

AGENDA REPORT

City Council

MEETING DATE: September 17, 2014

PREPARED BY: Jeff Murphy, Director

DEPT. DIRECTOR: Jeff Murphy

DEPARTMENT: Planning & Building

CITY MANAGER: Gus Vina

SUBJECT:

Housing Element Update. An overview of the project schedule and approach to inform and engage the public as the City updates its future housing policies. Staff will also introduce the approach for the upcoming joint Planning Commission/City Council Study Session on September 30, 2014, which is intended to provide an overview of the presentation materials that will be displayed during upcoming public engagement events.

RECOMMENDED ACTION:

Receive, consider and provide staff direction on the public engagement materials and plan, project schedule, and outline for the special study session.

STRATEGIC PLAN:

This action before the Council fits within the Community Planning focus area and will help achieve the goal to qualify for a certified Housing Element.

FISCAL CONSIDERATIONS:

The action before the Council is an overview of the next steps towards developing a draft Housing Element Update that will be considered by the Council and, ultimately, voters. There is no fiscal impact associated with this overview.

BACKGROUND:

On June 18, 2014, as part of Council's consideration of the proposed Vision and Objectives statements that were being proposed as part of the Housing Element Update, Council directed that staff return with additional information on an approach to engage the community. Specifically, Council requested information on the following.

- Messaging
- Public engagement plan
- Schedule
- Presentation materials

ANALYSIS:

A. Messaging

Council expressed a desire to better understand the message that staff will be delivering during public engagement. Any message that gets conveyed needs to be engaging, consistent and understandable in order for residents and other stakeholders (other property and business owners) to want to be involved in the process.

For most of this effort, the focus of the Housing Element Update (HEU) has been “it’s the state law...you must comply.” This is an important reason, one that should be acknowledged, but it is not the only reason why an update is important. What truly matters is a Housing element that benefits Encinitas today and in the future.

The HEU is much more than rezoning sites in order to accommodate the State’s requirement for future housing units. The HEU is a policy document that helps shape how and where housing should be addressed in the City for all income and age groups, while recognizing and responding to design quality and community character. The document helps coordinate housing development in order to properly provide for an evolving population base and it establishes policies that encourage maintenance of existing affordable housing and programs that provide opportunities for low-income families. There are also indirect benefits associated with an adopted HEU, such as accessibility to grant funding that helps improve and beautify our public infrastructure.

As such, developing understandable and productive message points are necessary to help properly solicit interest in the topic. First, the term Housing Element Update can be confusing to those folks who are not familiar with planning jargon. As such, the effort is going to be more about updating the City’s future housing needs. This better reflects what we are ultimately trying to accomplish, and presents to the public an understandable objective that will help us maximize citywide engagement and input.

Next, it is important to convey WHY we need to update housing polices. Those points are reflected below.

- Our population is changing and we will need more housing choices in our community.
- Planning for future housing helps avoid the negative consequences of growth.
- Having a plan in place makes us more competitive for grant funds.
- State law requires that we adopt a plan to meet the housing needs for all community members.

A handout, found in Attachment CC-1, has been developed that elaborates on each of these points and also provides reasons why and how community members should get involved as we update our housing needs.

B. Public Participation Plan

Public participation is a critical component of the Housing Element process, because ultimately, its success will depend on community support. Therefore, the public participation plan aims to provide clear and ongoing information, encourage meaningful dialog, gather feedback and build consensus among local stakeholders. This will be achieved through a variety of methods, which are outlined in the plan, all with the goal of being as transparent and inclusive as possible. The plan has been designed to reach the final goal of empowering voters by placing the final decision in their hands with a ballot measure, which is the highest form of public participation. A copy of the plan is provided in Attachment CC-2.

C. Schedule

The schedule to present the plan before the voters in November 2016 is located in Attachment CC-3. Below are some of the critical path dates.

October 2014 – Promote Project Awareness:

City staff will be “getting the word out” and advising folks of upcoming events, activities and efforts being held in order to solicit public involvement, input and comment.

November 2014 – Engage Community and Stakeholders for Input:

A series of events will be held where the public can learn about housing needs and help guide where future housing should be located in the community.

December 2014 – Report Back the Input Collected:

City Council and Planning Commission will hold a joint study session to hear the results of the outreach and input and view possible plan alternatives for future housing sites.

January 2015 – Select a Preferred Plan:

City Council and Planning Commission joint study session to provide direction on a ‘preferred’ plan for future housing sites. This is not the end of the process. The plan will go through environmental review as required under state law (CEQA), which can be a lengthy process.

January/February 2016 – Public Review of Draft Environmental Analysis:

Draft environmental document, mapping alternatives and policy document presented to Planning Commission and City Council for review, public discussion and decision.

November 2016 – Public Vote:

Final environmental document, housing maps and policy document presented to the voters for final decision.

This project schedule is aggressive, but will accomplish the following.

- Meets the November 2016 election goal;
- No special election, which can be costly;
- Provides some flexibility to respond to unanticipated delays (i.e., substantial CEQA comments from the public or other government agencies, Council/Commission need for additional information, issues to resolve with the state Department of Housing and Community Development, etc.);
- Allows the process to start prior to the holiday season;
- Allows the project to progress in the proper sequence, whereby each task/milestone lays a strong foundation for the next, avoiding backsliding; and,
- A step towards compliance. As noted in previous Council presentations and Agenda Reports, a local jurisdiction is required under California law to have a state certified Housing Element. The City of Encinitas has been out of compliance for numerous years. There are several risks/impacts associated with noncompliance, which are summarized in Attachment CC-4.

D. Presentation Material

To better absorb and understand the material that will be shared with the community, a study session will be held at a special joint meeting of the Planning Commission and City Council on September 30th at 6:00 pm at the Encinitas Community Center.

The joint study session will be structured so that the Commissioners and Councilmembers will experience a sampling of what the public will experience at public engagement events, which are currently scheduled to take place in mid-November 2014.

There will be six workstations, listed below, each responding to a key issue related to the update effort.

- Station 1 – Reasons why we need to plan for future housing
- Station 2 – The general design characteristics of the community
- Station 3 – What are the different types of housing
- Station 4 – How the housing creates neighborhoods
- Station 5 – How future housing units are determined & where they should go
- Station 6 – Where do YOU think future housing should go in YOUR community?
(Join e-Town Hall conversations)

Each workstation builds off of the other and eventually, upon arrival at Station 6, participants will have the tools and knowledge to log onto “e-Town Hall” to provide their input and suggestions on what community characteristics they value and where future housing should be located in their community.

At the September 30th Study Session, staff intends to walk the Commissioners and Councilmembers through each station using Old Encinitas as the example. This approach deviates from past workshop scenarios where staff was positioned in the front of the room talking to an audience. The work station approach is more of a “gallery” type exhibition which allows for more personable dialogue, and therefore more meaningful exchange of ideas.

ENVIRONMENTAL CONSIDERATIONS:

The action before the City Council is statutorily exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15262, Feasibility and Planning Studies. This action involves only ongoing study in preparing an update to the City’s Housing Element, but does not have a legally binding effect on any possible future discretionary action. The proposed approach to conducting the process for updating the Housing Element considers environmental factors, such as climate change and coordinated planning of land use, transportation and housing, pursuant to Senate Bill 375 (Steinberg, 2008). Public input received and technical information prepared during the proposed process will be utilized in preparing an Environmental Impact Report for the Housing Element Update.

ATTACHMENTS:

- CC-1 – Updating Our Housing Policies Handout
- CC-2 – Public Participation Plan
- CC-3 – Project Schedule
- CC-4 – Risks/Impacts for noncompliance

CC-1 – Updating Our Housing Policies Handout - DRAFT



Your Voice Counts

Creating Housing Choices for Tomorrow

In 2016, there will be a ballot measure on future housing in Encinitas... what do you want it to say?

Encinitas is facing a challenge when it comes to our local housing, and we need your input to help create a plan to find community-supported solutions. Housing costs in Encinitas continue to climb, while the availability and variety of that housing continues to drop. This is especially concerning because we have a growing population with changing needs. The median home price in Encinitas is more than 20 percent higher than in the North County Coastal area, making it harder for our young professionals to land their first home or for seniors to locate downsizing options. Our senior citizen population is expected to almost double by 2035, and many potential downsizers will not be able to stay in Encinitas.

Simply put, Encinitas is evolving and we need to create more housing options that meet our community's growing and changing needs.



In order to make this happen, we'll need to update our local policies, which hasn't been done since the 90s. A lot has changed since those days, and our policies need to reflect our current needs.

We want to plan wisely for our future, with all age and income groups in mind, and we want the community to be a part of the effort. We need your help in identifying the type and location of future housing in Encinitas, what community characteristics you value, and how the community can be confident that future projects will fit in with existing neighborhoods. The plan that you help us create will ultimately go on a ballot in the 2016 election. Now is the time to learn how housing affects you, and how you can help guide the future of Encinitas.

Why do we need a Housing Element?

1. Our population is changing and we will need more housing choices in our community.
2. Planning for future housing helps avoid the negative consequences of growth.
3. State law requires that we adopt a plan to meet the housing needs for all community members.
4. Having this plan in place makes us more competitive for grant funds that can help us improve all of Encinitas.



Your Voice Counts

Why do we need to accommodate future housing?

Housing Needs are Changing

People live, work and play in different ways than previous generations. The Millennial generation — generally defined as people born in the 1980s and 1990s — has been slower to buy single-family homes than earlier generations.

There are varying reasons for this situation, including rising student debt, cost of housing and new challenges in securing a mortgage for first-time homeowners. Also, they often want different things in housing and neighborhoods than is available today. As a result, for this younger generation, rental (multifamily) units near retail hubs are in much more demand than single-family homeownership.

Baby boomers will also impact the housing market as they downsize and move into smaller units in urban areas with easily accessible services and amenities.

Did you know...

- 1 The median priced home in Encinitas is 24% higher than the North County Coastal median of \$619,000.
- 2 The median price of all home sales in Encinitas is about \$769,000.
- 3 The average rent for a two-bedroom apartment in Encinitas is \$1,869.
- 4 Only 59% of existing households in Encinitas make enough money to rent a two-bedroom apartment in the city. Only 28% can afford to buy a home.

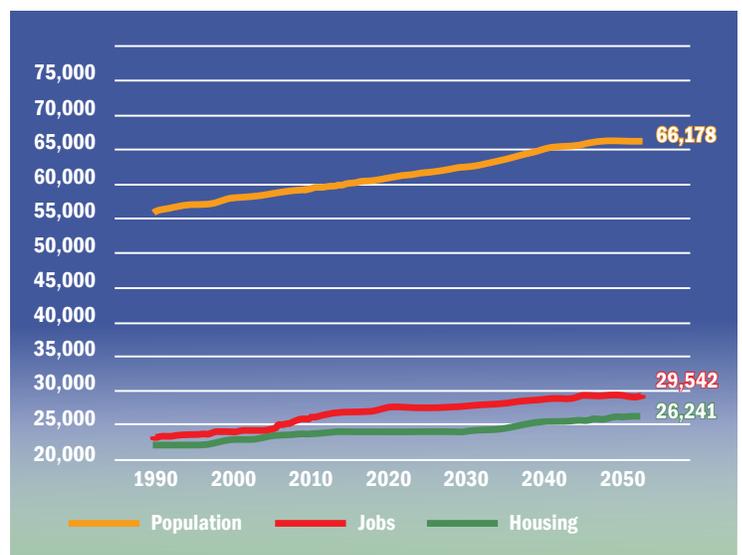
Helping the City provide opportunities for affordable and many kinds of housing options in your community.



Population Growth Continues

Population growth in Encinitas, and the region, is expected to continue in the foreseeable future. As reflected in the chart below, economic and population growth in Encinitas is expected to continue at a steady rate into 2050.

It's important that we properly plan for this anticipated growth; especially since large amounts of vacant land is no longer available and we must consider different kinds of housing for this growth.



Why do we need to accommodate future housing?

Did you know...

5

By 2035, the population in Encinitas is expected to grow by 7%. That's 4,236 more people that need housing.

6

The Encinitas Housing Authority Rental Assistance program has over 600 families on the waitlist, of which over 70 % are elderly or disabled.

7

Currently, there are over 9,000 baby-boomers (65+) in the City. By 2035, that number will increase by roughly 78%.

8

The mean annual social security income amount in Encinitas is \$17,962.

9

Over 25% of the City's extremely low income residents are aged 65+ years or older.

Infrastructure Grants Available

Because our housing policies have not been updated, the City is losing out on hundreds of thousands of dollars every year in available grant funding to other local cities.



We are therefore relying on local tax dollars for some projects that could be funded by regional grants. Projects that qualify for grant funding include bike facility improvements, sidewalks, traffic calming features and rail underpasses.

Current housing policies are absolutely necessary if we want to be eligible for certain regional grant dollars that could help fund important infrastructure projects — and this underscores the need for creating a housing plan for our future.

It's a State law

Adequately planning for housing needs for all segments of the community (not just low income) is a requirement under state law. A city could face significant repercussions should it fail to comply.



housing matters



Your Voice Counts

Creating Housing Choices for Tomorrow

How does this impact me and what role can I play?

As part of updating our housing policies, we need to determine where future housing should be located and what it should look like once it is built. Each of the five Encinitas communities has its own identity, and therefore, a one-size-fits-all approach to housing will not work. Instead, the plan will need to be tailored to fit the uniqueness of each community.

Defining community values and where future housing growth should be located requires input and guidance from those who live and own business here. Encinitas is a community defined by its developed character and its citizens, young and old, and it is important that you have a voice in the process.

In the coming months, the City will be hosting a series of public events and utilizing online engagement to solicit needed input from residents and business owners. We hope that you will join in the discussions.

To help guide and prepare for the upcoming dialogue in updating our housing policies, it will be valuable to first think about the following questions.

How do I define community character?

What characteristics do I want to preserve?

What characteristics do I want to introduce?

When is this all going to happen?

November 2014:

A series of events will be held where the public can learn about housing needs and help guide where future housing should be located in the community. Visit our website for exact dates, times and locations.

December 2014:

City Council and Planning Commission will hold a joint study session to hear the results of the outreach and input and view possible plan alternatives for future housing sites.

January 2015:

City Council and Planning Commission joint study session to provide direction on a 'preferred' plan alternative for future housing sites. This is not the end of the process. The plan will go through environmental review as required under state law (CEQA), which can be a lengthy process.

May to June 2016:

Draft environmental document, mapping alternatives and policies presented to Planning Commission and City Council for review, public discussion and decision.

November 2016:

Final environmental document, housing maps and policies presented to the voters for final decision.

09/17/2014

Item #10C

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Call City staff
760-943-2101



Participate in E-town Hall
www.encinitasca.gov



Email City staff
mstrong@encinitasca.gov



Visit the website
www.encinitas2035.info

CC-2 – Public Participation Plan

City of Encinitas

Housing Element: Public Participation Plan

OVERVIEW

Encinitas City Council and staff realize that public participation must be at the core of the Housing Element process, because ultimately, its success will depend on community support. With that in mind, the next several months will be dedicated to an extensive outreach effort that aims to provide information, encourage dialog, gather feedback and build consensus among local stakeholders.

OBJECTIVES

Public participation will help ensure that the Housing Element meets the changing needs of our growing population, while blending with the local flavor of our five distinct Encinitas communities of Leucadia, Old Encinitas, New Encinitas, Cardiff and Olivenhain. Meaningful participation also increases the legitimacy, transparency and accountability of decisions made throughout the Housing Element process. Staff will look to the public to help guide the following:

- 1. Define community characteristics, in specific terms.** Each of the five communities will be asked to give concrete examples of what elements define their identity. This feedback will help staff identify which elements they should embrace as they tailor housing solutions.
- 2. Identify where potential housing could be built.** Local stakeholders will have a chance to review several candidate sites within each community, and learn about how and why these sites were selected. Armed with that information, they will then be able to decide which of the potential sites they prefer most.
- 3. Select the types of housing that would be most desirable.** In addition to reviewing candidate sites, local stakeholders will also have an opportunity to indicate what types of housing they would like to see there. Staff will provide an educational context for this, with explanations about each housing type that is on the table for consideration.

TARGET AUDIENCES

There will be an ongoing effort to engage a broad spectrum of local stakeholders, with a focus on segments of the community who have not participated much in the past, including business and property owners, seniors and young professionals, as well as major institutions and nonprofits invested in our community. A detailed list of local stakeholders and targeted outreach to them can be found attached to this plan.

ENGAGEMENT STRATEGIES

Public participation will be achieved in a variety of ways, with level of impact increasing along the way. The framework for this approach pulls from the International Association for Public Participation (IAP2) Spectrum, which is included below for reference:

IAP2 Spectrum of Public Participation



The purpose of the Spectrum is to help define the level of public participation a given project will include. Based on the needs of this project and community desires, we recognize that the proper level of participation is to take steps to best prepare the community to be “Empowered” to make the final decision. The following plan and timeline were crafted with this model in mind. All forms of public outreach are designed to work together to achieve the final objective of engaging the public in meaningful ways with the Housing Element process.

Inform local stakeholders: Ongoing

Initial outreach will focus on making the public aware of the fact that the Housing Element process will soon begin, and inviting stakeholders to be a part of it. In preparation, staff will work to develop clear, concise messaging and a distinct, consistent identity for all materials related to the Housing Element process. This effort to raise awareness throughout the community will involve multiple forms of outreach, which are outlined below:

Digital	Print	Face-to-Face
*City website and newsletter	*Direct mailers	*Community events
*Social media and multimedia	*Flyers and brochures	*Stakeholder meetings
*News releases to local media	*Informational boards	*Media briefings

Keeping the public informed throughout the process will also be critical. This will be achieved primarily through a webpage dedicated to the Housing Element process, which will be prominently placed on the city website’s homepage. This will serve as an ongoing resource with regular updates and reports about how public input was implemented in the process, thereby

increasing transparency and ensuring accountability. It will also feature educational resources, including a glossary of terms explaining some commonly-used planning phrases and links to other helpful information.

Staff will also focus on working with groups of key stakeholders, which are outlined in the attached list, and attending community events and meetings. These face-to-face interactions will provide an opportunity for staff to educate the public, and inform them of all the participation tools that are available to them.

Involve Local Stakeholders: November 2014

Staff will focus on encouraging dialogue and gathering input from the community, both online and in-person:

- **e-Town Hall:** Through this platform, local stakeholders will be able offer comments and access an interactive map of the candidate sites. This online technology offers the public a new way to engage with the process; and because it allows the public to engage on their terms, the hope is that it will appeal to a broader and new audience in the community that may not participate in traditional meetings or workshops.
- **Open House Series:** During these all-day events, the public will be invited to attend an exhibition-style event, allowing everyone to walk through and absorb the information at their own pace. At each station, the public will be educated about the Housing Element and the process surrounding it. These events will be a time for the public to ask questions, provide feedback and offer suggestions. The hope is that these discussions will help staff solidify the key characteristics of each community, as defined by its local stakeholders—as well as where the public would like to see housing built, and what types they like best.

After staff receives input from the community, staff will focus on tailoring the alternatives most preferred, and then work to build consensus around them. This will be achieved through a series of joint meetings with City Council and the Planning Commission. The objective of these public meetings will be for staff to present the feedback from the community, explain how that influenced the outcome, provide an update on current progress, and seek direction on how to move forward.

A more detailed timeline of these joint meetings can be found below:

December 2014: This City Council and Planning Commission Joint Study Session will be dedicated to providing staff with an opportunity to present the community input that was received on land use and character plan alternatives.

January 2014: This City Council and Planning Commission Joint Study Session will be dedicated establishing a preferred land use and character plan.

February 2015: This City Council and Planning Commission Joint Study Session will be dedicated to receiving direction on the final preferred land use and character plan.

March 2015 to October 2016: City staff will work on keeping the public engaged and informed as it works to create the Housing Element document and Environmental Impact Report. Each will go through a draft period that allows the public to review it and provide feedback, so sustaining public engagement will be critical. This will be achieved using the outreach methods outlined in the first phase of this plan.

Empower Stakeholders: November 2016 election

Ultimately, the goal is to put the final decision in the hands of the public by allowing them to vote on a Housing Element plan. As defined by the IAP2, this is the highest degree of public participation, as the public determines the outcome. After staff receives direction during the final City Council and Planning Commission Joint Study Session, staff will spend the following months ensuring all the requirements are met for an official ballot measure in the 2016 election. As that process continues, staff will keep the public informed of its progress and any opportunities to provide input along the way.

DRAFT

City of Encinitas: Housing Element Key Stakeholder Outreach

Planning for future housing needs in Encinitas is an issue that potentially impacts every segment of our community, and therefore, the public outreach plan aims to involve as many stakeholders as possible. While the plan is intended to be inclusive, it has also been designed to target key groups of stakeholders who may have specific needs or concerns. These groups will require a more tailored outreach to adequately address those focus points. In addition, many of these groups include community leaders who are able to help the City increase its reach for public participation. The hope is that by engaging these key stakeholders, there will be a ripple effect throughout their respective networks, thereby resulting in a broad and robust level of public participation.

It is important to note that all outreach is working toward the common goal of encouraging the public to participate in the planning process by attending City workshops and meetings, and/or weighing in online via e-Town Hall.

Below is a list of key groups of stakeholders, along with focus areas that are relevant to them, and the outreach methods that will be used to help address them:

Business Groups

Cardiff 101 Main Street
Encinitas Business Exchange
Encinitas Main Street 101
Encinitas Chamber of Commerce
Leucadia 101 Main Street
New Encinitas Network

Focus Points: Business and property owners will likely be interested in the economic development impacts of any rezoning related to the Housing Element, both long term and short term. Options for commercial and residential mixed-use projects may be another area of interest.

Outreach Methods: City staff will invite the directors and board members of these business groups to a focus group meeting. These business leaders will be asked to inform their group members via their respective newsletters, social media pages and during their regular meetings. City staff will also actively seek speaking engagement opportunities at events hosted by these groups.

Senior Citizens (adults ages 50 and older)

City of Encinitas Senior and Community Center (staff who interact with seniors)
City of Encinitas Senior Citizen Commission
County of San Diego Aging and Independence Services
Local senior living communities: Atria, Belmont, Seacrest and Via Cantebria

Focus Points: Because many senior citizens are preparing to downsize their living

Senior Citizens (adults ages 50 and older)

accommodations, the availability of affordable housing will likely be of special interest. The proximity of this housing to community assets, such as shopping centers and medical facilities, may be another key topic.

Outreach Methods: Outreach for this group will focus on first meeting with the key contact people for each entity, which will provide an opportunity for staff to start a dialogue. Based on those conversations, staff will tailor an effort to meet the needs of each entity, which may involve onsite presentations and tutorials.

Millennials (adults ages 18 to mid-30s)

Encinitas Young Professionals Network
Equinox Center Leaders 2020
Mira Costa Community College

Focus Points: Opportunities for more multi-family housing is expected to be a focus point for this group, largely because it is more affordable and therefore appealing to first-time homebuyers. Other related factors, including the walkability of an area or its access to green space, will also be addressed.

Outreach Methods: This group tends to be active online, and with this in mind, outreach will be largely achieved through social media, and the online engagement opportunities via e-Town Hall. Staff will also coordinate with these entities in hopes of tapping into their respective online social networks. That will be supplemented by face-to-face interaction at events hosted by these groups.

Major Institutions and Nonprofits

Community Resource Center
Leichtag Foundation
Lux Art Institute
Magdalena Ecke Family YMCA
Rancho Coastal Humane Society
San Diego Botanic Gardens
San Dieguito Boys and Girls Club
San Elijo Lagoon Conservancy
Scripps Memorial Hospital Encinitas

Focus Points: Because many of these groups are major employers within Encinitas, it is likely that they will be invested in ensuring that their staffs have an opportunity to live near the place they work. In addition, some of these groups may have an interest in expanding, which potentially could be impacted by rezoning related to the Housing Element.

Outreach Methods: Initial outreach will be focused on each entity, as each may have a slightly different focus related to the Housing Element. Once a dialogue has begun, staff will work to create a focus group with representatives from each entity. This will allow staff to begin to address more common themes. The goal will be for this focus group to share information with their respective members and networks, thereby increasing the City's outreach to the public.

Resident Groups and HOAs

Cardiff Town Council
Leucadia Town Council
Olivenhain Town Council
HOAs (47 listed in the internal city database)

Focus Points: Staff has placed a great deal of importance on establishing community identity, as defined by its residents. Therefore, it will be critical for these groups to participate, and be aware of how and why candidate sites were chosen within their communities—and to help staff determine what types of housing would be most desirable within their communities.

Outreach Methods: Due to the volume of these groups, initial outreach will be done via e-blasts, and will include provided text that can be shared in their respective newsletters, bulletins and social media outlets. As part of this outreach, staff will work to establish a key contact person within each group to ensure that communication is ongoing and clear.

Schools and Groups Dedicated to Education & Youth

Cardiff School District and associated PTA groups
Encinitas Country Day School
Encinitas Educational Foundation
Encinitas Union School District and associated PTA groups
Grauer School
Healthy Day Partners
Pacific Academy
Rancho Encinitas Academy
Rhoades School
San Dieguito Alliance for Drug Free Youth
San Dieguito Union High School District (La Costa Canyon & San Dieguito) and associated PTA groups
Scrumptious Schoolyards
St. John's Catholic School

Focus Points: Because parents are raising the next generation of potential residents, staff understands that they have a vested interest in the future of Encinitas. It is anticipated that this group will be particularly interested in population growth, local housing trend projections and the implications of them.

Outreach Method: Staff will take a multipronged approach for outreach to this group, as there is some natural overlap among schools and groups within the same public districts—while other entities, such as private schools, will require more targeted communication. Staff will also make use of meetings and events where several of these stakeholders are present, such as the City's school liaison meetings and PTA presidents' meetings. In addition, staff will provide informational text to each group in hopes that they include the information in their respective newsletters and on social media pages. Staff will work to establish a key contact person within each entity, so that a clear and ongoing line of communication is established.

City staff realizes that there are a number of community groups that may not necessarily require targeted outreach, but will still need to be engaged in the process. Therefore, staff will also work to inform and involve the following groups and their respective members:

- Coastal Rotary Club
- Encinitas Historical Society
- Encinitas Kiwanis
- Encinitas Lions Club
- Encinitas Migrant CDC
- Encinitas Preservation Association
- Encinitas Rotary Club
- Friends of the Library (Cardiff and Encinitas)
- Mano a Mano Foundation
- San Dieguito Heritage Museum

In addition to this outreach, staff has identified the following regional groups, which could serve as resources or support throughout the process. Staff will therefore work to collaborate with the following groups:

- American Institute of Architects
- Building Industry Association
- California Health Partners
- California Pan Ethnic Health Network
- California State University San Marcos Office of Civic Engagement
- Headstart, Community Development Institute
- Integracion Latina
- Jewish Family Service
- San Diego Housing Federation
- San Diego Foundation
- Surfrider Foundation

CC-3 – Project Schedule

Housing Element Update Milestones Overview: Toward a Public Vote

MAJOR MILESTONES	DATES
1. Overview of Project Approach, Schedule, Key Messages and Public Engagement Plan	17 SEP 2014
2. Preview of Project Exhibition Content and Layout for Public Engagement (<i>Joint City Council – Planning Commission Study Session</i>)	30 SEP 2014
3. Project Awareness Promotion	18 SEP – early NOV 2014
4. Project Exhibition Events and e-Town Hall Open for Receiving Input	mid NOV 2014
5. Public Engagement Input Results (<i>Joint City Council – Planning Commission Study Session</i>)	mid DEC 2014
6. Direction on Preferred Land Use and Character Plan (<i>Joint City Council – Planning Commission Study Session</i>)	mid JAN 2015
7. Confirmation of Preferred Land Use and Character Plan; Review Draft Housing Element Policies (<i>Joint City Council – Planning Commission Study Session</i>)	mid FEB 2015
8. Draft Housing Element Document Under Review by State Department of Housing and Community Development and Public	FEB – APR 2015
9. Public Review of Related Legislative Actions (<i>Joint City Council – Planning Commission Study Session</i>)	MAR 2015
10. EIR Notice of Preparation and Scoping Meeting	MAY 2015
11. Draft EIR Available for Public Review (<i>Joint City Council – Planning Commission Study Session</i>)	JAN – FEB 2016
12. Responses to Comments on Draft EIR	FEB – MAR 2016
13. Final EIR	APR 2016
14. Planning Commission and City Council Hearings to Recommend/Refer to Voters the Final Housing Element	MAY – JUN 2016
15. Ballot Measure Submitted to County Registrar of Voters	AUG 2016
16. Public Vote	NOV 2016
17. State Department of Housing and Community Development Certification of Adopted Housing Element	DEC 2016 – JAN 2017
18. Coastal Commission Approval of Housing Element	late 2016 – early 2018

Discussion

- Significant schedule savings occur with joint City Council – Planning Commission study sessions and results in constructive dialogue; this approach is already built into the schedule.
- Depending on public engagement and City Council's decision-making, additional study sessions or hearings would lengthen the project schedule. Six study sessions are already proposed around key milestones. However, there is only one hearing for each the Planning Commission and City Council when formal, final action occurs because the assumption is that by that point, significant consensus on the project will have been achieved.
- The EIR process typically takes about a year, which is reflected in the schedule. If a high number of comments are received on the Draft EIR or the Draft EIR needs to be recirculated, this would impact the schedule and significantly so if the Draft EIR needs to be recirculated.

Variables

1. The project awareness promotion and public engagement tasks/milestones shift depending on City Council direction relative to the November 2014 election. The awareness promotion can occur during November – December, but public engagement events should not occur during December due to holiday distractions, which would limit participation by the public.
2. Can move up preparation of Draft Housing Element document to be finalized at City Council confirmation of preferred plan/project description plan instead of commencing preparation of the document after Council confirmation of the preferred plan/project description plan—saves one month. Shifts discussion of Draft Housing Element policies to milestone #6 above for Options #2 and #3 instead of #7 in Option #1. However, this approach requires staff to make assumptions based on preliminary direction about the City Council's final direction, which would come one month later and is therefore not the ideal approach. The ideal approach is set forth in Option #1.
3. Can push back City Council authorizing placement of measure on the ballot by one month; past practice has been to do this in June, but can be done in July and still get to Registrar of Voters in August.

Discussion

- Significant schedule savings occur with joint City Council – Planning Commission study sessions; this approach is already built into the schedule for all options.
- Depending on public engagement and City Council's decision-making, additional study sessions or hearings would lengthen the project schedule. Six study sessions are already proposed around key milestones. However, there is only one hearing for each the Planning Commission and City Council when formal, final action occurs because the assumption is that by that point, significant consensus on the project will have been achieved.
- The EIR process typically takes about a year, which is reflected in the schedule. If a high number of comments are received on the Draft EIR or the Draft EIR needs to be recirculated, this would impact the schedule and significantly so if the Draft EIR needs to be recirculated.
- Option #3 does not allow for a public vote in November 2016.

CC-4 – Risks/Impacts for noncompliance

Overview

- The Housing Element is an integral component of the General Plan. With the Housing Element being deemed out of compliance with state law by HCD, it jeopardizes the legality of the overall General Plan.
- SB 375 relaxes who can challenge the Housing Element – a damaged party is not required. Any individual or entity with an interest in housing can challenge the Housing Element; potentially threatening local land use authority and control.
- The Regional Housing Needs Allocation (RHNA) – how much housing the City is responsible – is “reset” to a new figure each planning period. RHNA is not a construction obligation. However, if a City fails to demonstrate adequate land use planning to accommodate the RHNA in all income categories, the shortfall is rolled over to the next planning period. RHNA becomes cumulative in this case.
- A Housing Element “certified” by HCD is a prerequisite for applying for a variety of housing and infrastructure improvement funds.
- Housing Element is the most frequently litigated element of the General Plan. A “certified” Housing Element has the advantage of “presumption of validity” under state law in the event of a law suit.