

# Home For All



## Community Engagement Pilot Program

### Application

Proposals Due: August 22, 2017

Home for All is a collaborative initiative comprised of the County of San Mateo, various cities/towns, school districts, community-based organizations, advocacy groups and businesses. It is administratively supported and funded by the County.

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## Table of Contents

Background	3
Community Engagement Pilot Program Purpose	4
Scope of Work	5
Project Proposal Content and Processing	6
Contract and Fiscal	8
Attachments	
A. Budget Form	

## Background

*Two years ago, San Mateo County convened a task force to address the gap between the large number of new jobs being created in the county and the relatively low amount of new housing being added. The action plan developed by this task force led to the creation of the Home for All Initiative.*

In March 2015, the San Mateo County Board of Supervisors created the Closing the Jobs/Housing Gap Task Force to bring community leaders together to learn about the challenges posed by the current housing market and to develop a menu of solutions that could be adopted locally or countywide.

After a year of work, the Task Force recommended launching the Home for All San Mateo County Initiative. The goal is to inspire community support for a variety of housing options so that San Mateo County can continue to be a culturally, generationally and economically diverse community with homes for all.

Led by a diverse Steering Council, Home for All established work groups focusing on housing-related community outreach and education, funding, legislation and policy, and mobility.

A key focus has been to understand how community perspectives about housing affect decisions made by local governments. Home for All has partnered with Common Knowledge Plus, a community engagement consulting firm, to learn what kind of support cities need to make housing conversations and decision-making as inclusive as possible.

Based on initial research conducted with all jurisdictions located in San Mateo County, Home for All is launching its Community Engagement Pilot Program. The program will work with a few competitively selected local jurisdictions to jointly develop customized community engagement strategies, based on proven practices and innovative techniques that will enhance knowledge about effective community engagement on local housing issues.

Home for All is also excited to announce the launch of a countywide Learning Network. This project will bring together communities from throughout San Mateo County to examine how new approaches to community engagement and collaboration can help cities meet their housing goals.

The primary focus of the Community Engagement Pilot Program and the Learning Network is discussed below.

## Community Engagement Pilot Program Purpose

The Community Engagement Pilot Program is an initiative of Home for All designed to experiment with the most up-to-date forms of community engagement in select communities within San Mateo County. The goal of the Program is to increase the overall amount of housing available by utilizing inclusive and innovative engagement and communications strategies to help the public better understand and support local solutions for housing-related issues. Cities, towns and unincorporated portions of the county selected to participate in the Program will work with Common Knowledge Plus consultants on a community engagement project of their choosing.

Within the broad goal of including as much of the community as possible in creating pathways towards their vision of a livable community, this Program has been designed as a collaborative learning exchange. The various community leaders making up the Home for All work groups desire to identify locally replicable engagement strategies that produce successful results. It is anticipated that pilot cities may implement multiple activities within their proposed project, some of which may be more successful than others. The close observation of which elements worked, and why, can help inform all cities and towns in San Mateo County and beyond.

## Scope of Work

The selected municipalities (Pilot Program Participant – PPP) will enter into an agreement with the County of San Mateo (SMC), which will act as Home for All’s fiscal and administrative organization. The agreement between the PPP and HFA/SMC (the “PPP Agreement”) will detail each entity’s responsibilities as well as the services available to the PPP pursuant to a separate agreement between HFA/SMC and CK+ (Common Knowledge Plus - the consultant team). The agreement between HFA/SMC and CK+ will also be modified to reflect the services to be provided to the PPP.

HFA/SMC will be responsible for monitoring the requirements established in the PPP Agreement and the PPP will be responsible for providing information, as required or requested, to HFA/SMC. HFA/SMC will also administer and fund budgets agreed upon in the PPP Agreement.

The PPP, working closely with CK+, will be responsible for implementing the scope of work outlined in its Agreement, including the joint reflection about what is being learned.

### Learning Network

All cities, towns and unincorporated areas in San Mateo County are invited to participate in the Learning Network.

The Network will feature updates on progress in pilot communities, sharing of information and case examples between participating members and topical information identified by members as being useful for achieving success with their housing goals.

Selected pilot communities (PPP) are expected to be contributing participants in the Learning Network.

The Learning Network will be designed to offer valuable information for elected officials as well as city/town staff members.

### What Home for All will provide to Pilot Communities

As will be set forth in the agreement between the PPP and HFA/SMC, a pilot community will be provided with:

- Customized community engagement support for a housing issue identified by the local jurisdiction
- Support for the consulting services provided by Common Knowledge Plus
- Provide access for program participants to other HFA areas/resources, e.g. funding and policy support
- Provide grants up to \$30,000 to help cover expenses that would be essential for the implementation of the pilot project. Potential expenses could include brochures, communications, support to community organizations that help with outreach, translations/interpreters, meeting-related expenses and other expenditures related to the project implementation. Applicants are welcome to consult with the funder regarding the eligibility of particular items. Expenses that are not covered include child care, city staff time and alcoholic beverages.

### Expectations of Pilot Communities

- If not already completed, secure a Board-level resolution of support for Home for All

- Commit to active participation in the Learning Network, with defined participation by elected official(s) and staff members
- Support the pilot project with sufficient staff time and resources appropriate to the scope of what is being proposed. This time could vary widely according to the particular project scope and localities should expect that, on average, a few hours per week of staff support could be required
- Work collaboratively with the CK+ consultants in planning, coordination, activities, and evaluation
- Develop a process to keep city leadership informed as the project unfolds
- Assist CK+ with preparation of an interim project status report in Spring/Summer 2018 and with preparation of a final report approximately three to six months later

## Project Proposal Content and Processing

### A. Proposal Letter

The required application response is intentionally simple. Each applicant should submit a letter response to the Application Questions listed below. It is anticipated that applications may be completed in as few as 3-4 pages and should not, in any case, exceed 6 standard text pages.

Applications **must bear the signature of the jurisdiction's chief administrative officer**, e.g. city manager.

### B. Questions Requiring Response

Please respond to each of the following questions:

1. PROJECT DESCRIPTION - Describe the housing-related program, policy, plan or project for which you are seeking community engagement support from Home for All?
2. PROJECT GOALS - What goal(s) do you seek to achieve during the approximately one year duration of the pilot program?
3. COMMUNITY ENGAGEMENT INTERSECTION - What role will community engagement play in achieving your goals for this project? What community engagement strategies, activities and practices do you plan to try? What do you plan to learn?
4. TECHNICAL ASSISTANCE REQUIREMENTS - What types of technical assistance do you need from Home for All and CK+ to carry out your proposed project (e.g., overall community engagement strategies, framing conversations, outreach techniques, staff training, facilitation support, connection to stakeholders, access to technical information, funding expertise)?
5. PILOT PROGRAM SUPPORT – Supply as much information as possible about the composition of the Pilot Program team. Helpful information includes position of the team lead, other team members, and which two representatives will participate in the Learning Network (should include one elected official).
6. BUDGET - Please use the attached form to outline anticipated project cost (not to exceed \$30,000). The form contains instructions. *Note that consulting support to be provided by Home for All and Common Knowledge Plus is will be paid the County.*

### **C. Need for Further Information**

Technical requests about the application process should be directed to the contact person listed in the next section. Questions and answers will be posted to Home for All's Project Application web page.

Requests for information regarding the nature, scope or suitability of a proposed project are welcome at any time and should be directed to the contact person listed in the next section.

### **D. Submittal**

Proposals are due no later than **5:00 PM (PT) on August 22, 2017**. Please email your application to submit:

Contact Person: TJ Carter  
[tjcarter@smcgov.org](mailto:tjcarter@smcgov.org) or (650) 363-1931

### **E. Proposal Selection**

A committee will review all applications and make award recommendations to the County Board of Supervisors for final approval. The review committee will consist of select Home for All staff and representatives from CK+.

### **F. Selection Criteria**

At a high level, Home for All is looking for project proposals that have a high likelihood to help localities positively impact public support for housing solutions. Projects need to be ready to begin upon agreement finalization. Specific criteria will include:

1. Commitment to broad and meaningful community engagement through the project (listening to the community, seeking to reach people who do not typically participate in public hearings, connecting public input to city decision-making processes)
2. Potential of the project to create more housing (projects may be directly related to a project, plan or policy, or may focus on broader visioning and principles; in either case the proposal must describe how the project is connected to a strategy to produce more homes)
3. Willingness to report progress and participate in the Home for All Learning Network with other grantees and interested cities to reflect and share lessons learned
4. Support from city/county leadership (Council/Board and City/County Manager) for the application and project
5. Readiness and capacity of city staff to carry out the project; demonstrated commitment to working with community partners
6. Ability of the project to add creatively to the collective understanding of methods for increasing housing supply. Replicability of project strategies is also important.
7. Allocation of city staff time to project appropriate to scope.

## Contract and Fiscal

Selected projects will become the basis for an agreement between the selected jurisdictions and the County of San Mateo. The form of agreement will be based upon a simplified form of county contract.

SMC will bear sole responsibility for entering into a contract with CK+, the primary pilot program consultant. SMC will be responsible for all payments to CK+ for work performed on selected projects.

The contract will outline other fiscal responsibilities as proposed in the application and agreed upon as part of the award process.

ATTACHMENT A – Budget Template

Line Items	COMMUNITY ENGAGEMENT BUDGET			NOTES
	Local Funds	Home for All	TOTAL	
Salaries & Benefits		NA	\$	Please include an estimate of the local cost of staffing this work. Note: Home For All funding may not be used for awardee personnel expenses.
Meeting Expenses			\$	Refreshments (no alcohol), room charges, interpreters Brochures, announcements, mailings
Publicity/Outreach			\$	
Professional Services			\$	Project-related only. CK+ consulting costs will be paid by HFA and do not need to be recognized in this budget.
Data Collection/ Reporting & Evaluation			\$	Awardees and CK+ will work together to provide data and other input for reports
Other			\$	Please specify
<b>TOTAL</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	Should not exceed \$30,000 for Home for All