

CC 03-08-2022

Item No. 2

Housing Element Update

Supplemental Staff Report

Desk Item



**COMMUNITY DEVELOPMENT DEPARTMENT
PLANNING DIVISION**

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CITY COUNCIL STAFF REPORT

Meeting: March 8, 2022

Subject

Progress report from EMC Planning Group regarding the Housing Element update process and discussion and approval of the Housing Element update Stakeholders Group. This item was initially presented and discussed at the March 1, 2022 Council meeting.

Recommended Action

Receive report and provide feedback on the progress of the Housing Element update, review the Stakeholders Group selection process and alternatives, consider approval of the Stakeholders group membership and/or the establishment of a Housing Element update Strategy Advisory Sub-Committee.

Discussion

Background

The City is currently preparing its 6th Cycle Housing Element update, which covers the planning period of 2023 to 2031. The Housing Element is part of Cupertino's General Plan and identifies policies and programs intended to meet the housing needs of the City's current and future residents, at all levels of income. State law requires that every city and county in California adopt a Housing Element every eight years to reflect the Regional Housing Needs Allocation (RHNA) established for each jurisdiction by the State. The City's RHNA is 4,588 units for the 2023-2031 planning period.

Once a jurisdiction's RHNA has been determined cities must demonstrate that they have adequate housing sites to accommodate their RHNA. There are guidelines and specific requirements on site selection, that ensure the City has policies in place to support the development of housing for persons at all income levels, as specified by State law. The City is presently in the process of refining and finalizing its site selection inventory, which has been the focus of two Planning Commission study sessions, held on January 25, February 22, 2022. Completing the site selection inventory is a key step in the housing Element update process that will enable the City to define the scope of the Housing

Element update and assess the update in accordance with the California Environmental Quality Act (CEQA).

On September 21, 2021, the City Council awarded a consultant agreement to prepare the 6th Cycle Housing Element update to EMC Planning Group (EMC). Since that time EMC and City staff have held two City Council study sessions, on September 28 and November 16, 2021, focusing on the overall Housing Element update process and State requirements that have greatly expanded the role and extent of public outreach required for the 6th Cycle. Additionally, a separate Housing Commission study session and community workshop were held on December 9, 2021. These meetings were followed by the two previously mentioned Planning Commission study sessions in January and February 2022.

Analysis

On March 1, 2022, EMC provided a status update to the Council on the overall progress of the Housing Element update and the Stakeholders Group selection process. This staff report and the attached material from EMC is a follow-up to the March 1 Council discussion.

The attached memorandum prepared by EMC discusses the State requirements related to affirmatively furthering fair housing (AFFH), which provides additional context for the role of the Stakeholders Group, initially discussed at the March 1 Council meeting. EMC's memorandum also provides alternatives to the Stakeholders Group selection process and presents the idea of forming a Strategy Advisory Sub-Committee that would include Council, Planning Commission and Housing Commission representation.

Next Steps

EMC's scope of work includes a robust public engagement plan, including public meetings and study sessions, community workshops, stakeholder group meetings, online engagement, and translation/interpretation services to be completed in a manner ensuring that a State-compliant Housing Element can be presented to the City Council prior to the State's January 31, 2023 deadline.

The next immediate step in the Housing Element update process is a third Planning Commission work session to finalize the sites selection process. The date for the Planning Commission meeting is currently be scheduled and the meeting will occur in mid to late-March. Following the Planning Commission meeting, a sites selection discussion is scheduled for the April 5, 2022 City Council meeting.

Sustainability Impact

No sustainability impacts.

Fiscal Impact

No fiscal impact.

Prepared by: Luke Connolly, Senior Planner
Piu Ghosh, Planning Manager

Reviewed by: Benjamin Fu, Director of Community
Dianne Thompson, Assistant City Manager
Christopher Jensen, City Attorney

Approved by: Jim Throop, City Manager

Attachment A – EMC Housing Element update Memorandum

CC 03-08-2022

Item No. 2

Housing Element Update

EMC Supplemental Staff
Report and Attachments
A & B

Desk Item



To: City Council

From: Ande Flower, EMC Planning Group;

Date: March 8, 2022

Re: Public outreach update and recommended Stakeholder Group list (continued)

SUMMARY

This memorandum amends the memo presented to Council on 3/1/2022; presents options for going forward with the possibility for a Stakeholder Group; and sets parameters for a potential Strategy Advisory Sub-Committee.

ACTION REQUEST

Consider alternatives for a Stakeholder Group, for a Strategy Advisory Sub-Committee and provide guidance for next steps.

BACKGROUND

The success of the 6th Cycle Housing Element Update process hinges in part on a community outreach and engagement program that is robust, inclusive, and meaningful. In 2018, Assembly Bill 686 (AB 686) established a state mandate that expanded the duty of all California's public agencies to affirmatively further fair housing (AFFH).

The AFFH law mandates that outreach includes "all economic segments of the community." ([HCD AFFH Guidance](#), p. 10.) HCD Guidance and a review of comments on Housing Elements recently submitted by other jurisdictions in the state counsels in favor of efforts to include a wide range of community members and representative groups, including:

- Nonprofit and community-based organizations
- Housing providers
- Lower income and special needs community members and households, including representative organizations
- Churches and community groups serving ethnic or linguistic minorities
- Local and regional advocates and service providers, such as homeless service agencies

In an effort to gain a multitude of perspectives, we have sent personalized Focus Group invitations to past participants in the 5th Cycle Housing Element Update process and to local non-profit housing

providers, community-based groups, and faith-based organizations. At present, we have not received responses from these groups.

EMC Planning Group is also working directly with the ABAG Santa Clara Collaborative Steering Committee for AFFH. By participating with this Committee, we are positioned to provide Cupertino with the most current information for AFFH data integration. Council is being asked to consider several options for forming a Stakeholder Group to complement these ongoing outreach efforts, consistent with the requirements of HCD Guidance.

DISCUSSION

Increased participation is encouraged and we remain open to discovering additional ways to bring people to the Housing Element update discussion. The numbers of people who have joined the December Workshop and who have submitted draft housing plans with the Cupertino Housing Simulator tool have been less than anticipated.

STAKEHOLDER GROUP OPTIONS

The Stakeholder Group is one of several approaches for helping our process meet HCD's AFFH guidelines. We received thirty (30) excellent applications with the online form and paper copies available at the Library and Senior Center. There was one double entry, which explains the strikethrough for number SHapp 21. Using a point system, and a blind-review so that reviewers could not see candidate names or contact information, we had four (4) staff members of EMC Planning Group select the top ten (10) candidates, as follows:

Stakeholder Applicants Recommended for Group:

Corrected List:

Name

John Zhao
Abdullah Memon
Jennifer Shearin
Joseph Fruen
Janet Van Zoeren
Ava Pai-Chi Chiao
Elizabeth Moore
Lisa Warren
Kylie Clark*
Aaron Klinefelter*
David Fung*
Susan Moore**
Ravi Kumar**
~~Shankar Krishnan~~
~~Sean Hughes~~

Initial Incorrect List:

- John Zhao
- Abdullah Memon
- Jennifer Shearin
- Joseph Fruen
- Shankar Krishnan
- Sean Hughes
- Janet Van Zoeren
- Ava Pai-Chi Chiao
- Elizabeth Moore
- Lisa Warren

When EMC Planning Group correlated the blind list with review IDs, there were two names incorrectly added, and three names unintentionally left out. Following is a key to the names listed above with the corrected list of recommended applicants:

*Accidental oversight

~~Unintentional additions to list~~
**Proposed additions to list

Stakeholders are anticipated to inform the planning process by providing dialogue to be summarized and brought to the Council for discussion, determination, and decision-making. Based on the experience of other local jurisdictions in the state, we understand that proposed policies and programs will be accepted by HCD only if there is a through-line between the understood regional housing needs and the proposed policies. Meeting with representatives of those in need of housing enables our process to have the most essential ingredient of our plan going forward: Dialogue that leads to a clear understanding of the housing needs.

A Stakeholder Group can be one part of the City's effort to advance these goals. To best meet HCD requirements, the group should consist of residents, local employees, community-based organizations, service providers, and/or other involved community members in the plan area. A minimum of three Stakeholder meetings will be organized throughout the planning process, including, but not limited to: (1) Plan Kickoff & Goal-Setting Meeting, (2) Policies & Strategies Meeting, and (3) Draft Plan Meeting. All meetings will be online, recorded, and available for viewing with a link on the website and emails sent to all subscribers on the day of availability.

Three options for moving forward with a Stakeholder Group are listed below as OPTION A: Accept the staff-recommended list of stakeholders, as amended; OPTION B: Propose up to ten additional applicants, selected by Council; OPTION C: Council performs a blind selection of applicants, as scored by each Council member and presented at the 3/8/2022 Council meeting.

OPTION A:

Council is invited to re-consider accepting the staff-recommended List of Stakeholders. Among the 13 staff-recommended Stakeholder candidates, seven are representatives and/or advocates for those who may be in need of housing, and six candidates bring a lived-experience and shared perspective of those in need of affordable housing in Cupertino. The dialogue that may be captured with these meetings can help inform decision-makers in discovering how to address the housing needs specific to Cupertino, in response to regional needs. Information learned within this group will be balanced among our multi-faceted and unfolding approach to AFFH research that will be brought to Council.

OPTION B:

Council is invited to add up to 10 additional Stakeholder candidates to the initial List. Collaboration with this Stakeholder Group will be focused on meeting goals of affirmatively furthering fair housing. With this option, please consider that individuals of all incomes, races, and ethnic backgrounds as well as employees of local businesses, community- and faith-based organizations, and public agencies are encouraged to participate. All participants must be open to active listening and agree to participate in ways that remain open to a diversity of perspectives.

OPTION C:

Council is invited to enact a blind assessment of Stakeholders to provide a list of accepted candidates. A point system was initiated to assess potential applicants for the 6th Cycle Housing Element Stakeholder Group. Selection criteria is intended to result in a diverse cross-section of perspectives with people willing to discuss housing needs in Cupertino. A recommended scoring approach is to favor those who may represent either an under-represented role in the community for policy discussion, or embody a cross-section of perspectives. Description of qualifications, a check-box for self-identification, and number of

languages spoken are equally weighted evaluation criteria of 25 points each, and the remaining questions are valued at up to 5 points. See Attachments A & B for support documentation for this option.

STRATEGY ADVISORY SUB-COMMITTEE

Council is also invited to consider enacting a sub-committee of Cupertino leadership. This Strategy Advisory Sub-Committee may help staff and decision-makers familiarize themselves with the many new requirements associated with this 6th Cycle Housing Element update to determine a best-fit strategy approach for meeting HCD's requirements for certification.

Staff recommends that Council consider an advisory sub-committee formed based on the following criteria:

- That the Sub-Committee consist of the Housing Commission Chair, the Planning Commission Chair, and two Council members.
- That the meetings be noticed, available to the public, and recorded for viewing after the meetings.
- That meeting dialogue and communications are focused on overall strategy considerations and not focused on specific details.

HCD GUIDANCE FOR HIGHEST RESOURCE AREAS SUCH AS CUPERTINO

An HCD resource was made available last week is included below for your reference. The recently released guidance focuses specifically on how to address AFFH for "Highest Resource Areas" such as Cupertino. It is essential that Cupertino look beyond their own boundaries to better analyze regional housing needs. HCD Housing Policy Manager Paul McDougal explains within this webinar that solutions for AFFH regarding sites and policies cannot be quantified as part of a prescribed formula, nor can cities follow a SCAG-certified city's approach because the policy solutions, milestones and metrics must be connected to comprehensive analysis of housing needs. Instead, staff is continuing to learn through HCD's iterative process of providing guidance materials. As discussed within the panel for this webinar, HCD has not had much experience reviewing jurisdictions for AFFH compliance that are comprehensively within the Highest Resource category, as assessed by the California Fair Housing Task Force (see Source Data links below for more information). Following is a link to the HCD webinar:

<https://mtcdrive.app.box.com/s/0cwlyb6ins8ly2p9pogze1cgzuhrv940>

UPDATE TO PUBLIC OUTREACH NEXT STEPS:

- Initiate a new, stand-alone Engagement HQ website for Housing Element Update outreach and communications.
- EMC Planning Group to provide bi-weekly updates to Council and to subscribers to the website.

SOURCE DATA:

To learn more about "Highest Resource Areas" please visit this site to find links to mapping and methodology: <https://www.treasurer.ca.gov/ctcac/opportunity.asp>

ATTACHMENTS:

Attachment A: List of Stakeholder applicants and submitted answers.

Attachment B: Score-keeping table for OPTION C for Stakeholders.

Applicant Identification	I am interested in contributing to the discussion for Cupertino's Housing Element update process. 0-5 POINTS	I would like to be an ambassador to share information about Cupertino's Housing Element update process. 0-5 POINTS	I am willing to commit to prepare for and attend Stakeholder meeting (3-5 anticipated meetings) to prepare for discussing many different aspects of the Housing Element update. 0-5 POINTS	I believe that I should be considered as a candidate for Cupertino's Stakeholder group for the Housing Element update. 0-5 POINTS	Please state in less than 200 words why you are qualified to be a member of Cupertino's Stakeholder group. 0-25 POINTS	Have you participated in a policy advisory group either in Cupertino or another location? 0-5 POINTS	Please check all of the following that apply to you: 0-25 POINTS	Do you speak a language in addition to English? 0-25 POINTS	Score
SHapp-01	Yes	No	Yes	Yes	<p>During the nearly 25 years that I have been advocating for low-income housing, I helped found Housing Choices, an organization that very successfully functions as a catalyst to create very low and extremely very low-income housing, with preference for people who have IDD (Intellectual Disabilities). As a board member for this organization, I learned a great deal about the multitude of housing related issues people face, far beyond having enough money to cover their rent. Understanding the needs and many of the issues the developers face in trying to provide extremely low-income units has been important too. Funding is another big piece of the puzzle as is understanding the bureaucracy of city governments and the politics of its city leaders. Most important of all has been creatively thinking about ways to meet housing challenges.</p> <p>I have a PhD in neurophysiology and have done research at Michigan State University, Roswell Park Cancer Institute in Buffalo NY and at the University of Pittsburgh, where I taught and received tenure before moving to Cupertino in 1976. Here I taught at both West Valley and DeAnza Community Colleges. I have also been a leader of several parent advocacy groups in this area.</p> <p>My volunteer work in affordable housing and training as a scientific problem solver qualify me to be a member of Cupertino's stakeholder group.</p>	Yes	Property owner, Long-term Cupertino resident, Parent group Leader, Older Adult, Advocacy Group Leader, Founding board member of Parents Helping Parents and of Housing Choices. Former instructor at De Anza College and West Valley Community College, Served on the Program and Policy Committee of the San Andreas Regional Center for over 15 years	No	
SHapp-02	Yes	Yes	Yes	Yes	<p>I am 16 years old and a lifelong resident of Cupertino. I am also from a low-income, immigrant, and Muslim family that has lived in BMR housing for close to twenty years. We were recently given the opportunity to be part of the Section 8 Housing Voucher program, where I was personally exposed to housing discrimination. I believe I am qualified to be in the Stakeholder Group because I am a direct result of our housing crisis and understand how to get young people involved. I understand how the lack of housing affects families, young people, and our culture, while also understanding what needs to be done to bring change and improve the quality of life for students and families. I will use my experience as a community and youth leader, as well as my lived experiences, to tackle to complexities of our housing crisis as well as public opinion of the crisis. It is important to have a younger, minority voice on the stakeholder group, to make sure we get all opinions and perspectives, to make sure the group makes appropriate policy decisions and recommendations.</p>	Yes	Renter, Long-term Cupertino resident, De Anza Community College student, (Family of Renters, Teen Employee, FUHSD student)	Hindi, Sindhi and Urdu	
SHapp-03	Yes	Maybe	Yes	Yes	<p>I have lived in Cupertino for 37 years and am very familiar with our city, the various areas, traffic, issues and the general Housing Element process. I have been active and participated in many city meetings, housing element/general plan amendments and would commit to attending and participating in these meetings to help come up with the best solution for all of Cupertino.</p>	No	Property owner, Long-term Cupertino resident, Older Adult	No	
SHapp-04	Yes	Yes	Yes	Yes	<p>I'm part of the Age Friendly Cupertino task force, and president of the Cupertino Senior Center Advisory Council. Our members are deeply engaged in addressing the lack of senior housing and services for our aging population. Currently approximately 1 in 3 households has a resident over the age of 60, with minimal availability of facilities to address their needs. Our school enrollment is declining at the rate of an elementary school a year due to lack of housing for new families.</p> <p>The Housing Element is an opportunity to plan for badly needed housing to fit community needs as our community changes. As a resident of over 30 years, I can be a strong contributor to that conversation from my knowledge of the community, the city and civic operations. In my professional career, I've worked in universities, government and corporate positions as well as publishing. I served two terms on the Cupertino Library Commission and have been active in professional library roles, as well as a community volunteer.</p> <p>I look forward to participating in the Housing Element process.</p>	Yes	Property owner, Long-term Cupertino resident, Older Adult	No	
SHapp-05	No	No	No	No	I am a resident of Cupertino	No	Property owner, Recent resident	Hindi, Tamil	
SHapp-06	Yes	Yes	Yes	Yes	<p>As a member of Cupertino's Stakeholder group, I would represent a number of stakeholders. I am the Public Policy Coordinator at West Valley Community Services (WVCS), a nonprofit serving Cupertino residents with significant focus on housing. I work directly with clients, and would be sure to gather information from and give information to our clients, many of whom are most in need of housing in Cupertino. I am 24 years old, and as a young person still advancing my career, I experience firsthand the struggle to find affordable housing and have unique desires in terms of housing, such as proximity to downtown, walkability, and type of housing. I am also a member of the Valley Transit Authority (VTA)'s Citizens Advisory Committee, giving me a unique and deep understanding of transportation, which greatly intersects with housing and will be crucial to consider in the Housing Element process. Last, I am knowledgeable about the Housing Element, and am tracking the process for four other municipalities through my role at WVCS. I serve as a Los Gatos Planning Commissioner and am a member of many community groups, all of whom I would be happy to serve as a liaison for.</p>	No	Renter, Advocacy Group Leader, Younger adult, nonprofit employee, transportation specialist	Spanish	

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SHapp-07	Yes	Yes	Yes	Yes	<p>I have a multitude of qualifications that make me an excellent candidate. My 12+ years of home rental in Cupertino give me a strong understanding of the needs and wants of those seeking housing in Cupertino. Secondly, as Senior Warden (Board of Directors Chairperson) at Saint Jude's Episcopal Church in Cupertino, I regularly discuss housing with a wide variety of local residents. Recently, I helped organize a series of forums at the church on local housing standards and housing allocations, working with local resident groups and advocacy organizations to discuss the complicated issues surrounding housing in Cupertino.</p> <p>I've acted to bring positive change to Cupertino for over a decade, with a focus on creating safe and enjoyable means of using alternative transport, which affects residents wherever they live and work. I've served as a Bike/Ped Commissioner and am currently a boardmember for Walk-Bike Cupertino, a local advocacy group. I'm also a Cupertino High School PTSA boardmember and Safe Routes to School Parent Champion. Furthermore, I avoid partisanship in local issues, consistently discussing community concerns with residents with diverse views on local politics. I care deeply about this city's future, and would welcome the opportunity to share in its shaping.</p>	No	Renter, Recent resident, Faith-based organization Leader, Parent group Leader, Advocacy Group Leader	No		
SHapp-08	Yes	Yes	Yes	Yes	<p>Being a resident at Cupertino for the past 30+ years and having witnessed the changes in the City, I am interested to do whatever I can to make sure Cupertino remains a safe and friendly city for myself and our community.</p>	No	Property owner	Chinese		
SHapp-09	Yes	Maybe	Yes	Yes	<p>1) Understand the need of increased housing density to sustain population and economic growth for Cupertino and California; 2) understand, suggest, and propose new building code changes to support higher housing density in Cupertino area; 3) Make people at all income levels benefit from higher housing density.</p>	No	Property owner, Long-term Cupertino resident	Chinese		
SHapp-10	Yes	Maybe	Yes	Maybe	<p>I am deeply interested in a future where Cupertino is more sustainable and accessible than it is today, and I believe housing is the main tool through which we can create a more inclusive, stronger, and sustainable community. I grew up in Cupertino, living 15 years here throughout primary, middle and high school, in addition to 2019 to 2021 as well. Leaving for college after high school showed me just how sheltered and isolated Cupertino is from the rest of the Bay, and country. I care deeply about climate change and equity outcomes for all citizens, and academic, professional, and personal experience have convinced me that housing and the built environment are crucial determinants on the success of climate-related and equity-concerned government policies. Personally, I also want to rent and live car-free, and Cupertino is neither a place I can afford to rent-in, nor a place that is enjoyable to live in without a car. I hope that we can use the HE process to build a Cupertino that is more accessible for more socio-economic classes, and more prepared for a climate-impacted future.</p>	No	Renter, Long-term Cupertino resident	No		
SHapp-11	Yes	Yes	Yes	Yes	<p>As clergy and a faith leader, not to mention renter myself, I am keenly interested in how Cupertino can provide equitable and affordable housing for every member of our community. The crisis in housing is the preeminent social justice issue we are facing as a community in the Bay Area. I want to see us on the leading edge of creatively addressing this problem.</p>	No	Renter, Faith-based organization Leader	No		
SHapp-12	Yes	Yes	Yes	Yes	<p>I am fairly engaged resident of the community on local issues that affect our community. Housing is an important part of the discussion in our city. I believe I can contribute to solving this problem.</p>	No	Long-term Cupertino resident	Tamil, Telugu.		
SHapp-13	Yes	Yes	Yes	Yes	<p>I read all the housing related bills at city, county, state and federal level as I am involved in this topic. I am a centerist and willing to listen all sides of discussion. I don't have political stake on this topic to win election which makes me unbiased. I don't homelessness can be solely attributed to housing. It is related to mental health as well. I believe in looking at it holistically.</p>	No	Property owner	Hindi		
SHapp-14	Yes	Maybe	Yes	Yes	<p>At City level, I have participated in General plan and Housing element related meetings since 2014. In April 2018, I organized a Silicon Valley Housing Forum in Cupertino which had a five member (four elected council members and a moderator) panel from three different bay area counties. I also attended and spoke at ABAG/MTC CASA and RHNA meetings in 2018. I currently serve as a Cupertino City Housing Commissioner.</p>	Yes	Property owner, Long-term Cupertino resident	Hindi, Tamil		
SHapp-15	Yes	Yes	Yes	Yes	<p>I have participated in local planning and 'politics' for decades. I have spent many long nights attending city council and commission meetings. I am someone who very closely follows our City's public process, I often notice that there are areas others have overlooked, or have difficulty understanding. I have a familiarity with the issues and often an eye for details.</p> <p>I would bring to the group a working relationship with the real-estate community, as I have worked in local residential real estate for 19 years.</p> <p>I work well with others and I have the trust of our community and elected officials. I believe that I can accurately represent a good cross section of current and future residents. I'd like to be involved to help ensure that this process is successful. There is always more to learn.</p> <p>I have two adult children in their early 30's who have navigated the rental market in the Bay Area and hope to be home owners at some point.</p> <p>I have a close family member who, within the last five years, held positions at two nonprofit organizations focused on housing the unhoused.</p>	No	Property owner, Long-term Cupertino resident, Advocacy Group Leader, Regular, /Frequent attendee of Cupertino Council and Commission meetings	No		
SHapp-16	Yes	Maybe	Yes	Yes	<p>I am a retired Registered Nurse and worked at Stanford Hospital and Clinics and Palo Alto Medical Foundation. I have lived in Cupertino for over 40 years and before that went to school and worked in Los Altos, Mt View, and Santa Clara. My Children have gone to Cupertino Schools. I am interested in maximizing affordable housing in and around our city. I am not affiliated with any real estate or property development business. I am an average citizen of our city and wish to help.</p>	No	Property owner, Landlord, Long-term Cupertino resident, Recent resident, Older Adult	No		

Applicant Identification	I am interested in contributing to the discussion for Cupertino's Housing Element update process. 0-5 POINTS	I would like to be an ambassador to share information about Cupertino's Housing Element update process. 0-5 POINTS	I am willing to commit to prepare for and attend Stakeholder meeting (3-5 anticipated meetings) to prepare for discussing many different aspects of the Housing Element update. 0-5 POINTS	I believe that I should be considered as a candidate for Cupertino's Stakeholder group for the Housing Element update. 0-5 POINTS	Please state in less than 200 words why you are qualified to be a member of Cupertino's Stakeholder group. 0-25 POINTS	Have you participated in a policy advisory group either in Cupertino or another location? 0-5 POINTS	Please check all of the following that apply to you: 0-25 POINTS	Do you speak a language in addition to English? 0-25 POINTS	Score	
SHapp-17	Yes	Yes	Yes	Yes	I am a Asian American millennial / Gen Z young adult who grew up in the City of Cupertino. I have experience with planning, housing, and transportation in various contexts: as a student advocate as part of Stanford Coalition for Planning an Equitable 2035 (SCoPE 2035); as a Housing Commissioner from 2017 to 2019 (Vice Chair in 2018 and Chair in 2019); as a practitioner who recently got a Masters in Community and Regional Planning from University of British Columbia, and previously interned with the Metropolitan Transportation Commission (MTC) and San Francisco Municipal Transportation Agency (SFMTA). I have a nuanced understanding of issues relevant to housing and development from my past experiences. I believe that youth perspectives are critical in the conversation on housing, since this will have long lasting impacts in our community and regionally. I am a youth organizer in my paid work, so I have connections and relationships to young people not just in Cupertino but throughout the South Bay. I hope that I can leverage those connections to effectively represent the interests of young people in this stakeholder process.	Yes	Renter, Property owner. Long-term Cupertino resident. Advocacy Group Leader. Clarification: I live with my parents at home who are homeowners and rent from them. I am also a young person (I believe that if "Older Adult" is included as a demographic category, it should be just as important to include other age brackets).	Chinese		
SHapp-18	Yes	Maybe	Yes	Yes	I grew up in Cupertino attending McAulliffe, Kennedy, & Monta Vista schools. Also, I taught kindergarten & first grade at two CUSD schools. Currently, I am at substitute in the district and take care of my two pre-school age children. I care deeply about the Cupertino Community and want it to thrive.	No	Property owner, School Employee	No		
SHapp-19	Yes	Yes	Yes	Yes	I am an active local citizen and lifelong Cupertino resident. I have served as a community block leader, attended city meetings, and would love to bring my perspective as a parent of two young children to the city's housing efforts.	No	Property owner, Long-term Cupertino resident	Cantonese		
SHapp-20	Yes	Yes	Yes	Yes	I am an attorney by training and trade, which gives me an additional toolset in evaluating which sites and what policy changes would make the greatest impact in helping Cupertino equitably site and sufficiently encourage housing growth in the city. As Policy Director for Cupertino for All, I've hosted local events—including a joint town hall with West Valley Community Services—to bring people up to speed on the new Housing Element process, including explaining such laws that directly impact this process as AB 686 and AB 1397. Many residents approach this process with trepidation—a problem I've successfully confronted before as part of CUSD's Citizens Advisory Committee, which was tasked with the difficult and emotionally charged challenge of helping the board decide which schools to consolidate to address declining enrollment. As a younger professional who recently made the transition from renter to homeowner, I'm deeply and personally familiar with the challenges people struggling to afford to live here face. As a third generation resident, whose grandfather still lives here, I also daily witness what older seniors endure in a car-centric city. I want to help Cupertino achieve an HCD-compliant Housing Element so we can solve these problems together.	Yes	Property owner, Landlord, Long-term Cupertino resident, Advocacy Group Leader. I recently made the transition from being a renter to owning a duplex—a type of missing middle housing	Italian, German		
SHapp-22	Yes	Yes	Yes	Yes	I am a long-time advocate for innovation in housing and development, with a focus on creating greater opportunities for diversity and equity. I have a long volunteer history in Cupertino including terms as a Planning and Parks & Recreation Commissioner. I have been an energetic participant in the local and regional discussions around housing policy and have a great deal of experience in engaging and promoting the discussion around policy.	Yes	Long-term Cupertino resident, Advocacy Group Leader	No		
SHapp-23	Yes	No	Yes	Yes	First and foremost, longevity. I have been a resident of Cupertino for over 20 years. I have seen buildings and businesses come and go. I would love to contribute my knowledge.	No	Property owner, Small business owner, Landlord, Long-term Cupertino resident, Older Adult	No		
SHapp-24	Yes	Maybe	Yes	Yes	Cupertino needs more housing but not more traffic. I want to help Cupertino figure out how to build housing and allow growth without increasing traffic or adversely affecting the quality of life in the neighborhoods.	Yes	Renter, Recent resident, I work for Apple	No, Some basic Mandarin and Spanish		
SHapp-25	Yes	No	Maybe	Yes	I work with a non profit agency working on ending homelessness	Yes	Non-profit housing developer	Spanish		
SHapp-26	Maybe	No	No	No	Cupertino is perfect as it is. More housing means more population density. It means more traffic and crowds. Let's keep Cupertino as it is. Bigger does not mean better.	No	Property owner, Recent resident	No		
SHapp-27	Yes	Yes	Yes	Yes	I believe that as a renter who has recently moved to Cupertino from a much less expensive housing market, I can provide helpful input from a different perspective than many of the other stakeholders are likely to have. I am an engaged citizen who is willing to put in the work in order to help the city develop in an inclusive and equitable way for all of its residents.	No	Renter, Recent resident	No		
SHapp-28	Yes	Yes	Yes	Yes	I have been a Cupertino resident for 25 years and seen the city grow	Yes	Property owner, Small business	Hindi		
SHapp-29	Yes	Yes	Yes	Yes	As owner and developer of the former Valco Shopping Mall and now Reed Moulds, Managing Director of Sand Hill Property Company, we	Yes	Property owner, Major employer	No		
SHapp-30	Yes	Yes	Yes	Yes	My family owns the house I live in for more than twenty five years. I know first hand, we have many seniors who live in large houses and I want to help us Cupertino move forward to keep our city alive with Thank you,	Yes	Property owner	Spanish, Chinese		
	Yes	Maybe	Yes	Yes	I am a property owner in Cupertino with grandchildren in the public s	No	Property owner	No		

Attachment B

[illegible]

CC 03-08-2022

#2

Housing Element
Update

Written Comments

From: [Sue Moore](#)
To: [Darcy Paul](#); [Liang Chao](#); [Jon Robert Willey](#); [Kitty Moore](#); [Hung Wei](#)
Cc: [Cupertino City Manager's Office](#); [City Clerk](#); [Benjamin Fu](#)
Subject: Please include the 2020-21 Housing Survey in Housing Element Process
Date: Tuesday, March 8, 2022 12:46:51 AM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Major Paul, Vice Major Chao, Council Members Willey, Moore and Wei,

I wish to request that the data from the 2021 Housing Survey be included in the required Public Engagement portion of the Housing Element Process. With over 900 responses, the survey demonstrates considerable involvement by the public

Thank you for your dedication and continuing efforts on behalf of Cupertino residents.

With Appreciation,
Susan Moore,
Resident

Sent from my iPad

From: [Connie Cunningham](#)
To: [City Council](#); [City Clerk](#)
Subject: March 8, 2022 City Council Agenda Item 2, Housing Element Update
Date: Tuesday, March 8, 2022 3:23:31 PM

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March 8, 2022 City Council Agenda Item 2, Housing Element Update

Dear Mayor, Vice-Mayor and Councilmembers:

As you consider the Stakeholder Group that is required by the law for this Housing Element, I ask you to consider that the voices being considered in the Stakeholder Group as described by EMC will be helpful in your deliberations of the Housing Element as a whole. These voices bring perspectives that may not have been heard before.

Hundreds of residents who are current homeowners are knowledgeable about how to reach you individually, or know how to address the Council at its regularly scheduled meetings. This number of people proposed for the Stakeholder Group do not outnumber those you will hear from other homeowners in the City. If anything, the Stakeholder Group is far outnumbered by the number of homeowners in Cupertino who are not members of those groups represented by the Stakeholder Group.

It may seem to you that the Stakeholder Group will have outsize influence on the process, however, I ask you to consider that hundreds of Cupertino homeowners have reached out to you on issues of housing over the years. Westport Cupertino and Vallco projects resulted in many emails and feedback about housing issues. Over the time remaining for the Housing Element process, you will hear from many interested residents.

I urge you to allow the process set up by EMC to continue as it was established in their plan.

Sincerely,
Connie Cunningham
Chair, Housing Commission (self only)

From: [Jennifer Griffin](#)
To: [City Clerk](#)
Subject: Fw: Not Having Stake Holder Group (City Council Meeting, 3/8/22. Item 2- Housing Element, cont)
Date: Tuesday, March 8, 2022 2:06:43 PM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

FYI. Please add to the Public Record for Item 2 on Housing Element Update for Cupertino City Council meeting on March 8, 2022. Thank you.

----- Forwarded Message -----

From: Jenny Griffin <grenna5000@yahoo.com>
To: CityCouncil@Cupertino.org <citycouncil@cupertino.org>
Cc: grenna5000@yahoo.com
Sent: Tuesday, March 8, 2022, 01:56:38 PM PST
Subject: Not Having Stake Holder Group (City Council Meeting, 3/8/22. Item 2- Housing Element, cont)

Dear City Council:

I am wondering why Cupertino even has to have a Stake Holder Group for this Housing Element Cycle? We never had one before. Is HCD or ABAG requiring one to pass this Housing Element Cycle? HCD and ABAG have been micromanaging this Housing Element so much Up to this point that it seems like they are trying to manipulate this whole Housing Element To their anticipated goals and ends and not letting the public have any say in the matter.

Having dealt with advisory committees dreamed up by the San Jose Urban Village process, I do not feel like an Advisory Committee for Cupertino's Housing Element is the way to Go. The whole public has to be involved. If HCD doesn't like that, then that is their problem. The public has not been allowed to say anything about this entire new time-driven Housing Element Cycle and I feel like the whole process is being rushed. I don't feel comfortable With this rush rush rush timeline HCD is pushing. Why are they rushing? Do they want the city To do a bad job? Is that their goal? Are we supposed to suffer these dire rezoning consequences If we ask questions and take our time? If we rush and do a bad job, we still get penalized. This is a no win situation either way. The goal is to massively rezone our city lands either way. Those are not very good odds.

So let the public go through all the sites. We don't need a committee to do that. We have spent Hours before going through items. We spent hours going through the Urban Village meetings and Data. We can do it again with the Housing Sites in this Housing Element. Cupertino is concerned About what happens in the city. HCD needs to respect that. If they dont, then may be they Do have a fast rezoning agenda.

I remain unconvinced that HCD and ABAG care about public input from cities. I remain unconvinced That HCD and ABAG are not promoting some sort of secret rezoning process of California cities For some secret process or group. Let's let the public go through all the sites in a public process Like we have done before in the previous Housing Elements in Cupertino and then the public Will feel they have done their due diligence on this matter. It will take hours. But who cares? True democracy is not easy. It is time-consuming and messy. But, that is what makes up Democracy, people, the public and questions and answers.

If HCD and ABAG have a problem with true democracy, they need to tell us, the public. We don't need an Advisory Committee. We can do it ourselves.

Sincerely,

Jennifer Griffin