

# Homekey+ Program

## Engaging the Target Population Statement Guidance

The Homekey+ Notice of Funding Availability (NOFA) Section 300 (ix) requires a statement describing how the proposed Homekey+ Project engages the Target population in design of the program operations and supportive services.

### **NOFA Section 300 (ix) reads:**

*“Applications shall provide a statement how the Project will engage the Target Population that must answer the following question: How did/will the Applicant engage with the Target Population to inform the design of the Project operations and Supportive Services?”*

Please use this document as guidance to prepare and submit a statement that fulfills this threshold requirement with your Homekey+ application.

The Engaging the Target Population statement must include:

**Project Name:**

**Project Address:**

**Eligible Applicant:**

The document should also identify the Target Populations and detail how the Applicant meaningfully engaged members of the Target Population, Supportive Services providers, and stakeholders, in the visioning and development of the proposed Project. The statement should explain in which stage(s) of the process members of the Target Population and Supportive Services providers have been and will be engaged and the impact of this engagement on the design, Supportive Services, and property management of the Project. Please also describe the efforts by the Applicant to involve people currently experiencing homelessness and people with lived experience of homelessness, including how meetings were advertised and made accessible.

### **The following guiding questions are suggested to prompt the development of the required statement:**

- Were members of the Target Population and Supportive Services providers engaged and involved in development and selection of Project components included in application? Describe the community’s ongoing engagement and involvement with the Project.
- How did the Applicant make efforts to identify needs of the Target Population and inform stakeholders about the Project development process to solicit their input?
- How did Applicant demonstrate that opportunities for resident involvement were marketed and made accessible to multiple constituencies, especially low-income, disadvantaged, and otherwise vulnerable groups? If special consideration was given to targeting, attracting, or centering the involvement of the area’s most vulnerable populations, please make note of this.

- Describe how the Project demonstrates incorporating the community's input and how it was incorporated into the program design and development.
- Describe the broad spectrum of community needs addressed, beyond basic housing.
- Describe how Applicant provides a specific and detailed plan for future engagement with the Target Population, Supportive Services providers and Project residents.
- Provide a description on how the engagements were safe, accessible in multiple languages (if relevant), held in a location and at a time convenient to the Target Population, and addressed relevant additional barriers (disabilities, child-care, transportation, etc.)
- What are the best practices that your organization has utilized that have been successful with community engagement?

**Additional Resources:**

Additional guidance in planning for community engagement:

[Community Engagement Guide for Sustainable Communities | PolicyLink](#)

Additional strategies for community engagement are available in the HUD Exchange Resource Library. [The Community Engagement Toolkit](#) builds upon the traditional strategies for community engagement, while also uplifting a new set of values and approaches to create community-driven development.