



**HOME
FOR ALL**

SAN MATEO COUNTY

**Home for All Learning Network
April 25, 2019**



Agenda

- Welcome and Introductions
- Updates from Current Cohort Cities
- Sustaining Engagement
- Table Discussion
- Meeting Evaluation
- Thanks and Adjourn



Home for All Learning Network

Introductions and Housing Highlights





Home For All

Cohort Update

William Lowell





Home For All

Home for All Update

Home for All Team



Home For All

- Planning Commissioner Training – April 30th
- Hello Housing “One Stop Shop” Program



HOME FOR ALL LEARNING NETWORK

Sustaining Engagement

Continuing the conversation



April 25, 2019



Agenda

1. Updates from Cohort cities
2. Sustaining engagement
3. Updates from Year-One Pilot cities
 - How are cities making progress on housing and continuing to build community capacity?
4. Table discussion
5. Announcements and upcoming events

Updates from Cohort Cities

What are we learning from the community in:

- Brisbane
- Pacifica
- San Mateo



Why Sustain Engagement?

- Community engagement is often **episodic** and time-limited
- Addressing complex issues like housing requires engagement that is **sustained** over time



Sustaining Engagement

- The Home for All pilot cities invested in:
 - Generating interest about housing among more diverse group of residents
 - Creating an increased sense of “we’re in this together” and “positive progress is possible”
- How have they leveraged this investment?

Half Moon Bay

- City Council Listening Sessions and Priority Setting
- Housing options in the draft Land Use Plan
- Bringing forth near-term efforts



Half Moon Bay

- Application beyond housing
 - Passed minimum wage ordinance
- Key insights
 - Keep the Planning Commission in the loop
 - Have all the right people in the room...at the same time



Portola Valley

- Revamped ADU ordinance
 - Goes into effect April 26
- Mayor's letter
 - Town-wide mailer on upcoming housing initiatives
- Planning third convening
 - Re-establish consensus & stay connected



Portola Valley

- Focus on ADUs: direction provided at convening
- Earlier responses to concerns, refined messaging
- Decision makers have baseline of understanding & support
 - Empowered to move quickly when needed
 - Knowledge that last minute anxiety by few is balanced by support of many



Portola Valley

- Resident's use of proposed regulations
- Example of engagement & impact

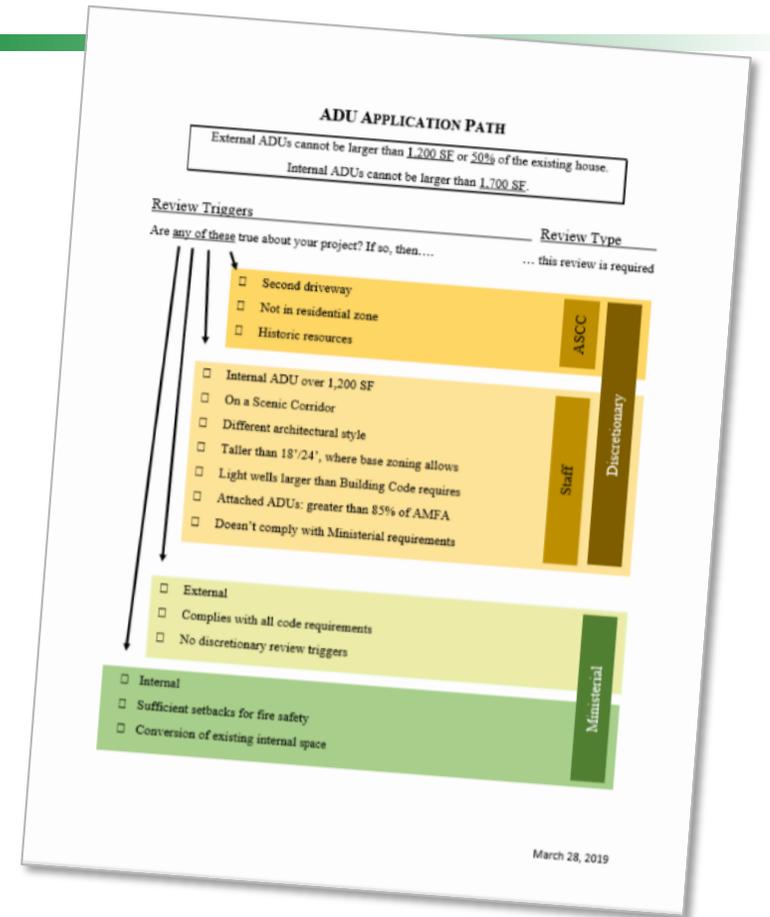
① Determine FA Budget
a. (AmFA - Existing House = Remaining FA)
 $5399 - 4260 = 1139 \text{ SF}$

② Calculate ADU specific maximums
a. maximum size : 1700 SF
b. maximum % = 70% of 4260 = 2,982 SF

③ Most restrictive would apply
a. ADU maximum of 1139 SF

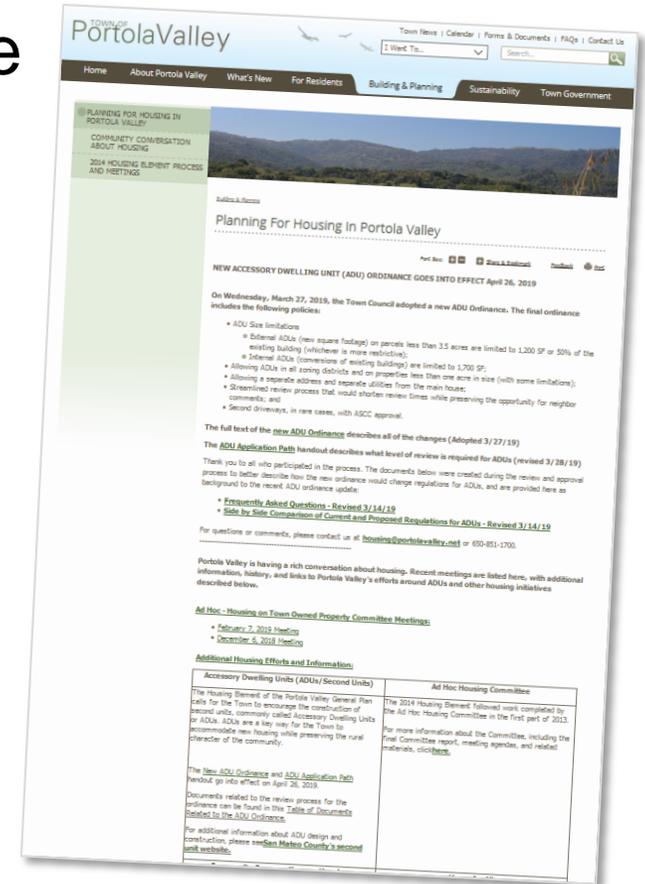
Portola Valley

- New Staff Discretionary Review process in ADU ordinance
 - Expanded understanding of review tools
- Train community to use website as resource, engage digitally
- Expand toolbox for engagement
 - ADU Tours
 - Graphics & Handouts



Portola Valley: Lessons Learned

- Housing Strategic Plan helped community feel more comfortable
- Take the risk of asking (well-framed) open-ended questions:
 - Given _____, what should we do?
- Don't be afraid to repeat yourself; give an idea time to settle
- Avoid accusation of secrecy
 - Provide information (carefully explained) early & often
 - New people will engage throughout process



Redwood City

- Funded two affordable housing developments using the City's new housing impact fees and transient occupancy taxes
- Partnered with Redwood City 2020 to reconvene Latino Leadership Group
- Launched an interdepartmental housing and homelessness innovation team working on:
 - Development of downtown streets team
 - Housing assistance for homeless and at-risk residents



Hallmark Apartments

Redwood City

- Continuing to engage the community through the Housing and Human Concerns Committee
- Convening property owners and managers of affordable properties
- Formed ad-hoc committees to study:
 - Vehicular Housing, Smaller Homes, Co-Housing/Shared Housing, Basic Human Needs/Outreach, Innovative Land Use and Human Services Financial Assistance Endowment



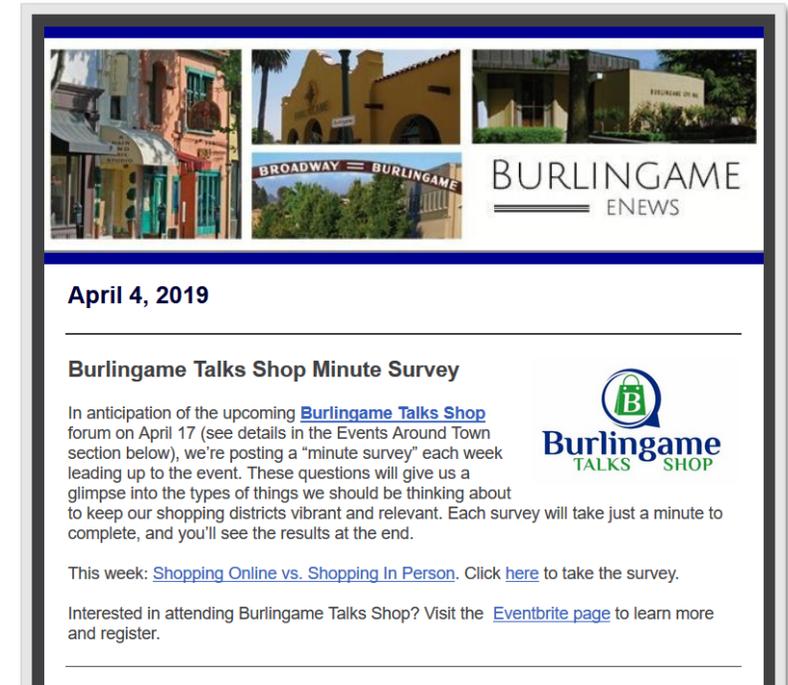
Redwood City

- Applications beyond housing
 - Recently hosted a budget workshop using the same style meeting format and information design
- Key insights
 - Make communications accessible and welcoming to those new to the topic
 - Councilmembers are eager to participate as listeners



Burlingame

- Approved Village at Burlingame affordable housing development
- Updated General Plan in January
- Adopted residential impact fees
- Ongoing outreach and engagement
 - E-newsletter
 - Questions of the week minute survey



Burlingame

- Hosted “**Burlingame Talks Shop,**” a community conversation on the changing nature of retail and shopping districts
- Councilmembers Colson and Keighran led on the initial meeting design
- Built on previous outreach experience; roughly 100 community members attended



Burlingame

- Launched Projects Around Town Story Map
- Working on new housing website

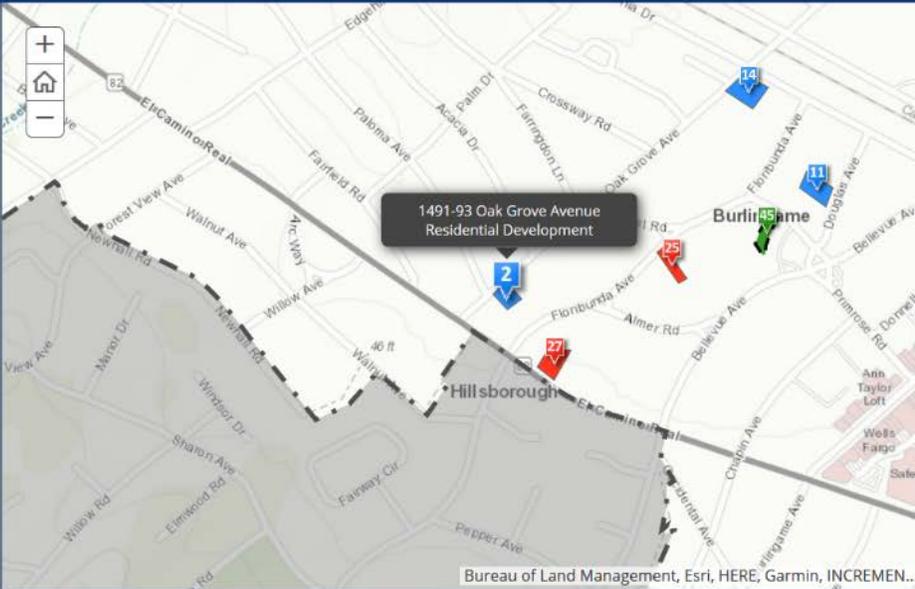
City of Burlingame: Projects Around Town Story Map City of Burlingame

| | | |
|--|---|---|
|  Community Development - Planned |  Parks and Recreation - Planned |  Public Works - Planned |
|  Community Development - Under Construction |  Parks and Recreation - Under Construction |  Public Works - Under Construction |
|  Community Development - Completed |  Parks and Recreation - Completed |  Public Works - Completed |



1491-93 Oak Grove Avenue Residential Development

The condominium building will be five stories, with a below-grade parking garage, a lobby community room and at-grade parking on ground level, and four stories of condominium units above (*Catherine Keylon, 650-558-7250, ckeylon@ Burlingame.org*). [More info](#)



Bureau of Land Management, Esri, HERE, Garmin, INCREMEN..



- 1431 El Camino Real
- 1491-93 Oak Grove Avenue Residential Development
- 2019 Street Resurfacing Program
- 21 Park Road
- 240 Lorton Avenue Mixed Use Development
- 300 Airport Boulevard Development Project
- 520 Bayswater Avenue
- 988 Howard Avenue Mixed Use Development
- Bradyway Grade Separation Study

Q&A

Three Keys to Sustain Engagement

- 1** Continue engagement through policy and project development
- 2** Commit to sustaining responsive communications
 - Keep activating shared values and helpful frames
 - Keep assessing information needs of the broader community
- 3** Keep expanding your team and networks

Examples of Continuing Engagement

- Continuing to demonstrate listening
- Conversations with particular neighborhoods or audiences
- Following up on issues of community concern
- Strengthening community partnerships
- Co-convening other organizations, community leaders
- Engaging in additional interactive outreach and study

Sustaining Communications

- Cities are also improving their communication efforts through:
 - Accessible information
 - Housing newsletters
 - Regular housing updates
 - Blog posts and social media
 - Continued co-promotion of community and partner events

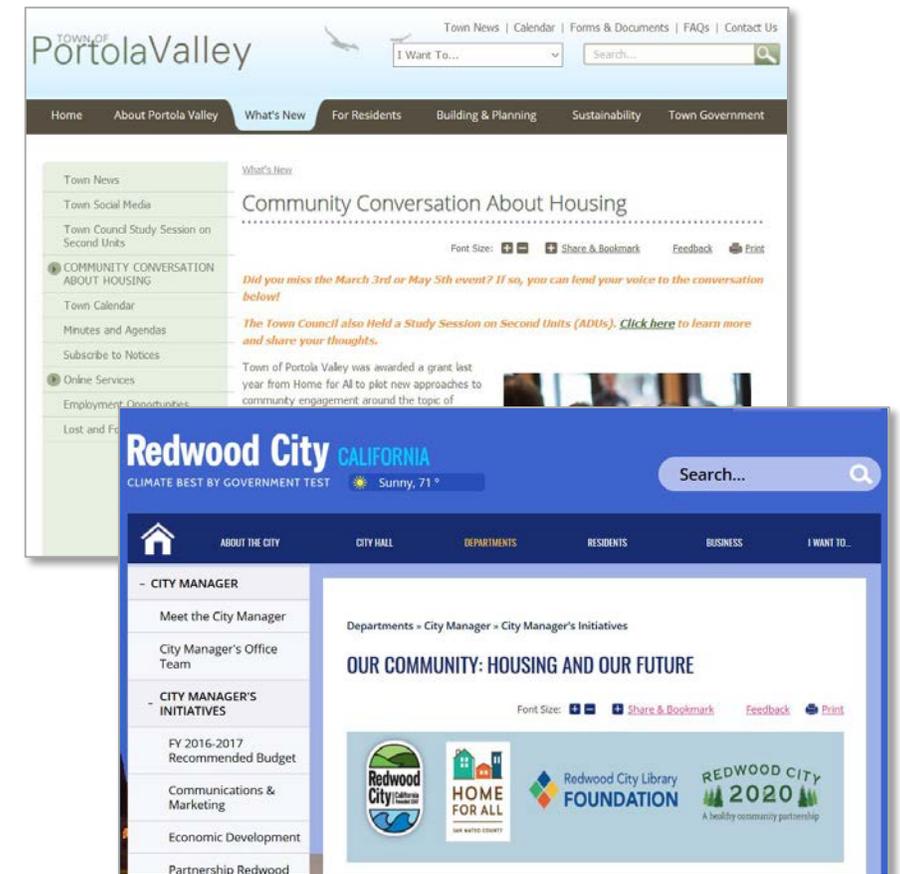


Table Discussion

With your table, discuss:

- What have you heard so far that you would like to learn more about?
- What steps can your city take to improve how you sustain engagement?

Closing Remarks

Calendar of Events

| Learning Network | Community Convening | Community Conversations |
|------------------|---------------------|------------------------------------|
| June 27, 2019 | May 23, 2019 | April 27 th – San Mateo |
| | | May 4 th - Brisbane |
| | | May 18 th – San Mateo |
| | | May 21 st - Pacifica |



Meeting Evaluations

Please fill out the Meeting Evaluation forms. Thank you!





Learning Network Website

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

homeforallsmc.org/learning-network/





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SAN MATEO COUNTY



Next Meeting:
June 27, 2019