



Technical Assistance  
for Local Planning  
**HOUSING**



**ASSOCIATION  
OF BAY AREA  
GOVERNMENTS**



# Best Practices for Equitable Engagement

Regional Housing Technical  
Assistance Program

Leah Zippert  
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# Purpose

- Integrating HCD Requirements
- Tailor Communications Tools to Your Community
- Communicate: “We Heard You”



# HCD Comments on HE

- Affirmatively Further Fair Housing (AFFH)
- Public Participation
- Sites Inventory
- Government Constraints
- Policies & Programs



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# Who is Missing From the Table?

Some tools for identifying and engaging all members of your community

- HCD's identified special needs populations and requirements for equitable engagement
- ABAG-MTC's complementary definition of Equity Priority Communities and Mapping Project
- Build on relationships with your Community-Based Organizations and work with them to identify community members missing from your conversations



# Bridging the Barriers

- Getting the Message Right
- Getting the Messenger Right
- Reach People Where They Are
- Create a Sense of Ownership



Approachable Materials



Pop-up Events



Social Media



Workshops



Neighborhood Association Meetings



Surveys



Telephone Town Halls



Host Walking Tours



Text/Low-Tech



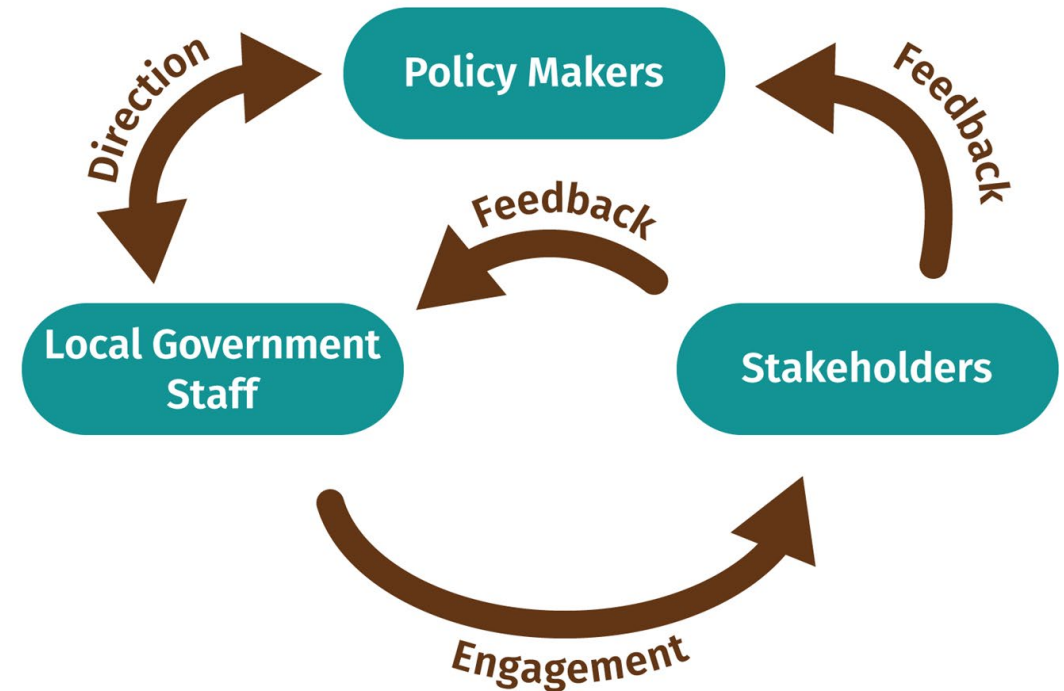
# Tailor Communications Tools to Your Community

- Engage through preferred channels
  - In-person (events, etc.)
    - go to where people are gathering
  - Online tools and platforms
- Leverage partnerships



# Communicate: We Heard You

- Gather input – Document!
- Reflect what has been heard
- Explain how and with whom input is shared
- Communicate how input informs the next phase
- Integrate these comments into your policies and programs



# Incorporating Outreach into the Housing Element

- Clearly describe efforts to engage all segments of the community
- Describe who was invited to participate, actual participants, and general comments
- Document how comments will be incorporated into policies and programs
- See HCD's [Public Participation Guidelines](#) for full requirements





# Learn More

## Best Practices for Equitable Engagement Primer

Identifying EPCs - pg. 4-6

Equity Best Practices - pg. 11

Communicating on Input - pg. 15-16

Accountability Best Practices - pg. 17

Tools/Resources - pg. 18

[HCD Comment Letters Other Regions](#)

[CBO and Media Contact Lists](#)

[Housing Element Completeness Checklist](#)

[RHTA Support for Local Engagement](#)

[ABAG Technical Assistance Portal](#)



Thank You.

