

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
- TCSN Newsletter