

Housing Element Community Engagement and Outreach Committee



REGULAR MEETING DRAFT MINUTES

Date: 7/15/2021
Time: 6:00 p.m.
Location: Zoom.us/join – ID# 915 2356 0057

Link to July 15, 2021 Meeting Agenda and Materials:
https://www.menlopark.org/AgendaCenter/ViewFile/Agenda/_07152021-3641

Link to July 15, 2021 Meeting Video:
<https://www.youtube.com/watch?v=VjbdNyd1WHE>

Items A and B – Call to Order and Roll Call

The CEOC meeting of July 15, 2021, was called to order and all Members were present except Members Cline and Li.

Item C – Public Comment

No public comment was provided.

Item D1 – Community Engagement and Outreach Committee Summary Meeting Minutes

The CEOC reviewed the draft summary meeting minutes from May 27, 2021; June 3, 2021; and June 10, 2021. The CEOC approved all meeting minutes as submitted.

Item D2 – Review and provide feedback on Draft Community Survey

M-Group provided an update on refinements for the Draft Community Survey. On July 6, 2021, the CEOC Survey Subcommittee met to review the document. General feedback from the Survey Subcommittee was to make the survey easier to read/understand, shorter, and have a target completion time of 10-15 minutes. The number of survey questions was narrowed down from 40 questions to 26 questions. Following the CEOC's suggestion to provide an incentive for completing the survey, it was determined that survey respondents would have the opportunity to enter into a raffle drawing for gift cards to local businesses. Additionally, it was noted that the survey question concerning which City Council district a person resides in could be enhanced with an online address look-up tool and/or other maps with local landmarks. Overall, the survey is used to identify and understand community values and priorities for the Housing Element Update. The survey helps create a foundation for future conversations about possible solutions and policy changes, which will be discussed further at community meetings in the coming months.

Questions from CEOC Members

The CEOC generally had the following questions:

- How can the survey be more concise and avoid jargon?
- How will the survey responses drive change?
- Are survey responses organized by City Council District?
- What information/advertisement can be shared on social media platforms?
- Can the CEOC create other subcommittees to explore specific tasks within the purview of the Committee?

Comments from CEOC Members

The CEOC generally had the following comments:

- Determine the relevance of questions regarding household size and other statistics. If the information can be collected in another way, eliminate the question(s) with the intent of shortening the survey.
- Condense questions and focus on getting to the root of the issues.
- When framing questions, consider the inclusivity of all neighborhoods, avoiding questions/answer choices that inadvertently limit feedback.
- Design questions with sincerity, compassion, and the ability for anonymity.
- Provide incentives for survey respondents (e.g., gift cards, Menlo Park-branded swag)
- Provide tips for in-person survey distribution, especially in challenging situations.
- Provide more advance notice for focus group sign-ups and have meeting time options outside of regular working hours (9am-5pm).
- Suggestions for additional survey questions:
 - Are you seeing changes in your neighborhood?
 - Are you in need of housing?
 - Are you impacted by construction occurring in your community?
 - Are you interested in participating in meetings?
 - Do you feel like you have a voice in your community?
- Provide Spanish language services for community meetings and the survey.
- Explore ways to address and answer topics that were previously discussed by CEOC members in past meetings.
- In-person distribution of the survey is important and CEOC members can help spread the word.
- Have housing resources ready to provide to interested individuals.
- Disaster preparedness is an important topic of study for the Housing Element Update.
- Meet again with the Survey Subcommittee to review the refined survey. *Note, the Survey Subcommittee met again on July 21, 2021, to review the refined survey.*

Public Comments

- Explore ways to capture feedback from individuals who have been displaced from their homes.
- Ensure Spanish translation is provided for the survey.
- Provide stronger survey focus on topics of safety and environmental justice.
- Ensure response choices to questions are not overly narrow to inadvertently exclude feedback.
- Build more homes suitable to all income levels.
- The survey should aim to understand community values.

Item D3 – Review and provide feedback on upcoming community outreach activities

M-Group provided an update on upcoming community outreach activities including focus groups, pop-up events, project gallery at both library locations, and public meetings.

Comments from CEOC Members

The CEOC generally had the following comments:

- To encourage people from many communities to participate, familiar faces from the community (e.g., CEOC members) are helpful to spread the word.
- CEOC members could potentially be helpful for conducting focus groups outreach.
- National Night Out on August 3, 2021, is a potential outreach/engagement opportunity.

Subcommittee Formation

The CEOC formed a subcommittee to discuss the process of the Housing Element Update and the CEOC's involvement. Members Ollarvia, Robledo, and Tronson were identified for the subcommittee.

Approved by the CEOC on August 12, 2021