



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 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).

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