



CITY OF CUPERTINO

AGENDA

CUPERTINO CEP - STRATEGIC ADVISORY COMMITTEE

10300 Torre Avenue, City Hall Conference Room C and Via Teleconference

Monday, April 25, 2022

11:00 AM

Special Meeting

IN-PERSON AND TELECONFERENCE / PUBLIC PARTICIPATION INFORMATION

Members of the public wishing to observe the meeting may do so in one of the following ways:

1) Appear in person at City Hall. Members of the audience who address the Committee are requested to complete a Speaker Card and identify themselves. Completion of Speaker Cards and identifying yourself is voluntary and not required to attend the meeting or provide comments.

2) E-mail comments by 10:00 a.m. on Monday, April 25 to the Committee at planning@cupertino.org. These e-mail comments will also be forwarded to Committee members by the staff liaison before the meeting and posted to the City's website after the meeting.

3) E-mail comments during the times for public comment during the meeting to planning@cupertino.org. The staff liaison will read the emails into the record, and display any attachments on the screen, for up to three minutes (subject to the Chair's discretion to shorten time for public comments). Members of the public that wish to share a document must email planning@cupertino.org prior to speaking.

4) Teleconferencing Instructions

Members of the public may observe the teleconference meeting or provide oral public comments as follows:

Oral public comments will be accepted during the teleconference meeting. Comments may be made during "oral communications" for matters not on the agenda, and during the public comment period for each agenda item.

To address the Committee, click on the link below to register in advance and access the

meeting:

Online

Register in advance for this webinar:

https://cityofcupertino.zoom.us/webinar/register/WN_FuuTS6H-Q2KqYZ_wWCx-LA

Phone

Dial: 669-900-6833 and enter Webinar ID: 951 4949 4326 (Type *9 to raise hand to speak, *6 to unmute yourself). Unregistered participants will be called on by the last four digits of their phone number.

Or an H.323/SIP room system:

H.323:

162.255.37.11 (US West)

162.255.36.11 (US East)

Meeting ID: 951 4949 4326

SIP: 95149494326@zoomcrc.com

After registering, you will receive a confirmation email containing information about joining the webinar.

Please read the following instructions carefully:

1. You can directly download the teleconference software or connect to the meeting in your internet browser. If you are using your browser, make sure you are using a current and up-to-date browser: Chrome 30+, Firefox 27+, Microsoft Edge 12+, Safari 7+. Certain functionality may be disabled in older browsers, including Internet Explorer.
2. You will be asked to enter an email address and a name, followed by an email with instructions on how to connect to the meeting. Your email address will not be disclosed to the public. If you wish to make an oral public comment but do not wish to provide your name, you may enter "Cupertino Resident" or similar designation.
3. When the Chair calls for the item on which you wish to speak, click on "raise hand," or, if you are calling in, press *9. Speakers will be notified shortly before they are called to speak.
4. When called, please limit your remarks to the time allotted and the specific agenda topic.

In compliance with the Americans with Disabilities Act (ADA), anyone who is planning to attend this teleconference Commission meeting who is visually or hearing impaired or has any disability that needs special assistance should call the City Clerk's Office at

408-777-3223, at least 48 hours in advance of the Commission meeting to arrange for assistance. In addition, upon request, in advance, by a person with a disability, Commission meeting agendas and writings distributed for the meeting that are public records will be made available in the appropriate alternative format.

NOTICE AND CALL FOR A SPECIAL MEETING OF THE CUPERTINO COMMUNITY ENGAGEMENT PLAN - STRATEGIC ADVISORY COMMITTEE

NOTICE IS HEREBY GIVEN that a special meeting of the Cupertino Community Engagement Plan - Strategic Advisory Committee is hereby called for Monday, April 25, 2022 commencing at 11:00 a.m. in Conference Room C, City Hall, 10300 Torre Avenue, Cupertino, California 95014 and via teleconference. Said special meeting shall be for the purpose of conducting business on the subject matters listed below under the heading, "Special Meeting."

SPECIAL MEETING

ROLL CALL

APPROVAL OF MINUTES

POSTPONEMENTS

ORAL COMMUNICATIONS

This portion of the meeting is reserved for persons wishing to address the Committee on any matter within the jurisdiction of the Committee and not on the agenda. Speakers are limited to three (3) minutes. In most cases, State law will prohibit the Commission from making any decisions with respect to a matter not on the agenda.

PUBLIC HEARINGS

OLD BUSINESS

NEW BUSINESS

1. Subject: Report from staff and EMC Planning Group describing next steps for Affirmatively Furthering Fair Housing (AFFH) and outreach efforts for Cupertino's Housing Element Update process and presents recent housing survey results from West Valley Community Services (WVCS) clients.
Recommended Action: Receive updates and survey report.

- [1 - EMC Public Outreach Update and Survey Report Memorandum](#)
- [2 - EMC Memo Attachment A: Survey responses from initial outreach to WVCS clients](#)
- [3 - EMC Memo Attachment B: List of groups who have been contacted for upcoming meetings](#)
- [4 - EMC Memo Attachment C: Draft agenda for the upcoming Community Meeting](#)
- [5 - EMC Memo Attachment D: HCD Public participation outreach checklist](#)
- [6 - EMC Memo Attachment E: Draft timeline for web tools](#)

STAFF AND COMMITTEE REPORTS

FUTURE AGENDA SETTING

ADJOURNMENT

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Any writings or documents provided to a majority of the members after publication of the agenda will be made available for public inspection. Please contact the City Clerk's Office in City Hall located at 10300 Torre Avenue, Cupertino, California 95014, during normal business hours.

IMPORTANT NOTICE: Please be advised that pursuant to Cupertino Municipal Code section 2.08.100 written communications sent to the Cupertino City Council, Commissioners or City staff concerning a matter on the agenda are included as supplemental material to the agenda item. These written communications are accessible to the public through the City's website and kept in packet archives. Do not include any personal or private information in written communications to the City that you do not wish to make public, as written communications are considered public records and will be made publicly available on the City website.

Members of the public are entitled to address the members concerning any item that is described in the notice or agenda for this meeting, before or during consideration of that item. If you wish to address the members on any other item not on the agenda, you may do so during the public comment.



CITY OF CUPERTINO

Agenda Item

22-10762

Agenda Date: 4/25/2022
Agenda #: 1.

Subject: Report from staff and EMC Planning Group describing next steps for Affirmatively Furthering Fair Housing (AFFH) and outreach efforts for Cupertino's Housing Element Update process and presents recent housing survey results from West Valley Community Services (WVCS) clients.

Receive updates and survey report.



To: CEP - Strategy Advisory Committee
From: Ande Flower, EMC Planning Group
Date: April 25, 2022
Re: Public outreach update & survey report

SUMMARY

This memorandum describes next steps for AFFH and outreach efforts for Cupertino's Housing Element Update process and presents recent housing survey results from WVCS clients.

ACTION REQUEST

Receive updates and survey report.

BACKGROUND

The success of the 6th 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).

At the April 6, 2022, meeting, Committee members requested more information about the upcoming focus group meetings, a better understanding of how these fit into an overall Community Engagement Plan, and a list of individuals and groups who will have been contacted for this initial meeting.

DISCUSSION

Outreach efforts and education with West Valley Community Services (WVCS) has included an initial survey to introduce the Housing Element Update process and to learn some basic information for those who access services provided by WVCS. Survey results are attached.

CUPERTINO COMMUNITY MEETING (Initial Focus Group)

Preferred date: May 23, with alternatives available for May 24, or 26, 2022.

Goals for the initial meeting: To understand what AFFH is, who it encompasses, how to meet AFFH standards, and how participants can help meet these standards.

OUTREACH LIST OF ORGANIZATIONS

In preparation for the initial Community Meeting and subsequent focused group meetings, several diverse groups have been contacted. Following is a summary of the groups and attached is a list with much more detailed information.

Cupertino – General List of Groups (28)

Cupertino - De Anza College List of Groups (14)

Regionally Focused Interest Groups (24)

OVERALL PLAN FOR ENGAGEMENT

- Upcoming focus groups (3)
 - Host 3 focus groups, each focusing on a different population/issue. For example: Disability, homelessness, racism, immigration, families, etc. The focus groups would be formatted like the Housing Element events WVCS has hosted in Cupertino and Los Gatos. These focus groups may be virtual or in-person, depending on the direction provided by the Strategic Advisory Committee. This will include a thorough post-focus group written report which can be added to the final Housing Element. This will provide justification for policies and demonstrate the inclusion of low-income and underrepresented community members, as well as the community at-large.
- Faith community outreach
 - Coordinate outreach to Cupertino's faith communities, including:
 - Email and phone outreach
 - One-on-one conversations with faith leaders in the community
 - Focus groups
 - Education/awareness
 - One of the primary purposes of this outreach will be to raise awareness about the Housing Element and bills such as AB 1851, which makes it easier for faith-based organizations to build affordable housing on their parking lots, with an emphasis on how to get involved in the process. The purpose is also to make it easier for faith-based groups to get involved in the process, and to ensure their voices are included.
- Qualitative individual interviews, videos, and qualitative feedback
 - Videos of WVCS clients speaking about housing and their lived-experience will be incorporated on the Cupertino Housing Element website. Clients will be compensated for their time and vulnerability. Community feedback, needs comprehension, and AFFH-focused online public surveys will assist with informing future policy discussions.
- Individual and group participation recruitment
 - Recruit individuals and groups for participation including those recommended by HCD to be involved in the Housing Element. This will be done through in-person outreach, emails, phone calls, flyers, coordinated case management, and more.

GETTING THE WORD OUT

- Request recommendations for additional means of getting the word out on the Housing Element update. The banners used by Saratoga and use of QR codes were mentioned at the April 6 Committee meeting. What additional ways would the Committee recommend making the public at large more aware and interested in the Housing Element update?

WEBSITE IMPROVEMENT PROGRESS

- Incorporating an index of topics related to HCD's site selection memo.
- Maximizing opportunities and incorporating ideas from the 21 Elements and the City of Saratoga's website.
- Proactively prepare for upcoming AFFH and sites evaluation information.

REMINDER OF GOALS STATED FROM COMMITTEE

- Assessment of demographics
- Approaches to addressing Missing-Middle housing
- Involve Apple and other major employers to better understand employee housing needs
- Discover potential policies to limit or prevent corporate ownership of housing stock
- Increase opportunities for inclusive process (i.e. materials in Library, Senior Center)
- "Get Loud" with campaign for next steps of announcements (Banners, posters, social media)
- Examples of banner locations: 1) Corner of Stevens Creek & D'Anza 2) Sports Center 3) Gateways into the City 4) Freeway exits

UPDATE TO PUBLIC OUTREACH NEXT STEPS

- Initiate a new, stand-alone Engagement HQ website for Housing Element Update outreach and communications.
- EMC Planning Group to provide bi-weekly updates to Council and to subscribers to the website.
- **Next Meeting:** Guests to join the meeting? an HCD representative, ABAG Collaborative representative, and/ or a planner or lawyer from a Southern California jurisdiction that has recently submitted an adopted Housing Element update to HCD.

ATTACHMENTS:

Attachment A: Survey responses from initial outreach to WVCS clients

Attachment B: List of groups who have been contacted for upcoming meetings

Attachment C: Draft agenda for the upcoming Community Meeting

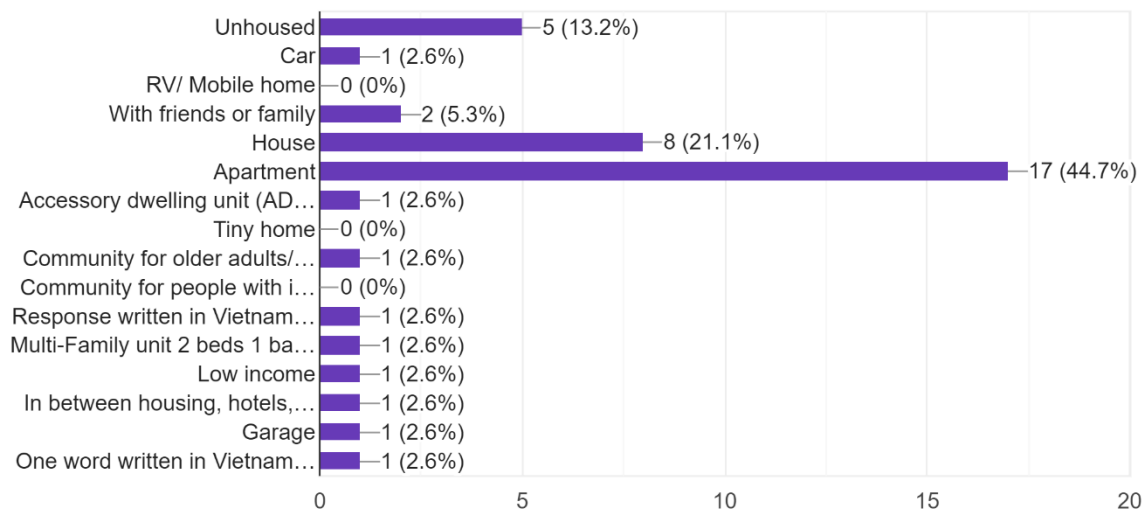
Attachment D: HCD Public participation outreach checklist

Attachment E: Draft timeline for web tools

A survey was provided for distribution among WVCS clients in multiple languages. These initial responses were received at the Cupertino WVCS Cupertino location, where services are provided in a fixed location. This survey will continue to be shared among the mobile markets, and responses will be collated. Narrative responses have not yet been translated and incorporated into the results.

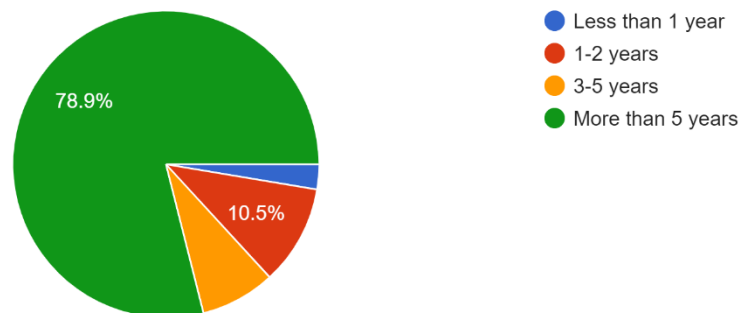
1. Where are you living right now? (check all that apply)

38 responses



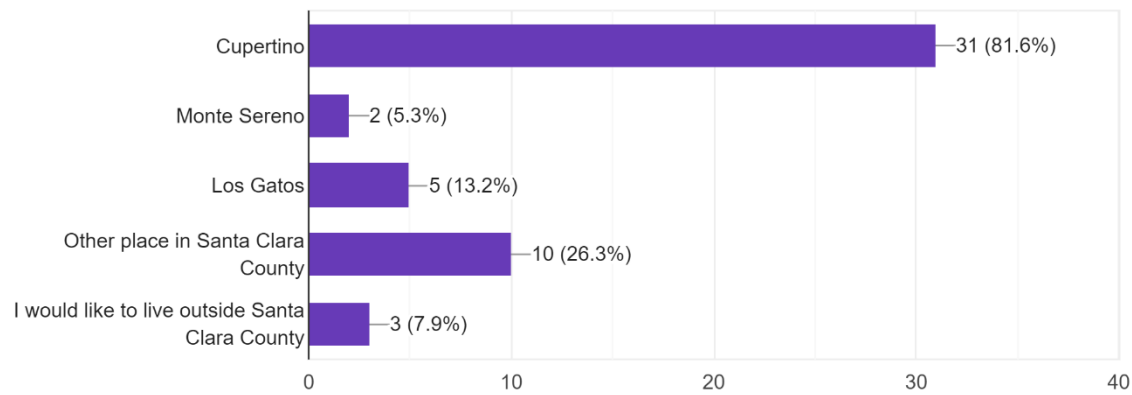
2. How long have you lived in Santa Clara County

38 responses



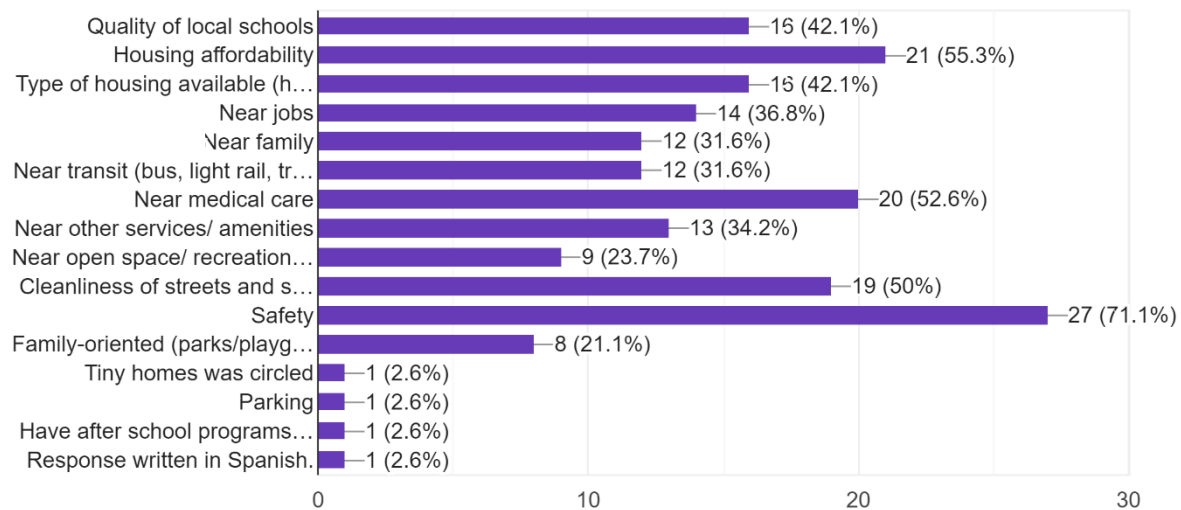
3. Where in Santa Clara County would you ideally like to live?

38 responses



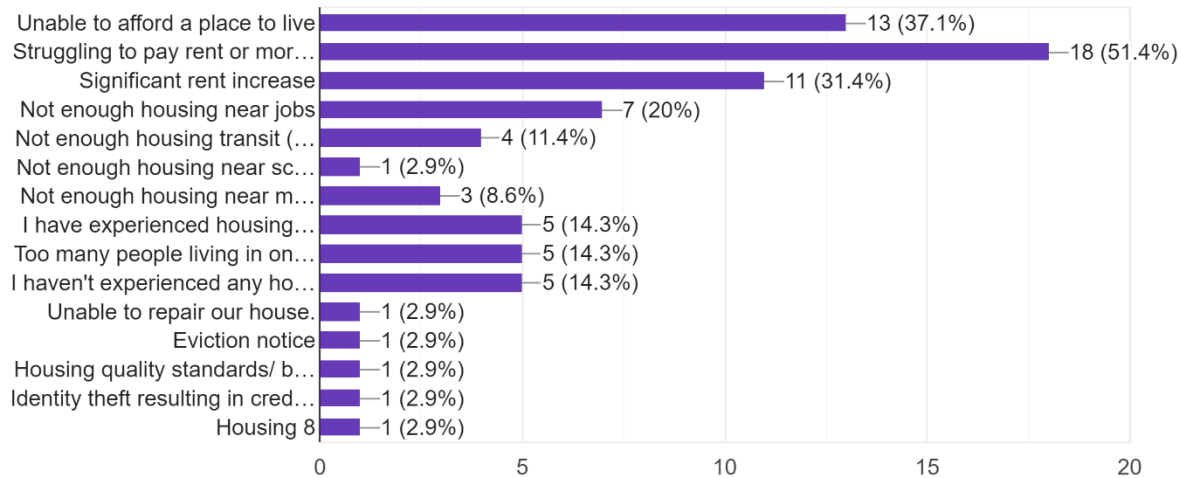
4. What factors matter to you when thinking about where in Santa Clara County you would like to live? (check all that apply)

38 responses



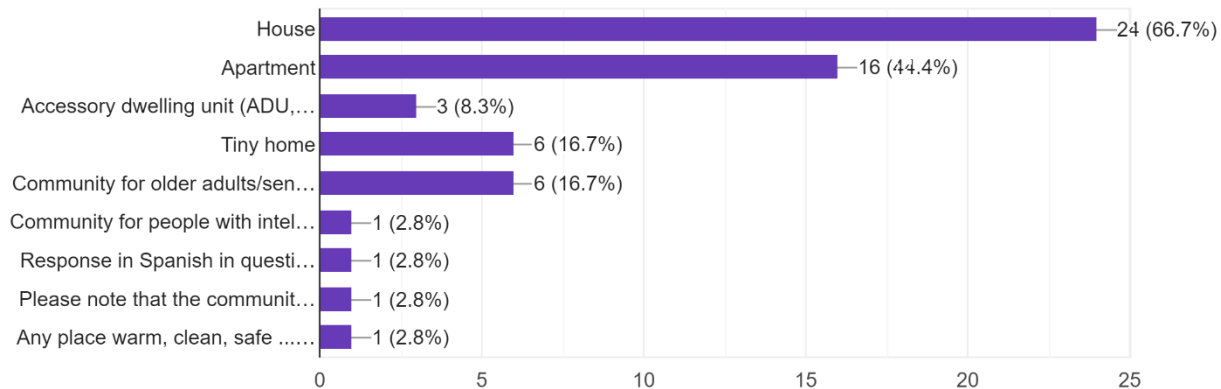
5. Within the past two years, have you experienced any of the following housing issues? (select all that apply)

35 responses

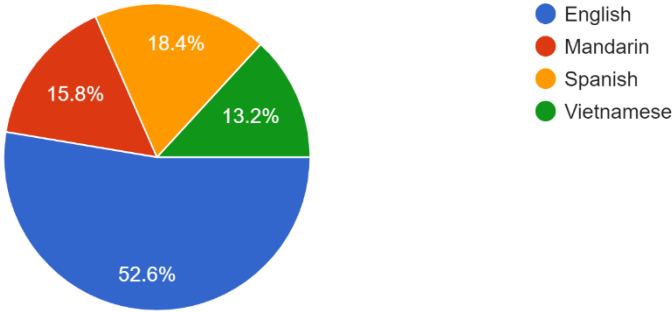


6. What type of home would you like to live in right now? (check all that apply)

36 responses



8. Internal Check. The language this survey was in
38 responses



Cupertino – General List of Groups
Cupertino City Council
SafePark in Cupertino
Indivisible
League of Women Voters of Cupertino-Sunnyvale
Better Cupertino
Cupertino For All
The Rise (Development)
Cupertino Rotary
Cupertino Chamber of Commerce
Quinlan Community Center
Cupertino Planning Commission
Cupertino Housing Commission
Cupertino School Peach Jar
Cupertino NextDoor
Cupertino High School Students
Governing Board Member, Cupertino Union School District
Cupertino Union School District Board Trustee
Asian Pacific American Leadership Institute (APALI)
Cupertino Unified School District (CUSD)
Fremont Union High School District (FUHSD)
Superintendent of the Fremont Union High School District FUHSD
Walk-Bike Cupertino
Santa Clara Valley Audubon Society - Cupertino
Charities Housing
Cupertino Moms Facebook Group

Cupertino - De Anza
President of De Anza College at Foothill-De Anza Community College District
De Anza Faculty
De Anza Faculty Association
De Anza: Renter's Rights Vasconcellos Institute for Democracy in Action (VIDA) program and Equity Advisory Group
Ability De Anza [Inactive]
De Anza Black Student Union
De Anza Burmese Student Association
De Anza Chinese Students and Scholars Association (CSSA)
De Anza Hong Kong Student Association
LGBTQ+ Alliance, De Anza
De Anza Malaysian and Singaporean Association
De Anza Permias Indonesian Students Organization (PISO)
De Anza Taiwanese Student Association
De Anza Vietnamese Student Association
De Anza Zero Waste and Climate Awareness Club

Regional Focused Interest Groups	
Neurodivergence/mental disability	<ul style="list-style-type: none">• Autistic
Physical disability	
Youth	
Seniors	
Unhoused - Streets	
Unhoused - Car	
Unstably housed	
Food insecure	
Low-income (general)	
Service worker	
Unemployed	
Commuter/desires to be resident	
LGBTQ+	
Veterans	
Single mothers	
Undocumented citizen (would remain anonymous)	
Chinese	
Vietnamese	
Latinx	
Russian	

Taiwanese
Philippino
Asian - Indian
Middle Eastern

Cupertino AFFH Community Meeting
May 23, 24, or 26, 2022
Draft Agenda

1. **Welcome (6:00-6:05 pm)**
 - a. **Opening poll questions**
 - i. *For example:* How have you been involved with the Housing Element so far?
 - ii. What do you know about AFFH, or Affirmatively Furthering Fair Housing?
 - iii. Which of the following demographics, stakeholders, and interest groups would you consider yourself to represent?
 - b. **Welcome to Partners and Council, elected representatives, and/or commissioners who attend**
 - c. **Goals**
 - i. To understand what AFFH is, who it encompasses, how to meet AFFH standards, and how participants can help meet these standards
 - d. **Flow of the evening**
 - e. **Community agreements**
 - i. Use I statements
 - ii. Step up, step back
 - iii. What's said here, stays here; what's learned here, leaves here
 - iv. Assume best intentions
 - v. Listen and don't interrupt
 - vi. It's ok to disagree
 - vii. Be respectful
 - viii. Engage in conflict resolution in a constructive manner
 - ix. Respect everyone's different experience with different subjects; knowledge is a privilege
 - x. Uplift each other—check in on each other
 - f. **Zoom Housekeeping**
2. **Presentation on the Housing Element and AFFH (6:05-6:20 pm)**
 - a. Level-setting presentation briefly explaining what the Housing Element is, and diving deeper into AFFH so that attendees understand the context of the panel and the reason for this community meeting
3. **Breakout Rooms 1 (6:20-6:30 pm)**
 - a. Your name and what brings you here tonight?
 - b. How do you see Affirmatively Furthering Fair Housing fitting in with the Housing Element in Cupertino?
 - c. What questions do you want to ask the panelists?
4. **Panel (6:30-6:55 pm)**
 - a. Four panelists, representing: Neurodivergence, Homelessness/Housing, Chinese facing discrimination, Root Policy input/data
 - b. Facilitated by Josh
 - c. Pre-developed questions
5. **Questions for Panelists from Audience (6:55 pm-7:10 pm)**

- a. Panelists send in questions, which are organized behind the scenes and sent to Josh
- 6. **Breakout Rooms 2 (7:10-7:25 pm)**
 - a. How did hearing from the panelists change your perspective on housing, the Housing Element, and representation?
 - b. What is one way you think you could contribute to meeting AFFH requirements, and/or to the Housing Element process in general?
- 7. **How to Stay Involved/ Thank You/ Closing Remarks/ Goodnight (7:25-7:30 pm)**
 - a. Future opportunities for involvement, sign up for email list, visit website, attend public meetings

HCD Housing Element Public Participation Checklist

Crafting a Strategy

- ☐ Did you review your demographic data? Tip – use your housing needs section.
- ☐ Does the strategy incorporate a variety of outreach channels (social media, local radio stations, one-on-one meetings, focus groups, etc.) to reach a variety of socioeconomic groups (low-income families, people experiencing homelessness, builders, seniors, etc.)?
- ☐ Did you contact organizations that represent all segments of the community contacted for their input on the strategy?
- ☐ Is the strategy proactive? For example, did you affirmatively contact and make the process and preparation of the housing element available to organizations that represent all economic segments and special needs populations?
- ☐ Is the strategy transparent and are all economic segments of the population included at key decision-making points of the process, such as the beginning when the draft is being scoped and at the end when the draft was being finalized?

Choosing Proper Outreach Channels

- ☐ Did you tailor your outreach channels based on the target audience?
- ☐ Did you use a variety of communication channels? (social media, newspapers, zoom webinars, public meetings, advisory groups, surveys etc.)
- ☐ Did you make the draft available to the public for a sufficient amount of time prior to sending the draft to HCD?
- ☐ Did you make the draft available throughout the housing element update process? Prior to sending it to HCD and prior to adoption?

Designing Outreach Materials

- ☐ Did you translate your outreach materials to languages commonly spoken in your community?
- ☐ Did you create a variety of outreach materials? (Flyers, newspaper ads, short videos, etc.,)
- ☐ Did you ensure that your outreach materials were understandable to a variety of educational backgrounds?

☐ Did you create outreach materials explaining the importance of the housing element?
Why they should care about the housing element?

In the Housing Element

☐ Did you describe your outreach and engagement strategy in the housing element?
And why you chose that strategy?

☐ Did you describe who you received comments and feedback from through your outreach?

☐ Did you describe how you incorporated comments in the housing element update process?

Housing Element (2023-2031) Draft Schedule updated 10/26/2021

This is a living document and changes will be made at key milestones of this project in response to data received.

Community Engagement	Website Tools	Deliverable	Due date or Meeting date	Stake	HC	PC	CC	PW
Site Launch	Landing pages for 6 language portals	Community Engagment Plan	16-Nov				x	
Context	Build FAQ, summary of the process, graphics							
Needs analysis check-in	Quick poll to set baseline of expectations & newsletter							
Opportunity Sites	Informed Mapping exercise	Data & Background						
Stakeholder portals Launch	Curated questions		9-Dec					X
Forums Launch	Sub-group conversation starters	Site Options Analysis	16-Dec		x			
Opportunity Sites	12/21/21							
What we've heard report	Newsletter							
Safety Element Intro	New page							
Sites Intro	New page/ mapping		11-Jan	x				
Forum Focus	New activities	Draft Site Options Report						
Stakeholder Portal Focus	New activities		25-Jan			x		
Stories	New Question							
Visual Preference	Integrate ODDS concepts							
Private Forum Report	Newsletter							
Sites Inventory Report	Survey		15-Feb				x	
Sites Inventory Report	Survey follow-up	CEQA Direction						
CEQA Intro	New Page							
CEQA Intro	Survey							
Housing Element Programs Intro	New Page	Draft Housing Element/ Draft Safety Element						
Housing Element Programs Intro	Survey							
Forum Focus	New activities							
Stakeholder Portal Focus	Open House: Draft Elements							
What we've heard report	Newsletter	CEQA Reports						
Policy deep dive								
Public Review of draft Housing Element								
doc	Calendar/ text message	HCD Draft Housing Element						
Anything we missed?	Survey							
Provide updates	Post survey results							
Draft Housing Element for HCD	Calendar/ text message							
Housing Element Public Draft	Open House: Housing Element post HCD							
What we've heard report	Newsletter							
comments	Survey							

Provide updates	Post survey results						
Final CEQA Report publication	Provide document/ text message						
Provide updates	Calendar/ text message						
Provide updates	Newsfeed & New page (if appropriate)						
questions	Survey						
Provide updates	Post survey results						
Provide updates	Provide new draft						
Provide updates	Calendar/ text message						
Provide updates	Newsfeed & Newsletter						
Provide updates as available	Newsfeed & text message	Planning Commission &					
		City Council Adoptoin					
Provide updates	Calendar/ text message						
Provide updates	Newsfeed & Newsletter						
Provide updates as available	Newsfeed & text message	HCD Submittal					
Provide updates	Newsfeed & Newsletter						

