NOVEL CORONAVIRUS, COVID-19, EMERGENCY ADVISORY NOTICE

On March 19, 2020, the Governor ordered a statewide stay-at-home order calling on all individuals living in the State of California to stay at home or at their place of residence to slow the spread of the COVID-19 virus. Additionally, the Governor has temporarily suspended certain requirements of the Brown Act. For the duration of the shelter in place order, the following public meeting protocols will apply.

Teleconference meeting: All members of the Housing Element Community Engagement and Outreach Committee, city staff, applicants, and members of the public will be participating by teleconference. To promote social distancing while allowing essential governmental functions to continue, the Governor has temporarily waived portions of the open meetings act and rules pertaining to teleconference meetings. This meeting is conducted in compliance with the Governor Executive Order N-25-20 issued March 12, 2020, and supplemental Executive Order N-29-20 issued March 17, 2020.

How to participate in the meeting
- Access the special meeting real-time online:
  Zoom.us/join – Meeting ID 978 0188 5004
- Access the meeting real-time via telephone:
  Dial: (669) 900-6833
  Meeting ID: 978 0188 5004
  Press *9 to raise hand to speak

Subject to Change: Given the current public health emergency and the rapidly evolving federal, state, county and local orders, the format of this meeting may be altered or the meeting may be canceled. You may check on the status of the meeting by visiting the City’s website menlopark.org. The instructions for logging on to the Zoom webinar and/or the access code is subject to change. If you have difficulty accessing the Zoom webinar, please check the latest online edition of the posted agenda for updated information (menlopark.org/ceoc).
A. Call To Order

B. Roll Call

C. Public Comment

The public may address the Housing Element Community Engagement and Outreach Committee (CEOC) on any subject not listed on the agenda. Each speaker can make public comment for a limit of three minutes once. The CEOC cannot act on items not listed on the agenda other than to provide general information.

D. Regular Business

D1. Review and provide feedback on the Draft Community Engagement and Outreach Plan (Attachment) (Presentation) - continued from May 27, 2021

E. Reports and Announcements

E1. Reports and Announcements from staff and committee members

F. Adjournment

At every Regular Meeting of the Committee, in addition to the Public Comment period where the public shall have the right to address the Committee on any matters of public interest not listed on the agenda, members of the public have the right to directly address the Committee on any item listed on the agenda at a time designated by the chair, either before or during the Committee's consideration of the item.

At every Special Meeting of the Committee, members of the public have the right to directly address the Committee on any item listed on the agenda at a time designated by the chair, either before or during consideration of the item.

Any writing that is distributed to a majority of the Committee by any person in connection with an agenda item is a public record (subject to any exemption under the Public Records Act) and is available by request by emailing the city clerk at jaherren@menlopark.org. Persons with disabilities, who require auxiliary aids or services in attending or participating in Committee meetings, may call the City Clerk's Office at 650-330-6620.

Agendas are posted in accordance with Government Code §54954.2(a) or §54956. Members of the public can view electronic agendas and staff reports by accessing the City website at menlopark.org/agenda and can receive email notification of agenda and staff report postings by subscribing to the "Notify Me" service at menlopark.org/notifyme. Agendas and staff reports may also be obtained by contacting City Clerk at 650-330-6620. (Posted: 5/28/2021)
MEMORANDUM

Date: May 27, 2021

To: Housing Element Update Community Engagement & Outreach Committee (CEOC)

From: Deanna Chow, Menlo Park Assistant Community Development Director
Geoff Bradley, AICP, Project Manager, M-Group
Sung Kwon, AICP, Deputy Project Manager, M-Group
Christina Paul, AICP, Community Engagement Lead, M-Group

Subject: Draft Community Outreach and Engagement Plan

Congratulations for being selected for the Community Engagement & Outreach Committee! The project team is excited to be able to work with you on this important planning effort.

The consultant team in conjunction with City staff has developed this draft approach for the community outreach for the update of the Housing & Safety Elements, and the creation of a new Environmental Justice Element.

The attached draft community engagement and outreach plan is provided to the CEOC for review, comment and collaborative discussion.

The plan has been developed with the goal of providing multiple entry points into the process for members of the community and other interested people. Strategies have been identified that will reach people in a variety of settings ranging from informal discussions at “pop-up” locations at community events, to large format virtual community meetings and a community wide survey. Open and authentic discussions are desired which can occur at both stakeholder interviews to slightly larger focus group discussions as well as in virtual break out rooms.

Internet based tools are planned to be augmented with a real world project gallery for easy viewing and providing written comments.

We also seek to partner with local community organizations to leverage existing community networks and word of mouth to generate momentum for the outreach and engagement efforts.

The project team includes ChangeLabs Solutions to provide a review of the community outreach and engagement plan to assist in identifying any gaps in reaching disadvantaged communities and other hard to reach people.

We bring this draft outline (Attachment A) and schedule (Attachment B) to the CEOC to garner feedback, ideas, and potential shifts in approach and/or strategy. We are looking forward to discussing any and all aspects of the draft community engagement plan with the CEOC.

Attachments
A. Draft Menlo Park Housing, Safety and Environmental Justice Elements Community Outreach and Engagement Outline
B. Draft Community outreach and meeting schedule – process graphic
The following provides a high-level overview of the project community outreach and engagement activities. The purpose of the outreach is to include and involve as many community members as possible to ensure that all voices are heard and included in the decision-making process.

**Individual (and/or group) Interviews**

*Purpose:* The purpose of these interviews is to actively include various groups and individuals into the engagement process. The individual interviews will allow for traditional phone or in-person interviews with community members.

This series of meetings will concentrate on smaller groups such as seniors, veterans and people with disabilities. These meetings will also include talking to people who may not have access to technology and would rather talk on the phone or in-person rather than join a video meeting.

*Result:* These smaller interview meetings will result in key insights shared by key stakeholders.

**Housing Introduction Seminar**

*Purpose:* This meeting will provide information to the community about housing element topics. This meeting is intended to be a general informational meeting.

M-Group will provide a Housing Introduction Seminar online for community members who want to understand housing issues in Menlo Park. This seminar would also outline the major themes of the housing element update including:

- History of racial segregation in planning and housing
- Housing Element Requirements
- Housing Element Schedule
- Community Involvement: Ways to provide comments and suggestions
- Existing Conditions
- Racial and Ethnic Equity

*Result:* The housing introduction seminar will provide a foundation level of information so that interested community members have the necessary knowledge to participate fully in the planning process.

**Partner with Local Nonprofit Community Groups**

*Purpose:* The purpose these partnerships is to work closely with local nonprofits to ensure strong community involvement with the planning process.

As part of the overall outreach approach, we will partner with local nonprofit community groups and seek to involve them in the outreach program.
Result: Effective partnerships with community groups will insure a successful community engagement effort and more community acceptance of the planning effort.

Focus Groups

Purpose: The purpose of these focus groups is to gain insight from a wide variety of perspectives. We will ask about challenges, recommendations, and other concerns they would like to share. This information will be used to describe issues and concerns to address in the Housing Element.

These meetings will be designed to garner comments to develop an understanding of local issues and concerns in various topic areas. The targeted groups will include Housing Organizations, Service Providers, Renters, Homeowners, Businesses, and Housing Developers.

Result: These meetings will help identify pressing issues and community concerns.

General Outreach Community Meetings

Purpose: The purpose of these meetings is to obtain public comments and feedback on any portion of the Housing, Environmental Justice, and Safety Element update.

These outreach meetings will be designed to be interactive meetings to answer questions and garner specific comments from residents. These meetings are intended for any resident to provide comments on any aspect of the Housing Element, Safety Element, Environmental Justice Element and Land Use Strategy. Quick poll questions will be asked during the meetings in order to keep participants engaged and interested. Attendees of these meetings will be given the link to the online survey and given the opportunity to provide dots on maps of where new housing should be planned for. The General Outreach meetings will be ongoing through the plan framework phase.

Result: These community meetings will result in a shared basis of information and an opportunity for interested people to have their voices heard and questions answered.

Project Gallery

Purpose: The project gallery is intended to provide a low-tech forum where people can get information about the project without the need to rely on the internet or technology to obtain information.

M-Group will work with City staff to prepare a gallery in a large conference room in the Library or other publicly accessible space (that is handicap accessible) or large room for the project. This would allow people to come and understand the project without internet access. This Gallery will have maps, a project website kiosk, a survey kiosk, comment box, posters, and project schedule. In addition, educational videos from the housing symposium can be provided. People would be able to come as go as is convenient for them during the hours of operation.

Result: The project gallery will result in wider community outreach and engagement by providing real-world display that is more accessible than computer based methods. Written comments left by participants will be collected and shared with the public and decision makers.
Environmental Justice and Safety Elements Outreach Meetings

**Purpose:** The purpose of these meetings is to get feedback from people on specific Environmental Justice/Safety Element topics. Meeting with people from disadvantaged communities.

M-Group will hold informational meetings and public input meetings to inform the public of the nature of these elements and feedback on areas of concern from the community. We plan to have an integrated approach where safety and environmental justice will be discussed in conjunction with each other and the Housing Element. These meetings will include climate change, sea level rise, fire safety, local hazards, and creating more equity in land use and planning within the community. An introduction video will be provided to accompany the meetings.

**Result:** Information gained from these meetings will be utilized to identify and refine issues for inclusion in the Environmental and Safety Elements.

Preliminary Land Use Strategies Descriptions with Housing Commission

**Purpose:** The purpose of the meeting is to introduce land use strategies to the Housing Commission and the public.

M-Group will provide an overview of site selection and specific strategies to implement the RHNA allocation. We will outline different types of site selection options. This purpose of this meeting is to inform the public and Housing Commission what site selection options can be utilized.

**Result:** Provide defined housing strategies for the Housing Commission and General Public to consider as part of the site selection process.

Community Survey

**Purpose:** The purpose of the community survey is to get feedback from a wide cross section of the community on a variety of issues and concerns.

M-Group will develop a survey in coordination with City staff to gain information about the community, housing needs, housing related concerns, and issues that may not be readily evident. This survey will be provided in English and Spanish (with other languages upon request). Results of the survey will be available on the website. A gift card drawing will be provided to encourage people to fill out the survey.

The survey will include questions that cover Housing Policy, Environmental Justice, Safety, racial equity, special housing needs, and other housing issues. The survey will be provided in both Spanish and English.

**Result:** The community survey will provide detailed information on a city-wide scale that can help identify issues of concern and define policy choices for many of the housing, safety, and environmental issues under consideration.
Pop-up Meetings

Purpose: The purpose of these pop-up events is to reach out to individuals as they go about their daily lives into the engagement process. This will allow us to interact with people directly as they visit the booth during the farmers’ market.

These pop-ups will be designed to be an informal way to meet people where they are and garner comments in a relaxed setting from residents at events such as the farmers’ markets. These meetings are intended for people to provide comments or concerns on any aspect of the Housing Element, Safety Element, Environmental Justice Element and Land Use Strategy. Attendees of these meetings will be given the link to the online survey and given the opportunity to provide dots on maps of where housing should go. This information will help inform the selection of housing opportunity sites. M-Group staff will be available to answer questions from people who visit the pop-up tent.

Result: These pop-ups will result in a wider selection of viewpoints to be heard as the participants are not self-selecting for participation.

Housing Workshop (Housing Placement and Strategies)

Purpose: The purpose of this meeting to receive direct community input on where housing should go.

M-Group will develop and lead a housing meeting that will explain the parameters and policy requirements, including equity and Fair Housing principals, around planning for new housing. This will allow people to provide input on where new housing should be planned for within the city. This meeting will give people the opportunity to indicate preferences for housing units on the various sites with the strategies outlined at the Housing Commission meeting. We will summarize the comments at the end of the public workshop.

Result: This meeting will provide for interested people to learn more about the opportunities and constraints facing the city. This meeting will also allow for questions and answers to make sure people are having their questions answered in real time. Participants will also be encouraged to participate in showing preferences for new housing locations. These results will also be shared at future public meetings.

Vision and Outreach Summary Presentation

Purpose: The purpose of this meeting is to present our findings and draft vision based on the feedback provided by the community.

At the end of the visioning phase, we will provide a vision summary presentation to the public. This will be a summary of the community outreach feedback. At this meeting, we will solicit additional comments and refinement suggestions for the vision.

Result: This activity will provide a common understanding of the vision and goals for the housing, safety and environmental justice elements.

Draft Policy Review Community Meeting
Menlo Park Housing, Safety and Environmental Justice Elements
Community Outreach and Engagement Outline
May 21, 2021

Purpose: The purpose of this meeting is to present our findings and draft policies based on the feedback provided by the community.

At the end of the plan framework phase, we will present draft policies to the public for review. At this meeting, we will solicit additional comments and refinement suggestions for the policy framework.

Result: This meeting will allow the project team to make refinements to goals and policies in response to feedback from community members.

Draft Plan Review Community Meeting

Purpose: The purpose of this meeting is to present our draft plan based on the feedback provided by the community.

At the end of the draft plan phase, we will present the draft plans (Housing, Safety and Environmental Justice Elements) to the public for review. At this meeting, we will solicit additional comments and refinement suggestions for the draft policy documents.

Result: This meeting will allow the project team to make refinements to goals, policies and programs in response to feedback from community members.

Draft Environmental Justice and Safety Elements to Planning Commission

Purpose: The purpose of this meeting is to present our draft documents to the Planning Commission for review and recommendation to the City Council.

M-Group will present the preliminary draft Environmental Justice Element, Safety Element to the Planning Commission for review and comment.

Result: This meeting will allow the project team to make refinements to goals, policies and programs in response to Planning Commission feedback.

Draft Housing Element, Land Use Element, and Municipal Code Update to Planning Commission

Purpose: The purpose of this meeting is to present our draft documents to the Planning Commission for review and recommendation to the City Council.

M-Group will present the preliminary draft Housing Element, Land Use Element, and Municipal Code Update to the Planning Commission for review and comment.

Result: This meeting will allow the project team to make refinements to goals, policies and programs in response to the Planning Commission feedback.

Draft Environmental Justice, Safety Element, Housing Element, Land Use Element, and Municipal Code Update to City Council

Purpose: The purpose of this meeting is to get feedback from the City Council.
M-Group will present the preliminary draft *Housing Element, Land Use Element, and Municipal Code Update* to the Planning Commission for review and comment.

*Result:* This meeting will allow the project team to make refinements to goals, policies and programs in response to City Council feedback.
# Community Outreach & Meetings Schedule

<table>
<thead>
<tr>
<th>Visioning</th>
<th>Framework</th>
<th>Draft Plan</th>
<th>Final Plan / EIR</th>
<th>Plan Adoption</th>
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<tbody>
<tr>
<td>2021</td>
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<td><strong>Spring</strong></td>
<td><strong>Summer</strong></td>
<td><strong>Fall</strong></td>
<td><strong>Winter</strong></td>
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<tr>
<td>CDC Formed and Training</td>
<td>Housing Commission Meetings</td>
<td>Draft Plan Preview</td>
<td>HCD Review Begins</td>
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<td>Community Survey</td>
<td>Element Focus Groups Workshop</td>
<td>Notice of Preparation</td>
<td>HCD Review Ends</td>
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<tr>
<td>Stakeholder Interviews</td>
<td>Housing Workshop</td>
<td>Pop-Up Workshop</td>
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<td>General Outreach</td>
<td>Final Drafts</td>
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**Meetings**
- Meetings will coincide with major phases and deliverables
- Meetings will begin monthly, then coincide with major phases
- Meetings will coincide with major phases and deliverables

**Public Drafts:**
- Housing Element
- Land Use Element
- Environmental Justice Element
- Safety Element
- Zoning Ordinance and Map

**Community Outreach:**
- General Outreach
- Notice of Preparation
- Public Drafts: - Housing Element - Land Use Element - Environmental Justice Element - Safety Element - Zoning Ordinance and Map

**Public Engagement Events:**
- Pop-Up Workshop
- Pop-Up Workshop
- Pop-Up Workshop
- Pop-Up Workshop
- Pop-Up Workshop

**HCD Review:**
- Begins
- Ends

**EIR Circulation:**
- Begins
- Ends
## Project Schedule

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### Meetings will coincide with major phases and deliverables

- **City Council Kick-off**
- **CEOC Formed and Training**
- **Housing Commission Meetings**

### Meetings will begin monthly, then coincide with major phases

- **City Council Meetings**
- **Planning Commission City Council Meetings**

### Terms
- **HOUSING ELEMENT UPDATE ADOPTED EIR CERTIFIED (NOV, 2022)**

### Key Events

#### Stakeholder Events
- **Sustainability Survey**
- **Participation with Local CEOs**
- **Focus Groups Workshop**
- **Draft Policy Review**
- **Housing Intro Seminar**

#### Community Outreach
- **General Outreach**
- **Notice of Preparation**
- **Public Drafts:**
  - Housing Element
  - Land Use Element
  - Environmental Justice Element
  - Safety Element
  - Zoning Ordinance and Map

#### Vision and Outreach
- **Summary Presentation**
- **Pop-Up Workshop**
- **HCD Review Begins**
- **HCD Review Ends**
- **IR Circulation Begins**
- **IR Circulation Ends**
Additional CEOC meetings scheduled as necessary

Community Engagement Schedule

May 2021
CEOC Meeting #1
Spring 2021

Jun 2021
CEOC Meeting #2
Early Summer 2021

Jul 2021
CEOC Meeting #3
Mid Summer 2021

Aug 2021
Initial Outreach on Environmental Justice and Safety Elements

Sep 2021
Housing Commission Preliminary Land Use Strategies
Late Summer 2021

Oct 2021
Draft Plan Review/Public Drafts
Fall 2021

Individual/Group Interviews
Housing Intro Seminar
Focus Groups
Community Survey

Project Gallery begins
Vision & Outreach Summary Presentation
Housing Workshop

General Outreach Meetings and Pop-Up Workshops throughout summer

General Outreach Meetings and Pop-Up Workshops throughout summer

Draft Policy Review

Land Use Alternatives Review

Fall 2021
Focus Group Types

- Residents
- Disadvantaged Communities
- Community Groups
- Housing Organizations
- Service Providers
- Renters & Homeowners
- Local Businesses
- Housing Developers
- Religious Institutions
- Special District Partners (Schools, etc.)
CEO C Input

- Questions on the Outreach Plan
- Comments on the Outreach Plan
- Ideas for groups to reach out to
- Ideas for how to reach the community as a whole and/or particular groups
Next Steps

Ongoing contact: Deanna Chow
DMChow@menlopark.org

- Ongoing
  - Scheduling Stakeholder Interviews + Focus Groups
- June 10 Meeting Agenda
  - Final Comments on Outreach Outline
  - Environmental Justice & Safety Element Meetings
  - Community Survey