



ACCELERATING HOUSING PRODUCTION



# Planning Commissioner Training

## Community Engagement



ACCELERATING HOUSING PRODUCTION | TECHNICAL ASSISTANCE SERVICES

SUPPORTED BY:



PROVOST &  
PRITCHARD

THEHOUSINGWORKSHOP



URBAN MATH



# WHAT DO WE MEAN BY PUBLIC ENGAGEMENT?

## Civic Engagement

Involvement in  
civic and political  
life of their  
community

## Public Information/Outreach

One-way local  
government  
communication  
to inform – may  
be no-cost

## Marketing/Advertising

Promotional  
messages  
disseminated  
across  
communication  
channels to  
inform – usually  
paid

## Public Engagement

A broad range of  
methods to  
inform *and*  
collect feedback



# WHY ENGAGE THE PUBLIC?

Better identification of the public's values, ideas and recommendations – and vision for their community

More informed residents - about issues and about local agencies

Improved local agency decision-making and actions, with better impacts and outcomes

More community buy-in and support, with less contentiousness

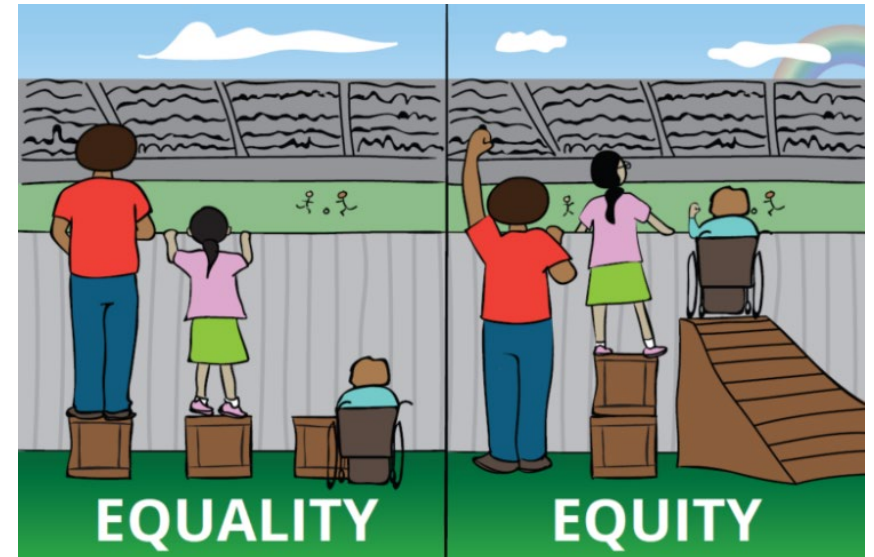
Faster project implementation with less need to revisit

More trust - in each other and in local government

In some cases, it is required

# ADVANCING EQUITY THROUGH PUBLIC ENGAGEMENT

- Equity or Equality?
- **Consider equity early/at the start of** the development of public engagement process and public policies and programs.
- **Involve** traditionally under engaged populations
- **Prevent/mitigate** adverse impacts or unintended consequences on communities of color and other vulnerable groups.





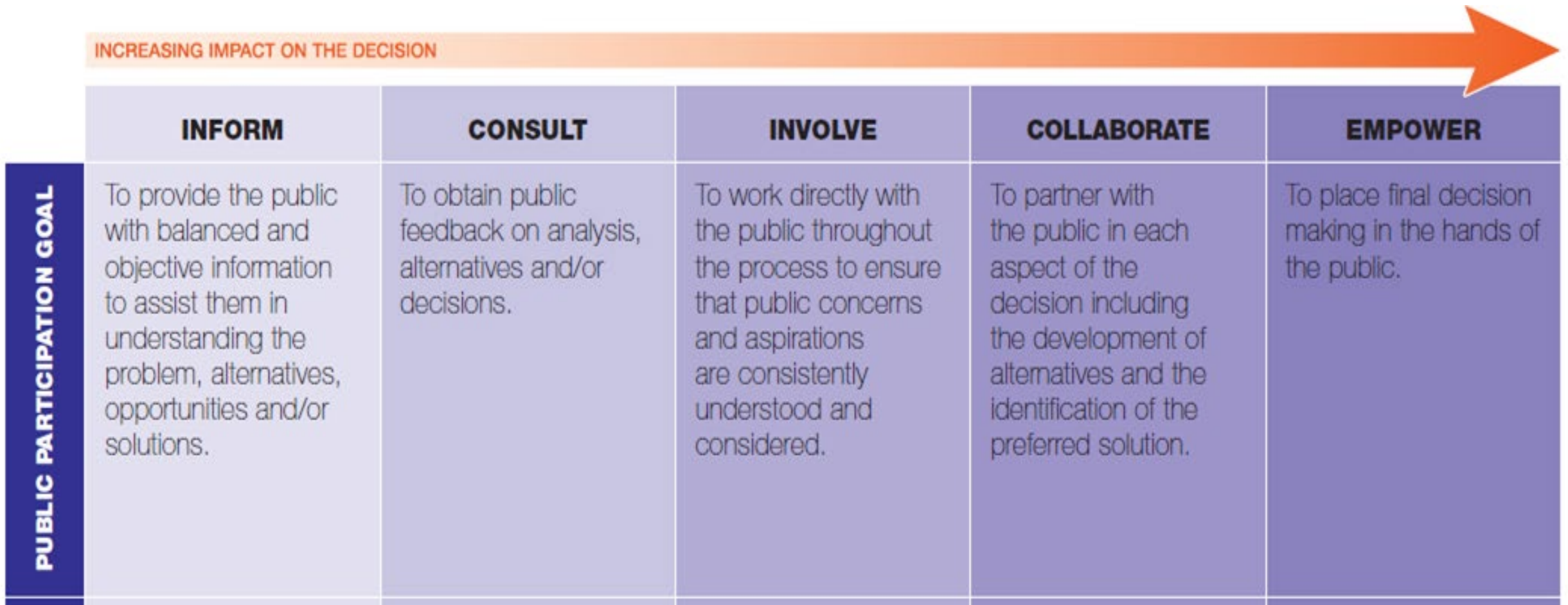
# EQUITABLE ENGAGEMENT

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- Ensure equitable engagement
  - Consider barriers and burdens each community faces.
  - Engagement must be inclusive and unique to the community.
- Ask questions!

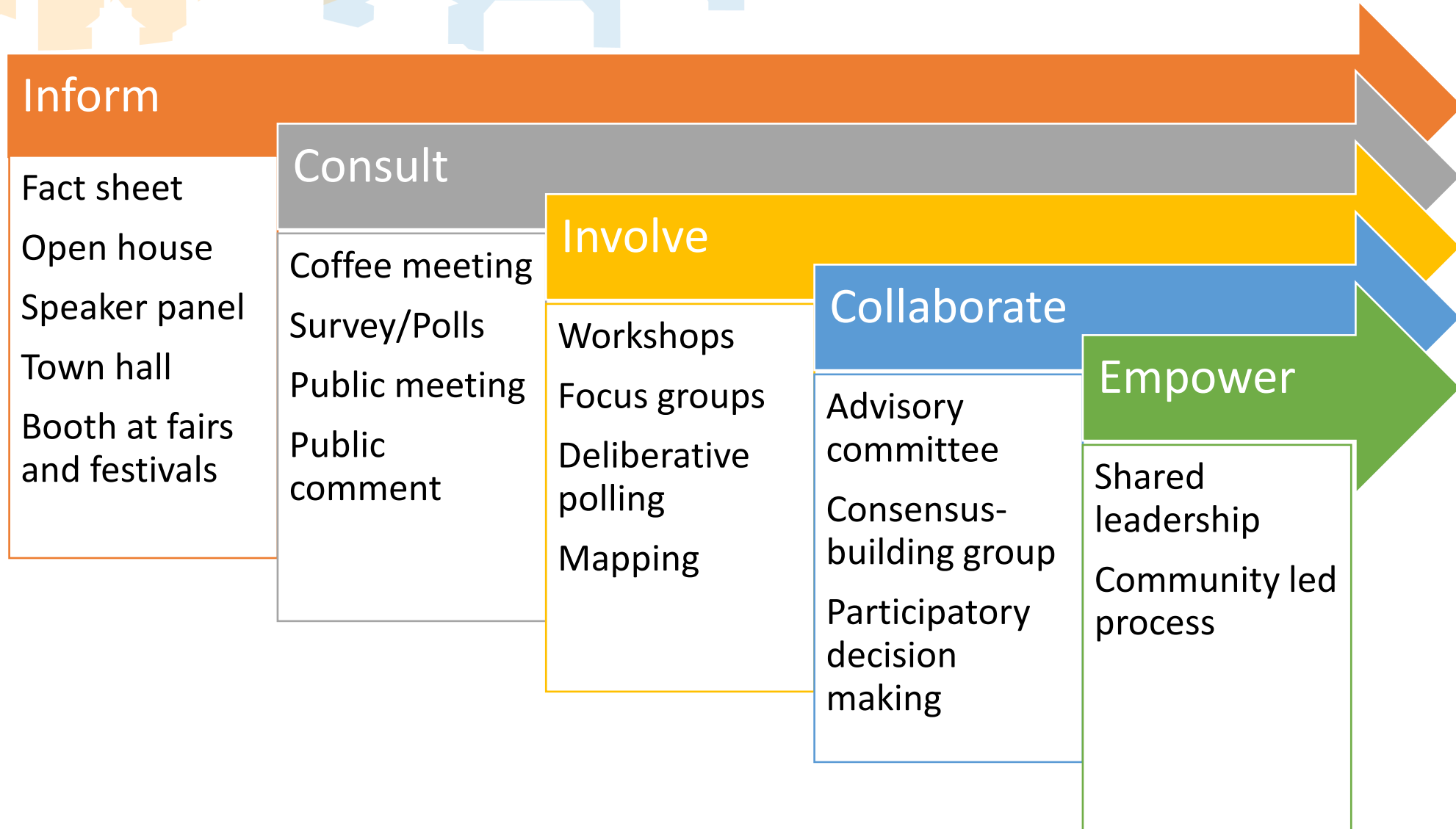


# IAP2 SPECTRUM OF PUBLIC ENGAGEMENT





# IAP2 SPECTRUM – IN PERSON OPTIONS



# IAP2 SPECTRUM – VIRTUAL OPTIONS

## Inform

Website  
Newsletter  
Blogs  
Infographics  
Visual simulations  
White board videos  
Live stream presentations

## Consult

Survey  
Poll  
Budget Challenge  
Public comment/public meeting

## Involve

Online forum  
Online workshop  
Trade off exercises  
Prioritization  
Mapping  
Ideation

## Collaborate

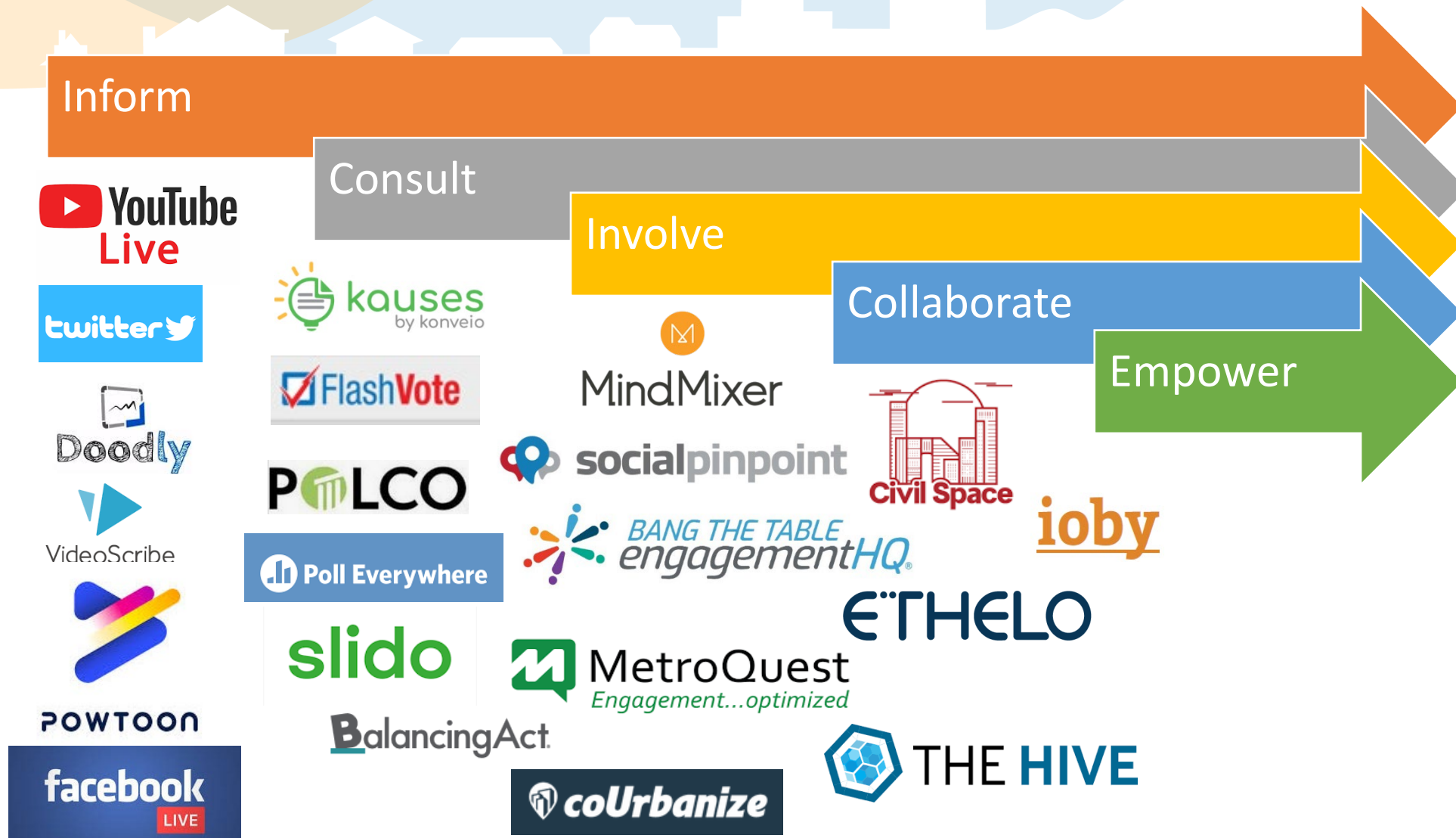
Interactive community planning platforms  
Joint data generation apps

## Empower

Shared leadership  
Community led process



# IAP2 SPECTRUM – VIRTUAL TOOLS



# TIPS TO HANDLE DIFFICULT SITUATIONS

Encourage and practice active listening.

Be respectful.

Do not respond in kind to derogatory or insulting comments.

Identify and respond to the substance of the question or comment rather than to its tone (assuming the question or comment is relevant to the topic).

As appropriate, ask the person making a challenging comment to explain their point more fully. Encourage everyone to draw connections between their comments and the policy issues at hand.

Be aware that people who do not feel heard are likely to speak loudest. Some individuals also use more direct or emotional styles of verbal and nonverbal expression than others.

To the degree that's realistic, try to avoid loaded or unclear terms.



# TIPS TO HANDLE DIFFICULT SITUATIONS

If you have a facilitator:

- Review and enforce the meeting ground rules.
- Have the meeting facilitator maintain control of the microphone (or mute function).
- Intervene if personal verbal attacks are made by one participant to another. Refer back to the ground rules and ask that such comments not be made or repeated. Ask the speaker to reframe the question or comment in a way that focuses on the policy issues at hand.
- Suggest a short break and, as appropriate, speak to an individual about his or her inappropriate language or interactions with others.
- If a “back-up” engagement process has been planned, move to it if appropriate and explain to participants what will happen next.

If some participants continue to shout, talk over others, or disrupt the meeting

- Indicate that they will be asked to leave if the disorderly behavior continues; and take that step if called for; and/or
- Conclude the meeting.



# ADDRESSING DIGITAL ENGAGEMENT CHALLENGES

Access to Internet &  
Necessary Technology

Learning Curve

Language Access/  
Translation

Making Online  
Engagement  
Interactive



# LANGUAGE ACCESS



- Nearly **44 percent** of California residents speak a language other than English at home
- **6.8 million** of these residents have limited-English proficiency.

# OUTREACH STRATEGIES



Start earlier in the  
process

Meet to learn, not  
just to decide

Define targeted  
groups

Listen – and ask  
questions!

Use culturally and  
demographically  
appropriate  
outreach materials

Account for  
translation/ASL/  
close captioning

Use focus groups to  
test messaging &  
visuals

Budget for  
traditional, digital,  
cultural and ethnic  
media outreach

# MESSAGING CHECK LIST



**Get to Know Your Audience**



**Limit Jargon and Acronyms**



**Minimize Content on Your Slides**



**Communicate Using the Least Possible Material**



**Paint a Verbal Picture**



**Choose the "One Thing" They Should Understand**



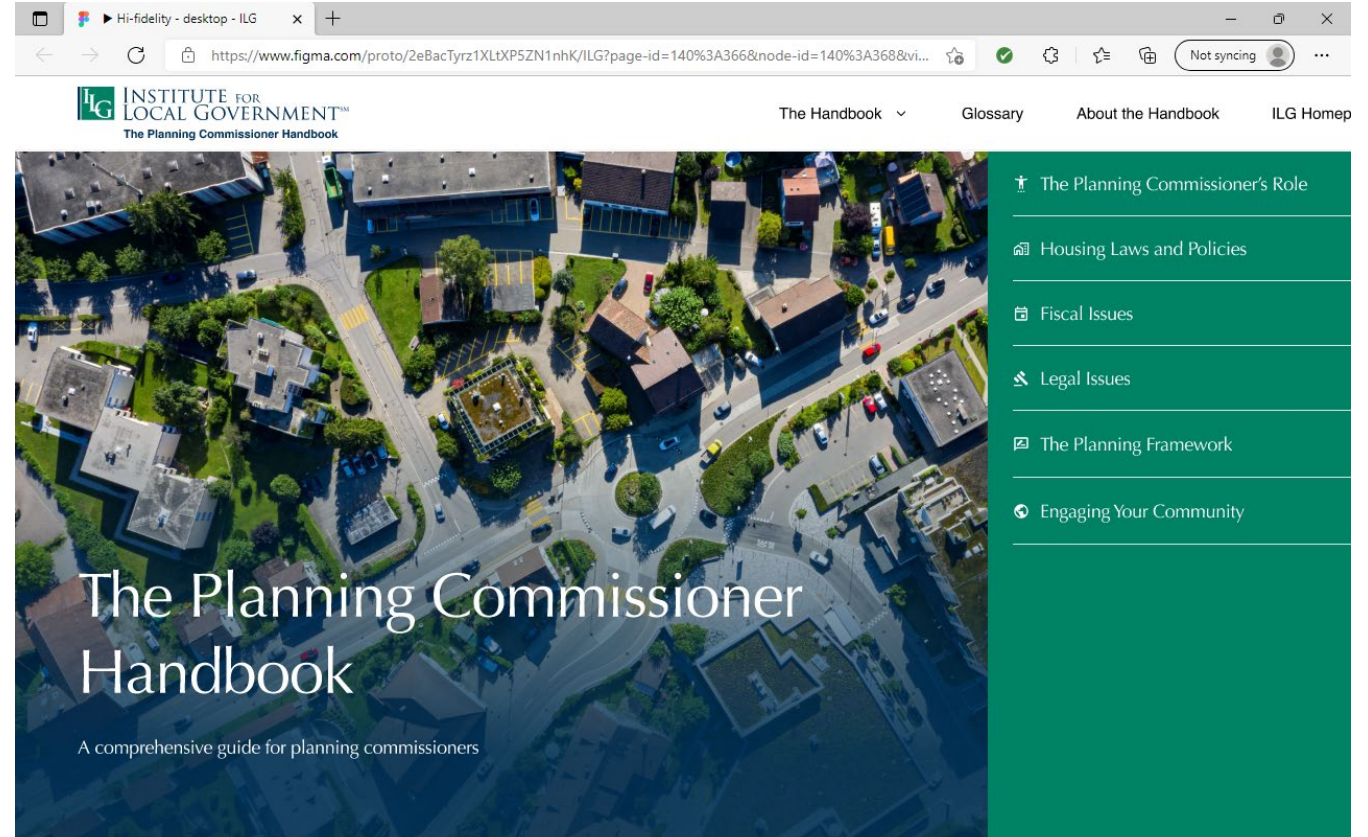
# RECOGNIZE THESE TERMS?

## Frequently misunderstood terms ...

- Eminent Domain
- Enterprise Zones
- Impact Fees
- Infrastructure
- Revenue Bond
- Tax Abatement
- Tax Deferral
- Tax Increment Financing
- Value Added
- Bond
- Capital Expenditure
- Mitigation
- Redevelopment
- Complete Streets
- Density
- Easement
- Greenfield
- Brownfield
- Community Development
- Housing Element
- EIR
- CEQA
- NEPA
- Public Comment
- General Plan
- Climate Action Plan
- Business Improvement District
- CDBG
- Economic Development
- Zoning
- Land Use
- Abatement
- ADU
- Adaptive Reuse
- Affordable Housing
- Community Benefits
- Vehicle Miles Traveled
- Highest and Best Use
- Infill development
- Joint Use Agreement or Joint Powers Agreement
- Mixed-Use
- Municipal
- Negative Declaration
- Notice of Declaration or Preparation
- Ordinance
- Referendum
- Regional Transportation Plan
- Responsible Agency vs. Lead Agency
- Riparian Lands
- Smart Growth
- Specific Plan
- Transit Oriented Development
- Sustainability

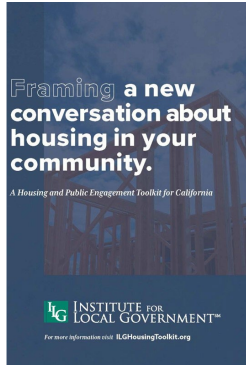
# PLANNING COMMISSIONER HANDBOOK

- New digital toolkit for planning commissioners
- Updated content on:
  - CEQA
  - Community Engagement
  - Legal Issues
  - Housing Laws
  - Financing
  - & More!



ILGPlanningHandbook.org

# ADDITIONAL RESOURCES



**Housing and Public Engagement Toolkit:**  
[www.ILGHousingToolkit.org](http://www.ILGHousingToolkit.org)



**Housing Planning Hub Site**  
<https://experience.arcgis.com/experience/b52bcd2cd9734f02b1c0502bbbe5028d/>



**Statewide Housing Plan**  
<https://statewide-housing-plan-cahcd.hub.arcgis.com/>



**Housing Element Video**  
<https://hcd.wistia.com/medias/9mr2gli886>

# ADDITIONAL RESOURCES

- California Office of Planning and Research (OPR)
  - <https://opr.ca.gov/planning/general-plan/guidelines.html>
- California Environmental Quality Act (CEQA)
  - <https://opr.ca.gov/ceqa/>
- Environmental Court Decisions
  - <https://ceqaportal.org/>
- California Legislative Information Code Search (laws)
  - <http://leginfo.legislature.ca.gov/faces/codes.xhtml>
- League of California Cities
  - [www.cacities.org/](http://www.cacities.org/)
  - Planning and Community Development Department  
[www.cacities.org/Member-Engagement/Professional-Departments/Planning-Community-Development](http://www.cacities.org/Member-Engagement/Professional-Departments/Planning-Community-Development)
- CalEnviroScreen
  - <https://oehha.ca.gov/calenvirosc>
- Housing and Community Development (HCD)
  - [www.hcd.ca.gov/](http://www.hcd.ca.gov/)
- State Department of Finance (DOF)
  - [www.dof.ca.gov/Forecasting/Demographics/](http://www.dof.ca.gov/Forecasting/Demographics/)
- CEQAnet
  - <https://ceqanet.opr.ca.gov/>

A stylized illustration of a city skyline at the top of the slide. It features white silhouettes of various buildings and houses. On the left, a white wind turbine is visible against an orange background. A large, light brown sun is partially visible behind the buildings. The sky transitions from orange on the left to light blue on the right, where a dark blue cloud is also present.

**Thank you  
for joining us!**