



COMMUNITY DEVELOPMENT AGENCY
HOUSING AND FEDERAL GRANTS DIVISION

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www.marincounty.org/cda

DATE: Tuesday, January 18, 2022

TO: Measure W Community Housing Working Group

FROM: Molly Kron, Senior Planner
Aline Tanielian, Planner
Chelsea Hall, Environmental Planning and Housing Aide

SUBJECT: Measure W Community Housing Data Presentation Memo

MEETING LOCATION: Virtual Hearing via Zoom, 5:00 – 6:30 PM:
<https://us06web.zoom.us/j/87407739885?pwd=eGRCM0ZoSTBEVTFaek53S3RHMhd1QT09>

In preparation for the upcoming Measure W Community Housing Working Group Data Presentation, please accept this brief memo containing the agenda and links to supporting information. Materials related to the Measure W Community Housing Fund and Working Group can be found on the Measure W Community Housing website at www.marincounty.org/measurew-ch.

Agenda:

1. Welcome and Ice Breaker
2. Data Presentation
3. Review Priorities
4. Determine Priority and Allocation Revisions
5. Next Steps

1. Welcome and Ice Breaker

2. Data Presentation

To support priority setting and acquire a greater understanding of current demographics and community housing needs, the Working Group tasked staff with providing data and information from a number of sources. To this end, staff researched and reviewed a variety of data sources and compiled a data package provided in links listed on page two. The Measure W Working Group data package is intended to provide comprehensive data points about residents within the Measure W tax area (and, to the extent possible, workers) using a variety of sources such as the 2023-2031 County of Marin Housing Element, Marin County Rental Assistance Program, U.S. Census Bureau, U.S. Department of Housing and Urban Development (HUD) and the Centers for Disease Control and Prevention (CDC).

The materials are focused on providing data at the smallest geographic level available without greatly sacrificing statistical significance. Data points are broken down by housing tenure or by race when available. The data package includes information about the following:

- Community racial demographics and language
- Income and poverty data
- Housing cost-burden data
- Housing tenure data
- Worker and employment data

There were a number of data points requested by the working group that require more comprehensive studies. In addition, data on short-term rentals is still being explored and may be provided in a follow-up attachment in the coming weeks.

Data Package:

[Data Presentation](#)

[Measure W Tax Area Demographic Data](#)

[Measure W Tax Area Longitudinal Employer–Household Dynamic Data](#)

[Measure W Tax Area Housing Element Data](#)

[Rental Assistance Data](#)

[Dissertation - Gentrification on the urban fringe: Prosperity and displacement in West Marin, California](#)

3. Review Priorities

To support priority revision efforts, the Working Group will conduct a detailed review of established priorities to determine missing and/or unnecessary funding categories.

1. Housing Needs Study (10%)
2. Housing Production, including permanent rental housing, homeownership, and transitional/temporary rental housing (70%)
3. Rental Assistance and Security Deposit Assistance (15%)
4. Set aside for future larger projects (5%)

More information on the priorities and what is covered by them is here:

[Working Group Identified Uses of Funds.](#)

4. Determine Priority and Allocation Revisions

Discuss and determine possible priority and allocation revisions.

5. Next Steps

Identify future meeting dates and other actions as needed.