

A group of people, including a woman in a red sweater, are gathered around a large map of Burlingame, California. They appear to be in a meeting or conference, discussing the map. The map shows various neighborhoods like Burlingame Plaza, Burlingame Village, Burlingame Grove, and Burlingame Addition. The text is overlaid on the map.

Talking Together About Housing

Paving the Way for
Affordable Housing Development

League of California Cities Annual Conference

City of Burlingame

Home for All

Common Knowledge

Agenda

1. Home for All Community Engagement Program
2. The Burlingame Story
3. Helping Communities Learn Together
4. Policy impacts across multiple cities



Presenters

Home for All San Mateo County

- Jessica Stanfill Mullin, County of San Mateo



City of Burlingame

- Donna Colson, Councilmember
- Kevin Gardner, Community Development Director

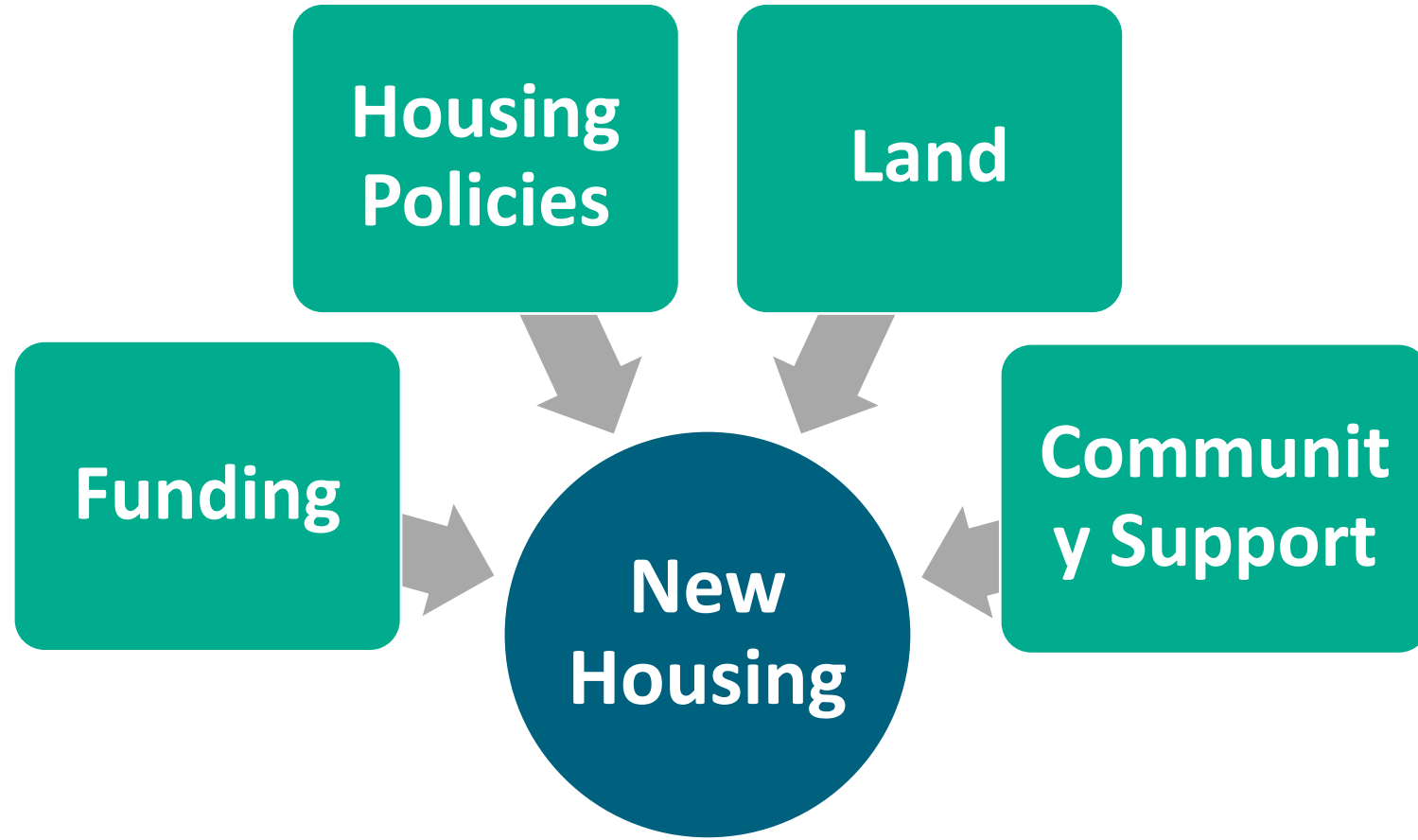


Common Knowledge

CommonKnowledge


- Susan Stuart Clark, Executive Director

Home for All Approach




The Path in San Mateo County

Interviews with all **city managers** and at least one **council member**



There is significant support among elected officials for **affordable** and **workforce** housing, though funding and the cost of land are seen as barriers.

Input from **Learning Network** at March, May, September, November 2017 sessions



The vast majority of city managers interviewed feel that their councils are supportive of **additional housing**.

Group interviews with **eight cities** during summer of 2017



The Path in San Mateo County

Provide engagement support to four **pilot cities** in the winter of 2017 and spring of 2018



Continued engagement with **six more communities** in 2019 and 2020

Engagement Program Participants



Mind Shift: Inviting a Helpful Public

- Taking **the city** out of the center

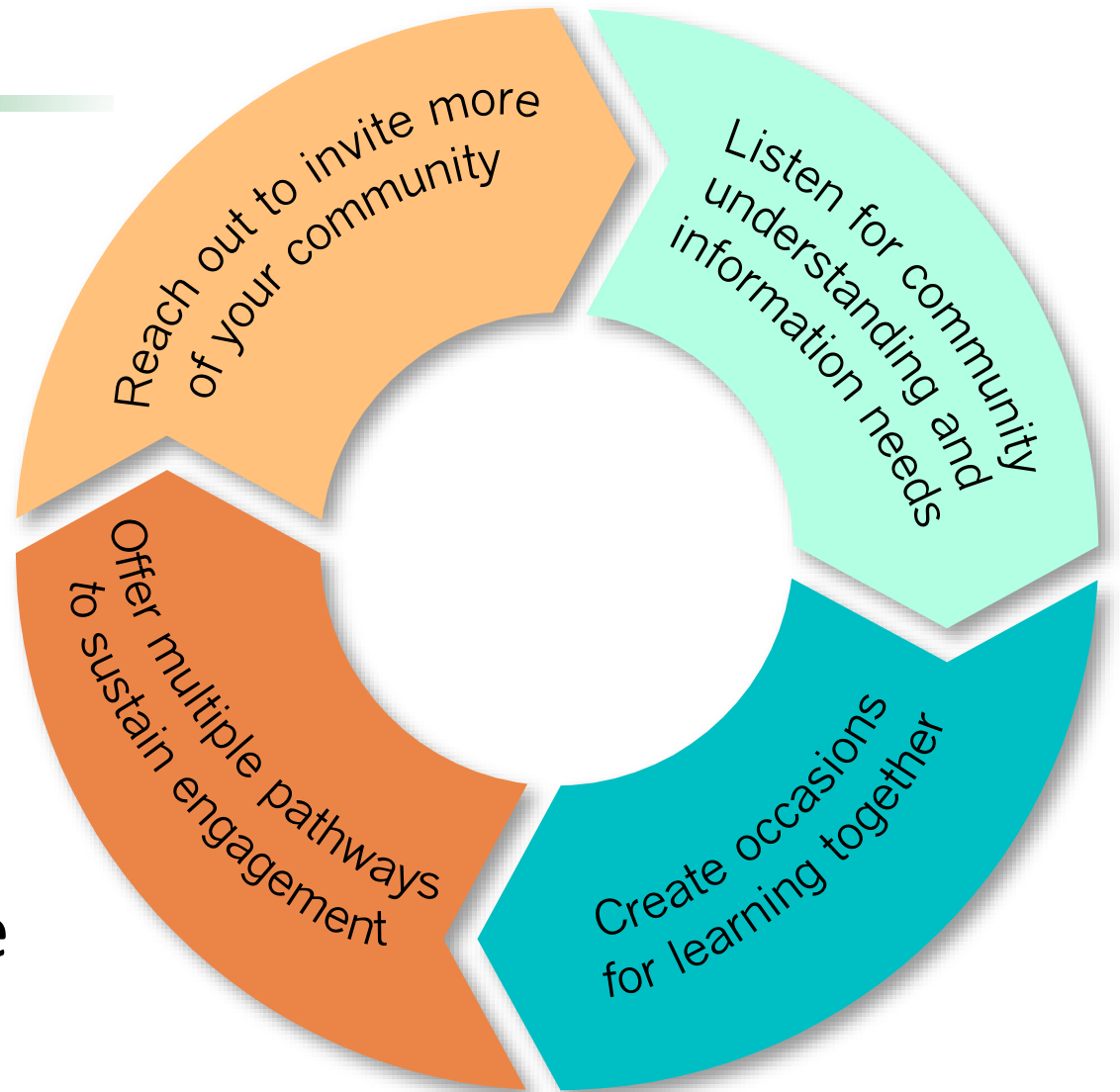


- Reframing to put **the issue** and **the community** at the center



Our Process

- **Invite** more diverse participation
- **Listen** for community information needs
- **Learn** together and build shared understanding
- **Sustain** two-way communication and encourage collaborative action



Helping Communities Learn Together

- Intentional mix of **people new to the issue** and familiar stakeholders
- Dialogue supported by **basic background information**
- Designed to be welcoming for all
- Facilitated group discussions
- Decision makers can fully listen and do not have to answer questions



Burlingame Case Study

What has been achieved?

- Broader understanding in the community of the importance of housing and how it relates to other matters such as workforce and traffic
- Support of the City's first 100% affordable housing development
- Discussion of housing programs that the City and its partners can embark on

Burlingame: Who Lives Here?

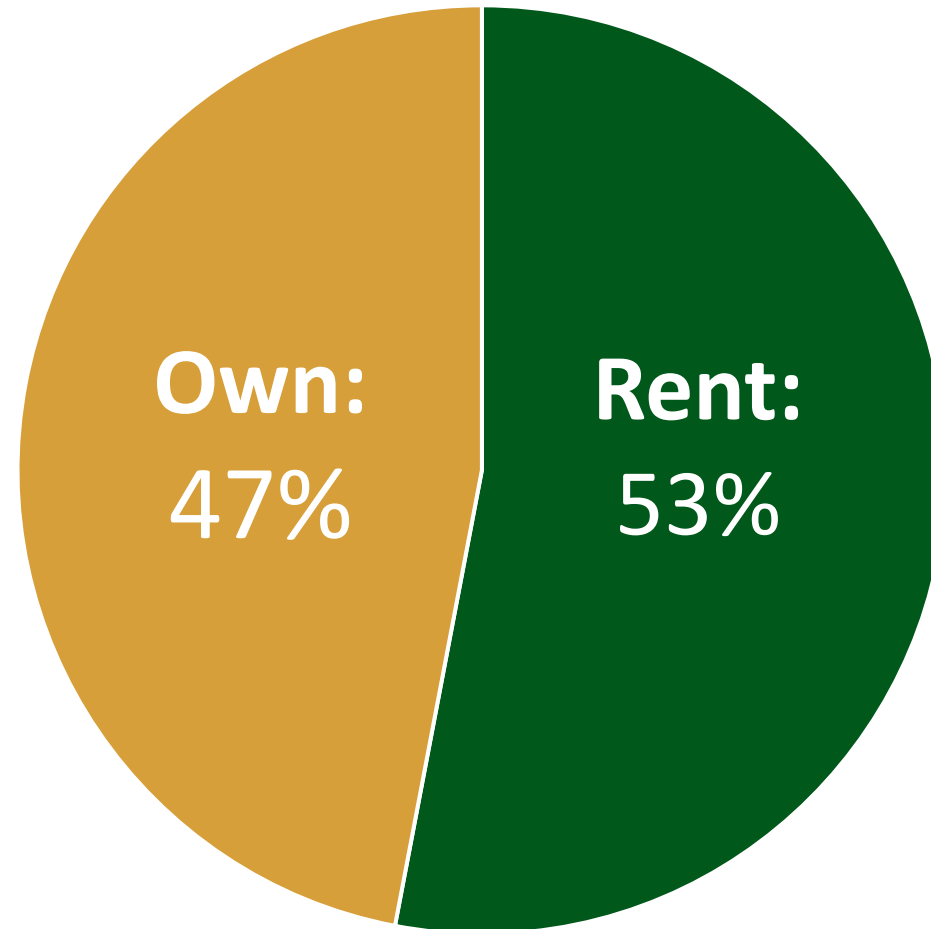


Single Family
Homes
48%

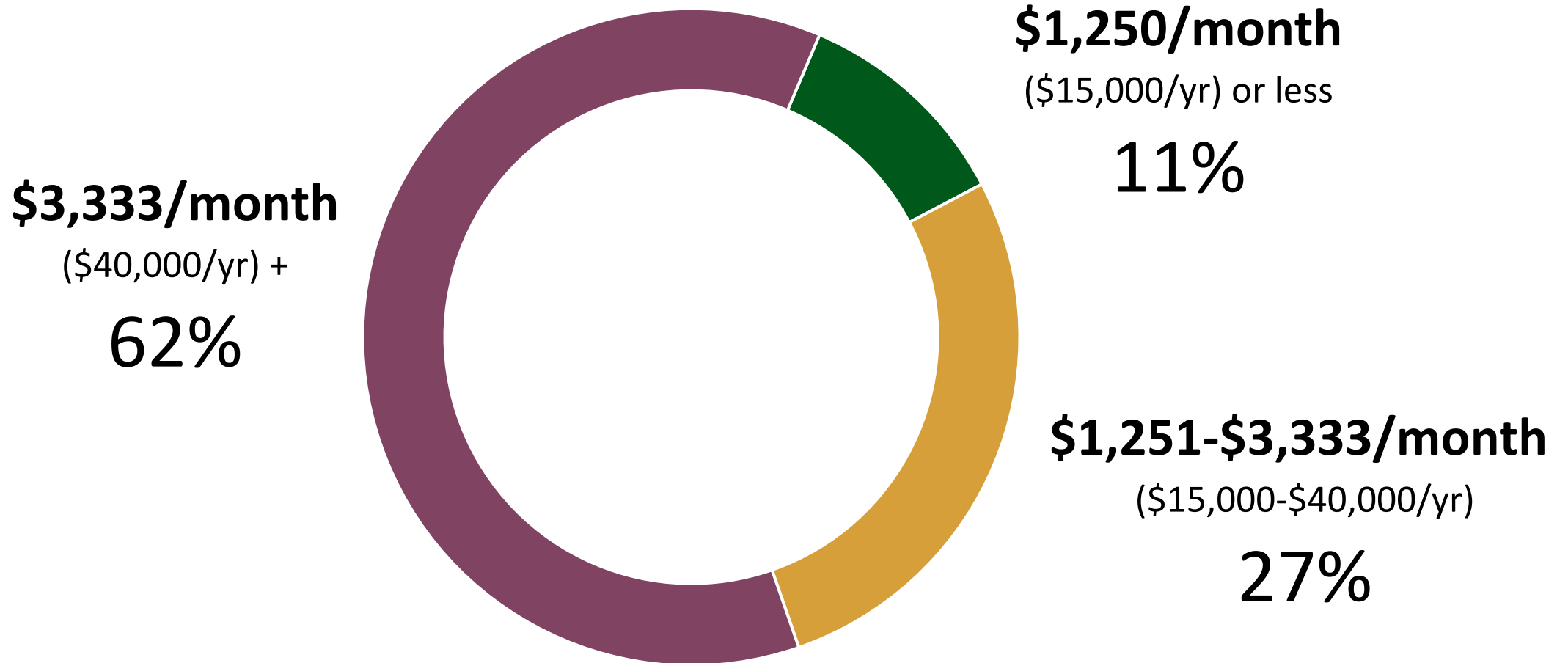


Multifamily
Homes
52%

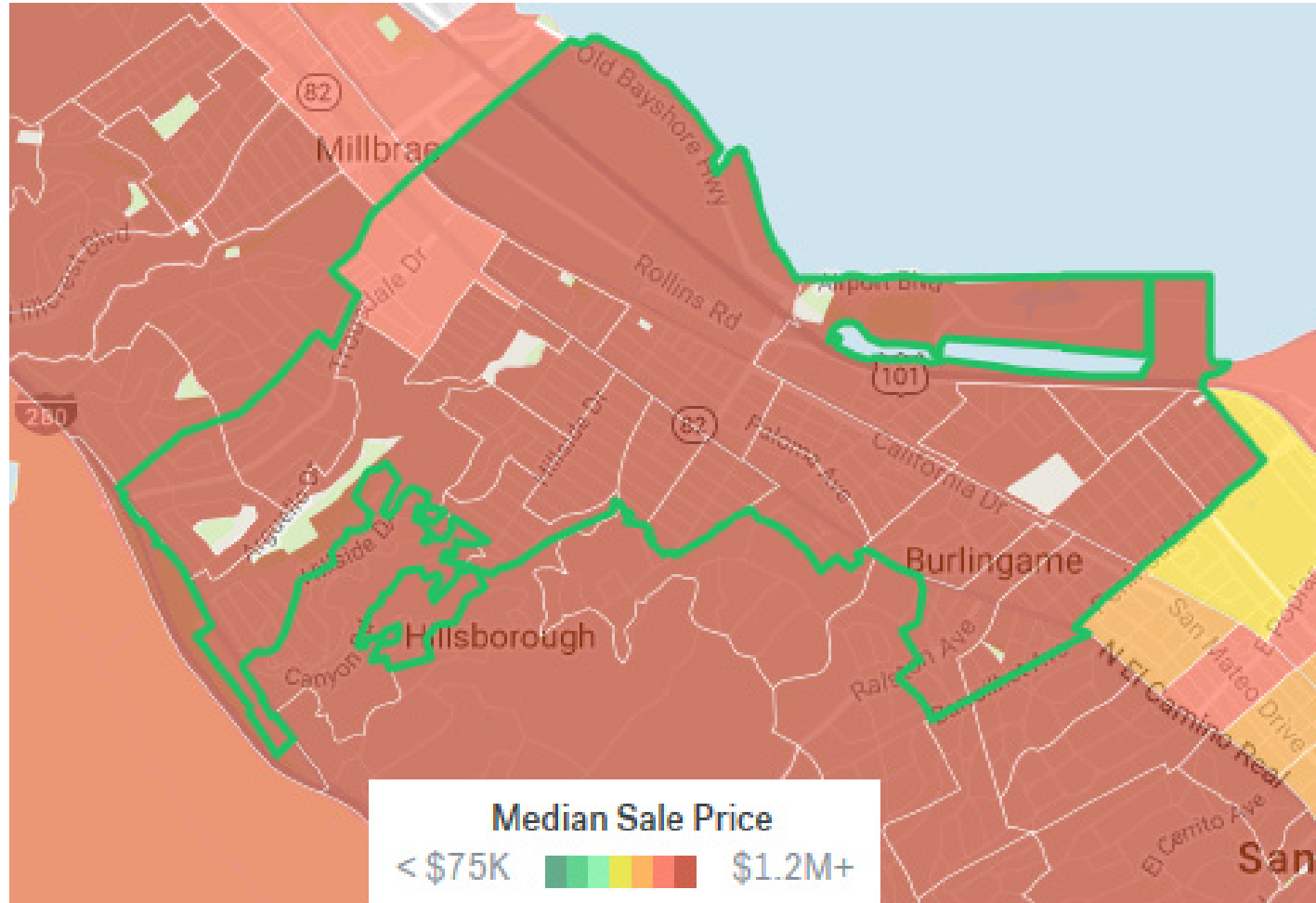
Burlingame: Who Lives Here?



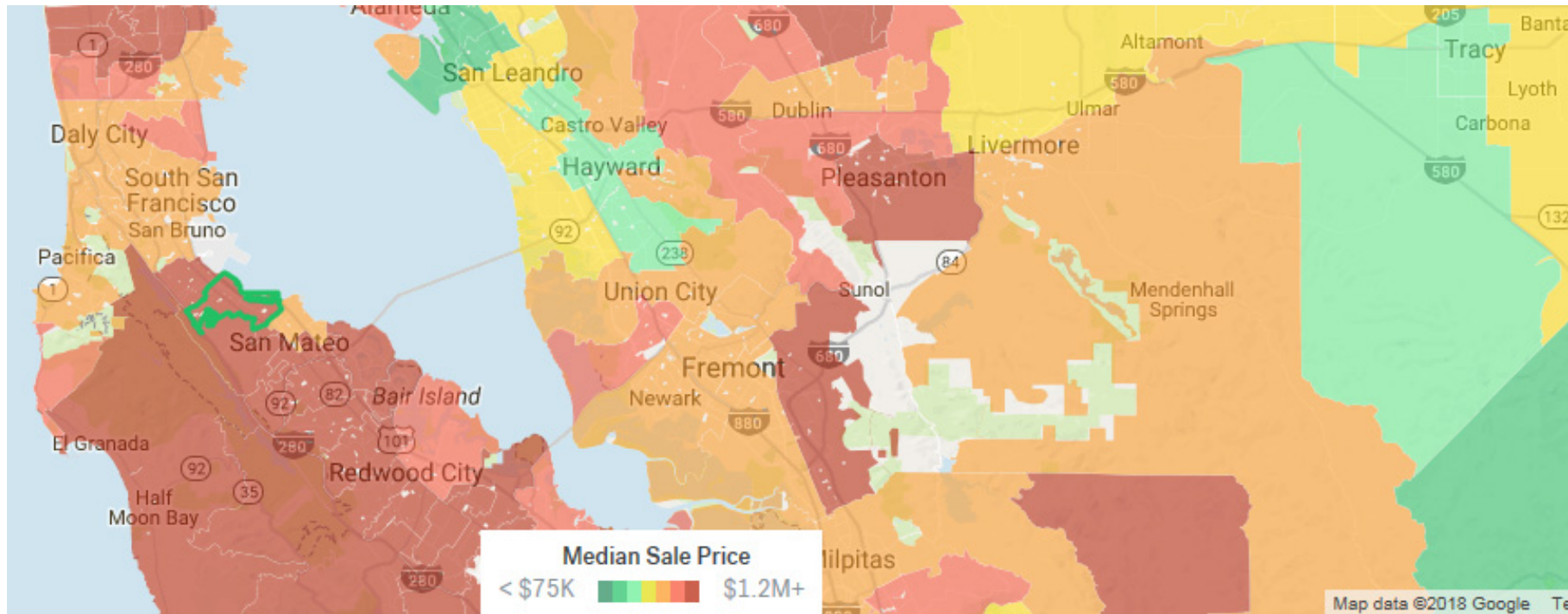
Burlingame: Who Works Here?



Burlingame Context



Burlingame Context



Key point in understanding what people are experiencing in the community: Less expensive housing is only available far further away, requiring lengthy commutes and creating traffic congestion

Climate for Housing

Before Home for All, housing discussions were divisive. We needed a better way.

THE DAILY JOURNAL

Leading local news coverage on the Peninsula

Wednesday · July 15, 2015 · Vol XV, Edition 285

www.smdailyjournal.com

Renter protection talk exposes community rift Landlord and tenant tensions flare over eviction regulation

By Austin Walsh
DAILY JOURNAL STAFF

A meeting intended to discuss potential ways to relieve the burden on Burlingame renters turned into a debate over the merits of an ordinance guaranteeing eviction protections for tenants during a City Council study session.

In an effort to combat a growing local



Terry Nagel

housing crisis, Mayor Terry Nagel called a special meeting Monday, July 13, which was designed as an opportunity for officials to develop strategies to aid residents faced with an escalating cost of living.

What ensued though

was a clash between property owners, apartment management representatives and advocates for renters over whether the city should consider instituting an ordinance which would regulate the ability of landowners to evict tenants.

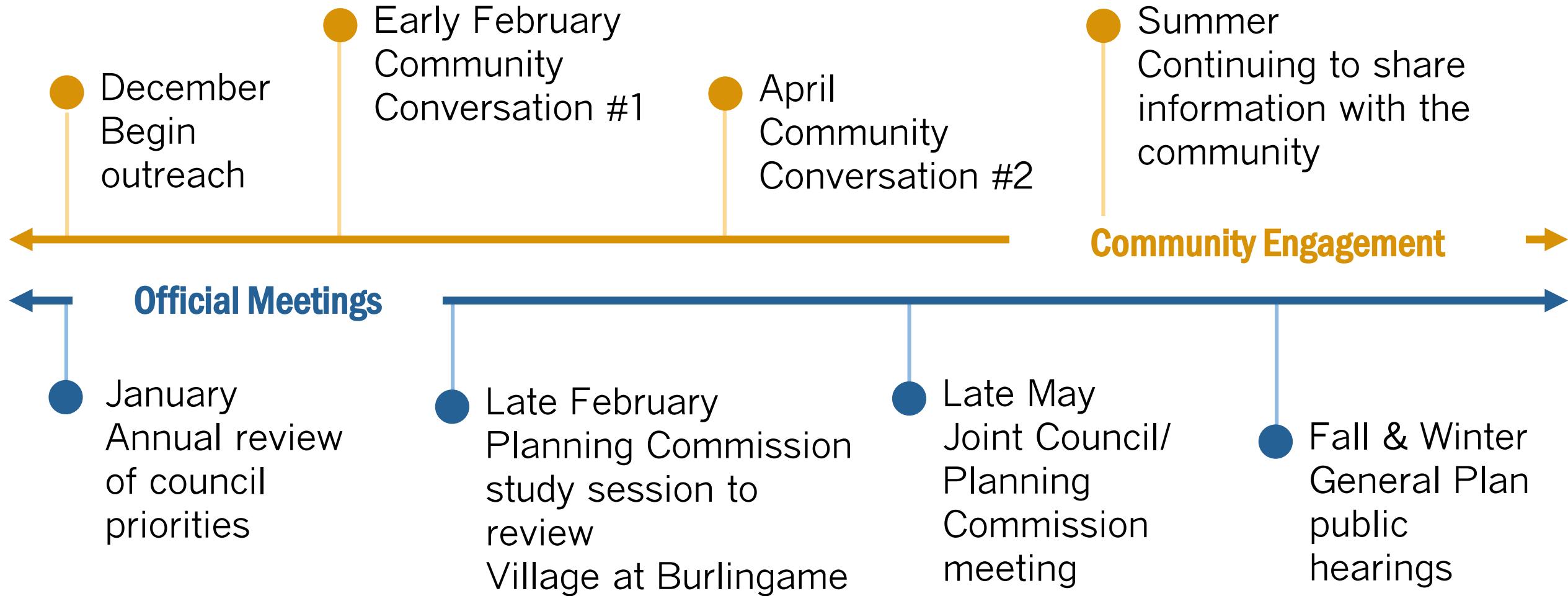
In a memo authored by Nagel circulated prior to the meeting, a tenant protection ordinance was identified as a possible means of defending renters against landlords.

The ordinance, commonly referred to as a just cause eviction measure, could impose such restrictions as forbidding land owners from changing the terms of a lease more than once a year, requiring landlords to give renters more than 60 day notice before evicting them, protecting extremely ill tenants from losing their homes and requiring

See RENTERS, Page 6



A Parallel Process



Outreach Goals & Activities

- Bring in **new perspectives** beyond advocates and people with fixed positions
- Find people who **care about the community** but are not civically involved
- Invite people to **help improve** their community instead of debate policy specifics

Combination of Outreach Methods


- Online survey
- Community partners
 - Local organizations
 - Individual “super connectors”
- Newsletters/social media
- Intercept interviews
- Pop-ups
- Visit existing meetings



Using Existing Networks

- List of stakeholders
 - Businesses and Non-profits
 - Community organizations and groups
 - Religious and Cultural groups
 - Schools and Parent groups

CITY OF BURLINGAME
 City Hall – 501 Primrose Road
 Burlingame, California 94010-3997



COMMUNITY DEVELOPMENT DEPARTMENT
 Planning Division
 PH: (650) 558-7250
 FAX: (650) 696-3790

Community Stakeholders

The following resource list contains information of groups and organizations that are located in or do work in the city of Burlingame. This list is not a comprehensive list and the inclusion of groups and organizations on the list does not imply endorsement by the City of Burlingame.

| Type | Group | Contact(s) |
|------------------------|--|---|
| Arts groups | <ul style="list-style-type: none"> Burlingame Art Society Peninsula Museum of Art 1777 California Drive | <ul style="list-style-type: none"> www.burlingameartsociety.org http://www.peninsulamuseum.org/ (650) 692-2101 |
| Business (large) | <ul style="list-style-type: none"> Putnam Car Dealer Auto Row Car Dealers Broadway District Car Dealers Tesla Hotel chains (Bayfront) | <ul style="list-style-type: none"> Kent Putnam Kent Putnam Cameron Waldman Clif Clark |
| Business (small) | <ul style="list-style-type: none"> Restaurants Coffee Shops (Peets, Philz, Starbucks) | Cleese Relihan, Economic Development Specialist |
| Chamber(s) of Commerce | <ul style="list-style-type: none"> Burlingame Chamber of Commerce Burlingame Broadway Business Improvement District Burlingame Downtown Business Improvement District | <ul style="list-style-type: none"> Georgette Naylor, President gnaylor@burlingamechamber.org www.burlingamechamber.org Ross Bruce ross@avrr.com (650) 342-2073 www.visitbroadwayburlingame.com Juan Loreda, President burlingamebid@gmail.com www.burlingamedowntown.org <p>Cleese Relihan, Economic Development Specialist</p> |

Last updated: 12.14.2017

Inviting People Multiple Ways

- Flyers
 - placed at local coffee shops, recreation center, City Hall, etc.
- Facebook Page
- Eventbrite
- Affordable Housing Interest List
- “Key Communicators”
- Press Release

COME JOIN US
Saturday, February 10
9 - 11 AM
LION'S CLUB HALL, 990 BURLINGAME AVENUE
Refreshments will be provided.

**TALKING TOGETHER
ABOUT HOUSING**

Join this community conversation about the future of housing in Burlingame. What mix of housing will help our community thrive?

Please RSVP at
burlingamehousing.eventbrite.com

Logos for Housing & Community Burlingame, HOME FOR ALL, and Burlingame Housing & Community. Includes a QR code.



Take Our Survey!

Let's the conversation started with our short survey. Just three questions to help us understand what's on the top of people's minds when it comes to housing in Burlingame. We'll share the results at the February 10th meeting.
www.surveymonkey.com/r/BurlingameHousing



“Talk to us about housing in Burlingame”

with our short 3-question survey



scan this code with your smart device



or go to

www.surveymonkey.com/r/BurlingameHousing

These questions will help us understand what's on the top of people's minds when it comes to housing in Burlingame.



Burlingame Talks Together About Housing is a collaboration between the City of Burlingame and the San Mateo County Home for All initiative.

1400
BURLINGAME
AVENUE

IDEAL EYES OPTOMETRY





Hosting a Learning Conversation

- Design for **mutual learning**
- What does the **City need to learn** about the community and housing?
- What do **community members need to learn** about:
 - *The issue? Each other?*
 - *The city? Ways to be involved?*





burlingame plaza

burlingame village

ray park

burlingame grove

easton addition

burlingame gardens

burlingame

mills state

san francisco bay

Proposed Village of Burlingame affordable housing

Things to know:

- Proposed for city parking lots F and N, south of Howard Avenue
- 78 workforce units, 54 senior units on Lot F
- Existing parking to be replaced in new structure of Lot N
- 182 additional new public parking spaces proposed in Lot N parking structure
- New pocket park



Proposed Burlingame Park Square (former post office) mixed use

Things to know:

- Adaptive re-use of the former post office
- Significant "signature" open space
- Proposed mix of residential and retail uses



ed
ue apartments

or units
olution





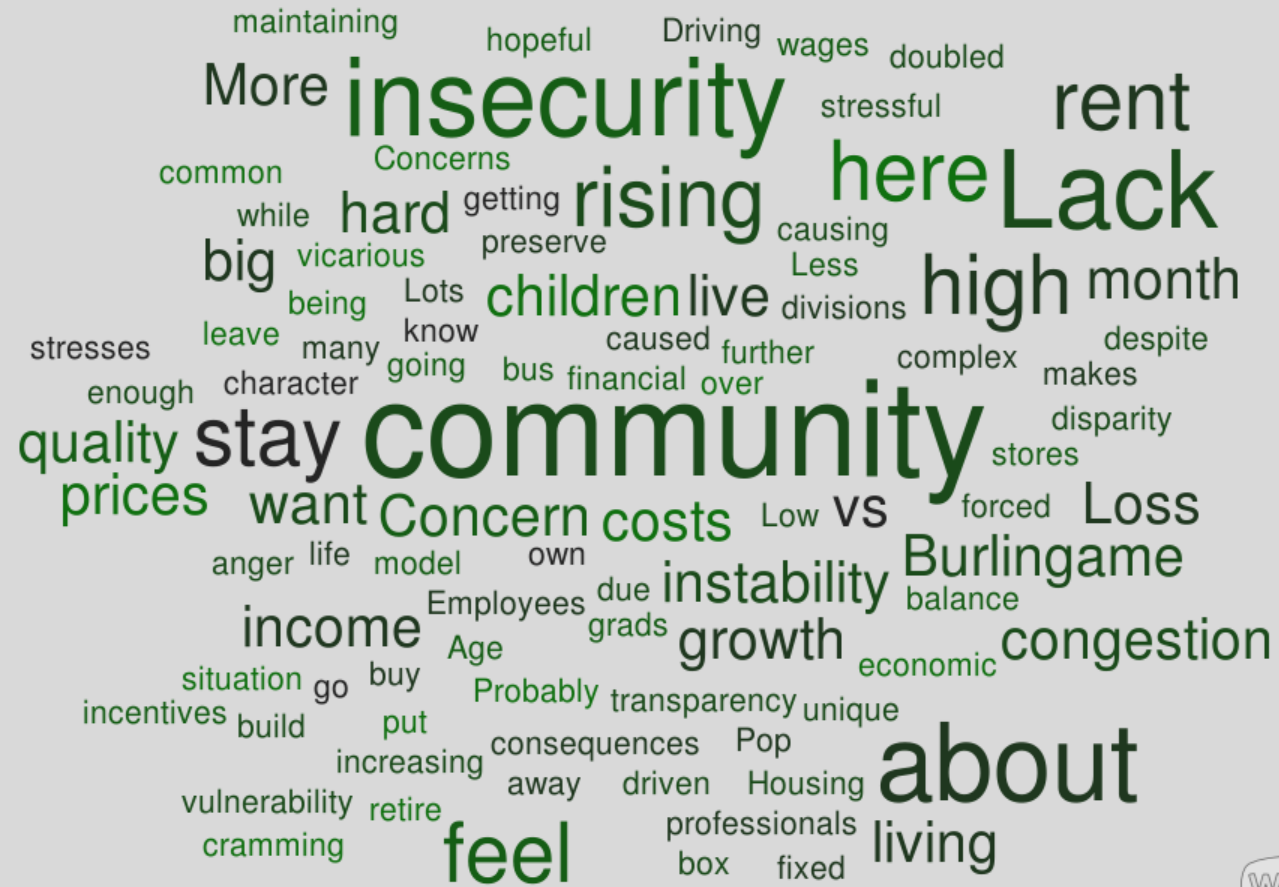
Your Turn:

Discussion #1

1. How does the current housing climate affect you and the people you care about?
2. What are your hopes for the future of our community?



Shared concerns



Conversation Highlights

- Themes from Small Group Dialogue
 - Affordable housing is a shared concern
 - Entire community is affected by rising housing costs
- Indicated Actions
 - Awareness that there is no one solution
 - Keep communication with the community flowing



Learning Together in Burlingame

- “Many citizens share the same concerns about the affordability challenges of living in this area.”
- “Many residents are thinking about the topic and realizing we can’t keep the status quo.”
- “Burlingame is doing much more than I realized about housing.”
- “...the city is listening to people and working on solutions.”
- “The conversation for solutions needs to continue. There is a decent amount of consensus on the issue.”

What Happened Next?



near term

mid term

long term

What Happened Next?

near term

- Amended Accessory Dwelling Units (ADU) Regulations
- Adopted Housing Impact Fees
- Promoted Home Sharing (HIP Housing)



What Happened Next?

mid term

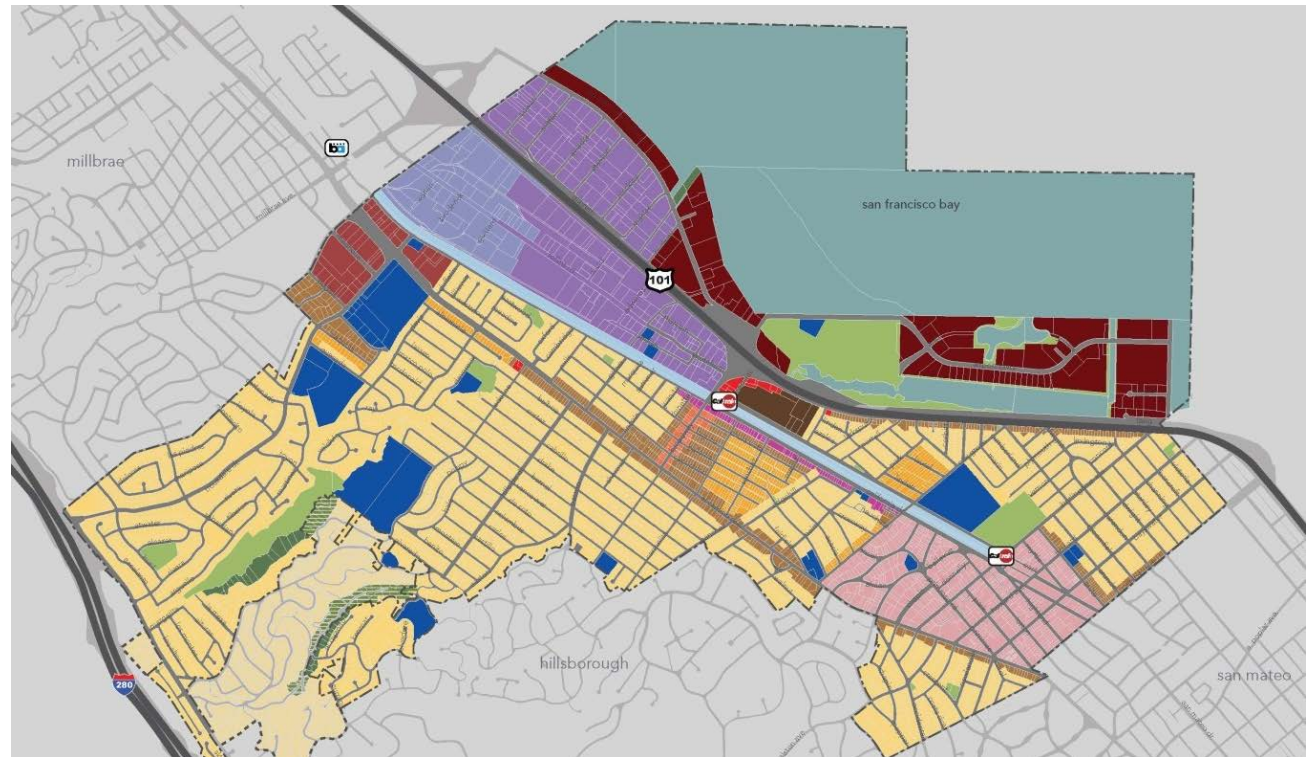
- Being built on city parking lots F and N, south of Howard Avenue
- 78 workforce units, 54 senior units
- Existing parking to be replaced in new structure at Lot N
- New pocket park



What Happened Next?



- ✓ New General Plan adopted 2019
- ✓ Created new neighborhood for housing
- ✓ Planned for 20% growth over 10 years
 - 3,000 new units
 - 6,000+ new residents
- ✓ 2,000+ units already in Planning or Building permits



Sustaining & Leveraging Engagement

- Burlingame Talks Shop
- Sea Change Burlingame
- Interactive maps



How do we evolve our retail districts to keep them vibrant and relevant?

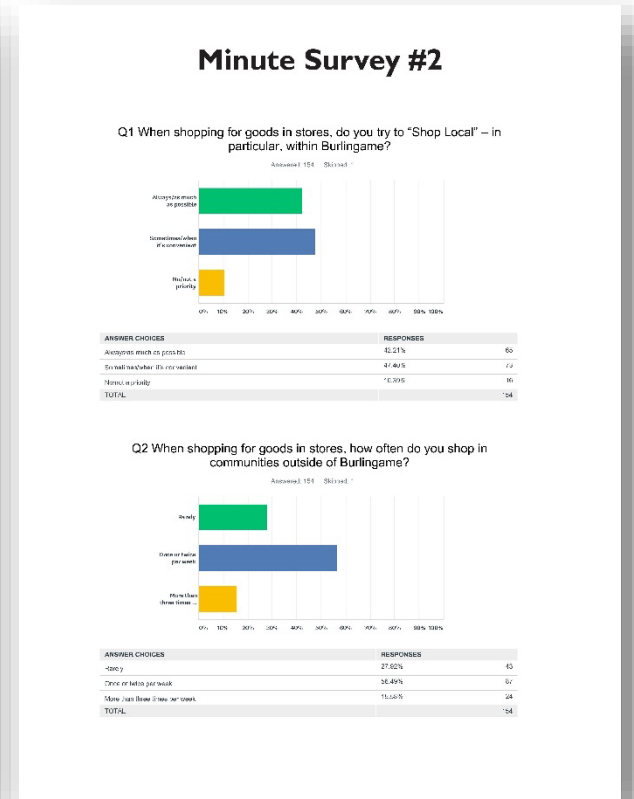
Burlingame TALKS SHOP

Come join us for this community conversation, where we'll be discussing trends in retail, as well as options for entertainment, recreation, services... and more.

Wednesday, April 17, 2019
6:00 - 8:30 PM
 Masonic Lodge
 145 Park Road, Burlingame

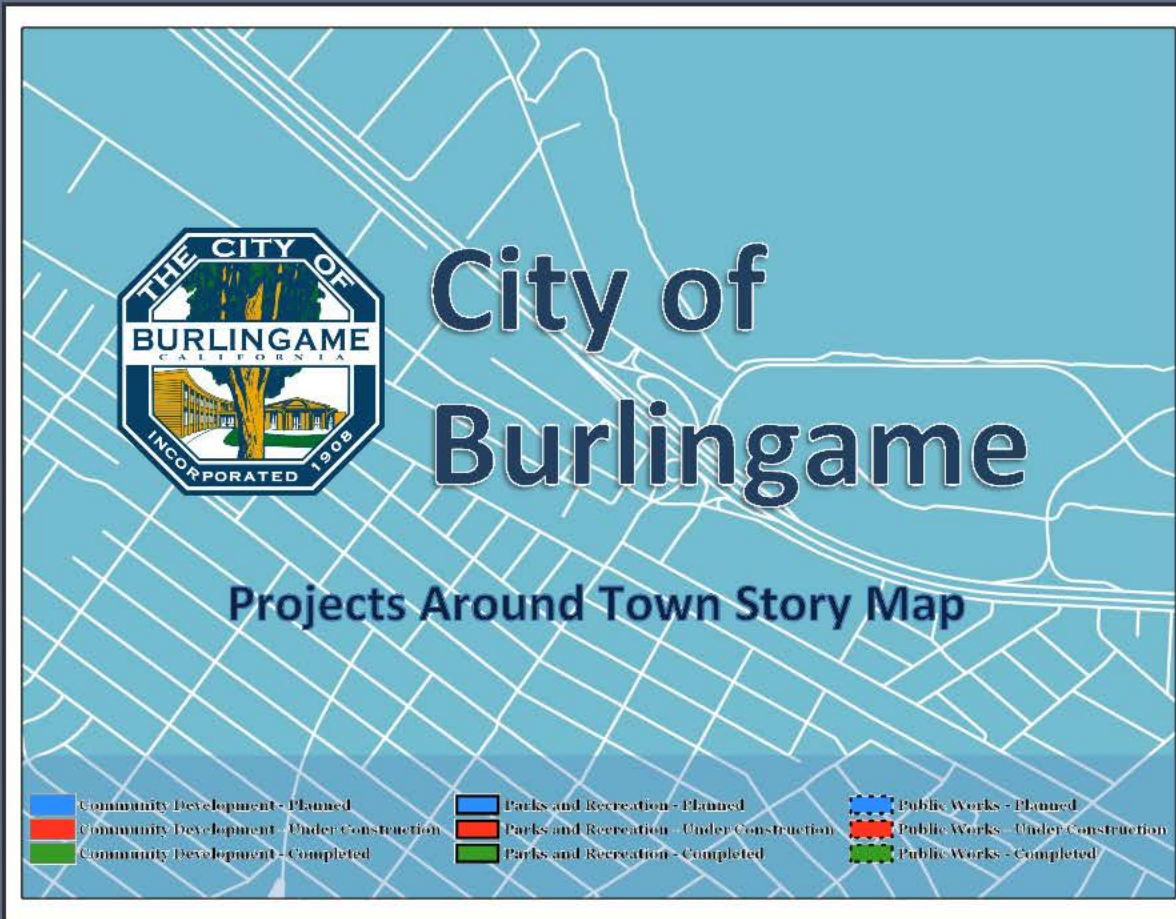
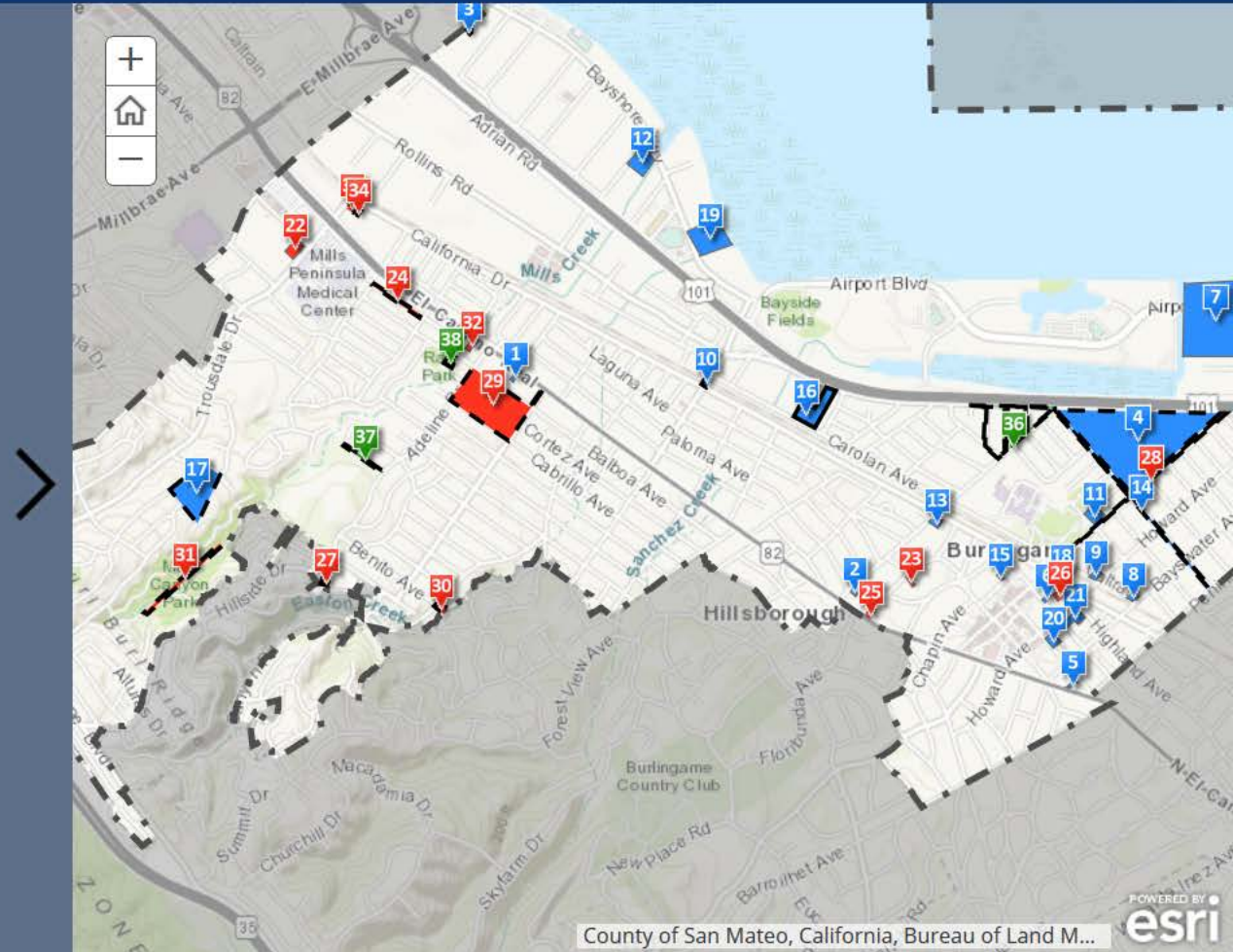
Please RSVP at burlingametalksshop.eventbrite.com
 free event - light dinner will be provided

Co-sponsored by the City of Burlingame and the Burlingame Chamber of Commerce





- | | | |
|--|---|---|
|  Community Development - Planned |  Parks and Recreation - Planned |  Public Works - Planned |
|  Community Development - Under Construction |  Parks and Recreation - Under Construction |  Public Works - Under Construction |
|  Community Development - Completed |  Parks and Recreation - Completed |  Public Works - Completed |

1431 El Camino Real



1491-93 Oak Grove Avenue Residential Development



1740 Rollins Road & 842 Cowan Pump Station



2019 Sidewalk Repair Program



21 Park Road



240 Lorton Avenue Mixed Use Development



300 Airport Boulevard Development Project



920 Bayswater Avenue



988 Howard Avenue Mixed Use Development



Bi

Future Conversations in Burlingame

- Hold another “Burlingame Talks Together”
- Review and frame the last three years
- Assess where we are relative to the General Plan
- Look to the future – meeting RHNA

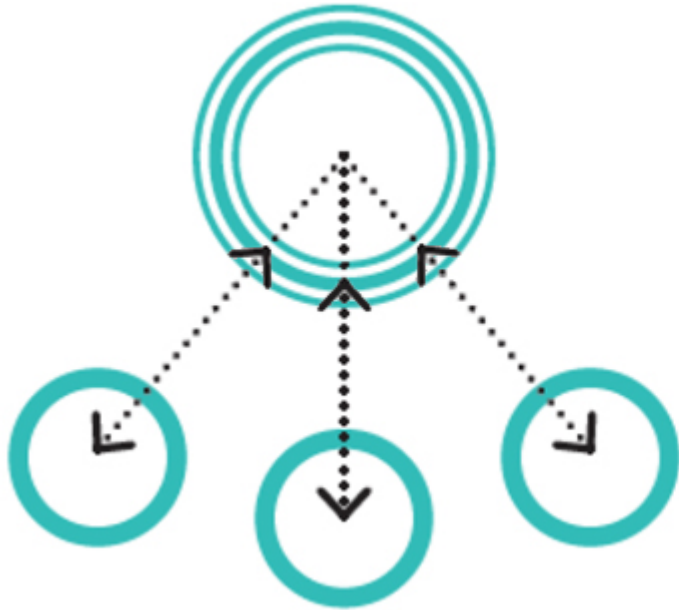
Other Home for All Cities

Other Home for All cities used this “Learning Together” Community Conversation process to:

- Consider multiple housing options, including modular and other creative housing types
- Inform a General Plan process
- Focus on second units
- Next steps for a specific, large-scale development

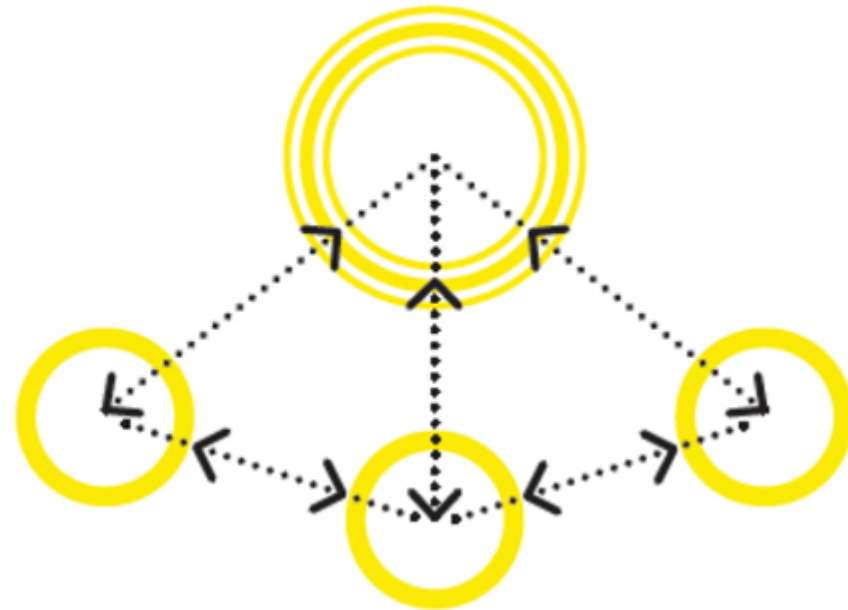


Traditional Meeting



City collects input from residents

CLEAR Conversation



People engage with and learn from each other

What Community Members Are Learning

- *Everyone is affected by high housing costs*
- *There is no one solution; many are needed*
- *There is more happening than I realized*
- *The problem is huge but together we can make progress*
- *There are many ways to stay informed or involved*



Community Engagement Resources



COMMUNITY ENGAGEMENT PROGRAM

The Community Engagement 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.



Home for All Community Engagement Resource Manual

- Download: Community Engagement Resource Manual
- Learning Network
- Participating Cities

Community Engagement Resources

The Community Engagement Resource Manual consists of various phases to encourage broader participation in housing conversations in cities and towns. An overview of each phase with resources is discussed in depth in the following sections.

New Supplement Available: [Technology Tools for Virtual Engagement](#)



