

Public Engagement Strategy

6th Cycle Housing Element Update



PLAN TO HOUSE OUR RIALTO

PLAN DE VIVIENDAS EN NUESTRO RIALTO

Background

- Housing Element Update initiated on March 9, 2021
- Final Housing Element due to the State by October 15, 2021
- Community input is a vital component of the update
- We invite the community to “Plan to House Our Rialto”

Campaign Elements

- **Workshops, Survey, and Public Hearings:** Will offer several opportunities to provide feedback to staff and decision-makers
- **Website:** www.yourrialto.com/HouseOurRialto provides basic information now and will be updated with new content during the campaign
- **E-Mail Sign Up:** The website contains a link to sign up for updates
- **Postcard/Flyers:** A kick-off postcard will be mailed to mail routes with low- to moderate-income Census block groups and residents most vulnerable to housing challenges and flyers will be distributed throughout the campaign in English and Spanish
- **Social Media:** Regular posts about news and updates
- **Engagement Partners:** Volunteers who will share information with their community networks to broaden engagement

- **“Plan to House Our Rialto” Installations:** In three public locations to get information and provide comments
- **Stakeholder Interviews:** Participants with specialized knowledge or interest in housing will be interviewed for their unique perspectives
- **Engagement Partners:** Stakeholders with strong community ties will be invited to:
 - Provide input to staff
 - Distribute flyers and share information with their community networks

Schedule



April-May

Identify issues,
opportunities,
& priorities

Workshop #1

May-July

Evaluate
potential sites
and policies

Web Activities

July-Aug

Develop plan
with
community
guidance

Workshop #2

Sep-October

Review, revise,
refine and
adopt plan by
October 12

Public review

- **Phase 1: Issues and Opportunities**

- In May, stakeholders will have the opportunity to attend:
 - A virtual workshop (live) on May 19 at 6:30 p.m.
 - A self-guided workshop on-line or in-person May 20-June 6

- **Phase 2: Sites, Densities and Policy Direction**

- June 14-27 stakeholders will have the opportunity to:
 - Take a web survey
 - Take a self-guided survey in-person
 - Attend a joint Planning Commission and City Council study session

- **Phase 3: Draft Plan Review**

- In July, stakeholders will have the opportunity to:
 - Attend a virtual workshop (live) on July 15 at 6:30 p.m.
 - Attend a self-guided workshop online or in-person
 - Comment on the draft plan at Planning Commission on July 28
 - Comment on the draft plan at City Council on August 10

- **Phase 4: Final Review and Adoption**

- August-October, stakeholders will have the opportunity to:
 - View the final draft of the plan online or in up to three public locations
 - Comment on the final draft plan at Planning Commission on Sept. 15
 - Comment on the final draft plan at City Council on Sept. 28

Sign Up for Updates



www.yourrialto.com/HouseOurRialto