

Affordable Housing and Community Engagement – Practicing What We Preach

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Housing Leadership Day
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Who We Are

- Mission-driven non-profit
- Developed or rehabbed 8,800 homes
- Comprehensive Team:
 - Development
 - Property Management
 - Resident Services
- Community engagement is built into our mission!



What is our approach?

- We believe pro-active engagement with the public demonstrates our values, improves the development process, and leads to better housing
- Our approach to community engagement is:
 - Transparent
 - Honest
 - Responsive
 - Ongoing



Proposed Educator Housing
Outer Sunset, San Francisco

Project Location



Community Open House

For nearly 50 years, MidPen Housing has built and managed beautiful and quality affordable homes in communities across the Bay Area.

Join us at an upcoming Open House to hear about the proposed educator housing development at the SFUSD-owned Francis Scott Key Annex site on 42nd Avenue. The MidPen Housing team will be available to discuss project goals, answer questions, and listen to community members' comments and priorities.

Refreshments will be provided and children are welcome.

Your Input Matters

Your opinions are important to MidPen and we are committed to listening to you. The focus of the Open House will be to collect your ideas and feedback, which will help us develop the proposed plans and design.

MidPen plans to host additional Open Houses over the next few months to review the proposed plans with the community as they develop.

Open House Location

Wednesday, August 22, 2018
6:00pm-8:00pm

Francis Scott Key Elementary
1530 43rd Ave, San Francisco

Stay up to date!
<https://fsk-midpen.com/>

For questions about the Open House, please contact us by email at FSK@midpen-housing.org or by phone at (415) 671-4766.

To learn more about MidPen and our other communities, please visit our website at www.midpen-housing.org



Order of Engagement

- Developing outreach plan
- Holding conversations with neighbors, community groups, elected officials, etc.
- 1st community meeting – intro to MidPen
- 2nd community meeting – intro to project design, initial feedback
- 3rd community meeting – response to comments
- Additional public meetings as needed...

Keys to a Successful Discussion

1. Provide food!
2. Overstaff and be clear about roles
3. Create a communal environment
4. Sweat the details!
5. Provide context/updates – then focus on listening
6. Talk about process, not just content
7. Documentation is key
8. Follow up!

Keys to a Successful Discussion



Beyond the meetings...

- Understand your priorities and constraints
- Maintain a comprehensive contact list
- Use multiple forms of communication (website, email list, mailing) to get the word out
- Develop a narrative and reference it
- Think hard about your target audience

Project Example – 965 Weeks East Palo Alto

