

**Robles, Sandra**

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**From:** City Web  
**Sent:** Monday, November 16, 2020 1:54 PM  
**To:** Duyshart, Eric; Robles, Sandra  
**Subject:** Public Comment for Economic Development & Technology Committee meeting on November 17, 2020 about agenda item New Business #1

## **Public Comment for Economic Development & Technology Committee Meeting on November 17, 2020 about agenda item New Business #1**

**Select one City legislative body for the comment** Economic Development & Technology Committee

**Meeting Date** November 17, 2020

**Agenda Item** New Business #1

**Name** Timothy Sales

**Email**

**Phone**

**Address**

**City** Pasadena

**State** CA

**Zip Code** 91105

**Comments (under 200 words)** I support the proposal to expand the definition of "local priority" or "local preference" to include displaced past residents of Pasadena. It is the equitable thing to do.

However, I implore you to simplify your overall approach to setting priorities within the "local preference" groups. As an affordable housing professional with

experience complying with local preference ordinances (including 50+ units in the City of Pasadena), it is operationally counter-productive to make six (6) categories of preference.

Rather than making more categories or levels of preference / priority, please make fewer.

Specifically, I recommend:

1. Approve staff's recommended expansion of who would qualify to be part of the local preference system (i.e., past resident, over-housed, etc.)
2. Eliminate the "priority tiers" — collapse to just make one (1) tier of all those who are qualified for a local preference. If there are more local preference applicants than units, use a lottery to draw finalists.

In my experience, the greatest benefit and equity is driven by simply making more people eligible for the benefit of "local priority". Put all "local preference" applicants in the same category and treat them the same. Keep it simple.

**I consent to have my  
comment read out  
loud during the  
meeting.**

Yes

## Robles, Sandra

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**From:** City Web  
**Sent:** Monday, November 16, 2020 2:45 PM  
**To:** Duyshart, Eric; Robles, Sandra  
**Subject:** Public Comment for Economic Development & Technology Committee meeting on November 17, 2020 about agenda item 1

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

# Public Comment for Economic Development & Technology Committee Meeting on November 17, 2020 about agenda item 1

**Select one City legislative body for the comment** Economic Development & Technology Committee

**Meeting Date** November 17, 2020

**Agenda Item** 1

**Name** Robert Montano

**Email**

**City** Pasadena

**State** CA

**Zip Code** 91101

**Comments (under 200 words)** I commend this effort to establish channels to housing. Representing a Pasadena-based company, a slim fraction of our employees resides within Pasadena. NONE of our 130 laborers reside within the City. Most live within 5-15 miles of Pasadena. A smaller number live beyond 15 miles, but given the pace of construction across Southern California, there is work to be found region-wide; no need to commute.

This proposal should be adopted, but it is one-sided and does not address

production. City Hall has continued to increase housing costs which does nothing but shift the financial burden to market rate units, forcing the producing of “Luxury Housing” to pay for the increases, further distancing the economic divide. This is an equation after all, and both sides must balance out.

I suggest the City consider codifying solutions completed in the market by existing stakeholders who’ve successfully delivered affordable housing with City-knowledge, through private affordable arrangements. What a concept – facilitate affordable production without incentives or changes in fees? We would be happy to work with staff to define options that would work.

The next big item is mid-market housing, which will require fee changes as construction costs and land costs are fixed.

**I consent to have my  
comment read out  
loud during the  
meeting.**

Yes