



bae urban economics

SUNNYVALE HOUSING STRATEGY COMMUNITY OUTREACH MEETING

February 12, 2019

INTRODUCTIONS & PURPOSE

- **Housing Strategy Project:** addresses key issues prioritized by the City Council
 - Mobilehome Parks
 - Inclusionary Policy for New Rental Housing Developments
 - Age-Friendly Housing
 - Creative Approaches to Increasing Affordable Housing Supply
- **Purpose of today's meeting:** introduce the project, provide background information, obtain initial feedback on concerns relating to the key issues

HOUSING STRATEGY OVERVIEW

- Housing Strategy components
 - Existing Conditions: population, households, housing stock
 - Housing Strategy Development
 - Inclusionary Housing Ordinance & other supply-side approaches
 - Demand-side approaches
 - Mobile home parks
 - Age-friendly housing
- Ongoing community engagement for input throughout
 - Community & Stakeholder Meetings, online survey, popup event

OVERALL PROJECT TIMELINE

- **Community Meetings:**
 - Meeting 1: (This meeting) Feb.
 - Meeting 2: (Mobile Park Policy) June/July
 - Meeting 3: (Age-Friendly Housing) Aug./Sept.
 - Meetings 4 and 5: (Demand Side Approaches) Oct./Nov.
- **Meetings with stakeholders on key topics**
 - Project team will contact stakeholders to schedule meetings
- **Online Survey and Pop-Up Event**
- **Planning Commission and City Council Review of Draft and Final Housing Strategy Reports:
Dec./Jan. 2020**

SUNNYVALE'S RESIDENTS & HOUSEHOLDS



Residents (2018):

153,400

↑ 10% since 2010



Median HH Income:

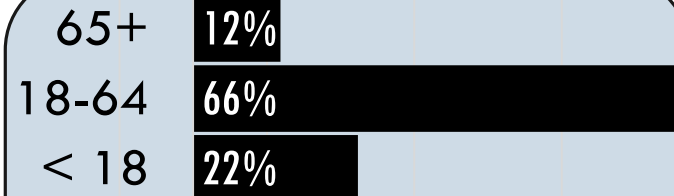
\$109,000/year



Households (2018):

56,600

↑ 6% since 2010

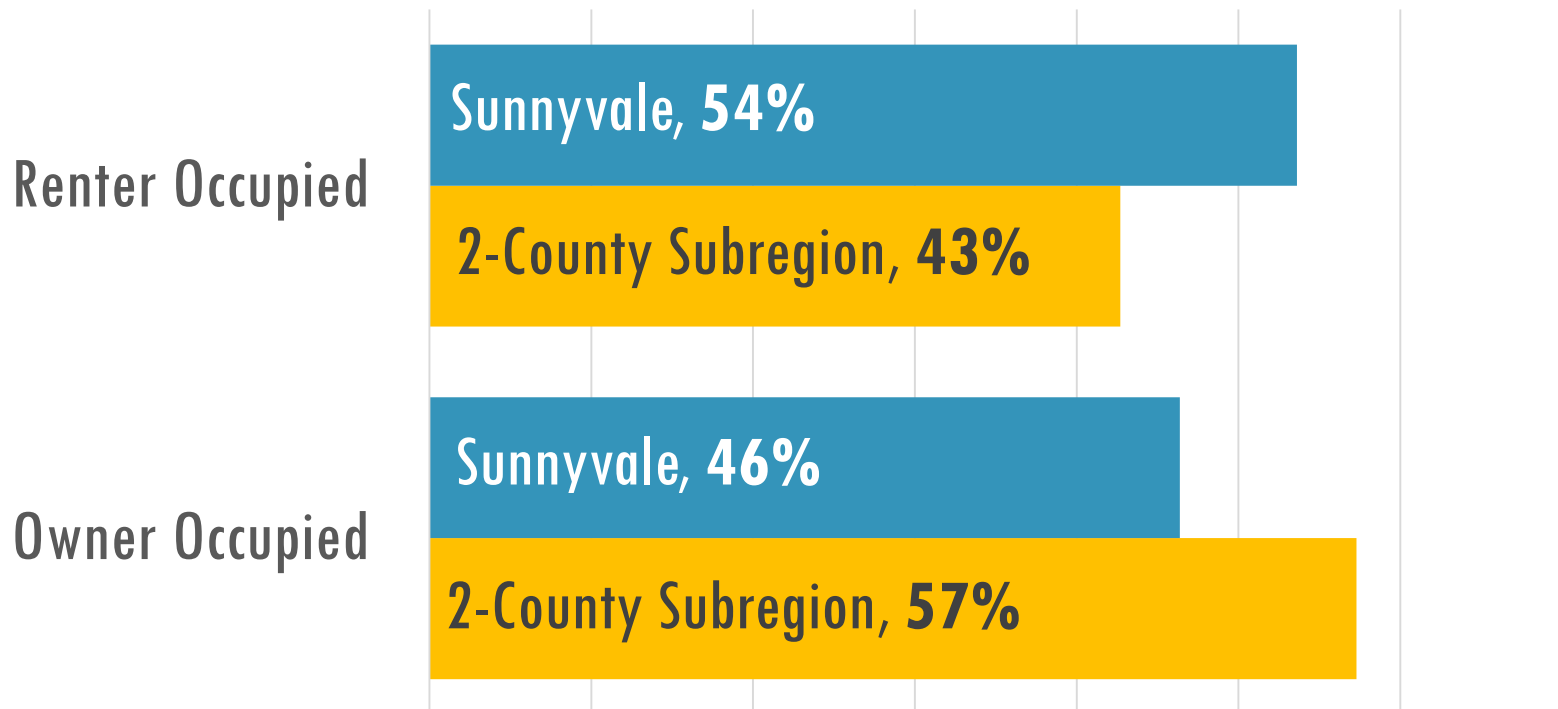


12% of pop. age

65+

SUNNYVALE'S RESIDENTS & HOUSEHOLDS

Sunnyvale has a large share of renter households



HOUSING COST BURDEN FOR SUNNYVALE'S HOUSEHOLDS

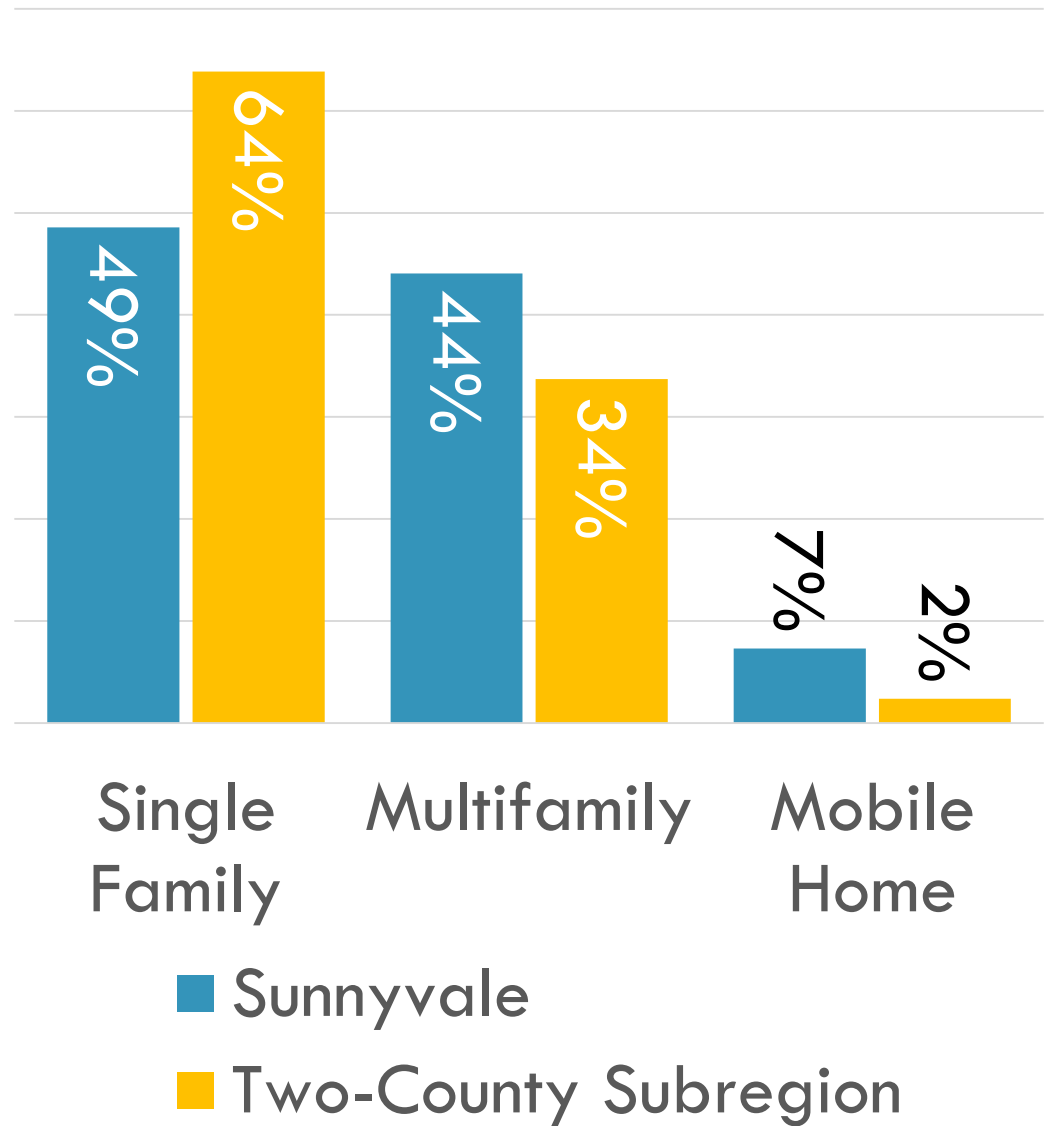
- Households with **high housing cost burden** spend **more than 30%** of income on housing costs
- Households with **severe housing cost burden** spend **more than 50%** of income on housing costs

	All Sunnyvale Households	Lower-Income* Sunnyvale Households	Lower-Income* Sunnyvale Renter Households
With > 30% Cost Burden	28%	64%	75%
With > 50% Cost Burden	13%	40%	44%

* Lower-income defined as households with income = 80% of AMI or less

SUNNYVALE'S HOUSING STOCK

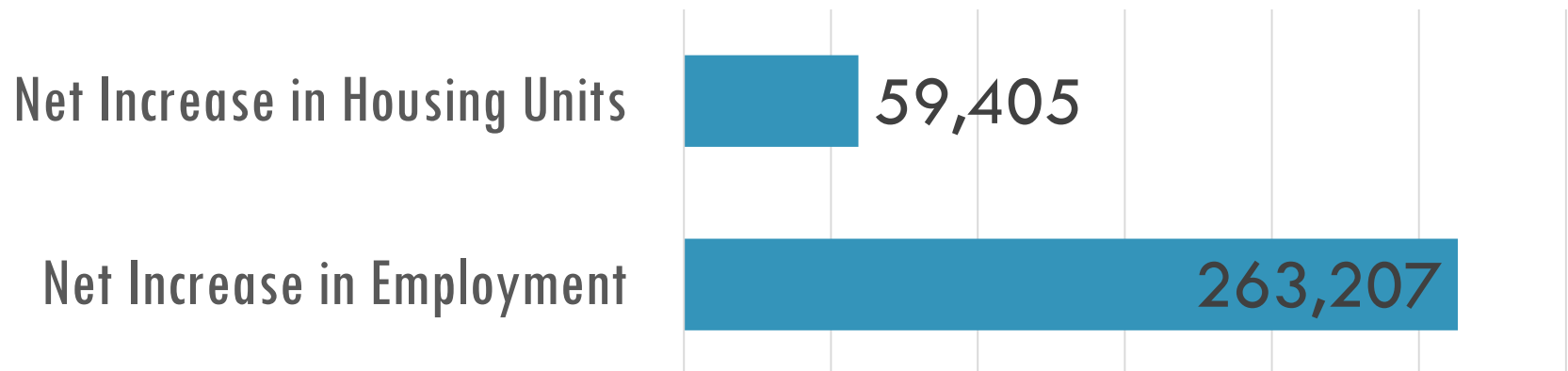
Sunnyvale has a large number of multifamily units and mobile homes



JOBS/HOUSING BALANCE

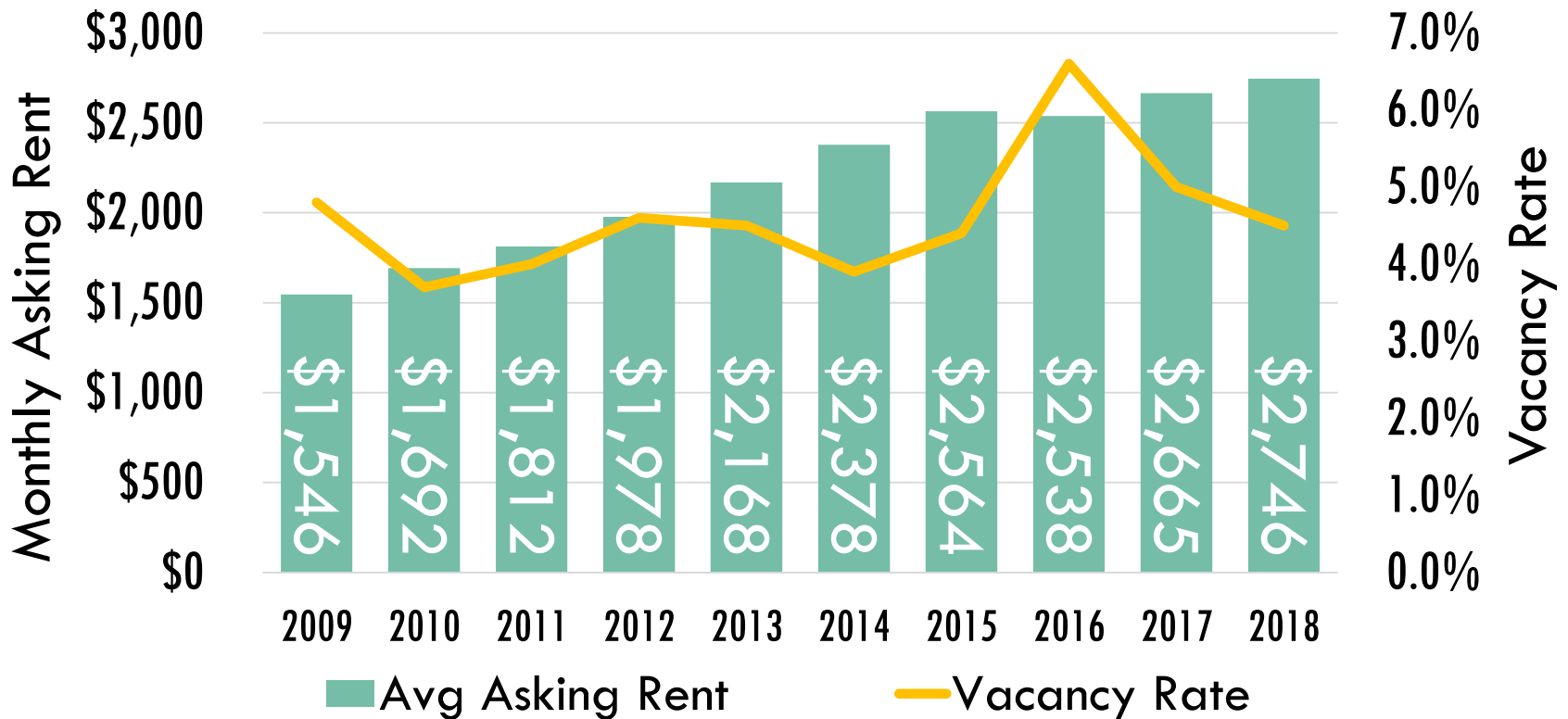
The San Mateo County/Santa Clara County subregion added more than 4.4 times as many jobs as housing units between 2007 & 2018

Change in San Mateo & Santa Clara County,
2007-2018



MARKET-RATE RENTS & VACANCY

Rents in Sunnyvale have increased 78 percent within the past 10 years, and vacancy rates remain low

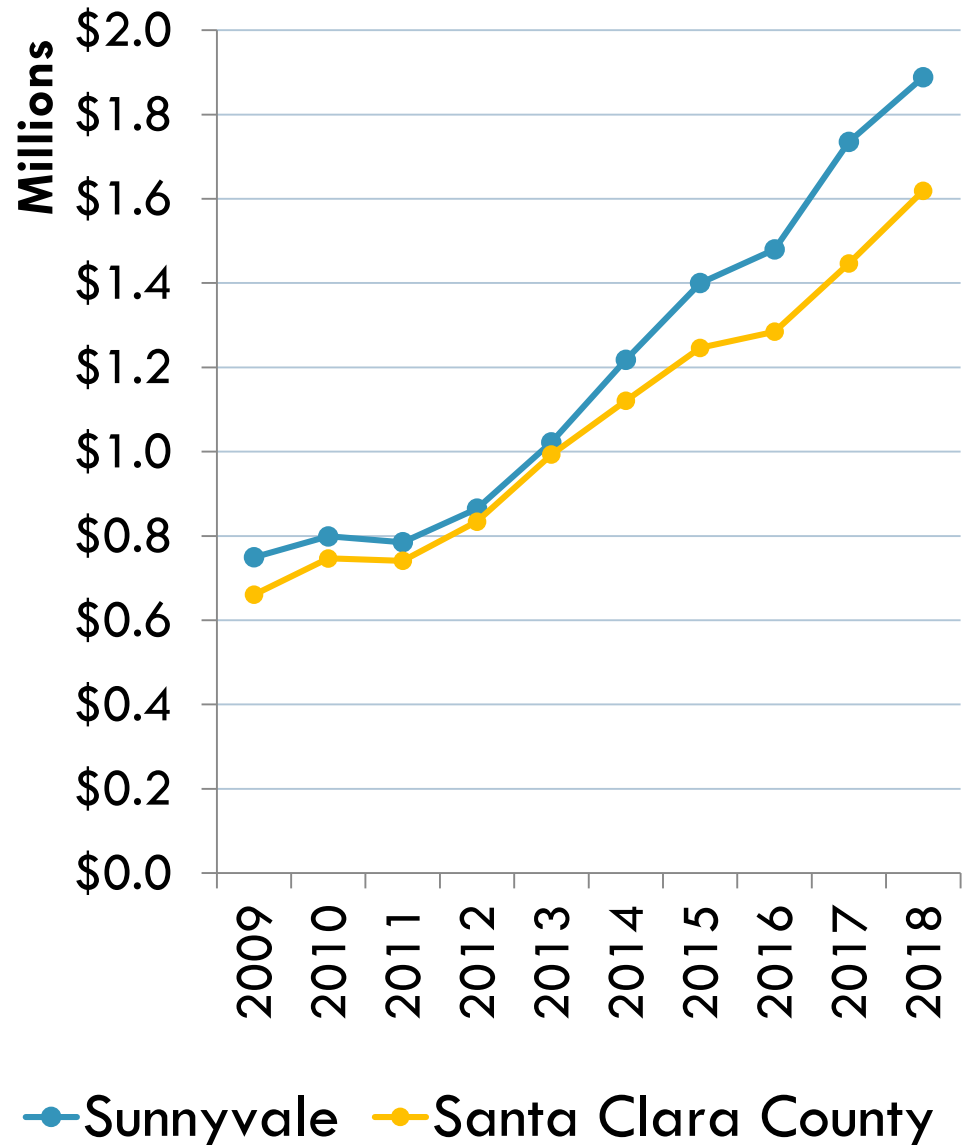


SUNNYVALE'S SINGLE-FAMILY HOME PRICES

Single-family home prices have increased by ~150% since 2009, Sunnyvale & Countywide

Median single-family home sale price in Sunnyvale in 2018: \$1.89 million (17% higher than County)

Median Single-Family Home Sale Price

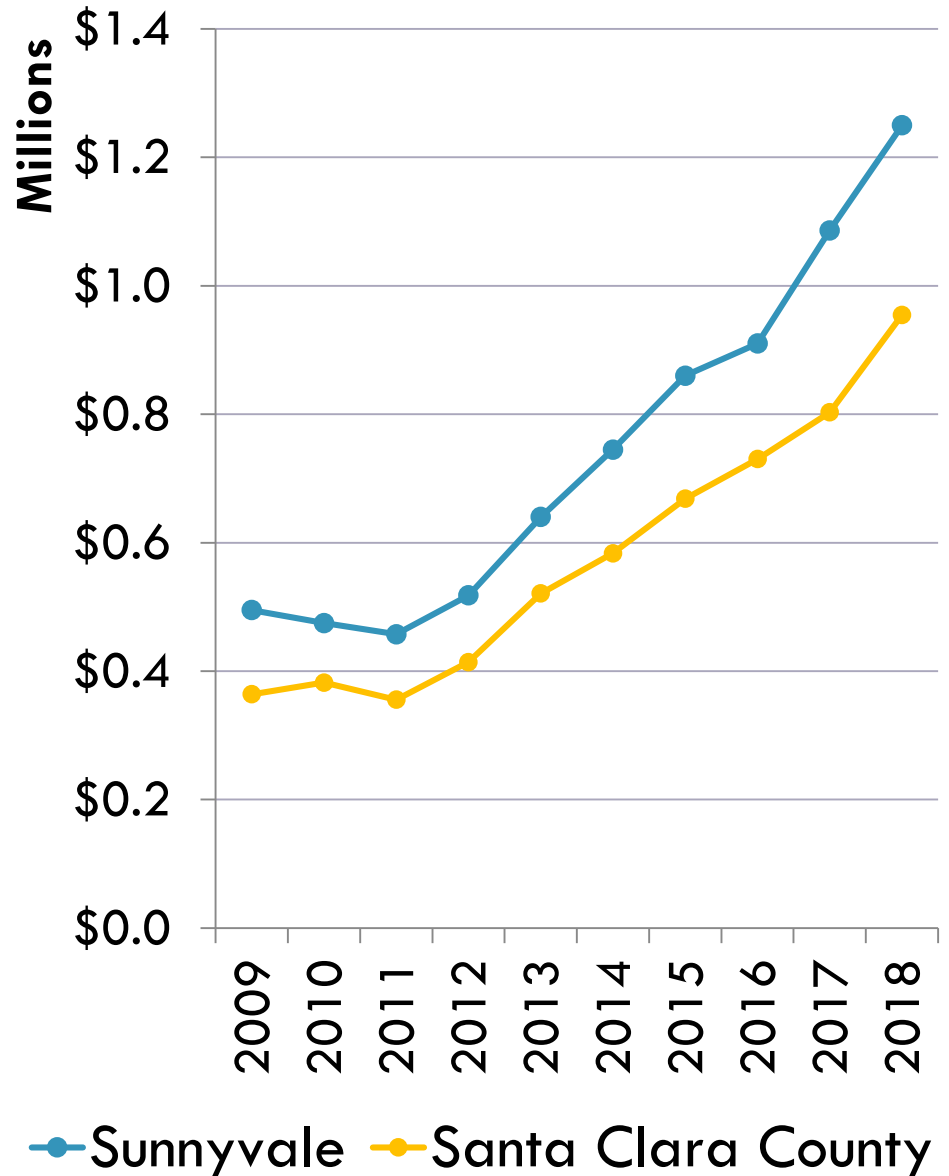


SUNNYVALE'S CONDO SALE PRICES

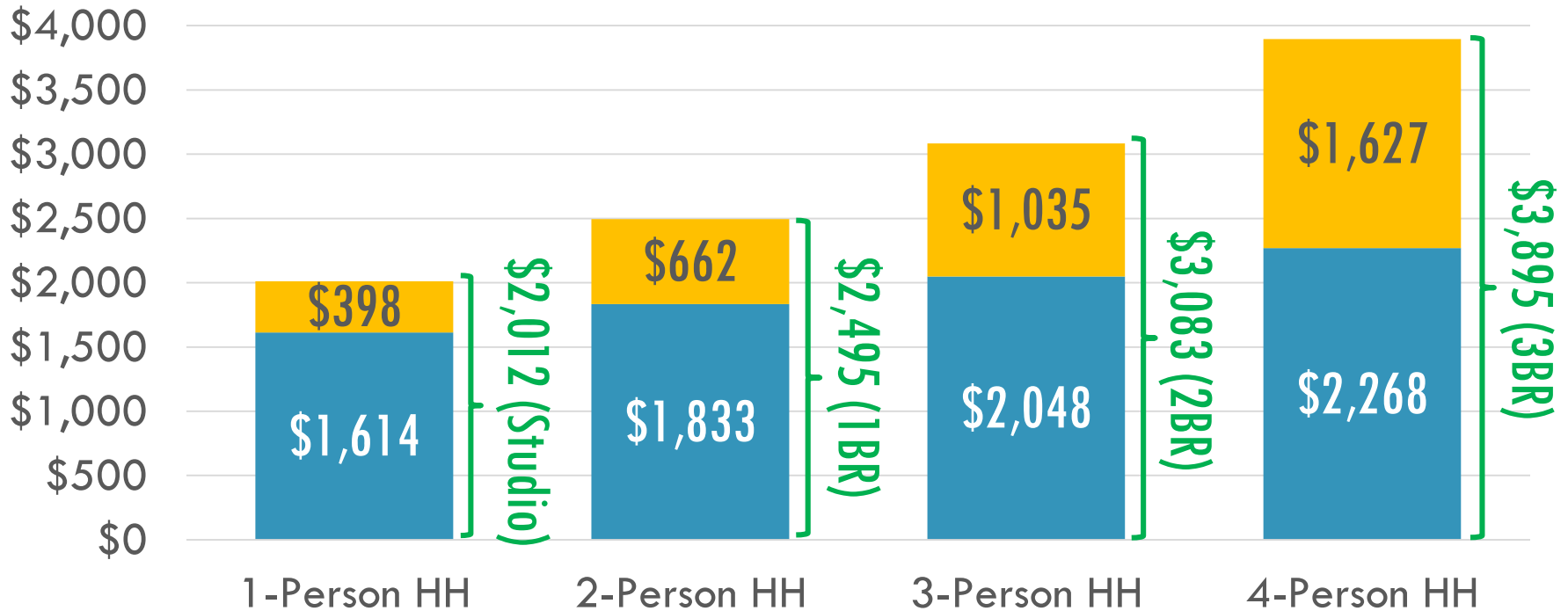
Condominium sale prices have increased at a similar rate

Median condominium sale price in Sunnyvale in 2018: \$1.25 million (31% higher than the County)

Median Condominium Sale Price



RENTAL HOUSING AFFORDABILITY IN SUNNYVALE

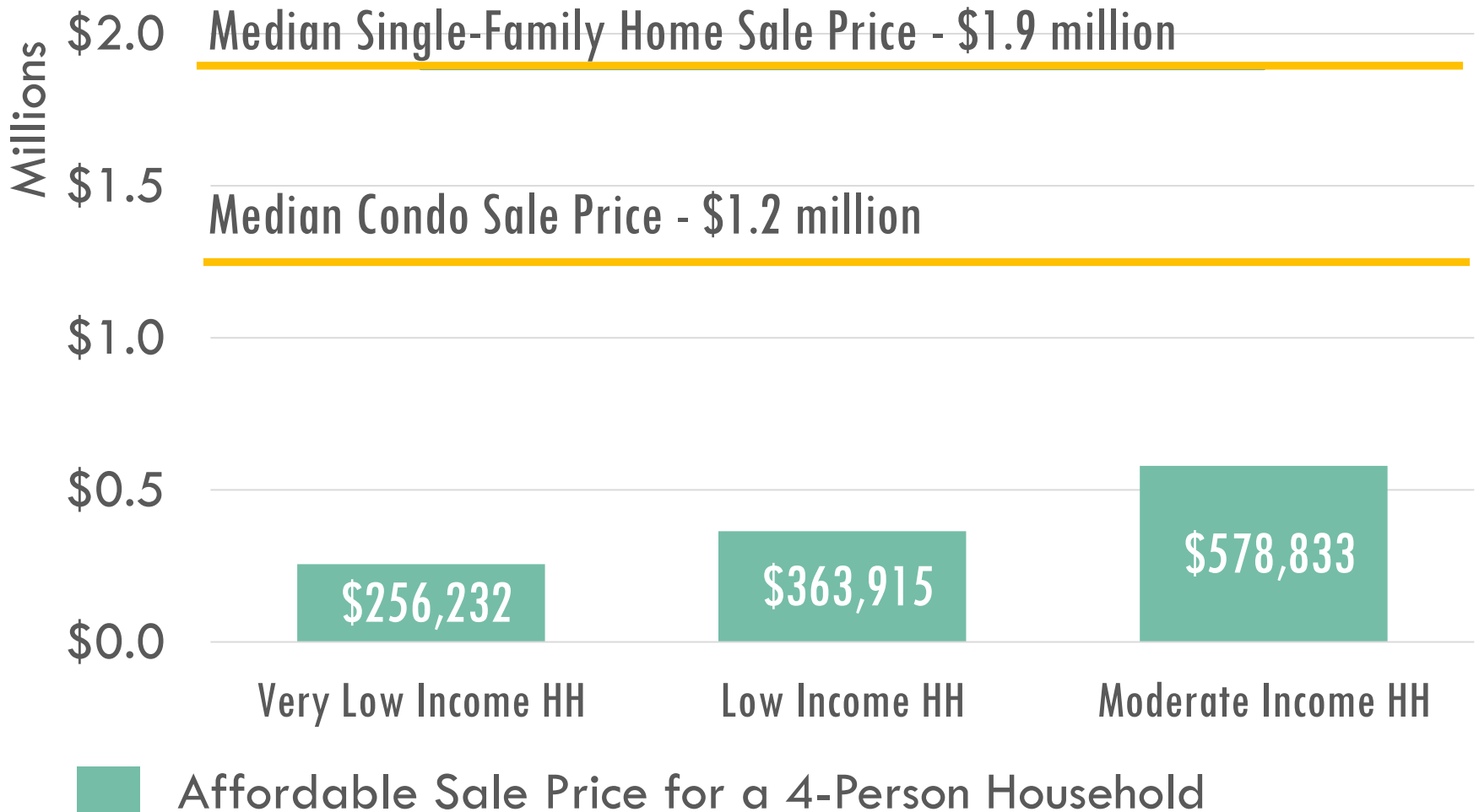


■ Difference b/t Affordable Monthly Rent & Market-Rate Rent for an Appropriately-Sized Unit

■ Monthly Rent Affordable to a Low-Income Household

Market-Rate Rent

FOR-SALE HOUSING AFFORDABILITY IN SUNNYVALE



QUESTIONS OR COMMENTS?

- Do you have any questions on the material you just heard about?
- Do you have any comments on general housing conditions not already discussed?

MOBILE HOMES IN SUNNYVALE

- **Mobile Homes** in Sunnyvale: **3,862**
- **Mobile Home Parks** in Sunnyvale: **13**
- Sunnyvale's **smallest** mobile home park: **39 units**
- Sunnyvale's **largest** mobile home park: **909 units**
- **7%** of homes in **Sunnyvale** are mobile homes
- **19%** of mobile homes in **San Mateo and Santa Clara Counties** are in Sunnyvale

HOUSEHOLDS IN SUNNYVALE'S MOBILE HOMES

Compared to the City overall, Sunnyvale's **households in mobile homes** tend to:

- Be **smaller** (avg. size = 2.45 people vs. 2.68 people)
- Include a **similar number of children**
- Include a **larger share** of people **aged 55+** (36% vs. 21%)
- Have **lower incomes** (~57% of City median)

HOUSEHOLDS IN SUNNYVALE'S MOBILE HOMES

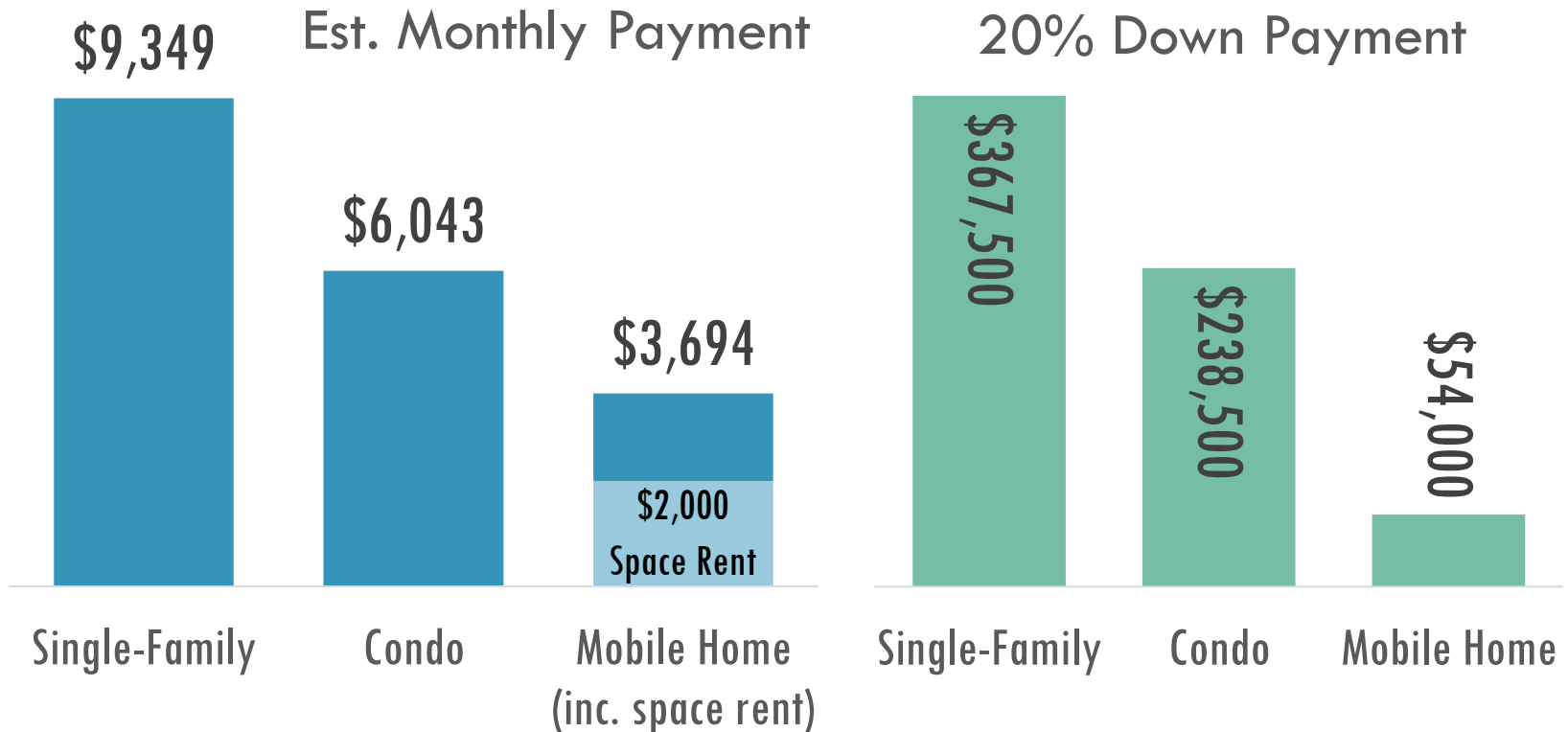
Compared to households that own their mobile homes, Sunnyvale **renters in mobile homes** tend to:

- Include **more kids** and **fewer people aged 55+**
- Have **lower incomes**

Most recent data on mobile home park residents were collected between 2012 & 2016 – **What may have changed more recently that the data does not tell us?**

MOBILE HOME OWNERSHIP COSTS IN SUNNYVALE

Mobile homes are substantially more affordable than other ownership options in Sunnyvale



MOBILE HOME REGULATIONS

- Mobile Home Park Residency Law (State Law – Civil Code Section 798 et seq.)
- Protections Provided:
 - Written rental agreements
 - Lease must include provisions regarding park rules, park owner obligations regarding maintenance, homeowners right to sell home in place in certain circumstances
 - Rent Increase Notices – requires 90 day notice of rent increase
 - Limit on security deposits
 - Homeowners' right to assemble, canvass and petition
 - Just Cause for Eviction

MOBILE HOME REGULATIONS

- Limitations on Closures and Conversions
 - Sunnyvale Municipal Code Chapter 19.72
 - Conversion includes reduced occupancy if more than 25% vacancy in park
 - Notice of Intention to Convert
 - Right of tenants to negotiate purchase of Park
 - Conversion impact Report
 - Relocation Assistance
 - Moving costs
 - Rent Subsidy for seniors, disable and low income households
 - Mobile home relocation costs
 - Purchase of mobile homes that cannot be moved
 - Right of first refusal to purchase homes or rent homes constructed on park site

MOBILE HOME REGULATORY OPTIONS

- **Rent Mediation**

- No limit on rent increases but typically requires mediation before the imposition of a rent increase that exceeds a certain threshold
- Typically does not include vacancy control

- **Rent Stabilization**

- Rent increases limited to a certain percentage of CPI or other index
- May include vacancy control – meaning that rent increases are limited when mobile home is transferred to new owner
- Petition or Hearing process for rent increases in excess of annual general increase to ensure property owners obtain a fair return

QUESTIONS OR COMMENTS?

- Do you have any questions on the material you just heard about?
- Do you have any comments on local mobile home park conditions not already discussed?

NEXT STEPS

- **Community Meetings:**
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HOW TO STAY INVOLVED

- Fill out and hand in a comment card to leave additional comments on general housing issues and/or mobilehome-related issues.
- Leave contact information on sign-in sheet to be notified directly of upcoming Housing Strategy meetings/events.