



MEMORANDUM
COUNTY EXECUTIVE OFFICE
ECONOMIC DEVELOPMENT AND HOUSING
County of Placer

TO: Honorable Board of Supervisors **DATE:** May 11, 2026
FROM: Gloria Stearns, Economic Development and Housing Director
BY: Timothy Cussen, Housing Specialist
SUBJECT: Annual Eastern Placer County Housing Program Updates for Lease to Locals and Launchpad Programs

ACTION REQUESTED

1. Receive a presentation on the annual program updates for the East Placer Lease to Locals and Launchpad housing programs.

BACKGROUND

Providing adequate housing in eastern Placer County (County) helps County employers recruit and retain workers, enables businesses to offer economic stability to our communities, and reduces vehicle miles traveled by ensuring housing is in proximity to places of employment. Through Lease to Locals, Launchpad, and other programs, the County aims to support a community where residents can live and work in the same region, thereby strengthening the local economy and quality of life.

To address immediate housing needs, the County first focused on unlocking existing units through the East Placer Lease to Locals Program (Program). This Program incentivizes the creation of new local workforce housing by offering financial grants to homeowners who lease their properties to local workers, provided the property was not recently used as a long-term or seasonal rental. On July 26, 2022, the Board of Supervisors (Board) approved the Program as a pilot and adopted Program Guidelines through Resolution 2022-160, and the Program has been continuously in operation since that time.

Since its launch in 2022, the Program has successfully unlocked 146 total homes, providing housing for 355 individuals, including 284 local workers, 55 children, and 16 non-local worker adults. Additional Program accomplishments to date include:

- The 146 total unlocked homes, span a range of unit types including seven studio units, 22 one-bedroom units, 44 two-bedroom units, 61 three or more-bedroom units, and ten rooms in shared homes.
- In total, the Program has brought 327 bedrooms into the local rental market.
- The average monthly rent for participating properties is \$2,615, or approximately \$1,168 per bedroom.
- To date, 113 properties have completed their participation in the Program. Seventy two percent (72%) of these homeowners have either renewed leases with their existing

tenants or continued renting to new local workers, demonstrating a positive long-term shift in behavior aligned with the Program's goals.

Building on this success, the County expanded its approach to also support the creation of new housing supply through the Launchpad Program (Launchpad). On August 26, 2024, the Board received a presentation, provided feedback on Launchpad, and adopted Resolution 2025-054 on April 1, 2025, approving the Launchpad Program Guidelines and Use Deed Restriction and Option to Purchase.

Launchpad is a financial incentive program designed to create new housing units in eastern Placer County through new construction, or renovation of previously non-residential or non-code-compliant space to code-compliant housing units. Most eligible projects would qualify under category one, which receives \$200,000 per unit created, while Accessory Dwelling Units (ADUs) (\$125,000) and Single-Room Occupancy SRO units (\$50,000) have separate incentive categories. Funding can be reserved early in the development process through a Notice of Funding Availability (NOFA) process but is not issued until the project is completed and the required deed restriction is recorded to the property. The deed restriction is similar to the one developed under the Workforce Housing Preservation Program and requires the property be occupied by a household that includes at least one member of the local workforce.

Launchpad is designed to facilitate new construction for a variety of housing types, as well as rehabilitation or conversion of existing commercial, non-code compliant, or non-residential space to building-code compliant housing units. By supporting both new construction and the adaptive reuse of existing spaces, Launchpad expands the range of housing options available to meet the diverse needs of the local workforce.

LEASE TO LOCALS PROGRAM ANNUAL UPDATE

On June 24, 2025, the Board approved \$500,000 in Transient Occupancy Tax (TOT) funding recommended through the TOT-TBID Dollars at Work Program for program incentives and the contract for the Program Administrator, Placemate, Inc. During Fiscal Year (FY) 2025-26, a total of 23 homes have been unlocked, providing housing for 60 individuals, including 46 local workers and 14 children. The 23 homes include seven three-bedroom units, nine two-bedroom units, two one-bedroom units, one studio unit, and two rooms in shared homes.

Although the Program allows for a maximum monthly rent of \$3,500 per property, the average rent per property this year was significantly lower at \$2,722, with an average rent of \$1,304 per bedroom. The Program's rental cap of \$3,500 per property helps prevent overcharging for participating properties and keeps those properties affordable. Staff will continue to monitor the average rental prices of participating properties and recommend adjustments in the future, if warranted.

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Notably, the average Area Median Income (AMI) of the households served over the annual review period was 113.1%, with household incomes ranging from 36.9% to 243.2% of AMI. This reflects the Program's broad reach across a variety of income levels within the local workforce.

Currently, 72% of properties that have graduated from the Program continue to rent long-term. Placemate, Inc. gathers this data through exit interviews with homeowners at the completion of the lease term or after one year, whichever comes first. To better understand outcomes beyond immediate exit from the Program, Placemate, Inc. has recently implemented post-graduation homeowner surveys at annual intervals to learn more about the long-term conversion rates of the Program. Together, these data collection efforts will provide a more comprehensive understanding of the Program's long-term effectiveness in converting short-term or vacant units into sustained workforce housing.

Currently the Program is still accepting applications for funding through FY 2025-26. Staff are coordinating with the North Tahoe Community Alliance (NTCA) to secure funding for FY 2026-27, and anticipate bringing a funding request, along with an agreement with Placemate, Inc. prior to the end of FY 2025-26 to ensure continuity of Program operations.

LAUNCHPAD PROGRAM ANNUAL UPDATE

The inaugural NOFA was released on April 16, 2025, with \$1,000,000 in available funding. Applications were accepted between April 23, 2025, and May 14, 2025. In response, the County received eight project applications – four ADUs and four multifamily housing projects totaling 110 units with a variety of bedrooms counts.

Housing staff, in coordination with planning staff from the Community Development Resource Agency, determined four of the eight applications were eligible for funding. The projects would have utilized \$975,000 of the available \$1,000,000 of funding and included three ADUs and one three-unit multifamily project. Two of the ADU projects ultimately declined participation due to the Launchpad's deed restriction requirements.

Two of the eligible projects did elect to participate in Launchpad and the following funding reservations were made:

Steelhead Cottage Court – \$600,000 reserved

This Kings Beach redevelopment project will replace an uninhabitable unit and add three new multifamily units (tiny homes) on a site that currently includes two units rented to local workers. Construction is anticipated to begin in summer 2026, with completion expected by late 2026.

ADA-Accessible ADU – \$125,000 reserved

This project on Brook Avenue in Kings Beach will add a new wheelchair-accessible ADU above

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a garage on a property that has been rented to local workers since 2007. Construction is expected to begin later this summer, with completion anticipated in summer 2027.

2026 NOFA

On February 3, 2026, the Board approved \$3,000,000 in new TOT funding for Launchpad as recommended through the TOT-TBID Dollars at Work Program. A NOFA was posted on February 6, 2026, and applications were accepted between February 25, 2026 and March 18, 2026. A summary of the NOFA response is as follows:

- Twelve total applications
- Project types include five multifamily, six ADUs, and one conversion of non-residential/code compliant space for a total of 55 units
- \$10,550,000 in total funding requests

Staff are reviewing applications to determine eligibility within the current Launchpad guidelines. Completion of eligibility determinations is expected by mid-May 2026 when the award process begins. Based on initial findings, it is anticipated that the lottery selection process will be utilized to reserve funding.

Upon completion of the NOFA process, staff will review the current Launchpad guidelines with input from participants, stakeholders, and the community and bring recommendations to the Board later in 2026.

FISCAL IMPACT

There is no fiscal impact associated with this item.

ATTACHMENTS

None