

# CITIZEN'S COMMITTEE ON COMMUNITY DEVELOPMENT

## Mayor's Office of Housing and Community Development

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Analysis of Impediments to Fair Housing  
Consolidated Plan  
HIV Housing Plan

**Review Draft Outreach and Engagement Strategy**  
September 18, 2018

# Today's Agenda

## Meeting Objectives:

1. Update members on the planning processes
2. Review/discuss Draft Outreach and Engagement Strategy
3. Review/brainstorm organizations for targeted outreach
4. Discuss next steps for CCCD



# WELCOME & INTRODUCTIONS

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# QUICK REVIEW

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# When We Last Met in June

- Introduction of RDA
- Overview of Three Plans and Two Lenses
- Project timeline
- Discussed priority needs and goals
- Brainstormed target populations for outreach, beyond the existing ones listed in the current Consolidated Plan
- CCCD Role

# Since We Last Met in June

- Review of Relevant Documents
- List of Strategic Questions
- Draft Outreach and Engagement Strategy

# DRAFT OUTREACH AND ENGAGEMENT STRATEGY

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# Review Draft Strategy

- Questions
- Areas of Inquiry & Question Categories
- Community Outreach and Engagement Timeline
- Methods for Public Participation
  - Community Forums
  - Focus Groups
  - Interviews
  - Digital Engagement
  - Survey



# Organizations for Targeted Outreach

- For Community Forums and Survey
- For Focus Groups

# NEXT STEPS

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# Next Steps

- Provide Comments on Draft Strategy by 9/27
- Conduct Outreach
- Attend Forums
- Next meetings?
- What information would help support your role?

# Proposed Steering Committees Meetings

- Mid-January 2019
  - Update on community engagement
  - Community Advisory Group updates
  - Discuss any needed changes to outreach and engagement strategy
- Late April 2019
  - Preliminary findings
- Late June 2019
  - Draft needs analysis
- Late July 2019
  - Finalized needs analysis
  - Best practice and draft strategies
- Late October 2019
  - Discuss draft plan

**Thank you!**

# APPENDIX

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# About RDA

Resource Development Associates is a mission-driven consulting firm founded in 1984 on the belief that public health and human service systems have the potential to improve conditions in our communities.

- Clients include San Francisco Bay Area communities and public systems
- Systems approach to planning, evaluation, organizational development, and grant writing
- Consumer-focused and outcomes based

# Central MOHCD Plans

## Consolidated Plan

- HUD-required five-year strategic plan for housing and community development activities
  - For CDBG, ESG, HOME, HOPWA funding

- Steering Committee
- Citizen's Committee on Community Development (CCCD)

## HIV Housing Plan

- Guide for managing housing-related resources for persons living with HIV
  - Resources include HOPWA, General Fund, Housing Authority

- Steering Committee
- Community Advisory Group

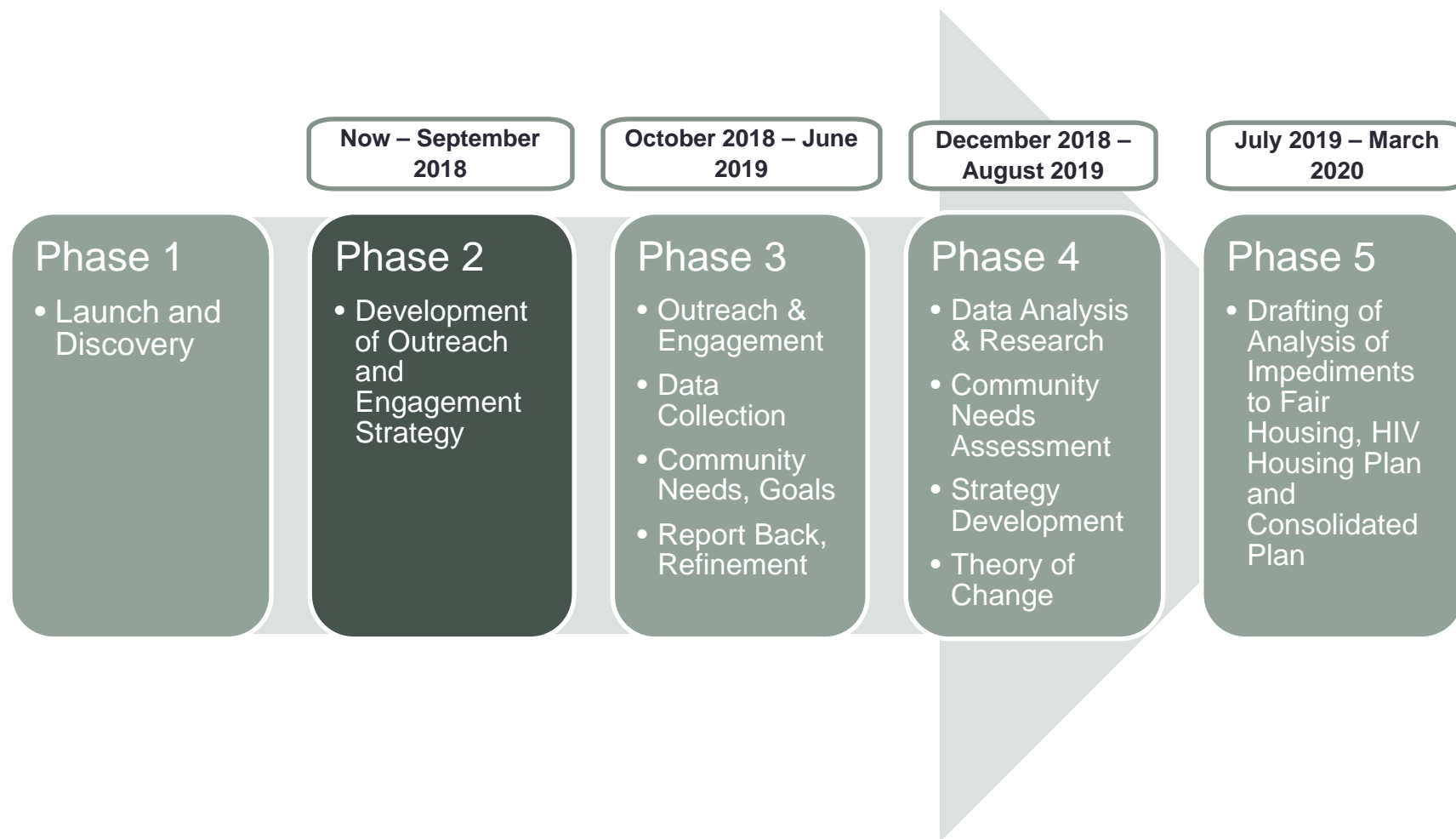
## Analysis of Impediments

- Study of factors impeding fair housing and strategies to address them

- Steering Committee
- Community Advisory Group



# Project Phases and Timeline



# Priority Needs and Goals

- What are the priority **needs** for San Francisco today?
- What **goals** would you like to see the next Consolidated Plan address?
  - Housing
    - Cleaner, more livable streets, and less street drug use
    - Taken together, the current housing and community issues represent a crisis. One scenario is to focus more funds to fewer organizations to get more impact in the areas where we have strength
  - Homelessness
    - Preventing the rate of evictions and providing basic shelter for the homeless population
    - Structural or systems enhancements
    - Understanding demand for housing and the policies needed to meet demand
  - Racial disparities
  - Unemployment and job training
  - Growing number of seniors in poverty
  - Serving those with the greatest barriers
  - The overdose and substance abuse crisis

# Target Populations for Outreach

- Artist communities
- Substance users/addicts
- Small business owners
- Different categories of workers, such as low-wage workers
- People affected by livability issues (which may be neighborhood-specific based on crime stats or other metrics)
- Persons likely to be displaced
- Number of units converted to Airbnb rentals or corporate housing (i.e. permanent housing removed from the market)
- SRO residents
- Persons on public assistance
- Landlords and people moving to the city for tech jobs (if our goal is to understand the problem)
- Neighborhoods impacted by population shifts

# CCCD Role

