



**ASSOCIATION  
OF BAY AREA  
GOVERNMENTS**



Association of Bay Area Governments  
Bay Area Housing Finance Authority  
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San Francisco, CA 94105  
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## *Memorandum*

DATE: October 14, 2021  
TO: ABAG Housing Committee  
FR: Executive Director  
RE: Summary of public outreach software pilot

In November of 2020 the ABAG Executive Board approved \$2 million of the Regional Early Action Planning (REAP) Grant funds to support housing leadership development and community engagement including:

- Resources and TA to local jurisdictions for community outreach and engagement
- Grants to CBOs
- Public education on the housing element process
- Regional messaging on new housing laws and penalties

Of \$2 million, roughly 10% of the funds have been dedicated to support a public engagement tool.

On August 1, 2021, ABAG entered a \$182,430 contract with Balancing Act to purchase 25 software licenses for a pilot of an online public engagement tool that facilitates public comment on preferences for housing types and locations.

All Bay Area jurisdictions were invited to submit letters of interest (LOIs) to participate in the pilot and 34 LOIs were received.

Licenses were allocated as summarized below based on responses to the following questions:

1. Provide a description of the projected tool's use to enhance public engagement, including advancing fair housing and how jurisdiction will use this tool to address past challenges in engaging a diverse cross section of community on housing issues.
2. Identification of funding gap for public outreach and how tool could assist in meeting that gap.

<b><u>Jurisdiction</u></b>	<b><u>Allocated</u></b>
Alameda County	No
Belvedere	Yes
Brisbane	Yes
Clayton	Yes
Concord	Yes
Cupertino	No
Danville	No
East Palo Alto	Yes
El Cerrito	Yes
Fairfax	No
Gilroy	Yes
Hayward	Yes

<b><u>Jurisdiction</u></b>	<b><u>Allocated</u></b>
Hercules	Yes
Larkspur	No
Los Altos Hills	No
Los Gatos	Yes
Marin County	Yes
Moraga	Yes
Napa	Yes
Newark	Yes
Oakland	Yes
Orinda	Yes
Pacifica	Yes
Palo Alto	No

<b><u>Jurisdiction</u></b>	<b><u>Allocated</u></b>
Piedmont	Yes
Portola Valley	Yes
San Anselmo	Yes
San Bruno	Yes
San Jose	Yes
San Leandro	Yes
San Pablo	Yes
Saratoga	No
Sonoma	Yes
Woodside	No

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