

Public Outreach – Focus Group

Meeting Agenda

San Marcos Workforce Housing Task Force
Wednesday April 3, 2019 – 3:30 p.m.
2nd Floor Municipal Building 630 E Hopkins Street

PURPOSE OF THE MEETING: Brainstorm ideas for public outreach to educate community on the Task Force’s *San Marcos Strategic Action Plan*.

OUTCOME OF THE MEETING: Create a public outreach plan, including purpose statements, methods, location, and activities **AND** assign responsibilities for implementation.

PROPOSED OUTREACH PLAN

ROUND 1 – INPUT

1. **Open House:** Present the goals, strategies, and action items in an open house format with a built-in activity to obtain input on the action items with “biggest impact”.
2. **Stakeholder Meeting (Reference Conversation Toolkit):** Present the goals, strategies, and action items in a dialogue format with facilitated activities to obtain input on proposed action items and generate new ideas and opportunities.

ROUND 2 – FEEDBACK (*Once draft Strategic Action Plan has been created*)

1. **Open House:** Present the final *San Marcos Strategic Action Plan* in an open house format with built-in activities and feedback.

ROUND 1 – INPUT: OPEN HOUSE MEETING DESIGN

Meeting Purpose:		
Meeting Outcome:		
What does Success look like? Community		
Audience:		
Implementation: <ul style="list-style-type: none"> • Staff Responsibility: • Focus Group Responsibility: • Task Force Responsibility: 		
TASKS & ACTIVITIES		
Tasks	Design	Activity
Gain an understanding of Task Force Strategies & Action items	Boards with information about each strategy + action items.	Conversations with task force members & staff
Gain input on the action items with the “biggest impact”.	Boards with stickers to rate action items	(See below example from Austin)
OTHER IDEAS		

#ATXhousing COMMUNITY CONVERSATIONS

1. Affordable Housing in Austin 

There should be affordable housing options available in your neighborhood.

Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

4. Smaller Houses on Smaller Lots 

The City of Austin should allow small houses to be built on smaller pieces of land than is currently allowed, in order to provide more affordable options.

Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

2. Additional City Funding for Affordable Housing 

The City should dedicate a larger proportion of tax revenue from new developments to affordable housing, which could result in less funding for other City services and programs.

Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

5. Reduce Parking Requirements for Affordable Housing 

The City should reduce the amount of parking required for new developments within a quarter of a mile of a bus route or rail line as an incentive to include on-site affordable housing.

Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

3. Taller Buildings for More Affordable Housing 

The City should allow developers to build taller buildings along major roadways in exchange for on-site affordable housing for households earning less than \$40,000 per year.

Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

6. Linking Housing and Transportation 

The City should encourage more housing at a range of prices within a quarter of a mile of bus routes or rail lines to enable more people to live within walking distance of multiple transportation options.

Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

ROUND 1 – INPUT: STAKEHOLDER MEETING DESIGN

Meeting Purpose:		
Meeting Outcome:		
What does Success look like?		
Audience: <ul style="list-style-type: none"> • Who might be affected? • Who has spoken out on the topic or been silent? • Who will help us achieve our objective? 		
Implementation: <ul style="list-style-type: none"> • Staff Responsibility: • Focus Group Responsibility: • Task Force Responsibility: 		
TASKS & ACTIVITIES		
Tasks	Design	Activity
Gain an understanding of Task Force Strategies & Action items	Provide material to stakeholders in advance.	N/A
Obtain feedback on action items	What is the best way to obtain input from the stakeholders and achieve our purpose?	What questions do we ask them? The same questions? How does our activity relate to our purpose?
OTHER IDEAS		

Background and Examples



2015
**INFILL
ACTION
CONVERSATION
TOOLKIT**

WHY SHOULD YOU USE THIS TOOLKIT TO HAVE A CONVERSATION?

Are you noticing new homes being built in older neighbourhoods? Are you building infill?

WOULD YOU LIKE TO TALK ABOUT IT?

YOU CAN USE THIS INFILL CONVERSATION TOOLKIT TO TALK AND WORK TOGETHER WITH OTHERS TO:

- EXPLORE IDEAS
- LEARN NEW THINGS
- BETTER UNDERSTAND OTHERS
- IMPROVE RELATIONSHIPS
- TALK TO PEOPLE ABOUT IMPORTANT ISSUES IN WAYS THAT ARE EFFECTIVE AND MEANINGFUL
- BUILD STRONGER COMMUNITIES
- FIND SOLUTIONS TO CHALLENGES
- IDENTIFY ACTIONS YOU CAN TAKE
- HELP INFILL PROJECTS GO SMOOTHER
- BE PRO-ACTIVE ABOUT CHANGE





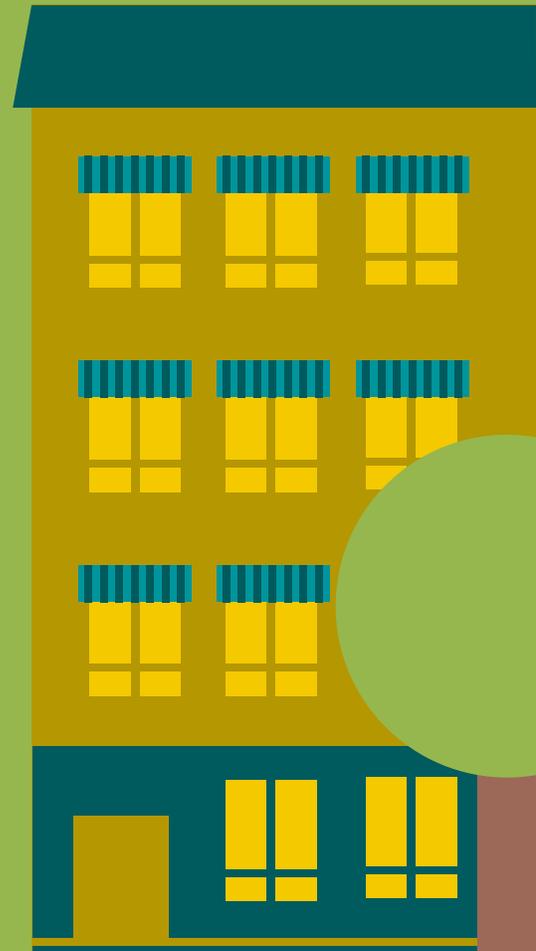
WHAT DOES A GREAT CONVERSATION LOOK AND FEEL LIKE TO YOU?

Everyone in Edmonton who participates in these infill conversations is part of our great City. We may have more in common than we think! One thing everyone holds in common is the hope and expectation that they will be treated with respect during a conversation about issues that matter to them.

The first step in creating a great infill talk with neighbours, community, industry, and/or colleagues is to agreement on what everyone hopes to get out of the conversation.

HAVING A GREAT
CONVERSATION
TAKES SOME THINKING

PART 2



THINK ABOUT THIS

WE CAN ALL AGREE THAT A **BAD** MEETING LOOKS AND FEELS LIKE THIS:

- **POINTLESS**, without structure, goal, purpose or agenda
- **ENDLESS**, without time limits or constraints
- **FRUSTRATING**, where a few people dominate discussion and no one leads
- **INTIMIDATING**, where minority views are unwelcome and people feel like they will be ostracized if they don't agree with the loudest or most vocal
- **DISRESPECTFUL**, where everyone feels worse when they leave than when they came
- **MANIPULATIVE**, when the meeting (or meeting leader) feels inflexible, rigid and focused on persuasion or "telling" versus "asking"
- **CHALLENGING**, where people's needs, hopes or expectations are not met
- **POLARIZED**, where people feel pitted against each other, where there are "winners" or "losers" and the conflict or different views remain unresolved

TRY TO CREATE A CONVERSATION THAT FEELS THE OPPOSITE OF THIS!

TIP

This Infill Conversation Toolkit is designed to help you have great conversations with others. It is **not** designed to make you an expert facilitator. Sometimes conversations don't go as planned. And that's OK! If this happens to you, treat it as a learning opportunity - we don't become great facilitators without practice. If you'd like a trained facilitator to help you with a conversation, you may be able to find one for free!



WHO SHOULD PARTICIPATE IN YOUR DISCUSSION?

That depends! The answers will be easier to find if you ask yourself these questions when planning the conversation:

- Who cares about the topic(s)?
- Who is interested?
- Who might be affected?
- Who has spoken out about the topic(s)?
- Who has been silent and not yet been heard?
- Who else might want to participate?

Now take this list of people and invite them to talk together. If your list is long, consider holding more than one infill talk. Fewer people mean that the conversation is easier to manage. Ask the people you invite to your talk who else should be part of the discussion so the circle of conversation expands over time.

REMEMBER, THESE ARE YOUR CONVERSATIONS. THESE CONVERSATIONS ARE BY YOU, FOR YOU, TOGETHER WITH OTHERS. INVOLVE PEOPLE WHO ARE INTERESTED OR AFFECTED BY INFILL AND TALK TOGETHER ABOUT THE THINGS THAT MATTER.



THINK ABOUT THIS

BUILDING YOUR CITIZENSHIP MUSCLES

The people included your infill conversation are participating in a process that builds community, increases citizen capacity for democracy, and contributes to the neighbourhood and City as a whole. Your conversation creates and strengthens relationships and partnerships, and helps participants to see alternate points of view.

This TED-Ed video by Eric Liu entitled “*What is Power?*” puts forward some important considerations when deciding who should be part of **your** conversation. Watch the video, then take a few moments to reflect on the questions below.

<http://ed.ted.com/lessons/how-to-understand-power-eric-liu#review>

1. During the video, this statement is made; “*If you are aren’t taking action, you are being acted upon.*” How will your participation in this conversation about infill impact your community and/or your role in that community?
2. The video presents 6 forms of power. The power of social norms, ideas, and numbers are directly related to this Infill Conversation Toolkit and your conversation. How will you leverage these forms of power to make a contribution to your community?
3. Who needs to be part of your conversation so that it is rich, diverse, and inspired?



TRY THIS

WHEN YOUR GROUP GETS TOGETHER TO HAVE A CONVERSATION, START WITH THESE QUESTIONS:

WHAT HOPES DO YOU HAVE FOR THIS CONVERSATION?
WHAT DO YOU NEED FROM OTHERS SO YOU CAN PARTICIPATE AT YOUR BEST?

1. If your group is small, go around the group and ask each person to answer the questions for themselves. Write down all the answers.
 - Although these conversations work best with smaller groups, they can be used for larger groups too. If your group is larger than 15 people, break people into groups of five. Ask them to come up with group answers and report these back to the larger group. Write down those answers.
2. Ask the group for agreement, questions, and/or concerns about the list that has been created. Can everyone agree to participate during the meeting according to this list? If you get agreement, thank people for their participation and ask that everyone support each other in achieving a conversation that looks and feels like the list.
 - If there are concerns, ask people to propose solutions until you have a final list.
3. Use the “agreements” to support all participants to participate effectively and be responsible for creating a great conversation for each other.

TIP

WHAT DO YOU CALL THIS LIST FOR A GREAT CONVERSATION?

Often called “**ground rules**”, you can call your list whatever makes most sense for participants. Some suggestions include:

- Our Agreements
- Conversation Checklist
- Together, we will...

There are common items that form part of a Conversation Checklist. Here are some elements of a checklist you can begin with if participants have a hard time getting started with what they need for a great conversation.

- Respect for all
- Balance what is important to you with curiosity into what is important to others
- Speak one at a time
- Speak for yourself focusing on what matters to **you**, rather than speaking for others
- Listen to understand each other

HOW DO YOU DECIDE WHAT TO DISCUSS?

A great conversation has a goal, a purpose, and enough structure to support the discussion. Having an agenda helps make this happen.

TIP ★

TRY AND PLAN YOUR AGENDA LIKE THIS

Answer these questions yourself, then work with other potential participants to also answer the questions so you can create an agenda that works for everyone.

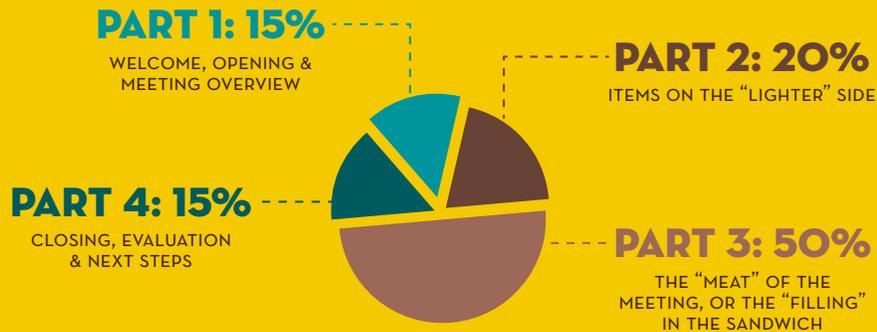
- What do you want to discuss with others?
- What do you hope to achieve by bringing people together in conversation?
What might others hope to achieve?
- What items need to be discussed face-to-face? What items can be addressed in other ways (for example via email, or sharing information updates)?
- How will you know the meeting was successful?
- Think about who might be interested or affected by the discussion. What might they want to discuss that is the same as you? Different than you?
- What information will people need in advance to prepare themselves to participate?
- Where can you hold your meeting that will support all participants to be at their best?
- People's time is limited and valuable. How much time is available for your conversation?
- Will you need to take notes or write up a summary of the conversation to share with others who couldn't participate? If so, who will do this?

The answers to these questions will give you a good start to planning a great conversation. Now, use the information to build an agenda structured into 4 parts.



TRY THIS

YOUR AGENDA SHOULD HAVE 4 BASIC PARTS



PART 1 - WELCOME, OPENING & MEETING OVERVIEW. This part of the meeting should set the tone for the rest of the conversation by helping people feel at ease and making them comfortable. Consider a quick ice breaker to help people get to know each other, or a general question that connects people to the discussion such as *"What inspired you to come to this conversation?"* or *"How long have you lived / worked in the community?"* Review the agenda and confirm the items to be discussed, adding any new items if everyone agrees to them.

PART 2 - ITEMS ON THE "LIGHTER" SIDE. This part of the meeting should deal with topics that can be resolved quickly, or that are focused on brainstorming, quick interaction, or idea generation. For example, you could have a conversation about the Conversation Checklist or Hopes and Expectations for the meeting in this section, followed by a discussion on prioritizing key issues or ideas (see part 3 for specific examples).

PART 3 - THE "MEAT" OF THE MEETING, OR THE "FILLING" IN THE SANDWICH. This part of the meeting is where your most important items for discussion should go. Items that require in depth discussion, complex items or items with multiple and diverse viewpoints go here, and/or "big" ideas to be generated. These are the items you can only effectively discuss face-to-face with the people in the room, and you need the time for everyone to be heard in order to move forward.

PART 4 - CLOSING, EVALUATION & NEXT STEPS. In the same way that you took the time to open your meeting and connect people in your community to each other, take the time to close the meeting in order to strengthen the relationships that were made. Ask people to share a thought or insight on closing, or to offer something positive about the experience of being part of the conversation. Take the time to do a quick evaluation to identify what worked and what could have been improved. Then wrap up and list next steps and action items that were agreed upon.

8 TIPS FOR CREATING A GREAT CONVERSATION ★

ENCOURAGE PARTICIPATION

People who have passion and energy for the issues under discussion and who speak freely are important to the conversation. People who aren't speaking or participating are also important to the conversation, and you can't assume you know what they think unless they tell you. Take extra effort to reach out to them directly and let them know their voice is important. Use a variety of approaches so that everyone gets a chance to share their view without feeling put on the spot.

HEAR FROM EVERYONE AND BALANCE MULTIPLE NEEDS

All parties are trying to build community, but some come from different viewpoints, perspectives and needs. Communities are richer and more vibrant when diverse needs are balanced and included. Strive to create a conversation that honours all different views, and that practices inclusion. If your conversation embraces all of these views it will be more likely to find resolution and a path forward.

THINK ABOUT WHETHER YOU NEED A FACILITATOR

A professional facilitator is a neutral third party whose focus is on group dynamics, process and structure to help a group achieve their goals. You might want to consider using a facilitator if you expect your topic will be emotional or controversial, or if all participants have a strongly held views. You can always look into finding a professional facilitator willing to give their time as a volunteer.

MAKE SURE EVERYONE IS COMFORTABLE

Think about the great conversations you have been part of - they often happen around a kitchen table with food and a welcoming atmosphere. Attempt to recreate this sense of welcome and inclusion when you bring people together, and if you can, take care of basic needs such as refreshments, snacks and comfortable seating. Pull people together around tables or in a circle so everyone can see and hear each other, rather than using an auditorium or lecture style seating arrangement. Think about accessibility like language, literacy, mobility, hearing and visual needs so everyone can participate at their best.



TIP ★

Check out the glossary of key terms related to infill (found in Part 4 of the toolkit)

PROMOTE UNDERSTANDING

Some people in the community may be very familiar with the issues or topics under discussion, while others may be newcomers to the conversation. Try to avoid acronyms, short form or technical terms unless you explain them. Distribute background material in advance of the conversation so people are prepared to participate. Take the time to discuss questions and/or assign someone to gather additional information or resources if the group feels they are necessary.

BUILD RELATIONSHIPS AND COMMUNITY

This is your conversation and your community. While there may be differences of view or perspective at times on different issues, everyone wants a safe home and a great quality of life for their families. Keep this in mind and focus on long-term relationships and connections, remembering that all participants – residents, developers, builders, community groups – are wanting to make their communities better in some way.

EXPAND THE CIRCLE OF CONVERSATION

The more people who are involved in the conversations, the better it will be. Each time you participate in or host a conversation ask “who else should be here?” and reach out to them. Communities are strong when the connections between neighbours, residents and organizations are strong. Expand the conversation! If people need more information, think about inviting someone to speak or present.

CREATE A SENSE OF RECIPROCAL RESPONSIBILITY

The Infill Conversation Toolkit is designed to support conversations happening outside of formal consultation processes with the City of Edmonton. That means there is no formal mechanism to share the results of your conversation with the City. It also means that if action is going to happen because of your conversation, it is in the hands of participants. If you want to see something happen as a result of discussion, work with your group to identify who in your group will do what to achieve the positive change you are looking for. Then make it happen!



VII. Conversation Kit



ATX Housing Plan – Community Conversations

Frequently Asked Questions (FAQ)

What is the purpose of this exercise?

The activity in the Housing Conversation Kit is an opportunity to stimulate conversation about the tough choices Austin faces regarding household affordability. The City of Austin wants to understand residents' thoughts regarding various funding mechanisms, potential regulations, and other creative approaches the City should utilize to increase housing choices for a range of incomes throughout the city, as envisioned in Imagine Austin, the City's Comprehensive Plan. Your participation will help shape Austin's first Housing Plan, and inform policy makers as they work to align resources, ensure a unified strategic direction, and help facilitate community partnerships.

Why don't you just conduct community meetings?

The Housing Conversations will occur in tandem with 12 community meetings scheduled at various sites in all 10 City Council Districts. The activity in the Kit is the same as the activity at the meeting, giving residents the choice to attend a scheduled meeting or host their own. The Kit is designed to reach a wider audience of Austinites who prefer to have a smaller setting for dialogue on housing issues.

What are the components of the Housing Conversation Kit?

The Kit includes: Conversation Kit Instructions & Topics, Group Activity Sheet (PDF document with ATXhousing Community Conversations at the top), Group Tally Sheet, Frequently Asked Questions, and Individual Feedback Sheet.

Who can participate in the Housing Conversation Kit?

The exercise is open to all residents of Austin. We encourage neighborhood associations, civic groups, non-profit, and faith based organizations and other groups to complete the activity together, whenever it is convenient, before Friday, May 27th, 2016.

How will the information submitted be used?

Feedback collected will help shape Austin's first Housing Plan. City staff will present a draft plan to the Austin City Council Housing and Community Development Committee on June 6, 2016. This will be open to the public and will air on ATXN.

What are the deadlines for submittal of a completed Housing Conversation Kit?

Please return the response sheet by email or in person, by Friday, May 27th, 2016, by 5:00p.m.

Where do I return the Kit when I've finished the exercise?

- Email your completed results by photographing, scanning or filling in the Group Tally Sheet and sending it to: NHCD@austintexas.gov
- Drop off the Kit in person at our building: 1000 E. 11th St., Suite 200, Austin, TX 78702 at the 2nd Floor Reception Desk

Who should I contact for more information?

Please contact Jonathan Tomko at (512) 974-1057 or jonathan.tomko@austintexas.gov



ATX Housing Plan – Community Conversations

Conversation Kit Instructions & Topics

Instructions:

1. Thank you for participating!
2. You will need to print out:
 - a. A Conversation Kit Instructions & Topics packet for each participant
 - b. One Group Activity Sheet for the group (PDF document with ATXhousing Community Conversations at the top)
 - c. One Tally Sheet for the group (Word document)
 - d. One Frequently Asked Questions Sheet (optional)
 - e. An Individual Feedback Sheet for each participant (optional)
3. Before you begin, please designate a facilitator for your group. The facilitator will keep the conversation going, and will try to limit group discussion to 10 minutes per topic. The conversation topics are described in this packet. We'll explain those shortly. The exercise should take about 60 minutes if you stay on pace.
4. Hand out a copy of the Conversation Kit Instructions & Topics to each person in the group.
5. **Please read through your packet in its entirety.**
6. After everyone is done reading through the entire packet, each person should initial above the phrase that best reflects their level of support for the statement on the Group Activity Sheet.
7. [Facilitator] After all participants have written their initials on the Group Activity Sheet for all six topics, the facilitator asks people with initials closest to each end of the spectrum of responses to explain why they feel the way they do. Begin with topic #1 and take no more than 10 minutes to discuss as a group.
 - a. At the conclusion of the discussion for each topic, the facilitator asks everyone if they would like to change their response at that time. If so, participants cross out their initials in the first location and write their initials at the new location.
8. [Facilitator] Move on to topic #2, starting with the people with initials closest to each end of the spectrum of responses explaining why they placed them in those locations. Take no more than 10 minutes to discuss.
 - a. At the conclusion of the discussion for each topic, the facilitator asks everyone if they would like to change their response at that time. If so, participants cross out their initials in the first location and write their initials at the new location.
 - b. Repeat the sequence for the remaining topics.
9. [Facilitator] Once the group has completed the exercise, the facilitator should tally the number of responses in each field on the Tally Sheet (Word document) to email back to nhcd@austintexas.gov, or mail it or drop it by Neighborhood Housing and Community Development, 1000 E. 11th St., Suite 200, Austin, TX 78702, by 5:00pm on May 27, 2016. Participants are invited to fill out Individual Feedback Sheets and submit them by email or at our offices.

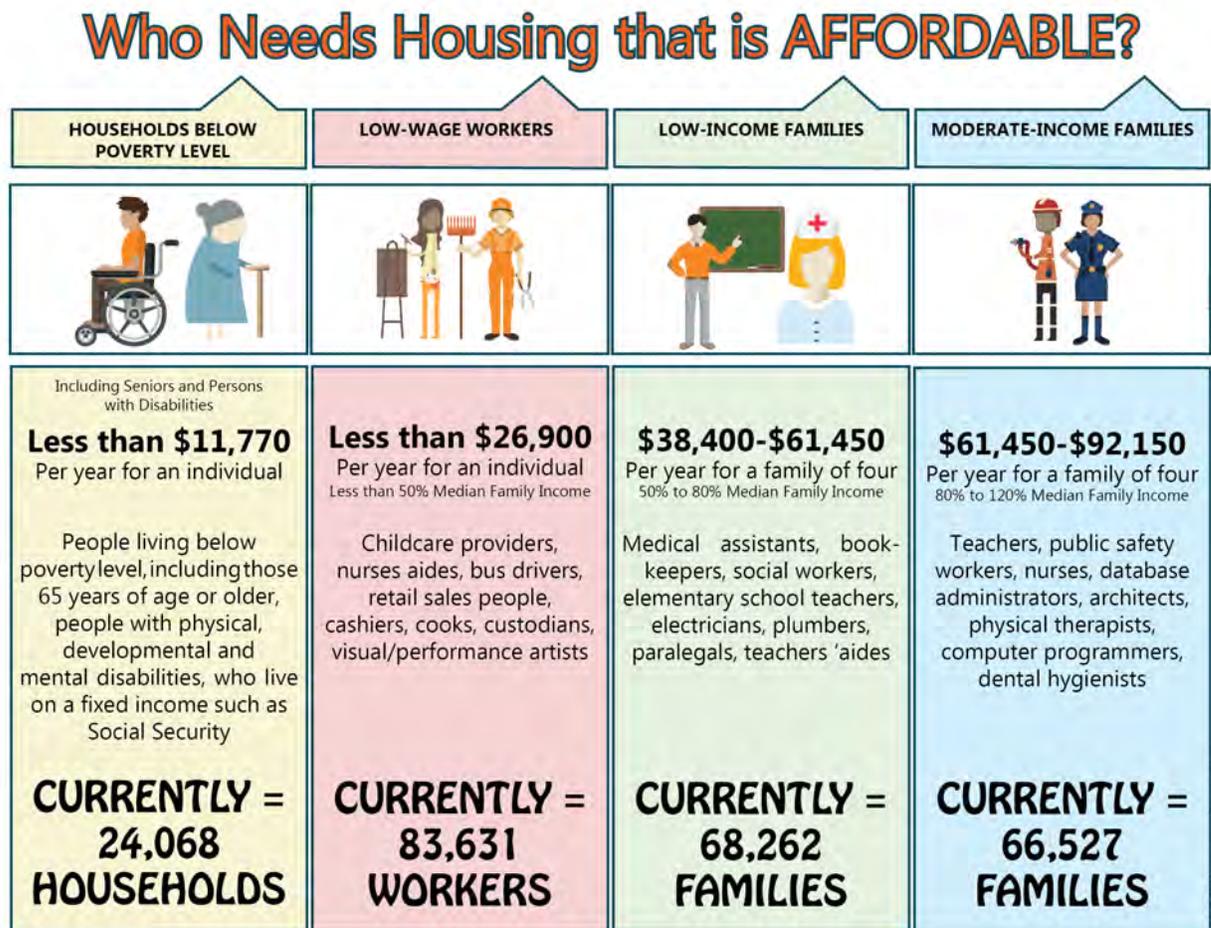


Topic #1: Affordable Housing in Austin

Statement to Discuss: *There should be affordable housing options available in your neighborhood.*

Relevant Information

- **Affordable housing** is defined as housing in which the occupants are paying no more than 30 percent of their income for gross housing costs, including utilities. Many in Austin, both individuals and families, pay **more than they can afford** for housing.
- **Austin is in need of housing**, particularly for households earning less than \$25,000 per year. Current data indicates that there is a **shortage of 48,000 units**, up from 37,000 units five years ago.
- Nearly 55% of the city’s households are renters, and **only 1 in 6 renters earning less than \$20,000 a year can find affordable housing**.
- **Low- and moderate-wage jobs** range from \$15,000/year to \$40,000/year and include teachers, childcare workers, cooks, musicians, servers, clerks, and home health care attendants.
- While **low- and moderate-wage jobs are found in every zip code in the city**, affordable housing (subsidized or market-rate) is not.
- Some zip codes in Austin **completely lack affordable multifamily housing units**. To address the shortage of affordable housing in some areas, additional multifamily housing would need to be built.



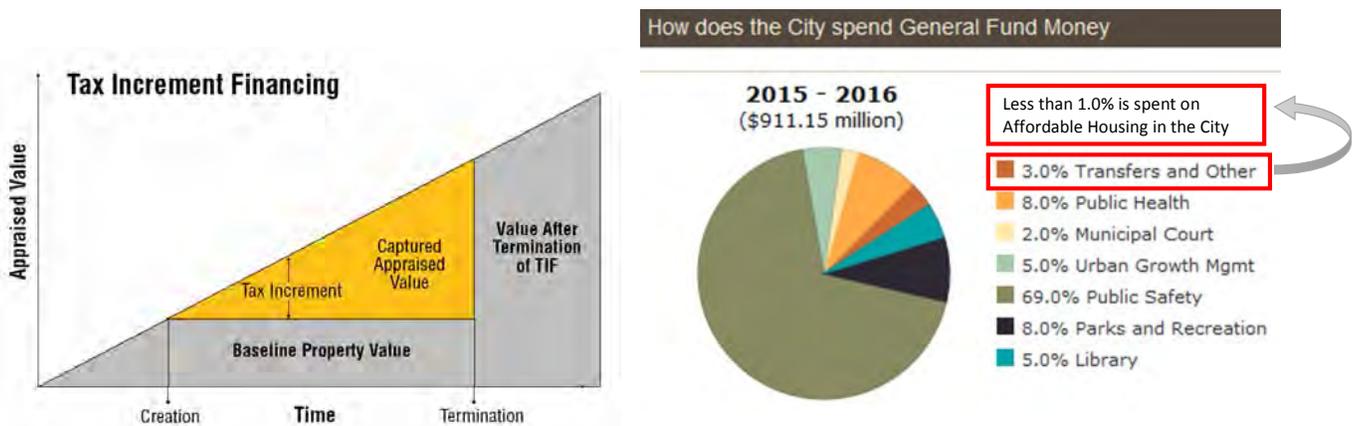


Topic #2: Additional City Funding for Affordable Housing

Statement to Discuss: *The City should dedicate a larger proportion of tax revenue from new developments to affordable housing, which could result in less funding for other City services and programs.*

Relevant Information

- The City of Austin is **limited by state law in the range of tools** it can use to support affordable housing.
- As **new developments** are built in Austin, they **generate additional tax revenue** in the form of property taxes, and sometimes sales taxes, if there are retail shops in the development. Some of that additional revenue could be directed toward the creation or preservation of affordable housing through **Tax Increment Financing**.
- **Tax Increment Financing** for affordable housing is **allowed by state law**, but has not been used extensively for this purpose in Austin.
- Funds collected through Tax Increment Financing could be used to build housing with long-term affordability to ensure that there is **housing that will stay affordable over the long term**, even if overall housing prices increase.
- **Less than 1% of the City of Austin's budget is currently spent on affordable housing.** The additional tax revenue generated by new developments would be used for a range of city services including parks, libraries, roads, public safety, etc., if those funds were not dedicated to affordable housing.



Sources: <http://bettercities.net/images/15879/tax-increment-financing>;
https://austintexas.gov/financeonline/finance/financial_docs.cfm?ws=1&pg=1



Topic #3: Taller Buildings for More Affordable Housing

Statement to Discuss: *The City should allow developers to build taller buildings along major roadways in exchange for on-site affordable housing for households earning less than \$40,000 per year.*

Relevant Information

- **Density bonuses** allow developers to build more housing units, taller buildings, or add more floor space than normally allowed in exchange for a defined public benefit, such as the inclusion of affordable units in a development.
- Density bonuses are a mechanism through which **affordable units are created without public subsidy**.
- The city has several existing density bonus programs that enable developers to secure the increased height or floor space if they **set aside a percentage of units as affordable housing** on site. Two such programs are the Vertical Mixed Use (VMU) and the Transit Oriented Development (TOD) density bonus programs.
- In addition to the affordable units created through these developments, the net **increase in revenue to the city** in property taxes from the larger projects allowed through a bonus program can be used to **fund city services**.

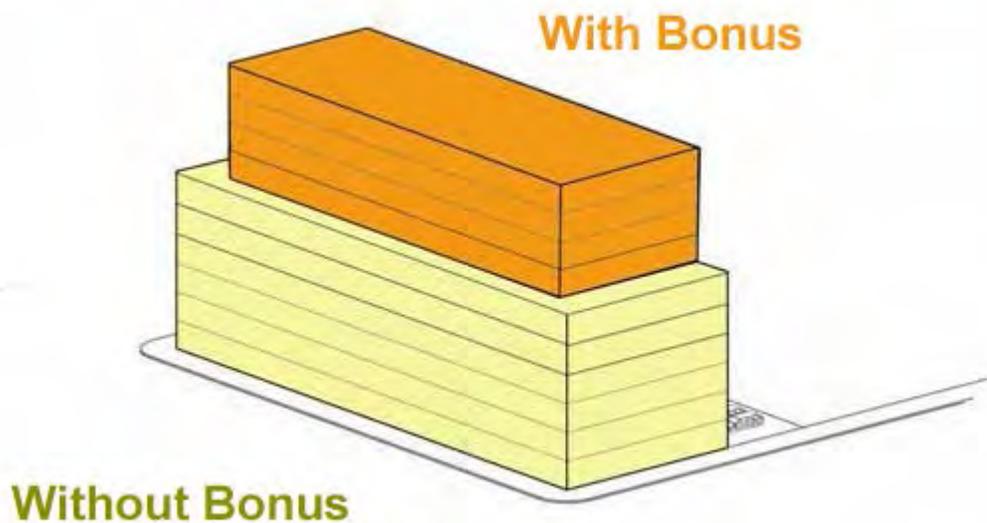


Image Source: http://www.nyc.gov/html/dcp/html/bed_stuy/bed_stuy3.shtml



Topic # 4: Smaller Houses on Smaller Lots

Statement to Discuss: *The City of Austin should allow small houses to be built on smaller pieces of land than is currently allowed, in order to provide more affordable options.*

Relevant Information

- **Housing prices have increased** in Austin within the last five years, a time when there have not been significant changes to the City’s regulations for predominantly single-family neighborhoods.
- One potential strategy to address Austin’s lack of affordable housing choices is to **allow housing on smaller pieces of land** than is currently allowed.
- Allowing multiple units on the same land can **divide the increasing cost of land between multiple households**, reducing that portion of the cost of housing.
- The name commonly used for a range of multi-unit or clustered housing types is “missing middle.” Well-designed “**missing middle**” housing helps make neighborhoods more walkable, more supportive of businesses (by increasing foot traffic), and more likely to support public transit by enabling more people to live within walking distance of transit.
- This type of housing is **allowed at the Mueller Development** in Austin, but not in most of the rest of the city.



Image Sources: <http://www.modative.com/small-lot-subdivision-los-angeles-blog/topic/multi-family-housing>;
<https://www.flickr.com/photos/88104819@N02/1165250595>



Topic #5: Reduce Parking Requirements for Affordable Housing

Statement to Discuss: The City should reduce the amount of parking required for new developments within a quarter of a mile of a bus route or rail line as an incentive to include on-site affordable housing.

Relevant Information

- Parking requirements are **the largest of all regulatory burdens** placed on developers, about four times greater than all other development fees such as levies for schools, parks and roads *combined*.
- **Parking requirements** usually account for about 10% of cost of new developments. This percentage is much higher for lower-priced housing in areas with high land costs.
- **High parking requirements** make it difficult for new development to fit onto small lots.
- **Parking spaces** take up land that could otherwise be used for additional housing, green space, businesses, or some combination of the three.
- **Reducing parking requirements** for developments providing affordable housing would allow the money that would have been spent on parking to be used to provide affordable housing.
- People living within walking distance bus routes or rail lines are able to more easily use transit, **reducing the need for parking**.

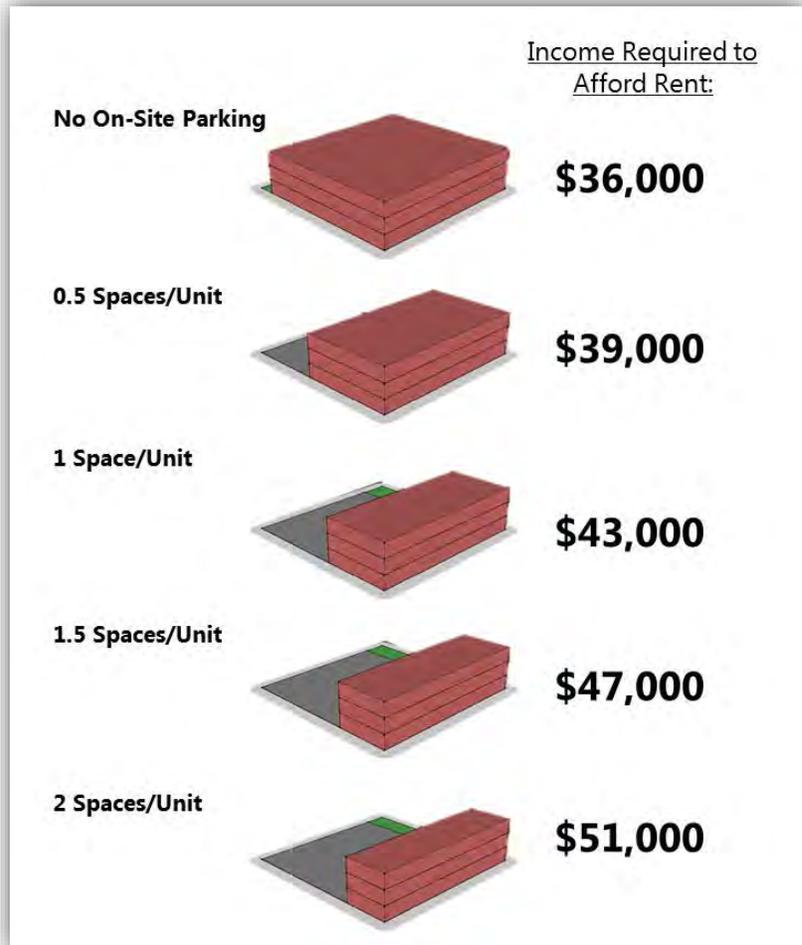


Image Source: Fregonese Associates.

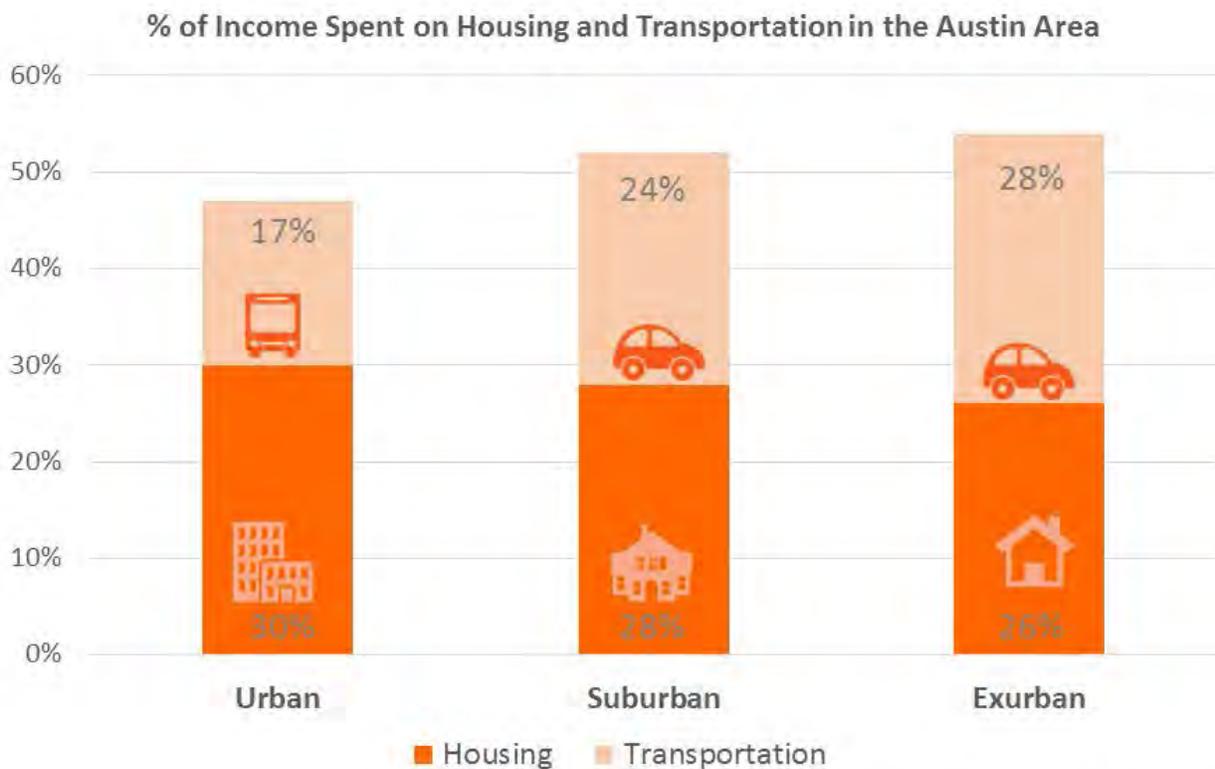


Topic #6: Linking Housing and Transportation

Statement to Discuss: The City should encourage more housing at a range of prices within a quarter of a mile of bus routes or rail lines to enable more people to live within walking distance of multiple transportation options.

Relevant Information

- **Household Affordability** is defined as the ability of a household to afford its housing and associated costs, including rent or mortgage, **transportation**, and utilities. Transportation costs are typically a household's second-largest expenditure after housing itself.
- In Austin, on average, **people spend about 20% of their income on transportation**.
- The cost of ownership, maintenance, insurance, and gas for a car averages **\$9,000 per car per year** in Austin, or enough for an additional \$750/month on housing.
- Longer commute times make it harder for low-income families to move up the economic ladder. **Housing with good access to transit connects people with jobs and services** without having to own a car.



SOURCE: <http://www.locationaffordability.info/>

#ATXhousing COMMUNITY CONVERSATIONS

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2. Additional City Funding for Affordable Housing



The City should dedicate a larger proportion of tax revenue from new developments to affordable housing, which could result in less funding for other City services and programs.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

5. Reduce Parking Requirements for Affordable Housing



The City should reduce the amount of parking required for new developments within a quarter of a mile of a bus route or rail line as an incentive to include on-site affordable housing.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

3. Taller Buildings for More Affordable Housing



The City should allow developers to build taller buildings along major roadways in exchange for on-site affordable housing for households earning less than \$40,000 per year.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

6. Linking Housing and Transportation



The City should encourage more housing at a range of prices within a quarter of a mile of bus routes or rail lines to enable more people to live within walking distance of multiple transportation options.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree



ATX Housing Plan – Community Conversations

Conversation Kit Tally Sheet

Please note in the boxes the number of participants who had their initials in each of the following categories at the end of the exercise:

All responses will be reported in aggregate with no identifying information included.

Topic #1: Affordable Housing in Austin

Statement: *There should be affordable housing options available in your neighborhood.*

<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>

Topic #2: Additional City Funding for Affordable Housing

Statement: *The City should dedicate a larger proportion of tax revenue from new developments to affordable housing, which could result in less funding for other City services and programs.*

<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>

Topic #3: Taller Buildings for More Affordable Housing

Statement: *The City should allow developers to build taller buildings along major roadways in exchange for on-site affordable housing for households earning less than \$40,000 per year.*

<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>

Topic # 4: Smaller Houses on Smaller Lots

Statement: *The City of Austin should allow small houses to be built on smaller pieces of land than is currently allowed, in order to provide more affordable options.*

<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>

Topic #5: Reduce Parking Requirements for Affordable Housing

Statement: *The City should reduce the amount of parking required for new developments within a quarter of a mile of a bus route or rail line as an incentive to include on-site affordable housing.*

<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>

Topic #6: Linking Housing and Transportation

Statement: *The City should encourage more housing at a range of prices within a quarter of a mile of bus routes or rail lines to enable more people to live within walking distance of multiple transportation options.*

<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>

Name of Convener or Organization:

Council District (if known):

Zip Code:

Public Outreach – Focus Group

Meeting Minutes

San Marcos Workforce Housing Task Force

Wednesday April 3, 2019 – 3:30 p.m.

2nd Floor Municipal Building 630 E Hopkins Street

PURPOSE OF THE MEETING: Brainstorm ideas for public outreach to educate community on the Task Force’s *San Marcos Strategic Action Plan*.

OUTCOME OF THE MEETING: Create a public outreach plan, including purpose statements, methods, location, and activities **AND** assign responsibilities for implementation.

PROPOSED OUTREACH PLAN

The focus group discussed the proposed outreach plan and agreed to move forward with the following components:

- **Open Houses**
 - **Open House 1:** Present the goals, strategies, and action items in an open house format with a built-in activity to ensure we are on the right track. **The first Open House is scheduled for Wednesday, May 22nd from 5:30pm – 7:30pm at the San Marcos Rec Hall.**
 - **Open House 2:** Present the final *San Marcos Strategic Action Plan* in an open house format with built-in activities and feedback.
- **Community Conversations**
 - Present the goals, strategies, and action items in a dialogue format to various community and stakeholder groups obtain input on proposed action items and generate new ideas and opportunities.
- **Tell Your Housing Story**
 - Lead a photo, video, and story campaign to spark conversations about housing in San Marcos
 - Collect stories at the Open Houses, Community Conversations, schools, and online.
 - Collaborate with Neighborhood Enhancement and Communications team to collect stories and create video.
- **Awareness**
 - Update web-page with outreach efforts and events
 - Post on social media
 - Create talking points to be shared with task force, and council
 - Conduct presentations at boards, commissions, stakeholders, and community

Public Outreach Events

Purpose: Inform public of Housing Need & Task Force initiatives and obtain input and feedback.



Open Houses

Purpose: Inform and communicate Housing Need and Task Force progress on addressing needs.

- 1 Present key findings of Needs Assessment and strategies identified by Task Force to address needs.
- 2 Present Draft Strategic Action Plan



Community Conversations

Host community conversations with stakeholder and community groups to stimulate conversation on housing affordability.

Present key findings of Needs Assessment and strategies identified by Task Force and refine as necessary

Housing Authority, Women's Center, Teachers, Churches, Texas State, Chamber, Veterans, Boards & Commissions, Heritage Association, Fire/Police, etc.



Public Outreach Messaging




Tell Your Housing Story

- Story, Video, & Photo Campaign to spark conversations about Housing in San Marcos
- Collect stories at Open House, Community Conversations, schools, & online.
- #SanMarcosNeighbors



- Social Media / Website
- Video
- Information on upcoming events
- Talking Points
- Presentations to Boards, Commissions, stakeholders, and community



Awareness

OPEN HOUSE #1 MEETING DESIGN

Meeting Purpose: To inform the public on key findings of the housing needs assessment and provide an overview of potential Task Force strategies to address our major affordability challenges.

Meeting Outcome: Community is educated and engaged in our housing needs and has gained an understanding of steps moving forward to address our major affordability challenges.

Implementation:

- *Staff Responsibility:* Create boards & presentation material
- *Task Force Responsibility:* Attend and assist staff with communicating task force strategies. Help get the word out about the Open House and the Task Force initiatives.

Tasks	Activity
Informative Presentation	Staff will hold 2 brief informative presentations during the open house
Boards/Open Dialogue: Gain an understanding of key findings from needs assessment & potential associated strategy	How does each key data point from needs assessment connect with an identified strategy? Boards will be around the room to communicate key findings and information about a potential associated strategy to address the major challenge. Pick 5 or 6 key take-aways. Staff member and task force member at each board.
Exercise: Gain input on if we're on the right track.	Conduct a Dot exercise: simple, one question.

OTHER IDEAS

- Communicate the needs (Needs Assessment),
- Short and concise purpose – pull out certain data points with experts at each board to discuss the key finding or strategy
- Raise awareness
- Obtain community buy-in
- To inform and listen

COMMUNITY CONVERSATIONS MEETING DESIGN

Meeting Purpose: To hold a discussion with groups in the community on key findings of the housing needs assessment and provide an overview of potential Task Force strategies to address our major affordability challenges.

Meeting Outcome: Community groups are educated and engaged in our housing needs and have gained an understanding of potential steps moving forward to address our major affordability challenges.

Identified Groups

- **Women’s Center**
- **Housing Authority**
- **Teachers**
- **Student Groups**
- **Local Churches**
- **Business Association / Realtors / Chamber of Commerce**
- **ARCIL**
- **Newspaper - Press Release**
- **Planning Lists**
- **San Marcos Scoop**
- **Texas State (NAACP, Greek, Real Estate Department, Student Life, Staff & Faculty)**
- **Facebook / Social Media / Next Door**
- **Main Street**
- **Existing mobilized groups**
- **Historic Groups – Heritage Association, HPC**
- **Lions Club**
- **Manufactured Association**
- **Fire & Police & EMS**
- **Veterans (VFW)**
- **Boards & Commissions**

Implementation:

- *Staff Responsibility:* Create a GoogleForm that Task Force can submit groups to. Schedule and attend the conversations. Create a talking points card and a template of information that can be shared on social media.
- *Task Force Responsibility:*
 - Provide staff with contact Information for compiled groups
 - Smaller groups are ideal (no larger than 12) in order to have an effective dialogue.
 - Attend meetings along with staff.

Tasks	Activity
Gain an understanding of key findings from needs assessment & potential associated strategy	Provide community groups with a conversation toolkit that provides an overview of key findings and associated potential strategies.
Obtain feedback	Allow for input on whether we are on the right track as well as answer questions.
OTHER IDEAS	
<ul style="list-style-type: none"> • Qualitative focus • To refine language or descriptions • Frame as “Community Conversation” • Test environment 	