

APPENDIX A. COMMUNITY ENGAGEMENT

Government Code Section 65583(c)(7) requires that local governments “make a diligent effort to achieve public participation of all economic segments of the community in the development of the housing element.” Compliant with this requirement and to engage its constituents in the planning process, the County of Monterey (County) implemented a robust outreach strategy to hear from as many community members as possible. Below is a summary of engagement efforts. Please note that complete summaries of meetings, surveys, notices, and other documentation are provided in Appendix A or through the links below.

Housing Element Update Website

As a starting point for accomplishing extensive outreach, the County developed a clear online presence via a General Plan Update landing page, with a direct link to the housing element webpage providing all the information needed to understand the update process and how to participate in this process.

- Website/Webpage - <https://www.countyofmonterey.gov.monterey.ca.us/government/departments-a-h/housing-community-development/planning-services/advance-planning/ordinances-plans-under-development/general-plan-elements-update-housing-element-6th-cycle-update-2023-2031-ref220020-lrpwp-task-no-21-02>
- Housing Element 101 Fact Sheet (English) - <https://www.countyofmonterey.gov.monterey.ca.us/home/showpublisheddocument/119049/638096426650900000>
- Housing Element 101 Fact Sheet (Spanish) - <https://www.countyofmonterey.gov.monterey.ca.us/home/showpublisheddocument/119051/638096426655300000>

Public Meetings and Hearings

The County held and participated in a variety of meetings to inform the public about the Housing Element and hear what matters to the community.

Planning Commission and Board of Supervisors Study Sessions

Public hearings were held by the Planning Commission and Board of Supervisors throughout the Housing Element Update process. These hearings provided opportunities to engage the community, answer questions, and obtain input on the Housing Element Update process and documents (i.e., drafts and final) throughout the process.

2023–2031 Housing Element

Appendix A. Community Engagement

The first Planning Commission discussing the Housing Element was held on November 9, 2022, in which an introduction to the General Plan Update and the impacted elements, including the Housing Element, were covered. A recording of the meeting along with the presentation and meeting minutes can be found here:

- https://monterey.granicus.com/ViewPublisher.php?view_id=14#2022
- **Video Recording:** https://monterey.granicus.com/player/clip/4763?view_id=14&redirect=true

The second Planning Commission meeting was held on December 7, 2022. The meeting provided the Planning Commission with a presentation on the Housing Element Sixth Cycle Update (2023-31) and an overview of the draft Community Engagement Plan. A recording of the meeting along with the presentation and meeting minutes can be found here:

- <https://monterey.legistar.com/LegislationDetail.aspx?ID=5951353&GUID=CD827E7C-9FC6-4E07-A869-81495A4E8861&Options=&Search=>
- **Video Recording:** https://monterey.granicus.com/player/clip/4785?view_id=5&redirect=true

Subsequent Planning Commission meetings were held May 15, 2024, and June 5, 2024. These meetings provided County staff an opportunity to address questions and comments from both the Planning Commission and Community residents as well as propose revisions to address questions and comments raised during these meetings. Recordings of these meetings along with the presentation and meeting minutes can be found here:

- May 15, 2024 - <https://monterey.legistar.com/LegislationDetail.aspx?ID=6663370&GUID=E4B78810-3FEC-467C-9420-6F7384A5CC41&Options=&Search=>
- **Video Recording:** https://monterey.granicus.com/player/clip/5393?view_id=5&redirect=true
- June 5, 2024 - <https://monterey.legistar.com/LegislationDetail.aspx?ID=6711475&GUID=053A7A1B-A576-41AB-B2EF-E208E436F25E&Options=&Search=>
- **Video Recording:** https://monterey.granicus.com/player/clip/5469?view_id=5&redirect=true

The Planning Commission received an update on January 8, 2025, regarding the status of the Sixth Cycle Housing Element update and provided direction to staff for recommendations to the Board of Supervisors in moving forward with a debate between the 8th Street site within the City of Marina jurisdictional boundary and the site commonly referred to as the “Blanco Triangle” within the County of Monterey jurisdictional boundary, both of which are owned by the University of California Regents. Staff also requested direction from the Planning Commission for addressing CA HCD findings for the methodology to justify high unit count assumptions on large sites (more than 10 acres) in the Sites Inventory, and for the preferred approach to a situation in which the Sites Inventory falls under the state

2023–2031 Housing Element

Appendix A. Community Engagement

recommendation of a 15% buffer necessitating the addition of more opportunity sites. This meeting was not recorded; however, the presentation slides are available here:

- January 8, 2025 -
<https://monterey.legistar.com/LegislationDetail.aspx?ID=7083514&GUID=A2C39652-4479-4561-A1A1-BDBD72644161&Options=&Search=>
- **Video Recording:** https://monterey.granicus.com/player/clip/5665?view_id=5&redirect=true

The first Board of Supervisors meeting was held on January 24, 2023. The meeting provided the Board with a presentation on the Housing Element Sixth Cycle Update (2023-31) and an overview of the draft Community Engagement Plan. The meeting presentation and other meeting materials can be found here:

- <https://monterey.legistar.com/LegislationDetail.aspx?ID=5991237&GUID=47FC7015-F2C1-4274-8FF8-DD7185057823&Options=&Search=>
- **Video Recording:** https://monterey.granicus.com/player/clip/4820?view_id=5&redirect=true

The Board of Supervisors conducted a public workshop on June 11, 2024. At this meeting, staff provided the Board of Supervisors with a report on questions and comments raised by the Planning Commission along with options for consideration for proposed revisions. This meeting also served as an opportunity for Community members to voice any questions and/or comments related to the draft 6th cycle Housing Element Update. A recording of the meeting along with the presentation and meeting minutes can be found here:

- <https://monterey.legistar.com/LegislationDetail.aspx?ID=6718150&GUID=287D9FF6-7662-4515-992A-61DE409F42E6&Options=&Search=>
- **Video Recording:** https://monterey.granicus.com/player/clip/5474?view_id=5&redirect=true

The Board of Supervisors' March 11, 2025, public meeting was held for the purpose of receiving a report on the Planning Commission recommendations, providing staff direction on finalizing the Sites Inventory, and strategizing how to maintain the minimum RHNA sites buffer. The meeting presentation and other meeting materials can be found here:

- <https://monterey.legistar.com/DepartmentDetail.aspx?ID=16920&GUID=21CA48BE-E797-4C78-97A6-257DB3CAF22E&Mode=MainBody>
- **Video Recording:** https://monterey.granicus.com/player/clip/5700?view_id=5&redirect=true

Health, Housing & Human Services Committee

The Health, Housing, and Human Services (HHHS) Committee of Monterey County is a subcommittee of the Board of Supervisors. Two County Supervisors at a time rotate participation on the committee. The

2023–2031 Housing Element

Appendix A. Community Engagement

role of HHHS is to contemplate recommendations for enhancing the health, housing, and overall well-being of County residents, especially populations who are particularly vulnerable to situations of hindered access to resources, amenities, medical care, or housing. Vulnerable populations experience compounded risk for overburden of adverse health and living conditions that result in a significant need for services to support basic safety and welfare for themselves and their families. By grounding decisions in community input and prioritizing equity and collaboration, the HHHS Committee develops policies that address local challenges and promote inclusive growth.

The HHHS Committee is tasked with providing feedback and recommendations on new policies, strategic initiatives, and changes related to health, housing, and human services. Work includes advising on efforts to tackle issues such as homelessness, gang violence prevention, and racial equity. The Committee also reviews legislative, budgetary, regulatory, and grant matters that could impact or benefit the County. Additionally, the HHHS Committee provides strategic guidance to staff and County departments to ensure that activities align with the County's goals and meet community needs. The Committee regularly evaluates the challenges and successes of systems and processes for the County's health, housing, and human services to most effectively reach vulnerable populations. Meetings are held quarterly to assess progress and provide recommendations to County departments and community partners involved in services for these areas.

On December 5, 2022, staff provided the HHHS Committee an overview presentation of the Housing Element Sixth Cycle Update (2023-31) and General Plan Elements update Community Engagement Plan. Staff sought feedback from the Committee on the Safety Element Update and the new Environmental Justice Element.

A special joint meeting of the HHHS Committee and the Housing Advisory Committee was held on May 6, 2024. Developers were invited to share the challenges to housing production in the County. Meeting materials are located here:

- <https://monterey.legistar.com/LegislationDetail.aspx?ID=6652154&GUID=B0AD67AC-8623-437A-9F05-65FDEECECF11C&Options=&Search=>
- **Video recording:** https://monterey.granicus.com/player/clip/5379?view_id=5&redirect=true

Housing Advisory Committee

The Housing Advisory Committee (HAC) for Monterey County plays a crucial role in shaping the County's housing policies and strategies. Two members are appointed by each of the five District Supervisors and two representatives in the public housing sector are appointed to the HAC for a maximum total of twelve members. The HAC provides guidance and recommendations to the Board of Supervisors and County staff on various housing-related issues, including the development of affordable housing, land use planning, and strategies that address local housing needs. HAC members typically include community

2023–2031 Housing Element

Appendix A. Community Engagement

representatives, housing experts, and stakeholders who bring diverse perspectives to housing discussions. The Committee works to ensure that housing solutions are equitable, sustainable, and responsive to the needs of all residents, particularly in low-income and cost-burdened households and underserved communities commonly burdened by housing insecurity.

Additionally, the Committee assists in implementing the County's Housing Element and Inclusionary Housing Ordinance (IHO) and identifies opportunities to increase the availability of affordable housing throughout the region. Through regular meetings and consultations, the Committee fosters collaboration among local agencies, developers, and community organizations to support housing development that aligns with the County's long-term goals to accommodate housing for all residents and workforce.

On December 21, 2022, County Housing and Community Development Staff provided HAC with an overview presentation of the status of the General Plan Elements Updates, including the status of updates to the Housing Element and Safety Element, and a new Environmental Justice Element. County Staff also sought input from the Committee on the information presented.

A special joint meeting of the HHS Committee and the Housing Advisory Committee was held on May 20, 2024, to conduct a public workshop and receive input on the draft Sixth Cycle Housing Element update. Meeting materials are located here:

- <https://monterey.legistar.com/LegislationDetail.aspx?ID=6698167&GUID=5EA04170-2F37-40EE-A1E9-8D99FA80ED91&Options=&Search=>
- **Video recording:** https://monterey.granicus.com/player/clip/5417?view_id=5&redirect=true

Community Survey

The County provided a community survey between January 20, 2023, and March 8, 2023, with a total of 532 respondents (complete survey results are in Appendix A). The survey was available online, in both Spanish and English, in a format accessible to screen readers, and promoted through jurisdictional communications, social media, and partner networks. The survey included direct questions to help inform the updates including the Affirmatively Furthering Fair Housing analysis. These questions included but were not limited to housing availability and affordability, cost burden, discrimination, transportation access, education, and employment opportunities, overcrowding, housing conditions, displacement risks, constraints to developing more affordable housing, and fair housing issues. The results of the survey indicate the lack of affordable housing as the primary issue, with housing most needed for renters and service industry employees as identified by survey respondents. A copy of the survey questions and survey results can be found in Attachment A of this Appendix.

2023–2031 Housing Element

Appendix A. Community Engagement

Community Workshops

The County hosted two virtual community workshops on January 26, 2023, and June 1, 2023. The workshops were publicized before the events took place via the County’s social media accounts, Nextdoor and Eventbrite. Workshop flyers were also posted on the County’s website and throughout County buildings. Over 70 people attended the first workshop with an additional five County staff/consultants) and over 50 people attended the second with an additional five County staff/consultants). Questions during the workshops were focused on affordable housing, ways for the community to participate in the process, and what assurances are in place that housing will be inclusive for various special needs groups in the community and implemented.

The first community meeting began with an explanation of the Housing Element and why it is being updated, followed by an overview of the process. The material covered included some of the data points about housing needs in the County, live polling on housing needs and issues, and next steps in the Housing Element Update process. A recording of the meeting along with the meeting presentation can be found on the County’s website at:

- <https://www.countyofmonterey.gov.monterey.ca.us/government/departments-a-h/housing-community-development/planning-services/advance-planning/ordinances-plans-under-development/general-plan-elements-update-housing-element-6th-cycle-update-2023-2031-ref220020-lrpwp-task-no-21-02>

The second community meeting included a presentation of the survey results, a refined list of potential sites for the draft site inventory, an overview of initial policies and programs to achieve the County’s housing goals, and an opportunity for public input and comments. Live polling topics included survey results, potential sites/areas, housing types, and priority housing programs among other topics. A recording of the meeting along with the meeting presentation can be found on the County’s website at:

- <https://www.countyofmonterey.gov.monterey.ca.us/government/departments-a-h/housing-community-development/planning-services/advance-planning/ordinances-plans-under-development/general-plan-elements-update-housing-element-6th-cycle-update-2023-2031-ref220020-lrpwp-task-no-21-02>

Open House

An in-person community open house will be held in the Summer/Fall of 2025 for the Housing Element Update. Stakeholders, residents, and other community members will be invited to view the draft Housing Element Update, ask questions about the document, and obtain additional information on the Housing Element Update process.

2023–2031 Housing Element

Appendix A. Community Engagement

Public Draft Review

The Draft Housing Element Sixth Cycle Update for the eight-year 2023-2031 planning period was initially made available for a 30-day public review period beginning, Monday, May 6, 2024, and ending Thursday, June 11, 2024.

A subsequent draft of the Sixth Cycle Housing Element was made available for a 7-day public review period beginning Monday, August 12, 2024, and ending Monday, August 19, 2024, prior to submittal to State HCD.

Both the initial draft and subsequent draft Housing Element were made available as a hard copy upon request at the following locations:

Housing and Community Development, 1441 Schilling Place, South 2nd Floor Salinas, CA 93901

- District Supervisors Offices
- Monterey County Free Libraries branches

Both Public Draft Review periods provided the County with comments from community residents as well as other stakeholders within the community. A discussion of the main themes of the comments as well as how programs proposed in the 6th Cycle Housing Element Update seek to address these comments can be found further on in the chapter under the section, Influence of Public Comments on Housing Element Policies and Programs.

Stakeholder Outreach

Carmel Valley Association Board Meeting

The County's Housing and Community Development Department attended the May 18, 2023, Carmel Valley Association Board Meeting to present information on the Housing Element Update and request input from Board members and the Community.

Tribal Consultation

To help alleviate any impact on Tribal cultural resources during the proposed development of future housing projects on sites referenced in the housing element update (HEU) document, County staff performed early consultation with culturally affiliated tribes in the area. Consultation included County staff providing tribe representatives with a listing of sites being considered for inclusion in the HEU document, allowing for discussion on impact to culturally sensitive areas and consideration of site removal based on perceived or probable negative impact to tribal cultural resources.

2023–2031 Housing Element

Appendix A. Community Engagement

Native American and Archaeological Resources Technical Advisory Panel

The County implemented General Plan policy OS-8.5 to establish the Native American and Archaeological Resources Technical Panel (NAARTAP, or Panel) that is tasked with providing technical assistance to staff and advice regarding land use policies, procedures and implementation for the protection of archaeological and tribal cultural resources, as well as provide expertise to improve the public's recognition of the County's cultural heritage. Staff met with the Panel and the Panel-established Ad Hoc Committee numerous times between May 2023 and present for the purpose of receiving Panel input and advice regarding the list of proposed sites as well as Housing Element policies and programs to be protective of archaeological or tribal cultural resources.

Focused Stakeholder Meetings

The County made substantial efforts to engage local developers, service providers, community organizations, and advocacy groups to determine needs, challenges, and opportunities related to housing in the unincorporated Monterey County. The County invited more than 40 groups to participate (as shown in the following table – all organizations listed were invited and those highlighted in yellow participated). Nine stakeholder meetings were held with housing advocacy groups, nonprofit service providers, property managers for affordable housing projects, and market rate and affordable housing developers. The meetings were held to obtain input on housing needs/opportunities, as well as ways the County can encourage housing (including affordable housing). The participants in the nine meetings held for stakeholder groups are **bolded** in the table below.

Fair Housing Providers
Eden Council for Hope and Opportunity (ECHO Housing United Way)
Interim, Inc.
Dorothy's Place
Housing Resource Center of Monterey County
Housing Choices
Housing Advocacy and Community Organizations
Legal Services for Seniors
Central Coast for Independent Living,
Nation's Finest
Housing Choices
Gateway Center
Area Agency on Aging
Veterans Transition Center
Salvation Army
Action Council
Center for Community Advocacy

2023–2031 Housing Element

Appendix A. Community Engagement

Step UP
Victory Mission
Coalition of Homeless Service Providers
YWCA Monterey County
COPA Monterey County
Affordable Housing Property Managers
Eugene Berger Management Company
Coast & Valley Properties, Inc.
Mangold Property Management
Bay Property Management, Inc.
Backus Property Management
John Stewart Company
Agriculture-Based Businesses and Farmworker Advocacy Groups
Center for Community Advocacy
Grower-Shipper Association
Monterey County Vintners Association
Centro Binacional para el Desarrollo Indígena Oaxaqueño (CBDIO)
Foothill Packing
Monterey County Farm Bureau
Harvest Moon Housing
Hospitality
Monterey County Hospitality Association
Market Rate Housing Developers
SHEA Homes
Ausonio Homes
Woodman Development
Avila Construction
Affordable Housing Developers
Community Housing Improvement Systems and Planning Association, Inc. (CHISPA)
MidPen Housing
Eden Housing
EAH Housing
Past and Former Housing Renters
Participant 1: Senior woman living paycheck to paycheck at age 75; Renter
Participant 2: Senior woman who is retired and has her own business; Renter
Participant 3: Male, who has become a recent homeowner but was a renter for 15 years in the County; Homeowner
Participant 4: Spanish-speaking woman who currently works full time in agriculture; Renter
Participant 5: Single Mother who lives with adult children to pay rent; Renter
Participant 6: Woman who is a permanent renter in Monterey County.

The minutes from these meetings are included in Attachment B in this Appendix.

2023–2031 Housing Element

Appendix A. Community Engagement

Fair Housing Providers

In County Staff's outreach efforts to gather insight from fair housing providers who work with various communities throughout the County, organizations invited to participate included Eden Council for Hope and Opportunity (ECHO Housing), Interim, Inc., Dorothy's Place, United Way, Housing Resource Center of Monterey County, and Housing Choices. Of the six organizations, County staff met with ECHO Housing and Interim Inc. Attendees included:

- ECHO Housing
- Interim Inc.

Housing needs, challenges, and solutions for those living in the Unincorporated Monterey County were discussed. The major themes were that more affordable housing units are needed with an emphasis on increasing the supply of rental units and units for families, and property managers need to be more informed on tenant rights, along with the rules and regulations for affordable housing. Possible solutions identified by meeting participants included enhanced education for property managers on the considerations, nuances, opportunities, and rules for affordable housing rental, increasing the funding available to help subsidize units for tenants, and creating a more streamlined way of accessing information like tenant rights and housing opportunities for renters.

Housing Advocacy Groups and Community Organizations

In County Staff's outreach efforts to gather insight from Housing Advocacy Groups and Community Organizations who work with various communities throughout the County staff invited Legal Services for Seniors, Central Coast for Independent Living, Area Agency on Aging, Nation's Finest, Housing Choices, Gateway Center, Veterans Transition Center, Salvation Army, Action Council, Center for Community Advocacy, Step UP, Victory Mission, Coalition of Homeless Service Providers, YWCA Monterey County, and COPA Monterey County. Of the 14 organizations, County staff met with Nation's Finest, Center for Community Advocacy, Veterans Transition Center, Housing Choices, and Coalition of Homeless Service Providers. Attendees included:

- Nation's Finest
- Center for Community Advocacy
- Veterans Transition Center
- Housing Choices
- Coalition of Homeless Service Providers

The challenges facing affordable housing and opportunities to address them were discussed. Comments from participants included a lack of available affordable housing and high barriers to entry including application fees, insufficient supply of vouchers, and accessibility to information. Recommendations for

2023–2031 Housing Element

Appendix A. Community Engagement

addressing challenges included requiring inclusionary housing be built closer to amenities and inclusively in communities, mitigating redlining, with ordinances that ensure compliance. Partnering with affordable housing developers to help with funding and land accessibility could increase access for special needs housing (seniors, veterans, people with disabilities, large families, etc.).

Affordable Housing Project Property Managers

In County staff's outreach efforts to gather insight from Affordable Housing Project Managers who manage affordable housing rental properties throughout the County, staff invited Eugene Berger Management Company, Coast & Valley Properties, Inc., Mangold Property Management, Bay Property Management, Inc., Backus Property Management, and John Stewart Company. Of the six organizations, County staff met with Coast & Valley Properties, Inc., and Mangold Property Management, Inc. Attendees Included:

- Coast & Valley Properties, Inc.
- Mangold Property Management, Inc.

The minutes from the meeting are included in Appendix A. The challenges facing affordable housing and opportunities to address them were discussed. Comments highlighted the challenge of finding renters who meet the income criteria, as they often earn more than the extremely low to very low-income requirements. Subleasing and overcrowding due to the need for affordable housing and not enough stock to meet it were mentioned along with water and density as constraints. Recommendations to mitigate challenges included making information easily accessible and digestible to renters via a county database. Additionally, look at utilizing grants and other financial resources to help with development, reduce the costs to build, and the permitting and processing times, and investigate including more affordable units in mixed-use developments to help diversify communities.

Agriculture-Based Businesses and Farmworker Advocacy Groups

In County staff's outreach efforts to gather insight from Agriculture-Based Businesses and Farmworker Advocacy Groups who employ farmworkers throughout the County, staff invited the Center for Community Advocacy, Grower-Shipper Association, Monterey County Farm Bureau, Monterey County Vintners Association, Centro Binacional para el Desarrollo Indígena Oaxaqueño (CBDIO), Foothill Packing, and Harvest Moon Housing. Over the course of two stakeholder meetings, County staff were able to meet with all organizations invited. Attendees included:

- Center for Community Advocacy
- Grower-Shipper Association
- Monterey County Farm Bureau
- Monterey County Vintners Association

2023–2031 Housing Element

Appendix A. Community Engagement

- Centro Binacional para el Desarrollo Indígena Oaxaqueño (CBDIO)
- Foothill Packing
- Harvest Moon Housing

The challenges associated with securing affordable housing for workers in the agricultural industry and recommendations to mitigate this were discussed. Comments included the availability of shifts (position and overtime) and types of employees (H-2A visa workers) has impacted the ability to secure stable affordable housing for domestic workers, a discrepancy in earnings vs. income qualifications for affordable housing (income may be too much for affordable but not enough for moderate housing), there is a lack of rental housing stock available and what is available for domestic workers is being utilized by H2A workers, and undocumented workers have to navigate hurdles associated with rental costs (application fees, security deposits, monthly rent), application process (required documentation, access to application, required references) and discrimination based on family size. Recommendations included more public-private partnerships to develop affordable housing for farmworkers, affordability level requirements need to go beyond housing for extremely and very low to help match the income earned and streamline and expedite the planning and permitting process for affordable housing development.

Hospitality

In County staff's outreach efforts to gather insight from business owners within the Hospitality Industry whose employees are directly impacted by access to housing in the Unincorporated Monterey County, a stakeholder meeting was held with members of the Monterey County Hospitality Association. Stakeholder meeting participants included:

- Monterey County Hospitality Association

The discussion revolved around addressing the obstacles related to ensuring affordable housing for hospitality industry workers, along with suggested strategies for alleviating these challenges. The housing landscape for hospitality workers presents a multifaceted challenge. The demand for housing often surpasses the availability of affordable options and a variety of housing to suit families of all sizes, limiting choices and potentially compelling workers to reside in more expensive locales. Additionally, the lack of access to water for development and lengthy permit processing times also pose a constraint to increasing the stock of affordable housing for employees. Many hospitality businesses have found trouble bringing staffing levels back up to what they once were pre-covid. The seasonal nature of hospitality jobs introduces income variability, creating hurdles in obtaining stable housing and meeting eligibility criteria for housing programs. Moreover, the spatial misalignment of affordable housing from employment hubs escalates transportation costs and time commitments for workers.

Addressing these interrelated issues requires a comprehensive and nuanced approach to ensure equitable access to affordable and stable housing for the workforce in the hospitality industry.

2023–2031 Housing Element

Appendix A. Community Engagement

Recommendations to address challenges included streamlining the permitting process for development, coordinating more closely with affordable housing advocacy groups (ex. CHISPA), placing a stronger emphasis on incorporating tiny homes and ADUs into the affordable housing stock, and having local government commit to a suitable and effective plan to address the lack of water needed for development.

Market Rate Housing Developers

In County staff's outreach efforts to gather insight from Market Rate Housing Developers who develop housing throughout the County, staff invited SHEA Homes, Ausonio Homes, Woodman Development, and Avila Construction. Of the four organizations, County staff met with Ausonio Homes, SHEA homes, and Avila Construction. Attendees included:

- Ausonio Homes
- SHEA Homes
- Avila Construction

The existing challenges that create a barrier to developing affordable housing in unincorporated Monterey County and opportunities/solutions to help address these barriers were discussed. Comments regarding existing challenges included the complexity of regulations and policies coupled with the lengthy processing times, planning fees, and unique infrastructure concerns related to water and agricultural land create barriers to developing housing, including affordable housing. Recommendations for mitigating these challenges included revising current policies and procedures or creating new ones that help encourage affordable housing, reducing the number of required public hearings for a development project, creating more by-right for zoning codes, increasing density allowances, providing additional supply for adequate water usage, and streamline the permitting process including a reduction of fees and processing times.

Affordable Housing Developers

In County staff's outreach efforts to gather insight from Affordable Housing Developers who develop affordable housing throughout the County, staff invited Community Housing Improvement Systems and Planning Association, Inc. (CHISPA), MidPen Housing, Eden Housing, and EAH Housing. Of the four organizations, County staff met with MidPen Housing, Eden Housing, and CHISPA. Attendees included:

- MidPen Housing
- Eden Housing
- CHISPA

The County had an opportunity to meet with these above-mentioned organizations for two stakeholder meetings. The minutes from these meetings are included in Appendix A. The challenges, opportunities,

2023–2031 Housing Element

Appendix A. Community Engagement

and possible sites for the development of affordable housing were discussed. Comments, challenges and recommendations provided include dealing with the California Coastal Commission, water constraints, and predevelopment costs for associated with water and traffic infrastructure have been challenges. These challenges could help be mitigated by establishing additional support for affordable housing projects, allowing these projects to run through the process quicker, and having dedicated staff in the planning department specifically assigned to handle these projects. When provided a preliminary look at sites for consideration of affordable housing, participants were able to provide insight regarding verifying resource areas and access to amenities along with implications of community plans, specific plans, and boundary area agreements.

Renters

In an effort to obtain input from housing renters on the County's Regional Housing Needs Allocation (RHNA), the County solicited participation from renters within the unincorporated Monterey County and was able to speak with a diverse group of six individuals, representative of both men and women, various income levels, age groups, household size, and occupation.

Comments provided on experiences as a renter included identifying the top barriers to finding rental housing as the price of renting and not enough rental units available. Perceived constraints to developing rental housing, including affordable housing, include issues with accessing water, traffic impacts, focusing on the preservation of existing rental units, and the development of farmworker housing that is ultimately not utilized by those it was designed for. Recommendations to help address issues faced by renters included preserving the existing rental units and renter protections to address control on rental prices, ensuring livable conditions, and utilization of farmworker rentals for local farmworkers who live and work in the area.

Other Outreach Activities

The County set out to collect as much feedback as possible from the community, from their general concerns and ideas to where new housing could go. It was also important to us to consider community outreach best practices and consult and partner with organizations working in the community, to ensure we were reaching as many people as possible and doing so thoughtfully.

District Town Halls

District 5 Town Hall

On July 27, 2023, County Housing and Community Development staff presented an overview of the Housing Element, including providing attendees with a mapping activity in which they were able to show support or opposition for particular sites under consideration in District 5. The meeting was presented in English and had a turnout of over 90 community members.

2023–2031 Housing Element

Appendix A. Community Engagement

District 5 of Monterey County, which includes cities such as Carmel-by-the-Sea and parts of Monterey, has higher income levels; however, residents still face significant challenges regarding housing affordability. The region's popularity and limited housing supply have led to rising housing costs, making it difficult for lower-income residents to find affordable rental options. The demand for housing, driven by tourism and real estate development, has outpaced supply, particularly for very low- and low-income households. A large portion of the housing needs in this district focuses on producing affordable housing for households earning less than 50% of the area median income (AMI). Holding a town hall meeting in this district as part of the 6th Cycle Housing Element outreach was essential for engaging residents who may be affected by increasing housing costs, especially those from vulnerable populations. The town hall provided an opportunity for residents from diverse economic backgrounds, including lower-income and special needs households, to give input on the draft housing policies and recommendations. This approach made the planning process more inclusive and representative of all community members.

District 2 Housing Town Hall

On May 23, 2024, County Housing and Community Development staff presented an overview of the Housing Element draft to the community at an in person meeting hosted by Monterey County Supervisor Luis Alejo. The meeting was held at the Gabilan Library Community Room in Salinas, CA. During the meeting staff presented an overview of the housing element and answered questions from the public. The meeting was attended by roughly 50 community members and, translation services were provided.

District 2 which encompasses the more rural areas of North Monterey County, including Castroville and Prunedale, has a significantly higher percentage of lower-income households, many of which are composed of agricultural workers. These residents face considerable challenges due to high housing costs relative to their income, with many spending a substantial portion of their earnings on rent. District 2 also suffers from a lack of affordable rental housing, particularly for farmworkers and families earning very low incomes. As part of the 6th Cycle Housing Element planning, holding a town hall in this District was crucial in ensuring that the housing needs of these low-income and special needs groups are addressed in the draft policies. The town hall provided an opportunity for residents to voice their concerns directly and participate in shaping the affordable housing strategies for their area, helping to ensure that their specific needs are prioritized in the final plan. This outreach was essential to guarantee that all community members, especially the most vulnerable, have a say in the housing development process.

Housing Element Civic Academies

Communities Organized for Relational Power in Action (COPA) – County staff was invited to attend a Civic Academy hosted by COPA leaders in Monterey County. The Civic Academy focused on the Housing

2023–2031 Housing Element

Appendix A. Community Engagement

Element in the County. During this event, County staff were invited as guests to listen to community stories and gain insights into the challenges residents face regarding housing. County staff also shared a brief update on the housing element process and informed citizens about additional ways to participate. Comments from Castroville residents emphasized existing challenges in finding affordable housing and highlighted concerns about the overall housing conditions not meeting current standards. Issues such as lack of information to the local population about the availability of affordable housing, as well as units being allocated to individuals from outside the area, were raised. These factors were seen as undermining the goal of providing safe, sanitary, secure and/or affordable housing for the Castroville community. Recommendations to address these issues included preserving existing rental units, implementing renter protections to control rental prices, and ensuring livable conditions. As future affordable housing is developed in Castroville, it was suggested to establish policies that prioritize locals in obtaining housing and to organize educational meetings to guide people on the application process. The civic academy was held in person on March 18, 2023, at Our Lady of Refuge in Castroville, CA.

Community Event Pop-Ups

The County participated in community events with a Housing Element pop-up table, [in English and Spanish as appropriate](#), at locations throughout the County. Specific community event locations are as follows:

- Carmel Valley
- Castroville
- Chualar
- Marina
- Monterey
- Pacific Grove
- Pajaro
- Prunedale
- San Lucas

Staff provided two survey questions distilled from the survey, and community member participants were encouraged to vote or write in responses to these survey questions. The overall feedback received to the questions is as follows:

Location	What do you think is the biggest housing problem in your community?	What type of housing do you think we should plan to develop in your community?
Carmel Valley	<ul style="list-style-type: none">• Build more multifamily housing.• There are not many high paying jobs in this area.	<ul style="list-style-type: none">• Limit Vacation Rentals.• Infill some of the unincorporated areas.• Higher density housing.

2023–2031 Housing Element

Appendix A. Community Engagement

Location	What do you think is the biggest housing problem in your community?	What type of housing do you think we should plan to develop in your community?
	<ul style="list-style-type: none"> • Housing that is available is bought up by those who can afford to have multiple homes. • Vacation rentals are taking from the existing long-term rental stock. • ADUs are not going to solve the housing crisis. • Many of the young people in this area are being pushed out. It is not realistic for them to live here. • Low paying jobs and High cost of living. • Not enough units for seniors to live in. • Homeless population keeps growing with no solution in site. • Housing conditions are not great, there is other parts of California that have better housing at a cheaper price. 	<ul style="list-style-type: none"> • Build housing to accommodate younger families. • Water issue needs to be resolved and improve infrastructure. • Ease permitting process and fees that are extremely expensive. • Focus housing growth near CSUMB. that can a be a major hub for students as the campus keeps expanding. • Building more single-family housing. • Incentivize owners of multiple houses to rent long term by giving tax breaks.
Castroville	<ul style="list-style-type: none"> • Lack of housing. • High entry fee for renters (deposit fee is too high). • Income requirements to rent are disproportionate to what a typical Castroville resident earns. • Some houses have shared utilities causing uneven distribution/ Limited access to hot water. • Overcrowding (multiple families with kids sharing one home). • People living in garages. • Farmer workers renting out single rooms in a house. • Parking is very limited in Castroville. • Lots of single-family housing not much multifamily. 	<ul style="list-style-type: none"> • Build more single-room units for seniors or students. • More single-family dwellings. • Cap the deposit limit or offer deposit assistance for new renters. • Build more townhomes/Duplexes. • Improve walkability of Castroville. • On senior man arrived in a Taxi to buy his groceries because public transportation wouldn't leave him at his house. • There is a huge senior community of non-English speakers who would benefit from senior facilities and retirement homes. • Add more parking to Castroville neighborhoods. • Rent Cap would help some renters.

2023–2031 Housing Element

Appendix A. Community Engagement

Location	What do you think is the biggest housing problem in your community?	What type of housing do you think we should plan to develop in your community?
	<ul style="list-style-type: none"> • Castroville is too small and needs more housing in the downtown area. • As thoroughfare street cars drive too fast making it unsafe for walking. • Limited access to services such as street repair. 	<ul style="list-style-type: none"> • Prevent overcrowding and enforcement of people living in garages. Enforcement should be for the landowner who is doing this without a permit. • Consider good apartment designs but not too many
Chualar	<ul style="list-style-type: none"> • Housing is too expensive and not close enough to amenities. • Not enough housing options really restrict people's ability to choose housing, they find themselves getting whatever they can find even though it might not meet their family's needs. • Overcrowding many multigenerational families in one household because they can afford to live on their own. • Field workers come for a season from other areas, so they just find a room in someone's house. • Chualar has good housing conditions but isn't close to amenities. 	<ul style="list-style-type: none"> • Build more housing in Chualar. • Chualar doesn't need housing. • Build A community Park/ Community Space. • If more housing is built there needs to be more parking to prevent street overflow. • Chualar prefers more single-family dwellings or townhomes to accommodate bigger families because single people don't live in Chualar. • Housing for multigenerational families. • Promote ADUs to be built. • Remodel older houses. • Add more green spaces. • Have more businesses. • Build childcare facilities for working-class families.
Marina	<ul style="list-style-type: none"> • There is a housing shortage. • Developers are being too greedy doing everything to minimize affordable housing requirements. • Overcrowding is a huge problem, and many neighborhoods don't have capacity. • The cost of housing is too expensive for students and young adults. 	<ul style="list-style-type: none"> • Build more affordable housing. • Limit the use of homes as vacation rentals to invite more locals to live here. • Build poly-centric neighborhoods that allow more walkability and interconnectivity. • Build higher density. • Build more duplexes. • Higher density that allows for access to privacy (rooftop access, open spaces, backyard).

2023–2031 Housing Element

Appendix A. Community Engagement

Location	What do you think is the biggest housing problem in your community?	What type of housing do you think we should plan to develop in your community?
	<ul style="list-style-type: none"> • Housing is not in the right locations at the right price point. • Housing is not built around public spaces. • Transit is a huge problem, none of the neighborhoods have quick access to amenities. • There is a lot of single-family homes. • No good access to services. • A lot of homes that are for rent/sale are on the market for extended periods of time because they are unaffordable, and it causes a lot of housing to be underutilized. 	<ul style="list-style-type: none"> • Build housing that has good access to transit centers. • “Balanced development” not just single family, duplex, or apartment but a mix of all that including open space and small local businesses (No big box stores in neighborhoods). • Move away from suburbs and more mixed-use that moves us away from auto-centric urban design.
Monterey	<ul style="list-style-type: none"> • NO TO ADUs – One person said they are ‘killing’ their community. • Permit process takes too long – County needs to apply more discretion rather than literal interpretation of statute. • Water (in Monterey) is an issue to increasing housing. • Underutilized houses in the neighborhood that are not being used. • Vacation Rentals are pushing locals from living in Monterey County. • Many people expressed that their adult kids have been forced to move to other areas because housing is so expensive and there are not enough career opportunities. • Infrastructure is already a big problem adding more housing would not solve all our challenges. 	<ul style="list-style-type: none"> • More housing for Section 8 people (no suggestions where). • Options for low-cost housing – allowing for hostels (as in long stay not short-term tourist). • Noted the limit of affordable housing in the County but also noted lots of empty houses around her home. Could the county do something to incentivize people to put in renters? • Have Dedicated centers for homeless population to be housed for the night then kicked out in the morning. • Have more publicly available restrooms throughout the county. • Promote multi-generational families to live together to allow younger kids to save and build saving account to move into their own place. • Focus on accommodating the people living in our county that work in the fields such as farmworker housing near ag lands.

2023–2031 Housing Element

Appendix A. Community Engagement

Location	What do you think is the biggest housing problem in your community?	What type of housing do you think we should plan to develop in your community?
		<ul style="list-style-type: none"> • Build more single room for college students or couples with no kids. • Monterey area is too dense to add ADU and the focus should be on new developments and infill.
Pacific Grove	<ul style="list-style-type: none"> • Housing cost is too high. • It is impossible for young families to get into affordable housing without spending a huge chunk of salary on housing not even considering food, transportation, and childcare. • Vacation rentals are taking away usable houses that could be rented for longer term. • County regulations are too strict, it makes is almost impossible to build new housing and it takes too long. • Rent prices keep going up and rental units are in poor conditions. • Woman with large family noted that houses that can accommodate her family are far too expensive, so they are forced to rent smaller house that fits into the budget. • Conduct studies to see if housing is problem. 	<ul style="list-style-type: none"> • Prevent developers to work around building affordable housing. • Focus more on smaller units for young people to rent out. • Offer a variety of housing options. • Shift focus away from profiting from housing in the county. • Build housing near transportation and adjacent to amenities. • Don't build luxury condos but normal affordable ones. • Work with housing developers like Chispa to build all affordable apartments it works better than having only a portion of apartments. • Water issue needs to be resolved in many of Carmel. • Offer deposit assistance for renters or create program like this to get people housed, the money would be returned at the end of lease agreement. Can be reused.
Pajaro	<ul style="list-style-type: none"> • Overcrowding of single-family homes. • Lack of street parking. • Unsafe to walk in this community due to traffic. • Poor housing conditions. • Pollution from agriculture and Auto shops spills over to the homes. 	<ul style="list-style-type: none"> • More housing needs to be built in Pajaro. Landlords held accountable for upgrading house. • Farm worker housing should house local people do not bring in more. • Use some of the space near train tracks to build multifamily housing. • Mixed use buildings that offer food options and parking. • Accommodate homeless population.

2023–2031 Housing Element

Appendix A. Community Engagement

Location	What do you think is the biggest housing problem in your community?	What type of housing do you think we should plan to develop in your community?
	<ul style="list-style-type: none"> • No homes for rent and when they do come up, they are quickly rented at an unaffordable rate. • Landlord don't fix issues with home prioritize profits over tenants. • No access to public services. • Lots of homeless people living under bridge; unsafe to walk here. • Cars shops use street parking for overflow. • People sleeping in cars because there are no shelters or enough homes. • A lot of single rooms being rented out and garages illegally housing people. • We are not investing to prevent Pajaro river from overflowing. Major danger to housing. • Deposits for homes is unreasonable for the quality they have. • Lots empty underutilized commercial properties. 	<ul style="list-style-type: none"> • Burned building at entrance of Pajaro can be reused for other restaurants. • Townhomes and duplexes would benefit the community. • Not too many apartments that will only cause overcrowding.
Prunedale	<ul style="list-style-type: none"> • Huge homeless population. • Housing in this area is not affordable. • The lots are so rural that people place illegal mobile homes on property which limits water use for legal new development. • Not enough mixed-use housing for smaller families. • The homeless population receives very little services and more enforcement from the law. • Limited water resources. 	<ul style="list-style-type: none"> • Build more multifamily housing (Apartments, townhomes). • Ease the permitting process (Reduce cost and require less reports). • Higher density in Prunedale would add more housing. • Allow more ADUs. • Increase access to homeless services to people experiencing homeless in Prunedale. • Create a space for people with motorhomes have a safe place to park overnight (with restrooms).

2023–2031 Housing Element

Appendix A. Community Engagement

Location	What do you think is the biggest housing problem in your community?	What type of housing do you think we should plan to develop in your community?
	<ul style="list-style-type: none"> • The permit cost to build ADU or additional units is too high. • One man has a big enough property to add more units but is limited by density of property. • Homeless population is always being moved around not placed in transitional housing and the closest services area would be Chinatown in Salinas. • Cost of housing (rent), as well as the increasing proportion going to utilities (power, water) – suggested that we put rent controls on low-cost housing. • Deal with housing affordability. Note the problem is the cost of housing, the supply available for the homeless vs the demand, and the resources it requires for individuals to apply (when you do not have a car). The associated problem was the issues for people who live in motor homes (unsafe locations, always being moved on, none of the associated services near you). • Not enough housing supply. • Big properties with single houses. 	<ul style="list-style-type: none"> • Find ways to fix water shortage in this area. • Cap on rental units. • Create a program for property owners who are renting to make improvements to housing conditions through tax credits or incentives.
San Lucas	<ul style="list-style-type: none"> • Water is the biggest barrier to any housing being developed in San Lucas. This point was brought up by everyone from young kids to adults. • The streets in San Lucas are not the best. • There is no place that is for rent or sale; if someone wanted to 	<ul style="list-style-type: none"> • A project that would benefit everyone would be if CHISPA built their housing project here in San Lucas, the one that has been on hold since the water problems developed over a decade ago. This project would create 65 homes. • Encourage/empower the private landowner(s) who own the lots with the dirt roads on the hills next to San

2023–2031 Housing Element

Appendix A. Community Engagement

Location	What do you think is the biggest housing problem in your community?	What type of housing do you think we should plan to develop in your community?
	<p>move there they couldn't unless they live with family they know.</p> <ul style="list-style-type: none"> • Overcrowding is a big issue, with multiple families in one home. • There is a lot of trash dumping in the alleys and no care for the community, • There is a building freeze for housing in San Lucas. • Burned down house in front of the school. • Houses are not cared for and don't have the best quality. • There aren't any businesses. • No food places. • Their internet connection is terrible and prevents classes and learning. • It is so hard to access county services such as animal control and emergency services. • Drainage has become a big issue, especially at the elementary school where students are limited to using one bathroom for the entire school. 	<p>Lucas School to pave the roads or at least grade them.</p> <ul style="list-style-type: none"> • San Lucas owns two of the four empty lots directly across the street from the school. Despite the housing permit freeze in San Lucas because of the water, I'm wondering if the school could be allowed to set up two manufactured homes on those two lots to offer teacher housing. • The water issue needs to be resolved to allow construction. • More access to services for this area.

Additional Community Pop Up events were hosted in May 2024 during the release period of the public draft for the housing element. Through these events, County staff promoted the availability of the housing element review period and encouraged community members to both review the draft and provide comments. Community event locations are as follows:

- Chualar (outside of the post office)
- Carmel (Carmel Farmers Market at The Barnyard Shopping Village)
- Seaside (Seaside Farmers Market)
- Del Rey Oaks (tabling event hosted by the City of Del Rey Oaks)
- Castroville (Castroville Party in the Plaza)

The County of Monterey's decision to host pop-up events in diverse locations such as Carmel Valley, Castroville, Chualar, Marina, Monterey, Pacific Grove, Pajaro, Prunedale, and San Lucas played a crucial

2023–2031 Housing Element

Appendix A. Community Engagement

role in engaging a wide array of community members. This was particularly effective in reaching special needs groups, lower-income households, and residents in need of affordable housing. By bringing the discussion about the 6th Cycle Housing Element to these varied locations, the County ensured that feedback was gathered from residents who may not have participated in traditional meetings or town halls due to transportation barriers, lack of awareness, or financial constraints.

Carmel Valley & Monterey - Although these areas have higher average income levels, they still contain segments of the population struggling with housing affordability. These include senior citizens, individuals with disabilities, and low-wage workers in the local service industries. Holding pop-up events in Carmel Valley and Monterey provided an opportunity to hear from special needs groups, such as seniors and those with mobility challenges, who face higher barriers to housing access due to limited affordable housing options. Additionally, these locations allowed the County to gather perspectives on housing issues from individuals of diverse socioeconomic backgrounds in more urbanized areas.

Castroville, Prunedale & Pajaro - These communities are home to a significant portion of the agricultural workforce and lower-income households. Many residents, including farmworkers, are disproportionately affected by high housing costs in relation to their income. The pop-up events held in Castroville, Prunedale, and Pajaro specifically targeted rural, agricultural, and Latino populations, ensuring their voices were central to the discussion on affordable housing needs. With high concentrations of very low-income families, these events raised awareness of the specific challenges faced by these groups. By hosting these events in these areas, the County provided agricultural workers and low-income families with a platform to express concerns about housing accessibility, including overcrowding, homelessness, and the limited availability of rental units.

Chualar & San Lucas - In these smaller, rural communities, residents often face economic challenges and housing scarcity. Holding pop-up events in Chualar and San Lucas allowed the County to reach out directly to residents in more isolated areas, who may not have otherwise participated in the housing planning process. These communities, which have a significant population of agricultural workers, have urgent needs for affordable housing solutions, particularly for individuals who are extremely low-income or have special needs. Meeting community members in these locations enabled the County to directly hear from residents in underserved areas and ensure their concerns were considered in the final housing plan.

Marina & Pacific Grove - Both Marina and Pacific Grove are coastal cities with varying levels of income disparity. While these areas have greater economic diversity, they also contain residents facing housing insecurity, particularly seniors, veterans, and individuals with disabilities. The pop-up events in these communities were vital for engaging in these vulnerable sectors. Feedback gathered from these areas helped highlight the need for affordable housing options, including principles of universal design for accessible housing and amenities tailored for seniors.

2023–2031 Housing Element

Appendix A. Community Engagement

By strategically placing pop-up events in high-need, diverse communities, the County of Monterey was able to ensure broad community participation, particularly from residents with special needs and lower-income groups. This inclusive approach facilitated a diverse range of feedback, which was essential for identifying gaps in the current housing system, especially for those with disabilities, farmworkers, and low-income families. Furthermore, it helped to build trust and transparency in the housing planning process. Residents could see that their local government was genuinely interested in listening to their concerns and developing solutions that addressed the specific needs of vulnerable populations. This outreach effort ensured that the 6th Cycle Housing Element accurately reflected the housing needs of all sectors of Monterey County’s population.

Library Displays

In collaboration with Monterey County Free Libraries (MCFL), County staff set up unmanned interactive displays with activities intended to spark conversation about housing needs and issues, in English and Spanish as appropriate. Central to these displays was providing printed materials, a webpage, and email addresses for information regarding the Housing Element Update. Staff also made the QR Code for the survey available to scan and explore and had any available library computers onsite that could bookmark the survey for easy online access do so. Displays were set up in the following branch locations:

- Buena Vista
- Big Sur
- Carmel Valley
- Castroville
- King City
- Marina
- San Ardo
- Seaside
- Soledad

Staff provided two survey questions distilled from the survey, and community member participants were encouraged to vote or write in responses to these survey questions. The overall feedback received to the questions is as follows:

Location	What do you think is the biggest housing problem in your community?	What type of housing do you think we should plan to develop in your community?
Buena Vista	<ul style="list-style-type: none">• No restaurants.• No housing inventory for rent.• Housing that is available is too expensive; Houses need bigger yards.	<ul style="list-style-type: none">• Cheaper apartments.• Bigger homes that are reasonable prices. Townhomes with parks.• New houses; Homes for single couples or single people.

2023–2031 Housing Element

Appendix A. Community Engagement

Location	What do you think is the biggest housing problem in your community?	What type of housing do you think we should plan to develop in your community?
Big Sur	<ul style="list-style-type: none"> • Vacant vacation rentals in the area + Investment properties. • No starter homes in the area everything starts at 500k for a tiny home. • Water is a big barrier. • Only the rich can build houses and remodel. Mixed-use development with commercial and housing would benefit the walkability. Vert susceptible to floods, fires, and natural hazards 	<ul style="list-style-type: none"> • Incentives for landowners who rent long term. • Ease permit cost and requirements; Mixed-use development with commercial and housing would benefit the walkability. • Focus on building out areas such as Castroville East Garrison.
Carmel Valley	<ul style="list-style-type: none"> • The rental prices are too high, only people who bought years ago can afford to live here. • Pushing out the locals and young people away. • Not enough housing is available and the one that is needs lots of repairs. • Multiple homeowners are not fully utilizing houses. • Water is the biggest barrier. • The permit process costs too much. • No incentives to remodel rental units. • Agriculture prevents us from building. 	<ul style="list-style-type: none"> • Infill housing. • Multifamily housing should be a priority. • More water needs to be available. • Single Family house to accommodate multigenerational. • ADU on larger more rural lots, allow multiple on the same lot.
Castroville	<ul style="list-style-type: none"> • Prices for rent units are too high, landowners make a business around people's right to own or rent a place they can call home. • Rental units available are really hard to get into because renters are asking for rent up front and a deposit that puts you out almost 10k to get in. • Not enough houses for rent/sale. Overcrowding. 	<ul style="list-style-type: none"> • Build more single-family homes or apartments for low-income households. • Build housing for service workers and public servants such as teachers, and first responders. Housing for seniors that is affordable during retirement. • Community of tiny homes in Castroville.

2023–2031 Housing Element

Appendix A. Community Engagement

Location	What do you think is the biggest housing problem in your community?	What type of housing do you think we should plan to develop in your community?
	<ul style="list-style-type: none"> Housing conditions are not the best, homes need to be remodeled. 	<ul style="list-style-type: none"> Work with Community-based organizations to reach low-income populations and get them houses.
King City	<ul style="list-style-type: none"> South County rent is too expensive and keeps going up. Housing available is not the best; Families are forced to overcrowd homes to be able to pay rent. 	<ul style="list-style-type: none"> Build more single-family homes with more rooms. Enforce those who live in garages; Some apartments not only apartments. Improve transportation to the Salinas area. Townhomes. Encourage more housing development.
Marina	<ul style="list-style-type: none"> The homeless population needs housing solutions. Rent is too expensive \$2,500 for one bed and wage does not increase. Large families don't get to choose housing they get what is available. Housing stock can meet current needs, so young people living with parents. Rent deposits are expensive and force renters to stay in the same unit even if rent keeps increasing. 	<ul style="list-style-type: none"> Build transitional housing or temporary housing for the homeless. More housing for single people; Townhomes are better than apartments. County to provide more housing resources for families looking for a home. Low-rent apartments with daycares. Build mobile showers and restrooms. Prop 13 shouldn't apply to properties used as vacation homes. Offer more housing assistance. Forced to leave the area; Housing for teachers and students.
San Ardo	<ul style="list-style-type: none"> Lack of Affordable housing. No housing is available. The rising cost of rent in San Ardo doesn't go with income. Lack of public transportation to more urban areas. Housing conditions are not the best. The Trailer Park area has many bad trailers that are unsafe. 	<ul style="list-style-type: none"> Build more single-family houses. Improve the walkability of San Ardo. More affordable units with more rooms. Larger families need more room. Not many apartments. More stores. Renter protection policies. Laws that prevent investors from buying up all the properties.

2023–2031 Housing Element

Appendix A. Community Engagement

Location	What do you think is the biggest housing problem in your community?	What type of housing do you think we should plan to develop in your community?
	<ul style="list-style-type: none"> Seasonal workers stay for a limited time and houses are often vacant until the next season. 	
Seaside	<ul style="list-style-type: none"> Too crowded. Lack of affordable/Starter homes. Not focusing on the real issues. Lack of Housing. Young people can't live on their own. Infrastructure does not have the capacity for more homes. 	<ul style="list-style-type: none"> Mixed-use buildings adjacent to more urban areas. Focus housing build out in east garrison; Affordable housing units such as low-income apartments or section 8. Duplexes are good entry-level homes for rent; Find ways to improve the water situation. CSUMB is a good opportunity to grow housing and create a denser community.
Soledad	<ul style="list-style-type: none"> Not enough houses. Cost houses and rents are too expensive. No jobs that pay well for a single person to live alone. Far away from stores, housing is not in the right locations. 	<ul style="list-style-type: none"> Build more affordable housing in South County. Build more single-family affordable houses; Improve public transportation. Higher density with not many apartments. Include mixed-use within neighborhoods to encourage walkability.

Environmental Justice Outreach Connection

The Environmental Justice (EJ) Element identifies disadvantaged communities' low-income areas that experience disproportionate exposure to environmental pollution and other hazards. These conditions contribute to adverse health effects, environmental degradation, and a lower quality of life compared to more affluent areas.

As part of this effort, the County has identified 11 disadvantaged communities in unincorporated areas:

- Boronda
- Bradley
- Castroville
- Chualar
- Las Lomas
- Lockwood
- Moss Landing
- Pajaro

2023–2031 Housing Element

Appendix A. Community Engagement

- Pine Canyon
- San Ardo
- San Lucas

Building on the outreach for the Housing Element, the County launched targeted Environmental Justice engagement efforts, focusing on these disadvantaged communities where housing remains a top priority. The County established an Environmental Justice Community Advisory Committee, composed of two representatives from each disadvantaged community and Community-based organizations serving these areas. With input from the advisory committee, the County held two committee engagement meetings to develop strategies for effectively reaching community members. This collaboration led to the launch of a community survey specifically targeted at these communities. Through surveys and direct conversations, residents expressed the following major concerns:

- Aging and deteriorating housing stock
- Substandard living conditions
- Severe overcrowding due to housing shortages
- Housing cost burdens impacting affordability

The County of Monterey's decision to concurrently conduct outreach for the EJ Element was particularly effective in reaching special needs groups, agricultural workers, lower-income households, and residents in need of affordable housing. These concerns directly informed the Housing Element's policies and programs, ensuring that the needs of disadvantaged communities are not only acknowledged but prioritized. By aligning the Environmental Justice and Housing Elements, the County is working toward more equitable land use planning and resource allocation. This integrated approach helped address longstanding disparities in housing quality and access, and supports healthier, more sustainable living environments for all residents especially those who have not historically participated in the conventional policy-making process.

Community Meetings:

- County Staffed hosted one Small Workshop Discussion in the Community of San Ardo.
- County Staff hosted two Community Meetings in the rural community of Lockwood.
- County Staff have hosted three Environmental Justice Community Advisory Committee Meetings to discuss the development of the Environmental Justice Element.

Castroville Community Plan Connection

Alongside the development and community engagement efforts for the Housing Element, the County initiated the process of updating the Castroville Community Plan. The goal of this update was to shape policies that support development aligned with the current needs and concerns of Castroville residents. Key considerations included: Removing coastal areas from the community plan boundaries and Updating

2023–2031 Housing Element

Appendix A. Community Engagement

impact fees to be more affordable. As part of this effort, County staff conducted targeted outreach within the community, working closely with the District 2 County Supervisor representing Castroville to develop an effective engagement strategy. Similar to the Environmental Justice Element, the County established a Castroville Advisory Committee, consisting of Community members, Business owners and Interested individuals. Housing emerged as the top concern among residents, as identified by the Advisory Committee. In response, County staff, with support from the Advisory Committee, organized targeted pop-up events throughout the community and a target community survey. These events allowed residents to provide input on the types of housing they wanted to see in Castroville, ensuring that community voices directly shaped the plan. The County received over 160 survey response in both English and Spanish. The Survey responses reinforced the urgent need for affordable and adequate housing. Over 60% of respondents identified housing availability as the most pressing issue facing the community. Notably, all single heads of household who responded to the survey were Hispanic/Latina women, and all identified housing as their top concern. Additionally, over 65% of respondents reported living in households of four or more individuals in a single unit, indicating significant overcrowding. The insights gained through the Castroville Community Plan process directly fed into the Housing Element, helping to inform the policies and programs aimed at increasing affordable housing options, addressing overcrowding, and reducing housing cost burdens. This alignment ensures that the Housing Element reflects the specific needs of Castroville’s residents and supports equitable housing outcomes through place-based strategies.

Influence of Public Comments on Housing Element Policies and Programs

As part of the 6th Cycle Housing Element Update process, the County of Monterey has conducted extensive public outreach activities beginning in 2022. As detailed throughout this document, outreach efforts included engagement with community stakeholders, presentations, Planning Commission and Board of Supervisor Meetings, Community Workshops, digital media and an online platform, social media, and noticed Public Hearings. Project materials, including online surveys, public meetings, notices, and draft public review documents are available on the County’s website:

- <https://www.countyofmonterey.gov/monterey.ca.us/government/departments-a-h/housing-community-development/planning-services/advance-planning/ordinances-plans-under-development/general-plan-elements-update-housing-element-6th-cycle-update-2023-2031-ref220020-lrpwp-task-no-21-02>

Based on comments received, the County has categorized comments into themes in the table below along with the County’s efforts to address these topics via the programs provided in Chapter 8, Housing Plan of the Housing Element.

2023–2031 Housing Element

Appendix A. Community Engagement

Comment/Theme	Housing Plan Program
<p>Multiple barriers including high land and construction costs and limited funding make it difficult for developers to produce Extremely Low-Income units that would help to reduce such disparities. <u>Developing Extremely Low-Income (ELI) housing is challenging due to high land and construction costs, along with limited public funding. These obstacles are especially pronounced in areas like Monterey County, where housing demand is high, and the affordability gap is significant. ELI units are typically more expensive to build because they require substantial subsidies, making it difficult for developers to produce them without financial assistance.</u></p>	<p><u>The following programs address the high land and construction costs that make it difficult to produce ELI housing. It provides developers with the financial tools needed to overcome these barriers, ultimately increasing the availability of ELI units in the County.</u></p> <ul style="list-style-type: none"> • H-2.G. Provide a <u>Comprehensive Suite</u> of Incentives/Concessions for Developers • H-2.J. Technical Assistance to Developers • H-2.K. Assist with the Development of Affordable Housing • H-2.R. Funding, Incentives, and Concessions for Extremely Low-Income Developments • H-5.F. Housing Opportunities
<p>Track the County's success in housing people with developmental disabilities. <u>There is a need to monitor how effectively the County is addressing the housing needs of individuals with developmental disabilities. This population often encounters specific challenges, including discrimination, a lack of accessible housing, and a shortage of specialized housing options that meet their requirements.</u></p>	<p><u>The following program responds to the need for tracking the success of housing for individuals with developmental disabilities. It provides a mechanism for the County to measure progress and make adjustments to better serve this population.</u></p> <ul style="list-style-type: none"> • H-5.E. Encourage Development of Housing for Persons with Disabilities
<p>Target county-owned land and have land dedicated to Affordable Housing and County Housing Funds to aid in the development of affordable housing that is financially feasible. <u>County-owned land is a valuable asset that can be used for developing affordable housing. By focusing on these lands for such projects, the County can lower land acquisition costs, which are among the most significant barriers to creating affordable housing.</u></p>	<p><u>The following programs address the concern about high land costs by targeting county-owned land for affordable housing development. By offering lower-cost land options, the County can make it easier for developers to build affordable units without the burden of acquiring expensive land.</u></p>

2023–2031 Housing Element

Appendix A. Community Engagement

Comment/Theme	Housing Plan Program
	<ul style="list-style-type: none"> H-2.B <u>Support and facilitate</u> AB 1486 Implementation for Surplus County Land H-3.D. Coordination with Public Entities for Development of Non-County, Publicly Owned Land
<p>To increase the development of affordable housing in Monterey County the County should consider ways to increase local affordable housing funds through funding mechanisms such as commercial linkage fees and/or an affordable housing bond. <u>Monterey County is experiencing a notable shortfall in local funding for affordable housing, making it challenging to address the region's housing needs. Implementing funding mechanisms such as commercial linkage fees or an affordable housing bond could offer much-needed resources to support the development of affordable housing.</u></p>	<p><u>The following programs aim to address the financial challenges of affordable housing development, providing developers with the necessary capital to make projects more financially feasible and reduce reliance on scarce public funding sources.</u></p> <ul style="list-style-type: none"> H-2.M. Pursue State and Federal Funding for Affordable Housing H-2.R. Funding, Incentives, and Concessions for Extremely Low-Income Developments <u>H-2.S. Affordable Housing Financing Expansion Program</u> H-3.D. Coordination with Public Entities for Development of Non-County, Publicly Owned Land
<p>The County of Monterey should add additional local incentives to the state density bonus law to make it more responsive to the impact of Monterey County's high Area Median Income on the affordability of housing for Monterey County residents who are Extremely Low Income. <u>The state's density bonus law provides incentives for developers to include affordable units in their projects, but the law may not be fully responsive to the high Area Median Income (AMI) in Monterey County, which makes it harder for low-income residents to afford housing.</u></p>	<p><u>The following programs respond to concerns about the limited effectiveness of the state's density bonus law in high-cost areas by enhancing local incentives. By making it more financially viable for developers to build affordable housing, the County can help create more opportunities for ELI residents.</u></p> <ul style="list-style-type: none"> H-2.O. Additional Density Bonus Incentives H-2.R. Funding, Incentives, and Concessions for Extremely Low-Income Developments H-5.B. Housing Mobility
<p>The County should include additional incentives for projects that make a percentage of units subject to a preference for identified categories of special needs populations who</p>	<p><u>The following programs address the need for housing that is tailored to the unique needs of special</u></p>

2023–2031 Housing Element

Appendix A. Community Engagement

Comment/Theme	Housing Plan Program
<p>experience the greatest barriers to housing access. There are vulnerable populations, such as individuals with disabilities, seniors, and those with mental health issues, who face additional barriers to accessing housing. Providing additional incentives for housing projects that prioritize these populations can help ensure that they are not left behind in the County's housing strategies.</p>	<p>populations. By providing targeted incentives and funding, the County can ensure that these individuals have access to affordable, supportive housing in the community.</p> <ul style="list-style-type: none"> • H-2.K. Assist with the Development of Affordable Housing • H-2.R. Funding, Incentives, and Concessions for Extremely Low-Income Developments • H-5.E. Encourage Development of Housing for Persons with Disabilities • H-5.F. Housing Opportunities • H-5.H. Displacement Prevention
<p>The County should make ordinances more responsive to local needs by offering developers a menu of options for encouraging the inclusion of affordable units. The County's existing ordinances may not be sufficiently flexible to respond to the varying conditions of different development projects. A one-size-fits-all approach to incentivizing affordable housing may not be effective in promoting the inclusion of affordable units, particularly in diverse economic areas.</p>	<p>The following programs provide incentives that help lower overall development costs, enhancing the financial feasibility of such projects. Additionally, expedited permitting options enable faster approval processes, facilitating quicker delivery of new affordable housing to meet community needs.</p> <ul style="list-style-type: none"> • H-2.A. Encourage, Incentivize, and Monitor Accessory Dwelling Units (ADUs) • H-2.G. Provide a Menu Comprehensive Suite of Incentives/Concessions for Developers • H-2.J. Technical Assistance to Developers • H-2.K. Assist with the Development of Affordable Housing • H-3.C. Zoning Ordinance Amendments for Opportunity Sites • H-4.G. Zoning Ordinances and General Plan Efficiencies for Housing
<p>The County should consider creating a financing and/or</p>	<p>The following programs aim to increase the availability of affordable</p>

2023–2031 Housing Element

Appendix A. Community Engagement

Comment/Theme	Housing Plan Program
<p>incentives program for homeowners who build ADUs and rent them for at least 15 years at Extremely Low-Income rent levels. Accessory Dwelling Units (ADUs) have gained popularity as a cost-effective solution to increase housing availability. However, homeowners frequently encounter difficulties in financing the construction of ADUs. Additionally, even when these units are built, many homeowners are hesitant to rent them at affordable rates due to the financial pressures associated with their maintenance.</p>	<p>housing through financial incentives and streamlined processes to encourage the development of ADUs.</p> <ul style="list-style-type: none"> • H-2.A. Encourage, Incentivize, and Monitor Accessory Dwelling Units (ADUs) • H-4.G. Zoning Ordinances and General Plan Efficiencies for Housing • H-5.B. Housing Mobility
<p>The County should revise its ordinances to limit parking required for affordable units for people with developmental disabilities to 0.5 space for each affordable studio or 1-bedroom unit and 1 space for an affordable 2-bedroom unit or larger. Individuals with developmental disabilities often have limited mobility, which means they typically do not need as much parking as other residents. Requiring a full parking space for every unit—particularly for smaller affordable housing units—can increase development costs and render projects financially unfeasible.</p>	<p>The following programs seek to offer cost savings and minimize expenses for developers by revising development standards tailored to various development types and community needs and reducing parking under developer incentives.</p> <ul style="list-style-type: none"> • H-3.B Promote Optimal Utilization of Sites Permitting High-Density Residential Development, Small Lot Sites, and Sites Subject to Subdivision • H-5.F. Housing Opportunities
<p>Require that housing developers implement an affirmative marketing plan for state-mandated physically accessible units when developing on county-owned land. Physically accessible units are frequently neglected in marketing efforts, resulting in missed opportunities for individuals with disabilities. Often, these units remain unoccupied because potential tenants are unaware of their availability or suitability.</p>	<p>The following program enhances accessibility in housing by ensuring that homes for individuals with disabilities are effectively marketed to those in need, promoting equity and diversity in communities.</p> <ul style="list-style-type: none"> • H-5.A. Prioritize Review and Expedite the Development of Affordable and Special Needs Projects • H-5.F. Housing Opportunities
<p>Could some resources be dedicated to providing incentives to homeowners who return their properties to month-to-month or yearly fair-market rentals, particularly at the seldom met very low, low, and low moderate levels? Many homeowners in the area choose to rent out their properties on a short-term or seasonal basis. This practice can lead to higher rental prices and a decrease in the availability of long-</p>	<p>The following program enhances the availability of affordable housing by providing financial incentives for homeowners to offer rentals to low- and moderate-income families, thereby increasing the overall housing stock.</p>

2023–2031 Housing Element

Appendix A. Community Engagement

Comment/Theme	Housing Plan Program
<p>term, affordable rentals. Encouraging homeowners to offer long-term leases at affordable rates can help stabilize the housing market and provide options for families with limited income.</p>	<ul style="list-style-type: none"> • H-5.N. Rental Incentive Program for Long Term Leasing • H-2.A. Encourage, Incentivize, and monitor Accessory Dwelling Units (ADUs) • H-5.F. Housing Opportunities
<p>Streamlining as much as possible, especially with resources that exist. Complex and lengthy permitting processes are frequently identified as a major obstacle to the development of new affordable housing. Developers encounter various delays and fees that inflate costs and impede their ability to address housing needs promptly.</p>	<p>The following programs reduce bureaucratic delays, enabling affordable housing projects to progress more swiftly. Dedicated approval pathways and expedited timelines boost developer confidence, encouraging more investment in affordable housing initiatives within the County.</p> <ul style="list-style-type: none"> • H-2.B Support and facilitate AB 1486 Implementation for Surplus County Land • H-2.G. Provide a Menu Comprehensive Suite of Incentives/Concessions for Developers • H-2.H. By-Right Approval for Affordable Housing on Land Owned by Religious Organizations and Nonprofit Colleges Development • H-2.K. Assist with the Development of Affordable Housing • H-3.B Promote Optimal Utilization of Sites Permitting High-Density Residential Development, Small Lot Sites, and Sites Subject to Subdivision • H-3.C. Zoning Ordinance Amendments for Opportunity Sites • H-4.A. Adopt SB 423 (SB 35) Streamlined Ministerial Approval Process (SMAP) ing Written Procedures

2023–2031 Housing Element

Appendix A. Community Engagement

Comment/Theme	Housing Plan Program
	<ul style="list-style-type: none"> • H-4.D. Countywide Objective Residential Design Standards • H-4.E. Streamline the Permit Processing and Approval Process for Residential Development • H-4.G. Zoning Ordinances and General Plan Efficiencies for Housing • H-5.B. Housing Mobility
<p>The selection of Opportunity Sites for housing development is a crucial aspect of the Housing Element. Concerns about the suitability of these sites arise from environmental, agricultural, and community considerations. Some stakeholders feel that certain sites may not be genuinely viable for development and are concerned about speculative selections without clear plans for development.</p>	<p>This program addresses concerns about site suitability and speculative land choices, helping the County build greater trust with stakeholders and avoid conflicts related to site selection.</p> <ul style="list-style-type: none"> • H-2.C. Maintain/Update the Sites Inventory
<p>A significant concern from the community is the potential loss of productive agricultural land and the impacts on wildlife habitats. While housing development is necessary to meet RHNA requirements, it should not come at the expense of irreplaceable natural or agricultural resources. This issue is especially acute when Opportunity Sites are located in prime agricultural zones.</p>	<p>The following program helps balance the need for housing with the protection of important agricultural resources.</p> <ul style="list-style-type: none"> • H-3.G. Agricultural Land Preservation and Mitigation
<p>Many comments emphasize the need to ensure that affordable housing developments align with the state's Affirmatively Furthering Fair Housing (AFFH) goals. This includes ensuring that low-income and very-low-income housing is not only available but also accessible in areas that promote inclusive communities and greater opportunities for all residents. There are also concerns about whether the allocated affordable units will remain affordable in the face of high land and construction costs.</p>	<p>The following program helps promote inclusive communities and increase access to affordable housing, addressing concerns about affordability by focusing on long-term solutions.</p> <ul style="list-style-type: none"> • H-5.C. Facilitate Access to Affordable Housing for Residents
<p>Many comments highlight the lack of sufficient community involvement in the housing planning process, particularly in rural or underdeveloped areas. Residents feel that their concerns regarding the selection of housing sites and the overall planning process have not been adequately addressed. There are also concerns about transparency in how sites are selected, and decisions are made.</p>	<p>The following programs increase trust in the County's decision-making process, providing residents with a meaningful opportunity to provide feedback on planning decisions that directly impact their communities.</p> <ul style="list-style-type: none"> • H-2.C. Maintain/Update the Sites Inventory

2023–2031 Housing Element

Appendix A. Community Engagement

Comment/Theme	Housing Plan Program
	<ul style="list-style-type: none"> • H-2.I. Annual Housing Element Reporting
<p>Many comments express concern that some of the proposed sites lack the necessary infrastructure—such as roads, utilities, and public services—to support new development. This could lead to significant additional costs or delays in building, especially in rural or underserved areas.</p>	<p>The following programs ensure that infrastructure deficiencies are addressed before development begins, preventing costly delays and ensuring that new developments are fully supported by public services. It also helps to avoid placing unnecessary burdens on existing infrastructure in under-served areas.</p> <ul style="list-style-type: none"> • H-2.L. Collaboration with Water Resources Agencies • H-2.Q. Ensure Adequate Sewer Resources for New Housing Development • H-3.D. Coordination with Public Entities for Development of Non-County, Publicly Owned Land

ATTACHMENT A – COMMUNITY SURVEY AND RESULTS

2ND SUB

Survey Results

2ND SUB

ATTACHMENT B – FOCUSED STAKEHOLDER MEETING MINUTES

- Fair Housing Providers
- Housing Advocacy Groups and Community Organizations
- Affordable Housing Project Property Managers
- Agriculture Based Businesses and Farmworker Advocacy Groups
- Hospitality
- Market Rate Housing Developers
- Affordable Housing Developers
- Renters