

POLICY GRANTS COMMUNICATIONS GUIDE

In order to advance our shared goals, it's important that everyone involved in the Partnership for the Bay's Future (PBF) Policy Grants is in alignment with how we talk about PBF with external audiences. One of the strengths of PBF is that it is a collective effort spanning multiple sectors and approaches and we want our communications approach to speak to that. The goal of this guide is to streamline the communications process and make it easier for the fellows and partners to produce content.

Your point of contact for all PBF-related communications is Jordan Shapiro, Senior Communications Officer, jshapiro@sff.org.

Using communications to advance PBF goals

A strong communications practice and strategy is important for several reasons, including movement building, strengthening the PBF community of practice, and keeping our stakeholders up to date. As such, PBF fellows are expected to contribute to the PBF external communications. PBF communications can take on different forms, ranging from promoting the work of a community partner to creating original content.

The fellows' role in content creation

Each fellow is expected to contribute at least one blog piece during their two-year fellowship. The expectation is for two blog pieces to be created following each quarterly convening, starting with the December 2022 convening. The idea is that at least one of the blogs should focus on learnings from the convening and prior three months. Additionally, you are welcome to write an op-ed in place of a blog piece.

Fellows are strongly encouraged to produce additional original content if there is capacity and interest.

Production process for blogs, op-eds and other PBF site content

Fellows are encouraged to connect with the PBF team early in their content ideation. Before drafting a blog piece or developing another piece of content, fellows should send a brief proposal to Jordan Shapiro, Senior Communications Officer at the San Francisco Foundation, SFF, jshapiro@sff.org. The proposal can be in the form of a short paragraph, bullet points, or a conversation.

Once the idea is greenlit, please create a draft and then submit it to Jordan. He'll provide feedback within six business days, and the fellow will then have six business days to incorporate edits and resubmit to Jordan. Upon receipt of the approved edits, Jordan will post the blog to the [PBF website](#) under the fellow's byline, and the blog will be shared on PBF's social media channels.

Other types of content

In addition to blogs, fellows are encouraged to produce other types of content, such as social media posts (eg, tweets, LinkedIn posts) and op-eds. If fellows have additional content ideas they would like to contribute, fellows should reach out to Jordan.

Sharing PBF-related content

While the PBF team monitors the media for mentions of the work of the Policy Grants, sometimes stories slip through the cracks, so we rely on the fellows to help us catch those stories. When a story appears in the media relating to your work for the Policy Grants, please share it with Jordan. It is also expected that fellows let Jordan know about social media posts, events (convenings, community meetings, etc..), or any other key projects that they think should be shared publicly by PBF.

Communications Support for the Fellows

PBF provides various communications supports to the PBF site teams to help achieve the passage of equitable housing policy across the Bay Area, which are detailed below:

1. **Develop ideas/strategies.** Jordan can meet with teams to review and provide feedback on communications strategies
2. **Copyediting.** Jordan can provide copyediting support for any content, including blogs, opinion pieces, and original materials.
3. **Publishing original content/cross-posting/sharing content on PBF platforms.** Content relevant to policy initiatives can be shared on the PBF Twitter, Facebook and website.
4. **Social media support.** Jordan can assist in developing and running ads either through CBO partners' channels or PBF's channels.
5. **Shift the Bay resources.** [Shift the Bay](#) is a great resource for developing messaging. PBF can help familiarize grantees with Shift the Bay content and connect grantees to experts at Shift the Bay to develop targeted messaging for policy initiatives.
6. **Technical assistance funding for a communications consultant.** If deeper involvement is required to help develop content, strategy and social media blasts, grantees can utilize the pool of technical assistance funds to hire a communications consultant or request additional support from PBF to bring on a consultant.

Best practices for communicating about the Partnership for the Bay's Future

We should all re-enforce that the PBF Policy Grants are a three-part body of work: (1) the government partners pursuing equitable policy changes, (2) community organizing and engagement with local community organization partners, and (3) a mid-career fellow who provides capacity and technical assistance. Each of those components are an important part of building toward greater racial and economic inclusion in housing across the region.

Using PBF messaging

Fellows should follow the [PBF Message Platform](#), which contains key messages and descriptions and phrases, along with supporting data and guidance on how to reference the problems that PBF was designed to address. The Quick Reference section, included as an appendix to this document, is particularly useful as a “cheat sheet” to keep handy when crafting PBF communications and materials.

Using Shift the Bay messaging

[Shift the Bay](#) is a collaborative project of aligned organizations working toward housing justice to co-develop messaging, campaigns, and other tools to begin to grow public support and political will on affordable housing and housing justice. It is strongly recommended that fellows utilize Shift the Bay’s wealth of research-driven and field-practiced resources when writing content, most particularly the following documents:

- [Shift the Narrative Playbook](#)
- [Shift the Narrative Message Guide](#)
- [Housing Elements Message Guide](#)

Guidelines for branding

Communications about your work to external audiences should be written and branded as coming from PBF. The [PBF branding folder](#) contains logos, templates, fonts and color codes, but if you need anything further, please reach out to Jordan.

Representing the government partners

Fellows will have the opportunity to represent their government partner and the policy change that partner is pursuing. The work that fellows do at their government partner and that represents their partners should follow that partner’s communication guidelines and branding (instead of PBF communication and branding guidelines).

Media requests

Media requests specifically about PBF or the PBF fellowship should be directed to Jordan.

Media requests about the local work in progress in any of the PBF sites should be directed to the city/county department or community organization leading that work. If PBF receives any media requests about local work in progress or other topics that are more fitting to be addressed by the jurisdictions or community partners, we will pass those requests along to the appropriate partner.

Tell your story!

Nothing in this guide is intended to push everyone to tell the same story about PBF. In fact, we encourage all organizations and individuals within PBF to use PBF messaging materials to help tell their own stories. Economic inequality, racial injustice, and the housing crisis affect everyone in the Bay Area in different ways, and it's important that we share those stories in order to do the work of PBF effectively and authentically. Feel free to talk about how this work connects to your personal or professional experiences through the channels that feel right to you, from social media to community meetings.

Appendix: Partnership Messaging Quick Reference

About the Partnership for the Bay's Future (PBF). PBF is an innovative and collaborative effort using racial and economic equity as the guiding influence to ensure the Bay Area is a place where everyone can live in vibrant, inclusive communities of racial and economic diversity. PBF works to produce and preserve affordable housing and support protections for renters across the Bay Area.

Because the housing affordability crisis requires comprehensive, multi-pronged solutions, PBF pairs game-changing policies with innovative investment to change the systems and policies that have put the Bay Area beyond the reach of too many individuals and families.

On the policy side, PBF's Policy Grants provides local governments and community partners with much-needed capacity and expertise to implement equity-centered affordable housing policies. This process ensures those usually excluded from the policy process are at the center of efforts for change.

In response to missing financial products, PBF's Family of Loan Funds pilots new financial products designed to address the lack of affordable homes – a reality that disproportionately impacts households of color – and overcomes barriers throughout the Bay Area's rental housing market.

Combining policy with investment allows these two teams to work under one initiative to collaborate and inform one another. By bringing together leaders across sectors to develop solutions and build lasting political will, it creates an enabling environment to help affordable housing go from concepts to powerful and effective results.

Message Priority #1: Cross-sector collaboration. PBF brings together leaders from our communities, our businesses, local philanthropies, and our government to find the solutions to ensure that people of all backgrounds and economic statuses can call the Bay Area home. Our goal is to increase housing affordability for all and ensure vibrant communities of racial equity and economic inclusion.

Message Priority #2: People at the center of the 3Ps. We want all Bay Area families to have stable, affordable homes. We believe that protection, preservation, and production together will make the difference. We designed PBF to leverage investment and policy change to help families stay in the Bay Area communities where they connect, contribute, and prosper.

Message Priority #3: Prioritizing community. We value homes so families can live and grow as part of the fabric of a vibrant, thriving community. PBF is helping Bay Area residents to create and preserve the neighborhoods, communities, and cities that reflect our region's rich culture and are home to people of all different races and backgrounds. We can create the Bay Area we want by forming partnerships, advocating for policy change, and consciously investing in housing solutions that work for all Bay Area residents.

Message Priority #4: Our vision for a just and inclusive Bay Area. We envision a Bay Area where people of all ages and from all different cultures and backgrounds have an affordable place to call home, and where we live in communities where all people can feel they belong. This is a place where children and elders alike can thrive no matter what zip code they live in.