

August 16, 2022

State Department of Housing and Community Development
C/O Land Use and Planning Unit
2020 W. El Camino Ave, Suite 500
Sacramento, CA 95833

To Whom It May Concern,

The City of Pleasanton is pleased to provide the City's Draft 6th Cycle Housing Element for HCD's review. Compliant with AB 215, the Draft Housing Element was available for public review from June 7 to July 19, 2022 (43 days), and during that public review period the City held four public meetings to discuss and receive input on the draft. The City took more than 10 business days after the close of the public review period to consider comments and integrate those comments into the Draft Housing Element being submitted to HCD.

Sincerely,

Ellen Clark
Director of Community Development

COMMUNITY DEVELOPMENT
www.cityofpleasantonca.gov

P. O. BOX 520 · 200 Old Bernal Avenue
Pleasanton, CA 94566-0802

Planning (925) 931-5600 Fax: 931-5483	Building & Safety (925) 931-5300 Fax: 931-5478	Code Enforcement (925) 931-5620 Fax: 931-5478	Permit Center (925) 931-5630 Fax: 931-5478	Traffic Engineering (925) 931-5677 Fax: 931-5487
--	---	--	---	---

City of Pleasanton



2023-2031 Housing Element

HCD Review Draft

August 2022



DRAFT

This page is intentionally blank

Contents

Section 1	Introduction	3
1.A	Community Context	3
1.B	Housing Element Purpose	3
1.C	Organization of the Housing Element.....	4
1.D	Data Sources and Methods.....	6
1.E	Summary of Public Participation	6
1.F	Relationship to Other General Plan Elements	14
1.G	Other Statutory Requirements.....	15
Section 2	Projected Housing Need	16
2.A	Introduction/Overview of ABAG Methodology	16
2.B	Alameda County Income Limits.....	16
2.C	Regional Housing Needs Allocation	17
Section 3	Housing Resources.....	18
3.A	Introduction	18
3.B	Land Resources.....	18
3.C	Financial and Administrative Resources	19
3.D	Opportunities for Energy Conservation	19
Section 4	Goals, Policies, and Programs	20
4.A	Introduction	20
4.B	Goals, Policies, and Programs	21
4.C	Quantified Objectives.....	55

Appendix A: Housing Needs Assessment

Appendix B: Sites Inventory and Methodology

Appendix C: Housing Constraints

Appendix D: Existing Programs Review

Appendix E: Public Participation Summaries

Appendix F: Affirmatively Furthering Fair Housing Assessment

Appendix G: Housing Resources

DRAFT

This page is intentionally blank

Section 1 Introduction

1.A Community Context

Pleasanton is a suburban community of approximately 80,000 residents located in Alameda County, in the eastern portion of the San Francisco Bay Area. Two Bay Area Rapid Transit (BART) stations link the community to the region, along with Altamont Corridor Express (ACE) commuter train and regional bus service provided by Livermore Amador Valley Transit Authority (LAVTA). During the past two decades, Pleasanton has experienced a diverse pattern of growth including substantial new residential, commercial, office, and industrial development. Residential growth consisting of infill or development of vacant or redevelopment of underutilized properties within the existing City limits has increased over time, as the community has become more built-out.

Pleasanton has developed a reputation as a desirable place in which to live and work, with an excellent school system, fine parks and recreational facilities, a traditional downtown area, and a low crime rate.

1.B Housing Element Purpose

The State of California has stated that the availability of decent and suitable housing for every California family is “a priority of the highest order” (California Government Code §54220). This objective has become increasingly urgent in recent years as communities across the State, including Pleasanton, struggle to meet the housing needs of all their residents. State Housing Element Law, established in 1969, recognizes the vital role local governments play in the supply and affordability of housing and requires all cities and counties in California establish a long-range plan to meet their fair share of regional housing needs. Cities are charged with planning for the welfare of their citizens, including ensuring that the existing and projected demands for housing are adequately met.

*High housing costs — and related housing instability issues — **increase health care costs** (for individuals and the State), **decrease educational outcomes** (affecting individuals, as well as the State’s productivity), **and make it difficult for California businesses to attract and retain employees.***

– State of California 2025 Statewide Housing Assessment

The Housing Element is the primary tool used by the State to ensure local governments are appropriately planning for and accommodating enough housing across all income levels. This Housing Element covers the planning period 2023-2031. The Housing Element is a mandatory part of a jurisdiction’s General Plan, but it differs from other General Plan elements in two key

DRAFT

aspects. The Housing Element must be updated every eight years for jurisdictions within a metropolitan planning organization (MPO) that is on a four-year regional transportation plan (RTP) cycle, such as the Association of Bay Area Governments (ABAG). The Housing Element must also be reviewed and approved (i.e., certified) by the California Department of Housing and Community Development (HCD) to ensure compliance with statutory requirements. Certification also ensures that the City remains eligible for various State and federal funding sources.

In practical terms, the Housing Element provides the City with an opportunity to assess its housing needs and to develop policies and actions that effectively respond to those needs. Amongst other groups, the Housing Element affects teachers in our schools, employees in our local businesses, older residents on fixed incomes, parents and their adult children who want to remain in or return to Pleasanton, and young persons wishing to live in the community. Ultimately, the supply and cost of housing affects the entire Bay Area economy and people's quality of life in the region.

At the time of publication, the COVID-19 crisis has impacted the Bay Area in significant ways. The pandemic has made the issue of housing security even more acute as residents face job loss, housing cost pressures, and disparate health impacts from the pandemic. This Housing Element has had to respond to these conditions by transitioning the public outreach process to reflect the limitations brought on by COVID-19. These actions are detailed in this report.

1.C Organization of the Housing Element

Per California Government Code §65580-65589, a Housing Element must include the following components:

- **Existing Programs Review:** An evaluation of the results of the goals, policies, and programs adopted in the previous Housing Element that compares projected outcomes with actual achieved results.
- **Housing Needs Assessment:** An analysis of the existing and projected housing needs of the community. It provides a profile of socio-demographic information, such as population characteristics, household information, housing stock, tenure, and housing affordability. The assessment also considers local special housing needs, such as, seniors, farmworkers, homeless, large households, and female-headed households.
- **Sites inventory and Methodology:** An inventory listing adequate sites that are suitably zoned and available within the planning period to meet the City's fair share of regional housing needs across all income levels.



DRAFT

- **Housing Resources:** An identification of resources to support the development, preservation, and rehabilitation of housing.



- **Housing Constraints:** An assessment of impediments to housing production across all income levels covering both governmental (e.g., zoning, fees, etc.) and nongovernmental (e.g., market, environmental, etc.).



- **Affirmatively Furthering Fair Housing Assessment:** AB 686 requires cities and counties to take deliberate actions to foster inclusive communities, advance fair and equal housing choice, and address racial and economic disparities through local policies and programs. The goal of AB 686 is to achieve better economic and health outcomes for all Californians through equitable housing policies. The assessment of affirmatively furthering fair housing documents the City’s compliance with AB 686.



- **Goals, Policies, and Programs:** This Section provides a statement of the community’s goals, quantified objectives, and policies to maintain, preserve, improve, and develop housing, as well as a schedule of implementable actions to be taken during the planning period to achieve the goals, objectives, and policies. Quantified objectives for new construction, rehabilitation, and conserved units by income category (i.e., very low, low, moderate, and above moderate) are included to make sure that both the existing and the projected housing needs are met, consistent with the City’s share of the Regional Housing Needs Allocation (RHNA).



Section 2 provides a summary of the projected housing need. Section 3 summarizes the adequacy of housing sites and housing resources with reference to relevant appendices. Section 4 contains goals, policies, and actions related to housing in Pleasanton. The comprehensive research and analysis supporting the development of Section 4, are compiled in appendices to this Housing Element. These appendices contain the full set of information used to inform the City’s goals, policies, and programs:

- Appendix A: Housing Needs Assessment
- Appendix B: Sites Inventory and Methodology
- Appendix C: Housing Constraints

DRAFT

- Appendix D: Existing Programs Review
- Appendix E: Public Participation Summaries
- Appendix F: Affirmatively Furthering Fair Housing Assessment
- Appendix G: Housing Resources

1.D Data Sources and Methods

This Housing Element was updated in accordance with California Department of Housing and Community Development (HCD) guidelines for the 6th Housing Element Cycle, incorporating additional considerations required under new State housing-related legislation. Specific documents are referenced throughout the Housing Element, including but not limited to, the Pleasanton General Plan 2005-2025 and Pleasanton Municipal Code. The analyses and findings in this document relied on data compiled from various sources, including:

- US Census Bureau (American Community Survey, Longitudinal Employer-Household Dynamics)
- California Department of Housing and Community Development (HCD)
- California Department of Finance (DOF)
- US Department of Housing and Urban Development (HUD)
- Consumer Financial Protection Bureau (CFPB)
- Association of Bay Area Governments (ABAG) pre-certified data

This document was also informed by information provided by residents, business groups, local institutions, City staff, and elected officials.

1.E Summary of Public Participation

Public participation is crucial in shaping Pleasanton’s housing strategy. Understanding the needs of the community enables the development of housing strategies that are most appropriate and effective. Public outreach also allows the City to identify concerns unique to certain stakeholders that may not have been initially apparent. As part of the development of this Housing Element, the City’s public participation program included a wide range of focus group meetings, community workshops, and meetings with the Housing Commission, Planning Commission, and City Council, as well as a variety of online resources and engagement tools. Outreach activities are summarized below. For detailed public outreach summaries, please see Appendix E.

[This Section will be updated as public participation is ongoing.]

DRAFT

Website

The Housing Element Update webpage (<https://www.Pleasantonhousingelement.com>) was used to provide information on the Housing Element update process and timeline, resources (e.g., reference material, draft documents, etc.), meeting notices and materials, and City contact information. Any person could sign up to receive email notifications about upcoming meetings and documents; over 420 persons are on the distribution list and receive notifications of upcoming meetings and project updates. Notifications had language stating that the project website was translatable Spanish, Chinese, and Hindi. The City also offers translation and interpretive services upon request.

Additional Outreach Media

In addition to the project website and notification emails described above, the City advertised the Housing Element project and engagement opportunities in the Pleasanton Weekly, to the Chamber of Commerce and other business groups including East Bay realtors, the Pleasanton Progress newsletter (quarterly, mailed to all residents), and via posters at the Farmer's Market and A-frame signs in downtown Pleasanton. The City also promoted engagement and input on the Housing Element in the City weekly e-newsletter, Facebook, Twitter, and Nextdoor through City accounts, as well as through direct outreach to community-serving organizations and other City Departments who manage various programs targeted to the public.

Online Survey

Early in the update process, the City offered an online survey via SurveyMonkey to gather feedback from the community on their housing preferences, needs, and future housing opportunities. The survey was active for 56 days from June 22, 2021 through August 16, 2021, and was accessible through the project webpage, as well as the City's website (<https://www.CityofPleasantonCA.gov>). Notice of the survey was sent three times to subscribers of the email list as well as through the additional outreach media described above. The survey generated 622 responses from residents, property owners, business owners, and visitors of Pleasanton. Findings from this survey are found in Appendix E and are also summarized in "Key Engagement Themes" below. A subsequent survey more focused on Fair Housing issues was distributed in April 2022 through a variety of channels including email, at public events, and through paper copies. 293 additional responses to this survey were received, as documented in Appendix F.

Public Outreach and Events

Introductory Meetings

These meetings provided background information on the purpose of the Housing Element, required components of the Housing, RHNA, the draft public participation plan, and contact information for follow-up. It provided an opportunity to inform the community about the project and solicit input at the project outset.

- Planning Commission: May 12, 2021
- Housing Commission: May 13, 2021
- City Council: May 18, 2021
- Community Meeting: June 24, 2021

Stakeholder Meetings

Stakeholder meetings were held to gain greater insight into the highest priority housing considerations from the perspective of various stakeholders, including housing developers, housing advocates and service providers, and local businesses and employers. This enabled the City to better understand local challenges and opportunities that may not be effectively gathered in a larger group setting. Stakeholder discussions were guided by open-ended questions about fair housing issues, market characteristics, development constraints, and housing needs.

- For- and Non-Profit Housing Developers: August 10, 2021
- Community and Housing Advocates: August 12, 2021
- Local Institutions and Businesses: August 24, 2021

Sites Criteria Meetings

The sites criteria meetings provided an opportunity for the community and elected and appointed officials to provide feedback on the sites selection process and evaluation criteria (e.g., proximity to transportation, proximity to services and amenities, property owner interest in developing site for residential use, etc.).

- Housing Commission: August 24, 2021
- Planning Commission: August 25, 2021
- City Council: September 21, 2021

Preliminary Report Meetings

The Preliminary Report meetings provided opportunities for community feedback on technical components of the Housing Element prior to preparation of the updated Housing Element goals, policies, and programs. These meetings included discussion regarding the 5th Cycle Housing Element policy and programs review, housing needs assessment, housing constraints analysis, and housing resources. Potential future policy topics were also presented, including topics for

DRAFT

new programs to address the Lower Income Housing Fund and Inclusionary Zoning Ordinance, missing middle housing, and ADU streamlining, among others.

- Housing Commission: September 16, 2021
- Planning Commission: September 22, 2021
- City Council: October 19, 2021

Initial Sites Introduction Meetings

The initial sites introduction meetings provided an analysis of the existing zoning capacity and an evaluation of the RHNA shortfall. A preliminary list of sites for rezoning (ranked and scored) was presented for consideration, with 28 preliminary sites for rezoning identified throughout the city for discussion.

- Planning Commission: November 10, 2021
- Housing Commission: November 18, 2021

Sites Inventory Meetings

The sites inventory meetings followed the initial sites introduction meetings to review and approve potential sites to be considered for future rezoning for residential development and inclusion in the CEQA environmental analysis. Specifically, the discussion centered on identifying new sites sufficient to accommodate the RHNA shortfall.

- Community Meeting: December 1, 2021
- Planning Commission: December 15, 2021
- City Council: January 18, 2022, February 1, 2022, and February 8, 2022

Housing Policy/Program Items Meetings

The housing policy meetings provided opportunities to discuss housing policy topics such as the Inclusionary Zoning Ordinance, Lower Income Housing Fund, workforce housing, affordability by design, and other existing or potential housing programs.

- Planning Commission: February 9, 2022 and February 23, 2022
- Housing Commission: February 28, 2022
- City Council: March 15, 2022

Draft Housing Element Meetings

The Draft Housing Element meetings provided opportunities for both the public and elected/appointed officials to learn about, review, and comment on the Public Review Draft Housing Element. The presentations for these meetings in large part focused on sites and implementation programs, and discussed comments received thus far. The official public comment period was from June 7, 2022 to July 19, 2022 (longer than the mandated 30 days under

DRAFT

AB 215), although public comments are encouraged at any time throughout the Housing Element Update process.

- Community Meeting: June 14, 2022
- Planning Commission: June 22, 2022
- Housing Commission: June 23, 2022
- City Council: July 19, 2022

HCD Comments and Revisions Meetings

- [Placeholder for future meetings]

Adoption Hearings

- [Placeholder for future meetings]

Affirmatively Furthering Fair Housing Targeted Outreach

The City conducted targeted outreach to solicit input on housing needs and challenges facing populations disproportionately impacted by fair housing issues. The community and housing advocates that attended the stakeholder meetings were representative of many of the target households and, and are listed below:

- Tri Valley Haven
- Catholic Community of Pleasanton
- Tri-Valley REACH
- CityServe of the Tri-Valley
- Goodness Village
- Sunflower Hill
- East Bay Housing Organization
- Pleasanton VFW Post 6298
- Greenbelt Alliance
- Pleasanton Unified School District
- East Bay for Everyone
- Open Heart Kitchen

Following the stakeholder meetings, the City worked with community members and representatives to determine the most effective outreach to all economic segments of the community, including those underrepresented, underserved, and disproportionately impacted by housing issues. This additional outreach included additional meetings with the following groups

DRAFT

that provide services to or represent groups that are traditionally considered underrepresented, underserved, and disproportionately impacted by housing issues:

- Association of Pleasanton Teachers Leadership Group: February 2, 2022
- Pastors of two local churches who offer community food pantry, laundry services and other support services: February 3, 2022
- Staff from La Familia, an assistance organization for the Latinx community: February 3, 2022
- Pleasanton Restaurant Association: February 4, 2022
- Muslim Community Center – East Bay: April 15, 2022
- Restaurant staff: April 20, 2022
- Outreach at Dia Del Nino: April 30, 2022

The City also offered a supplemental survey gather input and comments from these target populations including digitally, via mail, and in-person. A summary of the outreach methodology and survey results is provided in Appendix F. Feedback from this survey and outreach is integrated into the Affirmatively Furthering Fair Housing analysis (Appendix F).

Key Themes Engagement Themes

Key themes throughout the public process are presented below. Please see Appendix E for comprehensive summaries from the community meetings, the stakeholder group meetings, and the community survey:

- Limited housing choices is resulting in high housing costs and limited opportunities for upward mobility (i.e., rental costs are so high that it limits someone's ability to save enough money to buy a home in Pleasanton). People are moving out of the city because housing is too expensive in Pleasanton.
- Not enough inventory for those making 120 percent of the Area Median (Above Moderate) Income.
- Pleasanton is largely built out compared to neighboring communities, and the limited land that is available is not designated for housing.
- Regulatory hurdles like lengthy permitting processes, high parking standards, and the uncertainty of the entitlement process are challenges to affordable housing.
- There is general community opposition to high density development. Maintaining community character was cited multiple times as the reasoning for this opposition.
- Workforce housing (for teachers specifically) is needed. Many people live in Pleasanton for the good schools and the lack of housing for teachers is concerning.
- The City should provide means for seniors to age in place with modification to their single-family home.

DRAFT

- Multi-generational housing units should be encouraged.
- Local businesses are having trouble recruiting employees and young professionals recently out of college or just entering their fields due to the lack of housing affordable to entry-level workers.
- The City should identify publicly owned land for affordable housing.
- Housing could be added in underperforming commercial areas.
- Housing should be promoted near transit (Pleasanton BART stations).
- Missing middle housing is needed that is sensitive to community character (e.g., duplexes, triplexes, fourplexes, condos/townhomes).
- The Planned Unit Development (PUD) process is inefficient and time-intensive, often taking over a year (i.e., 14 to 26 months).
- The City should encourage ADUs and streamline their approval.
- Many households in Pleasanton are cost-burdened.
- Many older shopping centers/retail areas are underutilized and could be converted to housing or allow residential use. More mixed use should be allowed.
- Housing should be located near good parks and schools.
- Housing availability and cost are among the chief concerns of the community - particularly for seniors, workforce, and disabled residents.
- Many employees at local restaurants work multiple jobs to sustain the cost of living in the area.
- The City should have higher collaboration with non-profits and local organizations to build trust in community and encourage use of programs.
- Some residents fear risk of displacement due to rising rents, and others have moved out of Pleasanton as they cannot afford to live here anymore.
- The Donlon School Field (Area 3) should be removed from the sites inventory.
- Concern related to water to accommodate the amount of housing required by the City's RHNA.
- Concern about modifying the zoning for sites that currently allow light industrial/commercial uses, such as automotive uses (e.g., Area 11, Old Santa Rita), as those uses will have limited opportunity to relocate in Pleasanton.

DRAFT

Integration of Comments into the Housing Element

The comments provided have been incorporated and addressed in the updated Housing Element, specifically through the Housing Needs Assessment (Appendix A), the Sites Inventory and Methodology (Appendix B), Affirmatively Furthering Fair Housing (Appendix F), and through programs. Additionally, the City expanded outreach efforts to directly target underrepresented populations and populations disproportionately impacted by fair housing issues. Various programs that address comments include the following:

- Rezone land to allow more opportunity for residential development in additional areas of the city (Program 1.1).
- Adopt Objective Design Standards to streamline housing development review and approval process (Program 6.1).
- Provide flexible parking standards and other incentives to facilitate affordable housing development and conversion or adaptive reuse of nonvacant sites (Program 1.6).
- Engage with Pleasanton Unified School District in rezoning efforts to facilitate housing development (Program 1.5).
- Acquire land and/or assist in the development of housing affordable to lower-income households (Program 1.5).
- Support access to rental housing for lower-income households, and protect tenants from displacement by working with the Alameda County Housing Authority to maintain funding for housing vouchers, enhance outreach, apply provisions of the Condominium Ordinance, and develop an enhanced local rental assistance program (Program 2.8)
- Continue to offer reasonable accommodations and fee reductions for applications to modify existing homes to accommodate needs of persons with disabilities (Program 5.3).
- Facilitate affordable housing such as Single Room Occupancy units for lower-income individuals, seniors, and persons with disabilities (Program 5.6).
- Encourage ADU production through standardized building plans and informational material in multiple languages, and consider additional measures if ADU production is not meeting targets (Programs 1.8 and 1.9).
- Implement standards consistent with AB 2923 and work with BART to facilitate housing development on the BART site (Program 1.3).
- Update and monitor the Inclusionary Zoning Ordinance to better meet housing policy objectives (e.g., production of housing for special needs groups such as seniors, etc.) (Program 2.1).
- Identify and adopt specific practices and strategies to foster greater inclusivity and equity in access to all City programs and services, including housing and human services

DRAFT

programs. This will include developing improved partnerships with community serving organizations, relationship building, and ensuring materials are available in a variety of media and languages (Program 7.4).

- Implement a range of strategies to address the needs of the unhoused population and those at-risk of becoming unhoused, including a local or subregional (Tri-Valley) framework to complement that developed for Alameda County (Program 5.1).
- Develop objective design standards citywide to help streamline development approvals and ensure quality and consistency in residential projects, including infill projects within and adjacent to existing residential neighborhood (Program 4.2).
- The Donlon School Field (Area 3) was removed as a site for rezoning.

1.F Relationship to Other General Plan Elements

The Housing Element is one of the 13 elements of the City’s General Plan, a long-range vision document that provides guidance for future development in Pleasanton. City Council adopted its General Plan in 2009¹. For the General Plan to provide effective guidance on land use issues, the goals, policies, and programs of each element must be internally consistent with other elements. This Housing Element builds upon the existing General Plan and is consistent with its goals and policies. Various Housing Element programs require Zoning Ordinance amendments, and some will require amendments to the General Plan for consistency. As those Housing Element programs are implemented, the General Plan will be amended concurrently to ensure consistency across planning documents. In the event an element of the General Plan is amended, the City will consider the impacts of the amendment on the other elements to maintain consistency across all documents.

In addition, California Government Code Section 65302(g) requires safety elements to be updated related to fire risk and emergency evacuation routes upon the 6th Cycle revision of the Housing Element. Therefore, the City is underway with updating its Safety Element. SB 1000 (The Planning for Healthy Communities Act) requires the preparation of an environmental justice element when more than two General Plan elements are updated (e.g., Housing Element and Safety Element), and the jurisdiction contains a disadvantaged community. Since Pleasanton does not contain a disadvantaged community, an environmental justice element is not required.

¹ The *Pleasanton General Plan 2005-2025* has been amended seven times since its adoption, most recently in August of 2019.

1.G Other Statutory Requirements

Water and Sewer Priority

Government Code §65589.7 requires each public agency or private entity providing water or sewer services to grant a priority for the provision of these services to proposed developments that include lower-income housing units. In Pleasanton, water and sewer services are generally provided by the City of Pleasanton Operations Services Department's Utilities Division. The City has not denied, applied conditions, or reduced the amount of sewer service for a development that includes housing affordable to lower-income households. As part of this Housing Element, the City will adopt written policies and procedures that grant a priority for sewer connections and service to developments that help meet Pleasanton's share of the regional need for lower-income housing (see Program 4.4).

Government Code §65589.7 also requires the adopted Housing Element to be immediately delivered to all public agencies or private entities that provide water or sewer services for municipal and industrial uses, including residential. As stated above, the City generally provides water and sewer services; however, some parts of the City's water system are operated by Zone 7 Water Agency and sewer system by Dublin San Ramon Services District. Therefore, the City will immediately deliver the Housing Element to said agencies upon adoption, consistent with state law.

Section 2 Projected Housing Need

2.A Introduction/Overview of ABAG Methodology

State Housing Element law (Government Code §65580 et. seq.) requires regional councils of governments to identify for each member jurisdiction its "fair share allocation" of the Regional Housing Needs Determination (RHND) provided by the California Department of Housing and Community Development (HCD). In turn, each city and county must demonstrate the capacity to accommodate their local share of regional housing needs in the community's Housing Element. Each jurisdiction's responsibility for meeting the overall regional housing need is established as a Regional Housing Needs Allocation (RHNA).

The Association of Bay Area Governments (ABAG), the council of governments for the San Francisco Bay Area, adopted its final 6th Cycle RHNA allocation methodology in December 2021, and the Final Regional Housing Needs Allocation Plan was approved on January 12, 2022. ABAG considered several factors in preparing the methodology, which weighed both projected and existing need. The RHND was projected by the State based on a number of factors including demographic projections, and other inputs driving housing demand such as a target housing vacancy rate, the rate of overcrowding, and the share of cost-burdened households household growth, future vacancy need, and replacement need. The RHNA also considered projected regional growth, as well as adjustments to distribution of new housing need based on transit accessibility and job accessibility². The distribution of the RHNA across the four income categories also factored in a "social equity adjustment", which allocated a lower proportion of lower-income RHNA to jurisdictions that already had a high concentration of such households in comparison to the County, as well as the goal to Affirmatively Further Fair Housing (AFFH); this adjusted the distribution of RHNA in jurisdictions considered either very low or very high resource areas. According to Appendix 6 of ABAG's Draft RHNA Plan, Pleasanton had a net zero change in RHNA on account of the equity adjustment.

The technical methodology used to develop both the RHND, and the RHNA, is described in more detail in the ABAG Regional Housing Needs Allocation Plan.

2.B Alameda County Income Limits

The projected housing needs are broken down by income category based on definitions in the California Health and Safety Code (§50079.5). HCD calculates "acutely low", "extremely low", "very low", "low", "median", "moderate", and "above moderate" income limits, and publishes these

² For more information, please see ABAG's Final Regional Housing Needs Allocation (RHNA) Plan: San Francisco Bay Area, 2023-2031 at https://abag.ca.gov/sites/default/files/documents/2021-12/Final_RHNA_Allocation_Report_2023-2031-approved_0.pdf.

DRAFT

limits at the county level. Alameda County’s 2021 annual income limits for households of one to four persons are shown in Table 2-1.

Table 2-1: Alameda County 2021 Income Limits

Number of Persons in Household	1	2	3	4
Acutely Low (0-15% of AMI)¹	\$13,200	\$15,100	\$16,950	\$18,850
Extremely Low (15-30% of AMI)	\$28,800	\$32,900	\$37,000	\$41,100
Very Low (30-50% of AMI)	\$47,950	\$54,800	\$61,650	\$68,500
Low (50-80% of AMI)	\$76,750	\$87,700	\$98,650	\$109,600
Median (80-120% of AMI)	\$87,900	\$100,500	\$113,050	\$125,600
Moderate (120% of AMI)	\$105,500	\$120,550	\$135,650	\$150,700

¹“Acutely Low” income category effective January 1, 2022.
² See Appendix A, Table A-6, for a table listing annual income limits for households of up to eight persons.

Source: Department of Housing and Community Development, 2021

2.C Regional Housing Needs Allocation

The RHNA for Pleasanton is shown in Table 2-2. The City has a total allocation of 5,965 units for the 2023 to 2031 planning period.

Table 2-2: 6th Cycle RHNA

Area/Income	Pleasanton		Alameda County		ABAG	
	Number of Units	Percent	Number of Units	Percent	Number of Units	Percent
Total	5,965	100%	88,997	100%	441,176	100%
Extremely Low and Very Low¹	1,750	29%	23,606	27%	114,442	26%
Low	1,008	17%	13,591	15%	65,892	15%
Moderate	894	15%	14,438	16%	72,712	17%
Above Moderate	2,313	39%	37,362	42%	188,130	42%

¹ “Extremely Low” included in “Very Low” Category, assumed to be 50% of the Very Low allocation.

Source: ABAG, LWC

The City is not responsible for the actual construction of these units. The City is, however, responsible for creating a regulatory environment in which the private market could build unit types reflected in the RHNA. This includes the creation, adoption, and implementation of General Plan policies, zoning standards, and/or economic incentives to encourage the construction of various types of units.

Section 3 Housing Resources

3.A Introduction

There are a variety of resources available to support the City in implementation of its housing strategy, landowners and developers seeking to provide affordable housing, and residents in need of housing assistance in Pleasanton. This Section provides a summary of land resources available to accommodate future housing in the City. The detailed housing capacity analysis and methodology is contained in Appendix B. This Section also includes a list of local, regional, State, and federal programs that provide financial and related assistance to support the City in meeting its housing goals.

3.B Land Resources

A critical part of the Housing Element is the sites inventory, which identifies a list of sites that are suitable for future residential development. State law mandates that each jurisdiction ensure availability of an adequate number of sites that have appropriate zoning, development standards, and infrastructure capacity to meet its fair share of regional housing need (i.e., RHNA) at all income levels. The inventory is a tool that assists in determining if the jurisdiction has enough land to meet its RHNA given its current regulatory framework.

Identification of Sites Suitable for Housing

The sites identified in the site inventory (Appendix B) are comprised of parcels located in various areas and zones within the city.



Each site has undergone an assessment to determine development potential and residential unit capacity given existing zoning standards, potential capacity under new zoning regulations, and development trends. For detailed information, please see Appendix B.

Summary of Adequate Sites

Table 3-1 summarizes the City's methods for satisfying its RHNA. Based on accessory dwelling unit (ADU) projections, entitled and proposed projects, and available 6th Cycle sites (including a rezoning program), the City has enough capacity in all income categories.

Assumptions and methodology for this determination and a detailed list of sites are included in Appendix B.

Table 3-1: Residential Development Potential and RHNA

	Extremely Low	Very Low	Low	Moderate	Above Moderate	Total
RHNA	See Very Low	1,750	1,008	894	2,313	5,965
ADUs	See Very Low	5	28	46	14	93
Approved/Entitled Projects	-	-	23	-	393	416
Remaining RHNA	See Very Low	1,745	957	848	1,906	5,456
Site Inventory	See Very Low/Low	1,090		552	641	2,283
Surplus / (Shortfall)	See Very Low/Low	(1,612)		(296)	(1,265)	(3,173)
Rezone Sites	See Very Low/Low	3,023		454	1,530	5,007
Surplus / (Shortfall) With Rezone Sites	See Very Low/Low	1,411		158	265	1,834
<i>Source: City of Pleasanton, LWC</i>						

3.C Financial and Administrative Resources

Appendix G provides a list of financial, administrative, and other resources at the local, regional, state, and federal levels to help the City address its housing needs. Availability of these resources is dependent on governmental priorities, legislation, and continued funding, which may be subject to change at any time.



3.D Opportunities for Energy Conservation

The cost of energy can greatly impact housing affordability, as energy costs can constitute a significant portion of total housing costs. High energy costs also particularly impact low-income households that are less likely to have the ability to cover increased expenses. Please refer to Appendix G to see a list energy conservation programs available at the local, regional, State, and federal levels.

Section 4 Goals, Policies, and Programs

4.A Introduction

The housing plan of the Housing Element serves as the City's strategy for addressing its housing needs. This Section describes the housing goals, policies, and programs of the Housing Element for the City of Pleasanton.



Goals are aspirational purpose statements that indicate the City's direction on housing-related needs. Most goals encompass several policies, which are statements that describe the City's preferred course of action among a range of other options. Most policies include programs, which provide actionable steps to implement the City's goals and to further the City's progress towards meeting its housing allocation. Some programs contain quantified objectives, which refer to the number of units that are expected to be constructed, preserved, or rehabilitated through the program during the planning period. These quantified objectives represent measurable outcomes that can be used to benchmark the success of each program.

This Housing Element contains institutional changes intended to significantly increase the amount and type of housing for all income levels in Pleasanton. These efforts are expected to be initiated throughout the planning period, which is from January 31, 2023, to January 31, 2031. In accordance with state law, the City will also evaluate the progress and effectiveness of these programs on an annual basis. Annual evaluations will be conducted through the Annual Progress Report, which is reviewed by the City Council and submitted to the State Department of Housing and Community Development by April 1 of each year. Together, these initiatives reflect the City's commitment to increasing affordable housing and improve existing housing conditions.

4.B Goals, Policies, and Programs

Goal 1: Provide sufficient sites for housing development to accommodate Pleasanton’s share of the regional housing need.

Policies

Policy 1.1

The City will identify and re-zone sites as needed to allow for residential development, at appropriate densities, to meet the assigned Regional Housing Needs Allocation (RHNA) of 5,965 units for the 2023-2031 (6th Cycle) Housing Element Cycle.

Policy 1.2

Maintain the amount of high-density residential acreage currently designated on the General Plan Land Use Map that permits high-density housing and maintain land use designations for sites rezoned to accommodate the 6th Cycle RHNA.

Policy 1.3

Encourage residential and mixed-use projects to be designed at the maximum building height permitted consistent with standards to be adopted in the Objective Design Standards as referenced in Program 6.1. However, in the downtown, multi-family residential building height should be consistent with the requirements of the Downtown Specific Plan and the Downtown Design Guidelines.

Policy 1.4

Support the development of sites designated for residential uses, particularly sites zoned for higher density and lower- and moderate-income housing. Actively pursue partnerships and other opportunities for the development of projects with a high proportion of affordable housing units on these sites.

Policy 1.5

For phased residential developments, ensure that the majority of units affordable to very low- and low-income households are not postponed until the final stages of development.

Policy 1.6

Promote the construction of Accessory Dwelling Units and/or Junior Accessory Dwelling Units, both in conjunction with existing residential development, and as part of new construction. As part

DRAFT

of this policy, require new single-family residential subdivisions of 10 or more units to incorporate ADUs or JADUs in the plans and designs for new residences in at least 50 percent of the proposed lots; however, this would not be required of any new units affordable to households earning 120 to 150 percent of the Area Median Income (AMI) based on initial sales or rental cost.

Policy 1.7

Increase housing in the commercial portion of the downtown area by permitting up to three-story construction in the downtown area pursuant to the Downtown Specific Plan, with one or two stories of residential over commercial in mixed-use buildings, or residential behind commercial on the same lot, pursuant to Land Use and Design policies (e.g., LD-P.16) of the Downtown Specific Plan.

Programs

Program 1.1

Maintain zoning/rezone appropriate sites to accommodate Pleasanton's share of the regional housing need for all income levels. Parcels to be rezoned are identified in Appendix B, Table B-13. As reflected in Appendix B, each potential rezoned lower-income site will be zoned for a minimum of at least 30 units per acre, have the capacity to accommodate at least 16 units, and be available for development in the planning period where water, sewer, and dry utilities can be provided. Sites rezoned for lower-income unit capacity will permit owner-occupied and rental multi-family uses by right pursuant to Government Code §65583.2(h) and (i) for developments in which 20 percent or more of the units are affordable to lower-income households. On rezoned lower-income sites, the City will allow 100 percent residential use and shall require residential use to occupy at least 50 percent of the floor area in a mixed-use project.

- Responsible Agency: Planning Division
- Time Period: Complete rezoning by January 31, 2026
- Funding Source: Planning Division Budget
- Quantified Objective: Provide capacity to accommodate RHNA shortfall (capacity for at least 1,612 lower-income units, 296 moderate-income units, and 1,265 above moderate-income units)

DRAFT

Program 1.2

Consistent with SB 166 (No Net Loss), the City will monitor housing sites to ensure adequate sites to accommodate the remaining unmet RHNA by each income category are maintained at all times. Reporting is anticipated to coincide with preparation of the Annual Progress Reports (Program 4.1). The City will track each site in its inventory and report annually to the City Council on the adequacy of available sites compared to the progress made towards meeting the RHNA.

- Responsible Agency: Planning Division
- Time Period: Annually track status of identified sites and report to City Council (by April 1 of each year)
- Funding Source: Planning Division Budget

Program 1.3

Adopt zoning standards consistent with the Bay Area Rapid Transit (BART) Transit Oriented Development (TOD) Place Type: Neighborhood/Town Center for AB 2923-eligible parcels within a half-mile of the West Dublin/Pleasanton and Dublin/Pleasanton BART stations. This includes requiring a minimum of 75 dwelling units per acre and five stories. To encourage the development of housing at the Dublin/Pleasanton BART parking lot parcels, the City will take the following steps:

1. Develop and adopt Objective Design Standards for the Dublin/Pleasanton BART parking lot parcels that reflect the allowable minimum development standards set forth in AB 2923.
 2. Undertake preparation of a concept plan for the Dublin/Pleasanton BART parking lot parcels, with input from BART and the community, that addresses the range of allowable land uses, including housing at the assigned density. The City will lead the planning effort and seek grant and other funding to support this effort.
 3. Ensure that the plan adequately addresses parking for new uses and existing commuter parking needs, with the goal to provide an appropriate amount of replacement parking and implement strategies to reduce and manage overall parking demand. Funding for replacement parking, including potential non-BART sources of funding, will be addressed in coordination with the City and BART.
 4. During and upon adoption of the plan, the City will work with BART to actively pursue development interest in the parcels, including soliciting developer input on the plan during plan preparation, and issuance of Request(s) for Proposals to pursue development of the site during the 6th Cycle Housing Element planning period.
- Responsible Agency: Planning Division

DRAFT

- Time Period: AB 2923 standards effective July 1, 2022. Adopt zoning and Objective Design Standards (fourth quarter 2023). Complete concept plan and work with BART to pursue developer interest (2025 and ongoing).
- Funding Source: Planning Division Budget; Housing Grants

Program 1.4

Pursuant to AB 1397, certain rezoning requirements apply if a lower-income housing site identified in Appendix B was identified as a housing site (for any income level) in a previous Housing Element’s site inventory. The following vacant and nonvacant lower-income sites are subject to this rezoning requirement:

1. Vacant lower-income sites that have been included in at least two consecutive Housing Element sites inventories.
2. Nonvacant lower-income sites that have been included in a prior Housing Element sites inventory.

The City will allow development by right pursuant to Government Code §65583.2(i), and subject to conformance with applicable objective design and development standards, when 20 percent or more of the units are affordable to lower-income households on sites identified in Table 4-1 to accommodate lower-income RHNA that were previously identified in past Housing Element(s).

Table 4-1: Re-Used Sites to be Rezoned

APN	Site Name	Address	Parcel Size (ac)	Zone	Lower-Income Units Capacity (realistic)
941 120105203	Kaiser	5600 Stoneridge Mall Road	6.1	PUD-MU	182
941 277101500	BART	5859 Owens Drive	6.9	PUD-MU	259
941 277800200	BART	5835 Owens Drive	8.0	PUD-MU	296
941 120109403	Stoneridge Shopping Center	1008 Stoneridge Mall Road	10.0 (zoned for residential)	C-R (m)/PUD-MU	88

Source: City of Pleasanton

- Responsible Agency: Planning Division
- Time Period: Fourth quarter 2023
- Funding Source: Planning Division Budget

DRAFT

Program 1.5

Acquire and/or assist in the development of one or more sites for housing affordable to lower-income households, including a focus on extremely low-income households. Specific actions the City will undertake to pursue this effort include:

1. Conduct outreach to and coordinate with non-profit housing developers and owners of identified sites to accommodate housing affordable to lower-income households for the purpose of facilitating discussion regarding potential opportunities, programs, financial support, etc.
 2. Actively assist owners of property zoned or designated for high-density residential development (allow at least 30 dwelling units per acre) in soliciting non-profit housing organizations for proposals to develop housing affordable to extremely low-, very low-, and low-income households on available sites using Lower-Income Housing Fees. The objective is to assure that owners of these properties are informed of City affordable housing programs and resources to support development of affordable housing.
 3. Direct outreach to religious institution site owners or operators to inform them about AB 1851 and any other regulations that encourage housing development on these sites. The City will reach out to each religious institution site owners or operators within one year following Housing Element adoption; and then provide mailed notifications to the owners within six months of the adoption of any new State legislation that reduces barriers to development of religious institution sites.
 4. In conjunction with any potential re-zoning of properties owned by the Pleasanton Unified School District (PUSD) for housing, engage with PUSD to encourage some or all of these sites to include a proportion of units that are affordable to the local workforce.
 5. When land becomes available to the City, reserve suitable sites for non-profit organizations to build below-market rate housing that includes a mix of unit sizes, including a proportion of three-bedroom units for large households (if the project is not age-restricted), in addition to smaller units for smaller households. To encourage a high proportion of affordable units on such sites, the City may issue a Request for Proposals in conjunction with non-profit or for-profit housing developers for development providing at least 20 percent of the units to very low-income households and 20 percent of the units to low-income households.
 6. Facilitate funding of site acquisition and project construction for appropriate sites through strategies such as issuance of tax-exempt bonds, and other financing mechanisms, to finance the construction of housing units affordable to extremely low-, very low- and low-income households, to purchase land for such a use, and to reduce mortgage rates.
- Responsible Agency: Planning Division, Housing Division

DRAFT

- Time Period:
 - Initial lower-income sites outreach (2023); subsequent lower-income sites outreach (2025 and 2029)
 - Religious institution outreach (second quarter of 2023); ongoing (within six months of any changes to regulations that facilitate housing on such sites)
 - PUSD engagement (2025)
 - Begin planning of at least one housing site (2027)
 - Other program aspects on an ongoing basis
- Funding Source: Housing Grants, Housing Division Budget, Planning Division Budget, Lower Income Housing Fund, Tax-Exempt Bonds, Federal and State Housing Programs, use of City-owned land, if available
- Quantified Objective: Assist in the development of 100 below market rate units over the planning period

Program 1.6

For those properties designated for high-density residential development with existing commercial uses, conduct outreach with property owners and businesses to identify specific incentives for business relocation and to encourage property owners to develop their properties with housing. Develop appropriate incentives that would facilitate relocating existing commercial/office/industrial uses in order to enable development with residential uses. The City will facilitate the conversion of commercial, office, industrial buildings and parking structures for housing and mixed-use developments with use of incentives, which may include:

1. Transfer of development rights;
 2. A review of traffic requirements and evaluation measures to facilitate mixed use development;
 3. Development of transit alternatives;
 4. Use of development agreements;
 5. Flexibility of parking standards;
 6. Flexibility of development standards for converting existing buildings or space to residential (i.e., adaptive re-use) to ensure minimum and maximum densities can be achieved; and
 7. Expedited processing of development applications.
- Responsible Agency: Housing Division, Planning Division, Economic Development Department
 - Time Period: Initial outreach (2025); subsequent outreach (2027 and 2029)
 - Funding Source: Housing Division Budget, Planning Division Budget

DRAFT

Program 1.7

Facilitate the development of the large Kiewit and Stoneridge Mall properties with housing by undertaking the following programs:

1. *Stoneridge Mall*: Prepare and adopt a Specific Plan, Master Plan or PUD plan for development of the Stoneridge Mall property (Area 2), in cooperation with the various property owners, that incorporates housing at the amount and densities specified in the housing sites inventory, including lower-income housing, as well as complementary commercial uses. The goal of the planning effort is to create a vibrant mixed use and transit-oriented development that provides significant housing opportunities, including affordable housing, in proximity to employment, shopping and services, that is well connected to and incorporates multimodal transportation facilities.
 2. *Kiewit Property*: Either in conjunction with preparation of a Specific Plan for East Pleasanton, or within a more focused Master Plan or PUD plan for the 50-acre Kiewit area (Area 21), work with the property owner to develop and adopt or approve a conceptual plan, including housing at mixed densities, and a significant affordable housing component. The planning will take into account infrastructure, circulation, open space and amenities for residents, with the goal of creating a sustainable new neighborhood in Pleasanton. New public infrastructure (e.g., water, sewer, roadways etc.) will be necessary throughout the East Pleasanton Specific Plan (EPSP) area, and cost sharing of public infrastructure improvements is expected to occur among EPSP developers, anticipating the use of community facilities districts or similar financing structures. The plan will encourage a diversity of housing types and seek to include innovative missing-middle type and housing that can provide more compact units and some “entry-level” market-rate homeownership and/or rental housing units that are relatively affordable compared to larger units. Such affordable by design approaches are intended to achieve more housing that is affordable to first-time home buyers and other households that are unable to afford most newly-constructed market-rate housing in Pleasanton but do not qualify for below-market rate housing.
- Responsible Agency: Planning Division
 - Time Period: Complete concept-level planning for the Stoneridge Mall (2023). Complete and adopt/approve detailed Master Plans for Stoneridge Mall site (2025) and Kiewit property (2024)
 - Funding Source: Planning Division Budget, developer funds

Program 1.8

Monitor the production of accessory dwelling units (ADUs) and junior accessory dwelling units (JADUs) to determine if they are being rented and, if so, determine their rent levels. Per the City's updated ADU ordinance (2021), all ADUs must be registered in the City's monitoring program to

DRAFT

determine rent levels of the ADUs being created. If it is determined that rent levels are exceeding those projected in the inventory or that ADU production is not keeping pace with Housing Element projections, the City will study and implement additional measures to encourage more production of, and affordability among, ADUs, such as fee waivers or reductions in exchange for deed-restricting a unit.

- Responsible Agency: Planning Division, Housing Division
- Time Period: Monitor annually (by April 1 of each year); if ADU targets are not being met by January 2027, review and revise efforts to increase ADU construction (e.g., fee waivers, etc.) by July 2027 pending results of monitoring
- Funding Source: Planning Division Budget, Housing Division Budget, Building and Safety Division Budget
- Quantified Objective: 93 ADUs

Program 1.9

The following programs will be implemented to facilitate the production of ADUs:

1. Prepare and distribute standardized and/or pre-approved building plans for ADUs that meet the requirements of Chapter 18.106 of the Pleasanton Municipal Code (Accessory and Junior Accessory Dwelling Units) and the California Building Standards Code. The City will publicize such building plans to interested persons inquiring or applying for an ADU, and incentives provided, such as reduction of permit fees, for applicants wishing to make use of such pre-approved plans.
 2. Create and maintain informational materials and an ADU resource webpage on the City's website to publicize and promote the availability of standard building plans; post information about available funding for ADUs (e.g., CalHFA ADU Grant Program that provides up to \$25,000 to reimburse homeowners for predevelopment costs). Materials will be made available through multiple outreach methods in addition to the City website, press releases, utility mailers, email distribution lists, social media, community service groups, etc.) and in multiple languages.
- Responsible Agency: Planning Division, Building and Safety Division
 - Time Period: Prepare standard building plan and informational materials by first quarter 2024; create ADU resource webpage by first quarter 2024
 - Funding Source: Planning Division Budget, Building and Safety Division Budget, Housing Division Budget
 - Quantified Objective: Prepare or approve four types of ADU standard plans; see Program 1.8

DRAFT

Program 1.10

- Complete annexation of the housing sites located in unincorporated Alameda County (i.e., Lester and Merritt rezone parcels). If the annexations cannot be completed within three years, the City will identify and rezone additional sites to address the City's RHNA shortfall. These parcels will also be rezoned consistent with Program 1.1. Responsible Agency: Planning Division
- Time Period: Complete annexations by January 31, 2026
- Funding Source: Planning Division Budget, developer funds

Goal 2: Use a range of tools and methods to facilitate housing production, reflecting a range of housing types, sizes, affordability levels, and tenure, and provide access to housing opportunities that meet the diverse needs of the community.

Policies

Policy 2.1

Use the Lower-Income Housing Fee (LIHF) to support the production of and access to housing affordable to extremely low-, very low- and low-income households, with the objective of using the Lower Income Housing Fund in a manner consistent with the City ordinance, and to support affordable housing, particularly developments proposed by non-profit developers that include a high proportion of affordable units, suitable to accommodate a variety of different household types and sizes, including units with more than two bedrooms and suitable for large families. Use of the LIHF may include but is not limited to the following uses of funds:

- To supplement and leverage State and Federal funds (i.e., provide "seed money") in the development of housing affordable to very low- and low-income households and in-house loan programs, so that the fund may be used most efficiently and maintained over time.
- Advance homeownership opportunities, for example, through First Time Homebuyer Assistance Programs that write down mortgage costs.
- Purchase of land for affordable housing, and to support construction of housing on City-owned land.
- Extend affordable rent restriction agreements and avoid loss of at-risk units.
- Provide rental assistance to qualifying lower-income households.
- Rehabilitate existing housing.

DRAFT

- Support development of affordable housing, through issuance of tax-exempt bonds, posting of loan collateral, payment of pre-development costs.
- To otherwise provide direct financial and technical support to help produce housing units affordable to lower-income households.

Policy 2.2

When considering how to utilize the City's Lower Income Housing Fund for specific housing developments, consider the ability of the project and developer (i.e., non-profit and/or for-profit) to successfully secure funding and the likelihood of the project to be developed, and prioritize allocation of funding accordingly.

Policy 2.3

In conformance with the Inclusionary Zoning Ordinance, require each residential and non-residential development to which the Ordinance applies, to include its pro-rata share of housing needs for lower- and moderate- income households or, if the Ordinance criteria are met, to contribute to the Lower Income Housing Fund or propose alternative methods to facilitate the construction of housing affordable to these groups. It is strongly encouraged that the Inclusionary Zoning Ordinance requirements be met by building housing affordable to lower- and moderate-income households. The City will continue to offer incentives to encourage and facilitate the production of affordable inclusionary units, as a component of the Ordinance.

Policy 2.4

Advocate for changes in Federal and State legislation that provides incentives for the development of housing for special needs and housing affordable to extremely low-, very low-, and low-income households, and that increases State and Federal funding to support the production of below-market-rate housing and overcome barriers to housing affordable to very low- and low-income households.

Policy 2.5

Seek opportunities and apply when eligible, for Federal, State and regional grants offered for mixed-use development near transit centers, including grant funding to upgrade infrastructure and transportation needed to support new high-density and transit-oriented development, as well as for the construction of affordable housing projects.

DRAFT

Policy 2.6

When allocating City funding or resources, or granting incentives and regulatory relief as available to the City, the City will make such decisions with Priority 1 projects deemed to be those for which the greatest consideration should be given for such measures to be applied:

Priority 1. Housing developments providing units affordable to extremely low-, very low-, and/or low-income households in perpetuity, at a proportion that is at least 10 percentage points higher than the applicable Inclusionary Zoning Ordinance (IZO) rate (e.g., if the IZO rate is 20 percent, the project provides at least 30 percent inclusionary). Such projects will be eligible for the following incentives to encourage this increased level of affordable housing:

- Priority for the Growth Management affordable-housing sub allocation, if applicable
- Expedited permit processing
- Fee waivers
- Contributions from the Lower Income Housing Fund
- Use of available City-owned land
- Density bonuses
- City assistance in obtaining financing or funding
- Assistance in providing public improvements
- Consideration of reduced development standards, such as reducing the number of parking spaces (this consideration does not include reducing the number of required on-site parking spaces in the Downtown Specific Plan Area)
- Consideration of mortgage revenue bonds

Priority 2. Projects generating new housing involving non-profit and joint for-profit housing developers of housing affordable to extremely low-, very low-, low-, and moderate-income households. Such projects will also be eligible for incentives to encourage such housing as listed above for Priority 1 projects.

Priority 3. Projects involving smaller units that are affordable by design, including residential developments comprising at least 66 percent small units. Smaller units are 1,500 square feet or less for single-family units, either attached or detached (exclusive of garages) and 1,000 square feet or less for apartments/multi-family units and ADUs). To the extent that these developments provide resale or other deed restrictions to retain the units as affordable to moderate-income households, they may qualify for incentives at the discretion of the City Council. Deed-restricted lower-income family housing units (three-

DRAFT

bedrooms or more) will not be counted against the proportion of small units required to qualify for prioritization or incentives.

Policy 2.7

Encourage the use of density bonuses in residential projects that include housing units affordable to extremely low-, very low-, low-, and moderate-income households.

Policy 2.8

When considering discretionary approval of projects, including proposals to re-zone property from non-residential to residential uses, provide greater preference to projects that would incorporate on-site units affordable to extremely low-, very low- and low-income households at a proportion greater than that ordinarily required by the Inclusionary Zoning Ordinance, or that otherwise facilitate or support the construction of lower-income housing units (e.g. donation of land, additional funding for construction of off-site units at a level beyond that required in strict compliance with the Inclusionary Zoning Ordinance).

Policy 2.9

Ensure that new, non-residential development, and market-rate residential development, adequately mitigates the demand it creates for new affordable housing by requiring payment of the Lower-Income Housing Fee or providing alternative mitigation as established by City ordinance, in proportion to its impacts.

Policy 2.10

When permissible, give additional priority or preference for lower-income housing opportunities to persons that live and/or work in Pleasanton.

Policy 2.11

Encourage at least 50 percent of new multi-family housing units constructed over the course of the 6th Cycle to be rental apartments.

Policy 2.12

Facilitate access to affordable rental housing units by offering local programs and supporting regional programs that minimize tenant displacement and help subsidize rents for eligible households.

DRAFT

Policy 2.13

Minimize displacement of tenants in rental apartments and encourage ownership of lower cost residential units by prior renters through the regulation of condominium conversions.

Policy 2.14

Work with employers to develop partnerships for participating in programs to make housing affordable to their workers.

Policy 2.15

To achieve more housing that is affordable to first-time home buyers but is not deed-restricted below-market rate housing, encourage a proportion of new residential units to be smaller units (i.e., 1,500 square feet or less for single-family units, either attached or detached (exclusive of garages) and 1,000 square feet or less for apartments/multi-family units and ADUs). This includes encouraging small lot single-family and cluster housing (e.g., duplex, triplex, quad etc.) developments, allowing varying levels of interior amenities and finishes, and other affordable by design approaches. Target at least 10 percent of units in new for-sale housing developments to be affordably priced to households earning 120 to 150 percent of the Area Median Income (AMI).

Programs

Program 2.1

Continue to implement the Inclusionary Zoning Ordinance and actively pursue strategies to improve its effectiveness in producing affordable housing units in conjunction with new development. The following actions will be undertaken by the City:

1. Study the following amendments to the Inclusionary Zoning Ordinance and adopt such amendments provided they are not found to be an undue constraint on the production of housing:
 - An increase to the proportion of inclusionary units required in multi-family projects to be up to 20 percent, rather than the current 15 percent requirement.
 - Identification of a target mix of affordable units (including proportions of very-low, low- and moderate-income units), with the potential for an alternative mix of affordability to be proposed and approved if it would better meet other housing policy objectives to do so. For example, if the project provided deeper affordability, and/or resulted in the production of units suitable for special needs groups such as seniors or persons with mental or physical disabilities. Target affordability mix and unit size standards, including a required proportion of larger (3 or more bedroom) lower-income units, may be implemented through

DRAFT

Objective Design Standards (Program 4.2) or the amended Inclusionary Zoning Ordinance.

2. Monitor the ongoing effectiveness of the Ordinance in producing new housing units. Monitoring will include a review of the extent to which developers are building on-site affordable units versus paying in-lieu fees with new developments, with the goal that a majority of required inclusionary units over the course of the next eight years are either provided on-site or constructed off-site, at the same time as projects are constructed. At the mid-point of the Housing Element cycle, if it is determined that the Inclusionary Zoning Ordinance is not meeting this goal, evaluate and modify the Ordinance so that it can better achieve that objective, including consideration of additional incentives or mandates to encourage units to be constructed. As part of the Inclusionary Zoning Ordinance review, conduct meetings with developers to identify specific changes that may be considered by the City.
 - Responsible Agency: Planning Division, Housing Division
 - Time Period: Study the Inclusionary Zoning Ordinance (third quarter 2025); amend the Inclusionary Zoning Ordinance based on study (first quarter 2026); evaluate Inclusionary Zoning Ordinance (and modify, if needed) (first quarter 2027)
 - Funding Source: Planning Division Budget, Housing Division Budget
 - Quantified Objective: Amend the Inclusionary Zoning Ordinance and achieve higher proportions and/or lower affordability levels of inclusionary units from projects approved consistent with the amended Ordinance

Program 2.2

Require new commercial development to pay the Lower-Income Housing Fee established by City Ordinance and adopted by the City, or to otherwise mitigate demand for new employee housing as allowed by the Pleasanton Municipal Code (e.g., through construction of units or dedication of land). Regularly evaluate the amount of these fees to ensure that they: (1) remain commensurate with the needs generated by the development; (2) are established at a level proportionate with the actual cost to provide new housing; and (3) are in conformance with state law while ensuring that Pleasanton remains locally and regionally competitive in attracting new commercial investment.

- Responsible Agency: Housing Division, Planning Division, Economic Development Department
- Time Period: Evaluate fee and adopt new fee as appropriate (2025)
- Funding Source: Planning Division Budget, Housing Division Budget

DRAFT

Program 2.3

Regularly review the Lower-Income Housing Fee for market-rate residential development, including consideration of adjustments to the fee within the amounts supportable by the existing Nexus Study to ensure the fee reflects the cost to mitigate demand for new affordable housing created by new development, and while ensuring that fee levels remain such that they do not present an undue constraint to housing production. As part of the review of existing fees, consider changing the basis of the residential fee to be structured on a per square foot basis, so as to incentivize the production of smaller units.

- Responsible Agency: Planning Division, Housing Division
- Time Period: Review and consider updates to fees based on existing Nexus Study (by end of 2025); commence comprehensive Nexus Study update (no later than 2026)
- Funding Source: Planning Division Budget, Housing Division Budget

Program 2.4

Continue to make available funding from sources such as the City's Lower Income Housing Fund, and the City's Federal HOME and CDBG funds to assist local non-profit agencies and housing developers. The City will also provide technical support to agencies to seek other sources of funding and to plan and develop affordable and special needs housing.

- Responsible Agency: Housing Division
- Time Period: Ongoing; seek funding biannually (first quarter 2024, 2026, 2028, and 2030)
- Funding Source: Lower Income Housing Fund, HOME funds

Program 2.5

Continue to offer waivers or reductions of City fees for affordable housing units, including the following:

1. Exempt all housing units affordable to very low- and low-income households and Accessory Dwelling Units from payment of the Lower-Income Housing Fee.
2. Allow for the approval of fee waivers and/or reductions for inclusionary units and the housing developments of which they are a part, for projects that meet the requirements of the Inclusionary Zoning Ordinance in terms of the proportion of proposed affordable units to be provided. When considering such discretionary fee waivers or reductions, greater consideration will be given to their approval when a housing development's proposed proportion of lower-income units exceeds the minimum required by the Inclusionary Zoning Ordinance (i.e., not all market rate units in projects that comply with minimum inclusionary requirements will necessarily receive fee waivers or reductions).

DRAFT

- Responsible Agency: Planning Division
- Time Period: Ongoing as projects applications are processed
- Funding Source: Lower Income Housing Fund, developer funds

Program 2.6

Continue to make housing education programs and information available on the City's website, at other public venues, through City publications and mailings, City social media accounts, and through partnerships with regional organizations. Continue to coordinate public information with surrounding communities to provide up-to-date listings of opportunities for regional affordable housing and programs. In order to ensure program information is disseminated to the broadest range of households, including lower-income households, special needs groups such as seniors, the disabled, people experiencing homelessness, and non-English-speaking households, the City will develop a comprehensive marketing program that a) identifies partner organizations through which information can be shared with their clientele, b) builds relationships with those organizations including regular check ins, c) provides translation of printed and online materials into multiple languages, and d) effectively deploys traditional media and social media to increase outreach.

- Responsible Agency: Housing Division
- Time Period: Review/update information annually or as needed; develop comprehensive marketing program (2024)
- Funding Source: Housing Division Budget; Housing Grants

Program 2.7

Amend the affordable housing density bonus provisions of the Pleasanton Municipal Code (Chapter 17.38, Density Bonus), as well as General Plan Land Use Element Policy 11 to align with state density bonus law (Government Code §65915 et seq.) as it has been amended in recent years.

- Responsible Agency: Planning Division
- Time Period: Second quarter of 2024
- Funding Source: Planning Division Budget

DRAFT

Program 2.8

Support access to rental housing for lower- and moderate-income households, and protect tenants from displacement, through the following programs:

1. Work with the Alameda County Housing Authority and other agencies to maintain funding for Section 8 Housing Choice Voucher Program and other Federal subsidy programs.
 2. Inform owners of rental units of the requirement to accept Section 8 Housing Choice certificates/vouchers and/or Project Based Section 8 Housing Choice Vouchers in their developments.
 3. Apply the provisions of the City's Condominium Conversion Ordinance, and Government Code, §65863.7 (as to mobile homes) to minimize displacement of renters and protect special needs households. For condominium conversions this includes requirements to maintain rental units for households with special needs including those with developmental disabilities, such as lifetime leases with rental caps for persons with disabilities, to the extent permitted by state law; and denying conversion of apartment units to condominiums if the percentage of multi-family units available for rent, city wide, is below 50 percent.
 4. Study the development of an enhanced local rental assistance program for the workforce that would help to off-set the costs of market-rate rents for qualifying very-low, low- and moderate-income households, when payment of those rents would result in overpayment or severe overpayment as defined in Appendix A. The City will implement the program unless it is determined it would be financially infeasible, or would negatively affect the City's ability to fund other housing and human services programs that benefit these same income groups.
- Responsible Agency: Housing Division, Planning Division
 - Time Period: Produce new outreach materials first quarter 2026; apply Condominium Conversion Ordinance (ongoing as applications are received); study development of an enhanced rental assistance program by first quarter 2028 with implementation to follow based on study (2029 and 2030)
 - Funding Source: Housing Division Budget, Lower-Income Housing Fund.
 - Quantified Objective: Although Housing Choice Vouchers are portable and administered by Alameda County Housing Authority, the City's objective is to continue to have at least 295 Housing Choice Voucher program participants reside in Pleasanton

DRAFT

Program 2.9

Seek County, State, and Federal assistance for the development of housing to meet the housing needs of households with extremely low, low, and very low incomes as well as those with disabilities (including developmental disabilities). Potential sources may include State/Federal lower-income housing tax credits, grant funding (e.g., Affordable Housing and Sustainable Communities Program, etc.) and bond financing. The timing of application will depend upon the schedule for specific projects proposed by individual developers in as much as the City does not currently own any land for development of housing affordable to low- and very low-income households and those with disabilities. If the City is successful in securing an open source of funding for housing affordable to low- and very low-income households the availability of these funds will be promoted through the City's website, in local newspapers, social media, and through posting at public places subject to normal procedures. The objective of this program is to secure available funding required to finance gap funding for affordable housing development. A timeline would be developed on a project-by-project basis as affordable development inquiries/applications are submitted to the City.

- Responsible Agency: Housing Division
- Time Period: Seek funding annually and when specific development proposals are brought forward
- Funding Source: Housing Division Budget, Housing Grants

Program 2.10

Continue to monitor, on an annual basis, forthcoming State legislation and support legislation that seeks to improve and make more accurate and transparent the RHNA process, and that which provides funding, and financial and other incentives to strengthen local jurisdictions' abilities to meet their fair share responsibilities, while retaining an appropriate degree of local control over land use and planning decisions.

- Responsible Agency: Planning Division
- Time Period: Ongoing (annually)
- Funding Source: Planning Division Budget

Program 2.11

The City will analyze and explore State programs and/or potential public/private partnerships with major employers to acquire existing market rate housing units or develop new housing units to create moderate or workforce housing (available to households with incomes at 80 percent to 120 percent of AMI). Potential programs could include concessions or incentives to large existing or future Pleasanton employers when they agree to construct or fund workforce housing beyond

DRAFT

payment of in-lieu fees, and/or collaborations between employers and developers to construct workforce housing.

- Responsible Agency: Planning Division
- Time Period: Analyze State programs biannually (2024, 2026, 2028, and 2030); Outreach to current and/or future major employers (2025 and 2027)
- Funding Source: Planning Division Budget, Housing Division Budget, developer funds

Goal 3: Conserve and improve the existing housing stock.

Policies

Policy 3.1

Encourage the maintenance of safe, sound, and well-kept housing city-wide, and over time, eliminate all substandard housing conditions within the community with substantial progress by the end of the planning period.

Policy 3.2

Preserve the existing stock of mobile homes and mobile home parks and permit mobile homes and factory-built housing on appropriately located sites.

Policy 3.3

Preserve the affordability of restricted units affordable to extremely low-, very low- and low-income households for the longest term feasible, including requiring such units to be deed-restricted in perpetuity whenever allowable, to minimize the risk of affordable units being converted to market-rate housing over time.

Policy 3.4

Support the rehabilitation of housing affordable to lower- and moderate-income households, including “naturally affordable” housing units as well as deed-restricted units. When assistance is provided for rehabilitation of non-deed-restricted units, encourage the maintenance of affordability in the units that are rehabilitated.

DRAFT

Programs

Program 3.1

Amend the Zoning Ordinance to define single-family homes (or equivalent) to include manufactured homes on a foundation as a conventional single-family home consistent with Government Code §65852.3.

- Responsible Agency: Planning Division
- Time Period: Third quarter 2024
- Funding Source: Planning Division Budget

Program 3.2

Continue to work cooperatively with the owners of existing mobile home parks to stabilize rents through implementation of existing agreements and of Pleasanton Municipal Code Chapter 6.60 and ensure mobile home parks proposed for conversion to other uses only do so in accordance with Government Code §65863.7.

- Responsible Agency: Planning Division, Housing Division
- Time Period: Ongoing
- Funding Source: Planning Division Budget, Housing Division Budget

Program 3.3

Although no existing restricted units are currently at risk for conversion to market rate, the City will monitor rent restricted assisted projects to assess the most effective methods of future assistance to retain rent restrictions as needed. Methods to evaluate include the City providing rehabilitation funds in addition to other incentives (e.g., density bonus, City-issued bonds or other funding to reduce apartment complex mortgage rates, etc.) in exchange for extended or perpetual affordability terms.

- Responsible Agency: Housing Division
- Time Period: Outreach to property owners/representatives of projects with potential expirations in the future (2029)
- Funding Source: Lower Income Housing Fund, Housing Division Budget
- Quantified Objective: Preserve all existing below-market rate housing units during the planning period, including rental and Single Room Occupancy units consisting of 19 extremely low-, 509 very low-, 564 low-, and 31 moderate-income units (see Appendix A, Tables A-18 and A-19, for a listing of units)

DRAFT

Program 3.4

Maintain building and housing code enforcement programs, monitor project conditions of approval, and use code enforcement efforts to refer property owners to available rehabilitation and other programs.

- Responsible Agency: Community Development Department
- Time Period: Ongoing
- Funding Source: Community Development Department Budget
- Quantified Objective: See Program 3.5

Program 3.5

Proactively work to assist in the rehabilitation of existing housing units determined to have substandard conditions and/or known building code violations, occupied by extremely low-, very low-, or low-income households, through the following measures:

1. Provide funding on an annual basis to the Housing Rehabilitation Program, including available grant funding and City-derived funds (such as the Lower-Income Housing Fee), and partner with non-profits and outside organizations to support their housing rehabilitation programs and efforts.
 2. Identify eligible single-family residential properties and households through the outreach program offered the City's Housing Rehabilitation Program, as well as partnerships with agencies and non-profits that support housing rehabilitation.
 3. Create an inventory of multi-family properties built prior to 1970, as well as properties where Building Code violations have been verified, conduct a visual survey of these properties, and conduct outreach to owners to identify needs and opportunities for rehabilitation assistance through the Rental Housing Rehabilitation Program. As part of this effort, prioritize review of older multi-unit residential properties located within the Downtown area, which provides some of the most naturally affordable rental housing in Pleasanton.
 4. When rehabilitation assistance is offered for multi-family rental units, require, as a condition of receipt of funds, owners to provide, in exchange, a commitment to deed restrict or limit rent increases for a proportion of units in the complex to maintain their existing long-term affordability for current or future tenants.
- Responsible Agency: Housing Division, Building and Safety Division
 - Time Period: Ongoing administration of the Housing Rehabilitation Program; create eligibility list and inventory (fourth quarter 2025)
 - Funding Source: Housing Division Budget, HOME Funds, Lower Income Housing Fund
 - Quantified Objective: 15 lower-income units rehabilitated during the planning period

Goal 4: Reduce governmental constraints to the development and improvement of housing where feasible.

Policies

Policy 4.1

Update and amend existing City design and development guidelines and standards for residential and mixed-use development, to incorporate objective standards whenever possible, so as reduce uncertainty in the development process while ensuring high quality, livable projects.

Policy 4.2

Ensure that adequate infrastructure is available to support future planned residential growth.

Policy 4.3

Update City codes, policies and regulations, or the implementation thereof, as needed to comply with state law and remove governmental constraints to housing production.

Programs

Program 4.1

As required by state law, the City will review the status of Housing Element programs by April of each year and deliver the review on the form required by the State Department of Housing and Community Development. Various Housing Element programs will result in amendments to the Zoning Ordinance and other regulatory changes to facilitate the production of housing (e.g., Programs 5.6).

- Responsible Agency: Housing Division, Planning Division
- Time Period: Annually (by April 1 of each year)
- Funding Source: Planning Division Budget, Housing Division Budget

Program 4.2

Develop Objective Design Standards for multi-family and mixed-use development to eliminate subjectivity, consistent with state law including SB 35 and SB 330. This effort will evaluate and address subjective standards and findings required for approval in the Zoning Ordinance and the City's Design Guidelines, including in multifamily and mixed-use districts both within and outside the Downtown. The purpose of these standards is to expedite the approval process for such projects and support the City in meeting its housing goals, while ensuring projects are attractive, well-designed, and provide adequate amenities and livability for residents. As part of this process,

DRAFT

engage with experts in the field, and with property owners and developers to ensure that standards will result in financially and physically feasible projects that can achieve the densities assigned to various properties.

- Responsible Agency: Planning Division
- Time Period: Fourth quarter of 2024
- Funding Source: Planning Division Budget, Housing Grants

Program 4.3

Suspend enforcement of the Growth Management Program and Ordinance (Pleasanton Municipal Code 17.36) as necessary to comply with state law, specifically the Housing Crisis Act (SB 330).

- Responsible Agency: Planning Division, City Manager
- Time Period: Ongoing
- Funding Source: Planning Division Budget

Program 4.4

Develop and update plans and programs to identify and address infrastructure deficiencies, including funding mechanisms for infrastructure improvements necessary to accommodate the planned and projected growth identified in the General Plan and to accommodate the 6th Cycle RHNA. These efforts will include the following:

1. Conduct a sewer/wastewater capacity analysis to ensure future sewer infrastructure needs, including sewer infrastructure upgrades and facilities to accommodate the 6th Cycle RHNA, and on the basis of that study, identify and prioritize capital improvement projects and funding needs.
2. Adopt written policies and procedures that grant priority for sewer hookups for residential development that helps meet Pleasanton's share of the regional need for lower-income housing, consistent with Government Code §65589.7.
3. Continue to assess and plan for adequate water supply and infrastructure, including completion of groundwater treatment improvements to address known contaminants in City-operated wells; completion of water supply and operational plan updates, undertaking required updates to the City's Urban Water Management Plan; working with water suppliers including Zone 7 to ensure adequate supplies; and implementation of the City's recycled water and water conservation programs.
4. Identify funding mechanisms for infrastructure improvements contained in the General Plan to accommodate projected housing growth. The City will continue to make infrastructure improvements on an as-needed basis, and based on the priorities

DRAFT

established in the above-referenced water and sewer capacity and needs assessments, to accommodate existing and planned growth, typically funded through the Capital Improvement Program (CIP), in turn funded by the General Fund and developer impact fees and connection fees.

- Responsible Agency: Operation Services Department, Planning Division
- Time Period: Complete a sewer/wastewater capacity analysis and adopt written policies and procedures that grant sewer hookups priority (2023); review Capital Improvement Program (CIP) and make affirmative changes by next CIP adoption
- Funding Source: Capital Improvement Program Budget, Sewer Enterprise Fund, Housing Grants, Planning Division Budget
- Quantified Objective: Implement seven identified projects during the planning period

Goal 5: Address the community's special-housing needs.

Policies

Policy 5.1

Provide housing opportunities in residential, mixed-use and infill areas, especially near high frequency transit and other services, for households with special needs such as studio and one-bedroom apartments for the elderly and single-person households, Single Room Occupancy (SROs), three-bedroom apartments for large households, specially designed units for persons with disabilities, and units affordable to extremely low-, very low- and low-income households with single-parent heads of households or those with disabilities (including developmental disabilities).

Policy 5.2

Proactively encourage the production of housing which is affordable to extremely low-income households (less than 50 percent of area median income) and to households at the low end of the low-income range (50 to 80 percent of median income).

Policy 5.3

Participate in local and regional efforts to combat homelessness in Pleasanton and work to effectively meet the needs of the city's unhoused residents.

DRAFT

Policy 5.4

Provide opportunities, including appropriately zoned sites, to accommodate housing that can assist with individuals' transitions from homelessness, including Single Room Occupancy units (SROs), emergency shelter and transitional housing for unhoused residents.

Policy 5.5

Support development and maintenance of affordable senior housing and supportive services to facilitate maximum independence and the ability of seniors to remain in their homes and/or the community.

Policy 5.6

Encourage the development of residential units that are accessible to persons with disabilities or are adaptable for conversion to residential use by persons with disabilities.

Programs

Program 5.1

Support implementation of applicable recommendations of the 2021 Alameda County "Home Together 2026 Implementation Plan" and pursue development and adoption of a local or subregional (Tri-Valley) homeless strategic framework to complement the Countywide effort, that would incorporate strategies and programs tailored towards the specific needs of Pleasanton's unhoused residents. To initiate this effort, convene one or more stakeholder meetings to evaluate trends, needs, resources and strategies that could be included in a future framework document.

- Responsible Agency: Planning Division, Housing Division
- Time Period: Convene stakeholder meeting by third quarter 2024; adopt local or Tri-Valley Framework or equivalent strategic plan by fourth quarter 2025
- Funding Source: Planning Division Budget, Housing Division Budget
- Quantified Objective: Reduce unhoused persons as counted in the bi-annual Point-in-Time (PIT) count for the 2026 and subsequent PIT counts during the planning period (2028 and 2030)

DRAFT

Program 5.2

Continue to dedicate funding and staff resources to support regional and subregional efforts to address homelessness. Ongoing and future programs may include:

1. Providing annual funding through the Housing and Human Services Grant Program to non-profit agencies that provide shelter, resources and supportive services to the homeless.
 2. Allocating funding as available, and as opportunities arise, to support innovative programs to provide shelter to homeless individuals, such as the Goodness Village tiny homes project in Livermore.
 3. Convening regular meetings of the City's interdepartmental Homeless Outreach Team that directly interfaces with homeless service providers and homeless individuals and provides coordinated assistance and support to address homeless issues.
 4. Actively participate in the periodic Point-in-Time (PIT) Count efforts to document the incidence and nature of homelessness in Pleasanton and offer services accordingly.
- Responsible Agency: Planning Division, Housing Division
 - Time Period: Provide funding (annually); convene regular meetings of the Homeless Outreach Team (annually); participate in PIT Count efforts (biannually, in 2023, 2025, 2027, and 2029)
 - Funding Source: Planning Division Budget, Housing Division Budget, CDBG Funds, HOME Funds

Program 5.3

Provide regulatory incentives such as expedited permit processing in conformance with the Community Care Facilities Act and fee reductions where the development would result in an agreement to provide below-market housing or services. The City provides fee reductions per Pleasanton Municipal Code Chapter 18.86 (Reasonable Accommodations) on the basis of hardship. The City will maintain flexibility within the Zoning Ordinance to permit such uses in non-residential zoning districts.

- Responsible Agency: Planning Division
- Time Period: Ongoing
- Funding Source: Planning Division Budget

DRAFT

Program 5.4

Continue to require both market-rate and affordable projects to conform to Chapters 11A and 11B of the California Building Code with respect to incorporation of accessibility features. Additionally, for multi-family projects with more than 15 units, strongly encourage developers to incorporate enhanced accessibility features in required adaptable units (such as roll-in showers, variable height work surfaces, and wider hallway and door widths) through expedited review or other methods. An equal or greater proportion of required adaptable very low- and low-income units as adaptable market-rate units in the project shall be provided with such features, to meet the needs of persons with disabilities and to allow for aging in place. With respect to single-family, duplex, and tri-plex projects not covered by Chapters 11A and 11B, adopt a local Universal Design Ordinance consistent with the HCD Universal Design Model Ordinance that requires enhanced accessibility in a proportion of units within projects of a specified size.

- Responsible Agency: Planning Division, Building and Safety Division
- Time Period: Adopt Universal Design Ordinance by third quarter 2023; implement Universal Design Ordinance and multi-family accessibility requirements as project applications are submitted
- Funding Source: Planning Division Budget, Building and Safety Division Budget, developer funds
- Quantified Objective: Enhanced accessibility features included in all projects subject to the Universal Design Ordinance during the planning period; target the application of Universal Design Ordinance and multi-family accessibility requirements to the production of 50 units by first quarter 2026

Program 5.5

Assign a portion of the City's Lower Income Housing Fund for housing projects which accommodate the needs of special housing groups such as for persons with physical, mental, and/or developmental disabilities, and persons with extremely low-incomes and experiencing homelessness.

- Responsible Agency: Housing Division, Planning Division
- Time Period: Annually, as part of the allocation process for the Lower Income Housing Fund; target development of assisted units by 2031
- Funding Source: Lower Income Housing Fund
- Quantified Objective: Reserve a minimum of 10 percent of available funding for this purpose, with the goal of providing 25 assisted units

DRAFT

Program 5.6

Implement the following amendments to Title 18 of the Pleasanton Municipal Code, Zoning, to remove governmental constraints and facilitate special needs housing:

1. Explicitly allow for Single Room Occupancy units (SROs) to facilitate the provision of affordable housing for lower-income individuals, including seniors, persons with disabilities, and extremely low-income persons.
 2. Allow residential care facilities (sometimes called group homes) with six or fewer residents as a residential use and subject to the same development standards as a single-family dwelling. No conditional use permit, zoning variance, or other zoning clearance will be required of a residential facility that serves six or fewer persons that is not required of a family dwelling of the same type in the same zone. Also, allow residential care facilities with seven or more residents subject to conformance with objective standards (to be developed as part of this program) to ensure these larger facilities do not negatively impact neighborhoods. The residents and operators of a residential care facility will be considered a family for the purposes of any law or zoning ordinance that relates to the residential use of property. However, “six or fewer persons” does not include the operator, operator’s family, or persons employed as staff.
 3. Allow transitional and supportive housing by right in all zones which allow residential uses, subject to the same standards of similar dwellings, consistent with AB 2162 and other state law provisions.
 4. Allow low barrier navigation centers by-right in all areas zoned for mixed-uses and nonresidential zones permitting multi-family uses, consistent with AB 101 (Government Code §65660 et seq.).
 5. Amend the emergency shelter separation requirement in the Zoning Ordinance to be consistent with the state law (i.e., maximum separation requirement cannot exceed 300 feet).
- Responsible Agency: Planning Division
 - Time Period: First quarter of 2024
 - Funding Source: Planning Division Budget

Goal 6: Plan effectively for new development and ensure housing is developed in a manner that reduces its environmental impacts, keeps pace with available infrastructure and services, improves the quality of life for existing and new residents, and is compatible with existing development and adjacent uses.

Policies

Policy 6.1

Disperse high-density housing throughout the community, in areas near public transit, major thoroughfares, shopping, and employment centers, and ensure that livability is considered when considering proposals for high density residential developments, including open space, amenities, and facilities for the intended occupants.

Policy 6.2

Seek to improve the local jobs-housing balance and match and increase the percentage of residents that both live and work in Pleasanton, by accommodating additional housing within the City and facilitating the provision of housing at affordability levels that match local wages, including households with lower-wage jobs.

Policy 6.3

Strongly encourage residential infill in areas where public facilities are or can be made to be adequate to support such development.

Policy 6.4

Ensure that new housing development and improvements to existing housing (e.g., rehabilitation, remodels and additions) integrate sustainable design and energy efficiency features, including a reduced lifecycle carbon footprint of materials required for the development of housing (i.e., remodels, additions, and new units), reduced energy and water consumption and efficiency, and expanded use of renewable energy sources.

Policy 6.5

Encourage new housing to be located in areas well-served by public transit and the active transportation network (e.g., pedestrian and bicycle facilities), and seek to improve these facilities throughout the city, in order to improve access to all modes of transportation and reduce Vehicle Miles Travelled (VMT) associated with new development.

Programs

Program 6.1

Develop and adopt Objective Design and Development Standards for each of the sites zoned for densities above 30 dwelling units per acre, including appropriate height limits, Floor Area Ratio, setbacks, massing, open space and parking requirements, and approval criteria (i.e., findings for approval) to ensure projects can accomplish their assigned densities, while mitigating potential incompatibilities between those higher density projects and adjacent uses, for example by providing for buffers or stepping heights between existing lower-density and new higher density buildings.

- Responsible Agency: Planning Division
- Time Period: Fourth quarter of 2024
- Funding Source: Planning Division Budget, Housing Grants

Program 6.2

Implement the Climate Action Plan's (CAP 2.0) applicable actions related to new residential construction, improving residential water and energy efficiency, and reducing VMTs associated with new units including the following: P1 - All Electric Reach Code, P2 - Existing Building Electrification Plan, P4 - Solar and Storage on New Construction, P5 - Zero Emissions Infrastructure, P8 - Improve Bicycle Amenities, P9 - Bicycle Rack Incentive Program, P10 - Increase Transit Ridership, P11 - Promote LEED Neighborhood Development, P15 - Water Efficiency Retrofits, S1 - Refrigerant Management, S2 - Energy Efficiency Upgrades, and S6 - Embodied Carbon Reduction Plan.

- Responsible Agency: Planning Division, Building and Safety Division
- Time Period: Ongoing
- Funding Source: Planning Division Budget; Building and Safety Division Budget; other sources (see CAP 2.0 Section 4.6 (Funding and Financing))

Program 6.3

Seek out and utilize available energy efficiency upgrade program funding for low-interest loans to support alternative energy usage and/or significant water conservation systems in exchange for securing new and/or existing rental housing units affordable to very low- and low-income households.

- Responsible Agency: Housing Division
- Time Period: Ongoing
- Funding Source: Housing Division Budget

DRAFT

Program 6.4

Work to enhance multimodal transportation throughout Pleasanton by:

1. Implementing the network of bicycle and pedestrian facilities envisioned in the Bicycle and Pedestrian Master Plan, to enhance the citywide network of bikeways, walkways, and trails that are accessible, safe, comfortable, and convenient for people of all ages and abilities, and to maximize multimodal transportation options by improving access to BART, ACE, and bus lines. The City will accomplish this by dedicating local and regional transportation funds as available to advance high priority bicycle and pedestrian improvement projects, pursuing grant opportunities to augment local these funds whenever feasible, and by requiring developers to implement multimodal improvements as part of projects.
 2. Actively participating as a member agency of LAVTA and ValleyLink, and through State and regional advocacy efforts to secure improved transit service to and throughout Pleasanton, including more frequent and convenient bus and rail service.
- Responsible Agency: Engineering Division, Traffic Division, Planning Division
 - Time Period: Ongoing
 - Funding Source: Capital Improvement Program Budget, Grant Funds, Community Development Department Budget

Program 6.5

Implement the applicable housing-related air quality, climate change, green building, water conservation, energy conservation, and community character programs of the Pleasanton General Plan, including:

1. Programs 1.5, 1.7, 1.8, 1.12, 1.13, 1.14, and 3.12 of the Water Element
 2. Program 9.1 of the Community Character Element
 3. Policies 2, 3, 4, 6 and 7 and programs 2.1-2.7, 3.1-3.5, 4.1-4.3, 6.1-6.4, 7.1-7.3, and 7.6 of the Energy Element
- Responsible Agency: Planning Division
 - Time Period: Ongoing
 - Funding Source: Planning Division Budget

DRAFT

Program 6.6

Implement the policies and programs of the Downtown Specific Plan (DSP) that aim to improve the amenities, livability, and level of investment in Downtown neighborhoods, including areas that today provide relatively affordable housing opportunities for lower-income residents. DSP policies and programs that support this effort include:

- Policy LD-P.43 to retain and allow for remodeling and enlargement of existing residential units
- Policy LD-P.44 to encourage affordability in future multifamily residential projects through incentives and development concessions such as reduced parking standards
- Policy LD-P.45 to encourage development at densities that exceed the General Plan midpoint to encourage affordable housing
- Policy LD-P.46 to encourage a diversity of housing types including smaller units that are affordable by design
- Policy LD-P.48 to encourage use of the City's housing rehabilitation program
- Policy LD-P.49 to develop a referral program for qualifying homeowners to be connected to non-profit/volunteer organizations that provide home repair services
- Program LD-I.10 to develop and implement a streetscape improvement program
- Program LD-I.18 to provide improved design standards and guidelines for context-sensitive infill development
- Programs PF-1-1 through PF-1.7 to upgrade and improve various components of the sewer, water, and storm drainage system within the downtown to support existing and future development

- Responsible Agency: Planning Division, Housing Division, Engineering Division
- Time Period: Ongoing
- Funding Source: Planning Division Budget, Housing Division Budget, Capital Improvement Program Budget, Grant Funds

Goal 7: Equal Housing/Affirmatively Furthering Fair Housing

Policies

Policy 7.1

Promote fair and equal access to housing for all persons regardless of race, color, religion, gender, disability, sexual orientation, age, national origin, or family status.

Policy 7.3

Assist in the relocation of persons displaced by public projects in accordance with the requirements of State and federal law.

Programs

Program 7.1

Support State and Federal provisions for enforcing anti-discrimination laws. The City Attorney's Office remains available to support State and Federal provisions for enforcing anti-discrimination laws, as appropriate.

- Responsible Agency: Planning Division, City Attorney's Office
- Time Period: Ongoing
- Funding Source: General Fund

Program 7:2

Develop incentive/revitalization programs for neighborhoods to encourage support for affordable housing opportunities. Such incentives could include enhanced public amenities or other investment in areas where additional multi-family housing is planned.

- Responsible Agency: Housing Division, Planning Division, Engineering Division
- Time Period: Develop incentive/revitalization program (2027), complete at least one project in an existing or planned multi-family area, such as the Downtown area where generally older homes are located (2030)
- Funding Source: Housing Division Budget, Capital Improvement Program Budget, Grant Funds

DRAFT

Program 7.3

Publicize information on fair housing laws and refer all complaints to the US Department of Housing and Urban Development, ECHO Housing, and the California Department of Fair Employment and Housing. The City will provide information about Fair Housing Policies in a variety of languages and formats to ensure it is accessible to all residents, including print and electronic versions.

- Responsible Agency: Planning Division, Housing Division
- Time Period: Prepare information in multiple languages (second quarter 2025); provide materials on the City's website and distribute through various outlets (second quarter 2025), update and re-distribute material regularly but no later than every three years (second quarter 2028 and 2031)
- Funding Source: Planning Division Budget, Housing Division Budget

Program 7.4

As part of the City's Diversity, Equity, and Inclusion (DEI) efforts, identify and adopt specific practices and strategies to foster greater inclusivity and equity in access to all City programs and services, including housing- and human services programs. Such strategies will include developing improved partnerships with community serving organizations and consulting on ways to better reach traditionally underserved populations and build community relationships, fostering greater diversity among City staff and appointed officials who develop and implement City programs, and ensuring public outreach is available in multiple languages.

- Responsible Agency: Planning Division, Housing Division
- Time Period: Begin first quarter 2023 and continue throughout the planning period
- Funding Source: Planning Division Budget, Housing Division Budget
- Quantified Objective: Convene City-led working group including City departments and outside agencies for bi-annual coordinating meetings starting in 2023

DRAFT

Program 7.5

Conduct outreach to educate the community about affordable housing and its benefits to the community. This would include multi-lingual educational flyers with graphics and photographs showing examples of affordable housing projects in Pleasanton and/or the surrounding region (e.g., Tri-Valley, East Bay, etc.).

- Responsible Agency: Planning Division, Housing Division
- Time Period: Prepare outreach materials by first quarter 2024 and distribute throughout the planning period biannually
- Funding Source: Planning Division Budget, Housing Division Budget
- Quantified Objective: The aim is to reduce or eliminate appeals filed against City approvals of affordable housing developments

4.C Quantified Objectives

Table 5-1 presents the City’s quantified objectives for construction, preservation, and rehabilitation for the 2023 – 2031 planning period that will be achieved through the policies and programs described above.

Table 5-1: Quantified Objectives

Program Type/Affordability	Extremely Low¹	Very Low	Low	Moderate	Above Moderate	Total
New Construction	875	875	1,008	894	2,313	5,965
Rehabilitation	5	5	5	-	-	15
Conservation/Preservation	19	509	564	31	-	1,123
Total	899	1,389	1,577	925	2,313	7,103

¹ The City estimates 50% of the very low households would qualify as extremely low income.

DRAFT

This page is intentionally blank

Appendix A: Housing Needs Assessment

Contents

- Appendix A: Housing Needs Assessment..... 1
- Section A.1 Introduction and Summary2
 - A.1.1 Introduction2
 - A.1.2 Summary2
- Section A.2 Population Characteristics4
 - A.2.1 Population.....4
 - A.2.2 Age7
 - A.2.3 Race/Ethnicity8
 - A.2.4 Employment.....10
- Section A.3 Household Characteristics18
 - A.3.1 Household Size.....18
 - A.3.2 Overcrowding.....18
 - A.3.3 Household Income22
 - A.3.4 Special Housing Needs.....25
 - A.3.5 Displacement44
- Section A.4 Housing Stock Characteristics45
 - A.4.1 Housing Type and Vacancy45
 - A.4.2 Housing Tenure48
 - A.4.3 Housing Units Permitted51
 - A.4.4 Housing Age and Condition52
- Section A.5 Housing Costs and Affordability55
 - A.5.1 Ownership Costs.....55
 - A.5.2 Rental Costs57
 - A.5.3 Overpayment59
 - A.5.4 At-Risk Housing Assessment.....67

Section A.1 Introduction and Summary

A.1.1 Introduction

This Appendix forms the foundation for understanding Pleasanton’s housing needs. It analyzes a range of demographic, economic, and housing-related variables to determine the extent and context of the city’s housing-related need. Information gathered through this section provides a basis from which to build housing goals, policies, and programs to address those needs.



This needs assessment includes an analysis of the city’s population, special needs groups, employment, housing stock, and housing affordability.



The main source of data used to form the majority of this section is HCD pre-certified local housing data provided by ABAG, which relies primarily on the American Community Survey 2015-2019, California Department of Finance, and HUD’s Comprehensive Housing Affordability Strategy (“CHAS”) data. 2020 Census data has been noted and referenced in certain instances; however, due to the timing and certification requirements of the Housing Element, 2020 Census data is not fully available and therefore is not possible to comprehensively integrate it into this assessment.

A.1.2 Summary

Housing needs are determined by a city’s population and its existing housing stock and provide context for developing housing policy, such as which types of housing and its affordability levels are most needed in the community. The following summarizes key data from this housing needs assessment.

- Pleasanton has a higher income population than Alameda County (county). Pleasanton's 2019 median household income was \$156,400, 57 percent higher than the county (\$99,406). However, 7.6 percent of households in Pleasanton are extremely low-income, and almost one in five of Pleasanton households are low-income households (earn less than 80 percent of Area Median Income (AMI)).
- Home purchase and rental prices are higher in Pleasanton than in the county. Households must earn about \$226,080 (at least 180 percent of AMI) to be able to afford to buy a home in the city. A household must earn about \$125,600 (100 percent of AMI) to be able to afford market rent in Pleasanton.
- Almost 24 percent of Pleasanton homeowners are cost burdened, meaning they spend 30 percent or more of gross income on housing costs, while almost 44 percent of renters are cost burdened. Additionally, 21 percent of renters spend 50 percent or more of their income on housing, compared to about 10 percent of homeowners. Pleasanton has a lower overall proportion of cost-burdened households (29 percent) compared to the county (37 percent).
- Renter households are more likely to be living in overcrowded¹ conditions than owner-occupied households. Although Pleasanton has a lower rate of overcrowding (2.6 percent) compared to the county (7.9 percent) and the Bay Area region² (6.9 percent), about seven percent of Pleasanton renter households (609 households) live in overcrowded conditions.
- Half of Pleasanton's population is White, 34.6 percent Asian, 9.5 percent Latinx, and 1.8 percent African American³. People of color comprise a lower proportion of Pleasanton's population compared to the Bay Area region. African American residents experience the highest rates of poverty in Pleasanton.
- Pleasanton's median age is 41 years, higher than the county (38 years). Seniors (65 years and above) make up almost 15 percent of the population. Out of the total senior population, approximately one-third is cost burdened. Seniors are a special needs group because they are more likely to be on a fixed income while requiring higher levels of care.
- Pleasanton's special housing needs population include persons with a disability that may require accessible housing (7.0 percent of residents) and female-headed households who are often at greater risk of housing insecurity (6.9 percent of households).
- Pleasanton has 2,291 large households (five or more people), which are generally served by three-bedroom or larger units; 5.8 percent of larger households are also low-income

¹ See Section A.3.2 for how overcrowding is defined.

² The Bay Area region (region or Bay Area) includes the ABAG nine counties and 100 cities.

³ The 2020 Census reported a smaller percentage of White population in Pleasanton; see Section A.2.3.

and a large proportion of larger households are cost-burdened. Pleasanton's housing mix of three-bedroom or larger units (20,442 units) is adequate to accommodate the overall number of larger families. However, given that almost six percent of large households are also lower income, there may be a need to ensure that larger (three or more bedroom) affordable housing units are available for these households.

- Pleasanton is a net importer of workers for jobs at all wage levels, although this is most pronounced for lower-wage jobs. In 2018, approximately eight percent of people employed in Pleasanton also lived in Pleasanton. Although this percentage is comparable to peer cities, the increase in daytime population participating in the labor force and commuting to Pleasanton can impact traffic congestion and increase greenhouse gas emissions in the city.
- Over 70 percent of Pleasanton's housing stock is single-family (attached and detached); however, multi-family housing of five or more units has experienced the most growth over the last decade. A variety of housing types is important to meet the needs of all members of the community.
- The largest proportion of Pleasanton's housing units was built between 1980 and 1999, and only about six percent were built before 1960. While this represents a newer housing stock compared to the county, aging housing units can reflect poorer living standards and higher repair costs.

Section A.2 Population Characteristics

A.2.1 Population

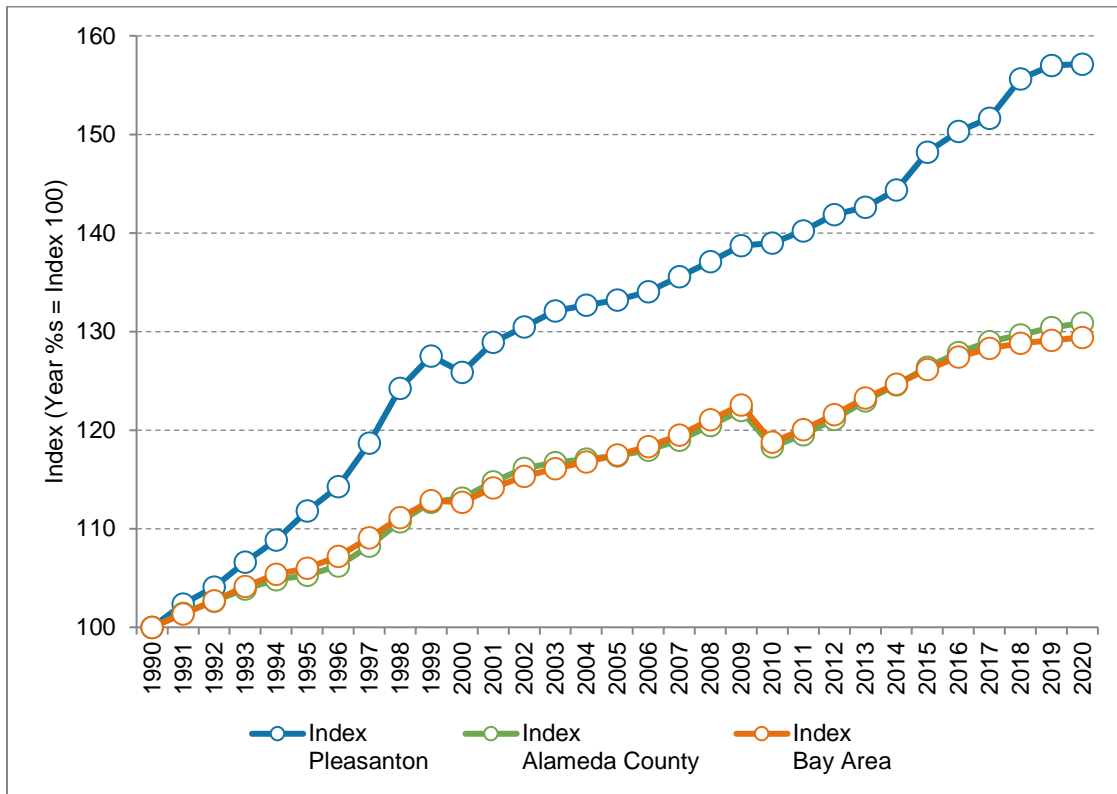
The Bay Area is the fifth-largest metropolitan area in the nation and has seen a steady increase in population since 1990, except for a decline during the Great Recession beginning in 2007. Many cities in the region have experienced significant growth in both jobs and population. While these trends have led to a corresponding increase in demand for housing across the region, the regional production of housing has largely not kept pace with job and population growth. Since 2000, Pleasanton's population has increased by 24.8 percent; this rate is above that of the region as a whole, at 14.8 percent. In Pleasanton, roughly 12.5 percent of its population moved during the past year, a number 0.9 percentage points smaller than the regional rate of 13.4 percent.

Table A-1: Population Growth Trends

	1990	1995	2000	2005	2010	2015	2020
Geography							
Pleasanton	50,570	56,539	63,654	67,363	70,285	74,950	79,464 ¹
Alameda County	1,276,702	1,344,157	1,443,939	1,498,963	1,510,271	1,613,528	1,670,834
Bay Area	6,020,147	6,381,961	6,784,348	7,073,912	7,150,739	7,595,694	7,790,537
Notes:							
¹ 79,871 according to the 2020 Census.							
<i>Source: ABAG 2021 Pre-certified Housing Needs Data (California Department of Finance, E-5 series)</i>							

In 2020, the population of Pleasanton was estimated to be 79,464 (see Table A-1). The population of Pleasanton makes up 4.8 percent of Alameda County. From 1990 to 2000, the city's population increased by 25.9 percent, while it increased by 10.4 percent during the first decade of the 2000s. In the most recent decade, the population increased by 13.1 percent (13.6 percent according to the 2020 Census). From 2019 to 2020, Pleasanton's population declined by less than 0.25 percent. From 2020 to 2021, statewide population declined by 0.46 percent, attributed to lower natural increase (births minus non-COVID-19 deaths), a decline in immigration, and COVID-19 deaths. During this year, Pleasanton's population declined by 0.36 percent and Alameda County's population declined 0.39 percent.

Figure A-1: Population Growth Trends



Note: The data shown on the graph represents population for the jurisdiction, county, and region indexed to the population in the first year shown. The data points represent the relative population growth in each of these geographies relative to their populations in that year. For some jurisdictions, a break may appear at the end of each decade (1999, 2009) as estimates are compared to census counts. DOF uses the decennial census to benchmark subsequent population estimates.

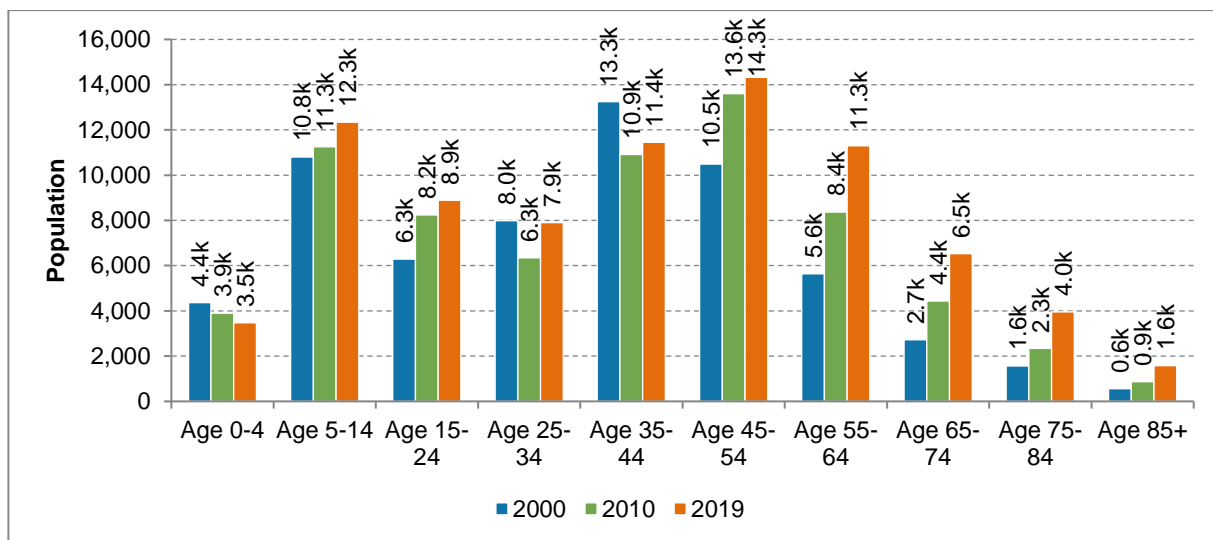
Source: ABAG 2021 Pre-certified Housing Needs Data (California Department of Finance, E-5 series)

A.2.2 Age

The distribution of age groups in a city shapes what types of housing the community may need in the near future. An increase in the older population may mean there is a developing need for more senior housing options, while higher numbers of children and young families can point to the need for more family housing options and related services. There has also been a move by many to age-in-place or downsize to stay within their communities, which can mean more multi-family and accessible units are also needed.

In Pleasanton, the median age in 2000 was 36.6; by 2019, this figure had increased to around 41 years. In comparison, the median age in Alameda County and statewide was around 38 and 36.5 years respectively. The population of seniors (65 years and above) increased 149 percent since 2000 and makes up almost 15 percent of the population. Statewide, the population of seniors comprises approximately 12 percent of total population. Additionally, the population of those above 45 years has increased since 2010 (see Figure A-2). Since 2000, the City has produced a total of approximately 911 new senior housing units, which has provided much needed housing for seniors and attracted new senior residents to the city.

Figure A-2: Pleasanton's Population by Age, 2000-2019



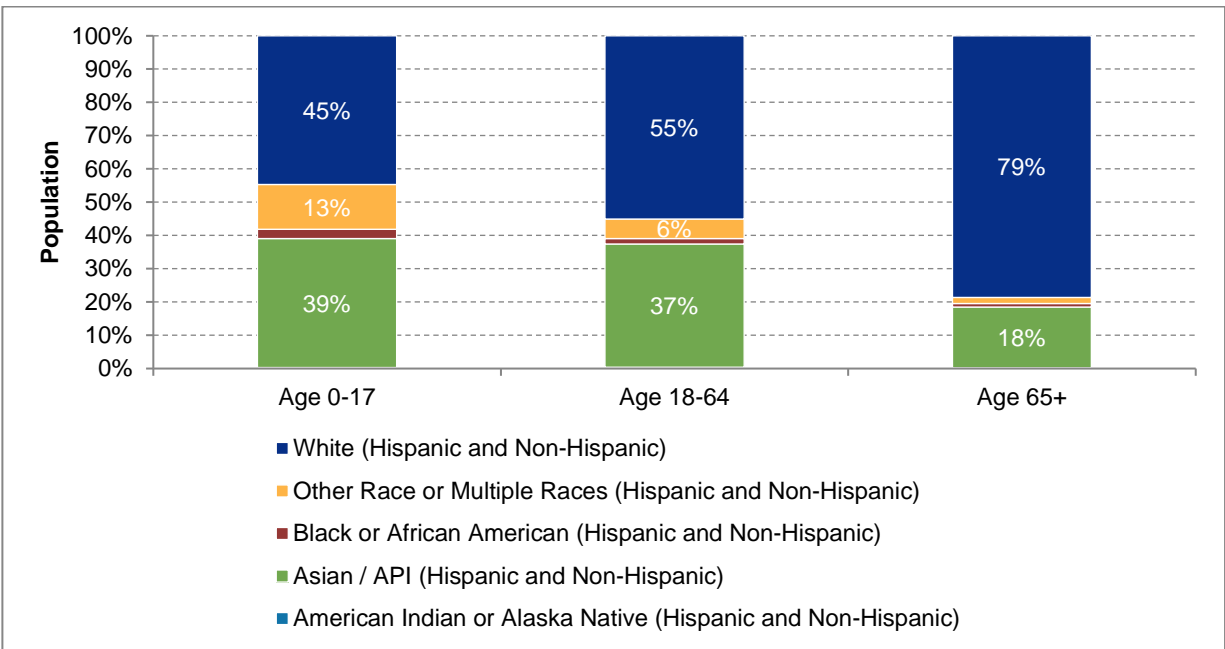
Notes:

Universe: Total population

Source: ABAG 2021 Pre-certified Housing Needs Data ((U.S. Census Bureau, Census 2000 SF1, Table P12; U.S. Census Bureau, Census 2010 SF1, Table P12; U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B01001)

Looking at the senior and youth population by race can add an additional layer of understanding, as families and people of color are even more likely to experience challenges finding affordable housing. People of color (all non-White racial groups) make up 21.4 percent of seniors, 44.9 percent of people aged 18-64, and 55.3 percent of youth under 18 years of age (see Figure A-3).

Figure A-3: Pleasanton's Senior and Youth Population by Race



Notes:

Universe: Total population

In the sources for this table, the Census Bureau does not disaggregate racial groups by Hispanic/Latinx ethnicity, and an overlapping category of Hispanic / non-Hispanic groups has not been shown to avoid double counting in the stacked bar chart.

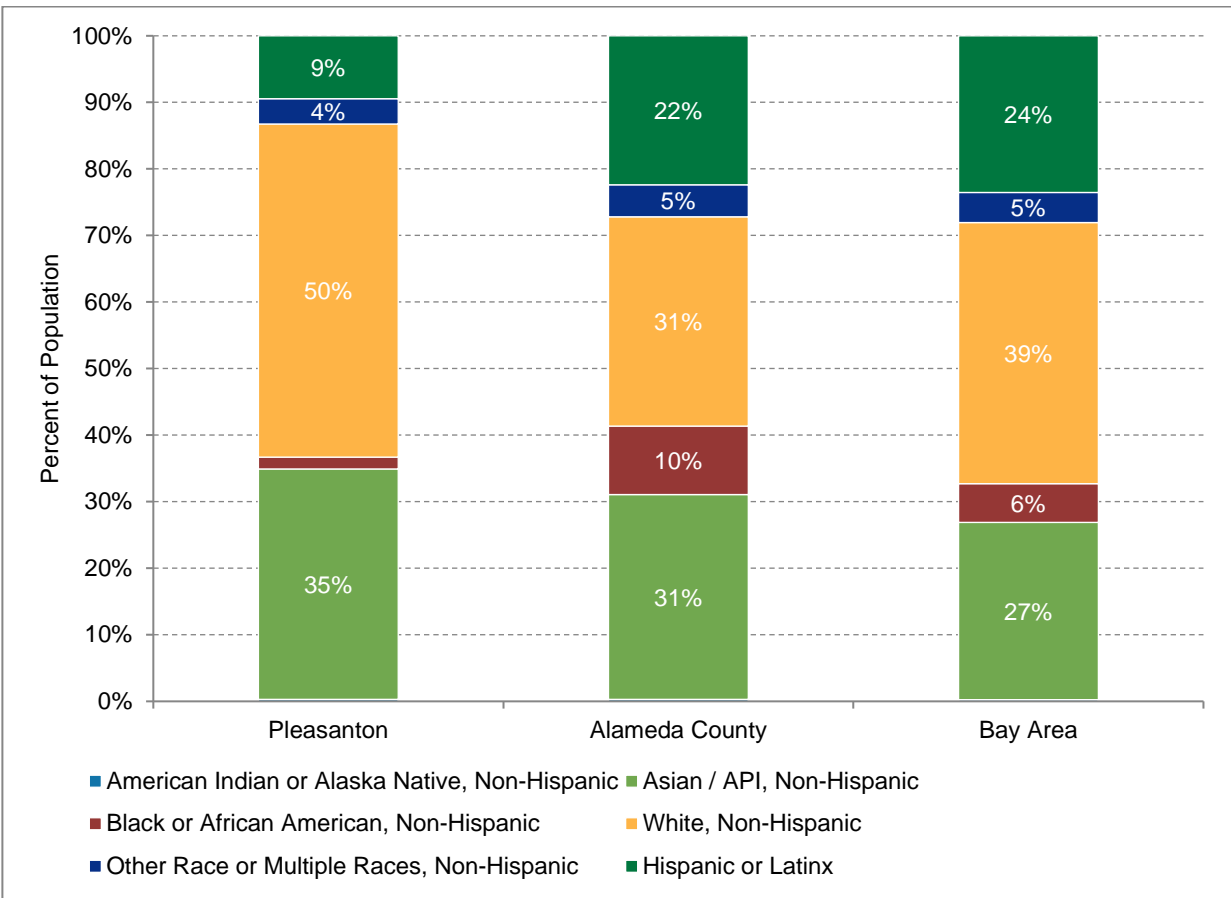
Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B01001(A-G))

A.2.3 Race/Ethnicity

Understanding the racial makeup of a city and region is important for designing and implementing effective housing policies and programs. These patterns are shaped by both market factors and government actions, such as exclusionary zoning, discriminatory lending practices and displacement that has occurred over time and continues to impact communities of color today.

Pleasanton has a higher share of residents identifying as White, Non-Hispanic and a smaller share of residents identifying as American Indian or Alaskan Native, Black or African American compared to the county and region. In 2020, half of Pleasanton's population was White, 34.6 percent was Asian, 9.5 percent was Latinx, and 1.8 percent was African American. According to the 2020 Census, 43 percent of the Pleasanton's population was White, 39.4 percent was Asian, 9.9 percent Latinx, and 1.7 percent was African American.

Figure A-4: Population by Race, 2019



Notes:

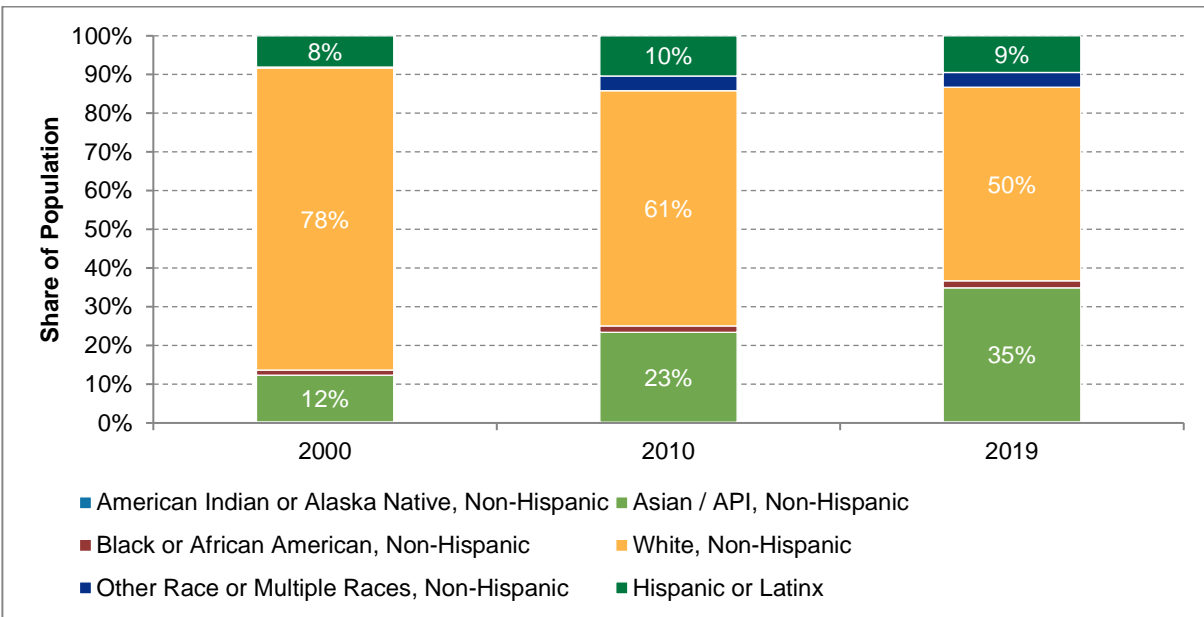
Data for 2019 represents 2015-2019 ACS estimates.

The Census Bureau defines Hispanic/Latinx ethnicity separate from racial categories. For the purposes of this graph, the “Hispanic or Latinx” racial/ethnic group represents those who identify as having Hispanic/Latinx ethnicity and may also be members of any racial group. All other racial categories on this graph represent those who identify with that racial category and do not identify with Hispanic/Latinx ethnicity.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, Census 2000, Table P004; U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B03002)

Since 2000, the percentage of residents in Pleasanton identifying as White has decreased – and accordingly the percentage of residents of all other races and ethnicities has increased – by 27.9 percentage points, with the 2019 population standing at 40,917 (see Figure A-5). In absolute terms, the Asian / API, Non-Hispanic population increased the most while the White, Non-Hispanic population decreased the most.

Figure A-5: Pleasanton's Population by Race, 2000-2019



Notes:

Data for 2019 represents 2015-2019 ACS estimates.

The Census Bureau defines Hispanic/Latinx ethnicity separate from racial categories. For the purposes of this graph, the “Hispanic or Latinx” racial/ethnic group represents those who identify as having Hispanic/Latinx ethnicity and may also be members of any racial group. All other racial categories on this graph represent those who identify with that racial category and do not identify with Hispanic/Latinx ethnicity.

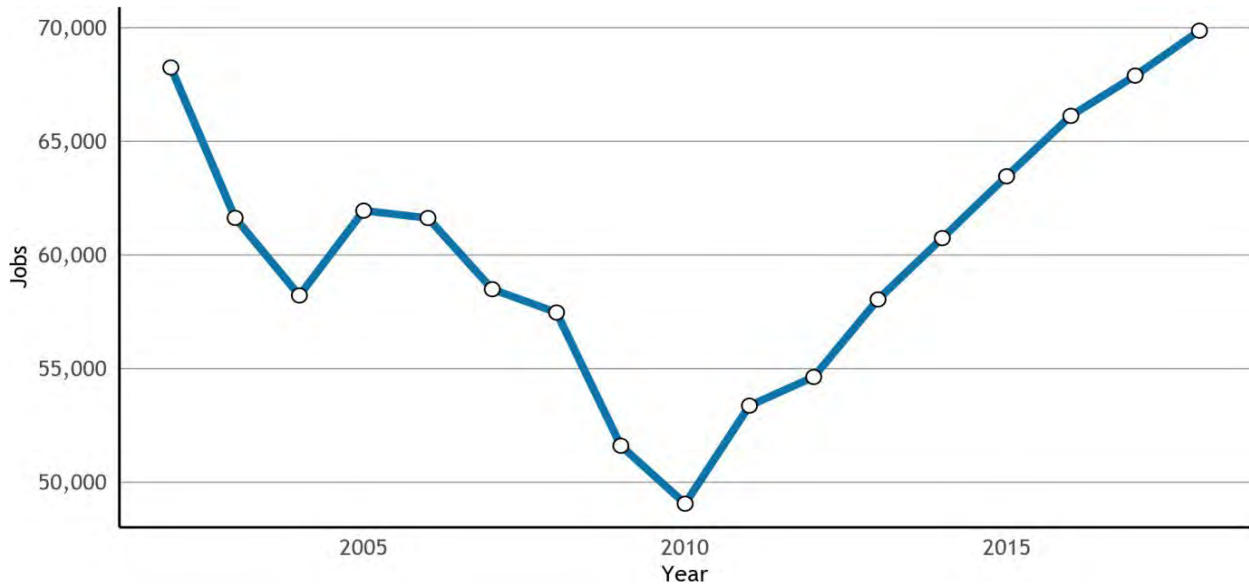
Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, Census 2000, Table P004; U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B03002)

A.2.4 Employment

A city houses employed residents who either work in the community where they live, or who work elsewhere in the region (i.e., export workers). Conversely, a city may have jobs that employ residents from the same city, but more often employ workers commuting into the city (i.e., import workers). Smaller cities typically will have more employed residents than jobs and export workers to other cities, while larger cities tend to have a surplus of jobs and import workers to their city. To some extent the regional transportation system is set up to accommodate this flow of workers to the region’s core job centers. At the same time, as the housing affordability crisis has illustrated, local imbalances may be severe, where local jobs and worker populations are out of sync at a sub-regional scale.

One measure of this is the relationship between workers and jobs. A city with a surplus of employed residents “exports” workers to other parts of the region, while a city with a surplus of jobs must conversely “import” workers. Between 2002 and 2018, the number of jobs in Pleasanton increased by 2.4 percent overall (see Figure A-6). However, this same period saw a steep decline in total jobs during the Great Recession; since 2010 the number of jobs in Pleasanton has risen back to (and now slightly exceeds) pre-Recession levels.

Figure A-6: Jobs in Pleasanton



Notes:

Universe: Jobs from unemployment insurance-covered employment (private, state and local government) plus United States Office of Personnel Management-sourced Federal employment

The data is tabulated by place of work, regardless of where a worker lives. The source data is provided at the census block level. These are crosswalked to jurisdictions and summarized.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, Longitudinal Employer-Household Dynamics, Workplace Area Characteristics (WAC) files, 2002-2018)

There are 40,332 employed residents (i.e., residents who are part of the local and regional labor force), and 59,950 jobs⁴ in Pleasanton - the ratio of employed residents to jobs is 1:1.49; Pleasanton is a net importer of workers. In 2018, approximately eight percent of all jobs in Pleasanton were held by people who also lived in the city, and of employed Pleasanton residents, approximately 15 percent worked at jobs located in the city. Table A-2 compares these employment percentages to other nearby and comparable cities. Pleasanton is similar to peer cities, with Pleasanton ranking relatively high on percent of employed residents working in the city and in the middle for the percent of jobs held by residents.

⁴ Employed residents in a jurisdiction is counted by place of residence (they may work elsewhere) while jobs in a jurisdiction are counted by place of work (employees may live elsewhere). The jobs may differ from those reported in Figure A-6 as the source for the time series is from administrative data, while the cross-sectional data is from a survey.

Table A-2: Comparison of Residents to Jobs

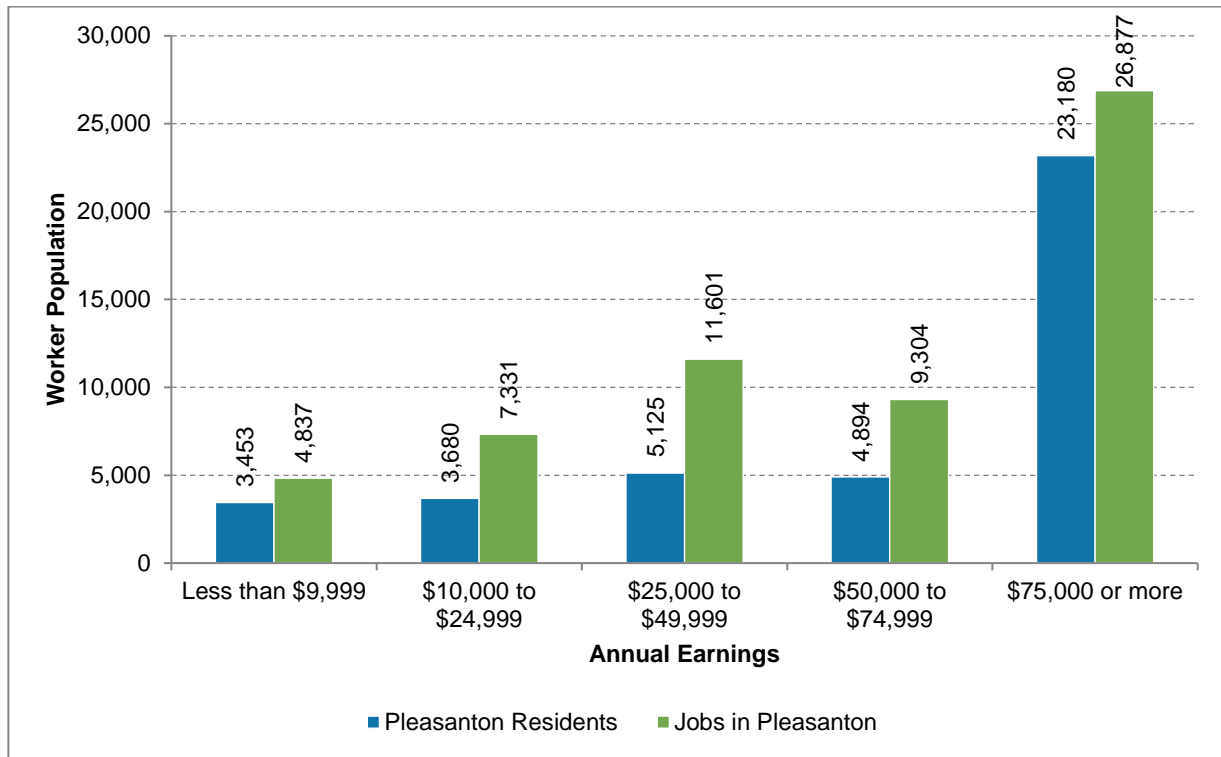
City	Percent of Employed Residents that Work in City	Percent of Jobs in City Held by Residents
Pleasanton	15.2%	8.1%
Livermore	21.6%	18.0%
Dublin	4.7%	6.8%
San Ramon	11.3%	9.6%
Walnut Creek	13.0%	6.2%
Notes: ¹ 2018 data is pre-COVID-19 pandemic and does not reflect associated work from home arrangements. Data reflecting COVID-19 impacts is not yet available. Source: <i>Longitudinal Employer-Household Dynamics (LEHD), OnTheMap, 2018.</i>		

Figure A-7 shows the balance when comparing jobs to workers, broken down by different wage groups, offering additional insight into local dynamics. A community may offer employment for relatively low-income workers but have relatively few housing options for those workers - or conversely, it may house residents who are low wage workers but offer few employment opportunities for them. Such relationships may cast extra light on potentially unmet demand for housing in particular price categories. A relative surplus of jobs in relation to residents in a given wage category suggests the need to import those workers, while conversely, surpluses of workers in a wage group relative to jobs means the community will export those workers to other jurisdictions.

Such patterns are not inherently undesirable, though over time, sub-regional imbalances may appear. And, as described below, a mismatch of employment to housing generally correlates to more commuting from home to work locations, which may have negative environmental or other consequences, particularly if commutes are lengthy. Pleasanton has more jobs than employed residents at all wage levels (see Figure A-7)⁵.

⁵ The source table is top-coded at \$75,000 (i.e., does not report for tiers of wage-levels above \$75,000), precluding more fine grained analysis at the higher end of the wage spectrum.

Figure A-7: Annual Earnings by Residents and Jobs in Pleasanton



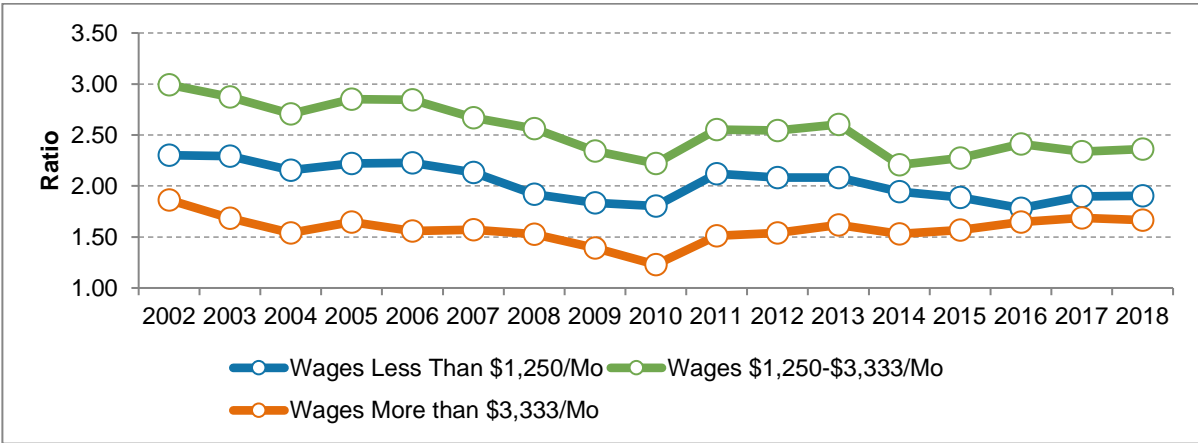
Notes:

Universe: workers 16 years and over with earnings

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data 2015-2019, B08119, B08519)

Figure A-8 shows the balance of a jurisdiction’s resident workers to the jobs located there for different wage groups as a ratio instead - a value of one means that a city has the same number of jobs in a wage group as it has resident workers - in principle, a balance. Values above one indicate a jurisdiction will need to import workers for jobs in a given wage group. Pleasanton has the greatest need to import workers for lower-wage jobs (\$1,250 - \$3,333 per month). At the regional scale, the overall ratio is 1.40 jobs for each worker, implying a modest import of workers from outside the region.

Figure A-8: Pleasanton's Jobs-Worker Ratios, by Wage Group



Notes:

Universe: Jobs in a jurisdiction from unemployment insurance-covered employment (private, state and local government) plus United States Office of Personnel Management-sourced Federal employment

The ratio compares job counts by wage group from two tabulations of LEHD data: Counts by place of work relative to counts by place of residence. See text for details.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, Longitudinal Employer-Household Dynamics, Workplace Area Characteristics (WAC) files (Jobs); Residence Area Characteristics (RAC) files (Employed Residents), 2010-2018)

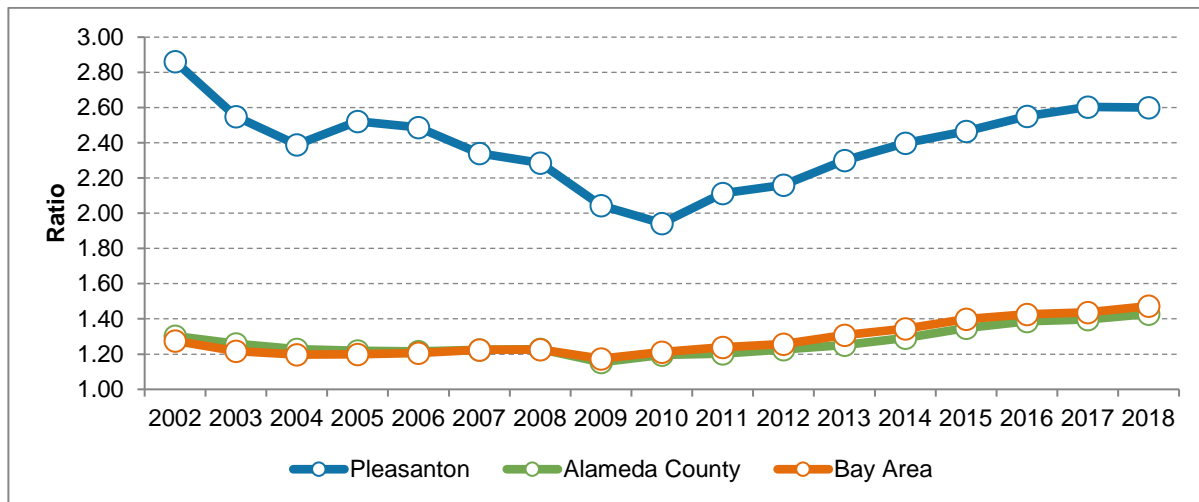
The balance between jobs and workers may directly influence the housing demand in a community. New jobs may draw new residents, and when there is high demand for housing relative to supply, many workers may be unable to afford to live where they work, particularly where job growth has been in relatively lower wage jobs. This dynamic not only means many workers will need to prepare for long commutes and time spent on the road, but in the aggregate, it contributes to traffic congestion and time lost for all road users. Local employers may also be challenged to attract and retain a stable workforce when there is a shortage of available housing, or housing is too expensive relative to local wages.

Approximately 15 percent of employed Pleasanton residents work in Pleasanton (Table A-2). Employed Pleasanton residents that commute to a job outside of the city (i.e., export workers) are primarily commuting to San Francisco (8.7 percent), San Jose (7.8 percent), Fremont (4.9 percent), or Livermore (4.9 percent). Other employment destinations include San Ramon, Sunnyvale, Santa Clara, and Oakland. Alternatively, those who are commuting into Pleasanton for work (i.e., import workers) are commuting from Livermore (5.9 percent), San Jose (5.6 percent),

Dublin (4.6 percent), San Ramon (4.4 percent), or Fremont (4.2 percent). Workers also commute from San Francisco, Oakland, Hayward, and Tracy⁶.

If there are more jobs than employed residents, it means a city is relatively jobs-rich, typically also with a high jobs-to-household ratio. The jobs-household ratio in Pleasanton has decreased from 2.86 jobs per household in 2002, to 2.6 jobs per household in 2018 (see Figure A-9)⁷. Pleasanton’s jobs-household ratio is higher than both Alameda County and the region, suggesting the city has a higher concentration of jobs relative to the rest of the Bay Area.

Figure A-9: Jobs-Household Ratio



Notes:

Universe: Jobs in a jurisdiction from unemployment insurance-covered employment (private, state and local government) plus United States Office of Personnel Management-sourced Federal employment; households in a jurisdiction

The data is tabulated by place of work, regardless of where a worker lives. The source data is provided at the census block level. These are crosswalked to jurisdictions and summarized. The ratio compares place of work wage and salary jobs with households, or occupied housing units. A similar measure is the ratio of jobs to housing units. However, this jobs-household ratio serves to compare the number of jobs in a jurisdiction to the number of housing units that are actually occupied. The difference between a jurisdiction’s jobs-housing ratio and jobs-household ratio will be most pronounced in jurisdictions with high vacancy rates, a high rate of units used for seasonal use, or a high rate of units used as short-term rentals.

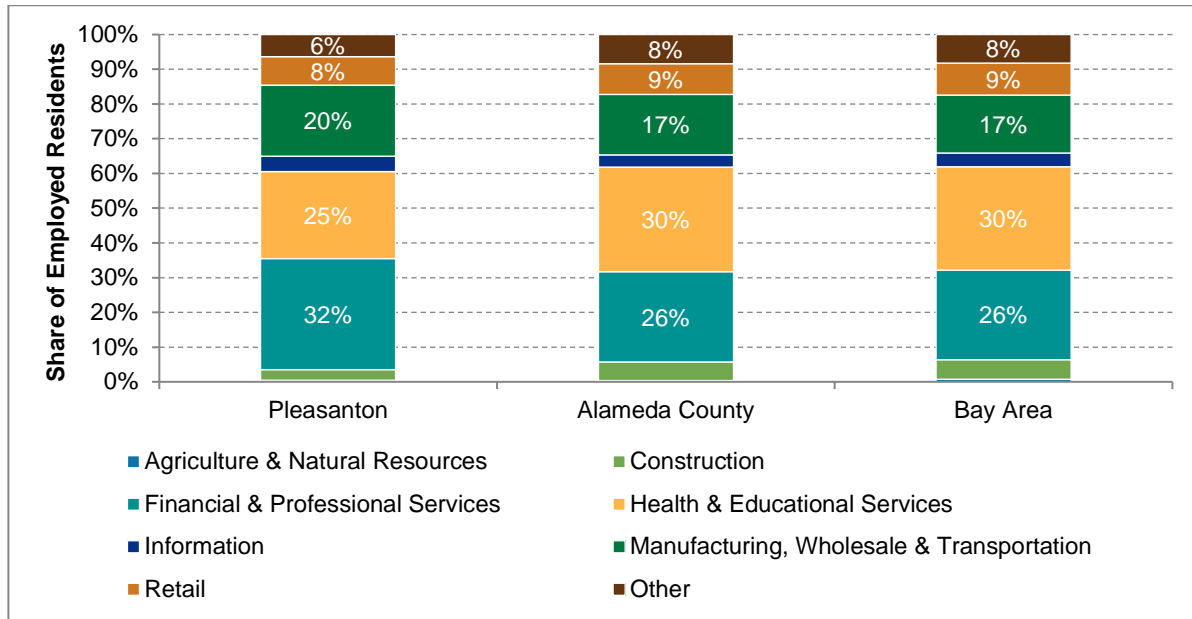
Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, Longitudinal Employer-Household Dynamics, Workplace Area Characteristics (WAC) files (Jobs), 2002-2018; California Department of Finance, E-5 (Households))

⁶ Longitudinal Employer-Household Dynamics (LEHD), OnTheMap, 2018.

⁷ The ratio of jobs to housing has tracked with the overall number of jobs in the city, being at its lowest during the Great Recession, and rising over more recent years, although still reflecting an improved balance since 2002.

In terms of sectoral composition, the largest industry in which Pleasanton residents work is Financial & Professional Services, and the largest sector in which Alameda County residents work is Health & Educational Services (see Figure A-10). For the Bay Area as a whole, the Health & Educational Services industry employs the most workers. Financial & Professional Services includes occupations within fields such as banking, finance, real estate, computer and information systems, scientific research and development, software development, database administration, information security, data science, and others.⁸

Figure A-10: Resident Employment by Industry



Notes:

Universe: Civilian employed population age 16 years and over

The data displayed shows the industries in which jurisdiction residents work, regardless of the location where those residents are employed (whether within the jurisdiction or not). Categories are derived from the following source tables: Agriculture & Natural Resources: C24030_003E, C24030_030E; Construction: C24030_006E, C24030_033E; Manufacturing, Wholesale & Transportation: C24030_007E, C24030_034E, C24030_008E, C24030_035E, C24030_010E, C24030_037E; Retail: C24030_009E, C24030_036E; Information: C24030_013E, C24030_040E; Financial & Professional Services: C24030_014E, C24030_041E, C24030_017E, C24030_044E; Health & Educational Services: C24030_021E, C24030_024E, C24030_048E, C24030_051E; Other: C24030_027E, C24030_054E, C24030_028E, C24030_055E

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table C24030)

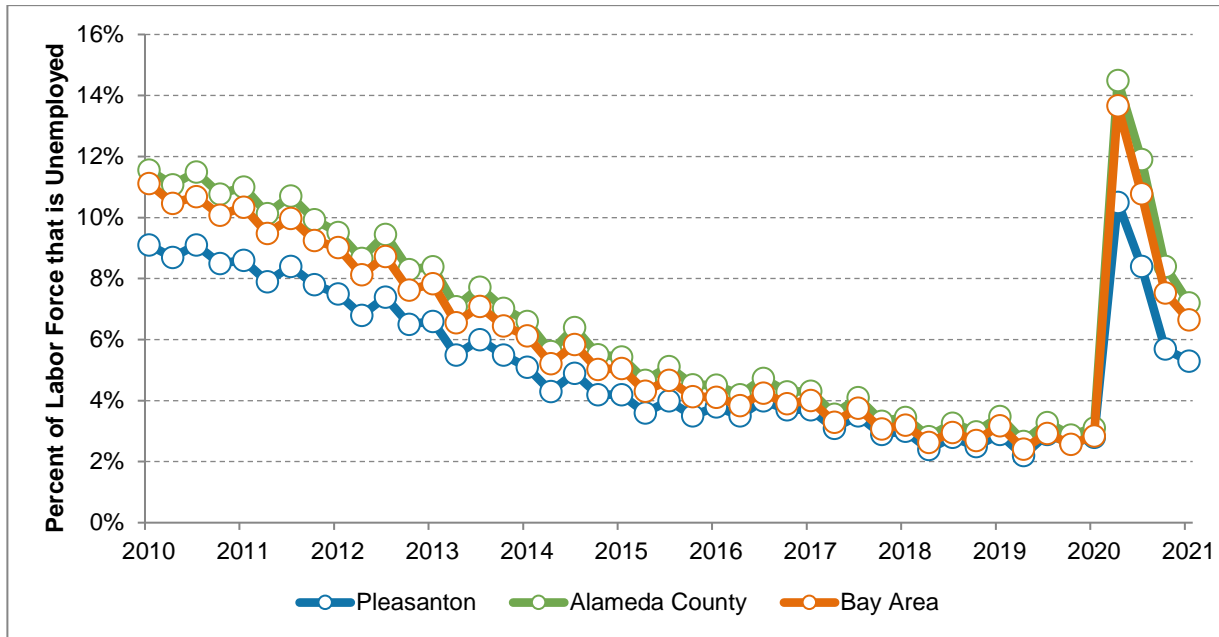
The sectors with the largest number of jobs in Pleasanton are Professional, Scientific, and Technical Services (NAICS 54), Information (NAICS 51), and Health Care and Social Assistance (NAICS 62) which make up 16 percent, 12 percent, and 11 percent of the jobs in the city respectively⁹.

⁸ https://www.bls.gov/oes/current/naics2_52.htm#00-0000

⁹ Quarterly Census of Employment and Wages (QCEW) (2019, Q2-Q4); City of Pleasanton (2021)

In Pleasanton, there was a 3.8 percentage point decrease in the unemployment rate between January 2010 and January 2021. Jurisdictions through the region experienced a sharp rise in unemployment in 2020 due to impacts related to the COVID-19 pandemic, though with a general improvement and recovery in the later months of 2020.

Figure A-11: Unemployment Rate



Notes:

Universe: Civilian employed population age 16 years and over

Unemployment rates for the jurisdiction level is derived from larger-geography estimates. This method assumes that the rates of change in employment and unemployment are exactly the same in each sub-county area as at the county level. If this assumption is not true for a specific sub-county area, then the estimates for that area may not be representative of the current economic conditions. Since this assumption is untested, caution should be employed when using these data. Only not seasonally-adjusted labor force (unemployment rates) data are developed for cities and CDPs.

Source: ABAG 2021 Pre-certified Housing Needs Data (California Employment Development Department, Local Area Unemployment Statistics (LAUS), Sub-county areas monthly updates, 2010-2021)

Section A.3 Household Characteristics

A.3.1 Household Size

In Pleasanton, the largest share of households (32 percent) consists of a household with two people, while the lowest share of households (8 percent) consists of five-or-more persons. According to the California Department of Finance, Pleasanton had an average household size of 2.85 in 2021.

Table A-3: Household Size

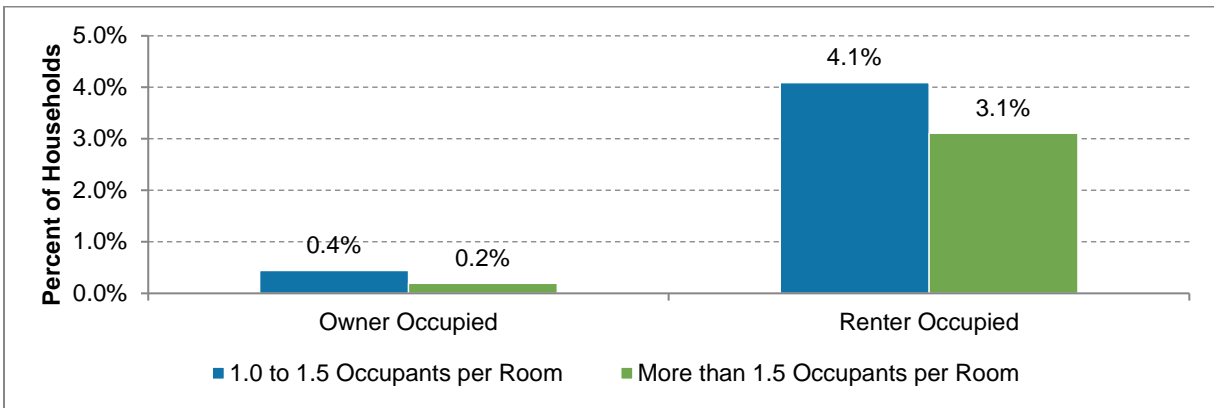
	Total	%
1-person household	5,143	18%
2-person household	9,374	32%
3-person household	5,540	19%
4-person household	6,663	23%
5-or-more person household	2,291	8%
Total occupied housing units	29,011	
<i>Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25009)</i>		

A.3.2 Overcrowding

Overcrowding occurs when the number of people living in a household is greater than the home was designed to hold. There are several different standards for defining overcrowding, but this report uses the Census Bureau definition, which is more than one occupant per room (not including bathrooms or kitchens). Additionally, the Census Bureau considers units with more than 1.5 occupants per room to be severely overcrowded.

Overcrowding is often related to the cost of housing and can occur when housing demand in a city or region is high. In many cities, overcrowding is seen more amongst those that are renting, with multiple households sharing a unit to make it possible to stay in their communities. In Pleasanton, 3.1 percent of households that rent are severely overcrowded (more than 1.5 occupants per room), compared to 0.2 percent of households that own (see Figure A-12). In Pleasanton, 4.1 percent of renters experience moderate overcrowding (1 to 1.5 occupants per room), compared to 0.4 percent of households that own. Overall, 7.2 percent of renter households (609 households) experience overcrowding.

Figure A-12: Overcrowding by Tenure and Severity



Notes:

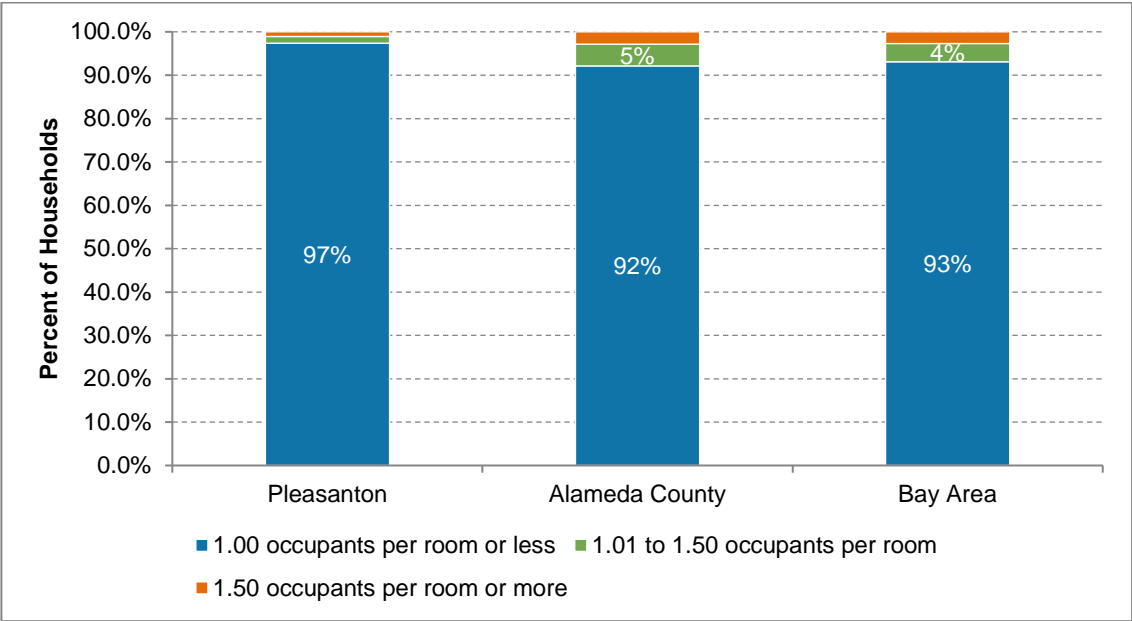
Universe: Occupied housing units

The Census Bureau defines an overcrowded unit as one occupied by 1.01 persons or more per room (excluding bathrooms and kitchens), and units with more than 1.5 persons per room are considered severely overcrowded.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Department of Housing and Urban Development (HUD), Comprehensive Housing Affordability Strategy (CHAS) ACS tabulation, 2013-2017 release)

Overall, Pleasanton has a lower rate of overcrowding than the rest of the region. Only 2.6 percent of Pleasanton residents face overcrowded conditions compared to 7.9 percent in Alameda County and 6.9 percent in the Bay Area (see Figure A-13). Specifically, Pleasanton has 447 households experiencing overcrowded conditions and 310 households experiencing severe overcrowding.

Figure A-13: Overcrowding Severity

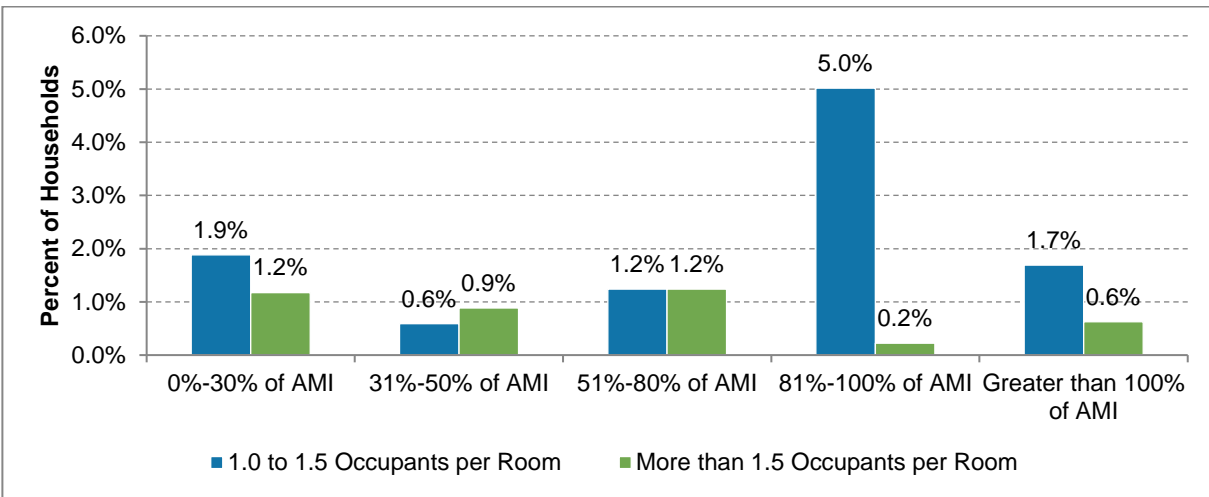


Notes:
 The Census Bureau defines an overcrowded unit as one occupied by 1.01 persons or more per room (excluding bathrooms and kitchens), and units with more than 1.5 persons per room are considered severely overcrowded.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Department of Housing and Urban Development (HUD), Comprehensive Housing Affordability Strategy (CHAS) ACS tabulation, 2013-2017 release)

Overcrowding often disproportionately impacts low-income households. Regardless of tenure, 1.2 percent of extremely low-income households (below 30 percent AMI) experience severe overcrowding, while 0.6 percent of households above 100 percent experience this level of overcrowding (see Figure A-14). Similar levels of severe overcrowding are experienced by all lower income households (below 80 percent AMI).

Figure A-14: Overcrowding by Income Level and Severity



Notes:

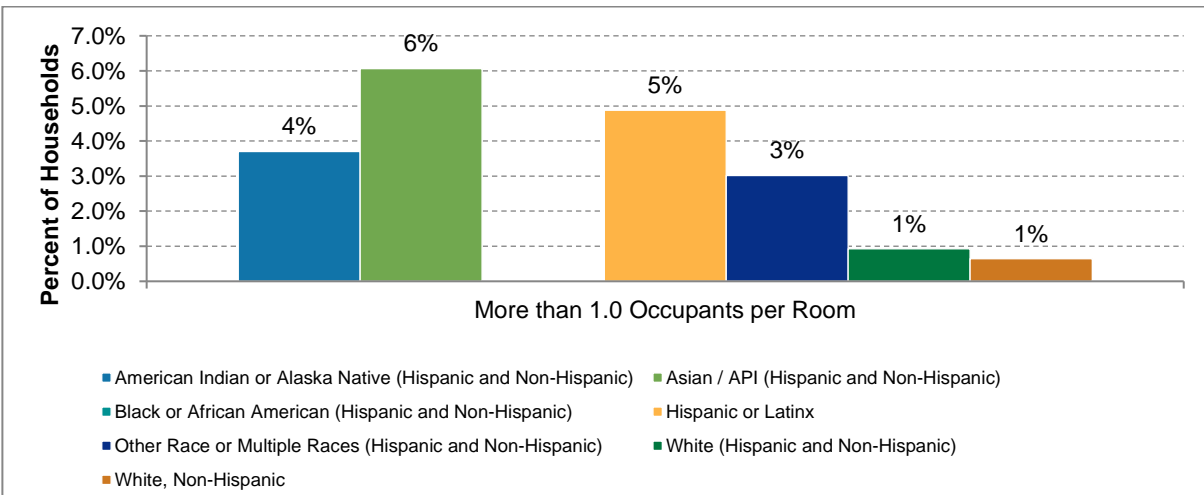
Universe: Occupied housing units

The Census Bureau defines an overcrowded unit as one occupied by 1.01 persons or more per room (excluding bathrooms and kitchens), and units with more than 1.5 persons per room are considered severely overcrowded. Income groups are based on HUD calculations for Area Median Income (AMI). HUD calculates the AMI for different metropolitan areas, and the nine county Bay Area includes the following metropolitan areas: Napa Metro Area (Napa County), Oakland-Fremont Metro Area (Alameda and Contra Costa Counties), San Francisco Metro Area (Marin, San Francisco, and San Mateo Counties), San Jose-Sunnyvale-Santa Clara Metro Area (Santa Clara County), Santa Rosa Metro Area (Sonoma County), and Vallejo-Fairfield Metro Area (Solano County). The AMI levels in this chart are based on the HUD metro area where this jurisdiction is located.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Department of Housing and Urban Development (HUD), Comprehensive Housing Affordability Strategy (CHAS) ACS tabulation, 2013-2017 release)

Communities of color are more likely to experience overcrowding similar to how they are more likely to experience poverty, financial instability, and housing insecurity. People of color tend to experience overcrowding at higher rates than White residents. In Pleasanton, the racial group with the largest overcrowding rate is Asian / API (Hispanic and Non-Hispanic), followed by Hispanic or Latinx (see Figure A-15). No overcrowding was reported in Black or African American (Hispanic and Non-Hispanic) households.

Figure A-15: Overcrowding by Race



Notes:

Universe: Occupied housing units

The Census Bureau defines an overcrowded unit as one occupied by 1.01 persons or more per room (excluding bathrooms and kitchens), and units with more than 1.5 persons per room are considered severely overcrowded. For this table, the Census Bureau does not disaggregate racial groups by Hispanic/Latinx ethnicity. However, data for the White racial group is also reported for White householders who are not Hispanic/Latinx. Since residents who identify as White and Hispanic/Latinx may have very different experiences within the housing market and the economy from those who identify as White and non-Hispanic/Latinx, data for multiple White sub-groups are reported here.

The racial/ethnic groups reported in this table are not all mutually exclusive. Therefore, the data should not be summed as the sum exceeds the total number of occupied housing units for this jurisdiction. However, all groups labelled “Hispanic and Non-Hispanic” are mutually exclusive, and the sum of the data for these groups is equivalent to the total number of occupied housing units.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25014)

A.3.3 Household Income

Household income is a critical component of housing affordability. Income impacts the decision to rent versus own, the size of unit, and location of housing. Overall, household income in Pleasanton is higher than that of Alameda County. Pleasanton’s median household income in 2019 was \$156,400, which is 57 percent higher than the county’s median income of \$99,406. The mean income in Pleasanton (\$192,532) is 47 percent higher than in Alameda County (\$130,710).

Table A-4: Household Income

	Pleasanton	Alameda County
Median Income	\$156,400	\$99,406
Mean Income	\$192,532	\$130,710
<i>Source: ACS 5-year estimates (2019), S1901</i>		

The RHNA includes specific income categories defined by their respective proportion of the county area median income (AMI). Table A-5 defines these income categories.

Table A-5: Income Categories as a Percentage of AMI

	% of AMI
Acutely Low ¹	0-15%
Extremely Low	15-30%
Very Low	30-50%
Low	50-80%
Moderate	80-120%
Above Moderate	>120%
Notes:	
¹ New income category effective January 1,2022.	
Source: Department of Housing and Community Development, 2021	

Table A-6 shows the 2021 income limits for these income categories in Alameda County. The above moderate category includes all households earning above the upper limit of the moderate-income category.

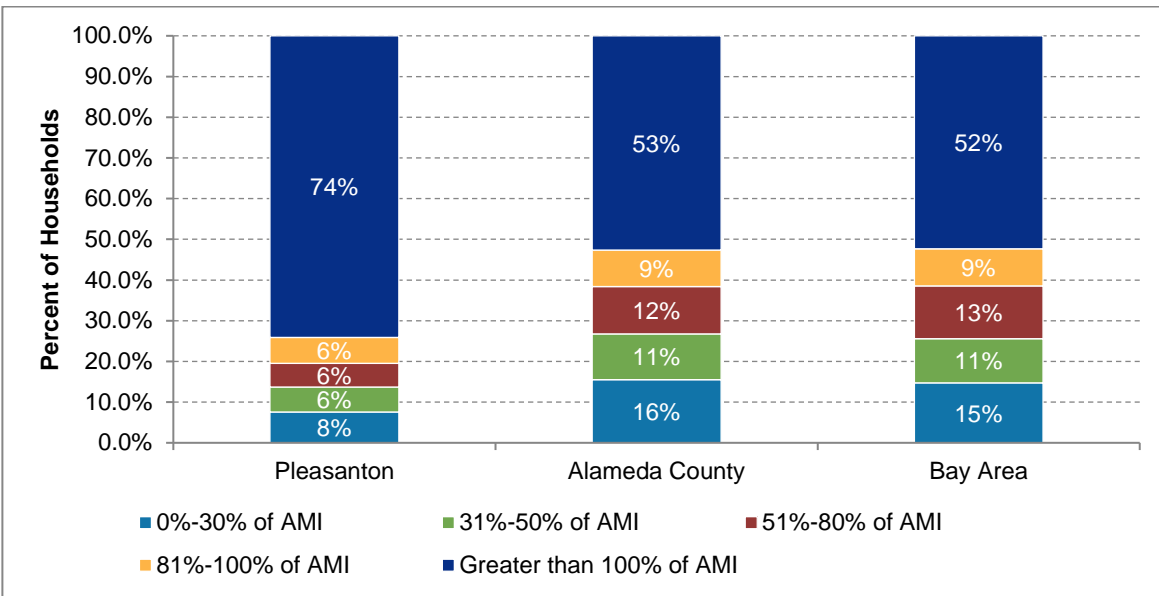
Table A-6: Alameda County 2021 Annual Income Limits by Household Size

Number of Persons in Household:		1	2	3	4	5	6	7	8
Alameda County Area Median Income: \$125,600	Acutely Low	13,200	15,100	16,950	18,850	20,350	21,850	23,350	24,900
	Extremely Low	28,800	32,900	37,000	41,100	44,400	47,700	51,000	54,300
	Very Low Income	47,950	54,800	61,650	68,500	74,000	79,500	84,950	90,450
	Low Income	76,750	87,700	98,650	109,600	118,400	127,150	135,950	144,700
	Median Income	87,900	100,500	113,050	125,600	135,650	145,700	155,750	165,800
	Moderate Income	105,500	120,550	135,650	150,700	162,750	174,800	186,850	198,900
Source: Department of Housing and Community Development, 2021									

Despite the economic and job growth experienced throughout the region since 1990, the income gap has continued to widen. California is one of the most economically unequal states in the nation, and the Bay Area has the highest income inequality between high- and low-income households in the state.

In Pleasanton, 74.1 percent of households make more than 100 percent of AMI compared to 7.6 percent (2,124 households) making less than 30 percent of AMI, which is considered extremely low-income (see Figure A-16). Regionally, more than half of all households make more than 100 percent AMI, while 15 percent make less than 30 percent AMI. Of Pleasanton’s total households, 19.5 percent are lower income (earning 80 percent of AMI or less), while around 38.5 percent of households in the county and Bay Area are lower income. Many households with multiple wage earners – reflecting those such as food service workers, full-time students, teachers, farmworkers and healthcare professionals – can fall into lower AMI categories due to relatively stagnant wages in many industries.

Figure A-16: Households by Household Income Level



Notes:

Universe: Occupied housing units

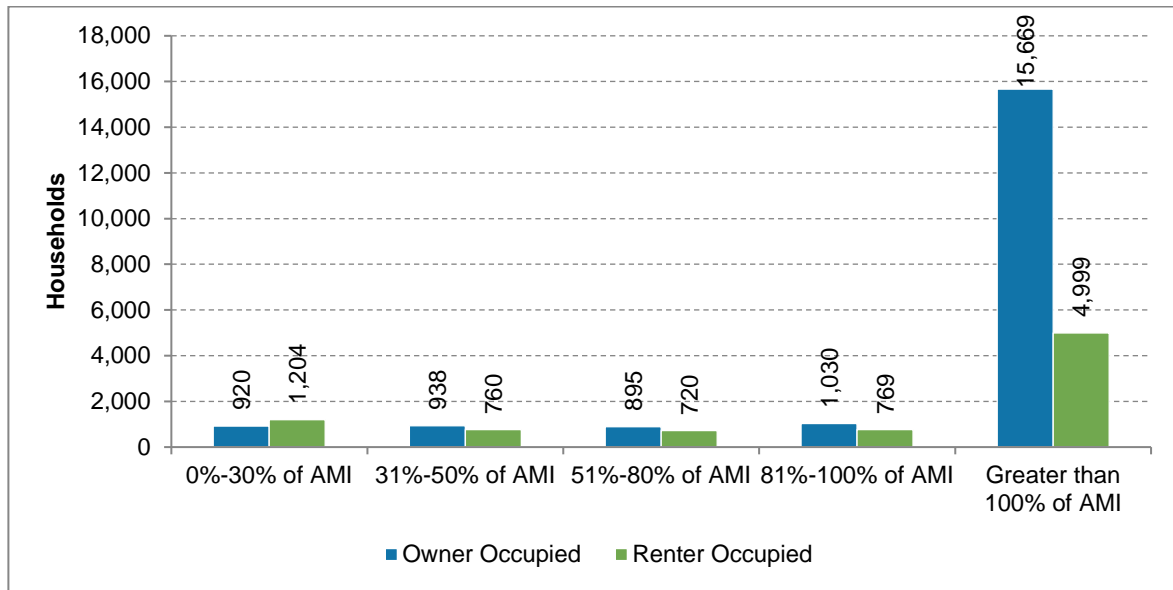
Income groups are based on HUD calculations for Area Median Income (AMI). HUD calculates the AMI for different metropolitan areas, and the nine county Bay Area includes the following metropolitan areas: Napa Metro Area (Napa County), Oakland-Fremont Metro Area (Alameda and Contra Costa Counties), San Francisco Metro Area (Marin, San Francisco, and San Mateo Counties), San Jose-Sunnyvale-Santa Clara Metro Area (Santa Clara County), Santa Rosa Metro Area (Sonoma County), and Vallejo-Fairfield Metro Area (Solano County). The AMI levels in this chart are based on the HUD metro area where this jurisdiction is located. The data that is reported for the Bay Area is not based on a regional AMI but instead refers to the regional total of households in an income group relative to the AMI for the county where that household is located. Local jurisdictions are required to provide an estimate for their projected extremely low-income households (0-30% AMI) in their Housing Elements. HCD's official Housing Element guidance notes that jurisdictions can use their RHNA for very low-income households (those making 0-50% AMI) to calculate their projected extremely low-income households. As Bay Area jurisdictions have not yet received their final RHNA numbers, this document does not contain the required data point of projected extremely low-income households. The report portion of the housing data needs packet contains more specific guidance for how local staff can calculate an estimate for projected extremely low-income households once jurisdictions receive their 6th cycle RHNA numbers.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Department of Housing and Urban Development (HUD), Comprehensive Housing Affordability Strategy (CHAS) ACS tabulation, 2013-2017 release)

Throughout the region, there are disparities between the incomes of homeowners and renters. Typically, the number of low-income renters greatly outpaces the amount of housing available that is affordable for these households.

In Pleasanton, the largest proportion of both renters and owners falls in the Greater than 100 percent of AMI income group (see Figure A-17). The only income group in Pleasanton with more renters than owners is the extremely low-income group (0-30 percent of AMI).

Figure A-17: Household Income Level by Tenure



Notes:

Universe: Occupied housing units

Income groups are based on HUD calculations for Area Median Income (AMI). HUD calculates the AMI for different metropolitan areas, and the nine county Bay Area includes the following metropolitan areas: Napa Metro Area (Napa County), Oakland-Fremont Metro Area (Alameda and Contra Costa Counties), San Francisco Metro Area (Marin, San Francisco, and San Mateo Counties), San Jose-Sunnyvale-Santa Clara Metro Area (Santa Clara County), Santa Rosa Metro Area (Sonoma County), and Vallejo-Fairfield Metro Area (Solano County). The AMI levels in this chart are based on the HUD metro area where this jurisdiction is located.

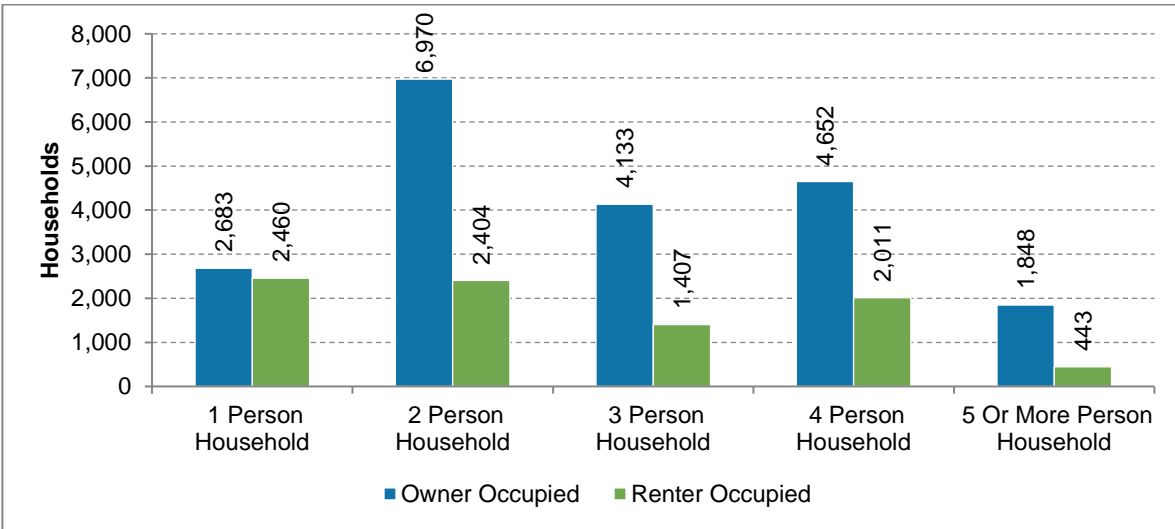
Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Department of Housing and Urban Development (HUD), Comprehensive Housing Affordability Strategy (CHAS) ACS tabulation, 2013-2017 release)

A.3.4 Special Housing Needs

Large Families

Large households often have different housing needs than smaller households. If a city’s rental housing stock does not include larger apartments, large households who rent could end up living in overcrowded conditions. In Pleasanton, for large households with five or more persons, most units (80.7 percent) are owner occupied (see Figure A-18). In 2017, 5.8 percent of large households were very low-income, earning less than 50 percent of AMI.

Figure A-18: Household Size by Tenure



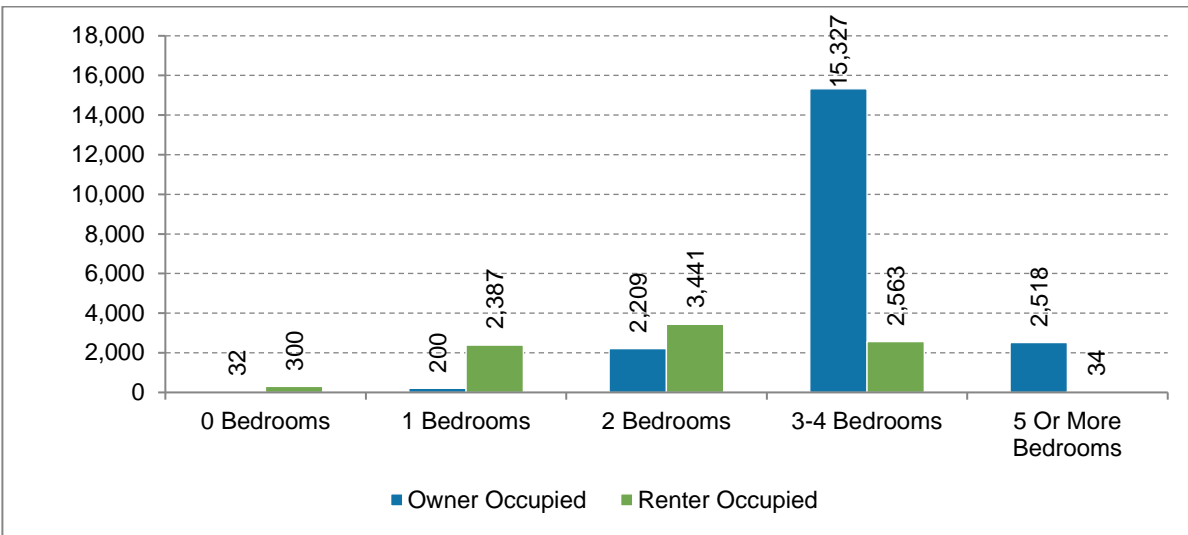
Notes:

Universe: Occupied housing units

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25009)

The unit sizes available in a community affect the household sizes that can access that community. Large families are generally served by housing units with three or more bedrooms, of which there are 20,442 units in Pleasanton. Among these large units with three or more bedrooms, 12.7 percent are renter occupied and 87.3 percent are owner occupied.

Figure A-19: Housing Units by Number of Bedrooms



Notes:

Universe: Housing units

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25042)

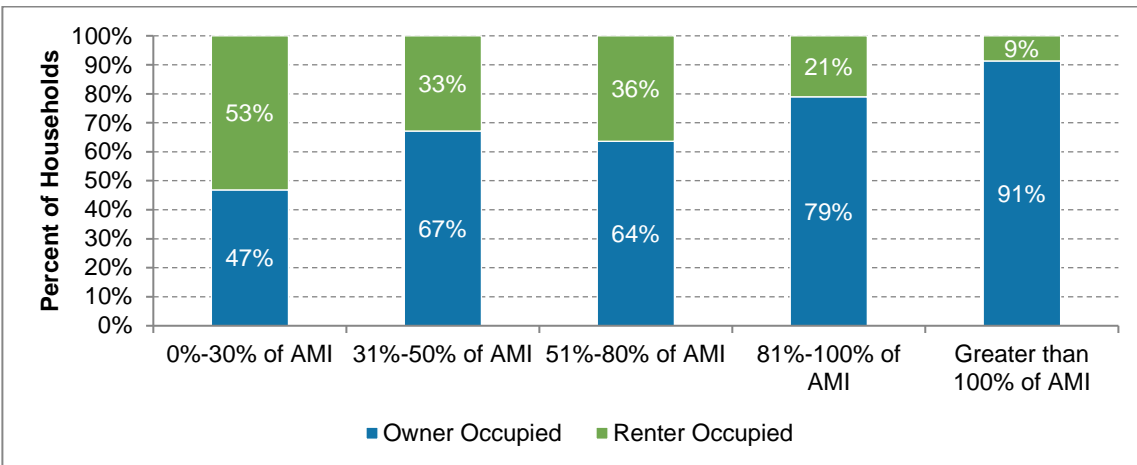
Eight percent of all households in Pleasanton, or 2,291 households, are considered large households (those that contain five or more members). Therefore, the housing mix in Pleasanton is considered adequate to accommodate larger household sizes. However, given that almost six percent of large households are also lower income, there may be a need to ensure that larger (three or more bedroom) affordable housing units are available for these households.

Senior Households

Senior households often experience a combination of factors that can make accessing or keeping affordable housing a challenge. They frequently live on fixed incomes and are more likely to have disabilities, chronic health conditions, and/or reduced mobility. There are 1,035 extremely low-income senior households in Pleasanton (make no more than 30 percent of AMI).

Seniors who rent may be at even greater risk for housing challenges than those who own, due to income differences between these groups. The largest proportion of senior households who rent make no more than 30 percent of AMI, while the largest proportion of senior households who are homeowners falls in the income group Greater than 100 percent of AMI (see Figure A-20).

Figure A-20: Senior Households by Income and Tenure



Notes:

Universe: Senior households

For the purposes of this graph, senior households are those with a householder who is aged 62 or older. Income groups are based on HUD calculations for Area Median Income (AMI). HUD calculates the AMI for different metropolitan areas, and the nine county Bay Area includes the following metropolitan areas: Napa Metro Area (Napa County), Oakland-Fremont Metro Area (Alameda and Contra Costa Counties), San Francisco Metro Area (Marin, San Francisco, and San Mateo Counties), San Jose- Sunnyvale-Santa Clara Metro Area (Santa Clara County), Santa Rosa Metro Area (Sonoma County), and Vallejo-Fairfield Metro Area (Solano County). The AMI levels in this chart are based on the HUD metro area where this jurisdiction is located.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Department of Housing and Urban Development (HUD), Comprehensive Housing Affordability Strategy (CHAS) ACS tabulation, 2013-2017 release)

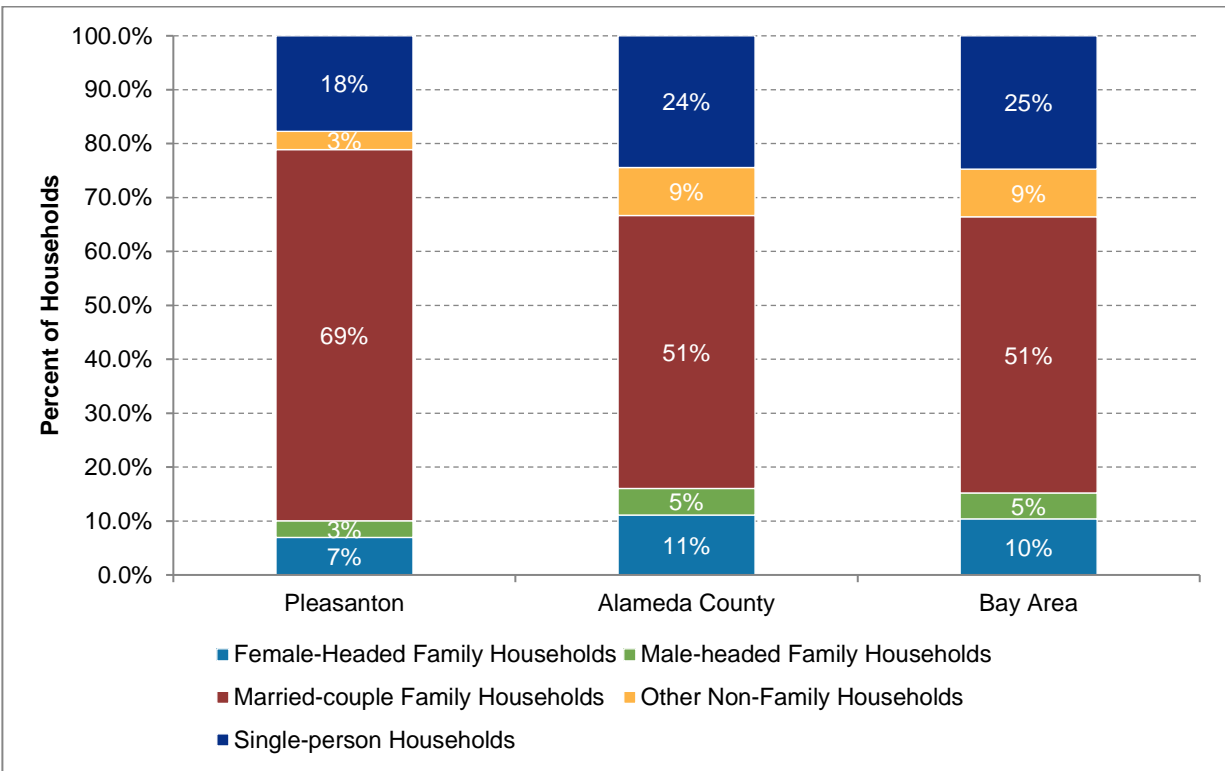
The City of Pleasanton has approximately 600 rental apartments for low and very low-income seniors. Recently completed in 2019, the Kottinger Gardens housing project provides over 180 affordable senior units. Larger facilities for low and very low-income seniors that offer housing with services ranging from assisted living to skilled nursing include the Parkview, Eden Villa, Pleasanton Nursing and Rehabilitation Center, and Sunol Creek Memory Care. The City's Housing Division provides information on assisted living facilities in Pleasanton and the surrounding area that are available for low and very low-income seniors¹⁰.

Female-headed Households

Households headed by one person are often at greater risk of housing insecurity, particularly female-headed households, who may be supporting children or a family with only one income. In Pleasanton, the largest proportion of households is Married-couple Family Households at 68.9 percent of total, while Female-Headed Households make up 6.9 percent of all households.

¹⁰ www.cityofpleasantonca.gov/resident/housing/seniors/default.asp

Figure A-21: Household Type



Notes:

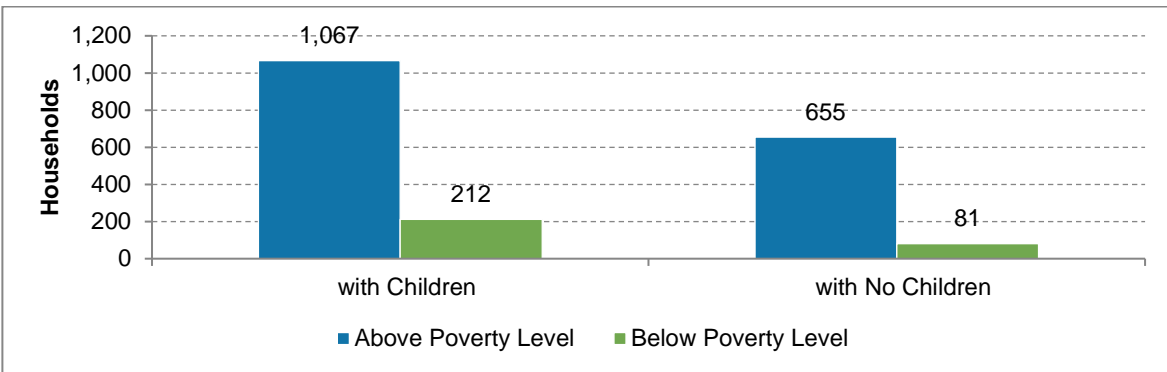
For data from the Census Bureau, a “family household” is a household where two or more people are related by birth, marriage, or adoption. “Non-family households” are households of one person living alone, as well as households where none of the people are related to each other.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B11001)

Female-headed households with children may face particular housing challenges, with pervasive gender inequality resulting in lower wages for women. Moreover, the added need for childcare can make finding a home that is affordable more challenging.

In Pleasanton, 16.6 percent of female-headed households with children fall below the Federal Poverty Line, while 11.0 percent of female-headed households without children live in poverty.

Figure A-22: Female-Headed Households by Poverty Status



Notes:

The Census Bureau uses a federally defined poverty threshold that remains constant throughout the country and does not correspond to Area Median Income.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B17012)

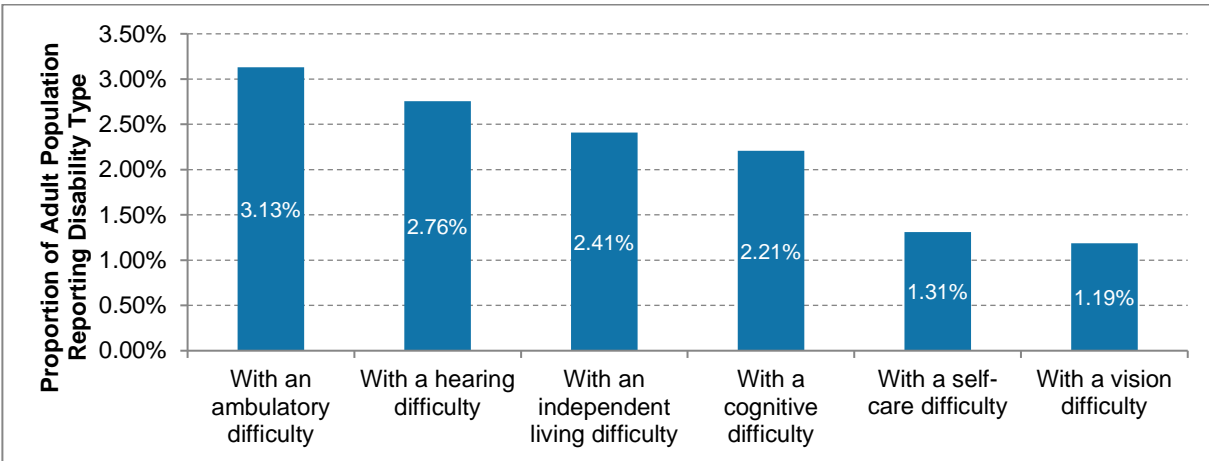
Persons with Disabilities

People with disabilities face additional housing challenges. Encompassing a broad group of individuals living with a variety of physical, cognitive and sensory impairments, many people with disabilities live on fixed incomes and are in need of specialized care, yet often rely on family members for assistance due to the high cost of care.

When it comes to housing, people with disabilities are not only in need of affordable housing but accessibly designed housing, which offers greater mobility and opportunity for independence.

Unfortunately, the need typically outweighs what is available, particularly in a housing market with such high demand. People with disabilities are at a high risk for housing insecurity, homelessness and institutionalization, particularly when they lose aging caregivers. Figure A-23 shows the rates at which different disabilities are present among residents of Pleasanton. Overall, 7.0 percent of people in Pleasanton have a disability of any kind.

Figure A-23: Disability by Type



Notes:

Universe: Civilian noninstitutionalized population 18 years and over

These disabilities are counted separately and are not mutually exclusive, as an individual may report more than one disability. These counts should not be summed. The Census Bureau provides the following definitions for these disability types: Hearing difficulty: deaf or has serious difficulty hearing. Vision difficulty: blind or has serious difficulty seeing even with glasses. Cognitive difficulty: has serious difficulty concentrating, remembering, or making decisions. Ambulatory difficulty: has serious difficulty walking or climbing stairs. Self-care difficulty: has difficulty dressing or bathing. Independent living difficulty: has difficulty doing errands alone such as visiting a doctor's office or shopping.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B18102, Table B18103, Table B18104, Table B18105, Table B18106, Table B18107)

State law also requires Housing Elements to examine the housing needs of people with developmental disabilities. Developmental disabilities are defined as severe, chronic, and attributed to a mental or physical impairment that begins before a person turns 18 years old. This can include Down's Syndrome, autism, epilepsy, cerebral palsy, and mild to severe mental retardation. Some people with developmental disabilities are unable to work, rely on Supplemental Security Income, and live with family members. In addition to their specific housing needs, they are at increased risk of housing insecurity after an aging parent or family member is no longer able to care for them.

In Pleasanton, of the population with a developmental disability, children under the age of 18 make up 57.4 percent, while adults account for 42.6 percent.

Table A-7: Population with Developmental Disabilities by Age

Age Group	Number of People with a Developmental Disability
Age Under 18	278
Age 18+	206
Notes:	
Universe: Population with developmental disabilities	
The California Department of Developmental Services is responsible for overseeing the coordination and delivery of services to more than 330,000 Californians with developmental disabilities including cerebral palsy, intellectual disability, Down syndrome, autism, epilepsy, and related conditions. The California Department of Developmental Services provides ZIP code level counts. To get jurisdiction-level estimates, ZIP code counts were crosswalked to jurisdictions using census block population counts from Census 2010 SF1 to determine the share of a ZIP code to assign to a given jurisdiction.	
<i>Source: ABAG 2021 Pre-certified Housing Needs Data (California Department of Developmental Services, Consumer Count by California ZIP Code and Age Group (2020))</i>	

The most common living arrangement for individuals with developmental disabilities in Pleasanton is the home of parent/family/guardian.

Table A-8: Population with Developmental Disabilities by Residence

Residence Type	Number of People with a Developmental Disability
Home of Parent/Family/Guardian	427
Independent/Supported Living	44
Community Care Facility	10
Other	0
Foster/Family Home	0
Intermediate Care Facility	0
Notes:	
The California Department of Developmental Services is responsible for overseeing the coordination and delivery of services to more than 330,000 Californians with developmental disabilities including cerebral palsy, intellectual disability, Down syndrome, autism, epilepsy, and related conditions. The California Department of Developmental Services provides ZIP code level counts. To get jurisdiction-level estimates, ZIP code counts were crosswalked to jurisdictions using census block population counts from Census 2010 SF1 to determine the share of a ZIP code to assign to a given jurisdiction.	
<i>Source: ABAG 2021 Pre-certified Housing Needs Data (California Department of Developmental Services, Consumer Count by California ZIP Code and Residence Type (2020))</i>	

The City continues to support and facilitate the development of housing for people with developmental disabilities. During the last planning period, the City acquired a 1.64-acre parcel of land within Irby Ranch and leased it to SAHA/Sunflower Hill who constructed the 31-unit Sunflower Hill project for residents with developmental disabilities and special needs. The City also provided funding necessary for the project's tax credit financing. Construction was completed in 2020.

Residents Living Below the Poverty Level

The Federal Poverty Level is an estimate of the minimum annual income a household would need to pay for essentials, such as food, housing, clothes, and transportation. This level considers the number of people in a household, their income, and the state in which they live. In Pleasanton, 4.3 percent of the total population (3,520 people) experience poverty, which is about half the rate of Alameda County residents (9.9 percent).

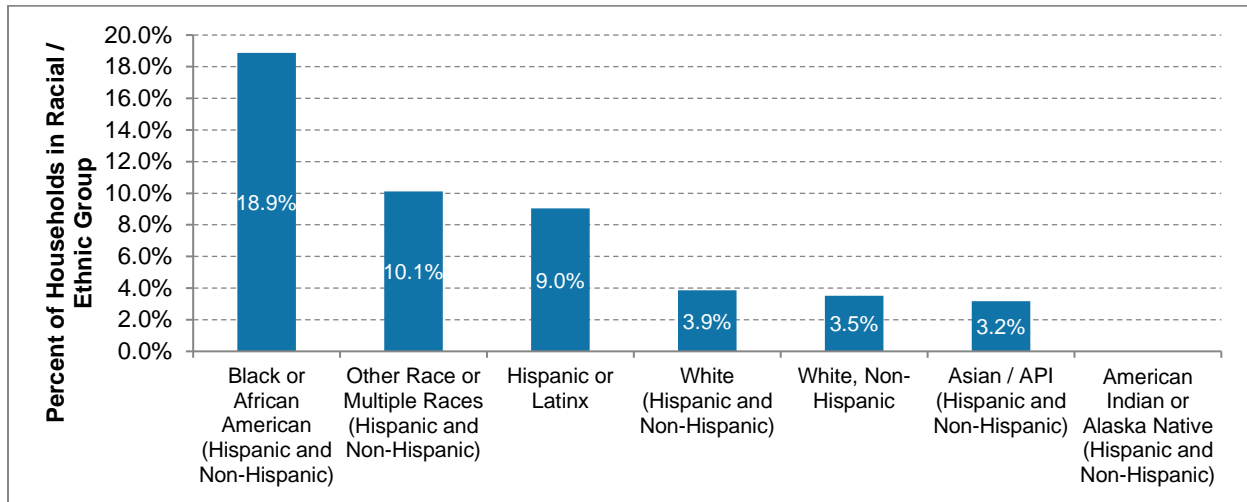
Table A-9: Poverty Status

	Pleasanton	Alameda County
% of Population Below Poverty Level	4.3%	9.9%
<i>Source: ACS 5-year estimates (2019), S1701</i>		

As mentioned above, female-headed households with children experience poverty at a disproportionate rate than those without children or the overall population, with 16.6 percent of female-headed households with children living below the Federal Poverty Level in Pleasanton (see Figure A-22).

Currently, people of color are more likely to experience poverty and financial instability as a result of federal and local housing policies that have historically excluded them from the same opportunities extended to White residents. These economic disparities also leave communities of color at higher risk for housing insecurity, displacement or homelessness. In Pleasanton, Black or African American (Hispanic and Non-Hispanic) residents experience the highest rates of poverty, followed by Other Race or Multiple Races (Hispanic and Non-Hispanic) residents (see Figure A-24).

Figure A-24: Poverty Status by Race



Notes:

Universe: Population for whom poverty status is determined

The Census Bureau uses a federally defined poverty threshold that remains constant throughout the country and does not correspond to Area Median Income. For this table, the Census Bureau does not disaggregate racial groups by Hispanic/Latinx ethnicity. However, data for the White racial group is also reported for White householders who are not Hispanic/Latinx. Since residents who identify as White and Hispanic/Latinx may have very different experiences within the housing market and the economy from those who identify as White and non-Hispanic/Latinx, data for multiple White sub-groups are reported here. The racial/ethnic groups reported in this table are not all mutually exclusive. Therefore, the data should not be summed as the sum exceeds the population for whom poverty status is determined for this jurisdiction. However, all groups labelled "Hispanic and Non-Hispanic" are mutually exclusive, and the sum of the data for these groups is equivalent to the population for whom poverty status is determined.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B17001(A-I))

Foreign-born residents of Pleasanton are currently slightly more likely to experience poverty than those born with U.S. nationality, but the difference is small.

Table A-10: Poverty Status by U.S. Nationality at Birth

	Native	Non-native
% of Population Below Poverty Level	4.25%	4.46%
<i>Source: ACS 5-year estimates (2019), B06012</i>		

Farmworkers

Across the state, housing for farmworkers has been recognized as an important and unique concern. Farmworkers generally receive wages that are considerably lower than other jobs and may have temporary housing needs. Finding decent and affordable housing can be challenging, particularly in the current housing market.

In Pleasanton, there were no reported students of migrant workers in the 2019-2020 school year. The trend for the region for the past few years has been a decline of 2.4 percent in the number of

migrant worker students since the 2016-2017 school year. The change at the county level is a 9.6 percent decrease in the number of migrant worker students since the 2016-2017 school year.

Table A-10: Migrant Worker Student Population

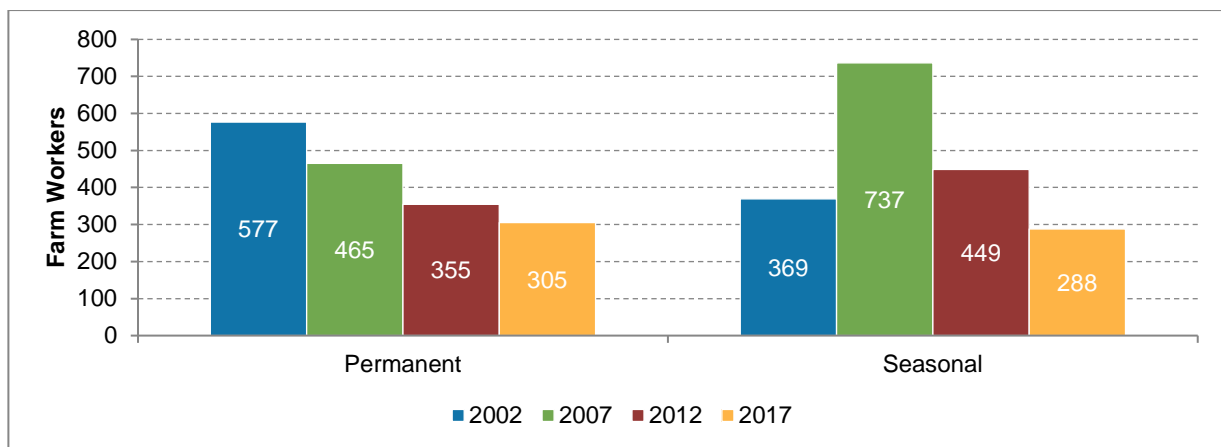
Academic Year	Pleasanton	Alameda County	Bay Area
2016-17	0	874	4,630
2017-18	0	1,037	4,607
2018-19	0	785	4,075
2019-20	0	790	3,976

Notes:
 Universe: Total number of unduplicated primary and short-term enrollments within the academic year (July 1 to June 30), public schools
 The data used for this table was obtained at the school site level, matched to a file containing school locations, geocoded and assigned to jurisdiction, and finally summarized by geography.

Source: ABAG 2021 Pre-certified Housing Needs Data (California Department of Education, California Longitudinal Pupil Achievement Data System (CALPADS), Cumulative Enrollment Data (Academic Years 2016-2017, 2017-2018, 2018-2019, 2019-2020))

According to the U.S. Department of Agriculture Census of Farmworkers, the number of permanent farm workers in Alameda County has decreased since 2002, totaling 305 in 2017, and the number of seasonal farm workers has decreased, totaling 288 in 2017 (see Figure A-25).

Figure A-25: Farm Operations and Farm Labor by County, Alameda County



Notes:

Universe: Hired farm workers (including direct hires and agricultural service workers who are often hired through labor contractors)

Farm workers are considered seasonal if they work on a farm less than 150 days in a year, while farm workers who work on a farm more than 150 days are considered to be permanent workers for that farm.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Department of Agriculture, Census of Farmworkers (2002, 2007, 2012, 2017), Table 7: Hired Farm Labor)

Over the past two decades, there has been a shift to a more permanent workforce for many farms, which has shifted the bulk of the housing need from seasonal housing for migrant workers to permanently affordable housing for low wage working families. While both types of housing are needed, farmworker housing is no longer solely a rural issue. Farmworker populations have declined while at the same time trends for farmworkers have resulted in longer commutes (up to 75 miles per the USDA) for this population. Local jurisdictions with an agriculture-based economy are responsible for addressing the needs of farmworkers and their families through affirmatively furthering fair housing (AFFH) analysis.

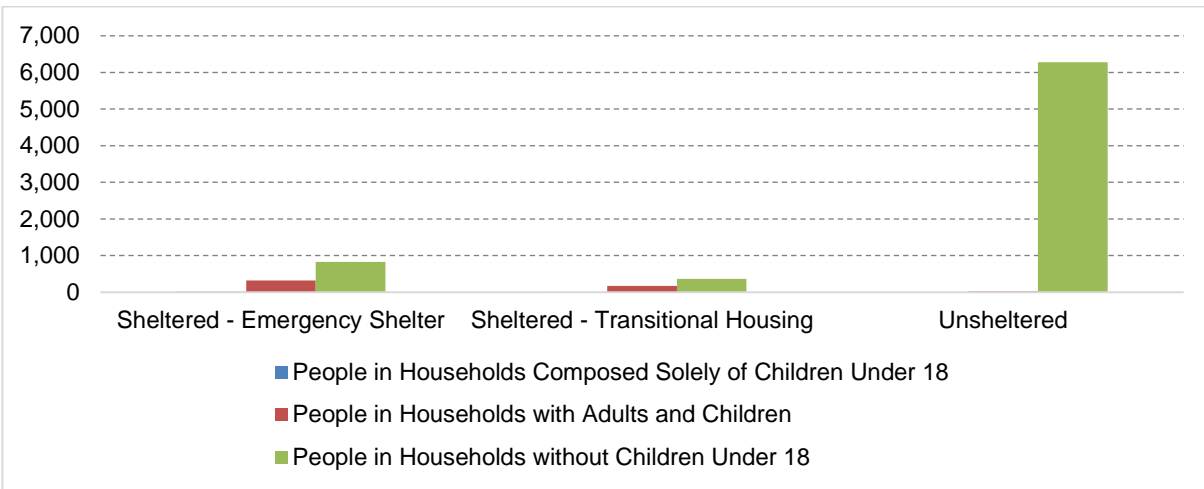
As a result, there is not an explicit need for housing for farmworkers and their families (as opposed to housing for other low wage households), as Pleasanton does not have an “agriculture-based economy”. However, other housing types promoted in the Housing Element, such as housing for low-income households and multi-family housing, can also serve farmworkers (e.g., Programs 1.5, 5.6, etc.).

People Experiencing Homelessness

Homelessness remains an urgent challenge in many communities across the state, reflecting a range of social, economic, and psychological factors. Rising housing costs result in increased risks of community members experiencing homelessness. Unhoused individuals and families living arrangement may vary and could include living on the streets or outdoors (e.g., in parks or encampment areas), sleeping in vehicles, staying in a homeless shelter or transitional housing, staying in a hotel or motel, or sharing housing of other people (e.g., living in doubled-up arrangements or couch-surfing). Far too many residents who have found themselves housing insecure have become unhoused in recent years, either temporarily or longer term. Addressing the specific housing needs for the unhoused population remains a priority throughout the region, particularly since homelessness is disproportionately experienced by people of color, people with disabilities, those struggling with addiction and those dealing with traumatic life circumstances.

In Alameda County, the most common type of household experiencing homelessness is those without children in their care. Among households experiencing homelessness that do not have children, 84.0 percent are unsheltered. Of homeless households with children, most are sheltered in emergency shelter (see Figure A-26).

Figure A-26: Homelessness by Household Type and Shelter Status, Alameda County



Notes:

Universe: Population experiencing homelessness, 2019

This data is based on Point-in-Time (PIT) information provided to HUD by CoCs in the application for CoC Homeless Assistance Programs. The PIT Count provides a count of sheltered and unsheltered homeless persons on a single night during the last ten days in January. Each Bay Area county is its own CoC, and so the data for this table is provided at the county-level. Per HCD’s requirements, jurisdictions will need to supplement this county-level data with local estimates of people experiencing homelessness.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Department of Housing and Urban Development (HUD), Continuum of Care (CoC) Homeless Populations and Subpopulations Reports (2019))

According to the EveryOne Home Point-in-Time (PIT) Count, Pleasanton’s population experiencing homelessness grew four-fold over two years, from 18 individuals in 2017 to 70 individuals in 2019. The PIT count was most recently conducted in 2022, and showed a slight increase in the number of persons experiencing homelessness to 72 persons.

Table A-12: Number of People Experiencing Homelessness in Pleasanton

	Sheltered	Unsheltered	Total
2017	0	18	18
2019	0	70	70
2022	0	72	72

Source: Everyone Home Alameda County Point-in-Time (PIT) Count

Additional data is available through City Serve of the Tri Valley, an organization which the City of Pleasanton supports through annual grant funding. In 2021, City Serve provided serves to 47 residents experiencing homelessness, with nine residents provided Emergency Housing Assistance/Shelter, and another 15 referred to other organizations to provide these services. 181

residents were provided rental assistance that helped to avoid them becoming homeless or improved their level of housing stability¹¹.

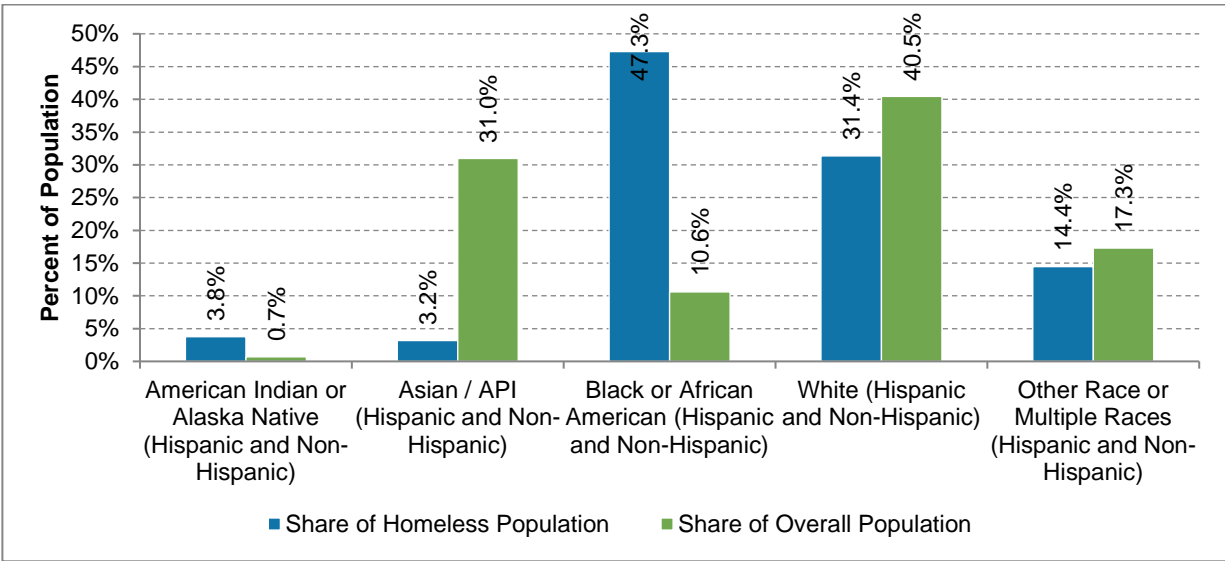
The City is committed to addressing homelessness strategically and will support implementation of the 2021 Alameda County “Home Together 2026 Implementation Plan” (Program 5.1) and continue to provide funding and resources to support regional and subregional efforts to address homelessness (Program 5.2).

People of color are more likely to experience poverty and financial instability as a result of federal and local housing policies that have historically excluded them from the same opportunities extended to White residents. Consequently, people of color are often disproportionately impacted by homelessness, particularly Black residents of the Bay Area. In Alameda County, Black or African American (Hispanic and Non-Hispanic) residents represent the largest proportion of residents experiencing homelessness and account for 47.3 percent of the homeless population, while making up 10.6 percent of the overall population (see Figure A-27)¹².

¹¹ City Serve of the Tri Valley, February 2022.

¹² The 2022 PIT Count showed a continued overrepresentation of people of color that are homeless, especially those that are Black. The full details of the 2022 PIT Count will be released in late June or early July 2022.

Figure A-27: Racial Group Share of General and Homeless Populations, Alameda County



Notes:

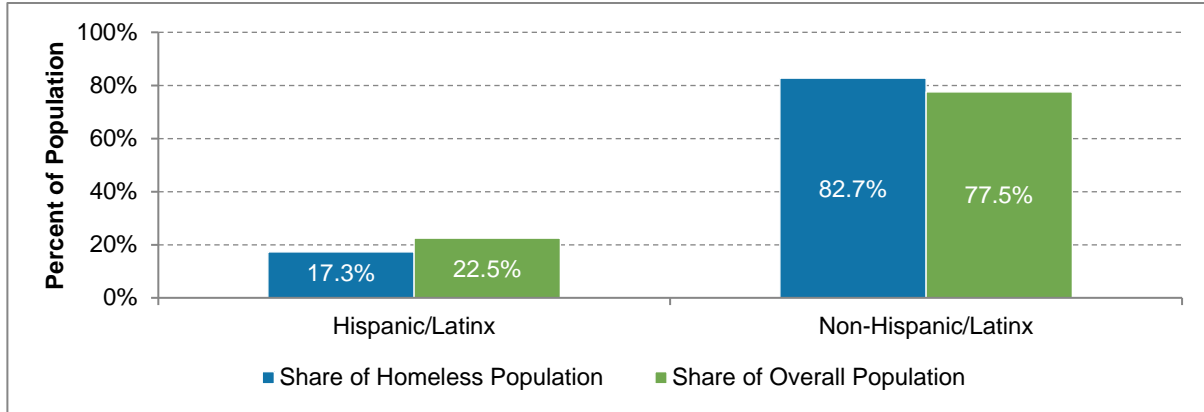
Universe: Population experiencing homelessness

This data is based on Point-in-Time (PIT) information provided to HUD by CoCs in the application for CoC Homeless Assistance Programs. The PIT Count provides a count of sheltered and unsheltered homeless persons on a single night during the last ten days in January. Each Bay Area county is its own CoC, and so the data for this table is provided at the county-level. Per HCD's requirements, jurisdictions will need to supplement this county-level data with local estimates of people experiencing homelessness. HUD does not disaggregate racial demographic data by Hispanic/Latinx ethnicity for people experiencing homelessness. Instead, HUD reports data on Hispanic/Latinx ethnicity for people experiencing homelessness in a separate table. Accordingly, the racial group data listed here includes both Hispanic/Latinx and non-Hispanic/Latinx individuals.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Department of Housing and Urban Development (HUD), Continuum of Care (CoC) Homeless Populations and Subpopulations Reports (2019); U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B01001(A-I))

In Alameda County, Latinx residents represent 17.3 percent of the population experiencing homelessness, while Latinx residents comprise 22.5 percent of the general population (see Figure A-28).

Figure A-28: Latinx Share of General and Homeless Populations, Alameda County



Notes:

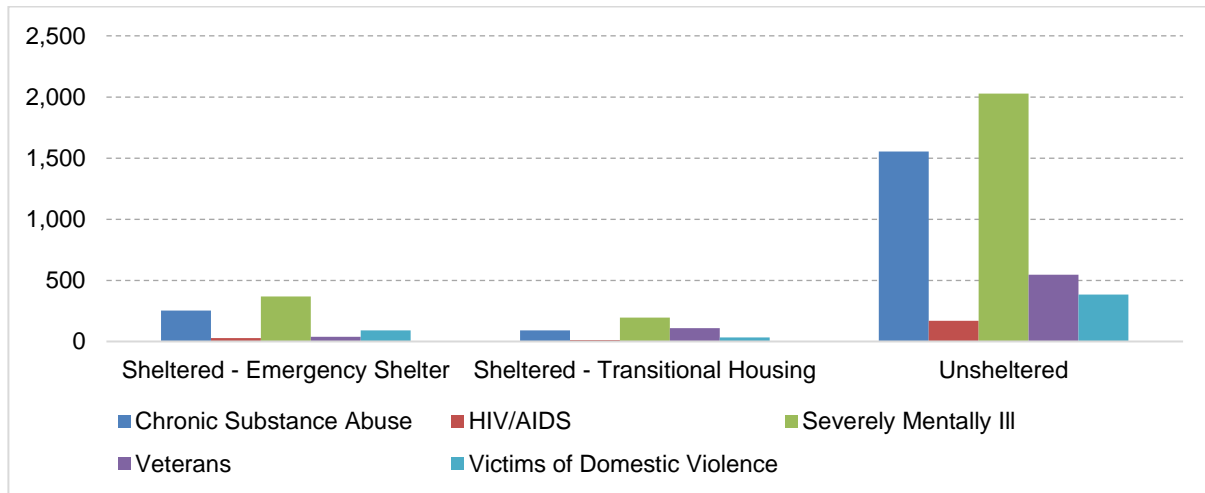
Universe: Population experiencing homelessness

This data is based on Point-in-Time (PIT) information provided to HUD by CoCs in the application for CoC Homeless Assistance Programs. The PIT Count provides a count of sheltered and unsheltered homeless persons on a single night during the last ten days in January. Each Bay Area county is its own CoC, and so the data for this table is provided at the county-level. Per HCD's requirements, jurisdictions will need to supplement this county-level data with local estimates of people experiencing homelessness. The data from HUD on Hispanic/Latinx ethnicity for individuals experiencing homelessness does not specify racial group identity. Accordingly, individuals in either ethnic group identity category (Hispanic/Latinx or non-Hispanic/Latinx) could be of any racial background.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Department of Housing and Urban Development (HUD), Continuum of Care (CoC) Homeless Populations and Subpopulations Reports (2019); U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B01001(A-I))

Many of those experiencing homelessness are dealing with severe issues – including mental illness, substance abuse and domestic violence – that are potentially life threatening and require additional assistance. In Alameda County, homeless individuals are commonly challenged by severe mental illness, with 2,590 reporting this condition. Of those, some 78.3 percent are unsheltered, further adding to the challenge of handling the issue.

Figure A-29: Characteristics for the Population Experiencing Homelessness, Alameda County



Notes:

Universe: Population experiencing homelessness

This data is based on Point-in-Time (PIT) information provided to HUD by CoCs in the application for CoC Homeless Assistance Programs. The PIT Count provides a count of sheltered and unsheltered homeless persons on a single night during the last ten days in January. Each Bay Area county is its own CoC, and so the data for this table is provided at the county-level. Per HCD's requirements, jurisdictions will need to supplement this county-level data with local estimates of people experiencing homelessness. These challenges/characteristics are counted separately and are not mutually exclusive, as an individual may report more than one challenge/characteristic. These counts should not be summed.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Department of Housing and Urban Development (HUD), Continuum of Care (CoC) Homeless Populations and Subpopulations Reports (2019))

In Pleasanton, there were no reported students experiencing homelessness in the 2019-2020 school year. By comparison, Alameda County has seen an 18.7 percent decrease in the population of students experiencing homelessness since the 2016-2017 school year, and the Bay Area population of students experiencing homelessness decreased by 8.5 percent. During the 2019-2020 school year, there were still some 13,718 students experiencing homelessness throughout the region, adding undue burdens on learning and thriving, with the potential for longer term negative effects.

Table A-13: Students in Local Public Schools Experiencing Homelessness

Academic Year	Pleasanton	Alameda County	Bay Area
2016-17	24	3,531	14,990
2017-18	14	3,309	15,142
2018-19	0	3,182	15,427
2019-20	0	2,870	13,718

Notes:

Universe: Total number of unduplicated primary and short-term enrollments within the academic year (July 1 to June 30), public schools

The California Department of Education considers students to be homeless if they are unsheltered, living in temporary shelters for people experiencing homelessness, living in hotels/motels, or temporarily doubled up and sharing the housing of other persons due to the loss of housing or economic hardship. The data used for this table was obtained at the school site level, matched to a file containing school locations, geocoded and assigned to jurisdiction, and finally summarized by geography.

Source: ABAG 2021 Pre-certified Housing Needs Data (California Department of Education, California Longitudinal Pupil Achievement Data System (CALPADS), Cumulative Enrollment Data (Academic Years 2016-2017, 2017-2018, 2018-2019, 2019-2020))

Emergency Shelters/Transitional Housing

At this time, there are currently no emergency shelters or shelters for domestic violence victims located in Pleasanton. The Governmental Constraints section in Appendix C describes how the City permits emergency shelters.

Resources for People Experiencing Homelessness

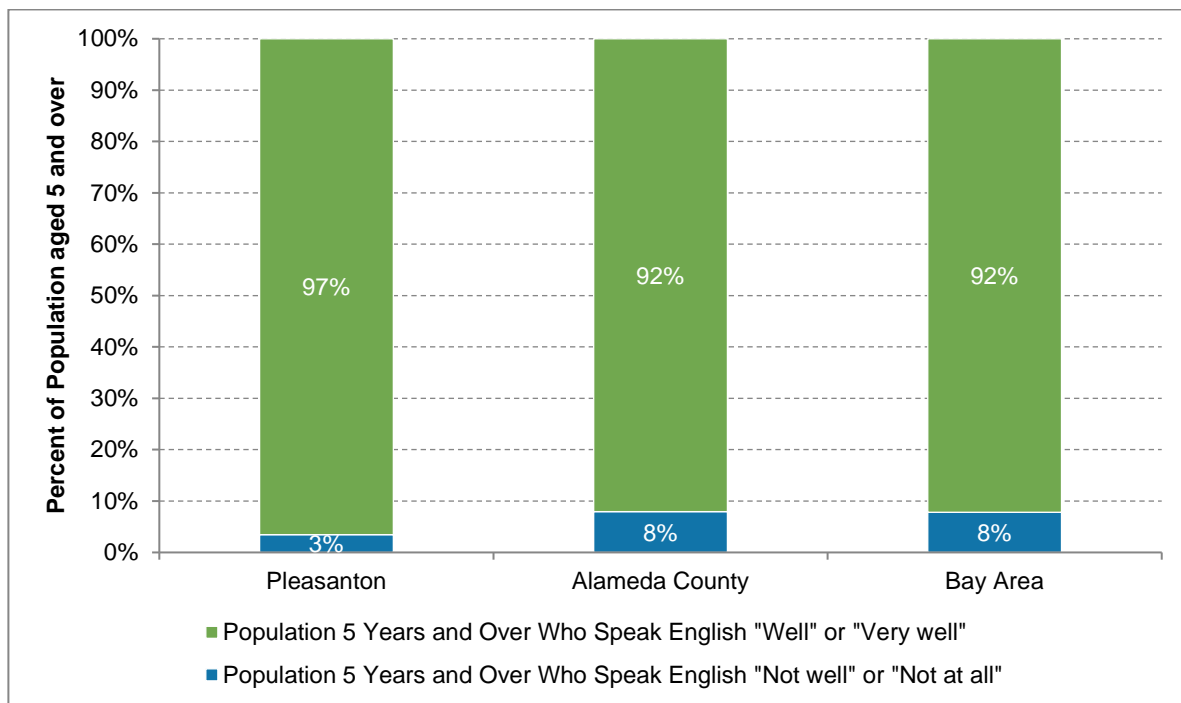
The Alameda County Continuum of Care (CoC), whose lead agency is EveryOne Home, is a collective impact initiative founded in 2007 to facilitate the implementation of Alameda County’s plan to end homelessness, known as the *EveryOne Home Plan*. Everyone Home, through their mission of “Leading the movement to end homelessness in Alameda County,” is designed to promote community-wide planning and the strategic use of resources to address homelessness. Everyone Home is not a direct service provider in Alameda County. The CoC seeks to improve access to and effect utilization of mainstream programs by people who are experiencing or are at-risk of becoming homeless. These services include emergency shelters, transitional and permanent housing, homeless prevention rental assistance, and general wraparound supportive services. People experiencing homelessness in the Tri-Valley will work with local nonprofit providers such as CityServe of the Tri-Valley, Open Heart Kitchen and Tri-Valley Haven. Additional providers include Eden I&R/2-1-1, Abode Services, and the Pleasanton Police Department. Additionally, the CoC seeks to improve and expand the collection of data across the county, develops performance measurements, and allows for each community to tailor its program to the particular strengths and challenges within that community.

Non-English Speakers

California has long been an immigration gateway to the United States, which means that many languages are spoken throughout the Bay Area. Since learning a new language is universally challenging, it is not uncommon for residents who have immigrated to the United States to have limited English proficiency. This limit can lead to additional disparities if there is a disruption in housing, such as an eviction, because residents might not be aware of their rights, or they might be wary to engage due to immigration status concerns.

In Pleasanton, 3.5 percent of residents five years and older identify as speaking English not well or not at all, which is below the proportion for Alameda County. Throughout the region the proportion of residents five years and older with limited English proficiency is eight percent. In Pleasanton, this includes a variety of non-English speakers such as speakers of Chinese (including Mandarin and Cantonese), Korean, Spanish, and others.¹³

Figure A-30: Population with Limited English Proficiency



Notes:

Universe: Population 5 years and over

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B16005)

¹³ U.S. Census, American Community Survey 5-Year Data (2015-2019), Table C16001.

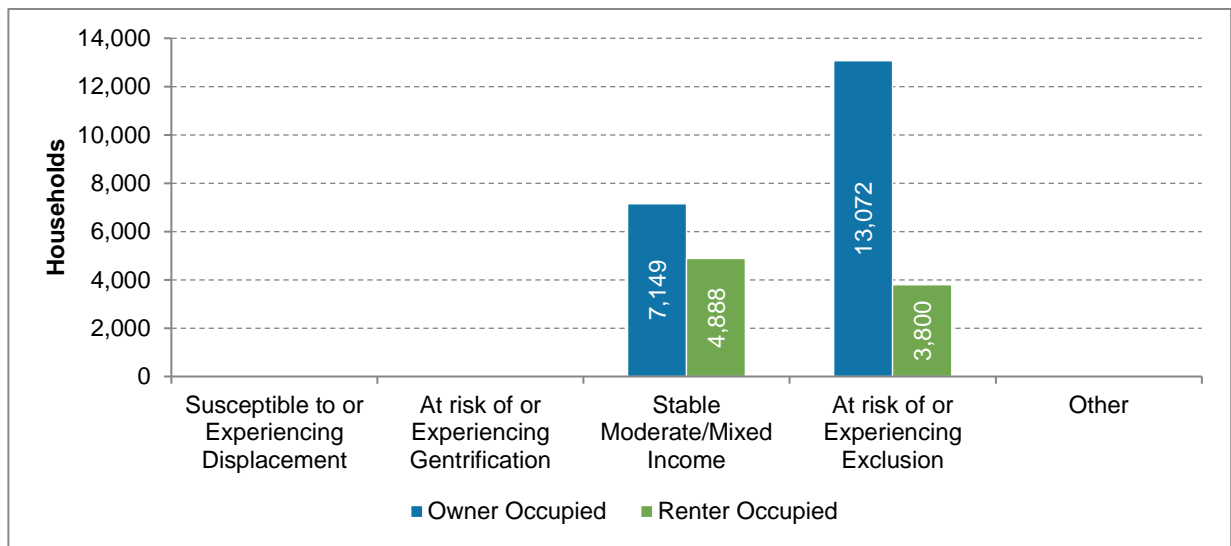
A.3.5 Displacement

Because of increasing housing prices, displacement is a major concern in the Bay Area. Displacement has the most severe impacts on low- and moderate-income residents. When individuals or families are forced to leave their homes and communities, they also lose their support network.

The University of California, Berkeley has mapped all neighborhoods in the Bay area, identifying their risk for gentrification. They find that in Pleasanton, no households live in neighborhoods that are susceptible to or experiencing displacement and no households live in neighborhoods at risk of or undergoing gentrification. Also see Appendix F (Affirmatively Furthering Fair Housing) for a more detailed analysis on displacement risk.

Equally important, some neighborhoods in the Bay Area do not have housing appropriate for a broad section of the workforce. UC Berkeley estimates that 58.4 percent of households in Pleasanton live in neighborhoods where low-income households are likely to be excluded due to prohibitive housing costs.

Figure A-31: Households by Displacement Risk and Tenure



Notes:

Universe: Households

Displacement data is available at the census tract level. Staff aggregated tracts up to jurisdiction level using census 2010 population weights, assigning a tract to jurisdiction in proportion to block level population weights. Total household count may differ slightly from counts in other tables sourced from jurisdiction level sources. Categories are combined as follows for simplicity: At risk of or Experiencing Exclusion: At Risk of Becoming Exclusive; Becoming Exclusive; Stable/Advanced Exclusive At risk of or Experiencing Gentrification: At Risk of Gentrification; Early/Ongoing Gentrification; Advanced Gentrification Stable Moderate/Mixed Income: Stable Moderate/Mixed Income Susceptible to or Experiencing Displacement: Low- Income/Susceptible to Displacement; Ongoing Displacement Other: High Student Population; Unavailable or Unreliable Data.

Source: ABAG 2021 Pre-certified Housing Needs Data (Urban Displacement Project for classification, American Community Survey 5-Year Data (2015-2019), Table B25003 for tenure)

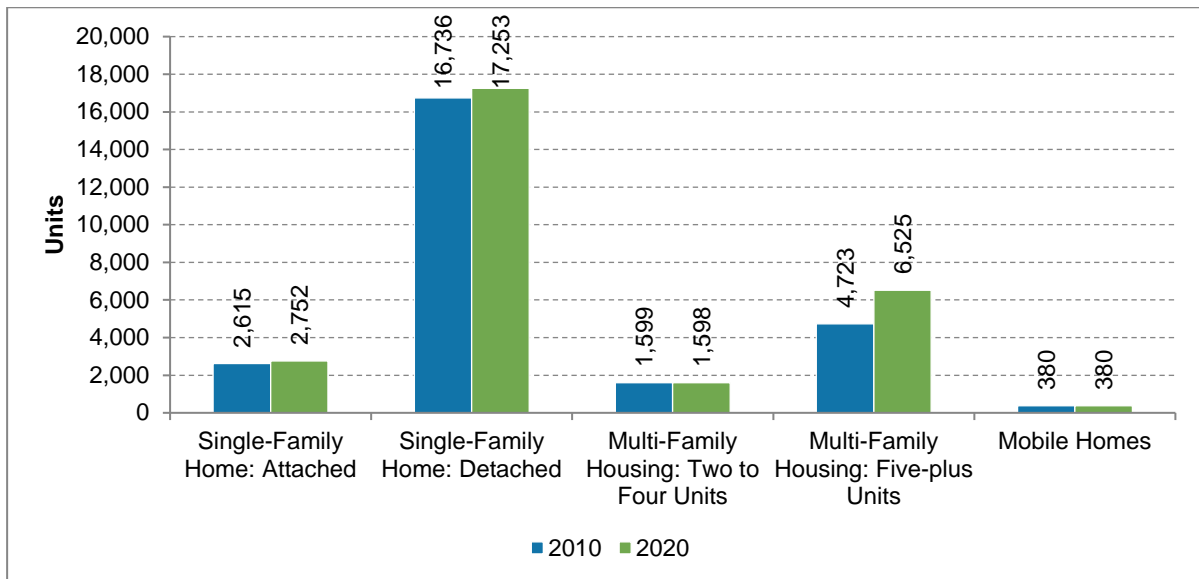
Section A.4 Housing Stock Characteristics

A.4.1 Housing Type and Vacancy

In recent years, most housing produced in the region and across the state consisted of single-family homes and larger multi-unit buildings. However, some households are increasingly interested in “missing middle housing” – including duplexes, triplexes, townhomes, cottage clusters and accessory dwelling units (ADUs). These housing types may provide more options across incomes and tenure, from young households seeking homeownership options to seniors looking to downsize and age-in-place.

The housing stock of Pleasanton in 2020 was made up of 60.5 percent single-family detached homes, 9.7 percent single-family attached homes, 5.6 percent multi-family homes with 2 to 4 units, 22.9 percent multi-family homes with 5 or more units, and 1.3 percent mobile homes. The proportion of single-family detached homes in Pleasanton generally exceeds other jurisdictions in the region. In Pleasanton, the housing type that experienced the most growth between 2010 and 2020 was Multi-family Housing: Five-plus Units (see Figure A-32).

Figure A-32: Housing Type Trends



Notes:

Universe: Housing units

Source: ABAG 2021 Pre-certified Housing Needs Data (California Department of Finance, E-5 series)

Vacant units make up 4.2 percent of the overall housing stock in Pleasanton. According to the 2020 Census, vacant housing units were 3.7 percent of the overall housing stock. The rental vacancy stands at 4.0 percent, while the ownership vacancy rate is 0.2 percent¹⁴. Of the vacant units, the most common type of vacancy is Other Vacant (see Figure A-33)¹⁵.

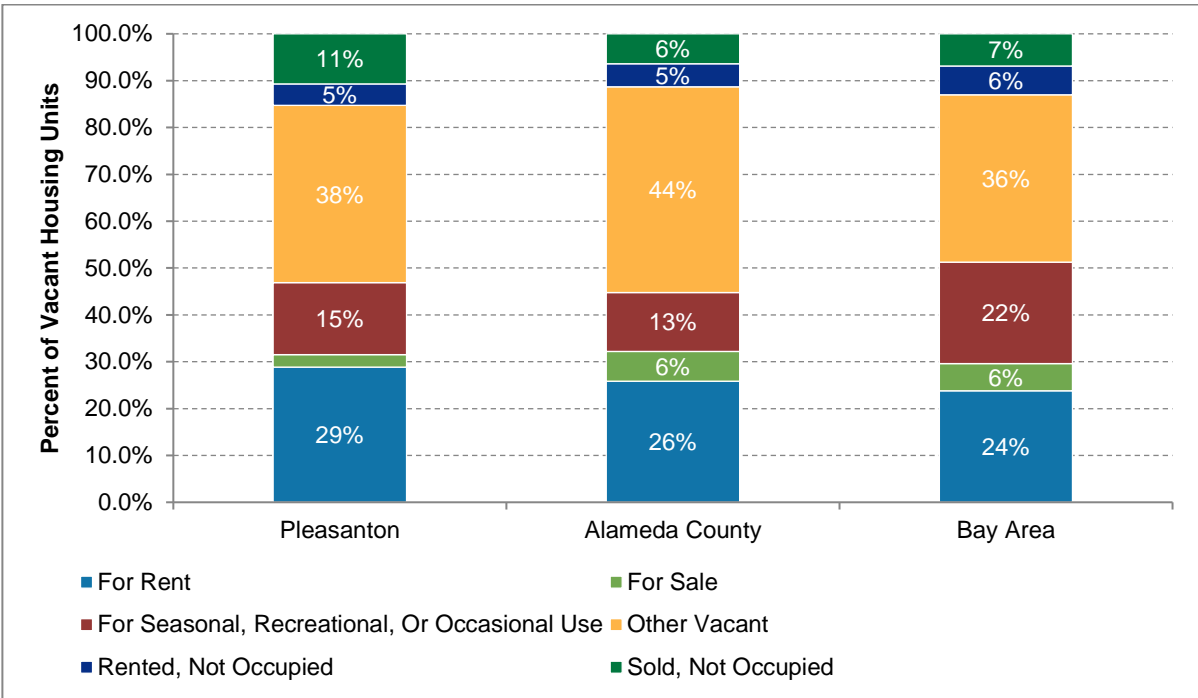
Throughout the Bay Area, vacancies make up 2.6 percent of the total housing units, with homes listed for rent; units used for recreational or occasional use, and units not otherwise classified (other vacant) making up the majority of vacancies. The Census Bureau classifies a unit as vacant if no one is occupying it when census interviewers are conducting the American Community Survey or Decennial Census. Vacant units classified as “for recreational or occasional use” are those that are held for short-term periods of use throughout the year. Accordingly, vacation rentals and short-term rentals like AirBnB are likely to fall in this category¹⁶. The Census Bureau classifies units as “other vacant” if they are vacant due to foreclosure, personal/family reasons, legal proceedings, repairs/renovations, abandonment, preparation for being rented or sold, or vacant for an extended absence for reasons such as a work assignment, military duty, or incarceration. In a region with a thriving economy and housing market like the Bay Area, units being renovated/repared and prepared for rental or sale are likely to represent a large portion of the “other vacant” category. Additionally, the need for seismic retrofitting in older housing stock could also influence the proportion of “other vacant” units in some jurisdictions. The largest share of vacancies in Pleasanton is due to “other vacant” reasons, similar to that of Alameda County and the Bay area.

¹⁴ U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table DP04.

¹⁵ The vacancy rates by tenure is for a smaller universe than the total vacancy rate first reported, which in principle includes the full stock (4.2 percent). The vacancy by tenure counts are rates relative to the rental stock (occupied and vacant) and ownership stock (occupied and vacant) - but exclude a significant number of vacancy categories, including the numerically significant “other vacant”.

¹⁶ The City does not permit short-term rentals of less than 30 days in residential districts.

Figure A-33: Vacant Units by Type



Notes:

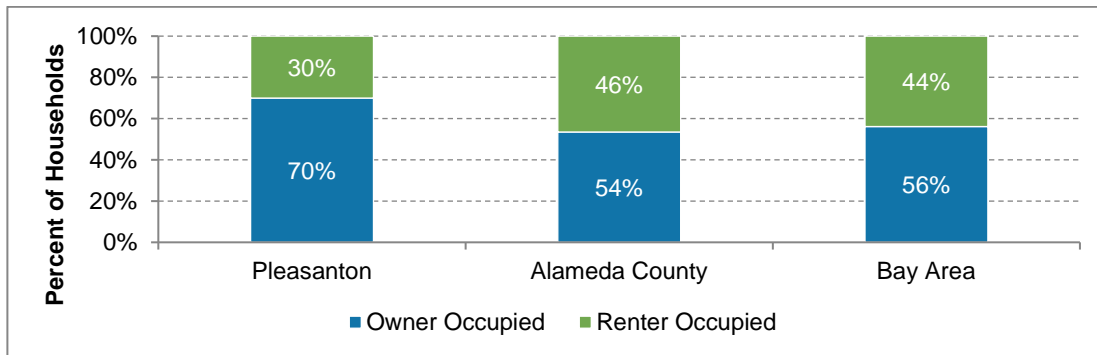
Universe: Vacant housing units

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25004)

A.4.2 Housing Tenure

The number of residents who own their homes compared to those who rent their homes can help identify the level of housing insecurity – ability for individuals to stay in their homes – in a city and region. Generally, renters may be displaced more quickly if prices increase. In Pleasanton there are a total of 29,011 housing units, and fewer residents rent than own their homes (30.1 percent versus 69.9 percent) (see Figure A-34). By comparison, 46.5 percent of households in Alameda County are renters, while 44 percent of Bay Area households rent their homes.

Figure A-34: Housing Tenure



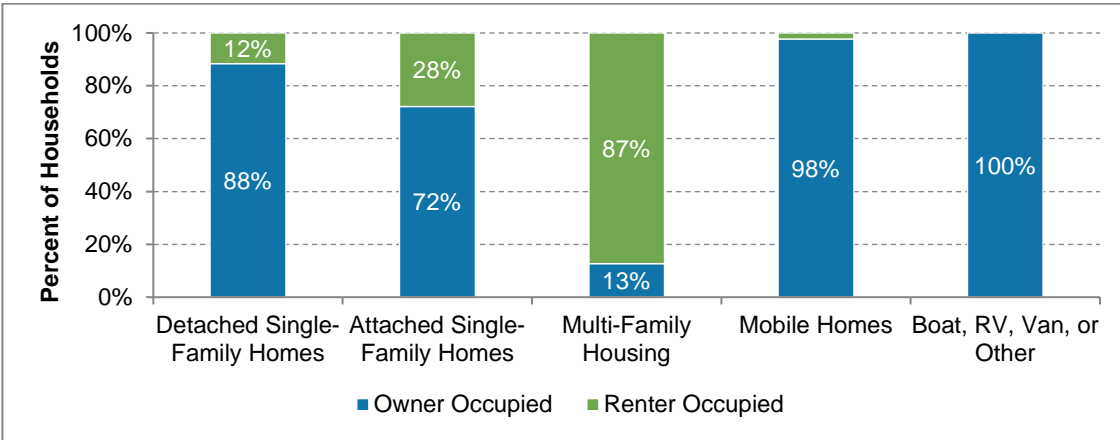
Notes:

Universe: Occupied housing units

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25003)

In many cities, homeownership rates for households in single-family homes are substantially higher than the rates for households in multi-family housing. In Pleasanton, 88.4 percent of households in detached single-family homes are homeowners, while 12.7 percent of households in multi-family housing are homeowners (see Figure A-35). Therefore, most multi-family units in Pleasanton are rented.

Figure A-35: Housing Tenure by Housing Type



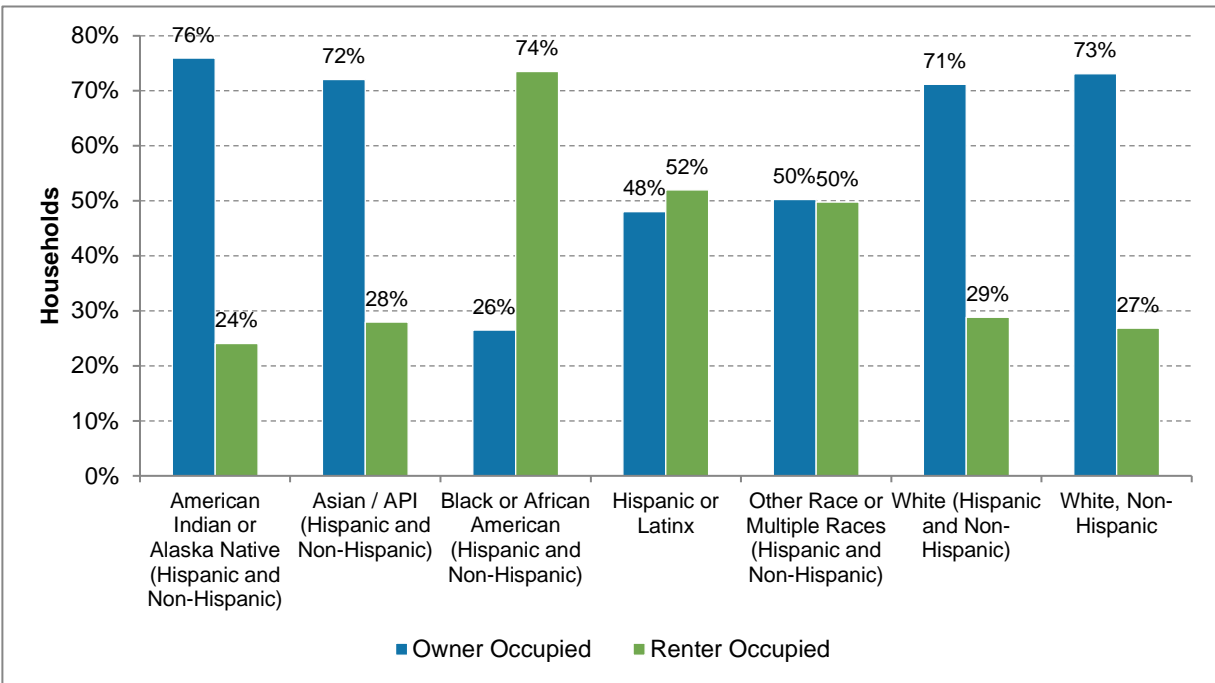
Notes:

Universe: Occupied housing units

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25032)

Homeownership rates often vary considerably across race/ethnicity in the Bay Area and throughout the country. These disparities not only reflect differences in income and wealth but also stem from federal, state, and local policies that limited access to homeownership for communities of color while facilitating homebuying for White residents. While many of these policies, such as redlining, have been formally disbanded, the impacts of race-based policy are still evident across Bay Area communities. In Pleasanton, 26.5 percent of Black households owned their homes, while homeownership rates were 72.1 percent for Asian households, 48.0 percent for Latinx households, and 71.2 percent for White households. Notably, recent changes to state law require local jurisdictions to examine these dynamics and other fair housing issues when updating their Housing Elements. Please see Appendix F (Affirmatively Furthering Fair Housing) for an analysis of fair housing issues.

Figure A-36: Housing Tenure by Race of Householder



Notes:

Universe: Occupied housing units

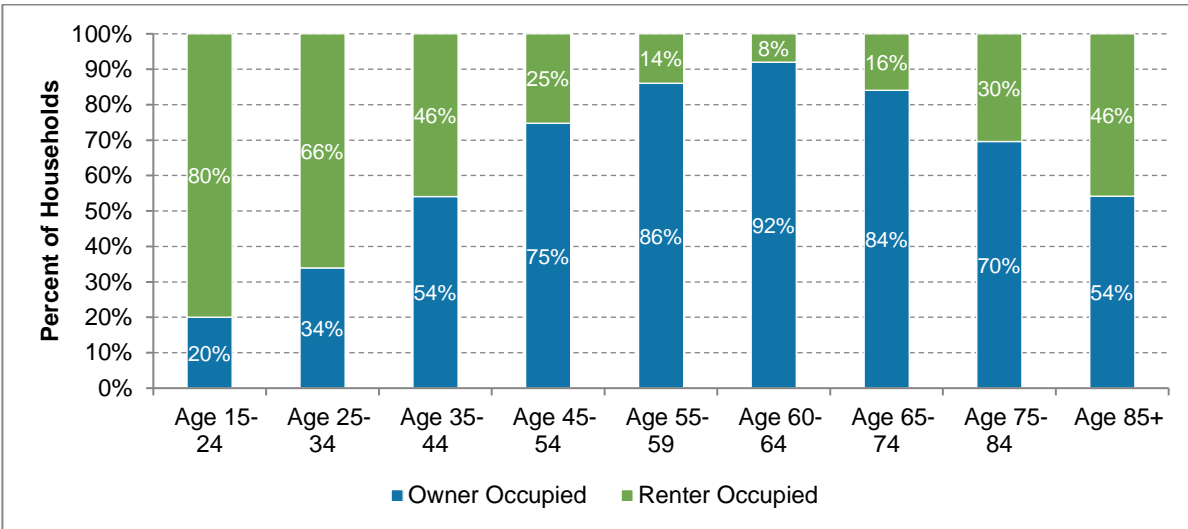
For this table, the Census Bureau does not disaggregate racial groups by Hispanic/Latinx ethnicity. However, data for the White racial group is also reported for White householders who are not Hispanic/Latinx. Since residents who identify as White and Hispanic/Latinx may have very different experiences within the housing market and the economy from those who identify as White and non-Hispanic/Latinx, data for multiple White sub-groups are reported here. The racial/ethnic groups reported in this table are not all mutually exclusive. Therefore, the data should not be summed as the sum exceeds the total number of occupied housing units for this jurisdiction. However, all groups labelled "Hispanic and Non-Hispanic" are mutually exclusive, and the sum of the data for these groups is equivalent to the total number of occupied housing units.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25003(A-I))

The age of residents who rent or own their home can also signal the housing challenges a community is experiencing. Younger households tend to rent and may struggle to buy a first home in the Bay Area due to high housing costs. At the same time, senior homeowners seeking to downsize may have limited options in an expensive housing market.

In Pleasanton, 52.3 percent of householders between the ages of 25 and 44 are renters, while 24.6 percent of householders over 65 years of age are renters (see Figure A-37).

Figure A-37: Housing Tenure by Age



Notes:

Universe: Occupied housing units

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25007)

A.4.3 Housing Units Permitted

Between 2015 and 2019, 1,941 housing units were issued permits in Pleasanton. Of these housing units permitted, 80.2 percent were for above moderate-income housing, 2.0 percent were for moderate-income housing, and 17.8 percent were for low- or very low-income housing (see Table A-14). Because a large share of its 6th Cycle RHNA is allocated for lower-income housing, the City’s housing plan (Section 4) contains additional programs and policies to increase the representation of very low, low, and moderate-income units permitted.

Table A-14: Housing Permitting

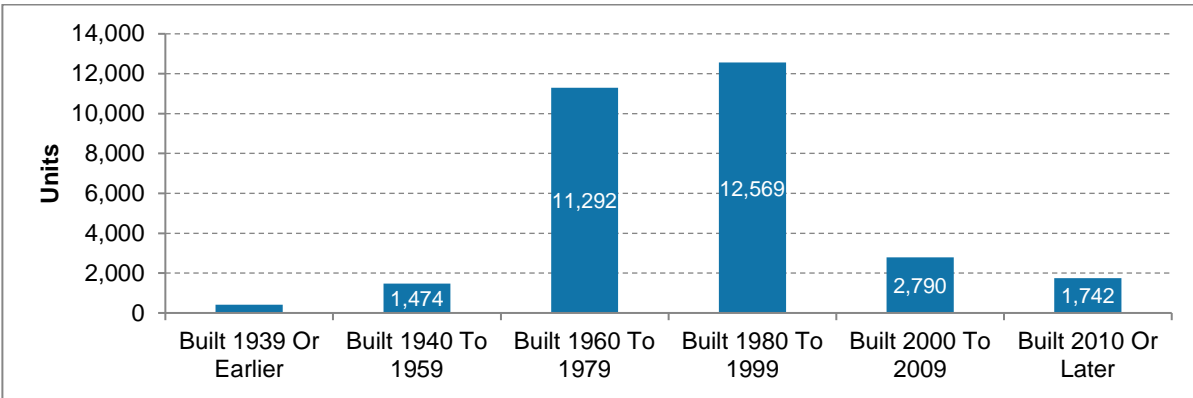
Income Group	Number of Units
Above Moderate Income Permits	1,557
Very Low Income Permits	268
Low Income Permits	78
Moderate Income Permits	38
Total	1,941
Notes: Universe: Housing permits issued between 2015 and 2019 HCD uses the following definitions for the four income categories: Very Low Income: units affordable to households making less than 50% of the Area Median Income for the county in which the jurisdiction is located. Low Income: units affordable to households making between 50% and 80% of the Area Median Income for the county in which the jurisdiction is located. Moderate Income: units affordable to households making between 80% and 120% of the Area Median Income for the county in which the jurisdiction is located. Above Moderate Income: units affordable to households making above 120% of the Area Median Income for the county in which the jurisdiction is located.	
<i>Sources: ABAG 2021 Pre-certified Housing Needs Data (California Department of Housing and Community Development (HCD), 5th Cycle Annual Progress Report Permit Summary (2020))</i>	

A.4.4 Housing Age and Condition

The age of housing stock is a key indicator of the community’s overall housing condition. As homes get older, there is a greater need for maintenance, repair, and/or replacement of key infrastructure systems. If not properly addressed, an aging housing stock can represent poorer living standards, incur more expensive repair costs and, under certain conditions, lower overall property values.

Production has not kept up with housing demand for several decades in the Bay Area, as the total number of units built and available has not yet come close to meeting the population and job growth experienced throughout the region. In Pleasanton, the largest proportion of the housing stock was built between 1980 to 1999, with 12,569 units constructed during this period (see Figure A-38), which is approximately 41.5 percent of housing units. The housing stock in Alameda County is older than that of Pleasanton, with the largest proportion of units built 1960 to 1979. Of the Alameda County housing stock, 39.2 percent was built before 1960; only 6.2 percent of Pleasanton’s housing stock was built before 1960. Since 2010, 5.8 percent of Pleasanton’s current housing stock was built, which is 1,742 units. Only 3.2 percent of Alameda County housing units were built in 2010 or later.

Figure A-38: Housing Units by Year Structure Built



Notes:

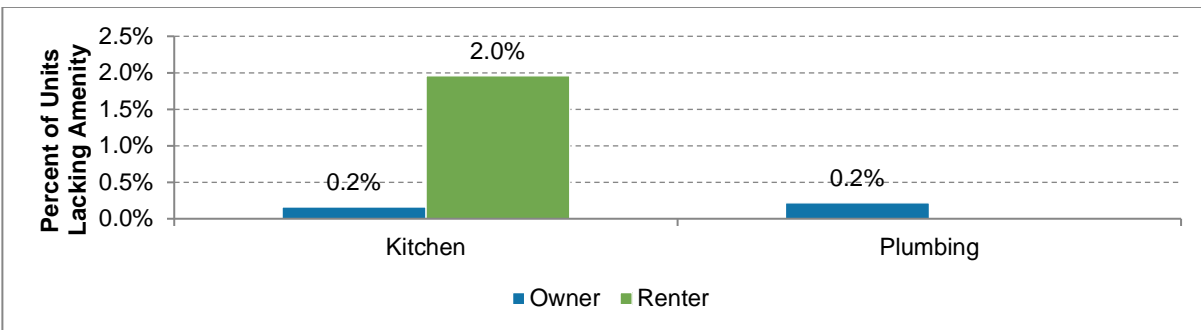
Universe: Housing units

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25034)

Substandard Housing

Housing costs in the region are among the highest in the country, which could result in households, particularly renters, needing to live in substandard conditions in order to afford housing. Generally, there is limited data on the extent of substandard housing issues in a community. However, the Census Bureau data included in the graph below gives a sense of some of the substandard conditions that may be present in Pleasanton. For example, 2.0 percent of renters in Pleasanton reported lacking a kitchen and no renters lack plumbing, compared to 0.2 percent of owners who lack a kitchen and 0.2 percent of owners who lack plumbing.

Figure A-39: Substandard Housing Issues



Notes: Per HCD guidance, this data should be supplemented by local estimates of units needing to be rehabilitated or replaced based on recent windshield surveys, local building department data, knowledgeable builders/developers in the community, or nonprofit housing developers or organizations.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25053, Table B25043, Table B25049)

The City provided additional information on residential code enforcement cases in Pleasanton. Since 2016, there were 27 cases regarding substandard conditions at single-family and multi-family residences.

**Table A-15: Residential Substandard Conditions
Code Enforcement Cases by Year**

Year	Cases
2016	3
2017	5
2018	6
2019	8
2020	4
2021 (Jan-Apr)	1
<i>Sources: City of Pleasanton, Code Enforcement</i>	

Based on discussions with City Code Enforcement, the City’s Building and Safety Division estimates that, citywide, no more than 100 units require major rehabilitation and no more than 10 units require replacement. The City’s Building and Safety Division provides field inspections of all structures to ensure safe, healthy, accessible, and sustainable buildings that comply with local and state laws; enforces the City’s Municipal Code, current building codes, state mandated energy conservation, disabled access, and housing laws; and serves as a resource for homeowners, businesses, contractors, and designers¹⁷. The City will implement programs to address substandard housing conditions, including continued building and housing code enforcement programs and seeking funding for rehabilitation and maintenance assistance for lower-income housing (Programs 3.4 and 3.5).

¹⁷ <http://www.cityofpleasantonca.gov/gov/depts/cd/building/default.asp>

Section A.5 Housing Costs and Affordability

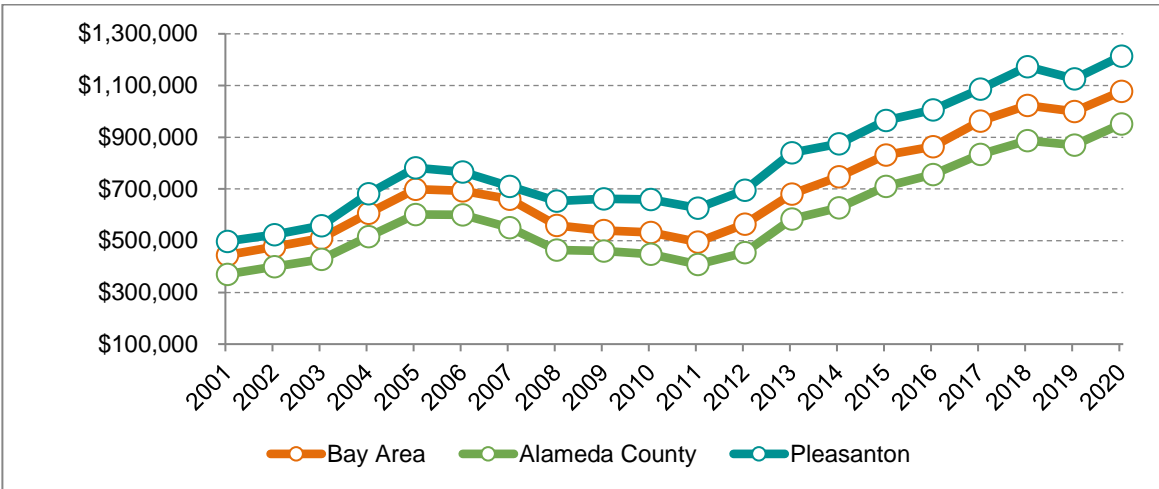
A.5.1 Ownership Costs

Home prices reflect a complex mix of supply and demand factors, including an area's demographic profile, labor market, prevailing wages and job outlook, coupled with land and construction costs. In the Bay Area, the costs of housing have long been among the highest in the nation. It is more expensive to own a home in Pleasanton than it is in Alameda County and the Bay Area. The typical home value in Pleasanton was estimated at \$1,213,900 by December of 2020, per data from Zillow. By comparison, the typical home value was \$951,380 in Alameda County and \$1,077,230 the Bay Area (see Figure A-40)¹⁸.

The region's home values have increased steadily since 2000, besides a decrease during the Great Recession. The rise in home prices has been especially steep since 2012, with the median home value in the Bay Area nearly doubling during this time. Since 2001, the typical home value has increased 143.8 percent in Pleasanton from \$497,900 to \$1,213,900.

¹⁸ According to the Zillow Home Value Index (ZHVI), in July 2021, typical home values increased to \$1,486,151 in Pleasanton and \$1,121,267 in Alameda County, a 22.4 and 17.9 percent increase, respectively, since December 2020.

Figure A-40: Zillow Home Value Index (ZHVI)



Notes:

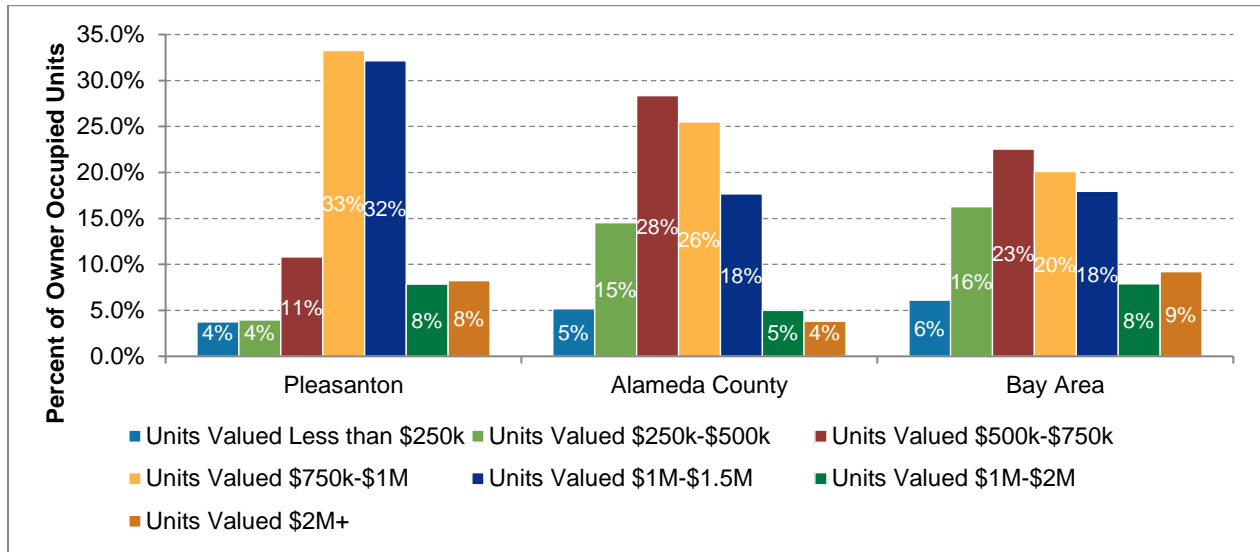
Universe: Owner-occupied housing units

Zillow describes the ZHVI as a smoothed, seasonally adjusted measure of the typical home value and market changes across a given region and housing type. The ZHVI reflects the typical value for homes in the 35th to 65th percentile range. The ZHVI reflects the typical value for homes in the 35th to 65th percentile range. The ZHVI includes all owner-occupied housing units, including both single-family homes and condominiums. More information on the ZHVI is available from Zillow. The regional estimate is a household-weighted average of county-level ZHVI files, where household counts are yearly estimates from DOF's E-5 series. For unincorporated areas, the value is a population weighted average of unincorporated communities in the county matched to census-designated population counts.

Source: ABAG 2021 Pre-certified Housing Needs Data (Zillow, Zillow Home Value Index (ZHVI))

Based on U.S. Census data, which often lags market valuations, the largest proportion of homes in Pleasanton were valued between \$750,000 and \$1 million (see Figure A-41).

Figure A-41: Home Values of Owner-Occupied Units



Notes:

Universe: Owner-occupied units

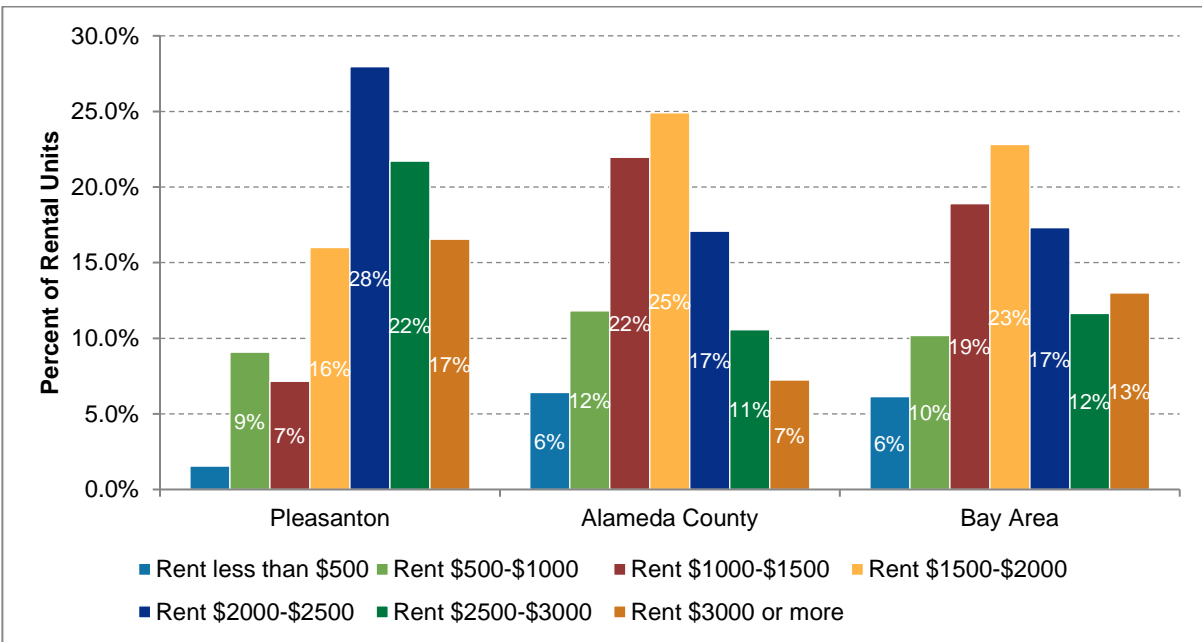
Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25075)

A.5.2 Rental Costs

Similar to home values, rents have also increased dramatically across the Bay Area in recent years. Many renters have been priced out, evicted or displaced, particularly communities of color. Residents finding themselves in one of these situations may have had to choose between commuting long distances to their jobs and schools or moving out of the region, and sometimes, out of the state.

It is more expensive to rent a home in Pleasanton than it is in Alameda County and the Bay Area. Based on U.S. Census data, which often lags market valuations, the largest proportion of rental units in Pleasanton rented in the \$2,000-\$2,500 per month category, totaling 28.0 percent, followed by 21.7 percent of units renting in the \$2,500-\$3,000 per month category (see Figure A-42). Looking beyond the city, the largest share of units is in the \$1,500-\$2,000 per month category.

Figure A-42: Contract Rents for Renter-Occupied Units



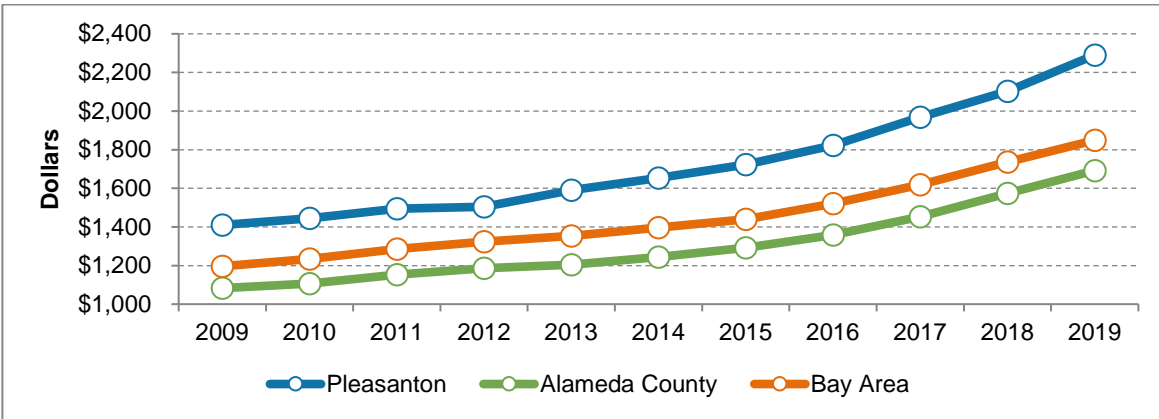
Notes:

Universe: Renter-occupied housing units paying cash rent

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25056)

Since 2009, according to U.S. Census data, the median rent has increased by 62.4 percent in Pleasanton, from \$1,650 to \$2,290 per month (see Figure A-43). Since U.S. Census data often lags market rates, Zillow rental data was obtained to provide more current market rates. Based on zip codes that include Pleasanton, Zillow data shows typical observed rent price at approximately \$3,200 per month in December 2020. In Alameda County, the median rent has increased 56.2 percent, from \$1,240 to \$1,690. The median rent in the region has increased significantly during this time from \$1,200 to \$1,850, just over a 54.0 percent increase. Pleasanton’s rent increase outpaced both the county and the Bay Area.

Figure A-43: Median Contract Rent



Notes:

Universe: Renter-occupied housing units paying cash rent

For unincorporated areas, median is calculated using distribution in B25056.

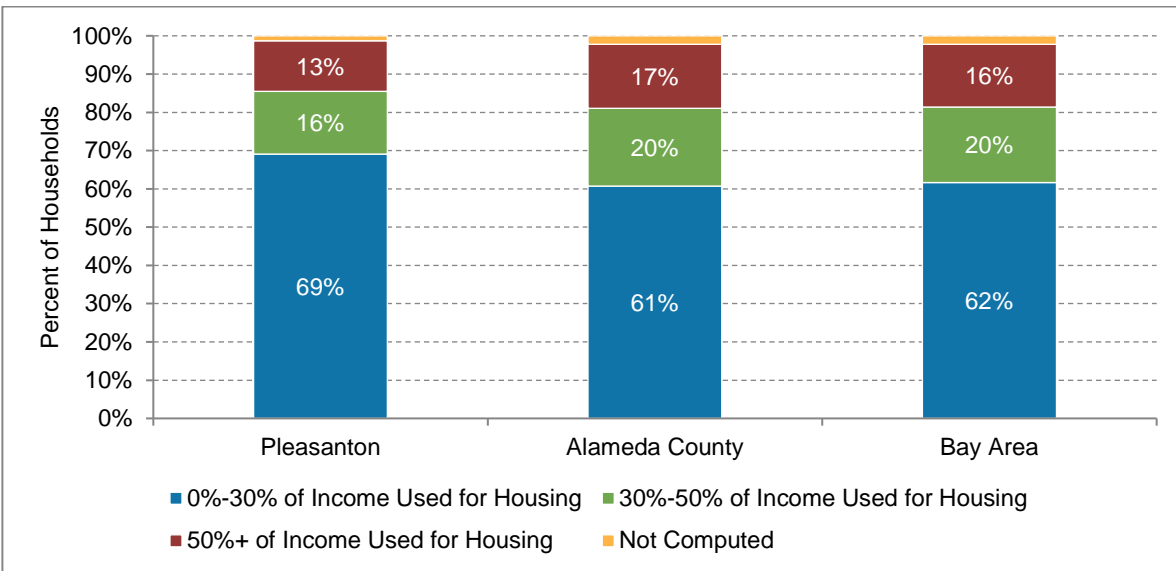
Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data releases, starting with 2005-2009 through 2015-2019, B25058, B25056 (for unincorporated areas). County and regional counts are weighted averages of jurisdiction median using B25003 rental unit counts from the relevant year)

A.5.3 Overpayment

A standard measure of housing affordability can be determined by comparing the cost of market rate housing to the price residents can afford to pay for housing based on their income levels. A household is considered “cost-burdened” if it spends more than 30 percent of its monthly income on housing costs, while those who spend more than 50 percent of their income on housing costs are considered “severely cost-burdened.” Low-income residents are the most impacted by high housing costs and experience the highest rates of cost burden. When a household is overpaying for housing costs, the household has less disposable income for other necessities, including health care, food, and clothing. Spending such large portions of their income on housing puts low-income households at higher risk of displacement, eviction, or homelessness. In the event of unexpected circumstances, such as loss of employment and health problems, lower-income households with a burdensome housing cost are more likely to become homeless or be forced to double-up with other households.

Pleasanton has a lower proportion of cost-burdened households compared to the county and the Bay Area. Of Pleasanton’s households, approximately 17 percent are cost burdened, and 13 percent are severely cost burdened. In the county, the proportions increase to 20 percent and 17 percent, respectively.

Figure A-44: Cost Burden Severity



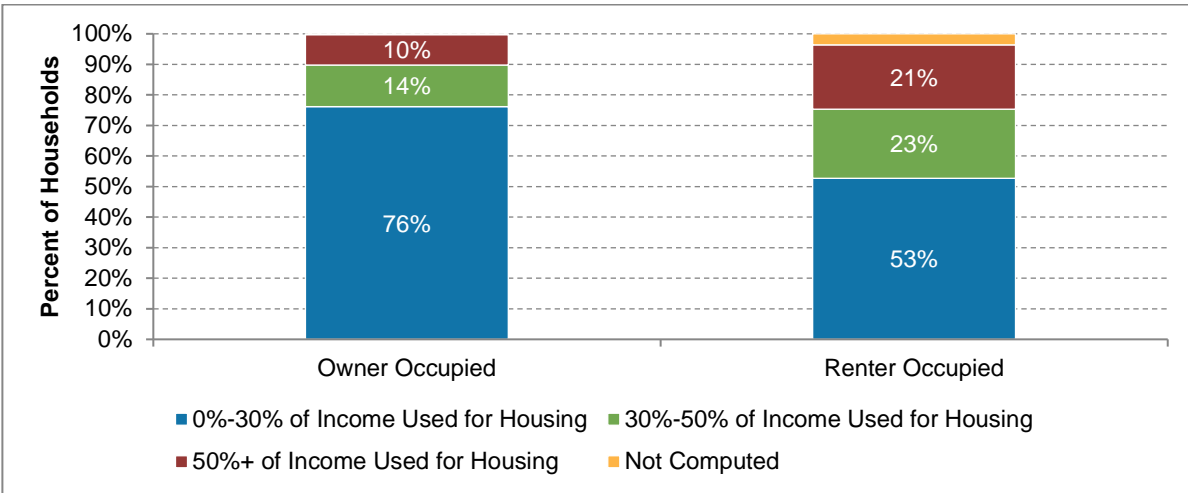
Notes:

Cost burden is the ratio of housing costs to household income. For renters, housing cost is gross rent (contract rent plus utilities). For owners, housing cost is "select monthly owner costs", which includes mortgage payment, utilities, association fees, insurance, and real estate taxes. HUD defines cost-burdened households as those whose monthly housing costs exceed 30% of monthly income, while severely cost-burdened households are those whose monthly housing costs exceed 50% of monthly income.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25070, B25091)

Renters are often more cost-burdened than owners. While the housing market has resulted in home prices increasing dramatically, homeowners often have mortgages with fixed rates, whereas renters are more likely to be impacted by market increases. When looking at the cost burden across tenure in Pleasanton, 22.6 percent of renters spend 30 to 50 percent of their income on housing compared to 13.7 percent of those that own (see Figure A-45). Additionally, 21.0 percent of renters spend 50 percent or more of their income on housing, while 9.9 percent of owners are severely cost burdened. In total, almost 24 percent of homeowners are cost burdened (4,787 households), while almost 44 percent of renters are cost burdened (3,804 households).

Figure A-45: Cost Burden by Tenure



Notes:

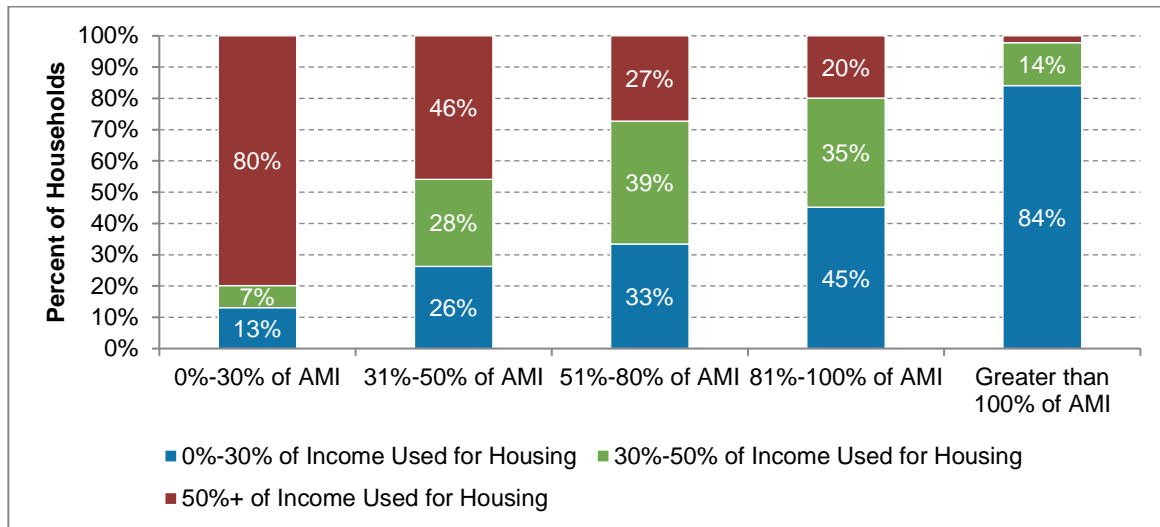
Universe: Occupied housing units

Cost burden is the ratio of housing costs to household income. For renters, housing cost is gross rent (contract rent plus utilities). For owners, housing cost is “select monthly owner costs”, which includes mortgage payment, utilities, association fees, insurance, and real estate taxes. HUD defines cost-burdened households as those whose monthly housing costs exceed 30% of monthly income, while severely cost-burdened households are those whose monthly housing costs exceed 50% of monthly income.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25070, B25091)

In Pleasanton, 13.0 percent of households spend 50 percent or more of their income on housing, while 16.9 percent spend 30 to 50 percent. However, these rates vary greatly across income categories (see Figure A-46). As expected, lower-income households are more likely to be housing cost-burdened than higher-income households. For example, 79.8 percent of Pleasanton households making less than 30 percent of AMI spend most of their income on housing. In total, 4,034 lower-income households are cost burdened. Over half of moderate-income households are cost burdened. For Pleasanton residents making more than 100 percent of AMI, just 2.2 percent are severely cost-burdened, and 84.1 percent of those making more than 100 percent of AMI spend less than 30 percent of their income on housing.

Figure A-46: Cost Burden by Income Level



Notes:

Universe: Occupied housing units

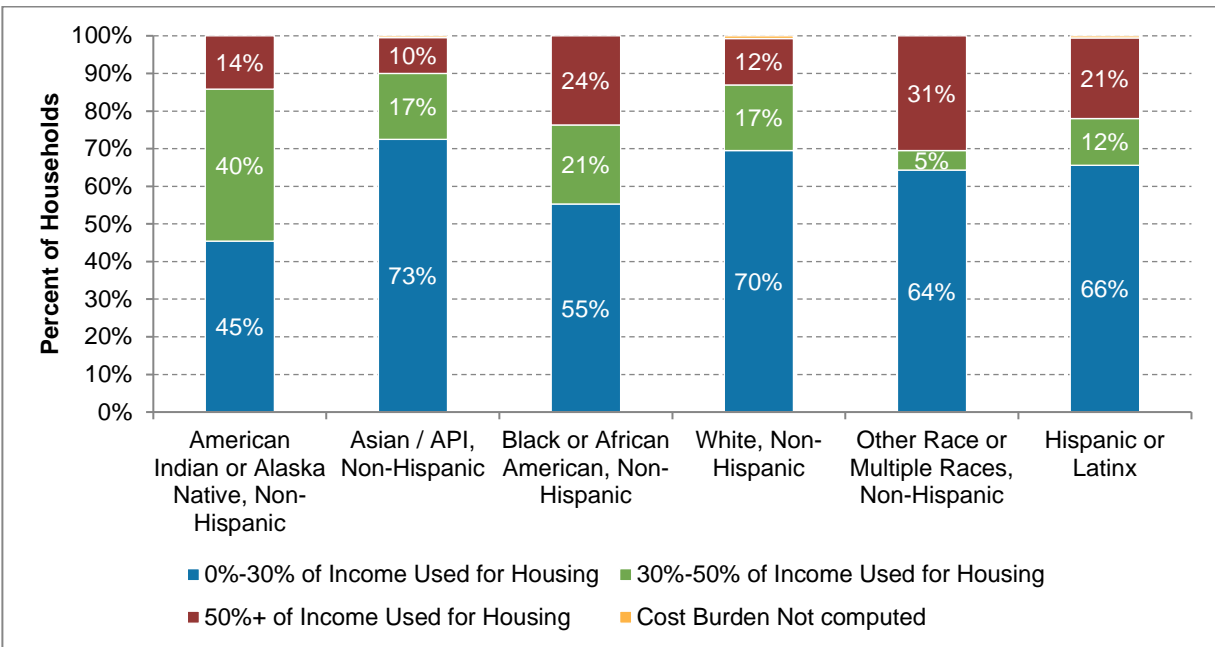
Cost burden is the ratio of housing costs to household income. For renters, housing cost is gross rent (contract rent plus utilities). For owners, housing cost is “select monthly owner costs”, which includes mortgage payment, utilities, association fees, insurance, and real estate taxes. HUD defines cost-burdened households as those whose monthly housing costs exceed 30% of monthly income, while severely cost-burdened households are those whose monthly housing costs exceed 50% of monthly income. Income groups are based on HUD calculations for Area Median Income (AMI). HUD calculates the AMI for different metropolitan areas, and the nine county Bay Area includes the following metropolitan areas: Napa Metro Area (Napa County), Oakland-Fremont Metro Area (Alameda and Contra Costa Counties), San Francisco Metro Area (Marin, San Francisco, and San Mateo Counties), San Jose-Sunnyvale-Santa Clara Metro Area (Santa Clara County), Santa Rosa Metro Area (Sonoma County), and Vallejo-Fairfield Metro Area (Solano County). The AMI levels in this chart are based on the HUD metro area where this jurisdiction is located.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Department of Housing and Urban Development (HUD), Comprehensive Housing Affordability Strategy (CHAS) ACS tabulation, 2013-2017 release)

Currently, people of color are more likely to experience poverty and financial instability as a result of federal and local housing policies that have historically excluded them from the same opportunities extended to White residents. As a result, they often pay a greater percentage of their income on housing, and in turn, are at a greater risk of housing insecurity.

American Indian or Alaska Native, Non-Hispanic residents are the most cost burdened with 40.4 percent spending 30 to 50 percent of their income on housing, and Other Race or Multiple Races, Non-Hispanic residents are the most severely cost burdened with 30.5 percent spending more than 50 percent of their income on housing (see Figure A-47).

Figure A-47: Cost Burden by Race



Notes:

Universe: Occupied housing units

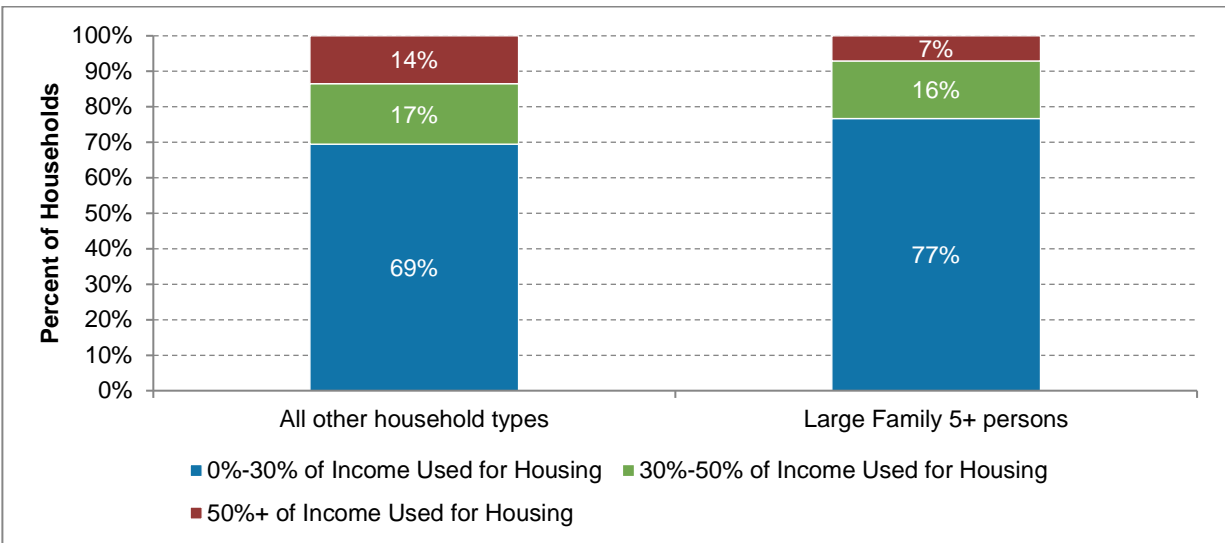
Cost burden is the ratio of housing costs to household income. For renters, housing cost is gross rent (contract rent plus utilities). For owners, housing cost is “select monthly owner costs”, which includes mortgage payment, utilities, association fees, insurance, and real estate taxes. HUD defines cost-burdened households as those whose monthly housing costs exceed 30% of monthly income, while severely cost-burdened households are those whose monthly housing costs exceed 50% of monthly income. For the purposes of this graph, the “Hispanic or Latinx” racial/ethnic group represents those who identify as having Hispanic/Latinx ethnicity and may also be members of any racial group. All other racial categories on this graph represent those who identify with that racial category and do not identify with Hispanic/Latinx ethnicity.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Department of Housing and Urban Development (HUD), Comprehensive Housing Affordability Strategy (CHAS) ACS tabulation, 2013-2017 release)

Large family households often have special housing needs due to a lack of adequately sized affordable housing available. The higher costs required for homes with multiple bedrooms can result in larger families experiencing a disproportionate cost burden than the rest of the population and can increase the risk of housing insecurity.

Larger families in Pleasanton are not significantly more likely to be cost burdened than all other household types. In Pleasanton, 16.2 percent of large family households experience a cost burden of 30 to 50 percent, while 7.1 percent of households spend more than half of their income on housing. Approximately 17.0 percent of all other households have a cost burden of 30 to 50 percent, with 13.5 percent of households spending more than 50 percent of their income on housing (see Figure A-48).

Figure A-48: Cost Burden by Household Size



Notes:

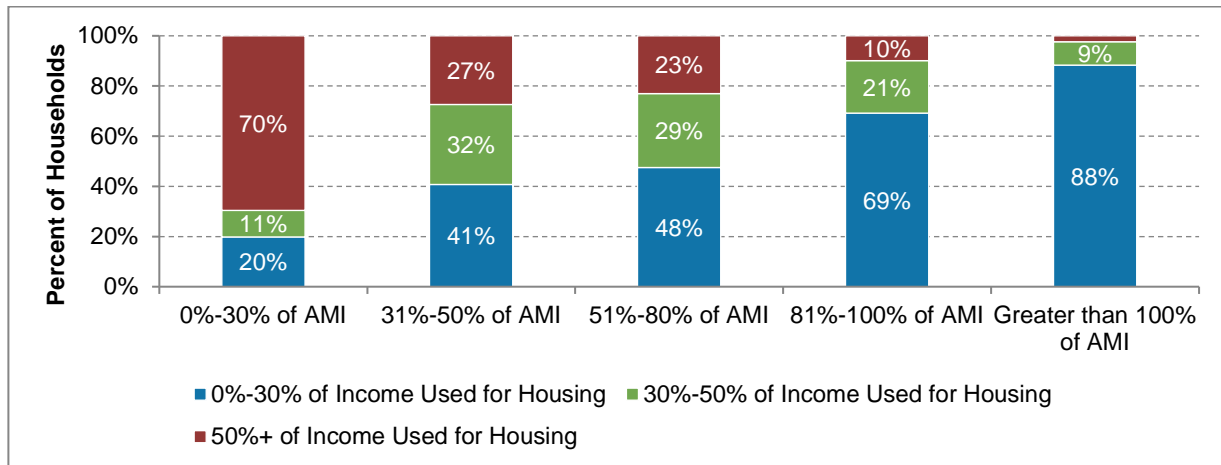
Universe: Occupied housing units

Cost burden is the ratio of housing costs to household income. For renters, housing cost is gross rent (contract rent plus utilities). For owners, housing cost is “select monthly owner costs”, which includes mortgage payment, utilities, association fees, insurance, and real estate taxes. HUD defines cost-burdened households as those whose monthly housing costs exceed 30% of monthly income, while severely cost-burdened households are those whose monthly housing costs exceed 50% of monthly income.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Department of Housing and Urban Development (HUD), Comprehensive Housing Affordability Strategy (CHAS) ACS tabulation, 2013-2017 release)

When cost-burdened seniors are no longer able to make house payments or pay rents, displacement from their homes can occur, putting further stress on the local rental market or forcing residents out of the community they call home. Understanding how seniors might be cost-burdened is of particular importance due to their special housing needs, particularly for low-income seniors. Almost 70 percent of seniors making less than 30 percent of AMI are spending the majority of their income on housing. For seniors making more than 100 percent of AMI, 88.3 percent are not cost burdened and spend less than 30 percent of their income on housing (see Figure A-49). In total, over one-third of seniors are cost burdened.

Figure A-49: Cost-Burdened Senior Households by Income Level



Notes:

Universe: Senior households

For the purposes of this graph, senior households are those with a householder who is aged 62 or older. Cost burden is the ratio of housing costs to household income. For renters, housing cost is gross rent (contract rent plus utilities). For owners, housing cost is “select monthly owner costs”, which includes mortgage payment, utilities, association fees, insurance, and real estate taxes. HUD defines cost-burdened households as those whose monthly housing costs exceed 30% of monthly income, while severely cost-burdened households are those whose monthly housing costs exceed 50% of monthly income. Income groups are based on HUD calculations for Area Median Income (AMI). HUD calculates the AMI for different metropolitan areas, and the nine county Bay Area includes the following metropolitan areas: Napa Metro Area (Napa County), Oakland-Fremont Metro Area (Alameda and Contra Costa Counties), San Francisco Metro Area (Marin, San Francisco, and San Mateo Counties), San Jose- Sunnyvale-Santa Clara Metro Area (Santa Clara County), Santa Rosa Metro Area (Sonoma County), and Vallejo-Fairfield Metro Area (Solano County). The AMI levels in this chart are based on the HUD metro area where this jurisdiction is located.

Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Department of Housing and Urban Development (HUD), Comprehensive Housing Affordability Strategy (CHAS) ACS tabulation, 2013-2017 release)

Housing Costs Compared to Ability to Pay

The ability to pay for housing is a function of housing cost and other essential living expenses in relation to household income. Since above-moderate income households do not generally have problems in locating affordable units, affordable units are frequently defined as those reasonably priced for households that are low- to moderate-income.

Table A-16 shows the 2021 income limits and compares these income limits to affordable (no more than 30 percent of gross income) rent and purchase prices. As seen above, the median gross rent in Pleasanton is generally within the range of affordability for households earning 50 percent or more of the Alameda County median income but is not affordable for very low or extremely low-income households. However, the median purchase price of a home in Pleasanton (\$1,213,900) is out of reach for even high-earning households. Based on December 2020 home price data, households must earn at least 180 percent of AMI, or about \$226,080, to be able to afford to buy a home in the city.

Table A-16: 2021 Alameda County Ability to Pay for Housing and Fair Market Rent and Purchase Prices

	Number of Persons in Household			
	1	2	3	4
Extremely Low (0-30% AMI)				
Annual Income Limit	\$28,800	\$32,900	\$37,000	\$41,100
Monthly Income	\$2,400	\$2,742	\$3,083	\$3,425
Max. Monthly Gross Rent ¹	\$720	\$823	\$925	\$1,028
Max. Purchase Price 5% down ²	\$125,250	\$145,000	\$165,000	\$185,000
Max. Purchase Price 20% down ³	\$164,000	\$190,000	\$215,750	\$241,750
Very Low (30-50% AMI)				
Annual Income Limit	\$47,950	\$54,800	\$61,650	\$68,500
Monthly Income	\$3,996	\$4,567	\$5,138	\$5,708
Max. Monthly Gross Rent ¹	\$1,199	\$1,370	\$1,541	\$1,713
Max. Purchase Price 5% down ²	\$217,750	\$250,750	\$283,750	\$317,000
Max. Purchase Price 20% down ³	\$285,000	\$328,250	\$371,500	\$414,500
Low (50-80% AMI)				
Annual Income Limit	\$76,750	\$87,700	\$98,650	\$109,600
Monthly Income	\$6,396	\$7,308	\$8,221	\$9,133
Max. Monthly Gross Rent ¹	\$1,919	\$2,193	\$2,466	\$2,740
Max. Purchase Price 5% down ²	\$356,500	\$409,500	\$462,250	\$515,000
Max. Purchase Price 20% down ³	\$467,000	\$536,000	\$605,000	\$674,000
Median (100% AMI)				
Annual Income Limit	\$87,900	\$100,500	\$113,050	\$125,600
Monthly Income	\$7,325	\$8,375	\$9,421	\$10,467
Max. Monthly Gross Rent ¹	\$2,198	\$2,513	\$2,826	\$3,140
Max. Purchase Price 5% down ²	\$388,000	\$449,000	\$476,951	\$508,420
Max. Purchase Price 20% down ³	\$506,000	\$566,430	\$630,000	\$704,800
Moderate (80-120% AMI)				
Annual Income Limit	\$105,500	\$120,550	\$135,650	\$150,700
Monthly Income	\$8,792	\$10,046	\$11,304	\$12,558
Max. Monthly Gross Rent ¹	\$2,638	\$3,014	\$3,391	\$3,768
Max. Purchase Price 5% down ²	\$495,500	\$568,000	\$640,500	\$713,250
Max. Purchase Price 20% down ³	\$648,250	\$743,250	\$838,500	\$934,750
120-150% AMI				
Annual Income Limit	\$131,850	\$150,750	\$169,575	\$188,400
Monthly Income	\$10,988	\$12,563	\$14,131	\$15,700

Table A-16: 2021 Alameda County Ability to Pay for Housing and Fair Market Rent and Purchase Prices

	Number of Persons in Household			
	1	2	3	4
Max. Monthly Gross Rent ¹	\$3,296	\$3,769	\$4,239	\$4,710
Max. Purchase Price 5% down ²	\$559,400	\$646,200	\$732,400	\$818,700
Max. Purchase Price 20% down ³	\$754,000	\$871,300	\$987,500	\$1,104,000
150-180% AMI				
Annual Income Limit	\$158,220	\$180,900	\$203,490	\$226,080
Monthly Income	\$13,185	\$15,075	\$16,958	\$18,840
Max. Monthly Gross Rent ¹	\$3,956	\$4,523	\$5,087	\$5,652
Max. Purchase Price 5% down ²	\$682,600	\$786,900	\$890,600	\$994,500
Max. Purchase Price 20% down ³	\$917,400	\$1,057,600	\$1,197,000	\$1,336,900
180-200% AMI				
Annual Income Limit	\$175,800	\$201,000	\$226,100	\$251,200
Monthly Income	\$14,650	\$16,750	\$18,842	\$20,933
Max. Monthly Gross Rent ¹	\$4,395	\$5,025	\$5,653	\$6,280
Max. Purchase Price 5% down ²	\$763,300	\$879,300	\$994,700	\$1,110,100
Max. Purchase Price 20% down ³	\$1,026,000	\$1,181,700	\$1,336,910	\$1,492,000
Notes:				
¹ 30% of income devoted to maximum monthly rent or mortgage payment, including utilities, taxes, and insurance				
² Assumes 95% loan (i.e., 5% down payment) @ 2.875% annual interest rate and 30-year term				
³ Assumes 80% loan (i.e., 20% down payment) @ 2.875% annual interest rate and 30-year term				
Source: Zillow Mortgage Calculator				

A.5.4 At-Risk Housing Assessment

While there is an immense need to produce new affordable housing units, ensuring that the existing affordable housing stock remains affordable is equally important. Additionally, it is typically faster and less expensive to preserve currently affordable units that are at risk of converting to market-rate than it is to build new affordable housing.

The data in Table A-17 comes from the California Housing Partnership's Preservation Database, the state's most comprehensive source of information on subsidized affordable housing at risk of losing its affordable status and converting to market-rate housing. This data has been updated by the California Housing Partnership in coordination with the City to ensure a comprehensive listing. According to this database, there are 1,123 assisted units in Pleasanton in the Preservation Database. Of these units, none are at moderate, high, or very high risk of conversion. As this database does not include all deed-restricted affordable units in the state, the City has reviewed its records for below market rate regulatory agreements. Since 2001, the City has required all

affordability restrictions remain in effect in perpetuity (i.e., with no expiration), and the City is unaware of any units that are at risk of conversion to market rate in the next 10 years.

Table A-17: Assisted Units at Risk of Conversion

Risk Level for Conversion	Pleasanton	Alameda County	Bay Area
Low Risk	1,123	23,040	110,177
Moderate Risk	0	167	3,375
High Risk	0	189	1,854
Very High Risk	0	106	1,053
Total Assisted Units in Database	1,123	23,502	116,459
<p>Notes:</p> <p>Universe: HUD, Low-Income Housing Tax Credit (LIHTC), USDA, and CalHFA projects. Subsidized or assisted developments that do not have one of the aforementioned financing sources may not be included.</p> <p>While California Housing Partnership's Preservation Database is the state's most comprehensive source of information on subsidized affordable housing at risk of losing its affordable status and converting to market-rate housing, this database does not include all deed-restricted affordable units in the state. Consequently, there may be at-risk assisted units in a jurisdiction that are not captured in this data table. Housing Partnership uses the following categories for assisted housing developments in its database:</p> <p>Very-High Risk: affordable homes that are at- risk of converting to market rate within the next year that do not have a known overlapping subsidy that would extend affordability and are not owned by a large/stable non-profit, mission-driven developer.</p> <p>High Risk: affordable homes that are at-risk of converting to market rate in the next 1-5 years that do not have a known overlapping subsidy that would extend affordability and are not owned by a large/stable non-profit, mission-driven developer.</p> <p>Moderate Risk: affordable homes that are at-risk of converting to market rate in the next 5-10 years that do not have a known overlapping subsidy that would extend affordability and are not owned by a large/stable non-profit, mission-driven developer.</p> <p>Low Risk: affordable homes that are at- risk of converting to market rate in 10+ years and/or are owned by a large/stable non-profit, mission-driven developer.</p>			
<p>Source: ABAG 2021 Pre-certified Housing Needs Data (California Housing Partnership, Preservation Database (2020)); California Housing Partnership, Preservation Database (2022)</p>			

A comprehensive inventory of all below-market rate (BMR) units in Pleasanton is included in Tables A-18 and A-19. Of these projects, all except three are restricted in perpetuity. The three projects with expiration dates are listed below with the year the project is at risk of converting to market rate:

- Promenade Apartments – 2051
- Kottinger Gardens Phase 1 – 2069
- Kottinger Gardens Phase 2 – 2071

Therefore, all deed restricted affordable housing units in Pleasanton are at low risk for conversion to market rate units.

Table A-18: Pleasanton's Below-Market Rate (BMR) Housing Inventory (Rental)

CITY OF PLEASANTON
Below-Market Rate (BMR) Housing Inventory
as of February 2022

	Year Built	Expire Year	Total Units	BMR Units:											Description of Program / Subsidy	
						Moderate	Median	Low	Low	Very Low	Very Low	Ex. Low	Ex. Low	Staff		
				Total	(%)	120%	100%	80%	60%	50%	40%	30%	20%	Unit		
Existing / Active Projects																
<u>Rental</u>																
Anton Hacienda	5725 W. Las Positas Blvd.	2015	168	35	21%	0	0	0	0	35	0	0	0	0	0	Completed / occupied June 2015
Civic Square	4800 Bernal Ave.	2011	298	36	12%	31	0	5	0	0	0	0	0	0	0	City BMR agreement, completed Dec 2011
Galloway @ Owens	4863 Willow Road	2016	254	38	15%	0	0	0	0	38	0	0	0	0	0	Completed / occupied end of 2016
Galloway @ Hacienda	5789 Gibraltar Drive	2017	251	38	15%	0	0	0	0	38	0	0	0	0	0	Completed / occupied end of 2017
Park Hacienda	5700 Owens Dr.	2001	540	135	25%	0	0	135	0	0	0	0	0	0	0	City BMR agreement, opened 1999
Promenade Apts.	5300 Case Ave.	1996	146	68	47%	0	0	34	0	34	0	0	0	0	0	Tax credits; City land / loans; 50/60% AMI
The Kensington	1552 East Gate Way	2002	100	31	31%	0	0	20	0	11	0	0	0	0	0	City BMR agreement, opened 2002
The Mason Flats	1605 Lexington Lane	2016	210	32	15%	0	0	0	16	16	0	0	0	0	0	City BMR agreement, opened 2016
			1,967	413		31	0	194	16	172	0	0	0	0	0	
<u>Senior</u>																
Division St. Senior Apts.	443 Division St.	1994	20	20	100%	0	0	17	0	3	0	0	0	0	0	City BMR agreement; fee waivers; 50/60/80% AMI
Gardens at Ironwood	3431 Cornerstone Ct.	2005	172	138	80%	0	0	69	0	69	0	0	0	0	0	City BMR agmt; fee waivers; 50/60% AMI + 34 mkt
Kottinger Gardens Phase 1	240 Kottinger Dr.	2017	131	131	100%	0	0	0	10	62	45	13	0	1	1	LIHTC property 2017; includes 1 non-restricted staff unit
Kottinger Gardens Phase 2	251 Kottinger Dr.	2019	54	54	100%	0	0	27	26	0	0	0	0	1	1	
Parkview Assisted Living	100 Valley Ave.	2007	105	31	30%	0	0	0	0	31	0	0	0	0	0	Contribution of City land and financial assistance
Ridgeview Commons	5200 Case Ave.	1989	200	200	100%	0	0	120	0	80	0	0	0	0	0	Tax credits; City land; fed grant; 25/33/50/60% AMI
Stanley Junction	4031 Stanley Blvd.	1996	86	86	100%	0	0	78	0	8	0	0	0	0	0	City BMR agreement; fee waivers; 50/60/80% AMI
			768	660		0	0	311	36	253	45	13	0	2	2	
<u>Disabled / Special Needs</u>																
Sunflower Hill / Irby Ranch	Stanley Blvd.	2020	31	31	100%	0	0	0	7	17	0	0	6	1	1	Tax credits; City land; Measure A1 and LIHF-funded
			31	31		0	0	0	7	17	0	0	6	1	1	
			1,104 Total # of Rental BMR units													

Table A-19: Pleasanton's Below-Market Rate (BMR) Housing Inventory (Ownership and Single Room Occupancy)

CITY OF PLEASANTON
Below-Market Rate (BMR) Housing Inventory
as of February 2022

	Year Built	Expire Year	Total Units	BMR Units:											Description of Program / Subsidy		
				Total	(%)	Moderate	Median	Low	Low	Very Low	Very Low	Ex. Low	Ex. Low	Staff			
						120%	100%	80%	60%	50%	40%	30%	20%	Unit			
Existing / Active Projects																	
<u>Ownership</u>																	
Andares (SummerHill)	5850 W. Las Positas Blvd.	2017	94	10	11%	0	0	10	0	0	0	0	0	0	0	0	Fully leased up and occupied October 2018
Birch Terrace / Silverstone	3909 Vineyard Ave.	2007	45	7	16%	2	0	5	0	0	0	0	0	0	0	0	City 1st-time buyer prog w/resale restr; 80/120% AMI
California Reflections	Stanley Blvd. / Reflections Dr.	1994	108	16	15%	16	0	0	0	0	0	0	0	0	0	0	City 1st-time buyer prog w/resale restr; 80/120% AMI
Calif. Somerset I / KB Home	3100-3300 W. Las Positas Bl.	1993	152	26	17%	26	0	0	0	0	0	0	0	0	0	0	Alameda Co. program; 95% AMI; limited resale restr
Canyon Oaks / KB Home	Bernal Property (Ph. II + III)	2004	200	26	13%	0	0	26	0	0	0	0	0	0	0	0	City 1st-time buyer prog w/resale restr; 80% AMI
Carlton Oaks / Greenbriar	Bernal Property (Ph. II + III)	2004	113	10	9%	0	0	10	0	0	0	0	0	0	0	0	City 1st-time buyer prog w/resale restr; 80% AMI
Nolan Farm / SummerHill	Rose Ave. / Fair St.	2001	36	5	14%	0	0	0	0	5	0	0	0	0	0	0	City 1st-time buyer prog w/resale restr; 50% AMI
Palomino Place / Callahan	Palomino Dr./Bernal Ave.	1992	24	4	17%	4	0	0	0	0	0	0	0	0	0	0	City 1st-time buyer prog w/resale restr; 80% AMI
Rotary Commons	Palomino Dr./Concord Wy.	1994	7	7	100%	0	0	7	0	0	0	0	0	0	0	0	City 1st-time buyer prog w/resale restr; 80% AMI
Ryder Homes / The Vines	5835 Vineyard Ave.	2015	10	1	10%	0	0	1	0	0	0	0	0	0	0	0	For sale townhome (1 low); built 2015
Sycamore Place	Rheem Dr./Katie Ln.	1994	36	6	17%	6	0	0	0	0	0	0	0	0	0	0	City 1st-time buyer prog w/resale restr; 120% AMI
Town Square	Ray St./Vineyard Ave.	1998	30	3	10%	0	3	20	0	0	0	0	0	0	0	0	City 1st-time buyer prog w/resale restr; 100% AMI
Walnut Hills / KB Home	Bernal Property (Ph. I)	2002	121	20	15%	0	0	0	0	0	0	0	0	0	0	0	City 1st-time buyer prog w/resale restr; 80% AMI
			976	141		54	3	79	0	5	0	0	0	0	0	0	
																	141 Total # of Ownership BMR units
<u>Disabled / Special Needs</u>																	
BACS (Bay Area Comm. Svcs.)	4344 Railroad St.	1992	6	6	100%	0	0	0	0	6	0	0	0	0	0	0	Purchased/rehabed w/fed. CDBG funds
REACH (HOUSE, Inc.)	4158 Vineyard Ave.	1994	4	4	100%	0	0	0	0	4	0	0	0	0	0	0	Purchase/rehab with fed CDBG funds; 4 SRO units
REACH (HOUSE, Inc.)	5608 Hansen Dr.	1997	3	3	100%	0	0	0	0	3	0	0	0	0	0	0	Purchase/rehab with fed HOME funds; 3 SRO units
REACH (HOUSE, Inc.)	2253 Tanager Dr.	2006	3	3	100%	0	0	0	0	3	0	0	0	0	0	0	Purchased with federal (HOME) funds; 3 SRO units
REACH (HOUSE, Inc.)	1352 Oak Vista Way	2009	3	3	100%	0	0	0	0	3	0	0	0	0	0	0	Purchased with federal (HOME) funds; 3 SRO units
REACH (HOUSE, Inc.)	313 Trenton Cir.	2010	3	3	100%	0	0	0	0	3	0	0	0	0	0	0	Purchased with federal (HOME) funds; 3 SRO units
			22	22		0	0	0	0	22	0	0	0	0	0	0	
																	22 Total # of SRO units

Appendix B: Sites Inventory & Methodology

Contents

Appendix B:	Sites Inventory & Methodology	1
Section B.1	Introduction.....	2
B.1.1	Overview and Purpose	2
B.1.2	Regional Housing Needs Allocation.....	2
B.1.3	Data.....	3
Section B.2	Future Residential Development Potential	3
B.2.1	Accessory Dwelling Units	3
B.2.2	Entitled and Proposed Developments.....	4
B.2.3	Density and Capacity Assumptions.....	6
B.2.4	Methodology	10
B.2.5	Suitability of Nonvacant Sites	13
Section B.3	Adequacy of Residential Sites in Meeting RHNA	18
B.3.1	Summary	18
B.3.2	Rezoning	19
B.3.3	Housing Sites Map	44
B.3.4	Housing Sites Tables.....	49

Section B.1 Introduction

B.1.1 Overview and Purpose

According to California Government Code §65580-65589, the Housing Element must include an inventory of adequate sites that are zoned and available within the planning period to meet the jurisdiction's fair share of regional housing needs across all income levels. The sites inventory, in addition to projected accessory dwelling units (ADUs) and entitled or in process development projects, assists in determining if the jurisdiction has enough developable land to meet its Regional Housing Needs Allocation (RHNA), given its current regulatory framework and market conditions. This Appendix details the sites inventory and supporting analysis methodology and assumptions.



B.1.2 Regional Housing Needs Allocation

Jurisdictions must provide sufficient land to accommodate enough housing for all economic segments of the community. Compliance is determined by the jurisdiction's ability to provide adequate development capacity through appropriate development regulations and land use policies. The number of new units that must be accommodated is established through each jurisdiction's share of the region's projected housing needs for the planning period. This share for each jurisdiction is called the Regional Housing Needs Allocation (RHNA).

The Association of Bay Area Governments (ABAG), a regional planning agency, is responsible for distributing the RHNA to each jurisdiction within its nine-county region. The RHNA is distributed by income category. For the 2023-2031 Housing Element update, Pleasanton is allocated a RHNA of 5,965 units as follows:

- Very Low Income (less than 50 percent of AMI): 1,750 units (29 percent)
- Low Income (50 to 80 percent of AMI): 1,008 units (17 percent)
- Moderate Income (80 to 120 percent of AMI): 894 units (15 percent)
- Above Moderate Income (greater than 120 percent of AMI): 2,313 units (39 percent)

For this Housing Element planning period, January 31, 2023 through January 31, 2031, the City must ensure the availability of adequate residential sites to accommodate these units. This Appendix provides an overview of the methodology used to evaluate the adequacy of sites within Pleasanton and identifies such sites for future residential development to fulfill the City's share of regional housing needs.

B.1.3 Data

The sites inventory analysis used data provided by the City, such as GIS data and building permit/entitlement information. The following is an overview of the data used:

- City and County-level parcel GIS data, including General Plan land use designation, zoning district, ownership, age of building, improvement value, land value, existing building square footage and height, existing number of units, etc.
- ADU building permits issued
- Entitled projects and projects in the entitlement phase
- Prior Housing Element site inventories
- Annual Progress Reports to HCD during the 5th Cycle
- Zoning Code and Downtown Specific Plan allowed density and floor area ratio standards (FAR)

Section B.2 Future Residential Development Potential

B.2.1 Accessory Dwelling Units

New state laws in effect since January 1, 2018 have significantly eased the development standards and streamlined the approval process for Accessory Dwelling Units (ADUs). As a result, the City has experienced an increasing trend in ADU building permit issuance and production in recent years. Table B-1 shows the number of building permits issued for ADUs in Pleasanton from 2018 through 2021.

Table B-1: Permitted ADUs – Building Permits Issued

Year	Permitted ADUs
2018	8
2019	11
2020	10
2021	17
Total	46
Annual Average	11.5
<i>Source: City of Pleasanton</i>	

From 2018 through 2021, the City issued an average of 11.5 ADU building permits per year. The City is conservatively estimating that ADUs will be produced at the same rate throughout the eight-year planning period, resulting in 93 ADUs.

The City has adopted an ADU Ordinance consistent with state law and will promote ADU production through the preparation of standardized ADU building plans and incentives for homeowners to rent ADUs. Under Program 1.9, the City will publicize and promote the ADU standard plans and incentives through multiple outreach methods and languages. Furthermore, to help increase the percentage of approved ADUs that have building permits issued, the City will promote the availability of funding for ADUs, including the CalHFA ADU Grant Program that provides up to \$25,000 to reimburse homeowners for predevelopment costs necessary to build and occupy an ADU. Furthermore, the City will monitor ADU production and affordability throughout the planning period and implement additional action if target ADU numbers are not being met.

ABAG conducted a regional ADU affordability analysis to provide local governments in the region with assumptions for ADU affordability that can be used to assign projected ADUs to income categories. The ADU affordability assumptions identified in the preliminary ABAG analysis for communities with affirmatively furthering fair housing concerns were applied to ADUs projected over the planning period in Table B-2.

Table B-2: Affordability per ABAG ADU Survey

Income Level	Percent	ADU Projections
Very Low	5%	5
Low	30%	28
Moderate	50%	46
Above Moderate	15%	14
Total		93
<i>Source: ABAG</i>		

B.2.2 Entitled and Proposed Developments

Because the RHNA projection period for the 2023-2031 Housing Element begins on June 30, 2022, housing developments that have already been proposed or received entitlement and are not expected to be issued a certificate of occupancy until July 1, 2022 and are expected to be completed before the end of the planning period (January 31, 2031), can be credited toward the RHNA. Table B-3 lists those projects that meet those criteria and can be credited toward the 6th Cycle RHNA.

Table B-3: Approved/Entitled and Proposed Developments

APN	Address	Status	Units by Income Level			
			Low	Moderate	Above Moderate	Total Net New ¹
948 001500105	1500 Lund Ranch Rd.	Approved and Under Construction	-	-	43	43
949 001600600	1000 Minnie St.	Approved	-	-	44	44
946 394500600	2188 Foothill Rd.	Approved	-	-	7	7
948 001600215	990 Sycamore Rd.	Approved	-	-	3	3
941 278003200	4550 Rosewood Drive (The Residence at California Center)	Approved; Development Agreement executed	23 ²	-	282	305
946 463300900	8026 Kingbird Ct.	Approved and Under Construction	-	-	1	1
946 463301000	8032 Kingbird Ct.	Approved and Under Construction	-	-	1	1
946 463300800	8020 Kingbird Ct.	Approved and Under Construction	-	-	1	1
946 463300600	8008 Kingbird Ct.	Approved and Under Construction	-	-	1	1
946 463300700	8014 Kingbird Ct.	Approved and Under Construction	-	-	1	1
946 463301100	8025 Kingbird Ct.	Approved and Under Construction	-	-	1	1
946 463301200	8019 Kingbird Ct.	Approved and Under Construction	-	-	1	1
946 463301300	8013 Kingbird Ct.	Approved and Under Construction	-	-	1	1
946 460600200	2500 Vineyard Ave.	Approved and Final Map Recorded	-	-	3	3
949 000200402	375 Sycamore Rd.	Approved	-	-	3	3
Subtotal Gross			23	0	393	416
Subtotal Net New			23	0	393	416
¹ No projects are located on parcels with existing residential units where the existing residential units will be demolished. ² Low-income units will be deed restricted and are entitled through a development agreement. <i>Source: City of Pleasanton</i>						

Entitled and proposed developments would result in 416 net new units. Most of these projects provide above moderate housing units, but one project will provide 23 deed restricted low-income housing units.

B.2.3 Density and Capacity Assumptions

Density

Table B-4 identifies the mid-point and maximum allowed densities for zones that allow residential. The City uses mid-point density, representing average development intensity, for the purposes of General Plan buildout analysis.

Table B-4: Mid-Point and Maximum Densities for Zones that Allow Residential

Zone	Mid-Point Density (Units Per Acre)	Maximum Dwelling Units Per Acre
A	0.2	1.0 per site
R-1-40	1.0	1.09
R-1-20		2.18
R-1-10	5.0	4.36
R-1-85		5.12
R-1-75		5.81
R-1-65		6.70
RM-4	15.0	10.89
RM-25		17.42
RM-2		21.78
RM-15		29.04
MU-T	-	43.56
MU-D	-	43.56
C-C	-	43.56
PUD-MU	-	Varies

¹ Mid-point densities from General Plan Land Use Element Table 2-3 (General Plan Densities); see discussion under Realistic Capacity and Development Trends.
Source: City of Pleasanton Zoning Code, City of Pleasanton General Plan

Realistic Capacity and Development Trends

Since 2015, various higher density developments have been built in Pleasanton. Table B-5 summarizes these developments.

Table B-5: 5th Cycle High Density Housing Construction Trends

Project Name	APN / Address	Zone	Previously Vacant / Prior Use	Year Complete	Acres	Total Units	Density (units/acre)	Units by Income Level			
								Low	Moderate	Above Moderate	Total Net New
Essex 1 (Galloway Apartments at Owens)	941-2778-012-00	PUD-MU	Vacant	2015	8.4	255	30	38	-	217	255
Essex 2 (Galloway Apartments at Hacienda)	941-2778-011-00	PUD-MU	Vacant	2015	8.2	251	30	38	-	213	251
Vintage Apartments	946-4542-045-03	HDR	Vacant	2015	11.5	345	30	-	-	345	345
Commons at Gateway	947-0008-003-00	HDR	Vacant	2015	7	210	30	32	-	178	210
Andares	941-2762-006-00 / 5850 W. Las Positas Blvd	PUD-MU	Office Building	2017	5.9	94	15.9	10	-	84	94
Anton Hacienda	941-2764-015-00	PUD-MU	Auto Service Center and Parking Lot	2015	5.6	168	30	35	-	133	168
Kottinger Gardens	240 & 251 Kottinger and 4133 & 4138 Vineyard Avenue	PUD-HDR	Existing 90-unit senior below market rate development	2018	6.4	185	28.77	156	28	1	95 ¹
Total								309	28	1,171	1,418

¹ The 90 below market rate units in Kottinger Gardens were replaced with 185 units. The project was completed in two phases, so that no residents were displaced.

² Below-market units are all deed restricted in perpetuity.

Source: City of Pleasanton

Table B-6 summarizes assumptions for realistic residential development capacity considering development trends in Pleasanton and neighboring jurisdictions. While low and medium-density residential projects in Pleasanton have largely been built at the mid-point densities, some projects have higher densities. For example, two completed infill projects that exceeded mid-point density of 15 units per acre are 4722 Harrison Street (17 units per acre) and 4745 Augustine Street (23 units per acre).

Higher density projects have been built at densities of approximately 30 dwelling units per acre consistent with PUD zoning and/or approvals, and the maximum densities assigned to these sites (see Table B-5). Recently approved and constructed housing developments in the neighboring city of Dublin include densities ranging from 56 to 93 units per acre, located in planned development (PD) and downtown zones¹. Another neighboring city, Livermore, has a 222-unit project (Legacy Livermore) under construction in the downtown, which is being built at the maximum allowed density of 55 units per acre.

Although there are a number of instances of properties in Pleasanton developing above the mid-point density, and development trends in the area show higher density development, the analysis conservatively assumed sites would develop at no greater than the mid-point density or minimum density (see Table B-6). For the new zones in the Downtown Specific Plan where recent development trends are not yet established, conservative assumptions of 40 to 60 percent of maximum allowed density were assumed based on whether the site is nonvacant or vacant consistent with the Downtown Specific Plan EIR.

Realistic capacity projections for mixed-use zones (i.e., MU-T, C-C, and PUD-MU) reflect the likelihood for residential development considering that 100 percent nonresidential uses may be established in these zones. Specifically, the MU-T and C-C-zoned sites are projected at lower capacities and densities (40 to 60 percent; 17 to 21 units per acre) than development trends over the current planning period and in neighboring cities. Since 2015, only one new construction project has been proposed as 100 percent commercial in the C-C Zone (14 percent of applications for new construction in the C-C Zones since 2015); all other projects have proposed residential or residential mixed-use development with a small commercial component. Recently completed projects within the Downtown's mixed-use districts include mixed use projects at 273 Spring Street (13 units per acre) and 719-735 Peters Avenue/377 St. Mary St. (20 units per acre). The Downtown Specific Plan was adopted in August 2019, six months before the COVID-19 pandemic began, which slowed the rate of new applications. The Downtown Specific Plan includes policies to encourage higher density residential, a range of housing types, and affordable units through expedited permit processing, fee waivers, reduced

¹ Recent housing developments in Dublin include Camellia Place (PD Zone, 112 units, 56 units/acre); Avalon West (DDZD/TOD Zone, 499 units, 66 units per acre); and Ashton at Dublin Station (PD Zone, 220 units, 93 units/acre) (City of Dublin, 2021).

parking requirements, and others (Policies LD-P.44, 45, 46, 47). Furthermore, with the declining trend of brick-and-mortar retail coupled with COVID-19 pandemic impacts and continued demand for housing, the likelihood of 100 percent commercial projects is unlikely to increase in the near future.

Table B-6: Zoning Districts’ Realistic Residential Development Capacity Assumptions

Zone ¹	Mid-Point Density	Maximum Allowed Density	Realistic Capacity Assumption ²
A	0.2 units/acre	1.0 unit/site	1.0 unit/site (100% of maximum allowed density) ³
R-1-40	1.0 unit/acre	1.09 units/acre	1.0 unit/acre (92% of maximum allowed density)
R-1-20		2.18 units/acre	1.0 unit/acre (46% of maximum allowed density)
R-1-10	4.36 units/acre	4.36 units/acre	4.36 units/acre (100% of maximum allowed density)
R-1-65	5.0 units/acre	6.70 units/acre	5.0 units/acre (75% of maximum allowed density)
RM-4	10.89 units/acre	10.89 units/acre	10.89 units/acre (100% of maximum allowed density)
RM-25	15.0 units/acre	17.42 units/acre	15.0 units/acre (86% of maximum allowed density)
RM-15		29.04 units/acre	15.0 units/acre (52% of maximum allowed density)
MU-T	-	43.56 units/acre	Vacant parcels – 21.1 units/acre (60% of maximum allowed density) Nonvacant parcels – 17.4 units/acre (40% of maximum allowed density)
C-C	-	43.56 units/acre	
PUD	-	Varies	Minimum densities applied where established; where no minimum density standard, capacity projected based on approved PUD. ⁴

¹ No sites are located in the R-1-85, R-1-75, RM-2, or MU-D zones.

² Realistic capacity was reduced on certain sites based on constraints (e.g., hillside, etc.).

³ The minimum lot size in the A Zone is 5 acres, which equates to 1.0 unit per site at the mid-point density.

⁴ Two Bay Area Rapid Transit (BART) parcels zoned PUD-MU are currently zoned for a minimum of 20 and maximum of 30 units per acre; however, AB 2923 requires a minimum of 75 units per acre, effective July 1, 2022; and therefore, mid-point density of approximately 37 units per acre was applied to the BART PUD-MU parcels.

Source: City of Pleasanton, LWC

Market conditions in Pleasanton reflect demand for larger units with ample parking, which has resulted in some projects being constructed below the maximum allowed density. The City encourages a mix of units and offers reduced parking rates for units with fewer bedrooms (see Appendix C); however, some developers continue to elect lower densities based on market demand. Programs have been included to encourage smaller units and higher densities, including facilitating ADU production, allowing single-room occupancy units, offering incentives for affordable housing projects, granting density bonuses, and modifying City fees.

B.2.4 Methodology

To create the adequate sites inventory, the City developed a comprehensive, iterative methodology to screen parcels for near-term development. The methodology is comprised of several phases described below.

Phase 1a: Vacant Sites that Allow Residential

The City identified all vacant parcels that allow residential (see Table B-4). Parcels were determined to be vacant if they had an assessed land improvement value of zero with further assessment based on year built and building square footage data, aerial imagery, and firsthand knowledge.

Phase 1b: Nonvacant Sites that Allow Residential with Development Potential

Since land in zones where residential uses are allowed has been largely developed in Pleasanton, nonvacant sites have also been included in the sites inventory. Parcels that allow residential uses were analyzed for redevelopment potential using two metrics:

- Residential Unit Development Potential - a metric that compares the number of additional new units that could be built on each parcel given its maximum allowed density and the number of existing units on-site.
- Floor Area Ratio (FAR) Development Potential - a metric that compares the additional FAR that could be achieved on each parcel given its maximum allowed FAR and the existing FAR.

If a nonvacant parcel could add at least triple the number of units and at least triple the FAR, that parcel was determined to be suitable for site screening due to the substantial increase in development that could be accommodated coupled with high market demand for housing.

Although some of the sites have existing residential uses, housing projects are being developed that add residential units to parcels with existing residential units (while preserving existing residential units). For example, two completed infill projects located at 4722 Harrison Street and 4745 Augustine Street consist of two and three new apartments behind existing single-family homes. A third project was approved in April 2022 to add three new units to a lot containing an existing single-family home at 715 Rose Street. Therefore, this screening criteria was found to be consistent with current trends. Please see Phase 4 (Site-by-Site Assessment) for further discussion regarding demolishing and replacing of existing units.

Phase 2: Screening

Parcels that passed through Phase 1 were then screened using the criteria below:

1. The parcel does not have a current entitlement (i.e., not included in Table B-3)
2. Existing improvements were built in 1980 or earlier

3. Current use is not a right-of-way, railway, waterway, utility, gas station, fast food chain, or other public use with no near-term redevelopment potential

Phase 3: Categorization

Eligible parcels were assessed to determine which income levels they can accommodate. Each parcel was determined to be able to accommodate a specific income category given its maximum allowable density standards. The lower income category threshold is consistent with the default density for Pleasanton pursuant to Government Code §65583.2.

Table B-7: Income Levels by Density

Density Allowed by Zone	Income Level
< 20 dwelling units/acre	Above moderate
20 – 29 dwelling units/acre	Moderate
30+ dwelling units/acre	Lower
<i>Source: LWC, HCD</i>	

Per HCD guidance, sites accommodating lower-income housing should be between 0.5 and 10 acres. All sites originally considered lower income, but whose lot size is smaller than 0.5 or larger than 10 acres were categorized for moderate income housing. While the Stoneridge Mall parcel (APN 941 120109403) is larger than 10 acres, the parcel is split zoned, and the area zoned for higher density comprises 10 acres currently used as a surface parking lot, and therefore, categorized as lower income. Similarly, some parcels included for potential rezoning to accommodate lower-income RHNA are larger than 10 acres, but the portion of the parcel available for development, and that would be rezoned for density of at least 30 units per acre, is less than 10 acres. Although the portion of individual parcels designated for lower income is no more than 10 acres, Program 1.7 is included to address how development of two larger rezone areas/parcels (Stoneridge Mall and Kiewit, APN 946 125100704) would be facilitated.

Sites in zones allowing at least 30 units per acre and less than 0.5 acres were identified as consolidated sites if an abutting parcel was under the same ownership and had development potential; no consolidated site has more than two owners. This allowed a few sites in the downtown area to be consolidated and comply with the size threshold for lower income. The Downtown Specific Plan, updated in 2019, includes policies to encourage higher density residential and affordable units through incentives (e.g., expedited permit processing, fee waivers, reduced parking, etc.), anticipated to facilitate development in the downtown area. Consolidated sites for lower income are noted in Table B-8.

Table B-8: Parcels Less than 0.5 Acre Included in Lower Income Consolidated Sites

APN	Owner	Acreege	Description	Site	Total Acreege of Consolidated Site
094 010400300	Green Valley Corporation	0.13	Vacant	A	1.3
094 010400803		0.28	Commercial building, surface parking		
094 012202300	First National Bank of Pleasanton	0.16	Parking lot	B	0.73
094 011004900	Koopmann Thelma E Tr Exemption Trust & Koopma etal	0.19	Commercial buildings, surface parking lot	C	0.93
094 015700104	235 Main Street Partners LLC	0.28	Commercial building, surface parking	D	0.63
094 015700112	Dunkley Anne L & Arthur W Trs	0.35	Commercial buildings/offices, surface parking lot		
094 015100805	Red Bear Inc	0.32	Commercial building w. interior parking	E	0.97

Source: City of Pleasanton, Alameda County Assessor, LWC

Furthermore, income categories were refined based on parcel size, with smaller parcels (e.g., below 0.25 acres) categorized as above moderate income.

Phase 4: Site-by-Site Assessment

Despite the screening analysis, some potential sites had existing development or other conditions (e.g., irregular shape, accessibility issues, ownership, existing uses that were not likely to discontinue during the planning period, etc.) that preclude them from the site inventory. The analysis included a site-by-site assessment and refinement of sites depending on additional information from direct observation or firsthand experience from City staff. For example, parcels that had development potential (i.e., could at least triple the existing building square footage and number of allowed units) but were well-performing commercial properties were not included as sites. Development trends on nonvacant sites were considered in the determination of sites. Market conditions in Pleasanton are demonstrating viability of nonvacant site redevelopment for both residential and mixed-use projects as shown by current development trends. See Sections B.2.3 and B.2.5 for additional discussion on development trends and suitability of nonvacant sites.

This analysis also included an evaluation of environmental and infrastructure constraints, which are described in Appendix C, Section C.4. All identified sites have access to infrastructure and utilities.

Furthermore, some sites that were screened out of the results (e.g., buildings built after 1980) were determined to be suitable housing sites based on property owner or developer interest or

other firsthand experience from City staff. Those sites were added to the inventory with the appropriate income categorization based on allowed density and parcel size.

Phase 5: Rezone Sites Selection

The preliminary evaluation of existing residential capacity showed the need to identify additional sites to accommodate the RHNA. The City solicited statements of interest from those interested in requesting specific sites or properties be evaluated for inclusion as a rezone site. Based on statements of interest and local knowledge, the City prepared an initial list of potential rezone areas/parcels. These potential areas/parcels were evaluated based on criteria reviewed by the Housing Commission and Planning Commission and approved by the City Council. Criteria included proximity to transit, California Tax Credit Allocation Committee criteria, readiness and suitability for housing (e.g., site size, availability of infrastructure, absence of environmental and other constraints), among others. The potential rezone areas/parcels and associated evaluation were presented and discussed at a Community Meeting and with the Housing Commission, Planning Commission, and City Council. The City Council considered input from the public and Commission before approving the rezone areas/parcels for inclusion in the Housing Element.

Realistic capacity for lower income rezone parcels is based on the proposed minimum density, whereas realistic capacity for moderate and above moderate income rezone parcels is based on the average of proposed minimum and maximum density. These densities are consistent with development trends in Pleasanton and the Tri-Valley (see Sections B.2.3 and B.2.5).

Phase 6: Parcels in Prior Housing Elements

Vacant parcels from both the 4th and 5th Cycles and non-vacant parcels from the 5th Cycle can be reused in this Housing Element (the 6th Cycle) to accommodate lower-income housing, but they must be rezoned to allow projects with at least 20 percent of the units affordable to lower income households to be by-right. Figures and tables in Sections B.3.2 and B.3.3 show all 6th Cycle sites and any site previously identified as a site in the 5th Cycle. Program 1.4 is included to rezone reused sites identified for lower income consistent with AB 1397.

B.2.5 Suitability of Nonvacant Sites

Since residential land in Pleasanton is generally built out, the sites inventory includes nonvacant sites. Nonvacant sites are relied on to accommodate more than 50 percent of the City's lower income RHNA; therefore, the City conducted an analysis to determine whether existing uses on identified lower income sites will likely be discontinued during the planning period (2023-2031).

Nonvacant sites that would accommodate the lower income RHNA are primarily underutilized as surface parking and/or surface parking with commercial buildings where the existing uses are of marginal economic viability and the structures are at or near the end of their useful life.

This includes that those structures (if any) were largely built in the 1980s or earlier, and the parcel has substantial available development capacity through both density and FAR (i.e., the site could triple its existing number of units and building floor area). In a number of cases where buildings on site were built after 1980, property owners have indicated their affirmative interest in developing housing on these sites, indicating that buildings and uses have reached the end of their useful life. A complete list of sites and existing uses is included in Section B.3.4. Screening for potential sites considered market conditions and recent development trends locally and regionally to determine suitability of nonvacant sites.

Development trends demonstrate the intensification of underutilized commercial properties and nonvacant sites into multi-family and high-density residential mixed-use projects. Table B-9 identifies recently developed or under construction residential projects in the Tri-Valley¹. Some of these projects are being constructed on sites that had existing uses and sizes similar to the conditions in Pleasanton. The size of the sites ranges from one to seven acres and the existing uses include car dealerships, strip malls, and other commercial uses. Built densities range from 14 to 63 dwelling units per acre.

Table B-9: Development on Nonvacant Sites in the Tri-Valley

City	APN/ Address	Site Size (ac)	Previous Use	Final Unit Count	Number of Affordable Units	By-Right Density (du/ac)	Density Bonus? Y/N	Year Completed/ Status	Calculation of Built Density (du/ac)
Pleasanton	941-2762-006-00 / 5850 W. Las Positas Blvd	5.9	Office Building	94	10	30	N	2017	15.9
Pleasanton	941-2764-015-00	5.6	Auto Service Center and Parking Lot	168	35	30	N	2015	30
Pleasanton	240 & 251 Kottinger and 4133 & 4138 Vineyard Avenue	6.4	Existing 90-unit senior below market rate development	185	184	28.9	N	2018	28.9
Livermore	59 S L St.	4.0	Commercial - antique store, party store, former car dealership	222	0	55	N	Under Construction	55
Livermore	3737 First St.	7.0	Commercial - automotive	100	15	14	N	Under Construction	14

¹ The Tri-Valley includes Dublin, Livermore, and Pleasanton.

Table B-9: Development on Nonvacant Sites in the Tri-Valley

City	APN/ Address	Site Size (ac)	Previous Use	Final Unit Count	Number of Affordable Units	By-Right Density (du/ac)	Density Bonus? Y/N	Year Completed/ Status	Calculation of Built Density (du/ac)
			sales and services						
Dublin	7144 Regional St.	2.7	Distributor	60	0	59	N	2018	22
Dublin	6775 Golden Gate Dr.	5.0	Car Dealership	313	313	149	N	2017	63
Dublin	7500 Saint Patrick Way	1.4	Car Dealership	66	65	41	N	2017	48 ¹
Dublin	7601 Amador Valley Blvd.	1.0	Vacant Commercial Building	35	0	21	N	2021	36
Dublin	6670 Dublin Blvd.	3.9	K-Mart Strip Mall	130	16	N/A	N	2012	34
Dublin	6656 Adare St.	6.2	K-Mart Strip Mall	103	2	N/A	N	2014	17

¹ While this is the calculated built density, the approved density of Connolly Station is reported as 88 du/acre according to the City of Dublin.

Source: Alameda County Collaborative Nonvacant Database, 2022; City of Dublin, 2021

Other existing uses on nonvacant sites include low intensity uses. Specifically, church sites have been included based on underutilized site conditions and because of the opportunity provided by AB 1851. Affirmative interest was also expressed by the church (the Archdiocese of Oakland) in developing housing on two sites. AB 1851 applies to religious institution property and prohibits cities from requiring the replacement of parking spaces lost due to the construction of housing units, eliminating up to 50 percent of the required number of spaces (Government Code §65913.6). Under Program 1.5, the City will conduct outreach to religious institution sites to encourage housing development.

Some identified sites have existing residential units, but these are low intensity developed parcels where additional units could be added without demolishing the existing units or where existing residential units could be demolished for a project with a larger number of units. Identifying these parcels as potential housing sites does not mean existing units will be demolished (e.g., some parcels can accommodate additional units while retaining existing

structures/units). None of the existing units on identified housing sites are subject to a recorded covenant, ordinance, or law that restricts rent levels to affordable to low-income households or subject to any other form of rent or price control by the City.

Table B-10 lists the existing uses on nonvacant lower income sites and potential areas for rezoning to address RHNA shortfalls; detailed tables are included at the end of this Appendix. Many of the sites and areas include parking lots or surface parking associated with commercial buildings. Due to high land and construction costs and limited available and developable land, these types of underutilized properties are expected to convert to more intensive residential or residential mixed-use development over the planning period.

Table B-10: Existing Uses on Nonvacant Lower Income Sites and Potential Areas for Lower Income Rezoning

APN or Area	Existing Use
941 120109403	Stoneridge Shopping Center surface parking lots
941 277800200	BART surface parking lot
941 277101500	BART surface parking lot
941 120105203	Parking lot
946 110004300	Commercial building, surface parking
094 010401200	Commercial building, surface parking
094 010400803	
094 011005101	Funeral home, surface parking
094 010200804	Commercial buildings, surface parking
094 011004900	Commercial buildings, surface parking
094 011004900	
094 011001411	Commercial building, surface parking
094 012200103	Bank, surface parking
094 012202300	
946 337001900	Commercial building, surface parking
094 010600404	Auto dealership, surface parking
094 015100806	Offices, surface parking Commercial building w. interior parking
094 015100805	
094 011400700	Restaurant
094 011400800	Single-family residences (2 units), surface parking lot
094 015700104	Commercial buildings/offices, surface parking lot
094 015700112	
Area 2: Stoneridge Shopping Center	Stoneridge Shopping Center parking lots
Area 4: Owens (Motel 6 and Tommy Ts)	Commercial Uses (Hotel and Restaurant) and Parking
Area 5: Laborer Council	Office Building and Parking

Table B-10: Existing Uses on Nonvacant Lower Income Sites and Potential Areas for Lower Income Rezoning

APN or Area	Existing Use
Area 6: Signature Center	Office Buildings and Parking Structure
Area 7: Hacienda Terrace	Office Building
Area 9: Metro 580	Commercial/Retail (Kohl's, Party City) and Parking
Area 11: Old Santa Rita	Commercial and Light Industrial
Area 12: Pimlico Area (North Side)	Commercial (Car Wash, Car Rental)
Area 18: Valley Plaza	Multi-tenant Commercial Center, Restaurants and Parking
Area 20: Boulder Court	Construction Contractor and Concrete Mix Supplier
Area 23: Sunol Boulevard	Hardware Store/Lumber Yard, Public Storage, and Warehouse/Distribution
<i>Source: City of Pleasanton, Alameda County Assessor, LWC</i>	

The screening for potential sites considered these trends and utilized conservative assumptions in projecting units well below observed densities for residential and mixed-use projects. Lastly, the City is unaware of any leases that would perpetuate existing uses or prevent the development of housing on nonvacant sites during the planning period.

Furthermore, to encourage the redevelopment of nonvacant sites with higher-density residential uses, the City has multiple programs to provide financial assistance, incentives, and regulatory concessions to facilitate more intensive residential development. These include:

- Program 1.3 – Lead a concept planning effort for the BART parcels and coordinate with BART to actively pursue development interest. Require a minimum of 75 units per acre on AB 2923-eligible parcels, consistent with BART Transit Oriented Development (TOD) Place Type: Neighborhood/Town Center.
- Program 1.7 – Prepare and adopt plans for the Stoneridge Mall property and Kiewit area with housing densities consistent with the rezone assumptions.
- Program 1.6 – Outreach to property owners and businesses to identify specific incentives for business relocation and encourage properties to be developed with housing (e.g., transfer of development rights, transit alternatives, flexible parking standards, flexible standards to accommodate adaptive re-use, expedited processing, etc.).
- Program 2.5 – Offer waivers or reductions of City fees for affordable housing units.
- Program 1.5 – Actively assist owners of property zoned or designated to be rezoned for over 30 units per acre in soliciting lower and moderate-income housing proposals. Facilitate funding of site acquisition and project construction through various strategies (e.g., tax-exempt bonds, etc.).

As described above, many of the housing sites have underperforming commercial spaces and/or low intensity uses which are anticipated to redevelop based on trends, market conditions, and interest expressed to City staff for redevelopment. Additionally, the City will take efforts to continue to encourage redevelopment of nonvacant sites through various programs. Therefore, considering development trends, declining demand for commercial spaces, and Housing Element programs, nonvacant uses are likely to discontinue during the planning period.

Section B.3 Adequacy of Residential Sites in Meeting RHNA

B.3.1 Summary

The following table summarizes the City's methods for satisfying its RHNA (Table B-11). Based on ADU projections, entitled projects, and available sites, the City has a shortfall in all income categories. The City has identified potential parcels for rezoning to address the RHNA shortfall (see Table B-13). If the parcels in Table B-13 are rezoned in accordance with Program 1.1, the City would have a surplus in all income categories as shown in Table B-11.

Table B-11: Residential Development Potential and RHNA

	Extremely Low	Very Low	Low	Moderate	Above Moderate	Total
RHNA	See Very Low	1,750	1,008	894	2,313	5,965
ADUs	See Very Low	5	28	46	14	93
Approved/Entitled Projects	-	-	23	-	393	416
Remaining RHNA	See Very Low	1,745	957	848	1,906	5,456
Site Inventory	See Very Low/Low	1,090		552	641	2,283
Surplus / (Shortfall)	See Very Low/Low	(1,612)		(296)	(1,265)	(3,173)
Rezone Sites	See Very Low/Low	3,023		454	1,530	5,007
Surplus / (Shortfall) With Rezone Sites	See Very Low/Low	1,411		158	265	1,834
<i>Source: City of Pleasanton, LWC</i>						

AB 725 requires at least 25 percent of the above moderate income RHNA be met on sites that allow four or more units, and at least 25 percent of the moderate income RHNA be met on sites that allow four or more units, but not more than 100 units per acre. The sites inventory complies with these requirements.

Two potential rezone areas (Lester and Merritt) are in unincorporated Alameda County. The City is processing residential development applications for both, and based on the applications being processed, these two areas provide a realistic capacity for 122 above moderate-income units. Although these sites are not necessary to accommodate the City's RHNA, under Program 1.10 the City commits to completing the annexation and conducted negotiations for RHNA transfer as appropriate.

B.3.2 Rezoning

A profile sheet for each area being considered for rezoning is included in this Section. Some area numbers are not included (i.e., 3, 10, 13, 17, 28); this is intentional as some potential areas were removed from consideration. Section B.3.4 includes a parcel-by-parcel listing and information on each parcel within each area.

[Note - Some rezone areas/parcels may be removed pending the CEQA analysis, which is underway; however, in no case will this result in insufficient RHNA capacity]

Area 1 - Lester

Location: 10807 and 11033 Dublin Canyon Road

APN: 941 250000200, 941 250000300, 941 260000206, 941 270000200

General Plan Designation: Low Density Residential, Open Space-Public Health and Safety, and Open Space-Agriculture and Grazing

Current Zoning Designation: Unincorporated - Prezoned-Agriculture (A) District



Lot Size (or portion of property proposed for development): 124.58 acres, 12.9 acres would be developed with housing.

Estimated Potential Number of Housing Units: 31 units based on submittal of application PUD-130

Background and Description:

The City has received and is currently processing an application for Planned Unit Development (PUD) rezoning and development plan (and accompanying environmental review) to demolish two homes and construct 31 single-family detached homes with related on-and-off-site improvements and public land dedication and improvements. The project also entails annexation and subdivision of the 128.5-acre site, 115.6 acres of which would be preserved as open space. The development would be concentrated on an approximately 12.9-acre portion of the site, off Dublin Canyon Road.

Key Considerations and Feasibility for Site Development:

The property is in unincorporated Alameda County and is currently not located within City boundaries, therefore annexation would be required, along with extension of utilities from existing lines located along Dublin Canyon Road. Consistent with state law the City would be required to negotiate transfer of a portion of County RHNA to the City, following annexation. However, an application is currently under review, therefore feasibility of development is high if the development application is approved.

Area 4 – Owens Drive (Tommy T’s and Motel 6)

Location: 5102 and 5104 Hopyard Road

APN: 941 130101303, 941 130104701

General Plan Designation:
Retail/Highway/Service Commercial
Business and Professional Offices

Current Zoning Designation:
Freeway Interchange Commercial
District (C-F)

**Lot Size (or portion of property
proposed for development):** 2.30
acres

**Estimated Potential Number of
Housing Units:**
Between 71 units (30 DUA) and 94 units (40 DUA)

Background and Description:

The Owens Drive area comprises two adjacent sites that are currently developed with a two-story motel and a single-story comedy club/restaurant. Each site has a large proportion of surface parking and is considered underutilized.

Key Considerations and Feasibility for Site Development:

Each of the two sites were constructed in 1975 and are considerably outdated without any major improvements completed in recent years. The site is within ½ mile of the Dublin/Pleasanton BART station, and a ¼ mile from the freeway on ramp as well as within close proximity to a high concentration of office employment off of Owens Drive and within Hacienda.



Area 5 – Laborers Council (Northern California District Council of Laborers)

Location: 4780 Chabot Drive

APN: 941 277103300

General Plan Designation: Mixed Use/Business Park

Current Zoning Designation: Planned Unit Development – Industrial/Commercial-Office (PUD-I/C-O)



Lot Size (or portion of property proposed for development): 1.39 acres

Estimated Potential Number of Housing Units: Between 41 units (30 DUA) and 54 units (40 DUA)

Background and Description:

The site is currently developed with a two-story office building with surface parking.

Key Considerations and Feasibility for Site Development:

The subject site contains a two-story office constructed in 1999. During the Housing Element update process, staff received inquiries from the property owner interested in converting the property to a residential use. The site is located on a major arterial and is within $\frac{1}{3}$ mile of the East Dublin/Pleasanton BART station and I-580 freeway access. In addition, the site is located within Hacienda with a high concentration of office and employment uses in the area.

Area 6 – Signature Center

Location: 4900 & 5000 Hopyard Road

APN: 941 130105700, 941 130105800, 941 130105900, 941 130106001

General Plan Designation:
Business Park

Current Zoning Designation:
Planned Unit Development –
Industrial/Commercial-Office (PUD-
I/C-O)



Lot Size (or portion of property proposed for development): 14.66 acres, 11.00 acres would be developed for housing.

Estimated Potential Number of Housing Units: Between 330 units (30 DUA) and 440 units (40 DUA)

Background and Description:

The area consists of four parcels, two on the north side of Clorox Way and two on the south side of Clorox Way. Three of the parcels are each developed with a four-story office building, and one has a two-story parking structure; all four sites have surface parking.

Key Considerations and Feasibility for Site Development:

The Signature Center sites consist of two four-story office buildings built in 1985 and 1986 and a separate parking structures. The property owners have proposed converting the two existing parking structures to housing, on an approximately 11-acre portion of the site. The property owner has developed building plans showing up to 278 units in a six-story building (approximately 25 du/ac.), although have indicated their willingness to provide more density.

All future projects would be required to ensure there is adequate parking for all existing office uses in addition to any new residential units.

The site is located on a major arterial and within ½ mile of the East Dublin/Pleasanton BART station and I-580 freeway access. In addition, the site is located near a high concentration of office and employment uses in the area.

Area 7 – Hacienda Terrace

Location: 4309 Hacienda Drive

APN: 941 276100403

General Plan Designation:
Mixed Use/Business Park

Current Zoning Designation:
Planned Unit Development –
Industrial/Commercial-Office
(PUD-I/C-O)

Lot Size (or portion of property proposed for development):
16.35 acres, 2.00 acres would be developed for housing.



Estimated Potential Number of Housing Units: Between 60 units (30 DUA) and 80 units (40 DUA)

Background and Description:

The site is currently developed with three five-story office buildings with surface parking.

Key Considerations and Feasibility for Site Development:

The Hacienda Terrace site consists of three five-story office buildings built in 1985. The property owners have indicated they are interested in evaluating the future development of their property and have identified approximately two acres at the corner of Hacienda Drive and Gibraltar Drive as available and suitable for high-density residential development, which would be integrated into the existing office buildings as a mixed-use development. Preliminary analysis indicates that the site currently maintains excess office parking so the parking that is removed to accommodate future residential development may not need to be replaced, although this would be verified with a project proposal. The site is located within Hacienda with a high concentration of office employment and tall, large buildings in the area. A residential neighborhood consisting of three developments (Siena at Hacienda, Valencia at Hacienda, and Avila at Hacienda) is located to the east across Gibraltar Drive and consists of detached small-lot single-family and townhome residential uses.

Area 8 – Muslim Community Center (MCC)

Location: 5724 W Las Positas Blvd.

APN: 941 276201301

General Plan Designation: Mixed Use/Business Park

Current Zoning Designation: Planned Unit Development – Industrial/Commercial-Office (PUD-I/C-O)

Lot Size (or portion of property proposed for development): 4.86 acres



Estimated Potential Number of Housing Units: Between 75 units (15 DUA) and 125 units (25 DUA)

Background and Description:

The site is currently developed with a single-story office building that is occupied by the Muslim Community Center (MCC) and preschool. The site is developed with a large playground and surface parking. The property is adjacent to the Arroyo Mocho Canal (located to the south) and the Tassajara Creek (located to the east).

Key Considerations and Feasibility for Site Development:

The MCC site consists of a large one-story office building built in 1984. The property owners have indicated that they are interested in rezoning their properties to allow for future residential development. The site is located within Hacienda with a high concentration of office employment and tall, large buildings in the area. A project with density of 12.5 DUA was approved and constructed on the nearby site to the west at 5850 West Las Positas, and the adjacent property is zoned for housing at a similar density.

Area 9 – Metro 580

Location: 4515
Rosewood Drive

APN: 941 277900900

**General Plan
Designation:** Mixed
Use/Business Park

**Current Zoning
Designation:** Planned
Unit Development –
Industrial/Commercial-
Office (PUD-I/C-O)

**Lot Size (or portion
of property proposed
for development):** 15.51 acres, 5.00 acres would be developed for housing.

Estimated Potential Number of Housing Units: Between 225 units (45 DUA), 300 units (60 DUA), and 375 units (75 DUA)

Background and Description:

The larger property is currently developed with three commercial buildings; one building has an anchor tenant, one building consists of smaller tenant spaces, and a third building contains multiple smaller inline spaces. The center is served by a large, shared parking lot.

Key Considerations and Feasibility for Site Development:

The Metro 580 shopping center consists of three commercial buildings constructed in 1986, on a 15.5-acre property. The Kohls department store has been a long-standing anchor tenant. The adjacent building which was designed to accommodate secondary anchor tenants has been vacant for a number of years and has experienced high turn turnover of tenants over time. Currently, one space in this building is occupied and the other space is vacant. The property owners have indicated they are interested in evaluating the future development of the northern portion of their property that currently maintains the secondary anchor building and have identified approximately five acres as available and suitable for high-density residential development to be integrated into the center as a mixed-use development. The site is served by two major arterials and lies within ½ mile of freeway on-ramps and is within Hacienda with a high concentration of office employment and tall, large buildings in the area. The East Dublin/Pleasanton BART station is located approximately 0.8 miles from the site.



Area 11 – Old Santa Rita Area

Location: 3534-3956 Old Santa Rita Road

APN: 941 283000100, 941 283000200, 941 283000300, 941 283000400, 941 283000500, 941 283000600, 941 283000700, 941 283000800, 941 283001100, 941 283001200, 941 283001300, 941 283001400, 941 283001500, 941 283001600, 941 283001700, 941 283001800, 941 283001900, 941 283002000, 941 283002100, 941 283002200, 941 283002300, 941 283002400, 941 283002500, 941 283002600, 941 283002700, 941 283002800, 941 283002900, 946 110000203, 946 110000300, 946 110000400, 946 110000500, 946 110000600, 946 110000800, 946 110000900, 946 110001000, 946 110001100, 946 110001200, 946 110001402, 946 110001701, 946 110002900, 946 110003000, 946 110003103, 946 320000205



General Plan Designation: Retail/Highway/Service Commercial Business and Professional Offices

Current Zoning Designation: Service Commercial District (C-S), Planned Unit Development – Commercial-Office (PUD-C-O), Planned Unit Development – Office (PUD-O), Planned Unit Development – Service Commercial (PUD-C-S), Planned Unit Development – Commercial (PUD-C), Planned Unit Development – Central Commercial (PUD-C-C)

Area Size: 22.16 acres

Estimated Potential Number of Housing Units:
Between 656 units (30 DUA) and 1,296 units (60 DUA)

Background and Description:

This area comprises multiple parcels that are currently developed with a variety of uses including: various light industrial uses such as vehicle service and repair shops, mini-storage facilities, contractors' yards, vehicle inventory storage for a nearby car dealership, as well as auto salvage, dismantling, and recycling facilities, and assorted light commercial uses such as a restaurant and car stereo shop. There is one property along Old Santa Rita Road that is currently developed with residential units (rental apartments); these units are legal non-conforming.

Key Considerations and Feasibility for Site Development:

There are over 20 parcels with several under common ownership. Most parcels have a single owner, although one property includes commercial condominiums under separate ownerships. Along Old Santa Rita Road, nine of the parcels are considered vacant or highly underutilized (e.g., very low intensity outdoor uses, with small outbuildings). The majority of the buildings along Old Santa Rita Road were constructed in the 1970's and early 1980's. Many of the buildings are considerably outdated without any major improvements done in recent years. The site is also located within ½ of freeway on-ramps and the 10R Rapid Bus line along Santa Rita Road. Although this area comprises commercial uses, there are a number of residential developments in the vicinity, and a nearby site (the California Center) has been entitled for high-density residential development.

Area 12 – Pimlico Area (North Side)

Location: 4003-4011 Pimlico Drive

APN: 946 110103102, 946 110103502, 946 11013604

General Plan Designation: Retail/Highway/Service Commercial Business and Professional Offices

Current Zoning

Designation: Planned Unit Development – Commercial (PUD-C) and Freeway Interchange Commercial District (C-F)



Area Size: 3.06 acres

Estimated Potential Number of Housing Units: Between 64 units (30 DUA) and 85 units (40 DUA)

Background and Description:

This area consists of three sites that are currently developed with a variety of uses including a used auto dealership, a carwash, and rental car agency. The subject sites include large areas dedicated to surface parking with limited small-scale buildings and other improvements.

Key Considerations and Feasibility for Site Development:

All of the properties within this area are underutilized, with low intensity commercial uses and large areas of surface parking; most buildings are outdated without any major improvements in recent years. The area is a ¼ mile from the I-580 freeway on-ramp and abuts the eastbound freeway on-ramp that parallels I-580. Adjacent uses include multifamily residential uses to the east and a childcare center (KinderCare) and a small commercial shopping center are located to the west. A fast-food restaurant, McDonalds, is located to the west and I-580 is located to the north of the subject sites.

Area 14 – St. Elizabeth Seton

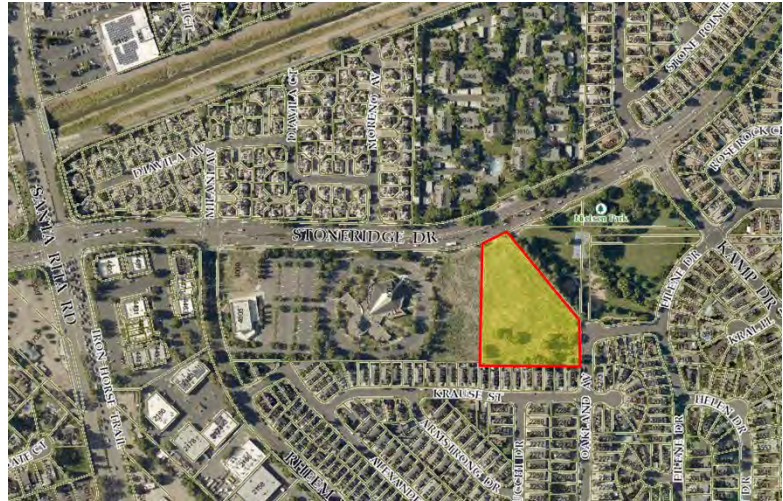
Location: Vacant, adjacent to 4001 Stoneridge Drive

APN: 946 455001704

General Plan Designation: Medium Density Residential

Current Zoning Designation: Agriculture (A) District

Lot Size (or portion of property proposed for development): 2.94 acres



Estimated Potential Number of Housing Units: Between 34 units (12 DUA) and 51 units (18 DUA)

Background and Description:

This subject area is a vacant parcel, owned by the Archdiocese of Oakland, located adjacent to the existing St. Elizabeth Seton Church.

Key Considerations and Feasibility for Site Development:

The subject site is currently vacant and located near the intersection of two major arterial streets, Stoneridge Drive and Santa Rita Road. The site currently has a General Plan Designation of Medium Density Residential which would allow for a density between 2-8 DUA, although this is not consistent with the Zoning, Agriculture, which would allow for one dwelling per five acres. Thus a change to the zoning designation would be required to bring it into alignment with the land use designation identified in the General Plan. The site is generally flat and is unimproved. Nielson Park is located to the east, medium density residential uses are located to the south, St. Elizabeth Seton Church is located to the west, and the iMT Apartments are located across Stoneridge Drive to the north. The property owner has expressed interest in housing development on this site.

Area 15 - Rheem Drive Area: Southwest Side

Location: 2110, 2118, 2126, 2134, 2142, 2150, 2158, 2166, 2174, 2178, 2186, and 2182 Rheem Drive

APN: 946 455000700, 946 455000800, 946 455001001, 946 455001100, 946 455001200, 946 455001300, 946 455001400, 946 455002700, 946 455002800, 946 455002900, 946 455003000, 946 455003100



General Plan Designation:
General and Limited Industrial

Current Zoning Designation: Planned Unit Development–Industrial (PUD-I)

Area Size: 9.80 acres

Estimated Potential Number of Housing Units:
Between 78 units (8 DUA) and 137 units (14 DUA)

Background and Description:

This area is made up of 11 parcels developed with one-story light industrial/service commercial buildings and surface parking. The sites back up to the Iron Horse Trail and front on Rheem Drive, directly across from attached single family units and townhomes.

Key Considerations and Feasibility for Site Development:

The buildings within this area were constructed in the early 1980's and are developed with light industrial and warehouse buildings. Many of the buildings are considerably outdated, without any major improvements in recent years. The site is proximate to Santa Rita Road and the 10R rapid bus line.

Area 16 – Tri-Valley Inn

Location: 2025 Santa Rita Road

APN: 946 329500104

General Plan Designation:
Retail/Highway/Service Commercial
Business and Professional Offices

Current Zoning Designation:
Freeway Interchange Commercial
District (C-F)

**Lot Size (or portion of property
proposed for development):** 2.30
acres



Estimated Potential Number of Housing Units:
Between 37 units (15 DUA) and 62 units (25 DUA)

Background and Description:

The site is currently developed with a 34-unit motel and surface parking. A restaurant is also located on the site and has frontage on Santa Rita Road.

Key Considerations and Feasibility for Site Development:

The Tri-Valley Inn was constructed in 1954. Staff has received inquiries from the property owner interested in converting the property to a residential use and being considered as part of the Housing Element update. The site is located along a major arterial; adjacent uses include Mission Plaza across Lockhart Lane to the south, single-family residential uses to the north, west, and across Santa Rita Road to the east. A small proportion of the subject site is adjacent to 154-unit multi-family residential development that consists of apartment units and townhomes. The 10R Rapid bus line runs along Santa Rita Road.

Area 18 - Valley Plaza

Location: 1801, 1803, 1807, 1809, 1811 Santa Rita Road & 4295, 4285, 4303, 4305 Valley Avenue

APN: 946 329500202, 946 329500600, 946 329500700, 946 329500900, 946 329501000, 946 329501100, 946 329501200, 946 329501300,

General Plan Designation:
Retail/Highway/Service Commercial
Business and Professional Offices

Current Zoning Designation:
Planned Unit Development –
Commercial (PUD-C)



Lot Size (or portion of property proposed for development): 7.81 acres, 5.5 acres would be developed for housing

Estimated Potential Number of Housing Units:
Between 166 units (30 DUA) and 220 units (40 DUA)

Background and Description:

Valley Plaza shopping center is developed across eight parcels with six property owners. The shopping center includes five multi-tenant commercial buildings, two fast-food drive-thru restaurants and one restaurant in a standalone building. All parking within the center is surface parking.

Key Considerations and Feasibility for Site Development:

Valley Plaza was constructed in the 1970's and consists of eight commercial and office buildings. During the Housing Element process, staff received statements of interest from two of the six property owners, who together control ownership of approximately 80 percent of the center's acreage across four of the eight parcels. The property owners have indicated that they are interested in rezoning their properties to allow for future residential development. Staff is recommending a mixed-use project to retain neighborhood-serving retail uses within the center. Although the redevelopment area comprises over seven acres, to accommodate replacement commercial uses, only 5.5 acres are identified as the housing site.

A service station is located to the southeast of the site. Other adjacent uses include apartments and townhomes to the west, a two-story office building to the north (and Mission Plaza further north), and medium-density residential uses consisting of townhome and single-family development across Santa Rita Road to the east.

Area 20 - Boulder Court

Location: 3400 & 3500 Boulder Street

APN: 946 125101300, 946 12510000

General Plan Designation: General and Limited Industrial

Current Zoning Designation: General Industrial District (I-G-40)

Lot Size (or portion of property proposed for development): 9.45 acres



Estimated Potential Number of Housing Units:

Between 284 units (30 DUA) and 378 units (40 DUA)

Background and Description:

The two sites are currently occupied by a construction equipment contractor and a concrete mix supplier. On-site buildings and structures are very limited, and each property is considered underutilized.

Key Considerations and Feasibility for Site Development:

The sites are considered underutilized with very low intensity uses and minimal site improvements. Adjacent uses include Oldcastle Infrastructure, a manufacturer/supplier of pre-cast concrete products, across Boulder Street to the north, light industrial uses to the west, a self-storage facility to the south and to the east. The site lies within a much wider area of service commercial and light industrial uses. Stanley Boulevard and the railroad tracks lie to the south of the area.

Area 21 - Kiewit

Location: 3300 Busch Road

APN: 946 125100704, 946 125100809, 946 125103300

General Plan

Designation: General and Limited Industrial

Current Zoning

Designation: General Industrial District (I-G-40)



Lot Size (or portion of property proposed for development): 51.62 acres

Estimated Potential Number of Housing Units:

150 units at 30 DUA, and between 320 units (8 DUA) and 560 units (14 DUA)

Background and Description:

The subject site is considered vacant and underutilized with only small outbuildings currently on-site. It is currently occupied by a construction equipment storage company, operating under a short-term lease.

Key Considerations and Feasibility for Site Development:

The subject site has long been discussed for potential residential development, including consideration as part of the 4th Cycle Housing Element update and in the Draft East Pleasanton Specific Plan (not adopted), although no decision to allow residential uses on these specific sites has been made. There is interest in developing the site with an affordable high density residential development up to 150 units on approximately five acres of the site with the remainder of the site developed with a mix of between 300-375 single-family detached and attached units as well as a dedicated park/open space area.

The site is located within the City limits and Urban Growth Boundary.

Area 22 – Merritt Property

Location: 4131 & 4141 Foothill Road

APN: 941 095000301, 941 095000303,
941 095000311, 941 095000312

General Plan Designation: Low
Density Residential

Current Zoning Designation:
Unincorporated Alameda County

**Lot Size (or portion of property
proposed for development):** 46.30
acres



Estimated Potential Number of Housing Units:
90 units (2 DUA)

Background and Description:

The subject property is an unincorporated parcel located west of Foothill Boulevard.

Key Considerations and Feasibility for Site Development:

Over the past 20 years, the owners of these properties have showed continued interest in annexing the property into Pleasanton and developing it as a residential development. Staff has recently received a preliminary application to construct a 111-unit age-qualified community, consisting of 89 single-family detached homes (including one existing home), 22 affordable courtyard detached and duet homes for seniors. Although the property is currently unincorporated, it has Pleasanton General Plan land use designation of Low Density Residential which allows for a maximum density of 2 dwelling units per acre (91 units total based on the property size). Adjacent and nearby uses are residential; Foothill High School is located farther to the north. The property is in unincorporated Alameda County and is currently not located within City boundaries, therefore annexation would be required. Consistent with state law the City would be required to negotiate transfer of a portion of County RHNA to the City, following annexation.

Area 23 – Sunol Boulevard Properties

Location: 5505, 5675 Sunol Boulevard

APN: 947 000400105, 947 000400107, 947 000400214, 947 000400304, 947 000400400

General Plan Designation:
General and Limited Industrial

Current Zoning Designation:
Industrial Park District (I-P)



Lot Size (or portion of property proposed for development): 24.48 acres

Estimated Potential Number of Housing Units:
Between 718 units (30 DUA) and 956 units (40 DUA)

Background and Description:

This area is composed of five parcels owned by four owners. Uses include a hardware store and lumber yard, a public storage facility and a warehouse distribution center. All of the parcels include large areas of surface parking.

Key Considerations and Feasibility for Site Development:

The sites are considered underutilized with very low intensity uses and very little site improvements in relationship to the lot sizes. In addition, the sites are located within ½ mile of freeway on ramps. Adjacent uses include the ThermoFisher Scientific campus to the south, residential uses to the west and north, and St. Augustine Cemetery and light-industrial buildings and office buildings across Sunol Boulevard to the east. Staff has received affirmative interest from two of the four property owners in redeveloping their properties for housing.

Area 24 - Sonoma Drive Area

Location: 5674-5791 Sonoma Drive and 5600 Sunol Blvd

APN: 948 000900100, 948 000900200, 948 000900300, 948 000900401, 948 000900600, 948 000900900, 948 000901000, 948 000901100, 948 000901200, 948 000901300, 948 000901600, 948 000901700

General Plan Designation: General and Limited Industrial

Current Zoning Designation: Industrial Park District (I-P)



Lot Size (or portion of property proposed for development): 6.51 acres

Estimated Potential Number of Housing Units:
Between 98 units (15 DUA) and 163 units (25 DUA)

Background and Description:

This subject area is currently developed with a number of single-story small-scale light industrial buildings. There are total of 12 parcels, two of which are vacant. This area serves as an entry that leads into a residential neighborhood to the east of Sunol Boulevard.

Key Considerations and Feasibility for Site Development:

There is a total of 12 properties however a number of adjacent properties are under common ownership including the two vacant parcels northeast of the intersection of Sunol Boulevard and Sonoma Drive.

With the exception of one building built in 1999, the remainder of the buildings were built in the mid 1980's. Many of the buildings are considerably outdated without any major improvements done in recent years. The sites are also located within ½ mile of freeway on ramps. Adjacent uses include St. Augustine's Cemetery to the south, residential uses to the north and east, and a hardware store and lumber yard, a public storage facility and a warehouse distribution center across Sunol Boulevard to the west.

Area 25 – PUSD District

Location: 4750 First Street

APN: 094 000100103

General Plan Designation: Public Institutional

Current Zoning Designation: Public and Institutional District (P)

Lot Size (or portion of property proposed for development): 10.68 acres



Estimated Potential Number of Housing Units:
Between 81 units (8 DUA) and 163 units (16 DUA)

Background and Description:

The subject property is the current location of the Pleasanton Unified School District offices, Village High School, Horizons Early Education Center, District Maintenance yard, and STEAM preschool.

Key Considerations and Feasibility for Site Development:

Many of the site's buildings were constructed in the 1970's and are considered outdated. Based on the PUSD's growing needs, it is seeking opportunities to relocate its existing facilities from this site to another location, and making the site available for residential development, although the school district would need to identify and obtain a new location for all current operations on the site prior to any future development. The District is actively pursuing acquisition of space elsewhere in Pleasanton to accommodate several of the uses located on this site.

The site does not include the adjacent ballfield and park along Bernal Avenue (Pleasanton Upper Playfields) which would remain a City facility. The PUSD property lies outside of the boundaries of the Downtown Specific Plan. Bernal Avenue and First Street, both major arterials, border the site. Nearby uses include a commercial building and parking lot immediately opposite the site, single family residential uses across Abbie Street to the north, and the playfields to the east. The nearby downtown area offers transit and convenient shopping and services with a short walking distance.

Area 27 – PUSD Vineyard

Location: Vineyard Avenue, between Thiessen Street and Manoir Lane

APN: 946 461900100

General Plan Designation: Public and Institutional

Current Zoning Designation: Planned Unit Development – Elementary School (PUD – Elementary School)

Lot Size (or portion of property proposed for development): 10.64-acre lot with 5 acres proposed to be used for housing

Estimated Potential Number of Housing Units:
Between 15 units (3 DUA) and 25 units (5 DUA)

Background and Description:

The subject property is currently vacant and is zoned PUD-Elementary School. It is part of the Vineyard Avenue Corridor Specific Plan, and is surrounded by rural density, large single-family residential homes.

Key Considerations and Feasibility for Site Development:

The subject site was dedicated to the Pleasanton Unified School District as part of the development of the Vineyard Avenue Specific Plan, as a prospective location for a future school site. Based on the location, PUSD has determined that the location would not be suitable for a new school and has indicated an interest in identifying the site for future residential development. The site is currently part of the Vineyard Avenue Specific Plan and would require a Specific Plan Amendment to allow for residential development.



Area 29 - Oracle

Location: 5805 Owens Drive

APN: 941 277800305

General Plan Designation:
Mixed Use/Business Park

Current Zoning Designation:
Planned Unit Development –
Industrial/Commercial-Office
(PUD-I/C-O)

**Lot Size (or portion of property
proposed for development):**

20.61 acres, with 3 acres
proposed to be used for housing



Estimated Potential Number of Housing Units: Between 135 units (45 DUA), 210 units (60 DUA), and 262 units (75 DUA)

Background and Description:

The site is currently developed with two five-story office buildings and a four-level parking structure on the eastern portion of the property with an approximately 3-acre portion of the site along the western side of the property vacant.

Key Considerations and Feasibility for Site Development:

The Oracle site consists of with two five-story office buildings and a four-level parking structure built in 2009. The property owners have indicated they are interested in evaluating the future development of their property and have identified a vacant approximately 3.0 acres portion of the property along the western side directly adjacent to the BART parking lot (another high-density site) as available and suitable for high-density residential development. The site is located within Hacienda with a high concentration of office employment and tall, large buildings in the area. The site is directly adjacent to the BART and the 580-freeway.

B.3.3 Housing Sites Map

The following maps show the inventory of sites by income category. Sites that were also included in the 5th Cycle Housing Element are identified with a bold border.

Figure B-1: 6th Cycle Housing Element Site Inventory Map by Income Category (Northern Portion of Pleasanton)

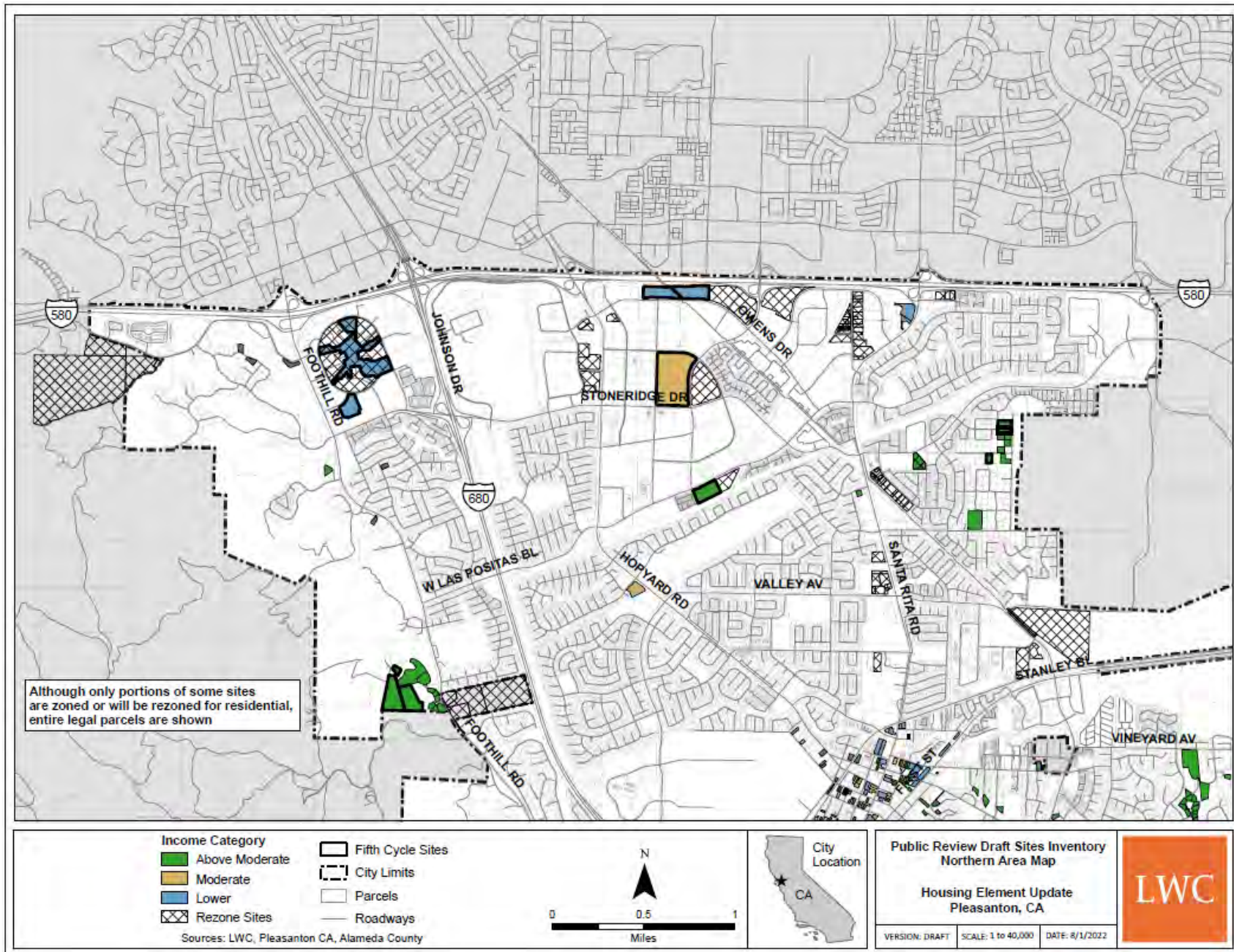


Figure B-2: 6th Cycle Housing Element Site Inventory Map by Income Category (Central Portion of Pleasanton)

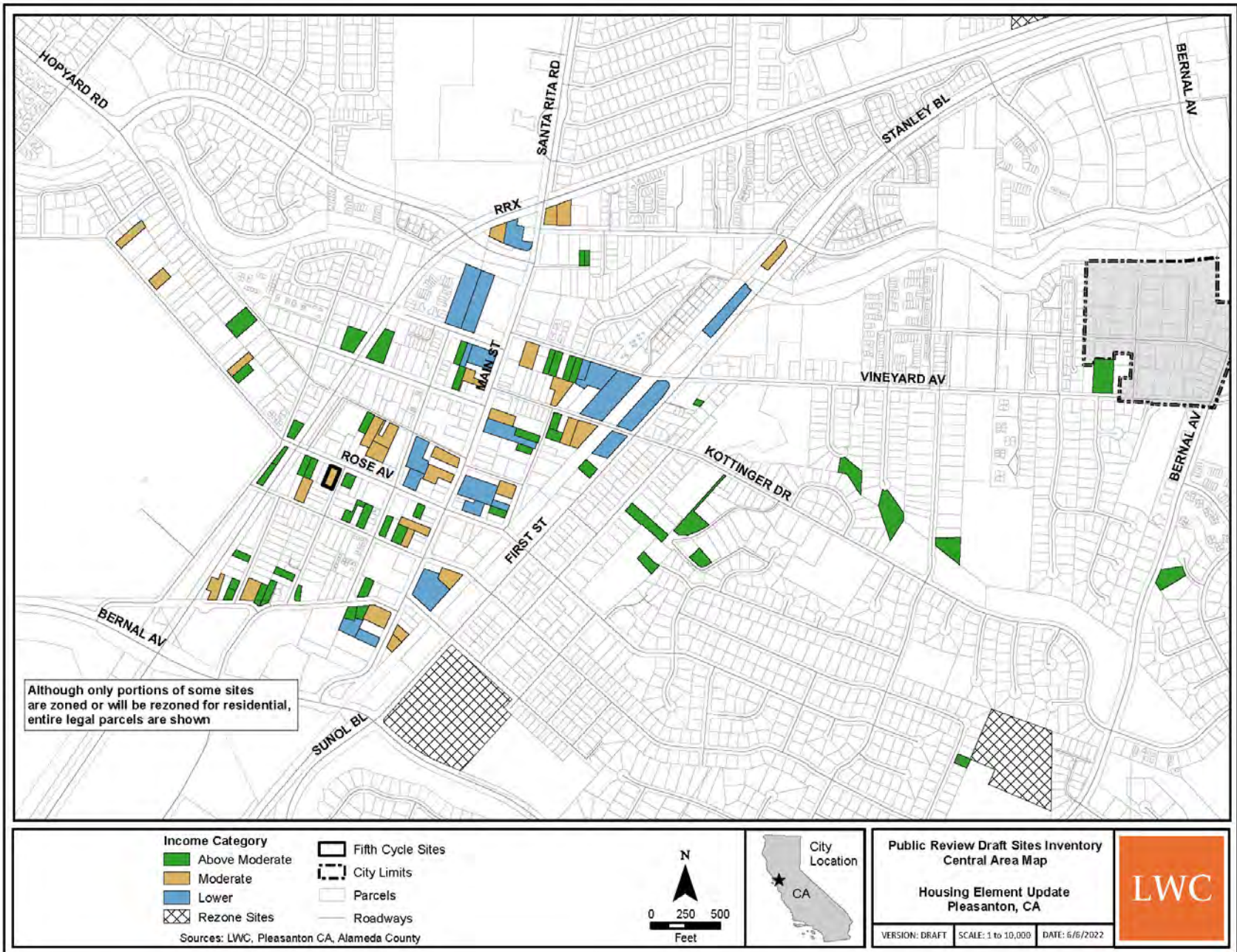


Figure B-3: 6th Cycle Housing Element Site Inventory Map by Income Category (Southwest Portion of Pleasanton)

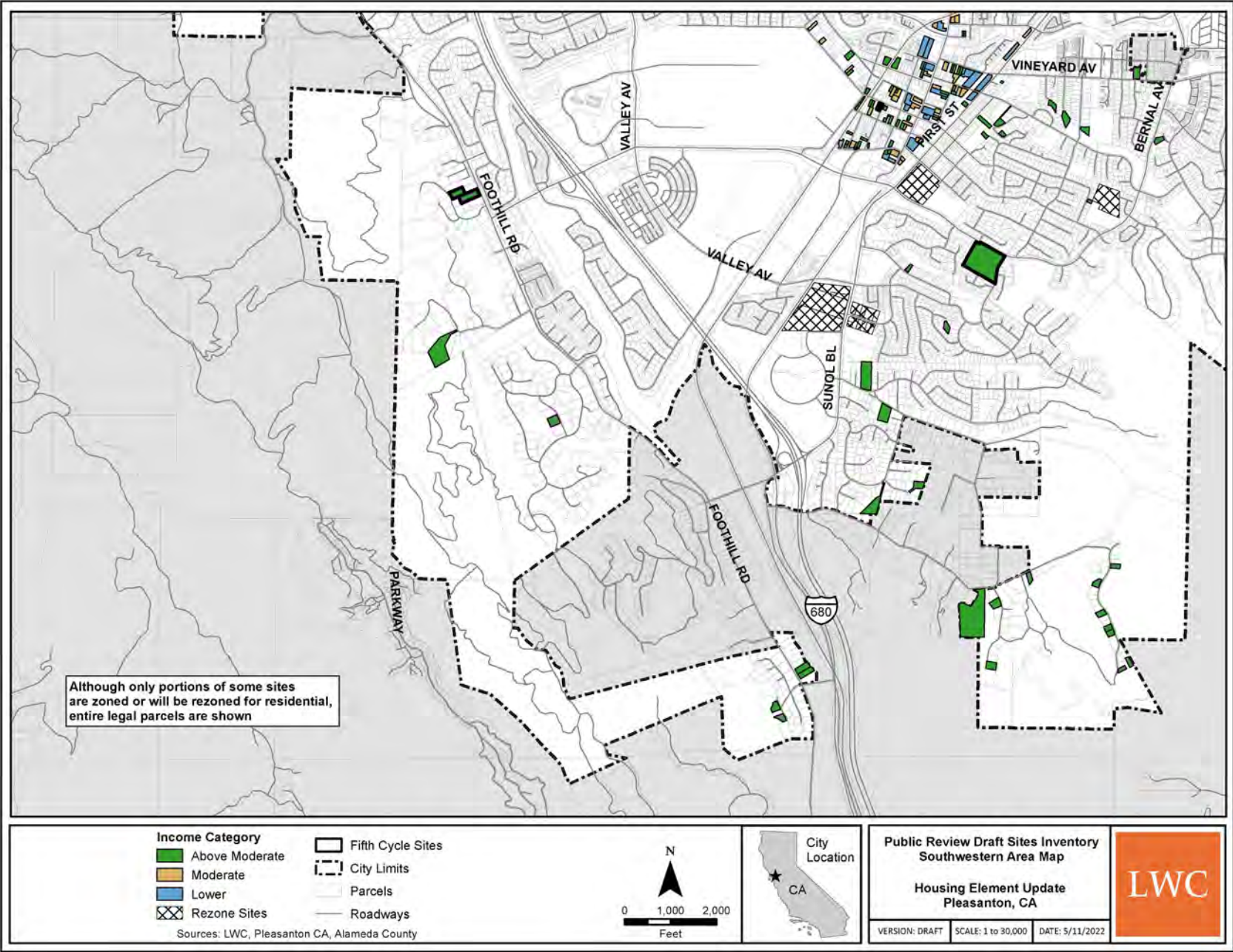
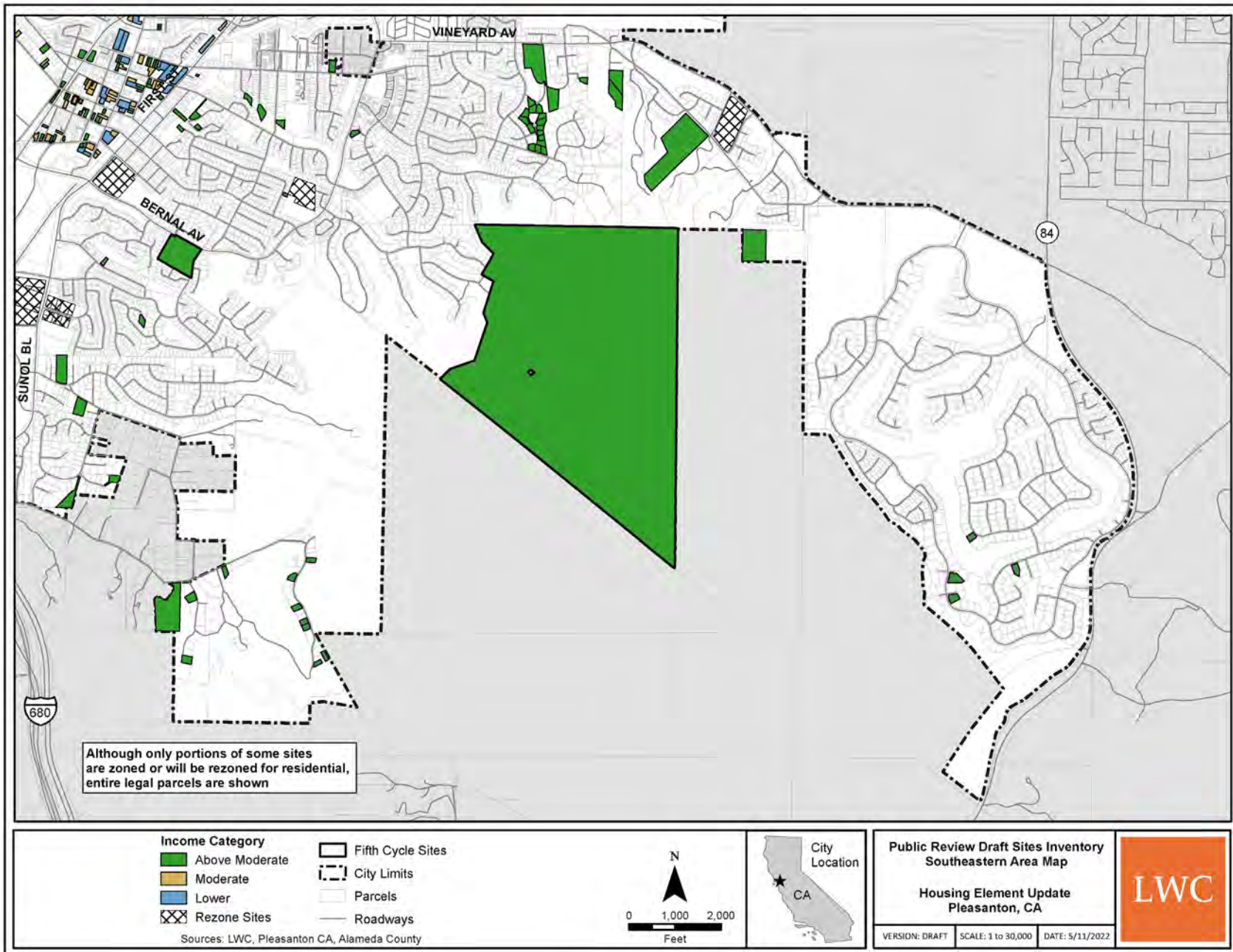


Figure B-4: 6th Cycle Housing Element Site Inventory Map by Income Category (Southeast Portion of Pleasanton)



B.3.4 Housing Sites Tables

Table B-12 lists the parcels in the City's housing sites inventory with unit capacity by income category, excluding parcels identified for rezoning.

Table B-13 lists all of the rezone parcels with unit capacity by income category.

Table B-12: Housing Sites (Under Existing Zoning)

APN	Zoning	General Plan ¹	Parcel Size	Site (size)	Vacant/Existing Use	Year Built	Unit Dev. Potential ²	FAR Dev. Potential ²	5th Cycle Site ³	Income Category	Units (max)	Units (realistic, net)	Lower	Moderate	Above Moderate
094 010400300	C-C	Commercial	0.13 A (1.3 acres)		Vacant	0				Lower	6	3	3		
094 010400803	C-C	Commercial	0.28 A (1.3 acres)		Commercial building, surface parking	1956	4.1	11.9		Lower	12	2	2		
094 010401200	C-C	Commercial	0.87 A (1.3 acres)		Commercial building, surface parking	0				Lower	38	15	15		
094 012202300	C-C	Commercial	0.16 B (0.73 acres)		Parking lot	0				Lower	7	3	3		
094 012200103	C-C	Commercial	0.57 B (0.73 acres)		Bank, surface parking	0	24.6			Lower	25	9	9		
094 011004900	C-C	Commercial	0.19 C (0.93 acres)		Commercial buildings, surface parking lot	1900	8.4	10.3		Lower	8	2	2		
094 011005000	C-C	Commercial	0.74 C (0.93 acres)		Commercial building, surface parking	0	32.3	7.9		Lower	32	12	12		
094 015700104	C-C	Commercial	0.28 D (0.63 acres)		Commercial building, surface parking	0	3.1	9.9		Lower	12	1	1		
094 015700112	C-C	Commercial	0.35 D (0.63 acres)		Commercial buildings/offices, surface parking lot	0	3.8	3.3		Lower	15	2	2		
094 015100805	C-C	Commercial	0.32 E (0.97 acres)		Commercial building w. interior parking	0	7.0	1.9		Lower	14	4	4		
094 015100806	MU-T	MixedUse	0.64 E (0.97 acres)		Offices, surface parking	0	4.7	1.6		Lower	28	5	5		
094 010600404	C-C	Commercial	0.55		Auto dealership, surface parking	1952	11.9	6.5		Lower	24	7	7		
946 337001900	C-C	Commercial	0.63		Commercial building, surface parking	1979	6.8	13.6		Lower	27	7	7		
094 010701004	C-C	Commercial	0.70		Vacant	0				Lower	30	18	18		
094 011005101	C-C	Commercial	0.79		Funeral home, surface parking	0				Lower	34	14	14		
946 110004400	C-C	Commercial	0.99		Vacant	0				Lower	43	26	26		
094 010200804	C-C	Commercial	1.05		Commercial buildings, surface parking	1979	9.1	10.1		Lower	46	13	13		
094 011400700	C-C	Commercial	1.05		Restaurant	0	45.9	73.3		Lower	46	5	5		
094 011001411	C-C	Commercial	1.11		Commercial building, surface parking	0	5.4	11.2		Lower	48	10	10		
094 011400800	C-C	Commercial	1.24		Single-family residences (2 units), surface parking	1887	27.0	17.1		Lower	54	5	5		
094 011004503	C-C	Commercial	1.52		Vacant	0				Lower	66	40	40		
946 110004300	C-C	Commercial	3.62		Commercial building, surface parking	0	157.8	10.2		Lower	158	62	62		
941 120109403	C-R(m)/PUD-MU	Commercial/MixedUse	28.63	Only 10 acres zoned for residential	Stoneridge Shopping Center surface parking lots	1981			YES	Lower	400	400	88		312
941 120105203	PUD-MU	Commercial	6.06		Parking lot	0			YES	Lower	182	182	182		
941 277101500	PUD-MU	MixedUseBusinessPark	6.93		BART surface parking lot	0			YES	Lower	208	259	259		
941 277800200	PUD-MU	MixedUseBusinessPark	7.97		BART surface parking lot	0			YES	Lower	239	296	296		

Table B-12: Housing Sites (Under Existing Zoning)

APN	Zoning	General Plan ¹	Parcel Size	Site (size)	Vacant/Existing Use	Year Built	Unit Dev. Potential ²	FAR Dev. Potential ²	5th Cycle Site ³	Income Category	Units (max)	Units (realistic, net)	Lower	Moderate	Above Moderate
094 015200800	C-C	Commercial	0.16		Commercial parking lot	0				Moderate	7	3			3
094 015701100	C-C	Commercial	0.17		Commercial/Restaurant/Bar	1930	7.2	1.9		Moderate	7	2			2
094 015701000	C-C	Commercial	0.17		Vacant	0				Moderate	8	5			5
094 019900107	C-C	Commercial	0.26		Vacant	0				Moderate	11	7			7
946 337001300	C-C	Commercial	0.27		Offices, surface parking	0	11.6	4.0		Moderate	12	4			4
094 012200300	C-C	Commercial	0.28		Commercial buildings, surface parking	0	12.3	4.0		Moderate	12	4			4
094 010400100	C-C	Commercial	0.29		Commercial/industrial property	1916	6.3	12.9		Moderate	13	3			3
946 168000500	C-C	Commercial	0.31		Vacant	0				Moderate	13	8			8
094 015200401	C-C	Commercial	0.31		Restaurant, surface parking	1977	13.4	10.2		Moderate	13	4			4
094 010600306	C-C	Commercial	0.34		Local Market and surface parking	0	7.3	10.0		Moderate	15	4			4
094 010701700	C-C	Commercial	0.34		Commercial building, surface parking	1951	14.7	4.1		Moderate	15	5			5
094 015100102	C-C	Commercial	0.35		Bank, surface parking	1971	15.3	10.8		Moderate	15	5			5
094 010200101	C-C	Commercial	0.35		Restaurant/Bar and surface parking	1968	15.3	14.7		Moderate	15	5			5
946 168901500	C-C	Commercial	0.39		Vacant	0				Moderate	17	10			10
094 015100300	C-C	Commercial	0.41		Commercial buildings, surface parking lot	1910	3.6	8.1		Moderate	18	2			2
094 011003300	C-C	Commercial	0.42		Multi-family housing (4 units) and surface parking	1955	4.6	12.4		Moderate	18	3			3
094 011001907	C-C	Commercial	0.44		Single-family residence	1915	19.3	57.3		Moderate	19	7			7
094 010600308	C-C	Commercial	0.47		Offices, surface parking lot	0	20.6	14.9		Moderate	21	7			7
094 015700119	C-C	Commercial	0.48		Bank, surface parking	0	20.8	17.1		Moderate	21	7			7
094 015400405	MU-T	MixedUse	0.31		Single-family residence	1900	13.6	21.7		Moderate	14	4			4
094 015501200	MU-T	MixedUse	0.36		Single-family residence	1900	15.6	21.4		Moderate	16	5			5
941 276100300	PUD-MU	MixedUseBusinessPark	33.37		Industrial complex, surface parking	2008	1001.2		YES	Moderate	372	372			372
094 015300100	RM-15	HighDensity	0.26		Vacant	0			YES	Moderate	8	4			4
094 012703401	RM-15	HighDensity	0.27		Single-Family Residence	1922	7.8	4.0		Moderate	8	3			3
094 012704017	RM-15	HighDensity	0.28		Single-Family Residence w. pool	1949	8.0	5.9		Moderate	8	3			3
094 015300500	RM-15	HighDensity	0.31		Single-family residence	1895	8.9	3.6		Moderate	9	4			4
094 012705504	RM-15	HighDensity	0.34		Single-family residence	1955	9.8	3.2		Moderate	10	4			4
094 015101200	RM-15	HighDensity	0.37		Single-family residence	1910	10.6	5.5		Moderate	11	4			4
094 015102500	RM-15	HighDensity	0.39		Single-family homes	1910	11.4	6.4		Moderate	11	5			5
094 015102604	RM-15	HighDensity	0.41		Single-family residence	1900	11.9	3.4		Moderate	12	5			5
941 090706200	RM-15	HighDensity	2.98		Church, preschool, surface parking	1978	86.7	3.5		Moderate	87	44			44

Table B-12: Housing Sites (Under Existing Zoning)

APN	Zoning	General Plan ¹	Parcel Size	Site (size)	Vacant/Existing Use	Year Built	Unit Dev. Potential ²	FAR Dev. Potential ²	5th Cycle Site ³	Income Category	Units (max)	Units (realistic, net)	Lower	Moderate	Above Moderate
946 455001704	A	MediumDensity	2.94		Vacant	0				Above Moderate	1	1			1
946 169100700	C-C	Commercial	0.10		Vacant	0				Above Moderate	4	3			3
946 169100800	C-C	Commercial	0.10		Single-Family Residence	1923	4.2			Above Moderate	4	1			1
094 010702002	C-C	Commercial	0.13		Offices	1935	5.8	5.5		Above Moderate	6	1			1
094 015202700	C-C	Commercial	0.13		Restaurant, surface parking	1968	5.9	6.4		Above Moderate	6	1			1
094 015700115	C-C	Commercial	0.16		Single-Family Residence	1951	6.8	21.0		Above Moderate	7	2			2
094 010400400	C-C	Commercial	0.16		Restaurant/Bar	1900	6.8	7.5		Above Moderate	7	2			2
094 015700117	C-C	Commercial	0.16		Single-Family Residence	1950	7.0	18.9		Above Moderate	7	2			2
094 010600102	C-C	Commercial	0.17		Single-Family Residence	1904	7.3	17.2		Above Moderate	7	2			2
094 011003600	C-C	Commercial	0.17		Single-Family Residence	1900	3.7	8.0		Above Moderate	7	1			1
094 010601002	C-C	Commercial	0.18		Single-Family Residence	1930	4.0	14.2		Above Moderate	8	1			1
094 012200600	C-C	Commercial	0.20		Office, surface parking	1930	4.4	8.6		Above Moderate	9	1			1
094 012202200	C-C	Commercial	0.20		Single-family residence	1940	8.8	28.6		Above Moderate	9	3			3
094 011004000	C-C	Commercial	0.21		Office, surface parking	2003	9.2	4.7		Above Moderate	9	1			1
094 011003900	C-C	Commercial	0.21		Single-Family Residence, surface parking	1940	9.2	24.0		Above Moderate	9	3			3
094 010600602	C-C	Commercial	0.22		Commercial building, surface parking	1900	9.4	29.7		Above Moderate	9	3			3
094 010701006	C-C	Commercial	0.23		Single-Family Residence	1903	3.3	6.2		Above Moderate	10	1			1
094 015200900	C-C	Commercial	0.23		Multi-family residence (3 units), surface parking	1900	3.4	4.4		Above Moderate	10	1			1
094 011003700	C-C	Commercial	0.24		Single-Family Residence	1910	10.5	30.5		Above Moderate	10	3			3
941 171001001	C-C	Commercial	1.18		Vacant	0				Above Moderate	51	1			1
094 015502203	MU-T	MixedUse	0.04		Vacant	0				Above Moderate	2	1			1
094 015502202	MU-T	MixedUse	0.04		Vacant	0				Above Moderate	2	1			1
094 015601508	MU-T	MixedUse	0.10		Office, surface parking	1915	4.3	6.6		Above Moderate	4	1			1
094 015400301	MU-T	MixedUse	0.10		Single-Family Residence	1948	4.5	6.9		Above Moderate	5	1			1
094 015400302	MU-T	MixedUse	0.12		Single-Family Residence	1948	5.0	5.5		Above Moderate	5	1			1
094 015501101	MU-T	MixedUse	0.14		Single-Family Residence	1895	6.3	8.5		Above Moderate	6	2			2
094 015501102	MU-T	MixedUse	0.18		Single-family homes	1956	7.8	2.5		Above Moderate	8	2			2

Table B-12: Housing Sites (Under Existing Zoning)

APN	Zoning	General Plan ¹	Parcel Size	Site (size)	Vacant/Existing Use	Year Built	Unit Dev. Potential ²	FAR Dev. Potential ²	5th Cycle Site ³	Income Category	Units (max)	Units (realistic, net)	Lower	Moderate	Above Moderate
094 015201102	MU-T	MixedUse	0.18		Single-Family Residence	1931	7.8	5.4		Above Moderate	8	2			2
094 015601002	MU-T	MixedUse	0.21		Single-Family Residence	1950	9.2	9.5		Above Moderate	9	3			3
949 000200800	PUD-A	LowDensity	1.84		Single-Family Residence	0				Above Moderate	1	1			1
950 002701800	PUD-A/OS/LDR	LowDensity	0.55		Vacant	0				Above Moderate	1	1			1
950 002802100	PUD-A/OS/LDR	LowDensity	0.79		Vacant	0				Above Moderate	1	1			1
950 002902500	PUD-A/OS/LDR	LowDensity	0.75		Vacant	0				Above Moderate	1	1			1
950 002802500	PUD-A/OS/LDR	LowDensity	1.27		Vacant	0				Above Moderate	1	1			1
941 210000900	PUD-A/RDR	RuralDensity	10.78		Vacant	0			YES	Above Moderate	1	1			1
946 460600400	PUD-HR/OS	PublicHealthandSafety	2.42		Vacant	0				Above Moderate	1	1			1
946 460600300	PUD-HR/OS	LowDensity	2.42		Single-Family Residence	0				Above Moderate	2	1			1
949 001703400	PUD-LDR	LowDensity	0.48		Vacant	0				Above Moderate	1	1			1
948 001700603	PUD-LDR	LowDensity	3.15		Single-Family Residence w. pool	1946				Above Moderate	6	5			5
946 114604600	PUD-LDR	LowDensity	1.67		Single-Family Residence w. pool	1977			YES	Above Moderate	2	1			1
946 114604700	PUD-LDR	LowDensity	1.66		Single-Family Residence w. pool	1987			YES	Above Moderate	2	1			1
946 457400400	PUD-LDR	LowDensity	1.01		Single-Family Residence	1961			YES	Above Moderate	1	1			1
946 460301700	PUD-LDR	LowDensity	0.52		Vacant	0				Above Moderate	1	1			1
946 460301500	PUD-LDR	LowDensity	0.37		Vacant	0				Above Moderate	1	1			1
946 460302000	PUD-LDR	LowDensity	0.57		Vacant	0				Above Moderate	1	1			1
946 460300900	PUD-LDR	LowDensity	0.49		Vacant	0				Above Moderate	1	1			1
946 460300800	PUD-LDR	LowDensity	0.48		Vacant	0				Above Moderate	1	1			1
946 460302100	PUD-LDR	LowDensity	0.53		Vacant	0				Above Moderate	1	1			1
946 460301400	PUD-LDR	LowDensity	0.34		Vacant	0				Above Moderate	1	1			1
946 460301600	PUD-LDR	LowDensity	0.60		Vacant	0				Above Moderate	1	1			1
946 460301300	PUD-LDR	LowDensity	0.36		Vacant	0				Above Moderate	1	1			1

Table B-12: Housing Sites (Under Existing Zoning)

APN	Zoning	General Plan ¹	Parcel Size	Site (size)	Vacant/Existing Use	Year Built	Unit Dev. Potential ²	FAR Dev. Potential ²	5th Cycle Site ³	Income Category	Units (max)	Units (realistic, net)	Lower	Moderate	Above Moderate
946 460301200	PUD-LDR	LowDensity	0.59		Vacant	0				Above Moderate	1	1			1
946 460300700	PUD-LDR	LowDensity	0.49		Vacant	0				Above Moderate	1	1			1
946 460301900	PUD-LDR	LowDensity	0.65		Vacant	0				Above Moderate	1	1			1
941 198001901	PUD-LDR	LowDensity	0.57		Vacant	0				Above Moderate	1	1			1
946 405007600	PUD-LDR	LowDensity	1.07		Vacant	0				Above Moderate	1	1			1
949 001703702	PUD-LDR	LowDensity	0.56		Vacant	0				Above Moderate	1	1			1
949 001704600	PUD-LDR	LowDensity	0.46		Vacant	0				Above Moderate	1	1			1
949 001704200	PUD-LDR	LowDensity	0.56		Vacant	0				Above Moderate	1	1			1
949 001705100	PUD-LDR	LowDensity	0.37		Vacant	0				Above Moderate	1	1			1
946 114604200	PUD-LDR	LowDensity	0.76		Vacant	0				Above Moderate	1	1			1
946 114605200	PUD-LDR	LowDensity	0.87		Vacant	0				Above Moderate	1	1			1
946 114605100	PUD-LDR	LowDensity	0.87		Vacant	0				Above Moderate	1	1			1
946 114605400	PUD-LDR	LowDensity	0.86		Vacant	0				Above Moderate	1	1			1
946 460001800	PUD-LDR	LowDensity	0.46		Vacant	0				Above Moderate	1	1			1
946 444001700	PUD-LDR	LowDensity	0.92		Vacant	0				Above Moderate	1	1			1
949 001704500	PUD-LDR	LowDensity	0.46		Vacant	0				Above Moderate	1	1			1
949 001704900	PUD-LDR	LowDensity	0.41		Vacant	0				Above Moderate	1	1			1
946 444001800	PUD-LDR	LowDensity	0.92		Single-Family Residence	2020				Above Moderate	1	1			1
949 001702200	PUD-LDR	LowDensity	0.53		Single-Family Residence	2018				Above Moderate	1	1			1
946 457400200	PUD-LDR	LowDensity	1.30		Vacant	0				Above Moderate	1	2			2
946 457401102	PUD-LDR	LowDensity	4.97		Single-family residence	1982				Above Moderate	35	5			5
941 282001000	PUD-LDR/C/PHS/WO	LowDensity	0.79		Vacant	0				Above Moderate	1	1			1
941 282000900	PUD-LDR/C/PHS/WO	LowDensity	0.82		Vacant	0				Above Moderate	1	1			1
946 460003000	PUD-LDR/OS	LowDensity	2.53		Board and care home on large otherwise undeveloped lot	1987				Above Moderate	3	3			3
946 461401900	PUD-LDR/OS	LowDensity	7.17		Nursery	1973				Above Moderate	9	9			9
946 461401500	PUD-LDR/OS	LowDensity	0.53		Vacant	0				Above Moderate	1	1			1

Table B-12: Housing Sites (Under Existing Zoning)

APN	Zoning	General Plan ¹	Parcel Size	Site (size)	Vacant/Existing Use	Year Built	Unit Dev. Potential ²	FAR Dev. Potential ²	5th Cycle Site ³	Income Category	Units (max)	Units (realistic, net)	Lower	Moderate	Above Moderate
946 461401700	PUD-LDR/OS	LowDensity	0.48		Vacant	0				Above Moderate	1	1			1
946 461401600	PUD-LDR/OS	LowDensity	0.57		Vacant	0				Above Moderate	1	1			1
941 210100300	PUD-LDR/RDR/OS	RuralDensity	0.69		Vacant	0				Above Moderate	1	1			1
941 210100200	PUD-LDR/RDR/OS	RuralDensity	0.52		Vacant	0				Above Moderate	1	1			1
941 210100100	PUD-LDR/RDR/OS	RuralDensity	1.05		Vacant	0				Above Moderate	1	1			1
941 210100700	PUD-LDR/RDR/OS	RuralDensity	0.56		Vacant	0				Above Moderate	1	1			1
941 210100600	PUD-LDR/RDR/OS	RuralDensity	0.44		Vacant	0				Above Moderate	1	1			1
941 210100500	PUD-LDR/RDR/OS	RuralDensity	0.55		Vacant	0				Above Moderate	1	1			1
941 210001100	PUD-LDR/RDR/OS	RuralDensity	2.24		Vacant	0				Above Moderate	1	1			1
941 210001200	PUD-LDR/RDR/OS	RuralDensity	7.30		Vacant	0				Above Moderate	1	1			1
948 000400603	PUD-MDR	MediumDensity	10.25		Single-family residence	1954			YES	Above Moderate	80	30			30
941 276201101	PUD-MU	MixedUseBusinessPark	6.61		Office buildings, surface parking	1985			YES	Above Moderate	83	83			83
950 000500500	PUD-OS	PublicHealthandSafety	7.95		Single-Family Residence, rural	0				Above Moderate	1	1			1
946 135001507	PUD-OS	PublicHealthandSafety	20.00		Single-Family Residence w. pool	1980				Above Moderate	4	3			3
946 458505000	PUD-RDR/LDR	LowDensity	0.56		Vacant	0				Above Moderate	1	1			1
946 458505200	PUD-RDR/LDR	LowDensity	0.73		Vacant	0				Above Moderate	1	1			1
941 210000500	PUD-RDR/LDR/OS	RuralDensity	7.83		Vacant	0			YES	Above Moderate	6	1			1
950 000400208	PUD-RDR/OS	LowDensity/ParksRecreation	560.34		Vacant	0			YES	Above Moderate	10	10			10
941 180201500	PUD-RURAL/LDR/A	LowDensity	1.08		Vacant	0				Above Moderate	1	1			1
949 001900200	PUD-SRDR	LowDensity1Dwelling/2Acres	10.23		Single-family residence	1960				Above Moderate	5	5			5
949 001901400	PUD-SRDR	LowDensity1Dwelling/2Acres	0.85		Vacant	0				Above Moderate	1	1			1
949 001901600	PUD-SRDR	LowDensity1Dwelling/2Acres	0.86		Vacant	0				Above Moderate	1	1			1
946 170400801	R-1-10	MediumDensity	0.82		Single-Family Residence	1950	3.6			Above Moderate	4	2			2
949 000500500	R-1-20	LowDensity	0.87		Vacant	0				Above Moderate	2	1			1
949 000402100	R-1-20	LowDensity	2.09		Vacant	0				Above Moderate	5	2			2
946 393000402	R-1-40	LowDensity	1.11		Vacant	0			YES	Above Moderate	1	1			1

Table B-12: Housing Sites (Under Existing Zoning)

APN	Zoning	General Plan ¹	Parcel Size	Site (size)	Vacant/Existing Use	Year Built	Unit Dev. Potential ²	FAR Dev. Potential ²	5th Cycle Site ³	Income Category	Units (max)	Units (realistic, net)	Lower	Moderate	Above Moderate
946 393000501	R-1-40	LowDensity	1.61		Single-Family Residence	1957	1.8	7.3	YES	Above Moderate	2	1			1
946 394700200	R-1-40	Agriculture	4.66		Single-Family Residence	1973	5.1	13.9		Above Moderate	5	1			1
946 255000600	R-1-65	MediumDensity	0.16		Driveway for church property	0				Above Moderate	1	1			1
094 002100100	R-1-65	MediumDensity	0.26		Vacant	0				Above Moderate	2	1			1
094 012000600	R-1-65	MediumDensity	0.49		Single-Family Residence	1923	3.3	3.3		Above Moderate	3	1			1
094 006601201	R-1-65	MediumDensity	0.49		Single-Family Residence	1959	3.3	7.1		Above Moderate	3	1			1
946 254901000	R-1-65	MediumDensity	0.51		Single-Family Residence w. pool	1972	3.4	3.9		Above Moderate	3	2			2
946 254405908	R-1-65	MediumDensity	0.53		Single-Family Residence	1973	3.6	3.5		Above Moderate	4	2			2
946 332501800	R-1-65	MediumDensity	0.54		Single-Family Residence	1961	3.6	4.3		Above Moderate	4	2			2
948 001107800	R-1-65	MediumDensity	0.55		Single-Family Residence	1971	3.7	5.0		Above Moderate	4	2			2
094 012702101	R-1-65	MediumDensity	0.56		Single-Family Residence w. pool	1951	3.7	3.0		Above Moderate	4	2			2
094 001900700	R-1-65	MediumDensity	0.57		Single-Family Residence	1905	3.8	13.6		Above Moderate	4	2			2
941 105104800	R-1-65	MediumDensity	0.61		Single-Family Residence	1950	4.1	3.5		Above Moderate	4	2			2
094 001903200	R-1-65	MediumDensity	0.69		Single-Family Residence	1959	4.6	10.0		Above Moderate	5	2			2
094 006604200	R-1-65	MediumDensity	0.87		Single-Family Residence	1966	5.8	8.3		Above Moderate	6	3			3
094 015300701	RM-15	HighDensity	0.11		Single-Family Residence	1944	3.2	3.7		Above Moderate	3	1			1
094 015400200	RM-15	HighDensity	0.14		Single-Family Residence	1895	4.1	4.4		Above Moderate	4	1			1
094 015202002	RM-15	HighDensity	0.17		Single-Family Residence	1940	5.0	3.5		Above Moderate	5	2			2
094 015300900	RM-15	HighDensity	0.17		Single-Family Residence	1951	5.0	3.5		Above Moderate	5	2			2
094 015500800	RM-15	HighDensity	0.17		Single-Family Residence	1895	5.0	3.7		Above Moderate	5	2			2
094 015300800	RM-15	HighDensity	0.17		Single-Family Residence	1910	5.0	3.3		Above Moderate	5	2			2
094 015300702	RM-15	HighDensity	0.18		Vacant	0				Above Moderate	5	3			3
094 015201600	RM-15	HighDensity	0.19		Single-Family Residence	1910	5.6	3.5		Above Moderate	6	2			2
094 015102400	RM-15	HighDensity	0.20		Single-Family Residence	1931	5.7	4.3		Above Moderate	6	2			2
094 015101900	RM-15	HighDensity	0.20		Single-Family Residence	1922	5.9	5.3		Above Moderate	6	2			2
094 012703300	RM-15	HighDensity	0.23		Single-Family Residence	1912	6.6	6.9		Above Moderate	7	2			2
094 015201400	RM-15	HighDensity	0.25		Single-Family Residence w. pool	1923	7.2	4.4		Above Moderate	7	3			3
094 009502400	RM-25	HighDensity	0.06		Vacant	0				Above Moderate	1	1			1
948 000700800	RM-25	HighDensity	0.30		Single-family residence	1967	5.3	4.2		Above Moderate	5	4			4
094 001903800	RM-4	MediumDensity	0.25		Vacant	0				Above Moderate	3	3			3
094 012203101	RM-40	HighDensity	0.58		Single-Family Residence w. pool	0				Above Moderate	4	3			3
											Total	2,283	1,090	552	641

¹ The parcels with Public Health and Safety General Plan designation allow residential through the PUD zoning.

² Blanks indicate that the parcel data showed no existing floor area or existing units.

³ Vacant parcels identified in the 5th Cycle Housing Element are assumed to have also been included in the 4th Cycle Housing Element.

Source: City of Pleasanton, Alameda County Assessor, LWC

Table B-13: Rezone Sites

APN	Parcel Size (acres) ¹	Area #	Area Name	Vacant/Existing Use	Owner Interest	Income	APN Units (Min)	APN Units (Max) ²	APN Units (Realistic Capacity) ³	Lower	Moderate	Above Moderate
941 25000200	0.73	1	Lester	Vacant	Yes	Above Moderate	0	0	0			0
941 25000300	12.61	1	Lester	Vacant	Yes	Above Moderate	3	3	3			3
941 27000200	12.39	1	Lester	Vacant	Yes	Above Moderate	3	3	3			3
941 26000206	98.85	1	Lester	Vacant	Yes	Above Moderate	25	25	25			25
941 120102800	9.68	2	Stoneridge Shopping Center	Parking Lot	Yes	Lower	136	218	136	136		
941 120102900	9.77	2	Stoneridge Shopping Center	Parking Lot	Yes	Lower	137	220	137	137		
941 120103006	11.91	2	Stoneridge Shopping Center	Parking Lot	Yes	Above Moderate	168	268	168			168
941 120109200	8.36	2	Stoneridge Shopping Center	Parking Lot	Yes	Lower	118	188	118	118		
941 120109403	28.63 (only 10 acres will be zoned for lower income)	2	Stoneridge Shopping Center	Parking Lot	Yes	Lower	253	405	253	141		112
941 120109500	6.22	2	Stoneridge Shopping Center	Parking Lot	Yes	Lower	88	140	88	88		
941 130101303	1.14	4	Owens (Motel 6 and Tommy Ts	Commercial Uses (Hotel and Restaurant) and Parking	Unknown	Lower	35	46	35	35		
941 130104701	1.16	4	Owens (Motel 6 and Tommy Ts	Commercial Uses (Hotel and Restaurant) and Parking	Unknown	Lower	36	48	36	36		
941 277103300	1.39	5	Laborer Council	Office Building and Parking	Yes	Lower	41	54	41	41		
941 130105700	1.36	6	Signature Center	Office Buildings and Parking Structure	Yes	Lower	31	41	31	31		
941 130105800	5.16	6	Signature Center	Office Buildings and Parking Structure	Yes	Lower	116	155	116	116		
941 130105900	5.37	6	Signature Center	Office Buildings and Parking Structure	Yes	Lower	121	161	121	121		
941 130106001	2.77	6	Signature Center	Office Buildings and Parking Structure	Yes	Lower	62	83	62	62		
941 276100403	16.35 (only 2 acres will be zoned for lower income)	7	Hacienda Terrace	Office Building	Yes	Lower	60	80	60	60		
941 276201301	4.86	8	Muslim Community Center	Office Building	Yes	Moderate	75	125	100		100	
941 277900900	15.51 (only 5 acres will be zoned for lower income)	9	Metro 580	Commercial/Retail (Kohl's, Party City) and Parking	Yes	Lower	225	375	225	225		

Table B-13: Rezone Sites

APN	Parcel Size (acres) ¹	Area #	Area Name	Vacant/Existing Use	Owner Interest	Income	APN Units (Min)	APN Units (Max) ²	APN Units (Realistic Capacity) ³	Lower	Moderate	Above Moderate
941 283000100	0.01	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	0	0	0			0
941 283001300	0.03	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	1	2	1			1
941 283001700	0.03	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	1	2	1			1
941 283001900	0.04	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	1	2	1			1
941 283002000	0.03	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	1	2	1			1
941 283002100	0.03	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	1	2	1			1
941 283002300	0.03	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	1	2	1			1
941 283002400	0.03	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	1	2	1			1
941 283002500	0.05	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	1	3	1			1
941 283002600	0.02	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	1	1	1			1
941 283002700	0.02	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	1	1	1			1
941 283001100	0.05	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	2	3	2			2
941 283001200	0.07	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	2	4	2			2
941 283001800	0.06	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	2	3	2			2
941 283002200	0.07	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	2	4	2			2
941 283001400	0.10	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	3	6	3			3
946 110001000	0.10	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	3	6	3			3
941 283001500	0.14	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	4	8	4			4
941 283001600	0.13	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	4	8	4			4
941 283000300	0.18	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	5	10	5			5
941 283000700	0.17	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	5	10	5			5
941 283000200	0.20	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	6	12	6			6
941 283000500	0.25	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	7	15	7			7
941 283000400	0.43	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	13	25	13			13
941 283000600	0.29	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Moderate	9	17	9		9	
941 283000800	0.51	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Lower	15	30	15	15		
941 283002800	1.11	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	33	65	33			33
941 283002900	0.45	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	14	27	13			13
946 110000203	0.82	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Lower	25	48	24	24		
946 110000300	0.51	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Lower	15	30	15	15		
946 110000400	0.61	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Lower	18	36	18	18		
946 110000500	0.97	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Lower	29	58	29	29		
946 110000600	1.01	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Lower	30	60	30	30		
946 110000800	0.57	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Lower	17	34	17	17		

Table B-13: Rezone Sites

APN	Parcel Size (acres) ¹	Area #	Area Name	Vacant/Existing Use	Owner Interest	Income	APN Units (Min)	APN Units (Max) ²	APN Units (Realistic Capacity) ³	Lower	Moderate	Above Moderate
946 110000900	0.90	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Lower	27	53	27	27		
946 110001100	1.35	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Lower	40	80	40	40		
946 110001200	1.62	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Lower	49	96	48	48		
946 110001402	0.65	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Lower	19	38	19	19		
946 110001701	3.53	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Lower	106	209	104	104		
946 110002900	1.06	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Lower	32	63	31	31		
946 110003000	0.28	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Above Moderate	8	17	8			8
946 110003103	0.98	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Lower	29	58	29	29		
946 320000205	2.66	11	Old Santa Rita Area	Commercial and Light Industrial	Unknown	Lower	80	157	79	79		
946 110103102	0.90	12	Pimlico Area (North side)	Commercial (Car Wash, Car Rental)	Unknown	Lower	19	25	19	19		
946 110103502	1.41	12	Pimlico Area (North side)	Commercial (Car Wash, Car Rental)	Unknown	Lower	29	39	29	29		
946 110103604	0.76	12	Pimlico Area (North side)	Commercial (Car Wash, Car Rental)	Unknown	Lower	16	21	16	16		
946 455001704	2.94	14	St. Elizabeth Seton	Vacant	Yes	Above Moderate	34	51	43			43
946 455002700	0.20	15	Rheem Drive Area (Southwest side)	Light Industrial/Commercial	Unknown	Above Moderate	2	3	2			2
946 455002800	0.21	15	Rheem Drive Area (Southwest side)	Light Industrial/Commercial	Unknown	Above Moderate	2	3	2			2
946 455002900	0.22	15	Rheem Drive Area (Southwest side)	Light Industrial/Commercial	Unknown	Above Moderate	2	3	2			2
946 455003000	0.20	15	Rheem Drive Area (Southwest side)	Light Industrial/Commercial	Unknown	Above Moderate	2	3	2			2
946 455000800	0.86	15	Rheem Drive Area (Southwest side)	Light Industrial/Commercial	Unknown	Above Moderate	7	12	9			9
946 455001100	0.86	15	Rheem Drive Area (Southwest side)	Light Industrial/Commercial	Unknown	Above Moderate	7	12	9			9
946 455001200	0.86	15	Rheem Drive Area (Southwest side)	Light Industrial/Commercial	Unknown	Above Moderate	7	12	9			9
946 455000700	0.86	15	Rheem Drive Area (Southwest side)	Light Industrial/Commercial	Unknown	Above Moderate	7	12	10			10
946 455001300	0.98	15	Rheem Drive Area (Southwest side)	Light Industrial/Commercial	Unknown	Above Moderate	8	14	11			11
946 455001400	0.98	15	Rheem Drive Area (Southwest side)	Light Industrial/Commercial	Unknown	Above Moderate	8	14	11			11
946 455003100	1.59	15	Rheem Drive Area (Southwest side)	Light Industrial/Commercial	Unknown	Above Moderate	13	22	18			18
946 455001001	1.96	15	Rheem Drive Area (Southwest side)	Light Industrial/Commercial	Unknown	Above Moderate	16	27	22			22

Table B-13: Rezone Sites

APN	Parcel Size (acres) ¹	Area #	Area Name	Vacant/Existing Use	Owner Interest	Income	APN Units (Min)	APN Units (Max) ²	APN Units (Realistic Capacity) ³	Lower	Moderate	Above Moderate
946 329500104	2.30	16	Tri Valley Inn	Motel and Surface Parking	Yes	Above Moderate	37	62	50			50
946 329501200	0.18	18	Valley Plaza	Restaurant and Parking	Yes	Above Moderate	4	5	4			4
946 329500202	0.87	18	Valley Plaza	Multi-tenant Commercial Center and Parking	Yes	Lower	18	24	18	18		
946 329500600	0.50	18	Valley Plaza	Multi-tenant Commercial Center and Parking	Yes	Moderate	11	14	11		11	
946 329500700	1.37	18	Valley Plaza	Multi-tenant Commercial Center, Restaurants and Parking	Yes	Lower	29	39	29	29		
946 329500900	2.07	18	Valley Plaza	Multi-tenant Commercial Center and Parking	Yes	Lower	44	58	44	44		
946 329501000	2.04	18	Valley Plaza	Multi-tenant Commercial Center and Parking	Yes	Lower	43	57	43	43		
946 329501100	0.37	18	Valley Plaza	Standalone Fast-Food Restaurant and Parking	Yes	Above Moderate	8	10	8			8
946 329501300	0.41	18	Valley Plaza	Standalone Fast-Food Restaurant and Parking	Yes	Above Moderate	9	11	9			9
946 338000600	2.62	19	Black Avenue	Office Building and Parking	Yes	Above Moderate	39	65	52			52
946 125101000	7.00	20	Boulder Court	Construction Contractor and Concrete Mix Supplier	Unknown	Lower	210	280	210	210		
946 125101300	2.46	20	Boulder Court	Construction Contractor and Concrete Mix Supplier	Unknown	Lower	74	98	74	74		
946 125100704	49.07 (only 5 acres will be zoned for lower income)	21	Kiewit	Vacant. (Short-Term Lease for Outdoor Storage Yard)	Yes	Lower	447	723	590	150		440
946 125100809	1.22	21	Kiewit	Vacant	Yes	Lower	11	18	0			
946 125103300	1.33	21	Kiewit	Vacant	Yes	Lower	12	19	0			
941 095000301	3.06	22	Merritt	Vacant	Yes	Above Moderate	6	6	6			6
941 095000303	5.30	22	Merritt	Vacant	Yes	Above Moderate	10	10	10			10
941 095000312	12.76	22	Merritt	Vacant	Yes	Above Moderate	25	25	25			25
941 095000311	25.18	22	Merritt	Vacant	Yes	Above Moderate	49	49	49			49

Table B-13: Rezone Sites

APN	Parcel Size (acres) ¹	Area #	Area Name	Vacant/Existing Use	Owner Interest	Income	APN Units (Min)	APN Units (Max) ²	APN Units (Realistic Capacity) ³	Lower	Moderate	Above Moderate
947 000400105	0.77	23	Sunol Blvd	Hardware Store/Lumber Yard, Public Storage, and Warehouse/Distribution	Yes, Unknown	Lower	23	30	23	23		
947 000400107	3.13	23	Sunol Blvd	Hardware Store/Lumber Yard, Public Storage, and Warehouse/Distribution	Yes, Unknown	Lower	92	122	92	92		
947 000400214	0.81	23	Sunol Blvd	Hardware Store/Lumber Yard, Public Storage, and Warehouse/Distribution	Yes, Unknown	Lower	24	32	24	24		
947 000400304	11.39	23	Sunol Blvd	Hardware Store/Lumber Yard, Public Storage, and Warehouse/Distribution	Yes, Unknown	Moderate	334	445	334		334	
947 000400400	8.38	23	Sunol Blvd	Hardware Store/Lumber Yard, Public Storage, and Warehouse/Distribution	Yes, Unknown	Lower	245	327	245	245		
948 000900100	0.70	24	Sonoma Drive Area	Underutilized/vacant. Low-Intensity Commercial Uses and Parking	Unknown	Above Moderate	11	18	14			14
948 000900200	0.58	24	Sonoma Drive Area	Underutilized/vacant. Low-Intensity Commercial Uses and Parking	Unknown	Above Moderate	9	14	12			12
948 000900300	0.57	24	Sonoma Drive Area	Underutilized/vacant. Low-Intensity Commercial Uses and Parking	Unknown	Above Moderate	9	14	12			12
948 000900401	1.15	24	Sonoma Drive Area	Underutilized/vacant. Low-Intensity Commercial Uses and Parking	Unknown	Above Moderate	17	29	23			23
948 000900600	0.54	24	Sonoma Drive Area	Underutilized/vacant. Low-Intensity Commercial Uses and Parking	Unknown	Above Moderate	8	14	11			11
948 000900900	0.48	24	Sonoma Drive Area	Underutilized/vacant. Low-Intensity Commercial Uses and Parking	Unknown	Above Moderate	7	12	10			10
948 000901000	0.48	24	Sonoma Drive Area	Underutilized/vacant. Low-Intensity Commercial Uses and Parking	Unknown	Above Moderate	7	12	10			10
948 000901100	0.48	24	Sonoma Drive Area	Underutilized/vacant. Low-Intensity Commercial Uses and Parking	Unknown	Above Moderate	7	12	10			10
948 000901200	0.48	24	Sonoma Drive Area	Underutilized/vacant. Low-Intensity Commercial Uses and Parking	Unknown	Above Moderate	7	12	10			10
948 000901300	0.45	24	Sonoma Drive Area	Underutilized/vacant. Low-Intensity Commercial Uses and Parking	Unknown	Above Moderate	7	11	9			9
948 000901600	0.30	24	Sonoma Drive Area	Underutilized/vacant. Low-Intensity Commercial Uses and Parking	Unknown	Above Moderate	5	8	6			6
948 000901700	0.29	24	Sonoma Drive Area	Underutilized/vacant. Low-Intensity Commercial Uses and Parking	Unknown	Above Moderate	4	7	6			6
094 000100103	10.68	25	PUSD-District	PUSD Administrative Office, Preschool, and Maintenance Yard. PUSD seeking to re-locate Facilities	Yes	Above Moderate	81	163	122			122
946 255001401	6.40	26	St. Augustine	Vacant	Yes	Above Moderate	8	29	19			19
946 461900100	10.64	27	PUSD- Vineyard	Vacant	Yes	Above Moderate	15	25	20			20
941 277800305	20.61 (only 3 acres will be zoned for lower income)	29	Oracle	Vacant. Surplus Portion of Oracle Campus Site	Yes	Lower	135	225	135	135		
Total Capacity										3,023	454	1,530

¹ Only portions of some parcels are proposed for rezoning/available for development. See Section B.3.2 for more information.

² Maximum density for lower-income sites ranges from 40 to 80 units per acre.

³ While some parcels have no units projected, they are included because they may be considered part of a larger site.

Source: City of Pleasanton, Alameda County Assessor, LWC

DRAFT

This page is intentionally blank

Appendix C: Housing Constraints

Contents

- Appendix C: Housing Constraints 1
- Section C.1 Introduction and Summary2
 - C.1.1 Introduction2
 - C.1.2 Summary2
- Section C.2 Governmental Constraints3
 - C.2.1 Introduction3
 - C.2.2 Land Use Controls4
 - C.2.3 Building and Housing Codes and Enforcement26
 - C.2.4 Permits and Procedures.....27
 - C.2.5 On and Off-site Improvements36
- Section C.3 Non-Governmental Constraints.....37
 - C.3.1 Housing Supply/Conditions37
 - C.3.2 Development Costs.....38
 - C.3.3 Availability of Financing.....39
 - C.3.4 Market Constraints Summary40
 - C.3.5 Community Resistance to Housing40
- Section C.4 Environmental and Infrastructure Constraints41
 - C.4.1 Environmental Constraints41
 - C.4.2 Infrastructure Constraints.....41

Section C.1 Introduction and Summary

C.1.1 Introduction



This Appendix covers local governmental, non-governmental, and environmental and infrastructure constraints to housing production in Pleasanton.



C.1.2 Summary

City policies and regulations, such as the Zoning Ordinance, as well as market factors outside of the City’s control affect the quantity and type of residential development that occurs in Pleasanton. The following summarizes key governmental and nongovernmental constraints to housing development as detailed in this Appendix.

Governmental Constraints

- Pleasanton makes extensive use of Planned Unit Development (PUD) zoning to provide flexibility from conventional zoning standards and/or in conjunction with requested property re-zonings, including from non-residential to residential use. Although City Council approval is required, projects with higher overall densities, exceptions to standards that achieve a more desirable project, and a greater number of affordable units have been approved through the PUD process than would have been possible through conventional zoning standards. Objective design standards currently being prepared will apply to residential and mixed-use projects and result in a non-discretionary PUD process consistent with the Housing Accountability Act.
- Subjective design guidelines and findings for approval, while limited in their applicability to multi-family projects due to state law (SB 330), could still result in

uncertainty for developers and a longer permit review process. The City is currently preparing objective design standards for residential and mixed-use projects.

- Certain zoning provisions will need to be updated to comply with state law (e.g., allow Low Barrier Navigation Centers in mixed-use zones and nonresidential zones where multi-family is allowed (AB 101), allow qualifying supportive housing by-right where residential is allowed (AB 2162), increase density bonus up to 50 percent (AB 2345), etc.).

Nongovernmental Constraints

- Economic conditions in Pleasanton reflect a competitive housing market for both for-sale and rental housing.
- Pleasanton is generally built out, so future housing development will be constrained by existing development or require demolishing existing structures, improvements, and uses. The lack of available vacant land may constrain housing production due to the increased costs associated with redevelopment.

Section C.2 Governmental Constraints

C.2.1 Introduction

Local policies and regulations can affect the quantity and type of residential development. Since governmental actions can constrain the development and the affordability of housing, state law requires the Housing Element to "address and, where appropriate and legally possible, remove governmental constraints to the maintenance, improvement, and development of housing" (Government Code §65583(c)(3)).

As with other cities, Pleasanton's development standards and requirements are intended to protect the long-term health, safety, and welfare of the community. The City charges fees and has various procedures and regulations developers are required to follow. There are many locally imposed land use and building requirements that can affect the type, appearance, and cost of housing built in Pleasanton. These local requirements include zoning standards, development processing procedures, development fees, and subdivision design standards. Other building and design requirements imposed by Pleasanton follow state laws, the California Building Code, Subdivision Map Act, energy conservation requirements, etc. In addition to a review of these policies and regulations, an analysis of the governmental constraints on housing production for persons with disabilities is included in this Section.

C.2.2 Land Use Controls

This section provides an overview of the City’s land use controls and their relation to the City’s housing supply.

General Plan Land Use Designations

The City adopted the Pleasanton General Plan 2005 – 2025 in 2009. The Land Use Element of the General Plan directs the location and form of future development in the city.

The General Plan includes five land use designations that allow residential development at a variety of densities (see Table C-1). The General Plan indicates density ranges for residential development so that zoning districts can be consistent with the General Plan and to enable developments of varying densities to be built under each residential land use designation. The mid-point of the General Plan density ranges is used to designate holding capacity so that the City can plan its infrastructure, facilities, and services to accommodate new development. This concept acknowledges that development will occur both under and over the mid-point, while in general averaging towards the mid-point at build-out.

Table C-1: City General Plan Residential Land Use Designations

General Plan Designation	Allowable Density Range	Average (Mid-Point) Density ¹
Rural-Density Residential	0-0.2 units/acre	0.2 units/acre
Low-Density Residential	0-2 units/acre	1.0 units/acre
Medium-Density Residential	2-8 units/acre	5.0 units/acre
High-Density Residential	8+ units/acre	15.0 units/acre
Mixed-Use	20+ units/acre ²	N/A ²

¹ The average or mid-point of the General Plan density ranges designates holding capacity so that the City can plan its infrastructure, facilities, and services to accommodate new development. Development is expected to occur both under and over the mid-point density, while averaging towards the mid-point at build-out.

² Density will be based on a planned unit development (PUD) or specific plan, but is subject to 150% maximum floor area ratio (FAR).

Source: City of Pleasanton General Plan

The Rural-, Low-, and Medium-Density designations are discrete density ranges, and the mid-point, in addition to being used for holding capacity, indicates a density above which project amenities are required to be provided to compensate for the added density of housing built. Land Use Element Policy 11 identifies the following examples of amenities to justify higher densities: provision of affordable housing and dedication and/or improvement of parkland, open space, or trails beyond City requirements.

While the General Plan does not establish density maximums for High-Density Residential and Mixed-Use designations, the maximum density for properties in these designations shall be determined on a case-by-case basis based on site characteristics, amenities, and affordable housing incorporated into the development (Land Use Element Policy 11). Furthermore, density maximums are established in zoning districts, described under Zoning Districts below.

Specific Plans

The City has a number of adopted specific plans, the majority of which were put in place to guide new development in largely undeveloped areas of the city such specific plans include the North Sycamore Specific Plan, Vineyard Avenue Corridor Specific Plan, Happy Valley Specific Plan, Bernal Specific Plan, Laguna Oaks Specific Plan, and Stoneridge Drive Specific Plan. In most cases the land uses envisioned under those specific plans are now largely built out. The Downtown Specific Plan was originally adopted in 1989 with comprehensive updates in 2002 and 2019, addressing development and redevelopment within Pleasanton's historic downtown and surrounding neighborhoods.

Zoning Districts

The Zoning Ordinance is Title 18 of the Pleasanton Municipal Code; Title 17 of the Pleasanton Municipal Code - Planning and Other Matters incorporates several chapters that also relate to land use and housing. The Zoning Ordinance and Zoning Map are available on the City's website consistent with Government Code §65940.1(a)(1)(B). This Section analyzes the Zoning Ordinance and the zoning districts which allow residential development, including the Mixed Use-Transitional (MU-T) and Mixed Use-Downtown (MU-D) zoning districts, which were established in 2019 according to the Downtown Specific Plan. Table C-2 lists the zoning districts that allow residential development with a description of each.

Table C-2: Zoning Districts that Allow Residential Development

Zoning District	Description
Agricultural (A)	Allows certain agricultural activities and ensures adequate light, air, and privacy for each dwelling unit.
One-Family Residential (R-1)	Allows one-family dwellings while preserving hillsides and protecting residential properties from hazards.
Multi-Family Residential (RM)	Allows a variety of types of dwellings while protecting residential properties from hazards.
Mixed Use-Transitional (MU-T)	Accommodates a range of lower-intensity commercial uses that are compatible with residential uses.
Mixed Use-Downtown (MU-D)	Supports a balanced mix of uses and is intended to foster a dynamic missed use destination at the southern end of the downtown that complements and extends the vitality of the existing Central-Commercial District.
Central Commercial (C-C)	Maintains a compact and more intensive central business district with an attractive pedestrian shopping area.
<i>Source: City of Pleasanton Zoning Ordinance</i>	

Development Standards

Development standards can constrain new residential development if the standards make it economically unfeasible or physically impractical to develop a particular lot, or when it is difficult to find suitable parcels to accommodate development meeting the criteria for building form, massing, height, and density in a particular zoning district.

Through its Zoning Ordinance, the City enforces minimum site development standards for new residential uses. Table C-3 summarizes the basic standards for the City's zoning districts that allow residential development.

Table C-3: Development Standards in Zones that Allow Residential Development

Zoning District		Site Area / Unit (s.f.)	Max. Units / Acre ¹	Min. Lot Dimensions			Min. Setbacks (ft.)			Group Usable OpenSpace / Unit (s.f.)	Floor Area Limit (Floor Area Ratio (FAR))	Max. Height of Main Structure (ft.)
				Area (s.f.)	Width (ft.)	Depth (ft.)	Front	One Side / Both Sides	Rear			
Agricultural	A	--	1/site	5 acres	300	--	30	30/100	50	--	--	30
One-Family Residential	R-1-40,000	40,000	1.09	40,000	150	150	30	5/50	30	--	0.25	30
	R-1-20,000	20,000	2.18	20,000	100	125	25	5/30	25	--	0.30	30
	R-1-10,000	10,000	4.36	10,000	80	100	23	5/20	20	--	0.40	30
	R-1-8,500	8,500	5.12	8,500	75	100	23	5/15	20	--	0.40	30
	R-1-7,500	7,500	5.81	7,500	70	100	23	5/14	20	--	0.40	30
	R-1-6,500	6,500	6.70	6,500	65	100	23	5/12	20	--	0.40	30
Multi-Family Residential	RM-4,000	4,000	10.89	8,000	70	100	20 ²	7/16 ²	30 ²	--	0.40	30
	RM-2,500	2,500	17.42	7,500	70	100	20 ²	8/20 ²	30 ²	400 ^{3,4}	0.50	30
	RM-2,000	2,000	21.78	10,000	80	100	20 ²	8/20 ²	30 ²	350 ^{3,4}	0.50	30

Zoning District	Site Area / Unit (s.f.)	Max. Units / Acre ¹	Min. Lot Dimensions			Min. Setbacks (ft.)			Group Usable OpenSpace / Unit (s.f.)	Floor Area Limit (Floor Area Ratio (FAR))	Max. Height of Main Structure (ft.)	
			Area (s.f.)	Width (ft.)	Depth (ft.)	Front	One Side / Both Sides	Rear				
	RM-1,500	1,500	29.04	10,500	80	100	20 ²	8/20 ²	30 ²	300 ^{3,4}	0.50	30
Mixed Use-Downtown	MU-D	1,000	43.56	--	--	--	--	--	--	150	3.0	46 / 3 stories
Mixed Use-Transitional	MU-T	1,000	43.56	10,000	80	100	20	10/20	10	150	1.25	36 / 2 stories
Central Commercial	C-C	1,000	43.56	--	--	--	--	--	--	150 ⁴	3.0	40 ⁵

¹ Densities described in the City's Zoning Ordinance as units per square foot have been converted to units per acre.

² For developments with 10 or fewer multi-family units on RM-zoned properties within the Core Area Overlay District, setback requirements are reduced to 15-foot front setback, 5-foot one side, 10 feet both sides, and 10-foot rear setback.

³ In the RM Zoning Districts, each dwelling unit shall have a minimum of 150 square feet of private usable open space at the ground level and 50 square feet of private usable open space above ground level.

⁴ For developments with 10 or fewer multi-family units on RM and C-C-zoned properties within the Core Area Overlay District, open space requirements are reduced to 75 square feet for units with no more than one bedroom and 50 square feet per bedroom for units with two or more bedrooms.

⁵ For properties in the C-C Zoning District and within the Downtown Specific Plan, building heights of up to three stories are allowed consistent with Downtown Specific Plan policies.

Source: City of Pleasanton Zoning Ordinance, City of Pleasanton Downtown Specific Plan

Parking Requirements

Required parking spaces for residential uses are shown in Table C-4, and reduced parking rates for RM and C-C-zoned properties within the Core Area Overlay District are shown in Table C-5.

Table C-4: Residential Parking Rates

Residential Use	Required Number of Spaces
Single Family Homes	Minimum 2 parking spaces with at least one space located in a garage or carport
Condominiums, Community Apartments, Separately Owned Townhouses	Minimum 2 parking spaces / unit with at least one space / unit located in a garage or carport
Apartment Houses	<ul style="list-style-type: none"> - 0-2-bedroom units: minimum 2 spaces / unit up to the 1st four units; 1.5 spaces / each additional unit - 3 or more-bedroom units: minimum 2 spaces / unit - Visitor parking: minimum one space / 7 units - At least one space / unit located in a garage or carport
Trailer Parks	Minimum 1 space / unit plus 1 additional space / every three units

Source: City of Pleasanton Municipal Code 18.88.030

Table C-5: Residential Parking Rates – Core Area Overlay District¹

Residential Use	Required Number of Spaces ²
Studio Apartments	Minimum 1 parking space / unit
1 and 2-Bedroom Apartments	Minimum 1.5 parking spaces / unit *For mixed-use projects in the C-C Zoning District, minimum 1 parking space / unit for 1-bedroom units
3-Bedroom or More Apartments	Minimum 2 parking spaces / unit

¹ Applies to developments with 10 or fewer multi-family units on RM or C-C-zoned properties within the Core Area Overlay District.
² No visitor parking required. All parking may be uncovered
Source: City of Pleasanton Municipal Code 18.80.070

The City allows for parking reductions in certain circumstances:

- Eligible parcels within the downtown revitalization district can provide a public on-site amenity in lieu of off-street parking when approved by City Council.
- Fees in lieu of parking may be provided for properties in the C-C and MU zoning districts.
- Off-site parking may be approved, within a specified distance of the subject property, and subject to a Conditional Use Permit.
- Shared parking for uses with different operating hours may result in a reduction in the total number of parking spaces required.

The City also requires a transit benefit to be provided to residents of new projects that are located within one-half mile of a BART station and contain 20 or more multi-family dwelling units. At minimum, the transit benefit would be one pass or tickets for local bus transit service for unlimited local travel for one person in each unit for a period of six months (Zoning Ordinance 17.26.020).

Development Standards Analysis

The basic development standards allow a moderate amount of density and intensity for residential development. The large-lot, single-family residential zoning districts (R-1-20,000 and R-1-40,000) are typically found in hillside areas where steep slopes and other environmental constraints dictate larger lots, greater setbacks, and increased open space.

The Core Area Overlay District provides flexibility from conventional development standards to facilitate housing in the downtown area. This Overlay District provides for reductions in setback, open space, and parking standards for multi-family and mixed-use developments of 10 or fewer units in the RM and C-C zoning districts. This allows more land to be used for housing in and near downtown and is reflective of the allowed density and historic single-family residential structures in and near downtown. Several developments have taken advantage of these reduced development standards in recent years, such as small infill projects located at 4727 Harrison Street and 4745 Augustine Street to construct two and three new apartments behind existing single-family homes.

The City also provides flexibility from conventional development standards through the Planned Unit Development (PUD) process, which is used extensively in Pleasanton. The Zoning Ordinance does not specify any development standards for PUDs, and instead indicates that standards be created on a case-by-case basis based on General Plan density, proposed housing type, City and developer objectives, opportunities to increase density and affordability, neighborhood issues, and environmental constraints. The City has been able to approve developments with higher overall densities, exceptions to certain development standards, and include a greater number of affordable housing units through the PUD process than it would have been possible with conventional zoning. For example, certain properties deemed suitable for higher density housing during the 5th Cycle Housing Element have been zoned as Planned Unit Development - Mixed Use (PUD-MU) with densities up to a maximum of 30 to 40 units per acre, minimum densities of 20 to 40 units per acre, maximum heights of 65 feet or five stories, and reduced parking requirements. All high-density housing sites developed during the 5th Housing Element Cycle were built at the maximum density allowed, except for one project (see Appendix B (Sites Inventory and Methodology), Table B-5). The project proposed at a lower density was approved, based in part on the surplus of above-moderate income housing production at that time. An analysis of the PUD process is included in Section C.2.4 (Permits and Procedures).

Design Standards and Guidelines

Design standards and guidelines are evaluated as they have the potential to increase development costs and extend the permitting process if they are unclear or subjective. The City

has design guidelines applicable to multi-family development on higher density housing sites and in downtown.

The Housing Site Development Standards and Design Guidelines, adopted in 2012, apply to higher density housing sites identified through the 5th Cycle Housing Element. The higher density housing sites are zoned PUD-HDR or PUD-MU; therefore, the Housing Site Development Standards and Design Guidelines provide direction to developers and property owners on key components of use, density, building mass and height, setbacks, architectural features, parking, access, and street character. These standards and guidelines help to ensure that the flexibility of the PUD process does not create uncertainty for potential developers. However, some of the design guidelines are not mandatory or are subjective (e.g., *large open spaces should be the fundamental organizing element of the site plan (A8.a)*, *windows should emphasize vertical massing of buildings (C2.b)*, etc.). Similar standards and guidelines are included in the Hacienda Design Guidelines, which apply to certain higher density sites (e.g., BART site¹). The subjectivity of design guidelines could lead to a protracted approval process and potentially a denial based on guideline interpretation. However, Senate Bill 330 (Housing Accountability Act, Government Code §65589.5) precludes jurisdictions from denying or reducing the permitted density of a housing development project based on subjective development and design standards. The City is currently underway with an update to the existing Housing Site Development Standards and Guidelines to replace subjective design guidelines with objective standards, and to provide a broader range of objective design standards for more types of residential and mixed-use development, beyond high-density housing projects.

The Downtown Design Guidelines, adopted in 2004/amended in 2019, contain guidelines for multi-family zones, the majority of which are subjective. For example, *“Multiple-family housing complexes should be designed to follow the rhythm and scale of the surrounding homes.”* As application of these guidelines require City discretion, the City may consider refinement so that all critical standards are described objectively to ensure application to housing development projects is consistent with the Housing Accountability Act. The Objective Design Standards project underway would also be applicable to residential projects in the downtown, which will help to address this issue.

Provisions for a Variety of Housing

The City has adopted provisions in its Zoning Ordinance that facilitate a range of residential development types. Table C-6 provides a list of housing types and the zoning districts in which they are permitted, require a conditional use permit, or are not permitted.

¹ AB 2923 requires a minimum net density of 75 units per acre on BART TOD sites. Consistent with AB 2923, the City will update the Housing Site Development Standards and Design Guidelines by July 1, 2022.

Table C-6: House Types Permitted by Zoning District

Housing Type	Zoning Districts							
	Agricultural	One-Family Residential	Multi-Family Residential	Mixed Use-Downtown	Mixed Use-Transitional	Central Commercial	Service Commercial	Freeway Interchange Commercial
	A	R-1	RM	MU-D	MU-T	C-C	C-S	C-F
Single-family dwellings	P ¹	P	P	-	-	-	-	-
Multi-family dwellings	-	-	P	p ²	p ²	p ³	-	-
Trailer/mobile home parks	-	-	C ⁴	-	-	-	C	C
Accessory dwelling units	P	P	P	P	P	P	-	-
Nursing homes and senior care/assisted living facilities	C	C ⁵	p ⁵	-	-	-	-	-
Homeless shelters ⁶	-	-	-	-	-	-	C	-
Transitional housing (<6 persons)	P	P	P	p ⁷	P	p ⁷	-	-
Transitional housing (>6 persons)	-	-	P	-	-	-	-	-
Supportive housing (<6 persons)	P	P	P	p ⁷	P	p ⁷	-	-
Supportive housing (>6 persons)	-	-	P	-	-	-	-	-
Employee housing (agricultural) (6 or fewer employees per Health & Safety Code §17021.5)	P	P	P	-	-	-	-	-
Employee housing (agricultural) (up to 36 beds or 12 units/spaces per Health & Safety Code §17021.6)	P	C	-	-	-	-	-	-
P = Permitted C = Conditionally Permitted - = Not Permitted/Not Specified								

Housing Type	Zoning Districts							
	Agricultural	One-Family Residential	Multi-Family Residential	Mixed Use-Downtown	Mixed Use-Transitional	Central Commercial	Service Commercial	Freeway Interchange Commercial
	A	R-1	RM	MU-D	MU-T	C-C	C-S	C-F

¹ Accessory living quarters without a kitchen for each dwelling on the site are permitted as an accessory use.

² Allowed by reference consistent with the Downtown Specific Plan.

³ Multi-family dwellings and mixed-use developments are permitted in the C-C district provided that dwellings not located above a permitted nonresidential use are be subject to the requirements for usable open space per dwelling unit of the RM-1,500 district, or if applicable, the Core Area Overlay District. Within the Downtown Specific Plan, residential is only allowed on upper floors on properties fronting Main Street but may be located behind commercial uses on properties without frontage on Main Street consistent with the Downtown Specific Plan.

⁴ A minimum of 4,000 square feet of site area is required for each trailer space (Zoning Ordinance 18.108.030.B).

⁵ For not more than three patients.

⁶ Homeless shelters within the Service Facilities (SF) Overlay District that meet the requirements in Zoning Ordinance Chapter 18.82 shall be a permitted use.

⁷ Use is not permitted on the ground floor when the property is also located in the Active Ground-Floor Overlay District, except where an exemption is granted consistent with Zoning Ordinance Chapter 18.81.

Source: City of Pleasanton Zoning Ordinance

Multi-Family

Multi-family dwellings are permitted in the RM district and C-C zoned properties that meet the site development standards described in Table C-3. Multi-family housing is also allowed as a permitted use on properties zoned PUD-MU provided the minimum and maximum densities along with other standards included in the applicable design standards and guidelines are adhered to.

Developments, including multi-family dwellings, within MU-T and MU-D zoning districts are required to be reviewed and approved through the planned unit development (PUD) process. The MU-T and MU-D zoning districts were recently adopted through the Downtown Specific Plan effort (August 2019) and were the result of a task force-led discussion about the long-term vision for the current Civic Center site¹ and the areas along Old Bernal Avenue and the east side of Peters Avenue. Additionally, the new land use designations also created vertical consistency between the General Plan, Specific Plan, and Zoning since there were previously numerous inconsistencies. The PUD process is discussed under Section C.2.4 (Permits and Procedures).

Mobile Home Parks

Chapter 18.108 (Trailers and Trailer Parks) provides supplemental standards for the establishment, maintenance, and operation of mobile home and trailer parks in Pleasanton. Development standards applicable to mobile home and trailer parks include:

- Minimum site area of five acres
- Minimum 4,000 square feet of site area for each trailer space
- Usable open space required consistent with the zoning district
- Landscaping required consistent with the Zoning Ordinance

A preexisting mobile home or trailer park would not be deemed nonconforming if the minimum site area requirements are not met, allowing existing mobile home parks to make improvements and continue operations without triggering additional requirements that may be financially burdensome. These standards do not pose a constraint to the development of mobile homes in Pleasanton.

Accessory Dwelling Units (ADUs) and Junior ADUs

Zoning Ordinance Chapter 18.106 (Accessory and Junior Accessory Dwelling Units) provides supplemental standards for new ADUs, converted ADUs, and Junior ADUs. These standards were adopted in March 2021 to reflect current state law. The City prohibits the use of ADUs as short-term rentals and as indicated in state law, requires a rental period greater than 30 days. A restrictive covenant is required to be recorded against a lot containing an ADU to address the restrictions and regulations established in Chapter 18.106 and participation in the City's

¹ Moving the existing civic center site to the Bernal property would require voter approval.

monitoring program to determine rent price levels of ADUs being rented. However, the City has not held up building permit issuance for execution of the restrictive covenant.

Emergency Shelters/Low Barrier Navigation Centers

The City's Zoning Ordinance defines "homeless shelter" as housing with minimal supportive services for homeless persons that is limited to occupancy of six months or less (see California Health and Safety Code §50801(e)). Homeless or emergency shelters are allowed in the C-S Zoning District with a conditional use permit and in the Service Facilities (SF) Overlay District as a permitted use (approved ministerially with a zoning certificate, i.e., no discretionary action or exception required) provided that all the requirements in Zoning Ordinance Chapter 18.82 are met (see Table C-6). The requirements in Chapter 18.82 include the following:

- The number of beds shall not exceed 50.
- The number of beds shall not exceed one bed for each 400 square feet of lot area.
- One parking space for every four beds, plus one parking space for each employee on the largest shift, plus one space for each company vehicle.
- No individual or family shall reside in a homeless shelter for more than 90 consecutive days. Extensions up to a total stay of 180 days may be provided if no alternative housing is available.
- Homeless shelters must be more than 300 feet apart.

The number of required parking spaces is lower compared to that required for hotels (i.e., one space per two beds) and for multi-family (see Tables C-4 and C-5). However, state law only allows a separation requirement of up to 300 feet between emergency shelters. Except for the separation requirement, these standards are consistent with state law (Government Code §65583(a)(4)(A)). A program has been included to amend the separation requirement to be consistent with the state law limitation of a maximum separation requirement of 300 feet (Program 5.6).

The SF Overlay District applies to six parcels in Pleasanton that are within the C-S Zoning District (see Table C-7), however three of the six sites have recently been developed. Three remaining parcels are vacant or are currently developed with structures that could reasonably be converted into a shelter facility. Each of the parcels is within one half mile of retail services or other supporting services that occupants of the shelter could utilize or may have a need for, such as grocery stores, clinics/hospitals, churches, schools, public transportation, etc. The surrounding uses are retail and auto service orientated businesses, and not heavy industrial operations. Additionally, the surrounding uses may offer potential of employment opportunities for those shelter occupants pursuing employment. While the City's zoning standards allows one bed per 400 square feet of lot area, the City conservatively assumed a rate of one bed per 600 square feet based on previous discussions with local emergency shelters. Considering these assumptions, the three potential sites could accommodate up to 129 emergency shelter beds. In

2022, the Point-in-Time (PIT) Count identified 72 people experiencing homelessness in Pleasanton (see Table A-12).

Table C-7: Potential Emergency Shelter Sites

Address	APN	Zoning	General Plan	Lot Size	Site Capacity (est. # of beds)	Current Use	Surrounding Uses	Proximity to Services
3956 Santa Rita	946 110000300	C-S	Commercial	0.51	37	Existing home	Industrial, auto services, commercial/retail, grocery store, office, freeway	0.5 miles to Wal-Mart Shopping Center
Vervais Ave.	946 169100700	C-S	Commercial	0.10	7	Vacant	Carwash, park, bank, mobile home park, commercial, retail	0 miles
3595 Utah St.	946454202201	PUD-C	Commercial	1.17	85	Vacant	Office, vet, auto service, auto part sales, auto paint shop, auto body repair, equipment rental, vacant land, restaurants, gas station, retail church	0.46 miles to Oakhills Shopping Center
Total					129			
<i>Source: City of Pleasanton</i>								

Additionally, the City's Zoning Ordinance does not specifically address Low Barrier Navigation Centers pursuant to AB 101 (Government Code §65660 et seq.). Low Barrier Navigation Centers are Housing First, low-barrier, service-enriched shelters focused on moving people into permanent housing that provides temporary living facilities while case managers connect individuals experiencing homelessness to income, public benefits, health services, shelter, and housing. Low Barrier Navigation Centers must be allowed by-right in all areas zoned for mixed use and nonresidential zones permitting multi-family uses.

Transitional Housing and Supportive Housing

In addition to emergency shelters, transitional housing is a type of housing used to further facilitate the movement of homeless individuals and families to permanent housing. It can serve those who are transitioning from rehabilitation or other types of temporary living situations (e.g., domestic violence shelters, group homes, etc.). Transitional housing can take several forms, including group quarters with beds, single-family homes, and multi-family apartments, and typically offers case management and support services to return people to independent living (usually between six and 24 months). Transitional housing is defined as buildings configured as rental housing development but operated under program requirements that call for the termination of assistance and recirculation of the assisted unit to another eligible program recipient at some predetermined future point in time, which shall be no less than six months (Zoning Ordinance 18.08.568).

Supportive housing is defined as housing with no limit on length of stay, that is occupied by the target population, and that is linked to an on-site or off-site service that assists the supportive housing resident in retaining the housing, improving his or her health status, and maximizing his or her ability to live and, when possible, work in the community (Zoning Ordinance 18.08.552).

Transitional and supportive housing must be allowed in all zones that allow residential uses and only subject to the same development standards that apply to other residential uses of a similar type within these zones. Furthermore, AB 2162 (Government Code §65650-65656) requires supportive housing to be allowed by-right in zones where multi-family and mixed-uses are permitted, including nonresidential zones that allow multi-family uses, if the proposed development meets certain criteria (e.g., deed restricted for 55 years to lower income households, serving "target population" of homeless individuals, minimum area dedicated for supportive services, etc.).

The City only allows transitional and supportive housing for six or fewer persons in the MU-T, MU-D, and C-C zoning districts that allow multi-family residential projects of higher densities. The City would need to expand the allowance for transitional and supportive housing of more than six persons into these zoning districts. Additionally, Chapter 18.107 (Supportive Housing and Transitional Housing) does not reflect that supportive and transitional housing is allowed in the recently adopted MU-T and MU-D zoning districts and should be amended to be consistent with the updated allowed uses. To facilitate these types of housing, Program 5.6 has been included to amend the Zoning Ordinance to be consistent with state law, including AB 2162, and allow

transitional and supportive housing in all residential zones and in all zones allowing residential uses.

Lastly, development standards for supportive and transitional housing are applied consistent with state law, and density is calculated as the first six beds being equivalent to one dwelling unit and every three beds thereafter being equivalent to one dwelling unit (Chapter 18.107).

Farmworker Housing

Employee housing (agricultural) of six or fewer employees is allowed in the A, R-1, and RM zoning districts, consistent with Health and Safety Code §17021.5 that requires employee housing for six or fewer persons to be treated as a single-family structure and residential use.

Health and Safety Code §17021.6 requires that employee housing consisting of no more than 36 beds or 12 units or spaces in group quarters designed for use by a single family or household to be treated as an agricultural use. No conditional use permit, zoning variance, or other discretionary zoning clearance can be required that is not required of any other agricultural activity in the same zone. Employee housing (agricultural) consistent with Health and Safety Code §17021.6 is allowed in the A Zoning District and in the R-1 Zoning District with a conditional use permit. A conditional use permit is required for agricultural activity in the R-1 Zoning District; therefore, the zoning requirements are consistent with state law.

Single Room Occupancy (SROs)

A Single Room Occupancy (SRO) unit is considered a small, affordable housing unit that can serve as an entry point into more stable or long-term housing for people who previously experienced homelessness. SRO units may have shared cooking or bathroom facilities and may be efficiency units as defined in Health and Safety Code §17958.1. The City's Zoning Ordinance does not specifically identify SRO units as a permitted use, but the City has stated that an SRO application would likely be processed as a multi-family dwelling application. The City will amend the Zoning Ordinance to specifically allow SRO units in at least one zoning district.

Manufactured Housing

While it is the City's practice to treat a manufactured home on a foundation as a conventional single-family home consistent with Government Code §65852.3, the Zoning Ordinance does not reflect this practice. Therefore, the City will amend its Zoning Ordinance to clarify compliance with state law (e.g., definition of single-family home or one-family dwelling, etc.).

Housing for Persons with Disabilities

Persons with disabilities normally have certain housing needs that include accessibility of dwelling units, access to transportation, employment, and commercial services; and alternative living arrangements that include on-site or nearby supportive services. The Lanterman Developmental Disabilities Services Act (Sections 5115 and 5116) of the California Welfare and Institutions Code declares that mentally and physically disabled persons are entitled to live in normal residential surroundings. This classification includes facilities that are licensed by the State of California to

provide permanent living accommodations and 24 hour primarily non-medical care and supervision for persons in need of personal services, supervision, protection, or assistance for sustaining the activities of daily living. It includes hospices, nursing homes, convalescent facilities, and group homes for minors, persons with disabilities, and people in recovery from alcohol or drug addictions. The use of property as a licensed residential care facility for the care of six or fewer persons must be considered a residential use that is permitted in all residential zoning districts. No local agency can impose stricter zoning or building and safety standards on these homes than otherwise required for homes in the same district.

The City allows group homes with six or fewer individuals by right, but Program 5.6 will result in modifications to these requirements to comply with state law (see Transitional and Supportive Housing, above) and explicitly allow group homes outside of transitional and supportive housing. Also under Program 5.6, the City will allow all group homes, including those with seven or more individuals, without discretionary review (i.e., subject only to objective standards). There are no spacing requirements or other standards to limit the establishment of group homes. Also, the City defines “family” to include unrelated individuals living as a housekeeping unit. To further facilitate these types of housing, the City has reduced the number of parking spaces for assisted living and other special needs housing projects through the PUD process, where it is shown that the demand for the required parking does not exist. Furthermore, the Zoning Administrator has the authority to determine the number of parking spaces for uses not specified in the Zoning Ordinance.

The City ensures that new housing developments comply with California building standards (Title 24 of the California Code of Regulations and the Americans with Disabilities Act (ADA)) and federal requirements for accessibility. Additionally, it is the City’s practice to require universal design /enhanced accessibility features¹, such as roll-in showers, in all required adaptable dwelling units, in multi-family projects of more than 15 units, as a condition of project approval.

Reasonable Accommodation

Both the federal Fair Housing Act and the California Fair Employment and Housing Act direct local governments to make reasonable accommodations (i.e., modifications or exceptions) in their zoning laws and other land use regulations when such accommodations may be necessary to afford disabled persons an equal opportunity to use and enjoy a dwelling. For example, it may be reasonable to accommodate requests from persons with disabilities to waive a setback requirement or other standard of the Zoning Ordinance to ensure that homes are accessible for the mobility impaired. Whether a particular modification is reasonable depends on the circumstances. Municipal Code Chapter 18.86 (Reasonable Accommodation) establishes a formal procedure for individuals with disabilities seeking equal access to housing to request a

¹ Universal design refers to building in a way that makes it accessible to everyone. For example, levers instead of knobs on doors make them easier to open

reasonable accommodation and criteria to be used when considering such requests. The Code allows a reasonable accommodation request to be made by any person with a disability or their representative when the rules, standards, and practices required for housing acts as a barrier to fair housing opportunities. The following factors are required to be considered prior to a decision on a reasonable accommodation request:

- Whether the subject housing will be used by a person with a disability.
- Whether the request is necessary to make specific housing available to a person with a disability.
- Whether the requested reasonable accommodation would impose an undue financial or administrative burden on the City.
- Whether the reasonable accommodation would require a fundamental alteration in the nature of a City program or law, including but not limited to land use and zoning.
- Potential impact on surrounding uses.
- Physical attributes of the property and structures.
- Alternative reasonable accommodations which may provide an equivalent level of benefit.

These are reasonable factors for the City to consider in approving a reasonable accommodation request. The City has not had any reasonable accommodation requests over the last planning period.

Density Bonus and Incentives for Affordable Housing

The City provides for the development of affordable housing for lower-income households through its affordable housing bonus program (Chapter 17.38 (Density Bonus) of the Municipal Code). These density bonus provisions were updated most recently in 2013 in accordance with state density bonus law (Government Code §65915 et seq.). In 2020, AB 2345 was adopted, which increased the allowed density bonus from 35 percent to 50 percent for qualifying development projects. Therefore, Chapter 17.38 should be updated for consistency with AB 2345 and other changes in state housing density bonus law since 2012. Also, General Plan Land Use Element Policy 11 discusses a 25 percent density bonus for affordable housing on PUD-zoned parcels, which is inconsistent with Chapter 17.38 and state law. The City should amend Land Use Element Policy 11 for consistency.

Incentives may be approved for projects that provide affordable housing, including affordable units consistent with the City's inclusionary housing requirements (see Inclusionary Housing below). Examples of incentives that may be approved for projects with on-site affordable units are:

- Fee waiver or deferral

- Design modifications (reduced setbacks; reduction in infrastructure requirements; reduced open space requirements; reduced landscaping requirements; reduced interior or exterior amenities; reduction in parking requirements; and height restriction waivers)
- Use of available lower income housing funds for the purpose of providing second mortgages to prospective unit owners or to subsidize the cost of a unit to establish an affordable rent or an affordable sales price
- Priority processing of building and engineering approvals

Inclusionary Housing

Inclusionary Housing Ordinance

In 2000, the City adopted an Inclusionary Zoning Ordinance (IZO) (Municipal Code Chapter 17.44) which modified the City's requirements for the provision of affordable housing by the builders of new residential projects. The IZO, which has not been amended since 2000, requires below market rate units to be provided in the following projects:

- New single-family residential developments of 15 units or more must provide at least 20 percent of its units at a below-market sales price
- New multi-family development of 15 or more units must provide at least 15 percent of the total units for multi-family developments).

Inclusionary units must be dispersed throughout the project, unless otherwise approved by the City, and be constructed with identical exterior materials and an exterior architectural design that is consistent with the market rate units in the project. However, inclusionary units can be smaller and have fewer interior amenities than the market rate units in the project. Other requirements are that the inclusionary units remain affordable in perpetuity through recordation of an affordable housing agreement, and that the inclusionary units in a project be constructed concurrently within or prior to the construction of the project's market rate units.

The primary emphasis of the IZO is to achieve the inclusion of affordable housing units to be constructed in conjunction with market rate units within the same project in new residential projects. However, since this may not always be practical, alternatives are available for a development to meet its inclusionary requirement. At the discretion of the City, alternatives include:

- Construction of units off-site at a location within the city other than the project site
- Land dedication
- Credit transfers if a project exceeds the total number of inclusionary units required
- Alternate methods of compliance as approved by the City Council
- Payment of a lower income housing fee

The use of any of these alternative methods of compliance is subject to City review and approval memorialized in an Affordable Housing Agreement. The Agreement is negotiated by City staff and the applicant. It is then brought to the Housing Commission for recommendation and ultimately to the City Council for final approval. Agreements include a contribution of lower income housing funds towards the project to help offset the cost of including affordable units. The process is run simultaneously with the development application review and does not extend the development review process. No project has ever been denied due to the failure to negotiate an Affordable Housing Agreement that has been acceptable to both the City and the applicant.

Commercial, office, and industrial development are also required either to construct affordable units or pay an in-lieu fee. Residential projects of fewer than 15 units are required to pay an in-lieu affordable housing fee. In 2018, the City prepared nexus studies to help determine appropriate amounts to charge for the lower income housing (in-lieu) fee. The analysis evaluated the maximum fee for residential (for-sale and for-rent development) and non-residential development and assisted the City with the establishment of updated in-lieu fees (see Permit and Development Fees for a discussion of City fees).

Pleasanton's inclusionary requirements help to achieve the City's affordable housing goals by increasing the production of residential units affordable to households of very low, low, and moderate income either through construction of units or by providing funds for affordable housing. Another purpose of the requirement is to ensure that the remaining developable land in Pleasanton is utilized in a manner consistent with the City's housing policies and community's needs.

Inclusionary Housing Analysis

The City's IZO has been in effect for over 20 years. During this time, housing costs in Pleasanton have increased, consistent with trends in Alameda County (see Housing Needs Assessment Figures A-40 and A-43). However, the cost of housing is higher in Pleasanton compared to Alameda County overall. The difference in housing cost is affected by many factors including scarcity of developable land, high scoring schools, abundant services and recreational opportunities, high quality infrastructure, easy accessibility to major employment centers, and desirable location and setting, which have likely been primary factors driving housing prices in Pleasanton.

The rate of housing production in Pleasanton has exceeded housing growth in Alameda County as a whole. Since the adoption of inclusionary zoning in 2000, the total amount of housing in Pleasanton has grown by almost 19 percent, while total housing growth in Alameda County grew by approximately 13 percent. This suggests that there were no significant adverse impacts on housing production as a result of the inclusionary housing requirements in Pleasanton.

Additionally, over the last Housing Element Cycle (5th Cycle), from 2015 through 2020, permits were issued for a total of 1,310 above moderate units, 45 moderate income units, 78 low-income units, and 230 very low-income units. This is an average of 277 residential unit permits per year

and exceeded the overall 5th Cycle Regional Housing Needs Allocation (RHNA), with the surplus being in the above moderate-income category. Pleasanton has performed similarly or better than comparable jurisdictions in making progress toward the City's lower income RHNA.

Growth Management

The City adopted its first Growth Management Ordinance (GMO) in 1978, designed to regulate the location and rate of new residential growth in a period of sewage treatment constraints and air quality concerns¹. The GMO is contained in Chapter 17.36 of the City's Municipal Code. The following are exempt from the GMO:

- ADUs and JADUs approved in accordance with City zoning regulations.
- Mobile homes and/or living quarters located on school sites, public and institutional properties, and commercial/industrial properties used for security purposes or other purposes ancillary to the primary use, the use of which has been approved in accordance with City zoning regulations, when such residential units do not exceed one dwelling per site.
- A condominium conversion or replacement unit of an existing unit demolished and/or destroyed.

In 2010, the City amended its GMO so it would not prevent the City from approving residential development that furthered the City's process towards RHNA. The City completed further revisions in 2012 and 2013 to streamline the growth management process and address requirements and conditions resulting from the Urban Habitat Settlement Agreement concerning the City's housing cap and RHNA. In 2015, the City made additional amendments to ensure that the GMO does not include constraints that would prevent the City from meeting its share of the regional housing need for all income levels during the Housing Element planning period per 5th Cycle Housing Element Program 30.2. The 2015 amendment included a provision that if growth management unit allocations are unavailable during a particular year and the City has approved a project containing affordable units that is subject to an Affordable Housing Agreement, growth management unit allocations from previous and/or future years shall be approved in the number required to accommodate the affordable housing units. Accommodating such units may require borrowing from the next regional housing needs allocation period.

The current annual housing unit allocation commencing July 1, 2014, through July 30, 2022, is 235 units per year, and is consistent with the 5th Cycle RHNA allocation requirements. Since 2016, the Growth Management Ordinance has not been a limiting factor on housing production or cost, as affordable and high-density projects associated with the previous Housing Element update

¹ The 1978 growth management ordinance, Ordinance 849, was also known as the Residential Allocation Program (RAP). Over time, the RAP became known as the Growth Management Ordinance (GMO).

rezoning's were exempt from Growth Management approval and the number of issued residential building permits has been, on a yearly basis, lower than the annual GMO unit allocation.

The City's GMO has been in effect for over 40 years, but amendments in the last 10 years have altered its applicability in relation to affordable housing. While housing costs in Pleasanton have increased over the last 10 years, those increases have been consistent with trends in Alameda County (see Housing Needs Assessment Figures A-40 and A-43). However, the cost of housing is higher in Pleasanton compared to Alameda County overall. The difference in housing cost is affected by many factors including scarcity of developable land (also see Urban Growth Boundary discussion below), high scoring schools, abundant services and recreational opportunities, high quality infrastructure, easy accessibility to major employment centers, and desirable location and setting, which have likely been primary factors driving housing prices in Pleasanton. Also, the rate of housing production in Pleasanton has exceeded housing growth in Alameda County as a whole. Since 2010, the total amount of housing in Pleasanton has grown by approximately nine percent, while total housing growth in Alameda County grew by approximately five percent. This suggests that there were no significant adverse impacts on housing production resulting from Pleasanton's GMO relative to housing production in Alameda County.

The GMO could add a layer of processing to development review if development applications require decisions related to borrowing, reallocation, and other growth management approval options. The added time to process a development adds cost to a project. However, the cost to complete a project is not likely to affect the price of homes, as the price of housing is based on what the market is willing to bear, and the added costs are more likely to reduce the profit for the property owner rather than increase the price of a housing unit on the market.

The Housing Crisis Act of 2019 (Senate Bill 330, Government Code §66300) prohibits jurisdictions from implementing any provision that limits the number of housing unit approvals or permits that can be issued or acts as a cap on the number of housing units that can be approved or constructed over any period. The Housing Crisis Act went into effect on January 1, 2020 and remains in effect until January 1, 2030.

Urban Growth Boundary

The Urban Growth Boundary (UGB) is a line, adopted as a component of the General Plan, that delineates the outer edge of land planned for future development at General Plan buildout. The UGB is included in Pleasanton's General Plan and distinguishes areas generally suitable for urban development and the provision of urban facilities and services from areas considered more suitable for the long-term protection of natural and scenic resources (particularly ridgeline views) and open space uses such as large lot agriculture and grazing, and parks and recreation. The UGB also helps to define and create open space buffers between communities to maintain a distinct edge and separation between urbanized areas. The northern boundary and parts of the eastern boundary lines represent other jurisdictional limits, the cities of Dublin and Livermore, respectively, beyond which Pleasanton cannot extend. The western and southern boundaries,

comprised of steep slopes and ridges, reflect the joint policies of the City, Alameda County, and the Local Agency Formation Commission (LAFCO) to avoid development in topographically and environmentally constrained lands and encourage development within infill areas of existing City limits. Its intent is not to limit growth but to promote “smart growth” by focusing new housing in areas where services can be readily provided, and which avoid major environmental issues.

The East Pleasanton Specific Plan area, which covers a total of approximately 1,100 acres, is an area where the UGB limits the extent of development. A 50-acre portion of this area within City limits and the UGB, known as the Kiewit property (APN 946 125100704), is included in the Sites Inventory and would be re-zoned for residential uses (see Appendix B, Sites Inventory and Methodology).

Other Local Ordinances

The City does not have other ordinances, such as a short-term rental ordinance, that directly impact the cost and supply of residential development.

In December 2021, the City adopted objective standards applicable to urban lot splits (Ordinance 2228). These standards are consistent with SB 9 (Government Code §66452.6, 65852.21, and 66411.7).

C.2.3 Building and Housing Codes and Enforcement

Pleasanton uses the California Building Code (CBC), which sets minimum standards for residential development and all other structures. The City’s Building and Safety Division has adopted special construction rules primarily for safety related reasons, and to further clarify the requirements of the CBC. Examples of this are the Code requirements regarding increased pool height fencing for life-safety reasons and additional rebar requirements in soils susceptible to failure during an earthquake. These standards may increase initial construction costs (e.g., materials and labor), but over time will improve the safety of residents. The City’s Building and Safety Division reviews all buildings for conformance with the CBC and other codes to ensure the health and safety of its residents. In addition, although the City largely has adopted the CBC without local amendments, the City is currently contemplating adopting local electric vehicle (EV) charging requirements beyond the CBC to be consistent with its Climate Action Plan. Such an amendment would result in minimal added cost at the time of initial construction.

The Building and Safety Division enforces energy conservation standards enacted by the State and Municipal Code Chapter 17.50 (Green Building), which generally requires new residential projects and residential additions greater than 2,000 square feet in size to incorporate Leadership in Energy and Environmental Design (LEED) or GreenPoint Rated measures. The standards may increase initial construction costs, but over time will result in energy cost savings.

The City’s Code Enforcement Division enforces the Pleasanton Municipal Code. Code enforcement practices are primarily complaint-driven, and Code Enforcement Staff works with

property owners and other appropriate City Staff to resolve and legalize violations. This includes identifying housing units which are substandard, overcrowded, or unsafe and working with other City staff to remedy these deficiencies. By requiring repair, maintenance, and compliance with building and fire codes and zoning requirements (e.g., setbacks), the City’s code enforcement efforts have eliminated hazardous conditions which are a threat to housing and residents of all income levels. From 2016 to 2020, an average of five cases regarding substandard conditions at single-family and multi-family residences were addressed annually (see Table A-14). The impact of these efforts on housing safety and maintaining decent housing conditions is significant even if only few issues are address every year.

C.2.4 Permits and Procedures

Permits and Procedures

The intent of Pleasanton’s development review process is to ensure a comprehensive, inclusive process in the least practical amount of time. It is the City’s experience that processes which actively encourage citizen participation and input into new development projects have a higher likelihood of approval without risk of legal challenge that further delays project implementation.

The time required to process a project varies from one entitlement to another and is directly related to the size and complexity of the proposal, as well as the number of actions or approvals needed to complete the process. Table C-8 identifies approvals and/or permits that could be required for residential planning entitlements, their corresponding approval body, and the typical or estimated approval timeline. It should be noted that not every project would have to obtain all of the below-listed permits/approvals, and the City frequently process related approvals (e.g., a Conditional Use Permit and Design Review), concurrently.

Table C-8: Typical Approval Timelines

Permit/Approval Type	Review Authority	Typical Approval Timeline ¹
Design Review – Staff	Zoning Administrator	6 weeks
Design Review – Planning Commission	Planning Commission	8 weeks
Conditional Use Permit	Planning Commission	8 weeks
Planned Unit Development (PUD)	City Council	6 months ²
<p>Note: All other permit/approvals are assumed to be subject to a Mitigated Negative Declaration/Negative Declaration or lower-level environmental review.</p> <p>¹ Typical approval timeline after a project is deemed complete; applicant work periods or delays would lengthen these timelines.</p> <p>² For projects that do not require major legislative action such as annexation or are located outside of the City’s Urban Growth Boundary.</p> <p>Source: <i>City of Pleasanton Zoning Ordinance, City of Pleasanton</i></p>		

While the City uses both conventional zoning and PUDs, most new multi-unit housing developments are processed under the PUD procedure, either at the request of the applicant or as required by the Zoning Ordinance. (e.g., PUD zoning districts). Development in conventional

zoning districts requires only design review and possibly conditional use permit approval (see Table C-6).

In some cases, where new development is proposed for large, undeveloped or underdeveloped areas with a variety of property owners and potential infrastructure coordination issues and/or environmental sensitivity, the City uses the specific plan process for the area. The specific plan is followed by pre-zoning and annexations for unincorporated areas, or directly by PUD rezoning and development plans for areas already within City boundaries.

More detailed analysis of the PUD, design review, and conditional use permit processes is below.

Planned Unit Development

Pleasanton makes extensive use of Planned Unit Development (PUD) zoning to provide residential builders with substantial flexibility in planning their projects. The PUD process is used both for projects on sites that are designated and/or zoned for residential uses; and frequently for sites that are requesting either a zone change, General Plan amendment, or annexation into the City for the purposes of residential development.

The formal PUD submittal requires developers to prepare a comprehensive development package consisting of site plans, grading plans, landscape plans, building architecture or design guidelines, and case-specific studies such as traffic reports and acoustical analyses. These documents are reviewed by City staff, the public is notified, and public hearings are held by the Planning Commission and City Council. In some cases, the Housing Commission first considers the project to make recommendations and to assess the affordability and compliance with the Inclusionary Zoning Ordinance; this occurs during, not after, City staff's review of the project. The Planning Commission makes its recommendation to the City Council, which adopts an ordinance approving a PUD development plan. The environmental review for these projects may be an EIR or Negative Declaration (or Mitigated Negative Declaration), unless the project is within a Specific Plan area for which an EIR was previously prepared, and provided the project is found to be in conformance with the Specific Plan, no further environmental analysis occurs.

The City encourages, prior to submittal of a formal PUD application, the use of the preliminary review process. Although not required, the City has found that this three-to four-week review process facilitates and shortens the overall process. No fee is required (except where a Planning Commission work session is requested for early input on the preliminary application), and detailed plans are not required; submittal of a conceptual site plan and building massing or designs is sufficient to achieve the intended purpose, which is to identify key issues, make suggestions to improve the project, and assign a City staff contact to work with the applicant. In some cases, neighborhood meetings or workshops conducted by the Housing Commission or Planning Commission are held, which, although adding time to review of a preliminary application can provide valuable early feedback to an applicant that allows them to move more efficiently through review of a formal application.

As previously noted, the City is preparing updated and expanded objective design standards for residential and mixed-use developments consistent with the Housing Accountability Act. For sites already zoned or designated for residential uses, while the PUD process requires City Council approval, in accordance with the Housing Accountability Act, the City will only base its review, and related approval or denial of a project, on the applicable objective standards that have been adopted by the City.

Design Review

The City's design review process is outlined in Chapter 18.20 of the Municipal Code. The purpose of the design review is to enhance Pleasanton's aesthetic values and ensure the preservation of the public health, safety, and welfare. Thresholds for design review authority are established for review by either the Zoning Administrator or Planning Commission. Generally, all models (for a production home project), custom single-family homes, and single-family home additions over 10 feet in height are reviewed by the Zoning Administrator. All new improvements and structures, except those in the PUD Zoning District, are reviewed by the Planning Commission. Therefore, all multi-family and mixed-use developments would require Planning Commission approval, unless City Council approval was required through the PUD process.

The review authority must consider various criteria prior to approval of a design review application, including:

- Preservation of the natural beauty of the city and the project site's relationship to it.
- Appropriate relationship of the proposed building and its site to adjoining areas, including compatibility of architectural styles, harmony in adjoining buildings, attractive landscape transitions, and consistency with neighborhood character.
- Preservation of views enjoyed by residents, workers within the city, and passersby through the community.

Similar to the analysis of Design Standards and Guidelines, the subjectivity of design review criteria could lead to a protracted approval process and potentially a denial based on interpretation. As noted previously, Senate Bill 330 (Housing Accountability Act, Government Code §65589.5) precludes jurisdictions from denying or reducing the permitted density of a housing development based on subjective development and design standards. The City is in the process of developing updated and expanded design standards and guidelines for residential development, in order to reduce subjectivity in the design review process. A program has been included to ensure completion of the adoption of objective design standards and approval criteria (Program 6.1).

Conditional Use Permit

Certain housing types require conditional use permits (see Table C-6). The City's conditional use permit process is described in Chapter 18.124. Planning Commission is the review authority for conditional use permits, and must make the following findings before approving a conditional use permit:

- The proposed location of the use is in accordance with the objectives of the zoning ordinance and the purposes of the district in which the site is located.
- The proposed location of the use and the conditions under which it would be operated or maintained will not be detrimental to the public health, safety or welfare, or materially injurious to the properties or improvements in the vicinity.
- The proposed conditional use will comply with each of the applicable provisions of Chapter 18.124 (Conditional Uses).

To review any potential subjectivity in these findings, the first finding could be revised for objectivity. Objective findings and standards facilitate review and processing by providing certainty to both the applicant and review authority. Program 6.1 for objective design standards and approval criteria for residential and multi-family projects would address this potential constraint.

SB 35 Processing

The City has developed an application form and checklist for SB 35 applications. These materials provide guidance to applicants regarding the City's requirements and process for SB 35-eligible projects.

Building Permit Plan Check

After project approval is obtained, the applicant submits for building permit plan check. Recently the City has been experiencing a lapse of only a few months between project approval and submittal of a building permit application for single-family homes. For example, a new single-family home approved on November 30, 2020, was submitted to the Building Division for permits on February 22, 2021. While there have been no multi-family and mixed-use projects submitted since the onset of the pandemic, Sunflower Hill was approved on January 24, 2018, and plans were submitted for building permit plan check on November 9, 2018 (less than 10-month time lapse). Sunflower Hill is a 31-unit project providing affordable housing to adults with developmental disabilities.

Once building permit plans have been submitted, the typical review time for new construction has been five weeks for the initial submittal, three weeks for the first resubmittal, and one to two weeks for each subsequent resubmittal. In the months following the onset of the COVID-19 pandemic, review times were elongated somewhat as City staff worked remotely and established new electronic plan review submittal requirements. However, since the establishment of electronic

plan reviews, review times have improved back to, if not better than, times before the start of the pandemic.

City divisions work together in the building permit and final map processes so that plan check occurs simultaneously among all divisions to streamline plan check. The Building and Safety Division coordinates the plan check and permit issuance procedure, while the Engineering Division coordinates the final map approval process. For projects which have been approved, the Building and Safety Division offers an expedited outside plan check process. Expedited permit processing is also offered as an incentive for housing developments which include at least 25 percent very low and low-income housing unit held in perpetuity. Finally, the City is completing technology upgrades to its permitting systems, funded by an SB2 grant, to improve the efficiency of the process, including on-line planning submittals and electronic plan review

Permit and Development Fees

The City requires payment of application fees for entitlement processing at the time of submission and development fees at time of building permit issuance. City fees are based on the City's costs of providing services and are reviewed and adjusted periodically. The City's permit and development fees are available on the City's website consistent with Government Code §65940.1(a)(1)(A).

Planning Fees

Table C-9 lists the City's Planning Fees.

Table C-9: Planning Fees

Application	Fee Amount
Zoning Certificate	\$0
Design Review – Administrative	\$295
Design Review – Minor (up to \$25,000 valuation)	\$295
Design Review – Major (greater than \$25,000 valuation)	\$1,948
Reasonable Accommodation	\$30
Variance (general)	\$2,668
Conditional Use Permit	\$885
Planned Unit Development – 1 unit	\$3,542
Planned Unit Development – 2 to 5 units	\$8,854
Planned Unit Development – 6 to 15 units	\$17,708
Planned Unit Development – 16 or more units	\$23,610
Tentative Tract Map	\$5,478
Tentative Parcel Map	\$590
CEQA Negative Declaration	\$2,216
CEQA Staff Review of EIR	25% of Consultant Costs
Rezoning (without a PUD development plan)	\$14,509

Table C-9: Planning Fees

Application	Fee Amount
Rezoning (as part of a PUD development application)	\$2,361
General Plan Amendment	\$17,554
Specific Plan	25% of Consultant Costs (\$2,365 minimum)
Preliminary Review (no public hearing)	\$0
Preliminary Review (with public hearing)	\$1,712
<i>Source: City of Pleasanton, January 1, 2021 Master Fee Schedule</i>	

As described previously, most new housing developments are processed under the PUD procedure, either at the request of the applicant or as required by the Zoning Ordinance (e.g., PUD zoning district). Higher density projects are likely to have more than 16 units and would be charged the \$23,610 fee for processing.

Development Fees

Development fees are applicable to newly constructed buildings and additions, or whenever a change of use within an existing building creates additional traffic and/or sewer impact. Fees cover the costs of City services and facilities. The City also collects various fees for outside agencies. Outside agency fees include Zone 7 Water connection fees, Dublin-San Ramon Services District (DSRSD) sewer connection fees, Tri-Valley transportation fee, Zone 7 drainage fee, and Pleasanton Unified School District (PUSD) school impact fee. The City has no control over outside agency fees.

Table C-10 lists the City’s Development Fees.

Table C-10: Development Fees¹

Development Fee	Single-Family	Multi-Family	Affordable Housing
Affordable Housing	\$46,076 ²	\$45,083 ³	\$0
Capital Facilities	\$17,430 ⁴	\$12,419	Single-Family or Multi-Family fee applies
Transportation	\$9,908 ⁵	\$6,092	\$469.63
Tri-Valley Transportation*	\$4,901.69	\$3,376.47	\$0
Sewer Connection – City ⁶	\$500	\$375 (condominium) \$330 (apartment or mobile home)	Single-Family or Multi-Family fee applies
Sewer Connection – DSRSD* ⁶	\$13,659	\$10,244 (condominium) \$9,016 (apartment or mobile home)	Single-Family or Multi-Family fee applies
Water Connection (City and Zone 7*)	Based on size of water meter(s)		
Impervious Surface Drainage*	\$1.00 per square foot of impervious surface		
Pleasanton Unified School District* ⁷	\$4.08 per s.f.	\$4.08 per s.f.	\$4.08 per s.f.
¹ All fees are per dwelling unit unless otherwise noted. ² Applies to single-family units over 1,500 square feet. ³ Applies to apartments, condo, or single-family units 1,500 square feet or less. ⁴ Applies to detached single-family units. ⁵ Applies to single-family and townhouse units. ⁶ These fees estimated based on typical wastewater characteristic factors and unit connection fees. ⁷ Residential is subject to the same Pleasanton Unified School District Fee, except that qualified senior housing is subject to a lower rate of \$0.66 per square foot. * Outside agency fee. Source: City of Pleasanton Community Development Department, Development Fees Handout, March 20, 2021; Pleasanton Unified School District (fees applicable as of August 10, 2020)			

Table C-11 compares the City’s development impact fees to the neighboring jurisdictions of Livermore and Dublin (excluding outside agency fees).

Table C-11: Development Impact Fees Comparison¹

Development Fee	Pleasanton	Livermore	Dublin
Affordable Housing	Single-family: \$46,076 ² Multi-family: \$45,083 ³ Affordable housing: \$0	\$29.23 per s.f. (e.g., \$75,998 for a 2,600 s.f. home); must build on-site units for 10+ units	\$217,696
Capital Facilities	Single-family: \$17,430 ⁴ Multi-family: \$12,419	Single-family and 4-bd multi-family: \$21,155 Multi-family (2-bd): \$16,221 Senior: \$3,599 ⁶	Single-family and townhome: \$27,574 Multi-family: \$16,832 Senior: \$10,022
Transportation	Single-family: \$9,908 ⁵ Multi-family: \$6,092 Affordable housing: \$469	Single-family: \$10,546 Multi-family (2-bd): \$7,110 Senior: \$3,236	Varies: \$3,384 to \$9,408

¹ All fees are per dwelling unit unless otherwise noted.

² Applies to single-family units over 1,500 square feet.

³ Applies to single-family units 1,500 square feet or less.

⁴ Applies to detached single-family units.

⁵ Applies to single-family and townhouse units.

⁶ These are Park Facilities Fees.

Source: City of Pleasanton Community Development Department, *Development Fees Handout*, March 20, 2021; City of Livermore *Development Impact and Connection Fees* (July 1, 2021); City of Dublin *Impact Fees FY 2021-22*

The City’s impact fees are lower or comparable to neighboring jurisdictions. When the City Council adopted impact fees, some fees were established below the maximum amounts justified by nexus studies so that the fees were competitive with neighboring jurisdictions. However, in some cases the adopted fees are well below those maximum amounts, and the levels established by neighboring jurisdictions, which reduces the City’s ability to collect fees from market-rate projects to support affordable housing goals, and to fund necessary infrastructure. And, although the Affordable Housing Fee does reflect a differentiation in fee levels based on unit size, the differences are minimal. Considering fees on a per square foot basis could help to encourage more production of smaller units. Pursuant to this, and in accordance with AB 1505, the Housing Element includes a program to review fees (for residential and non-residential development) and consider adjusting them upwards, if doing so would not unduly constrain new investment, and with the next update of the nexus studies, to study imposing impact fees for residential uses on a per-square-foot basis (Program 2.3).

Fee Analysis

Table C-12 shows total estimated planning and development fees for single-family and multi-family units.

Table C-12: Planning and Development Fees for Single-Family and Multi-Family

	Single-Family	Multi-Family (100 units, market rate) ¹	Multi-Family (300 units, affordable) ²
Planned Unit Development	--	\$23,610	\$23,610
Design Review	\$1,948	\$1,948	\$1,948
Tentative Tract Map	--	\$5,478	--
CEQA Negative Declaration	--	\$2,216	--
Affordable Housing	\$46,076	\$4,508,300	--
Capital Facilities	\$17,430	\$1,241,900	\$3,725,700
Transportation	\$9,908	\$990,800	\$140,889
Tri-Valley Transportation*	\$4,901.69	\$337,647	--
Sewer Connection – City	\$500	\$37,500	\$99,000
Sewer Connection – DSRSD*	\$13,659	\$1,024,400	\$2,704,800
Water Connection (City and Zone 7*)	\$32,440	\$1,770,120	\$3,886,080
Impervious Surface Drainage*	\$3,000	\$98,010	\$228,690
Pleasanton Unified School District*	\$10,608	\$489,600	\$1,224,000
Total Fees	\$140,471	\$10,531,529	\$12,034,717
Per Unit Fees	\$140,471	\$105,315	\$40,116
Estimated Total Development Cost Per Unit ³	\$676,128	\$566,335	\$408,653
Estimated Proportion of Fees to Development Costs Per Unit	20.8%	18.6%	9.8%
<p>¹ Assumes a 3-acre townhouse project that does not include on-site inclusionary housing.</p> <p>² Assumes a 7-acre site, with 3 residential buildings.</p> <p>³ Estimated development costs use market-driven cost assumptions for land and excludes developer profit and financing costs.</p> <p>* Outside agency fee.</p> <p>Source: City of Pleasanton, LWC</p>			

Development fees add to the cost of housing since they are passed on to the housing consumer by developers. Fees on a per-unit basis are lower for multi-family and affordable housing units and highest for single-family units; affordable housing units are subject to the lowest per unit fees. Furthermore, the City's Inclusionary Zoning Ordinance allows for reductions or waiver of fees for affordable units, and the City has routinely granted such reductions and waivers to facilitate the

production of below-market rate housing. ADUs are also subject to reduced fees, in accordance with state law requirements.

C.2.5 On and Off-site Improvements

New development is required to provide public improvements to serve its new residents. The City has adopted engineering and design standards to inform developers of how these improvements should be constructed. Public improvement obligations include providing streets, curb, gutter, sidewalks, storm drainage, sewer connections, water connections, fire department access, street lights, and clean water-runoff measures. Required street right-of-way widths are based on street classification and range from 30 feet (alley) to 120 feet (parkway) (Municipal Code 19.36.040). While these types of requirements result in additional development costs, these improvements provide the necessary facilities and services for a safe and quality living environment, and the City offers reductions in these standards when appropriate (e.g., reduced street widths for areas with steep slopes).

Occasionally, the City will require off-site improvements in areas where further development will occur. In these cases, the City will require reimbursement agreements or other mechanisms to reimburse the developer for the cost of these off-site improvements (e.g., assessment districts, specific plan finance agreements, etc.). The City will typically contribute towards the cost of public improvements for affordable housing developments through its Lower Income Housing Fund.

Section C.3 Non-Governmental Constraints

Market factors over which a local government has only limited ability to control can influence the jurisdiction's capacity to develop more housing. These market-related constraints include land cost, construction cost, and the availability of financing. An assessment of these non-governmental constraints can inform the development of potential actions that can ameliorate its impact.

C.3.1 Housing Supply/Conditions

Market Overview: For-Sale

As shown in the Needs Assessment (Appendix A, Figure A-40), the region's home values have increased steadily since 2000, besides a decrease during the Great Recession. The rise in home prices has been especially steep since 2012, with the median home value in the Bay Area nearly doubling during this time. The typical home in value in Pleasanton was estimated at \$1,213,900 in December 2020, a 143.8 percent increase from \$497,900 in 2001¹.

Since the beginning of the recovery from the Great Recession in 2012, interest rates have been maintained at low levels of 3.5 to 4.5 percent. Due to the COVID-19 pandemic, however, national 30-year mortgage rates have dropped to historically low levels, declining to 2.7 percent in late 2020. When interest rates are low, capital investment and housing production generally increase, and more people are likely to take out a mortgage than when interest rates are higher. In addition, consumers are able to borrow more money for the same monthly payment. Extremely low interest rates are one of the factors that has led to overall increased home values in Pleasanton above what has been seen in the past several years. Coupled with the general desire during the pandemic to move from denser to more spacious neighborhoods, the housing market will likely continue to be competitive in the near future.

Market Overview: Rental

As shown in the Needs Assessment (Appendix A, Figure A-43), Pleasanton rents are higher than rents in Alameda County and the Bay Area as a whole. According to U.S. Census data, the median rent paid in Pleasanton in 2019 was \$2,290, increasing 62.4 percent in the past 10 years, while rents in Alameda County have increased 56.2 percent. Meanwhile, median rent in the Bay Area region has increased just over 54.0 percent in the same time period. The rate of rent increase in Pleasanton has outpaced both the County and the Bay Area.

¹ According to the Zillow Home Value Index (ZHVI), in July 2021, typical home value increased to \$1,486,151 in Pleasanton, a 22.4 percent increase since December 2020.

Per the Needs Assessment (Appendix A, Figure A-44), renter households in Pleasanton experience a higher housing cost burden than homeowners. An estimated 22.6 percent of renters spend 30 to 50 percent of their income on housing compared to 13.7 percent of those that own. Additionally, 21.0 percent of renters spend 50 percent or more of their income on housing, while 9.9 percent of owners are severely cost-burdened. In total, almost 24 percent of homeowners are cost burdened, while almost 44 percent of renters are cost burdened.

C.3.2 Development Costs

Land Costs

Due to the shortage of vacant property in the city, a residual land value analysis was used to estimate the price of land in Pleasanton. The analysis used comparables recently sold within the past four years (2018 through 2021). Individual lots ranged from \$44 to \$137 per square foot, or about \$1,928,134 to \$5,956,728 per acre. Lot sizes ranged from approximately 3,920 to 146,797 square feet. Residential multi-family land in the city is estimated to cost an average of \$74 per square foot, or about \$3,228,376 per acre.

Though there was some raw land sale activity in Pleasanton, the city has little undeveloped land available. The shortage of available land in Pleasanton is considered a constraint to development, as housing production will most likely occur on more expensive opportunity sites for redevelopment. A developer will need to pay for the existing on-site improvement before demolishing it, resulting in a cost premium over vacant land. In addition, sites with existing uses will most likely incur more costs due to the removal of on-site structures.

Construction Costs

According to a March 2020 report published by the Turner Center for Housing Innovation at UC Berkeley, construction costs for multi-family housing in California have climbed 25 percent between 2009 and 2018. This increase is in part due to the higher cost of building materials, such as wood, concrete, and steel, as well as prevailing wage requirements. According to RSMeans, construction costs (including materials and labor but excluding soft costs such as fees) for a small apartment complex in the Pleasanton area ranged between \$171 to \$201 per square foot in 2021. However, based on the City's 2018 affordable housing impact fee nexus study, multi-family construction costs ranged from \$215 per square foot for a rental development and \$225 per square foot for a for-sale development. Construction costs have continued to increase since 2018. Construction costs can vary depending on the type of development, ranging from more expensive steel-frame Type I construction to more affordable wood-frame Type V. Due to the smaller scale, single-family homes tend to be more expensive to construct on a per square foot basis than multi-family. This cost can fluctuate depending on the type and quality of amenities to the property, such as expensive interior finishes, fireplaces, swimming pools, etc.

Soft costs are the costs that are not directly incurred by the physical construction of the development. These costs include services for architectural, consultant, and legal services, as

well as permitting requirements and impact fees. They generally range from 15 to 30 percent of total development costs but can fluctuate depending on local fees and exactions. Please refer to the Permit and Development Fees section, above, for a discussion of the City's required permit and development fees.

C.3.3 Availability of Financing

The availability of financing can impact rates of homeownership. The ability to secure financing can be influenced by several factors, including creditworthiness, debt-to-income ratio, and the restrictiveness of mortgage lending standards. Reviewing data collected through the Home Mortgage Disclosure Act (HMDA) can reveal the role the lending market has had on local home sales. Home purchase loans in 2020 are summarized in the table below.

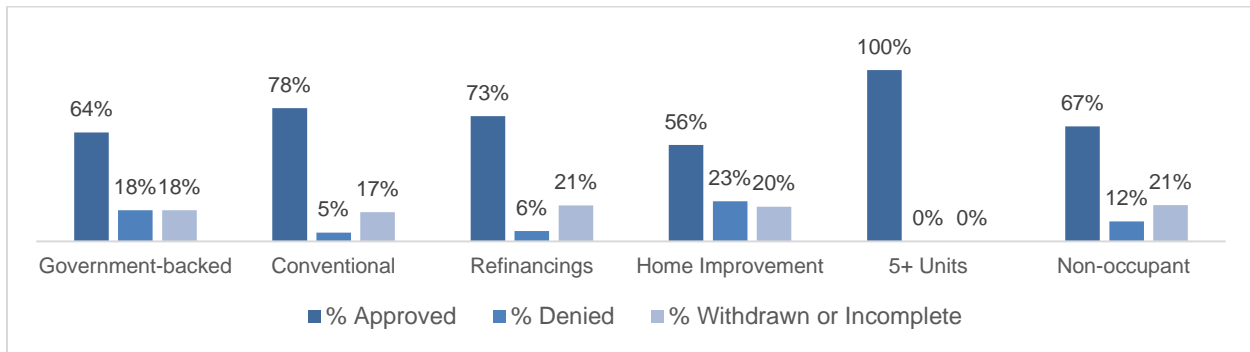
Almost all traditional home loan applications (between government-backed and conventional) in 2020 were for conventional loans, for a total of 894 home loan applications across both types. This disparity could be driven from high home values in Pleasanton, as government-backed loan programs typically have a maximum loan amount. The approval rate for conventional loans was 78 percent.

In competitive housing environments, where purchasing a new home may be out of reach for some, home renovations can be a desirable and more affordable way to add value to property. There were 183 home improvement applications in 2020. The approval rate for these types of applications was 56 percent.

Table C-13: Total Home Loan Applications

Type	Total Applications
Government-backed	11
Conventional	883
Refinancing	5,591
Home Improvement	183
5+ Units	3
Non-occupant	307
<i>Source: HMDA, 2020</i>	

Figure C-1: Home Loan Application Disposition



Source: HMDA, 2020

C.3.4 Market Constraints Summary

Economic conditions in Pleasanton reflect a competitive housing market. Residential developments can garner higher home sale prices and rental rates than across the ABAG region. As such, Pleasanton has market conditions that favor the development of both for-sale and for-rent housing. Due to high housing demand, however, Pleasanton is generally built out, so future housing development will be constrained by existing development or require demolishing existing structures, improvements, and uses. The lack of available vacant land may constrain housing production due to the increased costs associated with redevelopment.

C.3.5 Community Resistance to Housing

Another constraint to housing production in the Bay Area is community resistance to new developments. There are various concerns often expressed, including new housing developments will cause increased traffic, place a burden on other infrastructure (e.g., water supply, schools, etc.), adversely affect community character, and result in loss of valuable open space. Regardless of the factual basis of the concern, vociferous opposition can slow or stop development.

While potential opposition to affordable housing exists in many communities throughout the Bay Area, Pleasanton has implemented standards for high density sites and a development review process to involve appropriate decision makers and stakeholders to reduce the likelihood of project opposition. The City continues to inform the community about state requirements for facilitating housing and works diligently to maintain compliance with ongoing amendments to state law.

Section C.4 Environmental and Infrastructure Constraints

C.4.1 Environmental Constraints

Land to the west and south of the city includes open space, agriculture, and permanently protected ridge lands. Measures PP and QQ were voter approved and prohibit grading on slopes of 20 percent or greater or within 100 vertical feet of a ridgeline. However, parcels are allowed to have at least a minimum of 10 units.

Pleasanton’s downtown also include historic character and resources. In 2019, an Environmental Impact Report (EIR) was certified for the Downtown Specific Plan, which includes mitigation measures to protect the historic character of downtown. The City maintains a list of downtown residential structures located in residential zones determined to be historic resources.

C.4.2 Infrastructure Constraints

Water

Water supply is an issue at the forefront of long-term planning efforts in the City. The City adopted the 2020 Urban Water Management Plan (UWMP) and Water Shortage Contingency Plan in June 2021. The UWMP describes the City’s water deliveries and use, water supply sources, Water Conservation Act of 2009 compliance, projected water demands through 2045, water supply reliability, and water shortage response. The City’s water supply comes from two sources, approximately 80% is supplied by the Zone 7 Water Agency (Zone 7), while the remaining 20% comes from City owned wells. The UWMP describes that there is adequate water supply to meet the City’s current and future demands through 2045. This analysis considered various scenarios, including a five consecutive year drought. The Water Shortage Contingency Plan details the City’s action plan for a drought or catastrophic water supply shortage in compliance with the State’s six standard shortage levels. The Water Shortage Contingency Plan is codified in the City’s Municipal Code, Chapter 9.30 (Water Management Plan), which will be amended to reflect the recently adopted Water Shortage Contingency Plan.

The City has developed an updated GIS-based hydraulic model of the water distribution system which is being used to identify any storage or conveyance deficiencies for current and future water deliveries. Deficiencies will be addressed by either making changes to operating practices or by developing and implementing new capital improvement projects.

Sewer

The City of Pleasanton owns and maintains the pipelines, manholes, force mains, pump stations, and siphons in the local sewer collection system within the City's limits. Most of the City's existing collection system is in satisfactory condition and operates in accordance with acceptable industry standards for conveyance of average dry weather flows, peak hourly dry weather flows, and peak wet weather flows during a generally acceptable storm event. The Pleasanton General Plan adopted in 2009 identified the need for future improvements to the existing local collection and pumping system. These improvements included the construction of new or parallel sewers; diversion structures; and modifications, improvements, or complete reconstruction of various pump stations. The General Plan also provides that maintaining and enhancing the existing local sewer collection system will be funded as part of the City's Capital Improvement Program (CIP), and new sewer lines will be funded and constructed by new development as it occurs. The City anticipates conducting a sewer/wastewater capacity analysis in 2022.

Dublin-San Ramon Services District (DSRSD) provides Pleasanton's sewage treatment services. Disposal of treated effluent from DSRSD's plant to the San Francisco Bay is provided by means of disposal lines managed by LAVWMA (Livermore Amador Valley Water Management Agency), a Joint Powers Authority (JPA) between the City of Pleasanton, the City of Livermore, and DSRSD. A 2017 capacity evaluation of the DSRSD showed that the DSRSD Wastewater Treatment Plant had spare capacity. Recent recycled water projects and conservation efforts for reuse of wastewater within the Tri-Valley service area have helped to reduce impacts on treatment capacity.

There are several known deficiencies within the sanitary sewer system in need of improvement. These improvements are most likely to be undertaken as CIP projects or as part of future development. Certain housing sites identified in the sites inventory will require expansions and/or upsizing to the local sewer collection system to support housing development. This is further discussed in Appendix B (Sites Inventory and Methodology).

As required by Government Code §65589.7, in May 2008, the City adopted an administrative policy to provide priority water and sewer service for housing developments serving lower income households.

Dry Utilities

Pacific Gas and Electric (PG&E) and East Bay Community Energy (EBCE) provide electricity services in Pleasanton, and additional dry utilities include natural gas (PG&E), telephone, cable television, and internet (AT&T and Comcast/Xfinity), and solid waste (Pleasanton Garbage

Service). Future projects that require new connections would have to coordinate with responsible dry utility providers, and none have identified deficiencies or inability to provide utilities throughout Pleasanton for any future development. Future system expansion costs for new development are typically shared between the service provider and developers.

DRAFT

This page is intentionally blank

Appendix D: Existing Programs Review

Contents

Appendix D: Existing Programs Review 1

Section D.1 Existing Housing Programs Review2

Section D.1 Existing Housing Programs Review

This Appendix documents the implementation status of the current Housing Element programs. The main purpose is to evaluate which programs were successful and should be continued, and which programs were ineffective and should be eliminated or modified.



Many of the current Housing Element programs are ongoing City efforts or were successfully completed. These programs have facilitated affordable housing during the planning period, such as Kottinger Gardens (185 units for lower income elderly) and Sunflower Hill (31 units affordable to adults with developmental disabilities). The City has also removed governmental constraints through various Municipal Code amendments, including an updated Accessory Dwelling Unit (ADU) Ordinance, allowances for supportive and transitional housing, and modifications to the Growth Management Program. As a result, most programs are recommended to be continued with some being updated to reflect changes since the last Housing Element adoption. However, many programs are recommended to be merged with other programs to reduce overlap or redundancy and facilitate administration. Some programs were also determined to be more appropriately couched as policies. The City conducted a comprehensive reorganization of its housing programs as shown in the 2023-2031 Housing Element Goals, Policies, and Programs (Section 4).

Recommended program modifications include integrating state law updates (e.g., no net loss (SB 166), Housing Crisis Act (SB 330), supportive housing, emergency shelters, etc.) and providing more specificity in terms of City actions. Modifications are also recommended based on the housing needs assessment (Appendix A), housing constraints analysis (Appendix C), and affirmatively furthering fair housing analysis (Appendix F). Programs that can be effectively addressed through other existing or modified programs, or that have already been implemented, are recommended to be deleted.

Please see Table D-1 for the analysis of existing programs.

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
Housing Variety, Type, and Density					
1.1	Discourage the redesignation of areas designated for High Density Residential development. The objective of this program is to ensure that adequate sites are available to accommodate the City's regional housing need for all income levels.	-	City Council	There were no High Density Residential properties redesignated.	Modify: Reframe as a net loss program consistent with Senate Bill (SB) 166. Merge with Program 12.1.
6.1	Continue monitoring second units to determine if they are being rented and, if so, determine their rent levels. Include conditions of approval for second unit Administrative Design Review approvals requiring a monitoring program.	-	Housing Division, Housing Commission, Planning Division	The City updated the Accessory Dwelling Unit (ADU) Ordinance in 2021 to comply with state law. The updated Ordinance requires a restrictive covenant with language requiring participation in the City's monitoring program regarding ADU rent levels.	Continue/ Update: Update to reflect ADU Ordinance and ADU rent level monitoring program.
6.2	Create incentives for homeowners to rent their second units to moderate-, low-, and very low-income households as well as those with disabilities (including developmental disabilities). The City's role would be to develop the program materials including information, criteria for qualifications, and incentives, and to monitor the success of the program. Incentives should include fee reductions or waivers and information/assistance to help homeowners be landlords. Such incentives should be made available to applicants of second units during the Administrative Design Review or Building permit process.	Five units per year	Housing Division, Housing Commission, Planning Division, Building Division, Planning Commission	The City updated the Accessory Dwelling Unit (ADU) Ordinance in 2021 to comply with state law, which establishes objective standards and limits impact fees that can be applied to ADUs. An average of 11.5 ADUs were produced annually between 2018 and 2021; ADU production has seen a steady increase over the past 5-10 years. The City continues to encourage ADU owners to rent their units.	Modify: Revise to facilitate the production of ADUs through City-approved standard ADU plans and other methods (e.g., ADU handbook, landlord resources, etc.). Remove Administrative Design Review process; ADUs are only subject to building permits.

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
6.3	Conduct a review of the Second Unit Ordinance, including a survey of similar requirements in other Bay Area cities. Using this review, consider allowing second units without an Administrative Design Review process in new single-family developments, subject to performance standards, consider reducing the existing Second Unit Ordinance requirements, such as the parking and height limit requirements, to encourage the development of second units, consider other measures to promote the creation of second units, and adopt necessary changes as appropriate.	5 percent of new single family homes include a second unit	Planning Division, Planning Commission, City Council	The City updated the Accessory Dwelling Unit (ADU) Ordinance in 2021 to comply with state law. This has been completed. An average of 11.5 ADUs were produced annually between 2018 and 2021.	Delete: Methods to encourage and facilitate ADUs to be addressed as part of modified Program 6.2.
Housing Tenure					
7.1	Monitor new multiple-family residential development proposals with respect to housing tenure to ensure that sufficient numbers of rental units are provided to meet the above policy. [<i>Policy 7: Encourage at least 50 percent of all multiple-family housing units to be rental apartments.</i>]	-	Housing Division	The City continues to monitor new multi-family residential developments. During the last housing cycle, all new multi-family residential developments that were entitled were rental apartments.	Delete: Retain as a policy to encourage rental apartments as a significant portion of all multi-family housing.
8.1	Regulate condominium, townhouse, and mobile home conversions and mitigate tenant displacement through the provisions of the City's Condominium Conversion Ordinance, and Government Code, Section 65863.7 (as to mobile homes). This includes requiring condominium converters to maintain rental units for households with special needs including those with developmental disabilities, such as lifetime leases with rental caps for persons with disabilities, to the extent permitted by State law and	-	City Council	The City continues to regulate condominium conversions through Municipal Code Chapter 17.04. There were no applications for condominium conversions and no residential rental units were converted to ownership units in 2018-2020.	Continue

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
	denying conversion of apartment units to condominiums if the percentage of multiple-family units available for rent, city-wide, is below 50 percent.				
8.2	Review the City's Condominium Conversion Ordinance to identify desirable changes, such as potentially requiring more housing units affordable to low- and very low-income households and longer tenant noticing requirements, if market conditions are resulting in the displacement of lower-income tenants.	-	City Council	The City continues to monitor the number of for-rent versus for-ownership units in the city. There were no applications for condominium conversions and no residential rental units were converted to ownership units in 2018-2020.	Delete: Market conditions are not resulting in displacement of lower-income tenants from condominium conversions. Requirements noted in Program 8.1 are sufficient.
Housing Affordability					
9.1	Seek State and Federal assistance for the development of housing to meet the housing needs of households with extremely low, low, and very low incomes as well as those with disabilities (including developmental disabilities). Potential sources may include the HUD Section 202 and 811 programs (for senior housing and housing for persons with disabilities), the State HELP and CHFA programs, State/Federal lower-income housing tax credits, and bond financing. The timing of application will depend upon the schedule for specific projects proposed by individual developers in as much as the City does not currently own any land for development of housing affordable to low- and very low-income households and those with disabilities. If the City is successful in securing an open source of funding for housing affordable to low- and	The objective of this program is to secure available funding required to finance new affordable housing development. A timeline would be developed on a project by project basis as affordable development inquiries/ applications are submitted to the City.	Housing Division	The City's ability to secure an open source of funding for affordable housing has been hampered by the significant reduction and/or elimination in recent years of many programs (e.g., Sections 202, 811, and HELP). The City continues to review available options on a project-specific basis and has approved financing programs related to new affordable housing projects. The City worked with Alameda County to secure Measure A1 bond funds: \$4.6 million for	Continue/ Update: Update funding sources identified to reflect relevant and available funding programs.

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
	very low-income households, such as State HELP funds, the availability of these funds will be promoted through the City's web site, in local newspapers, and through posting at public places subject to normal procedures.			Kottinger Gardens Phase 2 (completed in 2019), and nearly \$7.2 million for Sunflower Hill (completed in 2020). The City continues to monitor the availability of new funding sources for affordable housing and applies for funding as appropriate.	
9.2	Seek creative alternative and non-traditional means, including using available City financial and property resources and working cooperatively with community groups, that will assist in the production of or preserve housing for extremely low-, very low-, low-, and moderate-income-households as well as special needs housing including housing for those with disabilities.	-	Planning Division, Housing Division	The City continues to communicate with several groups, including MidPen Housing, Sunflower Hill and Tri-Valley REACH, which may lead to the development of new affordable housing within the next several years.	Modify: Expand to reflect working cooperatively with other entities (e.g., faith-based property owners, etc.)
9.3	Advocate changes in Federal and State legislation to provide incentives for the development of housing for special needs and housing affordable to extremely low-, low- and very low-income households and to overcome barriers to housing affordable to low- and very low-income households.	-	Housing Commission, City Council	The City continues to advocate Federal and State legislative changes and provides general support to legislative efforts on an ongoing basis. This is more appropriately framed as a policy.	Delete: Retain as a policy.
10.1	Conduct a review of the Growth Management Program and amend as necessary to assure the rate of residential development, limited to 235 units per year consistent with the City's Growth Management unit allocation, is consistent with the City's current and new infrastructure capacities, including	-	City Council	In 2015, Municipal Code Chapter 17.36 was amended to ensure that the Growth Management Ordinance does not include constraints including preventing the City from meeting its	Modify: Revise to reflect that the Growth Management Program must comply with all requirements of the Housing Crisis Act (Senate Bill 330) while it is in effect, including

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
	roadways, water, sewer, and facilities, etc. The objective of this program is to assure that the City's Growth Management Program is consistent with State law and that there is a procedure for assuring that there is available infrastructure to serve future approved residential development, and to create a more efficient process for implementing the program.			share of the regional housing need for all income levels during the Housing Element planning period per Program 30.2. The City continues to monitor and review the Growth Management Program.	suspension of implementation of the Growth Management Ordinance.
10.2	Require the duration of extremely low-, low- and very low-income set-aside units within projects to be in perpetuity.	-	City Council	The City continues to require that all regulatory agreements for below-market rental units to be in perpetuity (or if required due to financing, for 99 years). As a result, no units are at risk of conversion.	Delete: Retain as a policy for lower-income units to be deed restricted in perpetuity whenever allowable pursuant to funding programs.
11.1	Continue to provide incentives such as reduced development fees, assistance in public improvements, priority in permit processing, increased density, altered site-development standards, mortgage revenue bonds, affordable-housing competition, and other creative incentives to encourage the development of housing affordable to moderate-, low-, extremely low-, and very low-income households and households with special needs. A priority will be placed on projects that provide the largest number of units at the greatest level of affordability. The availability of incentives will be incorporated in the City's Inclusionary Zoning Ordinance, to be consistent with State law and recent court decisions, but for specific projects, will also be promoted through the City's web site, in local newspapers, and through	The objective of this program is to assure that incentives are made available and known to the development community	City Council	Specific incentives are included in the City's Inclusionary Zoning Ordinance (i.e., fee waiver/deferral, design modifications, second mortgages, and priority processing). These and other incentives, such as increased density through density bonus provisions, have been utilized by affordable housing projects over the planning period. The City provided priority processing for the Sunflower Hill project in 2017.	Modify: Update density bonus provisions to comply with current state law (e.g., AB 2345). Study and amend the Inclusionary Zoning Ordinance to better meet housing policy objectives.

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
	posting at public places subject to normal procedures.				
12.1	Maintain zoning adequate to accommodate Pleasanton's share of the regional housing need for all income levels. Sites designated High Density Residential or Mixed Use shall be developed at a minimum density of 30 units per acre, and comport with the adopted Housing Site Development Standards and Design Guidelines for Multifamily Development.	-	City Council	The City continues to monitor the zoning within the City to accommodate all RHNA needs. This is implemented on an ongoing basis.	Modify: Update to comply with 6 th Cycle Housing Element rezoning requirements.
12.2	Attempt to rehabilitate five ownership-housing units affordable to extremely low-, low- and very low-income households identified as having major building code violations each year between 2015 and 2023, and maintain their affordability. Attempt to rehabilitate at least one apartment complex by 2020. Single-family homes will be identified through the City's Housing Rehabilitation Program which already has in place an outreach program. The City will survey existing apartment complexes, including working with local non-profit housing development agencies, to ascertain the need for rehabilitation. Owners of identified complexes will be contacted and made aware of the availability of rehabilitation assistance.	Five ownership units and one apartment complex prior to the end of the Planning Period	Housing Division	Since October 2016, Habitat for Humanity has administered the City's Housing Rehabilitation Program, which provides grants or loans to extremely low-, very low-, and low-income homeowners. No apartment projects sought City funding for rehabilitation projects during this time. Since 2015, the City has issued 15 rehabilitation grants to lower income homeowners through this program.	Modify: Expand to create an inventory of properties eligible and/or potentially in need of rehabilitation.
12.3	Strive to construct, rehabilitate, and conserve the City's regional share of housing within the constraints of available infrastructure, traffic, air quality, and financial limits, by the conclusion of the current Regional Housing Needs Determination period – in 2023.	-	City Council	The City continues to strive to construct housing within the constraints of available infrastructure, traffic, air quality, and financial limits. Combined, the City's 2015-2023 housing	Delete: Retain as a policy. Programs for no net loss address regional housing needs capacity (see Programs 1.1 and 12.1).

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
				sites inventory can accommodate at least 3,243 units.	
12.4	Work with the Tri-Valley Housing Opportunity Center and employers to develop partnerships for participating in programs to make housing affordable to their workers.	-	Housing Division	In 2016, the City began working with Eden Council for Home and Opportunity, Inc. (ECHO Housing) to perform first time homebuyer services previously provided by TVHOC. ECHO Housing conducts outreach to employers and lower income target groups in the community to encourage participation in affordable housing programs. The City continues to meet regularly as a member of the Tri-Valley Affordable Housing Committee to help develop strategies to make housing more affordable to local businesses.	Modify: Broaden and retain as a policy.
At-Risk Housing Affordable to Low- and Very Low-Income Households					
14.1	Preserve for the longest term feasible, rent restricted assisted projects affordable to extremely low-, low- and very low-income households, and provide assistance to retain below-market rate rent restrictions.	-	Housing Division	Since 2001, all regulatory agreements have included a provision that the terms shall apply in perpetuity (or for 99 years if restricted due to financing requirements). The City has no at-risk projects (i.e., assisted projects at risk of	Modify: Program is duplicative of others and has been reframed merged into a single policy (New Policy 3.3) Also see Program 10.2.

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
				conversions to market rate in the next 10 years).	
14.2	Structure future rent-restriction contract agreements to allow the City the opportunity to purchase or subsidize assisted units at the conclusion of the rent-restriction period.	-	Housing Commission, City Council	The City continues to analyze rent-restriction contract agreements as they come in on a case-by-case basis. All affordable housing agreements for high density projects have required affordable units to be set aside in perpetuity.	Modify: See Programs 10.2 and 14.1.
14.3	Structure future rent-restriction contract agreements for all new assisted projects with limited or no time restrictions to minimize the displacement of tenants.	-	Housing Commission, City Council	The City continues to look at creative ways to structure agreements and maximize the term of affordability.	Continue/ Merge: Merge/see Programs 10.2 and 14.1.
14.4	Provide rehabilitation funds or other incentives such as a density bonus where appropriate for apartment complexes in exchange for extended or perpetual assisted-housing time periods.	-	City Council	The City will continue to monitor future opportunities for providing financial assistance to existing apartment complexes in exchange for affordability restrictions.	Continue/ Merge: Merge with Program 14.1 as options to discuss with rent restricted assisted project owners.
14.5	Issue bonds or provide other funding where appropriate to reduce apartment complex mortgage rates in exchange for extended or perpetual assisted-housing time periods.	-	City Council, Finance Department	The City continues to issue bonds and provide funding for appropriate projects on a case by case basis. No bonds were issued during 2018-2020.	Continue/ Merge: Merge with Program 14.1 as options to discuss with rent restricted assisted project owners.

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
City Government Actions					
15.1	Identify funding mechanisms for infrastructure improvements contained in the General Plan to accommodate projected housing growth.	-	City Council	The City continues to make infrastructure improvements on an as-needed basis, typically funded through the Capital Improvement Program (CIP).	Continue: Continue with additional specificity as to mechanisms through which the City conducts infrastructure improvements.
15.2	Waive City fees for housing developments that provide a minimum of 15 percent affordable to extremely low-, low- and very low-income households.	-	City Council	The City waives City fees or a portion thereof for eligible affordable projects on a case-by-case basis. Since the City's inclusionary requirement is 15 to 20 percent, not all projects that comply with the inclusionary requirement receive fee waivers.	Modify: Revise to reflect the City's current practice for assessing fee waiver requests.
15.3	Expedite the development review process for housing proposals that provide a minimum of 15 percent affordable to moderate-, low-, extremely low, and very low-income households.	-	Planning Division	The City continues to expedite the development review process for affordable projects on an as needed basis. Since the City's inclusionary requirement is 15 to 20 percent, not all projects that comply with the inclusionary requirement receive expedited review.	Modify: Revise to reflect the City's current practice for conducting expedited review.
15.4	Support State legislative reform to improve the fair-share housing process and provide financial and other incentives to strengthen local jurisdictions' abilities to meet their fair-share responsibilities.	-	Housing Commission, City Council	The City continues to monitor legislative changes, and to advocate for proposed changes in legislation that would improve the	Continue

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
				RHNA and RHND processes and increase funding and other tools to meet the fair-share allocation.	
15.5	Assess the level of effort to overcome infrastructure constraints to housing affordable to extremely low-, low- and very low-income households on a periodic basis.	-	Housing Division	The City continues to assess infrastructure constraints and needs on a periodic basis.	Continue: See Program 15.1.
15.6	Assess future sewer infrastructure needs, including sewer infrastructure upgrades and facilities to accommodate future RHNA cycles in the region.	-	Operation Services Department, Housing Division, City Council	The City continues to assess sewer infrastructure as new residential projects are reviewed and anticipates conducting a sewer/wastewater capacity analysis in 2022.	Continue: See Program 15.1.
15.7	Continue to work with non-profit and for-profit housing developers, service providers, Pleasanton employers, the Pleasanton Unified School District, and urban planning specialists to develop new programs and incentives for meeting the full range of Pleasanton's future affordable housing needs.	-	Housing Division	The City continues to work with non-profit and for-profit developers and collaborates with non-profit housing agencies and other Tri-Valley cities to develop new housing programs and incentives (e.g., Tri-Valley Affordable Housing Committee). Also, see Program 9.2.	Continue/ Modify: Expand to address other potential partners and property owners. Also, see Program 9.2.
15.8	As required by State law, the City will review the status of Housing Element programs by April of each year, beginning April 2012. The review will cover consistency with other General Plan programs and community goals, the status of implementing actions,	-	Housing Division, Housing Commission, Planning Division, Planning Commission, City Council	The City has submitted its annual progress report to the State Department of Housing and Community Development by the required deadline.	Continue/ Update: Add reference to maintaining adequate sites through the no net loss program (see Program 1.1).

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
	<p>accomplishments, and a review of housing sites identified in the Housing Element. In particular, the annual review will cover development assumptions and actual development activity on sites by assessing projected development potential compared to actual development approval and construction. This will also include residential units anticipated on mixed use zoned sites. The primary intent of the annual review is to maintain adequate sites during the Housing Element planning period. In addition, the annual review will evaluate the effectiveness of the City's inclusionary zoning requirements (see Programs 17.1 and 17.2) to determine if modifications are needed.</p>				
16.1	<p>Continue housing education programs available on the City's website, at other public venues, through City publications and mailings, and through partnerships with regional organizations</p>	-	Housing Division, Housing Commission	<p>Throughout the planning period, the City provided updated information on the City's website and in printed format to educate private citizens, developers, and other interested parties on the range of programs promoting affordable housing.</p>	<p>Modify: Expand to address expanded and focused marketing efforts to ensure information is available to traditionally underserved communities.</p>
16.2	<p>Continue to coordinate public information with surrounding communities to provide up-to-date listings of opportunities for regional affordable housing and programs for extremely low-, low- and very low-income households.</p>	-	Housing Division	<p>Throughout the planning period, the City provided public information regarding regional affordable housing and available programs.</p>	<p>Continue/ Merge: Merge with Program 16.1.</p>

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
16.3	Develop incentive/revitalization programs for neighborhoods to encourage support for affordable housing opportunities. Such incentives could include enhanced public amenities or other investment in areas where additional multifamily housing is planned.	-	Housing Division, Housing Commission, City Council	During the planning period, no neighborhood incentives/revitalization programs were implemented.	Continue/ Modify: Revise to reflect affirmatively furthering fair housing analysis findings and include potential funding sources for programs.
17.1	Review the City's Inclusionary Zoning Ordinance and amend: -for consistency with the Housing Element and other City affordable housing programs; -to identify incentives for non-profit housing developers and other housing developers to construct projects including three bedroom units for large households; -to determine if it is appropriate to increase the percentage of affordability to support housing affordable to low- and very low-income households; -to be consistent with recent court decisions regarding rental housing and State law;	-	Housing Division, Housing Commission, City Council	See Program 17.2.	Delete/Merge: Program 17.2 provides for a regular assessment of the Inclusionary Zoning Ordinance. See Program 17.2.
17.2	Monitor the results of the Inclusionary Zoning Ordinance annually to determine consistency with State law and recent court decisions and to determine if developers are primarily building new housing units affordable to low- and very low-income households instead of paying in-lieu fees for new developments. If it is determined by the City Council, upon recommendation by the Housing Commission, that the Inclusionary Zoning Ordinance is not producing sufficient housing affordable to low- and very low-income households, consider modifying	-	Housing Division, Housing Commission, City Council	The City has continued to monitor the Inclusionary Zoning Ordinance during the planning period. In 2018, the City approved an update to the City's development impact fees, including the City's Affordable Housing Fee.	Continue/ Modify: Provide additional specificity as to the ways in which the City would seek to improve the Inclusionary Housing Ordinance.

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
	the Ordinance so that it can better achieve that objective. As part of the Inclusionary Ordinance review, conduct meetings with developers to identify specific changes that may be considered by the City.				
18.1	Review and modify the lower-income-housing fee annually in conformance with AB 1600, and consider changing the basis of the fee to reflect the true cost of providing housing.		Finance Department, Housing Division, Housing Commission, City Council	In 2018, the City prepared nexus studies (although not required to establish housing fees) and approved an updated Affordable Housing Fee.	Continue
18.2	Continue to exempt all housing units affordable to low- and very low-income households from the low-income housing fee.	-	Housing Commission, City Council	The City has continued to exempt all affordable housing units from the Affordable Housing Fee; ADUs are also exempt from the fee.	Continue
18.3	Use the Lower-Income Housing Fund to help build housing affordable to low- and very low-income households on City-owned land.	-	City Council	During the planning period, 1.64 acres of land dedicated to the City was used in partnership with Sunflower Hill to develop 31 affordable housing units for individuals with developmental disabilities, completed in 2020. The City committed \$2.25 million from the Lower Income Housing Fund for the Sunflower Hill project.	Continue
18.4	Use the Lower-Income Housing Fund to extend rent restriction agreements, purchase land, write down mortgage costs, rehabilitate units, subsidize rents, issue tax-exempt bonds, post loan collateral, pay pre-development costs, and	150 units	City Council	The City used Lower Income Housing Funds for Kottinger Gardens (Phases 1 and 2, 185 total units for lower-income elderly),	Continue

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
	otherwise help produce housing units affordable to lower-income households. The objective of this is to utilize the Lower Income Housing Fund in a manner consistent with City ordinance and to support affordable housing, particularly developments proposed by non-profit developers that include units for large families at very low incomes.			completed in 2017 and 2019. Kottinger Gardens and Sunflower Hill (see Program 18.3) consist of 216 lower-income units.	
18.5	When considering how to utilize the City's Lower-Income Housing Fund, consider whether a proposal with a non-profit housing developer and a for-profit housing developer partnership should be a higher priority project due to its ability to potentially secure better funding and be developed.	-	Housing Division, Housing Commission, City Council	The City successfully worked with Sunflower Hill, a non-profit organization, on a housing project within Irby Ranch and will continue to consider both non-profit versus for-profit partnerships on a case-by-case basis.	Delete: Retain as a policy.
City Priorities for Housing Developments – Non-Profit Housing Developers					
26.1	Actively assist owners of property zoned or designated High-Density-Residential in soliciting non-profit housing organizations for proposals to develop housing affordable to extremely low-, moderate-, low-, and very low-income households on available sites using lower-income-housing fees. The City will notify all property owners of HDR sites of available City housing programs within 6 months of Housing Element adoption.	The objective of this program is to assure that owners of HDR properties are informed of City affordable housing programs.	Housing Division	The City continues to provide information and resources related to affordable housing on the City's website and continues to encourage owners of high density residential sites to partner with non-profit organizations.	Continue/ Modify: Expand outreach to property owners of identified lower-income sites.
26.2	Continue to actively support the activities of non-profit organizations that provide special needs housing as well as housing affordable to low- and very low-income households, through technical assistance or other means.	The objective of this program is to assure that the City maintains a full range of incentives that are beneficial to assisting	City Council, Housing Commission, Housing Division	The City maintained active support (including financial assistance through the City's Housing and Human Services Grant program)	Delete/Merge: See Program 15.7.

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
		non-profit housing developers.		for a wide range of non-profit organizations in 2020, including Habitat for Humanity, ECHO Housing, CRIL, Abode Services, and Tri-Valley REACH, Inc. In addition, the City worked directly with MidPen Housing, Satellite Affordable Housing Associates (SAHA), and Sunflower Hill on project-specific activities.	
26.3	When land becomes available to the City, consider reserving those sites for non-profit organizations to build housing affordable to moderate-, low-, extremely low, and very low-income households that include three bedroom units for large households.	-	City Council	During the planning period, the City acquired a parcel within Irby Ranch, and leased it to SAHA/ Sunflower Hill for a 31-unit project for residents with developmental disabilities.	Continue
Growth Management					
30.1	Continue to use the Growth Management Report to monitor the numbers and types of units built at all income levels. Use this information to facilitate the issuance of sufficient numbers of permits to meet the regional housing need throughout the planning period.	-	Planning Division; City Council	The City's reporting showed that the maximum Growth Management Allocations, which are consistent with the Regional Housing Needs Allocation, had not been exceeded during the planning period.	Modify: Reflect suspension of enforcement the Growth Management Program as needed to comply with state law (e.g., SB 330). See Program 10.1.
30.2	Review and amend the Growth Management Program to reflect current housing and infrastructure conditions and current housing needs, and to ensure that	-	City Council	In 2015, Municipal Code Chapter 17.36 was amended to comply with this Program.	Modify: See Programs 30.1 and 10.1.

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
	<p>the Growth Management Ordinance does not include constraints including preventing the City from meeting its share of the regional housing need for all income levels during the Housing Element planning period. Potential revisions include establishing a regional housing need allocation exemption for all lower income housing, incorporating all lower income regional housing need allocation requirements into the growth management allocation, and mandating the ability to “borrow” allocation units for lower income housing from future years to accommodate all levels of regional housing need allocation through the developer’s development agreement, growth management agreement or other legislative act.</p>				
Existing Housing Condition					
35.1	<p>Maintain building and housing code enforcement programs, and monitor project conditions of approval.</p>	-	Community Development Department	<p>The City responds to resident complaints related to Building Code and Housing Code violations on an ongoing basis. Since 2016, there were 27 cases regarding substandard conditions at single-family and multi-family residences.</p>	<p>Modify: Expand to use code enforcement efforts to refer property owners to available rehabilitation and other programs. See Program 12.2.</p>
35.2	<p>Continue the Rental Housing Rehabilitation Program to improve rental units affordable to low-, extremely low-, and very low-income households.</p>	-	Housing Division	See Program 12.2.	<p>Continue/ Merge: Merge with Program 12.2.</p>

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
35.3	Supplement CDBG funds with the City's Lower-Income Housing Fund for rehabilitation of housing units affordable to extremely low-, low- and very low-income households.	-	Housing Division, City Council	During the planning period, the City continued to supplement CDBG funds with other funding sources. However, the City's Housing Rehabilitation Program was funded through a combination of local (City Lower Income Housing Funds) and federal HOME funds. Also see Program 43.3.	Continue/ Update: Replace "CDBG" with available grant funding, such as available HUD funding.
Housing Location					
36.1	Regularly assess the need for workforce housing (including stock, type and quantity of housing) in the community. Develop routine planning and economic development activities to better integrate assessment information into efforts that produce a built environment responsive to the need for workforce housing, in accordance with the Economic Development Strategic Plan. The City Council shall consider the appropriate steps to address the identified needs.	-	Housing Division, Economic Vitality Committee, Housing Commission, City Council	During the planning period the City established workforce housing as one of their work plan priorities and continues to consider and assess alternatives available for workforce housing within the city.	Continue/ Modify: Expand to discuss potential programs for concession or incentives for large employers to provide workforce housing.
37.1	Provide and maintain existing sites zoned for multi-family housing, especially in locations near existing and planned transportation and other services, as needed to ensure that the City can meet its share of the regional housing need.	-	Housing Element Task Force, Planning Division, Planning Commission, City Council	The City continues to maintain existing residential sites near transportation corridors and services as needed to ensure that the City can meet its share of regional housing needs.	Continue/ Merge: See Program 12.1.

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
38.1	Maintain existing zoning of infill sites at densities compatible with infrastructure capacity and General Plan Map designations.	-	Planning Division, Planning Commission, City Council	The City continues to maintain existing zoning of infill sites with densities consistent with the General Plan.	Continue/ Merge: See Program 12.1.
38.2	Encourage the development of second units and shared housing in R-1 zoning districts to increase the number of housing units while preserving the visual character within existing neighborhoods of single-family detached homes.	-	Planning Division	The City updated the Accessory Dwelling Unit (ADU) Ordinance in 2021 to comply with state law, which limits standards that can be applied to ADUs.	Delete: Methods to encourage and facilitate ADUs to be addressed with modified Program 6.2.
38.3	<p>For those properties designated for high density residential development with existing commercial uses, conduct outreach with property owners and businesses to identify specific incentives for business relocation and to encourage property owners to develop their properties with housing. Develop appropriate incentives that would facilitate relocating existing commercial/office/industrial uses in order to enable development with residential uses. Specific incentives may include the following:</p> <ul style="list-style-type: none"> • Transfer of development rights; • A review of traffic requirements and evaluation measures to facilitate mixed use development; • Development of transit alternatives; • Use of development agreements; • Flexibility of parking standards; and 	-	Housing Division and Planning Division to Identify Potential Options for Housing Commission, Planning Commission, City Council Review	The City continued to identify specific incentives for business relocation on high density sites with existing commercial uses (i.e., CM Capital 2 site and Sheraton Hotel site) and encourage property owners to develop their properties with housing. The City is developing objective design standards for residential and mixed-use development to create more certainty of outcomes and streamline development review.	Continue/ Modify: Expand to incorporate flexibility for encouraging adaptive reuse.

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
	<ul style="list-style-type: none"> Expedited processing of development applications. 				
40.1	Acquire and/or assist in the development of one or more sites for housing affordable to low- and very low-income households.	-	Housing Division, City Council	During the planning period, the City acquired one parcel that resulted in the 31-unit Sunflower Hill project for residents with developmental disabilities.	Continue
40.2	Utilize tax-exempt bonds, and other financing mechanisms, to finance the construction of housing units affordable to extremely low-, low- and very low-income households, to purchase land for such a use, and to reduce mortgage rates.	-	City Council	In 2016, the City supported the passage of a new affordable housing bond (Measure A1) for Alameda County that awarded Pleasanton \$11.7 million for affordable housing.	Continue/ Merge: Merge with Program 40.1.
40.3	If the City acquires or obtains control of a potential housing site, in order to facilitate the provision of affordable housing and a mixed-income environment, the City may issue an RFP in conjunction or in partnership with non-profit or for-profit partnerships for development providing at least 20 percent of the units to very low-income households and 20 percent of the units to low-income households.	150 units	Housing Division, Housing Commission, City Council	The City acquired and started construction on the parcel of land within Irby Ranch with the intent of using the land to provide new affordable housing in partnership with SAHA/Sunflower Hill (both non-profit agencies) which was completed in 2020. There are 31 units affordable to adults with developmental disabilities at Sunflower Hill.	Continue/ Merge: Merge with Program 40.1.

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
Housing Discrimination					
42.1	Support State and Federal provisions for enforcing anti-discrimination laws.	-	City Attorney's Office	The City Attorney's Office remains available to support State and Federal provisions for enforcing anti-discrimination laws, as appropriate.	Continue/ Update: Clarify language regarding what support may be appropriately provided by the City Attorney's Office.
42.2	Publicize information on fair housing laws and refer all complaints to the US Department of Housing and Urban Development, ECHO, and the California Department of Fair Employment and Housing.	-	City Attorney's Office	The City continues to provide information and other suggested resources on fair housing laws on the City's website and contracts with ECHO Housing to provide tenant/landlord and fair housing counseling and education programs and other services.	Modify: Expand to include provision of information in multiple languages and accessible formats.
Special-Needs Housing					
43.1	Continue to provide housing opportunities for households with special needs such as studio and one-bedroom apartments for the elderly and single-person households, three-bedroom apartments for large households, specially designed units for persons with disabilities, SROs, emergency shelter and transitional housing for the homeless, and units affordable to extremely low-, low- and very low-income households with single-parent heads of households or those with disabilities (including developmental disabilities). The City will continue to make available funding from sources such as the City's Lower-Income Housing Fund, and	-	Housing Division, City Council	The City's Zoning Ordinance addresses supportive housing, transitional housing, emergency shelters, and reasonable accommodations; however, amendments are required to comply with current state law. During the planning period, the City has provided funding to support these housing types, specifically Kottinger Gardens (185	Modify: Revise to amend the Zoning Ordinance to reflect current state law (e.g., AB 101 for Low Barrier Navigation Centers, AB 2162 for supportive housing, etc.) and requirements for SROs. See Housing Constraints analysis for details.

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
	the City's Federal HOME and CDBG grants to assist local non-profit agencies and housing developers. The City will also provide technical support to agencies to seek other sources of funding and to plan and develop housing for persons with special needs.			units for lower income elderly) and Sunflower Hill (31 units for adults with developmental disabilities).	
43.2	Require as many low- and very low-income units as is feasible within large rental projects to utilize Universal Design standards to meet the needs of persons with disabilities and to allow for aging in place.	-	City Council	It is the City's practice to require universal design standards, such as roll-in showers, in a minimum of 10 percent of total units in multi-family projects of more than 15 units as a condition of project approval.	Continue/ Update: Update to reflect current City requirements.
43.3	Set aside a portion of the City's CDBG funds each year to developers of extremely low income housing, special needs housing and service providers.	-	City Council	The City continues to set aside CDBG public funds each year for low-income service providers such Open Heart Kitchen. The City generally does not utilize its CDBG funds for housing-related activities.	Continue/ Modify: Update to reflect typical funding of service providers, but continue flexibility of possible uses for CDBG funds
43.4	Set aside a portion of the City's Lower-Income Housing Fund for housing projects which accommodate the needs of special housing groups such as for persons with physical, mental, and/or developmental disabilities, and persons with extremely low-incomes.	-	City Council	The City used Lower Income Housing Funds for Kottinger Gardens (Phases 1 and 2, 185 total units for lower-income elderly), completed in 2017 and 2019; and the Sunflower Hill project (31 affordable housing units for individuals with developmental	Continue

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
				disabilities), completed in 2020.	
43.5	Give priority for the production of housing for persons with disabilities in infill locations, which are accessible to City services.	-	Housing Division, City Council	Sites for high density housing are located in infill locations and accessible to transit and commercial services.	Modify/ Merge: Merge with Program 43.6 and clarify “give priority” (e.g., expedited permit processing, etc.).
43.6	Encourage the provision of special-needs housing, such as community care facilities for the elderly, and persons with disabilities (including developmental disabilities) in residential and mixed-use areas, especially near transit and other services. The City will provide regulatory incentives such as expedited permit processing in conformance with the Community Care Facilities Act and fee reductions where the development would result in an agreement to provide below-market housing or services. The City provides fee reductions per Pleasanton Municipal Code Chapter 18.86 (Reasonable Accommodations) on the basis of hardship. The City will maintain flexibility within the Zoning Ordinance to permit such uses in non-residential zoning districts.	-	Housing Division, City Council	The City provides fee reductions per Municipal Code Chapter 18.86 (Reasonable Accommodations) of the Municipal Code and offers expedited permit processing for restricted below-market housing projects. See Program 43.1 regarding allowed uses in the Zoning Ordinance.	Modify: Revise to focus on incentives (e.g., reduced fees, expedited processing, etc.) and address allowed uses in Program 43.1.
43.7	Require some units to include Universal Design and accessibility features for all new residential projects receiving governmental assistance, including tax credits, land grants, fee waivers, or other financial assistance. Consider requiring some units to include Universal Design and accessibility features in all other new residential projects to improve the safety and utility of housing for all people, including home accessibility for people	-	Housing Division, Housing Commission, Planning Division, Planning Commission, City Council	See Program 43.2.	Modify: Addressed by Program 43.2.

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
	aging in place and for people with disabilities.				
Environmental Protection					
46.1	<p>Implement the applicable housing related air quality, climate change, green building, water conservation, energy conservation, and community character programs of the Pleasanton General Plan, including:</p> <ul style="list-style-type: none"> - Policy 6 and programs 6.1 and 6.3 of the Air Quality and Climate Change Element - Programs 1.5, 1.7, 1.8, 1.12, 1.13, 1.14, and 3.12 of the Water Element - Program 9.1 of the Community Character Element - Policies 2, 3, 4, 6 and 7 and programs 2.1-2.7, 3.1-3.5, 4.1-4.3, 6.1-6.4, 7.1-7.3, and 7.6 of the Energy Element 	-	<p>Planning Division, Planning Commission, City Council</p>	<p>The City continues to implement applicable housing related air quality, climate change, green building, water conservation, energy conservation, and community character programs of the Pleasanton General Plan.</p>	Continue
46.2	<p>Utilize the City's Lower-Income Housing Fund for low-interest loans to support alternative energy usage and/or significant water conservation systems in exchange for securing new and/or existing rental housing units affordable to low- and very low-income households.</p>	-	<p>Housing Division, Housing Commission, City Council</p>	<p>The City encouraged the use of City's Lower Income Housing Fund through a partnership with GRID Alternatives (an ongoing program). However, activity was suspended due to lack of a new contractor.</p>	Modify: Expand so funding is not limited to Lower Income Housing Fund.
City Resolution 10-390 – Non-Discrimination					
47.1	<p>Identify the level of need for special needs housing, including housing for low-income-non-senior adults with disabilities, in the community that is not being met in existing housing. The City Council shall consider</p>	-	<p>Housing Division, Human Services Commission, Housing Commission, City Council</p>	<p>The Housing Needs Assessment for the 5th Cycle Housing Element contains this analysis and identified need.</p>	Delete: The Housing Needs Assessment for the 6 th Cycle Housing Element addresses this.

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
	the appropriate steps to address the identified needs.				
47.2	Survey older multi-family residential complexes and consider utilizing the City's Lower-Income Housing Fund, Federal funds, and/or other funds to provide low-interest loans to retrofit existing residential units for the purpose of developing three bedroom rental units affordable to large low- and very low-income households.	-	Housing Division	See Program 12.2.	Modify/ Merge: Merge with Program 12.2.
47.3	The City will coordinate a workshop with non-profit housing developers and owners of sites rezoned to accommodate housing affordable to low- and very low-income households for the purpose of facilitating discussion regarding potential opportunities, programs, financial support, etc. The City will utilize its Lower-Income Housing Fund, Federal funds, and/or other funds/financial support to assist with the acquisition of a site or to assist with development of a project with three bedroom units affordable to large low- and very low-income households by a non-profit housing developer. The City will work cooperatively with developers to identify any funding gap in project financing and will make contributions from its Lower Income Housing Fund to help close this gap. A minimum of \$1 million will be made available for this purpose.	-	Housing Division, City Council	The City continued working with developers to identify funding gaps in project financing. The City provided contributions from its Lower Income Housing Fund for Kottinger Gardens and the Sunflower Hill project, but neither contain three-bedroom units, since one project was an exclusively senior housing project, and the other for developmentally disabled adults; neither of these groups required 3-bedroom units. However, all of projects constructed in the 4 th and 5 th Cycle Housing Element Planning Period, for which inclusionary units were required, provided a minimum of 10% of those units as 3-bedroom units.	Modify: Revise program for outreach and coordination with property owners and developers. Remove funding commitment as this Settlement Agreement obligation has been satisfied.

Table D-1: Existing Housing Element Programs Review

Program #	Program	Objectives	Responsible Party	Evaluation	Modify / Delete / Continue
47.4	As part of the City's Consolidated Annual Performance Evaluation Report approval, or other time deemed appropriate by the City Manager, the City Manager will present a report regarding the City's efforts to fulfill Resolution 10-390, the success of the efforts and the plan and proposals to attract well-designed housing affordable to low- and very low-income households with children in the future.	-	Housing Division	Annually, the City provides the Consolidated Annual Performance Evaluation Reports (CAPER) and the Housing Element Annual Progress Report.	Delete: This Settlement Agreement obligation has been satisfied.
47.5	The City will work in good faith with non-profit and for-profit developers to secure property, within Pleasanton and its current sphere of influence, for the development of well-designed affordable housing for families with children in Pleasanton.	-	Housing Division, Planning Division	During the planning period, 1.64 acres of land dedicated to the City was used in partnership with Sunflower Hill to develop 31 affordable housing units for individuals with developmental disabilities, completed in 2020.	Modify/ Merge: Merge with Program 47.3 and include more specific outreach objectives and timeframes.
Senate Bill (SB) 2					
48.1	Revise the Zoning Ordinance to permit transitional and supportive housing in all zones allowing residential uses and define transitional and supportive housing as residential uses allowed in the same way and subject to the same development regulations that apply to other dwellings of the same type in the same zone.	-	Housing Division, Housing Commission, Planning Division, Planning Commission, City Council	The Zoning Ordinance was amended, but recent state laws have expanded requirements. See Program 43.1.	Delete: Addressed by Program 43.1.

DRAFT

This page is intentionally blank

Appendix E: Public Participation Summaries

Contents

Appendix E: Public Participation Summaries 1

Contents..... 1

Community Meeting #1 2

Stakeholder Groups Overview 38

Community Survey Summary 55

Community Meeting #2 93

City of Pleasanton 6th Cycle Housing Element Update Community Meeting #1

Thursday, June 24, 2021, 6:00 p.m.
Zoom Meeting

Introduction

On June 24, 2021, the City of Pleasanton hosted a virtual community meeting, the first in a series of community meetings for the 6th Cycle Housing Element Update. This meeting is part of a comprehensive public engagement strategy, intended to inform the community about the Housing Element Update and provide opportunities for residents and stakeholders to voice opinions throughout the process. The purpose of this meeting was to introduce the Housing Element Update to the community, provide an opportunity for early input, and learn about initial concerns and ideas related to housing in Pleasanton.

Outreach

Invitations to the community meeting were distributed via email to 133 subscribers to the City's Housing Element Update opt-in email notification list. A save the date email was sent approximately three weeks ahead of the meeting, and the following email was distributed more than a week prior to the meeting:



Additionally, the community meeting was promoted through the Housing Element Update website (www.pleasantonhousingelement.com), the City website (www.cityofpleasantonca.gov), advertised in local newspapers including article write-ups, advertised in the City weekly e-newsletter, and advertised on Facebook, Twitter, and Nextdoor through City accounts.

Format

This community meeting offered an alternative meeting format that was solely focused on the Housing Element Update and scheduled outside of formal City Council and Commission meetings. Due to COVID-19 conditions, the meeting was held virtually via Zoom with the option to participate over the phone. The meeting was recorded and posted to the Housing Element Update website so it could be viewed at any time. Also, the presentation included the City's project contact information and was posted on the Housing Element Update website prior to the meeting to facilitate additional comments or questions.

The meeting was opened by the Ellen Clark, Community Development Director, who welcomed attendees and introduced the City's team, including Jennifer Hagen, Housing Element Update Project Manager and Lisa Wise Consulting, Inc. (LWC) staff. The team presented on the following topics (attached as Exhibit A):

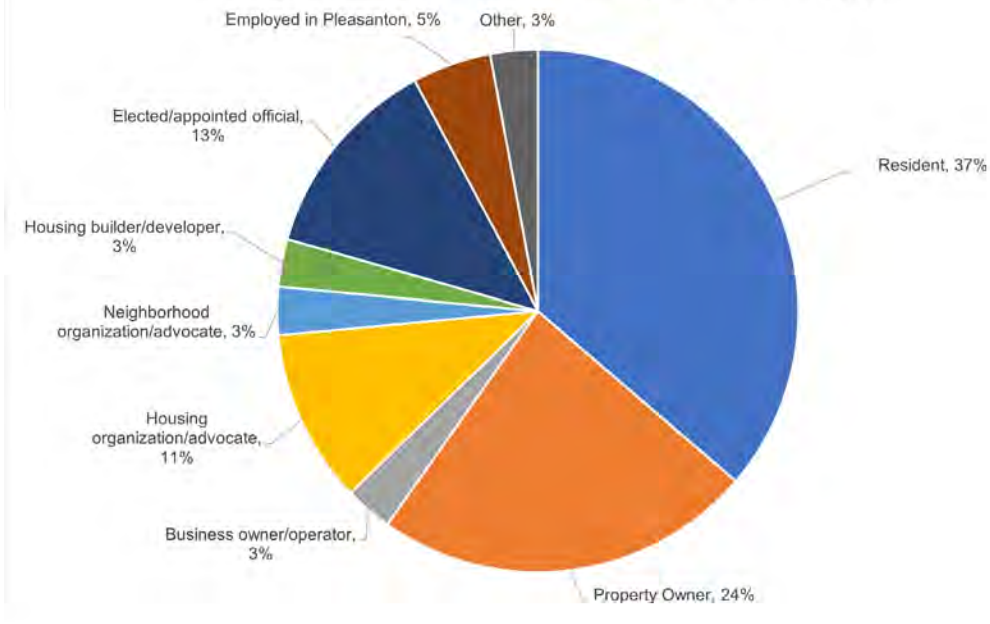
- Housing Element Basics
- Regional Housing Needs Allocation (RHNA)
- Housing Element Update Process
- Housing in Pleasanton

During the presentation, attendees were encouraged to participate in live polling and ask questions and provide comments through the Zoom chat function. After closing the presentation, no questions were submitted, and the attendees were assigned to one of three virtual breakout rooms for a facilitated discussion (see Breakout Rooms below).

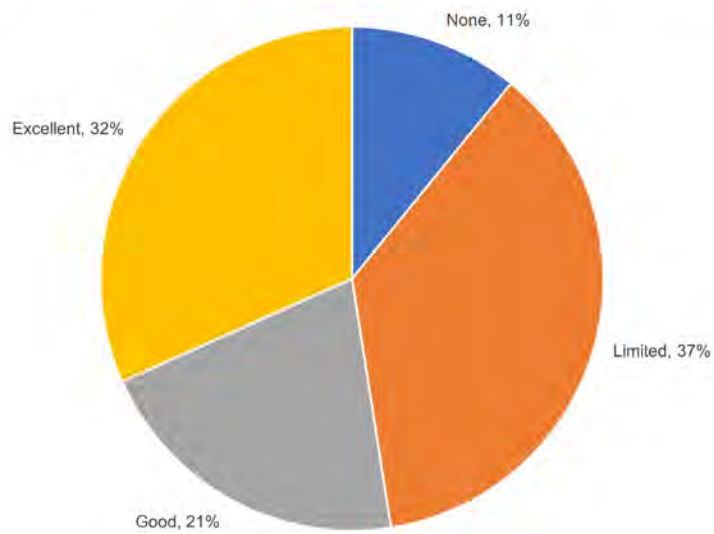
Attendees and Live Polling Results

In addition to City Councilmembers, Commissioners, and staff, the meeting was attended by approximately 22 members of the public. At the start of the meeting, attendees were asked to participate in a poll to identify their affiliation with Pleasanton and their familiarity with housing elements. Approximately 20 attendees participated in the poll. Attendees were primarily residents and property owners with a range of familiarity with housing elements. Multiple responses were allowed for affiliation. The poll results are shown on the following page.

What is your affiliation with Pleasanton (Select all that apply)



How would you describe your level of familiarity with housing elements?



Breakout Rooms

Three virtual breakout rooms were facilitated, which allowed approximately seven attendees in each room, along with City and LWC facilitators and notetakers. Miro, an online collaborative visualization software, was used to encourage discussion, pose the same questions across all breakout rooms, and conduct notetaking that was visible to breakout room participants. Three questions were asked to prompt conversation:

1. What are the main housing challenges in Pleasanton?
2. What groups are most impacted by housing challenges and what types of housing would be most appropriate to best serve them?
3. What kinds of tools and strategies would you like for Pleasanton to consider supporting and facilitate housing?

Each breakout room had one Miro board for each question. City and LWC notetakers posted comments via sticky notes to each Miro board. Certain pre-scripted sticky notes based on comments already received by the City were provided to facilitate discussion. A summary of these discussions is below (Miro boards are attached as Exhibit B).

Question 1: What are the main housing challenges in Pleasanton?

The following is a summary of input prompted by the first breakout room question:

- A. Lack of housing choices especially for a variety of income levels (e.g., a lack of variety in unit size, building size, housing types, supportive housing, and housing tenure).
- B. Limited housing choices is resulting in high housing costs and limited opportunities for upward mobility (e.g., rental costs are so high that it limits someone's ability to save enough money to buy a home in Pleasanton). People are moving to neighboring cities because housing is too expensive in Pleasanton.
- C. Not enough inventory for those making 120% Area Median Income (AMI).
- D. High homeowners association fees are a challenge.
- E. Below market deed restrictions used to be a solution but the cap on deed restricted resale prices is an issue.
- F. There is limited developable land to provide housing. Pleasanton is largely built out compared to neighboring communities, and the limited land that is available is not designated for housing.
- G. Lack of affordable housing within Pleasanton, especially in transit-oriented development (TOD) opportunity areas (e.g., BART) where parking requirements can be relaxed for development.
- H. The City's policy preference for commercial development over residential development has resulted in a shortage of affordable housing.
- I. Regulatory hurdles like lengthy permitting processes, high parking standards, and the uncertainty in the process of getting entitlements approved are challenges to affordable housing.
- J. There is general community opposition to high density development. Maintaining "community character" was cited multiple times as the reasoning for this opposition.
- K. Lack of a jobs-housing balance in Pleasanton. Directly related to this, participants also indicated traffic concerns especially related to the growth of Pleasanton.
- L. Teachers were noted as a specific disadvantaged group that needs special attention. City should have programs or incentives to encourage teachers to live in Pleasanton. Good schools were the reason for some participants moving to Pleasanton and the lack of housing for teachers is concerning.
- M. Climate change and California's current drought is an added challenge to addressing housing.

Question 2: What groups are most impacted by housing challenges and what types of housing would be most appropriate to best serve them?

The following is a summary of input prompted by the second breakout room question. For this two-part question, participants first noted who is most impacted by housing challenges in Pleasanton:

- A. Elderly, seniors who require assisted living
- B. People who have disabilities
- C. Large families
- D. Low-income families
- E. People experiencing homelessness
- F. Young people
- G. Empty nesters

The following were suggested types of housing most appropriate for the groups identified above:

- A. Affordable housing including "affordable by design" housing, affordable housing provided by non-profits
- B. Workforce housing
- C. Attached townhomes
- D. Smaller rental units for young professionals
- E. Multi-family housing needed for lower income
- F. Single-family homes with multi-generational living
- G. Senior housing
- H. Apartments with on-site support services
- I. ADA accessible/compliant housing

Question 3: What kinds of tools and strategies would you like Pleasanton to consider supporting and facilitating housing?

The following is a summary of input prompted by the third breakout room question:

- A. Relate the climate action plan and its relevant goals, policies, programs, and incentives to the Housing Element Update.
- B. Provide flexibility in zoning (e.g., allow residential projects in non-residential zones, allow modification of existing single-family, etc.).
- C. Provide means for elderly to age in place with modifications to their single-family home.
- D. Streamline the approval process.
- E. Consider reducing parking requirements.
- F. Support incentives from state legislation that would provide financial incentives for employees to live in Pleasanton.
- G. Increase and diversify the housing stock to address special housing needs. Promote building denser, taller buildings that are sensitive to "neighborhood character". This could include missing middle housing types like duplexes, triplexes, and fourplexes.
- H. Promote in-fill commercial development.
- I. Identify publicly owned land for affordable housing.


- J. Consider housing on Bernal Avenue (this would require voter approval).
- K. Partner with nonprofit developers.
- L. Promote housing near transit.
- M. Establish a first-time home buyers program.
- N. Need short and long-term education programs to help the community understand housing issues.
- O. Consider the possibility of increasing intensity in underperforming commercial areas.
- P. Explore what other cities that are similar to Pleasanton have done to address their housing issues.

Report Out and Closing

After the completion of breakout room discussions, all meeting participants reconvened. The facilitator from each breakout room summarized the key points from the breakout room discussion to the whole group. The City identified that all input will be used to inform the Housing Element Update analysis and outreach going forward.

In closing, the City encouraged participants to take an online survey for the Housing Element Update, which had recently been made available.

Exhibit A: Presentation



HOUSING ELEMENT UPDATE

COMMUNITY MEETING

www.pleasantonhousingelement.com

**Thank you for joining the meeting.
We will begin momentarily.**

You are automatically muted.

1



HOUSING ELEMENT UPDATE

COMMUNITY MEETING

www.pleasantonhousingelement.com

Housing Element Update

Community Meeting #1 – Kickoff/Introduction

June 24, 2021



2

Introductions

City of Pleasanton Staff

- Ellen Clark, Community Development Director
- Shweta Bonn, Senior Planner
- Jennifer Hagen, Associate Planner, Project Manager

Lisa Wise Consulting, Inc.

- Lisa Wise, President
- David Bergman, Director
- Jen Murillo, Senior Associate



3

Purpose of this Community Meeting

- Provide an overview of the housing element update
- Gather early input from the community
- Learn about initial community concerns and ideas



4

Participate During the Meeting!

- Respond to live Zoom polling questions
- Ask questions or provide comments during the presentation using the Zoom chat feature
- Participate in the breakout group discussion



5

Agenda

- **Welcome!** (6:00-6:05 p.m.)
- **Live Zoom Polling** (6:05-6:10 p.m.)
- **Presentation** (6:10-6:30 p.m.)
- **Q&A** (6:30-6:40 p.m.)
- *Transition to virtual breakout rooms (6:40-6:45 p.m.)*
- **Breakout Discussions** (6:45-7:15 p.m.)
- **Breakout Groups Report Out** (7:15-7:25 p.m.)
- **Wrap Up & Next Steps** (7:25-7:30 p.m.)



6

Live Zoom Polling

1. What is your affiliation with Pleasanton?



2. How would you describe your level of familiarity with housing elements?



7

Housing Element Basics



8

Purpose of the Housing Element

State Housing Element Law

- Intended to require that jurisdictions can accommodate growth and identify sites for their “fair share” of affordable housing
- Recognizes housing as a critical need; the government and private sector must work together to address it
- Cities are not required to build or initiate housing projects, but ensure zoning capacity exists to build housing



9

What is the Housing Element?



The Housing Element is a required section of the City’s General Plan. It must:

- Assess the residents’ housing needs and conditions of housing stock
- Establish a roadmap for accommodating projected housing unit demand over the next eight years
- Set citywide housing-related goals, objectives, policies, and programs
- Show how the City will meet demand for housing at all income levels

Other General Plan Elements



Land Use



Mobility



Conservation



Open Space



Safety



Noise



10

Housing Element Components



Policy and Programs Review: Evaluation of policies and programs from the current housing element



Housing Needs Assessment: Review of the existing and projected housing needs; consider special needs populations



Adequate Sites Inventory: List of land suitably zoned to accommodate the City's share of regional housing need



Housing Resources Assessment: Resources that support the development, preservation, and rehabilitation of housing



Housing Constraints Assessment: Assessment of governmental and non-governmental constraints to housing development



Implementation Plan: Goals, policies, and programs for addressing the City's housing need



11

New Housing Legislation

The State continues to pass new housing legislation

- More stringent requirements for identifying and maintaining a supply of adequate housing sites
- Expanded requirements for addressing fair housing and segregation issues
- Additional penalties for housing element non-compliance



12

Regional Housing Needs Allocation (RHNA)



13

Regional Housing Needs Allocation

- State determines the number of new housing units needed on a regional basis
- The Bay Area must plan for 441,176 new housing units
- Association of Bay Area Governments (ABAG) determines how the units are distributed among Bay Area cities and counties
- Each jurisdiction must show it can accommodate its total RHNA number and allocations by income level



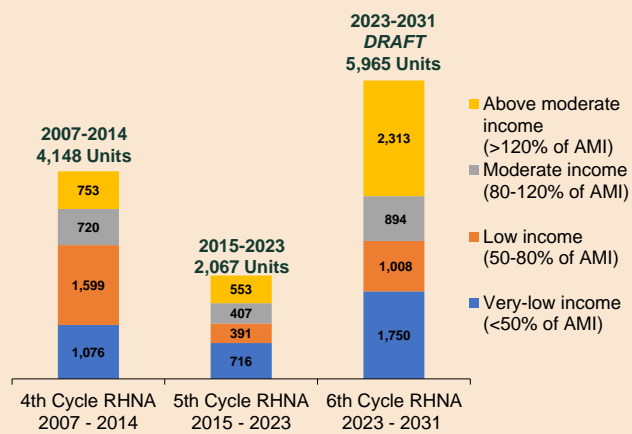
14

RHNA – ABAG Process



15

Pleasanton's Draft RHNA Comparison



16

Pleasanton's RHNA Progress

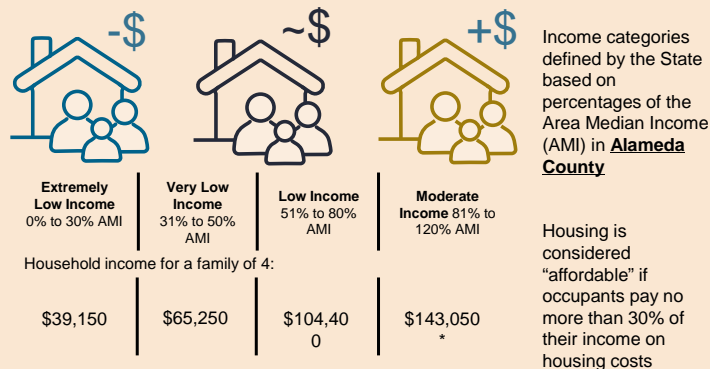
Current Cycle (2015-2023) RHNA Progress

Income Level	RHNA Allocation	Total Units	Total Remaining
Very Low	716	230	486
Low	391	78	313
Moderate	407	45	362
Above-Moderate	553	1,310	0
Total	2,067	1,663	1,161



17

Affordable Housing Income Levels



* Moderate income is calculated at 120% of AMI by the State (HCD). The other income thresholds are calculated by the U.S. Department of Housing and Urban Development (HUD).



18

Housing Element Update Process



19

Housing Element Update Process



20

Housing in Pleasanton



21

Importance of Housing in Pleasanton

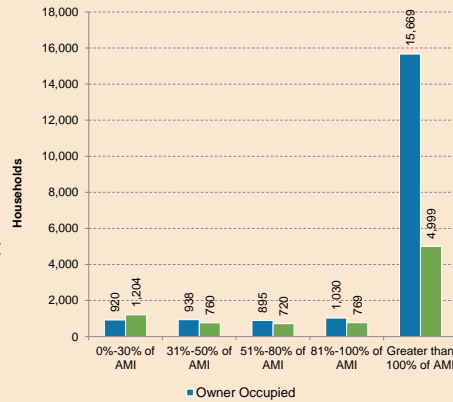
- Affordable homes can ***attract and retain employees***
- Shorter commutes ***reduce traffic congestion, air pollution, and expenditures on roads***
- A mix of housing options ensures opportunities for ***all to improve their economic situation and contribute to the community***
- Adequate and affordable housing can help address ***issues of displacement and homelessness***



22

Household Income Level by Tenure

- High rate of home ownership (70%)
- Renters and owners at all income levels
- Only the lowest income category has more renters than owners



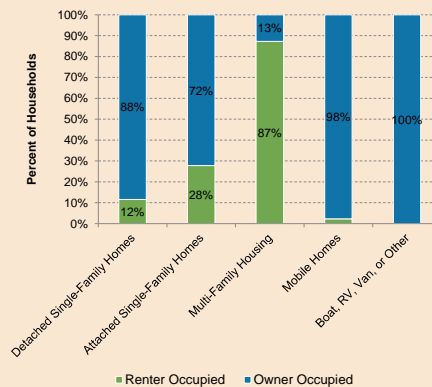
Note: *AMI – Area Median Income
Source: HUD, CHAS 2013-2017



23

Housing Tenure by Housing Type

- Housing stock is primarily single family
- Most single-family homes are owned
- Most multi-family housing units are rented



Source: U.S. Census Bureau, ACS 2015-2019



24

Home & Rent Values

It is **more expensive** to own or rent a home in Pleasanton than in the County or Bay Area

- **Typical home value - \$1,213,900**
 - County - \$951,380
 - Bay Area - \$1,077,230 in the Bay Area.
- **Median rent - \$2,290 per month**
 - County - \$1,690
 - Bay Area - \$1,850

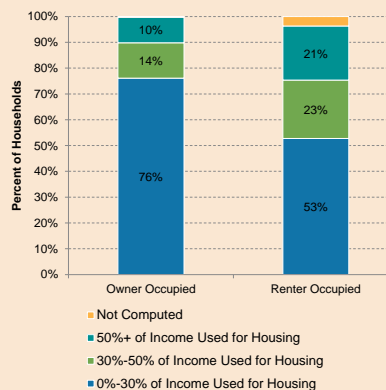
(Note – Zillow zip code rental data shows an observed market rate rent at around \$3,200 per month)



25

Cost Burden by Tenure

- Renters are more cost burdened than homeowners
- Almost 1 in 4 renters spend 30-50% of income on housing
- 21% of renters are severely cost-burdened



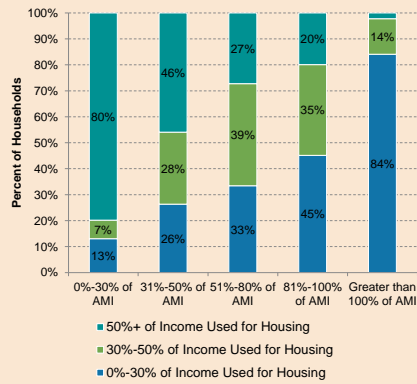
Source: U.S. Census Bureau, ACS 2015-2019



26

Cost Burden by Income Level

- Lower income households are most cost burdened
- Almost 9 of 10 extremely low-income households are cost burdened
- Over half of moderate-income households are cost burdened



Note: *AMI - Area Median Income
Source: HUD, CHAS, 2013-2017



27

Workforce Housing

Many households not eligible for subsidies still struggle to afford housing

Four-person household earning \$110,000 - \$225,000

- Affordable rents - starting at \$3,100
- Affordable home purchase price - starting at \$508,000

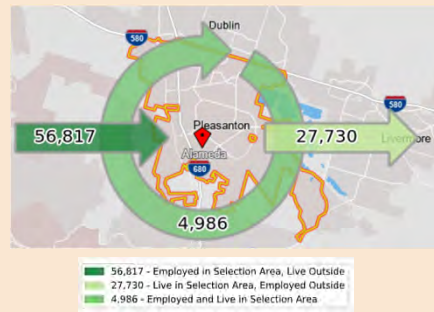
- Automotive mechanics (\$61,560/yr)
- Transit bus drivers (\$61,810/yr)
- Licensed vocational nurses (\$74,520/yr)
- Paralegals / legal assistants (\$75,820/yr)
- Teachers (\$86,200/yr)
- Accountants (\$101,090/yr)
- Physical therapists (\$103,350/yr)



28

Jobs and Workers

- There are fewer employed residents than jobs in Pleasanton
- Pleasanton is a net importer of workers
- Only 8% of people employed in Pleasanton live in Pleasanton



Source: U.S. Census Bureau, ACS 2015-2019, LEHD 2018



29

How can the Housing Element help?

The Housing Element must:

- Identify local housing needs and constraints
- Include programs to help provide housing for all (seniors, persons with disabilities, homeless, etc.)
- Include actions to expand housing production at all income levels
- Identify sites that can accommodate the RHNA (housing units at all income levels)



30

Q & A



31

Breakout Discussions



32

Breakout Discussions

- Transition to virtual breakout rooms (6:40-6:45 p.m.)
- Breakout discussions (6:45-7:15 p.m.)
- Breakout groups report out (7:15-7:25 p.m.)



33

Breakout Discussions

1. What are the housing challenges in Pleasanton?
2. What groups are most impacted by housing challenges and what types of housing would be most appropriate to best serve them?
3. What kinds of tools and strategies would you like for Pleasanton to consider to support and facilitate housing?



34

Breakout Discussions – Report Out



35

Breakout Discussions Report Out

1. What are the housing challenges in Pleasanton?
2. What groups are most impacted by housing challenges and what types of housing would be most appropriate to best serve them?
3. What kinds of tools and strategies would you like for Pleasanton to consider to support and facilitate housing?



36

Wrap Up & Next Steps



37

Wrap Up

Thank you for your input! We will use what we heard tonight to inform our analysis and outreach going forward.



38

Next Steps

Take the On-line Survey!

Link Posted in the chat, or you can find it on our project website or directly at:

<https://bit.ly/HEUCommunitySurvey>



Behind the Scenes: Summer 2021

- Continue technical analysis (housing needs assessment, policy and program review, etc.)
- Initiate site selection criteria and inventory analysis

Upcoming Meetings

- Stakeholder Meetings - July/August
- Next round of public meetings – Late Summer/Fall: Housing Sites Analysis and Selection Criteria



39

Stay Informed and Involved!

Pleasanton Housing Element Update Webpage:

www.pleasantonhousingelement.com

City Project Contact:

housingelement@cityofpleasantonca.gov

Jennifer Hagen
Associate Planner
(925) 931-5607

jhagen@cityofpleasantonca.gov

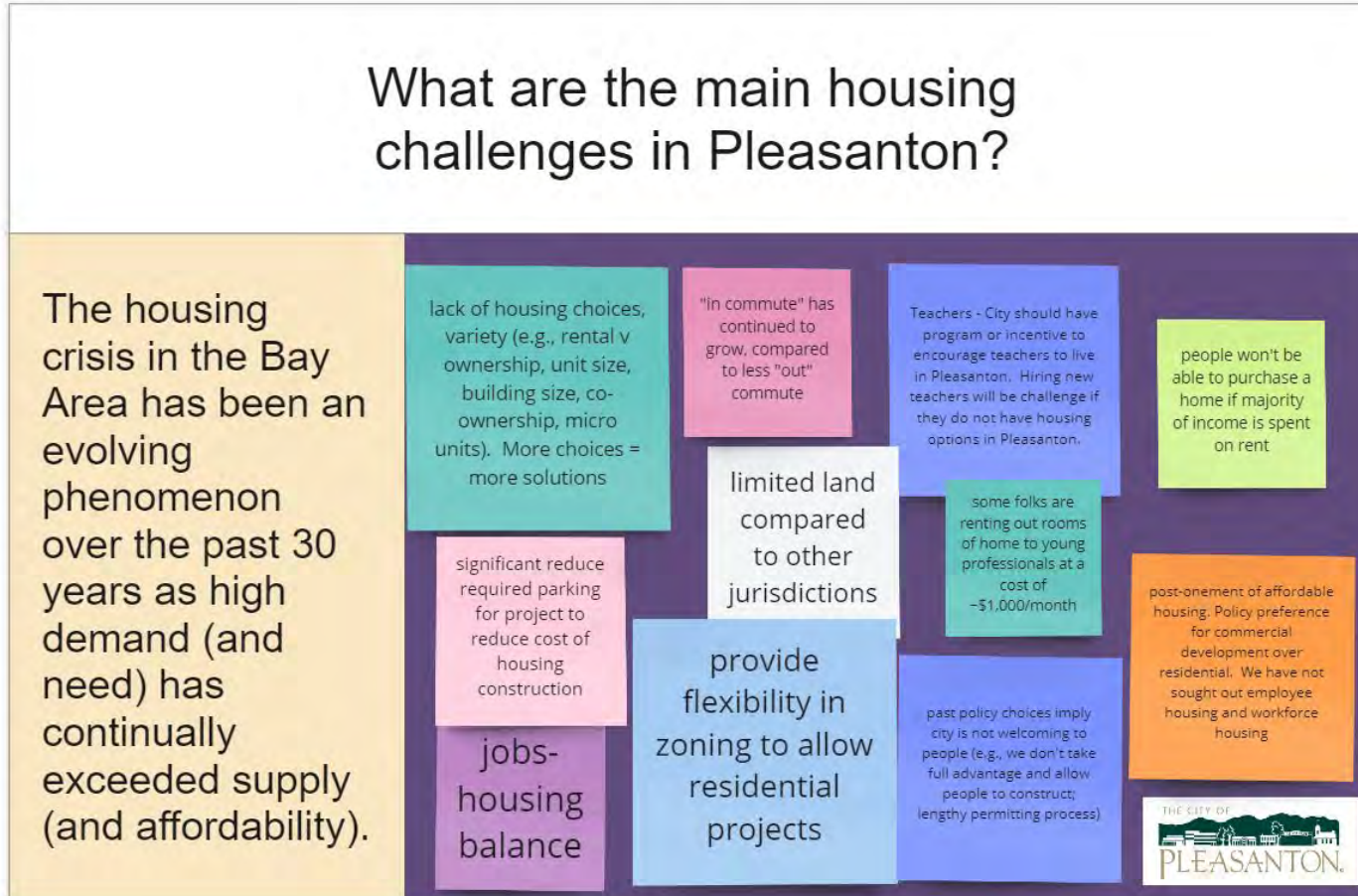


40

Exhibit B: Breakout Room Miro Boards

Question 1

F1 Q1



What are the main housing challenges in Pleasanton?

The housing crisis in the Bay Area has been an evolving phenomenon over the past 30 years as high demand (and need) has continually exceeded supply (and affordability).



What are the main housing challenges in Pleasanton?

The housing crisis in the Bay Area has been an evolving phenomenon over the past 30 years as high demand (and need) has continually exceeded supply (and affordability).

Easy to find apartment in Pleasanton; more rentals available (COVID?)

become more expensive over time - kids can't afford to live here

Apartments are rental units, renters can't move up

Town seems to be built-out; excellent bike system, trails; BART next to freeway/Mall

Ppl going to neighboring cities b/c too expensive in Pleasanton. Below market used to be a solution but cap on deed restricted resale prices is an issue. High HOAs are a challenge. Not enough inventory for those making 120% AMI

Lifestyle choice to rent, flex for moving based on son's college choice

In future may move less dense, lower tax location

Live in Pleasanton b/c schools +



Question 2

F1 Q2

What groups are most impacted by housing challenges and what types of housing would be most appropriate to best serve them?

Workers are traveling increasingly long distances to get to work, and many young families, long-time residents, and other members of the community find it difficult to afford housing where they want to live.

people that work in Pleasanton but do not live in Pleasanton

elderly people may move (and provide opportunity to young family) if there was another option to stay in Pleasanton

need "affordable by design" housing

non-profit housing

professionals such as engineers choose to live in Pleasanton due to high costs in Silicon Valley and must commute

little turnover of housing stock

housing that is smaller and lower cost for young professionals

homes are not designed to be accessible (e.g. ADA requirements)

young people cannot afford to live in Pleasanton

older residents prefer to stay in home - affects turnover so provide seniors other options



What groups are most impacted by housing challenges and what types of housing would be most appropriate to best serve them?

Workers are traveling increasingly long distances to get to work, and many young families, long-time residents, and other members of the community find it difficult to afford housing where they want to live.



What groups are most impacted by housing challenges and what types of housing would be most appropriate to best serve them?

Workers are traveling increasingly long distances to get to work, and many young families, long-time residents, and other members of the community find it difficult to afford housing where they want to live.



Question 3

F1 Q3

What kinds of tools and strategies would you like for Pleasanton to consider to support and facilitate housing?

All California cities and counties are required to have a Housing Element which establishes housing objectives, policies and programs in response to community housing conditions and needs.

carbon credits

flexible zoning (e.g., allow modification of existing single-family)

emphasize housing for young people (ages 18-25) more studios, smaller units ***
room for rent are in greater supply than demand

diversified housing stock

consider housing on Bernal (vote?)

tying the HE to the CAP (commuting long distances)

elderly people plan to live in single family homes long-term / would prefer to age in place with modifications

streamlining the approval process

many community members may not like taller, denser buildings

consider reducing parking requirements

diversify housing stock (e.g., micro units)

consider impacts to schools (e.g., overcrowding, particularly at elementary and middle schools)

support incentives from State legislation that would provide financial incentives for employees in live in the city

building denser, taller buildings



What kinds of tools and strategies would you like for Pleasanton to consider to support and facilitate housing?

All California cities and counties are required to have a Housing Element which establishes housing objectives, policies and programs in response to community housing conditions and needs.

Promote in-fill commercial development

Identify publicly owned land for Affordable Housing

Partner with nonprofit developers

Promote Housing near Transit

Establish a 1st Time Home buyers program

Need a State certified Housing Element

Need ST and LT education programs to help the community understand housing issues

Focus on teachers and firefighters



What kinds of tools and strategies would you like for Pleasanton to consider to support and facilitate housing?

All California cities and counties are required to have a Housing Element which establishes housing objectives, policies and programs in response to community housing conditions and needs.

Emphasize transit near housing - could help add housing for ppl to move into Pleasanton

Discuss possibility of increasing intensity in underperforming commercial areas

What have other cities like Pleasanton done to address these issues?

See more construction in Dublin, Livermore, why? Fewer units being built in Pleasanton increases prices. What are these other cities doing

Desirable to live close to BART





MEMO

To: Ellen Clark | Director, Community Development Department - City of Pleasanton
From: Jennifer Murillo | Senior Associate - Lisa Wise Consulting, Inc.
Date: September 9, 2021
Subject: Pleasanton 6th Cycle Housing Element Update - Stakeholder Groups Summary

Stakeholder Groups Overview

The City of Pleasanton conducted three stakeholder group meetings as part of the preparation of the 6th Cycle Housing Element Update. The three stakeholder groups consisted of the following:

1. For- and non-profit housing developers
2. Community and housing advocates
3. Local institutions and businesses

Two stakeholder group meetings, one with housing developers and one with community and housing advocates, were led by the City's consultant, Lisa Wise Consulting, Inc. (LWC). In addition, staff attended and presented to local institutions and businesses at the Chamber of Commerce's Economic Development & Government Relations (EDGR) meeting. This memo summarizes the feedback received during these stakeholder group meetings.

For- and Non-Profit Housing Developers & Community and Housing Advocates

The housing developers and community and housing advocates meetings were conducted virtually via Zoom on Tuesday, August 10, 2021 and Thursday, August 12, 2021, respectively. 23 individuals with special knowledge and interest in housing issues in Pleasanton participated. The purpose of the meetings was to introduce the Housing Element update process and solicit feedback on housing related issues and opportunities which will inform and support the development of Housing Element policies and programs.

Each meeting began with a presentation by LWC on the Housing Element, including purpose, components of a Housing Element, and overview of State requirements. Following the presentation, LWC facilitated a discussion guided by open-ended questions about fair housing issues, market characteristics, development constraints, housing needs (including special needs groups), and unique housing conditions and opportunities in the city. Participants were encouraged to respond to the questions verbally, but the chat function was also available for use, if preferred. The presentation is included in Attachment A and the questions are provided in Attachment B.

The participants were invited to join a meeting based on their industry and area of familiarity. The City identified and sent email invitations to 147 individuals, with reminder notifications sent closer to the date. Of the 147 invited individuals, 33 RSVP'd, and 23 individuals participated (7 in the housing developers meeting and 16 in the community and housing advocates meeting).

Local Institutions and Businesses

The Chamber of Commerce's EDGR meeting was held on Tuesday August 24, 2021 and was held with attendees both in person and over Zoom. The purpose of staff's presentation was to introduce the Housing Element update process and solicit feedback on housing related issues and opportunities which will inform and support the development of Housing Element policies and programs. The general consensus of comments indicated that local businesses are having a difficult time recruiting employees and young

professionals recently out of college or just entering their fields due to the lack of housing affordable to entry level workers. In addition, many members commented on the need to focus on workforce housing (such as smaller units) to meet the needs of local employees.

Summary of Feedback

The following is a summary of the input received from all participants, in aggregate format.

A. Housing Needs

1. Underserved groups tend to be low-income individuals, senior individuals with fixed income, special needs population (e.g., those with intellectual and developmental disabilities) with fixed income, chronically homeless families, single-income families, and veteran families.
2. There is a need and an interest in creating workforce housing, especially for essential workers (e.g., full-time workers making \$20 per hour or less), non-profit staff, service industry, caregivers, and commuters.
3. Housing affordable to entry level workers is needed. Consider smaller units to meet the needs of local employees.
4. Rental units that actively accept Section 8 vouchers are needed.
5. There is an ongoing struggle for lower-income households with fixed incomes to hold on to units due to rising rents. This can result in a choice between paying for rent and paying for utilities/groceries.
6. Accessory Dwelling Units (ADUs) are growing in demand for market-rate residents, but multi-generational housing needs to be encouraged.
7. A diverse range of housing types with different unit types (studios and one to three-bedroom units), multi-story apartment buildings, tiny homes, and long-term transitional housing are needed.
8. Deeply affordable one to two-bedroom apartments with rent lower than market rate are needed.
9. Below market rate (BMR) apartments are still priced too high. After someone qualifies and moves in to a BMR unit, they may be unable to pay rent, utilities, and other bills and return to being homeless.
10. Affordable and mixed-income housing near public transportation and essential services is needed.
11. Neighborhoods need better integration of housing opportunities across all income brackets.
12. Strong need for co-living and congregate care facilities for developmentally disabled adults.

B. Housing and Development Constraints

1. There is a lack of land suitable for residential development.
2. Affordable housing development is challenging on expensive land and require outside funding. Need strong, local, and new funding sources to support affordable development.
3. Fees in Pleasanton, both City and other agency/district fees, are high.

4. The current fee schedule is a disincentive to building smaller, more affordable units; the fee schedule charges on a per-unit basis, regardless of unit size.
5. Higher density projects (i.e., podium construction) are too expensive to build in the Tri-Valley area.
6. Development standards need to be reevaluated to increase flexibility in housing production, especially maximum height standards and parking regulations Downtown. The Downtown height limit of two stories combined with parking requirements makes vertical mixed-use projects challenging.
7. The Planned Unit Development (PUD) process is inefficient and time-intensive, often taking over a year (i.e., 14 to 16 months); some applicants hire consultants to help navigate the process. The same PUD process applies to all residential projects regardless of size.
8. City staff capacity is limited to process development applications, which also extends the entitlement process.
9. A clear and concise set of rules should be established for development.
10. The political environment regarding new housing in Pleasanton is challenging. There is a perception that there isn't a "need" for more affordable housing because lower-income households still find ways to remain.
11. The preference for developing larger homes limits the ability of essential workers, non-profit staff, and commuter populations from moving into the city.
12. It is difficult to get connected to the proper persons at service and support organizations. This is critical to provide accurate information and guidance to support underserved groups.

C. Policy/Program Recommendations

1. Educate all renters and potential eligible populations about available housing programs and services. Provide services and support in multiple languages.
2. Improve collaboration and communication between the City, non-profit organizations, service providers, and social workers to have processes in place and to educate qualifying population about affordable housing programs and services. Replicate what has been done in Livermore, which has been effective.
3. Develop policies that generate funds to build needed housing types. The City should consider research into more innovative funding sources (e.g., raising taxes on market-rate housing for the affordable housing trust fund).
4. Explore various programs and policies that encourage equal opportunity to housing such as permanent affordability and inclusionary zoning.
5. Proactively work with non-profit developers to understand barriers to development and how to reduce those barriers.
6. Streamline the permitting process to reduce cost of development and time spent on entitlement. An expensive development process will defeat any well-intentioned policy due to excess time and money spent on the administrative process and approval procedures.

7. Streamline affordable housing development on faith-based institution properties. Educate faith-based communities on the process and benefits of providing housing; these properties are interested in building housing.
8. Streamline development and approval for ADUs.
9. Provide ongoing support through financial education and resources for families struggling to maintain a stable living situation.
10. Provide programs to remove linguistic isolation and discrimination due to race, language, or overcrowding.
11. Provide additional rental subsidies to help address need considering the overloaded Section 8 program.
12. Protect Section 8 voucher holders from discrimination in using the vouchers.
13. Expand Goodness Village (affordable permanent supportive housing for people experiencing chronic homelessness located in Livermore) and funding sources for Housing Consortium of the East Bay.

Attachment A: Stakeholder Group Presentation

Housing Element Update

Stakeholder Meeting – Housing Developers

August 10, 2021



1

Introductions

City of Pleasanton Staff

- Ellen Clark, Community Development Director
- Shweta Bonn, Senior Planner
- Jennifer Hagen, Associate Planner, Project Manager

Lisa Wise Consulting, Inc.

- David Bergman, Director
- Jen Murillo, Senior Associate



2

Agenda

- **Welcome & Introductions** (10:30 - 10:40 a.m.)
- **Presentation** (10:40 - 10:50 a.m.)
- **General Questions** (10:50 - 10:55 a.m.)
- **Discussion** (10:55 - 11:55 a.m.)
- **Wrap Up & Next Steps** (11:55 a.m. - 12:00 p.m.)



3

Introductions

Stakeholders

- Please give a brief introduction
- What type(s) of housing does your organization specialize in?
- What role does your organization play in helping provide housing in Pleasanton?



4

Presentation



5

Purpose of Stakeholder Meetings

Purpose:

- Discuss housing opportunities and constraints
- Gain deeper understanding of available resources
- Gather policy and program recommendations



Who:

- Community and housing advocates
- Housing developers (for-profit and non-profit)
- Local institutions and businesses



6

What is the Housing Element?



The Housing Element is a State-mandated section of the City's General Plan. It must:

- Assess community housing needs and housing stock conditions
- Establish a roadmap to accommodate projected housing demands
- Set citywide housing-related goals, objectives, policies, and programs
- Show how the City will meet demand for housing at all income levels

Other General Plan Elements



Land Use



Mobility



Conservation



Open Space



Safety



Noise



7

Housing Element Components



Policy and Programs Review: Evaluation of policies and programs from the current housing element



Housing Needs Assessment: Review of the existing and projected housing needs; consider special needs populations



Adequate Sites Inventory: List of land suitably zoned to accommodate the City's share of regional housing need



Housing Resources Assessment: Resources that support the development, preservation, and rehabilitation of housing



Housing Constraints Assessment: Assessment of governmental and non-governmental constraints to housing development



Implementation Plan: Goals, policies, and programs for addressing the City's housing need

8

Regional Housing Needs Allocation

Regional Housing Needs Allocation (RHNA)

- Projected number of new housing units needed
- Each jurisdiction must show it can **accommodate** its total RHNA number, and its allocations by income level
- Mandated by State law

City of Pleasanton's Draft RHNA		
Income	Number of Units	Percent
Very Low < 50% AMI	1,750	29%
Low 50-80% AMI	1,008	17%
Moderate 80-120% AMI	894	15%
Above Moderate > 120% AMI	2,313	39%
Total	5,965	100%

* AMI = Area Median Income (Alameda County)
Area median income 4-person household: \$125,600



9

How does the Housing Element help?

The Housing Element must:

- Identify local housing needs and constraints
- Include programs to help provide housing for all (seniors, persons with disabilities, homeless, etc.)
- Include actions to expand housing production at all income levels
- Identify sites that can accommodate the RHNA (housing units at all income levels)



10

Housing Element Update Process



11

Stakeholder Meeting Protocols

Group Norms

- Each participant will be treated with respect
- Please be mindful of time
- Allow other participants to finish speaking before beginning to speak

Format

- Open discussion with guided questions
- While chat function will be available, focus will be on the dialogue

Recordation

- Chats will be saved
- Summary notes will be prepared



12

General Questions?



13

Discussion

Question 1: What are the unique challenges with building housing in Pleasanton?

- a. What are the unique challenges with building ***affordable*** housing in Pleasanton?



14

Discussion

Question 2: Are there any specific constraints with residential development standards and/or approval procedures in Pleasanton?



15

Discussion

Question 3: What are the most in demand types of housing products in Pleasanton, and how do you see those needs changing over the next few years?

- a. What can the City do to facilitate these types of housing developments?



16

Discussion

Question 4: Where (geographically) do you see opportunities for housing in Pleasanton?

- a. Which of these areas would provide the best opportunities for ***affordable*** housing?



17

Discussion

Question 5: Tell us about your most successful housing project in Pleasanton or nearby communities. Why was it successful, and what are the key factors for that success?



18

Wrap Up

Thank you for your input! We will use what we heard today to inform our analysis and outreach going forward.

We may reach out for follow up calls.



19

Next Steps

Take the On-line Survey!

Link posted in the chat, or you can find it on our project website (www.pleasantonhousingelement.com) or directly at: <https://bit.ly/HEUCommunitySurvey>



Behind the Scenes: Summer 2021

- Continue technical analysis (housing needs assessment, policy and program review, etc.)
- Initiate site selection criteria and inventory analysis

Upcoming Meetings

- Housing Sites Selection Criteria - Late August/September
- Preliminary Report - September/October



20

Stay Informed and Involved!

Pleasanton Housing Element Update Webpage:
www.pleasantonhousingelement.com

City Project Contact:
housingelement@cityofpleasantonca.gov

Jennifer Hagen
Associate Planner
(925) 931-5607
jhagen@cityofpleasantonca.gov



Attachment B: Stakeholder Group Discussion Questions

For- and Non-Profit Housing Developers

1. What are the unique challenges with building housing in Pleasanton?
 - a. What are the unique challenges with building *affordable* housing in Pleasanton?
2. Are there any specific constraints with residential development standards and/or approval procedures in Pleasanton?
3. What are the most in demand type of housing products in Pleasanton, and how do you see those needs changing over the next few years?
 - a. What can the city do to facilitate these types of housing developments?
4. Where (geographically) do you see opportunities for housing in Pleasanton?
 - a. Which of these areas would provide the best opportunities for *affordable* housing?
5. Tell us about your most successful housing project in Pleasanton or nearby communities. Why was it successful, and what are the key factors for that success?

Community and Housing Advocates

1. What groups or types of individuals/households are most in need of adequate and/or affordable housing in Pleasanton?
2. What type(s) of housing is most needed/in short supply in Pleasanton?
3. Do you see any disparities or concerns in housing patterns or trends in Pleasanton among different groups/populations?
4. Are you concerned about concentration or segregation in housing and access and opportunity in Pleasanton?
5. What are the most critical gaps in housing services/options in Pleasanton?
 - a. What are the challenges or barriers to filling these gaps or providing adequate and sufficient housing?
6. Have you partnered with developers (e.g., non-profit/mixed income) to pursue affordable or special needs housing in Pleasanton?
 - a. If yes, what were the most significant challenges and opportunities based on your experience?
7. What would be your top policy or program recommendations to the City to help address the needs of the groups and populations you serve?



Housing Element Community Survey Summary Report

CITY OF PLEASANTON
Housing Element Update



HOUSING ELEMENT COMMUNITY SURVEY SUMMARY REPORT

September 2021

PREPARED BY:

City of Pleasanton
Planning Division
200 Old Bernal Avenue
Pleasanton, California 94566



I INTRODUCTION..... I

1.1 HOUSING ELEMENT COMMUNITY SURVEY OVERVIEW I

1.2 SURVEY METHODOLOGY I

2 SURVEY RESULTS SUMMARY 3

2.1 RESPONDENT PROFILE 3

2.2 HOUSING RELATED QUESTIONS..... 5

 2.2.1 Housing Challenges in Pleasanton5

 2.2.2 Prioritize Areas for Additional Housing.....7

 2.2.3 Housing Opportunity Areas 11

 2.2.4 Levels of Agreement: Housing-Related Topics and Issues.....12

 2.2.5 Accessory Dwelling Unit Support15

 2.2.6 Special Needs Housing and Services.....16

 2.2.7 Appropriate Housing Types.....18

 2.2.8 Important Housing Characteristics20

 2.2.9 Housing-related Programs and/or Activities22

 2.2.8 Final Questions25

3 CONCLUSION..... 28

I Introduction

I.1 HOUSING ELEMENT COMMUNITY SURVEY OVERVIEW

Pleasanton is in the process of updating the Housing Element of the General Plan. The 6th Cycle Housing Element, which will cover the eight-year period between 2023-2031, must be adopted by January 2023. The Housing Element Update process is intended to reflect a robust process with significant engagement with the public, key stakeholders, City Council and City commissions throughout, to ensure a community-wide conversation about housing policy, future housing sites, and strategies and actions to meet the City’s assigned Regional Housing Needs Assessment (RHNA).

The Housing Element outlines the community’s housing policies, goals, and programs, as well as opportunities for new housing over the next eight years. As part of a broader community engagement effort, which is a priority for the City in the Housing Element Update, the City developed and published an online survey, to gather feedback from the community on their housing preferences, needs, and future housing opportunities.

The feedback from the survey is intended to inform the City and the consultant team, and complement analysis and research on current housing trends, city constraints, and evaluate various approaches to meeting housing needs across income levels. The feedback will also aid in the creation of an inventory of available sites, or “Sites Inventory,” which will be a key component of a Housing Element in which the City must identify land zoned for housing to meet the RHNA. The objective of the survey is to better understand community opinions on various city-wide issues related to housing; gather constructive feedback on preferences and priorities on new housing development; identify challenges and opportunities; and understand the perspective of the community in addressing housing needs. In addition, the survey serves to introduce the community to the Housing Element Update process and how to stay informed on the process.

I.2 SURVEY METHODOLOGY

In order to reach the greatest number and broadest cross section of individuals, City staff administered the online survey via SurveyMonkey, a popular online platform. The survey was posted or “active” for 56 days, starting June 22, 2021 through August 16, 2021. The City provided links to the survey on the Housing Element Update website (www.pleasantonhousingelement.com) and the City website (www.cityofpleasantonca.gov). Notice of the survey was also distributed via email to subscribers of the City’s Housing Element Update opt-in email notification list on three occasions. Additionally, the survey was advertised in local newspapers including article write-ups, advertised in the City weekly e-newsletter, the City Progress newsletter, and advertised on Facebook, Twitter, and Nextdoor through City accounts. Posters were also posted at various City facilities and offices with QR codes to easily access the survey. Finally, City staff directly engaged with the public by attending

the city's weekly Farmers Market. The survey generated 622 responses from residents, property owners, business owners, and visitors of Pleasanton.

The survey was made up of 15 questions and on average took 13 minutes and 52 seconds to complete. Participants were assured that their participation would be handled with confidentiality; that survey results would only be reported in aggregate format, with no personally identifiable information included in project reports or communications.

The survey included three respondent profile questions (Residency/Affiliation, Age, and Ownership/Rental Status) to better understand how the responses to the survey compare to the overall Pleasanton community, nine general questions, two open-ended questions to gather additional comments, and a final question to sign-up and stay up to date to be notified of updates to the Housing Element Update process.

This report summarizes the key themes that emerged from the survey results and includes charts and graphs of the collective results as well as summaries of responses to open-ended questions. As survey respondents were not required to answer every question, the number of responses varies from question to question. The number of people who responded to, versus "skipped" a question, is noted for each response. For a more detailed summary of open-ended questions, please go to <https://bit.ly/HEUSurveyResults>

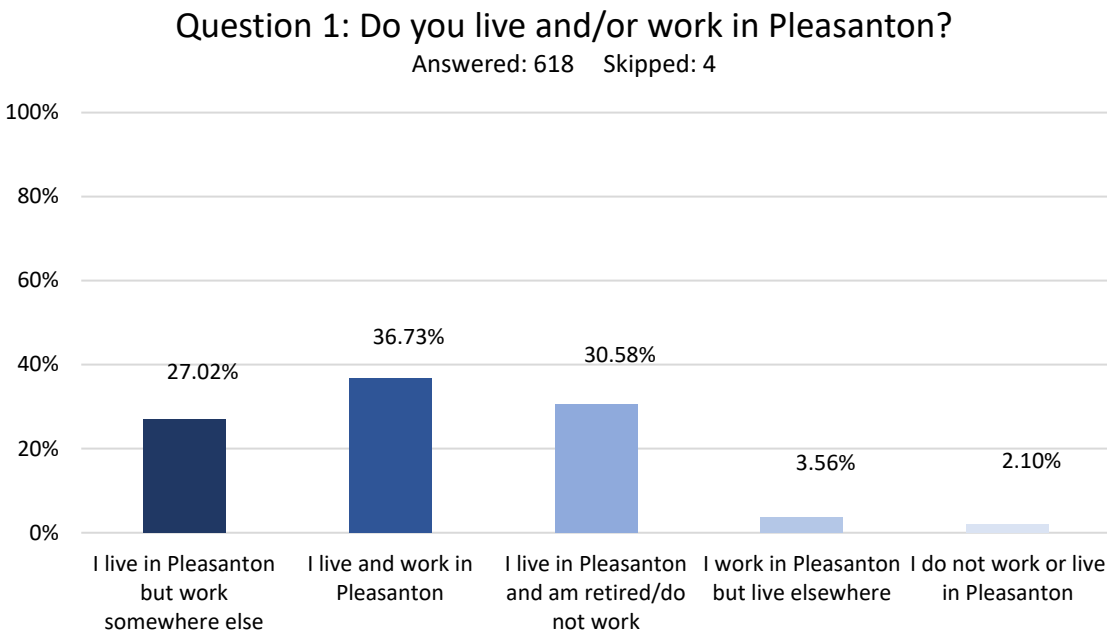
2 Survey Results Summary

2.1 RESPONDENT PROFILE

In the 56 days the survey was posted, 622 individuals completed the survey. The vast majority of respondents identified themselves as Residents of Pleasanton (583, 94%).

Question 1 allowed respondents to select one response about their residency. Respondents identified themselves as living in Pleasanton but work somewhere else (167), living and work in Pleasanton (227), living in Pleasanton and am retired/do not work (189), working in Pleasanton but live elsewhere (22), or not working or living in Pleasanton (13).

Table 1 – Question 1



Question 2 surveyed participants about their age. The majority of respondents were between the ages of 41-56 (207), followed by those 65 and over (192), then 57-64 years (124), and finally 25-40 years (97). Although the survey was posted numerous times on various social media outlets and advertised at the library and Farmers Market, no one under the age of 24 responded.

Question 3 asked, for those living in Pleasanton, whether they own, rent, or own rental property in the city. The majority of respondents (close to 77%) own their homes and 15.65% identified themselves as Renters. 34 respondents (5.5 %) stated that they do not live in Pleasanton and 19 respondents (3.05%) indicated “Other.” The majority of the “Other” responses indicated that they both own a home in which they live in and also own a rental property in Pleasanton – this particular response was not among the options provided.

Table 2 – Question 2

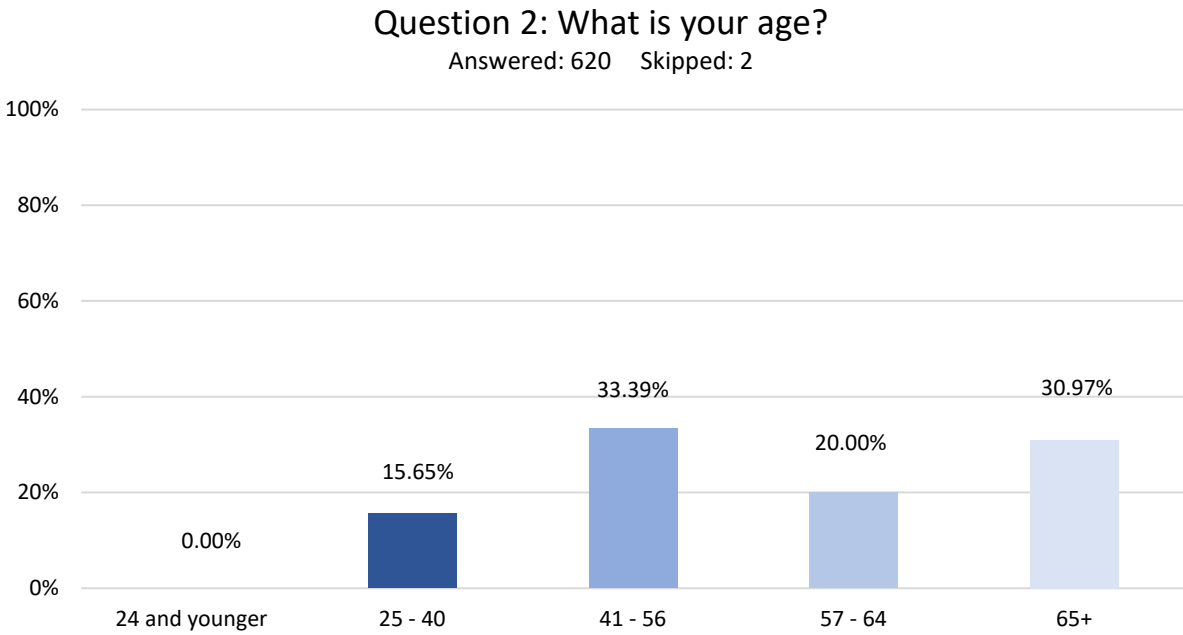
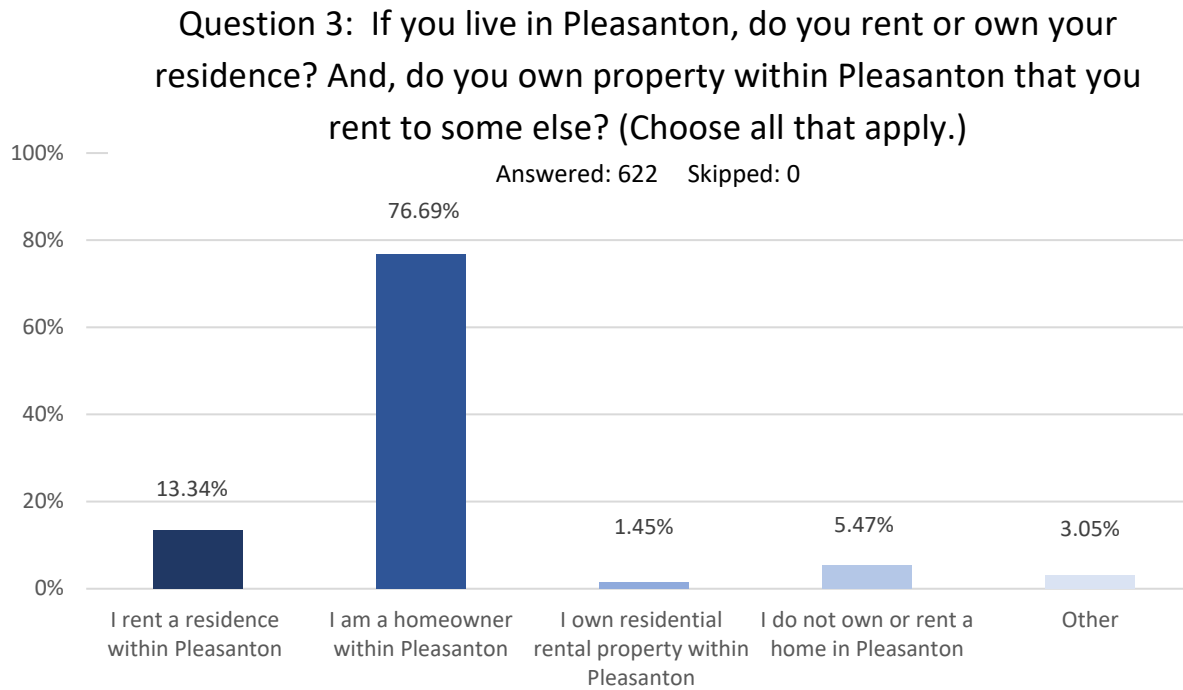


Table 3 – Question 3



2.2 HOUSING RELATED QUESTIONS

2.2.1 Housing Challenges in Pleasanton

Survey Question 4: Of the following options, which concepts reflect the main housing challenges in Pleasanton? (Choose all that apply.)

Answered: 621 Skipped: 1

This survey question asked respondents to select the main housing challenges in Pleasanton. Respondents could also indicate an “Other” option and provide an open-ended response. Most respondents agreed that the two main housing challenges in Pleasanton were related to the high cost of housing (Cost-burdened (housing costs that exceed 30% of household income) (54.75%), and lack of housing that is affordable to homebuyers and renters (53.95%)). This is consistent with recent community data that has recently indicated the following:

- Home prices are higher in Pleasanton than in the county. Households must earn about \$226,080 (at least 180% of AMI) to be able to afford to buy a home in Pleasanton. A household must earn about \$125,600 (100% of AMI) to be able to afford market rent in Pleasanton.
- Almost 24% of Pleasanton homeowners are cost burdened, meaning they spend 30% or more of gross income on housing costs, while almost 44% of renters are cost burdened. Additionally, 21% of renters spend 50% or more of their income on housing, compared to about 10% of homeowners. Pleasanton has a lower proportion of cost-burdened households compared to the county.

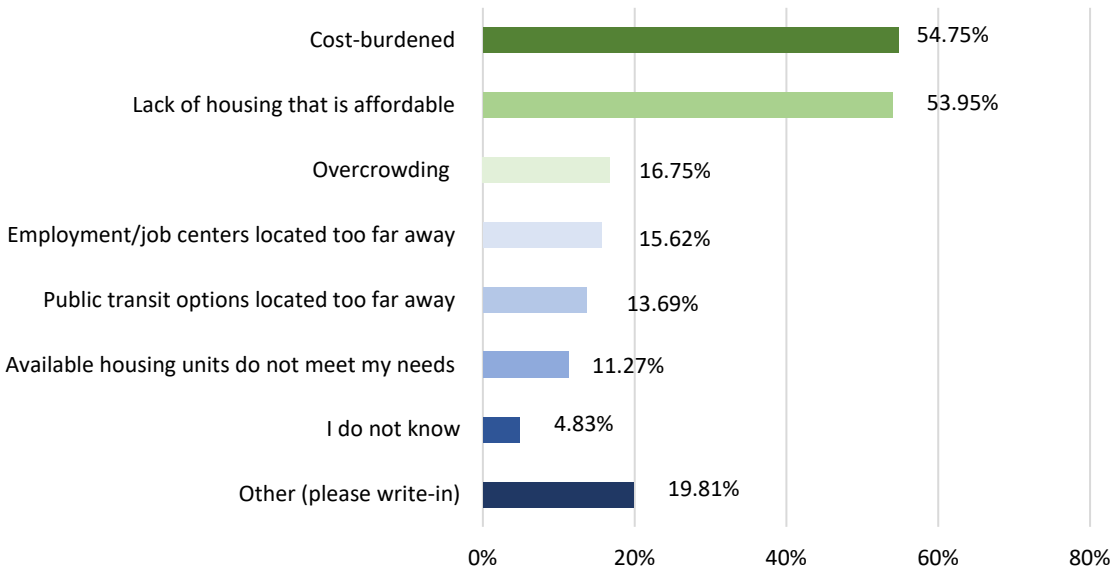
The remaining concerns listed (overcrowding, proximity to employment/job centers, proximity to transportation, and availability of housing that doesn’t meet respondent’s needs) were relatively evenly split, with those items indicated by between 11% and 17% of respondents.

Many respondents (123) indicated “Other” as a response and were allowed to write in an open response, which has been aggregated to the degree possible to understand the most common themes and ideas. Among the open-ended responses, the two most common themes in responses were the concern with available water for additional housing in Pleasanton (28 mentions) as well as the impact additional housing will have on schools (13 mentions).

Table 4 – Question 4

Question 4: Of the following options, which concepts reflect the main housing challenges in Pleasanton? (Choose all that apply.)

Answered: 621 Skipped: 1



2.2.2 Prioritize Areas for Additional Housing

Survey Questions 5 and 6: As part of the Housing Element Update, the City will need to identify additional areas where housing can be accommodated in Pleasanton. Please prioritize the following areas where you think it would be most appropriate to allow for additional housing in Pleasanton. 1=Greatest Priority; 8=Least Priority

Answered: 615 Skipped: 7

This survey question asked respondents to rank a series of eight suggested areas that may be suitable to accommodate additional housing, with 1 = greatest priority to 8 = least priority. Respondents could also indicate an “Other” option and provide an open-ended response. In the scoring for this response, based on the average ranking assigned by participants, a lower numeric value will equal a higher priority and vice-versa.¹

The following charts indicate the average score for each response, as well as the distribution of ranking choices for each response, which provides more detail of the composition of the average scores.

Overall, the survey respondents ranked on average, as their highest priority, sites for new housing that have been identified as underutilized commercial areas, such as older shopping centers (this response received an average score of 2.51). Respondents also indicated that when choosing housing sites, locating sites near transit is a high priority (average score of 2.90), followed by sites that were part of mixed-use developments (average score 3.50), or along major streets (average score 4.47). The lowest ranked options for new housing included sites within the downtown (5.33), and through the construction of Accessory Dwelling Units (average score 5.36). Placing new housing sites within existing neighborhoods was the lowest-ranked preference, scoring an average of 5.43.

¹ The survey randomized the order in which the various responses were listed, in an effort to minimize position bias.

Table 5 – Question 5 Average Score

Question 5: Please prioritize the following areas where you think it would be most appropriate to allow for additional housing in Pleasanton. 1=Greatest Priority; 8=Least Priority	
Option	Average Score (Low Score = Higher Priority)
Underutilized non-residential areas including older shopping centers/retail areas	2.51
Near Transit	2.90
As part of mixed use developments that combine residential and commercial uses	3.50
Along major streets	4.47
In and around Downtown	5.33
On existing single-family properties as ADUs	5.36
Existing Neighborhoods	5.43
Other	6.17

Table 6 – Question 5

Question 5: Please prioritize the following areas where you think it would be most appropriate to allow for additional housing in Pleasanton. 1=Greatest Priority; 8=Least Priority

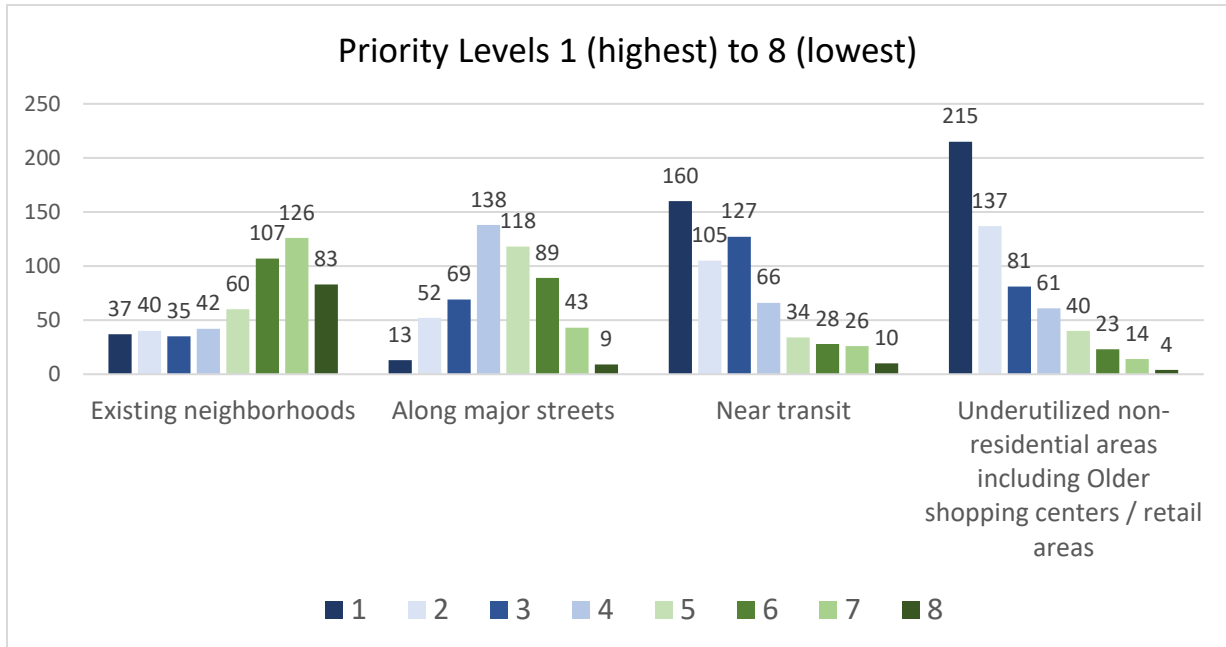
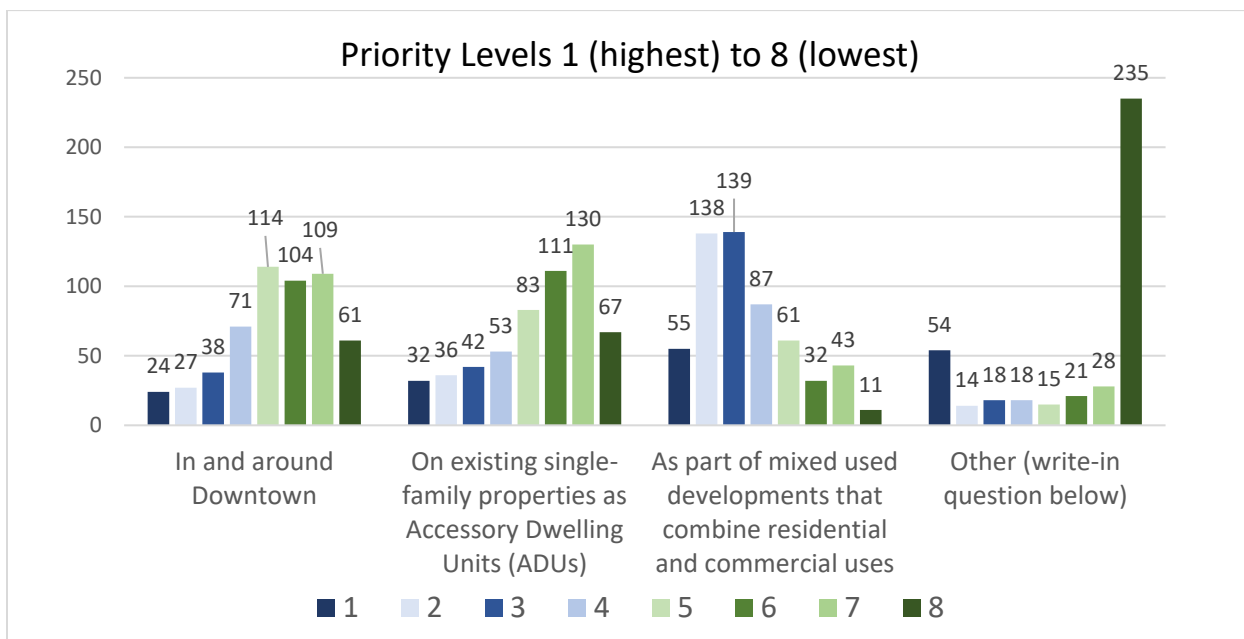


Table 7 – Question 5



Many respondents (403) indicated “Other” as a response and were allowed to write in an open response (Question 6). Of the 403 “Other” responses, 139 respondents provided input which was aggregated to the degree possible into common themes and ideas. Among the open-ended responses, the most commonly noted response was to indicate that housing should be limited, built in locations other than Pleasanton, or that they did not want any additional housing at all.

Some of the themes that were indicated include the following:

- Limit new housing, or build housing elsewhere (5 mentions)
- East Pleasanton (15 mentions)
- Underutilized and vacant commercial areas (including vacant/underutilized or infill sites in general, as well as specific locations such as Hacienda, Stoneridge Mall, existing church properties, Costco site etc.) (25 mentions)
- Unincorporated or Undeveloped Rural Areas, or Outer Areas (including specific locations such as Happy Valley, or areas south of Pleasanton, towards Sunol) (13 mentions)
- Land already identified in the General Plan as residential (8 mentions, 6 of which included a similarly phrased response, also referencing Merritt, East Pleasanton, Spotorno, etc.)
- Other Responses:
 - Schools and Water Capacity Concerns (11 mentions)
 - Not within downtown (5 mentions)
 - Creative/flexible building types and standards (3 mentions)
 - Approve more housing, build more affordable units (2 mentions)
 - Other program ideas – e.g. down payment assistance, ensuring vacant units are occupied, rent control

2.2.3 Housing Opportunity Areas

Survey Question 7: Please write in below any ideas you may have about where new housing opportunities should or could be located in the city. Responses may include general locations (example: “Near Stoneridge Mall” or “Within Hacienda” or “Along Stoneridge Drive”) (please write in)

Answered: 486 Skipped: 136

This survey question asked respondents to write in specific areas in Pleasanton where housing should or could be located. It also provided an open-ended response field to provide an answer - 486 respondents provided such comments. Across the 486 open-ended responses, the most supported location within the City was the Stoneridge Mall area (159 mentions). Most of the respondents that choose this area expressed that the mall area was close to BART with easy access to public transportation as well as close to freeway access. 50 responses mentioned limiting new housing, or building it elsewhere, such as in neighboring cities.

The following reflects the locations most commonly mentioned:

- Stoneridge Mall (and vicinity): (159 mentions)
- Hacienda Business Park (78 mentions)
- East Pleasanton (65 mentions)
- Near BART (53 mentions)
- Limit new housing, or build housing elsewhere (50 mentions)
- Underutilized Commercial Properties (39 mentions)
- Stoneridge Drive (24 mentions)
- Stanley Boulevard (9 mentions)
- Other responses, all with 7 mentions
 - Costco
 - Downtown
 - Not in Downtown
 - Fairgrounds
 - Near Transit
 - Staples Ranch

2.2.4 Levels of Agreement: Housing-Related Topics and Issues

Survey Question 8: Please select whether you strongly agree, agree, do not agree or are neutral with the following statements:

Answered: 622 Skipped: 0

This survey question included the following five statements about housing in Pleasanton, and asked the respondent to indicate their level of agreement from “strongly agree”, “agree”, “neutral”, “disagree”, “strongly disagree”, or “I don’t know”.

The first two statements (Statements 1 and 2) asked if it was difficult to find ownership and rental units in Pleasanton. A large majority agreed on both statements that it is difficult to find rental housing (28.71% strongly agree and 29.68% agree) and even more difficult to find ownership housing (42.14% strongly agree and 28.04% agree) in Pleasanton.

13 to 15% of respondents to each of the statements were neutral, and approximately 12% disagreed. (12.74% of respondents indicated they did not know if was difficult to find rental housing and 2.4% indicated they did not know if it was difficult to find ownership housing in Pleasanton.)

Table 8 – Question 8, Statement 1

Statement 1: It is difficult for a household to find rental housing that it can afford in Pleasanton.

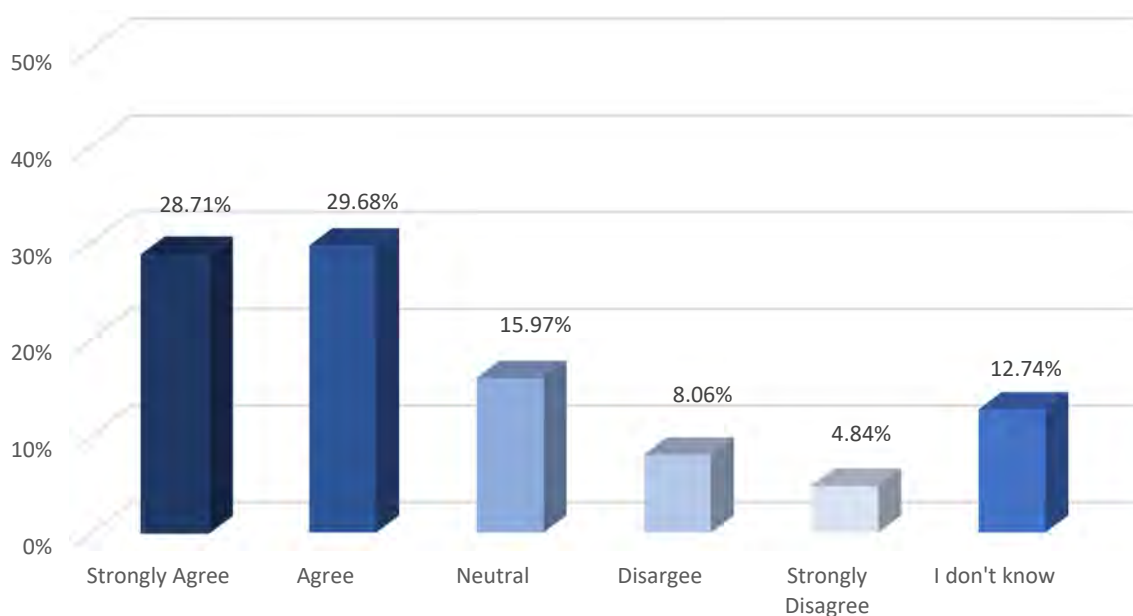
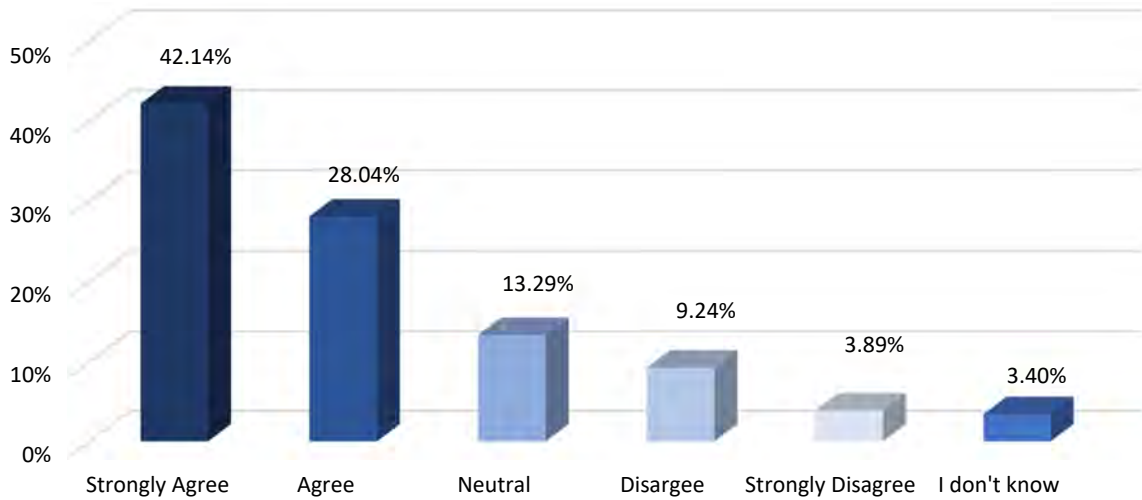


Table 9 – Question 8, Statement 2

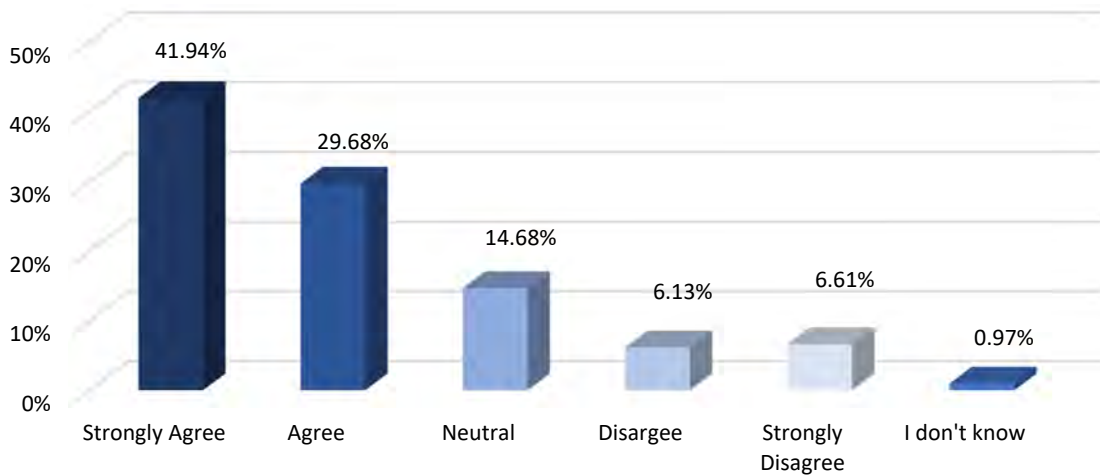
Statement 2: It is difficult for a household to find housing for ownership that it can afford in Pleasanton.



For Statement 3, regarding the types of properties that should be targeted for new housing, the overwhelming majority of the respondents agreed (41.94% strongly agree and 29.68% agree) that new housing should make use of existing “infill” sites, like vacant properties.

Table 10 – Question 8, Statement 3

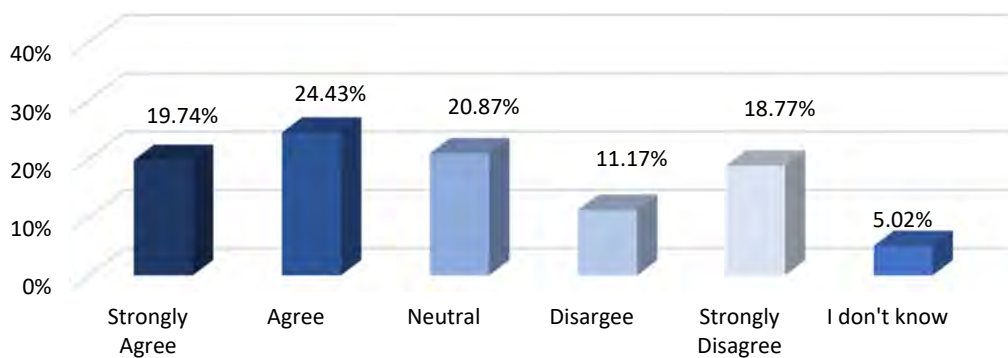
Statement 3: New housing should make use of existing “infill” sites, like vacant properties and older office and retail centers, rather than building out into currently undeveloped areas.



For Statement 4, regarding ADUs, respondents were generally split in terms of their agreement/disagreement on whether ADUs would help provide additional housing options to address housing needs in Pleasanton. About 44% of respondents agreed or strongly agreed with the statement that ADUs would provide additional housing options; compared to around 30 percent who disagreed/strongly disagreed. 20.87% indicated they were neutral and 5.02% said they didn't know.

Table 11 – Question 8, Statement 4

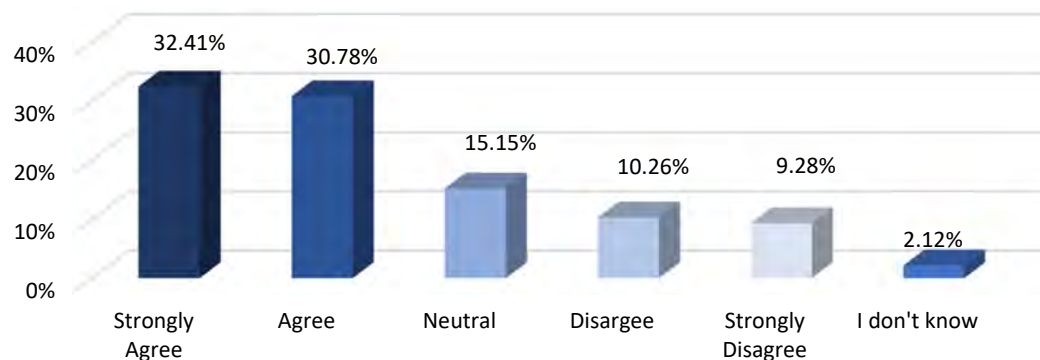
Statement 4: Accessory Dwelling Units (ADUs) or second units would provide additional housing options that would help address housing needs in Pleasanton.



Statement 5 addressed the mix of unit types and affordability in projects. More than 60% of the respondents were in agreement that new housing development should include a mix of unit types, sizes and affordability (32.41% strongly agree and 30.78% agree), with only 19.54 percent disagreeing or strongly disagreeing.

Table 12 – Question 8, Statement 5

Statement 5: New housing developments should include a mix of unit types, sizes and affordability.



2.2.5 Accessory Dwelling Unit Support

Survey Question 9: Should the City do more to encourage Accessory Dwelling Units (ADUs/second units) on single family properties, provided that they are designed to minimize neighbor impacts? If so, how?

Answered: 610 Skipped: 12

This survey question prompted respondents to answer “yes” or “no” to a question as to whether the City should do more to encourage ADUs, and if so how. If respondents chose “yes” they had the option to provide an open-ended response on how the City could better encourage ADUs. Most respondents believe that the City of Pleasanton should not do more to encourage ADUs on single family properties (60.82%), with 39.18% believing Pleasanton should encourage ADUs. This split runs slightly counter to the results received in Question 8, where the majority of participants agreed that ADUs could provide more housing opportunities, possibly suggesting a concern about the impacts of ADUs in neighborhoods despite the fact that they may help to meet housing needs.

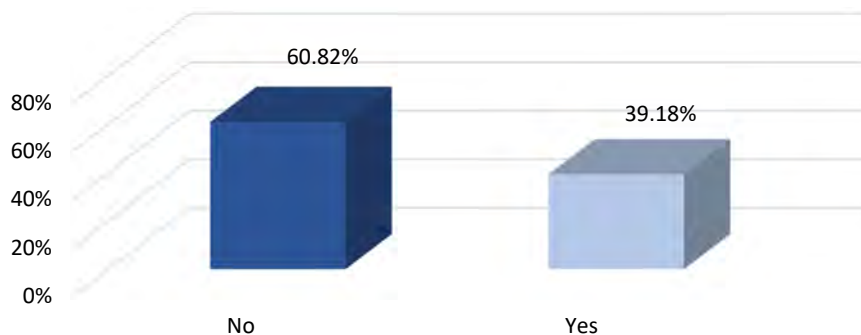
For those respondents who indicated that ADUs should be encouraged, an opportunity was provided to indicate how this should occur. Of those responses (241 responses), the following themes emerged for how the City could encourage or incentivize ADU construction:

- More streamlined permitting and approval process (39 mentions)
- Pre-approved ADU designs (19 mentions)
- Reduced Permitting Fees (15 mentions)
- Tax incentives (14 mentions)
- Allow 2nd-story ADU’s or ADU’s above detached garages (7 mentions)

Table 13 – Question 9

Question 9: Should the City do more to encourage Accessory Dwelling Units (ADUs/second units) on single family properties, provided that they are designed to minimize neighbor impacts? If so, how?

Answered: 610 Skipped: 12



2.2.6 Special Needs Housing and Services

Survey Question 10: Which of the following special needs groups identified below are most in need of housing and/or related services in the city? (Select up to three choices)

Answered: 622

Skipped: 0

This survey question asked respondents which of the following groups were most in need of housing and/or housing related services in the city. Respondents could choose up to three groups, and could also indicate an “Other” option and provide an open-ended response.

Overall, the groups most commonly indicated as being in need of housing-related assistance and services in the city were seniors (41.16% selected this option) and young adults (39.07% of respondents selected this option). This was followed by female-headed households (22.9%), persons with disabilities (21.07%), and veterans (19.94%). Persons experiencing homelessness were identified by 16.72% of respondents, with many fewer indicating large households (9.97%), students (4.82%), and farmworkers (2.57%) as groups most in need.

82 respondents indicated “Other” as a response and were allowed to write in an open response. Response inputs were aggregated to the degree possible into common themes and ideas. Among the open-ended responses, the specific sector mentioned by the largest number of respondents was Low- to Middle- Income Workers, or service workers. This group was mentioned in both general terms as “low income” or “middle income” “service workers” and was also mentioned in more detail as teachers, fire fighters, and police officers. Overall, this combined category had 50 mentions. Specific occupations were broken down with the following mentions: teachers (11 mentions), fire fighters (6 mentions), and police (5 mentions).

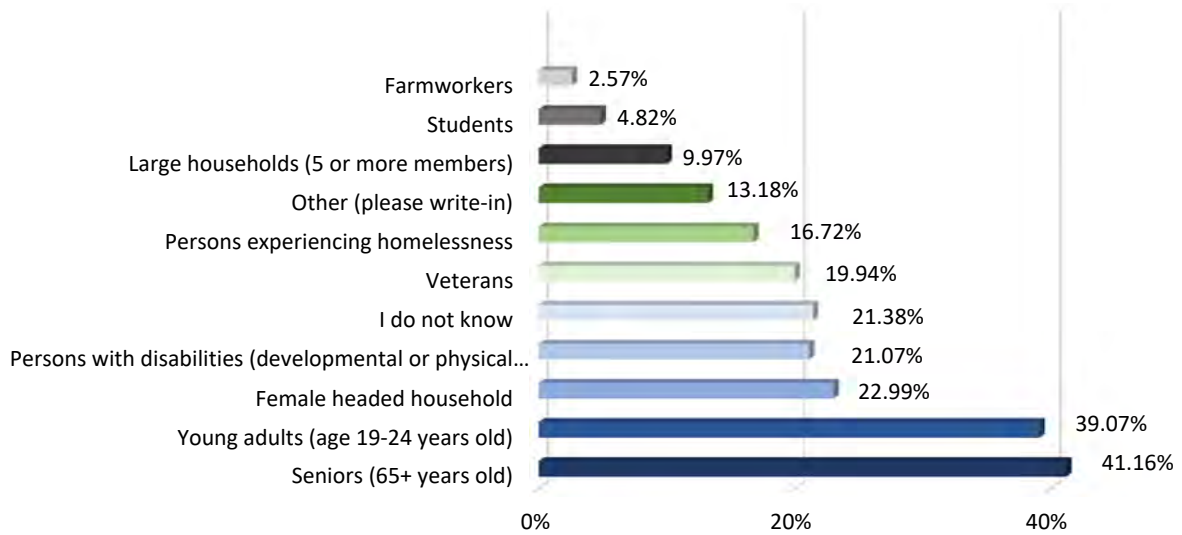
Some of the other groups specifically indicated by multiple respondents included the following:

- Low- and Middle-Income Service Workers (including teachers, firefighters, police officers) (50 mentions)
- Young Families (13 mentions)
- Young Professional and College Graduates (6 mentions)
- Single Parents (3 mentions)
- First-time Homebuyers (2 mentions)
- Other Groups Mentioned:
 - Blue Collar Workers
 - Millennials
 - Seniors

Table 14 – Question 10

Question 10: Which of the following special needs groups identified below are most in need of housing and/or related services in the city? (Select up to three choices)

Answered: 621 Skipped: 1



2.2.7 Appropriate Housing Types

Question 11: As the City seeks to meet the State mandate to plan for more than 5,900 new housing units, including housing at all levels of affordability, which housing types are most appropriate to plan for within Pleasanton? (Select at least three.)

Answered: 622 Skipped: 0

This survey question asked respondents which types of housing are most appropriate to plan for as part of the upcoming Housing Element process. Since the City is required to meet State mandates to plan for housing, respondents were asked to choose at least three housing types in order to provide a full range of housing. Respondents could also indicate an “Other” option and provide an open-ended response.

Overall, the survey respondents indicated that condos and townhomes were the type of housing units that are most appropriate to plan for in the future (this unit type was chosen by 55.79% of the respondents). Respondents also indicated that single-family detached homes (49.84%), residential mixed-use projects (48.55%), senior housing (43.09%), and duplex/triplex/fourplex units (42.77%) were all high priority unit types to plan for when choosing housing sites. The lowest score options for new housing types included affordable housing (27.97%), accessory dwelling units (20.90%), assisted living (17.20%), transitional and supportive housing (16.40%), and emergency shelters (11.90%).

It is noted that “apartments” or “rental housing” was not listed among the survey options, but in general the number of responses for condos and townhomes as a needed housing type could be interpreted to indicate at least general support for higher-density, attached housing types.

67 respondents indicated “Other” as a response and were allowed to write in an open response. This input was aggregated to the degree possible into common themes and ideas. Among the open-ended responses, the largest theme mentioned of respondents was that they were not supportive of any additional housing at all (29 respondents).

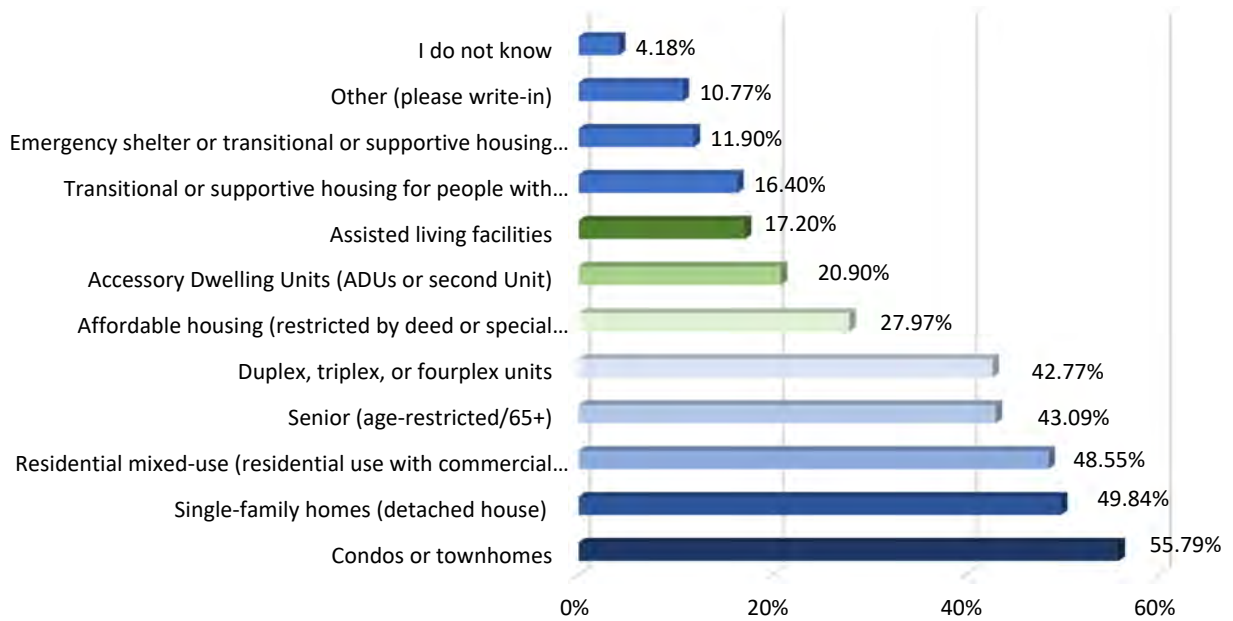
Some of the other themes that were indicated include the following:

- Not supportive of any new housing (29 mentions)
- Apartments (4 mentions)
- Smaller One-Bedroom Units (3 mentions)
- Townhome/Condo Developments (3 mentions)
- Workforce Housing (2 mentions)
- Duplex Units (2 mentions)
- Tree Houses (1 mentions)
- Other Housing Types Mentioned:
 - Gated Communities

- High Density Housing
- Mixed Use Housing
- Modular Homes
- Row Houses

Table 15 – Question 11

Question 11: As the City seeks to meet the State mandate to plan for more than 5,900 new housing units, including housing at all levels of affordability, which housing types are most appropriate to plan for within Pleasanton?



2.2.8 Important Housing Characteristics

Question 12: What aspect(s) of housing is/are most important to you? (Choose all that apply.)

Answered: 621 Skipped: 1

This survey asked respondents which aspect(s) or characteristics of housing are most important. Respondents could choose all aspects that applied to them. Respondents could also indicate an “Other” option and provide an open-ended response.

Overall, the large majority of all survey respondents indicated that safety/security was the most important aspect or characteristics with respect to housing (75.20%). This was closely followed by proximity to parks, schools, and other community amenities (64.25%). Respondents also indicated that availability of parking (48.79%), private open space (36.07%), and proximity to shopping (31.34%) were also very important aspects to housing. Less important aspects or characteristics mentioned included multi-generational accommodations (18.68%) and availability of private amenities such as a pool or sports court (16.43%).

80 respondents indicated “Other” as a response and were allowed to write in an open response. Respondents provided input which was aggregated to the degree possible into common themes and ideas. Among the open-ended responses, the largest theme respondents indicated that it was important for housing to be located near transit options such as BART (11 mentions).

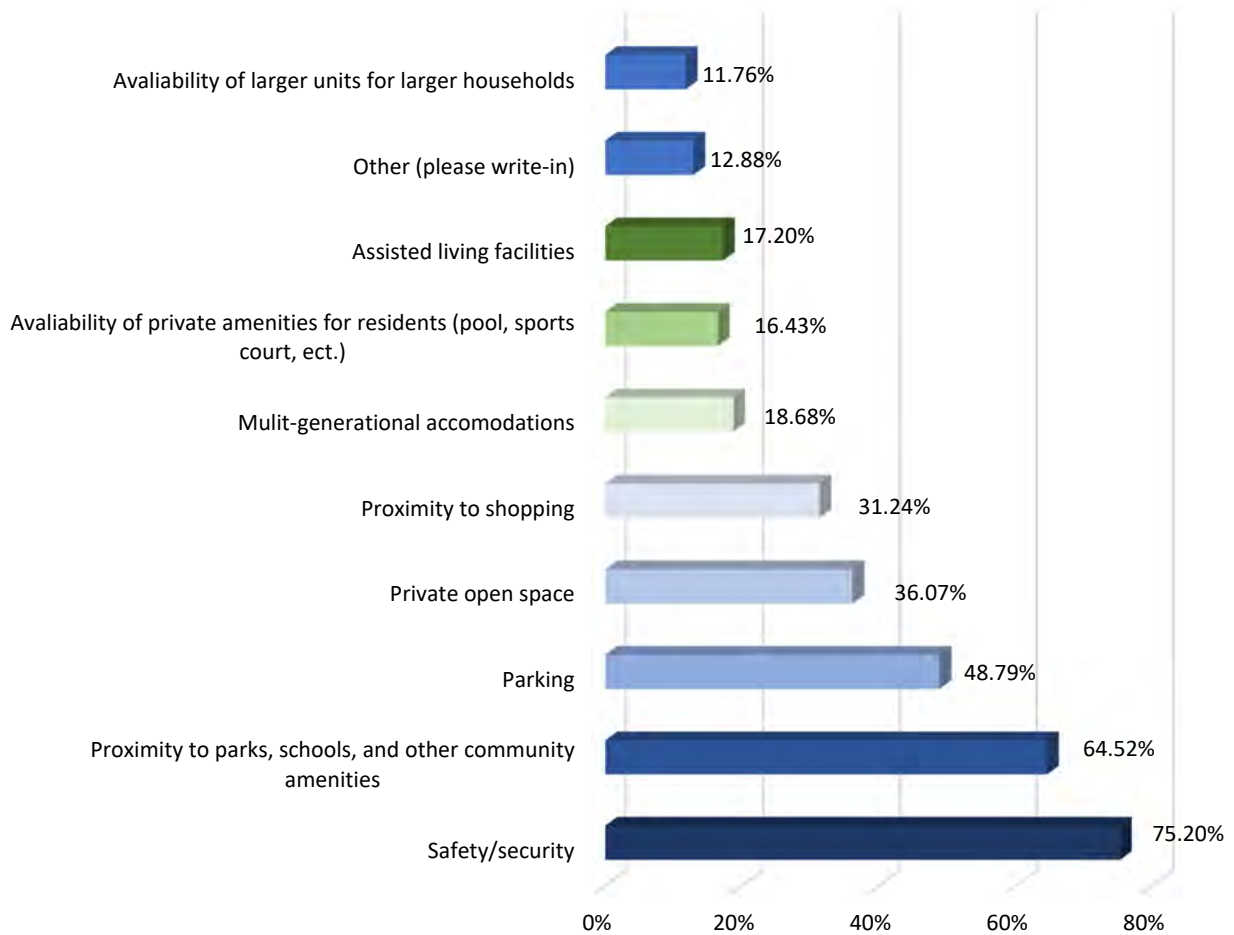
Some of the other themes that were indicated include the following:

- Proximity to transit, such as BART (11 mentions)
- Walkability and ease of public access: this includes safe and easy pedestrian accessibility for all including those with disabilities. In addition, the proximity of grocery stores, coffee shops, and restaurants were thought to be more important and distinct than “shopping” in general. (10 mentions).
- Affordable: Although provided as a survey question option, a number of respondents indicated that middle range, workforce housing for those in occupations such as teaching, is needed and important (7 mentions).
- Other Important Aspects and/or Responses:
 - Limit new housing, or build housing elsewhere (5)
 - Proximity to Schools (3)
 - Large Open Space (3)
 - Quality Construction and Aesthetics (3)
 - Available Infrastructure (water) (3)

Table 16 – Question 12

Question 12: What aspect(s) of housing is/are most important to you? (Choose all that apply)

Answered: 621 Skipped: 1



2.2.9 Housing-related Programs and/or Activities

Question 13: What types of housing-related programs and/or activities do you believe Pleasanton should concentrate on? (Please select the top five priorities.)

Answered: 622 Skipped: 0

This survey asked respondents what type of housing related programs or activities the City should focus on or encourage as part of the next Housing Element Update. The survey question included 14 specified options as well as an “Other” option that provided an open-ended response. Respondents could choose up to five priorities.

Overall, the top three programs that respondents indicated that they would like the City to focus on included: Encourage innovative design with emphasis on community and amenities (41.48%); Promote mixed-use development with both commercial and residential components (38.91%); and Encourage housing near bus stops or other transportation options (38.26%). Many of the other suggested program ideas were supported by at least 25% of respondents, including improving permitting processes; supporting non-profits in their work; expanding the supply of affordable housing units; facilitating ADUs; and rehabilitating existing units. This relatively even distribution shows a reasonable level of support for a diversity of potential programs, and suggests that a multi-faceted approach to meeting local housing needs could be taken. The importance of quality projects, with good amenities and convenient transportation options was again emphasized in the responses to this question, as it was in others.

71 respondents indicated “Other” as a response and were allowed to write in an open response. Responses provided input which was aggregated to the degree possible into common themes and ideas. Consistent with a number of responses to other survey questions, a substantial number of respondents who provided an answer indicated that there should be programs in place to limit new housing or build housing elsewhere (17 mentions). This general theme was echoed in other statements made where respondents indicated that if we are required to build housing, then we should focus on slow growth that maintains the character and quality of life of the community for existing residents (7 mentions).

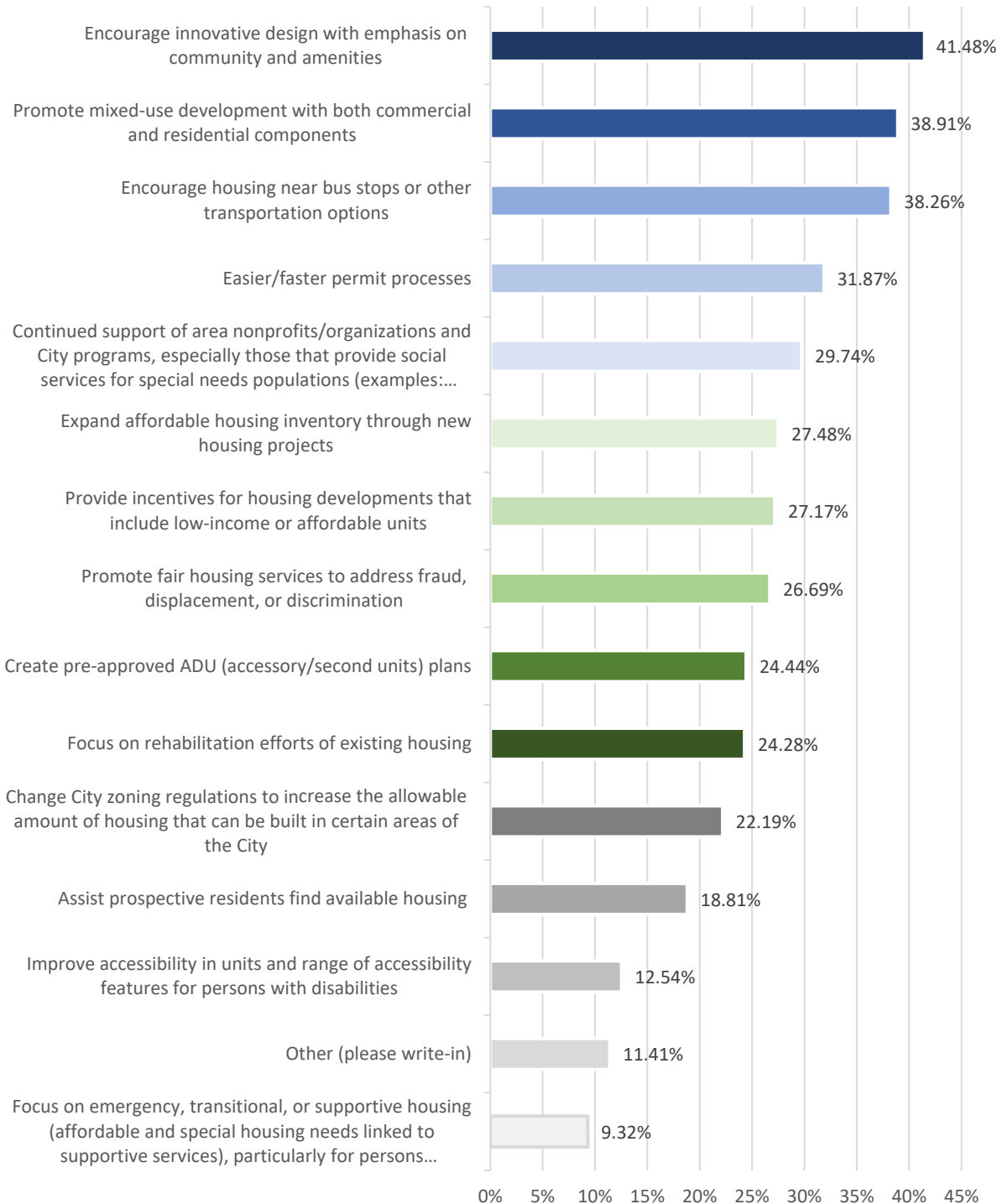
The following provides a more complete listing of “Other” responses, grouped by themes reflected in various comments:

- Limit Housing, build housing elsewhere, or meter/slow growth to preserve character: (24)
- Jobs and Housing Balance: The respondents indicating that the City should focus on programs that encourage more of a jobs to housing balance in the City which would help to minimize traffic and commuting (3 mentions).
- Education and Outreach: Focus on education and outreach to make existing resources and affordable housing opportunities easy to find and access (3 mentions).

- **Building Technology:** Focus on emphasizing new building technology that will help to make new housing more affordable and efficient, and minimize environmental impacts (3 mentions).
- **Workforce Housing:** Create programs for people already working in Pleasanton that would like to live in Pleasanton (2 mentions).
- **Other program ideas mentioned include:**
 - Disincentivize Investment Holding of Single-Family Homes (2)
 - First-time Home Buyer Program (1)
 - Land Preservation/Open Space (1)
 - Require Developers to Build Affordable Housing and Not Pay LIHF (1)

Table 17 – Question 13

Question 13: What types of housing-related programs and/or activities do you believe Pleasanton should concentrate on? (Please select the top five priorities.)



2.2.8 Final Questions

Question 14: Is there anything else the City should consider as part of its Housing Element Update? (Please write-in)

Answered: 347 Skipped: 275

This survey question provided an open-ended response field and asked respondents to write in any last suggestions that the City should consider as part of the Housing Element Update. There were 347 responses (50 responses were answered with “No” or N/A or left blank). As an open-ended question requesting input on anything else, common themes were more difficult to establish, however, an effort has been made to summarize some of the major common themes expressed.

Across the 297 substantive responses, the following ideas were presented, organized into topics or themes:

- Limit Housing, Build Housing Elsewhere, Reject State Mandates, or Meter Growth (36 mentions)
- Resources, Infrastructure and Level of Service Concerns
 - o Concerns with the City’s water capacity. Verify that there will be enough water to accommodate future housing before approving. Additional sentiments also raised resentment over the fact that current residents are being asked to restrict their water consumption while the City is actively considering additional housing. (17)
 - o Concerns were raised on already impacted school enrollment and the education system in general (10)
 - o Many are concerned with the over infrastructure capacity in the City and urge the City to consider impacts new housing will have on road conditions, water capacity, traffic, sewer capacity, etc. (4)
 - o Concerns regarding traffic that may be generated from large new projects (5)
 - o Consider impacts new developments may have on existing neighborhood safety (2)
- Protect Pleasanton’s Community Character and Existing Residents
 - o Pleasanton’s community character is highly sought after and valued amongst its residents, and many are afraid that new housing will diminish the character if not thoughtfully considered. (11)
 - o Do better than Dublin. (5)
 - o Require priority be given to existing residents and employees of Pleasanton for all affordable housing (3)
 - o Make sure that aesthetics and architecture are a priority and encourage quality over quantity (2)
 - o Oppose SB9 and all considerations to densify existing single-family neighborhoods. (2)

- Preserve existing neighborhoods
- Policy and Program Considerations
 - Down-payment Assistance, although many current residents are able to afford high rental costs, their savings are limited and therefore unable to save up for a down-payment on a home. (3)
 - Require all developers to construct affordable housing and not allow payment of the in-lieu LIHF (3)
 - Prioritize housing near transit that is walkable (5)
 - Restrict all three-story residential projects (2)
 - Prioritize underutilized undeveloped properties (3)
 - Preserve existing open space and parks (4)
 - Prioritize housing for veterans
 - Provide housing for all phases of life (variety of sizes and types)
 - Reduce permit fees for new residential development (2)
 - Streamline the permit process for all residential development (ADU's, SFR, and MFR) (5)
- Use and Design Considerations
 - Restrict more ADUs (3)
 - Encourage single-story smaller lots and units, or smaller one-bedroom units (7)
 - Create more multigenerational housing
 - Allow ADU's above garages
 - Many neighborhoods already have parking problems. Require any new projects, including ADU's to provide parking on-site. (5)
- Other
 - Consider a Tri-Valley Coalition of local governments and non-profit organizations modeled after one in Fairfax County Virginia called Bridging Affordability.
 - Provide more efficient bus/transit options with more frequent stops
 - Build on the outskirts or close to freeways so not to impact the majority of the City with traffic
 - Restrict sprawl
 - Respect the UGB
 - Inventory all publicly owned land
 - Make rents more affordable for the middle (rent control or other methods)
 - Think outside of the box with new solutions
 - Provide more middle income/middle class affordable housing options

- Fight NIMBY movement, develop more housing for all
- Annex more land
- Be bold in new policies

3 Conclusion

The objective of this survey was to better understand community opinions on various city-wide issues related to housing; gather constructive feedback on preferences and priorities on new housing development; identify challenges and opportunities; and understand the perspective of the community in addressing housing needs. Overall, the survey provided comprehensive and identifiable themes and feedback that will provide insight into future policy discussions.

The survey provided a wide range of varying opinions and perspectives on housing within the city. While opinions and perspective varied from question to question, the respondents engaged in the questions and options presented in the survey, and provided useful input on housing issues, opportunities, locations for future housing, and the types of housing that can best meet the community's housing needs. Although respondents recognized the challenge and intent of the Housing Element to address the mandates of State law, a small but notable proportion took the opportunity to express concerns about new housing and residential growth, and to the mandates being imposed upon the City to plan for new housing. Water supply, school capacity, traffic, and diminution of community character were some of the key growth- and development-related concerns cited by participants.

With respect to housing challenges, the most significant housing challenge identified was the lack of affordability and cost burden associated with renting and owning a home in Pleasanton. Seniors and young adults were the groups most strongly identified as being in need of housing support and services; a number of respondents called out lower- and middle-income service workers as a group who could be better served by housing.

Accessory Dwelling Units (ADUs) are often considered to provide more affordable housing options, which may help in a cost burdened community. However, respondents indicated mixed feelings on ADUs in Pleasanton. Although more respondents agreed that ADU's would provide additional housing options, 60% indicated that they should not be encouraged above and beyond what the City is currently doing in response to state mandates. Beyond ADUs, a number of respondents supported the concept of providing smaller, more affordable units, including encouraging a mix of unit types and sizes in new developments.

Pleasanton's appealing community character was brought up throughout the survey and was clearly highly valued among respondents. Concern that new housing would diminish neighborhood or community character was also a theme throughout the survey, and well-designed, quality design and project amenities, as well as neighborhood compatibility, was emphasized by many. This was expressed through preferences such as siting new housing away from existing neighborhoods, into locations where existing development tends to be larger scale and higher intensity, such as along major corridors, within the business park, and in place of existing commercial development.

In terms of new housing types, there was considerable support for higher density housing types such as condos and townhomes, as well as for smaller scale multi-family housing types such as duplexes and triplexes. Many respondents favored mixed use development (housing in conjunction with commercial uses), and expressed support for housing that provides convenient amenities and services. That said, many respondents indicated that single-family homes should remain important as part of the future housing supply, reflective of Pleasanton's existing character and housing stock.

When asked about specific locations throughout the city where housing would be most appropriate, the greatest majority of respondents indicated that an emphasis to place new housing near transit, specifically BART, should be encouraged. Placing housing near services and amenities was also supported by many. Specific locations that were clearly favored by a high proportion of respondents included Stoneridge Mall and Hacienda Business Park with a focus on underutilized and outdated commercial and office developments. After Stoneridge Mall and Hacienda, a sizable number of respondents also indicated that planning for East Pleasanton should be considered for future housing. A consistent theme for where not to put housing, was within existing neighborhoods; a number of responses also indicated that downtown was not a preferred location for new housing. Respondents felt that existing residents and neighborhoods should be protected to the greatest degree possible from future development including placing development on the outskirts or along freeways that would not contribute as greatly to traffic within the center of the city.

In terms of programs and actions that could be taken by the City, efforts to ensure high quality, creatively designed mixed use projects, and to streamline and simplify permit processes were the most supported types of actions. However, at least a quarter of respondents favored many of the other program ideas mentioned, suggesting that a broad range of policy strategies could be supported as the City works to identify a range of feasible programs and actions to support community housing needs.

Mitigating impacts of future housing and development was also a major theme throughout the survey, with the most common concerns and question around water supply and schools. Overcrowding and additional traffic impacts for current residents were also commonly brought up throughout the survey. Most respondents urged the City to cautiously consider all impacts and plan future infrastructure improvements appropriately to account for all future housing.

For a more detailed summary of open-ended questions, please go to <https://bit.ly/HEUSurveyResults>



City of Pleasanton 6th Cycle Housing Element Update Community Meeting #2

Wednesday, December 1, 2021, 6:00 p.m.
Zoom Meeting

Introduction

On December 1, 2021, the City of Pleasanton hosted a virtual community meeting, the second in a series of community meetings for the 6th Cycle Housing Element Update. This meeting is part of a comprehensive public engagement strategy, intended to inform the community about the Housing Element Update and provide opportunities for residents and stakeholders to voice opinions throughout the process. The purpose of this meeting was to update the community on the Housing Element and housing sites selection process, present sites under consideration for rezoning for future residential development, and receive community input on potential site densities.

Outreach

Invitations to the community meeting were distributed via email to 400 subscribers to the City's Housing Element Update opt-in email notification list. A save the date email was sent more than three weeks ahead of the meeting, and reminder emails were distributed weekly prior to the meeting:



Additionally, the community meeting was promoted through the Housing Element Update website (www.pleasantonhousingelement.com), the City website (www.cityofpleasantonca.gov), advertised in local newspapers including article write-ups, advertised in the City weekly e-newsletter, and advertised on Facebook, Twitter, and Nextdoor through City accounts. Outreach for the meeting included statements in Spanish, Chinese, and Hindi identifying that the project website is translatable.

Format

This community meeting offered an alternative meeting format that was solely focused on the Housing Element Update and scheduled outside of formal City Council and Commission meetings. Due to COVID-19 conditions, the meeting was held virtually via Zoom with the option to participate over the phone. The meeting was recorded and posted to the Housing Element Update website so it could be viewed at any time. Also, the presentation included the City's project contact information and was posted on the Housing Element Update website to facilitate additional comments or questions.

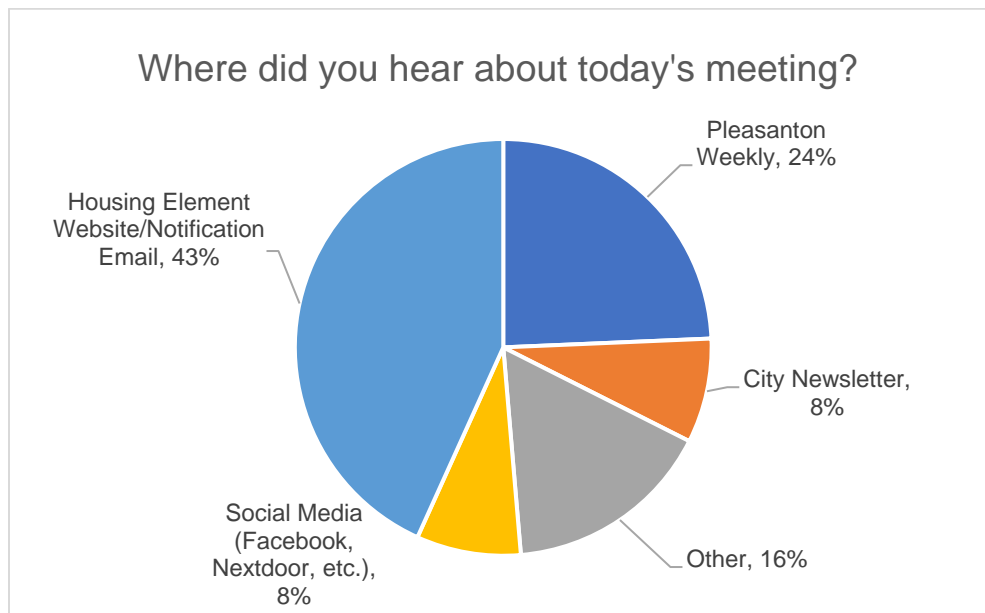
The meeting was opened by Ellen Clark, Community Development Director, who welcomed attendees and introduced the City's team, including Jennifer Hagen, Housing Element Update Project Manager and Lisa Wise Consulting, Inc. (LWC) staff. The team presented on the following topics (attached as Exhibit A):

- RHNA Allocation and Existing Capacity Analysis
- Sites Inventory Considerations
- Preliminary Sites Inventory

During the presentation, attendees were encouraged to participate in live polling and ask questions and provide comments through the Zoom chat function. After closing the presentation, the attendees were assigned to one of four virtual breakout rooms for a facilitated discussion (see Breakout Rooms below).

Attendees and Live Polling Results

In addition to the Housing Element Update team, the meeting was attended by approximately 65 members of the public. At the start of the meeting, attendees were asked to participate in a poll to identify where they heard about the meeting. Approximately 36 attendees participated in the poll. Attendees primarily heard about the workshop through the Housing Element website/notification email, as well as the Pleasanton Weekly newspaper. The poll results are shown below.



Breakout Rooms

Four virtual breakout rooms were facilitated, which allowed approximately 15 attendees in each room, along with City and LWC facilitators and notetakers. Miro, an online collaborative visualization software, was used to encourage discussion, pose the same question across all breakout rooms, and conduct notetaking that was visible to breakout room participants. One question was asked to prompt conversation:

Which sites do you prefer or don't prefer for housing and why?

Each breakout room had several Miro boards containing maps of preliminary sites for review, organized by geographic subarea. City and LWC notetakers posted comments via sticky notes to each Miro board. A summary of this discussion is below (Miro boards are attached as Exhibit B).

Which sites do you prefer or don't you prefer for housing and why?

The following is a summary of input prompted by the breakout room question:

- A. Opposition to development of Site 1 (Lester). Not every hillside should be developed.
- B. Concerns with loss of business on account of additional housing in its place.
- C. Concerns regarding additional traffic congestion and water use impacts resulting from additional housing.
- D. Concerns about additional housing development impacts on school classroom sizes.
- E. Site 2 (Stoneridge Mall) is a good candidate for redevelopment, as it is close to BART, Interstate 580, and is relatively walkable.
- F. Pleasanton should allow increased density.
- G. Opposition to development of Sites 17 and 18. Want to protect Mission and Valley Plazas, or at least have mixed-use there.
- H. Some support for redevelopment of Site 28 (Steelwave), although concerns with traffic and water impacts, proximity to industrial uses and contamination, as site is on former landfill.
- I. Site 28 (Steelwave) should be a solar array.
- J. Try to preserve walkability as a planning goal.
- K. Favorably support Site 7 (Hacienda Terrace).
- L. City should ensure sites are reserved for low-income persons, potentially at St. Elizabeth or Rheem Drive (Sites 14 and 15).
- M. Opposed to high rises at Mission Plaza.
- N. Could the Donlon site provide housing for teachers?
- O. City should consider looking at the Merritt site (Site 22).
- P. There have been political commitments to keep Site 27 public open space and fields.
- Q. School district (Site 25 and 27) should partner with nonprofit developers to develop sites at an increased density.
- R. Support for housing at Site 23 (Sunol Boulevard).

Report Out and Closing

After the completion of breakout room discussions, all meeting participants reconvened. The facilitator or a volunteer from each breakout room summarized the key points from the breakout room discussion to the whole group. The City identified that all input will be used to inform the Housing Element Update analysis and outreach going forward.

Exhibit A: Presentation

HOUSING ELEMENT UPDATE
COMMUNITY MEETING

Thank you for joining the meeting.
We will begin momentarily.
You are automatically muted.

1

Participate During the Meeting!

- Zoom polling questions
- Ask questions or provide comments during the presentation using the Zoom chat feature
- Participate in the breakout group discussion
- Meeting will be recorded and posted on the Housing Element update website

4

Live Zoom Polling

Question 2. What is the zip code of your residence or business?

- 94566
- 94588
- Other (I don't live or have a business in Pleasanton)

7

Housing Element Update
Draft Sites Inventory
Community Meeting, December 1, 2021

2

Agenda

- Welcome and Agenda Overview (6:00 – 6:05 p.m)
- Live Zoom Polling (6:05-6:10 p.m.)
- Presentation (6:10-6:30 p.m.)
- Q&A (6:30-6:35 p.m.)
- Transition to virtual breakout rooms (6:35-6:40 p.m.)
- Breakout Discussions (6:40-7:20 p.m.)
- Breakout Groups Report Out, Wrap-Up and Next Steps (7:20-7:30 p.m.)

5

Housing Element Update Process

Schedule: December Sites Inventory, March/April Public Meetings, May/June Public Meetings, July/August Public Meetings, September Public Meetings, October/November Public Meetings, December Public Meetings.

8

Meeting Objectives

- Update on Housing Element and housing sites selection process
- Learn about sites under consideration for rezoning for future residential development
- Receive community input on potential sites and site densities

3

Live Zoom Polling - update

Question 1: How did you hear about this meeting?

- City Newsletter
- Pleasanton Weekly
- Social Media (Facebook, Nextdoor, etc.)
- Housing Element website/notification emails
- Other

6


What We've Heard so Far

Community Survey 900+ responses:

- Availability of housing, is a significant concern to many, particularly, challenges to enter the housing market, or a real cost of housing, and need for housing for our local workforce
- High transit and convenience of transit are a concern to some
- Most common desired locations to plan for new housing
 - Underutilized commercial properties, including Broadway Mall and in Hillside
 - Locations near BART and transit
 - Infill sites, as part of mixed use developments, and along major arterial corridors
 - Core Pleasanton
- Impacts on services (water, schools, traffic) need to be evaluated when selecting locations
- Support for higher-density and attached housing types (condos and townhomes), as well as traditional single-family housing to meet housing needs

9


RHNA Allocation and Existing Capacity Analysis



10

RHNA, Existing Zoning Capacity, and "Gap"

	Income Category			Total
	Very Low and Low	Moderate	Above Moderate	
RHNA	2,758	894	2,313	5,965
Existing Residential Zoning	1,402	567	387	2,346
Pipeline Projects	23	-	371	394
ADUs	49	25	8	82
Projected Shortfall or Gap	(1,284)	(112)	(1,347)	(3,143)



13

Sites Inventory Considerations

Initial list to include a capacity "buffer" - at least 50 percent more units than the identified gap (zoning for ~ 4,700 units)

- Flexibility to adjust based on future review, and conservative basis for environmental assessment

Sites and Capacity Assumptions:

- Density Assumptions (dwelling units/acre) and "default densities"
- Appropriate density ranges, housing types that "fit" various locations




16

Overview of RHNA

	Income Category			Total
	Very Low and Low	Moderate	Above Moderate	
RHNA	2,758	894	2,313	5,965

Housing Element must show that Pleasanton has adequate zoning capacity to accommodate "fair share" of regional housing need




11

Site Inventory Identification

Existing zoned capacity and pipeline is insufficient to meet RHNA, meaning new housing sites must be identified and rezoned

- Inventory = planned capacity** (Not a mandate or quota for the City to construct housing units)
- Existing capacity analysis shows a shortfall of **3,143 units** across all income categories



14


Density Assumptions

Category	Density Range	Income Level Potentially Accommodated in Inventory		
		Above-Mod	Mod	Low
Low Density	2-7 du/ac			
Low/Medium Density	8-14 du/ac			
Medium Density	15-25 du/ac			
High Density	30 du/ac +			

17

RHNA and Existing Zoning Capacity

	Income Category			Total
	Very Low and Low	Moderate	Above Moderate	
RHNA	2,758	894	2,313	5,965
Existing Residential Zoning	1,402	567	387	2,346
Pipeline Projects	23	-	371	394
ADUs	49	25	8	82






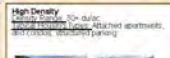
12

Sites Inventory Considerations



15


Density Ranges and Housing Types

Low Density Density Range: 2-7 du/ac Special Housing Types: Detached Single Family, Chaletes 	Medium Density Density Range: 15-25 du/ac Special Housing Types: Attached apartments, townhomes, surface parking 
Low-Medium Density Density Range: 8-14 du/ac Special Housing Types: Small lot single family, townhomes, and small-scale apartment buildings 	High Density Density Range: 30+ du/ac Special Housing Types: Attached apartments, townhomes, surface parking 

18

Higher Density Housing (60 + du/ac)

- In last two Housing Elements, City opted to allow max. of 30-40 du/ac as High Density
- Zoning above 30-40 du/ac in appropriate locations could
 - Accommodate RHNA more efficiently (fewer sites)
 - Improve design outcomes (structured vs. surface parking)
 - Encourage production of smaller and more affordable units
 - Make projects more financially feasible
- Design and environmental impacts must be carefully evaluated




19

Preliminary Sites Inventory

Initial Sites Identification based on:

- Developer- and property owner- nominated
- Sites with known past or current interest
- Sites with redevelopment capacity based on review of GIS, visual survey and current use pattern
- Community survey feedback

28 sites have been initially identified, with various densities to accommodate a range of unit types and affordability




22

Preliminary Sites Inventory



25

Higher Density Housing Examples



Mountain View: 60 – 70 du/ac project examples

Redwood City: 70 – 95 du/ac project examples

20

Preliminary Sites Inventory


Site Number and Name	
1 Lester	15 Rheem Drive Area
2 Stoneridge Shopping Center (Mal)	16 Tri-Valley Inn
3 PUSD – Donlon	17 Mission Plaza
4 Owens (Motel 6 and Tommy T)	18 Valley Plaza
5 Laborer Council	19 Black Avenue
6 Signature Center	20 Boulder Court
7 Hacienda Terrace	21 Kiewit
8 Muslim Community Center	22 Merritt
9 Metro 580	23 Sunol Boulevard Area
10 ValleyCare	24 Sonoma Drive Area
11 Old Santa Rita Area	25 PUSD – District
12 Pinolco Area (North side)	26 St. Augustine
13 Pinolco Area (South side)	27 PUSD – Vineyard
14 St. Elizabeth Seton	28 SteelWave



23

Preliminary Sites Inventory: Estimated Capacity

	Very Low	Moderate	Above Moderate	Total
RHNA	2,750	894	2,373	5,965
Existing Zoning Capacity "Gap"	(1,284)	(312)	(1,547)	(3,143)
Gap plus Recommended Buffer (50% of Estimated Gap)	(1,778)	(489)	(2,321)	(4,710)



26

Preliminary Site Inventory



21


Preliminary Sites Inventory



24

Preliminary Sites Inventory: Estimated Capacity

	Very Low	Moderate	Above Moderate	Total
RHNA	2,750	894	2,373	5,965
Existing Zoning Capacity "Gap"	(1,284)	(312)	(1,547)	(3,143)
Gap plus Recommended Buffer (50% of Estimated Gap)	(1,778)	(489)	(2,321)	(4,710)
Sites Inventory – Estimated Total Capacity				
Units	3,071	0	2,500	5,571
Surplus / (Shortfall) – Gap Only	2,293	(312)	953	2,934
Surplus/(Shortfall) – Gap + 50% Buffer	1,751	(489)	175	1,437




27

Preliminary Sites Inventory

Initial Conclusions:

- High-density sites should be used to accommodate at least some moderate- and above-moderate FCRMA
- Though entire RHNA could be accommodated on high-density sites as a result of this process's recommendation
 - Supports geographic distribution
 - Provides flexibility in creating sites list (different size "building blocks")
 - Accommodates range of unit types (family housing and smaller units for smaller households)
- Enough capacity in the initial sites list (exceeds gap + buffer) to allow for some sites to be eliminated now
- Community, Commissions and City Council input to narrow initial list



28

Breakout Discussions

- Transition to virtual breakout rooms (6:35-6:40 p.m.)
- Breakout discussions (6:40-7:20 p.m.)
- Breakout groups report out (7:20-7:28 p.m.)



31

Wrap Up & Next Steps



34

Q & A



29

Breakout Discussions – Report Out



32

Wrap Up

Thank you for your input! We will use what we heard tonight to inform our analysis and outreach going forward.

Upcoming Public Meetings

- Planning Commission Meeting, December 15, 2021
- City Council Meeting, January 18, 2022

Additional comments? Send them to: housingelement@cityofpleasantonca.gov



35


Breakout Discussions



30

Breakout Discussions

1. Thoughts on sites that should be kept in the inventory? That should be removed?
2. Other comments, ideas, feedback?



33

Stay Informed and Involved!

Pleasanton Housing Element Update Webpage:
www.pleasantonhousingelement.com

City Project Contact:
housingelement@cityofpleasantonca.gov

Jennifer Hagen
 Associate Planner
 (925) 931-5607
jhagen@cityofpleasantonca.gov



36

Exhibit B: Breakout Room Miro Boards

Site	Density	Capacity
1 Lester	2 du/ac	31 units
2 Stoneridge Shopping Center	30-60 du/ac	540 units
3 PUSD-Donlon	5 du/ac	28 Units
4 Owens	30 du/ac	71 Units
5 Laborer Council	30 du/ac	41 Units
6 Signature Center	30 du/ac	330 Units
7 Hacienda Terrace	30-60 du/ac	60 Units
8 Muslim Community Center	15-25 du/ac	100 Units
22 Merritt	2 du/ac	91 Units



Which sites do you prefer or don't prefer for housing and why?

Other comments?



Site	Density	Capacity
9 Metro 580	30-60 du/ac	150 units
10 ValleyCare	30 du/ac	108 units
11 Old Santa Rita	30-60 du/ac	635 Units
12 Pimlico North	30 du/ac	64 Units
13 Pimlico South	15-25 du/ac	40 Units



Which sites do you prefer or don't prefer for housing and why?

Other comments?

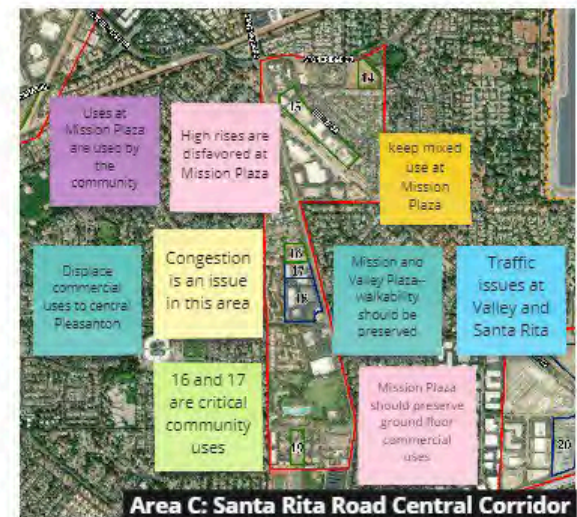


Site	Density	Capacity
14 St. Elizabeth	15-25 du/ac	57 units
15 Rheem Drive	8-14 du/ac	108 units
16 Tri-Valley Inn	15-25 du/ac	50 Units
17 Mission Plaza	30 du/ac	67 Units
18 Valley Plaza	30 du/ac	248 Units
19 Black Avenue	15-25 du/ac	52 Units



Which sites do you prefer or don't prefer for housing and why?

Other comments?



Site	Density	Capacity
20 Boulder Court	30 du/ac	284 units
21a Kiewit	30 du/ac	150 units
21b Kiewit	8-14 du/ac	440 Units
28a SteelWave	30 du/ac	240 Units
28a SteelWave	8-14 du/ac	76 units
28b SteelWave	8-14 du/ac	1,015 Units



Which sites do you prefer or don't prefer for housing and why?

Other comments?

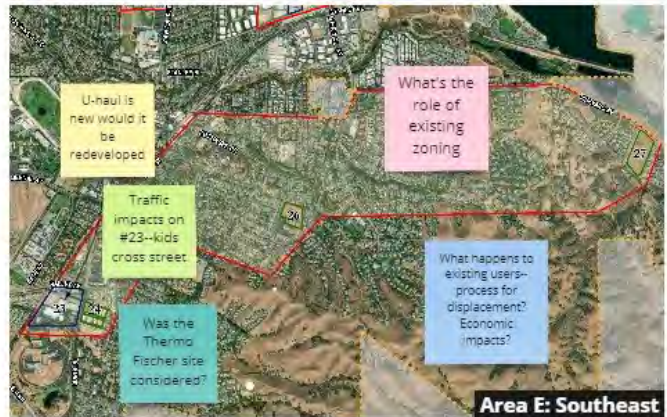


Site	Density	Capacity	
23	Sunol Boulevard	30 du/ac	717 units
24	Sonoma Drive	15-25 du/ac	131 units
25	PUSD - District	15-25 du/ac	204 Units
26	St. Augustine	2-7 du/ac	19 Units
27	PUSD - Vineyard	2 du/ac	10 units



Which sites do you prefer or don't prefer for housing and why?

Other comments?



DRAFT

This page is intentionally blank

Appendix F: Affirmatively Furthering Fair Housing (AFFH)

- Appendix F: Affirmatively Furthering Fair Housing (AFFH)..... 1
- Section F.1 Introduction2
 - F.1.1 Notes on Figures and Analysis.....2
- Section F.2 Background.....4
 - F.2.1 Overview of City Growth and Development.....4
 - F.2.2 Existing Housing Programs7
 - F.2.3 Alameda County Fair Housing8
- Section F.3 Public Participation8
 - F.3.1 Housing Element Public Participation.....8
 - F.3.2 Fair Housing Public Participation9
 - F.3.3 Continued Public Participation9
- Section F.4 Assessment of Fair Housing10
 - F.4.1 Fair Housing Outreach and Enforcement10
 - F.4.2 Integration and Segregation12
 - F.4.3 Racially or Ethnically Concentrated Areas of Poverty.....24
 - F.4.4 Access to Opportunity.....26
 - F.4.5 Disproportionate Housing Needs34
 - F.4.6 Other Relevant Factors44
 - F.4.7 Summary of Fair Housing Issues47
- Section F.5 Site Inventory47
 - F.5.1 Potential Effects on Patterns of Segregation48
 - F.5.2 Potential Effects on Access to Opportunity.....51
- Section F.6 Contributing Factors and Meaningful Actions55

Section F.1 Introduction

Assembly Bill 686, signed in 2018, establishes a statewide framework to affirmatively further fair housing (AFFH) with the goal of achieving better economic and health outcomes for all Californians through equitable housing policies. AB 686 requires cities and counties to take deliberate actions to foster inclusive communities, advance fair and equal housing choice, and address racial and economic disparities through local policies and programs. Housing elements are now required to address the following five components:

- **Inclusive and Equitable Outreach:** A summary of fair housing outreach and capacity that includes all economic segments of the community.
- **Assessment of Fair Housing:** An assessment of fair housing issues, including integration and segregation patterns, racially or ethnically concentrated areas of poverty, disparities in access to opportunity, and disproportionate housing needs for all identified populations.
- **Analysis of Sites Inventory:** An evaluation of whether the Housing Element's sites inventory improves or exacerbates conditions for fair housing.
- **Identification of Contributing Factors:** The identification and prioritization of contributing factors related to fair housing issue.
- **Priorities, Goals, and Actions to Affirmatively Further Fair Housing:** The identification of fair housing goals and actions that directly address the contributing factors outlined above. The housing element should include metrics and milestones for evaluating progress and fair housing results.

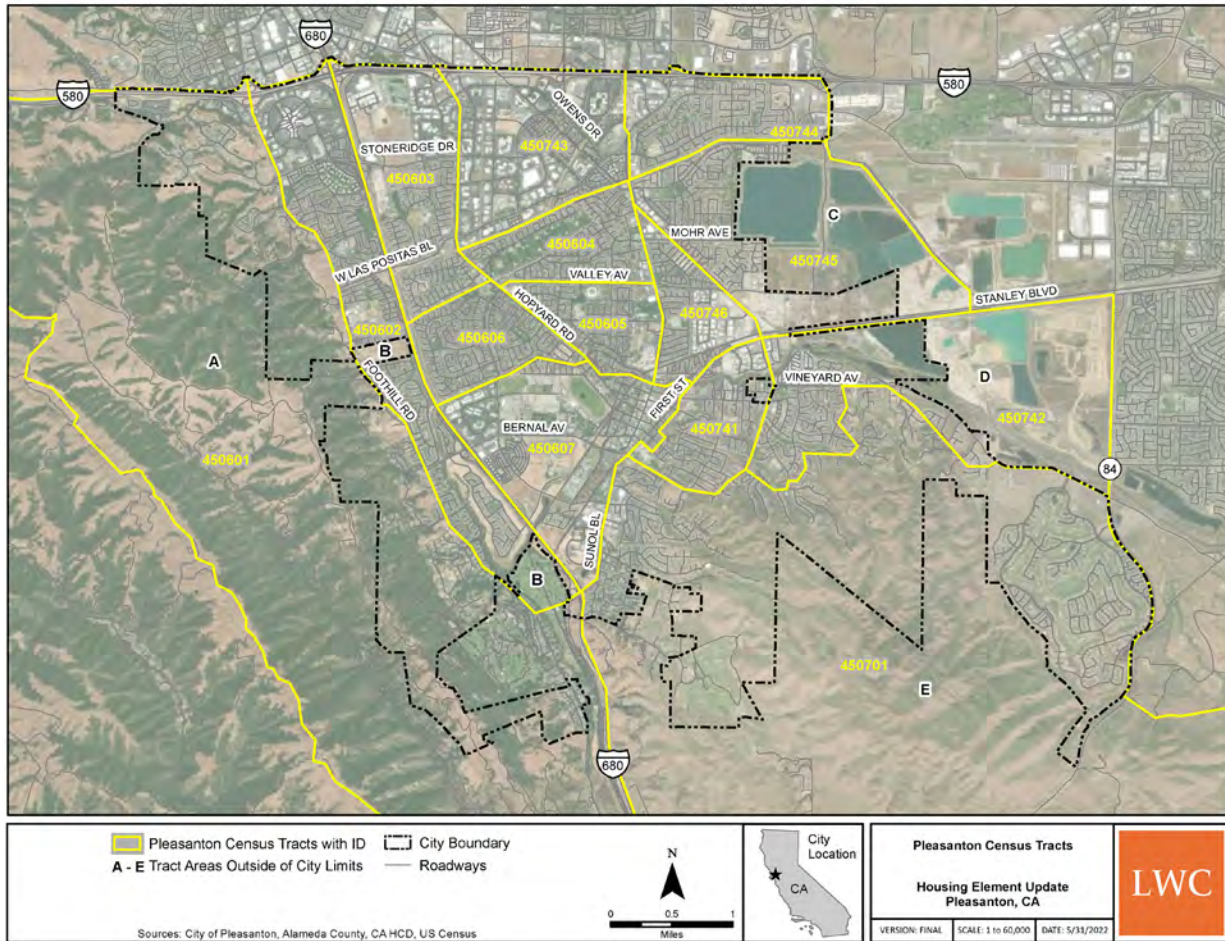
Section F.2 provides a background on growth and development in Pleasanton, section F.3 details outreach, section F.4 outlines the assessment of fair housing, section F.5 analyzes the site inventory, section F.6 identifies the contributing factors and actions.

F.1.1 Notes on Figures and Analysis

This Appendix contains geospatial data obtained online from HCD's AFFH Data and Mapping Resources Hub¹. Additional analysis is sourced from the Census American Community Survey and HCD's pre-certified data, where appropriate. Geospatial data provided by HCD for AFFH mapping purposes is different than the ABAG-provided "safe harbor" data used in the housing needs assessment (Appendix A). Note that each source will be referenced when used in this Appendix.

¹ <https://affh-data-resources-cahcd.hub.arcgis.com/>

Figure F-1: Pleasanton Census Tracts



A total of 14 census tracts are present within Pleasanton (Figure F-1). Five of these tracts overlap the city boundary and extend into surrounding areas of unincorporated Alameda County. Sections of overlapping tracts outside of city limits are labeled A through E on the map and summarized below. Some of these tracts include large amounts of sparsely populated or undeveloped land which may influence the tract level analysis.

Table F-1: Census Tract Sections Outside of City Limits

Tract	Section	Total Tract Acreage	Acreage Outside City Limits	Percentage of Tract Area Outside City Limits
450601	A	12,408	9,883	79.6%
450602	B	1,560	161	10.3%
450745	C	1,815	1,023	56.4%
450742	D	2,007	1,185	59.0%
450701	E	66,443	62,741	94.4%

Section F.2

Background

F.2.1 Overview of City Growth and Development

Pleasanton's history of residential growth and development reflects the influence of many and varied geographic, historic, and socio-economic factor and trends over time. Before the permanent settlement of Europeans in the San Francisco Bay Area in the late eighteenth century, members of the Ohlone Native Californian group inhabited the vicinity of Pleasanton, particularly around the major Arroyos. According to the City's General Plan, several direct ancestors of the Mukewma Ohlone tribe have been traced to Pleasanton and the Tri-Valley and tribal members continue to live in this area.² After secularization of the Alta California missions in the early nineteenth century, the Mexican government granted most of the vicinity of Pleasanton, including the future town site, to members of the Bernal Family.

With American annexation of California and the onset of the Gold Rush in the late 1840s, members of the Bernal family established permanent homes on their rancho and constructed adobe homes along the Arroyo del Valle. The Pleasanton area remained sparsely populated in the 1850s, but in the 1860s news of the impending arrival of a segment of the Transcontinental Railroad sparked the first efforts at organized town development and an increase in population.

The Western (later Central/Southern) Pacific Railroad planned construction of a segment of the final railroad link between Sacramento and San Jose through Pleasanton beginning in the early 1860s. The arrival of the railroad sparked a commercial, agricultural, and residential boom in Pleasanton as the community gained greater access to the major regional urban markets of San Francisco and Oakland. Between the 1870s and World War II, Pleasanton became a major regional supplier of commodity crops like grain, livestock, and agricultural products. The abundance of agricultural jobs attracted thousands of temporary and migrant laborers each year, most of whom lived in temporary quarters on employers' properties.

Following incorporation in 1894, the City grew modestly through the first half of the 20th Century, but growth accelerated more rapidly during World War II as several military installations in the area brought service members and war workers to the region, demanding new housing construction. This brought a small boom in commercial and agricultural activity in Pleasanton, spurred by the needs of the war effort and the nearby presence of tens of thousands of American armed service members and war workers. The U.S. Navy constructed the Naval Construction Battalion Center in 1943 and later Camp Parks and Camp Shoemaker, just north of Pleasanton. Camp Shoemaker

² Pleasanton General Plan 2005-2025, Page 7-17

served as a Naval Personnel Distribution Center for the duration of the war and grew to include more than 4,000 employees. This influx of war personnel to the region created a severe housing shortage in the area and the Federal Housing Authority (FHA) recommended affordable working and middle-class housing. This led to the first modern speculative subdivision in Pleasanton (the Harris Acres tract) which comprised of 50 small single-family homes which met the FHA standards for affordable, comfortable homes, meeting “maximum accommodation within a minimum of means”. The Harris Acres tract included some housing examples with secondary entrances which allowed owners to rent bedrooms to boarders.

The Navy eventually constructed a series of housing areas for wartime personnel, including off Kottinger Avenue in Pleasanton (called Kottinger Village). Small developments of multifamily dwellings also began appearing downtown generally in the form of small, single-story connected units. While there are a variety of housing types intermingled throughout the downtown, the blocks west of Main Street, which lie closer to the railroad corridor tend to represent a higher concentration of smaller, more modestly-built single family homes and multi-family apartments. By 1950, Pleasanton’s population nearly doubled to just over 2,200 people. After World War II, commercial and residential development in Pleasanton continued on the outskirts of the downtown area but grew dramatically outside the downtown in former agricultural districts.

Development of the California Research and Development Company/University of California, Berkeley nuclear lab (now Lawrence Livermore National Laboratory) and other businesses attracted thousands of new residents to the Tri-Valley in the 1950s and 1960s. The National Highway Act passed in 1956, which brought Interstates 580 and 680 to the region, and resulted in another wave of new economic activity. During this time, increased automobile ownership allowed for easier travel for commuters into the Hayward and Oakland areas. Corporate and research interests seeking land for large-scale research, office, and industrial campuses and high taxes on agricultural land resulted in widespread sale of agricultural property in Pleasanton in the 1960s. While Interstates 580 and 680, and later the extension of BART to Pleasanton allowed for easy access to major job centers for new residents, these new transportation links also facilitated Pleasanton’s growth as a jobs center in its own right, with establishment of Hacienda and other office centers, and a major regional shopping center, Stoneridge Mall, in the mid-1980’s.

The period between 1950 and 1970 also saw the establishment of many of the single-family neighborhoods that make up much of Pleasanton’s residential areas today. During this time, Pleasanton’s population rose sharply, from approximately 2,200 to over 18,000. Strong residential growth continued in Pleasanton through the 1970’s and into the 1980’s, when concerns over development and water supply and quality began to generate more community resistance to growth. Beginning in 1976, the Regional Water Quality Board mandated growth restrictions to no more than two percent per year, to remedy deficient sewage treatment facilities. Citizen concerns about growth, air quality, water supply and a host of related issues led the City, in 1978, to adopt its first growth management program, also known as the Residential Allocation Program (RAP)

and later as the Growth Management Ordinance (GMO). In 1996, Pleasanton voters approved two growth control measures, adoption of the Urban Growth Boundary (UGB) and the Residential Buildout Initiative, also known as the “housing cap,” which established a 29,000-unit cap on residential development in the Pleasanton Planning Area. It is noted that the residential growth of the city occurred primarily after the passage of the Federal Fair Housing Act in 1968. Approximately 80 percent of Pleasanton’s existing housing was constructed after 1970.

Based on a legal challenge, the housing cap was eliminated in 2015, and the City made modifications to the GMO to ensure compliance with State housing laws. Since that time, the City has seen a significant increase in the construction of new multifamily housing compared to past decades, including on several sites rezoned as part of the 4th Cycle Housing Element update. As of 2020, Pleasanton’s housing stock was made up of approximately 70 percent single-family homes (attached and detached) and 30 percent multi-family homes (compared to approximately 75 percent single family and 25 percent multi-family in 1990). Pleasanton today is a highly desirable community, known for its high quality of life, abundant parks, vibrant historic downtown core, excellent educational opportunities, and convenient access to local and regional services and job centers. Through thoughtful design standards, careful site planning, and implementation of inclusionary requirements and other programs to support production of affordable housing, these higher-density developments have been successfully integrated in the community and brought much-needed affordable and multifamily housing opportunities to Pleasanton over the past decade.

While Pleasanton’s residents benefit from the high quality of life and access to opportunity that exists today, it is important to acknowledge some of the broader context within which the city’s growth and development, and that of many similar Bay Area communities, occurred. As has been documented in several recent studies, the post-war growth of suburban communities (including Pleasanton) includes a of relatively affluent, and until recently, often predominantly White composition. This is tied to decades of broader Federal and other government policies around housing production, as well as private financial institutions’ practices that disadvantaged people of color. Factors such as restrictive lending rules and racial covenants, although outlawed by the 1968 Federal Fair Housing Act, caused populations of color to have significantly less access to the types of homeownership and other economic opportunities that build generational wealth, resulted in community disinvestment in many urban centers, and reduced economic and housing mobility for many, advancing patterns of segregation that persist across the region and within many cities today.

Recognizing the legacy of these practices across the State, efforts to affirmatively further fair housing as outlined in the introduction to this section are, in large part, intended to address the racial and economic disparities that exist, protect existing vulnerable populations from displacement and, and improve access to local opportunities and housing choices for all. The City of Pleasanton is committed to advancing and supporting these efforts.

F.2.2 Existing Housing Programs

The City and its partners implement a comprehensive suite of programs designed to prevent displacement, encourage affordable housing, and serve all segments of the community. A summary of the programs is noted below.

- **First Time Homebuyer Programs**
 - Pleasanton Down Payment Assistance Loan Program (City/BAAHA)
 - AC Boost Down Payment Assistance (Alameda County)
 - Preparing for Homeownership Education (City/ECHO Housing)
 - Pleasanton Home Ownership Assistance Program (City/BAAHA)
- **Housing & Human Services Grant (HHSB) Program**
 - Grants for non-profits (City)
- **Housing Rehabilitation Program**
 - Major Rehabilitation Loans (City/Habitat for Humanity)
 - Minor Home Repair Grants (City/Habitat for Humanity)
 - Accessibility Grants (City/Habitat for Humanity)
 - Renew AC Home Improvement Loan Assistance Program (Alameda County)
- **Rental Assistance Programs**
 - COVID-Related Eviction Moratorium & Tenant Protections (City/ECHO Housing/Centro Legal de la Raza)
 - Rapid Re-Housing Program (City/Adobe Services)
 - Rental Assistance Program/Section 8 (Housing Authority of the County of Alameda)
- **Services**
 - Senior care and services (through housing facilities, Senior Support of Tri Valley, and City)
 - Emergency Housing Resources (through 2-1-1 Alameda County and City)
 - Disabled housing services (through REACH, BACS, CRIL, ECHO Housing, 2-1-1, East Bay Innovations, RCEB, and Sunflower Hill)

- **Key Existing Ordinances to Increase Affordable Development and Prevent Displacement (for a complete list of policies, programs, and incentives, see Appendix D)**
 - Inclusionary Housing Ordinance for residential developments of 15 or more units (Municipal Code Chapter 17.44)
 - Require affordable housing fees (Municipal Code Chapter 17.40)
 - Condo Conversion Ordinance (Municipal Code Chapter 17.04)
 - Density Bonus Ordinance (Municipal Code Chapter 17.38)

F.2.3 Alameda County Fair Housing

The Alameda County Regional Analysis of Impediments to Fair Housing Choice (Alameda County AI), released in January 2020, examines contributing factors to fair housing across the region, including Pleasanton. The Alameda County AI included outreach, includes goals and priorities for the region, and identifies existing actions, among other analyses. The Alameda County AI is included as Attachment 3.

Section F.3 Public Participation

F.3.1 Housing Element Public Participation

Detailed information about Housing Element Update public participation is detailed in Section 1.E and Appendix E. Highlights include:

- Three community meetings
- Two community surveys
- Three stakeholder group meetings (housing developers, community and housing advocates, and local intuitions and businesses)
- Over 20 public hearings
- Maintained a project website specifically for the Housing Element update, available in multiple languages
- Tabled a booth at Farmers Market
- Citywide utility bill inserts with project information to all utility customers in the City
- Various city newsletter articles, local newspaper notices, and social media posts (e.g., NextDoor, Facebook, Twitter, etc.) throughout the project

- Email distribution list sent out prior to all community engagement opportunities, public hearings, and key project milestones throughout the project

F.3.2 Fair Housing Public Participation

In addition to the broad community wide public participation opportunities, the City has conducted intentional AFFH outreach making a proactive effort to connect with all segments of the community. Attachment 1, Section 1.2 of this Appendix includes detail about the specific fair housing outreach methodology but included focus groups, in-person events, passive in-person outreach, mailings, and digital communication including:

- One additional survey, conducted in multiple languages and with focused distribution to target traditionally underrepresented populations.
- Four Zoom focus groups (La Familia, St. Clare's Episcopal Church and St. Bart's Episcopal Church, Downtown Restaurant Association, and Association of Pleasanton Teachers and Association of Pleasanton staff)
- Three in-person events (Muslim Community Center, restaurant staff, and Día del Niño)
- Participated in one community-based organizations forum organized by the Alameda County Collaborative, and Alameda County AI outreach
- Mailings and hard copy distribution of the survey to below-market-rate housing communities (this included 61 respondents completing the paper copy of the survey)
- In-person distribution of information at the Senior Center, Library, and Open Heart Kitchen meals
- Digital distribution of information to over 20 organizations (including housing providers, advocacy groups, and service agencies among others)

F.3.3 Continued Public Participation

To ensure the success of Pleasanton's housing policies and programs moving forward, it will be important for the City to continue to engage the community to receive ongoing feedback. The following summarizes some of the outreach to be conducted during the planning period, as presented in Programs 2.6 and 7.4 which include developing a comprehensive marketing program to intentionally outreach with all segments of the community including lower-income households, special needs groups, disabled, people experiencing homelessness, and non-English speaking households. The programs also include building improved partnerships with community service organizations.

Section F.4

Assessment of Fair Housing

F.4.1 Fair Housing Outreach and Enforcement

Fair housing complaints can be an indicator of housing discrimination in Pleasanton. Fair housing issues can arise through discrimination against an individual based on disability, race, national origin, familial status, disability, religion, or gender when renting or selling a dwelling unit.

The U.S. Department of Housing and Urban Development's (HUD) Office of Fair Housing and Equal Opportunity (FHEO) is the federal agency responsible for eliminating housing discrimination, promote economic opportunity, and achieve diverse, inclusive communities. FHEO services and activities include investigating fair housing complaints, conducting compliance reviews, ensuring civil rights in HUD programs, and managing fair housing grants.

Data from the Alameda County Housing Collaborative, gathered from fair housing organizations in the County, on fair housing inquiries, enforcement, and outreach indicated that from January 2013 to March 2021 Pleasanton had 16 fair housing inquiries. This number of inquiries represented the sixth lowest total out of the 13 cities that were examined in the data packet during that time. These inquiries constituted a total of 0.20 cases per 1,000 residents. The inquiries were not categorized by protected class.

No fair housing complaints or resolution of fair housing cases were noted for Pleasanton in the Alameda County Housing Collaborative data from 2016 to 2021. According to this data, the four largest percentages of fair housing complaints in Alameda County from January 2017 to June 2020 were related to disability at 49.8 percent, retaliation at 12.3 percent, race at 11.3 percent, and familial status at 9.9 percent.

The Eden Council for Hope and Opportunity (ECHO Housing) is committed to ending illegal discrimination in housing. Every year ECHO Housing conducts an audit of rental properties in local communities, including Pleasanton, to see how well they are conforming to fair housing laws. A different protected class is selected each year as the focus of the audit. The 2020-2021 audit focused on discrimination against home seekers who have a Housing Choice Voucher (commonly known as Section 8). ECHO audited 10 properties in Pleasanton and found no discrimination at those properties.

The City does not have any pending lawsuits, enforcement actions, judgements, settlements, or findings related to fair housing and civil rights. The City does not currently have any local fair housing laws.

The City complies with state and federal housing laws as follows:

- **Fair Housing Act; Title VIII of the Civil Rights Act of 1968** – the City complies by ensuring its actions related to housing are not discriminatory through City protocols, decision-making procedures, and adhering to non-discrimination requirements of federal funding programs.

- **Rehabilitation Act of 1973** – see Fair Housing Act; also, the City complies through its accessibility protocols, administered and enforced by the City’s ADA/504 Coordinator and Building Official.
- **American Disabilities Act** – the City complies with the ADA through building permit review and issuance and as described in Appendix C (Housing Constraints, Section C.2.2, Housing for Persons with Disabilities).
- **California Fair Employment and Housing Act (FEHA) and FEHA Regulations** – the City complies with FEHA and its regulations through established City protocols for hiring and decision making, mandatory trainings for City staff, and legal counsel and advisement.
- **Government Code Section 65008** – the City ensures that the City’s actions are not discriminatory through training programs conducted by the City’s Human Resources Department. Programs are included in this Housing Element to facilitate housing for all households, including protected classes (e.g., programs regarding residential care facilities, reasonable accommodation, transitional and supportive housing, and emergency shelters).
- **Government Code Section 8899.50** – Appendix F of this Housing Element documents compliance with Affirmatively Furthering Fair Housing requirements.
- **Government Code Section 11135 et. seq.** – the City complies with anti-discrimination requirements through the City’s Human Resources programs and the City’s procurement protocols.
- **Density Bonus Law (Government Code Section 65915)** – the City must update its density bonus provisions in compliance with the Density Bonus Law as described in Appendix C (Housing Constraints) and Program 2.7.
- **Housing Accountability Act (Government Code Section 65589.5)** – the City has documented compliance with the HAA as described in Appendix C (Housing Constraints).
- **No-Net-Loss Law (Government Code Section 65863)** – the City has documented compliance with sufficient capacity for RHNA and will ensure compliance with no-net-loss via programs (Program 1.2).
- **Least Cost Zoning Law (Government Code Section 65913.1)** – the City includes programs in this Housing Element to ensure that sufficient land is zoned with appropriate standards to accommodate its RHNA.
- **Excessive subdivision standards (Government Code Section 65913.2)** – the City’s subdivision standards are typical or not excessive in compliance with the Government Code (see Appendix C, Section C.2.5).
- **Limits on growth control (Government Code Section 65302.8)** – the City’s Growth Management Ordinance was amended to comply with state law and accommodate RHNA (see Appendix C, Section C.2.2, Growth Management).

- **Housing Element Law (Government Code Section 65583)** – this Housing Element documents compliance with Housing Element Law.

F.4.2 Integration and Segregation

This section analyzes integration and segregation, including patterns and trends, related to people with protected characteristics.

Segregation Report

An AFFH Segregation Report for Pleasanton was prepared by the University of California Merced Urban Policy Lab in cooperation with ABAG/MTC. Pleasanton’s Segregation Report reviews income and racial segregation and integration both between neighborhoods within Pleasanton, and across Bay Area jurisdictions. Some trends are described below, with full details available in Attachment 2 to this appendix. Additionally, Attachment 3 (the Alameda County AI) provides a history of segregation in Alameda County.

Race and Ethnicity

The Dissimilarity Index (DI) is a tool that measures segregation across a defined geographic boundary. DI ranges from 0 to 100 where 0 is perfect integration and 100 is complete segregation. 0 to 39 is considered low segregation. Segregation within Pleasanton falls in the “low” category between White and all other races (ranging from 16.4 to 30.6). Segregation in Pleasanton compared to the Bay Area is lower between White and Latinx (18.5 versus 20.7) and White and people of color (16.4 versus 16.8). However, segregation is higher compared to the Bay Area between White and Asian/Pacific Islander (20.5 versus 18.5) and between White and Black/African American (30.6 versus 24.4)³. As such, the DI indicates that 20.5% of all White (or Asian/Pacific Islander) residents would need to move to different neighborhoods to be completely integrated within the community.

As detailed in Appendix A, Housing Needs Assessment, the percentage of residents in Pleasanton identifying as White has decreased significantly in the past decade, from 78 percent in 2000 to 50 percent in 2019 - accordingly the percentage of residents of all other races and ethnicities has increased⁴. The City’s most isolated racial group is White residents, as detailed in Pleasanton’s Segregation Report. The average White resident in Pleasanton lives in a neighborhood that is 45.7% White. Other racial groups are less isolated meaning they are more likely to encounter other racial groups in their neighborhoods. This is shown in Figure F-2 and F-3 below. Figure F-2 provides historical Non-White population percentages by block group from 2010 ACS data as

³ In Pleasanton, the Black/African American population is less than five percent. As such, the dissimilarity index is considered unreliable between White and Black/African American.

⁴ Data used in the housing needs assessment (Appendix A) uses an ABAG provided “safe harbor” data set. This differs from the information provided by the University of California Merced Urban Policy Lab used to calculate the DI.

provided by HCD AFFH geospatial data⁵. Figure F-3 shows the Non-White population percentage by census block group for 2018 as provided by HCD AFFH geospatial data. More details on racial segregation and integration (both within Pleasanton and compared to the region) can be found in Pleasanton’s Segregation Report.

While Pleasanton’s proportion of White residents has decreased in the last 20 years, Pleasanton still has a higher share of residents identifying as White, Non-Hispanic (50 percent in 2019) compared to Alameda County (31-percent in 2019) and the Bay Area Region (39-percent in 2019). Pleasanton also has a higher share of Asian or Pacific Islander residents and a smaller share of residents identifying as American Indian or Alaskan Native, Black or African American compared to Alameda County and the Bay Area region. The population by racial group in Pleasanton compared to the region is shown below in Table F-2.

Table F-2: Population by Racial Group

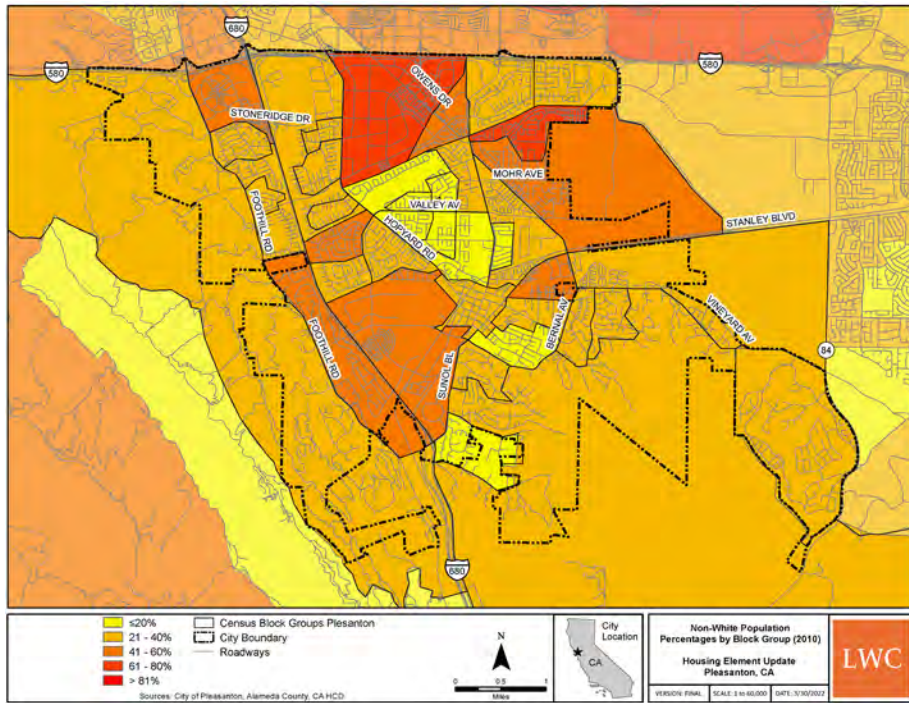
Race	Pleasanton			Bay Area
	2000	2010	2020	2020
Asian/Pacific Islander	11.6%	23.2%	39.6%	28.2%
Black/African American	1.3%	1.6%	1.7%	5.6%
Latinx	7.9%	10.3%	9.9%	24.4%
Other or Multiple Races	3.4%	4.0%	5.9%	5.9%
White	75.8%	60.8%	43.0%	35.8%

Source: University of California Merced Urban Policy Lab

This is described in more detail in Attachment 2. Figure 7 of Attachment 2 illustrates the regional racial segregation between Pleasanton and other jurisdictions.

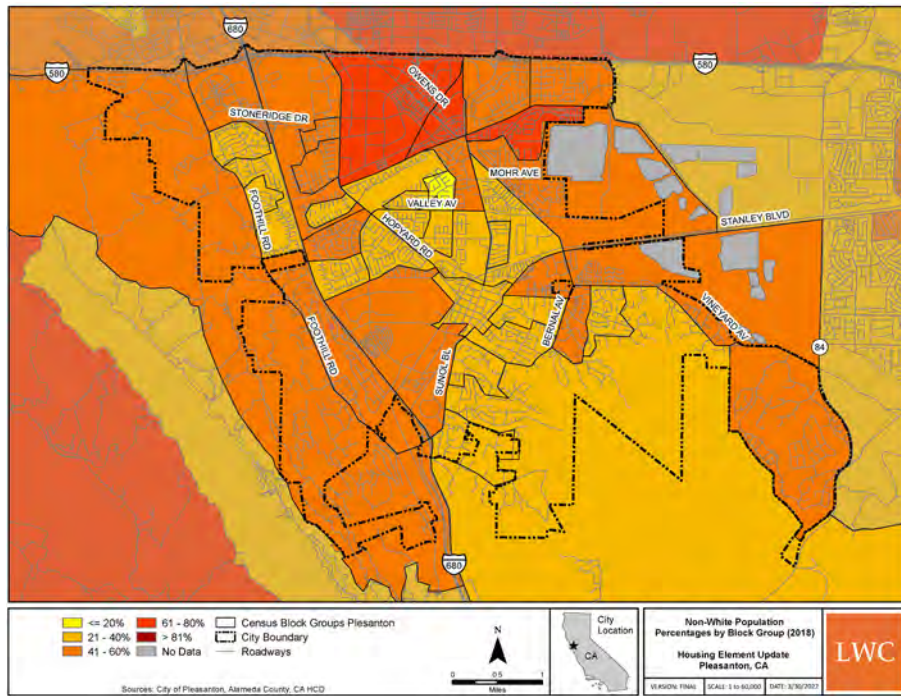
⁵ Geospatial data provided by HCD for AFFH mapping purposes is different than the data used in the housing needs assessment (Appendix A).

Figure F-2: Non-White Population Percentage (2010)



Source: HCD AFFH Geospatial Data

Figure F-3: Non-White Population Percentage (2018)



Source: HCD AFFH Geospatial Data

Disability

People are considered to have a disability if they have one or more of the following: hearing difficulty, vision difficulty, cognitive difficulty, ambulatory difficulty, self-care difficulty, and independent living difficulty. When it comes to housing, people with disabilities are not only in need of affordable housing but also often benefit from accessibly designed housing, which offers greater mobility and opportunity for independence. Such housing needs typically outweigh what is available. People with disabilities are at a high risk for housing insecurity, homelessness, and institutionalization, particularly when an aging caregiver (e.g., a parent or grandparent caring for a disabled adult relative) is lost. According to the Alameda County AI, some community members noted difficulty finding rentals and others believe some landlords have an anti-disability bias when looking for tenants.

In Alameda County, 56.6 percent of all fair housing complaints made to the Department of Fair Employment and Housing between 2015-2019 related to disability. This was a majority of the complaints, with the next two closest categories being Familial Status (7.8 percent) and Race (7.8 percent).

According to the 2015 to 2019 ACS, 7.0 percent of Pleasanton residents have a disability (3.13 percent with an ambulatory difficulty), compared to 9.2 percent countywide (see Table F-3).

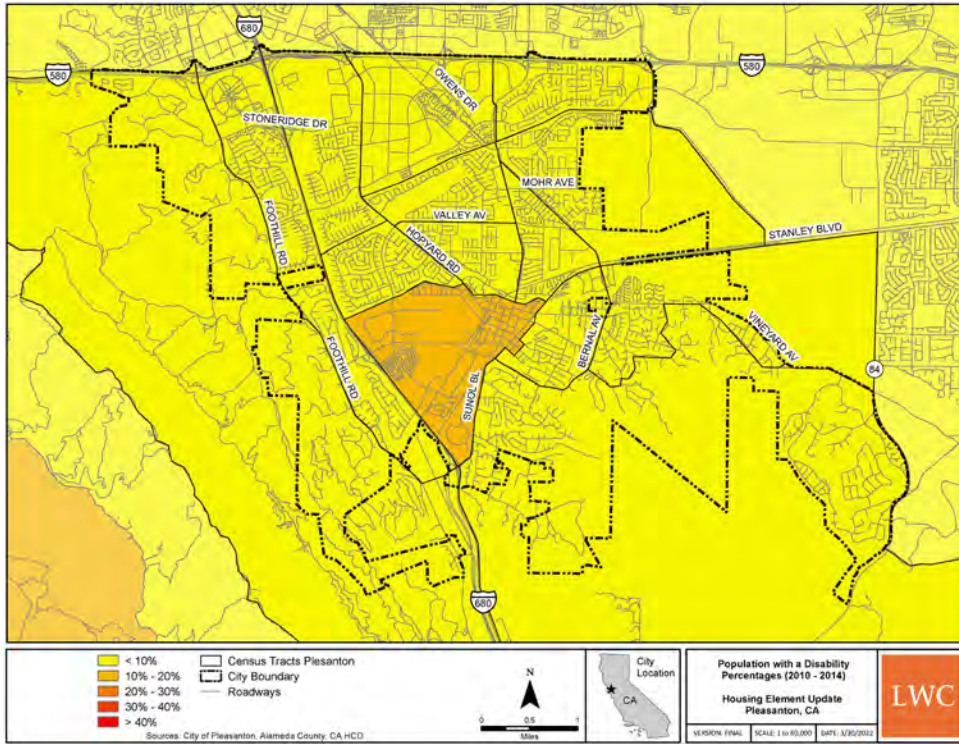
Table F-3: Percentage of Population with a Disability (2019)

Pleasanton		Alameda County
Number	Percentage	Percentage
5,974	7.0%	9.2%

Source: ACS 2019 5-Year Estimates, Table S1810

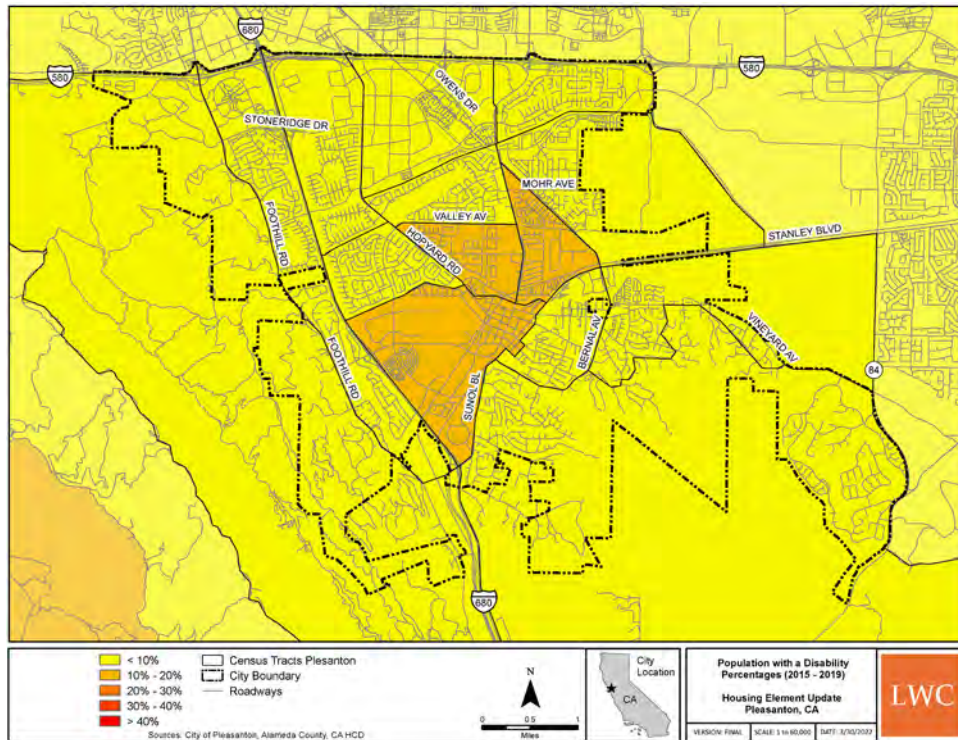
As shown in Figure F-5, three census tracts in Pleasanton, all located in the central portion of the city, have between 10-20 percent of residents experiencing disability in 2019 (i.e., greater than the citywide average), and reflecting a larger proportion of disabled residents than in the prior period. All other census tracts have less than 10 percent of residents experiencing disabilities, Figure F-4 presents the ACS 2010 to 2014 data for percentage of population with a disability. Figure F-5 shows the ACS 2015 to 2019 data for percentage of population with a disability.

Figure F-4: Percentage of Population with a Disability (2010 – 2014)



Source: HCD AFFH Geospatial Data

Figure F-5: Percentage of Population with a Disability (2015 – 2019)



Source: HCD AFFH Geospatial Data

Familial Status

Familial status refers to the presence of at least one child under 18 years old. Examples of familial status discrimination include refusal to rent to families with children, eviction of families once a child joins, and confinement of families to specific floors of a building. Single parent households are a fair housing protected class and may experience greater housing affordability challenges due to typically lower household incomes, especially among female-headed households, compared to two-parent households. In Pleasanton, married couples with children make up 33.4 percent of the population and three percent are female headed households with children and no spouse/partner. Table F-4 shows the ACS five-year estimates for the percentage of married couple households with children in Pleasanton and Alameda County in 2019. Table F-5 contains the ACS five-year estimates for the percentage of female-headed households with children in Pleasanton and Alameda County in 2019.

Table F-4: Percentage of Married-Couple Households with Children (2019)

Pleasanton	Alameda County
33.4%	23.4%

Source: ACS 2019 5-Year Estimates, Table DP02

Table F-5: Percentage of Female-Headed Households with Children, No Spouse/Partner Present (2019)

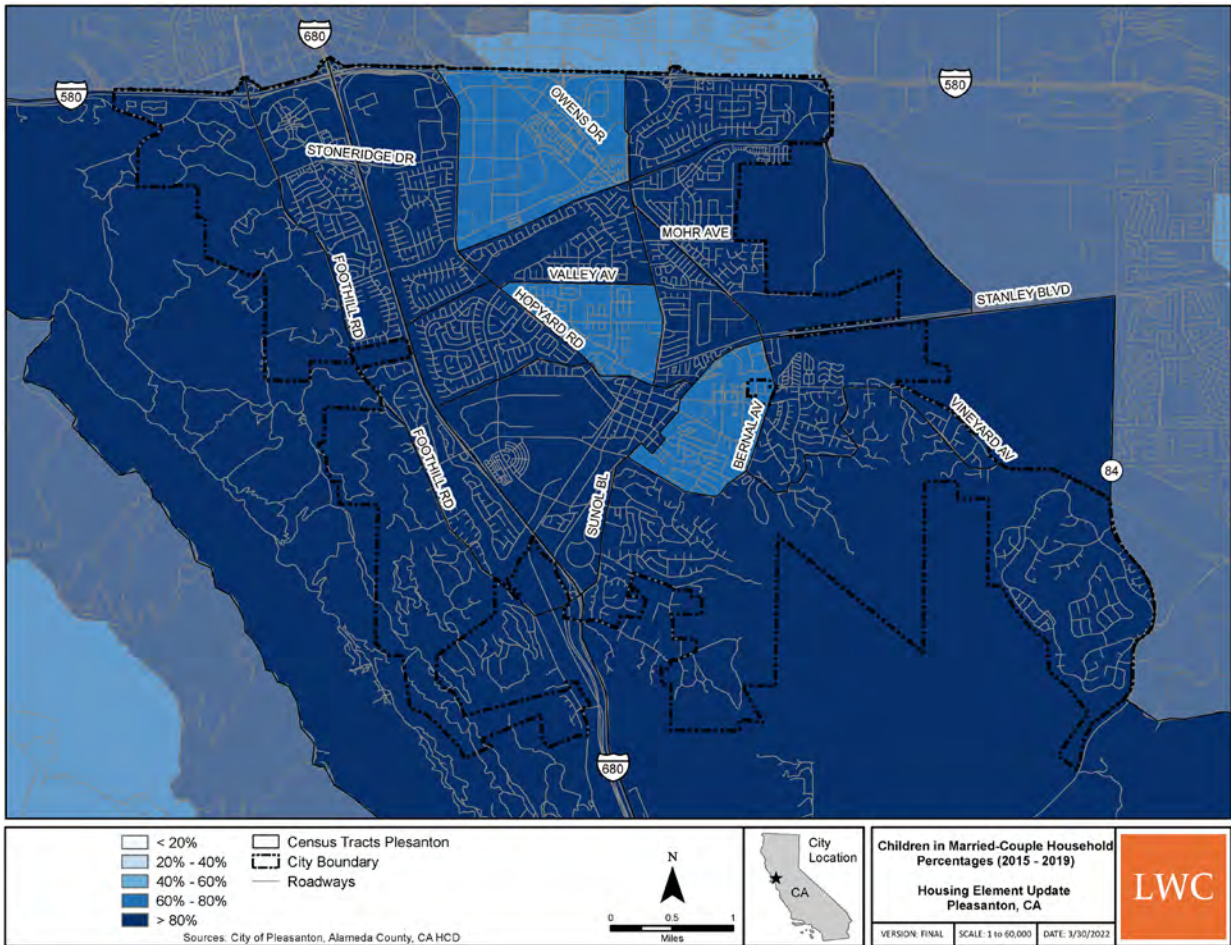
Pleasanton	Alameda County
3.0%	4.1%
<i>Source: ACS 2019 5-Year Estimates, Table DP02</i>	

Female-headed households with children may face particular housing challenges, with pervasive gender inequality resulting in lower wages for women. Moreover, the added need for childcare, and for units with a larger number of bedrooms, can make finding a home that is affordable more challenging. In Pleasanton, 16.6 percent of female-headed households with children fall below the Federal Poverty Line (212 households)⁶.

Figure F-6 shows the percentages of children in married couple households by quintile. ACS five-year data for the percentages of children in single female-headed households is presented in Figure F-7.

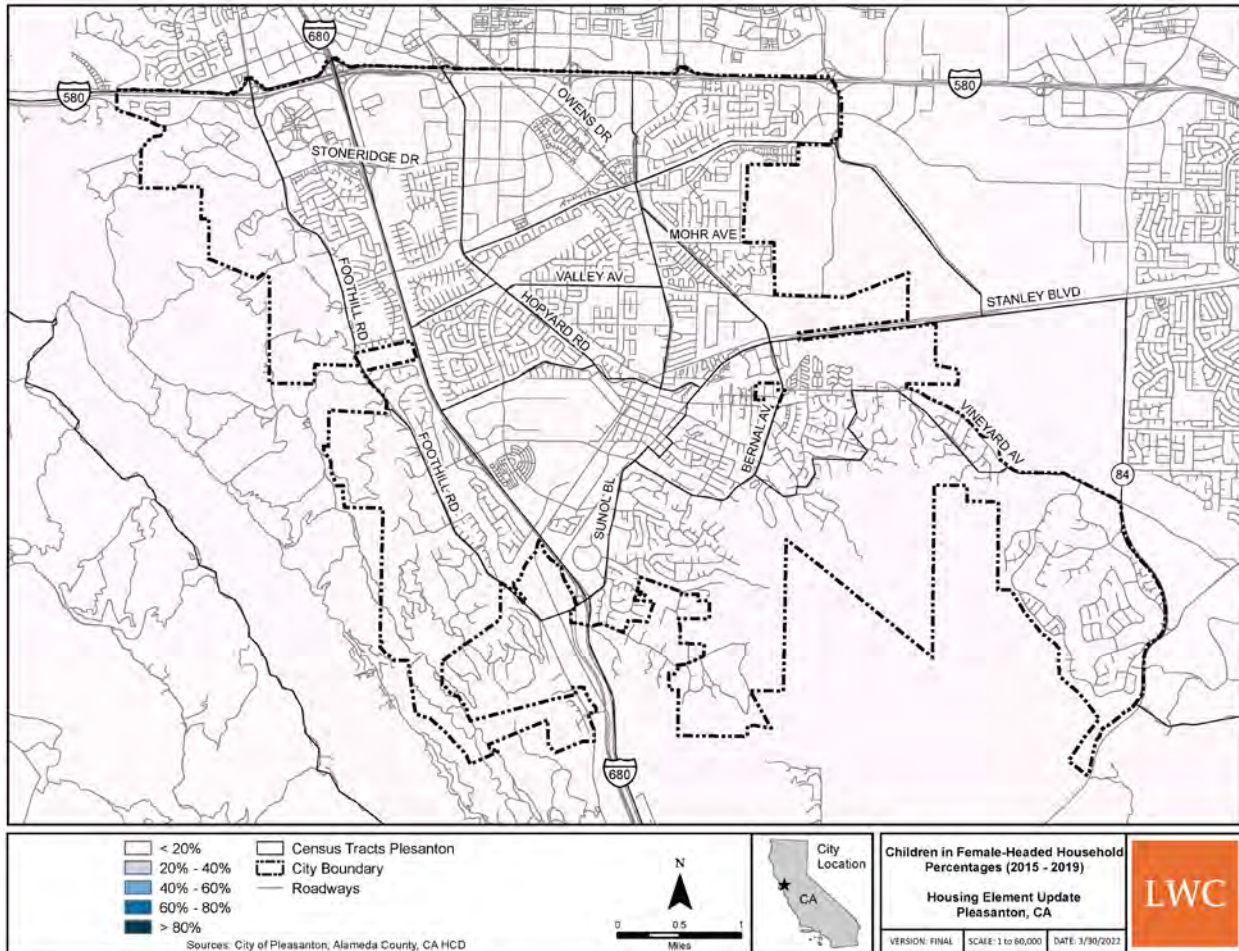
⁶ Housing Needs Assessment, Appendix A.

Figure F-6: Children in Married-Couple Households (2015 – 2019)



Source: HCD AFFH Geospatial Data

Figure F-7: Children in Female-Headed Households with No Partner Present (2015-2019)



Source: HCD AFFH Geospatial Data

Income

Despite the economic and job growth experienced throughout the region since 1990, the income gap has continued to widen. California is one of the most economically unequal states in the nation, and the Bay Area has the highest income inequality between high- and low-income households in the state. Pleasanton has a higher income population than Alameda County. Pleasanton's 2019 median household income was \$156,400 which is 57 percent higher than the County (\$99,406). However, 7.6 percent of households in Pleasanton are extremely low-income, and 19.5 percent are low-income households (earn less than 80 percent of Area Median Income (AMI))⁷. Table F-6

⁷ Housing Needs Assessment, Appendix A.

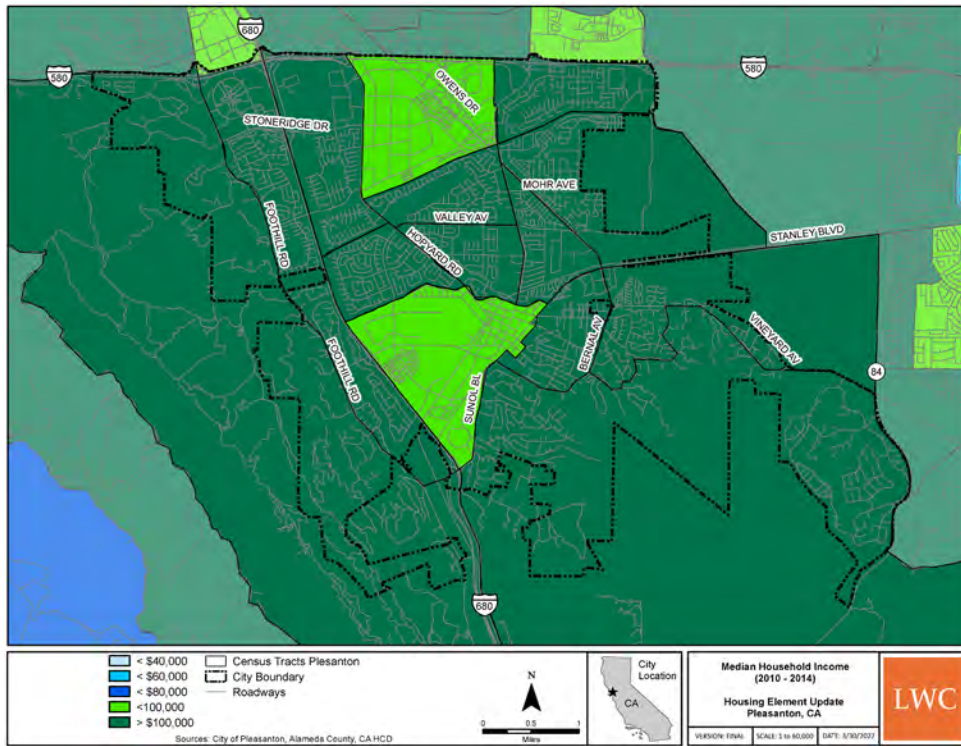
contains the ACS five-year estimates for median household income in Pleasanton and Alameda County in 2019.

Table F-6: Median Household Income (2019)

Pleasanton	Alameda County
\$156,400	\$99,406
<i>Source: ACS 2019 5-Year Estimates, Table S1901</i>	

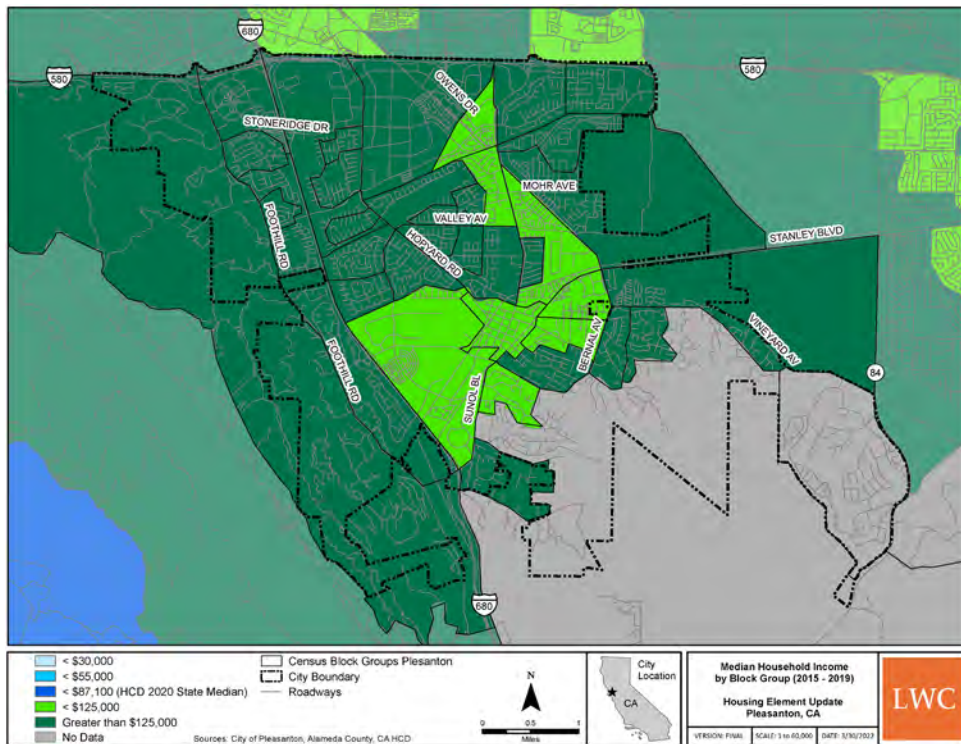
According to Pleasanton’s Segregation Report, Pleasanton has a higher share of above-moderate income residents (67.97 percent) compared to the Bay Area (39.4 percent). Conversely, Pleasanton has a lower share of all other income categories (Low- and Moderate Income, LMI) compared to the Bay Area. More details on Pleasanton’s income segregation can be reviewed in Attachment 2. Figure F-8 displays the distribution of median household income by census tract for 2014. Figure F-9 presents median household income by block group for 2019. Figure F-10 presents the distribution of LMI households in the city by quartile according to ACS 2015 data as provided by HCD AFFH geospatial data.

Figure F-8: Median Household Income (2014)



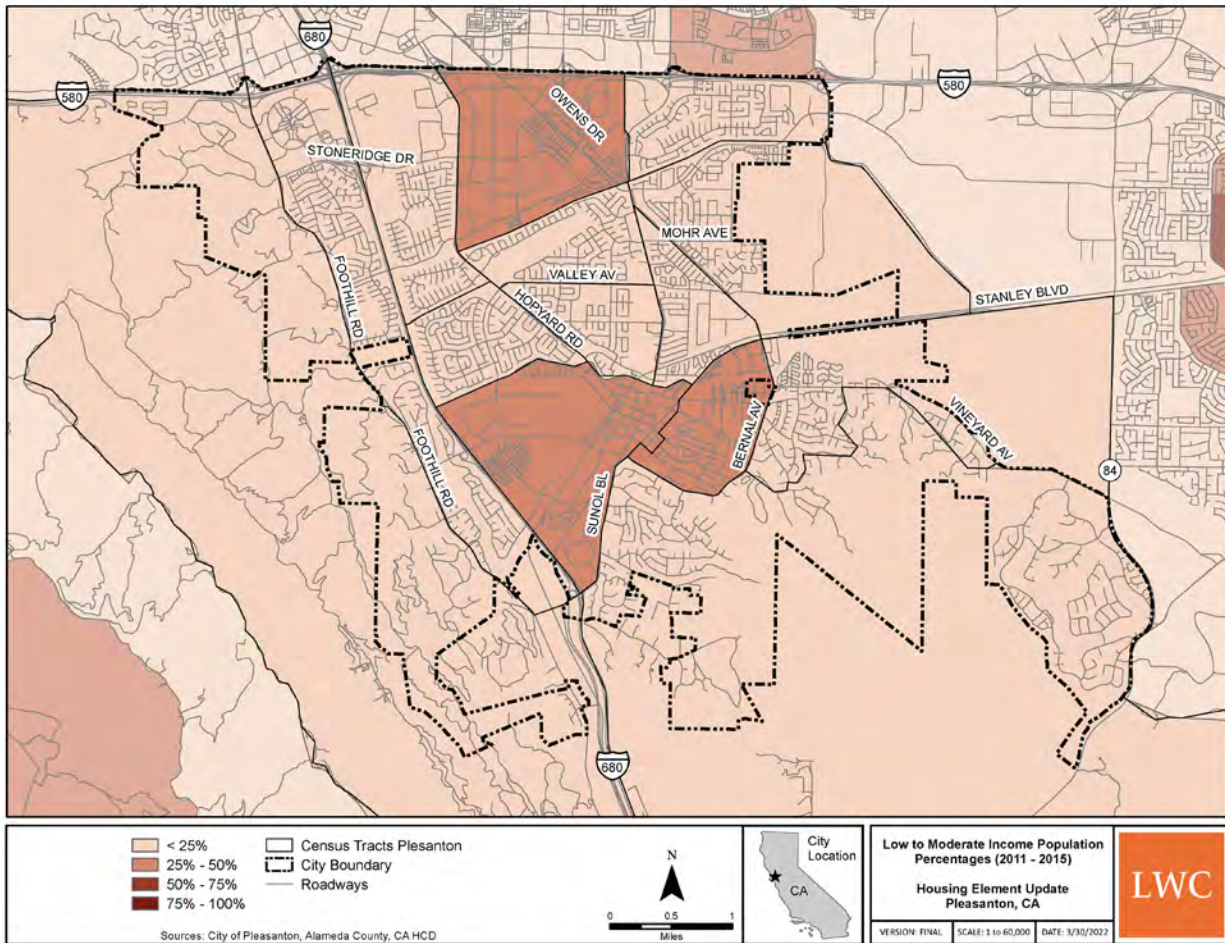
Source: HCD AFFH Geospatial Data

Figure F-9: Median Household Income (2019)



Source: HCD AFFH Geospatial Data

Figure F-10: Low to Moderate Income Population (2015)



Source: HCD AFFH Geospatial Data

Disaggregating income data by race and ethnicity can help to further understand local patterns of segregation and integration. The poverty rate by race/ethnic group is shown in Table F-7. Pleasanton’s citywide poverty rate was 4.3 percent in 2019, however, not all racial and ethnic groups have the same likelihood of experiencing poverty. As shown in Table F-7, Black or African American residents, American Indian and Alaska Native alone residents, some other race alone residents, and two or more races disproportionately experienced poverty. For example, Black or African American residents represent 18.9 percent of the total residents experiencing poverty. This rate is especially pronounced because this group represents only 1.8 percent of the total population.

Table F-7: Persons in Poverty by Race/Ethnicity (2019)

Race/Ethnicity	Number of Persons	Poverty Rate for Race/Ethnicity	% Of Total Population
Below poverty level estimate	3,520	4.3%	-
White alone	1,437	3.5%	50.1%
Black or African American alone	281	18.9%	1.8%
American Indian and Alaska Native alone	0	0.0%	0.3%
Asian alone	897	3.2%	34.2%
Native Hawaiian/Other Pacific Islander alone	0	0.0%	0.5%
Some other race alone	382	22.6%	2.1%
Two or more races	199	4.9%	5.0%
Hispanic or Latino origin (of any race)	693	9.0%	9.5%

Source: ACS 2019 5-Year Estimates, Table S1701 and Table DP05

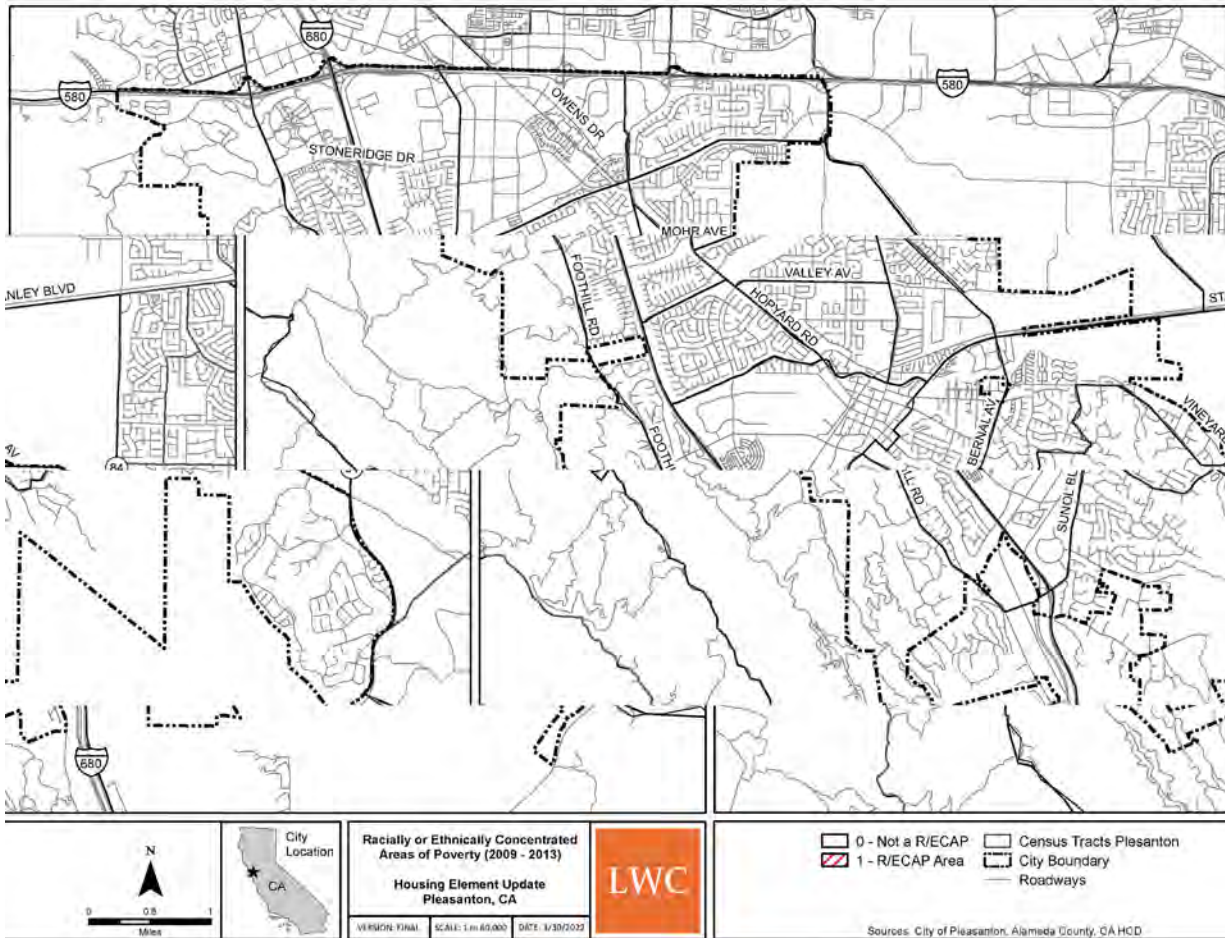
F.4.3 Racially or Ethnically Concentrated Areas of Poverty

Racially or Ethnically Concentrated Areas of Poverty (R/ECAPs)

Racially or Ethnically Concentrated Areas of Poverty (R/ECAP) are areas that exhibit both high racial/ethnic concentrations and high poverty rates. HUD defines R/ECAPs as census tracts with a majority non-White population (50 percent or more) and a poverty rate that exceeds 40 percent or is three times the average poverty rate for the county, whichever is lower.

R/ECAPs may indicate the presence of disadvantaged households facing housing insecurity and need. They identify areas whose residents may have faced historical discrimination and who continue to experience economic hardship, furthering entrenched inequities in these communities. According to Figure F-11, there are no R/ECAPs in Pleasanton or in the surrounding area.

Figure F-11: Racially/Ethnically Concentrated Areas of Poverty (2009 – 2013)



Source: HCD AFFH Geospatial Data

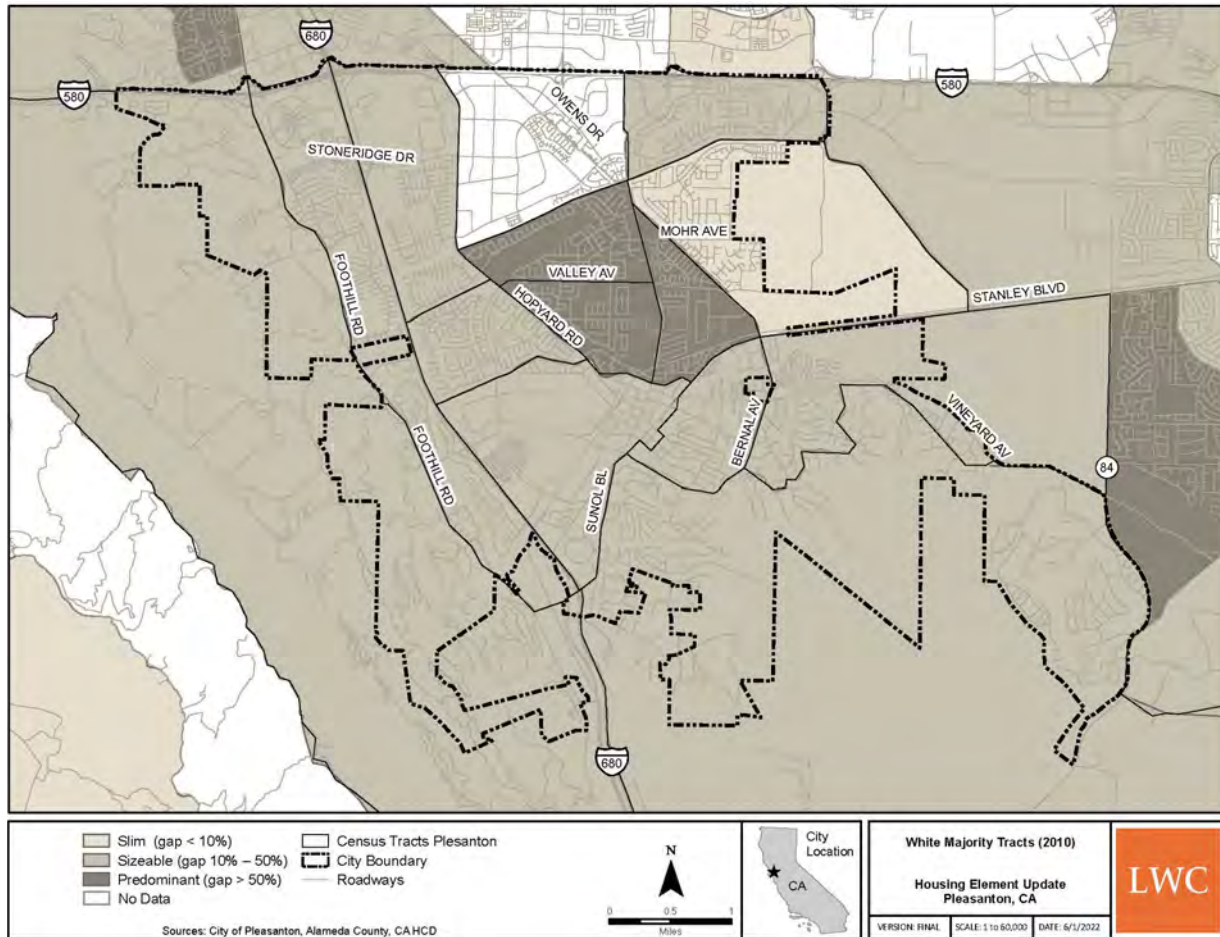
Racially or Ethnically Concentrated Areas of Affluence (RCAs)

Racially or Ethnically Concentrated Areas of Affluence (RCAs) are neighborhoods in which there are both high concentrations of non-Hispanic White households and high household income rates. Based on research from the University of Minnesota Humphrey School of Public Affairs, RCAs are defined as census tracts where 80 percent or more of the population is White, and the median household income is \$125,000 or greater (which is slightly more than double the national median household income in 2016). RCA areas are not available in the HCD AFFH geospatial data.

However, HCD adjusted the RCA methodology to track more closely with California’s higher levels of diversity by setting the White population threshold to 50 percent. The 2010 data from HCD for White-majority census tracts is shown in Figure F-12. The racial predominance categories are established by HCD in their AFFH geospatial data. The categories are defined by the difference between the non-Hispanic White population percentage and the second most populous racial or ethnic group percentage within a census tract. The definitions of slim (<10 percent), sizable (10 to

50 percent), and predominant (>50 percent) have been established by the agency in order to understand the relative density of racial characteristics for the community.

Figure F-12: White Majority Tracts (2010)



Source: HCD AFFH Geospatial Data

F.4.4 Access to Opportunity

One important component of fair housing is a neighborhood’s access to opportunity, which correlates relative place-based characteristics of an area, such as education, employment, safety, and the environment, with critical life outcomes, such as health, wealth, and life expectancy. Ensuring access to opportunity means both investing in existing low-income and underserved communities, as well as supporting residents’ mobility and access to ‘high resource’ neighborhoods.

In February 2017, the Department of Housing and Community Development (HCD) and the California Tax Credit Allocation Committee (TCAC) convened the California Fair Housing Task Force to provide research and evidence-based policy recommendations to further HCD’s fair housing goals of (1) avoiding further segregation and concentration of poverty and (2) encouraging

access to opportunity through land use policy and affordable housing, program design, and implementation.

HCD and TCAC prepared opportunity maps to identify census tracts with the highest and lowest resources. High resource areas are areas with high index scores for a variety of opportunity indicators. Examples of indicators of high resources areas include high employment rates, low poverty rates, proximity to jobs, high educational proficiency, and limited exposure to environmental health hazards. High resources tracts are areas that offer low-income residents the best chance of a high quality of life, whether through economic advancement, high educational attainment, or clean environmental health. Census tracts in the city that are categorized as moderate resource areas have access to many of the same resources as the high resource areas but may have fewer job opportunities, lower performing schools, lower median home values, or other factors that lower their indexes across the various economic, educational, and environmental indicators.

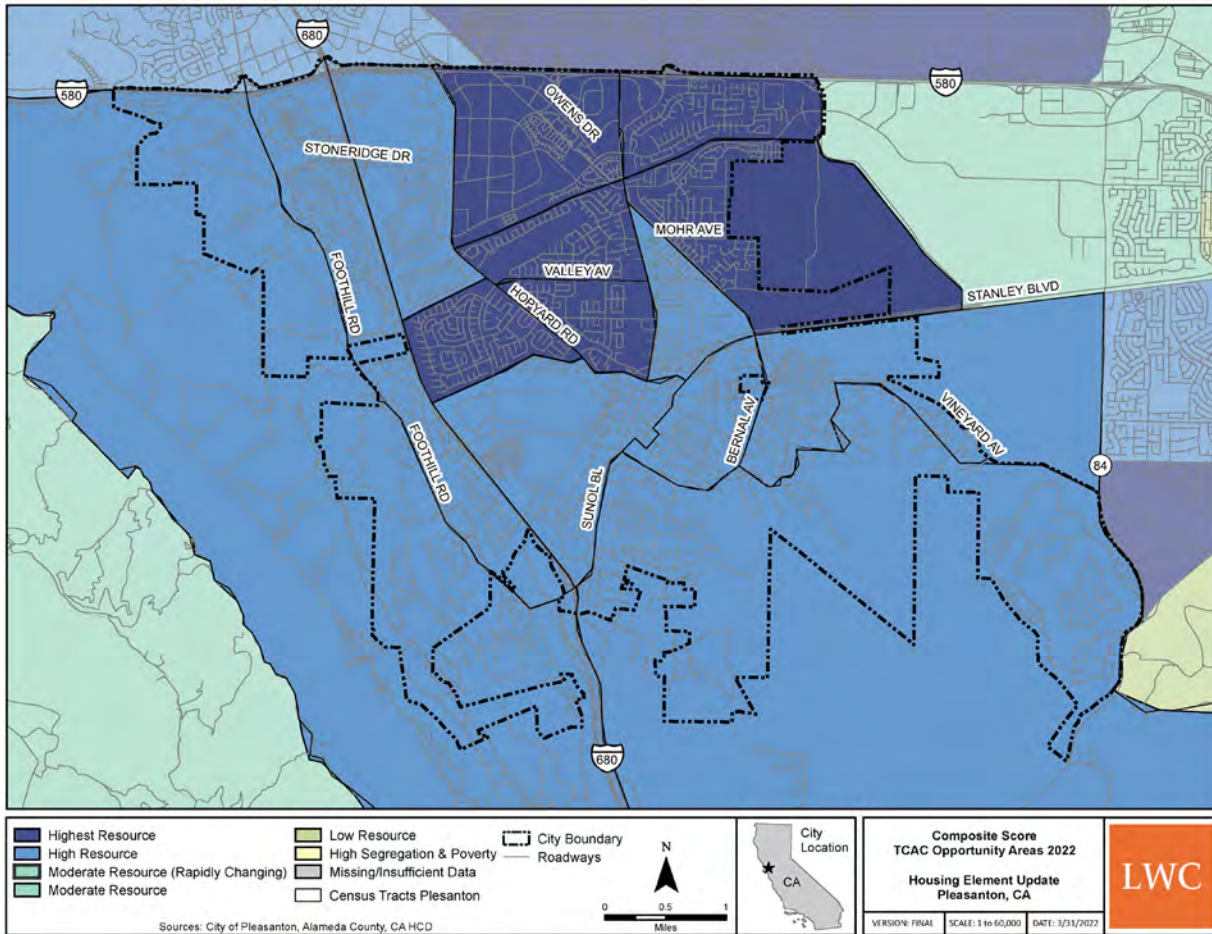
Low resources areas are characterized as having fewer opportunities to employment and education, or a lower index for other economic, environmental, and educational indicators. These areas have greater quality of life needs and should be prioritized for future investment to improve opportunities for current and future residents.

The opportunity maps inform TCAC, which oversees the Low-Income Housing Tax Credit (LIHTC) Program, to distribute funding more equitably for affordable housing in areas with the highest opportunity. The analysis evaluates total access to opportunity (e.g., high, moderate, low), but also individually assesses opportunity access across more specific indicators, such as education, transportation, economic development, and environment.

TCAC Opportunity Areas – Composite Score

The TCAC Opportunity Areas 2022 Composite Score provides an aggregate index of three domains: economic, education, and environmental. Census tracts with higher composite scores indicate higher resource areas overall. The 2022 TCAC Composite Score is shown in Figure F-13. Pleasanton has two different levels of resource areas: highest and high. According to the Alameda County AI, across the cities included in their report, White and Asian or Pacific Islander residents tend to live in neighborhoods with a lower rate of poverty and have higher access to proficiency schools and the labor market. Pleasanton is a high resource community as shown in Figure F-13 and aligning with the Alameda County AI, Pleasanton has significantly more White and more Asian or Pacific Islander residents than other races (and compared to the County as a whole).

Figure F-13: TCAC Opportunity Areas 2022 – Composite Score

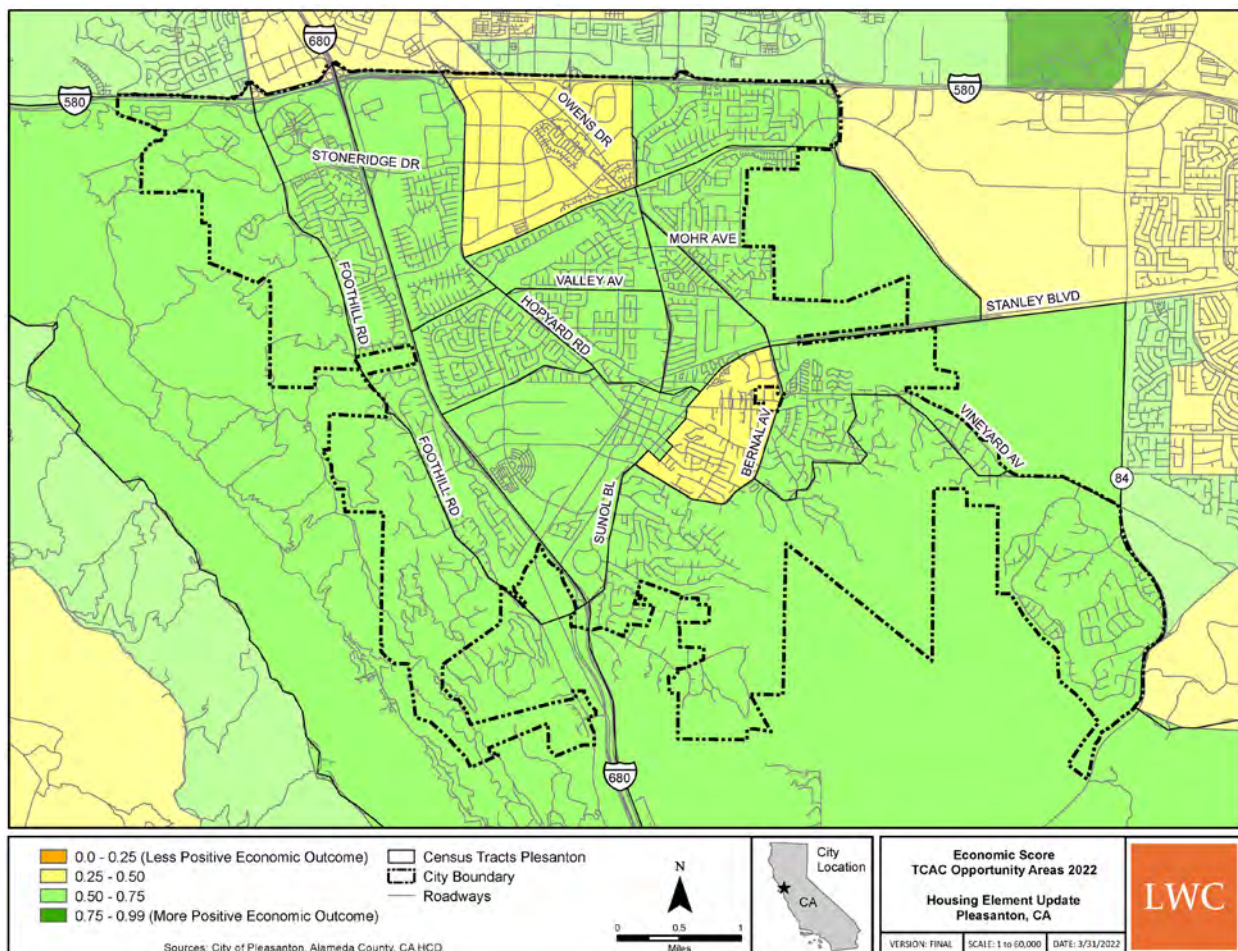


Source: HCD AFFH Geospatial Data

Economic Score

The TCAC Opportunity Areas 2022 Economic Score for a census tract is based on poverty, adult education, employment, job proximity, and median home value indicators. The score is broken up by quartiles, with the highest quartile indicating more positive economic outcomes and the lowest score indicating least positive outcomes. The city’s economic scores are presented in Figure F-14. The primary positive drivers of the TCAC scores in Pleasanton are likely low poverty rates, high levels of adult education, and many opportunities for employment with more than two jobs for every employed resident. However, the median home value is extremely high in Pleasanton (with the median home value above the average in Alameda County). As described above, the factors considered in establishing the TCAC economic score include educational attainment by the adult population, unemployment rates, proximity to jobs, and median home value. Variation in home value likely accounts for most of the variation between tracts in Pleasanton.

Figure F-14: TCAC Opportunity Areas 2022 – Economic Score

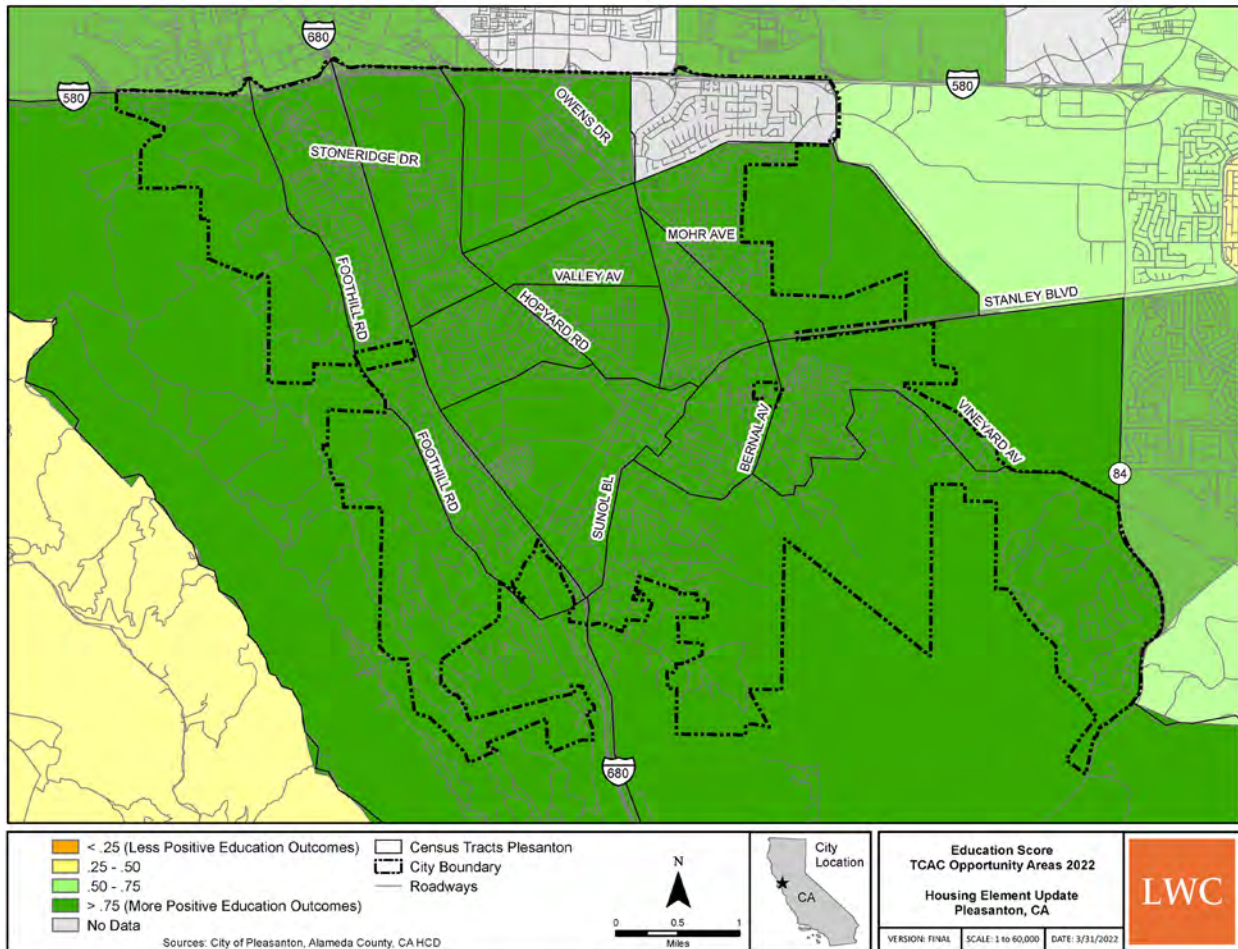


Source: HCD AFFH Geospatial Data

Education Score

The TCAC Opportunity Areas 2022 Education Score for a census tract is based on math and reading proficiency, high school graduation rate, and student poverty rate indicators. The score is broken up by quartiles, with the highest quartile indicating more positive education outcomes and the lowest quartile signifying less positive outcomes. The Pleasanton Unified School District (PUSD) has three early education/preschools, nine elementary schools, three middle schools, and three high schools within its boundaries. PUSD served around 14,000 students in 2021. The district has a long-standing record of excellence and had a 96.5 percent graduation rate in 2021. TCAC Education Scores are shown in Figure F-15. As shown in Figure F-15, all census tracts in the City for which data is available indicate the most positive education outcomes.

Figure F-15: TCAC Opportunity Areas 2022 – Education Score



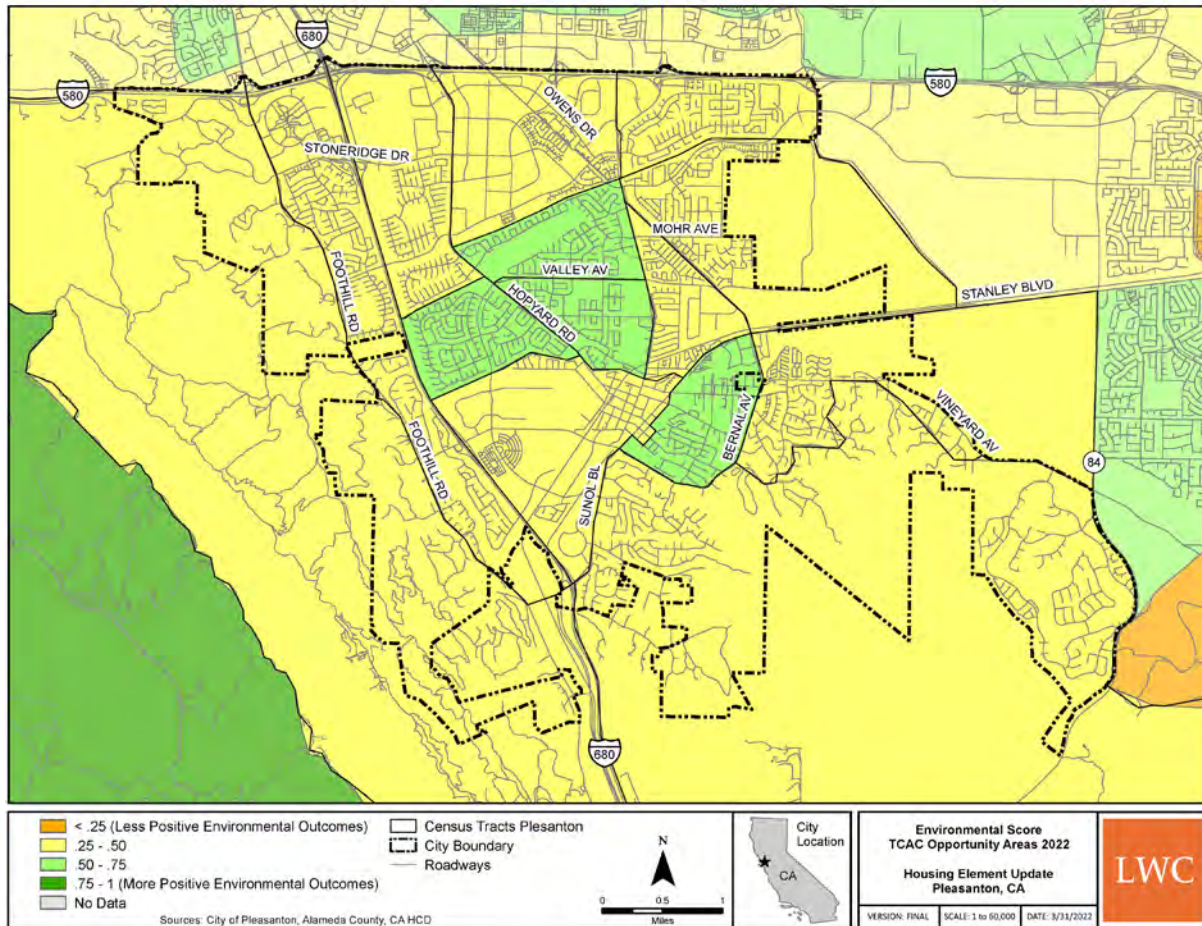
Source: HCD AFFH Geospatial Data

Environmental Score

Environmental scores for census tracts presented in Figure F-16 are based on TCAC Opportunity Areas 2022 Environmental Scores that reflect environmental risk. The environmental risk is based on the CalEnviroScreen framework which considers factors such as, particulate matter, ozone levels, toxic releases, pesticides, hazardous waste, and groundwater contamination. The scores are divided into quartiles with higher scores representing more positive environmental outcomes and lower scores indicating least positive environmental outcomes for residents living there.

As shown in Figure F-16, most tracts within the city have scores in the relatively lower range of 0.25 to 0.50 and only four have scores above 0.50.

Figure F-16: TCAC Opportunity Areas 2022 – Environmental Score



Source: HCD AFFH Geospatial Data

Jobs Proximity Index

HUD’s Jobs Proximity Index for a census tract measures the area’s distance from employment. This index can be used as a proxy to indicate relative transportation needs in a community. The index is divided into quintiles, with the highest quintile representing areas closest to job centers and is shown in Figure F-17.

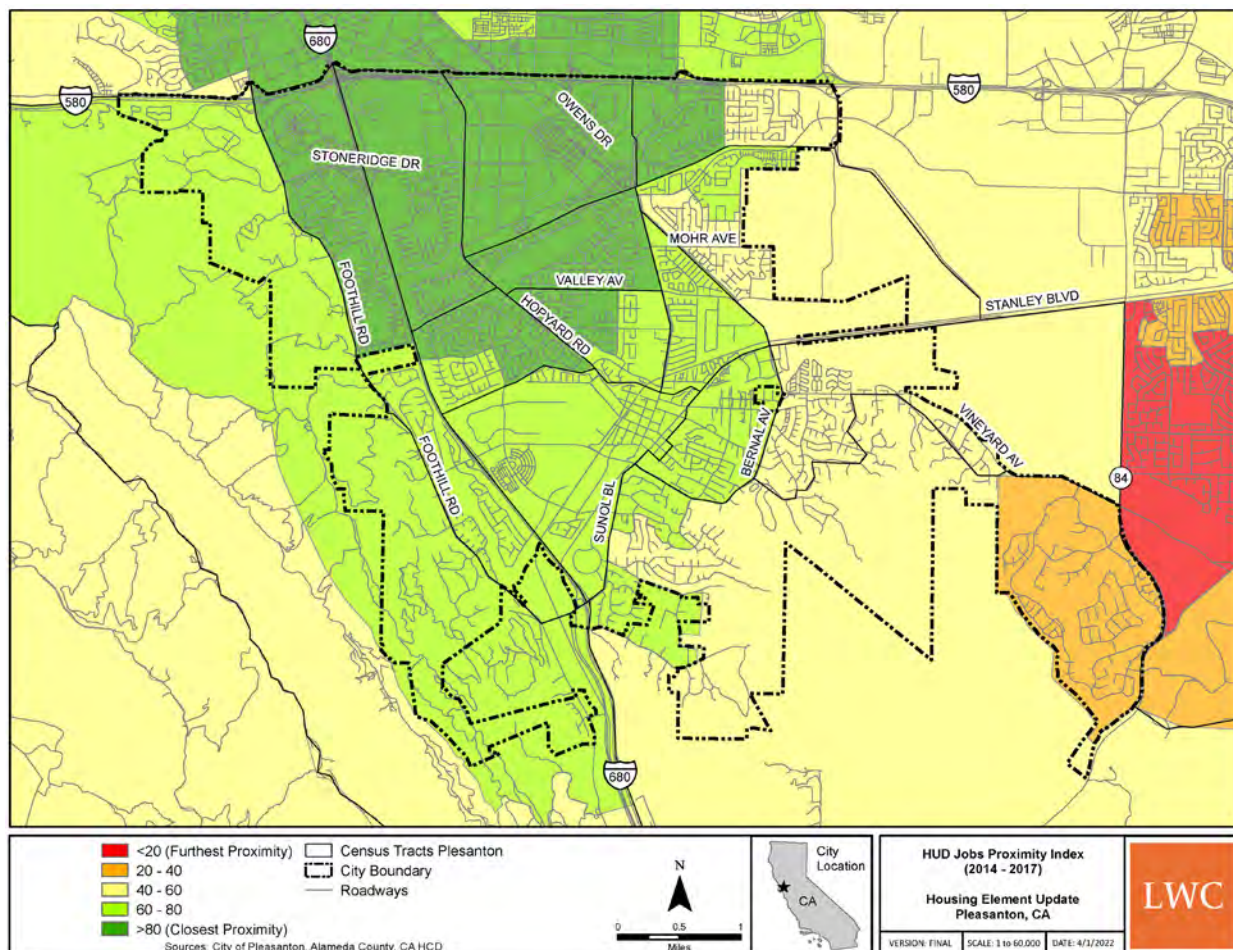
Pleasanton has more jobs than employed residents at all wage levels⁸. This fact likely can be traced to the 80s and 90s when the community experienced commercial growth and robust economic development, while housing growth was limited due to the GMO and housing cap.

⁸ Housing Needs Assessment, Appendix A.

Since the housing cap was removed, the jobs-household ratio in Pleasanton has decreased (declined from 2.86 jobs per household in 2002, to 2.6 jobs per household in 2018). Pleasanton’s jobs-household ratio is higher than both Alameda County and the region, suggesting the city still has a higher concentration of jobs relative to the rest of the Bay Area. Approximately 15 percent of employed Pleasanton residents work in Pleasanton (which is higher than Dublin, San Ramon, and Walnut Creek but lower than Livermore). Employed Pleasanton residents that commute to a job outside of the city are primarily commuting to San Francisco (8.7 percent), San Jose (7.8 percent), Fremont (4.9 percent), or Livermore (4.9 percent).

The Jobs Proximity Index score is relatively high across Pleasanton. The entire city, except for the southeast, is located in a quintile above 40 with much of the city located in a quintile above 60 indicating relatively closer distance to job centers as shown in Figure F-17. The quintile distribution is not unexpected with higher scores near Hacienda and other employment centers and lower scores for neighborhoods further away from these hubs.

Figure F-17: Jobs Proximity Index (2014 – 2017)



Source: HCD AFFH Geospatial Data

Disparities in Access to Opportunity for Persons with Disabilities

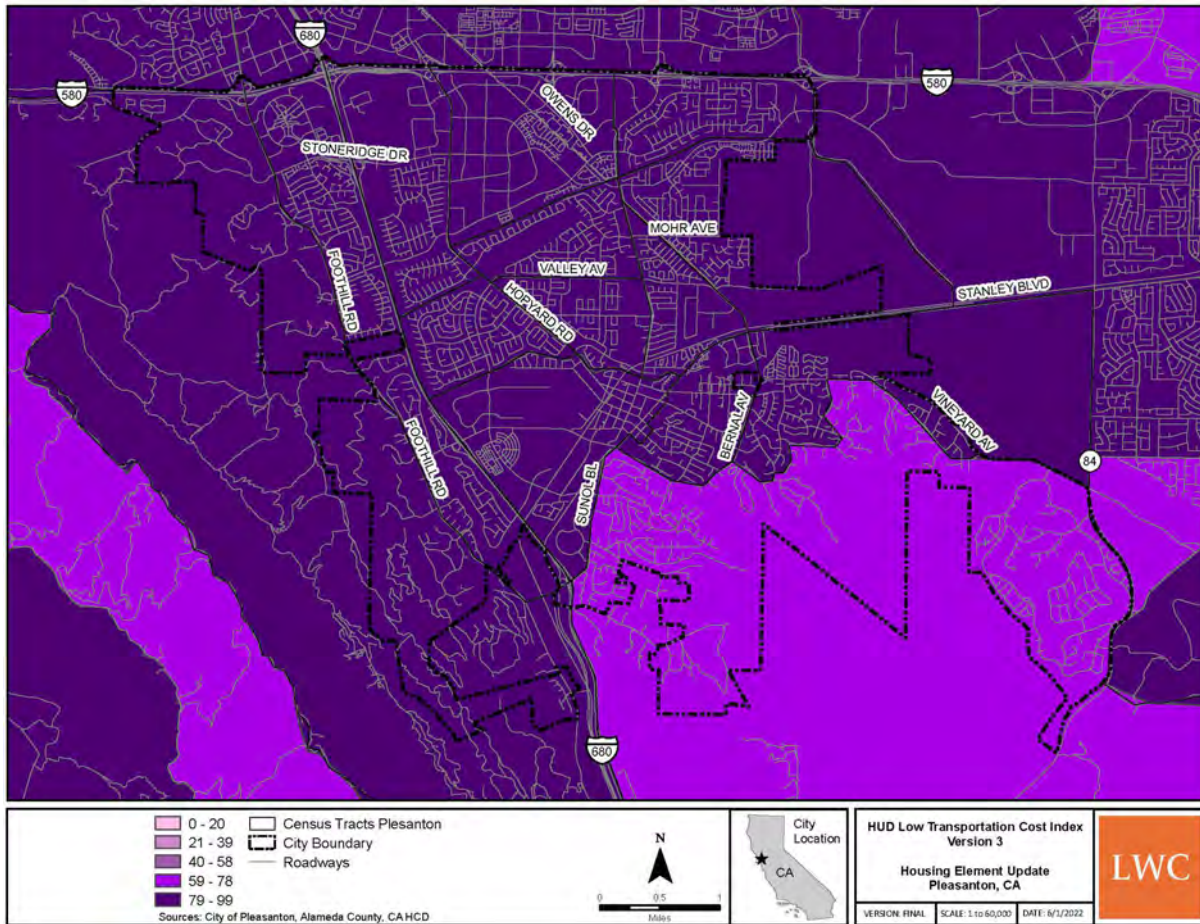
People with disabilities often experience challenges with accessibility, discrimination, and housing choice that make it difficult to find suitable housing to meet their needs. There are a variety of housing types appropriate for people with disabilities, such as licensed and unlicensed single-family homes, group homes, and transitional and supportive housing. The design of housing-accessibility modifications, proximity to services and transit, and the availability of group living opportunities represent some of the types of considerations that are important in serving this need group.

The City continues to support and facilitate the development of housing for people with developmental disabilities. During the last planning period, the City acquired a 1.64-acre parcel of land within Irby Ranch and leased it to SAHA/Sunflower Hill who constructed the 31-unit Sunflower Hill project for residents with developmental disabilities and special needs. The City also provided funding necessary for the project's tax credit financing. Construction was completed in 2020.

Disparities in Access to Transportation Opportunities

The HUD Low Transportation Cost Index is based on estimates of transportation costs for a family that meets the following description: a three-person single-parent family with income at 50 percent of the median income for renters for the region. These estimates originate from the Location Affordability Index (LAI). Transportation costs are modeled for census tracts as a percent of income for renters in these households. Index values are inverted, and percentile ranked nationally, with values ranging from 0 to 100. Higher index values indicate lower transportation costs in that neighborhood and are lower than that percentage of the nation. Transportation costs may be low within a tract for a range of reasons, including greater access to public transportation and the density of homes, services, and jobs in that area. Figure F-18 displays the Transportation Cost Index ranges in the city. In Pleasanton, the Transportation Cost Index is generally high across most tracts (indicating relatively low transportation costs) with the southeast tracts representing a slighter lower index. This is likely due to proximity of BART, ACE, and bus service combined with job locations in the more central and north parts of the city.

Figure F-18: HUD Low Transportation Cost Index



Source: HUD Geospatial Data

F.4.5 Disproportionate Housing Needs

Overpayment

HUD defines overpayment, or “housing cost burden”, as households paying 30 percent or more of their gross income on housing expenses, including rent or mortgage payments and utilities. Housing cost burden is considered a housing need because households that overpay for housing costs may have difficulty affording other necessary expenses, such as childcare, transportation, and medical costs.

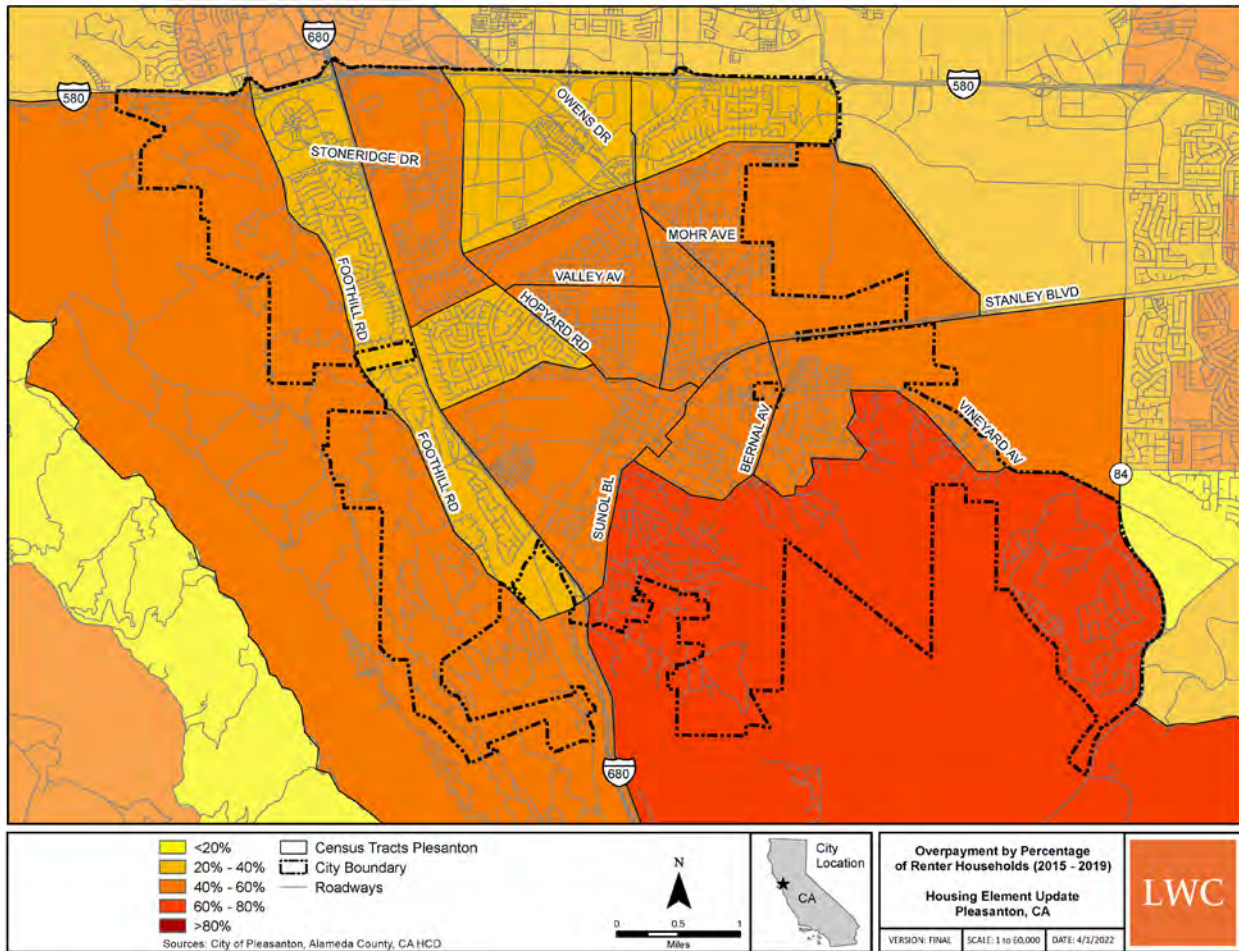
Approximately 30 percent of residents rent. In Pleasanton, the largest proportion of rental units is in the \$2,000-\$2,500 category. According to the Alameda County AI, the annual wage needed to rent average housing unit in the County is \$93,000. The cost of housing represents a significant challenge for the local workforce, particularly those in lower-wage jobs, many of whom will become cost burdened if they both live and work in the city. The percentage of renter households experiencing overpayment is shown in Figure F-19, with over 40 percent of renter households

experienced such cost burdens in a number of areas of the city. Note that the tract covering the Southeast portion of the city included areas in both Pleasanton and unincorporated Alameda County. This may affect the percentage of households who are overpaying. Based on local knowledge, the portions of Pleasanton within this tract comprise relatively high-income/high-value single family housing stock that is unlikely to reflect a high proportion of rental units – thus, the data may be skewed to over-represent cost burden in this particular tract.

More broadly, according to the Needs Assessment (Appendix A), Pleasanton has a lower proportion of cost-burdened households overall compared to Alameda County and the Bay Area. Of Pleasanton's households, approximately 17 percent are cost burdened, and 13 percent are severely cost burdened. In the county, these proportions are 20 percent and 17 percent, respectively. Nonetheless, in the city's fair housing survey, there were 131 mentions in open ended questions noting that the most important housing problem facing Pleasanton today is cost and affordability. As evidenced by the data above, renters in Pleasanton are typically more likely to overpay for housing costs than homeowners.

During the fair housing outreach events, employees at local restaurants shared that they work multiple jobs to sustain the cost of living in the area.

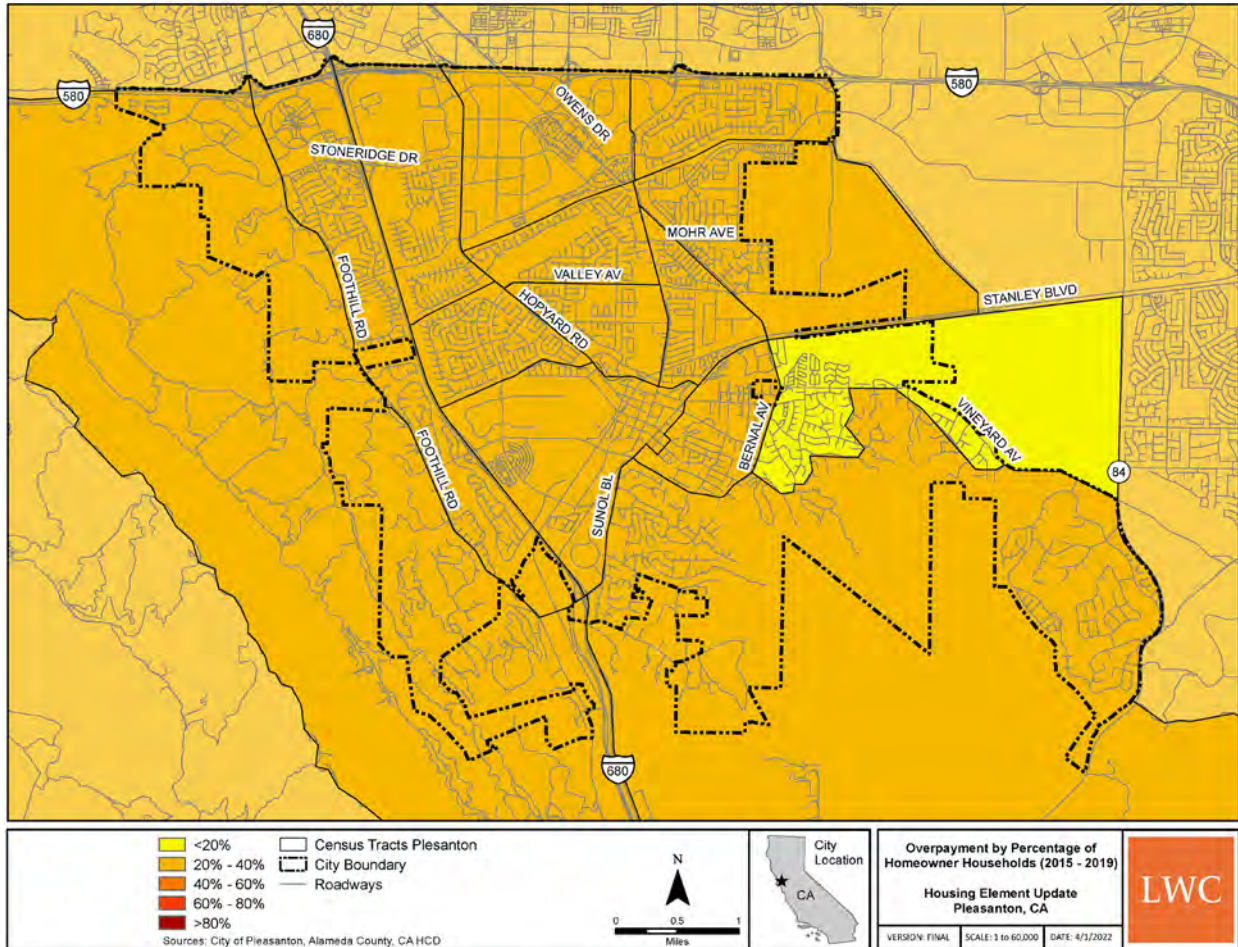
Figure F-19: Overpayment by Percentage of Renter Households (2015 – 2019)



Source: HCD AFFH Geospatial Data

Homeowners generally experience a lower rate of cost burden than renters. While the housing market has resulted in home prices increasing dramatically, homeowners often have mortgages with fixed rates, whereas renters are more likely to be impacted by market increases. Figure F-20 shows the percentages of homeowners experiencing overpayment.

Figure F-20: Overpayment by Percentage of Owner Households (2015 – 2019)



Source: HCD AFFH Geospatial Data

According to the Housing Needs Assessment, people of color are more likely to experience poverty and financial instability as a result of federal and local housing policies that have historically excluded them from the same opportunities extended to White residents. As a result, they often pay a greater percentage of their income on housing, and in turn, are at a greater risk of housing insecurity. In Pleasanton, American Indian or Alaska Native, Non-Hispanic residents are the most cost burdened with 40.4 percent spending 30 to 50 percent of their income on housing (compared to 17 percent of White residents), and Other Race or Multiple Races, Non-Hispanic residents are the most severely cost burdened with 30.5 percent spending more than 50 percent of their income on housing (compared to 12 percent of White residents).

Overcrowding

Overcrowding is defined by the Census as a unit in which more than one person occupies a room (excluding bathrooms and kitchens) while severe overcrowding occurs when more than 1.5 people occupy a room. Overcrowded households are an indicator of housing needs, as lower income

families or individuals may choose to live together in smaller spaces to save money on housing costs. In addition to the strain on residents' mental and physical health, overcrowding can also lead to more rapid deterioration of the property due to increased usage.

Overcrowding rates in the city and county are shown in Table F-8. According to Housing Needs Assessment, renter households are more likely to be living in overcrowded conditions than owner-occupied households. Although Pleasanton has a lower rate of overcrowding compared to the region, about seven percent of renter households live in overcrowded conditions. Anecdotally, in the fair housing outreach events staff heard stories of overcrowding where multiple families shared one home. In Pleasanton, the racial group with the largest overcrowding rate, based on Census data, is Asian / API.

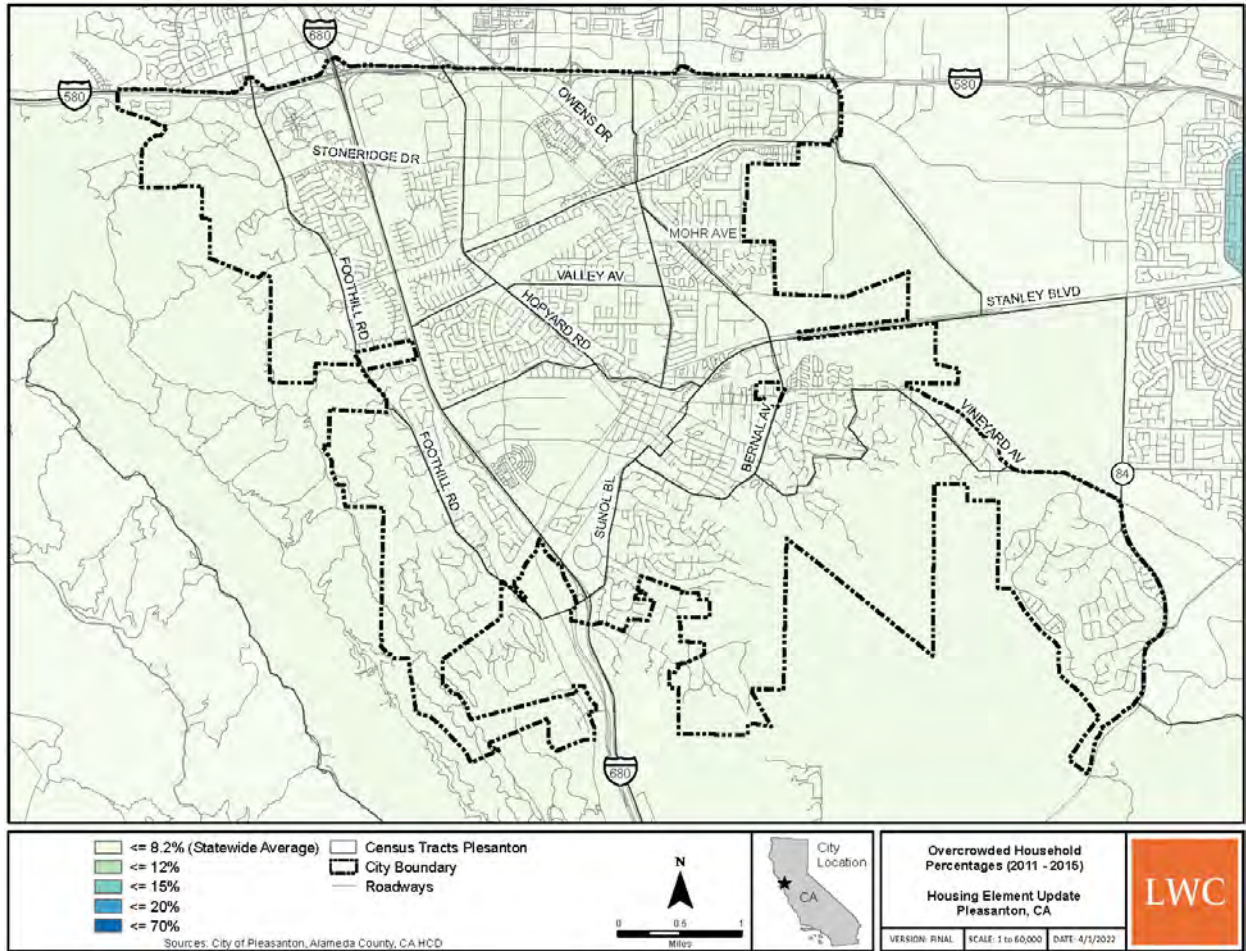
Table F-8: Overcrowding and Severe Overcrowding Rates (2019)

Occupants Per Room	Pleasanton		Alameda County
	Units	Percentage	Percentage
1.01 to 1.5	447	1.5%	5.0%
1.51 or more	310	1.1%	2.8%

Source: ACS 2019 5-Year Estimates, Table DP04

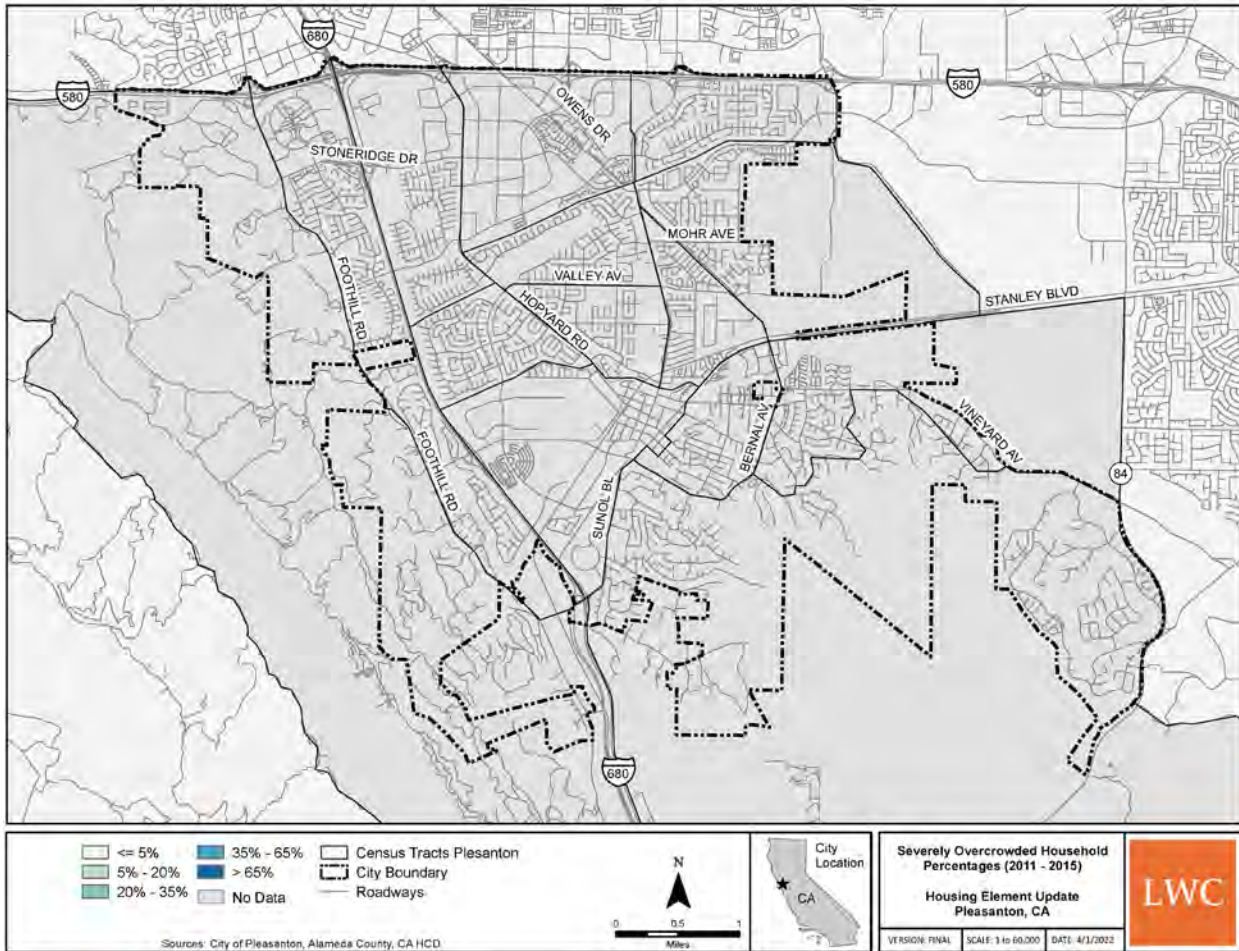
Estimated percentages of overcrowded households by census tract in Pleasanton are shown in Figure F-21. The statewide geospatial data for severe overcrowding did not contain any values in the vicinity of Pleasanton as shown in Figure F-22.

Figure F-21: Overcrowded Households (2015)



Source: HCD AFFH Geospatial Data

Figure F-22: Severely Overcrowded Households (2015)

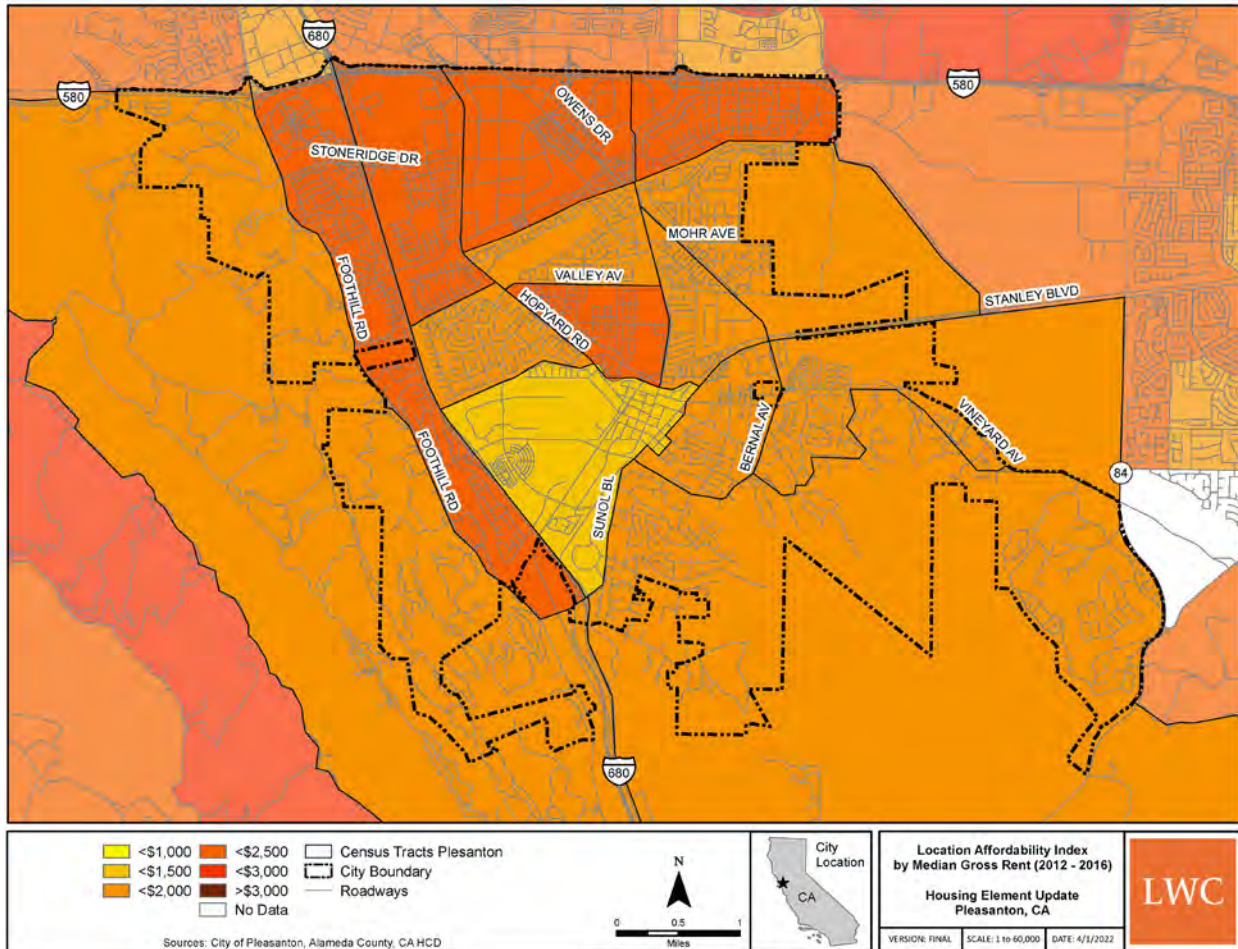


Source: HCD AFFH Geospatial Data

Location Affordability Index

Figure F-23 shows HUD’s Location Affordability Index for 2012 to 2016. This index estimates household housing and transportation cost on a neighborhood-scale. As shown, based on this index, the Census tract including the historic downtown is the most affordable location in Pleasanton; tracts in the western part of the City (west of Foothill Road), and to the north are less affordable. This statistic likely correlates to the age and nature of the rental housing stock, with rentals predominantly comprised of single-family homes or newer apartments, exhibiting relatively higher costs. Conversely, the downtown has a higher proportion of older and more modestly-sized housing units compared to other parts of the city, including a relatively high proportion of rental housing units.

Figure F-23: Location Affordability Index by Median Gross Rent (2016)



Source: HCD AFFH Geospatial Data

Substandard Housing

Incomplete plumbing or kitchen facilities can be used as a proxy to indicate substandard housing conditions. The 2020 ACS data for substandard housing rates in Pleasanton and Alameda County are provided in Table F-9. As noted in the table, substandard housing rates for Pleasanton were slightly lower than in the County.

Table F-9: Substandard Housing Rates (2019)

Substandard Housing	Pleasanton		Alameda County
	Units	Percentage	Percentage
Lacking complete plumbing facilities	44	0.2%	0.4%
Lacking complete kitchen facilities	204	0.7%	1.0%

Source: ACS 2019 5-Year Estimates, Table DP04

The age of housing stock can also be an indicator of substandard housing. As homes get older, there is a greater need for maintenance and repair. If not properly addressed, an aging housing stock can result in poorer living standards, incur more expensive repair costs and, under certain conditions, lower overall property values. In Pleasanton, the largest proportion of the housing stock was built between 1980 to 1999, with 12,569 units constructed during this period, which is approximately 41.5 percent of housing units. The Housing Needs Assessment has additional information on housing stock age and condition.

Displacement Risk

HCD uses a data set supplied by the University of California Berkeley’s Urban Displacement Project (UDP) as a part of its AFFH geospatial data. This data is used to identify sensitive communities that are at-risk of displacement. UDP defines sensitive communities as currently having “populations vulnerable to displacement in the event of increased redevelopment and drastic shifts in housing cost.” Vulnerability was determined based on the following characteristics:

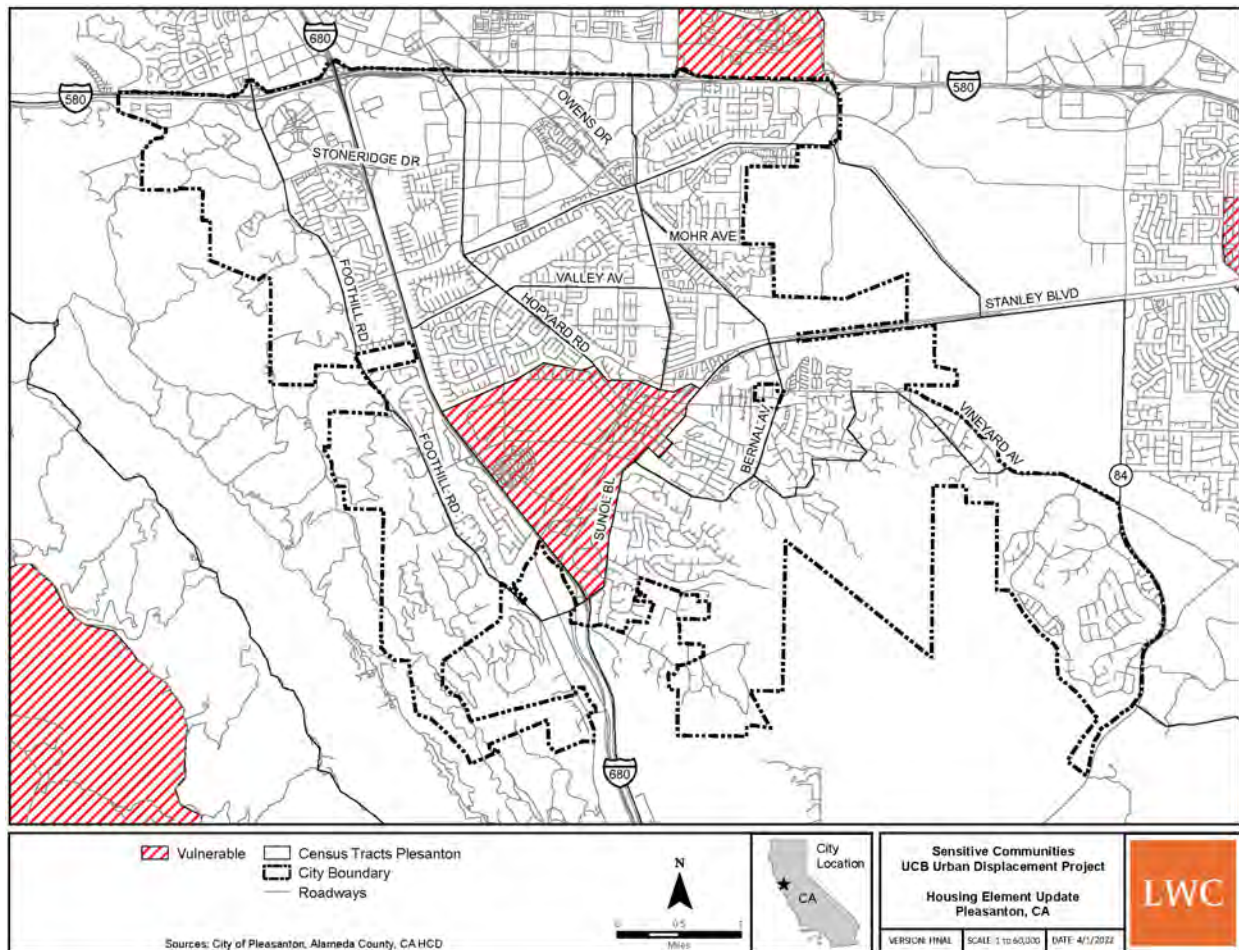
- The share of very low-income residents is above 20 percent;
AND
- The tract meets two of the following criteria:
 - Share of renters is above 40 percent
 - Share of people of color is above 50 percent
 - Share of very low-income households that are severely rent burdened households is above the county median
 - Percent change in rent is above county median rent increase
 - Rent gap, which is the difference between tract median rent and median rent for surrounding areas

The UDP from HCD data is presented in Figure F-24. This analysis identified vulnerable communities in one census tract within the city, which includes the area around the downtown. This tract has a higher population of residents with disabilities and has a higher concentration of LMI households. As shown in other data, this area also contains a higher proportion of relatively affordable rental housing. Anecdotally, at the fair housing outreach events, staff had several conversations with individuals currently residing in neighboring communities that at one time lived in Pleasanton, but reported having moved because they could no longer afford to live in the city. This theme also appeared in the open-ended responses in the survey as well.

Based on the above quantitative and qualitative data points, this area is likely to have a greater need for more affordable housing to alleviate demand. Also, downtown Pleasanton is an increasingly desirable place to live due to its concentration of shopping and dining, historic character, walkability and services, suggesting there may be greater risk of displacement for lower-income residents.

The AFFH-related programs in this Housing Element include strategies to preserve and improve the existing housing stock, provide fair housing resources and support for tenants, and continue to implement strategies of the Downtown Specific Plan that encourage investment and provision of additional housing opportunities in this area.

Figure F-24: Vulnerable Communities



Source: HCD AFFH Geospatial Data

Homelessness

According to the Housing Needs Assessment, Pleasanton's population experiencing homelessness grew four-fold over four years, from 18 individuals in 2017 to 72 individuals in 2022. (The homeless population increased only modestly, however, between 2019 and 2022, from 70 to 72 individuals, based on Point in Time Count information.) Many homeless individuals also experience mental health and substance abuse issues, which can both compound the challenges of being without adequate shelter and make it more challenging to find housing solutions to accommodate their specific needs.

According to the Alameda County AI, as of 2019 there are 8,022 individuals experiencing homelessness across the county which is a 42 percent increase since 2017. In 2022, this number increased to 9,747 individuals, representing a 21.5 percent increase since 2019. Anecdotally, during the fair housing outreach events, staff heard a story from a community member that experienced homelessness for a period when her rent was increased by \$400 a month and she could no longer afford to rent the unit due to the huge spike. She was able to locate stable housing, however, was not connected to the services she needed quick enough to prevent the period of homelessness. For additional information on homelessness and resources for persons experiencing homelessness in Pleasanton is described in the Housing Needs Assessment (Appendix A).

Several programs are included in this Housing Element to specifically address the issue of homelessness, including dedication of local resources to assist homeless individuals and those at risk of becoming homeless, developing an Alternative Mental Health Response team who can work alongside the City's existing Homeless Outreach Team, and directly funding regional projects to provide short- and long-range housing opportunities.

F.4.6 Other Relevant Factors

Rates of Homeownership by Race and Ethnicity

Homeownership rates often vary considerably across race/ethnicity in the Bay Area and throughout the country. These disparities not only reflect differences in income and wealth but also stem from federal, state, and local policies that limited access to homeownership for communities of color while facilitating homebuying for White residents. While many of these policies, such as redlining, have been formally disbanded, the impacts of race-based policy are still evident across Bay Area communities. In Pleasanton in 2019, 26.5 percent of Black households owned their homes, while homeownership rates were 72.1 percent for Asian households, 48.0 percent for Latinx households, and 71.2 percent for White households. The 2019 ACS data for percentages of occupied housing units by race is presented in Table F-10.

Table F-10: Housing Tenure by Race/Ethnicity in Pleasanton (2019)

Pleasanton Race/Ethnicity	Ownership Rate Indexed to Population	Renter Occupied Units		Owner Occupied Units		Total Occupied Units
		Number	% of Total	Number	% of Total	
White alone, not Latino	30.0%	4,504	51.6%	12,254	60.4%	16,758
Black or African American alone	7.5%	308	3.5%	111	0.5%	419
American Indian and Alaska Native alone	30.9%	26	0.3%	82	0.4%	108
Asian alone	23.2%	2,410	27.6%	6,486	32.0%	8,896
Native Hawaiian/Other Pacific Islander alone	2.3%	109	1.2%	9	0.0%	118
Some other race alone	10.7%	274	3.1%	181	0.9%	455
Two or more races	10.8%	337	3.9%	436	2.1%	773
Hispanic or Latino origin	12.6%	1,045	12.0%	965	4.8%	2,010
TOTAL		8,725	-	20,286	-	29,011

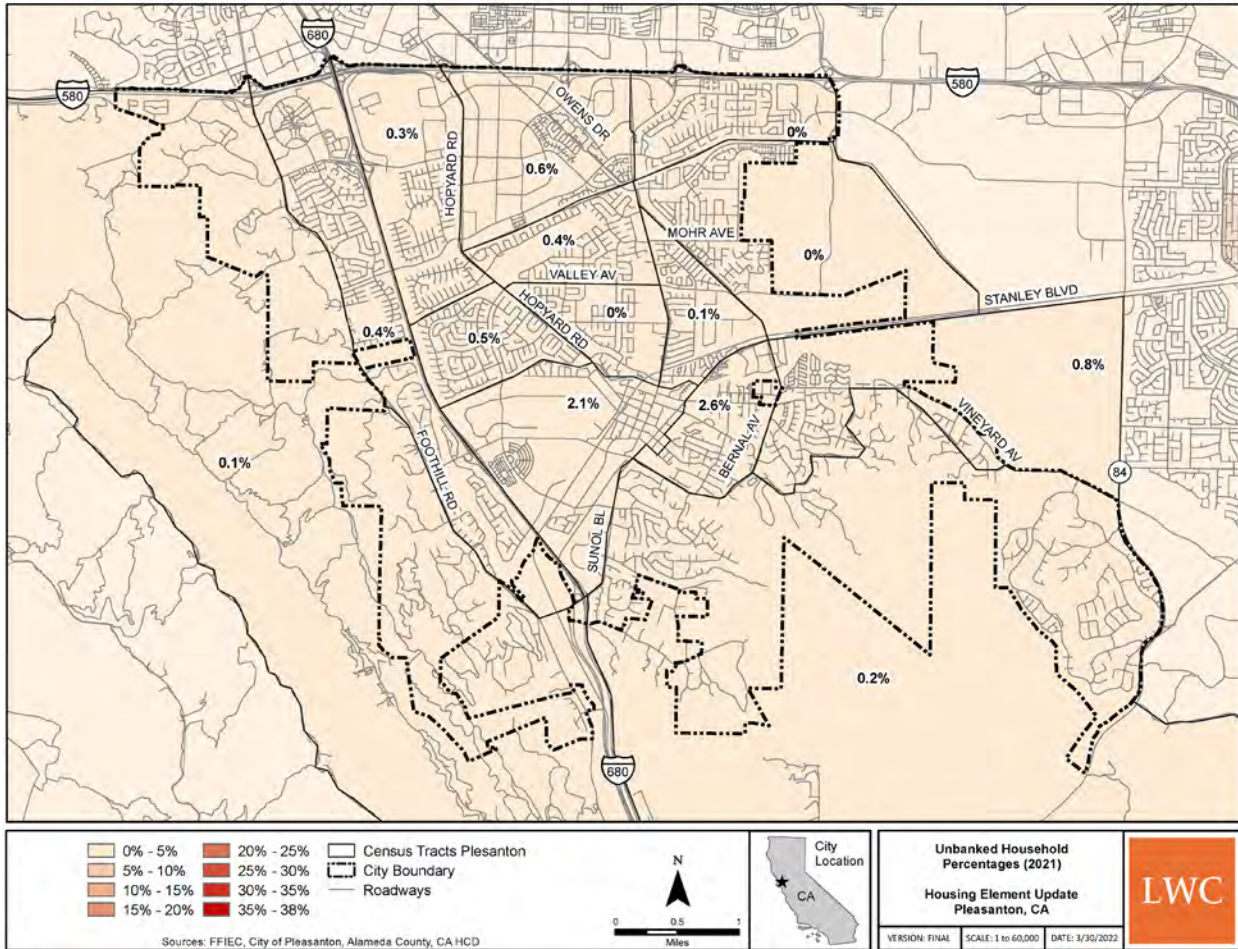
Source: ACS 2019 5-Year Estimates, Table S2502

Access to Banking or Credit

One obstacle to home ownership is lack of access to the first tier of the financial system to obtain banking services and loans. The Federal Financial Institutions Examination Council's (FFIEC) provides the Community Reinvestment Act (CRA) July 2021 census tract geospatial data provided as CRAMap 2021 (www.ffiec.gov/cra/). Included in the CRAMap 2021 data is the Unbanked Index which provides an estimate of households lacking access to the primary banking system. This index estimates the likelihood of a household will lack both a savings and checking account with a bank, thrift, or credit union.

Figure F-25 presents estimates for the percentages of households that lack access to banking and credit from the CRAMap 2021 Unbanked Index. Although these numbers are relatively low across the City (ranging from 0.0 to 2.6 percent), the data indicates the highest rates of such households as occurring in central Pleasanton tracts, around the Downtown. Identifying areas with relatively higher levels of residents without access to the primary banking system can facilitate the process of providing them first-tier financial services. This may aid lower income residents in avoiding a dependency on second-tier services, particularly predatory lenders.

Figure F-25: Percentage of Households without Access to Banking or Credit (2021)



Source: FFIEC CRAMap 2021 Geospatial Data

Housing Units by Type

As described in the Needs Assessment (Appendix A), Pleasanton’s housing stock is over 60 percent detached single-family homes; however, multi-family housing of five or more units had the most growth between 2010 and 2020 (a 38 percent increase). Increasing multi-family housing helps to diversify Pleasanton’s housing stock and accommodate the needs of residents with varying income levels and housing preferences. Multiple policies and programs are included to promote a mix of housing types and affordable by design approaches to meet various housing needs.

F.4.7 Summary of Fair Housing Issues

As described in the analysis above, Pleasanton is a high resource community with high employment rates, low poverty rates, proximity to jobs, high educational proficiency, and limited exposure to environmental health hazards. Pleasanton also has a higher share of above-moderate income residents when compared to other Alameda County cities. Even still, a citywide fair housing issue is high rates of overpayment by renters and homeowners, but the issue is somewhat more acute for renters. Pleasanton also has a higher share of White and Asian or Pacific Islander residents, though a lower share of Latinx and Black or African American residents compared to Alameda County. Throughout the outreach, the City heard that the cost and availability of housing is the top concern of the community, particularly for Pleasanton's lower-wage earning workforce, disabled residents, and seniors.

There are certain areas of the city, including the downtown tract (Tract 450607), that have a higher concentration of LMI households and a higher percentage of households with disabilities. Tract 450607 is also considered a vulnerable community that may be at a greater risk of displacement. This tract also contains a relative high proportion of Black or African American (4%) and Latinx residents (17.0%) compared to the rest of the City (1.7% and 9.9%, respectively). Throughout the outreach, staff heard from several people that they used to live in Pleasanton but could not afford increasing rent levels so had to move elsewhere. This highlights the need for place-based strategies for certain neighborhoods, specifically Tract 450607, as well as anti-displacement programs, alongside broader strategies that can improve the overall availability of housing to serve all sectors of the population, but particularly affordable housing for lower- and middle-income households, and those with special needs.

As evidenced in the community outreach, certain segments of Pleasanton's population who are in need of fair housing resources may be unaware of available options to them. This includes the City's seniors, disabled community, English as a second language (ESL) residents, and low-income households. As part of this Housing Element outreach, a survey was distributed in several languages and media formats. The City received a total of 293 responses, including 60 hard copies of the completed survey, highlighting the need for several media formats. The City also heard from ESL residents that the City appears unapproachable as it is not integrated in their community and does not have outreach materials regularly available in languages other than English.

Section F.5 Site Inventory

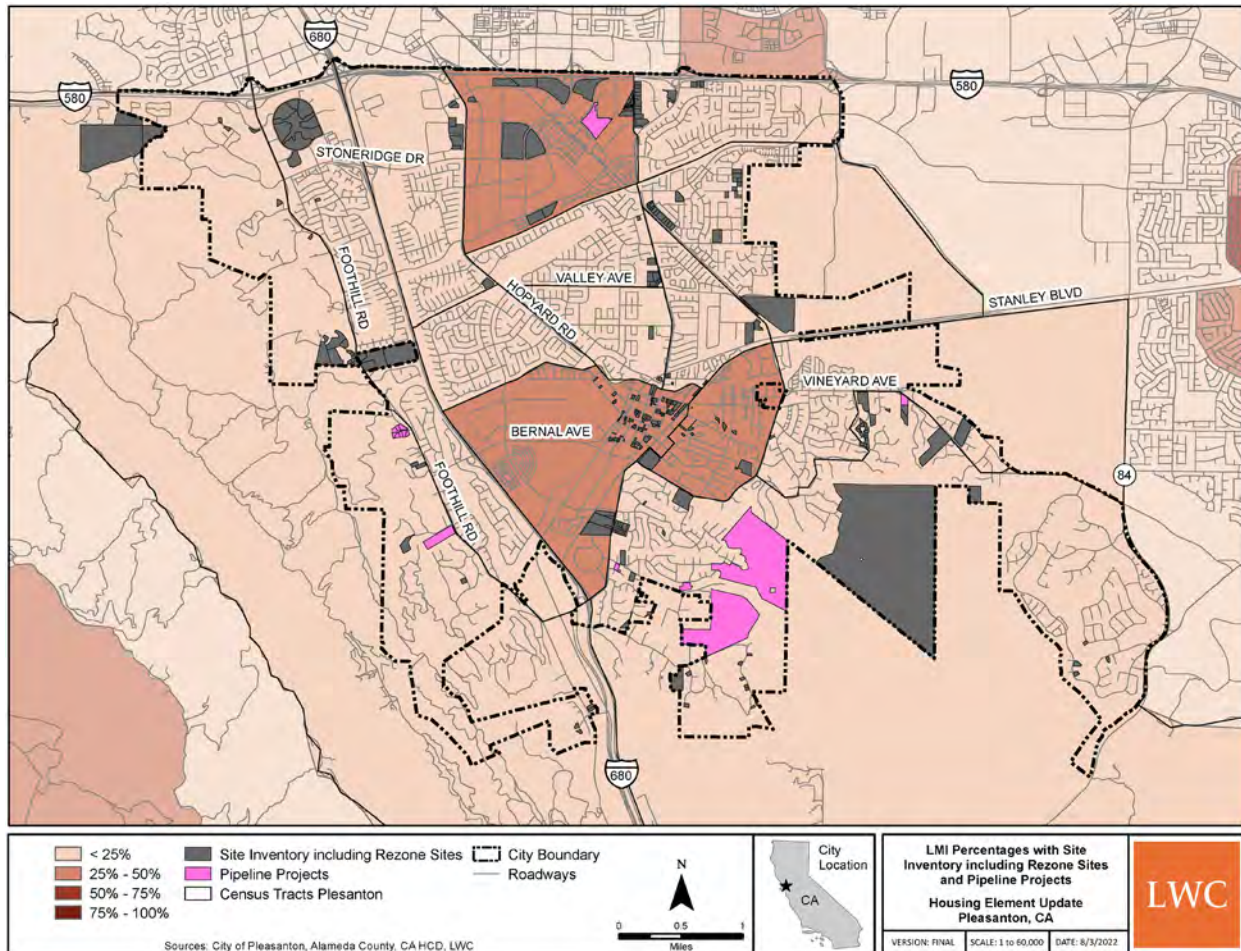
AB 686 requires a jurisdiction's site inventory to be consistent with its duty to affirmatively further fair housing. This section evaluates the City's site inventory locations against various measures in the Assessment of Fair Housing that includes income level, racially and ethnically concentrated areas of poverty, access to opportunity, and environmental risk to determine any socio-economic patterns or implications.

F.5.1 Potential Effects on Patterns of Segregation

A comparison of a jurisdiction’s housing element sites inventory, including sites currently zoned for residential and rezone sites, against its LMI households and R/ECAP area can reveal if the City’s accommodation of housing is exacerbating or ameliorating segregation and social inequity. The city contains two LMI percentage quartiles, less than 25 percent (82 percent of the city) and 25 to 50 percent (18 percent of the city). The sites inventory aligns closely with the overall city distribution placing 85 percent of sites quartiles with less than 25 LMI and 15 percent of sites in quartiles with 25-50 percent LMI. Therefore, distribution of sites does not perpetuate segregation, and programs would promote lower and moderate-income housing throughout Pleasanton, such as through the Inclusionary Zoning Ordinance.

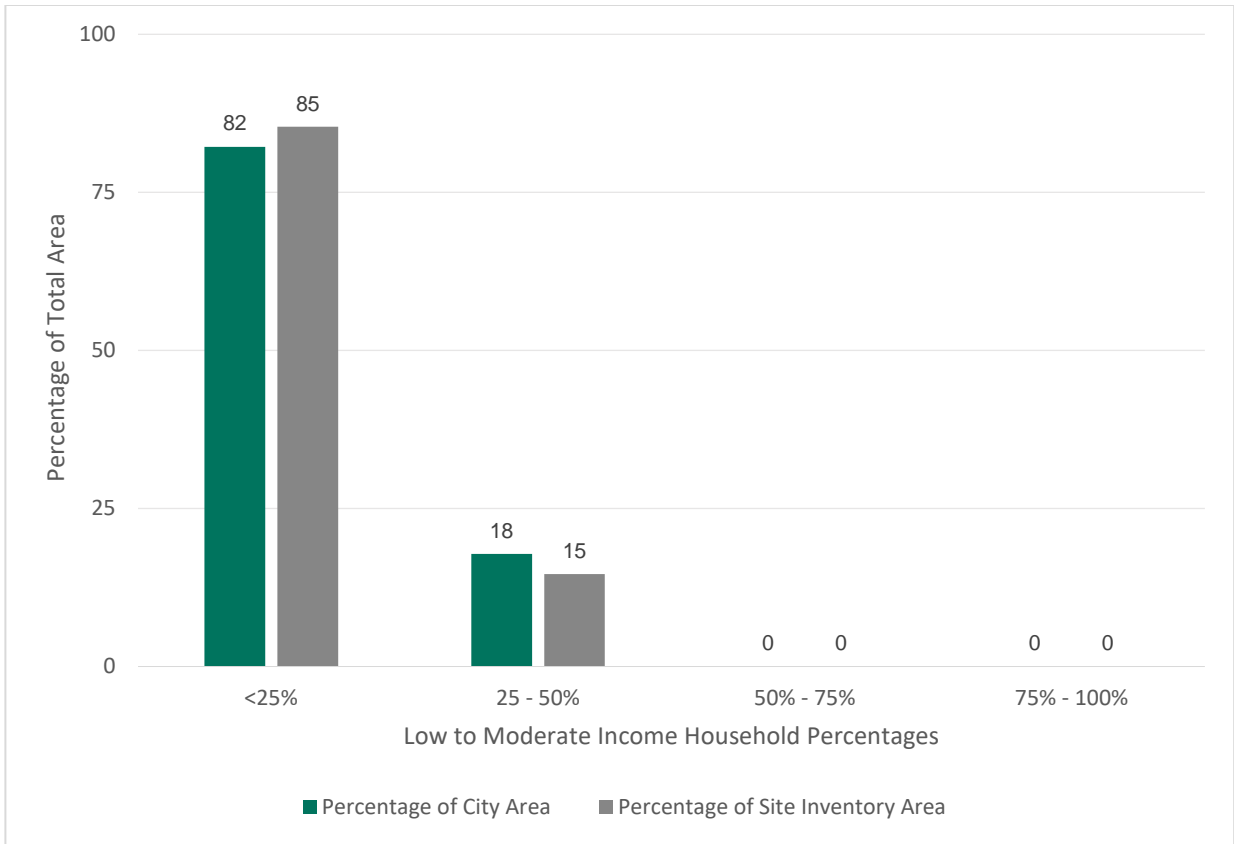
Figure F-26 shows the sites inventory, including rezone sites, across LMI concentrations. The pipeline projects are also shown, which are the entitled and proposed projects listed in Appendix B (Sites Inventory and Methodology, Table B-3). Figure F-27 compares the distribution of sites area to the area of LMI concentrations within the city.

Figure F-26: LMI Household Percentages (2015) with Site Inventory including Rezone Sites



Source: HCD AFFH Geospatial Data and LWC

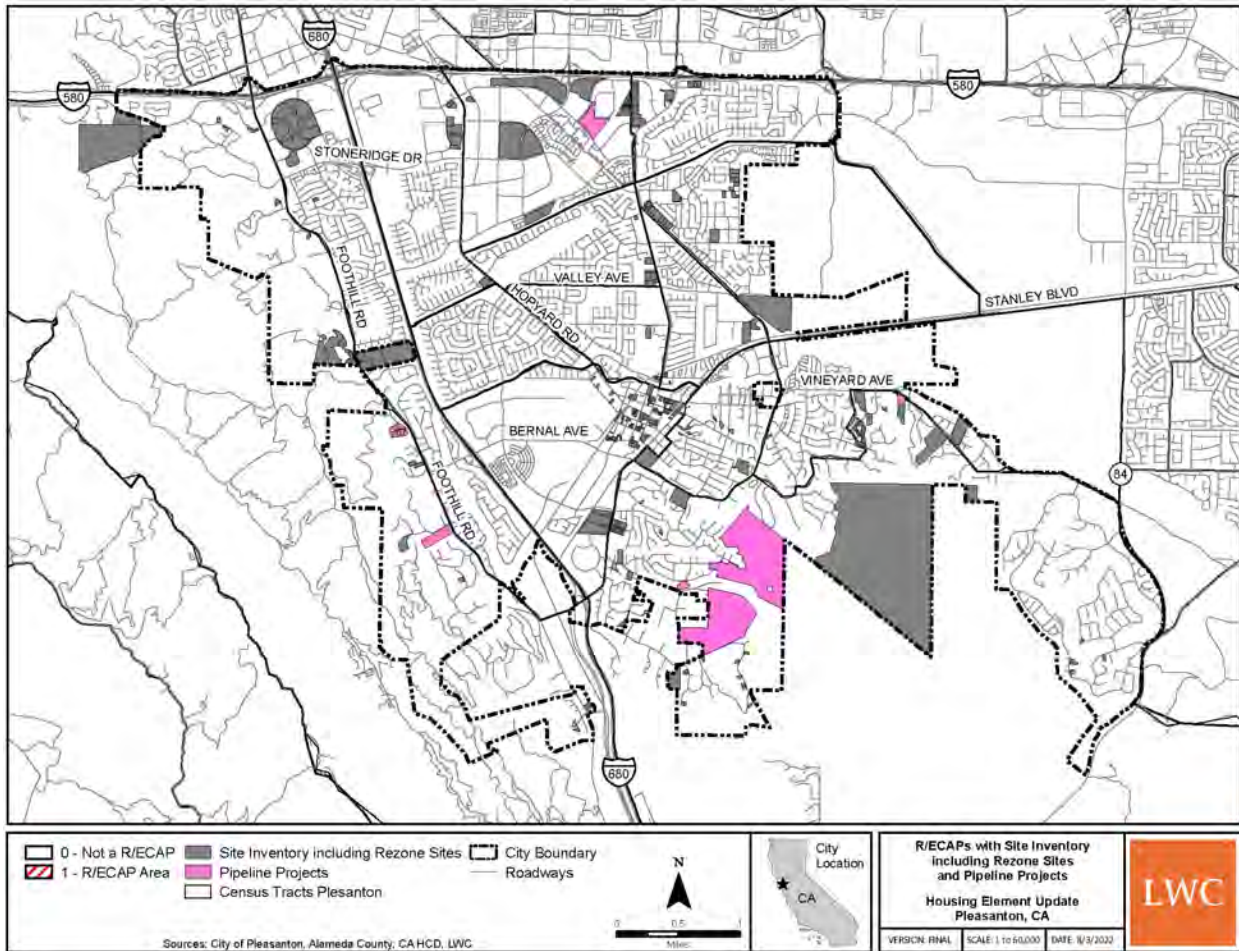
Figure F-27: Distribution of City and Site Inventory including Rezone Sites across LMI Concentrations by Area



Source: HCD AFFH Geospatial Data and LWC

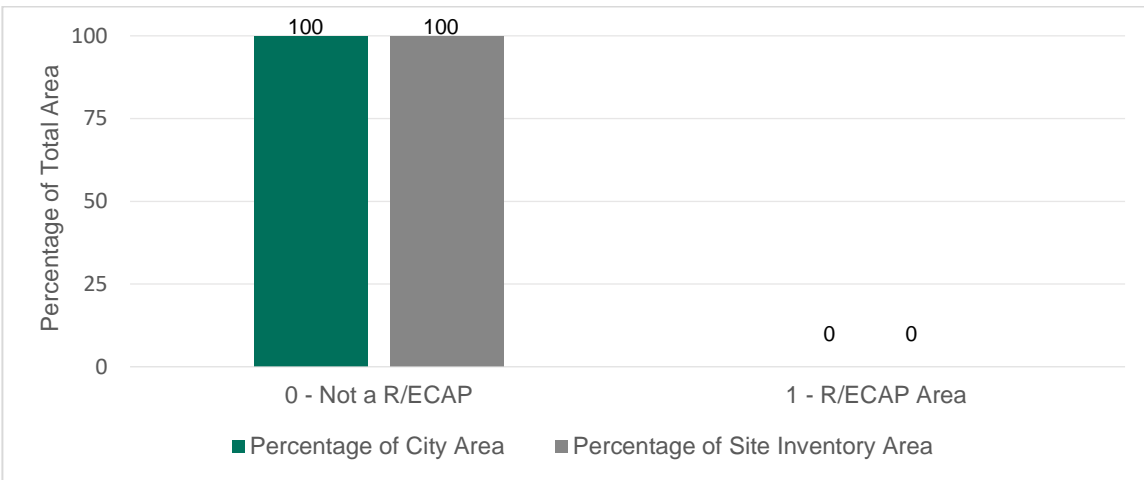
Figures F-28 and F-29 display the city and sites inventory areas, including rezone sites, associated with R/ECAP. As previously noted, Pleasanton does not have any R/ECAPs within its boundaries. The amount of site inventory area not within a R/ECAP is therefore 100 percent.

Figure F-28: R/ECAPs with Site Inventory including Rezone Sites



Source: HCD AFFH Geospatial Data and LWC

Figure F-29: Distribution of City and Site Inventory including Rezone Sites across R/ECAP by Area



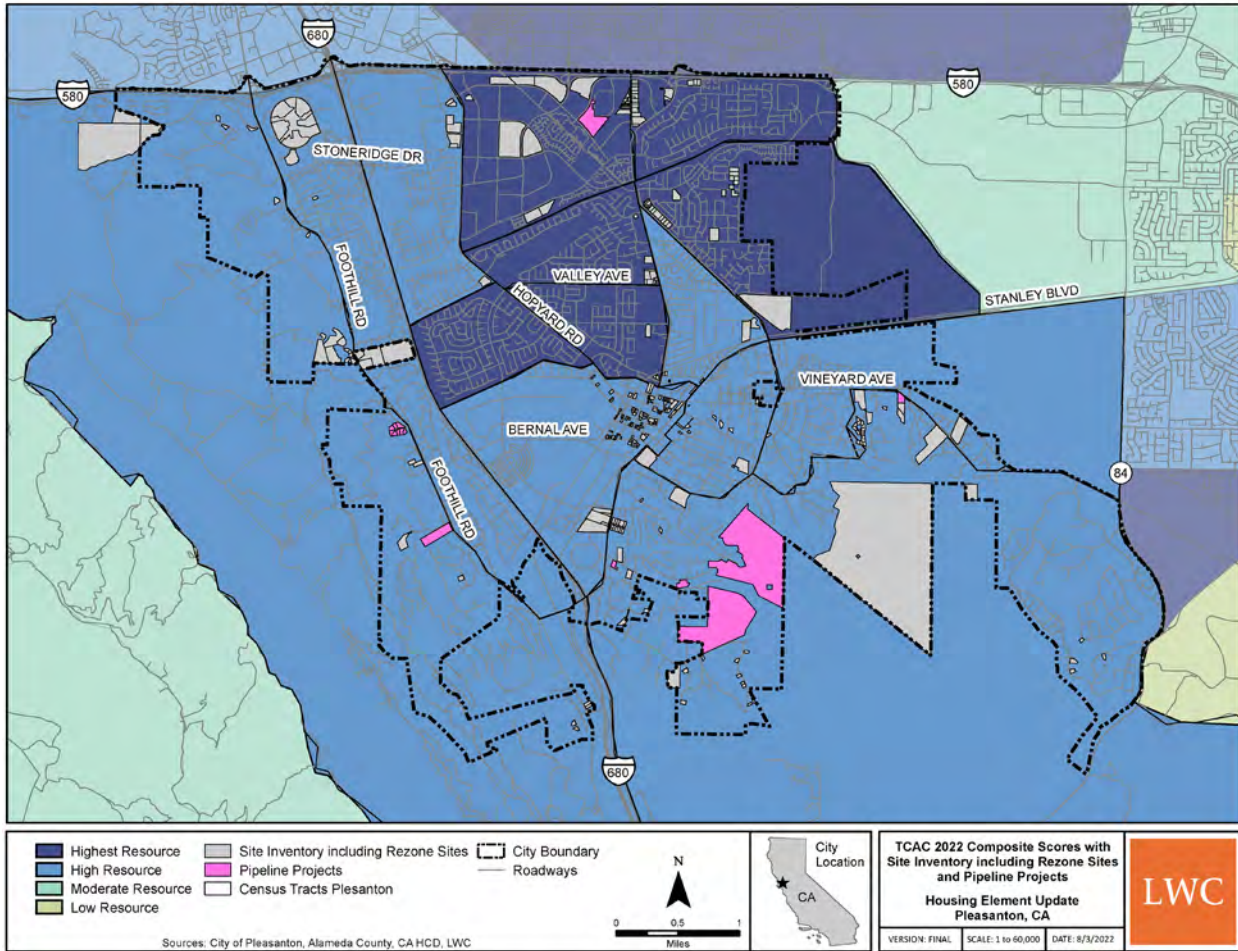
Source: HCD AFFH Geospatial Data and LWC

F.5.2 Potential Effects on Access to Opportunity

Figure F-30 shows the sites inventory, including rezone sites, across TCAC 2022 Composite Scores. As mentioned earlier, the city is categorized as either highest (26 percent of the total city) or high resource (74 percent of the total city) areas based on the TCAC Composite Score. These areas have been scored based on very good access to high quality schools and economic opportunities. As such, any additional affordable housing added to the city will enhance opportunity to high and higher resources areas. Sites identified at all income levels are located across both resource areas. The sites inventory aligns closely with the overall city distribution placing 18 percent of sites in highest resource areas and 82 percent of sites in high resource areas.

During the sites selection process described in Appendix B (Sites Inventory and Methodology, Section B.2.4), potential new housing sites were evaluated for proximity to transit, TCAC criteria, availability of infrastructure, and absence of environmental and other constraints, and other factors to ensure housing would be in areas with services and amenities. Therefore, the distribution of sites would improve overall access to opportunity as it provides more land available for housing in a high resource community.

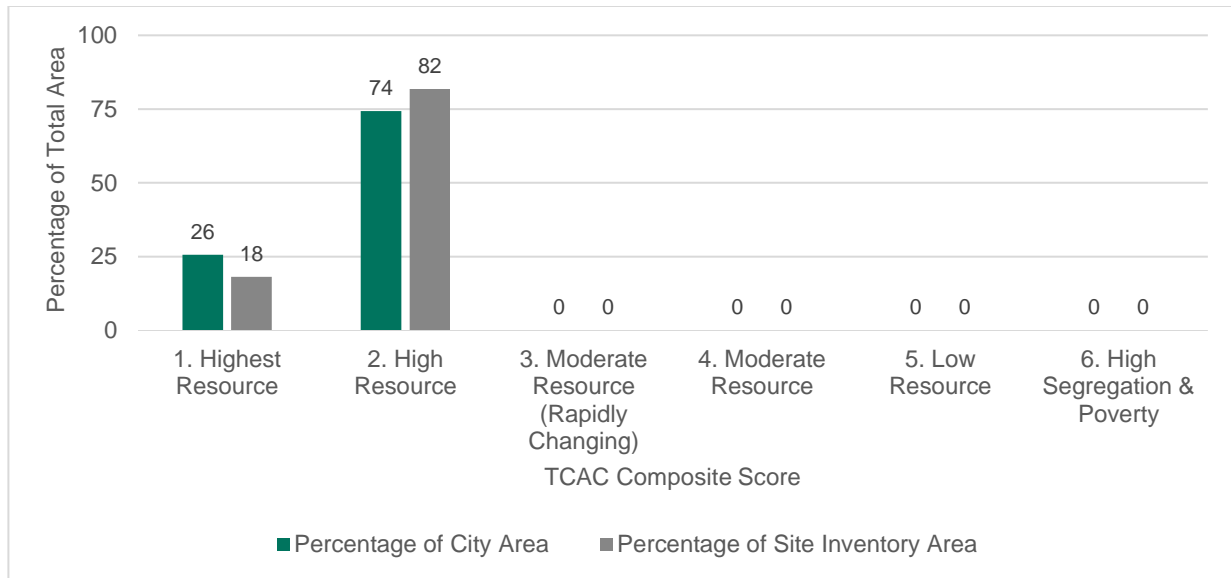
Figure F-30: TCAC 2022 Composite Scores with Site Inventory including Rezone Sites



Source: HCD AFFH Geospatial Data and LWC

Figure F-31 shows the distribution of site area that includes rezone sites compared to the area covered by each TCAC 2022 Composite Score within the city.

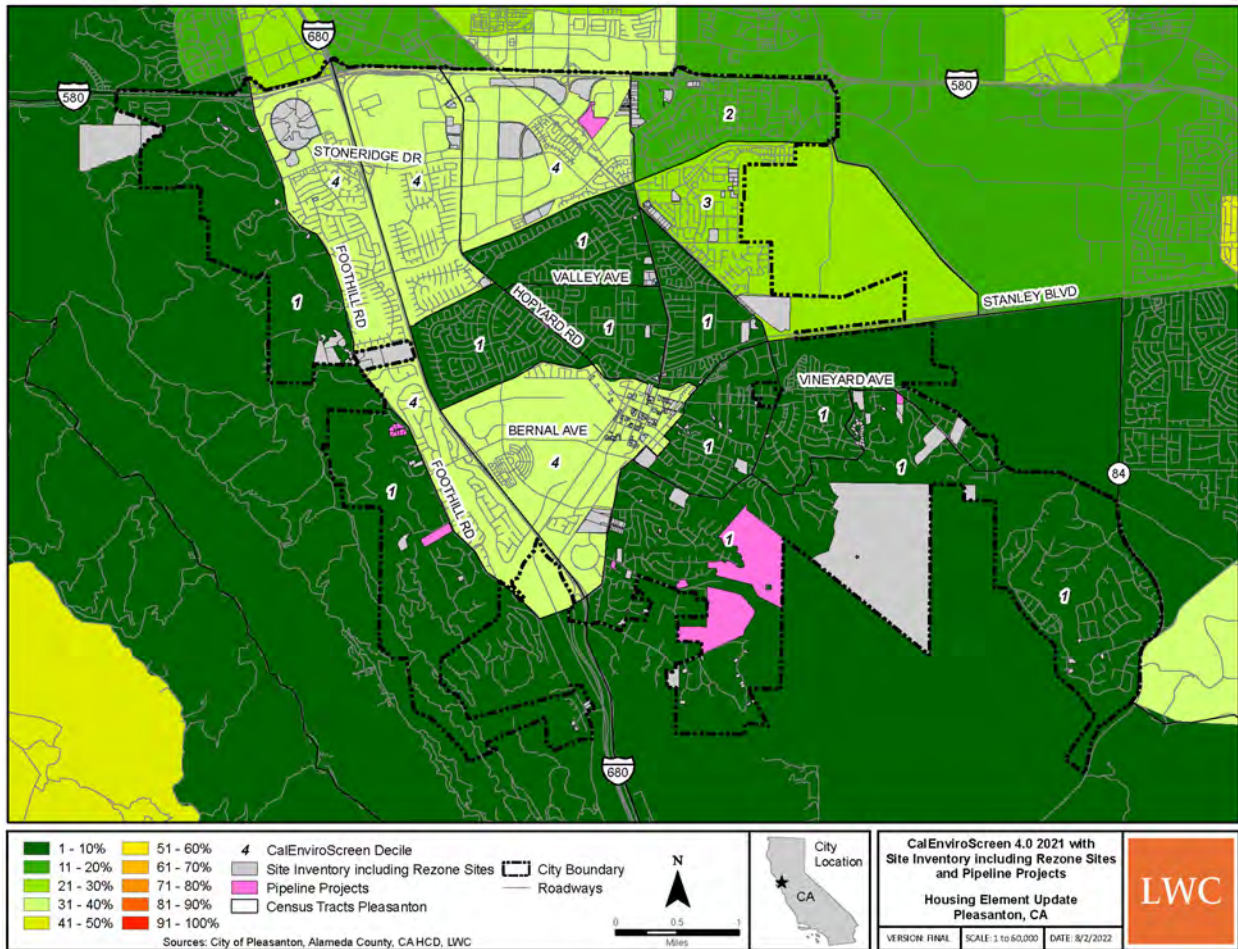
Figure F-31: Distribution of City and Site Inventory including Rezone Sites across 2022 Composite Scores by Area



Source: HCD AFFH Geospatial Data and LWC

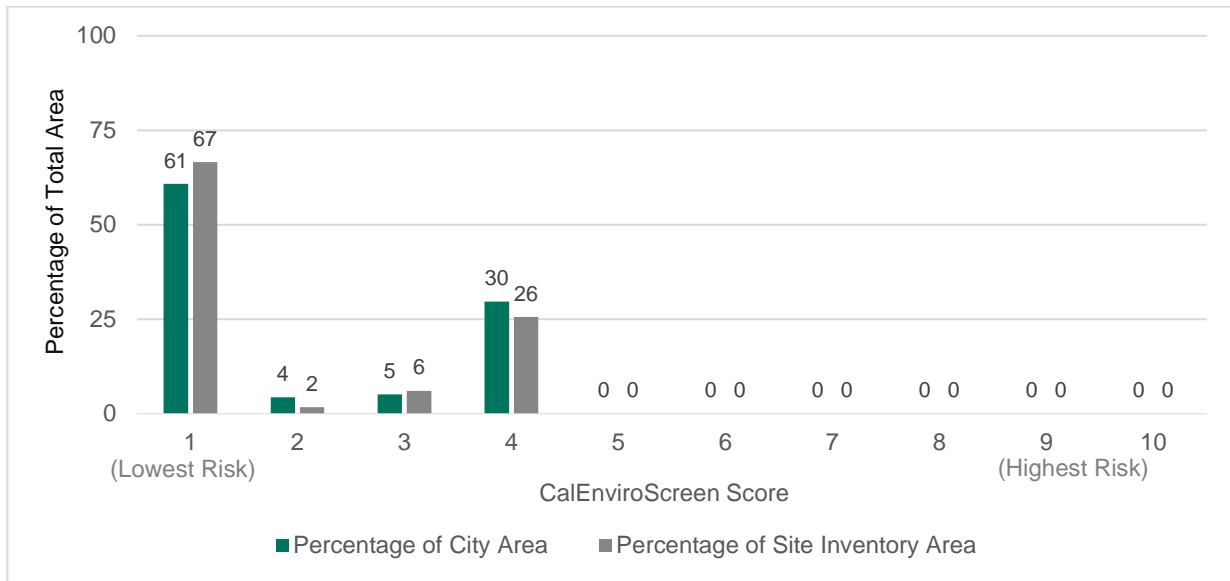
Figure F-33 shows the site inventory, including rezone sites, across CalEnviroScreen scores with each decile range noted on the map. Figure F-33 shows the distribution of site inventory, including rezone sites, compared to the area within the city covered by each CalEnviroScreen score presented as a decile. The city has four CalEnviroScreen scores ranging from 1 percent to 40 percent (which includes four decile scores ranging from 1 to 4). The highest environmental risk to residents (score four- which is still a comparatively low risk) accounts for 30 percent of city area and makes up 26 percent of the sites inventory area. A majority of the city (61 percent) has a decile score of 1 which is the lowest risk. 67 percent of the sites inventory falls in this decile.

Figure F-32: CalEnviroScreen Scores with Site Inventory including Rezone Sites



Source: HCD AFFH Geospatial Data and LWC

Figure F-33: Distribution of City and Site Inventory including Rezone Sites across CalEnviroScreen Scores



Source: HCD AFFH Geospatial Data and LWC

Section F.6 Contributing Factors and Meaningful Actions

Table F-11 lists the most prevalent fair housing issues and their corresponding contributing factors for the City of Pleasanton, as prioritized through the findings from this AFFH assessment.

Table F-11: Contributing Factors

Priority	Contributing Factors	Fair Housing Issue
1	<ul style="list-style-type: none"> Location and type of affordable housing 	Disparities in Access to Opportunity
2	<ul style="list-style-type: none"> Lack of affordable, integrated housing for persons with special needs Need for continued investments in specific neighborhoods 	Disproportionate Housing Needs
3	<ul style="list-style-type: none"> Displacement of residents due to economic pressures Community opposition 	Segregation and Integration
4	<ul style="list-style-type: none"> Lack of variety of media, marketing, and language access 	Outreach

Table F-12 consists of proposed housing programs the City will pursue to specifically overcome identified patterns and trends from the above assessment and proactively affirmatively further fair housing in Pleasanton. The programs are detailed with metrics and milestones in the Housing Plan.

Table F-12: Meaningful Actions

Contributing Factor	AFFH Strategy	Housing Implementation Programs ¹
Location and type of affordable housing	New housing choices and affordability in areas of opportunity	<ul style="list-style-type: none"> Proactively assist in the acquisition/development of at least one site for housing affordable to lower-income households, including units with a mix of unit sizes. (Program 1.5)
Lack of affordable, integrated housing for persons with special needs	New housing choices and affordability in areas of opportunity	<ul style="list-style-type: none"> For multi-family projects of a certain size, provide an equal or greater proportion of required adaptable very low- and low-income units as adaptable market-rate units accessible to disabled and/or senior households in the project. (Program 5.4) Adopt a Universal Design Ordinance to increase the number of accessible units in single-family, duplex, and triplex projects. (Program 5.4) Assign a portion of the City's Lower Income Housing Fund for housing projects which accommodate the needs of special housing groups such as for persons with physical, mental, and/or developmental disabilities, and persons with extremely low-incomes and experiencing homelessness. (Program 5.5)
Need for continued investments in specific neighborhoods	Place-based strategies to encourage community conservation and revitalization	<ul style="list-style-type: none"> Rehabilitate substandard housing, including multi-unit housing within downtown Pleasanton and elsewhere in the city. (Program 3.5) Invest in infrastructure, particularly with respect to areas expected to see additional infill and new multi-family development. (Program 4.4)
Displacement of residents due to economic pressures	Protecting existing residents from displacement	<ul style="list-style-type: none"> Support access to rental housing for lower- and moderate-income households, and protect tenants from displacement by working with the Alameda County Housing Authority to maintain funding for housing vouchers, enhance outreach, apply provisions of the Condominium Ordinance, and develop an enhanced local rental assistance program. (Program 2.8) Implement a range of strategies to address the needs of the unhoused population and those at-risk of becoming unhoused, including a local or subregional (Tri-Valley) framework to complement that developed for Alameda County. (Program 5.1)
Community opposition	New housing choices and affordability in areas of opportunity	<ul style="list-style-type: none"> Facilitate the production of ADUs through standard building plans and promotion. (Programs 1.8 and 1.9) Outreach to educate the community about affordable housing and its benefits to the community. Prepare materials in multiple languages. (Program 7.5)
Lack of variety of media, marketing, and language access	Housing mobility strategies	<ul style="list-style-type: none"> Identify and adopt specific practices and strategies to foster greater inclusivity and equity in access to all City programs and services, including housing and human services programs. This will include developing improved partnerships with community serving organizations, relationship building, and ensuring materials are available in a variety of media and languages. (Program 7.4)

Table F-12: Meaningful Actions

Contributing Factor	AFFH Strategy	Housing Implementation Programs ¹
¹ Programs are detailed with metrics and milestones in the Housing Plan (see Section 4 of the Housing Element).		

Attachments:

1. AFFH Survey Summary Report, Pleasanton
2. AFFH Segregation Report, Pleasanton
3. [Regional Analysis of Impediments to Fair Housing Choice](#), County of Alameda (Online only)

Attachment 1



Affirmatively Furthering Fair Housing (AFFH) Survey Summary Report

CITY OF PLEASANTON
Housing Element Update



HOUSING ELEMENT AFFH SURVEY SUMMARY REPORT

May 2022

PREPARED BY:

City of Pleasanton
Planning Division
200 Old Bernal Avenue
Pleasanton, California 94566



I INTRODUCTION..... I

I.1 AFFIRMATIVELY FURTHERING FAIR HOUSING OUTREACH OVERVIEW I

I.2 SURVEY & OUTREACH METHODOLOGY..... I

2 SURVEY RESULTS SUMMARY 5

2.1 RESPONDENT PROFILE 5

2.2 RESPONDENT PROFILE I I

 2.2.1 Local Area Sentiments..... I I

 2.2.2 Levels of Agreement: Housing-Related Topics..... 14

 2.2.3 Levels of Support: Housing in Local Area..... 16

 2.2.4 Views on Housing-Related Policies..... 18

 2.2.5 Open Ended Questions..... 23

3 CONCLUSION..... 25

I Introduction

I.1 AFFIRMATIVELY FURTHERING FAIR HOUSING OUTREACH OVERVIEW

The City of Pleasanton (“City”) is in the process of updating the Housing Element of the General Plan. The 6th Cycle Housing Element, which will cover the eight-year period between 2023-2031, must be adopted by January 2023. Assembly Bill 686 (AB 686), passed in 2018, requires cities and counties to administer programs and activities relating to housing and community development in a manner to affirmatively further fair housing, and to not take any action that is materially inconsistent with this obligation. AB 686 defined “affirmatively further fair housing” to mean “taking meaningful actions, in addition to combat discrimination, that overcome patterns of segregation and foster inclusive communities free from barriers that restrict access to opportunity” for persons of color, persons with disabilities, and other protected classes. AB 686 requires that all housing elements prepared on or after January 1, 2021, include an Affirmatively Furthering Fair Housing (AFFH) analysis that outlines existing conditions and informs fair housing goals and actions and housing site selection.

The City published an online survey and conducted outreach events to gather feedback on impediments to fair housing and housing needs in Pleasanton, perception of housing costs and availability, support for a variety of housing types, and housing policies. The community engagement effort was targeted to reach those that may be facing barriers to housing opportunity in Pleasanton. The feedback from the survey is intended to inform the City and the consultant team, and complement analysis and research on current housing trends, city constraints, and evaluate various approaches to meeting housing needs across income levels.

I.2 SURVEY & OUTREACH METHODOLOGY

The intent of AFFH outreach is to target groups that may face housing insecurity within Pleasanton or barriers to housing in Pleasanton. By design, this survey is not statistically representative of a larger community or population. The attitudes expressed are that of those who chose to participate in the survey. Survey distribution involved Zoom focus groups, participation in Alameda County Regional Analysis of Impediments to Fair Housing Choice outreach (Appendix F: Attachment 3), participation in the Alameda County Collaborative (AC Collaborative) Community Based Organizations Panel, in-person events, passive in-person outreach, mailings, and digital communication. The survey, which was based on a model survey created by ABAG/MTC for the purpose of soliciting community input on housing issues, could be filled out online, on a paper copy returned to the City or over the phone. The majority of respondents filled out the survey online, generating a unique response ID. 61 respondents filled the survey out using a paper copy, and this data was input by City Staff in order to analyze those responses alongside those provided on-line. The survey was made available in English, Spanish, Mandarin, Vietnamese, and Tagalog. The survey

was posted or “active” for 30 days, starting April 1, 2022, through May 1, 2022. The survey generated 293 unique responses.

Zoom focus groups were conducted with organizations which work with traditionally underserved populations, as well as with employee groups, including La Familia, St. Clare’s Episcopal Church and St. Bart’s Episcopal Church, Pleasanton Downtown Restaurant Association, and the Association of Pleasanton Teachers and Association of Pleasanton staff. Staff discussed housing concerns/needs and learned about additional outreach opportunities with these groups. Exhibit 1 includes a summary from these focus groups.

The AC Collaborative Community-Based Organizations Panel was a discussion on Zoom, held April 25, 2022 with representatives from local community-based organizations: East Bay Community Law Center, El Timpano, Centro Legal de la Raza, Legal Assistance for Seniors, Easy Bay Innovations, Eviction Defense Center, and La Familia. Exhibit 2 includes a summary from this meeting.

In person outreach events included the following:

- City staff tabled in the foyer of Muslim Community Center (MCC) East Bay during three prayer services. Staff interacted with several members of MCC and discussed housing concerns/needs, distributed over 50 survey flyers in addition to members taking photos of the quick response (QR) code, and gathered approximately 40 contacts for the Housing Element email Distribution list.
- Staff met with one downtown Pleasanton restaurant staff member to discuss housing concerns/needs (the meeting was primarily conducted in Spanish). The restaurant staff member indicated that the other restaurant employees were hesitant and concerned to meet with staff and he would share collective opinions/thoughts that had been communicated by his colleagues. Staff distributed a flyer and contact information.
- Staff tabled at a Día del Niño event hosted by La Familia at the Livermore library. The event was attended by many families with children. Staff discussed housing concerns/needs in both Spanish and English, provided flyers in Spanish and English advertising the survey, and set up engagement boards to solicit feedback.

The above efforts supplement the other broad outreach that has been conducted throughout the Housing Element process, including a City website that is translatable into multiple languages, and messaging in Chinese, Spanish and Hindi on publications about upcoming events and information.



Exhibit 3 includes a summary of the in-person outreach events.

Passive in-person outreach included distribution of the survey in the City’s Senior Center, the City’s library (specifically to those in the English language learning and adult literacy programs), displayed in the library, and distributed with Open Heart Kitchen meals. Notice of the survey was posted in specific NextDoor neighborhood groups and distributed via mail to four below market rate housing communities in Pleasanton (the hard copy of the survey was sent upon request). Additionally, it was digitally distributed to the following organizations:

- Axis Community Health
- Abode Services
- Culinary Angels
- Open Heart Kitchen
- Spectrum Community Services
- Tri Valley Haven
- Child Abuse, Listening, Interviewing, and Coordination (CALICO) Center
- Legal Assistance for seniors
- Sunflower Hill
- Assistance League of Amador Valley
- Chabot LP/TV One Stop Career Center
- CityServe of the Tri Valley
- Hively
- Hope Hospice
- Lions Blind Center of Diablo Valley
- Centro Legal de La Raza
- Community Resources for Independent Living (CRIL)
- ECHO Housing
- Goodness Village
- Habitat for Humanity
- Tri-Valley REACH
- Senior Edge Newsletter

The survey was made up of 41 questions that solicited responses around concerns, reason for optimism, housing availability and cost, housing attitudes and perception of need, support for housing types, support for housing polices, and demographics of respondents. Participants were

assured that their participation would be handled with confidentiality; that survey results would only be reported in aggregate format, with no personally identifiable information included in project reports or communications.

This report summarizes the key themes that emerged from the survey results and includes charts and graphs of the collective results as well as summaries of responses to open-ended questions. As survey respondents were not required to answer every question, the number of responses varies from question to question. The number of people who responded to, versus “skipped” a question, is noted for each response. Given the final sample size it is difficult to draw quantitative conclusions. Therefore, the data is being utilized primarily as a qualitative tool.

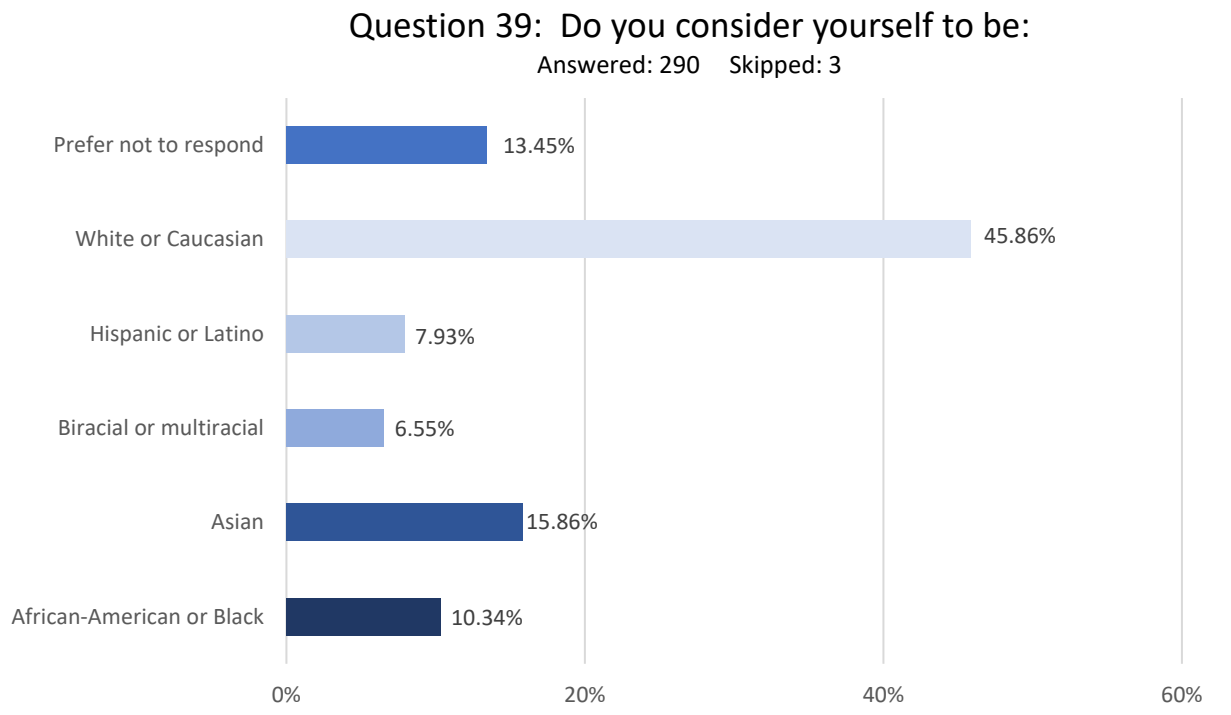
2 Survey Results Summary

2.1 RESPONDENT PROFILE

In the 30 days the survey was posted, 293 individuals completed the survey. The goal of the demographic questions was to collect aggregate data on the demographics of the community. This data is self-reported and can only be used to describe respondents who self-selected to take the survey. It should not be considered representative of the broader community. Of the respondents, 78% were women, 23% were men and 1% was non-binary. Survey participants identified their highest degree received: 19% of respondents had graduate or professional degrees (MA, PhD, MBA, Doctorate), 34% completed a Bachelor’s degree, 28% completed some college or less than a 4-year degree, 5% completed a technical or vocational school, 5% graduated high school, and 1% completed some high school. Additionally, survey respondents identified their age: 38% of respondents were over 65, 28% were 41-56, 14% were 25-40, 10% were 57-64, and less than 1% were 24 and under.

Question 39 allowed survey participants to identify their racial and ethnic background. Respondents identified themselves as White or Caucasian (133), African-American or Black (30), Hispanic or Latino (23), Filipino or Pacific Islander (5), Vietnamese (1), Chinese (18), other Asian (22), biracial or multiracial (11), or something else (8). For purposes of this analysis, Asian includes those who identified as Filipino or Pacific Islander, Vietnamese, Chinese, and other Asian.

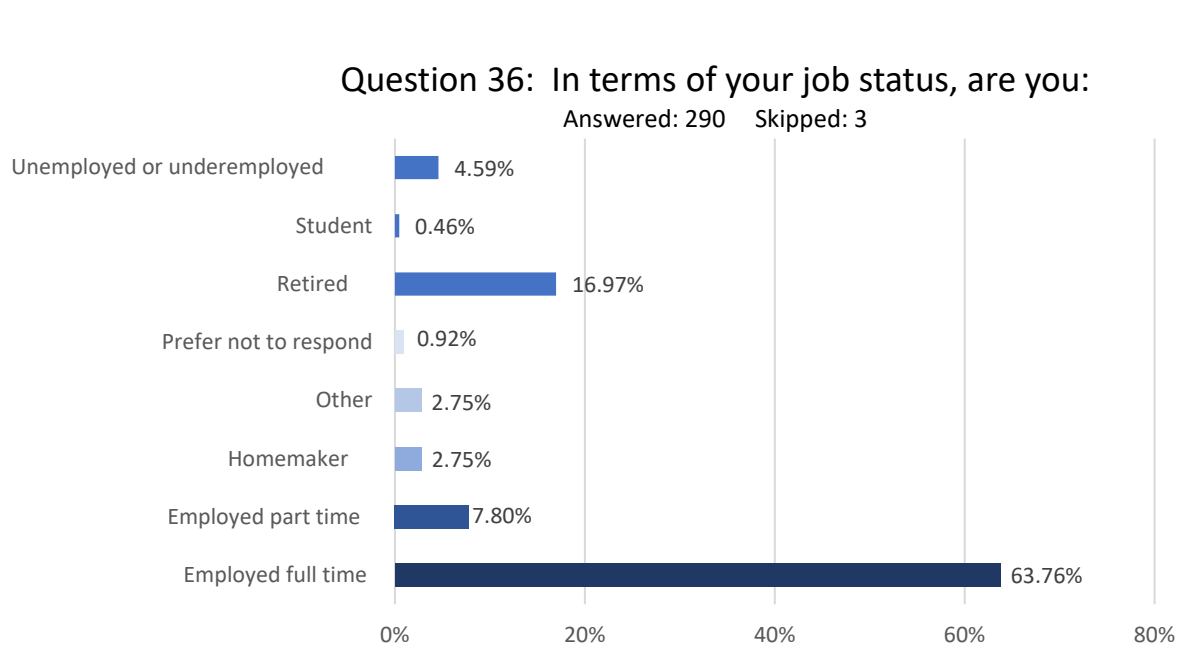
Table 1



In 2020, Pleasanton was: 43% white, 1.7% Black, 9.9% Hispanic/Latino, 39.6% Asian/Pacific Islander, 5.9% other or multiple races.¹ This survey proportionally represents white people and Hispanic/Latino people, underrepresents Asian/Pacific Islanders and overrepresents African Americans.

Question 36 asked respondents to share their employment status. Most respondents were employed full time (148).

Table 2



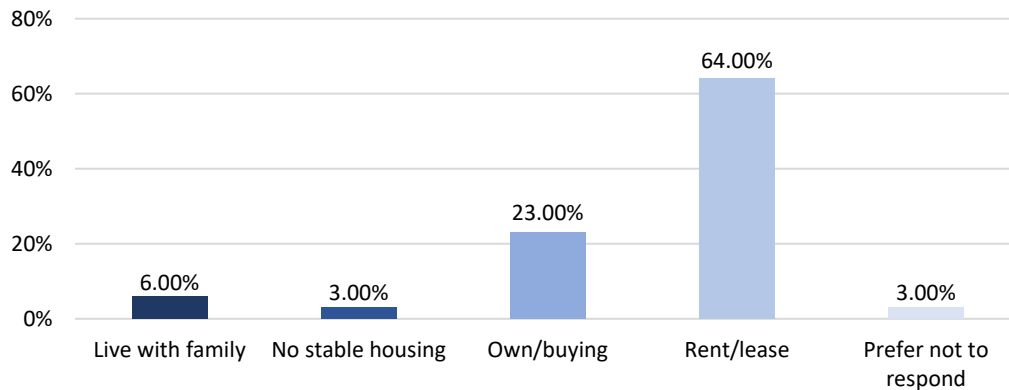
Question 32 allowed respondents to select one response about their residency. Respondents identified themselves as living with family (16), having no stable housing (10), owning or being in the process of buying a home (67), or renting (184).

¹ Source: IPUMS National Historical Geographic Information System (NHGIS). U.S. Census Bureau, 2020 Census State Redistricting Data (Public Law 94-171) Summary File, 2020 Census of Population and Housing, Table P002.

Table 3

Question 32: Do you currently own the home or apartment where you live, do you rent, do you live with family, or do you not have stable housing?

Answered: 287 Skipped: 6



Most survey respondents were renters, whereas in the broader Community Survey the majority of respondents (close to 77%) own their homes and 15.65% identified themselves as Renters. The survey reflects the responses of ten individuals with no stable housing. Respondents in this category may be unsheltered or may be moving from one temporary housing arrangement to another. The 2019 Alameda County Homeless Count & Survey found that there were 70 unsheltered people living in Pleasanton.² In Pleasanton there are a total of 29,011 housing units, and fewer residents rent than own their homes (30.1 percent versus 69.9 percent).³

Asian, biracial and multiracial, Hispanic and White respondents share of renters versus homeowners is approximately proportionate with the broader survey response. African American respondents are disproportionately renters, with 0 African Americans reporting homeownership.

² Source: EveryOne Counts! Alameda County Homeless Count & Survey, 2019. Most recent data available.

³ Source: ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25003)

Table 4

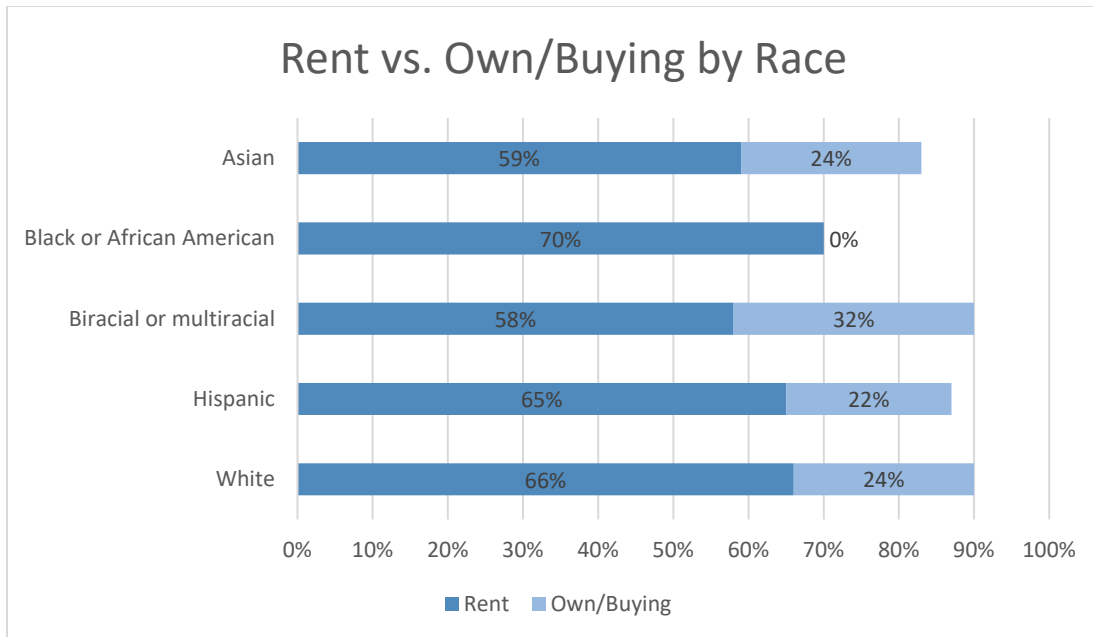


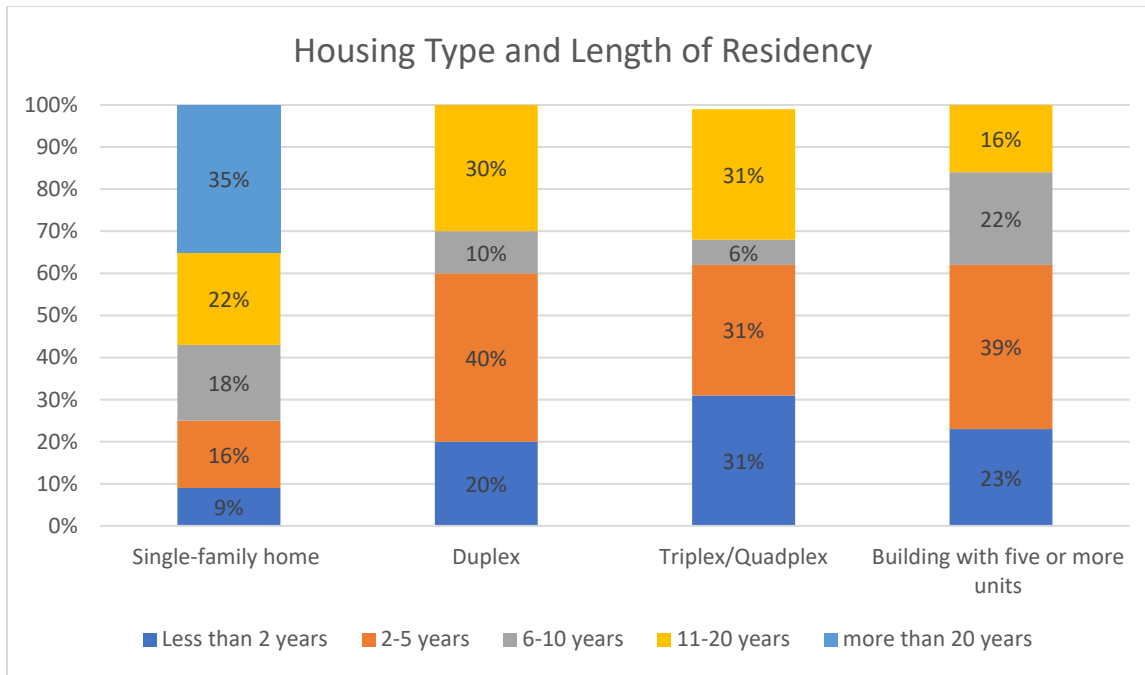
Table 4 shows the proportion of homeownership to renters by race. 12 percent of respondents to question 32, shown in Table 3 lived with family, had no stable housing, or declined to respond. The responses in Table 4 reflect the 88 percent of respondents that rent or own their homes, so the vertical bars do not total 100 percent. Per the American Community Survey 5-Year data, in Pleasanton, 26.5 percent of Black households owned their homes, while homeownership rates were 72.1 percent for Asian households, 48.0 percent for Latinx households, and 71.2 percent for White households.⁴

Questions 33 and 34 asked respondents to identify what type of unit they live in and the length of residency at their current address. 39% of respondents live in a building with five or more units, 32% of respondents live in a single-family home, 9% of respondents live in a duplex, triplex or fourplex. The housing stock of Pleasanton in 2020 was made up of 60.5 percent single-family detached homes, 9.7 percent single-family attached homes, 5.6 percent multi-family homes with 2 to 4 units, 22.9 percent multi-family homes with 5 or more units, and 1.3 percent mobile homes.⁵

⁴ ABAG 2021 Pre-certified Housing Needs Data (U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25032)

⁵ Source: ABAG 2021 Pre-certified Housing Needs Data (California Department of Finance, E-5 series)

Table 5

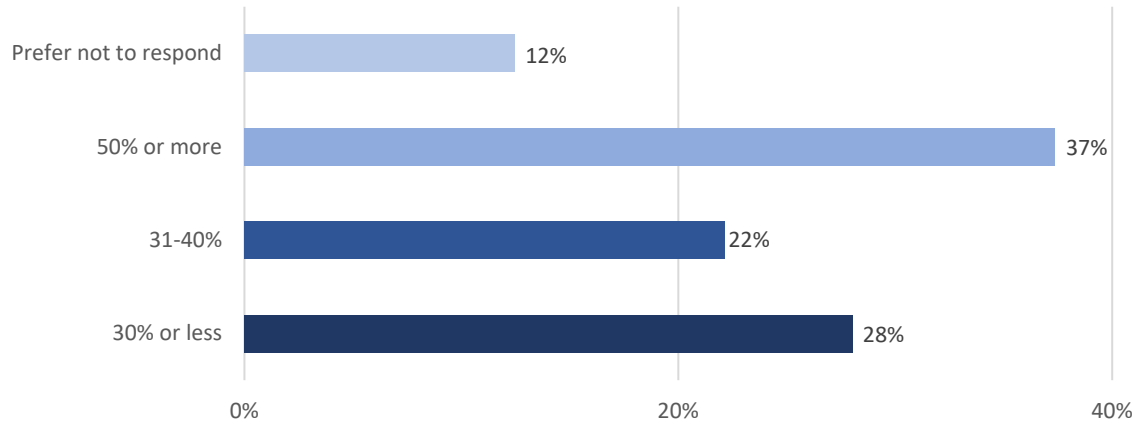


Question 35 asked respondents what percentage of their income they spend on rent. For housing costs to be considered affordable, a household’s total housing costs should not exceed 30 percent of household income, according to the US Department of Housing and Urban Development (HUD). Households paying more than 30% of income toward housing are considered housing “cost-burdened,” and those with housing costs that exceed half of their income are considered “severely cost-burdened.”

Table 6

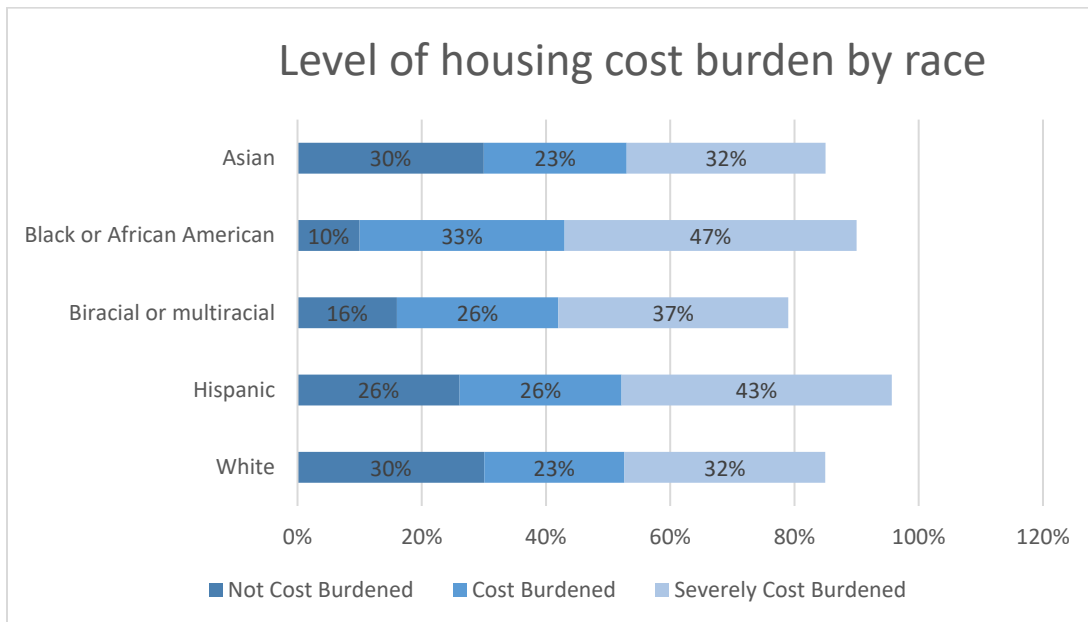
Question 35: Approximately what percentage of your household income do you spend on housing?

Answered: 289 Skipped: 4



Under the HUD definition, the majority of respondents (108) are severely cost-burdened and an additional 64 respondents are cost-burdened. The following graph shows the level of cost burden by race.

Table 7



African Americans, Hispanics, biracial and multiracial people are disproportionately severely cost-burdened. Fewer white people are impacted by cost burdening relative to the total number of white respondents.

2.2 RESPONDENT PROFILE

2.2.1 Local Area Sentiments

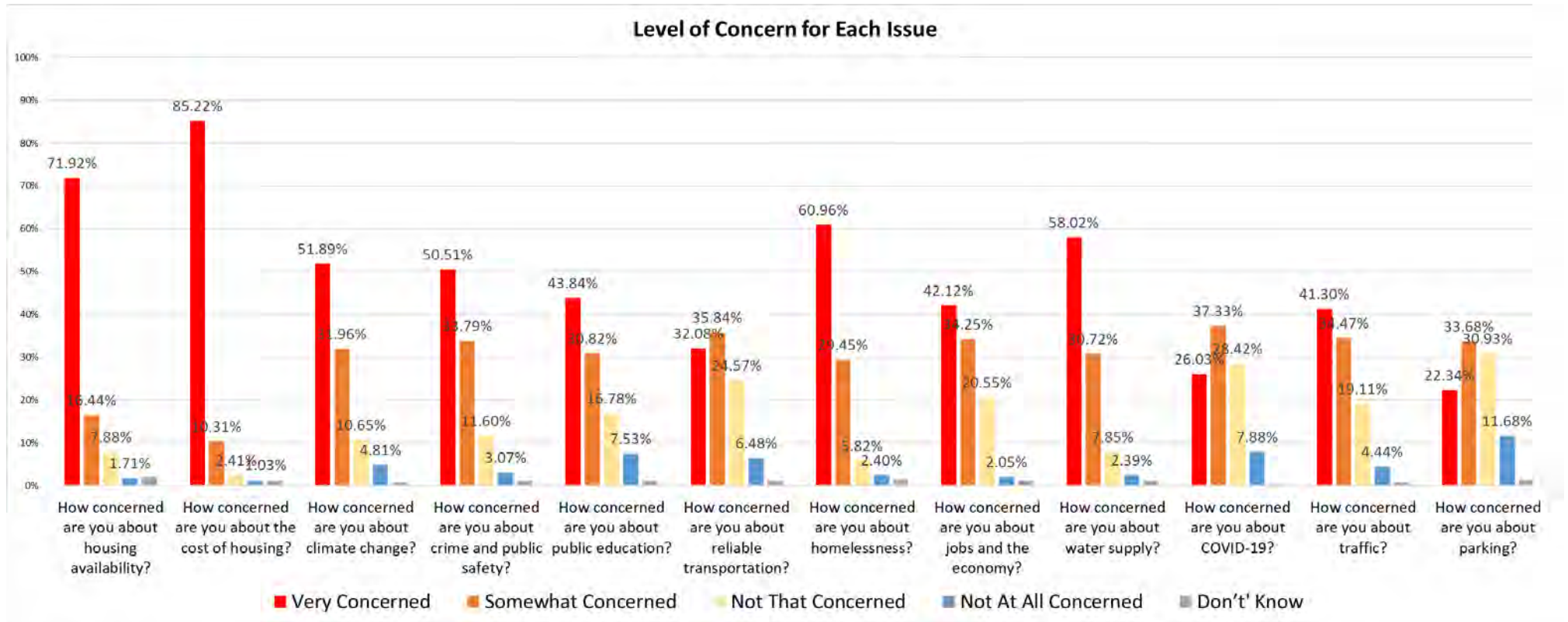
Survey Question Introduction: Please indicate how concerned you are about each of the following items using a scale of very concerned, somewhat concerned, not that concerned, not at all concerned, or don't know.

Answered: 292 Skipped: 1

The following section asked respondents about several issues in their local area and how concerned they are. The following are the issues analyzed: housing availability, housing cost, climate change, crime and public safety, public education, reliable transportation, homelessness, jobs and the economy, water supply, COVID-19, traffic, and parking.

Table 8 (Questions 5-16) illustrates the level of concern for each of the issues indicated above. Overwhelmingly, the top three “very concern” issues are: cost of housing (85.22%), housing availability (71.92%), and homelessness (60.96%). Additionally, the area of least concern is the issue of parking at 11.68%.

Table 8 – Questions 5-16



Questions 17 and 18 asked the respondents to compare two issues to a year ago: finding housing in their local area and cost of housing in their local area. A majority indicated that it's much harder to find a place to live (48.97%). Similarly, a majority indicated that it's much more expensive to find a place to live (65.75%).

Table 9 – Question 17

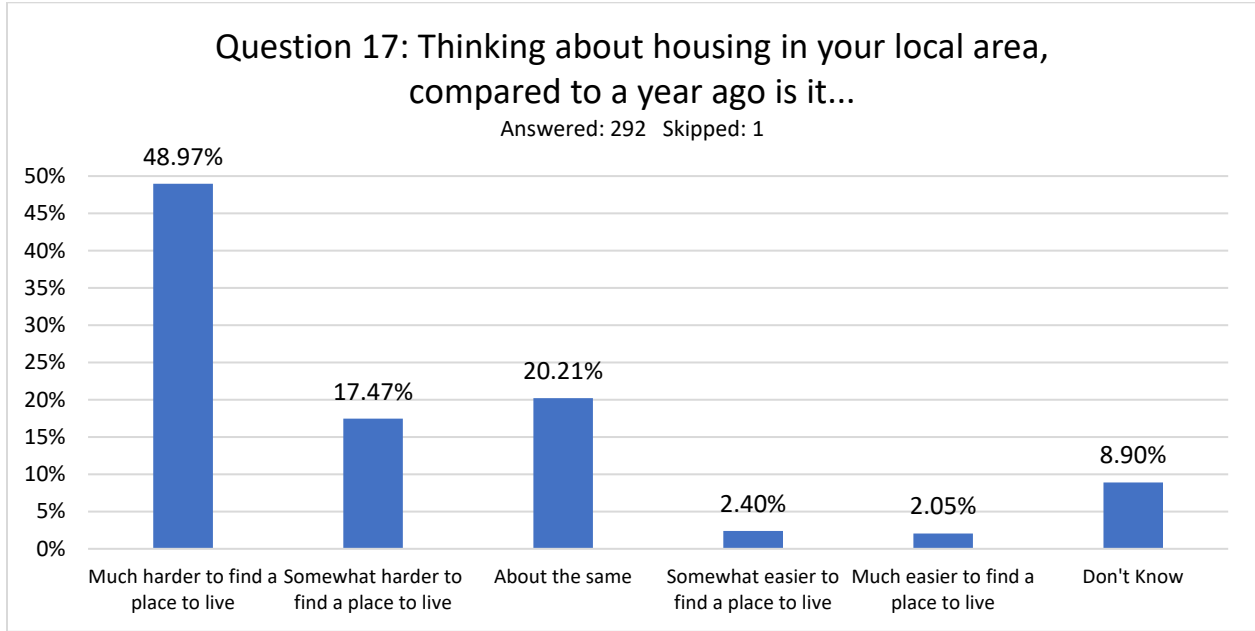
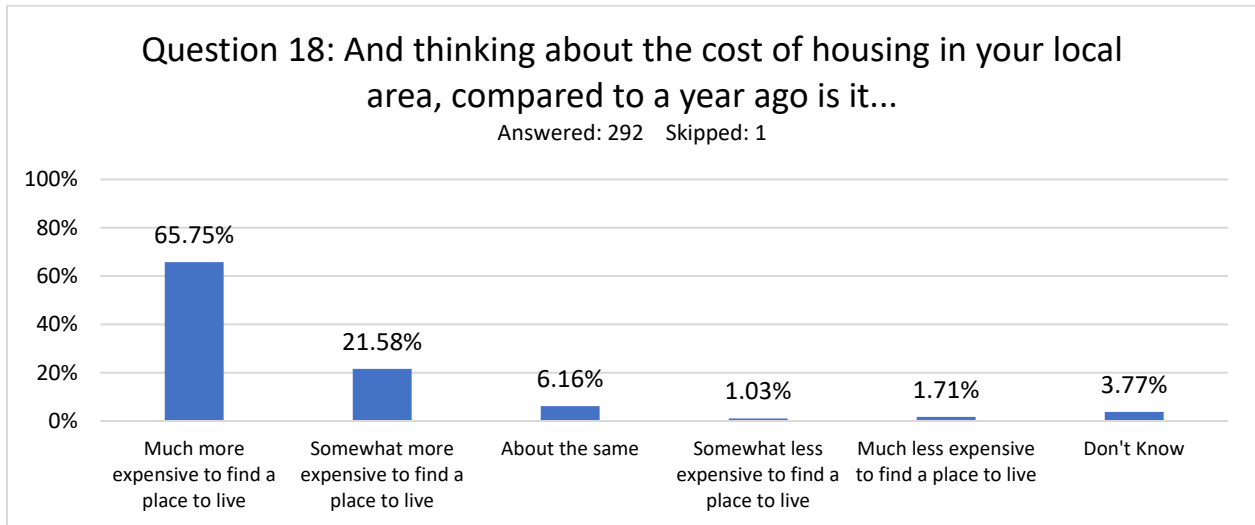


Table 10 – Question 18



2.2.2 Levels of Agreement: Housing-Related Topics

Survey Question Introduction: Please indicate whether you strongly agree, somewhat agree, somewhat disagree, strongly disagree, or don't know with each of the following statements:

Surveyed: 293

This survey section included three statements about housing in the local area and asked the respondent to indicate their level of agreement for each statement from “strongly agree”, “somewhat agree”, “somewhat disagree”, “strongly disagree”, or “don't know”.

The first two statements (Questions 19 and 20) asked if finding an affordable place to live was concerning for one-self, friends, or family. A large majority agree that they are concerned about finding an affordable place in the local area for themselves (63.54% strongly agree and 12.85% somewhat agree) and even more for friends or family members (66.21% strongly agree and 22.07% somewhat agree). Cumulatively, 76.39% of respondents for question 19 indicated some level of agreement to the statement and 88.28% for question 20.

Table 11 – Question 19

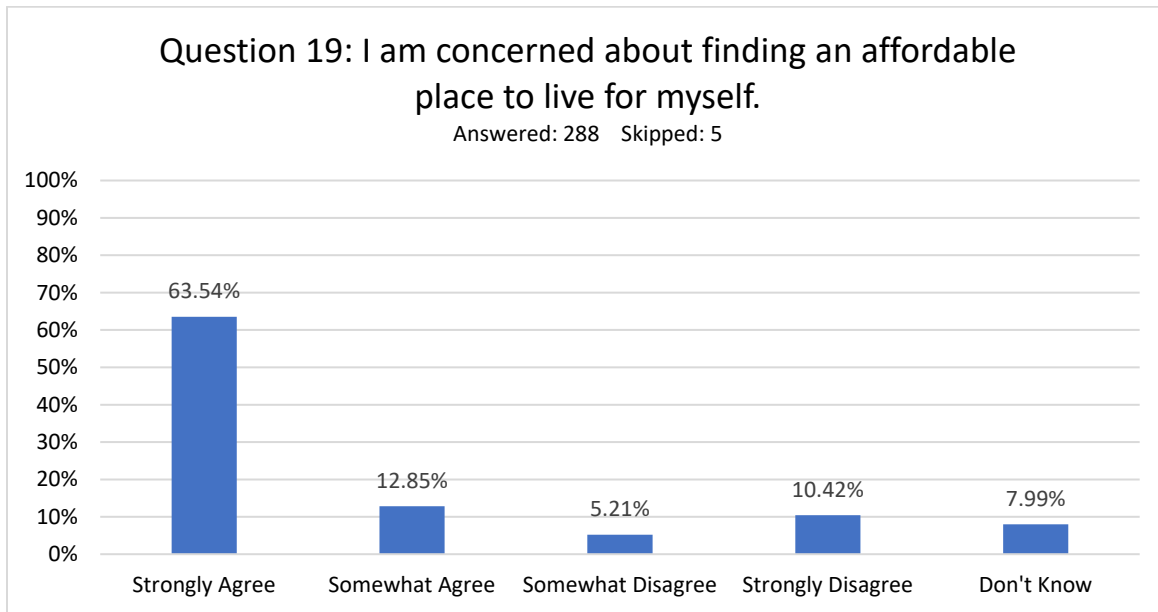
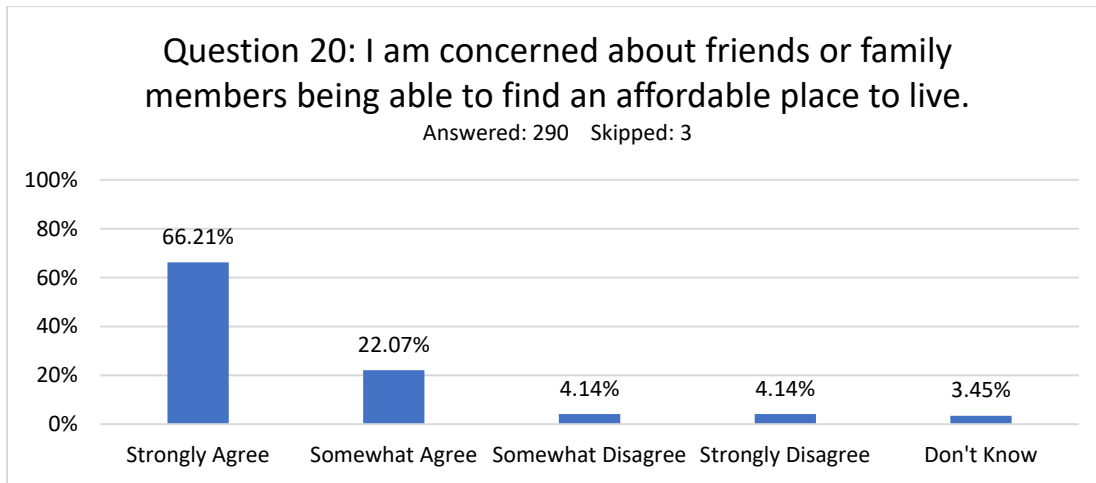
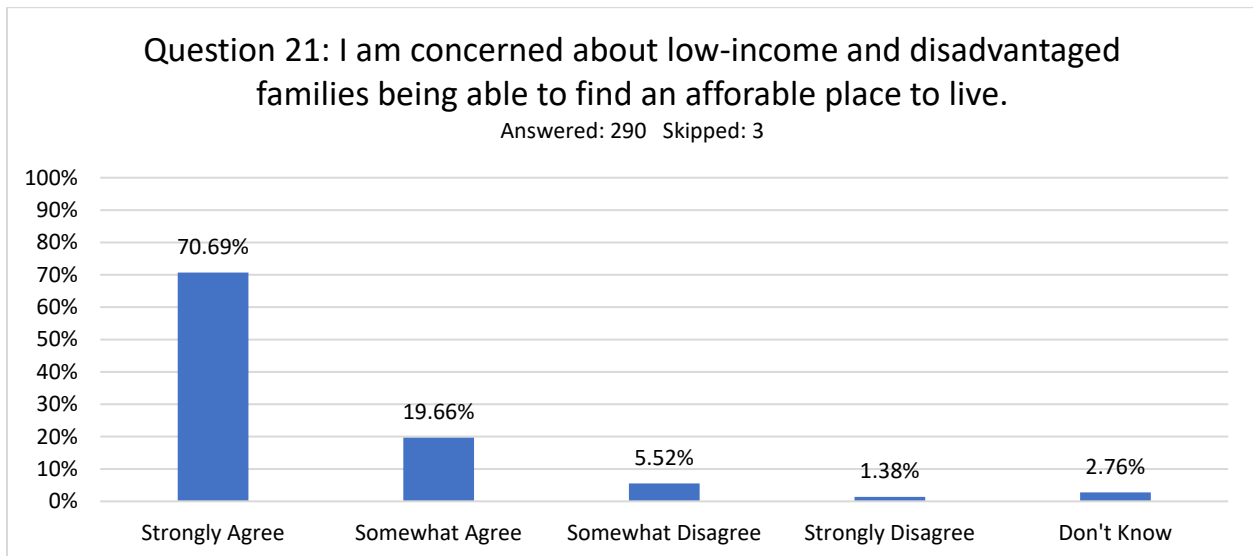


Table 12 – Question 20



Question 21 provided a statement that focused specifically on low-income and disadvantaged families finding an affordable place to live. The majority of the respondents agree (70.69% strongly agree and 19.66% agree) that they are concerned about low-income and disadvantage families being able to find an affordable place to live.

Table 13 – Question 21



2.2.3 Levels of Support: Housing in Local Area

Survey Question Introduction: Please indicate whether you strongly support, somewhat support, somewhat oppose, strongly oppose, or don't know with each of the following questions:

Surveyed: 293

This survey section included five questions about housing in the local area and asked the respondent to indicate their level of support for each question from “strongly support”, “somewhat support”, “somewhat oppose”, “strongly oppose”, or “don't know”.

The first question (Question 22) asked the level of opposition or support they have for more housing in their neighborhood. A majority support more housing in their neighborhood (41.58% strongly support and 23.71% somewhat support).

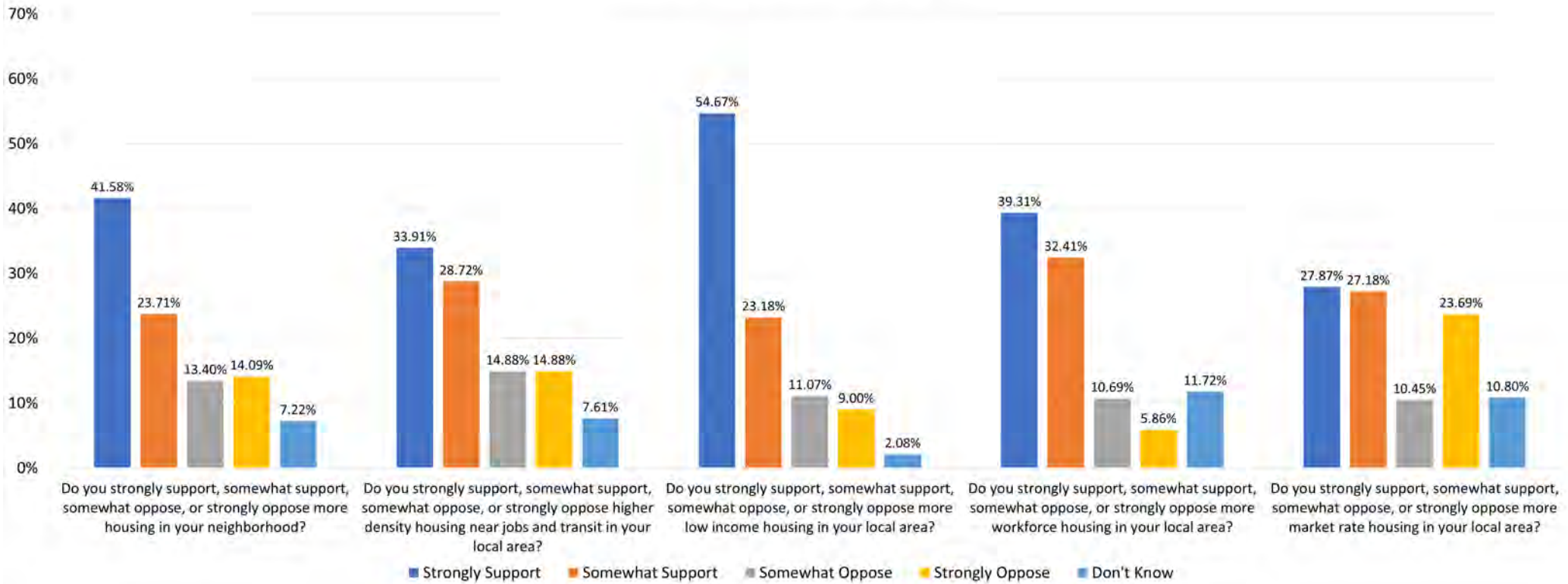
For question 23, the majority of respondents support higher density housing near jobs and transit in their local area (33.91% strongly support and 28.72% somewhat support).

The next two questions (Questions 24 and 25) asked the level of opposition or support they have for more low-income housing and workforce housings respectively. A majority support more low-income housing in their local area (54.67% strongly support and 23.18% somewhat support). Similarly, a majority support more workforce housing in their local area (39.31% strongly support and 32.41% somewhat support).

Question 26 asked the level of opposition or support respondents have for more market rate housing in their area. The majority of respondents support more market rate housing in their local area (27.87% strongly support and 27.18% somewhat support). Cumulatively, 55.05% of respondents for question 26 indicated some level of support.

Table 14 – Questions 22 through 26

Level of Support for Housing Related Topics



2.2.4 Views on Housing-Related Policies

Survey Question Introduction: Read a list of potential proposals around housing policy in your local area. Please indicate whether you support or oppose that proposal.

Surveyed: 293

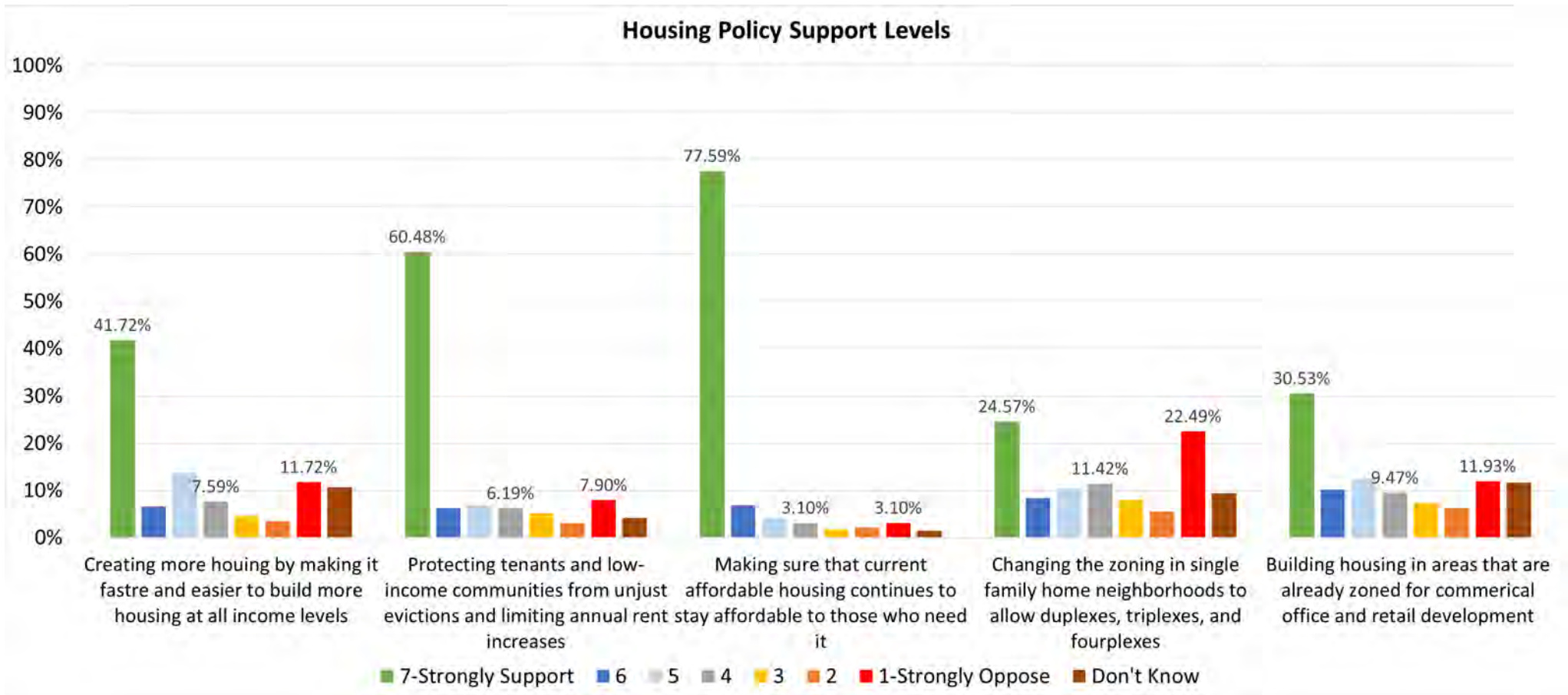
This survey section included five statements about housing policy in the local area and asked the respondent to indicate their level of support using numerical scale for each question from “1-Strongly oppose” to “7-Strongly support”, including a “Don’t know” option.

The first statement (Question 27) asked the level of support for creating more housing by making it faster and easier to build more housing at all income levels. The overwhelming majority of respondents answered to “strongly support” at 41.72%. The second statement (Question 28) focused on protecting tenants and low-income communities from unjust evictions and limiting annual rent increases. A great majority of respondents indicated “strongly support” at 60.48%.

For the third statement (Question 29), the greater number of respondents at 77.59% strongly support the proposal of making sure the current affordable housing continues to stay affordable to those who need it.

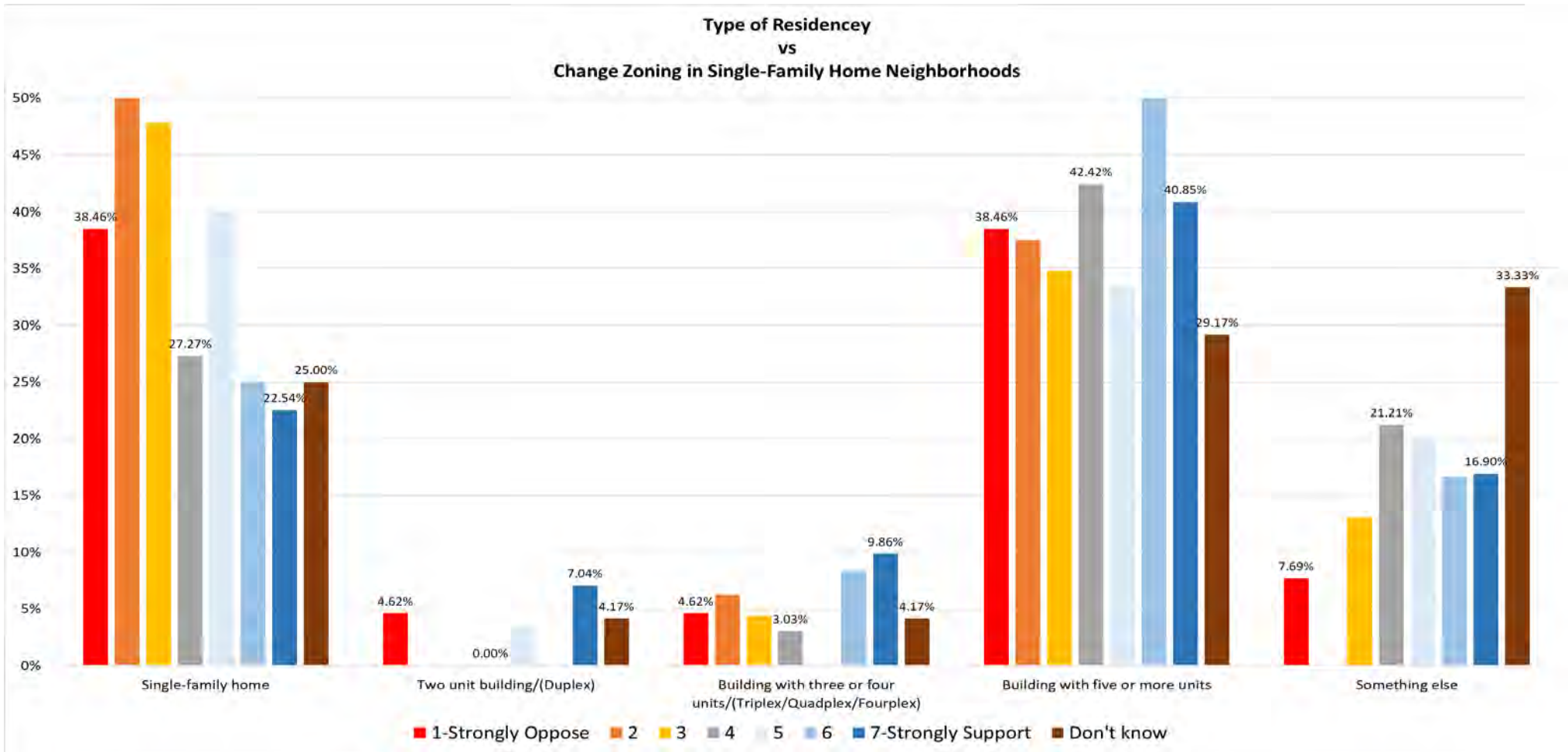
The next two statements asked about property zoning as it relates to housing. Question 30 asked the level of support for changing the zoning in single-family home neighborhoods to allow duplexes, triplexes, and fourplexes. 24.57% of respondents strongly support, in contrast to 22.49% who strongly oppose. Question 31 asked the level of support for building housing in areas that are already zoned for commercial office and retail development. A majority of respondents indicated to strongly support at 30.53%.

Table 15 – Questions 27 through 31



Out of the five housing related statements surveyed, changing the zoning in single family home neighborhoods to allow duplexes, triplexes and fourplexes (Question 30) recorded the highest level of opposition at 22.49%. Table 16 (see next page) analyzes the level of support for Question 30 based on the type of the respondent's residency (see Question 33). "Don't Know" responses may indicate that this is not something that they have thought about or may need more information presented on the topic.

Table 16



The next table (Table 17) analyzes the comparison made by Table 16 above by clustering the responses into any level of opposition (responses 1,2,3) and any level of support (responses 4,5,6,) between those who live in a single-family and those who live in a building with five or more units. At least a quarter ($\geq 25\%$) of respondents who live in either a single-family or a building with five or more units do not know if they support or oppose changing the zoning in single-family home neighborhoods to allow duplexes, triplexes, and fourplexes. Cumulatively, respondents who answered “Don’t Know” or “Neutral” account for 52.27% for those who live in single-family home and 71.59% for those who live in a building with five or more units (Table 17).

Table 17

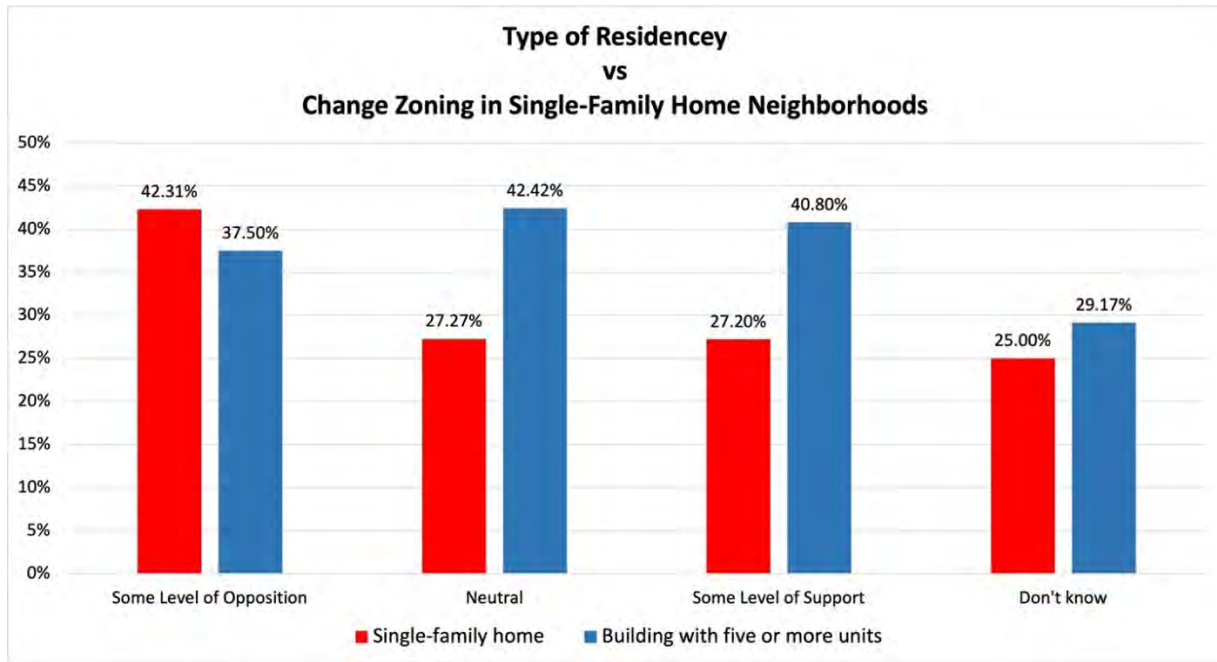
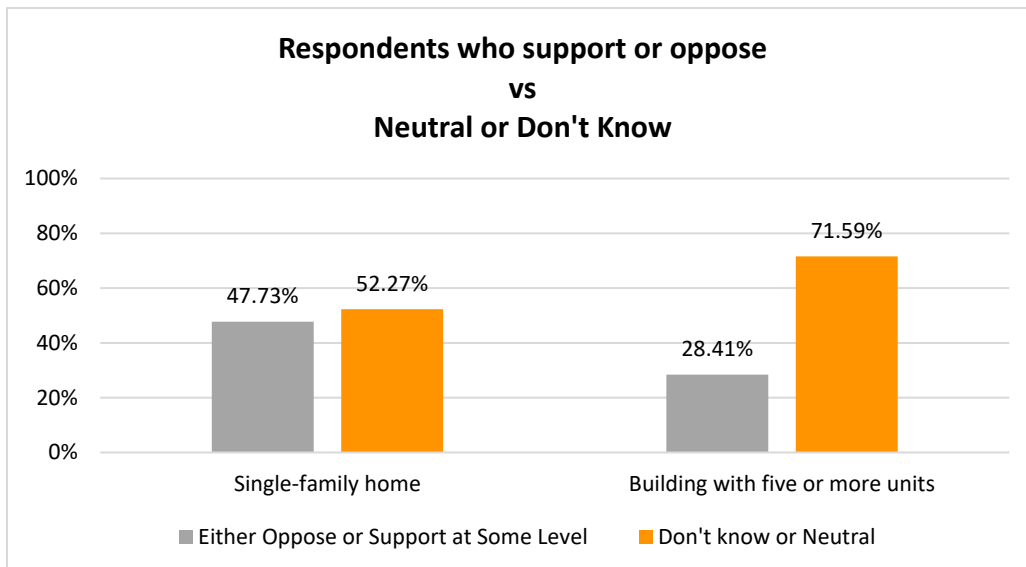


Table 18



2.2.5 Open Ended Questions

Survey respondents wrote in an open response to questions 2, 3, and 4 of the survey asked respondents:

- What do you think are the most important problems facing your local area today?
- Thinking about the future of your neighborhood. what gives you cause for optimism?
- Thinking about the future of your neighborhood, what are you most concerned about?

Responses provided input which was aggregated to the degree possible into common themes and ideas. Consistent with a number of responses to other survey questions, a substantial number of respondents who provided an answer indicated that they are concerned about housing affordability and availability.

The following provides theme areas that arose for respondents regarding the most important problems facing Pleasanton today:

- **Housing Availability:** Respondents indicated that there are not enough affordable housing units available, pricing out renters and first-time home buyers (16 mentions)
- **Housing Cost & Affordable Housing:** The respondents indicated that the most important issue is affordable housing. Respondents called about the cost of housing (131 mentions).
- **Political:** Focus on political impediments to housing goals, one response refers to ‘loss of local control’, while six responses identify “Not-In-My-Back-Yard” attitudes as an impediment to housing solutions for the broader community (12 mentions).
- **Other problems include:**
 - Parking, traffic and unsafe driving (17)
 - Crime and policing (25)
 - Public transportation (2)
 - Senior Housing (8)
 - Climate Change (8)
 - Infrastructure (9)
 - Population growth (7)
 - Homelessness (21)

The following provides theme areas that arose for respondents regarding the cause for optimism:

- Home values: Respondents expressed optimism that home values are rising (6 mentions)
- Economy/Employment: respondents identified a sense of optimism due to a strong economy and growing tax base in Pleasanton (12 mentions)
- Community: Respondents identified a strong sense of community within Pleasanton as a cause for optimism (65 mentions)
- Governance: Some respondents identified local governance and community participation as a cause for optimism (10 mentions).
- Other responses included optimism about:
 - School Quality (4)
 - Sense of safety (17)

The following provides theme areas that arose for respondents regarding the cause for concern within their neighborhood:

- Affordable Housing & Housing affordability: Respondents expressed concern about affordable housing including the limited number of affordable housing units available to concerns that the housing supply is so limited that first time buyers are priced out without equity from another residence (65)
- Homelessness: Concerns about homelessness ranged from concern that more seniors and family are becoming homeless, to concerns about homeless encampments (19)
- Displacement: Respondents expressed concern that they would soon be priced out of Pleasanton and that people in the workforce have been priced out (15)
- Density: Respondents expressed concern about population growth within the Bay Area and Pleasanton and expressed concern about “over development” (14)
- Other concerns include:
 - Cost of living (17)
 - Crime/safety (44)
 - Climate (5)
 - Senior Housing (2)
 - Housing Availability/Access (13)

3 Conclusion

The objective of this survey was to better understand the opinions of who may face exclusion or barriers to housing in Pleasanton on various city-wide issues related to housing; gather constructive feedback on preferences and priorities on new housing development; identify challenges and opportunities; and understand the perspective of the community in addressing housing needs. Overall, the survey provided comprehensive and identifiable themes and feedback that will provide insight into future policy discussions.

The survey provided a wide range of varying opinions and perspectives on housing within the city. While opinions and perspective varied from question to question, the respondents engaged in the questions and options presented in the survey, and provided useful input on housing issues, opportunities, locations for future housing, and the types of housing that can best meet the community's housing needs. The survey also provided context about racial disparities in housing cost burden and homeownership.

With respect to housing challenges, the most significant housing challenge identified was the lack of affordability and cost burden associated with renting and owning a home in Pleasanton. The survey put forward a broad range of policy strategies could be supported as the City works to identify a range of feasible programs and actions to support community housing needs. The strategies with the most support were: maintaining the current affordable housing stock, protecting tenants and low income communities from unjust evictions and limited annual rent increases, and creating more housing by making it faster and easier to build housing at all income levels. Building housing in areas that are zoned for office and retail and modifying zoning in single family residential areas to add density produced a mixed response.

Attachments:

Exhibit 1: Focus Group Summary

Exhibit 2: Alameda County Collaborative Community-Based Organizations Panel

Exhibit 3: Summary of in person outreach events



La Familia

Date: February 3, 2022

Time: 4-4:30pm

Meeting Notes:

- The representative outlined some of the programs La Familia offered, and the populations served, including the Latinx population and people of color.
 - These communities are frequently lower income, and La Familia sees the greatest disparities in access to resources in places where there is greater overall wealth.
 - In outreach, it's important to engage in multiple ways, particularly in face-to-face opportunities and using La Familia's local community partners to help bridge the gap and forge connections with the City's staff.
-

St. Clare's Episcopal Church (Pleasanton); St. Bart's Episcopal Church (Livermore)

Date: February 3, 2022

Time: 1-2pm

Meeting Notes:

- The two church leaders emphasized the severity of the housing crisis that's affecting the populations they see and serve in Livermore and Pleasanton, across the entire social spectrum
 - There are lengthy wait-lists for available affordable housing units, and the lack of affordability affects the ability to provide essential services – college professors, teachers, public safety workers face long commutes because they can't afford to live locally. The housing situation is contributing to the issues we are starting to see with staffing and supply chain problems that affect people's everyday lives.
 - Despite the apparent affluence of Pleasanton and Livermore, they witness significant poverty and need among the population. The housing situation is "fragile" for many – doubling up, overcrowding and couch surfing are all common situations. This problem is largely invisible.
 - Both emphasized the importance of building units and avoiding loopholes for developers not to build.
 - In recent years, Livermore has been the "affordable housing" city, but Pleasanton needs to step up too. Properties owned by religious institutions have provided several opportunities to address housing needs in the region.
-

Downtown Restaurant Association

Date: February 4, 2022

Time: 10-11am

Meeting Notes:

- Anecdotal, restaurant workers face challenges finding local housing they can afford, although many of his workers do live in Pleasanton. Many live communally (multiple individuals, families sharing)
 - Reluctance to approach City due to concerns about immigration status.
 - Language barriers mean it's important to provide information in multiple languages.
-

Association of Pleasanton Teachers || Association of Pleasanton Staff

Date: February 2, 2022

Time: 4-5pm

Meeting Notes:

- New teachers face some of the biggest challenges – tend to be younger, single and not able to afford local rents. It can be challenging as a result to attract new talent to the district, when long commutes are involved
- Inability to live locally affects teachers' ability to fully participate in student extracurricular activities and programs – facing long commutes after the school day concludes
- Internal survey conducted by APT (662 responses), indicated 37.5% who said they could not afford to live in the Tri-Valley, and another 37% who were seeking other employment opportunities closer to where they live. Retention is an issue.
- Sharing City information about available housing resources and opportunities with incoming teachers would be very beneficial – many don't know what programs are available to them.

AC COLLABORATIVE: COMMUNITY-BASED ORGANIZATIONS PANEL

The Alameda County Collaborative held a panel with representatives from local, community-based organizations (CBOs) on April 25, 2022. The participating CBOs' clientele included members of protected classes, including immigrants and non-English speakers; households with special needs, including persons with disabilities and seniors; and persons who are experiencing fair housing issues. This document synthesizes key points the CBOs presented.

1 Panelists

ORGANIZATION	CONTACT	SERVICE AREA
East Bay Community Law Center	Meghan Gordon, Co-Director, Housing Practice	Provides tenant legal services (including eviction defense) in cities of Oakland, Berkeley, Emeryville, Alameda
El Timpano	Deana Balinton, Civic Partnerships Manager	Local information/news network and civic engagement serving Latino and Mayan immigrants in Alameda County. Key reporting platform is SMS.
Centro Legal de la Raza	Monique Berlanga, Executive Director	Tenant legal services in Alameda and Contra Costa County
Legal Assistance for Seniors	Jim Treggiari, Executive Director	Legal services for older adults, tenant defense, and case management in Alameda County
East Bay Innovations	Tom Heinz, Executive Director	People with disabilities living alone, in Alameda County
Eviction Defense Center	Eric Magana, Program Director	Tenant legal services in Alameda County and City of Richmond
La Familia	Sophia Rodriguez, Partner Relations Manager	Behavioral and mental health services; emergency family shelters; reentry population in Alameda and Contra Costa County

2 Executive Summary

Community-Based Organizations identified **key barriers and obstacles** that they and their clients face related to fair housing, including:

- *Insufficient access to information* due to language/technology barriers (particularly for immigrant communities and seniors); fear/distrust of the system; and difficulty understanding rights/resources



- *Complex, inflexible application requirements* for housing resources that may vary between jurisdictions, exclude certain people (e.g., undocumented, formerly incarcerated), or be difficult to meet
- *Communication between CBOs and property owners* is difficult to navigate, requires individual relationships with each location
- *Overall cost of housing* (most CBOs' clients fall under the 30% AMI) and need for tenant protections

The CBOs recommend these strategies to **strengthen outreach efforts**:

- Meet people where they are -- plug into existing outreach channels
- Partner with school districts to distribute information, as well as any civic organizations such as libraries, religious institutions, medical services
- “Train the trainer” approach to educate existing service providers on housing rights and referrals for their clients
- Provide materials appropriate for audience (e.g., physical flyers for seniors; video/audio content for Mam speakers)

Some **solutions** that panelists recommended for housing projects to better serve their clients:

- Identify onsite supportive services that are appropriate for residents early in process
- Early and sustained relationships between service providers and properties, especially relative to preparing eligible residents for the document/application needs for housing
- Renters' protection and long-term rental subsidies, particularly for households under 30% AMI
- Greater flexibility in application process (make it easier for CBOs and their clients to navigate, remove barriers for undocumented people)

3 Discussion

Questions

1. How does your work address fair housing?

- See Panelists, above

2. Is there sufficient access to information on matters related to fair housing in the county?

- Even when provided with information, clients (particularly immigrant communities) may not have access to the provided resources.
- Language and technology barriers –pandemic has shifted available entry points for access.
- Differing interpretations of ‘fair housing’ beyond the legal definition, and how it connects to other housing needs.
- Clients, particularly under 30% AMI, have limited time or availability to explore programs and resources, and often connect to the CBOs closer to the end (e.g., during evictions).

3. Housing issues are complicated and interconnected. What do you see as the primary obstacles your clients face? What do you think are the contributing factors to these trends?

- El Timpano: For Spanish and Mam speakers: language barriers (particularly for Mam, which has no written language)
 - Complex, inflexible application requirements for housing resources that are hard to meet/understand for both clients and CBOs
 - Jurisdiction understaffing, meaning that there is no clear point of contact
 - Digital barriers
 - Difficulties understanding rights and accessing info and resources
 - Fear and distrust due to previous experiences within the system



- East Bay Innovations:
 - For seniors/disabled clients, need for built-in supportive services such as mental health and food security, building a relationship with case workers
 - Communication with property managers about available units is hard to navigate, requires individual relationships with each location
 - Lack of affordable housing – 40 to 50 AMI does not serve CBOs’ clients (income from SSI is approximately \$1,000/month)
 - La Familia: Clients may have substance use/mental health issues that affect employment stability, may have families and dependents
 - Integration of services is key
 - For reentry populations, tenant restrictions for felonies, violent offenses create barriers to housing
- 4. Do you have ideas on how to enable stronger outreach efforts, including to populations that may be less aware of their fair housing rights (e.g. limited English proficiency, unhoused, LGBTQ)?**
- Meet people where they are (e.g., moving clinics out of office and into the community, libraries, schools, existing civic organizations and outreach channels).
 - Move away from events hosted at government offices
 - School districts have been very successful (sending information via existing school network, partnership with school counselors)
 - ‘Train the trainer’ programs for medical partners – education on housing referrals, housing rights
 - El Timpano: Developing a Mam community outreach team and creating video content to address written language barrier, SMS
 - Legal Assistance for Seniors: Pairing flyers/physical handouts with meal delivery services; digital divide is a barrier for clients
- 5. What would a successful housing project need to include to impact the communities you serve in a positive way?**
- Policies built around long-term affordability
 - Make sure existing residents’ needs are met (vs. prioritizing new development)
 - Build in onsite supportive services at the beginning, with input from prospective tenants
 - Emphasize community buy-in and providing appropriate services
 - Ensure residents feel safe and secure, build relationships with service providers (vs. experience of ‘over-monitoring’)
 - Connections with meals on wheels
 - Greater flexibility in application process: undocumented community members (unbanked/no credit) experience greater financial barriers
 - Tenant protections, with greater protection around Just Cause
- 6. What are potential short-term and long-term solutions? What have you seen that works? What have you seen that does not work?**
- What works:
 - Early connections between CBOs and property owners/developers. Service providers understand application process; ongoing communication (e.g., monthly meetings with property managers)
 - Short-term, the eviction moratorium has been effective. Need to use the time to build infrastructure, and slowly lift the protections to give people time to move through the system
 - Just cause, rent control, expansion of protections



- Investing in and budgeting for tenant advocacy and holistic services (for landlords as well)
- Long-term rent subsidies
- What isn't working:
 - Shelter Plus Care varies between jurisdictions, needs to be clearer for housing advocates and tenants to understand
 - Rapid Rehousing: short-term rental subsidies are not effective in addressing long-term housing (still unaffordable after the subsidy ends)
 - HUD funding/policy provides resources for these short-term subsidies while funding for longer-term solutions like vouchers has decreased

Audience Questions

- **For Housing Element, encourage advocacy for increased Section 8 funding or similar services for both residents and developers to subsidize less than 30% AMI units.**
 - Rapid rehousing/shelter plus care is not successful, but that's where the funding is
- **Can we refer residents to the CBOs if we are not under a contract with the organizations?**
 - While there are income/jurisdictional guidelines on service, there are generally no limitations on who can refer residents to the CBOs.
 - Staff availability at CBOs is a limiting factor on how many referrals organizations can accept
- **Curious about other best practices or models that serve CBOs' client base?**
 - East Bay Innovations: Section 811 public rental assistance was successful partnership with Medicaid for persons with disabilities. Agencies worked with developers to set aside units at Section 8 levels, and CBOs acted as referral agents for those units. Funding is no longer available at the moment.
- **Appreciate comments about the difficulty of inclusionary housing. However, that's a common element of market rate development projects. Are there examples of policies that make inclusionary housing work better?**
 - One barrier is ensuring that application process and tenants are appropriate for the units, and making sure requirements are being met. Recommend requiring developers to pay on annual basis for cost of monitoring.
 - County is using a single portal for applications, including inclusionary housing (creates a pool of pre-screened applicants). Saves time for staff. Housing staff can share this with Planning staff.
- **Addressing living in place/accessibility: as we're building these projects, what are the features you would recommend that developers integrate upfront?**
 - East Bay Innovations:
 - Units with roll-in showers
 - Newer construction tends to have wider doorways/ADA compliant elevators. Modifications for tenant needs is minor in newer buildings.
 - Supportive service is key – building a relationship between service provider and property so that problems can be anticipated and addressed as early as possible
 - Universal design at construction
 - Universal design website <https://www.wbdg.org/design-objectives/accessible/beyond-accessibility-universal-design> and
 - Additional resources attached (courtesy of Michelle, Starratt, Alameda County Housing Director): Universal Design Guide and Infographic, Example design standards adopted by a housing organization

Muslim Community Center (MCC) East Bay

Date: April 15, 2022

Time: 1:30-4:30pm (three prayer services)

City staff hosted a table in the foyer of MCC East Bay during three prayer services. Staff interacted with several members of MCC and discussed housing concerns/needs, distributed over 50 survey flyers in addition to members taking photos of the link, and gathered approximately 40 contacts for the Housing Element email Distribution list.

Comments staff heard from the MCC community include:

- Indicated large concerns with housing cost (both to own and rent)
- Expressed a desire for smaller, more affordable units; new homes being built are too large
- Concern with investors buying and flipping houses driving up pricing
- Shared stories of large rent increases over a short period of time
- Noted that the minimum income limit is too high to even qualify for affordable housing
- Underlined a need for housing while maintaining our Pleasanton community character
- Shared perspective that workforce cannot find places to live in town
- Articulated that there is a lack of affordability for seniors, young professionals, and middle-class employees

Restaurant Staff

Date: April 20, 2022

Time: 10:00-10:45am (Restaurant staff member)

Staff met with one restaurant staff member to discuss housing concerns/needs (primarily in Spanish). The staff member indicated that the other staff were hesitant and concerned to meet with staff and he would share shared opinions/thoughts. Staff distributed a flyer and contact information. Comments staff heard include the following:

- Indicated housing cost concerns for both to own and rent and that most downtown workers rent or live with family.
- Concerned with general cost of living impacting opportunity to buy/rent.
- Cost- over the type of available housing- is the primary concern. However, it's preferred to have a big living residence for the entire family to live together.
- Supported multifamily housing Downtown with adequate parking.
- Indicated that most workers in town have two jobs and use an alternative form of transportation to get to work because their families live in the same residence and need their automobiles for daily tasks.

- Estimated about half of downtown staff live in Livermore, CA.
- Shared concern that citizenship status deters from seeking housing assistance and/or filling out any forms that requires private information.
- Indicated many members of the Latin community wouldn't approach the City of Pleasanton for housing information/assistance due to fear derived from citizenship and lack of comfort and representation from City staff.

Día del Niño

Date: April 30, 2022

Time: 12-3pm

Staff tabled at a Día del Niño event hosted by La Familia at the Livermore library. The event was attended by families with children. Staff discussed housing concerns/needs in both Spanish and English, provided flyers in Spanish and English advertising the survey, and set up engagement boards in Spanish to solicit feedback. Comments staff heard include the following:

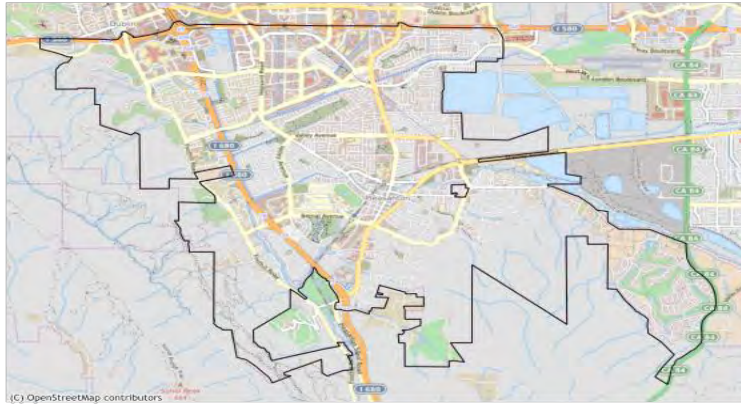
- On one of the activity boards, staff inquired about the community's top three concerns amongst a variety of options (e.g., traffic, employment and the economy, climate change, safety, public education, etc.). The top three concerns noted were: cost of housing (overwhelming majority), availability of housing, and homelessness.
- Commented that access to parks and the beautiful community gave them optimism
- Noted quantity of affordable units, difficulty to buy in Pleasanton, and cost to purchase a house were big areas of concern
- Indicated that people cannot afford to downsize- particularly seniors that wish to stay in a house locally.
- Several people are "priced out" of Pleasanton including adult children, teachers, and other members of the workforce, single parents, seniors on fixed income
- Opposition to low-income housing
- Lack of opportunities for people with disabilities
- Belief that Pleasanton does not accept Section 8 housing vouchers
- Indicated that the eviction moratorium during COVID made it impossible to evict tenants that were not paying rent and damaging the home
- Commented that voucher availability is limited or challenging to qualify for
- Need higher collaboration with non-profits and local organizations to build trust in community

Attachment 2

AFFH SEGREGATION REPORT: PLEASANTON

UC Merced Urban Policy Lab and ABAG/MTC Staff

Version of Record: March 06, 15:42:22



ASSOCIATION OF BAY AREA GOVERNMENTS
METROPOLITAN TRANSPORTATION COMMISSION



Technical Assistance
for Local Planning
HOUSING

0.1 Table of content

0.1	Table of content	2
0.2	List of figures	3
0.3	List of tables	3
1	Introduction	4
1.1	Purpose of this Report	4
1.2	Defining Segregation	5
1.3	Segregation Patterns in the Bay Area	5
1.4	Segregation and Land Use	6
2	Racial Segregation in City of Pleasanton	8
2.1	Neighborhood Level Racial Segregation (within City of Pleasanton)	8
2.2	Regional Racial Segregation (between Pleasanton and other jurisdictions)	16
3	Income Segregation in City of Pleasanton	21
3.1	Neighborhood Level Income Segregation (within Pleasanton)	21
3.2	Regional Income Segregation (between Pleasanton and other jurisdictions)	27
4	Appendix 1: Summary of Findings	31
4.1	Segregation in City of Pleasanton	31
4.2	Segregation Between City of Pleasanton and Other jurisdictions in the Bay Area Region	31
5	Appendix 2: Segregation Data	33
6	References	37



0.2 List of figures

Figure 1: Racial Dot Map of Pleasanton (2020)	9
Figure 2: Racial Isolation Index Values for Pleasanton Compared to Other Bay Area Jurisdictions (2020)	11
Figure 3: Racial Dissimilarity Index Values for Pleasanton Compared to Other Bay Area Jurisdictions (2020)	14
Figure 4: Theil's H Index Values for Racial Segregation in Pleasanton Compared to Other Bay Area Jurisdictions (2020)	15
Figure 5: Racial Dot Map of Pleasanton and Surrounding Areas (2020)	16
Figure 6: Racial Demographics of Pleasanton Compared to All Bay Area Jurisdictions (2020)	18
Figure 7: Comparing the Share of People of Color in Pleasanton and Vicinity to the Bay Area (2020)	19
Figure 8: Income Dot Map of Pleasanton (2015)	22
Figure 9: Income Group Isolation Index Values for Pleasanton Compared to Other Bay Area Jurisdictions (2015)	24
Figure 10: Income Group Dissimilarity Index Values for Pleasanton Compared to Other Bay Area Jurisdictions (2015)	26
Figure 11: Income Group Theil's H Index Values for Pleasanton Compared to Other Bay Area Jurisdictions (2015)	27
Figure 12: Income Dot Map of Pleasanton and Surrounding Areas (2015)	28
Figure 13: Income Demographics of Pleasanton Compared to Other Bay Area Jurisdictions (2015)	29

0.3 List of tables

Table 1: Racial Isolation Index Values for Segregation within Pleasanton	10
Table 2: Racial Dissimilarity Index Values for Segregation within Pleasanton	13
Table 3: Theil's H Index Values for Racial Segregation within Pleasanton	15
Table 4: Population by Racial Group, Pleasanton and the Region	17
Table 5: Regional Racial Segregation Measures	20
Table 6: Income Group Isolation Index Values for Segregation within Pleasanton	23
Table 7: Income Group Dissimilarity Index Values for Segregation within Pleasanton	25
Table 8: Theil's H Index Values for Income Segregation within Pleasanton	26
Table 9: Population by Income Group, Pleasanton and the Region	28
Table 10: Regional Income Segregation Measures	30
Table 11: Neighborhood Racial Segregation Levels in Pleasanton	33
Table 12: Neighborhood Income Segregation Levels in Pleasanton	34
Table 13: Regional Racial Segregation Measures	35
Table 14: Regional Income Segregation Measures	35
Table 15: Population by Racial Group, Pleasanton and the Region	36
Table 16: Population by Income Group, Pleasanton and the Region	36



1 INTRODUCTION

The requirement to Affirmatively Further Fair Housing (AFFH) is derived from The Fair Housing Act of 1968, which prohibited discrimination concerning the sale, rental, and financing of housing based on race, color, religion, national origin, or sex—and was later amended to include familial status and disability.¹ The 2015 U.S. Department of Housing and Urban Development (HUD) Rule to Affirmatively Further Fair Housing and California Assembly Bill 686 (2018) mandate that each jurisdiction takes meaningful action to address significant disparities in housing needs and access to opportunity.²³ AB 686 requires that jurisdictions incorporate AFFH into their Housing Elements, which includes inclusive community participation, an assessment of fair housing, a site inventory reflective of AFFH, and the development of goals, policies, and programs to meaningfully address local fair housing issues. ABAG and UC Merced have prepared this report to assist Bay Area jurisdictions with the Assessment of Fair Housing section of the Housing Element.

Assessment of Fair Housing Components

The Assessment of Fair Housing includes five components, which are discussed in detail on pages 22-43 of [HCD's AFFH Guidance Memo](#):

- A: Summary of fair housing enforcement and outreach capacity
- B: Integration and segregation patterns, and trends related to people with protected characteristics
- C: Racially or ethnically concentrated areas of poverty
- D: Disparities in access to opportunity
- E: Disproportionate housing needs, including displacement risk

1.1 Purpose of this Report

This report describes racial and income segregation in Bay Area jurisdictions. Local jurisdiction staff can use the information in this report to help fulfill a portion of the second component of the Assessment of Fair Housing, which requires analysis of integration and segregation patterns and trends related to people with protected characteristics and lower incomes. Jurisdictions will still need to perform a similar analysis for familial status and populations with disability.

This report provides segregation measures for both the local jurisdiction and the region using several indices. For segregation between neighborhoods within a city (intra-city segregation), this report **includes isolation indices, dissimilarity indices, and Theil's-H index**. The isolation index measures

¹ <https://www.justice.gov/crt/fair-housing-act-2>

² HCD AFFH Guidance Memo

³ The 2015 HUD rule was reversed in 2020 and partially reinstated in 2021.

segregation for a single group, while the dissimilarity index measures segregation between two groups. **The Theil's H-Index** can be used to measure segregation between all racial or income groups across the **city at once**. **HCD's AFFH guidelines require local jurisdictions to include isolation indices and dissimilarity indices** in the Housing Element. **Theil's H index is provided in addition to these required measures**. For segregation between cities within the Bay Area (inter-city segregation), this report **includes dissimilarity indices at the regional level as required by HCD's AFFH guidelines**. HCD's AFFH guidelines also require jurisdictions to compare conditions at the local level to the rest of the region; and this report presents the difference in the racial and income composition of a jurisdiction relative to the region as a whole to satisfy the comparison requirement.

1.2 Defining Segregation

Segregation is the separation of different demographic groups into different geographic locations or communities, meaning that groups are unevenly distributed across geographic space. This report examines two spatial forms of segregation: neighborhood level segregation *within* a local jurisdiction and city level segregation *between* jurisdictions in the Bay Area.

Neighborhood level segregation (*within* a jurisdiction, or *intra-city*): Segregation of race and income groups can occur from neighborhood to neighborhood *within* a city. For example, if a local jurisdiction has a population that is 20% Latinx, but some neighborhoods are 80% Latinx while others have nearly no Latinx residents, that jurisdiction would have segregated neighborhoods.

City level segregation (*between* jurisdictions in a region, or *inter-city*): Race and income divides also occur *between* jurisdictions in a region. A region could be very diverse with equal numbers of white, Asian, Black, and Latinx residents, but the region could also be highly segregated with each city comprised solely of one racial group.

There are many factors that have contributed to the generation and maintenance of segregation. Historically, racial segregation stemmed from explicit discrimination against people of color, such as restrictive covenants, redlining, and discrimination in mortgage lending. This history includes many overtly discriminatory policies made by federal, state, and local governments (Rothstein 2017). Segregation patterns are also affected by policies that appear race-neutral, such as land use decisions and the regulation of housing development.

Segregation has resulted in vastly unequal access to public goods such as quality schools, neighborhood services and amenities, parks and playgrounds, clean air and water, and public safety (Trounstein 2015). This generational lack of access for many communities, particularly people of color and lower income residents, has often resulted in poor life outcomes, including lower educational attainment, higher morbidity rates, and higher mortality rates (Chetty and Hendren 2018, Ananat 2011, Burch 2014, Cutler and Glaeser 1997, Sampson 2012, Sharkey 2013).

1.3 Segregation Patterns in the Bay Area

Across the San Francisco Bay Area, white residents and above moderate-income residents are significantly more segregated from other racial and income groups (see Appendix 2). The highest levels of racial segregation occur between the Black and white populations. The analysis completed for this report indicates that the amount of racial segregation both *within* Bay Area cities and *across* jurisdictions in the region has decreased since the year 2000. This finding is consistent with recent research from the **Othering and Belonging Institute at UC Berkeley, which concluded that “[a]lthough 7**

of the 9 Bay Area counties were more segregated in 2020 than they were in either 1980 or 1990, racial residential segregation in the region appears to have peaked around the year 2000 and has generally **declined since.**⁴ However, compared to cities in other parts of California, Bay Area jurisdictions have more neighborhood level segregation between residents from different racial groups. Additionally, there is also more racial segregation *between* Bay Area cities compared to other regions in the state.

1.4 Segregation and Land Use

It is difficult to address segregation patterns without an analysis of both historical and existing land use policies that impact segregation patterns. Land use regulations influence what kind of housing is built in a city or neighborhood (Lens and Monkkonen 2016, Pendall 2000). These land use regulations in turn impact demographics: they can be used to affect the number of houses in a community, the number of people who live in the community, the wealth of the people who live in the community, and where within the community they reside (Trounstine 2018). Given disparities in wealth by race and ethnicity, the ability to afford housing in different neighborhoods, as influenced by land use regulations, is highly differentiated across racial and ethnic groups (Bayer, McMillan, and Reuben 2004).⁵ ABAG/MTC plans to issue a separate report detailing the existing land use policies that influence segregation patterns in the Bay Area.

⁴ For more information, see <https://belonging.berkeley.edu/most-segregated-cities-bay-area-2020>.

⁵ Using a household-weighted median of Bay Area county median household incomes, regional values were \$61,050 for Black residents, \$122,174 for Asian/Pacific Islander residents, \$121,794 for white residents, and \$76,306 for Latinx residents. For the source data, see U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B19013B, Table B19013D, B19013H, and B19013I.



Definition of Terms - Geographies

Neighborhood: In this report, “neighborhoods” are approximated by tracts.⁶ Tracts are statistical geographic units defined by the U.S. Census Bureau for the purposes of disseminating data. In the Bay Area, tracts contain on average 4,500 residents. Nearly all Bay Area jurisdictions contain at least two census tracts, with larger jurisdictions containing dozens of tracts.

Jurisdiction: Jurisdiction is used to refer to the 109 cities, towns, and unincorporated county areas that are members of ABAG. Though not all ABAG jurisdictions are cities, this report also uses the term “city” interchangeably with “jurisdiction” in some places.

Region: The region is the nine-county San Francisco Bay Area, which is comprised of Alameda County, Contra Costa County, Marin County, Napa County, San Francisco County, San Mateo County, Santa Clara County, Solano County, and Sonoma County.

⁶ Throughout this report, neighborhood level segregation measures are calculated using census tract data. However, the racial dot maps in Figure 1 and Figure 5 use data from census blocks, while the income group dot maps in Figure 8 and Figure 12 use data from census block groups. These maps use data derived from a smaller geographic scale to better show spatial differences in where different groups live. Census block groups are subdivisions of census tracts, and census blocks are subdivisions of block groups. In the Bay Area, block groups contain on average 1,500 people, while census blocks contain on average 95 people.



2 RACIAL SEGREGATION IN CITY OF PLEASANTON

Definition of Terms - Racial/Ethnic Groups

The U.S. Census Bureau classifies racial groups (e.g. white or Black/African American) separately from Hispanic/Latino ethnicity.⁷ This report combines U.S. Census Bureau definitions for race and ethnicity into the following racial groups:

White: Non-Hispanic white

Latinx: Hispanic or Latino of any race⁸

Black: Non-Hispanic Black/African American

Asian/Pacific Islander: Non-Hispanic Asian or Non-Hispanic Pacific Islander

People of Color: All who are not non-Hispanic white (including people who identify as “some other race” or “two or more races”)⁹

2.1 Neighborhood Level Racial Segregation (*within* City of Pleasanton)

Racial dot maps are useful for visualizing how multiple racial groups are distributed within a specific geography. The racial dot map of Pleasanton in Figure 1 below offers a visual representation of the spatial distribution of racial groups within the jurisdiction. Generally, when the distribution of dots does not suggest patterns or clustering, segregation measures tend to be lower. Conversely, when clusters of certain groups are apparent on a racial dot map, segregation measures may be higher.

⁷ More information about the Census Bureau’s definitions of racial groups is available here:

<https://www.census.gov/topics/population/race/about.html>.

⁸ The term Hispanic has historically been used to describe people from numerous Central American, South American, and Caribbean countries. In recent years, the term Latino or Latinx has become preferred. This report generally uses Latinx to refer to this racial/ethnic group.

⁹ Given the uncertainty in the data for population size estimates for racial and ethnic groups not included in the Latinx, Black, or Asian/Pacific Islander categories, this report only analyzes these racial groups in the aggregate People of Color category.



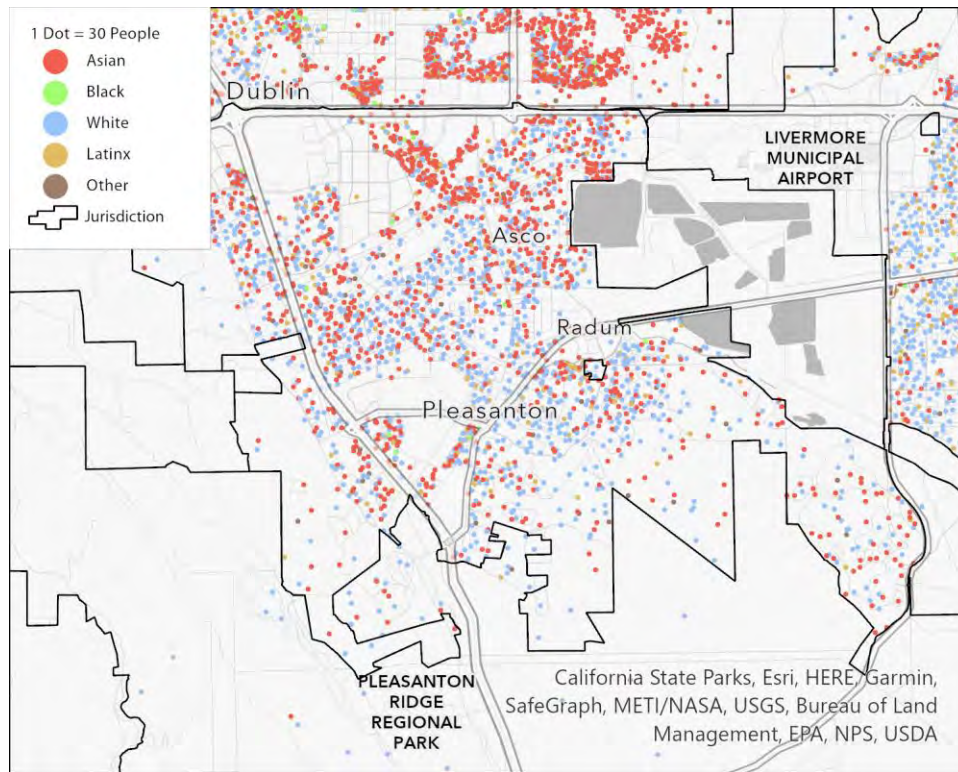


Figure 1: Racial Dot Map of Pleasanton (2020)

Universe: Population. Source: U.S. Census Bureau, 2020 Census State Redistricting Data (Public Law 94-171) Summary File, 2020 Census of Population and Housing, Table P002.

Note: The plot shows the racial distribution at the census block level for City of Pleasanton and vicinity. Dots in each census block are randomly placed and should not be construed as actual placement of people.

There are many ways to quantitatively measure segregation. Each measure captures a different aspect of the ways in which groups are divided within a community. One way to measure segregation is by using an isolation index:

- **The isolation index compares each neighborhood’s composition to the jurisdiction’s demographics as a whole.**
- This index ranges from 0 to 1. Higher values indicate that a particular group is more isolated from other groups.
- Isolation indices indicate the potential for contact between different groups. The index can be interpreted as the experience of the average member of that group. For example, if the isolation index is .65 for Latinx residents in a city, then the average Latinx resident in that city lives in a neighborhood that is 65% Latinx.

Within City of Pleasanton the **most isolated racial group is white residents. Pleasanton’s isolation index** of 0.457 for white residents means that the average white resident lives in a neighborhood that is 45.7% white. Other racial groups are less isolated, meaning they may be more likely to encounter other racial groups in their neighborhoods. The isolation index values for all racial groups in Pleasanton for the years 2000, 2010, and 2020 can be found in Table 1 below. Among all racial groups in this **jurisdiction, the white population’s isolation index has changed the most over time, becoming less** segregated from other racial groups between 2000 and 2020.

The “Bay Area Average” column in this table provides the average isolation index value across Bay Area jurisdictions for different racial groups in 2020.¹⁰ The data in this column can be used as a comparison to provide context for the levels of segregation experienced by racial groups in this jurisdiction. For example, Table 1 indicates the average isolation index value for white residents across all Bay Area jurisdictions is 0.491, meaning that in the average Bay Area jurisdiction a white resident lives in a neighborhood that is 49.1% white.

Table 1: Racial Isolation Index Values for Segregation within Pleasanton

Race	Pleasanton			Bay Area Average
	2000	2010	2020	2020
Asian/Pacific Islander	0.150	0.272	0.431	0.245
Black/African American	0.015	0.018	0.024	0.053
Latinx	0.092	0.120	0.112	0.251
White	0.768	0.633	0.457	0.491

Universe: Population.

Source: IPUMS National Historical Geographic Information System (NHGIS). U.S. Census Bureau, 2020 Census State Redistricting Data (Public Law 94-171) Summary File, 2020 Census of Population and Housing, Table P002. Data from 2010 is from U.S. Census Bureau, Census 2010, Table P4. Data for 2000 is standardized to 2010 census tract geographies and is from U.S. Census Bureau, Census 2000, Table P004.

Figure 2 below shows how racial isolation index values in Pleasanton compare to values in other Bay Area jurisdictions. In this chart, each dot represents a Bay Area jurisdiction. For each racial group, the spread of dots represents the range of isolation index values among Bay Area jurisdictions. Additionally, the black line within each racial group notes the isolation index value for that group in City of Pleasanton, and each dashed red line represents the Bay Area average for the isolation index for that group. Local staff can use this chart to contextualize how segregation levels for racial groups in their jurisdiction compare to other jurisdictions in the region.

¹⁰ This average only includes the 104 jurisdictions that have more than one census tract, which is true for all comparisons of Bay Area jurisdictions’ segregation measures in this report. The segregation measures in this report are calculated by comparing the demographics of a jurisdiction’s census tracts to the jurisdiction’s demographics, and such calculations cannot be made for the five jurisdictions with only one census tract (Brisbane, Calistoga, Portola Valley, Rio Vista, and Yountville).

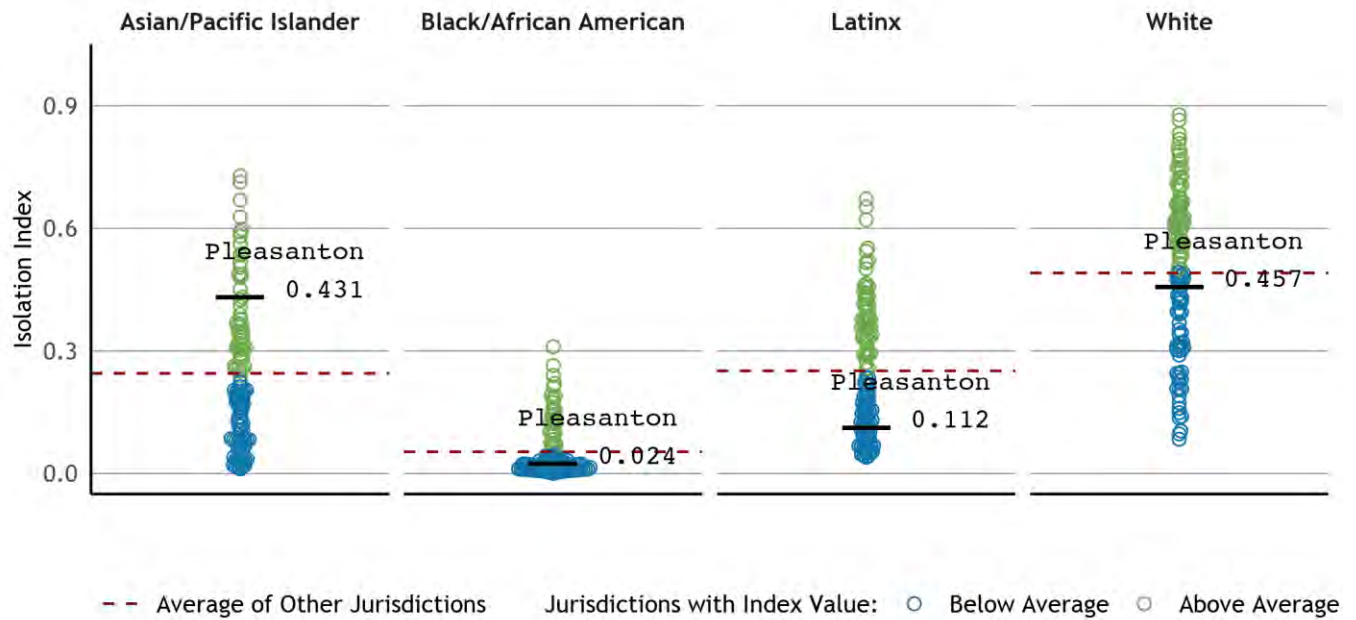


Figure 2: Racial Isolation Index Values for Pleasanton Compared to Other Bay Area Jurisdictions (2020)

Universe: Bay Area Jurisdictions.

Source: IPUMS National Historical Geographic Information System (NHGIS). U.S. Census Bureau, 2020 Census State Redistricting Data (Public Law 94-171) Summary File, 2020 Census of Population and Housing, Table P002.

Another way to measure segregation is by using a dissimilarity index:

- This index measures how evenly any two groups are distributed across neighborhoods relative to their representation in a city overall. The dissimilarity index at the jurisdiction level can be interpreted as the share of one group that would have to move neighborhoods to create perfect integration for these two groups.
- The dissimilarity index ranges from 0 to 1. Higher values indicate that groups are more unevenly distributed (e.g. they tend to live in different neighborhoods).

Dissimilarity Index Guidance for Cities with Small Racial Group Populations

The analysis conducted for this report suggests that dissimilarity index values are unreliable for a population group if that group represents approximately less than 5% of the jurisdiction's total population.

HCD's AFFH guidance requires the Housing Element to include the dissimilarity index values for racial groups, but also offers flexibility in emphasizing the importance of various measures. ABAG/MTC recommends that when cities have population groups that are less than 5% of the jurisdiction's population (see Table 4), jurisdiction staff use the isolation index or Thiel's H-Index to gain a more accurate understanding of their jurisdiction's neighborhood-level segregation patterns (*intra-city segregation*).

If a jurisdiction has a very small population of a racial group, this indicates that segregation between the jurisdiction and the region (*inter-city segregation*) is likely to be an important feature of the jurisdiction's segregation patterns.

In City of Pleasanton, the Black/African American group is 1.7 percent of the population - so staff should be aware of this small population size when evaluating dissimilarity index values involving this group.

Table 2 below provides the dissimilarity index values indicating the level of segregation in Pleasanton between white residents and residents who are Black, Latinx, or Asian/Pacific Islander. The table also provides the dissimilarity index between white residents and all residents of color in the jurisdiction, and all dissimilarity index values are shown across three time periods (2000, 2010, and 2020).

In Pleasanton the highest segregation is between Black and white residents (see Table 2). **Pleasanton's** Black /white dissimilarity index of 0.306 means that 30.6% of Black (or white) residents would need to move to a different neighborhood to create perfect integration between Black residents and white residents. However, local jurisdiction staff should note that this dissimilarity index value is not a reliable data point due to small population size. See callout box above for more information.

The **"Bay Area Average"** column in this table provides the average dissimilarity index values for these racial group pairings across Bay Area jurisdictions in 2020. The data in this column can be used as a comparison to provide context for the levels of segregation between communities of color are from white residents in this jurisdiction.

For example, Table 2 indicates that the average Latinx/white dissimilarity index for a Bay Area jurisdiction is 0.207, so on average 20.7% of Latinx (or white residents) in a Bay Area jurisdiction would need to move to a different neighborhood within the jurisdiction to create perfect integration between Latinx and white residents in that jurisdiction.

Table 2: Racial Dissimilarity Index Values for Segregation within Pleasanton

Race	Pleasanton			Bay Area Average
	2000	2010	2020	2020
Asian/Pacific Islander vs. White	0.246	0.212	0.205	0.185
Black/African American vs. White	0.178*	0.194*	0.306*	0.244
Latinx vs. White	0.185	0.187	0.185	0.207
People of Color vs. White	0.150	0.169	0.164	0.168

Universe: Population.

Source: IPUMS National Historical Geographic Information System (NHGIS). U.S. Census Bureau, 2020 Census State Redistricting Data (Public Law 94-171) Summary File, 2020 Census of Population and Housing, Table P002. Data from 2010 is from U.S. Census Bureau, Census 2010, Table P4. Data for 2000 is standardized to 2010 census tract geographies and is from U.S. Census Bureau, Census 2000, Table P004.

Note: If a number is marked with an asterisk (*), it indicates that the index is based on a racial group making up less than 5 percent of the jurisdiction population, leading to unreliable numbers.

Figure 3 below shows how dissimilarity index values in City of Pleasanton compare to values in other Bay Area jurisdictions. In this chart, each dot represents a Bay Area jurisdiction. For each racial group pairing, the spread of dots represents the range of dissimilarity index values among Bay Area jurisdictions. Additionally, the black line within each racial group pairing notes the dissimilarity index value in Pleasanton, and each dashed red line represents the Bay Area average for the dissimilarity index for that pairing. Similar to Figure 2, local staff can use this chart to contextualize how segregation levels between white residents and communities of color in their jurisdiction compare to the rest of the region. However, staff should be mindful of whether a racial group in their jurisdiction **has a small population (approximately less than 5% of the jurisdiction’s population), as the dissimilarity index value is less reliable for small populations.**

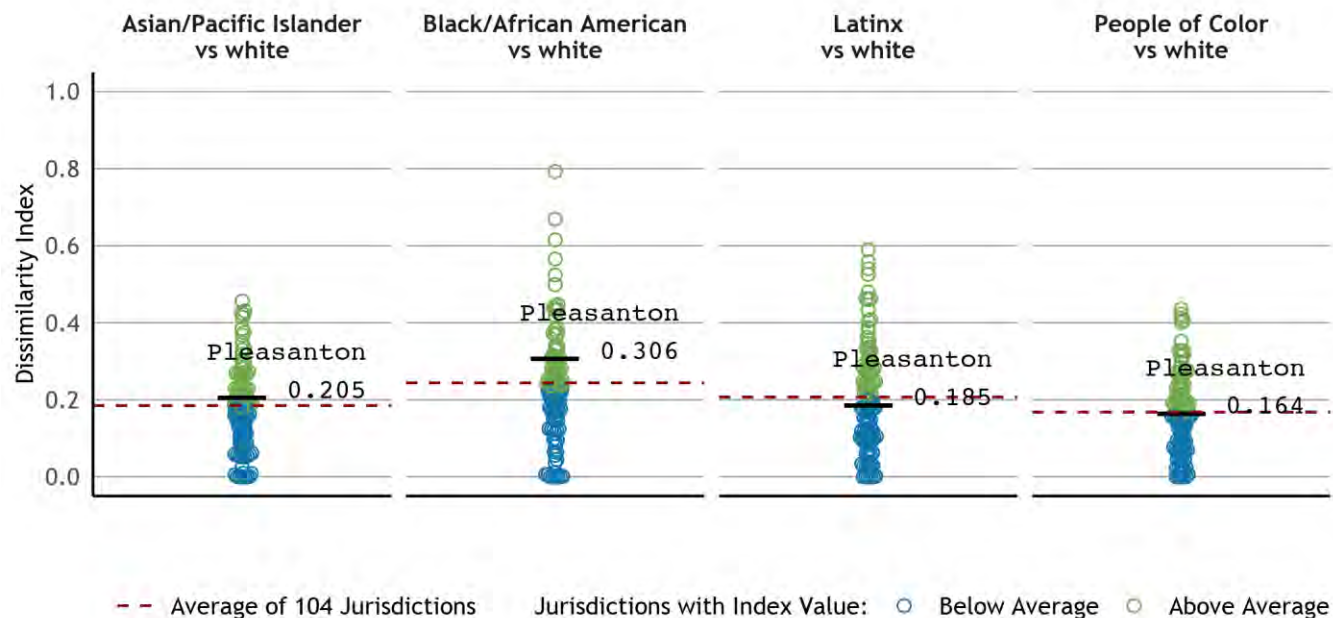


Figure 3: Racial Dissimilarity Index Values for Pleasanton Compared to Other Bay Area Jurisdictions (2020)

Universe: Bay Area Jurisdictions.

Source: IPUMS National Historical Geographic Information System (NHGIS). U.S. Census Bureau, 2020 Census State Redistricting Data (Public Law 94-171) Summary File, 2020 Census of Population and Housing, Table P002.

Note: The analysis conducted for this report suggests that dissimilarity index values are unreliable for a population group if that group represents approximately less than 5% of the jurisdiction's total population. ABAG/MTC recommends that when cities have population groups that are less than 5% of the jurisdiction's population (see Table 4), jurisdiction staff could focus on the isolation index or Thiel's H-Index to gain a more accurate understanding of neighborhood-level racial segregation in their jurisdiction.

The **Theil's H Index** can be used to measure segregation between all groups within a jurisdiction:

- This index measures how diverse each neighborhood is compared to the diversity of the whole city. Neighborhoods are weighted by their size, so that larger neighborhoods play a more significant role in determining the total measure of segregation.
- **The index ranges from 0 to 1. A Theil's H Index value of 0 would mean all neighborhoods within a city have the same demographics as the whole city. A value of 1 would mean each group lives exclusively in their own, separate neighborhood.**
- For jurisdictions with a high degree of diversity (multiple racial groups comprise more than 10% of the population), **Theil's H offers the clearest summary of overall segregation.**

The **Theil's H Index** values for neighborhood racial segregation in Pleasanton for the years 2000, 2010, and 2020 can be found in Table 3 below. The "Bay Area Average" column in the table provides the average **Theil's H Index** across Bay Area jurisdictions in 2020. Between 2010 and 2020, the **Theil's H Index** for racial segregation in Pleasanton stayed the same, suggesting that there is now about the same amount of neighborhood level racial segregation within the jurisdiction. In 2020, the **Theil's H Index** for racial segregation in Pleasanton was lower than the average value for Bay Area jurisdictions,

indicating that neighborhood level racial segregation in Pleasanton is less than in the average Bay Area city.

Table 3: Theil’s H Index Values for Racial Segregation within Pleasanton

Index	Pleasanton			Bay Area Average
	2000	2010	2020	2020
Theil's H Multi-racial	0.032	0.037	0.036	0.042

Universe: Population.

Source: IPUMS National Historical Geographic Information System (NHGIS). U.S. Census Bureau, 2020 Census State Redistricting Data (Public Law 94-171) Summary File, 2020 Census of Population and Housing, Table P002. Data from 2010 is from U.S. Census Bureau, Census 2010, Table P4. Data for 2000 is standardized to 2010 census tract geographies and is from U.S. Census Bureau, Census 2000, Table P004.

Figure 4 below shows how Theil’s H index values for racial segregation in Pleasanton compare to values in other Bay Area jurisdictions in 2020. In this chart, each dot represents a Bay Area jurisdiction. Additionally, the black line notes the Theil’s H index value for neighborhood racial segregation in Pleasanton, and the dashed red line represents the average Theil’s H index value across Bay Area jurisdictions. Local staff can use this chart to compare how neighborhood racial segregation levels in their jurisdiction compare to other jurisdictions in the region.

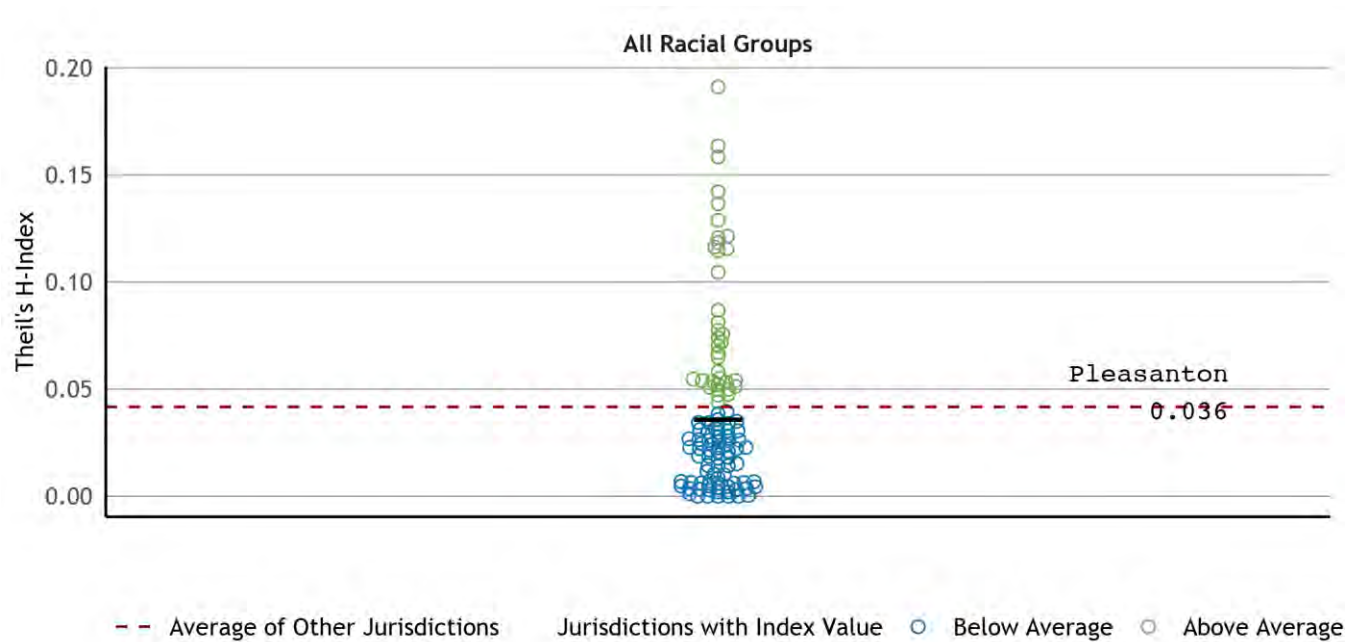


Figure 4: Theil’s H Index Values for Racial Segregation in Pleasanton Compared to Other Bay Area Jurisdictions (2020)

Universe: Bay Area Jurisdictions.

Source: IPUMS National Historical Geographic Information System (NHGIS). U.S. Census Bureau, 2020 Census State Redistricting Data (Public Law 94-171) Summary File, 2020 Census of Population and Housing, Table P002.

2.2 Regional Racial Segregation (*between Pleasanton and other jurisdictions*)

At the regional level, segregation is measured between *cities* instead of between *neighborhoods*. Racial dot maps are not only useful for examining neighborhood racial segregation within a jurisdiction, but these maps can also be used to explore the racial demographic differences between different jurisdictions in the region. Figure 5 below presents a racial dot map showing the spatial distribution of racial groups in Pleasanton as well as in nearby Bay Area cities.

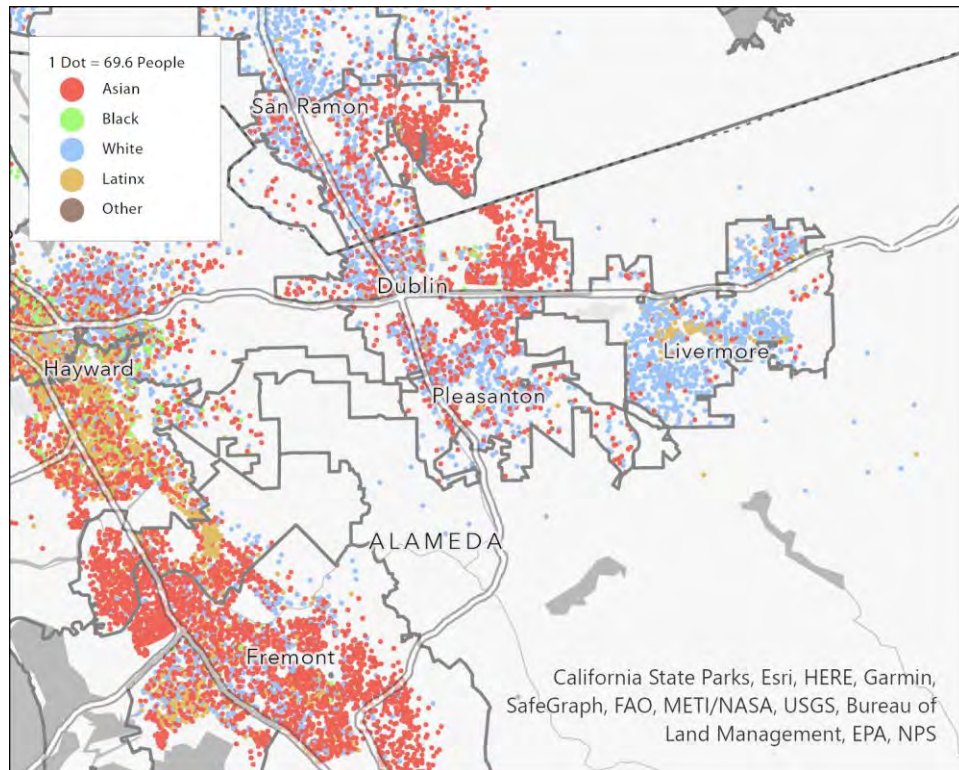


Figure 5: Racial Dot Map of Pleasanton and Surrounding Areas (2020)

Universe: Population.

Source: U.S. Census Bureau, 2020 Census State Redistricting Data (Public Law 94-171) Summary File, 2020 Census of Population and Housing, Table P002.

Note: The plot shows the racial distribution at the census block level for City of Pleasanton and vicinity. Dots in each census block are randomly placed and should not be construed as actual placement of people.

To understand how each city contributes to the total segregation of the Bay Area, one can look at the difference in the racial composition of a jurisdiction compared to the racial composition of the region as a whole. The racial demographics in Pleasanton for the years 2000, 2010, and 2020 can be found in Table 4 below. The table also provides the racial composition of the nine-county Bay Area. As of 2020, Pleasanton has a higher share of white residents than the Bay Area as a whole, a lower share of Latinx residents, a lower share of Black residents, and a higher share of Asian/Pacific Islander residents.

Table 4: Population by Racial Group, Pleasanton and the Region

Race	Pleasanton			Bay Area
	2000	2010	2020	2020
Asian/Pacific Islander	11.6%	23.2%	39.6%	28.2%
Black/African American	1.3%	1.6%	1.7%	5.6%
Latinx	7.9%	10.3%	9.9%	24.4%
Other or Multiple Races	3.4%	4.0%	5.9%	5.9%
White	75.8%	60.8%	43.0%	35.8%

Universe: Population.

Source: IPUMS National Historical Geographic Information System (NHGIS). U.S. Census Bureau, 2020 Census State Redistricting Data (Public Law 94-171) Summary File, 2020 Census of Population and Housing, Table P002. Data from 2010 is from U.S. Census Bureau, Census 2010, Table P4. Data for 2000 is standardized to 2010 census tract geographies and is from U.S. Census Bureau, Census 2000, Table P004.

Figure 6 below compares the racial demographics in Pleasanton to those of all 109 Bay Area jurisdictions.¹¹ In this chart, each dot represents a Bay Area jurisdiction. For each racial group, the **spread of dots represents the range of that group’s representation among Bay Area jurisdictions**. Additionally, the black line within each racial group notes the percentage of the population of City of Pleasanton represented by that group and how that percentage ranks among all 109 jurisdictions. Local staff can use this chart to compare the representation of different racial groups in their jurisdiction to **those groups’ representation in other jurisdictions in the region, which can indicate the extent of segregation between this jurisdiction and the region**.

¹¹ While comparisons of segregation measures are made only using the 104 jurisdictions with more than one census tract, this comparison of jurisdiction level demographic data can be made using all 109 jurisdictions.

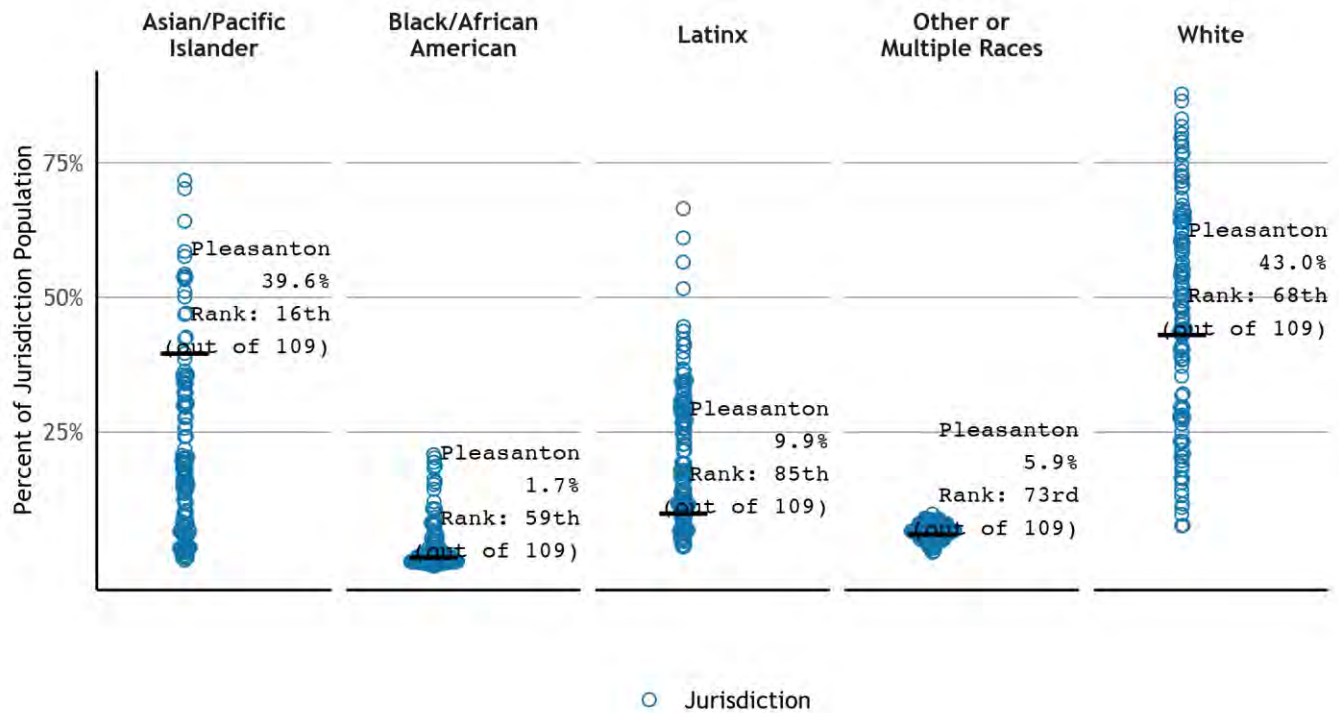


Figure 6: Racial Demographics of Pleasanton Compared to All Bay Area Jurisdictions (2020)

Universe: Bay Area Jurisdictions.

Source U.S. Census Bureau, 2020 Census State Redistricting Data (Public Law 94-171) Summary File, 2020 Census of Population and Housing, Table P002.

The map in Figure 7 below also illustrates regional racial segregation between Pleasanton and other jurisdictions. This map demonstrates how the percentage of people of color in Pleasanton and surrounding jurisdictions compares to the Bay Area as a whole:

- Jurisdictions shaded orange have a share of people of color that is less than the Bay Area as a whole, and the degree of difference is greater than five percentage points.
- Jurisdictions shaded white have a share of people of color comparable to the regional percentage of people of color (within five percentage points).
- Jurisdictions shaded grey have a share of people of color that is more than five percentage points greater than the regional percentage of people of color.

diverse each Bay Area jurisdiction is compared **to the racial diversity of the whole region**. A Theil's H Index value of 0 would mean all *jurisdictions* within the Bay Area have the same racial demographics as the entire region, while a value of 1 would mean each racial group lives exclusively in their own **separate jurisdiction**. The regional Theil's H index value for racial segregation decreased slightly between 2010 and 2020, meaning that racial groups in the Bay Area are now slightly less separated by the borders between jurisdictions.

Table 5: Regional Racial Segregation Measures

Index	Group	2010	2020
Isolation Index Regional Level	Asian/Pacific Islander	0.317	0.378
	Black/African American	0.144	0.118
	Latinx	0.283	0.291
	White	0.496	0.429
	People of Color	0.629	0.682
Dissimilarity Index Regional Level	Asian/Pacific Islander vs. White	0.384	0.369
	Black/African American vs. White	0.475	0.459
	Latinx vs. White	0.301	0.297
	People of Color vs. White	0.296	0.293
Theil's H Multi-racial	All Racial Groups	0.103	0.097

Universe: Population.

Source: IPUMS National Historical Geographic Information System (NHGIS). U.S. Census Bureau, 2020 Census State Redistricting Data (Public Law 94-171) Summary File, 2020 Census of Population and Housing, Table P002. Data from 2010 is from U.S. Census Bureau, 2010 Census of Population and Housing, Table P4.

3 INCOME SEGREGATION IN CITY OF PLEASANTON

Definition of Terms - Income Groups

When analyzing segregation by income, this report uses income group designations consistent with the Regional Housing Needs Allocation and the Housing Element:

Very low-income: individuals earning less than 50% of Area Median Income (AMI)

Low-income: individuals earning 50%-80% of AMI

Moderate-income: individuals earning 80%-120% of AMI

Above moderate-income: individuals earning 120% or more of AMI

Additionally, this report uses the term "lower-income" to refer to all people who earn less than 80% of AMI, which includes both low-income and very low-income individuals.

The income groups described above are based on U.S. Department of Housing and Urban Development (HUD) calculations for AMI. HUD calculates the AMI for different metropolitan areas, and the nine county Bay Area includes the following metropolitan areas: Napa Metro Area (Napa County), Oakland-Fremont Metro Area (Alameda and Contra Costa Counties), San Francisco Metro Area (Marin, San Francisco, and San Mateo Counties), San Jose-Sunnyvale-Santa Clara Metro Area (Santa Clara County), Santa Rosa Metro Area (Sonoma County), and Vallejo-Fairfield Metro Area (Solano County).

The income categories used in this report are based on the AMI for the HUD metro area where this jurisdiction is located.

3.1 Neighborhood Level Income Segregation (*within* Pleasanton)

Income segregation can be measured using similar indices as racial segregation. Income dot maps, similar to the racial dot maps shown in Figures 1 and 5, are useful for visualizing segregation between multiple income groups at the same time. The income dot map of Pleasanton in Figure 8 below offers a visual representation of the spatial distribution of income groups within the jurisdiction. As with the racial dot maps, when the dots show lack of a pattern or clustering, income segregation measures tend to be lower, and conversely, when clusters are apparent, the segregation measures may be higher as well.



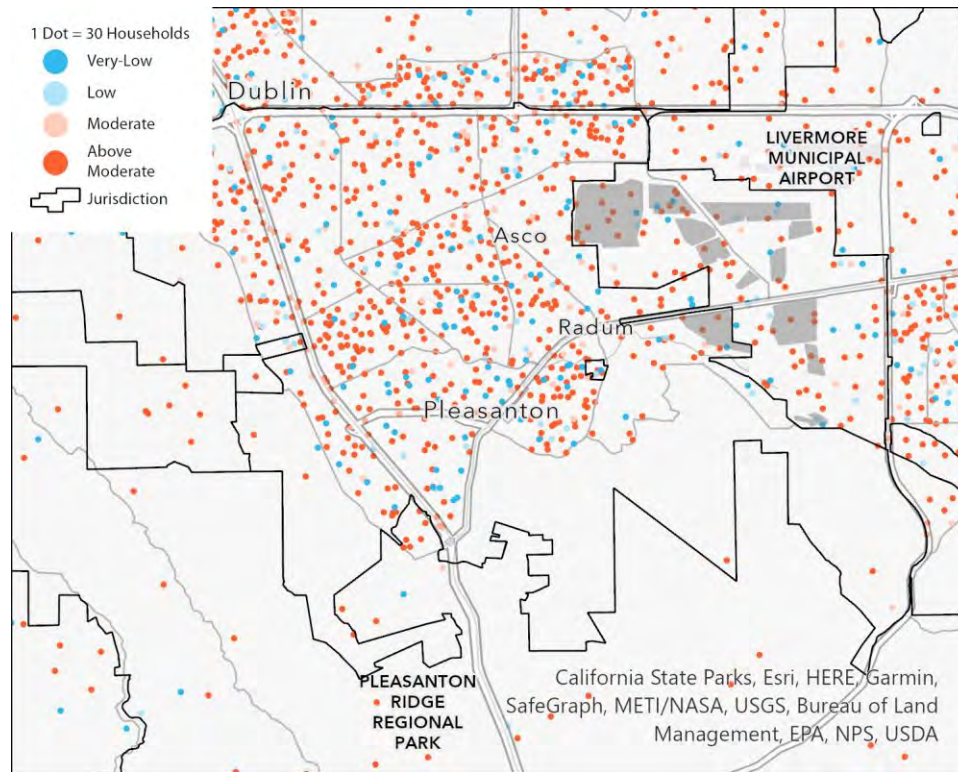


Figure 8: Income Dot Map of Pleasanton (2015)

Universe: Population.

Source: U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2011-2015 Low- and Moderate-Income Summary Data.

Note: The plot shows the income group distribution at the census block group level for City of Pleasanton and vicinity. Dots in each block group are randomly placed and should not be construed as actual placement of individuals.

The isolation index values for all income groups in Pleasanton for the years 2010 and 2015 can be found in Table 6 below.¹³ Above Moderate-income residents are the most isolated income group in **Pleasanton. Pleasanton’s isolation index of 0.689 for these residents means that the average Above Moderate-income resident in Pleasanton lives in a neighborhood that is 68.9% Above Moderate-income.** Among all income groups, the Moderate-income population’s **isolation index has changed the most over time, becoming less segregated from other income groups between 2010 and 2015.**

Similar to the tables presented earlier for neighborhood racial segregation, the “Bay Area Average” column in Table 6 provides the average isolation index value across Bay Area jurisdictions for different income groups in 2015. The data in this column can be used as a comparison to provide context for the levels of segregation experienced by income groups in this jurisdiction. For example, Table 6 indicates the average isolation index value for very low-income residents across Bay Area jurisdictions is 0.269,

¹³ This report presents data for income segregation for the years 2010 and 2015, which is different than the time periods used for racial segregation. This deviation stems from the [data source recommended for income segregation calculations](#) in HCD’s AFFH Guidelines. This data source most recently updated with data from the 2011-2015 American Community Survey 5-year estimates. For more information on HCD’s recommendations for calculating income segregation, see [page 32 of HCD’s AFFH Guidelines](#).

meaning that in the average Bay Area jurisdiction a very low-income resident lives in a neighborhood that is 26.9% very low-income.

Table 6: Income Group Isolation Index Values for Segregation within Pleasanton

Income Group	Pleasanton		Bay Area Average
	2010	2015	2015
Very Low-Income (<50% AMI)	0.125	0.143	0.269
Low-Income (50%-80% AMI)	0.097	0.082	0.145
Moderate-Income (80%-120% AMI)	0.169	0.144	0.183
Above Moderate-Income (>120% AMI)	0.682	0.689	0.507

Universe: Population.

Source: Data for 2015 is from U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2011-2015 Low- and Moderate-Income Summary Data. Data for 2010 is from U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2006-2010 Low- and Moderate-Income Summary Data.

Figure 9 below shows how income group isolation index values in Pleasanton compare to values in other Bay Area jurisdictions. In this chart, each dot represents a Bay Area jurisdiction. For each income group, the spread of dots represents the range of isolation index values among Bay Area jurisdictions. Additionally, the black line within each income group notes the isolation index value for that group in Pleasanton, and each dashed red line represents the Bay Area average for the isolation index for that group. Local staff can use this chart to contextualize how segregation levels for income groups in their jurisdiction compare to the rest of the region.

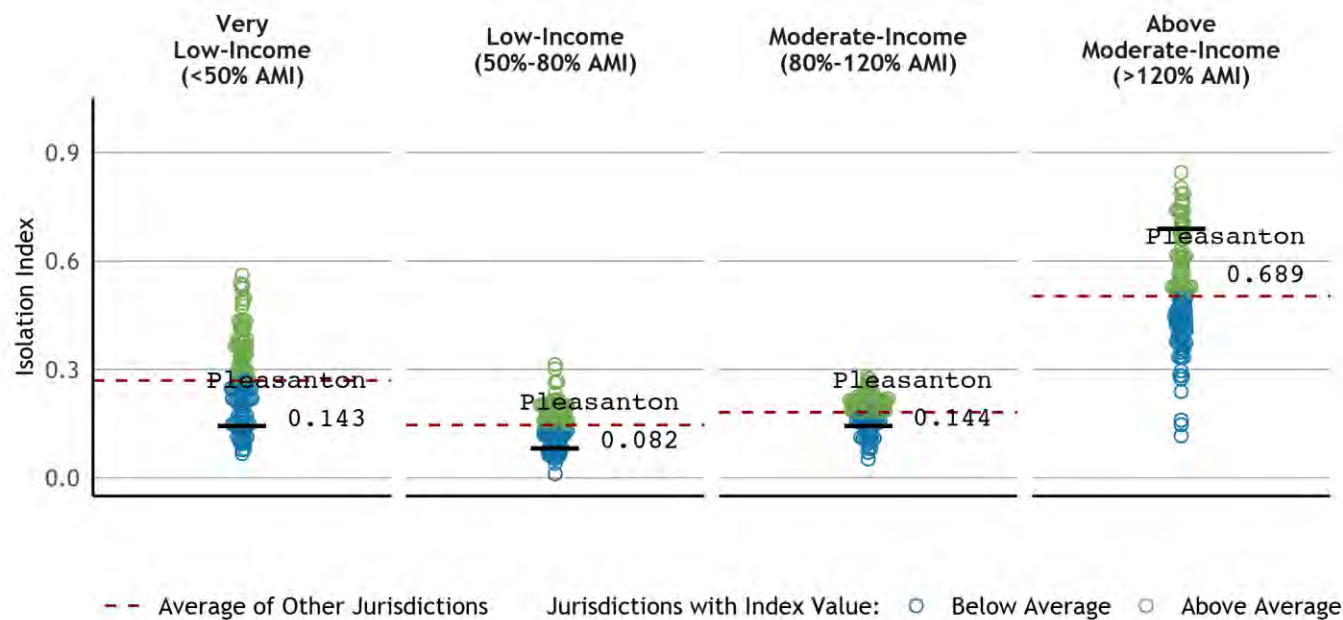


Figure 9: Income Group Isolation Index Values for Pleasanton Compared to Other Bay Area Jurisdictions (2015)

Universe: Bay Area Jurisdictions.

Source: U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2011-2015 Low- and Moderate-Income Summary Data.

Table 7 below provides the dissimilarity index values indicating the level of segregation in Pleasanton between residents who are lower-income (earning less than 80% of AMI) and those who are not lower-income (earning above 80% of AMI). This data aligns with the requirements described in HCD’s AFFH Guidance Memo for identifying dissimilarity for lower-income households.¹⁴ Segregation in Pleasanton between lower-income residents and residents who are not lower-income has not substantively changed between 2010 and 2015. Additionally, Table 7 shows dissimilarity index values for the level of segregation in Albany between residents who are very low-income (earning less than 50% of AMI) and those who are above moderate-income (earning above 120% of AMI). This supplementary data point provides additional nuance to an analysis of income segregation, as this index value indicates the extent to which a jurisdiction’s lowest and highest income residents live in separate neighborhoods.

Similar to other tables in this report, the “Bay Area Average” column shows the average dissimilarity index values for these income group pairings across Bay Area jurisdictions in 2015. For example, Table 7 indicates that the average dissimilarity index between lower-income residents and other residents in a Bay Area jurisdiction is 0.198, so on average 19.8% of lower-income residents in a Bay Area jurisdiction would need to move to a different neighborhood within the jurisdiction to create perfect income group integration in that jurisdiction.

¹⁴ For more information, see page 32 of HCD’s AFFH Guidance Memo.

In 2015, the income segregation in Pleasanton between lower-income residents and other residents was higher than the average value for Bay Area jurisdictions (See Table 7). This means that the lower-income residents are more segregated from other residents within Pleasanton compared to other Jurisdictions in the region.

Table 7: Income Group Dissimilarity Index Values for Segregation within Pleasanton

Income Group	Pleasanton		Bay Area Average
	2010	2015	2015
Below 80% AMI vs. Above 80% AMI	0.201	0.194	0.198
Below 50% AMI vs. Above 120% AMI	0.229	0.210	0.253

Universe: Population.

Source: Data for 2015 is from U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2011-2015 Low- and Moderate-Income Summary Data. Data for 2010 is from U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2006-2010 Low- and Moderate-Income Summary Data.

Figure 10 below shows how dissimilarity index values for income segregation in Pleasanton compare to values in other Bay Area jurisdictions. In this chart, each dot represents a Bay Area jurisdiction. For each income group pairing, the spread of dots represents the range of dissimilarity index values among Bay Area jurisdictions. Additionally, the black line within each income group pairing notes the dissimilarity index value in Pleasanton, and each dashed red line represents the Bay Area average for the dissimilarity index for that pairing. Local staff can use this chart to contextualize how segregation levels between lower-income residents and wealthier residents in their jurisdiction compared to the rest of the region.

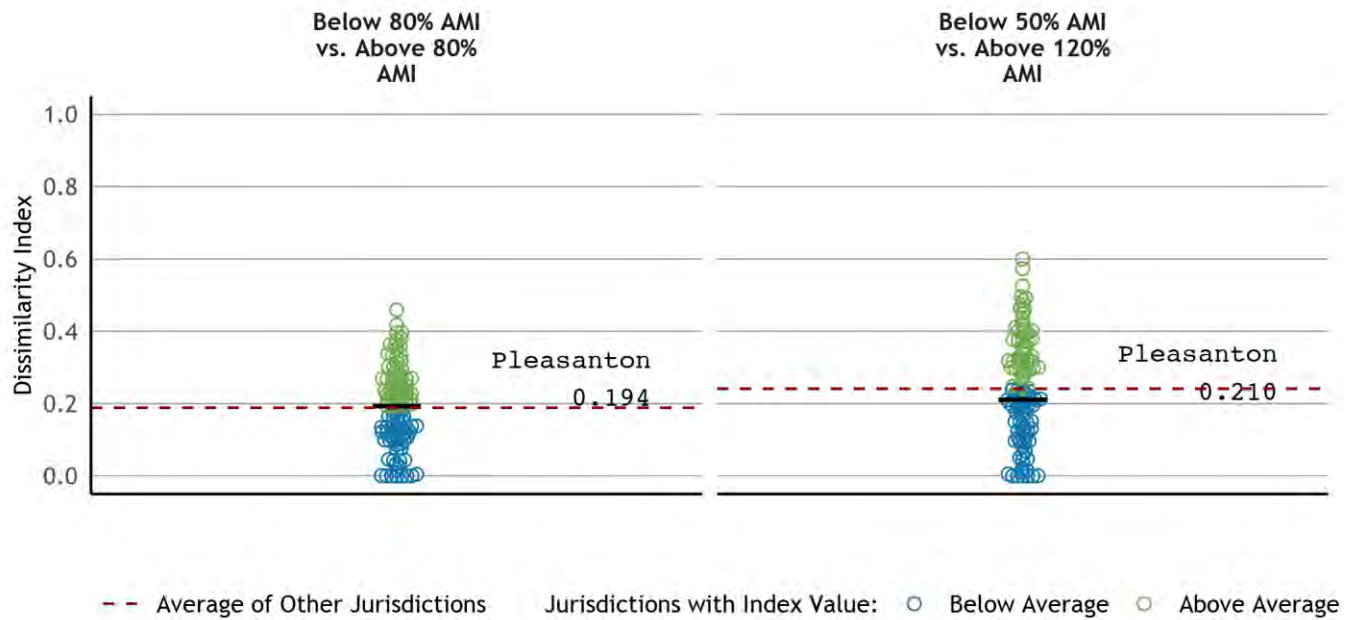


Figure 10: Income Group Dissimilarity Index Values for Pleasanton Compared to Other Bay Area Jurisdictions (2015)

Universe: Bay Area Jurisdictions.

Source: U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2011-2015 Low- and Moderate-Income Summary Data.

The Theil’s H Index values for neighborhood income group segregation in Pleasanton for the years 2010 and 2015 can be found in Table 8 below. The “Bay Area Average” column in this table provides the average Theil’s H Index value across Bay Area jurisdictions for different income groups in 2015. By 2015, the Theil’s H Index value for income segregation in Pleasanton was about the same amount as it had been in 2010. In 2015, the Theil’s H Index value for income group segregation in Pleasanton was lower than the average value for Bay Area jurisdictions, indicating there is less neighborhood level income segregation in Pleasanton than in the average Bay Area city.

Table 8: Theil’s H Index Values for Income Segregation within Pleasanton

Index	Pleasanton		Bay Area Average
	2010	2015	2015
Theil's H Multi-income	0.036	0.029	0.043

Universe: Population.

Source: Data for 2015 is from U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2011-2015 Low- and Moderate-Income Summary Data. Data for 2010 is from U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2006-2010 Low- and Moderate-Income Summary Data.

Figure 11 below shows how Theil's H index values for income group segregation in Pleasanton compare to values in other Bay Area jurisdictions in 2015. In this chart, each dot represents a Bay Area jurisdiction. Additionally, the black line notes the Theil's H index value for income group segregation in Pleasanton, and the dashed red line represents the average Theil's H index value across Bay Area jurisdictions. Local staff can use this chart to compare how neighborhood income group segregation levels in their jurisdiction compare to other jurisdictions in the region.

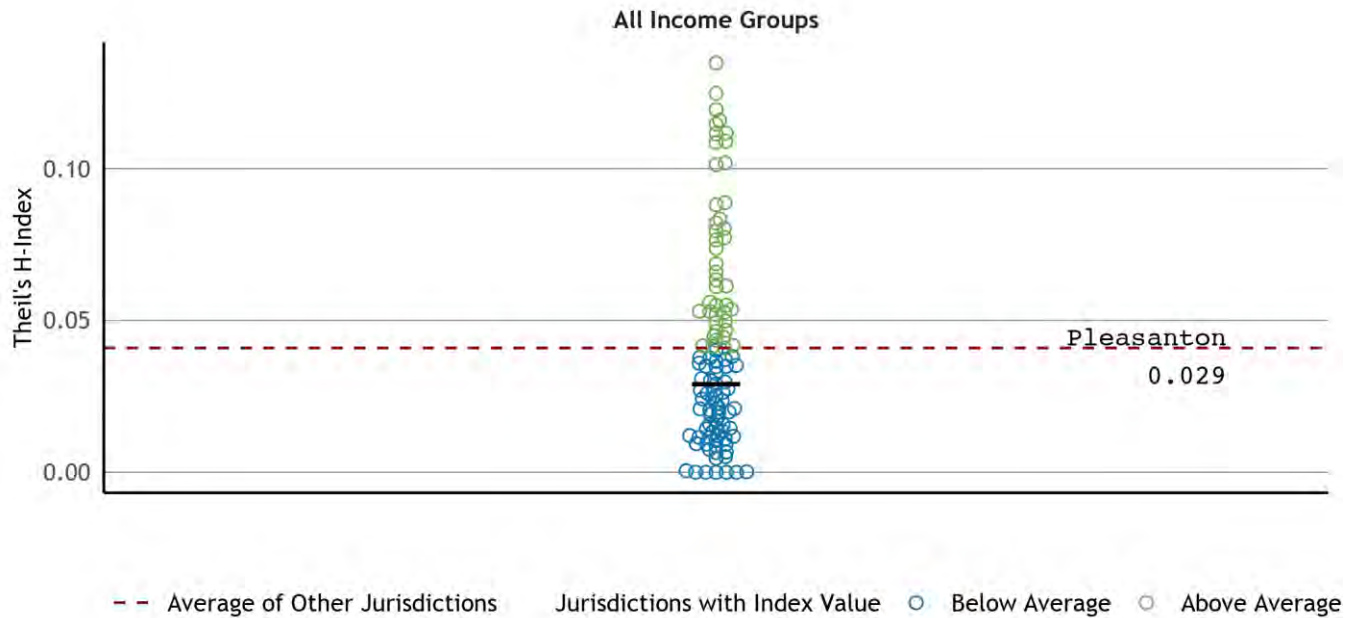


Figure 11: Income Group Theil's H Index Values for Pleasanton Compared to Other Bay Area Jurisdictions (2015)

Universe: Bay Area Jurisdictions.

Source: U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2011-2015 Low- and Moderate-Income Summary Data.

3.2 Regional Income Segregation (*between* Pleasanton and other jurisdictions)

At the regional level, segregation is measured between jurisdictions instead of between neighborhoods. Income dot maps are not only useful for examining neighborhood income segregation within a jurisdiction, but these maps can also be used to explore income demographic differences between jurisdictions in the region. Figure 12 below presents an income dot map showing the spatial distribution of income groups in Pleasanton as well as in nearby Bay Area jurisdictions.

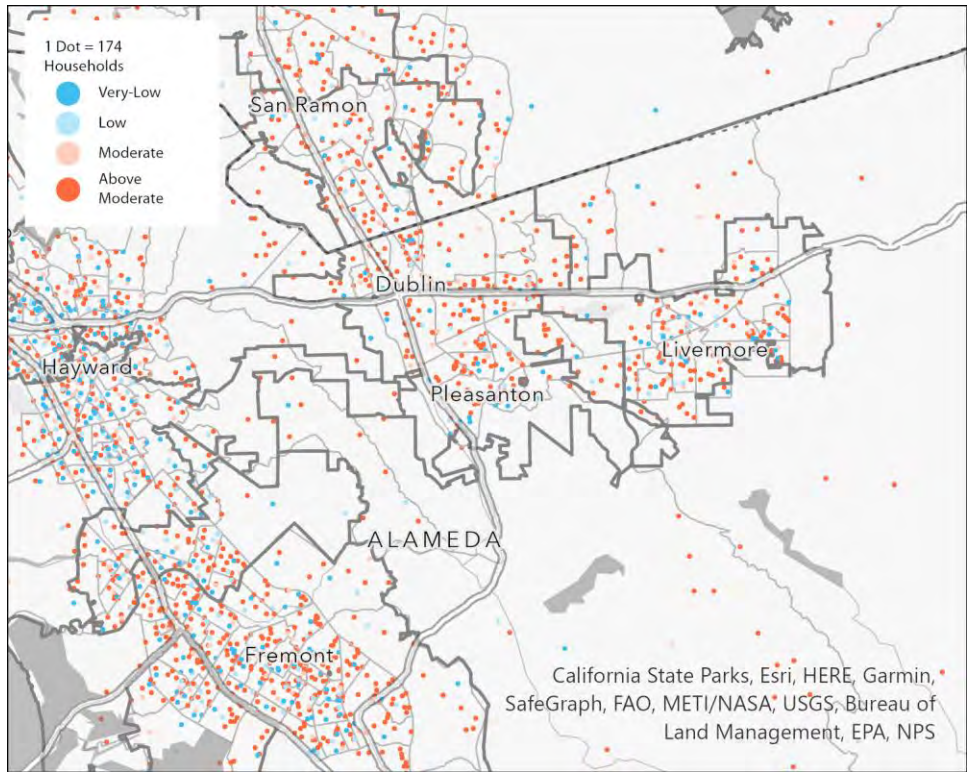


Figure 12: Income Dot Map of Pleasanton and Surrounding Areas (2015)

Universe: Population.

Source: U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2011-2015 Low- and Moderate-Income Summary Data.

Note: The plot shows the income group distribution at the census block group level for City of Pleasanton and vicinity. Dots in each block group are randomly placed and should not be construed as actual placement of individuals.

When looking at income segregation between jurisdictions in the Bay Area, one can examine how Pleasanton differs from the region. The income demographics in Pleasanton for the years 2010 and 2015 can be found in Table 9 below. The table also provides the income composition of the nine-county Bay Area in 2015. As of that year, Pleasanton had a lower share of very low-income residents than the Bay Area as a whole, a lower share of low-income residents, a lower share of moderate-income residents, and a higher share of above moderate-income residents.

Table 9: Population by Income Group, Pleasanton and the Region

Income Group	Pleasanton		Bay Area
	2010	2015	2015
Very Low-Income (<50% AMI)	10.67%	12.28%	28.7%
Low-Income (50%-80% AMI)	7.72%	6.45%	14.3%
Moderate-Income (80%-120% AMI)	14.87%	13.3%	17.6%
Above Moderate-Income (>120% AMI)	66.74%	67.97%	39.4%

Universe: Population.

Source: Data for 2015 is from Housing U.S. Department of and Urban Development, American Community Survey 5-Year 2011-2015 Low- and Moderate-Income Summary Data. Data for 2010 is from U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2006-2010 Low- and Moderate-Income Summary Data.

Figure 13 below compares the income demographics in Pleasanton to other Bay Area jurisdictions.¹⁵ Like the chart in Figure 3, each dot represents a Bay Area jurisdiction. For each income group, the spread of dots represents the range of that group's representation among Bay Area jurisdictions. The smallest range is among jurisdictions' moderate-income populations, while Bay Area jurisdictions vary the most in the share of their population that is above moderate-income. Additionally, the black lines within each income group note the percentage of Pleasanton population represented by that group and how that percentage ranks among other jurisdictions. Local staff can use this chart to compare the representation of different income groups in their jurisdiction to those groups' representation in other jurisdictions in the region, which can indicate the extent of segregation between this jurisdiction and the region.

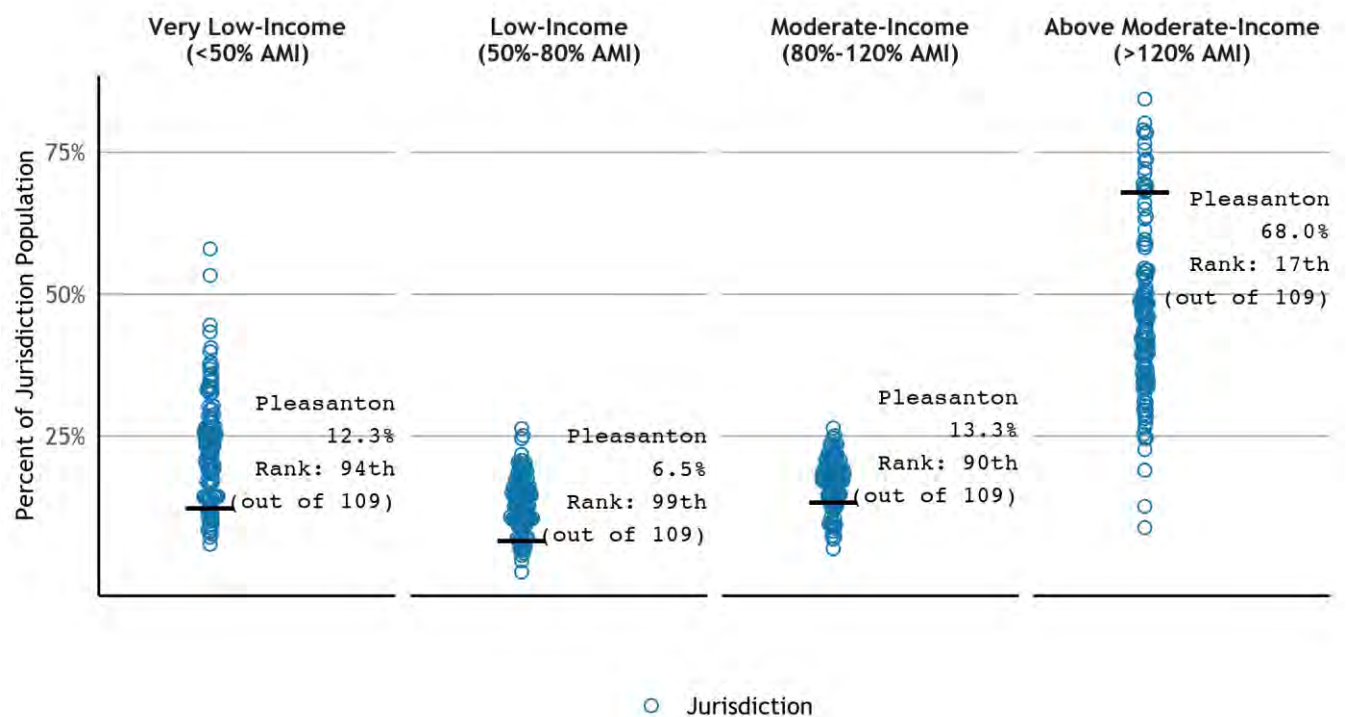


Figure 13: Income Demographics of Pleasanton Compared to Other Bay Area Jurisdictions (2015)

Universe: Bay Area Jurisdictions.

Source: U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2011-2015 Low- and Moderate-Income Summary Data.

¹⁵ While comparisons of segregation measures are made only using the 104 jurisdictions with more than one census tract, this comparison of jurisdiction level demographic data can be made using all 109 jurisdictions.

Income segregation between jurisdictions in the region can also be analyzed by calculating regional values for the segregation indices discussed previously. Similar to the regional racial segregation measures shown in Table 5, Table 10 **presents dissimilarity index, isolation index, and Theil's H index** values for income segregation for the entire nine-county Bay Area in 2010 and 2015. In the previous section of this report focused on neighborhood level income segregation, segregation indices were calculated by comparing the income demographics of the census tracts within a jurisdiction to the demographics of the jurisdiction as a whole. In Table 10, these measures are calculated by comparing **the income demographics of local jurisdictions to the region's income group makeup. For example,** looking at 2015 data, Table 10 shows the regional isolation index value for very low-income residents is 0.315 for 2015, meaning that on average very low-income Bay Area residents live in a jurisdiction that is 31.5% very low-income. The regional dissimilarity index for lower-income residents and other residents is 0.194 in 2015, which means that across the region 19.4% of lower-income residents would need to move to a different jurisdiction to create perfect income group integration in the Bay Area as a **whole. The regional value for the Theil's H index measures how diverse each Bay Area jurisdiction is compared to the income group diversity of the whole region. A Theil's H Index value of 0 would mean** all jurisdictions within the Bay Area have the same income demographics as the entire region, while a value of 1 would mean each income group lives exclusively in their own separate jurisdiction. The **regional Theil's H index value for income segregation decreased slightly** between 2010 and 2015, meaning that income groups in the Bay Area are now slightly less separated by the borders between jurisdictions.

Table 10: Regional Income Segregation Measures

Index	Group	2010	2015
Isolation Index Regional Level	Very Low-Income (<50% AMI)	0.277	0.315
	Low-Income (50%-80% AMI)	0.157	0.154
	Moderate-Income (80%-120% AMI)	0.185	0.180
	Above Moderate-Income (>120% AMI)	0.467	0.435
Dissimilarity Index Regional Level	Below 80% AMI vs. Above 80% AMI	0.186	0.194
	Below 50% AMI vs. Above 120% AMI	0.238	0.248
Theil's H Multi-income	All Income Groups	0.034	0.032

Universe: Population.

Source: Data for 2015 is from U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2011-2015 Low- and Moderate-Income Summary Data. Data for 2010 is from U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2006-2010 Low- and Moderate-Income Summary Data.

4 APPENDIX 1: SUMMARY OF FINDINGS

4.1 Segregation in City of Pleasanton

- The isolation index measures the segregation of a single group, and the dissimilarity index measures segregation between two **different groups**. **The Theil's H-Index** can be used to measure segregation between all racial or income groups across the city at once.
- As of 2020, white residents are the most segregated compared to other racial groups in Pleasanton, as measured by the isolation index. White residents live in neighborhoods where they are less likely to come into contact with other racial groups.
- **Among all racial groups, the white population's isolation index value has changed the most over time, becoming less segregated from other racial groups between 2000 and 2020.**
- According to the dissimilarity index, within Pleasanton the highest level of racial segregation is between Black and white residents.¹⁶ However, local jurisdiction staff should note that this dissimilarity index value is not a reliable data point due to small population size.
- **According to the Theil's H-Index**, neighborhood racial segregation in Pleasanton stayed the same between 2010 and 2020. Neighborhood income segregation stayed about the same between 2010 and 2015.
- Above Moderate-income residents are the most segregated compared to other income groups in Pleasanton. Above Moderate-income residents live in neighborhoods where they are less likely to encounter residents of other income groups.
- Among all income groups, the Moderate-income population's segregation measure has changed the most over time, becoming less segregated from other income groups between 2010 and 2015.
- According to the dissimilarity index, segregation between lower-income residents and residents who are not lower-income has not substantively changed between 2010 and 2015. In 2015, the income segregation in Pleasanton between lower-income residents and other residents was higher than the average value for Bay Area jurisdictions.

4.2 Segregation Between City of Pleasanton and Other jurisdictions in the Bay Area Region

- Pleasanton has a higher share of white residents than other jurisdictions in the Bay Area as a whole, a lower share of Latinx residents, a lower share of Black residents, and a higher share of Asian/Pacific Islander residents.

¹⁶ The analysis conducted for this report suggests that dissimilarity index values are unreliable for a population group if that group represents **approximately less than 5% of the jurisdiction's total population**. **ABAG/MTC recommends that when cities have population groups that are less than 5% of the jurisdiction's population (see Table 15 in Appendix 2), jurisdiction staff could focus on the isolation index or Thiel's H-Index to gain a more accurate understanding of neighborhood-level racial segregation in their jurisdiction.**

- Regarding income groups, Pleasanton has a lower share of very low-income residents than other jurisdictions in the Bay Area as a whole, a lower share of low-income residents, a lower share of moderate-income residents, and a higher share of above moderate-income residents.



5 APPENDIX 2: SEGREGATION DATA

Appendix 2 combines tabular data presented throughout this report into a more condensed format. This data compilation is intended to enable local jurisdiction staff and their consultants to easily reference this data and re-use the data in the Housing Element or other relevant documents/analyses.

Table 11 in this appendix combines data from Table 1, Table 2, and Table 3 in the body of the report. Table 12 in this appendix combines data from Table 6, Table 7, and Table 8 in the body of the report. Table 13 represents a duplication of Table 5 in the body of the report; Table 14 represents a duplication of Table 10 in the body of the report; Table 15 in this appendix represents a duplication of Table 4 in the body of the report, while Table 16 represents a duplication of Table 9 in the body of the report.

Table 11: Neighborhood Racial Segregation Levels in Pleasanton

Index	Race	Pleasanton			Bay Area Average
		2000	2010	2020	2020
Isolation	Asian/Pacific Islander	0.150	0.272	0.431	0.245
	Black/African American	0.015	0.018	0.024	0.053
	Latinx	0.092	0.120	0.112	0.251
	White	0.768	0.633	0.457	0.491
Dissimilarity	Asian/Pacific Islander vs. White	0.246	0.212	0.205	0.185
	Black/African American vs. White	0.178*	0.194*	0.306*	0.244
	Latinx vs. White	0.185	0.187	0.185	0.207
	People of Color vs. White	0.150	0.169	0.164	0.168
Theil's H Multi-racial	All	0.032	0.037	0.036	0.042

Universe: Population.

Source: IPUMS National Historical Geographic Information System (NHGIS). U.S. Census Bureau, 2020 Census State Redistricting Data (Public Law 94-171) Summary File, 2020 Census of Population and Housing, Table P002. Data from 2010 is from U.S. Census Bureau, 2010 Census of Population and Housing, Table P4. Data for 2000 is standardized to 2010 census tract geographies and is from U.S. Census Bureau, Census 2000, Table P004.

Note: If a number is marked with an asterisk (*), it indicates that the index is based on a racial group making up less than 5 percent of the jurisdiction population, leading to unreliable numbers.

Table 12: Neighborhood Income Segregation Levels in Pleasanton

Index	Income Group	Pleasanton		Bay Area Average
		2010	2015	2015
Isolation	Very Low-Income (<50% AMI)	0.125	0.143	0.269
	Low-Income (50%-80% AMI)	0.097	0.082	0.145
	Moderate-Income (80%-120% AMI)	0.169	0.144	0.183
	Above Moderate-Income (>120% AMI)	0.682	0.689	0.507
Dissimilarity	Below 80% AMI vs. Above 80% AMI	0.201	0.194	0.198
	Below 50% AMI vs. Above 120% AMI	0.229	0.210	0.253
Theil's H Multi-racial	All	0.036	0.029	0.043

Universe: Population.

Source: Income data for 2015 is from U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2011-2015 Low- and Moderate-Income Summary Data. Data for 2010 is from U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2006-2010 Low- and Moderate-Income Summary Data.

Table 13: Regional Racial Segregation Measures

Index	Group	2010	2020
Isolation Index Regional Level	Asian/Pacific Islander	0.317	0.378
	Black/African American	0.144	0.118
	Latinx	0.283	0.291
	White	0.496	0.429
	People of Color	0.629	0.682
Dissimilarity Index Regional Level	Asian/Pacific Islander vs. White	0.384	0.369
	Black/African American vs. White	0.475	0.459
	Latinx vs. White	0.301	0.297
	People of Color vs. White	0.296	0.293
Theil's H Multi-racial	All Racial Groups	0.103	0.097

Universe: Population.

Source: IPUMS National Historical Geographic Information System (NHGIS). U.S. Census Bureau, 2020 Census State Redistricting Data (Public Law 94-171) Summary File, 2020 Census of Population and Housing, Table P002. Data from 2010 is from U.S. Census Bureau, 2010 Census of Population and Housing, Table P4.

Table 14: Regional Income Segregation Measures

Index	Group	2010	2015
Isolation Index Regional Level	Very Low-Income (<50% AMI)	0.277	0.315
	Low-Income (50%-80% AMI)	0.157	0.154
	Moderate-Income (80%-120% AMI)	0.185	0.180
	Above Moderate-Income (>120% AMI)	0.467	0.435
Dissimilarity Index Regional Level	Below 80% AMI vs. Above 80% AMI	0.186	0.194
	Below 50% AMI vs. Above 120% AMI	0.238	0.248
Theil's H Multi-income	All Income Groups	0.034	0.032

Universe: Population.

Source: Data for 2015 is from U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2011-2015 Low- and Moderate-Income Summary Data. Data for 2010 is from U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2006-2010 Low- and Moderate-Income Summary Data.

Table 15: Population by Racial Group, Pleasanton and the Region

Race	Pleasanton			Bay Area
	2000	2010	2020	2020
Asian/Pacific Islander	11.6%	23.24%	39.58%	35.8%
Black/African American	1.33%	1.59%	1.67%	5.6%
Latinx	7.87%	10.34%	9.87%	28.2%
Other or Multiple Races	3.39%	4.03%	5.9%	24.4%
White	75.81%	60.81%	42.98%	5.9%

Universe: Population.

Source: IPUMS National Historical Geographic Information System (NHGIS). U.S. Census Bureau, 2020 Census State Redistricting Data (Public Law 94-171) Summary File, 2020 Census of Population and Housing, Table P002. Data from 2010 is from U.S. Census Bureau, 2010 Census of Population and Housing, Table P4. Data for 2000 is standardized to 2010 census tract geographies and is from U.S. Census Bureau, Census 2000, Table P004.

Table 16: Population by Income Group, Pleasanton and the Region

Income Group	Pleasanton		Bay Area
	2010	2015	2015
Very Low-Income (<50% AMI)	10.67%	12.28%	28.7%
Low-Income (50%-80% AMI)	7.72%	6.45%	14.3%
Moderate-Income (80%-120% AMI)	14.87%	13.3%	17.6%
Above Moderate-Income (>120% AMI)	66.74%	67.97%	39.4%

Universe: Population.

Source: Data for 2015 is from U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2011-2015 Low- and Moderate-Income Summary Data. Data for 2010 is from U.S. Department of Housing and Urban Development, American Community Survey 5-Year 2006-2010 Low- and Moderate-Income Summary Data.

6 REFERENCES

- Ananat, Elizabeth Oltmans. 2011. "The wrong side(s) of the tracks: The causal effects of racial segregation on urban poverty and inequality," *American Economic Journal: Applied Economics* 3: 34-66.
- Bayer, Patrick, Robert McMillan, and Kim S. Rueben. 2004. "What Drives Racial Segregation? New Evidence using Census Microdata," *Journal of Urban Economics* 56(3): 514-535.
- Burch, Traci. 2014. "The Old Jim Crow: Racial Residential Segregation and Imprisonment," *Law and Policy* 36(3): 223-255.
- Chetty, Raj and Nathaniel Hendren. 2018. "The Impacts of Neighborhoods on Intergenerational Mobility I: Childhood Exposure Effects," *The Quarterly Journal of Economics* 133(3):1107-1162
- Cutler, David M., and Edward L. Glaeser. 1997. "Are ghettos good or bad?," *The Quarterly Journal of Economics* 112(3): 827-72.
- Lens, Michael and Paavo Monkkonen. 2016. "Do Strict Land Use Regulations Make Metropolitan Areas More Segregated by Income?," *Journal of the American Planning Association* 82(1): 6-21.
- Pendall, Rolf. 2000. "Local Land-Use Regulation and the Chain of Exclusion," *Journal of the American Planning Association* 66(2): 125-142.
- Rothstein, Richard. 2017. *The Color of Law: A Forgotten History of how our Government Segregated America*. New York: Liveright Publishing.
- Sampson, Robert J. 2012. *Great American city: Chicago and the enduring neighborhood effect*. Chicago: University of Chicago Press.
- Sharkey, Patrick. 2013. *Stuck in place: Urban neighborhoods and the end of progress toward racial equality*. Chicago: University of Chicago Press.
- Trounstine, Jessica. 2015. "Segregation and Inequality in Public Goods," *American Journal of Political Science* 60(3): 709-725.
- Trounstine, Jessica. 2018. *Segregation by Design: Local Politics and Inequality in American Cities*. New York: Cambridge University Press.



DRAFT

This page is intentionally blank

Appendix G: Housing Resources

Contents

- Appendix G: Housing Resources 1
- Section G.1 Financial and Administrative Resources 2
 - G.1.1 Local Resources..... 2
 - G.1.2 Regional Resources 3
 - G.1.3 State Resources 5
 - G.1.4 Federal Resources 8
- Section G.2 Opportunities for Energy Conservation 10
 - G.2.1 East Bay Community Energy Resources 11
 - G.2.2 Pacific Gas and Electric Resources 11
 - G.2.3 State Energy Resources 12
 - G.2.4 Federal Energy Resources..... 12

Section G.1 Financial and Administrative Resources

G.1.1 Local Resources



Lower Income Housing Fund (LIHF)

The City collects affordable housing fees from all residential and commercial, office and industrial development projects; unit types such as Accessory Dwelling Units and projects that provide at least 15 percent lower-income housing units are exempt from paying the fee by Municipal Code §17.40.040. These fees are paid at time of building permit issuance and deposited in the LIHF. The LIHF must be used in accordance with and in support of activities to implement the City's Housing Element. The LIHF has successfully provided needed funding to complete affordable housing projects including Sunflower Hill, a 31-unit rental project affordable to adults with developmental disabilities, and Kottinger Gardens, a two-phase, 185-unit project for lower-income elderly residents. As described below, the LIHF is also used to fund a number of other housing-related programs such as housing rehabilitation assistance, down-payment assistance, and to provide grants to non-profit organizations that provide housing and human services to lower-income residents.

Down Payment Assistance (DPA) Program

In 2004, the City introduced the DPA program. The program recently revamped as the Pleasanton Down Payment Assistance Loan Program (PDALP) currently offers \$100,000 in down payment assistance loan for potential first-time homebuyers whose household income does not exceed 120 percent of Area Median Income (AMI). Assistance is in the form of a 30-year, zero interest loan with no required monthly payment provided the homeowner occupies the home. The PDALP loan is structured as a shared appreciation loan with the principal balance amount plus a share of the appreciation due at the end of the 30-year term or when the homeowner sells or transfers the property.

Housing & Human Services Grants (HHSB) Program

The City provides grants to non-profit agencies that provide housing and human services primarily to low-income residents through the HHSB Program. The HSSB Program is funded with federal CDBG and HOME program funds (see Federal Resources) as well as local funding sources from the Lower-Income Housing Fund and City General Funds for Human Services.

Housing Rehabilitation Program

This City program provides loans and grants to extremely low-, very low-, and low-income homeowners and is funded through a combination of City Lower-Income Housing Funds and federal HOME funds. Major repair work (e.g., reroofing, sewer line replacement, windows, electrical, etc.) of \$15,000 to \$150,000 may qualify for a deferred City loan at one percent simple annualized interest. Minor repair work (e.g., water heaters, door locks, etc.) and accessibility

improvements (e.g., wheelchair ramps, roll-in showers, grab bars, etc.) of up to \$15,000 can be funded by a City grant so the repairs have no cost to the homeowner, and mobile homes are eligible. Since 2016, Habitat for Humanity has been administering the City's Housing Rehabilitation Program.

Pleasanton Home Ownership Assistance Program (PHAP)

Introduced in 1992, this City program assists first-time homebuyers in overcoming obstacles of high local housing costs to be able to purchase homes in Pleasanton. Working with local housing developers, over 100 below-market priced homes have been constructed to date. To ensure continued affordability over time, PHAP homes include affordability covenants restricting the maximum sale price and maximum income of subsequent buyers when the homes are resold.

Tri-Valley Rapid Re-Housing Program

Formerly the Tri-Valley Housing Scholarship Program, the Rapid Re-Housing Program is administered by Abode Services. Using federal HOME program funds, the City of Pleasanton and Abode Services provide unhoused families in Pleasanton with housing placement and a gradually decreasing rental subsidy up to 12 months to help families stabilize and become self-sufficient. The program also provides case management to assist families increase their income so they can afford the full rent prior to exiting the program.

G.1.2 Regional Resources

Alameda County

- **Measure A1:** In June 2016, the Alameda County Board of Supervisors placed a General Obligation Bond on the ballot to increase affordable housing countywide. County voters supported Measure A1, passing it in November 2016 with 73 percent of the vote. As of August 2020, the City's base allocated from Measure A1 was \$12.3 million, \$11.8 million of which has been committed for specific affordable housing projects (i.e., Kottinger Gardens and Sunflower Hill). The City will be committing the remaining \$0.5 million remaining to Tri-Valley REACH to assist in the construction of two Accessory Dwelling Units (ADUs) to provide affordable housing to adults with developmental disabilities.
- **AC Boost – Down Payment Assistance Program:** Funded by Measure A1 funds, the program offers shared appreciation loans of up to \$210,000 to first-time homebuyers who live, work in, or have been displaced from Alameda County. There is limited preference for First Responders and Educators (including public school employees and childcare providers). This program is administered by the non-profit organization Hello Housing, on behalf of Alameda County Housing & Community Development Department.

- **Renew AC – Home Improvement Loan Assistance Program:** Renew AC provides low-income homeowners in Alameda County with one percent interest rate loans of \$15,000 to \$150,000 to complete home improvement projects ranging from correcting health and safety hazards to accessibility upgrades and structural rehabilitation. No monthly payments are required. Renew AC is operated by Habitat for Humanity East Bay/Silicon Valley, on behalf of Alameda County Housing & Community Development Department and funded by Measure A1.
- **Mortgage Credit Certificate Program:** This program provides income eligible first-time home buyers the opportunity to reduce the amount of federal income tax they owe each year they own and live in their home. The Mortgage Credit Certificate (MCC) assists a family in qualifying for a higher first mortgage with no effect on monthly expenses. Refinanced Mortgage Credit Certificates (RMCC) are also available when the homeowner refinances their original MCC Loan. A RMCC must be issued for each refinance for the homeowner to continue receiving their federal tax credit. Funding for this program is provided by the California Debt Limit Allocation Committee (CDLAC), and the Alameda County MCC program has not received funds from CDLAC since 2019. Near-term funding from this program is highly unlikely.

Housing Authority of the County of Alameda (HACA)

- **Section 8 Housing Choice Voucher Program (HCVP):** Over 7,000 families and 3,500 housing owners participate in the HCVP. The HCVP provides rental assistance to eligible families and guarantees monthly payments to owners. The family’s portion of the rent ranges from 30 to 40 percent of household income, and HACA pays the difference directly to the landlord, up to the HUD-established payment standards. As of March 2022, there were 295 Housing Choice Voucher Program participants residing in Pleasanton¹.
- **Project-Based Program:** This program subsidizes the rent and utilities of a unit in a subsidized development. If the tenant in a Project-Based unit moves out of the development during the first year of the lease, the tenant’s assistance ends. If the tenant moves out of the development after the first year, the assistance continues and follows the tenant. HACA provides 713 units of Project-Based assistance in various developments throughout the County, although none are currently in Pleasanton².
- **Section 8 Moderate Rehabilitation Program:** This program subsidizes the rent and utilities of a unit in a subsidized development that has undergone some

¹ Housing Authority of the County of Alameda, April 13, 2022, HACA Agenda Item No.: 8-6.

² There are 31 Project-Based Section 8 units at Kottinger Gardens Phase II, but these contracts are directly with HUD, not HACA.

rehabilitation. If, at any time, the tenant in a Section 8 Moderate Rehabilitation unit moves out of the development, the tenant's Section 8 assistance ends. HACA provides 18 units of Section 8 Moderate Rehabilitation assistance at two developments in Hayward and one in Emeryville.

- **Section 8 VASH Program:** Similar to the Section 8 Housing Choice Voucher Program, the Veterans Affairs Supportive Housing (VASH) Voucher Program helps homeless veterans lease safe, affordable housing. VASH is a partnership between the Veterans Administration (VA) and the U.S. Department of Housing and Urban Development (HUD). Participating veterans receive case management and clinical services provided by the VA to help them maintain healthy, productive lives.
- **Mainstream Voucher Program:** HACA administers 189 vouchers under HUD's Mainstream program. The program is targeted to households with at least one non-elderly disabled family member who is homeless, at-risk of homelessness, coming out of an institutional facility or at-risk of entering an institutional facility due to lack of housing. HACA partners with an array of supportive services organizations that provide appropriate services to program participants.

Eden Council for Home and Opportunity (ECHO Housing)

ECHO Housing offers various programs including classes on how to find, qualify for and buy a home; debt and financial education and counseling; and a Rental Assistance Program (RAP) that assists with move-in costs or delinquent rent due to a temporary financial setback. They also provide tenant-landlord counseling and HUD-certified fair housing services to assist Pleasanton renters remain in their homes.

G.1.3 State Resources³

- **Affordable Housing and Sustainable Communities Program (AHSC):** Administered by the Strategic Growth Council, this program provides grants and/or loans to fund land-use, housing, transportation, and land preservation projects that support infill and compact development that reduce greenhouse gas emissions.
- **CalHome:** HCD provides grants to local public agencies and non-profit housing developers to assist first-time homebuyers become or remain homeowners through deferred-payment loans. Funds can also be used to assist in the development of multiple-unit homeownership programs.

³ Jurisdictions, such as the City of Pleasanton, are typically not eligible as applicants for these funding sources; affordable housing developers are typically the eligible applicants.

- **California Emergency Solutions and Housing (CESH):** This program provides funds for a variety of activities to assist persons experiencing or at risk of homelessness, such as housing relocation and stabilization services (including rental assistance), operating subsidies for permanent housing, flexible housing subsidies, emergency housing operating support, and homeless delivery systems.
- **California Housing Finance Agency (CalHFA):** CalHFA offers a variety of low-cost loan programs to support the development of affordable multi-family rental housing, mixed-income housing, and special needs housing.
- **California Housing Finance Agency (CalHFA), Mortgage Credit Certificate Program:** The MCC program is a homebuyer assistance program designed to help lower-income families afford home ownership. The program allows home buyers to claim a dollar-for-dollar tax credit for a portion of mortgage interest paid per year, up to \$2,000. The remaining mortgage interest paid may still be calculated as an itemized deduction. See Alameda County Mortgage Credit Certificate Program, above, which discusses near-term funding from the MCC program being highly unlikely.
- **California Self-Help Housing Program (CSHHP):** Provides grants for sponsor organizations that provide technical assistance for low and moderate-income families to build their homes with their own labor.
- **Elderlink:** A senior care referral service licensed by the Department of Public Health. This organization provides independent and free personalized senior care placement services to fully screened and approved nursing home, board and care, and assisted living facilities.
- **Golden State Acquisition Fund (GSAF):** This \$93 million fund provides low-cost financing aimed at supporting the creation and preservation of affordable housing across the state. GSAF makes up to five-year loans to developers for acquisition or preservation of affordable housing.
- **Homekey:** Homekey provides grants to acquire and rehabilitate a variety of housing types, such as hotels and residential care facilities, to serve people experiencing homelessness or who are also at risk of serious illness from COVID-19.
- **Housing for a Healthy California (HHC) Program:** This program provides funding to deliver supportive housing opportunities to developers using the federal National Housing Trust Funds (NHTF) allocations for operating reserve grants and capital loans. The HHC program is intended to create supportive housing for individuals who are recipients of or eligible for health care provided through the California Department of Health Care Services' Medi-Cal program.

- **Housing Navigator’s Program:** This grant program allocates funding to counties for the support of housing navigators to help young adults aged 18 to 21 years secure and maintain housing, with priority for individuals in the foster care system.
- **Infill Infrastructure Grant Program (IIG):** This program promotes infill housing development by providing grant funding, in the form of gap assistance, for infrastructure improvements required for qualifying multi-family or mixed-use residential development.
- **Joe Serna, Jr. Farmworker Housing Grant (FWHG) Program:** This program provides deferred payment loans for both owner-occupied and rental housing for agricultural workers, with a priority for lower income households.
- **Local Housing Trust Fund (LHTF) Program:** This program provides matching funds to local or regional housing trust funds for the creation, preservation, and rehabilitation of affordable housing, transitional housing, or emergency shelters.
- **Mills Act:** The Mills Act is an economic incentive programs for the restoration and preservation of qualified historic buildings by private property owners. It grants local governments the authority to enter into contracts with owners of qualified historic properties who actively participate in the restoration and maintenance of their historic properties while receiving property tax relief. Pleasanton administers a Mills Act program, which furthers housing affordability by reducing property taxes and preserving existing housing stock.
- **Mobilehome Park Rehabilitation and Resident Ownership Program (MPRROP):** This program provides financing to support the preservation of affordable mobilehome parks through conversion of the park to ownership or control by resident organizations, nonprofit housing sponsors, or local public entities.
- **Multifamily Housing Program (MHP):** This program provides deferred payment loans for the construction, preservation, and rehabilitation of permanent and transitional rental housing for lower-income households.
- **No Place Like Home Program:** This program invests in the development of permanent supportive housing for persons who are in need of mental health services and are experiencing homelessness, chronic homelessness, or who are at risk of chronic homelessness.
- **National Housing Trust Fund:** This program provides deferred payment or forgivable loans for the construction of permanent housing for extremely low-income households. The required affordability covenant is for 55 years.
- **Permanent Local Housing Allocation (PLHA) Program:** This program provides a permanent source of funding to all local governments in California to help cities and

counties implement plans to increase affordable housing stock. Funding for this program is provided through a \$75 recording fee on real estate transactions.

- **Predevelopment Loan Program (PDLP):** This program provides financing to cover pre-development costs to construct, preserve, or rehabilitate assisted housing.
- **Supportive Housing Multifamily Housing Program (SHMHP):** This program provides low interest deferred loan payments to developers building affordable rental housing that contain supportive housing units.
- **Transit-Oriented Development (TOD) Housing Program:** This program provides low-interest loans as gap financing for higher density affordable rental housing within one-quarter mile of transit stations. Grants are also available to localities and transit agencies for infrastructure improvements necessary for the development of specified housing developments or to facilitate connections between these developments and the transit station. The maximum total award amount for a single project is \$15 million.
- **Transitional Housing Program (THP):** This program provides funding to counties for child welfare services agencies to help young adults aged 18 to 25 years find and maintain housing, with priority given to those formerly in the foster care or probation systems.
- **Veterans Housing and Homelessness Prevention Program (VHHP):** This program supports the acquisition, construction, rehabilitation, and preservation of affordable multi-family housing for veterans and their families.

G.1.4 Federal Resources

- **Community Development Block Grant (CDBG):** Federal funding for housing programs is available through the U.S. Department of Housing and Urban Development (HUD). CDBG funds may be used to provide a suitable living environment by expanding economic opportunities and providing decent housing to low-income households (80 percent AMI). The City is an entitlement jurisdiction that is allocated annual federal CDBG funds. The City uses its CDBG funds for low-income service providers, such as Open Heart Kitchen that provides meals to those in need. The City generally does not use CDBG funds for housing-related activities.
- **Continuum of Care (CoC) Program:** The Continuum of Care (CoC) Program is designed to promote communitywide commitment towards ending homelessness. It provides funding to nonprofits, state, and local governments to provide shelter and services to people experiencing homelessness.
- **Emergency Solutions Grants (ESG) Program:** This program provides funding for cities, counties, and states to engage homeless individuals and families living on the street; improve the number and quality of emergency shelters for homeless individuals and families; help operate these shelters; provide essential services to shelter residents;

rapidly rehouse homeless individuals and families; and prevent families/individuals from becoming homeless.

- **HOME Program:** Participating jurisdictions may use HOME funds for a variety of housing activities, according to local housing needs. Eligible uses of funds include tenant-based rental assistance; housing rehabilitation; assistance to homebuyers; and new construction of rental housing. HOME funding may also be used for site acquisition, site improvements, demolition, relocation, and other necessary and reasonable activities related to the development of non-luxury housing. Funds may not be used for public housing development, public housing operating costs, or for Section 8 tenant-based assistance, nor may they be used to provide non-federal matching contributions for other federal programs, for operating subsidies for rental housing, or for activities under the Low-Income Housing Preservation Act. Pleasanton is a member of the Alameda County HOME Consortium for which Alameda County is the lead agency and includes the cities of Alameda, Fremont, Hayward, Livermore, Pleasanton, San Leandro, and Union City, and the Urban County which includes the cities of Albany, Dublin, Emeryville, Newark, and Piedmont, and the Unincorporated County.
- **Low-Income Housing Preservation and Residential Home Ownership Act (LIHPRHA):** This program requires all eligible HUD Section 236 and Section 221(d) projects at risk of conversion to market-rate rentals from mortgage pre-payments be subject to LIHPRHA incentives, which include subsidies to guarantee an eight percent annual return on equity.
- **Low-Income Housing Tax Credit:** Administered through the California Tax Credit Allocation Committee (TCAC), the Low-Income Housing Tax Credit (LIHTC) subsidizes the acquisition, construction, and rehabilitation of affordable housing by providing a tax credit to construct or rehabilitate affordable rental housing for low-income households.
- **Section 108 Loan Guarantee Program:** Allows CDBG entitlement jurisdictions to leverage their annual grant allocations to access low-cost financing for capital improvement projects. Eligible activities include housing, economic development, public facility, and infrastructure. This program is often used to catalyze private investment in underserved communities or as gap financing.
- **Section 202 Supportive Housing for the Elderly Program:** Provides an interest-free capital advance to cover the costs of construction, rehabilitation, or acquisition of very low-income senior housing. The program is available to private, nonprofit sponsors; public sponsors are not eligible for the program.
- **Section 811 Project Rental Assistance:** HUD offers long-term project-based rental assistance through a NOFA published by the California Housing Finance Agency (CalHFA).
- **U.S. Department of Agriculture (USDA) Housing Programs:** These programs provide homeownership opportunities for individuals and below market-rate loans/grants to public and nonprofit organizations for new construction, preservation, or rehabilitation of farmworker/rural multi-family rental housing.

- **Veterans Affairs Supportive Housing (VASH) Program:** HUD-VASH is a collaborative program between HUD and VA combines HUD housing vouchers with VA supportive services to help veterans who are homeless and their families find and sustain permanent housing. See Housing Authority of the County of Alameda Resources for more information.

Section G.2 Opportunities for Energy Conservation

The cost of energy can greatly impact housing affordability, as energy costs can constitute a significant portion of total housing costs. High energy costs also particularly impact low-income households that are less likely to have the ability to cover increased expenses.

The City encourages energy conservation in all projects consistent with the California Building Code (CBC) and Municipal Code Chapter 17.50 (Green Building) (see Housing Constraints, Appendix C, Section C.2.3). The City’s website includes green building resources and informational handouts. Additionally, the City adopted an updated Climate Action Plan (CAP 2.0) in February 2022. The CAP 2.0 continues to respond to the impacts of climate change through local actions that promote adaptation and resilience by significantly reducing the City’s greenhouse gas (GHG) emissions. Accounting for new state laws, the policy focus for the CAP 2.0 is to close the gap between GHG emission reduction targets and Pleasanton’s projected emissions, to reduce emissions by 1.4 MTCO_{2e} per capita by 2030 and achieve carbon neutrality per capita by 2045. The CAP 2.0 is a qualified CAP through 2030, meaning projects that comply with its requirements will be eligible for streamlined CEQA review with respect to analysis of GHG emissions.

Key strategies of the CAP 2.0 aimed at reducing GHG emissions include decarbonizing buildings and vehicles, expanding the use of renewable energy sources, increasing building efficiency, increasing active and public transportation, and increasing carbon sequestration, among other strategies.

The City promotes various energy conservation programs on its website, including the Bay Area Regional Energy Network (BayREN) and Property Assessed Clean Energy (PACE) Financing. BayREN is a collaboration of the nine counties that comprise the San Francisco Bay Area and is led by the Association of Bay Area Governments (ABAG). BayREN provides regional-scale energy efficiency programs, services, and resources. BayREN is funded by utility ratepayer funds through the California Public Utilities Commission and other sources. PACE is a mechanism for property owners to finance renewable energy, energy efficiency, and water conservation improvements to their properties and repay the loan via an annual assessment on the owner’s property tax bill. Unlike traditional forms of credit that are dependent on individual credit rating, PACE financing is primarily based on a property owner’s equity in the building. The City’s website identifies PACE-providers authorized to operate in Pleasanton.

G.2.1 East Bay Community Energy Resources

In 2021, East Bay Community Energy (EBCE) began serving Pleasanton's customers. EBCE is a not-for-profit community choice aggregation (CCA) program serving most of Alameda County and the City of Tracy in San Joaquin County. EBCE offers an alternative energy option to customers by allowing the jurisdictions the ability to procure electricity from clean, renewable energy sources on behalf of ratepayers at equal or lower rates than Pacific Gas and Electric (PG&E). EBCE has several programs designed to serve low-income customers, including:

- **Arrearage Management Plan (AMP):** The AMP will forgive 1/12 of eligible debt (up to \$8,000) each time an on-time payment is submitted.
- **CARE (California Alternate Rates for Energy):** The CARE program offers up to a 35 percent discount on electricity bills and a 20 percent discount on natural gas bills consistent with Public Utilities Code Section 739.1. This program is eligible to qualified low- or fixed-income households and housing facilities.
- **FERA (Family Electric Rate Assistance):** The FERA program offers an 18 percent discount on electric bills to qualifying low to middle-income households.
- **Medical Baseline Allowance:** The Medical Baseline Allowance program allows residential customers who are medically dependent on electricity to receive more gas and electricity at the lowest residential rate.

In addition, EBCE has additional programs including Resilient Home which provides incentives/rebates for customers that install solar and battery backups. Resilient Home aims to increase locally generated renewable energy, reduce resident's energy bills, and improve resident's resilience to grid outages.

Beginning in January 2022, the default electricity option for all CARE, FERA, and Medical Baseline Pleasanton customers is the EBCE Bright Choice plan which offers 5-percent more renewable energy than the State requires at 1-percent below PG&E rates. The remaining residential, commercial, and municipal customers default plan is the EBCE Renewable 100 plan, which offers 100-percent renewable energy sourced from California wind and solar facilities at 1 cent per kilowatt hour above PG&E rates. This shift in default electricity is estimated to reduce the City's greenhouse gas emissions by 10-percent.

G.2.2 Pacific Gas and Electric Resources

Pacific Gas and Electric (PG&E) provides gas and electricity services for Pleasanton. PG&E assists low-income, disabled, and senior citizen customers through several programs and community outreach projects, including:

- **CARE (California Alternate Rates for Energy):** See CARE under East Bay Community Energy Resources, above.

- **FERA (Family Electric Rate Assistance):** See FERA under East Bay Community Energy Resources, above.
- **Energy Partners Program:** The Energy Partners Program provides qualified low-income customers free weatherization measures and energy-efficient appliances to reduce gas and electricity usage.
- **Medical Baseline Allowance:** See Medical Baseline Allowance under East Bay Community Energy Resources, above.
- **Relief for Energy Assistance through Community Help (REACH):** This is a one-time energy-assistance program sponsored by PG&E and administered through the Salvation Army from 170 offices in Northern and Central California. Those who have experienced an uncontrollable or unforeseen hardship may receive an energy grant of up to \$300. Generally, recipients can receive REACH assistance only once within a 12-month period, but exceptions can be made for seniors, the physically challenged, and the terminally ill.

G.2.3 State Energy Resources

- **California Department of Community Services & Development Programs Low-Income Weatherization Program (LIWP):** California's Low-Income Weatherization Program (LIWP) provides low-income households with solar photovoltaic (PV) systems and energy efficiency upgrades at no cost to residents. LIWP is the only program of its kind in California that focuses exclusively on serving low-income households with solar PV and energy efficiency upgrades at no cost. The program reduces greenhouse gas emissions and household energy costs by saving energy and generating clean renewable power. LIWP currently operates three program components: Multi-Family, Community Solar, and Farmworker Housing. According to CDS's Nov. 2020 Low-Income Weatherization Program Impact Report, LIWP has received \$212 million from the Greenhouse Gas Reduction Fund since 2014. Note: The multi-family energy efficiency and renewables program component is estimated to end in June 2022.
- **California Public Utilities Commission Energy Savings Assistance Program (ESA):** ESA provides no-cost weatherization services to low-income households who meet the CARE income guidelines. Services provided include attic insulation, energy efficient refrigerators, energy efficient furnaces, weatherstripping, caulking, low-flow showerheads, water heater blankets, and door and building envelope repairs which reduce air infiltration.

G.2.4 Federal Energy Resources

- **Federal Housing Administration Energy Efficient Mortgage Program (EEM):** This program helps families save money on their utility bills by enabling them to finance energy efficient improvements with their FHA-insured mortgage. The EEM program recognizes that an energy-efficient home will have lower operating costs, making it more affordable

for the homeowners. Cost-effective energy improvements can lower utility bills and make more income available for the mortgage payment.

- **Low-Income Home Energy Assistance Program (LIHEAP):** The program is funded by the federal government and the State Department of Community Services & Development (CSD) administers LIHEAP. The federal Department of Health and Human Services distributes funds to states annually to assist with energy bills and offset heating and/or cooling energy costs for eligible low-income households. California's annual share is approximately \$89 million which CSD distributes to contracted community energy service providers. Active. During March 2020, the CARES Act allocated California an additional \$49 million to supplement its LIHEAP program, which totaled \$203 million for Federal Fiscal Year 2019-2021.

