

Santa Clara County Planning Collaborative Meeting

March 11, 2021



Agenda

1. Welcome + Agenda Overview
2. HCD Representative Introductions
3. Announcements + Updates
4. Community Engagement Best Practices
5. REAP and Regional Resources
6. Group Exercise
7. Next Meeting 4/8/2021

Announcements

- State APR's due on 4/1/2021
- Housing Element Sites Analysis One-on-One Meetings
- ADU Affordability Survey
- Other?

Product Updates

- Jurisdiction Housing Element Budgets
- Inclusionary/In-Lieu Fee Survey
- Objective Design Standards (Budgets?)
- Affordable Housing 101 and FAQs

All available on the web site!

<https://citiesassociation.org/rhna-6/>

<https://citiesassociation.org/planning-collaborative-resources>

Community Engagement Best Practices

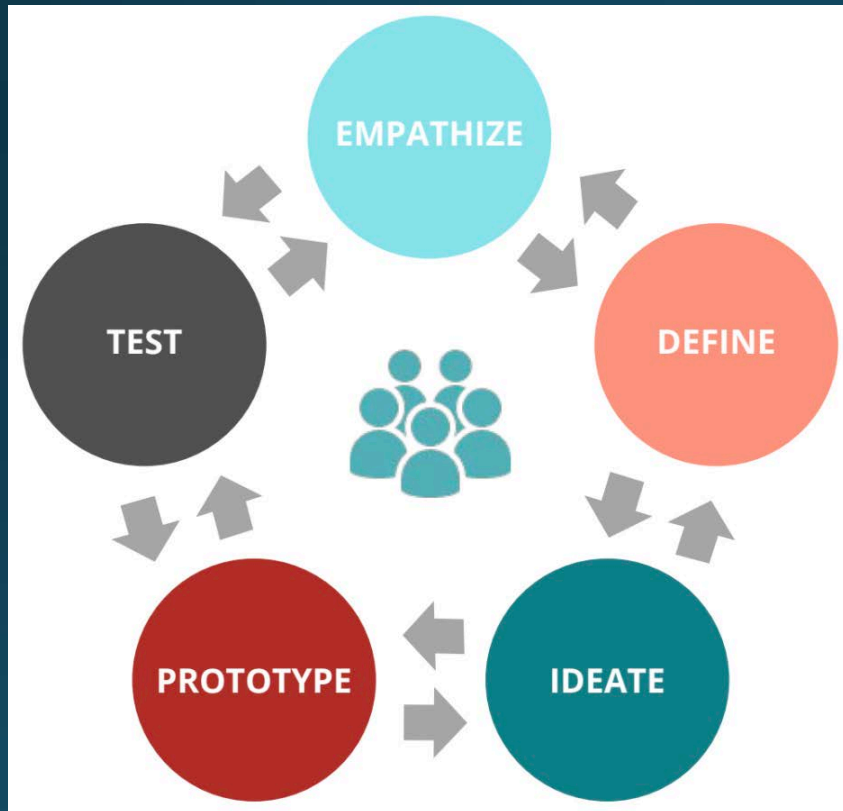
Community Engagement Spectrum

"THIN" → Increasing Impact on the Decision **"THICK"**

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information	To obtain public feedback on analysis, alternatives and/or decisions	To work directly with the public so concerns and aspirations are consistently understood and considered	To partner with the public in each aspect of the decision including the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations...	We will work with you to ensure that your concerns and aspirations are directly reflected ...	We will look to you for advice and innovation and incorporate your advice and recommendations into the final decisions.	We will implement what you decide.

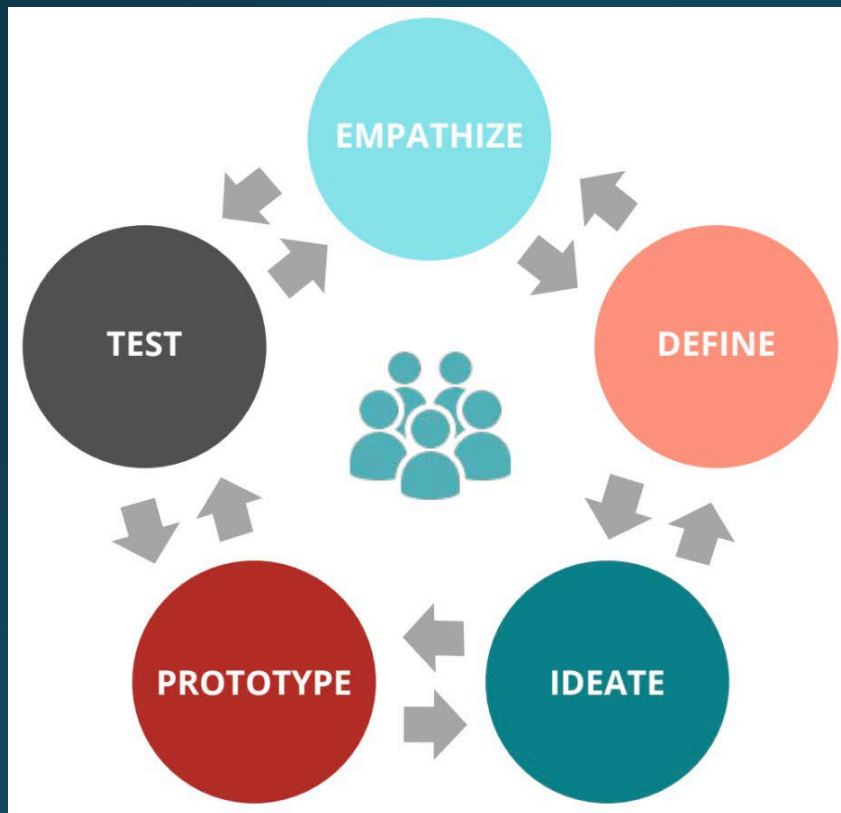
Best Practices

Human Centered Design



Best Practices

Human Centered Design



Empathize

understand audience

Define

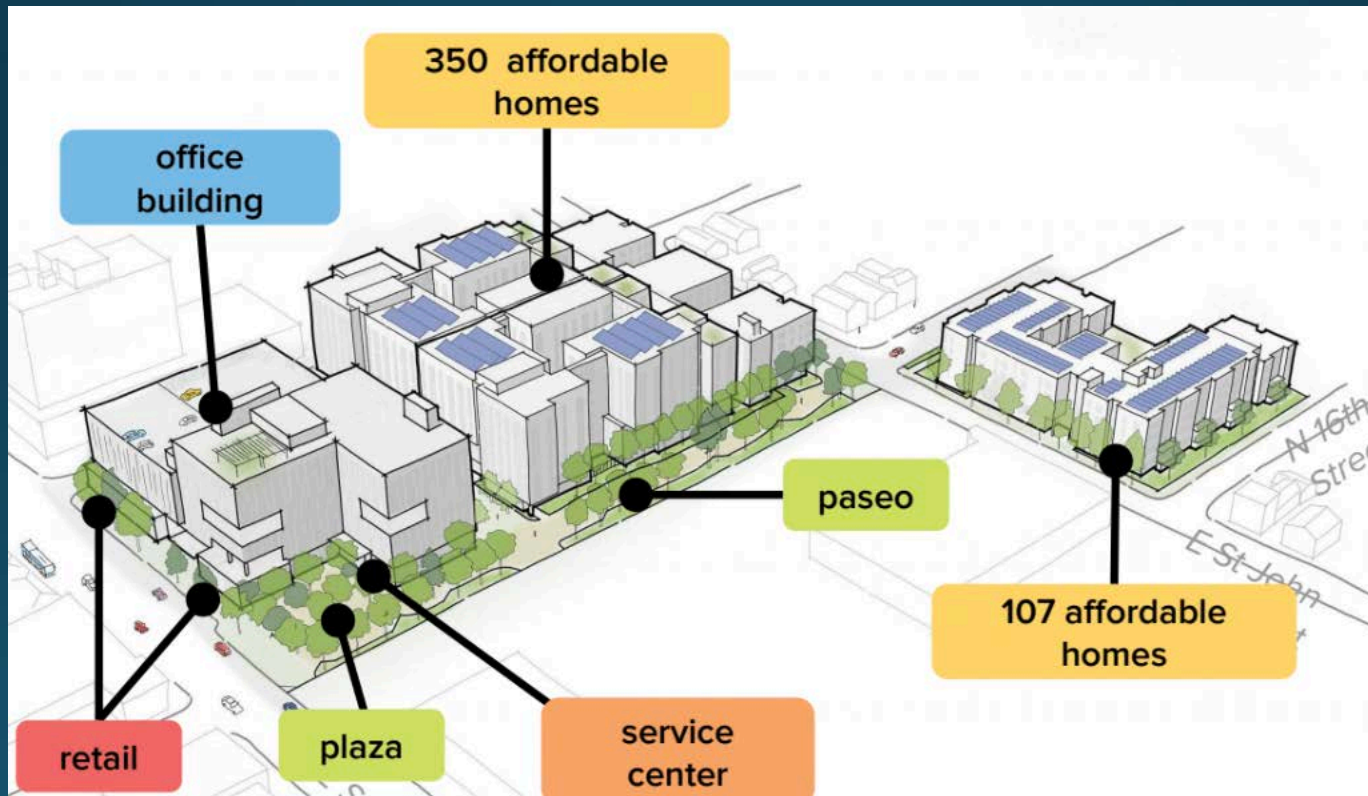
iterative, includes redefining

Ideate, Prototype and Test

create, get feedback, iterate

Best Practices

Santa Clara County Housing Authority Mixed Use Development Design: Concepts in Practice



Best Practices

Santa Clara County Housing Authority Mixed Use Development Design: Concepts in Practice

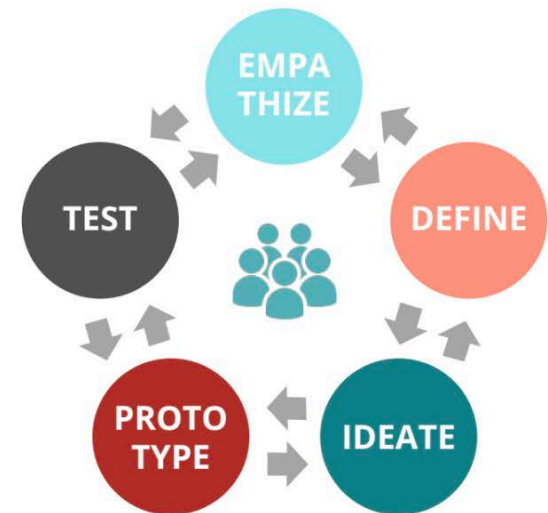
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➔
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➔
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Best Practices

Santa Clara County Housing Authority Mixed Use Development Design: Concepts in Practice

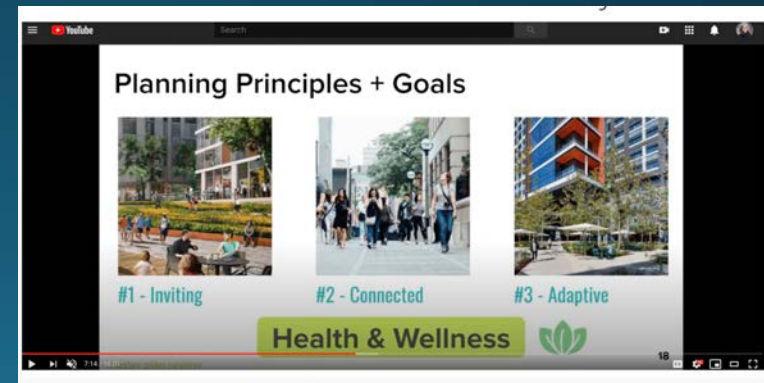
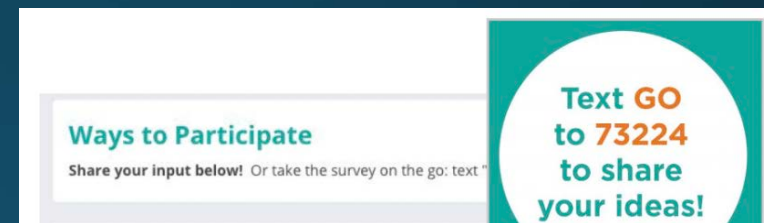
HCD	Engagement Process
EMPATHIZE	- Ask early on what is important and how they want to be engaged
(RE)DEFINE	- Redefine engagement approach based on community input - Redefine key stakeholders
IDEATE & CO-CREATE	- Work together to design an approach that is context appropriate
PROTOTYPE, TEST & ITERATE	- Consider each engagement a prototype and get feedback to improve in the next round



Best Practices

Santa Clara County Housing Authority Mixed Use Development Design: Concepts in Practice

- Engaged in multiple ways
- Latinx community members conducted outreach
- Video and online survey
- Text and email audiences
- 2nd Version: Virtual Q&A and Spanish-speaking approach



Best Practices

Pacific Grove: Welcome Home



Best Practices

Virtual Live Meetings

- 65+ participants
- Facilitated breakout rooms
- Spanish language focus group

Online Open House

- English and Spanish
- Two weeks (125 participants)
- Videos embedded in SurveyMonkey
- [Link to Site](#)

Welcome Home: Creating a More Affordable Future

**A Virtual Community Conversation
About Housing In Pacific Grove**

— September 9, 2020 | 6 pm – 7:30 pm —
Zoom Meeting



Sign-in sheet: <https://tinyurl.com/PGSignInSheet1>

Online Open House

Active this Friday, September 11 through Sunday, September 27

Accessible via the project webpage: <https://tinyurl.com/PGHousing>

Same activities as tonight, with videos of tonight's presentations

Will send out email blast when it's live!

REAP Plans

Tools

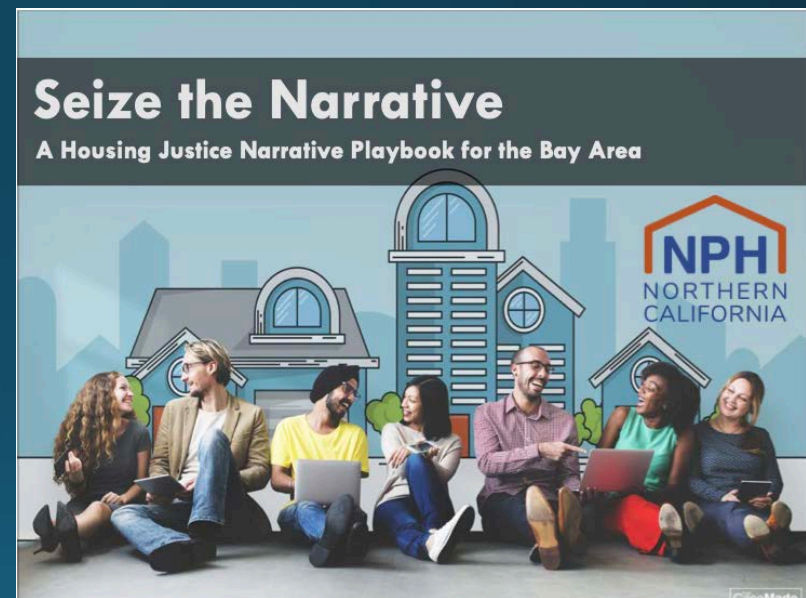
For Online Engagement

- [Engagement HQ](#) – used by Civic Makers in Santa Clara example for all aspects of a community engagement
 - [Kansas City Example](#)
 - [Demo](#)
- [Mentimeter](#) – word clouds
 - A sneak peak at your [homework](#)
- [Miro](#) – collaborative online whiteboard for meetings
 - A sneak peak at your [homework](#)
- [Mural](#) - digital workspace for visual collaboration

Resources

For Online Engagement

- [Seize the Narrative: A Housing Justice Narrative Playbook for the Bay Area](#) by NPH
- [Beyond Checking the Box: Creating Equity Through Innovative Community Engagement](#) – presentation from NPH Conference 2020 ([video](#))



a once in a decade chance
to shape the future
of housing in our cities

Let's Talk Housing

SAN MATEO COUNTY



for more information visit:
letstalkhousing.org

Group Exercise

1. What does successful community engagement look like in Santa Clara County?
2. Beyond tools and resources, do we want/need a regional collaboration like that being developed for 21 Elements?
3. What local groups or partners should be involved?

Word Cloud

What word or words would you use to describe successful community engagement?

<https://www.menti.com/6i6gj217mw>

The voting code **1855 8708**

Upcoming Meeting Schedule & Topics

April 8, 2021 – Local Preferences

May 13, 2021 – Sites Analysis 201?

June 10, 2021 - ?