



CITIZENS' COMMITTEE ON COMMUNITY DEVELOPMENT FULL COMMITTEE MEETING

Tuesday, September 18, 2018
1 South Van Ness Avenue, 5th Floor, Room 5080
San Francisco, CA 94103
5:00 p.m. – 7:00 p.m.

MINUTES

1. Call to Order at 5:10 p.m.

Committee Members Present: Clinton Loftman, Irene Riley, Marc Vogl, Emma Kelsey, and Diana Kruze.

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

2. Approval of Meeting Minutes

- a. **Meeting minutes from June 19, 2018 were motioned by Clint Loftman, seconded by Irene Riley, and approved unanimously by the Committee.**

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

- a. None.

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

- a. None.

5. Consolidated Plan Outreach and Engagement Strategy

Gloria provided a recap of our last meeting and the work MOHCD has done with its consultant, Resource Development Associates (RDA), since then. During that time, RDA reviewed relevant plans and documents to help inform MOHCD's outreach and engagement strategy. Not every document had a community outreach component, and it was hard to identify gaps between plans because the processes were so varied and unique. Next, MOHCD staff, in collaboration with other City departments, developed strategic questions. Based on the strategic questions provided to RDA, they categorized and assigned the appropriate forum to ask each question.

Barry gave an overview of the draft Outreach and Engagement Strategy. The Steering Committee has expressed an interest in having one meeting for each Supervisorial District, instead of three forums (as currently recommended in the Strategy). Barry described the Meeting-in-a-Box approach, which can expand our outreach by leveraging the capacity of community partners. He talked about how MOHCD is exploring ways it can be more responsive to the community when

it hears about topics that are not directly related to Housing or Community Development. Barry also gave an overview of MOHCD's draft methods and target populations.

Members discussed.

- Marc asked if shorter, broader questions can be shared with the Committee. He made the point that the current questions are open-ended informational questions, not strategic questions.
- Marc asked if we have discussed whether we are prioritizing diverse voices or the numbers of people engaged. What are our goals for engagement? We need to make decisions about quality versus quantity.
- Diana recommended having more meetings in more areas of the city and to maximize the number of people coming out, rather than providing a forum for each topic area. Marc agreed because it would be inclusive.
- Diana recommended that we throw our resources behind the meetings that are most valuable (because of neighborhood, population, etc.).
- Marc recommended facilitating the conversations in such a way as to filter out the non-applicable comments/topic areas.
- Marc talked about the cost trade-offs of being highly responsive versus less so; he recommended using comment cards and perhaps we can ask participants to choose the City department they think their comment applies to.
- Diana recommended diverting off-topic audience members to a table staffed to send 3-1-1 emails on their behalf.
- Diana said that people want solutions with MOHCD's responses, so we have to think about what we can really offer in that regard.
- Marc recommended the Potrero Avenue planning process as a best practice model; it was a directed approach with defined strategies/service options that participants could vote on. Diana said that it is a compelling approach because it gets us directly to: what do we want to fund? Clint recommended that we should have a "None of the Above" option if we use that approach.
- Irene asked if survey questions will be on a website or the MOHCD website; the answer is yes, but it is not available yet. She offered the Small Business Development portal as a best practice.
- Marc offered that we should consider engagement methods by the quality of information collected (e.g. surveys offer lower quality data compared to focus groups). This would help us prioritize how many of each method we want to manage and where to put resources.
- For surveys, no more than 5 to 7 questions would be ideal.
- Diana asked about bus ads. Is it a free resource? We need to follow-up with SFMTA to see how to use ad space.
- Diana said we should use her firm's public relations department to market our larger meetings.

Next Steps:

- The Committee will meet on Tuesday, October 16, 2018 to review the final Outreach and Engagement Strategy. Members asked that the final version be more consolidated and concise. They recommended choosing only up to two questions per engagement.

- The Committee may use its November 13, 2018 meeting to review and provide feedback on MOHCD's proposed survey instruments.
- The Committee wants to be informed and involved in the planning and facilitation of the larger community engagement meetings.
- Staff will provide process updates at the Committee's January 2019 meeting, and preliminary findings at its April 2019 meeting.

6. Public Comment

- a. None.

7. Adjournment at 6:50 p.m.