



Community Conversations About Housing: Dialogue not Debate

Peggy Jensen, Deputy County Manager

ICMA Conference October 22, 2019



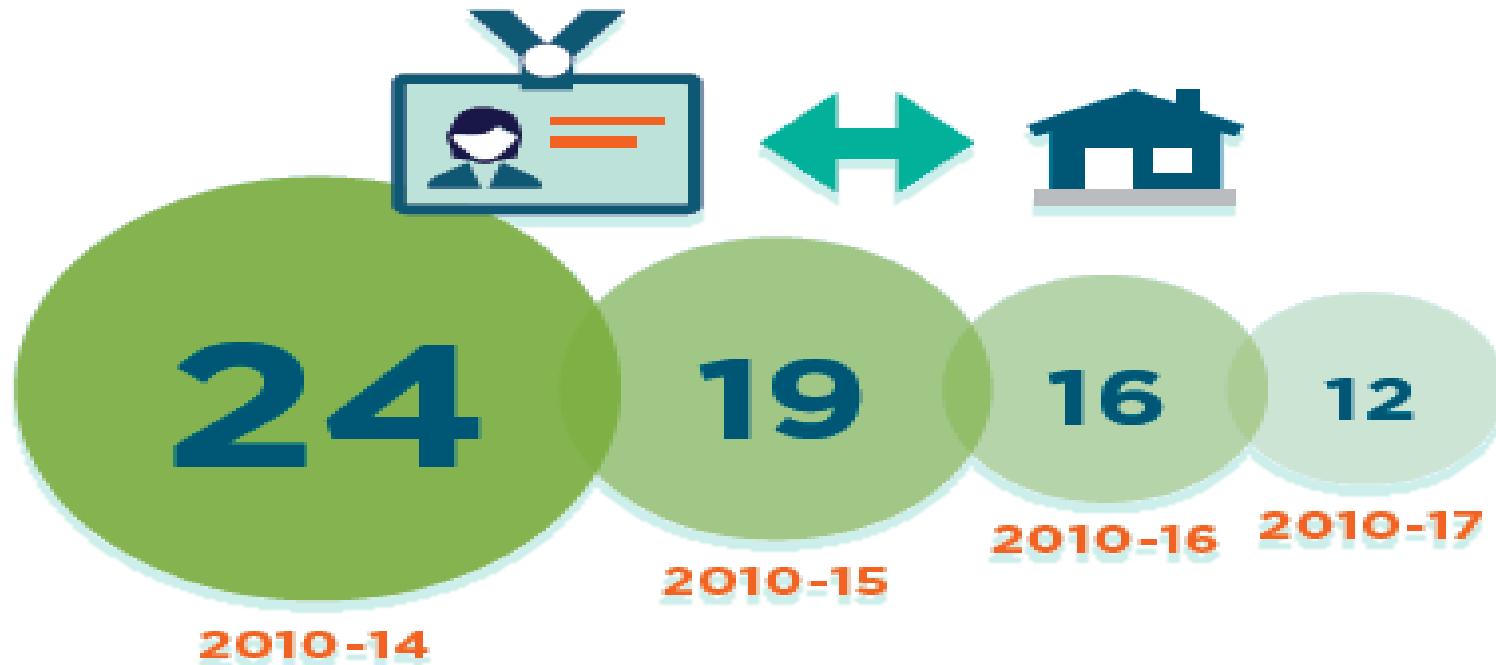
**A community collaborative
working to close the jobs/housing gap**



**HOME
FOR ALL**

SAN MATEO COUNTY

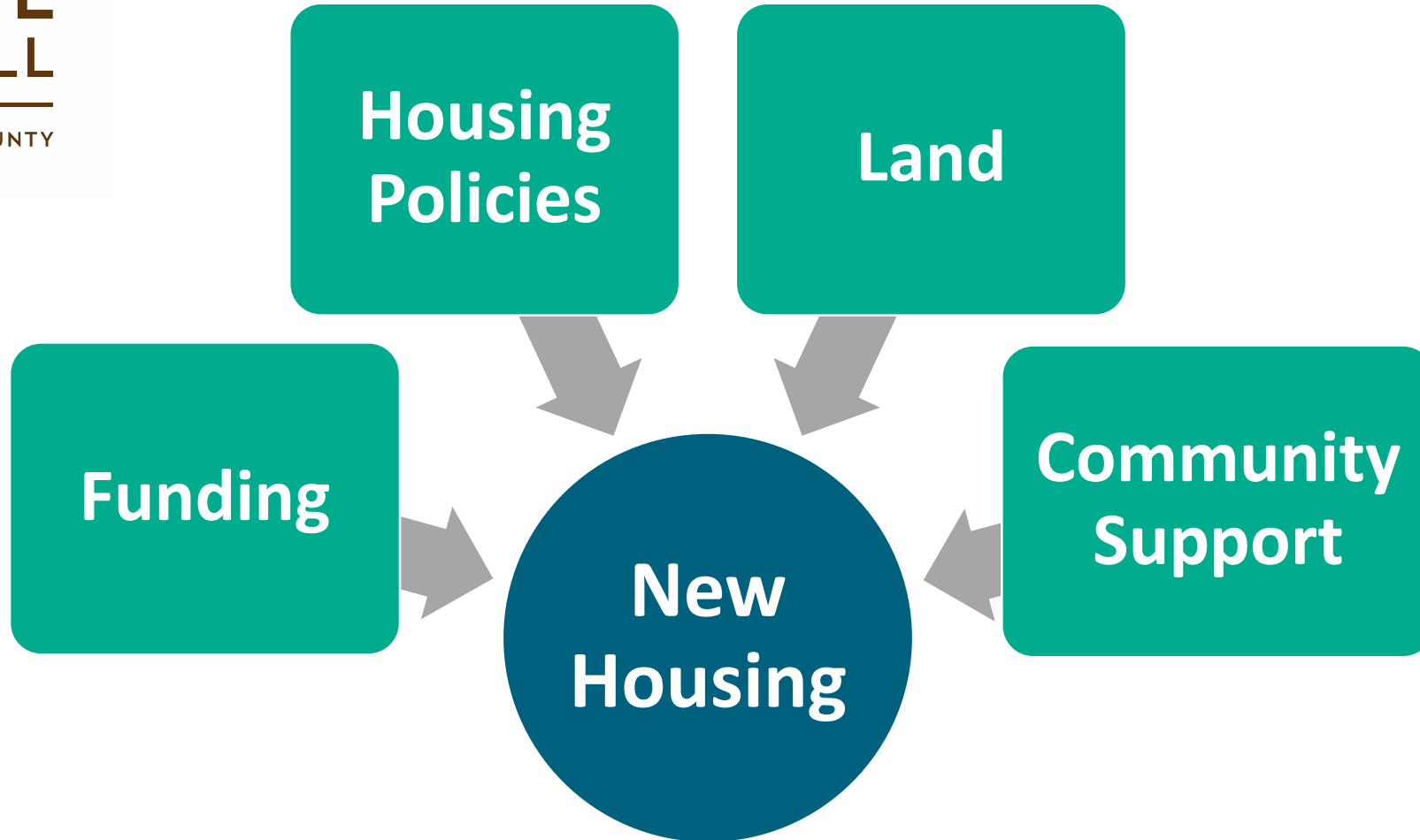
DECREASING JOBS/HOUSING RATIO





**HOME
FOR ALL**

SAN MATEO COUNTY





HOME FOR ALL

SAN MATEO COUNTY

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





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

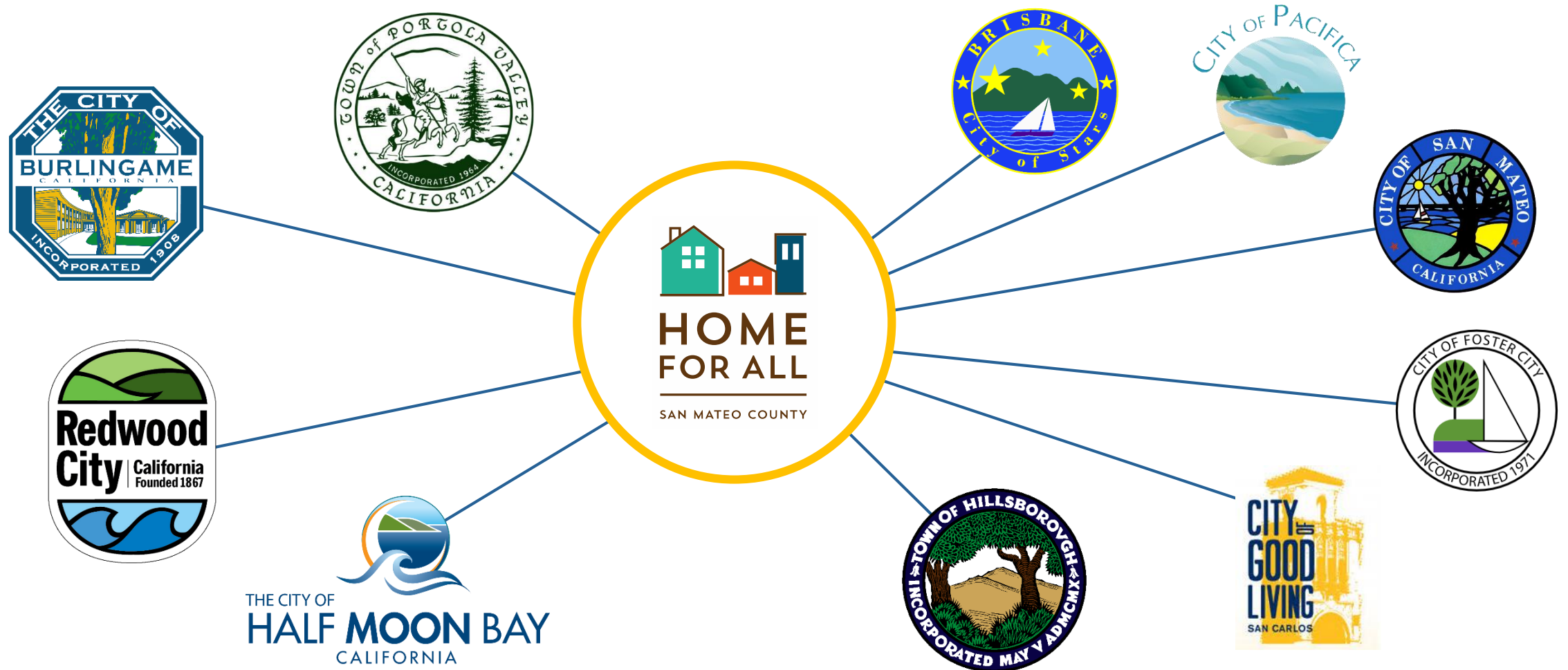


Four **cities** piloted the **new approach** in the winter of 2017 and spring of 2018



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





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



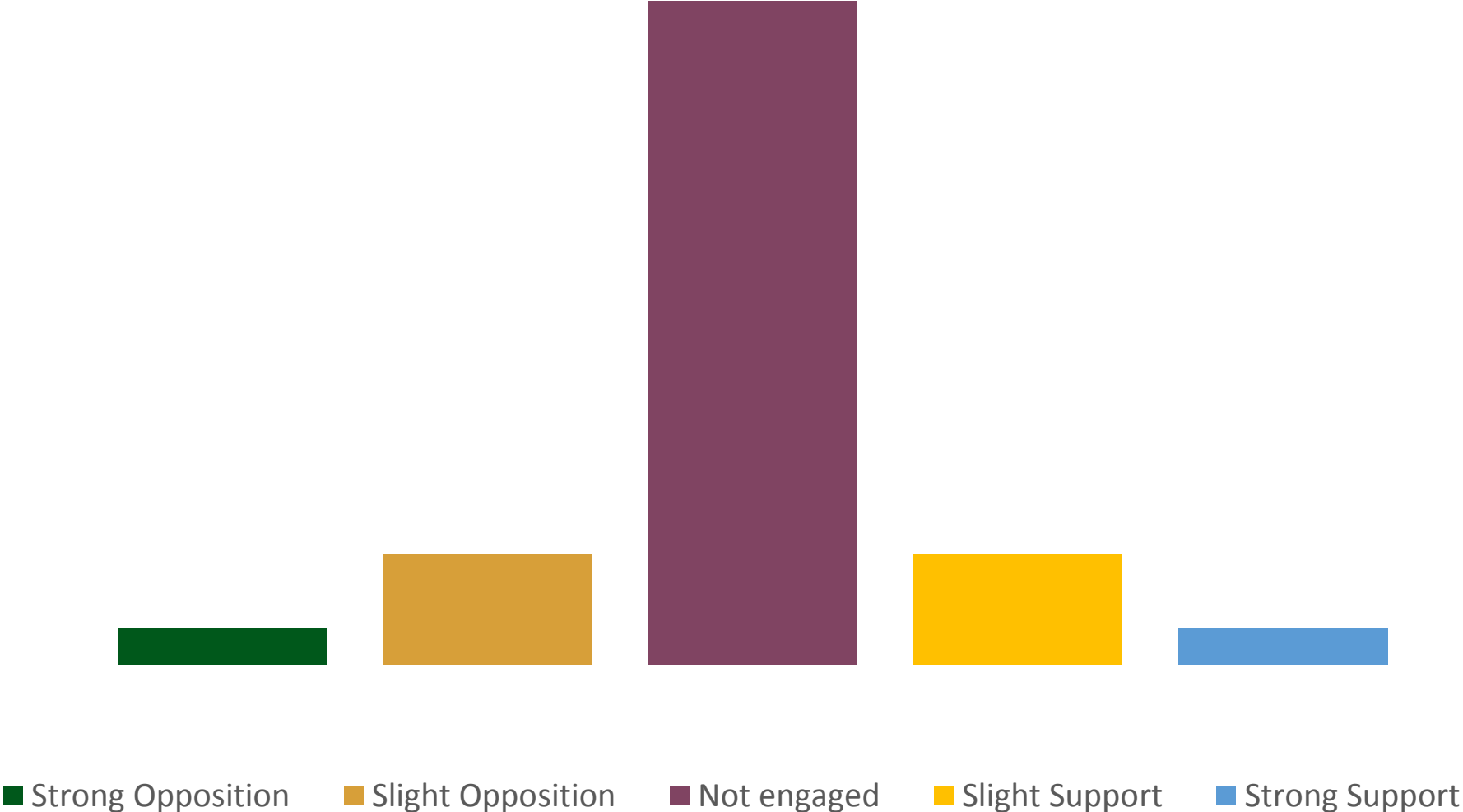
What Communities are Doing

- 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

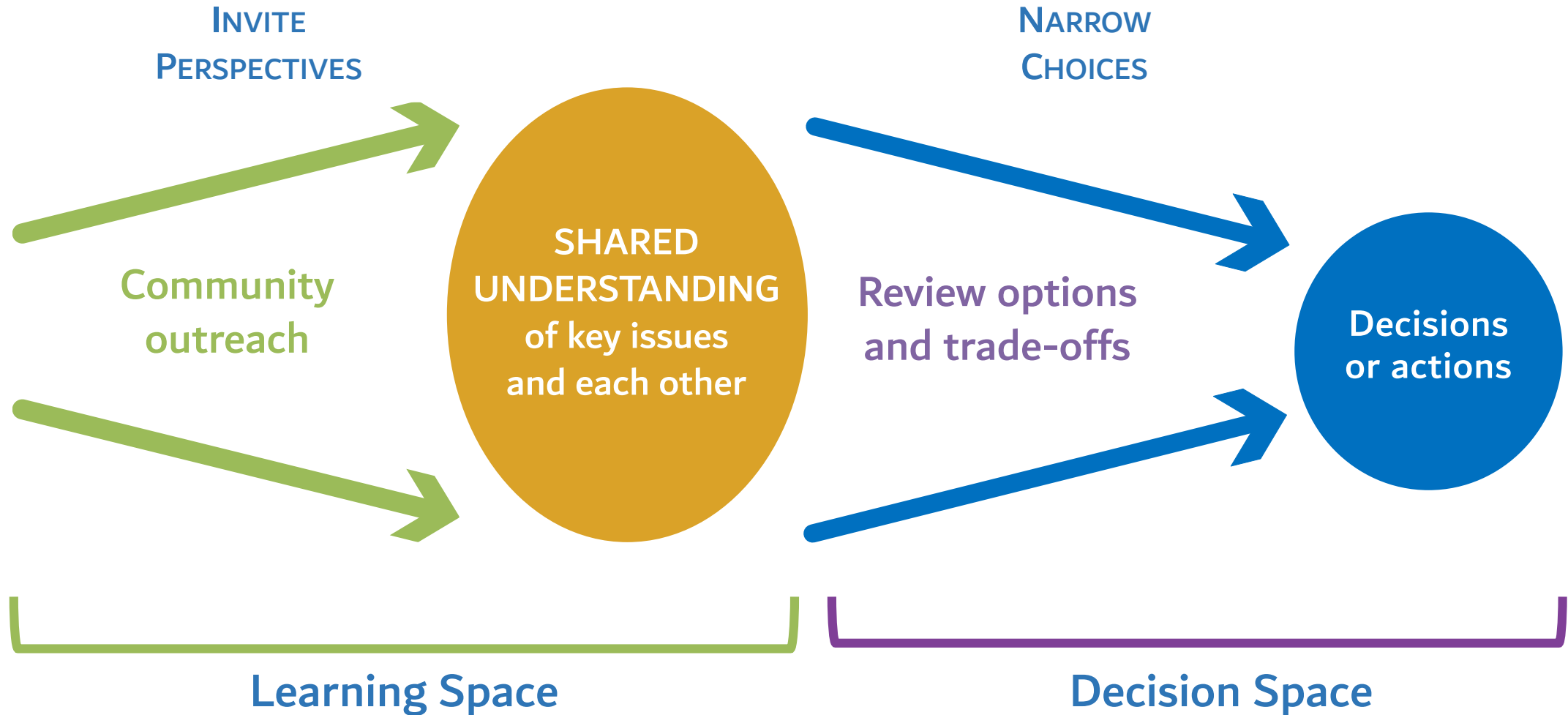


Mind Shift: Inviting a Helpful Public

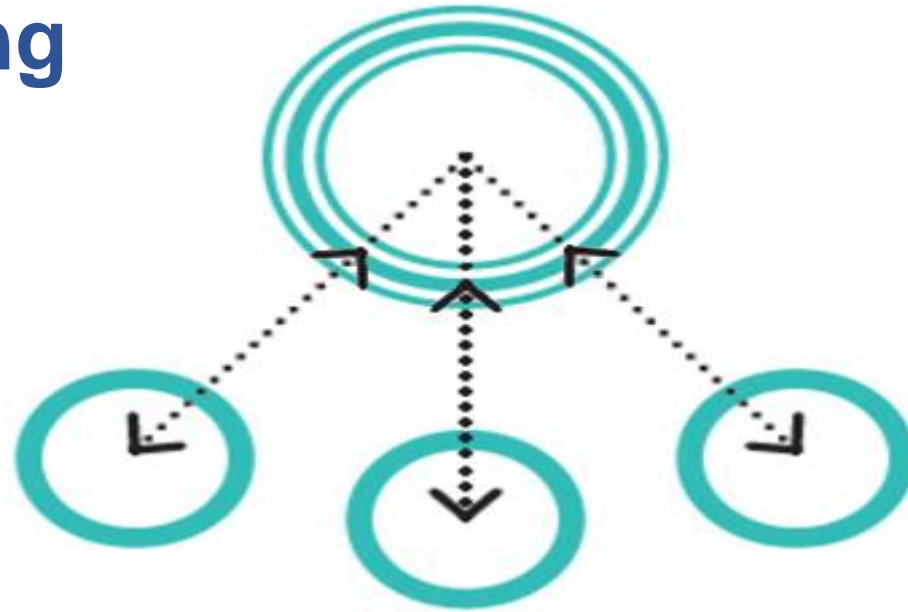
- Taking **the city** out of the center
- Reframing to put **the issue** and **the community** at the center



Invest in Learning Before Decision-Making

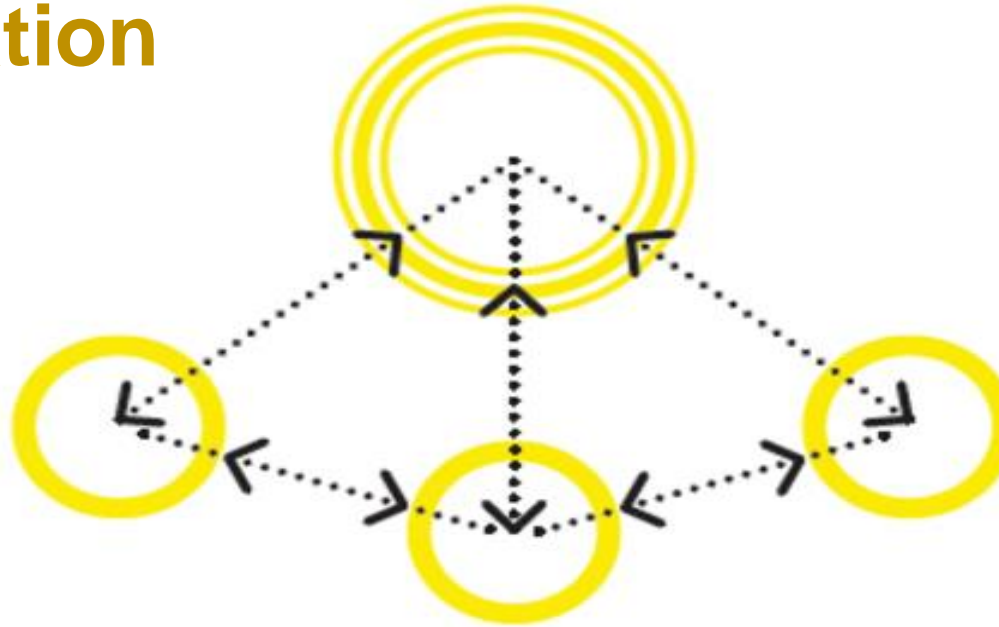


Traditional Public Meeting



City broadcasts information and collects input from residents

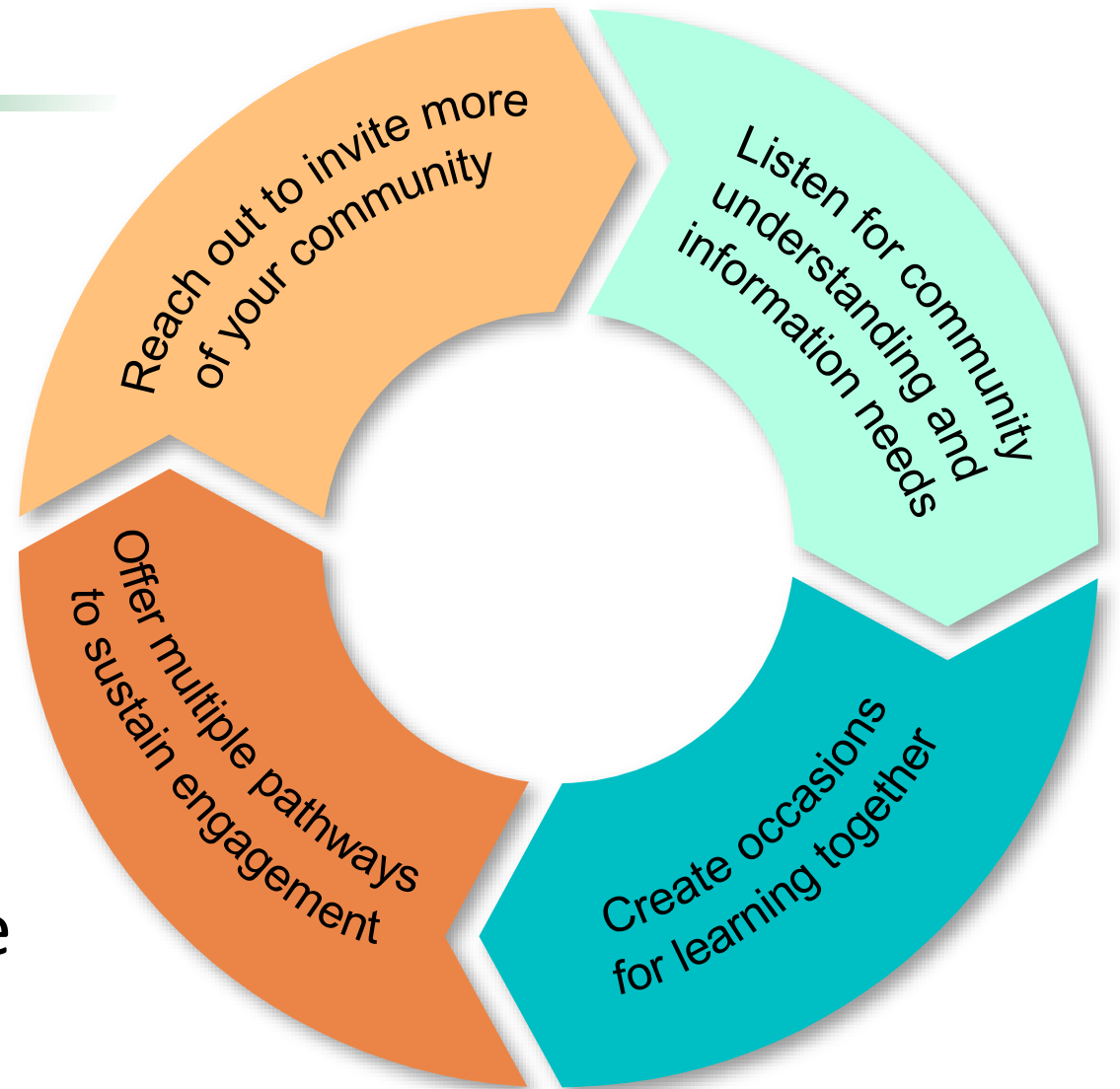
Community Conversation



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

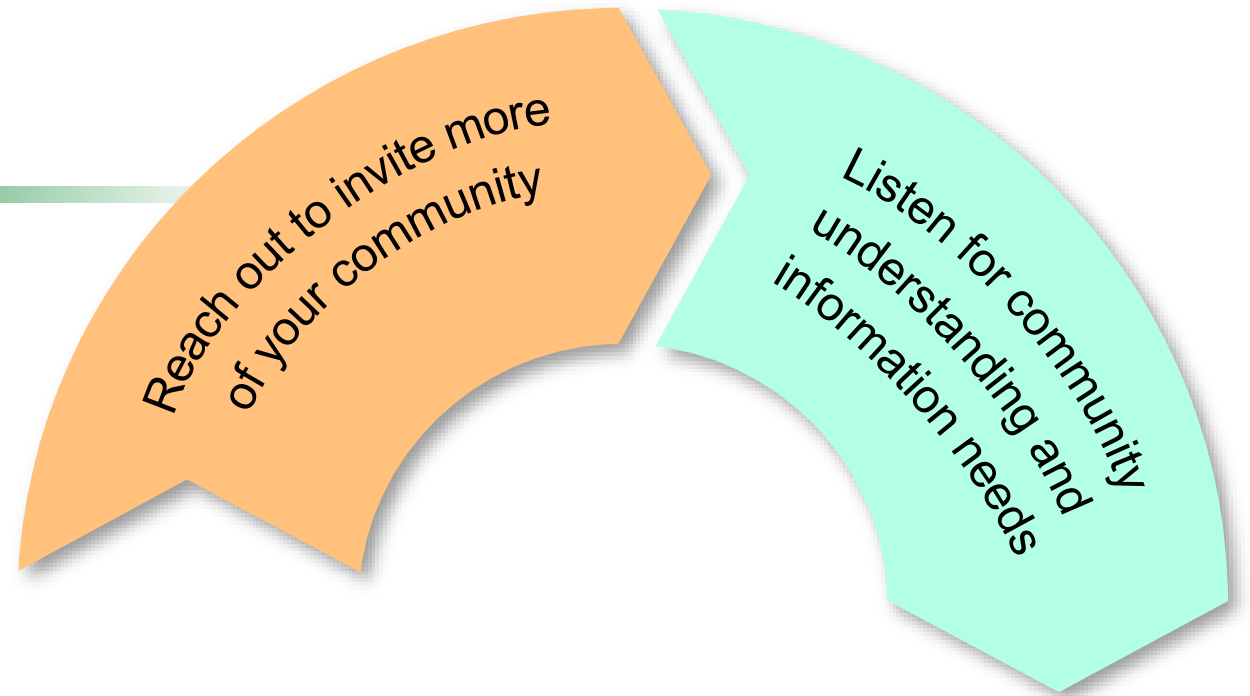
Our Process

- **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) 658-7260
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 Loreda, 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?



HOME
FOR ALL
SANTA CLARA 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 mismo o en línea en:
www.chavezsupermarket.com
(Hiring wage based on Position & Experience/El salario de contratación depende de la posición y experiencia)

vigo

WARNING
NO PARKING
NO STOPPING



What do you appreciate about Redwood City?

¿Qué aprecias de Redwood City?

Handwritten notes on sticky notes:

- Great location
- Safe
- Good schools
- Beautiful views
- Good weather
- Good food
- Good shopping
- Good transportation
- Good community
- Good parks
- Good history
- Good culture
- Good economy
- Good environment
- Good infrastructure
- Good services
- Good people
- Good things
- Good life
- Good future
- Good everything

How do current housing conditions affect you and the people you know?

¿Cómo te afectan las condiciones actuales de vivienda y las personas que conoces?

Handwritten notes on sticky notes:

- High cost
- Low quality
- Long wait
- Not enough
- Not safe
- Not healthy
- Not convenient
- Not accessible
- Not inclusive
- Not sustainable
- Not resilient
- Not equitable
- Not just
- Not fair
- Not right
- Not good
- Not better
- Not enough
- Not all
- Not every
- Not some
- Not many
- Not most
- Not all
- Not every
- Not some
- Not many
- Not most

What thoughts do you have about these community priorities?

¿Qué pensamientos tienes sobre estas prioridades de la comunidad?

Handwritten notes on sticky notes:

- Helping people be able to stay in their homes
- Finding ways to make existing housing more affordable
- Building new affordable homes
- Assisting low-income households
- Encouraging more people to live in the city
- Constructing more affordable housing



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



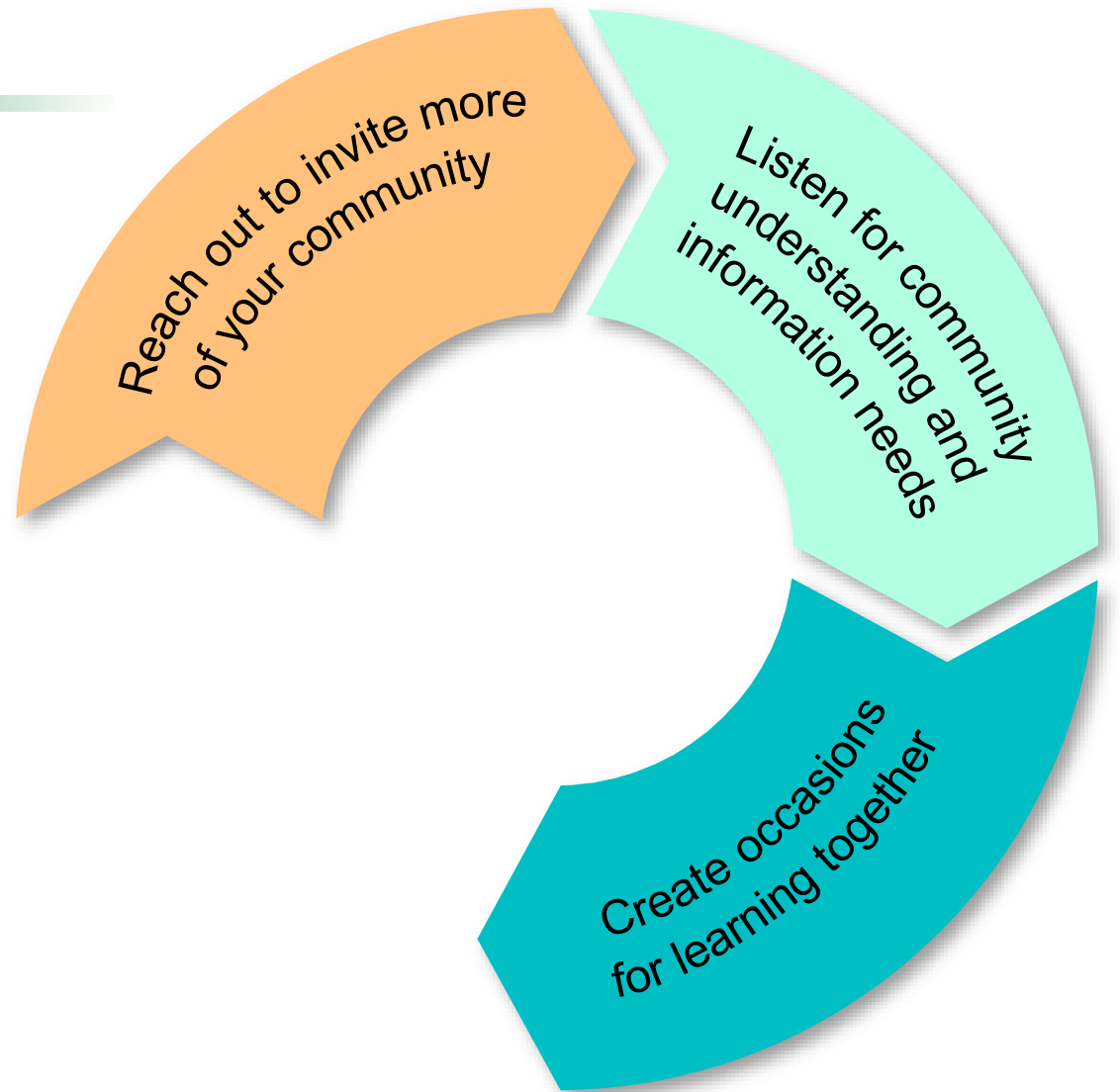
Take Our Survey!

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



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?*



Meeting Format

- Warm Welcome
 - Share a meal
 - Provide childcare
 - Offer translation
- Talking Together
 - Assigned seating at tables of 8
 - Trained facilitator at each table
 - Two-hour meetings with 90 minutes for table conversations









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?



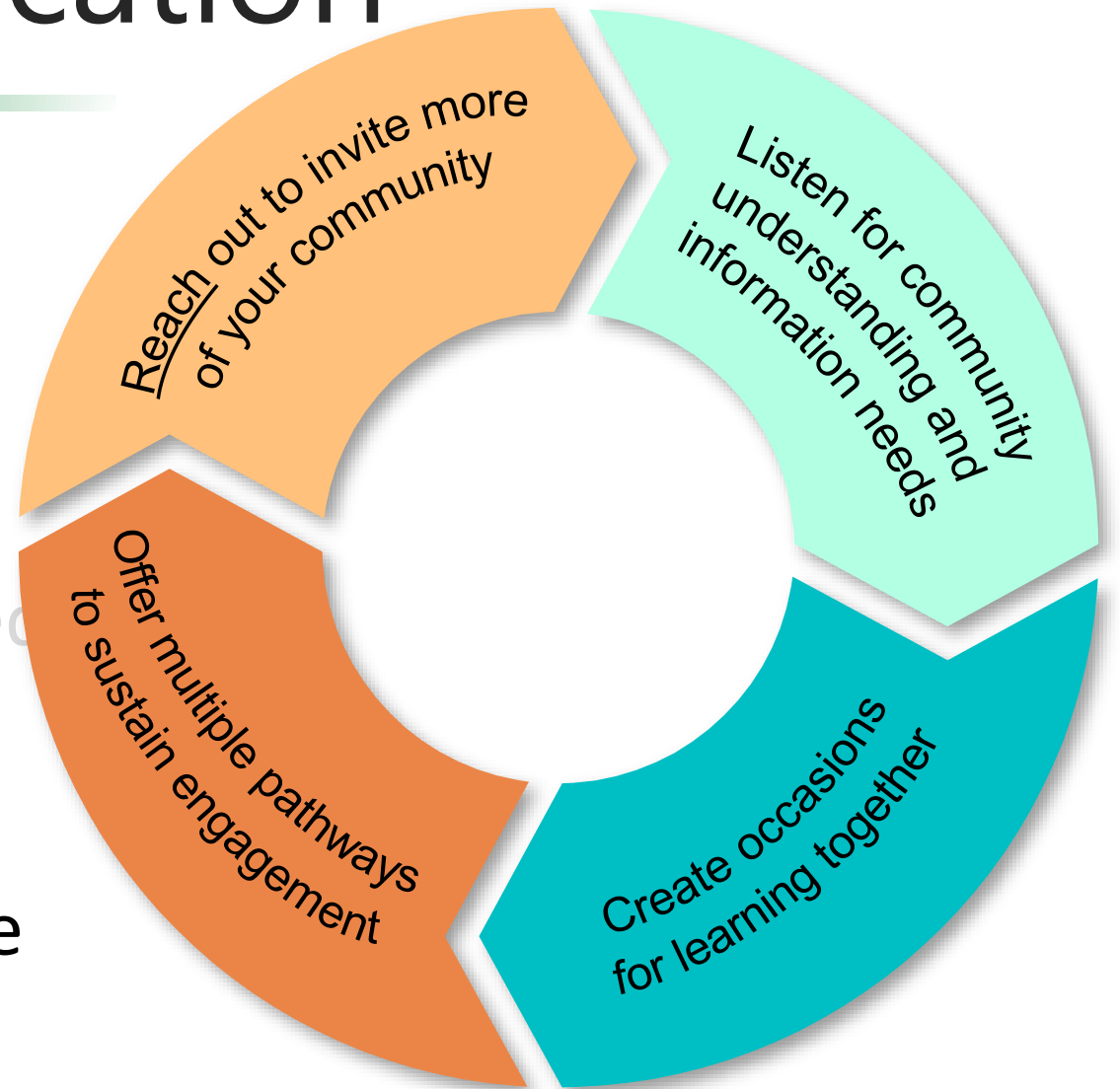
Table Discussion 2

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



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

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Redwood City and Community Partner Housing Resources

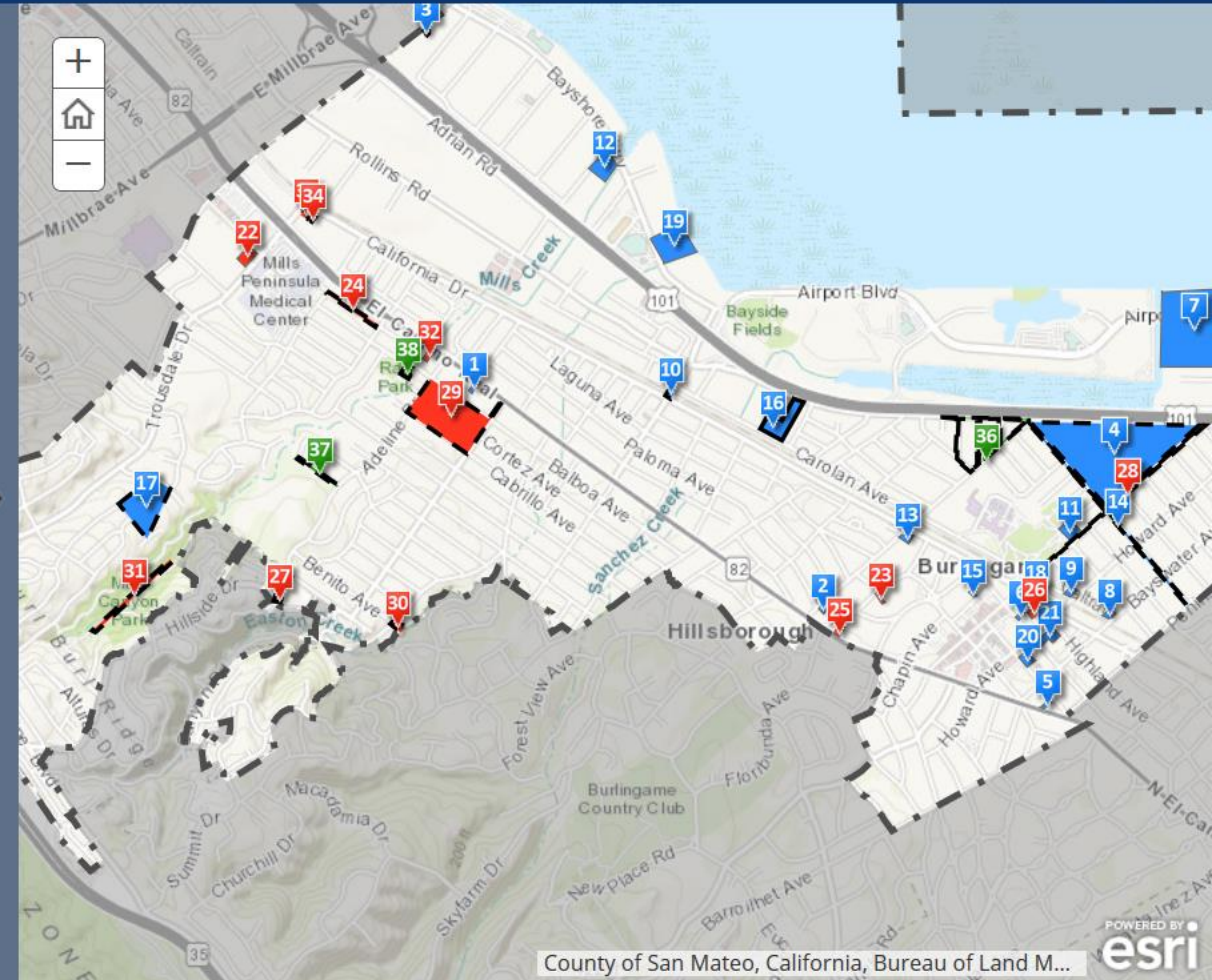
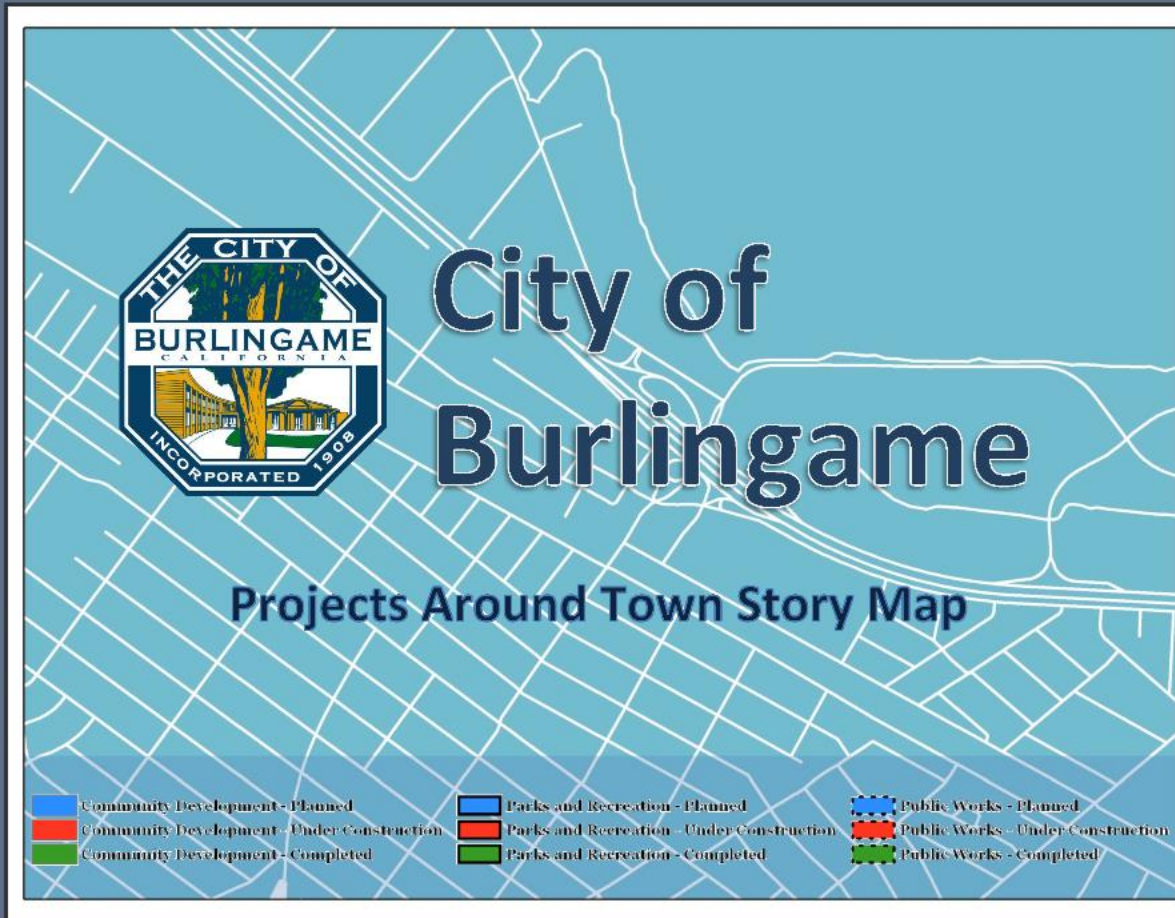
Redwood City y Asociados Recursos de Vivienda de la Comunidad

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.





- | | | |
|--|---|-----------------------------------|
| 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



1431 El Camino Real





HOME FOR ALL

SAN MATEO COUNTY

Community Engagement Manual



Home for All Community Engagement Resource Manual



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.



**HOME
FOR ALL**

SAN MATEO COUNTY

Peggy Jensen, Deputy County Manager
pjensen@smcgov.org

HomeforAllSMC.com

@HomeforAll SMC

www.SecondUnitCenterSMC.org

Susan Clark at Ckgroup.org