



**HOME
FOR ALL**

SAN MATEO COUNTY

Community Conversations About Housing: Dialogue not Debate

Peggy Jensen, Deputy County Manager

ICMA Conference October 22, 2019



**A community collaborative
working to close the jobs/housing gap**

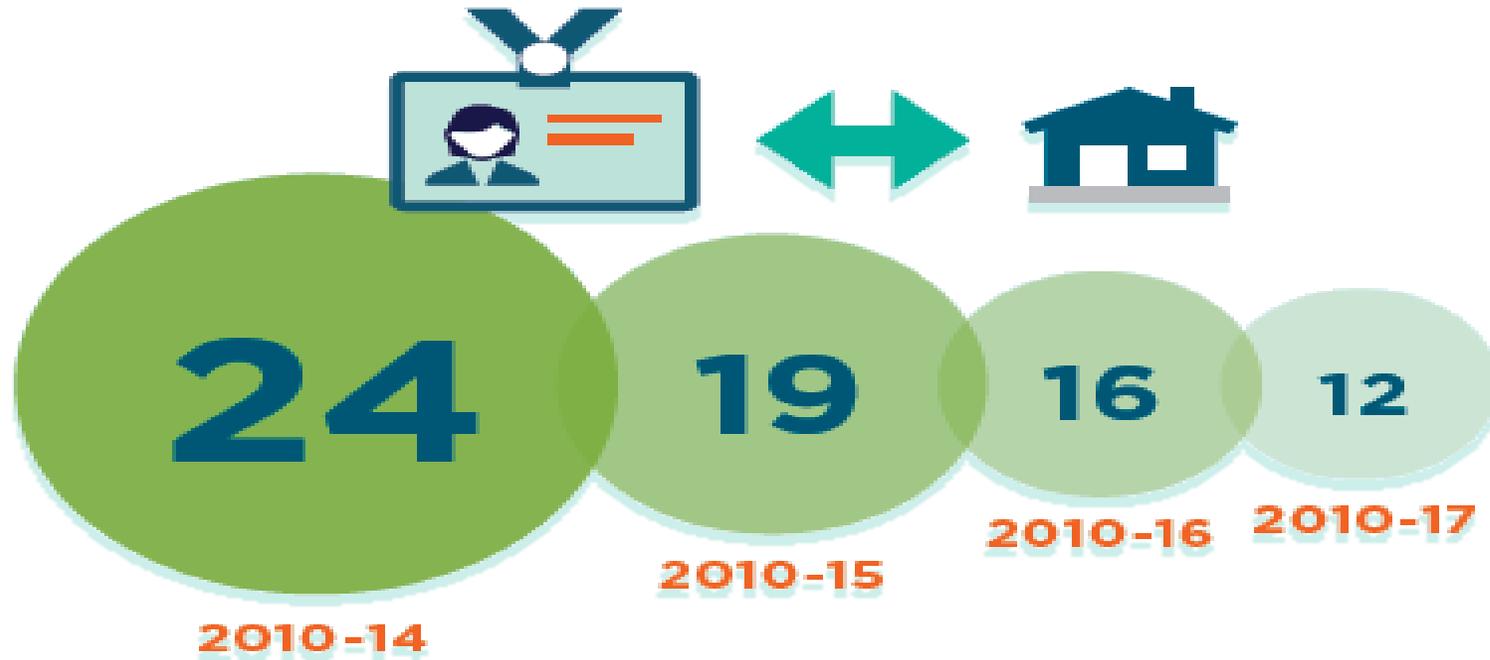




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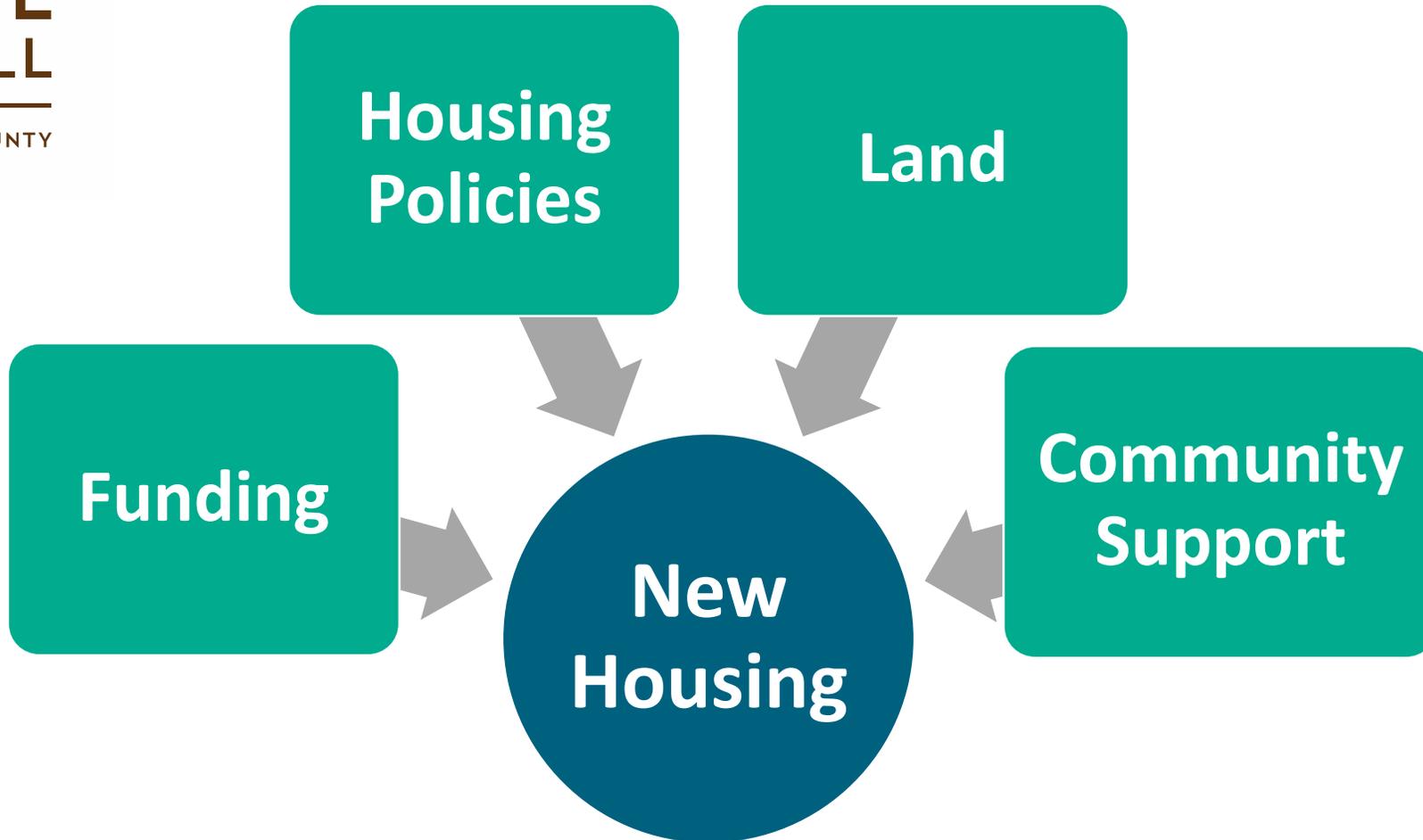
DECREASING JOBS/HOUSING RATIO





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Manager and City Council Interviews

The vast majority of city managers interviewed feel that their councils are supportive of **additional housing**.

There is significant support among elected officials for **affordable** and **workforce** housing, though funding and the cost of land are seen as barriers.



Group interviews with **eight cities** during summer of 2017

Home for All commits to developing a new approach to community engagement





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Inviting the Pilot Cities

- **The Ask**

- Help develop a new approach to community engagement
- Commit staff time
- Documented Council & City Manager support

- **The Offer**

- Up to \$30,000 in unrestricted grant funds
- Consulting support from Common Knowledge
- Staff support from Home for All



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Four **cities** piloted the **new approach** in the winter of 2017 and spring of 2018



Continuing engagement with **six more cities** in 2019 and 2020

Engagement Program Participants



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





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What Cities are Learning

- There is boarder support for housing solutions
- Advocates don't represent the whole community
- Engaging residents builds trust
- Ongoing communication maintains trust
- The process can be used input on other issues



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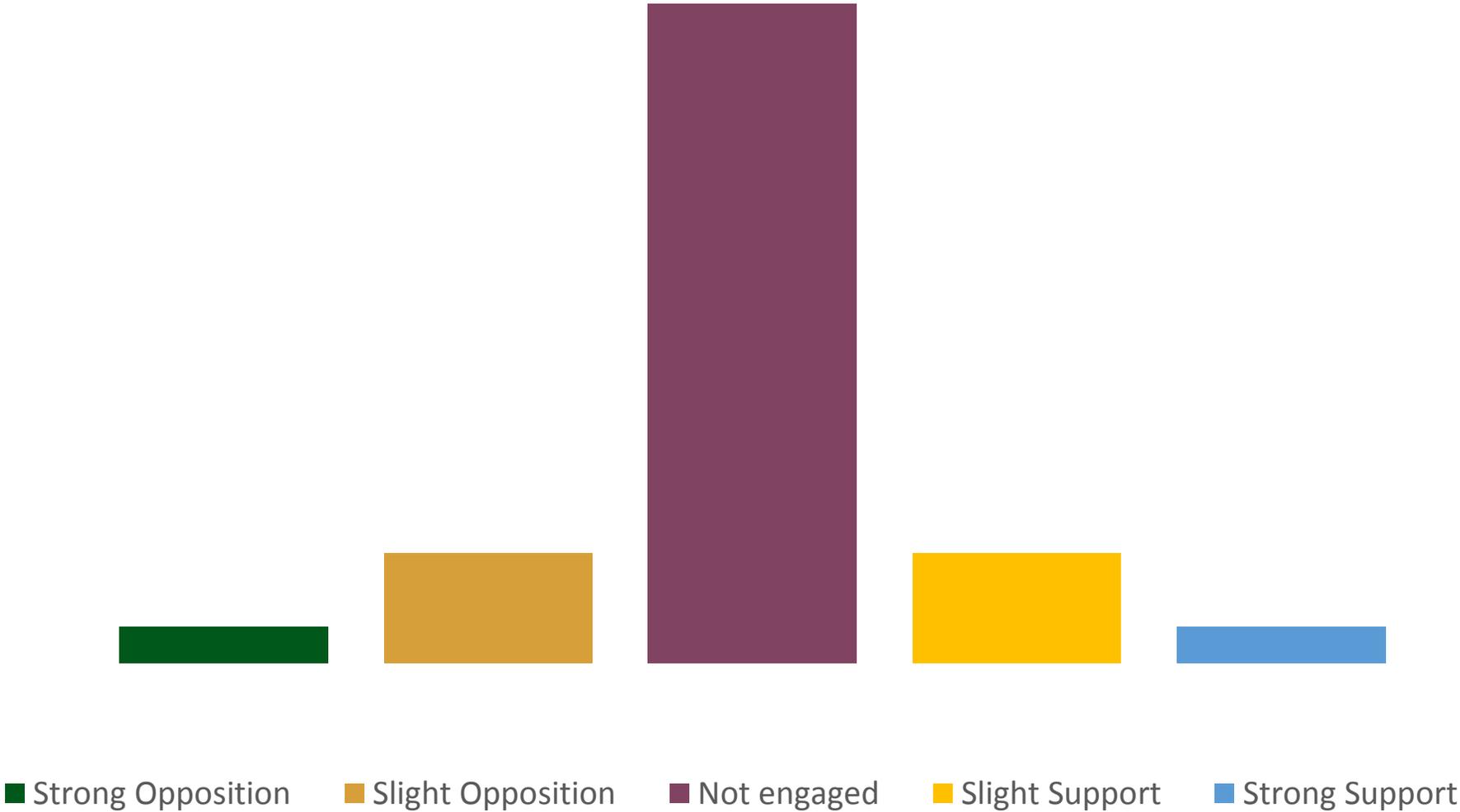
What Communities are Doing

- First 100% affordable housing project approved
- ADU regulations modified to promote more units
- General Plan updates moving forward
- Renter assistance ordinances approved
- Home sharing promoted
- Using approach to discuss climate readiness, business district improvements, transportation plans



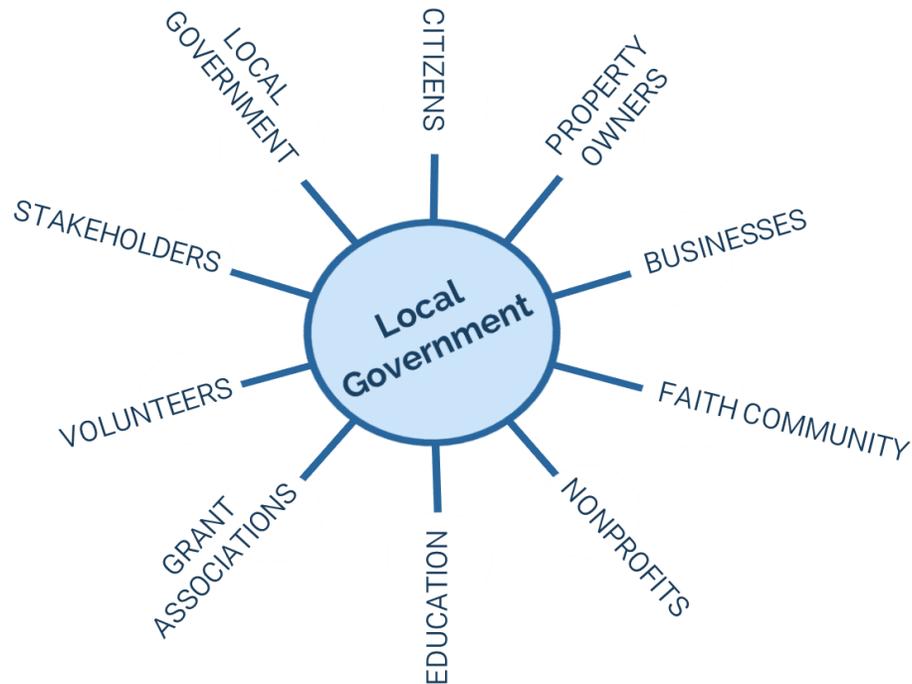
A Different Approach to Engagement

Engaging the “Missing Middle” on Community Issues

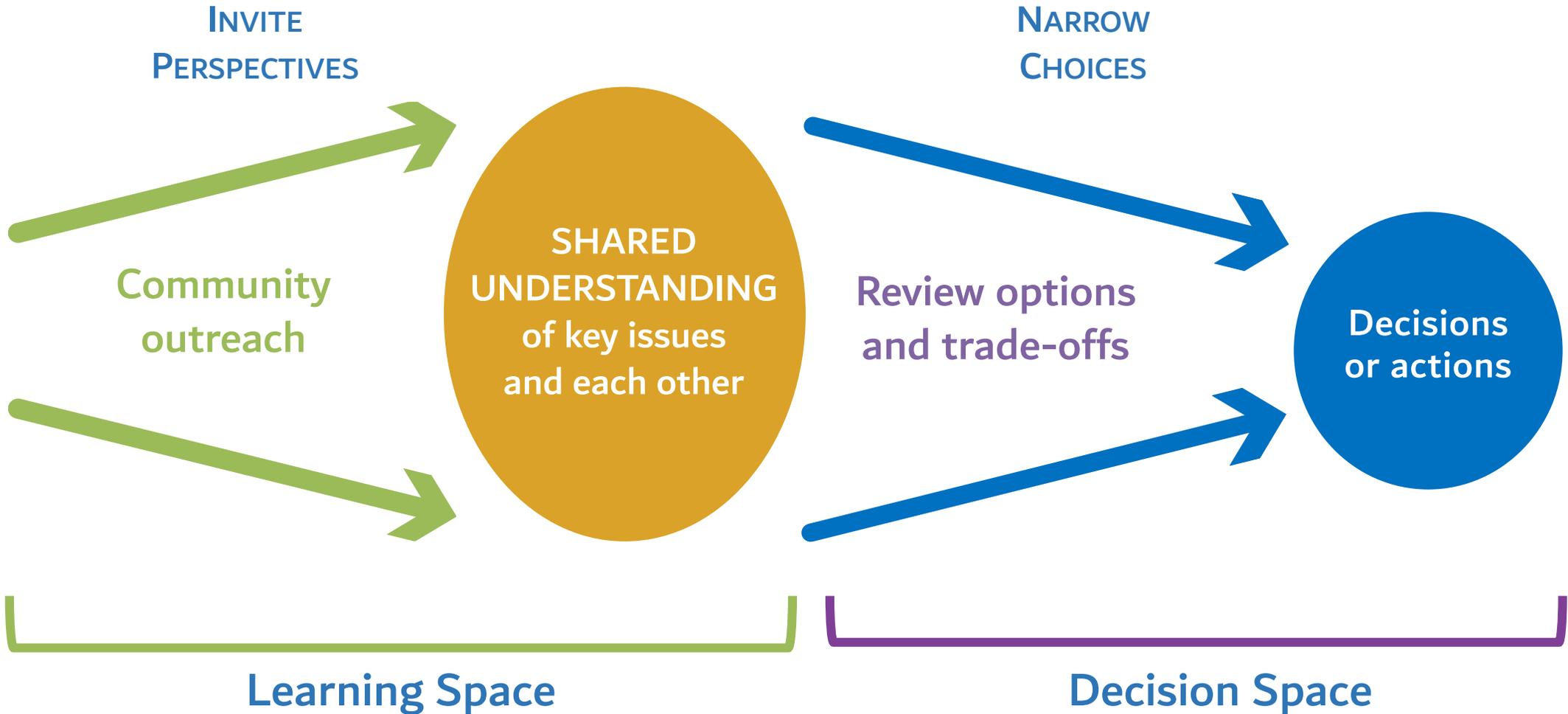


Mind Shift: Inviting a Helpful Public

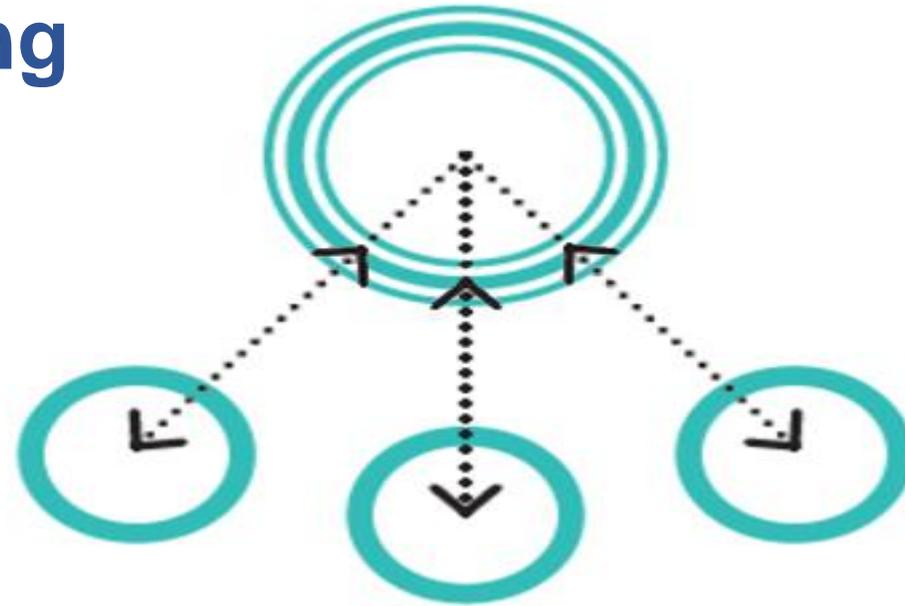
- Taking **the city** out of the center
- Reframing to put **the issue** and **the community** at the center



Invest in Learning Before Decision-Making

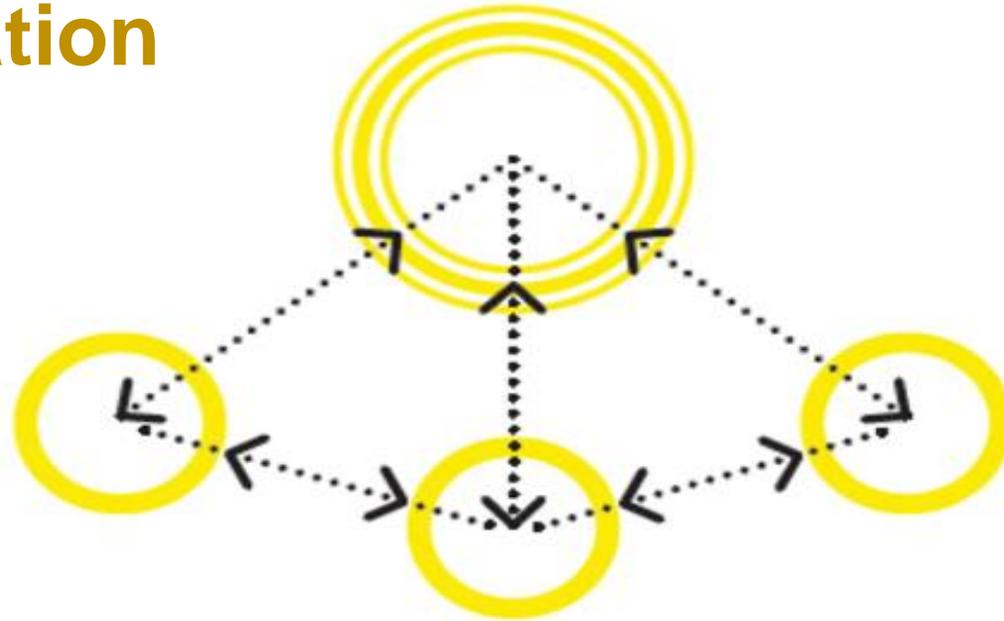


Traditional Public Meeting



City broadcasts information and collects input from residents

Community Conversation



People engage with and learn from each other, elected officials and city staff listen and learn

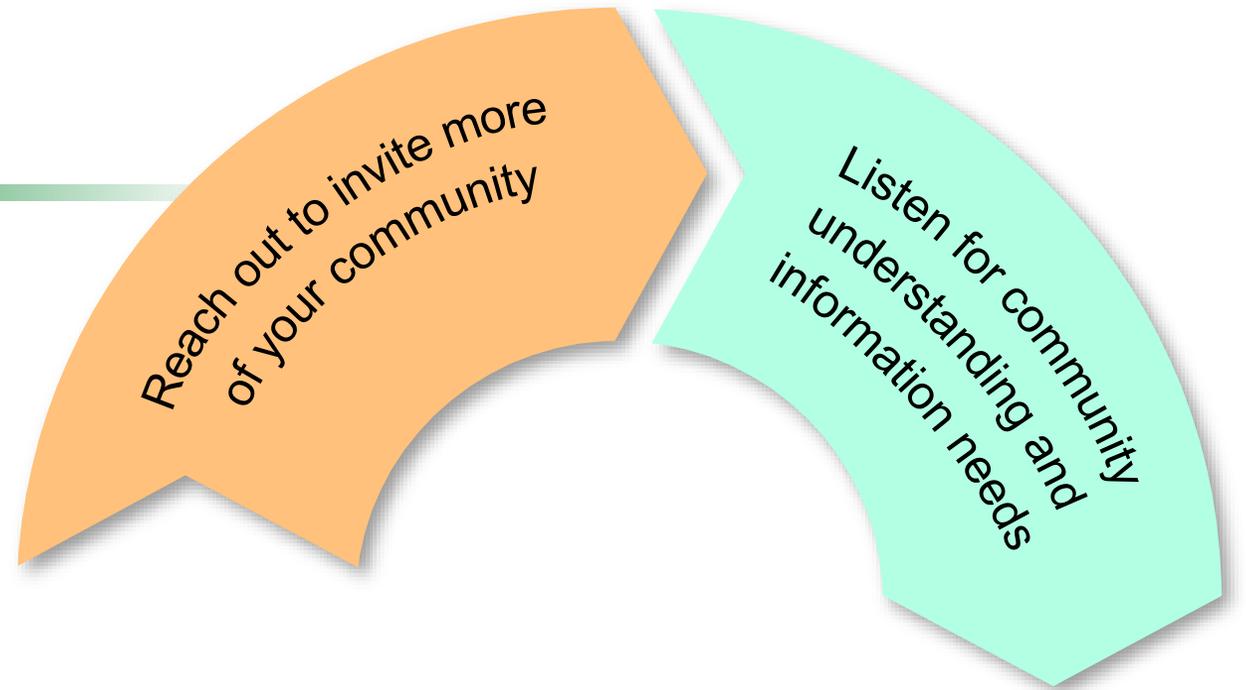
Our Process

- **Invite** more diverse participation
- **Listen** for community information needs
- **Learn** together and build shared understanding
- **Sustain** two-way communication and encourage collaborative action



Event Planning

- **Invite** more diverse participation
- **Listen** for community information needs



Outreach Goals & Activities

- Bring in **new perspectives** beyond advocates and people with fixed positions
- Find people who **care about the community** but are not civically involved
- Invite people to **help improve** their community instead of debate policy specifics

Using Existing Networks

- List of stakeholders
 - Businesses and Non-profits
 - Community organizations and groups
 - Religious and Cultural groups
 - Schools and Parent groups

CITY OF BURLINGAME
City Hall – 501 Primrose Road
Burlingame, California 94010-3997



COMMUNITY DEVELOPMENT DEPARTMENT
Planning Division
PH: (650) 558-7250
FAX: (650) 696-3790

Community Stakeholders

The following resource list contains information of groups and organizations that are located in or do work in the city of Burlingame. This list is not a comprehensive list and the inclusion of groups and organizations on the list does not imply endorsement by the City of Burlingame.

Type	Group	Contact(s)
Arts groups	<ul style="list-style-type: none"> • Burlingame Art Society • Peninsula Museum of Art 1777 California Drive 	<ul style="list-style-type: none"> • www.burlingameartsociety.org • http://www.peninsulamuseum.org/ (650) 692-2101
Business (large)	<ul style="list-style-type: none"> • Putnam Car Dealer • Auto Row Car Dealers • Broadway District Car Dealers • Tesla • Hotel chains (Bayfront) 	<ul style="list-style-type: none"> • Kent Putnam • Kent Putnam • Cameron Waldman • Clif Clark
Business (small)	<ul style="list-style-type: none"> • Restaurants • Coffee Shops (Peets, Philz, Starbucks) 	Cleese Relihan, Economic Development Specialist
Chamber(s) of Commerce	<ul style="list-style-type: none"> • Burlingame Chamber of Commerce • Burlingame Broadway Business Improvement District • Burlingame Downtown Business Improvement District 	<ul style="list-style-type: none"> • Georgette Naylor, President gnaylor@burlingamechamber.org www.burlingamechamber.org • Ross Bruce ross@avrr.com (650) 342-2073 www.visitbroadwayburlingame.com • Juan Loredo, President burlingamebid@gmail.com www.burlingamedowntown.org <p>Cleese Relihan, Economic Development Specialist</p>

Last updated: 12.14.2017

Combination of Outreach Methods

- Newsletters/social media
- Online survey
- Intercept interviews
- Pop-ups
- Visit existing meetings
- Community partners
 - Local organizations
 - Individual “super connectors”





IT'S YOUR
COMMUNITY



COME CHAT
WITH US!

How is the current housing situation
affecting you & those you care about?
¿Cómo le afecta la situación de la
vivienda a usted y a sus seres queridos?



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SANTA FE COUNTY

Starting at
\$16-19/hour
Now Hiring
FOR ALL POSITIONS
Se Solicita Persona
PARA TODAS POSICIONES
Please apply here in person or online at:
Favor de aplicar aquí en persona o en línea en:
www.chavezsupermarket.com
Hiring wage based on Position & Experience/Edificación de Salario y Experiencia/Edificación de Salario y Experiencia

vigo

WARNING
NO PARKING
NO STOPPING

Checks
Cashed
...blo de
cheques

Inviting People Multiple Ways

- Flyers
 - Coffee shops, Rec Center, Train Station, City Hall, Library, etc.
- Facebook Page – Videos!
- Eventbrite
- Affordable Housing Interest List
- “Key Communicators”
- Press Release

COME JOIN US
Saturday, February 10
9 - 11 AM
LION'S CLUB HALL, 990 BURLINGAME AVENUE
Refreshments will be provided.

**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

Housing & Community Burlingame
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BURLINGAME



Take Our Survey!

Let's the conversation started with our short survey. Just three questions to help us understand what's on the top of people's minds when it comes to housing in Burlingame. We'll share the results at the February 10th meeting.
www.surveymonkey.com/r/BurlingameHousing

**“Talk to us about housing
in Burlingame”**
with our short 3-question survey

scan this code with your smart device

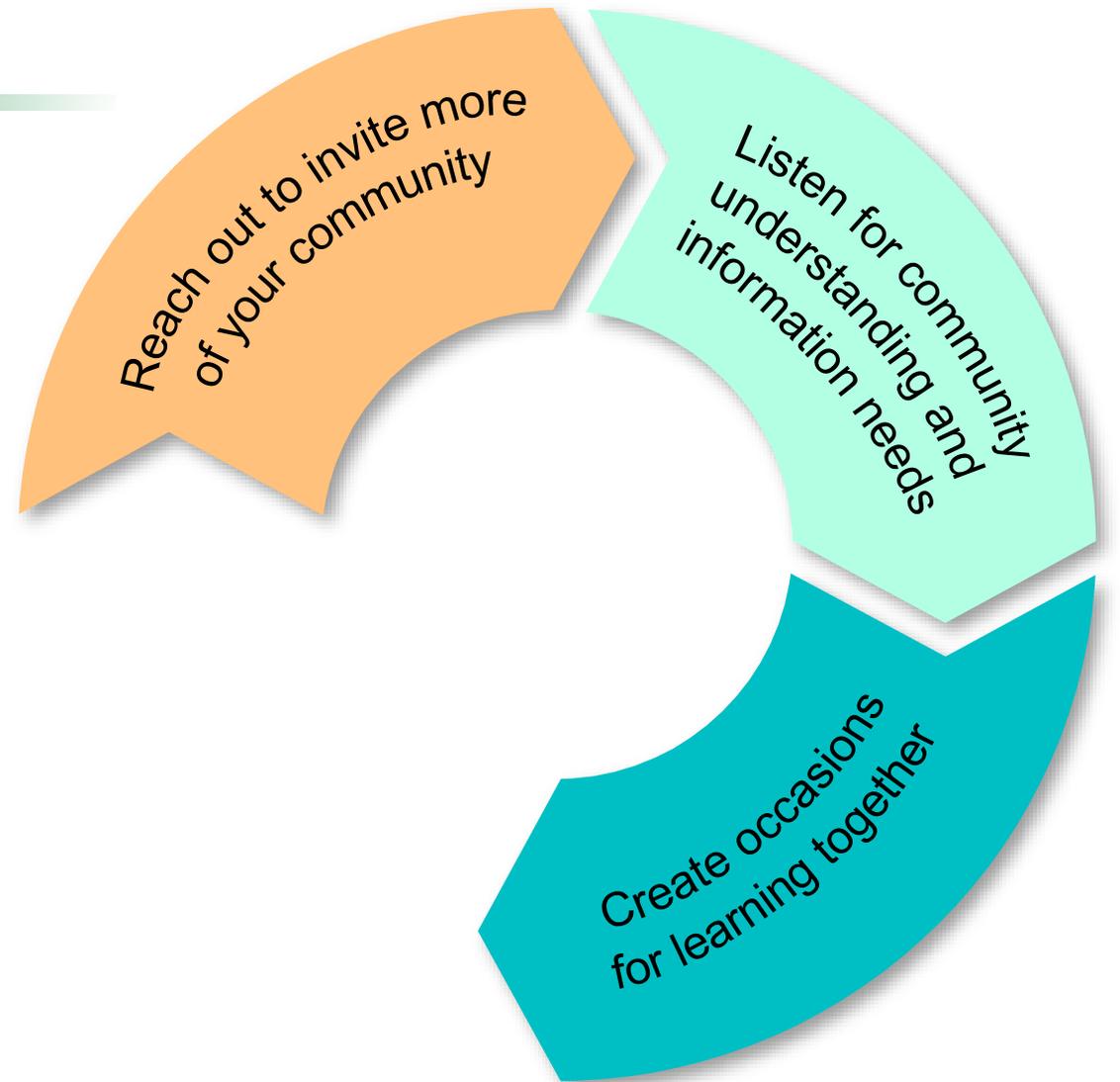
or go to
www.surveymonkey.com/r/BurlingameHousing
These questions will help us understand what's on the top of people's minds when it comes to housing in Burlingame.

Housing & Community Burlingame
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Burlingame Talks Together About Housing is a collaboration between the City of Burlingame and the San Mateo County Home for All initiative.

Event Design

- Invite more diverse participation
- Listen for community information needs
- **Learn together and build shared understanding**



Hosting a Learning Conversation

- Design for **mutual learning**
- What does the **City need to learn** about the community and housing?
- What do **community members need to learn** about:
 - *The issue? Each other?*
 - *The city? Ways to be involved?*









Table Discussion 1

1. How does the current housing climate affect you and the people you care about?
2. What are your hopes for the future of our community?



Table Discussion 2

1. Based on your hopes for your community, which housing solutions should the city consider?



Ongoing Communication

- Invite more diverse participation
- Listen for community information needs
- Learn together and build shared understanding
- Sustain **two-way communication** and encourage collaborative action



Staying Connected

- Meeting Reports
- Website Updates
- Newsletters
- Additional Meetings

Burlingame
lets us together

SUMMER 2018 UPDATE

BURLINGAME COMMUNITY ENGAGEMENT ABOUT HOUSING

for people who live and work in Burlingame.

May 5, 2018

Meeting Summary

Portola Valley
Community
Conversation
About Housing

Project Overview

The Town of Portola Valley hosted the second in a continuing series of "Community Conversations About Housing" on May 5th focused on ADUs (accessory dwelling units) or second units.

At the first "Community Conversation About Housing" event on March 3rd, residents shared their interest in learning more about second units – how to build them and expand their production – as well as their desire to learn more about prefab units and "tiny homes."

The May 5th convening represented a wide range of perspectives, drawing nearly 50 participants including longtime residents and representatives of local institutions interested in building second units. Some sought more information on how to build an ADU on their property, while others wanted to learn more about constructing tiny home communities in Portola Valley. Many had attended the March 3rd event, while others had never previously attended a Town-sponsored community meeting.

Moderated table discussions followed two presentations by Town Staff on definitions of second units (including prefab units and tiny homes), building regulations, and a Q and A with participants.

ing pop-up discussions and intercept interviews conducted at locations around town partners, an online survey reached a total of 301 respondents educational community dialogue brought together close to 100

ness groups, schools and community organizations ics of this second dialogue on April 28 were based on the ed define what the community wanted to see and discuss

Meeting:

ousing was held at Masonic Hall on the morning of Saturday, ered at round discussion tables. Over half of the attendees ting about housing and several new community members iff attended as listeners, enjoying the chance to hear from in Burlingame.

n, there was widespread awareness of a range of negative g costs are affecting local business owners, homeowners as ' is extremely important as it is the foundation of a good nomic stability as a community."

HALF MOON BAY COMMUNITY HOUSING RESOURCE GUIDE

GUÍA DE RECURSOS DE VIVIENDAS DE LA COMUNIDAD DE HALF MOON BAY



Core Service Agencies

The County's Core Service Agencies provide safety net services to San Mateo County residents in need of food, emergency housing assistance, emergency utility assistance, shelter, and other basic needs. The range of services each agency provides varies, but can include services such as immigration assistance, tax preparation, and health, wellness and education initiatives among many others.



Agencias de servicios básicos

Las agencias de servicios básicos del condado brindan servicios de red de seguridad a los residentes del Condado de San Mateo que necesitan alimentos, asistencia de emergencia para vivienda, servicios públicos, refugio y otras necesidades básicas. La gama de servicios que ofrece cada agencia varía, pero puede incluir servicios como asistencia de inmigración, preparación de

Redwood City CALIFORNIA

CLIMATE BEST BY GOVERNMENT TEST

Partly Cloudy, 70 °

Search...



ABOUT THE CITY

CITY HALL

DEPARTMENTS

RESIDENTS

BUSINESS

I WANT TO...

- CITY MANAGER

Meet the City Manager

City Manager's Office Team

- CITY MANAGER'S INITIATIVES

Budget and Finance

Americans with Disabilities Act

+ Cannabis Regulations

Communications & Marketing

+ Community Builder

+ Community Building Academy 2019

Downtown Planning and Success

Economic Development

+ Fiscal Update

+ Local Minimum Wage

+ myRWC - Report Problem/Request Service

No Fireworks in Redwood City

Departments » City Manager » City Manager's Initiatives » Our Community: Housing and Our Future

HOUSING RESOURCE GUIDE/GUÍA DE RECURSOS DE VIVIENDA

Font Size: [+](#) [-](#) [+ Share & Bookmark](#) [Feedback](#) [Print](#)



Redwood City and Community Partner Housing Resources

Redwood City y Asociados Recursos de Vivienda de la Comunidad

We are all connected. What happens to one part of the community impacts us all. Safe and affordable housing is important to our well-being. For parents with families, housing relates to good schools, a quality education and successful futures for their children. For working professionals, housing close to their employer means more living and less commuting. For those retired with adult children, affordable housing means that your children can have children and live close by. Affording a home in Redwood City and the broader Bay Area is becoming increasingly more challenging. The lack of affordable housing threatens our community's well-being and our vision of a community for all ages. Achieving housing security for all in the community is a priority for the City and why the City Council is working to address this issue.





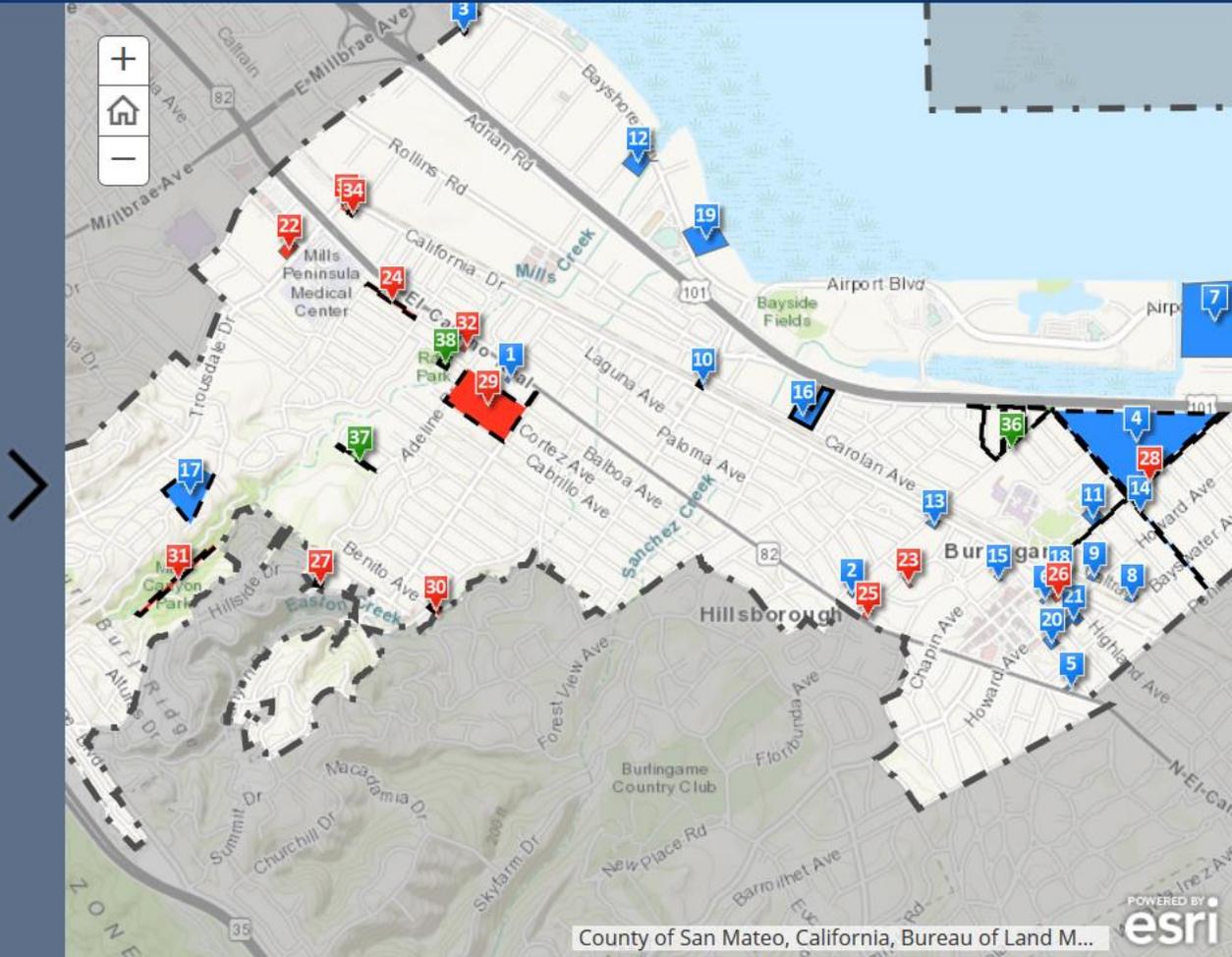
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|--|---|---|
|  Community Development - Planned |  Parks and Recreation - Planned |  Public Works - Planned |
|  Community Development - Under Construction |  Parks and Recreation - Under Construction |  Public Works - Under Construction |
|  Community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



City of Burlingame

Projects Around Town Story Map

 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



1431 El Camino Real



1491-93 Oak Grove Avenue Residential Development



1740 Rollins Road & 842 Cowan Pump Station



2019 Sidewalk Repair Program



21 Park Road



240 Lorton Avenue Mixed Use Development



300 Airport Boulevard Development Project



920 Bayswater Avenue



988 Howard Avenue Mixed Use Development



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Community Engagement Manual



Home for All Community Engagement Resource Manual



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SAN MATEO COUNTY

THE CHALLENGE

STRATEGIES

ENGAGEMENT

PROGRESS

GET INVOLVED



COMMUNITY ENGAGEMENT PROGRAM

The Community Engagement Program is an initiative of Home for All designed to experiment with the most up-to-date forms of community engagement in select communities within San Mateo County.



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SAN MATEO COUNTY

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pjensen@smcgov.org

HomeforAllSMC.com

@HomeforAll SMC

www.SecondUnitCenterSMC.org

Susan Clark at Ckgroup.org