

STEP BY STEP GUIDE

Gather Data & Identify Needs

- Identify the issue or needs in your community
 - Determine what your community solving for
 - What does your community look like?
 - Is there existing data?
 - Gather data to drive decision making
 - Is there funding for this?
 - What data should be collected?
- Take stock of current affairs or efforts
 - What organizations are working on this issue?
 - What progress has been made recently?
 - What roadblocks exist?
 - Does this align with existing community work?
- Assess community will
 - Is there a critical mass of interest?
 - Who cares about this issue?
 - Is there momentum behind this issue?

Assemble a Team

- Assemble a core group of interested stakeholders or champions
 - Who has talked about this issue?
 - What organizations and individuals are working in these spaces?
 - Identify elected officials and policy drivers
 - Who will drive the process and who will staff meetings?
 - Keeps minutes, owns files, sets meetings
 - Is there funding for this role?
- Assess basic framework of larger committee and subcommittees
 - Identify steering committee members, including subcommittee chairs
 - Determine the makeup of the committees; are major points of view represented?
 - Formulate main purpose and objectives to unite key partners
 - Assemble committees and have each clarified purpose and objective
 - Gain consensus on the purpose and objectives
- At first meeting, determine who is missing from the table
- Ensure an infrastructure is in place for updates and communications

Meet & Engage Committees

- Level set information as members have varying experience on the topics
- Research best practices to meet housing objectives
 - What tools and resources are already out there that you can use
- Determine how to educate others on the progress of each committee
 - Member/partner convenings held along the way
- Can you leverage other community partners?
- Are there other efforts in the community to which your work should align?

Concurrently Refine & Communicate

- Agree on key messaging, talking points and key framing overall (Income-Aligned Housing)
- Develop a Communications plan
- Ensure community engagement through presentations, data walks, surveys, website development
- Create public relations/media outreach plan
 - Write op-eds, visit podcasts, invite media to events and to report releases, leverage social media
 - Select key images
 - Identify outlets and reporters that cover housing
- All committees continue to meet to create a solutions list
- Catalogue community feedback and share with committees
- Prioritize options and solutions/strategies based upon which were the most promising
 - Where is the most community will?
 - What will generate the most housing supply?
 - What is most feasible?
- Track solutions that cross over committees
 - Similar solutions will show up
 - Determine how you will synthesize this duplication
- Consensus on the final list of solutions/strategies by the steering committee

Finalize & Release Report

- Write Report
 - Who will write the report? Are there funds for this assembly?
 - Who will take the lead with writing, editing, and gathering images?
- Release Report
 - Determine the place where the report can be accessed by others
 - Write and distribute a news release with report findings
 - Host an event with community partners or press conference
- Subcommittees disband and steering committee continues
 - Will there be a change in the steering committee chair?
 - Will you need to add any members to the steering committee?
- Track key performance indicators or KPIs and the progress of successes
 - How do you measure housing supply and affordability?
 - Who is responsible for gathering the KPI data?