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Building Community

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Action Toward Inclusion

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Abstract

A housing needs assessment was conducted for the City of Pacific Grove (the City), working with the Community Development Department. The City, like many communities throughout California, suffers from a lack of diversity, as a direct result of the shortage of affordable housing for every income level. The contributing factors are the cost of building in California, supply, and demand, as well as the approval process and unintended use of Accessory Dwelling Units. The consequences of this housing crisis in Pacific Grove are commuting and unsatisfactory living conditions. There was a live workshop held at the Community Center in Pacific Grove where the public was provided a chance to listen to the professional panel and ask questions. The workshop was recorded and posted on the City's website for future reference. The information in the presentation was focused on education on the development process of ADU/JADU, financing the projects, design and contracting, and property value. The workshop was a success with over fifty community members active and engaged in the panel discussion. A recommendation to the City is to create a way to have an RSVP available for future workshops; because it was very difficult to gauge and prepare for the turnout of this event. It is also recommended that the City conduct a follow-up workshop after January 2022 that incorporates more information on the new SB9 law that was recently passed that addresses subdividing properties.

Keywords: Auxiliary dwelling units, Affordable housing, Community development, Community workshop

Agency & Communities Served

The City of Pacific Grove (City) provides services to the community through multiple departments and programs all addressing the needs of the community. The Community Development Department (CDD) implements state guidelines to address the City's need for safe and sufficient housing. The CDD Mission Statement says:

The Community Development Department works in partnership with the community to protect the beauty, sustainability, economic vitality, and environmental integrity of Pacific Grove. The department is committed to consistently pursuing high-quality and structurally sound development that is in line with the City's land use and design goals. Further, the department strives to preserve the existing housing stock and support new affordable housing to help meet the housing needs of Pacific Grove residents'. (City of Pacific Grove, 2020, p. 1)

The CDD works with decision-makers, such as the City Council, the Planning Commission, and the Architectural Review Board to work towards development and housing progression within the City.

The agency serves a relatively small population of 15,522 people (The United States Census Bureau, 2019, p. 1). Of this population, the lack of diversity is demonstrated by 86.2 % of the residents identifying as White (The United States Census Bureau, 2019, p. 1). The United States Census Bureau (2019) provides data that states the median income in the community is \$88,250 with a low poverty rate of 6.5% (p. 1). As the agency is addressing the issue of affordable housing they are beginning to find more inclusive ways to welcome people of diverse demographics. As the City of Pacific Grove has an obvious insufficiency of diversity and

inclusion of different income levels it has become evident that much of Pacific Grove's workforce contributes to the success of the City, but is unable to afford to live within the City limits.

Problem Description

Communities throughout California are suffering from a lack of diversity, as a direct result of the shortage of affordable housing for every income level. Single-family dwellings tend to be more exclusive to those who can afford them while multi-family dwellings tend to be more inclusive of everyone. As California does have an affluent economy that allows many residents to purchase homes, many people still fall behind financially and rely on finding an affordable unit to rent. California offers a vast variety of job opportunities, natural beauty, and a beaming food culture.

With California being a highly desired location, landlords can keep rent high as a direct result of supply and demand. California continues to face a housing crisis that leads to many lasting issues of injustice that affect the entire population. This exclusivity is prevalent in places like Monterey County, California. A lack of inclusive development can be contributed to their discretionary review process. The City of Pacific Grove requires that nearly all development is brought before the Architectural Review Board and the Historic Resources Committee. These boards and commissions stand as an obstacle to progression in development as they can dictate who and what is built in the City. While the county has a diverse population when looking into specific cities you can see how people have been segmented over time. Higher numbers of white residents reside in the more desirable cities of the county, while minorities remain scarce as they cannot afford the high costs of living. Pacific Grove has a total Hispanic and Latino population

of 9.8% (The United States Census Bureau, 2019, p. 1). This can be compared to Salinas, a less desirable yet more affordable city, which has a population of 79.3% Hispanics and Latinos (The United States Census Bureau, 2019, p. 1). Due to demographic disparities, many communities, like Pacific Grove, California, tend to have an unproportioned population that excludes many different backgrounds, as affordable housing is not readily available.

Contributing Factors

The Cost of Building in California

Building in California costs community members, developers, and funders time and money. The funding for affordable housing in California is a long tedious process that requires approval, financing, and policy review from many organizations and jurisdictions. Building housing can be costly and cannot come from one source, to put this into perspective, “a single affordable housing project requires financing from an average of six different sources — federal, state and local agencies” (Fuller, 2020, para. 7). Construction must be approved by environmentalists, policymakers, the cities, the state, and the federal government. Waiting for approvals, funding, and land opportunity leads to affordable housing being a less sought-after market for developers. Developing affordable housing in California is extremely expensive for the hassle, with little profit in return. While developing homes for the regular market may be expensive, it has a greater and more rapid financial return for developers and property management. Coastal cities, like Pacific Grove, tend to build single-family homes. This is because the cost and financial return are much more lucrative compared to multiple-family buildings. This issue is seen throughout the nation; however, it costs much more to build in California than in other states. According to Ring (2019):

While costly permitting delays drive most home builders out of California altogether, the ones that remain pay unbelievable fees. The low end of fees charged by municipalities to homebuilders is \$25,000 to \$30,000, usually in the inland counties. On the high end, some cities in the San Francisco Bay area charge fees of over \$150,000. (para. 13)

The high costs of development directly correlate to the housing crisis California is facing. This is contributing to the problem of communities suffering from a dearth of diversity, as a result of the deficit of affordable housing for every income level.

California is in desperate need of affordable housing yet, “building affordable housing in California costs on average three times as much as Texas or Illinois, according to the federal government” (Fuller, 2020 para. 4). Considering this, we can understand why California is facing this crisis at higher rates and severity than other states in the nation. It simply costs too much to build affordable units in California. This housing shortage directly affects cities like Pacific Grove, which are highly desired areas that are built to welcome only those who can afford to live in single-family homes. According to housing experts Driskell and Munoz (2020), the “median rent is about \$3,200” (p. 23) while two-thirds of the workers in Pacific Grove “earn less than \$3,333 per month” (p. 24). Developers are burdened with high costs associated with building units so they tend to push for high market value to see a financial gain from their investment. This contributes to the socioeconomic split because many people are pushed out of these areas they cannot afford.

Supply and Demand

Individuals who do not have the means to afford and maintain owning a home are limited to the often problematic option of renting. Although renting can be seen as a great alternative to

being a homeowner, renting in California is no easy task with the scarceness of housing units and the high cost of living. The housing market can not keep up with the population. There is not enough housing to accommodate everyone and not enough units being built to satisfy the need for housing, especially for those who rely on lower-income housing. According to the California National Low Income Housing Coalition (2020), “California has a shortage of -998,613 rental homes affordable and available for extremely low-income renters” (p.1). With any business, the rule of supply and demand is applied. With a housing shortage, landlords can hike up the price of their rentals in California. This targets the poor and extremely poor. The California National Low Income Housing Coalition (2020), states that “77% of extremely low-income households are severely cost-burdened” (p. 1). This means these renters are spending more than half of their earnings on shelter and utilities. The unfortunate circumstance of being cost-burdened puts stress on many families who reside in California. With this being true throughout the state of California, many families are pushed out of communities that have a high cost of living.

With the housing shortage being such an issue, those who own real estate in California have taken advantage of the supply and demand of the rental market. There has been an increase in renters and subsequently an increase in the cost of the percentage of income they pay. “The number of renting families below the poverty line spending less than 30% of their income on housing costs fell from 1.3 million in 1991 to 1.07 million in 2013, even as the number of renting families in the country grew” (Desmond, 2018, para 2). There are not enough units for everyone, which has allowed landlords to raise rent prices and keep them high, forcing people to pour all of their hard-earned money into their housing and spend well over thirty percent of their income on a rental home each month. For many communities, this drives out low-wage workers because

they can not afford the price of housing in the most highly desired locations.

High rental prices create a rent burden problem. According to Cowan (2020) “A quarter of renters spend more than half their income on rent” (para 8). This contributes to the problem of communities suffering from a shortfall of diversity, as a direct result of the scarcity of affordable housing for every income level. This is because communities tend to be built based on income levels. Those with lower incomes are pushed to the less desirable areas where they can manage to afford the rent, while others who can afford the desired locations can inhabit that community. This contributes to a socioeconomic divide and allows communities to be segregated.

Approval Process

Zoning regulations and the permitting process is lengthy and costly to receive development approval. This is especially true for developers trying to produce affordable units, as it often is not cost-effective to do so after the burdensome process it entails. All things considered, it is more cost-effective to build single-family homes. For decades, California’s state and local governments have made it harder and more expensive for any builder to construct new housing. It is substantially more costly and difficult to build in California, while “in most other states, the governing agencies want more housing and they try to make it easier for builders”(Ring, 2018, para 3). This is why many cities in California, like Pacific Grove, suffer from a deficiency of diverse housing options that welcome people of all backgrounds.

In the data provided by O’Neil et al. (2019), Los Angeles is compared to three surrounding jurisdictions for their development processes. “For these three cities, even if the proposed developments comply with the underlying zoning code, they require additional scrutiny from the local government before obtaining a building permit”(p. 4). The neighboring cities have

very restrictive procedures that call for long and tedious development procedures that require discretionary review which in turn keeps out affordable housing development and ultimately keeps out minorities. This is obvious when comparing it to the more open and streamlined process that Los Angeles demonstrates and the diversity that is widely visible throughout the city. The City of Los Angeles follows a more desirable approach known as As-of-Right Siting. As of Right Projects are the development that does not require special permitting or any type of discretionary approval. According to O'Neil et al. (2019), ...the instances of discretionary review across jurisdictions for development with five or more units are very low in most jurisdictions. This article compares Los Angeles' development to three neighboring cities, Santa Monica, Long Beach, and Pasadena. In Los Angeles, there were a total of 759 projects for review, while Pasadena came in with the second-highest at 27 total projects. All three neighboring cities required developers to go through the discretionary review process; 569 of Los Angeles projects were required to do so as well. However, Los Angeles did pass 190 As of Right Projects (p. 4). The discretionary process demonstrated in the three southern California cities, as well as the city of Pacific Grove, strongly contributes to the scarcity of affordable housing and diversity in cities in California.

Unintended Use of Accessory Dwelling Units

Many California cities that need more affordable housing have amended regulations to make development easier for homeowners who have space and the ability to expand their homes to accommodate multiple families. However, some homeowners who take advantage of building Accessory Dwelling Units (ADU) may choose to rent them to family members or at market value. Zoning codes and regulatory actions may not enforce that they are rented out at a lower

rate than market value. This contributes to the shortage of diversity because it does not ensure affordable housing for other socioeconomic groups to be able to occupy.

The number of ADUs has skyrocketed, as a result of our new laws that have encouraged their growth. But the flurry of activity is mostly happening in wealthier areas," said Ting. "In the name of equity and fairness, we must extend this opportunity for rental income and increased housing supply across all neighborhoods. (Miranda, 2021, para 3)

California has loosened a lot of regulatory actions and processes associated with the development of ADUs and has allowed them to count as low-income housing options for local jurisdictions. However, California now allows cities to count ADU's towards low-income housing needs. Unless a city's zoning code regulates the ADU's maximum rent, occupancy income, and/or effective period, then the city may be unable to enforce low-income occupancy. Many cities abandoned the rent restrictions on these units because they were being left vacant. As the process was made easier and without rental regulations, the wealthy homeowners who have the means to develop have taken advantage of the less restrictive process and have not complied with the intended uses of the ADU's. This is a contributing factor of communities suffering from a paucity of diversity, as a direct result of the deficit of affordable housing for every income level.

Consequences

Commuting

Many people work in communities that they cannot afford to live in. This is a direct consequence of the housing crisis California is facing. This is seen in the City of Pacific Grove where only 16% of workers live in the city (Driskell & Munoz, 2020, p. 24). The workers are

often pushed out to neighboring cities where rent prices are more affordable. Housing costs prompt low-wage workers to work and contribute to the economic prosperity of a city they can not afford to live in. Mitra and Saphores (2019) state that “the decision to commute long-distance...is explained by socioeconomic variables, car ownership, land use, and housing costs” (para. 50). When people are working to earn a wage that does not meet the requirements to find a rental property they have no choice but to leave the city, in which they work, to find affordable housing.

Without adequate housing that welcomes every income level to cohabit the areas where it is readily available, the effects of commuting can cause problems for everyone and the environment, it is not just an inconvenience to the commuter. When populations result in commuting “everybody between where they live and where they work is going to have more traffic congestion and worse environmental impact”(Schweitzer, 2020, para.7). Finally, employers tend to lose employees at a high rate when low-income earners are forced to commute. Even in communities that have a shortage of diversity, companies rely on the work that is completed by low-income earners. Jobs are often left unperformed because "either people are moving away from the area because of high costs, or they're leery of moving into the area, knowing that we have pricing issues" (Schweitzer, 2020, para. 19). With the absence of inclusion in many California communities, many decide to stop commuting and move to a city or even another state that is more affordable. This is a direct consequence of the shortage of affordable housing options across California.

Unsatisfactory Living Conditions

Unsatisfactory living conditions for renters are a direct result of communities suffering

from a lack of diversity and a need for affordable housing for every income level. According to the Public Health Alliance for Southern California (2021) ...people who are outside the normal demographic will exhaust all options to live in highly desirable areas for reasons like job proximity, amenities the towns offer, and educational opportunities (p.1). Nonetheless, residing in unsafe living conditions can be a direct result of low income earning and an undersupply of housing options. Greif (2018) explains the harmful practices of landlords that compromise housing quality as “excessive surveillance, hassling and threats and unwillingness to make needed repairs to conserve resources. Divestment was a further strategy employed by some landlords—notably those who operated in lower-income communities, where affordable rental housing is becoming increasingly scarce” (para 5). Cheaper rentals may not be the best cared for and the landlords may not dedicate their time to tend to tenants who they see as “lucky” to afford anything in the area. Furthermore, landlords can slack off on repairs because housing is so scarce people will rent “anything” below the average market for that area.

As housing availability becomes scarcer in California, “many families, even those living in unsanitary and dangerous conditions, could not make their rental payments. When this was the case, landlords could summon the privilege of ‘distress’, which entitled them to seize and sell tenants’ property to recover lost rental profit” (Desmond, 2018, para 7). People may not feel welcome in communities that they are forced into small homes that may have unlivable conditions. Landlords in high-demand areas may take advantage of minority populations as they feel like they are doing them a favor. This is directly related to the problem of affordable housing and redlining neighborhoods to welcome higher-income earners. When things like this continue to happen in these communities it drives out diverse residents.

Problem Model

Contributing Factors	Problem	Consequences
<p>1. The cost to build in California is very expensive which makes it undesirable to build multi-family homes as single-family homes are more cost-effective.</p>	<p>Communities are suffering from a lack of diversity.</p>	<p>1. Many people are working in communities that they can not afford to live in.</p>
<p>2. Supply and demand; not enough units allow for landlords to keep rents high.</p>		
<p>3. Zoning regulations and permitting process; lengthy and costly process to get approved for affordable units (More cost-effective to build single-family)</p>		<p>2. Low-income earners who may have the ability to live in these highly desired areas are often taken advantage of and subject to unsatisfactory living conditions.</p>
<p>4. The ADU deed restrictions being relaxed have allowed for more wealthy homeowners to reap the benefits of the additional units.</p>		

Capstone Project Description and Justification

Capstone Project

To take steps to contribute to the community’s knowledge of affordable housing options, a presentation on the benefits of building Accessory Dwelling Units (ADU) and Junior

Accessory Dwelling Unit (JADU) was made and presented. There was a live workshop held at the Community Center in Pacific Grove where the public had a chance to listen to a panel of professionals and ask questions. The workshop was recorded and posted on the City's website for future reference. The information provided at the presentation was focused on education on the development process of ADU/JADU, including financing the projects, building design and contracting, and impacts on property value. With this education, homeowners learned about the possibilities and benefits of creating this type of additional housing. The ADU/JADU process can be confusing for homeowners; yet, if walked through the process it can be very manageable and rewarding.

The panel discussion described the process of how ADU's and JADU's are built, provided the guidelines, and explained the benefits. Through the discussion of incentives, the City hoped that many more homeowners may be open to developing another unit on their parcel. This addressed affordable housing and helped promote diversity into communities because, with additional units available to different income levels, there will be people of different backgrounds coming together to form a more inclusive community.

Project Purpose

This project addressed the contributing factors of supply and demand. The city continues to lack affordable housing options which in turn contributes to high rent. The goal of the workshop was to educate the community to understand the process of developing affordable units and also understand how this is important to the community. The need to guide homeowners in the City was evident because this population knows how to develop additional units on single-family parcels to be rented out for potentially affordable rates. This in turn builds

a larger housing stock as well as presents an opportunity for other income levels to join the community. This is a way to infill existing properties and create more density in the City. As more units are built and available at various prices, the market rate will adjust accordingly.

With more potential developmental happenings in the City, this workshop also benefited the entire community by demonstrating potential changes they may see and assuring homeowners not to be fearful of change. Any change in the City can bring uncertainty to the residents so this public meeting was a safe space for people to have their concerns and ideas heard. There was a demand for this because many of the residents did not have the knowledge or awareness of the process and the benefits of building ADU's/JADU's. Strategically this community engagement project addressed what it means to have an Accessory Dwelling Unit and Junior Accessory Dwelling Unit in their neighborhood and how one would be impacted. Simply put, this project brought awareness and knowledge to the community as many single-family parcels have the potential to be developed to accommodate up to three units that can house three separate families.

Project Justification

According to the University of Delaware (n.d.), "early and sustained public involvement can provide cost savings, time savings, and broader outreach to all stakeholders. Public engagement allows for the better, more durable achievement of project goals and more effective use of community assets" (para 11). This is why a community engagement workshop was productive in educating and motivating all the stakeholders to get involved with the Accessory Dwelling Unit and Junior Accessory Dwelling Unit production this city needs. The fundamental development of a productive community is getting the community engaged in the happenings.

With that being said, the panel interview and participants consisted of people from all levels of the community working together to unite the residents, the developers, and housing professionals.

The entire goal of this project was to bring awareness to the homeowners about the growth and change the City needs, the options available, the process, and the benefits. Another important goal of this project was to allow the decision-makers to hear from residents about the restrictions they feel the current process has on pursuing development in the city. According to Ohio University (2020), citizen engagement,

is a formal process that is facilitated by an administration. In an engaged organization, city officials encourage citizens to discuss and assess policies and contribute to projects.

Tools and information are provided to citizens to make this process more streamlined and accessible. (para 5)

Through discussion and allowing the citizens to provide input, we can better understand ways the current process can be improved.

Assessment Plan & Expected Outcomes

The City anticipated up to twenty residents to sign up and participate in the panel workshop. With the discussion and open forum for questions to be answered it is expected that the participants would learn about ADU's and JADU's. Ideally, this project was to help current and future homeowner's development projects go a little smoother with having clear information. It was anticipated that this discussion would spike the interest of local homeowners to inquire about possible ADU and JADU projects, it was expected that the city would receive more calls about the process and would dedicate specific staff to answer the questions. The City will create

a more accessible development tool on the city website. The City intends to create more resources on the website as they get more input from the community. One resource the city can benefit from is creating a cost calculator for ADU and JADU production. It is expected that up to ten ADU's and/or JADU's will be in progress per year after the workshop. This provides a measurable number of units to work towards achieving the city's Regional Housing Needs Allocation.

To properly evaluate the results, the participants were given a pre-test survey upon arriving at the workshop. This collected data on what the participants knew or understood about ADU/JADU development before the workshop. To measure the effectiveness of the project there was response data collected from participants from the community engagement workshop after it was complete. The evaluation was analyzed and provided feedback on what they may still have questions about and what was learned from the workshop. From this, the City was able to identify who participated in the workshop and if they are homeowners, developers, residents, or nonresidents, and provide contact information for future reference.

Project Implementation

Initially, existing approval processes and other ADU/JADU projects in other jurisdictions were researched to assess the benefits of different approaches. Then public meetings were viewed, scanned, and evaluated for Pacific Grove's city plans and policies. It was determined that a sizable number of stakeholders were not supportive of city policy and projects. Through attendance of public meetings such as; City Council, Planning Commission, Architecture Review Board, and Historic Resources Committee a lot of exposure to public comment was available. The residents' misunderstandings and opposition to development were made quite clear. This

framed the idea of a need for better public outreach and education. It was important to first listen to the public and then plan accordingly to what suited the community's needs. Because of this, it was decided actions needed to be taken to change the way residents were given information about ADU/JADU.

The further details of implementation were getting the project approved by the Director of the Community Development Department (CDD) and identifying appropriate people available who would be willing to participate on the panel. Therefore, stakeholder interviews were conducted; including, designers, architects, city planners, realtors, building officials, loan officers, and residents. The interviews were conducted to understand the viewpoints, questions, and concerns the public would benefit most from at the ADU/JADU workshop. After conducting the interviews a panel of professionals was formed for the workshop. The panel consisted of a local contractor, designer, realtor, and mortgage professional. The CDD staff was also welcomed to be a part of the panel to discuss City-specific questions. Additionally, a representative from the Covia nonprofit, a home match program, was invited to the workshop to discuss this resource of finding affordable housing options.

After looking up the various committee meetings within the City and looking over the schedules, it was determined that there was no conflict for the projected date for the workshop. The meeting was then scheduled for September 25th, 10 am to 12 pm. The in-person panel workshop space was reserved at the Community Center in Pacific Grove. Once the panelists and information were gathered, advertisements for the workshop were posted around the City and on the City website and social media platforms to get the community informed and excited. Moreover, a registration method for participants to sign up for the workshop was planned to be

made available as an RSVP feature on Facebook Events. This was hoped for but not achieved due to staffing and resources. With that being said, there was no method on how to plan for the number of community members to expect on the day of the workshop.

From there, there was a workshop available to the public to participate in an in-person discussion and learn about the development process in their city. Additionally, it was coordinated with Joyce Halabi, of the Public Works Department, to make an iPad and tripod available to record the meeting to post on the City's website. When this plan failed two days before the workshop, the CDD worked with Nakita McKinder, IT Management Analyst, to create a Microsoft Teams Meeting for the panelist to join the day of the event to record the meeting. Each panelist had to be informed to bring a personal device that they could sign into the day of the workshop, and once everything was connected and recording this method turned out to work quite well. This recorded meeting was made available on the City's website the following week.

A pre-test survey as they arrived and a post-test survey at the end of the workshop was made available to participants. During the workshop, the panelists were prompted with questions to answer based on their expertise in the process of development and their experience with ADU's/JADU's. These questions were created over the past few months before the workshop while she attended meetings and spoke with stakeholders. The questions aided in addressing the concerns of residents and informing the attendees about local regulations and the need for change. To conclude the project, the survey data was analyzed and recommendations were made and given to the City. A detailed implementation plan and timeline can be seen in the Scope of Work in Appendix B.

Project Results

The result of the ADU/JADU workshop panel discussion was a large turnout of community members who had an interest in the development in Pacific Grove. The workshop exceeded the expectations of twenty attendees, as there were over fifty participants. The City was able to gather 45 pre-test and post-test surveys. This data provided necessary feedback of the workshop that assured the workshop's effectiveness and what the next steps are. Although there were a lot of last-minute changes, the workshop surpassed the expectations and had an amazing turnout of participation. The workshop had a great panel that was very knowledgeable and engaging for the community members. It was expected that there was going to be some opposition in the crowd; however, the majority of the crowd was excited, engaged, and interested in how they can develop and be a part of building a more inclusive community that allows for more housing.

As expected, this project prompted the CDD to develop a separate email specifically for ADU questions that will be directed to the Program Manager at this point. With more interest from the residents and more contact being made with the CDD, this was essential in routing the questions to one person in the department. It was also expected that the City would create more tools on the website for residents. Although the City did not create their tool, they now have access to use a standardized ADU calculator. This tool is very beneficial in evaluating costs for development and can be provided at future workshops. This is an important tool for the city to implement and make available as many people did not know the costs of build, this was proven as 61.5% of participants in the workshop did not know what it cost to build an additional unit as seen in Figure 4, Appendix A.

Based on the pre-workshop survey data, available in the appendix, it was made clear that 95% of the participants who took the survey knew what an ADU/JADU were before the workshop. 61% of the participants did not know how much it cost to build an ADU/JADU. A surprising number that this survey provided was that 75% of participants said they would rent out their ADU/JADU with affordable rent.

Based on the post-workshop survey, an example is available in the appendix, it was shown that 100% of participants knew what an ADU/JADU was after the workshop and 98.3% were more likely to build one. It was clear that the majority of participants found the workshop to be helpful (97.2%). It was quite surprising that only 48% of participants said they would need financing for development.

Through data analysis, it was determined what kind of information still needs to be provided to the community about the development of ADU's and JADU's. The city continues to educate the community about second units via its website with updated information and staff in the office ready to answer questions. With this data collection, the city intends to find a new way to incentivize the development of ADU's and JADU's. The survey data provided the city feedback on if one session was sufficient or if there should be an additional workshop possibly at a different day and time. There was evidence that people still want more information, as 79.4% of participants said they would attend another development workshop. It is up to the CDD staff to figure out what the community needs and what type of workshops and meetings will benefit the community. Based on a survey analysis it was decided if it was beneficial to do more outreach and workshops like this in the future. This data also allowed for a presentation to be

made at the CDD staff meeting. This provided reliable data on what next steps need to happen moving forward as the CDD continues to address community needs.

Conclusion & Recommendations

When the City heard more from the public, the staff was more informed about how to incentivize this type of development. The City was able to analyze any changes they may need to make with outreach and processes. This workshop helped residents understand the benefits of ADU's and JADU's, specifically for single-family homeowners. This expanded the options for the community because it demonstrated flexibility where units can be built. Finally, with the recommendations made after the workshop, it is expected that decision-makers can facilitate improvements to the current process after receiving input from residents/developers. A presentation was made to the CDD staff on October 21, 2021, with findings on the workshop and provided feedback and recommendations for future workshops that may benefit the community and the department. It is recommended that the City conduct another workshop on the topic of ADU/JADU development in the next year. Also, the City may provide a workshop on the SB9 law that recently passed after January 2022. Additionally, another workshop that may be beneficial to the community could include creating a panel of local nonprofits and community leaders that provide community resources. Such workshops have proven to be beneficial and the community is actively waiting for more. These recommendations were offered to provide direction on the next steps regarding community needs.

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Appendix A: Data Results

Figure 1: Pre

Pre-Workshop Survey, Example



CITY OF PACIFIC GROVE
Community Development Department
Accessory Dwelling Unit Workshop
September 25, 2021

Pre-panel Survey Questions (Attendees):

NAME (optional)- _____


Circle all that apply: Tenant Homeowner Developer

Are you a PG resident: YES NO

1. Do you know what an ADU/JADU is? YES NO
2. Are you comfortable with ADU/JADU being built in your neighborhood? YES NO
3. Would you consider building an ADU/JADU on your property? YES NO
4. Do you know the cost to build an ADU/JADU? YES NO
5. Would you rent your ADU/JADU? YES NO
6. Would you consider renting your ADU/JADU with an affordable rent? YES NO

Figure 2: Post

Post- Workshop Survey, Example



CITY OF PACIFIC GROVE
Community Development Department
Accessory Dwelling Unit Workshop
September 25, 2021

Post-Panel Survey Questions:

1. Do you know what an ADU/JADU is? (YES)(NO)
2. Are you comfortable with ADU/JADU built in your neighborhood? (YES) (NO)
3. Will you rent your ADU/JADU? (YES)(NO)
4. Are you more likely to consider building an ADU/JADU? (YES) (NO)
5. Would you need financing if you were to build an ADU/JADU? (YES)(NO)
6. Did you find this workshop helpful (YES) (NO)
7. Would you consider attending another workshop on ADU/JADU development? (YES) (NO)

Pre-Workshop Data Results

Figure 3: Pre - Workshop Attendees

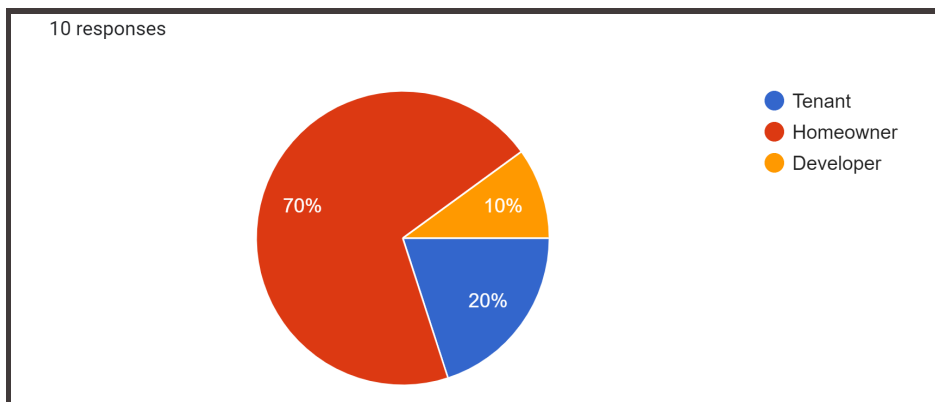


Figure 4: Pre - Do you know what an ADU/JADU is?

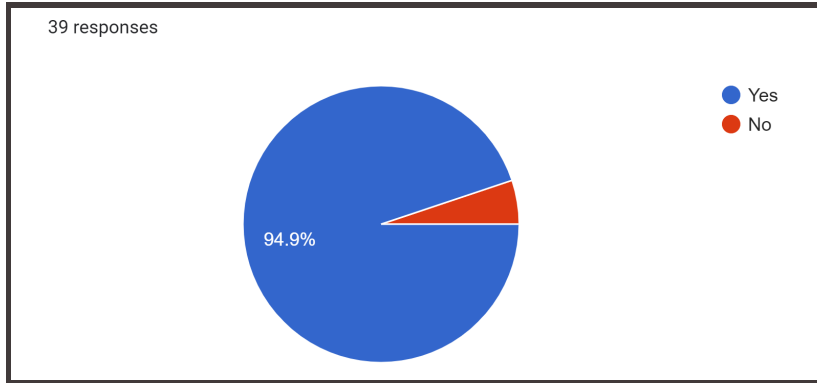


Figure 5: Pre - Are you a PG resident?

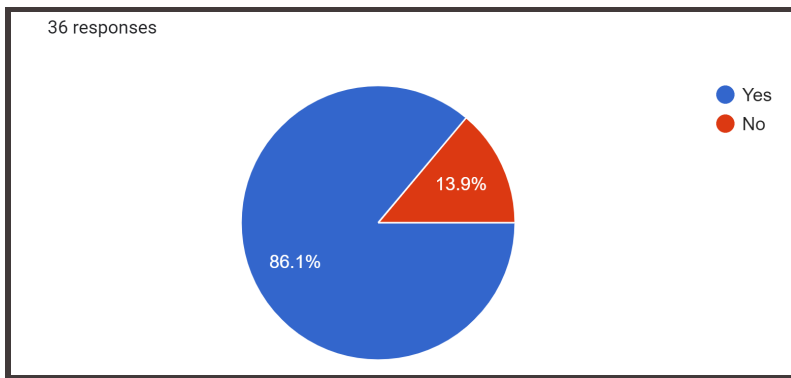


Figure 6: Pre - Are you comfortable with ADU/JADU being built in your neighborhood?

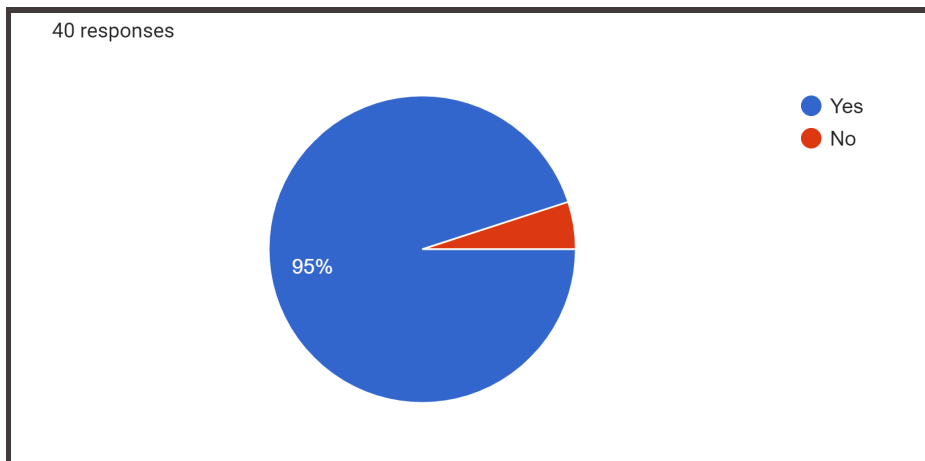


Figure 7: Pre - Would you consider building an ADU/JADU on your property?

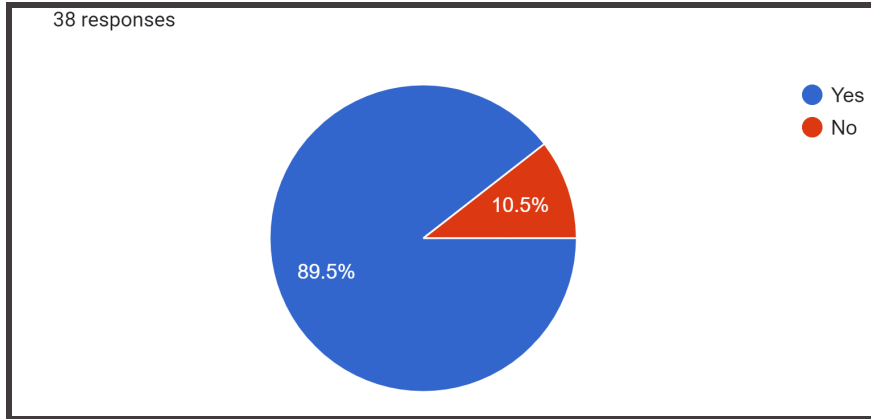


Figure 8: Pre - Do you know the cost to build an ADU/JADU?

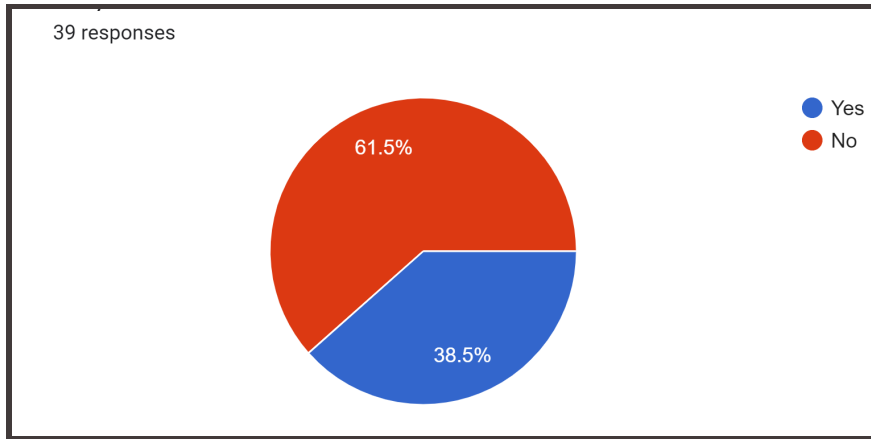


Figure 9: Pre - Would you rent your ADU/JADU?

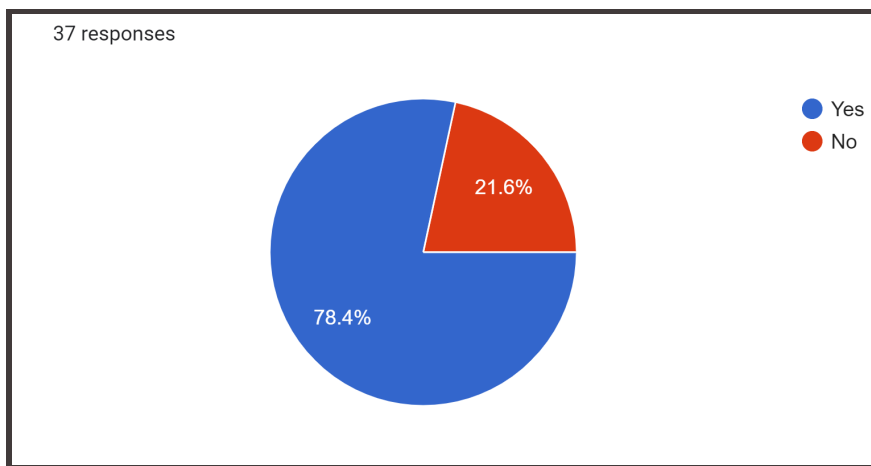


Figure 10: Pre - Would you consider renting your ADU/JADU with affordable rent?

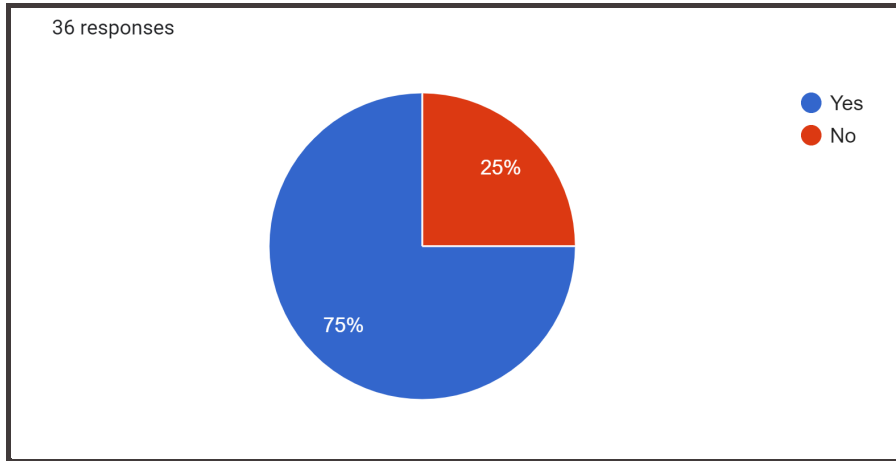


Figure 11:Post - *Do you know what an ADU/JADU is?*

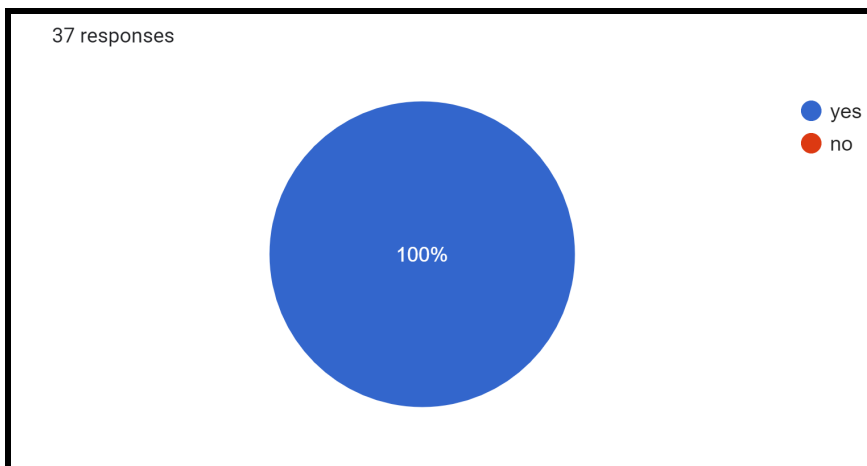


Figure 12:Post - *Are you comfortable with ADU/JADU built in your community?*

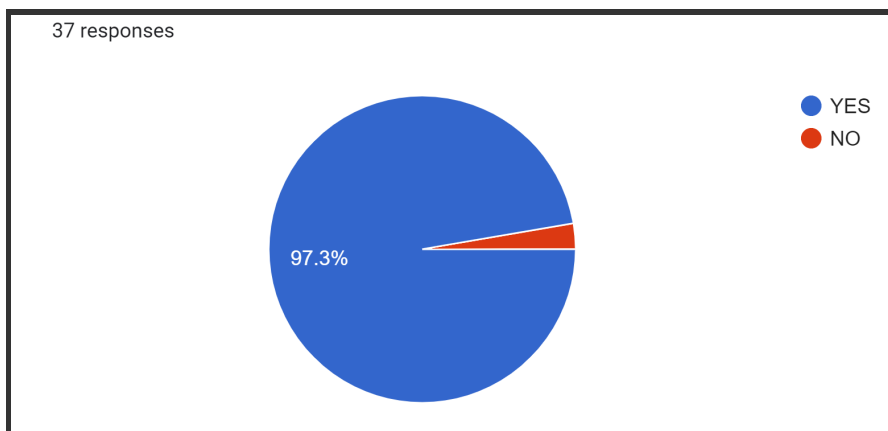


Figure 13:Post- *Will you rent your ADU/JADU?*

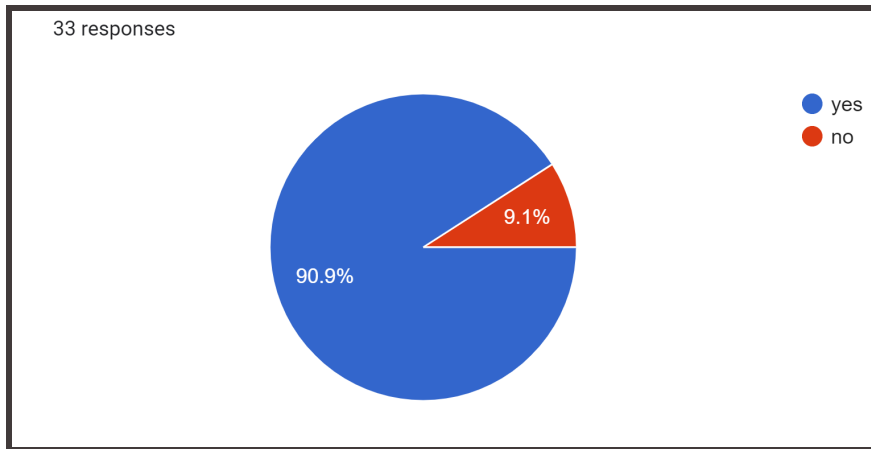


Figure 14:Post- *Are you more likely to consider building an ADU/JADU?*

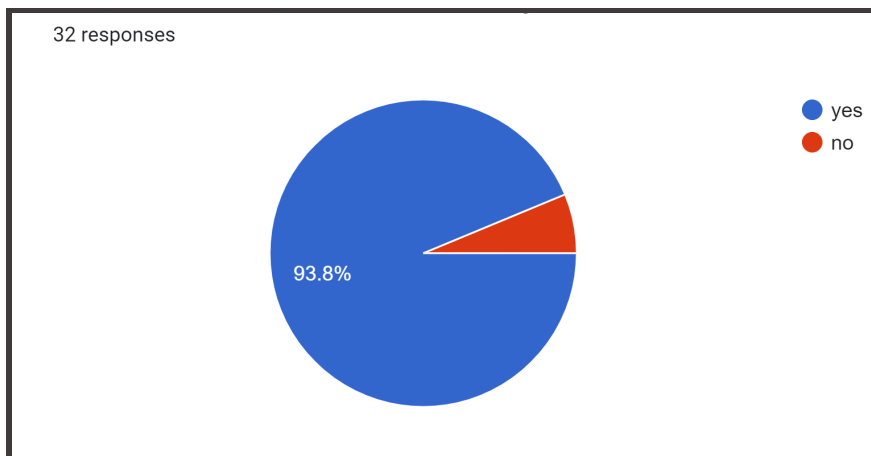


Figure 15:Post- *Would you need financing if you were to build an ADU/JADU?*

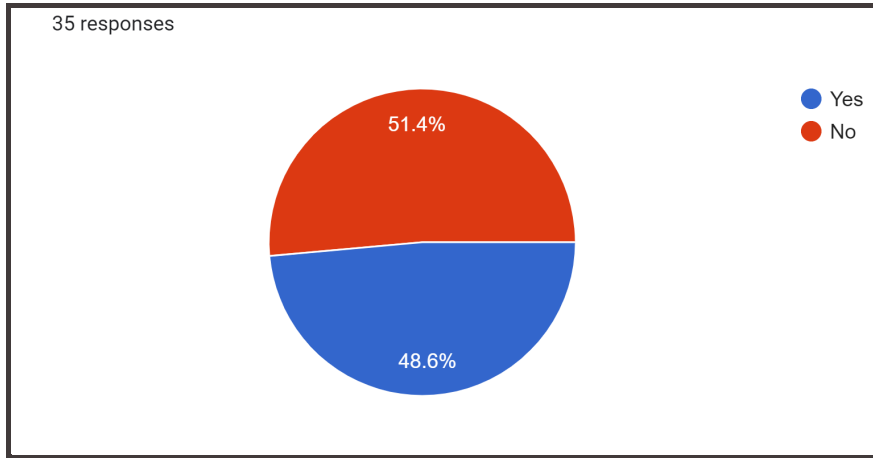


Figure 16:Post- *Did you find this workshop helpful?*

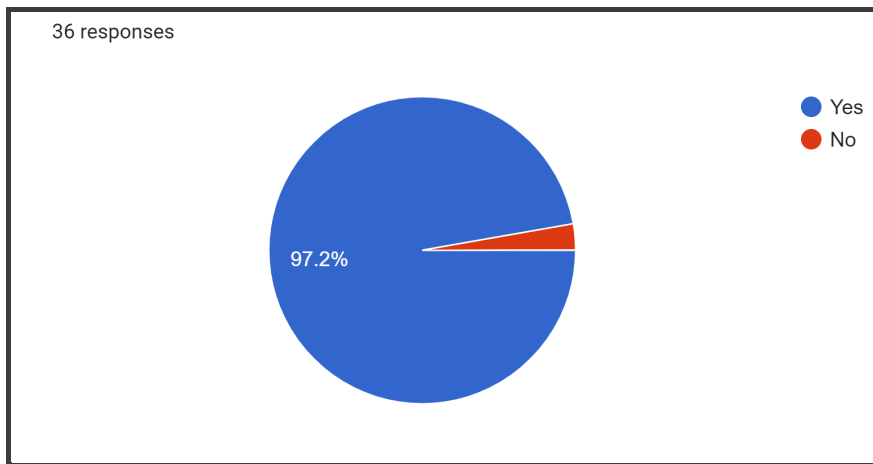


Figure 17:Post- *Would you consider attending another workshop on ADU/JADU development?*

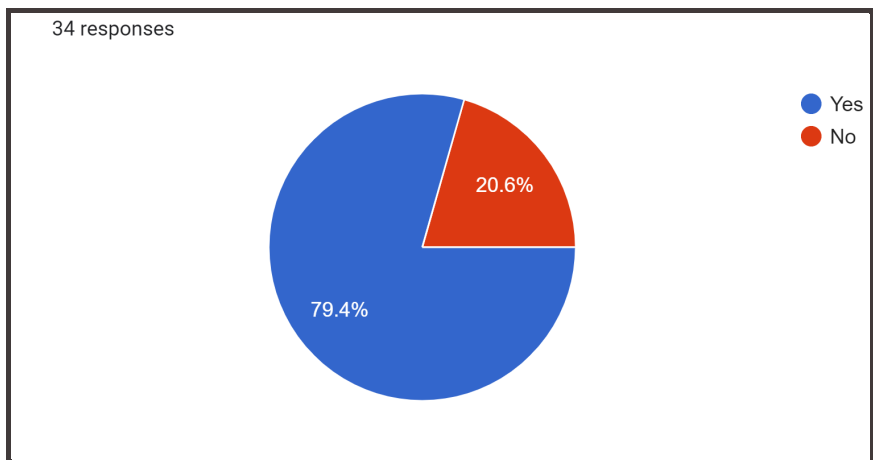


Figure 18: Panelist Feedback- *Did you feel the workshop was valuable to the community?*

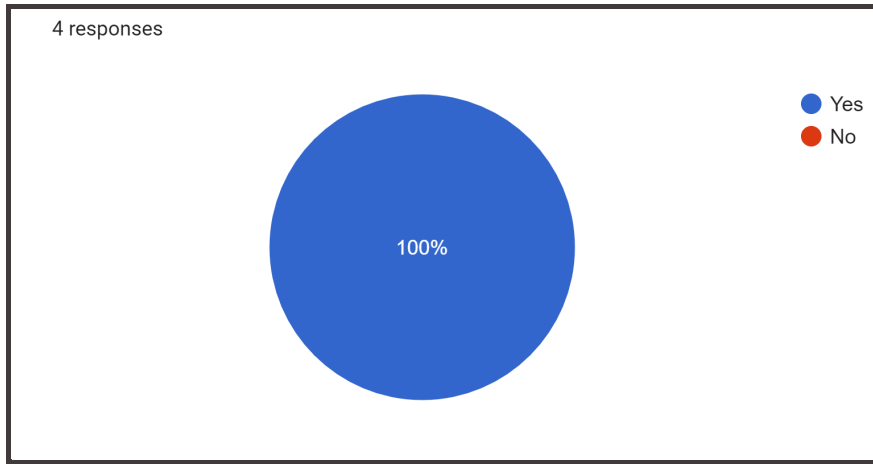


Figure 19: Panelist Feedback- *Would you join another panel for the City of Pacific Grove if the opportunity was available?*

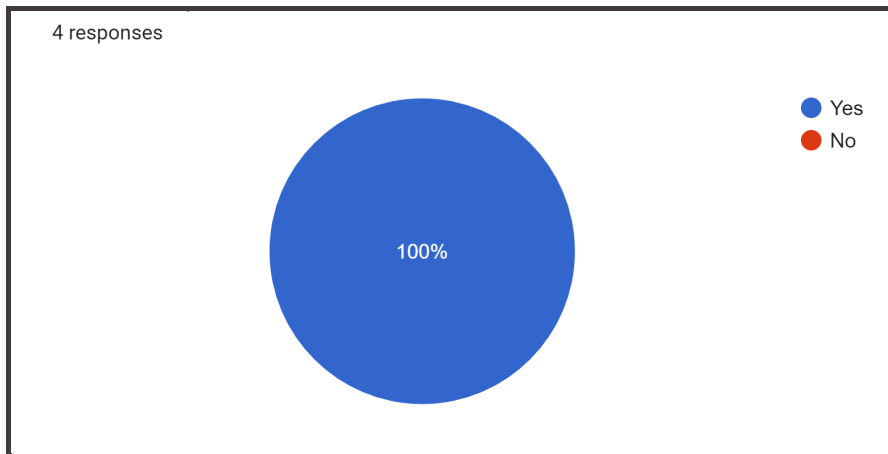


Figure 20: Panelist Feedback- *Did you receive any phone calls/emails from PG residents after the workshop?*

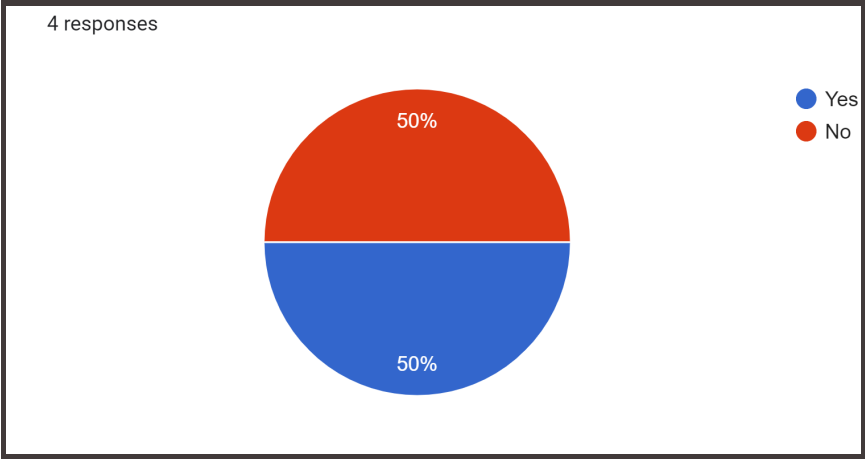


Figure 21: Panelist Feedback- *Do you recommend any changes for future workshops?*

4 responses

- I thought that while the House share was interesting and valuable it was a bit off-topic.
- No, this was all around GREAT!
- Great Job Amanda!!
- It turned out great.

Appendix B: Scope of Work

Task	Aug 2020	Sep	Oct	Nov	Dec	Jan 2021	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Research ADU/JADU regulations																
Join a community conversation about ADU’s from other jurisdictions																
Speak with the City of Truckee to understand how they are gaining more city engagement around ADU’s																
Attended Architectural Review Board meeting																
Attended Planning Commission meetings																
Attended City Council meetings																
Participated in the Housing Advisory Group meetings																
Attended Community Development Department meetings																
Chose a date and time for the workshop and get																

