



Home for All Virtual Learning Lab
Engaging Virtually: Keeping Communities Connected
February 25, 2021



Today's Virtual Learning Lab

- Welcome
- Home For All Overview
- How to keep communities connected:
 - City of San Mateo
 - County Office of Community Affairs
- Next steps and close





We want to hear from you:

Go to menti.com and type in 18 68 762.

1. What words come to mind when you think about engaging with your community in a physically distant world?
2. What community engagement area are you hoping to learn more about this morning?





A community collaborative
working together to produce and preserve homes at all
income levels





Home for All Approach





Continuing Community Engagement





Recent Efforts

The screenshot shows the homepage of the Second Unit Resources Center website. At the top, there is a navigation bar with links for "ONE STOP SHOP PROGRAM", "WHY", "HOW", "CALCULATOR", and "LIBRARY". The main header features the "SECOND UNIT RESOURCES CENTER SAN MATEO COUNTY" logo with a blue and green circular icon. Below the header is a large image of a modern house with large glass doors. Overlaid on the image is the text "A little house brings great stability." and a "Learn More >" button.

Second Unit Center SMC website update

A purple cover for the "Home for All Community Engagement Resource Manual". The title is centered in white text. A green oval in the top right corner contains the word "Virtual". Below the title are three small photographs showing people engaged in community activities: a child writing on a wall, an older man reading a brochure, and two women talking at a table.

The screenshot shows the homepage of the "Connect the Coastsides" website. The title "Connect the Coastsides" is prominently displayed in white on a blue background. Below it, the text "San Mateo County Midcoast Comprehensive Transportation Management Plan" is written in smaller white font. To the right of the text is a graphic of a puzzle piece containing a map of the midcoast area with icons for walking, cycling, and public transit.

Supporting community engagement on the Midcoast

Updated Home for All Messaging Toolkit

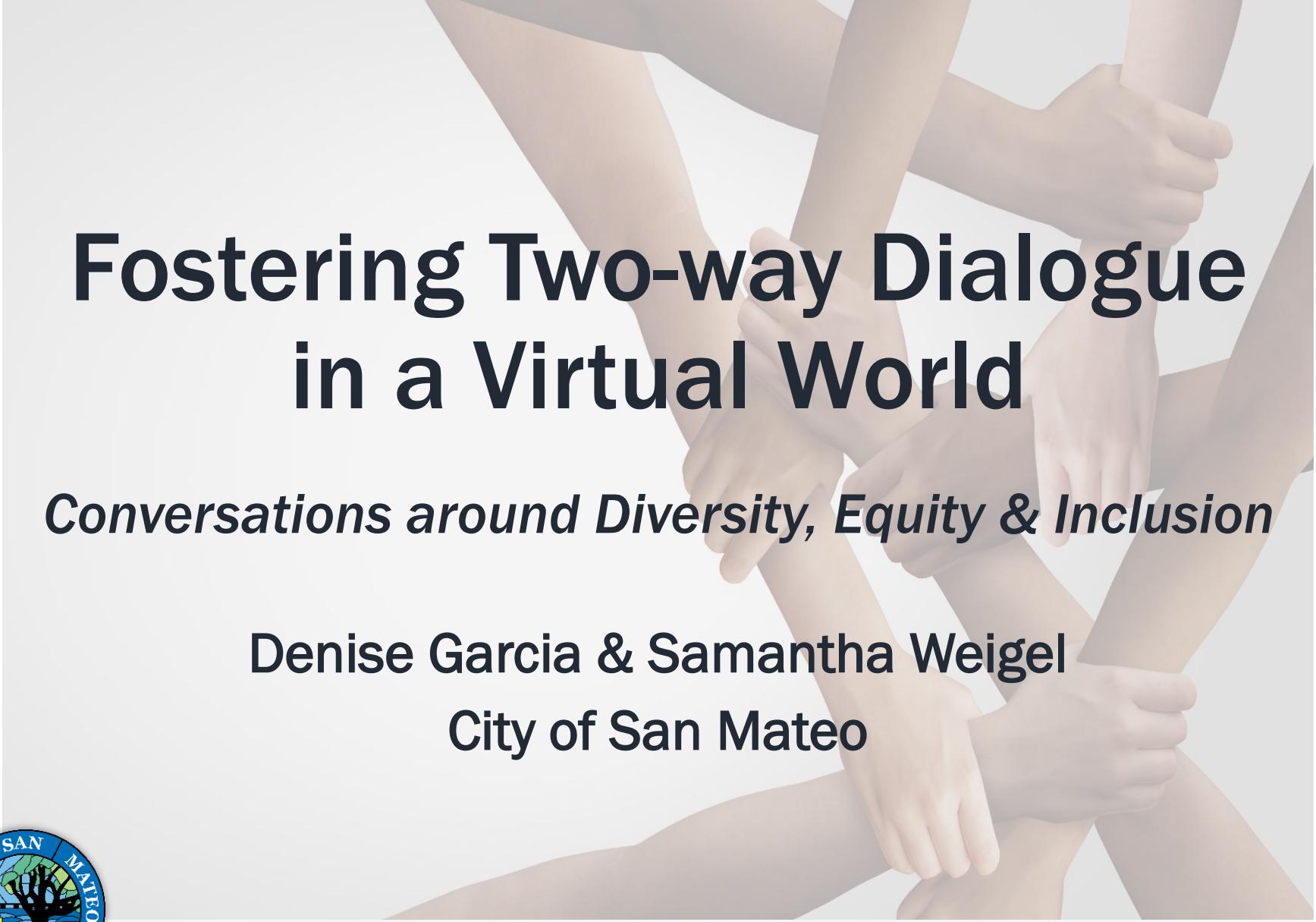




Guiding Questions

- How did **City of San Mateo** create the conditions for a two-way dialogue with the community about diversity, equity, and inclusion?
- How did the **Office of Community Affairs** co-create messages with community-based partners that were culturally relevant, targeted, and adaptable?





Fostering Two-way Dialogue in a Virtual World

Conversations around Diversity, Equity & Inclusion

Denise Garcia & Samantha Weigel
City of San Mateo





Workshop Series on DEI

- Response to community call for progress on DEI
 - Timed around United Against Hate Week
- Virtual Best Practices
 - Set up the “room” – introduction “Why are we here?”
 - Group agreements
 - Overview of engagement platform
 - Agenda & participation options
- Two-way engagement



SAN MATEO TOGETHER

A three-part workshop series

Join us as we unite San Mateo by reflecting on who we are as a community and how we can become more tolerant. This virtual workshop series will be an interactive and engaging dialogue on diversity, equity and inclusion. Space is limited, so register today!

Film & Community Conversation on Race - Tuesday, Dec. 1

6:30 p.m. - 8 p.m.

Register: <https://tinyurl.com/UAH-Film>

Implicit Bias Workshop - Thursday, Dec. 3

6:30 p.m. - 8 p.m.

Register: <https://tinyurl.com/UAH-Bias>

Cultural Communications Workshop - Thursday, Dec. 10

6:30 p.m. - 8 p.m.

Register: <https://tinyurl.com/UAH-culture>



Types of Engagement



Setting Clear Objectives

- To share personal stories, perspectives and self-reflect in order to gain understanding and cultivate trust within the community
- To deepen our understanding of the complex issues related to racial equity where people of all backgrounds and income levels can thrive



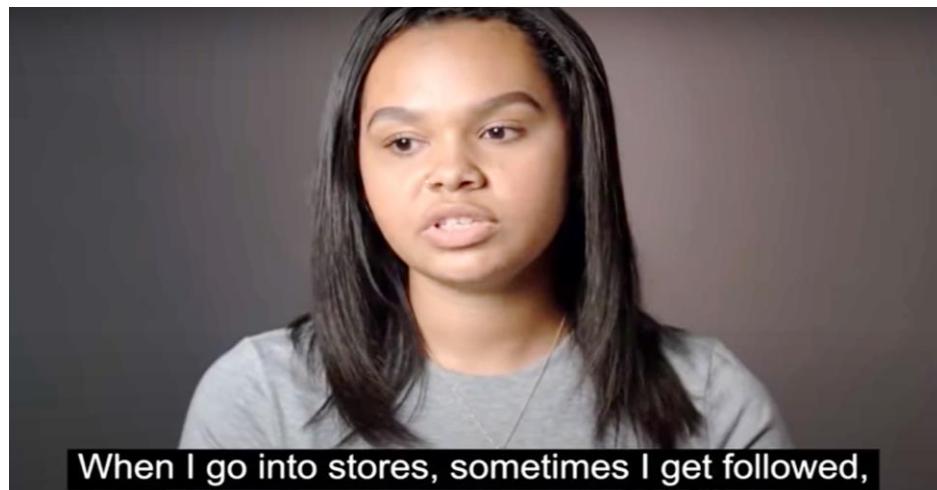
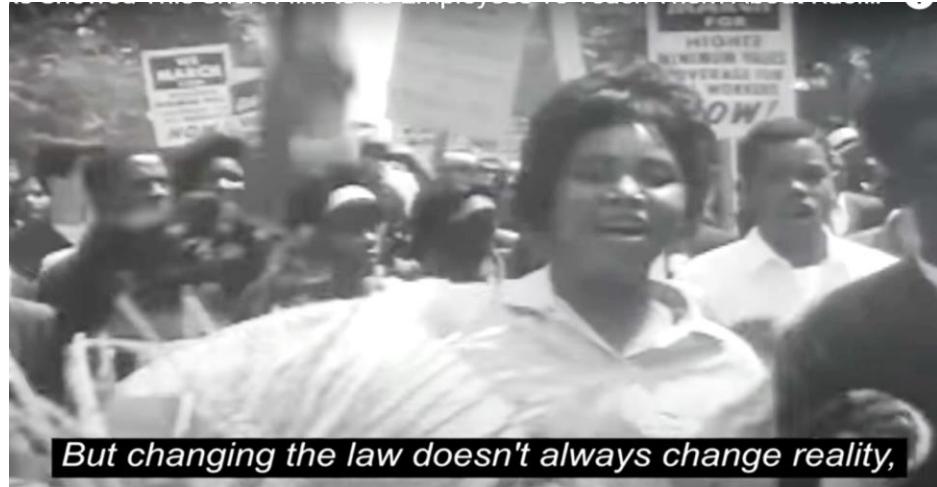
Multiple Forms of Two-Way Engagement

- “Chat fall” – Why are you here?
- Polls
- Small break out group discussions
- Conversational prompts to guide small group discussions
- Report outs in larger group



Framing the Conversation

- What in the film resonated with you?
- What implicit biases can you identify that exist within your community and/or organization?
- What steps can you take to prevent implicit biases from resurfacing?



Partnering with Trusted Leaders



Lessons Learned & Next Steps

San Mateo Alternative Scenarios

Click Here to provide feedback on the Alternatives [Facebook](#) [Twitter](#) [Email](#)

STRIVE SAN MATEO GENERAL PLAN 2040

Overview Alternative A Alternative B Alternative C Current General Plan Map

Alternative A

Caltrain Station
Caltrain
Study Areas
San Mateo City Limit
Sphere of Influence
Historic Districts
½ Mile Radius Around Caltrain
Residential SFR (1-2 stories, up to 9 du/ac)
Residential Low (1-3 stories, 9 to 39 du/ac)
Residential Medium (4-7 stories, 40 to 99 du/ac)
Residential High (8+ stories, 100 to 200 du/ac)
Commercial Neighborhood (1-2 stories)
Commercial Service (1-3 stories)
Commercial Regional (3+ stories)

STRIVE SAN MATEO

GENERAL PLAN 2040



Any questions?

Press the raise hand button to be unmuted.





Co-Creating Adaptable, Targeted, and Culturally Relevant Messages

Megan Gosch

San Mateo County Office of Community Affairs



Any questions?

Press the raise hand button to be unmuted.





Mentimeter Question

Go to menti.com and type in 91 98 114.

What is something you learned today that you'd like to try?





Next Steps

- ***Complete*** the post-meeting survey
- ***Share*** takeaways with your network
- ***Implement*** practices and tools learned
- ***Prioritize*** early, clear & ongoing engagement with your community

[Click here
for Virtual
Engagement
Handbook](#)





Stay Tuned...

Future Home For All Learning Labs
coming to you this summer!





**HOME
FOR ALL**

SAN MATEO COUNTY

www.homeforallsmc.org
[@HomeforAllSMC](https://twitter.com/HomeforAllSMC)