Talking Together About Housing
Paving the Way for Affordable Housing Development
League of California Cities Annual Conference
City of Burlingame
Home for All
Common Knowledge
Agenda

1. Home for All Community Engagement Program
2. The Burlingame Story
3. Helping Communities Learn Together
4. Policy impacts across multiple cities
Presenters

Home for All San Mateo County
  • Jessica Stanfill Mullin, County of San Mateo

City of Burlingame
  • Donna Colson, Councilmember
  • Kevin Gardner, Community Development Director

Common Knowledge
  • Susan Stuart Clark, Executive Director
Home for All Approach

- Housing Policies
- Land
- Funding
- Community Support

New Housing
The Path in San Mateo County

Interviews with all city managers and at least one council member

Input from Learning Network at March, May, September, November 2017 sessions

Group interviews with eight cities during summer of 2017

The vast majority of city managers interviewed feel that their councils are supportive of additional housing.

There is significant support among elected officials for affordable and workforce housing, though funding and the cost of land are seen as barriers.
The Path in San Mateo County

Provide engagement support to four pilot cities in the winter of 2017 and spring of 2018.

Continued engagement with six more communities in 2019 and 2020.
Engagement Program Participants
Mind Shift: Inviting a Helpful Public

• Taking **the city** out of the center

• Reframing to put **the issue** and **the community** at the center
Our Process

• **Invite** more diverse participation
• **Listen** for community information needs
• **Learn** together and build shared understanding
• **Sustain** two-way communication and encourage collaborative action
Helping Communities Learn Together

- Intentional mix of people new to the issue and familiar stakeholders
- Dialogue supported by basic background information
- Designed to be welcoming for all
- Facilitated group discussions
- Decision makers can fully listen and do not have to answer questions
Burlingame Case Study

What has been achieved?

• Broader understanding in the community of the importance of housing and how it relates to other matters such as workforce and traffic

• Support of the City’s first 100% affordable housing development

• Discussion of housing programs that the City and its partners can embark on
Burlingame: Who Lives Here?

- Single Family Homes: 48%
- Multifamily Homes: 52%

Source: 2017 American Community Survey
Burlingame: Who Lives Here?

- Own: 47%
- Rent: 53%

Source: 2017 American Community Survey
Burlingame: Who Works Here?

- $3,333/month ($40,000/yr) + 62%
- $1,250/month ($15,000/yr) or less 11%
- $1,251-$3,333/month ($15,000-$40,000/yr) 27%

Sources: 2015 US Census OnTheMap; 2012 Survey of Business Owners
Burlingame Context
Key point in understanding what people are experiencing in the community: Less expensive housing is only available far further away, requiring lengthy commutes and creating traffic congestion.
Climate for Housing

Before Home for All, housing discussions were divisive. We needed a better way.
A Parallel Process

December
Begin outreach

Early February
Community Conversation #1

April
Community Conversation #2

Summer
Continuing to share information with the community

January
Annual review of council priorities

Late February
Planning Commission study session to review Village at Burlingame

Late May
Joint Council/Planning Commission meeting

Fall & Winter
General Plan public hearings

Official Meetings

Community Engagement
Outreach Goals & Activities

• Bring in new perspectives beyond advocates and people with fixed positions
• Find people who care about the community but are not civically involved
• Invite people to help improve their community instead of debate policy specifics
Combination of Outreach Methods

- Online survey
- Community partners
  - Local organizations
  - Individual “super connectors”
- Newsletters/social media
- Intercept interviews
- Pop-ups
- Visit existing meetings
Using Existing Networks

- List of stakeholders
  - Businesses and Non-profits
  - Community organizations and groups
  - Religious and Cultural groups
  - Schools and Parent groups

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**Community Stakeholders**

The following resource list contains information of groups and organizations that are located in or do work in the city of Burlingame. This list is not a comprehensive list and the inclusion of groups and organizations on the list does not imply endorsement by the City of Burlingame.

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<td>Coffee Shops (Peets, Panzi, Starbucks)</td>
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<td>George Naylor, President</td>
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<td>Burlingame Broadway Business Improvement District</td>
<td><a href="mailto:naylor@burlingamechamber.org">naylor@burlingamechamber.org</a></td>
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<td>Burlingame Downtown Business Improvement District</td>
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<td>Juan Londo, President</td>
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*Last updated: 12.14.2017*
Inviting People Multiple Ways

- Flyers
  - placed at local coffee shops, recreation center, City Hall, etc.
- Facebook Page
- Eventbrite
- Affordable Housing Interest List
- “Key Communicators”
- Press Release
Hosting a Learning Conversation

• Design for **mutual learning**

• What does the **City need to learn** about the community and housing?

• What do **community members need to learn** about:
  - *The issue? Each other?*
  - *The city? Ways to be involved?*
Your Turn:

Discussion #1

1. How does the current housing climate affect you and the people you care about?

2. What are your hopes for the future of our community?
Shared concerns
Hopes for the future
Conversation Highlights

• Themes from Small Group Dialogue
  • Affordable housing is a shared concern
  • Entire community is affected by rising housing costs

• Indicated Actions
  • Awareness that there is no one solution
  • Keep communication with the community flowing
Learning Together in Burlingame

• “Many citizens share the same concerns about the affordability challenges of living in this area.”

• “Many residents are thinking about the topic and realizing we can’t keep the status quo.”

• “Burlingame is doing much more than I realized about housing.”

• “…the city is listening to people and working on solutions.”

• “The conversation for solutions needs to continue. There is a decent amount of consensus on the issue.”
What Happened Next?

near term  mid term  long term
What Happened Next?

• Amended Accessory Dwelling Units (ADU) Regulations
• Adopted Housing Impact Fees
• Promoted Home Sharing (HIP Housing)
What Happened Next?

• Being built on city parking lots F and N, south of Howard Avenue

• 78 workforce units, 54 senior units

• Existing parking to be replaced in new structure at Lot N

• New pocket park
What Happened Next?

✓ New General Plan adopted 2019
✓ Created new neighborhood for housing
✓ Planned for 20% growth over 10 years
  ▪ 3,000 new units
  ▪ 6,000+ new residents
✓ 2,000+ units already in Planning or Building permits
Sustaining & Leveraging Engagement

• Burlingame Talks Shop
• Sea Change Burlingame
• Interactive maps
City of Burlingame: Projects Around Town Story Map
Future Conversations in Burlingame

• Hold another “Burlingame Talks Together”
• Review and frame the last three years
• Assess where we are relative to the General Plan
• Look to the future – meeting RHNA
Other Home for All Cities

Other Home for All cities used this “Learning Together” Community Conversation process to:

• Consider multiple housing options, including modular and other creative housing types

• Inform a General Plan process

• Focus on second units

• Next steps for a specific, large-scale development
Traditional Meeting

City collects input from residents

CLEAR Conversation

People engage with and learn from each other
What Community Members Are Learning

- Everyone is affected by high housing costs
- There is no one solution; many are needed
- There is more happening than I realized
- The problem is huge but together we can make progress
- There are many ways to stay informed or involved
Community Engagement Resources

The Community Engagement Program is an initiative of Home for All designed to experiment with the most up-to-date forms of community engagement in select communities within San Mateo County.

The Community Engagement Resource Manual consists of various phases to encourage broader participation in housing conversations in cities and towns. An overview of each phase with resources is discussed in depth in the following sections.

New Supplement Available: Technology Tools for Virtual Engagement