



To: Planning Commission  
From: Ande Flower, EMC Planning Group;  
Date: March 1, 2022  
Re: Public outreach update and recommended Stakeholder Group list

### **SUMMARY**

This memorandum describes public outreach to date for the Housing Element update process and presents a list of recommended candidates for the Stakeholder Group.

### **ACTION REQUEST**

Receive the report for current and planned public outreach, review the proposed list of stakeholders, and provide guidance for next steps.

### **BACKGROUND**

The success of the 6<sup>th</sup> Cycle Housing Element Update process hinges in part on a community outreach and engagement program that is robust, inclusive, and meaningful. In 2018, Assembly Bill 686 (AB 686) established a state mandate that expanded the duty of all California's public agencies to affirmatively further fair housing (AFFH). This mandate included outreach to equitably include all stakeholders in the Housing Element public participation program. Through our process, we encourage capacity-building for those who have not traditionally been part of policy discussions to better understand the housing need in the region in a way that helps create long-term engagement

Staff and consultants continue to strive to engage all economic segments of the community within and surrounding Cupertino (including residents and/or their representatives) in the development and update of the housing element thus far. To date, this public participation effort has included:

- Developing Housing Element Update webpages in 5 languages
- Developing a mapping exercise for the public (Cupertino Housing Simulator tool)
- Providing updates to City Council, Planning Commission, and Housing Commission
- Contributing Housing Element Updates to the Scene and Items of Interest Newsletters
- Hosting a December 9<sup>th</sup> Virtual Community Workshop
- Distributing a mailed postcard to all Cupertino residents
- Creating a Stakeholder Group
- Distributing letters to property owners for the sites inventory process

Additionally, our team has worked directly with West Valley Community Services (WVCS) to better understand the housing needs of the region. Working regionally is particularly important because understanding the needs of those who are not able to currently live in Cupertino, but would like to, is essential for HCD requirements for our next steps with policy discussions. Our engagement with WVCS includes a current survey of needs.

EMC Planning Group is also working directly with the ABAG Santa Clara Collaborative Steering Committee for AFFH. By participating with this Committee, we are positioned to provide Cupertino with the most current information for AFFH data integration, particularly with the draft Lawyers' Committee AFH report for Civil Rights work for Santa Clara County, which may be reviewed this spring by Council.

## **DISCUSSION**

Increased participation is encouraged and we remain open to discovering additional ways to bring people to the Housing Element update discussion. The numbers of people who have joined the December Workshop and who have submitted draft housing plans with the Cupertino Housing Simulator tool have, however, been less than anticipated.

### **PUBLIC OUTREACH NEXT STEPS:**

- We welcome ideas for additional attention for the public to become engaged with this Housing Element update process, such as a banner similar to what has been used in Saratoga.
- Streamline communications from EMC Planning Group to the public subscribed the housing website: <https://engagecupertino.org/housingelement>.
- EMC Planning Group provide bi-weekly updates to the City Council.
- The second Cupertino Housing Simulator tool iteration will soon be available.
  - We invite all decision-makers to use the tool to submit a proposed plan, and to act as ambassadors to encourage others in the community to participate and share their comments and ideas.
  - Those who have submitted plans will be invited to test out the beta version of Cupertino Housing Simulator 2.0 and to provide feedback for how we may be able to improve the experience.
  - Companion documents will be available for participants to take notes in preparation for a plan submittal.
  - The website will include detailed information about areas, sites, and addresses for the Cupertino Housing Simulator 2.0 mapping exercise.

### **STAKEHOLDER GROUP**

We received thirty (30) excellent applications with the online form and paper copies available at the Library and Senior Center. There was one double entry, which explains the strikethrough for number SHapp 21. Using a point system, and a blind-review so that reviewers could not see candidate names or contact information, we had four (4) staff members of EMC Planning Group select the top ten (10) candidates, as follows:

- John Zhao
- Abdullah Memon
- Jennifer Shearin
- Joseph Fruen

- Shankar Krishnan
- Sean Hughes
- Janet Van Zoeren
- Ava Pai-Chi Chiao
- Elizabeth Moore
- Lisa Warren

A point system was initiated to assess potential applicants for the 6<sup>th</sup> Cycle Housing Element Stakeholder Group. Selection criteria is intended to result in a diverse cross-section of perspectives with people willing to be dedicated to the process. Collaboration with this stakeholder group will be focused on meeting goals of affirmatively furthering fair housing. Residents of all incomes, races, and ethnic backgrounds as well as employees of local businesses, community- and faith-based organizations, and public agencies are encouraged to participate. Throughout the lifespan of the regulatory update process, stakeholders are encouraged to provide meaningful input on how the City may achieve the overarching goal of accommodating the increased housing needs allocation for the 6th RHNA cycle in a responsible manner that considers the needs of existing and future residents.

Stakeholders are anticipated to inform the planning process and review draft plan materials. The goal for selection of this group is that it consists of a representative group of residents, local employees, community-based organizations, service providers, and/or other involved community members in the plan area. A minimum of three Stakeholder meetings will be organized throughout the planning process, including, but not limited to: (1) Plan Kickoff & Goal-Setting Meeting, (2) Policies & Strategies Meeting, and (3) Draft Plan Meeting.

Attached is the list of application questions with corresponding points dedicated to each response. A primary goal involved with this selection process is to minimize barriers to increase opportunity for a more diverse group of participants to support inclusion of those who may have not contributed to land-use decisions for their community in the past. A commitment and dedication to the role of stakeholder is recognized as essential for a potential applicant. Points are weighted to favor those who may represent either an under-represented role in the community for policy discussion, or embody a cross-section of perspectives. Description of qualifications and a check-box for self-identification are equally weighted evaluation criteria, with this goal for inclusive participation for the Stakeholder Group selection.

Staff suggests that Council consider adding three (3) additional stakeholders, specifically Applicants numbered 18, 26, and 28 to more fully include a variety of directly represented stakeholders.

#### EXAMPLE OF AN HCD REVISION-REQUEST LETTER

As requested from Vice-Mayor Chao, we have included a revision request letter from an Asian majority city within southern California City that has achieved certification. Following is a link for Monterey Park's final Housing Element:

<https://mpkhousingupdate.com/wp-content/uploads/2022/01/Monterey-Park-Final-Housing-Element.pdf>

#### **ATTACHMENTS:**

Attachment A: 6th Cycle Housing Element Update—Public Engagement Activities to date

Attachment B: Stakeholder group Questions

Attachment C: List of Recommended stakeholder scores and response to primary narrative question

Attachment D: HCD Revision request letter for Monterey Park