



Association of Bay Area Governments



Technical Assistance
for Local Planning

HOUSING

Regional Housing Technical Assistance:

Communications & Public Engagement

ABAG Housing & BAHFA Oversight Committees

July 8, 2021

Goals

1. Support cities and counties in adopting compliant Housing Elements
2. Build local capacity to constructively engage communities
3. Promote meaningful and equitable engagement with communities most impacted by displacement and affordability challenges

HCD Public Involvement Mandate

State Housing and Community Development Department (HCD)
Required Public Participation:

How is the public being involved in implementing the housing element?

How were comments incorporated into the housing element?



Key Takeaways: Who was there, what was said?



Describe how entire community across economic segments reached



The jurisdiction must make a diligent effort to include all



Summarize public input and its impact on final Housing Element

Affirmatively Furthering Fair Housing

AB 686 (2018) enshrined 2015 federal AFFH rule in California law, with specific application to local Housing Elements

The Housing Element must describe **meaningful, frequent, and ongoing** public participation with **key stakeholders**

Key stakeholders include:

- Members of protected classes
- Advocacy groups
- Service providers (fair housing, homeless, etc.)

Public Engagement Technical Assistance

Three Components:

- Part One:
Communications
- Part Two:
Community Engagement
Best Practices &
Implementation
- Part Three:
Direct Support for Local
Engagement

Part One: Communications

Assist in preparing local officials to discuss local housing issues with community members

- Communications Guide
- Data-driven, tested messages to discuss sensitive topics
- On-call assistance from communications consultants
- Training in coordination with the state Department of Housing & Community Development (HCD)

Part One: Communications

Special focus on topics related to Affirmatively Furthering Fair Housing

- Guidance on requirements related to Fair Housing
- Guidance on presenting AFFH topics in conversations with local residents
- Assist local officials with engaging and hearing from systemically marginalized communities

Part Two: Community Engagement: Best Practices & Implementation

- Public Engagement Tool Kit:
 - Plain language primers
 - Editable templates
 - Best practices
 - Social media sample promotions
- New technical assistance web portal to launch in July
- On-call consultant expertise in subject areas to be identified by local jurisdictions

Part Three: Direct Support for Local Engagement

- Limited resources to be offered to each jurisdiction:
 - Translation services
 - In-person interpretation services
 - Paid subscription to an online engagement platform
 - Identification of communication networks and media outlets by county
- Staff will partner with local jurisdictions to explore other needs that may arise



Thank You.

For more information
Visit the [Regional Housing TA website](#) or
Contact HousingTA@bayareametro.gov