

HCD Housing Element Public Participation Checklist

Crafting a Strategy

- Did you review your demographic data? Tip – use your housing needs section.
- Does the strategy incorporate a variety of outreach channels (social media, local radio stations, one-on-one meetings, focus groups, etc.) to reach a variety of socioeconomic groups (low-income families, people experiencing homelessness, builders, seniors, etc.)?
- Did you contact organizations that represent all segments of the community contacted for their input on the strategy?
- Is the strategy proactive? For example, did you affirmatively contact and make the process and preparation of the housing element available to organizations that represent all economic segments and special needs populations?
- Is the strategy transparent and are all economic segments of the population included at key decision-making points of the process, such as the beginning when the draft is being scoped and at the end when the draft was being finalized?

Choosing Proper Outreach Channels

- Did you tailor your outreach channels based on the target audience?
- Did you use a variety of communication channels? (social media, newspapers, zoom webinars, public meetings, advisory groups, surveys etc.)
- Did you make the draft available to the public for a sufficient amount of time prior to sending the draft to HCD?
- Did you make the draft available throughout the housing element update process? Prior to sending it to HCD and prior to adoption?

Designing Outreach Materials

- Did you translate your outreach materials to languages commonly spoken in your community?
- Did you create a variety of outreach materials? (Flyers, newspaper ads, short videos, etc.,)
- Did you ensure that your outreach materials were understandable to a variety of educational backgrounds?

Did you create outreach materials explaining the importance of the housing element?
Why they should care about the housing element?

In the Housing Element

Did you describe your outreach and engagement strategy in the housing element?
And why you chose that strategy?

Did you describe who you received comments and feedback from through your
outreach?

Did you describe how you incorporated comments in the housing element update
process?