

COMMUNITY ENGAGEMENT PLAN

To: City Staff and Housing Advisory Council
From: Mollie Fitzpatrick and Vanessa Bramante
Re: Community Engagement Plan
Date : July 12, 2023

Community Engagement Plan

This memorandum provides the proposed framework for community engagement to inform the City of Arvada's Housing Strategic Plan. Root Policy's community engagement process will be intentional and tailored to Arvada's current conditions and needs. This plan reflects this process as well as Root's proposed Scope of Work. It will be refined based on feedback from city staff and the Housing Advisory Committee (HAC). If needed, elements will be adapted over the course of the project.

Key engagement elements. The proposed engagement elements are:

- Between 10 to 15 interviews and/or focus groups with stakeholders/experts in the area to help focus policy, regulatory, and data analysis..
- Focus groups with stakeholders in the real estate and business community.
- Resident survey using the instrument Root used for the 2020 needs assessment.
- Ongoing discussions with the Housing Advisory Committee (quarterly meetings throughout the project).

Stakeholder Interviews and Focus Groups

Goal. Explore housing barriers and policy/regulatory opportunities to guide Root's analysis, support data collection findings, and identify solutions and strategies.

Who. Root team members will work jointly with the Housing Advisory Committee to develop a list of stakeholders to participate in 10 to 15 interviews as well as stakeholders to participate in focus groups. Root will help identify stakeholders and experts from the following fields:

- Policy, regulatory, and data analysis experts;
- Stakeholders from the real estate and business communities —focus groups will be conducted to discuss and determine housing demand perceptions, regulatory and market barriers, and land and construction costs trends;

- Non-profit housing providers; and
- Social service organizations —through focus groups, Root will gather information on low income and special needs residents including housing, transportation, and service needs.

When. Given the timeline of the project, Root proposes beginning stakeholder engagement in early Fall.

Logistics. Root team members will complete this task through the following:

- Develop an interview and focus group guide for comment.
- Root will contact stakeholders directly once the list is finalized and approved the Housing Advisory Committee. This will be completed through emails, along with phone calls as needed.
- Root will then schedule interviews and focus groups with interested stakeholders.
- We have found stakeholder interviews to be most successful in an online format (zoom, Teams, etc.) but can also conduct in-person meetings if that serves the project better.

Resident Survey

Goal. Inform the needs assessment update and Housing Strategic Plan recommendations through resident's perspectives on: housing needs across populations, attitudes toward various housing types, concerns on residential growth and density, and appetite for various policy solutions.

Who. Distribute survey to residents through a variety of promotional efforts. In the past Root has had success promoting the survey through city networks, local chambers of commerce and employer organizations, social media, and through local organizations providing housing and human services (e.g., housing authority waitlist).

When. Root proposes launching the resident survey in early fall to accompany stakeholder outreach. We typically leave surveys open for 4-5 weeks and will monitor responses and demographics throughout that time to evaluate whether targeted promotional efforts are needed to reach underrepresented populations.

Logistics

- Root will design the survey instrument as well as all promotional materials (social media teasers, press release, email language for partner organization promotion, etc.) for City staff review.
- Root will program the online survey through our SurveyMonkey platform which offers an accessible, screen-reader friendly platform. The survey and all promo

materials will be provided in English and Spanish. Root primarily promotes the survey in an online format but will also create paper versions as needed .

- The City will assist in survey promotional efforts through Arvada's website and other communications avenues.

Quarterly HAC Meetings

Root will participate in ongoing quarterly HAC meetings to provide project updates and facilitate discussion of potential housing strategies.