

## Housing Our Future Outreach Options

At the March 4, 2024 work session, City Council expressed a desire for additional outreach efforts for the Housing Our Future project to ensure that the voices of all community members, particularly those who do not typically provide feedback through traditional input methods, are represented. This document summarizes outreach activities that are currently scoped in the Housing Our Future project, along with additional activities City Council could consider to supplement this outreach. Outreach is intended to inform creation of the project's Housing Production Strategy (HPS), which must be completed in 2025. Activities identified as "TOP PICK" are those that City staff expect to have the potential to yield the most useful input to the project within the scoped project timeline.

**Currently Scoped Outreach Activities – Funded by DLCD grant:** These outreach options are already included in the project scope.

1. **Interviews (Summer 2024).** Up to six interviews with service providers for people experiencing homelessness, members of the Hispanic/Latine community, service providers, policy makers, and residents of Wilsonville confronting housing affordability issues. ECONorthwest will summarize input from the interviews.
2. **Culturally specific community event (Summer 2024).** This will be an in-person event where we present key findings of the Housing Needs and Capacity Analysis (HNCA), discuss participants' personal housing concerns, and solicit feedback about potential approaches to addressing unmet housing need. To maximize effectiveness, this may best be conducted as a focus group with outside assistance from a culturally-specific nonprofit such as Centro Cultural, which will require an additional consultant contract and City funding.
3. **Public Open House (Fall 2024).** Meeting to present results of the HNCA and solicit feedback on possible housing strategies. This may be held virtually.

**Outreach Ideas Requiring Additional Staff Time – Not in DLCD grant scope:** These outreach options could be implemented using staff time and resources already available to the City. Implementation of these options could be accommodated within the current project timeline.

4. **TOP PICK: *Let's Talk, Wilsonville!* story prompt (Spring 2024).** In response to City Council's feedback, the City's communications staff partnered with the project team to provide a financial incentive for up to 10 participants sharing how housing costs impact their lives. This was advertised via the City's social media channels, on *Let's Talk, Wilsonville!*, in the City's Annual Report, in the Boones Ferry Messenger, and on flyers posted at the Library and City Hall. Participants could indicate if they would be willing to share their experience in an interview (see activity 1). As of early May 2024, approximately two thirds of participants in this activity were renters.
  - o Level of Effort – Low. Requires coordination with communications staff to advertise and track responses.

5. **TOP PICK: 2024 Cost Burden Meeting.** The City is required to hold a public meeting by the end of 2024 to discuss causes and solutions to rent burden. To more broadly engage the community and gather input on how cost burden impacts residents, consider partnering with Wilsonville Community Sharing (WCS) as part of this meeting, allowing WCS to advertise some of the assistance services they offer that can offset the impacts of rent burden.
  - Level of Effort – Moderate. Planning for this meeting requires coordination with WCS. Requires coordination with communications staff to advertise the meeting, but would be able to partner with WCS on advertising which may broaden the event’s reach. Staff time would be needed to organize the event and manage logistics. Need to plan the event in a way that insures the statutory requirements for this meeting are met.
6. **Let’s Talk, Wilsonville! strategy survey.** In conjunction with activity 3, create a survey to gather feedback on possible housing strategies.
  - Level of Effort – Low. Can use content from open house to create the survey. Requires coordination with communications staff to advertise and track responses.
7. **Public discussion panel event on housing-related topics featuring Housing Our Future Task Force members.** This would be a public event, hosted by the Planning Commission as a Committee for Citizen Involvement (CCI) event, that would provide an educational opportunity for the broader public, City Council, and the Planning Commission on housing-related topics.
  - Level of Effort – Moderate. This would require Task Force members who are willing to participate, and coordination with communications staff to advertise the event across multiple City platforms. Staff time would be needed to organize the event and manage logistics. Input from this event is not related to a specific task so there is flexibility in the timing of the event.
8. **Housing Policy 101 City webpage.** This would serve as an educational resource on housing policy for the broader public, City Council, and the Planning Commission, featuring links to outside sources that provide educational information on housing policy. Once established, the project team could work with City communications staff to publicize via City social media channels and the Boones Ferry Messenger.
  - Level of Effort – Moderate. Establishment of the webpage will require staff time for research and content creation. Requires coordination with communications staff to advertise the webpage. Ongoing management of the webpage will require staff time during and beyond this project.

**Outreach Ideas Requiring Additional Consultant Assistance – Not in DLCD grant scope:** These outreach options would require separate consultant contracts beyond the current contract funded through the DLCD grant. This would require additional funding through the Planning Division’s professional services budget and additional staff time to manage. Management of additional contracts with consultants other than the project consultant will require additional time of staff to communicate outreach information and incorporate into work products. This would shift time away from efforts on other long range planning projects, delaying those projects’

progress or capacity to review/support current planning projects. Depending on the timing of these activities there may be impacts to the overall project timeline.

9. **TOP PICK: Housing Conversation Guide.** This idea was included in the project’s Public Engagement Plan but is not included in the current DLCD grant funded project scope due to DLCD funding limitations. This guide seeks to empower project participants to host conversations with friends, family, and colleagues to discuss housing needs and helpful supports the City could offer. The City will need to recruit people to host these conversations. Some sources of hosts may include members of the DEI Committee, Task Force members, decision makers, and other interested knowledgeable community members. This document would provide guidance for people hosting Housing Conversations, including background information about the project, instructions on how to host the conversations, key questions for discussion, direction on documenting feedback from the discussions, and details about how to submit the results of the conversations. To inform the HPS, the conversations would need to be held by fall 2024; otherwise there may be delays to the overall project timeline. Whether or not this is a successful tool would depend on the efforts of those in the community hosting these conversations.

- Level of Effort – Moderate. Staff time would be needed to review the conversation guide. Since the intent of this guide is to allow for community members to facilitate conversations it would involve additional staff time to recruit participants and coordinate with them to collect the results and share them with the consultant team.
- Level of Consultant Cost – Low.

10. **Additional focus groups to discuss housing needs.** The project team could partner with a consultant to conduct focus groups specifically focused on the experiences and needs of market rate renters and first time homebuyers. Participants in activity 4 may be a source of participants for focus groups.

- Level of Effort – Moderate to High. Focus groups would require staff time to organize and plan even though they would be conducted by a consultant. The right partners need to be engaged to invite the target audiences. Like activity 2, these focus groups would need to be held in summer 2024 to provide feedback to the project at the right time. If it is not possible to organize in this time frame there could be delays to the overall project timeline.
- Level of Consultant Cost – Low to Moderate, depending on the number of focus groups.

11. **Extensive public education and awareness campaign on housing.** This would be more extensive than the Housing 101 City webpage (activity 7) and would include the production of educational materials about housing policy and how these ideas could be used in Wilsonville. This could also include a dedicated housing website, social media and mailing campaign, brochures/pamphlets to be distributed at community events, etc.

- Level of Effort – High. While consultant assistance would be needed to develop the educational materials, extensive staff time would be needed to coordinate with City communications staff and publicize this information. Conducting this

campaign during the Housing Our Future project will take time away from managing the project and may impact the City's ability to meet the state mandated deadline. If there is interest in this type of campaign, this could be included as a strategy in the HPS that could take place after the Housing Our Future project. This could also be incorporated into activity 12.

- Level of Consultant Cost – Moderate to High.

### **Outreach Ideas Requiring Additional Staffing and/or Changes to the Planning Division Work**

**Program:** This outreach option would require implementation of EHSP Action 1E, creation of a City housing liaison position. Alternatively, some of these activities could be pursued individually without creation of a separate housing liaison position; however this would require a reallocation of the Planning Division's workload and would delay other long range projects. The full level of outreach anticipated through this position cannot be achieved without establishment of the housing liaison. Outreach activities of this nature would extend beyond the project timeline and are intended to be ongoing.

**12. Intensive, ongoing public engagement, resource connections, and education on housing (Implementation of Equitable Housing Strategic Plan (EHSP) Action 1E).** As described in the EHSP, this action was identified for near-term implementation and would require creation of a City housing liaison. The housing liaison would provide focused attention to EHSP implementation, tracking current conditions, building relationships with local stakeholders, supporting renters, and maintaining information on the City website. This liaison would do the following:

- Help to implement EHSP implementation actions.
- Conduct ongoing outreach with the County, Metro, development community, community-based organizations, and service providers.
- Connect prospective homeowners, renters, and people experiencing homelessness with the array of resources available through other partners. The City does not expect to be able to offer its own housing services, including homeless services, in the near term.
- Create and maintain the online One Stop Shop that would include a directory of housing-related resources on the City's website for community members, key stakeholders, and interested developers.

Establishment of a housing liaison also would allow the City to partner with non-profit partners and provide opportunities for leading more housing development projects, including pursuing land acquisition, growing a partner homebuilder program, establishing developer partnerships, etc.

- Level of Effort – Very High. The activities envisioned by EHSP Action 1E are intended to be carried out by a separate staff position. While the Planning Division has taken the lead on several EHSP implementation actions involving planning and zoning regulations, other actions require more specific housing expertise. The amount of outreach envisioned in this action is intended to be ongoing, not project specific, and would be able to accommodate other educational efforts such as activity 11.