



# CITY OF CUPERTINO

## AGENDA

### **CUPERTINO CEP - STRATEGIC ADVISORY COMMITTEE**

**This will be a teleconference meeting with no physical location.**

**Monday, June 6, 2022**

**11:00 AM**

#### **Special Meeting**

#### **TELECONFERENCE / PUBLIC PARTICIPATION INFORMATION TO HELP STOP THE SPREAD OF COVID-19**

**In accordance with Government Code 54953(e), this will be a teleconference meeting without a physical location to help stop the spread of COVID-19.**

**Members of the public wishing comment on an item on the agenda may do so in the following ways:**

**1) E-mail comments by 10:00 a.m. on Monday, June 6 to the Committee at [planning@cupertino.org](mailto:planning@cupertino.org). These e-mail comments will be received by the Committee members before the meeting and posted to the City's website after the meeting.**

**2) E-mail comments during the times for public comment during the meeting to the Committee at [planning@cupertino.org](mailto:planning@cupertino.org). The staff liaison will read the emails into the record, and display any attachments on the screen, for up to 3 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](mailto:planning@cupertino.org) prior to speaking.**

#### **3) 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

Please click the link below to join the webinar:

[https://cityofcupertino.zoom.us/webinar/register/WN\\_XZAWsXTWT4ymB6WJx0iMAA](https://cityofcupertino.zoom.us/webinar/register/WN_XZAWsXTWT4ymB6WJx0iMAA)

### Phone

Dial: (669) 900 6833 and enter Webinar ID: 914 4365 4230 (Type \*9 to raise hand to speak)

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: 914 4365 4230

SIP: 91443654230@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." 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.

### 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, June 6, 2022 commencing at 11:00 a.m. In accordance with Government Code 54953(e), this will be a teleconference meeting without a physical location to help stop the spread of COVID-19.

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

1. Subject: Approve the May 16 Community Engagement Plan - Strategic Advisory Committee Special Meeting Minutes  
Recommended Action: Approve the May 16 Community Engagement Plan - Strategic Advisory Committee Special Meeting Minutes  
[1 - Draft 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

2. 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 to staff on plans for additional community engagement and for engagement consistent with compliance with State Affirmatively Furthering Fair Housing (AFFH) requirements.  
[Staff Report](#)  
[1 - EMC Memo re: Public Outreach Update and Survey Report](#)  
[2 - EMC Memo Attachment A: Draft report of May 23, 2022 Community Meeting from WVCS](#)

#### STAFF AND COMMITTEE REPORTS

#### FUTURE AGENDA SETTING

#### ADJOURNMENT

*In compliance with the Americans with Disabilities Act (ADA), anyone who is planning to attend this 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 24 hours in advance of the meeting to arrange for assistance. In addition, upon request, in advance, by a person with a disability, meeting agendas and writings distributed for the meeting that are public records will be made available in the appropriate alternative format.*

*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

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**22-11060**

**Agenda Date: 6/6/2022**  
**Agenda #: 1.**

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**Subject:** Approve the May 16 Community Engagement Plan - Strategic Advisory Committee Special Meeting Minutes

Approve the May 16 Community Engagement Plan - Strategic Advisory Committee Special Meeting Minutes

City of Cupertino  
10300 Torre Avenue  
Cupertino, CA 95014  
(408) 777-3308

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**ACTION MINUTES OF THE SPECIAL MEETING OF  
THE COMMUNITY ENGAGEMENT PLAN – STRATEGIC ADVISORY COMMITTEE  
HELD ON MAY 16, 2022**

**CALL TO ORDER**

Chair Moore opened the meeting at 11:00 a.m.

**ROLL CALL**

Commission Members present:      Kitty Moore, Chair and City Councilmember  
   Tessa Parish, Vice Chair and Chair, Housing Commission  
   Liang Chao, Vice Mayor  
   Steven Scharf, Chair, Planning Commission

Commissioners Members absent:      None

Staff present:                              Luke Connolly, Senior Planner  
   Piu Ghosh, Planning Manager  
   Chris Jensen, City Attorney  
   Cyrah Caburian, Administrative Assistant

Outside Panelists:                      Ande Flower, Principal Planner, EMC Planning Group  
   Kylie Clark, Public Policy Coordinator, West Valley Community  
   Services

**APPROVAL OF MINUTES**

1. Subject: Approve the March 30 Community Engagement Plan – Strategic Advisory Committee Special Meeting minutes

Recommended Action: Approve the March 30 Community Engagement Plan – Strategic Advisory Committee Special Meeting minutes

2. Subject: Approve the April 7 Community Engagement Plan – Strategic Advisory Committee Special Meeting minutes

Recommended Action: Approve the April 7 Community Engagement Plan – Strategic Advisory Committee Special Meeting minutes

3. Subject: Approve the April 25 Community Engagement Plan – Strategic Advisory Committee Special Meeting minutes

Recommended Action: Approve the April 25 Community Engagement Plan – Strategic Advisory Committee Special Meeting minutes

The following members of the public spoke:  
Lisa Warren

Motion made by Scharf and second by Parish to continue discussion of items 1 through 3 at a future meeting. The motion carried unanimously.

## **POSTPONEMENTS**

None

## **ORAL COMMUNICATIONS**

Member of the public, Jennifer Griffin, spoke regarding AB2011/Affordable Housing and High Road Jobs Act.

Member of the public, Barris Evulich, spoke regarding site selection for the Housing Element Update.

Member of the public, Lisa Warren, spoke regarding site selection for the Housing Element Update.

## **WRITTEN COMMUNICATIONS**

None

## **CONSENT CALENDAR**

None

## **PUBLIC HEARINGS**

4. Subject: Community Meeting on Cupertino Housing Element Update

Recommended Action: Discussion regarding Community Meeting on Cupertino Housing Element Update, to be held in-person on Monday, May 23, 2022 from 6:30 to 8 p.m. at Community Hall, 10350 Torre Avenue, Cupertino, CA 95014 and virtually.

Staff Senior Planner Connolly provided brief staff report and introduced Mr. Flower and Ms. Clark to lead discussion of agenda and meeting format and logistics of the upcoming Community Meeting.

Mr. Flower and Ms. Clark led discussion on upcoming Community Meeting on Cupertino Housing Element Update, gave update on outreach efforts and answered questions.

Written Communications for this item was an email from Liana Crabtree that was received by the Committee before the meeting.

The following members of the public spoke:

Jennifer Griffin

Govind Tatachari

Committee provided the following feedback:

- Continued outreach to groups not already contacted for future Community meetings
- Choice of panelists that would allow for input from various members of community
- Copy of presentation to be shown at Community meeting
- Webpage updates to include timeline and informational facts for Housing Element Update
- Other venues that can host focus group meetings
- Education-focused outreach such as Cupertino Union School District (CUSD) and De Anza College

- Flyer language vetted by Committee, and additional locations for flyer distribution
- Inclusion of Sheriff's and Fire Department either in comments on Housing Element Update sites by conducting a focus group meeting
- Outreach to Parents Helping Parents and Project Sentinel
- Non Affirmatively Furthering Fair Housing (AFFH) outreach to developers, residents of all income levels, and workers who live outside the area

#### **OLD BUSINESS**

None

#### **NEW BUSINESS**

None

#### **STAFF UPDATES AND COMMISSION REPORTS:**

None

Committee Updates

None

#### **FUTURE AGENDA** (*limitation, cannot discuss*)

- Next meeting date: Monday, June 6, 2022 at 11:00 a.m.

#### **ADJOURNMENT:**

The meeting was adjourned at 1:00 p.m. to the next special meeting.

Respectfully submitted:

/s/Cyrah Caburian

Cyrah Caburian

Administrative Assistant





# CITY OF CUPERTINO

## Agenda Item

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**22-11062**

**Agenda Date: 6/6/2022**  
**Agenda #: 2.**

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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.

Receive report and provide guidance to staff on plans for additional community engagement and for engagement consistent with compliance with State Affirmatively Furthering Fair Housing (AFFH) requirements.



**COMMUNITY DEVELOPMENT DEPARTMENT  
PLANNING DIVISION**

CITY HALL  
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CUPERTINO.ORG

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

Meeting: June 6, 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 to staff on plans for additional community engagement and for engagement consistent with 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

### *Overview of CEP-Strategic Advisory Committee Meetings*

The Advisory Committee held its first meeting on March 30, 2022. Three subsequent Advisory Committee meetings were held on the following dates: April 7, April 25, May 16.

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. An updated memorandum from EMC is included in this report as Attachment A. 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, particularly 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 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

At subsequent meetings, the Advisory Committee reiterated that these groups should be the focus of City engagement efforts and also cited other groups that should be included in community engagement and outreach efforts, specifically: the County Sheriff and Fire Departments, housing developers, veterans, Project Sentinel (a non-profit fair housing-focused organization) and Parents Helping Parents (a non-profit working with families with special needs children and adults).

Additionally, during the April and May meetings the Advisory Committee suggested several approaches to expand outreach and community engagement efforts, including:

- Producing and distributing flyers that incorporate QR codes (with website links) at key city locations, such as the Library and Senior Center, and grocery stores;
- Placing banners at prominent public locations and rights-of-way, similar to what the City of Saratoga did as part of its Housing Element update;
- Having staff attend local events, such as farmers' markets and weekend festivals;
- Utilizing City staff from a wider range of departments in order to maximize community engagement.

Staff has acted on several of these items, such as, developing flyers to promote a community meeting held on May 23, attending the April 23 Earth and Arbor Day event to provide Housing Element-related information to the public, expanding the number of City staff involved in community engagement and increasing the frequency of providing updates through City mediums, such as The Scene and Items of Interest.

### *Community Meetings*

On May 23, a hybrid community meeting, allowing for both virtual and in-person attendance, was held at Community Hall. The meeting was coordinated by City staff, EMC and West Valley Community Services (WVCS) and featured four panelists with lived-experiences and/or special needs, including developmental disabilities, homelessness, housing insecurity, and adjustments to civilian life following military service. Over 100 people registered to attend the meeting, with approximately 70 participating; three-quarters attended virtually. A draft report about the meeting is attached as Attachment B. This meeting was the first of a minimum of three focus group community meetings that will be held this summer. The second such meeting is scheduled for early July, the exact date and location to be determined, and will focus on housing-related issues germane to seniors and students. It is expected that a third community focus group meeting will be scheduled in late-July.

### *Community Engagement Completed*

One of the goals of the Advisory Committee has been to focus on the most effective means available to reach out to residents and the groups referenced earlier in this report. Through the end of May, the outreach that has been done to date, including outreach for the Stakeholders Group, is summarized, below:

- The week of January 10-14, 2022: mailing postcards to all Cupertino households (over 21,000 postcards) 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 per Housing and Community Development (HCD) Department criteria to gauge owner interest. As of May 31, there have been 54 property owners who have requested inclusion of their properties on the sites inventory. Staff will be doing a second mailing in early June to the property owners who did not respond.
- 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. Staff will be regularly attending standing City meetings like this to provide updates throughout the Housing Element update.

- Attending the April 23 Earth and Arbor Day event held at Library Park to inform residents and attendees about the Housing Element update and informing residents that their input is valuable and necessary. Staff will attend similar events over the summer.
- May 23 community meeting focus group discussed above.

### **Next Steps**

Staff, in conjunction with EMC, looks forward to the Advisory Committee's further input 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.

The next community meeting will be scheduled in early July, following the July 4 holiday. In the interim, staff will be meeting with representatives of Project Sentinel, Parents Helping Parents and other groups providing assistance to local special needs populations.

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Prepared by: Luke Connolly, Senior Planner

Reviewed by: Piu Ghosh, Planning Manager

Christopher Jensen, City Attorney

Approved by: Benjamin Fu, Director of Community

Attachment A – EMC Memorandum

Attachment B – Draft Housing Element Report Summarizing May 23 Community Meeting

Attachment C – WVCS Survey included in April 25 meeting materials



To: CEP - Strategy Advisory Committee  
From: Ande Flower, EMC Planning Group  
Date: June 6, 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 advise about focus groups for Community Meetings 2 and 3.

### **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).

### **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 were attached to the April 25, 2022 meeting packet.

CUPERTINO COMMUNITY MEETING (Initial Focus Group)

Occurred on May 23, 2022. See attached draft report with additional information forthcoming.

### **OVERALL PLAN FOR ENGAGEMENT**

- Community Meetings (3)
  - Meeting 1: Included WVCS clients as panelists
  - Meeting 2: To focus on De Anza students and Older Adults (mid-July)
  - Meeting 3: To include current residents who may be "house-wealthy" and otherwise low income (possible displacement risk) (additional ideas welcomed)
- 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.
- Open House
  - This concept has been well received within other communities. Discussion is encouraged about this outreach option, particularly given current spikes with the Covid pandemic.

#### GETTING THE WORD OUT

- The Housing Element update team has received some recommendations for additional means of getting the word out on the Housing Element update, and a request for a “meeting in a box” so that anyone can become an ambassador to the process.
- Specific outreach is planned for Project Sentinel and Parents Helping Parents. Staff has contacts with these organizations and meetings are being scheduled in early to mid-June. Amplification of messaging, website links, and upcoming meetings is appreciated.

#### WEBSITE IMPROVEMENT PROGRESS

- Incorporated an index of topics related to HCD’s site selection memo.
- Continuing to maximize 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

- “Get Loud” with campaign for next steps of announcements (Banners, posters, social media)
- Examples of banner locations: 1) Corner of Stevens Creek & De Anza 2) Sports Center 3) Gateways into the City 4) Freeway exits

#### UPDATE TO PUBLIC OUTREACH NEXT STEPS

- Continue to add resources to the new, stand-alone Engagement HQ website for Housing Element Update outreach and communications: <https://engagecupertino.org/hub-page/housing-element>
- **Next Advisory Committee Meeting Options:** Guests to join the meeting? Students from De Anza, an HCD representative, ABAG Collaborative representative, and/ or a planner from a Southern California jurisdiction that has recently submitted an adopted Housing Element update to HCD.

**ATTACHMENTS:**

Attachment A: Draft report of May 23, 2022 Community Meeting from WVCS



*This is a DRAFT report. The full report will be released at a later date. The highlighted sections of this report indicate where additional material will be added. The final report will also include an appendix with items including the full survey results, the slideshow, the list of groups included in outreach, and the full poll questions.*

Housing Element Report  
Cupertino Community Meeting for Inclusive Housing  
May 23rd, 2022, 6:30-8 pm, hybrid (Zoom and in person)  
West Valley Community Services, City of Cupertino, and EMC Planning Group

### **Overview**

On Monday, May 23rd, 2022, West Valley Community Services (WVCS) partnered with the City of Cupertino and EMC Planning Group to hold a Community Meeting for Inclusive Housing. WVCS is a nonprofit organization that has been providing safety net services to low-income and homeless individuals and families in the west valley region of Santa Clara County, including Cupertino, for more than 48 years. Because of WVCS' connection to the underserved, underrepresented, and most in-need communities of Cupertino, the organization hosted this meeting to amplify the perspectives of those facing barriers, bring community members together, and facilitate dialogue between individuals with different levels of privilege in Cupertino, as well as those who wish to live in the city but are unable to due to the high housing costs.

The Community Meeting for Inclusive Housing featured two breakout sessions during which community members joined one another for dialogue, a panel of four WVCS clients who shared their experiences with barriers and housing, and a brief presentation on the Housing Element and Affirmatively Furthering Fair Housing (AFFH). The panelists had lived experience in areas including homelessness, affordable housing, neurodivergence, disabilities, veteran status, and discrimination.

### **Agenda**

The agenda for the evening was as follows:

- 6:30-6:35 pm - Welcome
- 6:35-6:50 pm - Presentation on the Housing Element and AFFH
- 6:50-7:00 pm - Breakout Rooms #1
- 7:00-7:25 pm - Moderated Panel
- 7:25-7:40 pm - Panelist Questions From Audience
- 7:40-7:58 pm - Breakout Rooms #2, Exit Survey
- 7:58-8:00 pm - How to Stay Involved, Thank You, Closing Remarks & Goodnight

### **Panelists**

The meeting featured four panelists, all WVCS clients. They represented a variety of experiences, and openly shared both these experiences and the connections between them and housing. Each panelist was compensated \$200.00 for their time and vulnerability.

Mair Dundon - Neurodivergence, affordable housing

Joshua Pringle - Homelessness, affordable housing, Section 8 voucher

Kim Hing - Disabilities, Section 8 voucher

Yavante' Nazareth Rose - Veteran status, homelessness, Section 8 voucher, affordable housing

All - Discrimination, poverty

### **Event Outreach**

Extensive and comprehensive outreach was done in preparation for this event, with the goal of attracting as many community members as possible to ensure the meeting was inclusive, effective, and diverse.

Flyers were displayed throughout the city, including in Cupertino City Hall, the Cupertino Library, the Cupertino Sports Center, Quinlan Community Center, and local coffee shops. An email in anticipation of the event was sent to 21 local commissions and community groups and 14 clubs and groups representing a variety of identities and interests from De Anza College, a community college in the City of Cupertino.

As the event approached, outreach was amplified through additional emails to the city's email list of over 1,600 individuals, those subscribed to the Housing Element newsletter, and the community groups referred to above. In total, 111 individuals registered for the event.

### **Attendees**

Because the event was hybrid, it took place in two locations: On Zoom and in person at Cupertino Community Hall. On Zoom, 64 individuals attended the meeting. In person, there were about 20 attendees in total.

### **Event Content**

#### **Opening Poll**

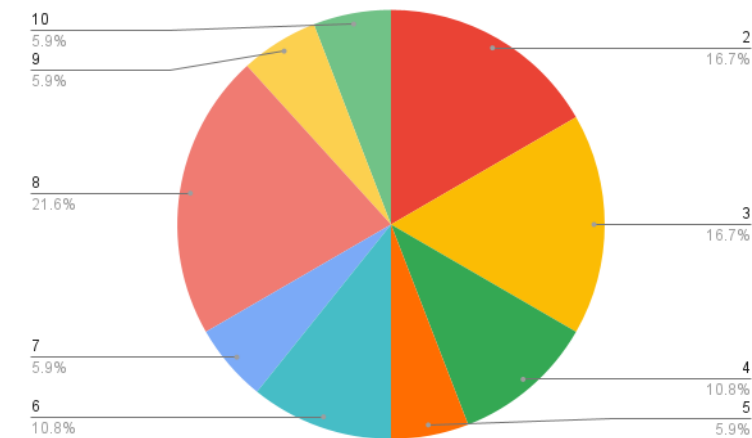
The event was facilitated by Josh Selo, the Executive Director of West Valley Community Services. Upon opening the meeting, Josh led a three-question poll for participants to answer. In person attendees answered the questions on paper. The three questions were:

1. On a scale from 1 to 10, how strong of a sense do you think you have of other people's experiences related to housing?
2. Have you ever experienced housing-related challenges, such as housing insecurity, trouble paying rent, eviction, or homelessness?
3. How much do you know about Affirmatively Furthering Fair Housing (AFFH)?

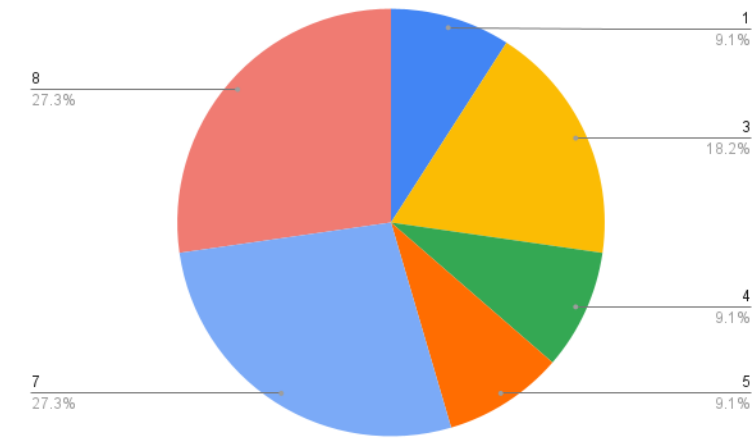
The responses were as follows:

1. On a scale from 1 to 10, how strong of a sense do you think you have of other people's experiences related to housing?

Zoom

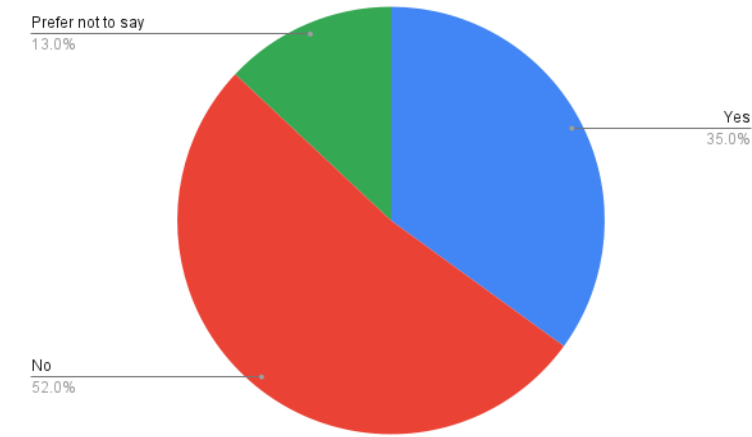


In Person

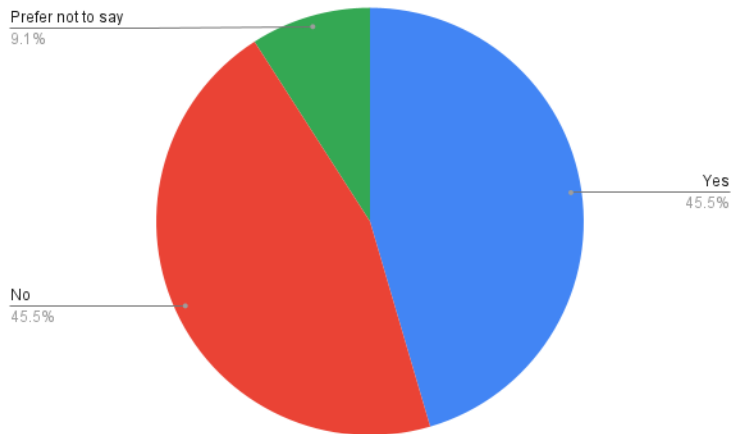


2. Have you ever experienced housing-related challenges, such as housing insecurity, trouble paying rent, eviction, or homelessness?

Zoom

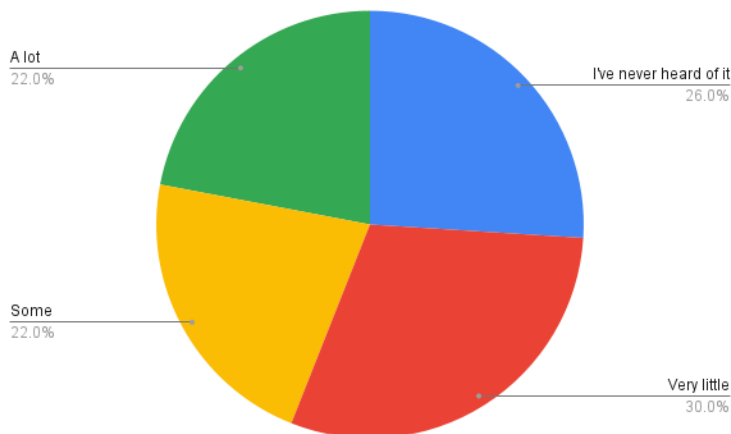


## In Person

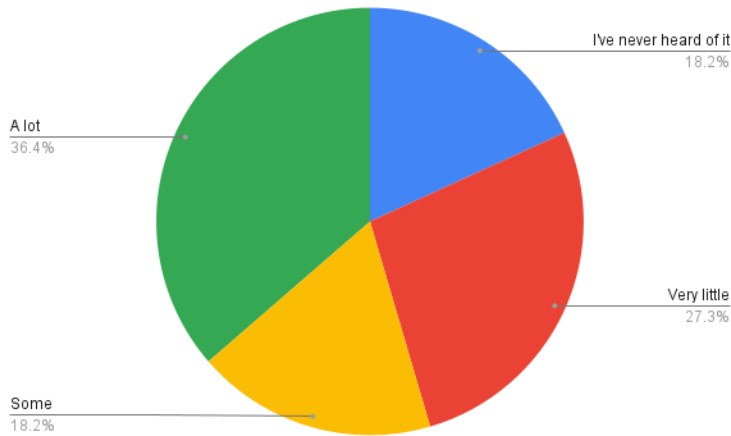


## 3. How much do you know about Affirmatively Furthering Fair Housing (AFFH)?

### Zoom



### In Person



## **Presentation**

After the poll was complete, Ande Flower and lea robinson from the EMC Planning Group team gave a brief presentation on the Housing Element and AFFH. The goal of this presentation was to ensure that everyone in attendance had the fundamental understanding necessary to fully participate in the meeting and to dive deeper into AFFH than in previous community meetings.

## **Breakout Session 1**

Following the presentation, attendees entered breakout sessions. On Zoom, these took the form of breakout rooms, and in person, the form of breakout tables. Each breakout group had one moderator who took notes, facilitated the conversation, and ensured everyone had the equal chance to speak.

Attendees were asked to answer three questions in their breakout groups:

1. Your name and what brings you here tonight?
2. What do you think inclusive housing looks like in Cupertino? Who are some people that need to be included?
3. What questions do you want to ask the panelists?

## **Panel**

When attendees returned from the breakout session, the panel began. The panelists first responded to eleven questions that had been pre-written and sent to the panelists ahead of time:

1. **ALL:** Tell us a little about yourself, one or two things you would like the participants to know about you, and why you agreed to take part in tonight's panel.
2. **ALL:** What is one thing you want tonight's attendees to know about you going into this panel?
3. **ALL:** What are some stereotypes you think people have about poverty, affordable housing, and homelessness?
4. **Mair:** You describe yourself as "neurodivergent," which is a term not everyone is familiar with. Can you tell us what it means to be neurodivergent, and how this relates to the term "disabilities"?
5. **Kim:** Kim, is there anything you would add from your own experience?
6. **Joshua:** What challenges did you face transitioning from being unhoused to finding affordable housing?
7. **Mair and Kim:** Now Mair and Kim, I want to ask you both, as people living with disabilities, are there any unique challenges you have faced when it comes to housing?
8. **Yavante:** Can you talk about your experience as a veteran and how it relates to housing? What was it like working to get and using a HUD-VASH voucher?
9. **ANYONE:** Can you share any experiences of housing discrimination you have faced in Cupertino? What does housing discrimination in our community look like, and how does this impact people across diverse identities, races, and abilities?
10. **ALL:** Is there one person, organization, program, or moment that was pivotal for you in your search for stable, affordable housing?
11. **ALL:** What is one thing you want tonight's attendees to take away from this panel?

Following the pre-written questions, attendees had the opportunity to ask the panelists questions. These were submitted through the chat for Zoom attendees and by paper for in person attendees. Any questions

asked by the audience that were not answered during the panel were responded to following the meeting and sent to attendees and on a document. The questions asked by the audience that were answered during the panel are:

1. After getting through your path to becoming housed, do you still feel today like your housing security is threatened, and in what ways? (Zoom) Related Que-Greatest Housing challenge you have faced and what do you think would have been helpful or supportive? (Zoom)
2. What price range is considered affordable housing in the bay area? It's hard to find any housing to purchase under \$500K in Silicon Valley (Zoom)
3. How do you define affordable housing? (this is from our breakout room but I want to make sure it gets asked) Does anyone know how much minimum wage would have to be in Cupertino in order to afford the average one bedroom apartment? (Zoom)
4. In person: How much of your current income do you spend on housing and what will define affordable housing for you? (in person)
5. Where do you think is a good place for homes relative to other parts of the community? For low income people? For neurodivergent/ disabled people? (In person)
6. As Cupertino looks to "affirmatively further fair housing" do you think it should take into account who cannot afford to live here? Or should it only focus on who already gets to live here? (In person)
7. The supply of affordable housing is already low since there is not enough funding to subsidize it. Now, some college students wish to have access to affordable housing too, since they chose to attend De Anza college rather than their own local college. The students are extremely low income too since they attend classes and study many hours a day. What do you think about that? (Zoom)
8. Could we ask the Governor to spend the billions of dollars in surplus in affordable housing? Otherwise, how do we get affordable housing? (Zoom)
9. What are some concrete examples of policies/actions that do affirmatively further Fair Housing, particularly in "High Opportunity" areas like Cupertino? (Zoom)
10. How did you maintain hope as you worked through the problem? (In person)
11. What has been the greatest housing challenge you have faced? (Zoom)
12. As Cupertino looks to "affirmatively further fair housing" do you think it should take into account who cannot afford to live here? Or should it only focus on who already gets to live here? (In person)
13. What is the amount of people per available homes? What is the breakdown of possible homes? (In person)
14. Where do you think is a good place for homes relative to other parts of the community? For low income people? For neurodivergent/ disabled people? (In person)
15. How much of your current income do you spend on housing and what will define affordable housing for you? (In person)

Each panelist participated fully, and all gave powerful, insightful, and enlightening responses. Some notable words from the panelists are below, though the full recording is the best way to understand the power of the panel.

### **QUOTES FROM PANELISTS**

#### **Breakout Session 2**

When the panel concluded, attendees were sent into a second breakout session, responding to a new set of questions prompting them to reflect on the panel and what they learned. Before entering the breakout room, attendees were led in a brief exercise to reflect on the panel and ponder the questions. Moderators took notes in the breakout sessions to capture community feedback while maintaining privacy and anonymity. The questions for the second breakout session were as follows:

1. What impact did hearing from the panelists have on your thoughts around housing, the Housing Element, and representation?

2. What barriers and unmet needs did you hear from the panelists? How did this make you feel? Some of the more outstanding notes gathered by moderators are below:

### NOTES FROM MODERATORS

Additionally, participants were asked to complete an exit survey during their breakout session. This is discussed further below.

### Ending Poll

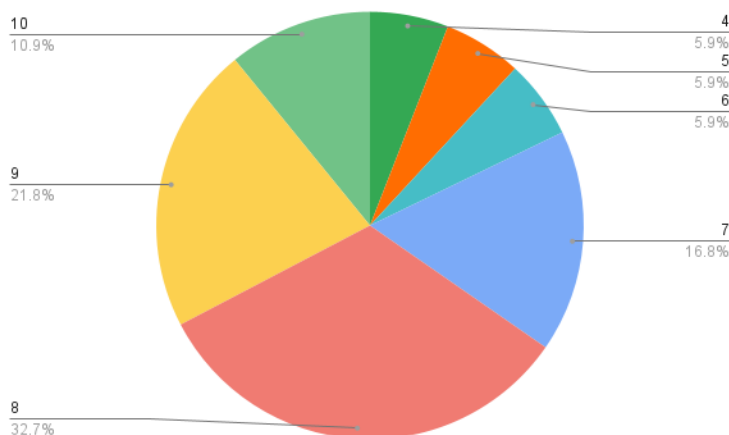
Before leaving the meeting, attendees were issued an ending poll. During this poll, they responded to three questions:

1. On a scale from 1 to 10, how strong of a sense do you think you have of other people's experiences related to housing?
2. How much do you know about Affirmatively Furthering Fair Housing (AFFH)?
3. What is one thing you will do to get involved with the Cupertino Housing Element?

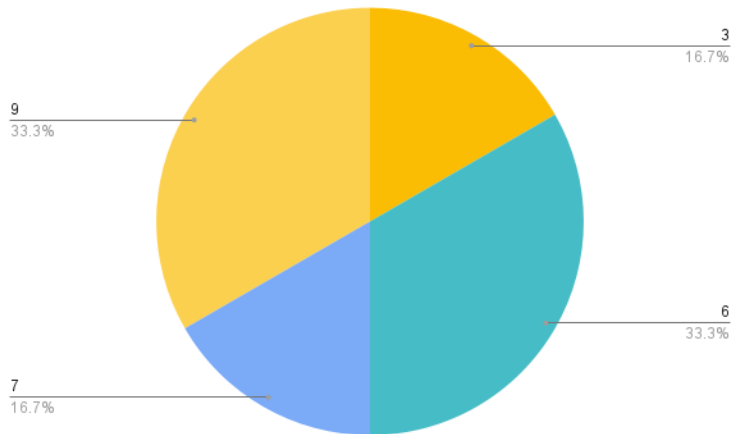
The responses were as follows:

1. On a scale from 1 to 10, how strong of a sense do you think you have of other people's experiences related to housing?

Zoom

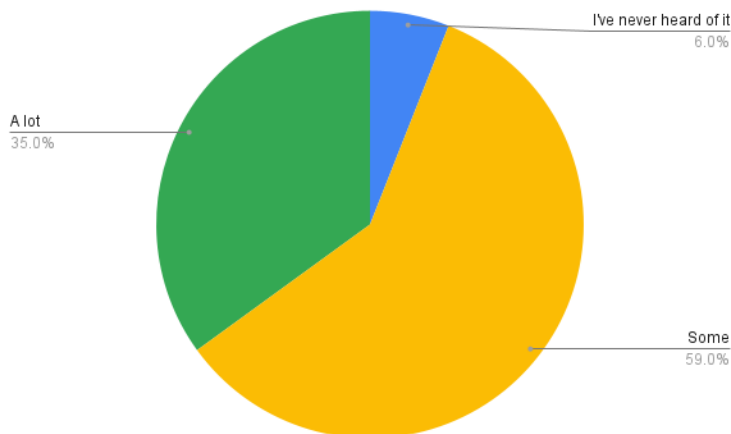


## In Person

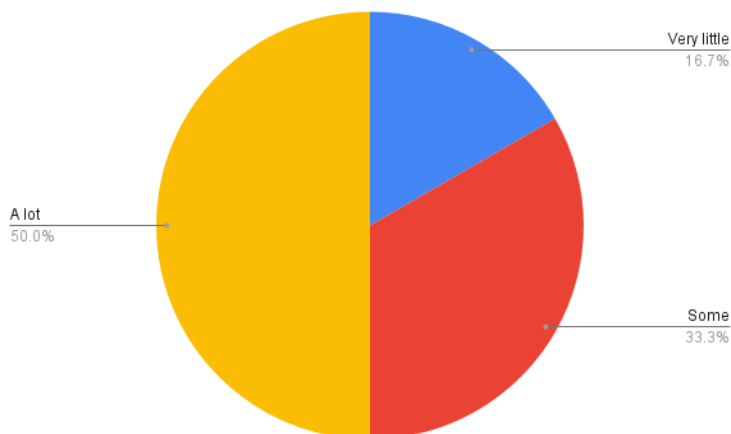


## 2. How much do you know about Affirmatively Furthering Fair Housing (AFFH)?

### Zoom



### In Person

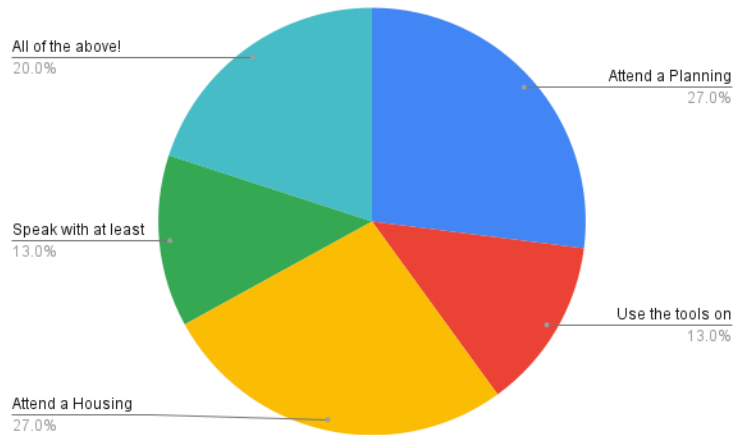


## 3. What is one thing you will do to get involved with the Cupertino Housing Element? (*Attend a Planning Commission or City Council meeting; Use the tools on the Housing Element website;*

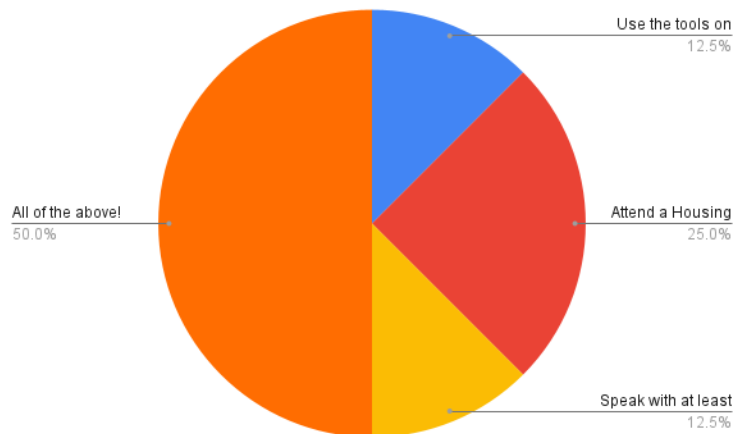


*Attend a Housing Element community meeting; Speak with at least three friends/neighbors about the Housing Element; Speak about the Housing Element at a public meeting; All of the above!)*

## Zoom



## In Person



## Conclusion

Following the ending poll, attendees were encouraged to stay involved and were informed about upcoming Planning Commission meetings and tools on the Housing Element website. They were wished a good night, and the event came to an end.

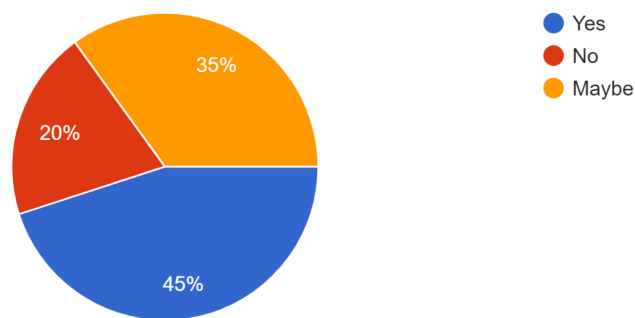
## **Feedback**

### **Exit Survey Results**

During their second breakout session, attendees were allotted time to complete an exit survey. The goal of this survey was to better understand and capture what they learned from the event, how they felt following the panel and community dialogue, and what has shifted in their views toward housing and our less privileged community members. Additionally, participants were asked for ideas and strategies that they believe could be deployed to make Cupertino more inclusive, providing insight that can be turned into policies. Some of the results from this survey are summarized below:

Did this experience bring about surprising feelings for you?

20 responses

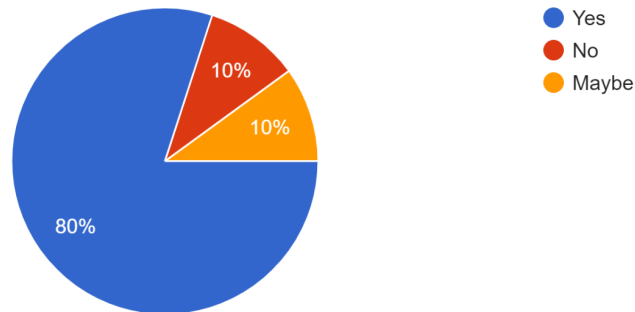


Can you share what feelings you've had during this meeting (optional)? (*Some responses below*)

- Empathy for the homeless people who shared their stories.
- I've been very quiet about local civics in the last two years, and this is definitely activating me again - I want to build an equitable and accessible community.
- I was not familiar with the experiences of the unhoused and low income seeking housing in Cupertino. While I felt that my housing situation was unideal growing up, I didn't think about the more dire situations others can face.
- I was surprised how the panelists stories haven't really been part of the housing conversations I'm part of. We definitely need to make it easier for people of all backgrounds to share their stories, particularly BMR residents, low income residents, renters, disabled people.

Did you learn new information or learn about housing from a new perspective?

20 responses

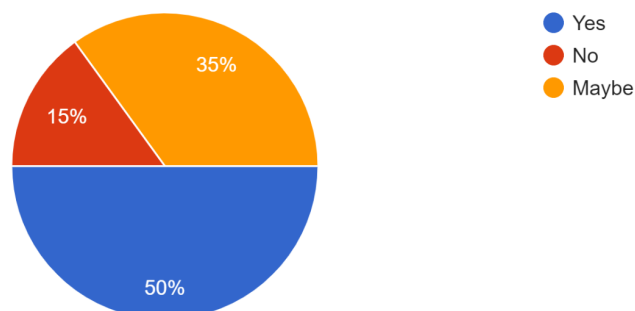


Can you share what new information or perspective you've gained during this meeting (optional)? *(Some responses below)*

- Learning about AFFH, and some of the work that WVCS does.
- the impact of a low credit score on the ability to secure housing despite having the income to pay the rent; also I hadn't considered that being neuro-divergent could impact the ability to secure housing
- Great perspectives about different aspects that I hadn't considered - credit rating, assumptions and ways to be involved
- The difficulty for unsheltered people to do basic tasks: use computer, transportation, find a safe place. From panelist and long-time West SC Valley resident Kim: Anger that development projects provide so few BMR units, or pay in-lieu fees and develop no BMR units, or provide smaller units with sub-standard materials for BMR units.
- I was interested that the panelists focused on the processes that surround affordable housing almost as much as the basic lack of affordable housing. That seems like something that could be improved.

Has something shifted or changed for you in your understanding of local impacts of the housing crisis?

20 responses



Can you share details about how this experience has changed your understanding of local impacts of the current housing crisis (optional)?

- The shortage trickles down into a thousand tiny miseries.

- I was surprised at how many folks are here and fired up about accessible housing in a city like Cupertino. I had honestly felt like Cupertino is a lost cause in ever becoming an accessible city, and it's good to see there's a spirit to change things.
- a reminder that we rely on people in our community to do low income jobs, they have just as much right to live here as those who have sufficient income
- Yes, just in the sense that the needs were dire, but the panelists drove home the point that the pains of the housing crisis are not shared equitably, and the difficulties of finding housing are regressive, in that they disproportionally impact those in lower incomes, or disadvantaged backgrounds
- We need to center the experiences and needs of those most impacted by the housing crisis.

What is one way you think you could contribute to meeting AFFH requirements, and/or to the Housing Element process in general (optional)?

- Participate in more meetings like this to ensure that the voices of all people in our community are heard and considered
- Conversations and helping people get to services
- Continue to be involved in the Housing Element process
- Getting more people who work here but can't afford to live here to participate
- Talk to my friends/neighbors about it. Meet people who have different housing situations from me.

Do you have ideas or strategies about addressing the conditions some of the panelists face or have faced (optional)?

- We need to work together on this issue
- Build more housing, especially middle housing that isn't just single-family homes! Rent ceilings, financial support for new homeowners, ending application fees and credit checks.
- Waiver of application fees by the City in BMR units; removal of parking requirements, height restrictions, and any other municipal policies affecting the unit economics that make more affordable housing projects feasible, advocacy for a rental registry and work regionally by the City in streamlining the application processes and varied assistance programs offered to lower-income individuals.
- I'd be curious if we could have more communal conversations with people with lived experience as most folks really don't have access (that they know of) to have these discussions. Central database of opportunities. Trauma-informed practices throughout the process.
- I wish we had a program to screen applicants for housing and match them with older folks who are sitting on too big a home. Maybe renters could offer assistance to defray their rent
- Create a common housing applications with fee waivers. Policy that prioritizes affordable housing over luxury housing
- Housing Commission should have a required tenant representative
- We need to make affordable housing actually scalable, which means upzoning and rezoning!

## **Summary**

This hour-and-a-half hybrid community meeting was successful for multiple reasons. First, it brought up participation in the Housing Element process in Cupertino to a significantly higher number. This meeting drew community members in and allowed them to engage in meaningful dialogue with their neighbors and other members of the community.

Second, the survey results demonstrated that this meeting will keep people engaged. 50% of Zoom and 20% of in person attendees responded that they would do “all of the above” options to get involved with Cupertino’s Housing Element. All participants committed to do at least one thing to engage with the Housing Element. This meeting generated engagement beyond the hour and a half that evening; many attendees will stay involved, and this meeting helped build momentum as the City moves through the Housing Element process. In the exit survey, participants wrote about their new desire to participate in the process and to be a part of the change happening in Cupertino.

Third, the meeting centered the voices of those with lived experience, and many attendees also had lived experience related to housing. This dialogue and listening was important because more privileged community members rarely get to hear from WVCS clients and others who have faced significant barriers to housing. Amplifying the experiences, opinions, and passions of WVCS clients changed the perspectives of the participants, shifting the way they understand affordable housing and areas such as homelessness, neurodivergence, and discrimination.

This was the first of three community meetings. The two to follow will have a similar format, with a stronger focus on breakout sessions, as participants and moderators found these to be particularly valuable. We will continue to center the voices of individuals with lived experience and to bring the community together to discuss and learn about housing in Cupertino.