

## Appendix C

### Public Participation

Section 65583(c)(9) of the *Government Code* states that "The local government shall make a "diligent effort by the local government to achieve public participation of all economic segments of the community in the development of the housing element, and the program shall describe this effort." The City held an outreach workshop on January 12, 2021. In order to reach as many people as possible, the City advertised the workshop in the Desert Sun newspaper, on its website and Facebook page, and sent out notices and flyers to community leaders, affordable housing developers, and members of the clergy who are active in City housing issues. A total of 34 persons participated in the workshop, discussing a number of topics, including:

- The impact of short term rentals on permanent housing in the City.
- That housing of all types should be provided throughout the City, not only on the edges.
- That the north end of the City provides good opportunities for housing in the longer term.
- That creative housing options, including container houses and tiny houses should be considered.
- That a smooth entitlement process and a clear inventory of sites are important to the affordable housing development community.
  - That the inventory should make sure to consider availability of school, transit and shopping so that projects score well on competitive funding applications.
- That the demand for housing will be affected by the long term changes now occurring in retail commercial development, and the greater use of online shopping.
- That the affordable housing development community is finding that the multiple sources of funding required to cover the costs of projects are extending the time required to get projects off the ground.
- That Cathedral City's entitlement process is not burdensome and does not extend the time needed to entitle a project.
- That Lift to Rise's new funding program could help affordable housing projects with gap financing in the future.

The second draft of the Housing Element was posted on the City's website for public review in October of 2021. All those who were sent community workshop notices were notified of the availability of the document for public comment. Several comments were received via email on October 12, 2021, from Shelly Kaplan, including two typo corrections and one comment about current (last 12 months) housing prices.

The third draft of the Housing Element was posted to the City's website for public review in March 2022 prior to hearings, and an announcement of the posting sent to all those who participated in the City's workshops, and on the City's social media. Public hearings were held before the Planning Commission and City Council for the adoption of the Element, in April of 2022 and May of 2022.



**Subject:** Cathedral City Housing Element Update - Virtual Community Workshop Notice - Join us!

**Date:** Tuesday, January 5, 2021 at 10:20:50 AM Pacific Standard Time

**From:** Kimberly Cuza <kcuza@terranovalplanning.com>

**BCC:** Andrew@greendev.co <Andrew@greendev.co>, mrisdon@acof.org <mrisdon@acof.org>, affordablehomestead@gmail.com <affordablehomestead@gmail.com>, Riaz@marrscorp.com <Riaz@marrscorp.com>, apreedge@cityventures.com <apreedge@cityventures.com>, Maryann.Ybarra@cvhc.org <Maryann.Ybarra@cvhc.org>, mdiacos@cypressequity.com <mdiacos@cypressequity.com>, lvandeweghe@decro.org <lvandeweghe@decro.org>, mpark@aguacaliente.net <mpark@aguacaliente.net>, smoreno@families-forward.org <smoreno@families-forward.org>, jon@hipsandiego.org <jon@hipsandiego.org>, paul@integrityhousing.org <paul@integrityhousing.org>, rubina@olivecs.org <rubina@olivecs.org>, cesarc@kennedycommission.org <cesarc@kennedycommission.org>, esantana@ush.us <esantana@ush.us>, ggardner@usapropfund.com <ggardner@usapropfund.com>, tmize@workforcehomebuilders.com <tmize@workforcehomebuilders.com>, jortiz@nphsinc.org <jortiz@nphsinc.org>, info@hfhcv.org <info@hfhcv.org>, cdahlin@cvag.org <cdahlin@cvag.org>, info@liffitorise.org <info@liffitorise.org>, geoff@cathedralcenter.org <geoff@cathedralcenter.org>, patti@angelview.org <patti@angelview.org>, srobinson@bgccc.org <srobinson@bgccc.org>, thomi@Trans.health <thomi@Trans.health>, rps51@me.com <rps51@me.com>, igarcia@ifhmb.com <igarcia@ifhmb.com>, JUGarcia@rivco.org <JUGarcia@rivco.org>, lcarlson@cvag.org <lcarlson@cvag.org>, kmckinney@cvm.org <kmckinney@cvm.org>, revcrawshaw@gmail.com <revcrawshaw@gmail.com>, aaron@thebridgecc.com <aaron@thebridgecc.com>, info@ngcclife.com <info@ngcclife.com>, psnaz.com@gmail.com <psnaz.com@gmail.com>, info@hosannacitychurch.org <info@hosannacitychurch.org>, stlouiscathedralcity@sbdiocese.org <stlouiscathedralcity@sbdiocese.org>, info@churchinthecove.org <info@churchinthecove.org>, tmize@nationalcore.org <tmize@nationalcore.org>, mirving@uhcllc.net <mirving@uhcllc.net>, JSilver@chochousing.org <JSilver@chochousing.org>, CLiuzzo@chochousing.org <CLiuzzo@chochousing.org>, YLyashenko@chochousing.org <YLyashenko@chochousing.org>, MHachiya@chochousing.org <MHachiya@chochousing.org>, Maryann.Ybarra@cvhc.org <Maryann.Ybarra@cvhc.org>, DarrenB@tpchousing.com <DarrenB@tpchousing.com>, CalvaryCC@aol.com <CalvaryCC@aol.com>, Leisa Lukes <lelu1299@icloud.com>, Robert Rodriguez <RRodriguez@cathedralcity.gov>, Tami Scott <tscott@cathedralcity.gov>, Nicole Criste <ncriste@terranovalplanning.com>, Kelly Clark <kclark@terranovalplanning.com>, VNicholas@chochousing.org <VNicholas@chochousing.org>, Julie.Bornstein@cvhc.org <Julie.Bornstein@cvhc.org>, executivedirector@hfhcv.org <executivedirector@hfhcv.org>

**Attachments:** image001.png



*• VIRTUAL • COMMUNITY •  
WORKSHOP NOTICE*

# JOIN US ON ZOOM FOR THE CATHEDRAL CITY HOUSING COMMUNITY WORKSHOP!

Tuesday, January 12, 2021 - 4:00 p.m.

## WHAT IS IT?

A VIRTUAL community workshop for the City's Housing Element Update (2022-2029 planning period). At this workshop, the City will discuss background information regarding its upcoming Housing Element Update including new State Housing Element law, and the 2022-2029 Regional Housing Needs Assessment (RHNA) allocation for the City.

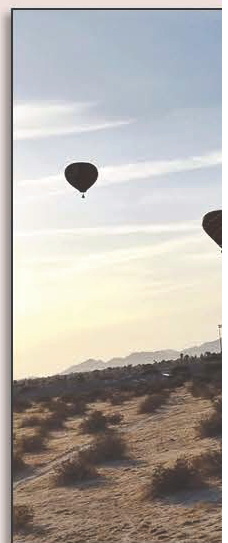
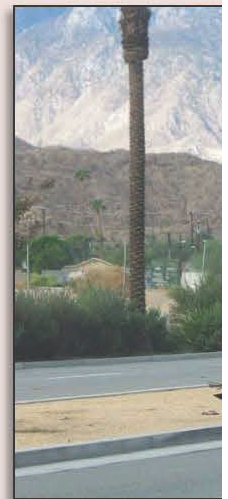
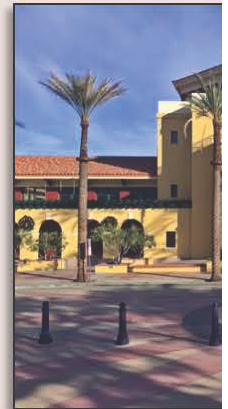
## WHY SHOULD I ATTEND?

One important purpose of the Community Meeting is to gather public comments on the Update from those attending. All members of the public are encouraged to attend and give us your input on the future of housing in your City!

The Housing Element is a series of goals, policies, and implementation measures for the preservation, improvement, and development of housing throughout the City. It will address how the City can help provide housing for all its residents at all income levels. Your input is invaluable in assisting our staff to set housing goals for current and future residents!

To participate in the workshop via Zoom, please RSVP by email to [kcuza@terranovaplanning.com](mailto:kcuza@terranovaplanning.com), by 10:00 a.m. on the day of the meeting, January 12<sup>th</sup> (requests received after 10:00 a.m. on meeting day may not be processed). Written comments or specific questions regarding the workshop or Housing Element may be directed to Robert Rodriguez, Director of Planning, at (760) 770-0344 or [rrodriguez@cathedralcity.gov](mailto:rrodriguez@cathedralcity.gov) or mailed to 68700 Avenida Lalo Guerrero, Cathedral City, CA 92234.

The City of Cathedral City promotes fair housing and makes all programs available to low-income families and individuals, regardless of race, religion, color, national origin, ancestry physical disability, mental disability, medical condition, marital status, political affiliation, sex, age, sexual orientation or other arbitrary factor.







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## News

# Public Encouraged to Provide Input on Cathedral City's Housing Element

**Post Date:** 01/05/2021

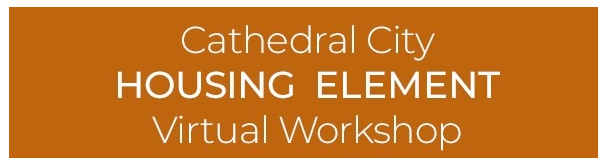
The public is encouraged to be part of a virtual community workshop for Cathedral City's Housing Element which will provide an update on the new State Housing Element law and the 2022-2029 Regional Housing Needs Assessment (RHNA) allocation for the city. The workshop will take place on Tuesday, January 12, 2021 starting at 4:00 pm.

The Housing Element is a series of goals, policies, and implementation measures for the preservation, improvement and development of housing throughout the

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To participate in the workshop via Zoom.us, please RSVP by email to [kcenza@terranovaplanning.com](mailto:kcenza@terranovaplanning.com) no later than Tuesday, January 12th at 10:00 am. You may also submit written comments or questions to Robert Rodriguez, Director of Planning, (760) 770-0344 or [rrodriguez@cathedralcity.gov](mailto:rrodriguez@cathedralcity.gov). You may also mail to his attention at City of Cathedral City, Attn: Robert Rodriguez, 68-700 Avenida Lalo Guerrero, Cathedral City, CA 92234.

[Download the Flyer](#)



**January 12, 2021, 4 pm**

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Agendas



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Business  
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Bids & Notices



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Records



Help Center



Municipal  
Code

## NEWS

### New COVID-19 Testing Location in Cathedral City Starting Monday



- Located at Northgate Church, 30010 Date Palm Drive
- Open 7:00 am to 7:00 pm, Monday through Friday
- Make appt at [www.LHI.care/COVIDTesting](http://www.LHI.care/COVIDTesting)
- Mayor Raymond Gregory to Get Tested Monday Morning

New COVID-19 Testing Location  
at Northgate Church in Cathedral  
City

### Cathedral City HOUSING ELEMENT Virtual Workshop



Public Encouraged to Provide  
Input on Cathedral City's Housing  
Element

### CITYWIDE SPECIAL ELECTION TUESDAY, MARCH 2, 2021



SHORT-TERM  
VACATION  
RENTALS

## MEASURE B

Cathedral City Voters to Decide  
on STVRs – Measure B – March 2





City of Cathedral City, CA - ...

Contact Us

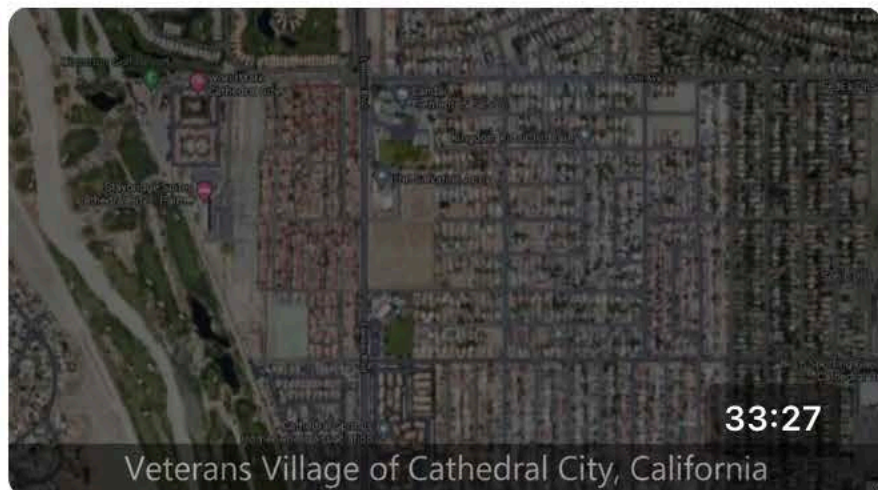
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January 5 · 🌐



Public Encouraged to Provide Input on Cathedral City's Housing Element

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Cathedral City  
**HOUSING ELEMENT**  
Virtual Workshop



**January 12, 2021, 4 pm**



1 Comment 14 Shares

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participants\_89711856581(1)

Name (Original Name)	User Email	Join Time	Leave Time	Duration (Minutes)	Guest
Tom Patterson (thomas)		01/12/2021 03:07:52 PM	01/12/2021 05:12:45 PM	125	Yes
Robert Rodriguez		01/12/2021 03:30:19 PM	01/12/2021 03:30:42 PM	1	Yes
Terra Nova Planning & Research# Inc.	<a href="mailto:tnconfroom@gmail.com">tnconfroom@gmail.com</a>	01/12/2021 03:32:52 PM	01/12/2021 05:20:58 PM	109	No
Nicole Criste	<a href="mailto:ncriste@terranovalplanning.com">ncriste@terranovalplanning.com</a>	01/12/2021 03:52:25 PM	01/12/2021 05:20:58 PM	89	No
Alejandra Garcia		01/12/2021 03:53:19 PM	01/12/2021 04:45:38 PM	53	Yes
Mark Carnevale		01/12/2021 03:53:30 PM	01/12/2021 03:55:09 PM	2	Yes
John Kirby	<a href="mailto:crestlinewriter@gmail.com">crestlinewriter@gmail.com</a>	01/12/2021 03:54:52 PM	01/12/2021 05:08:29 PM	74	Yes
Mark Carnevale		01/12/2021 03:55:19 PM	01/12/2021 05:20:53 PM	86	Yes
Gretchen Gutierrez		01/12/2021 03:55:59 PM	01/12/2021 05:20:57 PM	85	Yes
Dan Malcolm		01/12/2021 03:56:48 PM	01/12/2021 05:20:55 PM	85	Yes
Nancy Ross		01/12/2021 03:58:18 PM	01/12/2021 05:20:56 PM	83	Yes
Raymond Gregory	<a href="mailto:message4raymond@verizon.net">message4raymond@verizon.net</a>	01/12/2021 03:58:33 PM	01/12/2021 03:59:28 PM	1	Yes
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Davethornton		01/12/2021 03:59:18 PM	01/12/2021 05:20:58 PM	82	Yes
Robert Rodriguez - City (Robert Rodriguez)		01/12/2021 03:59:32 PM	01/12/2021 05:20:58 PM	82	Yes
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Raymond Gregory	<a href="mailto:rgregory@cathedralcity.gov">rgregory@cathedralcity.gov</a>	01/12/2021 04:01:22 PM	01/12/2021 04:02:10 PM	1	Yes
tscott		01/12/2021 04:01:25 PM	01/12/2021 05:20:57 PM	80	Yes
<a href="mailto:geoff@cathedralcenter.org">geoff@cathedralcenter.org</a>	<a href="mailto:geoff@cathedralcenter.org">geoff@cathedralcenter.org</a>	01/12/2021 04:01:31 PM	01/12/2021 04:01:31 PM	0	Yes
Ernesto Gutierrez		01/12/2021 04:02:19 PM	01/12/2021 04:04:20 PM	3	Yes
Raymond Gregory	<a href="mailto:rgregory@cathedralcity.gov">rgregory@cathedralcity.gov</a>	01/12/2021 04:02:28 PM	01/12/2021 04:12:17 PM	10	Yes
Maryann		01/12/2021 04:02:30 PM	01/12/2021 05:20:55 PM	79	Yes
<a href="mailto:geoff@cathedralcenter.org">geoff@cathedralcenter.org</a>	<a href="mailto:geoff@cathedralcenter.org">geoff@cathedralcenter.org</a>	01/12/2021 04:03:13 PM	01/12/2021 05:20:58 PM	78	Yes
Ernesto Gutierrez	<a href="mailto:miragefin@aol.com">miragefin@aol.com</a>	01/12/2021 04:04:42 PM	01/12/2021 04:22:53 PM	19	Yes
mario		01/12/2021 04:11:44 PM	01/12/2021 05:20:29 PM	69	Yes
Waddle		01/12/2021 04:11:45 PM	01/12/2021 05:20:58 PM	70	Yes
Raymond Gregory	<a href="mailto:rgregory@cathedralcity.gov">rgregory@cathedralcity.gov</a>	01/12/2021 04:12:17 PM	01/12/2021 05:21:45 PM	70	Yes
Tony Mize	<a href="mailto:tmize@nationalcore.org">tmize@nationalcore.org</a>	01/12/2021 04:14:46 PM	01/12/2021 05:20:58 PM	67	Yes
Ernesto Gutierrez	<a href="mailto:miragefin@aol.com">miragefin@aol.com</a>	01/12/2021 04:23:10 PM	01/12/2021 05:20:57 PM	58	Yes
Joy Silver (Joy Silver)	<a href="mailto:joy@joysilverforcalifornia.com">joy@joysilverforcalifornia.com</a>	01/12/2021 04:24:05 PM	01/12/2021 05:20:57 PM	57	Yes
Keith Davis MedSocialWork	<a href="mailto:kdavis@healthyliving-pd.com">kdavis@healthyliving-pd.com</a>	01/12/2021 04:26:08 PM	01/12/2021 04:26:55 PM	1	Yes
Nicole Criste	<a href="mailto:ncriste@terranovalplanning.com">ncriste@terranovalplanning.com</a>	01/12/2021 03:36:31 PM	01/12/2021 03:43:20 PM	7	No





# HOUSING ELEMENT UPDATE COMMUNITY WORKSHOP

January 12, 2021



- The City must update the General Plan's Housing Element every 8 years.
- The Housing Element helps to guide the City's housing development for all residents, with a focus on housing for lower income residents.
- The City must make sure that it does not create obstacles for the development of affordable housing units that meet residents' needs.





# Background

- The City has 54,357 residents living in 18,816 households.
- Although the population is getting older, the City's median age is lower than many Valley cities at 39.4 years.
- The median household income is \$46,521, which is lower than the County's (\$65,712)
- Nearly half of residents work – 23,119
  - Most work in service, management, sales and offices



Cathedral City

# Background

- 11,429 of the City's households own their home.
- 7,387 households rent their home.
- The median housing value in the City is \$279,500.
- The median rent is \$1,193.



Cathedral City



# Background

- 70% of very low and low income homeowners pay more than 30% of their income for housing (3,105 households).
- 75% of very low and low income renters pay more than 30% of their income for housing (3,645 households).
- There are 1,663 overcrowded units in the City (more than one person per room).
- The City has 2,805 large households (5 or more)



Cathedral City

# Housing Needs

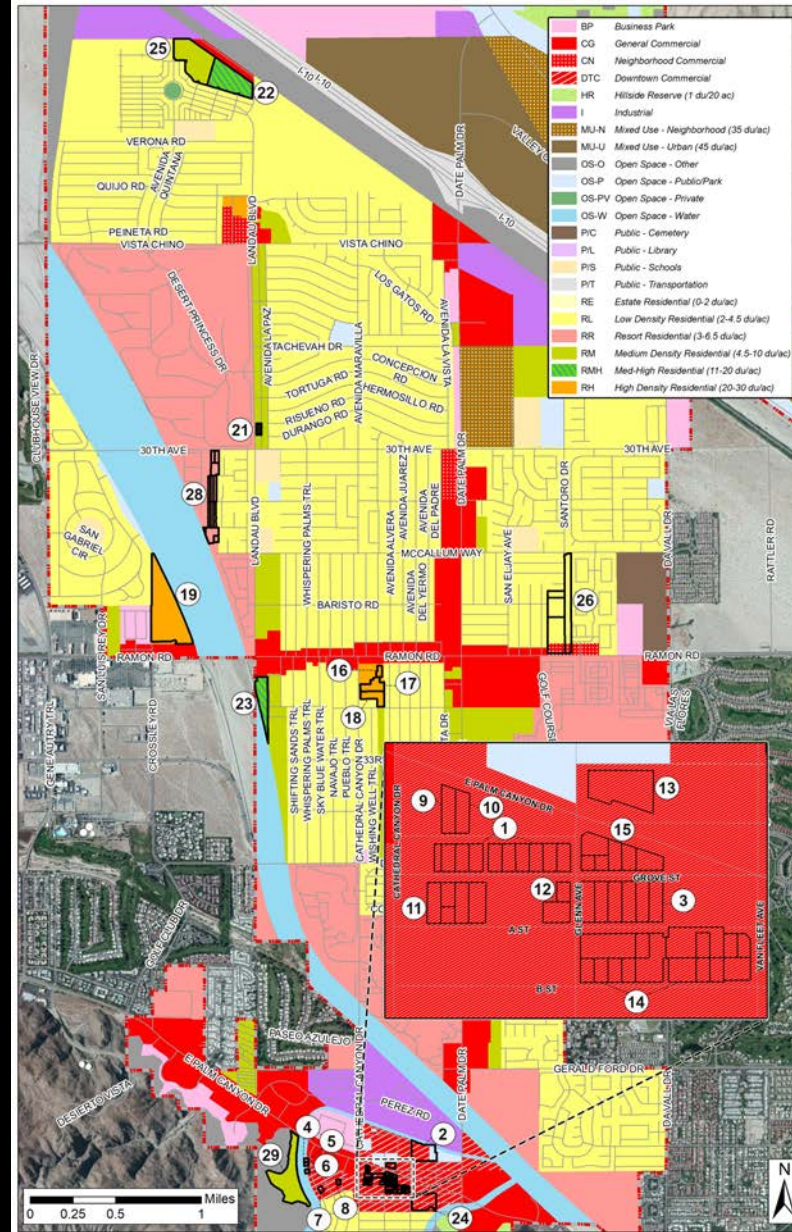
RHNA by Income Category, 2022-2029	
Income Category	No. of Units
Extremely Low Income <sup>1</sup>	269
Very Low Income (<50% of AMI)	269
Low Income (50-80% of AMI)	352
Moderate Income (81-120% of AMI)	456
Above Moderate Income (> 120% of AMI)	1,196
Total Units	2,542
<sup>1</sup> Extremely Low Income (ELI) category is a subset of the Very Low Income category. ELI households are defined by HCD as those with incomes less than 30% of AMI. The number of units needed is assumed to be 50% of all Very Low-Income units. Source: SCAG 2020	



Cathedral City



- Identified sites for 1,097 very low and low income units and 496 moderate income units.
- Distributed throughout the City.
  - Downtown area near jobs and transit
  - Integrated into existing neighborhoods.



# Housing Sites



# Cathedral City



# Questions and Comments

- Does housing in the City meet residents' needs now?
- What concerns do you have about housing in the City?
- What do you think are the greatest needs for housing in the City?
- How do you think the City should help with providing housing for the next 8 years?



Cathedral City

**Subject:** Cathedral City Housing Element Update

**Date:** Thursday, October 7, 2021 at 7:54:41 AM Pacific Daylight Time

**From:** Terra Nova Planning & Research

**To:** Kimberly Cuza

**BCC:** Andrew@greendev.co, mrisdon@acof.org, affordablehomestead@gmail.com, Riaz@marrscorp.com, apreedge@cityventures.com, Maryann.Ybarra@cvhc.org, mdiacos@cypressequity.com, lvandeweghe@decro.org, mpark@aguacaliente.net, smoreno@families-forward.org, jon@hipsandiego.org, paul@integrityhousing.org, rubina@olivecs.org, cesarc@kennedycommission.org, esantana@ush.us, ggardner@usapropfund.com, tmize@workforcehomebuilders.com, jortiz@nphsinc.org, info@hfhcv.org, cdahlin@cvag.org, info@lifftrise.org, geoff@cathedralcenter.org, patti@angelview.org, srobinson@bgcccity.org, thomi@Trans.health, rps51@me.com, igarcia@ifhmb.com, JUGarcia@rivco.org, lcarlson@cvag.org, kmckinney@cvm.org, revcrawshaw@gmail.com, aaron@thebridgecc.com, info@ngcclife.com, psnaz.com@gmail.com, info@hosannacitychurch.org, stlouiscathedralcity@sbdioocese.org, info@churchinthecove.org, tmize@nationalcore.org, mirving@uhcllc.net, JSilver@chochousing.org, CLiuzzo@chochousing.org, YLyashenko@chochousing.org, MHachiya@chochousing.org, Maryann.Ybarra@cvhc.org, DarrenB@tpchousing.com, CalvaryCC@aol.com, Leisa Lukes, Robert Rodriguez, Tami Scott, Nicole Criste, Kelly Clark, vnicholas@chochousing.org, Julie.Bornstein@cvhc.org, executivedirector@hfhcv.org

**Attachments:** image001.png



Cathedral City has completed the second draft of its Housing Element Update. You have participated in our previous outreach efforts, and we invite you to review the Draft Element and provide comments, before we resubmit to the Department of Housing and Community Development. The public review period is from October 7 through October 21.

The Draft Element is available at: <https://www.cathedralcity.gov/services/planning/housing-element-update>

Please send comments by October 22<sup>nd</sup> to [RRodriguez@cathedralcity.gov](mailto:RRodriguez@cathedralcity.gov)

Thank you for your continued interest in the City's future!



---

**From:** Robert Rodriguez <[RRodriguez@cathedralcity.gov](mailto:RRodriguez@cathedralcity.gov)>  
**Date:** Wednesday, October 13, 2021 at 2:54 PM  
**To:** Kelly Clark <[kclark@terrانovaplanning.com](mailto:kclark@terrانovaplanning.com)>  
**Cc:** Nicole Criste <[ncriste@terrانovaplanning.com](mailto:ncriste@terrانovaplanning.com)>, Leisa Lukes <[lelu1299@icloud.com](mailto:lelu1299@icloud.com)>, Tami Scott <[TScott@cathedralcity.gov](mailto:TScott@cathedralcity.gov)>  
**Subject:** CC Housing Element Comments

Kelly,

We received our first comments.

**From:** Shelley Kaplan [shelleykaplan2020@gmail.com](mailto:shelleykaplan2020@gmail.com)  
**Sent:** Tuesday, October 12, 2021 1:43 PM  
**To:** Shelley Kaplan [shelleykaplan2020@gmail.com](mailto:shelleykaplan2020@gmail.com); Robert Rodriguez [RRodriguez@cathedralcity.gov](mailto:RRodriguez@cathedralcity.gov)  
**Cc:** Christopher Parman [CParman@cathedralcity.gov](mailto:CParman@cathedralcity.gov); Charles McClendon [CMcClendon@cathedralcity.gov](mailto:CMcClendon@cathedralcity.gov); Raymond Gregory [RGregory@cathedralcity.gov](mailto:RGregory@cathedralcity.gov)  
**Subject:** Re: [New post] Public Encourage to Provide Input on Cathedral City's Housing Element

A few comments on the Housing plan.

Given the past year the housing values still seem low. You did provide updated rental costs for 2020 so It would be helpful to show updated housing costs as well. I would suggest at the the housing cost section or on page 81 that you include the average price of home sales with unit counts for the past 12 months. As a result on III-19 the paragraph talking about affordable housing guidelines is misleading given the updated 2020 rental cost figures and perhaps that should be noted. On III-80 the land cost says \$100k per room - I think that might be per housing unit. Finally a small typo on III-2 section 65581 (b) an extra "prepare".

Lots of great information provided in the updated plan. Congratulations.

Shelley



**Cathedral City**

**Robert Rodriguez**

Director of Planning/Building

City of Cathedral City

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**Subject:** Cathedral City Housing Element Update

**Date:** Wednesday, March 16, 2022 at 5:04:19 PM Pacific Daylight Time

**From:** Terra Nova Planning & Research <admin@terranovalplanning.com>

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**Attachments:** image001.png



Cathedral City has completed the third draft of its Housing Element Update. You have participated in our previous outreach efforts, and we invite you to review the Draft Element and provide comments before we resubmit to the Department of Housing and Community Development.

The public review period is from March 16 through March 30, 2022.

The Draft Element is available at: <https://www.cathedralcity.gov/services/planning/housing-element-update>

Please send comments by March 30th to [RRodriguez@cathedralcity.gov](mailto:RRodriguez@cathedralcity.gov)

This matter has been tentatively set for public hearing before the Planning Commission on April 6, 2022 at 6pm. City Council Chambers is located at 68-700 Avenida Lalo Guerrero, Cathedral City, CA 92234.

Thank you for your continued interest in the City's future!