



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 3b
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Memorandum

TO: Legislation Committee

DATE: January 4, 2019

FR: Executive Director

RE: CASA Outreach

Background

At its December 19th meeting, the Commission authorized Chair Mackenzie to sign the CASA Compact subject to certain understandings, including that staff develop a comprehensive outreach program to local government. In response, staff has been working with local government associations, such as conferences of mayors and League of California Cities divisions, to get on their January and February agendas. This memo summarizes our local government outreach plan and other efforts to engage Bay Area residents about the CASA Compact as it moves to the next phase. We would appreciate your feedback on this initial outreach plan and any additional suggestions you may have about other opportunities to meaningfully engage with the Bay Area's local elected officials and residents.

Local Government Outreach

Staff recognizes that local elected officials have a lot at stake when it comes to housing policy. Our approach to the meetings will be to provide a presentation on the ten components of the CASA Compact and provide an opportunity for local elected officials to ask questions and offer feedback. In addition, we view this as an opportunity to listen and gather input on several Compact items, such as which of the many revenue options to pursue and how to address concerns about community impacts (e.g. to schools, parks, etc.) associated with building new housing. We hope these meetings will facilitate a healthy discussion at the local level about how best to address the region's housing crisis and reduce the extent to which opposition to the CASA Compact is due to misunderstanding of the details or intent. In that spirit, staff looks forward to listening and deepening our understanding of the perspectives of our 109 local jurisdictions and gaining new insights that will inform the various bills as they take shape later this year.

At the time this memo was finalized, the following meetings were confirmed or had already been held: Alameda County Conference of Mayors, Contra Costa Mayors' Conference, Santa Clara Cities Association, Sonoma County Mayors' and Councilmembers' Association, and sub-regional divisions of the League of California Cities (East Bay, North Bay and Peninsula Divisions).

Other meetings that are still in the scheduling process and have yet to be confirmed include Marin County Council of Mayors and Councilmembers, Napa County Board of Supervisors, San Mateo County Council of Cities and Solano City & County Coordinating Council. See Attachment A for specific dates.


In addition to these meetings, with guidance from this committee, staff plans to include local jurisdictions in the development of Compact advocacy, consistent with the Commission's motion authorizing Chair Mackenzie to sign the Compact.

Community-Based Organization Outreach

Four evening meetings regarding CASA were hosted by community-based organizations throughout the Bay Area (San Jose, Concord, Santa Rosa, and East Palo Alto) in summer 2018, providing residents an opportunity to articulate the housing challenges they face and their communities' needs before the CASA Compact was finalized. Materials were provided in English and Spanish and interpreters provided live translation. Priorities raised during the community meetings highlighted shared regional solutions, most notably the need for baseline tenant protections and housing affordable to no-income and low-income residents. Three additional meetings have been scheduled in January 2019 for sensitive communities to provide their input on the benefits and impacts of the adopted Compact elements.

Public Engagement

Staff plans to regularly update our web site as CASA-related legislation moves through the process, use social media to share relevant news articles, and include CASA stories in our E-newsletter. In response to a suggestion by Commissioner Pierce, we are working on a sample news story to share with local and community-based papers. Finally, we are developing a short video about the housing crisis that underscores the need for the CASA Compact.



Steve Heminger

Attachment:

- Attachment A: Preliminary CASA Local Government Outreach Schedule

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CASA Preliminary Local Government Outreach Schedule

Meeting Date	Organization	Notes
December 12, 2018	Alameda County Mayors' Conference	Completed
January 9 th , 5 pm	League of Cities/North Bay Division (includes 4 North Bay Counties) meeting	Confirmed
January 10, 7 pm	Santa Clara County Cities Association Meeting	Confirmed
January 24, 7 pm	East Bay League of Cities Meeting, Walnut Creek	Confirmed
January 29, 9:30 am	Napa County Board of Supervisors	In progress
January 30, 11:30 am	Peninsula League of Cities Division	Confirmed
January 31, 7 pm	Sonoma County Mayors' and Councilmembers' Association, City of Healdsburg	Confirmed
February 7 or March 7	Contra Costa Mayors' Conference Meeting	In progress
February 25, 7:30 pm	Solano City & County Coordinating Council	In progress
February 22, 6 pm (tent.)	San Mateo County Council of Cities	In progress
February 27, 7 pm (tent.)	Marin County, Council of Mayors and Councilmembers, Sausalito	In progress