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## **CITIZENS' COMMITTEE ON COMMUNITY DEVELOPMENT FULL COMMITTEE MEETING**

Tuesday, October 16, 2018  
1 South Van Ness Avenue, 5<sup>th</sup> Floor, Room 5080  
San Francisco, CA 94103  
5:00 p.m. – 7:00 p.m.

### **MINUTES**

#### **1. Call to Order at 5:20 p.m.**

Committee Members Present: Clinton Loftman, Diana Kruze, Aileen Hernandez, Azalea Renfield (arrived at 5:25 p.m.), and Elena Chavez Quezada (arrived at 5:30 p.m.).

City Staff Attendance: Brian Cheu (MOHCD), Pierre Stroud (MOHCD), Mike King (MOHCD), Gloria Woo (MOHCD), Barry Roeder (MOHCD), and Tina Rose Novero (OEWD).

#### **2. Approval of Meeting Minutes**

- a. **None. Members will approve the September 18, 2018 meeting minutes at their next meeting.**

#### **3. Director's Report (Discussion Item)**

- a. Brian provided an overview of the Tenant Right to Counsel Initiative, including projects with McKinsey Group, the Superior Court and nonprofit grantees.
- b. MOHCD is starting its hiring process for the person who will coordinate the Cultural District work; there are five approved cultural districts currently. This work is in close partnership with OEWD, the Planning Department, and the Arts Commission.
- c. Brian introduced the two new Board of Supervisors appointees to the CCCD: Aileen Hernandez, and Azalea Renfield.

#### **4. Committee Members' Report (Discussion Item)**

- a. None.

#### **5. Consolidated Plan Outreach and Engagement Strategy**

Gloria provided an overview of the Consolidated Plan and other planning processes. Barry provided an overview of the three phases and two lenses (racial equity and trauma-informed systems) of the overall planning process. The planning process will culminate with a Request for Proposals (RFP) process in September 2019, with newly funded programs beginning on July 1, 2020.

Gloria gave an overview of the planning timeline. She discussed the seven methods for community engagement. Gloria described the 10 proposed community forums that would give residents from all parts of the city an opportunity to participate in person. Historically, a successful forum would have 50 to 60 participants. At our Richmond public hearing in January 2018, we had 100+ participants. DAAS were also able to get 100+ participants at each of their 11 recent community forums.

Brian said that we have historically been successful in getting staff and clients of our grantees to attend. Since our questions are broader this time around, it is important that we go beyond our normal outreach methods to reach residents previously unreached. Gloria said that we are proposing mostly weekday evening meeting times, but possibly some Saturday mornings. We need to consider childcare needs depending on the time of the forum.

Gloria provided an overview of the three breakout rooms proposed for each forum. Barry gave a deeper explanation of the questions within each breakout group. Gloria said that the Planning Department is also scheduling community forums during January and February 2019 for their own planning exercises. We are working with their staff to consolidate our efforts.

We need roughly 10 staff for each of the ten forums. Gloria said that MOHCD staff would need to schedule the forums. She said that we would probably need to rotate breakout groups once, allowing 40 minutes per session for two sessions. Given the number of questions for each group, success will rely on the facilitator moving through the questions deliberately.

Gloria provided an overview of questions across the different engagement methods, including the proposed survey. MOHCD has discussed having our partner agencies administer the survey. The Planning Department has targeted certain demographics and adjusted their survey outreach to try to get a well-rounded sample. We will explore how to do the same. We may also explore providing incentives, such as offering gift cards through a raffle.

Gloria provided an overview of our focus groups strategy. Barry asked members to think of additional groups where they see gaps in our strategy. Who else should we be engaging? Tina shared that Economic Development was not able to identify a qualified consultant through their recent RFQ, so we will incorporate their planned focus groups into our overall strategy.

Members discussed.

- Elena asked if we would compensate Meeting-in-a-Box facilitators. Brian said that it is difficult to find an appropriate funding source to provide incentives.
- Clint reminded us that it is not necessarily about quantity of participants, but the quality of the feedback and dialogue.
- Clint recommended bringing information about our programs to educate participants as well.
- Elena said that ranking or dot exercises are great for people who would prefer not to speak as much.
- Aileen asked about our plan for outreach. Historically, we have relied on community-based organizations to drive outreach. Aileen said, given the tight timeline, we need quick and efficient methods of outreach (such as calls from the Unified School District). Barry said that we could use the DAHLIA applicant list (45,000+ participants). Azalea said that she would be happy to do outreach in the Sunset District.

- Azalea asked if we would be recording responses on a Scan Tron. Gloria said that we would likely be noting responses on a flip chart.
- Clint recommended making the breakout question language as simple as possible, without coded language.
- Azalea asked about interpretation/translation services at these meetings. Brian said that we are planning to offer translation in Spanish, Cantonese and Tagalog. We will also provide materials in those languages.
- Aileen suggested that we offer translation that corresponds to the specific populations we are trying to engage. Brian said that we are proposing to reach a number of specific ethnic populations through focus groups. Aileen agreed that that made sense and has the possibility of putting those groups at ease to share feedback. Gloria said that SFUSD also provides materials in Arabic and Vietnamese (in addition to the City's three priority languages).
- Azalea suggested the Human Rights Commission, the Housing Rights Committee and the Bayview Housing Authority office as places with high turnout of housing applicants.
- Clint said that question #7 in the Neighborhood breakout group should not use the word 'segregation', as it always has a negative connotation.
- Aileen asked if we developed questions with desired responses or goals in mind. Brian said that we developed questions with a connection to services we can provide.
- Aileen said that some of the questions might induce or trigger trauma; it would be valuable to have a consolidated matrix of goals that align with the questions we ask.
- Clint recommended offering another question that elicits services that we do not already provide but the community sees as valuable.
- Azalea offered to help wordsmith questions to simplify the language.
- Elena asked about how we are going to follow up with participants. Gloria talked about creating protocols and turning notes into a 'to-do list'. Elena said that it would be best if we can explain our reporting process in our outreach and meeting facilitation. Azalea recommended using a website so there could be two-way communication; we can validate questions and comments for participants. She recommended being transparent, with notes from each meeting posted and dated.
- Barry said that we could consider recording forums and breakout groups using SFGov TV. Clint said it might make some participants reluctant to share on camera.

## 6. Public Comment

- a. A member of the public, Willie, talked about how he was a frequent attendee to CCCD meetings until he had double knee surgery in December 2017. He shared that we should not be surprised if we hear that people want more rent-to-own opportunities. People are also looking for more housing case management support. Rates of success increase with a dedicated social worker.

People want a chance to decide what is in their rental agreement. At Hunters View and Sunnydale renters meetings, residents talked about their rental agreements. John Stewart and other realtors are making it more difficult for renters to stay in their housing.

Some housing residents wanted to find employment on the construction site. CityBuild set them up with training. However, the Hazmat training center is on the other side of San Jose, so it is very difficult to get there on time. If late, trainees must return to CityBuild.

Willie offered four solutions, including doing the training in the city, building a Hazmat training center in the city, busing trainees from City Hall at 6 in the morning, etc.

**7. Adjournment at 7:02 p.m.**