

A G E N D A

CFEE Housing Conference

What's the Blueprint? Building Consensus on California's Housing Crisis

March 5-6, 2020

With no quick fix, no silver bullet, on the horizon for California's historic housing emergency, an "all of the above" strategy has organically emerged as state leaders work to address facets of the housing crisis while grappling with sensitive political realities. Will the sum of these loosely coordinated actions sufficiently move the needle on the extraordinary housing challenge before us?

This conference will convene legislators and administration officials, housing developers, builders, and labor leaders with senior industry, environmental, and community stakeholders to discuss the various initiatives underway. We'll explore the root causes of the crisis and how to harmonize, scale, and expedite public and private actions that are needed to slow and turnaround our looming "default future" – a future in which housing unaffordability further destabilizes the well-being of the California economy, environment, and our communities.

THURSDAY, MARCH 5

Skyline Room – Mezzanine Level

11:30 – 12:45 pm Arrivals & Check-In – Buffet Lunch – Meritage Room

12:45 – 1:00 pm **Welcome – Conference Overview and Roundtable Introductions**

- Preview of conference topics, speakers, and goals

Jay Hansen, President & CEO, CFEE

1:00 – 2:15 pm **Session 1 – Progress Report: Legislative, Regulatory, and Market Updates**

In response to the deepening crisis, state leaders have worked feverishly to craft policies to spur homebuilding, reduce displacement, and tackle homelessness. Beyond new legislation and regulation, the Newsom Administration has activated the judicial system as another avenue for catalyzing progress. What's the latest with this flurry of activity?

- What is the state of play as we enter Year 2 of the legislative cycle and the Newsom Administration?
- What does legislation passed in Year 1 aim to accomplish? What oversight is in place to ensure new laws are being implemented effectively?
- What are the prospects for ambitious legislation to encourage transit-oriented development?
- What is the latest with the Newsom Administration's efforts to enforce local government compliance with general plan and zoning rules?

- How are developers and builders responding to new policies? What additional policies and support are needed to get on track with the needed homebuilding?

Lynn von Koch-Liebert, Deputy Secretary of Housing and Consumer Services,
California Business, Consumer Services and Housing Agency (5-10 min)

Scott Wiener, Chair, Senate Housing Committee (5-10 min)

David Chiu, Chair, Assembly Housing Committee (5-10 min)

Roundtable Discussion

2:15 – 2:30 pm	Break
2:30 – 4:00 pm	Session 2 – Reversing the Housing-to-Street Pipeline

One of the vivid illustrations of the housing crisis is the increasing number of unhoused people living in cars, tents, and on streets. The state’s estimated homeless population registers at a woeful 150,000 people without shelter, though many suspect the true number is much higher and growing every day. What’s the strategy for addressing homelessness?

- What are the leading factors creating a pipeline of people ending up on the streets?
- How can cities, regions, and the state work together? Are there any examples of productive partnerships?
- What other entities, public and private, might be involved? What role can the federal government play?
- Why haven’t major investments to decrease homelessness been more effective?
- What can be done to overcome community resistance and build more permanent supportive housing?
- What is being done to account for the environmental consequences, particularly water quality, that accompany homeless encampments?

Darrell Steinberg, Co-Chair, Governor’s Homeless Advisory Task Force and
Mayor, City of Sacramento (5-10 min)

Jim Wunderman, President & CEO, Bay Area Council (5-10 min)

George Searcy, Chief Operating Officer, Jamboree Housing Corporation
(5-10 min)

Amanda Carr, Deputy Director, OC Environmental Resources, Orange County
Public Works (5-10 min)

Roundtable Discussion

4:00 – 4:15 pm	Break
4:15 – 5:30 pm	Session 3 – To Build or Not to Build...Does it Pencil Out?

In this session, we will conduct a group exercise to see how housing projects throughout the state “pencil out.” We will look at affordable housing, middle income homes, and market rate housing projects and examine the key considerations that influence homebuilders’ decision to build...or not build.

- How do homebuilders decide where to build?
- How do they determine the type of housing project?
- Why aren’t they building more affordable and middle income homes?
- What considerations are being made for developments in the Wildland–Urban Interface, areas that are increasingly at risk for wildfires?
- How can public tax dollar incentives be best used to spur the housing we need?
- How are developers and builders responding to the Governor’s plan to open up state-owned lands for affordable housing development?

David Garcia, Policy Director, UC Berkeley Turner Center for Housing Innovation (15 min)

Dave Sanson, CEO, DeNova Homes (15 min)

6:00 pm	Reception and Dinner – Meritage Room
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Welcome Remarks from **Mayor Libby Schaaf of the City of Oakland**

- How is the City of Oakland addressing its housing challenges and opportunities?
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FRIDAY, MARCH 6

Skyline Room – Mezzanine Level

7:00 – 8:15 am	Buffet Breakfast – Meritage Room
8:15 – 9:45 am	Session 4 – Big Fixes or Band-Aids or Bad Ideas? What Is Being Done to Truly Reduce the Housing Cost Burden?

With its soaring rental rates and home prices, the housing market continues to cost burden too many Californians. A host of interventions – ranging from rent control to inclusionary zoning to density bonuses – are already on the books while others are being considered. This session will examine several policies designed to reduce the housing burden and consider which are bad ideas, which are band-aids, and which are the big fixes.

- How is housing affordability affecting California’s economic outlook? Are we experiencing an economic “undertow?”
- What legislative ideas would reduce the time/cost of producing affordable housing significantly?
- What type of rent stabilization programs exist throughout the state? Have these measures been effective?
- Are density bonuses incenting the construction of enough affordable units?
- What about accessory dwelling units (ADU’s)? How big a role can ADU’s play in providing affordable living spaces?
- Should homebuying incentive programs be restricted to first-time homebuyers?
- Looking beyond California, what big ideas are being considered in Hawaii, another housing-challenged state? What is the “Singapore Housing Model,” and would it work in California?

Matt Schwartz, President & CEO, California Housing Partnership Corporation
(5-10 min)

Steve Hansen, Councilmember, City of Sacramento (5-10 min)

Denise Pinkston, Founder and Chair, Casita Coalition, and Partner, TMG Partners (5-10 min)

Stanley Chang, Chair of Senate Housing Committee, State of Hawaii (5-10 min)

Roundtable Discussion

9:45 – 10:00 am	Break
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10:00 – 11:15 am

Session 5 – All Politics is Local

Ground zero for the housing crisis – both in terms of its maladies as well as its remedies – is the local level. This is where residents, workers, businesses, and governments most acutely feel its impacts. It is also where local governments have statutory mandates to plan for housing development in an era when smart, swift growth is desperately needed.

- What headwinds do local governments confront – and cause – in making better use of existing housing stock and greenlighting new developments? What is the state’s role in countering these headwinds?
- What can be done to help local governments with limited resources to implement complex state laws?
- How are corporate and philanthropic actors working with local governments to address housing unaffordability? Are these novel partnerships sustainable long term?
- As cities add more homes, how will they pay for the corresponding increase in city services (i.e. sewage, garbage collection, police and fire, etc.)?
- How can local governments smartly and cost-effectively connect environmental goals with housing needs? What might a regionalized approach to housing and homeless challenges look like?

Tomiquia Moss, Founder & Chief Executive, All Home (5-10 min)

Cheryl Viegas-Walker, Councilmember, City of El Centro (5-10 min)

Brian Hanlon, President & CEO, California YIMBY (5-10 min)

John Vu, Vice President of Strategy, Community Health, Kaiser Permanente (5-10 min)

Roundtable Discussion

11:15 – 11:30 am

Break

11:30 – 12:15 pm

Session 6 – Roundtable with the Lieutenant Governor

Lieutenant Governor Eleni Kounalakis will join the roundtable and share her perspectives on California’s housing and homeless crisis and what lies ahead.

12:15– 12:30 pm

Summary, Next Steps, and Adjournment

Jay Hansen, President & CEO, CFEE