

**HOME
FOR ALL**

SAN MATEO COUNTY

**Housing Leadership Day
Home for All Community Engagement Program**



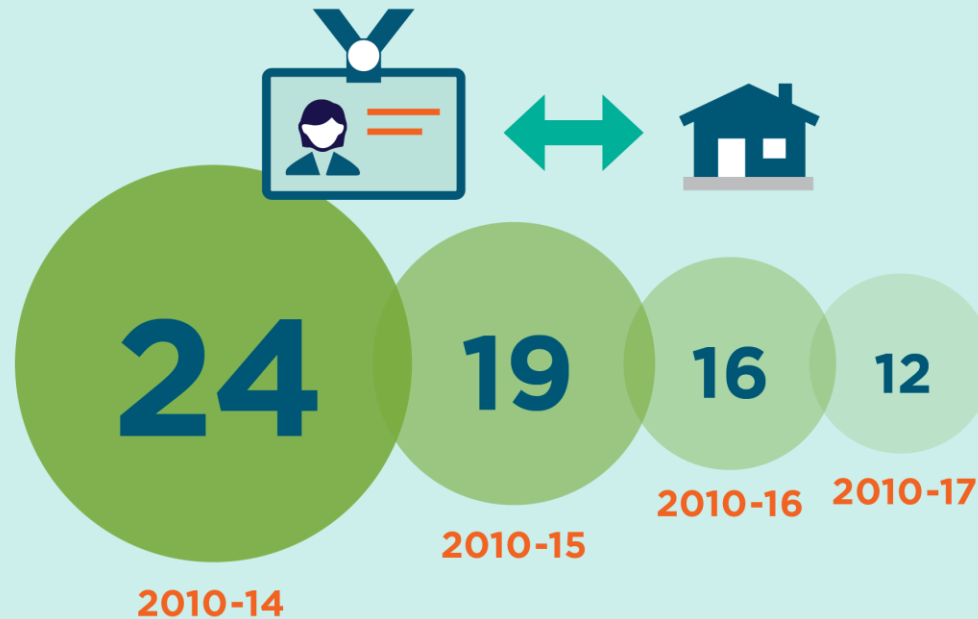
**HOME
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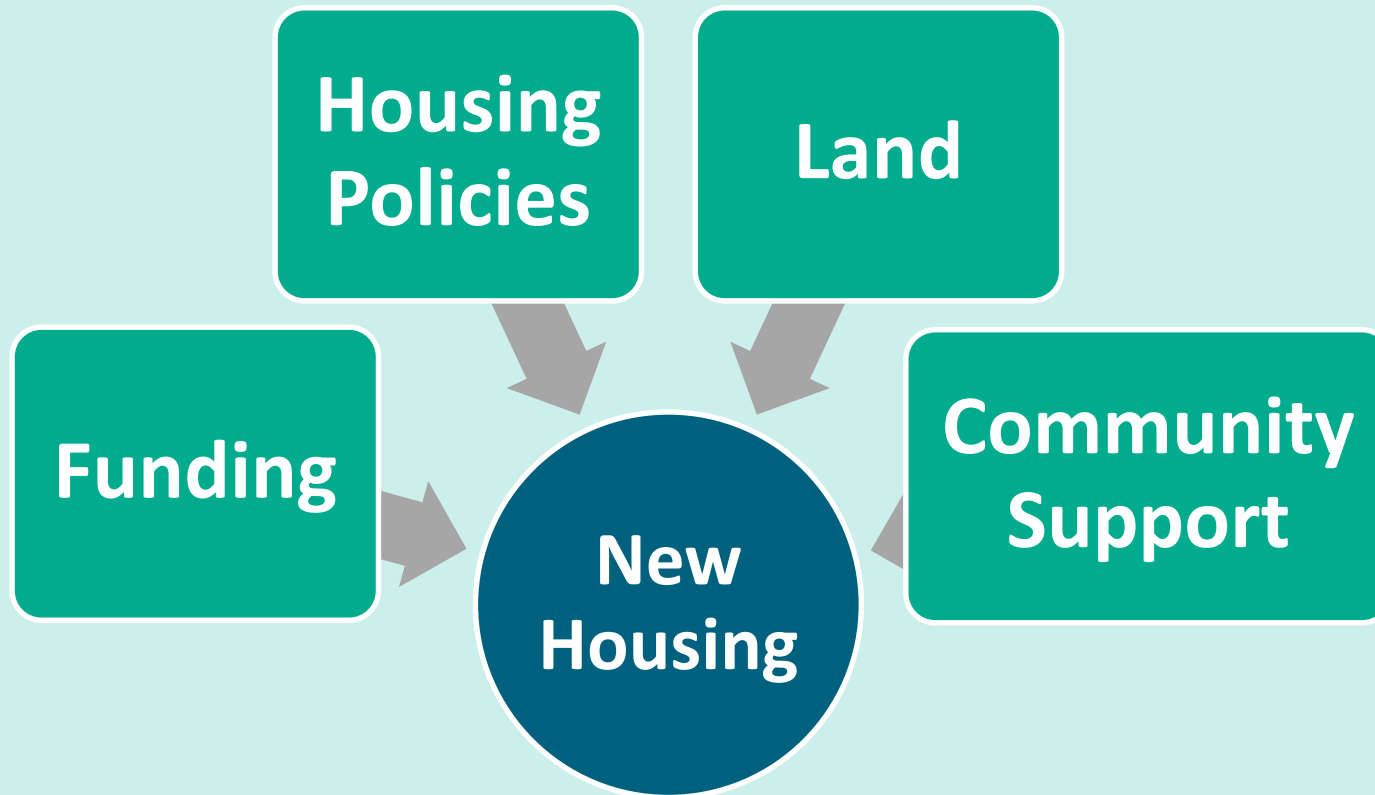
A community collaborative to close the
jobs/housing gap

Goal #1: Closing the Gap

DECREASING JOBS/HOUSING RATIO



Home for All Approach



The Path in San Mateo County

City manager and **council** interviews

The vast majority of city managers interviewed feel that their councils are supportive of **additional housing**.

There is significant support among elected officials for **affordable** and **workforce** housing, though funding and the cost of land are seen as barriers.



Group interviews with **eight cities** during summer of 2017

Input from **Learning Network** at March, May, September, November 2017 sessions



The Path in San Mateo County

Four **cities** piloted the new **approach** in the winter of 2017 and spring of 2018



Continuing engagement with **six more cities** in 2019 and 2020



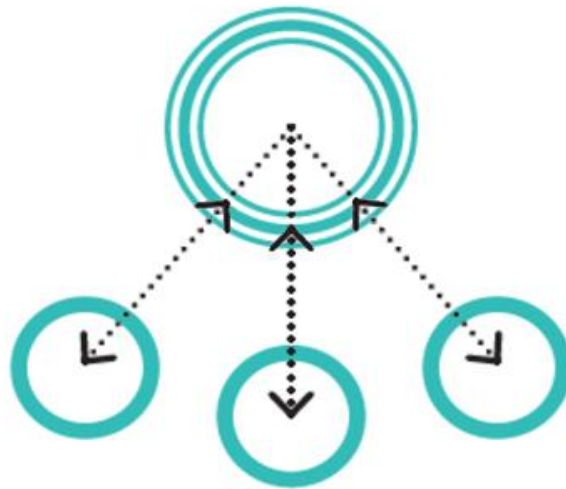
A Different Approach to Engagement

Mind Shift: Inviting a Helpful Public

- Taking **the city** out of the center
- Reframing to put **the issue** and **the community** at the center

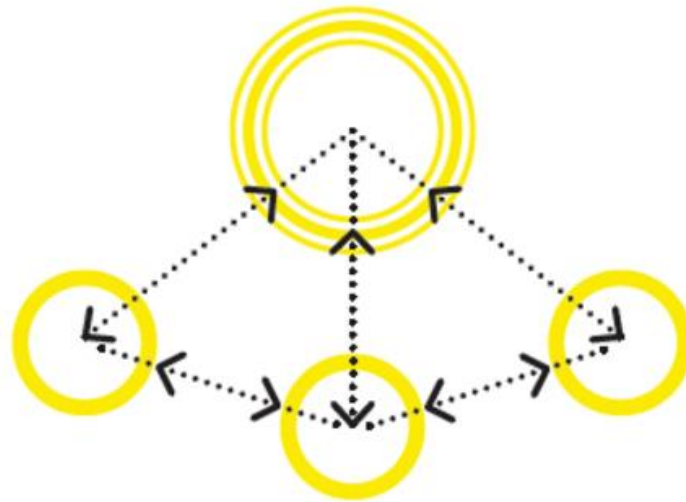


Traditional Meeting



City broadcasts information and collects input from residents

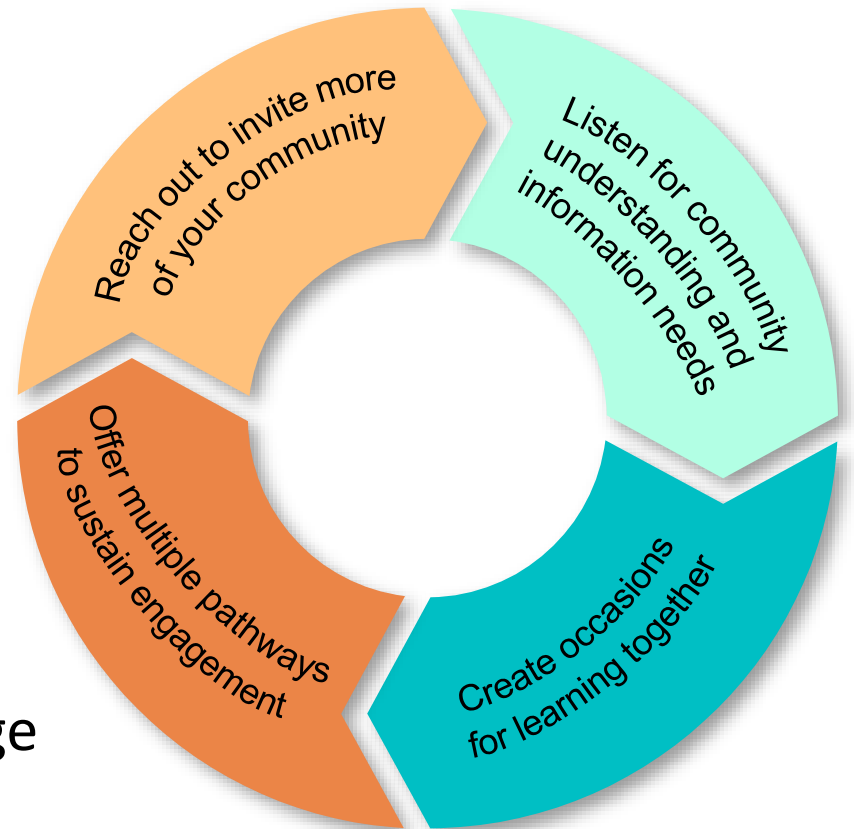
CLEAR Conversation



*People engage with and learn from each other,
elected officials and city staff listen and learn*

Our Process

- **Invite** more diverse participation
- **Listen** for community information needs
- **Learn together** and build shared understanding
- **Sustain** two-way communication and encourage collaborative action



CLEAR Community Conversation



Invite & Listen

- **Invite** more diverse participation
- **Listen** for community information needs



Combination of Outreach Methods

- Digital media
- Print media
- Pop-up events
- Surveys & interviews
- Community partners
- Existing channels



Take Our Survey!

Let's the conversation started with our short survey. Just three questions to help us understand what's on the top of people's minds when it comes to housing in Burlingame. We'll share the results at the February 10th meeting.
www.surveymonkey.com/r/BurlingameHousing





IT'S YOUR
COMMUNITY



COME CHAT
WITH US!

How is the current housing situation
affecting you & those you care about?
¿Cómo le afecta la situación de la
vivienda a usted y a sus seres queridos?



HOME
FOR ALL
SOUTH COUNTY

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\$16-19/hour
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Learning Together

- Invite more diverse participation
- Listen for community information needs
- **Learn together and build shared understanding**



Hosting a Learning Conversation

- Design for **mutual learning**
- What does the **City need to learn** about the community and housing?
- What do **community members need to learn** about:
 - *The issue? Each other?*
 - *The city? Ways to be involved?*

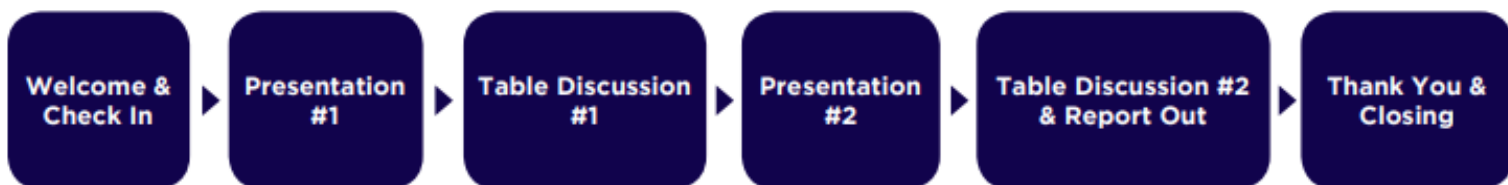


Meeting Format

- Warm Welcome
 - Share a meal
 - Provide childcare
 - Offer translation
- Talking Together
 - Assigned seating at tables of 8
 - Trained facilitator at each table
 - Two-hour meetings with 90 minutes for table conversations



Community Conversation Meeting Structure



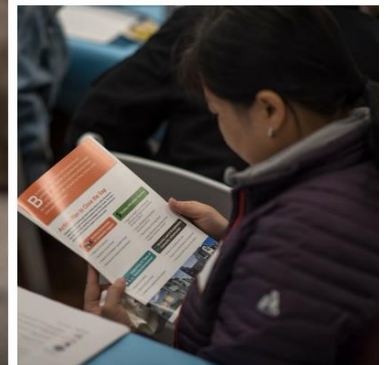
Conversation Highlights

- Themes from Table Dialogue

- Affordable housing is a shared concern
- Entire community is affected by rising housing costs

- Indicated Actions

- Awareness that there is no one solution, many solutions are needed
- Keep communication with the community flowing



Learning Together

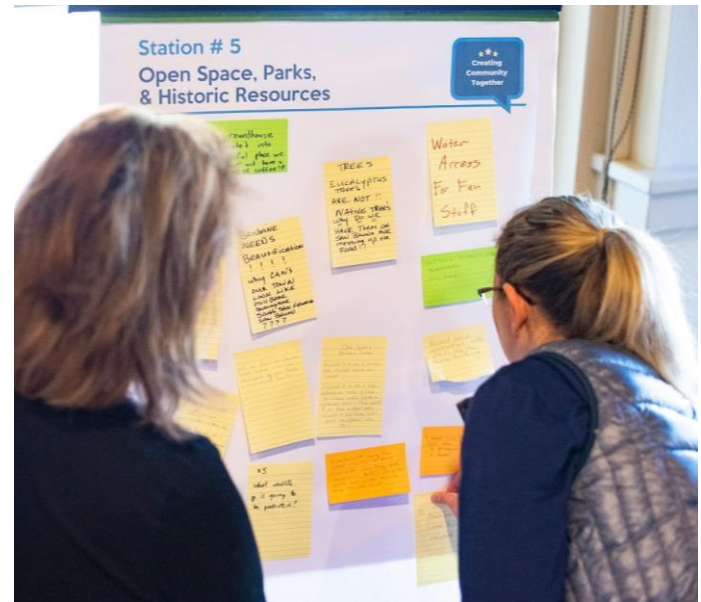
- “Many share the same concerns about the affordability challenges of living in this area.”
- “Many residents are thinking about the topic and realizing we can’t keep the status quo.”
- “The City is doing much more than I realized about housing.”
- “The conversation for solutions needs to continue. There is a decent amount of consensus on the issue.”



Conversation #2: Goals Varied by City

Home for All cities have used a second CLEAR Conversation to:

- Consider multiple housing options
- Inform a General Plan process
- Focus on second units
- Next steps for a specific, large-scale development



Ongoing Communication

- Invite more diverse participation
- Listen for community information needs
- Learn together and build shared understanding
- **Sustain two-way communication and encourage collaborative action**



Staying Connected

- Meeting Reports
- Resource Guides
- Website Updates
- Newsletters
- Additional Meetings

The collage features two overlapping documents. The top document is a 'SUMMER 2018 UPDATE' titled 'BURLINGAME COMMUNITY ENGAGEMENT ABOUT HOUSING'. It includes a logo with a house icon and the text 'Burlingame No Longer A Stranger'. Below the title is a photo of people at a meeting and a quote: '...for people who live and work in Burlingame.' The bottom document is a 'Meeting Summary' for 'Portola Valley Community Conversation About Housing' dated 'May 5, 2018'. It features a photo of a meeting and a quote: '...pop-up discussions and intercept interviews conducted at locations around town'. The summary text includes:

Project Overview
The Town of Portola Valley hosted the second in a continuing series of "Community Conversations About Housing" on May 5th focused on ADUs (accessory dwelling units) or second units.

At the first "Community Conversation About Housing" event on March 3rd, residents shared their interest in learning more about second units – how to build them and expand their production – as well as their desire to learn more about prefab units and "tiny homes."

The May 5th convening represented a wide range of perspectives, drawing nearly 50 participants including longtime residents and representatives of local institutions interested in building second units. Some sought more information on how to build an ADU on their property, while others wanted to learn more about constructing tiny home communities in Portola Valley. Many had attended the March 3rd event, while others had never previously attended a Town-sponsored community meeting.

Moderated table discussions followed two presentations by Town Staff on definitions of second units (including prefab units and tiny homes), building regulations, and a Q and A with participants.

HALF MOON BAY COMMUNITY HOUSING RESOURCE GUIDE

GUÍA DE RECURSOS DE VIVIENDAS DE LA COMUNIDAD DE HALF MOON BAY



Core Service Agencies

The County's Core Service Agencies provide safety net services to San Mateo County residents in need of food, emergency housing assistance, emergency utility assistance, shelter, and other basic needs. The range of services each agency provides varies, but can include services such as immigration assistance, tax preparation, and health, wellness and education initiatives among many others.



Agencias de servicios básicos

Las agencias de servicios básicos del condado brindan servicios de red de seguridad a los residentes del Condado de San Mateo que necesitan alimentos, asistencia de emergencia para vivienda, servicios públicos, refugio y otras necesidades básicas. La gama de servicios que ofrece cada agencia varía, pero puede incluir servicios como asistencia de inmigración, preparación de

Redwood City CALIFORNIA

CLIMATE BEST BY GOVERNMENT TEST

Partly Cloudy, 70 °

Search...



ABOUT THE CITY

CITY HALL

DEPARTMENTS

RESIDENTS

BUSINESS

I WANT TO...

- CITY MANAGER

Meet the City Manager

City Manager's Office Team

- CITY MANAGER'S INITIATIVES

Budget and Finance

Americans with Disabilities Act

+ Cannabis Regulations

Communications & Marketing

+ Community Builder

+ Community Building Academy 2019

Downtown Planning and Success

Economic Development

+ Fiscal Update

+ Local Minimum Wage

+ myRWC - Report Problem/Request Service

No Fireworks in Redwood City

Departments » City Manager » City Manager's Initiatives » Our Community: Housing and Our Future

HOUSING RESOURCE GUIDE/GUÍA DE RECURSOS DE VIVIENDA

Font Size: [+](#) [-](#) [+](#) [Share & Bookmark](#) [Feedback](#) [Print](#)



Redwood City and Community Partner Housing Resources

Redwood City y Asociados Recursos de Vivienda de la Comunidad

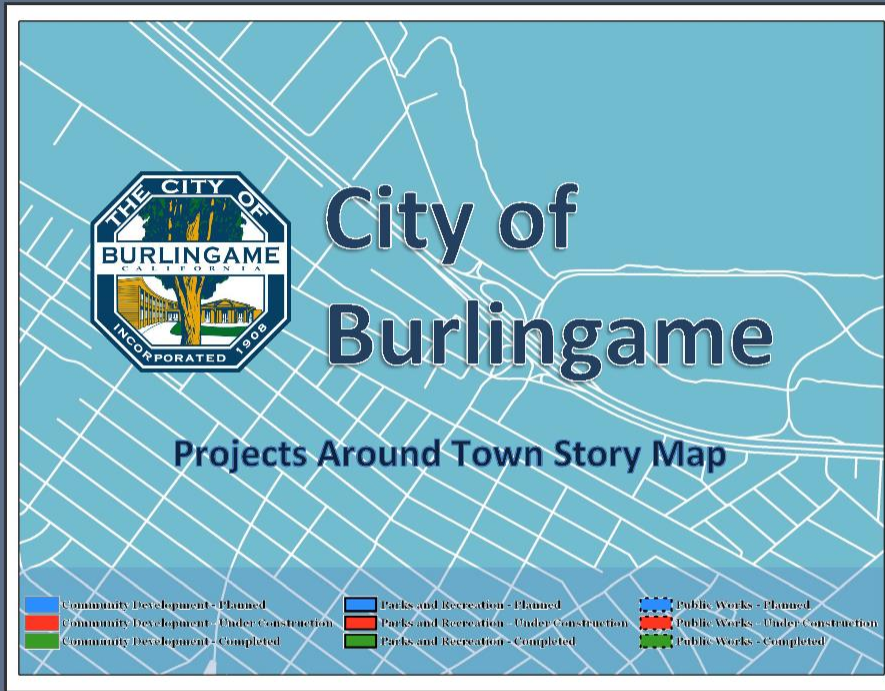
We are all connected. What happens to one part of the community impacts us all. Safe and affordable housing is important to our well-being. For parents with families, housing relates to good schools, a quality education and successful futures for their children. For working professionals, housing close to their employer means more living and less commuting. For those retired with adult children, affordable housing means that your children can have children and live close by. Affording a home in Redwood City and the broader Bay Area is becoming increasingly more challenging. The lack of affordable housing threatens our community's well-being and our vision of a community for all ages. Achieving housing security for all in the community is a priority for the City and why the City Council is working to address this issue.



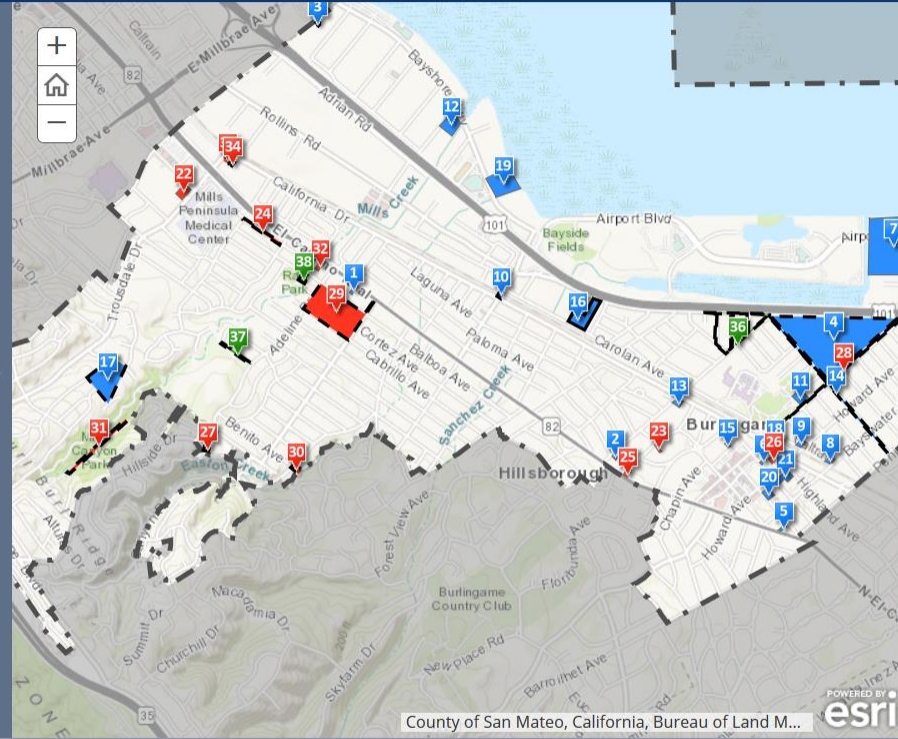
City of Burlingame: Projects Around Town Story Map



- Community Development - Planned
- Community Development - Under Construction
- Community Development - Completed
- Parks and Recreation - Planned
- Parks and Recreation - Under Construction
- Parks and Recreation - Completed
- Public Works - Planned
- Public Works - Under Construction
- Public Works - Completed



City of Burlingame
Projects Around Town Story Map



1431 El Camino Real



1491-93 Oak Grove Avenue Residential Development



1740 Rollins Road & 842 Cowan Pump Station



2019 Sidewalk Repair Program



21 Park Road



240 Lorton Avenue Mixed Use Development



300 Airport Boulevard Development Project



920 Bayswater Avenue



988 Howard Avenue Mixed Use Development



Burlingame



Community Engagement Resources



Home for All Community Engagement Resource Manual



THE CHALLENGE STRATEGIES ENGAGEMENT PROGRESS GET INVOLVED

COMMUNITY ENGAGEMENT PROGRAM

The Community Engagement Program is an initiative of Home for All designed to experiment with the most up-to-date forms of community engagement in select communities within San Mateo County.

www.homeforallsmc.org/engagement





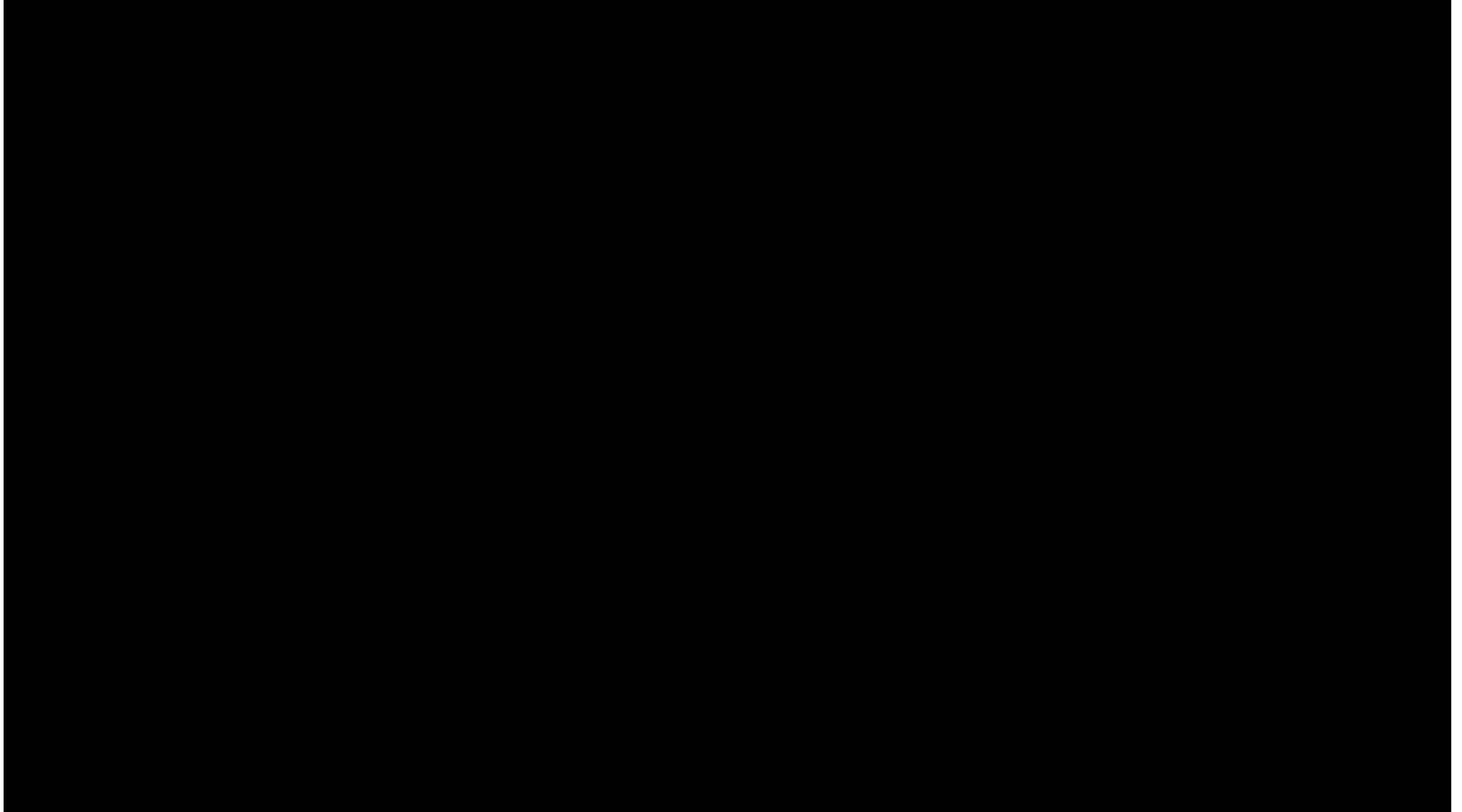
**HOME
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HomeforAllSMC.org
www.SecondUnitCenterSMC.org
@HomeforAllSMC

Affordable Housing and Community Engagement – Practicing What We Preach

Andrew Bielak, MidPen Housing
Housing Leadership Day
October 25, 2019



Who We Are

- Mission-driven non-profit
- Developed or rehabbed 8,800 homes
- Comprehensive Team:
 - Development
 - Property Management
 - Resident Services
- Community engagement is built into our mission!



What is our approach?

- We believe pro-active engagement with the public demonstrates our values, improves the development process, and leads to better housing
- Our approach to community engagement is:
 - Transparent
 - Honest
 - Responsive
 - Ongoing



Proposed Educator Housing
Outer Sunset, San Francisco

Project Location



Community Open House

For nearly 50 years, MidPen Housing has built and managed beautiful and quality affordable homes in communities across the Bay Area.

Join us at an upcoming Open House to hear about the proposed educator housing development at the SFUSD-owned Francis Scott Key Annex site on 42nd Avenue. The MidPen Housing team will be available to discuss project goals, answer questions, and listen to community members' comments and priorities.

Refreshments will be provided and children are welcome.

Your Input Matters

Your opinions are important to MidPen and we are committed to listening to you. The focus of the Open House will be to collect your ideas and feedback, which will help us develop the proposed plans and design.

MidPen plans to host additional Open Houses over the next few months to review the proposed plans with the community as they develop.

Open House Location

Wednesday, August 22, 2018
6:00pm-8:00pm

Francis Scott Key Elementary
1530 43rd Ave, San Francisco

Stay up to date!
<https://fsk-midpen.com/>

For questions about the Open House, please contact us by email at FSK@midpen-housing.org or by phone at (415) 671-4766.

To learn more about MidPen and our other communities, please visit our website at www.midpen-housing.org



Order of Engagement

- Developing outreach plan
- Holding conversations with neighbors, community groups, elected officials, etc.
- 1st community meeting – intro to MidPen
- 2nd community meeting – intro to project design, initial feedback
- 3rd community meeting – response to comments
- Additional public meetings as needed...

Keys to a Successful Discussion

1. Provide food!
2. Overstaff and be clear about roles
3. Create a communal environment
4. Sweat the details!
5. Provide context/updates – then focus on listening
6. Talk about process, not just content
7. Documentation is key
8. Follow up!

Keys to a Successful Discussion



Beyond the meetings...

- Understand your priorities and constraints
- Maintain a comprehensive contact list
- Use multiple forms of communication (website, email list, mailing) to get the word out
- Develop a narrative and reference it
- Think hard about your target audience

Key Details

- 2 school board meetings
- Public meeting at local high school.
 - Architects office facilitates
 - Covering need and proposal
 - Time for comments
 - Note taking on laptop
- Second meeting to show refined plan.

Comments

Publicity:

- Public notice
- Flyer with students
- Texts to parents
- Announcement in newspaper

Material to Bring

- Pictures of the proposal
- Graphs of need
- Sign in sheet
- Tape
- Agenda
- Computer/projector
- Timer

Comments