

# Technical Assistance Workshop: Public Engagement for Housing Elements During COVID

*September 1, 2020*



# Webinar Objectives

Understand the community engagement requirements for housing elements

Learn strategies and techniques to conduct community engagement in a virtual environment



# Today's Agenda

Welcome & Overview

Setting the Stage: Why is this Important?

Housing Element Public Engagement Requirements

Virtual Engagement Tips and Strategies

Local Examples

- City of Chula Vista
- Placer County
- City of Elk Grove

Q&A

Wrap Up & Additional Resources

# Today's Presenters



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# How to Ask a Question During the Webinar

- All webinar participants will be on MUTE during the entire call.
- Please TYPE any questions into the question box at any time during the webinar.
- The moderator will read your questions during the question period at the end of the webinar.



# Instant Polling

## Please Participate

- 1 open smartphone browser
- 2 go to **sift.ly**
- 3 enter participant code **B5WF**



# Setting the stage: Why is this important?

Housing Element Deadlines

COVID-19 Pandemic and community participation

Statutory Requirements



# Why is Public Engagement Important?

Building support for housing

Shared community values

Giving a voice

Statutory requirements



# Coming Soon!! HCD Guide on Participation for Housing Elements

- Detailed guide (4-5 pages) with a checklist



# Housing Element Statutory Requirements

- Government Code 65583(c)(7) requires: "The local government shall make a **diligent effort** to achieve public participation of **all economic segments** of the community in the development of the housing element, and the program shall describe this effort."

What could this look like?



# What Could This Look Like?

## Doing outreach in a variety of formats such as...

- Surveys, phone calls, newsletters, webinars, stakeholder roundtable meetings, one-on-one interviews, videos, monthly virtual community meetings, advisory groups
- Proactively making draft and final documents available

## Engaging a variety of stakeholder groups such as...

- Advocates that can represent communities' interests
- Non-profit and for profit developers that can advise on the constraints and program section
- Local service providers to understand the housing needs
- Other local groups such as community-based organizations, neighborhood associations, civic groups, etc.

# Requisite Analysis:

*The housing element should clearly **describe efforts** to engage the community throughout the housing-element process (e.g., types of outreach, meetings).*

What could this look like?



# What could this look like?

1. Describing how and why you came up with the specific outreach strategy.
2. Describe outreach efforts. See table as an example.

Outreach Method	Target Audience	Participation	Notes
Survey via. newspaper ads in local ethnic newspapers	Different language groups	Received x amount of survey results	Survey was translated into common languages spoken in the community
Online public meetings and hearings	Local elected officials and subject-matter experts	X amount of elected officials and subject matter experts and/or community members attended	
Online citizen advisory groups	People from different neighborhoods in the community	80% attendance at each meeting	
Stakeholder interviews with x, x, x via zoom	Local advocacy groups that represent various populations	Interviewed three different advocacy groups that represent x amount of the population	
Flyers and booths at local food banks and faith-based organizations providing services	People experiencing homelessness and low-income families		

# Requisite Analysis:

*The housing element should describe who was invited to participate, which groups actually participated, general comments received, and how comments were incorporated into the housing element.*

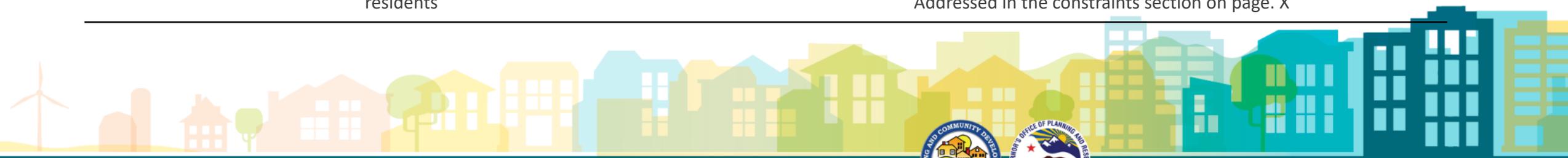
What could this look like?



# What could that look like?

- Who was invited and who participated can also be incorporated in the outreach table from the prior slide
- Comments and who they were received from

General Comment	Who?	Source	How was the comment addressed?
<b>“We need more multifamily housing”</b>	20% of the general feedback 4 different advocacy groups, 5 resident organizations, 2,000 residents, 1 service provider	From a survey we put out and stakeholder interviews	Addressed in the program section: Program 1a, 2c, 3, 4 address ways to add more multifamily housing. For example, program 1a seeks to zone more sites for multifamily housing, program 2c will study other regulatory constraints to Multifamily development, and program 4 will seek funding opportunities for this housing type.
<b>Zoning makes it difficult to develop anything other than single family homes.</b>	20% of the general feedback Non-profit builders and local residents	Ongoing citizen advisory groups and stakeholder interviews	Addressed in program x, x, and x to diversify the different housing types  Addressed in the constraints section on page. X



# Requisite Analysis:

*The housing element should describe any ongoing efforts to engage the public and stakeholders in the implementation of the housing element.*

What could this look like?



# What Could Ongoing Engagement Look Like?

Description of effort	Frequency	Audience
Annual progress reports to track implementation of the programs	Yearly	Decision-makers and the public
Housing as a standing agenda item at city council meetings	City council meetings	Local elected officials
Regional and local planning director meetings to discuss, coordinate and share best practices with other local govts.	Quarterly	Planning directors and staff
Housing Planning roundtable	Quarterly	Roundtable with local builders, developers, planners, and interested local organizations in housing planning
Citizen advisory group – maintain the citizen advisory group and meet on a quarterly basis to discuss housing planning.	Quarterly	Group of citizens that represent different neighborhoods in the jurisdiction.



# Tips to Remember

- **Outreach strategy:** Getting feedback and input for local stakeholders
- **Housing element draft(s):** Making the draft available to the public for feedback and comment
- **Stakeholder outreach:** Reaching out to key stakeholders that are representative of special groups
- **ADA and other languages:** Based on your demographics, consider language and accessibility strategies



# Is this all Public Participation?

Social Media

Town Hall

Public Meeting

Open House

Online Engagement

Advisory Committee

Informational Materials

Stakeholder Interviews

Notifications



**Public participation is any process that uses public input to solve a problem or make decisions.**



***“If you don’t intend to use their input, then don’t ask them.”***

**-Dr. Marty Rozelle, IAP2 Trainer and Core Values Award Judge**



# The Importance of Engaging the Public Early

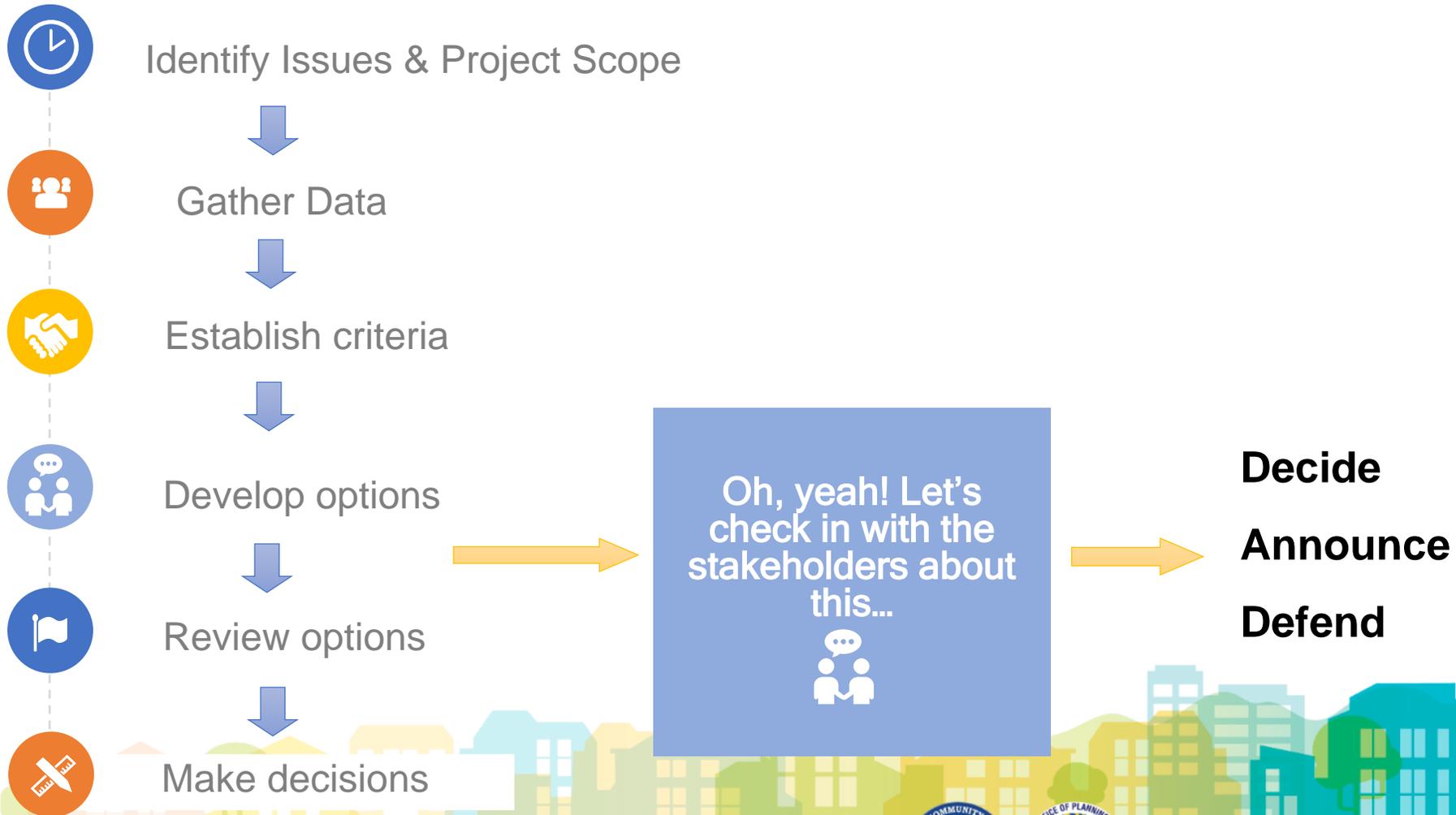
Setting the foundation for a productive dialogue



- Relationship building is not happening in the public process
- Format discourages collaboration
  - Intimidation (dias/podium)
  - Importance (us vs you)
  - 3 minutes speaking (no back and forth)
  - Could you imagine this set up when talking to your partner or spouse about something important???
- Inclination to dole out policy – we've figured out the right answer

# Generic Decision-Making Process

How things often go: Public Participation as After-Thought



# Model Decision-Making Framework

How things ideally would go



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# What is Public Participation?

## It's a process that:

- Involves the public in problem-solving or decision-making
- Uses public input to make sustainable decisions
- Reveals important information, problems and opportunities

## It isn't...

- Marketing
- Promoting
- Lobbying
- Advocating



# Public Participation vs. Public Relations

- Public participation advocates for process; public relations advocates for outcome

BUT....

- There must be some degree of messaging and branding to effectively get the word out and get people engaged

**Hey, Fort Collins!**  
How is **max** treating you?

A – Great  
B – Pretty Good  
C – Needs Improvement  
D – We haven't met yet

TEXT THE LETTER OF YOUR SELECTION TO  
**555.123.4567**

WHY ARE WE ASKING?  
Your input will help us know how the service is going and provide us with great feedback for potential improvements. Your privacy is important to us. We won't share your number. We won't use your phone number again or sell it. For more info: [ridewithfort.com](http://ridewithfort.com)

TRANSFORT  
Fort Collins  
Textizen

**DOES THIS LOOK LIKE A GOOD IDEA?**

Text YES or NO 📱

**813-344-5042**

We are seeking opinions on the Gandy Connector, an idea for an elevated, 2-lane toll road in the center of Gandy Boulevard.

- Connect Gandy Bridge and Selmon Expressway
- Divert through traffic, reducing ground-level traffic up to 35%
- Could ease hurricane evacuation
- NOT yet funded and NOT yet scheduled to be built

**How does this work?**  
Text your answer to have your response recorded. You'll get a series of 4 follow-up questions. Your privacy is important to us. We won't sell or share your number. Standard message rates apply.

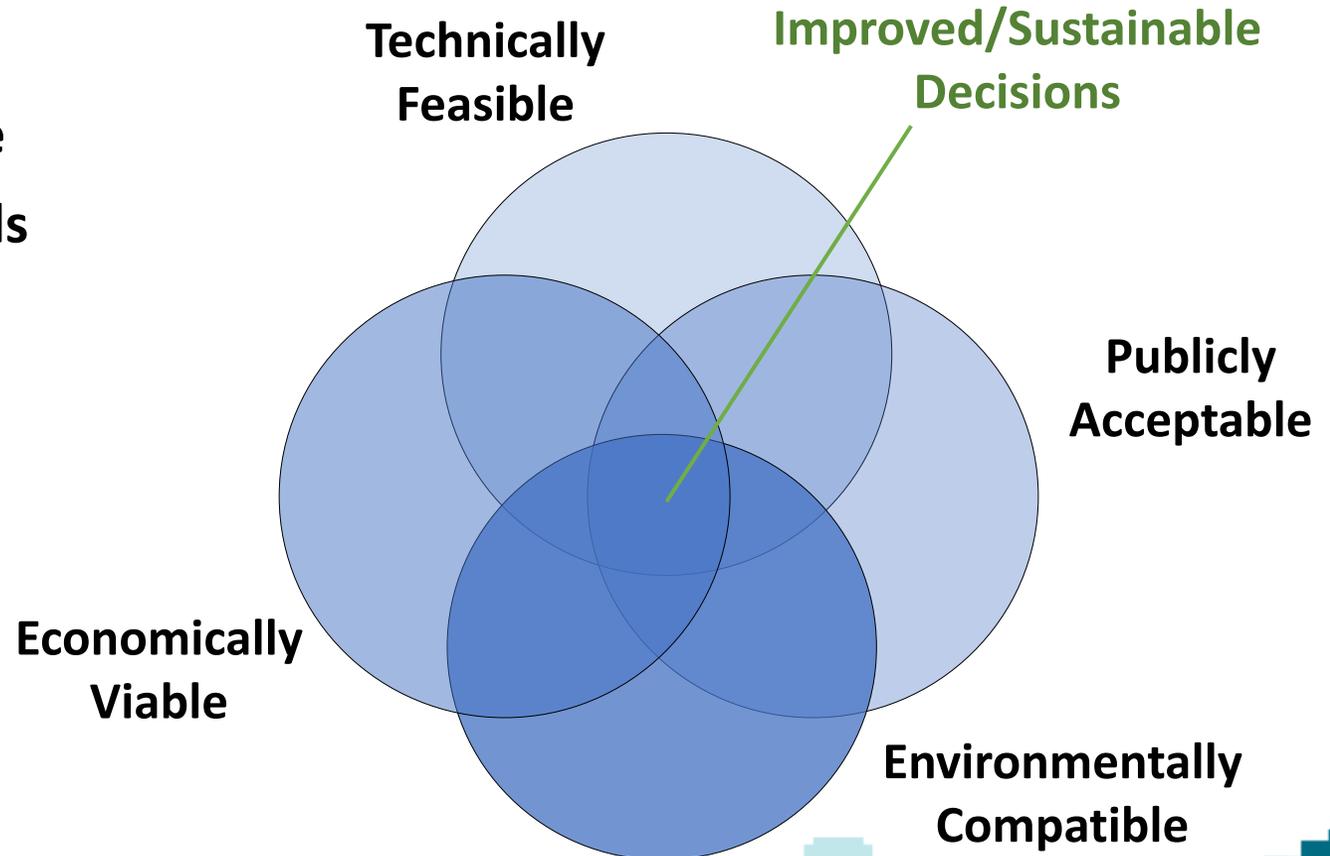
**Don't want to text? Go online or call us.**  
web [www.planningandcommunitydevelopment.com/gandy-connector](http://www.planningandcommunitydevelopment.com/gandy-connector)  
phone Contact Lisa Silva at (813) 253-3774 ext. 329

POWERED BY Textizen

Please reply by September 12, 2013

# Potential Benefits of Public Participation

- Improved decisions
- Improved information exchange
- Improved understanding of goals and constraints
- More trust in the outcome
- Reduced litigation
- Reduced costly project delays
- Increased capacity for future process
- Building relationships and trust for future efforts



# Addressing Digital Engagement Challenges

Access to  
Internet

Learning Curve

Language  
Access/  
Translation

Making Online  
Engagement  
Interactive

Access To  
Necessary  
Technology



# Digital Tools



# Choosing the “Right” Tools

## What is the purpose of your engagement?

- Education
- Qualitative/quantitative input
- Geo-based data
- Transparent dialogue
- Community generated ideas
- Trade off analysis/ prioritization
- Online ‘in-person’ meetings



# Virtual Meeting Design Tips

Explain the Platform

No “Lectures”  
More Than 10-15 Min

Consider Learning Styles

Use Visuals

Let the Audience Tell Their Stories

Consider Language Access Needs

Ensure Multiple Voices

Solicit Comments or Questions

Pick the “Right” Platform



# Virtual Meeting Interactive Techniques

Surveys/polls

Large group  
share/popcorn

“Softball”  
opening  
question

Small  
groups/report  
out

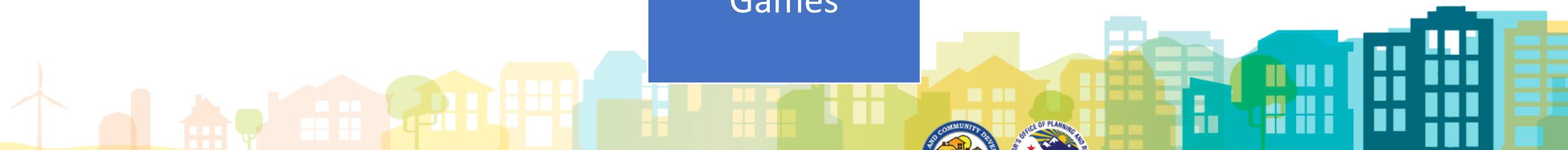
Ice breakers

Digital  
charting/typed  
report out

Word clouds

Parking lot

Games



# Public Meeting Platforms

Zoom

Microsoft  
Teams

GoToWebinar  
/Meeting

## Other Options:

- Adobe Connect
- Click Meeting
- WebEx
- Google Hangout
- Crowdcast
- Remo
- Icebreaker
- Facebook Live, YouTube Live





# Language Access Tips

Partner w/ CBOs & Ethnic Media

Translate print & online materials

Create easy to navigate webpages

Use bilingual employees effectively & appropriately

Develop internal policies that clarify your agency's responsibilities

Have the targeted community review your messaging

# Outreach Strategies to Reach Beyond the “Usuals”

Define targeted groups

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



# Crafting the Right Message

## Getting to the heart of *why*...

- *Ask some good “what” questions*
- *Follow up with “because”...*
- *Share alternate perspectives to demonstrate depth of research*



# 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

# Choosing the “Right” Approach

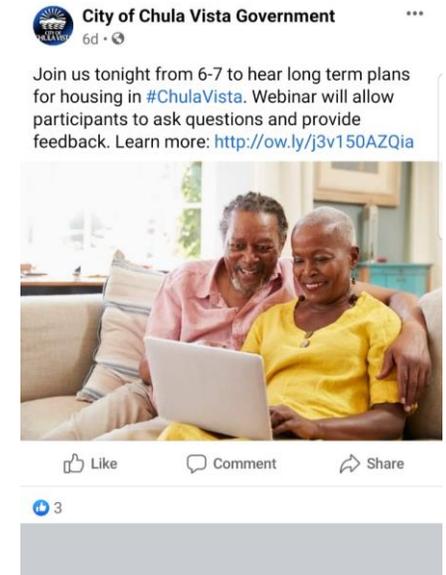
## Key Considerations

- Who is in your community/who are you trying to reach?
- What is the purpose of your engagement?
- What input are you seeking?
- Where are you in the process?
- What tools and approaches will help you achieve your goals?
- Do you have a mix of high tech and low tech options?

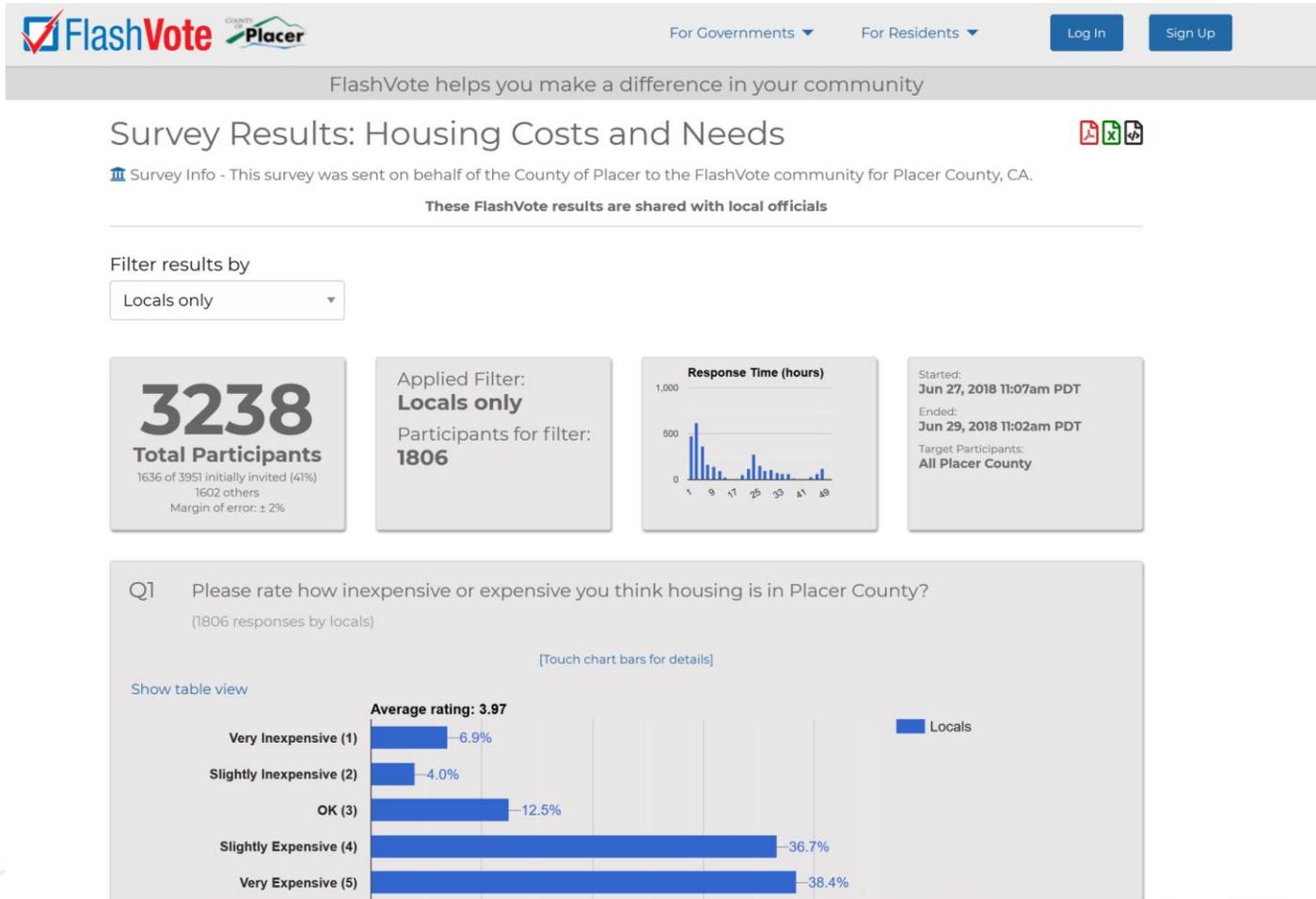


# Housing Element Update

- **Meet them where they are**
  - ✓ Language (technical, Spanish)
  - ✓ Easiest virtual tools
  - ✓ Surveys
  - ✓ Meetings
- **Leverage opportunities and join forces**
  - ✓ Census, Back to School, Commissions
- **Marketing for Daily Life**
  - ✓ Social Media
  - ✓ News, Radio, Newspaper
  - ✓ ~~Direct Mailing and Email; inundated~~



# Placer County



## COVID Engagement:

- Zooming is key
- Timing is Important – not too early and not too late. Mid-day seems to be the best time.
- Stakeholder meetings and surveys
- Averaging a 53% response rate in 48 hours for 2020 surveys

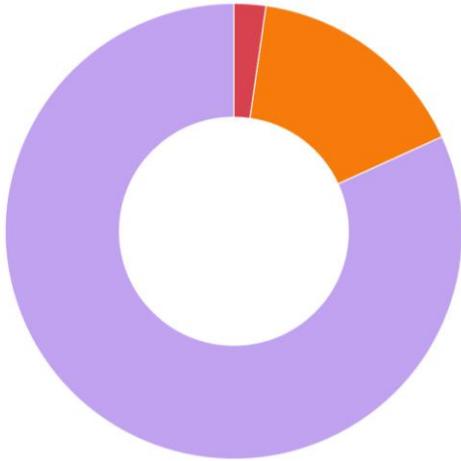
# City of Elk Grove

## Elk Grove 2021 Housing Element

You do not have a housing plan.

-2,063 housing units

### Where the Housing Units are Located



### Housing Sites

- Sites in Council District 1: 64 housing units
- Sites in Council District 2: 0 housing units
- Sites in Council District 3: 453 housing units
- Sites in Council District 4: 2,325 housing units

Total: 2,842 housing units

Submit

Reset all to start over

Save your progress and share with others

### Housing Needs Allocation

The City of Elk Grove is preparing an update to its Housing Element. As part of the plan the City is required to identify sites around the City that could be built as densities that support various income categories. This



CITY OF  
**ELK GROVE**  
PROUD HERITAGE. BRIGHT FUTURE.





# More Information

## City of Chula Vista

[www.chulavistaca.gov/departments/development-services/housing-element-update](http://www.chulavistaca.gov/departments/development-services/housing-element-update)

## Placer County

[www.placer.ca.gov/6667/Flashvote-Surveys](http://www.placer.ca.gov/6667/Flashvote-Surveys)

## City of Elk Grove

<https://elkgrovecity.abalancingact.com/EG2021HousingElement>



# Additional Resources

**SB2 and LEAP Grants**  
[www.hcd.ca.gov/](http://www.hcd.ca.gov/)

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

**Language Access**  
[www.ca-ilg.org/immigrant-engagement](http://www.ca-ilg.org/immigrant-engagement)

**ILG's Public Engagement Resources**  
[www.ca-ilg.org/engagement](http://www.ca-ilg.org/engagement)

**International Association for Public Participation**  
<https://iap2usa.org/>



# Thank You!

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