Community Conversations About Housing
Dialogue not Debate
MMANC Conference   October 15, 2019

Agenda

• Overview of Home for All San Mateo County
• Community Conversations Concepts
  • Q&A
• City Experiences – Half Moon Bay Case Study
  • Stretch Break
• Community Conversation Demonstration
  • Q&A
Presenters

• Home for All San Mateo County
  • Peggy Jensen, Deputy County Manager
  • Jessica Stanfill Mullin, Home for All Program Manager
  • Denise Lin, Jackie Nunez, Caleb Smith – Home for All Staff

• Common Knowledge
  • Susan Clark, Founder and Executive Director
  • William Cooley, Director of Civic Programs

• City of Half Moon Bay
  • Victor Gaitan, Management Analyst

A community collaborative working to close the jobs/housing gap
DECREASING JOBS/HOUSING RATIO

- 2010-14: 24
- 2010-15: 19
- 2010-16: 16
- 2010-17: 12

New Housing

- Housing Policies
- Land
- Funding
- Community Support
The Path in San Mateo County

City manager and council interviews

Group interviews with eight cities during summer of 2017

Input from Learning Network at March, May, September, November 2017 sessions

The RFP

The Ask
- Help develop a new approach to community engagement
- Commit staff time
- Document Council & City Manager support

The Offer
- Up to $30,000 in unrestricted grant funding for costs
- Consulting support from Common Knowledge
- Staff support from Home for All
The Path in San Mateo County

Four cities piloted the new approach in the winter of 2017 and spring of 2018.

Continuing engagement with six more cities in 2019 and 2020.

Engagement Program Participants
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

What Staff and Council are Learning

• There is broader support for housing solutions
• Frequent public meeting attendees don’t represent the broader community
• Investing in relationships builds trust with city staff
• Ongoing communications helps maintain trust and engagement
• The process isn’t limited to housing, it can be used successfully for public input on other issues