



Learning Network Meeting
Thursday, February 22, 2018
7:30-9:30 AM
Department of Housing
Jupiter Room

Meeting Agenda

- 7:30 am Participants gather for breakfast
- 7:45 **Welcome and introductions** Pat Brown
- 7:55 **Spotlight City**
- 8:05 Provide the opportunity to practice listening and talking about housing using the FrameWorks model in the context of community engagement
 - Goal of the exercise: Provide practice in the following
 - Identifying interests and values
 - Re-stating what you have heard
 - Responding with information that relates to the values of the person/group you are talking with
- 8:15 **Practice in pairs groups with people you don't know**
- 8:45 **Debrief the practice session**
- 9:00 **How Pilot Projects are working with messaging**
- 9:20 **Upcoming events:**
 - Convening: March 22 - FrameWorks
 - Next Learning Network: April 26
- 9:25 **Complete evaluation form and return to H4A**
- 9:30 **Thanks and Adjourn**

Concern: A community member encounters a city representative at the grocery store and as they are waiting in the check out line, she brings up her concern about her child’s teacher moving away in the middle of the school year because she and her family can’t afford their rent. She is frustrated by the impact of the move on her own child, but doesn’t know what she can do (or what the city is doing) to address the issue.

Message re. Shortage of Housing

Jobs-Housing Gap – Shortage of housing	
Cause	In the last five years in San Mateo County, a period of strong economic growth has resulted in the creation of many new jobs but the number of housing units added during the same period has not kept up with the need. For every 19 jobs that were created, only one new housing unit was added.
Link 1	This difference between the number of jobs and the number of housing units has led to a shortage of affordable quality rental and for sale housing units.
Link 2	Because of the shortage, the cost of housing has increased at all levels, from market rate to rentals, making it difficult for many community members to afford housing.
Consequence	The quality of life in San Mateo County and in our city has been negatively impacted because more residents have to move away from the County to afford quality housing.
Solution	Increase the number housing units available to San Mateo County workers using a variety of approaches including higher density / transit oriented development, second units, and funding more affordable housing.

Concern: A city representative is visiting a community organization to raise awareness of the City’s housing strategy. A member of the group raises the issue of how hard it is to get around locally because of the increased traffic on all of the freeways and even in local communities. What used to be as short drive is now unpredictable at best and a long, frustrating drive at worst. Adding more housing seems like it will make things worse.

Message re. Growing Traffic/Congestion

Traffic	
Cause	We are living in a time of job growth and prosperity. San Mateo County is a great example of this; more and more good jobs are being added to the economy every year.
Link 1	But we don’t have enough apartments and homes in our county to house all of the people who work here and contribute to that growth. Our growth is having an impact on parts of everyday life, like commuting.
Link 2	Without enough housing available, people who work in San Mateo county are not able to live here too. As a result, a growing number of workers are forced to live outside of San Mateo’s borders and commute to work. <i>In 2013, about 20% of San Mateo’s population commuted to work outside of the county. And most of those commuters (68%) drove alone. Need stat for commuters coming into the county</i>
Link 3	Large numbers of trips and traveler means more traffic, longer commutes for everyone, and clogged highways.
Consequence	Bumper-to-bumper traffic is making life more difficult for everyone.
Solution	There is some good news: We are looking at ways to build more housing so that the people who work in San Mateo County can live here, too. That is an important part of how we can reduce congestion and improve the quality of life for everyone.