

Meeting Agenda

Working Group – Public Outreach

San Marcos Workforce Housing Task Force

Wednesday July 10, 2019 – 9:00 a.m. to 10:30 a.m.

2nd Floor Municipal Building 630 E Hopkins Street

Purpose: Update the public outreach plan to include an updated Community Conversation Toolkit, messaging, and other outreach tools and materials.

I. Upcoming Events

II. Review Draft of updated Community Conversation Toolkit

Outcome: Brainstorm questions and methods to receive feedback from the public about the strategies proposed and additional opportunities and forums for sharing the strategies and receiving feedback.

III. Open House

Outcome: Brainstorm questions and methods to receive feedback from the public at the open house.

IV. Public Support Campaign

Outcome: Brainstorm method to show support of the SMTX 4 All Housing Initiative

V. 3-Year Implementation Plan

Outcome: review possible revision to 3-year implementation plan in order to make the action items more specific.

VI. Other Ideas

Meeting Minutes

Working Group – Public Outreach

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- The group recommended creating a simple 1-page summary of the Action Plan:
 - How does the Action Plan affect people’s day-to-day lives?
 - Define the challenge / problem
 - Include a fact about residents, teachers, or community.
 - Create a one-pager geared to major employers with a fact statement: “teachers make \$__ and only ___% of homes are affordable to them.
- The group recommended refining the Community Conversation Toolkit:
 - Add housing story images to the strategy sheets
 - Simplify language
 - Remove data and add a summary one-sentence statement.
 - Instead of Case Study, call it “Model City”
- Feedback Questions:
 - Should the City adopt the proposed Strategic Housing Action Plan?
 - Which action item should we start first?

III. Open House

Outcome: Brainstorm questions and methods to receive feedback from the public at the open house.

- Staff will create boards to reflect strategies in the Action Plan
- Feedback questions should mirror the community conversation questions.
- Have an incentive for people to come to the Open House by providing school supplies for families and advertising for such.

IV. Public Support Campaign

Outcome: Brainstorm method to show support of the SMTX 4 All Housing Initiative

- Create yard-signs that state, “I believe in housing for all”. Also, include the SMTX 4 All logo and a link to the website to learn more.
- Include other material such as a poster or online platform where folks can check “yes” that they support the SMTX 4 All Initiative.
- Example: https://savingplaces.org/this-place-matters#.XSO_aug3mUk

V. 3-Year Implementation Plan

Outcome: review possible revision to 3-year implementation plan in order to make the action items more specific.

- Revise the 3-year Implementation Plan to have action language identifying the first step or step 1 of the implementation. Include partnerships and use the refined action items as examples of actions within the partnership.
- Abby will revise and present the revisions to the next working groups for feedback.
- GSMP can serve as good contacts in order to reach additional employers / partnerships.

VI. Other Ideas

- The Working Group requested that staff send the League of Women Voters housing proposal from 2003.



THE DRAFT STRATEGIC HOUSING ACTION PLAN

IS NOW AVAILABLE!

What is the Strategic Housing Action Plan?

The Housing Action Plan represents a synthesis of the work of the Workforce Housing Task Force over the last 9 months to better understand housing in San Marcos and propose solutions to address the challenges faced by working families in San Marcos.

Why create a Housing Action Plan?

The Housing Action Plan provides a framework for getting things done to address housing. It provides City Council with a consolidated document on steps and actions to help address housing affordability. It incorporates community and stakeholder input, and guidance from City Council to ensure the document reflects San Marcos' needs.

What's in the Draft?

The initial draft represents a place to start in identifying solutions to this complex challenge. In the draft, you'll find a summary of the SMTX 4 All Initiative, public input, our key housing needs, and goals, strategies, and actions needed to meaningfully address this challenge.

How will the plan be implemented?

3-Year Implementation Plan

Addressing housing will be an on-going process in our community, but 5 key action items have been identified to begin addressing the most pressing needs immediately. These action items were selected to focus limited resources to provide the greatest benefit.

What's Next?

Now that the Draft is available, we are asking the community for feedback on the document. The Task Force will use this feedback to refine the document and present a final draft in August/September for City Council consideration.



CITY OF SAN MARCOS

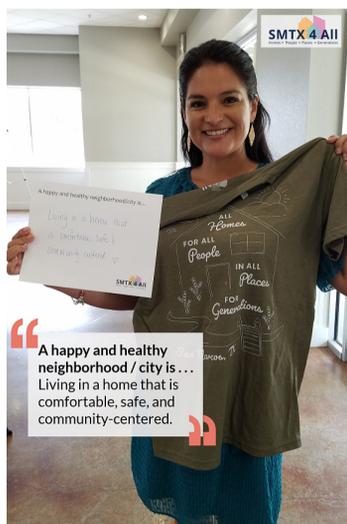


SAN MARCOS STRATEGIC HOUSING ACTION PLAN:
ADDRESSING THE CONTINUUM OF HOUSING NEED
DRAFT
MAY 2019 - DRAFT

SUBMIT YOUR COMMENTS!



Check out the Draft Strategic Housing Action Plan by visiting www.sanmarcos.konveio.com and submit comments directly in the document.





¡El Proyecto Estratégico de Acción de Vivienda!

¡Ya está disponible!

¿Qué le parece el plan de Acción Estratégico de Vivienda?

El Plan de Acción para la Vivienda representa un síntesis del trabajo de la Fuerza Laboral. Grupo de trabajo de vivienda en los últimos 9 meses para entender mejor la vivienda en San Marcos y proponen soluciones a abordar los desafíos que enfrenta Familias trabajadoras en San Marcos.

¿Por qué crear un plan de Acción de Vivienda?

El Plan de Acción para la Vivienda proporciona una marco para realizar los objetivos relacionados con las cosas dirigidas a la acción de vivienda. Proporciona ayuntamiento con un documento consolidado sobre los pasos y Acciones para ayudar a abordar la vivienda. asequibilidad. Incorpora comunidad y la opinión de los interesados, y la orientación de Ayuntamiento para garantizar el documento. refleja las necesidades de San Marcos.

¿Qué hay en el plan?

El plan inicial representa un lugar para Comenzar e identificar soluciones para los retos complejos. En el plan, podrás Encontrar un resumen del SMTX 4 All. Iniciativa, aportación pública, nuestra vivienda clave. Necesidades y objetivos, estrategias y acciones. Necesarias para abordar esto de manera significativa.

¿Cómo se implementará el plan?

Plan de implementación de tres años

El direccionamiento de la vivienda será un continuo proceso en nuestra comunidad, conteniendo 5 acciones clave. Se han identificado artículos para comenzar. Atendiendo las necesidades más apremiantes inmediatamente. Estos elementos de acción fueron seleccionado para enfocar recursos limitados a Proporcionar el mayor beneficio.

¿Qué Sigue?

Ahora que el Proyecto está disponible, estamos preguntando a La comunidad para retroalimentación sobre el documento. El Grupo de trabajo utilizará esta información para refinar El documento y presentar un borrador final en agosto / septiembre para la consideración del Ayuntamiento.

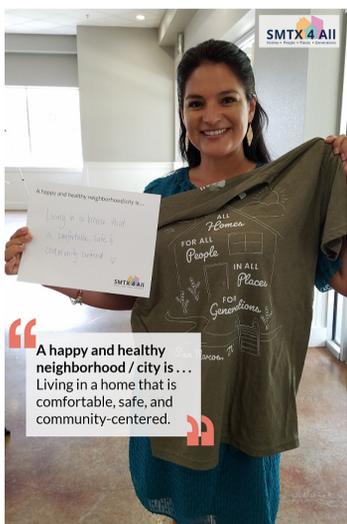


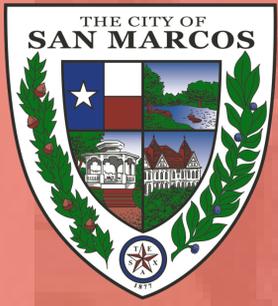
CITY OF SAN MARCOS
SAN MARCOS STRATEGIC HOUSING ACTION PLAN:
ADDRESSING THE CONTINUUM OF HOUSING NEED
MAY 2019 - DRAFT
DRAFT

¡Envíe sus comentarios!



Considere El Proyecto de Acción Estratégica de Vivienda. Planee a continuación y háganos saber lo que piensa. Puede enviar comentarios directamente en el documento. www.sanmarcos.konveio.com





SMTX4All
Homes • People • Places • Generations

CITY OF SAN MARCOS
**WORKFORCE HOUSING
TASK FORCE**

COMMUNITY CONVERSATION TOOLKIT

STRATEGIC HOUSING
ACTION PLAN OVERVIEW



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WHY ADDRESS HOUSING NEEDS IN SAN MARCOS?

KEY FINDINGS

- 1** WE NEED ADDITIONAL AFFORDABLE RENTALS FOR RESIDENTS EARNING LESS THAN \$25,000
- 2** WE NEED TO PREVENT DISPLACEMENT
- 3** WE NEED HOMES PRICED NEAR OR BELOW \$200,000 AND INCREASED OWNERSHIP PRODUCT DIVERSITY
- 4** WE NEED TO IMPROVE THE CONDITION AND ACCESSIBILITY OF EXISTING HOUSING STOCK

CALL TO ACTION

PROVIDE YOUR FEEDBACK

ABOUT

THE STRATEGIC HOUSING ACTION PLAN

In 2017, the City Council identified Workforce Housing as one of the five Strategic Initiatives.

The Workforce Housing Strategic Initiative was also identified in 2018 and 2019. A **City Council Workforce Housing Committee** was formed to further the goals of this initiative. In addition, a **Housing Task Force** was formed to assist the City Council Workforce Housing Committee in developing a strategic action plan aimed at addressing the housing needs in San Marcos. The Housing Task Force will work in tandem with City Staff and local stakeholders to address our housing challenges through the **SMTX 4 ALL Housing Program**.

SMTX 4 ALL - PROGRAM TIMELINE

2018

August

Project Launch / Assemble Housing Task Force

October

Housing Choice Survey

- 2,000 regional residents participated in the survey.
- Participants: Non-student and student residents of San Marcos, and in-commuters
- Focus Groups: Social service providers, business community, and the university community

2019

March

Draft Housing Needs Assessment - Root Policy Research

- **Identifies 4 Key Findings**
- Sets the stage for understanding the state of housing in San Marcos
- Provides key data for San Marcos' demographic, economic, and housing profile
- Includes community input from Housing Choice Survey

May

Public Outreach Kick-Off

- Phase 1: Public input on the state of housing in San Marcos
- Events include an Open House, Community Conversations and the "Tell Your Housing Story!" Campaign

June

Draft Strategic Action Plan

- Present draft goals, strategies, and action items identified by the Task Force to address housing challenges

July

Public Feedback

- Phase 2: Gather feedback on draft action plan
- Events include an Open House, Community Conversations and the "Tell Your Housing Story!" Campaign

September

Final Strategic Action Plan

- The Task Force will recommend the Final Action plan to the City Council for their consideration

ABOUT

THE DECISION MAKERS

CITY COUNCIL WORKFORCE HOUSING COMMITTEE

The purpose of the Workforce Housing Council Committee is to further the goals of the Workforce Housing Strategic Initiative. Members include Lisa Prewitt, Place 1, Melissa Derrick, Place 6, and Saul Gonzales, Place 2.

HOUSING TASK FORCE

The purpose of the Housing Task Force is to assist the City Council's Workforce Housing Committee in developing a Strategic Action Plan aimed at addressing the continuum of housing needs in San Marcos. To develop this Strategic Action Plan, the Task Force has held several meetings and Working Groups that focus on certain aspects of housing challenges and potential strategies.

Task Force Goals

- Expand Opportunities for Housing
- Preserve and Enhance Existing Housing Stock
- Leverage Community and Regional Partners
- Quantify and Meet the Housing Needs of Current and Future Residents

Task Force Members

- **Chair: Laura Dupont, Corridor Title**
- **Vice Chair: Gloria Salazar, El Centro**
- Ramika Adams, Calaboose Museum
- Melissa Nicewarner Daly, HomeAid
- Andrew Fernandez, SMCISD
- Dr. Thomas Longoria, Texas State
- Ruben Garza, Southside
- Will Holder, Ret. Trendmaker Homes
- Michael Nolen, McNabb & Co.
- Ryan Pearl, Amazon
- Roland Saucedo, Neighborhood Representative
- John Schawe, Frost Bank
- Jack Seaborne, Seaborne Architects
- Albert Sierra, SM Housing Authority
- Dr. Chris Smith, Texas State
- Caitlyn Strickland, Hays County
- Scott Turner, Brookfield
- Dr. Monica Valadez, SMCISD
- Robert Watts, Habitat for Humanity



ABOUT

THE HOUSING NEEDS ASSESSMENT

The Housing Needs Assessment was conducted by Root Policy Research to identify the most pertinent housing needs in San Marcos. The Housing Needs Assessment includes population levels and trends, household diversity, and economic health. Root Policy Research utilized various sources, including the U.S. Census Bureau, Texas Demographic Center, Bureau of Labor Statistics, the Greater San Marcos Partnership, San Marcos Planning Department, and the U.S. Department of Housing and Urban Development.

In addition to the demographic and housing market analysis, the assessment includes the results from the Housing Choice Survey that included 2,000 respondents. The Housing Choice Survey was available in English and Spanish, online, and in postage-paid mail. It also included three focus groups with key stakeholder elements - social service providers, business community, and university.

The interactive Needs Assessment can be viewed online at:

<http://sanmarcos.konveio.com/>

BIG PICTURE: WHO ARE WE AS A COMMUNITY?

2017 Population **63,071**

ANNUAL GROWTH RATE BY AGE, 2010-2017



Despite a growing University, the college age growth rate is slower than for Young and Middle Age Adults

Young and Middle Age Adults are growing the fastest. Future housing goals should focus on providing housing for these groups which include homes for families

POVERTY RATE COMPARISONS

	Poverty Rate (all people)	Poverty Rate (excluding students)
San Marcos	35%	19%
Waco	26%	20%
College Station	32%	10%
Austin MSA	12%	10%
San Antonio MSA	15%	14%
Texas	16%	14%

While San Marcos' poverty level decreases dramatically after adjusting for students, its adjusted poverty remains **substantially higher** than those of Austin MSA, San Antonio MSA and the rest of Texas.

MSA = Metropolitan Statistical Area

INFLOW AND OUTFLOW OF PRIMARY JOBS - 2015

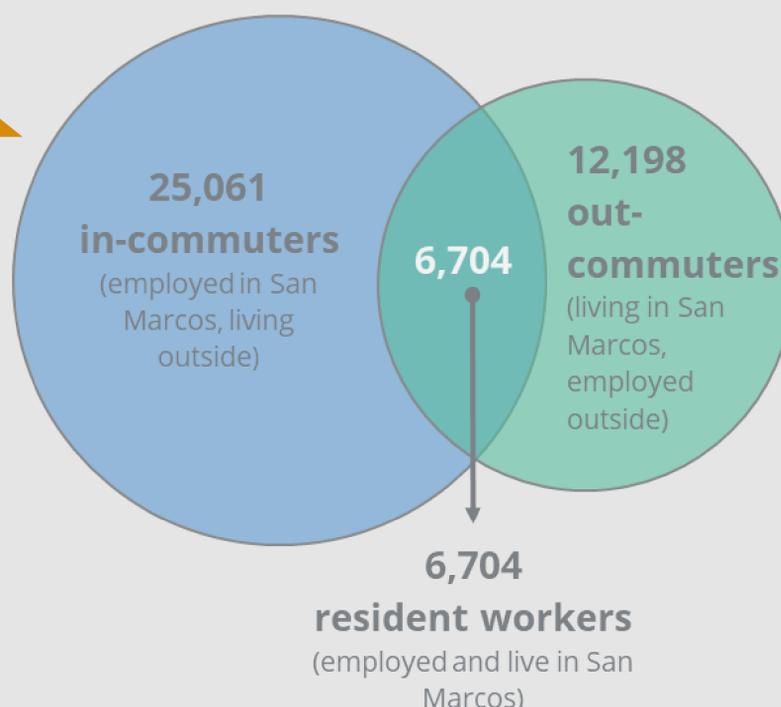
There are **37,765** workers whose primary jobs are located in San Marcos.

Those jobs are filled by 25,061 in-commuters (**79% of primary jobs**) and 6,704 San Marcos residents (**21% of primary jobs**).

Another **12,198** San Marcos residents commute to a primary job located outside of San Marcos.

In other words, **64%** of working San Marcos residents are out-commuters and **36%** of San Marcos residents live **AND** work in San Marcos.

The majority of workers whose primary jobs are located in San Marcos do not live in San Marcos.



Sources: 2010 U.S. Census, 2017 5-year ACS, US Census Bureau's Longitudinal Employer-Household Dynamics; Root Policy Research.



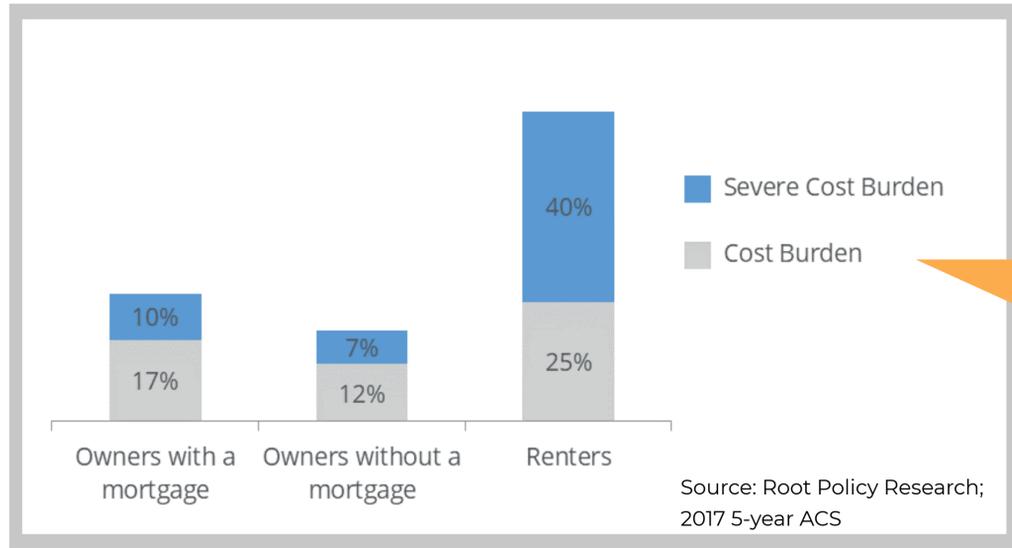
COST BURDENED OWNERS AND RENTERS - 2017

Households paying >30% for housing are "**cost burdened**"

Households paying >50% for housing are "**severely cost burdened**"



housing costs = the rent or mortgage, plus taxes and utilities



65% of San Marcos renters are cost-burdened (9,700 renter households) compared to the state average of **44%** of renters

HOUSING AND RENTAL MARKET



Median Sale Price Single Family Home (2017-18) = **\$256,000**



Median Rent (2017) = **\$966** in 2017
\$622 in 1999

San Marcos is home to more renters (72%) than owners (28%).

55% increase in rent compared to a **37% increase in median income**

Source: Root Policy Research; 2017 5-year ACS

MARKET OPTIONS FOR RENTERS WANTING TO BUY

5,000 Renters (31% of all renters) earned **\$25,000 - \$50,000** in 2017 and can afford a maximum home price of about **\$160,000**

Source: Root Policy Research; 2017 5-year ACS

Only **94** homes (6% of all listed/sold homes) were listed or sold for \$160,000, or less in 2017-2018. 24% of those were attached homes like condos or townhouses.



FROM NEEDS TO ACTIONS

In order to address the community's housing challenges, it was important to first identify the key needs. The Housing Needs Assessment indicates the following core housing needs in San Marcos:

- 1 WE NEED ADDITIONAL AFFORDABLE RENTALS FOR RESIDENTS EARNING LESS THAN \$25,000**
- 2 WE NEED TO PREVENT DISPLACEMENT**
- 3 WE NEED HOMES PRICED NEAR OR BELOW \$200,000 AND INCREASED OWNERSHIP PRODUCT DIVERSITY**
- 4 WE NEED TO IMPROVE THE CONDITION AND ACCESSIBILITY OF EXISTING HOUSING STOCK**

To address these needs, the Housing Task Force identified four overarching goals and a framework of strategies and actions.



IMPLEMENTATION FRAMEWORK

GOALS

In response to key community issues and needs, broad goals have been identified to describe the hopes for the future of housing in San Marcos. Each goal is a point towards which we strive.

STRATEGIES

Strategies describe what is needed to move the community towards completion of its goals. They are used by the City and other implementers to guide decisions and future actions. Multiple strategies can be used to carry out one goal and one strategy can also be used to accomplish multiple goals.

ACTIONS

Specific actions are recommended to carry out each strategy. Actions include projects, programs, policies, plans or research.

STRATEGY



ADVANCE HOME MAINTENANCE AND REPAIR PROGRAMS

DEFINING OUR CHALLENGE:

Overall about 33% of all renters and 9 percent of owners in the city said their home was in fair or poor condition.

Housing suitable for small families, young couples, and non-student single individuals is in high demand, however, existing housing stock is in need of repairs or is in too poor of a condition to meet the desires of these groups.



Single family homes priced below \$200,000 are in high demand, but many homes on the market in this price range are fixer uppers.

Working to improve conditions and accessibility will help serve existing residents but also attract families to the city.

Among non-student in-commuters who considered San Marcos, 1 in 3 chose to live elsewhere because:

"housing I could afford was lower quality and/or needed repairs/improvements"

Source: Housing Choice Survey, Root Policy Research

STRATEGY THOUGHTS:



How do we address the quality of rental properties? Rental properties in disrepair can make renters feel helpless. A rental registry program can be used to regulate and better control the quality of rental properties.



What kind of partnerships are needed? A variety of different programs and partnerships, including programs geared towards homeowners needing to make repairs, dedicated maintenance funds, and partnerships with home maintenance businesses can be used to help homeowners get out from under an ever growing list of necessary home repairs.



Recommendations for this strategy? Include programs and policies that help people stay in and improve their current living situation, assist neglected renters, and enhance properties that are in disrepair.



CASE STUDY: SAN ANTONIO

San Antonio's **Green & Healthy Homes** program is intended to address and prevent housing-related health and safety hazards for homes older than 1978 and have a young child living in the home. The **Minor Repair Program** provides a one-time grant up to \$25,000 for ADA and safety code repairs. The **Owner-Occupied Rehabilitation Program** helps low- to moderate-income households rehabilitate their non-code complaint home by offering a deferred forgivable loan. The **Under 1 Roof Residential Roof Repair Program** helps homeowners repair or replace roofs with energy efficient roofs through a one-time grant up to \$14,000.



HOW WOULD WE MEASURE SUCCESS?



- # of households assisted through repair and rehabilitation programs (location and demographics)
- # of renovation permits issued
- # of serious code violations and repeat offenders
- # of rentals on rental registry

STRATEGY



IMPLEMENT LIFECYCLE AND DIVERSE HOUSING PRINCIPLES

DEFINING OUR CHALLENGE:

SHORTAGE OF MISSING MIDDLE PRODUCTS

\$180,500

= Median price for attached homes in 2017-2018 (average 25 days on market)

\$295,000

= Median price for a detached home in 2017-2018 (average 74 days on market)



Contributing to this shortage in San Marcos is the difficulty in developing such units in residential neighborhoods in San Marcos due to lack of available zoning.

Results from the Housing Survey show that respondents, especially homeowners, are not inclined to agree that housing types other than single family homes are appropriate in their neighborhoods.

Source: Housing Choice Survey, Root Policy Research

THE HOUSING GAP

Income Range	Max Affordable Home Price	Cumulative Housing Gap
\$25,000-\$34,999	\$112,271	-14%
\$35,000-\$49,999	\$160,388	-25%
\$50,000-\$74,999	\$240,584	-3%
\$75,000 - \$99,999	\$320,779	24%
\$100,000-\$149,999	\$481,171	39%
\$150,000 or more	\$481,172+	46%

Negative numbers indicate a shortage of units at each specific income level.

Source: Housing Choice Survey, Root Policy Research

STRATEGY THOUGHTS:



What is lifecycle housing? Principles of lifecycle housing enable a diversity of housing types that respond to the evolving housing needs of residents as they age. This includes college students, young families, people with aging parents and seniors.



How do we provide affordable and diverse housing options? To do this, it is partially predicated on development and zoning codes that allow or incentive, rather than inhibit such uses. Key challenges with developing affordable housing often include cost of land, lot and unit size requirements, length permit processes, and neighborhood push-back.



Recommendations for this strategy? Include policy and process changes to encourage development of diverse housing products. It also includes leveraging public lands to help offset the cost of developing affordable units so the reduction in cost can be passed to the potential homebuyer.

CASE STUDY: GRAND RAPIDS, MI

In an effort to incentivize small scale development, the City of Grand Rapids is changing select standards for development site layout and building placement to encourage missing middle products and other options smaller than a large house.

- **Reducing the minimum width for dwelling units** from 18 feet to 14 feet;
- **By-right development of two-family units** in certain districts when located on a corner lot or within commercial or transit related areas;
- **Removing minimum lot area** requirements for multi-family residential developments; and
- Allowing **by-right construction** of multifamily units with no more than four units per building in certain districts or when near commercial or transit.
- Creating **Design Guidelines** to ensure the character of existing neighborhoods is preserved.



HOW WOULD WE MEASURE SUCCESS?

- # of lots rezoned to accommodate diverse housing types
- # of diverse housing types constructed, including: small lots single family, accessory dwelling units, townhomes, condos, all multifamily complexes up to a maximum of 24 units per project.



STRATEGY



FOCUS ON PROGRAMS THAT CREATE, PRESERVE, AND EXTEND LONG TERM AFFORDABILITY + INDIVIDUAL WEALTH CREATION

DEFINING OUR CHALLENGE:

Nearly 50%

of non-student renters who experienced displacement did so because the rent increased more than their ability to pay.

The city's housing market is generally affordable for people earning more than \$50,000 per year (depending on the type of housing they pursue).

However, the 2017 median family income was \$49,551 and median household income was \$34,748. This means that homeownership in the current market is out of reach for many people in San Marcos.

Top reason non-student renters want to move?

To become homeowners

Reasons prospective buyers continue to rent even though they want to buy?

Housing not being affordable where they want to live, and lack of a down payment.

Source: Housing Choice Survey, Root Policy Research

STRATEGY THOUGHTS:



How do we manage rising housing costs? Without the creation of long-term housing affordability, the impact of growing housing costs will continue to increase.



Recommendations for this strategy? This strategy includes a variety of programs and policies that support the creation or preservation of affordable housing, or help individuals access housing that might be slightly out of their reach financially.



What programs need to be created? A legal entity can be created to share in equity of housing as a means of keeping costs low for home buyers. Other programs, such as land banking, can help offset the cost and preserve land for future affordable housing. With a variety of potential solutions, it is recommend that a Community Advisory Group be created to help guide the long-term implementation of various programs.



CASE STUDY: HOUSTON LAND BANK

Houston's Land Bank acquires, flips, and sells properties in order to provide residents with an opportunity to build wealth through home ownership and led to increased tax revenue to help fund public schools, the City, and Harris County programming.

- They provide **new affordable homes** to qualified buyers through a partnership.
- **Builders** can purchase lots at a discount to provide new affordable housing
- They utilize investment, redevelopment, and contract **partners** to help achieve their mission.
- **Citizens** can stay up to date with the Land Bank through a transparent process.



HOW WOULD WE MEASURE SUCCESS?

- # of shared equity or land trust homes created
- # of households assisted through down payment assistance
- # of parcels land-banked and developed into affordable housing.
- # of households assisted through other policies (i.e. tax exemptions)
- Inventory of City-owned parcels and their suitability for housing



CALL TO ACTION

There are many ways to get involved in the housing conversation:



ATTEND AN UPCOMING OPEN HOUSE

Join us for an informative open house on the housing needs in San Marcos and explore potential strategies identified by the Housing Task Force to begin addressing our affordability challenges in San Marcos.

Date: Wednesday, August 14

Time: 5:30 - 7:30 p.m. and Presentation at 6:00 p.m.

Location: San Marcos Activity Center, 501 East Hopkins Street.



TELL YOUR HOUSING STORY

Share your housing story at the Open House or online through a photo campaign. Stories like yours illustrate that housing should be for all people, in all places, for all generations. Visit the website below to participate.



HOST A COMMUNITY CONVERSATION

We invite community groups and stakeholders to host a Community Conversation with your neighborhood, school, or business associations to learn more and provide input for consideration by the Housing Task Force! Visit our website below to schedule a Community Conversation or email us at planninginfo@sanmarcostx.gov.



SHOW YOUR SUPPORT FOR THE SMTX 4 ALL HOUSING INITIATIVE

For more information visit www.sanmarcostx.gov/smtx4all





PROVIDE YOUR FEEDBACK

Please provide your input below! Tear out this sheet and hand it to your City or Task Force representative OR provide your input on social media by using the tag **#smtx4all**. If completing on your own you can email this page to us at **planninginfo@sanmarcostx.gov** or visit <https://forms.gle/ibVMoWQzjVidkRL6> to fill out this form electronically.

1. What role do you believe the City should play in addressing affordability in San Marcos? (circle all that apply)

- A. Financial - The City should allocate funds to programs that produce or facilitate housing**
1. Not Important 2. Somewhat Important 4. Important 5. Very Important
- B. Policy - The City should create policies and ordinances to encourage construction of housing that addresses the City's housing needs.**
1. Not Important 2. Somewhat Important 4. Important 5. Very Important
- C. Facilitation/Organization - The City should create partnerships and support other entities (non-profits, etc.) addressing housing within the community.**
1. Not Important 2. Somewhat Important 4. Important 5. Very Important
- D. None - It is not the City's role to address housing affordability**
1. Not Important 2. Somewhat Important 4. Important 5. Very Important

2. The Housing Task Force has identified 4 goals to address the key findings in the Needs Assessment. On a scale of 1 to 4, which goals are most important? (circle below)

- A. Leverage Community & Regional Partners**
1. Not Important 2. Somewhat Important 4. Important 5. Very Important
- B. Preserve and Enhance Existing Housing Stock**
1. Not Important 2. Somewhat Important 4. Important 5. Very Important
- C. Expand Opportunities for Housing**
1. Not Important 2. Somewhat Important 4. Important 5. Very Important
- D. Quantify and Meet the Needs of Existing and Future Residents**
1. Not Important 2. Somewhat Important 4. Important 5. Very Important

3. Anything else you'd like to tell us?

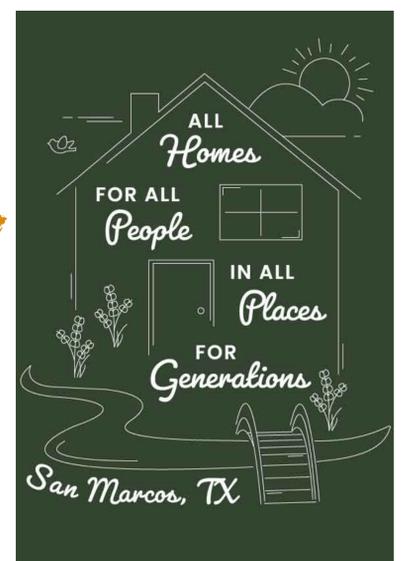
4. Want to give more feedback? "Share Your Housing Story" on social media! Use the tag #smtx4all and post your housing story along with a picture or video. You'll receive a **FREE SMTX 4 ALL T-SHIRT!**

Here's some questions to get you thinking:

Why do you love living in San Marcos? What are your hopes for the future of housing in San Marcos? What makes a happy, healthy, and welcoming City? What's your take on our housing challenges?

For more information

visit www.sanmarcostx.gov/smtx4all



Public Input Working Group

July 10, 2019



Agenda

Meeting Purpose:

Brainstorm ideas for public outreach to educate community on the Task Force's San Marcos Strategic Action Plan.

- 1 Upcoming Events
- 2 Review Community Conversation Toolkit
- 3 Open House
- 4 Public Support Campaign
- 5 3-Year Implementation Plan
- 6 Other Ideas



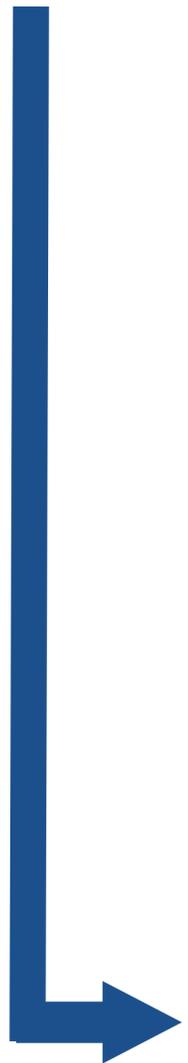
Outreach Plan



Round 1: Input

Understanding the problem

- 19 Housing Stories
- 102 Housing Testimonials
- 21 Community Conversations (6+ more scheduled)
- The San Marcos Scoop - radio interview
- Facebook Live Conversation
- Open House
- Social Media promo



Round 2: Feedback

Sharing Strategies and obtaining feedback on the Housing Action Plan



UPCOMING OUTREACH EVENTS

June 17

Initial Draft

Public Review Begins

**Community Conversations
Housing Stories**

July 8

Begin Working Groups

August 7

**Facebook Live (+ Promo):
Wednesday August 7th @ 5:30 p.m.**

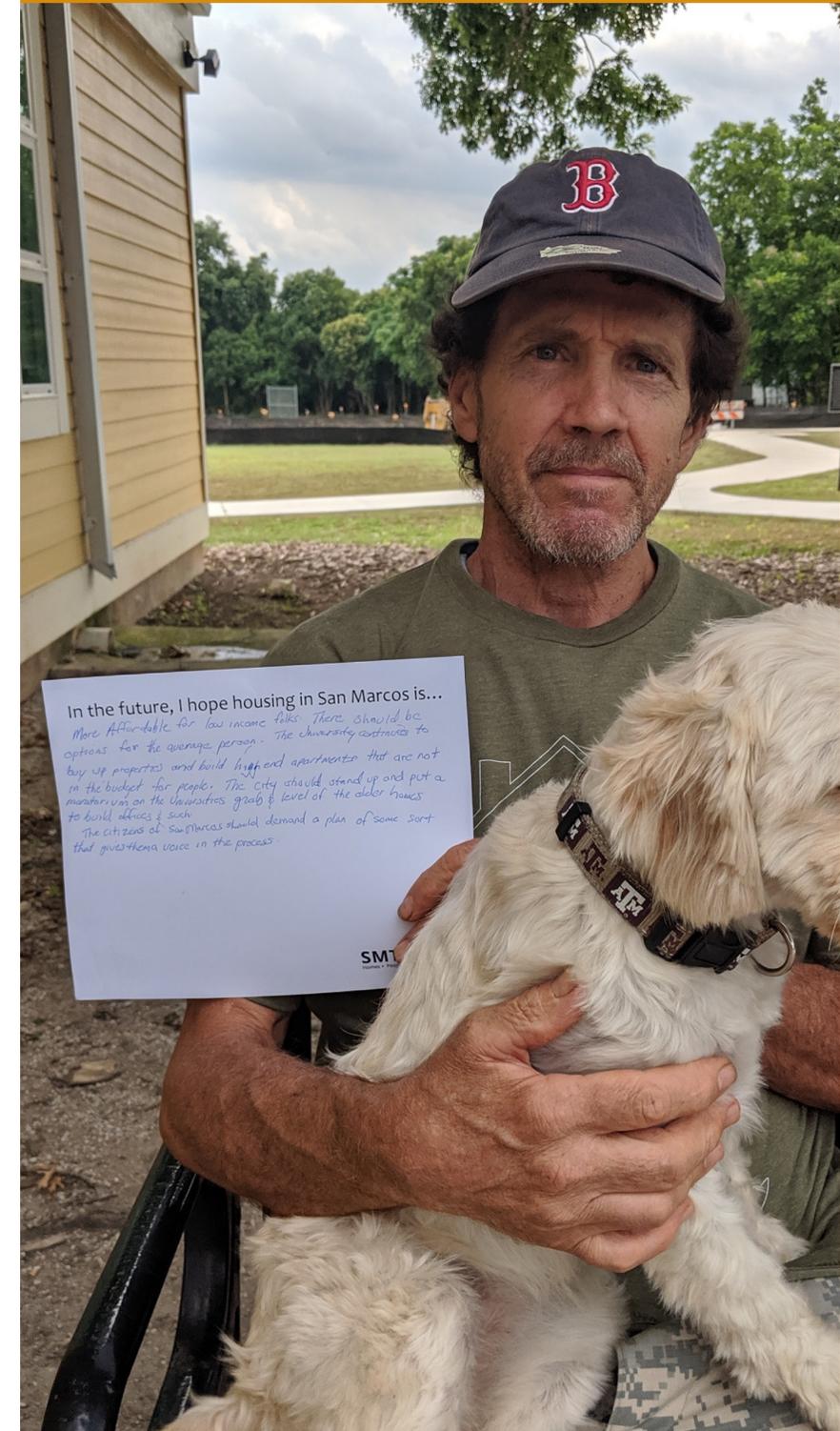
August 14

**Open House:
Wednesday, August 14th @ 5:30 p.m.
Activity Center**

Public Review Period Ends

Sept. 6

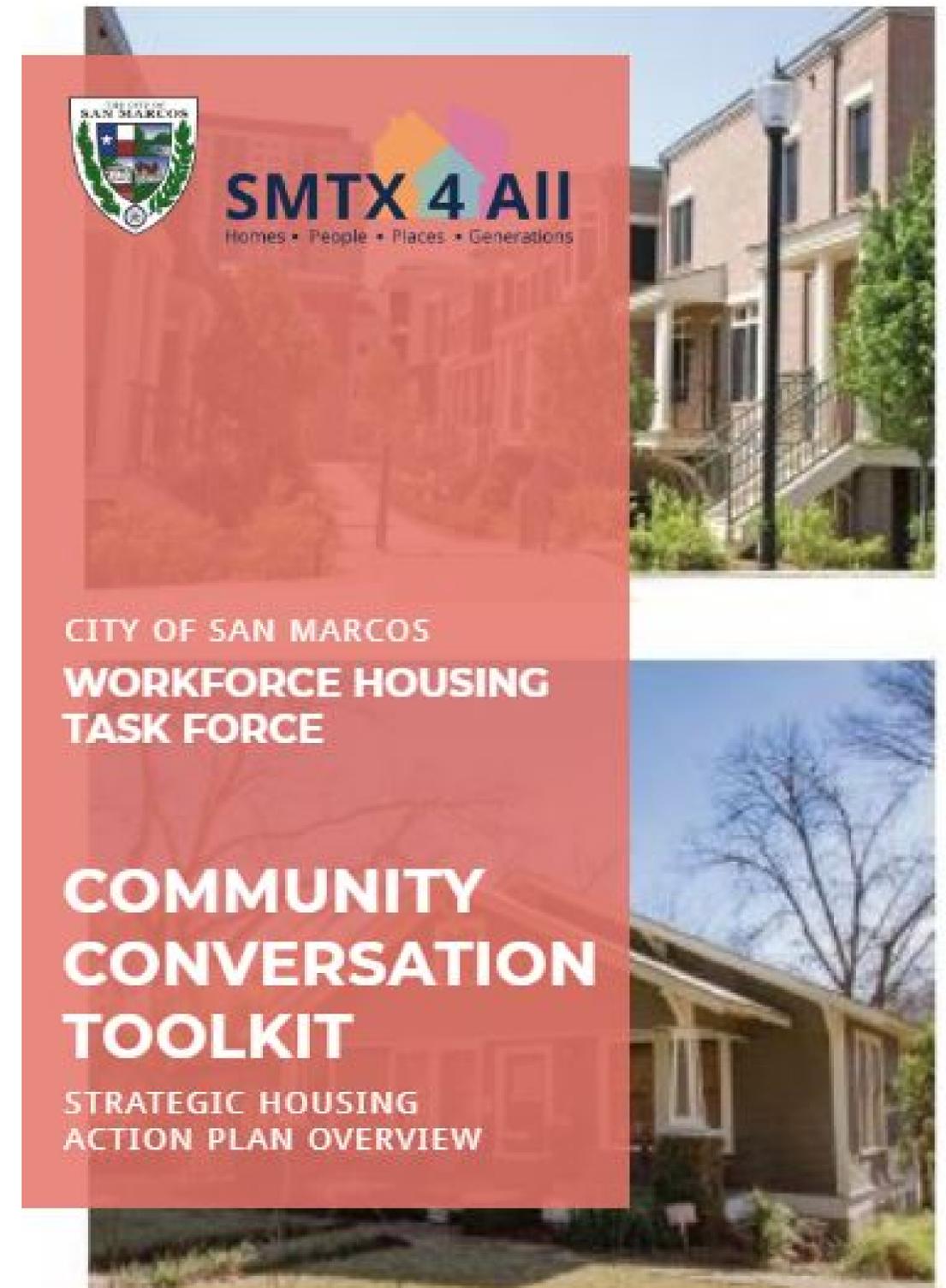
Final Workforce Housing Task
Force Recommendation



Review Updated Toolkit

Outcome: Brainstorm questions and methods to receive feedback from the public about the strategies proposed and additional opportunities and forums for sharing the strategies and receiving feedback.

- **Summary of strategies**
- **Is the toolkit missing important talking points?**
- **Is it accessible and will it resonate with the public?**
- **How do we collect feedback? What kind of feedback? (Phase 1 vs Phase 2)**



Open House (Wed. August 14th @ 5:30 p.m. Activity Center)

Outcome: Brainstorm questions and methods to receive feedback from the public at the open house.

- **Virtual Open House**
- **Any changes / feedback from the last Open House?**
- **How do we increase attendance?**
 - Facebook Live: plug for Open House
 - Additional Social Media promo
 - Flyers
 - Word of mouth



Public Support Campaign

Outcome: Brainstorm method to show support of the SMTX 4 All Housing Initiative

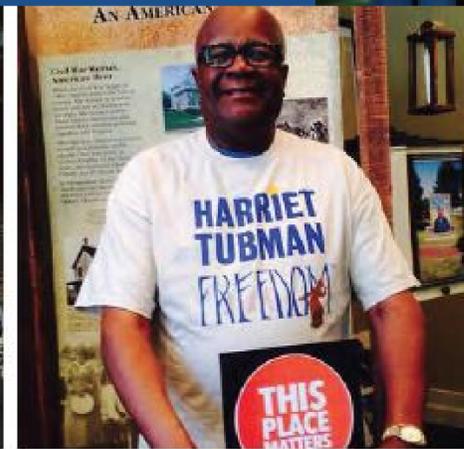
- Agencies and Organizations Campaign
- Messaging from groups to show support
- Yard Signs, pictures, sign-off sheets
- Understanding of who is behind the initiative.



<https://www.habitat.org/costofhome/act-now>



https://savingplaces.org/this-place-matters#.XSO_aug3mUk



3-Year Implementation Plan

Outcome: review possible revision to 3-year implementation plan in order to emphasize partnerships and building community capacity around housing.

THREE-YEAR ACTION PLAN

The housing challenges faced by the San Marcos community have been steadily growing over the years. This Plan includes 23 recommended actions to address the community's housing needs. The following five actions have been prioritized into an initial three-year action plan. These actions have been identified

as having the greatest potential for impact and options for near-term implementation. The successful implementation of these actions is predicated on the provision of additional resources (e.g., funding, staffing). Incremental implementation steps and necessary resources are listed in the table below. The prioritization

and timeline for the remaining recommended actions will be further defined as the City implements the initial three-year action plan.

ACTION ID	ACTION	RESOURCES	INITIATION TIME FRAME		
			2020	2021	2022
E.3	Clear Path Permitting Implementation Steps: 1. Appoint a dedicated case manager of projects that include housing identified as a need in the community. 2. Develop a pre-review group made up of staff members from Planning & Development Services and Engineering & Capital Improvements Departments. 3. Implement a prioritization strategy for permit reviews.	Funding: Staffing: Other:			
C.5	Shared Equity Implementation Steps: 1. Obtain legal advise on the creation of a land trust and other forms of shared equity. 2. Set up the land trust. 3. Determine the land that will be used for the first project of the land trust.	Funding: Staffing: Other:			
C.4	Land Banking Implementation Steps: 1. Review City-owned property and determine appropriateness for use as affordable housing. 2. Identify properties that are appropriate for affordable housing in the tax-delinquent rolls. 3. Identify properties that are appropriate for affordable housing owned by government and non-profit partners.	Funding: Staffing: Other:			
D.2	City Initiated Zoning Implementation Steps: 1. Identify areas that are vacant or underdeveloped and are appropriate for higher density zoning districts. 2. Utilize a small area planning process to build community support for higher density zoning districts. 3. Proceed with a rezoning of identified tracts that are appropriate for higher density.	Funding: Staffing: Other:			
A.4	Maintenance Funds Implementation Steps: 1. With the help of financial and legal support, develop a TIF district in areas appropriate for higher densities that can help pay for maintenance of property and improvements. 2. With the help of financial and legal support, create a small fee for application at real estate closings for the purpose of maintenance of property and improvements. 3. Either require affordable housing development as a percentage of market rate or assess a fee-in-lieu to go towards maintenance of property and improvements.	Funding: Staffing: Other:			



3-Year Implementation Plan

Outcome: review possible revision to 3-year implementation plan in order to emphasize partnerships and building community capacity around housing.

Partner: Community and Non-Profit Housing Advocates

Idea: City sponsors training grant for community housing advocates around CLT or Homebuyer education etc...

Partner: Major Employers

Idea: Employer matching grants for down payment assistance

Partner: Development and Design Community

Idea: City sponsored missing middle design competition and pilot project for City owned property

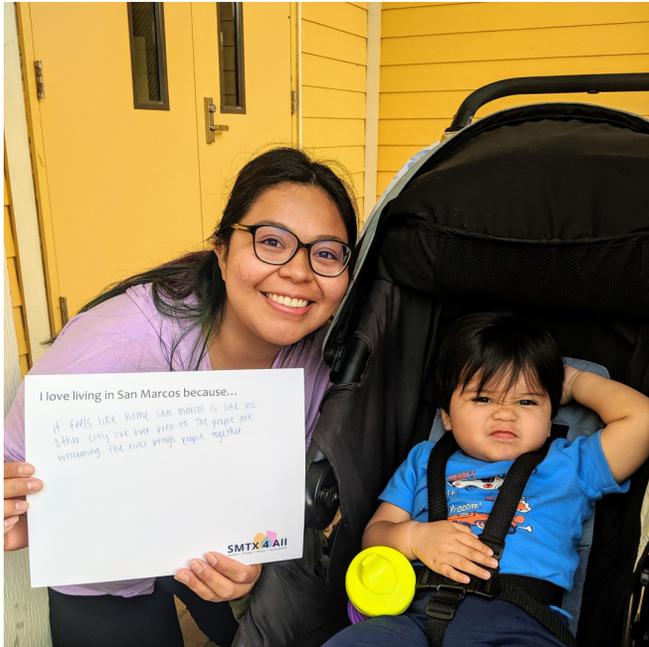
Partner: Local taxing jurisdictions

Idea: Transition tax forfeiture property to local land bank for the purpose of affordable housing

Partner: Local Home builders

Idea: Infill development incentive program

Other Ideas?



Participation

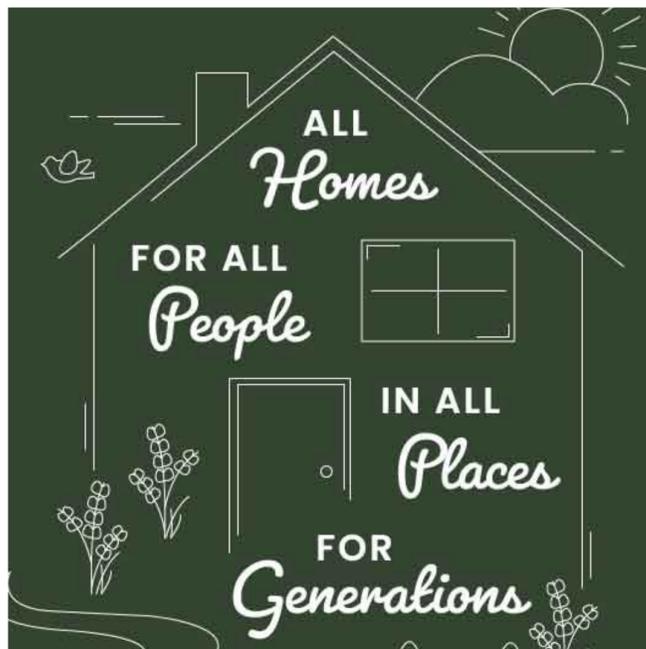
Share Your Housing Story!

Stories like yours illustrate that housing should be for all people, all places, for all generations.



Promo

Awareness



Task Force Involvement

