



Memorandum

AGENDA NO: 11a

MEETING DATE: April 1, 2019

To: City Council

Date: April 1, 2019

From: Mayor Donna Colson

Subject: Committee Report

Tuesday, 3/26/19: Meeting about Parking Lot F/N challenges and how to park the cars during the time down

- Will require a multi-faceted approach
- Probably combination of valet parking, shuttle service, employee options, uber/lyft and other creative ideas.
- DBID is working on a survey for local business
- Will share results
- Plan to submit an RFP to search for parking consultant and solution oriented firm that can assist in the transition.

Wednesday, 3/27/19: Home For All Frameworks Meeting

Housing Built in San Mateo County

- 7529 new housing units built since 2014 - Equates to town HMB
- 2000 of these are affordable and low income housing units are growing rapidly

County Funding - \$110.4 MM to Affordable Housing since 2014

- 2,055 New Affordable units
- 584 preservation of lower income units
- Total 5500 plus units at Market Rate
- 263 ADU permitted second units in 2018 alone - this is growing rapidly.
- This is on top of over 100 units year before - about a 5X increase in last 4 years
- 48% are thinking about leaving Bay Area

Four Strategies to Avoid Backfires

- Focus on housing availability
- Use values say why affordable homes matter
- Explain the policy and why it makes sense
- Use a positive tone

What is the problem we are facing?

- Strategy #1 - Messages make point that more homes available are good for community
 - Affordability - Really the issue is safe, healthy homes that are available and how do we make these available.
 - Limits on the word affordable - cues consumerist thinking, restricts solutions to “effort” and levels of income
 - Does not drive thinking to availability
 - Does not drive thinking to housing policy

- Strategy #2 Frame with Values

Give people values and explain it within the “value” system for people

Move from affordability and go to Fairness and Interdependence

- Fairness Across Places - Our zip codes where we live should not determine our cruces in life.
- Regional interdependence - Our region prospers when all the communities in it prosper - that is why we need to make sure that all communities have the resources they need to succeed. Workforce is an idea.
- Opportunity tanks bc it triggers the way we think such as you have to wait your turn, and opportunity to live in an area - chance for people to live in an area also ranks very low.

Shift in Tone - Not singling out a group for a problem.

- Strategy #3

Connect Availability to policy - When we build out policy in terms of how we make or do not make homes available - support making more homes available in their own communities.

- Example - Only 25% of the federal housing resources to go those that make under \$40,000 per year.

- Strategy #4

Use a positive tone - we really try not to use crisis language

Tone helps balance urgency and efficacy

- Creates fatalism
- Provides low motivation levels
- If we do create an area of urgency with efficacy then you get the magic realm - we can show specific changes and a process to move forward
- Tone matters - Negative valence = breadth of problems, positive valence = potential of solutions