

**East Bay Housing Organizations:
Affordable Housing Week Event
Goals and Criteria
*May 7- May 16, 2010***



East Bay Housing Organizations

For the past 13 years, East Bay Housing Organizations (EBHO) has educated thousands of East Bay residents by hosting Affordable Housing Week (AHW). The goals of the 10-day series of events, sponsored by EBHO and organized by our members and allies, are to showcase affordable housing solutions and resources and to increase the support for affordable housing in the East Bay.

This year EBHO plans to focus on strategic and fewer events that reach wide audiences, have strong attendance, provide vital training opportunities, bring new community members into our movement, and raise the collective profile of EBHO, our members, and affordable housing. Our plan is also to work more closely with our members and allies, and provide more trainings and technical assistance as needed,

Here are the key criteria to help us reach our goals and determine the types of events that EBHO will sponsor in 2010.

EVENT CRITERIA:

The objective will be to have 10 events that work together to achieve our overall goals.

CORE TYPES OF EVENTS:

1. EBHO will organize a symposium on the "State of Housing in the East Bay".
2. At least three events related to issues of sustainability including green building, transit-oriented development, and environmentalism and housing.
3. Highlight all types of affordable housing including supportive housing.
4. **As many grand openings as possible. Please plan your openings during Affordable Housing Week!**
5. At least one event each related to EBHO's campaigns in Oakland and Concord.
6. Tours of affordable housing sites, especially tours with themes (such as green building, transit oriented development, etc).

EVENT PLANNING, OUTREACH AND PROMOTION:

7. Event submission proposals must include a plan with the organizers' strategy and possible needs for technical assistance to ensure success.
8. Every event must develop an outreach, publicity and media plan.
9. Every event must fit cohesively with the other AHW events, relate to both the theme of Affordable Housing Week, 2010 (*Affordable Housing: Healthy Families, Sustainable Communities*), and show how organizers will publicize AHW as a whole in their outreach materials and at the event itself.
10. We would like events to make a good faith effort to consult with and engage with residents of affordable housing.
11. We would like events to be as accessible as much as possible to language diversity, people with disabilities, and people who utilize public transit.

TARGET AUDIENCE GOALS:

12. We would like to encourage our members and allies to think about adding an interfaith element to their event. Please let us know if you are interested in incorporating EBHO's *Interfaith Communities United for Affordable Housing* into your event.
13. EBHO strongly encourages event organizers to design events that will attract interest, engage, and deepen relationships with labor, environmentalists, smart growth proponents, neighborhood & business associations, and elected officials to ensure a diverse and organized audience of potential supporters and allies.

GEOGRAPHIC AND SCHEDULE SPREAD:

14. Select events throughout Alameda and Contra Costa Counties, and avoid a concentration in any one area.
15. Encourage events in each of the following locales that have traditionally had few events:
 - Fremont/Hayward/San Leandro (South [Alameda] County)
 - Tri-Valley (Livermore, Dublin, Pleasanton)
 - East Contra Costa County (Antioch, Pittsburg, Bay Point, Brentwood)
 - West Contra Costa County (Richmond, San Pablo)
16. Arrange events throughout the week.

EVALUATION

17. Every event must complete an evaluation (to be provided by EBHO).

For more information or if you have any questions or concerns please feel free to contact Joel Tena at Joel@EBHO.org or call 510.663.3830 x322.