

## A G E N D A

### CFEE Conference on Housing

## The Big Short: Facing California's Housing Deficit

Co-hosted by

*The State Building & Construction Trades Council and  
The California Building Industry Association*

February 7-8, 2019

The Claremont Hotel, Berkeley

While complex and seemingly intractable, California's housing crisis is driven by our collective inability to provide enough affordable homes to keep pace with our needs. The resulting housing deficit escalates cost-burdens on homeowners and renters, squeezes middle and low-income families out of their communities, exacerbates air pollution as workers commute from distant neighborhoods, and entrenches the nation's largest homelessness population.

There is no panacea, but there is a clear and urgent need to dramatically increase the supply of affordable homes. This conference will convene legislators and regulators, housing developers, builders and labor leaders with senior industry, environmental, and community stakeholders to focus on the opportunities to shrink the gap between California's massive housing demand and its woefully inadequate supply.

### THURSDAY, FEBRUARY 7

#### Skyline A – Mezzanine Level

11:30 – 1:00 pm	Buffet Lunch – Arrivals & Check-In – Meritage Dining Room, Lobby Level
1:00 – 1:15 pm	Welcome – Conference Overview and Roundtable Introductions

- Preview of conference topics, speakers, and goals

*Jay Hansen*, President & CEO, CFEE

1:15 – 2:30 pm	Session 1: Lay of the Land
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The California Department of Housing and Community Development reports that the state is staring at a housing deficit of 100,000 units each year over the next decade. Additionally, the U.S. Department of Housing and Urban Development's homelessness survey reveals that upwards of 114,000 people are without homes in California.

- What is the scope of the housing crisis?
- What does "affordable" housing actually mean in California given the high cost of living?
- What steps are required to build new homes? Why does it take significantly longer to build homes in California compared to other states?
- What can we expect from the 2017-18 housing package and recently approved ballot measures?

**Ben Metcalf**, Director, California Dept. of Housing & Community Development  
(10 min)

**Fiona Ma**, Treasurer, California State Treasurer's Office (5-7 min)

**Laura Archuleta**, CEO, Jamboree Housing (5-7 min)

**Dave Sanson**, Chair, California Building Industry Association (CBIA) and  
CEO, DeNova Homes (5-7 min)

Roundtable Discussion

2:30 – 4:30 pm

**Session 2: Stressing the Fault Lines: Local Control, CEQA and Prevailing Wage**

In this session, we look at major areas where agreement has been elusive: Local Control, CEQA and Prevailing Wage. We'll examine the political and policy fault lines on these issues to see where progress has been made and discuss what more can be done.

- How can we enable expedited builds without sacrificing local land use priorities?
- Are there ways to encourage cities and counties to partner as they determine local building fees? How can they be incented to accommodate new housing developments?
- How can we better leverage available land for more housing, including dormant properties and government-owned land?
- What role does CEQA play in housing development? How does it support smart planning? How can it impede homebuilding?
- What might a focused environmental regulatory streamlining look like, and are those measures attainable?
- How do we accommodate living wage and labor expectations, and provide affordable housing units?

**Eric Guerra**, Vice-Mayor, City of Sacramento (5-7 min)

**Jennifer Hernandez**, Partner, Holland & Knight (5-7 min)

**Cesar Diaz**, Legislative Director, State Building & Construction Trades Council  
of CA (5-7 min)

**Ray Pearl**, Executive Director, California Housing Consortium (5-7 min)

**Brian Augusta**, Director of Rural Housing Project, California Rural Legal  
Assistance Foundation (5-7 min)

Roundtable Discussion

4:30 – 4:45 pm

**Break**

4:45 – 6:00 pm

**Session 3: Show Me the Money: Funding Affordable Housing**

While state policymakers have moved to free up monies to seed new affordable housing projects, it's clear that even more is needed if the state is to make substantial headway on providing more housing.

- How can we incent a sustainable supply of capital to build affordable housing? Are additional public dollars needed to jumpstart these projects?
- Is it time to bring back some form of Community Redevelopment Agencies?
- What is the potential for healthcare or other funding to be used to house health-challenged homeless populations?

**Jeree Glasser-Hedrick**, Director of Business and Governmental Affairs,  
California Housing Finance Agency (5-7 min)

**Michael Cohen**, Co-Founder and Principal, Strada (5-7 min)

**Sarah Hunter**, Senior Behavioral and Social Scientist, RAND Corporation  
(5-7 min)

Roundtable Discussion

6:30 pm

**Reception and Dinner – The Claremont Ballroom**

The reception begins at 6:30pm in the Claremont Ballroom. Dinner to follow.

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**FRIDAY, FEBRUARY 8**  
**Skyline A – Mezzanine Level**

7:30 – 8:30 am

**Continental Breakfast – Skyline A – Mezzanine Level**

8:30 – 10:15 am

**Session 4: All Aboard? Transit-Oriented Housing Development**

As cities swell with more people living and working in urban centers, many are recognizing the need for a housing strategy based on transit-oriented development, whereby new homebuilding is prioritized in areas that are adjacent to convenient and affordable transportation options.

Without such integrated planning, roadway congestion is expected to worsen as people continue to live farther away from their location of employment, leaving personal automobiles as the predominant mode of commuting. And for those lower income cohorts that do find housing near their work, they may be stuck in corridors with poor air quality and other undesirable environmental and societal side effects.

- What is the mismatch between the location of available housing and availability of jobs? What are the economic and environmental consequences of this imbalance?
- How can we reduce sprawl while ensuring “elegant” density for infill projects?
- What might a politically feasible transit/housing package look like?
- What do the prospects for homebuilding look like in non-urban or rural areas? How can these communities be part of the housing solution?

**Brian Hanlon**, President & CEO, California YIMBY (5-7 min)

**Matt Regan**, Senior Vice President of Public Policy, Bay Area Council (5-7 min)

**Mary Creasman**, CEO, California League of Conservation Voters (5-7 min)

**Anya Lawler**, Policy Advocate, Western Center on Law and Poverty (5-7 min)

**Carolyn Coleman**, Executive Director, League of California Cities (5-7 min)

Roundtable Discussion

10:15 – 11:30 am

**Session 5: Who’s Going to Build It? You and What Army?**

Any push to increase homebuilding carries with it the implicit need to establish a robust workforce that will actually construct all the new homes. This presents an opportunity to consider how best to attract and train the housing construction workforce of tomorrow. It will be essential to achieving any housing targets as well as being a sustainable jobs pipeline for thousands of Californians for years to come. How do we develop a workforce that is ready to build our way out of the housing crisis?

- What is the state of our housing labor workforce now? What growth is needed if we are to ensure we can meet any ambitious homebuilding goals?
- How might apprenticeship programs change to support the effort to build more homes?
- How widespread is career technical education (CTE) in our public schools? What can be done to augment CTE to make it a viable alternative to higher education?

**Bob Nibbi**, President, Nibbi Brothers (5-7 min)

**Christopher Walker**, Senior Policy Advisor, Walker Strategies (5-7 min)

**Pat Henning**, Director, California Employment Development Department (5-7 min)

Roundtable Discussion

11:30 – 12:45 pm

**Session 6: Model Practices: Innovative Approaches to Housing Development**

The housing crunch in California is pushing government agencies, NGO's, developers and builders to engage in innovative partnerships and practices. It has resulted in expedited yet smart development, clever use of existing housing stock, and housing that has addressed affordability and sustainability holistically.

- What are some examples of innovative, scalable pilot projects and best practices that have spurred new homebuilding?
- How can we stimulate new builds without relegating lower income households to areas with limited economic opportunities?
- What are Accessory Dwelling Units (ADU) and what is the potential for the application statewide? How might "tiny homes" be deployed in California communities?
- How can California align its housing and climate goals? What opportunities are there for builders to tap into zero emission technologies?
- How are some municipalities reducing the water and carbon footprint of their homes?

**David Garcia**, Policy Director, Turner Center for Housing Innovation, UC Berkeley (5-7 min)

**David Guhin**, Planning & Economic Development Director, City of Santa Rosa (5-7 min)

**Jason Caudle**, City Manager, City of Lancaster (5-7 min)

**Panama Bartholomy**, Director, Building Decarbonization Coalition (5-7 min)

Roundtable Discussion

12:45 – 1:00 pm

**Summary and Adjournment**

- Summary of roundtable discussion
- Consideration of next steps

**Jay Hansen**, President & CEO, CFEF

1:00 – 2:00 pm

**Post-Conference Goodbye Coffee Hour – Skyline A – Mezzanine Level**

- Goodbye Coffee Hour & Lite Snacks