

Monterey County Board of Supervisors Employer-Sponsored Farmworker Housing Ad Hoc Committee, 2018:

- Met with agriculture industry representatives about minimum physical requirements for employer-sponsored housing complexes
- Met with Salinas Valley mayors and city managers about concerns about employer-sponsored housing
- Presented status report to Board of Supervisors re Ad Hoc Committee findings

Regional Forum, April 19, 2018

- Fully bilingual – handouts, presentations, interpretation
- To remind people about the human stories behind the numbers, presented the videos of the surveyors in Spanish with English subtitles



Action Plan – Draft to Final

- Subcommittee worked to refine Draft based on feedback at Forum and add responsibilities and timeline
- Month after Forum: open meeting to review Final
- Report and Action Plan Final published on website
- CDs or paper copies given to funders and partners
- Anticipated structure for implementation: quarterly regional meetings with reports from working groups specific to Santa Cruz County/Watsonville and to Monterey County/Salinas + Valley cities

The Benefits of a Focused Study of Farmworker Housing

- Agriculture is major engine of Ventura County economy, which depends on healthy trained workforce (beware E. Coli)
- Solutions, especially innovations beyond status quo programs, require focus and collaboration among the many interested parties
- Current accurate data supports the development of appropriate solutions for range of worker types and needs to plant, harvest, and process crops

Another Important Subcommittee - Media

- Develop Media Plan in advance of releasing survey results
- Encourage journalists to talk with agricultural businesses and not just farmworkers and housing advocates
- Frame Works Institute of Washington, D.C. – advises how to frame issues to inspire action and support for solutions – according to their research, when we keep calling something “a crisis,” people tune out because it sounds unsolvable
- Bilingual Infographics to summarize study data

An aerial photograph of a vast, green agricultural field, likely a vineyard, with a dirt path leading towards the horizon. In the background, there are rolling hills and some farm buildings under a clear sky.

THANK YOU!

QUESTIONS?