HOME FOR ALL LEARNING NETWORK

Community Engagement for Housing

Pilot City & Strategy Updates

APRIL 26, 2018

The Invitation to CK+

- Apply road-tested principles and practices to develop **community momentum** for housing in San Mateo County
- Conduct a collaborative "action research" project with local cities
- Synthesize findings to share across cities

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Our task together

Achieving
Political Will
by developing
Community Momentum

Countywide Community
Learning Network
Pilot Communities &
HOME FOR ALL

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Agenda & Project Outlook

- Share findings from progress to date, the halfway point of the field research
- June 28 Learning Network session will share the next phase of progress (and final in September)
- May 17th Zoom session to address questions and go deeper on the topics of inclusion

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The Path with SMC Cities

Interviews with all **city managers** and at least one **council member**

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

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

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The Path with SMC Cities

Work with **pilot cities** in Burlingame, Half Moon Bay, Portola Valley and Redwood City

Continued dialogue with **multiple cities** throughout San Mateo County

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The **Now Moment** in San Mateo County

With the impact of housing shortages affecting increasing numbers of people, most community members no longer need to be convinced that the system is broken.

Community members need to develop an understanding of **what can be done to help fix it** and that it's worth their while to **get involved**.

CLEAR Community Conversation

After a thorough planning process, pilots landed on a similar approach

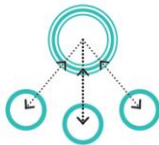- The **CLEAR** *(Collaborative Learning Experience and Reflection)* community conversation

Effective implementation requires:

- Proactive outreach <u>before</u> the meeting
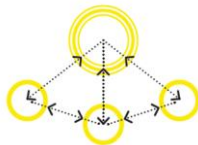- Using and sharing the results <u>after</u> the meeting

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Traditional Meeting

City collects input from residents

CLEAR Conversation

People engage with and learn from each other

Portola Valley

- Targeted **outreach** to businesses and other stakeholders
- 70 people at March 3 Community Conversation
- New approach to **continuing the conversation** online
- Next step: May 5 session about Second Units

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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

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Half Moon Bay

Held **Four Listening Sessions** last month

- The Council: Really, really listened and worked hard to **personally invite** community members
- The Community: Gave each other **time, space** and **respect**
  - **Spanish-language session** – English speakers got the headsets
- The Discussion: *It was safe to discuss more important things*

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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
- Holding next conversation on **Saturday, April 28**

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Levels of Engagement

Civic Participation	**Community Engagement**	**Community Momentum**
• The public provides input through official civic processes	• Community members help shape how the problem is defined	• Community and City build relationships that bridge "stuck points"
• Outreach is typically passive: Announce and see who shows up	• Proactive outreach and more flexible formats	• Collaborative action based on shared understanding and shared language

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The Mind Shift

• Taking **the city** out of the center

• Reframing to put **the issue** and **the community** at the center

The Mind Shift

• Position the city as one of **many actors** than can help address the issue. Broaden understanding of the landscape of actors and issues.

• Reframing expectations:
  • **Reduce burden** on the City to solve all of the interlocking conditions
  • Increase **sense of possibility** by identifying shared responsibility
  • Invite community members to be **contributors**

Three Principles

PRINCIPLE #1
Proactive Inclusion

PRINCIPLE #2
Phased Learning

PRINCIPLE #3
Collaborative Action

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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

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Inclusion Practices

- Begin with **Community Mapping**, identifying different types of groups
- Partner with **co-hosts and co-conveners**, hold pre-meetings
- Use outreach strategy that **blends**:
  - Announcing
  - Using networks of connectors
  - Going out into the community

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Inclusion Tools

- Project **identity** with community oriented theme
- Develop and nurture networks of **"super connectors"**
- Be present in the community via drop ins at other groups' meetings, pop-ups, intercepts

Next Steps

- Learning Network invited to attend:
  - **April 28** in Burlingame
  - **May 5** in Portola Valley
  - **May 22** in Redwood City
- May 17 AM Zoom session about Inclusion
- Share your examples for the LN webpage update
- Please come back for June 28 LN session