

## Robles, Sandra

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**From:** Timothy Sales <timsales@mac.com>  
**Sent:** Monday, November 16, 2020 11:30 AM  
**To:** Robles, Sandra  
**Subject:** EDTECH: Public Comment 11/17/2020 New Business #1 - MODIFICATION OF THE PASADENA LOCAL PREFERENCE AND PRIORITY SYSTEM GUIDELINES FOR CITY AFFORDABLE HOUSING PROGRAMS

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Dear Committee Members & Staff:

I support the notion of expanding the definition of “local” priority to past residents of Pasadena

However, I implore you to simplify your overall approach. As an affordable housing professional with direct experience complying with such local preference ordinances (including 50+ units in the City of Pasadena during my tenure with Heritage Housing Partners), I know it is operationally counter-productive to make six (6) categories of preference. It will be difficult to implement, especially with regards to affordable homeownership projects.

Rather than making more level of preference, 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.

Why?:

- In my experience, the level of precision that you are attempting to achieve with seven (7) categories is not realistic. It is simply too difficult to implement.
- In addition, you propose to combine “set-asides” with “priorities” which further complicates the operational implementation.
- I feel that the proposed level of detail does not enhance the program sufficiently to justify its complications.
- It is best to simply make more people eligible for the benefit of having local priority. Put them all in the same category and treat them the same. In my experience, all such program participants will benefit as being “ahead” of those with no connections to Pasadena (i.e., no local preference opportunity).

I would be happy to make in-person testimony if you have further interest in soliciting input from a professional member of the affordable housing community.

Thank you!

—Timothy Sales

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