



City of Seaside FY 2025 – 2029 Consolidated Plan

The Consolidated Planning process serves as the framework for a community-wide dialogue to identify housing, economic development and community development priorities. Because the HUD entitlement program funds are limited, the City must determine how to best use these funds to achieve the greatest public benefit. This includes assessing current community needs using local data and developing strategies to address these needs. Results of this process inform the City of Seaside in making data-driven, place-based investment decisions.

What is a Consolidated Plan?

The Consolidated Plan is a planning document required by the U.S. Department of Housing and Urban Development (HUD) intended to help jurisdictions assess their affordable housing and community development needs. The City of Seaside prepares this document every 5 years and it is used as guidance for future funding.

Who is leading the planning process?

The City of Seaside is working with Michael Baker International, to prepare the Consolidated Plan. If you have any questions about this effort, please contact the City's Community and Economic Development Department at CDBG@ci.seaside.ca.us.

Ways to Participate

Public engagement activities will include:

- Consolidated Plan Public Forums in September
- Public survey
- Public discussion pop-ups throughout the city
- DIY community conversation toolkits
- Sign up for updates and follow the City's social media channels
- Encourage others to participate
- Review and comment on the draft plan in early 2025
- Advocate for adoption of the plan



Community Conversation: Guide & Tips

The Facilitator

The facilitator will be the person asking thoughtful questions and moderating the conversation among all participants. The facilitator is responsible for documenting the thoughts, ideas, and themes of the conversation. It is best to have a co-facilitator to help take notes, photos, etc.

Facilitator Tips:

- Emphasize confidentiality to the group – all data is reported only in the aggregate (no data is attributed to an individual)
- Always respect each person's opinion
- Invite and encourage different, multiple perspectives and ideas
- Encourage group to build meaning together
- Reference group comments and ideas to continue the conversation
- Group involvement 85%, Facilitator involvement 15%

Group Size and Duration

Try to gather a group of at least 4-5 but no more than 20 people. Although, any size group that has thoughtful dialogue about this process is valuable. Discussions are usually about 30 - 60 minutes in duration.

Materials

1. Sign-in Sheet
2. Discussion Guide/Sample Activities
3. Planning Process Summary Handout

Please keep in mind....

~ Each meeting may go a little differently. Some groups may be eager to have long discussions, and some may be more pressed for time.

~ Discussion guides are just that – guides. Feel free to customize to your own voice and style.



~ Conversation may wander off the specific areas listed in the guide. That is great if still about community and economic development. Most AHA! moments come from the community

Meeting Process:

- Introduction to the Consolidated Plan (link to slides)
- Discussion and Probes
 - Introduce question and perhaps give your own example or story to get the conversation flowing.
 - Use probes and follow-up questions if answers are vague.

Note taking:

- Listen for key themes and ideas
- Please document any great quotes you hear!
- *Note if hearing similar responses from multiple members/or groups – (i.e., all members agree that there is that ONE thing this planning process should accomplish).*
- *Note if you think there are any individuals who warrant follow up after the meeting.*

Materials Submission

- Notes should be recorded in Word or Google Docs
- All notes, and photos can be emailed to CDBG@ci.seaside.ca.us



Facilitation Guide

Introduction

Today, we want to listen to you. We'd like to understand what makes your community unique, what you value about it, and what you think can be improved or different, or what you want to see five years from now. We want to understand what your community's priorities and needs are.

Discussion Questions

Introductions: [Go around room and ask all to introduce themselves "How do you define community? "What do you love about where you live?" Have a couple of people start who you know can give simple examples...

1. What are the most treasured spaces/places/or activities in your neighborhood/community?
2. If you were developing this Consolidated Plan, what would be the top 2-3 priorities you would want the plan to address/accomplish? What do you want to see more of in your community?
3. What do you want the future to look like - for you, your friends, your family and your neighbors?
4. What have you seen or experienced in other cities that you want to see in Seaside?
5. Is there anything we didn't ask you about that you'd like to share?



Community Sample Activities

GOAL: These exercises aim to elicit what community means to you. You will probably find many, even conflicting meanings that sometimes do not surface in conversations. You can use these exercises as conversation starters, as inspiration to come up with your own games, or as a framework that you can tweak as you need.

Activity #1. Identifying housing and community development needs

On either whiteboards/large easel pad pages, pose the following questions (in all necessary languages):

- What are the greatest housing needs for your family, your friends, your community?
- What are the greatest needs in your neighborhood or community?

Ask participants to use blank sticky notes to write their answers and place them under each respective question. You could also provide a list of housing and community development needs (from the survey) so participants have a list to reference when brainstorming their answers. Give people a fixed amount of dots to place near which needs they think are greatest in Seaside/their neighborhood.

Activity #2. Prioritizing housing and community development outcomes

This next activity would be similar to a budget activity— ask participants to prioritize outcomes with a fixed amount of “resources” (e.g., tickets). Give each participant 10 tickets to drop in the cups that correspond with their preferred outcomes. Examples of some of the outcomes to list include:

- Additional and/or higher quality childcare centers.
- Improvements to parks and recreation centers.
- Increased access to addiction treatment services.



Community Conversation Notes Summary

Date of Discussion: _____

Location (include zip code): _____

Lead Facilitator: _____

Co-lead Facilitator (if any): _____

Organization (if any): _____

of people who attended: _____

Description of people who attended: _____

NOTES SUMMARY: (Please use brief statements and bullet points)

- Experience in other cities that you want to see in Seaside
- Top 2-3 priorities
- Top 2-3 outcomes
- Additional Ideas/Thoughts:
- Great Quotes:

Email your notes and any photos to CDBG@ci.seaside.ca.us.