

**CITY OF MENLO PARK**

# **Outreach Update**

**Community Engagement  
& Outreach Committee**

**August 12, 2021**

# AGENDA ITEMS

## **Update on Outreach:**

- Focus Groups
- Survey
- Pop-Ups
- Project Gallery
- Individual Interviews
- Housing Commission Meeting – Preliminary Land Use Strategies (August 4, 2021)

## **Next Steps:**

- Community Meeting – Preliminary Land Use Strategies (August 14, 2021)
- Community Meeting – Housing Equity, Environmental Justice, and Safety (August 26, 2021)
- Community Workshop – Housing Strategies and Opportunity Sites/Areas (Tentative September 2021)
- CEOC Meeting (Tentative September 2021)



# RECENT ACTIVITIES



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## **Completed:**

- Renters Focus Group (July 20)
- Homeowners Focus Group (July 22)
- Survey (Scheduled to close August 29)
- Downtown Farmers Market Pop-Up Housing Element Update & Survey (August 1)
- Housing Commission Study Session - Preliminary Land Use Strategies (August 4)
- Mi Tierra Linda Supermercado Y Taqueria Pop-Up Housing Element Update & Survey (August 7)



# LAND USE STRATEGY MEETINGS



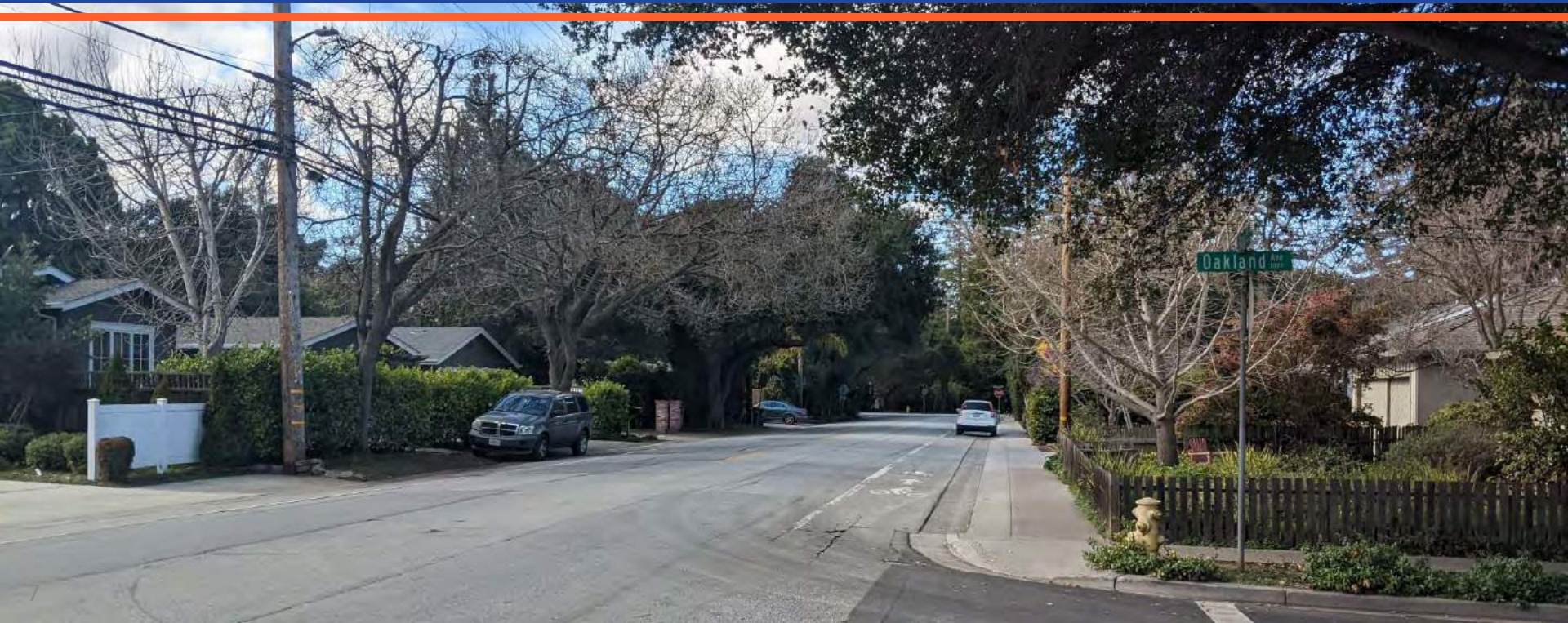
# LAND USE MEETINGS

The draft land use strategy, which would be the framework for how to achieve the RHNA requirements, will be developed by the project team with input from the following community events:

- **Housing Commission:** Preliminary Land Use Strategies Study Session
- **Community Meeting:** Preliminary Land Use Strategies
- **Community Workshop:** Housing Strategies and Opportunity Sites/Areas
- **Planning Commission and Housing Commission:** Land Use Meeting
- **City Council:** Preferred Land Use Alternative Meeting

**Input from survey, focus groups, interviews, and pop-ups will also guide land use strategy development.**

# UPCOMING OUTREACH EFFORTS



# CEOC REVIEW

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The project team requests that the CEOC review the following upcoming outreach events and provide feedback as necessary.



**Questions**



**Comments**



# FOCUS GROUPS



***Format:***

Discussion: Garner comments and develop understanding of local issues and concerns in various topic areas. Zoom meetings led with presentation.

- Homeowners *round 1 complete!*
- Renters *round 1 complete!*
- Housing Organizations and Service Providers
- Businesses
- Housing Developers

***Purpose:***

Gain insight on challenges, recommendations, and other concerns.

***Overall Process:***

Identify pressing issues and community concerns.

***Focus Group Meetings scheduled for completion in August***

# INDIVIDUAL INTERVIEWS

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## ***Format:***

Discussion: One-on-one conversations with people who would rather speak in person or over the phone.

- Seniors
- Veterans
- People with Disabilities

## ***Purpose:***

Include representative groups and individuals in the engagement process. The individual interviews will allow for traditional phone or in-person interviews with community members that may not be represented by standard community interest groups.

## ***Overall Process:***

Develop insights shared by key stakeholders who may be otherwise not incorporated into outreach process.

***Individual Interviews scheduled for completion in August/September***



# SURVEY



***Format:***

The survey will be provided online and in print (at pop-ups and project galleries) in English and Spanish. The hardcopy surveys were provided with a self addressed stamped return envelope. Survey will be open through August 29. In addition to the survey, a flyer with the survey QR code and housing resources were also provided.

***Purpose:***

Receive feedback from a wide cross section of the community on a variety of issues and concerns.

***Overall Process:***

Provide information on a city-wide scale that can help identify issues of concern and define policy choices for many of the housing, safety, and environmental issues under consideration.

[menlopark.org/housingelement](https://menlopark.org/housingelement)

***Online Survey available as Attachment A to Staff Report***

## Tell us about your housing values and priorities (6 questions)

Your answers to these questions will help the City plan for new housing.

1. What are the most important values for the City of Menlo Park to consider when planning for new housing in Menlo Park? (Please select up to three)

Providing housing for all stages of life (e.g., students, singles, young families,

Providing a mix of housing types so that there is a

Encouraging new housing near transit services

Locating new housing in areas that have potential exposure to environmental pollution)

None of the above

1. ¿Cuáles son los valores que la Ciudad de Menlo Park debe considerar al planificar nuevas viviendas? (seleccione hasta tres opciones)

Proporcionar viviendas para todos los ámbitos (estudiantes, solteros, familias jóvenes, ancianos)

Proporcionar una combinación de tipos de vivienda para que exista una amplia variedad de opciones

Motivar la construcción de viviendas nuevas cerca de transporte y servicios

Crear una comunidad balanceada y diversa distribuida en toda la ciudad en viviendas nuevas

Ubicar las nuevas viviendas en áreas de exposición reducida a los riesgos ambientales (contaminación)

Otro

Ninguna de las anteriores

Seleccione una respuesta

## Actualización del Elemento de Vivienda

### ¡Ayúdenos a crear el futuro de Menlo Park!

Cada ocho años, las ciudades en California deben actualizar su Elemento de Vivienda para poder planificar la necesidad de vivienda.

En virtud de las exigencias Estatales de vivienda en el Área de la Bahía, Menlo Park debe planificar más de 3.000 unidades nuevas de viviendas entre el 2023 y el 2031. También actualizaremos el Elemento de Seguridad y crearemos un nuevo Elemento de Justicia Ambiental.

Requerimos de su ayuda para poder identificar los valores y prioridades de la comunidad en este esfuerzo masivo de planificación.

Esta encuesta es el primer paso en el proceso de compromiso comunitario global. Su participación será usada para:

- Entender mejor los valores y prioridades de la comunidad.
- Crear las bases para futuros diálogos sobre posibles soluciones y cambios de políticas, lo cual será analizado más a fondo en las reuniones comunitarias en los próximos meses.
- Incorporarlo en un sorteo para ganar una de las doce tarjetas de regalo de \$25 para ser utilizada en negocios locales.

### ¡Gracias!

Gracias por participar en este importante primer paso con nosotros en la actualización de los Elementos de Vivienda y de Seguridad y para crear un nuevo Elemento de Justicia Ambiental.

Ingrese a la página web de la Ciudad en [menlopark.org/HousingElement](http://menlopark.org/HousingElement) para obtener más información y suscribirse para obtener noticias del proyecto, incluyendo los resultados de esta encuesta.

Envíe por correo la encuesta completa a:

Menlo Park City Hall  
Community Development  
701 Laurel St.  
Menlo Park, CA 94025

Por favor, complete las encuestas antes de Agosto 29, 2021

## Housing Element Update Community Survey

### Help us shape the future of Menlo Park!

Every eight years, California cities are required to update their Housing Element to plan for much needed new housing.

Based on State requirements for housing in the Bay Area, Menlo Park is required to plan for over 3,000 new housing units in Menlo Park between 2023 and 2031. We will also be updating the Safety Element and creating a new Environmental Justice Element.

We need your help to identify community values and priorities for this major planning effort.

This survey is the first step in an extensive community engagement process. Your participation will be used to:

- Gain a better understanding of community values and priorities.
- Create a foundation for future conversations about possible solutions and policy changes, which will be discussed further at community meetings in the coming months.
- Enter you into a drawing to win one of twelve \$25 gift cards to local businesses.

### Thank You!

Thank you for taking this first major step with us toward updating the Housing and Safety Elements and creating a new Environmental Justice Element.

Please visit [menlopark.org/HousingElement](http://menlopark.org/HousingElement) for more information and to sign up for project updates, including the results of this survey.

Please mail the completed survey to:

Menlo Park City Hall  
Community Development  
701 Laurel St.  
Menlo Park, CA 94025

Surveys due: August 29, 2021

# SURVEY



## ***Format:***

Community Event: Pop-Ups will occur repeatedly at two locations. These will allow M-Group staff, City staff, and CEOC members to talk directly with community members.

- **Downtown:** Sunday Downtown Farmers Market
- **Belle Haven:** Mi Tierra Linda Supermercado Y Taqueria

## ***Purpose:***

Reach out to individuals and bring them into the engagement process. This will allow us to interact with people directly even if they were not aware of Housing Element Update process.

## ***Overall Process:***

Provide further outreach to people who may not be aware of the other outreach events.

***Next Pop-Up at the Menlo Park Farmers Market on Aug. 29!***

## **Future Pop-ups:**

**Downtown:** Sunday Downtown Farmers Market  
August 29, 2021, 9AM - 1PM

**Belle Haven:** Mi Tierra Linda Supermercado Y Taqueria  
August 29, 2021, 9AM - 1PM

**Downtown:** Sunday Downtown Farmers Market  
September 12, 2021, 9AM - 1PM

**Belle Haven:** Mi Tierra Linda Supermercado Y Taqueria  
September 18, 2021, 10AM - 2PM



# POP-UPS (DOWNTOWN)



# POP-UPS (BELLE HAVEN)



# PROJECT GALLERY

## ***Format:***

Exhibit: Project galleries will be located in City libraries and posters and hard copies of materials will be provided.

- **Main Library:** 800 Alma Street
- **Belle Haven Branch Library:** 413 Ivy Drive

## ***Purpose:***

Provide a low-tech forum where people can learn about the project without relying on the internet to obtain information.

## ***Overall Process:***

Widen community outreach and engagement by providing real-world displays that are more accessible than computer-based methods for community members.

***Gallery materials will be installed in August.***



# HOUSING COMMISSION

## STUDY SESSION

### ***Format:***

Study Session: Housing Commission discussed and received feedback on the preliminary land use strategies to implement the RHNA. The study session was conducted online via Zoom on August 4, 2021.

### ***Purpose:***

Introduce land use strategies to Housing Commission and the public and to receive feedback.

### ***Overall Process:***

The information provided and feedback received will help develop the land use strategies to meet the RHNA.





# COMMUNITY MEETING

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# LAND USE STRATEGIES

***Format:***

Community Meeting: Discuss Land Use Strategies and receive community discussion. Poll questions may be asked during the meetings in order to bolster engagement and provide avenues for feedback. This outreach meeting will be conducted online via Zoom. Spanish interpretation will be provided.

***Purpose:***

Introduce land use strategies to the public and to receive feedback.

***Overall Process:***

The information provided and feedback received will help develop the land use strategies to meet the RHNA.

***The community workshop is scheduled for August 14, 2021.***



# COMMUNITY MEETING

## HOUSING EQUITY, EJ, & SAFETY

### ***Format:***

Community Meeting: Share information about housing equity, environmental justice, and safety issues in Menlo Park that provides an opportunity for public input. Poll questions may be asked during the meetings in order to bolster engagement and provide avenues for feedback. This outreach meeting will be conducted online via Zoom.

### ***Purpose:***

Provide educational information and obtain feedback to support the Housing, Environmental Justice, and Safety Elements.

### ***Overall Process:***

The information provided and feedback received will help form policies for the Housing, Environmental Justice, & Safety Elements.

***The community meeting is scheduled for August 26, 2021.***



# COMMUNITY WORKSHOP

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# HOUSING STRATEGIES

***Format:***

Workshop: Highlight the parameters and policy requirements that will inform community feedback. Input will focus on comparing housing strategies and locations of potential housing opportunity sites/areas to meet the RHNA.

***Purpose:***

Provide educational information and receive direct community input on potential housing opportunity sites/areas.

***Overall Process:***

Establish a forum to learn more about the opportunities and constraints facing the city. This will inform the development of three land use alternatives for the Planning Commission and Housing Commission to consider, which will in turn be reviewed by the City Council.

***The community workshop is targeted for September 2021.***

# NEXT STEPS

- The bulk of outreach and engagement events is occurring during the next few months.
- This will inform the draft documents and initiate the preparation of the environmental impact report (EIR).
- The project team will use community input to develop three (3) land use alternatives for review/recommendation by the Planning Commission/Housing Commission, tentatively scheduled for Fall 2021.
- Upon recommendation of a strategy by the Planning Commission/Housing Commission, the City Council would review and provide direction on the land use alternatives.



# WEBPAGE

2023-2031 Housing Element Update

COVID-19 PANDEMIC Bay Area health official issue order requiring face coverings indoors and urge immediate vaccination [Read On...](#) COVID-19 recovery: Menlo Park plans for reopening [Read On...](#)

CITY OF MENLO PARK

Agendas | Alerts | Calendar | Jobs

GOVERNMENT OUR COMMUNITY SERVICES DOING BUSINESS | WANT TO...

Events  
FAQ  
How to get involved  
Housing Element Community Engagement and Outreach  
Project timeline

Notify Me®!  
Make a report  
Open government  
Register online  
Services A-Z

You are here: Home » Government » City departments » Community Development » Comprehensive planning » Housing Element » 2023-2031 Housing Element Update

## 2023-2031 Housing Element Update

The City of Menlo Park is currently updating its required Housing Element and Safety Element, and preparing a new Environmental Justice Element.

### Take the Housing Element Update Community Survey

We need your help to identify community values and priorities for this major planning effort. This survey is the first step in an extensive community engagement process. Your participation will be used to:

- Gain a better understanding of community values and priorities.
- Create a foundation for future conversations about possible solutions and policy changes, which will be discussed further at community meetings in the coming months.
- Enter you into a drawing to win one of twelve \$25 gift cards to local businesses.

[English Survey](#) | [Encuesta en español](#)

Please take the survey by August 29, 2021.

### Contact us

**Deanna Chow**  
Assistant Community Development Director

[Email](#)  
650-330-6702

[Sign up for updates](#)

### Related links

- [Traducir esta página al español](#)
- [Countywide "Let's Talk Housing" website](#)
- [CA Dept. of Housing and Community Development "Housing Elements" website](#)
- [Association of Bay Area Governments "Regional Housing Needs Allocation" website](#)

### What is a Housing Element Update?

Housing Elements are housing plans that are one part of the General Plan – a guide to

# THANK YOU!



Questions



Comments

***Thank you for your time and commitment to the City of Menlo Park!***

[menlopark.org/housingelement](https://menlopark.org/housingelement)