

Town of San Anselmo Housing Element 2023-2031 Update

Public Outreach Plan

The Town will make diligent efforts to include community members of all economic backgrounds, including low-income people; non-English speakers; people with disabilities; people of color; immigrants; those without access to smart phones and computer technology; and other who face barriers to being heard in Town decision making. The Town will also seek out information from people who would like to live in the Town but cannot.

The Town will gather input on housing-related priorities and strategies from the following stakeholders:

- Residents
- Property Owners
- Businesses
- University of the Redlands
- Developers/architects (via Marin Builders Association and emails to business license holders)
- San Anselmo Chamber of Commerce
- Youth (via schools)
- Ross Valley Seniors
- Potential future residents
- Cedars of Marin
- Local agencies and nonprofits
 - Public housing authority
 - Housing providers
 - Advocacy groups

Outreach Activities

Outreach activities are planned to reach a broad audience utilizing a variety of methods, considering limited staff resources and budget.

Public Meetings

- Meetings 1: Kick-off to Housing Element Update (Town Council January 25, 2022 at 7:00 p.m.): review existing housing element and Affirmatively Furthering Fair Housing
- Meeting 2: Objective Design and Development Standards and discussion of areas where housing could be allowed by right, subject to the design standards (Planning Commission workshop)
- Meeting 3: Site inventory review (Planning Commission workshop)
- Meeting 4: Review programs for Affirmatively Furthering Fair Housing (Racial Equity Ad hoc Committee workshop)
- Meeting 6: Draft Housing Element and Safety Element (Planning Commission hearing)
- Meeting 7: Draft Housing Element and Safety Element (Town Council hearing)

Public meetings will be scheduled in evening at 7:00 p.m. to facilitate attendance by students and those that work during the day.

Meetings on [Zoom](#) using [Otter](#) third-party closed captioning service for the live stream.

Telephone option for all meetings, for those who lack computers and internet.

Staff will strive to have meeting materials available at least two weeks prior to any meeting. The public review of the first draft of the Housing Element will be available at least 30 days in advance of public consideration.

Interpreter services when requested and Spanish interpreters for hearing when Town Council considers draft Housing Element. Association of Bay Area Government offers \$2000 translation services to the Town through a State Regional Early Action Planning (REAP) grant.

Website and Online Materials

Staff to develop Housing Element update page with links to all meeting materials and meeting videos and Frequently Asked Questions with answers

Interactive Map *In progress*

Planning Department staff applied for and received a free Balancing Act license to create an interactive map of housing element sites to allow public to select how to meet affordable housing allocation.

Fairfax and the County of Marin are using this program for their outreach.

Map marking exercise that allows participants to view where existing housing is allowed and spatially mark where they would like to see housing developed in the Town in the future and add comments.

Survey

Public outreach survey (in English and Spanish) on SurveyMonkey

Email link to survey to Town business license email list and San Anselmo Chamber of Commerce and encourage employers to share with employees

Hard copy surveys at select locations

Retain bi-lingual consultant to do in person surveying and offer small incentive for completing survey (incentive that supports local business such as: \$20 San Anselmo Gift Card that may be used at Taqueria Mi Familia):

- San Anselmo Spanish SDA Church, 1509 Sir Francis Drake
- Red Hill Community Park Soccer Games
- San Anselmo Library story time – weekday
- Memorial Park Millennium Playground – weekday
- Taqueria Mi Familia, 580 Red Hill Avenue – weekday lunch hour
- Laundromat

Other Outreach

Notify Federated Indians of Graton Rancheria pursuant to SB 18 and AB 52 to identify the opportunity for consultation.

Presentation on Housing Element Update to Ross Valley Seniors

Mailed letter to owners of multifamily and commercially zoned sites with notice of meetings on the Housing Element Update and Objective Design and Development Standards. Request owners to contact staff if interested in developing residential units during housing element timeframe.

Town staff to meet with the owners of largest potential housing sites, the school district and Side by Side, to discuss housing opportunities.

Public Notices

All notices in English and Spanish.

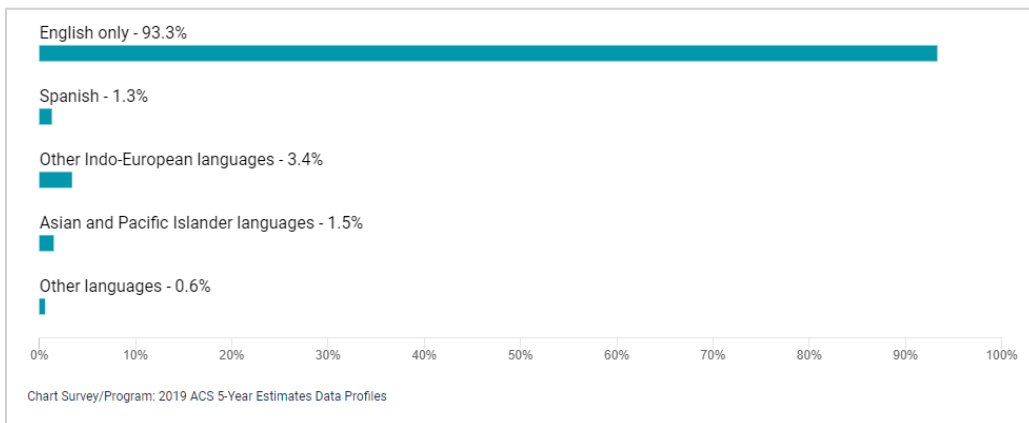


Figure 1 Types of Language Spoken at Home San Anselmo

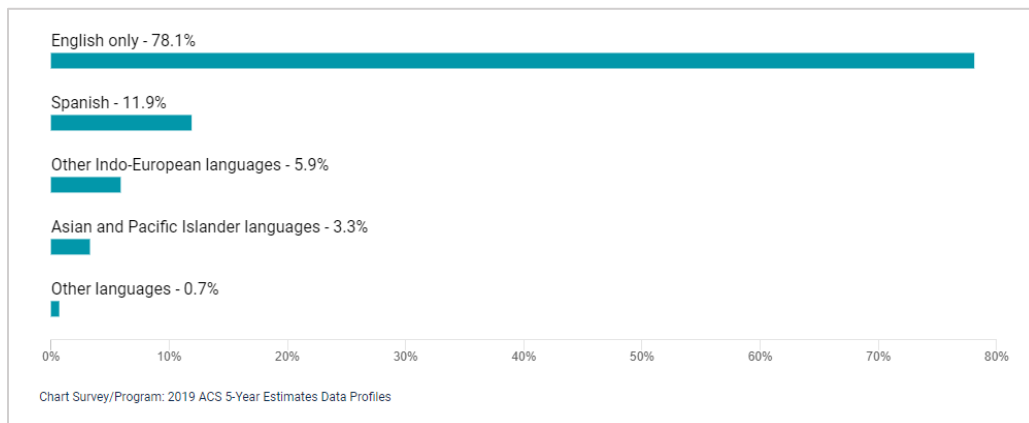


Figure 2 Types of Language Spoken at Home in Marin County

Offer interpreter service to encourage feedback from those that are not well represented in the community:

English Do you need an interpreter or any other assistance to participate? Please call us at (415) 258-4636. We require three days' notice to provide reasonable accommodation.

Spanish ¿Necesitas un intérprete o cualquier otra asistencia para participar? Comunícate al (415) 258-4636. Necesitamos aviso con tres días de anticipación para proporcionar asistencia razonable.

Chinese (Traditional) 為了便於參加，您需要口譯員或其他任何協助嗎？請致電 (415) 258-4636. 聯絡我們。我們需要提前3天通知才能提供合理的輔助服務。

Filipino Kailangan mo ba ng interpreter o anumang iba pang tulong upang lumahok? Mangyaring tumawag sa amin sa (415) 258-4636 Kailangan namin ng tatlong araw na abiso upang magkaloob ng sapat na mga bagay na kailangan.

Vietnamese Bạn có cần thông dịch viên hoặc bất cứ trợ giúp nào khác để tham gia hay không? Vui lòng gọi cho chúng tôi ở số (415) 258-4636. Chúng tôi đòi hỏi phải được thông báo trước ba ngày để cung cấp các thu xếp hợp lý.

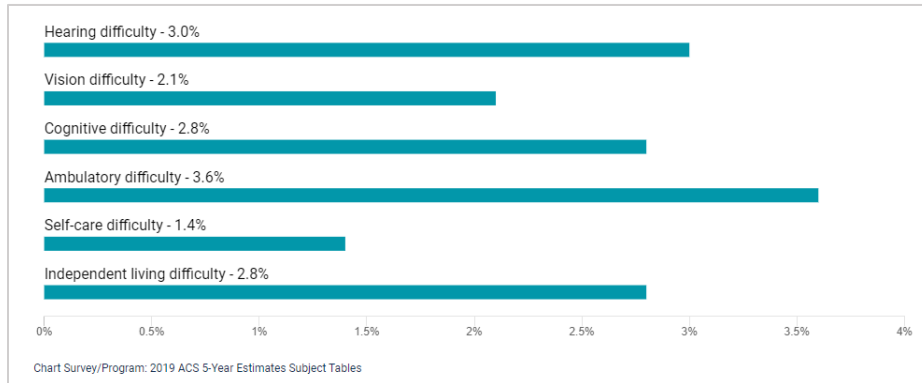


Figure 1 Types of Disabilities in San Anselmo

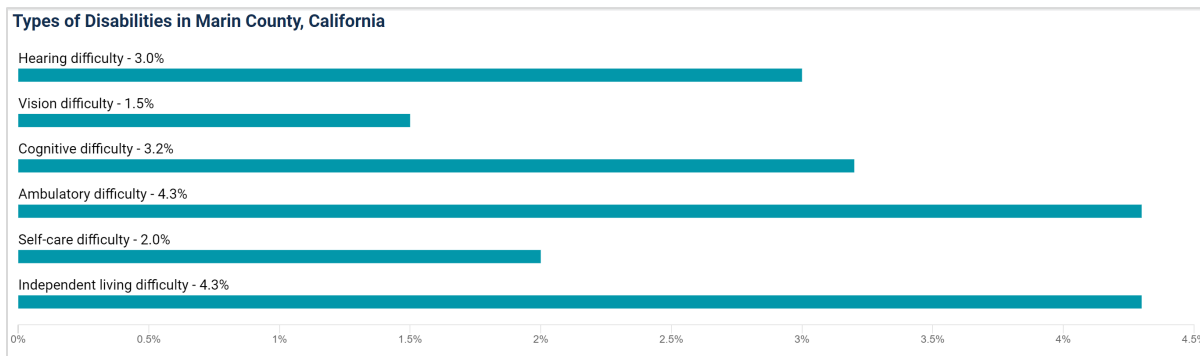


Figure 2 Types of Disabilities in Marin County

Presentations recorded and made available on the Town’s Housing Element Update website

Every meeting publicized on/in:

- Town Manager email newsletter
- NextDoor and Facebook
- Announcement on home page of Town website
- Town website calendar and Legistar/Granicus meeting agenda calendar
- Town Housing Element Update website
- Email to special notification list for Housing Element
<https://www.townofsananselmo.org/list.aspx> - staff promotes email list on all mailed public notices by Planning Department
- Email town business email list and encourage employers to share with employees
- Posted notices on Town Bulletin Boards: 805 San Anselmo Avenue (Quick N Easy Market), Memorial Park and Town Hall

- Written materials and notices at Town Library
- Post laminated notices at Hub bus station, near public transportation
- Email to community-based organizations including San Anselmo churches and schools
- Mailed postcard to all residents when draft element is available with date for Planning Commission and Town Council hearings
- Email notices to Patch and Marin Independent Journal for inclusion in their upcoming event calendars

Notices to clearly show how public comments will be received.

Provide notice for how reasonable accommodations can be requested.

Incorporation Into Housing Element

Feedback from the outreach process will inform and guide the development of the 6th cycle Housing Element goals, policies, and programs. The Housing Element will include:

- Description of the diligent efforts and an outreach summary:
 - List of organizations contacted and consulted
 - Number of meetings held and format for meetings (live or virtual)
 - How Town advertised meetings
 - Number of participants
 - Racial makeup of participants (to see if outreach adequate)
 - What was presented
 - Opportunity for public discussion and comments (such as live polling questions for the participants)
- Summary of public input received and how the comments are considered and incorporated (including comments that were not incorporated) into the housing element; and
- Summary of issues that contributed to lack of participation in the housing element process by all economic segments, particularly people with protected characteristics, if that proves to be the case.

Each new draft of the housing element will indicate how the Town incorporated public input.