

HOME FOR ALL LEARNING NETWORK

Community Education about Housing

SEPTEMBER 27, 2018

NEW RULES TO SUPPORT

12-MONTH LEASE AGREEMENT

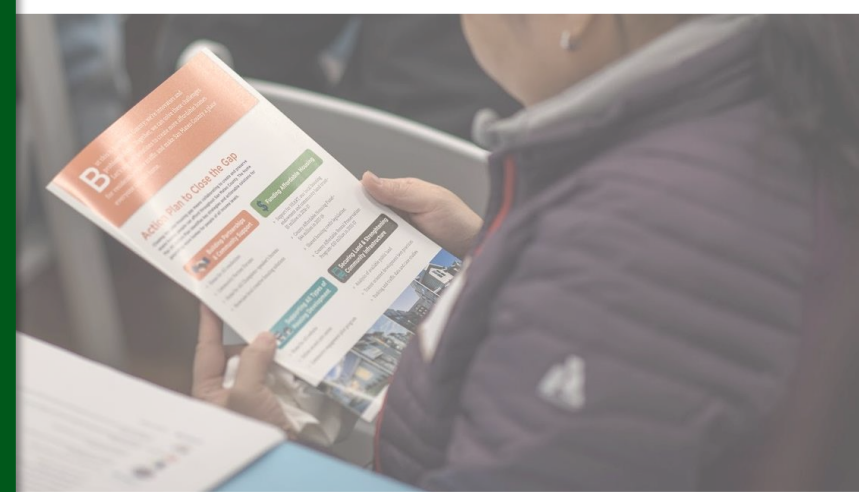
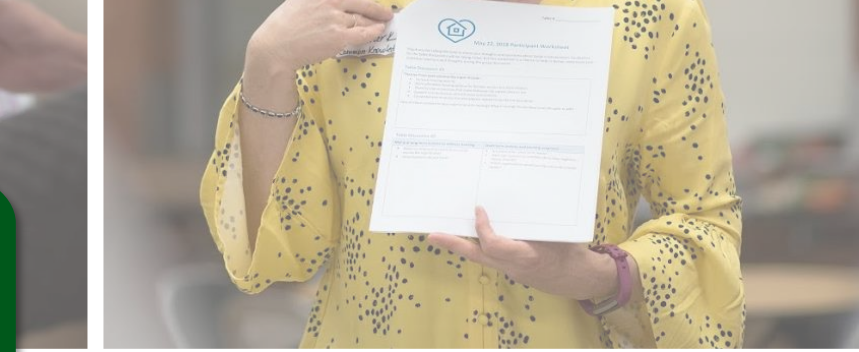
MINIMUM LEASE TERMS

Landlords must provide at least a 12 month lease.

Rents can only be increased after the 12 month lease ends.

RELOCATION ASSISTANCE

If a landlord evicts a renter, under certain situations, they must provide renter with money equal to 3 months rent.



TOWN OF PortolaValley

I Want To... Search...

Home About Portola Valley What's New For Residents Building & Planning Sustainability Town Government

Town News

Town Social Media

Town Council Study Session on Second Units

COMMUNITY CONVERSATION ABOUT HOUSING

Town Calendar

Minutes and Agendas

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Online Services

Employment Opportunities

Lost and Found

What's New

Community Conversation About Housing

Did you miss the March 3rd or May 5th event? If so, you can lend your voice to the conversation below!

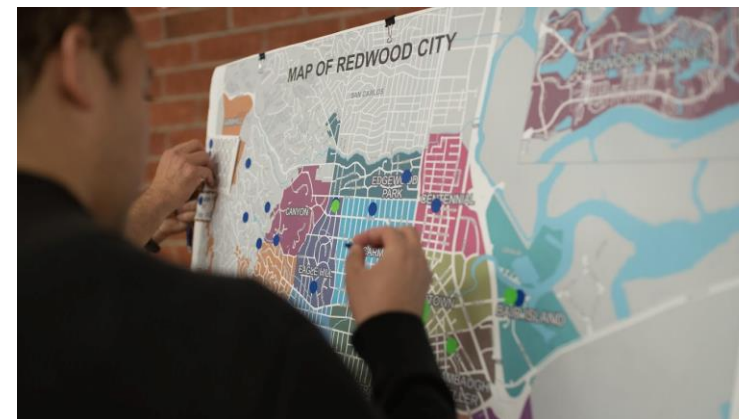
The Town Council also Held a Study Session on Second Units (ADUs). [Click here](#) to learn more and share your thoughts.

Town of Portola Valley was awarded a grant last year from Home for All to pilot new approaches to community engagement around the topic of housing. Home for All is a community collaborative addressing housing challenges in San Mateo County through convening community, sharing information and promoting innovation.

The grant is designed to help the Town conduct more inclusive, informed and sustained engagement. The Town will continue these conversations, along with other housing-related

Today We'll Cover...

1. Findings about the community's information needs
2. Framing and delivering information for ongoing engagement
3. Design for community audiences as well as civic audiences
4. Best practices for plain language/other languages

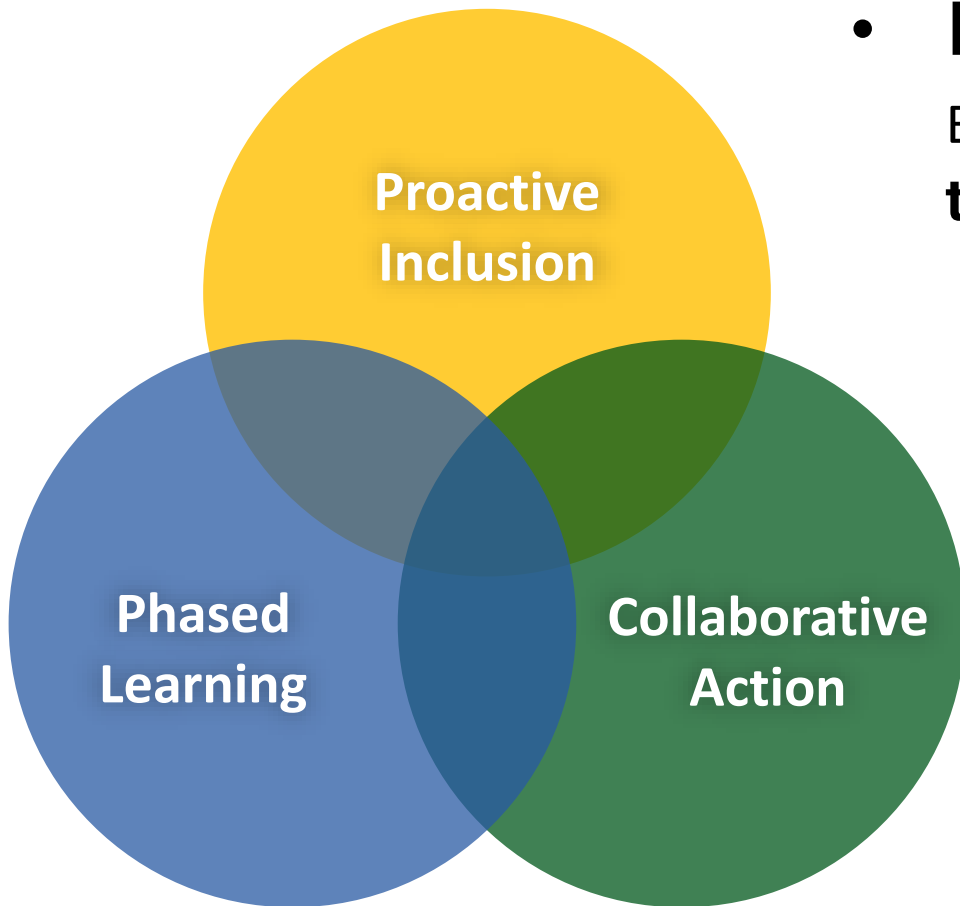


Community Engagement Principles

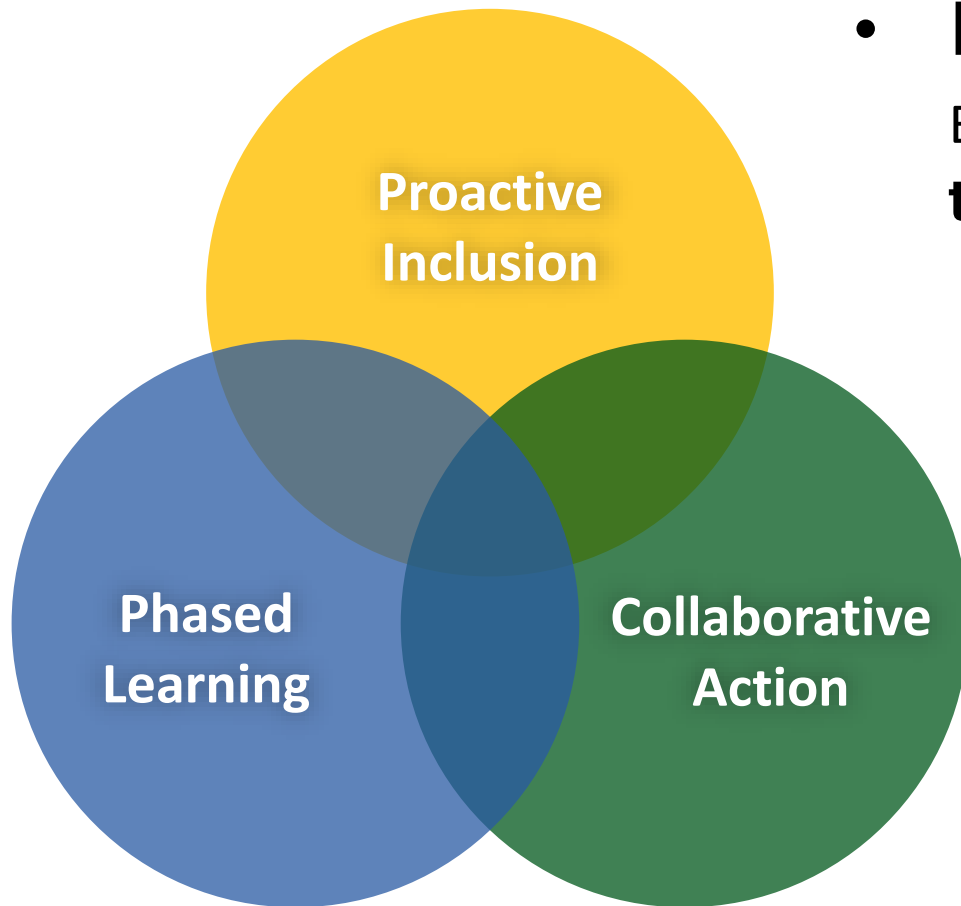


Community Engagement Principles

- **Principle #1: Proactive Inclusion**
Bring in **new perspectives**; find people who **care about the community** but are not civically involved

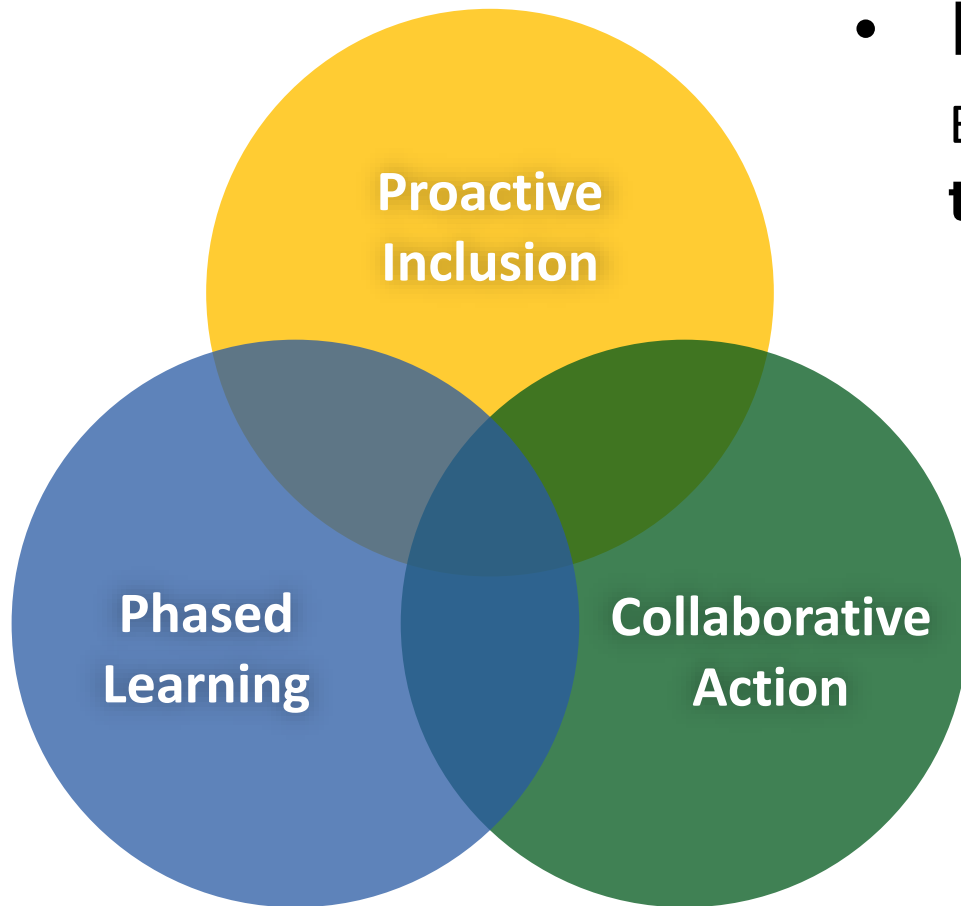


Community Engagement Principles



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- **Principle #2: Phased Learning**
Focus on building **shared understanding** ahead of any decisions

Community Engagement Principles



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- **Principle #2: Phased Learning**
Focus on building **shared understanding** ahead of any decisions
- **Principle #3: Collaborative Action**
Create the **conditions** that enhance the community's ability to **work collaboratively**

What Community Members are Learning

- *Everyone is affected by high housing costs*
- *There is no one solution; many are needed*
- *There is more happening than I realized*
- *The problem is huge but together we can make progress*
- *There are many ways to stay informed or involved*



Community Information Needs



Personal

- What are current and upcoming types of housing and support?
- Am I eligible for affordable housing?
- What future can I anticipate for my family?

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- How are we experiencing the issue of housing?
- Who is affected by current conditions?
- Who else cares?

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Civic System

- How do new homes get built?
- What decisions are being made?
- What is happening short term, mid-term, long term?
- How will impacts be managed?

[illegible]

Community Curiosity and Energy

- Current actions
- Innovative solutions
- Partnerships
- Related & overlapping issues
- Ways to get involved



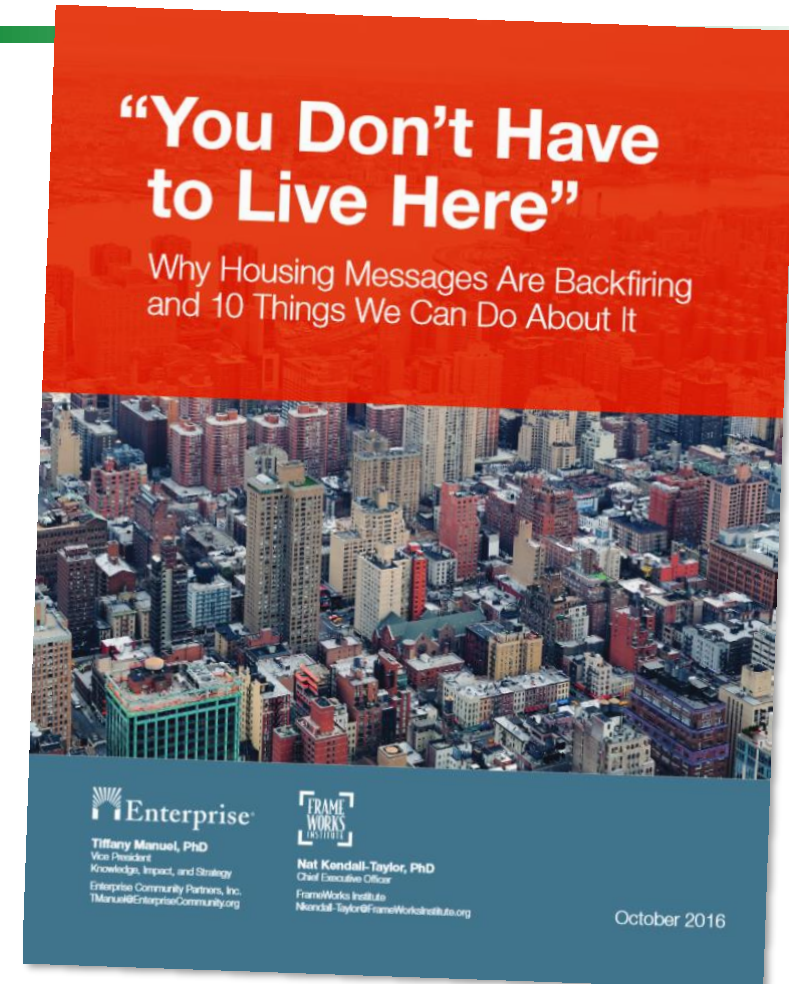
The Mind Shift

- Taking **the city** out of the center
- Reframing to put **the issue** and **the community** at the center

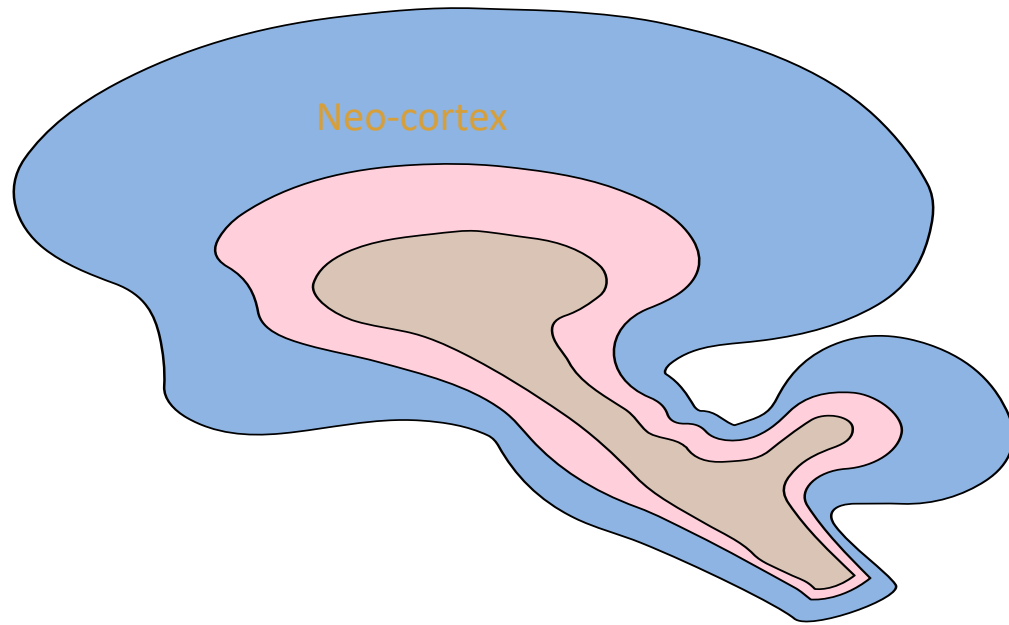


Framing Concepts to Keep in Mind

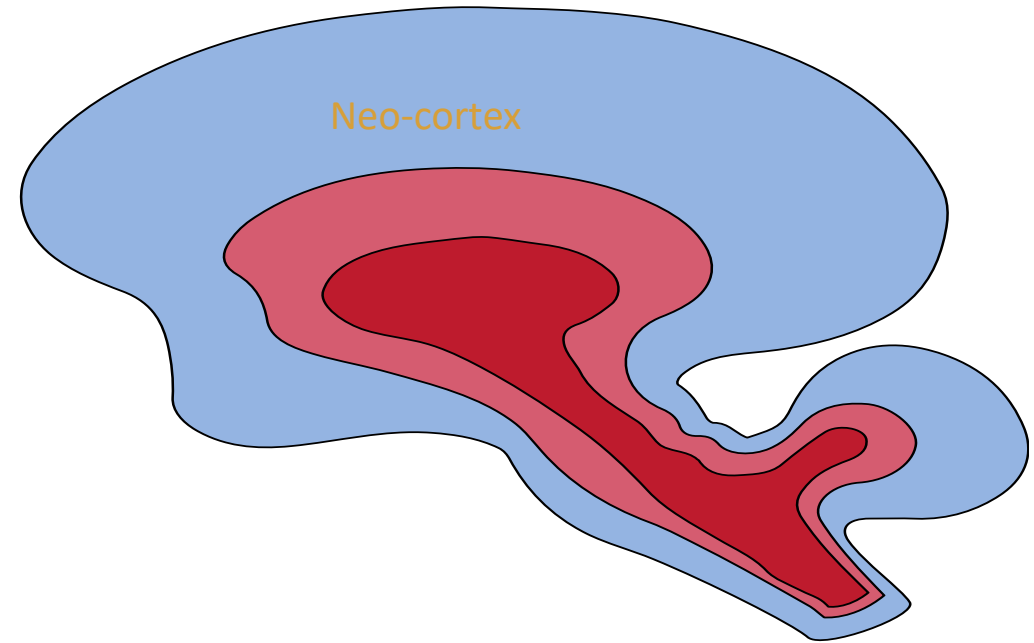
- Data alone won't suffice
- Activate **shared values** and **common identity**
- Avoid zero-sum thinking
- Multiple solutions needed
- Emphasize **interdependence** and collective action



Create the Conditions for Learning



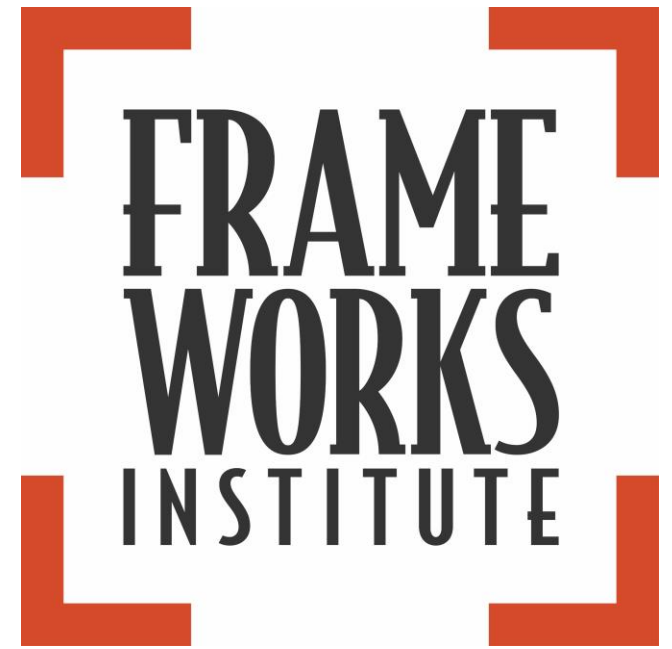
Calm: Ready to listen, learn
and participate



Flooded: Anger or fear, fight
or flight

Framing for Interdependence

- Emphasize community, interconnections and the “story of us”:
 - *Our community is...*
 - *...affects all of us*
 - *Our challenges ...*
 - *Our opportunities ...*
 - *When we work together...*



Education About “Us”



Our Community:
Housing and
Our Future



Housing Information Objectives

How did we get here?

Help community members understand the context for housing decisions



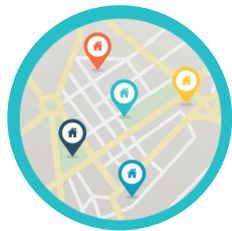
What can we do together?

Provide background information that shows types of partnerships as well as how community members can participate and contribute



Where are we?

Develop a baseline understanding of how the community is experiencing the issue



How can I learn more?

Offer opportunities to go deeper into the topic and/or stay involved





When **community members** talk about development, what do we overhear?

Designing for Community vs Civic

Civic:

Formal, legal, rooted in discussions of policy



Community:

Informal, human, based on narrative and lived experience

*Share **WHY** before **WHAT** and **HOW**

Information for Inclusion

If the goal is to engage the broader community, information won't be accessible if it is designed primarily for...

- City Council members
- Planning Commissioners
- City staff
- Policy advocates
- Lawyers
- Highly engaged community members



Community Demographics

- Take the time to learn about your audience's **experiences**, as well as their **needs**
- Keep in mind that diverse audiences bring **diverse needs**



Language



Education



Civic Exposure



Available Online at:
factfinder.census.gov

Community Facts - Find popular facts (population, income, etc.) and frequently requested data about your community.



Enter a state, county, city, town, or zip code:

e.g., Atlanta, GA

GO

Population

Age

Business and Industry

Education

Governments

Housing

Income

Origins and Language

Poverty

Race and Hispanic Origin

Veterans

Redwood City city, California

Foreign Born Population



Bookmark/Save



Print

27,036

Source: 2012-2016 American Community Survey 5-Year Estimates

Popular tables for this geography:

2016 American Community Survey

- [Selected Characteristics of the Native and Foreign-Born Populations \(Sex, Age, Race, Language, Income, Poverty, ...\)](#)
- [Language Spoken at Home \(Age, Citizens, ...\)](#)
- [Characteristics of People by Language Spoken at Home \(Age, Foreign Born, Citizenship, Poverty, Education, ...\)](#)
- [Selected Social Characteristics \(Household and Family Type, Disability, Citizenship, Ancestry, Language, ...\)](#)

Census 2000

- [Selected Social Characteristics \(Household and Family Type, Disability, Citizenship, Ancestry, Language, ...\)](#)

- [Want more?](#) Need help? Use [Guided Search](#) or visit [Census.gov's Quick Facts](#).

Understand Language Preferences

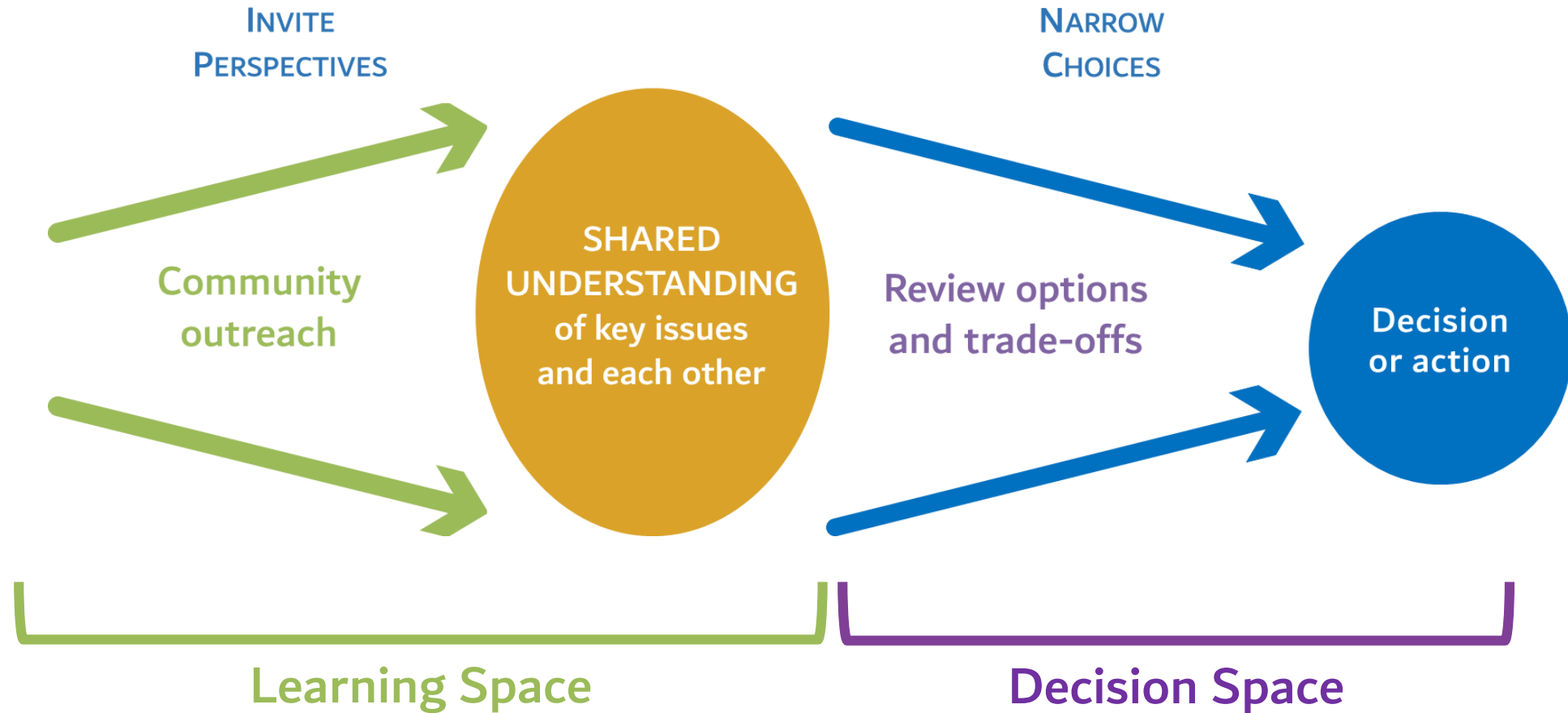
	Foreign Born Population (%)	Speak Language Other Than English (%)	Speak English Less than Well (%)
Burlingame	27.8	34.2	11.7
Half Moon Bay	26.1	32.1	15.0
Portola Valley	15.2	15.1	3.1
Redwood City	34.9	46.5	19.7

Identify Community Starting Points

- Get a sense of community starting points by going where people are
- Listen for **questions**, **hopes**, **concerns** and **gaps** in understanding (misinformation)
 - What does your audience already know?
 - How are they experiencing the issue?
 - What else do they need to know?



Phased Learning & Information Gathering



Phased Learning & Information Gathering

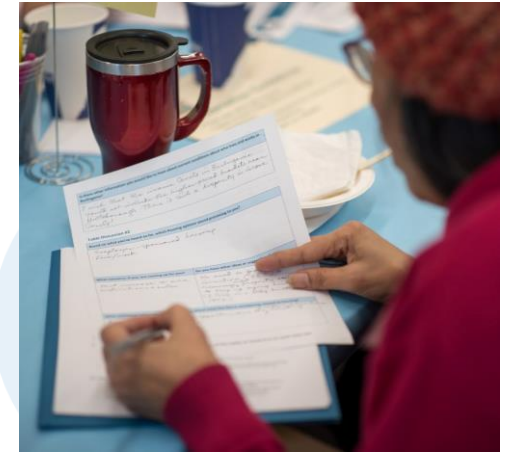
Information Gathering

Identify community starting points through pop-ups, intercepts, surveys and feedback forms

INVITE
PERSPECTIVES



NARROW
CHOICES



Learning Space

Decision Space

CommonKnowledgePlus

Creating Tiers of Information

- **Introductory** (Minimally Engaged)
 - Key facts and background information that provide the general context
- **Intermediate** (Moderately Engaged)
 - More in-depth information, details that deepen understanding
- **Advanced** (Highly Engaged)
 - Technical details and policy specifics



Plain Language Recommendations



- Keep sentences as short as possible, while retaining meaning
- Use words that are familiar to many audiences
- Be careful with metaphors and idioms (check cultural fit)
- Use bullet points, tables and graphics when possible
- If you have to use a word that your audience might not understand, provide a definition or example

For Plain Language style guides, online editors and word lists, visit:
tinyurl.com/writeforeveryone

Channels are as Important as Content

- Know how your audiences like to get their information
 - Websites, social media
 - Newsletters (yours or others)
 - In-person locations
 - From a trusted source
- Community partners can help develop reach, understanding and trust



With a Partner

In pairs, based on your experiences and what we've discussed so far...

- Sort pieces of background information into the categories of **introductory**, **intermediate** and **advanced**
- What six pieces of background information would you include during an **introductory conversation** about housing? Why would you choose these pieces of information?



With Your Table

With your whole table, discuss:

- **How accessible is housing information in your city?**
Is information usually presented for introductory, intermediate or advanced audiences?
- People usually encounter high-level information at council meetings and planning commission meetings. **Where are people receiving introductory to intermediate information?**
- What could you do to make information **more accessible**?

What We've Learned



Information needs are diverse

Take time to assess community member starting points



Make introductory information accessible and friendly

Sharing drafts and making revisions shows you care



Proactively address common questions and concerns

Avoid defensive myth busting and long FAQs



Responsive Information Design

- Develop basic information about “what is” and what is being considered
- Test with users and iterate
 - Use **their language** where possible
 - Use **community values** to explain **WHY** before explaining **WHAT**
- Revise and/or add to information based on what you hear

