

Type of Outreach	Date	Targeted Outreach/Action	Summary of Outreach
Workshop 3 (online)	February 16, 2022	Inform, listen and gather input	City staff reviewed a series of draft scenarios to develop its sites inventory to achieve the City's RHNA allocation. (175 individuals registered).
Joint City Council/Planning Commission Meeting (in person)	March 22, 2022	Comment and advise	Joint study session to review the proposed housing strategies and draft sites inventory list to achieve the City's RHNA allocation.
Workshop 4 (online)	April 28, 2022	Inform, listen and gather input	City staff reviewed existing housing programs and provided an opportunity to discuss new housing policies and programs to address community interests. (64 individuals registered).
Housing Advisory Committee Meeting (online)	May 17, 2022	Review, comment and advise	Review of feedback from Workshop 4 and Draft Chapter 2, Housing Programs. (48 individuals registered).

Of particular interest to the community as part of the outreach was working to develop a Draft Housing Element that balanced the City's two overarching General Plan goals (referenced in Section C above). Well over 10% of the adult population participated in one form of outreach (see Appendix B for details). Collection of input through the two online surveys and four workshops helped to develop housing and rezoning strategies to meet the City's RHNA and to verify housing goals and programs, which is described in more detail in Chapter 4. Appendix B includes additional analysis of public input as part of updating the Housing Element.

F. Data Sources

Various sources of information are used to prepare the Housing Element. They include:

- Population and demographic data based on pre-certified local housing data prepared for the City of Mill Valley by the Association of Bay Area Governments which references 2020 Census data and American Community Survey 2015-2019 5-year estimates (from the U.S. Census Bureau);
- Employment and income data from the California Department of Housing and Community Development;
- Housing market information, such as home sale prices, rent prices, and vacancies, was collected through a survey of internet rental websites including Craigslist.org, Trulia.com, and Bay4Rent.com, and Zillow;
- Housing inventory information and approved and built unit numbers from Assessor data, the Mill Valley Planning and Building Departments; and
- Information on Mill Valley's development standards was from the City's Zoning Ordinance.

Appendix B: Community Outreach & Engagement

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A. OVERVIEW

The City of Mill Valley and its partners at DKS Associates, developed and implemented a comprehensive engagement program for the development of the City’s Housing Element Update. This required an aggressive, innovative engagement strategy that leveraged existing online and web-based channels, coupled with personal engagement to representatives of underserved populations. The City faced an immense challenge with housing number that were more than seven times higher than the previous cycle. With limited vacant land, minimal opportunities for infill, and constraints due to environmentally sensitive habitats, the City had to develop unique strategies to accommodate the new units. These strategies were vetted with the public and heavily documented. This included a hybrid approach using online and web-based engagement with traditional one-on-one calls and meetings with key collaborators and stakeholders not only within the City – but in the surrounding communities. The Housing Advisory Committee hosted the four online workshops to allow two Planning Commissioners and two City Councilmembers to observe the overall outreach process and listen to various public comments received through the process.

Despite an initial lack of consensus and disparate views on the City’s best approach to meeting the RHNA numbers, the community outreach program successfully engaged a high percentage of local residents and stakeholders resulting in staff recommendations that were fully supported unanimously by the Planning Commission and City Council in March of 2022.

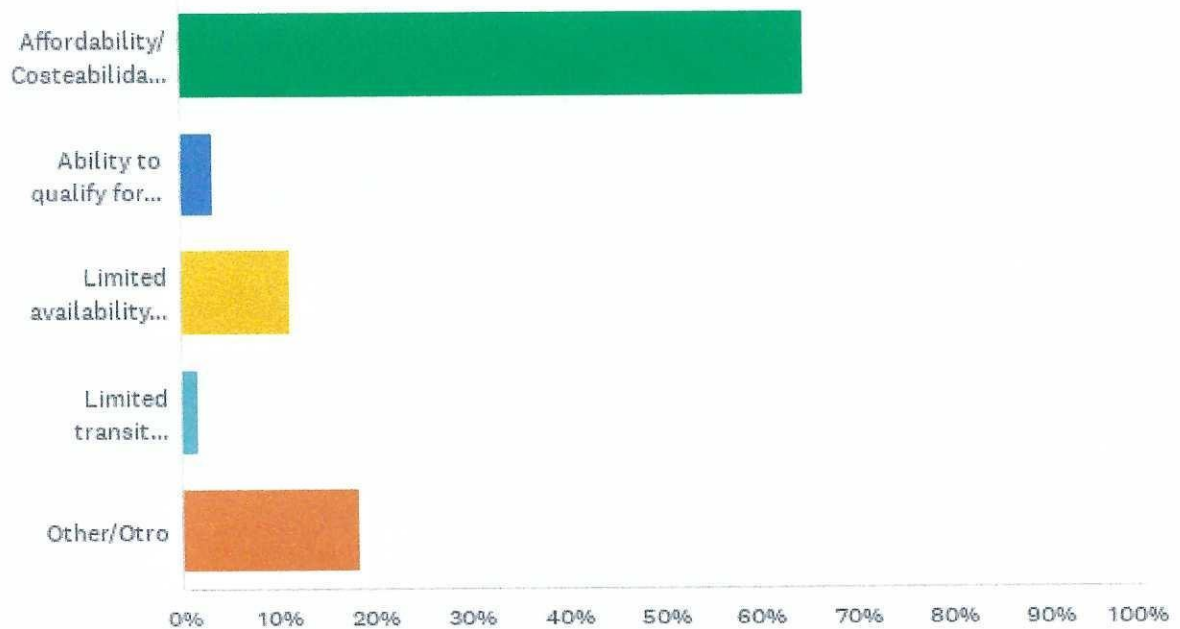
Survey Respondents:

A total of 1,157 individuals responded to the City’s two online surveys. The demographics of survey respondent are proportionate to Mill Valley’s population. Approximately 77% of survey respondents have lived in Mill Valley over 10 years (46% over 25 years). 83% of respondents were homeowners; 5% were landlords and 11% rented in Mill Valley. Approximate 78% of respondents identified as white; 3.5% as Asian/pacific islander; 3.5% hispanic/Latinx; and 1% Black/African American. While a large majority (60%) of respondents made over \$100K, 10% of respondents made moderate-income salaries of \$50-99K; and another 4% made less than \$50K.

Survey #1 Results:

The City launched an initial survey online from September 24 through October 15, 2021. The purpose of the survey was to discuss housing needs in the community and provide opportunity for public input on the previous Housing Element’s goals and programs.

Of the 117 survey respondents, approximately 65% indicated that affordability was the largest barrier to housing in Mill Valley.



The majority of survey respondents supported the current Housing Element goals. Some survey respondents indicated that the goals should be prioritized as part of implementation. Listed below are the Housing Goals and corresponding percentage of survey responses in favor of the housing goal.

- Housing Supply and Diversity: 64.96%
- Equal Housing and Special Needs: 62.39%
- Address Governmental Constraints: 56.90%
- Housing and Neighborhood Quality: 68.70%
- Community and Government Collaboration: 84.35%
- Sustainability and Energy Efficiency: 86.09%
- Housing Affordability: 68.97%

Survey #2 Results:

In order to gain a better understanding of the views of Mill Valley stakeholders concerning the land use and housing strategies to support the sites inventory for the 2023-31 Housing Element Update the project team released an online survey. This survey was open to participants from January 17 to February 20, 2022 and yielded **1,045 unique responses**. The following document will summarize the key themes and ideas discussed in the survey to gain feedback on potential land use and housing strategies to support evaluation of land within city-limits that is adequately zoned to accommodate the City's regional housing needs allocation (RHNA) as part of the sites analysis and inventory required for the 2023-31 Housing Element Update for the City of Mill Valley.

Percentages below are rounded to the nearest whole number.

Demographic Analysis

The survey respondents generally reflect the demographics of the Mill Valley community. Of the 1,045 survey responses:

- 83% owned a home in Mill Valley;
- 39% were 65 years of age;
- 80% of survey respondents identified as white;
- 12% of respondents indicated that they worked in the city of Mill Valley (32% between the ages of 18 and 44).