

City of Pinole ADU Outreach Campaign

Promoting Accessory Dwelling Units



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ADU Outreach & Implementation

Intern

Programs: Fast Track, Amnesty, and Pre-Approved
ADUs

Background and Goals

Why it matters:

- Support housing affordability and flexibility
- Help meet RNHA goals
- Empower homeowner to build and legalize safe, compliant units

Goals of internship and program implementation:

- Expand ADU access through outreach and homeowner support
- Improve ADU Program Infrastructure and Data Systems



Phases of the Internship

Phase 1: Orientation, Policy Review & Baseline Research

Phase 2: Outreach Strategy & Program Material Development

Phase 3: Outreach Execution & Community Engagement

Phase 4: Amnesty Program Follow-Up & Homeowner Support

Phase 5: Data Analysis, Rental Trends & Fast Track Finalization

Phase 6: Final Reporting & Presentation ← we are here



Outreach Strategy

Aims:

- Lead with tailored benefits of an ADU/JADU
- Engage with homeowners, renter, designers, and general public

Engagement:

- Pop-ups, Office hours, Webinar

Products:

- Public Input ADU Outreach Campaign, promotional materials, activities for the public



Pop-Ups

Farmers Market



General Plan Workshop



National Night Out



Citizens Academy



Promotional Material

Interested in building, legalizing, or designing ADUs?

COMING SOON!

Accessory Dwelling Unit Support

WORKSHOPS **POP-UPS** **OFFICE HOURS**

EMAIL US WITH QUESTIONS!
ADU@PINOLE.GOV



PINOLE
ADU CONCIERGE

ADU and Go!

STRESS LESS,
BUILD FASTER!

YOUR ONE-STOP SHOP FOR BUILDING AN ADU

Pinole's new ADU Concierge webpage provides the steps and ADU info made simple and easy! Learn about general ADU info and our new programs by visiting our website.

SCAN ME!



Are you interested in ADUs?

Coming soon!

Accessory Dwelling Unit Events

Pop-Ups **Workshops** **Office Hours**

Learn more about the benefits of ADUs in Pinole by emailing adu@pinole.gov



Accessory Dwelling Unit (ADU) 2025

WELCOME TO OUR
ADU Newsletter
EXPANDING ADU OPPORTUNITIES IN PINOLE FOR 2025

An **Accessory Dwelling Unit (ADU)** is a detached or attached complete living unit no greater than 1000 sq. ft. that provides many benefits such as safety and support, home for loved ones, additional rental income, and environmental benefits.

Thank you for subscribing to the City of Pinole's ADU Newsletter! You'll receive updates on the ADU webpage, upcoming events, and helpful resources.

Programs for YOU

Fast-Track Program prioritizes a speedy permitting process for new ADUs.

Amnesty Program legalizes unpermitted ADUs for health and safety.

Updates

- City of Pinole's ADU webpage is LIVE! Click [here](#)!
- Office hours are hosted on select days with dates and time posted on the [ADU Survey](#) page.
- Webinar: Oct 23, 2025 - website and program walkthrough

ADUs provide affordable living options for family, friends, and community members. We want to keep Pinole's community intact and thriving!



Fast Track

About the Program

The ADU/JADU Fast Track Program provides priority, expedited review for applicants who submit a complete building permit application with required items prepared in advance.

Benefits

- Priority placement in the Building Permit review queue
- Faster initial review (10 business days or fewer)
- Fewer delays by resolving common issues before submission
- No extra cost to participate in the Fast Track program

Flip to continue →



ADUs: Good for Families, Good for Pinole!

Discover the Possibilities of ADUs in Pinole

Pinole ADU Concierge

Your one-stop shop for building an ADU!

Learn about general ADU info and our new programs by visiting our webpage!

- Getting started
- ADU/JADU General Info
- ADU/JADU Fast Track
- ADU/JADU Amnesty Program
- Pre-Approved ADUs

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NEW Pinole Speaks ADU Campaign is LIVE!

Events, survey, and newsletter info for RENTERS, HOMEOWNERS, ADU OWNERS, DESIGNERS!

Discover **OPPORTUNITIES** and **BENEFITS** of designing, owning, or legalizing an ADU by scanning the QR code and taking the survey that's right for you!

Thank you for helping Pinole conduct a city-wide ADU outreach campaign!

Click [here](#) or scan the QR code

Office Hours:
In-person, on select days

ADU Webinar:
Online, on Oct 23, 2025

ASK US ANYTHING ABOUT ADUS! ADU@PINOLE.GOV



Lessons Learned

- Need to make more time for community outreach phase
- Community outreach and engagement is valuable to build relationships and public awareness
- There was strong curiosity around ADUs but low familiarity
- Timing and visibility do and do not influence turnout



Next Steps

- The outreach campaign is still in progress
- ADU Webinar will be conducted October 23rd
- ADU Outreach Campaign analysis will be conducted shortly after
- Analysis reports, flyers, and other ADU documents will be compiled and organized to be handed off as advised



Source: Canva @innadodor