

The Engagement Strategy for the City of Piedmont's Housing Element Update outlines a comprehensive, inclusive, and detailed process that aims to engage all economic segments of the community and to promote fair housing. Through workshops, stakeholder / focus group meetings, advisory committee meetings, online feedback forms, and public hearings, the Engagement Activities and Project Resources are designed to equitably engage the multiple and diverse public perspectives of all Piedmonters including community members, residents, students, property owners, local and regional housing advocacy groups, and businesses. Translation and interpretation services will be offered throughout the process to include non-English speakers.

COMMUNITY ENGAGEMENT GOALS & OBJECTIVES

1. Develop an equitable program approach that aims to reach, educate and engage the community throughout the Housing Element Update.
2. Ensure community ownership of the Housing Element Update through participatory consensus building.
3. Build trust and long-lasting relationships between the city and its community residents, businesses owners, and other stakeholders.
4. Maintain consistent two-way communication between the project team and all Piedmonters, by reporting back on the input received and identifying how it informs the Housing Element Update process.
5. Use social media outlets to reach specific audiences (e.g., Facebook, Instagram, NextDoor along with newsletters, blogs, videos) and virtual platforms for engagement (e.g., ZOOM, Miro, Padlet, Mentimeter or equivalent) in addition to traditional mailing and survey tools.
6. Use inclusive methods of communication and engagement to reach groups including low-income people, people of color, immigrants, non-English speakers, people with disabilities, and others who often face barriers to participation in public decision making.
7. Use metrics throughout the process to analyze and recalibrate engagement goals and objectives.
8. Communicate well defined expectations to the community.


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PROJECT RESOURCES

Resources are available on the project website www.piedmontishome.org including:

- Project objectives and timeline
- Project updates and news
- FAQs
- Upcoming events and meeting summaries
- Educational videos
- Opportunities to submit ideas, comments through feedback forms, and subscribe to project mailing lists
- Interactive mapping tool



For more information and to receive updates visit:

piedmontishome.org

ENGAGEMENT ACTIVITIES



Stakeholder / Focus Group Meetings

Stakeholder / Focus Group Meetings will be conducted with various community members and groups including housing advocacy groups, businesses, educational institutions, students, and other community members. Meetings will focus on special needs groups, fair housing, challenges to housing development, housing type demand, and recommended housing policies and strategies.



Housing Advisory Committee Meetings

The project team will host a series of public meetings with the Housing Advisory Committee, established by the Piedmont City Council, to solicit input and guidance on the Housing Element Update.



Community Workshops

A series of community workshops will be conducted to provide the community and decision makers with basic knowledge of the Housing Element Update throughout the process. Through these workshops, the project team will share information about the project, answer questions, and gather feedback to address community concerns to incorporate into the Housing Element.

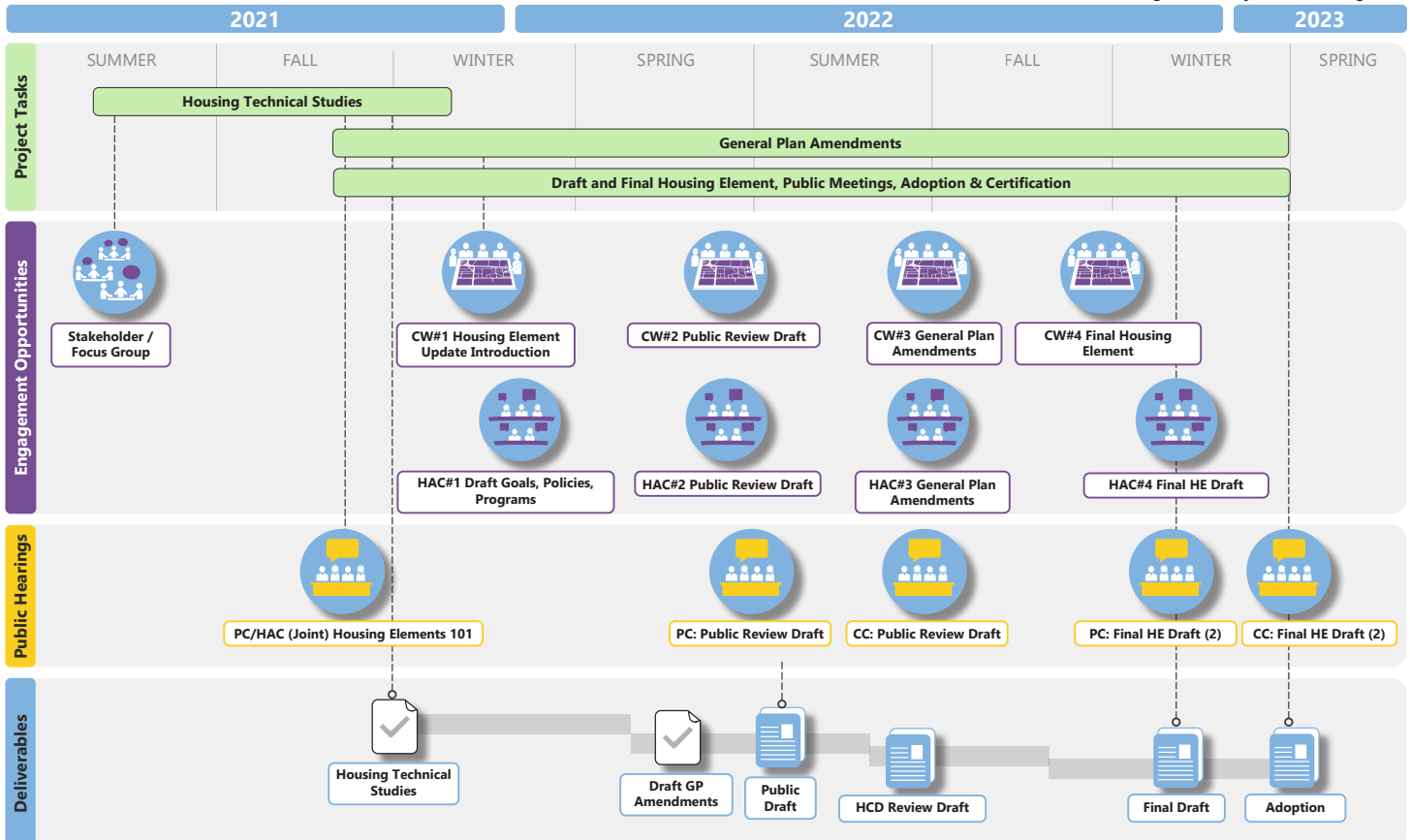


Public Hearings

The project team will participate in public hearings with the City Council and Planning Commission at various points throughout the process to provide project updates, drafts of the Housing Element Update for review, and receive recommendations for adoption.

CONCEPTUAL SCHEDULE

Note: Dates and meetings are subject to change.



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