All members present except Members Cline and Dao.

At the beginning of the meeting, there was a discussion regarding the roles and responsibilities of the various reviewing and decision-making bodies for the Housing Element Update project. The Mayor and City Manager participated in the discussion.

The CEOC also welcomed its newest member, Richard Li, from District 5.

Advocate Groups/Organization Activity by M-Group
M-Group discussed the outreach approach and focus group meetings.

Using a digital whiteboard, M-Group displayed a draft list of community groups organized into different categories (same groups as listed in meeting materials). The purpose of this activity was to list various groups that serve different communities of Menlo Park. Organizations that represented businesses, seniors, faith-based, equity, and more were added to the list as potential points of contact. The CEOC reviewed the list of groups and added to this list. Members of the CEOC were thoughtful in their recommendations to add groups that serve a diverse array of communities/interests within Menlo Park. Snapshots from the digital whiteboard are provided on the following page.
Summary of Questions from CEOC Members

- Who qualifies for responding to the community survey?
- Should there be limitations on who participates in the focus groups?

Additional Summary Comments from CEOC Members during Digital Whiteboard Exercise

- The proper length of the community survey is key for effective outreach.
- Proper representation by City Council District is important.
- Homeless should be referred to as “unhoused.”
- “Special needs housing groups” should be referred to as “housing groups”
- Each survey should be tailored to the audience it would be sent out to.
- Ideas for gift cards/compensation were discussed to increase community participation.
- Focus on pollution, including noise, as part of the preparation of the Environmental Justice Element.
- Outreach efforts should address people at risk of losing housing and those experiencing rent increases, evictions, and/or transportation challenges.
- Provide opportunities for intimate conversations in smaller groups where participants can share their feedback outside of a larger group setting.

Public Comments

- Committee meetings should be posted on the City’s website. This would allow for greater project transparency.
- Outreach should reach seniors and the elderly.
- Please make sure good information is provided.
- Zoning is key to where we put housing.

Focus Group Questions by M-Group

M-Group provided background information for the focus groups questions for the CEOC to review. Members of the CEOC reviewed the questions and provided their comments. The CEOC generally had the following comments on the focus group questions:

- A variety of housing types is good to explore with the Housing Element Update but be aware of leading questions that may skew how individuals respond; encourage open feedback. In discussion of housing types, be aware of pipeline projects, such as Facebook’s Willow Village effort that folds into meeting Menlo Park’s Regional Housing Needs Allocation and the potential effects these pipeline projects have for the community.
- Focus group participants can and should be encouraged to talk about their experiences at the neighborhood level, not limited to discussing only citywide issues or concerns.
- Consider documented/undocumented status as part of discussions for housing opportunities.
- Narrow down focus group questions with the intent to make responding easier (less overwhelming in scope) and include discussion of disparities in education and schooling opportunities based on residential location.
- Consider discussion regarding what is the appropriate mix or balance of rental versus homeownership in Menlo Park.
- Provide homeownership rates and other supporting background data prior to sending out survey.
- The recorded CEOC meetings should be available on the project website.

Next Steps

M-Group let the CEOC know that an Introduction to Housing Seminar was scheduled for July 1, 2021.
July 1, 2021 Presentation (see attached)

The CEOC desired formation of a subcommittee to work with the M-Group and City staff to refine the draft survey prior to review at the next CEOC meeting on July 15, 2021. Committee members Feldman, McMahon, Ollarvia, and Robledo were appointed to the ad hoc survey subcommittee.

Approved by the Housing Element Community Engagement and Outreach Committee (CEOC) on July 15, 2021
CITY OF MENLO PARK

HOUSING ELEMENT UPDATE INTRODUCTION SEMINAR
July 1, 2021

MEETING TOPICS

- Housing Element
  - Existing Housing Conditions
  - Racial and Ethnic Equity in Housing/History of Racial Segregation in Planning and Housing
  - Housing Element State Requirements
- Environmental Justice Element
- Safety Element
- Community Involvement Opportunities & Project Schedule
- Q&A

GOALS

- Balanced Community
- Affordability Focused
- Social Justice

WHY

THE HOUSING ELEMENT MATTERS

✓ Every city in the region needs more housing, of all types and sizes.

✓ Once-in-a-decade opportunity to shape the future of housing in Menlo Park.
Teachers, firefighters, health care, and other essential workers are traveling long distances to work or being forced to relocate to other cities.

Young adults and students - including your children and grandchildren - are unable to purchase homes or even live in the communities they grew up in once they leave their childhood homes.

Communities of color and non-English speakers – who make up the majority of our community members living in overcrowded and unsafe conditions – can’t afford to be near their jobs, school, or families.

Existing Housing Needs
- Affordable housing at risk of conversion
- Extremely low-income housing needs
- Overpayment & overcrowding

Projected Housing Needs
- New housing needed – Regional Housing Needs Allocation (RHNA)

Major Building Blocks
- Large families, Single-person householders
- Lack of housing for everyone -- Unhoused
- People with disabilities including developmental disabilities
- Seniors (65+)

Site Inventory & Analysis
- Adequate Sites & Analysis
- Inventory of suitable land
- Accessory Dwelling Units (ADUs)
- Opportunities for energy conservation
- Zoning for a variety of housing types
**Constraints**

- Must identify all governmental & other constraints on new housing

**Program Requirements**

- Detailed, Quantified Objectives must address, mitigate and remove constraints and:
  1. Assist in the development of housing
  2. Improve & conserve the existing housing stock
  3. Preserve units at risk of conversion of market rates
  4. Provide equal housing opportunities

---

**MAJOR BUILDING BLOCKS**

**LIVE POLLING**

1) Housing
2) Environmental Justice
3) Safety
4) All of the above

**Which District do you live in?**

SELECT ONE

6 Other – Not in Menlo Park
Menlo Park has **34,138** residents

**13,020** housing units for **2.62** people per unit

42% of residents are RENTERS, compared to a Bay Area average of 44%

### POPULATION BY AGE

![Population by Age Chart]

- **Age 0-4**
- **Age 5-14**
- **Age 15-24**
- **Age 25-34**
- **Age 35-44**
- **Age 45-54**
- **Age 55-64**
- **Age 65-74**
- **Age 75-84**
- **Age 85+**

Data from City of Menlo Park

RACIAL AND ETHNIC EQUITY IN HOUSING

EXCLUSIONARY PAST AND PRESENT

1920s-40s: Neighborhood Covenants

DECLARATION of Covenants AFFECTING THE WILLOWS SUBDIVISION, SAN MATEO COUNTY

Clause 5: RACE RESTRICTION. That no person of African, Japanese, Chinese or Mongolian descent shall use or occupy such property or any part thereof, unless such person or persons are employed as servants by a Caucasian occupant of some portion of such property.

Photo: Menlo Park Historical Association

AFFH = FAIR HOUSING

EXCLUSIONARY PAST AND PRESENT

1950s: 101 Divides the Community

In the 1950s, the state widens Highway 101, creating a barrier between neighborhoods. The NAACP refers to the widened highway as the “Concrete Curtain.”

Before

After

Photos: Palo Alto Historical Archives

Legend:
- Asian
- Black
- Two or More Races
- White
- Hispanic or Latino
- American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander
EXCLUSIONARY PAST AND PRESENT

1950s-60s: Blockbusting

It's Expensive to Indulge Prejudice

DAILY PALO ALTO TIMES: WEDNESDAY, AUGUST 10, 1955

Last week we heard charges that some real estate operators are attempting to capitalize on racial frictions and fears to promote "panic sales" of homes in the Belle Haven area, which they claim is "gone."

DAILY PALO ALTO TIMES: FRIDAY, AUGUST 5, 1955

Belle Haven practices eyed by state official

By ART GERMAN

Menlo Together (2019)

OVERCROWDING BY RACE

More than 1 Occupant Per Room

- Asian/API
- Black or African American
- Hispanic or Latinx
- Other Race or Multiple Races
- White


SCHOOL DISTRICT BOUNDARIES

Redwood City SD

Ravenswood City SD

Menlo Park City SD

HIGH COST OF HOUSING

- Purchasing a home is out of reach for many working and middle-class families.

Menlo Park

Bay Area

### INCOME LEVELS

**Housing Element Requirements**

**Current Progress**

<table>
<thead>
<tr>
<th>Income Level</th>
<th>% of Area Median Income</th>
<th>1 Person Household</th>
<th>2 Person Household</th>
<th>3 Person Household</th>
<th>4 Person Household</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Low</td>
<td>0 – 30%</td>
<td>$38,400</td>
<td>$43,850</td>
<td>$49,350</td>
<td>$54,800</td>
</tr>
<tr>
<td>Very Low</td>
<td>30 – 50%</td>
<td>$63,950</td>
<td>$73,100</td>
<td>$82,250</td>
<td>$91,350</td>
</tr>
<tr>
<td>Low</td>
<td>50 – 80%</td>
<td>$102,450</td>
<td>$117,100</td>
<td>$131,750</td>
<td>$146,350</td>
</tr>
<tr>
<td>Moderate</td>
<td>80 – 120%</td>
<td>$125,650</td>
<td>$143,600</td>
<td>$161,550</td>
<td></td>
</tr>
<tr>
<td>Above Moderate</td>
<td>Over 120%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

San Mateo County Area Median Income: $149,600 (4-person Household)

### Examples of Income Levels

<table>
<thead>
<tr>
<th>Income Category</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Low Income</td>
<td>Senior Living alone on Fixed Income</td>
</tr>
<tr>
<td>Very Low Income</td>
<td>Secretary, Single Mom with 1 child</td>
</tr>
<tr>
<td>Low Income</td>
<td>Elementary School Teacher + Post-Doc with 1 child</td>
</tr>
<tr>
<td>Moderate Income</td>
<td>Tech Worker, Stay at home spouse with 2 children</td>
</tr>
</tbody>
</table>

“Low Income” is closest to median MP household
### Regional Housing Needs Allocation

<table>
<thead>
<tr>
<th></th>
<th>5th Cycle RHNA</th>
<th>6th Cycle RHNA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bay Area</td>
<td>187,990</td>
<td>441,176</td>
</tr>
<tr>
<td>San Mateo County</td>
<td>16,418</td>
<td>47,321</td>
</tr>
<tr>
<td>Menlo Park</td>
<td>655</td>
<td>2,946</td>
</tr>
<tr>
<td>Lowest</td>
<td>Town of Colma</td>
<td>202</td>
</tr>
<tr>
<td>Average</td>
<td>All 21 Jurisdictions</td>
<td>2,253</td>
</tr>
<tr>
<td>Highest</td>
<td>City of San Mateo</td>
<td>7,015</td>
</tr>
</tbody>
</table>

### 6th Cycle RHNA

- **740 Units Very Low Income**
- **426 Units Low Income**
- **496 Units Moderate Income**

### 6th Cycle RHNA 2023-2031

<table>
<thead>
<tr>
<th></th>
<th>5th Cycle</th>
<th>6th Cycle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Low</td>
<td>233</td>
<td>740</td>
</tr>
<tr>
<td>Low</td>
<td>129</td>
<td>426</td>
</tr>
<tr>
<td>Moderate</td>
<td>143</td>
<td>496</td>
</tr>
<tr>
<td>Above Moderate</td>
<td>150</td>
<td>1,284</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>655</strong></td>
<td><strong>2,946</strong></td>
</tr>
</tbody>
</table>

*An additional 15-30% buffer is recommended.*
What type of home do you live in?
1) Single-Family
2) Multi-Family
3) Other

What is most important to you when choosing a place to live?
1) Affordability
2) Near work
3) Transportation Options (e.g. CalTrain, bus, shuttle)
4) Quality of Neighborhood (e.g. schools, parks, shopping)
**ENVIRONMENTAL JUSTICE**

- **SB1000 (2016)**
  - Requires Environmental Justice Element when updating General Plan
  - Requires identification of disadvantaged communities and reduce compounded health risks
  - Defines “Disadvantaged Community”
    - A low-income area OR
    - Disproportionately affected by pollution

**ENVIRONMENTAL JUSTICE FOCUS AREAS**

- Prioritize Disadvantaged Communities
- Minimize compounded health risks
- Reduce pollution exposure - Improve air quality
- Increase public engagement
- Promote public facilities
- Provide food access
- Promote physical activity
- Promote safe and sanitary homes
What is the best way for the City to get your input?

SELECT ALL THAT APPLY

1) Email/Newsletter
2) In person meeting & community events
3) Online meeting
4) Flyer/regular mail

Have you experienced the following problems?

SELECT ALL THAT APPLY

1) Poor air quality
2) Lack of access to parks
3) Insufficient food access
4) Limited safe transportation
5) Unaffordable housing options
6) Noise/Light pollution

SAFETY ELEMENT

SAFETY ELEMENT

- Climate change resiliency and adaptation
- Sea-level rise
- Fire/Smoke safety
- Local hazards
SAFETY ELEMENT

- Changes include:
  - Additional adaptation strategies
  - Greater linkage to regional Mitigation Plan

Which of these have you experienced in the past? SELECT ALL THAT APPLY

1) Wildfire risk
2) Sea Level Rise/Flooding
3) Extreme Heat
4) Hazardous Spills
5) Other

Which of these are you concerned in the future? SELECT ALL THAT APPLY

1) Wildfire risk
2) Sea Level Rise/Flooding
3) Extreme Heat
4) Hazardous Spills
5) Other
COMMMUNITY INVOLVEMENT OPPORTUNITIES

OUTREACH & ENGAGEMENT

Survey
Workshops
Focus Groups
CEOC
Housing & Planning Commissions
Pop Ups
General Outreach Meetings

PROJECT WEBSITE
menlopark.org/housingelement

MAJOR MILESTONES

<table>
<thead>
<tr>
<th>Summer thru Fall 2021</th>
<th>Fall 2021</th>
<th>Spring 2021</th>
<th>Winter 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Affirmatively Furthering Fair Housing</td>
<td>• Housing Element</td>
<td>• Based on Project Description</td>
<td>• Housing Commission</td>
</tr>
<tr>
<td>• Discuss locations for New Housing</td>
<td>• Environmental Justice Element</td>
<td>• Fiscal Analysis</td>
<td>• Planning Commission</td>
</tr>
<tr>
<td></td>
<td>• Safety Element</td>
<td></td>
<td>• City Council</td>
</tr>
<tr>
<td></td>
<td>• Land Use Element and Zoning updates</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
FOCUS GROUPS

- Sign up for a renters or homeowners focus group
  - Meetings take place week of July 19
  - Deadline to sign up is July 9
    menlopark.org/focusgroup

- Sign up for project updates
  menlopark.org/projectupdates

THANK YOU!

Thank you for your time and commitment to the City of Menlo Park!

menlopark.org/housingelement