

Agenda

- Introductions & City Sharing
- Overview of Community Engagement Pilot Projects
- Learning Network Topics
- Community
 Engagement Session
- Next Steps



Home for All Learning Network

Introductions and City Sharing of Housing Highlights





Home for All

Community Engagement Pilot Projects





Community Engagement

- Pilot Projects
 - Burlingame Village Affordable Housing Project
 - Podesta Property PUD in Half Moon Bay
 - The Portola Valley Housing Strategic Plan
 - Allocation Guidelines for the Redwood City Affordable
 Housing Fund
- Consulting Funds
 - Belmont & South San Francisco





Learning Network Topics

Learning Network Feedback

Top Priorities

- Messaging on Housing
- Community Engagement
- Mobility and Housing
- New Sources of Funding
- Regional Housing Allocation (RHNA) Sharing
- Accessory Dwelling units
- Coordination with 21 Elements





Home for All Discussion

Community Engagement Approaches

Common Knowledge Plus





Building Community Momentum

for Housing



SAN MATEO COUNTY

Thursday, September 28, 2017 Common Knowledge Plus

Achieving **Political Will** by developing Community Momentum



Customized Content for Learning Network

Priority Topics Identified by Cities on Aug. 24

- Messaging
- Community Engagement
- Mobility

Approach for Community Engagement

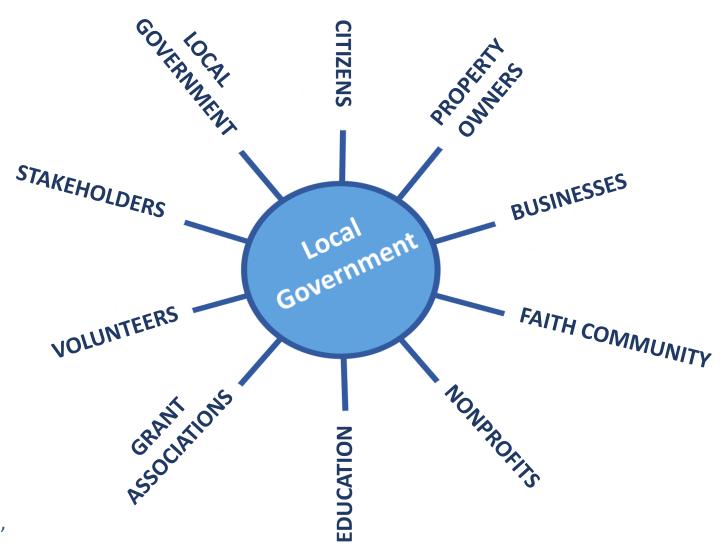
- Develop common language and concepts
- Share local successes, across all cities as well as the pilots
- "Community as classroom" as well as these morning LN meetings
- Welcome ongoing feedback

AGENDA

- Shifting Your Relationship with Community
- 2. Community Engagement Definition and Framework
- 3. Civic versus Community Landscape
- 4. Local Examples of Broadening Participation
- 5. How CE relates to Housing Decisions



Old model: Government at the center



Adapted From: Ray Patchett, Retired CM, Carlsbad

Old model: Decision-making process

Staff:

✓ Has expertise/data to solve all problems

Elected Officials:

✓ Should always be the "Deciders"

Residents:

 ✓ Don't have expertise, time or persistence to solve problems

Old model: Attitudes toward residents • The Public is:

- ✓ Uninformed
- ✓Arrogant and entitled
- ✓ NIMBY driven
- ✓ Self-interested, not community-oriented
- ✓ Shouts and fights at meetings
- ✓ Finds fault and blames others

We have an 80% negative opinion of the public!

New model: Situation at the Center



Adapted From: Ray Patchett, Retired CM, Carlsbad

New model: Decision-making process

Staff:

✓ Staff doesn't have all the expertise

✓ Combine staff expertise with citizen expertise

Elected Officials:

✓ Partner with citizens to solve problems within their legitimate policies, limits boundaries

Residents:

✓ Take responsibility to help solve problems

New model: Attitudes toward residents • The Public is:

- \checkmark Is much smarter than we think
- ✓ Will become involved and develop creative solutions
- ✓ Has skills and expertise
- ✓ Will be civil and responsible if good civic engagement practices are used
- ✓ Can become a valuable partner, not your enemy

Community engagement about housing

1. Is it adequately INCLUSIVE?

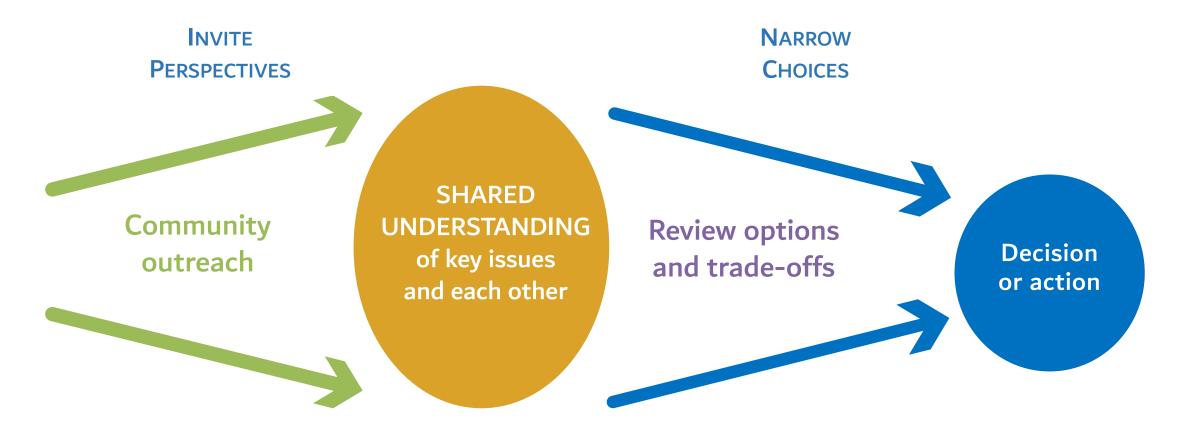
2. Is it adequately INFORMED?

3. Is it building a SUSTAINED RELATIONSHIP?

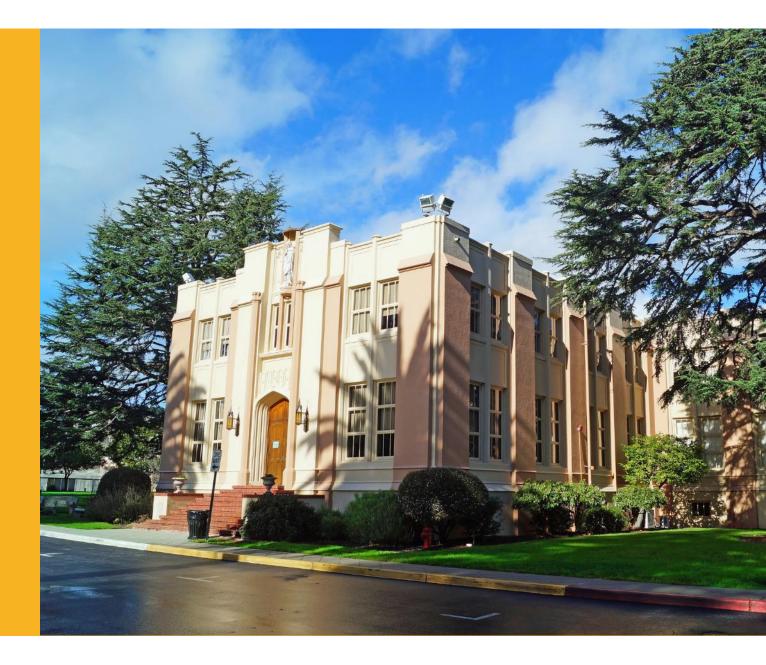
CommonKnowledgePlus

Where do conversations about housing take place?

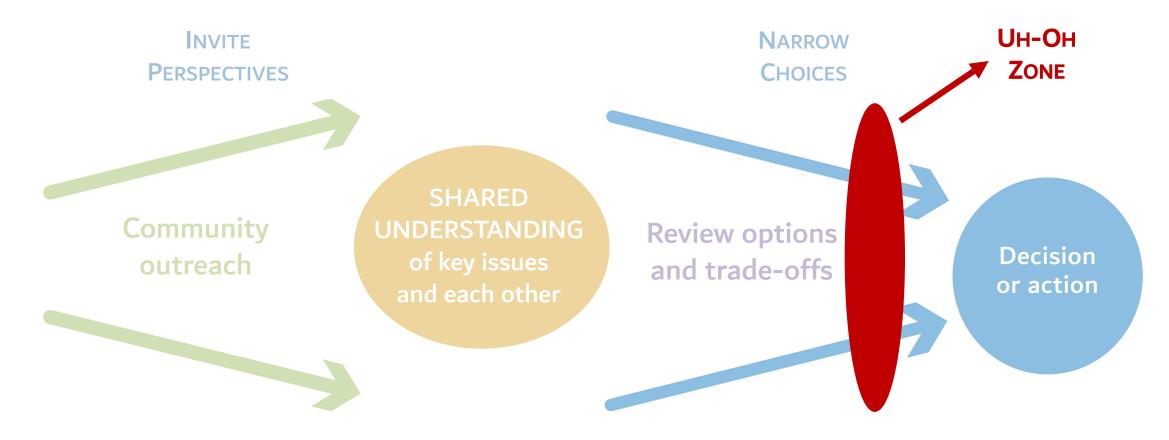
How we think about "a conversation"



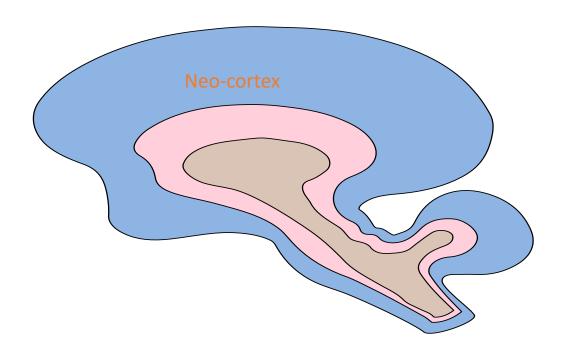
Belmont Case Study Mayor Charles Stone

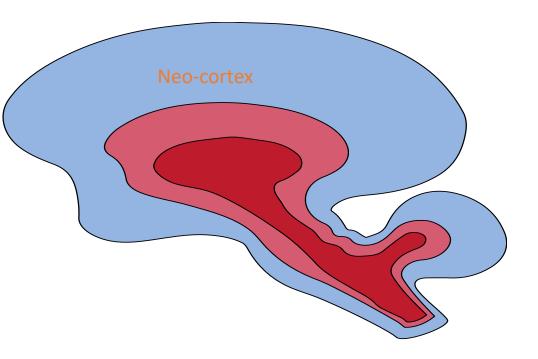


The risks of limited participation



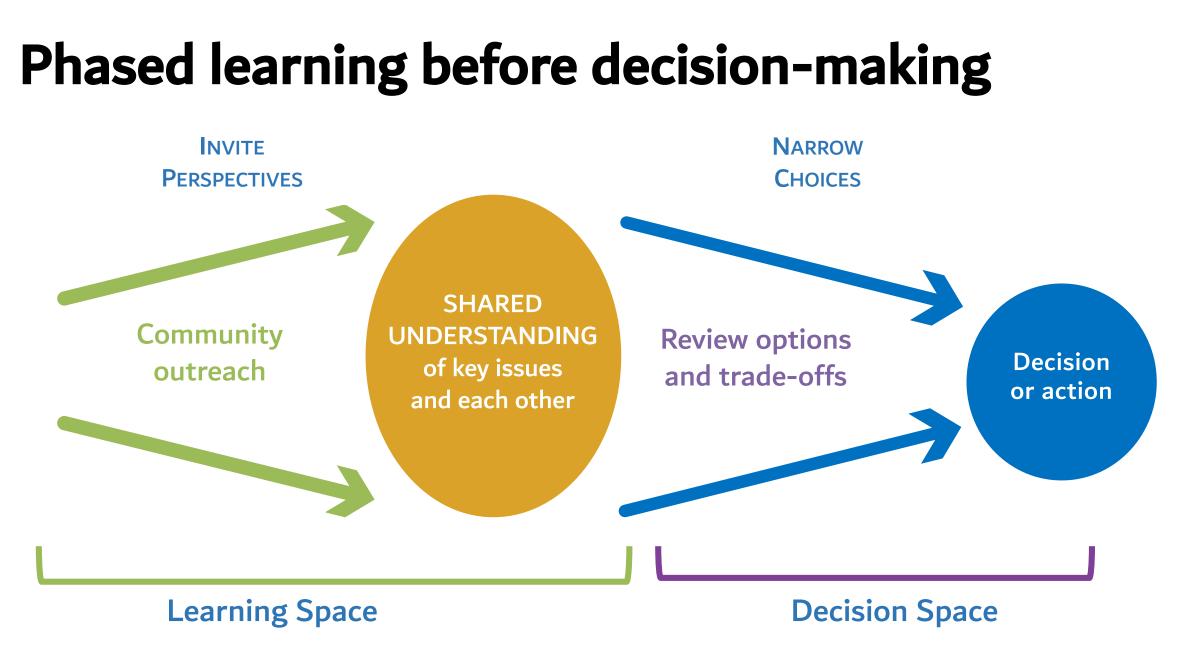
Create the conditions for learning





Calm: Ready to listen, learn and participate

Flooded: Anger or fear, fight or flight



Common Knowledge Plus

Phased engagement

Phase	Broaden who participates	Develop shared understanding of the situation	Jointly explore options and trade-offs	Council votes on specific policies
Sample Tactics	Introductory "quick 1 on 1's" for mutual learning	Dialogues that explore current conditions	Deliberation about specific policy options	Bring broad public perspectives into the hearing room

Community engagement strategy framework

OVERALL PROJECT STRATEGY

What is your housing goal and how can community engagement help?

productive? INFORMATION DESIGN AND COMMUNICATION CHANNELS How are you inviting and informing	FRAMING THE ENGAGEMENT	BROADENING COMMUNITY PARTICIPATION
COMMUNICATION CHANNELS AND FACILITATION How are you inviting and informing How can the community develop	What conversation will be most productive?	Who would you like to engage?

How will you integrate and share what you have learned?

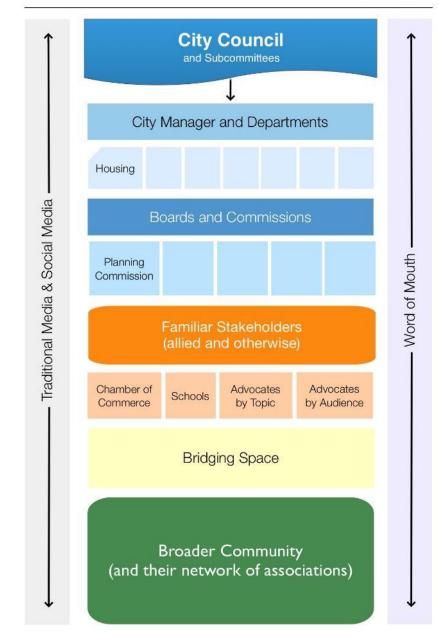
Community Engagement: Helpful input from a helpful public





CommonKnowledgePlus

The Civic Landscape



Where have you been on this map?

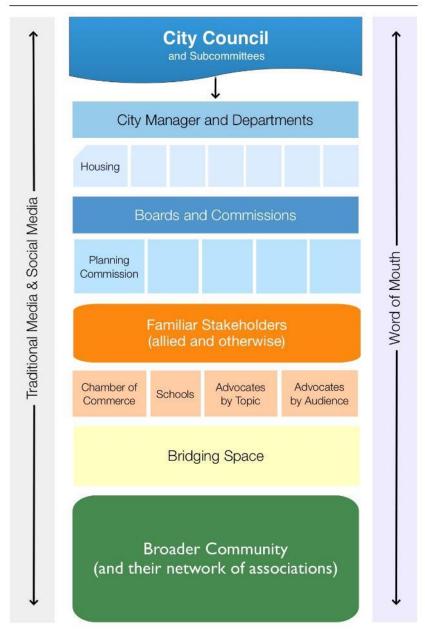
- Each of us has taken a different journey through the civic landscape
- Where we are now may be quite different from where we started

With a partner...

- Take turns sharing where you have been on this map
- Where on the map have you spent the most time?
- How has this informed your worldview?

Take turns sharing





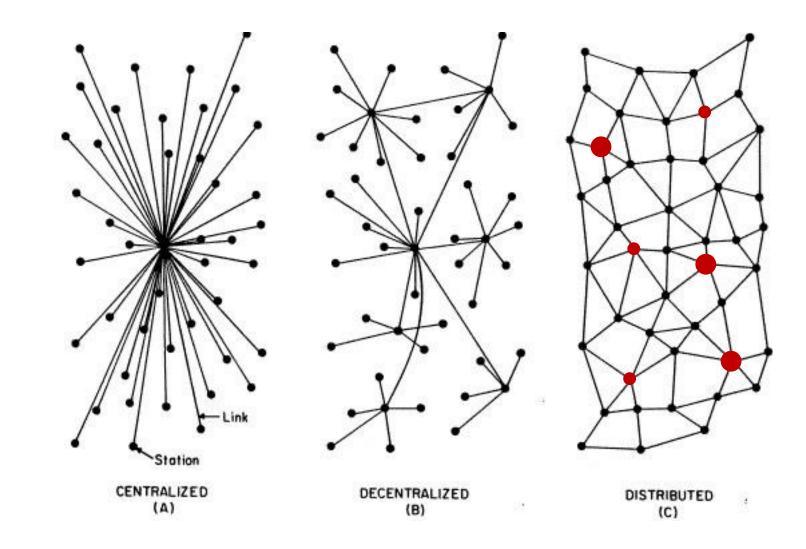
A community perspective

- Harder to generalize
- Unique to each individual within a community
- Includes a vast array of networks and connections



In person as well as digital networks

Informal as well as formal

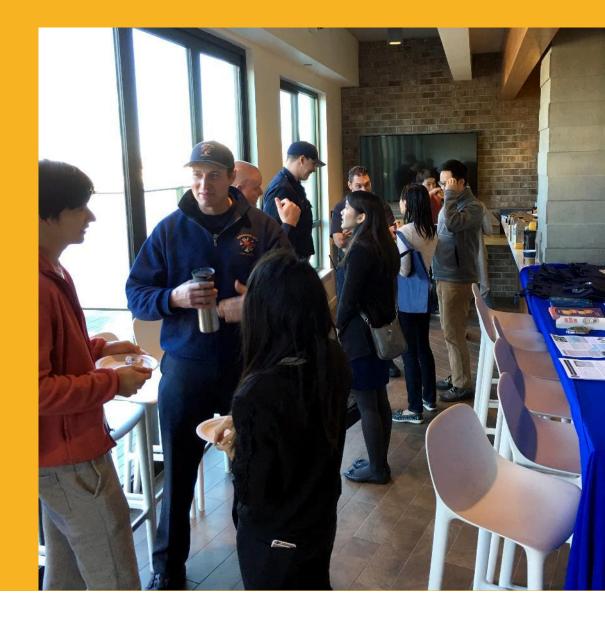


How are cities broadening participation locally?



Welcoming residents in Redwood City

- Engaged more than 450 new RWC residents
- Creating relationships and identifying leaders





Listening to resident questions

- Heard community concern around the reconstruction of Hallmark House Apartments
- Highest viewed city blog article



Neighborhood listening in Half Moon Bay

- Conducted a series of community listening sessions
- Offered a new way for community members to contribute and city staff to listen

<text><text><image/><section-header><section-header><section-header><section-header><section-header><section-header><text><text><text><text><list-item></list-item></text></text></text></text></section-header></section-header></section-header></section-header></section-header></section-header></text></text>	Plan Ha	alf Moon Bay
<image/> <image/> <section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header>		Bav
<image/> <section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header>	Stranger	www.planhmb.org
<section-header><section-header><section-header><section-header><section-header><section-header><section-header><text><text><text><text><list-item></list-item></text></text></text></text></section-header></section-header></section-header></section-header></section-header></section-header></section-header>	Section 10	Contraction of the second s
<section-header><section-header><section-header><section-header><section-header><section-header><section-header><text><text><text><text><list-item></list-item></text></text></text></text></section-header></section-header></section-header></section-header></section-header></section-header></section-header>		
<section-header><section-header><section-header><section-header><section-header><section-header><section-header><text><text><text><text><list-item></list-item></text></text></text></text></section-header></section-header></section-header></section-header></section-header></section-header></section-header>		
Status Status Status Status Status Status Status Market		MEETING LOCATION
 Isaludos a todos los Vecinos del Arleta Park Neighbors! What: The City of Half Moon Bay invites you to join your neighbors to talk about Arleta Park and privide input regarding four key "Building Block" topics of updates: Conservation & Open Space Climate Action Plan & Healthy Community Land Use Children welcome, refreshments provide ~ Where: Northeast corner of Spruce Street and Railroad Avenue on the grass (indicate by red star in above map) When: Monday, June 8, 2015 5:30 – 7:30 PM Open house – Drop in when you can. Learn more at PlanHMB.org! thewse planhamb.org tog et updates on upcoming ormunity Development: Department: 726-8270 		and the second s
Arleta Park! neighpors to talk about Arleta Park and provide imput regarding four key "Building Block" topics of updates: Arleta Park! • Conservation & Open Space • Conservation & Open Space • Climate Action Plan & Healthy Community • Land Use • Children welcome, refreshments provided ~ • Diante Action Plan & Healthy Community • Land Use • El Plan de Acción Climática & Una Comunidad Saludable • Children welcome, refreshments provided ~ • Niños son bienvenidos, se proporcionarán refrescos * (indicated by red star in above map) • Niños son bienvenidos, se proporcionarán refrescos * Vhene: Monday, June 8, 2015 5:30 – 7:30 PM Open house – Drop in when you can. • Dónde: Esquina noreste de Spruce Street Sigo – 7:30 PM Open house – Drop in when you can. Learn more at PlanHMB.org! it www.planhmb.org to get undates on upcoming ommunity Development: Department: 726-8270 • Arleta Park! Diade de Half Moon Bay le invita a juntarse con arises con a more stella rois sobre el mapa arriba) Donde: Sigo – 7:30 PM Diade de Program archila rois sobre el mapa arriba) Sigo – 7:30 PM Chaine de usa stay involved. Or contact the or comunique second and reas erchila rois sobre el mapa arriba) Diade ercensa ercelima rois recibir noticitas sobre Do comunique second are arecibir noticitas sobre Do comunique second are arecibir anolicitas sobre	Arleta Participation all	
Qué: Qué: Input regarding four key "Building Block" topics of the General Plan and Local Coastal Program La Giudad de Half Moon Bay le invita a Juntarse con La Giudates; • Conservation & Open Space • Arleta Park y proportionar sugeroncias sobre cutatro del Programa Costal Local: • Conservation & Open Space • Conservation & Conservation & Los Espacios Ablertos • Linad Use • Land Use • Children welcome, refreshments provided ~ • El Plan de Acción Climática & Una Comunidad Where: Northeast corner of Spruce Street and Railroad Avenue on the grass (indicated by red star in above map) • Niños son bienvenidos, se proporcionarán refrescos * Vhen: Monday, June 8, 2015 5:30 – 7:30 PM Open house – Drop in when you can. Dónde: Esquina noreste de Spruce Street y (indicato por la estrella roja sobre el mapa arriba) Learn more at PlanHMB.org! erim www.planhmb.org to get undates on upcoming ommunity Development: Department: 726-8270 IAprenda más en PlanHMB.org! rist www.planhmb.org to get undates on upcoming community Development: Department: 726-8270	What: What:	iSaludos a todos los Vosia
 the General Plan and Local Coastal Program Canservation & Open Space Climate Action Plan & Healthy Community Transportation Land Use Children welcome, refreshments provided ~ Where: Northeast corner of Spruce Street (indicated by red star in above map) When: Monday, June 8, 2015 5:30 – 7:30 PM Open house – Drop in when you can. Learn more at PlanHMB.org! Huates on upcoming ommunity Development Department: 726-8270 Cland Use Cland Use Cland Use Cland Use Cland Use Cland Conservation & Conservation & Loss Espacios Ablertos El Plan de Acción Climática & Una Comunidad Saludable El Transporte Planificacion del Uso de Tierras Niños son bienvenidos, se proporcionarán refrescos * Dónde: Esquina noreste de Spruce Street y (indicato por la estrella roja sobre el mapa arriba) Cuándo: Lunes, 8 de junio, 2015 5:30 – 7:30 PM Open house – Drop in when you can. Learn more at PlanHMB.org! Marce and ways to sisy involved. Or contact the ormunuty Development: Department: 726-8270 	neighbors to talk Moon Bay invites you to init	
Updates: Siss vectors para un discurso sobre el ivecindario de areas esenciales de la Actualización del Plan Genceutario e areas esenciales de areas esenciales esenciales e areas esenciales de areas esenciales de areas esenciales de areas esenciales de areas esenciales esenciale	input regarding four key "Build"	a I so Childred a second
 Lonservation & Open Space Climate Action Plan & Healthy Community Transportation Land Use arcas eserciales de la Actualización del Plan Genceira La Conservación & Los Espacios Ablertos La Conservación & Los Espacios Ablertos El Plan de Acción Climática & Una Comunidad El Transporte Planificacion del Uso de Tierras Niños son bienvenidos, se proporcionarán refrescos * Niños son bienvenidos, se proporcionarán refrescos * Dónde: Esquina noreste de Spruce Street refrescos * Dónde: Esquina noreste de Spruce Street (indicated by red star in above map) When: Monday, June 8, 2015 5:30 - 7:30 PM Open house - Drop in when you can. Learn more at PlanHMB.org! sit www.planhmb.org to stay involved. Or contact the ommunity Development Department: 726-8270 Lardino de Uso de Tierras Niños son bienvenidos, se proporcionarán refrescos * Dónde: Esquina noreste de Spruce Street y (indicato por la estrella roja sobre el mapa arriba) Cuándo: Lunes, 8 de junio, 2015 5:30 - 7:30 PM Puertas Ablertas - Venga cuando pueda. IAprenda más en PlanHMB.org! próximos eventos y manerat para seguir particibar olicitas sobre 0 comunique com de la strellar rolas sobre 	Updates: Updates:	SUS Vering
 Climate Action Plan Space Climate Action Plan & Healthy Community Transportation Land Use Vel Programa Costal Local: La Conservación & Los Espacios Ablertos El Plan de Acctin Climática & Una Comunidad El Plan de Acctino Los Septicos Ablertos Viñes son bienvenidos, se proporcionarán referescos * Dónde: Esquina noreste de Spruce Street y Railroad Avenue en el césped (indicado por la estrella roja sobre el mapa arriba) Cuándo: Lunes, 8 de junio, 2015 S:30 - 7:30 PM Puertas Ablertas - Venga cuando pueda. IAprenda más en PlanHMB.org I próximos eventos y maneras para seguir participar os los reis o comuniques com de los partes para seguir participar os los reis o comuniques com de los partes a seguir participar os los reis o comuniques com de los partes a seguir participar os los reis co comuniques com de los partes a para seguir participar os lo	Conservation	areas esonaisi
 Land Use El Plan de Acción Climática & Una Comunidad El Plan de Acción Climática & Una Comunidad El Plan de Acción Climática & Una Comunidad El Transporte Planificacion del Uso de Tierras I Transporte Planificacion del Uso de Tierras Niños son bienvenidos, se proporcionarán refrescos * Dónde: Esquina noreste de Spruce Street vertes and Nation & 2015 5:30 – 7:30 PM Open house – Drop in when you can. Learn more at PlanHMB.org! Mentes da versue and ways to stay involved. Or contact the ommunity Development Department: 726-8270 El Plan de Acción Climática & Una Comunidad El Plan de Acción Climática & Una Comunidad Balande Acción Climática & Una Comunidad Fil Transporte Planificacion del Uso de Tierras Niños son bienvenidos, se proporcionarán refrescos * Dónde: Esquina noreste de Spruce Street y (indicado por la estrella roja sobre el mapa arriba) Cuándo: Lunes, 8 de junio, 2015 5:30 – 7:30 PM Puertas Abiertas – Venga cuando pueda. IAprenda más en PlanHMB.org! Visite www.planhmb.org to stay involved. Or contact the próximos eventos y manerat para seguir participar oscibar oblicas bobre 	Climate Action Plan & Healthur of	y del Programo a
 * Children welcome, refreshments provided ~ Where: Northeast corner of Spruce Street and Railroad Avenue on the grass (indicated by red star in above map) When: Monday, June 8, 2015 5:30 – 7:30 PM Open house – Drop in when you can. Learn more at PlanHMB.org! if www.planhmb.arg to get undates on upcoming ommunity Development Department: 726-8270 All Children Welcome, refreshments provided ~ Plantificacion del Uso de Tierras refrescos * Plantificacion del Uso de Tierras Niños son bienvenidos, se proporcionarán refrescos * Dónde: Esquina noreste de Spruce Street y (indicado por la estrella roja sobre el mapa arriba) 5:30 – 7:30 PM Puertas Abiertas – Venga cuando pueda. IAprenda más en PlanHMB.org! próximos eventos y maneras para secibir noticias sobre 	Land Use	La Conservación & Los Ferraria
 Where: Northeast corner of Spruce Street and Railroad Avenue on the grass (indicated by red star in above map) When: Monday, June 8, 2015 5:30 – 7:30 PM Open house – Drop in when you can. Learn more at PlanHMB.org! if www.planhmb.org to get undates on upcoming ommunity Development Department: 726-8270 Plantficacion del Uso de Tierras Niños son bienvenidos, se proporcionarán refrescos * Niños son bienvenidos, se proporcionarán refrescos * Dónde: Esquina noreste de Spruce Street y (indicado por la estrella roja sobre el mapa arriba) Cuándo: Lunes, 8 de junio, 2015 5:30 – 7:30 PM Puertas Ablertas – Venga cuando pueda. IAprenda más en PlanHMB.org! Próximos eventos y maneras para secibir noticias sobre o comuniques cor n d parter a seguir participara 		Saludable
winere: Northeast corner of Spruce Street and Railroad Avenue on the grass (indicated by red star in above map) * Niños son bienvenidos, se proporcionarán refrescos * Vhen: Monday, June 8, 2015 5:30 – 7:30 PM Open house – Drop in when you can. Dónde: Esquina noreste de Spruce Street y Railroad Avenue en el césped (indicato por la estrella roja sobre el mapa arriba) Learn more at PlanHMB.org! sit www.planhmb.org to get undates on upcoming ommunity Development Department: 726-8270 Dónde: Suguina noreste de Spruce Street y Railroad Avenue en el césped (indicato por la estrella roja sobre el mapa arriba)	Children welcome, refreshments	
 And Railroad Avenue on the grass * Niños son bienvenidos, se proporcionarán refrescos * Dónde: Esquina noreste de Spruce Street y Conductor de la strella roja sobre el mapa arriba) Dónde: Esquina noreste de Spruce Street y Railroad Avenue en el césped (indicato por la estrella roja sobre el mapa arriba) Cuándo: Lunes, 8 de junio, 2015 S:30 - 7:30 PM Open house - Drop in when you can. Learn more at PlanHMB.org! Miños son upcoming ommunity Development Department: 726-8270 Arrenda más en PlanHMB.org! Comuniquese con el astre a seguir participanto inoticias sobre Comuniquese con el astre a seguir participanto 	Where, No.	Planificacion del Liso de Te
When: Monday, June 8, 2015 Dónde: Esquina noreste de Spruce Street y S:30 - 7:30 PM Dónde: Lesquina noreste de Spruce Street y Open house - Drop in when you can. Cuándo: Lunes, 8 de junio, 2015 Learn more at PlanHMB.org! S:30 - 7:30 PM sit www.planhmb.arg to get undates on upcoming ommunity Development Department: 726-8270 IAprenda más en PlanHMB.org! I Aprenda más er chiar a recibir noticias sobre Visite www.planhmb.org in rocicias sobre	and Railroad	* Niñor
When: Monday, June 8, 2015 Dónde: Esquina noreste de Spruce Street y S:30 - 7:30 PM Gpen house - Drop in when you can. Learn more at PlanHMB.org1 Cuándo: Lunes, 8 de junio, 2015 sit www.planhmb.arg to get updates on upcoming ommunity Development Department: 726-8270 Puertas Ablertas - Venga cuando pueda.	(indicated by red at on the grass	son bienvenidos, se proporcionará-
When: Monday, June 8, 2015 Si30 – 7:30 PM Si30 – 7:30 PM Gene house – Drop in when you can. Learn more at PlanHMB.org! Cuándo: Lunes, 8 de junio, 2015 sit www.planhmb.arg to get undates on upcoming ommunity Development Department: 726-8270 IAprenda más en PlanHMB.org!	and above man)	Dónde, c
Open house – Drop in when you can. Cuándo: Lunes, 8 de junio, 2015 Learn more at PlanHMB.org! 5:30 – 7:30 PM www.planhmb.org to get updates on upcoming ommunity Development: Department: 726-8270 iAprenda más en PlanHMB.org!	Vhen: Monday, June 8, 2017	Railroad Auge
Cuándo: Luns 8 de junio, 2015 5:30 – 7:30 PM Puertas Abiertas – Venga cuando pueda. IAprenda más en PlanHMB.org 1 int www.planhmb.org to get undates on uncoming ommunity Development: Department: 726-8270	5:30 - 7:30 PM	(indicado por la cate y
Learn more at PlanHMB.org! sit www.planhmb.arg to get updates on upcoming ommunity Development Department: 726-8270	Open house - Drop in when we	
Learn more at PlanHMB.org! sit www.planhmb.org to get undates on upcoming ommunity Development Department: 726-8270 IAprenda más en PlanHMB.org! Próximos eventos y maneras para recibir noticias sobre o comuniquese com el a devento para seguir participarto	you can.	
verins and ways to stay involved. Or contact the ommunity Development Department: 726-8270 Visite www.planhmb.org para recibir noticias sobre O comuniquest con a log of the sobre of the s	Learn man	Pilettas and
verins and ways to stay involved. Or contact the ommunity Development Department: 726-8270 Visite www.planhmb.org para recibir noticias sobre O comuniques con un coming	sit www.planhmb.org to	Acreas Abiertas – Venga cuando pueda
próximos eventos y maneras para recibir noticias sobre O comuniquese con a la comunicación de comuniquese con a la comunicación de comuniquese con a la comunicación de comuni		Visite und sen Planking
	Development Department: 726 part	próximos eventos y macono
Communitarios: 725-8270		
		Communitarios: 725-8270







April ALCOVIER RIGHT OF WAY ACCESS TO HIGH SCHOOL PATH ACQUIRE AND ACCESS TO HIGH SCHOOL FOR SCHOOL PATH ACQUIRE AND ACCESS TO HIGH SCHOOL FOR SCHOOL PATH ACQUIRE RIGHT OF WAY ACCESS TO HIGH SCHOOL PATH ACQUIRE AND ACCESS TO HIGH SCHOOL FOR SCHOOL PATH ACQUIRE AND ACCESS TO HIGH SCHOOL FOR SCHOOL PATH ACQUIRE AND ACCESS TO HIGH SCHOOL FOR SCHOOL PATH ACQUIRE AND ACCESS TO HIGH SCHOOL FOR SCHOOL PATH ACQUIRE AND ACCESS TO HIGH SCHOOL FOR SCHOOL PATH ACQUIRE AND ACCESS TO HIGH SCHOOL FOR SCHOOL PATH ACQUIRE AND ACCESS TO HIGH SCHOOL FOR SCHOOL PATH ACQUIRE AND ACCESS TO HIGH SCHOOL FOR SCHOOL PATH ACQUIRE AND ACCESS TO HIGH SCHOOL FOR SCHOOL PATH ACQUIRE AND ACCESS TO HIGH SCHOOL FOR SCHOOL FOR SCHOOL PATH ACQUIRE AND ACCESS TO HIGH SCHOOL FOR SCHOOL FOR SCHOOL FOR SCHOOL PATH ACQUIRE AND ACCESS TO HIGH SCHOOL FOR SCHOOL

Benefits to listening

- Reached 400 new people
- Community appreciative
- Planners liked the process too



Community Engagement Framework

Framing the Engagement

Broadening Community Participation

Information Design and Communication Channels

Conversation Design and Facilitation

CommonKnowledgePlus

What have you tried to broaden community participation?

- What worked? What didn't?
- What did you learn?

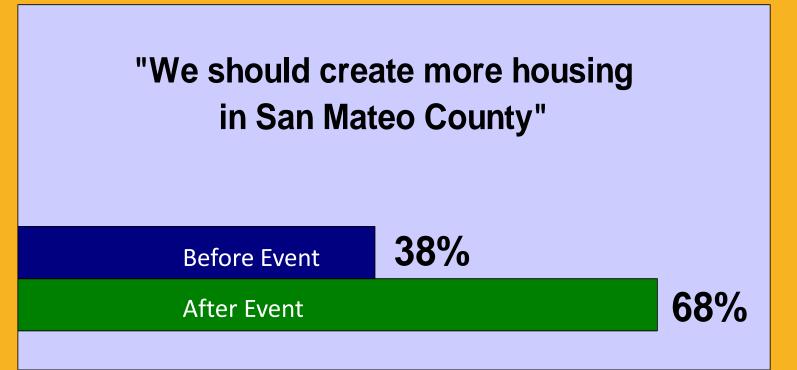
From engagement to housing solutions

- Extensive evidence that engagement expands learning
- Expanding the learning space affects the decision space
- Community momentum supports greater political will



Opinions can shift

- Past engagement
 efforts in SMC are
 encouraging
- Interest in housing is even greater now than it was in 2008





Moving from community momentum to political will

- Higher level of public discourse
- New participants in the public process
- Decision makers hear a broader conversation
- Home for All documents and supports



Please share your feedback and your stories

Moving forward together



CommonKnowledgePlus



Home for All Learning Network

Next Session: November 30th

- Information sharing by cities
- Messaging on Housing
- Preview of February Learning Network



