



# Mountain Housing Council

## Meeting #8

April 5, 2019

8:00-11:00

Truckee Tahoe Airport

**TAHOE  
TRUCKEE  
COMMUNITY  
FOUNDATION**

# Agenda

## I. Welcome

## II. Materials

## III. Storytelling

## IV. Partner Updates

## V. Future of Our Work

## VI. Council Updates + Business

## IV. Public Comment

## V. Close

### MOUNTAIN HOUSING COUNCIL: IMPACT PLACEMAT APRIL 5, 2019

#### Accelerating Housing Solutions in the North Tahoe-Truckee Region

**MEETING GOALS**

- Provide Updates on Tiger Team Work
- Review Partner Feedback on Topic of Best Housing Study
- Review Partner Feedback on Topic of Needs

**COUNCIL AGENDA**

- 1. Welcome
- 2. Storytelling
- 3. Partner Updates
- 4. The Future of Our Work
- 5. Council Updates + Business
- 6. Public Comment
- 7. Close

**AGREEMENTS:**

- Show up and bring your best ideas.
- Be prepared.
- Treat others with respect.
- Respect for our collaborative efforts.
- Work collaboratively and strive for consensus.
- Show your expertise.
- Show us an alternative.

**INFO HUB**

**MEET WITH US**

**NEVADA COUNTY**

**PLACER COUNTY**

**PARTNERS**

**MEETING AGENDA**

**MEETING GOALS**

**COUNCIL AGENDA**

**AGREEMENTS:**

**INFO HUB**

**MEET WITH US**

**NEVADA COUNTY**

**PLACER COUNTY**

**PARTNERS**

**MOUNTAIN HOUSING COUNCIL OF TAHOE TRUCKEE**

# Meeting Goals

- Feedback on Next Housing Entity Topic
- Updates on MHC Tiger Team Work
- Feedback on Topic of Density

# EVENT: MHC Annual Update

SHOW UP. JOIN THE CONVERSATION. ACCELERATE SOLUTIONS.



## ANNUAL HOUSING UPDATE

SATURDAY APRIL 27, 2019

9AM - 12PM

NORTH TAHOE EVENT CENTER

YEAR 2 PROGRESS REPORT

TOPIC: INNOVATIONS IN HOUSING

# Community impact Storytelling

New Homeowner Success Through  
The Martis Fund's  
Down Payment Assistance Program



# Partner Updates



The future of  
our work





# **Progress Report: A Permanent Housing Organization**

Mountain Housing Council Quarterly Meeting - April 5, 2019

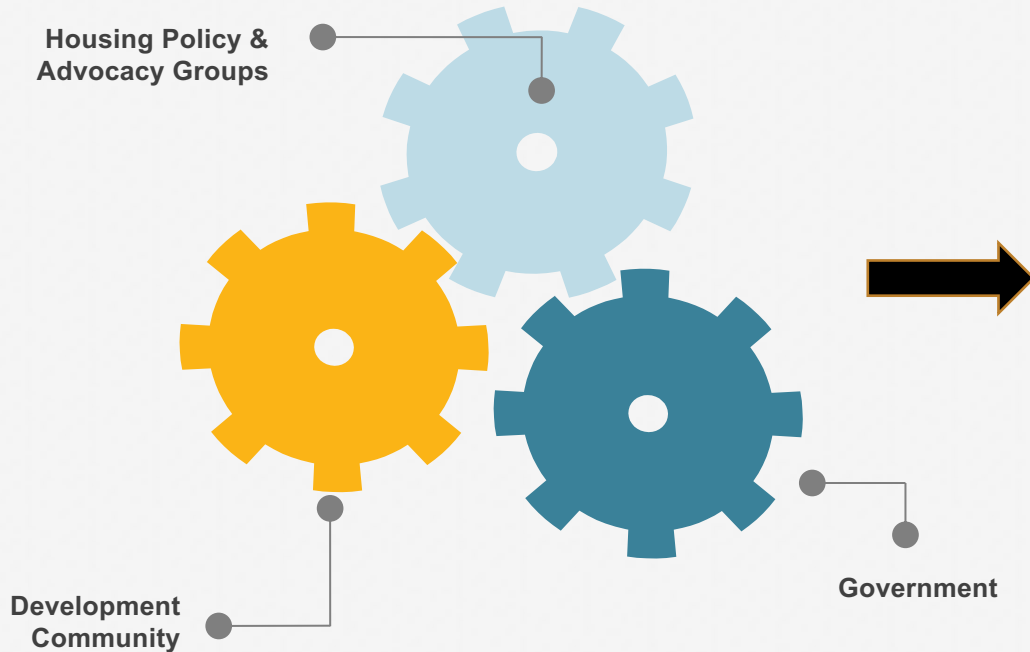
# Introduction

- About The Housing Workshop
  - Affordable housing policy consulting firm founded by Janet Smith-Heimer
    - Janet is former founder and long-time President of BAE Urban Economics
  - Support provided by Jessica Hitchcock, former VP of BAE
  - Current clients of THW: Valley Transit Authority (VTA), City of West Hollywood, and Association of Environmental Professionals (AEP)

# Scope of Work

- Review existing housing organizations in Tahoe Truckee region
- Identify and evaluate “models” for one or more entities to provide regional policy innovation, education/community engagement, project facilitation, access to financing, and project development
- Recommend entities
- Provide road map for entity formation

# Housing Production



Achievable Housing



# Policy and Advocacy



Description	Housing Policy and Advocacy Groups		
	Mountain Housing Council (project of TTCF)	Tahoe Prosperity Center	Community Collaborative of Tahoe Truckee
Mission			
Housing Goals			
Staff Size			
Annual Budget			
Funding Sources			



## How Policy/Advocacy Groups Support Housing Production

Policy research  
Education  
Community engagement  
Regional collaboration

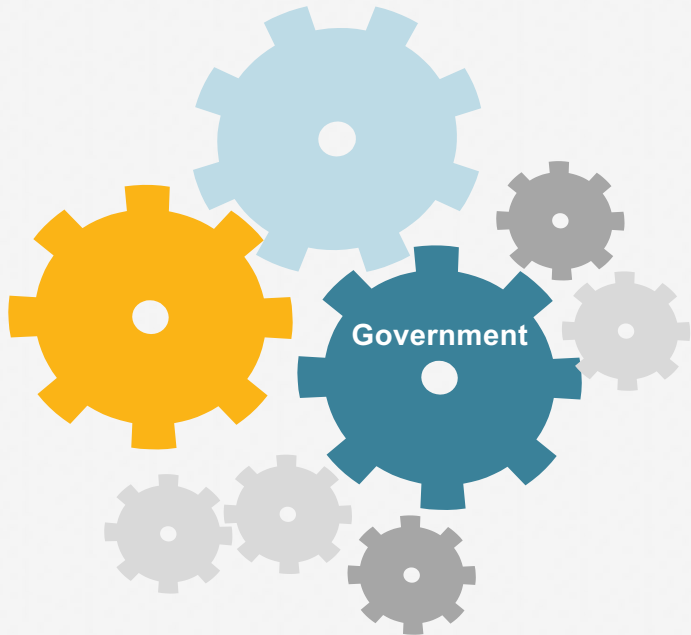


## What's Missing

When MHC funding cycle ends, the region will be missing:

- Housing policy research group
- Liaison between developers and government
- Educator on housing issues
- Facilitator for regional priorities

# Government



Description	Public Agencies					
	TRPA	Placer County	Nevada County	Town of Truckee	Sutter/Nevada Housing Authority	Utility / Special Districts
Geographic Area Served						
Staff Size						
Affordable Housing Programs						
Funding for Aff Housing						
Units Directly Produced						

## Government Levers Related to Housing Production

- Zoning
- Entitlements and approvals
- Housing policies
- Funding
- Land donation

## What's Missing

- Housing departments
- "Shepherds" to expedite projects
- Local funding

## Opportunities

- Align regional housing policies
- Identify regional funding for housing
- Land bank publicly owned land

# Development Community



Other Non-Profits  
 Martis Fund  
 Sierra Business Council

Description	Housing Developers		
	For-profit developers with affordable experience	Non-profit housing developers	Government
Active Developers			
Local/Non-Local			
Staff Size			
Units Directly Produced in Region Last 5 Years			

## What's Missing

Robust affordable housing delivery landscape

## Opportunities

Harness energy from private developers to build workforce housing

Encourage housing authority to expand activity in region

Attract affordable capital:  
 Enterprise/LISC

Leverage regional and state resources for technical assistance

# Gaps in Existing “Landscape”

- Many organizations cover larger area than Tahoe Truckee
  - Challenge to focus sufficient resources (staff, time, money) on our region
  - Housing challenges somewhat different in our region than elsewhere in Placer/Nevada/El Dorado counties
- Variations in policies, fees, organizational capacity mean difficult to coordinate and bring projects to fruition
- Limited local non-profit development capacity (which usually can focus exclusively on challenges of developing affordable housing)
- Mountain Housing Council goals to provide achievable housing (up to 195% AMI) will require creative financing (especially above 80% AMI)



# Potential Models

## Regional Partnerships

SV @ Home  
21 Elements  
SPUR

Sacramento Housing Alliance  
SF Housing Accelerator Fund

## Government

Regional Housing Authority  
<Redevelopment agency>  
<JPA>

## Developers

Non-profit 501(c)3 housing  
developer/CHDO/CLT  
<For-profit housing developer>

Discuss <entities in brackets> with MHC

# Small Groups: Feedback

- What aspects of MHC do we want to carry forward to the next entities?
- What type of organization would you like to see?
- And what should this organization do?
- What obstacles do you envision to creating a permanent entity (or 2) to achieve housing goals?

# Council UPDATES AND Business

# Regional Policy Agenda

2018

- Expanded Definition of Affordability
- Fees

Short-Term Rentals

State + Federal Advocacy

Accessory Dwelling Units + Movable  
Tiny Homes

2019

Density



# ACHIEVABLE LOCAL HOUSING



## SUPPORTIVE HOUSING

Homeless

>30% AMI



## LOW-MODERATE HOUSING

Workforce

>120% AMI



## MISSING MIDDLE

Rental, For Sale, ADU

> 195%



STATE FUNDING



LOCAL SOLUTIONS



MOUNTAIN  
HOUSING  
COUNCIL  
OF LAKE TAHOE

## STAFF REPORT

**STAFF CONTACT:** Fire Chief Bill Seline  
**AGENDA TITLE:** Mountain housing Council Fee Policy Recommendation  
**AGENDA ACTION:** Discussion and Possible Action

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### **RECOMENDATION:**

We recommend supporting incentivizing the development of achievable local housing, following the Mountain Housing Council of Truckee's three recommendations.

**Recommendation 1:** *Consider charging impact fees based on a scalable methodology, such as square footage, per fixture, per bedroom, to encourage the building of smaller, more affordable units and Accessory Dwelling Units (ADUs/granny units).*

**TFPD mitigation fees are currently based on a dollar per square foot fee structure, meeting this recommendation.**

**Recommendation 2:** *Consider offering impact and capacity fee deferrals until Certificate of Occupancy to help reduce finance and borrowing costs to developers.*

**TFPD supports this in principle. The specifics of implementation need to be worked out to create a consistent definition of affordable and achievable housing between agencies as well as a process for implementation between the three land use authorities that TFPD currently works with.**

**Recommendation 3:** *Update your agency's ADU policy as soon as possible to leverage State-level incentives and look for additional ways to encourage more ADUs in our region.*



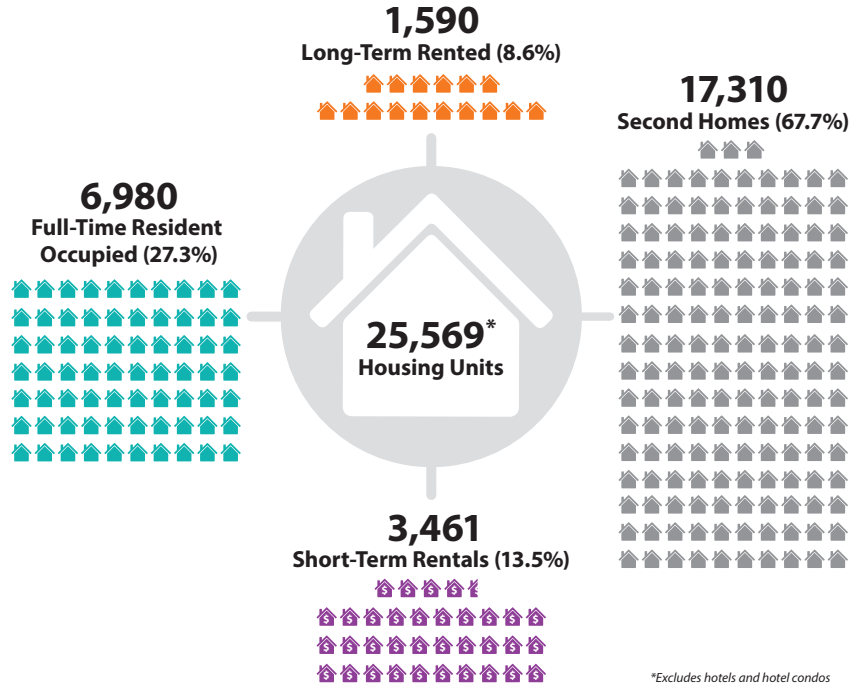
March 2019

# Short-Term Rental White Paper

Short-Term Rentals (STRs) in the North Tahoe-Truckee Region

# Eastern Placer County

## Estimated Number of Housing Units and Uses

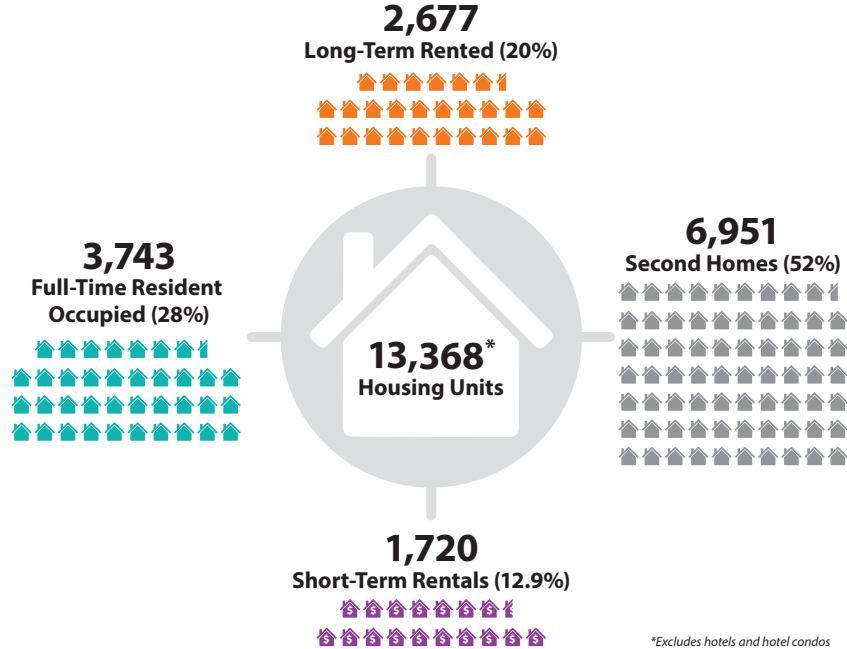


\*Excludes hotels and hotel condos  
Source: MHC Short-Term Rental White Paper  
([www.mountainhousingcouncil.org](http://www.mountainhousingcouncil.org))



# Town of Truckee

## Estimated Number of Housing Units and Uses



\*Excludes hotels and hotel condos  
Source: MHC Short-Term Rental White Paper  
([www.mountainhousingcouncil.org](http://www.mountainhousingcouncil.org))

# Thank You Tiger Team Participants

<b>Wally Auerbach</b>	Auerbach Engineering/TTCF Board	<b>John Falk</b>	Tahoe Sierra Board of Realtors
<b>John Manocchio</b>	Chamber Of Commerce	<b>Robb Etnyre</b>	Tahoe Donner Association
<b>Natalie Carr Livezey</b>	Community Member	<b>Annie Rosenfeld</b>	Tahoe Donner Association
<b>Swenja Ziegler</b>	Community Member	<b>Scott Zumwalt</b>	Tahoe City PUD
<b>Sara Gooding</b>	Community Member	<b>Yumie Dahn</b>	Town of Truckee
<b>Cindy Gustafson</b>	North Tahoe Chamber/NLTRA	<b>Morgan Goodwin</b>	Town of Truckee
<b>Brett Williams</b>	North Tahoe Chamber/NLTRA	<b>Jeff Loux</b>	Town of Truckee
<b>Joy Doyle</b>	North Tahoe Business Association	<b>Lynn Saunders</b>	Truckee Chamber
<b>Jennifer Montgomery</b>	Placer County	<b>Nick Pullen</b>	Truckee Chamber/TTBID
<b>Lindsay Romack</b>	Placer County	<b>Melanie Meharchand</b>	Truckee Chamber/TTBID
<b>Jennifer Merchant</b>	Placer County		

# Accessory dwelling unit TIGER TEam



# Thank You Tiger Team Participants

<b>Mark DiGiacomo</b>	Carr Long Realty	<b>Cindy Gustafson</b>	North Tahoe Chamber/NLTRA
<b>Brian Bates</b>	Community Member	<b>Marshall Saxe</b>	North Tahoe Builders
<b>Rob McCray</b>	Community Member	<b>Shawna Purvines</b>	Placer County
<b>Darin Dinsmore</b>	Crowdbrite	<b>Emily Setzer</b>	Placer County
<b>Dylan Cisney</b>	General Contractor	<b>Emily Setzer</b>	Placer County
<b>Katie Payne</b>	Guaranteed Rate	<b>Amie Quirarte</b>	Tahoe Luxury Properties
<b>Ben Edelberg</b>	Mark Tanner Construction	<b>Bill Dietz</b>	Tahoe Luxury Properties
<b>Brian Foss</b>	Nevada County	<b>Weston Park</b>	Tahoe Shed
<b>Erik Smakulski</b>	New Moon Natural Foods	<b>Yumie Dahn</b>	Town of Truckee

# Detached ADU Program in the works

2 Affordable Models



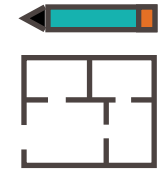
Site Work List



Loan Product



Navigator Service



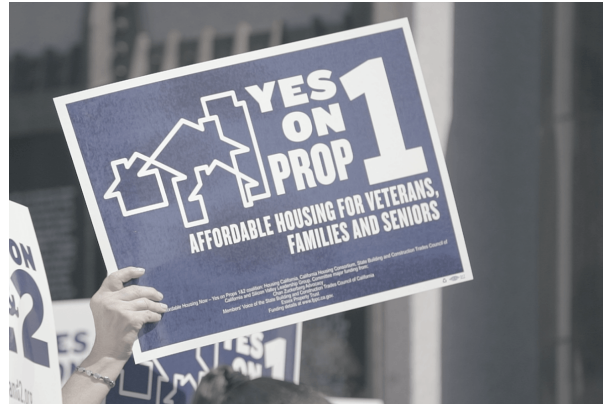
Marketing + How To Guides



Incentives



# Advocacy Tiger Team



Chris Mertens  
Sierra Business Council

# Thank You Tiger Team Participants

Ted Owens

Chris Mertens

Monica Pette

John Falk

Jennifer Merchant

Katelynn Hopkins

Cindy Gustafson

Brian Foss

Scott Zumwalt

Jaime Wright

Pat Davison

Nikki Caravelli

Debbie Daniel

Wally Auerbach

Steve Frisch

Shawna Purvines

Tahoe Forest Hospital District

Sierra Business Council

Sugar Bowl

Tahoe Sierra Board of Realtors

Placer County

Placer County

North Lake Tahoe Resort Association

Nevada County

Tahoe City PUD

Truckee North Tahoe Transportation Management Association

CATT

SBC

Freshtracks


Auerbach Engineering/TTCF Board

SBC

Placer County

# Advocacy Update

- Legislative Update
- Administration Update
- 2019 MHC Policy Priorities



## MOUNTAIN HOUSING COUNCIL OF TAHOE TRUCKEE

### 2019 ADVOCACY PRIORITIES

#### SUPPORTING ACHIEVABLE LOCAL HOUSING

The Mountain Housing Council (MHC) supports policies that address all income levels defined as "achievable local housing", including traditional affordable housing (0% to 80% AMI) and "missing middle" housing (80% AMI – 195% AML, the latter of which rarely receives financial assistance from the government but represents a significant need in the Tahoe-Truckee region.

#### ABOUT THE MOUNTAIN HOUSING COUNCIL

A project of the Tahoe-Truckee Community Foundation, the MHC brings together 29 diverse stakeholders: businesses, local governments, community groups, special districts, and housing advocates; to take on the unique and pressing challenges of achievable local housing in the North Tahoe-Truckee region.

#### OUR GOAL

To create and broaden relationships with state and federal decision makers and organizations outside the Tahoe-Truckee region in an effort to build influence, change policy, attract funding to the region, and ultimately result in the completion of achievable local housing projects. Advocacy priorities include but are not limited to the following efforts.\*

<h4>LEGISLATIVE AND BUDGET PRIORITIES</h4> <ul style="list-style-type: none"><li>• Support policies and funding to increase development and utilization of ADUs;</li><li>• Support extension and expansion of Low-Income Housing Tax Credits for low- and moderate-income households;</li><li>• Support policies that incentivize mobile home parks to be sold to community-based nonprofits or residents;</li><li>• Support dedicated funding set-asides for rural communities;</li><li>• Support access to funding and affordable housing programs for tribes and farm workers.</li></ul>	<h4>FUNDING PRIORITIES</h4> <ul style="list-style-type: none"><li>• Support timely development of funding opportunities and funding for rural areas in programs funded by Proposition 1 and Proposition 2;</li><li>• Support increasing rural set-aside and fair scoring methodology for rural areas in Affordable Housing and Sustainable Communities Program;</li><li>• Engage on CA Tax Credit Allocation Committee Opportunity Area map updates;</li><li>• Align timing of funding programs across multiple agencies, including State Treasurer's Office, Dept. of Housing and Community Development, and Strategic Growth Council.</li></ul>
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#### POLICY RELATED PRIORITIES

- Support rural inclusiveness in previously approved housing policies (i.e. 2017 housing package).

#### POLICY PARTNERS

Contractors Association of Truckee Tahoe  
Family Resource Center of Truckee  
Mantis Fund  
Mountain Area Preservation  
North Lake Tahoe Resort Association  
Placer County  
Sierra Business Council  
Square Valley  
Public Service District  
Tahoe City Public Utility District  
Tahoe Forest Hospital District  
Tahoe Sierra Board of Realtors  
Tahoe Truckee  
Unified School District  
Truckee Donner  
Public Utility District  
Truckee Tahoe Airport District  
Town of Truckee

Advocacy Contact:  
Chris Walters, 530.380.4386  
cwalter@communityfoundation.org

\*Advocacy positions and priorities represented here reflect the general consensus of the above listed organizations, and do not necessarily reflect the position of individual organizations.

PROJECT OF  
TAHOE TRUCKEE  
COMMUNITY FOUNDATION

MOUNTAIN  
HOUSING  
COUNCIL  
OF TAHOE TRUCKEE



# MHC in the Capital: Feb. 19 & 28



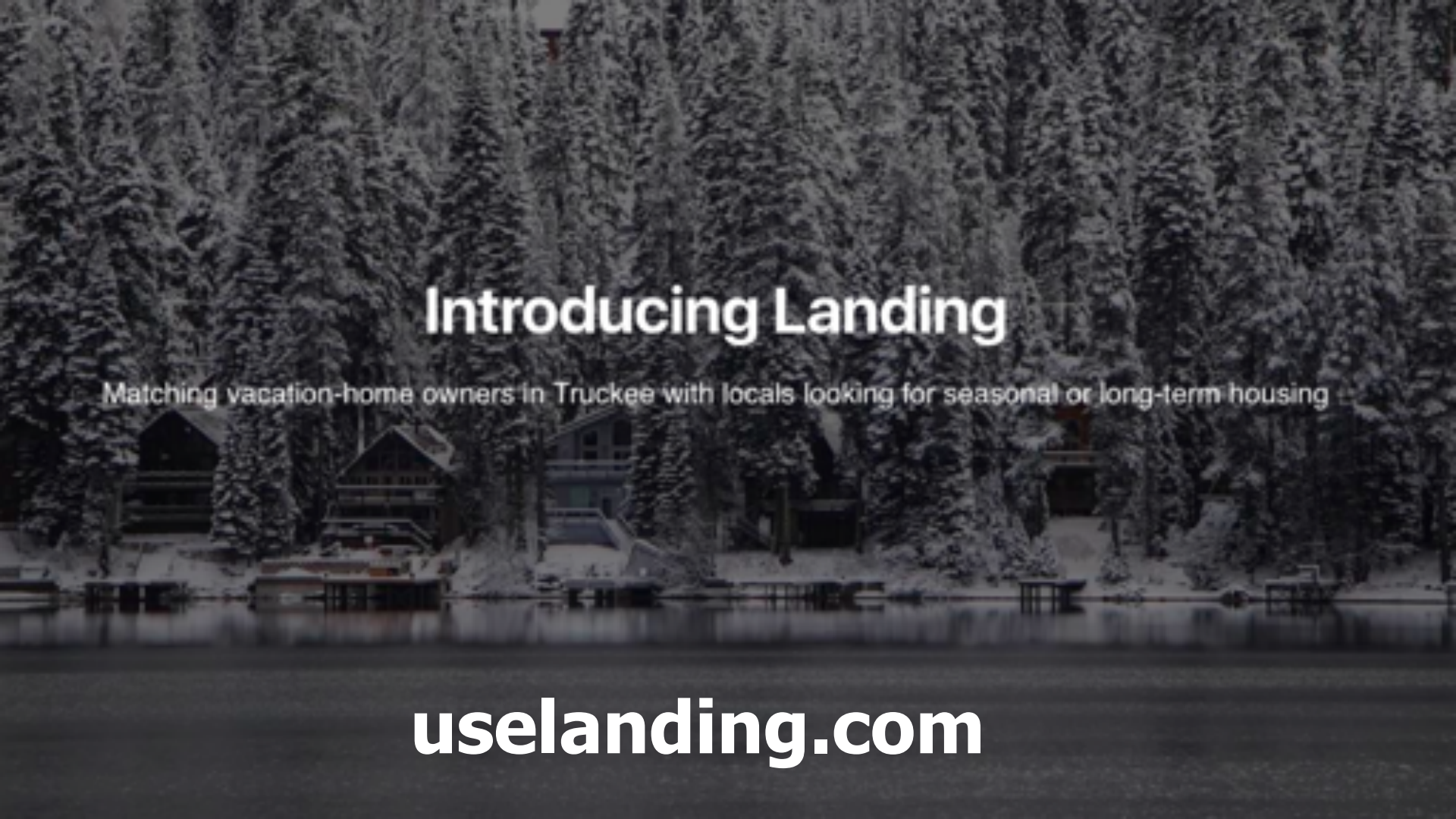
# Next Steps

- Policy committee hearings
- Engaging on legislation/budget
- Relationship development





Unlocking existing housing



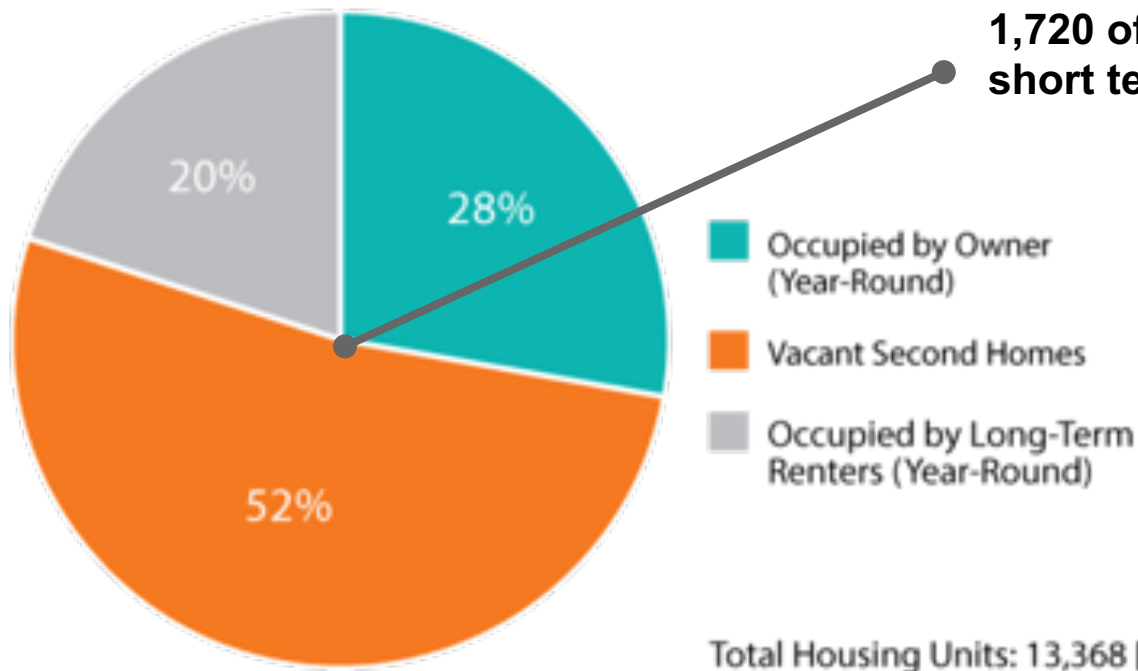
# Introducing Landing

Matching vacation-home owners in Truckee with locals looking for seasonal or long-term housing

[uselanding.com](https://uselanding.com)

# An Opportunity Lies in Unlocking Vacant Second Homes

Town of Truckee Housing Occupance (2018)



1,720 of these houses are short term rentals (13%)

Source: Socio Economic Indicators — Appendix B, Truckee Chamber of Commerce| Truckee Tomorrow, 2018  
[1] Total Housing Unit number differs from data from Town of Truckee at 13,232

## Landing's Approach:

**Goal in 2019:** Identify and match 50 underutilized second-homes with locals in need of housing by June in partnerships with:

- 1 Second Homeowners
- 2 Employers
- 3 Employees
- 4 Property Managers

# Progress in First Month

## **Employer Partnerships:**

Truckee Craft Ventures, Mountain Hardware, TroKay

## **Property Manager and Real Estate Partnerships:**

Granite Peak, Truckee Getaways, Dickson, Chase International

## **Homeowners Associations:**

Tahoe Donner

## **Other Partnerships:**

Tahoe Truckee Community Foundation, Truckee Chamber

# Progress in First Month

## Housing Leads

- 30 total housing leads
- 18 qualified leads
- 6 who will likely match with a tenant via Landing
- 1 match made with lease expected to be signed next week

## Employee/Renter Leads:

- 157 total employee leads, 50 qualified employees
- Avg price per bedroom employees willing to pay: \$1191 (including utilities)
- An astonishing 71 Tahoe/Truckee employers represented in the entries.
- Top three companies represented: Squaw/Alpine, Ritz-Carlton, The Resort at Squaw Creek



## How Can You Get Involved?

- Know a second-home owner who might be interested?
- Own a business in Truckee and want to help your employees find housing?
- Need housing in Truckee or know someone who does?
- Work in the real estate or property management industry?

**Get in contact with Landing!**

[www.uselanding.com](http://www.uselanding.com) or [hello@uselanding.com](mailto:hello@uselanding.com)

Update regional funding and  
voter ask

# Next Area of Work...Density

- Education (April 27<sup>th</sup> Event Focus)
- “Beautiful density” concept
- MHC Role?



# MHC's Role in density

# Public Comment

# Close + Thank You

[www.mountainhousingcouncil.org](http://www.mountainhousingcouncil.org)

To learn more, sign up for updates