

Housing Engagement Report and Community Engagement Framework

6.6.19

Gainesville.
Citizen centered
People empowered

Housing Engagement Goals:

1. Collect broad community feedback on housing priorities and concerns.
2. Create an inclusive engagement framework based on feedback from across the community.

Timeline

- 2/20 Housing Engagement Meeting
- 2/20-3/14 ForEveryoneHome application (not awarded)
- 3/14-4/29 Meetings with:
 - Individual stakeholders (homeowners, renters, landlords, planners, developers)
 - Affinity groups (seniors, survivors of DV, immigrant communities)
 - Partner organizations (Gainesville Housing Authority, Meridian Behavioral Health Center, United Way of North Central Florida, Fearnside, Habitat for Humanity, Shimberg Center for Housing Studies)
- 4/4-5/5 Survey Data Collection

2/20 Housing Themes Discussed

- Financing housing
- Environmental concerns
- Community safety
- Diverse housing options
- Healthy communities & neighborhoods
- Inclusivity
- Land use and zoning
- Gentrification
- Student housing
- Homelessness
- Transportation
- Not in my backyard

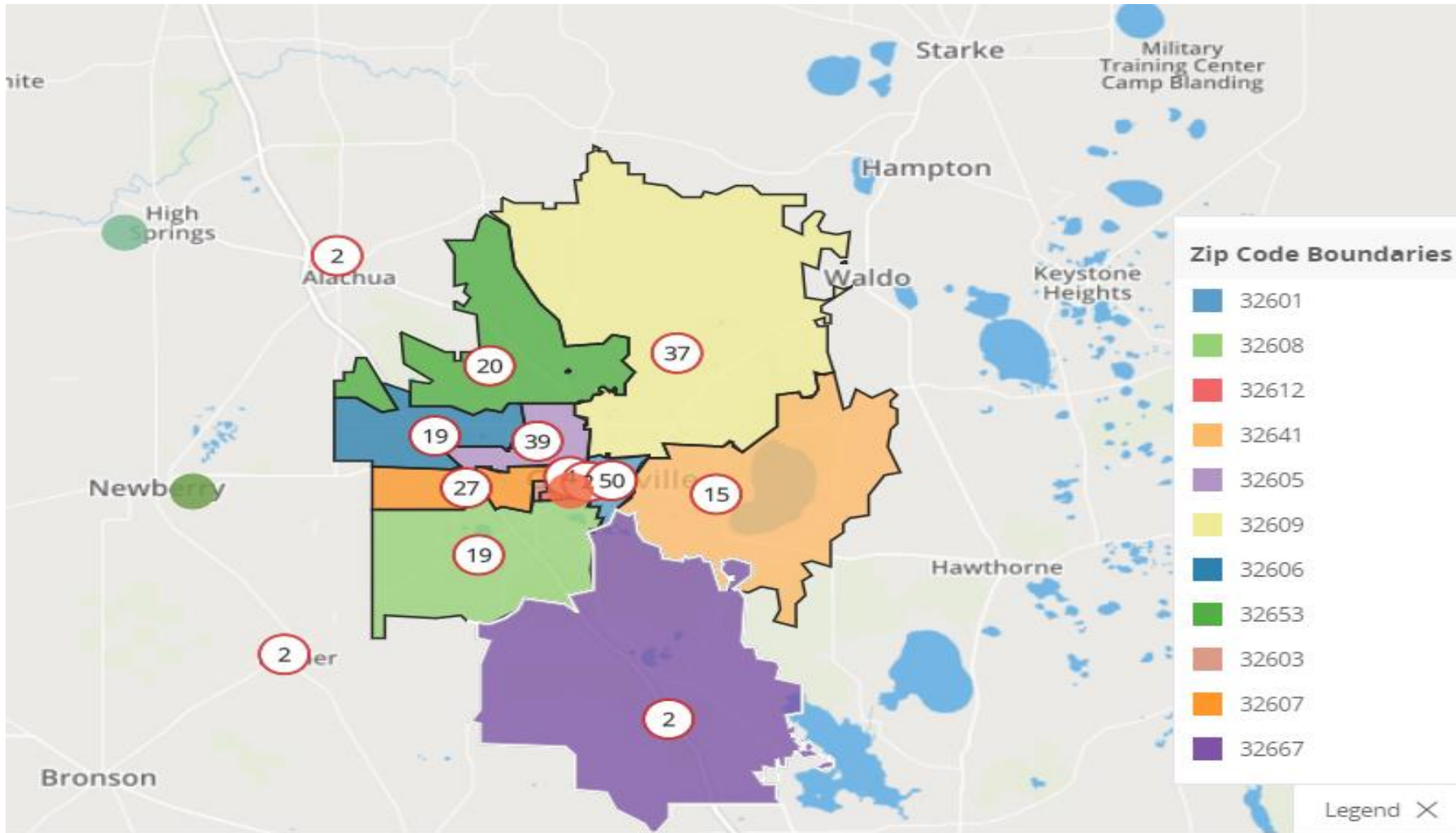
Qualitative data: Housing Concerns

- Need for more diverse housing options for:
 - People making less than the AMI
 - Seniors looking to downsize
 - People with disabilities
 - Veterans
 - Survivors of domestic violence
 - Currently unhoused individuals seeking housing
- Impact of development pressure on communities vulnerable to displacement
- Impact of increases in rental costs

Qualitative data: Engagement Concerns

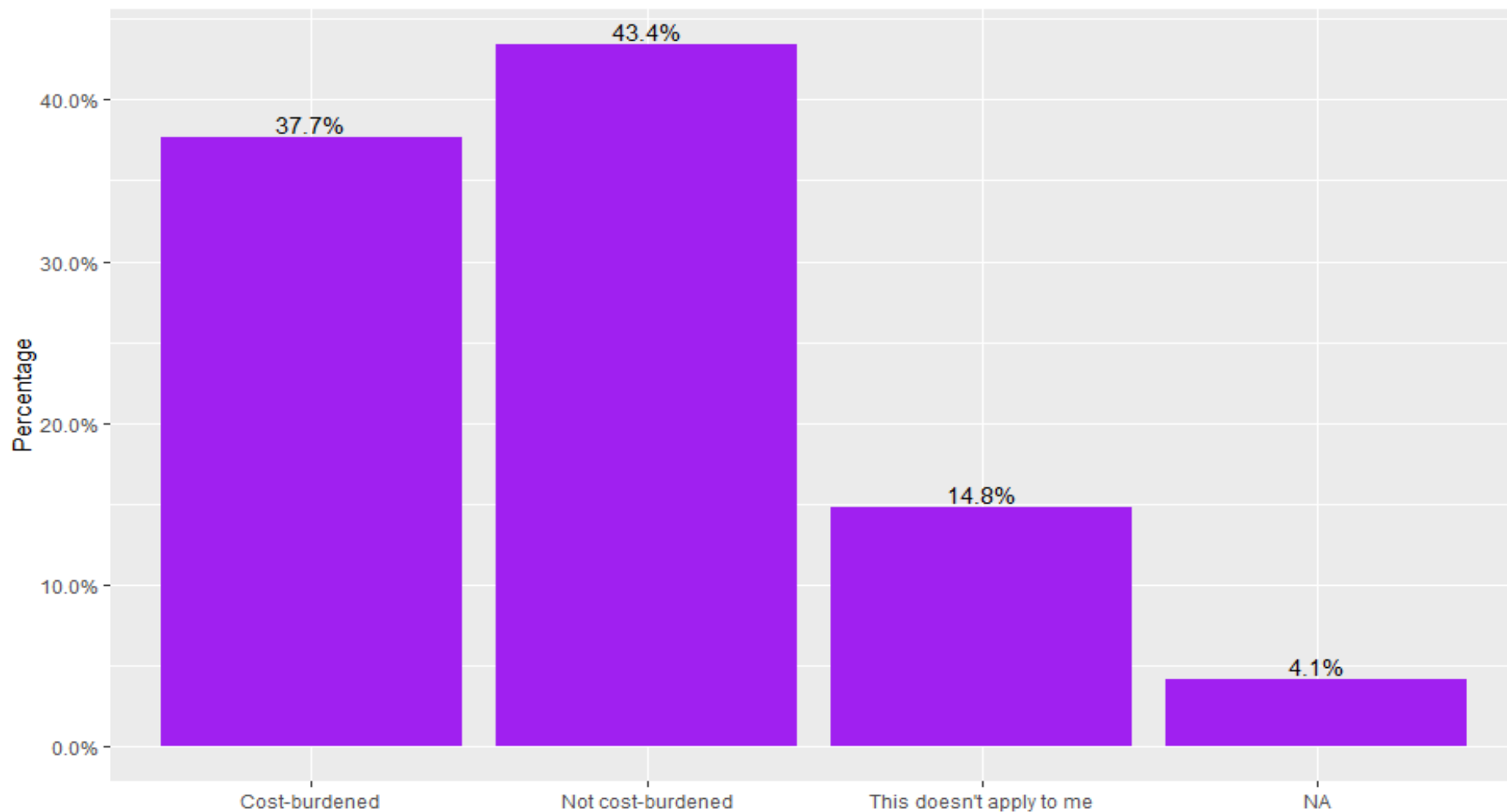
- Need more diversity of perspectives involved in decision-making about housing
- Engagement fatigue:
 - “What are we going to *do*? Call me when you have something on the table.”
- Engagement barriers: “If I don’t know what my kids are going to eat tomorrow, your survey isn’t my first priority.”
- Need to build trust between community and city

Survey Data: 249 Responses by Location



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Survey Data: Participants' Cost Burden



Primary Goal of Public Engagement

Increase meaningful collaboration between the city and all of our community members

Core Values for the Practice of Public Participation (International Association for Public Participation*)

Public participation:

1. ...is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
2. ...includes the promise that the public's contribution will influence the decision.
3. ...promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
4. ...seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
5. ...seeks input from participants in designing how they participate.
6. ...provides participants with the information they need to participate in a meaningful way.
7. ...communicates to participants how their input affected the decision.

*Core Principles used with permission from the International Association for Public Participation (IAP2)

Broad Questions to Ask Before We Engage

1. What specific decision are we seeking to involve the public in making?
2. How will public contributions to decision-making influence the final decision made by the Commission?
3. How will the community, staff, and the Commission recognize and communicate the needs and interests of all participants (including decision-makers)?
4. How will the city seek out and facilitate the involvement of those potentially affected by or interested in a decision?
5. How will we invite participants to collaborate with us in designing opportunities for participation?
6. How will we ensure that participants have the information they need to participate in a meaningful way?
7. How will we communicate to participants how their input affected our decisions and how we prioritized the feedback we received?

Narrowing in on specific challenges and strategies for housing engagement

What's on the table to decide?

- Programs?
- Funding?
- Partnerships?
- Equitable development?
- Strategies for development without displacement?

Strategies for equitable and inclusive engagement

- Building trust between the city and historically marginalized communities
- Consistently collecting demographic data
- Supporting youth engagement

Strategies for better communication and information sharing

- Community planning institute
- Affordable Housing Action Plan engagement
- Comprehensive Plan engagement

Recommendations

- Workshop: Part A) Questions to answer before we engage, & Part B) developing an equitable and inclusive engagement strategy
- Full time employee dedicated to housing strategy working between DoD and HCD (in HCD)