Agenda

• Welcome and Introductions
• Community Partners Enhance Housing Engagement
• Upcoming Events
• Meeting Evaluation and Input on Preferred Formats
• Thanks and Adjourn
Home for All Learning Network

Introductions
and
Housing Highlights
HOME FOR ALL LEARNING NETWORK

Community Partners Enhance Housing Engagement

Nov. 29, 2018
Challenges with Community Members

Cities in San Mateo County have identified some common challenges around housing decisions:

- Limited/lopsided participation
- Confusion/poor understanding of the issues
- Deliberate misinformation
- Narrow advocacy; attached to a single solution
- Stoking fear and anxiety
Our task together

Achieving Political Will by developing Community Momentum
Pair Reflection

Reflect on past partnerships to reach into the community. Think about:
• A positive experience
• A less than positive experience

What worked well? What didn’t?
Pilots Progress to date

• In the four pilots, Council and Commissions have heard from broader cross section of the community

• Familiar people and “new” people learning together and identifying common ground

• Residents are more informed

• Most want to stay engaged
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?
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 engagement is not a solo project
Benefits of Partners

• Increase City bandwidth
• Broader reach into the community
• Mutual learning between City and community
• Build reservoir of good will for future housing 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: Mutual 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**.
Partners and the “Long Game”

Civic Participation
- 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
- Investing in shared understanding and ongoing communication builds more trust
- Community and City better positioned to move from plans & programs to projects.
Start Where You Are

How does your City’s organizational culture support collaborative work with partners?
In Your City

• Who has regular exposure to the “everyday” community?

• Who are the natural connectors?

• What is the City’s priority for community engagement?
Partner Basics

• Identify your target audience(s)
• Listen before making any “asks”
• Identify mutual interests
• Jointly determine what kind of role they’d like to play
Local Government

The Local Partner Landscape

- Partners can range from the close-in to City operations to further out in the **community**
- The partner landscape will vary based on the topic at hand
- Ex: *The groups you partner with on housing may be different than those you work with on healthcare, education or water rights*
Local Government

The Local Partner Landscape

- Commissions
- City-sponsored advisors, citizen committees
- Highly engaged groups, policy advocates
- City Departments: Libraries, Community Services, Parks & Recreation, Planning
- School districts/PTA's
- Businesses: Chamber, BID, key employers
- Neighborhood groups
- Structured service clubs: Rotary, Lions Club, etc.
- Faith Groups/Clergy
- Grassroots service clubs
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Another way to categorize partners

City Commissions, Committees, Departments

Major Institutions and Collaboratives

Service Groups, Culture, Recreation

Grassroots Groups

Superconnectors with Broad Personal Networks

Close in to the City

Further away
Co-Hosting Dialogues

Redwood City Housing and Human Concerns Committee

Half Moon Bay Planning Commission
Libraries Helped All Four Pilots

• Meeting space
• Posters/Flyers
• Venue for intercept interviews
• Access to conversation clubs
• Pop-ups at storytimes
• Planning partner
Examples of Partner Roles

- Project planning
- Input/Research about community starting points and perspectives
- Outreach/communication
- Review information; enhance cultural competency
- Help with facilitation, translation, childcare
Portola Valley Housing Affiliates
Home for All Countywide partners

- Peninsula Conflict Resolution Center
- HIP Housing
- San Mateo County Office of Education
- San Mateo County Libraries
- Project Sentinel
- Mental Health Association

- Core Service Centers (Coastside Hope, Fair Oaks Community Center)
- Housing Leadership Council
- HEART
- 21 Elements
- Faith organizations that cross jurisdictions
Local Government

Your Community’s Partner Landscape

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1. Choose a part of your community you would like to add to your housing discussions. Examples we often hear:
   - Families with young children
   - Young adults
   - Small business owners

2. Which partners could you approach to help reach that audience? Who else in your City can help you?
Which relationships do you want to invest in?
Steps with Partners

1. Reach out person to person
2. Clarify goals and mutual interests
3. Confirm roles and expectations
4. Stay connected and check-in
5. After the engagement activity, debrief about learnings and next steps
H4A met with interested cities

Letter of application due December 3

Cities selected and notified week of December 17

Projects start early 2019
The Home for All Learning Network has its own website, designed to be a resource for LN participants:

homeforallsmc.org/learning-network/
<table>
<thead>
<tr>
<th>Learning Network</th>
<th>Community Convening</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 28, 2019</td>
<td>January 24, 2019</td>
</tr>
<tr>
<td>April 25, 2019</td>
<td>March 28, 2019</td>
</tr>
<tr>
<td>June 27, 2019</td>
<td>May 23, 2019</td>
</tr>
</tbody>
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Next Meeting:
February 28, 2019