



HOME FOR ALL LEARNING NETWORK

Cities Doing Proactive Inclusion

May 17, 2018



Our task together

Achieving
Political Will
by developing
Community
Momentum



Discussion Leaders



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Common Knowledge Group, www.ckgroup.org

- Trainer and consultant on community engagement initiatives with local government and libraries
- Research Deputy with Kettering Foundation; NCDD board member



William Cooley, Program Manager

- Supporting Home for All pilot cities throughout SMC
- Former special education teacher and journalist; spent six years covering Bay Area local governments

Pilot Cities Joining Us Today



City of Burlingame

Kevin Gardiner, Planning Manager



Town of Portola Valley

Jeremy Dennis, Town Manager



City of Half Moon Bay

Matthew Chidester, Deputy City Manager

City Model: Three Principles

PRINCIPLE #1

**Proactive
Inclusion**

PRINCIPLE #2

**Phased
Learning**

PRINCIPLE #3

**Collaborative
Action**

Agenda & Project Outlook

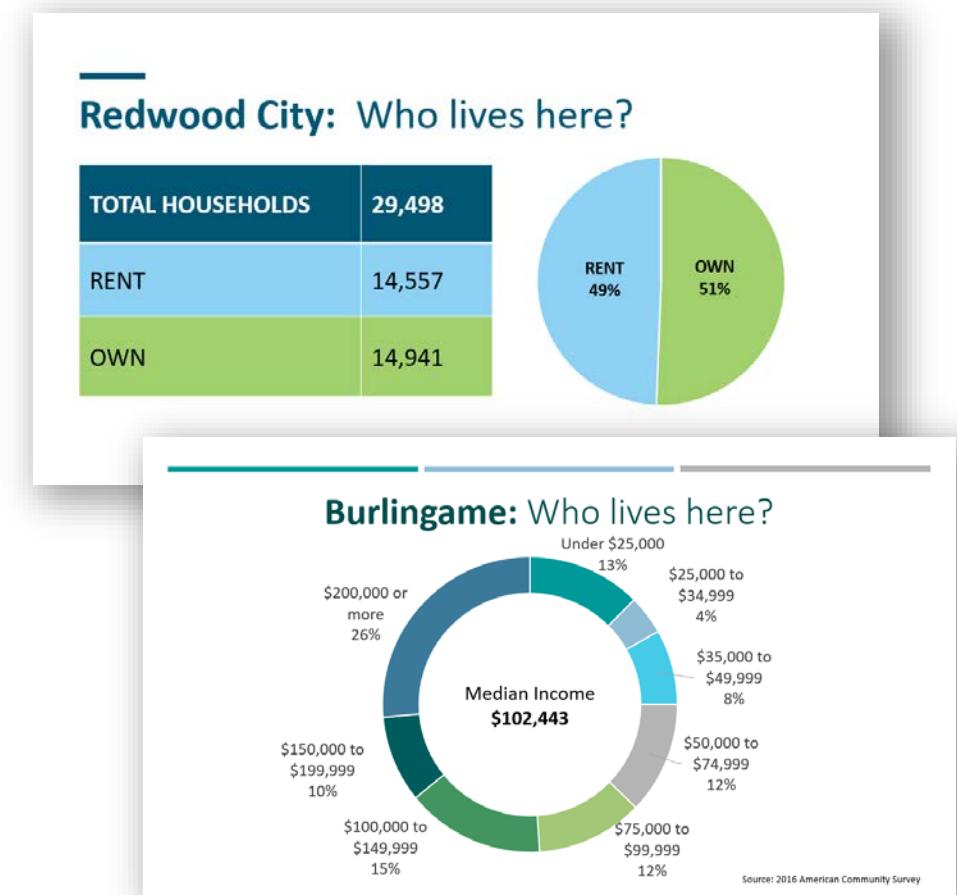
- Today's Zoom session: go deeper on the principle of Proactive Inclusion, with plenty of time for questions
 - From Principle to Practices/Methods, Examples, Tools
- June 28 Learning Network session will share pilot progress with additional parts of the model
- September 27 Culminating presentation by pilots

Principle #1: Proactive Inclusion

- Bring in **new perspectives** beyond advocates and people with positions
- Find people who **care about the community** but are not civically involved
- Invite people to help their community instead of debate technical specifics

Planning for Inclusion

- Who lives and works in your City?
What are the demographics?
- Who are you reaching now?
Who do you need to reach?
- Then, begin **Community Mapping**,
identifying different types of groups
to see who reaches which
audiences



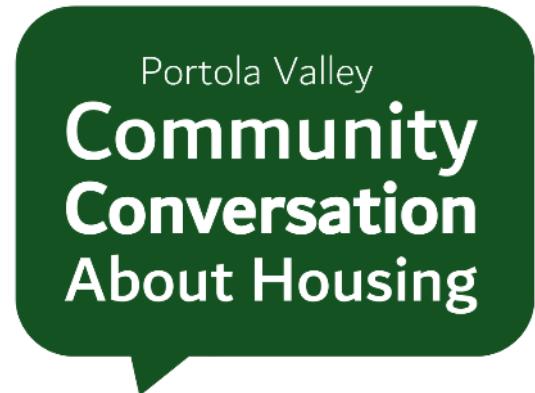
Practices of Proactive Inclusion

1. Inviting instead of announcing
2. Going out into the community, instead of waiting for people to come to you
3. Working with partners to reach new audiences



1. The Invitation

- Join a conversation, rather “make your voice heard”
- Friendly tone, from a trusted source or in a familiar setting
- The community’s conversation, not the City’s alone



**Our Community:
Housing and
Our Future**

2. Going Where People Are

- Intercepts (1-on-1 interviews)
- Pop-ups/post-it parties
- Short surveys
- Existing events and meetings
- Community partners
 - Local organizations
 - Individual “super connectors”





Examples of community locations

- Libraries
- Farmer's Market
- Transit Center
- Church, faith communities
- Festival/concerts
- Senior Centers
- Mobile Home Park
- Migrant Worker Housing

3. Working with Partners

- Reach out to organizations that serve the groups you would like to include
- Identify **shared values or common organizational goals**
- Explore range of partner roles:
 - Co-planner
 - Co-convener
 - Co-host



Partner Best Practices

- Use partner networks for **invitations, newsletters** and **word of mouth**
- Invite partners to **review** presentations and materials ahead of time
 - *How can we make this more accessible to your members or clients?*
- Co-plan and co-host, when appropriate
- Debrief meetings together
- Collaboratively develop next steps; hold each other accountable



Portola Valley

- Targeted **outreach** to churches, businesses and other stakeholders
- 70 people at March 3 Community Conversation
- 50 people at May 5 session about Second Units (most new)
- Also **continuing the conversation** online



Burlingame

- Started engaging residents in December through **pop-ups, intercepts** and **a survey**
- Held community conversation on Feb. 10 with **100 residents** and **all councilmembers** participating
- High repeat audience for April 28 second community conversation



Redwood City

- Started by engaging **community partners**
- Convened **Spanish-language conversation** with help from Casa Círculo Cultural
- Partnered with library foundation, RWC 2020 and Home for All to conduct **bi-lingual community conversation** on April 11



Including the “Highly Engaged”

- Positional stakeholders can play a constructive role if you are **proactive** about including them
- Assume good intentions
- **Channel** their interest and energy
 - Inviting their networks
 - Reviewing key facts
 - Serving as a listener
- Acknowledge their help



There is no need to fear the “usual suspects” if sufficient time is invested in prework and meeting design

Participant Q&A

- What questions do you have for Home for All pilot city team members or the Common Knowledge team?



Questions from April 26 LN

- Meeting times and planning considerations
 - What have you learned about what works best in your community?
 - What should other cities keep in mind?
- Planning bilingual meetings
 - What special considerations need to be taken into account?
 - How can partners be of assistance with outreach, planning, facilitation and technology needs?



Summary of Inclusion Practices

- Use outreach strategy that **blends**:
 - Broad invitation
 - Using networks of connectors
 - Increasing presence in the community
- Partners, **co-hosts and co-conveners**
- Hold strategic pre-meetings
 - New audiences
 - Highly engaged



Sustaining Inclusion

- Continue to build strong relationships with community partners
- Share responsibility for next steps
- Ensure that the conversation continues
 - Host additional conversations
 - Use the same outreach and engagement methods for other important topics facing the community
- Make inclusion part of your city's civic culture: *It's just the way we do things here*



Next Steps

- Learning Network invited to attend May 22 community conversation in Redwood City
- Note June 6 workshop on Inclusionary Zoning
- Share your examples for the Learning Network web page
- Please attend June 28 Learning Network session