## CLOSING THE JOBS/HOUSING GAP TASK FORCE

May 26, 2016

### Welcome

### **Supervisor Horsley**



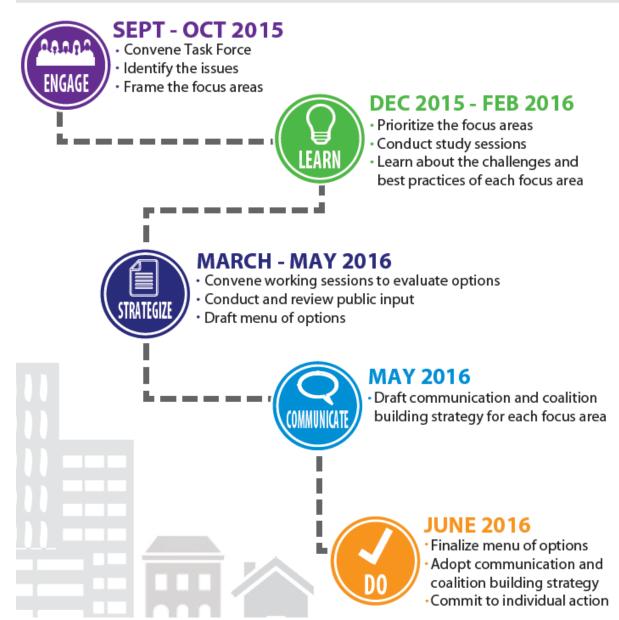
### **Meeting Goals**

- 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











### **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 6<sup>th</sup>
  - 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

