Community Engagement: Building Community Through Housing Conversations
January 24, 2019
Supervisors
Don Horsley & Warren Slocum
Purposes of Convening

- **Explore** the power of civic participation in our democratic process
- **Share** reasons behind the initiation of the Community Engagement program, its design, and hoped for outcomes
- **Highlight** cities’ successes in applying key community engagement strategies
- **Learn together** in a way that reflects community engagement best practices
Agenda

- Flexing Your Civic Muscles Through Community Engagement
- Home for All’s Community Engagement Program
- Table Discussion
What’s in your Folder?

• Agenda
• Presenter biographies
• Community Engagement Program
  – Snapshot
  – Strategies
• Article: *Educating Strong Citizens*
• Feedback & Meeting Evaluation Form
Introductions

• Who is in the room?

• Who is at your table?
  – Your Name
  – Community where you live
Home for All San Mateo County
A community collaborative working to close the jobs/housing gap
Home for All Approach

- Sharing information
- Promoting innovation
- Convening the community
Home for All Progress

DECREASING JOBS/HOUSING RATIO

2010-14: 24
2010-15: 19
2010-16: 16
2010-17: 12
9,766 Building Permits

- 2010-2014: 3,023
- 2015-2017: 6,743
Second Unit Permits

2014 to 2017

- 2014: 48
- 2015: 74
- 2016: 102
- 2017: 191

Bar chart showing the number of second unit permits from 2014 to 2017.
Housing Policies and Programs

<table>
<thead>
<tr>
<th>Policy Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Density Bonus Ordinance</td>
<td>20</td>
</tr>
<tr>
<td>Inclusionary Zoning</td>
<td>19</td>
</tr>
<tr>
<td>Commercial &amp;/or Residential Impact Fees</td>
<td>14</td>
</tr>
<tr>
<td>Updated 2nd Unit Ordinance</td>
<td>20</td>
</tr>
<tr>
<td>Reduced Parking Requirements</td>
<td>17</td>
</tr>
</tbody>
</table>

Cities/Towns/County adopted ordinances and policies: August 2018
County Housing Funding: 2012 -19

$110.4 Million

2,055 New Affordable Units

5,540 Residents

584 Preserved/Renovated Units
Community Conversations

SAVE THE DATE
Saturday, April 28
10 - 12 PM
MASSONIC LODGE
145 PARK ROAD, BURLINGAME
Doors open at 9:30 AM for breakfast.

TALKING TOGETHER ABOUT HOUSING

Join this community conversation about the future of housing in Burlingame. What mix of housing will help our community thrive?

Please RSVP at burlingamehousing.eventbrite.com or call (650) 558-7216
Flexing Your Civic Muscles Through Community Engagement
Sterling Speirn
National Conference on Citizenship
Flexing Your Civic Muscles Through Community Engagement
10 Minute Stretch Break
Home for All
Community Engagement Program
Peggy Jensen
County of San Mateo, Deputy County Manager
Purpose, Design, & Impact
• When residents **discuss housing together**, people with varied perspectives support many of the same solutions.

• After **listening** to these conversations, City Councils have adopted housing policies they know the community supports.
Why Engagement?

- Jobs/Housing Gap Task Force
  - Land
  - Funding for affordable housing
  - Community support

- City Manager and Councilmember Interviews
  - Do you want to work on housing?
The Offer

• Address housing issues through a different approach to community engagement
  – Consultant support: Common Knowledge Plus
  – Unrestricted grants to cities
  – Home for All staff support
The Response

• Six letters of interest
• Funding limited pilot to four cities
  – Burlingame
  – Redwood City
  – Portola Valley
  – Half Moon Bay
### City Discussions

- Housing policy/project history
- Who has been involved?
- Who hasn’t?

### Common Findings

- Small group of active citizens
- Many resident groups not participating
- Managers and Councils: want to act, but uncertain about community support
Traditional Approach
The Concept

• Goal:
  – Provide guidance to Council and staff on what the broader community wants to do about housing

• Approach
  – Significantly broaden participation
  – Warmly host a listening and learning event
  – On-going follow-up with everyone
Home for All Approach
Four Cities: The Numbers

• Broaden Participation
  – Eight community meetings
  – Over 650 attendees
  – About 50% of the attendees were new to civic events
Four Cities: The Numbers

• Warmly host a listening and learning event
  – 250 bagels, 300 sandwiches, 500 cookies
  – About 100 roundtable discussions with trained facilitators
  – About 30 “listening” Councilmembers and Planning Commissioners
Four Cities: The Numbers

- Ongoing follow-up with everyone
  - Eight summary reports from pages of tables notes
  - Eight presentations to City Councils
  - Two new housing websites
  - Many new city/town web postings about housing information and events
  - Multiple follow-up community events
Community Impacts

From Participants

- Many citizens share the same concerns

- Everyone is affected by the housing situation, even homeowners

- The city is doing much more than I realized about housing

- The city is listening to people and working on housing solutions

- If people get together and listen, we can find good solutions
Community Impacts

From City Councilmembers and Staff

- Our community was ready to address housing; having a meaningful community dialogue has built support for housing related action by the Council.

- Hearing citizen concerns and their thoughts on viable solutions set the stage for Council action.

- Residents thanked staff for their work on housing.

- The process can be replicated in other cities and applied to any challenging community issue....
Community Impacts

From City Councilmembers and Staff

• Our community was ready to address housing; having a meaningful community dialogue has built support for housing related action by the Council

• Hearing citizen concerns and their thoughts on viable solutions set the stage for Council action

• Residents thanked staff for their work on housing

• The process can be replicated in other cities and applied to any challenging community issue....
Policy Impacts

• Updated ADU regulations
• Commercial Impact fees
• Affordable housing fund allocation plan
• Tenant relocation assistance
2019

• Five new cities
  – Brisbane
  – Foster City
  – Hillsborough
  – Pacifica
  – San Mateo
Strategies for Success
Strategies for Success

1. Reach out to **invite** more of your community
2. **Listen** for community understanding and information needs
3. Offer multiple pathways to sustain engagement
4. Create occasions for **learning together**
Kevin Gardiner
City of Burlingame
*Reach out to *invite *more of your community*
Reach out to **invite** more of your community
Reach out to invite more of your community
Council Member Shelly Masur
City of Redwood City

Listen for community understanding & information needs
Listen for community understanding & information needs

- Reach out to invite more of your community
- Offer multiple pathways to sustain engagement
- Create occasions for learning together
- Listen for community understanding and information needs
Listen for community understanding & information needs
Warren Dale
Community meetings table facilitator
*Deliver a positive experience through facilitated conversations*
Deliver a positive experience through facilitated conversation
Jill Ekas
City of Half Moon Bay
Create occasions for learning together
Create occasions for learning together

- Reach out to invite more of your community
- Offer multiple pathways to sustain engagement
- Listen for community understanding and information needs
- Create occasions for learning together
Create occasions for learning together
Mayor Ann Wengert
Town of Portola Valley
Offer multiple ways to sustain engagement
Offer multiple pathways to sustain engagement

- Reach out to invite more of your community
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Offer multiple ways to sustain engagement

ADU Open House
Tuesday, October 23, 2018
4:30 - 6:00 PM
Visit completed Accessory Dwelling Units (aka Second Units) in Portola Valley.
See attached & detached units, inside and out!

http://www.portolavalley.net/what-s-new/community-conversation-about-housing
WE INVITE YOU TO ADD YOUR VOICE TO THE CONVERSATION
Facilitated Discussion
Bill Lowell
*Home for All*
The Strategies

- Reach out to invite more of your community
- Listen for community understanding and information needs
- Offer multiple pathways to sustain engagement
- Create occasions for learning together
Table Discussion
Discussion Questions

• Who in your community would you like to engage in conversation?

• Once you have participate in a community conversation, what would keep you engaged?
Reflection
Wrap Up
What’s Next?

- Work with nine cities/towns to build community through housing conversations
- PCRC recruiting a cohort of volunteer facilitators
- March 28th Convening - Strategies for Talking About Housing so People will Listen, Think, and Act
Supervisors
Warren Slocum & Don Horsley
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