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
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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HCD

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Principal
PlaceWorks

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Program Manager
Institute for Local Government
• 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
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?

<table>
<thead>
<tr>
<th>Doing outreach in a variety of formats such as...</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Surveys, phone calls, newsletters, webinars, stakeholder roundtable meetings, one-on-one interviews, videos, monthly virtual community meetings, advisory groups</td>
</tr>
<tr>
<td>• Proactively making draft and final documents available</td>
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</table>

<table>
<thead>
<tr>
<th>Engaging a variety of stakeholder groups such as...</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Advocates that can represent communities' interests</td>
</tr>
<tr>
<td>• Non-profit and for profit developers that can advise on the constraints and program section</td>
</tr>
<tr>
<td>• Local service providers to understand the housing needs</td>
</tr>
<tr>
<td>• Other local groups such as community-based organizations, neighborhood associations, civic groups, etc.</td>
</tr>
</tbody>
</table>
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.

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

<table>
<thead>
<tr>
<th>General Comment</th>
<th>Who?</th>
<th>Source</th>
<th>How was the comment addressed?</th>
</tr>
</thead>
<tbody>
<tr>
<td>“We need more multifamily housing”</td>
<td>20% of the general feedback</td>
<td>From a survey we put out and stakeholder interviews</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>4 different advocacy groups, 5 resident organizations, 2,000 residents, 1 service provider</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zoning makes it difficult to develop anything other than single family homes.</td>
<td>20% of the general feedback</td>
<td>Ongoing citizen advisory groups and stakeholder interviews</td>
<td>Addressed in program x, x, and x to diversify the different housing types</td>
</tr>
<tr>
<td></td>
<td>Non-profit builders and local residents</td>
<td></td>
<td>Addressed in the constraints section on page. X</td>
</tr>
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</tbody>
</table>
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?

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

Town Hall
Online Engagement
Stakeholder Interviews

Public Meeting
Informational Materials
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
• 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

- Identify Issues & Project Scope
- Gather Data
- Establish criteria
- Develop options
- Review options
- Make decisions

Decision:
- Decide
- Announce
- Defend

Oh, yeah! Let’s check in with the stakeholders about this...
Model Decision-Making Framework

How things ideally would go

1. Identify Issues & Project Scope
2. Gather Data
3. Establish criteria
4. Develop options
5. Review options
6. Make decisions

Public Participation focus at each step

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**What is Public Participation?**

<table>
<thead>
<tr>
<th>It’s a process that:</th>
<th>It isn’t…</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Involves the public in problem-solving or decision-making</td>
<td>• Marketing</td>
</tr>
<tr>
<td>• Uses public input to make sustainable decisions</td>
<td>• Promoting</td>
</tr>
<tr>
<td>• Reveals important information, problems and opportunities</td>
<td>• Lobbying</td>
</tr>
<tr>
<td></td>
<td>• Advocating</td>
</tr>
</tbody>
</table>
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
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

![Diagram showing potential benefits of public participation]

- Improved/Sustainable Decisions
- Publicly Acceptable
- Environmentally Compatible
- Economically Viable
- Technically Feasible
Addressing Digital Engagement Challenges

- Access to Internet
- Learning Curve
- Language Access/Translation
- Making Online Engagement Interactive
- Access To Necessary Technology
Choosing the “Right” Tools

What is the purpose of your engagement?

- Education
- Qualitative/qualitative 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
Nearly 44 percent of California residents speak a language other than English at home.

6.8 million of these residents have limited-English proficiency.
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
Choosing the Right Approach

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

Placer County
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

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
More Information

City of Chula Vista
www.chulavistaca.gov/departments/development-services/housing-element-update

Placer County
www.placer.ca.gov/6667/Flashvote-Surveys

City of Elk Grove
https://elkgrovecity.abalancingact.com/EG2021Housing Element
<table>
<thead>
<tr>
<th>Resource</th>
<th>Description</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>SB2 and LEAP Grants</td>
<td></td>
<td><a href="http://www.hcd.ca.gov/">www.hcd.ca.gov/</a></td>
</tr>
<tr>
<td>Housing and Public Engagement Toolkit</td>
<td></td>
<td><a href="http://www.ILGHousingToolkit.org">www.ILGHousingToolkit.org</a></td>
</tr>
<tr>
<td>Language Access</td>
<td></td>
<td><a href="http://www.ca-ilg.org/immigrant-engagement">www.ca-ilg.org/immigrant-engagement</a></td>
</tr>
<tr>
<td>ILG’s Public Engagement Resources</td>
<td></td>
<td><a href="http://www.ca-ilg.org/engagement">www.ca-ilg.org/engagement</a></td>
</tr>
<tr>
<td>International Association for Public Participation</td>
<td></td>
<td><a href="https://iap2usa.org/">https://iap2usa.org/</a></td>
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</table>
Thank You!

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