Agenda

• Introductions & City Sharing
• Community Education About Housing
• 2019 Community Engagement Pilot Timeline
• Adjourn
Home for All Learning Network

Introductions
and
Housing Highlights
Community Education about Housing

SEPTEMBER 27, 2018
Today We’ll Cover...

1. Findings about the community’s information needs
2. Framing and delivering information for ongoing engagement
3. Design for community audiences as well as civic audiences
4. Best practices for plain language/other languages
Community Engagement Principles
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• Principle #1: Proactive Inclusion
  Bring in new perspectives; find people who care about the community but are not civically involved
Community Engagement Principles

• **Principle #1: Proactive Inclusion**
  Bring in new perspectives; find people who care about the community but are not civically involved

• **Principle #2: Phased Learning**
  Focus on building shared understanding ahead of any decisions
Community Engagement Principles

- **Principle #1: Proactive Inclusion**
  Bring in *new perspectives*; find people who *care about the community* but are not civically involved

- **Principle #2: Phased Learning**
  Focus on building *shared understanding* ahead of any decisions

- **Principle #3: Collaborative Action**
  Create the *conditions* that enhance the community’s ability to *work collaboratively*
What Community Members are Learning

• **Everyone is affected by high housing costs**

• **There is no one solution; many are needed**

• **There is more happening than I realized**

• **The problem is huge but together we can make progress**

• **There are many ways to stay informed or involved**
Community Information Needs

Personal
- What are current and upcoming types of housing and support?
- Am I eligible for affordable housing?
- What future can I anticipate for my family?
Community Information Needs

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- Am I eligible for affordable housing?
- What future can I anticipate for my family?

**Community**
- Who lives and works here?
- How are we experiencing the issue of housing?
- Who is affected by current conditions?
- Who else cares?
Community Information Needs

**Personal**
- What are current and upcoming types of housing and support?
- Am I eligible for affordable housing?
- What future can I anticipate for my family?

**Community**
- Who lives and works here?
- How are we experiencing the issue of housing?
- Who is affected by current conditions?
- Who else cares?

**Civic System**
- How do new homes get built?
- What decisions are being made?
- What is happening short term, mid-term, long term?
- How will impacts be managed?
Community Curiosity and Energy

- Current actions
- Innovative solutions
- Partnerships
- Related & overlapping issues
- Ways to get involved
The Mind Shift

- Taking **the city** out of the center
- Reframing to put **the issue** and **the community** at the center
Framing Concepts to Keep in Mind

• Data alone won't suffice
• Activate **shared values** and **common identity**
• Avoid zero-sum thinking
• Multiple solutions needed
• Emphasize **interdependence** and collective action
Create the Conditions for Learning

Calm: Ready to listen, learn and participate

Flooded: Anger or fear, fight or flight
Framing for Interdependence

• Emphasize community, interconnections and the “story of us”:
  o Our community is…
  o ...affects all of us
  o Our challenges …
  o Our opportunities …
  o When we work together…
Education About “Us”

Burlingame talks together about housing

Portola Valley Community Conversation About Housing

Our Community: Housing and Our Future

Half Moon Bay Let’s Talk About Housing
Housing Information Objectives

How did we get here?
Help community members understand the context for housing decisions

Where are we?
Develop a baseline understanding of how the community is experiencing the issue

What can we do together?
Provide background information that shows types of partnerships as well as how community members can participate and contribute

How can I learn more?
Offer opportunities to go deeper into the topic and/or stay involved
When community members talk about development, what do we overhear?
Designing for Community vs Civic

Civic:
Formal, legal, rooted in discussions of policy

Community:
Informal, human, based on narrative and lived experience

*Share WHY before WHAT and HOW
Information for Inclusion

If the goal is to engage the broader community, information won’t be accessible if it is designed primarily for…

• City Council members
• Planning Commissioners
• City staff
• Policy advocates
• Lawyers
• Highly engaged community members
Community Demographics

• Take the time to learn about your audience’s experiences, as well as their needs
• Keep in mind that diverse audiences bring diverse needs

Language
Education
Civic Exposure
## Understand Language Preferences

<table>
<thead>
<tr>
<th>Location</th>
<th>Foreign Born Population (%)</th>
<th>Speak Language Other Than English (%)</th>
<th>Speak English Less than Well (%)</th>
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</thead>
<tbody>
<tr>
<td>Burlingame</td>
<td>27.8</td>
<td>34.2</td>
<td>11.7</td>
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<td>Half Moon Bay</td>
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<td>15.0</td>
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<tr>
<td>Portola Valley</td>
<td>15.2</td>
<td>15.1</td>
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Identify Community Starting Points

- Get a sense of community starting points by going where people are.

- **Listen** for **questions**, **hopes**, **concerns** and **gaps** in understanding (misinformation).
  - What does your audience already know?
  - How are they experiencing the issue?
  - What else do they need to know?
Phased Learning & Information Gathering

INVITE PERSPECTIVES

Community outreach

SHARED UNDERSTANDING of key issues and each other

NARROW CHOICES

Review options and trade-offs

Decision or action

Learning Space

Decision Space

CommonKnowledgePlus
Phased Learning & Information Gathering

Information Gathering
Identify community starting points through pop-ups, intercepts, surveys and feedback forms
Creating Tiers of Information

• **Introductory** (Minimally Engaged)
  o Key facts and background information that provide the general context

• **Intermediate** (Moderately Engaged)
  o More in-depth information, details that deepen understanding

• **Advanced** (Highly Engaged)
  o Technical details and policy specifics
Plain Language Recommendations

- Keep sentences as short as possible, while retaining meaning
- Use words that are familiar to many audiences
- Be careful with metaphors and idioms (check cultural fit)
- Use bullet points, tables and graphics when possible
- If you have to use a word that your audience might not understand, provide a definition or example

For Plain Language style guides, online editors and word lists, visit: tinyurl.com/writeforeveryone
Channels are as Important as Content

• Know how your audiences like to get their information
  • Websites, social media
  • Newsletters (yours or others)
  • In-person locations
  • From a trusted source

• Community partners can help develop reach, understanding and trust
With a Partner

In pairs, based on your experiences and what we’ve discussed so far…

• Sort pieces of background information into the categories of **introductory**, **intermediate** and **advanced**

• What six pieces of background information would you include during an **introductory conversation** about housing? Why would you choose these pieces of information?
With Your Table

With your whole table, discuss:

• **How accessible is housing information in your city?** Is information usually presented for introductory, intermediate or advanced audiences?

• People usually encounter high-level information at council meetings and planning commission meetings. **Where are people receiving introductory to intermediate information?**

• What could you do to make information **more accessible?**
What We’ve Learned

Information needs are diverse
Take time to assess community member starting points

Make introductory information accessible and friendly
Sharing drafts and making revisions shows you care

Proactively address common questions and concerns
Avoid defensive myth busting and long FAQs
Responsive Information Design

• Develop basic information about “what is” and what is being considered

• Test with users and iterate
  o Use their language where possible
  o Use community values to explain WHY before explaining WHAT

• Revise and/or add to information based on what you hear
Q&A and Next Steps

• Learning Network invited to attend:
  • Nov. 29 session on Community Partners and Networks
  • Jan. 24, 2019 Home for All convening

• Silicon Valley Community Foundation is repeating On the Table housing discussions Oct. 23 – find “new” people in your community
Community Engagement 2019 Pilots

- Email announcing application process sent to all cities October 1
- Interested cities contact Jessica at jmullin@smcgov.org by October 15
- H4A meets with interested cities
- Letter of application due December 1
- Cities selected and notified by December 15
- Projects start early 2019
Learning Network Website

The Home for All Learning Network has its own website, designed to be a resource for LN participants:

homeforallsmc.org/learning-network/
## Calendar of Events

<table>
<thead>
<tr>
<th>Learning Network</th>
<th>Community Convening</th>
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<tr>
<td>September 27, 2018</td>
<td>January 24, 2019</td>
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<td>November 29, 2018</td>
<td>March 28, 2019</td>
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<tr>
<td>February 28, 2019</td>
<td>May 23, 2019</td>
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Half Moon Bay Community Conversation: October 23, 2018  
Doors open at 6 pm for free community dinner  
Conversation from 6:30 to 8:30 pm  
Ted Adcock Community Center: 535 Kelly Avenue, Half Moon Bay
Next Meeting:
November 29, 2018