Agenda

• Introductions & City Sharing
• Frameworks Institute’s Approach to Communicating About Housing
• Table Discussions
• Mobility Toolkit
• Community Engagement Pilot Updates
Learning Network Topics

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
Introductions and City Sharing of Housing Highlights
Home for All Messaging

Recommendations from the Frameworks Institute

Peggy Jensen
Frameworks Institute

Nonprofit organization researching the most effective messages to build community support for social and public benefit programs

Ongoing work on housing messaging
Home for All Messages

Task Force Marketing Work Group

• Developed Home for All brand
• Reviewed and approved web page and brochure

Frameworks Institute

• Reviewed and provided feedback on Home for All web and print materials
Recommendations

1. Relate the need for housing to shared values
2. Be aware of “backfires”
3. Data is not the story
4. Offer next steps
1. Shared Values

**Messaging, not Marketing**
- Remind people of what they believe and already know

**Focus on the Value of Interdependence**
- We are all connected, we rely on each other
- We all have a stake in ensuring the well-being of others
- Moving people from “me” to “we”
Because there are more jobs than homes, rents and housing prices have increased. Everyone should be concerned because:

– Family and friends are leaving the area
– The people we rely on - teachers, firefighters, employees and colleagues - are moving away
– Traffic is a daily battle for everyone
2. Backfires

Causing the opposite response

– If you can’t afford to live here, move
– If I can afford to live here then housing isn’t my problem

Focus on how the “housed” are affected
3. Data is Not the Story

Make numbers relatable

- 19:1 new jobs to new homes
- Inbound commuters = 4 ATT Parks

Relate numbers to solutions

- 66% of homes are single family so home sharing and second units are good solutions
4. Offer Solutions

• Solutions should:
  – Be concrete, specific and feasible
  – Be something we can all work on together
  – Show the process
  – Provide local options
Telling the Story

Describe the cause

Add in relevant links

Describe the consequences

Suggest a solution
We are living in a time of great economic growth. Over 70,000 jobs have been added over the last 5 years, but we’ve built fewer than 4,000 new homes for those new workers. But, adding so many more jobs than homes has caused home prices and apartment rents to rise. Because we don’t have enough housing that people afford, our colleagues, friends and family members are moving away, taking jobs where they can afford to live. Employers can’t recruit qualified staff and families and friends are moving away from one another. But it doesn’t have to be that way. We can build all types of new housing – from small second units to apartments near public transit - so that everyone who wants to live here can. If we do that, our economy will continue to thrive and we can live near our family and friends.
### Community - Story Chain

<table>
<thead>
<tr>
<th><strong>Cause</strong></th>
<th>Adding many more jobs than new homes has caused the price of housing to increase in San Mateo County.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Link 1</strong></td>
<td>Because we don’t have enough housing that people afford, teachers, emergency responders, our employees and work colleagues moving away, taking jobs where they can afford to live.</td>
</tr>
<tr>
<td><strong>Link 2</strong></td>
<td>And it is hard to fill those vacancies because the people we want to hire can’t afford to live here.</td>
</tr>
<tr>
<td><strong>Consequence</strong></td>
<td>Our employers can’t retain or recruit qualified staff, especially for positions such as teachers, nurses, emergency responders and others who contribute to the health, safety and future of our community.</td>
</tr>
<tr>
<td><strong>Solution</strong></td>
<td>But it doesn’t have to be that way. We can build all types of new housing – from small second units to apartments near public transit - so that everyone who wants to live here can. If we do that, our economy will continue to thrive and we can continue to all live in a healthy and safe community with high quality schools.</td>
</tr>
</tbody>
</table>
### Traffic - Story Chain

<table>
<thead>
<tr>
<th>Cause</th>
<th>Over the past 7 years, less than 4,000 new homes have been built in San Mateo County, but we added over 70,000 jobs. That’s 19 new jobs for every new home.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link 1</td>
<td>So few homes have been added because adding so many more jobs than homes has caused home prices and apartment rents to rise.</td>
</tr>
<tr>
<td>Link 2</td>
<td>Because we don’t have enough housing that people that work here can afford, lots of people are commuting long distances which clogs our freeways and drags out all our commutes.</td>
</tr>
<tr>
<td>Consequence</td>
<td>Bumper to bumper traffic is making life more difficult for everyone</td>
</tr>
<tr>
<td>Solution</td>
<td>Here’s the good news: We can build more housing - especially housing close to public transit - so that everyone who works here can live here too. If we do that, we will all enjoy more open roads and shorter commutes</td>
</tr>
</tbody>
</table>
Messaging and Community Engagement

- Consistency
- Accuracy
- Two way street – important to listen
- Frameworks approach can provide structure
- Remember important factors: messenger, form or interaction, level of understanding
- Shared values provide foundation for agreement
• How does the value of interdependence resonate with you?

• What are some examples in your community where people do experience interdependence?
Home for All Discussion

Table Discussion Report Out
Mobility Toolkit

Mineta Transportation Institute Study
Housing and Mobility Best Practice Toolkit

Presentation for San Mateo County’s Home for All Initiative
November 30, 2017
Overview

- About MTI
- Introducing the Research Team
- Research Approach
About MTI

- Dr. Karen Philbrick, Executive Director

Mission
- Increase mobility for all by improving the safety, efficiency, accessibility, and convenience of our nation’s transportation system

Focus Areas
- Research, education, workforce development, technology transfer

- 120+ Certified Research Associates
Introducing the Research Team

Local Project Leads

Dr. Serena Alexander
Dr. Joseph Kott
Dr. Hilary Nixon
Introducing the Research Team
Parking Subgroup

Dr. Serena Alexander
Dr. Bruce Appleyard
Dr. Hiroyuki Iseki
Dr. Joseph Kott
Dr. Shannon McDonald
Dr. Udeme Ndon
Dr. Anurag Pande
Introducing the Research Team
Commute Alternative Incentives Subgroup

Dr. Maaza Mekuria  Dr. Udeme Ndon  Eric Peterson  Walt Stringer
Introducing the Research Team

Travel Evaluation Metrics Subgroup

Dr. Bruce Appleyard
Dr. Joseph Kott
Dr. Maaza Mekuria
Dr. Anurag Pande
Introducing the Research Team
Community Planning Subgroup

Dr. Bruce Appleyard
Dr. Mark Garrett
Eric Peterson
Walt Stringer
Introducing the Research Team

Development Design Subgroup

Dr. Bruce Appleyard  Dr. Mark Garrett  Dr. Hiroyuki Iseki  Dr. Shannon McDonald  Eric Peterson
Research Approach

- Review innovative efforts in the 5 specified categories
  - Focus on Bay Area with other national exemplars
  - Develop summary paragraphs (5 in each category)
- Work with County to identify 15 full cases (3 in each category)
- Develop Draft Toolkit for review
- Participate in County workshops (Spring 2018)
- Value of collaboration with Home For All / County staff
Questions?
Serena Alexander / serena.alexander@sjsu.edu
Joseph Kott / joseph.kott@sjsu.edu
Hilary Nixon / hilary.nixon@sjsu.edu
Home For All Community Engagement Pilot Project

• Pilot Projects
  – Expanding Housing Opportunities in Burlingame
  – 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
Burlingame

Expanding housing opportunities in Burlingame

• Reach broad cross-section of residents to explore what mix of housing options and programs in Burlingame will support a thriving and diverse community

• Develop model for engaging community members ahead of proposed housing projects, generating understanding and broad guiding principles
• Build capacity for neighborhood-level conversations, e.g., possible Lyon Hoag summit

• Proactive outreach and engagement for Village at Burlingame project
Inviting the community to plan the Podesta Neighborhood

- Encourage a wide range of perspectives about housing and the future of Half Moon Bay; expand types of input provided to council

- Explore community guidance for a new neighborhood on the Podesta site
Half Moon Bay

- Integrate findings with city's other planning processes
  - Local Coastal Program and General Plan
  - Parks Master Plan and Bicycle and Pedestrian Master Plan
Portola Valley

Updating the housing strategic plan

• Increase the capacity of Town and residents to discuss housing issues and consider a "rich mix" of housing options

• Lead series of phased conversations exploring needs and considering design options
Portola Valley

Conversation #1:
• Help residents to explore how the jobs-housing gap is impacting Portola Valley

Conversation #2:
• Determine what type of housing designs would add to the community's character
• Coordinate outreach and recruitment with local businesses, schools and community partners
Redwood City

Develop allocation guidelines for city's affordable housing fund

- Proactive awareness and education to build understanding of affordable housing

- Work with community partners to reach new residents; draw on city's work developing neighborhood leaders
Redwood City

- Housing and Human Concerns Committee will host community workshop to be followed by survey

- Better understanding of community preferences will shape guidelines presented to Council

Greystar IV Apartments
Home for All
Learning Network

Next Session: February 22\textsuperscript{nd}

- Information sharing by cities
- Funding for Housing Development
- Community Engagement Pilot Updates

Upcoming Events

- Convening on Second Units: January 25\textsuperscript{th}, 2018
Next Meeting:
February 22\textsuperscript{nd} from 7:30 – 9:30 AM