SPECIAL MEETING AGENDA

Date: 6/10/2021
Time: 6:00 p.m.
Location: Zoom.us/join – ID# 978 0188 5004

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 of Community Engagement and Outreach Committee’s Roles and Responsibilities (Memorandum for D1, D2, D3 and D4)

D2. Review and provide feedback on the Housing Element focus group and stakeholder interview participants and questions

D3. Review and provide feedback on providing a fair and equitable community-focused process through partnerships with local community groups, language interpretation services, and with assistance from ChangeLab Solutions

D4. Review and discuss upcoming Housing Element outreach and engagement activities

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: 06/07/2021)
MEMORANDUM

Date: June 10, 2021

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

From: Deanna Chow, Assistant Community Development Director
      Geoff I. Bradley, AICP, Project Manager
      Sung Kwon, AICP, Deputy Project Manager
      Christina Paul, AICP, Community Engagement Lead

Subject: June 10, 2021 CEOC Meeting Agenda Topics Summary

This memo provides a summary of the agenda items to be discussed at the June 10, 2021 CEOC Meeting.

D1. Review of Roles & Responsibilities
At the beginning of the meeting, the project team would like to provide a reminder of the roles and responsibilities of the CEOC. This will include its purpose and limitations, in an effort to help the committee remain focused on its charge and be effective and productive in providing feedback during the meetings. The CEOC is an advisory committee that was established by the City Council to assist the City in ensuring a broad and inclusive community outreach and engagement process for the Housing Element Update, and will disband following the project’s completion. The Housing Element Update process, itself, will be complex and intensive over the next 18 months. The CEOC is a newly established committee because outreach and engagement was identified by the City Council as a key part in the overall project. In addition to the CEOC, the Housing Commission, Planning Commission, City Council Subcommittee, and City Council will all have a role in the process. The roles and responsibilities of the CEOC are described below.

Purpose:

The Housing Element Community Engagement and Outreach Committee (CEOC) assists the City in ensuring a broad and inclusive community outreach and engagement process. Committee members help guide and provide feedback on the types and frequency of activities/events/meetings and the strategies and methods for communicating with the various stakeholders in the community.

The primary responsibilities of the group would be to:
• Serve as an ambassador of the project and encourage people to participate in the process;
• Help guide and provide feedback on the community engagement plan; and
• Serve as a community resource to provide information to and receive input from the community on matters related to community engagement and public outreach.

The primary responsibilities of each member would be to:
• Identify effective ways to inform and engage the various stakeholders about the project;
• Commit to constructive dialogue, mutual respect and collaboration; and
• Share local knowledge.
For reference, table 2 of Attachment 1 – May 25, 2021 City Council staff report, provides a summary of the role of the other Committees/Commission/Council during the Housing Element process. During the Housing Element update process, a number of policy topics will be discussed; however, the CEOC, itself, does not provide guidance on policy matters. The outreach and engagement that is conducted will help elicit input on the policy discussions. Members of the CEOC are welcome and encouraged to attend events and other Commission or Council meetings where such discussions are intended to occur.

The CEOC’s feedback is important to enhancing the engagement and outreach plan. The draft plan is intended to provide structure to advance the project in a timely manner given the State-mandated deadline of January 2023, but is also flexible to adjust to potential needs of the project. While the completion date appears far in the future, the outreach needs to start now and much of the public input needs to be accomplished in the next four to six months in order for the successful completion of the project, including required components such as drafting documents for HCD’s preliminary review and the preparation of the Environmental Impact Report (EIR) for public review.

Because the intensity and pace of the project, the CEOC will not have the ability to review the content of every outreach document given the schedule nor is it the purpose of the group or best use of the committee’s time during meetings. CEOC's local knowledge is invaluable and time spent at meetings should be providing feedback on what types of activities work and do not work and approaches for connecting with the community instead of editing documents. Staff will use the CEOC’s feedback and consider best practices, professional experience, budget, resources, and timeline to advance outreach efforts.

To help guide the CEOC’s feedback, the following are examples of questions each member should be thinking about when providing feedback on the engagement and outreach activities to the project team. It is within these parameters the committee can have the greatest influence.

- Who should we reach out to? (e.g. focus groups, community partners, etc.)
- What types of activities should we do? (e.g. survey, pop-up events, gallery walk, webinar, etc.)
- Where should meetings and events take place? (e.g. online, farmers’ markets, community events, etc.)
- When should meetings/events occur and how frequent? (e.g. evenings, weekends, once a week, etc.)
- Why should we reach out? (e.g. we want to hear the voices and viewpoints from community members on issues that are important to them related to the project)
- How should we connect with the community? (e.g. social media, mailers, door-to-door, newsletter, etc.)

The outreach events are intended to obtain mostly qualitative information about housing and related issues to inform the policy and program updates. Draft policies/programs will be developed with this input and will be presented as a Vision and Summary Presentation. In addition, there will be both community meetings and public hearings for draft policies and draft document review.
D2. Focus Groups & Individual/Small Group Interviews
The engagement and outreach plan identifies focus groups and individual/small group interviews as one of the first activities conducted by the project team. The plan provides a brief description of the item, its purpose, and how the feedback will be used, as noted below. The timeline for when these activities would occur are also noted.

**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.

**Timeline:** Mid to late June 2021

**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, business owners, and housing developers.

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

**Timeline:** Mid to late June 2021

As part of the Focus Group/Individual Interviews, we invite the CEOC to review the draft list of focus groups and individual/small groups (Attachment 2 – Draft List of Focus Groups) to help ensure we have a variety of stakeholders that represent the different viewpoints and perspectives in the City. The proposed categories of groups have been identified to reach a broad range of groups as need to comply with Housing Element Requirements. In addition, as part of addressing new state laws calling for fair housing (AB 686) and environmental justice (SB 1000), we are targeting traditionally underrepresented and hard to reach groups.
If members have specific recommendations for individual and small group interviews, we request that each member of the committee email any suggested individuals to be interviewed to the city staff contact Deanna Chow. For these small group meetings to be successful at engaging the participants, the team is recommending the number of participants in each group to 1 to 4 people. If staff receives more individuals than the recommended number of participants, the participants would typically be selected at random.

Draft focus group questions have been developed that would benefit from the CEOC’s review and comment (Attachment 3 - Draft Focus Group Questions). The questions are intended to garner feedback that will help identify important issues, concerns and difficulties faced by community members. The feedback will be used by the project team to begin the discussion around proposed policies and identification of housing opportunity sites. Each focus group will receive the same set of questions related to the Housing Element and the Environmental Justice/Safety Element. More targeted questions have also been prepared for the different groups to help guide the conversations.

D3. Equity and more voices
We would like the CEOC to provide suggestions on specific community groups we should reach out to (Attachment 4 - Draft List of Community Groups) to help spread the word about this once in a decade opportunity to help plan the future of Menlo Park. Feedback on language interpretation service in terms of which languages to focus on would be helpful.

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.

Timeline: Ongoing

As part of providing an equitable planning effort, we have partnered with ChangeLab Solutions, a Bay Area based non-profit organization devoted to advancing equitable laws and policies, to work with us on the implementation of community outreach.

D4. Upcoming Outreach Activities and Meetings
The project team will present an Introduction to Housing Webinar on July 1, 2021. At this webinar, we will go through what is required in a Housing Element, the Regional Housing Needs Allocation (RHNA), fair housing, the Environmental Justice Element, Safety Element, and a highlight of potential housing solutions. A separate webinar on potential housing solutions will be provided at a later date.
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.

Date: July 1, 2021

In addition, the project team will be preparing a citywide survey. The CEOC should discuss how they would like to review and comment on the survey questions. The CEOC can create a subcommittee to work on survey questions with the team. As part of the citywide survey, environmental justice and safety element questions will need to be developed in addition to the housing related questions. Respondents will be asked to respond to both specific questions and open-ended questions. The intent of the survey is to gain the understanding of the general public’s preferences and concerns. This result of the survey will provide background information for the development of policies and programs and the development of the three land use site selection strategies. The survey will be a way to obtain direct feedback from individuals, where the other outreach events will be in a more open forum.

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 covers 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.
Upcoming CEOC meeting dates:

- July 15, 2021
- August 5, 2021
- September 2021 (Date TBD)

Attachment 2 – Draft List of Focus Groups and Small Group Meetings
Attachment 3 – Draft Focus Group Questions
Attachment 4 – Draft List of Community Groups
LIST OF FOCUS GROUPS AND INDIVIDUAL/SMALL GROUP MEETINGS

**Focus Groups** (5 meetings with 10 – 15 people per group)
- Housing Organizations & Service Providers
- Renters
- Homeowners
- Businesses
- Housing Developers (Profit & Non-profit)

**Individual/Small Group Meetings** (24 meetings with 1-4 people each)
- Disabled (Service providers)
- People struggling with homelessness
- Veterans
- Seniors
- Assisted Living Facilities representatives
- Large Households
- Families with children
- Single parent households
- Religious facility representatives
- Latinx/Hispanic Community
- Black community members
- Asian American community
- Major Employers/Property Owners
- Students
FOCUS GROUP & INDIVIDUAL/SMALL GROUP MEETING QUESTIONS

Housing Questions for All Focus Groups
1) What are some of the housing challenges you know of firsthand in Menlo Park?
2) What type of housing would you like to see more of in Menlo Park (i.e., taller buildings, housing over retail, senior housing, student housing, micro-units, live/work units)?
3) Are there particular concerns of adding more housing in the City and how can the concerns be reduced?
4) Are there particular groups of people with unique needs that we should be planning for?
5) How can Menlo Park foster fair housing and further equity in housing development?
6) Where do you think additional housing should be planned for?
7) Would you support the creation of more diverse housing opportunities in single-family neighborhoods? (i.e. duplexes or triplexes, bungalow courts, and/or small apartment buildings)

Environmental Justice/Safety Questions for All Focus Groups
1) How has historical and current segregated living patterns affected housing opportunities and housing service needs in Menlo Park?
2) Have you, your organization, clients, your business, your community, or service levels in your area been impacted by wildfire smoke, heat waves, drought, flooding, and other climate hazards? If yes, which populations were most affected?
3) What are some of the prominent environmental justice issues that affect you, your organization, clients, your business, your community? (e.g., air quality and pollution, safe and sanitary homes, healthy food access, public facilities and physical activity)
4) At its core, environmental justice is a concept that all people are entitled to live, work, and play in a clean and healthy environment regardless of race, culture, or income. What can Menlo Park prioritize to have the most impact to improving the physical environment so that it supports everyone’s good health and quality of life?
5) Is there anything else you would like to discuss about housing, environmental justice or safety in the community?

Questions for Housing Organizations and Service Providers
1) What are the needs and services available for female householders in Menlo Park? And for male householders, if different?
2) What are the needs and services available for the elderly in Menlo Park?
3) What are the needs and services available for people with disabilities, including development disabilities in Menlo Park?
4) What housing and housing related services are lacking in Menlo Park?
5) How has social and racial justice played a part in the provision of housing services?
6) What are the needs and services available for large households in Menlo Park?
7) Is there a need for farmworker housing?
8) What are the needs and services available for people experiencing homelessness in Menlo Park?
9) Do you know friends, neighbors or family members who are struggling with a lack of housing?
10) Who else should we talk to about homeless issues?
11) What type of housing and housing related services are lacking in Menlo Park?
12) How can Menlo Park minimize housing displacement?
13) What languages do your clients speak and what communication challenges do they face?
14) Are there any affordable units at-risk of conversion to market rate you know about?
FOCUS GROUP & INDIVIDUAL/SMALL GROUP MEETING QUESTIONS

Questions for Renters
1) Is your housing situation safe and affordable for you and your family?
2) Have you experienced difficulty finding affordable rental housing in the community?
3) Do you have to spend more than 30% of your gross income on rent including utilities?
4) Do you see yourself continuing to rent in the future or do you plan on purchasing a home?
5) Have you experienced housing discrimination based on your race, color, religion, sex, disability (including the need for a service animal), family status (e.g. single-parent, multi-generational, multiple children), or national origin?
6) Do you feel like you have options to rent other housing in the community?
7) Have you been displaced from housing or fear being displaced in the future?

Questions for Housing Developers (For-Profit and Non-Profit)
1) What are the challenges and obstacles and what can Menlo Park do to make housing development, particularly affordable housing, easier to build?
2) Are there any process improvements that the City of Menlo Park can make?
3) Are there any particular challenges for the development of senior housing and/or assisted living facilities?
4) How much demand is there for housing at various income levels?
5) What housing types have the greatest demand in Menlo Park?
6) Are there any changes you would like to see in the General Plan and/or Specific Plans?
7) What zoning designations work, don’t work, and why?
8) How can the mixed-use zone be better utilized to encourage affordable housing?
9) Are there any affordable housing incentives that would be helpful?

Questions for Homeowners
1) How can Menlo Park make it easier to build Accessory Dwelling Units?
2) Would you consider developing an ADU on your property?
3) Would you consider developing a Junior ADU on your property?
4) Did you know that under City and State laws you can develop both an ADU and a Junior ADU on any single-family residential property?
5) Would you support allowing duplexes and triplexes in single-family neighborhoods?
6) Is your housing situation safe and affordable for you and your family?
7) Have you experienced difficulty finding affordable housing in the community?
8) Do you have to spend more than 30% of your gross income on rent including utilities?
9) Have you experienced housing discrimination based on your race, color, religion, sex, disability, familial status, or national origin?

Questions for Local Businesses
1) How will additional housing opportunities in Menlo Park affect your business?
2) Do you or your employees have difficulty finding housing they can afford in or near Menlo Park?
3) Where do you and your employees live?

Questions for Larger Businesses
1) Are you interested in building housing on or near your corporate campus?
2) Do you have any suggestions for how major employers can help address expanding affordable housing in the city? What can the City do to assist in that process?
3) Is the shortage of affordable housing in or near Menlo Park a factor to stay or grow the business in the community?
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<tr>
<th>Organization</th>
<th>Description</th>
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<tbody>
<tr>
<td>1 Asian American Recovery Services</td>
<td>They offer health program and services that are culturally responsive, including substance abuse programs, HIV prevention and testing, mental health services, juvenile justice and probation youth services, and more.</td>
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<td>2 Belle Haven Action</td>
<td>Belle Haven Action is a project of UnaMesa Association, a 501.c (3) public charity. They work with Belle Haven residents to advocate for equity and inclusion. Their project areas include public safety, pedestrian safety, housing and homelessness, economic opportunity, voter rights, transportation and equity.</td>
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<td>3 Belle Haven Community Development Fund</td>
<td>They are the only community fund for Belle Haven and provide grants and scholarships to foster community development.</td>
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<td>4 Belle Haven Neighborhood Association</td>
<td>Neighborhood resident affinity and advocacy group for Belle Haven.</td>
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<td>5 Belle Haven Youth Center Part of the City of Menlo Park</td>
<td>The Belle Haven Youth Center provides child care services to children in kindergarten to sixth grade. They provide homework assistance as well as other social and recreational opportunities.</td>
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<td>6 Boys and Girls Clubs of the Peninsula (BGCP)</td>
<td>BGCP is dedicated to closing the opportunity gap by providing low-income youth with expanded learning opportunities to achieve success in school.</td>
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<td>7 Cañada College SparkPoint</td>
<td>SparkPoint is part of Cañada College and provides financial coaching, CalFresh card for eligible individuals, a food pantry, housing resources and free legal clinic. The program is designed to help people achieve financial self-sufficiency. They provide additional support for students and community members experiencing homelessness.</td>
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<td>8 Center for Independence of Individuals with Disabilities</td>
<td>Through the Housing Accessibility Modifications Program, grants are available for disabled and/or frail elderly persons to maximize self-sufficiency by eliminating architectural barriers in the home.</td>
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<td>9 Community Legal Services in East Palo Alto</td>
<td>Non-profit that offers legal services to low-income families. They specialize in immigration, housing, workers' rights, records clearance and consumer protection.</td>
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<td>10 Council of Churches</td>
<td>National organization of churches that addresses issues of social and economic justice.</td>
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<td>11 ECHO Housing</td>
<td>Discrimination based on race, color, religion, national origin, ancestry, sex, marital status, physical or mental disability, age or sexual orientation in the sale or rental of any housing is illegal. ECHO Housing handles housing discrimination complaints and works to secure equal access to housing for all people.</td>
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<td>12</td>
<td>Faith in Action Bay Area</td>
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<td>13</td>
<td>Habitat for Humanity Greater San Francisco</td>
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<td>14</td>
<td>Hello Housing Former contractor of the City of Menlo Park</td>
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<td>HIP Housing</td>
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<td>16</td>
<td>Home for All</td>
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<td>17</td>
<td>HouseKeys Current contractor of the City of Menlo Park</td>
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<td>18</td>
<td>Housing Endowment and Regional Trust (HEART)</td>
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<td>Housing Leadership Council</td>
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<td>JobTrain</td>
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<td>21</td>
<td>Legal Aid Society of San Mateo County</td>
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<td>22</td>
<td>Life Moves – Haven House</td>
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<td>Menlo Park Chamber Business Alliance</td>
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<td>Menlo Park Senior Center</td>
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<td>Menlo Spark</td>
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<td>Menlo Together</td>
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<td>MidPen Housing</td>
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<td>Nuestra Casa</td>
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<td>Organization of Chinese Americans</td>
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<td>PANDAS Network</td>
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<td>Peninsula Conflict Resolution Center</td>
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<td>Peninsula Family Service</td>
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<td>Peninsula for Everyone</td>
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<td>34</td>
<td>Peninsula Volunteers</td>
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<td>Project Sentinel</td>
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<td>36</td>
<td>Ravenswood Education Foundation</td>
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<td>37</td>
<td>Ravenswood Family Health Network</td>
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<td>Rebuilding Together Peninsula</td>
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<td>39</td>
<td>Rotary Club of Menlo Park Foundation</td>
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<td>Samaritan House</td>
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<td>41</td>
<td>San Mateo County Union Community Alliance</td>
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<td>42</td>
<td>Silicon Valley Community Foundation</td>
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<td>Soup</td>
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<td>StarVista</td>
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<td>Tech Equity Collaborative</td>
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<td>Thrive Alliance</td>
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<td>United Way Bay Area (211)</td>
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<td>48</td>
<td>Valley Community Land Trust</td>
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<td>49</td>
<td>Vista Center for the Blind and Visually Impaired</td>
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<td>WeHOPE</td>
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<td>51</td>
<td>Youth United for Community Action (YUCA)</td>
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<td>Y-PLAN</td>
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