



CLOSING THE
JOBS/HOUSING GAP
TASK FORCE

May 26, 2016

Welcome

Supervisor Horsley



Meeting Goals

- Discuss the goals for an **education and engagement plan** about the jobs-housing gap
- Report on the formation of Task Force sub-committees
- Continue to develop the Task Force Action Plan by focusing on outreach, education and engagement

PROCESS MAP



SEPT - OCT 2015

- Convene Task Force
- Identify the issues
- Frame the focus areas



DEC 2015 - FEB 2016

- Prioritize the focus areas
- Conduct study sessions
- Learn about the challenges and best practices of each focus area



MARCH - MAY 2016

- Convene working sessions to evaluate options
- Conduct and review public input
- Draft menu of options



MAY 2016

- Draft communication and coalition building strategy for each focus area



JUNE 2016

- Finalize menu of options
- Adopt communication and coalition building strategy
- Commit to individual action



Action Plan Update

Peggy Jensen, County of San Mateo

Action Plan Next Steps

- **Housing Revenue Ballot Measure**
 - Research conducted on housing related ballot measures from San Francisco, Alameda, and Santa Clara counties
- **Task Force Subcommittee Meetings**
 - Toolkit and Website Subcommittee – meeting week of June 6th
 - Branding and Messaging Subcommittee – second meeting this week
 - Action Plan Subcommittee – meeting week of May 31st

Task Force Branding & Messaging Platforms

Rae Quigley, Circlepoint



Working Session: Community Education and Engagement Campaign

Pat Brown and Peggy Jensen

Community Engagement and Education Activities

- Joint meeting with Task Force Members and the Peninsula Clergies
- School District Surplus Land convening
- Innovation Fund Accessory Dwelling Unit study

Working Session: Community Outreach & Engagement Activities

- What are the **target audiences** you want to reach to change the make up of voices speaking about proposed housing development?
- What **activities** should be included to ensure success?
- What will make it easier for you to go back to your organization/community and promote
 - **Education** about the jobs-housing gap;
 - **Need** for funding housing; and
 - **Representative participation** in decision making settings?

Working Session: Community Outreach & Engagement Activities

Table Discussion Report Out

Next Steps

Peggy Jensen

Next Meeting

Supervisor Slocum

Next Meeting:

June 23, 2016

7:30 – 9:30 AM

San Mateo County Department of Housing

264 Harbor Blvd, Building A, Belmont