

The City of South San Francisco's Residential and Commercial Anti-Displacement Proposed Community Advisory Committee Selection Process

COMMITTEE ROLE AND COMPOSITION

The City of South San Francisco ("City") has established a Residential and Commercial Anti-Displacement Community Advisory Committee (CAC) comprised of local community representatives that include private, public, and nonprofit sectors with members from the tenant, housing provider, and locally owned business communities.

Ultimately, the South San Francisco City Council will confirm 10 members to the CAC and nominate one Councilmember or the Mayor to chair the Committee. The composition of the CAC will be representative of the ethnic, economic, and geographic diversity of the city. Members of the CAC will also be selected to ensure they reflect the variety of organizations and interests in South San Francisco. In addition to the Councilmember or the Mayor, the CAC shall include individuals from the following groups:

- Residential Landlord (2 members): Someone who leases residential units to tenants in South San Francisco. This may include small-, mid-, and large-size market rate and affordable housing landlords and developers.
- Residential Renter (2 members): Someone who rents a residential property in South San Francisco.
- Local Business Owner/Business Organization (3 members): Someone who owns or manages businesses in South San Francisco that sell goods or services to individuals on site at their business location (businesses may include small, medium, and larger scale organizations) and/or someone affiliated with an organization that provides support to local businesses, such as a merchant's association, business improvement district, chamber of commerce, or similar organization. Business owners should be operating for 5+ years and have an active business license.
- Real Estate Professional (1 member): Someone who actively participates in the buying, selling, or leasing of residential and/or commercial real estate in South San Francisco; and/or someone who actively participates in the operations, management, or administration of residential or commercial units in South San Francisco.
- Community-Based Organization (1 member): Someone affiliated with a community-based organization or local human service organization that supports individuals in securing housing, providing support to local businesses, and/or other services.

- Commercial Landlord (1 member): Someone who leases commercial units to business tenants in South San Francisco.

The CAC will discuss, examine, and provide input about the Anti-Displacement Strategy policy recommendations. Input will be provided to the project consultants retained by the City to lead the Anti-Displacement Strategy and shared in City Council meetings.

SELECTION PROCESS

Traditionally, City Council has chosen to lead the member selection process, interview, and confirm members. This memo outlines an alternative process whereby a selection committee comprised of City staff, will review applications and meet to select individuals to serve on the CAC.

This selection process is proposed to create a CAC that is as representative and inclusive of the greater City of South San Francisco population.

1. Awareness Campaign

City staff and the City's project consultant will create and implement a comprehensive awareness campaign. This will involve drafting tailored content specifically designed for various platforms, a dedicated webpage or announcement on the City's website, social media posts, emails to appropriate mailing lists, and a press release. City staff will also share the information with stakeholder groups through appropriate communication channels: word of mouth, emails to distribution lists, written letters, and at public events such as City Council meetings or City Commission meetings. The awareness campaign should be launched four weeks before the application period opens.

During the application period, regular social media posts will be made to provide ongoing reminders and updates, especially as the application deadline approaches.

2. Public Information Session(s)

City staff would hold at least one brief public information session. This hybrid meeting (can be attended in person or virtually) will provide interested individuals with an understanding of the CAC's purpose and their potential roles as members, as well as an overview of the application and selection process.

3. Application Creation

City staff will use the City Commissions application with an additional supplemental form. The supplemental form will identify which stakeholder group the applicant identifies with,

address, and district. Applicants will have an opportunity to self-identify their sociodemographic characteristics as well as demonstrate their lived and/or professional experience in the application.

The application will be posted to the City's project page and may also be cross-referenced on the City's Commission webpage. Printed applications can be mailed upon request.

4. Selection Process

The proposed selection process would take place following these steps:

- a. Confirm the selection committee. It is recommended that the selection committee be comprised of City Staff.
- b. The selection committee members would review all applications. Each member would indicate their first and second choice for each category.
- c. If desired, optional interviews could be held with individuals prioritized by the selection committee.
- d. The City's consultant team will consolidate recommendations (and outcomes of any interviews) for an in-person selection meeting.
- e. The selection committee would convene to review applications, and the meeting would be facilitated by the City's consultant team. The consultant will prepare an evaluation matrix based on several criteria such as:
 - Demonstrated and relevant interest, experience, and commitment.
 - Ability to attend meetings and perform the stated functions of the CAC.
 - Experience or desire to gain experience serving on an advisory board, commission, committee, or council and/or proven ability to work collaboratively with people who have different perspectives.
 - Experience or desire to gain experience on issues related to local economic development and displacement.

The selection committee would identify 10 CAC members finalists and three alternates as semi-finalists.

5. Appointment

The City Council will have the opportunity to review the list of finalists before it is announced publicly. Selected finalists will be notified and will be expected to accept or decline the invitation to serve on the CAC.

Approved CAC members will attend the inaugural CAC meeting that will establish participation agreements and ground rules, participation expectations (i.e., required participation/attendance), deliverables, and timelines. Each CAC member will sign a Participation Agreement to ensure accountability and delivery of expected outcomes.