



# 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 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

00:56:53 --> 00:56:57: younger working 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

00:57:03 --> 00:57:07: keeping 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

00:57:26 --> 00:57:28: opposition 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 solar  
00:58:08 --> 00:58:09: community gardens,  
00:58:09 --> 00:58:14: bike infrastructure amenities, and really by providing these basic tittit  
00:58:14 --> 00:58:15: details,  
00:58:15 --> 00:58:19: it'll help the organizers and the people speaking share their  
00:58:19 --> 00:58:24: personal stories and find the overlap with the project goals  
00:58:24 --> 00:58:27: and so the providing the top project elements that you  
00:58:27 --> 00:58:30: think are most at risk in the three to five  
00:58:30 --> 00:58:33: topping talking points to address those that you think the  
00:58:33 --> 00:58:34: opponents will bring up.  
00:58:34 --> 00:58:38: Our our really key for the decision makers who are  
00:58:38 --> 00:58:41: eventually going to be approving that project and really our  
00:58:42 --> 00:58:45: strategy was for important hearings get 20 plus people to  
00:58:45 --> 00:58:48: sign up to speak and prior to the hearing hold  
00:58:48 --> 00:58:51: a short meeting with the team of speakers to brainstorm  
00:58:51 --> 00:58:51: ideas,  
00:58:51 --> 00:58:54: provide an extra layer of support and you know most  
00:58:54 --> 00:58:57: people are speaking for the first time and they're nervous  
00:58:57 --> 00:59:00: and so we did everything we could to make people  
00:59:00 --> 00:59:03: feel supported and be able to tell their stories.  
00:59:03 --> 00:59:03: Next slide.  
00:59:07 --> 00:59:12: Yeah, so supporting and building relationships with advocacy  
groups will  
00:59:12 --> 00:59:15: create lasting pro housing efforts in your community,  
00:59:15 --> 00:59:18: and one of the best assets that advocacy groups hold  
00:59:18 --> 00:59:21: are their contact lists of people and we have over  
00:59:21 --> 00:59:24: 5000 people on our list where we have,  
00:59:24 --> 00:59:26: you know, phone numbers and emails and names,  
00:59:26 --> 00:59:30: and we know where people live and we can activate  
00:59:30 --> 00:59:34: with calls to action when when there are projects where  
00:59:34 --> 00:59:36: we have those common shared goals.  
00:59:36 --> 00:59:40: Money, I mean supporting pro housing and pro people  
campaigns,  
00:59:40 --> 00:59:46: causes or on you know our important investments that really  
00:59:46 --> 00:59:49: can help you to achieve your goals,  
00:59:49 --> 00:59:54: staff time dedicating, sometimes to building relationships with  
organizing groups  
00:59:54 --> 00:59:55: 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  
01:22:49 --> 01:22:51: 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  
01:23:12 --> 01:23:14: 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  
01:23:19 --> 01:23:25: 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  
01:23:50 --> 01:23:55: 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  
01:24:09 --> 01:24:11: 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  
01:24:17 --> 01:24:19: 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  
01:24:38 --> 01:24:42: 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

01:28:19 --> 01:28:23: 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  
01:31:39 --> 01:31:42: 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  
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  
01:43:36 --> 01:43:39: feel they could do the give and take and conversation  
01:43:39 --> 01:43:41: needed to give Lewisville.  
01:43:41 --> 01:43:44: What it wanted because no one would talk to them  
01:43:44 --> 01:43:48: in this whole their interpretation of their quasi judicial role  
01:43:49 --> 01:43:50: was so strict.  
01:43:50 --> 01:43:52: So I think that's one of the challenges.  
01:43:52 --> 01:43:56: But I also wanna say and piggyback what Macon said  
01:43:56 --> 01:44:00: is we are trying to educate people about affordable housing  
01:44:00 --> 01:44:03: way before it comes before us in any sort of  
01:44:03 --> 01:44:07: approval process as a community and whatever community  
01:44:07 --> 01:44:07: we're working  
01:44:07 --> 01:44:07: in.  
01:44:07 --> 01:44:10: And I'm working in five different communities,  
01:44:10 --> 01:44:13: making has the. Luxury of only working in Boulder,  
01:44:13 --> 01:44:16: but I'm there each a little bit different,  
01:44:16 --> 01:44:19: but trying to educate the citizens well in advance so  
01:44:19 --> 01:44:21: they can show up and be articulate.  
01:44:21 --> 01:44:25: I think is one of the things and it may  
01:44:25 --> 01:44:30: be that our organizations and organizations like ours can  
01:44:30 --> 01:44:33: lead  
01:44:30 --> 01:44:33: some of this so that the developer.  
01:44:33 --> 01:44:37: I mean, I, I actually expect that developers put some  
01:44:37 --> 01:44:41: money in or some steak on the project to do  
01:44:41 --> 01:44:42: community outreach.  
01:44:42 --> 01:44:45: But maybe groups like ours can be more helpful.  
01:44:45 --> 01:44:47: And maybe when we when we hit,  
01:44:47 --> 01:44:50: you know send you the donation button,  
01:44:50 --> 01:44:54: you know folks can support organizations like Boulder  
01:44:54 --> 01:44:57: Housing Network  
01:44:54 --> 01:44:57: and Eco so that we can be there and show  
01:44:57 --> 01:45:01: up for you and do some of the community organizing  
01:45:01 --> 01:45:03: 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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