Outreach Meeting Summary
2014 Marin County Housing Element

Housing Element Stakeholders Meeting
Marin Community Foundation
2/24/14 and 3/4/14

The following is a summary from a group of stakeholders invited to share their ideas on outreach with County staff. Ideas were shared on positive public meetings and ways to engage the public in a civil dialog.

- Tell stories – human face on housing, focus on the needs of seniors
- Provide examples of what affordable housing looks like
- People can’t come to daytime meetings, provide opportunities in the evenings and on weekends
- Small community meetings – get on the agenda of other meetings
- Use social media, such as Next Door, Facebook, etc.
- Reach out to service organizations, Rotary, Lions, etc.
- Reach out to local business community
- Offer opportunities for small groups to work together
- Provide a facilitator/group leader at meetings
- Ask community for advice
- Focus on reaching out to existing groups, get on their agendas “Up-reach not outreach”
- More than one microphone at meetings for public comment
- Staff should provide quick responses to all e-mailed questions
- Outreach should come from within the community, “Next Door”, e-mail lists, posters, signs, etc.
- Simplification of e-mail subscription process
- Informational outreach before a plan is drafted, outcome should not be predetermined
- Set expectations clearly up front
- Opinions of neighboring communities should have more weight than people who live elsewhere
- Evening meetings
- Advertise in the IJ
- Materials and staff reports available well before the hearings
- Use postal mail to notice meetings
Community Service Districts and Design Review Boards

Staff asked to be on the agenda to give a brief courtesy update on the schedule for updating the 2014-2023 Housing Element, provided an overview of our outreach and asked for any additional ideas or feedback on ways to reach the community.

**Marin City Community Services District Meeting**
630 Drake Avenue, Marin City
Thursday 3/6/14
- CSD Facebook page
- e-mail notifications via CSD listserv
- Possibly in the CSD newsletter, if one is published before workshops
- Important issue and the Board will reach out to raise public awareness

**Strawberry Design Review Board**
Strawberry Recreation Center
Monday 3/10/14
- ARC newspaper
- Posting at the Harbor Point Club and the Tiburon Club
- Posting around the community – coffee shops, senior centers, churches
- Green Building Council
- Mailers/door-to-door/door hangers
- The Cove Shopping Center
- Adequate time to notice before workshops
- “Next Door” Strawberry
- Community activists – through e-mail lists

**Kentfield Planning Advisory Board Meeting**
College of Marin
Wednesday 3/12/14
- “Next Door” web sites (there are multiple in Kentfield)
- Schools

**Tamalpais Design Review Board Meeting**
Log Cabin
Wednesday 3/19/14
- In outreach materials discuss the life cycle, youth and elderly often need affordable housing.
- Contributes to a vibrant community
- Focus on design in outreach materials – provide examples of well-designed developments at a range of densities
- TCSD Newsletter