



2023-2031

HOUSING ELEMENT

Town of Danville

Appendix F Public Participation



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Table A: Public Outreach Overview

Row Labels	2021 Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Dec	2022 Jan	Feb	Mar	Apr	Jun	Jul	Sep	Nov	Dec	Grand Total
Earned Media			1	2	4						1		1						9
Danville Patch											1		1						2
Danville/San Ramon			1	2	1														4
The Patch					1														1
The Valley Sentinal					2														2
E-News				1											1			1	3
Danville Town Talks				1															1
Draft Housing Element															1				1
Public Hearings																		1	1
Open House												1							1
Housing Element - Engagement												1							1
Presentation	2	3	1	3	1	3	4	2	1	1	1	6	1		3				31
American Legion Mt Diablo Post									1										1
Chamber of Commerce								1											1
Danville/Sycamore Valley Rotary Club		1																	1
Exchange Club							1												1
Housing Element 101				2	1	2	1												6
Housing Element 201												3							3
Housing Element 301															3				3
Kiwanis Club						1													1
Planning Commission				1			1	1			1								4
Realtors Marketing Association		1										1							2
Senior Center: Buzz Session												1							1
TC/HRC Joint SS		1																	1
TC/Parks Commission/Arts Advisory Board Joint SS	1																		1
TC/Planning/DRB Joint SS	1																		1
Town Council SS							1												1
Town Council/HRC Study Session												1							1
Town Talks with the Mayor			1										1						2

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Continued:

Row Labels	2021 Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Dec	2022 Jan	Feb	Mar	Apr	Jun	Jul	Sep	Nov	Dec	Grand Total	
Press Release	1	1	1	3	3	1	3								1				14	
Danville Town Talks			1		1															2
Introduce Housing Element and Legislation		1																		1
RHNA Appeal					1		1													2
SB 9							1													1
Town Talks	1			1																2
Workshops				2	1	1	1													5
Draft Housing Element															1					1
Print				1	2					1			1							5
Danville Quarterly Newsletter - Spring 2022													1							1
Danville Quarterly Newsletter - Summer 2021					1															1
Danville Quarterly Newsletter - Winter 2022										1										1
Danville Recreation Guide - Fall 2021					1															1
Kiosk Flyer				1																1
Social Media			1	14	9	7	5					8	3	2	2					51
Facebook				4	4	3	2					3	2		1					19
Instagram				4								1	1							6
NextDoor					1	2	1					2								6
Twitter			1	6	4	2	2				2			2	1					20
Website					3											1	2	3		9
Draft EIR																1				1
Public Hearings																		2		2
Documents					3															3
Draft HE HCD Comments																	1			1
Final EIR																	1			1
Site Map																		1		1
Meeting															1					1
East Bay for Everyone															1					1



Public Outreach Summary

Updates as of 04/02/22

Danville Town Talks Website (as of 04/02/22)

- 314 registrants
- 115 subscribers to the HE page
 - 2,800 Total Visits
 - 1,801 Aware Visitors (visited at least one page)
 - 746 Informed Visitors (Visitor that has taken the next step and clicked on something.)
 - 129 Engaged Visitors (participated in an action item--forum, story, question, poll)

Workshop Series: Housing Element 101 (June - October 2021)

Date	R/A	YT Views
06/12	39/26	12
06/29	49/31	44
07/08	25/17	11
08/19	56/24	40
08/31	17/12	20
09/18	49/23	30
10/07	23/31	32

What is RHNA? video

- 38 views on YT

Workshop Series: Housing Element 201 (March 2022)

Date	R/A	YT Views
03/09	9/15	10
03/17	4/1	7
03/28	22/24	6

Housing Sites Suggestion Map - Tool (March 7 - April 8)

- 259 visitors
- 26 contributors
- 125 pins

Publications on Danville Town Talks Website

- Housing Element Fact Sheet197 downloads
- Housing Element FAQs.....57 downloads

Priorities Survey - 113 submissions (closed 09/18/21)

- Rent 3 3%
- Own 98 86%
- No response 12 11%
- Mailed In 90 80%
- Online..... 23 20%

Top Identified Items to Preserve:

- Open Space40 responses or 38%
- “Small Town” Feel32 responses or 28%
- Parks25 responses or 22%
- Single Family Housing24 responses of 21%
- Safety/Police16 responses or 14%
- Downtown14 responses or 12%
- Bike/Walk Ways13 responses or 12%

Top Identified Concerns:

- Traffic (including parking)20 responses or 19%
- Overcrowding16 responses or 15%
- Infrastructure (including water, schools)8 responses or 7%
- Safety (including crime, homelessness)7 responses or 7%

Updates as of 02/01/22

Danville Town Talks Website (as of 2/1/22)

- 245 website registrants
- 96 subscribers to the HE page
 - 978 Aware Visitors (visited at least one page)
 - 400 Informed Visitors (Visitor that has taken the next step and clicked on something.)
 - 85 Engaged Visitors (participated in an action item--forum, story, question, poll)

Workshop Series: Housing Element 101

Date	R/A	YT Views
06/12	39/26	12
06/29	49/31	44
07/08	25/17	8
08/19	56/24	40
08/31	17/12	18
09/18	49/23	58

What is RHNA? video

- 86 views on YT



Updates as of 12/20/21

Social Media Outreach Stats (September 1 - December 12)

These stats are just for our Housing Element posts:

- Twitter average reach 620 people per post (2)
- Facebook average reach 1.7k people per post (2)
- Nextdoor average reach 1.9k people per post (1)
- Instagram no posts

Town Website Housing Element Page Sept 1 - Dec 12

- 319 unique page visits (if a page was viewed multiple times in one visit it is only counted once)

Danville Town Talks Website (as of 12/20/21)

- 227 registrants
- 89 subscribers to the HE page
 - 906 Aware Visitors (visited at least one page)
 - 376 Informed Visitors (Visitor that has taken the next step and clicked on something.)
 - 79 Engaged Visitors (participated in an action item--forum, story, question, poll)

Workshop Series: Housing Element 101

Date	R/A	YT Views
06/12	39/26	11
06/29	49/31	44
07/08	25/17	8
08/19	56/24	38
08/31	17/12	17
09/18		54

What is RHNA? video

- 78 views on YT

Updates as of 08/30/21

Social Media Outreach Stats

These stats are just for our Housing Element posts:

- Twitter average reach 940 people per post
- Facebook average reach 980 people per post
- Nextdoor average reach 1.3K people per post
- Instagram average reach 1.7K people per post

Town Website Housing Element Page May 1- August 31

- 880 unique page visits (if a page was viewed multiple times in one visit it is only counted once)

Danville Town Talks Website (as of 09/07/21)

- 189 registrants
- 75 subscribers to the HE page
 - 931 Total Visits
 - 530 Aware Visitors (visited at least one page)
 - 289 Informed Visitors (Visitor that has taken the next step and clicked on something.)
- 63 Engaged Visitors (participated in an action item--forum, story, question, poll)

Workshop Series

Date	R/A	YT Views
06/12	39/26	9
06/29	49/31	43
07/08	25/17	7
08/19	56/24	29
08/31	17/12	N/A

What is RHNA? video

- 38 views on YT

Priorities Survey - 107 submissions (as of 09/06/21)

- Rent 3 3%
- Own 92 86%
- No response 12 11%
- Mailed In 85 79%
- Online..... 22 21%

Top Identified Items to Preserve:

- Open Space 37%
- “Small Town” Feel 27%
- Parks 21%
- Single Family Housing 21%
- Safety/Police 15%
- Downtown 13%
- Bike/Walk Ways 12%

Top Identified Concerns:

- Traffic..... 14%
- Overcrowding 11%
- Parking 5%
- Water Shortage..... 4%



TABLE B: PUBLIC ENGAGEMENT ACTIVITY

Date	Medium	Details	Council/Commission Meetings	Town Talks with the Mayor - April 22, 2021	RHNA Appeal	Town Talks Website (Launched May 25)	Housing Element Workshop Series	Priorities Survey	Town Talks with the Mayor - April 1, 2022	Housing Site Suggestion Map Tool	Balancing Act	Draft Housing Element for Public Review	Other
3/10/2021	Presentation	TC/Parks Commission/ Arts Advisory Board Joint SS	X										
3/23/2021	Presentation	TC/Planning/DRB Joint SS	X										
3/23/2021	Press Release	Town Talks		X									
4/2/2021	Press Release	Introduce Housing Element and Legislation		X									
4/4/2021	Presentation	Danville/Sycamore Valley Rotary Club											X
4/6/2021	Presentation	Realtors Marketing Association											X
4/12/2021	Presentation	TC/HRC Joint SS	X										
5/25/2021	Presentation	Town Talks with the Mayor		X									
5/25/2021	Press Release	Danville Town Talks				X							
5/26/2021	Earned Media	Danville/San Ramon				X							
5/26/2021	Social Media	Twitter				X							
6/2/2021	Social Media	Facebook					X						
6/3/2021	Press Release	Workshops					X						
6/4/2021	E-News	Danville Town Talks		X									
6/5/2021	Social Media	Facebook				X							

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Date	Medium	Details	Council/Commission Meetings	Town Talks with the Mayor - April 22, 2021	RHNA Appeal	Town Talks Website (Launched May 25)	Housing Element Workshop Series	Priorities Survey	Town Talks with the Mayor - April 1, 2022	Housing Site Suggestion Map Tool	Balancing Act	Draft Housing Element for Public Review	Other
6/7/2021	Earned Media	Danville/San Ramon	X				X						
6/7/2021	Press Release	Town Talks				X	X						
6/7/2021	Social Media	Facebook					X						
6/8/2021	Social Media	Instagram					X						
6/8/2021	Social Media	Twitter				X							
6/8/2021	Presentation	Planning Commission											X
6/9/2021	Social Media	Instagram					X						
6/9/2021	Social Media	Twitter				X							
6/11/2021	Social Media	Twitter					X						
6/11/2021	Social Media	Instagram					X						
6/12/2021	Presentation	Housing Element 101					X						
6/21/2021	Social Media	Facebook					X						
6/21/2021	Social Media	Twitter					X						
6/22/2021	Earned Media	Danville/San Ramon											
6/22/2021	Press Release	Workshops					X						
6/28/2021	Print	Kiosk Flyer				X	X						

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Date	Medium	Details	Council/Commission Meetings	Town Talks with the Mayor - April 22, 2021	RHNA Appeal	Town Talks Website (Launched May 25)	Housing Element Workshop Series	Priorities Survey	Town Talks with the Mayor - April 1, 2022	Housing Site Suggestion Map Tool	Balancing Act	Draft Housing Element for Public Review	Other
6/28/2021	Social Media	Twitter					X						
6/29/2021	Social Media	Instagram					X						
6/29/2021	Presentation	Housing Element 101					X						
6/30/2021	Social Media	Twitter					X						
7/1/2021	Earned Media	The Valley Sentinal											
7/1/2021	Earned Media	The Valley Sentinal											
7/2/2021	Press Release	Workshops				X	X						
7/2/2021	Press Release	Danville Town Talks				X							
7/6/2021	Social Media	Twitter					X						
7/7/2021	Social Media	Facebook				X	X						
7/7/2021	Social Media	NextDoor					X						
7/8/2021	Print	Danville Quarterly Newsletter - Summer 2021						X					X
7/8/2021	Social Media	Twitter					X						
7/8/2021	Presentation	Housing Element 101					X						
7/9/2021	Website	Town Website			X								
7/12/2021	Social Media	Facebook			X								

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Date	Medium	Details	Council/Commission Meetings	Town Talks with the Mayor - April 22, 2021	RHNA Appeal	Town Talks Website (Launched May 25)	Housing Element Workshop Series	Priorities Survey	Town Talks with the Mayor - April 1, 2022	Housing Site Suggestion Map Tool	Balancing Act	Draft Housing Element for Public Review	Other
7/12/2021	Social Media	Twitter						X					
7/12/2021	Website	Town Website			X	X		X					
7/12/2021	Website	Danville Town Talks			X								
7/14/2021	Earned Media	Danville/San Ramon			X								
7/14/2021	Press Release	RHNA Appeal			X								
7/14/2021	Social Media	Facebook											X
7/15/2021	Earned Media	The Patch											
7/16/2021	Social Media	Facebook				X	X	X					
7/16/2021	Social Media	Twitter						X					
7/24/2021	Print	Danville Recreation Guide - Fall 2021											X
8/10/2021	Social Media	Facebook					X	X					
8/11/2021	Press Release	Workshops					X						
8/12/2021	Presentation	Kiwanis Club											X
8/16/2021	Social Media	Twitter					X	X					
8/17/2021	Social Media	Facebook			X		X						
8/19/2021	Presentation	Housing Element 101					X						

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Date	Medium	Details	Council/ Commission Meetings	Town Talks with the Mayor - April 22, 2021	RHNA Appeal	Town Talks Website (Launched May 25)	Housing Element Workshop Series	Priorities Survey	Town Talks with the Mayor - April 1, 2022	Housing Site Suggestion Map Tool	Balancing Act	Draft Housing Element for Public Review	Other
8/24/2021	Social Media	NextDoor				X							
8/25/2021	Social Media	NextDoor				X							
8/27/2021	Social Media	Facebook				X							
8/31/2021	Social Media	Twitter					X						
8/31/2021	Presentation	Housing Element 101					X						
9/8/2021	Presentation	Exchange Club											X
9/14/2021	Press Release	Workshops					X						
9/15/2021	Social Media	Facebook					X						
9/15/2021	Presentation	Town Council SS											X
9/17/2021	Social Media	Facebook											X
9/17/2021	Social Media	Twitter											X
9/17/2021	Social Media	Twitter					X						
9/17/2021	Press Release	SB 9											X
9/18/2021	Presentation	Housing Element 101					X						

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Date	Medium	Details	Council/ Commission Meetings	Town Talks with the Mayor - April 22, 2021	RHNA Appeal	Town Talks Website (Launched May 25)	Housing Element Workshop Series	Priorities Survey	Town Talks with the Mayor - April 1, 2022	Housing Site Suggestion Map Tool	Balancing Act	Draft Housing Element for Public Review	Other
9/20/2021	Social Media	NextDoor											X
9/28/2021	Press Release	RHNA Appeal			X								
9/28/2021	Presentation	Planning Commission											X
10/7/2021	Presentation	Chamber of Commerce					X						
10/26/2021	Presentation	Planning Commission											X
12/5/2021	Presentation	American Legion Mt Diablo Post					X						
1/5/2022	Print	Danville Quarterly Newsletter - Winter 2022					X				X		
2/22/2022	Presentation	Planning Commission					X						
2/23/2022	Earned Media	Danville Patch								X			
3/7/2022	Social Media	NextDoor								X			
3/7/2022	Social Media	Facebook								X			
3/7/2022	Social Media	Twitter								X			
3/9/2022	Social Media	Twitter								X			
3/9/2022	Presentation	Housing Element 201					X						

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Date	Medium	Details	Council/Commission Meetings	Town Talks with the Mayor - April 22, 2021	RHNA Appeal	Town Talks Website (Launched May 25)	Housing Element Workshop Series	Priorities Survey	Town Talks with the Mayor - April 1, 2022	Housing Site Suggestion Map Tool	Balancing Act	Draft Housing Element for Public Review	Other
3/10/2022	Social Media	Facebook					X			X			
3/10/2022	Social Media	Instagram								X			
3/14/2022	Presentation	Town Council/HRC Study Session					X						
3/17/2022	Presentation	Realtors Marketing Association					X						
3/17/2022	Presentation	Housing Element 201					X						
3/25/2022	Social Media	NextDoor							X				
3/25/2022	Social Media	Facebook							X				
3/26/2022	Open House	Housing Element - Engagement								X			
3/28/2022	Presentation	Housing Element 201					X						
3/29/2022	Presentation	Senior Center: Buzz Session								X			
4/1/2022	Print	Danville Quarterly Newsletter - Spring 2022								X			
4/1/2022	Presentation	Town Talks with the Mayor							X				
4/5/2022	Earned Media	Danville Patch								X			

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Date	Medium	Details	Council/Commission Meetings	Town Talks with the Mayor - April 22, 2021	RHNA Appeal	Town Talks Website (Launched May 25)	Housing Element Workshop Series	Priorities Survey	Town Talks with the Mayor - April 1, 2022	Housing Site Suggestion Map Tool	Balancing Act	Draft Housing Element for Public Review	Other
4/5/2022	Social Media	Facebook								X			
4/7/2022	Social Media	Instagram								X			
4/29/2022	Social Media	Facebook								X			
6/24/2022	Social Media	Twitter							X				
6/27/2022	Social Media	Twitter							X				
7/1/2022	Press Release	Draft Housing Element										X	
7/1/2022	E-News	Draft Housing Element										X	
7/7/2022	Presentation	Housing Element 301					X						
7/11/2022	Social Media	Facebook									X		
7/12/2022	Meeting	East Bay for Everyone										X	
7/13/2022	Presentation	Housing Element 301					X						
7/13/2022	Social Media	Twitter									X		
7/20/2022	Presentation	Housing Element 301					X						
9/13/22	Press Release	Draft EIR											X

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Date	Medium	Details	Council/ Commission Meetings	Town Talks with the Mayor - April 22, 2021	RHNA Appeal	Town Talks Website (Launched May 25)	Housing Element Workshop Series	Priorities Survey	Town Talks with the Mayor - April 1, 2022	Housing Site Suggestion Map Tool	Balancing Act	Draft Housing Element for Public Review	Other
9/13/22	Website	Draft EIR											X
11/16/22	Website	Draft HE EIR Comments											X
11/28/22	Website	Final EIR											X
12/2/22	Website	Public Hearings											X
12/2/22	E-News	Public Hearings											X
12/2/22	Website	Site Map											X
12/2/22	Print	Public Hearings											X

TABLE C: EARNED MEDIA

Date	Title	Source	Link
5/26/2021	Danville launches new online platform to receive public feedback	Danville/San Ramon	Danville launches new online platform to receive public feedback News DanvilleSanRamon.com
6/7/2021	As Danville ramps up Housing Element process, Planning Commission to hear update on public outreach website	Danville/San Ramon	As Danville ramps up Housing Element process, Planning Commission to hear update on public outreach website News DanvilleSanRamon.com
6/22/2021	Danville sets next workshop for residents to provide input on state-mandated housing increase	Danville/San Ramon	Danville sets next workshop for residents to provide input on state-mandated housing increase News DanvilleSanRamon.com
7/1/2021	Danville provides workshop to inform residents about 2023-2031 Housing Element	The Valley Sentinel	July 2021 Issue - pg 9
7/1/2021	Town continues to provide ways for the community to participate in the mandated Housing Element Update	The Valley Sentinel	July 2021 Issue - pg 10
7/14/2021	Danville files RHNA appeal seeking to lower number of state-mandated housing units	Danville/San Ramon	Danville files RHNA appeal seeking to lower number of state-mandated housing units News DanvilleSanRamon.com
7/15/2021	Danville appeals state-mandated housing requirements	Danville Patch	Danville Appeals State-Mandated Housing Requirements Danville, CA Patch
2/23/2022	Danville Residents Asked to Identify Potential Housing Spots	Danville Patch	Danville Residents Asked To Identify Potential Housing Spots Danville, CA Patch
4/5/2022	Danville Housing Site Suggestion Tool Closes Friday	Danville Patch	Danville Housing Site Suggestion Tool Closes Friday Danville, CA Patch

