

REPORT FROM COMMUNICATIONS SUB-COMMITTEE

The Mission of the 6th Cycle Housing Element Ad-Hoc Citizen's Task Force is to:

- 1) Aid the City in the processing and development of the 6th Cycle Housing Element Update in preparation of the associated environmental document for compliance with the California Environmental Quality Act (CEQA);
- 2) To help educate and encourage Housing Element participation amongst fellow Del Mar citizens; and
- 3) Discuss and provide feedback on potential goals, policies, programs, and objectives to be included within the 6th Cycle Housing Element during preparation of the associated CEQA document.

The goals of the Communications Sub-Committee relate mostly to item 2 of the Mission for the Task Force including:

- 1) Assisting City staff with edits to the Housing Element Community Survey to make the survey relatable to Del Mar citizens; and
- 2) Prepare educational information for the citizens of Del Mar regarding the Housing Element, specifically regarding new state law effective January 1, 2020 relating to Junior/Accessory Dwelling Units, and how rezoning changes density to 20 units per acre.

Housing Element Community Survey

Our sub-committee met and worked with city staff, Shaun McMahon, on the community survey to help make the language in the survey accessible to citizens and property/business owners of Del Mar. There were limitations to the type of survey and number of questions possible, but most feedback was able to be incorporated into the survey.

Educational Information

Our sub-committee met once with city staff, Shaun McMahon, to discuss ways in which communication may be disseminated. We were informed that the budget for this committee was returned to the city as budget cuts were made due to COVID-19.

We agreed information could be made available on the City of Del Mar Housing Element website, through the weekly update email from the City of Del Mar, the Housing Element email list, the Sandpiper, and the Del Mar Times. We agreed this would sufficiently provide the community with access to relevant information.

The sub-committee further discussed and identified items that would be helpful for the community to understand and assist in achieving the goals of the Housing Element. These items were identified as:

- A. The Communications Sub-Committee recommends the City issue a press release re: Draft Environmental Impact Report possibly to include the following information:
1. A draft EIR is *not* a draft housing element - explain the difference
 2. Explains the difference between a project EIR and a program EIR
 3. Points out the housing element is a program EIR, and
 - a. Has no specific development projects
 - b. Includes a broad scope of projects or ideas that may or may NOT be in the housing element based on feedback and council review
 4. Explains that only projects and ideas contained in the EIR can be included in the housing element so no additional Ideas or projects will be sprung on the community at the time the draft housing element is released
 5. If the numbers that were presented yesterday of 253-258 units are a part of the DEIR our sub-committee **highly recommends** an explanation of these numbers be included in a press release or people are going to be very confused (and some may be very upset to see them). Perhaps an explanation of the RHNA numbers as well as there seemed to be some confusion on the difference between that calculation and the 30% loss buffer.
 6. We also highly recommend mentioning state law AB1397 requiring that you identify all vacant lots whether public or private lands in DM, and that 50% of the VL and L units need to be accommodated on these vacant lots.
 7. For any rezoning, state requires a minimum of 20 units/acre. Existing conditions such as local zoning requirements, Coastal Commission requirements and FEMA floodplain regulations on a particular area may mean this number of unit per acre is adjusted.
- B. Accessory Dwelling Unit (ADU)/Junior ADU's - information re: new state law (and draft ordinance/amendments to current regulations). We discussed the possibility of community interest pieces highlighting residents who have applied to the city to construct an ADU on their property and the motivating factors that led to them wanting an ADU and how they would use it. We believe this could inspire more residents to consider this option.
- C. Survey Results - providing survey results to the community would give some idea of the priorities of the citizens of Del Mar. It also could inspire others to participate and engage in further discussion about the Housing Element and the programs that will be included in it.

CONCLUSION

The communications sub-committee believes that providing information will increase the engagement and participation by Del Mar citizens in the process of the Housing Element which is vital to its success.