

CITY OF GRAND JUNCTION, COLORADO

RESOLUTION NO. 96-22

A RESOLUTION AMENDING THE GRAND JUNCTION HOUSING STRATEGY
ADDING A NEW COMMUNITY ENGAGEMENT AND EDUCATION STRATEGY

RECITALS:

On October 6, 2021, City Council adopted Resolution No. 82-21, which outlines twelve strategies to create a balanced approach for promoting both affordable housing (housing for households making 80% AMI or less) and attainable housing (housing for households making between 80-120% AMI).

Since that time, and with partner feedback, Staff has identified the need to adopt an additional 13th strategy focused on community engagement and education to aid in addressing the City's housing needs.

Housing issues and solutions are often complex, technical topics. Community engagement and education is essential to ensure that (a), the community understands and is informed on housing-related initiatives that might affect their day-to-day lives, and (b), community housing needs are accurately identified, so that these needs can then be addressed and prioritized by the City. Formalizing and adopting a housing-specific community engagement and education strategy will help City leaders clearly communicate the City's housing strategies, bring all relevant stakeholders into the City's housing policy-making processes, and create equitable housing solutions that have the support of the community.

NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE CITY COUNCIL OF THE CITY OF GRAND JUNCTION THAT:

Amends Resolution No 82-21, adding a new, thirteenth Strategy to the adopted Grand Junction Housing Strategy; a Strategy to *"Provide Community Engagement and Education Opportunities to Address Housing Challenges and Promote Community Participation,"* as included in Attachment A. This resolution is hereby adopted and approved as generally and specifically provided therein all in accordance with and for the purposes stated in this Resolution.

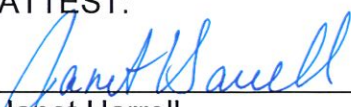
PASSED AND APPROVED this 21st day of December 2022.

Anna Stout
President of the Council



ATTEST:

Janet Harrell
Deputy City Clerk



ATTACHMENT A

Strategy 13: Provide Community Engagement and Education Opportunities to Address Housing Challenges and Promote Community Participation

Housing issues are complex and require community engagement and education to ensure that, first, community needs are identified, and secondly, that those needs are addressed and prioritized. Formalizing and adopting a community engagement and education strategy ensures that City leaders include all stakeholders in the process to building stronger, more equitable housing solutions that have support of the community.

Benefits. Community Engagement and Education plays a central function in (1) building relationships with community members and local groups, (2) providing factual information about the issues, (3) internally advocating for widespread adoption of engagement principles across departments, and (4) coordinating communication between community members and City leaders.

Challenges. Requires Staff capacity and planning.

Expected outcomes and keys to success. Works well with collaborative stakeholders and can develop trust within community.

Moreover, developing ongoing community engagement and education can:

- Play a neutral or mediating role between stakeholders
- Ensure communication flows consistently between internal City teams and departments, as well as the public
- Contribute expertise to the housing conversation
- Ensure community participation in the development of affordable and attainable housing goals and implementation
- Help provide awareness of housing, homelessness, and poverty to the public, community partners, policy makers, and internal city departments
- Help ensure an equitable approach to implementation of housing strategies
- Build support for implementation of housing strategies

- Develop trust within the community

Recommended housing-related community engagement and education actions for Grand Junction:

- Conduct focus groups for implementation of the City of Grand Junction's existing 12 housing strategies.
- Publish a regular community newsletter focused on community education, ways to get involved, and community housing resources.
- Provide regular housing updates to City Council and Staff.
- Continuously solicit community feedback through the form of polls, surveys, etc. with both internal and external stakeholders.
- Create and/or support educational workshops in areas of public interest related to affordable housing, homelessness, and poverty examples include:
 - Educational sessions for tenants and landlords on Fair Housing practices and eviction prevention.
 - Homeownership education sessions for lower-income residents who may qualify to own a home.
 - Public education efforts to minimize NIMBYism.

- Educational sessions for developers interested in building Affordable Units, Accessory Dwelling Units (ADUs) and other forms of affordable housing, as well as to share about potential affordable housing partnership and financing opportunities.
- A “poverty simulation” and other workshops for both internal City departments and the public, produced through partnerships with local housing & community organizations.

Recommended Metrics for Engagement:

- Number of individuals who sign up/in attendance at individual workshops, trainings, and/or events
- Pre & Post Workshop Surveys when educational trainings are performed
- Track Subscribers to newsletters/Engagement with Newsletters
- Log the number of workshops/sessions completed per quarter
- Engage with community partners on any referred volunteer through one of the City’s engagement efforts