

SB-2 Grant Implementation Schedule: Strategies to Increase Participation in Affordable Housing Development

TASK DESCRIPTION	COMPLETION DATE
Unique Logo	17-Sep-21
ADU Sitemap	17-Sep-21
ADU Homepage Concept	24-Sep-21
Research to inform strategies and tools (Interviews, Webinars, Survey)	30-Sep-21
Develop Material to Improve ADU Application Process	30-Sep-21
ADU Section Page Concept	8-Oct-21
ADU Content Outline	22-Oct-21
Outreach Plan for both Online and In-Person Campaign	31-Oct-21
Collect ADU Stories	31-Oct-21
Branding and Messaging Templates, Including Style Guides	30-Nov-21
ADU Website Text and Management	15-Dec-21
ADU Calculator	15-Dec-21
Draft Website	17-Dec-21
Implementation Guide for Online and In-Person Meetings	31-Dec-21
Final ADU Website Launch	31-Dec-21
Develop ADU Workbook	15-Jan-22
Coordinate and lead up to 6 hours of In-Person or Zoom Workshops & Meetings	15-Feb-22