

Summary of Community Engagement and Outreach Comments through June 2022

As part of the Housing Element Update, the City of San Carlos launched a robust community outreach program to ensure the public and key stakeholders are aware, informed, and engaged throughout the entirety of the planning process. Five key audiences were identified including: the Council Subcommittee, Planning Commission, City Council, Stakeholders (local agencies and housing groups, community organizations, housing sponsors, and student groups, etc.), and the General Public (residents of the community).

The outreach process was largely virtual due to the limitations from COVID-19 pandemic. Community workshops, surveys, stakeholder meetings, and all other participation opportunities were promoted through website updates, social media posts, mailers, and flyers posted in public spaces. Specifically, this included social media posts on Facebook, NextDoor, Instagram, and Twitter. Announcements about the project and workshop were made at public meetings including City Council, Planning Commission, Transportation & Circulation Commission, Economic Development Advisory Council, and the Youth Advisory Council. In addition, the engagement events were promoted through the City's Spotlight Newsletter, City Council Newsletter, Adult Community Center Newsletter, Chamber of Commerce Newsletters, and E-notify blasts. There were also some grassroots efforts such as booths at the San Carlos Farmer's Market and flyers throughout the Downtown. Across all the workshops and surveys there were 370 stakeholders who participated.

In addition, service organizations were directly contacted to solicit participation in the program, and included organizations representing lower- and moderate-income households, seniors, and youth, among others. Through this robust outreach and engagement process, the strategies in the Housing Element were defined. Below is an overview of the various community engagement opportunities.

Community Workshops and Follow-up Surveys

Community Workshop	Date / Date Range	Topic	Number of Participants	Link to Summary Reports
Survey #1	Mid-October to December 7, 2020	Housing and Environmental Safety	76	Summary of Survey #1
Workshop #1	November 30, 2020	Community Values, Issues, and Concerns	65	Summary of Workshop #1
Survey #2	January 11 – February 12, 2021		75	Summary of Survey #1
Workshop #2	January 20, 2021	Values and Land Use Strategies	75	Summary of Workshop #2
Workshop #3	May 26, 2021	Housing Changes and Solutions	37	Summary of Workshop #3

Workshop #4	August 11, 2021	Housing Changes and Zoning Strategies	42	Summary of Workshop #4
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Stakeholder Interviews

- Chamber of Commerce
- San Carlos Parks and Recreation Department
- Parent Teacher Association (PTA) Coordinating Council
- San Carlos School District

Focus Groups

- Greater East San Carlos Organization (GESO)- January 19, 2021
- Harbor Industrial Area (HIA)- November 4, 2021
- Focus Group Meeting with Organizations that serve the Special Needs Community- June 13, 2022

Study Sessions and Subcommittee Meetings

- City Council Subcommittee Meeting #1- August 20, 2020
- Planning Commission Meeting- October 5, 2020
- City Council Subcommittee Meeting #2- November 5, 2020
- City Council Subcommittee Meeting #3- February 10, 2021
- City Council Subcommittee Meeting #4- September 1, 2021
- City Council Study Session- September 27, 2021
- City Council Subcommittee Meeting #5- November 10, 2021
- Planning Commission EIR Scoping Meeting- January 12, 2022
- Planning Commission Study Session – September 18, 2022
- City Council Study Session – September 26, 2022

Exhibit A: Sample Outreach Materials



San Carlos Housing 2040

You are Invited!
Virtual Workshop
November 30, 6:30 – 8:30 PM
Register at [SanCarlos2040.eventbrite.com](https://sancarlos2040.eventbrite.com)



Join the City of San Carlos to discuss the **Focused General Plan Update** to amend the **Housing and Environmental Safety Elements**. To learn more visit SanCarlos2040.org.



Scan to Register



YOU ARE INVITED!

JOIN US FOR THE CITY OF SAN CARLOS'
THIRD VIRTUAL WORKSHOP
ADDRESSING OUR HOUSING NEEDS

Wednesday, May 26, 2021
6:00 – 8:00 PM
<https://sancarlos2040-workshop3.eventbrite.com>

RSVP Now!



Scan me with your Camera Phone to directly register

Email Lisa Porras, Planning Manager, for Questions/Comments
at lporras@cityofsanarlos.org



SAN CARLOS

SPOT LIGHT

ON
NEWSWORTHY
TOPICS

THIS ISSUE'S FOCUS:
Housing and
Environmental Safety

November 2020

www.sancarlos2040.org



In this issue:

- About the Project
- Looking Ahead at the Regional Housing Needs Allocation (RHNA)
- New Project Website! Focused General Plan Update
- Community Engagement: How to Get Involved
- Building on Our Previous Conversations
- Project Schedule

Getting Ahead on Housing and Environmental Safety

Ensuring that quality housing is available at an affordable price is one of the highest priorities for the City of San Carlos. Another top priority for the City is the environmental safety and well-being of our community. These priorities, championed by our City Council, also align with state requirements.

Over the past ten years, San Carlos has made progress on these goals by approving new housing and ensuring the safety of our community by preparing for climate-related emergencies. As both housing demands and climate concerns continue to change and evolve, the City of San Carlos is kick starting an effort to review, evaluate, and develop new policies and standards to meet our housing and environmental safety needs.

We invite you to participate in this conversation and learn more at sancarlos2040.org.



Register now!

November 30, 6:30 – 8:30 PM

Join your neighbors for a virtual workshop to discuss housing and environmental safety in the City of Good Living.

sancarlos2040.eventbrite.org



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