

# MEETING NOTES



## Planning and Community Development Steering Committee Meeting Notes

### Housing Element of the Master Plan Update

Date: Thursday, May 8, 2025

Time: 2:00 PM - 4:00 PM

Location: Department of Public Works Multipurpose Room 214, 150 S Kendall Street

Attendance: Michael King, Jim Moreno, Amanda Lanker, Quinton Hay, Krista Trout Edwards, Whitney Wardell, Lynee Wells, Vanessa Hernandez, Helen Guzzo, and Darcy Schmitt

### Meeting Agenda

The meeting included brief introductions, discussion about the purpose of the Master Plan update focusing on housing, how the Consolidate Plan and the BC Housing Action Plan are related to the Master Plan update, but that the Master Plan Update will focus on the implementation opportunities at the City-level, and will include purposeful discussion with neighborhoods to thread infill into existing fabric.

### Three main discussions occurred with the participants outlined below:

1. Best Practices - Compiling list of engagement best practices
2. Identify Community - Making a list of hard-to-reach community members
3. Engagement Planning - Breakout into teams to workshop engagement strategies

### Success as seen by meeting participants:

1. Helping people find a voice
2. People can afford their housing
3. Finished housing projects
4. Flexible zoning
5. Housing that matches needs/wants
6. Understand obstacles
7. Getting property on the tax rolls
8. Whole housing ecosystem is functioning



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## Community Engagement Best Practices Established:

1. Meeting people where they are - bringing engagement to existing community gatherings
2. Food - culturally appropriate options and considerations
3. Accessible design - using simple language, appropriate colors, graphics, and accommodating different learning styles
4. Childcare - providing activities for all ages to allow broader participation
5. Engagement activities that match audience - offering many formats for input
6. Being conscious of people's time - respecting scheduling and meeting length
7. Translation services - ensuring language accessibility
8. Circular process - creating ongoing feedback loops rather than one-time engagement

Agreed that any engagement will include the aforementioned best practices.

## Hard-to-Reach Populations Identified for Targeted Outreach:

1. ALICE population (Asset Limited, Income Constrained, Employed) - less time, need increased opportunity
2. People with disabilities
3. Youth and minority youth - specific neighborhoods identified: Washington Heights, Post-Franklin, Wilson, Coburn, Fremont, McKinley (NPC 3 & 4)
4. Non-English speakers - specifically Burmese, Congolese, and Latinx communities
5. 2nd/3rd shift and non-traditional (non 9-5) workers
6. Families with children
7. Seniors
8. People experiencing homelessness



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## Engagement Planning Group Work

The committee worked in breakout groups to address four key tasks:

- Task One: Identify barriers to participation for hard-to-reach groups
- Task Two: Explore opportunities for participation
- Task Three: Develop messaging to make the case for participation
- Task Four: Plan for continued involvement throughout the process

Workshop Activities and Results:

### **Breakout Group A**

#### *Task One: Identifying Barriers to Participation*

*Hard to Reach Groups: ALICE, Non-english speak, youth/minority youth, people with disabilities*

1. Language barriers
  2. Difficulty filling out documents
  3. Communication challenges/difficult to understand materials
  4. Trust factor/lack thereof
  5. Understanding why participation is important
- Note: "Presentation Matters" was emphasized

#### *Task Two: Engagement Strategies*

1. Video content to explain housing concepts
  2. Clear messaging in communications
  3. Food/gift cards for participants
  4. Essay contest in schools
- Rap/Video contest about housing needs by young people



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## *Task Three: Additional Outreach Ideas*

- Be careful to explain the safety of being involved for reluctant non-English speakers
- Conduct outreach at community organizations: VOCES, Burma Center, ARK, Trinity Community Center Downtown

## Workshop Activities and Results:

### **Breakout Group B**

#### *Task One: Identifying Barriers to Participation*

##### *Families with Children*

- Barriers: Childcare, exhaustion, lack of time, competing priorities
- Opportunities:
  - Connect with schools → summer programs
  - Events that include families → Juneteenth, etc.
  - Friday Folders, Fall Blast + Zoo, Riverview
  - Summer camps and sports
  - VIBE @ 5, PTAs, Summer Meal Programs
  - 21st Century Program

##### *2nd & 3rd Shift Workers / Non 9-5ers*

- Barriers: Flexible meeting times needed, transportation issues, childcare, competing priorities
- Opportunities:
  - Work with employers → capture at workplace



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- Add on to company events/initiatives
- Incentivize participation if possible

## *Seniors*

- Barriers:
  - Accessibility, transportation, comfort (hearing, mobility)
  - Companionship
  - Lack of internet or email usage, limited social media presence
- Opportunities:
  - Paper input/feedback forms
  - Senior Centers and Expos
  - Newspaper and mail communications
  - YMCA
  - Churches
  - 55+ Communities
  - VA

## *Making the Case for Participation*

- Affordability issues possibly addressed
- Accessibility improvements
- Housing types prioritized



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Next Steps:

## INFOGRAPHIC

- Primer, that engagement is on the horizon and did you know
- Darcy and her team will be linking with existing community groups and requesting participation in pre-existing gatherings to introduce the Housing Element.
- Darcy would like a leave behind that helps make the case for the Housing Element, and also tees up summer-fall engagements.
- Darcy to send InDesign files for existing Master Plan to utilize color scheme, fonts, etc.
  - o Idea: Review some of the stats from the Coordinated Plan and BC Housing Action Plan, include in the infographic
  - o Idea: Depict how the Master Plan Housing Element and the aforementioned plans work together, build off of one another, and what makes this different (threading the neighborhood)
  - o Idea: Include QR code and sign-ups for more information
  - o Idea: Mention some of the hard-to-reach groups/voices that we'd like to hear from
  - o Idea: Can we think of a name for this effort?

## ENGAGEMENT PLAN

- Create engagement plan for hard to reach groups as well as neighborhood specific conversations
- Trust building is essential, can learn from the work of the Land Bank in the Washinton Heights neighborhood
- What types of housing do neighborhoods need and want?
- Focus on building types
- Example house plans and city lots
- Understand lot dimensions in various neighborhoods
- Understand corridors



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## RESOURCES

- WK Kellogg quarterly housing round tables
- NPC meetings
- Neighborhood meetings of NPC leaders

