



**COMMUNITY DEVELOPMENT DEPARTMENT  
PLANNING DIVISION**

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**COMMUNITY ENGAGEMENT PLAN-STRATEGIC ADVISORY COMMITTEE  
STAFF REPORT**

Meeting: April 7, 2022

**Subject**

Report from staff and EMC Planning Group regarding the proposed community engagement and Affirmatively Furthering Fair Housing (AFFH) plans for the Housing Element update process.

**Recommended Action**

Receive report and provide guidance on plans for community engagement and an engagement plan for ensuring compliance with State Affirmatively Furthering Fair Housing (AFFH) requirements.

**Discussion**

**Background**

On March 1, 2022, EMC Planning Group (EMC) provided a status update to the City Council on the overall progress of the Housing Element update and the Stakeholders Group selection process. The Council continued the Housing Element update and Stakeholders Group discussions to its March 8 special meeting where the Council moved to form the ad hoc Community Engagement Plan-Strategic Advisory Committee (Advisory Committee), consisting of two Councilmembers, the Planning Commission Chair and Housing Commission Chair, with the purpose of the Advisory Committee being: 1) to provide guidance to staff on the creation of a Community Engagement Plan and, 2) the creation of an Affirmatively Furthering Fair Housing (AFFH) Engagement Plan, which would include West Valley Community Services (WVCS) bi-weekly meetings and focus group meetings to include the protected groups identified in the Housing and Community Development (HCD) Department guidance on AFFH.

Additionally, the Council's motion creating the Advisory Committee stated that applicants for the proposed Stakeholder Group would have the opportunity to provide input on the AFFH Engagement Plan.

## Analysis

The Advisory Committee held its first meeting on March 30, 2022. At the March 30 meeting, EMC and its team of sub-consultants made a presentation focusing on the purpose and requirements of AFFH and approaches on how to engage the community in an inclusive and equitable manner. EMC also solicited input from the Advisory Committee regarding which local special needs populations and other groups should be the focus of City outreach efforts. The Advisory Committee identified several special needs populations and other groups, including:

- seniors, including seniors with limited mobility;
- individuals with autism (through the Center for Autism and Related Disorders);
- individuals with developmental disabilities;
- persons of all income levels, including moderate-income residents who cannot afford market-rate housing in the Cupertino area;
- employees of major local employers who reside outside the area;
- public service employees who reside outside the area;
- school employees and district representatives to determine school enrollment trends

One of the goals of this second Advisory Committee meeting is to focus on the best means available to reach out to these groups, and others, as part of the Housing Element update community engagement plan. As background to the outreach that has been done to date, Attachment A, the Stakeholder Outreach Contact List, provides the names of individuals and organizations that were emailed on January 20, 2022 by the City to encourage their participation on the Stakeholders Group. The Stakeholder Outreach Contact List is comprised primarily of:

- the SiliconValley@Home (Countywide affordable housing advocacy group) developer list;
- the City's Annual CDBG Below Market Rate Notice of Funds Available RFP outreach list;
- CDBG Consolidated Plan stakeholders (Agencies listed in Plan);
- housing service providers contacts on the City's Housing & Human Services Grantees list;
- small business grantees from the City's CDBG-CV Small Business program;
- churches and faith-based organizations.

In addition to this targeted effort to encourage Stakeholder Group participation, staff has held general and topic-specific meetings and study sessions on the Housing Element update process with the Housing Commission, Planning Commission and City Council.

Staff has used a variety of methods to reach out to and inform the public about the Housing Element update, including:

- The week of January 10-14, 2022: mailing postcards to all Cupertino households to inform residents about the Housing Element update and introducing them to the [engagecupertino.org](http://engagecupertino.org) website and the range of information located there.
- January 19: sending letters of interest to over 400 property owners whose properties could potentially be viable housing sites for the 6<sup>th</sup> Cycle update to gauge interest.
- Since December 2021, providing regular monthly updates on the City's "Items of Interest" and "The Scene" newsletters.
- Using social media platforms, such as Facebook, Twitter and Nextdoor to inform residents about upcoming Housing Element update meetings.
- Attending the January 24, 2022 Senior Advisory Committee and the March 9, 2022 Block Leaders meetings to provide an overview of the Housing Element update process and to inform meeting attendees about sources of information regarding the update.

Also, included with this staff report are several attachments provided by EMC that relate to AFFH requirements and analyses, these are: AFFH Segregation Guide (Attachment B), Our Stories (Attachment C), San Mateo Fair Housing Assessment (Attachment D). EMC has also provided a summary of meeting notes from their meetings with WVCS (Attachment E), which were referenced at the March 30 Advisory Committee meeting.

### Next Steps

When the Housing Element update was getting underway in late-2021, much of the outreach and community engagement that was done was limited to virtual formats, emails and letters, and the use of websites, due to Covid-19 restrictions. All these will remain key outreach components, however, with the loosening of Covid-19 restrictions there is now the opportunity to augment community engagement directly through face-to-face meetings and attendance at in-person events. Given this, staff would like to request that the Advisory Committee provide direction on the methods and media by which future outreach efforts take place. For instance:

- Should focus groups play a bigger role in community engagement in order to encourage increased feedback? If so, are there specific organizations or stakeholders that should be targeted for inclusion in the focus groups?
- Should these focus groups be held in-person or be a hybrid of in-person and virtual settings?
- Are there specific ideas about how to better use the Housing Element website ([engagecupertino.org](http://engagecupertino.org)) to inform the public and encourage more participation?

Staff, in conjunction with EMC, looks forward to the Advisory Committee's further suggestions on how to most effectively engage the Cupertino community, its special

needs populations, and to ensure that the City complies with State-mandated AFFH requirements. It is expected that the Strategic Advisory Committee will meet again in mid-April.

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Attachment A – Stakeholder Outreach List

Attachment B – AFFH Segregation Guide

Attachment C – Our Stories

Attachment D – San Mateo Fair Housing Assessment

Attachment E – EMC-WVCS Meeting Notes