Agenda

• Introductions & City Sharing
• Overview of Community Engagement Pilot Projects
• Learning Network Topics
• Community Engagement Session
• Next Steps
Introductions and City Sharing of Housing Highlights
Community Engagement
Pilot Projects
Community Engagement

• Pilot Projects
  – Burlingame Village Affordable Housing Project
  – Podesta Property PUD in Half Moon Bay
  – The Portola Valley Housing Strategic Plan
  – Allocation Guidelines for the Redwood City Affordable Housing Fund

• Consulting Funds
  – Belmont & South San Francisco
Learning Network Topics

Learning Network Feedback

Top Priorities
• Messaging on Housing
• Community Engagement
• Mobility and Housing
• New Sources of Funding
• Regional Housing Allocation (RHNA) Sharing
• Accessory Dwelling units
• Coordination with 21 Elements
Home for All Discussion

Community Engagement Approaches

Common Knowledge Plus
Building Community
Momentum for Housing

Thursday, September 28, 2017
Common Knowledge Plus
Achieving Political Will by developing Community Momentum
Customized Content for Learning Network

Priority Topics Identified by Cities on Aug. 24
- Messaging
- Community Engagement
- Mobility

Approach for Community Engagement
- Develop common language and concepts
- Share local successes, across all cities as well as the pilots
- “Community as classroom” as well as these morning LN meetings
- Welcome ongoing feedback
AGENDA

1. Shifting Your Relationship with Community
2. Community Engagement Definition and Framework
3. Civic versus Community Landscape
4. Local Examples of Broadening Participation
5. How CE relates to Housing Decisions
Old model: **Government at the center**

Adapted From: Ray Patchett, Retired CM, Carlsbad
Old model: Decision-making process

- **Staff:**
  - ✓ Has expertise/data to solve all problems

- **Elected Officials:**
  - ✓ Should always be the “Deciders”

- **Residents:**
  - ✓ Don’t have expertise, time or persistence to solve problems
Old model: **Attitudes toward residents**

- **The Public is:**
  - Uninformed
  - Arrogant and entitled
  - NIMBY driven
  - Self-interested, not community-oriented
  - Shouts and fights at meetings
  - Finds fault and blames others

**We have an 80% negative opinion of the public!**
New model: Situation at the Center

Adapted From: Ray Patchett, Retired CM, Carlsbad
New model: Decision-making process

- **Staff:**
  - ✓ Staff doesn’t have all the expertise
  - ✓ Combine staff expertise with citizen expertise

- **Elected Officials:**
  - ✓ Partner with citizens to solve problems within their legitimate policies, limits boundaries

- **Residents:**
  - ✓ Take responsibility to help solve problems
New model:  Attitudes toward residents

- The Public is:
  - Is much smarter than we think
  - Will become involved and develop creative solutions
  - Has skills and expertise
  - Will be civil and responsible if good civic engagement practices are used
  - Can become a valuable partner, not your enemy
Community engagement about housing

1. Is it adequately INCLUSIVE?

2. Is it adequately INFORMED?

3. Is it building a SUSTAINED RELATIONSHIP?
Where do conversations about housing take place?
How we think about “a conversation”

INVITE PERSPECTIVES

Community outreach

SHARED UNDERSTANDING of key issues and each other

NARROW CHOICES

Review options and trade-offs

Decision or action
Belmont Case Study
Mayor Charles Stone
The risks of limited participation

- **INVITE PERSPECTIVES**
  - Community outreach

- **SHARE UNDERSTANDING**
  - of key issues and each other

- **NARROW CHOICES**
  - Review options and trade-offs

- **UH-OH ZONE**
  - Decision or action
Create the conditions for learning

Calm: Ready to listen, learn and participate

Flooded: Anger or fear, fight or flight
Phased learning before decision-making

INVITE PERSPECTIVES
Community outreach

Learning Space

SHARED UNDERSTANDING of key issues and each other

Decision Space

NARROW CHOICES
Review options and trade-offs

Decision or action
# Phased engagement

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<thead>
<tr>
<th>Phase</th>
<th>Broaden who participates</th>
<th>Develop shared understanding of the situation</th>
<th>Jointly explore options and trade-offs</th>
<th>Council votes on specific policies</th>
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<tr>
<td>Sample Tactics</td>
<td>Introductory “quick 1 on 1’s” for mutual learning</td>
<td>Dialogues that explore current conditions</td>
<td>Deliberation about specific policy options</td>
<td>Bring broad public perspectives into the hearing room</td>
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## Community engagement strategy framework

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<tr>
<th>OVERALL PROJECT STRATEGY</th>
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<td>What is your housing goal and how can community engagement help?</td>
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<tr>
<th>FRAMING THE ENGAGEMENT</th>
<th>BROADENING COMMUNITY PARTICIPATION</th>
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<td>What conversation will be most productive?</td>
<td>Who would you like to engage?</td>
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<tr>
<th>INFORMATION DESIGN AND COMMUNICATION CHANNELS</th>
<th>CONVERSATION DESIGN AND FACILITATION</th>
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<td>How are you inviting and informing participation?</td>
<td>How can the community develop shared understanding of the situation?</td>
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<th>ANALYZING, SHARING AND APPLYING FINDINGS</th>
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<td>How will you integrate and share what you have learned?</td>
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Community Engagement:
Helpful input from a helpful public
Where have you been on this map?

- Each of us has taken a different journey through the civic landscape
- Where we are now may be quite different from where we started
With a partner...

- Take turns sharing where you have been on this map
- Where on the map have you spent the most time?
- How has this informed your worldview?
A community perspective

- Harder to generalize
- Unique to each individual within a community
- Includes a vast array of networks and connections
In person as well as digital networks

Informal as well as formal
How are cities broadening participation locally?
Welcoming residents in Redwood City

- Engaged more than 450 new RWC residents
- Creating relationships and identifying leaders
Listening to resident questions

- Heard community concern around the reconstruction of Hallmark House Apartments
- Highest viewed city blog article
Neighborhood listening in Half Moon Bay

- Conducted a series of community listening sessions
- Offered a new way for community members to contribute and city staff to listen
Benefits to listening

- Reached 400 new people
- Community appreciative
- Planners liked the process too
What have you tried to broaden community participation?

- What worked?  What didn’t?
- What did you learn?
From engagement to housing solutions

- Extensive evidence that engagement expands learning
- Expanding the learning space affects the decision space
- Community momentum supports greater political will
Opinions can shift

- Past engagement efforts in SMC are encouraging
- Interest in housing is even greater now than it was in 2008

"We should create more housing in San Mateo County"

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<th>Before Event</th>
<th>After Event</th>
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<tr>
<td>Percentage</td>
<td>38%</td>
<td>68%</td>
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68% before event, 38% after event.
Moving from community momentum to political will

- Higher level of public discourse
- New participants in the public process
- Decision makers hear a broader conversation
- Home for All documents and supports
Please share your feedback and your stories

Moving forward together
Next Session: November 30th

• Information sharing by cities
• Messaging on Housing
• Preview of February Learning Network
Next Meeting:
November 30th from 7:30 – 9:30 AM