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

Our task together

Achieving *Political Will* by developing *Community Momentum*
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

The Path with SMC Cities

Interviews with all city managers and at least one council member

Group interviews with eight cities during summer of 2017

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

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
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 before the meeting
- Using and sharing the results after the meeting

**Traditional Meeting vs. CLEAR Conversation**

- **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

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
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

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
**Levels of Engagement**

**Civic Participation**
- The public provides input through official civic processes.
- Outreach is typically passive: Announce and see who shows up.

**Community Engagement**
- Community members help shape how the problem is defined.
- Proactive outreach and more flexible formats.

**Community Momentum**
- Community and City build relationships that bridge “stuck points”.
- 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.

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**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

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 debating technical specifics

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
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