

PART I. PRIORITY AFFORDABLE HOUSING NEEDS

Priority: Increase and maintain the number of affordable rental units for low and moderate income households by encouraging unit affordability for the maximum number of years possible, with an emphasis on maintaining affordable units for the following populations: emancipated youth, families, adult population (21 – 64 years), seniors, under-served minorities and special populations.

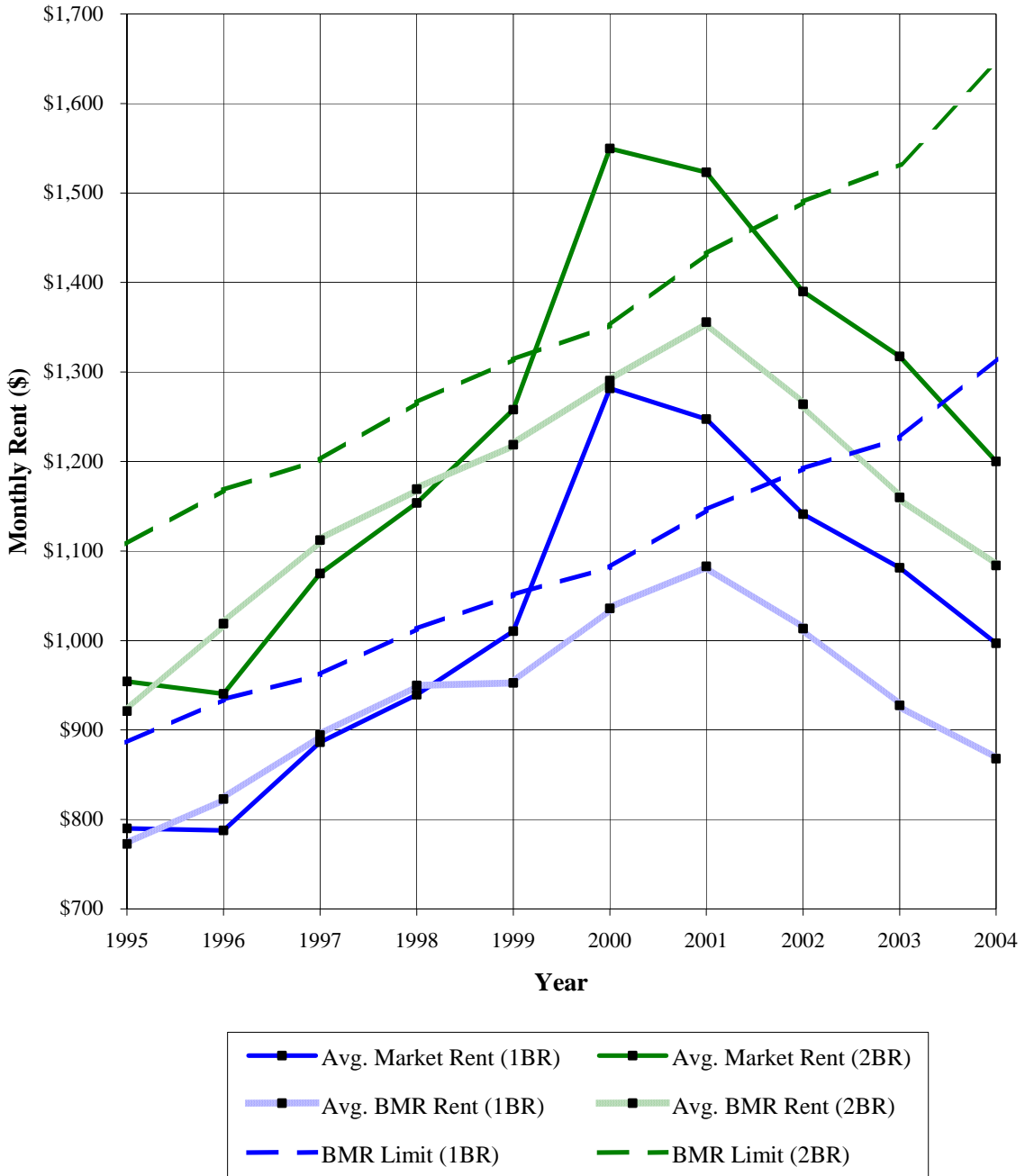
Priority Analysis and Obstacles to Meeting Underserved Needs

The need for affordable rental housing in Alameda County has increased dramatically in the past five years. The need far exceeds the supply of affordable rental housing in the Alameda County HOME Consortium. The Alameda County HOME Consortium Housing Needs Analysis indicates that the majority of low income rental households (earning 80 percent or less of the Area Median Income, or AMI) spend more than 30% of their incomes on housing costs.

Affordable housing is in short supply throughout the county. Very high cost housing markets reduce the supply of affordable housing even further. As rents increase, subsidies in rental assistance programs also increase, which results in a reduction in the number of persons that can be served in these programs.

In the late 1990's, rents increased significantly while vacancy rates decreased. These trends peaked in 2000 and 2001. The resulting competition resulted in an extremely tight rental market, notably in Pleasanton and the surrounding Tri-Valley area. Some landlords who had previously accepted Section 8 were no longer willing to do so because of the limitations on the rents that can be charged under the program. Rents have begun to stabilize since reaching a peak in 2000 and 2001. However, the rental market still poses a significant challenge to households in the lower income categories. Figure 1 shows rent trends in Pleasanton between 1995 and 2004.

Figure 1:
Rent Trends in Pleasanton
1995 - 2004



The 2000 Census indicates that there are over 54,992 low income renters in the Alameda County HOME Consortium with a household income less than 80% of the Area Median Income (AMI). In Pleasanton, the figure is 1,747 households, or 28.7% of all renters. Although the number of low income renters in Pleasanton is relatively low compared to the county as a whole, the need for affordable housing in Pleasanton is amplified for low income renters due to the dual challenge of limited income and the disproportionately high cost of housing in the area. Table 1 shows household income statistics for Pleasanton renters (based on 2000 Census data).

**Table 1:
Pleasanton Households (Renters) by Income Level, 2000**

	Households	% of Total	
Extremely Low Income (≤30% Median)	550	9.0%	28.7%
Very Low Income (>30% to ≤50% Median)	540	8.9%	
Low Income (>50 to ≤80% Median)	657	10.8%	
Moderate and Above (>80% Median)	4,338	71.3%	
Total Households (Renters)	6,085	100.0%	

Source: 2000 Census – CHAS Data Book

The 2000 Census information indicates that there are over 86,000 low income renters in Alameda County. The need for affordable housing is especially acute among extremely low-income renters (35% of median income). Over seventy-five percent of extremely low-income renters have difficulty finding suitable housing that they can afford. Almost all (92%) extremely low-income renters with large families have problems finding housing.

Alameda County Housing and Community Development (HCD) completed an update of its Inventory of Subsidized Rental Housing in Alameda County in May 2001. In Alameda County, there are 18,695 rental housing units with long-term affordability and income restrictions (project-based units). In addition, the majority of the available supply of units are smaller units, more suitable for singles, elderly and smaller households than for larger families. Of the total designated subsidized units, 8,106 units are designated for family housing, 6,437 units are designated for senior housing, 1,551 are Single Room Occupancy (SRO) units, and 842 units have been identified as accessible to people with disabilities (these units often overlap with other types of housing).

Table 2 shows similar information for Pleasanton. As seen in the table, half of large family households (5 or more persons) who rent are paying more than 30% of their household income for housing, while almost 5% pay more than 50% of their income. For elderly households who

rent, nearly 54% pay more than 30% of their income, while 27% pay more than 50% of their income. In most cases, the percentage of households with this type of housing problem has increased between 1990 and 2000 based on information collected in the decennial censuses.

The 2000 Census did not reveal any clear trends regarding housing problems among minorities. However, census data from 1990 and 2000 indicate a gradual shift toward greater ethnic diversity in Pleasanton. Therefore, the City will continue to monitor housing trends among different ethnic groups in the future.

A sizeable portion of these subsidized units face conversion to market-rate rents in the near future. According to the Alameda County Subsidized Housing Inventory (1997), between 1993 and 1995 there was a 9% reduction in affordable restricted rental units for very low income families and a 16% reduction in affordable restricted units for extremely low income.

Approximately 200 below-market rental units in Pleasanton reverted to market rates between 1998 and 2003 due to the expiration of regulatory agreements. This occurred in spite of the City's efforts to create financial and other incentives for apartment owners to extend the agreement terms. These trends indicate that very low income families face an increasing risk of becoming homeless, experiencing overcrowded housing conditions and/or paying precariously high percentages of their incomes for housing.

Most subsidized housing developments with units for very low income households have long waiting lists, and the waiting time can be two years or more. Section 8 and Public Housing programs within the HOME Consortium have approximately 10,000 households on their waiting lists. The number of landlords who are willing to provide subsidized housing will still not keep up with demand-even with these additional vouchers.

There are approximately 6,000 Section 8 vouchers in use in the portion of the county administered by the Housing Authority of Alameda County, or HACA (Pleasanton, Dublin, Castro Valley, Emeryville, Fremont, Hayward, Newark, San Leandro, San Lorenzo, Union City, and the unincorporated county). Approximately 10,000 more vouchers are in use in other areas of Alameda County. When HACA opened its waiting list in December 2001, 12,560 applications were received. However, only 3,500 or about a quarter of these were placed on a waiting list (through a lottery process).

Table 2: Housing Problems by Income Level and Tenure, Pleasanton (1990 and 2000)

RENTERS:

Household by Type, Income, & Housing Problem	Elderly (1 & 2 persons)			Small Related Households (2 to 4 persons)			Large Related Households (5+ persons)			All Other Households			Total Renters		
	1990	2000	% Diff	1990	2000	% Diff	1990	2000	% Diff	1990	2000	% Diff	1990	2000	% Diff
Extremely Low Income (<=30% Median)	180	239	32.8%	86	155	80.2%	10	25	150.0%	136	131	-3.7%	412	550	33.5%
Very Low Income (>30% to <=50% Median)	75	159	112.0%	179	207	15.6%	9	18	100.0%	226	156	-31.0%	489	540	10.4%
Low Income (>50 to <=80% Median)	38	53	39.5%	320	285	-10.9%	38	69	81.6%	334	250	-25.1%	730	657	-10.0%
Moderate and Above (>80% Median)	8	189	2262.5%	309	2,099	579.3%	15	315	2000.0%	280	1,735	519.6%	612	4,338	608.8%
Total Households	<u>391</u>	<u>640</u>	<u>63.7%</u>	<u>2,577</u>	<u>2,746</u>	<u>6.6%</u>	<u>281</u>	<u>427</u>	<u>52.0%</u>	<u>2,119</u>	<u>2,272</u>	<u>7.2%</u>	<u>5,368</u>	<u>6,085</u>	<u>13.4%</u>
<i>Paying >30% income for housing (%)</i>	54.5%	53.6%	-0.9%	37.9%	36.1%	-1.8%	39.9%	49.9%	10.0%	44.8%	31.7%	-13.1%	41.9%	37.3%	-4.6%
<i>Paying >50% income for housing (%)</i>	25.3%	27.0%	1.7%	10.7%	11.6%	0.9%	3.6%	4.4%	0.8%	12.2%	9.0%	-3.2%	12.0%	11.8%	-0.2%

OWNERS:

Household by Type, Income, & Housing Problem	Elderly (1 & 2 persons)			Small Related Households (2 to 4 persons)			Large Related Households (5+ persons)			All Other Households			Total Owners		
	1990	2000	% Diff	1990	2000	% Diff	1990	2000	% Diff	1990	2000	% Diff	1990	2000	% Diff
Extremely Low Income (<=30% Median)	149	212	42.3%		135			34		114	58	-49.1%	263	439	66.9%
Very Low Income (>30% to <=50% Median)	202	305	51.0%		124			4		138	74	-46.4%	340	507	49.1%
Low Income (>50 to <=80% Median)	217	390	79.7%		308			42		320	140	-56.3%	537	880	63.9%
Moderate and Above (>80% Median)	104	1791	1622.1%		9,894			1720		445	1,829	311.0%	549	15,234	2674.9%
Total Households	<u>1619</u>	<u>2698</u>	<u>66.6%</u>		<u>10,461</u>			<u>1800</u>		<u>11,688</u>	<u>2,101</u>	<u>-82.0%</u>	<u>13,307</u>	<u>17,060</u>	<u>28.2%</u>
<i>Paying >30% income for housing (%)</i>	20.8%	27.0%	6.2%		25.2%			31.0%		39.7%	41.4%	1.7%	37.4%	28.1%	-9.3%
<i>Paying >50% income for housing (%)</i>	8.7%	13.7%	5.0%		6.8%			6.5%		4.5%	12.8%	8.3%	5.0%	8.6%	3.6%

Source: U.S. Census Bureau (1990 and 2000)

As of June 2002, Pleasanton had 167 households with Section 8 vouchers, including 75 families with children and 92 elderly and/or disabled households (HACA, June 2002). The majority of vouchers were used to rent one-bedroom units, with an average monthly subsidy of slightly less than \$500. For families, the average length of participation in the Section 8 program in Pleasanton is 3 years, 9 months. The length of participation for elderly and disabled households is longer due to the on-going need for the subsidy. Only 12 Pleasanton households were successful in being selected for HACA's waiting list in the December 2001 application and lottery process.

For the past several years, increasing numbers of Section 8 vouchers have been returned to housing authorities because participants cannot find landlords who are willing to rent to them. HACA has requested and received authorization to charge "exception rents," rent levels that are higher than the Fair Market Rents set by HUD. This allows participants to pay higher rates than currently set for the area by HUD. While this gives tenants the ability to rent units at market rates, it will create a greater cost burden for these participants.

More detailed information regarding rental housing trends and housing affordability can be found in the City's General Plan Housing Element. This document can be viewed on the City's web site (www.ci.pleasanton.ca.us). Copies are also available at the Pleasanton Library (400 Old Bernal Avenue, Pleasanton) or at the City of Pleasanton Planning Department (200 Old Bernal Avenue, Pleasanton; tel. 925-931-5600).

Objectives

The objectives presented in this section reflect the broad areas which will be pursued under this priority. Implementation will be contingent on current and projected need, availability of financial and other resources, and regular re-assessment of the proposed objectives and accomplishments.

Five Year Objectives	Five Year Goals	Performance Measures
Increase the number of rental housing units affordable to extremely low, low, and moderate income households through rehabilitation of existing housing to create affordable rental units.	Identify existing rental properties that might benefit from rehabilitation. Enter into regulatory agreements with owners to ensure long-term affordability (using CDBG and City Housing Funds).	At least 100 rental units will receive rehabilitation, with a minimum of 30 units (15 very low and 15 low income) available at below-market rents in perpetuity for eligible households.
Increase the number of rental housing units affordable to extremely low, low, and moderate income households through construction of new affordable rental units.	Support the efforts of private developers seeking to develop affordable rental housing in Pleasanton (City financial assistance and fee waivers; tax credits secured by project developers).	There will be 50 additional rental units (30 low income and 20 very low income) constructed that will be available in perpetuity for eligible households.

Five Year Objectives	Five Year Goals	Performance Measures
	Work with BRIDGE Housing to complete the construction and rental process for a 105-unit assisted living facility to be constructed on City-owned land located at Sunol Blvd. and Junipero Street (City land; City loans and fee assistance; financing secured by project developer).	There will be approximately 20 low and 10 very low income assisted living units with supportive services available to eligible residents.
	Seek opportunities to acquire one or more vacant sites for new affordable rental housing development.	N/A (dependent upon the availability of suitable land).
Increase the number of rental housing units affordable to extremely low, low, and moderate income households through enhancement of opportunities through existing rental assistance programs.	Support the efforts of the Housing Authority of Alameda County to secure additional Section 8 Assistance certificates and vouchers for low and very low income Pleasanton residents.	The number of vouchers held by Pleasanton residents will increase by 50 for the five-year period.
	Encourage the execution of new agreements for Below Market Rate (BMR) units through the Inclusionary Zoning Ordinance in future private multiple family developments.	There will be at least 50 new rental units affordable to low income households for the five-year period.
	Work with ECHO Housing through the agency's contacts to promote opportunities for affordable housing in Pleasanton (provide information to one-third of ECHO's estimated 300 clients per year).	Affordable housing information and referrals will be provided to 500 persons or households during the five-year period.

GEOGRAPHIC DISTRIBUTION

Except where a specific location is indicated, all of the programs listed above will be available throughout the City of Pleasanton. There are currently no concentrations of ethnic groups or special needs populations within the city (with the exception of several large senior housing complexes). The City will continue to monitor demographic trends and will incorporate new or modified policies to address changes that may occur in the future.

Priority: Preserve existing affordable rental and ownership housing for low and moderate income households.

Priority Analysis and Obstacles to Meeting Underserved Needs

The Alameda County HOME Consortium Housing Market Analysis describes the condition of the Consortium's housing stock, including the existence of substandard rental and ownership housing. According to data collected from the U.S. Census in 2000, about 43% of rental housing stock and 34% of the owner housing stock in the Urban County were defined as having housing problems.

As compared to the County as a whole, Pleasanton's housing stock is in generally excellent condition overall – a reflection of the large percentage of newly built structures. Only 660 units, or 2.8 percent of the existing housing stock, were built prior to 1950. As shown in Table 3, an additional 18 percent of the existing stock was constructed between 1950 and 1970, while 61 percent has been built in the past twenty-five years.

In the 2000 census, only 60 units, or 0.3 percent of the total housing stock, were found to be lacking complete plumbing facilities, and only 14 units lacked complete kitchen facilities. Eight units lacked adequate heating equipment.

At the same time, the City's Building and Safety Division estimated that no more than 100 units required major rehabilitation and no more than 10 required replacement, city-wide. Through the City's housing rehabilitation program (targeted toward lower-income households), approximately 40 dwellings and 160 mobile homes units received minor home repair services, and 10 homes received major rehabilitation work between 1996 and 2001. In addition, many property owners conducted their own rehabilitation work independent of the City's program; there are several hundred older buildings in the Downtown area which have been privately restored and/or which have been well maintained through the years.

In the 2000 census, dwellings had an average of 6.3 rooms per unit. Over time, the trends in new home construction have favored larger units. Consequently, very few examples of overcrowding exist in Pleasanton. Only 3.0 percent, or 694 units, contained more than one resident per room.

Since 1995, the City has rehabilitated relatively few substandard units. This is because of the allocation of most of the City's housing-related resources to meeting housing needs through new construction. At the same time, the City has lost only 13 units to demolition, most of which have been replaced with a greater number of new units. In the short-term, housing condition is unlikely to change significantly. However, in the next five or ten years, homes that were constructed in the 1950's may begin to experience structural problems unless they have been well maintained or rehabilitated. The 660 units built prior to 1950 will require increasing maintenance to avoid demolition in the long-term. Most of the units with structural problems are

located in the Downtown area, which is targeted as a specific plan area to address these and other issues. Nevertheless, due to the increased cost of housing and the desirability of living in or near the Downtown, a significant number of older single-family homes and two multiple-family residential structures have been rehabilitated since 1995.

Table 3 – Age of Housing Stock

Year Built	No. of Units	% of Total
1995 – 1999	2,617	11%
1990 – 1994	1,807	7.6%
1985 – 1989	5,806	24.4%
1980 – 1984	1,936	8.1%
1975 – 1979	2,058	8.6%
1970 – 1974	4,611	19.4%
1960 – 1969	3,713	15.6%
1950 – 1959	589	2.5%
1940 – 1949	212	.9%
Pre1940	448	1.9%
Total	23,797	100%

Sources: California Department of Finance, Summary Reports: Alameda County Controlled Population Estimates, 1991 – 1995; U.S. Bureau of the Census, 1990 Census of Population and Housing; 2002 Growth Management Report.

The incidences of lead paint hazards in the County’s older housing stock, which poses dangers for young children living in those dwellings, has been documented in the Consortium’s Housing Needs Assessment. According to California Department of Finance, 68% (63,451) of the housing stock in the Urban County was constructed pre-1980’s. As shown above, 48.9% of Pleasanton’s housing stock was constructed prior to 1980.

The use of lead paint was banned in 1978. Use of lead paint dwindled in the years prior to 1978; however, there is a potential hazard in a significant percentage of Pleasanton’s housing stock. Alameda County’s Lead Poisoning Prevention Program has worked since 1991 to mitigate lead-based paint in the housing stock.

Many low income homeowners cannot afford the substantial costs involved in rehabilitating their homes. In Pleasanton’s housing rehabilitation program, which is currently administered by Alameda County HCD, the average cost of major rehabilitation projects is approximately \$30,000 per unit. The program has seen a steady increase in costs in recent years as the costs of building materials and labor increases. According to the CHAS data there were 2,698 elderly homeowner households in Pleasanton in 2000. Of those households, nearly 20% (517) were extremely low and low income households. The additional rehabilitation needs of the low and moderate income owner-occupied stock creates a priority for programs to preserve that supply.

As of January 1, 2001, there were 845 units specifically reserved for very-low- and low-income households in rental apartment complexes in Pleasanton as part of the City's Below-Market-Rate Program regulatory agreements. Of this total, about 400 units were reserved for the elderly and about 450 units for other qualifying households. These units are supported by a variety of assistance sources, including HUD Section 236 funding, CHFA tax-exempt bonds, non-profit consortiums, City funding, and private regulatory agreements through the City's Growth Management Program. Some of these projects have been identified as being at risk of losing their affordability restrictions within the next several years as shown in Table 4 below:

Table 4 – At-Risk Affordable Housing Units

PROJECT NAME / ADDRESS	TYPE OF ASSISTANCE RECEIVED	EARLIEST DATE OF CHANGE FROM LOW-INCOME USE	ELDERLY BMR UNITS	OTHER BMR UNITS
<u>Valley Plaza Villages</u> 4411 Valley Avenue	Growth management exemption with City regulatory agreement	2006	0	32
<u>Civic Square Apts.</u> 4800 Bernal Avenue	Growth management exemption with City regulatory agreement	2010	0	66
<u>Pleasanton Gardens</u> 251 Kottinger Drive	HUD Section 8 and Section 236 rent structures	2010 (eligible to pay off HUD mortgage)	40	0

The City Council recently established a public-private task force to pursue negotiations with the owners of below-market rental developments to attempt to extend the regulatory agreements beyond the current terms. The City is prepared to offer incentives such as fee waivers or reductions, refinancing assistance, and financial assistance with capital improvements. Until recently, the local rental market has not been conducive to achieving success in extending rental agreements. However, lower market rents and increased vacancy rates provide a more favorable environment which may yield success in the future.

Most of the regulatory agreements executed by the City since 1996 will not be subject to expiration and will apply in perpetuity by agreement with the affected property owners. In addition, the 40 units of very-low-income senior housing at Pleasanton Gardens are owned by an interfaith non-profit group, and it is unlikely that these units will convert to market when the owner becomes eligible to pay off the HUD mortgage in 2010. However, it may be necessary for the City to provide financial and/or technical assistance to ensure that this is the case.

At present rates for new construction and/or acquisition and rehabilitation, it costs from \$150,000 to \$200,000 to create one unit of housing that is comparable in size and rent levels to the units that are at risk of losing their affordability provisions. Therefore, it would cost approximately \$22 million to \$30 million to replace all of the 148 below-market housing units listed in the preceding table. However, as noted earlier, it is anticipated that most of these units

will be preserved through efforts that are currently under way.

The data in Table 2 show that low-income households in Pleasanton are highly likely to pay more for housing than they can afford and have other housing related problems. These housing related problems include overcrowding of units, substandard plumbing and electrical, inadequate kitchen facilities, low numbers of affordable units and high rents. The affordability problems facing low income renters in Pleasanton were summarized under the previous Priority and more fully discussed in the Housing Needs Assessment Section.

Objectives

The objectives presented in this section reflect the broad areas which will be pursued under this priority. Implementation will be contingent on current and projected need, availability of financial and other resources, and regular re-assessment of the proposed objectives and accomplishments.

Five Year Objectives	Five Year Goals	Performance Measures
Preserve existing rental and ownership housing units affordable to extremely low, low, and moderate income households through rehabilitation of existing units through existing and new programs.	Maintain and expand the Housing Rehabilitation program (currently administered by Alameda County HCD) to increase the number of existing ownership units rehabilitated.	100 very low and 100 low income households will receive housing rehabilitation services over the five-year period, including an estimated 50 percent elderly households.
Preserve existing rental and ownership housing units affordable to extremely low, low, and moderate income households through preservation of existing Below Market Rate (BMR) rental agreements.	Continue to monitor existing rental units required to be rented at Below Market Rate (BMR) rent levels through City regulatory agreements and encourage the extension of existing BMR agreements through the programs stated in the City's Housing Element policies, including provision of grants and/or technical assistance to management groups and non-profit organizations, tenant groups interested in purchasing their complexes, and other means.	100 affordable units will be maintained affordable to low and very low income households during the five-year period.
Preserve existing rental and ownership housing units affordable to extremely low, low, and moderate income households through preservation of existing Pleasanton Homeownership Assistance Program (PHAP) resale restriction provisions.	Continue to monitor the sale of existing PHAP ownership and use available means (resale restrictions under property deeds or City acquisition) to ensure that units are maintained in the ownership of income-eligible households.	Existing units (approximately 100) plus any new units constructed during the period will be maintained affordable to very low, low, and moderate income households during the five-year period.
Preserve existing rental and ownership housing units affordable to extremely low, low, and moderate income households through preservation of existing rental assistance programs.	Support the efforts of the Housing Authority of Alameda County (HACA) to preserve existing Section 8 vouchers for Pleasanton residents.	The number of Section 8 voucher holders will Pleasanton (currently approximately 167) will remain stable or will increase during the five-year period.

GEOGRAPHIC DISTRIBUTION

Except where a specific location is indicated, all of the programs listed above will be available throughout the City of Pleasanton.

Priority: Assist low and moderate income first time homebuyers.

Priority Analysis and Obstacles to Meeting Underserved Needs

The Alameda County HOME Consortium Housing Needs Analysis documented that a sizable proportion of low income households (80% of AMI) spend over 30% of their incomes on housing costs. Data for Pleasanton echo this statistic, as shown in the preceding Table 2, where it can be seen that 20% of all owner households pay over 30% of their income toward housing, while nearly 9% more pay over 50% of their income. This observation is partly due to the long-term trend of Bay Area household incomes not keeping pace with increasing rental and ownership costs. The gap between median incomes and median home prices is sizable.

In 2004, according to HUD, the median household income (for a family of four) for Alameda County is \$82,200, while the median home price was \$495,000 (California Association of Realtors). The Housing Needs Analysis showed that a household needs an income of at least \$110,000 to afford the median priced home, in the absence of special lending or government programs. The median household could afford to purchase a house for about \$365,000 without any outside subsidy assistance. Only 14% of Alameda County residents can now afford to buy a home without assistance.

Sales prices for homes in Pleasanton are higher than the county average. Recent data on house sales compiled by Bay East Association of Realtors® indicate that the median sales price for single-family homes in Pleasanton is approximately \$759,000 in 2005, while the median price for condominiums is \$437,500. Sales prices for new homes in the area generally start in the \$800,000's, although custom homes and larger production homes on large lots are significantly more expensive. Trends in average and median house sales prices for the past several years are shown in Table 5:

Table 5 – Pleasanton House Sales Prices, 2005

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Year	Single Family Homes			Condominiums		
	# Sales	Avg.	Med.	# Sales	Avg.	Med.
2005 <i>(year to date)</i>	29	\$927,948	\$759,000	16	\$447,907	\$437,500
2004	1,007	\$869,282	\$722,500	345	\$433,376	\$426,000
2003	1,059	\$696,840	\$585,000	376	\$384,675	\$379,495
2002	1,048	\$638,674	\$550,000	387	\$365,050	\$349,900

With the high cost of ownership housing, it is very difficult for even moderate income households to become homeowners. Initial down payment and closing costs, as well as high on-going mortgage and other costs, are significant barriers to homeownership. High rents in the area make accumulation of initial capital needed even more difficult. First time home buyers, who do not have the equity windfall from the sale of their previous home, face increasing costs. Younger working households are moving further out of the urban areas in order to afford a home, reducing economic vitality, adding to jobs/housing imbalances, and increasing congestion and environmental concerns. The high costs of ownership can also lead to neighborhood destabilization as homeowners sell to investors who then offer the properties for rent, rather than first-time homebuyers who may become long-term residents of the community.

Objectives

The objectives presented in this section reflect the broad areas which will be pursued under this priority. Implementation will be contingent on current and projected need, availability of financial and other resources, and regular re-assessment of the proposed objectives and accomplishments.

Five Year Objectives	Five Year Goals	Performance Measures
Assist moderate and middle income, first-time homebuyers through provision of City-assisted down payment assistance and second mortgage loans.	Continue to offer down payment assistance loans through the Down Payment Assistance program to help bridge the gap between a minimum down payment and first mortgage and increase buying capacity.	Down payment loans will be provided to 20 households during the five-year period.
	Continue to make available, on a project-by-project basis, low-interest, deferred payment second mortgage loans through the City Housing Fund to qualified low and moderate income homebuyers as part of the PHAP.	Second mortgages will be provided to 20 households during the five-year period.

Five Year Objectives	Five Year Goals	Performance Measures
Assist low and moderate income, first-time homebuyers through implementation of a new lease-purchase program through the Association of Bay Area Governments (ABAG) and California Home Source.	Promote ABAG’s California Home Source lease-purchase program to facilitate eventual home ownership in Pleasanton for families that are currently priced out of the local housing market.	20 households will purchase homes in Pleasanton through the lease-purchase program during the five-year period.
Assist moderate and middle income, first-time homebuyers through participation in the Mortgage Credit Certificate (MCC) Program, which allows eligible homebuyers to deduct 20% of their annual mortgage interest payments on their federal income tax return to lower their monthly mortgage payment.	Contribute City Housing Funds annually toward the administrative costs of the MCC program by Alameda County HCD.	MCC’s will be issued to 25 Pleasanton low and moderate income homebuyers during the five-year period.
Assist moderate and middle income, first-time homebuyers through dissemination of information on affordable ownership housing opportunities.	Continue and augment efforts to promote opportunities for affordable ownership housing in Pleasanton through the dissemination of information on new housing construction, price trends in new and resale homes, and PHAP assistance, including expansion of existing marketing on the City’s web site.	500 households seeking home ownership opportunities will be provided information on City and other programs during the five-year period as measured through additions to the City’s ownership mailing list.
Assist moderate and middle income, first-time homebuyers through construction of new affordable ownership housing units.	Continue to work with local housing developers to construct additional ownership homes for sale under the Pleasanton Homeownership Assistance Program (PHAP) at affordable prices.	25 new units for low and moderate income homebuyers will be constructed and sold during the five-year period.
Assist moderate and middle income, first-time homebuyers through the establishment of a “clearing house” for home ownership programs in the Tri-Valley area.	Work collaboratively with the cities of Livermore, Dublin, San Ramon, and Danville to establish the Tri-Valley Housing Opportunity Center (TVHOC) which will be based in Livermore.	The TVHOC will open and 25 households will attain home ownership in Pleasanton during the five-year period.

GEOGRAPHIC DISTRIBUTION

Except where a specific location is indicated, all of the programs listed above will be available throughout the City of Pleasanton.

Priority: Reduce housing discrimination.

Priority Analysis and Obstacles to Meeting Underserved Needs

The Alameda County HOME Consortium Housing Market Analysis shows that Alameda County is racially and ethnically diverse. In 2000, over half of the population was people of color. By the 2010 people of color communities will be in the majority. Pleasanton is comparatively less diverse, with about 20% of the population comprised of persons of color based on 2000 Census data (see Table 6 below). However, the City's population increased in diversity from 1990, when persons of color comprised only about 10% of the population. This trend is projected to continue in the future. Census data do not show any geographic concentrations of people of color in Pleasanton at this time.

Table 6 – Pleasanton Population by Race/Ethnicity, 2000

Race / Ethnicity	Persons	Percent
Total population	63,654	100%
One race:	61,313	96.3%
White	51,203	80.4%
Black or African American	876	1.4%
American Indian and Alaska Native	210	0.3%
Asian	7,444	11.7%
Native Hawaiian and Other Pacific Islander	85	0.1%
Some other race	1,495	2.3%
Two or more races:	2,341	3.7%
<i>Hispanic or Latino (of any race)</i>	<i>5,011</i>	<i>7.9%</i>

Eden Council for Hope and Opportunity (ECHO Housing), a local fair housing advocacy organization, reports in recent years it has received increased numbers of fair housing complaints which charge discrimination based on race, ethnicity, family composition and size. A review of the complaints received by ECHO and audits by the agency indicate that the issues identified above have been consistently identified in the recent past as the basis for complaints.

Fair housing services are provided to reduce housing discrimination. In Pleasanton, these services are currently provided through a contract with ECHO Housing. Services include housing counseling to tenants and landlords on their rights and responsibilities; investigating complaints of housing discrimination; dispute mediation and resolution; along with education and training for realtors and property owners on fair housing laws. Tenant and landlord counseling also includes information and referral, mediation/attempted reconciliation, and referral to attorneys or small claims court.

Despite increased knowledge of fair housing law and continued community efforts, discrimination continues to exist. The discrimination has also become much more subtle. In tight housing markets, investigating complaints is harder due to the speed at which vacancies are filled and the hesitancy of tenants to complain due to fear of losing their housing. It also gives the landlords the ability to pick and choose among prospective tenants, which may lead to increased illegal discrimination.

Objectives

The objectives presented in this section reflect the broad areas which will be pursued under this priority. Implementation will be contingent on current and projected need, availability of financial and other resources, and regular re-assessment of the proposed objectives and accomplishments.

Five Year Objectives	Five Year Goals	Performance Measures
Continue to support programs to reduce housing discrimination by investigating complaints, counseling tenants and landlords, and educating the owners and managers of rental housing in Pleasanton through fair housing and complaint investigation services.	Contract annually with ECHO Housing or a similar agency for fair housing and complaint investigations services throughout the City. This service is funded through a combination of City Housing Funds and CDBG funding and includes information and outreach to owners, renters, and buyers concerning their rights and obligations and the support services available in the community.	Based on prior years' case loads, the City estimates the investigation of approximately 300 complaints of discrimination based on race, ethnicity, family composition, and household size during the five-year period.
Continue to support programs to reduce housing discrimination by investigating complaints, counseling tenants and landlords, and educating the owners and managers of rental housing in Pleasanton through tenant/landlord counseling.	Contract annually with ECHO Housing or a similar agency for fair housing and complaint investigations services throughout the City. The service includes mediation services provided by housing counselors and referral to other agencies.	Based on prior years' case loads, the City estimates that counseling services will be provided to approximately 2,000 households during the five-year period.

GEOGRAPHIC DISTRIBUTION

Except where a specific location is indicated, all of the programs listed above will be available throughout the City of Pleasanton.

PART II. PRIORITY HOMELESS NEEDS

Priority: Maintain, improve and expand (as needed) the capacity of housing, shelter and services for homeless individuals and families including integrated healthcare, employment services and other supportive services.

Priority Analysis and Obstacles to Meeting Underserved Needs

Homeless and low income people are at greater risk for developing nutrition-related diseases, including diabetes, cancer, and heart disease. Homeless people with one disability are also at greater risk for developing other disabilities. Many homeless people are dually or triply diagnosed with physical health, mental health and alcohol and drug (AOD) problems. They typically receive health treatment through the public system of care, and only when their needs become acute, requiring expensive treatment. Improving the delivery of health services will reduce the numbers of people who continue to cycle through periods of homelessness and reduce the high costs of acute medical, in-patient substance abuse, and psychiatric treatment.

In order to compete in today's evolving job market; many homeless people need job training or retaining, followed by placement into "living wage" jobs. Due to their unique circumstances, training and placement for homeless people must also be matched by basic services such as appropriate clothing and literacy training, as well as intensive services such as transportation, child care, on-going job mentorship, counseling and substance abuse treatment. Homeless families not only need job assistance for the adult wage earner(s) but for other family members as the household transitions to work and its demands.

Alameda County annually submits a Consolidated Application in response to HUD's annual Continuum of Care SuperNOFA. In partnership with Cities of Berkeley and Oakland, Alameda County convenes a process to involve the community in identifying needs and establishing priorities for submission of the application. The process works in concert with the Continuum of Care Plan and the Multi-Plan, which are used as reference tools throughout the process.

The Continuum of Care Super NOFA has been a crucial funding source for growing and maintaining the permanent and transitional housing for homeless in Alameda County. It has provided funding for some of Alameda County's most successful homeless projects. However, the amount of renewals in Alameda County has exceeded our funding allocation and does not allow room for expansion of the transitional and permanent housing system.

SHP renewals will have a major impact on the ability of the Continuum of Care to maintain the existing homeless services. In Alameda County, it is projected that SHP allocations for the next several years will amount to about half of what is needed to renew existing homeless services provider grants. Because of this, the community is continuing to redesign the Continuum of

Care for Alameda County. The Multi-Plan will include increased efforts to diversify funding sources for homeless providers; collaborating, combining and/or downsizing providers while maintaining a semblance of a Continuum of Care structure; and mainstreaming services provided into the broader community. All of this will create a challenge for homeless service providers to maintain a level of service in the face of declining resources.

Objectives

The objectives presented reflect the broad areas which will be pursued under this priority. Implementation will be contingent on current and projected need, availability of financial and other resources and regular reassessment of the proposed objectives and accomplishments.

Five Year Objectives	Five Year Goals	Performance Measure
Pursue continued funding and renewals of subsidized rental assistance programs such as Supportive Housing Program (SHP), Shelter Plus Care (S+C), Project Independence and Section 8.	1. 245 people with HIV or AIDS, who are homeless or at imminent risk of being homeless will receive rent subsidies through S+C. 2. Reciprocal Integrated Services for Empowerment Program (RISE) will serve 775 participants in Southern Alameda County who are homeless and disabled. 3. Jobs/Housing Linkages Program will serve 235 homeless families in Southern Alameda County through transitional rental subsidies, case management and other supportive services, job preparation and placement.	On an annual basis see a decrease in the number of chronically homeless individuals in the community.
Pursue continued funding and renewals of subsidized rental assistance programs such as Supportive Housing Program (SHP), Shelter Plus Care (S+C), Project Independence and Section 8.	4. The Shelter Plus Care Program will provide safe, secure housing for 330 homeless people disabled by serious mental illness, chronic alcohol and other drug problems, and/or HIV/AIDS.	On an annual basis see a decrease in the number of chronically homeless individuals in the community.
Promote the production of affordable housing both transitional and permanent with supportive services by supporting the acquisition and rehabilitation and new construction of units by non-profit developers.	Create 100 units of transitional and permanent housing county-wide for homeless individuals and families who are extremely low and low income households.	On an annual basis see a decrease in the number of chronically homeless individuals in the community.
The Urban County will administer any Emergency Shelter Grant (ESG) entitlement funds that become available.	Conduct a Request for Proposal (RFP) process that will address emerging needs from the Homeless and Special Needs Housing Plan.	On an annual basis see a decrease in the number of chronically homeless individuals in the community.
Promote adequate funding for homeless housing and services.	1. Expand the supply of housing for homeless populations by advocating for additional sources of funds.	On an annual basis see a decrease in the number of chronically homeless individuals in the community.

	2. Rehabilitation of homeless shelter in Newark.	
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Five Year Objectives	Five Year Goals	Performance Measures
Pursue continued funding and renewals of subsidized rental assistance programs such as Supportive Housing Program (SHP), Shelter Plus Care (S+C), Project Independence and Section 8.	<p>1. 245 people with HIV or AIDS, who are homeless or at imminent risk of being homeless will receive rent subsidies through S+C.</p> <p>2. Reciprocal Integrated Services for Empowerment Program (RISE) will serve 775 participants in Southern Alameda County who are homeless and disabled.</p> <p>3. Jobs/Housing Linkages Program will serve 235 homeless families in Southern Alameda County through transitional rental subsidies, case management and other supportive services, job preparation and placement.</p>	On an annual basis see a decrease in the number of chronically homeless individuals in the community.
Pursue continued funding and renewals of subsidized rental assistance programs such as Supportive Housing Program (SHP), Shelter Plus Care (S+C), Project Independence and Section 8.	4. The Shelter Plus Care Program will provide safe, secure housing for 330 homeless people disabled by serious mental illness, chronic alcohol and other drug problems, and/or HIV/AIDS.	On an annual basis see a decrease in the number of chronically homeless individuals in the community.
Promote the production of affordable housing both transitional and permanent with supportive services by supporting the acquisition and rehabilitation and new construction of units by non-profit developers.	Create 100 units of transitional and permanent housing county-wide for homeless individuals and families who are extremely low and low income households.	On an annual basis see a decrease in the number of chronically homeless individuals in the community.
The Urban County will administer any Emergency Shelter Grant (ESG) entitlement funds that become available.	Conduct a Request for Proposal (RFP) process that will address emerging needs from the Homeless and Special Needs Housing Plan.	On an annual basis see a decrease in the number of chronically homeless individuals in the community.
Promote adequate funding for homeless housing and services.	<p>1. Expand the supply of housing for homeless populations by advocating for additional sources of funds.</p> <p>2. Rehabilitation of homeless shelter in Newark.</p>	On an annual basis see a decrease in the number of chronically homeless individuals in the community.

Five Year Objectives	Five Year Goals	Performance Measures
Continue to support emergency shelter and transitional shelter housing programs for homeless persons and people at risk of becoming homeless through support of Tri-Valley Haven, ECHO Housing, and other homeless service agencies and programs.	Contribute CDBG and City funds toward 1) the on-going maintenance costs of the existing shelter facility, and 2) the provision of services by the Tri-Valley Haven through its new community service building (both of which are located in Livermore) to serve women and children victims of domestic violence from Pleasanton and surrounding Tri-Valley jurisdictions.	An estimated 500 people will be assisted during the five-year period.
	Continue to fund housing counseling programs to Pleasanton residents through ECHO Housing, including the provision of a rental assistance program to assist households with the initial costs of getting into rental housing (e.g., first and last months' rent, security deposit).	N/A
	Continue to support a variety of homeless service providers and resources in the Tri-Valley area (e.g., Tri-Valley Haven, Livermore Bluebell Drive Transitional Housing, Family Crisis Center, ECHO Housing) through assistance in the form of operational costs, capital projects, and other types of support, including CDBG and City funds.	N/A
Support and expand programs that provide services to homeless persons, including Axis Community Health, Sojourner House, Tri-Valley One-Stop Center, and Tri-Valley Housing Scholarship Program.	Continue to provide support and funding to Axis Community Health, the only community health clinic in the Tri-Valley area providing health and medical services (as well as counseling) to indigent persons.	An estimated 200 persons will be assisted during the five-year period.
	Continue to support the operation and expansion of Sojourner House, a program offered through Tri-Valley Haven which provides emergency food and services to homeless individuals and families in the Tri-Valley area.	An estimated 50 households will be assisted during the five-year period.
	Continue to support the operation and expansion of the Tri-Valley One-Stop Center which offers services to persons seeking employment, including the currently homeless.	N/A

Five Year Objectives	Five Year Goals	Performance Measures
	Continue to support the operation and expansion of the new Tri-Valley Housing Scholarship Program which offers tenant-based rental assistance to households who are homeless or at risk of being homeless. Subsidies are provided while the head of household is undergoing job training and are gradually phased out after employment is secured.	30 households will be assisted during the five-year period.

GEOGRAPHIC DISTRIBUTION

All of the activities described above will serve Pleasanton residents. The Tri-Valley Haven shelter and community service building, the new transitional housing project, and some of the homeless services in the area are located in Livermore but serve residents of the greater Tri-Valley area.

Priority: Maintain and expand activities designed to prevent those currently housed from becoming homeless.

Priority Analysis and Obstacles to Meeting Underserved Needs

For many people, housing is typically the largest expense in the household budget. Federal, state, and local housing programs frequently require that low income households should pay no more than 30% of their gross income towards housing costs. The National Low Income Housing Coalition found that in order to afford the median fair market rent for a two bed-room unit in Alameda County it would require a job that paid \$27.31 per hour at 40 hours per week. (Present State minimum wage is \$6.75 per hour). The more housing costs rise, the less disposable income low income households have for other necessities, including food, health care, and education. Most low income families live from paycheck to paycheck and are only one paycheck away from losing their current housing.

Even when housing is available and a household can afford the rent payment, there are barriers which make it difficult for households to obtain and maintain the housing. The move-in costs of first and last month's rent and security deposit are a large barrier to low income households who have difficulty making ends meet at the end of the month. Any crisis such as job loss, health emergency, alcohol or drug (AOD) problems can cause the household to begin the spiral into homelessness.

Rental assistance programs are part of the Urban County's efforts to keep individuals and families in housing. Most of these rental subsidies are directed specifically at populations with disabilities who tend to be more at risk than other populations of losing their housing. HCD is

funded directly by HUD for Project Independence, a Housing Opportunities for Persons with AIDS (HOPWA) Special Project of National Significance which provides shallow rental assistance and accessibility modifications to people living with HIV/AIDS throughout Alameda County.

Prevention activities need to be expanded in programs that provide short-term rental assistance, rental guarantees, move-in costs, and long term rental assistance such as Section 8 to homeless and very low income people. It is usually less expensive to prevent someone from becoming homeless than to help them once homeless and far less disruptive to the family.

Most of the programs providing rental subsidies provide support services that deal with issues such as addiction, depression, health problems and unstable employment that also can lead to the loss of housing.

Objectives

The objectives presented in this section reflect the broad areas which will be pursued under this priority. Implementation will be contingent on current and projected need, availability of financial and other resources, and regular re-assessment of the proposed objectives and accomplishments.

Five Year Objectives	Five Year Goals	Performance Measures
Pursue continued funding and renewals of subsidized rental assistance programs such as Supportive Housing Program (SHP), Shelter Plus Care (S+C), Project Independence and Section 8.	<ol style="list-style-type: none"> 1. Project Independence will provide 200 households Alameda County with rental assistance. 2. Approximately 2,000 persons living with HIV/AIDS will receive supportive services through HOPWA funding. 3. Shelter Plus Care's Tenant-Based Rental Assistance program will provide County-wide rental assistance and supportive services to 1,070 disabled, formerly homeless individuals & their families. 	90% of HOPWA clients will be able to maintain housing stability, avoid homelessness and access care.
Promote the production of affordable housing to achieve public and mental health outcomes.	<ol style="list-style-type: none"> 1. Provide information and access to housing for homeless populations. 2. Develop and implement transitional planning for discharged clients. 3. Develop and fund comprehensive crisis intervention services. 	On an annual basis see a decrease in the number of chronically homeless individuals in the community.

Five Year Objectives	Five Year Goals	Performance Measures
Support and expand programs that assist persons who are at risk of becoming homeless, including the Tri-Valley Housing Scholarship Program and ECHO Housing's Senior Reverse Mortgage Counseling Program.	Continue to support the operation and expansion of the new Tri-Valley Housing Scholarship Program which offers tenant-based rental assistance to households who are homeless or at risk of being homeless. Subsidies are provided while the head of household is undergoing job training and are gradually phased out after employment is secured.	30 households will be assisted during the five-year period.
	The City will continue to offer, through ECHO Housing, a program offering counseling services to senior homeowners considering a reverse mortgage program to ensure that their participation does not result in the loss of their home.	N/A

GEOGRAPHIC DISTRIBUTION

All of the activities described above will serve Pleasanton residents citywide.

Priority: Build on inter-jurisdictional cooperation to achieve housing and homeless needs.

Priority Analysis and Obstacles to Meeting Underserved Needs

The Continuum of Care Council continues to be guided by the County-wide Homeless Continuum of Care Plan that was completed in 1997 and is currently being updated (to be completed in July 2005). The Plan identified gaps in the current service delivery system and is intended to link homeless policies and plans in each of the three HOME jurisdictions in Alameda County: Berkeley, Oakland and the Alameda County HOME Consortium. A comprehensive, year-long community-wide process of identifying and prioritizing continuum-wide goals and outcomes culminated in the creation of a Continuum of Care Council Workplan in March 2001. This Workplan has guided the activities of all the Continuum of Care Council's committees and has lead to the creation of Consumer Rights Standards, assessment and implantation of Health, Safety, and Accessibility Standards for shelters, and advocacy for retaining and expanding critical support services and housing.

The Council is in the process of implementing a Homeless Management Information System (HMIS) and Standards of Service in Alameda County. A comprehensive HMIS for homeless service providers is being developed and implemented to obtain an unduplicated count of demographics and needs of homeless individuals and families in Alameda County. The HMIS systems will allow better tracking and shared information on individuals while they are in the

housing system. This will prevent duplication of services to clients and allow the client to get the assistance they need depending on where they stand in the continuum.

Objectives

The objectives presented in this section reflect the broad areas which will be pursued under this priority. Implementation will be contingent on current and projected need, availability of financial and other resources, and regular re-assessment of the proposed objectives and accomplishments.

Five Year Objectives	Five Year Goals	Performance Measures
County-wide Continuum of Care coordination will continue to strengthen partnerships among participating jurisdictions and ensure widespread participation in the process.	1. Link housing and service providers for immediate and long term homeless needs. 2. Identify gaps and barriers in service provision.	On an annual basis see a decrease in the number of chronically homeless individuals in the community.
Increase the capacity of non-profit organizations to encourage the development of affordable housing with supportive services.	Continue to provide technical assistance to non-profit organizations involved in provision of affordable housing and/or supportive services.	On an annual basis see a decrease in the number of chronically homeless individuals in the community.
Continue the tradition of joint jurisdictional funding of projects with mutual benefits throughout Alameda County.	Seek out opportunities when appropriate.	On an annual basis see a decrease in the number of chronically homeless individuals in the community.
Continue and expand the City’s involvement in regional and subregional programs and efforts related to homeless service and housing issues, including participation in the Continuum of Care Council, working with the County and other jurisdictions.	Continue to participate (and will attempt to expand its involvement with) the Continuum of Care Council which brings together representatives from jurisdictions and homeless care providers throughout Alameda County.	N/A
	Continue and expand collaboration efforts with its Tri-Valley neighbors (e.g., Livermore, Dublin) in local programs such as the Tri-Valley Housing Scholarship Program and the Tri-Valley One-Stop Center to address homeless issues at the subregional level.	N/A

GEOGRAPHIC DISTRIBUTION

All of the programs described in this section will be available throughout Pleasanton.

PART III . PRIORITY SUPPORTIVE HOUSING NEEDS

Priority: Increase the availability of service-enriched housing for persons with special needs.

Priority Analysis and Obstacles to Meeting Underserved Needs

Low income persons and families with special needs, including the frail elderly, persons with disabilities, persons with HIV/AIDS, persons with alcohol or other drug problems, and victims of domestic violence need housing with supportive services. Within the HOME Consortium there is a critical need to increase the amount of housing with supportive services to meet a variety of special needs. Supportive housing can increase life expectancy and quality of life for persons with special needs. For many, it can be key to preventing or permanently ending homelessness.

Each special needs population requires different levels of service and support. Persons with acute disabilities, such as end-stage AIDS or severe mental illness, may require a high level of service available on site. Less vulnerable populations may need fewer services at their residence, but may require access services in the broader community. Services often associated with supportive housing include case management, alcohol and drug counseling, health and mental health care, money management and childcare.

The California Department of Rehabilitation estimates that 3% of the total populations have disabilities which affect their housing requirements to a significant degree, forcing the disabled to live near medical facilities, live in specially designed homes, or live in congregate housing. Many have difficulty obtaining housing when vacancy rates are low and housing is unaffordable. Most affordable housing does not have accessibility to accommodate a physically disabled person. Education of landlords and disabled tenants regarding reasonable accommodations is sporadic. The landlords misunderstanding of the needs of the disabled tenants often leads to eviction proceedings rendering the disabled person homeless and with a poor tenant history making future rental opportunities more difficult.

Although services for people with identified special needs are the most critical, more limited service-enriched housing can be beneficial to lower income populations which do not have special needs. Each of us has a range of service needs, such as childcare, healthcare, advice about financial matters and educational opportunities. People with adequate resources are able to purchase these services in the community. Those who lack these resources benefit from affordable housing with services that can help stabilize individuals and families and also serve as a community base through which services can be provided.

Objectives

The objectives presented in this section reflect the broad areas which will be pursued under this priority. Implementation will be contingent on current and projected need, availability of financial and other resources, and regular re-assessment of the proposed objectives and accomplishments.

Five Year Objectives	Five Year Goals	Performance Measures
Promote the production of affordable housing both transitional and permanent with supportive services by supporting the acquisition and rehabilitation and new construction of units by non-profit developers.	Create 300 units of transitional and permanent housing county-wide for special needs individuals and families who are extremely low and low income households. With final adoption of the Homeless and Special Needs Housing Plan these numbers may change slightly.)	There will be 55 unit-years of affordability in rental projects.
Promote the production of affordable housing both transitional and permanent with supportive services for people with HIV/AIDS by supporting the acquisition and rehabilitation and new construction of units by non-profit developers.	Approximately 350 people living with HIV will receive housing assistance through the use of HOPWA development funds.	90% of HOPWA clients will be able to maintain housing stability, avoid homelessness and access care.
Increase the availability of supportive housing opportunities for special needs groups through construction of new supportive housing for seniors and disabled persons and rehabilitation of existing housing to serve as supportive housing for seniors and disabled persons.	Continue efforts to implement the development and construction of an assisted living facility for seniors on a City-owned parcel at Sunol Boulevard and Junipero Drive immediately south of the Pleasanton Senior Center.	30 units of assisted living (including housing and services) for low and very low income elderly persons will be available at the end of the five-year period.
	Provide assistance to local nonprofit agencies (e.g., HOUSE, Inc., BACS, RCD, and others) seeking to construct or acquire housing for special needs populations in Pleasanton, including persons with physical, mental, and developmental disabilities.	Estimated 30 low and very low income disabled persons assisted during the five-year period.
	Preserve and maintain the existing stock of housing units available to seniors and disabled persons.	N/A

GEOGRAPHIC DISTRIBUTION

All of the programs described in this section will be available throughout Pleasanton.

PART IV. PRIORITY COMMUNITY DEVELOPMENT **(Non - Housing) NEEDS**

Priority Community Development Need: ***Downtown Economic Development***

Introduction

Census Tract 4506.07 includes the old downtown area of Pleasanton, which dates from before the City's incorporation in 1894. This census tract is the only one in Pleasanton which has been recognized in the past by HUD as a target area due to the relative large proportion of older buildings and households in the lower income range (including a large percentage of seniors). [However, this census tract ceased to be designated as a target area in the 2000 Census.]

The City allocated \$10,000 in FY 1994/95 CDBG funds to support the establishment of a Downtown Economic Development program to fund loans to assist small businesses in the area to make improvements such as URM (unreinforced masonry) building upgrades, storefront remodels, historic preservation, sign upgrades, and design assistance for façade and related improvements. The program was not heavily utilized due a strong upturn in the local economy. However, the City will continue to offer this small program using local funds (rather than HUD funds) to address the needs of the few small businesses that might not be able to make physical improvements without this type of assistance. The program will eventually become self-supporting to the extent that loans are repaid.

Short and Long Term Objectives

The objectives presented in this section reflect the broad areas which will be pursued under this priority. Implementation will be contingent on current and projected need, availability of financial and other resources, and regular re-assessment of the proposed objectives and accomplishments.

Five Year Objectives	Five Year Goals	Performance Measures
Continue to support the Downtown Design Assistance loan program using City funds.	Assist businesses based on demand. If increased need is perceived, consider expanding the program and adjusting according to level and types of need.	One to two businesses will receive assistance each year during the five-year period.

GEOGRAPHIC DISTRIBUTION

The Downtown Economic Development program will be available to businesses located within the Downtown Revitalization District, which is a subarea within Census Tract 4506.07.

Priority Community Development Need: ***Public Service Support***

Introduction

The City of Pleasanton supports a wide array of non-profit agencies which provide needed services in the community. Support comes from the 15 percent of the City's annual CDBG funding which may be allocated toward public services. In addition, the City Council made a commitment several years ago to allocate General Funds to fund certain public services and established an application process called the "City Grant Program." This program is coordinated through the City's Human Services Commission and is similar to the CDBG allocation process. Agencies are also eligible to receive CDBG and City funds for capital improvements and rehabilitation projects that are related to the provision of public services. The City Council and Human Services Commission evaluate applications for service funding based on local need and agency capacity. Assistance has been granted to agencies based outside of Pleasanton provided that they serve Pleasanton residents.

The City has continued to make adjustments to its annual funding allocation process for public service providers. Recently, the City's Human Services Commission began annual joint meetings with its counterpart at the City of Livermore to discuss public service issues of joint interest and receive input from local service providers. Potential decreases in CDBG funding during the five-year period will place further limits on the City's ability to fund needed public services and may require additional reliance on local funds or decreased support of local service agencies.

Short and Long Term Objectives

The objectives presented in this section reflect the broad areas which will be pursued under this priority. Implementation will be contingent on current and projected need, availability of financial and other resources, and regular re-assessment of the proposed objectives and accomplishments.

Five Year Objectives	Five Year Goals	Performance Measures
Provide CDBG and/or City funds to approximately 10 to 15 local non-profit agencies each year.	Provide services in the following areas: child care services; developmental and educational services for children and adults with developmental disabilities; shelter, counseling, and related services for women and children victims of domestic violence; pediatric immunization and medical services; "buddy" services (e.g., shopping, house work, general assistance) to house-bound victims of HIV/AIDS; counseling, education, and supportive services to Pleasanton school-age youth who are at risk of drop-out, drug abuse, gang activity, and other social problems; meal delivery service to homebound elderly persons; Alzheimers counseling and referral services and senior day care; bereavement counseling for low income seniors.	N/A

GEOGRAPHIC DISTRIBUTION

The majority of agencies funded are located in Pleasanton, although some agencies are based in Livermore and surrounding cities (but serve residents of southern and eastern Alameda County or the Tri-Valley area). The services funded by the City would be targeted to Pleasanton residents.

**Priority Community Development Need:
*Capital Improvement Projects***

Introduction

The City of Pleasanton has utilized CDBG funds for capital improvement projects initiated by the City as well as by local non-profit agencies. During the 1980's, the majority of the City's CDBG funding went to several street improvement projects and accessibility projects in the Downtown target area, resulting in significant improvements to both the residential and commercial climate in Pleasanton's oldest neighborhoods. More recently, the City has allocated CDBG funds toward projects by non-profit agencies such as Axis Community Health (enabling a major renovation of the community pediatric clinic in 1999) and Tri-Valley Haven (construction of a new counseling office and capital improvements at a shelter facility for women and children victims of domestic violence).

While the need for significant public street improvements in the Downtown target area has been largely satisfied, the City continues to provide CDBG funds to assist non-profit agencies with capital improvement projects in order to enhance service delivery. During the next five years (based on past trends), the City expects to allocate at least 30 percent of its annual grant toward capital improvement projects.

Short and Long Term Objectives

The objectives presented in this section reflect the broad areas which will be pursued under this priority. Implementation will be contingent on current and projected need, availability of financial and other resources, and regular re-assessment of the proposed objectives and accomplishments.

Five Year Objectives	Five Year Goals	Performance Measures
Allocate CDBG funds for the acquisition of new housing for developmentally disabled persons, improvements to a shelter facility for domestic violence program clients, and major capital improvements at a community medical clinic.	Contribute HOME and City Housing funds toward the acquisition of new housing for developmentally disabled persons by HOUSE, Inc., a local non-profit agency which has received CDBG funding in the past.	N/A
	Allocate CDBG funds toward the capital improvements at a shelter facility run by Tri-Valley Haven for women and children victims of domestic violence.	N/A
	Allocate funding for major rehabilitation activities (e.g., roof, HVAC) at Axis Community Health, a community clinic located in Pleasanton.	N/A
	Allocate CDBG funds in the longer term to non profit agencies seeking assistance with specific capital improvement projects. Specific projects have not yet been identified but will be considered on a case-by-case basis through the annual CDBG allocation process.	N/A

GEOGRAPHIC DISTRIBUTION

Since the majority of capital improvement projects planned for the five-year period will be initiated through non-profit agencies, they will be distributed at various locations and will be available to Pleasanton residents citywide. While all projects will serve Pleasanton residents, the Tri-Valley Haven facility is located in Livermore.

PART V. OTHER ACTIONS

BARRIERS TO AFFORDABLE HOUSING

Funding

The City of Pleasanton will continue to apply CDBG, HOME, and City Housing funds toward affordable housing projects and programs as long as funding is available.

Land Costs

The City does not have ownership of many parcels of land at the present time; therefore, the market cost of land may pose a constraint to new affordable housing development in which the City has direct involvement. However, the City will work with individual developers and with large land holders to attempt to reserve additional sites for affordable housing development during the five-year period.

Housing Development Costs

The City will continue to work to offset the costs of housing development by waiving certain City fees for affordable rental and ownership housing units and by providing financial assistance (e.g., bridge loans and other tools) on a case-by-case basis.

LEAD-BASED PAINT HAZARD REDUCTION

No new programs are being considered for the five-year period to reduce lead-based paint hazards inasmuch as the City's housing stock is generally young and in good condition. Mitigations are currently implemented on an as-needed basis in conjunction with County-administered Housing Rehabilitation and Minor Home Repair Program activities. The City is not currently a party to the joint powers agreement which established Alameda County's existing lead abatement program. However, Pleasanton is likely to increase its involvement in lead-based paint hazard reduction as involvement in housing rehabilitation programs increases in the future. The City will continue its collaboration with the Alameda County Lead Hazard Prevention Program on marketing and outreach efforts in the Tri-Valley area.

ANTI-POVERTY STRATEGY

The Section 8 certificate and voucher program is currently coordinated through the Alameda County Housing Authority. The City will consider supporting requests by residents of local senior apartment complexes to receive additional rent subsidies for seniors as opportunities arise.

The City of Pleasanton recently established an Economic Vitality Committee to promote economic development in Pleasanton. A new staff position of Economic Vitality Manager was initiated several years ago. This individual helps to coordinate the efforts of the Committee, which will work closely with the Pleasanton Chamber of Commerce and the Pleasanton

Convention and Visitors Bureau to promote increased economic development and community job retention.

Due to a strong local economy in recent years, the City of Pleasanton has had significant success in attracting new retail commercial, office, and industrial development to the City. Existing business and retail complexes have drawn significant new commercial development and have created new employment opportunities for residents.

The City of Pleasanton's Housing Commission, with support from the City Council and Planning Commission, has aggressively pursued new affordable housing both for rental and ownership during the past several years. In particular, recent accomplishments in the area of affordable ownership housing should be successful during the next five year in reducing the number of households in the City who cannot afford to own a home.

PUBLIC/PRIVATE COORDINATION

The City of Pleasanton will coordinate CDBG, HOME, and City funding sources, such as the Lower Income Housing Funds and General Funds, to provide housing programs, public service assistance, capital improvement assistance, and economic development opportunities to the community during the next five years.

The City of Pleasanton's Human Services Commission meets monthly to coordinate the delivery of services (including housing) to lower income residents and special needs groups in the area in cooperation with "Interact," a body comprised of representatives of each of the social service agencies in the Tri-Valley area. Approximately twice yearly, the Commission holds a special, joint meeting with the City of Livermore Human Services Commission. The purpose of these joint meetings is to coordinate the delivery of services in the greater Tri-Valley area.

The Human Services Commission also collaborates twice each year with the City's Housing Commission to conduct a joint review as part of the annual process of allocating CDBG funds. This collaborative efforts, begun in 1996, has helped to improve the coordination of assistance to housing and services in the area and has helped to simplify the process of allocating funds to local non-profits, thereby improving service delivery.

In 1998, the City of Pleasanton joined with the City of Livermore and with Allied Housing (a nonprofit housing developer) to implement the new Tri-Valley Housing Scholarship Program discussed earlier. This program is part of a series of collaborative efforts that have improved the delivery of housing and services to Tri-Valley residents.

The City of Pleasanton has continued to take a lead role in the activities of the Tri-Valley Affordable Housing Committee (TVAHC), which is made up of representatives of cities in the Livermore-Amador Valley area (Pleasanton, Livermore, Dublin, San Ramon, and Danville). The TVAHC has actively participated in annual outreach activities promoting public awareness of affordable housing in the Tri-Valley area, working with the East Bay Housing Organizations

(EBHO). In addition, the TVAHC recently initiated the development of the Tri-Valley Housing Opportunity Center (TVHOC). The TVHOC is envisioned as a “clearing house” initially for ownership programs and ultimately for a continuum of housing assistance of different types.

INSTITUTIONAL STRUCTURE

The City of Pleasanton hired a Housing Specialist in 1995. This position has had the responsibility for coordinating a variety of housing-related efforts that were formerly distributed among various City departments and contract agencies, including administration of the CDBG and HOME programs as well as local housing programs. This staffing change has significantly improve the City's ability to coordinate and deliver housing services during the past five years. A half-time intern position was added in 2003 and is expected to provide further improvements during the next five-year period.

PUBLIC HOUSING IMPROVEMENTS AND RESIDENT INITIATIVES

In November 2003, the City Council approved a 11-member task force to study the potential for redeveloping Kottinger Place, a 50-unit Public Housing complex for elderly persons located at 240 Kottinger Drive in Pleasanton. This is part of a long-term effort to plan for the eventual replacement of these units, which comprise the only housing units administered by the Pleasanton Housing Authority. The project may also involve an adjacent senior development, Pleasanton Gardens (40 units located across the street at 251 Kottinger Drive).

The task force includes representatives from the Housing and Parks and Recreation Commissions as well as six at-large members. The group met regularly during 2004 and obtained consultant services to analyze processing and financing issues for the project. In January 2005, the City Council reviewed information collected by the task force and confirmed its interest in moving forward with the project. The task force is considering replacing one or both of the existing developments with a larger number of units, using the current affordability levels as a minimum for any future project. Due to the scope of this project, it will likely extend beyond the term of the five-year Consolidated Plan.

No resident initiatives are deemed necessary in the five-year period. However, the City is working with the Pleasanton Housing Authority on the preparation of the next five-year Housing Authority Agency Plan required by HUD. The City will continue to coordinate with the Housing Authority during the coming five-year period.

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