



**Mountain Housing Council Quarterly Meeting
January 15, 2021: 8:00 – 11:00am
Summary Notes**

Meeting Purpose

- MHC 2.0 updates: Overview of an implementation strategy that identifies:
 - The right capital stack
 - Developers that can build the right kind of housing at every income level, from homeless to middle-income salary earners
 - And creates streamline processes across all agencies as well as community readiness.

You can view the recording of this meeting [here](#): To watch a specific topic in the video, navigate to the specific timeframes listed below.

I. Stories from Community: Tangible Impact of Housing

A. Visit Truckee-Tahoe (► 4:47 - 10:10)

Patty Baird, Board Member of Visit Truckee-Tahoe and Owner and Director of the Cedar House Sport Hotel, provided insight on what could be the future of sustainable tourism. Visit Truckee-Tahoe is leading a multi-year development strategy to evolve tourism in Truckee. Their vision is to build Truckee's Tourism Tomorrow as a resilient, regenerative, and sustainable future, advocating for a system that puts community first and where social, economic, and environmental systems are interconnected, interdependent, and balanced.

B. Innovate Housing Solutions From The Town of Telluride (► 11:40 - 23:30)

Melanie Wasserman, Director of Housing, and Lance McDonald, Program Director of the Manager's Department, discussed details of the town-owned Virginia Placer Project. The project is a non-traditional housing solution intended to fill a niche need for seasonal employee housing. Subsequently, it serves as a landing pad for new residents. The \$8.6M project consists of a boarding house, affordable apartment rentals, and tiny homes. The Town of Telluride provided \$960K in affordable housing funds. The remainder was financed by a revenue bond secured by the leasehold interest of the property. There was no land cost as the Town owned it and fees which were waived. The Boarding House is a hybrid of a dormitory and European hostel and can house 46 individuals in furnished single and double occupancy rooms. There is a communal kitchen on each floor, one large great room and out-side deck, as well as ski lockers. Rent is \$400. Leases are 3 months. To learn more about the Virginia Placer Project, visit [Telluride Housing Department](#)

II. **Housing Funders Network Working Group (► 28:45 - 1:06:20)**

Convene Local funders and resource partners that play a role in financially supporting local achievable housing projects, align resources and processes, and seek additional funding from outside agencies and donors to grow resources.

- A. **The Capital Stack Project Overview** - The Working Group analyzed completed housing projects to unravel the fairly complex stack of money that has to come together to bear a multimillion dollar project in our region.
- B. **TRPA's Housing Cost Analysis Tool Overview** - Complementing the Capital Stack project is TRPA's Housing Cost Analysis Tool. The [Housing Cost Analysis Tool](#) analyzes different cost-reduction actions across varying unit housing types (ADU, Single Family, and Multi-Family) to reduce overall development cost. The tool was originally developed in 2018 using data from Placeworks. Based on feedback, it was retooled this fall to include input from local developers on the South Shore. The assumptions behind the tool are on page 7 of this document: https://www.trpa.org/wp-content/uploads/04_Attachment-B-Policy-Analyses.pdf The MHC Funders Network Working Group has an opportunity to partner with TRPA to evolve the tool to specific regions inside and outside the Tahoe Basin as well as including incentive data and specific project data from pro formas and the capital stack project.
- C. **Recap Lessons Learned:**
 1. Funding housing is dependent of project size, type & developer
 2. Location Matters
 - a) Jurisdiction requirements and site conditions vary in the region
 3. Pro Forma Data
 - a) Not widely available or in the same forma
 - b) Public funds = public pro forma
 - c) Who profits and by how much changes with each project
 4. Common frustration of multi-agency process alignment & "gotcha costs"
 - a) Delays and costs increase results in challenges with permanent financing
 - b) Accountability shifts and community agreements are at risk
- D. **North Tahoe Tourism Business Improvement District (TBID) Update:** The North Tahoe business community has officially passed the Tourism Business Improvement District (TBID), ensuring locally generated funds are governed by local businesses. Through an agreement with Placer County, approximately \$4.1M in Transient Occupancy Tax (TOT) funds will remain in the community and be redirected to finance workforce housing initiatives, traffic management, off-set tourism-related impacts (including trash mitigation efforts), and destination management. Businesses that benefit from day and overnight tourism like restaurants, retail, outdoor rentals, etc. contribute to the TBID; whereas, TOT only taxes the overnight visitor. TBID is projected to begin implementation between June 1st and July 1st, 2021. TBID is projected to raise \$6M annually. The TBID Board and two advisory committees will provide governance.

- E. **Town of Truckee Measure K Update:** In November 2020, over 84% of voters agreed to a 2% TOT increase for the Town of Truckee. This tax will generate approximately \$700K a year for 20 years to serve community needs including housing, open space, and fire protection. An advisory committee will provide governance. Fees are collected quarterly. Assessment began January 1, 2021. New programs will begin rolling out to the Town Council on Jan 26, 2021.

III. **Regional Housing Implementation Plan: (► 1:13:56 - 2:16:50)**

The Regional Housing Implementation Plan will apply and build on the region's action plans, Housing Elements, and well-documented knowledge to bring together a bundle of processes that can be applied to opportunity sites in our region to accelerate achievable housing.

- A. RHIP Process Summary: MHC 1.0 built relationships and trust, educating on complexities and opportunities to move forward with housing in the region. MHC 2.0 is about implementation and a replicable process to try to achieve housing in different areas. The RFP Tiger team embedded a lot of thinking about an implementation strategy that identifies the right capital stack that includes incentives, identifies the right types of housing needed, creates streamline processes across all agencies, and generates community readiness.
- B. Consultants: Economic & Planning Systems Inc. (EPS) is a full-service economic consulting firm with nearly 50 professional staff and offices in Oakland, Sacramento, and Los Angeles, California; and Denver, Colorado. They have assembled a team to fully meet MHC's housing objectives, including the Sierra Business Council (SBC) and Design Workshop.
- C. Community Engagement: SBC will lead community engagement and is focused on what is doable, achievable and politically viable. As the work launches, recruitment will begin for the Stakeholder group and the Technical Advisory Group. It will be important to get a subset of developers in the stakeholder group as well as in social interviews. Community outreach will include 30 interviews and an employer/community survey. Public engagement will be focused on reaching out to people involved at every stage of housing.
- D. Scope of Work: The Scope of Work is divided into simultaneous phases with an implementation plan that deep dives into three ready sites to test and illustrate a process to achieve housing as an end product. Included in the Scope of Work is a digitally formatted refresh to the 2016 Truckee North Tahoe Regional Workforce Housing Needs Assessment that can be easily be updated by the MHC on it's website.
 - 1. Opportunity Sites: The three ready sites aren't identified yet, but potential sites in Kings Beach, Northstar, and Truckee/Donner Summit could capture diverse areas, needs, and circumstances.
 - 2. End deliverable: The end result would be a demonstrable process moving forward to address the region's housing, such as a "pitch sheet" that would bring housing to bear.

- E. Project Timeline: The project will begin in the next few weeks by refreshing the 2016 Housing Needs Assessment. Public engagement and technical analysis will be a concurrent effort. The final deliverable is expected in July/August of 2021.
- F. Breakout Session Report Out:
1. Partners and Community members were put into groups to discuss:
 - a) How can we best engage the community during this process?
 - b) How would your organization support outreach?
 - c) Are you interested in serving on the Stakeholder Group?
 2. Each Group assigned one person to take notes and report out to the entire MHC. Many ideas were shared between groups.
 - a) Breakout One (Representative: Jerusha Hall):
 - (1) Community Engagement: It is important to involve a broad subset of the community, including developers and LatinX. Outreach should be focused, clear, and audience specific. Recommend an information portal and a marketing budget.
 - b) Breakout Two (Representative: Anne-Flore Dwyer):
 - (1) Community Outreach: Recommend reaching out to new community members. There is an opportunity to host public webinars. The agencies could jointly sponsor a webinar centered around projects underway, timeline, costs, and processes to complete construction.
 - (2) Outreach Support: Mountain Area Preservation, Nevada County indicated willingness to support.
 - (3) Stakeholder Group participation: Brain Foss, Justine Marmesh indicated willingness to join.
 3. Breakout Three (Representative: Scott Keith):
 - a) Community Outreach: Outreach should be scheduled for different days of the week and times of the day to accommodate the region's workforce and involve virtual and in person meetings. This group suggested that virtual messaging could be recorded and shared out through agencies. However they realize that a large audience doesn't engage this way. It was suggested that we need boots on the ground and that we could extend outreach to open businesses and employers. Consider all audiences and direct calls to action.
 - b) Outreach support: A potential partner could be TTUSD and private schools. TRPD, Visit Truckee-Tahoe, The Tahoe Sierra Board of Realtors, and Truckee North Tahoe Transportation Management Association indicated a willingness to support, including a campaign on TART buses. A rack card could be effective in various locations around the region.
 4. Breakout Four (Representative: Emily Vitas)
 - a) Community Outreach: Discussed importance of on-the-ground, face-to -face communication and clear, succinct communication

with specific Call To Action. Recommend engaging real estate professionals.

- b) Outreach Support: NTPUD suggested that they could include information with their printed and electronic bills. Sugar Bowl could reach out to employees and homeowners. JPA indicated a willingness to support efforts.
5. Breakout Five (Representative: Brittany Benesi)
 - a) Community Outreach: Consider developing an incentive for survey respondents to reach broad representation. Also suggested that we consider the development of a community engagement framework with clear strategies, messaging, and roles.
6. Breakout Six (Representative: Jazmin Breaux)
 - a) Community Outreach: Recommend the development of a standard communication toolkit and suggest engaging with developers and community neighborhoods before site-design.
7. Breakout Seven (Representative: Shawna Purvines)
 - a) Community Outreach: Recommend to focus on larger corporations and what fits their workforce housing needs and to coordinate with current projects and applicants stuck in the project pipeline.
8. Breakout Eight (Representative: Teresa Crimmens)
 - a) Community Outreach: Recommend a fact sheet outlining how RHIP is different from what has already been done in the region. Make sure communication is consistent; no bait and switch. Create specific outreach to mobile home owners.

IV. **Policy Working Group Update: (► 2:18:08 - 2:32:55)**

The State Policy Working Group meets the last Monday of the month. Anyone can join by contacting Kristina@ttcf.net. The Working group is in the process of drafting a 2021-22 policy platform and scheduling meetings with key legislatures for a virtual lobbying day in March. SBC will circle back with partners to get lobbyist information to coordinate policy platform advancement.

Policy Updates

- A. *Federal COVID-19 Relief Package* - Includes \$25B in rental and utility payment assistance. Of that, \$2.6B directed to California. This funding is split into two pots: \$1.2B to entitlement jurisdictions for direct distribution and \$1.4B goes to the state for the remainder jurisdictions. This amounts to about half of the current back-log of rent payments. A new package proposed by Biden will add an additional \$30M in rent relief and is expected later in the year. As of January 1, California rental debt is between \$3.7B and \$5.6B.
 1. Governor's Proposed Budget: The Governor's budget contains more than \$8.3B for housing. This is more than the State has ever spent. State revenue is approximately \$16B higher than what was anticipated in June

2020 largely due to state income tax revenues. The Governor is proposing an “early action framework” which would appropriate a portion in the 2020 budget as an additional appropriation in the next 4-6 weeks.

- a) \$426M for the Affordable Housing Sustainable Communities (AHSC) program.
 - b) \$500M for the low-income housing tax credit funding. This means with the federal appropriation that the current pot for affordable tax credit funding is \$938M. It is the highest it has been in the last decade.
 - c) \$331M to the CalHFA for direct Mortgage Assistance. This is an appropriation not covered under the COVID-19 Relief bill.
 - d) \$500M Infill Infrastructure Grant Program. This will help developers with infrastructure necessary for multi family and affordable housing.
 - e) Recommendation from the Governor to extend eviction moratorium (AB 3088). The moratorium is currently set to run out on January 31st.
2. California Eviction Moratorium
- a) AB 15 authored by David Chiu, mirrors AB 3088. It adds a few tenant protections- prohibits credit agencies for negatively scoring renters who had COVID-related debts and limits actions landlords could take against tenants.
 - (1) Joint hearing of the budget sub committee hearing on housing and community development this Tuesday, 1/19, at 2 p.m.
 - (2) SBC will virtually attend and voice support for AB 15.
 - b) SB 3 authored by Senator Caballero is the Senate bill extension of AB 3088. It would extend the moratorium through March. It is not getting a lot of attention within the legislature.
 - c) Additionally 20 legislatures sent a letter to assembly and senate leadership requesting \$5B unallocated funds to be used for rental and utility payment assistance. Appears to incorporate federal COVID relief money and would be an additional \$2.4B.

V. Partner Updates: (► 2:33:30 - 2:50:45)

A. Placer County

1. 2021-2029 Housing Element Update draft approved by the Board and submitted to state for 60-day review. 44 implementation programs, with about half brand new. Anticipate final adoption this spring.
2. TBID approved and next steps.
3. Hopkins Village Qualified Buyers List in process and initial release in February. Breaking ground on the last 40 units of workforce housing.
4. 2nd round of amendments to the Tahoe Basin Area Plan (TBAP), targeting items identified in the Tahoe Basin Town Center Economic

Sustainability Needs Analysis prepared by BAE Urban Economics last year. This is following an initial round of amendments focused on recent changes in state law for ADUs as well as a few other Housing related items in an effort to encourage new housing construction and streamline the review process.

5. Beginning this spring, Placer County will launch the Housing Workforce Preservation Program modeled on the Vail InDeed program. Funding coming in part from the TOT. Placer County will purchase deeds on properties to remain workforce housing for 55 years and upon resell another 55 years.
6. A pre-development meeting occurred to discuss replacement of the Tahoe Inn with a workforce housing project proposing 50 apartment units and 50 dorm-style units.
7. Dollar Hill -- County is moving forward with 11 acres of a mix of housing types. Finishing studies. Additional community outreach this spring including site designs.

B. Town of Truckee

1. In the next few weeks, the Town will launch an employee housing survey to get a better sense of needs.
2. Exploring the potential to join JPA.
3. Town Council Priority Sessions begin in February for the year ahead. Housing is a top priority.
4. Town processing application for a 30 unit affordable housing project Estates Meadows Housing Development near Regional Park and senior apartments. There is no date yet scheduled for the planning commission review.
5. The planning division is looking at the SB2 housing update. Consultants are looking at different parcels of land that could qualify for additional density. This potentially could go to Council for review in February.
6. Long Term Rental Grant Program results: Since October, 5 homes secured for local employees, 3 more by February 1st. Their goal is 25 homes a year.
7. Accessory Dwelling Unit Pilot Program – launched March, 2020 to increase inventory of long-term, affordable rentals within existing neighborhoods in Truckee.
 - a) Goal: 15 new ADU permits. Had 20 and 60 inquiries.
 - b) Will take to Council on the 26th, the 3rd component of the program which is incentives - grants, loans, and pathway for existing ADUs to become compliant.
 - c) Working with Nevada County to create plan sets for pre-approved ADUs and affordable houses.

C. Truckee Tahoe Workforce Housing Agency

1. Completed housing needs assessment which surveyed approximately 1,700 employees over 4 months. Results of the survey:

- a) 16% employees considering leaving employment partially due to housing
 - b) 43% found it difficult to find housing the last time they tried to find housing
 - c) 48% employees are cost burden, spending more than 30% on housing
 - d) 50% adversely affected by COVID-19
 - e) There is an interest in connecting directly with employers for employer-provided housing.
2. Housing WorkPlan will hopefully be approved at next week's Board Meeting.
 3. Continuing partnership with Landing Locals to match workforce with housing. Currently 1 to 2 matches a month.
 4. Working with a consultant to develop a member expansion process.
- D. Sierra Community House provides rental and utility payment assistance. Delivered nearly half of a million dollars thus far. Thank you for all the partners who helped contribute to these important resources for our community.
- E. Community Collaborative of Tahoe Truckee
1. The Point-in-Time count is the annual count of sheltered and unsheltered people experiencing homelessness in our region on behalf of the United States Department of Housing and Urban Development. Due to COVID-19 safety protocols, the main strategy this year is to use a coordinated entry process to count people who are homeless. Coordinated Entry is managed by 2-1-1/Connecting Point and is a streamlined system designed to efficiently match people experiencing homelessness to available housing, shelter, and services. North Tahoe-Truckee Homeless Services will complete street outreach to individuals not currently in Coordinated Entry and can assist people in person if someone is not able to complete the phone intake. Anyone who is registered or active in Coordinated Entry within 90 days prior to January 25th will be counted.
- F. Martis Fund
1. \$40,000 grant to North Tahoe Truckee Homeless Services
 2. Will complete the strategic planning process by February.
 3. Supported Hopkins Village

Meeting Attendees

Alexander Mourelatos, Tahoe Truckee Community Foundation

Alexis Ollar, Mountain Area Preservation

Alison Schwedner, Community Collaborative of Tahoe Truckee

Alyssa Bettinger, Tahoe Regional Planning Agency

Amanda Oberacker, Truckee Donner Recreation and Park District - Community Member

Anne-Flore Dwyer, Donner Summit Association

Annie Ballard, Community Member
Beth Tanhoff, Donner Summit Association
Bill Austin, Tahoe Truckee Community Foundation
Brett Williams, North Lake Tahoe Resort Association / North Tahoe Chamber
Brittany Benesi, Sierra Business Council
Bryan Samson, Community Member
Cassie Hebel, Truckee Downtown Merchants Association
Cathie Foley, North Tahoe-Truckee Homeless Services - Community Member
Chase Janvrin, Tahoe Prosperity Center
Chris Fajkos, Truckee Chamber of Commerce
Christine Maley-Grubl, Truckee North Tahoe Transportation Management Association
Colleen Dalton, Visit Truckee-Tahoe - Community Member
Coral Taylor, Community Member
Dan Haas, Community Member
Dee Byrne, Squaw Valley/Alpine Meadows
Emily Setzer, Placer County
Emily Vitas, Mountain Housing Council / Truckee Tahoe Workforce Housing Agency
Fred Illfeld, Squaw Valley Public Service District
Hannah Sullivan, Tahoe Truckee Community Foundation
Heidi Allstead, Martis Fund
Jazmin Breaux, Nevada/Placer Counties – Community Member
Jeff Couwenhoven, Community Member
Jeff Hentz, North Lake Tahoe Resort Association
Jennifer Callaway, Town of Truckee
Jerusha Hall, Northstar California / Vail Resorts
Jessica Wackenhut Lomeli, Community Member
John Falk, Tahoe Sierra Board of Realtors
Justine Marmesh, Community Member
Kai Frolich, Landing Locals, Community Member
Karen Fink, Tahoe Regional Planning Agency
Kristen Newton, Community Member
Kristi Thompson, Contractors Association of Truckee Tahoe
Kurt Reinkens, Community Member
Lance McDonald, Town of Telluride - Community Member
Lindsay Romack, Town of Truckee
Lindy Winter, Community Member
Lori Marquette, Community Member
Mark DiGiacomo, Community Member
Melanie Wasserman, Town of Telluride, Community Member
Monica Pette, Sugar Bowl
Nancy Costello, Community Member
Neta Baughman, Community Member
Patricia Baird, Visit Truckee-Tahoe - Community Member
Patrick Taylor, Community Member

Paul Gradeff, Community Member
Rebecca Bryson, Community Member
Rick Stephens, Truckee Tahoe Airport District
Sara Monson, Truckee North Tahoe Transportation Management Association
Scott Keith, Keith Design Group – Community Member
Sean Barclay, Tahoe City Public Utility District
Seana Doherty, Town of Truckee
Shawna Purvines, Placer County
Shawna West, Community Member
Stacy Caldwell, Tahoe Truckee Community Foundation
Stefanie Olivieri, Truckee Downtown Merchants Association
Steve Frisch, Sierra Business Council
Sue Daniels, North Tahoe Public Utility District
Supervisor Cindy Gustafson, Placer County
Supervisor Hardy Bullock, Nevada County
Tara Zuardo, Community Member
Teresa Crimmens, Sierra Community House
Tom Murphy, Martis Fund
Wally Auerbach, Tahoe Truckee Community Foundation
Wendy Sullivan, Wendy Sullivan Consulting - Community Member
Yumie Dahn, Town of Truckee