



Milpitas Housing Element Community Workshop #3 Summary Results

Overview

On Tuesday, September 13, 2022, from 6:00-8:00pm, the City of Milpitas hosted its third community workshop for the 2023-2031 Housing Element Update. The primary objectives of the meeting were to:

- Provide background on the Housing Element and process;
- Share highlights from community engagement findings;
- Review the Public Draft Housing Element, including the housing goals and programs and the sites inventory; and
- Receive community feedback on the Public Draft Housing Element.

The workshop was held virtually on Zoom, and interpretation was offered in Spanish, Vietnamese, and Mandarin for the entirety of the meeting. A total of 48 people participated at some point during the workshop.

Hanson Hom, Senior Special Projects Associate of the City of Milpitas, welcomed everyone to the meeting. The first part of the meeting consisted of a presentation by the consultant team that provided background information on the Housing Element, findings from community engagement to date, and an overview of the main housing programs and the sites inventory. The second part of the meeting consisted of a virtual open house, where participants could visit six different rooms, one on the sites inventory and five on the five housing program themes. Below is a summary of this discussion.

The slides and video recordings for this meeting are available on the project website:

<https://milpitashousingelement.com/past-meetings/>.



Open House Discussion Questions

Room 1 – Sites Inventory

1. What are your thoughts on these sites?
2. Do any surprise you?

Rooms 2-6 – Housing Programs by Theme

1. Where and who should these programs prioritize?
2. Are there any program ideas missing?
3. In your opinion, which program is top priority to meet the City's housing needs?

Housing Program Themes

- Housing Production
- Housing Preservation
- Housing Diversity & Affordability
- Fair Housing
- Housing for Special Needs Population

Sites Inventory

Traffic Considerations

- Consider how traffic will be impacted where new housing is being proposed, such as in CA Circle.

Priorities

- In these proposed housing locations, the City should prioritize fair housing and teacher housing particularly in City- and County owned land (such as parking lots).

Constraints

- The cost of housing construction is not going down.

Balance

- Housing needs to be balanced with the new jobs that would come with more people moving in, and those jobs lead to more office space required to be developed.

Financing

- Specific Plans could increase commercial linkage fees in commercial development areas to build Below Market Rate Units.

Part 2 –Housing Programs and Policies

Housing Production

Affordability

- Overall, the City needs to build new housing of all types. Prices continue to be outrageous even when it's moderate-income housing.

Limitations

- Area Median Income doesn't fully capture people's reality when it comes to what they can afford for housing. Need to keep this in mind as the City develops housing for different income levels.

ADUs

- The City should be creative in how it influences homeowners to make ADUs for low- and moderate-income people. It can look to San Mateo as an example, which ensured that a certain number of ADUs were built and made available for three income levels(very low, low, and moderate).
- The permitting process should consider asking and keeping track of the affordability status of an ADU.

Missing Middle Housing

- Build more as it will help balance the high-density projects already happening in Milpitas.

Housing Preservation

Rehabilitation

- In the past, this program has largely benefited homeowners, but it should also consider older multifamily units that are in much need of repair.
- It should also assist Sunnyhills residents and others that have mold and single pane windows, among other things, that need improvements.

Funding

- Could the State and Federal climate bills and funding sources provide energy efficiency and renewable energy upgrades?

Preservation of At-Risk Home

- Sunnyhills residents continue to be concerned about the contract renewal and losing the affordability status protection and becoming market rate.
- Some residents have asked for the City to purchase this area through eminent domain and pass it to a nonprofit to manage.

Housing Diversity & Affordability

Financial Assistance

- Some expressed hesitancy in only assisting very low- and low-income people in becoming homeowners. Needs to be balanced.

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Approach

- In-lieu fees may provide more units than inclusionary zoning and could leverage and maximize opportunities to help more households.

Fair Housing

Mobile Homes

- People wanted to better understand how mobile home rent control related to zoning for mobile home parks.

Displacement

- Concerns were raised related to displacement when redeveloping older commercial corridors, such as Dempsey Rd.
- Displacement may have also occurred as a result of landlord-driven eviction during Covid despite Emergency Rental Assistance Program funds.

Rent Review Ordinance

- It is missing teeth; only voluntary follow-through.

Housing for Special Needs Population

Large Units

- The City needs to prioritize these units specifically for families.

Supportive Housing

Collaboration

- Collaborate with the Office of Supportive Housing to find funding sources beyond Measure A, and with San Andreas Regional Center, to provide more housing opportunities for people with disabilities.

Accessibility

- This housing type needs door and stair modifications for greater accessibility.

Balance

- Equally important to building more housing for special needs population is ensuring that the facilities are also serving a purpose, such as access to open space.

Outreach Effort

The Milpitas Housing Element team sent an invitation and log-in information for the public workshop to over 300 stakeholders and advocates. The team also created a flyer notice in four languages (English, Spanish, Vietnamese, and Chinese simplified) that was shared via the City's social media channels (Facebook, Twitter, NextDoor), the City's digital and printed newsletters, at the library, City Hall permit center, senior and community centers, and with several email lists, including the Milpitas Chamber of Commerce's Hot Topics and the Economic Development Department's Constant Contact.

This is one of many opportunities to provide community input throughout this yearlong process.

To learn more and get involved, please visit our website here:

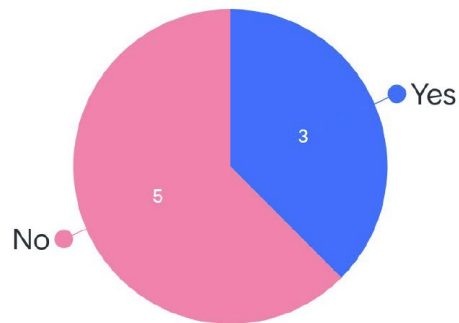
<https://milpitashousingelement.com/get-involved/>.

Appendix

Participation Polling Results

Do you live in Milpitas?

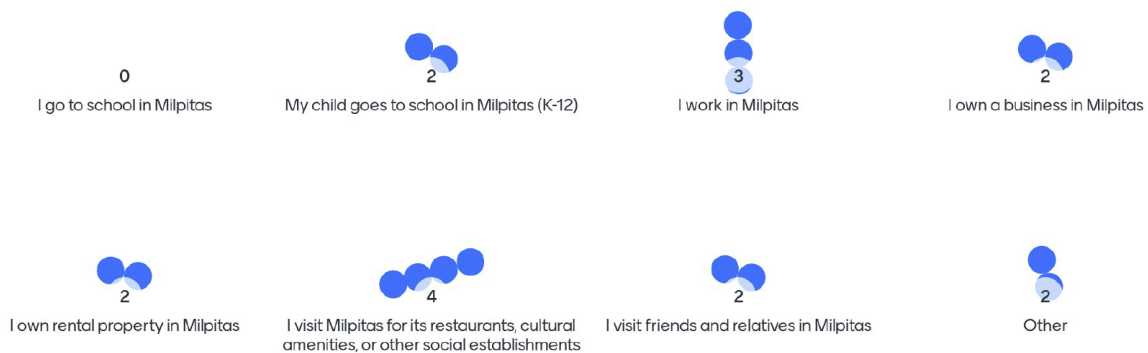
Mentimeter



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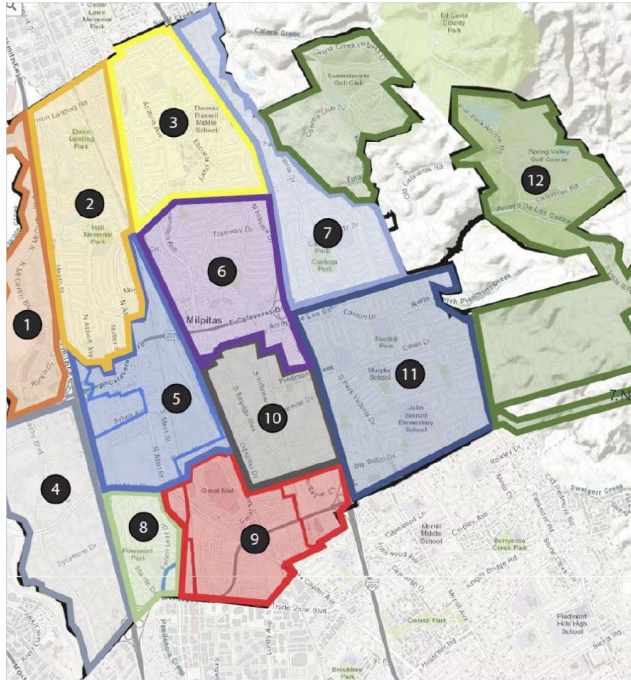
Which of the following are true (select all that apply)?

Mentimeter



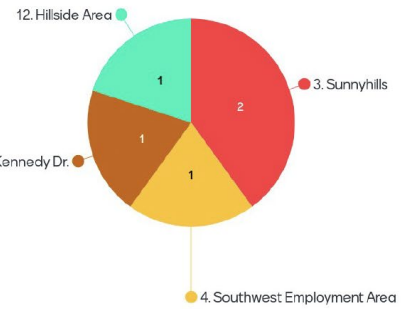
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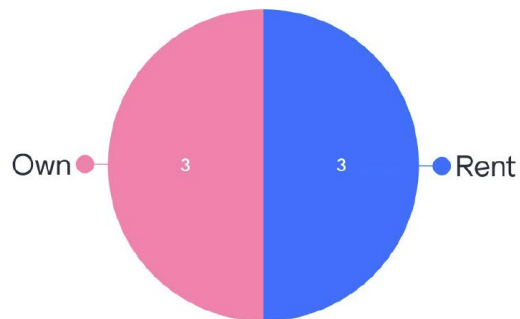
What part of the city
do you live in?

Mentimeter



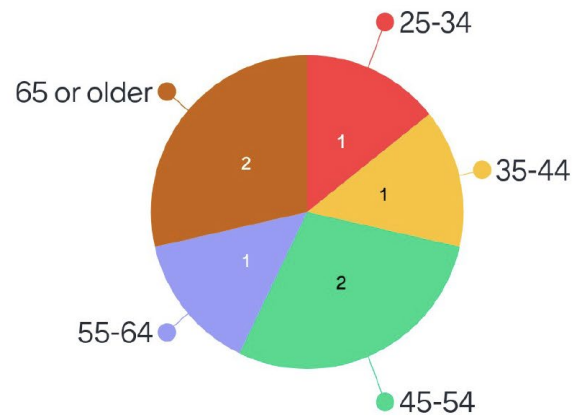
Do you own or rent your residence?

Mentimeter



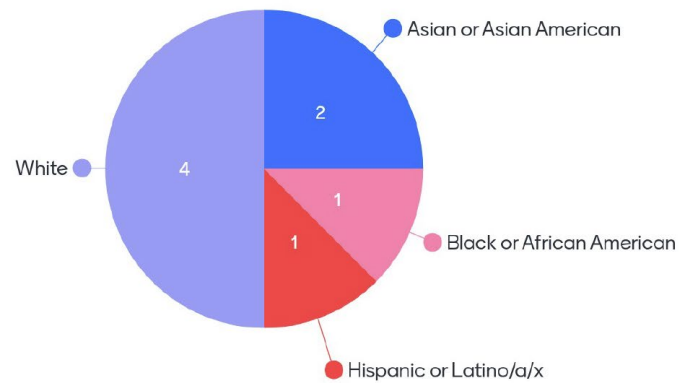
What is your age?

Mentimeter



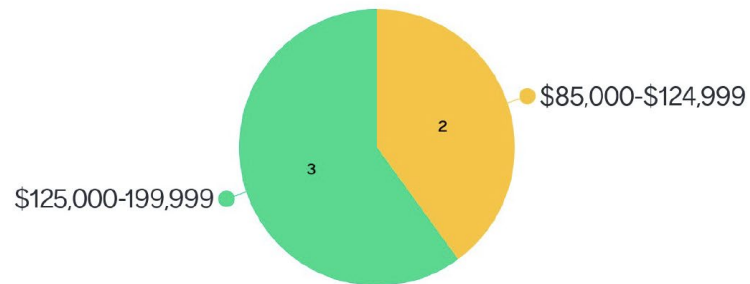
How do you identify? (Select all that apply)

Mentimeter



What best describes your annual household income level?

Mentimeter

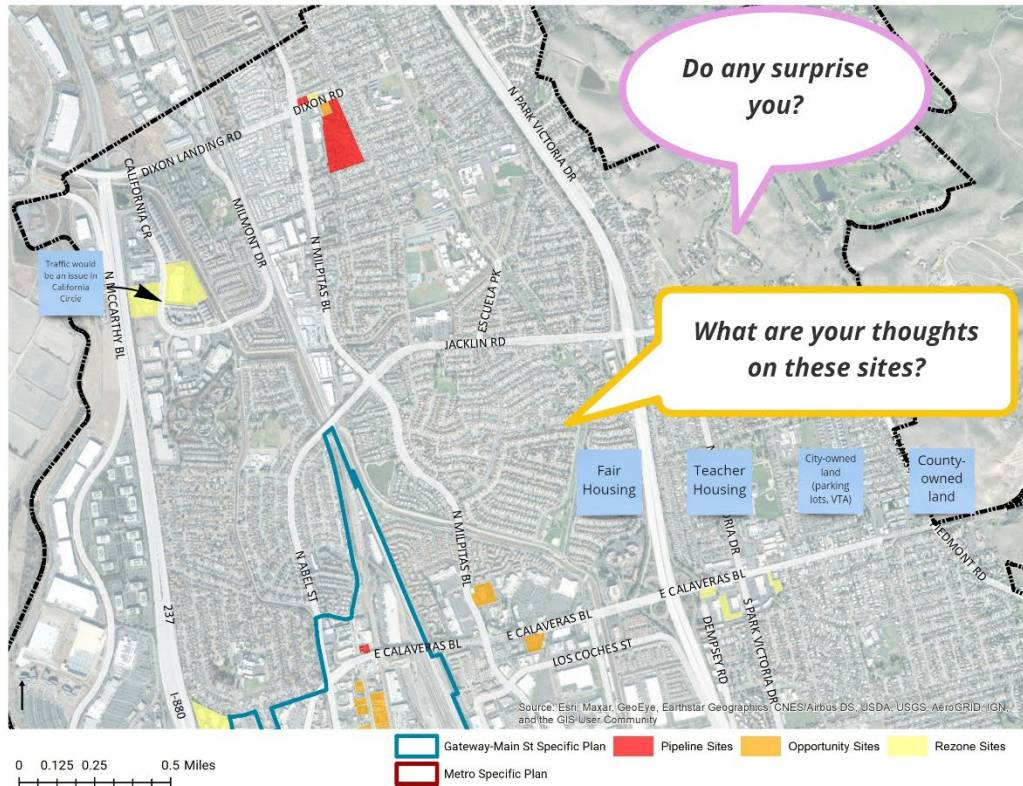


Breakout Room Results

Sites Inventory Room

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SITES INVENTORY MAP – NORTH



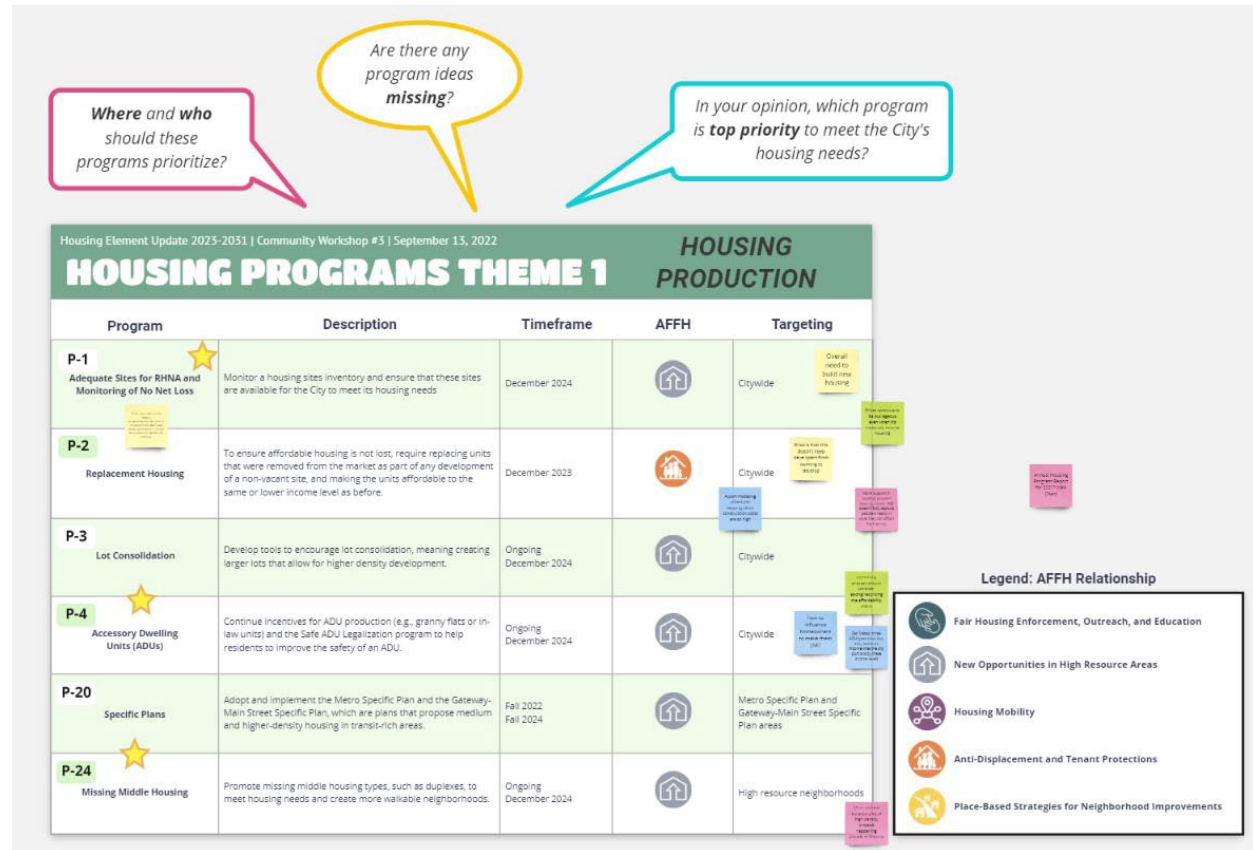
SITES INVENTORY MAP – SOUTH



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Housing Program Themes Room

Housing Production



Community Workshop #3

Housing Preservation

Where and who should these programs prioritize?

Are there any program ideas missing?

In your opinion, which program is **top priority** to meet the City's housing needs?

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HOUSING PROGRAMS THEME 2 HOUSING PRESERVATION

Program	Description	Timeframe	AFFH	Targeting
P-5 Neighborhood Preservation and Code Enforcement	Enhance neighborhood conditions through its Code Enforcement Program, including the Neighborhood Beautification Ordinance (NBO), which establishes guidelines for the overall maintenance and preservation of neighborhoods citywide. Refer income-eligible households to the City's Housing Rehabilitation Program for assistance with code corrections and other relocation assistance if displaced by code enforcement activities.	Ongoing		Citywide
P-6 Housing Rehabilitation	Provide safety, accessibility, and mobility repairs to mobile and single-family homes owned by very low- and low-income households.	Ongoing		Targeted outreach in lower resource neighborhoods
P-10 Place-Based Strategies for Neighborhood Improvements	Focus resources to rehabilitate and/or replace infrastructure and housing-related amenities in older or under-resourced neighborhoods.	Ongoing		Traffic related projects: <ul style="list-style-type: none"> Citywide Coronado Road from South Park Victoria to Yosemite Drive Capital Improvement Program identified projects: <ul style="list-style-type: none"> North Park Victoria - Kennedy Drive Neighborhood South Park Victoria - Yosemite Drive Neighborhood ARPA park improvements and Parks & Recreation Master Plan: <ul style="list-style-type: none"> North Park Victoria - Kennedy Drive neighborhood (parks: Calle Oriente, Cardosa) South Park Victoria - Yosemite Drive neighborhood (parks: Salinas, Roanoke, Murphy, Robert E. Brown, Simoes)
P-11 Preservation of At-Risk Home	Preserve affordable housing units that are at risk of losing their affordability status.	Ongoing/monitor annually		Sunnyhills Apartments

Legend: AFFH Relationship

- Fair Housing Enforcement, Outreach, and Education
- New Opportunities in High Resource Areas
- Housing Mobility
- Anti-Displacement and Tenant Protections
- Place-Based Strategies for Neighborhood Improvements

Key notes for adding a participant's the different sections of the program.

Housing Diversity & Affordability

Where and who should these programs prioritize?

Are there any program ideas missing?

In your opinion, which program is **top priority** to meet the City's housing needs?

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HOUSING PROGRAMS THEME 3 HOUSING DIVERSITY & AFFORDABILITY

Program	Description	Timeframe	AFFH	Targeting
P-12 Short-Term Rentals (STR)	Expand monitoring and enforcement efforts on STRs, which limit the housing types that can be rented as STRs.	Ongoing January 2022		
P-15 Housing Opportunity Zones (HOZ)	Adopt the HOZ to incentivize affordable housing beyond the requirements of the City's Affordable Housing Ordinance.	Fall 2023		TWC and NDAU DP designations
P-16 Affordable Housing Development	Facilitate the development of affordable housing through incentive programs, such as density bonuses and reduced or waived fees.	Ongoing December 2024		Citywide
P-17 Affordable Housing Ordinance (AHO)	Regularly review and amend the AHO requirements to ensure the AHO remains effective in producing affordable housing and reflects changing market conditions.	Ongoing 2027		
P-18 Non-Residential Affordable Housing Impact Fee	Annually update the non-residential affordable housing impact fee to reflect the cost of development. The fee is collected in a dedicated trust fund used to finance affordable housing.	Ongoing Annually		
P-19 Below Market Rate (BMR) Housing	Assist very low, low- and moderate-income households in becoming homeowners.	Ongoing		Citywide Black and Latino residents

Legend: AFFH Relationship

- Fair Housing Enforcement, Outreach, and Education
- New Opportunities in High Resource Areas
- Housing Mobility
- Anti-Displacement and Tenant Protections
- Place-Based Strategies for Neighborhood Improvements

P-19: Hesitant we should be assisting very low and low to be homeowners. Moderate income. Yes.

P-16: In lieu fees may provide more units than inclusionary units more leveraging and maximizes opportunities to assist more households.

Fair Housing

Sticky Notes:

- Impact on displacement of landlords existing during COVID despite ERAP funds
- How does mobile home rent control relate to long term mobile home parks?
- Supports example of opening subsidy
- Are there any program ideas missing?
- In your opinion, which program is top priority to meet the City's housing needs?
- Where and who should these programs prioritize?
- Availability of energy efficiency upgrades for low-income households? Is it a no-brainer?
- Particular interest in affordable rental units for seniors
- Particular interest in affordable rental units for people with disabilities
- Particular interest in affordable rental units for young families
- Particular interest in affordable rental units for people with mental health issues
- Particular interest in affordable rental units for people with physical disabilities
- Particular interest in affordable rental units for people with substance use disorders
- Particular interest in affordable rental units for people with chronic illness
- Particular interest in affordable rental units for people with HIV/AIDS
- Particular interest in affordable rental units for people with PTSD
- Particular interest in affordable rental units for people with trauma
- Particular interest in affordable rental units for people with anxiety
- Particular interest in affordable rental units for people with depression
- Particular interest in affordable rental units for people with bipolar disorder
- Particular interest in affordable rental units for people with schizophrenia
- Particular interest in affordable rental units for people with personality disorders
- Particular interest in affordable rental units for people with eating disorders
- Particular interest in affordable rental units for people with self-harm history
- Particular interest in affordable rental units for people with suicidal thoughts
- Particular interest in affordable rental units for people with postnatal depression
- Particular interest in affordable rental units for people with perinatal loss
- Particular interest in affordable rental units for people with grief
- Particular interest in affordable rental units for people with bereavement
- Particular interest in affordable rental units for people with end-of-life care
- Particular interest in affordable rental units for people with palliative care
- Particular interest in affordable rental units for people with hospice care
- Particular interest in affordable rental units for people with funeral arrangements
- Particular interest in affordable rental units for people with estate planning
- Particular interest in affordable rental units for people with probate proceedings
- Particular interest in affordable rental units for people with will contests
- Particular interest in affordable rental units for people with intestacy claims
- Particular interest in affordable rental units for people with disinheritance
- Particular interest in affordable rental units for people with family feuds
- Particular interest in affordable rental units for people with estrangement
- Particular interest in affordable rental units for people with divorce proceedings
- Particular interest in affordable rental units for people with custody battles
- Particular interest in affordable rental units for people with child support disputes
- Particular interest in affordable rental units for people with alimony payments
- Particular interest in affordable rental units for people with marital property division
- Particular interest in affordable rental units for people with prenuptial agreements
- Particular interest in affordable rental units for people with postnuptial agreements
- Particular interest in affordable rental units for people with cohabitation agreements
- Particular interest in affordable rental units for people with domestic violence
- Particular interest in affordable rental units for people with sexual assault
- Particular interest in affordable rental units for people with stalking
- Particular interest in affordable rental units for people with harassment
- Particular interest in affordable rental units for people with identity theft
- Particular interest in affordable rental units for people with credit fraud
- Particular interest in affordable rental units for people with tax evasion
- Particular interest in affordable rental units for people with bankruptcy
- Particular interest in affordable rental units for people with debt consolidation
- Particular interest in affordable rental units for people with credit counseling
- Particular interest in affordable rental units for people with financial planning
- Particular interest in affordable rental units for people with retirement savings
- Particular interest in affordable rental units for people with investment strategies
- Particular interest in affordable rental units for people with estate freezes
- Particular interest in affordable rental units for people with asset protection trusts
- Particular interest in affordable rental units for people with irrevocable trusts
- Particular interest in affordable rental units for people with revocable trusts
- Particular interest in affordable rental units for people with charitable trusts
- Particular interest in affordable rental units for people with special-use valuation
- Particular interest in affordable rental units for people with farmland preservation
- Particular interest in affordable rental units for people with historic preservation
- Particular interest in affordable rental units for people with flood insurance
- Particular interest in affordable rental units for people with wildfire insurance
- Particular interest in affordable rental units for people with earthquake insurance
- Particular interest in affordable rental units for people with liability insurance
- Particular interest in affordable rental units for people with life insurance
- Particular interest in affordable rental units for people with disability insurance
- Particular interest in affordable rental units for people with long-term care insurance
- Particular interest in affordable rental units for people with annuities
- Particular interest in affordable rental units for people with mutual funds
- Particular interest in affordable rental units for people with stocks
- Particular interest in affordable rental units for people with bonds
- Particular interest in affordable rental units for people with real estate investments
- Particular interest in affordable rental units for people with private equity
- Particular interest in affordable rental units for people with venture capital
- Particular interest in affordable rental units for people with angel investing
- Particular interest in affordable rental units for people with crowdfunding
- Particular interest in affordable rental units for people with peer-to-peer lending
- Particular interest in affordable rental units for people with robo-advisors
- Particular interest in affordable rental units for people with fintech solutions
- Particular interest in affordable rental units for people with blockchain technology
- Particular interest in affordable rental units for people with artificial intelligence
- Particular interest in affordable rental units for people with virtual reality
- Particular interest in affordable rental units for people with augmented reality
- Particular interest in affordable rental units for people with mixed reality
- Particular interest in affordable rental units for people with extended reality
- Particular interest in affordable rental units for people with immersive experiences
- Particular interest in affordable rental units for people with digital marketing
- Particular interest in affordable rental units for people with social media strategy
- Particular interest in affordable rental units for people with content creation
- Particular interest in affordable rental units for people with influencer partnerships
- Particular interest in affordable rental units for people with brand collaborations
- Particular interest in affordable rental units for people with sponsored content
- Particular interest in affordable rental units for people with affiliate marketing
- Particular interest in affordable rental units for people with performance marketing
- Particular interest in affordable rental units for people with search engine optimization
- Particular interest in affordable rental units for people with pay-per-click advertising
- Particular interest in affordable rental units for people with display advertising
- Particular interest in affordable rental units for people with video advertising
- Particular interest in affordable rental units for people with native advertising
- Particular interest in affordable rental units for people with programmatic advertising
- Particular interest in affordable rental units for people with retargeting campaigns
- Particular interest in affordable rental units for people with lookalike audiences
- Particular interest in affordable rental units for people with conversion tracking
- Particular interest in affordable rental units for people with attribution modeling
- Particular interest in affordable rental units for people with multi-touch attribution
- Particular interest in affordable rental units for people with first-touch attribution
- Particular interest in affordable rental units for people with last-touch attribution
- Particular interest in affordable rental units for people with linear attribution
- Particular interest in affordable rental units for people with time-decay attribution
- Particular interest in affordable rental units for people with position-based attribution
- Particular interest in affordable rental units for people with U-shaped attribution
- Particular interest in affordable rental units for people with S-shaped attribution
- Particular interest in affordable rental units for people with full-funnel attribution
- Particular interest in affordable rental units for people with assisted conversions
- Particular interest in affordable rental units for people with direct conversions
- Particular interest in affordable rental units for people with indirect conversions
- Particular interest in affordable rental units for people with micro-conversions
- Particular interest in affordable rental units for people with macro-conversions
- Particular interest in affordable rental units for people with lead generation
- Particular interest in affordable rental units for people with sales funnel optimization
- Particular interest in affordable rental units for people with customer journey mapping
- Particular interest in affordable rental units for people with user experience research
- Particular interest in affordable rental units for people with website analytics
- Particular interest in affordable rental units for people with heatmaps
- Particular interest in affordable rental units for people with session recordings
- Particular interest in affordable rental units for people with A/B testing
- Particular interest in affordable rental units for people with multivariate testing
- Particular interest in affordable rental units for people with split testing
- Particular interest in affordable rental units for people with controlled experiments
- Particular interest in affordable rental units for people with observational studies
- Particular interest in affordable rental units for people with cohort analysis
- Particular interest in affordable rental units for people with churn rate analysis
- Particular interest in affordable rental units for people with lifetime value calculation
- Particular interest in affordable rental units for people with customer segmentation
- Particular interest in affordable rental units for people with persona development
- Particular interest in affordable rental units for people with target audience identification
- Particular interest in affordable rental units for people with market research
- Particular interest in affordable rental units for people with competitive analysis
- Particular interest in affordable rental units for people with SWOT analysis
- Portals are still being developed by the city.

Program	Description	Timeframe	AFFH	Targeting
P-7 Tenant Assistance and Fair Housing Services	Utilize the services of Project Sentinel (or similar group) to provide fair housing outreach and assistance.	Ongoing		Citywide
P-8 Fair Housing Enforcement	Use proactive fair housing enforcement, outreach and education to reduce the prevalence of housing discrimination.	December 2023		Citywide
P-9 Anti-Displacement	Supplement California Tenant Protection Act with additional local anti-displacement measures, such as a rent stabilization program and right to counsel in eviction proceedings.	Ongoing		Citywide
P-13 Mobile Home Rent Control	Implement Rent Control Ordinance to preserve the affordability and rights of mobile homes.	Ongoing December 2025		3 mobile home parks
P-14 Rent Review Ordinance	Help resolve rent increase disputes; prohibit discrimination based on a tenant's source of income; and prohibit landlord retaliation.	Ongoing		North Park/Victoria Kennedy Drive, South Park/Victoria Yosemite Drive, Tracy/SR45-04 (where it has the highest concentration of rental housing in the City)

Legend: AFFH Relationship

- Fair Housing Enforcement, Outreach, and Education
- New Opportunities in High Resource Areas
- Housing Mobility
- Anti-Displacement and Tenant Protections
- Place-Based Strategies for Neighborhood Improvements

Housing for Special Needs Population

Where and who should these programs prioritize?

Are there any program ideas missing?

In your opinion, which program is **top priority to meet the City's housing needs?**

Housing Element Update: 2023-2031 | Community Workshop #3 | September 13, 2022

HOUSING PROGRAMS THEME 5

HOUSING FOR SPECIAL NEEDS POPULATION

Program	Description	Timeframe	AFFH	Targeting
P-21 <div style="background-color: #e8f5e9; padding: 5px; border: 1px solid #c8e6c9;"> Zoning and Building Code Amendments </div>	Amend the Zoning Code to comply with the latest State laws relating to special needs populations, and reduce regulatory barriers to all types of residential development.	December 2024		Citywide
P-22 ★ ★ <div style="background-color: #e8f5e9; padding: 5px; border: 1px solid #c8e6c9;"> Supportive Housing for Persons with Disabilities </div>	Collaborate with the County to identify sites and resources for supportive housing, which combines affordable housing with services such as health care.	2024		Citywide
P-23 ★ <div style="background-color: #e8f5e9; padding: 5px; border: 1px solid #c8e6c9;"> Large Units for Families with Children in Multifamily Housing </div>	Identify possible zoning incentives for multifamily developments that include units with three or more bedrooms to support large families with children who face high rates of housing cost burden and overcrowding.	2025		Citywide

Legend: AFFH Relationship

Fair Housing Enforcement, Outreach, and Education

New Opportunities in High Resource Areas

Housing Mobility

Anti-Displacement and Tenant Protections

Place-Based Strategies for Neighborhood Improvements