



# COUNTY OF HUMBOLDT

## Legislation Details (With Text)

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**Title:** Information Item on the upcoming Affordable Housing Marketing Work for SB2 Grant  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** 1. Staff Report, 2. Consolidated Timeline Marketing & Website.pdf

Date	Ver.	Action By	Action	Result
10/5/2021	1	Board of Supervisors	approved	

**To:** Board of Supervisors  
**From:** Planning and Building Department  
**Agenda Section:** Consent

**SUBJECT:**  
Information Item on the upcoming Affordable Housing Marketing Work for SB2 Grant

**RECOMMENDATION(S):**  
That the Board of Supervisors:  
1. Review status of the Department's upcoming Affordable Housing Marketing Work.

**SOURCE OF FUNDING:**  
State of California Department of Housing and Community Development (HCD), SB2 Grant, State-Small Grants (revenue line 514060)

**DISCUSSION:**  
This is an informational item providing an update on the preparation and deployment of a marketing strategy to recruit more participation in affordable housing production funded by the Senate Bill (SB) 2 grant the board approved on Aug. 20, 2019. The objective of the SB2 program is to lower barriers to construction of affordable housing, including permitting and development costs. The grant the county received was written to increase production of affordable housing and includes other programs to streamline and expedite permit review for Accessory Dwelling Units (ADU), affordable multifamily, and supportive housing.

As part of this work there are three consultants assisting staff. One specializes creating an ADU

calculator that will assist anyone making the decision whether it pencils out add an ADU on their property. Another specializes in website design to communicate about the ADU calculator and other information to assist prospective applicants in how to navigate the ADU permitting and construction process. A third consultant, Housing Tools, will assist in creating community outreach and education strategies and materials to ensure successful implementation of Housing Element goals.

As part of the work there will be a survey and a series of meetings in October, beginning tonight (Oct. 5). The meetings will gauge the community's understanding and interest in affordable housing. The results of these three listening sessions will inform the development of the marketing strategy. Board members and other interested parties may attend. Electronic invites will be published on our website and sent directly to interested parties. Meetings are:

Tuesday, Oct. 5, 6-7:30 pm - Coastal/Humboldt Bay Region

Tuesday, Oct. 12, 6-7:30 pm - Inland/Rural Region

Tuesday, Oct. 26, 6-7:30 pm - Low-Income/People Experiencing Homelessness/Service Providers

#### FINANCIAL IMPACT:

The total amount of SB2 grant funding awarded to the Planning & Building Department, Advanced Planning Division (1100-282) is \$310,000. The agreement for consultants providing the marketing services related to this agenda item is \$38,356.00. The SB2 grant programs and related staff costs were included in the fiscal year 2021-22 budget for Advanced Planning. Therefore there is no impact on the General Fund.

#### STRATEGIC FRAMEWORK:

This action supports your Board's Strategic Framework by facilitating public/private partnerships to solve problems.

#### OTHER AGENCY INVOLVEMENT:

No agencies currently.

#### ALTERNATIVES TO STAFF RECOMMENDATIONS:

Informational only, no action required.

#### ATTACHMENTS:

Consolidated Marketing Tasks for Consultants

#### PREVIOUS ACTION/REFERRAL:

Board Order No.: 19-80

Meeting of: August 20, 2019

File No.: C-34