

**December 10, 2019**

# **Infill Market Study Community Engagement Report**

*Prepared for:*

**City of Arcata**

*Prepared by:*

**Equinoss Consulting**



# COMMUNITY ENGAGEMENT

Given the City's interest in reaching a variety of community members who both currently live inside Arcata's city limits as well as those that don't but would like to, we used a multi-pronged engagement approach to gain insight into people's experiences with housing and provide various opportunities to offer input into the housing plans under development.

The image below notes the engagement methods and timeline.



## ENGAGEMENT SUMMARY

- **911 people completed an online survey** (in English and Spanish) about housing needs, concerns, affordability.
- Consultants and City employees surveyed at **ten community events** in Arcata, Eureka, and McKinleyville.
- **Four focus groups** were conducted with Latinx families; Creamery District artists, residents, and business owners; housing advocates who work with members of our community who are housing insecure; and low-income seniors.
- We gained insight into **Humboldt State University students' experiences** through a variety of methods including: "Pop-up" event surveying on the quad, one-to-one conversations

with students during events, and analyzing qualitative and quantitative data shared with us by HSU's Off-Campus Housing Coordinator.

- **Two community workshops** were held, one in English and the other in Spanish, where City staff shared information about the state and local housing context, current housing plans under development, and gathered input on the tensions that will have to be managed as new housing is developed, as well as how to reach the City's housing goals.
- Held one **"We'll Come to You" Session** with True North Organizing Network.

## KEY COMMUNITY ENGAGEMENT FINDINGS

### Survey Findings

- The majority (79.5%) of survey participants that have not been able to move to Arcata, but want to, stated that they could not afford to move or find an affordable place to live in Arcata.
- The most common reasons survey participants stated for not being satisfied with their current living situations is because it is too expensive or too small.
- Half of the 600 participants who gave income and rental cost information via the survey pay over 30% of their annual income for housing each year.
- The top three factors that are most important to survey participants when choosing a place to live are 1) Cost they can afford, 2) Feel safe and welcoming, 3) Walkable/bikeable neighborhood.
- The majority of survey participants stated their top preferences for housing types are to live in a single-family home, followed by an apartment, and then a mixed-use apartment building.
- From the survey, the only racial disparity or significance that was found was the racial difference in homeownership. Almost half of the participants (44.65%) who identify as a person of color are renters. Almost half of the participants (41.44%) who identify as white are homeowners. In comparison, about 27.04% of participants who identify as a person of color are homeowners.

### Focus Group Findings

- In providing housing stock for the most vulnerable and housing insecure people, low-barrier housing is needed with good universal design, and provided in partnerships with service providers.
- People want neighborhood and housing designs that build community cohesion.
- Community members voiced a strong desire for good two-way communication with City staff, and meaningful and authentic involvement in the improvements made to neighborhoods. Many people spoke of a strong desire for having shared power and agency.
- Housing is in short supply; the application process is intimidating for some vulnerable community members and the application fees are a hardship for many.
- Many non-English speakers experience discrimination and racism in finding and maintaining housing in Arcata.

- Many parents with young children expressed concerns about safety for their children when living in multi-family and mobile home parks with no amenities.

## ARCATA HOUSING SURVEY RESULTS

911 people participated in the City of Arcata Housing Survey that was administered both online and via hardcopies at community events. Out of 911 participants, about 82.88% (n=755) completed the entire survey.

The survey results were analyzed by Isadora Sharon with California Center for Rural Policy.

Out of 810 survey participants, about 69% currently live in Arcata CA (Q1). 252 participants currently do not live in Arcata. About half (58.60%) of the 252 non-residents want to live in Arcata (Q2).

About 185 participants explained why they have not been able to move to Arcata (Q3). Out of 185 participants, the majority (79.5%) mentioned that they could not afford to move or find an affordable place to live. Figure one demonstrates the various reasons why participants have not been able to move to Arcata.

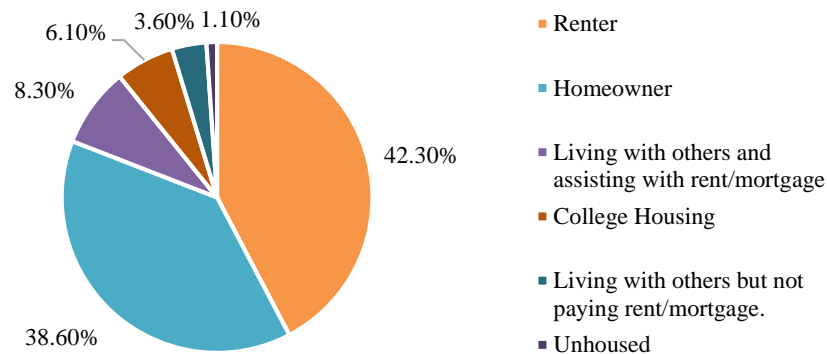
<b>FIGURE 1. REASONS WHY PARTICIPANTS HAVE NOT MOVED TO ARCATA. (N=185)</b>	
Reasons	Percentage of Participants
Can not afford to move or find an affordable place to live.	79.5%
Family reasons	5.4%
Lack of availability	4.9%
Would need to find a new job	4.9%
Pets	3.8%
Can't sell current house.	1.60%

435 participants have at least one youth (ages 0 – 24 years) in their household (Q4). 41 participants indicated that they live with at least one person who is 75 years or older. Figure 2. represents the number of people in each age group that are part of the participant's household.

<b>FIGURE 2. AGES OF MEMBERS IN EACH HOUSEHOLD</b>					
Age Group	1	2	3	4	5
0 – 15 years	65	69	11	4	5
16 – 24 years	116	69	28	35	33
25 – 44 years	158	183	20	2	3
45 – 59 years	118	75	0	0	0
60 – 74 years	106	62	1	0	2
75+ years	33	6	2	0	0

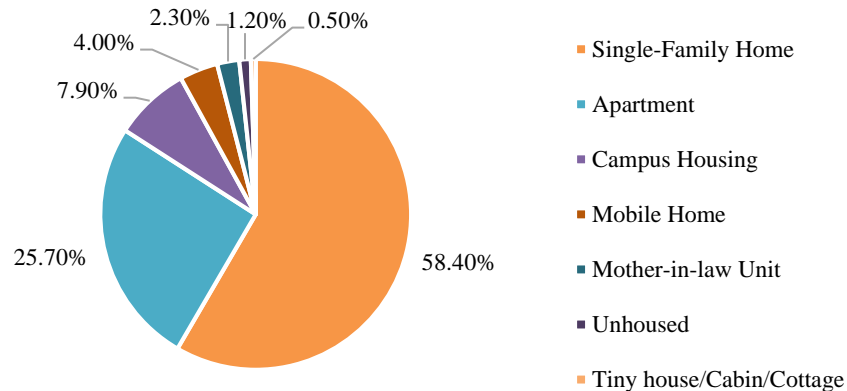
The majority of participants (61.4%) do not own a house and almost half (42.30%) of 800 participants are renters (Q5).

**Figure 3. Current Housing Situation (N = 809 Participants)**



More than half of the participants (58.4%) live in a single-family home (Q6). About 7.90% of participants live on campus and 1.20% of participants are currently homeless.

**Figure 4. Current Housing Type (N = 809 Participants)**



About 74% of 806 participants are satisfied with their current living arrangements (Q7).

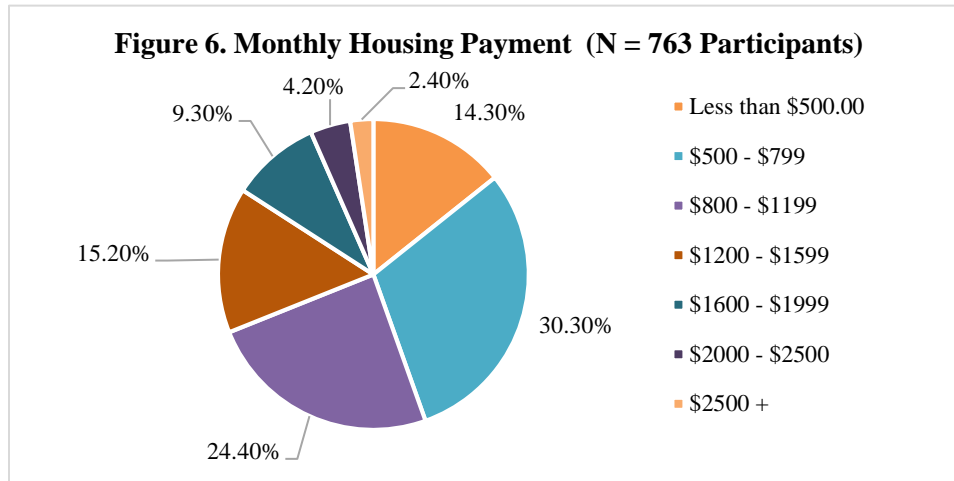
The most common reason participants stated for not being satisfied with their current living situations because it is too expensive or too small (Q8). Figure 5 demonstrates common reasons why participants are not satisfied with their current living situation. (Please note that participants chose more than one answer).

**FIGURE 5. REASONS WHY PARTICIPANTS ARE NOT SATISFIED WITH THEIR CURRENT LIVING SITUATION.**

Reasons	Percentage of Participants
Too expensive	38.3%
Too Small	37.4%
Landlord won't make repairs	19.4%
Crime in neighborhood	18.9%
Bad/rude neighbors	18.9%
Want to live independently	15.5%
House/Apartment needs repairs that I cannot afford.	14.6%

Want to be closer to family/friends.	11.2%
Health/mobility needs require greater accessibility.	6.8%
Experiencing discrimination or bias.	4.4%
Too big	3.4%
Foreclosure concerns	0.5%

About half of the participants (55.5%) pay \$800.00 or more for their housing every month (Q9).

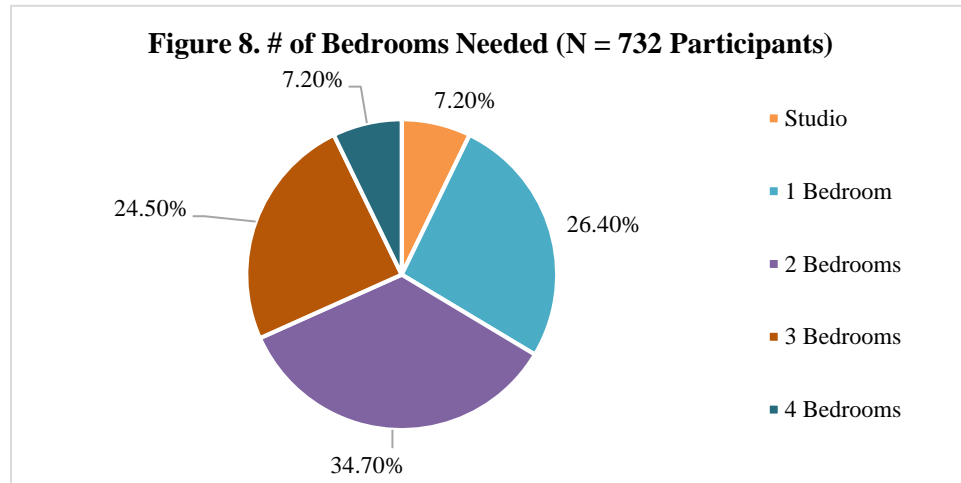


Out of 617 participants, about 33% of participants make \$20,000 per year or less (Q10). About 7.8% of participants make less than \$1000 annually. Some of the participants indicated that their low annual income is due to being a student.

FIGURE 7 ANNUAL INCOME OF SURVEY PARTICIPANTS	
Annual Income Level	Participants
\$0 - \$1,000	7.8%
\$1,000 - \$10,000	8.6%
\$11,000 - \$20,000	16.9%
\$21,000 - \$30,000	11.2%
\$31,000 - \$40,000	10.4%
\$41,000 - \$60,000	15.2%
\$60,000- \$80,000	10.0%
\$80,000-\$90,000	2.9%
\$90,000 - \$100,000	4.9%
\$100,000 - \$300,000	11.8%
\$300,000+	.3%

About half (50%) of 600 participants pay over 30% of their annual income for housing each year. About 31% out of 600 participants reported that they pay over 50% of their annual income for their housing each year. About 14% out of 600 participants reported that their monthly payments for housing over a year cost more than their annual income.

About 33.6% of 724 participants mentioned that they need one bedroom or less (Q11). More than half of participants (66.4%) mentioned that they need at least two bedrooms or more.



Full-time students and non-students expressed similar needs for the amount of bedrooms (Q11 & Q19). Over half of the participants (62.9%) who are full-time students mentioned that they want one or two bedrooms and over half of the participants (61.26%) who are not students mentioned that they want one or two bedrooms. About 13.14% of participants who are full-time students want a studio or four bedrooms and about 13.56% of participants who are not students want a studio or four bedrooms.

Participants were asked to list their top five factors that are most important to them when choosing a place to live (Q12). The following list is an overall rank (1 being most common and 20 being least common) of important factors participants consider when choosing a place to live.

1. Cost I can afford
2. Feel safe and welcoming
3. Walkable/bikeable neighborhood
4. Low crime rate
5. Close to work
6. Pets are allowed
7. Like the neighborhood
8. Close to services and shopping
9. Close to schools
10. Yard size
11. Close to downtown.
12. Racially, ethnically, socioeconomically diverse neighborhood
13. Close to family/friends
14. Not threatened by sea-level rise, climate change.
15. Number of bedrooms
16. Kid-friendly
17. Close to bus/transit stops
18. Close to health care facilities



19. Accessible disability services
20. Landlord accepts Section 8

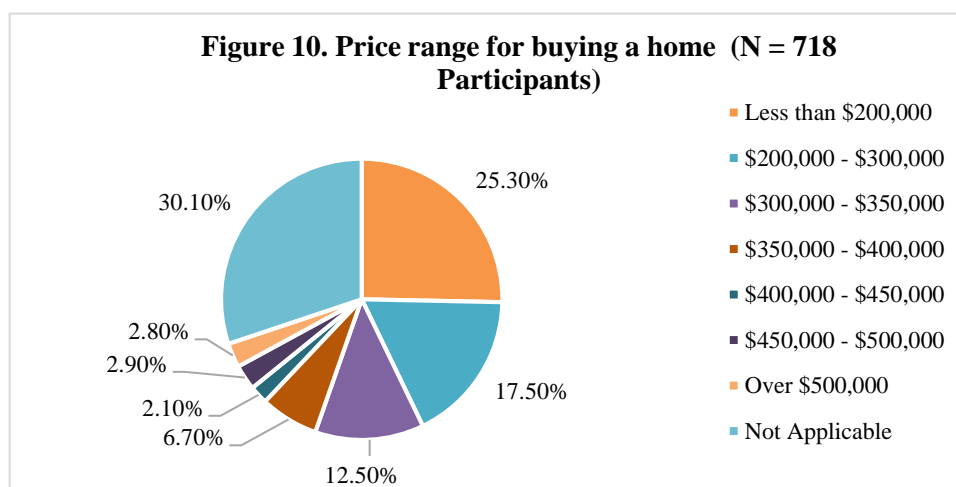
The majority of participants mentioned that they want to live in a single-family home (Q13). The following list is an overall rank (1 being the most common and 12 being least common) of the kinds of housing participants want to live in.

1. Single-family home
2. Apartment
3. Mixed-use apartment (Housing with other uses in several story building)
4. Duplex/triplex
5. Tiny house village
6. Accessory dwelling units
7. Room in a house with roommates
8. Co-housing (shared kitchen or sanitary facilities)
9. Senior housing
10. Single room occupancy (very small accommodations)
11. Campground
12. School-run residencies (dorms).

About half of the participants (50.1%) mentioned that they would accept an apartment if they could not afford their top choices (Q14). Figure 9 represents the kinds of housing participants would accept if they could not afford their top choices. (Please note participants chose more than one answer).

<b>FIGURE 9. THE KINDS OF HOUSING PARTICIPANTS WOULD ACCEPT IF THEY COULDN'T AFFORD THEIR TOP CHOICES.</b>	
Housing Type	Participants
Apartment	39%
Mother in law unit	31%
Mix-use apartment	31%
Single-family home	29%
Duplex/Triplex	28%
Tiny house village	27%
Co-housing	24%
Room in house with roommates	23%
Single room	15%
Senior housing	12.7%
College dorms	9.46%
Campground	7.38%

About 25.3% of participants mentioned that their price range for buying a home is less than \$200,000 (Q15).



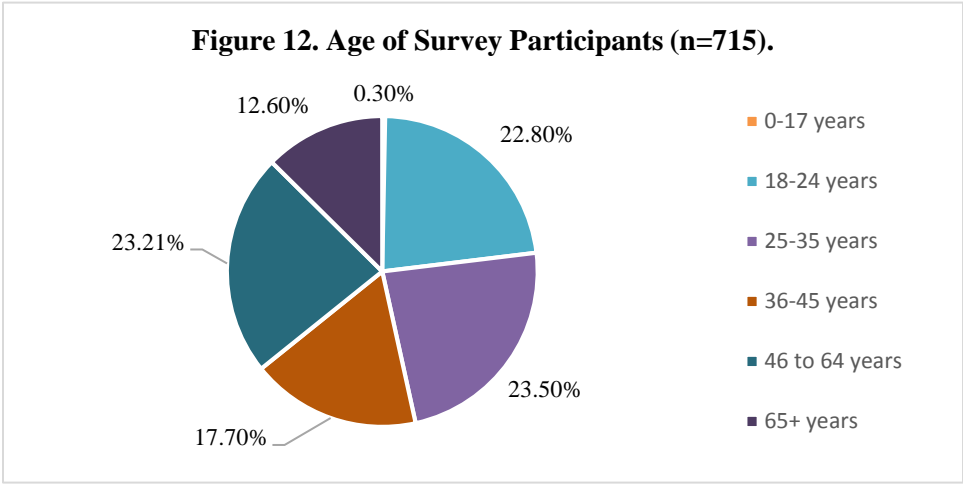
About 18.7% of participants can't own a home because they cannot afford the down payment. About 19.8% of participants can't find a home in their target price range. Figure 11. represents the issues that are stopping participants from owning a home. (Please note participants chose more than one answer).

FIGURE 11. ISSUES THAT ARE STOPPING PARTICIPANTS FROM OWNING A HOME.	
Issue	Participants
I cannot find any homes in my target price range	19.8%
I can afford the monthly expenses, but not the down payment.	18.7%
I cannot find any homes that are high quality	15.9%
I need a mortgage and cannot currently qualify for one.	9.9%
I can afford to purchase a home, but cannot pay for the needed improvements.	6.6%
Not applicable	34.9%

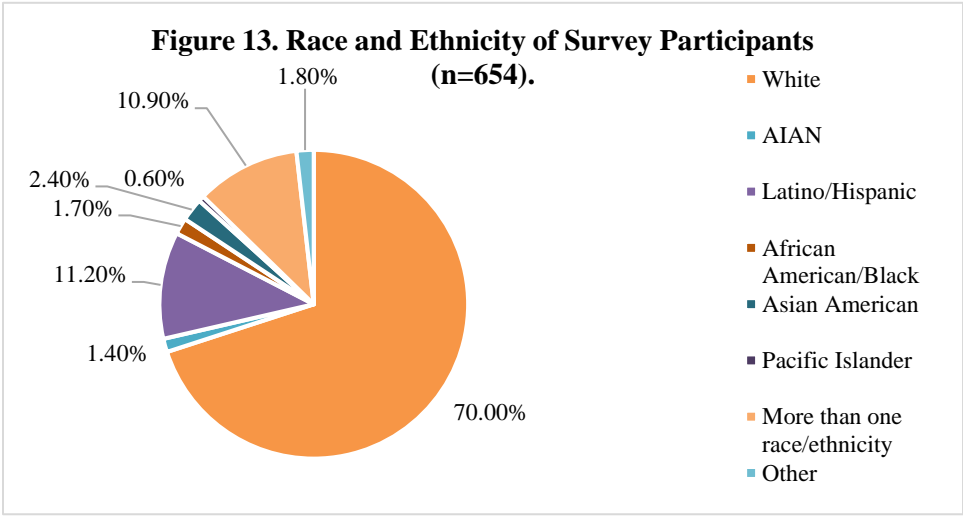
About 40 participants mentioned that they are unable to consider buying a home. The two common reasons they gave include being a student and unable to afford buying a house.

## DEMOGRAPHICS OF SURVEY PARTICIPANTS

Out of 715 participants, 165 participants are younger than 25 years and 90 participants are senior citizens (Q17).



Out of 654 participants, about 70% identify as white, 11.2% identify as Latino or Hispanic and 1.4% identify as American Indian or Alaskan Native – AIAN (Q18).



About 22.44% of participants mentioned that they are full-time students (Q19).

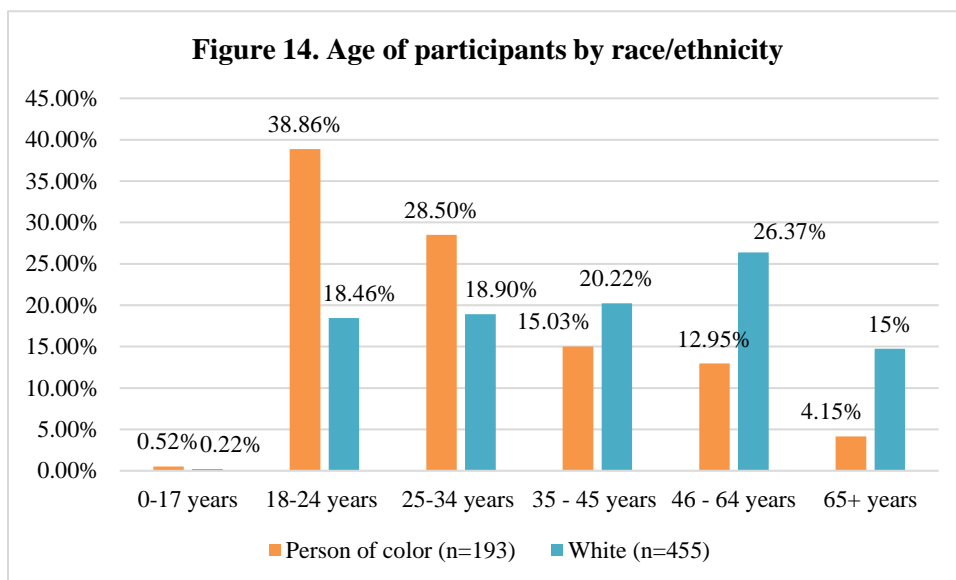
Out of 654 participants, about 30% of participants identify as a person of color and 70% of participants identify as white.

About 57% of participants who identify as a person of color currently live in Arcata (Q1). About 62% of participants who identify as white currently live in Arcata.

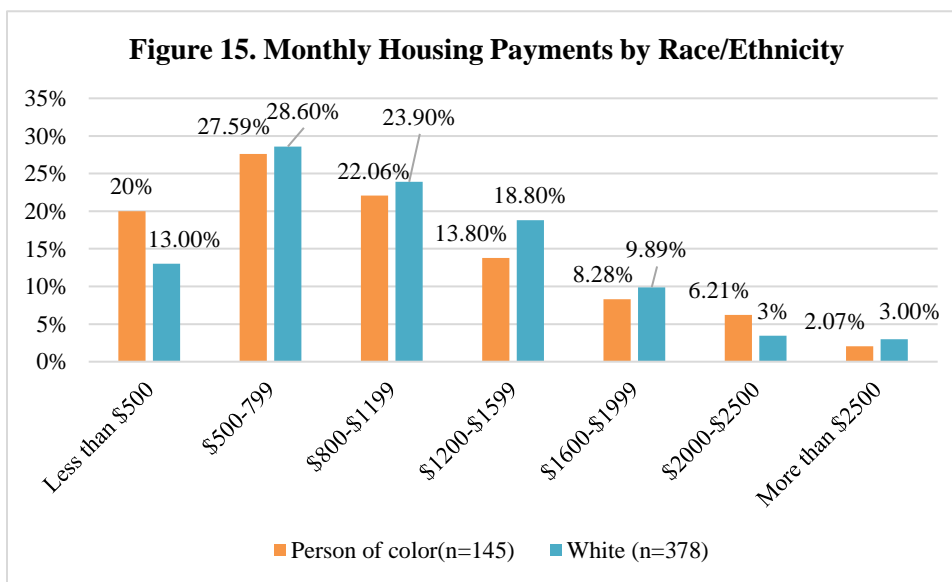
About 14% of participants who identify as a person of color want to live in Arcata (Q2). About 16% who identify as white want to live in Arcata.

Almost half (47%) of the participants who identify as a person of color are full-time students. About 23% of participants who identify as white are full-time students.

The largest age group of participants who identify as a person of color are between the ages of 18 – 24 years (Q17). The largest age group of participants who identify as white are between the ages of 46-64 years old.



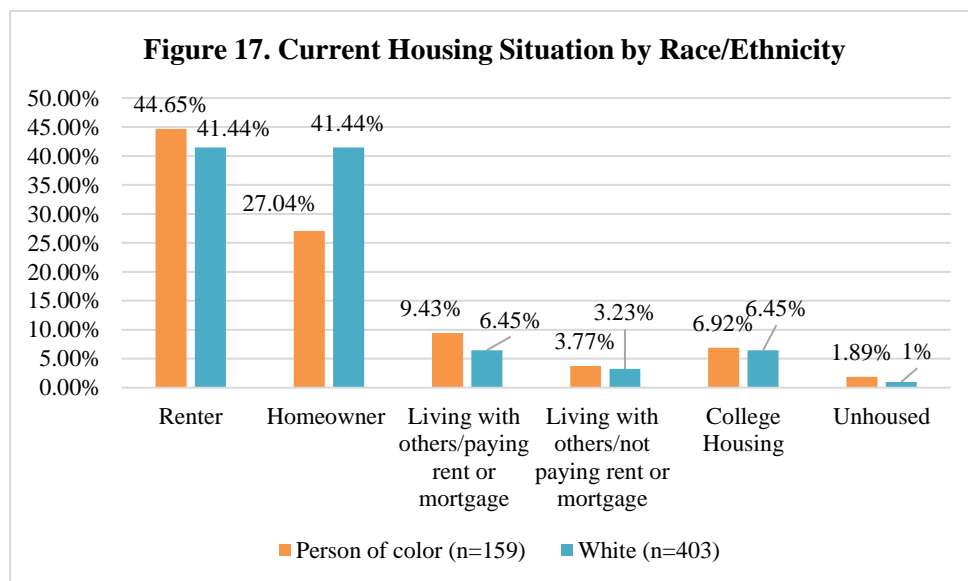
Almost half (47.59%) of the participants who identify as a person of color pay less than \$800 per month for housing (Q9). In comparison, about 41.60% of participants who identify as white pay less than \$800 per month for housing.



About 31.63% of participants who identify as a person of color make about \$20,000 or less annually. In comparison, 32.46% of participants who identify as white make about \$20,000 or less annually (Q10).

<b>FIGURE 16. ANNUAL INCOME BY RACE AND ETHNICITY</b>		
Annual Income	Participants who identify as a person of color (n=98)	Participants who identify as white (n=305)
\$0-\$1,000	6.12%	7.54%
\$1,000-\$10,000	8.16%	8.85%
\$10,000-\$20,000	17.35%	16.07%
\$20,000-\$30,000	9.18%	12.46%
\$30,000-\$40,000	11.22%	10.82%
\$40,000-\$60,000	18.37%	12.79%
\$60,000-\$80,000	11.22%	10.16%
\$80,000-\$90,000	1.02%	3.93%
\$90,000-\$100,000	7.14%	5.57%
\$100,000+	10.20%	11.80%

Almost half of the participants (44.65%) who identify as a person of color are renters (Q5). Almost half of the participants (41.44%) who identify as white are homeowners. In comparison, about 27.04% of participants who identify as a person of color are homeowners.



The majority of participants who identify as white (65.20%) live in a single-family home compared to 55% of participants who identify as a person of color (Q6).

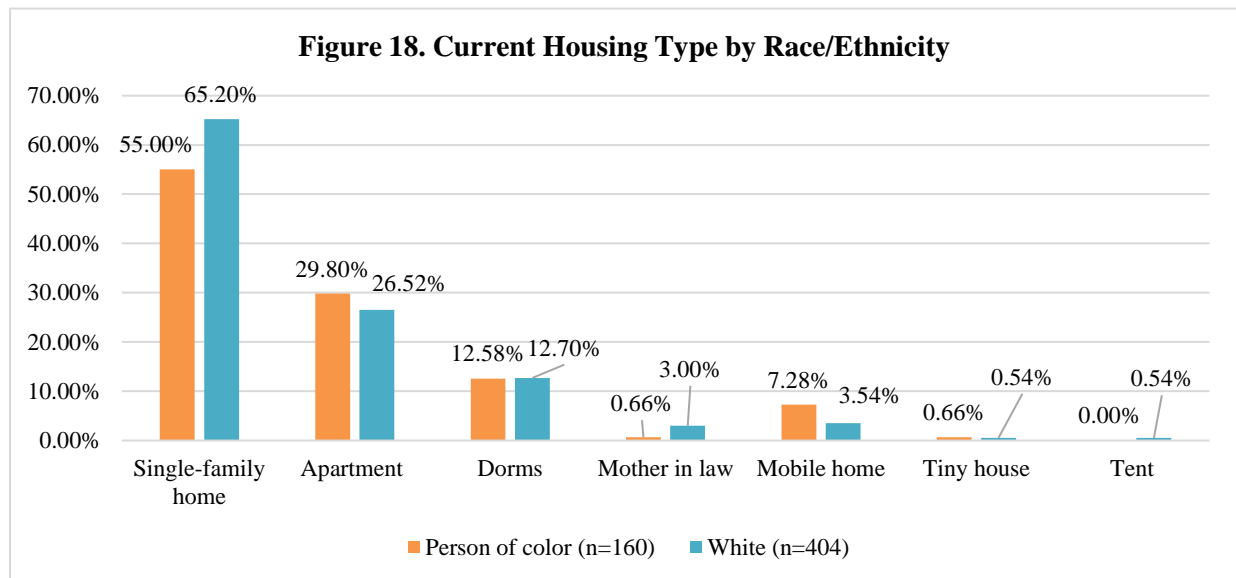
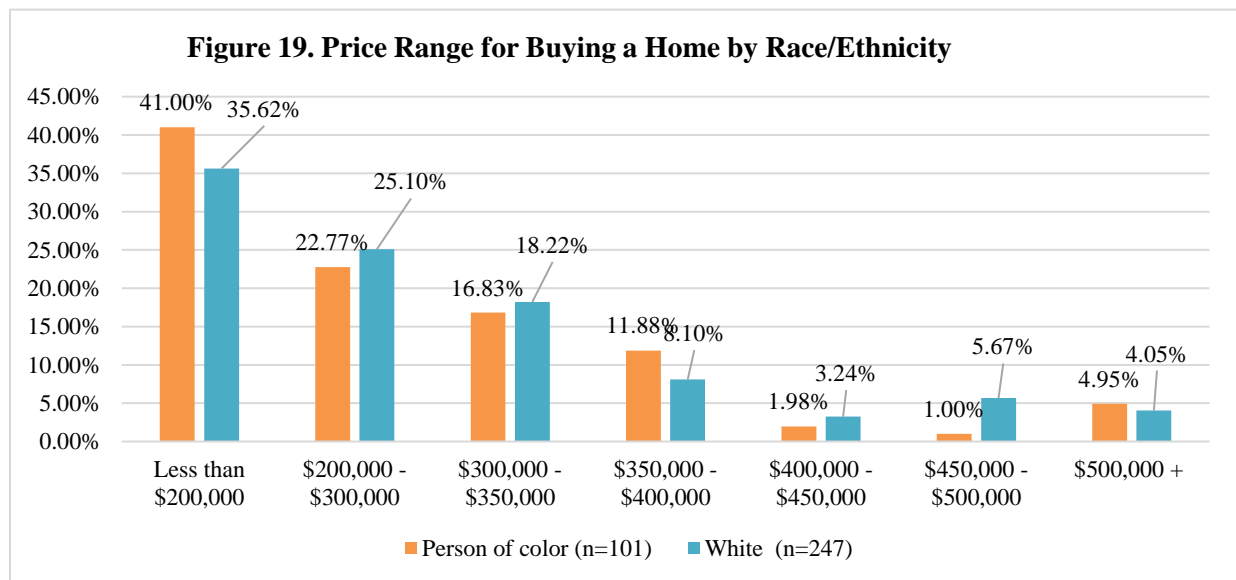


Figure 19 demonstrates the price range for buying a house that participants are looking for by race/ethnicity (Q15).



# FOCUS GROUPS

## 1. HOUSING ADVOCATES FOCUS GROUP

Eight housing advocates from the following groups and organizations participated in this conversation:

- Redwood Community Action Agency
- Arcata House Partnership
- Redwood Coast Regional Center
- Housing Humboldt
- Affordable Homeless Housing Alternatives

The following questions were asked of the group:

1. Please give us a snapshot of who you serve.
2. What number of households have inadequate housing in Arcata? How many households qualify for affordable housing?
3. What are the primary issues and barriers to people having adequate housing?
4. What recommendations do you have for the city?
5. Are you in support of on-site social services?
6. If you had a magic wand, what would you make true about housing in Arcata?

### **What number of households have inadequate housing in Arcata? How many households qualify for affordable housing?**

- There are currently over 300 people on the coordinated entry system in Humboldt County which gets people into rapid rehousing
- It's estimated that there are about 400 people living on the streets or in shelters
- It's estimated that about 200 people that are currently housed (and are being served by the organizations) are in units that are not affordable, given their income
- The roughly 400 people currently unhoused and 200 people living in housing that is above their means would all qualify for affordable housing
- Providers just gave back \$60k in unused rental assistance because we couldn't find units for people
- There is a 2-year waiting list for affordable housing
- There are 40 youth that are on the shelter list
- Some advocates noted a trend where more people that are currently unhoused are migrating to Arcata. They attribute this to more aggressive policing that is happening in neighboring communities like Eureka and Garberville

- Unlike in years past where many people experiencing homelessness were from elsewhere in the country, advocates noted a trend that the people they are serving are from Humboldt; they are “not just passing through”

### **What are the primary issues and barriers to people having adequate housing?**

#### Low-Barrier Housing Needed alongside Partnerships with Service Providers

- When you build a reputation (evictions, etc.) you can’t get back into housing
- No low-barrier housing; we need more and then we need property managers to work in partnerships with support providers
- People need support services once in permanent housing but there is no housing availability. We say we’re a “Housing First” community, but we have no/very little low-barrier housing
- Having on-site service support staff and a property manager is key to accountability. It also reduces calls to the police
- Partnerships are key: non-profit service providers, county programs and benefits, and property managers need to work in partnership with one another for people to be successfully housed for the long-term

#### Good Design is Critical

- Age and disability happen: everyone gets older; people often experience a disability
- Need universal design as basis of housing design, “but it’s a unicorn currently”
- Noise happens. Better construction with quality soundproofing in units would help ensure people don't get either evicted or disturbed by their neighbors
- New building projects are better for clients in the long-run. Newer construction usually has better design, accessibility, and amenities that have a positive effect on people’s behaviors. When we put people in run-down places that are not well-kept, it’s not an environment that is conducive to getting back on your feet
- Building up is good (multiple stories) - needs to be universal design to ensure it is accessible

#### Harm Reduction

- Many people are using drugs and alcohol
- A harm-reduction approach might be possible but we need harm-reduction housing

#### Racial Bias

- People do experience racial bias in trying to find places

#### Fees

- High application fees (\$20-\$50) that are not refunded is a problem for low-income people.
- Some property managers continue to accept applications (and the fee that is not refunded) after the units are filled.



## **What recommendations do you have for the city?**

### Design for Mixed Incomes

- Inclusionary zoning: have reservations for affordable units
- Like mixed-income, diverse housing projects

### Scale Matters

- Smaller projects and facilities (7 units vs. 17 units) serve clients the best and they are harder to make the financials work
- Like idea of redeveloping run-down, vacant buildings for housing re-use
- Funding sources matter. Depending on restrictions it may or may not work

### Consider Unconventional Solutions

- Communal settings that promise independence
- Outdoor living
- Pocket neighborhoods
- Detached bedrooms
- Car parks
- Look at rooming house models, for single people (currently getting need met from mom/pop hotels that rent by week) also works well for people with disabilities

### Increase Housing Stock

- Residential properties that are being kept vacant on purpose - count those
- Cap on vacation rentals

### Reduce Stigma and Protect Vulnerable Populations

- Just call it "Affordable Housing" and don't attach stigma, especially when kids are going to live there
- Service provider and property managers need to work in partnership to expand their portfolios
- Great care needs to be taken to ensure special populations, (e.g. people with disabilities, elders) need to be in places that are safe, not in predatory environment

### Provide Assistance and Incentives

- Tenant-based housing assistance
- Increase ADUs and improved density bonus

## **Are you in support of on-site social services?**

- If there's a large concentration of clients on-site, it's important for services-on-site but it's not always necessary

## **If you had a magic wand, what would you make true about housing in Arcata?**

### Unit and Neighborhood Design that Builds Community Cohesion

- Housing would be in close proximity to transportation, services (bank, grocery store), would have good sidewalks. These are key for people to maintain independence
- Units are well-designed to support community-building among residents

### Additional Ideas

- Universal applications that all property managers use
- City-operated campground that pays for itself
- Facilitate better communications between property managers and service providers - could be part of 211 coordinated entry.
- Having units that are fair market rent is critical. It's what the available rental subsidies covers
- Full continuum needs to be designed for—housing for everybody who lives here

## **2. CREAMERY DISTRICT ARTISTS, RESIDENTS & BUSINESSES FOCUS GROUP**

The following questions were asked of the group of 27 people:

1. Intros: What do you love about the Creamery District?
2. What are the primary issues and barriers to you having adequate and desirable housing?
3. What are the desirable features you look for in housing?
4. What can the city do to remove barriers?

### **What do you love about the Creamery District?**

#### Resident and Business Characteristics

- Business owners are friendly
- There are possibilities for doing things in new ways, and the people here look for that potential
- There is a sense of inspiration – the spirit of landscape and people that reside here

#### Physical Characteristics

- There is an off-plaza center
- The Playhouse Theater
- The location allows for the maintenance of a “neighborhood”
- Its walkability and proximity to town, nature, and the ocean
- The mild weather

#### Artistic Feeling

- It's funky
- It is a cool, artistic space
- It evokes a sense of curiosity

### **What are the primary issues and barriers to you having adequate and desirable housing?**

#### Economic Barriers

- It's too expensive for a family of three if one working adult is making a local wage.
- There is a lack of good paying, local jobs
- Vacation rentals are now impacting affordability

#### Supply and Contracting Barriers

- Because demand for housing is so high, there is a lack of respect, connection and communication between owners and renters. Owners don't need to treat renters well; there's always another person to fill a room
- Management companies are geared toward students, leading to little accountability and a lack of clarity about who to talk to when agreements are broken
- Vacation rentals are decreasing availability of stable rental units for families

#### Other Barriers

- The style of the housing was created around the nuclear family and is no longer connected to the composition of the broader community
- The lack of jobs in the District means we can't live close to where we work which increases traffic in our neighborhoods

### **What are the desirable features you look for in housing?**

#### Neighborhood/Community Connections

- The flow is designed for people (not just cars)
- There is a central space for people to share resources
- There are pocket neighborhoods with green space, encouraging of gardening
- There is a co-housing, village experience, tears down fences and creates the environment for people to turn towards one another
- The design brings residents together; it isn't cookie-cutter
- Gypsy-caravan-style experience of having both communal space and individual space
- There is communal space
- There is shared housing where elderly residents who need care/support are partnered with young people who need jobs
- There are safe stopping spots and safe parking spots to ease the pain/cycle of showering, cooking
- Green spaces are reclaimed

## Units Designed for Artists

- Units are carpet free
- Units are designed with artists in mind and offer a space to create
- Some units are acoustically designed for musicians, or have sprung floors for physical theater
- There is a need for storage space
- There is an interest in ensuring space for solitude
- Space isn't tied to producing art for a gallery. Could offer rotating space where people can create and live for 6-8 months

## Affordability

- The living and working spaces are affordable for artists
- There is a mechanism by which people can receive assistance with payments
- Rent control policies support residents

## Governance/Planning Considerations

- Artists are involved in the design of spaces
- There is some co-op housing (managed and/or owned)
- There is a voting group; people make decisions about their interest

## Examples in other areas:

- East Blair in Eugene, Oregon
- Minneapolis
- Detroit
- "The Wall" Artists' Lofts in Sacramento
- Sisters of Road

## **What can the city do to remove barriers?**

### Communication Improvements & Power and Agency

- Designate a point person to disseminate information before things happen and decisions are made
- There are often good early communications to pull up ideas from us. But an overstretched staff combined with an urgency to meet deadlines means that communications drop off when seeking and acquiring funding. We're no longer involved and then vision shifts during implementation. It's not ill intended, but it's a pattern.
- Desired to stay involved, have power and agency, to co-design what goes into neighborhoods side-by-side with the City.
- Empower residents to make localized (neighborhood-based) decisions about the best ways to maintain green spaces with native plants, food walls (Laramie) or food forests (Seattle)

### Economic Incentives/Supports

- There is past precedent: the City helped with the down payment of the housing co-op
- 99-year lease for \$1 (used in other communities, such as Davis, California)
- Wave sewage and water fees at the time of development
- Waiving fees for ADUs

#### Landlord/Property Management

- Incentivize growing the field of female landlords which can reduce anxiety, hostility and fear for tenants, especially younger women
- Review current regulations and determine how to build in more control over how property managers operate

#### Zoning and Regulatory Changes

- Review current regulations to identify ways in which the City can meet ADA requirements, thus ensuring accountability for accessible ground floor units
- Create more opportunities for people to create beautiful, green artistic spaces throughout city

### 3. LATINX FOCUS GROUP

This focus group was held for Latinx families with young children who live at both Town and Country Mobile Villa and The Courtyard Apartments. The session was held in the Community Room at the Courtyard Apartments. Childcare and dinner were provided to participants, as well as gift cards to a local grocery store as compensation for their participation. The session was conducted in Spanish.

The following questions were asked of the group of 12 people:

1. What was it like for you to find housing in Arcata?
2. Can you share about a housing experience you had that was challenging?
3. If you could wave a magic wand, what would you make true about your housing situation?

The following themes emerged during the conversation, with several direct quotes included in this report to illustrate the themes.

#### Intimidating Application Process and High Application Fees

- "It was hard to find a place in Arcata. I turned in a lot of applications and paid the fees. Most of the time I didn't hear anything back so it felt like I was throwing application fee money away. There is so much paperwork and we had to wait a long time."
- "I'm ok with the trailer I'm in, but it's expensive and I need an extra room. I've been in Arcata for 15 years. I'm trying to find options, but I'm scared to apply to other places. I felt discriminated against when I've applied for housing before. Managers assumed that I don't have good credit, or references, or a long-term job. I don't want to have to go through the application process again—it's scary."

- “It’s really hard to get housing without references and credit. Since I just moved to the US, I didn’t have those.”

#### High Housing Costs and Deposits

- “I think the university has an influence. Rent is high and goes up every year. We should be helping students, not treating them this way. Rent control would help.”
- “Giving a deposit that is 2 to 3 times rent is big barrier.”
- “I would like to buy a house in Arcata, but I don’t have credit yet. The loans I could get are such high-interest. The rent I pay is so high that I can’t save for a home.”

#### Predatory Landlords

- “I think certain mobile home parks take advantage of low-income people with bad credit. They know we’re stuck so they raise the rent on us without warning. One year it went up by \$150.”

#### Rental Repair Challenges

- “When something breaks in our apartment, no one comes to fix it.”
- “Over time my apartment needs work. I don’t know when I should tell the manager because they charge me. One time, water was coming through the closed window and seeped into the wall. I told the manager and they came and fixed the damage but charged me for it. But if I don’t tell them about the problems, then will blame me for it and I will lose my deposit. I’m not sure what to do.”

#### Discrimination and Racism

- “It feels like I’m being singled out and judged more harshly. When neighbors complain about us, managers are quick to act. But when we have issues with our neighbors activities, no one cares. Managers need to be educated. Racism is real here.”
- I felt discriminated against when I’ve applied for housing before. Managers assumed that I don’t have good credit, or references, or a long-term job. I don’t want to have to go through the application process again—it’s scary.”

#### Safety, Especially for Children

- “I want a safe place for my kids to play. There is no playground in our mobile home park. Kids play in the street because that is the only place for them. People drive over the speed limit and it’s dangerous for my kids. Our elderly neighbor complains when they are outside playing. Another neighbor yells at my kids if their ball crosses over into their space. There are homeless people that walk through our park and camp nearby. We find needles on the ground. We need a safe community space and a park for our kids to go.”
- “Security is important to me. I wish there were more lights in the complex, more trash cans around so there was less litter on the ground, traffic calming, safer spaces for the kids. More vigilance for taking care of the space.”

- "People drive too fast on Guintoli Lane. Lots of our kids live all around the 299 on ramp. We need some speed bumps or ways to slow the traffic down. It's not safe and it's not patrolled much."

#### **4. SENIOR LUNCH PROGRAM ONE-ON-ONE CONVERSATIONS**

A member of the consulting team attended Arcata's Senior Lunch Program run by Humboldt Senior Resource Center and had one-on-one conversations with attendees, in addition to supporting lunch-goers to complete the housing survey. The following quotes came from participants:

- "My family has been here for 3 generations. My husband and I have lived in the Lazy J trailer park for 30 years. Our rent has gone up a lot, but I like where we live. I wish it was a little bigger, I guess. Good news is that now we have someone taking care of the grounds because there's a new property manager."
- "I live out of my car, and get money from social services, but I can't afford a place to live. I am a diabetic and need to be eating fresh foods, but I have nowhere to store it. I need access to a refrigerator. This is a health issue. I have been working with True North in McKinleyville to figure out how to create a safe place for people staying in their vehicles to park. We are working with local law enforcement to identify some of the issues associated with these kinds of lots so we can plan while taking those concerns into consideration. At the very least there need to be bathrooms that are made available to the public. I got kicked out of Grocery Outlet, which I shop at regularly, because, well, I look a little rough, but I am a paying customer and they asked me to leave because I used the bathroom before I purchased anything. I was going to buy something, but not after they treated me like that."
- "It's sad, there are people working to help provide for the homeless, but providing a public shower and bathroom isn't solving the root of the problem. Maybe we get fresh and clean for one day and go over and buy a clean shirt to wear for the day, but then what? The City of Arcata is not going to build for the homeless or low-income. We drive down housing value. And what contractor is going to sign on to a development that isn't going to make them any money? This isn't a community development project. There isn't any money in low-income housing, and money drives the decisions."
- "I live on G Street across from the towing company. I was homeless before this. I got kicked out of the last place I was living. The apartments were so close together and instead of talking to me, the young people above me would just call the cops on me to make a sound complaint. They could have just come down to talk to me. I like where I live now, except that it gets so loud at night. The tow trucks beep at strange hours during the night. We have the loudest

neighbors [businesses across the street]. If I could, I would like to live by a school. I like hearing the sounds of kids playing. Something about that is really comforting."

## HUMBOLDT STATE UNIVERSITY STUDENTS

HSU Students comprise an important and substantial subset of the residential population of Arcata. We wanted to understand their experiences with housing without duplicating the housing engagement work that has already been led by on-campus staff and minimize the chances of re-traumatizing students by asking them to share their housing challenges multiple times. For these reasons—in consultation with the HSU Off-Campus Housing Coordinator—we determined that the best course of action was to utilize the existing qualitative and quantitative data available, conduct “pop-up” surveying and hold one-on-one conversations with students on the Quad, and not conduct a student focus group.

### Local, State, and National Context: Student Housing Insecurity

Students across the United States are experiencing homelessness in higher education. The issue is complex in that students have many competing budgeting considerations that are not always covered by financial aid, but certainly contribute to their academic success. 60% of HSU students receive financial aid. According to Crutchfield and Maguire (2018)<sup>1</sup>, 10.9% of California State University students have reported experiencing homelessness in the last year. At 19%, the number of HSU students experiencing homelessness is even higher (2018).

“Two studies have converged on a key observation: an estimated average of 13 percent of community college students (nationally) may be homeless. Homelessness was especially pronounced among Native American students (19% at community colleges and 15% at universities), and students who identified their race/ethnicity as “mixed/other” (17% at community colleges and 14% at universities)” (Goldrick-Rab, Richardson, Schneider, Hernandez, Cady 2018)<sup>2</sup>.

The Humboldt Tenant Landlord Collaboration (HTLC) is a community collaboration of over 140 participants across the county and is designed to address students’ increasing need for off-campus housing support, while also meeting the needs of landlords. HTLC asserts that students are being negatively impacted by a local housing market in which:

- There is not enough development,
- A constrained market raises the asking price of rentals,
- The quality of available housing is inadequate,
- There are non-compliant landlords,
- Rental practices that are inequitable: many application fees are collected for the same property; many students are accepted per room like dorms; people are not housed on a first come first served basis

---

<sup>1</sup> Crutchfield, Rashida and Maguire, Jennifer, *Study of Student Basic Needs*, California State University, 2018.

<sup>2</sup> Goldrick-Rab, Richardson, Schneider, Hernandez, Cady, *Still Hungry and Homeless in College*, Hope Lab, 2018.



## **Town Hall Sessions**

HTLC recently held three town hall meetings which gathered 120 community stakeholders to assess the scope of student housing challenges and to collect data for educational modules that would best support the community's off-campus housing needs. After using a general inductive approach to analyze their data, HTLC held a third town hall meeting in order to present the data to the community (Tomas, 2006). The themes informed the HTLC educational modules that are available at HSU via a hybrid class starting in Fall 2019.

The following themes that emerged from HSU's Town Hall Meetings on Housing.

What students would like to see more of:

- Less stereotypes about students
- Less presumptions
- Respect
- Privacy
- Communication
- Kindness
- Healthier relationships with roommates
- Safe places that are open minded to allowing pets
- Empathy
- Support for students battling mental health issues (depression and etc).
- Less Mold
- A sense of Family and Community

What landlord/property managers would like to see more of:

- Less stereotypes
- Appreciation
- Respect for property
- Education for students on: life skills; education on mediation and dealing with conflict amongst roommates
- Education on financial advice and budgeting
- Education on recycling
- Support for students and also managers on helping students deal with mental health issues, depression, homesickness, domestic violence issues, loss of loved ones
- Properties that are less about tenant/customer and more family and community-based environments

What the community would like to see more of:

- Education on recycling for students
- Open mindedness toward allowing students to have a pet

- Followed by education for students on how to be a responsible tenant, community member, and pet owner
- Trust
- Relationship building between everyone

## HSU Data

From data shared by the HSU Off-Campus Housing Coordinator, we can also gain insight into the experiences of students seeking housing in Arcata.

Between August 9, 2018 and November 5, 2019, 134 people requested assistance with securing off-campus housing utilizing an online intake form administered by the HSU Off-Campus Housing Coordinator.

- 76 students (56%) indicated that they work either part or full-time (or intend to) in addition to going to school.
- On average, the 134 students earn \$820 a month in income.
- 127 students (94%) receive some form of benefits or support in the form of financial aid, student loans, MediCal, CalFresh, and/or Veterans benefits.
- In terms of bedrooms, students indicated the following preferences: 35% wanted 1 bedrooms; 16% were searching for 2 bedrooms; and 10% stated they would accept any housing they could access.
- 33% indicated they had either a cat or dog that also needed to be accommodated.
- 132 students (98%) listed Arcata as their preferred community to live in, though 93 (69%) indicated they would also consider living in Eureka, McKinleyville, Blue Lake, Fortuna, Rio Dell, or Trinidad.
- The average amount these students stated that they would like to spend on rent and utilities is \$816 a month.

In addition to the online intake process, HSU staff tracks the requests and support offered to students via call logs. Between March 26, 2018 and May 27, 2019, staff had 514 contacts with students seeking assistance.

- 93% of requests asked for support in finding off-campus housing information for themselves
- Several requests came from concerned parents looking for housing for their child attending HSU
- Requests or inquires included:
  - Concern about housing shortage, "I might transfer back if there is no housing"
  - Seeking advice about when to start their housing search as they "heard finding housing in Humboldt is very difficult"
  - Asking for recommendations on trustworthy property management companies and/or landlords
  - Requests for assistance with landlords breaching the terms of lease; potentially violating the fair housing act; and additional legal concerns
  - Seeking advice about car camping overnight at HSU

- Questions regarding safety of the neighborhoods in Humboldt
- Parents of color with safety concerns for their child because of their race
- Concerns about mold

## **HSU Student Surveying**

A member of the consulting team administered the housing survey on campus twice. The following themes emerged from one-on-one conversations with students while administering the survey. Several direct quotes are included in this report to illustrate the themes.

### **It's Competitive**

- "Finding a place is hard because it's competitive. I'm just bearing living in an uncomfortable situation because there aren't other affordable options."

### **There's Limited Stock and It's Expensive**

- "I live in Eureka. Finding housing was very hard. The most challenging part was budgeting. There is pressure once you find something, even if it's over your budget because you don't want that opportunity to go away. Still feel like I'm paying too much."
- "I'm living with 3 other people. We each pay \$450 to live in a two-bedroom apartment with 4 people living there. We don't have a yard or a balcony or anything. Could be so expensive because we live close to campus, but still feels like we're getting ripped off."
- "Hard to find housing because a lot of the rooms are already taken. Single-room housing or one-bedroom apartments is pretty consistent with other places I've lived, so the prices seem fair, but they are too expensive if you're a student."
- "Stressful. The lottery system on campus is very stressful. I've looked for off-campus housing, but I am reliant on financial aid, public transit and carpooling. It IS nice to be so close to campus. I can't afford to live off campus. While it's cheaper for me to live on-campus, I've still had to cut my meal plan to afford housing."
- "So many of my friends are just scraping by. If I can't afford housing I can't go here (HSU). I had to fight to get housing on campus. You pay \$200 to even get into the lottery system on campus. I've had people come to me crying saying 'I didn't make it, I didn't make it.' Students should be stressing about their exams, not their housing. My other friend got moved out of campus housing because of black mold. Students were getting sick. The [specific apartments] are dated and small. I pay \$800 a month. I had to fight to get better internet access. We've had an ant infestation, and I keep my spaces clean!"
- "It was hard to find housing with 3 bedrooms. Fortunately, we found something the month before school started. Otherwise I wouldn't have been able to come to school."

### **Parking**

- "There is not enough parking. I live in the Sunset Terrace Apartments and they only provide one parking spot per apartment and no visitor parking."

- “Parking. There is not enough parking. I live on 9th street and park at a grocery store because I can’t find parking by my apartment.”

#### Hard to Get Help

- “I’m from San Jose and my family lives in section 8 housing. There are so many more options there. I’ve been looking for the same resources up here and can’t find any. I live on campus and that’s going alright so far, and not that I’m trying to move my family up here, but I’m just surprised how lacking the resources are.”

## COMMUNITY WORKSHOPS

City staff and the consulting team held two community workshops with the desired outcomes being that by the end of each session, community members would have:

- A deeper understanding of the state and local housing context and needs, and the housing plans that Arcata is currently developing
- Built productive connections across participants based on shared underlying values
- Mapped the upsides and downsides of common tensions that need to be well-designed for when creating housing
- Provided input on housing types, locations, and shared ideas (big and small) for housing in Arcata

The first workshop was held in English on September 23, 6-8 p.m. at the Arcata Community Center with approximately 65 community members in attendance. The second workshop was held in Spanish at The Courtyard Apartments on October 21, 6:30-8 p.m. with approximately 20 people in attendance. Childcare and food were provided at both workshops.

The workshop fliers and presentation are included in [Appendix X. and X.](#)

After brief participant introductions at small tables, David Loya, City of Arcata Director of Community Development, shared information about the state and local housing context, including the 610 units of housing that is required to be addressed in the Housing Element. He also shared the three potential approaches to planning for additional housing in Arcata: infill, annexation, and doing nothing. The pros and cons of each approach was described in greater detail.

## POLARITY MAPPING

Workshop participants then created “polarity maps” which offered a facilitated way for community members to talk with one another about the upsides and downsides of common tensions or polarities which will ideally be well-leveraged through Arcata’s housing plans. These tensions included:

1. Stability (no additional growth) & Change (additional growth)
2. Focus on affordable housing & Focus on market-rate housing

3. Building in our current footprint & Expanding our footprint
4. Planning for the people here now & Planning for the people yet to come (kids who will be adults, HSU students, future generations, etc.)

## ARCATA HOUSING WORKSHOP – September 23, 2019

# Polarity Map

Upsides of focusing on this value	Upsides of focusing on this value
<ul style="list-style-type: none"> <li>• Predictability</li> <li>• Safety</li> <li>• Quality of life</li> <li>• Infrastructure costs</li> <li>• Knowing your fellow community</li> <li>• Lots of people like you</li> <li>• Don't have to put people near hazards like floodplains or build w/mitigation measures</li> <li>• Open space remains open space</li> <li>• Unobstructed views</li> <li>• Maintain your property footprint (no need for ADU)</li> <li>• No change in sun into your home</li> </ul>	<ul style="list-style-type: none"> <li>• Diversity</li> <li>• Investment opportunities</li> <li>• New Community relationships</li> <li>• Children grow up &amp; have places to live</li> <li>• Students want to come/have housing</li> <li>• New architectural styles- staying current</li> <li>• Using green buildings &amp; energy efficient appliances</li> <li>• Chance to learn from bad design, lack of maintenance</li> <li>• Higher the tax base, more infrastructure</li> <li>• Better transit options - more use</li> <li>• Attract talented people</li> <li>• Enough people to support a universal bus system safer, more eyes</li> <li>• Nine senior housing - to offer up nine single family homes</li> <li>• Potentially improved Medical care (? possible)</li> <li>• Increase (?) tax</li> </ul>
<div style="border: 1px solid black; border-radius: 50%; padding: 10px; background-color: #e0e0e0;"> <b>Stability</b>  <b>(Little/No Growth)</b> </div>	<div style="border: 1px solid black; border-radius: 50%; padding: 10px; background-color: #e0e0e0;"> <b>Change</b>  <b>(Growth)</b> </div>
<ul style="list-style-type: none"> <li>• Unrealistic</li> <li>• Exclusionary</li> <li>• Doesn't acknowledge pop/ growth or kids that grow up here &amp; want a home of their own</li> <li>• State control if city doesn't act</li> <li>• No equity</li> <li>• Deterioration of stock/lack of investment</li> <li>• More community, traffic to come to Arcata for jobs</li> <li>• Quality of life</li> <li>• Students may not want to come here</li> <li>• Lack of tall full tax income</li> </ul>	<ul style="list-style-type: none"> <li>• Too fast - could be issues if transit &amp; schools infrastructure can't keep pace</li> <li>• Traffic</li> <li>• Pollution</li> <li>• Noise</li> <li>• Ecosystem disruption - chases out wildlife</li> <li>• Roadkill</li> <li>• Urban/Wildland interface</li> <li>• Crime if jobs/opportunities are not growing at the same pace</li> <li>• Competition for jobs</li> <li>• Long standing community member may leave</li> <li>• More accommodation for seniors               <ul style="list-style-type: none"> <li>◦ Medical care</li> <li>◦ Housing</li> </ul> </li> <li>• Less Medical care</li> <li>• Views change</li> </ul>
<b>Downsides of focusing systematically over time to the neglect of the other value</b>	<b>Downsides of focusing systematically over time to the neglect of the other value</b>

### Synthesis of Polarity Maps

Multiple tables mapped the same polarities. The maps were synthesized and compiled after the workshop.



# Polarity Map

Upsides of focusing on this value	Upsides of focusing on this value
<ul style="list-style-type: none"> <li>• Housing the inadequately sheltered</li> <li>• Housing for everyone</li> <li>• Working to reduce all around housing costs</li> <li>• Potential to increase creating more comfortable living situations gouging rents.</li> <li>• More accessibility for aging population ↑ core density</li> <li>• Keep more young people in community w/positive renting experience</li> <li>• More accessibility increase quality of life</li> <li>• More commerce/support for ? big income ↑ downtown &amp; annexation</li> </ul>	<ul style="list-style-type: none"> <li>• Belong in both upper gradients</li> <li>• Artificial to create this tensions</li> <li>• The polarity is too intensified.</li> <li>• We won't be there</li> <li>• Tiny villages/ eco communities with agreements: composting gardening</li> <li>• An eco-friendly → co-operative Thank you ♥</li> </ul>
<p><b>Planning for the People Here Now</b></p> <ul style="list-style-type: none"> <li>• It's hard</li> <li>• Sea level rise (now)</li> <li>• Too narrow focused</li> <li>• Climate refugees from i.e. SoCal drives up prices (Marine Co.)</li> <li>• Demographics could change not enough diversity</li> <li>• Cultural shock</li> </ul>	<p><b>Planning for the People Yet to come (kids→adults, future generations, HSUs)</b></p> <ul style="list-style-type: none"> <li>• Investment to get benefits later</li> <li>• [Annexation] sprawl = lose ag. land</li> <li>• Infill = higher congestion</li> </ul>
Downsides of focusing systematically over time to the neglect of the other value	Downsides of focusing systematically over time to the neglect of the other value

# Polarity Maps

Upsides of focusing on this value	Upsides of focusing on this value
<ul style="list-style-type: none"> <li>• Stabilize existing community opportunities - employment</li> <li>• People are already living here, and can speak for themselves</li> <li>• Opportunity to look at ADU options</li> <li>• Opportunity for infill - community members vs. outside institutions</li> <li>• Small town approach. Advantage (small town)</li> <li>• Infill more attractive to existing residents</li> <li>• Increasing safety + stability</li> <li>• More housed people - Less unhoused folks (students + otherwise)</li> <li>• More community resources (housing, health, economic, recreation, gardens)</li> <li>• Freed up people to contribute to their personal and communal lives/spaces</li> </ul>	<ul style="list-style-type: none"> <li>• More diversity is possible</li> <li>• If growth in housing is there, City is not caught short</li> <li>• Embraces change rather than having the city plan in fear.</li> <li>• Housing is not dominated exclusively by developers</li> <li>• Helps vs envision the type of community we want.</li> <li>• Prepared for those who are going to come</li> <li>• More efficient and effective uses of resources</li> <li>• Eliminating operating in crisis mode ( proactive &gt; reactive)</li> <li>• Encourages creativity w/in the community</li> <li>• Keeps people interested in coming here (students, tourists, etc.)</li> </ul>
<p><b>Planning for the People Here Now</b></p> <ul style="list-style-type: none"> <li>• Lack of diversity - ethnic, racial, economic</li> <li>• Reactionary planning</li> <li>• Reactionary in political sense</li> <li>• Population may be restricted due to housing; Limiting economic opportunity</li> <li>• Creative influx may be limited due to housing</li> <li>• Housing shortage</li> <li>• Negligent of the upcoming challenges (↑\$\$ and ↑!\$ )</li> <li>• Continuous unwelcoming status quo (P.o.c and low income)</li> <li>• May continue to reinforce differences</li> <li>• Scarcity based</li> </ul>	<p><b>Planning for the People Yet to come (kids→adults, future generations, HSUs)</b></p> <ul style="list-style-type: none"> <li>• Can negatively affect the existing population</li> <li>• May not take into account the needs of existing housing stock - including infrastructure</li> <li>• Existing residents may feel excluded, and not part of the community</li> <li>• Reduces legitimacy of planning itself, as it doesn't take into account existing people</li> <li>• No opportunity to evaluate /follow up on current development</li> <li>• Polarization b/w folks here and now those coming</li> <li>• Further economic strain b/c not addressing current \$\$ challenges</li> <li>• Doesn't address problems of here and now <ul style="list-style-type: none"> <li>◦ leaves lacking mental + additional services as is or in design</li> </ul> </li> <li>• Potential increased anxiety about who might come</li> </ul>
Downsides of focusing systematically over time to the neglect of the other value	Downsides of focusing systematically over time to the neglect of the other value

## Polarity Maps

Upsides of focusing on this value	Upsides of focusing on this value
<ul style="list-style-type: none"> <li>• Affordability</li> <li>• Infrastructure - incl transportation, utilities, etc.</li> <li>• Environment already made</li> <li>• Retaining open land</li> <li>• Less fuel consumption</li> <li>• Greater possibility of access to goods, services, resources</li> <li>• More diverse types of housing; More mixed use</li> <li>• More resident ownership rather than developer ownership</li> <li>• More connectedness &amp; community participation</li> <li>• Less needed for vehicles (walkable)</li> <li>• Less need to build infrastructure (Roads, utilities, gas stations)</li> <li>• Limited amount of land</li> <li>• Persecurating positive land</li> <li>• Sense of community, neighborhood</li> <li>• Mixed - use</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunities for innovative design 7 different types of communities</li> <li>• More space = more housing</li> <li>• More transportation infrastructure built designed creativity</li> <li>• Greater connectivity to other communities</li> <li>• New opportunities for ownership</li> <li>• Could include mixed housing with varying density - co-ops!</li> <li>• Quieter neighborhoods</li> <li>• Move RV &amp; car parking</li> <li>• Locate considerable things in periphery - cause in annex - light trail into town</li> <li>• Land held in community trust</li> <li>• More space around the house</li> <li>• Less expensive to build?</li> <li>• Better for people who have cars (more parking)</li> <li>• More opportunities for businesses</li> <li>• Quieter</li> <li>• Rural gardens</li> </ul>
<p><b>Building in our current footprint</b></p> <ul style="list-style-type: none"> <li>• Congestion</li> <li>• Loss of small town fee</li> <li>• Rules of game change</li> <li>• Increased accidents - esp. more dangerous for non-motorized transport</li> <li>• Lose aesthetic value, including Bay views (taller buildings)</li> <li>• Concerns about property value going down</li> <li>• Greater competition for resources</li> <li>• Space at a premium</li> <li>• Loss of green space for enjoyment &amp; habitat</li> <li>• More noise</li> <li>• More human tension</li> <li>• No sense of space</li> <li>• More rats</li> <li>• Increase in rents (less square footage)</li> <li>• No garden space</li> <li>• Less parking</li> <li>• More pressure on current infrastructure</li> <li>• More when lifestyle</li> </ul> <p><b>Downsides of focusing systematically over time to the neglect of the other value</b></p>	<p><b>Expanding our Footprint</b></p> <ul style="list-style-type: none"> <li>• Loss of farmland</li> <li>• Loss of green space &amp; habitat &amp; public lands</li> <li>• Too costly to build infrastructure needed to do it right</li> <li>• Increase population numbers beyond land capacity to sustain the population</li> <li>• Community would lose character &amp; charm</li> <li>• Sprawl</li> <li>• Increased flooding - sea level rise &amp; storm water drainage problems</li> <li>• More people will move here</li> <li>• Loss of wildlife</li> <li>• Possible flooding in low lying area</li> <li>• Cut trees</li> <li>• More cars/traffic</li> <li>• Infrastructure costs</li> <li>• Lose Ag. card</li> <li>• Potential for when/forest interface (fire)</li> <li>• When/ag. interface (cous, Sun Valley, sheep, cannabis)</li> <li>• Impact on local wildlife</li> </ul> <p><b>Downsides of focusing systematically over time to the neglect of the other value</b></p>

## Polarity Maps

Upsides of focusing on this value	Upsides of focusing on this value
<ul style="list-style-type: none"> <li>• Eliminate sprawl</li> <li>• (Transportation/traffic) Services already there</li> <li>• Saves farmland/AG. resources</li> <li>• Creates a more vibrant community</li> <li>• More walkable/bikeable</li> <li>• Business friendly</li> <li>• Less climate change impacts</li> <li>• Maintains natural beauty of area</li> <li>• Get rid of blight</li> <li>• Use existing infrastructure</li> <li>• Increase housing density with structures</li> <li>• Better use of degraded/under utilized sites structures</li> <li>• Cheaper less taxes infrastructure fees</li> <li>• Use less resources</li> <li>• Less carbon footprint</li> </ul>	<ul style="list-style-type: none"> <li>• Cottage industries (Cypress Grove)</li> <li>• Higher ground (expand to Battlemilt lose)</li> <li>• Broaden tax base</li> <li>• Re-use of former mill sites</li> <li>• Increase in personal space</li> <li>• Easier to develop</li> <li>• Opportunity to create neighborhood character</li> <li>• Increase family homeownership</li> <li>• Financial opportunities</li> <li>• Control land use decision &amp; localized control</li> <li>• Gives people space</li> <li>• Gets to plan infrastructure new</li> <li>• Spreads out traffic (possibly)</li> <li>• May have less parking impacts</li> </ul>
<p><b>Building in our current footprint</b></p> <ul style="list-style-type: none"> <li>• Potential increase in crime</li> <li>• Traffic increase</li> <li>• Parking issues</li> <li>• Noise increase</li> <li>• Loss of privacy - open space</li> <li>• Loss of solar access</li> <li>• Sewer/water capacity</li> <li>• Loss of view - viewshed</li> <li>• Public transportation capacity</li> <li>• Increase population</li> <li>• Increase storm water runoff</li> <li>• Increase in permeable surfaces</li> <li>• Not enough land available</li> <li>• Destroying character of neighborhoods</li> <li>• May need to cut trees</li> <li>• Shading neighbors yards</li> <li>• Blocking solar access</li> </ul> <p><b>Downsides of focusing systematically over time to the neglect of the other value</b></p>	<p><b>Expanding our Footprint</b></p> <ul style="list-style-type: none"> <li>• Loss of natural habitats</li> <li>• High infrastructure cost-short - long-term costs</li> <li>• Sprawl - congestion</li> <li>• Increased automobile dependence</li> <li>• Increase carbon footprint</li> <li>• Loss of productive - Ag lands/forests</li> <li>• Competition for city services</li> <li>• Slower response time for emergency services</li> <li>• Flooding - Liquefaction tsunami hazards</li> <li>• Habitat loss</li> <li>• Loss of natural area</li> <li>• Loss of farm lands/AG</li> <li>• Potentially more people into areas prone to climate change problems</li> <li>• Not enough developable land to meet housing needs</li> <li>• Expensive for infrastructure</li> <li>• Higher energy usage</li> <li>• More roads</li> <li>• More car trips</li> </ul> <p><b>Downsides of focusing systematically over time to the neglect of the other value</b></p>



# Polarity Maps

<p><b>Upsides of focusing on this value</b></p> <ul style="list-style-type: none"> <li>• Create neighborhood character</li> <li>• Increase professionals</li> <li>• Use existing resources</li> <li>• Avoid sprawl</li> <li>• Use empty building</li> <li>• More vitality in downtown</li> <li>• More businesses</li> <li>• Protecting natural resources - wetlands</li> <li>• Reduces transportation</li> <li>• Adding more units to help homelessness</li> <li>• Mass transit</li> </ul> <p><b>Building in our current footprint</b></p> <ul style="list-style-type: none"> <li>• Traffic/congestion</li> <li>• People like their yards/space</li> <li>• Not everyone wants to live in apartments</li> <li>• Still won't meet city's needs for housing</li> <li>• Parking issues</li> <li>• Noise downtown - loss of open space</li> <li>• Higher demand on services</li> <li>• Loss of trees</li> <li>• Too many people (conflict)</li> <li>• Utilities?</li> <li>• Emergency planning</li> </ul> <p><b>Downsides of focusing systematically over time to the neglect of the other value</b></p>	<p><b>Upsides of focusing on this value</b></p> <ul style="list-style-type: none"> <li>• Ownership/more single family homes w/yards</li> <li>• Bigger lots (potentially)</li> <li>• More solar gardening</li> <li>• Reuse old industrial sites</li> <li>• Could be high density housing</li> <li>• Design green space into urban planning</li> <li>• Can be creative</li> <li>• Homeownership (increases housing stock)</li> </ul> <p><b>Expanding our Footprint</b></p> <ul style="list-style-type: none"> <li>• Increased transportation need</li> <li>• Loss of productive working lands</li> <li>• Traffic increase/increased need for parking (otherwise conflict)</li> <li>• Lack of access to campus/downtown other destinations</li> <li>• Loss of opportunity to relieve blight</li> </ul> <p><b>Downsides of focusing systematically over time to the neglect of the other value</b></p>
---	--

# Polarity Maps

<p><b>Upsides of focusing on this value</b></p> <ul style="list-style-type: none"> <li>• More safety in community</li> <li>• More diversity</li> <li>• More stability</li> <li>• Supporting student success</li> <li>• Longevity of community members</li> <li>• Stepping stone to stability &amp; housing</li> <li>• Stability for people who can't afford housing</li> <li>• Peace in Arcata</li> <li>• Easier to put your dollars to important needs</li> <li>• Variety of choices &amp; locations</li> <li>• More quality housing opportunities - less settling for terrible spaces etc..</li> <li>• More equitable for those w/less privileged &amp; resources</li> <li>• Ppl have more money to spend in local biz</li> <li>• Sense of connection</li> <li>• Less anxiety</li> </ul> <p><b>Focus on Affordable Housing</b> AKA subsidized housing for those who qualify for low income access</p> <p><b>Downsides</b></p> <ul style="list-style-type: none"> <li>• Imbalance between jobs &amp; housing → economic growth not necessarily supporting housing/population growth</li> <li>• Climate refugees may flock area</li> <li>• Sustainability</li> <li>• ↑ In population if Arcata offers too much, too affordable housing</li> <li>• (-) Because limited area where we can grow nature</li> <li>• Attracting &amp; keeping professional to health &amp; HSU sectors increasingly difficult</li> <li>• Job availability @ low-wage saturated @ high-wage are lost or reduced - challenge particularly for students to find close employment w/super-saturated local employment market</li> <li>• Lose bringing in people of higher income they bring resources (spending power, professional acumen, spare time to volunteer etc.)</li> <li>• Srew to more affluent people</li> <li>• Demographics implications</li> <li>• Could decrease value of single family homes</li> <li>• Missed opportunity for innovation in market rate housing (affordable by design)</li> <li>• Quality of tenants?</li> <li>• Properties in disrepair</li> <li>• Landlord/tenant laws protect challenging tenants</li> </ul>	<p>Affordable housing is a stepping stone but not a solution to homelessness</p> <p><b>Upsides of focusing on this value</b></p> <ul style="list-style-type: none"> <li>• Provides a housing continuum</li> <li>• Opportunities</li> <li>• Better built structures</li> <li>• More property tax → Better streets, infrastructure...</li> <li>• More diversity → supports middle class families</li> <li>• More professional level folks attracted/stay</li> <li>• Increase in avg. wages/disposable income/biz</li> <li>• Support for more amenities</li> <li>• Freedom choice of housing type</li> <li>• Homeowners want more things &amp; buy them</li> <li>• Invest more in community</li> <li>• No direct subsidies (in taxes)</li> <li>• Will attract professionals (doctors, teachers)</li> <li>• Better care + regulation</li> <li>• More \$ to gov't through increases assessments</li> </ul> <p><b>Focus on Market-rate Housing</b> AKA variety of small single family to high-end housing &amp; condos</p> <p><b>Downsides of focusing systematically over time to the neglect of the other value</b></p> <ul style="list-style-type: none"> <li>• Less density</li> <li>• More homeless issues</li> <li>• Less stability</li> <li>• Doctor, medical professional retention an issue because of homeless issue</li> <li>• Increased houselessness (homelessness)</li> <li>• "Even market rate housing is not affordable"</li> <li>• People buy units and live elsewhere (investment properties)</li> <li>• Increased crime-move valuable homes, increased homelessness</li> <li>• Monopolization from cut-of-area people/landlords</li> <li>• Inequalities in econ/social outcomes, access</li> <li>• Excludes options for most single households</li> <li>• Force problematic &amp; unsafe situations w/crowding in housing not built</li> <li>• Too much space &amp; infrastructure taken by fewer people - cost/person ↑</li> <li>• Future: negative impact on climate change (more energy use driving, etc...)</li> <li>• Improvement of appearance of community</li> <li>• More capital overall (more potential for housing)</li> <li>• Less stress on infrastructure</li> <li>• Higher quality materials - built to last</li> <li>• More \$ for schools (thru property tax)</li> </ul>
--	--

## OPEN HOUSE FORMAT INFORMATION SHARING & INPUT GATHERING

The following posters were hung around the community center for the session conducted in English, with City staff and consultants answering questions and providing support to participants to provide input.

### ARCATA HOUSING WORKSHOP – September 23, 2019

#### Regional Housing Needs Allocation

The State requires that Arcata plan for **610 new housing units** by 2027.

This would require the creation of **76 new housing units** per year.

Our Goals:	
Income Levels	
Very Low Income	142
Low Income	95
Moderate Income	111
Above Moderate	<u>262</u>
TOTAL	610

## Where in Arcata would you put them?

- Go to [cityofarcata.org/152/Housing](http://cityofarcata.org/152/Housing) and find the online map link
- Choose either “Add housing” or “Do not add housing”
- Press the map, zoom in by clicking the + sign, and center the location where you think Arcata should or shouldn’t add housing under the blue arrow icon.
- You can enter comments or a note about what type of housing (apartment, single-family, ADU, etc.) you think would be appropriate in this location and submit.

## ARCATA HOUSING WORKSHOP – September 23, 2019

### Housing Affordability

**Housing is considered affordable when it costs less than 30% of your household's monthly income.**

**Check out this table to see how your household compares to other people in Humboldt :**

Household Size	Annual Income	Monthly Mortgage or Rent (includes insurance and utilities)	Maximum Home Purchase Price
<b>Extremely Low Income</b> (under 30% of Median Family Income)			
1-Person	\$12,600	\$315	\$32,411
2-Person	\$16,460	\$412	\$46,608
3-Person	\$20,780	\$520	\$58,455
4-Person	\$25,100	\$628	\$69,631
5-Person	\$29,420	\$736	\$81,031
<b>Very Low Income</b> (31 to 50% of Median Family Income)			
1-Person	\$21,000	\$525	\$69,966
2-Person	\$24,000	\$600	\$80,249
3-Person	\$27,000	\$675	\$86,285
4-Person	\$29,950	\$749	\$91,371
5-Person	\$32,350	\$809	\$94,052
<b>Low Income</b> (51 to 80% of Median Family Income)			
1-Person	\$33,550	\$839	\$126,016
2-Person	\$38,350	\$959	\$144,349
3-Person	\$43,150	\$1,079	\$158,432
4-Person	\$47,900	\$1,198	\$171,565
5-Person	\$51,750	\$1,294	\$180,786
<b>Moderate Income</b> (81 to 100% of Median Family Income)			
1-Person	\$50,350	\$1,259	\$191,739
2-Person	\$57,500	\$1,438	\$219,402
3-Person	\$64,700	\$1,618	\$242,874
4-Person	\$71,900	\$1,798	\$265,675
5-Person	\$77,650	\$1,941	\$282,160

Sources: HUD Income Limits, 2018

## Everyone benefits from a wide range of housing options!

Creating housing for...	Benefits everyone by:
<b>Very Low Income Households</b>	Providing safe, decent, accessible and affordable housing for the most vulnerable, special needs populations within our community has many benefits. Improving housing stability and affordability improves health outcomes and reduces emergency room visits, public health costs and strain on the police department. Adults who may not have been able to work or participate in community life have greater opportunities to do so, children are exposed to fewer environmental health hazards and are more likely to succeed in school and in life. Senior members of the community can live with greater independence and dignity.
<b>Low Income Households</b>	Improving housing stability by increasing affordable housing options will help retain community members who are a vital part of our local workforce, particularly those in the service industry. Shorter commutes mean less traffic on the roads, reduced greenhouse gas emissions, more quality time with loved ones and more money in their pockets. Children will benefit from improved access to local educational and childcare resources. Creating more housing in this category also opens up housing currently occupied by this group, which could be considered affordable to very low income households.
<b>Moderate Income Households</b>	Creating more housing opportunities for moderate income households in Arcata will help to retain and recruit more middle-income professionals and tradespeople. Individuals who fall into this income category enroll their children in local schools and enrich the local economy by spending money where they live. Creating more housing in this category also opens up housing currently occupied by this group to low income households.
<b>Above Moderate Income Households</b>	More high income housing options will help to retain and recruit highly-skilled professionals who enroll their children in local schools and spend money in Arcata, enriching the local economy. Creating more housing in this category will also free up housing currently occupied by this group which is affordable to middle income households.

## Accessory Dwelling Units (ADU)

### ***What is an ADU?***

An ADU is small home associated with an existing single-family home. Sometimes called a “second unit” or “mother-in-law unit”.

### ***Can I add an ADU to my property?***

YES! Tell us why you can't and we'll try to find a solution. ADU's are an effective use of Arcata's built environment.

### ***Can the ADU be attached to my house?***

Yes, but it can be detached as well. There are four ways to add an ADU to your property:

1. Internal Conversion: Convert a portion of the existing house.
2. Conversion of Existing Garage: Convert an existing structure (garage, shed, etc.).
3. ADU Addition: Build a new addition to the existing house.
4. New Freestanding ADU: Build a detached ADU on the property.

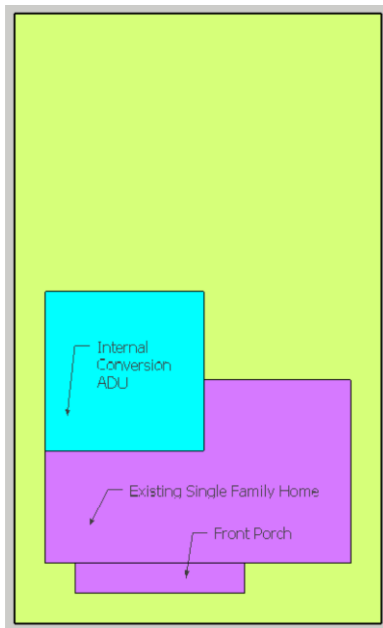
### ***How many ADU's can I build on my property?***

Most residential properties can have one primary house and one ADU.

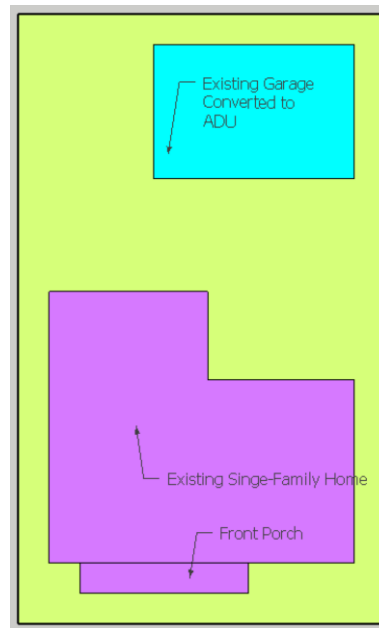
However, parcels zoned residential medium & high density can have more than two houses. Other options may be available for your property. Call 822-5955.

## Accessory Dwelling Units (ADU)

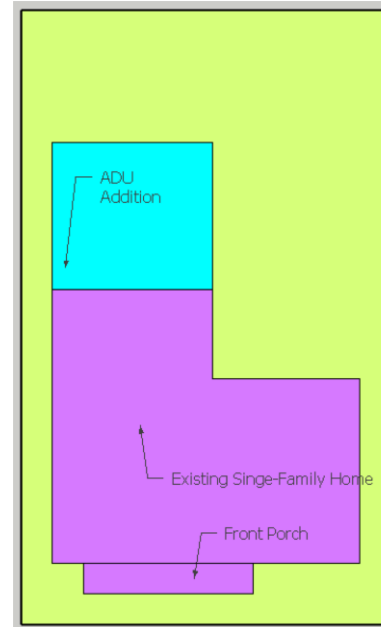
There are four common ways you can create an ADU:



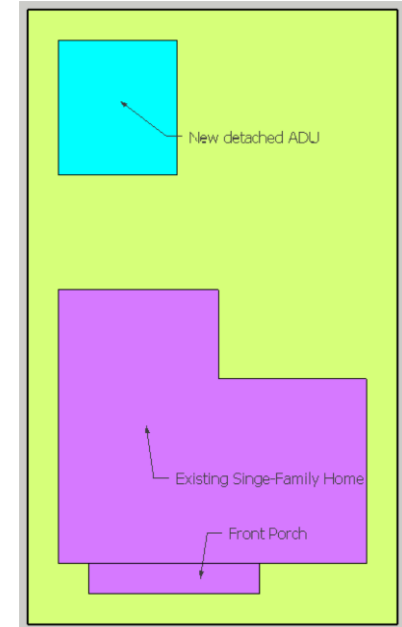
**1. Internal Conversion**



**2. Garage Conversion**



**3. ADU Addition**



**4. New Freestanding ADU**

← Less Expensive More Expensive →

## Accessory Dwelling Units (ADU)

**What are your biggest personal obstacles to creating an ADU?**

I can't afford to buy a home in Arcata in the 1st place.

I don't want a renter living near my house: 1

The planning and building regulations are too confusing: 6

Make providing for parking easier and setbacks

Not too confusing but the ROI for existing regs will not pay off in my lifetime

I can't find a contractor to do the work: 1

Yes! Big time need more contractors

I don't have the cash to do it and I'm not sure I could get financing: 6

ADU's just aren't big enough:

**Vote with a sticker!**

Other Obstacles & Ideas:

Trees

Allow single family homes to offer 1 RV space.  
Perfect for students.  
Affordable for homeowners. Win - Win

Not cost effective to build and then rent

1

## Tiny House

### So you want to live in a Tiny House?

#### What is a Tiny House?

There is no official definition of a tiny house. It means different things to different people. Below you'll find an exploration of the different housing types that might fall into the category of "tiny houses". *CA Health and Safety Code allows "Efficiency Units" as small as **150 square feet**.*

**Current Options:** You can have one of the following right now:  
**150 square feet or larger**

**Really Little House.** You can build an attached or detached house as small as 150 square feet. It could be site-built or pre-fabricated but would have a permanent foundation and water / wastewater services.



**Really Little Accessory Dwelling Unit (ADU).** You can build an ADU as small as 150 square feet. It could be site-built or pre-fabricated but would have a permanent foundation and water / wastewater services. As an ADU, it would have to be located on the same site as another house and could not be sold separately from the other home.



**Groups of Really Little Houses.** You can build each house as small as 150 square feet. They could be site-built or pre-fabricated but would have it's own bathroom, kitchen, and permanent concrete foundation. This would be considered a multi-family residential development no different than an apartment with more than two attached units. The number of housing units is based on the maximum density allowed in each zoning district.



**Micro Apartment Building.** You can build an apartment building where each housing unit is as small as 150 square feet. These could be for rent or for sale (condominium style). The number of housing units is based on the maximum density allowed in each zoning district.





# Housing Programs

The State requires the City to help create, preserve, and improve housing.

## What would you do to accomplish those goals?

### Create Housing

(Example: “Build ADUs”)

Accessory Dwelling Units

- Do not tax ADU’s to incentivize building of ADU’s
- Subsidize the cost of building ADU’s
- Package of pre-approved, fee-free ADU plans. Make it easy & get the word out
- ADU tours to see what its like
- Tiny house village
- Rent control (A.D.U.’s)
- Loan incentives to C.O.A. residents for A.D.U development(s)
- Subsidize low income housing
- Tax parking for housing (those who live) - use the money (recycle back into the system)
- Allow tiny houses to be portable on trailers
- Houseless campground w/facilities
- Allow elders to have roommates without penalty of income
- Affordable-by-Design: Micro Units [300 sf] apartment buildings

### Preserve Housing

(Example: “Maintain our affordable housing stock”)

- Create and utilize a Community Housing Trust
- Make it easier (interest full quality for loans & grants) Lower threshold to improve and provide pressure
- Incentivize owner occupation
- Regulate property owners who don’t live on their property
- Limit # of units
- XX Make it harder to do?
- More owner-occupied homes
- \$ → long-term communities/people to donate
- Inherited or unused land/properties for specific use of housing plan (Tiny Eco Villages and Cooperative housing)

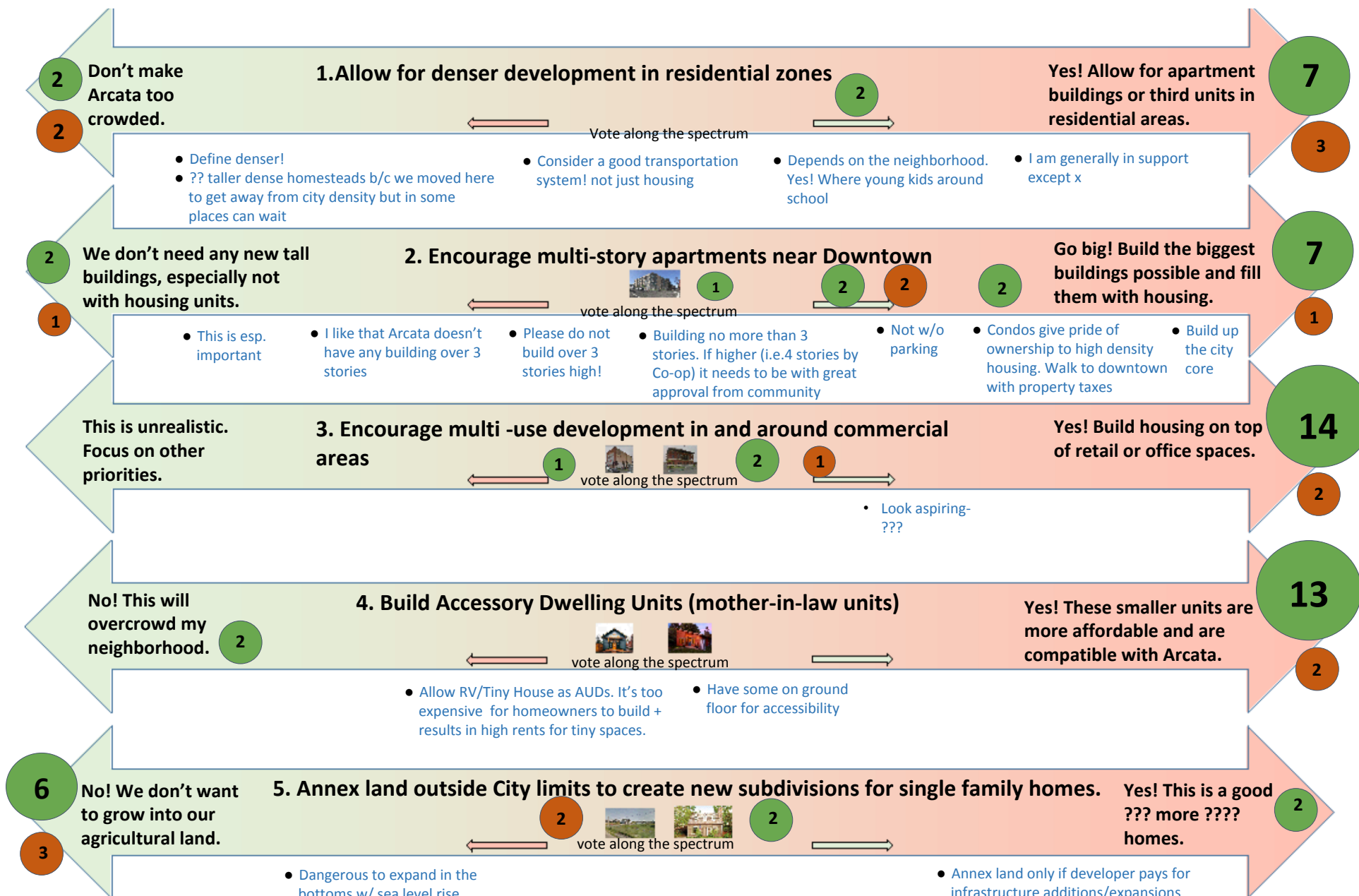
### Improve Housing Condition

(Example: Housing Rehabilitation loans for Low-Income Homeowners)

- Offer low cost contractor services to get the work done **1**
- Increase accountability in already existing (low income) properties **1**
- People are building outside of code - Arcata makes it so hard - they just throw up their hands & build anyway. Arcata needs to make it easier.
- Have tax waivers for low-income/seniors
- Use grant money to pay planners, code enforcers, etc. to assist person wanting to build & do not charge fees. Whether creating, preserving, or improving the whole process is too expensive!
- Offer tax breaks to people who take measures to maintain their homes

Other Ideas:

Mandatory Tax on homeowners ⇒ goes to Wiyot people; or just give it back! 😊 We are squatting on Native Land!



## ARCATA HOUSING WORKSHOP – September 23, 2019

# If Arcata allowed high density housing without public review, what would you like to see provided in the following policy areas?

Please write your ideas and post them in each category below:

### Affordable Housing:

(USING HUD DEFINITION)

- Condos
- Small variety of limits
- 1 affordable per 1 market
- 100%
- Outreach to local tribal members!!  
(Make if free for them)
- 80%
- Yes, Inclusionary: 20% Affordable is imperative
- Affordable and accessible for folks w/disabilities
- % of community housing trust
- At least 30% of units
- Energy efficient affordable homes
- More housing for homeless near transit stops.

### Recreation or Community Space:

- Please be aware of Wiyot Sacred Land. Use this community space to have educational opportunities for kids/people to learn about Wiyot People. Pay Wiyot to educate! Please don't let an old white man teach kids about Indians
- Playgrounds, water features, walking/running paths, event spaces, picnic
- Affordable and family friendly
- Tiny houses village Eco-friendly community composting?
- Community campground for homeless/houseless
- Mandatory

### Energy:

- Lower greenhouse gas emissions
- Solar
- No natural gas all electric
- Smart - Design (sustainable utilities)
- Segregated Parking (properties for people only)
- All new units should be 100% using renewable energy
- Agree w/ renewable energy

### Alternative Transportation:

- Electric pool cars
- Zip cars, bike lockers, plug ins, scooter loans, drop off bikes
- Yes, near transit
- 20%
- Yes, if delux bike garage
- Work w/city planning to establish dedicated bikeway to city center
- Bike infrastructure, safe sidewalks, encourage curfew life
- Keep up the good work with Arcata bus system
- Need a south bound HTA bus stop on South G str.

### Other:

- Architectural review; defined styles, standards, materials, etc. Early input from community -or- defined examples of acceptable styles
- Public review should be required for high density development (x2)
- Still need some form of public review, but could abbreviate
- Climate change adaptation
- "Condominium" Ownership as end result. Land held in city trust
- Condo's
- Connectivity to or new install of recreation facilities as in existing
- Upgrade Arcata Marsh Sewer for increase population
- Public Review is important! Not in favor of this "fast track"
- Is this a setup to develop a fast-track based on this workshop 's majority ??

## ARCATA HOUSING WORKSHOP – September 23, 2019

### In the space below, answer the questions about housing in Arcata...

What is good about housing in Arcata?	What are Arcata's biggest housing challenges?	If you could change one thing about housing in Arcata it would be....
<ul style="list-style-type: none"> <li>• City Center accessible</li> <li>• Most houses are not huge mansions</li> <li>• Lots of older well built homes</li> <li>• In some places you can walk everywhere (except Sunny Brae &amp; Valley West)</li> <li>• Cute old houses make walking around town enjoyable</li> <li>• Walkable, bike lanes, small residential areas with character and community feeling</li> <li>• Walkable and bikeable, lots of parks</li> </ul>	<ul style="list-style-type: none"> <li>• Expansions of HSU student population. Cap HSU students at 6700 FTE</li> <li>• House where group of people can ? that is reasonable in rent; Houses where 8 or more people can live with more rooms renting for 400 per room</li> <li>• Quality affordable spaces</li> <li>• Providing nicer houses for people who work at HSU + in town</li> <li>• Slum Lords who take advantage of students</li> <li>• Cost &amp; availability</li> <li>• Housing/rental markers based around students and not the need of locals</li> <li>• House owners charge way to much for a house that a 1,000 people have lived in over the years. They take advantage of students</li> <li>• HSU setting prices for rental properties based on single living dwelling &amp; flooding family home spaces</li> <li>• Arcata is a desirable place to live; Landlords definitely take advantage of this and charge way too much for rents</li> <li>• Eureka and Mckinleyville rents are 20% cheaper</li> <li>• Transitional housing with more centralized location; Turn library into safe parking/center resource (move library to Ten Pin Building)</li> <li>• Landlords take advantage of renters when they are leaving their house, keeping the deposits knowing that students don't care especially when cosigned by parents. I've had to take or threatened to take landlords to small claims courts to get deposits back. In the last minute the landlord gives in because they know they are in the wrong but don't want to admit it.</li> <li>• Rental market encourages absentee landlords</li> <li>• Housing is too expensive given the median wages + job market. People can't afford it.</li> <li>• Insufficient services for people w/disabilities, addiction or mental health issues + they end up on the street</li> </ul>	<ul style="list-style-type: none"> <li>• Increase infill, use vacant spaces &amp; go up</li> <li>• Better infrastructure – roads, transportation, water</li> <li>• Downtown apartments</li> <li>• More diversity of affordable housing</li> <li>• Offer cheap housing/shelter/campground for homeless people</li> <li>• Keep single home tracts as part of mix which do not allow 2 stories, nor ADU's</li> <li>• More middle &amp; upscale homes in Arcata - many people looking for "East side" homes</li> <li>• More housing for the homeless population</li> <li>• That a 2 income home can afford to buy or rent near our kids' schools and not have to compete with student market for bigger homes</li> <li>• Landlords and property mgrs need to treat renters fairly regardless of income or credit status</li> <li>• Don't allow absentee landlords to own more than 1 property</li> <li>• Any member of a local Tribe should be granted</li> <li>• Housing opportunities for low income folks</li> <li>• Fewer Airbnbs</li> <li>• Place tax on Airbnbs within city limits based on square foot of living space to free up more homes to rent to families &amp; students and even out profit margins from Airbnb</li> <li>• More low-income housing for seniors</li> </ul>

## ARCATA HOUSING WORKSHOP – September 23, 2019

### Concerns, thoughts, or ideas on housing for:

Students	Seniors	Individuals with physical or developmental disabilities	Housing insecure or unhoused families and individuals
<ul style="list-style-type: none"> <li>• Are there other options for annexation than the west wing?</li> <li>• Not enough attention paid to equity - P.O.C. and otherwise</li> <li>• Infill is great, especially if we can develop more group housing with green spaces shared.</li> <li>• If we expand our footprint why not make it high density? It doesn't seem necessary AT ALL to make it conventional building</li> <li>• Have we asked the Native People (Wiyot) @ Bear River Rancheria, Blue Lake Rancheria + Wiyot Tribe. Are there lands that we can give back? We are still on stolen land! - Let's give it back</li> <li>• Connect IHSS workers and folks in need of the services = housing and jobs and care. Anyone can be an IHSS worker!</li> <li>• HSU accepting more students from out of the area with no plan to house them</li> <li>• Intergenerational living is the future + better</li> <li>• RENT CONTROL- I think students in particular may be treated unfairly by landlords and property managers.</li> <li>• The plan for off campus housing specifically for students, with services, had promise, I think</li> </ul>	<ul style="list-style-type: none"> <li>• Condos</li> <li>• If possible, keep people in their own homes and increase services (home care and check-ins)</li> <li>• More housing for seniors to live with multiple people. Taking their incomes into considerations</li> <li>• More housing (small houses) with medical assist with progressive care</li> <li>• Housing development (more than one floor with dining, gym)</li> <li>• Make sure building is close to public transportation options</li> <li>• Not enough access to bus stops. Would like to be able to downsize to downtown when I can no longer drive.</li> <li>• Senior Apartments</li> <li>• IHSS + Bus Stops</li> <li>• More community housing for seniors w/ services onsite/nearby like the one by the Co-op</li> </ul>	<ul style="list-style-type: none"> <li>• Location is extremely important i.e. transportation + access to local services</li> <li>• More WRB cuts</li> <li>• Eco villages</li> <li>• This group has families too &amp; often housing for people w/disabilities doesn't take this into account</li> </ul>	<ul style="list-style-type: none"> <li>• Tiny home village</li> <li>• City camp ground for homeless/houseless</li> <li>• Safe parking for temporary displaced families</li> <li>• Onsite/easily available counselors to connect services and resources</li> <li>• More extensive + frequent public transit options</li> <li>• Transportation - better coordinated</li> <li>• Vacation rentals are plentiful in Arcata, 100+</li> <li>• Need outreach services</li> <li>• LIMIT Airbnb!</li> <li>• Tax within city limits for Airbnb per square foot of living space that would even the playing field for homeless families + students by making it a similar profit margin to rent long term</li> </ul>
<p>For all categories -</p> <ul style="list-style-type: none"> <li>• Climate emergency: Unwise to build in lowland</li> <li>• develop as much in fill as possible + then reach out to industrial + small expansions, use creative green + ?</li> <li>group - provide transport options + affordable entities</li> </ul>			

# What do you love about Arcata?

(not limited to housing)

Draw it, write it, or diagram it here:

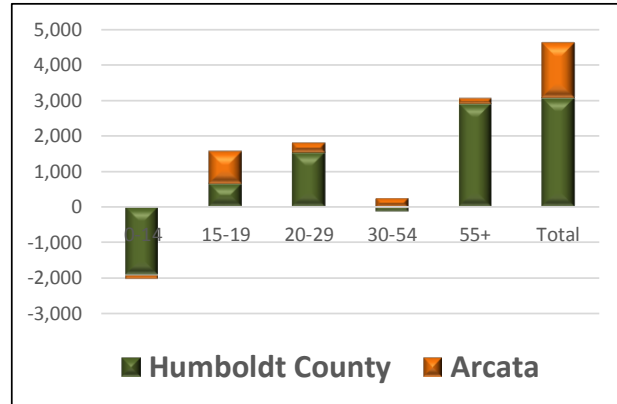
- Bikeability (3)
- The people
- The bike library
- The Co-op
- Arcata House
- The playhouse
- Farmer's Market
- Northern Books
- Power Lunch
- Artistic Community
- All the artists creative people ♥
- Arcata has the potential to be an absolute amazing place, but we need to accommodate all income levels, including the homeless.
- I love that you can walk or bike anywhere but there is still trails, beaches, rivers
- "Connectivity" Design
- Environmental foresight Design
- Arcata Community forest trails – Sunny Brae trails too!
- Dunes & ocean close by
- It has more room for being better than it is "future thinking"
- Walkable , nature trails redwoods
- Aware people, conscious, Eco-Friendly watershed aware
- I love all of the diversity and eco-friendliness.
- I love the eco-friendliness and all of the local businesses we have ♥ and our pretty redwoods
- The Food! I love being able to get almost everything I eat from local growers. Plus so many good restaurants
- Focus on caring for our planet ♥
- I love our community of native people! (6% of our populations in Humboldt)
- Friendly people
- I love all the local food ♥
- The Redwoods
- The marsh
- The community Forest
- Walkable, small, local businesses
- I love how Eco-friendly Arcata is and local businesses and food. We also have a lot of diversity
- Let's start giving back the stolen land! At least pay taxes for living here.

## ARCATA HOUSING WORKSHOP – September 23, 2019

### DEMOGRAPHIC TRENDS THAT AFFECT HOUSING DEMAND

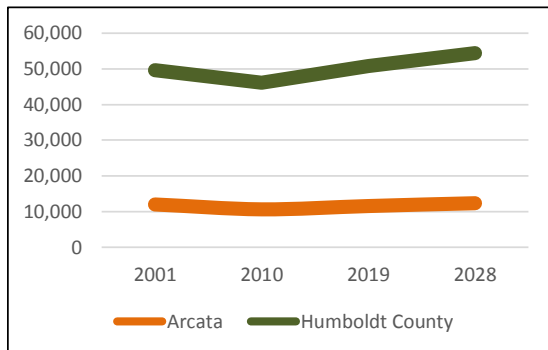
Arcata has grown faster than other areas since 2010.

Population Change: 2010-2019	Change in Persons	Annual Rate
Total Humboldt County	710	0.1%
Arcata	847	0.5%
Eureka	-214	-0.1%
Other Cities	63	0.0%
Unincorporated	14	0.0%



Population Projections by Age Group

Job growth is projected to accelerate in the County but more slowly in Arcata



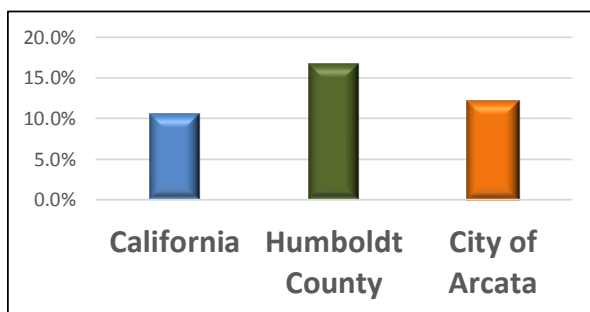
- Humboldt County is projected to see lots of growth in 20-29 year olds and seniors.
- Arcata's projected growth is more even among age groups, with some increase in college age households.

Arcata has a lower median household income, even among older households

Humboldt County	Eureka	Arcata Age of Householder			
		Total	<35	35-54	55 and over
\$43,718	\$39,720	\$30,866	\$20,866	\$39,900	\$40,866

### Special Housing Needs

Humboldt County and Arcata have higher percentages of persons with disabilities than the state average.



- Among young (<30 years) renter households in Humboldt County, 35% are overcrowded and 48% pay more than 30% of their income for rent.
- Among renter households in the 55+ age group, 17.9 percent are over crowded and 40.4 percent pay more than 30 percent of income for rent. Over half of renter households 55+ years old have disabilities



## Housing Needs

**Should Arcata seek to increase housing opportunities for the following groups?**

Senior Households 55+

10

Prime Working Age (30-54) Households with Families

11

Younger Households (23-29)

14

Student Households (18-22)

13

Persons with Disabilities

16

**Should the City support mixed use development to increase jobs with housing?**

15

**Vote with a sticker!**



## BIG & SMALL IDEAS FOR HOUSING IN ARCATA

At another station, a consulting team member was available to chart any additional ideas participants had for housing in Arcata. The following themes and ideas were generated:

### Intentional Relationship Development and Inclusion

- Create bridges between those with power and assets and those without
- Post all housing related information in Spanish
- Develop regulations and protections for landlords and workshops for tenants and landlords to build mutual understanding
- Potential topics: legal rights, responsibilities and obligations
- We need to change the mentality of “mining our neighbors” to “investing in our community”

### Tiny House Villages

- Affordable, eco-housing tiny house villages with composting, recycling, cooperative, organic gardening and access to transportation
- Tiny Home Village (20 - 30 units)
  - Homes with communal spaces also
  - Could be really tiny: single room occupancy
  - Help people get off the street
  - Need contingent lease agreement with the City (and other municipal governments)
  - Need small committed group that would coordinate this solution and make it “shovel ready”
    - Funding/financing

### University-related

- Consider putting a cap on out-of-state students being recruited to relocate to so students aren't forced to live in neighborhoods (because of a lack of other housing options)
- It's irresponsible to recruit people if there's no place for them to sleep

### Land Use

- Sunny Brae neighborhood presents an excellent opportunity for co-housing blocks of once single family units with fences are removed. We need more collective living in this climate change era.
- Community land trust
  - Land with houses currently and vacant spaces too
  - All land that becomes available goes into it to build housing
    - Example: Burlington, Vermont\* and now Denver too
    - \*City owns land, individuals own the homes, and if they don't want to sell, it has to stay in the program (low-income)
- Infill: existing homeowners developing Mother-in-laws keeps investment local, sustainable and affordable

- Need to still design for privacy
- Have pre-existing templates that are pre-approved by city

#### Housing Continuum

- Need the full continuum of housing options - to match parameters of income. Very low income, supportive housing, min-wage workers, and up the income ladder
- Need to also solve for the increased trash that's been brought into natural spaces and camping
- Need a safe legal safe place for people to be and sleep until housing can be provided, and access to services
- More places for homeless students and seasonal trimmers (bank houses?)
- Safe spaces for people fleeing DV situations, resources for families seeking refuge.

#### Planning, Regulatory and Economic Ideas

- Any newer housing built should have a tax on the city of Arcata going to Wiyot governments (Blue Lake Rancheria, Bear River Rancheria, Wiyot Tribe) The US is about 400 years late on rent (and about 150 years late here in Humboldt)
- City needs to develop a reasonable water rate structure (since this is in our sphere of influence)
- Can also share the responsibility across Arcata → Eureka → McKinleyville. Arcata shouldn't be the "high-income bubble". Transportation would need to be invested in
- And regulations: height limits?
- And there needs to be a master plan to support our quality of life and privacy and noise
- More accountability to grants government programs/help for low-income folks to navigate qualifications and paperwork (first time homebuyers more realistic and updated for current time)

## SPANISH COMMUNITY WORKSHOP

(SPANISH) ARCATA HOUSING WORKSHOP – October 21, 2019

### Regional Housing Needs Allocation

The State requires that Arcata plan for **610 new housing units** by 2027.

This would require the creation of **76 new housing units** per year.

Our Goals:	
Income Levels	
Very Low Income	142
Low Income	95
Moderate Income	111
Above Moderate	262
TOTAL	610

### Where in Arcata would you put them?

- Please mark the spot you think new housing units would go on the map.
- Remember, a housing unit could be an apartment building, a condo, an accessory dwelling unit, or a single-family home.
- Think generally about the location, you don't have to pinpoint the exact parcel.

Big RHNA Map 1 of 1

RED ●  
No  
housing  
here.



GREEN ●  
housing  
here.

# How (and where) to create housing?

Rate your support for these development approaches:

## 1. Allow for denser development in residential zones

Don't make Arcata too crowded.



Vote along the spectrum



Yes! Allow for apartment buildings or third units in residential areas.

## 2. Encourage multi-story apartments near Downtown

We don't need any new tall buildings, especially not with housing units.



Vote along the spectrum



Go big! Build the biggest buildings possible and fill them with housing.

## 3. Encourage mixed-use development in and around commercial areas

This is unrealistic. Focus on our priorities.



Vote along the spectrum



Yes! Build housing on top of retail or office spaces.

## 4. Build Accessory Dwelling Units (mother-in-law units)

No! This will overcrowd my Neighborhood.



Vote along the spectrum



Yes! These smaller units are more affordable and are compatible with Arcata.

## 5. Annex land outside City limits to create new subdivisions for single family homes

No! We don't want to grow into our agricultural land.



Vote along the spectrum



Yes! This is a good way to develop more single family homes.

## (SPANISH) ARCATA HOUSING WORKSHOP – October 21, 2019

**Which of these areas do you think are most important for a builder to include in order to obtain a building permit more quickly and at lower cost?**

Please write your ideas and post them in each category below:

### Affordable Housing:

- To have the rent-to-own option
- Affordable prices to buy
- I would like a price that's the same as a rent because I don't make much money, so I'm afraid to not be able to afford it. And I'd like a lower price and a safe place for the kids.

### Recreation or Community Space:

- I would like to have a community center
- More parks
- I would like to have workshops to learn how to cook, sew, and dance
- There should be more amusement parks in the Arcata area
- There should be parks for kids to play

### Energy:

- There should be more solar panels
- Solar energy to be prepared for blackouts
- The entrance is too dark. We need more light to be able to walk

### Alternative Transportation:

- Closer bus stops
- And free transportation to take the bus

### Other:

- To have more communication with you (the City)
- And to help you understand that you should do something about the high prices.

**(SPANISH) ARCATA HOUSING WORKSHOP – October 21, 2019**

**In the space below, answer the questions about housing in Arcata...**

What is good about housing in Arcata?	What are Arcata's biggest housing challenges?	If you could change one thing about housing in Arcata it would be....
<ul style="list-style-type: none"><li>• The public schools are close by</li><li>• There are parks for kids</li><li>• You have schools and work close by</li><li>• The communities and schools</li><li>• Where I live, it's safe and affordable</li><li>• We're owners</li><li>• Arcata is more relaxed. I like it here a lot and also McKinleyville</li><li>• I think it's a sociable community</li></ul>	<ul style="list-style-type: none"><li>• Rent is too expensive</li><li>• Sometimes rent goes up a lot</li><li>• Lower rent</li><li>• We need more safety</li><li>• Where I live, it's safe and affordable</li><li>• You work more to pay more</li><li>• Working with the homeless &amp; providing security from robberies, bikes being stolen off our porch.</li><li>• Housing prices</li><li>• A way to accommodate people with lower income and to be able to pay less based on what someone makes, sometimes it can be unfair.</li><li>• When you're undocumented, the situation gets complicated.</li></ul>	<ul style="list-style-type: none"><li>• To have more access to community services</li><li>• Inaccessible rent</li><li>• Lower rents</li><li>• To be able to rent with the option to buy</li><li>• Not to have so many requisites when you want to rent</li><li>• To investigate people who want to rent. If they have criminal history, e.g. sex offenders, people who live close by should be notified that they are around.</li><li>• To keep the offices where the managers are, open. They are not open even though they have a schedule to be open.</li><li>• If there's maintenance to be done (repairs), it should be done in a week or resolve the issue over a month if not repairing issues in the apt.</li></ul>

**(SPANISH) ARCATA HOUSING WORKSHOP – October 21, 2019**

**Concerns, thoughts, or ideas on housing for:**

Students	Seniors	Individuals with physical or developmental disabilities	Housing insecure or unhoused families and individuals
<ul style="list-style-type: none"><li>• Lower prices to pay rent for students</li><li>• To receive financial support so they can pay for rent because rent is too high for students</li><li>• To have lower rents</li><li>• I would like to ask to lower rent for them so they can finish school without so much stress.</li></ul>	<ul style="list-style-type: none"><li>• I would like to see more opportunities for Seniors with low income to rent their own place.</li></ul>		<ul style="list-style-type: none"><li>• I would like to buy housing in Arcata with my sister. That's my dream, to have a house together.</li><li>• To have a safe community and no high-cost rents and less requisites to rent</li><li>• I would like to see more opportunities for people who don't have their SSN. Because that's an impediment for them and for that reason some families can never buy their house 😊.</li></ul>

# What do you love about Arcata?

(not limited to housing)

Draw it, write it, or diagram it here:





# APPENDIX X

## SAMPLE OUTREACH COLLATERAL

### ARCATA HOUSING WORKSHOP

MONDAY, SEPTEMBER 23, 2019 | 6-8 P.M.

ARCATA COMMUNITY CENTER  
321 DR. MARTIN LUTHER KING JR. PKWY

If you live, work, study, play or build in Arcata, we want to hear your ideas about housing!

The City of Arcata is hosting a fun and interactive workshop to gather community input about housing.

After a short presentation, you will talk with your neighbors about design options to meet our growing housing needs, and then participate in an open-house style input session where you can share your ideas on the kinds of housing you think Arcata needs.

Questions: Jennifer Dart  
(707) 825-2112 | [jdart@cityofarcata.org](mailto:jdart@cityofarcata.org)

**TAKE THE HOUSING SURVEY:**  
[CITYOFARCATA.ORG](http://CITYOFARCATA.ORG)

**REFRESHMENTS PROVIDED!**

**PLAY AREA FOR KIDS!**

### TALLER DE VIVIENDA ARCATA

LUNES 21 DE OCTUBRE 2019 | 6-7: 30 P.M.

COURTYARD APARTMENTS, COMMUNITY ROOM  
3101 BOYD RD, ARCATA

Si vives, trabajas, estudias, juegas o construyes en Arcata, ¡queremos escuchar tus ideas sobre la vivienda!

La Ciudad de Arcata está organizando un taller divertido e interactivo para recopilar información de la comunidad sobre la vivienda.

Después de una breve presentación, hablará con sus vecinos sobre las opciones de diseño para satisfacer nuestras necesidades crecientes de vivienda. Luego participará en una sesión abierta para compartir sus ideas sobre los tipos de vivienda que cree que Arcata necesita.

Preguntas: Jennifer Dart  
(707) 825-2112 | [jdart@cityofarcata.org](mailto:jdart@cityofarcata.org)

**¡HABRÁN REFRESCOS!**

**ÁREA DE JUEGOS PARA LOS NIÑOS**

**TOME LA ENCUESTA DE VIVIENDA:**  
[CITYOFARCATA.ORG](http://CITYOFARCATA.ORG)

### CITY OF ARCATA HOUSING SURVEY

*Hi, Neighbors!*

We're working on **three different plans** right now, and all of them will be better if you **tell us about your experience with housing here.**

We want to understand what housing types will accommodate current and future residents' needs. If you want to live in Arcata, we want to hear from you!

- 1 LOCAL COASTAL PROGRAM**
- 2 HOUSING ELEMENT**
- 3 COMPREHENSIVE STRATEGIC INFILL REDEVELOPMENT PLAN**

**TAKE THE SURVEY!**  
[CITYOFARCATA.ORG](http://CITYOFARCATA.ORG)

### CITY OF ARCATA HOUSING SURVEY

*Hi, Neighbors!*

We're working on **three different plans** right now, and all of them will be better if you **tell us about your experience with housing here.**

We want to hear from people who live in Arcata now, and from people who live elsewhere but would love to live in Arcata in the future.

- 1 LOCAL COASTAL PROGRAM**  
One-third of Arcata is in the Coastal Zone. The Local Coastal Program sets rules for all development within this zone. We are updating our Local Coastal Program as we have new sea-level rise projections that may impact the downtown commercial district and some residential areas. We want to take a responsible path to plan for sea-level rise impacts on agriculture, coastal access, industrial development, wetlands, and other environmentally sensitive areas.
- 2 HOUSING ELEMENT**  
The Housing Element is one of the chapters of the Arcata General Plan. It focuses on current and future housing needs to create policies and plans to preserve, improve, and develop diverse housing types in Arcata. Our goal is to create many kinds of housing opportunities, with a range of costs, to meet growing demand. We also have a responsibility to balance our housing growth needs with economic, environmental, and community goals.
- 3 COMPREHENSIVE STRATEGIC INFILL REDEVELOPMENT PLAN**  
This plan will be a vision and implementation plan for Arcata's next 20-year development cycle. The plan will focus on housing and economic development needs. Our goal is to develop a plan that results in a right-sized, mixed-use, mixed-income, infill development program. We want to encourage development that matches our current and future housing, commercial, and industrial needs.

**TAKE THE SURVEY!**  
[CITYOFARCATA.ORG](http://CITYOFARCATA.ORG)

# APPENDIX X WORKSHOP PRESENTATION

---

DROP IN POWERPOINT PRESENTATION?

# APPENDIX X

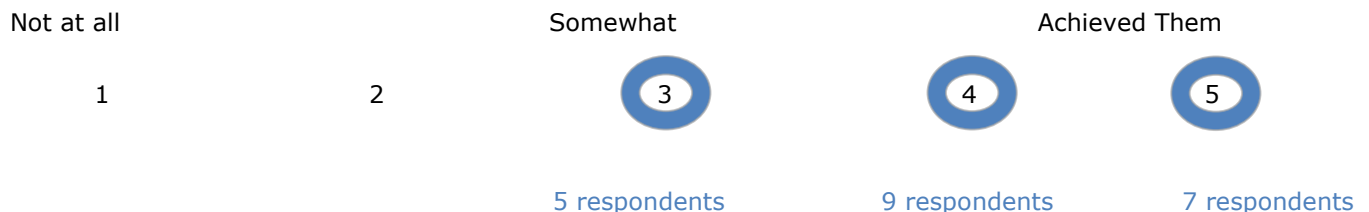
## FEEDBACK ON ARCATA'S HOUSING WORKSHOP | SEPTEMBER 23, 2019

---

The Desired Outcomes from this session were to have:

Learn	<ul style="list-style-type: none"> <li>A deeper understanding of the state and local housing context and needs, and the housing plans that Arcata is currently developing</li> </ul>
Connect	<ul style="list-style-type: none"> <li>Made it possible to identify shared values, and build productive connections based on participant's values</li> </ul>
Work	<ul style="list-style-type: none"> <li>Mapped the common tensions that need to be addressed when creating effective housing strategies</li> <li>Provided input on housing types, locations, and shared your ideas for housing in Arcata</li> </ul>

### 1. How well did this workshop achieve its outcomes?



Comments on outcomes:

- Remains to be seen
- You'll know after you review these sheets

### 2. What was the most valuable aspect of this session?

- The formal presentation (4)
  - Learning about the data behind the needs
  - Helped me understand the general background of the issue.
  - Learning new ideas/ input (other than my own perspective)
  - Local and state requirements per housing requirements
- Brainstorming over conflicts (4)
  - and how to transcend it
  - Polarities session
  - Analysis of tunnel vision
- Talking with city employees and Arcata residents (2)
  - For City officials to listen to suggestions and concerns from the public
- Walking and seeing the posters and learning more about all the projects
- Short, to the point, interactive
- Know humsung (?) members
- Both meeting people and reading or hearing about housing in Arcata
- Getting clarity about the planning issues

- Table talk
- To have a voice
- Awareness (I'm not alone with my housing situation)
- Shared data
- Well organized and conducted

### **3. Suggestions for improvements for future public workshops?**

- More outreach (4)
  - More prior outreach, have more participants
  - More diverse participation
- Large group sharing
  - Less disperse, more large group sharing, not just small tables (2)
- Open the floor to public comments please ☺
- Put housing in context with transportation planning
- What is the next step? How can informed community members contribute?
- Utilize local food vendors over chain vendors. Duh.
- Well done. None.
- Keep up the good work!
- Really well organized and facilitated –thank you!
- Succinct ending with hope
- If only more people cared
- Great job facilitating!