

Webinar

ULI Colorado: Advocacy Training

Date: January 27, 2022

00:00:00 --> 00:00:04: We welcome you to this event about advocacy,
 00:00:04 --> 00:00:04: training how to
 00:00:04 --> 00:00:08: reduce risk and increase success for affordable housing.
 00:00:08 --> 00:00:11: I'm Marion epic, I'm a director with you like Colorado,
 00:00:11 --> 00:00:14: and I'm joined by a few of my UI color
 00:00:14 --> 00:00:15: Colorado staff.
 00:00:15 --> 00:00:18: Colleagues will be speaking in a moment just before we
 00:00:18 --> 00:00:19: get started.
 00:00:19 --> 00:00:22: A few logistics, we ask that you please stay muted
 00:00:22 --> 00:00:24: throughout the session.
 00:00:24 --> 00:00:26: During the Q&A at the end,
 00:00:26 --> 00:00:29: there will be an opportunity to ask questions of the
 00:00:29 --> 00:00:30: panelists.
 00:00:30 --> 00:00:33: You can either submit. Questions and comments through the
 chat
 00:00:33 --> 00:00:34: box.
 00:00:34 --> 00:00:36: Or you can unmute if you'd like to ask directly
 00:00:36 --> 00:00:39: and we are recording this event and it will be
 00:00:39 --> 00:00:41: available afterwards.
 00:00:43 --> 00:00:45: I would like to introduce my colleague Rodney Milton,
 00:00:45 --> 00:00:47: the new Executive director of you,
 00:00:47 --> 00:00:50: like Colorado. Good afternoon everyone,
 00:00:50 --> 00:00:52: I just wanted to walk you through.
 00:00:52 --> 00:00:54: First of all, this event extraordinary.
 00:00:54 --> 00:00:58: I think it's a very pressing topic and one that
 00:00:58 --> 00:01:01: that I I hope you all get some really good
 00:01:01 --> 00:01:05: understanding of how to move forward for development.
 00:01:05 --> 00:01:07: I did want to note a couple of events that
 00:01:07 --> 00:01:08: we have coming up.

00:01:08 --> 00:01:12: So on February 15th we'll have our emerging trends event.
00:01:12 --> 00:01:15: It was postponed from January,
00:01:15 --> 00:01:18: but this will be a hybrid virtual and in person.
00:01:18 --> 00:01:21: It'll be key. The keynote will be Andy Warren.
00:01:21 --> 00:01:25: He helped write the report and you'll get an opportunity
00:01:25 --> 00:01:28: to get a sense of what's coming down the Pike
00:01:28 --> 00:01:31: in different trends in our field on February 16th.
00:01:31 --> 00:01:34: That'll be at event equitable Access to capital.
00:01:34 --> 00:01:37: This is real estate development bylaw,
00:01:37 --> 00:01:40: and for all this is being led by our DE
00:01:40 --> 00:01:44: Committee and I think it'll be an excellent panel.
00:01:44 --> 00:01:49: February 23rd celebrating Colorado Springs 150th
anniversary of the mayor
00:01:49 --> 00:01:51: will be speaking there.
00:01:51 --> 00:01:53: I think it'll be an opportunity it a little bit
00:01:53 --> 00:01:55: of history of Colorado Springs.
00:01:55 --> 00:01:57: I actually have family down there so I'm definitely wanting
00:01:58 --> 00:01:58: to join that.
00:01:58 --> 00:02:02: And then for February 24th Hour Detour event that's held
00:02:02 --> 00:02:05: hosted by our Wild G Committee that's on the expansion
00:02:05 --> 00:02:09: of Colorado Convention Center and that'll be in person.
00:02:09 --> 00:02:12: I believe my colleague is going to drop this link
00:02:12 --> 00:02:13: into the chat,
00:02:13 --> 00:02:16: but you can always. Visit our website and sign in
00:02:16 --> 00:02:19: and register for those events going forward.
00:02:19 --> 00:02:22: I'll turn it over to you Mary.
00:02:22 --> 00:02:26: Yes. And of course, most importantly our annual sponsors.
00:02:26 --> 00:02:29: We want to give a shout out to the folks
00:02:29 --> 00:02:29: who who,
00:02:29 --> 00:02:32: you know ensure that we keep going and making sure
00:02:32 --> 00:02:33: that these are our partners.
00:02:33 --> 00:02:37: If you're not on this this slide and would love
00:02:37 --> 00:02:37: to be,
00:02:37 --> 00:02:40: please reach out to to Mary Ann or to myself
00:02:40 --> 00:02:41: or to Madeline.
00:02:44 --> 00:02:46: Thank you Ronnie and just to give an overview of
00:02:47 --> 00:02:48: what will be covering today,
00:02:48 --> 00:02:50: we're going to have a keynote training by Ann Marie
00:02:51 --> 00:02:51: Jensen,
00:02:51 --> 00:02:54: who is the founder and executive director of ECHO.
00:02:54 --> 00:02:57: She's going to be talking about how to do successful
00:02:57 --> 00:02:58: community outreach and advocacy,

00:02:58 --> 00:03:02: especially on behalf of affordable and workforce housing.
00:03:02 --> 00:03:04: And then we have a panel featuring making cowls is
00:03:05 --> 00:03:08: the founder of the Boulder Housing network Benaka Powell,
00:03:08 --> 00:03:11: who's the founder and owner of Trussell Strategy Group.
00:03:11 --> 00:03:15: Eric Bud and Chelsea castiano organizers for bedrooms are
for
00:03:15 --> 00:03:17: people and Laura Scheinbaum,
00:03:17 --> 00:03:21: director of real estate development for Boulder Housing
Partners.
00:03:21 --> 00:03:24: After all, these speakers were gonna have a Q&A moderated
00:03:24 --> 00:03:26: by Danica Powell,
00:03:26 --> 00:03:29: who is also the Co chair of the Boulder Committee
00:03:30 --> 00:03:30: for ULI.
00:03:30 --> 00:03:33: First off, I would like to introduce our first speaker
00:03:33 --> 00:03:34: and Marie Jensen.
00:03:34 --> 00:03:35: Welcome, Henry.
00:03:39 --> 00:03:42: Hi, I'm Anne Marie Jensen.
00:03:42 --> 00:03:47: I come to this work as a recovering lobbyist who
00:03:47 --> 00:03:52: worked on affordable housing for many years as a lobbyist
00:03:52 --> 00:03:56: and saw a need in our community to support those
00:03:56 --> 00:03:59: of you who are working to do really good things
00:04:00 --> 00:04:01: on affordable housing.
00:04:01 --> 00:04:05: And so we are more of a citizens Group A
00:04:05 --> 00:04:07: grassroots group and we try.
00:04:07 --> 00:04:11: To create the advocacy needed to support you in your
00:04:11 --> 00:04:12: work.
00:04:12 --> 00:04:16: Next slide. So the basics as I see it of
00:04:17 --> 00:04:21: advocacy which I've been doing since 1982,
00:04:22 --> 00:04:25: are to define the problem.
00:04:25 --> 00:04:28: Explain why the problem matters,
00:04:28 --> 00:04:33: why your solution solves the problem or helps solve the
00:04:33 --> 00:04:39: problem and why is this solution better than other solutions,
00:04:39 --> 00:04:42: including the alternative of doing nothing?
00:04:42 --> 00:04:44: So in defining the problem,
00:04:44 --> 00:04:47: it's really important to define the problem in a way
00:04:47 --> 00:04:50: that means something to the community you're in and and
00:04:50 --> 00:04:53: let me just say about everything that I'm gonna say
00:04:53 --> 00:04:56: to you. Some of these steps are solutions.
00:04:56 --> 00:04:59: Might work for some things,
00:04:59 --> 00:05:01: and then they might not work for others.
00:05:01 --> 00:05:04: And some of this requires you to read the community,
00:05:04 --> 00:05:07: know and understand what the issues are in the Community
00:05:07 --> 00:05:08: you're working in,

00:05:08 --> 00:05:12: and maybe some of these steps won't apply to you.
00:05:12 --> 00:05:16: Maybe for example, the problem is well defined.
00:05:16 --> 00:05:17: You know, in in Boulder County,
00:05:17 --> 00:05:21: in poll after poll, affordable housing comes up as the
00:05:21 --> 00:05:24: most significant problem in our community.
00:05:24 --> 00:05:27: So maybe you don't have to define it that well
00:05:27 --> 00:05:28: in Boulder County,
00:05:28 --> 00:05:30: but we do know, for example,
00:05:31 --> 00:05:34: that we have about 400 children in our school district
00:05:34 --> 00:05:36: that are homeless right now.
00:05:36 --> 00:05:39: That a lot of people don't believe that because we're
00:05:39 --> 00:05:40: very wealthy community,
00:05:40 --> 00:05:43: so that's a sort of tug at the heartstrings data
00:05:43 --> 00:05:44: point.
00:05:44 --> 00:05:46: But also something with emotion.
00:05:46 --> 00:05:48: Why does this problem matter?
00:05:48 --> 00:05:51: Why do we care if people have houses in our
00:05:51 --> 00:05:53: community or not?
00:05:53 --> 00:05:59: Congestion traffic, businesses shutting down children,
00:05:59 --> 00:06:03: failing in school? Those are some examples.
00:06:03 --> 00:06:06: And why does your solution help or solve the problem
00:06:06 --> 00:06:09: so we don't have enough housing in our community?
00:06:09 --> 00:06:11: But what kind of housing do we need?
00:06:11 --> 00:06:12: Do we need rental housing?
00:06:12 --> 00:06:14: Do we need for sale housing?
00:06:14 --> 00:06:18: We need temporary shelter. What have you done to show
00:06:18 --> 00:06:23: folks that the solution you're proposing actually works?
00:06:23 --> 00:06:26: And then a lot of times what I hear at
00:06:26 --> 00:06:29: the local level is we're just not ready or not
00:06:29 --> 00:06:32: ready to do something about this.
00:06:32 --> 00:06:35: We're doing a comprehensive plan rewrite,
00:06:35 --> 00:06:36: or we're doing a housing study,
00:06:36 --> 00:06:39: or we're doing an economic study.
00:06:39 --> 00:06:43: Or we're doing something that we have to do first
00:06:43 --> 00:06:44: before we can get to that.
00:06:44 --> 00:06:48: And I think that's one of the struggles is to
00:06:48 --> 00:06:52: try to breakthrough that whole stalling tactic,
00:06:52 --> 00:06:55: and we're going to talk next about how you might
00:06:55 --> 00:06:56: do that next slide.
00:06:58 --> 00:07:00: So when you define the problem,
00:07:00 --> 00:07:03: one of the things we all want to use data
00:07:04 --> 00:07:05: to define the problem.

00:07:05 --> 00:07:09: But people are moved much more by emotion than they
00:07:09 --> 00:07:10: are by data.
00:07:10 --> 00:07:14: So storytelling is a way of defining the problem,
00:07:14 --> 00:07:19: humanizing, compelling and tugging at the heartstrings next
slide.
00:07:21 --> 00:07:25: So this is some pictures from Boulder County's Home
Wanted
00:07:25 --> 00:07:26: campaign,
00:07:26 --> 00:07:29: which is the opportunity to tell the story about why
00:07:29 --> 00:07:32: we need more homes in Boulder County and I don't
00:07:32 --> 00:07:34: know if you know this person in this picture,
00:07:34 --> 00:07:36: but I happen to know her very well.
00:07:36 --> 00:07:40: She is a community activist,
00:07:40 --> 00:07:46: a minister, a outspoken supporter of civil rights and
somebody
00:07:46 --> 00:07:50: who marched with Doctor Martin Luther King.
00:07:50 --> 00:07:52: So if you know her.
00:07:52 --> 00:07:55: And you have an understanding of who she is,
00:07:55 --> 00:07:57: and you see what she's saying.
00:07:57 --> 00:08:01: Hopefully she compels you to make a difference.
00:08:01 --> 00:08:06: Next slide. This is, I think,
00:08:06 --> 00:08:09: a really cute young man with a lovely smile on
00:08:09 --> 00:08:14: his face and obviously somebody using the Spanish
language who's
00:08:14 --> 00:08:19: talking from a multi generational multi ethnic POV and
hopefully
00:08:19 --> 00:08:22: helps you to see a little bit into the lives
00:08:22 --> 00:08:25: of a young person struggling with housing.
00:08:25 --> 00:08:30: Next slide. So this is a mom and you know
00:08:30 --> 00:08:35: a mom has the universal yearning of taking care of
00:08:35 --> 00:08:37: her children.
00:08:37 --> 00:08:41: So again, this is an opportunity to.
00:08:41 --> 00:08:45: To share something universal and a story that tugs at
00:08:45 --> 00:08:46: the heartstrings.
00:08:46 --> 00:08:52: Next slide. So you not only tell stories about the
00:08:52 --> 00:08:53: problems,
00:08:53 --> 00:08:57: but you tell stories about the solutions.
00:08:57 --> 00:09:01: If you're a developer and you've had some success stories
00:09:01 --> 00:09:04: and you can share people who moved into the housing
00:09:04 --> 00:09:08: that you built and who are willing to tell their
00:09:08 --> 00:09:14: story, that is huge, and that creates a compelling reason
00:09:14 --> 00:09:17: why we should do this project.
00:09:17 --> 00:09:20: Letting people speak for themselves and empowering them is

really
00:09:20 --> 00:09:21: important.
00:09:21 --> 00:09:23: So if you have the opportunity.
00:09:23 --> 00:09:27: To to let people who have had a solution shared
00:09:27 --> 00:09:32: the solution and the positive impact it had on their
00:09:32 --> 00:09:32: lives.
00:09:32 --> 00:09:37: That's important, but I am learning as a non technical
00:09:37 --> 00:09:38: person.
00:09:38 --> 00:09:43: Excuse me for minute. That age is a huge factor
00:09:43 --> 00:09:47: in how you reach people I get.
00:09:47 --> 00:09:51: I get my information a lot from Facebook and from
00:09:51 --> 00:09:52: email.
00:09:52 --> 00:09:55: Young people. Don't they get their message.
00:09:55 --> 00:10:02: Their information from text messages and from social media.
00:10:02 --> 00:10:04: I'm sorry my grandchild is knocking on my door.
00:10:04 --> 00:10:09: I apologize. So also you need to identify who your
00:10:09 --> 00:10:14: messengers are and who your messages are to.
00:10:14 --> 00:10:17: Eventually your messages to elected officials.
00:10:17 --> 00:10:20: But to get to the elected officials you need the
00:10:20 --> 00:10:23: public and you need allies and some of the allies
00:10:23 --> 00:10:25: I've worked with include with faith,
00:10:25 --> 00:10:32: community, advocacy groups and housing providers or social
service agencies
00:10:32 --> 00:10:36: like Sister Carmen Center FA groups that have.
00:10:36 --> 00:10:40: Like seeing the impact of lack of housing or success
00:10:40 --> 00:10:42: stories in housing next.
00:10:49 --> 00:10:54: Some families are compelling and this is a picture from
00:10:54 --> 00:10:57: Habitat for Humanity and they.
00:10:57 --> 00:11:00: They do an excellent job of telling stories about uh,
00:11:00 --> 00:11:03: success stories about their families next.
00:11:06 --> 00:11:09: So in the habitat story that person,
00:11:09 --> 00:11:13: her name is charnita who just saw in the picture
00:11:13 --> 00:11:15: that is sort of universal yearning.
00:11:15 --> 00:11:18: Again, having a home where my kids feel peaceful,
00:11:18 --> 00:11:23: peaceful, loved and safe. We're not on top of each
00:11:24 --> 00:11:24: other.
00:11:24 --> 00:11:28: Knowing children are in a safe and stable neighborhood,
00:11:28 --> 00:11:32: I have been in many situations where habitat folks have
00:11:32 --> 00:11:36: told their stories and it has never been not received
00:11:37 --> 00:11:37: well.
00:11:37 --> 00:11:43: Next. So who is the messenger?
00:11:43 --> 00:11:47: This slide is a little controversial because I say some

00:11:47 --> 00:11:50: things about us as a human beings,
00:11:50 --> 00:11:54: but storytellers need to be likable and we are.
00:11:54 --> 00:11:58: Judgy people and if they if if they have lots
00:11:59 --> 00:12:03: of piercings and body tattoos and your audience is a
00:12:03 --> 00:12:05: senior audience,
00:12:05 --> 00:12:06: they might not be comfortable with that.
00:12:06 --> 00:12:09: They want people who look like them.
00:12:09 --> 00:12:11: And when we talk about poor people,
00:12:11 --> 00:12:14: there are definitely people who are perceived to be poor
00:12:14 --> 00:12:16: because of their own fault.
00:12:16 --> 00:12:19: But there are types of poor people who are perceived
00:12:19 --> 00:12:23: as more favorable domestic violence survivors who might
have left
00:12:23 --> 00:12:25: in the middle of the night.
00:12:25 --> 00:12:27: And living or in their car while they would look
00:12:27 --> 00:12:28: for a home.
00:12:28 --> 00:12:32: Senior citizens who maybe were displaced because of high
medical
00:12:32 --> 00:12:32: bills.
00:12:32 --> 00:12:36: Veterans people homeless from a death in the family or
00:12:36 --> 00:12:39: escaping violence or medical bills next.
00:12:42 --> 00:12:45: So I want you to watch this video.
00:12:45 --> 00:12:46: I'm going to. We're going to cut it off a
00:12:46 --> 00:12:47: little bit beforehand,
00:12:47 --> 00:12:52: because this video. Really illustrates some of the points.
00:12:52 --> 00:12:57: I want to make about heartstrings and then I want
00:12:57 --> 00:13:01: to talk to you about this project a little bit
00:13:01 --> 00:13:06: and how the project has moved throughout the country and
00:13:06 --> 00:13:09: what's good and bad about their communication strategy.
00:13:09 --> 00:13:13: So go ahead will be about 3 minutes on this
00:13:13 --> 00:13:13: video.
00:13:14 --> 00:13:15: Parents Day tomorrow
00:13:15 --> 00:13:18: 2 Kansas City vets will launch a new effort to
00:13:18 --> 00:13:21: help struggling homeless veterans here in Kansas City new
Tonight.
00:13:21 --> 00:13:24: 41 Action News reporting under construction and it will arrive
00:13:24 --> 00:13:25: in January
00:13:25 --> 00:13:29: with another giant step forward to end veteran homelessness
00:13:29 --> 00:13:30: in Kansas City. The Veterans
00:13:30 --> 00:13:32: Community project broke ground this community,
00:13:32 --> 00:13:32: the
00:13:32 --> 00:13:35: Veterans Community
00:13:34 --> 00:13:35: has

00:13:35 --> 00:13:35: a property
00:13:35 --> 00:13:36: project
00:13:35 --> 00:13:36: where
00:13:36 --> 00:13:38: they're going to put 50 tiny homes just like the
00:13:39 --> 00:13:39: one that you
00:13:39 --> 00:13:43: see behind me. The Veterans Community project moved 13
homeless
00:13:43 --> 00:13:43: vets
00:13:43 --> 00:13:44: into tiny
00:13:44 --> 00:13:47: homes. Thank you for your personal service and
00:13:47 --> 00:13:48: veterans community project
00:13:48 --> 00:13:49: as well as
00:13:49 --> 00:13:52: any wearyall 13 tiny homes have been full.
00:13:52 --> 00:13:55: NVCP has transitioned 6 veterans into permanent
00:13:55 --> 00:14:03: health. A substantial portion of America's homeless are
veterans,
00:14:03 --> 00:14:06: but too often traditional approaches just don't work when it
00:14:06 --> 00:14:08: comes to veterans homelessness.
00:14:08 --> 00:14:11: But in Kansas City, one group of combat veterans has
00:14:11 --> 00:14:11: found a solution.
00:14:12 --> 00:14:13: This first of its kind model,
00:14:13 --> 00:14:17: has made enormous progress and now veterans Community
project has
00:14:17 --> 00:14:21: begun its national expansion and is looking for other
communities
00:14:21 --> 00:14:23: ready to get serious about serving veterans.
00:14:23 --> 00:14:27: What we wanted to do couldn't be done without commitment
00:14:27 --> 00:14:28: from the city.
00:14:28 --> 00:14:31: Veterans sleep on city streets and city parks.
00:14:32 --> 00:14:33: This is a local issue.
00:14:36 --> 00:14:36: Every
00:14:36 --> 00:14:37: mayor in this country
00:14:37 --> 00:14:38: knows that you have to learn
00:14:38 --> 00:14:40: to do more with less,
00:14:40 --> 00:14:42: and one of the ways that we do
00:14:42 --> 00:14:44: that is through public private partnerships.
00:14:44 --> 00:14:46: Veterans Community Project has
00:14:46 --> 00:14:49: been tremendous. This is something that I believe every
mayor
00:14:49 --> 00:14:49: wants in
00:14:49 --> 00:14:51: their town. I can tell you from my perspective,
00:14:51 --> 00:14:54: it's one of the best things that's happened during the
00:14:54 --> 00:14:54: time I've been

00:14:54 --> 00:14:55: mayor, and I think
00:14:55 --> 00:14:57: that if you incorporated into your city,
00:14:57 --> 00:15:00: your state, your country, it'll be one of the best
00:15:00 --> 00:15:01: things that you do as well.
00:15:03 --> 00:15:04: After I came home from Afghanistan,
00:15:04 --> 00:15:07: I spent nearly 12 years running from the reality of
00:15:07 --> 00:15:09: untreated post traumatic stress.
00:15:09 --> 00:15:12: When I hit my lowest point and finally decided to
00:15:12 --> 00:15:12: seek help,
00:15:12 --> 00:15:15: I quickly realized I didn't actually know how to do
00:15:15 --> 00:15:15: that.
00:15:15 --> 00:15:18: Fortunately, I live here in Kansas City and even though
00:15:18 --> 00:15:20: VCP is best known for tiny houses,
00:15:20 --> 00:15:24: they also provide wrap around services to thousands of
00:15:24 --> 00:15:27: veterans,
00:15:24 --> 00:15:27: no matter their situation. They guided me through the
00:15:27 --> 00:15:28: process
00:15:27 --> 00:15:28: and made sure that I got the help that I
00:15:28 --> 00:15:29: needed.
00:15:29 --> 00:15:32: VCP was there for me and now I have the
00:15:32 --> 00:15:33: honor of leading
00:15:33 --> 00:15:34: their national expansion.
00:15:35 --> 00:15:35: What
00:15:35 --> 00:15:36: can veterans
00:15:36 --> 00:15:39: Community project due on a national scale?
00:15:39 --> 00:15:41: Do you think absolutely we can end veteran homelessness in
00:15:41 --> 00:15:42: this country?
00:15:42 --> 00:15:44: You know that we have the national pusher,
00:15:44 --> 00:15:46: will put them in eight more locations.
00:15:46 --> 00:15:50: By 2022, three presidential candidates have now visited
00:15:46 --> 00:15:50: Kansas City.
00:15:50 --> 00:15:52: All of their trips here had one thing in common.
00:15:52 --> 00:15:54: The Veterans Community
00:15:54 --> 00:15:55: project reporter
00:15:55 --> 00:15:57: Kat Reedville and an example I'm going to be sharing
00:15:57 --> 00:15:59: this kind of this story everywhere I go.
00:15:59 --> 00:16:00: Mayor Pete, Budaj Edge
00:16:00 --> 00:16:03: and Congressman Seth Moulton saw for themselves the way
00:16:00 --> 00:16:03: this
00:16:03 --> 00:16:05: village of tiny homes is.
00:16:05 --> 00:16:08: Solving veteran homelessness in Kansas City there.
00:16:08 --> 00:16:09: VCP, as it's
00:16:09 --> 00:16:11: called, will break ground on a new village in Longmont,

00:16:11 --> 00:16:13: Co next month. They are in
00:16:13 --> 00:16:14: talks with many more
00:16:14 --> 00:16:17: cities interested in having their own tiny and scissors and
00:16:17 --> 00:16:18: food these
00:16:18 --> 00:16:18: homes.
00:16:22 --> 00:16:25: So I want I wanted you to see this because
00:16:25 --> 00:16:28: it uses some of the things that I think are
00:16:28 --> 00:16:28: important.
00:16:28 --> 00:16:32: It uses compelling messengers, veterans,
00:16:32 --> 00:16:36: a Secretary of State, a mayor.
00:16:36 --> 00:16:40: People who are telling their own story that is a
00:16:40 --> 00:16:45: compelling story and making homelessness or struggles of
veterans feel
00:16:45 --> 00:16:47: like they could apply to anyone.
00:16:47 --> 00:16:51: There's just so many examples in this story about the
00:16:51 --> 00:16:55: whole heart strings kind of storytelling that I want you
00:16:55 --> 00:16:55: to see.
00:16:55 --> 00:16:58: What it doesn't do, it doesn't say this.
00:16:58 --> 00:17:01: Many people are homeless veterans.
00:17:01 --> 00:17:04: It doesn't tell you much about their program and what
00:17:04 --> 00:17:06: they do with their program.
00:17:06 --> 00:17:09: It doesn't tell you how long the veterans get to
00:17:09 --> 00:17:10: stay in the program.
00:17:10 --> 00:17:11: Do they keep the home,
00:17:11 --> 00:17:13: or are they renting? You know what?
00:17:13 --> 00:17:15: What, it doesn't tell you much at all,
00:17:15 --> 00:17:18: but it makes you wanna play with them because it's
00:17:18 --> 00:17:22: just so compelling and the story is so beautiful of
00:17:22 --> 00:17:25: the success without knowing very much at all about the
00:17:25 --> 00:17:30: veterans community project. And in fact the project in
Longmont
00:17:30 --> 00:17:33: has some land that was donated,
00:17:33 --> 00:17:36: and frankly, none of that data was ever presented.
00:17:36 --> 00:17:39: To the Council which approved it in Longmont,
00:17:39 --> 00:17:43: and nobody really knows how many homeless veterans there
are
00:17:43 --> 00:17:44: in Longmont,
00:17:44 --> 00:17:48: but it's going forward because they were able to make
00:17:48 --> 00:17:50: a compelling story,
00:17:50 --> 00:17:52: so I wanted to see this because I think it's
00:17:52 --> 00:17:55: a really good example without the data,
00:17:55 --> 00:17:57: without any of the kinds of things that we think
00:17:57 --> 00:17:58: we need.

00:17:58 --> 00:18:01: How this project is going forward.

00:18:01 --> 00:18:18: Next slide. All free. So back to our.

00:18:18 --> 00:18:21: How we decide and who we're talking to.

00:18:21 --> 00:18:25: Obviously the elected Council and board is usually our key

00:18:25 --> 00:18:27: decision makers around here,

00:18:27 --> 00:18:28: at least in Boulder County.

00:18:28 --> 00:18:32: They are inherently conflict averse.

00:18:32 --> 00:18:36: They are busy people who often have other jobs and

00:18:36 --> 00:18:39: don't have the time to get into a real complicated

00:18:40 --> 00:18:41: decision making.

00:18:41 --> 00:18:44: So they are part of our job is to figure

00:18:44 --> 00:18:48: out who the potential opposition is and try to.

00:18:48 --> 00:18:51: Neutralize this, give them a package tight up and a

00:18:51 --> 00:18:53: bow where everybody is on board.

00:18:53 --> 00:18:56: If we can and if if we can't meet the

00:18:56 --> 00:18:57: opposition,

00:18:57 --> 00:19:00: can we neutralize them to some extent?

00:19:00 --> 00:19:04: Next slide. So I want to give you an example

00:19:04 --> 00:19:08: of another group that I think did a good job

00:19:08 --> 00:19:13: on this and this is the Willoughby Corner case study.

00:19:13 --> 00:19:17: Willoughby Corner is a 400 unit affordable housing project in

00:19:17 --> 00:19:22: the east part of Lafayette that includes rental apartments,

00:19:22 --> 00:19:24: senior living and for sale.

00:19:24 --> 00:19:27: Townhomes next slide and it's pretty dense if you look

00:19:27 --> 00:19:28: at this picture,

00:19:28 --> 00:19:31: there's a lot of housing there and density is something

00:19:31 --> 00:19:34: that a lot of people are concerned about.

00:19:34 --> 00:19:38: So in this process. An advisory committee was created and

00:19:38 --> 00:19:42: many opponents of the project were put on the advisory

00:19:42 --> 00:19:42: committee.

00:19:42 --> 00:19:45: Many, and in fact I think they may even have

00:19:45 --> 00:19:49: been a majority on the advisory committee and in listening

00:19:49 --> 00:19:50: to the concerns,

00:19:50 --> 00:19:54: the consultant group identified traffic congestion,

00:19:54 --> 00:19:59: attractiveness, potential speeding, and then some other red

00:19:59 --> 00:20:02: herrings that

00:20:02 --> 00:20:06: got thrown in there that were really not real issues

00:20:08 --> 00:20:11: but perceived issues that they they addressed next slide.

00:20:11 --> 00:20:15: So one of the ways they dealt with the concerns

00:20:15 --> 00:20:16: about traffic is they did a traffic study well before

00:20:16 --> 00:20:19: they were required to.

00:20:19 --> 00:20:19: They did a preliminary study early in the process and

00:20:19 --> 00:20:23: they were able to show that some of the improvements
00:20:23 --> 00:20:26: they are going to make but actually improve traffic flow
00:20:26 --> 00:20:31: from an F2-AB. So that's huge in the significance of
00:20:31 --> 00:20:33: the planning study.
00:20:33 --> 00:20:36: They also in some of the neighborhoods that were worried
00:20:36 --> 00:20:38: about becoming speeding corridors.
00:20:38 --> 00:20:42: They made it so that streets didn't connect with them,
00:20:42 --> 00:20:45: so they that when you exited and entered the project
00:20:45 --> 00:20:47: you didn't connect with those neighborhoods.
00:20:47 --> 00:20:50: You'd have to go down the street and turn before
00:20:50 --> 00:20:52: you connected with that neighborhood,
00:20:52 --> 00:20:56: so that kept the traffic flow from speeding and they
00:20:56 --> 00:20:58: also diminished slightly.
00:20:58 --> 00:21:01: The number of units and and in diminishing the number
00:21:01 --> 00:21:02: of units,
00:21:02 --> 00:21:04: they added some community amenities,
00:21:04 --> 00:21:06: a Community Center, a garden,
00:21:06 --> 00:21:08: some trails, and then they've.
00:21:08 --> 00:21:12: Continued to meet with those folks in the community who
00:21:12 --> 00:21:15: had concerns to make sure they continue to be happy
00:21:15 --> 00:21:17: as a result of all these things,
00:21:17 --> 00:21:22: this passed unanimously, both at Council and at Planning
Commission.
00:21:22 --> 00:21:28: Next slide. So I I was touched on this earlier,
00:21:28 --> 00:21:30: but in the Willoughby corner process,
00:21:30 --> 00:21:35: these are some of the affinity groups that the consultants
00:21:35 --> 00:21:38: contacted to try to get support for the project or
00:21:38 --> 00:21:41: and in some cases they weren't successful.
00:21:41 --> 00:21:44: But these are the kind of groups and I would
00:21:44 --> 00:21:45: put you.
00:21:45 --> 00:21:49: I kind of in the technical leaders think tanks.
00:21:49 --> 00:21:53: Category of people who can say does this project follow
00:21:53 --> 00:21:56: best practices and these are the kind of groups that
00:21:56 --> 00:22:00: I frequently work with to try to get support for
00:22:00 --> 00:22:06: affordable housing. Next slide. So here's where I think data
00:22:06 --> 00:22:07: comes in.
00:22:07 --> 00:22:09: When you've got all these community support,
00:22:09 --> 00:22:11: you've got these favorable messages,
00:22:11 --> 00:22:14: favorable messengers, but you need to be able to tell
00:22:15 --> 00:22:18: the elected officials what your project does to solve the
00:22:18 --> 00:22:19: problem.
00:22:19 --> 00:22:22: So in this example, if we have more than 15

00:22:22 --> 00:22:23: rent burdened,
00:22:23 --> 00:22:28: 50% rent burdened, and there are 5000 rent burden families,
00:22:28 --> 00:22:32: and we're building 200 new rental units,
00:22:32 --> 00:22:35: we're going to reduce the rent burden population by 4%.
00:22:35 --> 00:22:36: And I know that's not a lot,
00:22:36 --> 00:22:39: but for one project, it's pretty significant to do,
00:22:39 --> 00:22:43: and that the elected officials need to see this kind
00:22:43 --> 00:22:43: of data.
00:22:43 --> 00:22:47: But I think they see it after they get those
00:22:47 --> 00:22:48: emotional messages next.
00:22:50 --> 00:22:52: So this is really important.
00:22:52 --> 00:22:54: I'm just going to jump up and down here for
00:22:54 --> 00:22:54: a minute.
00:22:54 --> 00:22:56: The magic number is 7,
00:22:56 --> 00:23:00: magic number is 7. Studies have shown that people need
00:23:00 --> 00:23:04: to see a message at least seven times before it
00:23:04 --> 00:23:04: sinks in,
00:23:04 --> 00:23:07: and that if you're not doing at least three messages,
00:23:07 --> 00:23:09: it's a waste of money.
00:23:09 --> 00:23:14: So as a lobbyist, I remember a very conservative Republican
00:23:14 --> 00:23:17: woman who is married to a Congress person who is
00:23:17 --> 00:23:20: also conservative Republican who by the
00:23:20 --> 00:23:26: Times she left, the state legislature was championing welfare
reform.
00:23:26 --> 00:23:30: She was championing all kinds of causes that her were
00:23:30 --> 00:23:35: historically on the left of center because she listened.
00:23:35 --> 00:23:38: And because of this rule she heard it seven times
00:23:38 --> 00:23:42: and she changed her position on a lot of things
00:23:42 --> 00:23:46: because she listened and was able to change her mind.
00:23:46 --> 00:23:49: So I would encourage you to think about this.
00:23:49 --> 00:23:50: People do not change their minds.
00:23:50 --> 00:23:55: Easily and they have to hear it from multiple messengers
00:23:55 --> 00:23:58: and multiple times and a group like ECHO can be
00:23:58 --> 00:24:02: your friend in helping repeat the message and even starting
00:24:02 --> 00:24:06: the conversation way before you need to sell people on.
00:24:06 --> 00:24:10: For example, if you're going to build rental housing,
00:24:10 --> 00:24:13: let's talk about why rental housing is important.
00:24:13 --> 00:24:16: Echo doesn't need to be talking about your project,
00:24:16 --> 00:24:18: but we can be talking about rental housing or we
00:24:18 --> 00:24:21: can be talking about the benefits of homeownership.
00:24:21 --> 00:24:25: Whichever it is, if you're working with a community group,
00:24:25 --> 00:24:28: you they can start to help you and echo your

00:24:28 --> 00:24:29: message.

00:24:29 --> 00:24:32: It's important that you start this way before you.

00:24:32 --> 00:24:34: You need the decisions to be made.

00:24:34 --> 00:24:38: And then lastly, we've seen that Council decisions can be

00:24:38 --> 00:24:40: overturned by ballot.

00:24:40 --> 00:24:43: So I want you to remember that if you're working

00:24:43 --> 00:24:47: with Council and you're ignoring the public,

00:24:47 --> 00:24:49: you could get in trouble with that kind of an

00:24:49 --> 00:24:49: overturn.

00:24:49 --> 00:24:51: If it gets put on the ballot.

00:24:51 --> 00:24:54: So I think the next slide is the last one.

00:24:59 --> 00:25:02: So in terms of, is it worth it?

00:25:02 --> 00:25:05: You know, in the Willoughby Corner project,

00:25:05 --> 00:25:08: if they had not spent the money to do that,

00:25:08 --> 00:25:10: I think they would have had a lot of problems

00:25:10 --> 00:25:13: 'cause there was generating community opposition early on.

00:25:13 --> 00:25:16: So, but even if they hadn't been successful,

00:25:16 --> 00:25:19: if they hadn't changed people's minds,

00:25:19 --> 00:25:22: so your advocacy can start to have long term impacts

00:25:22 --> 00:25:24: because of that role of seven,

00:25:24 --> 00:25:27: which is, you know, people take awhile to hear things

00:25:27 --> 00:25:28: before they change their mind,

00:25:28 --> 00:25:31: and so. Even if you're unsuccessful on one project,

00:25:31 --> 00:25:35: maybe the next one you have started to create the

00:25:35 --> 00:25:36: base of community change.

00:25:36 --> 00:25:39: So I think I exceeded my time and I'm sorry

00:25:39 --> 00:25:40: about that,

00:25:40 --> 00:25:42: but I will stop for.

00:25:44 --> 00:25:47: That was wonderful. Thank you and Marie.

00:25:47 --> 00:25:47: We're

00:25:47 --> 00:25:49: going to shift right into our panel.

00:25:49 --> 00:25:50: Our first

00:25:50 --> 00:25:54: panelist is making calls. Making go ahead.

00:25:57 --> 00:26:04: Good afternoon everybody. I'm glad to be here and I.

00:26:04 --> 00:26:07: I want to talk about the organization that I put

00:26:07 --> 00:26:10: together with some other people,

00:26:10 --> 00:26:14: including ULI member Kathleen McCormick who is with us

00:26:15 --> 00:26:20: this

00:26:15 --> 00:26:20: afternoon in order to bring focused attention of people who

00:26:20 --> 00:26:25: are supporters of housing out to public hearings of planning

00:26:25 --> 00:26:29: boards, Planning Commission and city councils where

00:26:25 --> 00:26:29: decisions are actually

00:26:30 --> 00:26:30: made,
00:26:30 --> 00:26:31: I realized that there was.
00:26:31 --> 00:26:35: I started this in November of 2020 and realized that
00:26:35 --> 00:26:37: there's a tremendous synergy.
00:26:37 --> 00:26:41: To between the the developers.
00:26:41 --> 00:26:45: People who come forward with what projects that they want
00:26:46 --> 00:26:50: to create for their cities and advocates for housing,
00:26:50 --> 00:26:54: but that synergy was not being developed.
00:26:54 --> 00:26:58: What they have in common was not not working out,
00:26:58 --> 00:27:01: so I put this organization together,
00:27:01 --> 00:27:05: which fundamentally is it's called the Boulder Housing
Network and
00:27:05 --> 00:27:07: it is a network with a.
00:27:07 --> 00:27:11: An email list of over 1000 people on it and
00:27:11 --> 00:27:17: we bring attention of people to the times and places
00:27:17 --> 00:27:20: that they can show up in support of.
00:27:20 --> 00:27:23: Projects that are going to bring more housing to their
00:27:24 --> 00:27:24: communities,
00:27:24 --> 00:27:29: more attainable housing, and in the 1415 months that we
00:27:29 --> 00:27:31: have been here,
00:27:31 --> 00:27:34: what we've heard from city staff.
00:27:34 --> 00:27:38: Is not only has it made more political space for
00:27:38 --> 00:27:41: successful projects to move forward,
00:27:41 --> 00:27:43: but it is also changed.
00:27:43 --> 00:27:48: The language changed the tenor of the discussion before the
00:27:48 --> 00:27:52: planning board and before the City Council that people who
00:27:53 --> 00:27:57: normally have a litany of objections to new projects.
00:27:57 --> 00:28:00: Are they toned down their language when they find at
00:28:00 --> 00:28:04: the same hearing that there are people that just want
00:28:04 --> 00:28:05: a place to live,
00:28:05 --> 00:28:09: who come forward to talk about the importance of housing?
00:28:09 --> 00:28:13: So the changing of the conversation is very important in
00:28:13 --> 00:28:15: the 8 minutes that are left to me.
00:28:15 --> 00:28:19: I'm going to give you quickly a cookbook of how
00:28:19 --> 00:28:23: such an organization could be put together in your
community
00:28:23 --> 00:28:25: and I want to say that oh,
00:28:25 --> 00:28:31: by the way. Just. Following up on Annemarie's rule of
00:28:32 --> 00:28:32: seven.
00:28:32 --> 00:28:37: This is what we were having in Boulder.
00:28:37 --> 00:28:40: That rule of seven was happening because every
neighborhood,
00:28:40 --> 00:28:44: every NIMBY, opposition to projects in our town had the

00:28:44 --> 00:28:47: same litany of messages that it's too dense.

00:28:47 --> 00:28:49: The parking will be an issue,

00:28:49 --> 00:28:53: and congestion and the traffic and the crime.

00:28:53 --> 00:28:57: And what about the environment and all of all of

00:28:57 --> 00:28:58: the there?

00:28:58 --> 00:29:01: There is a really a playbook.

00:29:01 --> 00:29:03: And So what we wanted to do was bring the

00:29:03 --> 00:29:06: story of people who were supporters of housing.

00:29:06 --> 00:29:10: Looking for a place to live to these public hearings

00:29:10 --> 00:29:13: so the first thing you need is the organization of

00:29:13 --> 00:29:14: the human capital.

00:29:14 --> 00:29:17: A founder and a point person for an organization like

00:29:17 --> 00:29:17: this,

00:29:17 --> 00:29:20: which in this case was me.

00:29:20 --> 00:29:24: But immediately Kathleen McCormick and four others joined with me

00:29:24 --> 00:29:27: to become the editors of the Boulder Housing Network.

00:29:27 --> 00:29:31: We publish newsletters three or four times a month that

00:29:31 --> 00:29:34: are sent out to people who are housing supporters to

00:29:34 --> 00:29:37: let them know when and where to show up and

00:29:37 --> 00:29:41: to do. Issue spotting on the projects that are coming

00:29:41 --> 00:29:41: forward,

00:29:41 --> 00:29:45: so you need you need a catalyst founder and then

00:29:45 --> 00:29:48: you need a few people with that founder to help

00:29:48 --> 00:29:50: get the project off the ground.

00:29:50 --> 00:29:54: You also need to put together a four week calendar

00:29:54 --> 00:29:59: schedule of the meetings where decisions are made about projects

00:29:59 --> 00:30:03: in your community and typically that that's a 2 tier

00:30:03 --> 00:30:07: process. The the Planning Board or Planning Commission in the

00:30:07 --> 00:30:10: first instance and then the City Council and the 2nd.

00:30:10 --> 00:30:14: And one of the things that we are theme that

00:30:14 --> 00:30:15: we keep repeating,

00:30:15 --> 00:30:19: repeating as a counterpoint to NIMBY opposition is this.

00:30:19 --> 00:30:24: There are two things that people really hate everybody across

00:30:24 --> 00:30:25: the spectrum,

00:30:25 --> 00:30:28: that is sprawl. And density,

00:30:28 --> 00:30:31: well, not everybody hates density,

00:30:31 --> 00:30:33: but these are the two poles in planning and I

00:30:33 --> 00:30:37: say that every single planning decision that is made in

00:30:37 --> 00:30:41: your community moves the needle either in One Direction or

00:30:41 --> 00:30:44: the other. So anyway, back to the organization materials you
00:30:44 --> 00:30:46: put together a calendar,
00:30:46 --> 00:30:49: a four week schedule that will show you the people
00:30:49 --> 00:30:54: who are integrally involved to the network will know when
00:30:54 --> 00:30:57: they have to read packets and issue spot and then
00:30:57 --> 00:31:02: put it into the newsletter that will go out to
00:31:02 --> 00:31:02: people.
00:31:03 --> 00:31:08: Now the tools of communication there really four major
things.
00:31:08 --> 00:31:10: First is an email list.
00:31:10 --> 00:31:13: The 2nd is a interestingly a logo.
00:31:13 --> 00:31:17: And the third is a MailChimp account or a constant
00:31:17 --> 00:31:18: comment account,
00:31:18 --> 00:31:21: and the 4th is a website and I would put
00:31:21 --> 00:31:22: them in that order.
00:31:22 --> 00:31:25: But as soon as you sign on to the MailChimp
00:31:25 --> 00:31:26: without a logo,
00:31:26 --> 00:31:29: they're going to offer to make to get some bots
00:31:29 --> 00:31:31: to put together a logo for you and they ask
00:31:32 --> 00:31:36: you questions about what the organization is that you're
signing
00:31:36 --> 00:31:39: up for. And as you present them with words that
00:31:39 --> 00:31:43: embody the aspirations of your organization.
00:31:43 --> 00:31:47: These bots are amazing. It put helping you define who
00:31:47 --> 00:31:50: you are and coming up with a simple logo that
00:31:50 --> 00:31:53: you can then use as a masthead in your email
00:31:53 --> 00:31:56: that you send out 234 times a month.
00:31:56 --> 00:31:59: Letting people know when and where to show up.
00:31:59 --> 00:32:03: What you do with the email is that you focus
00:32:03 --> 00:32:04: on two things,
00:32:04 --> 00:32:09: processes and projects and the processes of course are the
00:32:09 --> 00:32:11: planning the area plans.
00:32:11 --> 00:32:15: The review of specific planning regulations that are going
forward
00:32:15 --> 00:32:17: that may impact housing.
00:32:17 --> 00:32:21: The second thing or the projects that come forward and
00:32:21 --> 00:32:25: that are being proposed for your for your town and.
00:32:25 --> 00:32:29: And that's really I think what gets the most traction
00:32:29 --> 00:32:31: with with people because they can come.
00:32:31 --> 00:32:35: And speak, and there will be an outcome that will
00:32:35 --> 00:32:39: develop rather quickly in Boulder anyway.
00:32:39 --> 00:32:43: Our processes are planning processes go on so long that
00:32:43 --> 00:32:47: they're typically deaths of people died during the length of

00:32:47 --> 00:32:50: our processes of two or three years.
 00:32:50 --> 00:32:54: Now the goals of the the network has to think
 00:32:54 --> 00:32:59: through the goals that that it has and and the
 00:32:59 --> 00:33:03: goals and planning are always short term,
 00:33:03 --> 00:33:07: medium and long range and you've got to be working
 00:33:07 --> 00:33:09: at those three levels at all times.
 00:33:09 --> 00:33:13: Short term going the attention of your network is to
 00:33:13 --> 00:33:16: things what's coming up in the next two months.
 00:33:16 --> 00:33:20: What are the projects that are coming through and?
 00:33:20 --> 00:33:23: For the medium term items that you're going to be
 00:33:23 --> 00:33:24: concerned about,
 00:33:24 --> 00:33:28: our early intervention in the planning process when things
 come
 00:33:28 --> 00:33:30: up for conceptual review,
 00:33:30 --> 00:33:34: that's where the power to affect the outcome is at
 00:33:34 --> 00:33:35: its zenith.
 00:33:35 --> 00:33:37: So you're going to be thinking about that,
 00:33:37 --> 00:33:41: and medium term might also put processes plans of different
 00:33:41 --> 00:33:42: kind.
 00:33:42 --> 00:33:47: Getting the readers involved in these neighborhood planning
 processes that
 00:33:47 --> 00:33:49: go on for so long,
 00:33:49 --> 00:33:53: but really determine. What the zoning capacity and density
 and
 00:33:53 --> 00:33:56: other attributes of specific areas of your town.
 00:33:56 --> 00:34:00: Finally, there are long term objectives like who are we
 00:34:00 --> 00:34:01: going to?
 00:34:01 --> 00:34:04: Who are we going to train and excite to become
 00:34:04 --> 00:34:08: appointed members of the Planning Board or planning
 commissions?
 00:34:08 --> 00:34:12: What are the City Council campaigns that we work on?
 00:34:12 --> 00:34:15: And how about the comprehensive plan?
 00:34:15 --> 00:34:18: To what extent can we involve get involved in those
 00:34:18 --> 00:34:22: major updates which come up every five or ten years
 00:34:22 --> 00:34:23: in our community?
 00:34:23 --> 00:34:27: And which in the areas where comprehensive plans are
 taking
 00:34:27 --> 00:34:28: C taken seriously,
 00:34:28 --> 00:34:33: like Boulder or contain the ideas that are going to
 00:34:33 --> 00:34:39: be used as a conversation in the planning process through
 00:34:39 --> 00:34:45: it's through the entire length of the process and the
 00:34:45 --> 00:34:47: I mean a lot more could be said about that.
 00:34:47 --> 00:34:48: But I'm coming to the end right now.

00:34:48 --> 00:34:52: I've got another about one minute by my timer.
00:34:53 --> 00:34:54: You know the final
00:34:54 --> 00:34:59: thing is that the sustainability of this enterprise getting more
00:34:59 --> 00:35:02: volunteers and money to finance it.
00:35:02 --> 00:35:05: You know it takes some amount of money to keep
00:35:05 --> 00:35:06: this going.
00:35:06 --> 00:35:10: I'm financing a network and it it probably costs.
00:35:10 --> 00:35:12: You know, something like \$90.00,
00:35:12 --> 00:35:16: a \$100 a month, but once you're once the the
00:35:16 --> 00:35:19: newsletter and the website matures,
00:35:19 --> 00:35:22: you can put a button and get on your on
00:35:22 --> 00:35:27: your website and on the newsletter and solicit 5 and
00:35:27 --> 00:35:31: \$10 contributions so that you can keep from having to
00:35:31 --> 00:35:36: finance it personally. Secondly, once you've established a
presence you
00:35:36 --> 00:35:36: can,
00:35:36 --> 00:35:39: you'll find that volunteers start to come forward to join
00:35:39 --> 00:35:40: the effort.
00:35:40 --> 00:35:42: I want to be part of this.
00:35:42 --> 00:35:45: I want to help deliver those stories that Ann Marie
00:35:45 --> 00:35:46: was talking about.
00:35:46 --> 00:35:50: I want to be the counterpoint to the NIMBY's.
00:35:50 --> 00:35:53: So those are the things I have to tell you,
00:35:53 --> 00:35:55: a kind of a quick survey of how the Boulder
00:35:55 --> 00:35:57: housing network was put together,
00:35:57 --> 00:36:00: and I hope that's helpful to all of you in
00:36:00 --> 00:36:02: your communities across Colorado.
00:36:04 --> 00:36:06: Thank you so much Nick,
00:36:06 --> 00:36:07: and we really appreciate you.
00:36:07 --> 00:36:11: I see applause, but silent applause happening.
00:36:11 --> 00:36:16: We're going to jump right into our next speaker,
00:36:16 --> 00:36:19: Danica Powell, with trusted strategy group Danica
00:36:19 --> 00:36:23: Marianne. Hi everybody, it's fun to see some very familiar
00:36:24 --> 00:36:27: faces and some people I haven't seen in awhile.
00:36:27 --> 00:36:31: Next slide. So my oh and I actually I have
00:36:31 --> 00:36:36: to admit I repurpose this slide deck that Laura and
00:36:36 --> 00:36:40: I and two people did for housing.
00:36:40 --> 00:36:42: Now conference a few months ago.
00:36:42 --> 00:36:45: So their names are still on here because I think
00:36:45 --> 00:36:48: Co creation is a big part of the work that
00:36:48 --> 00:36:48: I do.
00:36:48 --> 00:36:51: I I have a consulting firm called Trussel Strategy Group.

00:36:51 --> 00:36:54: It's just me and a couple others but but in
00:36:54 --> 00:36:56: the work we do we work with lots of other
00:36:56 --> 00:36:57: people.
00:36:57 --> 00:37:00: We work designers, architects, engineers.
00:37:00 --> 00:37:03: And we work with making in his group with Eric
00:37:03 --> 00:37:06: and his group with Ann Marie and then lots of
00:37:06 --> 00:37:06: other.
00:37:06 --> 00:37:07: I work with a lot of jurisdictions,
00:37:07 --> 00:37:11: municipalities and so every project I approach is from a
00:37:12 --> 00:37:13: place of Co creation.
00:37:13 --> 00:37:16: So while these people aren't in the slide deck,
00:37:16 --> 00:37:19: they are part of the thought that went into some
00:37:19 --> 00:37:22: of the things I'm going to say next slide.
00:37:22 --> 00:37:25: And just I think some of the key things that
00:37:25 --> 00:37:30: I think about when helping bring development projects
forward and
00:37:30 --> 00:37:31: build Community support.
00:37:31 --> 00:37:35: Political support is really engaging with the possibility.
00:37:35 --> 00:37:38: Really trying to work with the developer and the architecture
00:37:38 --> 00:37:40: team to think about what they can do to make
00:37:40 --> 00:37:43: that project the best possible project for the community.
00:37:43 --> 00:37:47: Often developers, even municipalities who have projects.
00:37:47 --> 00:37:48: They have a program they need,
00:37:48 --> 00:37:49: they need a number of units,
00:37:49 --> 00:37:51: they need a number of parking spaces,
00:37:51 --> 00:37:53: and so I really push hard to.
00:37:53 --> 00:37:56: Find out what are the key elements that that project
00:37:56 --> 00:37:58: can bring beyond just just rooftops and program.
00:37:58 --> 00:38:00: But what else can it bring to the community?
00:38:00 --> 00:38:03: And really pushing on that and then trying to understand
00:38:03 --> 00:38:05: what the community wants?
00:38:05 --> 00:38:08: Also supporting the human scale and really thinking about
what
00:38:08 --> 00:38:09: what,
00:38:09 --> 00:38:12: how to make this project more tangible to the community?
00:38:12 --> 00:38:13: That in which it's serving?
00:38:13 --> 00:38:15: I think Ann Marie talked about a lot of that,
00:38:15 --> 00:38:18: but also from a design perspective.
00:38:18 --> 00:38:20: What is it that might resonate with somebody when they
00:38:20 --> 00:38:23: think about housing or when they think about?
00:38:23 --> 00:38:27: A community project or even a a mixed use project.
00:38:27 --> 00:38:30: What? What is it that relates to people and then

00:38:30 --> 00:38:33: really partnership choice and integration?

00:38:33 --> 00:38:36: Really trying to create a mix of uses and thinking

00:38:36 --> 00:38:40: about that as we work through the design process.

00:38:40 --> 00:38:42: So I like to work very early with my partners,

00:38:42 --> 00:38:46: whether again their municipalities or developers so that we can

00:38:46 --> 00:38:51: build the project together and hopefully deliver something that's successful

00:38:51 --> 00:38:54: for both the Community and whoever is the developer on

00:38:54 --> 00:38:59: that project. Backside. So I already talked about starting the

00:38:59 --> 00:39:00: conversation,

00:39:00 --> 00:39:02: so a lot of times that starts with trying to

00:39:02 --> 00:39:04: also understand the community in which we're developing,

00:39:04 --> 00:39:07: so that looks like community outreach.

00:39:07 --> 00:39:10: I do very like non traditional community outreach on a

00:39:10 --> 00:39:11: lot of the projects.

00:39:11 --> 00:39:13: I'll go into some of that in a little bit

00:39:13 --> 00:39:16: and then just really knowing the community that we're with

00:39:16 --> 00:39:18: within and what what are the needs.

00:39:18 --> 00:39:20: What are the you know the data is important,

00:39:20 --> 00:39:24: but also the stories next slide.

00:39:24 --> 00:39:25: A project that I am really proud of that I

00:39:25 --> 00:39:26: work I've been working.

00:39:26 --> 00:39:29: I've worked on and still working on for probably almost

00:39:29 --> 00:39:30: seven or eight years.

00:39:30 --> 00:39:32: Is the Ponderosa mobile Home Park.

00:39:32 --> 00:39:36: I first was brought. Brought was hired by the city

00:39:36 --> 00:39:39: of Boulder to look at ways to replace infrastructure in

00:39:39 --> 00:39:42: a mobile Home Park that was not in the city

00:39:42 --> 00:39:45: but within the city boundaries was in the county with

00:39:45 --> 00:39:48: aging infrastructure and a third party owner which was an

00:39:48 --> 00:39:50: out of state property owner and so we did a

00:39:51 --> 00:39:54: really data driven analysis to understand what the cost was.

00:39:54 --> 00:39:58: Of that infrastructure replacement would be and then we worked

00:39:58 --> 00:40:02: with the Community very closely to understand what their vision

00:40:02 --> 00:40:05: of the of their long term community was and also

00:40:05 --> 00:40:07: what they valued about the community.

00:40:07 --> 00:40:09: So we did a lot of engagement in Spanish and

00:40:09 --> 00:40:09: English.

00:40:09 --> 00:40:12: We did a ton of work shopping.

00:40:12 --> 00:40:14: We did cities play we we spent a lot of

00:40:14 --> 00:40:17: time within the Community talking about what a future community
00:40:17 --> 00:40:18: would look like.
00:40:18 --> 00:40:22: That project then turned into an opportunity for the city
00:40:22 --> 00:40:24: to buy the mobile Home Park and invest.
00:40:24 --> 00:40:28: In the infrastructure and so we over the last few
00:40:28 --> 00:40:32: years have actually designed and installed new roads,
00:40:32 --> 00:40:38: streets, sidewalks, sewer, water, electricity into a mobile Home Park

00:40:38 --> 00:40:40: with no displacement,
00:40:40 --> 00:40:43: which is an incredibly difficult game.
00:40:43 --> 00:40:47: We called it our Tetris challenge because we had to
00:40:47 --> 00:40:50: do all of this without moving mobile homes on narrow
00:40:51 --> 00:40:52: streets with lots of.
00:40:52 --> 00:40:59: Complexities, including you know, just lots of different complexities and

00:40:59 --> 00:40:59: so
00:40:59 --> 00:41:00: then in the long
00:41:00 --> 00:41:00: and
00:41:00 --> 00:41:00: term, we've
00:41:00 --> 00:41:03: also designed a community that could plug and play when,
00:41:03 --> 00:41:07: when mobile homeowners choose to maybe lived in a fixed
00:41:07 --> 00:41:07: foundation,
00:41:07 --> 00:41:10: home habitat is our partner and they will be building
00:41:10 --> 00:41:11: on the homes.
00:41:11 --> 00:41:13: You can see pictures of what they would might look
00:41:14 --> 00:41:14: like in the future,
00:41:14 --> 00:41:17: and so we won't be displacing anything now.
00:41:17 --> 00:41:20: But if three or four homes mobile homes decide to
00:41:20 --> 00:41:21: move out,
00:41:21 --> 00:41:25: or there's natural attrition. Will replace those with fixed
foundation
00:41:25 --> 00:41:28: homes that people will then be able to buy to
00:41:28 --> 00:41:29: afford with the same.
00:41:29 --> 00:41:32: At the same cost that there were pad rent and
00:41:32 --> 00:41:33: utilities was,
00:41:33 --> 00:41:36: but instead transferring that into a mortgage.
00:41:36 --> 00:41:38: So in this course of the project,
00:41:38 --> 00:41:40: we all actually built a resident leadership community.
00:41:40 --> 00:41:44: We met monthly with all the residents we formed.
00:41:44 --> 00:41:47: We actually had a election within the mobile Home Park
00:41:47 --> 00:41:50: and every month we'd meet all meetings would be in
00:41:51 --> 00:41:52: Spanish and English.

00:41:52 --> 00:41:57: Simultaneous interpretation. Sometimes we had Spanish only meetings and we

00:41:57 --> 00:41:59: worked through a very complex.

00:41:59 --> 00:42:03: Project with the community. Over the course of a very,

00:42:03 --> 00:42:04: very long period of time,

00:42:04 --> 00:42:08: the construction occurred. It's just finishing up now and I'm

00:42:08 --> 00:42:11: happy to say that community has now formed their own

00:42:11 --> 00:42:13: hoac and has gone on to now build their own

00:42:13 --> 00:42:16: leadership within and, and we have very little involvement in

00:42:16 --> 00:42:16: the city,

00:42:16 --> 00:42:19: has very little involvement, so I think you know,

00:42:19 --> 00:42:23: really, trying to build this long term investment with the

00:42:23 --> 00:42:24: Community to see this outcome.

00:42:24 --> 00:42:28: It's a unique project. It'll be hard to replicate anywhere

00:42:28 --> 00:42:28: else,

00:42:28 --> 00:42:30: but I learned a lot from it.

00:42:30 --> 00:42:33: Uhm, and we had a lot of really highs and

00:42:33 --> 00:42:36: a lot of very low lows during the course of

00:42:36 --> 00:42:36: it.

00:42:36 --> 00:42:39: And so it was. I'm happy that many of the

00:42:39 --> 00:42:42: people are have continued to live there and some we

00:42:42 --> 00:42:46: will be building 12 new homes with habitat on the

00:42:46 --> 00:42:49: very vacant strip and so people will be moving into

00:42:49 --> 00:42:51: those homes in the next two years.

00:42:51 --> 00:42:55: Next slide. This is spine Rd development.

00:42:55 --> 00:42:57: I know many of you on this call were involved

00:42:57 --> 00:42:57: in this project.

00:42:57 --> 00:43:00: I was brought on to help with the community engagement.

00:43:00 --> 00:43:03: This was a very strong NIMBY focused project.

00:43:03 --> 00:43:06: There was a lot of opposition when I got involved,

00:43:06 --> 00:43:09: and so we really worked hard to find,

00:43:09 --> 00:43:12: build a platform to have discussion around the project,

00:43:12 --> 00:43:15: to have community engagement, empower new voices.

00:43:15 --> 00:43:18: Hopefully Eric and Chelsea will talk about this project.

00:43:18 --> 00:43:22: They were deeply involved in bringing a lot of people

00:43:22 --> 00:43:23: to speak on this project.

00:43:23 --> 00:43:26: And you know, I saw my role as trying to

00:43:26 --> 00:43:30: provide facts and information and help the developer build the

00:43:30 --> 00:43:31: best project that we could.

00:43:31 --> 00:43:32: We ran across, you know,

00:43:32 --> 00:43:35: if we would hear making called it issue spotting.

00:43:35 --> 00:43:37: You know if we would hear of an issue that
00:43:37 --> 00:43:38: would be brought to us then I would work to
00:43:38 --> 00:43:39: try and address that.
00:43:39 --> 00:43:43: There was concerns around having two pools you know and
00:43:43 --> 00:43:46: not and having you know separate amenities.
00:43:46 --> 00:43:49: Or you know there's all these different things that can
00:43:49 --> 00:43:52: come up like transportation and a lot of NIMBY opposition
00:43:52 --> 00:43:53: to this was around.
00:43:53 --> 00:43:55: Well people. It's not safe to bike.
00:43:55 --> 00:43:57: There or walk there so you shouldn't be building housing
00:43:58 --> 00:43:58: there,
00:43:58 --> 00:44:00: and So what I could do then is try and
00:44:00 --> 00:44:02: find ways to solve that problem,
00:44:02 --> 00:44:04: or if it wasn't really a problem,
00:44:04 --> 00:44:07: provide facts to show that it wasn't actually a problem.
00:44:07 --> 00:44:09: So I find I kind of am in the middle
00:44:09 --> 00:44:09: of this,
00:44:09 --> 00:44:15: hoping to weave all of the political opinions and Community
00:44:15 --> 00:44:19: opinions into a practical project.
00:44:19 --> 00:44:23: Next slide. This is Western Community Housing.
00:44:23 --> 00:44:25: This is up in Gunnison County,
00:44:25 --> 00:44:27: very close to Crested Butte.
00:44:27 --> 00:44:29: I'm working on this project right now.
00:44:29 --> 00:44:32: It's been really challenging and really fun.
00:44:32 --> 00:44:33: We're working for Gunnison County.
00:44:33 --> 00:44:37: They want to do a significant affordable housing project for
00:44:37 --> 00:44:38: the local workforce.
00:44:38 --> 00:44:42: 200 almost 220 units on this beautiful piece of property.
00:44:42 --> 00:44:45: You can see an image and we did a two
00:44:45 --> 00:44:49: day share it with the community and what was awesome
00:44:49 --> 00:44:52: about this is our client agreed to pay.
00:44:52 --> 00:44:54: Stipends to all the shred participants,
00:44:54 --> 00:44:58: so really bringing people from the community to participate in
00:44:58 --> 00:44:58: this.
00:44:58 --> 00:45:01: Not just experts, not just designers and engineers.
00:45:01 --> 00:45:05: And so we came up with a community driven design
00:45:05 --> 00:45:08: that we're now going to take forward to the the
00:45:08 --> 00:45:09: Commissioners.
00:45:09 --> 00:45:12: And we also built a process committee with two of
00:45:12 --> 00:45:15: the Commissioners so that they could meet with us monthly
00:45:15 --> 00:45:18: to hear about our community engagement and give us
feedback.

00:45:18 --> 00:45:20: Again, do more issues botting,
00:45:20 --> 00:45:21: if they were hearing something,
00:45:21 --> 00:45:26: the community. They could let us know next slide.
00:45:26 --> 00:45:28: Here's pictures from the design Charette,
00:45:28 --> 00:45:29: so we all worked. We were able,
00:45:29 --> 00:45:31: luckily enough to work in person.
00:45:31 --> 00:45:34: Fully masked up in Gunnison County and it was a
00:45:34 --> 00:45:36: two full day Sheraton which we all every voice was
00:45:36 --> 00:45:39: equal at the table and we had designers there just
00:45:39 --> 00:45:42: to draw what they were hearing and it was we
00:45:42 --> 00:45:45: had neighbors involved which was really challenging,
00:45:45 --> 00:45:48: but really great to have neighbors who are directly impacted
00:45:48 --> 00:45:49: by this property.
00:45:49 --> 00:45:52: In this redevelopment participate in the shred and share their
00:45:52 --> 00:45:52: ideas,
00:45:52 --> 00:45:56: their concerns, their fears. And we continue to work with
00:45:56 --> 00:46:00: those neighbors in the community members to get elected
officials.
00:46:00 --> 00:46:02: Staff from both Gunnison and Crested Butte.
00:46:02 --> 00:46:05: The housing authorities is a diverse group of people.
00:46:05 --> 00:46:08: Laura was there as well as an expert in affordable
00:46:08 --> 00:46:10: housing development.
00:46:10 --> 00:46:14: Next slide. More pictures from the Shrek.
00:46:14 --> 00:46:15: I'm sure you've all been through these before,
00:46:15 --> 00:46:20: but what I loved about it is involving the community
00:46:20 --> 00:46:21: next slide.
00:46:21 --> 00:46:23: And then this got taken a complete step.
00:46:23 --> 00:46:25: Further, we do a lot of youth engagement.
00:46:25 --> 00:46:28: We partner with growing up Boulder to do youth
engagement,
00:46:28 --> 00:46:32: and Willa Williford, who's our show on the consultant team.
00:46:32 --> 00:46:35: She lives up there. She had a second grade teacher
00:46:35 --> 00:46:38: who was just on fire and wanted to help advocate
00:46:38 --> 00:46:41: for housing help the kids design the housing and so
00:46:41 --> 00:46:45: we did. They actually did a site visit with little
00:46:45 --> 00:46:48: hard hats and a site design and and you know,
00:46:48 --> 00:46:48: came up with our ideas.
00:46:48 --> 00:46:50: We met with them. You can see in the bottom
00:46:50 --> 00:46:52: right we do this thing called cities.
00:46:52 --> 00:46:56: Play where you design with found objects and describe your
00:46:56 --> 00:46:57: ideal community.
00:46:57 --> 00:47:01: They also did. They did 1D2D3D,
00:47:01 --> 00:47:03: they took it all the way to videos I can

00:47:03 --> 00:47:04: share.

00:47:04 --> 00:47:06: We just did a very small part of this but

00:47:06 --> 00:47:09: what was wonderful was engaged with a school teacher who

00:47:09 --> 00:47:12: was passionate about housing and providing housing in our community

00:47:12 --> 00:47:16: and also passionate about teaching and she just.

00:47:16 --> 00:47:19: Really took this to another level and we'll be sharing

00:47:20 --> 00:47:22: all of this with the elected officials.

00:47:22 --> 00:47:24: You know the parents become involved 'cause the kids are

00:47:24 --> 00:47:26: talking about designing their ideal community,

00:47:26 --> 00:47:28: and it was really rewarding and we just played a

00:47:28 --> 00:47:29: very small role in that.

00:47:29 --> 00:47:35: But being able to activate that is an really inspiring

00:47:35 --> 00:47:36: next slide.

00:47:36 --> 00:47:37: So you can see the steps.

00:47:37 --> 00:47:38: We had a site visit,

00:47:38 --> 00:47:41: they did design they did presenting and grading.

00:47:41 --> 00:47:45: They actually got graded for being providing certain amenities like

00:47:45 --> 00:47:48: good transportation and bike friendly infrastructure,

00:47:48 --> 00:47:52: and they had this grading sheet that I actually would

00:47:52 --> 00:47:53: love to use.

00:47:53 --> 00:47:54: And then they were built.

00:47:54 --> 00:47:56: And then they did 3D modeling.

00:47:56 --> 00:47:58: And then they actually made a video of it and

00:47:58 --> 00:48:00: I'll be happy to share that we shared it in

00:48:01 --> 00:48:04: the newspaper and really celebrated the youth and their vision

00:48:04 --> 00:48:07: for the future. 'cause they're very passionate about housing side.

00:48:10 --> 00:48:12: Ann Marie talked about this.

00:48:12 --> 00:48:14: I've been working on the home wanted regional housing partnership

00:48:14 --> 00:48:15: and the storytelling.

00:48:15 --> 00:48:18: And really, you know, a having a 12%

00:48:18 --> 00:48:20: regional housing goal towards affordability,

00:48:20 --> 00:48:23: but then also really building partners,

00:48:23 --> 00:48:27: storytelling, advocacy, and so right now that the partnerships a

00:48:27 --> 00:48:31: little on a slow burn because there's been some turnover

00:48:31 --> 00:48:34: at the county and quite a few public health crisis.

00:48:34 --> 00:48:37: But hopefully that goal still remains.

00:48:37 --> 00:48:39: And we've had 9 jurisdictions and we're seeing a lot

00:48:39 --> 00:48:41: of activity in superior in Lewisville.

00:48:41 --> 00:48:45: In Erie and Broomfield, who are are really wanting to,

00:48:45 --> 00:48:48: you know, build into this regional housing partnership.

00:48:48 --> 00:48:51: Next slide. And I think this was touched on by

00:48:51 --> 00:48:52: someone else.

00:48:52 --> 00:48:55: This is just another slide of showing how many people

00:48:55 --> 00:48:57: you can get involved in housing projects.

00:48:57 --> 00:49:03: So arts and culture turns out in Boulder and.

00:49:03 --> 00:49:07: The they had commissioned a study on artists and housing

00:49:07 --> 00:49:10: and so engaging with artists around housing.

00:49:10 --> 00:49:13: Then and then the youth I talked about that so

00:49:13 --> 00:49:17: we really working with different schools and organizations.

00:49:17 --> 00:49:20: A lot. Next community. We've done a lot of work

00:49:20 --> 00:49:20: with the media.

00:49:20 --> 00:49:23: Tell Amanda and Telemundo en El Comercio,

00:49:23 --> 00:49:28: and working with different PR firms and and media outlets

00:49:28 --> 00:49:30: to talk about housing faith.

00:49:30 --> 00:49:33: We've talked a lot about the faith community and their

00:49:33 --> 00:49:36: role in local foundations and seniors in the business

00:49:36 --> 00:49:38: community.

00:49:36 --> 00:49:38: So this is all just a kind of on one

00:49:39 --> 00:49:39: project.

00:49:39 --> 00:49:40: This is the regional housing partnership.

00:49:40 --> 00:49:42: These are all the different groups we work with.

00:49:42 --> 00:49:45: As we move through, so it's not just the traditional

00:49:45 --> 00:49:48: Chamber of Commerce or the you know,

00:49:48 --> 00:49:50: the affordable housing advocates that you know of.

00:49:50 --> 00:49:53: There's a lot of other people in the community that

00:49:53 --> 00:49:55: we try to activate in the work we do next

00:49:55 --> 00:49:56: slide.

00:49:56 --> 00:49:57: That's it for me. Thank you.

00:49:57 --> 00:49:58: Next

00:49:58 --> 00:50:00: slide. Thank you so much,

00:50:00 --> 00:50:03: Danica. More silent applause I'm seeing.

00:50:03 --> 00:50:07: And then we have Eric Bud and Chelsea Castiano next.

00:50:09 --> 00:50:11: Hi everyone, I am Chelsea Castellano.

00:50:12 --> 00:50:15: I am a colleague of bedrooms are for people.

00:50:16 --> 00:50:17: Hi Ann,

00:50:17 --> 00:50:20: I'm Eric bud. Also a colleague on bedrooms are for

00:50:20 --> 00:50:21: people next slide.

00:50:23 --> 00:50:26: So a little bit about our campaign.

00:50:26 --> 00:50:29: We ran a ballot measure campaign in Boulder to reform

00:50:30 --> 00:50:34: our solutionary occupancy laws that currently make it illegal for
00:50:34 --> 00:50:37: more than three unrelated people to live together.
00:50:37 --> 00:50:40: We built a team of over 200 volunteers.
00:50:40 --> 00:50:44: We were the first municipal campaign in the country to
00:50:44 --> 00:50:47: get a measure on the ballot using an online petitioning
00:50:47 --> 00:50:49: system and over the course of two years,
00:50:49 --> 00:50:54: we collected 10,000 signatures to get our fair measure.
00:50:54 --> 00:50:55: On the ballot in Boulder.
00:50:57 --> 00:51:01: Then after the anti Growth City Council changed their
election
00:51:01 --> 00:51:04: laws to keep us off the ballot in 2020,
00:51:04 --> 00:51:07: we filed a lawsuit against the city for ballot access
00:51:07 --> 00:51:09: that went up to the Colorado Supreme Court.
00:51:09 --> 00:51:13: We then organized a March where over 150 people rallied
00:51:13 --> 00:51:15: to reform a local zoning law,
00:51:15 --> 00:51:19: and in this past November election we helped elect A63
00:51:19 --> 00:51:23: pro housing majority on Boulder City Council.
00:51:26 --> 00:51:27: Next slide, sorry.
00:51:29 --> 00:51:32: So we're just gonna talk about some of the few
00:51:32 --> 00:51:35: key parts of our success messaging and branding.
00:51:35 --> 00:51:36: If you wanna be a success,
00:51:36 --> 00:51:39: a successful if you want to be successful working on
00:51:39 --> 00:51:42: a building or the built environment,
00:51:42 --> 00:51:44: then really, the only way you can be successful is
00:51:44 --> 00:51:47: to focus the effort on people and the people who
00:51:47 --> 00:51:48: will live there.
00:51:48 --> 00:51:51: And finding the right person to share that message is
00:51:51 --> 00:51:52: incredibly important.
00:51:52 --> 00:51:54: Who are you aiming to serve?
00:51:54 --> 00:51:57: And these people really must be the face of the
00:51:57 --> 00:51:57: project.
00:51:57 --> 00:51:59: It's it's easy to attack a building.
00:51:59 --> 00:52:01: But it's a lot harder to attack people that the
00:52:01 --> 00:52:02: building will serve.
00:52:04 --> 00:52:08: Next slide. So how do you combat lies and fear
00:52:08 --> 00:52:10: from opponent?
00:52:10 --> 00:52:13: So this is a real life ad that our opposition
00:52:13 --> 00:52:16: used against our fair housing measure.
00:52:16 --> 00:52:20: You know people who are against expanded access to
housing
00:52:20 --> 00:52:23: will say whatever it takes to instill fear.
00:52:23 --> 00:52:26: For example, opponents said that our measure,

00:52:26 --> 00:52:29: which would have allowed people to simply just share housing

00:52:29 --> 00:52:32: was going to quote decimate the neighborhoods,

00:52:32 --> 00:52:35: and that rhetoric is really hard to combat.

00:52:35 --> 00:52:37: But one of the main ways.

00:52:37 --> 00:52:40: Is to lift up the voices of those who are

00:52:40 --> 00:52:43: suffering because of the policy or wood or the people

00:52:43 --> 00:52:46: who would benefit from the housing project being built.

00:52:46 --> 00:52:50: You know, when people who are personally affected by the

00:52:50 --> 00:52:54: housing policy or projects speak out and share their struggles

00:52:54 --> 00:52:55: around the issue,

00:52:55 --> 00:52:59: it's just a lot harder for antigrowth people and groups

00:53:00 --> 00:53:01: to attack the project.

00:53:01 --> 00:53:02: Next slide.

00:53:05 --> 00:53:10: Let's see, that's. Not the slide I was expecting unfortunately.

00:53:10 --> 00:53:13: I'll just keep going. One of the other keys for

00:53:13 --> 00:53:15: us was social media.

00:53:15 --> 00:53:19: The we're going to talk about 2 main platforms that

00:53:19 --> 00:53:21: help with success.

00:53:21 --> 00:53:26: Twitter has really organized housing activists,

00:53:26 --> 00:53:29: continued investment in community building here will really help in

00:53:29 --> 00:53:30: the long term,

00:53:30 --> 00:53:33: either through personal or professional accounts,

00:53:33 --> 00:53:35: engage with and build a local.

00:53:35 --> 00:53:39: A following of local, statewide and National Housing activists and

00:53:39 --> 00:53:42: organizations use the platform to share information.

00:53:42 --> 00:53:46: About policy events or ways to get involved.

00:53:46 --> 00:53:47: Next slide.

00:53:49 --> 00:53:53: So a place where a lot of community opposition can

00:53:53 --> 00:53:55: form is next door.

00:53:55 --> 00:53:58: So one thing is that's somewhat obvious is that in

00:53:58 --> 00:54:00: order to access next door you need people in those

00:54:00 --> 00:54:04: neighborhoods or surrounding areas who have access to the platform.

00:54:04 --> 00:54:07: So it's really important to make sure that your base

00:54:07 --> 00:54:09: supporters have accounts,

00:54:09 --> 00:54:12: monitor any community opposition to your work,

00:54:12 --> 00:54:15: and try to personally connect with people to talk about

00:54:15 --> 00:54:16: their concerns.

00:54:16 --> 00:54:18: If they can be addressed and something that's a little

00:54:18 --> 00:54:19: bit more tactical.

00:54:19 --> 00:54:23: Is around next door's algorithms and so the way that
00:54:23 --> 00:54:26: you know what we've learned is that next door will
00:54:26 --> 00:54:28: serve more people.
00:54:28 --> 00:54:29: The posts that have the most comments,
00:54:29 --> 00:54:33: which means that you should really minimize responding at
to
00:54:33 --> 00:54:36: negative posts about your project.
00:54:36 --> 00:54:38: Rather, find people who will make a positive,
00:54:38 --> 00:54:42: proactive post about your project and have your supporters
comment
00:54:42 --> 00:54:45: on it to have that message be spread more broadly.
00:54:48 --> 00:54:48: Next slide.
00:54:51 --> 00:54:53: So one of the things that we're most proud of
00:54:53 --> 00:54:55: is really building broad coalitions,
00:54:55 --> 00:54:59: and your efforts in the Community will be much more
00:54:59 --> 00:55:03: successful if you have powerful groups in support of your
00:55:03 --> 00:55:03: projects.
00:55:03 --> 00:55:07: The connection between housing and climate change,
00:55:07 --> 00:55:10: racial justice businesses, LGBTQ plus,
00:55:10 --> 00:55:15: advocates, unions, faith groups has never been more clear
there.
00:55:15 --> 00:55:19: There's immensely their immense opportunity in power,
00:55:19 --> 00:55:23: and bringing those groups together to achieve a common
goal.
00:55:23 --> 00:55:26: Finding partners and interested parties is really critical to
success.
00:55:26 --> 00:55:29: So where do you find those partners?
00:55:29 --> 00:55:32: Well, we made a spreadsheet where we listed every single
00:55:32 --> 00:55:36: organizing group and nonprofit in the community and then
rank
00:55:36 --> 00:55:39: them based on the level of alignment between our goals
00:55:39 --> 00:55:44: and mission. And we then crowdsourced our volunteers to
begin
00:55:44 --> 00:55:48: reaching out to find the strongest relationships to those
groups
00:55:48 --> 00:55:52: that we had to begin doing outreach to those groups.
00:55:52 --> 00:55:56: To ask about a possible partnership and over the past
00:55:56 --> 00:55:56: two years,
00:55:56 --> 00:56:01: we've given over 25 partnership pitches and have been
successful
00:56:01 --> 00:56:04: in getting support in all but one and we would
00:56:04 --> 00:56:07: say that a key to success is really leaning into
00:56:07 --> 00:56:10: the missions of the groups that you are trying to
00:56:10 --> 00:56:14: build partnerships with and we customize every single

00:56:14 --> 00:56:18: endorsement and partnership pitch that we gave by highlighting the partners missions

00:56:18 --> 00:56:21: and explicitly outlining how our goals were aligned and how

00:56:21 --> 00:56:22: their supports.

00:56:22 --> 00:56:26: Of our campaign would help them achieve their goals next

00:56:26 --> 00:56:26: slide.

00:56:29 --> 00:56:31: So, testifying at public meetings,

00:56:31 --> 00:56:33: as many of us all know,

00:56:33 --> 00:56:36: projects can live or die based on the testimony given

00:56:36 --> 00:56:39: at at public hearings and an anti growth area is

00:56:39 --> 00:56:43: a small group of vocal people who oppose things can

00:56:43 --> 00:56:46: sway the decision. But what we have learned is that

00:56:46 --> 00:56:49: two can play that game especially in this age of

00:56:49 --> 00:56:53: virtual meetings that participation barriers are lower for younger working

00:56:53 --> 00:56:57: class people to have their voice heard at public hearings

00:56:57 --> 00:56:59: and virtual participation.

00:56:59 --> 00:57:03: Options should be something that we all advocate for keeping

00:57:03 --> 00:57:07: in the future in order to broaden participation and make

00:57:07 --> 00:57:10: it easier for pro housing voices to be heard.

00:57:10 --> 00:57:13: Advocacy groups are you're not so secret weapon to getting

00:57:13 --> 00:57:16: people to show up at a public hearing to support

00:57:16 --> 00:57:17: the housing,

00:57:17 --> 00:57:20: project, or initiative. Again, this is about lifting up the

00:57:20 --> 00:57:22: voices of the people you aim to serve,

00:57:22 --> 00:57:26: which also has the simultaneous effect of making the opposition

00:57:26 --> 00:57:28: look really bad,

00:57:28 --> 00:57:30: cruel and out of touch.

00:57:30 --> 00:57:31: Next slide.

00:57:33 --> 00:57:34: So

00:57:34 --> 00:57:36: if you want to bring the power of advocacy groups

00:57:36 --> 00:57:40: and their constituents to your public meeting like we did

00:57:40 --> 00:57:42: with the spine Rd project that Danica was mentioning,

00:57:42 --> 00:57:45: you need to just do these simple things,

00:57:45 --> 00:57:47: give clear directions and asks.

00:57:47 --> 00:57:49: Make things as simple as possible to participate.

00:57:49 --> 00:57:52: For example, include the hearing date,

00:57:52 --> 00:57:54: time and link to sign up to speak.

00:57:54 --> 00:57:58: Give advocacy groups A1 pager with the most important facts

00:57:58 --> 00:58:01: about the project and the community benefits that this project
00:58:01 --> 00:58:02: will bring.
00:58:02 --> 00:58:04: For example, the number of market rate.
00:58:04 --> 00:58:08: And affordable units. The top community benefits such as
00:58:08 --> 00:58:09: solar
00:58:09 --> 00:58:14: community gardens,
00:58:14 --> 00:58:15: bike infrastructure amenities, and really by providing these
00:58:15 --> 00:58:19: basic tittit
00:58:19 --> 00:58:24: details,
00:58:24 --> 00:58:27: it'll help the organizers and the people speaking share their
00:58:27 --> 00:58:30: personal stories and find the overlap with the project goals
00:58:30 --> 00:58:33: and so the providing the top project elements that you
00:58:33 --> 00:58:34: think are most at risk in the three to five
00:58:34 --> 00:58:38: topping talking points to address those that you think the
00:58:38 --> 00:58:41: opponents will bring up.
00:58:41 --> 00:58:45: Our our really key for the decision makers who are
00:58:45 --> 00:58:48: eventually going to be approving that project and really our
00:58:48 --> 00:58:51: strategy was for important hearings get 20 plus people to
00:58:51 --> 00:58:54: sign up to speak and prior to the hearing hold
00:58:54 --> 00:58:57: a short meeting with the team of speakers to brainstorm
00:58:57 --> 00:59:00: ideas,
00:59:00 --> 00:59:03: provide an extra layer of support and you know most
00:59:03 --> 00:59:07: people are speaking for the first time and they're nervous
00:59:07 --> 00:59:12: and so we did everything we could to make people
00:59:12 --> 00:59:15: feel supported and be able to tell their stories.
00:59:15 --> 00:59:18: Next slide.
00:59:18 --> 00:59:21: Yeah, so supporting and building relationships with advocacy
00:59:21 --> 00:59:24: groups will
00:59:24 --> 00:59:26: create lasting pro housing efforts in your community,
00:59:26 --> 00:59:30: and one of the best assets that advocacy groups hold
00:59:30 --> 00:59:34: are their contact lists of people and we have over
00:59:34 --> 00:59:36: 5000 people on our list where we have,
00:59:36 --> 00:59:40: you know, phone numbers and emails and names,
00:59:40 --> 00:59:46: and we know where people live and we can activate
00:59:46 --> 00:59:49: with calls to action when when there are projects where
00:59:49 --> 00:59:54: we have those common shared goals.
00:59:54 --> 00:59:55: Money, I mean supporting pro housing and pro people
causes or on you know our important investments that really
can help you to achieve your goals,
staff time dedicating, sometimes to building relationships with
organizing groups
that have aligned goals.

00:59:55 --> 00:59:58: It's just going to be so much easier to get
00:59:58 --> 01:00:01: housing built in your community if you have strong authentic
01:00:01 --> 01:00:04: relationships with pro housing advocacy groups,
01:00:04 --> 01:00:07: so continue reaching out and forming connections with those
who
01:00:07 --> 01:00:09: are also passionate about.
01:00:09 --> 01:00:13: Addressing our housing challenges and we can really make
exponentially
01:00:14 --> 01:00:16: more progress by working together.
01:00:16 --> 01:00:16: Thanks.
01:00:20 --> 01:00:23: Excellent, thank you so much Chelsea and Eric.
01:00:23 --> 01:00:26: I've loved all the tips involved in all of these
01:00:26 --> 01:00:27: presentations.
01:00:27 --> 01:00:30: Thank you so much. Our final speaker today is Laura
01:00:30 --> 01:00:32: Sheinbaum with Boulder Housing Partners.
01:00:34 --> 01:00:37: Good afternoon, I get the the honor of speaking last
01:00:37 --> 01:00:40: when everyone is taking all of my great talking points.
01:00:40 --> 01:00:44: So kudos and and really great to be on with
01:00:44 --> 01:00:46: you all this afternoon.
01:00:46 --> 01:00:49: I am a director of real estate development for Boulder
01:00:49 --> 01:00:49: Housing Partners.
01:00:49 --> 01:00:52: Boulder Housing Partners is the Housing Authority for the city
01:00:52 --> 01:00:53: of Boulder.
01:00:53 --> 01:00:55: Been doing this work for a long time and I
01:00:55 --> 01:00:58: have two sort of 1 not so great community engagement
01:00:58 --> 01:01:02: examples and then another one that that employed the
lessons
01:01:02 --> 01:01:04: learned and many of the techniques that you've heard
already.
01:01:04 --> 01:01:08: This afternoon from our other panel members.
01:01:08 --> 01:01:11: The first project I wanted to talk about today is
01:01:11 --> 01:01:12: the Lee Hill project.
01:01:12 --> 01:01:15: It's a 31 unit housing first project,
01:01:15 --> 01:01:18: which houses individuals exiting homelessness.
01:01:18 --> 01:01:22: It was built in partnership with BHP Boulder Housing Partners
01:01:22 --> 01:01:24: and Boulder Shelter for the homeless.
01:01:24 --> 01:01:29: Next flight please. And this is a project that didn't
01:01:29 --> 01:01:30: didn't go so well.
01:01:30 --> 01:01:34: This slide didn't look like it loaded quite right,
01:01:34 --> 01:01:37: but and that did you want to show a video?
01:01:37 --> 01:01:38: I did not want to show the video,
01:01:38 --> 01:01:40: but I did want to highlight so I don't know
01:01:40 --> 01:01:41: where the rest of the slide is.

01:01:41 --> 01:01:44: But this is a it's popping up,
01:01:44 --> 01:01:45: it's loading OK. Do
01:01:45 --> 01:01:47: you want me to load them all for you?
01:01:48 --> 01:01:49: I guess yeah,
01:01:49 --> 01:01:51: I mean, yeah, you can just keep while I talk
01:01:52 --> 01:01:52: and load them.
01:01:52 --> 01:01:54: So this is just, you know,
01:01:54 --> 01:01:57: the headlines. And again, this is from a while ago,
01:01:57 --> 01:01:59: but this is the headlines that we saw when we
01:02:00 --> 01:02:02: didn't do a great process right?
01:02:02 --> 01:02:06: So we ended up really in a storm of negative
01:02:06 --> 01:02:11: neighbor feedback and it was fierce and and strong.
01:02:11 --> 01:02:15: And we definitely had a group that coalesced against us,
01:02:15 --> 01:02:17: called the North Boulder Alliance mission.
01:02:17 --> 01:02:19: That's their mission statement, which was.
01:02:19 --> 01:02:23: They made this project not happen and then you know
01:02:23 --> 01:02:26: sort of the the pinnacle of the of the.
01:02:26 --> 01:02:29: Negativity came and and I'm not going to play for
01:02:29 --> 01:02:29: you,
01:02:29 --> 01:02:31: the clip. But if you choose to go back to
01:02:31 --> 01:02:34: the slides and wanna highlight a go to the YouTube
01:02:34 --> 01:02:34: video,
01:02:34 --> 01:02:38: you can see really what happened with a neighborhood
meeting
01:02:38 --> 01:02:41: that happened across the street and it was basically you
01:02:41 --> 01:02:44: know almost 200 people from the neighborhood came to
oppose
01:02:45 --> 01:02:48: the project quite vocally and there's quite a mob mentality
01:02:48 --> 01:02:50: and some fighting and ugly,
01:02:50 --> 01:02:52: ugly, ugly and so that's that's what we don't want
01:02:52 --> 01:02:53: to have happen,
01:02:53 --> 01:02:57: right? Because coming back from that was was nearly
impossible.
01:02:57 --> 01:03:03: Next slide, please. Yeah, so there's there's again the this
01:03:03 --> 01:03:07: is just loading slowly by the there we go and
01:03:07 --> 01:03:12: this is a little bit more about what we were
01:03:12 --> 01:03:15: doing. But again 31 bedroom units.
01:03:15 --> 01:03:18: It was it created a lot of fear in the
01:03:18 --> 01:03:19: neighborhood,
01:03:19 --> 01:03:23: chronic housing, chronically homeless adults who are exiting
homelessness partnership.
01:03:23 --> 01:03:24: We talked about a lot of this already.
01:03:24 --> 01:03:27: Next slide please. And the one thing I did want

01:03:27 --> 01:03:30: to note here is that you know again every project
01:03:30 --> 01:03:31: is different,
01:03:31 --> 01:03:33: and so this is, uh,
01:03:33 --> 01:03:36: where the project was located was on the corner too
01:03:36 --> 01:03:37: in the South.
01:03:37 --> 01:03:41: Sorry those you know left lower corner there.
01:03:41 --> 01:03:44: The BHP offices are across the street to the east
01:03:44 --> 01:03:47: and the shelter is to the north.
01:03:47 --> 01:03:49: If you look to further West,
01:03:49 --> 01:03:52: that's a big single family home neighborhood and that's
where
01:03:52 --> 01:03:54: most of the opposition was coming from.
01:03:54 --> 01:03:57: So again had we been.
01:03:57 --> 01:03:58: Out in front of this a little bit better,
01:03:58 --> 01:04:00: I think you know we wouldn't have had as far
01:04:01 --> 01:04:01: to climb back out,
01:04:01 --> 01:04:05: but it was very fear based in terms of what
01:04:05 --> 01:04:08: people were responding to next.
01:04:10 --> 01:04:12: So you know, this is where we started.
01:04:12 --> 01:04:14: We hired some communications consultant.
01:04:14 --> 01:04:17: We were gathering feedback from leaders.
01:04:17 --> 01:04:21: We were identifying very loosely organizational
spokespeople,
01:04:21 --> 01:04:23: trying to garner some allies.
01:04:23 --> 01:04:25: This all felt very good to us,
01:04:25 --> 01:04:26: and then we were, you know,
01:04:26 --> 01:04:30: simultaneously talking about rolling out neighborhood
meetings and design.
01:04:30 --> 01:04:32: But what ended up happening is word got out about
01:04:32 --> 01:04:35: what was what we were planning and and what we
01:04:35 --> 01:04:37: thought we were going to develop there.
01:04:37 --> 01:04:39: And so they were without information,
01:04:39 --> 01:04:41: there is a. Void of information.
01:04:41 --> 01:04:42: So they filled it with their own,
01:04:42 --> 01:04:43: you know, fear, fake news,
01:04:43 --> 01:04:46: some of the things that you've seen on some of
01:04:46 --> 01:04:47: these other slides.
01:04:47 --> 01:04:50: Next slide, please. So again,
01:04:50 --> 01:04:52: there are a lot of concerns raised.
01:04:52 --> 01:04:53: Like I said, most driven by fear,
01:04:53 --> 01:04:56: a lot of lack of control felt like it didn't
01:04:56 --> 01:04:59: really have a say in what was going to be
01:04:59 --> 01:05:01: developed there and then.

01:05:01 --> 01:05:05: The formation of this anti legal group and next slide
01:05:06 --> 01:05:06: please.
01:05:08 --> 01:05:11: And then so here's some of again.
01:05:11 --> 01:05:11: People have talked about this,
01:05:11 --> 01:05:14: but but some of the biases that we came to
01:05:14 --> 01:05:15: to this,
01:05:15 --> 01:05:18: and so you know, we thought that a few community
01:05:18 --> 01:05:21: leaders were really representing the rest of the community,
01:05:21 --> 01:05:23: and that wasn't that wasn't actually true,
01:05:23 --> 01:05:26: so we hadn't done a good job of picking the
01:05:26 --> 01:05:29: people who were going to be able to represent well
01:05:29 --> 01:05:30: what was trying to.
01:05:30 --> 01:05:33: We're trying to accomplish at the site.
01:05:33 --> 01:05:35: We also assumed it was about the building we built
01:05:35 --> 01:05:36: it built.
01:05:36 --> 01:05:37: We ended up building a beautiful building.
01:05:37 --> 01:05:39: We designed a beautiful building.
01:05:39 --> 01:05:43: But that's not what people were were carrying at Joseph.
01:05:43 --> 01:05:46: People that we're going to be living in the building
01:05:46 --> 01:05:46: quite frankly.
01:05:46 --> 01:05:48: And again, we've heard this,
01:05:48 --> 01:05:50: and we talked about this at the beginning,
01:05:50 --> 01:05:52: but we thought that facts Trump emotion,
01:05:52 --> 01:05:54: and we know that to be categorically false.
01:05:54 --> 01:05:57: At this point, you know people were making decisions and
01:05:57 --> 01:06:00: reacting based on fear and based on their emotion,
01:06:00 --> 01:06:03: not on the facts that we are trying to provide
01:06:03 --> 01:06:04: to them.
01:06:04 --> 01:06:06: We had assumed the support of the city and we
01:06:06 --> 01:06:09: thought they'd be our allies and City Council and city
01:06:09 --> 01:06:10: staff,
01:06:10 --> 01:06:12: and that also was not the case.
01:06:12 --> 01:06:14: So again we did not do a good job of
01:06:14 --> 01:06:17: sort of building a coalition early with the the folks
01:06:17 --> 01:06:19: that we needed to have at the table and to
01:06:19 --> 01:06:22: support the project. And we were doing communications
01:06:22 --> 01:06:23: versus public
01:06:22 --> 01:06:23: relations,
01:06:23 --> 01:06:26: so again, you know, we've heard a lot about branding
01:06:26 --> 01:06:27: and messaging,
01:06:27 --> 01:06:30: and certainly that was we were.
01:06:30 --> 01:06:32: Not very sophisticated in what we were doing and we

01:06:32 --> 01:06:35: were just providing facts and that was not selling or
01:06:35 --> 01:06:38: landing well with the folks that were in the neighborhood.
01:06:38 --> 01:06:43: Next slide, please. So we definitely did a little bit
01:06:43 --> 01:06:46: of a pause and a reset and.
01:06:46 --> 01:06:50: That has helped quite a bit.
01:06:50 --> 01:06:52: We did a large helped quite a bit.
01:06:52 --> 01:06:54: It was a mid course correction.
01:06:54 --> 01:06:57: We paused for six months at let everybody kind of
01:06:57 --> 01:07:00: take a breath were more direct with Council on what
01:07:00 --> 01:07:01: we needed.
01:07:01 --> 01:07:03: We hired somebody who could actually help us with that
01:07:04 --> 01:07:05: messaging and branding.
01:07:05 --> 01:07:07: And so a true PR firm that specializes in public
01:07:07 --> 01:07:08: relations.
01:07:08 --> 01:07:11: We galvanized supporters with a lot of the work that
01:07:11 --> 01:07:14: again the the goals that we heard other speakers talk
01:07:14 --> 01:07:17: about today but get them the good talking points and.
01:07:17 --> 01:07:19: And trying to find common ground with and that's one
01:07:19 --> 01:07:22: thing I know that Chelsea and Eric just talked about.
01:07:22 --> 01:07:25: But you know what is it that's compelling to the
01:07:25 --> 01:07:26: the neighbors that don't want it?
01:07:26 --> 01:07:29: You know, would you like to see less people living
01:07:29 --> 01:07:31: on the streets that are homeless and actually have them
01:07:31 --> 01:07:34: house so they're not coming into your neighborhood so
01:07:34 --> 01:07:37: much?
01:07:34 --> 01:07:37: You know, finding those those messages that really landed
01:07:37 --> 01:07:37: for
01:07:37 --> 01:07:37: them as well?
01:07:37 --> 01:07:40: Yeah, that would be a good thing for us.
01:07:40 --> 01:07:41: Uh, we had did offer control to the neighbors.
01:07:41 --> 01:07:44: We had them at the table to develop a statement
01:07:44 --> 01:07:46: of operations called a good name.
01:07:46 --> 01:07:50: Good neighbor, operating statement, and that took a long
01:07:50 --> 01:07:53: time
01:07:50 --> 01:07:53: and it was really challenging to create that document.
01:07:53 --> 01:07:55: But it lives on and we do an annual review
01:07:55 --> 01:07:58: of that with the neighbors every year and I'm happy
01:07:58 --> 01:08:00: to say that that is it.
01:08:00 --> 01:08:03: That was a course correction that was for this particular
01:08:03 --> 01:08:04: project,
01:08:04 --> 01:08:08: really, really important for the pivot to success.
01:08:08 --> 01:08:11: We did Hoac visits, lots of community meetings.
01:08:11 --> 01:08:12: No more big community meetings.

01:08:12 --> 01:08:16: We help smaller community meetings and sort of cultivated the
01:08:16 --> 01:08:16: MIT's.
01:08:18 --> 01:08:20: I don't know what that reconstitution is.
01:08:20 --> 01:08:23: A typo there, but statement of operations we talked about
01:08:23 --> 01:08:25: and then we had a design advisory group that helped
01:08:25 --> 01:08:27: us with the physical building itself.
01:08:27 --> 01:08:31: Next slide please. So you know again,
01:08:31 --> 01:08:34: the lessons learned here. Extra time,
01:08:34 --> 01:08:39: you know warehouse already we can use some of that.
01:08:39 --> 01:08:42: We can be perhaps more than a market developer,
01:08:42 --> 01:08:44: a little bit more thoughtful in how we go about
01:08:44 --> 01:08:45: these things,
01:08:45 --> 01:08:48: but I think just be prepared for time and expense
01:08:48 --> 01:08:51: and start earlier years in advance and don't have a
01:08:51 --> 01:08:54: void of information that people will fill with their own
01:08:54 --> 01:08:57: facts. Fake news, so to speak.
01:08:57 --> 01:08:59: Small meetings worked great, large ones,
01:08:59 --> 01:09:01: not so much. So again,
01:09:01 --> 01:09:03: it's just something to think about if and when we
01:09:03 --> 01:09:04: ever get back in person.
01:09:04 --> 01:09:08: Offer up some control. And especially once you get to
01:09:08 --> 01:09:10: a tipping point in a project,
01:09:10 --> 01:09:12: if you get site review approval,
01:09:12 --> 01:09:14: don't walk away from those neighbors who have been
fighting
01:09:15 --> 01:09:15: you.
01:09:15 --> 01:09:18: If you can continue to have that relationship with them
01:09:18 --> 01:09:21: and have their input impact the way your project is
01:09:21 --> 01:09:22: going to have an outcome,
01:09:22 --> 01:09:25: then you're building credibility for the next time you do
01:09:25 --> 01:09:25: it,
01:09:25 --> 01:09:28: and they're going to feel better about what's coming into
01:09:28 --> 01:09:29: their neighborhood.
01:09:29 --> 01:09:32: Those relationships, like I mentioned with elected officials,
01:09:32 --> 01:09:34: let them know very directly what it is that you
01:09:34 --> 01:09:34: need,
01:09:34 --> 01:09:37: and offer ways for them to support you.
01:09:37 --> 01:09:38: And in this instance, you know.
01:09:38 --> 01:09:41: Again, we've heard about some of the legal issues that
01:09:41 --> 01:09:42: bedrooms are for people faced.
01:09:42 --> 01:09:45: Again, having fair housing was bored,
01:09:45 --> 01:09:47: tear advantage is really important.

01:09:47 --> 01:09:49: Slide please, so that was Lee Hill.
01:09:49 --> 01:09:51: I'm happy to say it did get built.
01:09:51 --> 01:09:55: We're successful even housing 31 different individuals that have exited
01:09:55 --> 01:09:57: homelessness and it's going great.
01:09:57 --> 01:09:58: And the neighbors actually like us,
01:09:58 --> 01:10:01: so you know eventually it came around and I'm happy
01:10:01 --> 01:10:04: to say that that's a very successful project at this
01:10:04 --> 01:10:04: point.
01:10:04 --> 01:10:06: And this project hasn't been built yet.
01:10:06 --> 01:10:08: This is the Mount Calvary project.
01:10:08 --> 01:10:11: It's 60 units of senior housing in South Boulder.
01:10:11 --> 01:10:15: Next slide please. But similar in its location,
01:10:15 --> 01:10:17: it's got single family home adjacency.
01:10:17 --> 01:10:20: It was a former use of a church now going
01:10:20 --> 01:10:22: to be housing.
01:10:22 --> 01:10:25: So again sort of neighborhood opposition.
01:10:25 --> 01:10:27: Any in this the image to the to the top
01:10:27 --> 01:10:30: there you can see anything in yellow with single family
01:10:30 --> 01:10:31: home neighborhoods.
01:10:31 --> 01:10:34: The site itself is an orange with sort of the
01:10:34 --> 01:10:37: the red circle red outline around it so surrounded mainly
01:10:37 --> 01:10:39: by single family homes.
01:10:39 --> 01:10:42: And again that tends to be the the projects that
01:10:42 --> 01:10:43: we see have the most.
01:10:43 --> 01:10:48: Opposition next slide please. So you know,
01:10:48 --> 01:10:52: this was again, uh, a church that was,
01:10:52 --> 01:10:55: we bought a church property.
01:10:55 --> 01:10:59: I had started a design process when we would actually
01:10:59 --> 01:11:00: cohabitate with the church,
01:11:01 --> 01:11:03: and so we are trying very hard to at the
01:11:03 --> 01:11:05: start of this process again,
01:11:06 --> 01:11:09: have two things in in use at the site,
01:11:09 --> 01:11:12: and we're getting quite a bit of neighborhood pushback on
01:11:12 --> 01:11:12: that.
01:11:12 --> 01:11:16: And so, again, this is an instance where we pause
01:11:16 --> 01:11:19: the project and just took a breath.
01:11:19 --> 01:11:21: The church ended up moving out,
01:11:21 --> 01:11:24: and then when we were able to restart the project,
01:11:24 --> 01:11:27: the opposition was. It took away a lot and we
01:11:27 --> 01:11:30: were able to meet the the neighbors in a lot
01:11:30 --> 01:11:33: of the things that they were wanting to be able

01:11:33 --> 01:11:35: to keep, which was the child care facility.

01:11:35 --> 01:11:39: Having better setbacks, things like that next slide,

01:11:39 --> 01:11:43: please. So things that we employed here from some of

01:11:43 --> 01:11:48: the lessons learned to some of our other projects.

01:11:48 --> 01:11:50: We had smaller community open houses.

01:11:50 --> 01:11:54: So instead of those big massive community engagement pieces,

01:11:54 --> 01:11:57: we had smaller ones. We had design workshops.

01:11:57 --> 01:12:00: We did have a design advisory committee that helped us.

01:12:00 --> 01:12:04: You know, understand what the community was really wanting to

01:12:04 --> 01:12:06: see happen here.

01:12:06 --> 01:12:07: Once we got into COVID,

01:12:07 --> 01:12:10: we did online engagement, so we moved from in person

01:12:10 --> 01:12:13: to online and that actually was really really successful and

01:12:13 --> 01:12:15: so I think moving forward we will do a hybrid

01:12:15 --> 01:12:17: and I'll talk about that a little bit in in

01:12:17 --> 01:12:18: a moment.

01:12:18 --> 01:12:22: Moving forward we had a really high level of participation

01:12:22 --> 01:12:25: both in person and online surveys,

01:12:25 --> 01:12:28: so that was kind of cool to see the the

01:12:28 --> 01:12:30: the image to the left is,

01:12:30 --> 01:12:31: you know, the classic dot voting.

01:12:31 --> 01:12:34: Like which of these you like and you can see

01:12:34 --> 01:12:36: there is sort of overwhelming support for the.

01:12:36 --> 01:12:38: Third option there and then you know we were able

01:12:38 --> 01:12:41: to translate that into a pretty robust online survey that

01:12:41 --> 01:12:42: we had.

01:12:42 --> 01:12:45: Those a lot of good feedback on as well.

01:12:46 --> 01:12:48: Once we moved into Copa COVID era.

01:12:48 --> 01:12:52: Again, a long timeline, and as you've you know,

01:12:52 --> 01:12:55: that worked to advantage and then also really important,

01:12:55 --> 01:12:57: a variety of stakeholders were engaged.

01:12:57 --> 01:12:59: So not just the neighbors being responsive to them,

01:12:59 --> 01:13:02: but we worked to invite a lot of residents who

01:13:02 --> 01:13:05: lived in other senior housing that PHP owns so they

01:13:05 --> 01:13:09: could speak to how important the housing that they have

01:13:09 --> 01:13:12: is is to their life invited their children and their

01:13:12 --> 01:13:13: children were also involved.

01:13:13 --> 01:13:16: So future residents, current residents,

01:13:16 --> 01:13:18: neighbors. As of course you know.

01:13:18 --> 01:13:20: Is that sort of the classic participant in this,

01:13:20 --> 01:13:23: but important as everyone else has said to you know,
01:13:23 --> 01:13:26: make sure your variety of stakeholders and your representation of
01:13:27 --> 01:13:29: all the groups that will be impacted by the project
01:13:29 --> 01:13:32: are represented in your engagement groups.
01:13:32 --> 01:13:35: Next slide, please. And so,
01:13:35 --> 01:13:36: in the age of Kovid,
01:13:36 --> 01:13:39: yeah, we moved to online engagement and that was really
01:13:39 --> 01:13:40: like I said,
01:13:40 --> 01:13:42: very successful. I think as Chelsea mentioned,
01:13:42 --> 01:13:45: it's sort of is an equalizer and allowed people who
01:13:46 --> 01:13:49: may not be able to make an evening community meeting
01:13:49 --> 01:13:51: or a daytime community meeting.
01:13:51 --> 01:13:54: You know, they certainly are zooming in is easier as
01:13:54 --> 01:13:57: well as responding to surveys and that kind of thing.
01:13:57 --> 01:14:00: So we were really pleased not with COVID of course,
01:14:00 --> 01:14:03: but to have the opportunity to try this out.
01:14:03 --> 01:14:05: And I think moving forward this will be a way
01:14:05 --> 01:14:06: that we engage.
01:14:06 --> 01:14:09: And and be able to get a more robust response.
01:14:09 --> 01:14:12: That's not just the people who have the ability to,
01:14:12 --> 01:14:14: you know. Maybe walk across the street and engage in
01:14:14 --> 01:14:17: a community meeting because it's adjacent to where they live.
01:14:20 --> 01:14:20: So yeah, like I said,
01:14:20 --> 01:14:23: more response than we've ever had in person.
01:14:23 --> 01:14:25: The image on the right there is just,
01:14:25 --> 01:14:28: you know. Again, some of the data that we we
01:14:28 --> 01:14:31: called from that survey and and then again some other
01:14:31 --> 01:14:32: things that we did.
01:14:32 --> 01:14:34: You know, for those who didn't have access to a
01:14:34 --> 01:14:34: computer,
01:14:34 --> 01:14:38: email and phone were options for their input,
01:14:38 --> 01:14:40: and then we did robust outreach on some of the
01:14:40 --> 01:14:42: social media platforms,
01:14:42 --> 01:14:45: Facebook and Twitter. And then of course we utilized a
01:14:45 --> 01:14:49: housing network with with Megan's Group and and had.
01:14:49 --> 01:14:51: Speakers at our Planning board,
01:14:51 --> 01:14:54: hearing from his team so that all worked to our
01:14:54 --> 01:14:55: advantage,
01:14:55 --> 01:14:57: we did get site review approval and now we're in
01:14:57 --> 01:14:58: Tecdoc,

01:14:58 --> 01:15:00: so hopefully breaking ground this summer.
01:15:00 --> 01:15:05: Next slide. So just a quick summary.
01:15:05 --> 01:15:06: We've talked about a lot of this,
01:15:06 --> 01:15:07: and I think this is a little bit out of
01:15:07 --> 01:15:07: order.
01:15:07 --> 01:15:09: Maybe I needed to have this one earlier,
01:15:09 --> 01:15:12: but you know, time we tried vantage small,
01:15:12 --> 01:15:15: frequent meetings engage early with their community leaders
and let
01:15:15 --> 01:15:17: them know that you need city staff as well.
01:15:18 --> 01:15:19: Make sure that they're on your side,
01:15:19 --> 01:15:24: so I think that's a place that's really important to
01:15:24 --> 01:15:25: focus as well.
01:15:25 --> 01:15:27: Make changes when you can.
01:15:27 --> 01:15:31: That helps satisfy neighbors. I know that Willoughby court
decrease
01:15:31 --> 01:15:32: their density.
01:15:32 --> 01:15:36: We actually increased our density on this project because we
01:15:36 --> 01:15:40: were able to make other changes that then allowed us
01:15:40 --> 01:15:44: to increase the number of units while still making neighbors
01:15:44 --> 01:15:47: happy, and so that that was a really good outcome
01:15:47 --> 01:15:48: on this one,
01:15:48 --> 01:15:50: we had no opposition come to planning board and we
01:15:50 --> 01:15:52: also had no City Council call up,
01:15:52 --> 01:15:55: which you know is sort of the call of last
01:15:55 --> 01:15:55: resort.
01:15:55 --> 01:15:57: For people who are upset with the project,
01:15:57 --> 01:16:00: so those are, those are my big takeaways and again
01:16:00 --> 01:16:01: I think I just.
01:16:01 --> 01:16:03: I'm reiterating a lot of what you've already heard,
01:16:03 --> 01:16:07: but. Thank you, I'm happy to say that we're moving
01:16:07 --> 01:16:09: all of these things forward.
01:16:13 --> 01:16:15: Thank you so much Laura.
01:16:15 --> 01:16:17: So we're coming to the end of the program where
01:16:17 --> 01:16:19: we have an opportunity for Q&A.
01:16:19 --> 01:16:23: All the audience members are welcome to add questions to
01:16:23 --> 01:16:27: the chat box and then we can our moderator,
01:16:27 --> 01:16:29: Dan a couple will choose which questions to ask 1st
01:16:29 --> 01:16:37: and and prioritize them. I don't see any questions yet.
01:16:39 --> 01:16:41: I had a few. OK,
01:16:41 --> 01:16:45: first question is going to be easy make and who
01:16:45 --> 01:16:46: are the bots?

01:16:48 --> 01:16:52: I didn't like our that was that like an online
01:16:52 --> 01:16:54: marketing or the bots?
01:16:54 --> 01:16:55: Yeah, so
01:16:55 --> 01:16:57: when you sign up for MailChimp,
01:16:57 --> 01:16:59: this relates to creation of a logo.
01:16:59 --> 01:17:03: They know when you know when you're doing your first
01:17:03 --> 01:17:04: newsletter,
01:17:04 --> 01:17:07: they recognize you don't have a logo and then they
01:17:07 --> 01:17:09: say do you want us to design one for you?
01:17:09 --> 01:17:14: I click yes and it took me to some place
01:17:14 --> 01:17:20: where 17 different design bots or design firms.
01:17:20 --> 01:17:22: Received the same input from you,
01:17:22 --> 01:17:25: which is a short description of your goals and objectives
01:17:25 --> 01:17:27: and then based on the words you put in,
01:17:27 --> 01:17:32: they come up with these these designs for your logo,
01:17:32 --> 01:17:34: so that's what it is.
01:17:34 --> 01:17:36: And then if you choose to have one,
01:17:36 --> 01:17:40: I was stunned. It was \$60.00 at the end.
01:17:40 --> 01:17:44: Now we want to change our logo a little bit.
01:17:44 --> 01:17:48: At this point we we've been with it for 14
01:17:48 --> 01:17:50: months and I'm I can't find.
01:17:50 --> 01:17:54: I haven't, I haven't. I mean I made some inquiry
01:17:54 --> 01:17:57: about how I get back to this firm or bot
01:17:57 --> 01:18:01: that put it together and that can't be done so,
01:18:01 --> 01:18:04: but fortunately we have a good activist and a great
01:18:04 --> 01:18:06: designer who's working on it with us.
01:18:07 --> 01:18:08: I think that's so cool.
01:18:08 --> 01:18:11: I did not know. I've heard of things like crowdsourcing
01:18:11 --> 01:18:14: like fiver or something where you can pay.
01:18:14 --> 01:18:15: You know 5 bucks and get it.
01:18:15 --> 01:18:19: So I think that that's a great resource for you.
01:18:19 --> 01:18:21: Know some of these advocacy groups or even on projects.
01:18:21 --> 01:18:24: Sometimes you just got to get something up and running
01:18:24 --> 01:18:25: and you don't have a lot of time,
01:18:25 --> 01:18:27: but you need something and so I know in Lyons
01:18:27 --> 01:18:30: we were in that same situation we just had to
01:18:30 --> 01:18:33: create something to get out to the community to start.
01:18:33 --> 01:18:36: You know, having a voice in all of it,
01:18:36 --> 01:18:38: so I think I thought that was interesting.
01:18:38 --> 01:18:39: Does anybody have a oh?
01:18:39 --> 01:18:42: Jill has a question. Hi Jill.
01:18:42 --> 01:18:44: Hi you guys are awesome,

01:18:44 --> 01:18:47: this was incredible. Honestly I learned so much and I
01:18:47 --> 01:18:50: already know and love each of you and but like
01:18:50 --> 01:18:52: the combination was just perfect.
01:18:52 --> 01:18:54: So I just want to kind of like how to
01:18:54 --> 01:18:56: get feedback from all you housing.
01:18:56 --> 01:19:00: You know, folks on an idea that Councilwoman Folkerts
brought
01:19:00 --> 01:19:02: up during the retreat that I love.
01:19:02 --> 01:19:04: And I kinda wanna start socializing.
01:19:05 --> 01:19:07: This is not on behalf of the Boulder Chamber.
01:19:07 --> 01:19:09: This is just me. But you know,
01:19:09 --> 01:19:13: Council did agree at the Chambers urging and others to
01:19:13 --> 01:19:15: to relook at their aid EU policy.
01:19:15 --> 01:19:16: You know as you know,
01:19:16 --> 01:19:18: when we enacted the 80 use,
01:19:18 --> 01:19:19: we made it so that 80%
01:19:20 --> 01:19:23: of homes cannot do it and.
01:19:23 --> 01:19:24: So anyway,
01:19:25 --> 01:19:26: what?
01:19:26 --> 01:19:30: What are some of your thoughts on on econo minimize
01:19:30 --> 01:19:34: allowing the condominium isation of a deuce in Boulder so
01:19:34 --> 01:19:38: that the benefit doesn't just go to the home owner
01:19:38 --> 01:19:41: and also it's a way of adding like duplexes,
01:19:41 --> 01:19:46: triplexes density onto properties without like gently and at the
01:19:46 --> 01:19:50: at the need of the of the owner like could
01:19:50 --> 01:19:53: help people stay in their homes for example.
01:19:53 --> 01:19:56: And a gentle infill and kind of why would we
01:19:56 --> 01:19:59: care if if the place is already being occupied in
01:19:59 --> 01:20:02: the car and the trash and the noise and all
01:20:02 --> 01:20:05: that's already taking place, why do we care if it's
01:20:05 --> 01:20:06: a renter or an owner?
01:20:06 --> 01:20:08: So anyway, I just wondered if we if that's something
01:20:08 --> 01:20:09: we should be pushing on,
01:20:09 --> 01:20:14: given councils desire to take it back up?
01:20:14 --> 01:20:15: No, no one really jumped on.
01:20:15 --> 01:20:18: Lawrence comment. They all kind of rolled their eyes and
01:20:18 --> 01:20:19: moved on and and then
01:20:19 --> 01:20:20: it went nowhere.
01:20:22 --> 01:20:24: Damn Ray, do you have your hand up?
01:20:25 --> 01:20:28: Yeah, I I've done quite a bit of research on
01:20:28 --> 01:20:33: Ada's around the country and the research I've looked at
01:20:33 --> 01:20:38: indicates that they're only slightly cheaper per square foot

than
01:20:38 --> 01:20:43: the surrounding housing, and in that's only because they might
01:20:43 --> 01:20:43: have,
01:20:43 --> 01:20:46: you know, shared driveways, or you know,
01:20:46 --> 01:20:50: other kinds of things that are considered less desirable so
01:20:50 --> 01:20:55: they aren't really affordable housing in a place like Boulder
01:20:56 --> 01:20:56: County.
01:20:56 --> 01:20:59: Warehousing is so high now.
01:20:59 --> 01:21:05: I haven't looked into the condominium eyes condominium
izing questions,
01:21:05 --> 01:21:07: so I don't really have a comment on that,
01:21:07 --> 01:21:11: but what I had looked at is there are programs
01:21:11 --> 01:21:14: nationwide where you can help someone.
01:21:14 --> 01:21:18: Let's say a senior who wants to create an Adu
01:21:18 --> 01:21:22: but doesn't have the cash right that there are programs
01:21:22 --> 01:21:26: where you work with a general contractor and that general
01:21:26 --> 01:21:31: contractor. Usually picked by the city and often a nonprofit
01:21:31 --> 01:21:35: and the general contractor helps get the aid you built
01:21:35 --> 01:21:39: and they supervise its construction and they also have
access
01:21:40 --> 01:21:43: to different financing than regular financing,
01:21:43 --> 01:21:44: though as I understand it,
01:21:44 --> 01:21:47: if I go apply for an 80 you right now,
01:21:47 --> 01:21:51: I cannot use the future income from that aid you
01:21:51 --> 01:21:54: to help me qualify for a loan,
01:21:54 --> 01:21:57: but there are certain pots of financing through the
Community.
01:21:57 --> 01:22:01: Reinvestment act that I think you can access for that
01:22:01 --> 01:22:04: and they require you know a certain hoops that you
01:22:04 --> 01:22:06: have to jump through.
01:22:06 --> 01:22:08: And I don't know exactly what those are,
01:22:08 --> 01:22:11: but these programs where we we work with a general
01:22:11 --> 01:22:15: contractor and then you can help people who couldn't
otherwise
01:22:15 --> 01:22:17: afford to create an AD.
01:22:17 --> 01:22:20: You get an income stream and then an exchange.
01:22:20 --> 01:22:24: You do a deed restriction on the home for some
01:22:24 --> 01:22:28: period of time and they usually range from 10 years
01:22:28 --> 01:22:28: to forever.
01:22:28 --> 01:22:31: And so I I think we should be more creative
01:22:31 --> 01:22:33: and thoughtful about aid use,
01:22:33 --> 01:22:38: and I don't think a dues alone create affordable housing.

01:22:38 --> 01:22:41: If I'd be slightly more affordable and it might help
01:22:41 --> 01:22:42: the homeowner.
01:22:42 --> 01:22:44: But if we think it's part of the affordable housing
01:22:44 --> 01:22:45: solution,
01:22:45 --> 01:22:49: the research is not showing that it actually creates
significantly
01:22:49 --> 01:22:51: more affordable housing.
01:22:54 --> 01:22:56: Mckennas you want to respond to?
01:22:58 --> 01:22:59: Ram you.
01:23:02 --> 01:23:06: I'm sorry I wanna move on to the next topic
01:23:06 --> 01:23:12: and and really focus the panel's attention on early
intervention
01:23:12 --> 01:23:14: and projects because.
01:23:14 --> 01:23:19: Henry made the point in beginning in her opening
presentation
01:23:19 --> 01:23:25: about the timidity of planning boards or commissions and city
01:23:25 --> 01:23:29: councils when they get a project for approval.
01:23:29 --> 01:23:33: And what one of the things that we are changing
01:23:33 --> 01:23:37: a dynamic we are changing thanks to all of the
01:23:37 --> 01:23:42: people on this on this panel is that we're seeing
01:23:42 --> 01:23:45: earlier intervention of housing advocates.
01:23:45 --> 01:23:50: Because when you're on a Planning Commission or a
planning
01:23:50 --> 01:23:55: board and a project has been developing momentum and a
01:23:55 --> 01:23:59: lot of momentum on the NIMBY side of the development.
01:23:59 --> 01:24:03: IT projects come to the boards or city councils with
01:24:03 --> 01:24:08: and sometimes in agreement having been forged between
the developer
01:24:09 --> 01:24:11: and the most vocal of the neighbors,
01:24:11 --> 01:24:16: who are opponents. Typically that involves tamping density
way down
01:24:17 --> 01:24:19: below where it would have been if,
01:24:19 --> 01:24:23: let's say the housing advocates had been early.
01:24:23 --> 01:24:26: Inter had early been intervening,
01:24:26 --> 01:24:29: and expressing a point of view and so.
01:24:29 --> 01:24:32: The I just want to make the point that early
01:24:32 --> 01:24:38: intervention the first time these projects come before for
conceptual
01:24:38 --> 01:24:42: review or concept review before the Planning Board is the
01:24:42 --> 01:24:46: most is the hardest time for developers to bring supporters.
01:24:46 --> 01:24:50: It's an easy time for neighbors to oppose because they've
01:24:50 --> 01:24:54: with they live within a certain distance of the project
01:24:54 --> 01:24:55: they've been notified,
01:24:55 --> 01:24:58: but the housing advocates have not.

01:24:58 --> 01:25:00: So I just want to emphasize.

01:25:00 --> 01:25:05: How? You really can leverage the strength of housing advocacy

01:25:05 --> 01:25:08: if it comes early in the process.

01:25:13 --> 01:25:19: Thanks Megan. Anybody else have a question from the group?

01:25:19 --> 01:25:20: Feel free to raise your hand or put it in

01:25:20 --> 01:25:21: the chat.

01:25:22 --> 01:25:23: I had a question

01:25:23 --> 01:25:26: Kelly. Why are you willing?

01:25:26 --> 01:25:27: I was going to ask Kelly,

01:25:27 --> 01:25:29: who said she was a member of the church if

01:25:29 --> 01:25:32: I was interested in what your experience was as being

01:25:32 --> 01:25:35: a member of the church and having the neighborhood be

01:25:35 --> 01:25:38: an opposition. If you had any learning from that that

01:25:38 --> 01:25:39: you could share with us,

01:25:39 --> 01:25:42: 'cause that's a unique position to be in as an

01:25:42 --> 01:25:43: advocate,

01:25:43 --> 01:25:46: but not a neighbor. And if there was anything that

01:25:46 --> 01:25:49: you thought worked really well or would do differently if

01:25:49 --> 01:25:51: you're willing to share,

01:25:51 --> 01:25:53: yeah, hi Kelly here, I'm willing to share,

01:25:53 --> 01:25:56: but I don't really have much the church was involved.

01:25:56 --> 01:25:58: In those advocacy points

01:25:58 --> 01:26:00: or having those conversations

01:26:00 --> 01:26:01: with the community.

01:26:02 --> 01:26:05: It was more of us choosing who we were choosing

01:26:05 --> 01:26:05: to sell

01:26:05 --> 01:26:08: the property to and why

01:26:08 --> 01:26:09: we were choosing to sell

01:26:09 --> 01:26:10: it to them. So

01:26:10 --> 01:26:11: we wanted to

01:26:11 --> 01:26:14: make an impact with our sale

01:26:14 --> 01:26:16: to Boulder Housing Partners

01:26:16 --> 01:26:18: for the seniors

01:26:18 --> 01:26:21: and that was important to us and to grow that

01:26:22 --> 01:26:25: Community and grow that support that is needed so I

01:26:25 --> 01:26:30: don't have any tidbits on the Community networking because

01:26:30 --> 01:26:32: we

01:26:30 --> 01:26:32: just weren't involved with that.

01:26:32 --> 01:26:34: Thank you, I think that's I mean that

01:26:34 --> 01:26:36: brings up a really interesting.

01:26:36 --> 01:26:37: It's kind of a sidebar,

01:26:37 --> 01:26:41: but one of the things that we could do better

01:26:41 --> 01:26:43: is help I think.

01:26:43 --> 01:26:46: And I in Longmont is actually doing some of this.

01:26:46 --> 01:26:49: Help those groups who want to build housing on their

01:26:49 --> 01:26:52: property or sell their property to housing or land,

01:26:52 --> 01:26:56: lease their property to actually help them be empowered to

01:26:56 --> 01:26:58: understand how to do that.

01:26:58 --> 01:27:03: I worked, I met with the project in Longmont.

01:27:04 --> 01:27:06: The tiny homes Ameri. You know the name of it.

01:27:08 --> 01:27:10: Veterans Community veterans community.

01:27:11 --> 01:27:14: Yes, with the church and I one of the key

01:27:14 --> 01:27:15: takeaways.

01:27:15 --> 01:27:18: We interviewed them for the regional Housing Partnership

01:27:18 --> 01:27:21: and one of the key takeaways they had is as the church

01:27:21 --> 01:27:24: they did not have the technical capacity or understand how

01:27:24 --> 01:27:26: to subdivide land, how to get a survey,

01:27:26 --> 01:27:29: how to you know, navigate the process or hire the

01:27:29 --> 01:27:32: people or raise funds for that because it and they

01:27:32 --> 01:27:35: do it once and then they're done.

01:27:35 --> 01:27:38: You know that church will probably never do this again,

01:27:38 --> 01:27:41: but they could learn and so how do you bring

01:27:41 --> 01:27:41: those skills?

01:27:41 --> 01:27:44: And help other people learn from that so that they

01:27:44 --> 01:27:46: don't have to start from scratch,

01:27:46 --> 01:27:49: because I think there's a lot of opportunity for housing,

01:27:49 --> 01:27:51: and I don't know. I think about that a lot.

01:27:51 --> 01:27:53: Like how do we build capacity?

01:27:53 --> 01:27:56: Whether the city has resources so that if a nonprofit

01:27:56 --> 01:27:58: or or church or somebody shows up and says I

01:27:58 --> 01:28:01: want to do affordable housing on my property,

01:28:01 --> 01:28:03: they have somebody to call or a resource to go

01:28:03 --> 01:28:03: to,

01:28:03 --> 01:28:07: or there's a funding mechanism because I think a lot

01:28:07 --> 01:28:11: of projects get stopped because that organization doesn't

01:28:11 --> 01:28:13: have the capacity or the wherewithal.

01:28:13 --> 01:28:15: Expertise to be able to take that go down that

01:28:15 --> 01:28:17: road and they're just like you know what?

01:28:17 --> 01:28:19: We're at church and we want to do this,

01:28:19 --> 01:28:23: but it's overwhelming. Does anyone have any thoughts on how

01:28:23 --> 01:28:24: to bring those projects?
01:28:24 --> 01:28:27: To fruition, so I think that's a key part of
01:28:27 --> 01:28:29: building affordable housing.
01:28:30 --> 01:28:33: So, so the interfaith alliance,
01:28:33 --> 01:28:35: which is based in Denver,
01:28:35 --> 01:28:39: had a staff person for some time that was trying
01:28:39 --> 01:28:43: to create like a playbook for churches that were trying
01:28:43 --> 01:28:43: to do that.
01:28:43 --> 01:28:45: And I never saw it,
01:28:45 --> 01:28:48: and so I don't know if it was completed or
01:28:48 --> 01:28:50: they lost funding or what happened.
01:28:50 --> 01:28:54: But I think that would be really handy for the
01:28:55 --> 01:28:56: churches I work with.
01:28:56 --> 01:28:58: To have something like that,
01:28:58 --> 01:29:01: and I know there's a Jewish congregation in Boulder that's
01:29:02 --> 01:29:03: really looking into that,
01:29:03 --> 01:29:05: and I just haven't had time to follow up on
01:29:05 --> 01:29:06: that right now,
01:29:06 --> 01:29:10: but I think there's some tools being considered and I
01:29:10 --> 01:29:13: would look at the interfaith alliance.
01:29:14 --> 01:29:17: Thank you. And I guess I know making you want
01:29:17 --> 01:29:20: to move on from the Edu but gel the like
01:29:20 --> 01:29:23: land use nerd in me was like the idea of
01:29:23 --> 01:29:27: condemnation is very is a difficult one because our
subdivision
01:29:27 --> 01:29:29: laws and just a lot of complexities.
01:29:29 --> 01:29:33: I think an even lower hanging fruit is just blueprints
01:29:33 --> 01:29:36: and like being able to get a design that you
01:29:36 --> 01:29:37: can get approved.
01:29:37 --> 01:29:40: I mean that would remove a huge barrier to building
01:29:40 --> 01:29:43: 80 use just right now they're not even being built
01:29:43 --> 01:29:46: because it's it may cost you \$30,000 to hire an
01:29:46 --> 01:29:49: architect in another. You know 20 or 30 insight work
01:29:49 --> 01:29:51: and are you going to get the permit and so
01:29:51 --> 01:29:54: it is a it's an exclusive process reserved for the
01:29:54 --> 01:29:57: wealthy I think. And I do believe in Longmont,
01:29:57 --> 01:30:01: they've created blueprints that if you can go pick one
01:30:01 --> 01:30:02: that has already been almost,
01:30:02 --> 01:30:05: you know, rubber stamp by the city because it's been
01:30:05 --> 01:30:08: reviewed for building code compliance and all those things.
01:30:08 --> 01:30:10: And so I think those would be very easy to
01:30:10 --> 01:30:10: do.

01:30:10 --> 01:30:13: And I know a lot of other communities have already
01:30:13 --> 01:30:15: done this so we wouldn't have to create it from
01:30:15 --> 01:30:17: scratch and it would allow seniors and other people to
01:30:17 --> 01:30:21: probably. Be able to think about it as an opportunity
01:30:21 --> 01:30:22: for them,
01:30:22 --> 01:30:26: because honestly, like the process is daunting to me and
01:30:26 --> 01:30:29: I understand the process somewhat,
01:30:29 --> 01:30:30: so I don't know.
01:30:33 --> 01:30:36: The city hires a general contractor that I I didn't
01:30:36 --> 01:30:37: mention that,
01:30:37 --> 01:30:40: but those are generally one of the elements of those
01:30:40 --> 01:30:41: projects.
01:30:41 --> 01:30:47: Is that they're pre-approved blueprints to make life easy for
01:30:48 --> 01:30:49: everybody?
01:30:49 --> 01:30:50: So I have a question
01:30:50 --> 01:30:53: for Chelsea and Eric. You said one of the things
01:30:53 --> 01:30:54: you said was getting.
01:30:54 --> 01:30:56: People are very uncomfortable speaking in public,
01:30:56 --> 01:30:59: and oftentimes it's their first time testifying.
01:30:59 --> 01:31:01: They've got 3 minutes. They have to wait a long
01:31:01 --> 01:31:01: time.
01:31:01 --> 01:31:05: What are your tips or for coaching people to be
01:31:05 --> 01:31:07: comfortable in that environment?
01:31:07 --> 01:31:09: And how do you prepare them for that so that
01:31:09 --> 01:31:12: they stick around and feel confident in what they're doing?
01:31:14 --> 01:31:17: Yeah, well like we we sort of talked about.
01:31:17 --> 01:31:20: So the way that we would do it is we
01:31:20 --> 01:31:20: would,
01:31:20 --> 01:31:23: you know do the outreach to get people to sign
01:31:23 --> 01:31:26: up and then before you know usually a couple of
01:31:26 --> 01:31:28: days before the actual hearing.
01:31:28 --> 01:31:31: We'd have a team meeting with everyone who signed up
01:31:31 --> 01:31:33: to speak and just kind of go around the room
01:31:33 --> 01:31:35: and ask people you know what.
01:31:35 --> 01:31:39: What's connecting with you? What story do you wanna
share?
01:31:39 --> 01:31:42: Here are the key points that we need to incorporate
01:31:43 --> 01:31:44: and also just trying to.
01:31:44 --> 01:31:48: You know, usually there's not enough time to address all
01:31:48 --> 01:31:50: the key points in one one person talking,
01:31:50 --> 01:31:54: so splitting up the issues and so certain people are
01:31:54 --> 01:31:56: addressing different parts of the issue,

01:31:56 --> 01:32:01: and then we would have everybody right there right there.
01:32:01 --> 01:32:05: Commentary in one Google Doc and we would actually like
01:32:05 --> 01:32:09: help people review like give some edits or reviews or
01:32:09 --> 01:32:10: comments.
01:32:10 --> 01:32:13: And then during the meeting we have a slack where
01:32:13 --> 01:32:13: we,
01:32:13 --> 01:32:16: you know, cheer each other on and are just giving
01:32:16 --> 01:32:17: each other support.
01:32:17 --> 01:32:21: And we've actually found that when people participate in a
01:32:21 --> 01:32:26: public hearing it it makes them stick as a volunteer.
01:32:26 --> 01:32:28: It's actually one of the things that once they do
01:32:28 --> 01:32:30: that they're really excited about it.
01:32:30 --> 01:32:31: And there's some sort of,
01:32:31 --> 01:32:34: you know, adrenaline that comes from it that they then
01:32:34 --> 01:32:37: are kind of like they feel more invested in the
01:32:37 --> 01:32:37: work.
01:32:37 --> 01:32:41: So so yeah, just providing that level of support.
01:32:41 --> 01:32:44: Along the way, and has has seemed to work for
01:32:45 --> 01:32:45: us for
01:32:45 --> 01:32:48: us at least. Thank you,
01:32:49 --> 01:32:50: go ahead Eric. Yeah
01:32:50 --> 01:32:52: I would just add like just kind of a basic
01:32:52 --> 01:32:56: political thing which is essentially understanding why people
care and
01:32:56 --> 01:32:59: if you understand why people care about something like it
01:32:59 --> 01:33:02: really helps tie in to you know to what they
01:33:02 --> 01:33:04: what they should be saying based on that.
01:33:04 --> 01:33:08: And it's really just like bringing out like kind of
01:33:08 --> 01:33:08: like it's.
01:33:08 --> 01:33:11: It's amazing how you can take some what a number
01:33:11 --> 01:33:13: of people who just don't feel comfortable and they can
01:33:13 --> 01:33:16: really just say some of the most amazing things because
01:33:16 --> 01:33:18: you kind of got gotten to that.
01:33:18 --> 01:33:21: Deep level and and help them get it out in
01:33:21 --> 01:33:22: public.
01:33:24 --> 01:33:26: Yeah, and as I mean as an observer that's so
01:33:26 --> 01:33:27: I love.
01:33:27 --> 01:33:27: I just wrote that down.
01:33:27 --> 01:33:30: I mean, it's like almost the first question you wanna
01:33:30 --> 01:33:30: ask like why?
01:33:30 --> 01:33:33: Why do you care could be like?
01:33:33 --> 01:33:37: Who knows Marriott? 100,000,000 reasons I as as someone

who
01:33:37 --> 01:33:40: listened to all that testimony I have to say the
01:33:40 --> 01:33:45: grace and intelligence and calmness with which the
supporters presented
01:33:45 --> 01:33:53: their their thoughts on spine Rd really juxtaposed the the
01:33:53 --> 01:33:54: like.
01:33:54 --> 01:33:59: The vitriolic just emotional outbursts that normally are all that
01:33:59 --> 01:34:03: you hear and so that even that contradiction of somebody
01:34:03 --> 01:34:07: who's just like calm and graceful and thoughtful and and
01:34:07 --> 01:34:08: just. I mean I remember one woman,
01:34:08 --> 01:34:12: just like spewing something. And it was just I,
01:34:12 --> 01:34:13: I think. And then somebody went after her and she's
01:34:13 --> 01:34:14: like I don't know what to say.
01:34:14 --> 01:34:18: Like it's you know I think it's just that even
01:34:18 --> 01:34:23: having that juxtaposition of what we're so used to hearing
01:34:23 --> 01:34:25: is so vitriolic and so.
01:34:25 --> 01:34:28: Intense so much and then somebody just speaking from the
01:34:28 --> 01:34:31: heart is so refreshing so I just you guys not
01:34:31 --> 01:34:33: you did a great job but I mean to empower
01:34:33 --> 01:34:36: people to be comfortable in that setting is incredible.
01:34:36 --> 01:34:39: 'cause it's also the hard part is you're pitting neighbors
01:34:39 --> 01:34:42: against neighbors and I think that's really hard.
01:34:42 --> 01:34:44: 'cause if you do speak up you run the risk
01:34:44 --> 01:34:47: of like having your neighbor that you have to walk
01:34:47 --> 01:34:49: by your house and hate you forever.
01:34:49 --> 01:34:52: You know, like I think so building that support system
01:34:52 --> 01:34:55: so you're not just being pitted against your neighbor is
01:34:55 --> 01:34:56: really important.
01:34:56 --> 01:34:58: And I think online helps a lot with that,
01:34:58 --> 01:35:01: so you're not sitting in a room like blood boiling,
01:35:01 --> 01:35:02: but. I don't know
01:35:03 --> 01:35:09: Danica one thing that Eric and Chelsea accomplished that
other
01:35:09 --> 01:35:11: people don't is though.
01:35:11 --> 01:35:15: There's this support and preparation for speakers
beforehand.
01:35:15 --> 01:35:19: It has never sounded where they've organized a catalyzed a
01:35:19 --> 01:35:21: group of speakers.
01:35:21 --> 01:35:25: It has never sounded like they're reading from a playbook
01:35:25 --> 01:35:26: or a litany.
01:35:26 --> 01:35:29: The project that you mentioned the counterpoint to that were
01:35:29 --> 01:35:31: the neighbors in opposition,
01:35:31 --> 01:35:37: and each one of them was reading from a.

01:35:37 --> 01:35:40: You know a bunch of points that had been prepared
01:35:40 --> 01:35:42: by their alliance against the project,
01:35:42 --> 01:35:46: and this is a what Chelsea and Eric are doing
01:35:46 --> 01:35:51: is something new in public engagement that is very fresh
01:35:51 --> 01:35:53: and and praiseworthy.
01:35:57 --> 01:36:01: Great, anyone have see anybody have any questions or thoughts?
01:36:01 --> 01:36:04: We have a few minutes left and I mean it.
01:36:04 --> 01:36:06: Anybody wanna share anything? Yeah,
01:36:06 --> 01:36:06: yeah.
01:36:08 --> 01:36:09: Russian. How do you wanna
01:36:09 --> 01:36:10: ask your question you had?
01:36:13 --> 01:36:15: Yeah I could. Sorry I'm my kids
01:36:15 --> 01:36:17: got COVID earlier this week
01:36:17 --> 01:36:18: and all of a sudden I'm not feeling
01:36:18 --> 01:36:19: so great so
01:36:19 --> 01:36:20: I'm sorry
01:36:20 --> 01:36:23: I'm going to I. I know that one of the
01:36:23 --> 01:36:25: things I'll try.
01:36:25 --> 01:36:27: I'll try to do this if I can do it
01:36:27 --> 01:36:27: succinctly.
01:36:27 --> 01:36:29: I thought it was really interesting
01:36:29 --> 01:36:30: when Chelsea and Eric talked
01:36:30 --> 01:36:32: about like a specific
01:36:32 --> 01:36:36: way to combat that negative comments on next door and
01:36:36 --> 01:36:38: how you want to put out positive comments rather than
01:36:38 --> 01:36:39: respond to those
01:36:39 --> 01:36:41: negative comments. And
01:36:41 --> 01:36:42: then also Laura
01:36:42 --> 01:36:43: talked about.
01:36:43 --> 01:36:48: In her presentation that it sounded like maybe facts might
01:36:48 --> 01:36:52: not always address all of that fear and the false
01:36:52 --> 01:36:54: information out there,
01:36:54 --> 01:36:57: and I was wondering if there were any other specific
01:36:57 --> 01:37:00: strategies that people had at your conversation right before
01:37:00 --> 01:37:02: this
01:37:00 --> 01:37:02: was great about getting
01:37:02 --> 01:37:03: getting getting people to
01:37:03 --> 01:37:05: testify and getting them to testify from the heart.
01:37:07 --> 01:37:07: I didn't know if
01:37:07 --> 01:37:09: there was any other ideas,
01:37:09 --> 01:37:12: very specific ideas about how to combat fear and false

01:37:12 --> 01:37:13: information.

01:37:13 --> 01:37:13: Thanks,

01:37:13 --> 01:37:14: Mary Ann.

01:37:18 --> 01:37:22: Danica, I'll just yeah, and so I,

01:37:22 --> 01:37:23: I'm sorry I didn't tie that back,

01:37:23 --> 01:37:26: but storytelling I mean, that was obviously a theme of

01:37:26 --> 01:37:28: a lot of the other speakers,

01:37:28 --> 01:37:32: but. For the Mount Calvary project we had,

01:37:32 --> 01:37:36: she was the the child of a couple senior couple

01:37:36 --> 01:37:39: that live in a different PHP property and she was

01:37:39 --> 01:37:42: so eloquent when she came on and told how I,

01:37:43 --> 01:37:45: you know my parents live in this housing.

01:37:45 --> 01:37:46: I know that they're safe,

01:37:46 --> 01:37:47: they're not living with me,

01:37:47 --> 01:37:49: which allows me to live my life,

01:37:49 --> 01:37:51: but I can go visit them and that then translates

01:37:51 --> 01:37:54: into meeting at that are part of this community,

01:37:54 --> 01:37:57: and then she tie it together and basically said like

01:37:57 --> 01:38:00: the housing that you provide and will be providing at

01:38:00 --> 01:38:00: this site.

01:38:00 --> 01:38:04: Yeah, you know, is creating a web for for bolder

01:38:04 --> 01:38:06: and and in a good way.

01:38:06 --> 01:38:10: And so again, I don't know whether that that's exactly

01:38:10 --> 01:38:13: going to combat all the the fear and the emotion,

01:38:13 --> 01:38:15: but it it meets emotion with emotion,

01:38:15 --> 01:38:18: right? So it's I I say a lot that we're

01:38:18 --> 01:38:20: just housing for just people,

01:38:20 --> 01:38:23: right? Like the people that are living in the housing

01:38:23 --> 01:38:24: that we're developing.

01:38:24 --> 01:38:27: That's affordable. Just happen to pay a little less rent,

01:38:27 --> 01:38:29: but at the same people that you rub elbows with

01:38:29 --> 01:38:32: at the grocery store and that you you know drop

01:38:32 --> 01:38:34: off your kids at school with and and that kind

01:38:34 --> 01:38:39: of thing, so humanizing, normalizing and storytelling are

01:38:40 --> 01:38:40: tactics that

01:38:40 --> 01:38:40: not tactics.

01:38:40 --> 01:38:43: I mean, that sounds super weird and intentional.

01:38:43 --> 01:38:45: And like spy thriller or something,

01:38:45 --> 01:38:49: but those are things that that we try and do

01:38:49 --> 01:38:50: to.

01:38:50 --> 01:38:54: Again, humanize the experience, and so it's.

01:38:54 --> 01:38:56: Not so much about like so and so has income

01:38:56 --> 01:38:59: of less than \$30,000 and you know they need this
01:38:59 --> 01:39:02: unit because that's the right thing to do.
01:39:02 --> 01:39:03: That's that doesn't appeal to anybody,
01:39:03 --> 01:39:06: but when they become the lady that bags her groceries,
01:39:06 --> 01:39:08: or you know somebody who you see at the coffee
01:39:08 --> 01:39:09: shop or something,
01:39:09 --> 01:39:11: then it. Then it becomes a lot more real.
01:39:13 --> 01:39:19: Flora so Rodney was asking what is the city's responsibility
01:39:19 --> 01:39:24: to lead on communication and PR related to affordability.
01:39:24 --> 01:39:27: A project by project approach isn't sustainable.
01:39:27 --> 01:39:29: I would agree with that keeps all of us very
01:39:30 --> 01:39:30: busy,
01:39:30 --> 01:39:32: but it's also costs a lot of money and a
01:39:32 --> 01:39:33: lot of time.
01:39:33 --> 01:39:36: Does anyone have any thoughts on the city's responsibility?
01:39:36 --> 01:39:37: And I don't know Ronnie,
01:39:37 --> 01:39:42: do you mean like city staff or City Council like
01:39:42 --> 01:39:43: Electeds?
01:39:43 --> 01:39:47: I mean city staff. So great question.
01:39:48 --> 01:39:50: Yeah. Macon wants to answer that.
01:39:51 --> 01:39:54: I would say that the city staff is in is
01:39:54 --> 01:39:58: not in a good position to do this because we
01:39:58 --> 01:40:02: have worked to the extent that the city staff in
01:40:02 --> 01:40:06: my experience over the last 20 years working with them
01:40:06 --> 01:40:09: on projects as a City Councilman and also as a
01:40:09 --> 01:40:13: planning board member to the extent they step out on
01:40:13 --> 01:40:17: these things. An advocate for them to the community.
01:40:17 --> 01:40:20: They then are set up to for the opponents of
01:40:21 --> 01:40:24: projects to say that the city staff is pushing an
01:40:24 --> 01:40:25: agenda.
01:40:25 --> 01:40:28: And it's really very difficult,
01:40:28 --> 01:40:32: but I think this of course we expect our planners
01:40:33 --> 01:40:37: to be well versed in progressive planning.
01:40:37 --> 01:40:42: And you know, not be relics of an industrial or
01:40:42 --> 01:40:43: suburban past.
01:40:43 --> 01:40:46: But we ask them to do a lot.
01:40:46 --> 01:40:50: Rodney, if we want them to be point on these
01:40:50 --> 01:40:51: projects.
01:40:51 --> 01:40:55: You know when I think to the example Laura raised
01:40:55 --> 01:40:56: of.
01:40:56 --> 01:41:02: The 1175 Layhill Rd. The housing for homeless folks in
01:41:02 --> 01:41:05: in that building.

01:41:05 --> 01:41:07: That was a mob that the first meeting.
01:41:07 --> 01:41:10: I remember that so well,
01:41:10 --> 01:41:15: Laura, as you explained it and what was missing from
01:41:15 --> 01:41:20: that were early advocates were housing advocates and and there
01:41:20 --> 01:41:25: is developing in our communities a power that is of
01:41:25 --> 01:41:30: housing advocates. Let's you see expressed in YIMBY organizations from
01:41:30 --> 01:41:32: both the West and East Coast,
01:41:32 --> 01:41:36: but filtering into the interior of the United States from
01:41:36 --> 01:41:40: organizations like the Boulder Housing Network,
01:41:40 --> 01:41:43: and you know, the, then the rise of bedrooms are
01:41:43 --> 01:41:45: for people which I continue to maintain.
01:41:45 --> 01:41:48: It's just one of the compelling political organizations,
01:41:48 --> 01:41:49: at least in our city.
01:41:51 --> 01:41:55: Yeah, I. How did Megan guest just go?
01:41:55 --> 01:41:58: Oh, he took his hand down I actually,
01:41:58 --> 01:41:59: I'm Anne-Marie. I'm going to go to you next,
01:41:59 --> 01:42:03: but I would challenge that if if we're saying it's
01:42:03 --> 01:42:04: not their agenda.
01:42:04 --> 01:42:07: But it's our community goal and they're not working towards
01:42:07 --> 01:42:07: it.
01:42:07 --> 01:42:08: I think that there's a problem.
01:42:08 --> 01:42:12: Maybe that we've assumed that it's not their agenda 'cause
01:42:12 --> 01:42:14: we have a comp plan and we have policies and
01:42:14 --> 01:42:16: we have affordable housing goals.
01:42:16 --> 01:42:20: And why wouldn't staff then advocate for the things they
01:42:20 --> 01:42:23: advocate for sustainability and for good transportation and?
01:42:23 --> 01:42:26: Other thing so I'm actually gonna that's your question.
01:42:26 --> 01:42:27: Rodney is gonna make me think.
01:42:27 --> 01:42:29: I mean, I would probably have responded like Makin,
01:42:29 --> 01:42:32: but maybe we need to rethink that that they should
01:42:32 --> 01:42:35: be advocating for good housing like they do other things.
01:42:35 --> 01:42:37: So annemarie.
01:42:39 --> 01:42:44: Part of the problem is the quasi judicial role that
01:42:44 --> 01:42:44: they,
01:42:44 --> 01:42:49: the Council and the Planning Commission eventually have over this
01:42:49 --> 01:42:53: project and I definitely have seen in some communities they
01:42:53 --> 01:42:57: don't even want to talk about housing policy generally,
01:42:57 --> 01:43:00: because if a project comes up that fits the description
01:43:00 --> 01:43:02: of something you're talking about,
01:43:02 --> 01:43:06: then they will be perceived as having you know,

01:43:06 --> 01:43:10: spoken out on something where they have a quasi judicial
01:43:10 --> 01:43:11: role.
01:43:11 --> 01:43:14: And so I think that that's a real challenge in
01:43:14 --> 01:43:15: each community.
01:43:15 --> 01:43:18: Are there a couple of communities that interpret that so
01:43:18 --> 01:43:22: tightly that you can't even talk about anything with them?
01:43:22 --> 01:43:26: And in fact, a recent project we had a developer
01:43:26 --> 01:43:31: who wants to do a rental project in Lewisville that
01:43:31 --> 01:43:32: would have 25%
01:43:32 --> 01:43:36: affordable, and they ended up just withdrawing because they
01:43:36 --> 01:43:39: didn't
01:43:39 --> 01:43:41: feel they could do the give and take and conversation
01:43:41 --> 01:43:44: needed to give Lewisville.
01:43:44 --> 01:43:48: What it wanted because no one would talk to them
01:43:48 --> 01:43:50: in this whole their interpretation of their quasi judicial role
01:43:50 --> 01:43:52: was so strict.
01:43:52 --> 01:43:56: So I think that's one of the challenges.
01:43:56 --> 01:44:00: But I also wanna say and piggyback what Macon said
01:44:00 --> 01:44:03: is we are trying to educate people about affordable housing
01:44:03 --> 01:44:07: way before it comes before us in any sort of
01:44:07 --> 01:44:07: approval process as a community and whatever community
01:44:07 --> 01:44:10: we're working
01:44:10 --> 01:44:13: in.
01:44:13 --> 01:44:16: And I'm working in five different communities,
01:44:16 --> 01:44:19: making has the. Luxury of only working in Boulder,
01:44:19 --> 01:44:21: but I'm there each a little bit different,
01:44:21 --> 01:44:25: but trying to educate the citizens well in advance so
01:44:25 --> 01:44:30: they can show up and be articulate.
01:44:30 --> 01:44:33: I think is one of the things and it may
01:44:33 --> 01:44:37: be that our organizations and organizations like ours can
01:44:37 --> 01:44:41: lead
01:44:41 --> 01:44:42: some of this so that the developer.
01:44:42 --> 01:44:45: I mean, I, I actually expect that developers put some
01:44:45 --> 01:44:47: money in or some steak on the project to do
01:44:47 --> 01:44:50: community outreach.
01:44:50 --> 01:44:54: But maybe groups like ours can be more helpful.
01:44:54 --> 01:44:57: And maybe when we when we hit,
01:44:57 --> 01:45:01: you know send you the donation button,
01:45:01 --> 01:45:03: you know folks can support organizations like Boulder
Housing Network
and Eco so that we can be there and show
up for you and do some of the community organizing
because we should be there to help you.

01:45:04 --> 01:45:08: Thanks ameri. Well, I think we're at time.

01:45:08 --> 01:45:10: Is that correct Mary? And

01:45:10 --> 01:45:12: I will put in a plug

01:45:12 --> 01:45:15: to let you know that I'm working with the Boulder

01:45:15 --> 01:45:19: County Housing Authority and we did just submit a proposal

01:45:19 --> 01:45:23: for the first affordable housing project in superior on the

01:45:23 --> 01:45:27: Teody site, where next to Whole Foods and Chuck E

01:45:27 --> 01:45:27: cheese.

01:45:27 --> 01:45:30: And so if anyone is interested in advocating for the

01:45:30 --> 01:45:33: first affordable housing project in superior,

01:45:33 --> 01:45:35: that will be a big opportunity.

01:45:35 --> 01:45:37: It's needed now more than ever.

01:45:37 --> 01:45:40: Uhm, but that was Boulder County housing is doing that

01:45:40 --> 01:45:43: and I'm helping them with their community engagement,

01:45:43 --> 01:45:46: but hopefully it's going to be a bumpy road.

01:45:46 --> 01:45:49: And like Henry said, the project across the highway just

01:45:49 --> 01:45:52: got pulled because Lewisville wasn't willing to engage and

01:45:52 --> 01:45:54: talk

01:45:52 --> 01:45:54: about housing in their community.

01:45:54 --> 01:45:58: So it's real and we appreciate all your time and

01:45:58 --> 01:46:02: expertise and connecting with these groups or starting your

01:46:02 --> 01:46:04: own

01:46:02 --> 01:46:04: in your own community.

01:46:04 --> 01:46:08: And please stay in touch and Maria or Mary Ann.

01:46:08 --> 01:46:10: Sorry your I have Ann Marie and Mary Ann on

01:46:11 --> 01:46:13: the on either side of my face,

01:46:13 --> 01:46:14: so I hand it off to you to close it

01:46:14 --> 01:46:17: up. I just want to give a huge thank you

01:46:17 --> 01:46:20: to all of our panelists today and to Danica from

01:46:20 --> 01:46:21: moderating.

01:46:21 --> 01:46:24: Thank you so much for the time and energy that

01:46:24 --> 01:46:25: you put into this.

01:46:25 --> 01:46:28: This is so valuable to hear all of your advice

01:46:29 --> 01:46:32: and lessons learned and we will be posting this recording

01:46:32 --> 01:46:35: on our website both nationally,

01:46:35 --> 01:46:38: the well, the global ULA website and also the local.

01:46:38 --> 01:46:42: Colorado website and you will make it publicly accessible,

01:46:42 --> 01:46:44: so if you all would like to share the link

01:46:44 --> 01:46:47: to the recording to others and keep spreading the word

01:46:47 --> 01:46:50: we want to get more affordable and workforce housing done.

01:46:50 --> 01:46:54: So we hope that these tips and advice could spread

01:46:55 --> 01:46:55: widely.

01:46:55 --> 01:46:58: Again, thank you all so much for participating today.
01:46:58 --> 01:47:00: We hope you have a wonderful evening and that we
01:47:00 --> 01:47:01: see you around soon.
01:47:04 --> 01:47:05: I am thank you again,
01:47:05 --> 01:47:07: thank you, thank you.
01:47:09 --> 01:47:09: Thanks
01:47:09 --> 01:47:11: Mary Ann and you'll I thank
01:47:11 --> 01:47:12: you. Thanks so much Danica.
01:47:15 --> 01:47:16: Thank you,
01:47:17 --> 01:47:18: thank you so much.
01:47:18 --> 01:47:19: Thanks for participating.
01:47:21 --> 01:47:22: Right?

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