



COMMUNITY ADVISORY  
COMMITTEE ON HOMELESSNESS  
(CACH)  
Public Engagement Sub-Committee  
REPORT

Oct. 15, 2019

DEPARTMENT: CACH Public Engagement Sub-Committee via the City Manager's Office

SUBJECT: CACH Public Engagement Sub-Committee Report

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**BACKGROUND:** The CACH was created, in part, to facilitate public engagement on issues of homelessness with Santa Cruz residents. On Sept. 17<sup>th</sup>, the CACH created the Public Engagement sub-committee to develop and implement the committee's community outreach efforts. At the Oct. 1<sup>st</sup> CACH meeting this subcommittee reported on our proposed Work Plan. Over the past two weeks we have deliberated and began the planning process for outreach surveys, stakeholder meetings and a social media campaign. We will continue these efforts in collaboration with the other CACH subcommittee to ensure the appropriate public engagement strategies are being deployed and that outreach efforts are not overlapping or competing.

**RECOMMENDATIONS:** The Public Engagement subcommittee would like to present, for approval by the CACH, the following public outreach efforts, geared specifically to creating productive dialogue within the community on the issues related to homelessness:

**Wisdom Council**

The Wisdom Council is an innovative means of bringing together community members to discuss, brainstorm, debate and, ultimately, arrive at a solutions for complex problems. The Wisdom Council is a day and a half process where Dynamic Facilitation is used to help a group of randomly selected community members dive deeply into a given topic. Immediately following the conclusion of the Wisdom Council, a public event is hosted by those who participated in the Council to present their finding to the greater community. Wise Democracy of Santa Cruz County has trained facilitators to offer a Wisdom Council in Santa Cruz.

- Timeframe: Mid-January (with planning beginning and invitations going out late Nov.)
- Costs: \$9,840 (costs include random participant selection, invitations, participant honorarium, professional facilitation, public event and report)

**Community Listening Forum on Homelessness**

This 3-hour evening Forum will be a community wide event where citizens are encouraged to come and openly discuss issues surrounding homelessness. The Forum will consist of a presentation on deep listening, a dyad exercise on listening and a community dialogue. The

goal of this Forum is to facilitate communication among community members who may not otherwise have access to opposing ideas.

- Timeframe: Early December
- Costs: \$500 (cost include publication of event, light refreshments and materials)

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