

**City of Mill Valley
Housing Element Update 2023-2031 Cycle
Public Outreach Program**

PROGRAM SUMMARY

Since 1969, California has required that all local governments (cities and counties) adequately plan to meet the housing needs of everyone in the community. California's local governments meet this requirement by adopting housing plans as part of their "general plan" (also required by the state). General plans serve as the local government's "blueprint" for how the city and/or county will grow and develop and include seven elements: land use, transportation, conservation, noise, open space, safety, and housing.

The City of Mill Valley has begun the required update to its Housing Element covering the 2023-2031 cycle. The Association of Bay Area Government developed targets for various types of housing called the Regional Housing Needs Assessment or RHNA (pronounced RHEE-nah) for short. These number have increased substantially throughout the Bay Area as each municipal agency is being asked to plan for more housing within their jurisdictions. It can be a complicated process. This engagement plan was developed to ensure that residents and regional stakeholders are actively participants in the development of the plan and that all voices in the community are heard.

The City Council approved this public outreach plan on September 1, 2021.

The goals of the Outreach Plan are:

1. To provide the public with a clear understanding of the need for the Housing Element Update to be compliant with AB686 and other Housing legislation.
2. To explain the distinction between planning for future affordable housing needs and responsibility for building those units and the City's role in developing and implementing policies that adequately plan to meet the housing needs of everyone in the community.
3. To ensure maximum participation by all members of our community.
4. To ensure that our outreach efforts reflect diversity, equity and inclusion.

Planned Outreach

- Events, including virtual workshops, focus groups, meetings and public hearings.
- Digital notifications via the City's existing Constant Contact database.
- Social Media including Facebook, Twitter and others.
- Project website including online capabilities for meetings, comment capture and surveys.
- Partnership with local faith based and community organizations.
- Place-based pop-up events to capture community input.

Key Audiences/Stakeholders

Key audiences include those individuals and groups who will be affected by the housing strategies and policies implemented. Stakeholders include:

- Residents
- Homeless Advocates
- Builders/Developers
- Community Organizations
- Local Workforce
- Service Agencies

IMPLEMENTATION

This section details the specific tactics that will be used as part of this outreach program.

Workshops (Four)

Workshops will be sponsored and hosted through the Housing Advisory Committee, which is comprised of two City Council members, two Planning Commission members and a community member-at-large. The purpose of the workshops is to provide education and collect feedback from the community on various topics associated with the Housing Element, such as housing needs, furthering fair housing, identification of sites or land use strategies to accommodate regional housing needs, and housing policies and programs. In order to gather thoughts and input from a large range of stakeholders in the community, workshops will be held “live” in a virtual format and then made available online to capture additional public input. Should in person meetings become more acceptable, the City will pivot to an in person format in 2022.

Our proposed schedule is as follows:

Workshop	Focus Area	Date	“Live” Event	Online Input
1	Information/Education: Housing Needs, Fair Housing and RHNA Requirements <i>To kick off the Housing Element Update, the project team will host a workshop focusing on Housing Needs and introduce the Housing Element Update process to the community. The workshop will also allow the community to provide recommendations for potential housing programs and share their challenges around finding safe, affordable and accessible housing in Mill Valley.</i>	September 23, 2021 6:30 PM – 8:00 PM	Via Zoom	September 24-October 15

Workshop	Focus Area	Date	“Live” Event	Online Input
2	Preliminary Sites Analysis <i>General overview of the Regional Housing Needs Allocation (RHNA) requirements, state requirements, general area(s) of opportunity and options to consider, including any rezoning opportunities.</i>	November 10, 2021 6:30 PM – 8:00 PM	Via Zoom	November 11 – December 11
3	Review Proposed Scenarios <i>Based on feedback received at Workshop 2, review scenarios or options to accommodate RHNA.</i>	February 16, 2022 6:30 PM – 8:00 PM	TBD	February 17- March 5
4	Housing Policies and Programs <i>Workshop 4 will focus on finalizing concepts from the previous workshops and will focus on identifying and prioritizing housing policies and programs.</i>	March 30, 2022 6:30 PM – 8:00 PM	TBD	March 31 – April 16

Each workshop will be structured as a family-friendly event and use techniques that engage the interest of participants, maximize opportunities for input and discussion, and incorporate residents’ input into the planning process. Workshop methods will include:

- Pre-meeting advertisement that clearly explains the intent, topics, and format of the event.
- Opportunities before and after workshops to submit comments/questions.
- Live-polling activities as part of our online presentations.
- Recording of the workshops for future reference.
- Development of a “virtual workshop” on the project website following the “live” meeting.
- Accommodation for Spanish language translation.

Promotion Timelines:

- ✓ Three-Four weeks prior:
 - Social Media Event Posts
 - Website Updates
 - News Release
 - City Council Announcements

- ✓ Two weeks prior:
 - Social Media Posts re: Workshop Format and Goals
 - Stakeholder Outreach (Chamber/Community Groups/Faith Based Groups)
 - Website Updates and e-mail Blasts

- ✓ One week prior:
 - Social Media and e-mail Blast Reminders

Focus Groups (Three)

Focus groups are valuable because they allow alternative ways of obtaining information from the public without using surveys, which tend to be viewed as scientific and only produce quantitative data. Focus groups utilize qualitative data collection methods and will target those groups or individuals that are underrepresented. Just as in the dynamics of real life, the participants can interact, influence, and be influenced—giving actionable insight into their knowledge of key issues related to housing and regional needs for the City, their community and the groups or people they represent.

The communications team will hold two focus groups with the members of the Diversity, Equity and Inclusion (DEI) group; one prior to Workshop 3 and one prior to Workshop 4 to vet key policies and programs included in the update. A third focus group will be held with a separate group representing multiple constituencies as part of evaluating site and land use strategies.

Pop-Up Events

Mill Valley Farmers Market (Spring 2022)

Communication consultants will attend three Farmers Markets in Mill Valley to provide information about the process of developing the Housing Element Update and proposed scenarios for public consideration.

Memorial Day Pancake Breakfast

The City of Mill Valley hosts a pancake breakfast for Memorial Day every year. This is a well-attended event that provides an opportunity to connect with the community. By May 2022, the various housing strategies should be known to accommodate RHNA and will be a good opportunity to showcase options or recommendations at the community event.

Collateral Development/Social Media

The City, supported by its consultant team will develop a number of tools to support this effort and provide easy access to materials, documents and information about the process. These will include:

Dedicated Project Webpage

The City has created a dedicated website (www.cityofmillvalley.org/HousingElement) for this process which will include the following:

- Project information and overview and purpose of the Plan.
- Listing of all meetings.
- All presentations and materials produced for public meetings and workshops.
- Fact sheets regarding the planning process (English and Spanish).
- All drafts and materials produced for the Plan.
- Library with all relevant documents.
- Online surveys.
- Social pinpoint (interactive online comment capture).
- Forms for comment/questions.
- eNews sign-ups.
- Links to the site, online surveys, art and information promoting the effort will be provided to each of the individual transit providers for distribution and/or posting on their sites.

Social Media

The project team will develop social media materials promoting the process, upcoming workshops and opportunities for participation via Facebook, Next Door and other as appropriate.

eNews

Over the course of the project the City will use and expand its existing database of interested parties to:

- Promote website launch,
- Promote upcoming workshops,
- Provide information regarding the Housing Update process,
- Conduct topic-specific surveys, and
- Promote opportunities to review proposed Scenarios and Plan documents.

Collateral Development & Translation Services

The project team will develop the following materials and make them available in English and Spanish:

- Project (Plan) Description
- Frequently Asked Questions
- Flyers/Posters for Workshops

Meetings and Presentations

Workshops, presentations, briefings and study sessions will be held at key milestones throughout the engagement process and the development of the Housing Element Update. The Housing Advisory Committee (HAC) will host and provide the public forum to inform and collect community input. City Council and Planning Commission meetings will provide the

opportunity to review community input and advise staff on policy and land use strategies, as needed, to balance community interests with compliance with various State laws.

Body	Topic	Date	Outreach/Action
City Council	Review of Draft Outreach Plan and Project Schedule	September 1, 2021	Review and approval of Draft Schedule and Outreach Plan
HAC	Host Workshop 1	September 23, 2021	Inform and listen
City Council	Update and Recap Workshop #1	October 18, 2021	Review and discuss
HAC	Host for Workshop 2	November 10, 2021	Inform and listen
City Council	Update and Recap Workshop #2	December 6, 2021	Review, comment and advise
Planning Commission	Study Session to develop land use strategies, as needed.	December-January 2022	Comment and advise
HAC	Host for Workshop 3	Feb 16, 2022	Inform and listen
Joint City Council/Planning Commission Study Session	Review Draft Scenarios, as needed	February-March 2022	Comment and advise
HAC	Host for Workshop 4	March 30, 2022	Inform and listen
Joint City Council/Planning Commission Study Session (TBD)	Review Housing Policies and Programs, as needed	April 2022	Comment and advise
HAC	Review of Draft Document and supporting environmental review materials	June 2022	Review and comment
Planning Commission Hearing	Approval of Draft Housing Element Update	September 13, 2022	Recommendation for Council Approval
City Council Hearing	Approval of Draft Housing Element	September 19, 2022	Recommendation for approval and HCD Review
HCD 60 day Review Period	The State's Housing and Community Development Office will review the Housing Element for compliance with State law.	September – October 2022	Comment and advise
Planning Commission Hearing	Recommend Council adoption of revised Draft based on HCD comments.	November 2022	Recommendation for Council Adoption
City Council Hearing	Adoption of revised Draft Housing Element.	December-January 2022	Adoption
HCD	Certification of Housing Element	By January 2023	Certification

Overall Schedule and Outreach Planned for the Housing Element Update

The following page illustrates the various phases and tasks of work to update the Housing Element and the supporting outreach activities planned to inform, gather and assess community interests as part of the Housing Element Update.

Housing Element Update Schedule

