Office of the City Administrator – Homelessness Division
Community Engagement Plan for the City of Oakland's Commission on Homelessness
Public Comment Period on COH Budget Recommendations   **Attachment A**

Engagement Framework:
The City of Oakland is currently facing a homelessness crisis that requires a collaborative and community-based approach to address it. The Homelessness Commission, as a representative body of the community, has a crucial role to play in shaping policies and allocating resources to tackle this issue. The Commission's budget recommendations are an important part of the City's budget process and can have a significant impact on the services and programs that are available to support individuals experiencing homelessness.

To ensure that the City's budget reflects the needs and priorities of the community, it is essential to engage with local stakeholders, including residents, businesses, service providers, and advocates. By involving these groups in the budget process, we can ensure that their voices are heard and that they have a say in how resources are allocated to address the homelessness crisis.

Engagement Strategies:
a. Commission + Community Meetings: Organize town hall meetings, focus groups, and other community events to provide a platform for residents to share their experiences, concerns, and ideas about homelessness and encampment management policies.
b. Online Engagement: Use social media platforms and online surveys to engage with a broader audience and gather input on budget priorities related to homelessness.
c. Partner with Community Organizations + Key Stakeholders: Collaborate with local organizations that serve individuals experiencing homelessness and those at risk of becoming homeless to gather insights and ideas about the needs of the community. In addition to working in partnership with homeless and housing stakeholders, engagement with private sector, community-based, civic organizations is vital.
d. Outreach to Key Stakeholders: Reach out to businesses, developers, and other stakeholders to gather their input on how to address homelessness and encampment management policies.

Tactics:

1. Keep the community informed: Regularly update the community on the progress of the budget process, including how their input is being used to shape policy.
2. Provide education and resources: Provide educational materials, resources, and information to help community members understand the budget process and how it relates to the homelessness crisis.
3. Use clear and accessible language: Use plain language to communicate the importance of engaging in the budget process and how it affects individuals experiencing homelessness.
4. Ensure inclusivity and diversity: Ensure that the community engagement process is inclusive of diverse voices, including people of color, youth, and those experiencing homelessness.

Goals and Outcomes:
a. Goal: To increase community awareness and understanding of the City's budget process and the role of the Homelessness Commission in making budget recommendations.
b. Outcome: Increased participation from community members and key stakeholders in the budget process, resulting in more informed and equitable budget decisions related to homelessness and encampment management policies.
c. Goal: To gather feedback and ideas from a diverse range of community members to inform the Homelessness Commission's budget recommendations.
d. Outcome: The Homelessness Commission's budget recommendations are based on community input, reflecting the diverse needs and priorities of the community.

In summary, community engagement is essential to ensure that the City's budget process reflects the needs and priorities of the community related to homelessness and encampment management policies. By engaging with local stakeholders, we can ensure that the Homelessness Commission's budget recommendations are informed by community input, resulting in more equitable and effective policies and programs to address homelessness in Oakland.