



Town of Ross
Housing Element Update

Community Engagement Look Ahead

Town Council Meeting
April 28, 2022



Presentation Outline

1

Status Update

2

Look Ahead to Outreach Activities, May

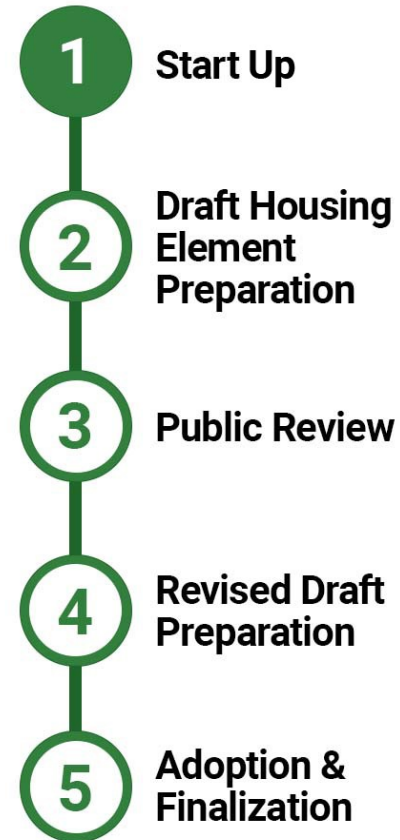
3

Inform Q&A



Status Update

- Housing Element webpage launched
- Townwide mailer sent
- Preliminary mapping of sites and environmental constraints complete
- Special Housing Needs Assessment in progress

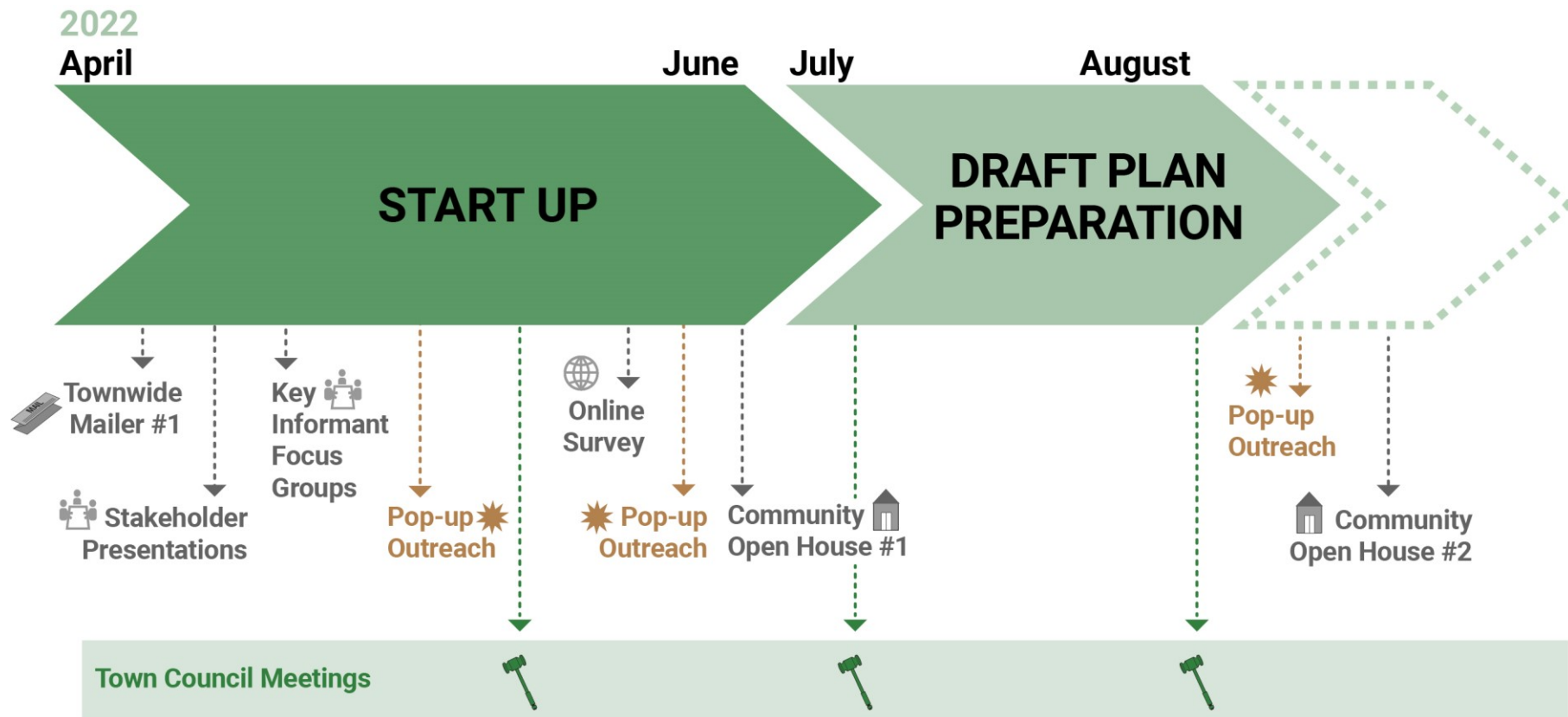


Overarching Outreach Goals

- Inform, engage, and solicit input from a broad range of community members and stakeholders throughout the process.
- Raise awareness of Housing Element requirements in the community.
- Use input received to shape housing strategies incorporated into the Housing Element Update, ensuring it reflects community values and priorities.



Look Ahead Outreach Summary



Stakeholder Group Presentations

Objective:

Provide an orientation to the Housing Element update process and opportunities to get involved

- Ross Property Owners Association **May 9**
- Age-Friendly Task Force **Late May (date TBD)**
- Advisory Design Review **May 17**
- Ross Foundation or Ross PTA **TBD**

Key Informant Focus Groups

Objective:

Through facilitated small-group discussions, get candid input from special interest groups to better understand opportunities and challenges to help inform a program of actions in the Housing Element.

- Ross Property Owners Association
- Major Property Owners
- Architects who have designed/built ADUs in Ross
- Workforce Housing Residents



Online Community Survey

1

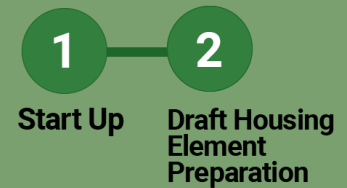
Start Up

Objective:

Host a web-based survey to gauge interest in ADUs and collect input on potential strategies for the House Element Update



Community Open House Meetings



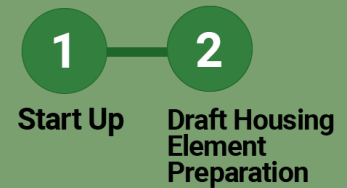
Objective:

Host two community meetings, structured in an open house format with stations so that participants can circulate, review information, and provide input on a variety of topics. Maps, charts, and illustrations will be used to present concepts in way that are engaging and easy to understand.

- **Open House #1:** Orientation to HE update process, legal requirements, and content **June**
- **Open House #2:** Public review of HE draft and EIR Scoping meeting **Sept**



Pop-up Outreach



Objective:

Meet people where they are in their daily lives, raise awareness of the project and get initial feedback.

- Disaster preparedness workshop at the Marin Art & Garden Center
- Raise awareness about online survey and Community Open House #1 at Post Office
- Live on the Common polling activity for input on Community Open House #2

May 25

June TBD

Aug TBD



Town Council Meetings

1

Start Up

2

Draft Housing
Element
Preparation

Objective:

Brief Council members at key intervals in the process.

- Advance overview of Open House #1
- Report out on community input from survey and Open House #1
- Advance overview of Open House #2
- Review of Draft Housing Element

June

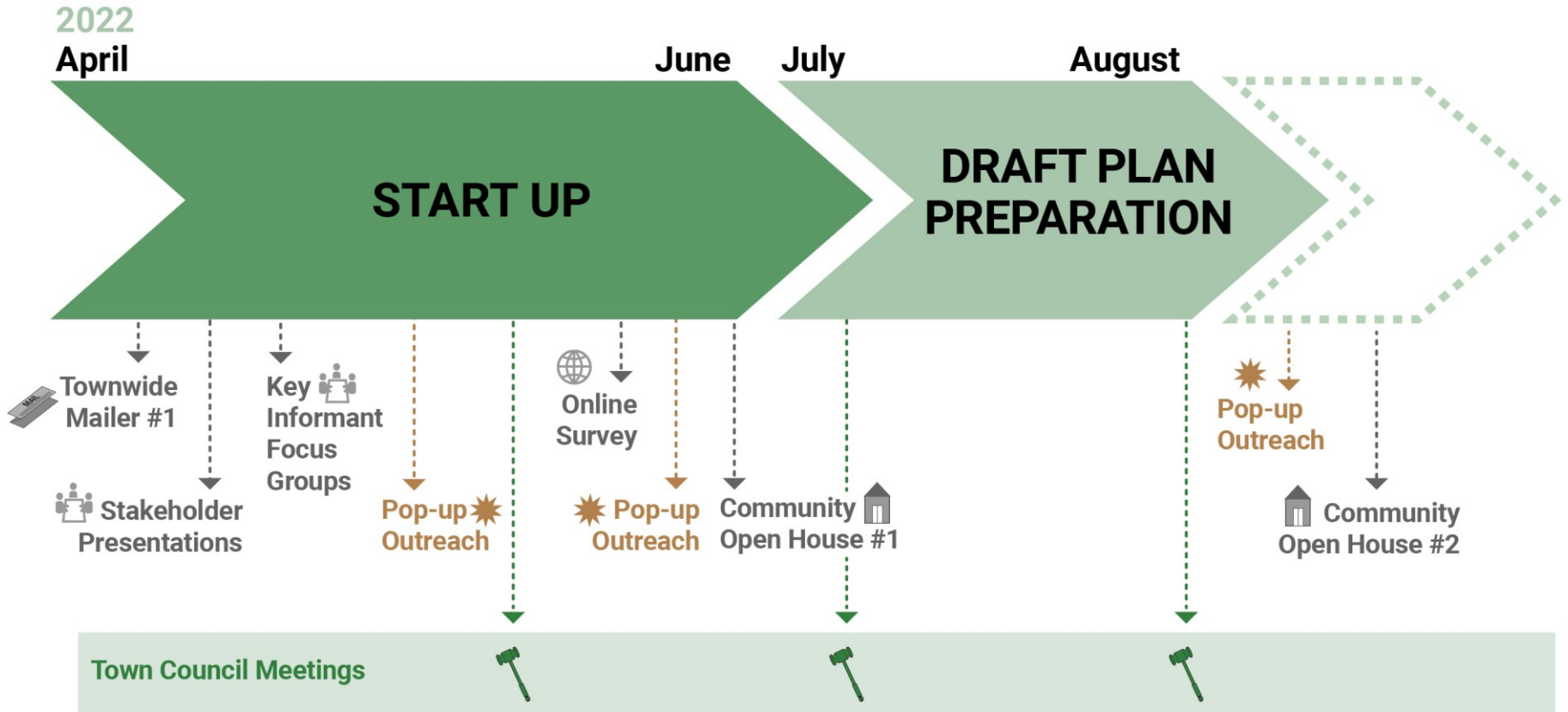
July

Aug

Oct



Look Ahead Outreach Summary



Q&A



Project Timeline

