



Regional Collaboration of Monterey County Assessment of Fair Housing Community Participation Plan

I. Introduction

The Assessment of Fair Housing (AFH) is an evaluation of historical and existing fair housing conditions that result in goals that will be used in the development of the Consolidated Plan(s) for the County of Monterey (Urban County), City of Salinas, City of Monterey, City of Seaside, and the development of the public housing authority (PHA) Plan for the Housing Authority of the County of Monterey. The Monterey Urban County covers the unincorporated areas of Monterey County and the Cities of Gonzales, Greenfield and Sand City. This analysis must be completed in accordance with the requirements defined in the U.S. Department of Housing and Urban Development's (HUD) new Affirmatively Furthering Fair Housing (AFFH) Rule.

Outreach is a key focus of the new AFFH Rule. MIG Inc, in partnership with Veronica Tam and Associates Inc, has designed a robust community outreach program, which will be implemented by MIG. The Community Participation Plan (CPP) describes the activities the Collaborating Parties and consultant team will undertake to engage a diverse cross-section of the County and attract a wider audience to participate in the development of the AFH. The CPP identifies specific outreach approaches, methods, target audiences, key activities and a preliminary schedule for implementation.

II. Outreach Approach

The public engagement program will offer opportunities for the public, local fair housing organizations, public and private housing providers, affordable housing advocates, and other community and civic leaders to be involved in the AFH development. In particular, the community outreach will seek out and consider the viewpoints of hard-to-reach groups such as seniors, youth, people with disabilities, communities of color, and low- and moderate-income residents in the course of conducting public outreach and involvement activities. The CPP is based on the following principles:



- **Local networks.** The outreach efforts will leverage and tap into the existing networks of local community leaders and tenant organizations to collect input from a wide range of community members in the County.
- **Authentic community dialogue.** Monterey County has several communities that are experiencing growth within a limited housing market, and this has often been accompanied with an overarching community concern of equity and inclusivity. This outreach effort will generate authentic dialogue, rooted in research and data, on affordable housing issues and opportunities. Local data and key statistics on housing in the County will help ground these conversations.
- **Inclusive, flexible, and tailored approach.** MIG will proactively reach out to and engage a broad spectrum of stakeholder groups, including community leaders, limited English proficiency (LEP) populations, and low-income residents within the County. The outreach process will accommodate engagement in a variety of settings and will be tailored to match local and cultural preferences to the greatest extent possible.
- **High touch engagement.** A key component of the outreach process will be personal, face-to-face interactions. Outreach methods such as focus groups and workshops will allow the Project Team to interact with community members in a “high touch” fashion.

III. Methods and Tools

Stakeholder and public input is critical to the AFH process. The CPP encompasses a range of methods and tools to reach diverse audiences. The objective is to make it easy and convenient for people to participate.

Outreach: These tools are used to raise awareness, get people interested and publicize education and engagement opportunities. They include:

- Bilingual flyers (Spanish and English)
- Bilingual e-Blasts (Spanish and English)
- Stakeholder database (to be maintained throughout project)
- Partner communications
- Websites of Collaborating Parties

Educate: These tools are used to inform and educate community members about key fair housing issues, challenges and opportunities across the County.

- Interactive community workshops



- Stakeholder consultation focus groups
- Visuals and maps (e.g. mapping of opportunities/disparities from AFH Tool)
- Website updates
- Social media content
- E-blasts

Engage: These tools are used to obtain input from and foster dialogue between stakeholders. The process will collect input on fair housing issues, ideas, and concerns.

- Key informant interviews
- Fair housing survey
- Stakeholder consultation focus groups
- Interactive community workshops
- Social media engagement through Twitter, Next Door, Facebook, etc.

IV. Key Audiences

The Project Team will engage community leaders, the general public and other stakeholders across the County to collect their input on fair housing issues. The key audiences below will be targeted through the appropriate engagement methods. **This is a “living list” and MIG will continue to add stakeholders/ audiences to the list to ensure strong representation from City of Salinas, Monterey, Seaside and other areas in the County.**

1. Monterey County residents
2. Monterey County Department officials and staff
 - a. Housing and Planning Departments
3. Housing Authority of the County of Monterey (HACM)
4. Community organizations
 - a. Veterans Transition Center
 - b. San Andreas Regional Center
 - c. Community Alliance for Safety and Peace
 - d. American Red Cross (Monterey Chapter)
 - e. Cesar Chavez Foundation
 - f. Communities for Sustainable Monterey County
 - g. First Mayor’s House
 - h. Food Bank for Monterey County
 - i. Meals on Wheels of the Salinas Valley
 - j. Non-profit Alliance of Monterey County
 - k. Building Healthy Communities initiative



- I. COPA
- m. Center for Community Advocacy /Centro de Abogacía de la Comunidad
5. Affordable housing developments
 - a. Las Casas de Madera
 - b. Dai-Ichi Village Senior Affordable Housing
 - c. Northridge Park
 - d. Catalyst Apartments
 - e. Steinbeck Commons Apartments
 - f. Lupine Gardens Apartments
 - g. Mariposa Apartments
6. Affordable and fair housing advocates and organizations
 - a. Housing Development Corporation
 - b. CHISPA
 - c. Coalition of Homeless Services Providers
 - d. Mid-Peninsula Housing Corporation
 - e. Legal Services for Seniors
 - f. Eden Housing (absorbed South County Housing)
 - g. Habitat for Humanity
 - h. Interim
 - i. ECHO Housing
 - j. Housing Choices
 - k. Project Sentinel
7. Tenant organizations
 - a. Housing Resource Center
 - b. Salvation Army - Good Samaritan Center
 - c. Tenants Together - Tenant Foreclosure Hotline
 - d. Access Support Network (took over for John XXIII AIDS Ministry)
 - e. Central Coast Foreclosure Collaboration
8. Faith-based organizations
9. Educational institutions and young people
 - a. Administration of Hartnell College
 - b. Alisal Campus
 - c. Central Coast College
 - d. Cal State Monterey Bay
 - e. Steinbeck Innovation Cluster
 - f. Local high schools
 - g. Boys and Girls Club of Monterey County



10. Advisory Committees and social service agencies
 - a. Monterey County Department of Social and Employment Services
 - b. Seaside Community Development Advisory Committee
 - c. Monterey County Equal Opportunity
 - d. Monterey County Migrant Seasonal Head Start Office
11. Realtors and Business Organizations
 - a. SUBA
 - b. Monterey County Association of Realtors
 - c. Shankle Real Estate
 - d. Century 21
 - e. Central Coast Properties
 - f. The Jacobs Team
12. Local Farm Worker Organizations
 - a. Monterey County Farm Bureau
 - b. Rural Development Center (ALBA)
 - c. United Farm Workers
 - d. Center for Community Advocacy
 - e. California Rural Legal Assistance
 - f. California Institute of Rural Studies
 - g. California Coalition for Rural Housing
 - h. Farmworker Institute of Education & Leadership Development
13. Seniors and older residents
 - a. A. Alliance on Aging
14. Youth
 - a. Rancho Cielo
15. People with disabilities
 - a. Central Coast Center for Independent Living
 - b. Veteran Transition Center
 - c. Gateway Center of Monterey County
 - d. Interim, Inc

V. Metrics of Success

The public engagement program will be assessed according to its ability to reach specific participant groups and achieve particular outreach targets and measurements.



Accessibility

- Engagement activities will be held in a variety of locations and formats to accommodate hard-to-reach groups such as youth, seniors, minorities, low-income families, and people with disabilities.
- All formal meetings will be held in ADA accessible locations.
- All formal meetings will be held at venues with access to public transit.
- Bi-lingual staff will be assigned to events in areas likely to attract Spanish speaking residents.
- Engagement activities are scheduled at varying times to accommodate the needs of area workers in the 24 hour economy.

Extent, or reach, of the process

- Community workshops, surveys and focus groups will be publicized broadly using an array of methods that allows residents and stakeholders to participate in some outreach activity throughout the AFH process.
- The process will also include highly targeted activities designed to reach those who traditionally don't participate or respond to the County's communications materials.
- Participation goals will be set for reaching individuals from specific demographic groups for the following individual methods:
 - Print and online survey
 - Community workshop attendance
 - Focus group attendance

Diversity of participants

- Outreach efforts will be designed to reach participants that are reflective of the demographics of the County including age, ethnicity, income and neighborhood.
- Outreach activities will routinely collect participant data to help assess how well we are reaching a socio-economically diverse population of residents and on what issues their perspective may differ from the broader public.
- Outreach efforts will include a variety of groups and organizations that are representative of the County geography, interests, and constituencies.



VI. Preliminary Timeline

We understand the Collaborating Parties have coordinated to set a deadline for October 4, 2019 for the AFH Plan. The following timeline for major outreach tasks will allow ample time for completing the AFH Plan.

Task	Tentative Timeline
Kick-off Meeting	November 2017
Community Participation Plan	December 2017
Fair Housing Survey	November 2017 – June 2018
Key Informant Interviews (10)	January – February 2018
Community Outreach Materials	March 2018
Stakeholder Consultation Focus Groups (2)	April – May 2018
Community Workshops (4)	May- July 2018