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David Morrison
Director

To: Housing Element Advisory Committee From: Trevor Hawkes, Planner III

Date: September 27, 2022 Re: Modification to Housing Element Update
Community Outreach Plan

Background

On August 12, 2022, The Napa County Housing Element Advisory Committee (HEAC) held a noticed meeting and discussed business item 7A; "Review of Prior, Current & Future Outreach". At the conclusion of the business item a motion was made, seconded, and passed which assigned Vice Chair Keri Akemi Hernandez, Committee Member Teresa Zimny and Committee Member Joelle Gallagher to form a subcommittee to work with the Housing Element Update staff on further identifying gaps in the County's community engagement and, potentially, identifying a strategy for engaging in further outreach under the existing deadlines of the Housing Element Update process. Over several emails and a meeting held on September 13, 2022, the Subcommittee on Outreach (HEAC-SO) has developed the following outline, which would modify the Housing Element Update Community Outreach Plan, for consideration by the HEAC. The following outline is presented as an action item to the HEAC and Staff is recommending that the HEAC approve the outline. Approval of the outline would direct Staff to begin working, in the capacities outlined below, on additional Housing Element Update outreach and engagement.

Purpose and Intent

Through the working sessions the HEAC-SO determined that sufficient outreach and engagement to/from the Spanish speaking population of Napa County had lagged behind feedback and engagement with other community groups. With this understanding the HEAC-SO developed an action plan which would consist of two (2) targeted focused workshops held specifically with Spanish speaking community members, and organized through targeted Community Based Organizations (CBO's), with the intent of identifying the Housing Needs of this specific community group and to illicit feedback from these community groups on the sites identified for multifamily rezoning.

Outreach and Notification

The HEAC-SO has identified 3 local CBO's that have expressed an interest in assisting the County and HEAC in outreach and engagement with the Spanish speaking community. These organizations are;

- Puertas Abiertas
- Up Valley Family Center
- On the Move

Through communication with subcommittee members these organizations have offered to use their networking capabilities to engage with members of the Spanish speaking community and organize attendance for up to two (2) workshops. Initial estimates is that the three groups could generate significant attendance (40-80 attendees). Puertas Abiertas has offered to host the space for an in person workshop. Because the workshop attendees are going to be specifically identified and encouraged to attend by the CBOs general notification of the focused workshops is discouraged through prior channels (HEAC email notification list, Napa County Facebook page, Napa Valley Register, etc.,).

Date/Time/Location

The HEAC-SO determined that the additional outreach and engagement would best be conducted over two workshops over a weekend period. Initial estimates are that the workshops could be held either on the weekend of October 7-9 or October 14-16. Workshops would be divided into a digital workshop (which would offer up valley residents and opportunity to participate) and an in-person workshop (held after Sunday Mass in a location close to a popular church with a large Spanish speaking congregation).

Digital Focused Workshop

- Date - 10/7/22 or 10/14/22.
- Time – beginning sometime between 6:30pm and 7:30pm. Approximately 1.5 hours long.
- Location – Recorded Zoom meeting. Napa County to provide zoom link. Because attendees will be specifically identified by the CBO’s Staff will engage with the CBO’s on whether the meeting online format is best held as a Zoom Meeting or Zoom Webinar.
- Spanish Translation – Identified CBOs to provide Spanish speakers to engage and emcee the discussion and focus group questions. Staff on hand to provide introductions, offer expertise on specific questions but not run the meeting.
- Documentation – Feedback and engagement to be documented by Committee Members. Focused Workshop will be recorded for quality assurance and to be included on the HEAC website.
- Materials – To be determined by CBO’s. Staff to assist CBO’s in generating supporting powerpoint presentation (powerpoints and graphics from prior meetings).

In-Person Focused Workshop

- Date - 10/9/22 or 10/16/22.
- Time – beginning sometime between 12:30pm and 1:30pm. Approximately 1.5 hours long.

- Location – 952 Napa Street, Napa, CA 94559.
- Spanish Translation – Identified CBOs to provide Spanish speakers to engage and emcee the discussion and focus group questions. Staff on hand (only available for 10/16/22 meeting) to provide introductions, offer expertise on specific questions but not run the meeting.
- Documentation – Feedback and engagement to be documented by Committee Members. Potential to record meeting.
- Materials – Staff to assist CBO's in generating supporting powerpoint presentation (powerpoints and graphics from prior meetings). Required media such as monitors and computer screens to display content to be determined by CBO's. Flash cards and paper easels can be utilized for feedback from attendees, but CBO's must work with County Staff on determining needs.

Focused Workshop Content

CBO's organizing the meeting will utilize a modified version of a Focus Group Guide and Questions document utilized by the North Bay Organizing group during a similar workshop held with Permit Sonoma in Sonoma County. Staff has modified the document to be specific to Napa County. Staff has also modified the document to include a section of questions focused around the proposed housing sites in the current housing sites inventory with the intention of receiving site specific feedback from the attendees.

- Draft Focus Group Guide and Questions (Attached)

Subsequent to the actions described above, the HEAC-SO committee members will summarize the findings of the two (2) focused workshop in a report to be provided to the HEAC as an agenda item for discussion and possible action. Staff will work with HEAC committee members on identifying a time to meet in late October/early November to include discussion on the report.

Committee Decision-Making Options

Option 1: Approve the modification (Staff Recommendation)

Disposition: This option would result in approval of the outline above, which would modify the Napa County 6th Cycle Housing Element Update Community Outreach Plan, and direct Staff to begin working, in the capacities outlined, on conducting two (2) additional focused community workshops.

Action Required: Committee Member motion to approve the modification, followed by a second motion and a vote. If the outline is to be amended, specify the content to be amended at time the motion is made.

Option 2: Deny the requested modification

Disposition: This option would result in denial of the outline above, which would not modify the Napa County 6th Cycle Housing Element Update Community Outreach Plan.

Action Required: Committee Member motion to deny the modification, followed by a second motion and a vote.

Option 3: Continuance Option

The Commission may continue an item to a future hearing date, at its discretion.