



Housing Affordability Education and Outreach Plan

City of Walnut Creek

August 2017 through July 2018

Updated 8/2/2017

Housing Affordability Education & Outreach Plan

Overview

Like much of the Bay Area and California, Walnut Creek is experiencing population growth, increased demand for housing, and a housing affordability and supply crisis. In response to this housing crisis, Walnut Creek's City Council established housing affordability as one of the City's priorities. One action item towards this priority is educating and engaging the community about housing affordability.

Purpose and Goals

The purpose of this Housing Affordability Education and Outreach Plan is to identify and organize a synopsis of activities and efforts that the City of Walnut will undertake to educate the community on housing affordability and connect with those who are interested in affordable housing opportunities.

The primary goals for the Housing Affordability Education and Outreach Plan are as follows:

- Increase community's knowledge and awareness of the housing affordability and supply issue, affordable housing, and the community benefits of housing affordability, improve attitudes and dispel common myths towards affordable housing by providing background information on the housing affordability crisis, defining what affordable housing is, uncovering facts vs. myths, understanding the City's affordable housing policies, exploring the importance and community benefits of housing affordability, and informing about local and state mandated housing policies in the City
- Attract diverse group of people from the community ranging from household type and size, age, geographic locations of the City, socio-economic status and income levels to be involved with the discussion and learning process
- Provide opportunities for open discussions to achieve better communication between community members and the City on housing affordability topics
- Identify the community's needs and what areas of affordable housing they support, have questions on, and concerns about

Key Messages

Key messages that the City would like the community to take away from this plan are as follows:

- There is a housing affordability and supply crisis in Walnut Creek and in California
- The City is committed to promoting and wisely managing housing affordability and growth
- The City encourages and incentivizes the development of affordable housing through various policies and programs
- Housing affordability enhances quality of life and benefits everyone in the community as it:
 - Supports employees to live and work in Walnut Creek which mitigates congestion
 - Maintains a high quality workforce by preventing displacement of low and moderate income households, which includes school teachers, public employees, medical technicians, child care workers, retail associates, etc.
 - Increases and ensures the diversity of housing opportunities for seniors, families, workers, the disabled, and lower income households

Strategy

The City’s strategy to achieve the plan’s goals will be to use a broad range of education and outreach methods to provide diverse accessible opportunities for the community to learn and be informed about housing affordability topics and issues. The Housing Affordability Education and Outreach Plan includes an array of venues and formats for engagement, ranging from speaker panel meetings, surveys, outreach during community events through information stands to social media, and print and digital media.

Audience

The audience for the engagement process is the community at large, and this includes:

- Developers
- Homeowners
- Business community
- School community
- Low- and moderate – income individuals, seniors, families, and employees

There are various types of tools and activities to engage the community throughout the process and project period which include efforts such as individual interviews with community members, surveys, Q&A, information stands at community events, and speaker presentations.

Tools for Community Education and Outreach



Presentation

The project team will develop a standard PowerPoint presentation that can be offered to the community at meetings and events outside of City Hall. The presentation can be tailored by the project team to enhance a particular focus of the presentation.



Email

The project team will maintain a database of interested community members curating a subscriber list throughout the process as new participants emerge. The list will grow through GovDelivery, a subscriber platform found on the City website. Interested people will be notified via email of upcoming outreach events, opportunities for comment, and meetings and discussions. The subscriber email list will be one of the primary modes of public communication for the project. For interested persons that do not have email, they may call the City to be added onto the mailing distribution list.



Webpage

The project web page, which will be hosted by the City under the Housing Programs webpage, will provide information, announcements, updates, and other project communication in coordination with other engagement activities. The webpage will link to various sources such as a link to the subscriber list to receive information about this education and outreach process.



Social Media and Online Engagement

The project team shall utilize electronic media, social media (Twitter, Facebook, Instagram, Next Door). An online civic engagement platform, Open Town Hall, will also be used to gather information and data from the community. This platform connects the project team with community members, allowing the team to ask questions, analyze data, share information, and receive feedback.



Print Materials

A wide variety of print materials may be used throughout the planning process to advertise events, provide user friendly content, and enhance participant understanding of the issues and process. The types of print materials may include: fliers, postcards, fact sheets, FAQ sheets, info graphics, posters, maps, and surveys. Print materials may also include articles or features in the Nutshell or other print media.



Display Materials

The project team will create display materials to publicly advertise upcoming meetings, events, and affordable housing information. The types of display materials may include signs, banners, and posters.

Engagement Activities

The project team is planning for an interactive, tailored approach to outreach to have as much involvement from the community as possible. The project team will reach out to the various audience groups throughout the City using a variety of activities to engage and inform the community. A focus of community engagement will be to ensure that the plan effectively engages the audience. Anticipated engagement activities are as follows.

Anticipated Engagement Activities		Timeline
Offsite Guest Speaker Meetings	The project team will be available to go to various community group meetings or partner with nonprofits in the community to host so the project team or representatives from outside firms may guest speak and give presentations on housing affordability and offer affordable housing resources. Presentations will inform the audience about housing affordability, its meaning, background, benefits, and potential, and will include opportunities for questions and answers.	Once per quarter
Information Stands/ Informal Outreach during Community Events	The project team will engage in informal outreach activities that leverage existing networks of events. Examples include tabling at regular neighborhood and local organization meetings or community events such as Farmer’s Market and festival events.	Once per quarter.
Web Page/ Online Engagement	The City will host and maintain a housing affordability education webpage as an extension of its website. This website will include links to resources, fact sheets, and announcements of upcoming events or key	Continuous

	dates. It may also be used to solicit comments and input on housing affordability topics through surveys.	
Pre and Post Surveys	The project team will create a pre survey posted online that asks participants their knowledge, awareness, and attitude on affordable housing during the initial implementation period. Next, the project team will create and release online a post survey at the end of the implementation period to ask the same questions to measure the change. In addition, the project team will create and pass out pre and post short surveys at the beginning and end of every presentation given out.	Continuous and in every interaction with the public
The Nutshell	The City will publish one section of the quarterly Nutshell dedicated to housing affordability education and outreach. The page will provide background, definition, facts, benefits, examples, narratives about housing affordability and affordable housing, and opportunities to get involved with project events.	Winter quarter
Interviews/ Narratives	The project team will reach out to the community which includes residents who have benefited from the City's programs, people who have contacted the City seeking housing resources and are in need of affordable housing, and people who have been indirectly affected by housing affordability such as business owners who have difficulty hiring staff due to long commutes because of housing unaffordability to ask for interviews to collect narratives and stories about their experiences.	Scheduled interviews
Direct Communication and Input	The project team will be available throughout the process to receive individual input, ideas, and feedback from community members.	Continuous
Speaker Panel	The project team will propose to host a speaker panel to discuss housing affordability during Affordable Housing Week. The panelist will consist of persons from various organizations and affiliations such as local and regional agencies, nonprofit and for profit developers, and community housing organizations.	May 2018 Affordable Housing Week

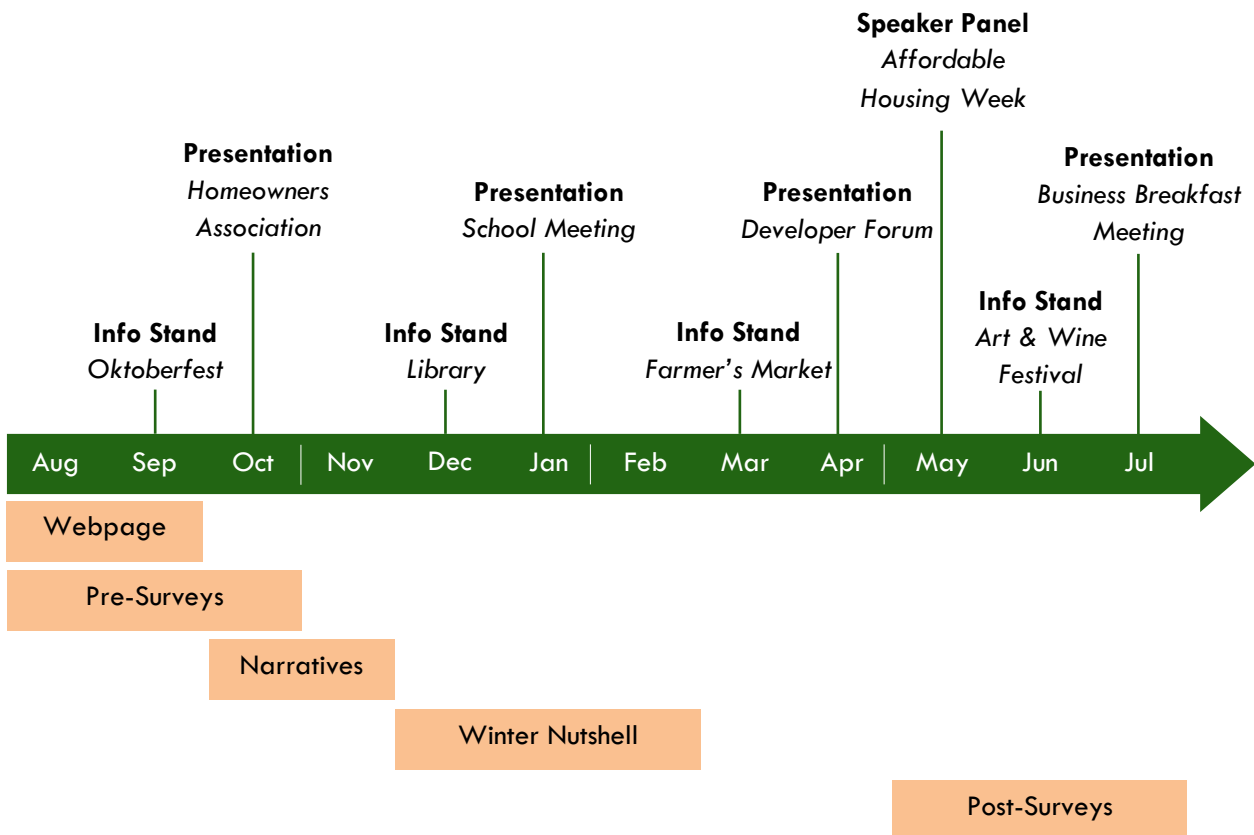
Materials

- Presentation slide
- Fact sheet flyer

- Poster (examples of affordable housing, quotes/ narratives from people in need of affordable housing, current affordable housing residents, and people affected indirectly)
- Banner
- Winter Nutshell
- EBHO resources
- List of WC affordable housing projects
- FTHB flyer
- Interest list for finding affordable housing opportunities
- Subscriber list for housing affordability education and outreach events
- List of emails for post surveys- after every interaction/ conversation with the public, ask if the City can send one survey by email after the education and outreach period
- Printed surveys
- Lock box for surveys
- Clip board to track questions
- Games (ex. spin the wheel to answer the selected question, if correct, win a prize).
- Post card of upcoming education and outreach events

Schedule

The project schedule and implementation period is from August 2017 through July 2018. Events may be subject to change.



Contact

For additional information, please contact:

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